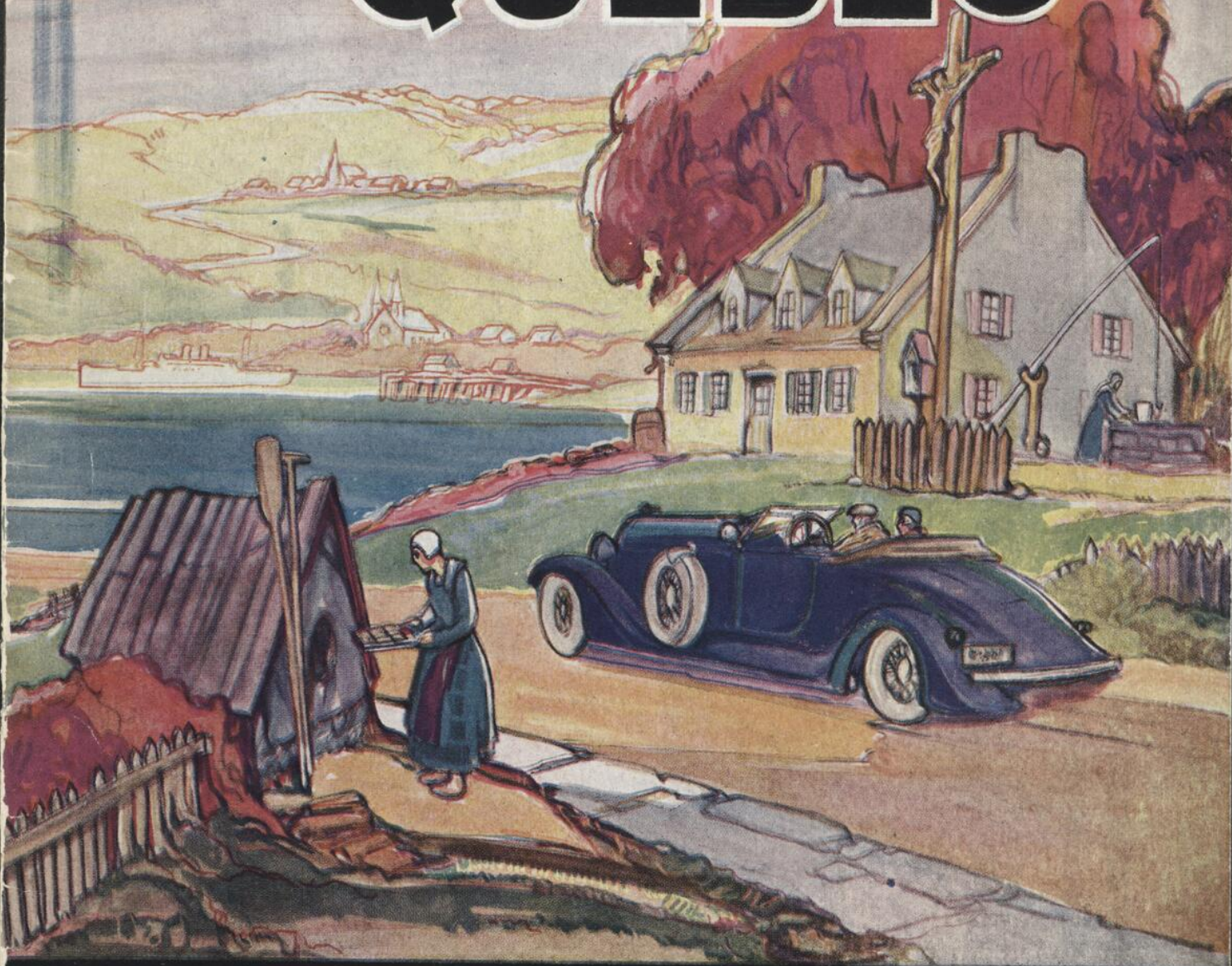


*to the* **WELCOME**  
**PROVINCE OF**  
**QUÉBEC**



**PROVINCIAL TOURIST BUREAU**  
**ROADS DEPARTMENT**  
**QUÉBEC - CANADA**



# Welcome to the PROVINCE OF QUÉBEC



CANADA'S  
TOURIST  
PLAYGROUND

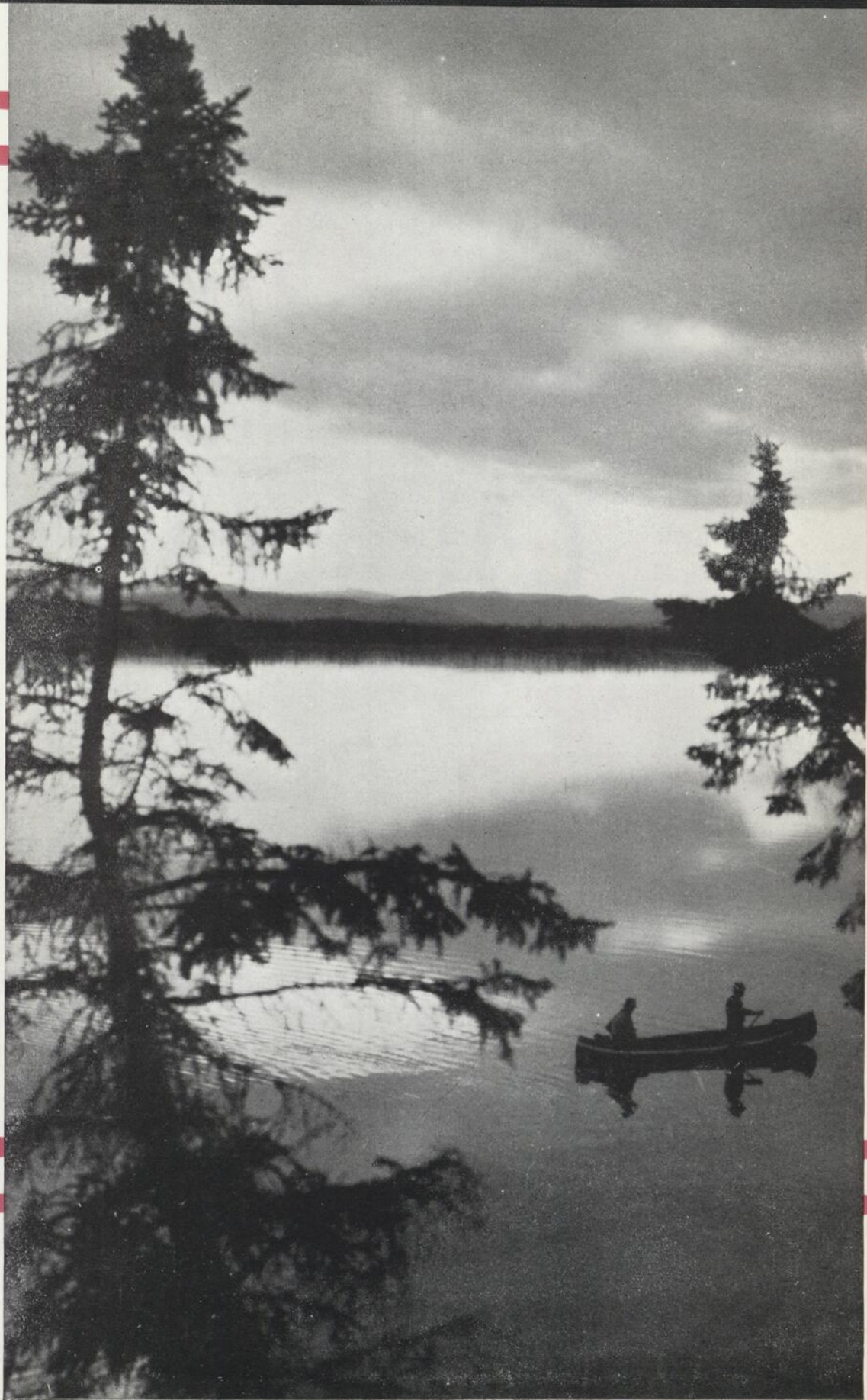
Published by the  
PROVINCIAL TOURIST BUREAU  
Roads Department  
QUÉBEC

HON. J. E. PERRAULT,  
Minister

J. L. BOULANGER,  
Deputy Minister

ARTHUR BERGERON,  
Ass't Deputy Minister

A Mirror-like Lake : Lac aux  
Loutres, in Champlain County.  
Photo by L. P. Roy, Québec.



# The PROVINCE OF QUÉBEC AWAITS YOU

WITH almost unlimited sources of attraction : magnificent scenery ; three hundred years of history ; French civilization and old world charm ; a great cosmopolitan Metropolis—Montréal—one of the most romantic capitals in the world—Québec—and every facility for golf, fishing, hunting, bathing, canoeing and other sports, the Province of Québec can justly lay claim to being America's tourist paradise.

For those interested in matters historical, there are buildings, houses and monuments tracing their history back to the French Régime, 300 years ago.

For the seeker of the quaint, the unusual, there are thousands of unique spectacles all over the Province.

Both land and water provide easy means of access. Cities, towns and the most remote villages are linked up with a 18,000-mile network of highways focussing on Montréal, Québec, Hull, Trois-Rivières and Sherbrooke.

The Canadian National and the Canadian Pacific Railways, two of the world's largest transportation systems, have their headquarters in Montréal and afford transportation facilities to every part of the Province.

Frequent steamer service is assured on the St. Lawrence and the Saguenay rivers by the palatial boats of the Canada Steamship Lines, while points farther east on the gulf of St. Lawrence are served by the Clarke Steamship Company.

Ocean service from and to European points is operated regularly by the Canadian Pacific Ocean Steamships Company, the Cunard-White Star Company and the Anchor-Donaldson Company.

The Provincial Transport Company, with headquarters in Montréal, assures bus services from the United States and from Montréal to nearly all points in the Province, its personally conducted all-expense Gaspé tours being especially well patronized. Other organizations of smaller size assure bus services in various parts of the Province.

