

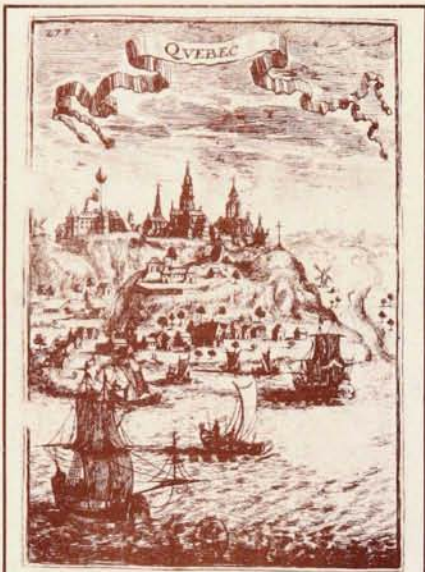
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La Province de Québec

CANADA

by GORMAN KENNEDY

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Holiday In La Province de Québec

by GORMAN KENNEDY

THE REASON for Québec's popularity with tourists can be found in the story of the man who built a better mouse-trap. Tourists beat a pathway to the province because no other section of Canada can offer the same year-round appeal to so many people plus an atmosphere unmatched in North America.

Québec is different because it is French, not like modern France, but French in the sense of holding true to old Norman traditions despite the swift progress of the

twentieth century; of retaining manners and customs that have long since disappeared from other countries; of building a distinctive culture, rich in its historic background.

The shades of Jacques Cartier, Samuel de Champlain, Frontenac, de Laval, Maisonneuve and Montcalm still haunt French Canada. Québec remains a land of romance in the day of radar and atomic energy.

Quaint villages, wayside shrines, old-world cities, rivers, mountains, tranquil valleys,

Front cover:—Cascading over a 275-foot fall, beautiful Montmorency Falls never fail to enthral visitors. Located seven miles from Québec City, Montmorency's surging waters—whose drop is 100 feet deeper than famed Niagara's—are a sight not to be missed.

From C.P.R. photo

Back cover:—Overlooking the majestic St. Lawrence River, the Jacques Cartier Memorial near Gaspé commemorates the intrepid explorer who originally sailed by these banks in 1535.

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QUEBEC

HOLIDAY IN LA PROVINCE DE QUEBEC

lakes and forests teeming with fish and game, winter sports, bracing climate, friendly hospitality and a way of life which is distinctive, combine in infinite variety throughout the province to make travel stimulating and different.

Québec is prominent in Dominion statistics. It is the largest province in Canada with a total area of 594,534 square miles, of which the fresh water area amounts to more than 71,000 square miles. All this water, in addition to possessing a strong tourist appeal—the Saguenay and St. Lawrence cruises are examples—provides an available 17 million horse-power of which close to six millions have been developed for industrial purposes.

On the north Québec reaches as far as Hudson Strait and the uncharted wilderness of the Upper Labrador. To the south it spans the St. Lawrence River and borders on New York, Vermont, New Hampshire, Maine and the neighbouring province of New Brunswick. The Ottawa River runs along the greater portion of its southwestern boundary to meet the St. Lawrence at the western tip of Montreal.

In this area live close to 3,400,000 persons with the Greater Montreal area accounting for more than one-third. Less than 13,000,000 acres are under cultivation throughout the province, leaving a vast virgin or semi-virgin area, diverse in terrain.

More than 90 per cent of the province is occupied by the Laurentian Plateau whose

heights contain numerous uncharted lakes and streams. South of the St. Lawrence River lowlands are the Appalachian ridges, known locally as the Notre Dame Mountains. These ridges extend from the Eastern Townships, north and east, and below Québec City they fall sharply, only to rise in indescribable grandeur at the Gaspé Peninsula.

Québec is the largest Canadian province; its vast extent of lakes and forests, extending from Ontario to Labrador, forms a great game reserve. Québec is recognized as containing perhaps the finest moose-hunting range in North America, while its rivers and lakes provide the angler with a wide variety of game fish including Atlantic salmon, ouananiche, muskellunge, northern pike, black bass, speckled trout and doré.

Québec attracts tourists from all over the continent during twelve months of the year. Some come for sport; to try their luck with rod and reel in Laurentide Park north of Québec, to hunt deer in the Laurentians far north of Montréal; others come for winter sports where the snow lies deep in the great skiing country stretching from Shawbridge to Mont Tremblant. Some come for the scenery of the Eastern Townships and the Gaspé Peninsula. Others come, singly or in pilgrimage, to the famed shrines at Ste. Anne de Beaupré and at St. Joseph's Oratory in Montreal. Still more arrive by boat along the Great Lakes-St. Lawrence waterway that brings the tourist to Montreal by the

Top left:—Eventide on the Island of Orléans—land of peace, quiet and rustic simplicity, "the land that time forgot".

Right:—Homeward bound, the day's work done, this native of Gaspé travels the romantic road between the mountains and the sea.

