The Greater Cleveland Growth Association christened the North Coast and distributed North Coast cocktails of Lake Erie water.

George Voinovich throws out the first plam at an Indian-Yankees game in 1980, launching a campaign to sweeten Cleveland's image nationally.

According to Town and Country magazine, George Voinovich's Operation Improvement Task Force under Ed Mandell, right, was "the most significant undertaking in Cleveland since Moses Cleveland stepped ashore on the bank of the Cuyahoga River in 1796."

The campaign did not catch the interest of the national media and even the premier of the Cleveland TV show "The Cleveland Show" called it "a media disaster."

Leaders were delighted at the impression in Cleveland's image. "It was a word game gone bad," writes John Mueller in his book "The Image: Or What Happened to the Dream."

He wrote: "Formerly, when we worried about our reputation, we worried about what the world would think of us or our way of living. Now we worry about what the world will think about us."

Death: Benjamin Franklin, the noted statesman, printer and philosopher, was born in Boston. He died in Philadelphia. His death brought an end to the American Revolutionary War, and he was succeeded by John Adams, who served as America's first vice president. The treaty of peace was signed in Paris on Sept. 3, 1783, ending the Revolutionary War. Franklin died on July 4, 1790. He was 84. Franklin died of a stroke, according to historians. His body was buried in the graveyard of the Society for the Propagation of the Gospel in New York City.