

Lands Where History Was Made

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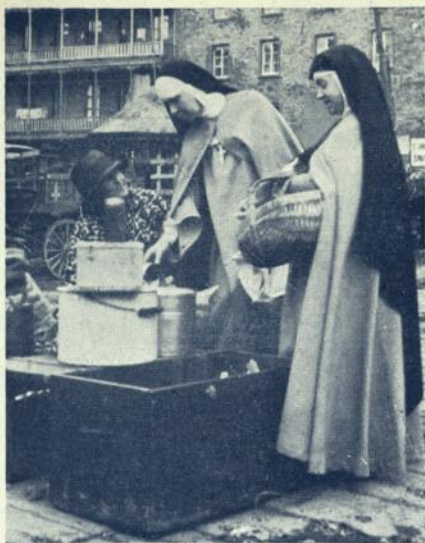


A few facts of interest about St.
Lawrence shores, along routes of
the

**CLARKE STEAMSHIP CO.
LIMITED**

MONTREAL

QUEBEC



Les Bonnes Sœurs — Quebec



FEW FACTS about the historic localities visited on Clarke Steamship Company Cruises in the Gulf of St. Lawrence are offered here. They are of necessity brief, for much history was made within the Gulf and the full tale of the famous men the Gulf has known involves also the story of many other parts of North America.

The high lights of the Gulf's records, however, are indicated in the following pages, and, since Gulf shores have changed but little in the past four centuries, just a very little imagination will suffice, as you cruise along, to carry you back to the days of Jacques Cartier, when he first pushed into the great St. Lawrence — of Samuel de Champlain, founder of Quebec — of Louis Joliet, one of the discoverers of the Mississippi, who traded, explored and died on the north shore of the Gulf — of Sir William Phips, the New England admiral who tried to wrest Quebec from its "Fighting Governor", the Count de Frontenac — of Pierre LeMoyne d'Iberville, organizer of Louisiana and brother of the founder of New Orleans— of the sturdy and courageous pioneers who established the picturesque settlements that you visit.



Quebec, immortal city of French-Canada

There is scarcely a spot touched by Clarke Steamship Company vessels, on either the north or south shore of the St. Lawrence, whose story doesn't go back nearly four hundred years, to one or other of the voyages of Jacques Cartier.

Two points, Bradore and Blanc Sablon on the Canadian Labrador Coast, go back even further, for they were famous summer fishing stations long before his time. But the fishermen who frequented them believed them to be situated within a great bay and did not suspect the existence of the great Gulf and River beyond. Jacques Cartier was the first white man to sail far into these unexplored waters, and he charted and described with most amazing accuracy all the localities he visited.

The Gaspé Peninsula claims special distinction with regard to him, for it was within the shelter of Gaspé Basin that he set up a wooden cross and the Fleurs de Lys of France and first claimed the whole country for his King.



The Gaspé Coast

(Cruise 1—S.S. New Northland)

(Cruise 5—S.S. Gaspesia)

CAP CHAT

is the first stop of the Clarke Steamship Company vessels in Gaspé County, on the way down the St. Lawrence. The village lies a short distance beyond the cape itself, which with its lighthouse first comes into view. Behind the lighthouse is a great stone cat, a natural rock formation, popularly believed to have inspired the name of the locality, though there are some who still maintain the name was given in honor of the Sieur de Chastes, a Lieutenant-General of the King of France who shared Champlain's belief in the future of a New World colony.

Cap Chat was the earliest of the seigniorial grants along the south shore of the Lower St. Lawrence. It was conceded in 1662 to Michel le Neuf de la Vallière.

STE. ANNE DES MONTS

lies seven miles further down the river. It is the second largest village of the south shore, and its large church—built with a view to the future but already filled on fete days—bears testimony to the spirit of the community. Until comparatively recently the St. Lawrence was the only highway between it and other coastal towns, for it is only lately that roads have been built along the water's edge and up over the cliffs—affording, by the way, miles of magnificent scenery for visitors who have time enough to enjoy long drives. The nearest railway station is 60 miles away.

The seigniority here was granted in 1688 to Denis Riverin, one of the first men to become interested in the possibility of establishing permanent fisheries on the Gaspe coast.

