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St. MAURICE ALLEY



PROVINCIAL TOURIST BUREAU
ROADS DEPARTMENT
PARLIAMENT BLDG. QUÉBEC.

TROIS-RIVIÈRES TERCENTENARY 1634-1934

Highways, Transportation Facilities and Accommodation

HIGHWAYS

THE St. Maurice Valley is criss-crossed by a system of fine highways and improved roads. All points are easy of access, and those in search of hunting or fishing with a limited time at their disposal are advised that there are numerous clubs open to sportsmen only a little distance off the beaten trail, where they may satisfy their ambitions.

TROIS-RIVIÈRES - STE. ANGÈLE FERRY

Trois-Rivières operates a ferry-boat service which provides excellent communications with the south shore of the St. Lawrence. This service starts at 5 a.m. and runs until 1 a.m. with crossings each way every half-hour. The charge is 50 cents for each vehicle, including the driver, and 15 cents for each additional passenger. This ferry-service is a real boon to tourists who, in search of variety, desire to change from Route No. 3 to Route No. 2 at Trois-Rivières.

The ferries run from Trois-Rivières to Ste. Angèle, the latter point being the northern terminus of Route No. 13, which connects Trois-Rivières - Drummondville - Acton Vale - Granby-Cowansville-Abercorn to Richford, Vt.

There is also Route 34 which starts at St. Augustin de Woburn, on the Maine border, and runs through to Ste. Angèle.

Fine highways connect Trois-Rivières with the New England states. Residents of the eastern United States who desire to take a trip into Quebec province will, once they are acquainted with the road, prefer to pass through the Eastern Townships to Trois-Rivières to reach Quebec. Not only does this route offer variety, it actually shortens the distance.

THE PORT OF TROIS-RIVIÈRES

Trois-Rivières boasts a fine natural deep-water harbour, easily accessible to ocean steamships and open eight months in the year. Its situation is advantageous, being on the main trans-Atlantic route, on the route to the eastern states via the Richelieu river and also connecting directly with the route to the Lakes and the interior. Concrete wharves extend from the mouth of the St. Maurice for a mile up the St. Lawrence, and vessels of thirty-foot draught can tie up there even at record low water.

TRANSPORTATION FACILITIES

Two main railway lines serve the district. The Montreal-Quebec line of the Canadian Pacific Railway passes through Trois-Rivières, from which point two branch lines run north. The first of these leads to Shawinigan Falls and Grand'Mère following the south-west bank of the St. Maurice, while the other leads to the Piles on the north-east bank.

Farther north, the Canadian National Railway's Montreal-Quebec line passes through Shawinigan Falls and Grand'Mère. At Garneau, where this line crosses the C.P.R., it divides, one branch leading north and crossing the Transcontinental line at Hervey Junction, to reach Rivière à Pierre, where it joins the Lake St. John line. The other branch continues direct from Hervey to the city of Quebec.

The Transcontinental (C.N.R.) line reaches farthest into the heart of the St. Maurice Valley. It follows the St. Maurice river for 120 miles, and serves La Tuque and all the logging centres of the upper St. Maurice. Shawinigan Falls and Grand'Mère have both C.N.R. and C.P.R. services while Trois-Rivières, through its regular ferry-boat service, has easy communication with the C.N.R. on the south shore. At Ste. Angèle a branch leads to Aston Junction, where connection is made with the main Canadian National line from Montreal to Halifax.

AVIATION

At Grand'Mère near Trois-Rivières, there is an aeroplane and hydroplane base at Lac à la Tortue, one of the first to be established in Canada. Canadian Airways, Ltd., provides a regular service between Canadian points and, upon arrangement, will undertake to transport passengers and baggage to even the most remote parts of the upper St. Maurice.

There is also an airport at Cap-de-la-Madeleine, for airplanes only, within 5 minutes communication with Trois-Rivières.

Hydroplanes may use the St. Lawrence River at Trois-Rivières, with sheltered anchorage within the spacious harbour basin.

HOTELS

The towns of the St. Maurice Valley are renowned for the excellence of their hotels. Comfort and cleanliness are to be found everywhere, while most of them boast an excellent cuisine. Cordial hospitality is the rule of the St. Maurice Valley Boniface, who makes every effort to provide for the comfort of his guests and to make them feel at home.

FOREWORD



Scene on Highway No. 19
near St. Louis de France.

THE St. Maurice is one of the oldest-known valleys in all America. This old fur-trail of the Indian and the romantic coureur-de-bois had a history before the Mississippi, for instance, was even discovered. It has always known a heavy traffic. Skins, wood, sport; always there has been something in this gorgeous valley to draw people to it. Today that something is pleasure and interest.

In ever greater numbers year after year, tourists are turning north from Trois-Rivières to visit the lovely St. Maurice country. Already it has that which stamps it as a definite touring region of the Province of Quebec—an enthusiastic clientele of its own; and even left to itself the region's increasing popularity with the visitor would be a foregone conclusion. But there are enterprising public-spirited individuals and associations in the St. Maurice country who, holding the tourist industry in high esteem, have pooled their activities to promote the movement on a sound basis. The Syndicat d'Initiative de la Vallée du St. Maurice, headquarters TROIS RIVIÈRES, P. Qué., is organized to ensure that the utmost in pleasure, interest, and comfort be the lot of the sojourner in their territory.

This little book is intended to convey some idea of the marvellous touring and sporting resources and attractions of one of the Province's preferred holiday regions.

PROVINCIAL TOURIST BUREAU
PARLIAMENT BUILDING
QUEBEC CITY

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THE ST. MAURICE VALLEY

TROIS-RIVIÈRES, situated at the mouth of the St. Maurice river, is the gateway to a vast region, incalculably rich in natural resources. Next to the Ottawa and the Saguenay, the St. Maurice is the largest tributary of the St. Lawrence and drains an area of 17,000 square miles on the eastern slope of the Laurentian plateau. It rises in the north, near the Lake St. John basin, on the watershed where rise also the rivers that flow north to Hudson's Bay and southward to the Ottawa.

In the neighbourhood of the height of land, the Laurentian plateau is studded with innumerable lakes, and more than 15,000 of these lie in the St. Maurice Valley.

