

Guide to the Bicentennial Schlock Collection

MS 1262



compiled by Lynn J. Stewart

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Yale University Library
P.O. Box 208240
New Haven, CT 06520-8240
(203) 432-1735
(203) 432-7441

beinecke.library@yale.edu

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Collection Overview

REPOSITORY: Manuscripts and Archives
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CALL NUMBER: MS 1262

TITLE: Bicentennial Schlock Collection

DATES: 1967-1977

PHYSICAL DESCRIPTION: 10.5 linear feet (13 boxes)

LANGUAGE: English

SUMMARY: A collection of objects and packaging for commercial products celebrating the United States Bicentennial in 1976. These items were assembled as a course project for Jesse Lemisch's American Studies class at SUNY/Buffalo in the spring of 1976 and exhibited in 1976 and 1977. Included in the collection are catalogues of the exhibitions as well as related correspondence and photographs.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/mssa.ms.1262>

Requesting Instructions

To request items from this collection for use in the Manuscripts and Archives reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/mssa.ms.1262>.

To order reproductions from this collection, please go to http://www.library.yale.edu/mssa/ifr_copy_order.html. The information you will need to submit an order includes: the collection call number, collection title, series or accession number, box number, and folder number or name.

Key to the container abbreviations used in the PDF finding aid:

b. box
f. folder

Administrative Information

Immediate Source of Acquisition

Gift of Jesse Lemisch, 1981.

Conditions Governing Access

The collection is open for research.

Conditions Governing Use

Copyright status for collection materials is unknown. Transmission or reproduction of materials protected by U.S. Copyright Law (Title 17, U.S.C.) beyond that allowed by fair use requires the written permission of the copyright owners. Works not in the public domain cannot be commercially exploited without permission of the copyright owners. Responsibility for any use rests exclusively with the user.

Preferred Citation

Bicentennial Schlock Collection (MS 1262). Manuscripts and Archives, Yale University Library.

Scope and Contents

The Bicentennial Schlock collection began as a course project for Jesse Lemisch's American Studies class at SUNY/Buffalo in the spring of 1976. Their search for Bicentennial items led to an exhibit of the collected materials at Hayes Hall on the SUNY/Buffalo campus October 5-29, 1976. This exhibit was so successful that it appeared again at Gallery 1199, the exhibit hall of the District 1199 Headquarters of the Hospital Employee's Union, Aug 11-Sep 8, 1977.

The collection consists of correspondence, notes and memoranda, printed material and photographs, including photographs of the original exhibit, followed by a wide variety of "Schlock" exhibit material. The bulk of the collection is material which was actually exhibited. It ranges from paper plates and beer cans to a pair of stuffed mice. No attempt was made to keep the material in its original exhibit order, though wherever possible exhibit labels have been kept with the items they describe. Some of the items which appeared in the exhibits were not included in the collection (e.g., clock, belt, flag, items of clothing).

Collection Contents

Correspondence		
b. 1, f. 1	General	1976-1978
b. 1, f. 2	Mail solicitation for commemorative plate by United States Commemorative Gallery	1976-1977
b. 1, f. 3	Correspondence relating to Gallery 1199 exhibit	1976 October-1977 June
b. 1, f. 4	New York State Historical Association	1977 May-June
b. 1, f. 5	Course outline for American Studies 200	1976
b. 1, f. 6	Draft of introduction to exhibit	1976
Hayes Hall Exhibit		
b. 1, f. 7	Invitations to opening of Bicentennial Schlock Exhibit	1976 October 5
b. 1, f. 8	Notes and memoranda	1976
b. 1, f. 9	Notes for acknowledgements	Circa 1976
Gallery 1199 Exhibit		
b. 1, f. 10	Notes for exhibit program	Circa 1976
b. 1, f. 11	Notes	1976-1977
b. 1, f. 12	Bicentennial Schlock Exhibit programs	1977 August-September
b. 1, f. 13	Copy of guest register	1977 August 11-September 8
b. 1, f. 14	News releases announcing exhibits at Hayes Hall and at Gallery 1199	1976 September 28; 1977
Printed material		
b. 1, f. 15	Article "Bicentennial Schlock" by Jesse Lemisch, in <i>The New Republic</i>	1976 November 6
b. 1, f. 16	Newspaper and magazine clippings	1975-1976
b. 1, f. 17	Clippings	Circa 1976-1977
b. 1, f. 18	Adams Chronicles brochure, clipping	1975, 1976 May 10
b. 1, f. 19	Publications of the Peoples Bicentennial Commission	1976
b. 1, f. 20	<i>USA/200</i>	1976 Feb, June

