

PRESENTED TO THE VISITOR
WITH
THE COMPLIMENTS
OF THE
PROVINCE OF QUEBEC
TOURIST ASSOCIATION



The Province of Quebec Tourist Association has been organized for the purpose of giving to visitors, in concrete form, accurate information and advice with respect to accommodation and entertainment.

I therefore make it my duty to highly recommend our Quebec Tourist Association to all visitors who wish to be properly directed and looked after during their stay in the Province of Quebec.

H. A. Taschereau

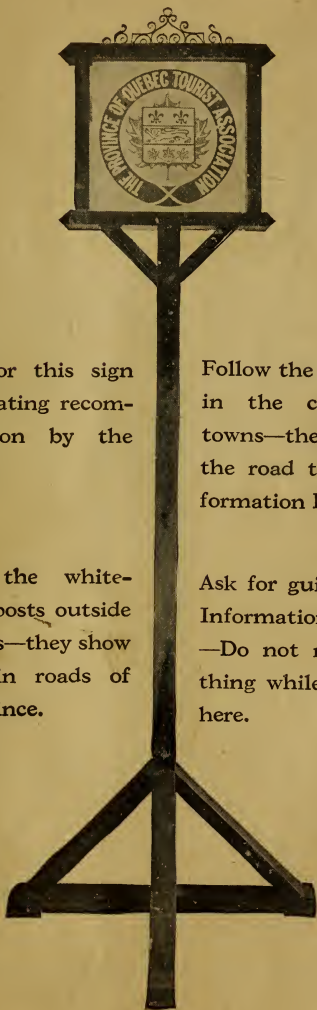
Prime Minister.

QUEBEC, May 20th 1925.

The EDITH *and* LORNE PIERCE
COLLECTION *of* CANADIANA



Queen's University at Kingston



Watch for this sign as indicating recommendation by the P.Q.T.A.

Follow the white-washed posts outside the cities—they show the main roads of the Province.

Follow the red bands in the cities and towns—they show the road to the Information Bureau.

Ask for guides at the Information Bureaus—Do not miss anything while you are here.

EXPLANATION OF ORGANIZATION

The Province of Quebec Tourist Association has been organized for the purpose of giving service to the visitors within the borders of the Province of Quebec.

Since it was incorporated, its Field-men have checked up the accommodation on the roads and where such accommodation has been recommended, a study has been made of the locality and the type of entertainment which it can afford to the visitors.

These recommendations will be seen on the route maps which are on the reverse side of the key map which is at the end of this book.

All hotels that afford the best accommodation in the opinion of the P.Q.T.A., and commensurate with the wants of the tourist, possess a sign which consists of the crest of the Association as is shown on the cover.

There have been bureaus of information established in Montreal, Quebec, Three Rivers, Sherbrooke and Granby and sections in this booklet have been devoted to these five centres. A Red Line showing the roads to be taken in each city gives the most direct route to the bureau.

The visitor is cordially invited to criticize and make suggestions concerning the manner in which the P.Q.T.A. can improve the service to the guests of the Province of Quebec.

Kindly address all correspondence to the Manager, Province of Quebec Tourist Association, 206-B Transportation Building, Montreal.



Don't Forget Those at Home-- Bring Them a Souvenir

The Province of Quebec has many domestic industries.

Due to its efficient and adequate supply of labour—its cheap Hydroelectric Power, goods can be manufactured at a minimum cost and its modern manufacturing plants can supply the high grade article at a low selling price.

Everyone is attracted by its woolen and leather goods, its Indian wear, rag carpets, homespun, cotton and silk fibre which head the list of the local products of this country.

Gasoline and oil are sold in Canada by Imperial measure. The tourists from the United States in consequence obtain nearly five quarts U.S. measure for every gallon they purchase in Canada.

Residents in the United States returning from Canada are entitled to have admitted, free of duty, articles to the value of \$100.00 per person, purchased or otherwise acquired in Canada.

Raw furs can be imported into the United States, duty free.

PROVINCE of QUEBEC

Outstanding Features in the Oldest Settlement on the
North American Continent

MONTREAL DISTRICT

MONTREAL:

Old Historical Buildings. Industrial Centre. The Gateway to Romance. Largest City in Canada. Third Largest French Speaking City in the World. See Local Information Bureau.

MONTREAL HARBOUR:

Cleanest modern Inland Ocean Port in the World.

PRESCOTT TO MONTREAL:

A wonderful and thrilling day Boat trip. Over 30 miles of Rapids.

CHAMBLY:

The Old Historical Fort.

FORT LENNOX:

Old Historical Fort of the Civil War Days.

ST. JOSEPH ORATORY (Montreal):

The Famous Shrine—Pilgrimages.

MACDONALD'S COLLEGE (Ste. Anne de Bellevue):

Canada's famous Agricultural College.

CRATER LAKE (St. Hilaire):

The Lake on the top of a mountain.

MOUNT BRUNO:

Internationally known Golf Links. Magnificent Scenery.

OKA:

The Famous Monastery of Oka. Originators and producers of Oka Cheese.

DEVIL'S MOUNTAIN (Rigaud):

The Shrine. The Famous Stone Field (Interesting legend concerning same).

CARILLON RAPIDS:

The Home of the Carillon Power project.

LAC ARCHAMBAULT:

Unique Lakes and Mountain Scenery. Hunting, Fishing and Boating.

STE. AGATHE:

In the Laurentian Mountains. Mountain Health Resort and Beautiful Scenery.

OTTAWA DISTRICT

OTTAWA, (Ont.):

The Capital of Canada. Famous Parliament Buildings.

HULL:

Match and lumber industry.

LABELLE:

Wonderful Fishing and Hunting Grounds. The Famous Laurentian Mountains.

EASTERN TOWNSHIPS DISTRICT

SHERBROOKE:

The most important City in the Eastern Townships. Industrial Centre. See Local Information Bureau.

TOURS OF THE EASTERN TOWNSHIPS:

The never-to-be-forgotten scenic tours through industrial, farming and sporting centres.

KNOWLTON:

On shores of the famous Brome Lake. Interesting Duck Farm.

THETFORD MINES:

World's Largest Asbestos Mines.

EASTERN TOWNSHIPS DISTRICT—(Con.)

LAKE MEMPHRAMAGOG:

Eastern Townships delightful summer resort. Famous legends.

CHAUDIERE VALLEY:

Wonderful Scenery. Fishing and hunting.

QUEBEC DISTRICT

QUEBEC CITY:

Plains of Abraham. Old Citadel. The Ramparts. Quaint old streets. See Local Information Bureau.

DUFFERIN TERRACE (Quebec):

Unique promenade overlooking miles of a wonderful panoramic view.

STE. ANNE DE BEAUPRE:

World-known Shrine. Pilgrimage.

QUEBEC BRIDGE:

The Engineering Feat of the 20th Century.

