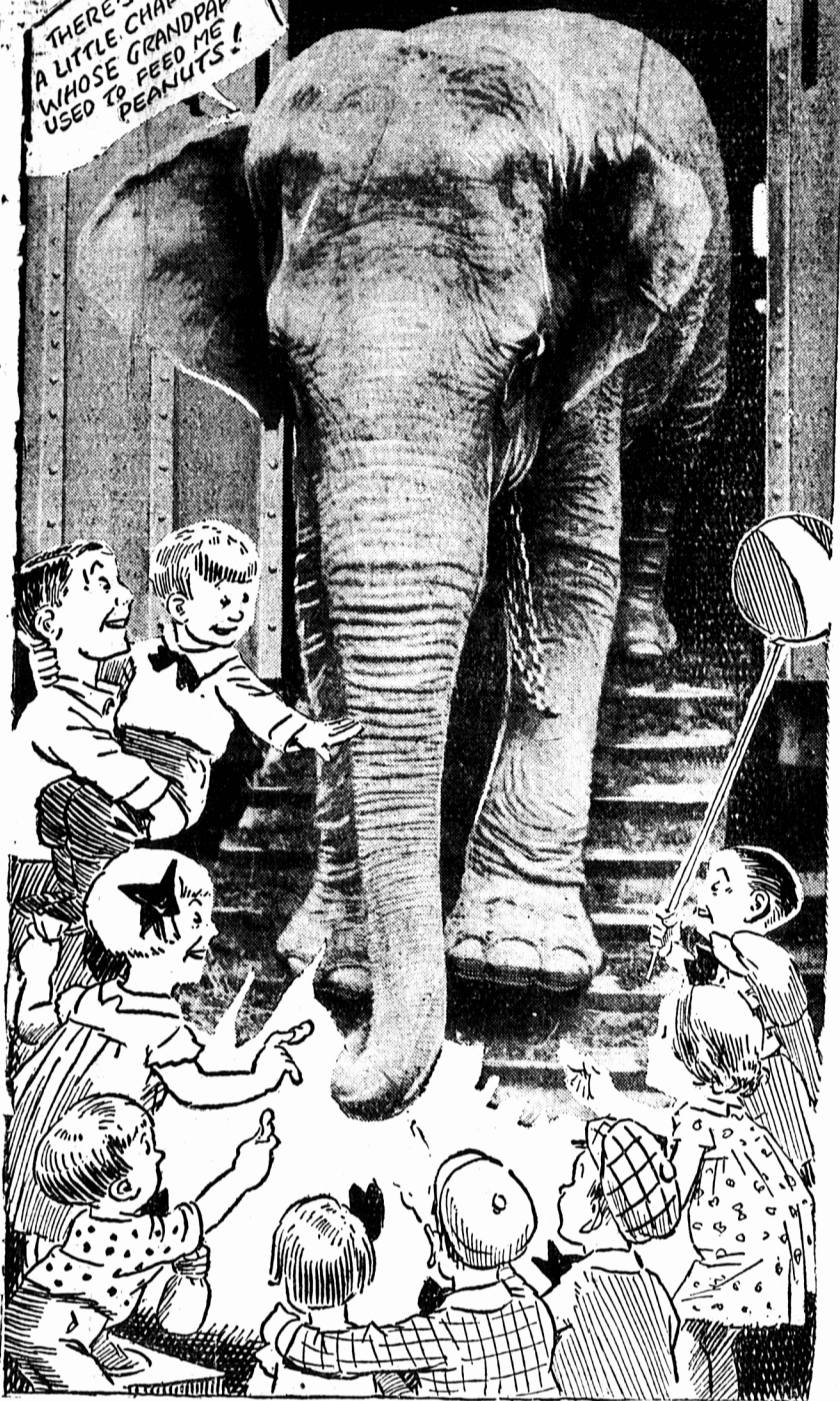


GOOD MORNING ISLANDERS

THERE'S A LITTLE CHAP WHOSE GRANDPAP USED TO FEED ME PEANUTS!



Fannie the fan dancing pachyderm greets old and new friends as the Great Al. G. Barnes Circus prepares for two performances on Connolly's Field—Newlands and Queen Streets.

HUGE AL. G. BARNES CIRCUS IN THE CITY

S.L. Cronin Manager Of Al. G. Barnes Circus. Brings Largest Show Ever To Visit Province.