MONT LOUIS,

a picturesque lumbering centre in a wide valley, bears a name given to the mountain behind it in honor of Louis XIV, reigning monarch of France at the time of the first concession of land here. In 1758, a detachment of the troops of General Wolfe, then sheltering in Gaspé Basin after the fall of Louisburg, the autumn before orders were given to attack Quebec, advanced on the settlement overland, despite the extraordinary difficulties of land travel, and destroyed its buildings.

MADELEINE,

another of the early seigniories, was granted to Denis Riverin in 1689. Something more than a century later it became famous as the seat of a supernatural phenomenon that was the terror of the whole countryside. This was known as the Braillard de la Madeleine (The Brawler of Madeleine) and took the form of cries, as of a soul in agony, which issued from the forest in times of storm. These were believed to presage evil or misfortune.

No one dared attempt to trace the sounds to their source, until in 1814 a little vessel put in to Madeleine. On board was M. Painchaud, who had been engaged in mission work in Gaspé for eight years. The Braillard was crying, and M. Painchaud, noticing the terror of his companions, determined to settle the matter finally, if possible. He set off



The Gaspé Coast—Cont.

alone into the forest, with an axe in the girdle of his soutane, and, guided by the weird cries, pushed his way through the underbrush till he finally reached the Braillard. Two trees had grown together in the form of an X, and in a high wind would rub against one another, emitting the terrifying sounds that were heard on the shore. M. Painchaud cut down both trees. The Braillard has never since been heard.

GRANDE VALLÉE

in 1691 was granted to François Hazeur, a partner of Denis Riverin in his unsuccessful attempt to make a fortune out of cod and "white whales" along this coast. It passed later into the hands of Michael Sarrazin, distinguished naturalist and at one time the only qualified physician in Canada. Sarrazin treated most of his patients free of charge, his seigniories were not sufficiently productive to support him, and his pension from the King was small. It was only the influence of friends who realized his value to the young colony that succeeded in keeping him in Canada and procuring for him the necessary means of subsistence. He died at Quebec in 1734.

FOX RIVER

is the metropolis of the south shore, though closely rivalled now by Ste. Anne des Monts. Extensive cod fishing is carried on here and three companies have stations in the village. The barachois (bar formed by shifting currents at the mouths of many Gaspé rivers) is a busy place throughout the fishing season, but in winter the fisherfolk desert their barachois huts and leave it vacant till the high tides of spring subside.

ANSE AU GRIFFON

is a pretty little cove with a name of interest, dating in its present form from 1744. Some say it was originally "Anse-au-gris-fond" (Bay with a grey bottom), but that the words "gris fond" suggested "griffon" to English ears and in time the French came to accept the Anglicized version—thinking, perhaps, that a mythical griffon of Brittany had something to do with the naming of the cove.

CAP DES ROSIERS

was so named by Champlain, founder of Quebec, who visited it first when its many wild rose bushes were in bloom. It is the point which marks the ending of the St. Lawrence River and the beginning of the Gulf.

CAPE GASPE

ends the mighty finger of rock that forms part of the northern boundary of Gaspé Basin. This finger was once known as the Forillon, but the name has now passed out of use. Below the Cape, at water level, is a rock formation known as "La Vieille" (The Old Woman), a familiar landmark since ever the whiteman visited this coast.



The name "Gaspé" is supposed to have come from the Micmac word "gespeg", meaning "the end". The Micmacs, who moved south in the winter and north in the summer,

The Gaspé Coast—Cont.

believed that their hunting grounds were shaped like a man, his head to the south and his feet at the Peninsula of Gaspé, surrounded by the sea.

GASPÉ BASIN

is a deep indenture of the coast, 20 miles long. Fifteen miles up it lies the town of Gaspé itself, the most important centre of the county and the episcopal seat of the Roman Catholic diocese—an extraordinarily interesting locality to visit, for its present-day charms are great, and its history combines the story of many peoples. It counts among its present residents descendants of practically all who contributed to the upbuilding of early Canada, both French and English—Bretons, Basques, Acadians, Channel Islanders, United Empire Loyalists, soldiers from disbanded British regiments, and others.

Gaspé Basin has been the scene of many important events. Jacques Cartier visited it in 1534, landed near Sandy Cove and there set up a wooden cross and claimed the country for France. Other early explorers knew it, and fishermen who came annually across the Atlantic soon learned to shelter on its shores.

