



Vermont Agency of Commerce & Community Development  
Department of Housing and Community Development  
Division for Historic Preservation  
National Life Building – North, 6<sup>th</sup> Floor  
One National Life Drive  
Montpelier, VT 05620-0501  
[accd.vermont.gov](http://accd.vermont.gov)

## CALVIN COOLIDGE SUMMER WHITE HOUSE EXHIBIT

### ADDENDUM #1

January 30, 2024

TO ALL BIDDERS OF RECORD:

This Addendum consists of twenty (20) pages. This Addendum forms a part of the Contract Documents and modifies them as follows:

#### Questions/Answers

1. Can you provide floor plans, elevations, and square footage of the space that is to house the exhibit?  
**Answer:** No, such drawings do not exist. The space is a large, rectangular hall. The exhibit will consist of five (5) graphic panels mounted to the wall and one (1) small display case. The available wall space is dictated by spaces between windows. Estimated panel measurements are included in the answer to Question #2.
2. Can you provide the script or an outline of the content to be featured or at least an estimate of the number of panels and labels that will be required and their relative size?  
**Answer:** The draft is provided as an attachment to this document. Five panels are needed, and final sizes will be determined by the successful bidder. For estimation purposes, the two largest panel could be up to 3'x5', and the remaining 3 could be up to 3'x3'6". These measurements should not be considered a requirement or suggestion by the State.
3. Can we assume that the images provided by the staff will be of high enough resolution for reproduction in an exhibit (ie 200 ppi at final size)?  
**Answer:** Images have been scanned as 1200 DPI .jpg. The successful bidder will need to inform the State of any issues relative to size in the final design.
4. RE: mounting to the historic plaster walls — Is hanging panels from a picture rail an option?  
**Answer:** No.
5. Can you provide photos or any details of the display cases?  
**Answer:** There is one display case, and it will house approximately 5 items – musical instruments and a dinner setting. Labels are not likely to be needed if the information is included in the larger wall panel as written by the State. If not, it is anticipated that 2 labels of 100 words or less will be needed. Additionally, 4-5 labels (of 100 words or less) may be needed to accommodate artifacts that are free standing or already mounted to the walls.

6. Please forward a link to the bidder's conference on the 26th.

**Answer: N/A. Conference was held in-person at the Calvin Coolidge State Historic Site.**

7. I'm interested in submitting a bid for the referenced RFP. I'm not finding files for this, however. I'm curious if the text/image files, dimensions, photos etc. have not yet been uploaded?

**Answer: Final drafts of the text and images will be provided to the successful bidder. A draft has been attached to this document.**

8. I'm not seeing anything in the way of content, dimensions, photos, etc. There is physically no way of quoting something when I don't know what I'm quoting.

**Answer: See attached draft and the answers to Questions #2 and #5.**

9. What are the overall dimensions of each wall needing content, floor to ceiling, left to right?

**Answer: Please see the answer to Question #2.**

10. Can you provide a few close-up photos of the plaster walls so that we can understand the smoothness of that surface?

**Answer: The wall is smooth and comparable in appearance to dry wall. The color is green.**

11. What color/material is the flooring in these areas?

**Answer: Raw wood.**

12. How many photographs are included in the content being displayed?

**Answer: Please see the draft attached. Each panel has approximately 5 photographs.**

13. How many words are in the content being displayed?

**Answer: Please see the draft attached. Main body texts for each panel is approximately 200-250 words.**

14. How many artifacts will be needing labels/mounts?

**Answer: Please see the answer to Question #5.**

15. Do you foresee only wall mounted panels for the exhibition or are standing/floor panels also a consideration?

**Answer: The State desires only wall mounted panels.**

16. Is there an existing exhibit/display that mirrors and/or speaks to the type of graphic design and visitor interaction you would like to see in this exhibit/display?