DAVIES DRYDOCKS (Levis):

The Shipbuilders' Home in the Province.

LEVIS-RIVIERE DU LOUP ROUTE:

120 Miles of beautiful scenery on a perfect road.

MONTMORENCY FALLS:

Enchanting Scenery.

KENT HOUSE AT MONTMORENCY:

Old Historical House (The home of Queen Victoria's Father).
Interesting Zoo. Beautiful Scenery.

LOWER ST. LAWRENCE DISTRICT

THE POWER DEVELOPMENT OF KENOGAMI:

World's largest power plant under construction.

LAURENTIDE PARK:

Famous Provincial Reserve. See Article.

SAGUENAY RIVER:

The "Nec plus ultra" of Water Trips. See Article.

METAPEDIA VALLEY:

Hunting, fishing, scenic and farming districts.

GASPE:

The Home of the salmon. Rugged coast scenery.

PERCE ROCK AND BONAVENTURE ISLAND:

Superb scenery, cod fish and lobster industries. Sea birds of a thousand different plumage.

MURRAY BAY:

Lower St. Lawrence attractive summer resort. See Article.

TADOUSAC (Entrance to Saguenay River):

Old historical points and buildings. Fine accommodation and splendid scenery. Transportation: Boat.

THREE RIVERS DISTRICT

TROIS-RIVIERES (Three Rivers):

World's Largest Pulp and Paper Mills. The only existing school in Canada on Pulp Industry. See Local Information Bureau.

SHAWINIGAN FALLS:

The largest Power Development in operation and Scenic Panorama.

GRANDMERE:

Large Pulp and Paper Mills.

CAP DE LA MADELEINE:

Mineral Spa. Beautiful Shrine.

Note.—These points are within easy reach by rail, boat and road.
For further information on same see Local Tourist Information Bureau.

The Laurentide National Park

An immense territory of 3,700 square miles situated to the north-east of Quebec has been established to serve as a place of amusement, as well as a hunting and fishing territory. The park is wonderfully picturesque and is crossed by rivers and lakes; the forest is virgin, and there are numerous fine mountains. The Department of Colonization which is in charge of this park, has constructed comfortable and well equipped camps which it leases to sportsmen. The Department owns a particularly fine camp, called Camp Perrault, on Lake St. Ann, situated just beyond Murray Bay, in a territory famed for its fishing, as well as for its scenery. Good roads lead from St. Urbain to the Camp.

The advantage of these camps is that tourists may find there the necessary board if desired. For all information in regard to the National Park, its fishing and hunting, and the leasing of camps, kindly write to the Superintendent of Fish and Game, Department of Colonization, Mines and Fisheries, Quebec or The Montreal Tourist Information Bureau.

OPEN SEASONS FOR FISHING

- Ouananiche—Dec. 1st to Sept. 30th.
Speckled Trout—May 1st to Sept. 30th. (Min. 6 in.).
Lake or Grey Trout—Dec. 2nd to Oct. 14th.
Pickereel—May 16th to April 14th. (Min. 15 in.).
Maskinonge—June 16th to April 14th. (Min. 24 in.)
Bass—June 16th to May 1st. (Min. 9 in.).

ANGLING PERMITS

- Residents of Province Quebec—No permit required.
Non-residents of Province Quebec—All fishing (except
Salmon).....\$10.00
Non-residents of Province Quebec—Salmon fishing..... 25.00
Except Bona-fide active members of Fishing Clubs duly
incorporated in the Province Quebec..... 5.00
(Guests or honorary members of such clubs must pay full fee.)

The Laurentians

Lines of railways carry one through a most attractive country into the beautiful Laurentians Mountains, all within a short railway journey of Montreal. There is excellent fishing and hunting all throughout this section, details of which are as follows:

QUEBEC GAME LAWS

Moose North of the St. Lawrence River, September 10th to December 31st. South of the St. Lawrence River, September 20th to December 31st.

Deer September 1st to November 30th.

Caribou September 20th to December 31st.

Bear August 20th to June 30th.

The young of deer, moose or caribou under the age of one year must not be hunted or killed. Cow moose must not be killed at any time.

Limits—One moose, two deer and two caribou.

Game birds Woodcock, curlew, snipe, plover and yellowlegs, September 1st to December 15th, except in districts adjacent to tidal waters where season is September 1st to November 30th.

Geese, widgeon, teal or wild duck of any kind (except eider duck, wood duck, wild swan, sea parrot, gannot, guillemot and sea pigeon) September 1st to December 15th.

Partridge September 1st to December 15th.

White partridge (ptarmigan) November 1st to January 31st.

LICENSES

Non-resident license fee for general hunting (entire province)
—\$25.00.

Non-residents who are active members of duly incorporated Fish and Game Clubs of the Province—\$10.00.

Residents of the Province—1 Moose.....\$1.00
2 Caribou..... 1.00
2 Deer..... 1.00

SPECIAL NOTICE:—The above game laws are subject to revision by Provincial Legislature when in session. Further details obtainable from the Fish and Game Branch Dept. Colonization, Mines and Fisheries, Quebec, P.Q.

MONTREAL

The Fourth Biggest City on the North American Continent, The Third Largest French-speaking City in the World.

Montreal is one of the most distinctive cities on the North American continent. Its dual population of English and French speaking citizens, with a sprinkling of almost every other race on the face of the earth, gives it a spirit which differentiates it from other Canadian, British, American or Continental Cities, and makes it well worth while to come and remain and see the blending of two races, two cultures and two regimes.

Someone has said that the greatness of a city depends on its size, age, magnificence, beauty and progress.

Montreal contains approximately 1,000,000 people.

The Island of Montreal is 32 miles in length, and at its broadest part is about 10 miles wide.

It is aged in comparison with other cities on the North American Continent. Long before the days of the War of Independence of the United States, Montreal city was a very important town.

From the point of view of magnificence, its streets are not wide, its buildings are not high, but it possesses charms in architecture, and churches whose interiors and exteriors are as grand as those in the old countries of Europe.

Surrounded as it is by great rivers, the St. Lawrence, Ottawa and Rivière des Prairies—resting at the foot of the Mountain with its mighty lighted cross erected by the St. Jean Baptiste Society—dowered as it is with trees, squares and parks, Montreal can well lay claim to almost unsurpassed beauty.

Its harbour, the most modern inland ocean port in the world—its hotels equipped with all the necessary comforts, the great and powerful interests, such as the transportation and manufacturing companies which have made it their home, give to Montreal the recognition of being progressive in its development.

But in addition to all these points, history and romance have woven themselves so completely into its fabrique that no step can be taken through its streets without giving one the feeling of a visit to an older civilization, and the realization that the Old Pioneers such as La-Salle, Champlain and Marquette commenced their travels from this Old City of Montreal.

