

GASPÉ OF YESTERDAY

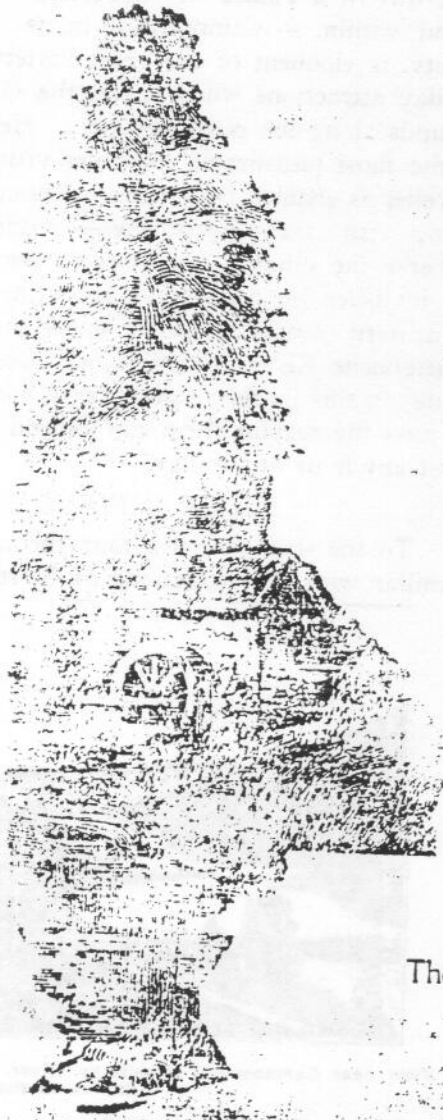
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THE GASPÉ VACATIONLAND  
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Some sixty-three years ago the GRAPHIC PRINT published THE GASPÉ VACATIONLAND, with sub-titles, WHERE THE TOURIST'S DREAMS COME TRUE - THE FAVORITE SUMMER PLAYGROUNDS OF EASTERN CANADA.

This 1923 booklet provides a measure of the changes in facilities, outlook and language of tourist publicity that have occurred in the intervening six decades. GASPÉ OF YESTERDAY presents it as a gem in honour of Gaspesia's scenic charms.

KEN ANNETT



# The Gaspé Vacationland

Where the Tourist's  
Dreams Come True

The Favorite Summer Playgrounds  
of Eastern Canada



## CAMPBELLTON

The Gateway to Gaspé Vacationland

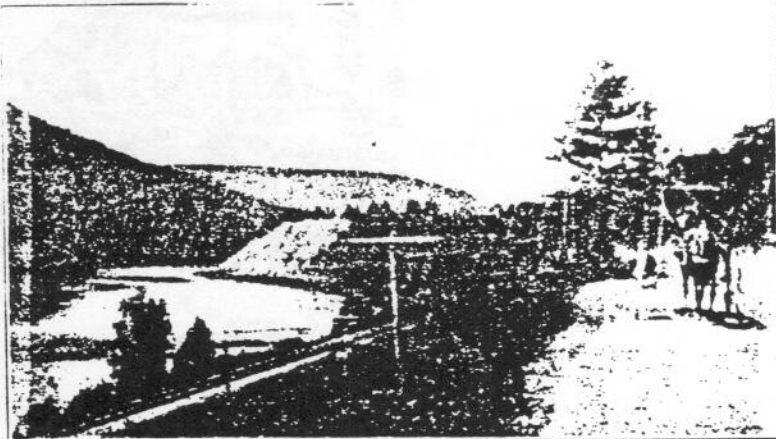


Situated in Northern New Brunswick on the south bank of the beautiful Restigouche River, about fifteen miles from its confluence with the historic Baie des Chaleurs (Bay Chaleur) Campbellton is virtually the Gate-way to the delightful Gaspé Vacationland. Each year with the arrival of summer an ever-increasing number of tourists, travelling both by automobile and by railway, make Campbellton a stopping place on their tour of the province of New Brunswick and it is evidently destined to become the recognized point of entry for the traveller whose objective is one of the summer vacation-grounds along the Gaspé Peninsula of the Province of Quebec, which is separated from Northern New Brunswick by the Restigouche River and the Bay Chaleur.

Campbellton's only claim as the most convenient entrance to this wonderful vacationland of Eastern Canada. Just as the ornate Gate-way of a Palace is suggestive of the palatial beauty to be found within, so Campbellton, in its delectable setting of scenic beauty, is eloquent of the great variety of Nature's charms and holiday attractions which await the visitor in the delightful playgrounds along the coast beyond. Here at Campbellton after one of the most pleasurable stop-over visits on his summer tour, the traveller is enabled to connect, without even the necessity of early rising with the railway lines—or the splendid highway—which traverse the sunny south shore of the Gaspé Peninsula. This is accomplished by means of one of the best ferry services operated in Eastern Canada, which conveys the visitor across the beautiful Restigouche River at this point. Accommodation is always adequate on this large, modern ferry boat and the motorist, should he miss the regular trips, can depend on being taken across at almost any hour of the day.