Air transportation is also available to Province, especially in the mining districts of Abitibi and Témiscamingue.

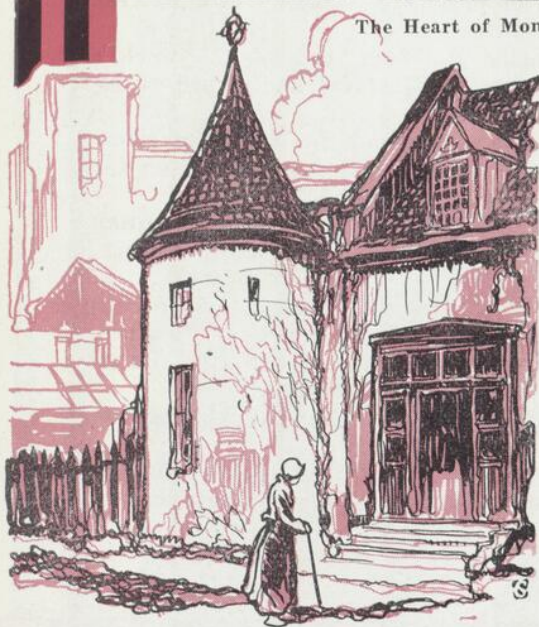
Finally, more than 2,000 well kept hotels greet visitors all over the Province.

The Province of Québec, renowned for its hospitality, extends a most cordial welcome to its guests.

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The Heart of Montréal : Dominion Square, with St. James' Basilica and Sun Life Building.  
Photo by H. Sutcliffe, Laval-des-Rapides.



# MONTREAL

*The Metropolis of Canada*

GATEWAY TO THE HISTORIC PROVINCE

OF QUÉBEC

**L**ARGEST city in Canada, with a population of over a million, Montréal, the Metropolis, is but a few hours' easy journey by automobile, train or bus, from the larger American centres.

Just as Paris is the heart of France, London the centre of life in England and New York the great metropolis of the United States, so Montréal has the same cosmopolitan, big-city character with respect to Canada.

Montréal is the seventh largest city in North America, the headquarters of Canada's two great railways, its leading seaport, the hub of the Province's network of highways, and the Dominion's industrial, financial and commercial centre.



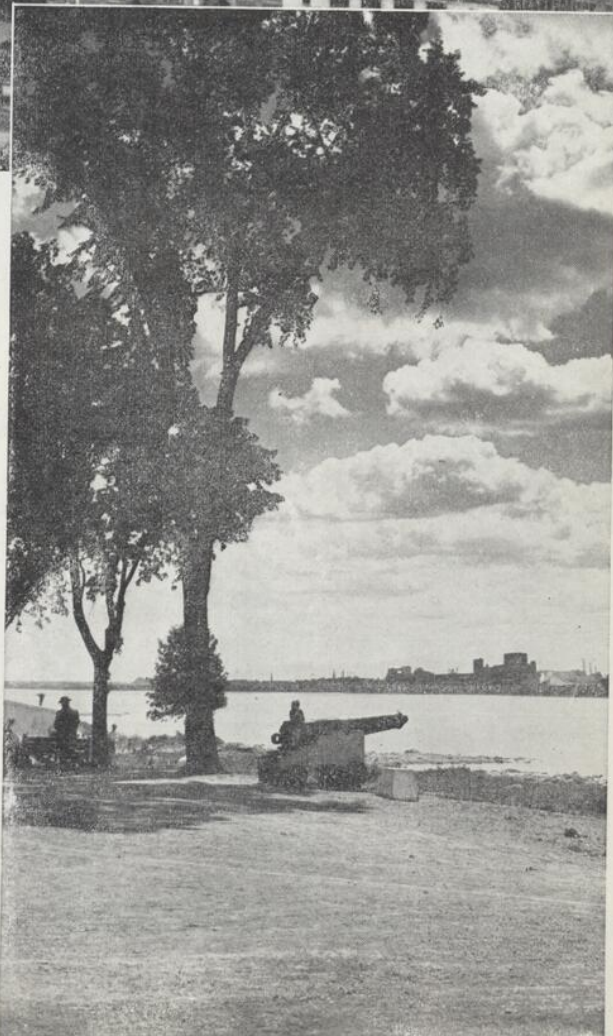
Montréal, looking towards the Mountain.  
Photo by Mrs. F. E. Mitchell, Montréal.

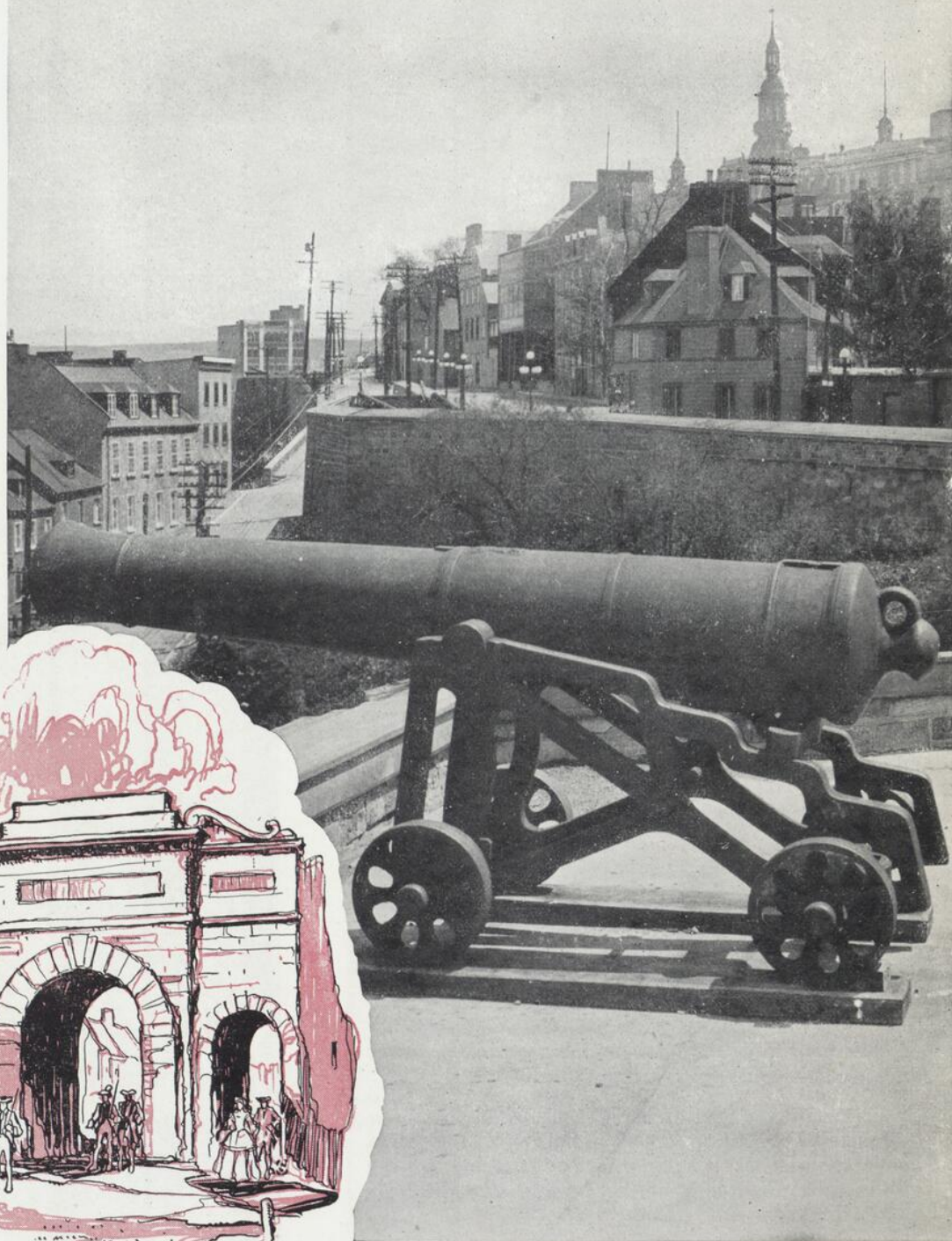
Two-thirds of the city's people are French-Canadians. Montréal's combination of French and English people make it distinctive among world cities and truly cosmopolitan in spirit, character and charm.

Mount Royal, possibly the most picturesque spot in the entire district, with its magnificent panoramic view, is one of Montréal's outstanding features, but there are hundreds of other points worth a visit. Amusements aplenty await the visitor, since there are two big amusement parks as well as numerous theatres, club and cabarets, while there are a number of championship golf courses within a stone's throw of the city's centre.

Comfort in the way of hotel facilities has not been overlooked, for there are a number of high-class hotels as well as boarding houses catering to the visitor, with thousands of restaurants providing all imaginable types of cuisine.

Sunset Gun, Ile Ste. Hélène,  
opposite Montréal.  
Photo by B. D. Mitchell,  
Montréal West.





Québec — Ramparts.  
Photo by Can. Pac. Rly.

# QUÉBEC

## Capital City of the Province

QUÉBEC occupies a position remarkable—temperamentally as well as topographically—among the cities of America. It might be described as the Spirit of Romance in an unromantic age. Founded in 1608 by Samuel de Champlain, Québec was the birthplace of civilization in North America. It has grown old so gracefully and so gradually that the successive stages of its growth have never been wholly obliterated. It has kept the beautiful massive buildings that were the characteristics of an old day, when men built both massively and beautifully. With the name of Québec are linked those of the heroic priests, soldiers and pioneers who established civilization in the new world. No other city on this continent has such an individual charm or such definite personality.

Sitting proudly on her huge rock—Cape Diamond—in a gigantic amphitheatre of hills, the beauty of her site and surroundings is superb. It combines with her storied past to give Québec a special appeal among the cities of the World.

