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CITY OF LIGHT - - Blackpool's magnificent
Autumn illuminations attract over 300,000 sightseers to the
town on the first night !

-Lancashire-

Picture. :-

Why was Blackpool called Blackpool, I wonder ?
Anyway, it's anything but a 'black-pool' nowadays.
The authorities have played a--

--trump card by concluding the summer season with a
Festival of Light. It's a marvellous spectacle !
Five miles of gorgeous illuminations and, all free !
What more--

--could one wish ? Even a Scotsman couldn't grumble
at that ! The scheme has attracted--

--nearly an extra half-million week-end sight-seers
to this new City of Light called Blackpool. They came
in three-thousand motor-coaches and two-hundred-and-
twenty excursion trains, and a few private cars - -
about twenty-thousand,--

--I'm told ! The Pleasure Park is dazzling !
(Who's for a 'shairoplane ride ?) And you have no
idea the fun going on under these three-hundred-thousand-
lights, unless you have been there ! It's the charm
of Venice and the gaiety of Coney Island, rolled into one.

Broadway's lights are bright, but Blackpool !
Bah goom, lasses, it's gradely !