



## Abba Hillel Silver Collection Digitization Project

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### **MS-4787: Abba Hillel Silver Papers, 1902-1989.**

Series I: General Correspondence, 1914-1969, undated.

Sub-series A: Alphabetical, 1914-1965, undated.

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28

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656

Great Lakes Exposition, 1936-1937.

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LINCOLN G. DICKEY, *Gen. Mgr.*

# GREAT LAKES EXPOSITION

★ EXECUTIVE HEADQUARTERS  
18TH FLOOR TERMINAL TOWER



TELEPHONE: PROS. 3510  
CLEVELAND, • • OHIO ★

March 4, 1936.

Dr. Abba H. Silver  
The Temple  
Ansel Rd.  
Cleveland, Ohio

Dear Doctor Silver:

As you requested on the telephone, I am writing you this letter to say, that we would like to have the Jewish Congregation in Cleveland, Cuyahoga County, or even a larger area, join with the Catholics and Protestants, in union services which might be called Vesper Services at 4 o'clock in the afternoon, on June 28th and on October 4. These two days are the first and last Sundays during the period of the Great Lakes Exposition. These union services will probably be held in the big Public Auditorium.

I have discussed this matter with the Federated Churches and also with Bishop McFadden and they are all agreed that such services should be held and have agreed to unite in making them distinctive and decidedly worth-while.

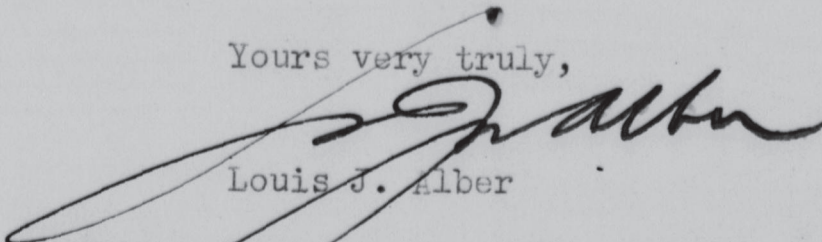
I presume you will have a committee that will act with committees from the other group to make the arrangements. I shall be glad to have you initiate this matter and shall be pleased to meet with any committee provided you wish me to do so.

In addition to these union services, we would like the Jewish Temples to take charge of the service on July 5. This meeting too, could be in the Auditorium, although if it was felt that this big Auditorium would not be filled, it might be better to hold the meeting in the Music Hall. This would be a matter however, for you to decide as we have these facilities to place at your disposal, whichever you might choose.

I shall be pleased to hear from you and we will work the matter out as soon as possible.

With respect and esteem, I am,

Yours very truly,

  
Louis J. Alber

Director, Special Days & Events

LJA\*GL



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CLEVELAND — WHERE AMERICA MEETS IN 1936



March 12, 1936

Mr. Louis J. Alber,  
Great Lakes Exposition Headquarters,  
18th Floor Terminal Tower,  
Cleveland, Ohio.

My dear Mr. Alber:

I had a conference today with the Rabbis of the City and we shall be very happy to cooperate with you in the Joint Services on the afternoons of June 28 and October 4. We shall also plan to arrange a special Jewish service on July 5. When you come to plan these meetings in detail, please get in touch with me as I should like to have you meet with our committee which is composed of Rabbi Barnett R. Brickner, of the Euclid Ave. Temple, Armond E. Cohen, of the Jewish Center and Rudolph M. Rosenthal, of the Temple on the Heights.

With best wishes, I remain

Very cordially yours,

AHS:BK



MAYOR HAROLD H. BURTON, Honorary Chairman  
E. G. CRAWFORD, President  
H. G. DALTON, Vice President  
A. C. ERNST, Vice President  
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# GREAT LAKES EXPOSITION



★ EXECUTIVE HEADQUARTERS  
18TH FLOOR TERMINAL TOWER

TELEPHONE: PROS. 3510  
CLEVELAND, • • OHIO ★

March 17, 1936

Rabbi Abba H. Silver,  
The Temple,  
Cleveland, Ohio

Dear Rabbi Silver:

We believe invaluable publicity for the Great Lakes Exposition can be obtained through the use of Postage Meter Advertising Indicias. One is already in use on our Postage Meter mailing machine, as well as those of several Cleveland organizations. A print of the design is attached.

