

# 55th **CALGARY** 55th **EXHIBITION** **AND STAMPEDE** **JULY 8-13 1940**

**BANFF-JASPER HIGHWAY**  
OPEN JULY 1st

Unfolding Nature's Beauties—Glaciers and Icefields,  
the most wonderful mountain scenery in the entire world

**BIG BEND HIGHWAY**  
OPEN JUNE 29th



Their Majesties, King George VI and Queen Elizabeth, escorted by Royal Canadian Mounted Policemen, are received at Calgary on the traditional buffalo robes by the Chiefs and Members of the Blackfoot, Stoney, Sarcee, Blood and Peigan Indian tribes of Southern Alberta. Photo by W. J. Oliver. Color treatment by A. Wilson.

## **THE SHOW WINDOW OF ALBERTA** LIVESTOCK, AGRICULTURAL IMPLEMENTS, INDUSTRIAL, ART, PHOTOGRAPHIC & DOMESTIC EXHIBITS

**THRILLING  
COWBOY  
SPORTS**

**CANADIAN AND NORTH AMERICAN  
CHAMPIONSHIPS**

**CHUCK  
WAGON  
RACES**

**"FLYING COLORS"**

**GORGEOUS STAGE  
REVUE**

**GRAND LIVESTOCK REVIEW**  
10 a.m. Friday. Girls and Boys 15 and under, FREE.  
VALUABLE FREE PRIZES

**RUNNING HORSE RACES**  
Opening Saturday, July 6, for Seven Days

### **STAMPEDE PARADE**

**MONDAY MORNING—10 o'clock**  
Added Feature—"INTERNATIONAL GOOD WILL PAGEANT"  
MORNING STREET DISPLAYS - - Tues., Wed., Thurs.

### **Gala Saturday Night**

Stage Revue Chuck Wagon Race  
Indian Parade - Presentation of Stampede  
Championships - Fireworks

**DOG SHOW, Wednesday & Thursday**

**COWBOY BALL, 12 to 2, Friday Night**

## **MONDAY FIREWORKS SATURDAY SUPERB**

**OLD TIMERS' RE-UNION - ROYAL AMERICAN SHOWS ON THE MIDWAY - INDIAN VILLAGE**

**SHRINE DAY, TUESDAY : : SHRINERS COMING FROM THE UNITED STATES AND CANADA  
WITH BANDS AND UNIFORMED PATROLS**

Admission to Grounds 25c. Autos 25c.  
Children 12 years or under admitted Free to Grounds  
ATTENDANCE 1939 - - 240,035

To Grandstand Enclosure and Bleachers 50c.  
Extra for Reserved Seat - Afternoon, 50c., Evening, 25c.  
Seat Reservations may be made by mail, with cheque or money order attached

Single Fare For Return Trip on Railway and Bus Lines  
From Saskatchewan, Alberta and British Columbia Mainland Points  
GOOD GOING JULY 6th TO 13th - - RETURN LIMIT, JULY 16th  
Summer Tourist Fares from anywhere to beautiful Banff, with Stopover at Calgary  
- - ACCOMMODATION BUREAU AT C.P.R. STATION - -

Travel now from Montana, Idaho and Washington  
to Calgary, Banff and Lake Louise on  
New Paved Highways

A Wonderful Holiday Combination - A Visit to the Calgary Exhibition and Stampede, Banff and  
Lake Louise, and Turner Valley, the Centre of The British Empire's Largest Oiled Oil Field

**WELCOME TO OUR NEIGHBOURS:** You are cordially invited to visit the Calgary Exhibition and Stampede this year. Citizens of the United States  
have only to cross the most peaceful International Boundary in the world, without passport or visa. Vacation dollars due to exchange worth a  
cent more, and you may move about as freely as in your own country and leave with the same informality and ease.

Consult branches of the Alberta Motor Association, Lethbridge, Medicine Hat, Edmonton or Calgary, for Road Maps and Road Information  
Send for Exhibition Prize List, Stampede Prize List, Race Programme, Illustrated Folder, Souvenir Car Sticker  
J. CHAS. YULE, President THE CALGARY EXHIBITION AND STAMPEDE LIMITED E. L. RICHARDSON, General Manager

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