

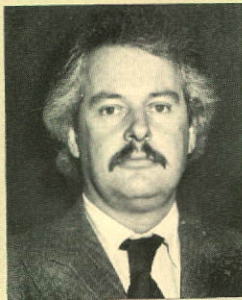
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Atlantic Lottery Corporation Annual Report 1980-1981



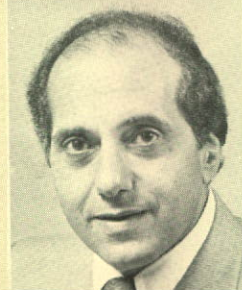
HOWARD ROSS LIBRARY
OF MANAGEMENT
SEP 29 1981
McGILL UNIVERSITY

Board of Directors



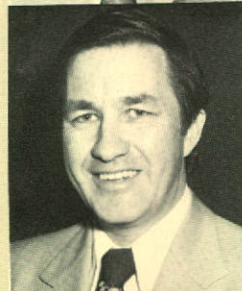
Normand Martin, Chairman

Deputy Minister
Department of Youth, Recreation
& Cultural Resources
Fredericton, N.B.



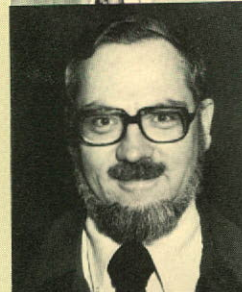
Louis Stephen, Vice-Chairman

Deputy Minister
Department of Recreation
Halifax, N.S.



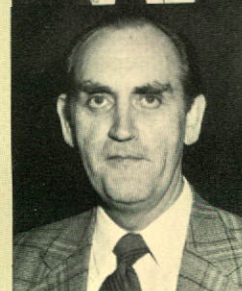
Gilbert Gill, Secretary

Assistant Deputy Minister
Department of Finance
St. John's, Nfld.



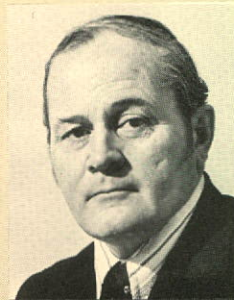
D. B. Boylan, Director

Secretary to the Council
Executive Council Secretariat
Government of
Prince Edward Island
Charlottetown, P.E.I.



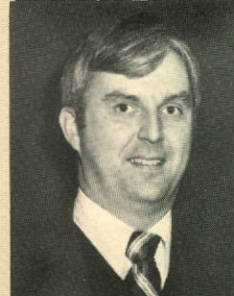
I.D. MacBain, Director

Deputy Minister
Department of Finance
Fredericton, N.B.



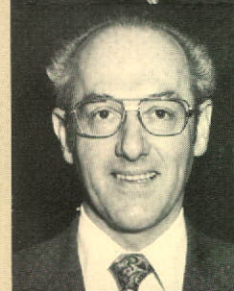
Byron Anthony, Director

Deputy Minister
Management Board
Government of Nova Scotia
Halifax, N.S.



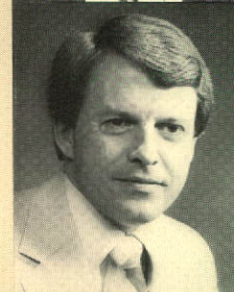
D. K. Roberts, Director

Assistant Secretary
Treasury Board
Government of Newfoundland
& Labrador
St. John's, Nfld.



G. D. Dennis, Director

Deputy Minister
Department of Finance
Charlottetown, P.E.I.



**Cluny Macpherson,
General Manager**

Atlantic Lottery Corporation
Moncton, N.B.

Chairman's Report

The Atlantic Lottery Corporation enjoyed a most successful year as sales increased vastly.

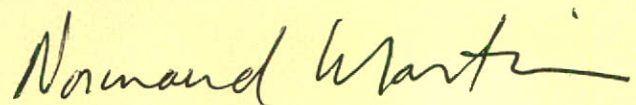
Sales in 1980-81 reached a record \$52.6 million, an increase of 28 percent on the \$41.1 million that was produced in the previous fiscal year. Profits returned to the four Atlantic Provinces increased by 49.6 percent from \$10.9 million in 1979-80 to \$16.3 million last year.

The Board of Directors expresses its satisfaction with this increase in sales and the profits returned to the four Atlantic Provinces. An active marketing approach by the Corporation and the introduction of a new game will ensure that the outstanding growth shown this year will be surpassed in the year to come.