Photos by G. M. Dallyn



QUÉBEC
PROVINCE



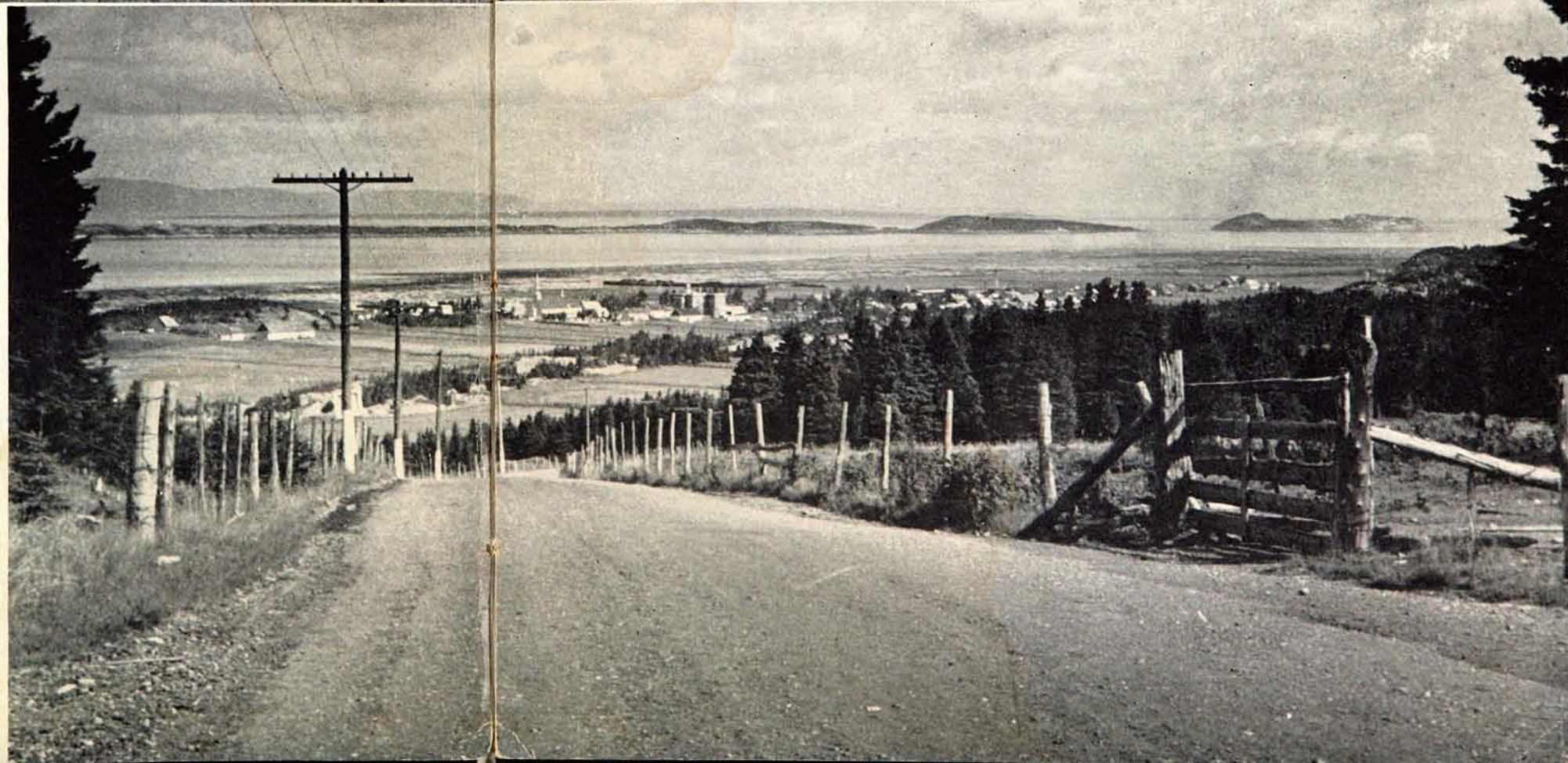
At top:—Picturesque old French towns and villages—such as Ste. Flavie, Ste. Anne-des-Monts, Cap-aux-Os, Mont-Louis, Madeleine, Cloridorme, Rivière-aux-Renards—adorn the shores of the St. Lawrence about the Gaspé peninsula. Typical of the quietude and grandeur of the Gaspé coast is the scene depicted here.

