

# Québec, La Douce Province

All Year Round Vacation Land



A. B. SALMON  
PHOTO

# Québec

*Rest, Relaxation,*

*Recreation For All*

*- All The Year Round*



QUEBEC is a land of rest and relaxation — for all ages — in all seasons. The sun shines brightly from winter to spring to summer to autumn to snowtime again. The air is crisp, fresh, cool, invigorating in this country of outdoors. While the young play, elder folk may talk and walk and read, or just rest and rest.

## FISHING

Québec's clear, cold lakes, rushing streams, deep, quiet rivers, offer breath-taking fishing for speckled trout, lake trout, rainbow trout, Québec red trout, Great Northern pike, fighting black bass, Gaspé salmon, landlocked salmon, ouananiche, big muskellunge, giant sturgeon, tiny smelt, sweet perch, rock bass.

## HUNTING

Québec's green woodlands, hardly touched by man, make a hunter's paradise. There are bear, moose, deer, caribou, partridge, rabbits, snipe, ducks, and the regal Canada goose.

## GOLF

Québec has some beautiful championship golf courses, and there are smaller and perhaps sportier courses in the Laurentian Mountains area and in the Eastern Townships and lower St. Lawrence River valley.

## RIDING

Québec bridle paths are famous for their beauty of scenery and the invigorating air. Most resorts have riding facilities, and the tack is either Western or English.

## SAILING

Québec resorts feature sailing from dinghies to sloops, and on the big rivers there are yawls and even schooners.

## SKIING

Québec ski grounds rival any ski playgrounds of the world, fully equipped with ski tows, chair lifts, championship courses, Olympic jumping hills, cross-country trails, ski schools, ski shops, and the best of accommodation.

## TENNIS

Québec is the training centre for Canada's Davis Cup tennis teams, and there are grass courts and hard-surfaced courts throughout the resorts.

## WATER SPORTS

Québec's thousands of lakes and rivers make an ideal aquatic playground. There is both fresh water and salt water swimming, as well as sailing, canoeing and such newcomers as aquaplaning and water skiing.

## ACCOMMODATION

Québec's hospitality provides accommodation at prices for all, from boarding houses and pensions to auberges, lodges and luxury hotels.

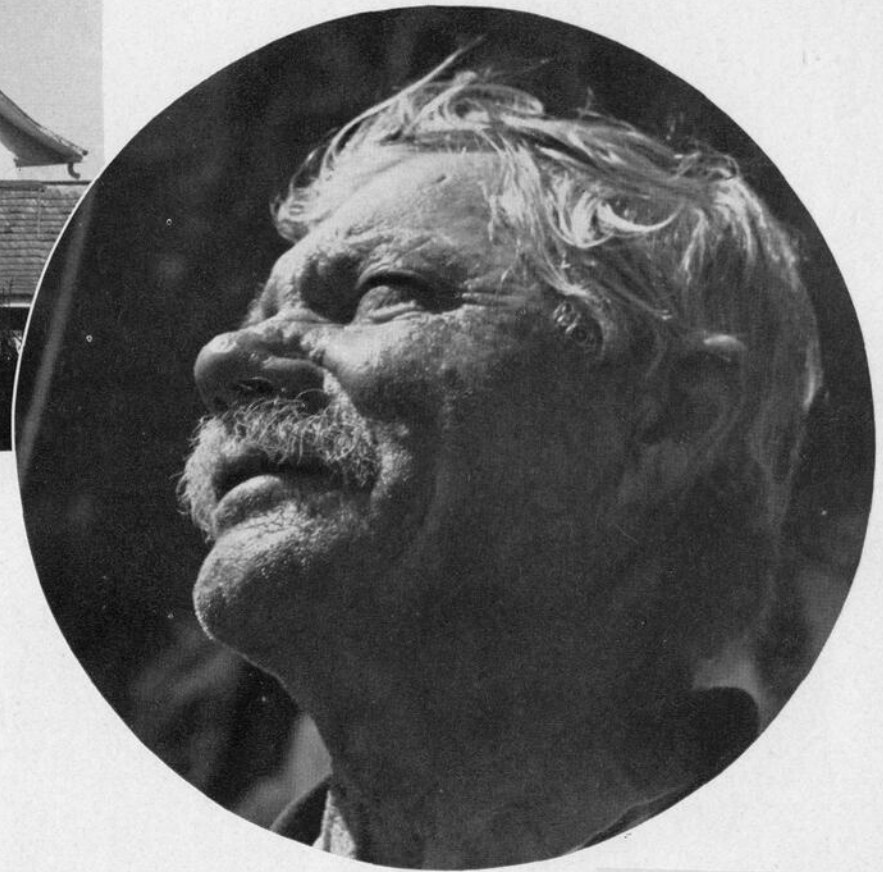
## TRANSPORTATION

Reach Québec by train, plane, bus or car — just overnight from most eastern United States centres. Québec provides an excellent transportation system of its own, by river steamer, first-class highway arteries, by airline, by chartered aircraft, by excellent railways, and by bus.





The Québec farmer is a rugged man of toil.



Thick-walled to shut out both heat and cold, steep-roofed to shed the winter's snow, Québec's picturesque white-washed farmhouses resist the passage of centuries.

## *Quaint Québec*

### *An Old Story Of The New World*

**T**IME seems to stand still in the picturesque old Province de Québec. The Old walks hand in hand with the New to an obligato of the simple, ancient French of Brittany and Normandy of three centuries ago. Québec has a charm all its own, for its sturdy folk live and think much as their forefathers did so long ago. Québec marches in step with the 20th century but wears the homespun habiliments of the 17th century. Streamlined automobiles glide smoothly past farm fields where oxen draw the plough, past log-walled farmhouses where electricity lights the work of the housewife at her spinning wheel, past fishing villages where the fisher folk put to sea in 17th century fishing smacks powered with Diesel engines.

Québec is grave and yet gay in a Gallic way. Its people are wedded to a leisurely way of life, quiet in manner, reserved and yet courteous, considered in judgment and tenacious and industrious when the course has been decided. Yet they are voluble, laughing and gay in leisure moments, fond of entertainment, hospitable and completely charming. In the way of their preceding generations, their lives are based on the solid foundation of family life and strong ties of relationship. Their social and economic life revolves about the hearth.

Québec was the cradle of the New World. From the original settlements of Québec and Montréal, early French soldiers fought the Indians into submission and the priests and nuns converted them to peaceful Christianity. Early Québec explorers moved west to the Great Lakes, opening up the middle west, then travelled down the Ohio and the Mississippi to the Gulf of Mexico. Much later, Québec explorers opened up the Canadian west and reached the Pacific Ocean long before Clark and McCready.

