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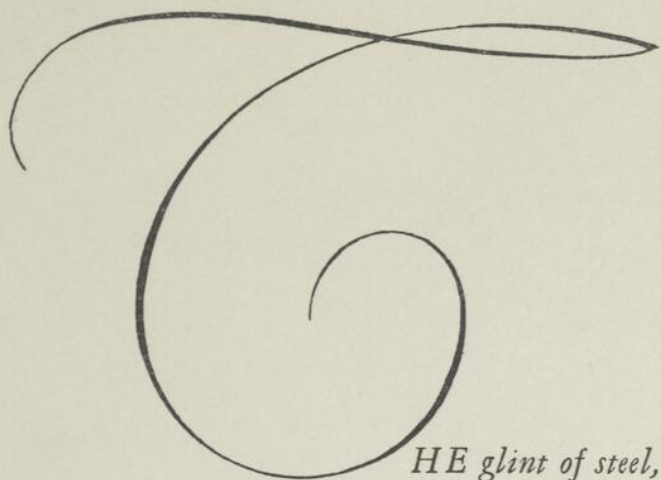
A decorative graphic on the left side of the lower section, showing a stylized building facade with arches and columns in shades of grey and white.


LUCERNE
IN
QUEBEC



CANADIAN
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COMPANY

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*HE glint of steel, the gleam of brocade,
"Monseigneur" up in his tarnish'd frame,
A long, low terrace, half sun, half shade.*

*Tapestry, dusty, dim and frayed,
Fauteuil and sofa, a flickering flame,
A glint of steel, a gleam of brocade;*

*"Mme." on the wall as a roguish maid,
Later, some years, as a portly dame.
The long, low terrace, half sun, half shade.*

*Where "Mme's." ghost and "Monsieur's" parade,
And play at ombre, their favorite game.
The glint of steel, the gleam of brocade.*

From the villanelle, "*Chateau Papineau*,"
by Mrs. J. W. F. Harrison.

Reprinted through the courtesy of the authoress and The MacMillan Company of
Canada, Limited, publishers of "Canadian Houses of Romance," by Katherine Hale

BIBLIOTHÈQUE
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THE SEIGNIORY CLUB

*F*ormerly known as the Château Papineau, a beautiful stone structure that is intimately linked with some of the most stirring episodes in Canada's history. Thrilling legends, clinging as closely to this house as the ivy vines that twine about its ancient towers, tell of warfare and romance since the days when ferocious Iroquois and Algonquins tomahawked each other. The ground on which the château stands, overlooking several miles of the Ottawa River and Valley, is a part of the Seigneurie de la Petite Nation, a vast domain which was granted by the French Crown to that adventurous company, "The One Hundred Associates," early in the seventeenth century.

Bishop Laval, historically famous priest, became the lord of the seigneurie in 1674; in 1680 he gave the domain to the Seminary of Foreign Missions, and in 1801 and 1803 the entire property passed, in two transfers, to Joseph Papineau, a notary of Montreal. He relinquished title in 1817, selling the seigneurie to his son, Louis Joseph Papineau, a legislator and soldier who championed the French-Canadians in their fight for constitutional government.

Louis Joseph Papineau built this regal residence in 1850. Here, for nearly eight decades, he and his descendants lived, entertaining celebrated guests in a lavish manner, adding a wealth of tradition to the vivid story of an historic seigneurie. Restored to its former grandeur the Château Papineau, now the Seignior Club, will continue to give magnificent hospitality to gentlefolk.



ENTRANCE TO
SEIGNIORY CLUB
GROUNDS

*A*n unspoken "bien-venue" is expressed in the wrought iron gate and picturesque lodge-keeper's house at the entrance to the Seigniory Club. Following the shady, tree-bordered roadway one comes to a woodsey brook that gurgles another welcome to this land of enchantment.



A GYMNASIUM
IN A SETTING OF
FAIRYLAND BEAUTY

*L*awns of emerald green, vari-hued flower beds, lovely French statuettes and tinkling fountains offer a delightfully beautiful approach to the old Papineau museum, now converted into a gymnasium for Seignior Club Members.



THE PAPINEAU
"MAISONETTE"

To be used in the future as a summer pavilion by members of the Seignior Club. On the velvety lawns Louis Joseph strode during his daily promenades, planning eloquent orations to be delivered in the Assembly. In the little glassed-in house the ladies of the household sat, fashioning marvelous bits of cobwebby lace, drinking tea, reading, gossiping. The rustic benches and arbors served as goals and hiding places for the Papineau children in many a rollicking game. From the pavilion and wide lawn there is an entrancing view of the broad-bosomed Ottawa river and its lovely valley.



