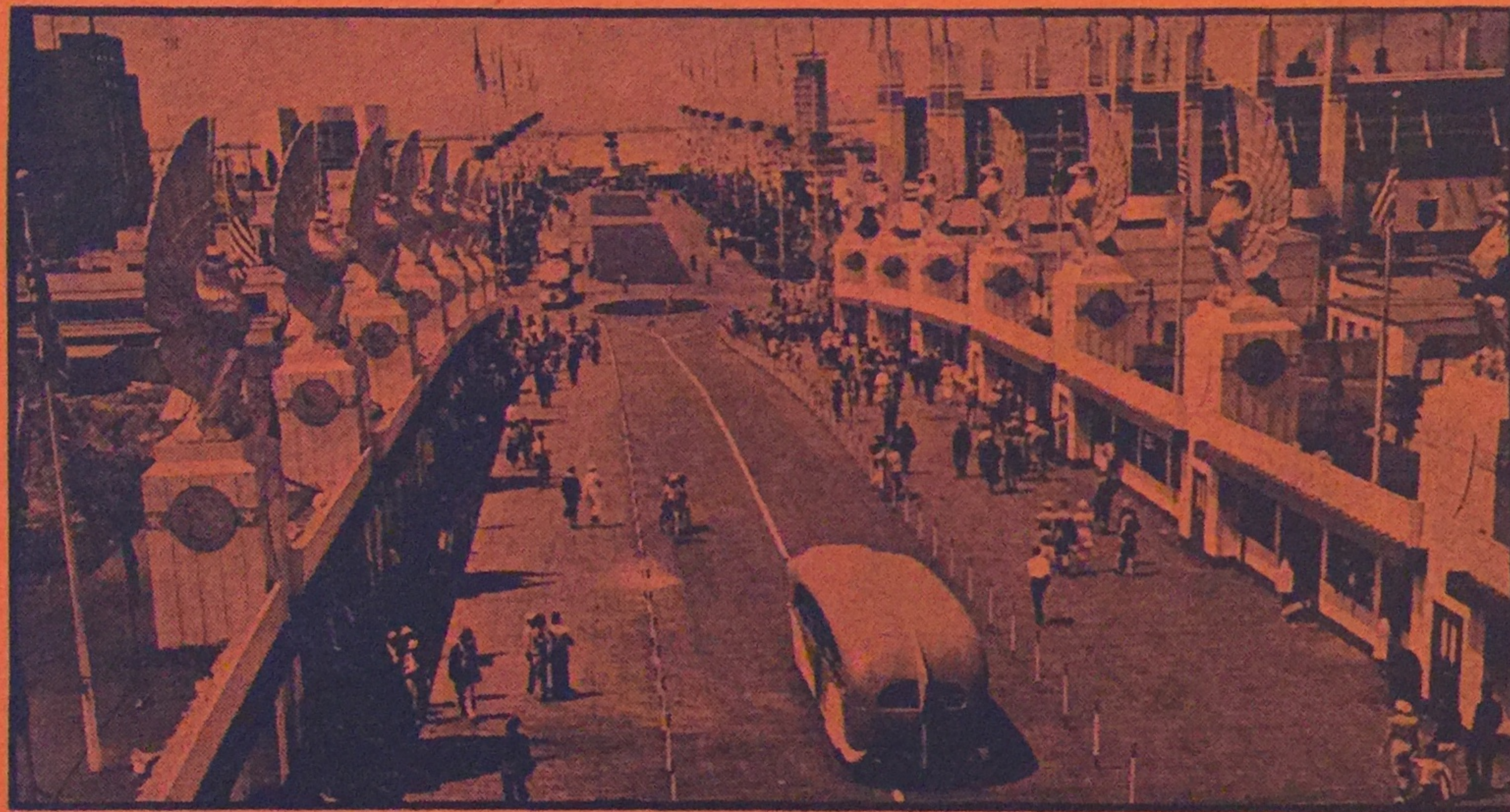


SOUVENIR



Of The 1936 Great Lakes Exposition

CLEVELAND, OHIO

32 Photo Scenes, Upper and Lower Levels

10 Cents

WHY GREAT LAKES EXPOSITION IS BEING HELD

To portray not only the basic theme of the romance of iron and steel, but every phase of the civic, business, social and cultural life of the greatest trade empire in the world—the Great Lakes States.

How extensive is it?

A mammoth project concentrated in 150 acres, divided by natural terrain into an upper and lower level affording a unique view of the entire grounds. Magnificently designed and constructed—brilliantly illuminated, representing the last word in electrical science—colorfully landscaped—impressively staged.

What are the transportation facilities?

Twelve streamlined busses of the open air type, with seats arranged sideways, are operated by Greyhound on regular schedules throughout the grounds. Colorful jinrikishas and wheel chairs are available for rent by the hour.

What is featured in Public Auditorium?

Radioland—the world's largest broadcasting studio in which the nation's foremost radio stars originate and nationally broadcast their acts for exposition guests.

What does Lakeside Exhibition Hall feature?

The dramatic central theme of the exposition "The Romance of Iron and Steel" depicting the inspiring story of metal, from primitive times to the present, presenting every phase from the mining of raw materials to the completion of the finished product. An in-

timate view of the nation's foremost and most interesting industry.

How does one get to the lower level?

Via the Court of Presidents—a \$100,000 steel bridge, 350 feet long and 100 feet wide. Towering eagles flank this approach to the exhibition area, each mounted on a pedestal and dedicated to each of the sixteen Presidents born in or elected from the Great Lakes States.

What is "Parade of the Years?"

A gigantic spectacle written and produced by Edward Hungerford, who produced the sensational "Wings of a Century" at Chicago; presenting in thrilling drama the progress of transportation from the days of the Indians through canals, roadways, and railroads, to the present.

What does the Automotive Building feature?

Modern transportation that conquers time and space and allied products in animated displays. This mammoth show room is 540 feet long and 228 feet wide—incomparable for beauty and ingenious design. A tribute to modern architecture.

What is the Firestone Exhibit?

A special structure housing a display of rubber and manufacturing processes, occupying 180,000 square feet, featuring the famous Firestone "Singing Fountains" with their colorful cascades of water brilliantly illuminated, flowing to the accompaniment of continuous music.

What is the Florida Exhibit?

A magnificent \$250,000 state display presenting a comprehensive resume of Florida's history through the novel use of murals, sculptures, dioramas and spectoramas—featuring a Georgian-Colonial plantation-house, which brings the Southland to Cleveland amid a blossoming and fruit-bearing orange grove setting, reached by a lane of huge Royal Palms and other sub-tropical growth.

Where is the Art Exhibit?

Cleveland Museum of Art features a comprehensive exhibit of the world's finest art gathered from leading European and American galleries for the period of the Exposition.

What is "Streets of the World?"

An International Village featuring the transplanted life, color and gay activities of two score nationality groups from Continental countries, the Orient and Tropics. Here visitors see Old World eating places, shops, bazaars, market places; bards, fortune tellers and gaily costumed peasant girls; artists and craftsmen in metal, leather, paper and other fabrics, who offer their products for sale; replicas of famed homeland castles, towers, cottages, in characteristic foreign architecture; the French Casino, with fast-stepping Girl Revues. The greatest attraction in the amusement area, offering a mythical trip around the world.

What does the Stadium feature?