#### A BEAUTIFUL LOCALITY

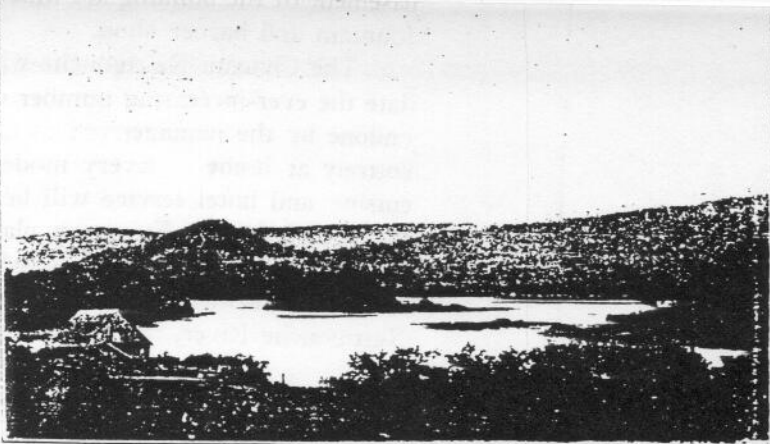
To the stranger on a tour through Eastern Canada and unfamiliar with the attractions of Northern New Brunswick, Camp-



View near Campbellton: Mountains, River, Railway and Motor Road all Framed in Scenes on the Restigouche

bellton might be regarded as merely as one of the towns enroute and of no particular interest. This however, is an entirely unjust and very erroneous idea. Besides its distinction as the Gate-Way to the wonderland of Gaspé, the pretty town of Campbellton is the centre of a beautiful district famous for its magnificent scenery and splendid natural facilities for healthy out-door recreation. The waters of the Restigouche, the finest salmon river in the world, wash its wharves on the northern side. To the south of the town rises the majestic Sugarloaf Mountain, one thousand feet above the sea level; outlined against the blue of heaven and the varied green of woodland hills. To the west is the beautiful Matapedia Valley bedecked in scenic splendor leading on into the untrammelled wilds of the southern part of the Province of Quebec. Beyond the river, a mile wide at this point, rises a range of lofty hills and mountains resplendent in soft and ever-changing hues and to the east unfolds a seemingly endless panorama of fresh green farm lands which skirt the south coast of the Bay Chaleur.

Apart from its scenic beauty Campbellton and its surrounding country is richly blessed with a variety of attractions for the tourist on his way through New Brunswick or to the playgrounds of Gaspé. The lakes and streams of this territory abound in trout and salmon, while big game hunting in the forests of this district is unexcelled



Another Scene on the Restigouche. Here the River with its Numerous Islands Presents a Tiny Replica of the Thousand Islands in the St. Lawrence

anywhere. Other holiday recreations, such as bathing, motor-boating, canoeing, motoring, golf, tennis and deep-sea fishing may all be enjoyed, and in order to even briefly participate in these delightful summer activities, the stranger is obliged to prolong his visit.

Campbellton, in many ways the most attractive and most progressive town in the Province of New Brunswick, has a population of nearly seven thousand. It is the centre of an immense lumbering industry and its numerous mills and other industrial plants are always a source of interest to the stranger. The splendid highways of the surrounding country are also a delight to the vacationist who comes to Campbellton in his car. A motor camping site in a desirable part of the town and close to stores and the Post Office is another attraction which is being added this season.

THE CHATEAU RESTIGOUCHE

To crown all other attractions and greatly enhance its possibilities as a point of particular interest to the tourist, Campbellton will, this season, have a large, new modern hotel to accommodate summer visitors. This is the Chateau Restigouche a splendid brick structure with a wide and particularly attractive entrance and front of citidal brick. This thoroughly up-to-date three-storey building



THE CHATEAU RESTIGOUCHE

As this fine up-to-date Hostelry appeared when nearing completion.

which will cost about \$175,000, will be open to the travelling public about the 15th of June (1924). It contains seventy-one rooms, all with running water, hot and cold, and thirty rooms with bath. Large private parlors have been provided for as well as spacious and well lighted dining rooms. An elevator will be installed and a large garage with individual stalls for automobiles will be one of the many attractive features for the tourist. In the spacious

fountain and barber shop.

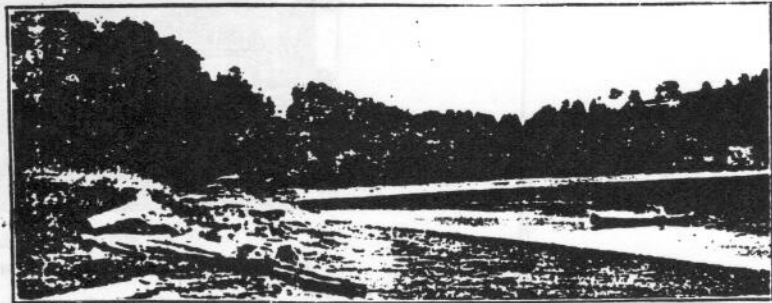
The Chateau Restigouche was constructed chiefly to accommodate the ever-increasing number of tourists and nothing will be left undone by the management to make holiday and other guests feel entirely at home. Every modern convenience is at hand and the cuisine and hotel service will be of irreproachable quality. Both the American and European plans will be used. The Chateau Restigouche is situated on Roseberry Street opposite the Canadian National Railway depot and commands a marvellous view of the Restigouche River, the mountains and the surrounding country.

#### HOW TO COME

Campbellton, the Gate-way to the Gaspé Vacationland is situated on the main line of the Canadian National Railways between

Montreal and Halifax, and approximately five hundred miles from the former city, Canada's eastern metropolis. Travelling by rail the visitor from the United States or any part of the Dominion, may make direct connections through to Campbellton and then by ferry across the Restigouche River to the resorts of the Gaspé Peninsula. For the motorist, Campbellton is easily accessible by means of the splendid highways which lead in from Montreal and Western points. The Matapedia Valley Highway leading in to Campbellton from the west is rapidly gaining the recognition it deserves as the most convenient and also the most beautiful route for the visitor motoring in from Quebec, Montreal and other upper Canadian cities. By means of this splendid highway which is being greatly improved this season the visitor from the States is enabled to make a round-about tour crossing the international boundary line at Calais, Houlton or Van Buren, Maine, on his return home. These ideal motor highways form a net work of splendid roads throughout the province which make motoring a constant pleasure for the tourist, but until the stranger has gone through the far-famed Matapedia Valley, his trip is not complete. Along this beautiful route the never-ending series of magnificent views are unsurpassed in pictorial beauty by those of any locality on the entire continent of North America.

