

# Buy a Piece of Freedom Trial

## "Buy a Share in Your Freedom Trail"

With this slogan, the Freedom Trail Foundation Inc. today launches a fund-raising drive to help maintain and operate the new Visitors and Freedom Trail Information Center, to open this Spring, and to aid in the preservation of the 16 historic sites along the famous route.

Three types of shares are being offered: Junior, two dollars; Senior, five dollars; and Family, ten dollars. Shares are available for one year, \$10, and for one year, \$25 and up.

Shares, which are tax exempt, may be purchased from the Greater Boston Chamber of Commerce, 125 High Street. Each "shareholder" will receive a certificate of membership in the Foundation, suitable for framing, according to Richard A. Berenson, vice president and treasurer.

The Freedom Trail booth will be located on the nation's first public park set aside for use as a "cow pasture and training field." A Park-st. subway station exit by the Foundation, a non-

profit organization of public-spirited citizens and members of the Greater Boston Chamber of Commerce. Young women in attractive blue and gold uniforms (repealing the city's colors) will work at the center and distribute official Freedom Trail booklets, donated by the John Hancock Mutual Life Insurance Company, and literature on Greater Boston and Massachusetts. Berenson, who started a week throughout the year,

## Information, Please

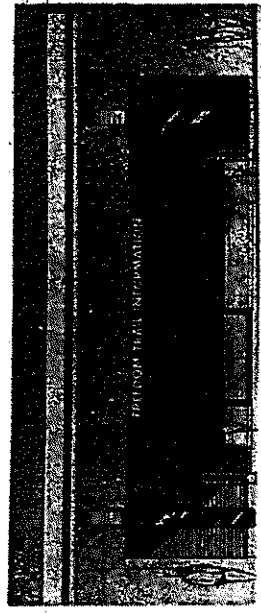
An artist's sketch of the new Visitors and Freedom Trail Information Center on Boston Common, designed by the firm of Drummey Rosande Anderson, A.I.A., of Newton, which will be open this Spring.

According to James G. Kelso, executive vice president, a Freedom Trail Commission was recently created to work with the public and the Freedom Trail, a joint public service project inaugurated in 1933 by the City of Boston, the Advertising Club of Greater Boston and the Greater Boston Chamber of Commerce.

The Foundation plans to standardize visiting hours, which will require additional personnel; to provide better

marking and lighting; and install recorded lectures at each historic site along the trail.

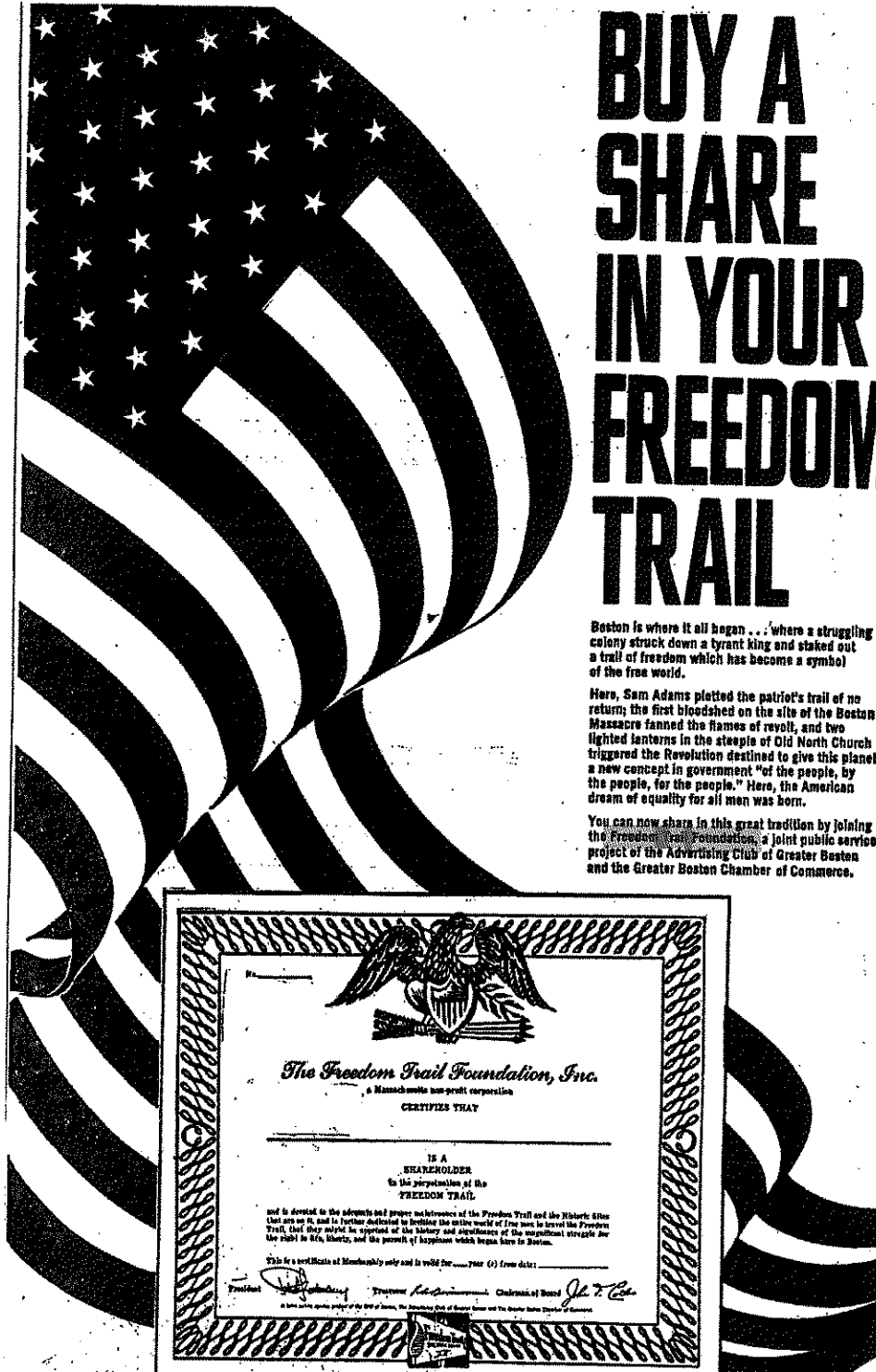
Robert F. Fricke is president of the Freedom Trail Association. The 16 official members of the commission, appointed by Mayor Collins include William G. Schofield of the Foundation Advisory Council; John F. Fishery, commissioner of public works; Thomas F. Carly, commissioner of traffic and parking; William J. DeVinne, commissioner of parks and recreation; and Benjamin