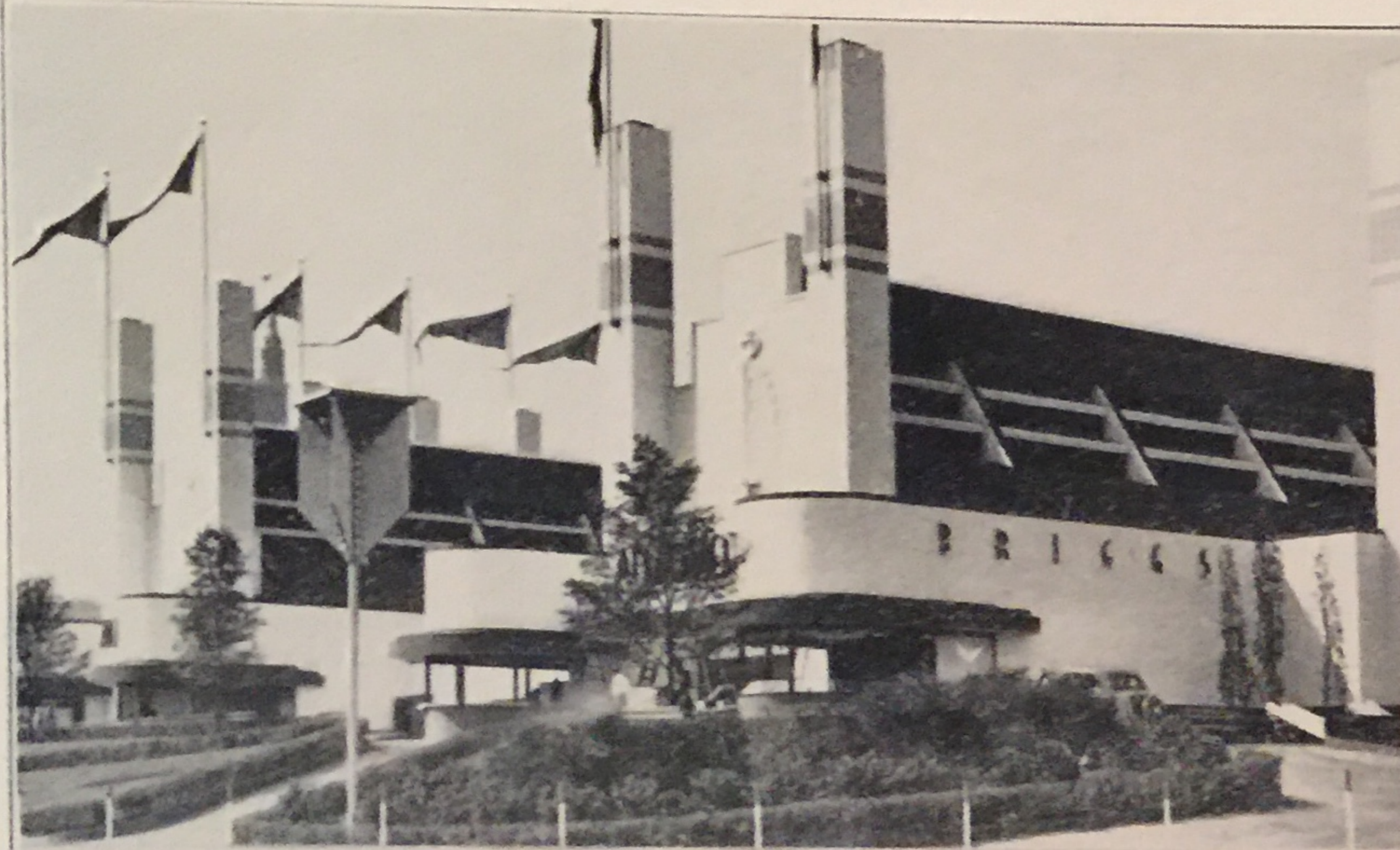
Sports of all kinds such as, track meets, baseball games, etc., in addition to prize drills, huge and colorful spectacles, fireworks, and group organization gatherings.



Aerial view of Public Square, showing central location of Great Lakes Exposition Grounds. Pylons show main entrance

