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1930



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HOW TO VISIT

# TROIS-RIVIERES



OLD FRANCE  
IN  
NORTH AMERICA  
THE PLAYGROUND OF THE NORTH



*Even before the Pilgrim Fathers gathered.*

*On these wild shores unknown as yet unnamed.*

*Old France had raised her Royal Standard bearing The Golden Lillies and with pride had claimed*

*The Mountains — Valleys—Timberlands and Mines. All Nature's wealth within its Border Lines.*

12 p. 1920's? maps

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History of

# TROIS-RIVIÈRES

Trois Rivières first appears in history when Father Le Caron, Recollet Monk, celebrated the Mass at this point on the shores of the St. Lawrence on July 25, 1615. The city itself was founded in 1634 by Chevalier de Laviolette, and the name Trois Rivières (Three Rivers) was given to it because the three branches of the St. Maurice river join the waters of the St. Lawrence at this spot.

The St. Maurice River received its name from Maurice Poulin, first owner of the St. Maurice Forges.

Trois Rivières, during the 17th century, became not only an important fur-trading post, but also a meeting-place for the making of treaties between the Indians and the French.

In 1652, on August 18th, a large war party of Iroquois Indians ravaged the vicinity and massacred many of the inhabitants. The carved group representing the crucifixion of Christ, known as "Le Calvaire", on the Montreal-Quebec highway, commemorates the event.

Trois Rivières was the birth-place of Pierre Gauthier de Varenne, Sieur de la Verendrye, who spent his life in exploring the great west. His two sons discovered the Rocky Mountains in 1743.

In 1776, a detachment of American troupes, commanded by Captain Wm. Duforth, took possession of the town, but retired on May 20th of the same year.

The first saw-mill, known under the name of "Le Moulin des Américains," was established in 1852, and since that time Trois Rivières has developed into a large industrial centre.

## NATIONAL SHRINE OF THE HOLY VIRGIN

Some two miles below Trois Rivières, on the banks of the St. Lawrence River, is the city of Cap de la Madeleine, where the National Shrine of the Holy Virgin in Canada is situated. This church, one of the oldest in Canada, and probably the best preserved, was built in 1714. In 1924, 80,000 pilgrims visited this shrine.

## INDUSTRY

The industrial development of Trois Rivières commences with the establishment of the Old Forges of the St. Maurice by a commission from the King of France in 1745, and one may still see the ruins of the furnaces in which the bullets were made alternately by the French and English during their wars.

## TRANSPORTATION

The city is well situated from a transportation point of view. Water, railway and road transportation give facilities to the promotion of new industries as well as to scenic, sporting and camping trips.

## POPULATION

There has been a very considerable increase in the population of Trois Rivières during the last 10 years, bringing the total number to 35,000 persons.

## MANUFACTURING

Large pulp and paper mills have adopted Trois Rivières as their manufacturing centre.

The Wayagamack Pulp & Paper Company has a daily production of 125 tons of paper per day.

The Canadian Iron Foundries Limited produces 175 tons per day of pipe and 75 tons per day of iron castings.

The Wabasso Cotton Company Limited has an output of 300,000 yards of cotton per week, which, with the St. Maurice Lumber Company and many other industries, are steadily developing this well-located, large manufacturing centre.

## WATER POWER

The Shawinigan Light & Power Company, established within 45 minutes ride of Trois Rivières, can supply almost unlimited power facilities.

The development at Shawinigan Falls on the St. Maurice River has a capacity of 225,000 H.P.

## SPORT

Fine fishing and game country is within easy reach and first-class guides are available when required to arrange expeditions for the visitors.



