

hundreds of special window displays, all of which earned comment and special attention for the merchants as well as for the celebration.

Roughly speaking, we would estimate that a competition of this sort would be worth while, compared to other features, if it were set up on the basis as high as one dollar per 1,000 population in the area concerned. It can be well done for less than half this amount.

Memorial

In building the program for Northwest Territory Celebration the desire was to not only serve the present generation, but to create something of value to those yet to come; to do permanent works as well as those ephemeral activities necessary and common to such programs.

It appeared that the point where the United States made its first footprints as it started west to span a continent and to become eminent among all nations, should be marked in some lasting way.

This particular spot happens to be in the commons, now known as Muskingum Park, in Marietta, Ohio. The first American civil government west of the thirteen original States was there inaugurated on July 15th, 1788. There the principles of the Ordinance of 1787 were first given effect, thereby determining the pattern for the present United States of America. Both the chairman and the director of the commission being Marietta citizens, the decision as to a memorial at this point was left to the members of the commission from other States. Their vote was unanimous, and \$20,000 was budgeted for the purposes of sculptors' fees and expense which the commission would have to pay. It was known that the land, which is now a beautiful park on the bank of the Muskingum River, is in not only the "commons" dedicated forever for public use by the Ohio Company of Associates, but also in Section 29, the "Ministerial tract". It could be had without cost by securing legislation by the Ohio State Assembly, and the Marietta City Council. The Ohio Legislature passed a bill authorizing a governor's deed to necessary ministerial tract lands—and Marietta City authorities waived all rights to these lands.

Marietta being a large stone working center, there were many practical stone men available to the Work's Progress Administration, which agreed to do the stone quarrying, cutting, and setting.

John P. Schooley, State Architect for Ohio, agreed to donate architectural services which would normally amount to several thousand dollars.

Marietta purchased easements where necessary on private property. The Ohio State Highway Department was most helpful in loaning equipment, as were several private companies and people.

In negotiating for a sculptor, the best known artists in America were consulted and considered, resulting in the choice of Gutzon Borglum.

Mr. Borglum, understanding the national purpose of the memorial and the effort being made to accomplish a sublime result with meagre funds—at least as such projects usually go—agreed to model the group and render supervisor's service for a fee which was within the means of the commission.

PREPARATION FOR THE MEMORIAL

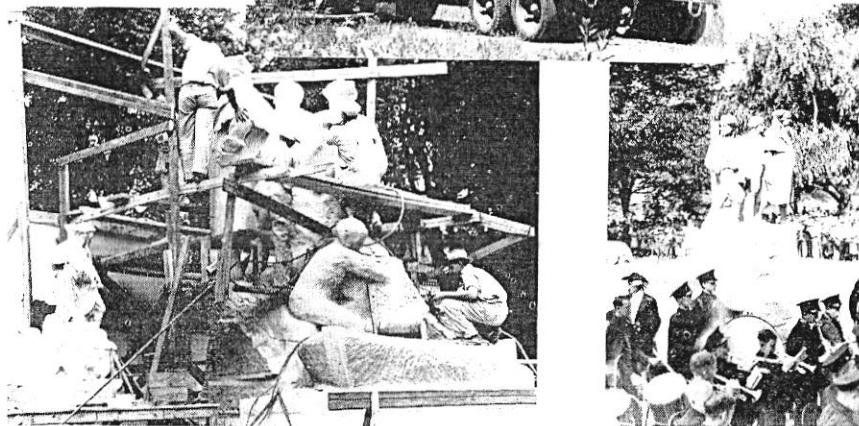
THIS BLOCK OF STONE, WEIGHING EIGHTY TONS, IS THE LARGEST EVER QUARRIED IN SOUTHERN OHIO. FROM IT THE GROUP OF SIX HEROIC SIZE FIGURES WAS CARVED.



RIGHT - Moving the partially completed group, now weighing twenty-five tons, from the quarry to its final site in Marietta.
BELOW - Sculptors at work.



ABOVE - Stone cutters at work.
BELOW - For posterity.



And so, the memorial to the "Start Westward of the United States" came into actual being.

It consists of a group of five figures in heroic size, symbolic of the nation's start westward. Esplanades from the Muskingum River to the street and surrounding the group, along with four massive inscribed pylons on Front Street complete the memorial. These inscriptions are:

The Ordinance of 1787 contained the United States' first governmental recognition of the "Rights of Men". Not included in the Constitution originally adopted, they were later added until all of them are now part of our organic law.

Here the new United States of America found, through Northwest Territory, the first and common offspring of thirteen discordant and disputatious states, her formula to eminence among all the governments of mankind.

Here, with the founding of the nation's first colony and establishment of the first American civil government west of the thirteen original states, began the march of the United States of America across a continent to the western sea.

To those unfamed citizens who conceived a new purpose and direction for this nation in its making; and whose insistence upon incorporation of the Rights of Men into our fundamental law, set the pattern for America's contribution to the governmental progress of humanity.

The native sandstone from near the quarry dedicated by the pioneers "forever to public use" is used throughout.

In effect the park constitutes the grounds to the memorial, some 1,700 feet long and two hundred feet wide.

Even in its incompleeted form the group was visited by as high as four thousand people per day (not one of the big days during the celebration).

Memorial Tablets

In addition to the national memorial at Marietta, provision was made by the commission at its July 1938 meeting that such balance as might remain in its funds should be expended for memorials in the States of the Territory other than Ohio. The type and style was to be determined by the commission members from each State.

Bronze tablets, 24 x 30 inches in size have been agreed upon for this purpose, and at the time this report is written it appears that two and perhaps three tablets will be erected in each State, and at points important in Northwest Territory history.

Mural Paintings

Among the by-products of the Celebration which are of lasting value and interest to future generations are the twelve mural paintings which constitute the decorative motif for the walls of the new City Hall in Marietta.

These were executed by William Mark Young, the artist who painted the huge murals in the Ohio State Exhibit at Century of Progress Exposition, and who is famous for historic exactitude in his work.

Probably these paintings present the best collection extant of early scenes in the settlement of Old Northwest Territory.

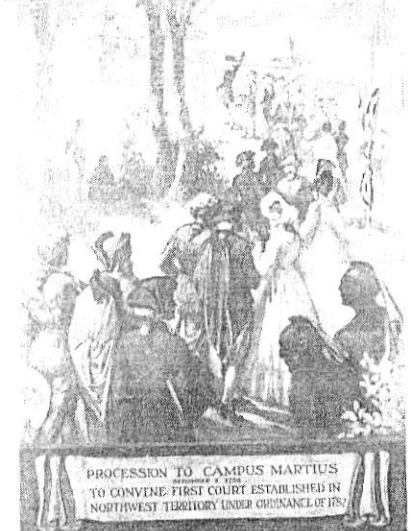
Other Memorials

While not concerned with the exact period of the celebration,

MURAL PAINTINGS IN MARIETTA CITY HALL



These are typical of the twelve historical paintings in the new Marietta City Hall. Executed during the celebration period by William Mark Young, they are the most accurate depictions of early Northwest Territory events in existence.



yet definitely linked to it by history, the recognition accorded Marietta by the government of France is one of the accomplishments of this commemoration.