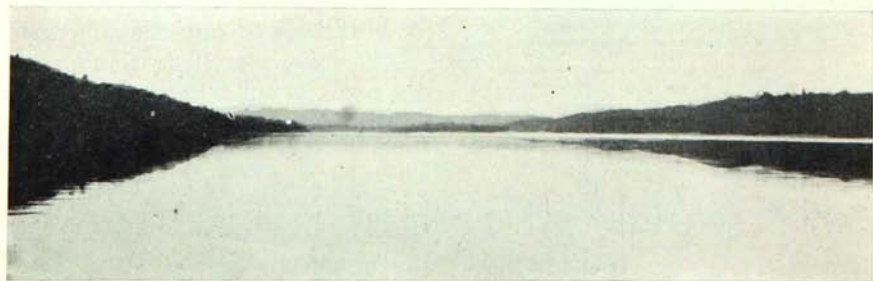
From its source to its discharge the St. Maurice river falls 1,315 feet, and this fact makes it one of the most valuable streams in the world for hydro-electric power development. In fact, the St. Maurice Valley is truly a "Land of Power," for more than half the total hydro-electric power generated in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

The lower St. Maurice flows through the low lands of the St. Lawrence plain and it is here that one finds the most populous centres. Thus Trois-Rivières, Cap-de-la-Madeleine, Shawinigan Falls and Grand'Mère are all situated within thirty miles of the St. Lawrence River.

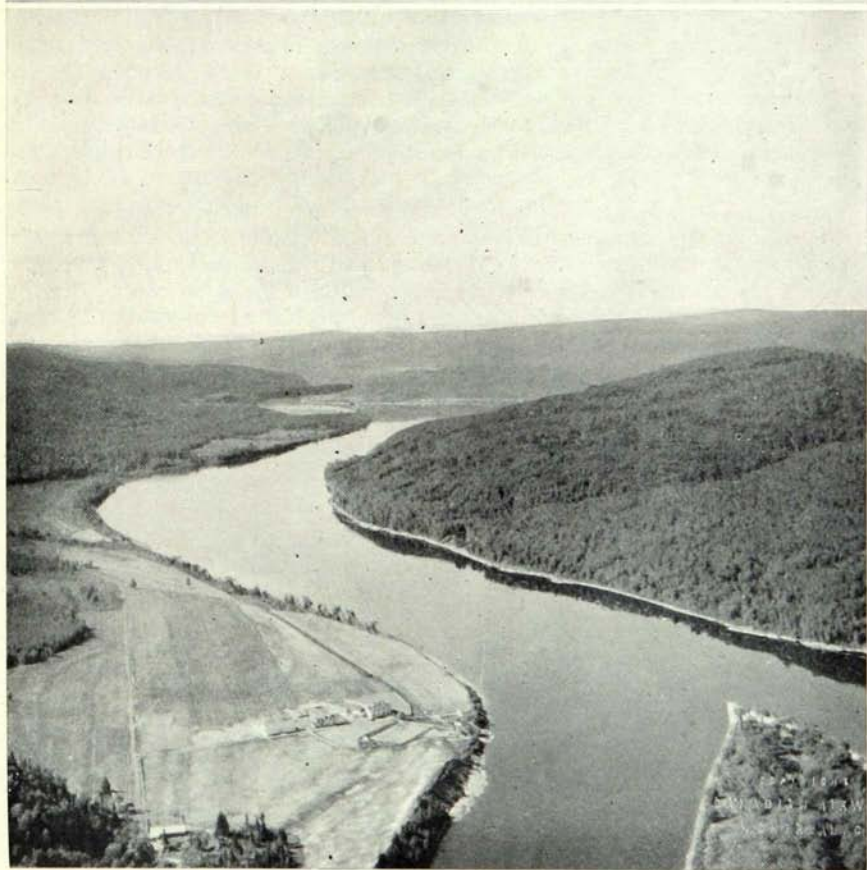
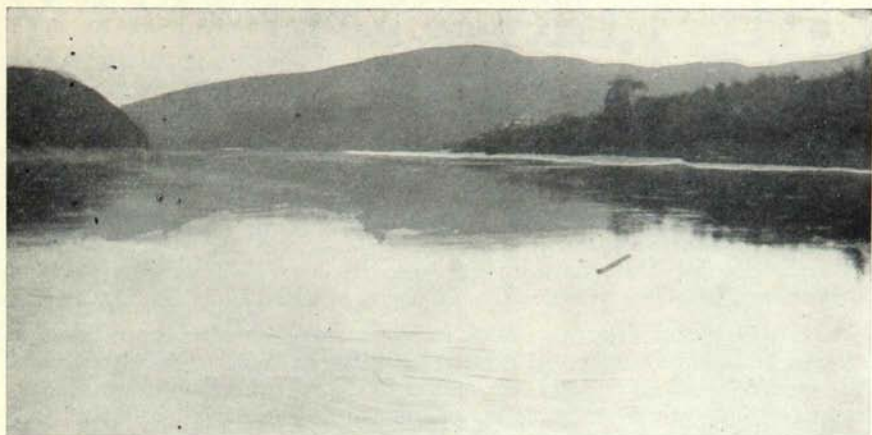
Down to Grand'Mère, the St. Maurice flows through the Laurentian plateau, and the country is largely virgin forest abounding in scenic beauties which are none the less impressive because they are rugged and untamed. This St. Maurice hinterland is the land of the woodsman, and it is here that thousands of trees are felled each year and floated to the great pulp and paper mills down-river. Spruce, balsam, cedar and pine are to be found in abundance while the lighter shades of maple, ash and birch stand out against the sombre background of the evergreens, making the St. Maurice woods a place of beauty and of quiet delight.



Taking the winter's provisions up river for lumbering operations.



The St. Maurice river above La Tuque.



(Top) One of the more placid stretches of the St. Maurice river.
 (Below) Route No. 19, between St. Tite and La Tuque follows the windings of the St. Maurice river. In the foreground is one of the numerous fine hunting lodges which dot this area.

THE TERCENTENARY

OF TROIS RIVIÈRES *and the* ST. MAURICE VALLEY

ONE Thousand Nine Hundred and Thirty-four will be a year of national celebration throughout Canada, for it marks the four hundredth anniversary of the country's discovery by Jacques Cartier. The year is also of special significance to the city of Trois-Rivières and the St. Maurice Valley district, of which it is the centre, for it was on July 4th, 1634, that Sieur de Laviolette, acting on orders from Champlain, arrived at Trois-Rivières to found a fort and trading-post.

The city is making plans to celebrate its tercentenary in a manner worthy of its long and honourable history. Its population is largely French-speaking and takes pride in its Norman lineage and descent, so that the festivities planned to celebrate the tercentenary will probably be unique, inasmuch as they will be distinctively Old-World in tone and will evoke memories of French Canada's colorful past.

