

HOCKEY TICKET CHANGES PROPOSED - READ THIS

Because of the involved ticket sales policy and increasing prices for reserved seats, it has been the desire of the Terrace Bay Superiors Hockey Club and the Recreation Association, for some time now, to initiate a standard price for all adult admissions to local games. After much study, the two bodies have hit upon a proposed plan which should prove very attractive to local fans.

The plan will call for a standard adult admission price of 65¢ for all league games. This price would entitle the purchaser to sit in any seat in the arena, regardless of section or colour, other than those sold for Season's Tickets. To reserve a seat for the season, a fan would pay for all the league games in advance. This would entitle him to the seat of his choice for all exhibition, league and playoff games. His seat would be marked "RESERVED" to eliminate the possibility of others using his seat. People who had Season Tickets under the old system would have the opportunity to retain their seats from past seasons.

SOME OF THE REASONS FOR PROPOSING THIS PLAN ARE:

- (1) Other arenas in the league are planning to raise their standing room rates above the 50¢ figure of other years. In those arenas this higher rate will still be for standing room only. In the Terrace Bay Arena it would entitle the purchaser to any seat in the house.
- (2) People who did not care to purchase Season Tickets before, because of higher prices, could do so under the new plan for the very low rate of 65¢ per game, by paying for the league games in advance.
- (3) It would enable local fans to have their choice of any seat in the house at a reduced rate from past years. Last year, Reds sold for 80¢, Browns for 70¢, and could be used only by those with reserved seat tickets. This year all seats would sell for 65¢.
- (4) This system would not be a disadvantage to those who used to purchase reserved seats at the pre-game sales from 4 - 6 p.m. By purchasing a Season Ticket, at no extra cost, a fan could now have the seat of his choice for all games. If he has to miss a game, he can sell his seat for that game, at the standard admission price of 65¢, and not lose money on the deal.
- (5) Those who prefer to stand will pay 65¢ also, but this is in keeping with the proposed raise in prices at other N.S.H.L. arenas.

THE NEW PLAN LOOKS LIKE THIS:

	<u>Last Year</u>	<u>This Year</u>
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REDS	80¢	65¢
BROWNS	70¢	65¢
GREENS	60¢	65¢
STANDING	50¢	65¢

THE 65¢ RATE WAS ARRIVED AT BY TAKING AN AVERAGE OF ALL ADULT ADMISSIONS FROM LAST YEAR.

NOTE: THIS PLAN WILL NOT BOOST PROCEEDS TAKEN IN BY THE HOCKEY CLUB AND THE ARENA.

IT HAS BEEN PROPOSED FOR THE ADVANTAGE OF THE LOCAL FANS.

LET US HAVE YOUR COMMENTS:

THE TERRACE BAY SUPERIORS EXECUTIVE

THE TERRACE BAY RECREATION ASSOCIATION



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NEATH THE UMBRELLA.

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