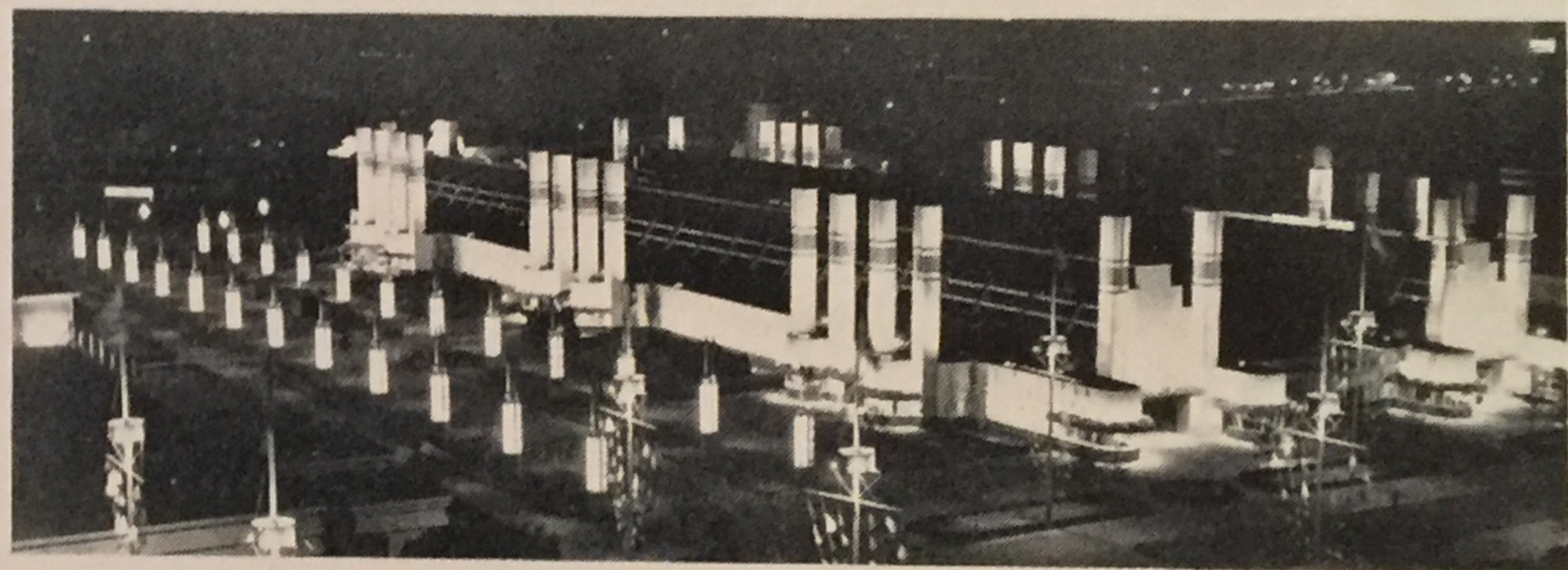
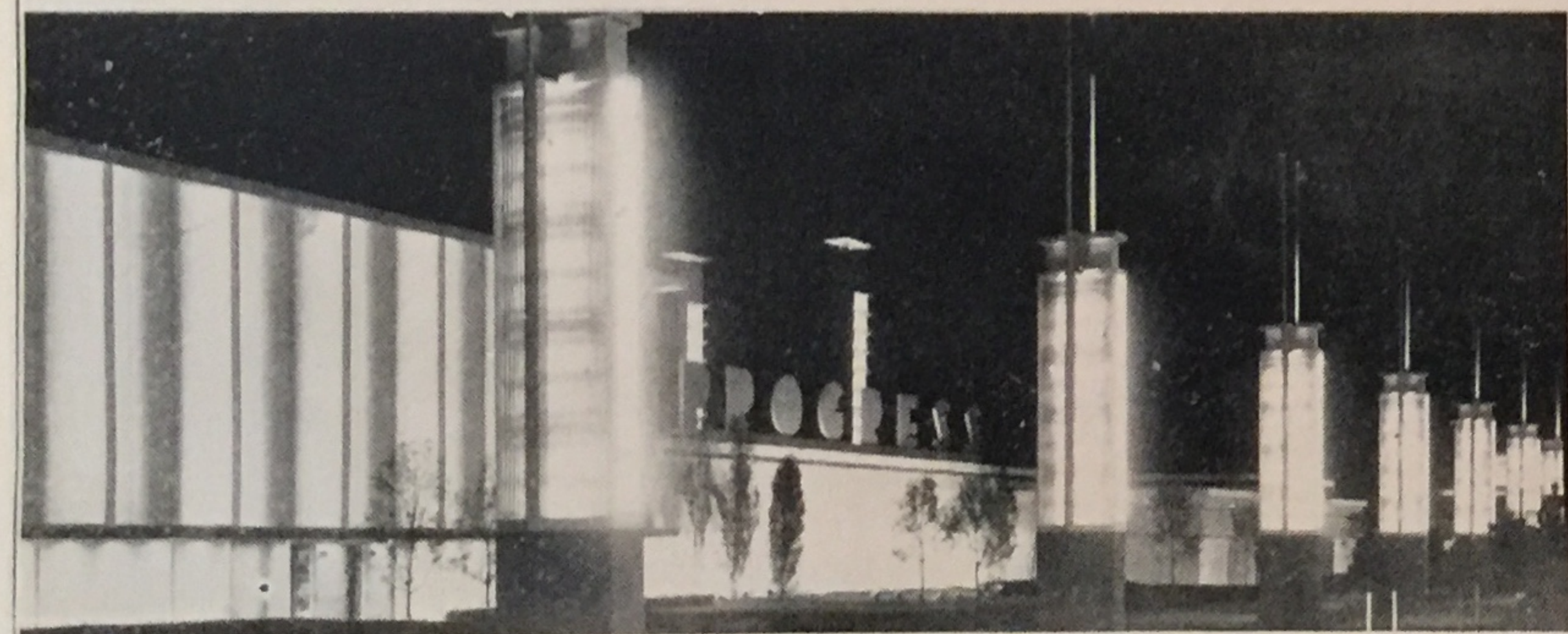
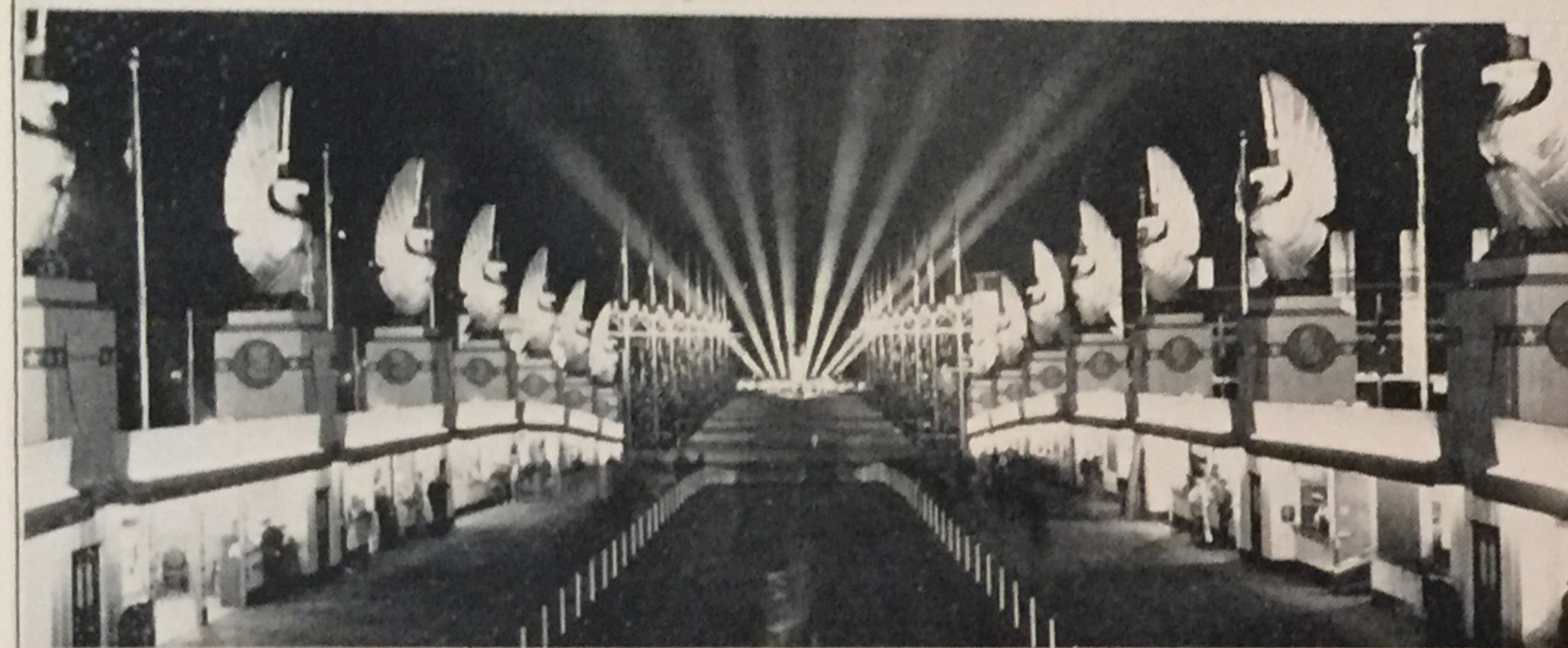
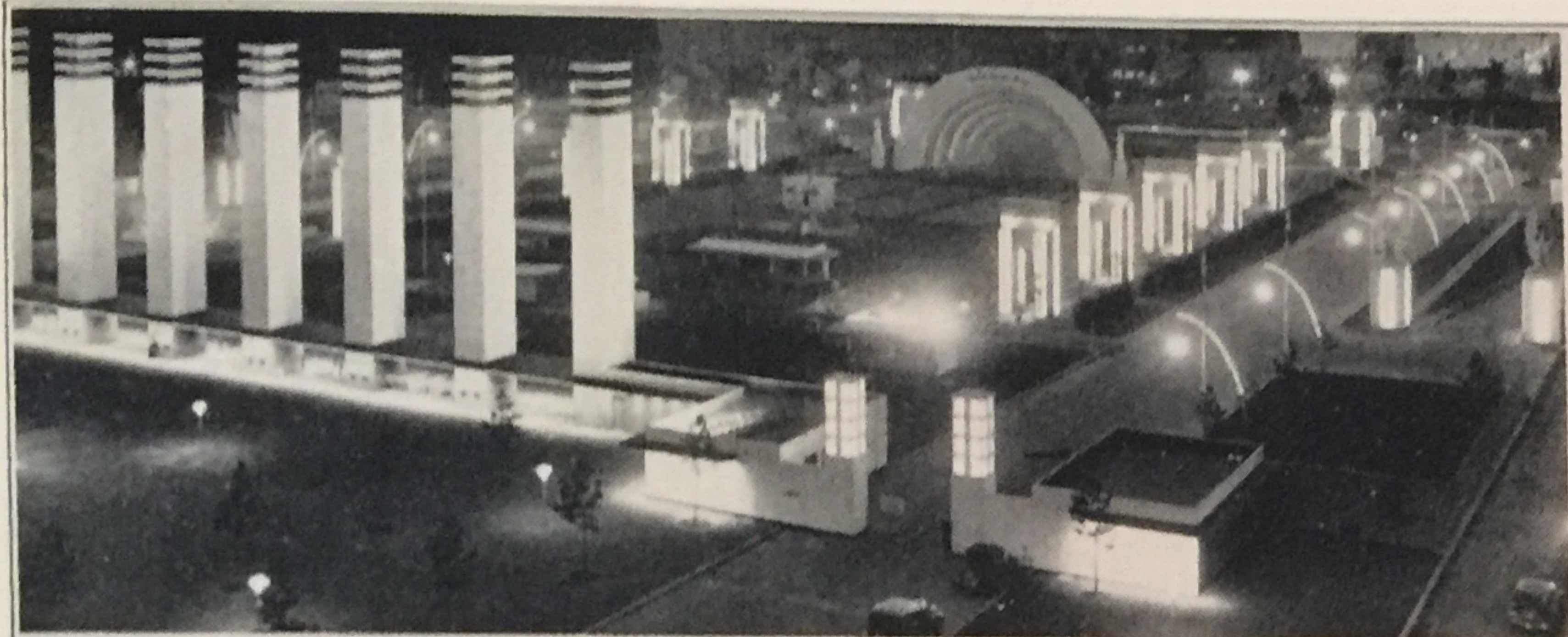
General view of Exposition Grounds looking east. Grounds extend one mile along lake front





