Grouse Mountain Chalet

JIOUSE MOURIAIN GREATER COMMUNITY SPIRIT CAMPAIGN



A Fortune In Prizes \$1 Makes You Eligible

REAT cities are built ... gigantic projects are created, where ambition in the hearts of men and women will them to be. It is the spirit of the people that counts. It has been said that we in Canada, lack that spirit. We challenge that statement with this Grouse Mountain Greater Community Spirit Campaign. The Plan is simple.

The Company has made provision for a \$25,000.00 Grand Prize and substantial Weekly Cash Prizes which will be given to those individuals who help to make this Greater Community Spirit Campaign a success. For the duration of the Campaign there will be 39 Cash Prizes each week ... One, \$200 Cash Prize; One, \$100 Cash Prize; Twenty-eight, \$25 Cash Prizes. Every purchaser of a \$1.00 Grouse Mountain Highway Community Spirit Ticket is eligible to receive one of these Weekly Cash Prizes. A person purchasing more than one ticket is eligible to receive a Cash Prize for each ticket purchased. The names and addresses of the Prize Winners will be published each week. At the end of the Campaign, the persons who have won a Weekly Prize will be eligible to receive the \$25,000 Grand Prize. And, it is to one of these Weekly Prize Winners that this fortune of \$25,000 in cash will be awarded. Read the Rules for full particulars.

These \$1.00 Greater Community Spirit Tickets entitle the purchaser to motor over the Grouse Mountain Highway once, now or at any future time, for each ticket purchased. The price of these Highway Tickets was formerly \$1.50. Our purpose in reducing the price is to offer thousands the opportunity to view this scenic wonderland and better understand its potentialities.

Grouse Mountain is potentially the outstanding scenic playground in Canada. World travellers and executives of transportation companies whose business it is to promote tourist travel, have stated that Grouse Mountain can be made the most attractive scenic resort on the continent.

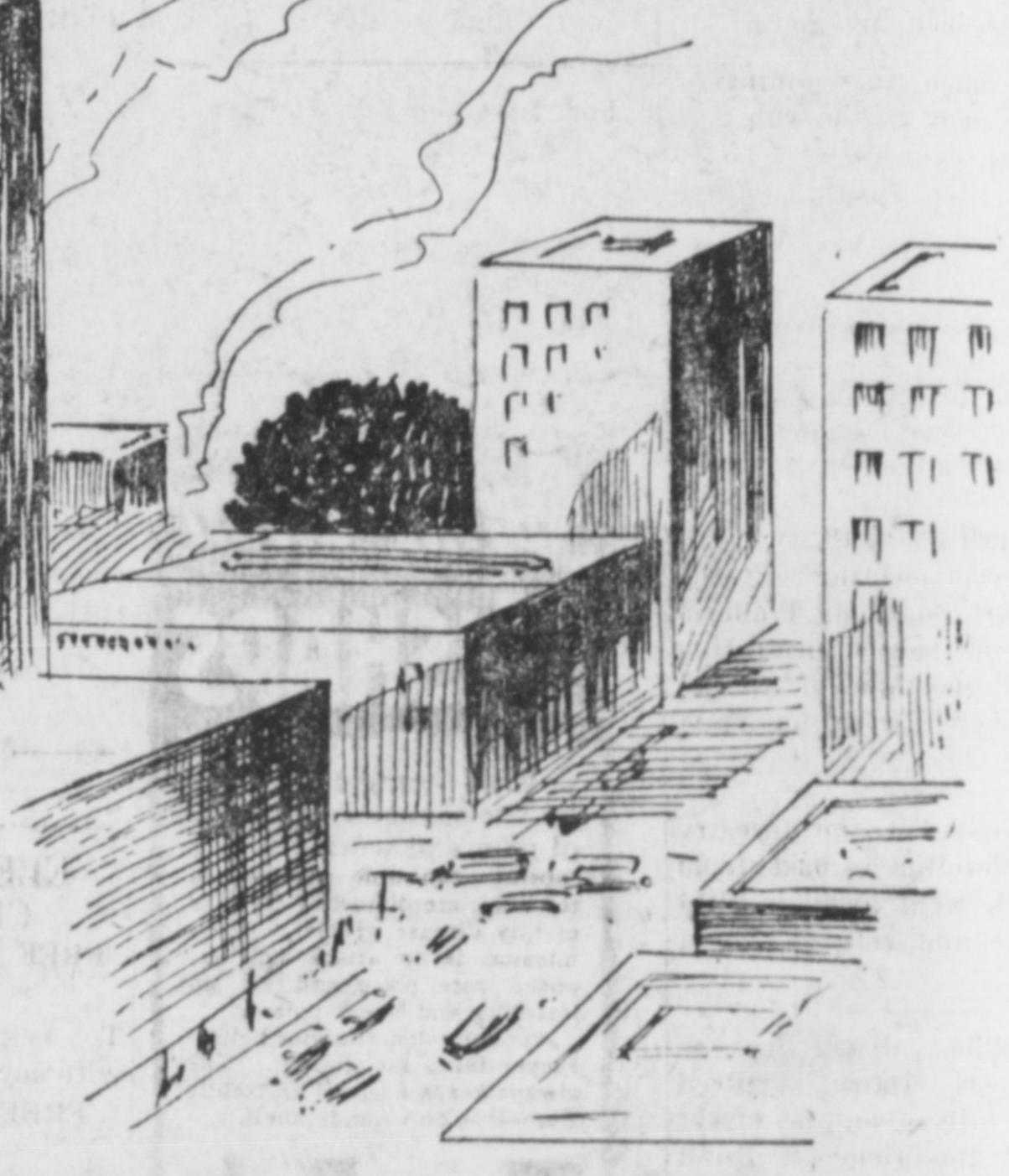
Sir Frederick Williams-Taylor states that the tourist industry ranks second to wheat only in Canada in the promotion of our prosperity. We, in Western Canada, must develop Grouse Mountain for our material wellbeing. Then, too, we want Grouse Mountain developed for our own pleasure, and the health-giving fun it will afford our children.