The building of a fort at Trois-Rivières was an important step in the development of New France. This frontier post constituted a rampart against invasion of the colony by the hostile Iroquois. Attacked time and again by the marauding Red Men, Trois-Rivières kept the French flag flying in the face of danger and discouragement, and the courage of its defenders undoubtedly saved the colony from destruction.

The name "Trois-Rivières" (Three Rivers) was given to the confluence of the St. Maurice and St. Lawrence rivers at a very early date. Jacques Cartier, who ascended the St. Lawrence as far as Hochelaga in 1535, planted a cross on one of the islands in the St. Maurice river on October 7th of the same year. Later, we hear, the Noel brothers, Jacques Cartier's nephews, visited the locality to trade with the Indians, and in 1599 Pontgravé mentions that "Les Trois-Rivières" was a well-known and much frequented centre of the fur trade. Champlain recognized the strategic value of the site as early as 1603 when he wrote that it was suitable for a settlement and easily fortified.



Old picture showing Trois Rivières in the early days of its settlement.

An Algonquin village, known as "Métabérou-tin," was situated at the junction of the St. Maurice and St. Lawrence rivers but when, in 1634, Sieur de Laviolette, accompanied by several workmen, arrived to build a permanent habitation and a fort, a new outpost of civilization was established.

Situated as it was on the frontier of unknown and hostile territory, it was only natural that Trois-Rivières should have been frequented from its earliest days by many of those hardy and resourceful pioneers who were destined to discover the immense plains which now constitute the Canadian and American West.

It is not surprising, therefore, to find that some of the greatest explorers of North America were natives or residents of Trois-Rivières. Amongst the best-known we may mention Nicolet, the pioneer of exploration west of the Great Lakes; Radisson and Desgroseillers, the celebrated adventurers of Hudson's Bay; Pierre Pépin, the faithful companion of Dulhut, whose name is commemorated by Lake Pépin, lying between the States of Wisconsin and Minnesota and, perhaps greatest of all, Lavérendrye, discoverer of the Rocky Mountains and redoubtable pathfinder of the great plains, whose discoveries trebled the original extent of New France.

Not only was Trois-Rivières a breeding ground for explorers, it was also the cradle of Canadian industry. In 1732 the first iron foundry in Canada was established in the vicinity and one may still visit the ruins of the first Canadian blast-furnaces, situated on the St. Maurice river a few miles north of the city, in a setting of rare beauty and charm.

To-day, Trois-Rivières is a city of delightful contrasts. The older section, with its gracious old churches, monasteries and convents and its distinctively Norman architecture, revives memories of the Old Régime, while tall factory chimneys tell their tale of modern industrial development.

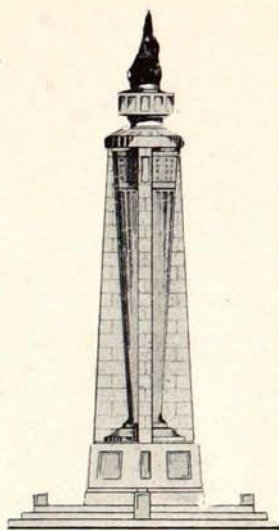
Beside these memories of a distant past, Trois-Rivières has its modern aspect. To-day, the city is the world's greatest paper-making centre, while some of the largest hydro-electric plants in North America are located in the surrounding district.

Excellent accommodation to suit all tastes can be obtained in the city. Hotels are numerous and well-appointed, and the visitor will find therein that spirit of hospitality and cordiality inseparably associated with French-Canada.

For its Tercentenary, Trois-Rivières will be in gala mood and the visitor will be enchanted by his reception. The celebration of the city's three hundredth anniversary is not merely a local affair, it is also something of a national event, for it revives the memory of the country's early days. Numerous religious and civic festivals will be held, and the traditional gaiety and good-fellowship of the population will give the occasion a very intriguing stamp.

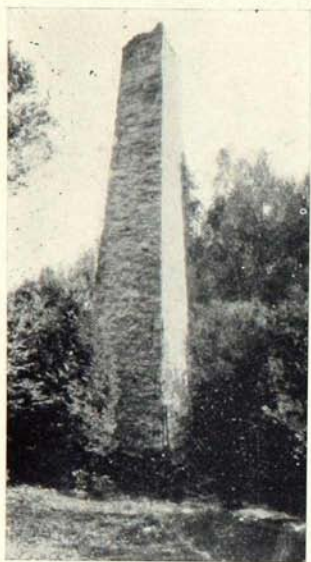
A complete programme of the various demonstrations to be held, and all other desired information will be forwarded on request.

Undoubtedly, the most popular rendezvous for 1934 will be TROIS-RIVIÈRES.



"Le Flambeau" or memorial shaft to be erected by the youth of Trois Rivières to the memory of the old pioneers.

WHAT TO SEE IN TROIS - RIVIÈRES



Ruins of Old Forges of The St. Maurice. This was one of the first Canadian industries, having been put into operation in 1737. The forges were worked continuously until 1883.

THE TURCOTTE ESPLANADE

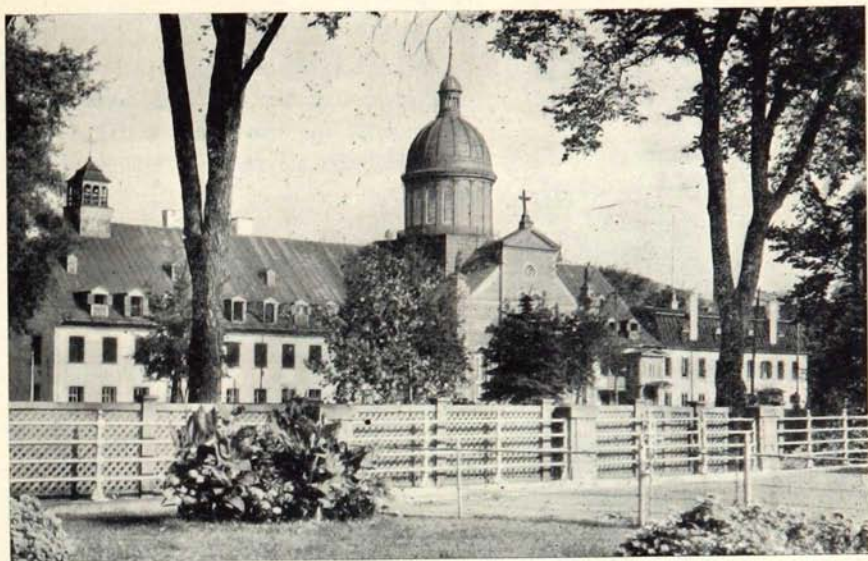
THIS is a terrace built overlooking the waterfront, shaded with giant elms and commanding a wonderful view of the St. Lawrence river. Nearby, on the slope of the Platon, may be seen the stone which marks the site where *Sieur de Laviolette*, on July 4th, 1634, erected the first permanent habitation of Trois-Rivières. Behind it is the Post Office building, a fine white-stone edifice in the Ionian style.