The growth shown in lotteries across the country has been ever increasing and the Atlantic Lottery Corporation has continued to grow along with the increases shown in the other regions of Canada.

A lot of credit for the vastly improved financial situation has to go to the dedication and hard work shown by company employees. Through their work they have ensured that the playing public is provided with products they enjoy.

And naturally a lot of the success shown by the Atlantic Lottery Corporation is due to the continued support shown by the many hundreds of thousands of keen lottery players in the four Atlantic Provinces who have shown their support since the Corporation was created five years ago.



Normand Martin

General Manager's Report

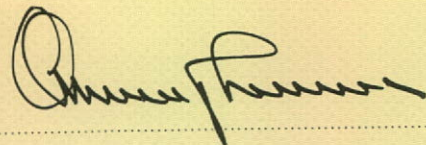
This past year has been the most challenging in the short history of the Atlantic Lottery Corporation. Rebounding from a slight decline in the previous fiscal year, we produced gross sales totalling a record \$52.6 million.

While representing an encouraging increase on the previous year's figures, it only serves to strengthen our determination to continue to cater to the demands of lottery players of Atlantic Canada.

The decision last September to run the new weekly A-plus game proved to be an exciting alternative to the former bi-weekly A-1 game. We responded to the requests of the consumers by making available more than 14,000 cash prizes each week and the series concept was eliminated from the game. These changes, coupled with the fact the A-plus game offers much more play value, continue to make the \$1 game the most popular product we offer our consumers.

The revenues from these two \$1 games produced gross sales of \$33.3 million, an increase of 14.8 per cent from the previous year. Alterations to our \$10 Super Loto game in December and a decision to move the \$5 Provincial game into a weekly slot as of January 9, 1981 helped produce sales of \$8.5 million and \$10.8 million respectively for those two games.

The outstanding growth shown this year in both sales and profits must be attributed in part to the constant exchange of ideas with our players and the support of our network of more than 4,000 retailers who sell our products. A large part of the credit is also due to a well constructed marketing approach, augmented by a talented staff. We anticipate that a continuation of present strategies, a constant refining of our marketing program and the continued support of Atlantic Canadians will ensure similar growth patterns in the years to come.



Cluny Macpherson

SALES PROFIT PEOPLE



No detail is too small when it comes to planning for an annual report. Here Bob Scott, left, manager of public relations and draws, discusses the selection of a color for this year's cover with general manager Cluny Macpherson.

The Atlantic Lottery Corporation produced gross sales of a record \$52.6 million last year. And we also produced a record profit!

But, the Atlantic Lottery Corporation is much, much more than record sales and record profit. It is some 85 employees pulling together as a team of professional business people.

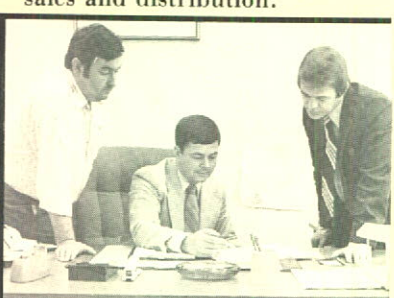
Our team of hard working employees includes a dedicated management group which oversees the overall planning for the entire operation. Management is responsible for administration, advertising, auditing, finance, marketing, public relations and sales and distribution.



Marketing is an important function in the corporation's future product planning. Director of marketing Skip Cormier, discusses details on product research with market analyst, Peter St-Onge.



Nova Scotia's sales team is headed up by regional sales manager Ross Brown. Here, he makes some last-minute changes to sales strategies.



The Newfoundland sales team is headed up by regional sales manager Jim Ring, centre, and assistant regional sales manager Dave Morris, right. Here they discuss next week's route itinerary with courier Earl Sullivan.



J. R. Gallant, sales and distribution manager for the corporation, outlines changes in a draft report with secretary Viviane Harper.



An important part of the corporation's distribution system is ensuring that each community has an appropriate number of retailers. Here John Serres, right, regional sales manager for New Brunswick-Prince Edward Island, discusses the situation with assistant regional sales manager Gordon Kelly.

Our 36 distributors in the field ensure that our more than 4,000 retailers have an adequate supply of tickets to meet the demands of our hundreds of thousands of ticket buyers.

Sales staff in our three regional offices in St. John's, Dartmouth and Moncton handle the day-to-day working of a complex system that ensures that lottery players in Atlantic Canada are presented with a product when and where they want it.

