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# Quebec

*The*  
**HOLIDAY  
SEEKERS  
PLAYLAND**



## OTHER DISTRICTS OF INTEREST

Among districts of the Province of Quebec not described individually in the present booklet, but worthy of a visit are :

**THE HULL and PONTIAC** district, one of America's most scenic regions, with plenty of opportunities for fishing, hunting, and canoeing.

**ABITIBI and TEMISCAMINGUE** of world wide renown owing to mineral wealth : gold, silver, copper and other minerals. All kinds of sports.

**LAKE ST. JEAN, CHICOUTIMI and SAGUENAY.** A Province, within the Province, where nature has lavished its scenic gifts. La Malbaie, Tadoussac, and the Saguenay River, celebrated throughout the world, are in the "Saguenay Kingdom".

**THE EASTERN TOWNSHIPS** — Rolling lands, rich agricultural country, summer resorts, and the most harmonious combination of French, English and Scotch population.

**TROIS RIVIERES, SHAWINIGAN FALLS AND LA TUQUE.** The land of hydro-electric development.

Other booklets published by the Provincial Tourist Bureau tell of these districts. Special requests for information will be gladly answered.

## QUEBEC SPEED LIMITS

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

Commercial Vehicles : With solid tires : 8 miles an hour loaded ; 10 miles an hour light. With pneumatic tires : 12 miles an hour loaded ; 15 miles light.

Limit for all Vehicules : 8 miles an hour in curves, on steep grades, at road crossings and on bridges.

## 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

For a period of sixty days a motorist who is a resident of the United States may bring his car into Canada for touring purposes only and return to the United States either by the port of entry or by any other port, without having to file a bond with the Canadian Customs Officials.

All that is required is that he fill in at the Customs Office on the border on entering Canada, a form in which particulars are given respecting his car. This form is made out in triplicate; one copy is retained by the Customs Officer; the others, retained by the motorist, are to be surrendered to the Customs Officer at the port of exit on leaving Canada.

The motorist should carry with him the automobile registration card identifying his car, as this must be displayed on demand of the Customs Officials.

Should a tourist who has been granted a sixty-day permit, desire an extension not exceeding thirty days, he may apply therefore to any collector of National Revenue, who, upon being satisfied as to the bona fides of the applicant as a tourist and that the car will be used by him only for purposes of health or pleasure, may extend the permit for a further period of thirty days.

If the tourist intends to keep his car in Canada for longer than three months, it will be necessary for him to provide a bond for the amount of duty and taxes to which his car is subject. Under this bond he may keep his car in Canada, and use it for touring purposes only, for a period up to six months in one year; but at the expiration of that time, collectors have no authority to grant an extension or renewal.

## 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 articles 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.

# QUEBEC...the holiday seeker's playland



Shooting the Lachine Rapids.

**C**OME to Quebec this summer, and find the vacationland of your dreams. Here, amid pine-clad mountains and unspoiled lakes and streams you'll enjoy all the invigorating summer activities that are at their best in this delightful million-acre playground.

Thrills and adventure abound in Quebec. Know the excitement of landing "whoppers" in America's finest fishing country. Enjoy golf on courses that are famed far and wide. Swim in lakes of clear, cool mountain water. Ride or hike over roads and trails that unfold new scenic glories at every turn.

Here is the setting for a really glorious vacation—Montreal with its smart cosmopolitan atmosphere, a hustling, bustling metropolis and the hub of Quebec's system of fine roads. The Laurentides, with their myriad lakes and massive peaks, the world's oldest mountains, Quebec, city of historic charm, where the spirit of romance still lives in this unromantic age—the Eastern Townships, a country of great beauty—far-flung Gaspé Peninsula, with its rolling mountains, fearsome cliffs and seemingly endless stretches of battered coast line and wonderfully sandy beaches.

No other country has so much offer for the ideal vacation as Quebec. Here the visitor will find perfect roads, comfortable

hotels where accommodations are most reasonably priced and a friendly, expansive attitude that puts the vacationist immediately at his ease.