Québec played the leading role, too, in the development of Canada. The fur trade provided the initial impetus, and

then the golden grain from the west, the products of Canadian factories naturally funnelled through the great province along the St. Lawrence to markets abroad.

When Canada passed from the French King to the British King in 1763, the new rulers of Canada allowed the French colonists to retain their own language, culture, customs and religion, so that through the centuries Canada and Québec have remained bilingual.

Québec folk are as unchanging as the soil they depend upon for a living. The old way seems best to them. In many rural areas, the family sheep provide the wool for the spinning wheel and loom for the fashioning of Québec's famous homespun, "l'étoffe du pays", which clothes the family. They may have radios and washing machines, but often the family bread is baked in the old stone outdoor oven. There may be a shining new car in the garage, and yet the milk may be delivered by dogcart. Radio programs are popular, yet no more so than the dance music scraped out by the fiddle of a neighbour.

Québec is a neat and tidy land. Québec housewives, particularly in the rural areas, keep their homes and their farmyards in spick-and-span condition. Their farms, seen from the air, are laid out in orderly oblongs with the farmhouses all at the same end, along the road or the river. That was for mutual protection against raiding Indians in the early days.

The flavour of Québec is unique. It is a country of colour, of bright green fields, of deep, shadowy forests, of crystal lakes, wooded mountains, of rushing streams and majestic, unfathomable rivers.

Québec is a land of rest and relaxation, of peace for the soul.



The Old and the New. Place Royale, foreground, was the site of Jacques Cartier's camp of discovery of Montréal in 1535 and military headquarters for the ensuing century. Modern skyscraper towers in background.

## Montréal - The Metropolis

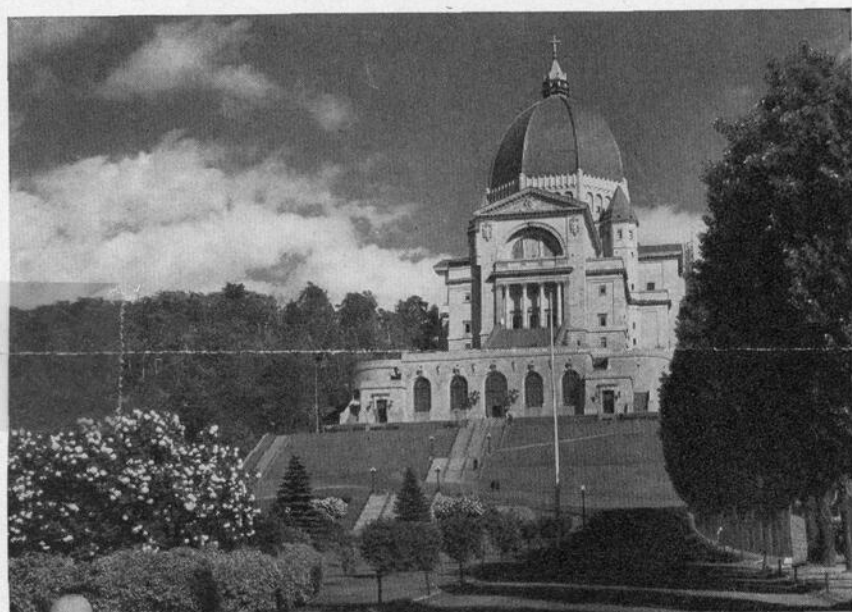
CANADA'S greatest city, Montréal is a vast industrial, transportation and cultural centre as well as one of the largest seaports of America, although a thousand miles up the St. Lawrence River from the sea.

Montréal's cosmopolitan population of more than a million and a quarter is predominantly French-speaking. This is a city of contrasts between the old and the new. Narrow, crooked streets and weathered grey stone houses and warehouses are reminiscent of the Old World, and yet they lie in the lengthy shadows of 20th century skyscrapers and towering departmental stores.

The city was founded in 1642 as a church mission post to convert the Indians, and it is still a city of churches, some of them dating back three centuries. The Notre Dame Church on Place d'Armes Square is probably the most visited and most photographed church in America.

Montréal was once captured by an American army under General Montgomery. That was in 1775, and Congress sent Benjamin Franklin, Samuel Chase and Charles Carroll to Montréal in an unsuccessful attempt to woo Montréal's people to join the American colonies. Montgomery and his troops left Montréal a short time later.

Visitors to this picturesque city are struck with the amity with which the French-speaking and English-speaking people of the city live side by side, mingling both socially and in business, and yet each retaining their own culture, language and religion.