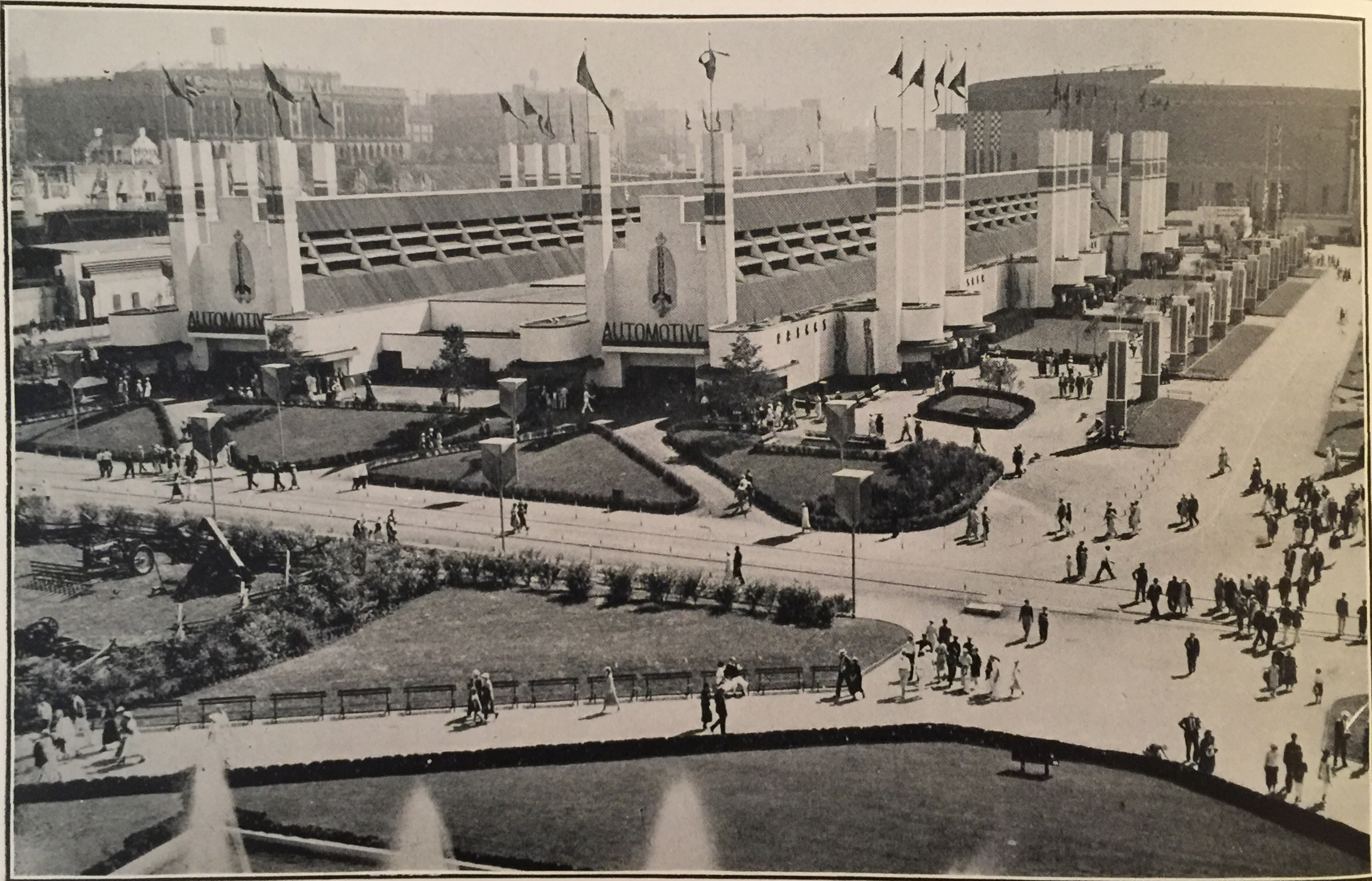
East view of Automotive Building
Sunken Gardens, part of Horticulture display

Florida Building
Opening Crowd

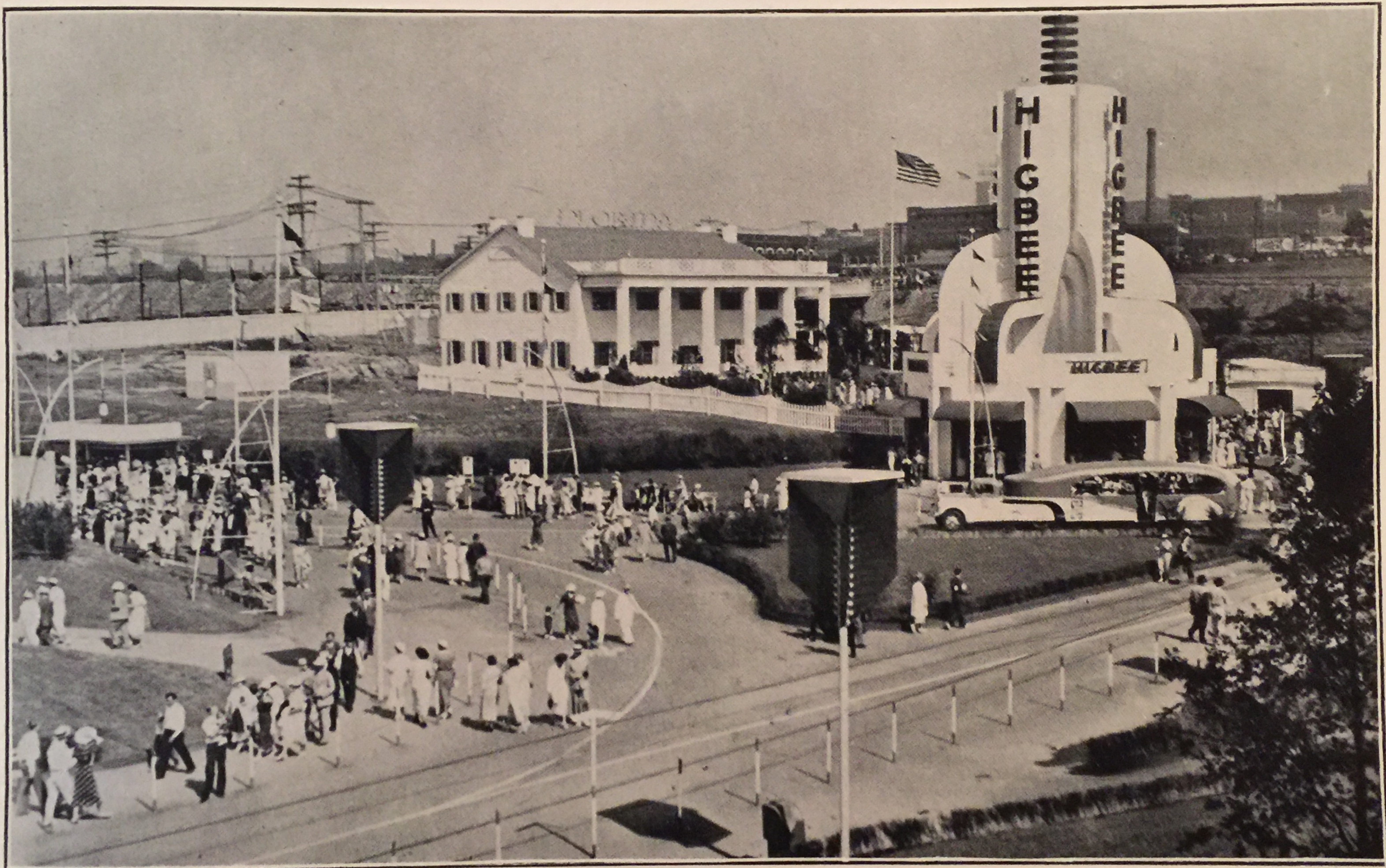


Night Scenes of Entrance—Court of the Presidents and Marine Plaza—Hall of Progress