**J. L. FORTIN, LTD.**

**Departmental Store**

(FOUNDED IN 1888)

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*Specialties*

**Ladies' Fur Coats**

**Woollen Blankets**

**Shamrock Linens**

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**TOURISTS**

**ARE**

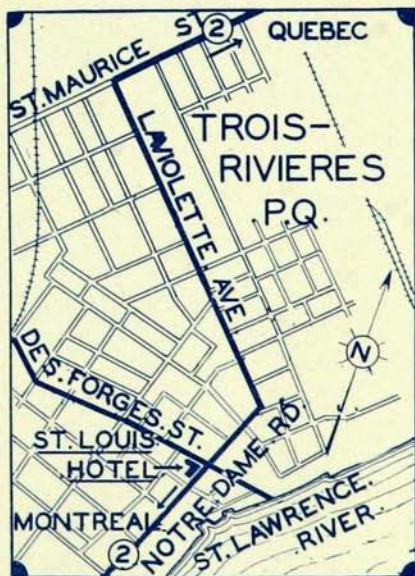
**WELCOME!**

# TROIS-RIVIERES

CANADA

(HALF-WAY BETWEEN MONTREAL AND QUEBEC)

## HOTEL ST-LOUIS



QUICK SERVICE

GOOD ACCOMMODATION

MODERATE PRICES

# TROIS-RIVIERES

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## POINTS OF INTEREST

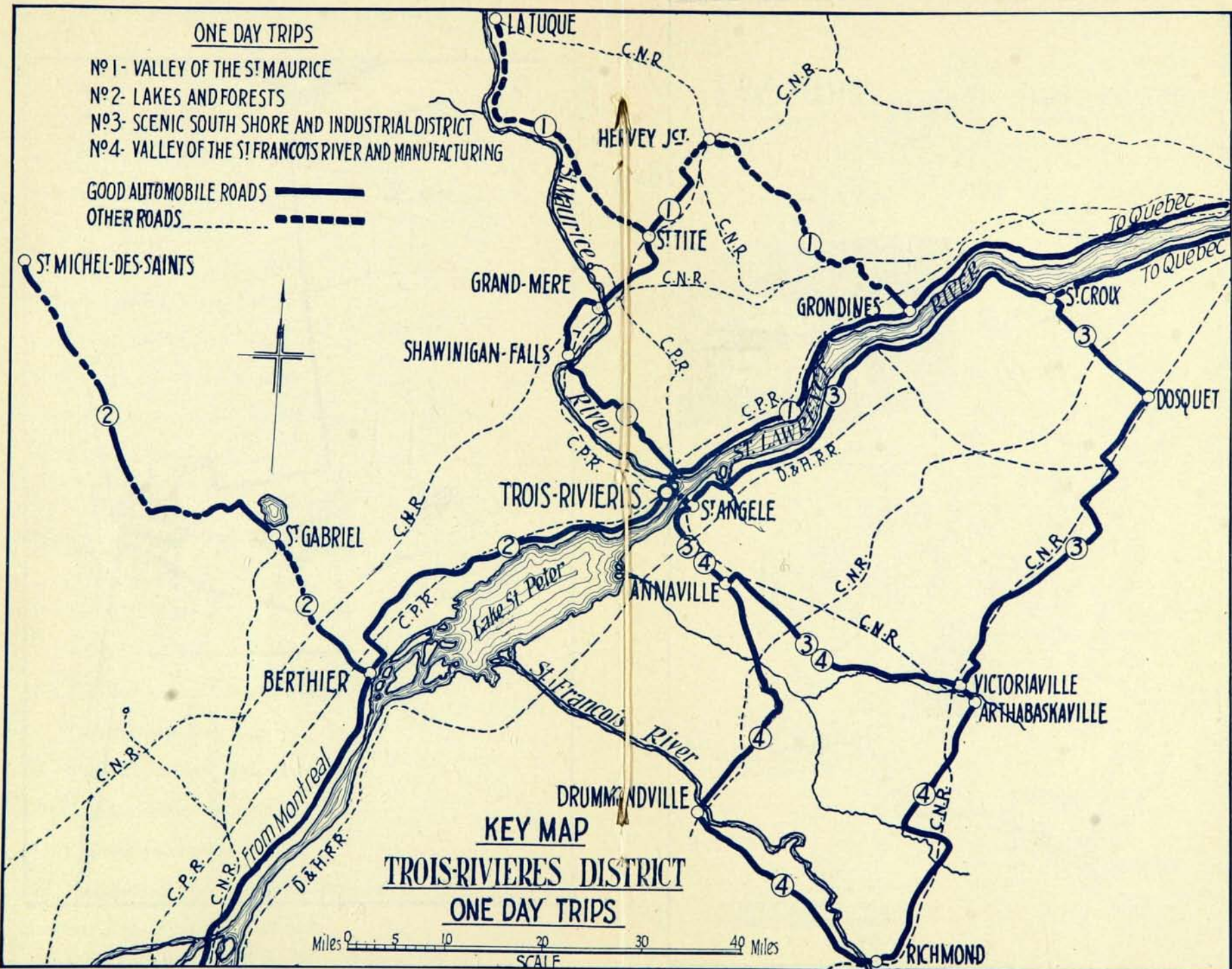
1. Site of the Massacre of 1692.
2. Site of the Battle, in February, 1776, between the Americans and Canadians.
3. The Windmill.
4. The "Platon."
5. Site of the first Jesuit Chapel.
6. Site of LaVerendrye's House.
7. Anglican Church and Rectory.
8. Ursulines' Convent.
9. St. Maurice Lumber Co., or "The Americans' Mill."
10. First Public School in Trois Rivières.
11. Methodist Church.
12. Catholic Cathedral.
13. St. Andrew's Presbyterian Church.
14. The Technical and Paper-Making School.
15. Trois Rivières Seminary.
16. Wabasso Cotton Company, Limited.
17. Canadian Foundries Limited.
18. Exhibition Grounds.
19. Wayagamack Pulp and Paper Company.
20. Site of the First Parish Church.  
The National Shrine of the Holy Virgin in Canada.