Now that the location of the Gaspé Vacationland has been made clear to the stranger we will endeavor to acquaint you to some degree with this holiday wonderland through a brief description of the four leading summer resorts there and their numerous attractions for the health or pleasure seeker. In order to avoid any confusion to the stranger we will work along in geographical order, dealing with these four favorite summering-places as they are reached in a tour along the coast.



A Quiet Nook of The Restigouche River



## CARLETON



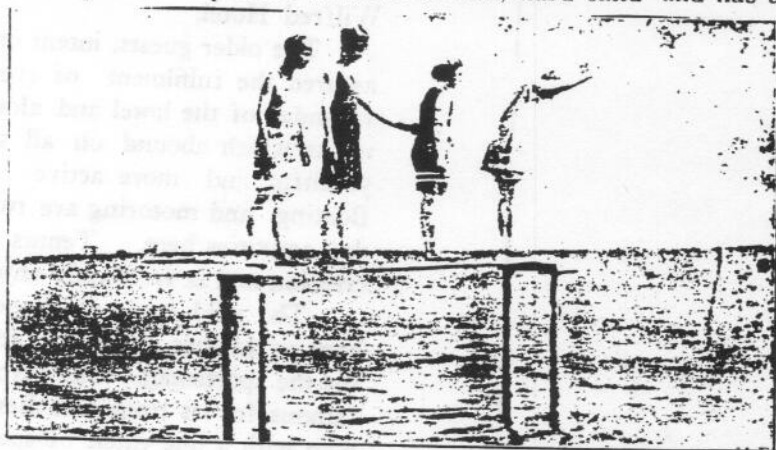
A View of Carleton from the Bay Showing the Wilfred Hotel and its Large New Annex at the Right of the Picture

Nestling almost at the water's edge between the mountains and the sea, Carleton, situated some thirty miles down the Bay Chaleur from Campbellton, is a place that will long remain a favorite among the summer resorts of Eastern Canada. For years this picturesque village has been visited by an ever-increasing number of health and pleasure seekers and in view of the variety of its attractions, its growing popularity is clearly well-merited.

The village was named in honor of Sir Guy Carleton and was first settled by a number of exiled Acadians. According to legendary lore, Jacques Cartier landed here on his first voyage to America in 1534, and erected a wooden cross in memory of his visit.

### THE BEACH

Carleton's most valued asset as a vacation-ground for city-weary people of its magnificent beach which is the finest for bathing and other sea-shore recreations on the entire Gaspé Coast and unexcelled by that of any summer resort in Eastern Canada. This great expanse of splendid beach is of fine, hard sand and has al-



Bathing Scene at Carleton where the Water is Always Just Right

ways proved a delight to visitors whether devotees of bathing or not. Its attractiveness is greatly enhanced by its ideal location being flanked by two long capes which taper off to sand bars extending out into the bay, and is thus admirably sheltered in a wide crescent-shaped cove.

The long range of the Tracadieche Mountains lying to the rear of the village and clothed with the rich, green foliage of indigenous trees, not only lend a delicate touch of artistry to the background of Nature's painting here but furnish diversion of a most healthy and invigorating kind for the holiday guest at Carleton. Hikes to the top of these lordly tree-clad hills, eighteen hundred and fifty feet above the sea level are a long remembered treat for the energetic vacationist. The view from the summit of the range is truly beautiful. Across the bay nine miles distant, the low blue hills of northern New Brunswick frame the far edge of the picture while three miles nearer the outline of Herron Island is clearly visible. Far to the west stretches the irregular coast line of the upper portion of the peninsula drawing gradually nearer to the opposite shore and finally merging its great expanse of lofty hills with the vast stretches of forest of its sister province.

The visitor is loathe to break the spell. The delicate blues of



A Close-up View of the Wilfred Hotel with its Wide Chaded Verandas Where Rest and Quiet are Assured the Older Guests

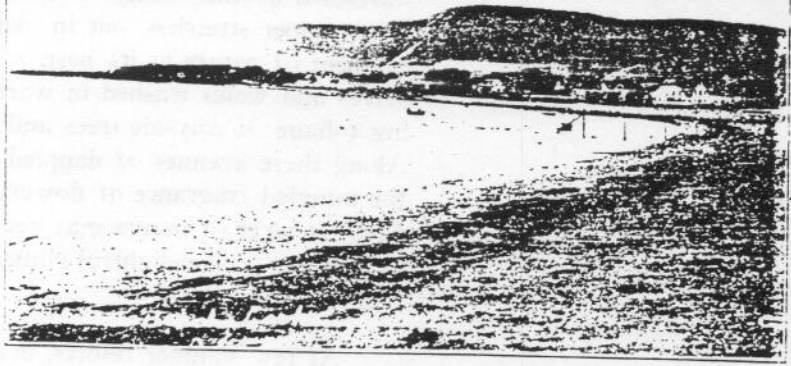
sea and sky and the varied green of distant mountain peaks and rolling farm-lands far below color a picture that is irresistable in its charm and wholly satisfying in its revelation of nature's beauty.

*RECREATIONS AT CARLETON*

Apart from the excellent salt water bathing, thoughtful provision for heathy, out-door recreation of all kinds has been made for the summer visitor at Carleton by the management of the Wilfred Hotel.

The older guests, intent on a luxurious rest by the sea-side, are assured the fulfilment of every desire on the wide, tree-shaded verandas of the hotel and along the delightful walks and sheltered nooks which abound on all sides. But the expectations of the youthful and more active visitors have also been considered. Boating and motoring are two features on the programme of holiday activities here. Tennis also has always proved a popular recreation and is frequently enjoyed on the smooth sand of the beach.

The wild fowl, so abundant along the shores and big game hunting farther inland are attractions that never lose their interest for the sportsman. The Nouvelle River, a few miles away is famous for its trout and there patience always rewards the fisherman with a fine catch of speckled beauties.



A View of Carleton's Magnificent Bathing Beach of Fine Firm Sand.