THE ISLAND OF MONTREAL

POINTS OF INTEREST

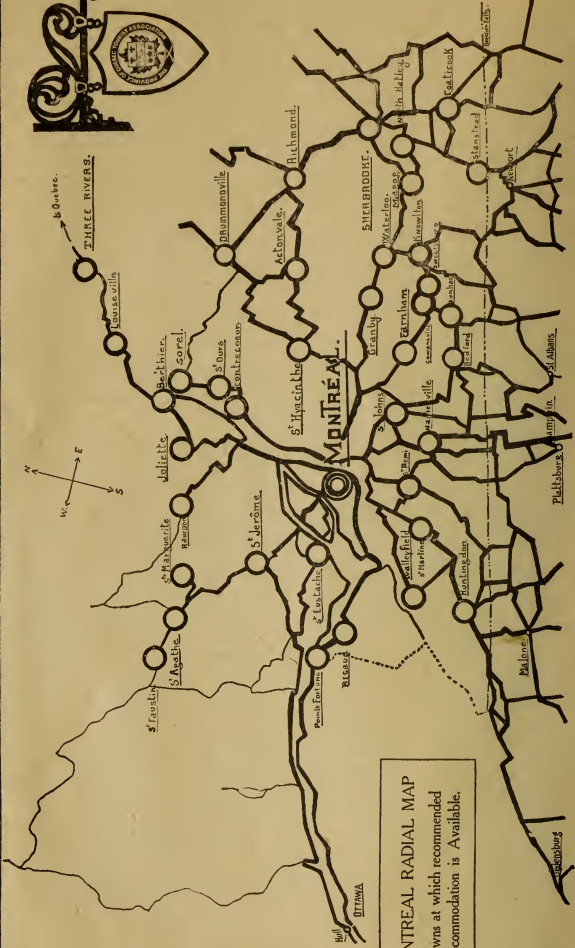
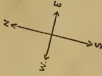
Montreal and its exceptional location and its French hospitality offers to the tourist the combination of an old world atmosphere, a locality in which the old historical spots connect the British, French and American regime and the most modern developments in industrial progress. Amongst the outstanding features which the tourist must not fail to see are:

- (1) **Notre Dame Church** at Place d'Armes Square. Built in 1824—taking place of the earlier construction of 1672, and the Sacred Heart Chapel in the rear.
- (2) **Bank of Montreal.** The largest banking house in America.
- (3) **Nelson's Obelisk** and the **Old Bonsecours Market**, at Jacques Cartier Sq.
- (3) **Chateau de Ramesay.** Erected by Claude de Ramesay in 1704. Occupied by the American Revolutionary Army of Montgomery in 1775, as headquarters.
- (4) **Lafontaine Park.** Situated on Sherbrooke St. East, with beautiful driveways, two artificial lakes, spacious play grounds, a zoo, and a beautiful municipal conservatorium. Dollard des Ormeaux monument, Library, Notre Dame Hospital.
- (5) **McGill University.** Erected in 1821, by Hon. James McGill, on his property, and a donation of \$50,000 in cash. It is one of the foremost seats of learning in North America.
- (6) **Laval University.** The French University of Montreal. Founded by the Sulpician Order.
- (7) **The Old Towers** of the Grand Seminary, on Sherbrooke St. West, built in 1694 as defensive measures against the Indians. The Original Seminary adjoins the parish Church of Notre Dame.
- (8) **St. James Cathedral**, on Dorchester St. West, is a half-size replica of St. Peter of Rome.
- (9) **Montreal Harbour.** The largest inland ocean port in the world.
- (9) **Montreal Cold Storage Plant.** Largest and most modern in the world.
- (10) **St. Joseph's Oratory**, on slope of Mount Royal, Cote des Neiges Road, known the world over.
- (11) **The Westmount Mountain "Look-Out".** Where one obtains a magnificent view of the western section of the City.
- (12) **The Mount Royal "Look-Out" and The Illuminated Cross.** Panoramic view of the Eastern section of the City. Victoria Hospital.
- (13) **Lassalle and The Lachine Rapids.** View of the famous Rapids and historical site of Fort Remy (1671) near C.P.R. Bridge.
- (14) **Lachine.** National historical sites of Fort Ceullerier (1676) and Rolland (1670). Indian Village across the River. Straight through for 15 miles of perfect road the Tourist will witness a very beautiful lake panorama, and upon entering St. Anne de Bellevue he will see at the right:
- (15) **Macdonald Agricultural College**, where one is always welcome to visit, and further on near the Convent the land mark of the Old Mill.
- (16) **Senneville**, on the shore of the Lake of Two Mountains. Rare collection of pioneer days in Canada to be seen at Sir E. Clouston's Estate.
- (17) **Cartierville.** Back River with its picturesque scenery and rapids—then down St. Lawrence Blvd. to Notre Dame on to Bout de l'Île, Riviere des Prairies, Montreal North, Sault aux Recollets (Sacred Heart Convent and Rapids.) Then across Viau Bridge, on to Ile Jesus, to the right 5 miles of good highway and scenery to St. Vincent de Paul (Federal Institution). To the left on to Laval-sur-le-Lac, delightful summer resort; then on to Ste. Rose: Mille Îles River, pretty islands, and a concrete driveway on return to Montreal via St. Lawrence Blvd. into the Shopping District and Hotels.

For the "Golfer"—The following Links are available for play.

- (18) Municipal Golf Club, (19) Lachine Golf Club, (20) Dixie Golf Club, (21) Summerlea Club, (22) Beaconsfield Club, (23) Senneville Club, (24) Marlborough Club, (25) Hampstead Club, (26) Islesmere Club, (27) Rosemere Club, (28) Rosemount Club, (29) St. Lambert Country Club, (30) Laval-sur-le-Lac Club.

For good accommodation always look for the P.Q.T.A. Sign Post.



MONTREAL RADIAL MAP
 Towns at which recommended
 Accommodation is Available.

THREE RIVERS.
 B. Oubre.

Louiseville

Berthier

Joliette

St. Jerome

St. Denis

St. Eustache

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Official Guides

to the

City of Montreal's

Points of Interest

Any traveller planning to visit Montreal, the largest French city on the North American Continent, the third largest French city in the world, should do so accompanied by an Official Guide, who is thoroughly acquainted with its history and interesting spots.

In addition to its unique Mountain Park, a wilderness in the heart of a city, its Chateau de Ramesay, full of antiques, Montreal possesses the largest grain exporting equipment and cold storage plant in the world. The city founded by Maisonneuve is full of historical souvenirs and romantic legends—all of which only the official guides who have been thoroughly trained in this work, are competent to show in full to the visitors.

Montreal has an Official Corps of Guides, every member holding a diploma of competency and a permit issued by the Chief of Police. "Insist on being shown this permit."

**The Official Guides are Available at the Hotels or
at their Headquarters**

THE MONTREAL INFORMATION BUREAU

The Forum Bldg., Tel. Up. 8008



The Ghosts of Yesterday

Figures of a romantic past arise to greet us as we sail down the St. Lawrence on one of the Canada Steamship Lines' famous inland water cruises.

