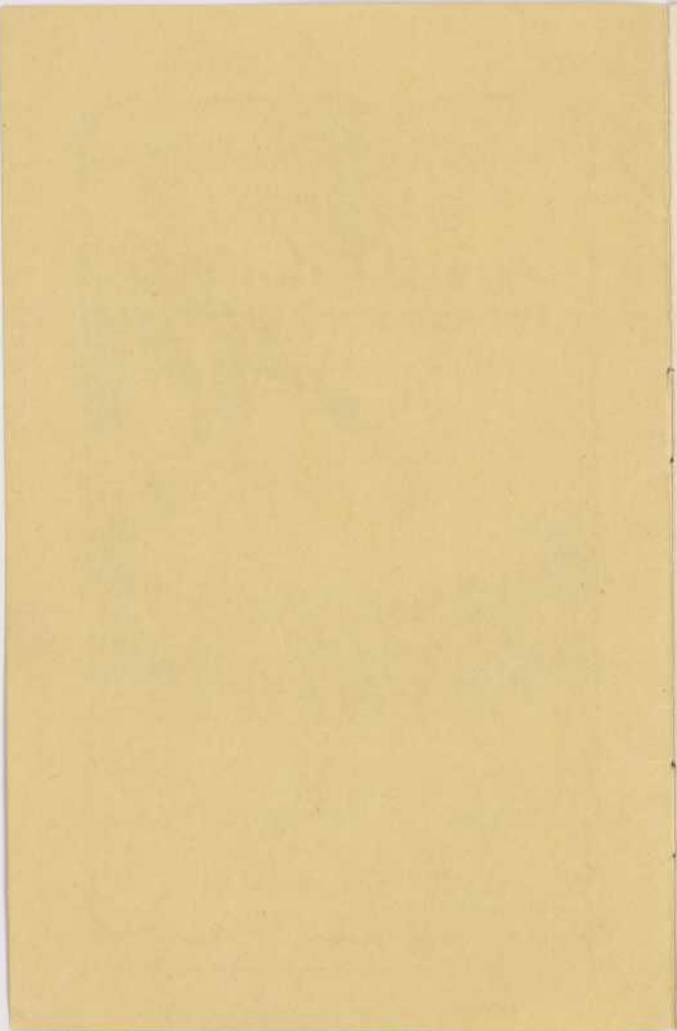




MARDI GRAS GARNIVAL
QUEBEC

FEBRUARY
16th - 21st
1912

PROGRAMME AND
ADVANCE INFORMATION
— FROM THE —
PUBLICITY BUREAU
CITY OF QUEBEC - - CANADA



PROGRAMME
— OF THE —
MARDI-GRAS
CARNIVAL
QUEBEC

FEBRUARY
SIXTEENTH To
TWENTY-FIRST
1 9 1 2



ISSUED BY
THE PUBLICITY BUREAU
CITY OF QUEBEC
CANADA

'QUEBEC' MEANS "WELCOME"

THE slogan "Quebec means Welcome" has been adopted by The Publicity Bureau of the City of Quebec because of its peculiar appropriateness and its historic origin.

The visitor to Quebec is invariably made to feel at home. Welcome is in the very air—the hospitality of "The Ancient Capital" is proverbial—the latch-string is always out.

The origin of the name "Quebec" has been traced to the Indian word "Kepec", meaning "Come Ashore", the expression of Welcome used by the Indians in greeting Jacques Cartier and his men upon their first arrival, A.D. 1535.

The name has endured, and so has the Spirit of Welcome.

QUEBEC

THE IDEAL WINTER RESORT OF AMERICA

QUEBEC, as a winter resort, offers greater and more diversified attractions than any other city on this continent. Here the winter visitor finds a cosmopolitan city of some 80,000 people, busily engaged in the daily pursuit of business or pleasure, and well provided with luxurious hotels, electric cars and other Metropolitan conveniences, every living creature breathing the very essence of purified ozone, filtered and clarified by the purest and whitest of snow.

If on pleasure bent, the visitor may indulge in winter sports of which, at home, he never even dreamed. The delightfully exhilarating pastime of tobogganing sets the warm blood tingling and coursing through his veins. Skiing is also possible for those who prefer something rather more exciting, and snowshoeing is looked upon, in Quebec, more as an agreeable daily exercise than as a form of outdoor sport. Skating upon natural ice may be seen or indulged in by our American cousins, and some of the fastest, and most exciting, hockey matches to be seen in America are pulled off at the old Quebec Rink on Grande Allee.