# ONE DAY TRIPS

- Nº 1- VALLEY OF THE ST MAURICE
- Nº 2- LAKES AND FORESTS
- Nº 3- SCENIC SOUTH SHORE AND INDUSTRIAL DISTRICT
- Nº 4- VALLEY OF THE ST FRANCIS RIVER AND MANUFACTURING

GOOD AUTOMOBILE ROADS ———  
OTHER ROADS - - - - -



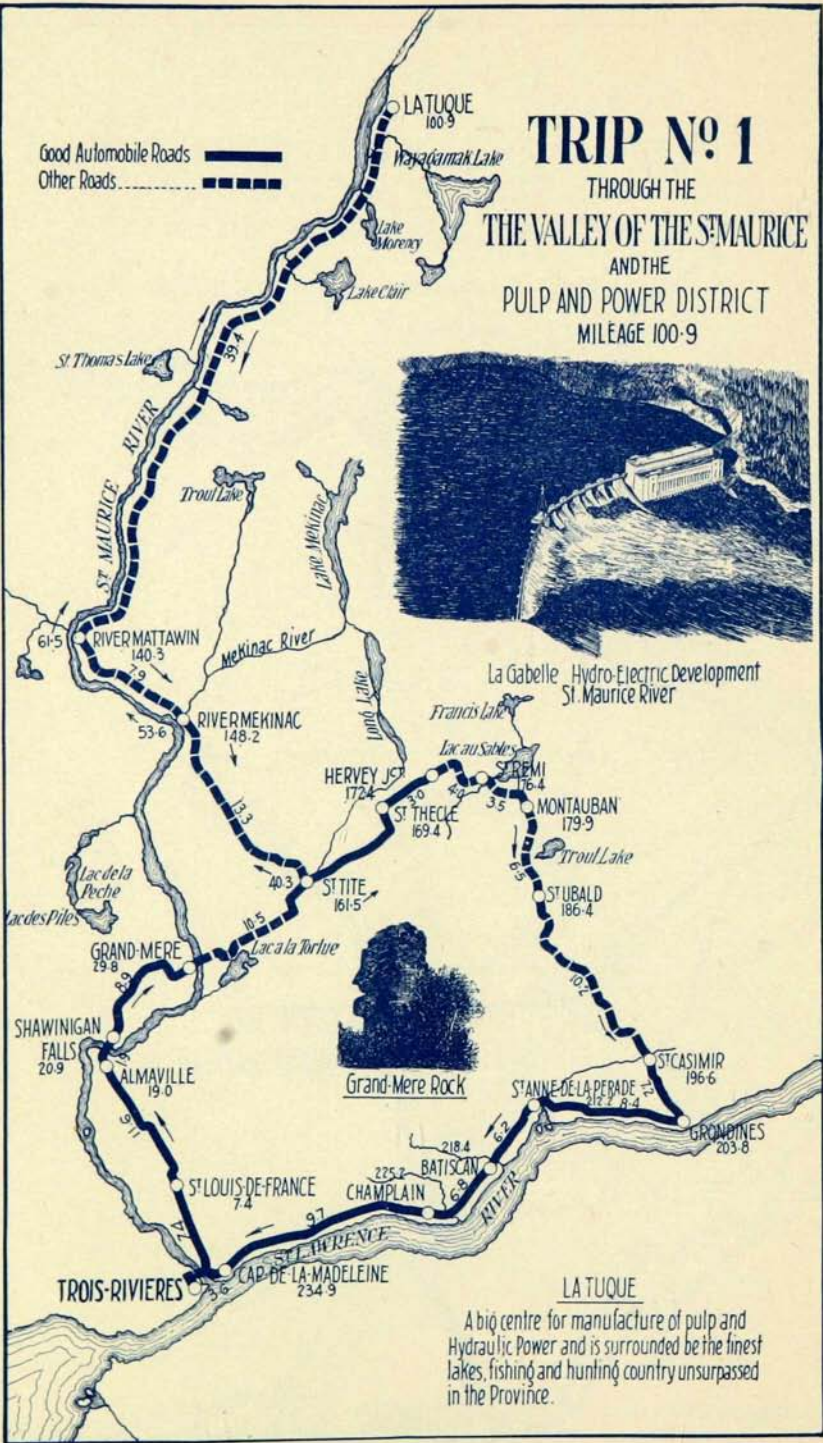
**KEY MAP**  
**TROIS-RIVIERES DISTRICT**  
**ONE DAY TRIPS**