Summer Sports in the Laurentian Mountains



Natural Rock Arch in the Gaspé District.

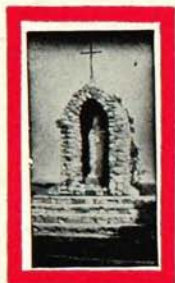


An interesting fishing scene in Quebec.

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# QUEBEC

*500 miles by motor takes  
you back 300 years!*

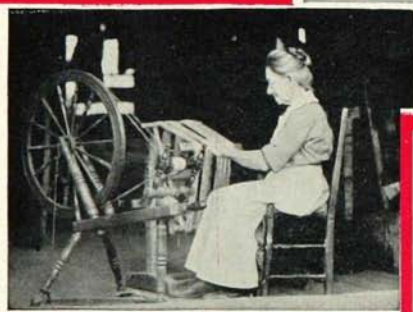


**A country  
wayside  
shrine.**

**J**UST imagine—only 500 miles lie between New York and the Province of Quebec—500 miles of excellent roads leading through scenery rivaled only by the breath-taking beauty of Quebec itself.

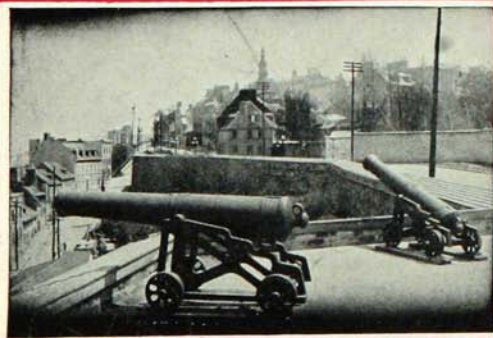
And once in Quebec, you may well think yourself in a picturesque old corner of Normandy. For here time turns backward in its flight 300 years to the days of spinning wheels, houses with quaint peaked roofs and Old-World markets where ruddy-cheeked farmers smiling try to sell you newly scrubbed piglets curled up in baskets like sleeping kittens.

While you scarcely could ask for a more modern, business like city than Montreal, the march of progress has touched many parts of the Province but lightly. Frowning fortresses and massive bronze cannon still mount guard over the ancient town of Quebec, only walled city in the New World... descendants of early pioneering Frenchmen still chatter away in the language of France.... endless miles of virgin pine country, sparkling lakes and unspoiled streams beckon the vacationist.



**One of the many  
scenic highway  
in Quebec.**

**The old  
spinning  
wheel.**



**A remembrance of historic Quebec.**



**St. Louis Gate Quebec City, will  
ever be remembered.**



# Sportsmen! Quebec is calling you...



The Moose, a hunter's delight.



**L**AKES of cool, clear water full of fighting bass and "muskie",..... rambling streams where giant grey and speckled trout await the fly..... satin-smooth greens that add a thrill to golfing..... camping, hiking, boating, riding—all these and more await the sportsman in Quebec. Here in this northern wonderland of lakes and streams and mountains and pine forests is a country that has no equal for the variety of sporting fare it offers. Quebec is real sportsman's country—every inch of it—with unexploited possibilities on every hand.

If you like to whip a stream and feel the tug that means a "strike", if you like to tramp with a gun in the crook of your arm, or feel the springy earth beneath your feet, or glide over blue waters in canoe or sailboat, or plunge head-on into the sparkling water of a mountain lake, by all means plan to spend this summer's vacation in Quebec. Only 500 miles from New York by motor, this sportsman's paradise is the ideal place to enjoy refreshing weeks away from the city. Here, close to the beauty of forest, lake and stream, one can find rest and recreation unexcelled. There are hundreds of hotels and resorts and camps in Quebec, affording comfortable, inexpensive accommodations.



An effort well rewarded.

—  
Holidaying on Lake  
Victoria.

—  
Road beauty in vicinity  
of Ste. Adèle.



