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ROMANTIC QUEBEC

Passé

PENINSULA



PUBLISHED BY THE PROVINCIAL TOURIST BUREAU
ROADS DEPARTMENT, QUEBEC, CANADA

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Tourists are invited to make use of the information bureaus operated by the Provincial Tourist Bureau. These offices are at the disposal of the public from nine o'clock in the morning till ten o'clock at night, every day, Sunday excluded. Not only all manner of information that might be desired on a visit to the Province, but also maps and descriptive booklets, are obtainable free of charge. It is greatly to the advantage of tourists to avail themselves of these gratuitous services which the Provincial Tourist Bureau has placed at their disposal.

The Provincial Tourist Bureau is operating its information bureaus at the following places:

MONTREAL — 1013 Dominion Square.

QUÉBEC — PARLIAMENT BUILDINGS,
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NIAGARA FALLS, Ont. — Hotel General Brock,
(Near Suspension Bridge), (May 15 - Oct. 15)

WINDSOR, Ont. — Hotel Norton Palmer,
(May 15 - Oct. 15)

WINDSOR, Ont. — Administration Building,
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The following bureaus are being operated in co-operation with the Provincial Tourist Bureau :

MONTREAL — Montréal Tourist and Convention Bureau,
New Birks Building.
Royal Automobile Club of Canada,
New Birks Building.

QUÉBEC — Québec Automobile Club,
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TROIS-RIVIÈRES — St. Maurice Valley Regional Tourist
Bureau,
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HULL — Hull-Pontiac-Gatineau Tourist Bureau,
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CHICOUTIMI — Lake St. Jean-Upper Saguenay
Regional Tourist Bureau,
City Hall.

ST. JEAN — Chamber of Commerce of St. Jean
ST. AGATHE DES MONTS —
Laurentian Resort Association.

METIS — The Metis Beach Regional
Tourist Bureau.



FOREWORD

IT is hard to describe the charm of the Gaspé Peninsula, but impossible not to feel it. It is charm compounded of so many elements. The beauty of the scenery, the clear sunshine, the life-giving air, the glorious blue of the sky, all these are part of it, but yet they hardly explain the glamour and fascination of this great vacation wonderland.

Gaspé is the land of many thrills, of awe-inspiring beauty, of delightful summer resorts, of long stretches of wild country, of exquisite sand beaches, of old time habits and customs, of legends and stories, of ghosts, goblins and sprites.

It is a country inhabited by a people who still live practically as their forefathers did four hundred years ago, but where the tourist will find the very best of accommodation in well-appointed, up-to-date hotels and inns and boarding-houses.

WHAT DOES "GASPÉ" MEAN?

Brittany has its "Finistère" (Finis Terræ), there is a "Land's End" on the British coast, and Canada has its "Extremity of land," the Gaspé Peninsula.

Authorities agree that the name "Gaspé" is of Indian origin, and that it comes from the Micmac word "Gaspeg", meaning "the end, the extremity."

The name "Gaspé" was first used by the historian Jean Alfonse, in 1542. Champlain, the founder of Québec, wrote indifferently "Gachapé" and "Gachepay" in 1603, but after 1613 he used the name "Gaspé" exclusively.

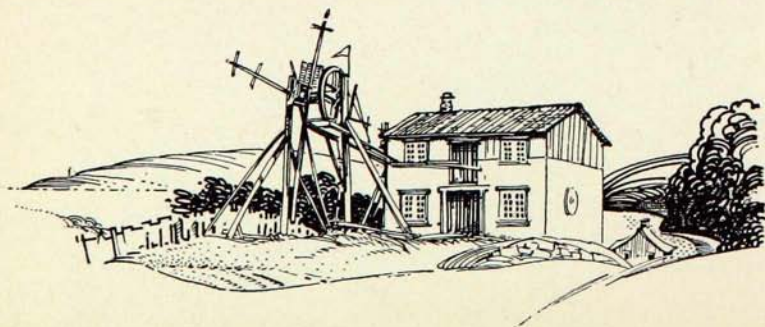
Visitors to the Gaspé Peninsula pass through some of the most picturesque scenery in the world as they ride through the Matapédia Valley, along the Baie des Chaleurs and around the northern side of the Peninsula, views of unusual gems of scenic beauty being so frequent that it is difficult to select any particularly outstanding one.

Gaspé has only been "discovered" within the past few years, since the 550-mile belt highway around the Peninsula was completed, but its fame is rapidly becoming world-wide, and it bids fair to become the touring region supreme of North America.

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The GASPÉ PENINSULA

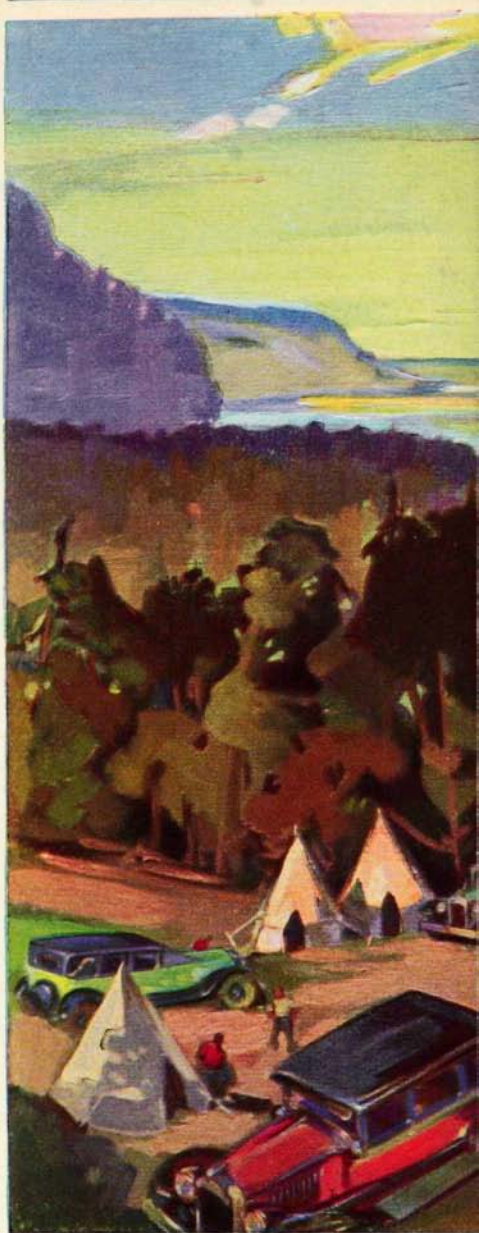
The Gaspé Peninsula is that part of the Province of Québec situated between the St. Lawrence and the Baie des Chaleurs, covering an area of 7,300,000 acres, or 11,400 square miles, and extending into the Gulf of St. Lawrence over a distance of approximately 170 miles.

