

KEITH & PROCTOR'S
FIFTH AVENUE THEATRE

New York, Week of August 8, 1910.

There seems to be a tendency on the part of the present day vaudeville managers to return to the old style of entertainment known as the variety. For the nonce, the public seems to have grown tired of sketches and near tragedies in the two-a-day houses. It is always in good form

to baffle an audience, to mystify it, to shock or bore. After all, was not the old style of varieties the best method of catering to those who cared not to write away their time in regular theatres? From that humble style of theatrical purveyance sprang some of the world's greatest artists, men and women who gained their laurels by sheer merit and not by the sensational methods of self-exploitation used now by many of the head-

liners in vaudeville. For the week of August 8th, the Fifth Avenue Theatre has reverted to the old standard and a bill of superior excellence is the direct result. First will come that famous musical act of Rolfe and his Rolfeonians, a combination of instrumentalists and vocalists whose equal this generation has never beheld. Rolfe and his Rolfeonians are a great acquisition for vaudeville and they seem to have the happy knack of playing classic selections with such

finesse that all of their big serious numbers are most generously applauded. Their repertoire includes everything worth playing and the house orchestra always has to work most diligently to accompany Rolfe and his Rolfeonians, so varied are their selections. The next entertainer on the immense bill will be Marshall Montgomery, the Supreme High Dignitary of Ventriloquism. This great performer was at the Fifth Avenue only a few weeks ago, and so

loudly did his admirers demand an extended engagement that present return date is the result. Montgomery is simply unequalled in his line. Third will come the Temple Quartette, four young men with excellent voices, the most praised batch of singers of the day. The Temple Quartette is a well-balanced bunch of harmonizers and their solo offerings are the dynamic hits of the moment. They promise to render seven songs in all, the most prolific turn ever of-

fered the public. To please the youngsters, grown and growing Jewell's Manikins will be an attraction for the week of August 8th. Children cry for Jewell's Manikins just as they do for the famous Colic cures and every once in a while the smart vaudeville theatre must house this unique novelty. Fifth on the bill will come breezy Minnie St. Clair, the girl from Missouri. She doesn't want to be shown, but she will show the Fifth Avenue clientele just what

The Sisters Chartres with J. Frank Holliday will come on with "Studies in Song" with a most refreshing method of getting their dainty work its due recognition. Marion Barney & Co. will appear in a zippety-zip comedy sketch, while Chalk Saunders, the American cartoonist, will have much fun caricaturing men and events of the hour. A motion picture film of tremendous importance will bring the gay doings to a fitting close.

Biggest Vote Offer

IN GREAT \$11,000 PRIZE CONTEST OF

THE CHARLOTTETOWN GUARDIAN The Halifax Herald, The Evening Mail

Great Opportunity For Prince Edward Island DECLINING VOTE SCALE

So many inquiries have been received regarding the scale of votes to be issued in The Charlottetown Guardian, The Halifax Herald and The Evening Mail's Great Voting Contest, that we believe it necessary to publish the Declining Vote Scale that will prevail during the Contest. Candidates can readily see that it will be greatly to their advantage to secure every subscription possible before August 20th. **THIS IS POSITIVELY YOUR BEST OPPORTUNITY** to secure the votes that will place your name among the winners at the close of the contest September 17th.

Best Offer of Contest

The schedule of votes on paid-in-advance subscriptions from now until August 20 is the best offer that will be made during the contest. This offer will not be repeated, nor as good, or a better offer be made.

After August 20 the schedule of votes will be greatly reduced.

Cash Your Promises

Candidates should cash every promise of a subscription that has been made to them. Do not let a single subscription escape you. See every one who has promised you a subscription and secure it while you can get the big schedule of votes.

Get Busy Now

Do not delay. Start to secure your subscriptions at once. The votes you secure may win you the \$2400 Russell Car, one of Ford Automobiles, A Motor Boat, or one of the Pianos, A Suite of Furniture or one of the 37 valuable prizes.