Marietta, at first named "Adelphia", was named for Marie Antoinette of France, by the American ex-soldier settlers. Also, Celoron de Blainville (usually erroneously referred to in histories as Celoron de Bienville), who had retaken possession of the Ohio County for the King of France in 1749, had planted one of the six leaden plates involved, at the confluence of the Muskingum and Ohio Rivers. This was one of two of these plates ever found and now in existence. Because of these facts, and also in appreciation of the World War services rendered France by the Marietta College Ambulance Unit and Beman G. Dawes, its sponsor, the government of France has given to Marietta a large bronze tablet, 44 x 54 inches in size and inscribed with the copy used on the original Celoron plate.

This will be mounted upon a large stone in a look-out point now being erected at the corner of Virginia and Gilman Streets, within a few yards of the point at which the lead plate was found almost a hundred and fifty years ago.

A small tablet was also erected by descendants to the memory of Mary Gardner Owen, first woman settler in Marietta.

"Picketed Point", first fortification of the Ohio Company pioneers, was reproduced as to one of its blockhouses and part of the stockade by Reno G. Hoag and Durward S. Hoag, and constituted a point of great interest to Marietta visitors.

United States Day

In the original plan for the commemoration, July 15th, 1938, the 150th Anniversary of the actual establishment of civil government in Northwest Territory, was intended as the climax of the celebration.

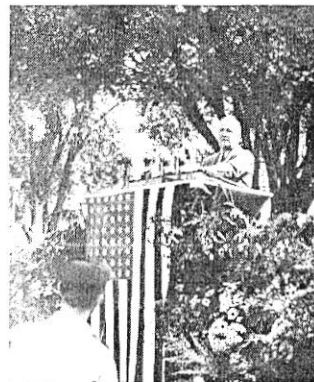
The President of the United States had given assurance of attendance, but as matters developed, was unable to come to Marietta on that date, but did come on July 8th, which was then called President's Day.

The Presidential train arrived at 9:00 a. m. and President Roosevelt spoke from 9:30 to 10:00 a. m. The early morning schedule deterred the attendance of many from outside of Marietta, but the crowd was estimated at 80,000, probably the largest number of people in Marietta at one time.

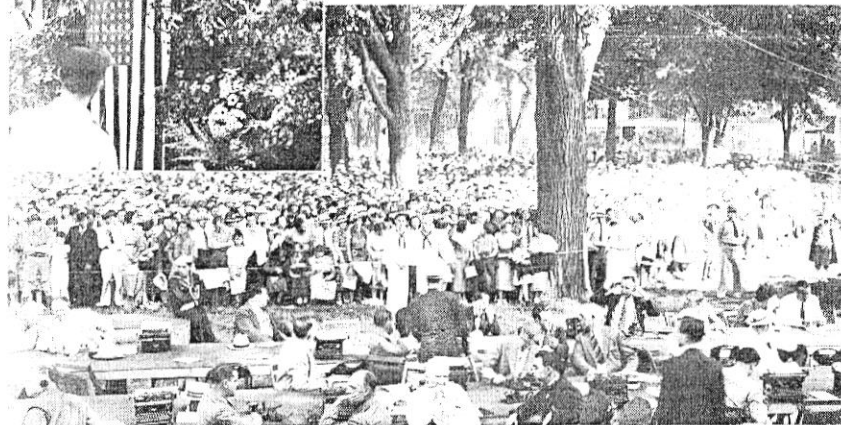
The line of march was from the President's train at Second and Butler Streets north on Second Street to Washington; west on Washington to Front Street; and south on Front Street to the speaker's stand at the memorial.

The return march was over the same route. There were one hundred and eighteen press men, photographers, etc. present, said to be the largest number ever with the President on any trip up to that time. The program was broadcast over three of the national radio hook-ups.

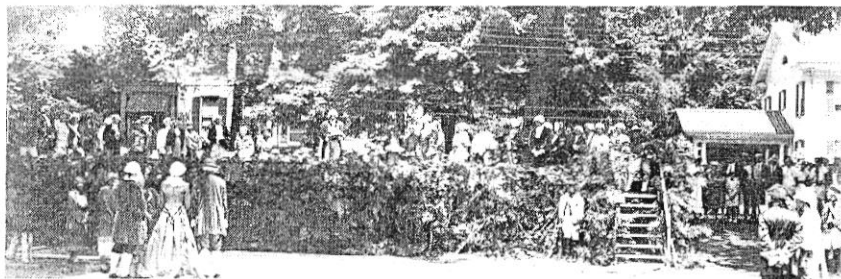
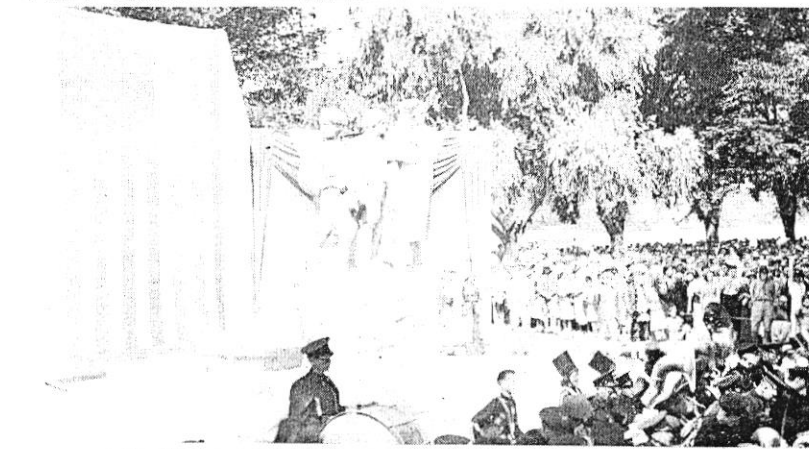
The day was pleasant though very warm. Up until this address there had not been even the faintest suggestion of any political partisanship involved in the celebration, in any manner or form.



PRESIDENTS' DAY JULY 8, 1938
LEFT - President Franklin D. Roosevelt addressed 80,000 persons at Marietta and unveiled new national memorial.



LOWER PHOTO - Re-enactment of establishment of civil government in Northwest Territory. July 15, 1938.



Because of the heated public interest in the coming campaign, the newsmen avidly seized upon the political phase of the address to such an extent that the great historic import was subordinated and largely submerged.

The attendance of the President on July 8th instead of July 15th made it necessary to revamp the program and Governor's days were set aside in the ensuing week for each of the states of Northwest Territory.