If you use Postage Meter mailing equipment and would be interested in placing this Indicia on your outgoing mail, we would be grateful for the opportunity of supplying a die for your use.

Just tell us you want one, give us the model number of your machine and we will send it to you gratis at the earliest opportunity.

Should you desire other advertising material, as issued, indicate your requirements on the enclosed requisition and return it to us.

Thanks in advance for any cooperation you see fit to give to help publicize the Exposition and Cleveland.

Cordially yours,

*Herbert E. Prentke*

Herbert E. Prentke  
Advertising Director

HEP/Mc-encl.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
CLEVELAND — WHERE AMERICA MEETS IN 1936



April 14, 1936

Mr. H. J. Raymond, Secretary,  
Great Lakes Exposition,  
18th Floor, Terminal Tower,  
Cleveland, Ohio;

My dear Mr. Raymond:

I regret that I shall not be able  
to attend the luncheon on April 18 as I shall  
be out of the city.

With best wishes, I remain

Very sincerely yours,

AHS:BK

## To the Great Lakes Exposition

I shall be present at your Luncheon in National  
Celebration of Great Lakes Day, Saturday, April 18th,  
1936, at 12:15 p.m., at Hotel Cleveland, Cleveland, Ohio.

*Signed* \_\_\_\_\_



Great Lakes Exposition

Luncheon

in National Celebration of  
Great Lakes Day

Saturday, April 18th, 1936, at 12:15 p.m.

Hotel Cleveland, Cleveland, Ohio

Issued to Rabbi Abba H. Silver

*Please present at door*

MAYOR HAROLD H. BURTON, *Honorary Chairman*  
E. G. CRAWFORD, *President*  
H. G. DALTON, *Vice President*  
A. C. ERNST, *Vice President*  
I. F. FREIBERGER, *Vice Pres.*

DUDLEY S. BLOSSOM, *General Chairman*  
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J. C. McHANNAN, *Treasurer*  
H. J. RAYMOND, *Secretary*  
LINCOLN G. DICKEY, *Gen. Mgr.*

# GREAT LAKES EXPOSITION



★ EXECUTIVE HEADQUARTERS  
18TH FLOOR TERMINAL TOWER

★ TELEPHONE: PROS. 3510  
CLEVELAND, • • OHIO

*Aug. 16 - Know Better Way*

June 4, 1936

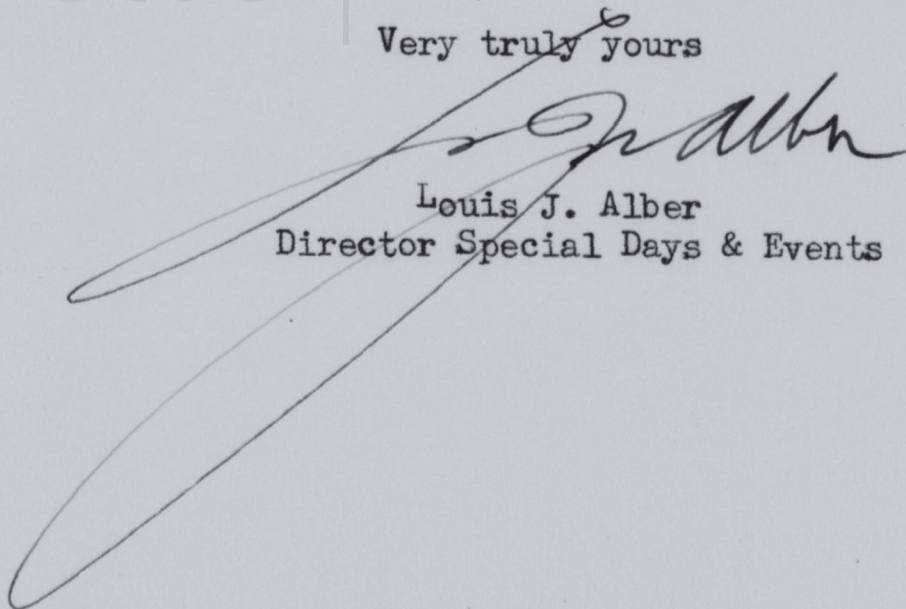
Dr. Abba Hillel Silver,  
The Temple,  
East 105th St. at Ansel Road,  
Cleveland, Ohio.