Because of its physical form, it has been aptly described as "a huge finger from the mainland reaching out into the Gulf."

HEALTHFUL CLIMATE

A cursory glance at Gaspesia, as indicated on a map, might lead one to imagine that it has a much colder climate than other parts of the Province of Québec. This would be an error indeed since the mean daily temperature in the Gaspé Peninsula is higher than that of the city of Montréal. There is never any excessive heat and the nights are delightfully cool, although never cold, during the summer months; and in the Fall, — September and October, — when nature is really at its best, with the gorgeous autumnal colorings and the glorious sunsets, there still remains in the air sufficient warmth to make for most pleasant and restful motor travel.

Hay fever, the bane of so many summer resorts, is practically unknown in the Gaspé region. There is not a single place on the entire Peninsula where the ragweed or other similarly noxious plants are to be found. This statement is made after a thorough and exhaustive survey of the Gaspé territory was completed by experts, and is entirely in keeping with their findings and reports.



On the Gaspé Highway



Cap Chat and its long covered bridge

NATURAL RESOURCES

While fishing and farming constitute the two chief occupations of the people who live on the Gaspé Peninsula, the lumber trade provides a good deal of employment and is a source of considerable revenue. There are also a few industries, particularly in the more largely settled districts.

Gaspesia is exceedingly rich in natural resources of many kinds, but it is still practically undeveloped; and with the exception of its fisheries and some farming, its immense riches and wealth remain dormant and unexploited.

There is every prospect of great wealth in the mining resources of the Peninsula. Copper, zinc, iron and antimony ores have been discovered at the head waters of several rivers and in the interior.

From a geological point of view, conditions in Gaspé are encouraging to the prospector in search of ore deposits. Until recent years, however, practically no prospecting had been done in the interior of Gaspé.

There are indications of asbestos in certain localities. Oil has also been found.

WATER POWER

The Gaspé Peninsula has two great slopes, the largest descending to the Baie des Chaleurs and the other towards the St. Lawrence River.

Most of the rivers in those two watersheds offer great water power possibilities, but only a few of them have so far been put to any practical use.

Some of the water powers are of considerable local importance, but compared with the large powers found in other parts of the province they are relatively small.

There are a number of small power plants. Hydro-electric development supplies most of the localities with light. Greater development is expected in the near future. There is power enough for all local requirements.



Metis Beach from the air
Great Metis Falls
Cap Chat from the air



THE GASPÉ FISHERIES

Gaspé has been called, and most appropriately so, the "land of the cod," for cod fishing is the principal industry and seasonable occupation of the vast majority of the people along the entire coast.

Cod ever has been the chief commercial asset of the country of Gaspé, and the largest factor in its settlement and development.

Those who wish to learn more about the fisheries should secure the more complete guide-book of the Gaspé Peninsula, mentioned in the list of the publications issued by the Provincial Tourist Bureau.

An idea of the value of the fisheries of Gaspé, — and it might be stated that in addition to cod, large quantities of salmon, herring, mackerel, and lobsters are also taken along the coast, — may be gained when it is stated that the fish caught is estimated to be worth about \$1,000,000 a year with a saleable value, when prepared for market, including the by-products of the fisheries, of over \$1,500,000.

The tourist who would like to engage in the novel experiment of cod fishing can easily do so. In practically every locality along his route he can secure the services of a fisherman who, for a small consideration, will take him out in his boat to the fishing grounds.

Where fish is so abundant there is naturally every advantage for the "sportsman" as well as for the fisher who earns his living by garnering a harvest from the sea.

Gaspé has some of the finest salmon rivers and "pools" on the American continent. There is trout in every river and stream. The angler has his choice of game fish. There is splendid sport in or near every locality.

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A Street in the Village of Gaspé



Impressive Mont St. Pierre

HISTORICAL GASPÉ

Over four hundred years ago, or to be exact, in 1534, two small sailing ships of less than a hundred tons, manned by a total crew of sixty-one hardy sailors from the port of St. Malo, France, and commanded by Jacques Cartier, driven by a fierce storm, took refuge in an unknown but very welcome bay. When the strength of the wind had subsided they lowered their boats and went ashore.

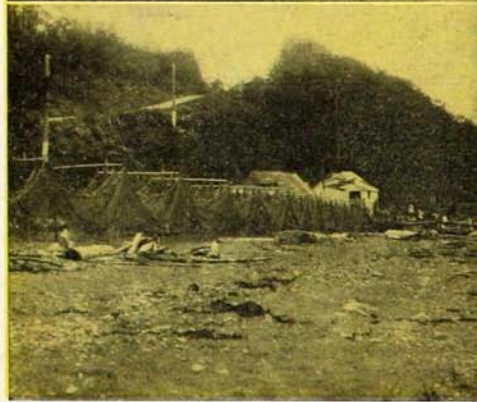
Cartier and his men felled several large trees and erected a thirty foot cross upon which they attached a shield bearing the glorious fleur de lys of France and the inscription "Vive le Roy." And the St. Malo navigator, discoverer of Canada, in a simple but momentous ceremony, took possession of the newly discovered land for "Christ and the King."

The bay where the gallant Frenchmen landed was the Bay of Gaspé, at the extremity of the Peninsula, where now stands the pretty village of Gaspé.

According to certain historians, the Gaspé Peninsula had been visited earlier, about the twelfth century, by Greenlanders and Icelanders, who came to its shores to fish, but who never actually settled on the land.

While there are no official records or reliable historic data to indicate that those northerners ever sighted the wild rock-bound coast of the Peninsula prior to the time of its actual discovery by Jacques Cartier, it is stated that when the St. Malo navigator arrived and met the natives he found that they possessed certain knowledge which they could scarcely have acquired had they not met white men on some previous occasion in the distant past.

Cartier officially discovered Canada and took possession of the country. Neither Greenland nor Iceland claimed prior occupation of the land.