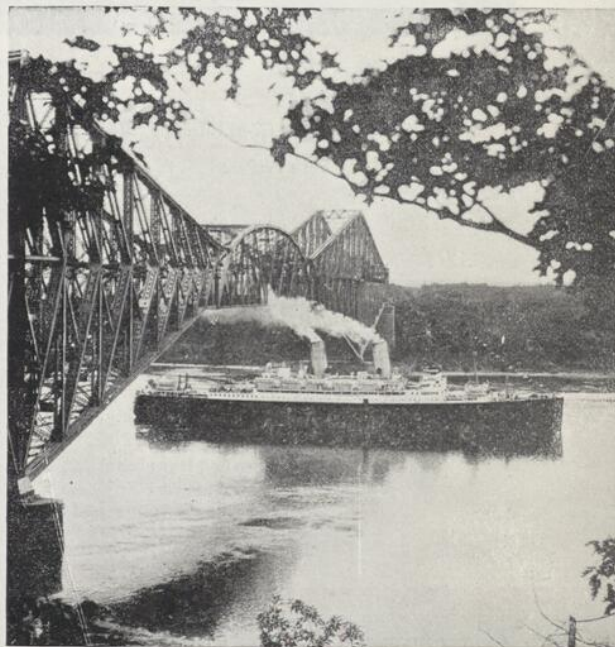
Capital of the Province, home of Canada's oldest University—Laval—of Canada's only Prince of the Roman Catholic Church, and of magnificent churches, former capital of the Dominion, port of the largest liners plying the St. Lawrence seaway, Québec possesses a charm that compels admiration, while its people are renowned for their hospitality and warm-heartedness.

The City of Québec is reached by many highways and served by the Canadian National and the Canadian Pacific Railways, as well as by the Canada Steamship Lines from the Great Lakes and Montréal. The Provincial Transport Company operates daily bus services between Montréal and Québec.

The country around the city of Québec affords numerous interesting side-trips over improved and well maintained roads. With a radius of 25 miles are found: the famous shrine of Ste. Anne de Beaupré, Ancienne Lorette (Huron Indian village), Montmorency Falls, Isle of Orléans, Lake Beauport, etc.



The Château Frontenac, overlooking Champlain Market Place  
Photo by Kaskel Hallman, New York City.



A Canadian Pacific liner passing under the Québec Bridge.  
Photo by Can. Pac. Rly.



The Rouge River,  
near Lachute.

*Photo by C. W. Lister, Verdun.*

Highway No. 11, between  
Hull and Chelsea.

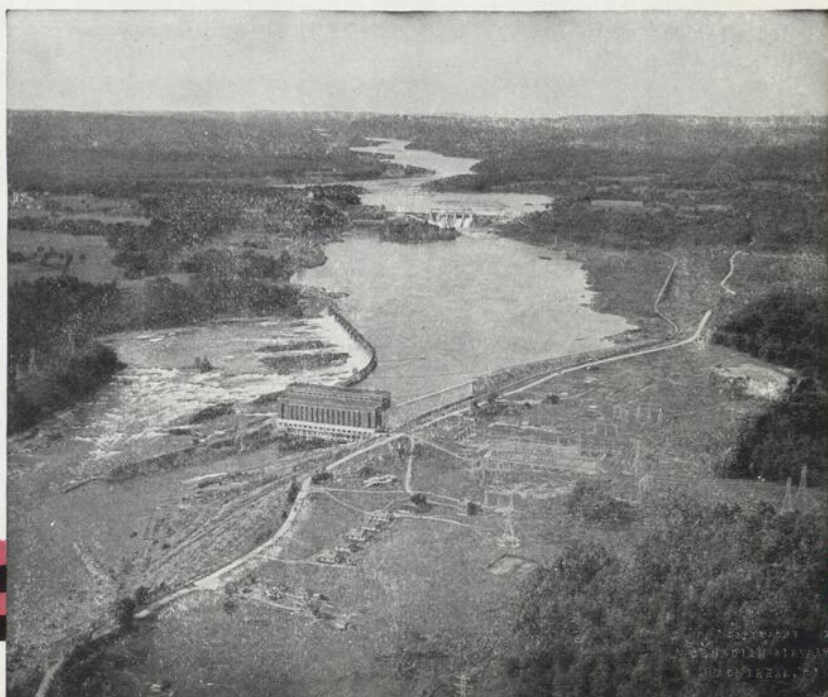
Hydro-electric Power Development  
on the Gatineau River.

*Photo by Can. Airways Ltd.,  
Montréal.*

## HULL-PONTIAC

**T**HE best fishing and hunting in Québec, is to be found in the Hull, Gatineau, Pontiac and Labelle region. There is a marvellous abundance of fish and game in the streams and woods. That district is renowned for its bass fishing. Away to the north, around the head-waters of the Gatineau, and Lièvre rivers, there are reaches of forest and stream seldom visited by man and therefore a paradise for those who like to take their sports in the rough. These places are reached by canoe and information may be obtained at the Hull Tourist Bureau.

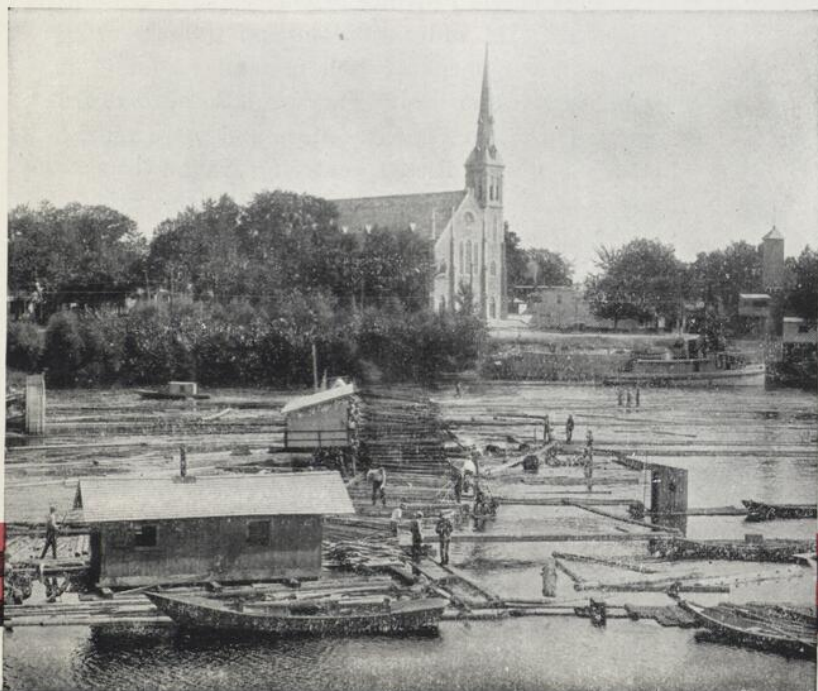
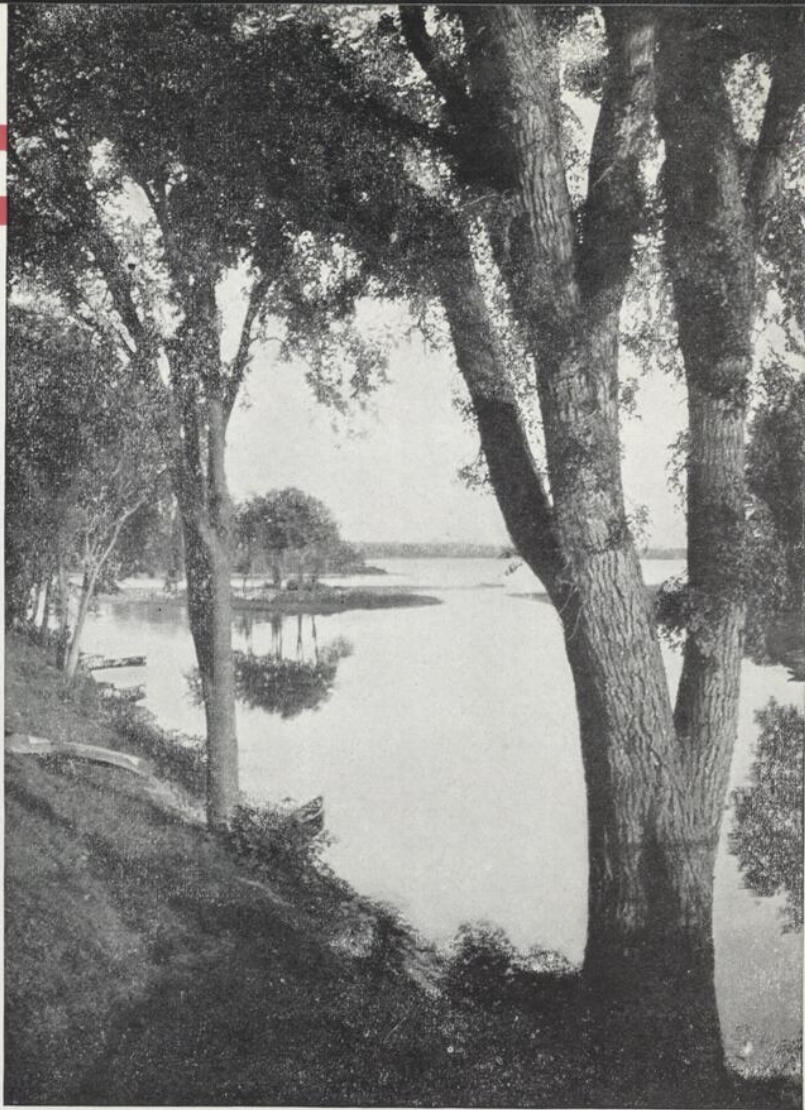
There is hardly a more beautiful and delightful stretch of mountain terrain in all North America than this region of Hull-Pontiac-Gatineau and Labelle lying in the western part of the Province.