A RENDEZVOUS
FOR OUTDOOR FOLK

A wooded glen—so beautiful that elves and sprites, if they exist, must use it for their nocturnal frolics—is the site of the picturesque, rustic sports pavilion, to be ready early this summer. Here, within a convenient distance from the golf course, swimming pool, tennis courts, archery range, riding stables, toboggan chute, ski jump, and bob-sled slide, sports lovers of all ages will gather. A great fireplace will heat the pavilion in the fall and winter seasons. There will be ample locker room accommodations, space for the storage of equipment and facilities for serving refreshments throughout the year.



WHERE THE TREES AND THE WINDS
WHISPER A REQUIEM FOR
LOUIS JOSEPH PAPINEAU

The winding road from the main highway to the Seignior Club leads past this grey stone chapel—beautiful in the very simplicity of its design—wherein the bodies of Louis Joseph Papineau and members of five generations of his family are buried. Pilgrims from many parts of Canada often visit this lonesome mortuary, revering it as a shrine of patriotism.



A SETTING
OF SYLVAN LOVELINESS
FOR THIS SWIMMING POOL

*A*n unusual construction project, soon to be begun, provides for the building of a pool that will be like a liquid mirror, inviting the swimmer to plunge into its cool depths. Diving boards and tower will permit experts to display their prowess while shallow water, at the farther end, will offer novices a safe place to perfect themselves in natatorial proficiency.



IN THE HEART
OF THE LAURENTIANS

*S*pinning reels and blowing winds sing a thrilling fishermen's chanson on long Lake Papineau. There are twelve miles of water from end to end of this lake—water that teems with trout, pickerel and bass. More than fifty other lakes and many brooks at Lucerne-in-Quebec—fishing places that have seldom known the whip of rod and line—offer abundant opportunity for disciples of Izaak Walton to realize their fondest dreams.



WHERE PHANTOM
HORSES STAND

*P*orte cochère and hitching post at the westerly end of the Seignior Club marks the place where ladies and gentlemen left their restive mounts when calling on the grand seigneur, Louis Joseph Papineau. This spot is one of the most interesting and beautiful features of the intriguing chateau.



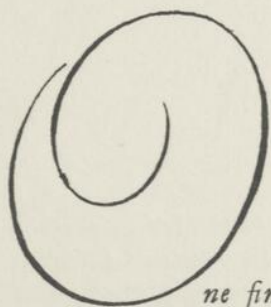
A GLIMPSE
OF THE 8TH HOLE

The Lucerne-in-Quebec golf course is literally being slashed through the wooded ravines of the Laurentian mountains by a large crew of men working under the direction of Stanley Thompson, nationally famous golf course architect. The course is 6,515 yards long, par 72. High promontory tees—in most cases three to each hole—afford a splendid outlook over beautiful, rolling fairways, and offer the player a choice of route, dependent largely upon the calibre of his game. A large variety of both iron and wood shots are provided for, while the trapping is not designed to penalize the play so much as to add zest and sportiness to the various shots.

Water hazards of very natural character, formed by the damming up of brooks flowing through the property, add much to the beauty of the course and furnish a fair penalty for the muffed shot. Exposures of rock, well back from the fairways, give the course an appearance of rugged splendor and at the same time exercise a subtle influence on the timid player.



WHERE JACK FROST
HOLDS DAILY CARNIVAL



ne finds the road back to childhood, with its rollicking fun, by joining the jolly winter sport parties in Canada. Lucerne-in-Quebec will have facilities for snow and ice sports comparable with any resort in the world. There will be a bob-sled slide, toboggan chutes, ski jumps, skating rinks, ice-boats, horses and equipment for sleighing and ski-joring, snowshoes, and various types of other equipment used in the thrilling carnivals staged in Swiss and Scandinavian winter sport capitals.