The Bay at Grande Vallée
Village of Mont Louis
Near Ruisseau Castor



AN UNSPOILED POPULATION

The people who live on the Gaspé Peninsula are the descendants of the early traders and fishers who came over from France shortly after the country had been discovered, of Channel Islanders who settled on the coast in the early days of the new colony, of "Loyalists" who came from the United States, of Acadians who were exiled from their country, of French-Canadians from the other parts of the Province, and of English, Irish and Scotch emigrants. French is spoken exclusively along the north shore and both French and English along the Baie des Chaleurs.

Since the country was practically isolated until quite recently, owing to lack of the proper means of communication, the people have remained "unspoiled" by the encroachments of modern civilization. They have, to a very remarkable extent, preserved the old habits and customs of their forefathers of several centuries ago. They are exceedingly hospitable, kindhearted and generous. Happy and contented in their faith, free of mind and rustic in their desires and wishes, they tend to their daily tasks, love their land, venerate their pastors, and live the lives their ancestors, the hardy fisher folk of St. Malo, Dieppe and the Channel Islands, and the exiled farmers from Acadia, lived in centuries gone by.

Hospitality is an inherited virtue with the Gaspé people and the traveller is always welcome and is soon made to feel "at home."

While fishing is the main occupation of the majority of the people, there is considerable farming, some of it on a large enough scale to allow exportation of farm and dairy products to other parts of the province.

Commercial fishing has naturally given rise to many industries, such as canning and otherwise preserving sea food for outside markets.

Practically all the lumber for local requirements is cut in the numerous saw mills on the Peninsula, and certain kinds of wood are prepared for export trade.

There are a number of small industrial plants.

Shops and stores of every description are located in every town or village.



The Quay at Gaspé



Lake in the mountains

LAND OF LEGENDS

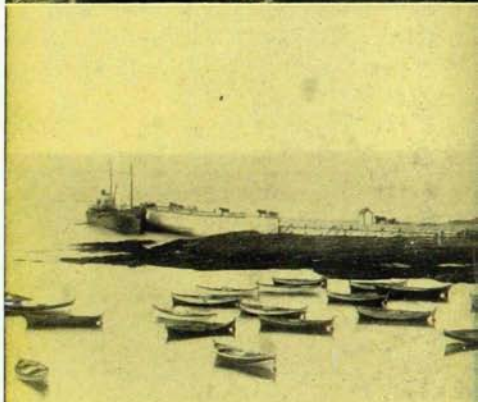
In a country like Gaspé, where the people have for so many years been practically isolated, and where they have lived by and to themselves, with little if any contact with the outside world, it is quite natural that there should be an exceedingly rich collection of folklore, stories and legends.

Fisher folk are prone to attribute all happenings which they cannot explain, with the little knowledge they possess of the forces of nature and of the physical laws, to supernatural powers, and in some cases to diabolical interventions.

During the long winter evenings, when the stormy winds howl along the shores of the St. Lawrence and the Baie des Chaleurs, when the tempest-lashed waves shriek as they batter the dark cliffs, or moan as they are crushed and smothered upon the wide sandy beaches; when the timbers of their wooden homes creak as the snow-laden gales wail and lament; when an occasional lost cormorant screams its plaintive cry as it soars above the frost tipped billows of a deserted sea; the fisherman delights in narrating the weird stories and legends of days gone by. The tourist who visits the Peninsula in summer can very often get some of the folks to tell them those tales, or they can find a number of them related in the more complete guide-book to Gaspé issued by the Provincial Tourist Bureau, and in other similar works.

There is probably no other part of the Province of Québec where there are so many weird legends and tales as can be heard in Gaspé. Most of the localities have their stories of fantastic occurrences, and in most of these places the tourist will be shown the scene of some thrilling event in the past history of the town or village.

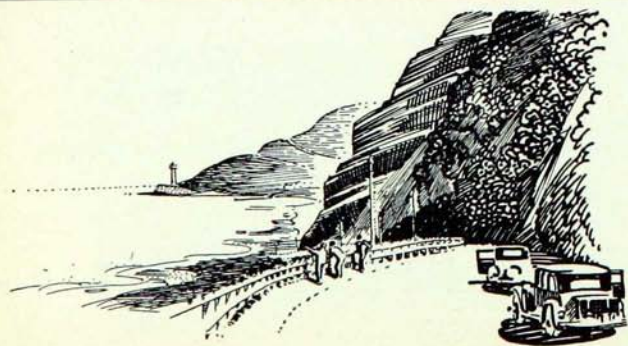
The very names of some of the localities suggest such unusual happenings: Ile au Massacre, where a band of Indians were massacred; Pointe Frégate where a frigate was wrecked; Anse Pleureuse, where a "ghost" was laid low by a missionary; Manche d'Epée, where an old sword hilt, dating back to the early arrival of the first white man, was found; and many others.



Typical fishing settlement

Fishing fleet at anchor

Picturesque road near l'Anse-à-Valleau



A SPLENDID HIGHWAY

The wonderful land of "mountain and sea," land of scenic beauty, ideal vacation region, with its people so unlike those who live in any other part of the Continent, can now be visited in perfect comfort by the tourist through the construction, by the Quebec Roads Department, of a beautiful hard gravel road, known officially as Highway No. 6, which encircles the Peninsula.

The Highway runs from Ste. Flavie, a tiny village about 200 miles from Québec, through the enchanting Matapédia Valley to Matapédia, thence to Gaspé, eastern limit of the Peninsula, and along the North Shore back to Ste. Flavie, a total distance of 550 miles. While tremendous difficulties were encountered in the construction of the highway, the huge task was so well accomplished that the motorist now travels over it in perfect comfort and with real pleasure. The road is maintained in excellent condition throughout the motoring season.

Although the country is so uneven, broken and hilly, and the road has some very unusual ups and downs, twists and turns, travel around the Gaspé Peninsula is perfectly safe, and in fact it offers less danger than do many roads on flat country. The highway as already stated has been splendidly built, is well kept, and traffic is practically all "one way", travel going east by the south shore and returning west by the north.

There have been no serious accidents of any kind, due to road location or conditions, on the Gaspé highway since it was built; in fact statistics show there have been less mishaps on the Gaspé tour than on any other road of the same length in the province.

What strikes the tourist most when travelling over this beautifully smooth road, is the clever manner in which it was engineered and constructed. The highway had to be taken, in many cases, through country where difficulties were met at every mile, but it was carefully planned and the work carried out with wonderful success.



