

# LA PROVINCE DE QUÉBEC

RECOMMENDED BY  
ROOSEVELT  
INTERNATIONAL  
BRIDGE

NEW FRANCE  
IN  
CANADA



PUBLISHED BY THE  
PROVINCE OF QUÉBEC TOURIST BUREAU  
PARLIAMENT BUILDINGS, QUÉBEC, CANADA



# *An Invitation*

## TO OUR AMERICAN FRIENDS

# to Visit La Province de Québec

Dear Visitors,

The keynote of our relations with you, our neighbours to the South, is sincere cordiality. No people in the whole world are more welcome than you in this friendly **Province de Québec**.

Peace and amity prevail here, though our country is at war in Europe. Here there are no blackouts and no rationing. *Bona fide* tourists do not suffer any new restrictions whatsoever as a result of this state of war; their registration with Canadian Customs officials is the same simple formality which existed before Canada entered the war and which causes neither delay nor embarrassment.

Your President, Mr. Roosevelt, declared in a recent official statement that "no deterrent to travel exists among the friendly nations of the Western Hemisphere" and he then proclaimed 1940 "Travel America Year."

Our own Prime Minister of Canada, Mr. W. L. Mackenzie King, recently said in his official message to you:

"To visit Canada, you have only to cross the most peaceful international boundary in all the world. You do not require a passport. You may move about as freely as you do in your own country. You may leave Canada with the same facility and ease."

Now, as Prime Minister of **La Province de Québec**, the oldest and largest Province in this Dominion, I may add that you are most welcome as a visitor in our midst. Here in Québec you will find a wonderful Old World atmosphere, an inspiring historic background. Beauty and charm galore are a fit setting for this happy and contented community; here are pleasing customs and delightful handicrafts, magnificent vistas, varied and alluring; a healthful climate, cool in summer, moderately cold in winter and always ideal for outdoor sports. Here, too, you will find forests, lakes and rivers, well stocked with fish and game; the sweetness and harmony of French language and French culture; in brief, something altogether new and utterly different for the inquiring visitor.

This year, come to **La Province de Québec** to enjoy a genuine French-Canadian vacation!

You shall treasure every bit of your trip, enjoy prolonging your vacation and will, I believe, only wish to have the privilege of renewing your experience at the earliest possible time.

Your U.S. currency is at a substantial premium here and will no doubt add to your vacation pleasure.

Very neighbourly yours,

ADÉLARD GOUBOUT

Prime Minister of La Province de Québec.

# Visit "La Province de Québec"

WHILE other lands may lose their individuality—while cities may become so modernized and streamlined that the casual visitor scarcely notices any difference in them except size and location—the Province of Québec still retains its old-world charm.

Through the centuries her cities have retained their romantic aspect, her people have held true to their Norman type and breeding, her manners and customs have kept that appealing old-time grace which has long since vanished from other countries.

Québec is a French province, but not like modern France. Her people have built up a distinctive culture, colorful in its old-world traditions, rich in its historic background. The shades of Cartier, Champlain, Frontenac, Talon, de Laval, Montcalm still haunt both town and countryside. Many a house they knew is still in everyday use. For here is a land from which romance has not departed.

Splendid highways lead through quaint villages. Wayside shrines, monuments, old houses and churches arouse sensations of delight and wonder. The courtesy of the people gives a new zest to travel.

In her invigorating climate Québec has been doubly blessed. The summer season is temperate, with long sunny days and cool, refreshing nights. Winter is a season of crystal clear days, when cloudless blue skies add brilliance to the crisp powdery snow. It is a thrilling climate that brings back youth and vigor and makes life seem well worth the living.

To traverse the Province is an unforgettable experience, with mountain and dale, rolling valley and grass-covered lowland, tranquil lakes and cascading rivers alternating without cease in the moving panorama. Nowhere will one find such wealth of beauty as in the Laurentian highlands; the majestic St. Lawrence river; the Appalachian country terminating so gloriously at Gaspé; the fjord-like Saguenay; the Monteregian hills; the beautiful Gatineau, Lièvre and St. Maurice Valleys and the new Eldorado of Abitibi and Témiscamingue.

And as for sport, no country could offer more variety. Lakes and rivers abound with sporty fish; deer and moose are plentiful; ducks and other waterfowl are found in quantity on lake and river bank. The merest beginner may safely count on getting his share, for these vast hunting grounds and fishing waters are practically unspoiled. Winter brings her sports also, for the Province of Québec offers un-

limited opportunity for the ski-enthusiast, and comfortable hotels provide special accommodation for winter visitors.

## MONTRÉAL

The Metropolis of Canada, second largest seaport of North America, second French city of the world, Montréal offers the most amazing contrasts of old and new. Still preserved are the landmarks of its dramatic history dating back to its foundation by Maisonneuve in 1642. Old Montréal, in the heart of the modern city, still retains its historic buildings. Here we find St. Paul Street, oldest in the city; Place d'Armes, where Maisonneuve defeated the Iroquois in 1644; the Seminary of St. Sulpice dating from 1680; Château de Ramezay built in 1705; the McTavish House of 1780, and many others.

Outside this old portion of the city lies St. Joseph's Oratory, built on the mountain side by the late Brother André, miracle man of Montréal; the Fort des Messieurs, built in 1694; the Art Gallery; Botanical Gardens; McGill University and the Université de Montréal.

Many beautiful churches adorn the city. Here we find Notre-Dame-de-Bon-Secours, built in 1657, and reconstructed in 1711; Notre-Dame Church, dating back to 1672; St. James Basilica, a replica of St. Peter's, in Rome, and the more modern Christ Church Cathedral.

Within an hour's ride from the city are Fort Chambly, built in 1655; Verchères, Lachine, St. Hubert airport and the many vacation resorts of the Ottawa and St. Lawrence rivers and the Lake of Two Mountains. And behind all these stands majestic Mount Royal, its summit crowned by the gigantic cross, a fitting sign of the enduring faith of the French-Canadian race.

## LAURENTIAN MOUNTAINS

Here is the playground of Eastern Canada, a region of rolling mountains and green valleys where the primeval forest reaches down to touch the dwellings of man. Fine, hard surfaced motor roads lead from Montréal to the many vacation resorts, and railroad service makes travel convenient and easy. Here you may rest in the bracing mountain air, play golf, ride, hike, swim. If you are a sportsman you may whip the mountain streams for trout—and catch them—or when fall days come, tramp the woods for game.

# An Enchanting Holiday Land

Winter visitors find unlimited opportunity for skiing, skating and all the exhilarating sports of the colder season.

## TÉMISCAMINGUE AND ABITIBI

This is the great goldfields area of north-western Québec, and tourists should not overlook the value of a visit. The country is strikingly picturesque, rich in big and small game and liberally dotted with interesting lakes where fishing offers a new thrill. The highway skirts such well-known game spots as Bark Lake and Hunter's Lake, the haunt of moose and deer.