NO region on this continent is richer in historic lore than the St. Lawrence River Valley, where the gentlemen-adventurers and cossocked priests of Old France carved so deeply the mark of their daring and pioneer spirit.

First visited by Cartier in 1535, it has furnished the setting for many of the most inspiring pages written in history.

We embark at Montreal where Cartier found the Indian village of Hochelaga nestling under Mount Royal's slope.

Leaving the harbor for Quebec, our first impression is one of comfort. On shipboard we are surrounded with every luxury known to modern travel. We relax—and then we dream of other days when frailer barks than ours traversed these waters.

All along the shore we see tiny settlements, each bearing the name of some soldier of the Carignan-Salières Regiment, the first body of French regular troops dispatched to Canada by Louis XIV in 1665.

There is Varennes and Sorel, but before that Verchères with its statue to Madeleine Lalieuls, heroine of a savage attack on the settlement.

Morning light finds us nearing Cap Rouge, where Cartier wintered on his second voyage to Canada and where Roberval in 1541, unsuccessfully attempted to form a settlement.

It was from about opposite Cap Rouge that Wolfe and his little army floated down to the cove that now bears his name for his historic night attack on Quebec.

What a panorama of ghostly scenes o'erwhelms us. We see the tiny "Don de Dieu" of Champlain, we see his struggle to establish and hold a settlement in the shadow of the towering cape, we witness the coming of the Recollet Fathers, the gentle-black-robed Ursulines, the development of the power of Imperial France.

We go ashore. We marvel at the ancient buildings, the narrow winding streets. We visit the famous shrines, most famous of all, the neighboring Shrine of Ste. Anne de Beupré.

Then once more we take boat for the last lap of our journey—past Murray Bay with its beautiful Manoir Richelieu, to Tadoussac and the mystic Saguenay. Here again, we witness the exploits of Champlain and of Pont-grave and of Kirke the English Sea Rover who raided it in 1629 and we visit the little Chapel erected in 1648.

Up the Saguenay, we hear vague echoes from an even more distant past. Iberians, Vikings, Basque Sailormen, so tradition too remote for written history, tells us, visited these shores.

But here the glory of Nature arouses us from our dreams of the past and we rejoice in her magnificent canvasses and our ability to see and admire them at ease in our deck-chairs.

THE MANOIR RICHELIEU MURRAY BAY, QUEBEC

A Thoroughly Modern Hotel—250 Bathroom Suites
Excellent Service and Cuisine
Golf—Tennis—Horseback Riding—Salt Water Swimming
Bracing Healthful Air
AMERICAN PLAN

Ritz-Carlton Hotel

Montreal



Canada's Premier Hotel

Situated in Montreal's best residential district. Only Hotel in Montreal with beautifully laid out garden, where Afternoon Tea is served, and Musical Concert rendered every evening during the summer months.

Telegraphic and Cable Address: "Rizcarlton."
EMILE C. DESBAILLETS, Manager

NOTICE TO AUTO CHAUFFEURS AND DRIVERS

SPEEDING

DON'T exceed the speed limit, which is:

- (a) 8 miles an hour, when nearing a bridge, a crossing, a curve, the intersection of two streets, or within a distance of 300 feet before reaching a railway crossing.
- (b) 16 miles an hour, when meeting another vehicle.
- (c) 20 miles an hour, in the limits of cities and towns and in populous parts of other municipalities, as generally indicated by white square posts, lettered black, indicating locality and speed allowed.
- (d) 30 miles an hour, elsewhere.

RIGHT OF WAY

DON'T drive to the left of the road.

DON'T fail to give the right of way to the vehicle coming to your right at intersections, bifurcations or crossings of public roads.

DON'T pass a street car which is stationary for the purpose of taking on or discharging passengers until the street car has started and the passengers have reached the sidewalk, or until the traffic constable so orders.

DON'T pass beyond the rearmost portion of a street car, which is stationary, when overtaking same.

DON'T drive so that a street car in motion be to your right, when meeting or overtaking same, but to your left.

DON'T fail to stop, if signalled to do so by an authorized constable, or without signal when arriving at points where a sign or poster to that effect is displayed.

SYMBOLIC SIGNS

The use of symbolic signs, indicating any danger or direction on highways, has been adopted by all the provinces of the Dominion, in December, 1923.

The superiority of these signs are the following:—

- 1.—they can readily be seen and understood by every autoist, whatever may be his language, and even if he is illiterate.
 - 2.—On boards of even dimensions, they are seen and understood at a distance at least four times greater than where other signs are used.
 - 3.—They indicate the exact nature of the danger.
 - 4.—Being always placed 300 feet from the danger point, they not only do indicate the nature of the danger, but also its location, and where there are two danger spots, either together or immediately following one another, then the two dangers are represented by two signs placed on the same post.
 - 5.—The arrow indicates the direction of the main highway.
- "Follow the white-washed posts; they show the main roads of the Province."



On Montreal's Best Retail Corner
CANADA'S FINEST AND LEADING MEN'S SHOP

English Haberdashery and Sports Wear
Jaeger Pure Wool Sweaters, Gowns and Hosiery
Overcoats of Finest English and Scotch
Plaid-back Materials

R. J. Tooke Limited
MONTREAL

Gentlemen's Wearing Apparel

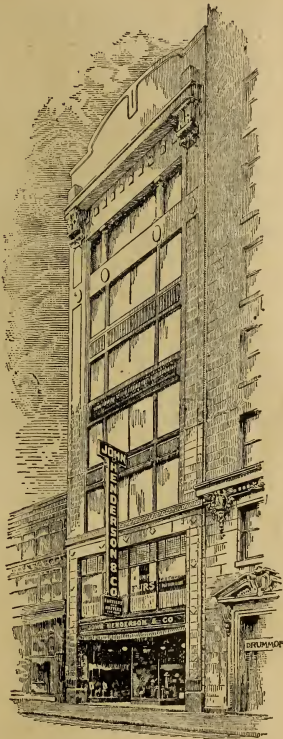
Established 1872

A Link With the Past

One of the oldest businesses in all America and one of Montreal's most famous is the Fur House of John Henderson & Co. at 517, St. Catherine St. West, founded in 1834.

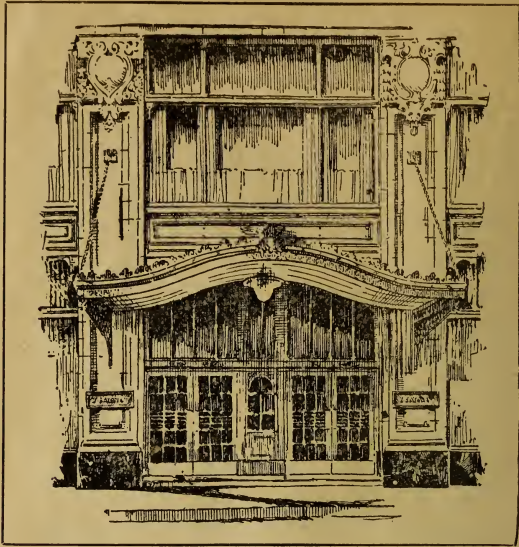
For nearly a hundred years the Henderson store has sold the finest furs in Canada. Prices have gone up and down with the market conditions of different years, but in all of the time that Henderson's have been in business their standard of quality has remained the same — "nothing less than the best." Today, the house is famous throughout Canada and the States for furs, men's hats, millinery and sound values.