Soon after Champlain had laid the foundations of New France, the establishment of permanent settlements in Gaspé became a subject of interest in France. Basque and Breton fishermen were among the first to build their homes in the new land, and then followed many troubled and precarious years while the young settlements struggled valiantly for continued existence. Enemies attacked them from time to time. Privateers visited them. Even the famous Captain Kidd came as far north as Gaspé, and, no doubt, he and his brethren inspired in part the tales of buried treasure along the coast, prevalent until very recent times.

In 1758, General Wolfe and Admiral Hardy, after the fall of Louisburg, were ordered to destroy the French settlements of the Gulf. The former, with seven ships, sailed into Gaspé Basin, found that the Intendant had died just before his arrival and that the people had fled up the rivers. He took possession of the land and settled down with his men there for some weeks, while detachments from his force visited and destroyed other settlements on both St. Lawrence and Chaleur Bay Coasts.

In 1914, the 33 ships, that bore Canada's First Contingent to the Great War, assembled here, before setting off across the Atlantic with their convoys.

Among the interesting settlements within the Basin is Douglstown, originally laid out for United Empire Loyalists who came to settle in the Gaspé country after the American Revolution.

BONAVENTURE ISLAND,

just outside Gaspé Basin to the south, is one of the few visible remnants of the lost lands of the Gulf that once were part of the mainland. It is a comparatively flat island with few inhabitants. One of its last famous owners was a Canadian corsair, Pierre Duval, who ranged the coasts of France in the service of the English during the Napoleonic wars and performed many deeds of daring before he returned to his native land, purchased his island domain, and ended his days peacefully. He is buried in the little cemetery on Cape Cannon, on the mainland.

The Gaspé Coast—Cont.

PERCÉ,

with its beautiful hills and the famous Percé Rock, has been known for over four centuries. The first overlord here was Nicolas Denys, who received the grant in 1654, lost it to his nephew and later regained it. He was represented on his property by his son Richard, Sieur de Fronsac. One of the earliest Recollet missions in New France began under his auspices, and the name of the famous Father Le Clerq is connected also with this district.

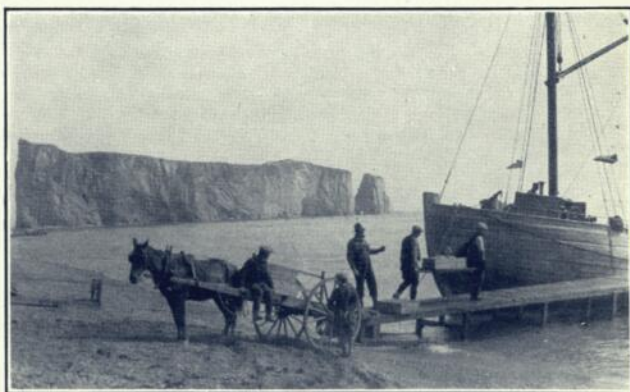
Mount Ste. Anne in the background was formerly known as Table-à-Rolland (or Rollant). On top of it, at the time of the equinox, when the Micmac tribe was in the vicinity, the chiefs of pagan times were accustomed to conduct the ceremony of greeting the rising sun.

PERCÉ ROCK,

which gave its name to the village on the shore, at the time of the early settlers, had three arches, one of which collapsed suddenly many years after the foundation of the first fishing villages of the coast. Since then there has not been much visible change, though the sea is steadily eating away the rock. Both Percé and Bonaventure are bird sanctuaries, harboring hundreds of gulls and gannets.

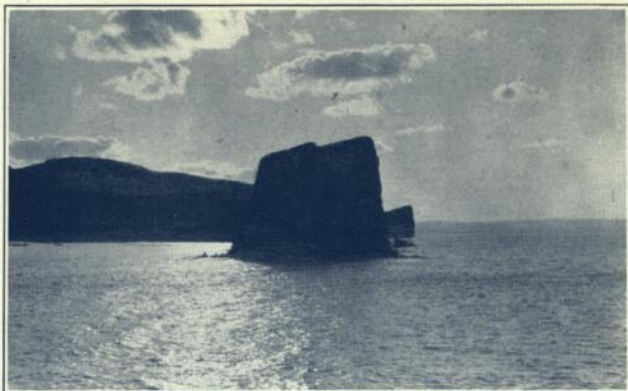
There are many old legends about this part of Gaspé. An Indian tale speaks of Bonaventure and Percé Rock having been joined in the far distant past, and riven asunder by a mighty cataclysm which engulfed an Indian encampment. The resemblance of this story to the Breton legend of "La Ville d'Ys," buried beneath the waters of a bay, has often been remarked upon.