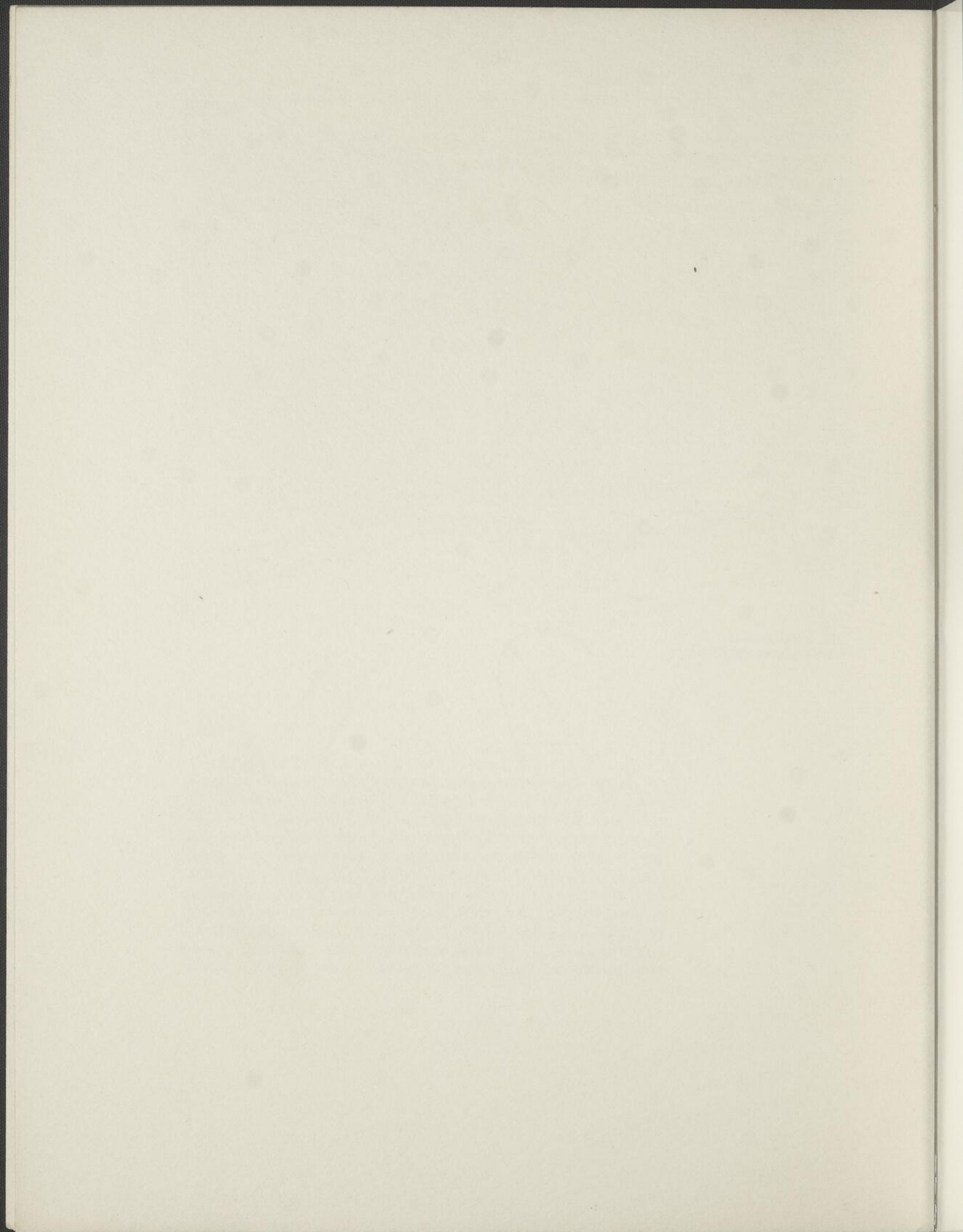
ALL CITY COMFORTS
IN WOODSEY LOG CABINS

*A*ppiness, plus, will be enjoyed by Seignior Club members in their log cabin vacation homes at Lucerne-in-Quebec. Master builders, especially trained in log craft, will construct these forest homes. Charming rusticity will be supplemented by such cherished conveniences as running water, modern bathroom facilities, electricity and fireplaces. And each log cabin in this alluring colony will have a wonderful scenic setting—surrounding mountains, forests and lakes giving, also, rich endowments of health. Recreational advantages, too numerous for listing, will be easily accessible from each cabin throughout the four seasons.



THE LOG LODGE—
A DE LUXE RUSTIC HOTEL

A forest of giant trees was felled to provide logs for the building of this unique hostelry. The carts of the habitants from miles around brought huge field stones to be used in the making of fireplaces. Craftsmen, particularly skilled in wrought iron work, are creating the interesting fixtures. And a small army of workmen, experienced in modern construction work, will install such prized conveniences as tiled bathrooms, electric lighting facilities, steam heat, telephone systems. One hundred and forty bedrooms, each with its private bath; eight private suites, an enormous lounge dominated by a circular six-hearthed fireplace, ballroom, dining room, grill, old English tavern, bridge rooms and other public rooms will provide accommodations for more than 300 guests.