GOOD NEWS TO CANDIDATES

In The \$11,000 Prize Contest

---OF---

The Halifax Herald, The Evening Mail And The Charlottetown Guardian

Read carefully the change in district limitations and note what an excellent chance candidates have who enter the Contest from Prince Edward Island. If not a candidate, send in your name at once; if already entered, get busy and win one of these splendid prizes.

We beg to call your attention to the fact that Prince Edward Island has been added to the territory included in District No. 3. This has been done in order to equalize the division of territory as the mail service and delivery of papers was similar to that of Cape Breton and Newfoundland.

Then, too, so few have entered the Contest from this district that the opportunity for a prize is so certain to those who spend a little time and effort in trying to win one.

Look over the list and see what good chances there are for you to interest your friends at once and win one of the prizes offered in this district. Understand there is no competition with Halifax or Dartmouth or any of the other larger cities. You have a territory distinctly your own, less competition and can compete for prizes equal in value to those offered in the other districts. The number of entries in this district is less than one third and some of these will not remain in the race long, which means that those who work will win.

Get busy at once.

Vote Value of Subscriptions and Prices

DECLINING VOTE SCALE

Votes will be allowed on all paid-in-advance subscription during the Three Periods of this Contest, as follows.

FIRST PERIOD July 28th to August 20th (Club) The Halifax Herald and the Charlottetown Guardian, Char- lottetown, P. E. I.		SECOND PERIOD August 22nd to September 3rd. (Club) The Halifax Herald and the Charlottetown Guardian, Char- lottetown P. E. I.		THIRD PERIOD September 5th to September 17th. (Club) The Halifax Herald and the Charlottetown Guardian, Char- lottetown, P. E. I.	
Votes, Price by Mail		Votes, Price by Mail		Votes, Price by Mail	
6 months 700	\$ 1.00	6 months 500	\$ 1.00	6 months 2000	\$ 1.00
1 year 1500	8.00	1 year 1200	8.00	1 year 10000	10.00
2 years 3000	16.00	2 years 2500	16.00	2 years 20000	16.00
3 years 4500	24.00	3 years 3500	24.00	3 years 30000	24.00
4 years 6000	32.00	4 years 4500	32.00	4 years 40000	32.00
5 years 7500	40.00	5 years 5500	40.00	5 years 50000	40.00
(Club) The Evening Mail and The Charlottetown Guardian, Char- lottetown, P. E. I.		(Club) The Evening Mail and the Charlottetown Guardian, Char- lottetown P. E. I.		(Club) The Evening Mail and The Charlottetown Guardian, Char- lottetown P. E. I.	
Votes, Price by Mail		Votes, Price by Mail		Votes, Price by Mail	
1 year 500	\$ 5.00	1 year 500	\$ 5.00	1 year 2000	\$ 5.00
2 years 1000	10.00	2 years 1000	10.00	2 years 4000	10.00
3 years 1500	15.00	3 years 1500	15.00	3 years 6000	15.00
4 years 2000	20.00	4 years 2000	20.00	4 years 8000	20.00
5 years 2500	25.00	5 years 2500	25.00	5 years 10000	25.00

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Nominations Should Be Made Now

The list of candidates is far from full. There are excellent opportunities in every district for energetic and ambitious people to enter and win a prize. With the announcement of this schedule the contest really begins.

Phone, call or write to the Contest Department and you will receive complete information.

NOMINATE A CANDIDATE

NOMINATION BLANK—GOOD FOR 1,000 VOTES

GREAT PRIZE CONTEST

---OF---

The Charlottetown Guardian The Halifax Herald, The Evening Mail

I NOMINATE

ADDRESS

PHONE

SIGNED

ADDRESS

Only the first nomination blank cast for each candidate will count as 1,000 votes

CUT OUT AND SEND TO THE CONTEST MANAGER, ROOM 18, HERALD BUILDING HALIFAX.