A later legend states that the small mass of rock near the great pierced island is a pirate vessel which turned to stone after it was destroyed here, when the ghost of a beautiful maiden appeared to the crew. The vision was that of Blanche de Beaumont who had been captured on a vessel on its way to Quebec and who had thrown herself into the sea to escape the advances of the corsair captain.



Within the shadow of Percé Rock many a sailing vessel still loads up with the dried cod for which the Gaspé Coast is famous.

The Gaspé Coast—Cont.



Percé Rock stands off-shore, symbolic of the rugged strength and beauty of the Gaspé country.

GRANDE RIVIÈRE

was one of the settlements wholly or partly destroyed by the British in 1758. It was also one of the points at which a fishing station was early established by Charles Robin, the enterprising Channel Islander who founded and directed for years one of the most powerful and despotic fishing companies of the coast.

PORT DANIEL

lies outside Gaspé County, but the stretch of land between it and Paspebiac harbors people of the same ancient heritage as Gaspé. The town here is named after a contemporary of Champlain, a captain who also sailed Gulf waters. Jacques Cartier spent several days here in 1534, and in his records he calls the spot La Couche St. Martin. The three industries, fishing, lumbering and farming, now contribute to Port Daniels' prosperity. The tunnel through the hillside near the town is one of the points of interest of this coast, which, unlike the St. Lawrence shore, enjoys the conveniences of a railway.

PASPEBIAC

has retained its Micmac name, which means "point that protrudes in a bay." The admirableness of its formation for the fishing industry has long been appreciated, and it was selected as the headquarters of the Charles Robin Company in Canada, when it was first established, though the direction of the Company was retained by Charles Robin in his native island of Jersey.



Newfoundland

(Cruise 1—S.S. New Northland)

(Cruise 3—S.S. North Voyageur)

Newfoundland is the oldest British colonial possession. To John Cabot, who landed on the east coast in 1497, belongs the historic honor of its discovery, though legend says that Norsemen and others had touched there long before him.

French, Spanish, Portuguese and Dutch contributed to its later history, for the wealth of its fisheries made it desirable in the eyes of all those warring for the New World. Later the contest for possession narrowed down to the French and English, who valued the colony also for its strategic position with regard to the St. Lawrence.

Jacques Cartier was the first white man to voyage down the west coast of Newfoundland. Many fishermen then knew well the small portion that forms the southern shore of the Strait of Belle Isle, which they thought was a great bay, but fishing rather than exploration was their business there, and it remained for Jacques Cartier to push further into the unknown and report his discoveries.



In 1534, he entered the Gulf by the Strait of Belle Isle, and, after exploring a small portion of the north shore, turned southward along the Newfoundland coast. Among the spots which he noted particularly in his account of the voyage was the entrance to the Bay of Islands, which he called St. Julian. He also stopped further south, at what is now Port au Port.

The fishermen of Brittany and Normandy were the first to make regular seasonal voyages across the Atlantic to Newfoundland, but, once the fame of its fisheries had spread



abroad, other nationalities followed soon. The result was that the island eventually developed summer colonies of extraordinarily mixed nationality, and, in order to avoid absolute chaos, came in time to accept a crude but interesting form

of government known as that of the "Fishing Admirals."

This was based on a general acceptance of the principle that the first skipper to reach a port in any season would become absolute and undisputed ruler of his particular section of the coast for the period of the fishing voyage.

BRITISH SOVEREIGNTY

In 1583, Sir Humphrey Gilbert landed on the present site of the city of St. John's and, in the presence of the men of various nationalities from the various vessels he found in the harbor, read a formal proclamation, in the name of Queen Elizabeth, declaring the country under English rule. International

Newfoundland—Cont.



Historical map of the Gulf of St. Lawrence, installed at the

recognition of British sovereignty, however, was first given in 1713. Sixteen years later a governor was appointed by the British Government, but the turbulent years of disputed possession of the country continued for slightly more than a quarter of a century. In 1855, Newfoundland held its first election under Responsible Government.

