

Document 1222

[21222001]

Residents of this city soon will be seeing ads urging them to visit "Cleveland's outdoor museum" - Lake View Cemetery.

ACT-arg APP ESTB TWHEN OP PAT-arg PAT-arg ADDR-arg PAT-arg PAT-arg ESTB APPS.member APPS.member

ev-w2875f4 ev-w3524f1 ev-w3557f1

[21222002]

Despite such famous tenants as oil magnate John D. Rockefeller, Lake View Cemetery has fallen on hard times.

CNCS CTRB ESTB ND ND ND ACT-arg OP DIRT-arg

ev-w1273f6

[21222003]

So the inner-city burial ground is trying to resurrect itself with a television advertising campaign.

PRELA ACT-arg ACT-arg PAT-arg PAT-arg ESTB ESTB

ev-w3461f1 ev-w2715f1

[21222004]

The ads celebrate the achievements of some of Lake View's residents.

OP ACT-arg PAT-arg ACT-arg DIRT ND APP

ev-w473f2

[21222005]

A spot honoring Bill White, the inventor of chewing gum, shows a woman trying to extricate her high-heeled shoe from a wad of gum.

ACT-arg ESTB PAT-arg PAT-arg APPS.member PAT-arg ESTB OP PAT-arg ACT-arg PAT-arg DIRT PAT-arg APP ESTB MANN

ev-w1610f1 ev-w508f1 ev-w2945f1 ev-w3461f1 ev-w1261f1

[21222006]

Another focuses on Charles Brush, the first person to light a city electrically.

ACT-arg OP PAT-arg ND APPS.member ESTB ESTB MANN

ev-w1374f3 ev-w1864f3

[21222007]

It shows a boy hurling rocks at a street lamp.

OP ACT-arg PAT-arg ACT-arg ADDR-arg ESTB

ev-w2945f1 ev-w1632f1

[21222008]

Street lights, the ad points out, "helped sharpen the arm of many a budding baseball player."

ACT-arg ESTB PATB OP PAT-arg PAT-arg APP ESTB ESTB ACT-arg

ev-w2316f1 ev-w1581f1 ev-w2914f1 ev-w378f1

[21222009]

Cemetery officials hope the ads, which will begin airing next month, will not only draw visitors but bolster burials and endowment fund contributions.

PAT-arg ACT-arg PAT-arg ACT-arg CHSCB ACT-arg TWHEN CN CN BRAD.member GRAAD.member PAT-arg CONJ.member CONJ.member ESTB ADDR-arg

ev-w1615f1 ev-w234f4 ev-w1050f1 ev-w304f1

[21222011]

The private, non-profit cemetery has had trouble competing against its for-profit counterparts, which use direct mail and other advertising to sell lots.

ESTB ACT-arg ACT-arg ADDR-arg CHSCB APP ESTB ACT-arg PAT-arg CONJ.member CONJ.member ESTB PAT-arg

ev-w1566f3 ev-w3586f1 ev-w1810f2 ev-w2833f1 ev-w3525f6 ev-w2888f2

[21222012]

"We do n't want to be known as ambulance chasers," says William Garrison, Lake View's president.

EFF-arg PAT-arg ACT-arg PAT-arg EFF-arg OP ACT-arg APPS.member ND ESTB

ev-w3586f1 ev-w1810f2 ev-w2833f1

[21222013]

"We want people to think of Lake View as an historical park and educational experience ..."

COMPS COMPS ACT-arg PAT-arg ND ESTB CONJ.member CONJ.member ESTB

ev-w3586f1 ev-w3363f3

[21222014]

A pleasant place to come and spend a few hours.

OP ESTB CONJ.member CONJ.member PAT-arg ESTB

ev-w590f16 ev-w3087f1

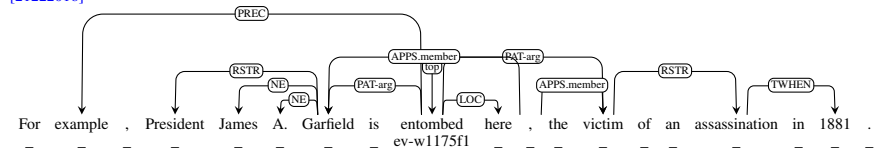
[21222015]

Not all of the cemetery's better-known tenants lend themselves to the promotional job at hand, however.

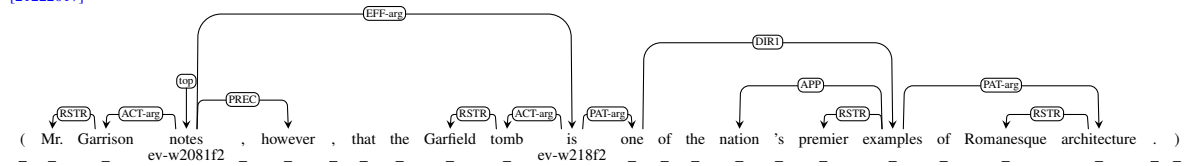
PREC ACT-arg MAD APP OP ADDR-arg ND ESTB

ev-w1849f1

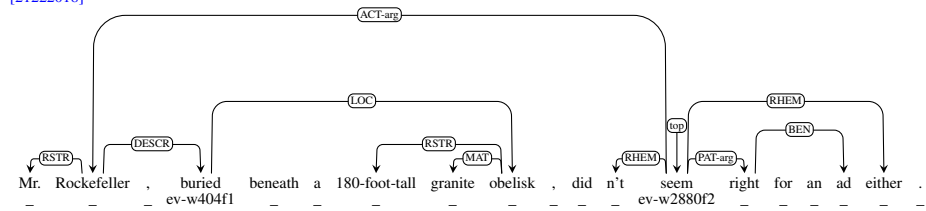
[21222016]



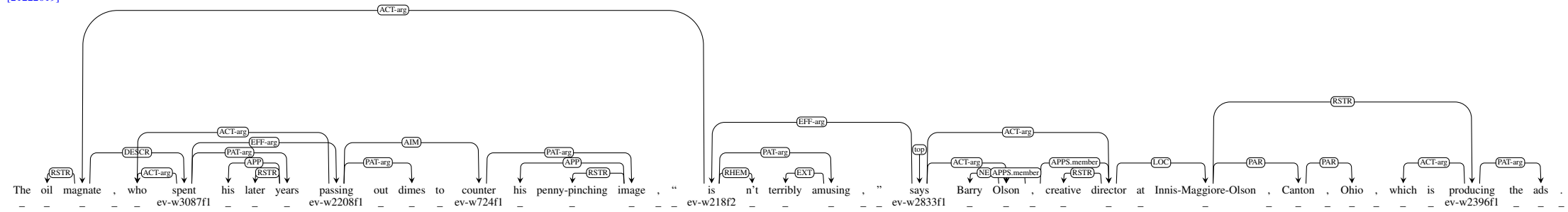
[21222017]



[21222018]



[21222019]



[21222020]