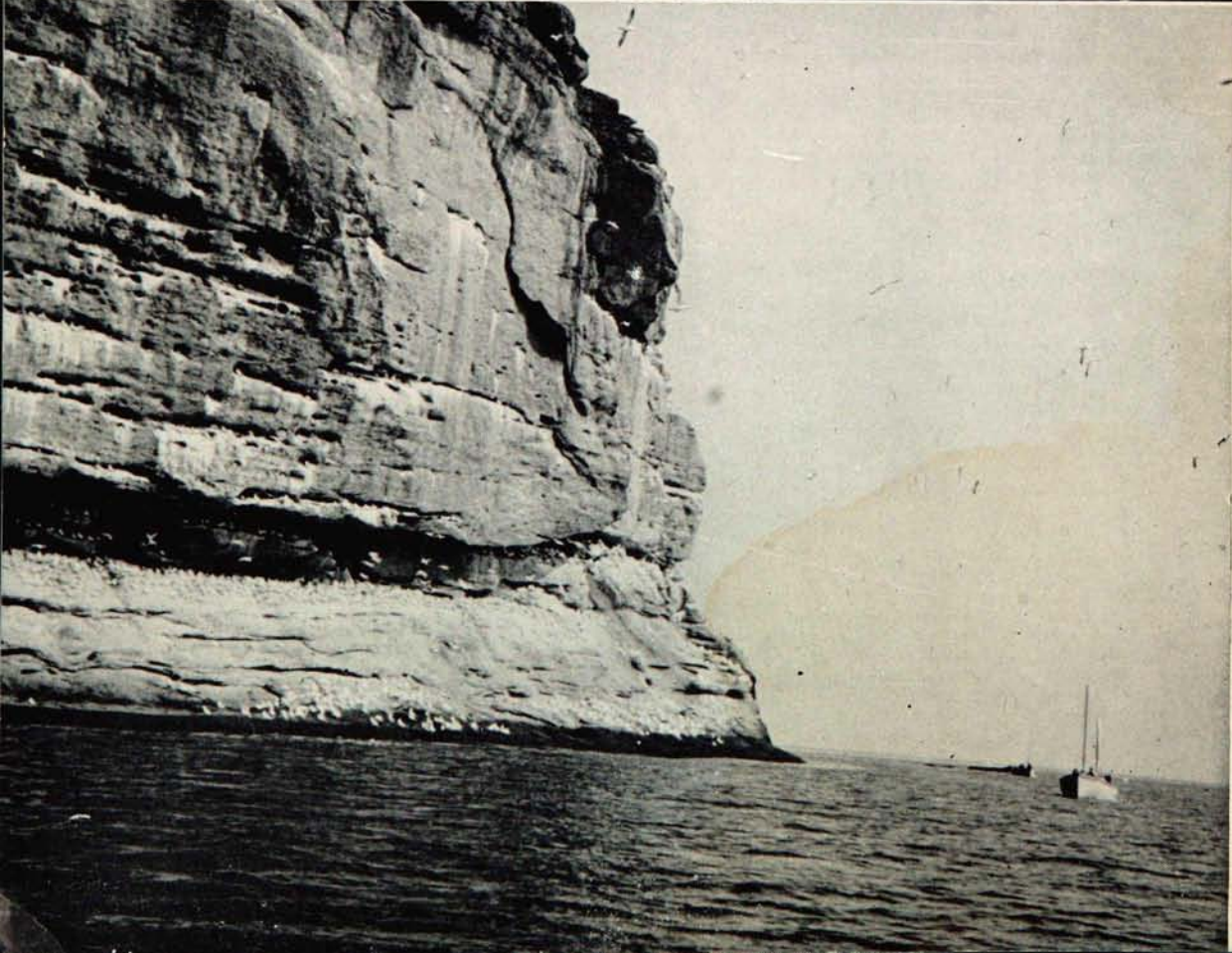
famed rapids and continues down past Québec and Murray Bay to the Atlantic.

Time was when the summer months encompassed Québec's holiday season. That was in the days when the United States was conducting what Herbert Hoover termed "a noble experiment". It cannot be denied that Québec's accessibility and timely liquor legislation exerted a strong appeal to the Americans during the 1920's and early 1930's. Nor were these advantages unnoticed elsewhere in Canada. It is a striking tribute to the inherent charm of the province, the initiative and industry of its people, and the wisdom of its government that the advent of repeal in the United States did noth-

Below:—The nomad in Québec is well repaid for his tangent tours from main highways. Smooth dirt and gravel roads, that beckon the modern-day explorer, often lead to old-world settings. Even the road between metropolitan Montréal and Québec City reveals byways to hidden villages "far from the madding crowd". Polka-dotted along the route that swoops by the scenic St. Lawrence River are numerous vistas like this.

Photos by G. M. Dallyn





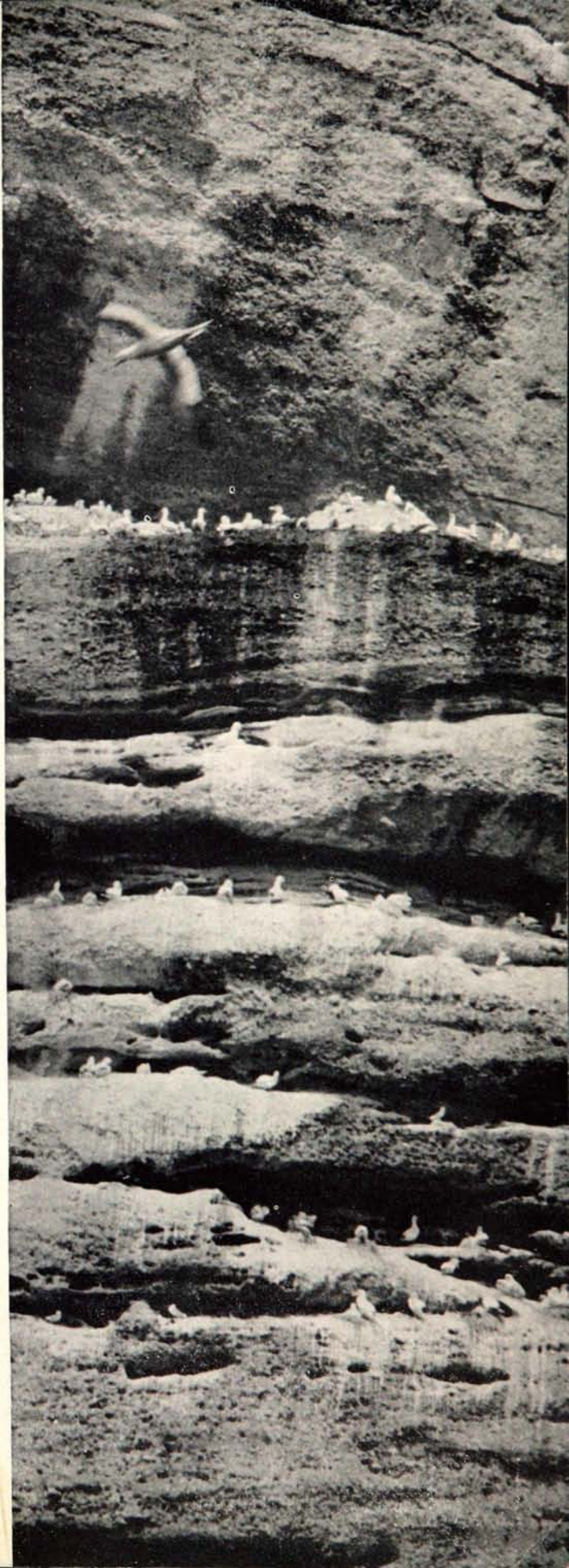
ing to diminish the flow of travel. On the contrary, with the exception of the war years, Québec's tourist figures have shown substantial annual increases since 1935. It is estimated that fifteen million tourists visited the province in 1946.