THE BEOTHUCKS

Newfoundland is the grave of a lost race—the Beothucks (or Beothiks)—a people about whom very little is known. They were a fair-skinned race who roamed once the whole of the Island, coming down to the sea coast in summer and moving to the interior in winter. The coming of the white men drove them from their familiar haunts, and, during the last years of their life, they confined their wanderings to the basin of the Exploits River.

The Beothucks were apparently a bold, fearless, independent people, skillful and artistic in handiwork, and disposed to be friendly and truthful. Unfortunate experiences with explorers and early settlers inspired them with a great distrust of the white men, and, though from 1768 onwards very special efforts were made to enter into friendly relationship with these elusive nomads, they met with no success.



at the head of the main staircase of the S.S. *New Northland*

The origin of these people is unknown. Some hold that they were a distinct race. Others claim variously that they were descendants of the Eskimos, of the mountaineer Indians of Labrador, of the Indian tribes of the St. Lawrence shores, or of the Norsemen who came before John Cabot. They died leaving no records, save a few relics gathered from various points in the Island and a few facts gleaned from the last survivor, Shanawdithit, a girl who lived for five years in Twillingate and St. John's. These, with the accounts of various persons who came into slight contact with the Beothucks in the early days, are all that historians have upon which to build the story of a vanished race. Shanawdithit died in 1829. At the time of her capture, in 1823, there were to her knowledge only 13 Beothucks alive. None were ever found after her death. Various relics of these people are preserved in the museum at St. John's.

CORNER BROOK,

at the head of the vast Bay of Islands, on the West Coast, is the one stop of Clarke Steamship Company vessels in Newfoundland. Once a very small centre, it sprang into commercial prominence in 1923, with the establishment there of a power and paper company developing up to 250,000 horse power on the Humber River and establishing in Corner Brook itself pulp and paper mills with a daily output of 400 tons.

North St. Lawrence Shore

(Cruise 3—S.S. North Voyager)

(Cruise 4—S.S. North Shore)

Clarke Steamship Company vessels that ply the north shore carry you straight from Montreal and Quebec, with their reminders of an old-world civilization, to lumbering, fishing and hunting regions that still reflect pioneer times.



FRANKLIN AND GODBOUT,

the first stops, are both important lumbering centres of comparatively recent development, where modern industry is slowly absorbing the activities of the older settlements on these sites.

At Godbout is to be seen a memorial to the coast's most famous son—a man by the name of Comeau, who, though entirely self-educated, became the most influential figure of his time on these shores, a practical doctor of considerable ability, and a naturalist of distinction. His skill as a fisherman and hunter, too, was proverbial.

In his day there were no qualified physicians on the coast and he was called upon, in summer and winter, fair weather or foul, to minister to the needs of the sick and injured. He never refused a call, often travelling many miles under the most difficult conditions, and in the bitterest winter weather, to bring aid to the suffering, and, when his work was completed, refusing to take remuneration of any kind.

Among his exploits recorded on the memorial is the rescue of two seal fishermen, who were marooned on an ice-cake. Rather than abandon them after an unsuccessful attempt on the north shore to take them off, he drifted with them all night, nearly to the other side of the St. Lawrence, before a rescue was effected.

As a naturalist, he contributed much to the natural history records of Canada, particularly with regard to the life, habits and haunts of the salmon of the north shore.

ENGLISH POINT

is so named because, in 1711, an English fleet of 15 vessels under Admiral Walker was completely destroyed not far from here. A Frenchman, who knew the coast waters from end to end, determined to save his people from the enemy fleet. He went to the English, pretending to be a deserter, and succeeded in convincing them of his ability to conduct the ships in

North St. Lawrence Shore—Cont.

safety up what was to them an uncharted stretch of coast. The vessels were finally confided to his care, and, choosing his time and locality with uncanny skill, and favored by the weather, he deliberately led them ashore in such a way that there was little possibility of escape for any one of them.

SHELTER BAY

is one of the great lumbering centres of the coast, cutting from 80,000 to 100,000 cords annually. It and Franklin are the timber towns of the Chicago Tribune, supplying logs which are taken to the mill at Thorold, Ont., to be made into newsprint for this great newspaper and its kindred publications.

CLARKE CITY,

one of the only two inland settlements of the coast, is situated nine miles back from the St. Lawrence and possesses a railway which connects it with its wharf. This is the only railway on the north shore east of Murray Bay. The Gulf Pulp and Paper Company produces here about 160 tons of woodpulp daily.