THE LAVÉRENDRYE MEMORIAL

At the eastern end of the Turcotte Esplanade is a miniature park, and there, amidst a profusion of shrubs and flowers, is a memorial tablet which marks the site of the house wherein *Pierre Gaultier de Varennes, Sieur de Lavérendrye*, and famous discoverer of the Rocky Mountains, was born on November 17th, 1685.



Turcotte Esplanade, Trois Rivières.



The Ursuline Convent, Trois Rivières.

THE OLD RÉCOLLET MONASTERY

Behind the little Lavérendrye Park is situated the old Récollet Monastery. Whole volumes of history could be written about this venerable building which was built in 1699 and restored in 1745. One of its first rectors was Père Hennepin, the famous explorer of the western plains.

Following the Conquest, the British used the building for several purposes, at one time as a prison and later as a court house. It was there that Montgomery and Benedict Arnold stayed in 1776 when the troops of the Continental Army lay in Trois-Rivières prior to their descent upon Quebec. In 1823, King George IV handed over this building to the Anglican Church authorities and services of that denomination have been conducted therein since that date.

THE URSULINE CONVENT

Almost facing the Anglican Church is the historic Ursuline Convent. This community established itself in Trois-Rivières in 1697 to provide for the education of girls and also to found a hospital and perform other charitable works. The old white-washed walls of the building date from the end of the 17th century, while the architecture is typical and reminiscent of those convents, still standing in Normandy, which date from the Middle Ages.



*The old Récollet Monastery,
Trois Rivières.*



An old section of Trois Rivières.

THE GODEFROY DE TONNANCOURT RESIDENCE

Two minutes' walk westward from the de Gannes house, and fronting the Place d'Armes may be seen one of the oldest houses in the country. This is the former residence of several Governors of Trois-Rivières and was built about 1680. At the beginning of the 18th century it became the property of Godefroy de Tonnancourt, remaining in the hands of this family for more than a century. It harbours at the present time a community of nuns who conduct a boys' school known as "Le Jardin de l'Enfance" (The Kindergarten).



The Jail, Trois Rivières.



THE DE GANNES HOUSE

Adjoining the Ursuline Convent is a well-preserved house, dating from 1730, which was built by Major de Gannes, in charge of the garrison of Trois-Rivières at that time. Under its steep-pitched Norman roofs have lived many famous men who played leading parts in the history of Canada, amongst them being the distinguished Judge Vallières de St.-Réal.



The de Gannes House, Trois Rivières.

THE OLD JAIL

From the old Récollet Monastery one may proceed northward on St. Francois-Xavier street a short distance to see one of the oldest jails in Canada. This is a typically Britannic structure, the grim stone walls enclosing a building whose forbidding aspect may be something less than beautiful but is none the less in the authentic British tradition. The jail dates from 1827.

THE DE CHATELAIN MANOR

On Bonaventure street, just before you reach the Trois-Rivières Cathedral, may be seen an old manor, whose solid walls are fairly a-sparkle with whiteness, set in a

spacious lawn. This is the old residence of Sieur de Chatelain, built about 1745, which later became the residence of the noted soldier, René Boucher de Niverville. Shortly after the Conquest this building became the district trading post for the famous Hudson's Bay Company.

THE CATHEDRAL

Amongst all the Province of Quebec's fine churches there is none more imposing or more beautiful than the Cathedral of Trois-Rivières. Its construction was started in 1854, and no pains were spared to make it a noble edifice which should adequately express the religious aspirations of a devoted people. Its lines are Gothic and its interior, admirably adapted to this form of architecture, inspires one with a sense of reverence and of beauty. The stained glass windows are admirable, competent critics declaring them to be amongst the most beautiful in North America. They are the work of Nin-



The Cathedral, Trois Rivières.



The Seminary, Trois Rivières.

chéri, whose processes for creating special colour effects in glass have made him famous.

Trois Rivières also possesses a great many other historic sites and points of interest which cannot all be mentioned here. The city has a competent, well-trained corps of guides, however, and the tourist who places himself in the hands of one of these for the purpose of visiting the city will be well rewarded by the enhancement of interest sure to come from seeing everything worth while and learning the story of each and every one of Trois Rivières' fascinating souvenirs. Guides are available at the Tourist Bureau.



Section of Highway No. 2 near Champlain.

TROIS-RIVIÈRES

IT is safe to say that when Gédéon de Catalogne, Grand-Voyer to the King, laid out, at the beginning of the 18th century the road from Quebec to Montreal, he never dreamed that this route would become one of the most frequented in the Dominion, with thousands of visitors from all over the continent making use of it.

This route has now become Quebec Highway No. 2, and though its excellence may tempt the tourist to "make time" and speed along, he should certainly not overlook some of the villages on the way, which rank amongst the oldest in Canada.

Just 28.30 miles west of Trois-Rivières is the parish of Maskinongé, founded in 1714. Its population is today 2,053, and it is one of the best-developed agricultural centres in the province. Stock-breeding is very flourishing in that section, while there is also a considerable trade in hay for fodder.

23.90 miles from Trois-Rivières is the prosperous little town of Louiseville, which now gives promise of becoming an industrial centre. There is an important silk mill situated there, as well as a large shirt manufacturing plant and other smaller industries. The parish was founded at the beginning of the 18th century, and there are still several families whose ancestors were amongst the first settlers.



Louiseville, Que., on Highway No. 2

Farms which have been worked continuously for the past two hundred years are not uncommon in this parish.



Ste. Anne Church, Yamachiche, on Highway No. 2.

17.20 miles from Trois-Rivières is the rich parish of Yamachiche. Here one may note the fine Ste. Anne Church, reputed one of the most beautiful temples in the province. Its interior amply repays a visit, for it is replete with fine carvings and paintings of a very high aesthetic order. In the crypt is the body of Ste. Eutychienne, one of the Early Church martyrs. This sacred relic was brought from Rome, a donation to the parish of Ste. Anne d'Yamachiche by Pope Gregory XVI in 1845.

and DISTRICT

The parish of Pointe-du-Lac comes next on the road to Trois-Rivières, and it is magnificently situated, offering a splendid view of Lake St. Péter, whose waters extend to the south-west horizon.