Bob-sleighs may be had at the Kent House, Montmorency Falls. Snowshoes and toboggans may be had there also, or at the slide on Dufferin Terrace, where the devotee never tires of feasting his eyes upon the gorgeous panorama of the St. Lawrence, which is unsurpassed for grandeur and magnificence.

SPECIAL ATTRACTION

TWO DAYS' RACING AT THE EXHIBITION GROUNDS

Commencing on Thursday, February 15th, the day before the formal opening of the Mardi Gras Carnival, a series of Trotting Races will be held at the Exhibition Grounds.

Winter racing has found much favor of late years with all true lovers of "the ponies", and this feature of the program will be the means of attracting sportsmen from all parts of America. Some of the finest horses in Canada have been entered for these events.

THURSDAY, FEBRUARY 15th.

10.00 A.M.—

Appearance of the Heralds and Princes of the Court, announcing to the citizens the opening of the Mardi Gras Carnival on the morrow.

2.00 P.M.—

Trotting Races on the ice at the Exhibition Grounds.

PROGRAMME
OF THE
MARDI-GRAS CARNIVAL
QUEBEC

OPENING DAY

FRIDAY, FEBRUARY 16th.

10.06 A.M.—

Arrival at the Port of Quebec of the Royal Yacht bearing "Rex", King of the Mardi Gras, and his suite.

Royal salute of 21 guns from Dufferin Terrace.

10.30 A.M.—

Procession of the King through the streets of Quebec in his Royal Car, accompanied by the various guards and followed by summer and winter vehicles, automobiles and floats.

P R O G R A M M E

FRIDAY, FEBRUARY 16th.—Continued.

11.00 A.M.—

Reception of the King by the Mayor of Quebec and his Council at the City Hall.
Presentation of an address, and the Golden Key of the "Ancient City of Champlain".

12.00 M.—

Citizens will pay their respects to His Majesty, the King of the Mardi Gras, at the Chateau Frontenac.

3.00 P.M.—

Second day of the trotting races at the Exhibition Grounds, attended by the King of the Mardi Gras and personages of his Royal Court.

8.00 P.M.—

Brilliant pyrotechnic display on the heights of Levis.
Electrical illumination of the City of Quebec.

8.30 P.M.—

Grand Concert, by the Quebec Symphony Society, at the Auditorium.

P R O G R A M M E

SECOND DAY

SATURDAY, FEBRUARY 17th.

10.00 A.M.—

Opening of the Annual Convention of the Snowshoe Clubs of the Dominion of Canada.

11.00 A.M.—

Civic Reception to the Canadian Snowshoe Clubs by His Worship the Mayor and the members of his Council.

2.00 P.M.—

Championship Snowshoe Races at the Exhibition Grounds.

8.00 P.M.—

Torchlight procession of Allegorical Cars and of Snowshoers in costume, through the streets of Quebec.

10.00 P.M.—

Storming of St. Louis Gate by the Snowshoers.
Grand display of fireworks.

P R O G R A M M E

THIRD DAY

SUNDAY, FEBRUARY 18th.

11.00 A.M.—

Church Parade of all the Snowshoe Clubs.

3.00 P.M.—

Visiting various Snowshoe Club Houses.
Winter Sports at the Kent House, Mont-
morency Falls.

8.00 P.M.—

Smoking Concert and Distribution of Prizes.

FOURTH DAY

MONDAY, FEBRUARY 19th.

10.00 A.M.—

War Dance by the Hurons, of Lorette, en-
camped at Montcalm Market Place.

Sugaring Party at the Camp on Dufferin
Terrace.

Sliding at the Kent House and on Dufferin
Terrace.

Military Exercises on snowshoes, by the
Soldiers of the Garrison, at the Esplanade.

P R O G R A M M E

MONDAY, FEBRUARY 19th.—Continued.

2.30 P.M.—

Procession of tandems, automobiles, calèches, summer and winter vehicles, etc., through the principal streets of the city.