SAYS IT ALL

And let us not forget our valuable support staff. They handle such key items as accounting, prize distribution, sending out winners kits, producing sales figures, and secretarial assistance.

If you've been one of the many thousands of players who have won a major prize in the lottery, you know that we make your brief stay with us a most pleasant one.



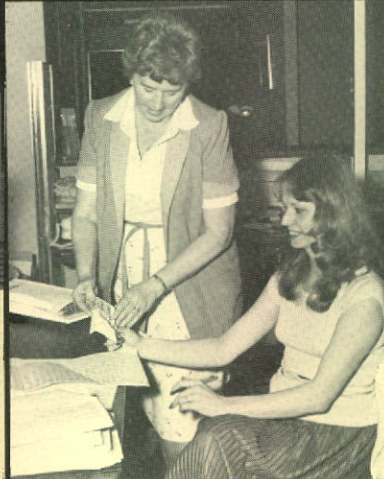
Frank Keiver, left, manager of advertising, discusses current advertising campaign for the weekly A-plus draw with graphic artist Maurice Richard.



An integral part of the corporation's public relations program is the weekly A-plus show. Host Brian Phillips and co-host Jacqueline Thibodeau, the corporation's public relations officer, go over some last minute details before air time.



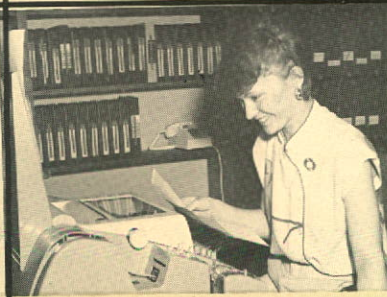
The first person you meet when you come in to cash one of those many winning tickets is receptionist Louise Ramsay. Here she readies to take down information from an unidentified winner.



Another in the growing list of winning tickets is checked out by senior accounting technician Marian Zaichkowski and prize clerk Julia Pyves.



All those winning tickets must be entered in the computer each day. Here bilingual prize clerks Paulette Gosselin, seated, and Helen McKinley sort tickets before entering them.



Every day stories on winners are sent out by the public relations department to the various media in the Atlantic provinces. Here, department clerk typist Ann LeBlanc checks a story before sending it on the Telex.

From the time you step off the elevator and come face-to-face with our congenial receptionist till the time you've had the opportunity to have your picture taken with the cheque in your hand, you'll be treated well.

Yes, we are much, much more than a large industry in Atlantic Canada!

Balance Sheet As Of March 31, 1981

with comparative figures for 1980

	<u>1981</u>	<u>1980</u>
<u>ASSETS</u>		
Current assets:		
Prize funds (including deposit certificates of \$6,250,000; 1980 - \$4,250,000) (note 1)	\$ 6,661,665	5,044,914
General operating funds (including deposit certificate of \$500,000; 1980 - \$500,000)	3,336,901	1,841,611
Accounts receivable (note 2)	631,427	754,644
Prepaid expenses	12,394	23,617
Deferred expenses - future draws (note 1)	<u>1,167,422</u>	<u>2,257,619</u>
Total current assets	11,809,809	9,922,405
Fixed assets, at cost less accumulated depreciation and amortization (note 1):		
Automotive	473,312	371,923
Operating equipment, furniture and fixtures	373,431	309,381
Leasehold improvements	<u>64,706</u>	<u>58,482</u>
	911,449	739,786
Less accumulated depreciation and amortization	<u>409,097</u>	<u>366,257</u>
	502,352	373,529
	<u> </u>	<u> </u>
	\$ <u>12,312,161</u>	<u>10,295,934</u>

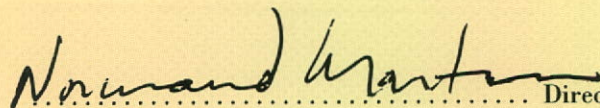
See accompanying notes to financial statements.