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LUCERNE-IN-QUEBEC
SEIGNIORY CLUB

S
ntrez, m'sieu''

A welcoming smile multiplies the wrinkles on the old lodge-keeper's countenance as he swings open the huge wrought-iron gates giving entrance to the park-like grounds of the manoir house.

The driver's foot rests lightly on the accelerator as we roll along the shaded dirt road. Trees that are tall, stately, venerable—an ancient, sturdy log bridge, spanning a gossipy brook—a grey chapel, surmounted by a weather-beaten cross, all intrigue our interest. Here there is no urge for speed.

With a swinging lift the car takes us over a baby hill and around a curve. We stop, enraptured at the vista spread before us

The spires and turrets of a mediæval château gleam in the afternoon sun, its piled stone walls embowered in clinging ivy

Silvery fountains and beds of vari-hued blossoms set in the emerald of rolling lawns. In the background the broad Ottawa river, flowing lazily to the sea. A picture of exquisite beauty—real, despite its fairy book mien.

Alighting, we enter this house of charm, hallowed by thrilling history and glorious traditions, the seigneurial home of that famous French-Canadian patriot, Louis Joseph Papineau.

High-ceilinged, spacious halls and rooms. Walls still covered with the paper brought from France by Louis Joseph Papineau

many years ago, a gem for antiquarians. Cavernous fireplaces, upon the hearths of which children might play. Wide casement windows, deep seated, from which one may view miles of lovely scenery along the Ottawa valley

Passing through a doorway we find ourselves at the base of the southwest tower. A circular staircase spirals up its walls. Scenting adventure, we make the easy climb

On the upper floors are discovered chambers of aristocratic spaciousness; alcoves and niches where, perhaps, young lovers of bygone generations kept secret tryst; dark, mysterious corridors and a bridge connecting the square tower at the north west.

Here was housed the priceless library of the grand Seigneur, long since a public treasure. Beneath, the ancient wooden desk and grill, where his contented tenantry paid their tithes and sought his favor and his counsel.

But here are narrow slots in the thick stone walls bespeaking grimmer purpose. For scenes of peace became quickly scenes of strife, in those Seigneurial days, when marauding Iroquois were skulking abroad

Thus we go from room to room, our musings pulse-quicken- ing in this atmosphere so pervaded with memories of the roman- tic, chivalrous past.

Our guide represents Lucerne-in-Quebec Community Asso- ciation, Limited, an organization sponsored by the Canadian Pacific Railway Company, and which has recently purchased the château and most of the land that formerly comprised its domain, the his- toric Seigneurie de la Petite Nation

From him we hear that the château and its surrounding do- main are to be faithfully preserved in character, intact. Here, for

five generations, the hospitable House of Papineau has dwelt and entertained the visiting celebrities of many lands. And henceforth, we learn, fittingly enough, that the hospitality of the past is to continue into the future, with the château dedicated to the welcome and the happiness of further generations of gentlefolk, their children and friends

Craftsmen, skilled in the restoration of ancient buildings, are converting the château into a country clubhouse of unique charm and luxurious comfort. It is now known as the Lucerne-in-Quebec Seignior Club, and is to constitute a palatial social centre for those who will revel in the many pleasures of the alluring recreationland, Lucerne-in-Quebec, formerly comprising a part of the most famous seigneurie in Canada.

A ballroom of imposing size; bridge rooms, exquisitely furnished; ladies' rest rooms charmingly done in the French manner; music room and lounges, where a note of congeniality and cheer is provided by glowing fireplaces; a splendidly appointed billiard room; inviting nooks where intimate friends may enjoy their tête-à-têtes; all are easily accomplished within this manoir house without the loss of that atmosphere of romance and history, the true heritage of the days that were

Our guide brings us to a window from which we look off to the sun-painted west. We see, not far away, a range of mountains, tree-clothed and ruggedly notched

The Laurentians!

Miles and miles of scenic grandeur

For centuries timid deer, lordly moose, shaggy bear, cunning fox and swift-winged game birds have known these mountains as their home

Here, too, trout, pickerel, bass, sturgeon and the savagely fighting maskinonge have increased in the streams and lakes that thread and dot the vast hinterland

What a paradise for those votaries of rod and gun who will spend their vacations at Lucerne-in-Quebec!

