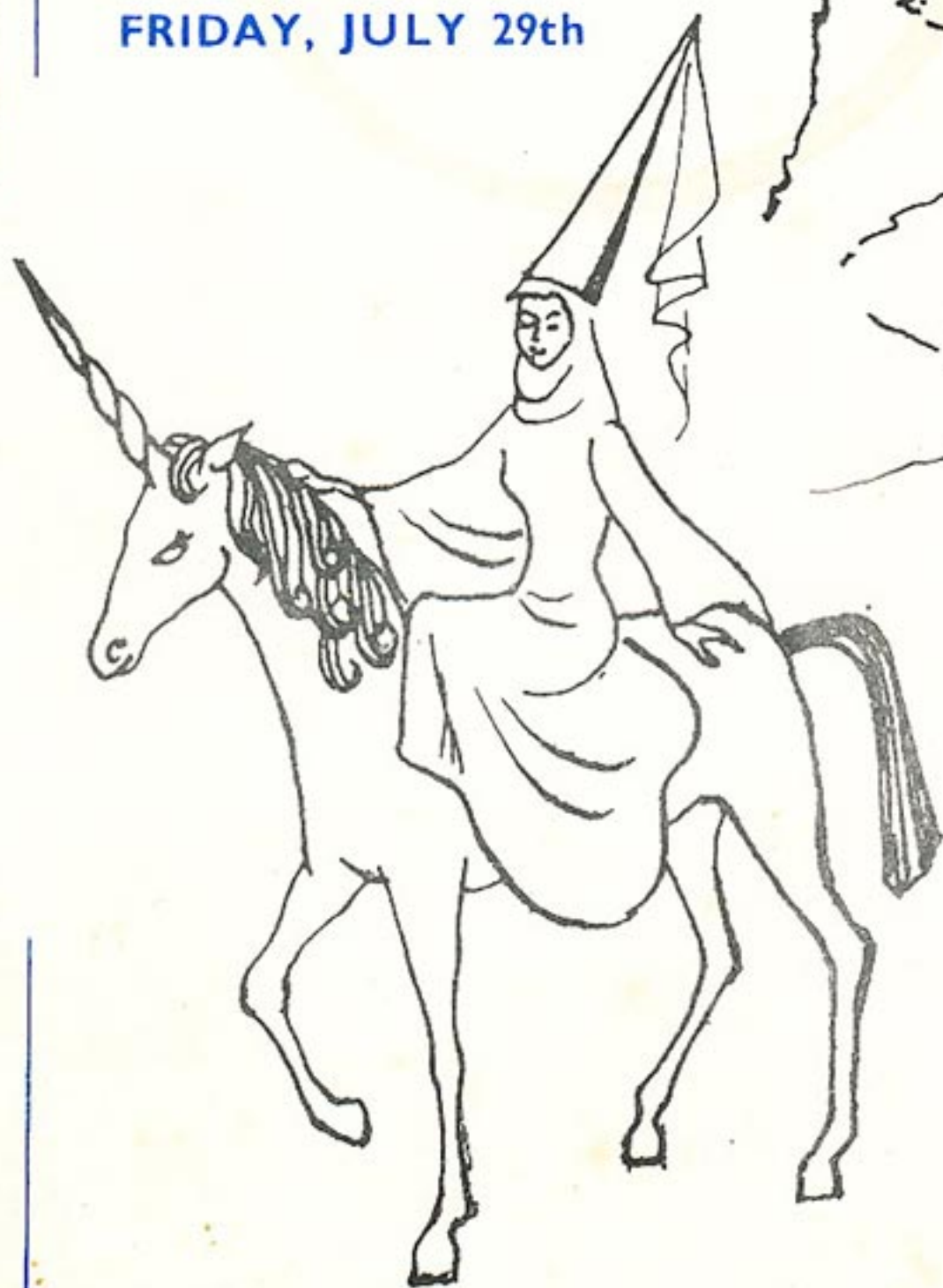


# **SANDOWN CARNIVAL**

**1977**

**SUNDAY, JULY 24th**  
until  
**FRIDAY, JULY 29th**



**PRICE 15P**

The CARNIVAL COMMITTEE would like to express their thanks to : —

Wight City Leisure Services.  
Mr. & Mrs. Hearn      Ferncliff Hotel.  
Mr. & Mrs. Spyker      Sandringham Hotel  
Moss Motor Tours.  
Commercial Inn.  
Ring of Sandown.  
Alfie Howard              Town Crier.  
St. John's Ambulance Brigade.  
South Wight District Council.  
Paiges Ltd.  
John Redgrave Productions.

and all other friends, firms and organisations who have helped to make our Carnival Week a success.