Québec's winter sports are responsible in no small degree for its popularity as a year-round resort playground. Snow has become "white gold" particularly in the Laurentians, immediately north of Montréal and at Lac Beauport, outside Québec City, Valcartier and Mont Sainte-Anne in the Laurentians north of Québec, where stable snow conditions and good facilities for skiers exist. Ski tows have been erected in all the skiing regions. There are excellent ski centres throughout the province, notably in the Gatineau Hills north of Ottawa; in the Eastern Townships and the Beauce; in the St. Maurice Valley; on the north shore of the St. Lawrence and in the Saguenay-Lake St. John area. Accommodation ranges from luxurious resort hotels to modest pensions. The Laurentians north of Montréal and Québec offer a particularly wide range of accommodation and facilities.

The region in the Laurentian Mountains, north of Montréal, between Huberdeau on the west and Rawdon on the east, Shawbridge on the south and Mont Tremblant on the north, provides perhaps the most highly concentrated skiing area in North America. The rolling countryside, Scandinavian in character, offers magnificent cross-country touring while its downhill trails and slalom courses provide thrilling skiing. A network of ski trails connects the villages, each of which is a ski centre in its own right boasting trails and slopes, ski tows and professional instructors. In winter the snow lies deep—to be reckoned in feet, not inches.

Thousands upon thousands of gulls and sea-birds abound in the area near Percé, notably on rugged Bonaventure Island, world renowned aviary. The sheer sides of the island, located two miles off shore, are home to an enormous number of birds who zoom and dive about the great rock mass that is their sanctuary.

Photo at top left by E. L. Desilets, others by G. M. Dallyn

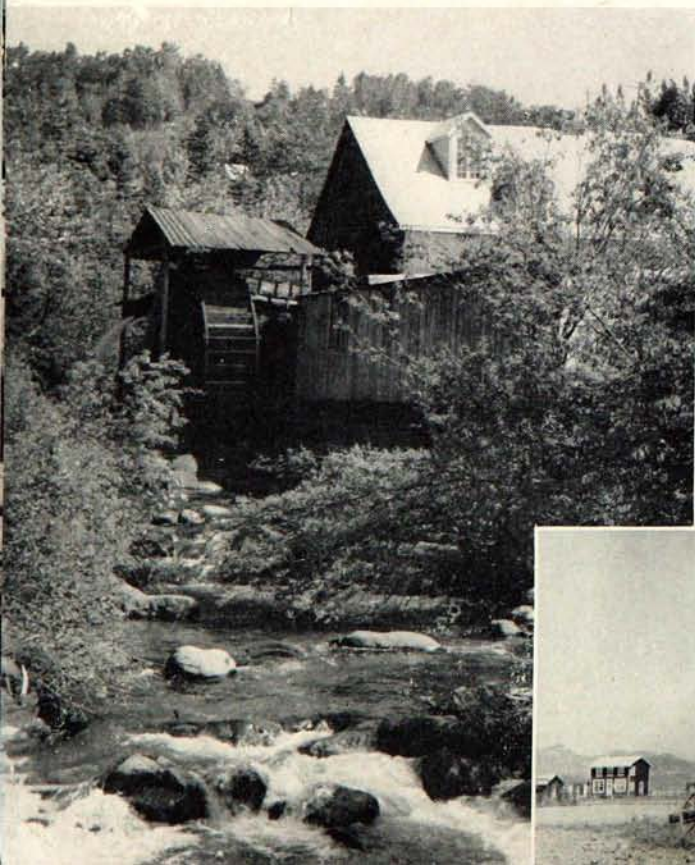




Seen here from mid-river, Québec City majestically overlooks the broad sweep of the St. Lawrence from the lofty rock eminence on which the city is built. Photo by G. M. Dallyn

The country is a mass of evergreens which not only hold the snow but provide a natural windbreak. The climate is cold and invigorating with plenty of sunshine in February and March to send enthusiasts back home

Below:—Handed down from father to son, generation after generation, ancient water wheels still roll and supply power for local millers in provincial Québec.



from spring skiing or snowshoeing with the coveted winter tan.