Trinity Cape, Saguenay River.

# Motoring is a joy on Quebec's good roads

**A** surprise awaits the motorist in Quebec. For this beautiful country, to which the atmosphere of three historic centuries still clings, boasts a system of good roads second to none on the American continent.

The Province of Quebec, nearly half the size of Europe, has 16,000 miles of paved and graveled roads connecting it with neighboring States and Provinces, joining every city, town and village and giving access to all districts.

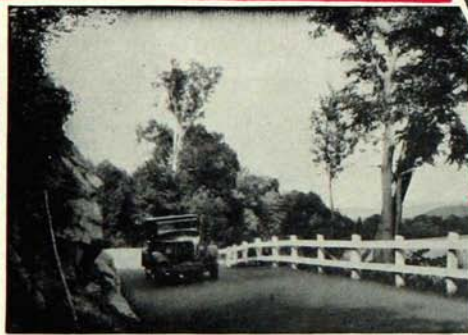
Accordingly, Quebec is a motorist's paradise, affording beautiful scenery, all outdoor activities and comfortable living accommodations, with highways that lend a thrill to driving. The Provincial Tourist Bureau of the Roads Department has an official Highway and Tourist Map for the Province of Quebec, which will be sent free, together with booklets giving complete routings. A complete set of illustrated booklets will be sent with the map.



The first girls' school of Montreal.



Straight as the crow flies.



Enchanting road scene in the Laurentian Mountains.



Montmorency Falls, 274 feet high.

# You'll thrill to the quaintness of Quebec

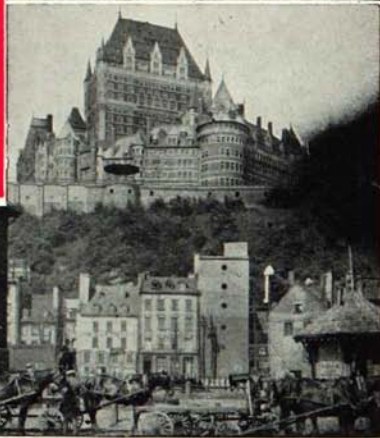


Father Point  
light along the St.  
Lawrence River.

A visit to the Province of Quebec is like turning back the pages of history to the Seventeenth Century and viewing there the customs and characters of that quaint, romantic era. Here, in many parts of the Province, one finds life exactly as it was lived years ago. Its villages are old-fashioned and its inhabitants simple and unaffected as in old France. It is as though time stopped centuries ago so that the visitor might step back into the past and view the manners that prevailed then.

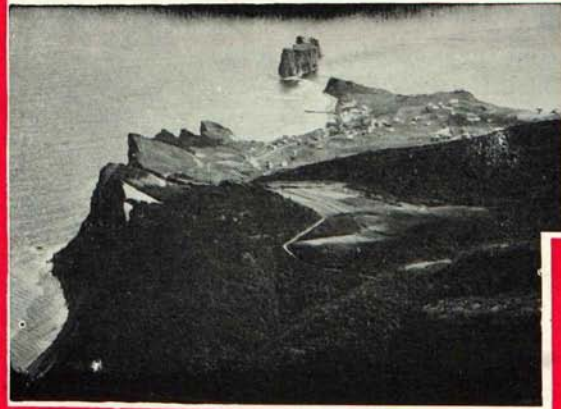
The City of Quebec's "Lower Town", for instance, is a place to see the real Quebec of medieval days—slag roofs and narrow crowded streets paved with cobblestones, dormer windows and bridges from roof to roof. This is the Quebec of other days—the Quebec that is so colorful and so romantic in its setting of past centuries.

In all other respects, however, the Province of Quebec has followed the trend of the times and is as modern as any other country in the world; magnificent roads, hotel accommodation ranging from the modest country side comfortable inn to the most up-to-date de luxe palace, cosmopolitan cities, etc. The City of Montreal, Canada's Metropolis, is for instance a most striking example of that combination of the past with the present.