### THE WILFRED HOTEL

At the Wilfred Hotel every need of the summer vacationist has been carefully provided for. The fine modern building beautifully situated, connects with a large new annex and has accommodation for eighty guests. The dining-room will seat one hundred guests and here the fare and service are all that could be desired.

For the younger visitors the spacious hall of the annex offers a delightful place to dance. Guests have the privilege of inviting their friends from other places.

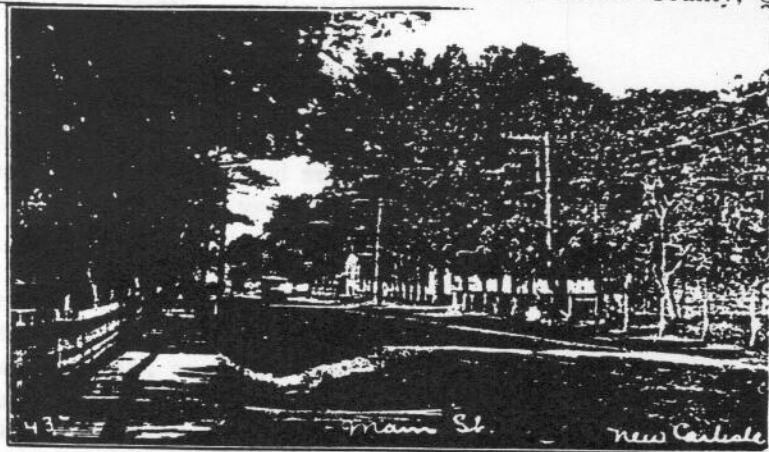
The genial proprietor of the Wilfred is also the postmaster at Carleton. In the large, well lighted basement of the annex where he has a grocery store, there is also a fine ice-cream parlor for the convenience of visitors at the Wilfred.

Rates at this splendid hotel are very reasonable. The charge per day is \$3.00 while weekly rates are from \$16.00 to \$25.00. Combination rooms are a feature of the hotel summer service. Special rates can be arranged for families.

For any further information regarding the Wilfred Hotel and its service for summer visitors apply to

FRANCIS L. CULLEN,  
Proprietor.

Carleton, Bonaventure County, Quebec.



A Street Scene at New Carlisle Showing its Wealth of Beautiful Shade Trees



NEW CARLISLE



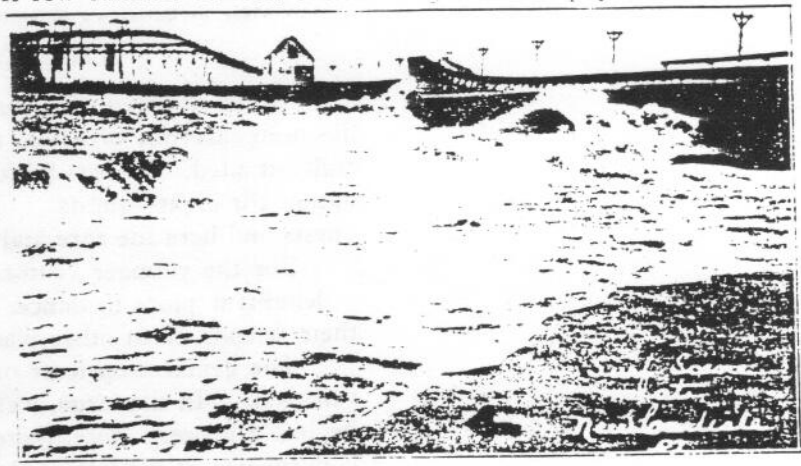
New Carlisle and its immediate locality, the second vacation ground reached on a tour along the sunny south side of the Gaspé Peninsula, abounds in varied interests for the summer visitor. Clothed in a wealth of stately shade trees and with its magnificent view of the Baie des Chaleur, this town is one of the most pictur-



the numerous points of interest throughout its territory and is the shiretown of the county. The country both east and west of the town proper stretches out in panoramas of fresh, green verdure eloquent of nature at its best. The district abounds in delightful drives and walks washed in warm sunshine, shaded by the protecting foliage of wayside trees and cooled by balmy, salt sea-breezes. Along these avenues of dappled shade and shadow, redolent with the mingled fragrance of flowers and the sea-sweet winds from the bay, the lover of nature may revel in all the refreshing pleasantness of summer in a delightful climate.

ONE ATTRACTION

At few summer resorts, even among the most popular national



Where Bathing in the Salt Water is Exciting as Well as Healthy.

watering-places, is there to be found a finer stretch of clean, sandy beach than at New Carlisle. The locality is not without industrial activities on its coast but this wide stretch of beach, reaching out between two of these possible points of interest is always clean and wholly free from any of the debris which is usually found near the scene of industrial operations.

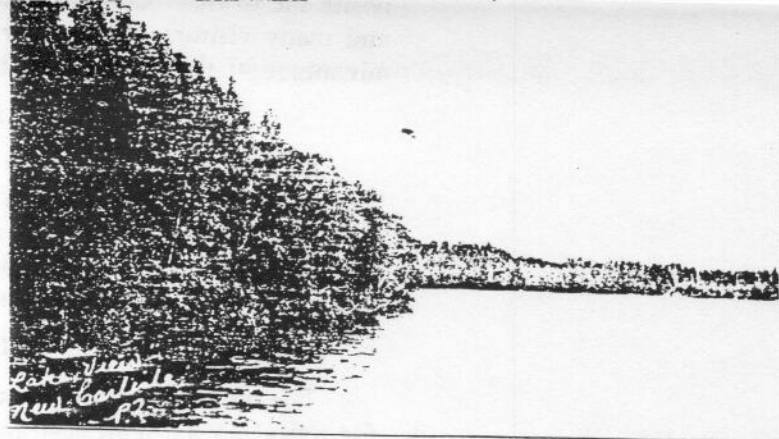
Bathing at New Carlisle is always a great attraction for tourists. Here it may be enjoyed to the full in the buoyant salt water of the bay. Private bath houses have been provided for the guests of the White House Hotels. The shore at this point is replete with sheltered nooks, particularly suitable for picnicking parties. Here the vacationist may follow his plunge in the surf with a restful hour of quiet where the sun lends a tropic warmth to the atmosphere but where vagrant breezes from across the sparkling waters of the bay dissipate all dread of oppressive heat.