**Answer: The Calvin Coolidge State Historic Site has many exhibits, but most are outdated, including the existing Summer White House exhibit. The successful bidder will be invited to view them but should not recreate or reuse any of the components found within the existing display.**

17. Do you have a target date for when you would like this exhibit/display to be installed and open to the public?  
**Answer:** The site opens to the public on Friday May 24, 2024. The target date for completion is Thursday, May 23, 2024.
18. Is there a bay or docking area that we can designate as the shipment address for the panels?  
**Answer:** The site does not have a loading dock, and the exhibit space is not accessible by elevator. All materials will need to be transported upstairs.
19. Can an extension to the proposal due date be provided?  
**Answer:** No. The State is trying to ensure that the successful bidder has as much time as possible to execute the project before the May 24, 2024 deadline.
20. Can the answers to questions submitted to date be posted as they are asked? The current schedule shows Questions due Jan 30 and Proposals due Feb 6 with no date indicating when we would receive answers. The answers to some of the questions posed will influence our interest/ability to submit a proposal.  
**Answer:** N/A. The State will make every effort to complete the question-and-answer process as timely as possible.
21. Can the Proposal due date be extended to allow time to respond?  
**Answer:** See the answer to Question #19.
22. Is it possible to provide the list of firms or the sign-in sheet that were at the site visit?  
**Answer:** See the attendance list attached.
23. Do you have a rough idea on the amount and sizing of the panels that need to be printed?  
**Answer:** See the answer to Question #2.
24. What is the average size of any artifacts that might need to be mounted?  
**Answer:** The artifacts will require an interior case size of approx. 2'6"x4'. The display case will be provided.
25. Who is responsible for removing the existing exhibit display panels? If it is not the bidder, when will this be completed? Ideally, we would like to reuse the existing wood cleats in our bid.  
**Answer:** Disposal of the existing panels will be completed by the State. The current exhibit will not be dismantled until the exhibit is ready for installation. If there is a delay in the contract for any reason, the current exhibit will need to be made available to the public when the site opens on May 24, 2024.
26. For the panel that is not being replaced (Coolidge Hall, far left of room), who is responsible for repairing the wall's surface?  
**Answer:** The State.

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27. Will the state be responsible for disposing or storage of the existing panels, or is that the responsibility of the bidder?