## First Purchase

Boston Stock Exchange president Fred Moss (left) purchases first membership share in the Freedom Trail from Ricky Bereman, 7, and Mary Anne Connolly, 14. He also explains the

ticker tape to the children. Looking on is Richard A. Berenson, vice president and treasurer of the Freedom Trail Foundation and recently appointed Freedom Trail commissioner.

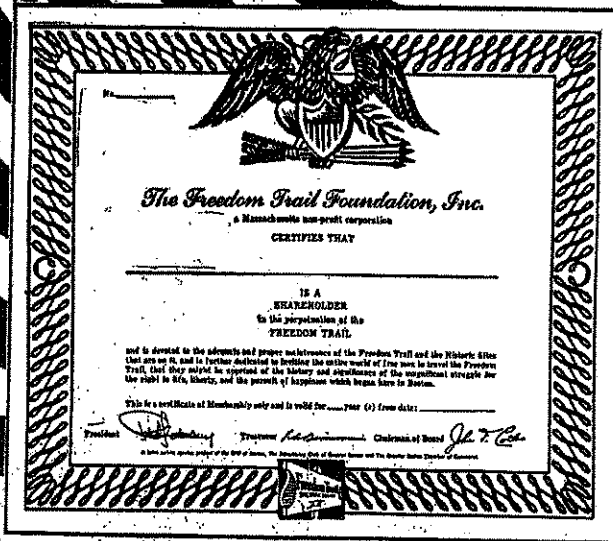


# BUY A SHARE IN YOUR FREEDOM TRAIL

Boston is where it all began . . . where a struggling colony struck down a tyrant king and staked out a trail of freedom which has become a symbol of the free world.

Here, Sam Adams plotted the patriot's trail of no return; the first bloodshed on the site of the Boston Massacre fanned the flames of revolt, and two lighted lanterns in the steeples of Old North Church triggered the Revolution destined to give this planet a new concept in government "of the people, by the people, for the people." Here, the American dream of equality for all men was born.

You can now share in this great tradition by joining the Freedom Trail Foundation, a joint public service project of the Advertising Club of Greater Boston and the Greater Boston Chamber of Commerce.



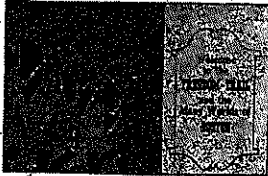
The Freedom Trail, where history "comes alive," is an inspiration to our youth and a magnet drawing more than a half million visitors annually to our community from every corner of the globe.

Support the Freedom Trail Foundation, a nonprofit organization, dedicated to the preservation, proper maintenance and improvement of the famous pathway and its historic sites.

Send your subscription to The Freedom Trail Foundation, care of Greater Boston Chamber of Commerce, 125 High Street, Boston. You will receive a full-color booklet, membership card and a certificate, suitable for framing, naming you a shareholder in the Freedom Trail.

### THE FREEDOM TRAIL

- 1 Boston Common
- 2 State House and Archives
- 3 Park Street Church
- 4 Granary-Burying Ground
- 5 King's Chapel
- 6 First Public School Site
- 7 Statue of Benjamin Franklin
- 8 Old Corner Book Store
- 9 Old South Meeting House
- 10 Birthplace of Benjamin Franklin
- 11 Old State House
- 12 Boston Massacre Site
- 13 Faneuil Hall
- 14 Paul Revere House
- 15 Old North Church



This colorful booklet is sent to you free. Browse through its richly illustrated pages. You'll find it filled with the lore and lure of Colonial Boston.

This advertisement contributed as a public service by

**Donnelly Adv.**

FREEDOM TRAIL Foundation, Inc. c/o Greater Boston Chamber of Commerce  
 125 High Street, Boston, Massachusetts 02110  
 Yes, I would like to purchase \_\_\_\_\_ share(s) in the Freedom Trail.  
 Please mail free booklet, membership card and certificate to:  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Junior Share (to age 18) ..... \$ 5.00 (2 year membership)  
 Senior Share ..... \$19.00 (1 year membership)  
 Corporate Share ..... from \$25.00 up (1 year membership)  
 Enclosed find my contribution in the amount of \$ \_\_\_\_\_  
 (Please to include Social Security No.) TAX DEDUCTIBLE