That colossal event that both young and old have been impatiently awaiting, is here. Since some two weeks ago when it was first announced that the Great Al. G. Barnes Circus would come to the Island for a one day engagement, today has been eagerly looked forward to.

In 1930 everything was prepared for the first visit of this great circus but an unavoidable wreck that cost the lives of four circus men prevented the engagement at that time. S. L. Cronin, general manager stated four years ago that the next time he should bring the Barnes Circus to the Maritimes he would not again disappoint the people of Prince Edward Island. In the past four years, the Al. G. Barnes Circus has been greatly enlarged, through the absorption of the Sells-Floto and other shows, and the bringing of a circus of this magnitude across the Straits is no small undertaking. Mr. Cronin will bring the entire circus, every lock, stock and barrel, he says, and everyone that attends today will be assured of seeing it exactly as presented in all other parts of the United States and Canada.

Each season the enlarged Al. G. Barnes Circus makes two complete transatlantic trips across the American continent. New York, Chicago, Detroit, Los Angeles, San Francisco and the larger places below the line are visited each year. This year a more extensive tour of Canada has been made than has been attempted in the past several years. Every province of Canada with the exception of only one, will have been visited when the Al. G. Barnes Circus touches Prince Edward Island and gives two performances today on Connolly's Field, Newlands and Queen Streets.

No parade is given, none has been attempted by the Al. G. Barnes Circus for the past eleven years. Because of the magnitude of the show and the traffic problems in the larger cities this time honored feature was found to be impractical. Residents of Charlottetown, and you people from all over the Island that are in town today for the circus will be entertained with a series of free exhibitions commencing at ten o'clock that will take place in front of the sideshow. Doors to the huge double mammoth will be open at 1 p.m. giving one full hour for the inspection of the many hundreds of strange animals from all parts of the world. The afternoon performance will commence promptly at 2 o'clock. Tonight the doors will open at 7 and the show will start at eight. Reserved and general admission tickets will be on sale all day today commencing at 9 o'clock at Hughes Drug Co., where the same prices will prevail as those charged on the show grounds.

Many wonders at the clock-like precision and speed at which a circus moves. How quickly the wagons and dens of animals are transferred from the railroad cars to the ground; how quickly these many wagons are hauled to the circus grounds; how quickly the many tents are soon erected and seemingly like magic, meals are prepared and ready for the hundreds of circus men, women and children. The answer to this is of course organization with competent bosses in each department.

Manager Cronin has gathered about him men of wide experience, each with many years behind them with the Al. G. Barnes Circus. There is for instance Jack Bullock, trainer, who is responsible for the unloading and loading of the railway cars; Jake Posey, boss hostler, who keeps his horses looking so fat and sleek, assisted by Bill Bush with his tractors and Walter McLean and his elephants moves all the paraphernalia from the railroad to the circus grounds. Then Bill Curtis, rounding out his forty-fifth consecutive year with the big show, is responsible for the erection of all the many tents that it takes to house the tented city. Mr. Curtis too by the way is something of an inventor having built many labor saving devices, enormous spools to roll the canvas on, seats that fold up into wagons, stake drivers and many other things. Not the least important by any means is George Tipton who feeds the circus family three times every day in a different town. Mr. Tipton shops every day in the town in which he is in for hundreds of pounds of meat, hundreds of loaves of bread, truck loads of fresh vegetables, gallons of fresh milk and innumerable dozens of eggs. This very necessary must be bought locally to save space in transportation.

The performance itself is directed by Robert Thornton, who, if he may be allowed to stray for a moment, is a veteran of the Boy War. Mr. Thornton as equestrian director sees that there is no hitch in the swift moving performance. Charles "Spud" Redrik directs the circus band, and after all what would a circus be without a band and a good one.

All the various departments are also under the close personal supervision of Mr. Cronin which altogether go to make the whole, one unit.

The Al. G. Barnes Circus has been proclaimed by press and public this year as the best ever witnessed as to quote the Moncton Times where the circus played last Tuesday, the "Times says: 'the greatest entertainment of its kind ever presented in this city.' These same words have been repeated over and over again by other papers such as the Ottawa Citizen, Calgary Herald and many others.