THE LAKES

The lakes at New Carlisle have always been a great attraction for the holiday guest. These, three in number, Black Lake, White Lake and Long Lake are situated approximately two miles to the rear of the town. This beautiful lake district is easily accessible by means of a good road. Guests may motor to the first and walk the intervening distance to the others.



New Carlisle and its immediate locality, the second vacation ground reached on a tour along the sunny south side of the Great Lakes, abounds in varied interests for the summer visitor. Located in a region of lovely scenic views and with its magnificent view of the Erie Bay, the town is one of the most scenic

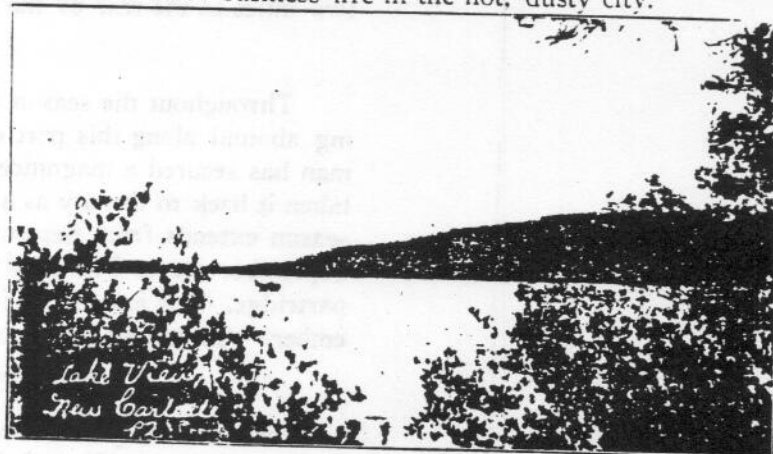


One of the Lakes in the New Carlisle District: Where the Canoeist May Forget all Care.

Those who enjoy trout fishing will find two of these lakes a continual source of pleasure but probably the greatest charm of this lake district is in the intrinsic beauty of the surrounding scenery. The locality is a veritable natural park in its woodland loveliness and not even a protracted sojourn can rob this playground of its allure to all those who fully appreciate the freedom of the great out-doors. An evening spent at the lakes with the effulgence of the setting sun mirrored in the placid waters and the enchanting silence of twilight broken only by the mellowed notes of feathered songsters of the woods, is a reminiscence that the visitor will want to hide away in the storehouse of his most pleasant memories.

#### A GREAT CAMPING GROUND

The lake district at New Carlisle is one of the most delightful camping-grounds to be found anywhere. A few lodges have already been built there but as yet this beautiful locality has lost none of its wild and primitive beauty so eagerly sought by the tourist. Here in a gorgeous setting of cool, leafy bowers the camper may pitch his tent and permit the songs of the birds and the music of the wind in the tree-tops to lull into mere remote memories the erstwhile worries of business life in the hot, dusty city.



Another Lake Scene at New Carlisle

#### CONOEING AND BOATING

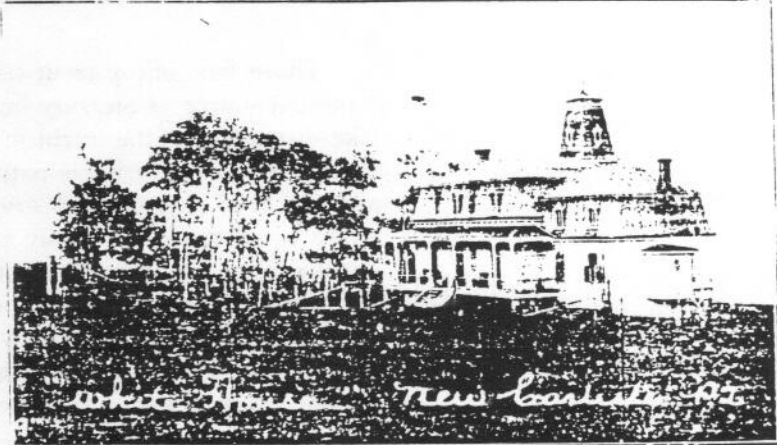
To the canoeist the clear calm waters of the lakes at New Carlisle offer another delightful and healthful diversion for here there is ample opportunity to ply the paddle. Boating on the bay is another attraction for the visitor and proper facilities for the pursuit of this holiday sport are a feature of the summer season's activities. Deep-sea fishing may also be enjoyed on the bay op-

### GOLF AND TENNIS

Thoughtful provision for other out-door recreations has also been made for the prospective visitor at New Carlisle and on the White House Grounds there are two Tennis Courts and a miniature Golf Course. Here the lovers of active sport may enjoy themselves as the spirit moves them.

### MOTORING

The highways throughout the whole New Carlisle district and for miles beyond both east and west are the best along the entire coast for motoring. Automobiles are always available and motor-



The White House at New Carlisle where the Holiday Guest is Assured every Comfort

trips and picnics to various points along the coast may be arranged for at short notice. Horse-back riding has all but passed with the increasing popularity of the auto but all to whom this sport appeals may readily secure a trusty mount and enjoy a canter on the highway or along the quiet shaded lanes which intersect the farmlands and lead one far into delightful woodland haunts beyond a ridge of rising ground known as "the mountain" which lies approximately two miles to the rear of the town.