The right to make alterations in the programme are reserved by the Association.

All monies remain the property of the Carnival Association.

# SANDOWN CARNIVAL COMMITTEE 1977

---

President	Mrs. G. Bartlett
Vice - President	Mrs. G. Cave
Chairman	P. Drayton Esq.
Vice - Chairman	C. Johnson Esq.
Hon. Secretary	Miss H. Humby
Asst. Secretary	Miss D. Parker
Postal Secretary	Mrs. C. Laidler
Hon. Treasurer	Mrs. I. Wilson
Asst. Hon Treasurer	Mrs. W. Brown

## COMMITTEE

Mesdames - P. Bland, S. Daish, D. Drayton,  
D. Gilbert, A. Hodgson, R. Ingram, E. Rowe,  
J. Williams, J. Webb, D. Willis, D. Jones Esq.  
T. Webb, Esq.

All communications should be addressed to  
the Hon. Secretary, Miss H. Humby,  
7, Pier Street,  
Sandown. I.W.  
Tel. Sandown 2024

JOIN IN THE FUN  
AND SPOT YOUR PRIZE



*All Programme  
Lucky Numbers will  
be displayed with their  
Prizes in the shop  
windows as on  
next page*



ALL YOU DO: MATCH YOUR LUCKY NUMBERS WITH  
THE PRIZE IN ONE OF THE SHOP WINDOWS. ON  
PRODUCING YOUR PROGRAMME THE PRIZE IS YOURS.

# Shops partaking in Lucky Programme Numbers

## FITZROY STREET

Bastiani

Mac

Jays

## MELVILLE STREET

Holbrook & Son

Mackett & Blackburn

## PIER STREET

Holiday Snaps

## HIGH STREET

Wrays

Nicks Top Shop

Bamboo

Martins

Beardsalls Stationery

Rings

Candy Shop

Rogers Sweet Shop

Rix Newsagent

Colenutts

Dewhursts

Carousel

Charles Hairdressers

Charles Knitwear

Dolly Varden

Ladies Realm

Fields

J. Harris Greengrocers

Youngs T.V.

Something Different

Marders

International Stores

Trevillion

Gifts Galore

A. P. Butler

Comptons

Baileys

Pollard & Ramage Chemists

Nicks (Continental Esplanade)

Nicks (Sandringham)

Pisces

## ST. JOHNS ROAD

Newitts Butcher

Moss Motor Tours

Daniels Fruit & Veg.

Ladies Wear

Gents Hairdressers

B. & R. Hurst Jewellers

## STATION AVENUE

J. E. & D. K. Smith, Grocers

Sub Post Office

## ALBERT ROAD

D. I. Y. Harmony

## AVENUE ROAD

E. M. Colley, Greengrocers

Chish & Fippery

Richway Supermarket

## FROM THE PRESIDENT, MRS. GERTRUDE BARTLETT:

Carnival time is here again, and we invite the mums and dads, girls and boys, residents and visitors, young and old, to join in the fun ! Much hard work and fund raising activities have been staged during the winter months to raise money to enable this Carnival to be held, and in these days of raging inflation it is a never ending struggle to make ends meet. We therefore hope you will fully support all the various events over the Carnival and thus help to make this the best carnival ever.

Any help is welcome, in whatever capacity.



## CARNIVAL ATTRACTIONS

### SUNDAY 24TH JULY

CHURCH SERVICE

AT

ST. JOHN'S CHURCH, SANDOWN

7.00 p.m.

featuring

The Bembridge Youth Community Concert Band

**MONDAY 25<sup>TH</sup> JULY**

**SPORTS EVENING**

COMMENCING AT 6.30 p.m

ADMISSION 15p

Children 10p

————— 0 —————  
*Sandown Ladies Hockey Club*

**~~I.O.W. Keep Fit~~ Demonstration**

————— 0 —————  
**Tug of War 1st Heat**

————— 0 —————  
**SUPERSTAR SPORTS**

**(1st Section)**

60 YARD SPRINT (Qualifier)

SHOT PUTT

PENALTY KICKING

BASKET BALL

---

Anyone interested in entering the Tug of War, please ring Mr. P. Drayton, Sandown 2257.

Superstars please give your name in at the Announcers Van at 6.30 p.m.