At Pointe-du-Lac one may observe, too, the excellent results obtained from a reforestation project, which transformed a sandy waste into an ideal and shady site for summer camps. Fronting Lake St. Pierre is a long line of attractive summer villas, while excellent bathing-beaches invite the hot and dusty traveller. Summer hotels and camps are also available and offer remarkably good accommodation at reasonable prices.



Batiscan, Que., on Highway No. 2.

even to-day one may notice, to the east of the village, an old stone house dating from the 17th century which was once the manor and presbytere of the Jesuit Fathers.

St. Anne de le Pérade is situated at the junction of Highways No. 19A and No. 2 and is the last village east of Trois-Rivières within the Trifluvian district. This former seigneurie of La Pérade includes the ruins of the old seigneurial manor where lived the heroic Madéleine de Verchères, who at the age of fourteen defended the fort of Verchères with a handful of sick men against 45 Iroquois.

At Ste. Anne de la Pérade, as elsewhere along this popular and interesting Montreal-Quebec touring trail, excellent accommodation may be secured in the little country inns.



Scene near Trois Rivières on Highway No. 2

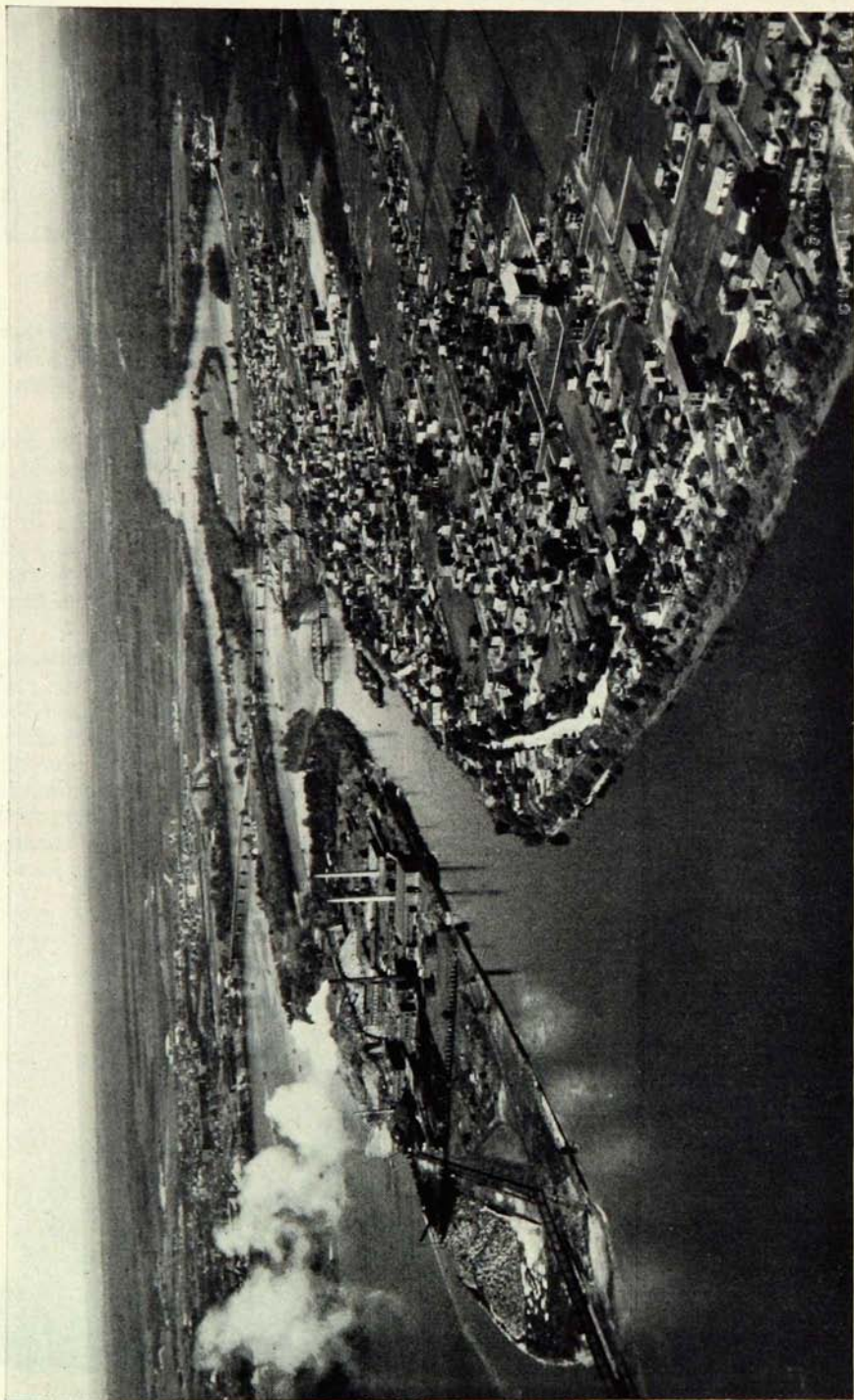
After leaving Trois-Rivières, and having passed through Cap-de-la-Madeleine, one proceeds towards Quebec on Highway No. 2 and comes to the peaceful village of Champlain, situated on land originally granted in 1664 to Sieur Etienne Pézard de Latouche.

The next village is Batiscan, 20.10 miles from Trois-Rivières, which derives its name from the river flowing into the St. Lawrence at this point. The fief whereon this community was founded was formerly the Jesuits' seigneurie, and

20.10 miles from Trois-Rivières, which derives its name from the river flowing into the St. Lawrence at this point. The fief whereon this community was founded was formerly the Jesuits' seigneurie, and



Church at Ste. Anne de la Pérade, Highway No. 2.



Junction of St. Maurice and St. Lawrence rivers.

Canadian Airways Limited



Shawinigan Falls, showing power developments on St. Maurice river.

Canadian Airways Limited

CAP-DE-LA-MADELEINE

ON HIGHWAYS No. 2 and 19

AFTER leaving Trois-Rivières and crossing the St. Maurice river the traveller finds himself in Cap-de-la-Madeleine, starting point of Highway No. 19 which leads to La Tuque, the farthest north of the St. Maurice Valley cities.

Cap-de-la-Madeleine boasts a population of 10,000 souls and offers a very special attraction to the visitor, since it is a place of national pilgrimage. In this municipality is situated the historic Shrine, dedicated to Notre-Dame-du-Très-Saint-Rosaire (Our Lady of the Most Blessed Rosary). This is a picturesque little chapel, built in 1714, one of the most precious relics of the French régime and one of the best-preserved. Its main altar, and the statues which overhang it, are gems of wood-carving which date from 1700. These works of art, brought from France in the time of the famous Louis XIV, reveal the excellent aesthetic taste of that epoch.