# GATINEAU PAPINEAU

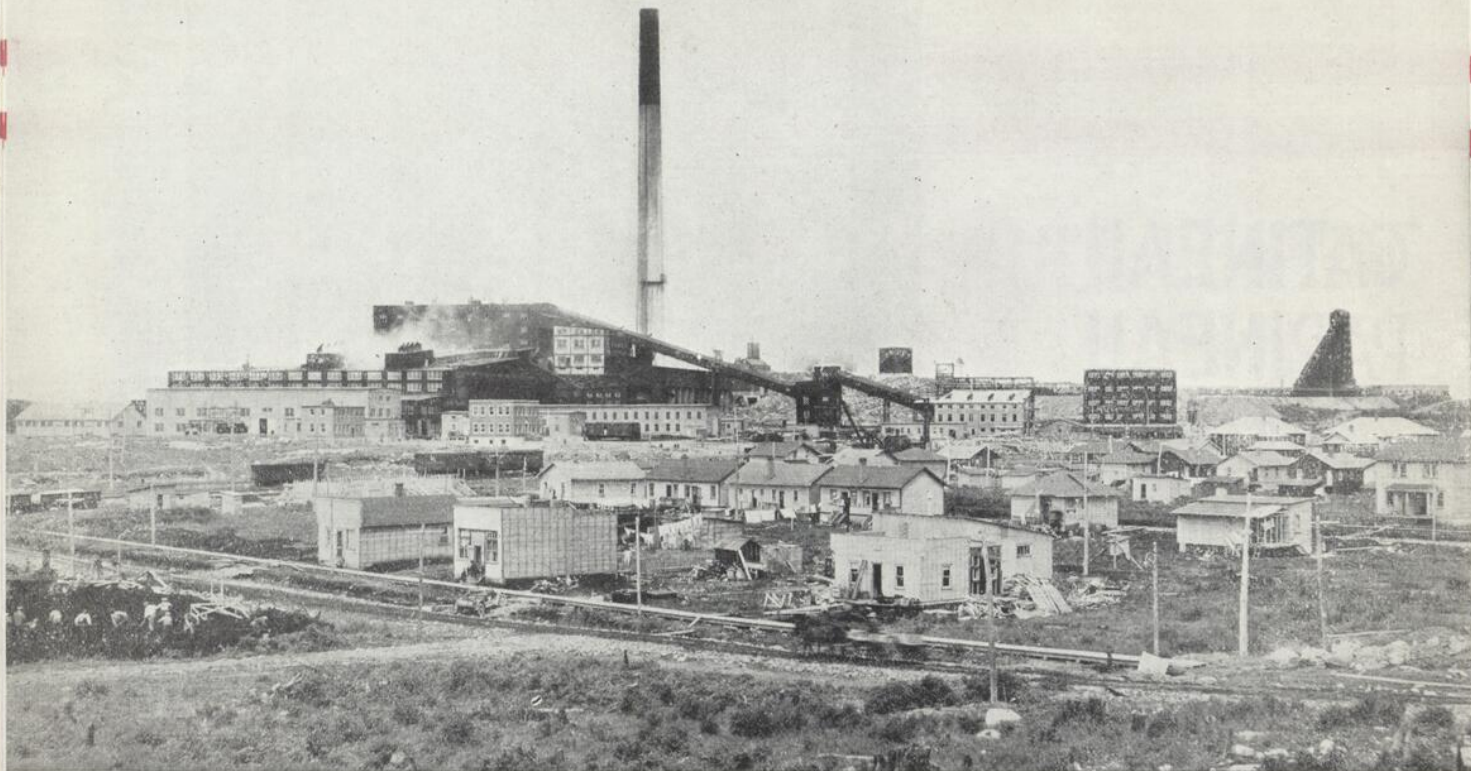
Great reaches of forest covering the hillsides ; wild, cascading streams ; calm, beautiful lakes dotted with cottage-covered islets ; gorgeous panoramas stretching as far as the eye can see ; well organized resorts.

Highway No. 8, along the north bank of the Ottawa River, Nos. 11 and 35 running northward in the mountains to Mont Laurier, give easy and comfortable access to all the noted resorts. The city of Hull, one of the most important of the Province of Québec, and Ottawa, the Capital of Canada, are the gateways to that dream-land. The district is served also by busses from Hull and Montréal respectively. The Canadian Pacific Railway operates a line to Maniwaki along the Gatineau, and also to the Pontiac district along the Ottawa.



A fine landscape along the road to Hull.  
*Photo by C. W. Lister, Verdun.*

Lumbering operation  
on the Gatineau River,  
at Pointe-à-Gatineau.



Mine and Smelter at Noranda,  
Témiscamingue County.

## ABITIBI *and* TEMISCAMINGUE



**T**HESE two regions in the far north-western part of the Province of Québec have attracted recently world wide attention and interest owing to the development of rich mineral resources in gold, copper and lead. They are also agricultural and colonization regions. More and more tourists visit the mining district, centering around the sister towns of Rouyn and Noranda, an agglomeration of ten thousand people of the most active type and very cosmopolitan. The whole district is also a paradise for fishing, hunting and other sports. That region is reached by highway and railway. Those wishing to inspect the myriads of lakes situated in the outlying districts will find in Rouyn many aeroplane services regularly operated.

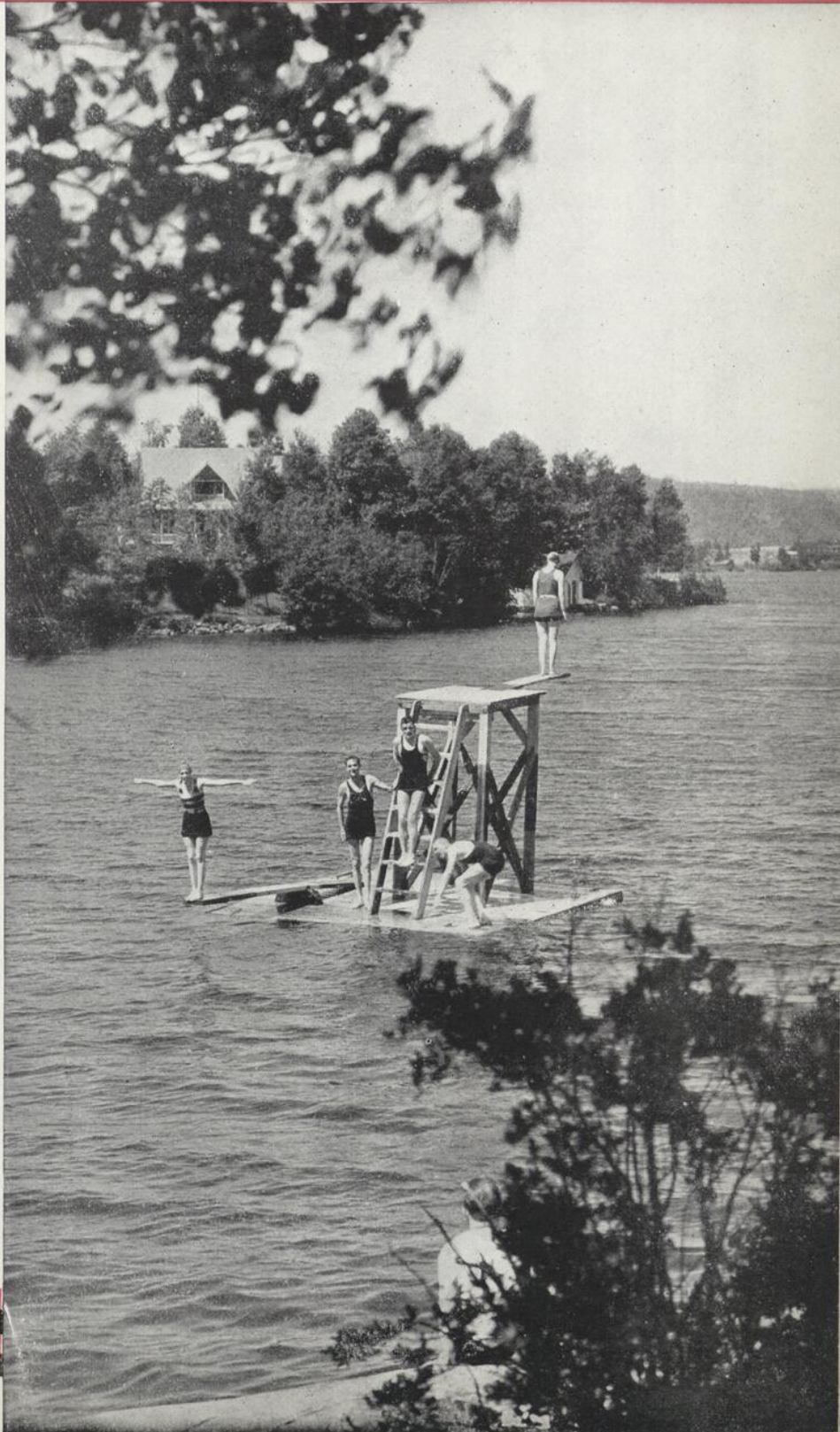
# THE LAURENTIANS

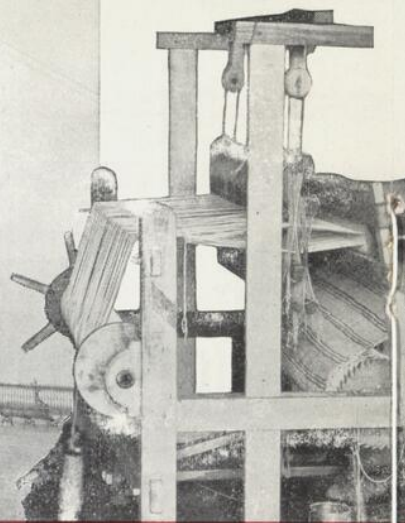
THE Laurentian Mountains stretch like a great crescent over a vast extent of territory between the St. Lawrence River and Hudson's Bay. Over them hangs that mysterious fascination which belongs to great age. In comparison with them, the Alps and the Himalayas are young, for the Laurentians heaved high their summits above the waste of water before other continents were born; and later they bore up under the weight of the mighty mass of ice that harrowed their sides, humbled their peaks, and polished a chronicle of itself on thousands of scattered rocks.