**Answer: It will be the responsibility of the State.**

28. How many total accession tags will there be on the plaster walls (outside the panels)?

**Answer: See the answer to Question #5.**

29. Will there be accession tags inside the new display case? If so, how many?

**Answer: See the answer to Question #5.**

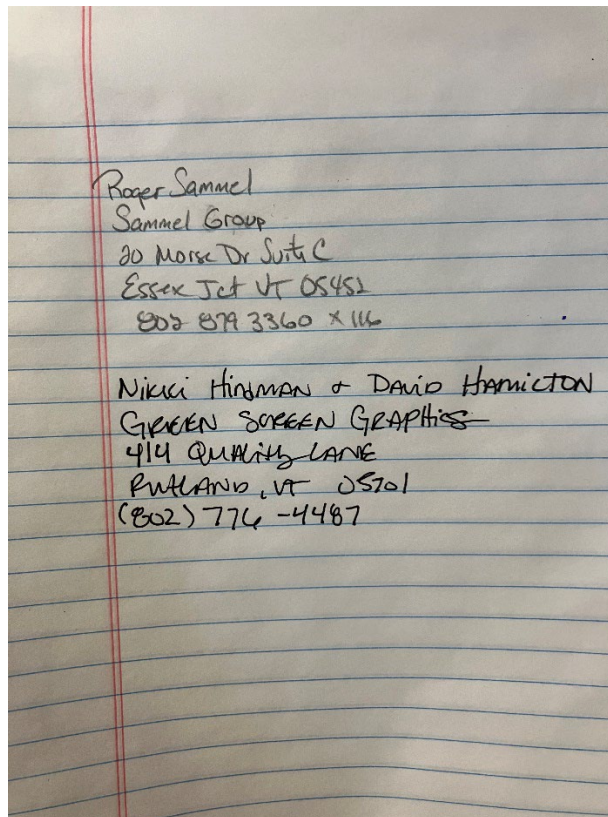


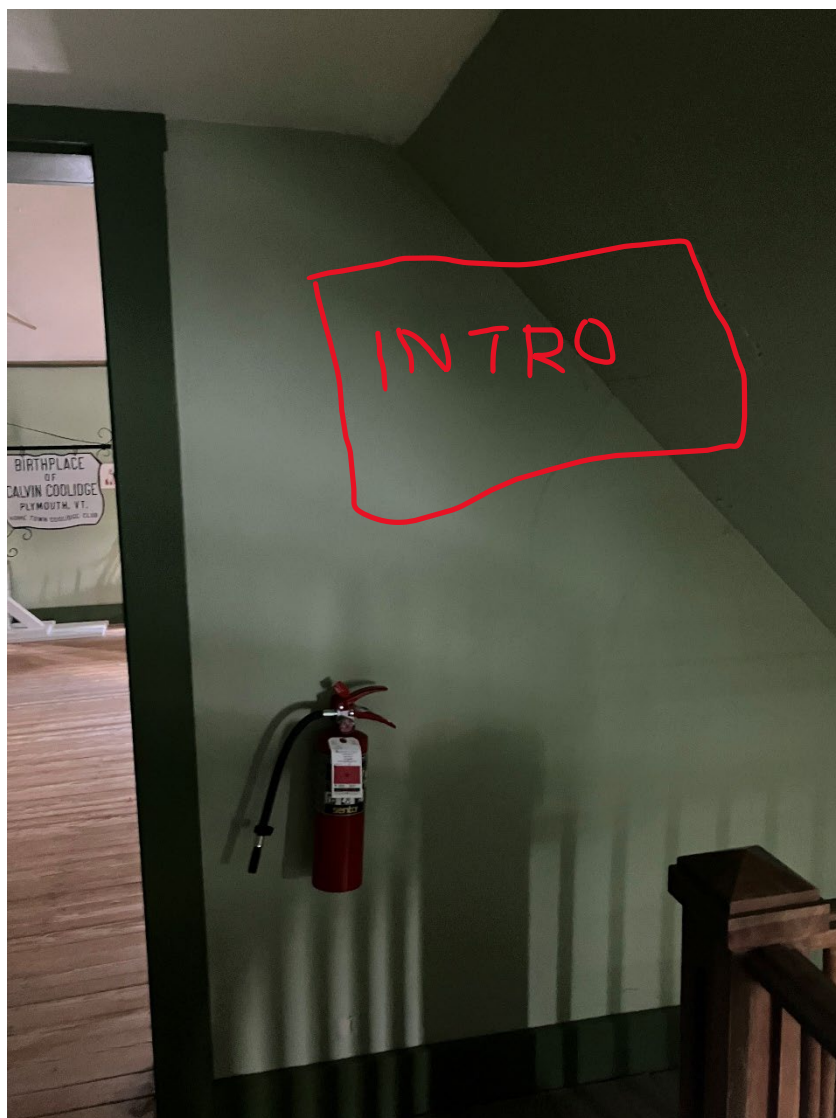
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## CALVIN COOLIDGE SUMMER WHITE HOUSE EXHIBIT RFP

### PREBID MEETING ATTENDANCE LIST

January 26, 2024







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### Introduction:

In August 1924 President Coolidge returned to his hometown to visit the recent grave of his youngest son. Though the 12-day respite was intended for rest and private grief, his presence in Plymouth Notch attracted thousands of people to the normally secluded town. The Coolidges maintained a composed front for the public eye and continued the duties of public office. President Coolidge set up a temporary office in this space.