Also, Pioneer Descendants' Day, Historians' Day, etc. The inevitable effect however of the re-arranged program was anti-climatic.

Despite this fact, large crowds, including some thousands of visitors attended the various programs of that week.

Community Participation

This is one of the truly glorious phases of the entire celebration.

Rather than one centralized program, there were two hundred and two centers at which official and major Northwest Territory Celebrations were held. These include the itinerary stops of the caravan and the New York program. With the intervening stops this figure becomes at least four hundred different communities which held commemorative exercises of civic nature in connection with the celebration.

The program extended from New York and Ipswich, Massachusetts, through the most densely settled northeastern part of the United States to western Minnesota.

Each of the several hundred communities appointed local committees or commissions whose members worked for many weeks or months in preparation for their local Northwest Territory program or programs.

The range of features was wide as human thought, but in most cases were built around and to include the celebration's pioneer caravan.

Some Typical Examples of Newspaper Headlines

New York Herald Tribune (Population Ipswich-Hamilton, Mass., 8,073)

**"50,000 CHEER ACTORS STAGING
COLONIAL TREK AT IPSWICH, MASS."**

Circleville, Ohio (Population 7,049)

"Crowd Estimated at 20,000 for Big Parade, Pageant"

Fort Wayne, Indiana (Population 105,300)

"60,000 GIVE TROUPE HOOSIER GREETING"

Columbus Dispatch (Ohio) (Population Marietta 15,261)

"60,000 SHOUT AS PIONEERS LAND AT MARIETTA"

Newark, Ohio (Population 30,641)

"PIONEER CARAVAN TAKES CITY"

"28,000 Cheer Celebration—Stadium Packed"

Youngstown, Ohio (Population 174,200)

**"80,000 HAIL PIONEERS HERE IN BIG PARADE
CITY PUTS ON ITS GREATEST CELEBRATION"**

McConnelsville, Ohio (Population 1,618)

**"THE LARGEST CROWD EVER TO
ASSEMBLE IN THE TWIN CITIES"**

Racine, Wisconsin (Population 74,400)

**"LARGEST AUDIENCE EVER TO ATTEND EVENT
IN HORLICK ATHLETIC FIELD SAW PAGEANT"**

Plymouth, Indiana (Population 4,338)

"15,000 SEE PARADE; 10,000 SEE PAGEANT"

Vandalia, Illinois (Population 3,316)

"9,000 SAW PAGEANT"

Marion, Illinois (Population 10,748)

**"A Crowd that Thronged the Fair Grounds
Until Not Even Standing Room Left in
Grandstand saw 'Freedom on the March' "**

Sheboygan, Wisconsin (Population 35,100)

"PAGEANT DRAWS BIGGEST CROWD TO BOWL"
(30,000 to 40,000)

Jackson, Ohio (Population 5,842)

**"GREATEST CROWD IN HISTORY OF JACKSON
VIEWS NORTHWEST TERRITORY CELEBRATION"**

Fergus Falls, Minnesota (Population 7,581)

"10,000 PEOPLE OUT FOR PAGEANT"

Lawrenceburg, Indiana (Population 3,466)

"Greatest Crowd in History of Lawrenceburg"
(15,000)

Terre Haute, Indiana (Population 73,500)

"20,000 PEOPLE VIEWED SPECTACULAR PAGEANT"

Programs ranged from one day to a full week, and probably averaged two days.

Parades, banquets, and speaking were common to all. In many cases communities held pageants of their own history, with large casts, and either professional or local direction.

Local publicity was splendid, and in a very great many cases official reports indicate the largest crowd in the entire existence of the community. In fact, in looking through the commission's scrap books of clippings perhaps the most striking single feature, aside from the tremendous amount of publicity, is the frequently recurring head line "Largest Crowd in History Visits". etc.

It was quite common for the attending audience to be from two to five hundred per cent of the entire local population.

It is necessary to point out that this was not true in the large cities, where there is more competition on entertainment and where the commercial activity predominates. Also, large centers of foreign population, unfamiliar with American history, do not afford receptive audiences.

The appended chart shows the relation of attendance to population in various size centers.

It is only fair to say, however, that had the entire Northwest Territory Celebration been held in a Chicago or a Cleveland, its percentage of attendance would have still been small as compared to the local population.

The local committees reported to the Federal Commission on

standard forms, and figures used are from these reports as well as from those of the caravan.

Apparently all-in-all, the local programs were entirely self-supporting financially. Varying methods of securing income were devised, and in some cases small losses were incurred, while in others there was a material profit.

Seemingly the larger and more comprehensive the local program, the larger the paid attendance.

Probably Marietta conducted the most elaborate ceremonies—with two periods of ten days each, two pageants, with a cast of about 1,000 persons in each.

The city committee in this case spent something over \$35,000, but all of it except \$5,000 came back in direct receipts.

Three thousand dollars of this was money raised by subscription to promote the celebration initially.

The Federal Commission granted no funds to any individual community. Nor did the State Commissions except perhaps in special cases.

Each community, except for the caravan being furnished by the Federal Commission (up to April 11, 1938) or the State Commission (April 11 to October 13, 1938) met its own expenditures, and as has been said, their programs averaged to be self-supporting.

Many booklets and other souvenirs were prepared and sold with varying success. It is difficult and in fact impossible to control memento procedure, and they should not be depended upon by local committees as any material source of income.

The committees which took part in this educational program will long remember it because of the personal and local effort injected. Had the celebration been centered in any one locality—this interest and incentive would have been lost, and in all likelihood, regardless of how a \$100,000 celebration had been set up, the attendance would have not been 5% of the figure actually attained.

There were three hundred and twelve days spent in these 202 communities by the caravan. The States paid for one hundred and eighty-four days and the Federal Commission for one hundred and twenty-eight. The States paid \$17,094 of the expense of the caravan while the Federal Commission paid \$33,357.99. Local expense ran from a few dollars to \$20,000.00.

The States visited and number of calendar days spent in each were as follows:

Massachusetts	9	calendar	days
Connecticut	3	"	"
New York	6	"	"
New Jersey	5	"	"
Pennsylvania	97	"	"
(70 days at West Newton building boats.)			
Ohio	67	"	"
Indiana	27	"	"
Illinois	49	"	"
Wisconsin	30	"	"
Minnesota	20	"	"
Total	313	"	"

The attendance figures shown on the chart, cover only "stop towns", that is, where a pageant showing was given.

No official figures are possible as to the "in-between" towns, or even the countryside, but the caravan figuratively followed a route lined with people. The estimate was made by one of the State directors that between 7½ and 10 million people saw the caravan during its travels.

This appeals to the Federal Commission as a fair and probably true figure.

However, the official attendance at parades and pageants is sufficient. We believe that more people saw the pageant "Freedom on the March" than have ever seen any drama within a year, and probably in its total run.