For the visitor the Henderson store holds many interests. Many of the fur-coats and neck pieces exhibited are not to be seen elsewhere in America.



"Since Pickwicks Time"

Some two years ago the firm established its Man's Shop and Golfing Departments, and the exclusive imported British goods that they carry are particularly attractive to visiting Americans because they can be bought to better advantage than in the States, and the quality is unquestioned. The Henderson store should be visited by all tourists.



THE T EATON CO., LIMITED,
with large stores at Toronto and
Winnipeg—mail order houses that serve
Canada from coast to coast—and buying
offices in New York and large centres
of Europe—has taken over the Goodwin
Store at 325 St. Catherine St. West.
Elaborate building plans are under way,
and the new business is being conducted
along the same lines which have made
the name “EATON” a household word
throughout Canada.



The Most Modern Brewery In North America

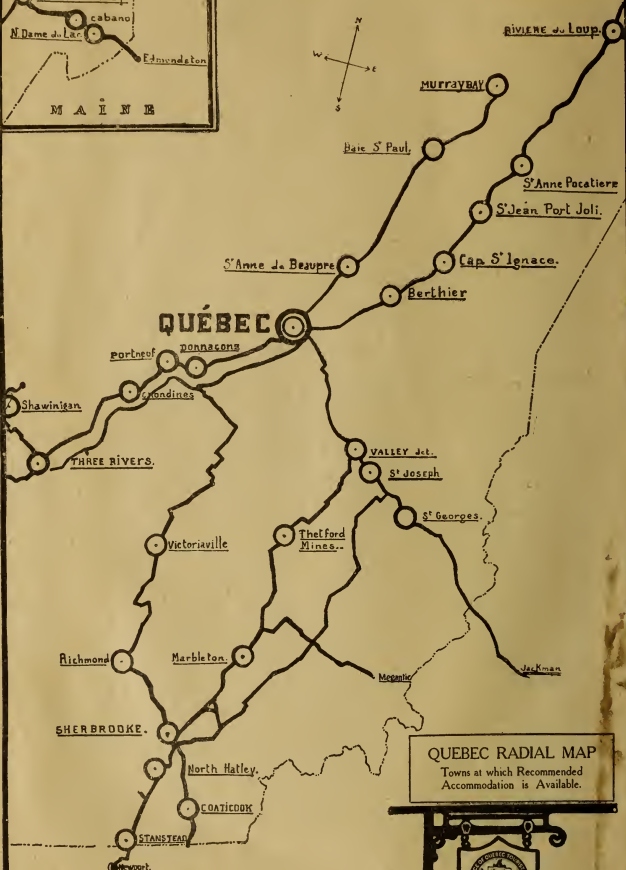
The policy of the Frontenac Breweries in adopting the most modern equipment—of searching the world for the finest malt and hops—of employing the mature judgment of an expert English Brewmaster—has earned the outstanding popularity which its products enjoy.

Frontenac Breweries, Limited
MONTREAL.

QUEBEC

Quebec, the "Rock City," the cradle of New France, is the most absorbingly interesting city of America. For nearly four hundred years the sentinel city of the majestic St. Lawrence, has been a dominant feature in the annals of the North American continent, and presents to-day unparalleled records and vestiges of the historic past. There are two cities to be seen in Quebec in one fascinating whole—the old French city, the Quebec of the seventeenth century and ancient capital of Canada, and modern Quebec, the provincial capital of to-day. The two, distinct yet united, form a great centre of art, sacred and secular history, architecture and religion. The Citadel, the Dufferin Terrace, the Grand Battery, the Laval University, the Cathedral of the Holy Trinity, the Hotel-Dieu, the Church of Notre-Dame-des-Victoires, the Basilica—the famous French Cathedral, the many other churches and convents: the "Haute-Ville," with its palaces and throngs of uniformed soldiers, sombre-garbed ecclesiastics, caleches and magnificent panoramas, these and hundred of other subjects and places of historic and romantic interest, make Quebec the most enchanting city in the New World.

For Further Information See Quebec Information Bureau



QUÉBEC RADIAL MAP
Towns at which Recommended Accommodation is Available.



Official Guides

OF THE

CITY of QUEBEC



Nothing should prevent the traveller from visiting Quebec, the oldest French city of the North American Continent, without being accompanied by an official guide who is thoroughly en rapport with the history of its old and interesting spots.

In addition to the charm of its picturesque situation—to the variety in architecture of its different buildings and the archaïque character of its battlements, this city which Champlain established is full of interesting souvenirs—of attractive and romantic legends—of historical monuments, all of which only the official guides, who have been thoroughly trained in this work, are competent to show in full to the visitors.

Quebec is the first city in Canada who has organized an official corps of guides; guides who are able to give to the visitor in one day, a greater knowledge of Quebec, its beauties and its history, than he would be able to discover in many days either by himself or with the aid of the ordinary coachman or chauffeur. These guides wear a uniform, brown in color and the cap of a French Marine Officer on which the above sign is pinned.

TROIS - RIVIERES

(Three-Rivers)

A metropolis in the making—

The second oldest French city on the north continent and the centre of the pulp and paper industry of the World.

Population 28,000

The beautiful half-way city on the Montreal-Quebec National highway is located on a sandy ridge, high and dry, at the juncture of the St. Lawrence and St. Maurice rivers. Its history is closely interwoven with that of the pioneers of the old French regime and the birth place of many of its most famous explorers.

The old historical Forges where as early as 1745 eight hundred men were employed, in casting cannons, mortars, bullets, stoves, kettles, etc.

The old shrine of Cap de la Madeleine with its mineral springs is only three miles distant.

The old monastery of the Ursulines with its famous museum.

The Anglican Church (1740) formerly the monastery of the Recollets which also served under the English rule as judicial court and jail.

Many splendid parks and shaded avenues.

Sandy beach. Exhibition grounds and race tracks.

Rotary Club, meets at noon Tuesdays at the Chateau DeBlois Hotel. Visiting members welcome.

Nine hole Golf Course. Tennis courts, fishing, boating, bathing, etc.

Splendid hotel accommodation. Picture houses. Fraternal societies, etc.