Miles 0 5 10 20 30 40 Miles  
SCALE

Good Automobile Roads ———  
 Other Roads - - - - -

# TRIP N° 1

THROUGH THE  
 THE VALLEY OF THE ST MAURICE  
 AND THE  
 PULP AND POWER DISTRICT  
 MILEAGE 100-9



A big centre for manufacture of pulp and Hydraulic Power and is surrounded by the finest lakes, fishing and hunting country unsurpassed in the Province.

FOR SERVICE—CALL AT

# LEGARE AUTO OF TROIS RIVIERES, LTD.

212 NOTRE DAME STREET

TROIS RIVIERES, QUE.



*Always on Hand:*

TIRES

TUBES

PARTS and ACCESSORIES

# Perhulu & Odiail LIMITÉE

*French Restaurant*

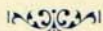


TABLE D'HOTE AND A LA CARTE



LUNCH	-	-	-	75c.
DINNER	-	-	-	95c.

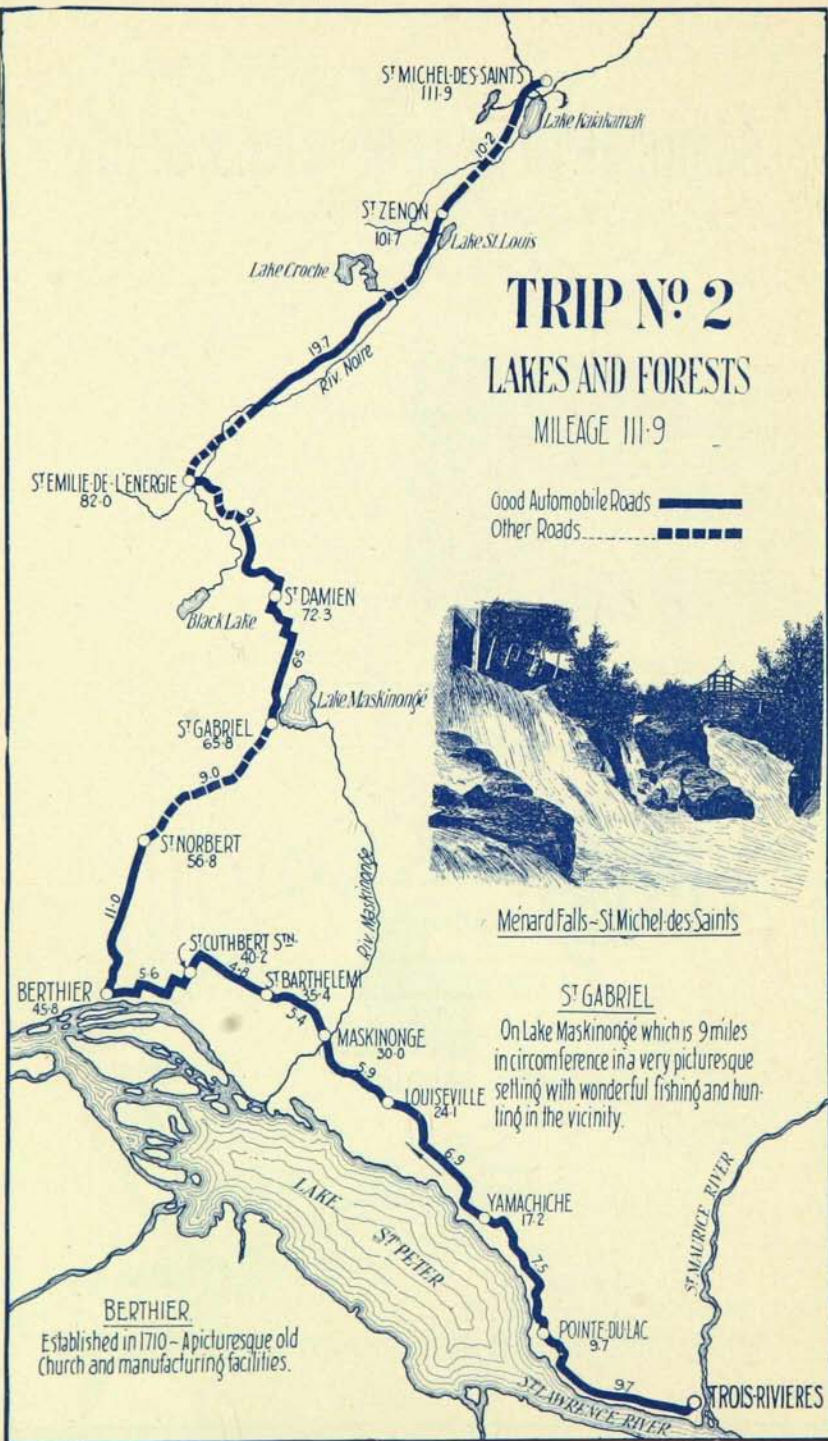
*WINE AND BEER ARE SERVED WITH MEALS*

# TRIP N° 2

## LAKES AND FORESTS

MILEAGE 111.9

Good Automobile Roads   
 Other Roads 



Ménard Falls - St. Michel-des-Saints

### ST GABRIEL

On Lake Maskinonge which is 9 miles in circumference in a very picturesque setting with wonderful fishing and hunting in the vicinity.