Before it came to be known as the 1924 Summer White House, this hall was the heart of Plymouth Notch culture and social life. Organizations like the Grange, Plymouth Ladies Social Union, and the Coolidge Hometown Club held regular meetings in this room. Here, Plymouth citizens conducted town meetings, performed plays, held dances, and enjoyed fellowship.



CAPTION:

Coolidge Hometown Club members prepare letters for the mail. The club was formed to aid President-Coolidge's 1924 election campaign by sending letters to the signers of the Coolidge Homestead guestbooks. Between August 1923 and August 1924 more than 26,000 people visited the Homestead and signed the books.<sup>1</sup>

ARTIFACTS:

**Mailbags, Reproduction**

These mailbags were made by the U.S. Postal Service for the Vermont Division for Historic Preservation to resemble those seen in the photograph shown here.

**Letterboxes, c. 1924**

The postal slots in this room were used in 1924 to facilitate significant increases in mail. There was incoming fan mail to President Coolidge and outgoing letters from the Coolidge Hometown Club.

----- End of Intro Panel

**The General Store**

Plymouth's general store was constructed on the heels of a local gold rush in the 1850s in order to serve a booming population of 1,200 people.<sup>2</sup> John Coolidge, a life-long Plymouth resident, aided the town's development.

In 1868 he married Victoria Moor and established his bride, and soon their two children, in the house attached to the general store. His son Calvin, the future president, was born in 1872 and his daughter Abbie arrived in 1875. For \$40 a year John Coolidge rented both the home and the store in order to work as the store's proprietor. His annual expenses were \$10,000, and the monthly income was \$100. Even with such a small margin, John was able to purchase the building in 1879.

<sup>1</sup> *New York Times* April 14, 1924; *New York Times* August 17, 1924

<sup>2</sup> 1850 census <https://www2.census.gov/library/publications/decennial/1850/1850a/1850a-18.pdf>

## 1924 SUMMER WHITE HOUSE PERMANENT EXHIBIT

By 1917 John Coolidge sold the store for \$800 to Florence Cilley, an area schoolteacher. Per postal requirements of the day, Ms. Cilley's unmarried status additionally allowed her to serve as the community's Postmaster.

The sudden ascent of Calvin Coolidge as president in 1923 and the placement of his temporary office overtop the store in summer 1924 meant that the commercial and postal profits resulting from tourism were staggering. "The store does a rushing business in ginger beer and pop, in sandwiches and potato chips, cigars and cigarettes," wrote a reporter from the *Park County Herald* in Cody, Wyoming.<sup>3</sup> In stamp commissions alone, Ms. Cilley earned \$1,500 in 1924. One year prior she had made \$50.<sup>4</sup>



CAPTION: An interior view of Plymouth's general store. John Coolidge is seated on the right. The date of the photograph is unknown.

<sup>3</sup> August 20, 1924 <https://chroniclingamerica.loc.gov/lccn/sn92066928/1924-08-20/ed-1/seq-6/>

<sup>4</sup> *New York Times*, August 17, 1924



CAPTION: Exterior view of the general store while it was still owned by John Coolidge, circa 1895.



CAPTION: Ms. Florence Cilley stands on the store porch with comedian Will Rogers, who was visiting President Coolidge, in 1925.



CAPTION: The “Daily Stage” delivered mail to Plymouth Notch and was referred to by this name as a remnant of the day when horse-drawn stagecoaches journeyed to the community.

-----End of Store Panel

### Coolidge Hall

The ceiling of the general store’s second floor was vaulted in the 1890s and a public stairway was added at the front of the building to create a community gathering space. Referred to as Coolidge Hall or Cilley Hall, this room replaced the schoolhouse as the social focal point in Plymouth Notch and hosted diverse events:

**Telephone Parties** connected Plymouth with the broader world. Any business or household that shared the telephone line leading into nearby Bridgewater could participate in the original form of a “virtual” meeting. At an appointed time, neighbors picked up the phone to play music for each other, share news, and tell stories without needing to journey far. Plymouth residents met at the Cilley Store because it held the community’s only phone.