A quaint rural scene on  
Quebec Highway.

A view of a section of Upper and  
Lower Town, City of Quebec.



Percé Rock and village.

# Historic memories cling to Quebec

**T**HE whole Province of Quebec is replete with memories and relics of bygone days, when the French held sway over this great domain. Here, truly, the old world meets the new—the old Quebec of battlements and moats and the customs of France in the Seventeenth Century existing side by side with modern buildings and efficiency. In Quebec as in no other section of America one can still find preserved amidst modern civilization the last vestiges of a feudal era which has etched its colorful history deep on the pages of the past.

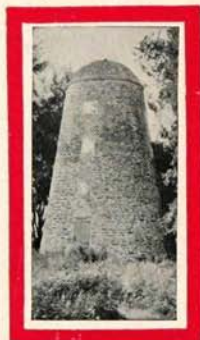
The quaint folk who carry on the beliefs and the traditions of their forefathers will answer your questions in the purest French language.

But you will have no trouble in making you understood in your own language, most of the French-Canadians understanding and speaking English. Quebec is one of the most striking examples of bi-lingualism in the world.

With its historic cities, its little white villages, chiming bells, spires, wayside shrines and quaint old architecture, Quebec is a land to stir the imagination of the tourist and bring to mind thoughts of this Province's picturesque past as one motors over highways of the most modern type.



Champlain  
Monument,  
Quebec City.



The Old Fort.  
A historical landmark  
on the Island of  
Montreal.



An old baking oven.



St. Joseph's Oratory, Montreal.



Famous Shrine of Ste. Anne de Beaupré,  
patronized by thousands yearly.

# The old world meets the new... in Quebec



A wayside shrine  
near Quebec  
City.



Old cannon atop the walls of  
Quebec City.



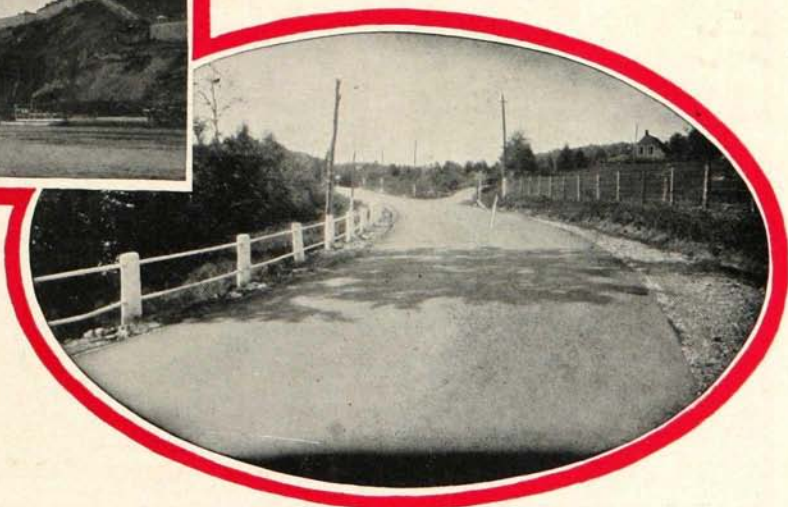
The Citadel  
of Quebec  
City

**T**HE entire Quebec country is full of the glamour of the old French regime. With its rich historic background, its monuments to great heroes and the Seventeenth Century buildings which still stand, Quebec is a land of amazement to the tourist.

For all its ultra-modernity in many respects, it has three hundred years of romantic history behind it, and accordingly the Province is a veritable paradise to the tourist in quest of impressive country.

Visitors to Quebec will find their tour of the Province's historic sites doubly delightful because they are so easily accessible over roads that make motoring a joy. The Province is famous for its extensive system of good highways, which connect it with other States and Provinces, link every city, town and village and give access to every district.

A comprehensive set of fully illustrated pamphlets published and distributed by the Provincial Tourist Bureau describe every region of the Province. Ask to-day for your free set and plan in advance your holiday in French Canada.