### BERTHIER

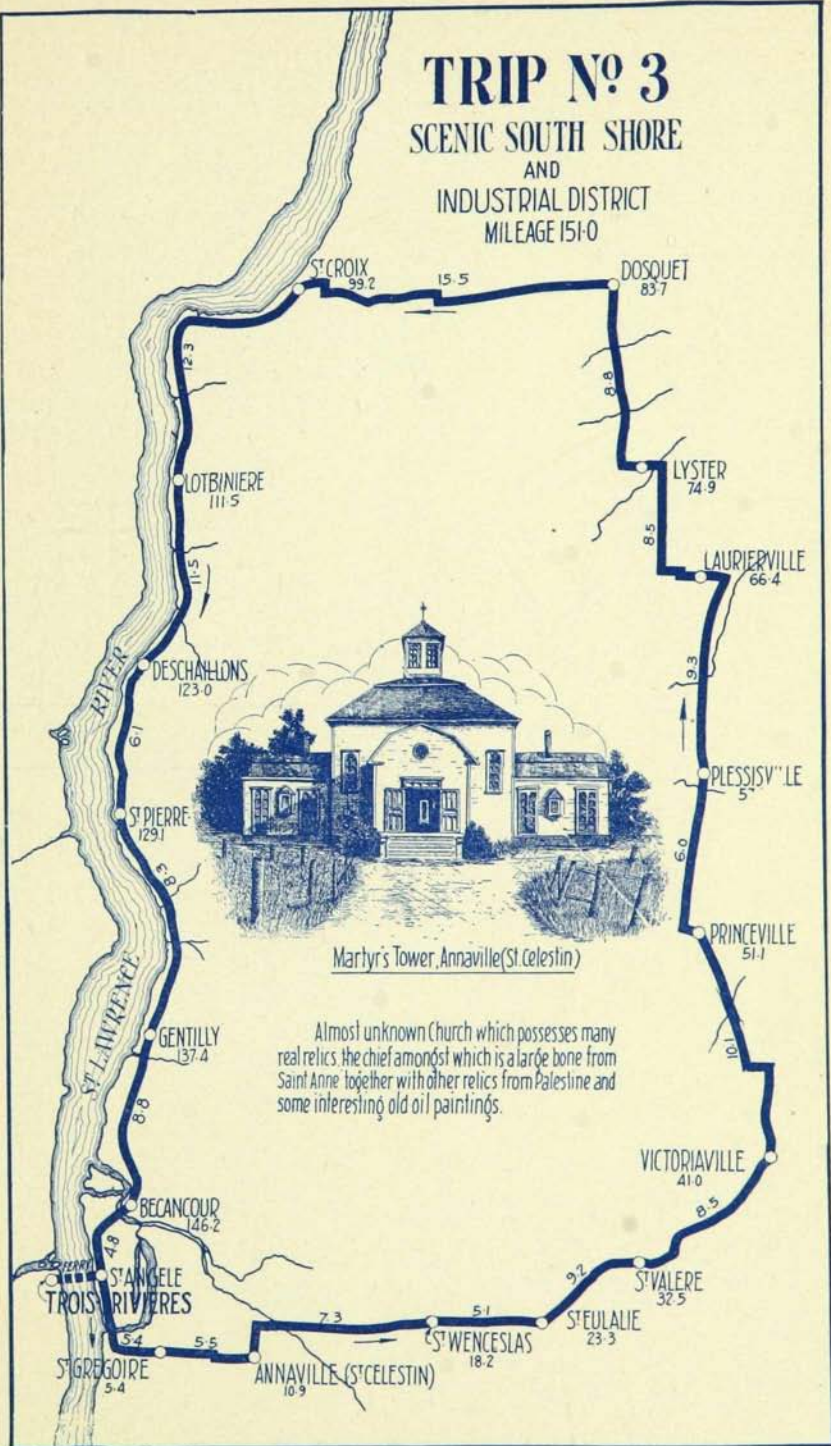
Established in 1710 - Picturesque old Church and manufacturing facilities.

TROIS-RIVIERES

# TRIP N<sup>o</sup> 3

## SCENIC SOUTH SHORE AND INDUSTRIAL DISTRICT

MILEAGE 151.0



Martyr's Tower, Annville (St. Celestin)

Almost unknown Church which possesses many real relics the chief amongst which is a large bone from Saint Anne together with other relics from Palestine and some interesting old oil paintings.

# LA PHARMACIE NORMAND

A RELIABLE DRUGGIST

*Store located on*

THE NATIONAL MONTREAL-QUEBEC HIGHWAY

Corner Notre-Dame and Des Forges St.

AT TROIS RIVIERES

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The place where you can find a complete assortment of French Perfume, Kodak and Kodak Supplies, French and English and American Patent Medicines.

*Information given with pleasure to Tourists.*

TROIS RIVIERES, P.Q., CANADA

WHEN VISITING TROIS-RIVIERES STOP AT

## Chateau de Blois

23 Lavolette Ave. - - Trois-Rivières, P.Q., Canada

HOTEL ACCOMMODATION 250

"A HOME ON THE ROAD"

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The Chateau is centrally located in the most charming residential section of Trois-Rivières away from the noise of the business district, yet within five minutes walk of the churches shops and theatres.

RATES:—European Plan \$2.00 and up (use of bath)

150 OUTSIDE ROOMS. All Rooms have hot and cold running water, single or "en suite", with or without private bath. Special attention to Automobile Parties. Elevator Service. Garage Connected. Phone 1260.