#### **Telegraph Pole, c. 1920s.**

The telegraph pole hanging above the windows **to the left** was unearthed in Plymouth Notch in 1990. It is believed to have been one of many that held up the telephone and telegraph wires leading to the Cilley Store.

**Dances and Socials** were occasional fundraising events to support the needs of the school or church. Box Socials, for example, were auctions for lunchboxes packed with treats made by the local women. As proprietor of the hall, Florence Cilley hosted weekly dances and profited from the 50-cent admission tickets. Admission included ample refreshments, and music was provided by the Plymouth Old Time Dance Orchestra.

**School “Entertainments”** provided opportunities for residents of all ages to participate in supplemental education for the youngsters. Before the radio age, Plymouth citizens wrote their own theatrical skits. Students would learn the character roles in school and then perform on the stage in this hall for the enjoyment of all. At other times the entertainments were hearty debates about contemporary topics such as women’s suffrage or mock trials.

If Possible, call out a separate sub-section on the panel about the band (ie. Highlighted by different color section or border, etc.):

#### **Plymouth Old-Time Dance Orchestra**



CAPTION: The Plymouth Old-Time Dance Orchestra toured the United States in 1926. Left to Right: Lynn Cady, Uncle John Wilder, Cassie Cady, Herb Moore, Louis Carpenter and Clarence Blanchard.

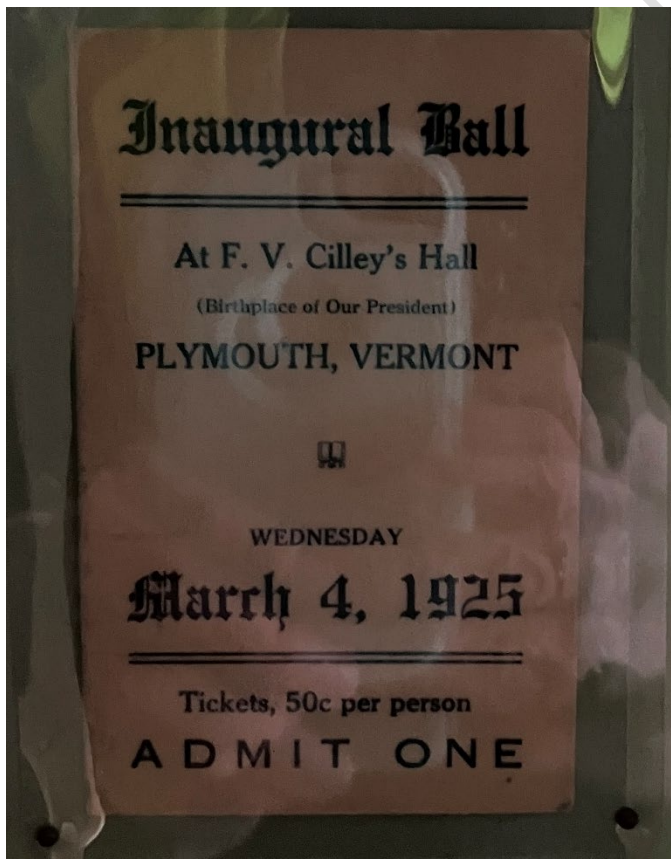
The Plymouth Old-Time Dance Orchestra, along with eight dancers, was contracted by a New York talent agency to perform in Loew’s Theaters across the nation. President Coolidge’s Uncle John Wilder played violin, and his connections to the president made the band an instant sensation. Although their contract included an optional extension, the members soon became homesick and returned to Plymouth.