## MONTREAL TO QUÉBEC

The sail down the river from Montréal to Québec is a delightful trip. To go by road is equally interesting, the route leading through quaint villages where the outdoor bake-oven, hand loom and spinning wheel are still in everyday use. Hard paved highways give a choice of route along the north or south shore. Halfway on the trip is Trois-Rivières, founded in 1634, and now the center of the paper making industry. Here too was founded the iron industry of North America. Nearby are the shrine of Cap-de-la-Madeleine, the cities of Shawinigan Falls and Grand' Mère and the thriving town of La Tuque.

## QUÉBEC CITY

Québec is the ancient capital and cradle of Canadian civilization. Within its gates the visitor may thrill to quaint old buildings, ramparts and bastions of the stirring days of the old French régime. No one can visit this ancient city without loving it. The queer crooked streets, its serenity cast a magic spell. The high one-horse calèche, smart equipage of centuries ago, may still be seen upon the city streets.

Twenty-two miles away is the shrine of Ste-Anne-de-Beaupré; opposite is the Island of Orléans, where old farm houses, windmills and ox-teams lend a picturesque touch to the rustic scenery.

## CHARLEVOIX-SAGUENAY-LAKE ST. JEAN

Quaint villages dot the Charlevoix-Saguenay-Lake St. Jean region, bidding the traveller welcome. This beautiful country lies a scant hundred miles north of Québec City, and is noted for its picturesque charm,

sporting facilities and its many highly-industrialized towns. All kinds of game, big and small, may be found throughout this region, while the Laurentides Park is a fishing haunt par excellence.

## SOUTHERN QUÉBEC

This is the most populous part of the Province, a land of fertile farmland and thriving industries. Rising from the lowlands are the Monteregian hills, a disconnected chain of interesting hills supposedly of volcanic origin. Here, too, is the fertile Richelieu Valley; the historic Eastern Townships and the picturesque valley of the Chaudière, so strangely reminiscent of the English lakelands.

## LOWER ST. LAWRENCE AND TÉMISCOUATA

No one can view this part of the Province without being impressed by its beauty. It was one of the first settled districts and has been the scene of the early struggles of civilization in America. North of it flows the great river, with transatlantic liners plying this longest inland waterway in the world. Ten miles away the Laurentian Plateau rises sheer from the water edge to a height of 3,000 feet.

## THE GASPÉ PENINSULA

Site of the white man's discovery of Canada, where Jacques Cartier first landed in 1534, Gaspé has remained almost unknown through the centuries. On the north shore, tiny hamlets cling to the shoreline, each a world in itself, isolated from its neighbors by gigantic cliffs. The south shore is softer, with the Baie des Chaleurs breaking up into a great many fair bays and sandy beaches.

Near the tip of the Peninsula is the tiny village of Percé beneath the shadow of the pierced rock. Here life has remained practically unaltered since the conquest, the hardy fishermen following their adventurous calling as did their grandfathers and great-grandfathers before them. A new motor highway now skirts this beautiful peninsula making it easily accessible. Tourists should not overlook this interesting trip.

To all this beauty, the Province adds one more touch; her means of transportation by road, by rail or by water, have been carefully developed so that travel is comfortable, speedy and free from excessive cost.

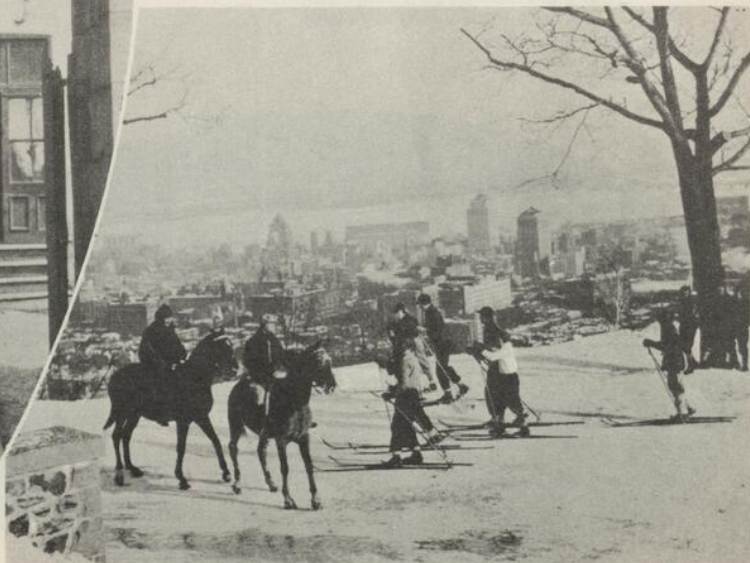
# Inviting Always - Summer and Winter



The home of the early governors of Canada and once the headquarters of an American army. The Château de Ramezay, Montréal, was erected in 1705 by the French Governor whose name it bears

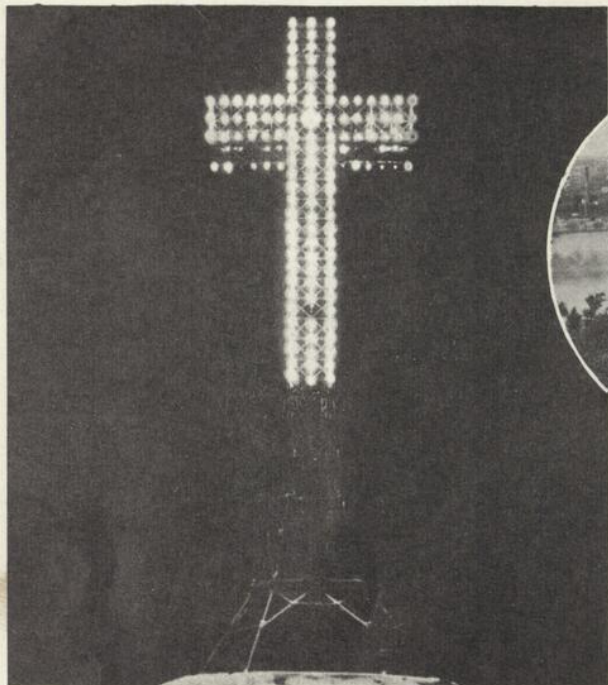


Modern Montréal is a city of skyscrapers and commerce, a strange contrast to the old town out of which it grew. Downtown section and Victoria Bridge from the mountain

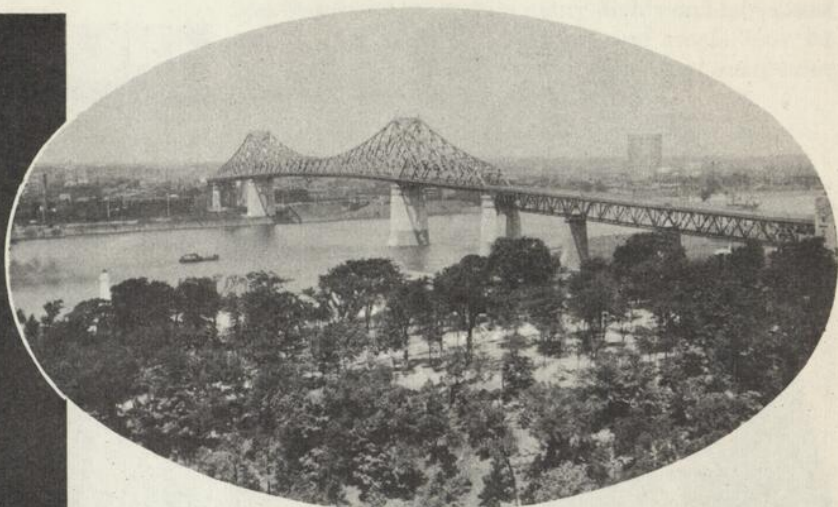


Thrilling ski-runs and quiet bridlepeths cover the slopes of magnificent Mount Royal, the city's all-season playground. A winter scene at Lookout Point