Are Such Celebrations Worth While

Northwest Territory Celebration is now a remembrance. Whatever its sponsors may believe is perhaps too apt to reflect their close association with it. The program speaks for itself.

It may, however, be interesting to here record some excerpts from editorial comment by various papers during the period of the celebration:

The Ohio State Journal—July 6, 1937—

(This is quoted in full to illustrate the type of editorials common upon the subject. The balance are but brief quotations from editorials.)

GREAT AMERICAN DOCUMENT

"On July 13, 1787, the Continental Congress of the United States, sitting in New York City, passed an ordinance for the government of the territory of the United States 'northwest of the River Ohio,' otherwise known as the Ordinance of 1787. Within a few days, the nation will have reached the one hundred and fiftieth anniversary of that great date.

"Ohio, the other four states, and the part of the sixth, which were subsequently created out of the Northwest Territory naturally look to the Ordinance of 1787 as the instrument which established and guaranteed the principles of government on which they are founded. Its significance and importance, however, far transcend the boundaries of the Old Northwest Territory. Written when the Mississippi River was the western border of the nation, the Ordinance is the true bill of rights of these United States and the pattern of virtually every state constitution written while the commonwealth of states was moving from sea to sea.

"It carried guarantees of liberty which were not contained in the Declaration of Independence or the Articles of Confederation and which did not appear in the subsequent Constitution, until the first 10 amendments were adopted. Seventy-eight years later, in almost the exact words of the Ordinance, the Constitution was amended to prohibit slavery.

"With the defects of British primogeniture fresh in their minds, the drafters of the Ordinance—its authorship remains in dispute to this day—provided almost at the outset 'that the estates (of proprietors) shall descend to, and be distributed among, their children . . . in equal parts.'

"The Ordinance also provided that the states erected out of the Northwest Territory should be admitted to the Union on an equal footing with the original states, the pattern followed ever since in the admission of the states.

"Here, too, was first written in a federal document the

guarantee of religious liberty; 'No person, demeaning himself in a peaceable and orderly manner, shall ever be molested on account of his mode of worship or religious sentiments, in the said territory.' That was the first 'article of compact between the original states and the people and states in the said territory.' It was stipulated that the compact should 'forever remain unalterable, unless by common consent.'

"Seldom has a bill of rights been stated so forcefully and plainly as in the second article of the compact:

"The inhabitants of the said territory shall always be entitled to the benefits of the writ of habeas corpus, and of the trial by jury; of a proportionate representation of the people in the Legislature; and of judicial proceedings according to the course of the common law. All persons shall be bailable, unless for capital offences, where the proof shall be evident or the presumption great. All fines shall be moderate; and no cruel or unusual punishments shall be inflicted. No man shall be deprived of his liberty or property, but by the judgment of his peers or the law of the land; and, should the public exigencies make it necessary, for the common preservation, to take any person's property, or to demand his particular services, full compensation shall be made for the same. . . . No law ought ever to be made, or have force in the said territory, that shall in any manner whatever, interfere with or affect private contracts or engagements, bona fide.

"These were the sentences used as a pattern for the Bill of Rights in the Constitution.

"Another great concept of the Ordinance was the encouragement of education. On this subject, the document declared:

"Religion, morality, and knowledge, being necessary to good government and the happiness of mankind, schools and the means of education shall forever be encouraged.

"From that provision may be said to have sprung the great free school system that is distinctly American.

"Truly, the celebration of the anniversary of the Northwest Ordinance is one for the entire nation, to be entered into reverently and wholeheartedly."

New Lexington Daily News—December 21, 1937—

"If the celebration this year of the 150th anniversary of America's First Colony, the Northwest Territory, and the dramatic caravan travelling across country to the 'land beyond the Ohio,' does no more than awaken us to a new recognition of how America was really made, to suggest that if we show similar determination and willingness to endure, we might accomplish our modern objectives more certainly."

Martins Ferry Daily Times—

"In duplicating, with such historical accuracy, the original expedition from Ipswich, Massachusetts, to Marietta and in presenting pageants in portrayal of early Ohio history, the 'Pioneers of 1938' are presenting history of interest to all Ohioans in a manner calculated to impress the people much more forcibly than historians could ever hope to by the written word."

Boston Sunday Herald—April 10, 1938—

"No sesquicentennial celebration could have been more impressive."

Morgan County Democrat—McConnelsville, Ohio, April 21, 1938—

"We have yet to learn of a person who did not think the Northwest Territory celebration here last week was a great success. We have yet to hear of anyone who in any manner 'knocked it,' which is most remarkable.

"We need more of such occasions, so that the spirit of

those pioneers—the principles of the founders of this country, and of our forefathers can be instilled in the present generation."

The Norwalk Reflector-Herald—Norwalk, Ohio—

"Let us think of these things as the replica of that first caravan trudges by. Cheers? Surely. But there is something deeper and more important.

"Are we proving ourselves worthy of the hardships they sustained for their children's children?"

"The thing answers itself. It is worthy pondering."

New York Evening Journal—July 31, 1937—

"Few things are as trivial as the business of issuing stamps to commemorate what everyone has forgotten, but for once the post office has hit upon something important.

"Stamps are now on sale to celebrate the 150th anniversary of the Ordinance of 1787, the most thoroughly neglected piece of legislation ever passed in this country, and the act which translated the Declaration of Independence and the Constitution into realities."

Plymouth Daily Pilot—Plymouth, Indiana—

"Those fortunate enough to witness the spectacle were loud in their praise of its beauty and significance.

"Such events are a splendid thing for any community. The busy days of preparation serve to exercise dormant civic muscles and strengthen civic pride. There will never be decay or dry rot in any city where affairs such as 'Freedom on the March' are made possible and presented by people inspired by a robust community spirit."

Columbus Dispatch—Columbus, Ohio—

"A program which is as ambitious and the event it commemorates was important. . . .

"The commendable aim of the sesquicentennial observance is to break down the local prejudices by programs in which the 'firsts' claimed by different cities will be given due recognition and which at the same time will foster an appreciation of the fact that all were a part of a unified and developing whole."

Newburgh Beacon News—Newburgh, New York—

"The celebration was broadly conceived and should serve a good patriotic purpose."

Worcester Evening Post—Worcester, Massachusetts—

". . . It is fitting that we pay tribute to the spirit of those ancestors who opened up the lands which have since contributed so much to our national life."

Somerset County Times—Somerset, Pennsylvania—

"Such observances cannot help but give inspiration to all of us to carry on . . . to uphold the traditions upon which the great area, of which we are a part, has been built."

Beloit, Wisconsin—

"The Ordinance of 1787 is second perhaps only to the Constitution as a charter of American liberty. In this day when fundamentals are often forgotten, in the trials of the moment, every community ought to welcome the opportunity for rededication of the spirit and the purpose of such a document."