"Lucerne-in-Quebec covers approximately 80,000 acres," says our friendly guide.

Nowhere in the wide, wide world, we conjecture, is there such a far-flung holiday resort. Eighty thousand acres of enchanted land, devoted to one single purpose—happy, healthful recreation.

Our attention is now arrested by an irregular break in the forest, which we are informed marks the fairways of the 18-hole golf course which Stanley Thompson, one of the world's foremost golf architects, has designed and is constructing. Accepting the wonderful opportunities provided by Mother Nature, Mr. Thompson is guiding the course through wooded ravines and gullies in such a manner that each fairway is a secluded sylvan glen. Tees and greens are being shaped to conform to the terrain, and many a tumbling brook and pocket of boulders is being utilized for a natural, sporty hazard

Another window affords a view of grassy terraces, like giant steps leading down to the river's edge—to later serve, we are informed, for outdoor teas, as they have in the bygone days.

Here we find a glassed-in summer pavilion at the edge of the top-most terrace, commanding a wide view of river and hill, where the Papineau hostesses were wont to sit with their guests in pleasant weather. Here, in the tomorrows, members of the Seignior Club will find absolute surcease from noise and heat—a sanctuary for rest and day dreams.

Within easy walking distance from the summer pavilion another pavilion, for all-year use, is to be built; a rustic structure, containing a huge lounging room with fireplace and facilities for the serving of refreshments, with locker rooms and showers in the basement. Here golfers will congregate, both the weary and the fresh; to and fro will also come natators, for the outdoor swimming pool is being designed nearby. Situated conveniently near to this four-season sports centre there will be located the club tennis courts, a stable of thoroughbred horses, toboggan slide and ski jumps, and the community aviation field with its modern hangars and equipment.

Every recreational desire and need, we reflect, seems to have been anticipated by the creators of this unusual vacation play-place—a playplace in the midst of the storied Province of Quebec, where congenial Americans, with similar and mutual tastes, ideals and interests, can meet and mingle.

The construction program now under way is tremendous in scope and is being capably directed by Professor Charles B. Breed, of the Massachusetts Institute of Technology, an engineer and text book author of nation-wide repute.

Keeping as his ideal the conservation and preservation of the natural beauties so abundant in this region, he is laying out roads, sports facilities, water and sewer systems, and all other requisites in such a way that the charm of the forests, waters and mountains will be unspoiled.

New buildings, whenever and wherever erected, will blend harmoniously into their sylvan settings, for all will be of rustic log construction.

Workmen are now rushing to completion the largest log hotel

in the world to accommodate members and their guests until they build their own private vacation homes.

While rustic in construction, the Log Lodge will offer every luxury to be found in modern metropolitan hostelrys.

It will have 140 rooms, each with private bath, eight private suites, a ballroom, a spacious main dining room, a cozy grill, a beamed tavern in the old English style, and a lounge dominated by a great, six-hearthed fireplace.

Plans for the creation of a log cabin vacation home colony for members of the Seigniory Club are of arresting interest. The plan, as outlined by Lucerne-in-Quebec Community Association, Limited, is as follows:

Persons eligible for membership in the Seigniory Club and for the enjoyment of the recreational and social advantages at Lucerne-in-Quebec, may purchase a vacation homesite of not less than 10,000 square feet.

Initially, each purchaser of such a homesite will be elected to a charter life membership in the Seigniory Club, to be enjoyed by him and the dependent members of his family.

Each person receiving one of the limited number of such charter life memberships will pay no initiation fees or will be required to pay annual dues in the future. Such membership, of course, includes the privileges of various recreational facilities, including golf course, tennis courts and swimming pool.

Members of the Seigniory Club may avail themselves of the services of the architectural and construction departments of Lucerne-in-Quebec Community Association, Limited, in the planning and building of their vacation homes, whenever they so desire.

BIBLIOPHILE
SANDERSON

While all vacation homes must be of log construction (to insure the building of a community that will be in architectural harmony), each home, whether it be a snug three-room cabin or a many-chambered forest mansion, will have every cherished city convenience and comfort, including running water, electricity, modern bathroom facilities and fireplace.

Carefully devised regulations in the development program make congestion impossible, and although log cabin vacation homes may be situated within neighbourly distances, the uneven terrain and density of trees insure perfect privacy for those who so prefer.

Membership in the Seigniory Club and Lucerne-in-Quebec community is to be both selective and exclusive.