b. 1, f. 21	1199 News English	1976 September
b. 1, f. 22	<i>Bicentennial Times</i> English	1976 February- March
b. 1, f. 23	<i>Bicentennial News</i> English	1976 Mar, June
Photographs		
b. 1, f. 24	Photographs of Bicentennial Schlock Exhibit at Hayes Hall, SUNY/Buffalo	1976 October
b. 1, f. 25	Photographs of items from Bicentennial Schlock	1976
Exhibit material		
b. 2, f. 26	Plastic bag with 1776 flag	Circa 1976
b. 2, f. 27	Plastic bag showing the flag	Circa 1976
b. 2, f. 28	Paper bag with Declaration of Independence	Circa 1976
b. 2, f. 29	Sani Bags with Liberty Bell	Circa 1976
b. 2, f. 30	"Sugar and the Bicentennial" English	Circa 1976
b. 2, f. 31	"Post-Bicentennial Sugar Packets" English	Circa 1976
b. 2, f. 32	Two dollar bill	1976
b. 2, f. 33	Exhibit program used as part of exhibit	1977
b. 2, f. 34	<i>Bicentennial News</i> , final issue English	1976 July 1
b. 2, f. 35	Advertisement for Simplicity Bicentennial Costumes	1975
b. 2, f. 36	Clothing advertisements	Circa 1976
b. 2, f. 37	Label from milk carton	Circa 1976
b. 2, f. 38	Box label from Ideal Pretzels	Circa 1976
b. 2, f. 39	"The Attempt to Steal the Bicentennial," Report of the Internal Security Subcommittee of the Senate Judiciary Committee English	1976 May
b. 2, f. 40	Plastic flag	Circa 1976
b. 2, f. 41	<i>Time Magazine</i> , Special 1776 Edition	1975
b. 2, f. 42	Comic book: "Give Me Liberty: A Revised History of the American Revolution"	1976
b. 2, f. 43	Mail solicitations for personalized commemorative plate	1976

b. 2, f. 44	Burger King calendars	1975-1976
b. 2, f. 45	"Menus and Recipes of the Great American Revolution," advertisement by Texaco English	Circa 1976
b. 2, f. 46	Candy with flags	1976
b. 2, f. 47	Advertisement for "Bicentennial Wedding" at Collegeville Inn	1976 March 21
b. 2, f. 48	Sheraton Hotels brochure	1976-1977
b. 2, f. 49	Navy advertisement	Circa 1976
b. 2, f. 50	Brochure for "The Adams Chronicles"	1975
b. 2, f. 51	"Comprehensive Calendar of Bicentennial Events, East of the Mississippi" English	1976 June
b. 2, f. 52	Exhibit labels (unidentified)	1976
b. 3, f. 53	<i>Winchester Arms Catalogue, Bicentennial Edition</i>	1975
b. 3, f. 54	Disney World popcorn box	Circa 1976
b. 3, f. 55	Big Boy hamburger wrapper	Circa 1976
b. 3, f. 56	Package for "Bi-Centennial Lollipop"	Circa 1976
b. 3, f. 57	American Airlines ticket cover and paper napkin	Circa 1976
b. 3, f. 58	Operating room cap	Circa 1976
b. 3, f. 59	Package for "Bicentennial Huggy Bears"	Circa 1976
b. 3, f. 60	Paper napkins and plates from Pappy's Pizza	1975
b. 3, f. 61	Packages for "Clark 1776 Peanut Butter Logs"	Circa 1976
b. 3, f. 62	<i>TV Guide</i>	1976 July 3-9
b. 3, f. 63	Paper napkins	Circa 1976
b. 3, f. 64	Corsage	Circa 1976
b. 3, f. 65	Advertisement for "Chicken '76: the Revolutionary Chicken"	Circa 1976
b. 3, f. 66	Uncle Sam Pez dispenser	Circa 1976
b. 3, f. 67	Match books	1975
b. 3, f. 68	Sambo's paper flag and paper coaster	Circa 1976
b. 3, f. 69	Bookmark/calendar quoting Sun Myung Moon	1976
b. 3, f. 70	Button card	Circa 1976
b. 3, f. 71	Pins sent to Organization of American Historians	Circa 1976
b. 3, f. 72	Postcards of train locomotives	1975

