

That Front Page Film Sensation
 An Utterly Moving, Powerful Picture
PRINCE EDWARD TODAY

JOHN GILBERT
 The screen's most fore-
 most lover now brings
 his finest romance to
 the screen!



A youth's first love — a
 woman who bars his way
 to her heart—here are
 the elements of first-
 rate drama!
 SEE IT!

**MAN,
 WOMAN
 AND
 SIN**

With
JEANNE EAGELS
 ALSO
 Fox News Weekly
 Pathe Review
 ORCHESTRA



"My Friend From India"

Under the Distinguished Patronage of His Honor Lieut-
 Governor and Mrs. Hertz

Directed by Miss Barbara McNeill,
 In Aid of

**P. E. ISLAND HOSPITAL
 PRINCE EDWARD**

Come and study our beautiful
 Philosophy, and
Laugh! Laugh!!

By
**The Pick of Charlottetown's
 Best Talent**
Monday and Tuesday

Reserve Seats 75c & 50c.
 Box Office open Thurs. 9.30 a. m.
 CURTAIN RISES AT 8.30 SHARP.

**P. E. I. Publicity
 Association**

(Continued from Page 3)

when our appropriation is scattered over such a large area, that while we feel we have expended it judiciously, still when we compare our advertising with that of our neighboring Province, we realize that we are to get the best results, we must advertise to a greater extent. Fifty per cent of those who visited the Bureau this season, asked "Why don't you advertise?" I remember one particular instance in June, a party visited the office from New York, who had never been on Prince Edward Island before, they had only one day to spend in the Province, coming by Borden one day and returning by the Hochelaga next afternoon. They came to the office about 10.00 a. m., and wanted to see some of the Province, visit a fox ranch, &c. Unfortunately it was dark and damp, but I outlined a fifty mile drive through a good farming country, they visited a fox ranch, and on their return to the city came to the office, and informed your Secretary that they had travelled very extensively at home and abroad, and in the Southern States, but felt we had the best country they had ever visited, the scenery could not be surpassed, and were particularly impressed with the green grass and the red soil, but he said, "Why don't you advertise, people don't know of this wonderful country and you should be spending thousands of dollars to get the class of tourists you need". This is just one instance, but there were many more of a similar nature.

Your publicity committee have felt for sometime that joint advertising with the Maritime Provinces would bring the best results, and with this in view, negotiations are being entered into this year, whereby we hope this may be accomplished.

It was also deemed advisable by

your Publicity Committee that a new letter head be used in which Prince Edward Island could be advertised through all correspondence. A large cut advertising the Province from all angles was prepared, and this together, with some good reading material, formed a very attractive inside page. Your Secretary was instructed by the Committee to solicit the business of different parts of the Province, asking them to use this same advertising in their letter heads. The response was most encouraging, with the result that orders for 20,000 sheets were placed in the hands of the Printer. Many letters have been received, dealing with tourist matters, and also a great many dealing with industrial and agricultural conditions, the text business and many other subjects. In each instance, the information sought for was obtained from the most reliable source possible and forwarded at once.

Over 35,000 pieces of mail have been forwarded from our office during the past year, and the increase of tourists registering at the office amounted to 35 per cent.

Another feature of the work was the issuing of Fish licenses. The Game Association in having this law enforced, to this end, 12 licenses were issued to parties outside the Province; and your Secretary found everyone ready and willing to pay this small fee.

TRAFFIC

The automobile traffic to the Island has shown a marked increase, the number of cars entering the Province by the Borden route:

1926	2171
1927	2930
An increase of 859 cars or 35 per cent.	

Those coming by the Hochelaga.

1926	598
1927	700
An increase of 104 cars or 18 per cent. The increase in the passenger traffic for the season was 1463.	

Oh, Boy! Hoot's Here Again in a Riot of Roarin' Action!



HOOT GIBSON
"Galloping Fury"
CAPITOL TODAY

Fighting, smiling, riding, rooting Hoot in a lickety-split tale of speed and romance that will leave you breathless. What a thrill when Hoot snatches his beautiful sweetheart from the horns of a snorting, wild-eyed bull. What riding when Hoot races with time to the rescue of his lovable old foreman. What laughs when the leather-necked cowboys do themselves up with beauty clay. What a picture. Only Peter B. Kyne could write such a beaut.