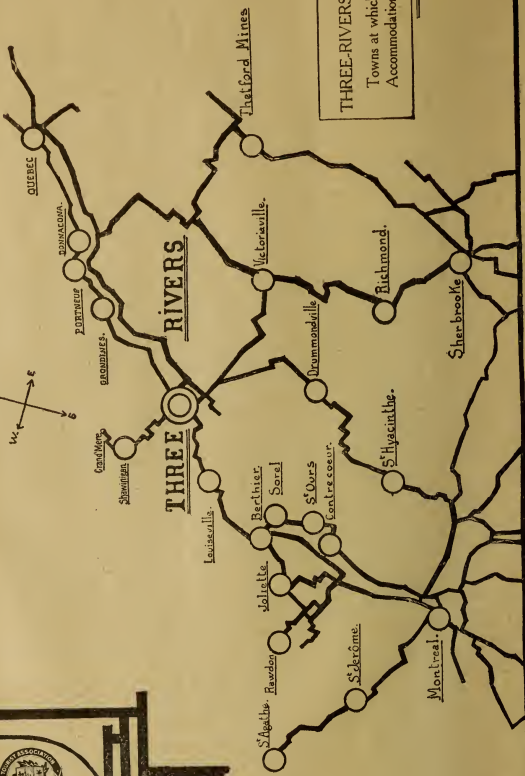
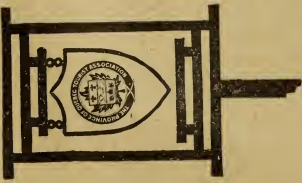
Up-to-date garages and service stations.

Beautiful side trips along the St. Maurice river on finest highways to Shawinigan Falls and Grand'Mère where one million H.P. is generated and distributed through the whole province of Quebec.

Trois-Rivières possesses the world's largest pulp and paper mills and can boast of having the only provincial technical school on pulp and paper manufacturing. The Wayagamack Pulp and Paper Co., The International Paper Co., The St. Maurice Paper Co., and The St. Lawrence Pulp & Paper Co. employ over 6,000 men.

There are many other important manufactories such as the Canada Iron Co. (with a production of over 210 tons of castings a day), Boot and Shoe Factories, etc. The Wabasso Cotton known the world over is also a Trois-Rivières product.

For further information on Trois-Rivières and district apply local Branch of P.Q.T.A., City-clerk, town hall and at the leading hotels.



THREE-RIVERS RADIAL MAP
Towns at which recommended
Accommodation is Available.



ST. LOUIS HOTEL

situated just off the main road on Des Forges Street, is in the heart of the commercial district of Three Rivers, caters to the travelling public and specializes in the comfort and entertainments of their guests.



Chateau De Blois,

23 Laviolette Avenue,
Three-Rivers, P.Q.

The Château De Blois Hotel of Three-Rivers, unique in this Province, is conducted along the lines of the famous Sanatorium - Hotels of Switzerland and the Thermal Establishments of Europe, Vichy, Evian, Aix, Carlsbad. The Château is centrally located in the most charming residential section of Three-Rivers away from the noise of the business district yet within five minutes walk of the churches, shops and theaters.

It is the ideal rest and health resort on the Montreal-Quebec Highway.

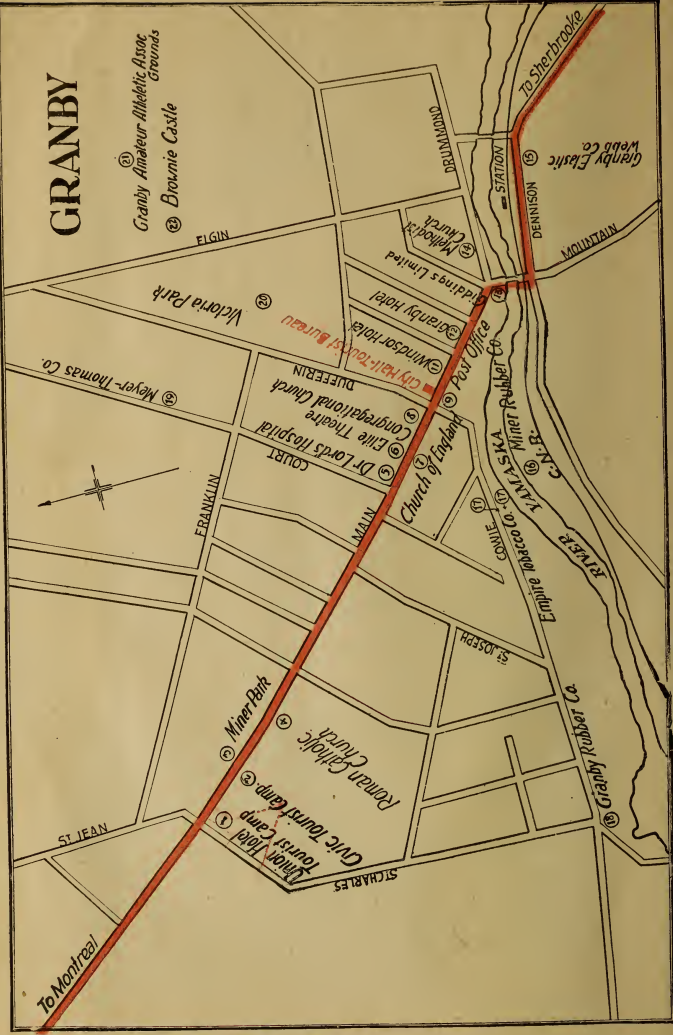
Visitors are cordially invited to partake and enjoy our famous "Madeleine" mineral water in all its freshness and purity.



CHARLES DE BLOIS, M.D.

GRANBY

① Granby Amateur Athletic Assoc Grounds
② Brownie Castle





GRANBY

“THE HOME OF THE BROWNIES”



BROWNIE CASTLE

The Home of Palmer Cox

Palmer Cox was the originator and author
of the Brownie Pictures



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For Further Information See City Hall Tourist Bureau

SHERBROOKE

QUEBEC

“The Electric City”

POPULATION

25,000

All Roads Lead to Sherbrooke Through
Wonderfully Attractive Scenery

Splendid accommodation of all kinds—12 hotels giving the maximum of comfort at reasonable rates. Rooming houses, Y. M. C. A. and Y. W. C. A.

Rotary Club meets at noon Tuesdays at the New Sherbrooke Hotel. Visiting members welcome.

Four Modern Theatres and Picture Houses.

Many attractive shops on Wellington Street—Sherbrooke's main thoroughfare.

Art Gallery, Social Clubs, Fraternal Societies.

Excellent Golf Course—Tennis Courts.

Numerous lakes nearby—Fishing, boating and bathing.

Only 16 miles from the famous Massawippi and Memphremagog Lakes which are surrounded by summer cottages and beautiful scenery.

Many beautiful side trips over the finest Provincial Highways.

Up-to-date Garages and Service Stations.

Sherbrooke—The Hub of the Province of Quebec, should be a centre of interest to Automobile Tourists.