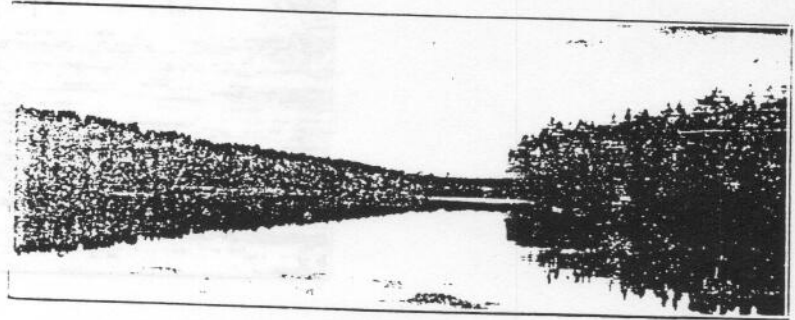
### HUNTING

Throughout the season both big game hunting and bird shooting abound along this part of the coast. Many a proud sportsman has secured a magnificent moose head in this locality and taken it back to the city as a souvenir of his visit here. The moose season extends from September 1st to January 1st; Caribou from September 1st to February 1st; while the sportsman may shoot partridge, duck and geese from September 1st to the 15th of December. Competent guides are always available.

### POINTS OF INTEREST

In the locality of New Carlisle are many points of interest to the stranger. One of these, so suggestive of association with by-gone days is the old Grist Mill about five miles from the town. This old stone mill, built in 1827, is still in operation. It was erected at a cost of \$10,000, all the machinery being of English manufacture. Four miles distant from New Carlisle all phases of fishing operations, including the curing and packing of the sea's annual harvest, may be seen at first hand. Besides these, many other interesting objectives invite a visit by the tourist. These are too numerous to mention but each holds a story that will appeal to the imagination of the visitor.

No description of New Carlisle's attractions for the tourist could be complete without reference in some detail to the White House Hotels, for here special attention is accorded the summer holiday visitor. The White House is a modern, well-appointed hostelry of twenty-four rooms beautifully situated overlooking the bay. Apart from the main building is a large new annex built expressly for the accommodation of tourists. These splendid buildings have spacious, well-lighted rooms that always please the guest. The cuisine is excellent and careful attention to the comforts of the guests adds much to the pleasure and rest of a vacation here. Rates \$15.00 to \$18.00 per week. Special rates for families on request. O. SHERAR, proprietor: The White House, New Carlisle, Quebec.



A Twilight Scene in the Beautiful Lake District



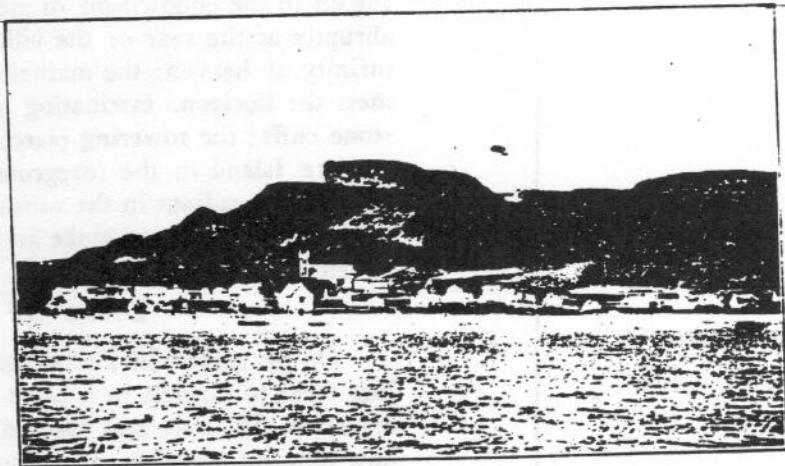
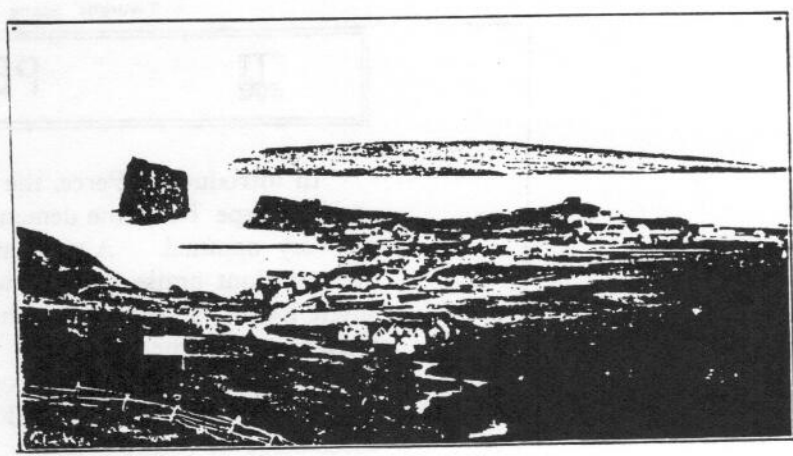
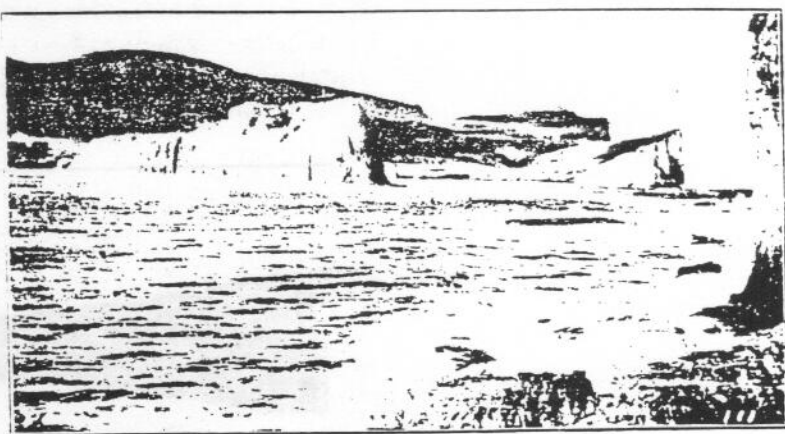
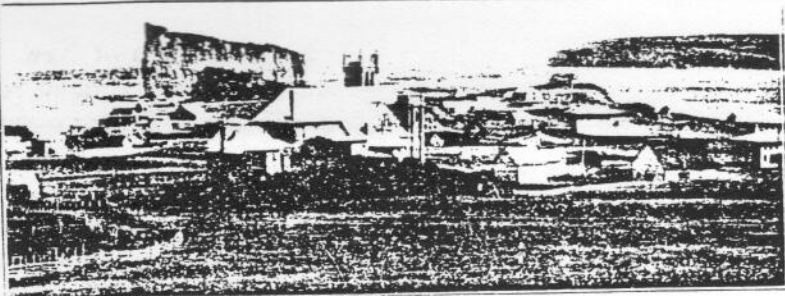
## PERCE