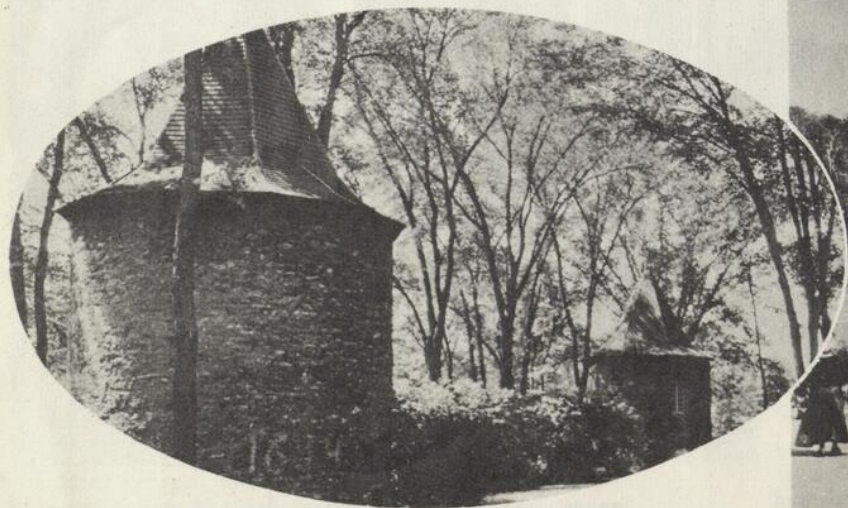
# Old World Charm - Just Next Door



The giant illuminated cross which tops Mount Royal stands as a landmark to the surrounding country and is visible for many miles



This great traffic bridge is one of the three which connect the Island of Montréal with the International highways leading to the U.S.A.



Fort des Messieurs was built as an outpost against the warlike Iroquois in 1694. Here Jeanne Mance established her first Indian school

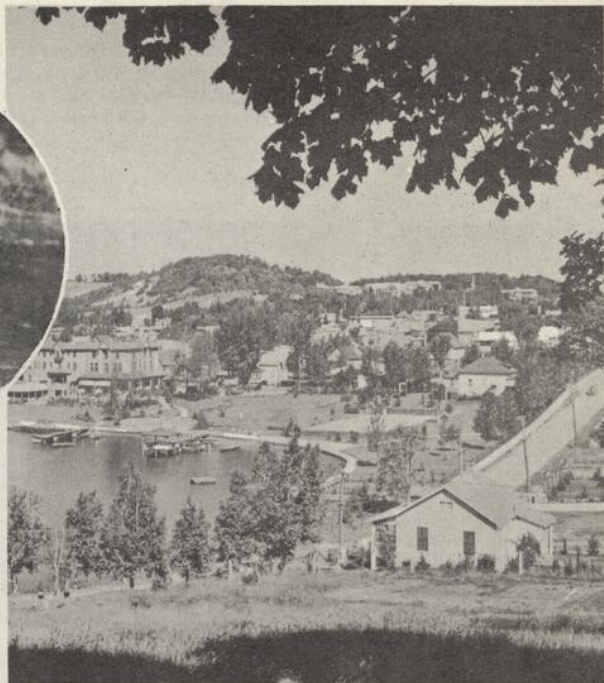


St. Joseph's Oratory, Montréal, was founded by the late Brother André. Hundreds of devout pilgrims visit this magnificent shrine every year

# Play in the World's Oldest Mountains



Speckled trout abound in Laurentian lakes and streams. Full bags are the rule, not the exception, in these great fishing waters



Ste-Agathe, a popular Laurentian Mountain summer and winter resort. Every form of outdoor sport may be enjoyed in this gloriously picturesque district



Game is plentiful in the Laurentian forests. This lordly moose was shot within a few miles of a thriving town. Experienced guides are always available



The ski train arrives. A typical winter scene in the Laurentians. Clear, crisp mountain air gives a new thrill to this exhilarating sport

# Diversions Galore the Year 'Round

Not all Laurentian ski trails call for expert navigation—but if you *are* an expert you can find many that will test your skill



This fisherman prefers to catch his dinner from his doorstep. A peaceful fishing lodge in the Gatineau district, famous for trout and other game fish



Power development on the Gatineau River as seen from the air. These dams at Farmers and Chelsea Rapids will develop 300,000 h.p. of energy



Most people prefer this kind of ski-run—straight, undulating and not too difficult. The famous Trail No. 3 at Ste. Agathe

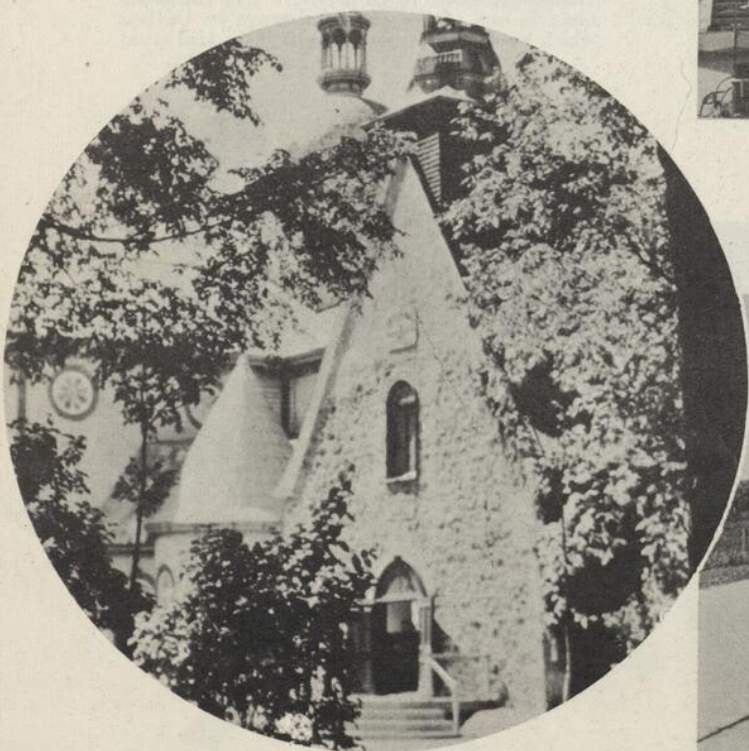
# History and Industry Blend Beside a River