Gaspé Provides Sports Facilities



The "arch" through Percé Rock

THROUGH THE VALLEY

The Gaspé Peninsula road which starts at Ste. Flavie, winds through the Matapédia Valley and then skirts the Peninsula on its outer edge, all along the Baie des Chaleurs and the Gulf of St. Lawrence, traverses three distinctly separate types of country.

The first section, from Ste. Flavie to Matapédia, runs through the enchanting Matapédia Valley. Beautiful hills, vales and dales of captivating appeal, with prosperous settlements scattered throughout the region, all located amid charmingly picturesque settings, combine to make this region romantically thrilling.

This first section of the journey is entirely different from what the traveller will encounter as he rounds the Peninsula, and the mellowness and sweetness of its rolling hills, the meandering rivers and streams, the calm lakes and forests are arrestingly appealing.

ALONG THE BAIE DES CHALEURS

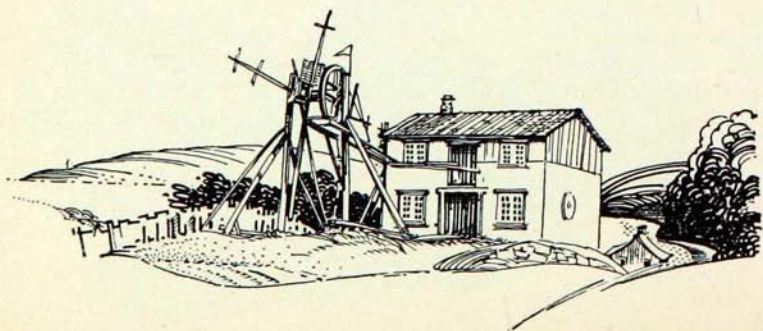
From Matapédia, the tourist follows the shore of the Baie des Chaleurs to Gaspé, at the tip of the Gulf of St. Lawrence. The second section of the journey presents quite a contrast to the Matapédia Valley, and rolling hills and forests are succeeded by cliffs and beautiful sandy beaches. Percé, noted for its pierced rock, is reached shortly before the motorist gets to Gaspé.

THE HOMEWARD STRETCH

From Gaspé the tourist follows the St. Lawrence shore, travelling on the northern side of the Peninsula amid ruggedly beautiful scenery, with frowning crags and spots where he can see the water a thousand feet below, until he finally reaches Ste. Flavie, starting point of the Peninsula tour, after an eventful 550 mile tour.



Near the "tip" of Gaspé
In the Bay of Gaspé
A lonely stretch of road



THE SPORTSMAN'S PARADISE

While the Gaspé Peninsula is essentially a land of scenic beauty, it also offers unlimited facilities for all kinds of recreation.

In addition to the many amusements that are found in most vacation lands—swimming, river and surf bathing, boating, canoeing, driving, hiking, tennis and golf, Gaspé has in its coastal waters and rivers and lakes, and in its vast forests and valleys, many ideal fishing and shooting areas.

Big game, including the lordly moose, king of the Canadian woods, deer and bear, and feathered game of every description, give the hunter every opportunity to indulge to his heart's content in his favorite sport.

The virgin forest, the indented sea-board and the marvelous salmon and trout fishing waters of the Gaspé Peninsula have made it in recent years a paradise for the hunter and the fisherman.

The rugged mountains of the interior, besides their great wealth in timber, have provided for centuries a great natural range for wild game, while the bays and marshes furnish ideal feeding grounds for feathered game.

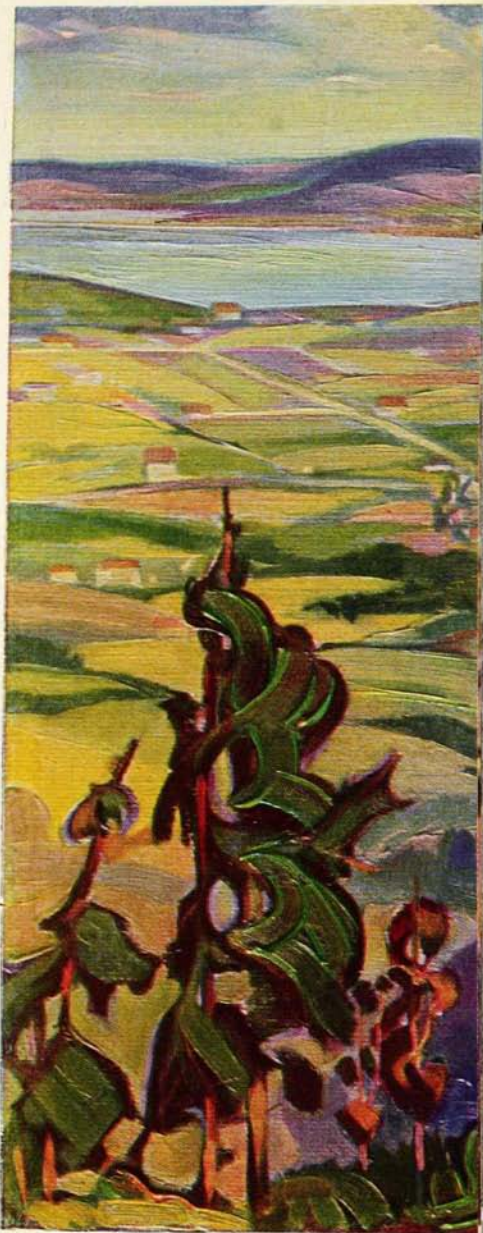
The construction of Highway No. 6 has placed these game areas within easy reach.

TRANSPORTATION AND ACCOMMODATION

While most of the tourists who visit the Gaspé Peninsula travel by automobile and can enjoy the trip by making it over the splendid highway, there are those who wish to see the country but either have no car or do not wish to make use of it for this trip. These have other means of visiting at least parts of the great vacation land.

A railway, part of the Canadian National Railway system, runs between Matapédia and Gaspé, along the Baie des Chaleurs, and

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Percé, where the Tourists' Dreams
Come True



Up through the mountains at Percé

permits the traveler to visit most of the localities he would meet if he were going by road.

The Clarke Steamship Company operates a number of fine steamers between Montréal and Québec and some of the ports along the coast of Gaspesia, and a trip on one of these steamers makes an ideal excursion for those who like to travel by water.