8.30 P.M.—

Fancy Dress Ball at the Chateau Frontenac, at which His Royal Highness, the Duke of Connaught, has been invited to preside.

9.00 P.M.—

Popular Masquerade Ball at the Drill Hall.

FIFTH DAY

TUESDAY, FEBRUARY 20th

(Mardi Gras).

10.00 A.M.—

Procession of Allegorical Cars and Decorative Floats through the principal streets of Quebec.

2.30 P.M.—

Grand Winter Circus, an attractive and intensely amusing entertainment, at the Drill Hall.

P R O G R A M M E

TUESDAY, FEBRUARY 20th.—Continued.

8.00 P.M.—

Sham Battle between the Snowshoers and the Soldiers of the Garrison.

Spectacular attack on St. Louis Gate and Capture of the Mardi Gras.

Grand display of fireworks.

Burning of the Mardi Gras, in effigy, on the city walls.

Brilliant illumination of the entire city.

Midnight—

Tolling of bells in token of the passing of the Mardi Gras.

SPECIAL EXTRA ATTRACTION

ASH WEDNESDAY, FEBRUARY 21st.

8.30 P.M.—

Hockey Match for the Senior Championship of Canada, between the Ottawas (holders of the Stanley Cup) and the Quebecs, at the Rink, Grande Allee.

EXCURSION RATES

AT a meeting of the Eastern Canadian Passenger Association, held in Montreal on Dec. 5th, 1911, at which were represented the Canadian Northern Ry., Canadian Pacific Ry., Central Vermont Ry., Grand Trunk Ry., Intercolonial Ry., N. Y. C. and H. R. Ry., Père Marquette Ry., P. E. I. Ry., Quebec Central Ry., R. & O. Navigation Co., Rutland Ry., Temiscouata Ry., and the Temiskaming & Northern Ontario Ry., the following arrangements regarding rates, etc., in connection with the Quebec Mardi Gras Carnival, were agreed upon:—

"Fare.—Lowest one-way first-class fare, (minimum 25c. for adults and children), for the round trip.

Dates of Sale.—(a) From Montreal and East in the Province of Quebec; also including Rouse's Point, Massina Springs, Newport, Island Point, Vt., and intermediate stations, good going Feb. 15th to 20th, inclusive.

(b) From Kingston, Sharbot Lake, Renfrew and East in the Provinces of Ontario and Quebec, to Montreal, good going Feb. 15th to 18th, inclusive.

(c) From the Maritime Provinces, good going Feb. 15th to 17th, inclusive.

EXCURSION RATES

Return Limit.—All tickets good returning until Feb. 22nd, 1912.

Connecting Associations.—The above arrangements to be tendered New England and Trunk Line Passenger Associations for basing purposes."

The above arrangements will materially reduce the railroad fare, to Quebec and return, on all connecting American roads. Special rates on all railway lines, not mentioned above, may be had upon application to your local Railroad Ticket Agent. Exceptionally low rates will be in force from New York, Boston and all intermediate points.



HOTEL RATES AND INFORMATION

BELOW is a list of the principal Hotels, Boarding Houses and Apartment Houses in Quebec, together with their rates. The prices mentioned include meals except where otherwise stated. All the hotels in Quebec are conducted on the American Plan:—

HOTELS

Chateau Frontenac, Dufferin Terrace	\$4.00 and up—600 rooms
St. Louis Hotel, St. Louis Street	\$3.00 and up—100 rooms
Victoria Hotel, Palais Street	\$2.50 and up—100 rooms
Clarendon Hotel, St. Anne Street	\$2.50 and up—75 rooms
King Edward Hotel, Garden Street	\$2.50 and up—75 rooms
Blanchard's Hotel, Notre-Dame Street	\$2.00 and up—75 rooms
Mountain Hill House, Mountain Hill	\$2.00 and up—60 rooms
Neptune Inn, Mountain Hill	\$2.00 and up—25 rooms

PRIVATE BOARDING HOUSES

St. George's House, 18 St. Anne Street	\$2.00 day—\$12.00 week
Miss Bickell's, 53 St. Louis Street	\$2.00 day—\$12.00 week
St. Ursule House, corner St. Louis and St. Ursule Streets	\$1.50 per day.

HOTEL RATES, Etc.