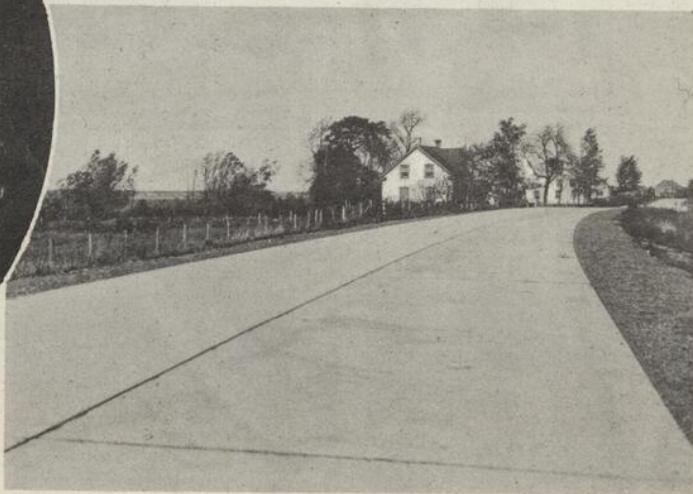
The Ursuline Convent in Trois-Rivières, built in 1699. It was used as a hospital by the American Army during the American invasion of 1776



The center of shipbuilding on the St. Lawrence. The thriving town of Sorel at the mouth of the historic Richelieu river, once an important fortification

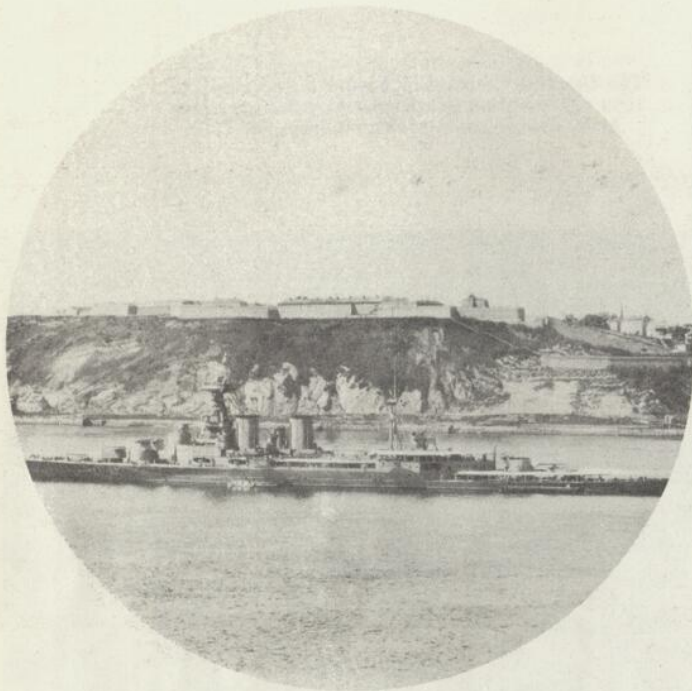


The church at Cap-de-la-Madeleine is visited by a great many pilgrims every year and should not be missed by visitors to the Province of Québec

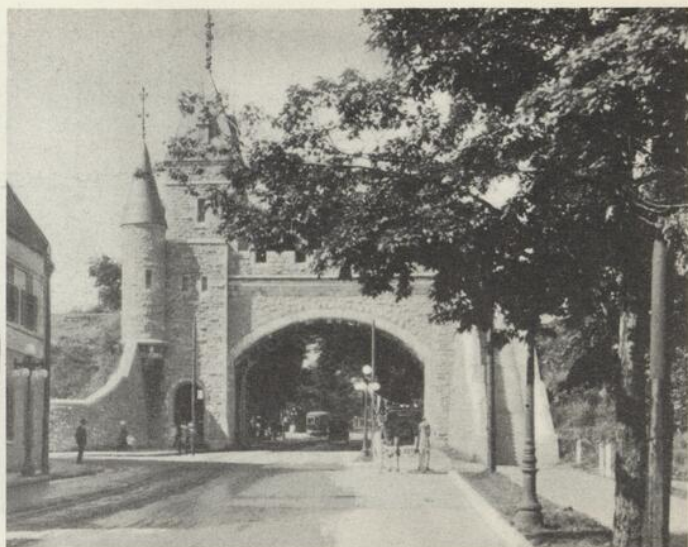


Québec highways are wide and well paved. The Provincial Government has spent large sums of money on road improvement during recent years

# Old Québec, the Gibraltar of America



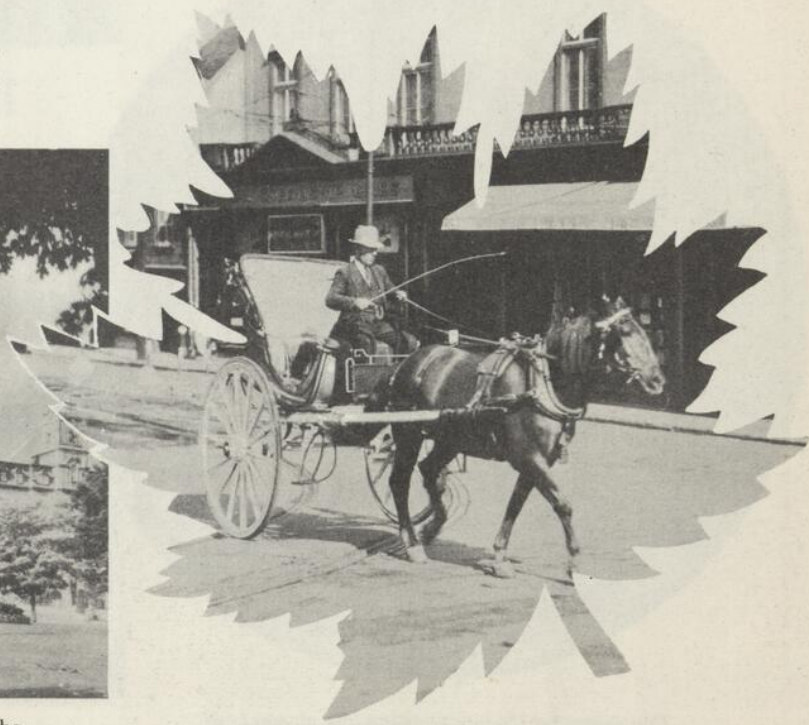
The City of Québec has been aptly called the Gibraltar of America. View of the Citadel and Cap aux Diamants



Historic entrance to an old city. The St. Louis Gate is one of the three gateways to Québec which have been preserved in their original state



Provincial Government Building, Québec. The seat of legislature of the Province erected in 1878, giving accommodation for both upper and lower chamber assemblies



Try one of these for a novel ride. A high wheeled calèche, smart equipage of centuries ago, typical of the many quaint sights of old Québec

