

# FAIR WEEK

**MORE MONEY IN PURSES and PRIZES**  
**\$16,000** In PURSES, PRIZES and PREMIUMS

The Largest Amount of Money We Have Ever Offered

This year's Fair should prove even better than last year's, which set a standard for all time. Our preparations are almost complete and when we open our gates to our public Monday evening, August 16th, every detail will be settled. From all over the Province entries are pouring in and our capacity will no doubt be taxed to provide accommodation. The equalization of freight means that competitors in all parts of the Province are on an equal footing as it should be with a Provincial Exhibition. Our grounds and buildings have been beautified, and when you visit us you will surely say the plant is as attractive as can be found anywhere.

## Entertainment for All

**Afternoon Program—In Front of Grand Stand**

Our afternoon program on Tuesday, Wednesday, Thursday and Friday will start at two o'clock sharp and will consist of horse racing and full vaudeville program. These will be four afternoons crowded with thrills and excitement. You will witness the best Vaudeville money can procure, and the fastest Maritime race horses in action.

**Evening Program—In Front of Grand Stand**

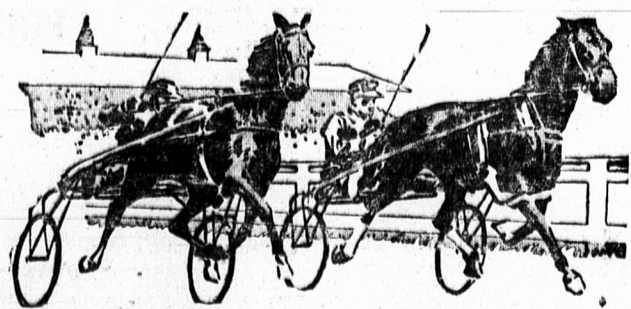
Tuesday, Wednesday, Thursday and Friday, starting at 7.45 p.m. sharp, the Charlottetown Riding Club stage a Horse Show in the Horse Arena in the centrefield. Its lighting has been increased to 24000 candle power, by far the greatest illumination east of Toronto. This year's Horse Show will be better than last year, which is saying a lot. Full Vaudeville program every evening. The acts will be intensified in feature by the use of our new high power magnesium lights. These are the finest the world can provide and will make the acts stand out in bold relief! The evening will end with a grand spectacular display of fireworks, better than ever before. Over two hours entertainment without a dull moment. The finest night show east of Montreal.

## For The Young

The 1937 Bill Lynch Shows have been revamped, new additions made to equipment, old equipment discarded or refurbished, making it almost a brand new show but still retaining all the rides and other features which has made it so popular with our young folks. Fourteen cars and a special trip of the car ferry will be required together with a special train to bring Bill and his Shows to Charlottetown.

## Plan Your Holidays Now

Write your friends in the Maritimes and further away. Be sure and see our Island at its peak. Show them what we can offer in the way of entertainment, live stock, farm and other products. Cast away your cares, take in our Fair and leave your worries behind. No one can afford to miss this year's Exhibition, a week of real thrills, something that will pep you up, add to your vitality, improve your health, give you a new outlook on life and send you away with that worth-while feeling which makes a man or woman invincible for any task.



## Horse Racing Program 4-DAYS RACING--4

**Tuesday-Wednesday-Thursday-Friday**

12 classes with dash races and other features for which purses, prizes and premiums will be offered amounting to upwards of \$5,000.

We are confident that our wonderful program will attract a large entry list of horses and the best and fastest in the Maritimes will be here. See them race, watch their head to head finishes that will bring our crowded Grand Stands to their feet. We are offering the best balanced program in the Maritimes and with our special inducements to owners, drivers and grooms there is no question but that it will prove a wow! Horsemen like our track, they like our treatment, and they like our crowds. Prizes for leading drivers, fastest horse, fastest heat, breaking track record, etc., etc.



**Monday, August 16**

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**Friday, August 20**

The Provincial Exhibition at Charlottetown will lead off the parade of Maritime Fairs and it will lead off in grand and glorious style with a plant that for cleanliness, attractiveness, situation and equipment cannot be excelled by any in Canada. It will have a wealth of exhibits, the classiest of horse racing, the most thrilling vaudeville, captivating night shows with beautiful horses and skilled equestrians properly costumed, gorgeous lighting, high-lights of vaudeville and last but not least, dramatic fireworks.