Hundreds of thousands of pilgrims come every year to visit this national Shrine, and leave numerous votive offerings which may be seen there in glass cases.

The Shrine is situated in a park of rare beauty, wherein artistic monuments and bronze statues represent the Way of the Cross and the Mysteries of the Rosary.

In this park, and near the Shrine, may be seen also the famous Pont des Chapelets (Bridge of Chaplets), whose architecture never fails to evoke admiration. This bridge, though of comparatively recent date, recalls the miracle of the Ice-Bridge which made the Shrine famous. In 1879, on March 14th, the St. Lawrence river froze over, following prayers to that effect by the devout of the town, just in front of the Shrine. This remarkable occurrence, coming at a season of the year when

such a phenomenon was unprecedented, evoked wide attention, and the Pont des Chapelets commemorates this remarkable intervention of Divine Providence.

Cap-de-la-Madeleine is an industrial town which possesses paper mills, a silk-weaving plant and several other smaller industries.

This locality is soon to possess a well equipped airport. The municipality has given the land; the Federal Government has made a grant of \$75,000; and during the coming summer the work of construction will be carried out. Thus still another touring resource is to be added to the already great list belonging to Cap-de-la-Madeleine, and thus still another air transportation centre will lend its aid to the development of the great new mode of communication in which the Province of Quebec is making rapid strides.



The Shrine at Cap-de-la-Madeleine.



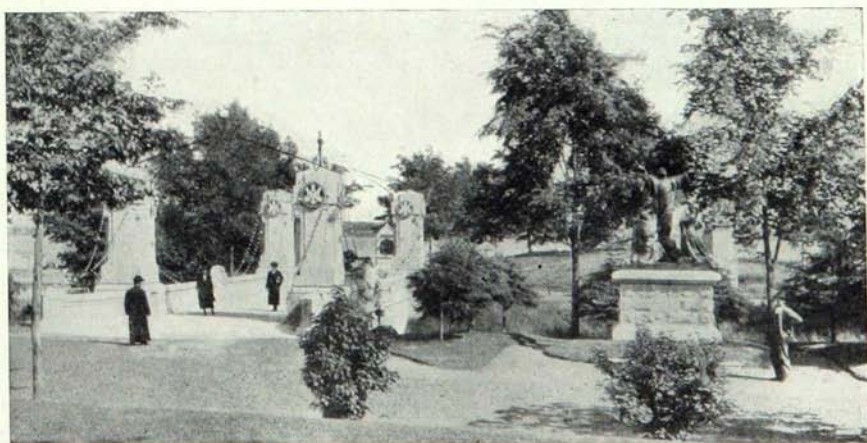
The Grotto at Cap-de-la-Madeleine.

The Grotto at the Cap-de-la-Madeleine Shrine is of unusual beauty, reminding one of Old World monuments. It is located in the beautiful park adjoining the Shrine.

Le Pont des Chapelets (The Bridge of Beads) was built according to plans of a famous architect, and it consists of a reinforced concrete arch 86 feet long by 21 feet wide. It gives the impression of being suspended on eight chaplets (Beads of the Holy Rosary), the four largest of which are sustained by Saint-Joseph on one side, and the Blessed Virgin on the other.

At each end, two pillars which serve as supports for the chaplets, are joined at their summits by an ornamentation in wrought iron, at the centre of which there stands out in bold relief the monogram of Mary.

Since 1902, this famous place of pilgrimage has been served by the Oblate Fathers of Immaculate Mary, and a trip to the St. Maurice Valley district is not considered complete without a visit to this great Shrine.



Le pont des Chapelets, Cap-de-la-Madeleine.

SHAWINIGAN FALLS

FROM Cap-de-la-Madeleine to Shawinigan Falls, Highway No. 19 traverses a fertile farming country with some typical little villages along the way. These small settlements are characteristic of rural Quebec,—the little church with its lofty spire, surmounted by a cross and the traditional Gallic cock, is surrounded by those old houses of distinctively Norman architecture which continually remind us of the racial origin of French-Canada.

Every turn of the road brings us a country scene which takes us back to the days when patriarchal customs were observed. Even to-day the old traditions are maintained, and a wholesome family life is lived by these sturdy sons of the soil.

The first of these villages is St. Louis de France, 6.80 miles from Trois-Rivières, with a population of 675. While part of this



View of Falls at Shawinigan.
population is engaged in the lime kilns near-by, the rest, essentially agricultural, devote themselves chiefly to the care of their dairy herds. The same conditions of life exist at Notre-Dame-de-Carmel, the next parish on the route. This is 12.20 miles from Trois-Rivières and the population is 800.

Continuing on the fine macadam highway, we find the surrounding country becoming more hilly, but when we reach Almaville, looking down on Shawinigan Falls, our breath is almost taken away by the beauty and magnificence of the vista offered us.

Below us winds the St. Maurice river, which enfolds, as in its arms, the attractive and prosperous city of Shawinigan Falls. In the background the Laurentian hills, crowned with trees, form the backdrop for a picture of rare beauty, while one may trace the tortuous course of the St. Maurice river in the middle distance.

Shawinigan (19.40 miles from Trois-Rivières) is one of the most important industrial cities of



Company Houses at Shawinigan Falls.



Public Baths, Shawinigan Falls.

Canada in point of production. It has a population of 19,000 and its rapid growth has been as phenomenal as it has been romantic. From a backwoods settlement in 1899 it has now become one of the greatest centres of hydro-electric development in Canada, and power has been the magnet which has drawn several other important industries to this thriving city.



A large electro-chemical industry at Shawinigan Falls

The Shawinigan Falls were harnessed by the Shawinigan Water and Power Company in 1899, and since that time such companies as the Aluminum Company of Canada have established there. This firm is the largest manufacturer of aluminum wire in the whole of America, and there are many other important electro-chemical industries which flourish there under the ægis of the power company.

Shawinigan Falls is a model city, admirably situated, and there is no lack of diversion for the visitor. Boating, swimming, canoeing, golf and tennis facilities are available in the summer, with other appropriate sports in the winter season.

Within easy reach of the city there is a vast hunting and fishing territory, and tourists may obtain from the Information Bureau at the City Hall all details they require regarding fish and game clubs, their situation and the rates charged.

A feature of Shawinigan Falls is the splendid driveway which skirts the St. Maurice river and forms one of the finest boulevards in the province. There is also a public park with beautifully-kept lawns and flowers, a swimming-pool and playground.