Athens Messenger—Athens, Ohio—

"The present celebration of the Old Northwest Territory is one of the dramatic inspirations which have come and will come to deepen our confidence. . . . The educational possibilities of this celebration are unlimited and come at a time when the wavering faith in democracy of many partly informed people needs bolstering."

If the period or incident has genuine historic merit; is indicative or suggestive of present or probable future trends, and if its commemoration is conceived and executed for inspirational and educational purposes, this commission believes that there is no better or economical way to reach large masses of people. The question then becomes one of what funds are available and justified for the purpose sought.

The Northwest Territory Celebration Commission entered this project with the broad conception that an impressive and effectual commemoration program could be conducted for nominal expenditures of public money, and that being true, perhaps more such programs would be possible than if a few were held at high costs.

Whether this concept has been somewhat satisfactorily substantiated now remains for others to decide.

Appropriation and Realization

Northwest Territory Celebration was conceived as an earnest educational and inspirational effort—and to get all the desirable results possible for each dollar expended.

That it was timely and struck a popular chord is evidenced by the staggering figures of cooperation rendered the Federal and State Commissions.

Federal appropriation was \$115,000 gross; those of the states \$82,500 collectively, or a total of \$197,500 total gross.

Against the Federal appropriation it is fair, in determining real net cost, to deduct the cash receipts from sale of literature, some \$9,000, and materials and equipment turned over to other government agencies (cost \$6,000—present appraised value \$4,000).

This makes a net real expenditure of \$102,000, and with the states, of \$184,500. This does not give any effect to or take any credit for sales of commemorative stamps to collectors—practically all of which sales were net profit to the government.

Computing the fair value of all the factors, including gifts, loans, and other factors which made purchase unnecessary, we find the total to be \$687,962.35—or 3 and 7/10 times the net appropriations for the celebration. Or, looking at State appropriations as cooperation with the Federal government, in the same sense that other agencies cooperated, the government received \$688,000 worth for a net expenditure of \$102,000—or almost a ratio of 7 to 1.

The splendid cooperation rendered and assistance given is among the best evidence as to the reception accorded the project. Total government expenditure:

Federal Commission \$115,000 gross; \$102,000 net
State Commissions 82,500 gross

\$197,500 gross; \$184,500 net

Of the Federal expenditure about \$9,000 is returned to the U. S. Treasury through sales of literature, and materials and equipment costing about \$6,000 and appraised at \$4,000 are turned over to other government agencies, making the real factual net expenditure of the Federal Commission about \$102,000.

The figures as to expenditures and contributed factors on various elements of the program are as follows:

Item	Actual Federal Expenditures	Accomplishment
Cartographic Map	\$ 2,829.32	\$ 29,279.32
New York Program	600.66	4,166.66
Textbook	12,733.27	14,733.27
Contests	6,437.22	19,937.22
Historical Novel and other books	2,031.00	55,000.00
National Memorial	23,331.91	126,287.91
Pioneer Caravan	33,057.99	68,257.97
Publicity	9,204.85	272,000.00
Window Displays	None	10,000.00
Moving Pictures (aside from amateur)	None	16,500.00
Local Participation (figured at \$150 per community self-liquidating)		31,800.00
Administration—Federal and State (estimated)		37,000.00
Memorial Tablets		3,000.00
TOTAL		\$687,962.35

FINANCIAL STATEMENT

Northwest Territory Celebration Commission

Original Appropriation	\$100,000.00
Supplemental Appropriation (reappropriation of estimated receipts)	15,000.00
Total Federal Funds available	\$115,000.00

Expenditures

	Actual Encumbered Dec. 15, 1938	Projected To Complete Com. Work	Total
Cartographic Map	\$ 2,829.32		\$ 2,829.32
New York Program	600.66		600.66
Textbook	12,733.27		12,733.27
Contests — School	6,437.22		6,437.22
Historical Novel distribution	2,031.00		2,031.00
National Memorial	23,331.91	\$ 455.57	23,787.48
Pioneer Caravan	33,057.99		33,057.99
Publicity	8,845.60	150.00	8,995.60
Administration:			
Salaries	14,476.74	220.00	14,696.74
Office Supplies	3,425.12	20.00	3,445.12
Travel Expenses	4,006.78	10.00	4,016.78
Memorial Tablets (balance of funds)		2,157.00	2,157.00

ANALYSIS OF CELEBRATION AS BUILT AROUND PIONEER CARAVAN

Figures given are from reports sent in by local committees, checked with official reports from caravan. Where no report was sent in by town committee, caravan report figures are given. It is to be considered that these figures are of most value in presenting *general* conclusions. It is impossible to give all the details of each celebration accurately.

Date	Town and State	Population	Parade Attendance	Pageant Attendance	Supplemental Pageantry	Floata in Parade	Banquet Attendance	Decoration Program	Spec. Window Displays	Gross Cost To Town	Net Cost To Town
Dec. 1-3	Ipswich-Hamilton, Mass.	9,000	50,000	3,000							
Dec. 3	Peabody, Mass.	21,345									
Dec. 4-5	Cambridge, Mass.	113,643									
Dec. 6	Wayside Inn, Mass.										
Dec. 7	Worcester, Mass.	195,311									
Dec. 8	Spencer, Mass.	6,000									
Dec. 9	Warren, Mass.	3,765									
Dec. 10	N. Wilbraham, Mass.	200									
Dec. 11-12	Springfield, Mass.	150,000									
Dec. 13	Simsbury, Conn.	3,625									
Dec. 14	Litchfield, Conn.	1,075									
Dec. 15	New Preston, Conn.	798									
Dec. 16	Wingdale, New York	156									
Dec. 17	East Fishkill, New York	60									
Dec. 18-19	Newburgh, New York	31,725									
Dec. 20	Blooming Grove, New York	1,923									
Dec. 21	Warwick, New York	2,443									
Dec. 22	Hamburg, New Jersey	4,731									
Dec. 23	Newton, New Jersey	5,401									
Dec. 24-26	Johnsonburg, New Jersey	162									
Dec. 27	Belvidere, New Jersey	2,073									
Dec. 28	Easton, Pennsylvania	34,468									
Dec. 29	Allentown, Pennsylvania	92,563									
Dec. 30	Macunzie, Pennsylvania	842									
Dec. 31	Kutztown, Pennsylvania	2,841									
Jan. 1-2	Reading, Pennsylvania	111,171									
Jan. 3	Womelsdorf, Pennsylvania	1,484									
Jan. 4	Lebanon, Pennsylvania	25,561									
Jan. 5	Hummelstown, Pennsylvania	3,036									
Jan. 6	Harrisburg, Pennsylvania	80,339									
Jan. 7	Carlisle, Pennsylvania	12,596									
Jan. 8-9	Shippensburg, Pennsylvania	4,345									
Jan. 10	Upper Strasburg, Pennsylvania	975									
Jan. 11	Burnt Cabins, Pennsylvania	219									
Jan. 12	Mountain House, Pennsylvania	6									
Jan. 13	Everett, Pennsylvania	1,874									

Reports did not show attendances until after Marietta. During winter months pageant, and even after Marietta, was given indoors on account of weather and usual record was not even standing room available.