The Provincial Transport Company operates special conducted motor-coach tours of the entire Gaspé Peninsula.

Several autobus companies run cars from point to point along the River St. Lawrence and the Baie des Chaleurs.

Good hotels, clean and comfortable, are to be found all along the route, while the numerous boarding houses in the Gaspé Peninsula district are noted for the good wholesome food they provide for the visitor.

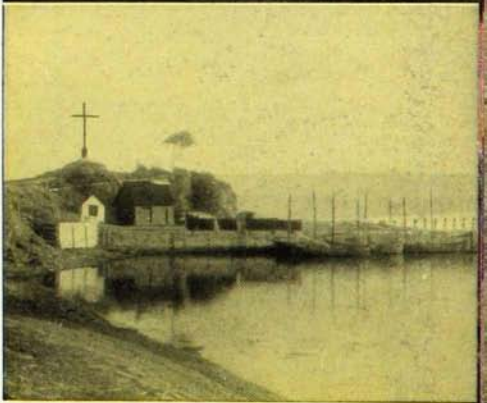
Garages, small and large, and filling stations where gas and oil can be secured, are to be found in every locality of any importance.

While there are perhaps not the same number of tourist camps, cabins, bungalows and organized camping grounds on the Gaspé tour as on some of the other highways in the province, the tourist will find such accommodation at many places along the road, and most of the camps, cabins and bungalows are beautifully located, the majority being situated quite close to the water's edge, near, or right upon little sandy beaches.

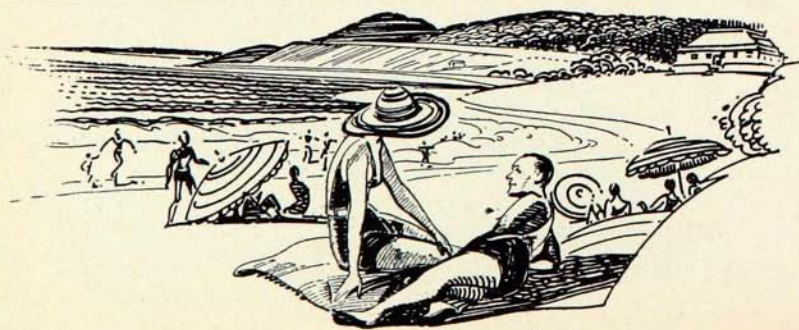
There is no scarcity of camping sites. Vacant spaces, suitable for the purpose, are found everywhere.

"Tea-houses", sandwich shops, refreshment stands, cater to the "quick-lunch" customer.

The tourist who might require "odds and ends" of wearing apparel, while he is making the Gaspé tour, will find in some of the larger towns good stores and shops, well stocked with a large variety of goods. Souvenirs, sundries of every description can also be secured. Photographic material, reading matter, —including the leading U.S.A. magazines, candies and sweets, smokes, etc. can all be purchased in most localities along the route.



Bonaventure Island Rocks
The "shallows" at Barachois
Sign of faith on the coast



A DELIGHTFUL TRIP

As the visitor turns into the Matapédia Valley from Ste. Flavie, starting point of the Gaspé Tour, he plunges into a land of picturesque, delightfully pleasant scenery.

A kaleidoscopic succession of glamorous scenes, seemingly unwound from a gigantic film, confront the tourist throughout the journey, with blue dotted lakes nestling in mountain shadows, and long ranges of mountains and hills.

No fewer than 78 towns, villages and settlements are traversed during the course of the 550 mile tour, with a consequent variety of landscape for the visitor.

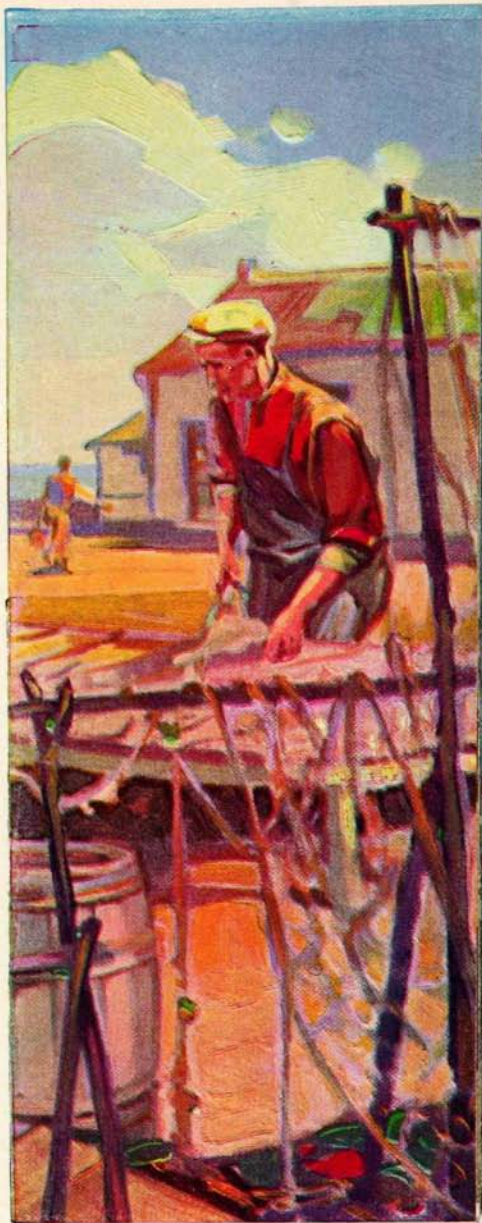
A charming ninety-five mile drive, through a region renowned for its glorious countryside, its aspect recalling Killarney's lakes, its river teeming with fighting salmon, awaits the traveller through the Matapédia Valley.

Leaving Highway No. 10 at Ste. Flavie he passes successively through Mont Joli, an important railway junction; St. Joseph de Lepage; Saint Angèle de Merici; Saint Moïse; Val Brillant; Amqui; Lac-au-Saumon; Caupascal; Ste. Florence; Routhierville; and Matapédia. Excellent hotel accommodation is available in each locality, with a hospitable population greeting the tourist.

From Matapédia, railway junction and divisional point, the visitor skirts the Baie des Chaleurs, proceeding through Carleton and Bonaventure, charming little summer resorts, with good hotel accommodation. New Carlisle, a busy country town, comes next, with another summer resort, Newport, but a few miles away.