SEVEN ISLANDS,

situated on an Indian Reserve, is one of the principal centres of the coast. Jacques Cartier visited it in 1535, naming it Isles Rondes (Round Islands), and left his ship at this point while he and his men explored the shores in small boats. In 1763, when New France passed finally into British hands, it was the most easterly mission on the North Shore, and was then in the charge of Father Nicholas. It is now a great lumbering centre and its salmon and cod fisheries amount to about \$100,000 annually.

ANTICOSTI ISLAND,

when first seen by Jacques Cartier, was thought to be part of the mainland. On his second voyage, the great mariner was informed by the Indians that it was an island, so he sailed to the south of it on his return down the St. Lawrence to Gaspé.

It was the property of various grantees during the French Regime. Louis Joliet, of Mississippi fame, was the best-known. His establishments here were destroyed in 1690 by Sir William Phips on his way to Quebec, and Joliet's wife



North St. Lawrence Shore—Cont.

and a relative of hers were among the prisoners captured on a French vessel which the New Englanders encountered in the river.

Some years later Anticosti became conspicuous as the headquarters of one known as "Gamache", an independent trader who was a constant annoyance to the Grande Compagnie, which possessed a monopoly of trade in the days of the Intendant Bigot. Gamache traded blighly up and down the coast, and flashed into sight and out again before anyone could lay hands on him. Once his brig was captured, but he calmly sailed off with it in the dead of night, leaving the vessels of the Grande Compagnie futilely chasing a lighted raft which he had sent down the river to deceive them. Once a bailiff was sent to seize his vessel, but Gamache, all politeness, reversed proceedings and seized the bailiff, carrying him off to Anticosti for the winter and returning him, unharmed but considerably chastened, in the spring of the following year. Both north and south shores knew him, and stories innumerable were told of his doings long after his stirring career had ended.

In 1895 the island was purchased, for \$125,000, by Henri Menier of Paris, the great chocolate king. In addition to making it into a sportsman's paradise, he began a policy of development, bringing in new settlers, opening up farms, establishing fisheries and building roads. He and his heirs retained possession of Anticosti until 1926, when it passed into the hands of a pulp and paper corporation now developing its forest resources.



Photo by H. H. Cleaves
"Bear paw" snowshoes are characteristic of the Montagnais Indians of the north shore.

MINGAN,

noted fur-trading centre and Indian mission, has now very few white families among its inhabitants. It is part of an old seigniory which existed for many years after seigniorial rights had been abolished over other parts of the coast. One of its interesting buildings is a sturdy log cabin built and inhabited by Donald Smith, Hudson's Bay Factor for the district, who later became Lord Strathcona, one of Canada's most famous statesmen and financiers of the past generation—one of the founders of the Canadian Pacific Railway—a power throughout the length and breadth of the land, and particularly in the Canadian Northwest, whose hand was felt in many a measure that helped to weld the Canada of his day into a coherent whole and to cement the ties that bound it as part of the British Empire.

North St. Lawrence Shore—Cont.

All the territory from Cape Cormorant to Bradore Bay was once granted to Louis Joliet, co-discoverer of the Mississippi river with Father Marquette. Joliet wintered several years on the Island of Anticosti, which also was granted to him, and he traded and explored throughout his mainland property. His wanderings carried him far into the Labrador, as well as north to Hudson's Bay and south to very nearly the mouth of the Mississippi. He is believed to have died on the Labrador coast and to be buried on one of the islands not far from Mingan.

HÂVRE ST. PIERRE,

most important centre of the north shore, was once known as Eskimo Point, because it was the most westerly spot ever reached by the Eskimo people. A large number of them were driven back by the constant warfare on the coast, till they took refuge on an island near this settlement. Some in time moved away; other families died out; and for years there have been no Eskimos living along this north shore. The name of the settlement was changed, at the request of the inhabitants, as being misleading. It is now an important church seat, and its convent school makes it the educational centre for a large district. Fishing is the main occupation of its people.

NATASHQUAN,

the last civil municipality on the coast, was called Cape Thenniot by Jacques Cartier, who was attracted to it in 1534 by the campfires of the Indians. He landed, found the natives friendly, and named the point after their chief. It is now an important trading station where the Indians come annually to barter their furs.