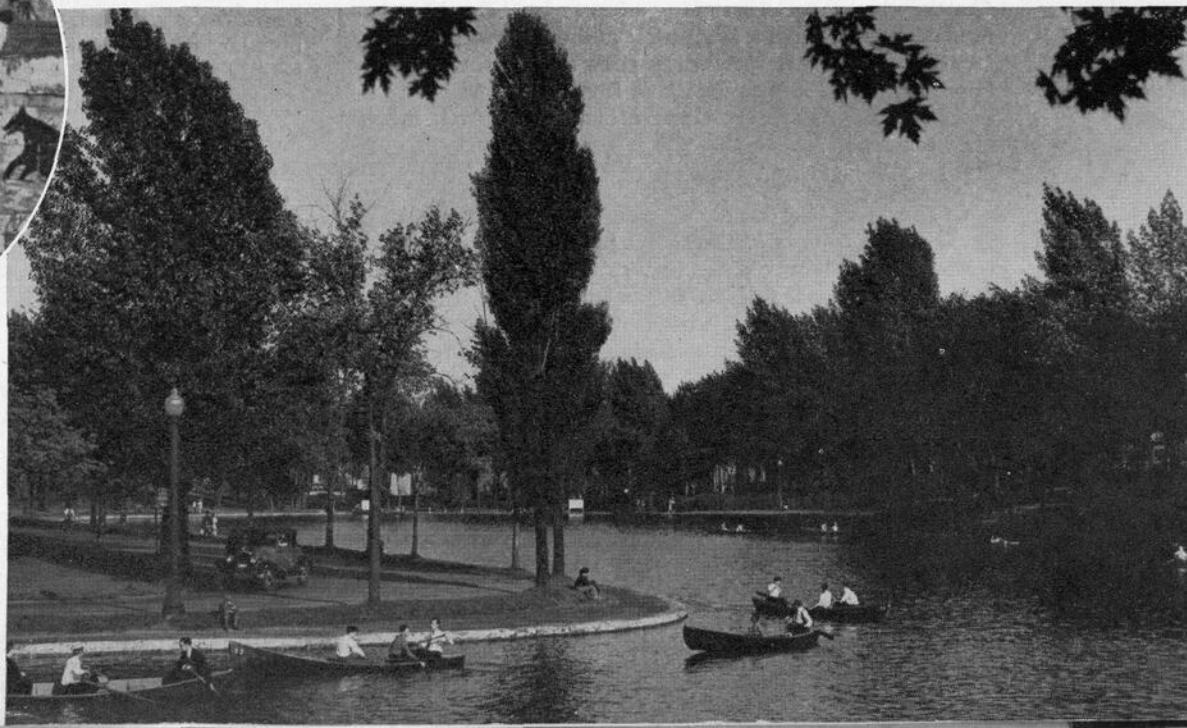


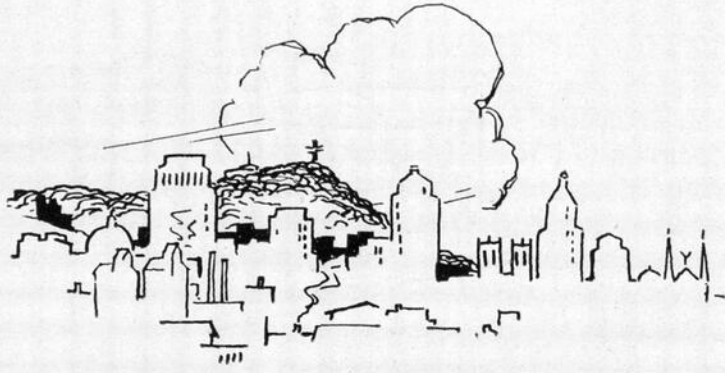
St. Joseph's Oratory, also known as Brother André's Shrine, attracts two million pilgrims annually.



Indian Reservation is at Caughnawaga on outskirts of Montréal.

At right: Lagoon at Lafontaine Park in heart of Montréal.





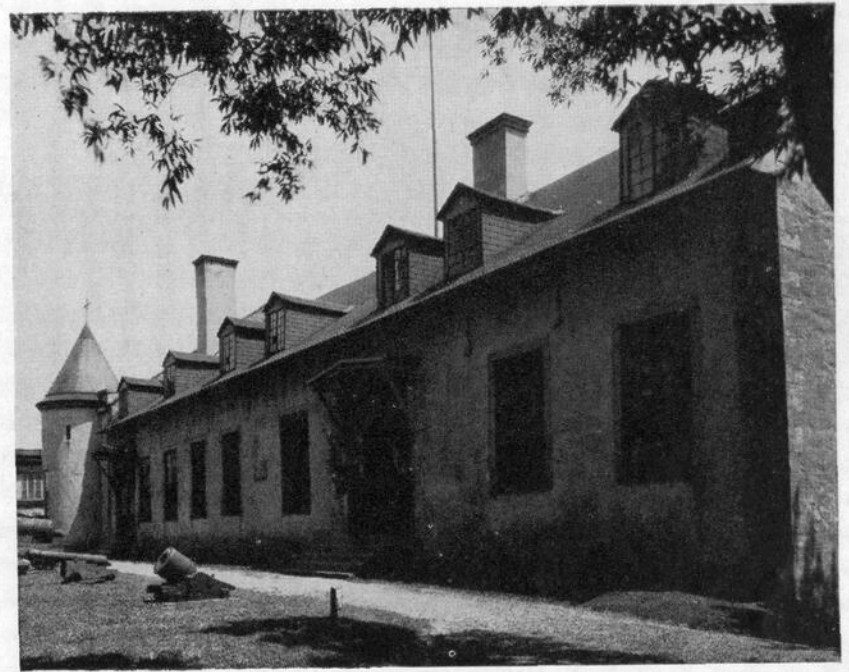
## Sightseeing Around Montréal

**M**ONTREAL has been often referred to as the Paris of the New World. Certainly there is about the city a Continental air. Montréal's night life is gay and Gallic. The cafés and restaurants are justly proud of their French cuisine, and since the population is more than 85 per cent French-speaking, many of the songs and revues at the clubs and cafés are offered in French.

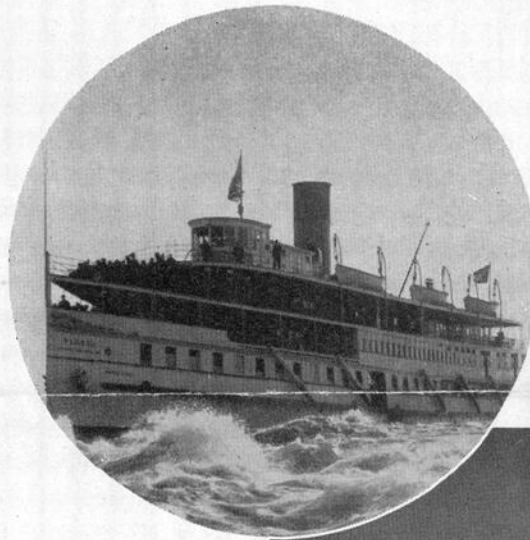
By daylight, Montréal provides a kaleidoscopic round of activities to suit the most indefatigable sightseer. The great departmental stores, the antique shops, the shops specializing in imported English and French goods, offer a wide variety of unusual merchandise. City sightseeing tours cover the points of historic interest. An unroofed tramcar like a grandstand on wheels provides an unique sightseeing experience.

There is much to be seen, too, on the outskirts of the city. There is, for instance, a Beaver Towne with beavers, Canada's national animal, at work. There is an authentic Indian village to be seen at the Indian Reservation at Caughnawauga. On the flank of Mount Royal, the great silver dome of the famous St. Joseph's Oratory rears into the sky. The famous shrine was founded by Brother André, an humble college janitor, and millions visit the crypt every year, seeking cures by faith.

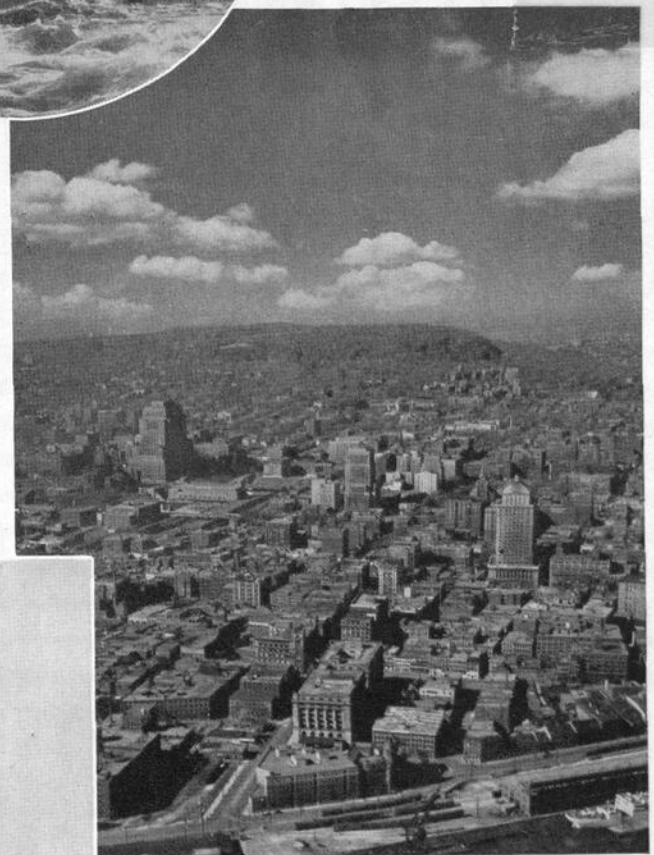
Montréal's famous Mount Royal rises from the centre of the city. It is preserved as a park. Bridle paths and foot paths wind through the woods and meadows on the top of the mountain, and musical and dramatic festivals are held in the parklands. An illuminated cross, visible for many miles, attests the religious faith of the city, looking down from the east shoulder of the mountain.