Chandler, 142.30 miles from Matapédia, is a rather important industrial centre, with a large pulp mill and several other industries.

Ste. Adélaïde-de-Pabos, Grande-Rivière, (part of an old "seigniory" dating back to 1697), Cap d'Espoir (scene of a "phantom" wreck), and finally "Surprise Hill" whence the first sight of Percé is obtained, are the next "numbers on the program".



A Typical Cod-Drying Establishment



Chandler and its great mills

THE GREAT ATTRACTION

Percé, 160 miles from Matapédia, is the "pièce de résistance" of the Peninsula.

Acclaimed as "a wonderful awakening from a marvellous dream," Percé casts its mantle of charm over the visitor long before he sets foot in the village, for as he drives towards it he enjoys one of the most wonderful sights on the continent, viewed from "Surprise Hill."

The village nestling in the lap of the huge mass of rock, iridescent water glinting in the rays of the sun, fleecy clouds sailing across skies of palest blue, the snowy whiteness of sand, skilfully blended the one into the other, all tend to produce a feeling of enchantment, of bewitching spell. This feeling persists long after the visitor has driven around the great "anse," into the village itself, and first impressions are later confirmed. "Roche Percée" (The Pierced Rock), world-famed mass of conglomerate that is 1500 feet long, standing in splendid isolation, with its massive arch, is a most wonderful and never-tiring spectacle to the visitor. Its rugged lines transformed into ethereal loveliness by a misty veil of tender rose, the rock is one of Nature's wonders.

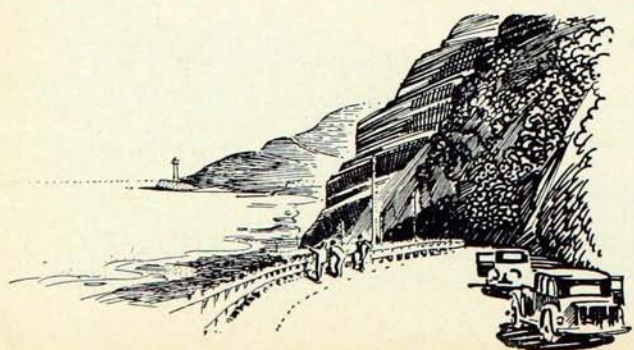
While the "Rock" is perhaps the most famous part of Percé, Nature has literally lavished its charms on the whole region. Mountains rising sheer from behind the village, their peaks lifting Heavenwards; the horizon dimly visible in the distance; picturesque Bonaventure Island, with its multitude of birds hovering about; majestic limestone cliffs; immense stretches of hill-sides, with red-roofed farmhouses cozily set in their midst and shining bright in the sun; all combine to form one of the most impressively beautiful landscapes that can be imagined.

Percé is a beautiful place to spend a few days, for in addition to its many natural attractions it has the very best of hotel accommodation, as well as bathing, boating, tennis and other summer amusements.

A trip by boat to Bonaventure Island, especially by moonlight, is an experience no visitor to Percé should miss.



The Beach at Carleton
Rounded bay at Port Daniel
Through the Matapédia Valley



GASPÉ

From Percé the visitor makes his way to Gaspé, 211.70 miles from Matapédia and site of Canada's discovery. Most picturesquely situated, amid entrancing and beautiful scenery, the village enjoys very good hotel accommodation and garage facilities, while all pleasures and amusements appropriate to summer resorts are to be found in the immediate neighborhood; bathing, boating, fishing, hunting, hiking, riding, motoring, tennis and golf.

Most of the population is English-speaking, being largely made up of descendants of "Loyalists," who fled the United States at the time of the revolt, and settled in Gaspé.

It is the seat of a bishopric, and has a splendid natural harbor, no fewer than thirty ships of war being anchored there in 1914, when the first Canadian Contingent embarked for the World War.

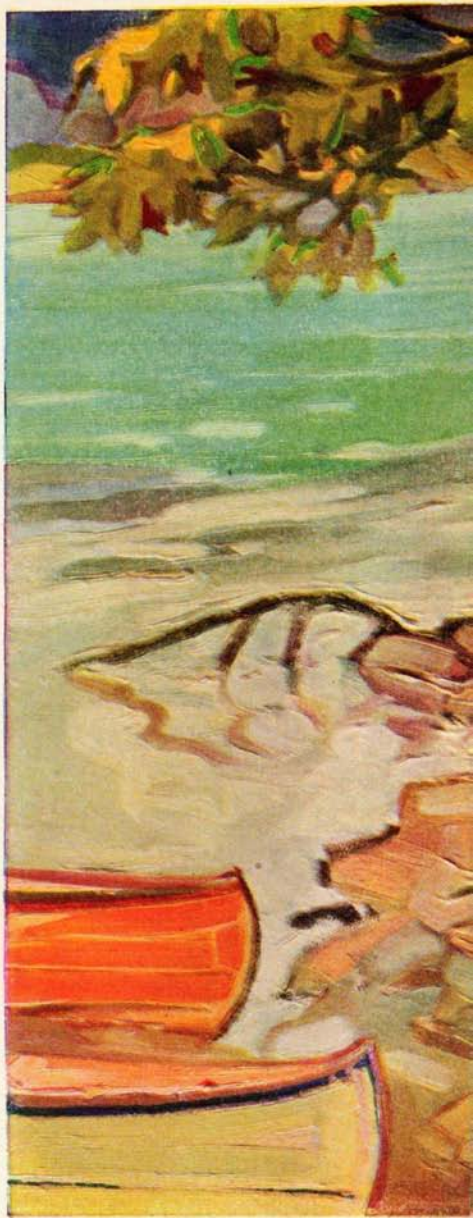
The village is most interesting in a historical aspect since it was there that Jacques Cartier and his crew of sixty-one Frenchmen landed in 1534, to discover the country, and take possession of it for "Christ and the King".

There are a number of historical souvenirs in the vicinity of Gaspé.

A trip to "Peninsula Point," where remains of the house once occupied by General Wolfe, conqueror of Canada, are visible, is well worthwhile, if the visitor has a day to spend in the village. He can visit the ruins of the old house where Wolfe spent a month in 1758 prior to the Battle of the Plains of Abraham and, if Fortune smiles upon him, may unearth an old French or English coin, or some other souvenir of the Eighteenth Century.