The Laurentian Mountains form one of the most delightful and unspoiled vacation fields of this continent. Green rolling hills, pleasant valleys where winding rivers flow into tree-fringed lakes — the cool fragrance of dark forests, laden with the smell of balsams and spruce — the play of light and shade on hill-slopes, and distant glimpses of purple mountains — this is the Laurentian country.

The city of Montréal is the gateway to this district comprising the Ste. Agathe and Labelle regions, the St. Donat district and the districts north of Berthier and Joliette. These regions are reached by automobile, bus or train, and reliable information will be had by applying to any of the information Bureaus listed at the end of this booklet.

St. Jovite  
A great Summer  
and Winter resort.





# Through QUÉ

Upper Left — Dufferin Terrace, Québec

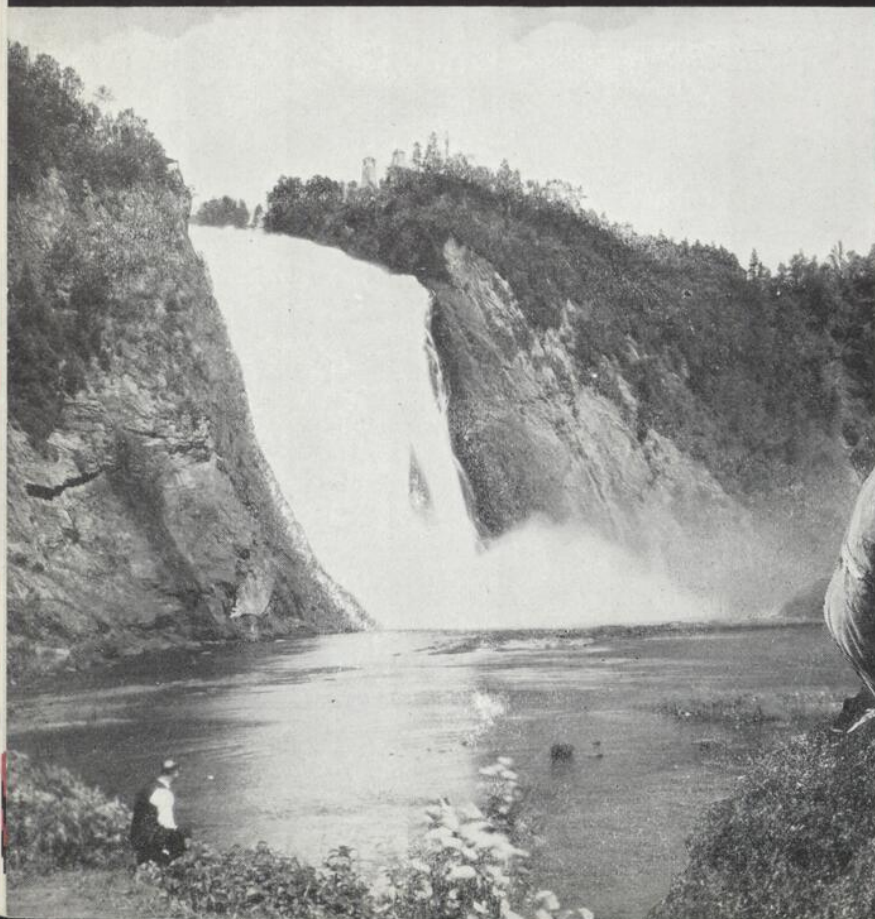
Upper Centre — Doing her daily work in  
Upper Right from Centre — Percé Rock

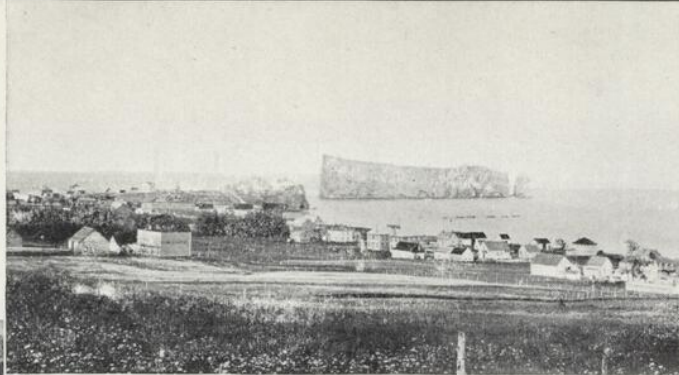
Upper Right — In Québec the old Spinning  
Right Centre — The Province of Québec

Lower Left — Montmorency Falls.

Lower Centre — The old Bread Ovens in

Lower Right — Cap Trinité.





# QUÉBEC PROVINCE

Quebec City's Great Boardwalk overlooking the St. Lawrence River — *Photo by Can. Nat. Rlys.*

Work in an old fashioned way.  
Rock and the village of Percé.

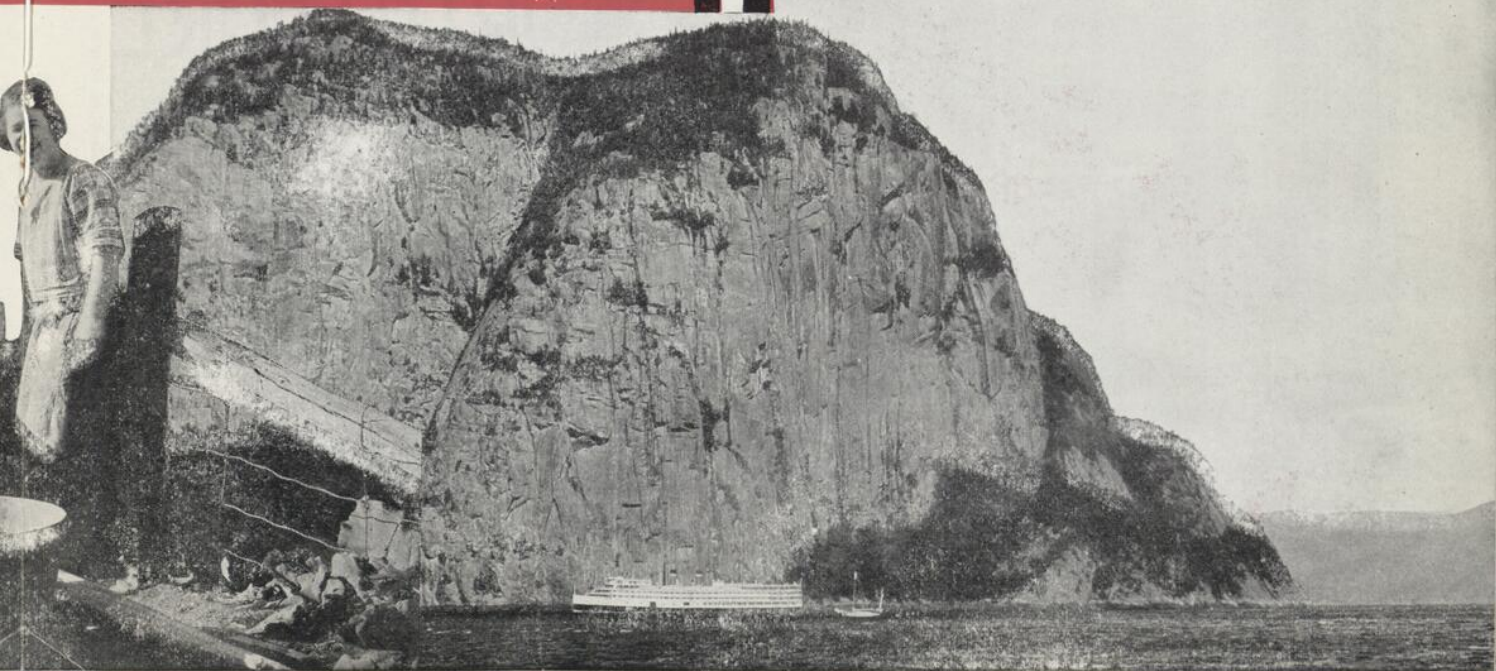
*Photo by L. P. Packer, Outremont.*

Spinning Wheel is very fashionable.

Quebec Museum, Québec City.

*Photo by D. J. Candie, Helmouth, N.Y.*

Scenic views are numerous along Québec Highways.

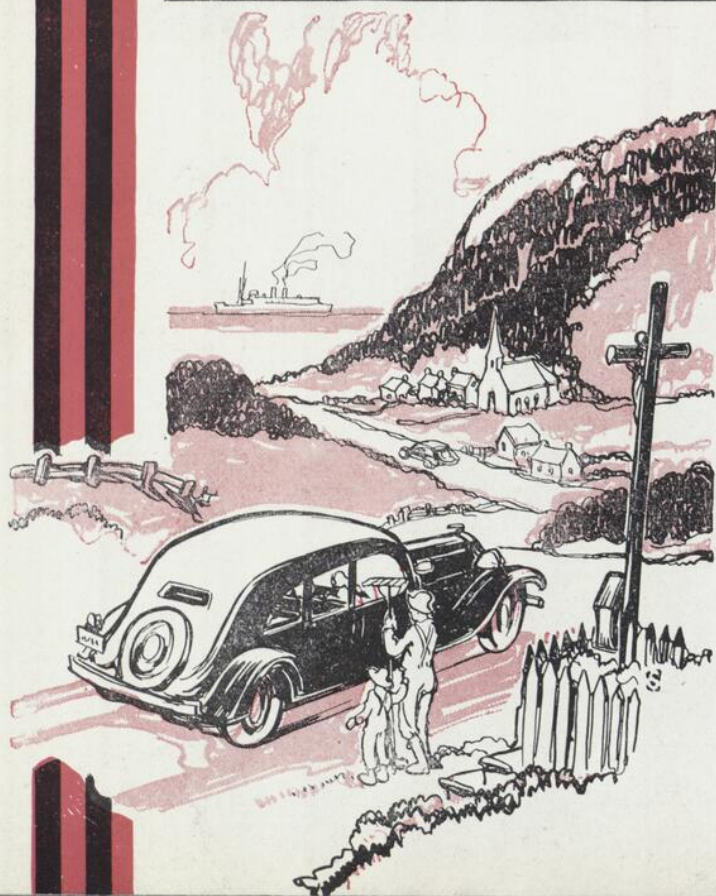




Tadoussac, at the mouth of the Saguenay River.  
Photo by Associated Screen News Ltd.