Jan. 14	Mann's Choice, Pennsylvania	271									
Jan. 15-16	Top of Ridge, Pennsylvania										
Jan. 17	Somerset, Pennsylvania	4,335									
Jan. 18	Bottom Laurel Mountain, Pa.										
Jan. 19	Mt. Pleasant, Pennsylvania	5,869									
Jan. 20	West Newton, Pennsylvania	2,935									
April 1	Pittsburgh, Pennsylvania	673,800									
April 2	Beaver Falls, Pennsylvania	13,147									
April 3	East Liverpool, Ohio	21,989									
April 4	Stuebenville, Ohio	31,973	45,000								
April 5	Martins Ferry, Ohio	15,549									
April 6	Enroute										
April 7-11	Marietta, Ohio	15,261	150,000	6,000	Yes—two	60	600	20 days specific, all summer gen.	50	\$35,000.00	\$5,000.00
April 11	Athens, Ohio	6,418	50,000	12,000	None	8	400	1 day	100	500.00	Self-liquidating
April 12	Beverly, Ohio	566	No Report	3,900							
April 13	Malta-McConnelsville, Ohio	1,618	15,000	6,000	None	49	267	1 day	57	1,250.00	Nothing
April 14	Zanesville, Ohio	30,442	35,000	12,000	Yes	11	442	1 day	25	800.00	250.00
April 15	Cambridge, Ohio	14,029	No Report	12,000							
April 16-17	New Philadelphia, Ohio	12,001	35,000	13,000	None	18	54	1 day	16	800.00	
April 18	Canton, Ohio	116,800	100,000	3,500	None	80	300	1 day	6	300.00	300.00
April 19	Wooster, Ohio	8,950	8,000	6,000	None	None	75	1 day	15	100.00	100.00
April 20	Akron, Ohio	208,435	80,000	4,000	None	24	300	1 day	30	100.00	100.00
April 21	Kent, Ohio	7,070	4,000	1,500	Yes	None	68	1 day	2	100.00	
April 22	Warren, Ohio	34,679	30,000	1,200	None	30	124	1 day	25	500.00	
April 23-24	Youngstown, Ohio	174,200	80,000	6,500	None	20	100	1 day	15	2,000.00	(?)
April 25	Ashtabula, Ohio	25,066	No Report	1,000							
April 26	Chardon, Ohio	1,566	5,000	3,000	Yes	10	200	1 day	Several	500.00	(?)
April 27	Cleveland, Ohio	1,010,300	No Report	9,500							
April 28	Oberlin, Ohio	4,236	No Report	1,400							
April 29	Norwalk, Ohio	7,379	30,000	15,000	None	48	75	1 day	100	1,000.00	"More than paid."
April 30	Sandusky, Ohio	25,542	No Report	5,500							
May 1	Sandusky, Ohio										
May 2	Mansfield, Ohio	31,820	65,000	18,000	Yes	62	160	1 day	35	200.00	Self-liquidating
May 3	Mt. Vernon, Ohio	9,290	25,000	5,000	Yes	55	131		65	3,369.00	63.17
May 4	Newark, Ohio	30,461	28,000	17,000	None	100	300	1 day			
May 5	Delaware, Ohio	8,756	15,000	10,000	None	20	None	1 day	"nearly every store"	1,000.00	75.00
May 6	Westerville, Ohio	2,480	6,600	3,000		22	175	1 day	None	750.00	(?)
May 7-8	Columbus, Ohio	299,000	150,000	18,000	None	25	150	1 day			Self-liquidating
May 9	Circleville, Ohio	7,049	25,000	5,000	None	31	160	1 day	40	350.00	Self-liquidating
May 10	Chillicothe, Ohio	16,649	15,000	10,000							
May 11	Washington Court House, Ohio	7,961	No Report	8,000							
May 12	Springfield, Ohio	73,000	50,000	2,800	Yes	40	150		50	1,900.00	800.00
May 13	Bellevue, Ohio	9,806	15,000	10,000	Yes	15	100	2 days	50	165.00	165.00
May 14-15	Bowling Green, Ohio	5,788	Rain 8,000	Rain 1,500	None	57	150	1 day	"all on Main Street"	500.00	
May 16	Toledo, Ohio	312,200	10,000	5,000	None	None	95	1 day		200.00	
May 17	Bryan, Ohio	4,252	15,000	Rain 1,800	Yes	30	120	4 days	30	200.00	200.00
May 18	Fort Wayne, Indiana	105,300	60,000	12,000	None	24	150	1 day	1	1,000.00	(?)
May 19	Angola, Indiana	2,665	5,000	Rain 2,000	None	None	150	1 day	25	75.00	50.00
May 20	Plymouth, Indiana	4,338	15,000	10,000	None	90	150	1 day	20	200.00	Self-liquidating