MAX DAVIDSON
 IN
"FIGHTING FATHERS"

During the months of July and August, the hotels in Charlottetown, Summerside, and the summer hotels, accommodated 5567 people, and the outside smaller places accommodated 594 for the same months.

There is no question but that the tourist traffic is a real industry and money should be spent to cultivate it just the same as manufacturers make an advertising appropriation to increase their own business. When the industry is considered on this basis and as much thought is put into developing it, as there is into the developing of commercial business, it will grow much faster and on a more solid basis.

From statistics we find that the estimated expenditure of Tourists in Canada in 1920 was \$86,734,000 while in 1926 it was estimated at \$190,463,000. Is it not worth while trying to get our share of this money to help build up our Province, the "Garden of the Gulf"?

CONVENTIONS

During the season we assisted in securing and entertaining several important conventions, among them being:

- St. Louis De France
- Montreal 350 people
- World's Poultry Congress
- Travel Agent Canadian National
- Traveller's Field Day 150 people

This is a very important phase of the work and should be encouraged and an effort made to secure future meetings here. We have received splendid co-operation from our people in entertaining delegations to our Province and we are especially desirous that the Island should become famous for conventions during the summer months. Such delegations are valuable, both from a financial and publicity standpoint.

During the season the S. S. Munargo made three calls here. In each instance she was met by a representative of the Publicity Bureau and advertising literature placed on board. Unfortunately during one of her stops here, the day was very rainy, but in spite of the weather, some interested passengers visited our bureau and the Handicraft Exchange, leaving at the latter place over one hundred dollars for hooked rugs.

CAMP SITES

In dealing with the tourists this year, we noted a strong tendency to demand a good tourist service. Practically every City now provides such service, and as a result of this our Bureau was constantly filled during the tourist season with visitors seeking all sorts of information, and in order to keep pace with conditions, we must maintain a fully equipped bureau, ready to give free service at all times.

Part of this service is the providing of camp sites, and while there are many on Prince Edward Island it was my greatest difficulty to direct inquiries to camp sites. Almost every day we received a letter asking for a camp site or a tourist visited the office with a fully equipped camping outfit wishing to camp in some suitable locality for from four to sixteen days. If we are to cater to this class of tourists something must be done to provide

Bringing Up Father



in Halifax, Digby and Jamaica. This province, he thought, should receive a share of the money employed by the C. N. R. in developing new hotels, golf courses and similar projects. He spoke of the necessity of advertising the products and opportunities available in the province. How many know that we are producing 50% of the seed potatoes grown in the North American continent? He read from a statement by Hon. C. A. Dunning, Minister of Railways, which showed that he admitted the rights of the Maritimes to better transportation and freight rates as part of the Confederation pact.

Judge Arsenault called the attention of the meeting to the statement in his report pressing for the new car ferry. As far as possible all handicaps due to our separation from the mainland should be done away with. The ultimate solution would be a tunnel. He thought the meeting should go strongly on record in support of a new car ferry.

Hon. B. LeFarge spoke of the need of improvement in our transportation facilities, particularly in respect of the handling of the motor car traffic at Borden and Tormentine. Delays at those points due to switching, etc., were very annoying to motorists. He wanted more hotels and restaurant accommodation. Parking grounds and camping grounds for tourists are also urgently required. He spoke of the work done by the Government in opening up roads to the shore.

Hon. J. H. MacIntyre said that a tourist forms the first impressions of a place from the condition of the roads. He described the new system of marking roads which was to be introduced. This will be accomplished by tin markers with numbers on them, something like motor license plates, but, of course

larger. Thirty four different roads to the shore routes were proposed, and these Mr. T. B. Crady said that there had been a good deal of criticism of the design for the new markers, and some of it is deserved, but a large part of it is not. At the time when the present car ferry was designed, he no one dreamed of ferrying motor cars—in fact these vehicles were not very heavy job ahead of a next year, then allowed to run on the Island, as very extensive damage had been caused by the wet weather of last to Borden in 1916 to report on the roads hard surfaced and gravelled. The report that he then made was done in the way of opening up new been inadequate, and the Board of

FINANCIAL STATEMENT

Receipts:—

Balance brought forward 1926	
Provincial Government	\$ 159.19
City Grant	1750.00
Summerside	300.00
Subscriptions	400.00
	2816.50
Total	\$5125.69

Disbursements:—

Office	\$ 190.11
Rent	250.00
Equipment	63.00
Advertising & Publicity	3645.12
Secretary	934.00
Office Assistance	55.00
Stamps	150.00
	\$287.23
Balance on hand	\$ 138.46

This is to certify that I have examined the books and vouchers of the Prince Edward Island Publicity Association and find the above statement to be a true condition of affairs.