**\*\*Request high-res photo from Forbes Library. CC:A3.86a**



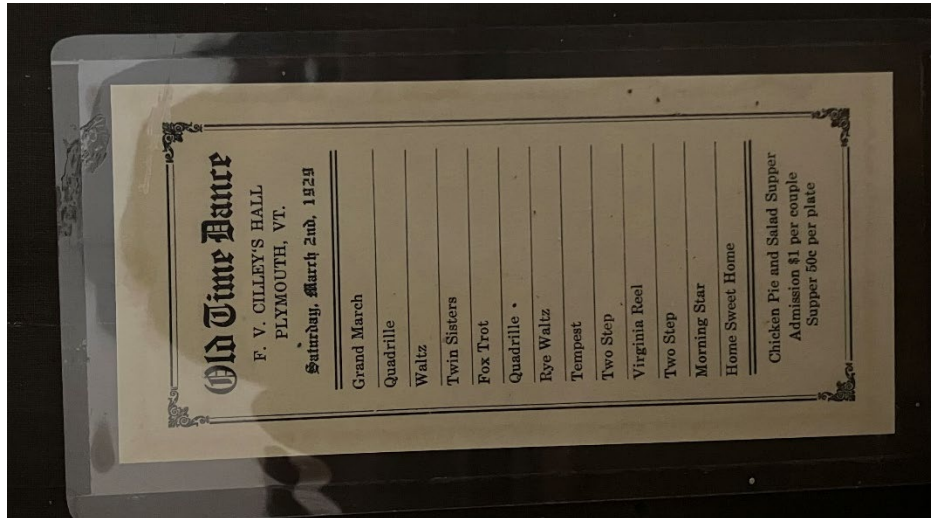
\*\*\*I have inquired about attaining an image of the physical Okeh record for the graphic panel. Record owned by National Museum of Amer. Hist., Smithsonian.

CAPTION: The band recorded two songs for the Okeh record label, which included dance calls (instructions) voiced by Herb Moore.



CAPTION: A ticket to a dance held by Ms. Cilley in honor of Calvin Coolidge's inauguration following the 1924 election. The price of admission was 50 cents.

**\*\*NOTE: Will need to dismantle the display case on the wall to make a scan.**



CAPTION: A program for a dance held in Cilley Hall on March 2, 1929. Ms. Cilley hosted dances and dinner on most Saturday nights throughout the year. Dances often continued late into the night, so a bed was kept in the coat closet for sleepy children.

**\*\*NOTE: Will need to dismantle the display case on the wall to make a scan.**

#### ARTIFACTS IN CASE:

##### **Dinnerware, c. 1930**

The Grange was an agrarian club for the economic and political support of farming. This plate and silverware were used for Grange community dinners here at Cilley Hall. The "P of H" stamped on the utensils stands for Patrons of Husbandry. When not in use, dinnerware was stored in the cabinetry at the end of the room.

##### **Musical Instruments:**

###### **Piano c. 1880**

The piano onstage was purchased secondhand by Florence Cilley sometime around 1920. It was manufactured by Vose and Son in Boston in the 1880s. It was mostly played by Cassie Cady who performed in the Plymouth Old-Time Dance Orchestra.

**Clarinet** played by Clarence Blanchard in the Plymouth Old-Time Dance Orchestra.

**Violin** played by Lewis Carpenter in the Plymouth Old-Time Dance Orchestra.

**Drumsticks** used by Lynn Cody to perform with the Plymouth Old-Time Dance Orchestra.

-----End of Coolidge Hall Panel

### 1924 Summer White House

A “Summer White House” is the title given to the temporary country retreats of United States Presidents. Due to the unbearable humidity in Washington D.C. and the congressional summer break, politicians frequently returned to their hometowns. Presidents received invitations to lease private estates or state parks, and they selected destinations that offered security and recreation. President Coolidge usually chose locations for the fishing possibilities.

In 1924, however, the Coolidge family could not escape the tragedy that befell them when their youngest child died. Calvin Jr. passed away on July 7<sup>th</sup> of Septicemia stemming from an infected blister on his foot. The family journeyed to Plymouth Notch on August 15<sup>th</sup> with the forlorn desire to visit Calvin Jr.’s grave in the Plymouth Notch cemetery and to be where they felt at home.