In introducing Perce, the third vacation-ground to be reached on the Gaspé Tour, the demands on the reservoir of imagination are very nominal. A mere statement of facts has almost the tone of exorbitant praise for at few places anywhere is there revealed a single locality so crowded with such a remarkable variety of natural attractions for the stranger. Even a glimpse from the distance thrills the visitor with joyous speculation over the possibilities of a vacation at a spot so blessed with such a profuse and diversified assemblage of scenic splendor. Here nature has been most extravagant in the endowment of her charms. The mountains, rising abruptly at the rear of the village and seeming to achieve the blue infinity of heaven; the marvelous view of the sea stretching out to meet the horizon, fascinating in its immensity; the majestic limestone cliffs; the towering pierced Perce Rock; picturesque Bonaventure Island in the foreground of the scene and the wide reach of hillsides radiant in the sunshine and dotted by trim, cosy farm-houses all combine to make an incomparable setting for a holiday of either rest or recreation.

### DAYS OF GLADNESS

On his arrival in Perce, the summer visitor will hardly know just what to do first in a place where so many delights offer him diversion. He may feel assured of one thing, however; no matter how long his vacation, every hour may be crowded with some enjoyable pursuit. The days are days of gladness, the nights are balmy and restful and each morning finds the visitor refreshed and eager to be out of doors—radiant with the vigor of health, full of the joy of living.

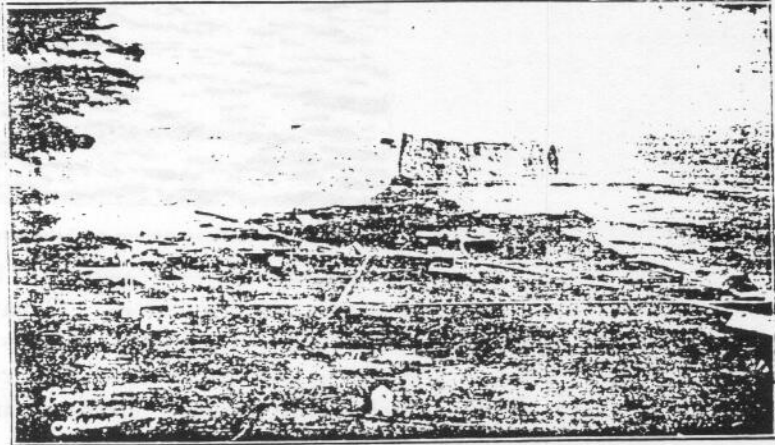


Another View of Perce Showing the Lofty Summit of Mount. St. Anne.

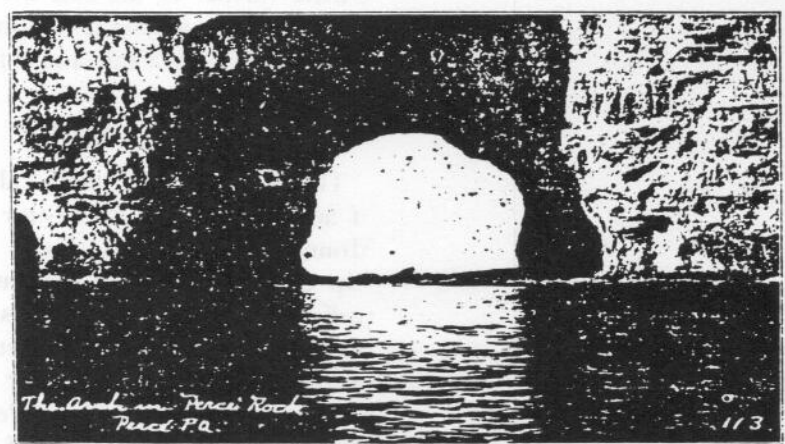
Surf bathing is one of the chief recreations of the holiday visitor at Perce. The weather here is never oppressively hot but the buoyant salt water is always of a temperature to make a dip thoroughly enjoyable and the long wide beaches are unexcelled for sea-shore recreations. Here the vacationist may bask in the sunshine or recline in the shade of the cliffs, lulled into quiet restfulness by the dreamy, sedative music of the waves upon the pebbles, and revel in the littoral beauty of the surrounding scene.

PICTORIAL GRANDEUR

The view from the bathing beach at Perce is one of unexcelled pictorial grandeur, well worth travelling across a continent to see. Here one obtains a remarkable close-up view of the gigantic Perce



A Panoramic View of Perce Village Showing the Giant Perce Rock



An Unique View Emblematic of Perce's Varied Attractions for the Summer Visitor

Rock, scarcely a quarter of a mile off-shore and accessible at low tide by means of a sand bar. Here at this close range the visitor is thrilled as he gazes upon this giant prodigy of nature, so majestic in its strange and awesome beauty and impressive bulk. But his enthusiasm is quite pardonable, however, for visitors from remote corners of the globe have declared Perce Rock the eighth wonder of the world. This towering rock is 1200 feet long, 300 feet wide and reaches a height of 300 feet at its highest point. It is the home of countless sea-birds and much sought by artists and by geologists from all over the world for the fossils it contains. In former years this great rock had two natural arches through which boats could sail at full tide but a few years ago the rock split above one of these, thus forming a separate pillar. It is evident however, that the incessant beating of the waves are slowly wearing other passages through this massive freak of nature and in these deep caves and about the arch already formed, the visitor

ious regions that are a small replica of the grotesque caverns of storied pirate days. 6 ←

