

IT WILL SOON BE FAIR TIME IN THE MARITIMES

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 clean and attractive plant, a wealth of exhibits, the classiest of horse racing, the most thrilling vaudeville, captivating night shows with beautiful horses and skilled equestrians suitably costumed, gorgeous lighting, brilliant uniforms, high-lights of vaudeville, and last but not least—dramatic fireworks.

The Big Show Will Open At Charlottetown MONDAY EVENING, AUGUST 16th--- CLOSES FRIDAY EVENING AUGUST 21st.

This year's Fair will be the most ambitious we have ever undertaken. For almost a year we have been making preparations and now our program is complete almost to the last detail. Our Prize List has been revised and changes introduced wherever beneficial to the exhibitor. More prize money is being distributed to all classes of live stock and our equalization of freight places the exhibitor from the furthest parts of the Island in equal competition with the stock owner at Charlottetown. Our Grounds have been beautified very considerably, and when you visit us you will surely say that the plant is as attractive as can be found anywhere. Every farmer or live stock breeder in Prince Edward Island should make it a point to exhibit. The spirit of competition is the spirit of progress. Then again, if you are not a farmer or agriculturist, perhaps you have something to exhibit in our Main Building—it will be entirely re-decorated and arrangements made to house many new exhibits. In it will be displayed the finest line of indoor exhibits and industrial displays ever seen there. The new Prize List will acquaint you with opportunities for exhibiting and taking away one or more prizes that will delight you and also please your friends.

\$16,000 IN PURSES, PRIZES and PREMIUMS
THE BIGGEST AMOUNT OF MONEY OFFERED IN YEARS

HORSE RACING PROGRAM

4—DAYS RACING—4

Tuesday, Wednesday, Thursday, Friday

12 CLASSES WITH TWO OR MORE DASH RACES FOR WHICH PURSES, PRIZES AND PREMIUMS WILL BE OFFERED TOTALLING OVER \$5,000.

The best and fastest race horses in the Maritimes will be here, and their head and head finishes 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 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.

FIREWORKS

For the past two years we have been offering a program of Fireworks, each year an improvement on the previous one. This year we placed our order in February and gave instructions that it must eclipse last year's display.

Our big new program for four nights is now in our hands and we will startle you when we release the particulars regarding it. Nothing approaching it has ever been shown at any Maritime Fair or any other gathering in the Maritimes. The set pieces alone have taken the time of dozens of employees working many weeks. They are so beautiful that we will probably require a page ad. to tell you about them. Nothing so dazzling in pyrotechnic achievements has been offered before by any Fair in Canada with the exception of the Canadian National in Toronto.

VAUDEVILLE PROGRAM

Our Acts Have Been Arranged Through George A. Hamid of New York, and Each and Every Act Is High-Class

THE REXOLA TROUPE

This is one of the finest Troupes that has ever toured the United States. Each member of the act is a polished artist. As a sextet they engage in pyramid building and tumbling work, a branch of acrobatics at which they shine, and as a quintet they perform one of the speediest and most glittering skating sessions known to the world of rollers. Few, if any, entertainers can offer an act like this.

In their second act three of the members take to the perch for some amazing stunts atop the thin pole. The company is beautifully costumed in flashy, modern garments. As comedians they also excel. This is positively one of the finest acts in the show world today.

THE FOUR KINGS OF THE AIR

Brought direct from Hollywood, California, at enormous expense so as to give our public an amazing and thrilling highliner. They are known to millions of thrill-seekers as "Tycoons of the Ether", and will attempt to repeat the nerve-racking performances they have been offering throughout the world.

Although called the Four Kings, there are three men and one beautiful girl in the quartette. In the first act they climb up an amazing apparatus 120 feet above Mother Earth and execute a breathless series of gymnastic feats from rings, trapezes and various other aerial paraphernalia. The acts they execute in mid-air are positively among the most wonderful in the gymnastic world. Many of the greatest thrill shown in motion pictures were created by these daring sons—and daughter—of sunny California. In addition to the high trapeze work they also perform on the teeterboard and give a comedy performance that is to say the least mirth provoking.

ROBERTA'S ANIMAL CIRCUS

Miss Roberta is known in the largest cities of the European continent and America as the greatest woman animal trainer before the world today. Her circus has been exhibited to millions who have acclaimed it one of the best ever shown. A galaxy of dogs, ponies and monkeys will be presented in her "Domestic Varieties". Do not fail to see this act, the finest animal act offering to the public today.

YOUNG LADELL & COMPANY

These laugh-bringing clowns of the big top circus have regaled audiences for so long that they have been nicknamed "The Tempestuous Tricksters". Young Ladell & Company is a household name in Chicago, New York, Buffalo and far away California. Their comic absurdities will bring roars of laughter from the audience while their skillful acrobatics executed in a comic vein will compel your admiration.

AFTERNOON PROGRAM IN FRONT OF GRANDSTAND

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. It will be four afternoons crowded with thrills and excitement. You will witness the best Vaudeville money can procure and the finest Maritime Race Horses in action.

EVENING PROGRAM IN FRONT OF THE GRANDSTAND

Tuesday, Wednesday, Thursday and Friday starting at 7.45 P.M. sharp, the Charlottetown Riding Club stage a Horse Show in the horse show arena in the centrefield. Its lighting will be increased to 25,000 candle power, by the the greatest illumination east of Toronto. Each year our Horse Show has been getting better. This year will see it more attractive than ever. Full Vaudeville program every evening. The Acts featured with our new magnesium lights will stand out in bold relief.

The evening will end with a grand spectacular display of Fireworks. Over two hours entertainment without a dull moment. The finest night show ever given east of Montreal.

FOR THE YOUNG

The 1937 Bill Lynch shows have been thoroughly re-organized, new additions made to equipment, old equipment discarded or refurbished, in fact almost a brand new show, but still retaining all the rides and other features which has made it so popular with our young folks. "Bigger and Better than ever" is Bill's 1937 achievement.

PLAN YOUR HOLIDAYS NOW. WRITE YOUR FRIENDS IN THE MARITIMES OR FURTHER AWAY. SEE OUR ISLAND AT ITS PEAK. THEY WILL BE AS-
FOUNDED AT WHAT WE CAN SHOW THEM AND THE ENTERTAINMENT WE WILL PROVIDE.

No human being on Prince Edward Island can afford to miss this year's Exhibition. Start now to plan for it. Children save for it. 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 feeling that worthwhile feeling which true entertainment can give.

ADMISSION TO GROUNDS 25c. . . 75c TO RACES \$1.00 sees the whole show on race days. Special low prices evenings.

Lt.-Col. D. A. MacKinnon, D. S. O.
President.

\$3 SEASON TICKETS \$3

J. W. BOULTER, Secretary