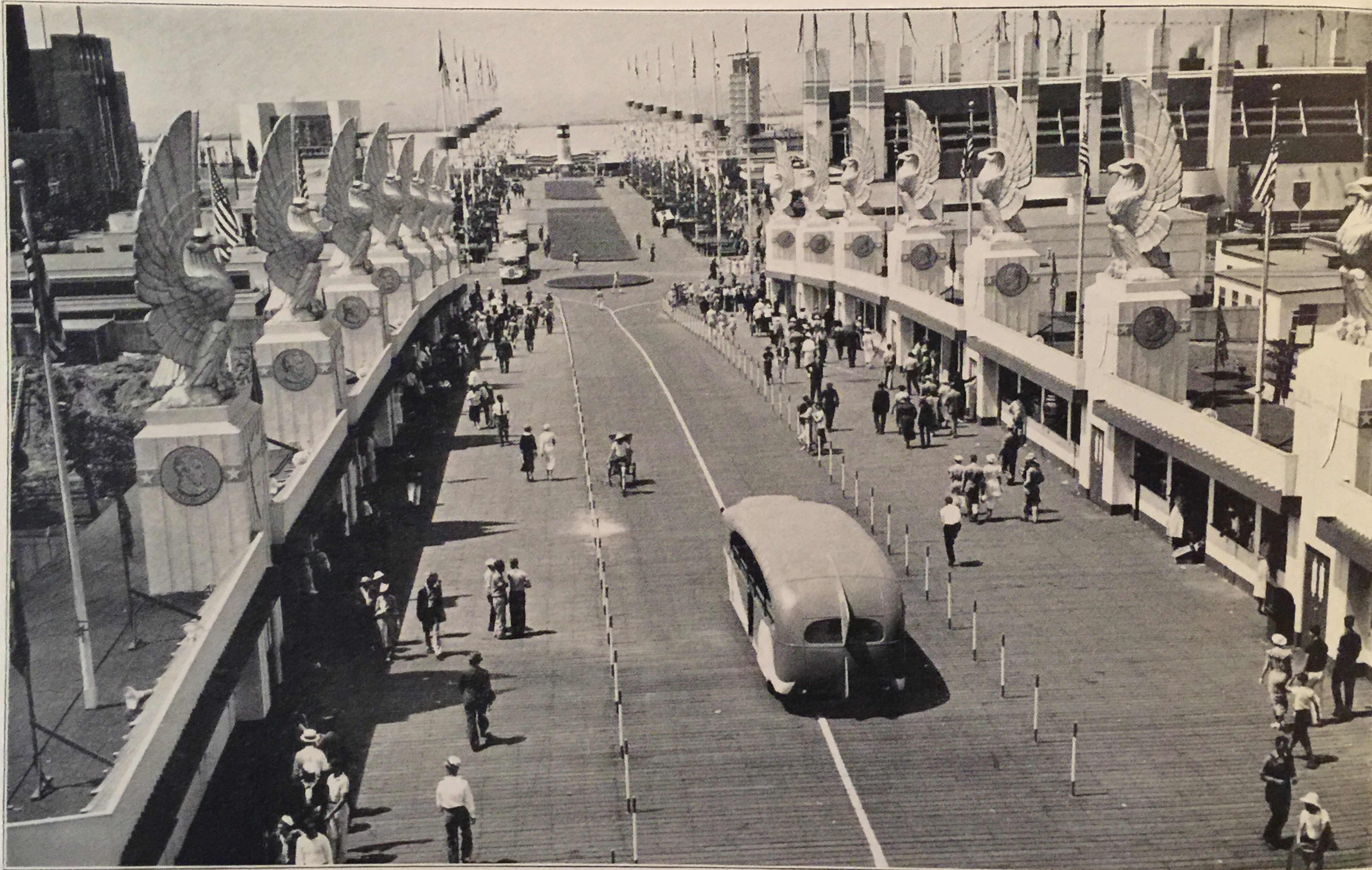
Fire Works Scene—North and South Sides of Automotive Building



Looking west toward Automotive Building and Stadium



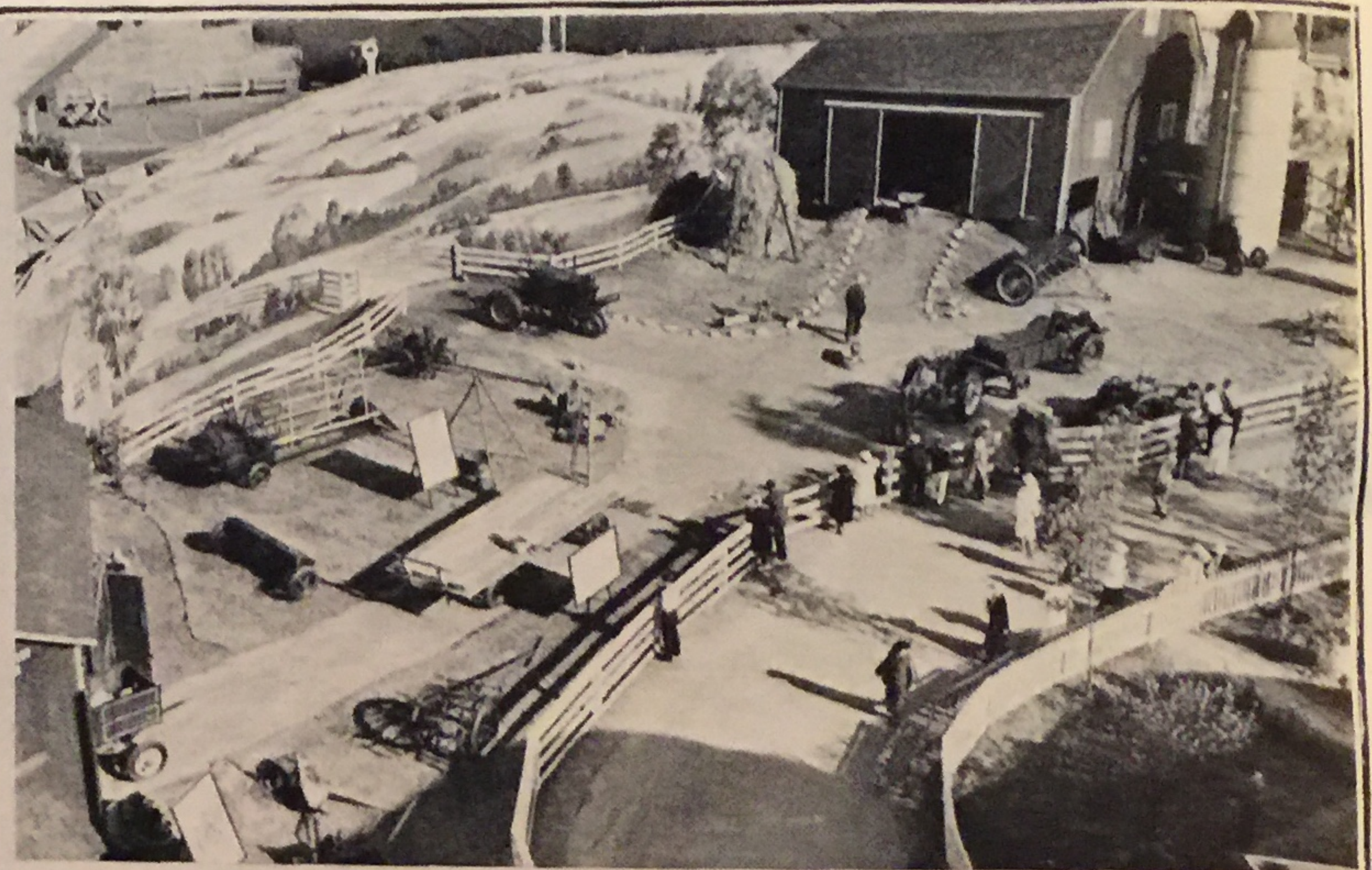
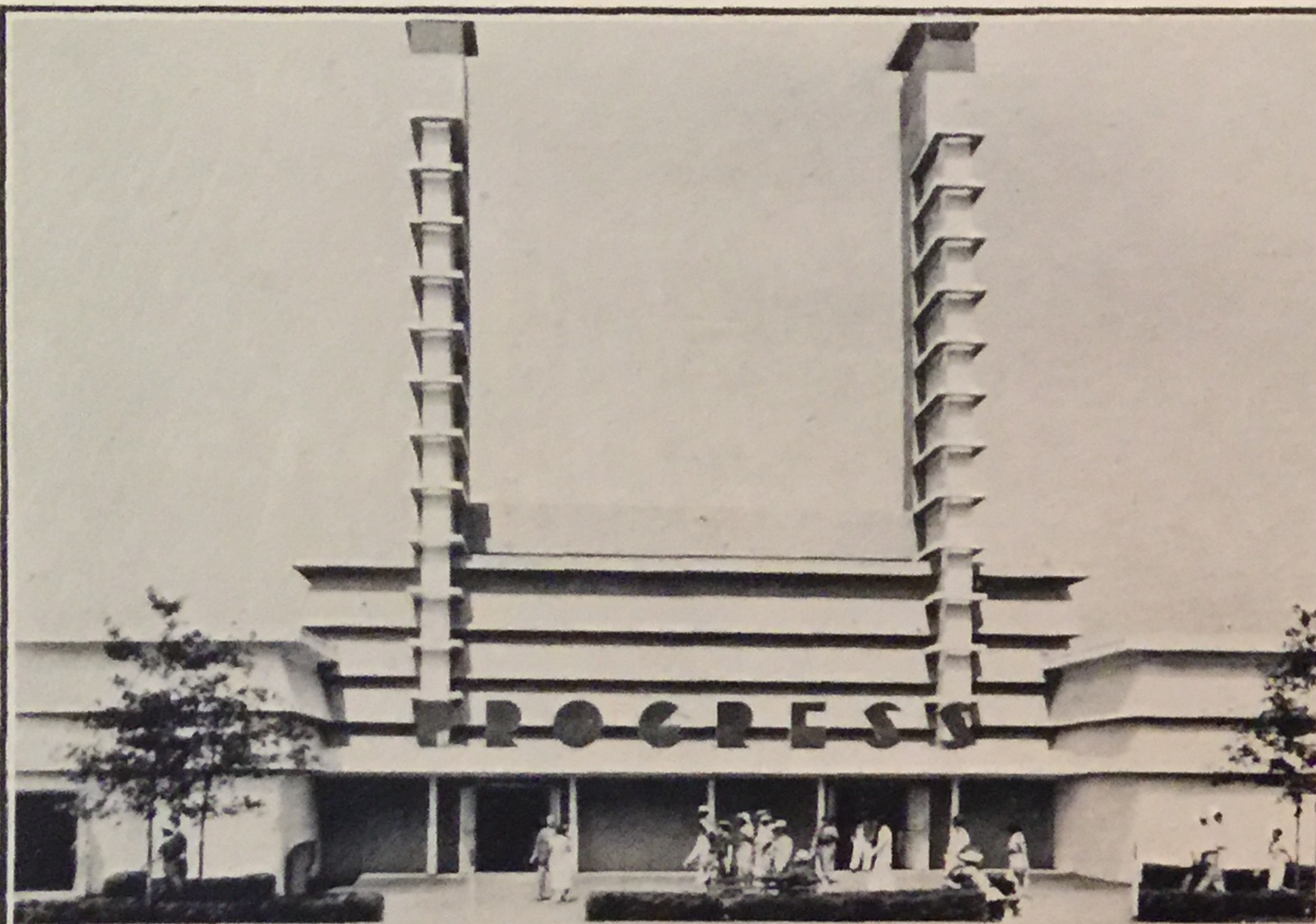
Florida Building—a \$250,000 display of the State of Florida. Higbee Tower in right foreground