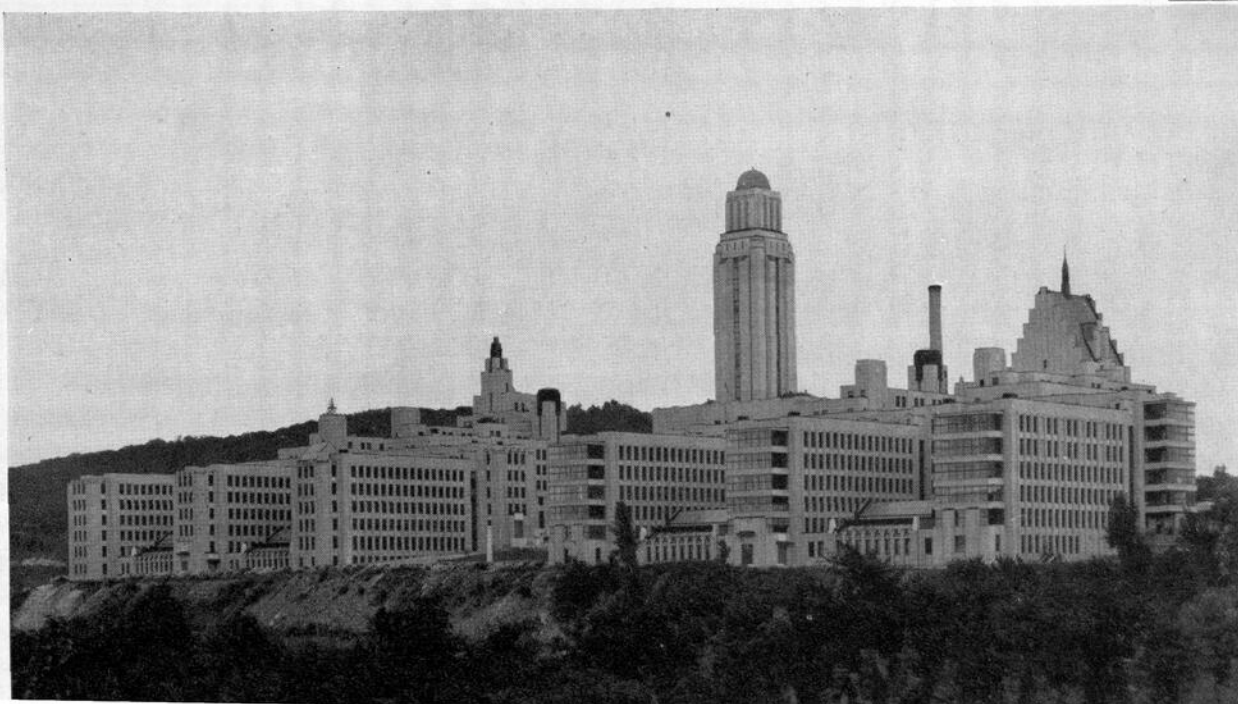
The Chateau de Ramezay, built in 1705, is a public museum for relics of Montréal's colourful history.



Riverboats with Indian pilots shoot the swift rapids at Lachine.



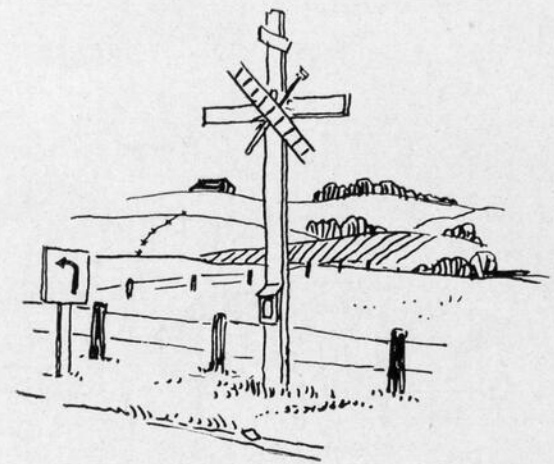
Montréal, looking north from the great port, is the metropolis of Canada.



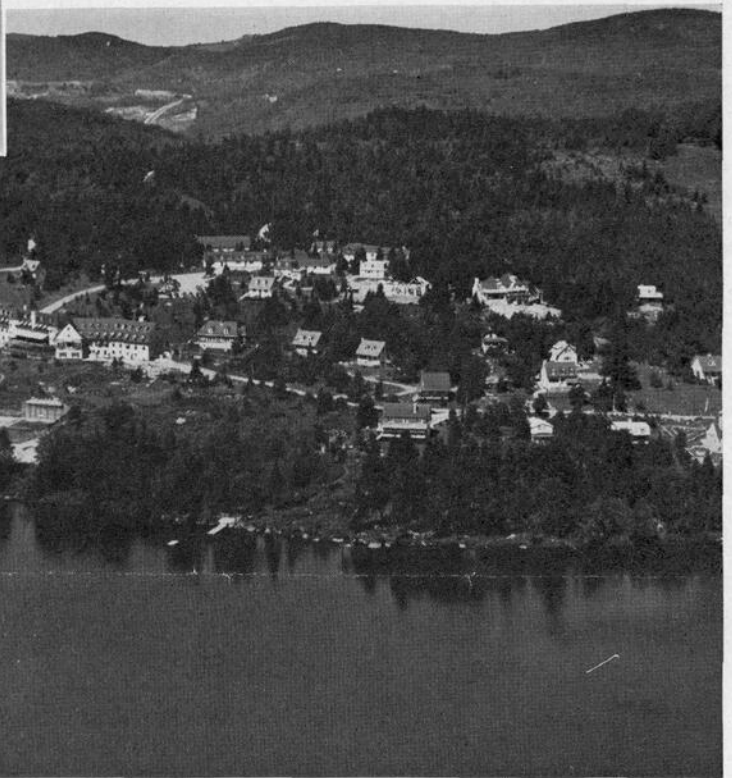
Students from all over the world attend the Université de Montréal (left), the centre of French culture and French science.