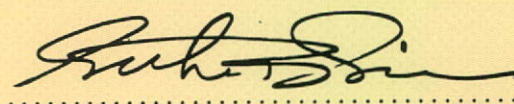
Atlantic Lottery Corporation Inc.
(Incorporated under the provisions of the
Canada Business Corporations Act)

LIABILITIES AND SHAREHOLDERS' EQUITY

	<u>1981</u>	<u>1980</u>
Current liabilities:		
Accounts payable and accrued liabilities	\$ 1,793,659	641,740
Deferred income - future draws (note 1)	1,956,500	2,319,100
Liability for unclaimed prizes (note 1)	6,799,445	5,181,339
Due to the Atlantic Provinces	1,259,805	1,779,826
Total current liabilities	<u>11,809,409</u>	<u>9,922,005</u>
Long-term liability:		
Due to the Atlantic Provinces	502,352	373,529
Shareholders' equity:		
Capital stock:		
Authorized, issued and fully paid		
- 4 common shares of no par value	400	400
	<u>\$ 12,312,161</u>	<u>10,295,934</u>

On behalf of the Board of Directors:


..... Director


..... Director

Statement Of Operations

Year ended March 31, 1981 with comparative figures for 1980

	<u>1981</u>	<u>1980</u>
Lottery ticket sales (note 5):		
A-plus game	\$ 33,260,230	29,025,558
Provincial game	10,813,090	10,442,220
Super Loto game	8,483,200	1,628,430
	<u>52,556,520</u>	<u>41,096,208</u>
Less discount on ticket sales:		
A-plus game	2,328,216	1,581,360
Provincial game	540,654	522,111
Super Loto game	615,736	121,535
	<u>3,484,606</u>	<u>2,225,006</u>
Net ticket sales	49,071,914	38,871,202
Direct costs of ticket sales:		
Prizes paid and provision for unclaimed prizes:		
A-plus game	15,089,686	14,435,770
Provincial game	5,837,519	6,913,207
Super Loto game	4,289,884	1,058,802
Printing and packaging costs:		
A-plus game	1,043,763	927,753
Provincial game	426,009	407,172
Super Loto game	232,936	34,682
Assessed cost - Interprovincial Lottery Corporation (note 4)	1,696,500	462,600
	<u>28,616,297</u>	<u>24,239,986</u>
Gross profit from operations	20,455,617	14,631,216
Operating expenses:		
Sales and distribution (schedule)	1,884,280	1,507,782
Marketing, advertising and public relations (schedule)	2,632,814	2,236,390
Administrative (schedule)	986,261	862,181
Depreciation and amortization of fixed assets	163,474	177,390
	<u>5,666,829</u>	<u>4,783,743</u>
Operating profit	14,788,788	9,847,473
Bank interest and other income	1,499,088	1,069,008
Net profit - transferred to the account with the Atlantic Provinces	<u>\$ 16,287,876</u>	<u>10,916,481</u>

See accompanying notes to financial statements.

Statement of Changes in Financial Position

Year ended March 31, 1981 with comparative figures for 1980

	1981	1980
Working capital, beginning of year	\$ 400	400
Source of funds:		
From operations:		
Net profit	16,287,876	10,916,481
Depreciation and amortization of fixed assets	163,474	177,390
Gain on sale of fixed assets	(36,528)	-
Funds provided from operations	16,414,822	11,093,871
Proceeds from the sale of fixed assets	132,387	8,210
Total funds provided	16,547,209	11,102,081
Application of funds:		
Funds available for distribution to		
Atlantic Provinces:		
New Brunswick	5,770,859	4,159,236
Newfoundland and Labrador	2,818,986	1,758,018
Nova Scotia	6,560,714	4,430,320
Prince Edward Island	1,008,494	696,972
Total funds available for distribution to Atlantic Provinces	16,159,053	11,044,546
Purchase of fixed assets:		
Automotive	317,709	34,845
Operating equipment, furniture and fixtures	64,222	11,456
Leasehold improvements	6,225	11,234
Total funds applied	388,156	57,535
Total funds applied	16,547,209	11,102,081
Working capital, end of year	\$ 400	400

See accompanying notes to financial statements.