Court of the Presidents and Marine Plaza, looking toward Lake Erie



Aerial view from "Blimp" of western section of grounds, lower level, looking toward Main Entrance and Terminal Tower from lake front

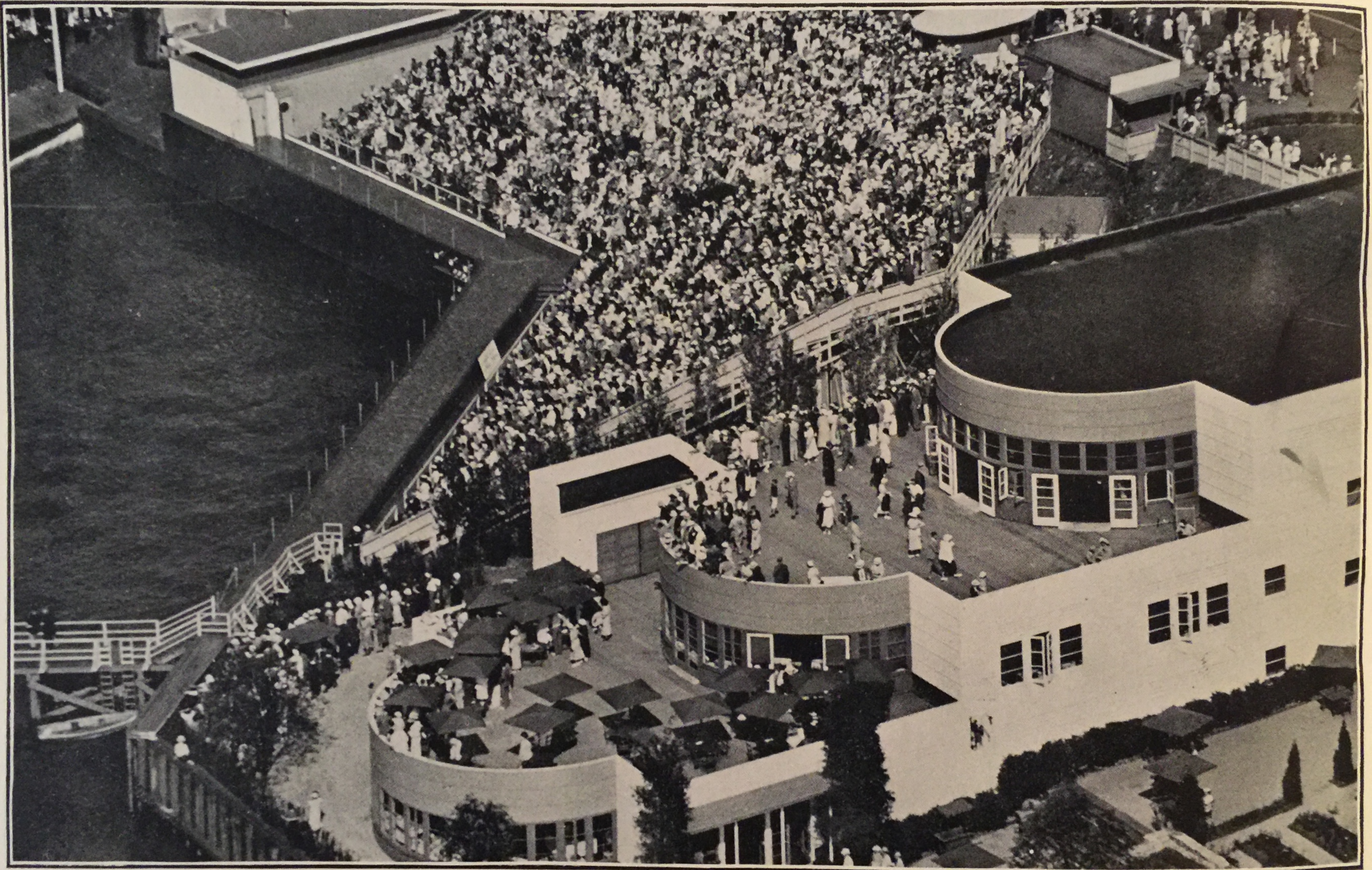


Hall of Progress Towers—Lincoln Cortege Train—Museum of Art has special display for Exposition