For further information, apply to the local
branch of the

Province of Quebec Tourist Association

54 KING ST. WEST, SHERBROOKE, P.Q.

(Location indicated on map on opposite page)

ROUTE No. 1

QUEBEC—THREE RIVERS—MONTREAL

Distance—178.1 miles

MONTREAL—LEVIS

Distance—164.0 miles



RECOMMENDATIONS

- Quebec-Three Rivers—Montreal
- DONNACONA—Good accommodation. Paper mills. Scenery.
- PORTNEUF—Good accommodation. Fishing, boating. Scenery.
- GRONDINES—Good accommodation. Fishing, boating, hunting. Silver fox farm. Ferry.
- THREE RIVERS—Important industrial town. Pulp and paper mills. Ferry, boating, fishing, water power. Historical points, monuments. Good accommodation. Mineral waters.
- LOUISEVILLE—Good accommodation. Local museum. Fishing, hunting. Mineral Waters.
- BERTHIERVILLE—Good accommodation. Ferry to Sorel. Fishing, hunting. Scenery.

- Montreal-Levis
- CONTRECOEUR—Good accommodation. Fishing, hunting.
- ST. OURS—Near Sorel. Good accommodation. Shrine. Fishing, hunting.
- SOREL—Good accommodation. Shipyards. Fishing, boating, hunting. Scenery.

Scale: Approx. 1/4" 10 miles.
 Red Lines C. P. Ry.
 Blue Lines C. N. Ry.
 Heavy Black Lines Auto Highways

ROUTE No. 2

MONTREAL—ST. JOVITE. Distance—83.1 miles

MONTREAL—PTE. FORTUNE. Distance—57.2 miles

MONTREAL—COTEAU. Distance—44.3 miles

MONTREAL—LACHUTE. Distance—46.4 miles



RECOMMENDATIONS

- ST. DONAT—Good accommodation. Fishing, canoeing, camping.
- ST. FAUSTIN—Good accommodation. Fishing, camping. Scenery.
- ST. ADOLPHE DE HOWARD—Good accommodation. Fishing, hunting. Scenery.
- ST. AGATHE—Good accommodation. Fishing, boating. Scenery.
- ST. MARGUERITE—Good accommodation. Fishing, winter sports. Scenery.
- STE. ADELE—Good accommodation. Scenery. Paper mills.
- SHAWBRIDGE—Good accommodation. Boys' farm. Winter sports.
- ST. JEROME—Industrial centre. Good accommodation. Picturesque town.
- ST. EUSTACHE—Historical Church. The Stronghold of 1837 Rebellion.
- POINTE FORTUNE—Good accommodation. Fishing, boating.
- RIGAUD—Good accommodation. Shrine. Devil's field.

Scale: Approx. 1" 10 miles.
 Red Lines C. P. Ry.
 Blue Lines C. N. Ry.
 Heavy Black Lines Auto Highways

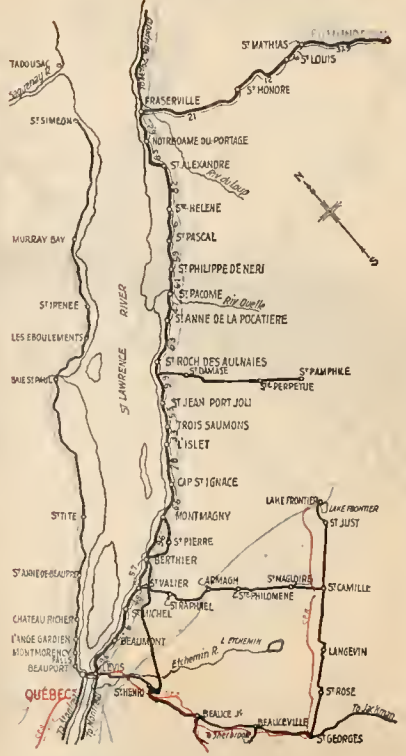
ROUTE No. 3

EDMUNDSTON—QUEBEC

Distance—197.5 miles

QUEBEC—ST. SIMEON

Distance—127.4 miles



RECOMMENDATIONS

- SOUTH SHORE Quebec-Edmundston.
- ST. MATHIAS—(Cabano) Good accommodation. Fishing, hunting.
- FRASERVILLE (Riv. du Loup) Good accommodation. Fine scenery, fishing. Summer resort.
- NOTRE DAME DU LAC (near Cabano) Good accommodation. Fishing, boating. Summer resort.
- STE. ANNE DE LA POCA-TIERRE—Good accommodation. Agricultural college.
- ST. JEAN PORT JOLI—Good accommodation. Boating, fishing. Summer resort. Historical Church.
- CAP ST. IGNACE—Good accommodation. Fishing, hunting. Summer resort.
- BERTHIER—Good accommodation. Tennis, hunting.
- NORTH SHORE Quebec-St. Simeon
- QUEBEC—Good accommodation. Summer resort, Golf. Fine scenery, Camp. Historical Sites.
- MONTMORENCY—Late Duke of Kent House. Zoo, Waterfalls. Summer resort.
- STE. ANNE DE BEAUPRE—National Shrine. Good accommodation.
- BAIE ST. PAUL—Summer resort.
- LES EBOULEMENTS—Summer resort.
- ST. IRENE—Summer resort.
- MURRAY BAY—Good accommodation. Summer resort. Ferry.

Scale: Approx. 1/2" 10 miles.
 Red Lines C. P. Ry.
 Blue Lines C. N. Ry.
 Heavy Black Lines Auto Highways

ROUTE No. 4

QUEBEC—SHERBROOKE—ROCK ISLAND

Distance—176.8 miles



RECOMMENDATIONS

- BEAUCO JUNCTION or VALLEY JUNCTION—Good accommodation. Fishing, boating, hunting and camping.
- ST. JOSEPH DE BEAUCO—Good accommodation. Fishing, camping, tennis. Judicial centre.
- ST. GEORGES DE BEAUCO—Good accommodation. Fishing, hunting.
- THETFORD MINES—Good accommodation. Largest asbestos mines in the world. Golf.
- MARBLETON—Good accommodation.
- SHERBROOKE—Industrial centre. Queen City of Eastern Townships. Good accommodation. Golf.
- NORTH HATLEY—Good accommodation. Lake Massawippi. Tennis, hunting, yachting, fishing, golf. Cure d'air. Summer resort.
- STANSTEAD—Good accommodation. Summer resort.

Scale: Approx. 1/2" 10 miles.
 Red Lines C. P. Ry.
 Blue Lines C. N. Ry.
 Heavy Black Lines Auto Highways

ROUTE No. 5

MONTREAL—MALONE (Via Huntingdon)

Distance—80.6 miles



RECOMMENDATIONS

- ST. LAMBERT—Victoria Bridge (Montreal) one of the longest bridges in the world.
- CAUGHNAWAGA—Troquais Indian Reservation. Ferry to Lachine.
- CHATEAUGUAY—Summer Resort. Historical Battlefields.
- STE. MARTINE—Good accommodation. Fishing, boating, hunting.
- VALLEYFIELD—Industrial Centre. Good accommodation. Fishing, boating, hunting. Tennis, annual fair. Boats to Montreal.
- HUNTINGDON—Good accommodation. Cheese factory. Tennis, fishing.
- KENSINGTON—Canadian Customs.
- TROUT RIVER—U. S. Customs.