Today's two performances are the only ones scheduled for Prince Edward Island and shortly after midnight the circus trains will be loaded and on their way to Amherst N. S., where two shows are booked for tomorrow.

roads department could better, Col. Bovey said.

In the next year Cartier continued up the St. Lawrence to Stadacona, which he described as "good land as possible to see and very fruitful." The Indians of Quebec were not at all keen that Cartier should continue his journey to Hochelaga, said Col. Bovey, and staged a pageant to prevent him from making the trip. Indians dressed as devils brought a communique issued in Hochelaga by their god for release at Quebec, saying that the weather would be very bad and that Cartier would be ill-advised to journey there. Cartier replied that the Lord would look after them, whereupon the Indians, not without reason, asked if they had consulted the Deity about the matter. Cartier replied that his priests had the case in hand, and that they had said the weather would be fine.

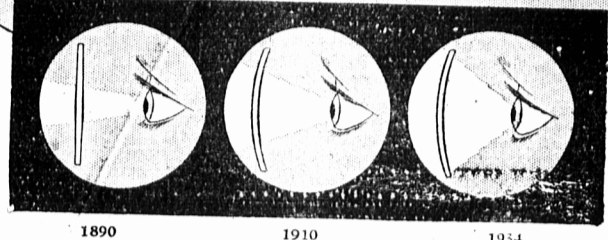
Site of Hochelaga

"I doubt whether our weather prophets have improved much since that time," observed Col. Bovey. "Cartier reached Hochelaga, however, where he was given a welcome and a luncheon. There has been some dispute as to the site of Hochelaga, but since there is a commemorative stone marking the spot in McGill University campus I am not disposed to argue about it. The Indians built a platform for the visitors to stand on for the ceremonies, probably the first example of Canadian handicrafts produced for visiting tourists. The chief was paralyzed, and he was brought with the request that the visitors heal the sick. Cartier gave hatchets and rosaries to the Indians, but which was intended to be used is not made very clear.

"In Cartier's stories of the gold and copper in the Saguenay and up the Ottawa river he was on the track of the Quebec mining areas. How much better off would we have been if only his stories about these deposits had been taken seriously. But historians discovered flagrant fabrications in some of Cartier's Indian tales and were thus led to believe that all his stories were false.

"For 400 years Donnacona has been pilloried as a liar, but it was not he who invented the tales, Sir John Mandeville in his imaginary 'Travels' 200 years before Cartier's time has told the very same stories of picnics, a land of men with one leg, of men who never ate but only drank. Donnacona might have invented that last tale, for there are still some of these men left, but he could not possibly have invented all three of Mandeville's fantasies. Cartier's guest writer came near to spoiling a wonderful

Your Eyes need the best lenses - TILLYER Lenses



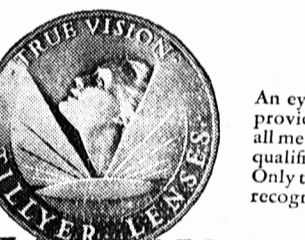
1890 FLAT LENSES Grandfather's flat lenses were optically accurate only in the centre. Vision through the edges was imperfect.

1910 TORIC LENSES Father's toric lenses were curved and gave a wider area of accurate vision - the best available at that time.

1934 TILLYER LENSES Today you can get Tillyer Lenses which are accurate to the very edge. The greatest achievement of ophthalmic lens science.

YOUR GUARANTEE Certificate of REGISTRATION of TILLYER LENSES made especially to the prescription of James Thompson

THE MAN who fits your glasses will give you this personalized guarantee certificate which is your assurance that you are getting genuine TILLYER LENSES.



THERE IS A REAL DIFFERENCE between Tillyer Lenses and ordinary lenses. TILLYER LENSES give your eyes a noticeable comfort, for they, unlike ordinary lenses, are accurate to the very edge, whether you look up or down, in or out. The diagram illustrates the improvement made available by Tillyer Lenses. In the simplest terms, Tillyer Lenses are more accurate than ordinary lenses.

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Every Tillyer Lens is positively guaranteed. A personalized, written guarantee assures you that you are getting genuine Tillyer Lenses. You can have Tillyer Lenses in either single vision or bifocal (double vision) form—in fact, any prescription can be filled with these Tillyer Lenses, which are ground by the most accurate methods known to ophthalmic science.