Old Québec farmhouses make excellent Laurentian Mountains ski chalets amid the snow-mantled hills.



Luxurious resort hotels with all metropolitan comforts and cosy private cabins amid the trees border most of the crystal-clear Laurentian Mountains lakes (below).



Cross-country ski trail enthusiasts set out on a hike through the rolling, wooded countryside near St. Donat de Montcalm (below).

Blocks of glistening ice form a wind-break for winter sun bathers at a cross-roads junction in the network of Laurentian ski trails (above).



# Laurentian Mountains Of Québec

JUST north of Montréal, overnight from most points in Eastern Canada and the United States eastern centres, a great natural playground, the Laurentian Mountains, stretches over an area a hundred miles square. The rocky, wooded mountains cradle more than 17,000 lakes, and as many streams and rivers wind through the deep green valleys, joining lake to lake.

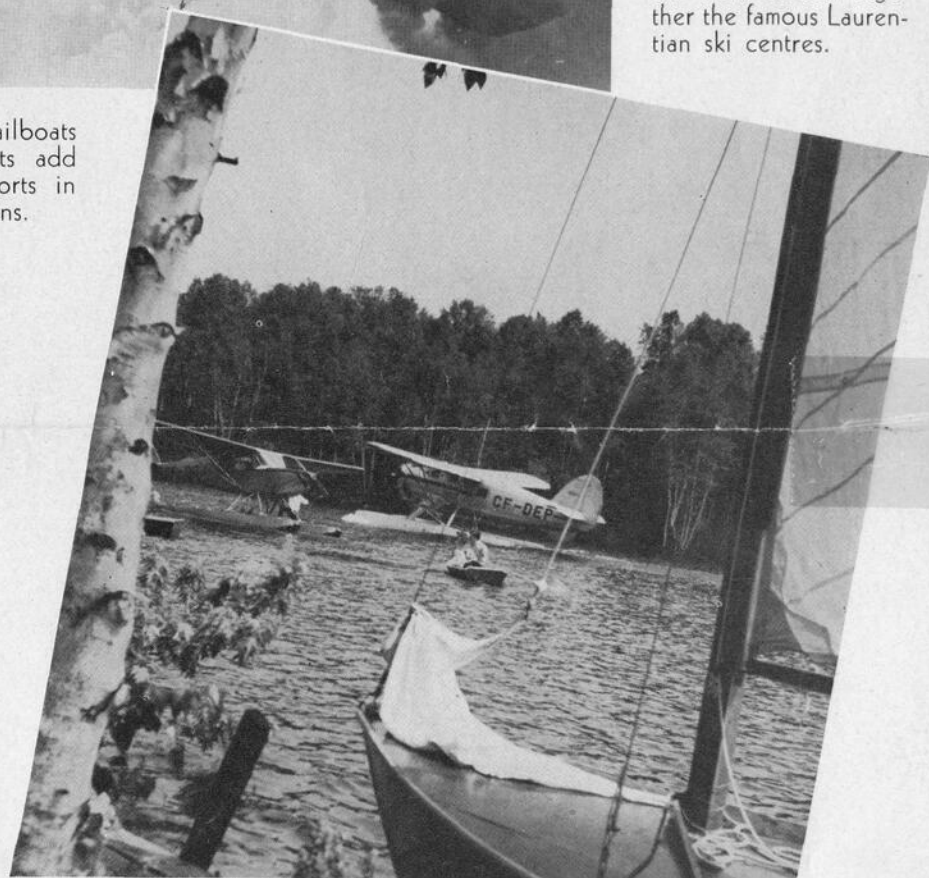
Winter and summer, hundreds of thousands of Québec vacation visitors flock to the Laurentians for both rest and relaxation. In the summertime, there is swimming, sailing, canoeing, aquaplaning, horseback riding, seaplane trips, and golf on sporty mountain courses with greens perching on mountain tops. The fishing, too, is excellent, for trout and bass and pike and perch. The Laurentian Mountains provide some of the best ski centres in the world. There are most elaborate ski developments at Ste. Agathe, at St. Jovite, at famous Mont Tremblant, at Ste. Marguerite, at Ste. Adèle, at St. Sauveur and Piedmont, at St. Donat, and at Rawdon, in the eastern section. Ski trails thread the entire area, and at the ski centres there are modern rope tows, chair lifts in some cases, ski shops and internationally famous schools for ski instruction from novices to semi-experts. It is a gay winter scene of colour and movement, in a setting of brightly-painted ski chalets of Swiss and Scandinavian style as well as French-Canadian, of log cabins, of cosy "auberges" and ski lodges.

Many Laurentian visitors, however, come just to relax, particularly those slowed a trifle by the weight of their years. The sun shines brightly summer and winter, and the crisp mountain air invigorates and restores health worn thin by city living. Hay fever sufferers flee to the Laurentians every year to find relief in that fresh, pollen-free air.



Ski trails thread together the famous Laurentian ski centres.

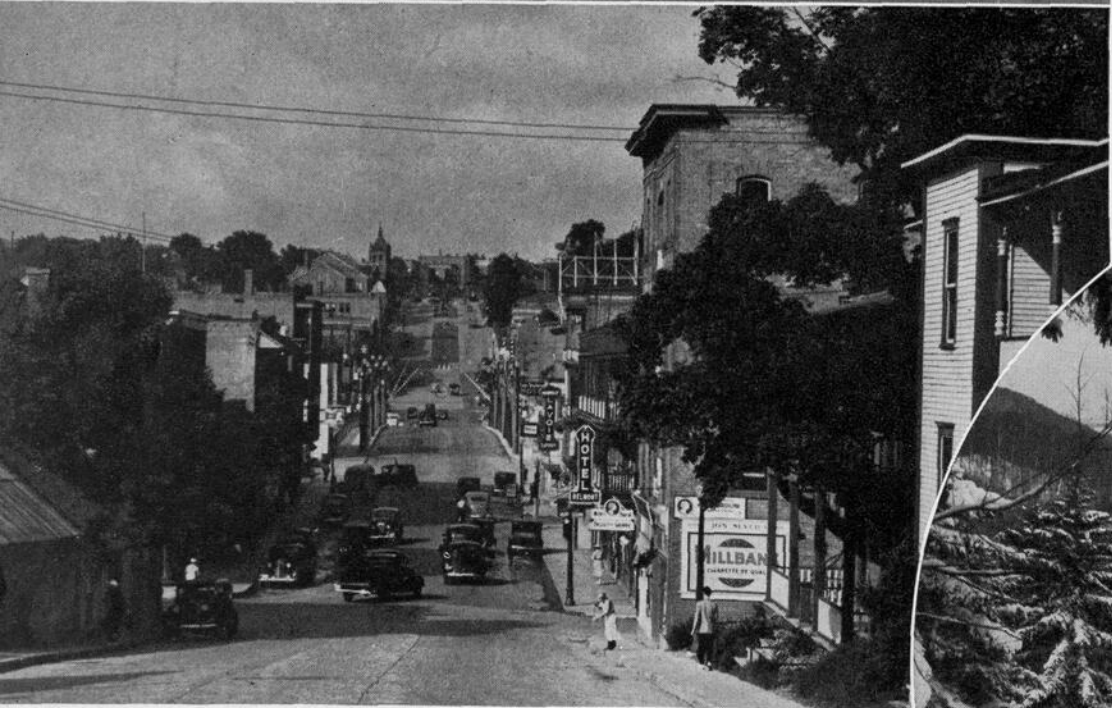
Seaplanes, sailboats and rowboats add to water sports in the Laurentians. (right)