Statement of Account with the Atlantic Provinces

Year ended March 31, 1981 with comparative figures for 1980

	<u>1981</u>	<u>1980</u>
Current liability to the Atlantic Provinces:		
Due to the Atlantic Provinces, beginning of year	\$ 1,779,826	52
Funds made available from current operations:		
Net profit for the year:		
Lotteries Commission of New Brunswick	5,815,967	4,112,240
Government of the Province of Newfoundland and Labrador	2,842,205	1,736,929
Nova Scotia Lottery Commission	6,613,295	4,378,135
Prince Edward Island Lotteries Commission	1,016,409	689,177
	<u>16,287,876</u>	<u>10,916,481</u>
Decrease (increase) in long-term liability	(128,823)	128,065
	<u>16,159,053</u>	<u>11,044,546</u>
Funds for distribution to Atlantic Provinces	17,938,879	11,044,598
Less remittances to the Provinces during the year:		
Lotteries Commission of New Brunswick	6,021,579	3,466,736
Government of the Province of Newfoundland and Labrador	2,871,415	1,493,182
Nova Scotia Lottery Commission	6,744,636	3,723,185
Prince Edward Island Lotteries Commission	1,041,444	581,669
	<u>16,679,074</u>	<u>9,264,772</u>
	<u>1,259,805</u>	<u>1,779,826</u>
Long-term liability to the Atlantic Provinces:		
Balance, beginning of year	373,529	501,594
Increase (decrease) in long-term liability, for the year:		
Lotteries Commission of New Brunswick	45,108	(46,996)
Government of the Province of Newfoundland and Labrador	23,219	(21,089)
Nova Scotia Lottery Commission	52,581	(52,185)
Prince Edward Island Lotteries Commission	7,915	(7,795)
	<u>128,823</u>	<u>(128,065)</u>
Balance, end of year	\$ 502,352	373,529

See accompanying notes to financial statements.

Operating Expenses

Year ended March 31, 1981 with comparative figures for 1980

		<u>Schedule</u>
	<u>1981</u>	<u>1980</u>
Sales and distribution expenses:		
Salaries, commission and employee benefits	\$ 1,266,903	1,051,905
Travel and vehicle operating costs	464,380	338,833
Other	<u>152,997</u>	<u>117,044</u>
	<u>\$ 1,884,280</u>	<u>1,507,782</u>
Marketing, advertising and public relations expenses:		
Salaries and employee benefits	\$ 196,532	153,744
Advertising	1,784,661	1,449,264
Promotion and public relations	594,567	606,380
Other	<u>57,054</u>	<u>27,002</u>
	<u>\$ 2,632,814</u>	<u>2,236,390</u>
Administrative expenses:		
Salaries and employee benefits	\$ 386,570	345,940
General office supplies and expense	188,300	119,242
Rent of premises	89,442	56,235
Telephone	89,971	102,219
Professional services	107,311	124,712
Other	<u>124,667</u>	<u>113,833</u>
	<u>\$ 986,261</u>	<u>862,181</u>

Notes To Financial Statements (March 31, 1981)

1. Summary of significant accounting policies:

(a) Fixed assets:
Depreciation and amortization of fixed assets is computed using the straight line method over their estimated useful lives as follows:

Automotive	33 1/3 per cent
Operating equipment	10 per cent and 33 1/3 per cent
Furniture and fixtures	20 per cent
Leasehold improvements	over the terms of the related leases.

(b) Distribution of net profits:

The net profits of the Corporation, after provision for prizes and the payment of all operating and other expenses, are distributed to the agencies of the four Atlantic Provinces. The distribution to each province is based on the calculated profit by game, by province.

(c) Revenue and expenses:

Revenue from all tickets sold as at March 31 for drawings subsequent to that date are treated as deferred revenue. All discounts relating to these ticket sales, as well as direct costs of ticket inventory relating to drawings subsequent to March 31 are treated as deferred expenses. All other expenses are charged to operations as incurred.

(d) Unclaimed prizes:

All unclaimed prizes pertaining to the A-plus game are retained in the prize fund for a period of one year from the date of the draw. Unclaimed prizes remaining after the one year claiming period are transferred to a special prize fund to be used for special prizes in subsequent draws. Prizes of the Provincial and Super Loto games (see note 4) are not funded directly by the Corporation but by the Interprovincial Lottery Corporation with the exception of prizes for certain free tickets which are paid out of general operating funds as incurred.

As at March 31, the liability for unclaimed prizes is made up as follows:

	1981	1980
A-plus game:		
Regular prize fund	\$ 3,340,845	3,225,690
Special prize fund	<u>3,320,820</u>	<u>1,819,224</u>
	6,661,665	5,044,914
Provision for free tickets on Provincial and Super Loto games, not funded	<u>137,780</u>	<u>136,425</u>
	\$ <u>6,799,445</u>	<u>5,181,339</u>

2. Accounts receivable:

The accounts receivable at March 31, comprises the following:

	1981	1980
Due from Interprovincial Lottery Corporation	\$ 501,715	619,942
Other	<u>129,712</u>	<u>134,702</u>
	\$ <u>631,427</u>	<u>754,644</u>

3. Share capital:

On the incorporation of the Corporation, one common share was issued to each of the provinces or their agencies for a cash consideration of \$100 per share.