An eyesight examination is the most important factor in providing you with comfortable and accurate vision. By all means go to a man whose training experience and skill qualifies him to give you the best professional advice. Only those whose professional skill and knowledge is of recognized high standards prescribe and fit Tillyer Lenses.

HAVE YOUR EYES EXAMINED

Canadian Fruit Crops The only province in Canada indicating favorable fruit crop prospects is British Columbia, says the Dominion Fruit Branch report. The season there is unusually early and growing conditions have been conducive to rapid development. Production of tender fruits, however, is not expected to exceed that of last year, except apricots, and possibly grapes. An exceptionally heavy yield of apricots is anticipated. Production of all fruits in Ontario will be reduced, particularly peaches which will be a total failure in some districts. Apples also suffered severely from winter injury while the condition of small fruits was further aggravated by drought. A light crop of apples is indicated in New Brunswick, but in Nova Scotia, although winter injury is in evidence in all districts, another good crop of apples is expected, not so large, of course, as the record yield of last year. Quebec reports comparatively light tree mortality, but considerable spur and bud injury, most pronounced on Parnasse. Earlier varieties are least affected and indicate good yields.

Will Represent France in Canada

PARIS, July 28—(CP)—Official circles state they believe it is virtually certain Raymond Brugere, 49-year-old consul-general at the French Embassy in Brussels would be named next French Minister to Canada.

An earlier report said M. Brugere had been named to the Canadian post, but this was subsequently denied. If he is appointed M. Brugere will succeed Arsene Henry, present minister to Canada.

M. Brugere, a fair-haired sportsman, entered the French Diplomatic Service in 1911 and has held posts in Beijing, Copenhagen, Istanbul and Brussels. He is very popular in Brussels as is his attractive French wife.

MINARD'S THE GREAT WHITE LINIMENT

S. S. "ENTERPRISE" Maintains a fast and direct Passenger and Freight Service between Prince Edward Island and Cape Breton.

Special Events Centennial Celebrations Re-Union Canadian Corps Aug. 4-5-6.

Children of five and under twelve years of age, HALF FARE. Tickets good in day coaches only.

Save on YOUR VACATION COSTS with CANADIAN NATIONAL new LOW FARES

Investigate this year's Canadian National travel bargains before completing your vacation plans. New 16-day and 45-day fares to Pacific Coast... 45-day fares to Pacific Coast... week-end and Sunday fares... are examples of what has been arranged to enable you to find new vacation joys this year.

Ask your nearest Canadian National Agent for folders and hotel information. He will gladly help you plan a week-end or an extended holiday.

GAPE - AUGUST 25th Celebration of 400th Anniversary of Cartier's landing in Canada.

W. K. Rogers Ltd., Agent, 91 Great George St.

Canadian National Railways logo and contact information.

CARTIER WAS CANADA'S FIRST PRESS AGENT

Col. Wilfrid Bovey Credits Discoverer With "Finest Advertising Copy."

MONTREAL, July 28—As a discoverer, Cartier was a smart press agent who contrived to ballyhoo the King of France as a conqueror equal to those of Spain and Portugal, and wrote the finest advertising copy that has been produced about Canada, Col. Wilfrid Bovey, director of McGill University's Department of Extra-mural Relations told the Advertising Club of Montreal at their weekly luncheon meeting in the Mount Royal Hotel.

His topic was "Jacques Cartier, Canada's First Publicity Man."

Cartier's voyages were not mere discovery, he said, but produced a lot of clever publicity. The first book of his voyage of 1534 was rather like a government report, simple and accurate, but since neither the author nor publisher made any money and the printer was paid in any case, it had little circulation, like most government reports, never being advertised.

P.E.I.'s First "Boost"

The second book was designed for more general consumption, and while it was not written by Cartier himself was turned out under his direction. In it the beginnings of the flair for the picturesque were evident. Cartier and his men did not think much of the Quebec Labrador, referring to it as "The Land God Gave Cain." But when they travelled further and reached Prince Edward Island, he let him sell go over the scenery, the climate and the vegetation to such an extent that even the islanders today would not recognize it as the same place. Reaching the Bale de Chaleur, Cartier turned out a grand advertisement for the Gaspe Highway that not even the provincial

When you take THAT TRIP TO BOSTON go on the lavish liner, SAINT JOHN

Eastern Steamship Lines Fortune Bus & Taxi Service

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