The little expedition sailed across the wide Atlantic, reaching Cape Bonavista in Newfoundland about the middle of May. From thence they explored the cold and sterile shores of Labrador and shaped their course to the Magdalen Islands. Cartier thought that there was probably an opening between Newfoundland and Cape Breton, and began to look for a passage by which he might sail westward into the heart of the country. As the sailors rowed their boats close in shore, coasting along bays and inlets, they could sometimes see the naked savages moving about on the beach, or paddling their light birch canoes; after a time they managed to hold some intercourse and traffic with them, by means of signs and little gifts of hatchets, knives, beads, and toys, often having as many as fifty canoes about them.

Cartier tried in vain all the little inlets and rivers opening out of the Bay of Chaleurs, and then sailed along the coast of Gaspé Bay. Here he landed and set up a large wooden cross, thirty feet high, carved with three fleurs-de-lis, and bearing the inscription, "Long live the King of France!" By this means he formally took possession of the land for the king.

This done, Cartier and his men returned to their ships and were visited afterwards by many of the Indians, including the chief, his brother, and three sons. Cartier treated the chief hospitably, expressing a great desire to make friends with his people, and promising to return, bringing many useful articles made of iron to exchange for furs. Two of the chief's sons were persuaded to accompany him to France. Then, with good will expressed on all sides, the French captain sailed away, exhorting the Indians to respect the cross he had set up on the shore. When he arrived at home in September, his account of his adventures was eagerly listened to. The two young Indians he had brought with him were objects of great interest to the Bretons, and were taught to speak French, so that they might answer the questions that were asked Cartier received great honors for his discoveries, and many people in France were most anxious that he should make a second voyage in order to extend them.

In spite of opposition they succeeded in organizing another and a better equipped expedition. Great preparations were made during the winter, and on May 16, 1535, all St. Malo was astir to