4. Provincial and Super Loto games:

The Provincial and Super Loto lotteries are joint undertakings by all provinces acting through the Interprovincial Lottery Corporation, a company incorporated under the Canada Business Corporations Act, the shares of which are held by Her Majesty the Queen in right of the respective provinces.

The Atlantic Lottery Corporation is the Regional Marketing Organization of the Interprovincial Lottery Corporation for the four Atlantic Provinces.

Pursuant to a Federal/Provincial agreement, effective December 31, 1979, the Government of Canada agreed to withdraw from the sale of lottery tickets. In consideration, the provinces, through the Interprovincial Lottery Corporation and the Regional Marketing Organizations, agreed to remit an amount annually to the Government of Canada. The Corporation's share of the payments to the Government of Canada for its year ended March 31, 1981 amounted to \$1,696,500 (1980 - \$462,600) and have been included in the accompanying statement of operations as a direct cost of ticket sales.

5. Supplementary information:

The following is the lottery ticket sales by province by game for the year ended March 31.

	1981	1980
New Brunswick		
- A-plus game	\$12,426,965	11,149,145
- Provincial game	3,354,600	3,422,720
- Super Loto game	<u>2,621,480</u>	<u>509,130</u>
	<u>18,403,045</u>	<u>15,080,995</u>
Newfoundland and Labrador		
- A-plus game	5,338,995	4,563,273
- Provincial game	2,180,510	1,797,100
- Super Loto game	<u>1,953,260</u>	<u>406,920</u>
	<u>9,472,765</u>	<u>6,767,293</u>
Nova Scotia		
- A-plus game	13,329,850	11,409,765
- Provincial game	4,591,985	4,703,430
- Super Loto game	<u>3,530,000</u>	<u>633,190</u>
	<u>21,451,835</u>	<u>16,746,385</u>
Prince Edward Island		
- A-plus game	2,164,420	1,903,375
- Provincial game	685,995	518,970
- Super Loto game	<u>378,460</u>	<u>79,190</u>
	<u>3,228,875</u>	<u>2,501,535</u>
	<u>\$52,556,520</u>	<u>41,096,208</u>

6. Comparative figures:

For comparative purposes, certain of the 1980 figures have been reclassified to conform with the presentation for the current year.

Auditors' Report To The Shareholders

We have examined the balance sheet of the Atlantic Lottery Corporation Inc. as at March 31, 1981 and the statements of operations, account with the Atlantic Provinces and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1981 and the results of its operations and changes in its financial position for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Peat, Marwick, Mitchell + Co.

Chartered Accountants

Moncton, New Brunswick
June 4, 1981

In The Winners Circle



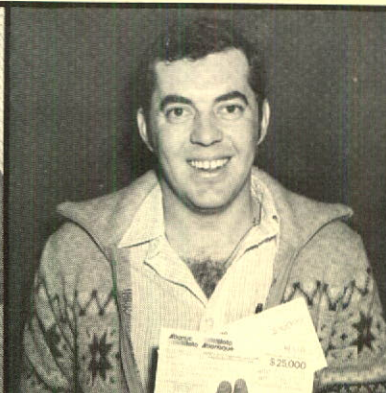
GROUP SHARES \$1 MILLION — A group of five federal government employees from Fredericton, N.B. are \$1 million richer today following their win in the Atlantic Lottery Corporation's Provincial draw. Two of the group members, Jeannine Purich and Jean Laframboise, happily agreed to pick up the cheque on behalf of the group.



UPPER STEWIACKE MAN WINS \$500,000 — Sixty-two-year-old Almon Miller of Stewiacke near Truro, N.S. became Atlantic Canada's first winner of the grand prize in the weekly Provincial draw when the number on his ticket 3638161 matched the \$500,000 number drawn. He and wife Ethel are all smiles after receiving the cheque in Moncton.



COULDN'T BE ANY HAPPIER — A group of five Port aux Basques residents are now \$25,000 richer following Atlantic Lottery Corporation's A-plus draw. They correctly matched the six-digit number 769997 which was purchased at the Hotel Port aux Basques in Newfoundland.