Typical barnyard, but "tired," in rear of Firestone Exhibit Higbee Tower



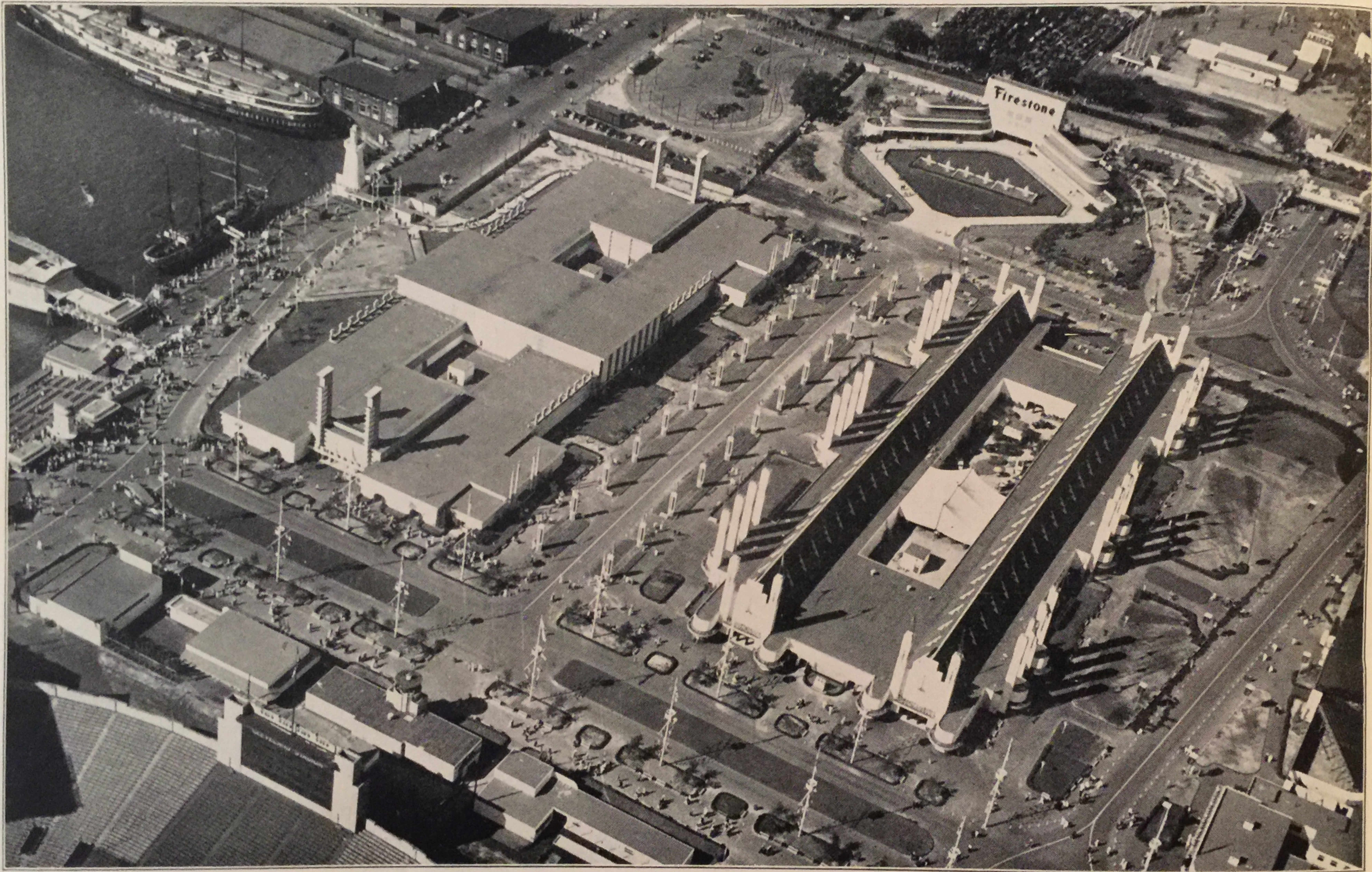
Parade of the Years Building. A living, moving drama traces 300 years of transportation development



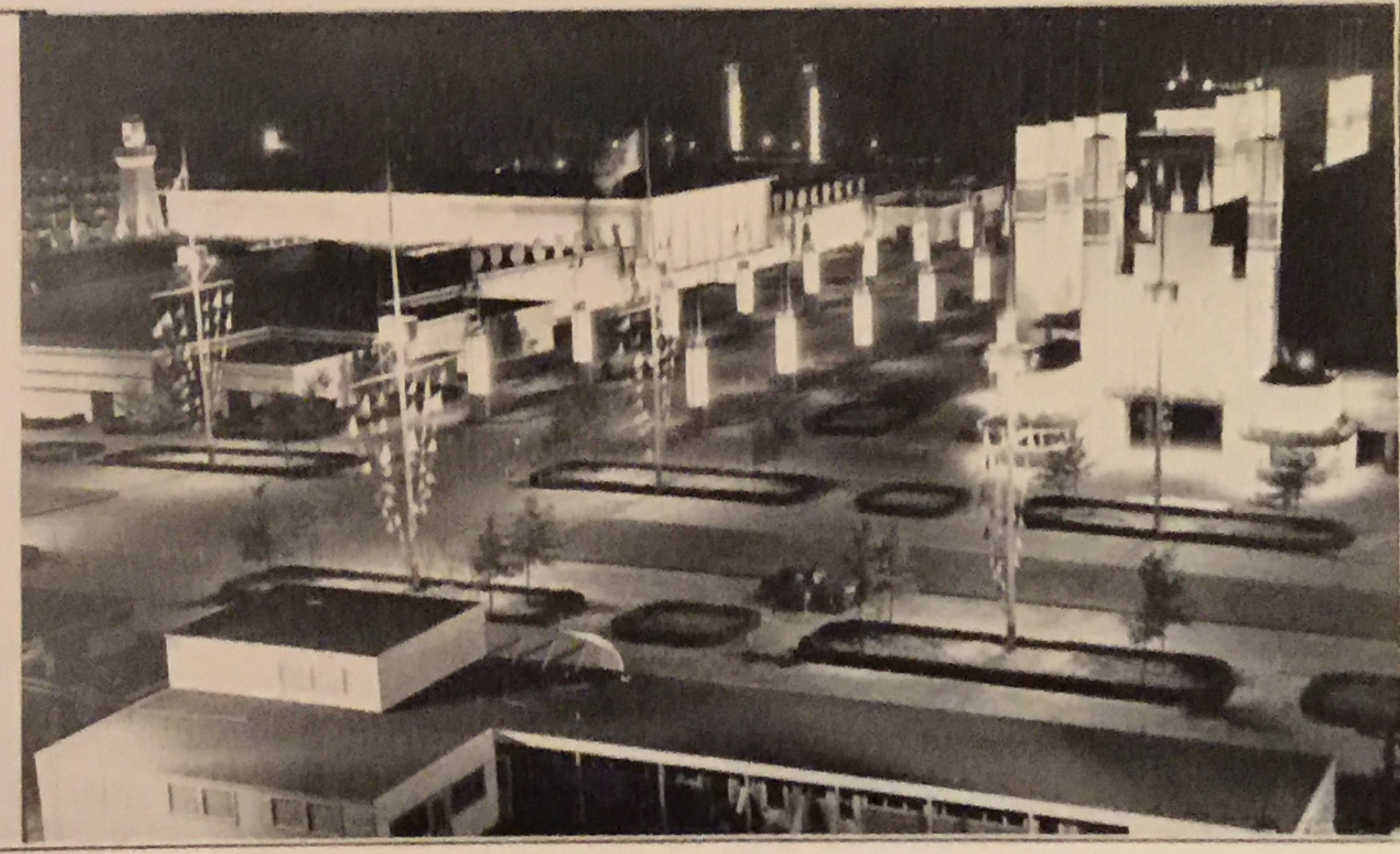
Marine Theater and Horticulture Building. Stage of theater out in lake



Firestone Exhibit with six world famous singing fountains, at the eastern end of the Boulevard