Approximately \$750,000 has been invested in the development to date. A broad highway has been built to the summit . . . trails have been surveyed leading to nature's hidden scenic treasures . . . a unique chalet has been constructed and equipped.

Much remains to be done. \$500,000 is required to complete development. A modern resort hotel must be built . . . facilities for hikers and picnic parties must be created . . . the highway must be hard-surfacedbridle paths and foot paths must be completed . . . a great scenic aerial tramway must be erected . . . the plateau must be converted into a magnificent garden with mountain flowers and shrubs in summer-time . . . and for winter sports there must be bob-sled runs, toboggan slides, and ski-jumps.

These, and other developments remain to be completed. Then, will Western Canada have a mountain playground which every citizen will enjoy . . . and which thousands of tourists will come to see . . pouring their money into the trade channels of Western Canada.

In purchasing one or more of these Greater Community Spirity Tickets, you are helping to solve this problem. Every dollar received in this Campaign is paid into a fund for the development of Grouse Mountain. In return you get a Grouse Mountain Highway Ticket which represents full value for your money. In addition, it makes you eligible to win Cash Prizes which represent a fortune. Fill in the attached coupon NOW ... Mail it today!



Rules Governing Grouse Mountain Highway and Scenic Resort Limited Greater Community Spirit Campaign

ONE: The Company has made provision for a Grand Prize of \$25,000, also Weekly Cash Prize, totalling \$1,000 each week, for the duration of the Campaign. This week's Cash Prizes shall be divided as follows: One, \$200 Cash Prize; one, \$100 Cash Prize; twenty-eight, \$25 Cash Prizes . . . thirty Prizes in all. TWO: Every purchaser of a \$1.00 Grouse Mountain Highway Community Spirit Ticket is eligible to receive one of the Weekly Cash Prizes, excepting the officers, directors, shareholders and employees of the Grouse Mountain Highway and Scenic Resort Limited, or their relatives.

THREE: A person purchasing more than one ticket will be eligible to receive a cash prize for each ticket purchased FOUR: Each week the Prize Winners shall be determined and the name and addresses of each Prize Winner published. These Prize Winners and the Prize Winners in each subsequent week for the duration of the Campaign shall be eligible to receive the \$25,000 Grand Prize. FIVE: The Grand Prize shall be awarded to one of the Weekly Prize Winness at the end of the Greater Community Spirit Campaign.

SIX: The method of awarding the Prizes shall be fair and impartial, each Ticketholder having equal opportunity without prejudice. The following well-known men of unquestionable integrity have accepted the responsibility of awarding the Prizes

HONCERABLE W. C. SHELLY, Minister of Finance of British Columbia. W. ROY W. McINTOSH, Managing-Director Kelly, Douglas & Co., Ltd. R. I. McDOUGALL, Member Grant & McDougall, Barristers. DONALD McLEOD, with Stewart & Welch, Contractors, DR. G. H. WORTHINGTON, President Vancouver Drug Co., Ltd.

M. H. LEGGATT, formerly Secretary-Treasurer Wood, Vallance & Leggatt, Ltd. BRENTON S. BROWN, President, Greater Vancouver Publicity Bureau. SEVEN: It is not necessary for the purchaser of Greater Community Spirit Ticket to visit Grouse Mountain during this campaign to become eligible to the prize money, but such persons may drive over the Grouse Mountain Scenic Fighway once for each ticket purchased at such time as suits his convenience. EIGHT: Purchasers of tickets whose application coupons arrive at the Grouse Mountain Highway and Scenic Resort Limited, on or before 5:00 p.m. of Friday

Coupons received subsequent to that time will be eligible to the succeeding week's NINE: All records in regard to sale of tickets and all monies received and paid shall be under the supervision of Geo. A. Touche & Co., Chartered Accountants, Vancouver, B. C. The Dominion Bank of Canada will be the depository TEN: Fill in the attached Coupon with name and address plainly written. Attach

each week, will be eligible to receive the current Weekly Cash Prizes. Application

\$1.00 for each ticket desired. Mail to the Grouse Mountain Highway and Scenic Resort Limited, 440 Pender Street West, Vancouver, B. C. NOTE: Tickets may also be purchased at Stores having Grouse Mountain Community Tickets for sale, or at the Company's offices, 440 Pender St. West.

Coupon Application

No. 6A Grouse Mountain Highway & Scenic Resort, Ltd. 440 Pender St. West, Vancouver, B. C.

Gentlemen: Please send me

- 1 Grouse Mt. Community Spirit Ticket
- 2 Grouse Mt. Community Spirit Tickets
- 5 Grouse Mt. Community Spirit Tickets

I attach \$1.00 (check) for each ticket desired.

I understand each ticket entitles me to drive over the Grouse M untain Highway once; also that each ticket makes me eligible to participate in cash prizes you are awarding in your Greater Community Spirit Campaign.

7-1 G. M.