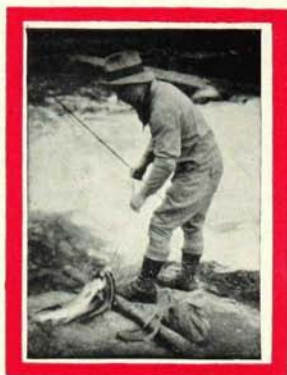
Good roads make motoring a delight.

# Vacation close to nature in Quebec

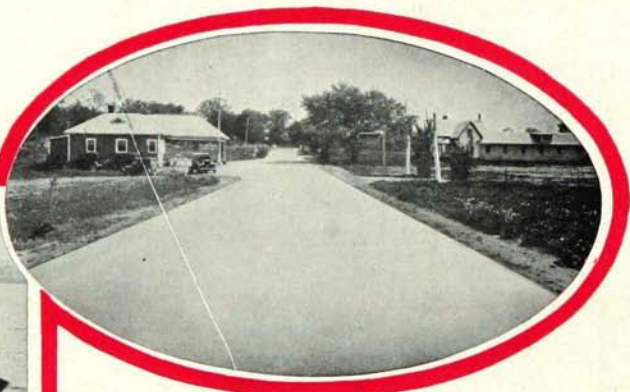


**T**HE Province of Quebec is a land of lakes and rivers, of forests and streams, of smooth, sandy beaches and rugged precipices. Amid its entrancing scenery and bracing climate the vacationist in search of a real vacation will find unsurpassed fishing for salmon, trout, bass and muskies, big game hunting for moose and deer, golf, tennis and horseback riding at lake, seaside and forest resorts, where accommodations range from the simple farmhouse, homely cabin or lodge on the wooded shore of a lake or stream, to the large modern hotel with its fashionable atmosphere and smart social functions.

The adventurous vacationist will like nothing better than a canoe trip into the wilderness of northern Quebec, getting entirely away from civilization for a time and living close to nature. That's real sport, for the Province of Quebec is the ideal place to enjoy "roughing it." Nowhere on earth is there as great a profusion of attractions for the nature-lover.



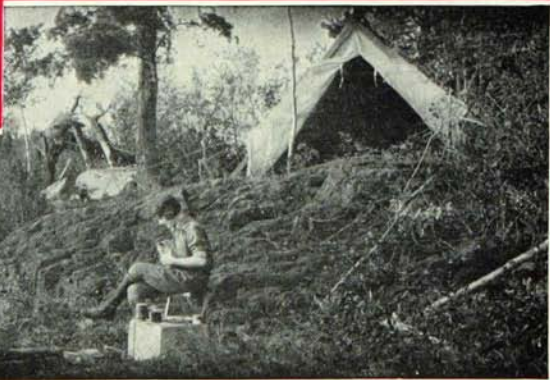
Quebec is a paradise for fishermen.



A beautiful highway at Phillipsburg, adjoining the State of Vermont, U. S. A.



Holiday seekers will enjoy their vacation in Quebec.



Camping in Lake Travers' District, in the Laurentians.

# Quebec ... the City of Remembrance



The old way of transportation still exists.

St. Anne de Beaupré religious procession.



**Q**UEBEC 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. Quebec 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 older day, when men built both massively and beautifully. With the name of Quebec 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.

The City of Quebec is reached by many highways, and the two great transcontinental railways, the Canadian National and Canadian Pacific, as well as steamship service by the Canada Steamship Lines and the Clarke Steamship Company, connect it with all parts of the American continent.

The Country around the city of Quebec affords numerous interesting side-trips over improved and well maintained roads.



The Province of Quebec is dotted with this type of home.



One of the highways leading into the U. S. A.



Historic Quebec City  
Little Champlain Street.