Date	Town and State	Population	Parade Attendance	Pageant Attendance	Supplemental Pageantry	Floats in Parade	Banquet Attendance	Decoration Program	Spec. Window Displays	Gross Cost To Town	Net Cost To Town
May 21-22	Valparaiso, Indiana	6,518	10,000	6,000	None	None	None	1 day	None	100.00	(?)
May 23	Rensselaer, Indiana	2,912	No Report	2,000							
May 24	Peru, Indiana	12,583	11,000	10,000	None	58	54	1 day		500.00	Self-liquidating
May 25	Lafayette, Indiana	23,790	40,000	12,000	None	40	179	1 day	(?)	270.00	134.00
May 26	Danville, Illinois	34,800	20,000	16,600	None	Several	None	1 day	11	200.00	290.00
May 27	Champaign, Illinois	18,191	10,000	1,000	None	None	None	1 day	2	25.00	25.00
May 28-29	Mattoon, Illinois	14,739	None	1,000							
May 30	Decatur, Illinois	57,100	10,000	10,000	None	None	None	1 day	12		
May 31	Pana, Illinois	6,122	6,000	1,500							
June 1	Charleston, Illinois	6,615	5,000	3,000							
June 2	Casey, Illinois	2,189	11,000	15,000		100		1 day	45	650.00	450.00
June 3	Effingham, Illinois	4,024	4,000	3,000							
June 4-5	Vandalia, Illinois	3,316	4,000	3,520							
June 6	Benton, Illinois	7,201	12,000	11,000							
June 7	Mt. Vernon, Illinois	10,466	17,000	3,000	None	None	50	1 day	6	100.00	(?)
June 8	Marion, Illinois	10,478	14,000	8,000	Yes	4	None	1 day	6		Self-liquidating
June 9	Carbondale, Illinois	6,267	None	2,500	None	None	70	1 day	6	100.00	(?)
June 10	Ana-Jonesboro, Illinois	3,019	5,000	5,000	None	50	None	1 day	12	150.00	
June 11-12	Cairo, Illinois	15,572	15,000	2,000							
June 13	Chester, Illinois	2,904	7,000	6,000	None	8	Yes	1 day	30	250.00	250.00
June 14	East St. Louis, Illinois	74,000	15,000	7,000	Yes	None	100	1 day	None	"too small"	"very small"
June 15	Granite City, Illinois	18,166	15,000	7,000	None	7	None	1 day	None	None	None
June 16	Alton, Illinois	26,797	None	6,500	None	None	None	1 day	None	Nothing	Nothing
June 17	Carrington, Illinois	2,020	8,500	3,500							
June 18-19	Jacksonville, Illinois	15,931	18,000	3,000							
June 20	Petersburg, Illinois	2,432	2,000	5,000	Yes			1 day			Self-liquidating
June 21	Havana, Illinois	3,614	None	3,000							
June 22	Bloomington, Illinois	30,421	60,000	4,500							
June 23	Peoria, Illinois	84,500	7,000	5,000	None	None	None	1 day	None		
June 24	Galesburg, Illinois	30,087	7,000	4,000							
June 25-26	Kewanee, Illinois	19,733	15,000	3,000	None	25	65	1 day	1	150.00	
June 27	LaSalle, Illinois	13,907	20,000	9,000							
June 28	Kankakee, Illinois	18,470	None		None						
June 29-30	Chicago, Illinois	3,157,400	None	4,500							
July 1	Evanston, Illinois	47,600	6,000	3,500	None	10	None	1 day	24	500.00	(?)
July 2-3	Aurora, Illinois	47,100	7,000	3,500							
July 4	Rockford, Illinois	82,800	80,000	30,000							
July 5	Sterling, Illinois	8,838	6,000	5,000		None	None	1 day	None	None	None
July 6	St. Charles, Illinois	5,118	None	3,500	None	None	None	1 day	None	50.00	50.00
July 7	Waukegan, Illinois	22,023	5,000	10,000	None	50	125	1 day	10	500.00	(?)
July 8	Racine, Wisconsin	74,400	25,000	20,000	Yes	None	110	1 day	None	1,500.00	"made money"
July 9-10	Milwaukee, Wisconsin	544,200	50,000	11,000							
July 11	Palmyra, Wisconsin	685	1,000	6,000	Yes		45	2 days	12	50.00	20.00

July 12	Watertown, Wisconsin	9,467	1,200	3,500							
July 13	Madison, Wisconsin	50,500	12,000	3,500	None	None	Yes	1 day	None		
July 14	Portage, Wisconsin	5,582	6,000	4,000							
July 15	Fox Lake, Wisconsin	1,012	2,000	3,000	None	None	No	4 days	40	275.00	112.75
July 16-17	West Bend, Wisconsin	3,378	14,000	4,000							
July 18	Sheboygan, Wisconsin	35,100	75,000	40,000	Yes		Yes	1 day		400.00	400.00
July 19-20	Two Rivers, Wisconsin	7,305	16,000	14,500	None	None	No	2 days	1		265.00
July 21	Appleton, Wisconsin	24,464	17,000	5,000							
July 22	New London, Wisconsin	4,667	No Report	No Report							
July 23-24	Stevens Point, Wisconsin	12,889	10,000	4,500	None	3	None			800.00	Self-liquidating
July 25	Black River Falls, Wisconsin	1,796	13,500	7,800	Yes	34	100	2 days	6	800.00	Self-liquidating
July 26	Rice Lake, Wisconsin	4,459	None	4,000	None	None	None	1 day	None		150.00
July 27	River Falls, Wisconsin	2,273	1,200	1,400							
July 28	St. Croix Falls, Wisconsin	825	5,000	6,000							
July 29	Superior, Wisconsin	39,671	17,000	8,500							
July 30-31	Duluth, Minnesota	116,800	40,000	11,000							
Aug. 1	Virginia, Minnesota	16,030	20,000	8,000	None	67	160	1 day	40		165.00
Aug. 2	Grand Rapids, Minnesota	2,914	5,000	6,000	None	30		1 day			500.00
Aug. 3	Itasca State Park, Minnesota		10,000	8,500							
Aug. 4	Fergus Falls, Minnesota	7,581	15,000	13,500	None	43	Yes	1 day	50		375.00
Aug. 5	Brainerd, Minnesota	9,973	14,500	3,500							
Aug. 6	St. Cloud, Minnesota	18,860	17,000	11,000							
Aug. 7	Alexandria, Minnesota	3,388	None	5,500							
Aug. 8	Willmar, Minnesota	5,892	13,000	9,000							
Aug. 9	Marshall, Minnesota	3,092	13,000	10,000							
Aug. 10	New Ulm, Minnesota	6,745	13,000	8,500							
Aug. 11	Fairmont, Minnesota	4,630	17,000	13,500		44	75	1 day	30		
Aug. 12	St. Peter, Minnesota	4,335	16,000	8,500							
Aug. 13-15	Minneapolis, Minnesota	465,900	25,000	15,000							
Aug. 16	Stillwater, Minnesota	7,735	14,000	7,500							
Aug. 17	Rochester, Minnesota	17,050	15,000	5,000	None		50	1 day	10	500.00	
Aug. 18	Winona, Minnesota	19,450	25,000	14,500							
Aug. 19	LaCrosse, Wisconsin	30,400	10,000	10,000	Yes		45	1 day	3	250.00	200.00
Aug. 20-21	Elroy, Wisconsin	1,713	5,000	2,500							
Aug. 22	Richland Center, Wisconsin	3,409	4,500	6,500							
Aug. 23	Patch Grove, Wisconsin	370		2,500							
Aug. 24	Mineral Point, Wisconsin	2,569	2,500	6,500							
Aug. 25	Monroe, Wisconsin	4,788	4,000	5,000		None	Yes	1 day	"few"	275.00	
Aug. 26	Beloit, Wisconsin	24,771	Public Meeting	6,000		None	205	1 day	22		400.00
Aug. 27-28	Galena, Illinois	4,742	3,000	1,000	Yes	11	None	1 day	12		100.00
Aug. 29	Freeport, Illinois	20,685	8,000	5,500	None	30	None		"few"		100.00
Aug. 30	Moline, Illinois	35,600	2,500	6,000	None	18	None	1 day	"few"		100.00
Aug. 31	Macomb, Illinois	6,714	18,000	10,000							
Sept. 1	Quincy, Illinois	39,800	20,000	8,000	None	None	None		None	118.00	118.00
Sept. 2	Springfield, Illinois	67,200	No Report								
Sept. 3	Terre Haute, Indiana	73,500	60,000	20,000	None	35	417	4 days	12	1,500.00	
Sept. 4-10	Indianapolis, Indiana	382,100	26,500	41,800							
Sept. 10-11	Bloomington, Indiana	12,589	None	None							
Sept. 12	Vincennes, Indiana	18,271	30,000	7,500	None	66	150	2 days	75	4,000.00	
Sept. 13	Evansville, Indiana	98,100	None	3,000	None	None	None	1 day	5	300.00	
Sept. 14	Cannelton, Indiana	2,008	12,500	5,500							