Railways, air service, buses and a good highway link Montréal and the Mont Tremblant area. The ski traffic to the Laurentians has resulted in the region enjoying a year-round tourist season. This development is all the more significant when it is considered that the Laurentians have been known as

Below:—Reminiscent of yesterday, this ancient windmill on Isle aux Coudres, near Baie St. Paul, has weathered the centuries since the days of the Seigneurs.

C.P.R. photos





the summer playground of Eastern Canada since shortly after the turn of the century. Fishermen, hunters and holiday-makers in general have been enjoying its lakes and streams and forests since long before World War I.

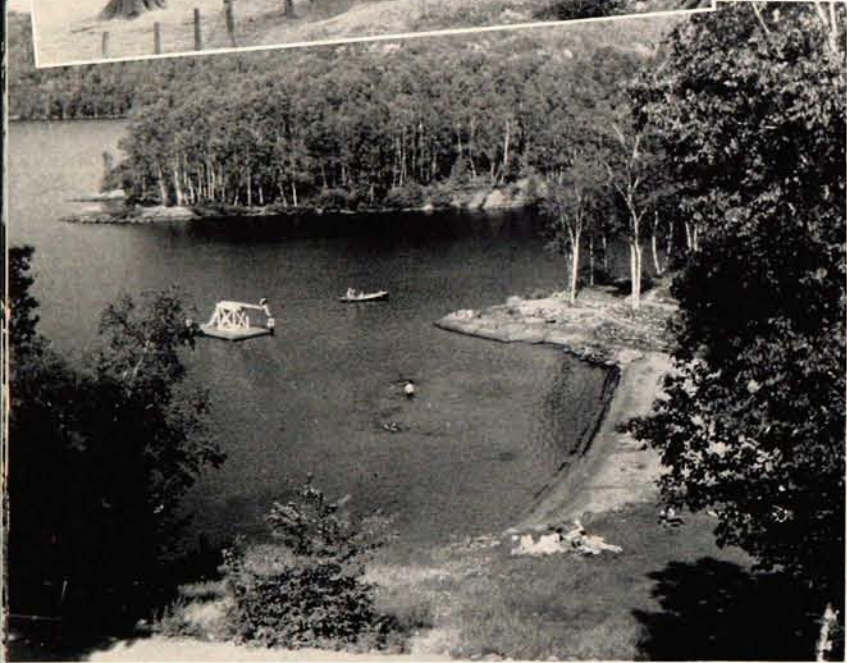
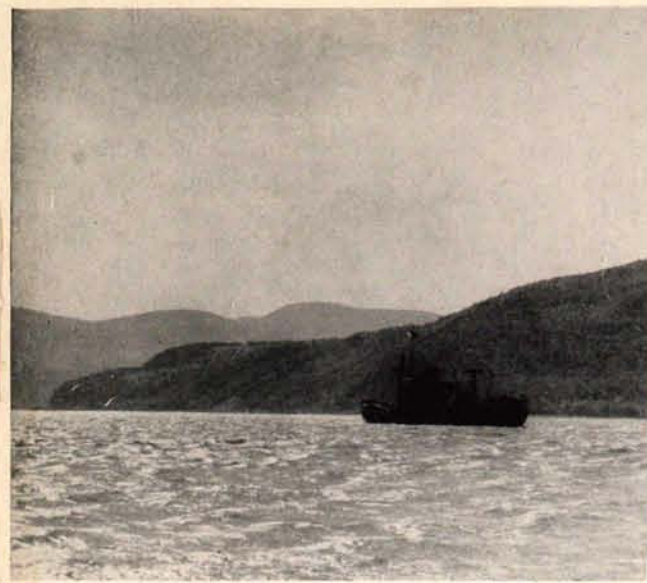
North of St. Jovite and Mont Tremblant is the Mont Laurier-Senneterre Fishing Reserve, stretching 130 miles in length and 20 miles in width. Farther north and west are the Northwestern and Pontiac regions and Québec's rich goldfields. To the west

At top:—At the end of the road—Percé crowns the Gaspé coast. A snug retreat on the mountainside affords a vantage point for those who would tarry in this world-famous artists' Mecca.

Photo by G. M. Dallyn

Right:—Typical of the fishing smacks used by the natives of Gaspé are these sturdy craft of St. Majorique.





Summer holidays in Québec offer a variety of sports and pleasant relaxation. Broad, modern automobile highways carry happy vacation parties to the glorious terrain of the Eastern Townships and the Laurentians with their famous lakes. Hundreds of these lakes are the site of summer homes of North American families. Secluded bays and inlets afford fascinating spots for swimming or canoeing, or just drifting and dreaming . . . cruise boats down the St. Lawrence and up the Saguenay Rivers provide magnificent views en route . . . bicycle trips, even a short distance from Québec's cities, will bring the cyclist to numerous wayside shrines and chapels . . . even urban Montréal's own Mont Royal and a ride in a horse-drawn carriage, is something distinctly Québécois . . . Alpine-like golf courses in the mountain regions add a new thrill to the Royal and Ancient game . . . and even the youngest visitors, like the tiny equestrienne shown here, are made happy by a holiday in Québec.

C.P.R. photos





Wild game is plentiful in Québec's northern woods where deer, bear and the mighty moose abound. Hunting and fishing camps, such as this one near La Tuque, are scattered throughout the wild forest regions.

