FROM：Mert Silbar（Chicago Office）
HARSHE－ROTMAN \＆DRUCK，INC。
FOR：GRAY LINE SIGHT－SEEING COMPANIES，ASSOCIATED
10 N ．LaSalle St．，Chicago 60602

FOR RELEASE ON RECEIPT

STAMPEDE CITY ADDS HERITAGE PARK FOR OLD WEST BUFFS

With the opening of a 60－acre reconstructed pioneer village，Canada＇s Stampede City．．．．known as Calgary，Alta．，．．．has added to the lure of the frontier that this friendly place has long held out to fans of the Old West．Already famous for the Calgary Stampede，which is billed as＂The Greatest Outdoor Show on Earth，＂this exciting metropolis in Western Canada has just launched Heritage Park。

The new park is expected to be such a prominent attraction that a Gray Line sight－seeing tour already has been altered to accommodate it．This replica of Canada＇s West of Yesteryear includes an operating general store，a train typical of the ones that carried Canadian sodbusters to their homestakes，a working village blacksmith，and the Stern Wheeler river boat．The park is set within Glenmore Park， which offers a commanding view of the Canadian Rockies．

The Canadian Rockies are Calgary＇s back yard．World－famous Banff and Lake Louise are within easy touring distance via Gray Line。

A breathtaking view of the Rockies is provided by the famous Banff Gondola Lift to the top of Sulphur Mountain，a good way to be introduced to the Canadian Rockies．Once this far into the Rockies，Lake Louise proves irresistible．You also discover Vermillion Lakes，Hole in the Wall，Pilot Mountain，Mt．Ball，and Mt． Eisenhower．

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GRAY LINE SIGHT-SEEING COMPANIES, ASSOCIATED - Add 1.
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Calgary boasts more than its new Heritage Village, traditional Stampede, and the Canadian Rockies. Of late, the petroleum industry has grown here to the point where Calgary also calls itself the "Oil Capital of Canada." In a single tour, the visitor can see ample evidence of a growing economy based on oil and natural gas discoveries in the area, in addition to the farming, ranching, and mountain-based tourism that have become traditional in this largest city of Alberta Province.

As befits a province's second largest city, Calgary is the site of a fine zoo and natural history park...owith wild life displays and imposing models of dinosaurs that roamed the area 250 million years ago. The beautiful displays and trout pools of Calgary Brewery Gardens and the Calgary Aquarium, Canada's only inland aquarium, are on the itinerary of the knowledgeable visitor. The Horseman's Hall of Fame and Jubilee Auditorium are a must, too; the auditorium is one of the finest entertainment centers on the continent.

Visiting this city of 300,000 , the tourist is soon impressed with the vitality of a community that has gone "From Fort to Fortune" in the 89 years since it was first founded as a Royal Northwest Mounted Police Fort. Still called "The Cow Town" in a friendly way, the fact is that this beautiful city in Bow Valley, where the Bow and Elbow Rivers meet, is anything but a cow town.

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August 4, 1964


## HARSHE-ROTMAN \& DRUCKINC.

CHICAGO 2, ILLINOIS - 108 NORTH STATE STREET - FI 6-6868 NEW YORK 17, NEW YORK - 300 EAST 44TH STREET - MO $1-3400$ LOS ANGELES 5, CALIFORNIA - 3440 WILSHIRE BLVD. DU $5-5271$

PUBLIC RELATIONS

FROM: HARSHE-ROTMAN \& DRUCK, INC. (Chicago Office)

FOR: GRAY LINE SIGHT-SEEING COMPANIES, ASSOCIATED 10 N. LaSalle St., Chicago

HERITAGE PARK ATTRACTS CALGARY VISITORS

Teepees of the Blackfoot, Stony, and Cree Indian tribes are found in the Indian Village which is part of Heritage Park in Calgary, Alta., Can. Young Indian girls wear the traditional costume of their tribes and tell stories of their people to visitors. The park includes an 1822 Hudson's Bay Company Fort, and depicts the wilderness life of early gold miners and trappers, life on the ranches, and in the frontier towns of turn-of-the-century Western Canada.


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PUBLIC RELATIONS

FROM: HARSHE-ROTMAN \& DRUCK, INC. (Chicago Office)

FOR: GRAY LINE SIGHT-SEEING COMPANIES, ASSOCIATED 10 N. LaSalle St., Chicago

FRONTIER BARBERSHOP IN PIONEER VILLAGE

The barber shop in the $1800^{\prime}$ s was the central clearing house for news around town and Heritage Park, a 60-acre reconstructed pioneer village recently opened in Calgary, Alta., Can., has an exact replica of a frontier barber shop. The site is authentic from the ornately trimmed red plush barber's chair, to the old copper urn with spigot used for heating shaving water. The back of the shop has a tin bathtub, washstand with bowl and pitcher for those who simply wanted a "wash up," and a primitive indoor toilet with vent pipe.


## HARSHE-ROTMAN EDRCKINC.

FROM: HARSHE-ROTMAN E DRUCK, INC.
(Chicago Office)
FOR: GRAY LINE SIGHT-SEEING COMPANIES, ASSOCIATED
10 N。 LaSalle Sta, Chicago

## FRONTIER GENERAL STORE AT HERITAGE PARK

Sweetmeats and goodies, or maybe a hunk of good old tangy cheese, made a hearty meal for hard working solid farm workers. Visitors to Calgary's Heritage Park can avail themselves of some good old-fashioned fare from this frontier general store. Tourists visiting the new park will also see such sights as the trapper's cabin, children's stockade and playground, Indian village, trading post, fire hall, blacksmith shop, post office, and print shop. Heritage Park is expected to be such a popular attraction that a Gray Line sight-seeing tour has already been altered to accommodate it.


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