TUESDAY 26<sup>TH</sup> JULY

*Happy Daze Rock Concert*

at  
COUNTY GROUND  
(between Lake & Shanklin)



FEATURING  
THE PUMPHOUSE GANG  
(High energy Rock Band)

LAST STRAW  
(Rythmic Rock)

BIG SWIFTY  
(Funk Rock Band)

TRACKS \*\*\* DISCO \*\*\* D. J. CHRIS

Gates open at 7.00 p.m.

7.30 p.m. – 11.30 p.m.

ADMISSION 75p



**WEDNESDAY 27<sup>TH</sup> JULY**

---

## ***Beach Treasure Hunt***

10 a.m. till 12 noon

By West side of Sandown Pier

Winner announced 12 noon

First Prize £3

---

## ***Sand Castle Contest***

10 a.m. till 12 noon

PRIZES

East side of Sandown Pier

---

## ***Putting Competition***

SANDHAM GARDENS

10 a.m. till 12 noon

Prizes Gents First Prize £1.50

Childrens 14 years

Ladies First Prize £1.50

and under £1

---

## ***Pavement Artists Competition***

11 a.m. Judging 11.30 a.m.

IN FRONT OF TROUVILLE HOTEL  
ESPLANADE

(Chalks will be supplied)

First Prize £3.00

Second Prize £1.00

# WEDNESDAY

CONTINUED

## *Bowling Competition*

### CARNIVAL SPOON DRIVE

RUN BY SANDOWN BOWLING CLUB    ENTRANCE FEE 50p  
(includes Green Fees)

2.15 p.m. BOWLING GREEN, SANDHAM GROUNDS

---

## **Childrens' Fancy Dress Parade and Competition**

Entrants to assemble at Eastern Esplanade (by trampolines) before 2.15 p.m. for marshalling etc.

Procession will then move off along to the PIER PAVILION at 2.30 p.m.

Contestants will be assembled on the stage and judging will be carried out.

.ADMISSION - Adults 20p, Children 10p  
All Children in Fancy Dress admitted free  
All Fancy Dress Entries will receive a prize

Class			1st	2nd	3rd
Up to 6 years of age	...	...	50p	35p	25p
From 7 - 10 years of age	...	...	75p	50p	35p
From 11 - 15 years of age	...	...	1.00	75p	50p
Pairs up to 10 years of age	...	...	1.00	80p	50p
Pairs 11 - 15 years of age	...	...	1.00	80p	50p
Groups all ages	...	...	2.00	1.50	1.00
Decorated Carts	...	...	1.00	75p	50p

# **CROWNING OF SANDOWN CARNIVAL QUEEN**

MISS DAWN HUFF

IN THE

**Pier Pavilion at 3 p.m.**

BY

1976 Carnival Queen

MISS SUSAN DENNIS

---

Following the Children's Fancy Dress Judging

## **Mr. UNIVERSE Contest**

**1st Prize Bottle of Whisky**

**2nd Prize Jumbo Beer**



## **Ladies' Legs Contest**

**1st Prize     £4     Voucher**

**2nd Prize     £2     Voucher**

Entry accepted immediately prior to contests

---

***Come and join in the fun!***

# CARNIVAL PROCESSION

The Sandown Carnival procession will depart from Avenue Road junction of St. John's Crescent - Carter Street at 6.30 p.m. and will take the following route: High Street, Beachfield Road, Broadway, Lake Hill, Sandown Road, Cemetery Road, Green Lane County Ground. All entrants must report to Marshalls at Carter Street - St. John's Crescent by 5.15 p.m. for judging.

Class	1st	2nd	3rd
	£	£	£
A. Queen's Class, Benson & Hedges Cup	8	5	3
B. Youth Organisations	8	5	3
C. Associations and Charitable Organisations	8	5	3
D. Trade and Associated Clubs	8	5	3
E. Decorated Cars	8	5	3
F. Decorated Handcarts and Cycles	3	2	1
G. Children's Fancy Dress	3	2	1
H. Adults Fancy Dress	3	2	1
I. Equestrian	3	2	1
J. Individual Entries	8	5	3
K. Holiday Establishments	8	5	3
L. For entries that do not fall into any of the above	8	5	3

# *Programme of Events*

AT COUNTY GROUND

(between Lake & Shanklin)

WEDNESDAY 27th JULY

from approximately 8.00 p.m.

ENTRANCE FEE 10p

CHILDREN 5p

CARS 20p

GRAND PROCESSION AROUND THE  
ARENA OF ALL CARNIVAL ENTRIES

WILD WEST HORSE SHOW

★ DISPLAYS BY  
THE FLAMETTES  
MAJORETTE TEAM



CORPS OF DRUMS

★ 1st NEWPORT I.W. SCOUT GROUP

PLEASE NOTE

The Carnival Association accept no liabilities for any accidents or injuries sustained during the processions and at the County Ground.