## CHARLEVOIX *and* NORTH SHORE

THE district north-east of the City of Québec, extending along the St. Lawrence, has an appeal of its own. The historic Côte de Beaupré, with its garden-like aspect and its characteristic atmosphere, is a genuine French-Canadian homeland. It stretches for thirty miles east of Québec. Next comes one of the most "broken" parts of the Laurentians, extending from St. Joachim to Baie St. Paul, then to La Malbaie, world-famed resort, then to Tadoussac where can be seen one of the most ancient churches in Canada, and finally to the great northland along the St. Lawrence. This district is served by highway, by the Canadian National Railway to La Malbaie, by the Canada Steamship Lines to La Malbaie, Tadoussac and up the famous Saguenay, and by the Clarke Steamship Company to points east of Tadoussac,



# TROIS RIVIÈRES *and the* ST. MAURICE VALLEY

**S**ITUATED at the mouth of the St. Maurice River, the city of Trois Rivières is the gateway to a vast region incalculably rich in natural resources and beauty. Next to the Ottawa and the Saguenay, the St. Maurice is the largest tributary of the St. Lawrence and drains an area of 17,000 square miles on the eastern slope of the Laurentian plateau. The Laurentian plateau is studded with innumerable lakes, more than 15,000 lying in the St. Maurice Valley.

From its source to its discharge the St. Maurice River fall 1,315 feet, and this fact makes it one of the most valuable streams in the world for hydro-electric power development. In fact, the St. Maurice Valley is truly a "Land of Power", for more than half the total hydro-electric power generated in the Province is produced therein.

Trois-Rivières (founded in 1634), Cap-de-la-Madeleine (where is a famous shrine to the Holy Virgin), Shawinigan Falls, Grand'Mère and La Tuque are all situated in the St. Maurice Valley. This St. Maurice Valley is the land of the woodsman, and it is here that thousands of trees are felled each year and floated to the great pulp and paper mills downriver. It is above all a land of beauty, romance and quiet delight.

Rivière au Rat, in the  
St. Maurice Valley district.

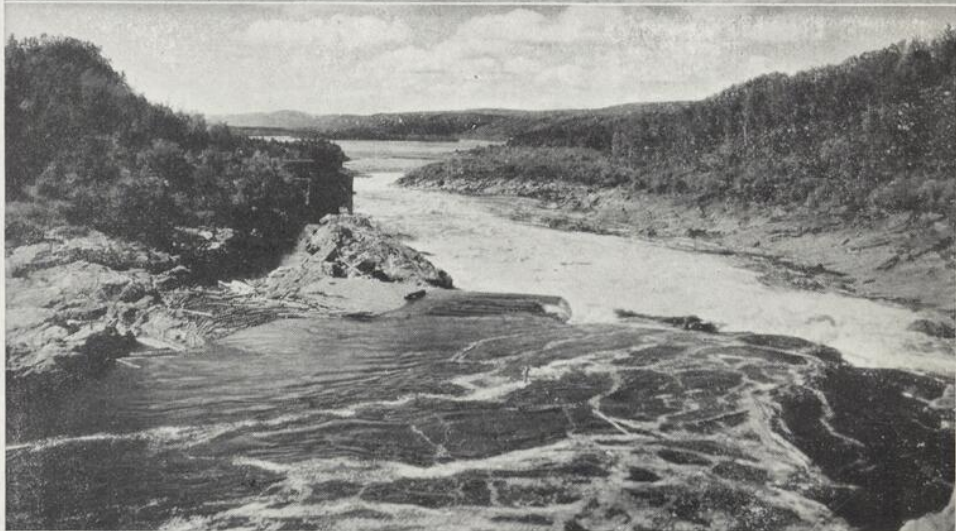
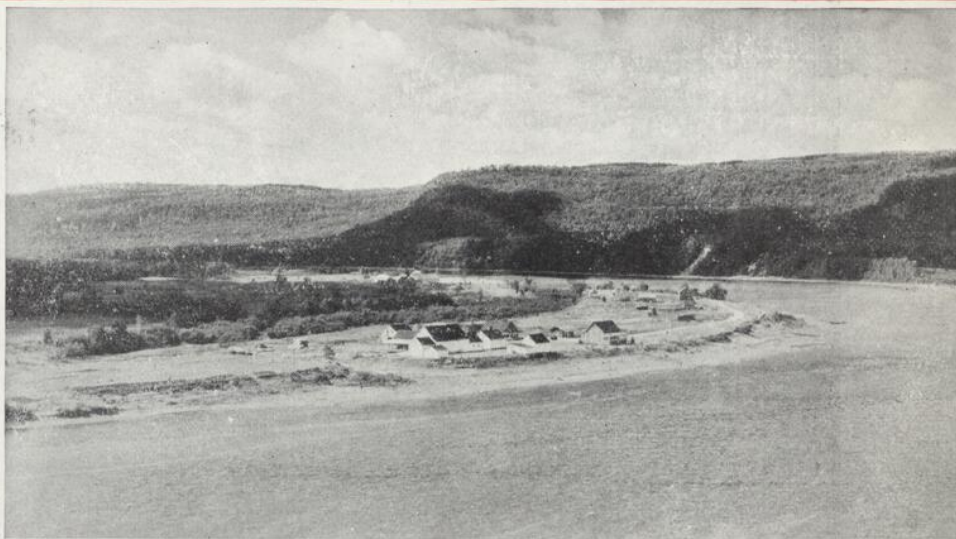
*Photo by S. J. Hayward,  
Montréal.*

The St. Maurice River  
Fall at La Tuque.

*Photo by S. J. Hayward,  
Montréal.*

Lac à la Trinité, in the  
St. Maurice Valley district.

*Photo by S. J. Hayward,  
Montréal.*





King Street, Sherbrooke.

Photo by E. Boudreau, Québec.

Old Windmill at Contrecoeur.

Photo by G. A. Hupé, Ypsilanti, Mich.



## SHERBROOKE *and the* EASTERN TOWNSHIPS

ORIGINALLY settled by Loyalist families who fled from the United States 150 years ago and whose influence is still strongly felt throughout the region, the Eastern Townships are one of the brightest jewels in Québec's diadem of beauty. English, Scotch and French-Canadian people have colonized that rich district, have lived since in the most happy harmony. The city of Sherbrooke, "The Queen of the Eastern Townships", is the centre of that region, while Magog, Granby, East Angus, Thetford Mines (the Asbestos



**Mount Orford, in the Eastern Townships of Québec.**

*Photo by W. C. A. Henry, Québec.*

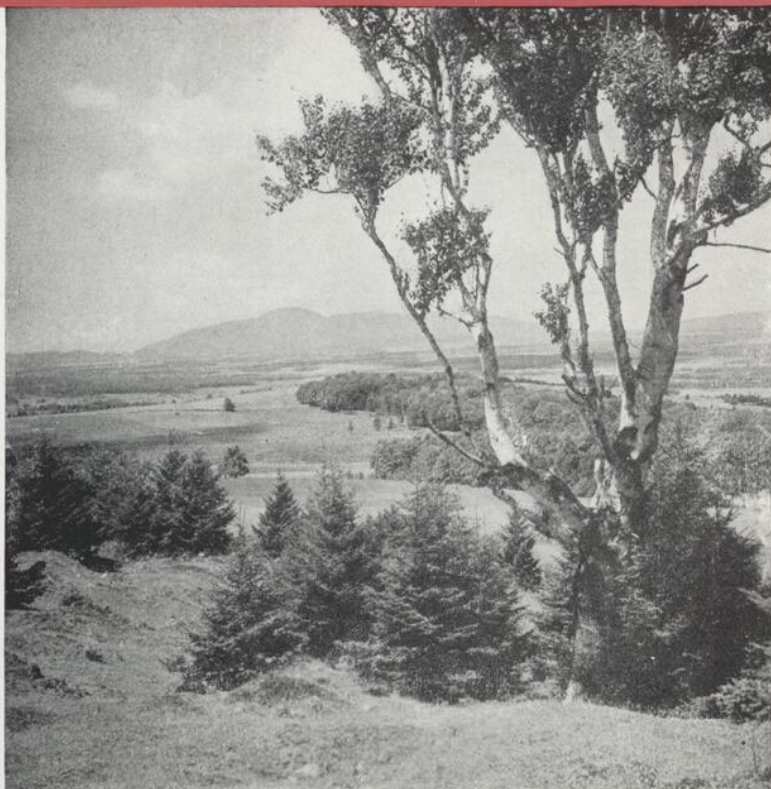
Capital), Victoriaville and Drummondville are thriving towns worth a visit.

Charming villages, attractive lakes, summer resorts, excellent hotels and plenty of fishing and hunting combine to render the Townships a perfect vacation spot.

A regular network of highways gives access to all points in the Townships, with the more important centres being reached either by the Canadian National or the Canadian Pacific Railways. Bus services are also available.