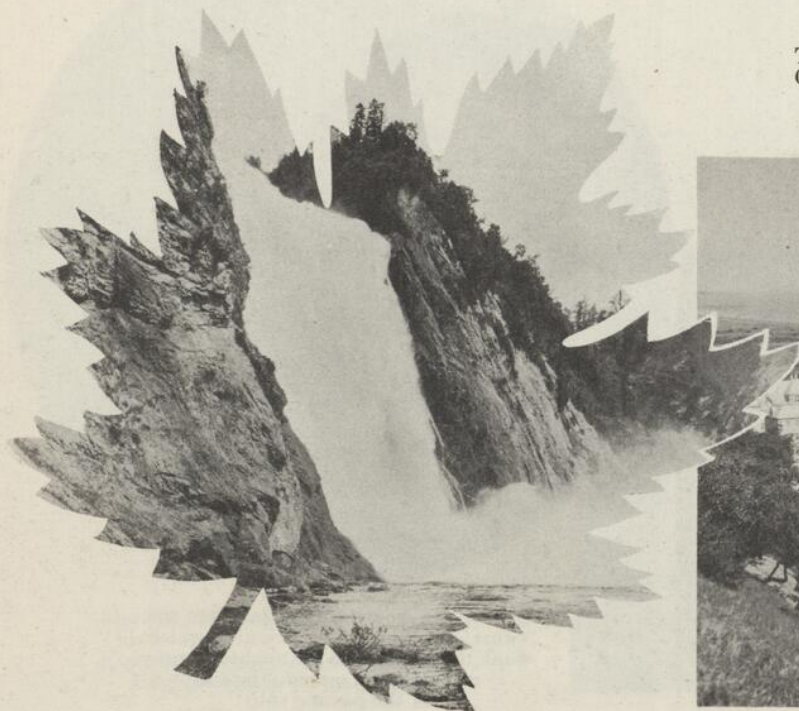
# The Romance of Old France Lives On-



Skiing becomes more popular every year at Lac Beauport, Qué. This is ideal skiing country



The Church of St-François-de-Sales, Isle of Orleans, noted for its richness of ornamentation and artistic carvings; it is typical of rural churches of the Province.

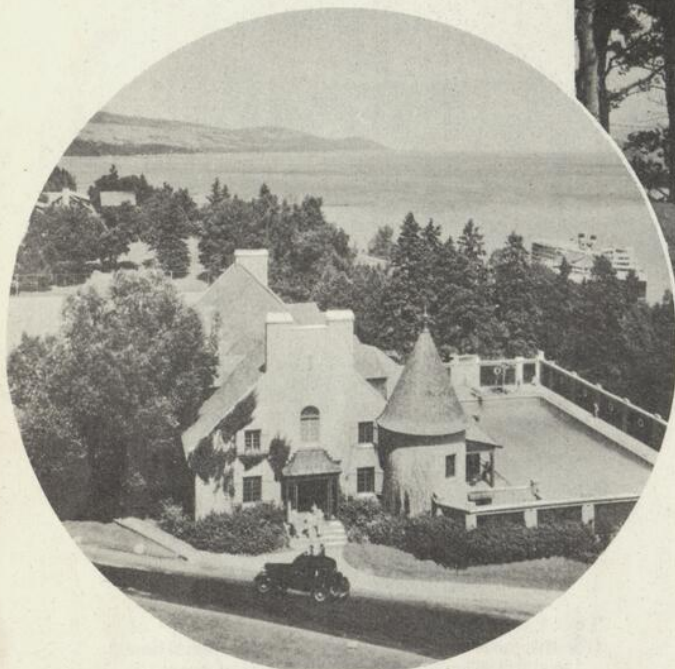


Over a hundred feet higher than Niagara, majestic Montmorency Falls are only seven miles below Québec. Kent House may be seen on this side-trip



One of the world's most famous shrines, Ste-Anne-de-Beaupré. No visitor should miss the opportunity of seeing the beautiful Basilica, now almost completed

# In The Kingdom of the Saguenay



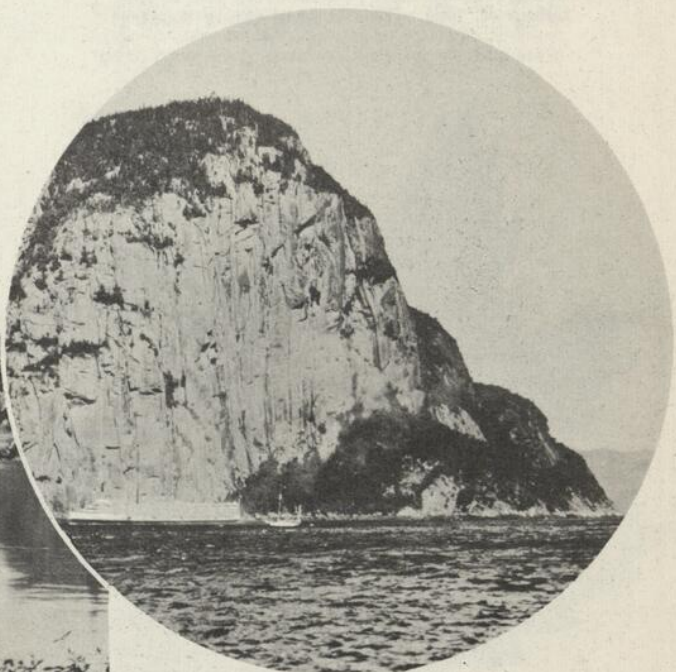
Long days of sunshine and cool, refreshing nights make summer pleasant at the resorts of the lower St. Lawrence. The Sports Club, Manoir Richelieu, Murray Bay



Beyond the beautiful Saguenay. The busy town of Chicoutimi shows that commerce does not spoil the beauty of the countryside in the Province of Québec



Four thousand square miles of game preserve. The Laurentides Park offers unlimited opportunity for enjoyable fishing and camping trips. This is Sau Tauriski River

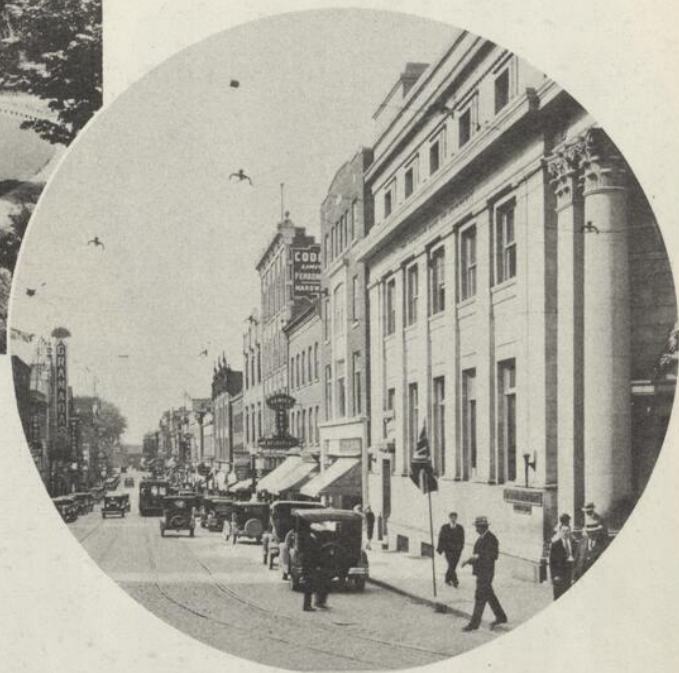


Few sights are more inspiring than the twin capes, Trinity and Eternity, which flank the entrance to the mighty Saguenay River. Compare the size of the passing ship