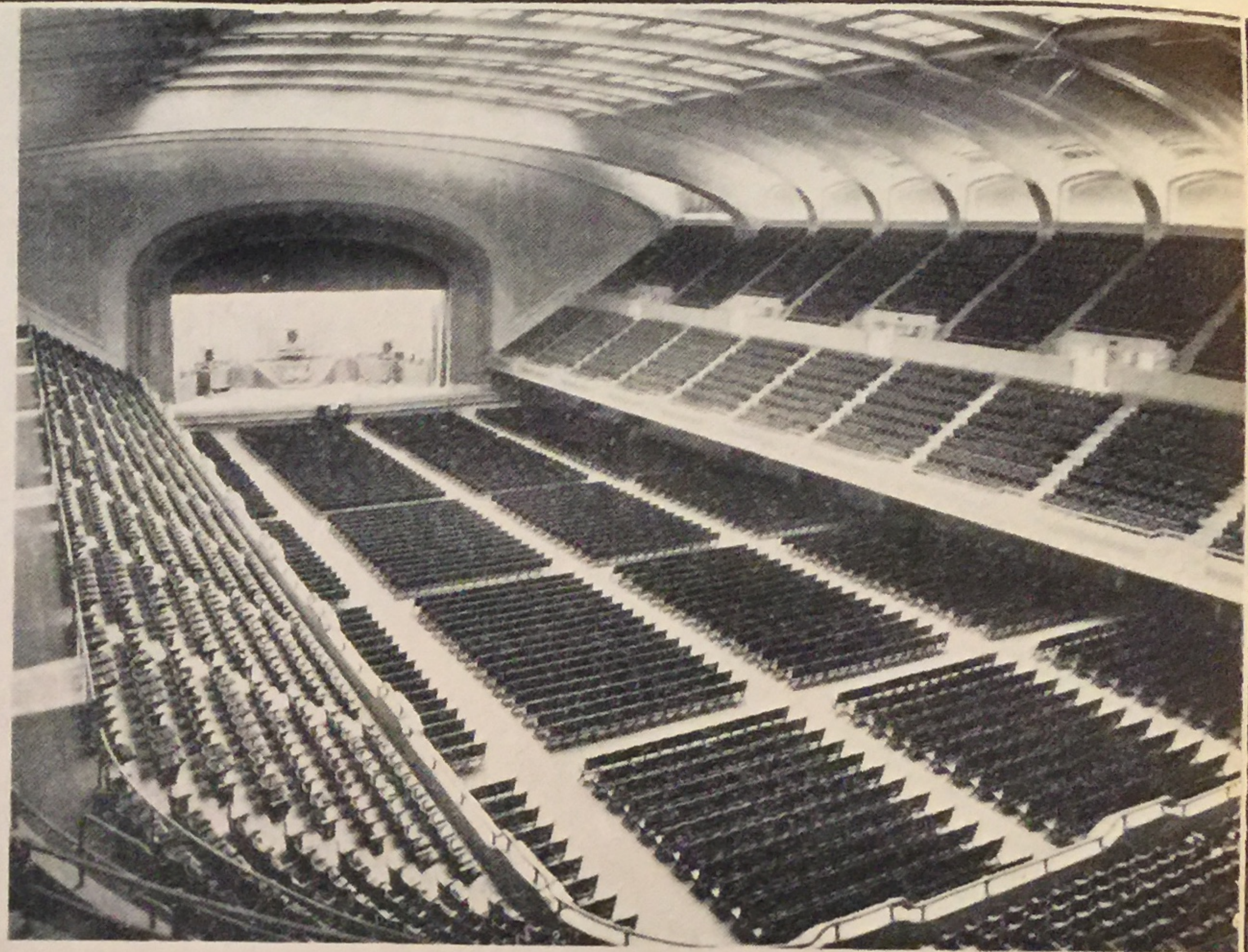
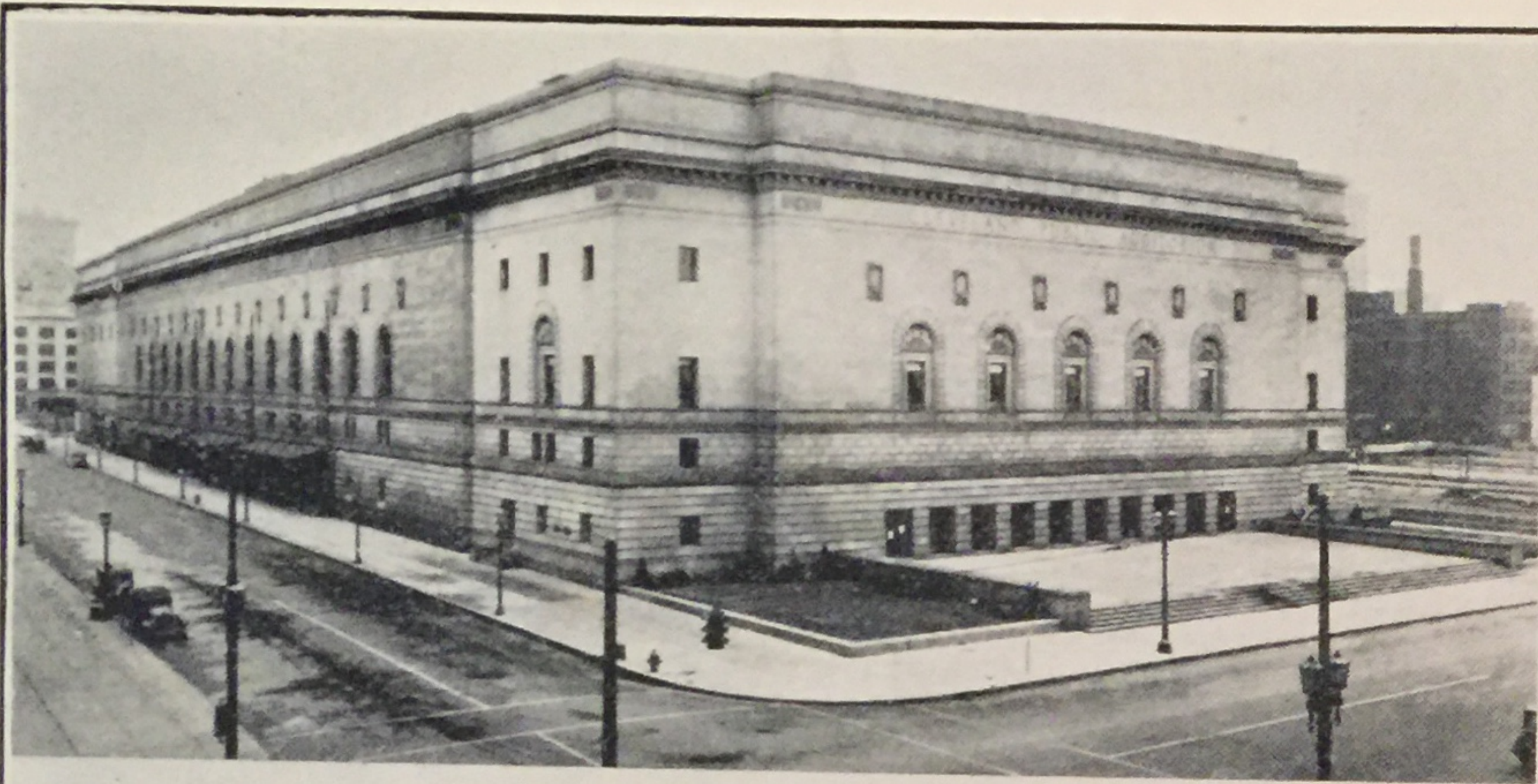


Aerial view of Lower Level showing Automotive Buildings and Hall of Progress



Night Scenes—Horticulture Building
Show Boat or S. S. Moses Cleveland

Automotive Building
Hall of Progress and East End of Automotive Building



Public Auditorium and interior, housing Radioland, seating 15,000—Union Terminal Tower—Public Stadium, one of the largest in the world

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