C.N.R. photos

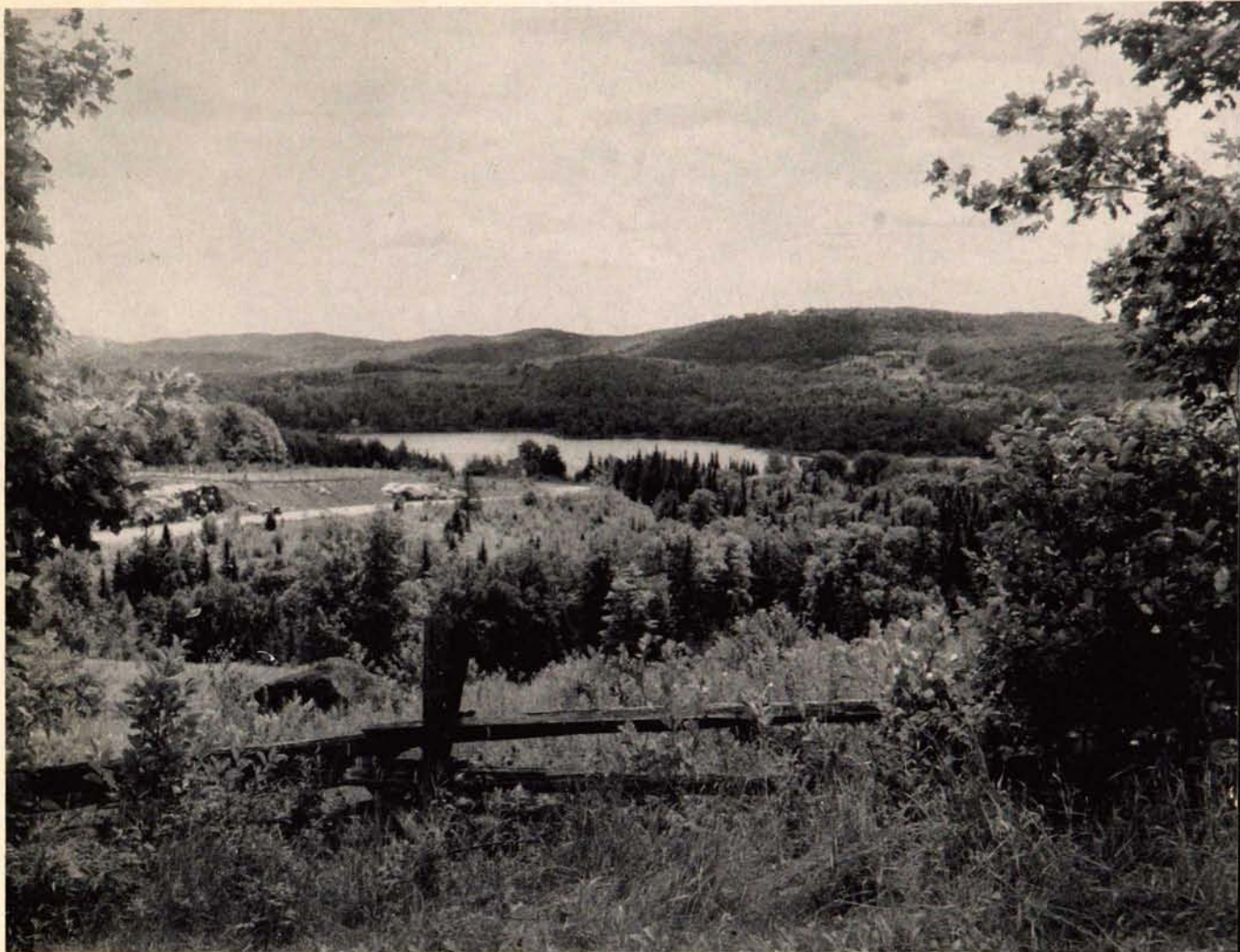
and south are the Gatineau and Hull areas. All this territory is a sportsman's paradise. It is readily accessible by aeroplane and automobile, and partially by railroad. It also affords some of the finest camping and canoeing in North America.

South of Montréal are the Eastern Townships, a rolling countryside rich in historic and scenic interest. The province's most fertile farmlands lie here and the district stages the most colourful county fairs in Canada. In recent years the Eastern Townships have attracted large summer colonies and plans are now being studied by several communities to develop ski centres comparable with those existing in the Laurentians.

Montréal, metropolis of Canada, is the Dominion's most cosmopolitan city. With

a population of 1,500,000, a 16-mile stretch of harbour, and the greatest industrial potential in the Dominion, Montréal is the mecca of many visitors. It exercises, despite all that its critics have to say, a distinctive appeal. Like all large cities it has its congested areas but it has also spacious, tree-lined avenues flanked by gracious homes in which the tradition of fine living is quietly observed. The Island of Montréal is 30 miles long and ranges from seven to ten miles in width.

Montréal is the world's second largest French city and it is the largest inland seaport. Mont Royal, named by Jacques Cartier in 1535, rises 753 feet in the heart of the city which has 360 churches and more than 120 streets named after saints. Sur-



C.P.R. photo

mounting Mont Royal is an illuminated cross erected by La Société de St. Jean-Baptiste. It stands above a city of churches and typifies the deep religious convictions of its inhabitants. For almost 70 per cent of its people French is the native tongue.