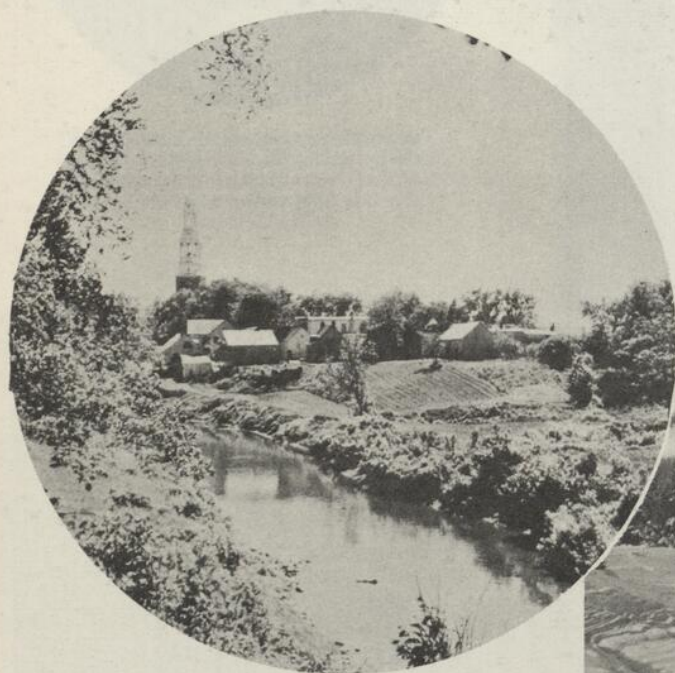
# The Lovely District of Southern Québec



A picturesque lake in the Eastern Townships. The highway to Sherbrooke skirts the shore of Lake Orford amid thickly wooded scenery



An important street in a thriving city. Wellington Street, Sherbrooke, the main business thoroughfare of the "capital" of the Eastern Townships district

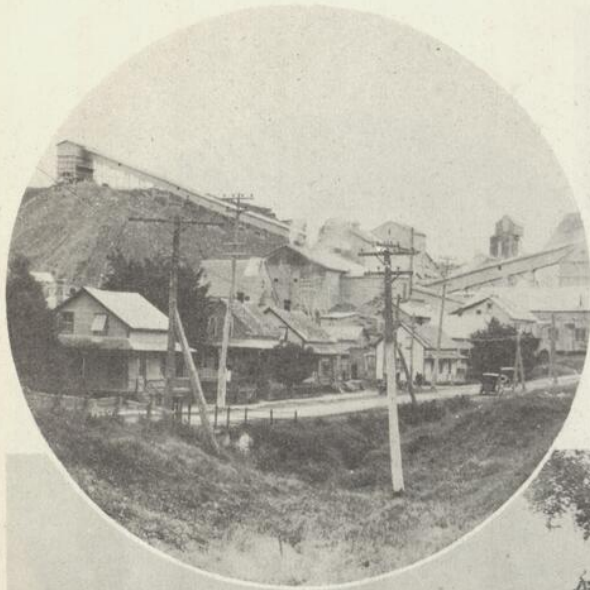


More like Merry England than Canada. This peaceful scene was taken in the Eastern Townships district, a distinctly English section of the Province

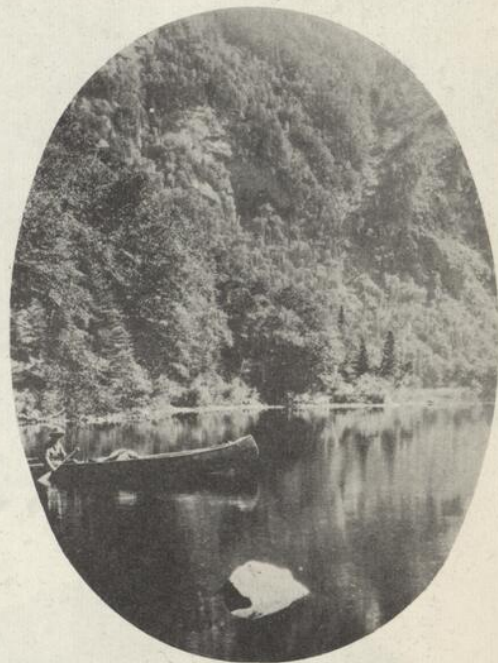


More snow means more fun to people of all ages in this winter wonderland. Highways, however, are well cleared so that winter traffic proceeds as usual

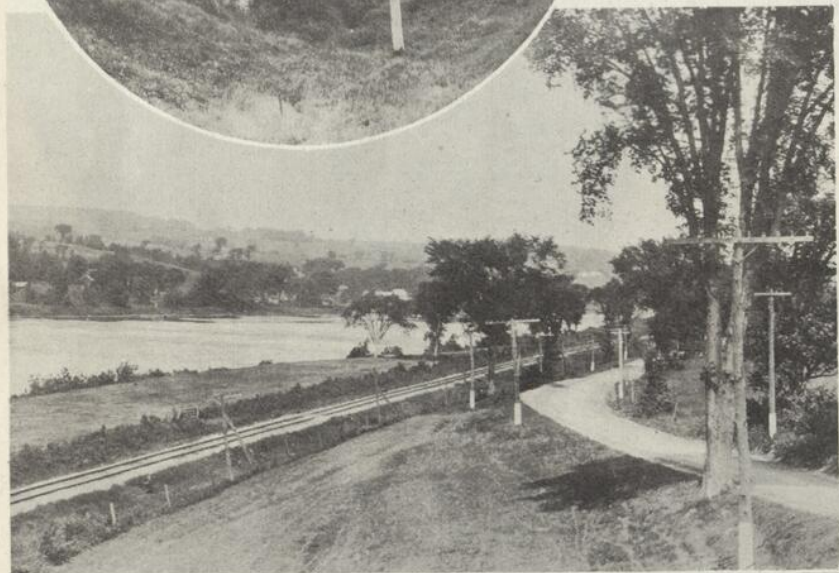
# Bring Your Rod and Gun



Asbestos is an important item in Canada's export trade. It is found in abundance in the Province of Québec. Here is an asbestos mine at Thetford Mines



The inspiring scenery of Laurentides Park is seen in this view of the Jacques Cartier River. In late fall the coloring is beyond description



On the Lévis-Sherbrooke highway. It was through this country that General Benedict Arnold led his troops against Québec City in 1775

The picturesque village of Beauceville on the Chaudière River, typical of the quaint settlements in that fertile and beautiful valley. Note the substantial homes

