

IT'S A BEAR! IT'S A BEAR! WHAT'S A BEAR?

"THE STAMPEDE"

VICTORIA PARK EXHIBITION GROUNDS

SEPTEMBER 2-3-4-5, 1912

"Headquarters" 706a Centre St.

Ground Floor, Herald Block

To the Citizens of Calgary:

Since the organization of the monster celebration to be held in your city, September 2nd, 3rd, 4th and 5th 1912, we have received numerous inquiries from various decorating firms in different parts of the Dominion of Canada and the United States, who realizing the magnitude of this event and knowing that it is always customary for Cities holding celebrations of this kind to have their buildings decked in gala attire with bunting, colored electrical displays, etc., etc., in the evening to welcome their visitors, asking if Calgary was contemplating doing something in this manner.

We wish to say that the management of "The Stampede" are putting on the Greatest Frontier Days' Celebration ever attempted in any man's country, heretofore. One which will be a credit to Calgary and the Dominion of Canada.

We will decorate the grounds where we intend to hold our celebration, and we are erecting a special Grand Stand containing private boxes for the Vice-Regal Party, who have accepted our invitation to witness "The Stampede." Besides bleachers which will encircle the entire race track, and will do everything in our power to promote the interest of this City and Country in the presentation of our big entertainment.

We are bringing the crowds to the city and feel assured that as a matter of civic pride you will one and all unite in decorating your homes and places of business in a manner that will demonstrate to our visitors that Calgary is the "real live wire" of the Canadian Northwest and justly deserves its cognomen of "The City Phenomenal."

Yours very truly,

The Frontier Days' Committee
Per GUY WEADICK, Manager

— "LET'S STAMPEDE" —



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