## Vaudeville Program

### The Kings of the Air

Four super-acrobats, coming all the way from sunny California to perform their daring acts 110 feet in the air for our Prince Edward Island audiences. Many of their aerial thrills you have probably witnessed in motion pictures and wondered how it was possible for human beings to execute them. In addition to their high acts they also perform on the spring board. Their volcanic act and balancing acts are unexcelled by any circus artists in the world. Their comedy act is a mixture of abandon and gaiety that invariably brings volleys of laughter from spectators. Three men and one lady. Positively one of the greatest acts ever brought to Canada. This will be its first appearance before a Canadian audience.

### The Rexola Troupe

Each member is a polished artist. As a sextet they engage in pyramid building and tumbling work. As a quintet they perform one of the speediest and most glittering skating acts known to the world of rollers. Few, if any, troupes can parallel them for diversity—acrobatics and skating. Their perch act, which is the third performance they offer, is something that will surely interest you. It is balancing par excellence.

### Roberta's Circus

Miss Roberta is known as one of the great animal trainers of the world. Her name and fame is known over two continents. This Animal Circus which she will bring to Charlottetown is a creation of her own especially suited for Exhibitions. It has a galaxy of dogs, ponies and monkeys. These are dressed in gay and clever fashion. The star feature of the Roberta Animal Circus is a comedy mule of highly stubborn variety whose antics and death-dealing qualities of his hoofs provide a provoking finish and barrels of laughter.

### Young Ladell and Company

Comedy gone wild. Comedy in every action of the circus artists known as Young Ladell and Company. These laugh-bringing clowns of the big tops have regaled audiences from the Atlantic to the Pacific. They have been with the biggest shows of all, both in Europe and America, and millions have rocked with laughter at their funny antics. You will be pleased with this feature.

### The Flying Bayers

Four artistic acrobats that high-lined with Hagenback Circus in Chicago last season, now on the road. Daring and intricate work on the flying trapeze that will leave you breathless with excitement and fear for their safety.

### Charlie Chamberlain

In a complete new repertoire of songs, Charlie has been engaged almost continuously since appearing here last season and has won plaudits all over Canada for his radio concert singing. He was featured in Boston and other large American cities also.

## FIREWORKS

We have gone the limit to provide the best in Fireworks this season. We know our public like Fireworks so we are spending 50% more to bring in new features never before shown. Just listen to this! It is a description of an aerial bomb shell—bursting in mid-air several airships with whirling propellers discharging brilliant sparks appear and disappear a number of times. SHELL OF SHELLS—a three-break shell, first display a flower of deep blue, followed by a mist of roses that transform into prismatic forms of diamond dust. CHRYSANTHEMUM SHELL—The air is filled with a quantity of golden streamers, then suddenly a loud break is heard, releasing a Japanese Chrysanthemum, then another break forms into a mass of small yellow Pom-poms. Space is too short, it would take pages to describe our Fireworks such as The American Beauty Rose, Aluminum Shell, Aurora Borealis Shells, Aerial Cascade Shells, Betelgeuse Shells, that show the globe on which we live with the principal planets, Whistle Shells, Mechanical Shells, Bridal Veil Shells, Weeping Willow Shells, Rainbow Shells, Blizzard Shells, Summer Storm Shells, Silver Mist Shells, Transformation Shells, Spider Web Shells, set pieces such as Palm Fountains, Cleopatra's Fan, Crystal Garden, Thunder Storm, Whirling Wonder, Jewelled Fountain, Fountain of Youth, Golden Sunset and dozens of other features such as the Volcanic Mine, which commences with a gigantic battery of Colored Stars and finishes with a volcanic eruption of whistling and snapping serpents.

### Restaurant

Newly equipped restaurant will serve attractive meals on the grounds.

**ADMISSION TO GROUNDS 25c  
75c TO RACES**

**\$1.00 SEES THE WHOLE SHOW ON RACE DAYS**

**SPECIAL LOW PRICES EVENINGS  
\$3.00—SEASON TICKETS—3.00**

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