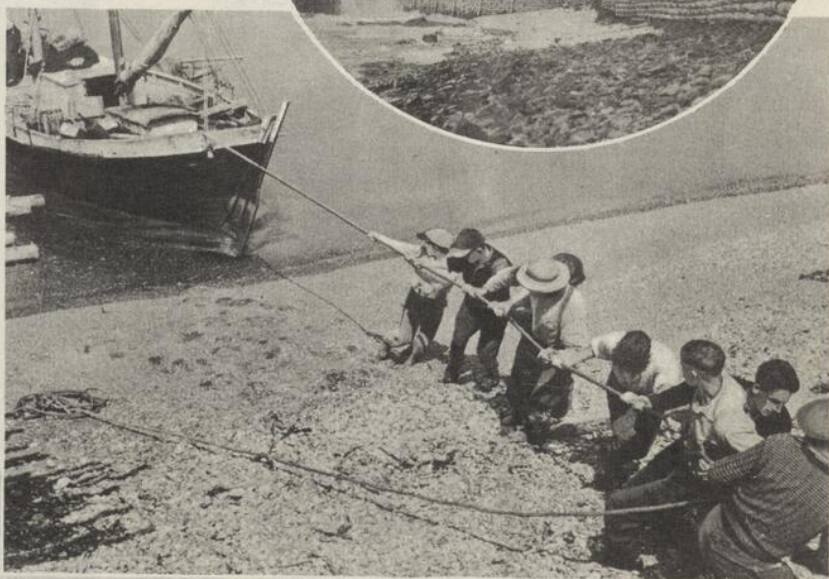
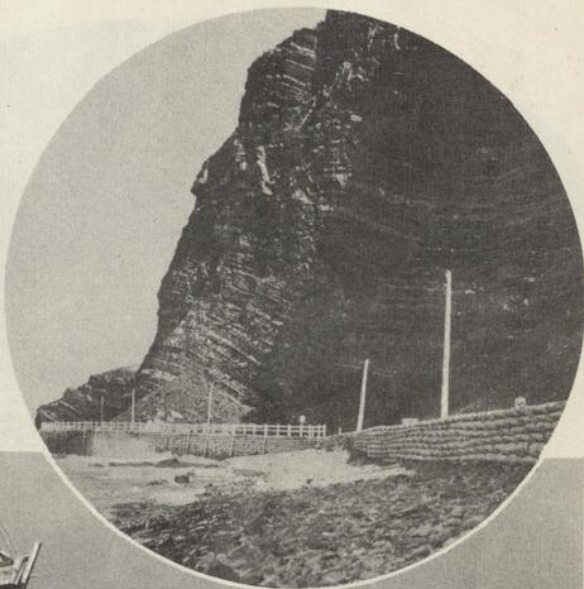


# On the St. Lawrence.

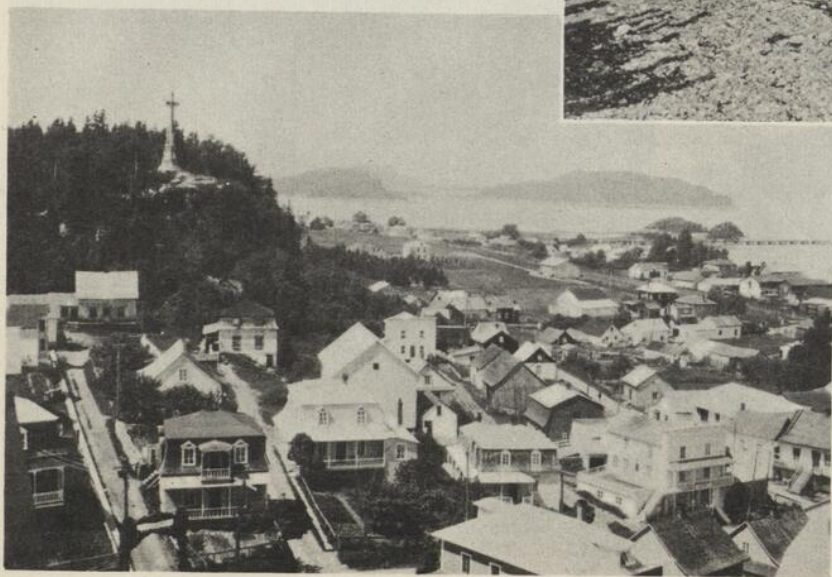


Worries are soon forgotten in the endless silence of the Laurentides Park and camping becomes a real "back to nature" adventure that pays a handsome dividend

The Gaspé highway is one of the most interesting and spectacular in the world. Here it skirts a rugged promontory on the way to Mont Louis



A long pull and a strong pull. All hands help to bring in a fishing boat on the lower St. Lawrence. Fishing is important here



The Village of Bic, a popular summer resort. Famous for its bracing climate, superb scenery and the "Isle of the Massacres," a tragedy of the long ago

# Gaspé, the Wonderland



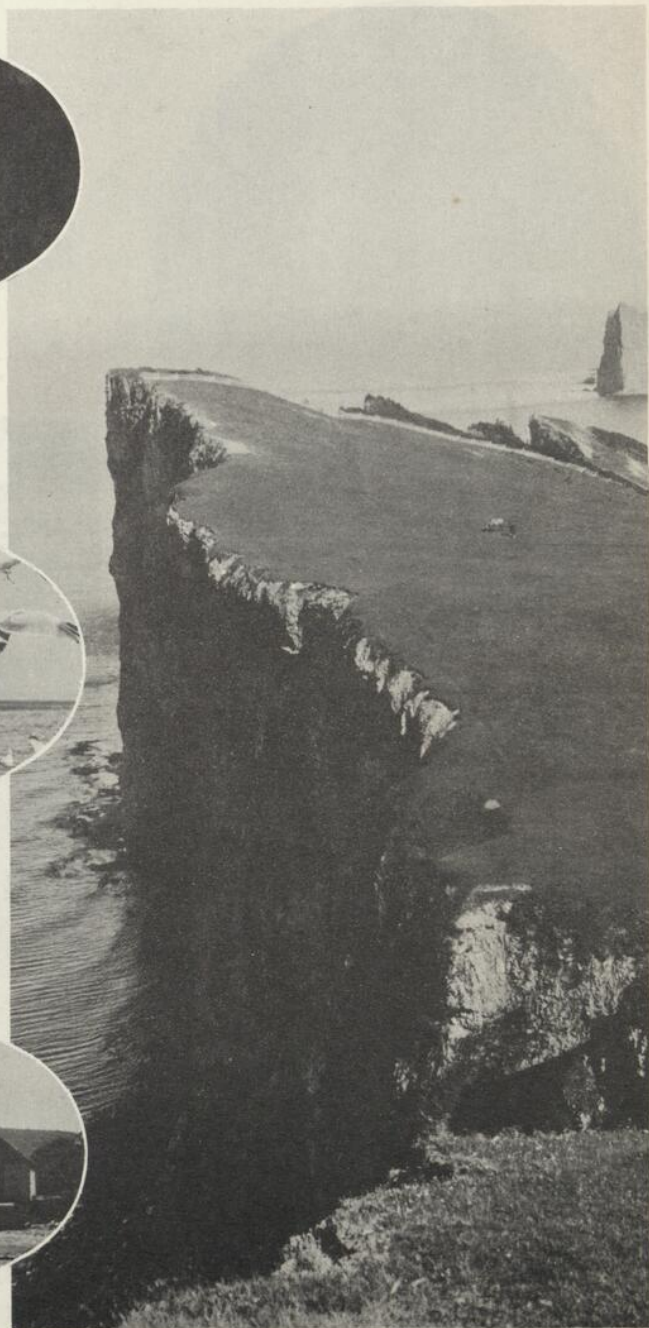
In these tiny fishing villages the hardy fishermen still ply their dangerous calling as did their forefathers generations back. Percé viewed through the pierced rock