C. H. CAMERON,
 Auditor.

Mr. R. H. Jenkins, M. P., in moving the adoption of the president's report, stated that if the agent at Tormentine was not doing his duty he should be rapped over the knuckles. He had no doubt that our difficulties in transport would soon be remedied, and spoke of the sympathetic attitude of the C. N. R. officials toward the Maritimes. He congratulated the president on his splendid report.

The motion was seconded by Mr. James Paton and carried.

The adoption of the secretary's report was moved by Mr. Paton, seconded by Mr. Pomeroy, and duly passed.

Mr. J. O. Hyndman stressed the importance of securing a second car ferry and also improved hotel accommodation. "If we could get the C. N. R. or the C. P. R. to establish hotels here on the Island, we could start something", he declared. He spoke of the new hotels which are already built, or under construction

The Kid
 is in the
 Army
 Now!



JACKIE COOGAN in
The BUGLE CALL

Meet Jackie as a boy bugler in the days of Indian warfare. With his bugle, he gets into enough adventure and excitement for a dozen films, and caps it all by saving the army. This is Jackie's best—backed with pathos, humor, thrills!

with CLAIRE WINDSOR
 HERBERT RAWLINSON

Blake of Scotland
 Yard
 Flirty Four Flushers
PRINCE EDWARD
 Friday—Saturday

Trade had rightly protested against them.

There has been a vast increase in the amount of traffic since the car ferry was put on the route. At that time one round trip per day served to handle the passengers and freight, but during the past season two steamers were needed to keep the traffic moving. During October, November and part of December the ship operated on a twenty-four hour service nearly every day. The authorities were doing all they could to handle the motor car traffic but other and more important services had to be considered too.

This year there was a large potato crop—the largest in the history of the province—and the service was taxed accordingly. There are four passenger trips each day, and on these baggage, postal and express cars have to be transported, these three taking up one track or the space of six freight cars, so that on passenger trips only six cars of freight can be taken.

Empties also must be taken into account. Motor cars are taken during four of these trips per day. The time required to load them was thirty minutes, and accordingly circulars were posted requesting passengers to have their cars on hand that long ahead before the car ferry sails. The train arrives at Borden at 8.50 and the boat had to leave at 9.10 to make connections at Seabrook, so that only twenty minutes are available for the transfer of passengers, and the loading of freight, baggage cars and autos.

At Tormentine also, only a short time is available to effect the transfer. Naturally the passenger train would leave before the motor cars are unloaded. He said that the railway is trying to operate on business principles—making each dollar expended bring in a return of one dollar and five cents.

Mr. Grady was of the opinion that before long we would have a good car ferry, but she would have to be a different type of ship to the present one, and this would necessitate a change in the terminals, if the Island people are to have the service they expect. He did not doubt that the C. N. R. would make the needed expenditure—though it might be a costly undertaking—if they get the money necessary.

Mr. Hyndman then rose to explain that any criticism made had been directed against the higher authorities, and not against the local officials, who had done the best they could with the facilities they had.

Dr. Dewar, on behalf of the P. E. Island Medical Association, spoke of work they had on hand preparing for the annual meeting of the Canadian Medical Association in Charlottetown on June 18th to 23rd next. They expected about 900 people—500 medical men, their wives and families. The delegates from New Brunswick and Nova Scotia will nearly all come in motor cars. There is not sufficient hotel accommodation for these people, and many (over 200) must be accommodated in private houses. He asked the aid of the Publicity Association in securing lists of those willing to have roomers for this period. An appeal to assist in entertaining the visitors will also be made.

Any who can provide bed and breakfast for the delegates are requested to send their names in to Dr. Yeo, General Secretary of the Island Association or to himself.

It is hoped that the guests during their visit here can be motored to Cavendish, and other points of interest.

Bishop O'Leary has also very kindly invited them to visit Dalway.

REDUCED OVERCOATS \$15.

\$15.00 will buy any Tweed Overcoat regularly sold at \$25.00 and \$28.00. See windows for those special bargains.

25 p. c. OFF

All Blue Chinchilla Overcoats and we have some splendid values still in stock. You'll need to come early.

Henderson & Cudmore

—By George McManus