While convenient terms of payment for homesites and vacation homes have been arranged so as to impose no strain on even the moderate income, no application for membership will be considered until the prospective member has been personally interviewed by a representative of the Seigniory Club and his application has been approved by the Club membership committee.

But to those eligible, socially and financially, to membership in this congenial community of sports devotees and outdoor-loving families, who will make Lucerne-in-Quebec and its Seigniory Club their playground, there will be extended the greeting so cordially spoken by the lodge keeper:

"Entrez, m'sieu!"

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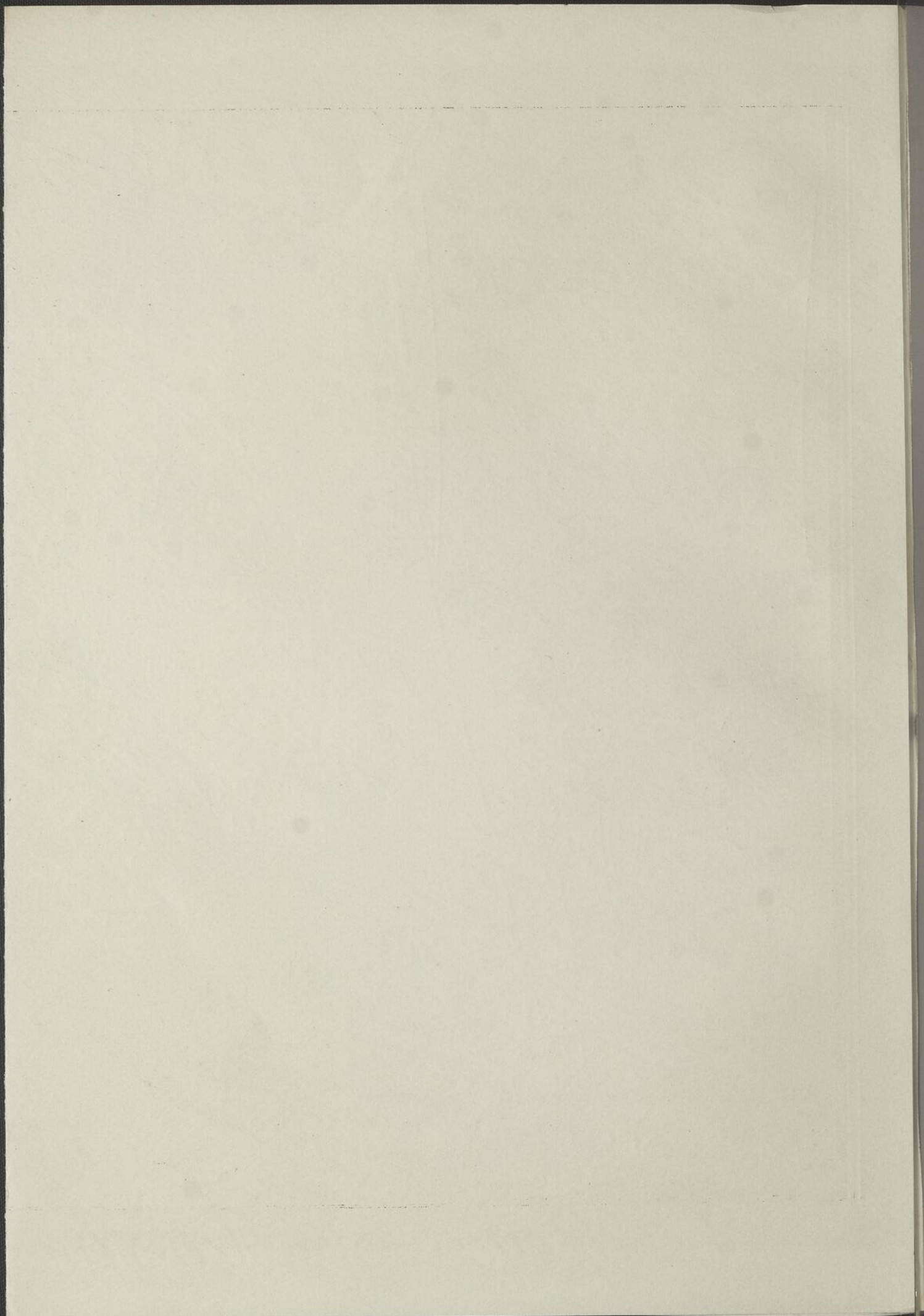
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Information concerning Lucerne-in-Quebec and the Seignior Club is available, also, at any of the general offices, throughout the United States and Canada, of the sponsoring organization,

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