The tour of the inner bay, instead of going over the bridge, adds slightly to the distance, but constitutes a splendid drive, and is well worth the extra time involved.

Gaspé harbour is one of those rare ports where large sailing ships may still occasionally be seen.



Gaspé Lakes and Rivers —
The Fisherman's Paradise



Great cliffs as seen from the air

HOMeward BOUND

The tourist is now on the homeward stretch, and after leaving Gaspé enjoys a 67.43 mile drive from Gaspé to the little village of Pointe-à-la-Frégate, so called as the result of a warship being wrecked on its rocky shores more than two centuries ago.

Located on high ground, with the shore some distance below, the village is close to Anse-aux-Canons (Cannon Cove), where ancient guns from the wrecked vessel may still be seen at low tide, firmly embedded in the sand. One of these old muzzle-loaders was salvaged from its sandy grave some years ago, and now adorns the cemetery in the rear of Cloridorme, the next village.

Ste. Anne des Monts, 150.22 miles from Gaspé, is noted for its beautiful scenery, located as it is at the foot of great mountain ranges. There is bathing and plenty of other amusements on the big sandy shore, and good hotel accommodation. Ste. Anne des Monts formerly was the end of the Gaspé carriage-road, with no travel beyond it prior to construction of the Gaspé highway.

Matane, 39.66 miles from Ste. Flavie, and near the end of the tour, is a rather important industrial centre, with first-class hotel accommodation. It is frequented by numbers of vacationists from large cities in the Province, and has a pretty beach, in addition to many other attractions.

Métis Beach, but 14.67 miles from Ste. Flavie, and last stopping place before rejoining Highway No. 10 on the way home, is one of the country's largest summer resorts, sometimes called the Newport of Canada. It has a number of excellent hotels, a fine beach and all the amusements and sports of an up-to-date watering place. Boating, bathing, tennis and golf are among the amusements to be enjoyed.



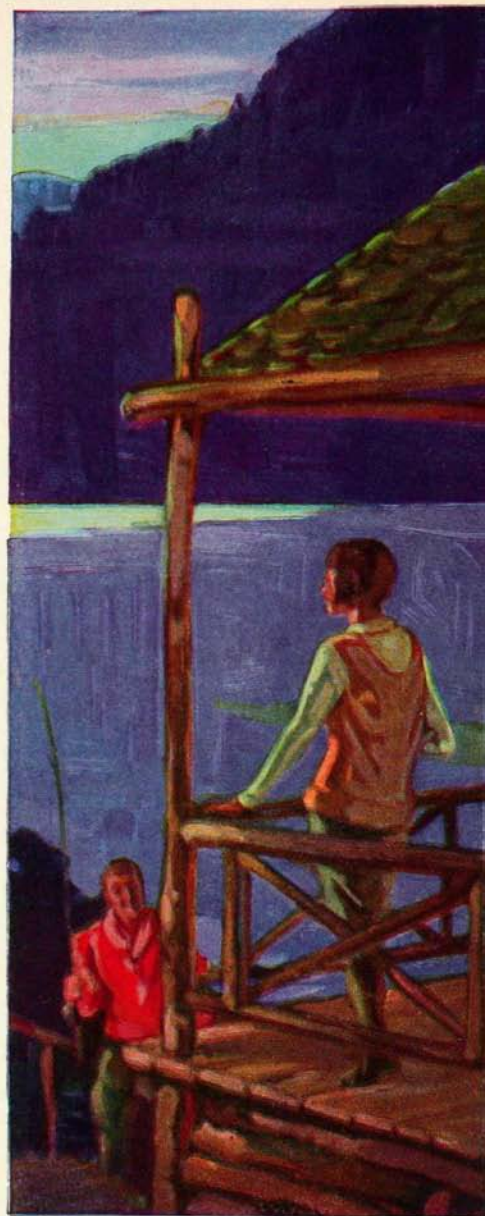
Near Gros Morne
Val-Brillant, Queen of the Valley
The road east of Metis



The journey back, from Ste. Flavie, is once more made over Highway No. 10 as far as Rivière-du-Loup, and No. 2 from there to Québec; but it is suggested that the tourist cross by the steam ferry from Rivière-du-Loup to St. Siméon and then follow the north shore of the St. Lawrence, over Highway No. 15, to Québec. This will give him an opportunity of seeing some new and exceedingly interesting country. He will pass through some of the oldest settled districts in the land, many dating back over three hundred years. He will be afforded an opportunity of visiting the world-famous shrine at Ste. Anne de Beaupré, and of seeing the new Basilica, erected on the site of the two sacred edifices razed by fire in 1922 and 1926, and will have the opportunity of seeing the great Montmorency Falls, highest in America, as well as of travelling through picturesque rural countryside districts.

Those who have time at their disposal can follow Highways No. 15, 16, 55 and 54 from St. Siméon north to Chicoutimi, and the Lake St. Jean region, returning through the vast Laurentides National Park.

There is still another possible variation in the return trip, and this consists of taking one of the Canada Steamship boats from St. Siméon, Tadoussac or Murray Bay, going up the Saguenay River and back to Québec, or taking the ship on its way back to the same city or as far as Montréal.



Moonlight on Lac de L'Anse
Pleureuse

OTHER MEANS OF TRANSPORTATION

RAILWAYS

The Canadian National Railways runs through the Valley of the Matapédia and connects at Matapédia with the old "Québec and Oriental" and at New Carlisle with the former "Atlantic, Québec and Western" railways, now operated by the Canadian National. It is thus possible to visit by rail every locality in the Matapédia Valley and along the south shore of the Gaspé Peninsula, on the Baie des Chaleurs.

STEAMSHIP LINE

The Clarke Steamship Company Limited operates a first class service of steamers that call at a number of ports along the Gaspé coast, including Ste. Anne-des-Monts, Cap-Chat, Mont-Louis, Madeleine, Grande-Vallée and Gaspé. It is thus possible to make a delightful excursion by water along the north shore of the Peninsula.

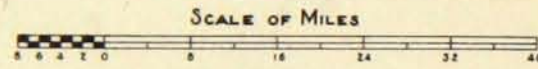
AUTOBUS LINES

While there is no continuous bus line around the Gaspé Peninsula, there are a number of autobus services operated by various companies, which allow tourists to make most of the trip by autobus. In addition there are several autobus trips, taking the visitors around the Peninsula by direct and continuous service, organized by the Provincial Transport Company.