GROUP OF 16 WINS \$25,000 — A group of 16 employees at the Rayonier New Brunswick saw mill in Blackville, N.B. pooled tickets their company had given them as an award for 150-plus accident-free days. Their decision turned out to be a good one when ticket number 972973 won \$25,000. Cameron Sobey, a sales representative with the company, made the trip to Moncton to pick up the cheque on behalf of the group.



CHRISTMAS BROUGHT HER \$25,000 — Mrs. Jeannine Thibodeau of Tracadie, N. B. watched the televised program on Christmas Eve, but she wouldn't open her book of tickets until Christmas Day. When she did, she discovered that she had won \$25,000.



AMHERST COUPLE \$25,000 RICHER — Dorothy Dobson of Amherst, N.S. doesn't share her husband Gordon's enthusiasm in hunting and trapping, but they do agree winning \$25,000 in Atlantic Loto's A-plus draw is something to smile about.



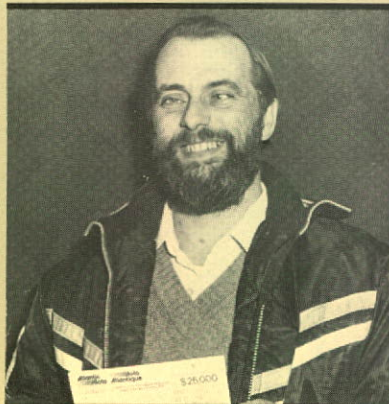
HAPPINESS IS WINNING \$25,000 — For the Gallant family of Winsloe, P.E.I. happiness is winning \$25,000 a week before Christmas. Twenty-six-year-old David and his wife Nora will use the money to pay off a few bills and invest the rest. Sons Morgan and Jody accompanied them to Moncton to pick up their cheque.



HE'S RICHER THAN HE THOUGHT — Leopold Comeau of Pointe Verte, N.B. thought he had won \$1,000 in a previous Atlantic Loto A-1 draw. Actually, when his ticket arrived in Moncton, it was discovered that he had won \$25,000. Louis Gagnon, Atlantic Lottery Corporation's distributor responsible for that region, was on hand to present Mr. Comeau with a \$24,000 cheque for the difference in the amounts.



THEY'RE \$25,000 RICHER TODAY — Mr. and Mrs. Winston Foran of Newcastle, N.B. have good reason to smile. They won \$25,000 in the Atlantic Lottery Corporation's new A-plus game. "I'm glad they decided to change the game," said Mrs. Foran. Sons Randy, nine, and Winston Jr., seven, seem to agree.



HE WON \$25,000 — Eric Baggs of Topsail, Nfld., a professor of biology at Memorial University in St. John's is all smiles after receiving his cheque for \$25,000 in the Atlantic Lottery Corporation's A-plus draw.



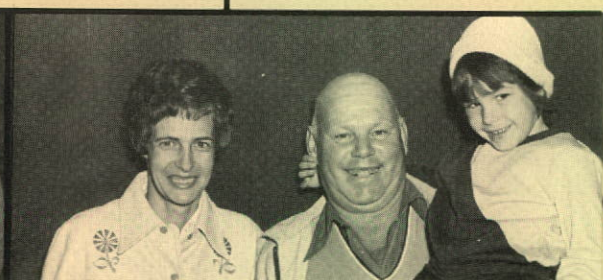
P.E.I. FAMILY SHARES \$500,000 — The Arsenaault family of Summerside, P.E.I. has good reason to be happy. They claimed \$500,000 in a Provincial draw. Four members of the winning family, who were in Moncton to pick up the cheque, from left to right, are: Réginald Arsenaault, Yvonne Blanchard, Mary Croken and Léo Arsenaault. The winning ticket was purchased at Tower's in the Summerside Shopping Mall.