Date	Town and State	Population	Parade Attendance	Pageant Attendance	Supplemental Pageantry	Floats in Parade	Banquet Attendance	Decoration Program	Spec. Window Displays	Gross Cost To Town	Net Cost To Town	
Sept. 15	Corydon, Indiana	1,785	8,000	7,500		3						
Sept. 16	Madison, Indiana	6,711	8,000	5,000	None	10 Bands	44	1 day	5		Self-liquidating	
Sept. 17-18	Lawrenceburg, Indiana	3,466	15,000	12,000	None	40	265	1 day	100	2,000.00		
Sept. 19	Connersville, Indiana	12,454	14,000	4,000								
Sept. 20	Muncie, Indiana	46,800	45,000	7,500								
Sept. 21	Fort Recovery, Ohio	1,092	7,000	6,000	None	16	1400	1 day	18	300.00	210.00	
Sept. 22	Van Wert, Ohio	8,440	13,000	7,000								
Sept. 23	Lima, Ohio	49,700	50,000	8,000	None	15	100		50	600.00		
Sept. 24-25	Piqua, Ohio	15,979	35,000	10,000	Yes	35	350	2 days	100	4,000.00		
Sept. 26	Greenville, Ohio	7,104	25,000	7,500	Yes	50-60	150	5 days	75-100			
Sept. 27	Eaton, Ohio	3,210	15,000	6,500								
Sept. 28	Dayton, Ohio	184,500	200,000	6,000		40	Yes		45	6,000.00	3,000.00	
Sept. 29	Oxford, Ohio	2,146	5,000	2,000	30,000 marchers in parade.	7	150	1 day	10	350.00		
Sept. 30	Hamilton, Ohio	44,200	20,000	8,000		96	491	5 days	20	3,200.00		
Oct. 1-2	Cincinnati, Ohio	413,700	25,000	5,000	Yes	50	210	1 day	No Report			
Oct. 3	Norwood, Ohio	29,938	15,000	5,000	None							
Oct. 4	Georgetown, Ohio	1,670	12,000	5,500								
Oct. 5	Manchester, Ohio	1,824	16,000	6,000	None	54	196		25	575.00	Profit 14,00	
Oct. 6	Portsmouth, Ohio	41,200	100,000	10,000	Yes	68	285	5 days	194	22,000.00	3,000.00	
Oct. 7	Jackson, Ohio	5,842	45,000	4,000	None	25	125	4 days	70			
Oct. 8	Ironton, Ohio	14,492	30,000	3,000	Yes	60	140		"all merchants"	2,500.00		
Oct. 9-10	Gallipolis, Ohio	6,070	14,000	4,000	Yes	7	265	2 days	40	348.07		
Oct. 11	Pomeroy, Ohio	4,294	17,000	5,500								
Oct. 12	Belpre, Ohio	1,317	6,000	7,000	None	15	Yes	1 day	2	250.00	50.00	
Oct. 13	Marietta, Ohio		No Exercises—Caravan disbanded.									

PAGEANT ATTENDANCES BY COMMUNITIES OF VARIOUS SIZES

Population Under 1,000	Pageant Attendance	Population 1,001-2,500	Pageant Attendance	Population 2,501-5,000	Pageant Attendance	Population 5,001-10,000	Pageant Attendance	Population 10,001-25,000	Pageant Attendance	Population 25,001-60,000	Pageant Attendance	Population 60,001-100,000	Pageant Attendance	Population 100,001-250,000	Pageant Attendance	Population 250,001-Up	Pageant Attendance
685	1,000	1,618	15,000	4,252	15,000	9,000	50,000	15,261	150,000	31,973	45,000	73,000	50,000	116,800	100,000	299,000	150,000
825	5,000	1,566	5,000	2,665	5,000	6,418	50,000	12,001	35,000	30,442	35,000	74,000	15,000	208,435	80,000	312,200	10,000
		2,480	6,000	4,338	15,000	8,950	8,000	16,649	15,000	34,679	30,000	82,800	80,000	106,300	60,000	544,200	50,000
		2,189	11,000	4,024	4,000	7,070	4,000	12,683	11,000	31,820	65,000	84,500	7,000	174,200	80,000	455,900	25,000
		2,020	8,500	3,316	4,000	7,379	30,000	23,790	40,000	30,461	28,000	74,400	25,000	116,800	40,000	382,100	26,000
		2,432	2,000	3,019	5,000	9,290	25,000	18,191	10,800	38,800	20,000	73,500	60,000	184,500	200,000	413,700	25,000
		1,012	2,000	2,904	7,000	8,756	15,000	10,466	17,000	57,100	10,000						
		1,796	13,500	3,378	14,000	9,806	15,000	10,478	14,000	30,421	60,000						
		2,273	1,200	2,914	5,000	5,788	8,000	15,572	15,000	30,087	7,000						
		1,713	5,000	3,092	13,000	6,518	10,000	18,166	15,000	47,600	6,000						
		2,008	12,500	4,630	17,000	6,122	6,000	15,931	18,000	47,100	7,000						
		1,785	8,000	4,335	16,000	6,615	5,000	19,733	15,000	50,500	12,000						
		1,092	7,000	3,409	4,500	7,201	12,000	13,907	20,000	35,100	75,000						
		2,146	5,000	2,569	2,500	8,838	6,000	22,023	25,000	39,671	17,000						
		1,670	12,000	4,788	4,000	9,467	1,200	24,464	17,000	30,400	20,000						
		1,824	16,000	4,742	3,000	5,582	6,000	12,889	10,000	35,600	2,500						
		1,317	6,000	3,466	15,000	7,305	16,000	16,030	20,000	39,800	20,000						
				3,210	15,000	7,581	15,000	18,860	17,000	46,800	45,000						
				4,294	17,000	9,973	14,500	17,050	15,000	49,700	50,000						
						5,892	13,000	19,409	25,000	44,200	20,000						
						6,745	13,000	20,688	8,000	29,938	15,000						
						7,735	14,000	18,271	30,000	41,200	100,000						
						6,714	18,000	12,454	18,000								
						6,711	8,000	15,979	35,000								
						8,440	13,000	14,492	30,000								
						7,104	25,000										
						5,842	45,000										
						6,070	14,000										
Aver.	755	3,000	1,820	7,923	3,649	9,526	7,461	16,617	25,000	38,790	31,340	77,033	39,500	151,005	93,333	402,850	47,555

20