FERRIES AND BRIDGES

There are no ferries, and only one toll bridge, on the Gaspé tour. The bridge is the new structure at Gaspé which replaces the old ferry.

THE GASPÉ PENINSULA



PROVINCIAL TOURIST BUREAU
ROADS DEPARTMENT
QUEBEC



OTHER DISTRICTS OF INTEREST

Among districts of the Province of Quebec not described individually in the present booklet, but worthy of a visit are:

THE HULL and PONTIAC district, one of America's most scenic regions, with plenty of opportunities for fishing, hunting and canoeing.

ABITIBI and TÉMISCAMINGUE of world wide renown owing to mineral wealth: gold, silver, copper and other minerals. All kinds of sports.

LAKE ST. JEAN, CHICOUTIMI and SAGUENAY. A Province, within the Province, where nature has lavished its scenic gifts. La Malbaie, Tadoussac, and the Saguenay River, celebrated throughout the world, are in the "Saguenay Kingdom."

THE EASTERN TOWNSHIPS — Rolling lands, rich agricultural country, summer resorts, and the most harmonious combination of French, English and Scotch population.

TROIS-RIVIÈRES, SHAWINIGAN FALLS and LA TUQUE. The land of hydro-electric development.

GASPÉ — Land of thrills, awe-inspiring beauty, summer resorts and magnificent scenery.

Other booklets published by the Provincial Tourist Bureau tell of these districts. Special requests for information will be gladly answered.

QUÉBEC SPEED LIMITS

Touring Cars and Busses: 20 miles an hour within city, town and village limits; 30 miles in open country.

Commercial Vehicles: With solid tires: 8 miles an hour loaded; 10 miles an hour light. With pneumatic tires: 12 miles an hour loaded; 15 miles light.

Limit for all Vehicles: 8 miles an hour in curves, on steep grades, at road crossings and on bridges.

FULL STOP AT LEVEL CROSSINGS

Before driving a motor vehicle over a level crossing the person who is driving such vehicle must bring it to a stop for a moment near such crossing, and then start it in low gear. This provision does not apply, however, in the case of tramway tracks, nor in the case of a level crossing while in charge of a signalman, or when equipped with gates, or signals automatically indicating the approach of a train.

CANADIAN CUSTOMS REGULATIONS

Any motorist resident in the United States may enter Canada with his car without being obliged to make a deposit or file a bond with the Canadian Customs, provided he intends using his car for touring purposes only, and to return within six months. He is merely required to fill in a form giving particulars respecting his car. This form is made out in triplicate, one copy to be retained by the Customs officer. The other two, given to the motorist, are to be surrendered to the Customs officer at the port through which the motorist leaves Canada, which need not be the one through which he entered. The motorist is required to carry with him the auto registration card identifying his car, as this must be produced on demand of the Canadian Customs officers.

Customs regulations respecting short-stay visitors have also been changed, by which the short stay period is extended to forty-eight hours. For many years the regulations have authorized the admission, without the formality of the issuance of a permit, of temporary visitors whose duration of stay did not exceed twenty-four hours and whose travel in Canada did not extend beyond the jurisdiction of the frontier port of arrival. This period has now been changed to forty-eight hours, to include week-ends and public holidays.

Visitors to Canada are allowed to bring in, free of duty, 50 cigars and 200 cigarettes, as long as these cigars or cigarettes are in opened packages, and form part of the personal effects. Any additional quantity is subject to the ordinary provisions of the Tariff.

ARTICLES FREE OF DUTY

According to the United States tariff regulations, residents of the United States returning from abroad may bring in free of duty articles up to \$100.00 in value, acquired for personal or household use, or as souvenirs or curios, if not intended for sale. Each member of the family is entitled to this exemption of \$100.00. Articles included within such exemption must be declared.

FREE PUBLICATIONS OF THE ROADS DEPARTMENT

The following publications prepared specially for tourists, may be had free of charge by request to the Provincial Tourist Bureau, Roads Department, Quebec.

Quebec Highway and Tourist Map—Accordion-folded. In five colors. Includes a general map of the Province a large scale map of the Montreal district, a large scale map of the Quebec district, detailed plans showing entries and exits of cities and towns in Quebec, table of distances, list of cities and towns in Quebec with populations, summary of the fish and game laws, Canadian and United States customs regulations, road signs and various information. Bilingual.

Tours in Quebec.—80-page guide of the Province of Quebec. Profusely illustrated.

Welcome to the Province of Quebec.—16-page illustrated booklet.

The St. Maurice Valley.—16-page illustrated booklet.

Chicoutimi-Charlevoix-Lake St. Jean.—16-page illustrated booklet.

Quebec invites you.—32-page illustrated booklet.

Montreal and the Laurentians.—32-page illustrated booklet.

Romantic Quebec—Gaspé Peninsula.—32-page de luxe full-color illustrated booklet.

Tourist Bulletin.—Giving highway conditions and other road information. Published monthly in French and in English.

SPECIAL GUIDES FOR SALE

Along Quebec Highways.—876-page complete guide of the Province of Quebec. Contains a general description of the Province, detailed descriptions of each of the main highways, each description forming a chapter; a general road map of the Province, 76 sectional maps; 33 charts showing entries and exits of principal cities and towns; general information regarding traffic rules, customs, hunting, etc., and 325 photographic reproductions of the principal places in the Province. For sale at the Roads Department and at book-sellers. Nominal price post paid, \$2.00.

The Gaspé Peninsula.—260-page complete guide. Contains a general description of the Peninsula, and a description of each of the places traversed by the highway, with local industries, peculiarities and legends fully explained. Four-color cover; 12 special drawings; 113 photographic reproductions; a general map of the Peninsula. Nominal price post paid \$0.60.

Write the Provincial Tourist Bureau, Roads Department, Quebec.

LARGER SIZE OF IMPERIAL GALLON

The gallon used in Canada (Imperial Gallon) is one fifth larger than the American gallon. Five Imperial gallons equal six American gallons. Remember that when planning your vacation.

For copies, apply to the

PROVINCIAL TOURIST BUREAU

ROADS DEPARTMENT

JULY, 1936

HON. P. ÉMILE CÔTÉ
Minister

ARTHUR BERGERON
Asst. Deputy Minister

JOS. L. BOULANGER
Deputy Minister

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