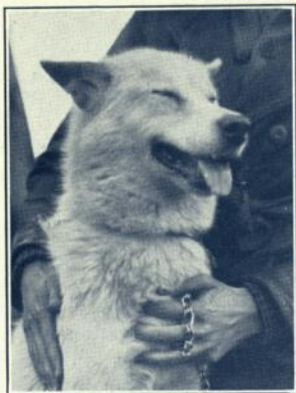
Thunder River has earned its name from the sound of its waterfalls as it pours down towards the sea over the great rolling masses of bedrock characteristic of the north shore.

The Canadian Labrador

(Cruise 4—S.S. North Shore)

HARRINGTON,

one of the first stops within the Canadian Labrador, is the headquarters of the Grenfell Mission for this stretch of coast. Its hospital was established in 1907 by the Deep Sea Mission of London, England, and it now maintains "Nursing Stations", at various points in the Labrador. A great measure of its support is drawn from the United States, which also contributes a large number of volunteer workers during the summer months. The population along these shores is mostly English-speaking and Protestant, of Newfoundland origin.



One of the famous Canadian huskies that went south with the Byrd Antarctic Expedition.

GREAT MECCATINA ISLAND

has a story, forgotten by the people of the coast, but often mentioned in books dealing with the history of the region. When Roberval followed Jacques Cartier out to the New World in 1542, with the object of planting a colony far up the St. Lawrence, one of his company incurred his displeasure. Roberval, a harsh man feared and hated by those under his command, determined to put the man ashore and leave him to his fate. His wife refused to desert him, so she too was put ashore, with a small supply of provisions and a few weapons. The man died a few weeks later, and the woman, left alone on the island, managed somehow to survive the winter. The following year she was rescued by some passing fishermen and returned to her native land.

The identity of the lady concerned has been lost in the legends that have grown up around her. Some claim that she was the frail and beautiful Marguerite of Navarre, others that she was merely Marguerite, wife of one of the ordinary artisans. The scene of this story has been disputed, but on a chart of Roberval's voyage made by one who accompanied him, there appears an island, called "Isle de la Damoselle", at about the position of Great Meccatina.

OLD FORT,

one of the oldest settlements, takes its name from the ruins of a fort back in the hills, believed to have been built by the

The Canadian Labrador—Cont.

early French settlers as a protection against their enemies and used during the period of Indian and Eskimo warfare.

BONNE ESPÉRANCE

(Good Hope) possesses one of the best harbors of Labrador and has long been a fishing and sealing centre. Some 50 years ago, it was not unusual to see as many as 100 vessels gathered there at one time, and Canadian, English and American currencies were all in use among the traders.

BRADORE BAY

leads us back to times before Jacques Cartier. Its shores were the site of the famous Breton summer fishing station of BREST, and, when Jacques Cartier pushed through the Strait of Belle Isle on his first voyage, he met, in the Gulf, a ship from its own land that was looking for Brest but had lost its way. He informed it of its position and set it in the right direction.

An "immemorial tradition" of the coast says that here was once a great city founded long before Quebec, possessing "200 houses and 1000 inhabitants in winter, which latter were trebled in summer", but no historic documents have yet been found to prove that Brest was ever more than a summer colony.



Photo by H. H. Cleaves
An old seal fisherman of the Labrador, whose record years accounted for from 300 to 400 seals.

GREENLY ISLAND,

visited and described in detail by Jacques Cartier in his record of his 1534 voyage into the Gulf, is a bird sanctuary and lighthouse station off the Canadian Labrador Coast, that sprang again into public prominence in 1928, when the Bremen, the first aeroplane to make a successful non-stop flight of the Atlantic from east to west, landed there safely.

The Clarke Steamship Company, whose vessel, the S.S. North Shore, is the only one maintaining a regular service along this coast and to the island, has erected on the exact site of the landing a memorial tablet as a tribute to the three men who made this historic flight—Baron von Huenefeld and Captain Koehl, of Germany, and Major James Fitzmaurice, of Ireland.

The Canadian Labrador—Cont.



The stern wild beauty of Bonne Espérance is typical of the whole Canadian Labrador coast.

BLANG SABLON,

last stop on the Clarke Steamship Company route, was also a fishing station for many years before Jacques Cartier, and it was this port that he appointed as the assembling place of his three ships on his second voyage to the St. Lawrence.