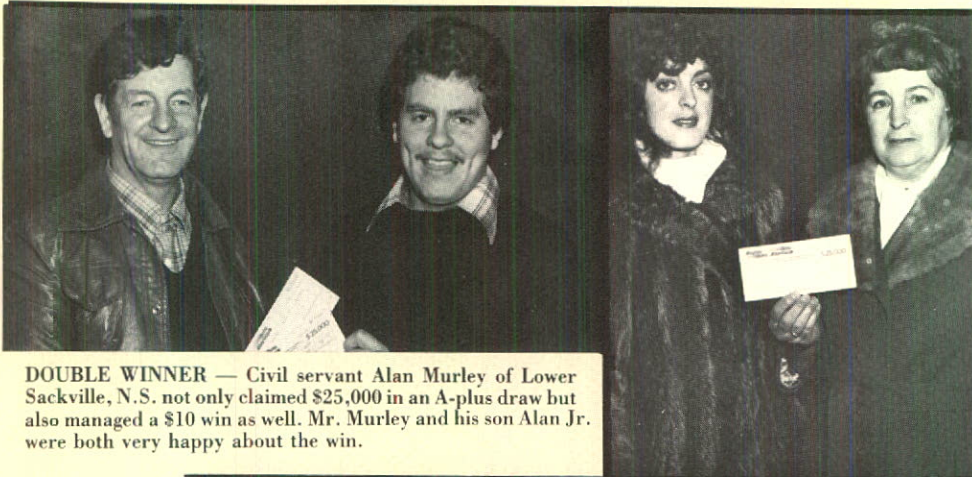
\$25,000 RICHER — Mr. Merle Conrad of Halifax, N.S. is becoming an old hand at winning a major prize in Atlantic Lottery Corporation draws. The 51-year-old N.S. resident, who won \$50,000 in the former bi-weekly A-1 draw claimed \$25,000 with ticket number 240222 in an A-plus draw.



GROUP OF 19 WINS \$50,000 — A group of 19 employees at the Saint John Regional Centre have been pooling their lottery tickets for the last six years. Their investment turned out to be a good one when ticket number 4322723 won \$50,000. The members of the group who came to Moncton to pick up the cheque, from left to right, are: Gerald LeBlanc, David Jackson, Sadie LeBlanc and Mike Adams.



HAPPY FAMILY — Mrs. Antoinette Henry of Petit Rocher, N.B. couldn't be happier with her \$25,000 win in Atlantic Loto's A-plus draw. Mr. and Mrs. Henry and daughter Chantalle are looking to the spring when they will take their winnings and build a new home.



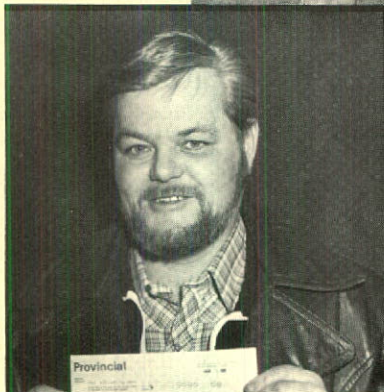
DOUBLE WINNER — Civil servant Alan Murley of Lower Sackville, N.S. not only claimed \$25,000 in an A-plus draw but also managed a \$10 win as well. Mr. Murley and his son Alan Jr. were both very happy about the win.

CHRISTMAS COMES EARLY — Christmas came a week early last year for Mrs. Clara Thompson of Black's Harbour. She won \$25,000 in an A-plus draw after purchasing a book of tickets at the Lancaster Mall in Saint John where she was doing some Christmas shopping. Daughter Gail accompanied her to Moncton to pick up her cheque.

THEY WON \$100,000 — Villy and Norma Mae Pederson of Sussex, N.B. have very definite plans for the \$100,000 they won in the Atlantic Lottery Corporation's A-plus draw. The Pedersons will pay off the mortgage on their house, invest some of the winnings and may possibly take a trip to Denmark where Villy has relatives.



COULDN'T BE ANY HAPPIER — Mr. James Athanasiou of Halifax, N.S. was one of the lucky \$25,000 winners in the Atlantic Lottery Corporation's A-plus draw. Mr. Athanasiou and his wife will be sharing their good fortune with family and relatives.



STARTS NEW YEAR OFF ON RIGHT FOOT — Thirty-three-year-old Hugh Graham of Montague, P.E.I. holds a cheque for the \$10,000 prize he won in the Atlantic Lottery Corporation's Provincial draw. The father of a six-year-old son, Mr. Graham is employed with General Automotive Supplies in Montague.



SALISBURY COUPLE WIN \$25,000 — Kenneth and Eleanor Colpitts of Salisbury, N.B. celebrated their 19th wedding anniversary and Christmas in fine fashion last year. They won \$25,000 in the Atlantic Lottery Corporation's Christmas Eve A-plus draw.



CO-WORKERS SHARE GRAND PRIZE — Grant & Paul Swantee of Armdale, N.S. had a hard time convincing their wives of their good fortune. However with a cheque for \$100,000 in their hands there should be no problem in convincing them.