# Teddy Bear Stall

By Information Bureau (open all day)

and at County Ground



**Hundreds of Teddies to be won**



---

## WALLS FUN FAIR

WILL BE OPEN EVERY NIGHT OF  
CARNIVAL WEEK AT THE COUNTY  
GROUND

REFRESHMENTS AND BEER TENT  
AT THE COUNTY GROUND

by courtesy of  
SANDOWN AND SHANKLIN ROWING CLUB

**THURSDAY 28<sup>TH</sup> JULY**

**SPORTS EVENING**

COMMENCING AT 6.30 p.m

ADMISSION 15p

Children 10p

————— 0 —————

WIGHT BOWMAN DEMONSTRATION

————— 0 —————

**Tug of War**

Semi Finals & Finals

————— 0 —————

**SUPERSTAR SPORTS**

(2nd Section)

- LONG RACE
- GOLF
- WELLY BOOT THROWING

---

---

**PRIZE GIVING BY CARNIVAL QUEEN**

---

---

FRIDAY 29<sup>TH</sup> JULY

**Donkey**



**Derby**

AT COUNTY GROUND, SHANKLIN.

By Courtesy of Sandown Football Club.

★ GATES OPEN 6.30 p.m.

★ FIRST RACE 7.00 p.m.

ADMISSION 20p.  
CHILDREN 10p.  
CARS 10p.

TOTALISATOR UNDER THE JURISDICTION  
OF LADBROKES.

RACE PROGRAMMES AVAILABLE AT THE GATE



Borough of South Wight  
**ENTERTAINMENTS**

Music, comedy, drama, variety,  
at the Island's leading  
Shows.

**SANDOWN PAVILION THEATRE**

JOHN REDGRAVE PRODUCTIONS present  
Weekdays at 8 p.m.



IVOR EMMANUEL in  
'HOLIDAY SPECTACULAR'  
with  
Walter Landauer, Peter Hudson  
Nigel Hopkins, Patsy Maclean  
And All Star Cast  
Two Programmes Changing Every  
Thursday



Admission £1.40, £1.20, 90p  
Child and Party Reductions

\*\*\* **SUNDAYS at 8pm.** \*\*\*

JOHN BOULTER  
(From BBC's Black and White Minstrels)  
and WALTER LANDAUER in  
'CAVALCADE OF MUSIC AND SONG'  
with full supporting cast  
An evening of your favourite music  
Novello, Coward, Strauss, Gershwin and many others  
Two Programmes Alternating Each Sunday

Admission £1, 80p (No Child or Party Rates)

★ **BOX OFFICE: Sandown 2295.-10am.to.1pm./2pm.to.8.30pm.** ★

# Sandown Carnival Queen

## 1977

MISS DAWN HUFF

Maid of Honour  
Miss Sharon Semens

Maid of Honour  
Miss Sandie Daish

---

---

Every care has been taken in compiling this programme, and the Carnival Association apologise for any errors or omissions which may have been made.



WHY GO ROUND IN CIRCLES WHEN YOU CAN GO ROUND IN

## RINGS

High Street, Sandown.

AND FIND A LARGE SELECTION OF FANCY GOODS,  
LEATHER AND COSTUME JEWELLERY.

---

The CARNIVAL ASSOCIATION would like to thank the following for CUPS they have kindly donated this year.

Don & Audrey Perrin, Westfield Hotel.

Conservative Club, Sandown.

Rotary Club of Sandown.

Temperature Ltd.

Miss H. Humby.

Ferncliff Hotel.

THE CARNIVAL COMMITTEE RELY

ENTIRELY ON VOLUNTARY CONTRIBUTIONS

PLEASE

GIVE GENEROUSLY WHEN COLLECTORS

PASS ALONG THE ROUTE.



Our Carnival takes us a year to plan !

**IF YOU HAVE ANY TIME TO SPARE  
AND WOULD BE INTERESTED  
IN HELPING**

Please contact the secretary:

H. Humby, 7 Pier Street, Sandown

The Carnival Committee wish to thank all concerned for their support and effort in making the Carnival such a successful attraction.



PLEASE NOTE

***SANDOWN***  
***ILLUMINATED CARNIVAL***

will be held on

Wednesday, 24th August 1977

THANK YOU FOR YOUR SUPPORT