At one time the gateway to all North America, Montréal remains still the gateway to Canada. It is the head of navigation for Atlantic freight and passengers, and Montréal Airport at Dorval is the Canadian terminus for air travel from Europe as well

Dating back generations, the art of birch-bark canoe making is a distinctive Indian craft. Requiring patience and consummate skill, the delicate yet solid canoe is snug and watertight. Even today the Indian art is unchanged; pine pitch is the waterproofing agent; birch-bark the shell; ribs and stringers are still hand-formed.

C.N.R. photo





Disciples of Izaak Walton find a holiday 'midst lakes and streams the epitome of a fisherman's paradise. Tumbling, bubbling, rushing brooks course swiftly, giving the angler every opportunity to ply his skill. Although the succulent brook and speckled trout seem to be first in the fisherman's choice, grey or lake trout and bass are also to be found in Québec's waters waiting the angler's favourite fly. In these illustrations there is considerable evidence of the day's catch—but there are still "the big ones that got away" that will be caught another day.



as the busiest commercial airport in the Dominion. Montréal is headquarters for Canada's two major railroad systems, the world's largest inland steamship company, the International Labour Office and the Provisional International Civil Aviation Organization.

In effect, Montréal is two cities, French and English, and everywhere the traveller is confronted with bilingual notices. The love of good music common to the French and the English population has resulted in Montréal becoming the site of one of the best outdoor music seasons in Canada. Spectacular outdoor opera and musical performances atop Mont Royal and in various stadia during the summer, supplement the regular winter symphony season.

Montréal's famed Les Canadiens Hockey Club currently holds the world's professional championship while the city's entry in the International Baseball League won the title in 1946 by a wide margin. The metropolis is rated as the best wrestling centre in North America although some reservations exist, even among fans, as to wrestling's right to be classified as a sport. Montrealers like horse racing, regattas, tennis, golf, fishing and skiing. Tennis and golf enthusiasts have their choice of private clubs or the pay-as-you-play courses and courts.

Skiing is growing in popularity each year and on the slopes of Mont Royal, following

Photo at top right C.P.R., centre right Quebec Tourist Bureau, others C.N.R.



HOLIDAY IN LA PROVINCE DE QUÉBEC

a heavy snowfall, as many as 20,000 skiers are often to be seen. Despite the skiing facilities existing in the city, Montrealers flock to the Laurentian Mountains in increasing numbers each year.

Down the St. Lawrence, approximately 170 miles north and east of Montréal, lies the City of Québec, the ancient capital of Canada. North America's only walled city, Québec holds the key position in urban appeal for tourists. Most European in appearance of any Canadian city and rising steeply to scale a mighty rock, it merits the title so often bestowed upon it, Gibraltar of North America.

Québec is a French city, only 11,000 of the 186,000 inhabitants claiming English as their primary language. It is a picturesque city, boasting an Upper and Lower Town, narrow winding streets, innumerable historic monuments and landmarks. It is the site of the Château Frontenac, one of the world's

distinguished resort hotels, and it symbolizes better than any other part of the province the historic past and the traditions still held dear in French Canada. Québec is the most storied of Canadian cities, many famous authors using it as the locale for novels. The Parliament Buildings, located on what was once the cricket field of the English garrison, house the only bilateral legislature in Canada. Close by the city are Ste. Anne de Beaupré, Montmorency Falls and the year-round resort of Lac Beauport.

Below Québec City, the fresh water of the St. Lawrence mingles with tidal salt water and the distance between shores grows greater. Scenically one of the prettiest sections of the province, the north shore of the St. Lawrence below Québec has attracted tourists for more than four decades. Murray Bay and Tadoussac, with their charming resort hotels, have long been summer rendezvous for visitors. The Saguenay River, which meets the St. Lawrence at Tadoussac, affords one of the most popular inland cruises in the world, noted for the famed Capes Eternité and Trinité. Chicoutimi at the head of navigation on the Saguenay is the gateway to the Lake St. John district, source of waterpower and abounding in fish and game.

The south shore of the St. Lawrence offers great scenic beauty, good hunting and fishing, and the incomparable Gaspé Peninsula. On the north side of the river, from the Saguenay to Labrador, the country is wild and rugged, and in its fast running streams spawn the Atlantic salmon. Northeast of Gaspé, in the Gulf of St. Lawrence, is Anticosti Island, regarded as one of the world's great fish and game preserves.

Masters of the art of politeness, the unvarying spirit of hospitality inherent in the people of Québec welcomes its neighbours from the east, west, and south, to share with them its rich inheritance.