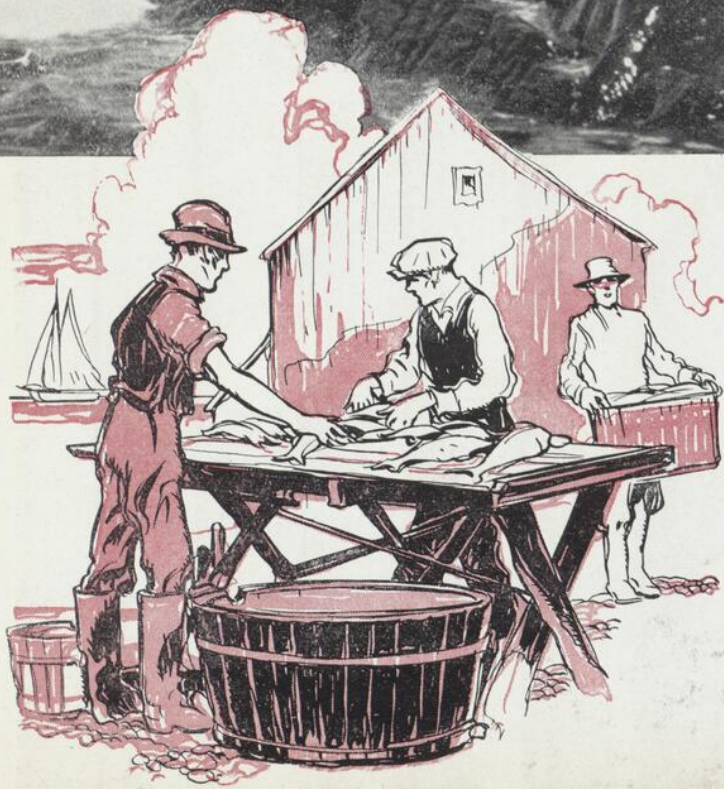
West and north-west of the Townships lie the St. Lawrence lowlands, a flat and very rich agricultural country extending from Montréal to the Appalachian range of mountains. The most important towns of the lowlands are Valleyfield, St. Jean, St. Hyacinthe and Sorel, all reached by automobile, train or bus.

**Old House at Dunham.**  
*Photo by Mrs. H. B. Chauvin, Montréal.*





The battered North Shore of Gaspé,  
near Cap Gros-Morne.  
*Photo by F. M. Nally, Toronto.*



Top Right — Fishing boats in the bay of Barachois.  
*Photo by A. Van, Toronto.*

Centre Right — The small round bay at Mont Louis.  
*Photo by F. M. Nally, Toronto.*

Lower Right — Glorious Percé.  
*Photo by H. S. Williams, Pittsford, N.Y.*

## LOWER ST. LAWRENCE AND GASPÉ

**A**T Lévis opposite Québec begins a district which has won fame throughout America owing to the grandeur and variety of the scenes, the typically French-Canadian character of the score of villages, and the all-pervading peace and rest.

The district is dotted with charming towns such as Montmagny, Rivière-du-Loup, Rimouski, Métis Beach, Matane, Gaspé, Percé and others. In addition, the tourist visiting this part of the Province cannot fail to be stirred by the grandeur of the scenes viewed from the highway or train, culminating in the incomparable vistas around the Gaspé Peninsula.

History records the fact that Gaspé was the first known region in America. As early as 1534, Jacques Cartier discovered Canada, entered the Bay of Gaspé and, in the name of the King of France, erected a cross at the place where is situated to-day the village of Gaspé, and took possession of the land for his royal master. The subsequent history of the Gaspé Peninsula is told in novel-like adventures and has been studied and celebrated by innumerable students of that part of Québec. Gaspé Peninsula is a land of beauty, sport and rest. It is a land of unrivalled charm owing to the quaint ways and customs of its hospitable fisher-folk, a land of majestic and awe-inspiring panoramas, a land which the tourist will always remember. Surrounded by water, served by a magnificent highway, reached by the Canadian National Railway and the steamers of the Clarke Steamship Line, the Peninsula is the rendez-vous of visitors from all over America. The Provincial Transport Company, of Montréal, operate conducted all-expense tours.

In order to see the panoramas in their most magnificent aspects, the Gaspé trip should always be made by following the Matapédia Valley first, then continuing along Baie des Chaleurs to Gaspé and back to Lévis and Québec via Rivière-au-Renard, Mont-Louis, Ste-Anne-des-Monts, Cap-Chat, Matane, Métis Beach and Ste-Flavie.

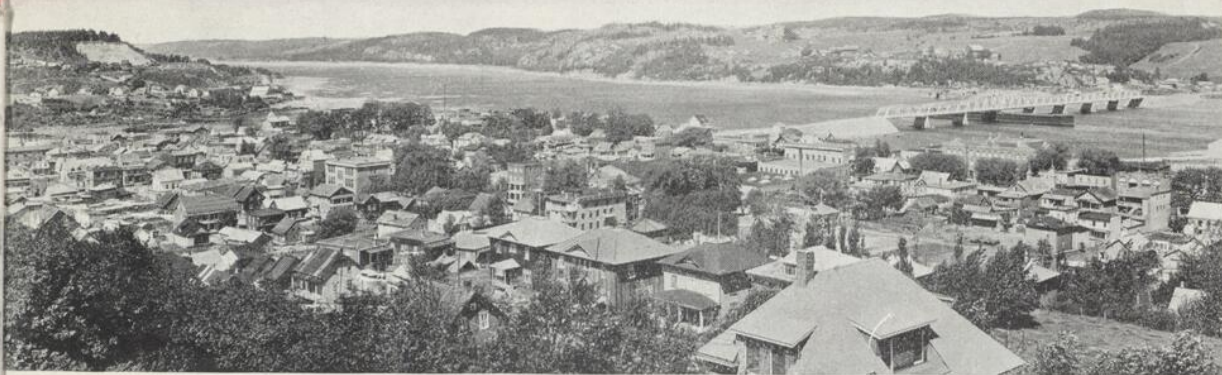


Sunset on the  
Saguenay River.  
Photo by M. Roy,  
Québec.



Lac des Arpenteurs,  
Laurentides  
National  
Park.

Photo by J. M.  
Talbot, Québec.



Panorama of Chicoutimi and the Saguenay River.  
Photo by Associated Screen News Ltd.

## CHICOUTIMI · LAKE ST JEAN *and* NATIONAL PARK

THE district north of the city of Québec, extending along the St. Lawrence and northward, and comprising the Laurentides National Park, Lake St. Jean, Chicoutimi and the Saguenay, is gaining day after day in popularity amongst tourists. The Laurentides National Park, four thousand square miles in area, constitutes one of the finest fish and game preserves on the continent. The Park is traversed by a good motor highway, where many hotels operated by the Fish and Game Department provide the sportsmen with every facility for fishing the celebrated red trout. Lake St. Jean is a beautiful sheet of water, twenty-eight miles long and twenty-five miles wide, lying in the bottom of a huge basin of the Laurentian highlands and is surrounded by prosperous agricultural and industrial centres. It is a land of water power. Louis Hémon wrote there his celebrated novel "Maria Chapdelaine". Lake St. Jean discharges in the River Saguenay, a canyon of surpassing grandeur. The towns of Roberval, Dolbeau, St. Joseph d'Alma, Jonquière, Kénogami, Arvida, Chicoutimi, Bagotville and Port Alfred are most important centres, Chicoutimi being the metropolis. That district is served by good highways and is reached also by the Canadian National Railway, while the Canada Steamship Lines operates a schedule of trips to the Saguenay during the summer.

The road along Lake St. Jean, near Chambord.



*Fish and Game Abound*



# WINTER SPORTS

**T**HE winter climate of the Province of Québec is exhilarating. Skating, skiing, sleighing, snowshoeing, hockey, curling and other sports are to be enjoyed almost everywhere.

Among the most popular centres for winter sports is the Québec district, with its countless hills serving as natural toboggan slides and ski-runs, its gleaming roads and glistening snow fields, the triple-chute toboggan slide extending on Dufferin Terrace, in Québec City, and other places.

Montréal is perhaps the greatest centre for winter sports, Mount Royal providing facilities for all outdoor amusements. Montréal is also the gateway to the famous Laurentians. These latter are a real treat to tourists wishing to pass a week-end or more holidaying. Lesage, Shawbrige, Piedmond, Mont Rolland, Ste. Adèle, Ste. Marguerite, Lac Masson, Val Morin, Ste. Agathe and St. Jovite are among the principal centres for winter sports in the Laurentians.

First class hotel accommodations are available at all these places, while the country is easily accessible by train.

Montréal is accessible all year round by automobile from all points in the United States and Ontario.

Circle—Québec Winter Sports.  
Photo by Can. Pac. Rly.

Lower left—Winter Sports in the Laurentian Mountains north of Montréal.

Photo by Can. Nat. Rlys.

Moose killed on Lake Watousi, in the St. Maurice Valley district.

Photo by C. A. St-Arnaud, Trois-Rivières.

Highway No. 1, around Lake Orford.

Photo by Associated Screen News Ltd., Montréal.



# GENERAL INFORMATION

## QUÉBEC SPEED LIMITS

Touring Cars and Busses: 20 miles an hour within city, town and village limits; 30 miles in open country.

## FULL STOP AT LEVEL CROSSINGS

Before driving a motor vehicle over a level crossing the person who is driving such vehicle must bring it to a stop for a moment near such crossing, and then start it in low gear. This provision does not apply, however, in the case of tramway tracks, nor in the case of a level crossing while in charge of a signalman, or when equipped with gates, or signals automatically indicating the approach of a train.

## CANADIAN CUSTOMS REGULATIONS

Any motorist resident in the United States may enter Canada with his car without being obliged to make a deposit or file a bond with the Canadian Customs, provided he intends using his car for touring purposes only, and to return within six months. He is merely required to fill in a form giving particulars respecting his car. This form is made out in triplicate, one copy to be retained by the Customs officer. The other two, given to the motorist, are to be surrendered to the Customs officer at the port through which the motorist leaves Canada, which need not be the one through which he entered. The motorist is required to carry with him the auto registration card identifying his car, as this must be produced on demand of the Canadian Customs officers.

Customs regulations respecting short-stay visitors have also been changed, by which the short stay period is extended to forty-eight hours. For many years the regulations have authorized the admission, without the formality of the issuance of a permit, of temporary visitors whose duration of stay did not exceed twenty-four hours and whose travel in Canada did not extend beyond the jurisdiction of the frontier port of arrival. This period has now been changed to forty-eight hours, to include week-ends and public holidays.

Visitors to Canada are allowed to bring in, free of duty, 50 cigars and 200 cigarettes, as long as these cigars or cigarettes are in opened packages, and form part of their personal effects. Any additional quantity is subject to the ordinary provisions of the Tariff.