Dear Dr. Silver:

Confirming our talk on the telephone I am reserving Sunday, July 5 as the Sunday when the Rabbis of Cleveland will take charge of the Vesper Service at the Great Lakes Exposition.

This service will begin at 5 P.M. and will last an hour, held in the outdoor auditorium that faces the symphony bowl. I presume you will arrange for music and for an address. I am leaving this matter in your hands and know that this service will be interesting and decidedly worth while.

Very truly yours



Louis J. Alber  
Director Special Days & Events

LJA:EA



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
CLEVELAND — WHERE AMERICA MEETS IN 1936



# GREAT LAKES EXPOSITION

## ★ CLEVELAND CENTENNIAL ★

### 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.

### 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.



CLEVELAND - OHIO

JUNE 27 to OCT. 4-1936



# GREAT LAKES EXPOSITION

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LINCOLN G. DICKEY, *General Manager*

ALMON R. SHAFFER, *Associate Director*

PEG WILLIN HUMPHREY, *Associate Director*



June 5, 1936

Rabbi Rudolph M. Rosenthal,  
The Temple on the Heights,  
3130 Mayfield Rd.,  
Cleveland, Ohio.

My dear Rabbi Rosenthal:

You may recall that some time ago, the Management of the Great Lakes Exposition approached us as well as the other religious denominations in the city about arranging special religious services on Sunday afternoons during the period of the Exposition. We agreed at the time that we would go into an arrangement. I am now informed that Sunday, July 5 has been set aside for a Jewish Vesper Service to be held at 5 P.M. and to last one hour. The service will be held in the outdoor auditorium that faces the symphony bowl. We are to arrange for the program and the music.

I wonder whether you would be free to attend a meeting on Wednesday, June 10 at 4 P.M. in The Temple Library? The meeting would be brief and I would arrange to have Mr. Louis J. Alter who is Director of Special Days and Events, present to tell us what he has in mind for the occasion. If you can not come at that hour, please telephone me upon receipt of this letter and I will try to arrange for another time.

With all good wishes, I remain

Very sincerely yours,

AHS:BK



June 5, 1936

Rabbi Armond E. Cohen,  
The Jewish Center,  
1117 E. 105th St.,  
Cleveland, Ohio.

My dear Rabbi Cohen:

You may recall that some time ago, the Management of the Great Lakes Exposition approached us as well as the other religious denominations in the city about arranging special religious services on Sunday afternoons during the period of the Exposition. We agreed at the time that we would go into an arrangement. I am now informed that Sunday, July 5 has been set aside for a Jewish Vesper Service to be held at 5 P.M. and to last one hour. The service will be held in the outdoor auditorium that faces the symphony bowl. We are to arrange for the program and the music.