The glow of health and vigor is upon Laurentian skiers.

Broad ribbons of first-class highways (right) wind through the Laurentians.





## Eastern Townships Of Québec

**E**AST of Montréal, between the St. Lawrence River and the borders of New York, Vermont, New Hampshire and Maine, lie Québec's Eastern Townships; a land of prosperous farms, of apple blossoms and bee hives, of quiet rivers winding past busy industrial towns.

Québec visitors coming to the old province from the Atlantic seaboard and New England pass through the Eastern Townships countryside on their way to Montréal and Québec, whether they travel by train, by airline, or whether they go by bus or car over the great trunk highways which knife through the gentle villages and drowsing farms. Many visitors like to spend days just visiting around the Townships by the excellent network of first-class highways.

It is an historic section of Québec with a populace fairly evenly divided between the English and French tongues. Many people speak both languages facilely, for when Québec fell to the English in 1763 many sturdy French colonists deserted Montréal and Québec to settle in the lush greenery of the Townships, and they were shortly joined, after 1776, by English colonists who fled the American colonies to live again under the flag of Britain. The people, French-speaking and English-speaking, are most hospitable. They are quiet, conservative and industrious folk, enjoying the prosperity of fertile farmlands and flourishing industries.

Excellent resort accommodation is available throughout the area, from inexpensive boarding houses and French "pensions" to lodges, inns and more pretentious hotels.

There is riding, swimming, sailing, canoeing, golf, tennis and fishing in the summer, and in winter there is first-rate ski accommodation, particularly around Sherbrooke and North Hatley, where there is also skating, tobogganing and bobsledding, as well as iceboating and sleigh ride fun.



Three abreast down a gentle slope in deep snow (top). Golf beside Lake Massawippi at North Hatley (middle) and Looking down Sherbrooke's main thoroughfare in the heart of the Townships (bottom).



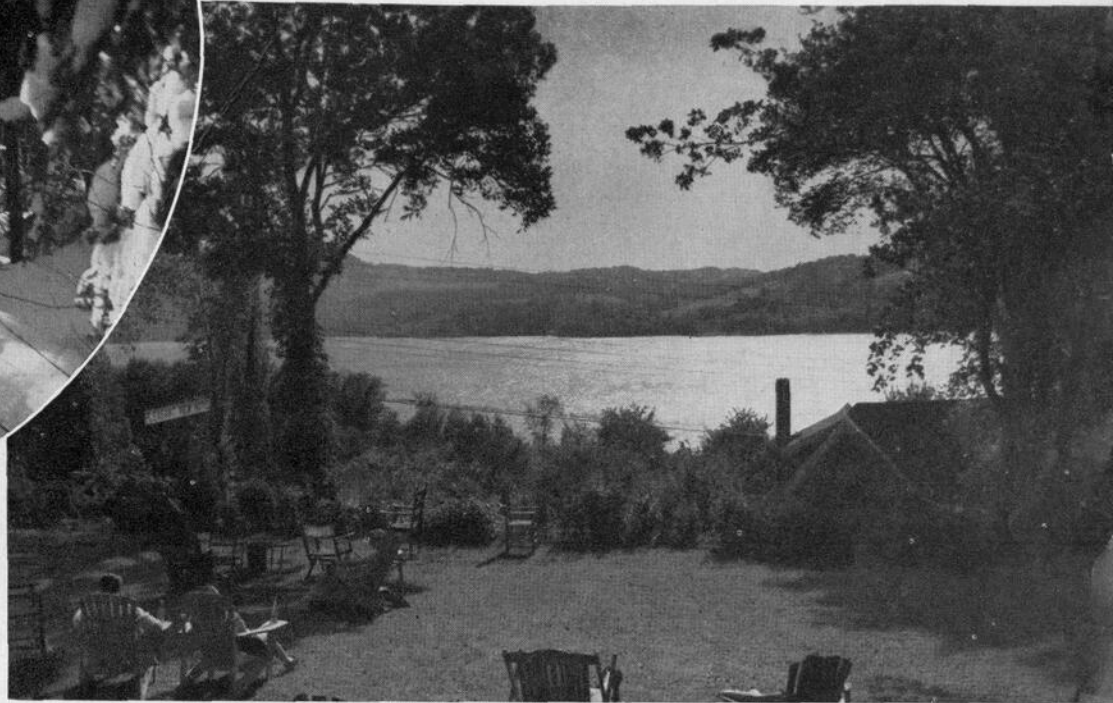
Vantage view of a ski trail rider's paradise in the Eastern Townships. (right)



Jingling sleigh bells provide a cheery accompaniment to a sleigh among the snow-laden trees of an Eastern Townships country road.



A lawn overlooking a lake (below), an afternoon swimming scene (lower middle), and leisurely fishing in a quiet trout stream (bottom) testify to the quiet pace of life in Québec's Eastern Townships.



