Honorable Herbert H. Lehman,
Governor of New York,
State Capitol,
NEW YORK CITY, NEW YORK.

My dear Governor Lehman:-

A coast to coast broadcast by the blue network of the
National Broadcasting Company will feature the preview of the Great
Lakes Exposition Friday, June 26th from 9:00 P.M. to 10:00 P.M.

It is the earnest desire of the Committees that you
may be willing to give a three minute talk as Governor of one of the
eight states bordering upon the Great Lakes. Arrangements will be
made to broadcast from your city or from Philadelphia, should you be
attending the Democratic National Convention.

General Chairman, Dudley S. Blossom, will speak briefly
from Cleveland and we are inviting the Honorable W. D. Euler,
Minister of Trade and Commerce, to speak for the Dominion of Canada.
Besides this roll call of the Great Lakes states and Canada, we will
have the Cleveland Symphony Orchestra as a feature.

May I have the privilege of reporting your acceptance
at this time to the Great Lakes Exposition Committees and the National
Broadcasting Company, so that the definite schedule of time may be com-
pleted and given to each participant and, further, that suitable pub-
licity may be forwarded to the press of the Dominion of Canada and the
United States.

Your cooperation in the suggested manner would be an
appreciated contribution to the Exposition, the success of which
promises far to surpass the goal originally set.

Respectfully yours,

Harold H. Burton

Harold H. Burton, Mayor of Cleveland,
Honorary Chairman, Great Lakes Exposition.
DESIGNED TO ATTRACT 4,000,000 PEOPLE CONSERVATIVELY ESTIMATED

The Great Lakes Exposition, international in scope and significance, will focus the eyes of the continent on Cleveland, June 27th to October 4th, 1936 . . . The many innovations and stellar entertainment and educational attractions, widely publicized, will draw a conservatively estimated attendance of at least 4,000,000 of the 26,000,000 people residing within an easy day's drive of Cleveland. . . . Many scheduled national conventions will also substantially contribute to the attendance. . . . Exhibits of products and processes within the major classifications of Iron and Steel, Machinery, Electrical Goods, Transportation, Pure Foods and Agriculture, Horticulture, Heating and Ventilating, Office and Business Equipment, Printing and Graphic Arts, Modern Homes, etc., will attract countless industrial and commercial buyers.

IDEALLY SITUATED, READILY ACCESSIBLE AND ATTRACTIVE

Located on 125 acres of Cleveland's lake front, two blocks from the center of all transportation terminals. . . . Embracing Cleveland's Mall containing $25,000,000 worth of completed developments. . . . a $12,000,000 Public Auditorium that will be devoted to nationally famous radio presentations . . . an 80,000 capacity Stadium that will feature ever-changing special events and sport contests . . . A shell for concerts by world-famous organizations. . . . A lagoon theater for aquatic and spectacular events. . . . A seaplane dock permitting thrilling entertainment . . . Special structures for Transportation, Automotive, Electrical, Horticultural and other exhibits. . . . A 35-acre amusement zone with 100 structures featuring "Streets of the World" . . . a tournament field for nationality group activities . . . "Enchanted Wonderland" for the children . . . the Great Lakes area's up-to-date version of "Wings of a Century," crowning entertainment feature of A Century of Progress . . . Model Homes . . . Automobile proving grounds . . . and countless other outstanding attractions worthy of a world's fair.

CLEVELAND - OHIO
MORE THAN A GREAT FAIR—A NATIONAL MARKETING PROJECT

Conceived and dedicated to Cleveland’s Centennial celebration. . . . Endorsed and sponsored by civic and industrial leaders and community organizations within the Great Lakes area. . . . Designed primarily as a national marketing project where science, industry and commerce will depict and disclose processes and products . . . Modeled after outstanding European trade fairs in which advertising and selling is the keynote. . . . Developed as a business promotion enterprise for manufacturers and distributors interested in short cuts to profitable sales, merchandising and distribution opportunities. . . . In this select marketing center will be concentrated the nation’s largest number of most potential buyers. . . . Here millions will spend millions in 1936. . . . Here you will find it advantageous and profitable to display your products.

MERCHANDISING AND ADVERTISING OPPORTUNITIES FOR EXHIBITORS

Business interests, desirous of increased sales from the great trade empire represented by the rich Great Lakes area, should seriously consider and favorably act upon this dominant sales promotion opportunity for every type of commodity and necessity. Early space reservations will assure choice locations and special concessions for advance bookings. Rental for exhibition space in the general exhibition buildings is $5.00 per square foot for the 100 day period of the Exposition. Outdoor exhibition space and rates for large areas may be had on application. Make your reservation now so as to have ample time to prepare a striking and effective selling display. Take advantage of the discounts ranging from 5 to 10 per cent allowed on advance contracts, plus extra discounts of 5 to 10 per cent for advance payment in full. Participate in this marketing project for the material benefits that will accrue.