



**Cinecraft Flashback Friday Episode #1,  
Title; Best Location in the Nation,  
Client; The Cleveland Electric Illuminating Co. (196?).**

The Cleveland Electric Illuminating Company (CEI) 60 second TV Spot, B&W. This gem claims to be the first time a City advertised itself on TV. Mentioning Cleveland as *the Best Location in the Nation*, a long running promotional campaign originated in 1940's.



The TV spot's call to action-“Send for this booklet – Cleveland Northeast Ohio Answers Big Questions Facing Expanding Industry Today”.

In the 1960's CEI, East Ohio Gas, and Ohio Bell all created films to promote life in and the industrial advantages of Northeast Ohio. This was CEI before the merger with Toledo Edison to create Centerior Energy in 1986 . And well before Ohio Edison and Penn Power combined with Centerior to create First Energy in 1997.

This TV spot was made pre-1966, using VO artist Ernie Anderson. Anderson was the off-camera voice of WJW-TV 8 and Cleveland-famous as Ghoulardi (1963 TO 1966).



For more about the phenomenon that was Ghoulardi,  
[https://www.cleveland.com/tv/index.ssf/2013/01/clevelands\\_ghoulardi\\_went\\_on\\_t.html](https://www.cleveland.com/tv/index.ssf/2013/01/clevelands_ghoulardi_went_on_t.html)

To view the TV spot go here: [Cinecraft's Flashback Friday - Episode 1: Best Location in the Nation](#)

-Neil