Scale: Approx. 1" 10 miles.
 Red Lines C. P. Ry.
 Blue Lines C. N. Ry.
 Heavy Black Lines Auto Highways

RECOMMENDATIONS

- ST. LAMBERT—Victoria Bridge (Montreal) one of the longest bridges in the world.
- CAUGHNAWAGA—Troquais Indian Reservation. Ferry to Lachine.
- CHATEAUGUAY—Summer Resort. Historical Battlefields.
- STE. MARTINE—Good accommodation. Fishing, boating, hunting.
- VALLEYFIELD—Industrial Centre. Good accommodation. Fishing, boating, hunting. Tennis, annual fair. Boats to Montreal.
- HUNTINGDON—Good accommodation. Cheese factory. Tennis, fishing.
- KENSINGTON—Canadian Customs.
- TROUT RIVER—U. S. Customs.

ROUTE No. 6

MONTREAL—LACOLLE

Distance—36.8 miles

MONTREAL—ST. JOHNS

Distance—28.7 miles



RECOMMENDATIONS

LONGUEUIL—

Ferry to Montreal.
Historical Building.

ST LAMBERT—

Victoria Bridge to Montreal, one of the longest bridges in the world.

CHAMBLY—

Historical spot.
Old Fort, scenery.
Camping, Golf.

ST. JOHNS—

Industrial Centre.
Good accommodation.
Fishing, boating, golf.

ST. PAUL ILE AUX NOIX—

Fishing, boating, bathing, hunting.
Summer resort.
Lennox Fort.

NAPIERVILLE—

Good accommodation.

LACOLLE—

Canadian Customs.

ROUSES POINT—

U.S.A. Customs.

Scale: Approx. 1" = 10 miles.
Red Lines C. P. Ry.
Blue Lines C. N. Ry.
Heavy Black Lines Auto Highways.

ROUTE No. 7

MONTREAL—GRANBY—SHERBROOKE

Distance—97.5 miles



RECOMMENDATIONS

CHAMBLY—

Historical sites.
Old Fort.
Camping, fishing, golf.
Scenery.

ST. HYACINTHE

Good accommodation.
Bishop's Palace.
Industrial centre.
Scenery, convent.
Hospital, city attractions.

GRANBY—

Industrial centre.
Good accommodation.
Golf, camping grounds.
Scenery.

WATERLOO—

Good accommodation.
Industrial centre.
Fishing, hunting.
Summer resort.
Floating Island.

KNOWLTON—

On shores of Brome Lake.
Good accommodation.
Fishing, hunting.
Scenery, tennis.
Summer resort.
Golf.

ORFORD LAKE—

Fishing, boating.
Camping, scenery.
Mountain climbing.

MAGOOG—

Good accommodation.
Scenery.
Fishing, boating.
Industrial town.
Hunting.
Interesting legends.
Ferry to Newport.

SHERBROOKE—

Industrial city.
Good accommodation.
Queen City of Eastern townships.
Golf.

Scale: Approx. 1" = 10 miles.
Red Lines C. P. Ry.
Blue Lines C. N. Ry.
Heavy Black Lines Auto Highways.

ROUTE No. 8

MONTREAL—NEWPORT

Distance—103.1 miles



RECOMMENDATIONS

ST. JOHNS—

Industrial centre.
Good accommodation.
Golf, tennis, yachting, fishing.

FARNHAM—

Industrial centre.
Good accommodation.
Tobacco centre.

NAPIERVILLE—

Good accommodation

BEDFORD—

Good accommodation
Fishing, hunting.
Good summer resort.

DUNHAM—

Good accommodation.
Summer resort.

COWANSVILLE—

Good accommodation.
Silk manufacturing.
Fishing, hunting.
Summer resort.
Golf.

SWEETSBURG—

Good accommodation.
Summer resort.

KNOWLTON—

Good accommodation.
Lake Brome, fishing.
Fine scenery.
Beautiful summer resort.
Golf.

Scale: Approx. 1" = 10 miles.
Red Lines C. P. Ry.
Blue Lines C. N. Ry.
Heavy Black Lines Auto Highways.

ROUTE No. 9

SHERBROOKE—VICTORIAVILLE—QUEBEC

Distance—130.0 miles



RECOMMENDATIONS

VICTORIAVILLE—

Good accommodation.
Furniture manufacturing centre.
Tennis, Bathing, fishing.

PLESSISVILLE—

Manufacturing centre.

ARTIBASKAVILLE.

Residence of late Sir Wilfrid Laurier.
Judicial centre.

WARWICK—

Industrial centre.

DANVILLE—

Fine scenery.

ASBESTOS—

Asbestos Mines.
Fishing spot.

RICHMOND—

Good accommodation.
Jessop's Cattle Ranch.
Wales home.

WINDSOR MILLS—

Watapeka Falls.
St. Francis River Dam.
Paper mills.

BROMPTONVILLE—

Power Dam.
Lumber Mills.

SHERBROOKE—

Good accommodation.
City attractions.
Golf Club, tennis.
Industrial centre.
Hub of Province.

COATICOOK—

Good accommodation.

Scale: Approx. 1" = 10 miles.
Red Lines C. P. Ry.
Blue Lines C. N. Ry.
Heavy Black Lines Auto Highways.

ROUTE No. 10

QUEBEC—ARMSTRONG

Distance—115.0 miles



RECOMMENDATIONS

LEVIS—

The Three Forts.
N.D. des Victoires Church.
Legend of the Wooden Statue.

ST. HENRI—

Paintings by Old Masters.

STE. MARIE—

House where Cardinal Taschereau was born.

BEAUCÉ JUNCTION or VALLEY JUNCTION—

Good accommodation.
Fishing, hunting, boating, camping.

ST. JOSEPH—

Good accommodation.
Fishing, hunting, boating.
Old Mills, camps.
Summer resort.

ST. GEORGES—

Good accommodation.
Fishing, hunting.
Black Fox farm.
Camps.

ARMSTRONG—

Canadian Customs.

JACKMAN—

U. S. Customs.

Scale: Approx. 1" = 10 miles.
Red Lines C. P. Ry.
Blue Lines C. N. Ry.
Heavy Black Lines Auto Highways.



During the motoring season, newspapers are daily filled with reports of casualties bringing pleasant tours to a tragic end. Not a day passes but adds a victim to the black list of the road.

+ + +

Prudence and respect of the law are the watchwords automobilists should adopt. The day they reduce these watchwords into practice, a decisive step will have been taken towards perfect security in traffic.