## *Peace And Quiet Restfulness*

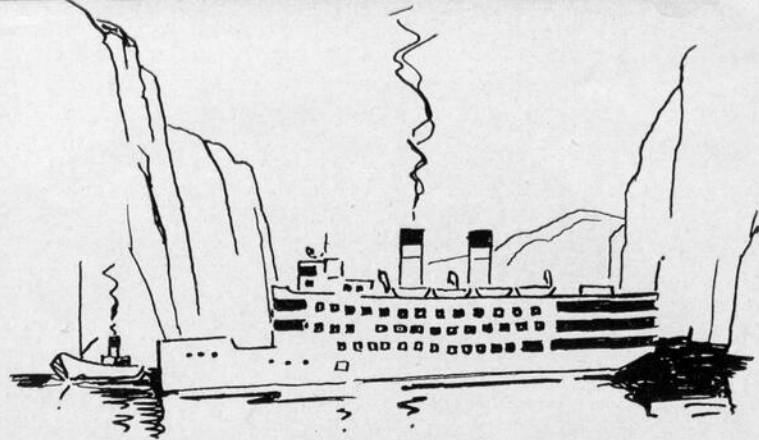
**T**HE very atmosphere and the topography of Québec's Eastern Townships induce a feeling of relaxed restfulness. The pace of life is leisurely. There is no hustle and bustle. Eastern Townships people seem to live much longer than other folks. They take things easy and encourage their visitors to slow down and do likewise.

This is a land of lush green farmlands, of heavy-laden orchards, of quiet streams wandering through the meadows, of deep, quiet, fragrant woodlands, of rolling hills shrouded in green foliage, and of limpid lakes dozing in the sunshine.

Vacationists, too, loll in the sunlight or seek the more discreet shelter of the shade trees that seem to grow on almost every front lawn. Relaxing in a deep chair, reading, or seeking the solace of slow conversation about nothing in particular bring surcease to tired nerves. After a few days in the restfulness of relaxation, people are ready for a quiet stroll down some leafy lane or to follow a quiet path in the woods. Lazy canoes drift in the shade along the shores of calm lakes and oarlocks creak quietly around the bend of a meandering river.

There is horseback riding, too, for those who like to amble along a country bridle path or follow the gentle breeze across the meadows and through the hedges which checker the countryside.

The contemplative type of fisherman will find his own quiet pleasure in the Eastern Townships, which is so reminiscent of New England. Whether he likes to wade a shallow stream and let a fly drift over a trout pool, or prefers to sit and ponder in a boat and watch the gentle bobbing of a float, or cast a plug among the lily pads, a visiting fisherman will find the fishing excellent in results and relaxing in accomplishment.



The ancient citadel city of Québec has often been called the Gibraltar of the New World. Guns still frown down on the St. Lawrence River from the old ramparts, protecting the old grey houses below the cliff. The handicraft (below) of the Québec countryside is much prized by visitors to the province, especially the hooked rug type of tapestry.



The famous Québec shrine of Ste. Anne de Beupré is credited by its hundreds of thousands of pilgrim visitors with many miraculous cures by faith.



Skiers (below) leave the little chapel at Lac Beauport after a Skiers' Mass.



An exhilarating ride is a trip down the toboggan slide at Québec.



## Quaint Québec

THE quiet charm of the picturesque, ancient citadel of Québec has captivated visitors for centuries. Early French soldier explorers sailing up the St. Lawrence from the sea saw the great rocky bluff as an ideal site for a fortress commanding the river. The city they founded still retains its 17th century Old France atmosphere. Narrow cobbled streets climb the rocky slopes under the grey stone walls. Grey stone houses cling precariously to the ledges or nestle snugly beneath the hill along the narrow river beaches.

The leisurely life of another continent, of another day, pervades this quaint city. Québec's people are quiet, gentle folk who like to live graciously. Their language is French and so is their culture, although adapted to the circumstances of "New France." The history of early Canada hovers over the city eternally in the monuments, the ancient churches, the silent cannon along the ramparts, and in the way the people cling to the modes and manners their forefathers brought from Brittany and Normandy centuries ago.

The gayety of old garrison days still rules in Québec. The streets are vividly decorated on feast days, and in winter laughter rings out in the crisp air to herald torchlight parades of brightly garbed snowshoers, to mark toboggan parties on the Dufferin Terrace slide of world fame, and to cheer the players in hockey games and curling competitions.

Québec is just about the geographical centre of the old province's most populated area. To the west, about half way to Montréal, the city of Trois-Rivières sits athwart the three-pronged mouth of the St. Maurice River emptying into the placid St. Lawrence. An industrial city, Trois-Rivières is headquarters for the whole St. Maurice Valley, known locally as "La Mauricie." It is a picturesque valley, famed for the spring log drives, when the winter cut of the logging camps deep in the woods is floated down the rushing St. Maurice and its tributaries to the great wood and paper mills. There are great hydro-electric developments, too, associated with the paper industry in such towns and cities as La Tuque, Shawinigan, Grand'Mère, Lagabellé.

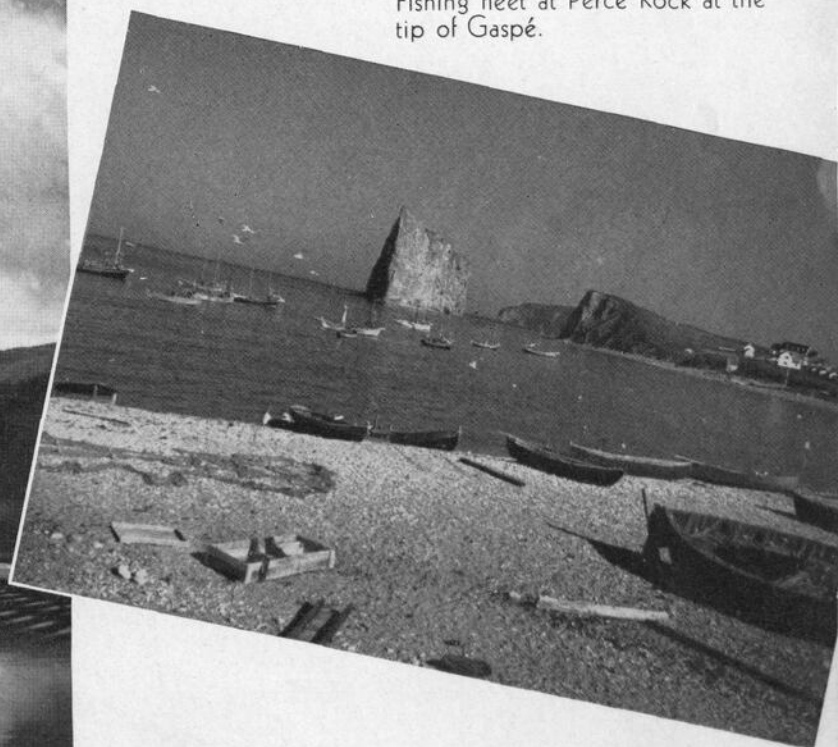
East of Québec, as the St. Lawrence widens in its journey to the sea, stately ships sail past famous resort centres, Baie St. Paul, Les Eboulements, Murray Bay (La Malbaie), Métis, Cacouna, past the old town of Tadoussac at the mouth of the majestic Saguenay. The Saguenay carries cargo ships down to the St. Lawrence from the industrial cities of Chicoutimi, Jonquières, Port Alfred in the Lac St. Jean region.

