

Take Care in Marking Bicentennial

OUR patriotism takes peculiar turns, sometimes, and we Americans must be alert during our Bicentennial to be sure we celebrate the right thing and do not exceed our liberty to do so.

A news item from Seattle told about a patriotic citizen who was ordered to obtain a permit and pay a fee for flying 10 early American flags over Pier 70, a collection of rustic shops and restaurants in a weather-beaten warehouse.

Why? It was public property and he was billed \$180 by the city engineer's office for flying the flags. He had been flying them for two years before officials noticed it.

The American Revolution Bicentennial Administration (ARBA) has had problems with its official emblem of our 200th birthday. Many people (including the writer) have discovered after putting it to use that only those who obtain permission from ARBA may use the Bicentennial emblem of freedom.

The design was used on the jacket of "Look at Oklahoma" earlier this year, and it became necessary to obtain retroactive authorization to avoid costs of reprinting expensive wrappers.

Later, a printer in Washington, D.C., undertook to use the design on 300 or 400 decals, to be placed on police cars and for other Bicentennial uses. ARBA's general counsel learned of it and advised him he couldn't proceed without ARBA's permission.

In order to do this, he would have to pay a royalty of 5 per cent of gross sales, or a minimum of \$250, to ARBA. That alone was more than the value of the decals, but the printer also was told he would need \$1

million in product liability insurance, which would have cost another \$600. The patriotic printer gave up.

Perhaps this is why others are bringing forth other Bicentennial emblems. Recently, the Oklahoma City Bicentennial Commission accepted a special design for bronze and silver Bicentennial medallions for Oklahoma City. Copies will be available.

The Specialty Advertising Association International has brought forth a red, white and blue "American Bicentennial 1776-1976" logotype which it is offering to advertisers for a variety of uses. Both color separations and use of the design are free.

Perhaps the least timely of many changes being made in corporate names and emblems is that of Columbia Pictures. Generations of Americans remember the patriotic-appearing figure of Columbia hold-

ing a torch above her head, suggesting freedom.

Now, the girl is gone, and a sort of rising (or setting) sun is all that remains above the company's new name.

A bit of the past that may be coming back in connection with the Bicentennial is the \$2 bill. It was discontinued in 1966 for what Treasury officials called "consumer disinterest."

Present officials favor bringing it back, figuring they can save \$4 million a year in printing costs, as fewer \$1 bills would be needed. This might appeal to the public, as a \$2 bill will now buy about what a \$1 bill used to.

The new \$2 bills would be easier to recognize, too, if they were printed in red ink, and this would serve to remind us of our national debt as we celebrate our 200th anniversary.