GOLF, TENNIS, FISHING, SADDLE HORSES.  
MINERAL BATHS ELECTRIC BATHS

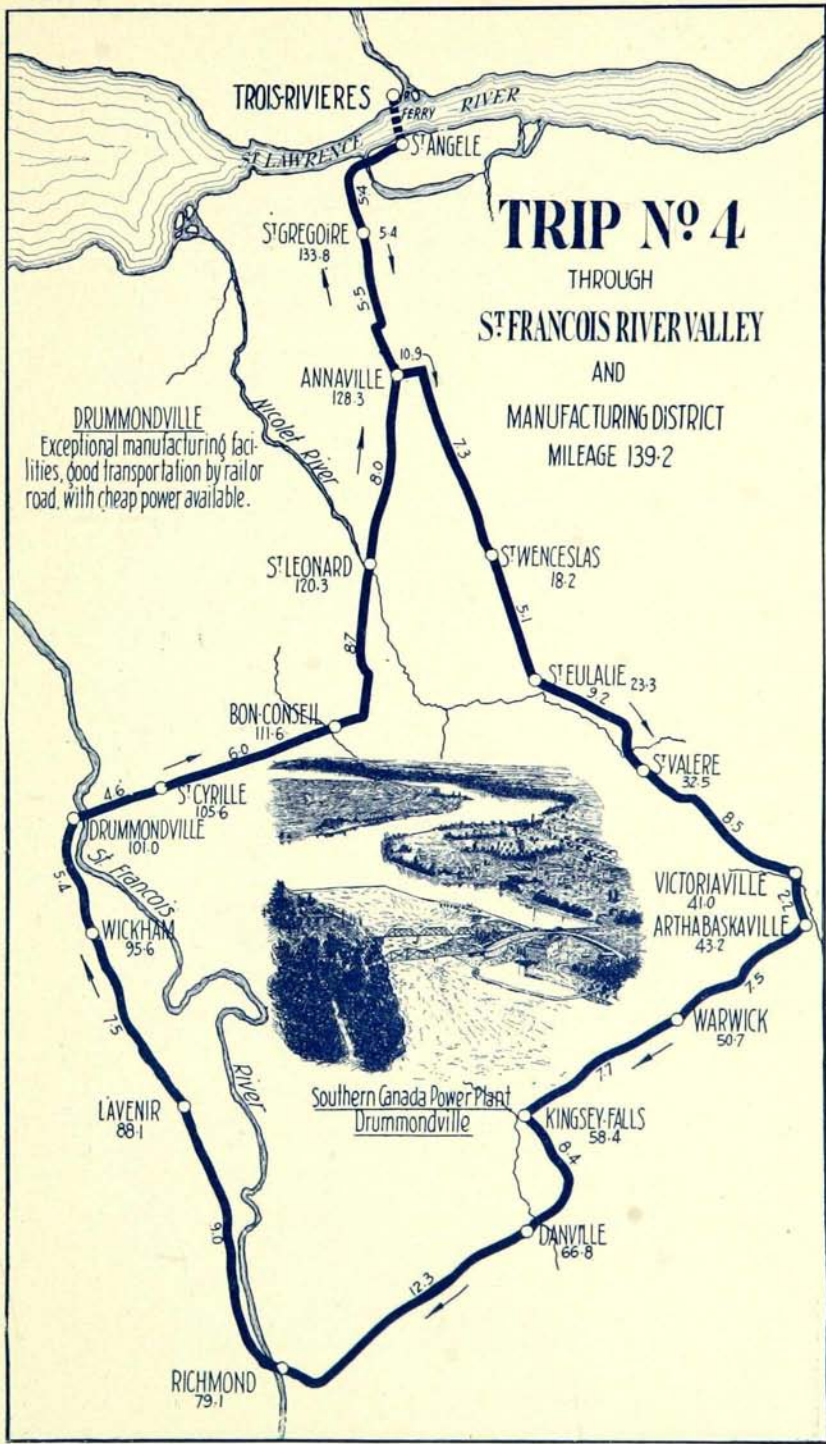
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FRENCH RESTAURANT AND GRILL ROOM

A La Carte Service from 6 a.m. to 12 midnight or Table d'Hote

French Cooking. Wines served with Meals.

Music



TROIS-RIVIERES

S'ANGELE

# TRIP N° 4

THROUGH  
S' FRANCOIS RIVER VALLEY

AND

MANUFACTURING DISTRICT  
MILEAGE 139.2

### DRUMMONDVILLE

Exceptional manufacturing facilities, good transportation by rail or road, with cheap power available.