Further down the St. Lawrence, where it broadens into the Gulf of St. Lawrence, the great Gaspé Peninsula juts out like a hitch-hiker's thumb. The Gaspé has a rugged, regal beauty. Fishing villages, peopled by slow-speaking fisher folk of Brittany descent, hug the narrow beaches under the cliffs, and farm people of Normandy stock till the soil with oxen on the farms of the interior of Gaspé.

A blunt-nosed freight schooner plies the deep, placid Saguenay River, past the majestic capes reminiscent of the sheltering hills of a Norwegian fjord. (below)



Mountain climbing is a sport for venturesome visitors to the beautiful Matapedia Valley in Gaspé. Railway and highway tours through the Matapedia provide incomparable scenic delights.



Fishing fleet at Percé Rock at the tip of Gaspé.



An Indian guide sounds his mournful call for a bull moose on the shore of a Québec lake while a hunter waits with rifle ready.

## Fish And Hunt In Québec

**I**N his four centuries in Québec, the white man has been able to make but little impression on the vast woodlands of this great province, which stretches north to the Arctic Ocean and east to Labrador and the North Atlantic. Québec's unspoiled wilderness is a paradise for those who like to fish and hunt, remote for a while from the cares of city and town.

Nowhere is fishing so varied in its choice as in Québec. From Gaspé salmon near the sea, Québec's fishing bill of fare offers great Northern pike and lake trout from the far north, fighting muskellunge from the big rivers of central Québec, fat bass from the Eastern Townships, large lake trout as well as rainbows, browns and reds from the Laurentian Mountains lakes, speckled trout from streams and lakes all over the province.

Hunters come thousands of miles to Québec to shoot moose, the monarch of the forest, or to hunt black bear, fleet deer and caribou in the far north. There is bush shooting, too, for partridge and rabbit. Québec marshes yield fine bags of duck and geese.

In increasing numbers, Québec fishing and hunting visitors are taking to the air. Chartered seaplanes whisk them to remote cabins in the woods.

Plug casting in a northern Québec lake yields a gleaming great Northern pike (below).



A fat small-mouthed bass from a Québec lake brings a smile of triumph to yet another Québec fisherman (right).





A Québec ski school in session under a famous Swiss instructor.

## Ski In Québec

THE ski centres of Québec rival any in the world for terrain, snow conditions, championship courses, ski schools, accommodation, ski tows and lifts and exciting, scenic ski trails across country.

Ski experts from Europe, from South America and from the United States provide instruction in the current ski techniques to growing numbers of students from all three continents.

Each winter, from Christmas time until April, ski enthusiasts hurry to Québec by train, by air, by bus and by car for this wonderful, exhilarating sport.

The ski area in the Laurentian Mountains, just north of Montréal and overnight by train from most Eastern cities, is 100 miles square. It is laced with famous cross-country trails, and there are many famous hills internationally known in the ski world.

Near the border of Vermont, in Québec's Eastern Townships there are other popular Québec ski centres well-equipped with ski tows, good running hills and well-marked trails through rolling country.

Near the ancient citadel of Québec, down the St. Lawrence River from Montréal, are such famous ski communities as Lac Beauport, Valcartier and Mont Ste. Anne.

Trois Rivières, between Québec and Montréal, is ski headquarters for the St. Maurice Valley trails and hills, and there is excellent skiing, too, in the Gatineau Hills, west of Montréal, in the region of Hull.

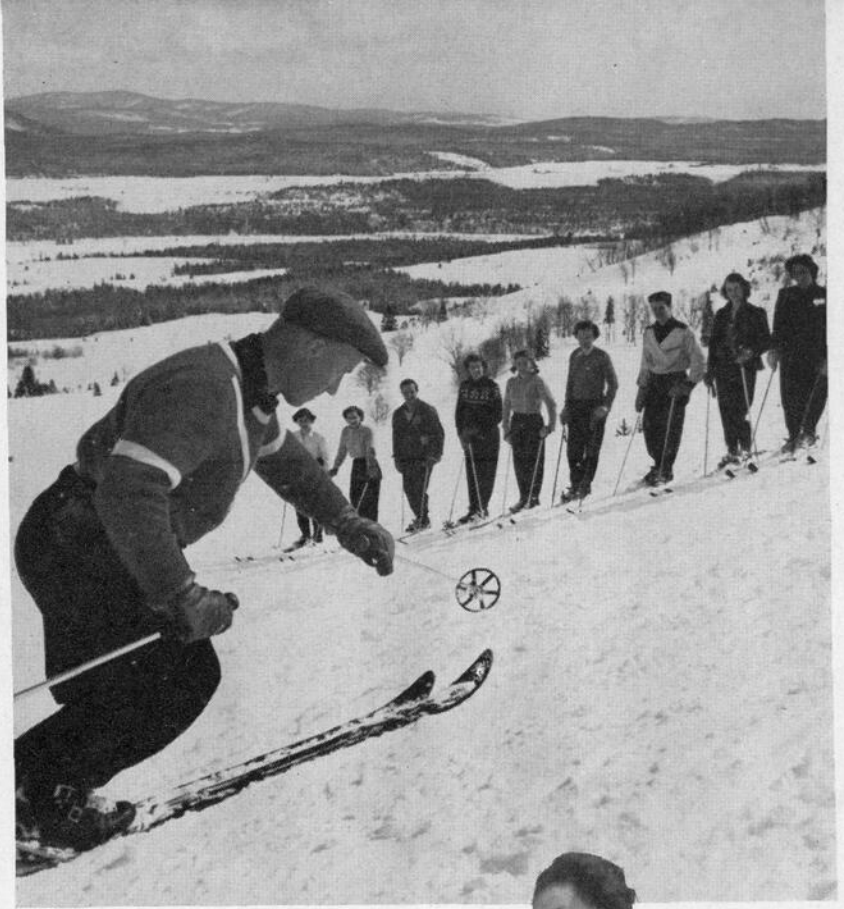
All Québec ski areas are complemented with excellent accommodation for visiting ski enthusiasts. They range from the simple, hearty fare at inexpensive family "pensions" through the cosy "auberges" to the more elaborate ski lodges and the famous big resort hotels so popular with the international ski set.

The French atmosphere lends a Continental flavour to Québec skiing.

On the brink of a fast run (right), Québec skiers plan their course.

Typical of Québec ski centres (lower right) is this Lac Beauport layout with cleared hills, tows, lifts.

Fresh spring water from a wayside spring refreshes a jaunty cross-country trail rider (below).





*Québec,  
La Douce Province*

*All Year Round Vacation Land*