Excellent and up-to-date hotel accommodation can be obtained in Shawinigan Falls, at rates which are entirely reasonable.



Falls on St. Maurice river at Shawinigan.

GRAND'MÈRE

FOLLOWING the highway, and after having passed through the flourishing parish of Ste. Flore, Grand'Mère is reached. This is another industrial city of 8,000 inhabitants possessing large paper mills.

No visit to Grand'Mère is complete without a sight of the famous "Grand'Mère Rock" from which the city derives its name. This is to be seen on a height overlooking the river, and by a queer caprice of Nature the rocky profile exhibits a strange but unmistakable resemblance to a toothless grandmother, wearing a grandmotherly bonnet.

Grand'Mère is a favourite resort, for its air is healthy and bracing and there is no lack of winter and summer amusements. The city boasts a magnificent 18-hole championship golf course, rated as one of the finest in the whole of Canada.

The hilly nature of the surrounding country makes it admirable for winter sports,—ski-ing, tobogganning and snow-shoeing can be indulged in under ideal conditions.

Between Grand'Mère and La Tuque, the tourist passes through the village of St. Timothée, 30.50 miles from Trois-Rivières and St. Tite, 33.10 miles from the starting point. Fourteen miles further is St. Roch de Mékinac, an ideal "jumping-off place" for a trip into the deep woods. Competent and experienced guides may be obtained there and at St. Tite to conduct expeditions to nearby lakes or streams.



The "Grand'Mère Rock," Grand'Mère.



View of Grand'Mère, Highway No. 19.

LA TUQUE

Eighty-one miles separate St. Tite from La Tuque on Highway No. 19, but they are 81 miles of scenic beauty which offer the traveller many a thrill. As one penetrates farther and farther into the forest one realizes the full pleasure of being off the beaten trail and traversing a country still largely unspoiled by too great popularity.

It is no rare circumstance for the traveller to encounter a moose or deer in this section, while, in the fall, the whir-r-r-r of a rocketing partridge is often to be heard. Words can scarcely do justice to the beauty and charm of this woodland route which combines ease of transport with the unspoiled beauties of nature.

Finally, after many miles through the forest and along beside the waters of the St. Maurice, one comes at length to La Tuque, an oasis of civilization in the woody wilderness. This town, with a population of 5,600, is another pulp and paper centre and is also the supply point for the lumbermen and sportsmen who penetrate still farther into the upper St. Maurice and its tributaries.



(Top) Power developments at Grand'Mère. (Middle) Church at Grand'Mère in winter. (Bottom) Scene on Grand'Mère's fine 18-hole golf course.



Suspension Bridge at Grand'Mère, Highway 19.

In this mountainous country, one may admire the phenomenon of the Aurora Borealis in all its magnificence, while there are many sunsets worthy the brush of a great artist.

In the centre of the town itself is a mysterious lake which has no apparent source nor discharge, but always maintains itself at the same level.

Experienced guides may be readily obtained in La Tuque and, at little expense, the tourist can organize a trip into a magnificent fish and game country where he is assured of excellent sport.

INTERESTING SIDE TRIPS



Scene on Highway 19 near Mont Carmel.

A VERY interesting side-trip can be undertaken by travellers from Montreal to Quebec if they take Highway No. 19 at Trois-Rivières, proceeding to Grand'Mère and thence by Highway No. 19A to Ste. Anne de la Pérade.

This route takes one somewhat off the beaten track and affords a glimpse of interesting country which well repays the extra mileage and time occasioned.

From Grand'Mère Highway No. 19A leads through St. Tite, St. Sévere, St. Stanislas and St. Prosper, rejoining the main Highway No. 2 at Ste. Anne de la Pérade.

A CCESS to a splendid fish and game country, remarkable also for its scenic beauty, is given by Highway No. 44 which branches off main Highway No. 2 at Louiseville and runs into the wooded and hilly country to the north.

From Louiseville the highway follows the Rivière du Loup, which rises in the northern hills. One of the first villages traversed is St. Léon, 5.40 miles from Louiseville, a typical rural community dependent largely upon the produce of its market gardens and of its dairy industry. Mineral water springs also exist here, and their therapeutic value is highly considered.

St. Paulin is another village on the route, 8.90 miles beyond St. Léon, and an attractive little settlement it is. Nearby are the picturesque Magnan Falls on the Rivière du Loup which well repay a visit.

The village of St. Alexis-des-Monts is situated at the northern end of Highway No. 44, and is 24.70 miles distant from main Highway No. 2. It is a delightful village, set in a valley and encircled by hills. It is also a favourite centre for fishing and hunting expeditions into the surrounding woods. Country inns and hotels offer the tourist excellent accommodation.

THE ST. MAURICE VALLEY

A HAPPY HUNTING GROUND

THE true sportsman is always on the look-out for new territory, and there can be no doubt that if he makes trial of the St. Maurice Valley he will find fish and game to his heart's desire.

Not only so, but he will be enchanted with the natural beauty of the country. Its deep forest, its numerous waterways and innumerable lakes not only promise



A Good Catch.



A Fallen Monarch of the Woods.

but fulfil the promise of good hunting and good fishing.

catches have been made in those waters,—in fact, it may be said without exaggeration that the only remarkable result of a fishing-trip up the St. Maurice river is to return without dozens of speckled beauties!

For the hunter, too, the St. Maurice Valley district is a land of promise. Moose,

The St. Maurice Valley country has a charm all its own. One has an almost inexhaustible choice of fast-rushing river or limpid lake, and there are thousands of these natural fishing spots which, once seen, send an appeal straight to the heart of the true disciple of Isaak Walton.

The lakes and rivers of the St. Maurice Valley, particularly those on the west slope, fairly teem with trout of various kinds, including the speckled, rainbow and grey, or land-locked salmon. Many remarkable



Calling Moose.



One of the district's inviting lakes.

deer and even bears are plentiful and an average good shot has no difficulty in reaching his generous bag-limit.

For those who like to do their "shooting" with nothing more deadly than a camera, there is illimitable opportunity. Amateurs have secured remarkable pictures of moose and deer in their natural habitat and exhibit these "trophyies" on their return with as much pride as if they had secured a record-spread set of horns.



Some speckled beauties.

WINTER SPORTS

Quebec Province is the Mecca of those who delight in winter sports, and each year thousands are drawn from all parts of the continent to indulge in the joys of skiing, tobogganing, snowshoeing and similar pursuits.

The St. Maurice Valley district is ideally situated for such sports. This year, the Dominion Ski Championships were held at Trois-Rivières, where there is an excellent ski-jump.