## ARTICLES FREE OF DUTY

According to the United States tariff regulations, residents of the United States, returning from abroad may bring in free of duty, article up to \$100.00 in value, acquired for personal or household use, or as souvenirs or curios, if not intended for sale. Each member of the family is entitled to this exemption of \$100.00. Articles included within such exemption must be declared.

## FIREARMS

### Shotguns and rifles:

Non-residents should bear in mind that shotguns and sporting rifles (military rifles are not admitted) are admissible without deposit or Customs Importation Permit. However, a permit to carry a weapon, obtainable from the Chief of the Provincial Police, in Québec or Montréal, is required to carry these firearms in the Province of Québec. To avoid undue difficulty, sportsmen are advised to obtain, in advance, from the Chief of the Provincial Police, form 76B to be filled in, and the permit will be granted and forwarded if justifiable.

### Panorama of the Village of Gaspé.

Photo by Mlle G. Chretien-Zaugg, Boucherville.



# GENERAL INFORMATION

## **Pistols and revolvers:**

It is necessary to have permission, under a weapon permit, in form 76, to carry a revolver or pistol on the person or vehicle in any Canadian province. To avoid inconvenience at the border, this permit should be obtained before-hand by application at the Chief of the Provincial Police, in Québec or Montréal. A deposit is requested to import such weapon and is refunded when same is taken out of the country.

It is also compulsory to obtain a permit issued by the Department of National Revenue, at Ottawa, an application being made direct there, accompanied by the weapon permit obtained from the Chief of the Provincial Police or referring to the number thereof, and stating the port of entry. Self-loaders and automatic pistols are not admitted.

## **FREE INFORMATION BUREAUS**

Tourists are invited to make use of the Provincial Tourist Bureau information bureaus. These offices are at the disposal of the public from nine o'clock in the morning till ten o'clock at night, every day, Sunday excluded. Here may be obtained not only road maps and booklets, but also all manner of information that may be required on a visit to the Province. It is to the advantage of tourists to avail themselves of these gratuitous services which the Provincial Tourist Bureau has placed at their disposal.

The Provincial Tourist Bureau is operating its information bureaus at the following places:

**MONTREAL**—1013 Dominion Square.

**QUÉBEC**—Parliament Building, Agriculture Annex, St-Augustin St.

**NIAGARA FALLS, Ont.**—General Brock Hotel (near Suspension Bridge) (May 15 to October 15).

**WINDSOR, Ont.**—Norton Palmer Hotel (May 15 to October 15).

**WINDSOR, Ont.**—Administration Building, Ambassador Bridge (May 15 to October 15).

## **IN COOPERATION WITH THE PROVINCIAL TOURIST BUREAU**

**MONTREAL**—Montréal Tourist and Convention Bureau, New Birks Building, Phillips Square;  
Royal Automobile Club, New Birks Building, Phillips Square.

**QUÉBEC**—Québec Automobile Club, 2, Chauveau Avenue.

**TROIS-RIVIÈRES**—St. Maurice Valley Regional Tourist Bureau, 936, St. Pierre St.

**HULL**—Hull Regional Tourist Bureau, 187 Main St.

**SHERBROOKE**—Sherbrooke Automobile Club, 54, King St. West.

**CHICOUTIMI**—Lake St. Jean and Upper Saguenay Regional Tourist Bureau, City Hall.

**ST. JEAN**—Chamber of Commerce of St. Jean.

**STE. AGATHE DES MONTS**—Laurentian Resorts Association.

**METIS BEACH**—Regional Tourist Bureau.

## **FREE PUBLICATIONS OF THE PROVINCIAL TOURIST BUREAU**

The following publications, prepared specially for tourists, may be had free of charge by request to the Provincial Tourist Bureau, Roads Department, Québec.

**Québec Highway and Tourist Map**—Accordion-folded. In four colors. Includes a general map of the Province, large scale maps of the Montréal and Québec districts, detailed maps showing the entries and exits of cities and towns in the Province, table of distances, list of cities and towns in Québec with populations, summary of the fish and game laws, Canadian and United States customs regulations, road signs and various information. Bilingual.

**Tours in Québec**—80-page guide of the Province of Québec. Profusely illustrated.

**Québec Invites You**—32-page illustrated booklet of particular interest for those interested in mountain and sea resorts.

**Romantic Québec: Gaspé Peninsula**—A de-luxe 32-page illustrated booklet.

**The St. Maurice Valley**—24-page illustrated booklet.

**Montréal and the Laurentians**—32-page illustrated booklet.

**Welcome to the Province of Québec**—24-page illustrated booklet.

**Chicoutimi-Charlevoix-Lake St. Jean**—24-page illustrated booklet.

## **LARGER SIZE OF IMPERIAL GALLON**

The gallon used in Canada (Imperial gallon) is one fifth larger than the American (Standard) gallon. Four Imperial gallons equal five American gallons.

## **OFFICIAL GUIDES**

When in Montréal or Trois-Rivières, the services of licensed guides may be obtained by applying to the following addresses: In Montréal, on Dominion Square; in Trois-Rivières, 936 St. Pierre St. In Québec City, apply to the Provincial Tourist Bureau.

## **RAILWAYS, STEAMSHIP SERVICES, AUTOBUS & AIR TRANSPORTATION**

In addition to being served by 16,000 miles of good motor highways, all sections of the Province are easily reached by water, rail and air, there being frequent and regular rail, steamer and aerial services to all parts.

For complete information about any of these ways of travel apply to your local agent, or write the following:

**Canadian National Railways**, McGill Street, Montréal.

**Canadian Pacific Railway**, Windsor Station, Montréal.

**Québec Power Company**, Power Building, Québec.

**Canada Steamship Lines, Limited**, Victoria Square, Montréal.

**Clarke Steamship Company**, St. Peter Street, Québec.

**Provincial Transport Company, Limited**, Phillips Square, Montréal.

**Canadian Airways, Limited**, Desbarats Building, Montréal.

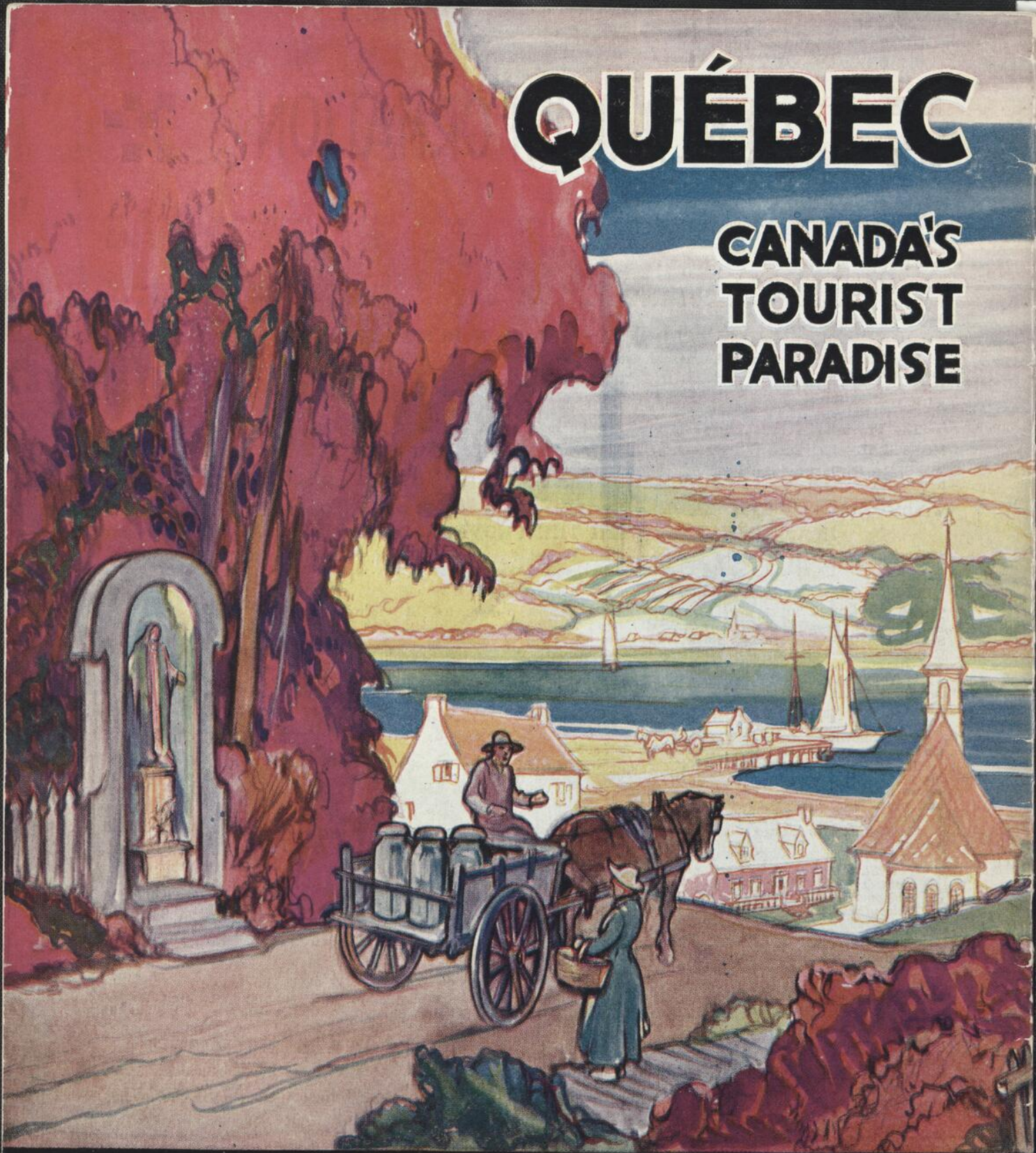
**Canadian Colonial Airways, Limited**, Mount Royal Hotel, Montréal.



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# QUÉBEC

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PROVINCIAL TOURIST BUREAU  
ROADS DEPARTMENT  
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