b. 3, f. 73	Cards with Uncle Sam	Circa 1976
b. 3, f. 73a	Paper "76" flag on toothpick	Circa 1976
b. 4, f. 74	Knit cap	Circa 1976
b. 4, f. 75	Pen and pencil	Circa 1976
b. 4, f. 76	"The All-American Novelty Condom" English	1975
b. 4, f. 77	Photograph of Quaintance Eaton dressed for the Bicentennial	Circa 1976
b. 4, f. 78	Name tags	Circa 1976
b. 4, f. 79	<i>The Old Farmer's Almanac</i>	1976
b. 4, f. 81	Erie County Savings Bank Bicentennial brochure	Circa 1976
b. 4, f. 82	Button pins	1976
b. 4, f. 83	Button pin	1976
b. 4, f. 84	Towellettes	Circa 1976
b. 5, f. 80	Toy robot	Circa 1976
b. 5, f. 85	Large paper cup and three straws	Circa 1976
b. 5, f. 86	Pair of stuffed mice in Bicentennial dress	Circa 1976
b. 5, f. 87	Scarf	Circa 1976
b. 5, f. 88	Painter's cap	Circa 1976
b. 5, f. 89	Paper plates, "Spirit of 1776"	Circa 1976
b. 6, f. 90	Egg cartons <i>2 Items</i>	1976
b. 6, f. 91	Campbell's soup can	Circa 1976
b. 6, f. 92	Beer cans; soda can <i>7 items.</i>	Circa 1976
b. 7, f. 93	Roll of toilet paper, "Spirit of 1776"	1976
b. 7, f. 94	Paper cups	1976
b. 8, f. 95	"1776" Coke glass English	Circa 1976
b. 8, f. 96	Water glass with Liberty Bell wrapper	Circa 1976
b. 8, f. 97	Instant coffee jar	Circa 1976
b. 9, f. 98-100	Log Cabin Syrup Bicentennial Flasks	Circa 1976
b. 9, f. 123	7-Up Commemorative Bottle	1975

b. 10, f. 101	Course outline used in exhibit	1976
b. 10, f. 102	Plastic flag with candy-filled stick	Circa 1976
b. 10, f. 103	Package for "Peter Patriot Hollow Milk Chocolate" Rabbit	Circa 1976
b. 10, f. 104	Apple advertisement	Circa 1976
b. 10, f. 105	Menu from Howard Johnson's	Circa 1976
b. 10, f. 106	Menus from The Lite-Bite	Circa 1976
b. 10, f. 107	Mail solicitations for personalized flag by American Historical Society	1976
b. 10, f. 108	Stick-on badge "Valor at Valley Forge;" brochure for Bicentennial Histories; exhibition guide for "The World of Franklin & Jefferson"	Circa 1976
b. 10, f. 109	Paper plates showing scenes from the Revolution	Circa 1976
b. 10, f. 110	Paper placemat with Declaration of Independence	Circa 1976
b. 10, f. 111	Paper placemat "Bicentennial Observance"	Circa 1976
b. 10, f. 112	"Peacetime" dry cleaning bag English	Circa 1976
b. 10, f. 113	Clothes hangers	Circa 1976
b. 10, f. 114	"Peacetime" plastic shopping bag English	Circa 1976
b. 10, f. 115	Diaper bag with Bicentennial logo	Circa 1976
b. 10, f. 116	Plastic bag with Declaration of Independence	Circa 1976
b. 10, f. 117	Grocery bags with Liberty Bell	Circa 1976
b. 10, f. 118	Plastic bag from National Archives	Circa 1976
b. 10, f. 119	Paper shopping bag	Circa 1976
b. 11, f. 120	Welcome mat with eagle	Circa 1976
b. 12, f. 121	Cereal boxes <i>2 Items</i>	1967, 1972
b. 12, f. 122	Pinwheel	Circa 1976
b. 12, f. 124	Kite with Declaration of Independence	Circa 1976
b. 12, f. 125	Record cover for "Celebration '76"	1976
b. 12, f. 126	Posters, "Happy Birthday, America"	1975
b. 13, f. 1	Nabisco display <i>2 Items</i>	Circa 1976
b. 13, f. 1	Sign for Gallery 1199 exhibit	1977

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects

Advertising
American Revolution Bicentennial, 1976
Popular culture

Geographic Names

United States -- Social life and customs

Names

Lemisch, Jesse, 1936-