One tiny port on the north shore, now Pillage Bay, which he entered on August 10th, the festival of St. Lawrence, he named "Baie Saint-Laurent", and this name finally spread to embrace the Gulf and great River, though the latter continued for many years to be called by its more descriptive title, "the River of Canada."



Salmon & Trout Fishing

The Gulf of St. Lawrence territory offers to sportsmen, in season, game and fish in abundance. The salmon and trout fishing, in particular, draw large numbers of enthusiasts annually to famous rivers and streams.

Newfoundland

In Newfoundland the fishing season is open from January 15th to September 15th, and the West Coast, which the Clarke Steamship Company vessels serve, is the island's most renowned fishing region—all rivers are free. The fishing license costs only \$10. for a fortnight's sport, plus 50c to the issuer; or \$2.00 per day for a period not exceeding 4 days, plus 10c per day to the issuer.

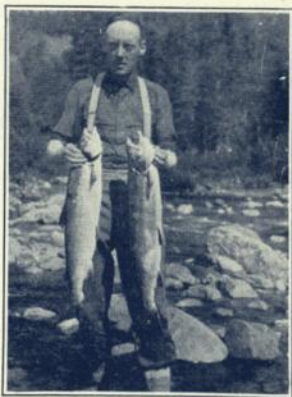
Excellent accommodation may be had at the Glynmill Inn for those wishing to remain at Corner Brook for salmon fishing in the Humber River or sea trout fishing in the Bay of Islands. Those wishing to visit the famous pools and rivers at other points on the West Coast may do so through Mr. Richard Whittington, proprietor of the Log Cabin Hotel at Spruce Brook, who maintains several hostleries and many camps at numerous points, including Stephenville and St. George's, and can place his guests wherever sport is likely to be most excellent. Mr. Whittington supplies, as desired, guides, boats, provisions, etc.

Reservations may be made either direct or through the Clarke Steamship Company. Glynmill Inn rates are (American plan): single rooms, \$6.00 per day and up; double rooms, \$10. per day and up. Rooms may be obtained with or without bath. Special weekly and monthly rates may be obtained from the Manager. Log Cabin Hotel rates are \$5.00 per day, or \$30.00 per week. Guides are provided at a cost of \$4.00 per day.

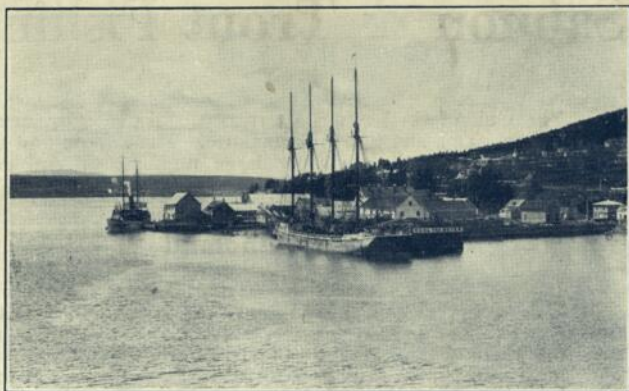
Gaspé

While fishing rights on the majority of rivers in the Province of Quebec are privately owned, there are near Gaspé several pools where visiting sportsmen may secure very excellent salmon and trout fishing. Baker's Hotel in Gaspé offers attractive accommodation and makes necessary arrangements for sport. Reservations may be made direct, or through the Clarke Steamship Company. Rates at the Hotel are \$3.50 to \$4.00 per day, or \$22.00 per week, for rooms without bath, if taken for 2 weeks or longer, \$5.00 to \$7.00 per day for rooms with bath.

The fishing season in Quebec is open from May 1st to September 30th. No fishing license is necessary for a resident of the Province of Quebec; license for a British subject, non-resident, \$5.00 for the season; for other nationalities, \$10.00 for the season. Guides, \$3.50 per day.



A banker at peace, in spite of the Stock Market.



The day of the sailing vessel is not yet dead on the Gaspé Coast, and old-time fourmasters are still sometimes seen.



The great Humber River, slipping swiftly between its massive hills to pour itself into the Bay of Islands, near Corner Brook, is one of the most famous salmon streams of Newfoundland's West Coast.

Write for descriptive folder of our cruises.

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