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With all good wishes, I remain

Very sincerely yours,

AHS:BK



CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	<input checked="" type="checkbox"/> FULL RATE
DAY LETTER	<input type="checkbox"/> DEFERRED
NIGHT MESSAGE	<input type="checkbox"/> NIGHT LETTER
NIGHT LETTER	<input type="checkbox"/> SHIP RADIOGRAM

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

R. B. WHITE  
PRESIDENT

NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD

J. C. WILLEVER  
FIRST VICE-PRESIDENT

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

AUGUST 12

19 36

To A. G. CRAWFORD

Street and No. GREAT LAKES EXPOSITION

Place CLEVELAND, OHIO

REGRET RABBI SILVER WILL BE UNABLE TO ATTEND LUNCHEON FRIDAY IN HONOR OF  
PRESIDENT ROOSEVELT. HE IS OUT OF THE COUNTRY AND WILL NOT RETURN UNTIL  
SEPTEMBER 1.

H. A. LEVY

SECRETARY OF THE TEMPLE

Sender's address  
for reference

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY  
IS BY TELEGRAPH OR CABLE

Sender's telephone  
number



## CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

R. B. WHITE  
PRESIDENT

NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD

J. C. WILLEVER  
FIRST VICE-PRESIDENT

## SYMBOLS

DL = Day Letter

NM = Night Message

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

Received at 2040 East 9th St., Cleveland, Ohio TELEPHONE  
CHERRY 1740, LINE 51

LD500 MD 50 NL 1 EXTRA CNT COMMA

CLEVELAND OHIO 11

RABBI ABBA H SILVER

THE TEMPLE CLEVE

HONORING THE PRESIDENT OF THE UNITED STATES OF AMERICA THE GREAT LAKES  
EXPOSITION REQUESTS YOUR PRESENCE AT A LUNCHEON FRIDAY AUGUST  
FOURTEENTH AT TWELVE NOON SHARP STEAMSHIP MOSES CLEVELAND, CLEVELAND  
STOP THE FAVOR OF AN IMMEDIATE REPLY BY TELEGRAM IS REQUESTED THAT  
PROPER CREDENTIALS MAY BE FORWARDED TO YOU

GREAT LAKES EXPOSITION E G CRAWFORD PRESIDENT.

*answered  
8/14 - HAD*





1937

# GREAT LAKES Exposition

CLEVELAND · OHIO

EXECUTIVE HEADQUARTERS, TERMINAL TOWER ★ PHONE: PROS. 3510

MAYOR HAROLD H. BURTON, *Honorary Chairman* DUDLEY S. BLOSSOM, *General Chairman*

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H. G. DALTON, *Vice Pres.*

A. C. ERNST, *Vice Pres.*

I. F. FREIBERGER, *Vice Pres.*

L. B. WILLIAMS, *Vice Pres.*

J. C. McHANNAN, *Treasurer*

H. J. RAYMOND, *Secretary*

LINCOLN G. DICKEY, *General Manager*

January 20, 1937

Office of Secretary

H. J. RAYMOND

1356 Union Trust Bldg.

Rabbi Abba H. Silver  
The Temple  
Cleveland, Ohio

Dear Rabbi Silver:

At the last meeting of the Members and Trustees of Great Lakes Exposition for 1937, you were elected a member of the Board of Trustees of that Corporation.

The plans for the 1937 Great Lakes Exposition are rapidly taking shape and some interesting and important announcements will be made in the very near future.

It is the desire of the present Trustees to release a full list of the Board of Trustees and to call a meeting of that body at an early date. The Trustees hope that you will be agreeable to lending your support in this way to this important civic enterprise, and of course, no financial obligation attaches to this membership.

To facilitate the completion and early announcement of the full list of the members of the Board of Trustees, we shall consider that you have accepted unless we hear from you on or before Wednesday, January 27, 1937. Would you therefore, kindly notify the writer at the address given in the above corner card if for any reason you may find it impossible to serve.

It seems desirable to suggest this procedure in order to obviate the necessity of so many letters of acceptance being written and to fix a date upon which the names of Board Members can be released for publication.

Very truly yours,

*H. J. Raymond*  
H. J. Raymond  
Secretary



THE MAKING OF A NATION — THE ROMANCE OF INDUSTRY AND AGRICULTURE  
MAY 29 to SEPTEMBER 6, 1937