For all details regarding winter sports in the St. Maurice Valley, write to:

Winter Sports Department,
ST. MAURICE VALLEY
TOURIST BUREAU
936, St. Pierre Street,
TROIS-RIVIÈRES



On the Manouan Lakes.

FOLK-CRAFT

The industry of the Quebec "habitant" is proverbial, and the long winter months give both men and women ample opportunity to express themselves in artistic and useful handicrafts.

With an old-fashioned spinning-wheel or other primitive equipment, Quebec's peasant women can evolve examples of rustic art which, because of the sincerity of their conception and execution, frequently comply with the highest artistic canons.

The Tourist Bureau of Trois-Rivières exhibits all the year round examples of this domestic art, drawn from the St. Maurice Valley. Home-spuns, woollen blankets and "catalogne" hooked-rugs are on display, as well as some really meritorious and beautiful examples of embroidery, painting on silk, knitting and other fancy work.

There are numerous tributaries of the St. Maurice river which if followed lead one far into the virgin forest. Canoeing, an almost unique attraction of the Laurentian Country, is a real delight here. On the left bank the Big Bostonnais, the Croche, the Trenche and the Windigo, on the right bank the Matawin, Vermillon and Manouan all



Moose Hunting.

(The call of the moose is imitated with the aid of a birch-bark megaphone, and the King of the Forest usually answers this call, which he mistakes for a love call.)

offer readily accessible waterways to a veritable paradise of fish and game.

Numerous hunting and fishing clubs are situated throughout the territory, and these are exceptionally well-organized. Numerous and easy portages have been laid out, leading to all the best fishing and hunting sections within their respective limits.



An ideal fishing spot.

The visitor can be assured that his preferences, whatever they may be, will be adequately met. Wherever he may go he will be given a cordial welcome, excellent meals, the service of competent guides and a very high degree of comfort.

Information regarding accessories needed, hunting and fishing licenses, guns and ammunition will also be supplied on request, and the visitor will be directed only to localities where he is assured of satisfaction.



A sylvan retreat near Grand'Mère.

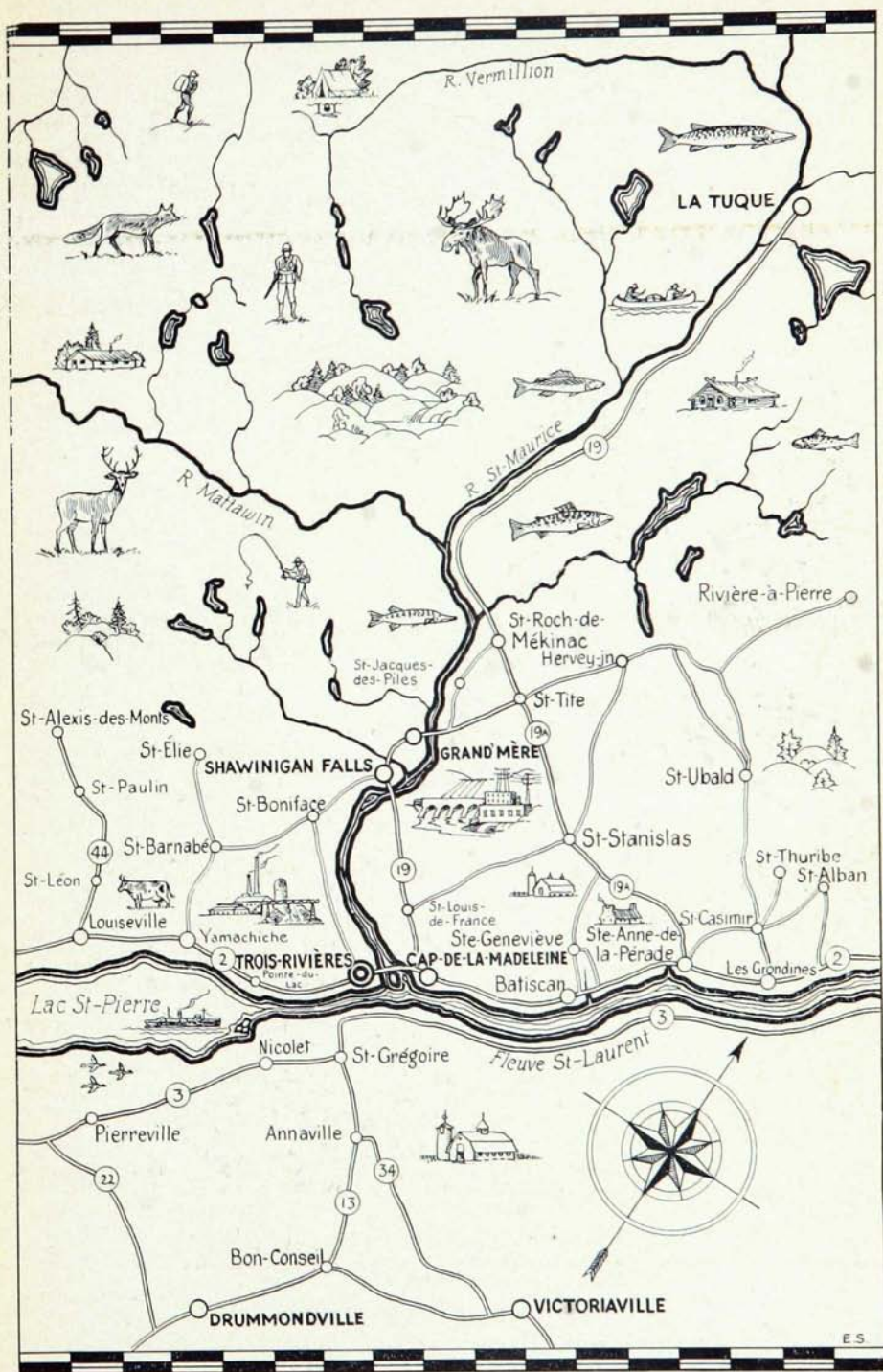
Some of these clubs are glad to offer their facilities to tourists, and there are even some in proximity to Trois-Rivières which offer excellent accommodation at low prices.

Those interested in exploring the wonderful possibilities of this happy hunting ground of the sportsman are invited to communicate with our bureau, which will immediately supply all information available regarding fish and game clubs and territories controlled by them.



Winter scene in camp.

***For all information, write to Department of Fish and Game,
ST. MAURICE VALLEY TOURIST BUREAU,
936, St. Pierre Street, TROIS-RIVIÈRES.***



THE St. MAURICE VALLEY

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