APARTMENT HOUSES

(Rooms only)

Burlington Chambers, 12 St. Stanislas Street	\$1.00 per day and up
The Waldorf, 55 St. Anne Street	\$1.00 per day and up
The Crescent, 84 St. Anne Street	\$1.00 per day and up
The Empire, 35 Couillard Street75 per day and up
Miss Bickell's, 43 St. Louis Street	\$1.00 per day and up

The above are all located within $\frac{1}{2}$ mile of Railway Depots and Steamboat landings.

RESTAURANTS

In the City

- Frontenac Café—Chateau Frontenac.
- Valiquet's Restaurant—12 Fabrique St.
- Auditorium Café—142 St. John St.
- The Savoy—68 St. John St.

Outside the City

Kent House, Montmorency Falls—\$3.00 per day and up. Conveniently reached by Electric Cars.

Victoria Hotel, Levis, (opposite Quebec)—\$2.50 per day and up. Ferry crosses every 15 minutes.

THE PUBLICITY BUREAU CITY OF QUEBEC

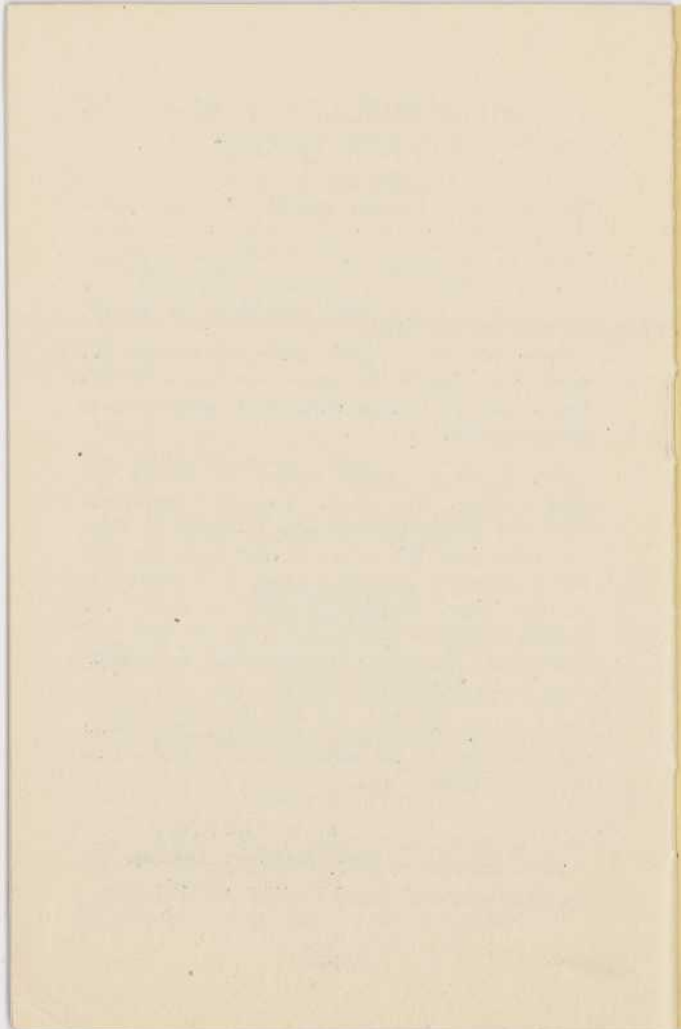
THIS Bureau was established by the City Council in November, 1911. Its object is to make known to the outside world the unsurpassed attractions of Quebec as a delightful Residential City and charming Visiting Place, particularly **In Winter.**

Those who have visited Quebec in summer will recall with pleasure the sights and scenes of this quaint and fascinating city, where every foot is historic ground.

But, in winter, Quebec presents an entirely different aspect. The clear, healthful atmosphere which, in summer, proves such a blessing to those who suffer from Hay Fever in their more southerly homes, takes on an added power for healthfulness in the crisp, exhilarating winter season. The thought of historic associations is for the time forgotten, and the spirit of brisk energy and enthusiasm is everywhere in evidence.

For further information concerning the Mardi Gras Carnival, or the attractions and opportunities offered by Quebec, write:—

K. S. FENWICK,
Commissioner of Publicity,
City Hall, Quebec.





PRO CARGUE 1912.02.16X