Thousands of gulls, puffins and cormorants rear their young undisturbed in the sanctuary of Bonaventure Island, which lies roughly two miles off shore from Percé



The "Rocher Percé" or pierced rock, a strange example of nature's handiwork which marks the tip of the Gaspé Peninsula, where mountains touch the sea



Gaspé was the scene of the white man's discovery of Canada. Jacques Cartier entered the bay in 1534 and claimed the land for France

# Where Mountains Meet the Sea



There's no bread delivery in Gaspé, and so Madam bakes her own and finds the old-fashioned outdoor oven quite suitable to her needs



Everywhere on the Gaspé Peninsula the visitor meets views that are almost breath-taking. Here is Ship Head Cape Road, a scene worthy of any artist's note

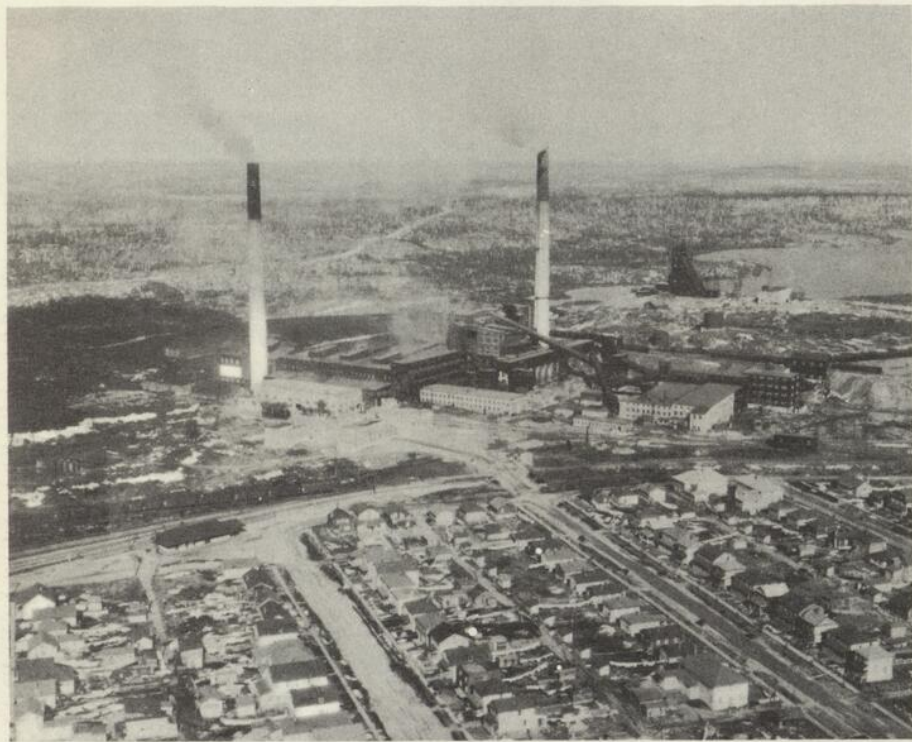


The fleet is in, the nets are out to dry. Small but seaworthy, these tiny boats defy all weathers. The harbour, Cape Cove, Gaspé Peninsula.



Gaspé is a place with a future. With its deep-water harbour and its year round navigation it may one day be an important port

# Where Mineral Wealth Abounds



Gold mining is no small business in the Province of Québec. Here are the surface workings of the famous Noranda Mines, one of the continent's most consistent producers. The Province is rich in this precious metal

Beautiful Ville-Marie on the great Témiscaming Lake in the center of the mining and colonization district. The name of the lake means "deep water," and vessels of deep draught can navigate its entire 70-mile length



## General Information

**CANADIAN CUSTOMS REGULATIONS:** Passports are not required of United States residents entering Canada. Any American motorist may come in for a period up to six months without being obliged to make a deposit or file a bond for his car, provided he intends using it for touring purposes only.

Customs regulations regarding short-stay visitors also provide for a minimum of formality.

Visitors to Canada are allowed to bring in, free of duty, 200 cigarettes, 50 cigars and 2 pounds of tobacco, provided these are in opened packages and form part of the tourist's personal effects.

**QUEBEC SPEED LIMITS:** 20 miles an hour within city, town and village limits; 30 miles an hour in open country, for touring cars and busses.

**CANADIAN GALLON:** The Imperial Gallon, official in Canada, is equivalent to 1 1/5 United States Gallons.

**SHOT GUNS AND RIFLES:** Military rifles are not permitted in Canada. Non-residents should bear in mind that shotguns and sporting rifles are admissible without deposit or Customs Importation Permit, but a permit is required of the Chief of Provincial Police, in Québec or Montréal, to carry such weapons in the Province.

**PISTOLS AND REVOLVERS:** Permission is necessary, under a weapon permit, to carry a revolver or pistol on the person or vehicle in any part of Canada. The necessary permit should be obtained beforehand from the Chief of Provincial Police, Québec or Montréal, to avoid inconvenience at the border. A permit must also be obtained from the Department of National Revenue, Ottawa (Self-loaders and automatic pistols are not admitted).

**ARTICLES FREE OF DUTY:** Residents of the United States returning from abroad may, according to the United States Tariff Regulations, bring in free of duty articles up to \$100.00 for each member of the party, provided they have been acquired for personal or household use. Absence from the United States for a period of 48 hours or more is required for this exemption, which must be declared to Customs officials.

**HISTORICAL GUIDES:** Services of licensed historical guides may be obtained in Montréal (1013 Dominion Square) or Québec (Information Bureau, 12 Ste Anne St.) on application to these offices. These guides, all experienced drivers, are fully familiar with all points of interest in their respective districts.

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### No Restrictions

#### ON TRAVEL TO LA PROVINCE DE QUEBEC

No restrictions of any kind exist regarding travel to and in **La Province de Québec**. Customs and immigration formalities have been reduced to a minimum; the same hearty *bienvenue* awaits you as in former years, and your stay will be as enjoyable as ever, more so in fact, since the United States dollar is at a premium throughout the Province. *Bona fide* tourists have ever been cordially welcome in the French Canadian **Province de Québec**, and there has been no change brought about in this respect through conditions in Europe.

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For authentic and reliable information pertaining to transportation facilities, highways, fish and game, natural resources, hotel and all other tourist information, apply to the

**PROVINCE OF QUÉBEC TOURIST BUREAU**  
PARLIAMENT BUILDINGS - - QUÉBEC, CANADA



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PARLIAMENT BUILDINGS, QUÉBEC, CANADA