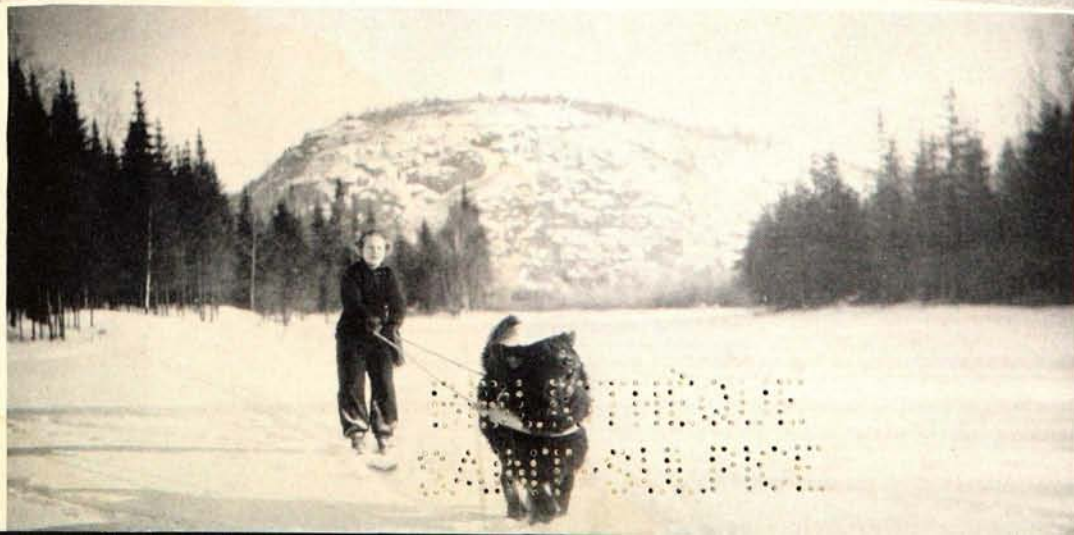
At Joe Ryan's Mont Tremblant Lodge, the aerial chair ski lift does double duty, for in summer it hoists sedentary mountain climbers to Mi-Chemin cabin.

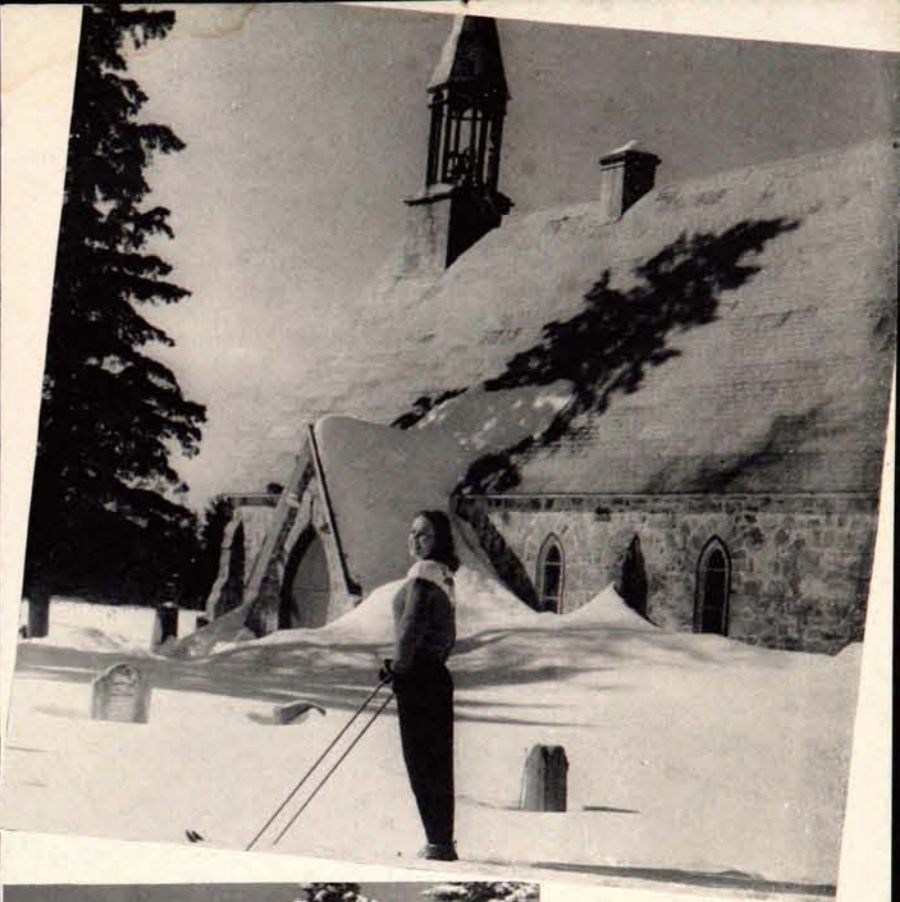
C.P.R. photo



If it's a winter holiday in Québec, and you are a non-skier, you can still have fun. Toboggan on open slopes, accompanied by rollicking shouts and squeals of delight at the harmless spills . . . or get all dressed up in your warmest clothes and pile the buffalo robes thick for a gay sleigh ride with jingling bells, in country or in town . . . winter time aquaplaning is called ski-joring and is seen here with a husky dog as motive power. "Over the river and through the woods" by any snow travel method is guaranteed to bring new colour to pale cheeks, a sparkle to the eyes and a spring to the step.

C.P.R. photos





Depicted on these pages are scenes that are duplicated a hundred-fold in the Laurentian playground north of Montréal or Québec, the Eastern Townships, Baie St. Paul or Lac Beauport near Québec City. This magnificent ski terrain extends throughout the mountainous district of Québec, and winter holiday makers by the thousand swarm to these spots to thrill to the finest skiing to be found in eastern North America.



In Québec City and Montréal, every winter week-end, skiers by the score can be seen hurrying through the streets, bound for the trains to the ski country. Once there, they swoop like snow birds down the hills . . . tour cross-country from village to village . . . gather at their ski shacks to rest and discuss trails . . . and pause on the heights to admire the breath-taking winter beauty of old Québec.
Photos courtesy C.P.R. and C.N.R.



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