# Montreal . . . . . Canada's Metropolis

**J**UST 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 Montreal has the same cosmopolitan, big city character with respect to Canada. Few people realize the size of Montreal. Nevertheless, this great city has a population of well over 1,000,000 inhabitants, is the largest city of Canada and the fifth largest city in America.

In point of population, Montreal is a curious city to those unfamiliar with it. Two-thirds of the city's people, being of French descent, speak the language as their native tongue, though they often speak English also. It is the second largest French speaking city in the world, coming immediately after Paris.

Montreal is the center of the good roads system which makes every section of the Province of Quebec easily accessible to the automobile. It is also accessible by boat, train and airplane from every part of America.

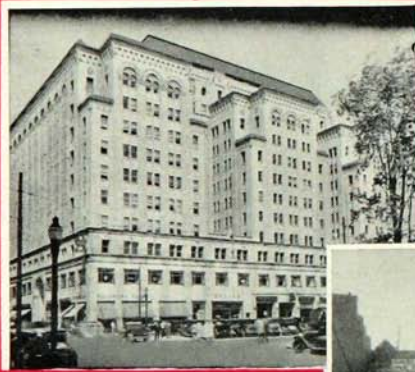
Montreal is the gayest city in America, and fully deserves its surname of the "Paris of America".



Illuminated Fountain,  
Parc Lafontaine,  
Montreal.



Montreal is well provided with large hotels.



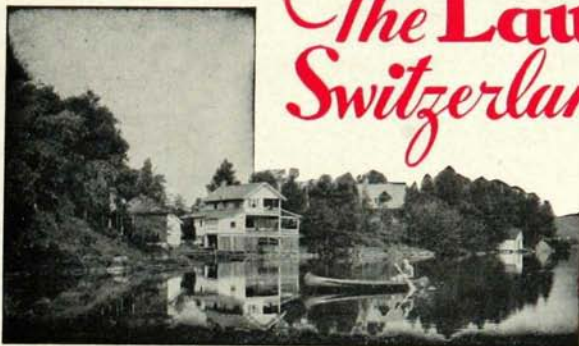
One of Montreal's  
up-to-date, buildings.

Macdonald  
College  
near  
Montreal.



Montreal Harbour, the largest island ocean port in the world.

# The Laurentians.. Switzerland of America



Lake Ouimet, a famous resort in the Laurentians.

**T**HE Laurentian Mountains, rolling in gentle crests over more than a million acres between the St. Lawrence River and Hudson Bay, afford the vacationist and the lover of sports one of the most delightful and unspoiled playlands in the world.

Older than the Rockies—older even than the Himalayas—these mountains have the mysterious fascination that goes with antiquity, for the Laurentians were formed when this earth was very, very young.

Yet the Laurentian country is the greenest and the freshest mountain land to be found anywhere. Its rolling hills, its pleasant valleys and fragrant forests, winding rivers and cool, tree-lined lakes and picturesque villages and hamlets make it a perfect haven for the work-weary vacationist in search of out-door life and invigorating sports.

The Laurentian hold for the visitor a widely diversified array of attractions. Here the sportsman is sure to be in his glory. Hunting, fishing, boating—this mountain country is a paradise for devotees of these sports.

The region is well covered by an adequate system of excellent roads.



A road scene in the Laurentian Mountain District.



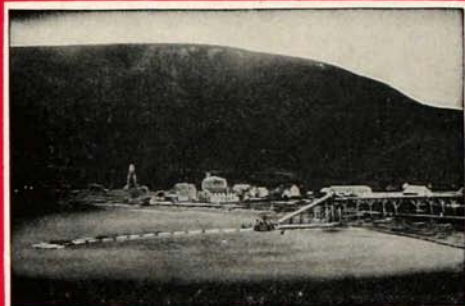
Lake Massawippi,  
Eastern Townships.



North Hatley, Eastern Townships.  
A resort section of great refinement and beauty.

# Gaspé..the wonderland of America

**H**ISTORY records the fact that Gaspé was the first known region in America. As early as 1534, Jacques Cartier, the discoverer of 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



Village and mountain scene at Mont Louis, Gaspé.