S'GREGOIRE 133.8

ANNAVILLE 128.3

S'LEONARD 120.3

S'WENCESLAS 18.2

BON-CONSEIL 111.6

S'EULALIE 23.3

S'CYRILLE 105.6

S'VALERE 32.5

DRUMMONDVILLE 101.0

VICTORIAVILLE 41.0

WICKHAM 95.6

ARTHABASKAVILLE 43.2

L'AVENIR 88.1

KINGSEY-FALLS 58.4

WARWICK 50.7

Southern Canada Power Plant  
Drummondville

DANVILLE 66.8

RICHMOND 79.1

St. Lawrence RIVER

Nicolet River

St. Francois River

River

FERRY

5.4

5.5

10.9

8.0

7.3

5.1

9.2

8.5

8.5

4.6

5.4

7.5

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12.3

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12.3

12.3

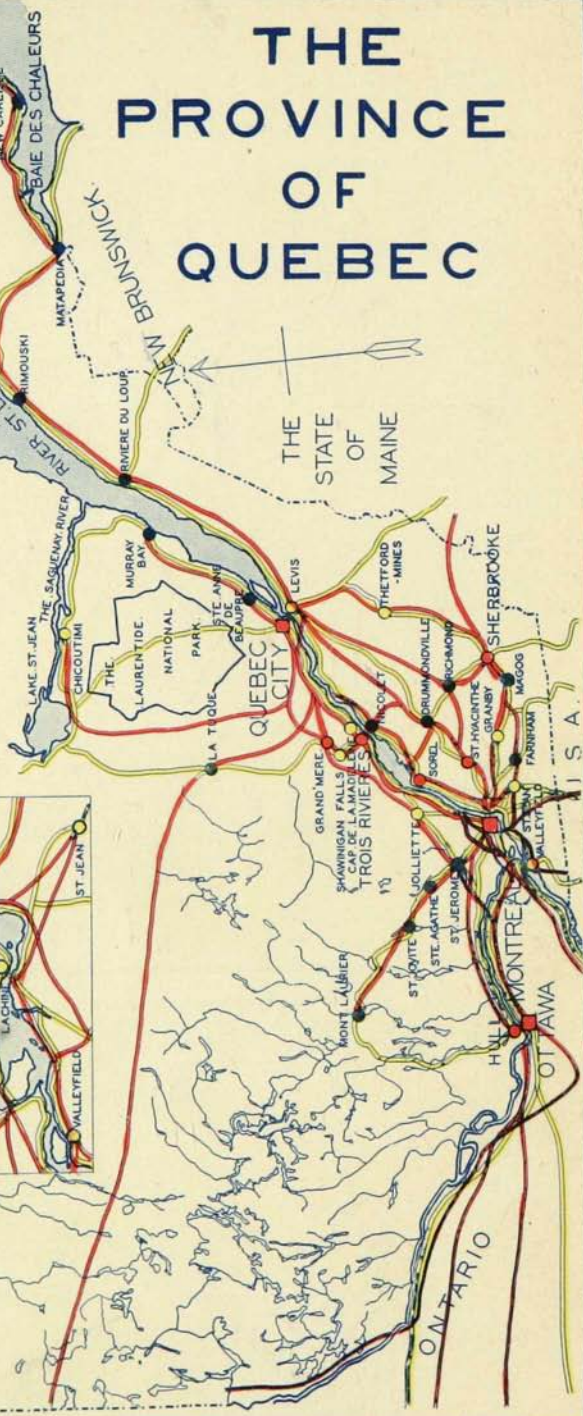
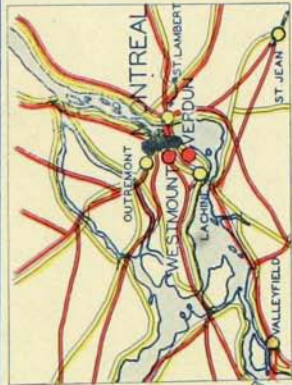
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# THE PROVINCE OF QUEBEC

THE GULF OF ST. LAWRENCE



THE STATE OF MAINE

NEW BRUNSWICK

BNQ



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