Although it was his vacation, President Coolidge continued to work. The hall over the Cilley General Store was made into a temporary office complete with two telephones and a telegraph. Folding tables and various chairs, still seen in the space today, comprised the office furniture used by the President, his Secret Servicemen, and two White House staffers.

Eighteen Secret Servicemen had a difficult time directing thousands of well-wishers who packed the town. They established a 300-foot perimeter around the Coolidge Homestead and quartered in tents on the lawn in order to remain close to the President. The Coolidges had little privacy. Journalists, photographers, and tourists were perpetually present.



CAPTION: President Coolidge works in the hall over the Cilley Store. The space came to be known as the 1924 Summer White House.



CAPTION: 1924 was an election year and President Coolidge continued to campaign during his vacation. Henry Ford, Thomas Edison, and Harvey Firestone visited the President on August 19. They too were "campaigning" for support of their automobile ventures.



CAPTION: President Coolidge shows journalists the sap bucket that he autographed for Henry Ford.



CAPTION: Photographers and Journalists loiter outside the Coolidge Homestead.



CAPTION: Crowds pack the street between the Coolidge Homestead and the Union Christian Church. On one Sunday afternoon 1,640 people were counted.<sup>5</sup>

-----End of Summer White House Panel

#### Calvin Jr.

Calvin Coolidge Jr. was born on April 13, 1908, and was the second child of Calvin and Grace Coolidge. Calvin Jr. looked strikingly like his father and grew to have many of the same mannerisms. Both were straightforward thinkers who valued truth and brevity, and had a special talent for teasing.<sup>6</sup>

In their autobiographies, both Calvin and Grace wrote that their son was a conscientious worker and avid reader. When Calvin Coolidge was suddenly elevated to President in August 1923, 15-year-old Calvin Jr. was away working in a Massachusetts tobacco field. He knew that father's achievements did not release him from a responsibility and a strong desire to build his own life.

A year into the presidency, Calvin Jr. and his older brother John were playing tennis on the White House tennis court. In an age without antibiotics, Calvin Jr. developed a blister on his foot that quickly became infected and deepened into blood poisoning. On July 7, 1924, at the age of sixteen, Calvin Jr. died of Septicemia at Walter Reed Hospital in Bethesda, Maryland.

"It seemed to me that the world had need of the work that it was probable he could do. I do not know why such a price was exacted for occupying the White House," wrote President Coolidge.<sup>7</sup>



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<sup>5</sup> *New York Times* August 17, 1924

<sup>6</sup> Grace autobio pg 40, 43

<sup>7</sup> Coolidge autobio pg 124

## 1924 SUMMER WHITE HOUSE PERMANENT EXHIBIT

CAPTION: Calvin Jr. was a hard worker. He enjoyed working for a Massachusetts tobacco grower in the summers as photographed here. In 1923, he received a letter from a young boy congratulating him on becoming "first boy in the land." Calvin Jr. replied that he had done nothing to deserve the title. Such an honor should go to "some boy who had distinguished himself through his own actions," he wrote.



CAPTION: On June 30, 1924, John and Calvin Jr. played tennis at the White House. Calvin Jr., far left, developed a blister on his foot which became infected and led to his death. This photograph was taken on the day of the boys' match.



CAPTION: Calvin Coolidge Jr.

<https://loc.gov/pictures/resource/hec.19875/> Large file readily available, but I have a preference for the Tobacco leaf "portrait." This one may also be used if space permits.



CAPTION: John Coolidge, Grace Coolidge, President Calvin Coolidge, and Colonel John Coolidge cross the street from the Union Christian Church after attending services in August 1924. They were clearly a family in mourning although they put on brave faces for the crowds seen behind them.



CAPTION: Calvin Jr. made the whirligig that was placed in the homestead garden. Grace Coolidge is pictured admiring it in this colorized photograph.