Typical Gaspé Village.



Road scene near Petit Cap, Gaspé, P. Q.



Small bay and fishing fleet at Gaspé.

is told in novel-like adventures and has been studied and celebrated by innumerable students of that part of Quebec.

The Gaspé Peninsula constitutes the northern end of the great Appalachian System of Mountains, extending south-west to the Gulf of Mexico, 3,000 miles away. The local name for the mountains is "Shickshocks", some peaks attaining a height of over 4,000 feet. A 555-mile circular highway makes of the Gaspé tour one of the most impressive in America.



Fishermen's boats at Barchois, Gaspé.

## FREE PUBLICATIONS OF THE ROADS DEPARTMENT

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

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

**Tours in Quebec.**—80 page Guide of the Province of Quebec. Profusely illustrated.

**Quebec, the Good Roads Province.**—32 page illustrated booklet of particular interest for those interested in mountain and sea resorts.

**The Old World at your Door.**—12-page illustrated booklet.

**Romantic Quebec: Gaspé Peninsula.**—A de luxe 32-page full-color illustrated booklet.

**The Eastern Townships of Quebec.**—Two-color illustrated booklet.

**Lake St. John and National Park.**—Two-color illustrated booklet.

**Quebec, The Holiday Seekers' Playland.**—12-page illustrated booklet.

**Laurentian Tours.**—32-page illustrated guide.

**Official Bulletin.**—Giving highway conditions and other road information. Published semi-monthly in French and in English.

## SPECIAL GUIDES FOR SALE

**Along Quebec Highways.**—876-page complete guide of the Province of Quebec. Contains a general description of the Province, detailed descriptions of each of the main highways, each description forming a chapter; a general road map of the Province, 76 sectional maps; 33 charts showing entries and exits of principal cities and towns; general information regarding traffic rules, customs, hunting, etc., and 325 photographic reproductions of the principal places in the Province. For sale at the Roads Department and at book-sellers. Nominal price post paid, \$2.00. May be had in English or in French.

**The Gaspé Peninsula.**—260-page complete guide. Contains a general description of the Peninsula, and a description of each of the places traversed by the highway, with local industries, peculiarities and legends fully explained. Four-color cover; 12 special drawings; 113 photographic reproductions; a general map of the Peninsula. Nominal price post paid \$0.60. May be had in English or in French.

Write the Provincial Tourist Bureau, Roads Department, Quebec.

## LARGER SIZE OF IMPERIAL GALLON

The gallon used in Canada (Imperial gallon) is one fourth larger than the American gallon. Four Imperial gallons equal five American gallons. Remember that when planning your vacation.

## QUEBEC OFFICIAL INFORMATION BUREAUS OFFICIAL INFORMATION FREE

Tourists are invited to make use of the Provincial Tourist Bureau information bureaus. These office are at the disposal of the public from nine o'clock in the morning till eleven o'clock at night, every day, Sunday included. Not only all manner of information that might be desired on a visit to the Province, but also maps and descriptive booklets, are obtainable free of charge. It is greatly to the advantage of tourists to avail themselves of these gratuitous services which the Roads Department has placed at their disposal.

The Roads Department is operating its information bureaus at the following places:

**Montreal**—1013 Dominion Square (All year).

**Niagara Falls, Ontario**—Hotel General Brook (near Suspension Bridge) (May 15th to October 1).

**Windsor, Ontario**—Hotel Norton Palmer (May 15 to October 1).

**Windsor, Ontario**—Administration Building, Ambassador Bridge (May 15 to October 1).

**Quebec.**—Parliament Bldgs—All year, from 9 a. m. to 5 p. m.; Saturday, 9 a. m. to 1 p. m. Written request for information shall be sent to the Quebec Bureau.

## PROVINCIAL TOURIST BUREAU ROADS DEPARTMENT

QUEBEC  
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# *The holiday seekers playland...*