In the foreground and a short distance to the right is Bonaventure Island, projecting its dark form from the sea like some huge whale stranded on an invisible sand-bar. Its lofty cliffs, like



A feature on the Programme of Delightful Summer Sports at this Popular Resort

Perce Rock, are of a species of limestone known as Conglomerate Bonaventure Formation. Bonaventure Island, three miles long and a mile in width, is famous for its Gannet ledges and, like the Rock, is a government sea-bird reservation. Here thousands of snow-white Gannets, Herring Gulls, Crested Cormorants, Auks, Murres, Guillemots, Puffins and Petrels build their nests and these multitudinous wild-fowl at home form an unique and amazing sight. A little farther to the east the lordly sea-wall cliffs of Perce rise majestically to a height of some three hundred feet and the Three Sisters and Rosy Peak add a final touch of beauty to a truly magnificent picture.

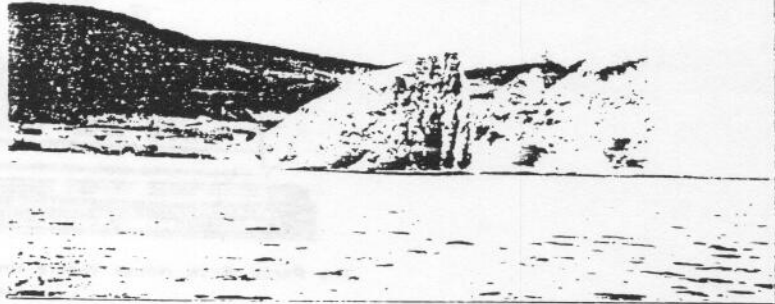
#### *A TREAT FOR THE GODS*

The numerous mountains about Perce are a never-ending object of admiration for the visitor. The two highest of these are Mount St. Anne and Mount Blanc or "White Mountain", and a trip to the summits of these mountains is a frequent pleasure expedition among guests of this summer colony. From the heights of Mount St. Anne, 1300 feet above the sea level, the sight is a treat for the gods. Far below at the base of the mountain is spread a magnificent panorama of Perce Village, its carpet of green criss-crossed by the gray steaks of numerous roads. From this lofty vantage-ground even the larger buildings of the village appear ridi-

culously small and remote and one is impressed with the mightiness of these peaks so eloquent in their height and suggestion of strength of the supremacy and excelling beauty of Nature over even the most artistic handiworks of man.

Low in the foreground is Perce Rock, fantastic in form as seen from this height. Bonaventure Island, sunlit from a rift in the milk-white clouds, lies among the tossing wave-crests of the bay. To the east rises the ruddy summit of Rosy Peak and the bowed heads of the Three Sisters, seeming to extend a mute but reverential welcome to the light of another day. To the south is the vast expanse of deep blue water jeweled by the rays of the morning sun, and to the north stretches a magnificent confusion of mountain peaks merging their purple summits one with another until the extreme limit of vision is reached and the far rim of the picture is finally lost in the misty blue of the northern sky-line.

Magnificent as is this sight in day-light, its transcendent beauty is multiplied to paradisaical splendor at sunrise when, the sun, rising like a huge ball of fire from the eastern sea, bathes the surrounding country in the wine-glow of dawn. Space forbids attempting the description of this daily event which many visitors forsake their beds to behold; moreover, the ineffable beauty of such a spectacle cannot be done justice in print.



A View of the Sea-wall Cliffs at Perce which rise Three Hundred Feet in Height.



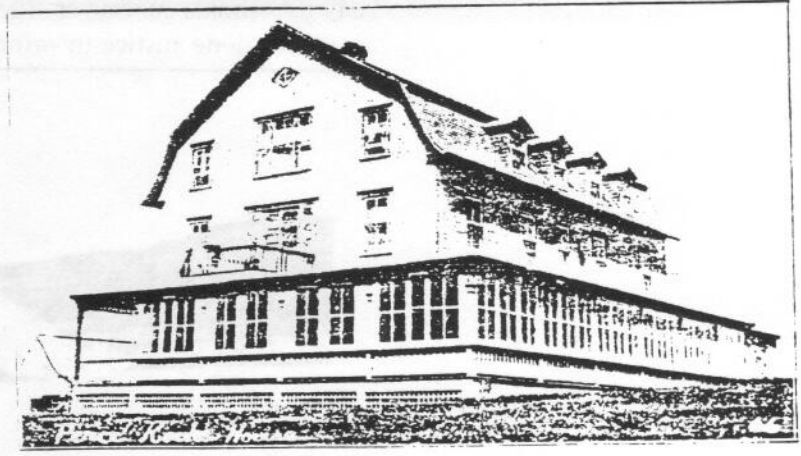
A Glimpse of the Sea-Birds which in Countless Numbers make Their Home on Perce Rock and Bonaventure Island.

### MOUNTAIN HAUNTS

For the nature lover to whom vacation-time means an opportunity to roam in the solitude of fresh, cool reaches of forest and study bird and animal life in its natural haunts, the country surrounding the Perce Mountains is a never-ending source of delight. The vicinity is replete with shaded hillside paths and strange mountain caves which never cease in their allure for the holiday explorer. In his wandering the vacationist will discover another unique creation of nature, as remarkable in its own way as the massive pierced rock at the beach. This is The Great Rift which separates Mount St. Anne from Mount Blanc. This grotesque crevice, seven feet wide at the top and tapering down to inches at its base, splits the adjacent mountain-walls for a depth of 200 feet. A trip through this giant crevice, although laborious, gives the adventuresome visitor a genuine thrill.



Apart from all Perce's natural attractions for the pleasure seeker there is still a great attraction to be mentioned, and, incidentally, one which provides several others. This is the Perce Rock House situated on the side of a bluff in close proximity to



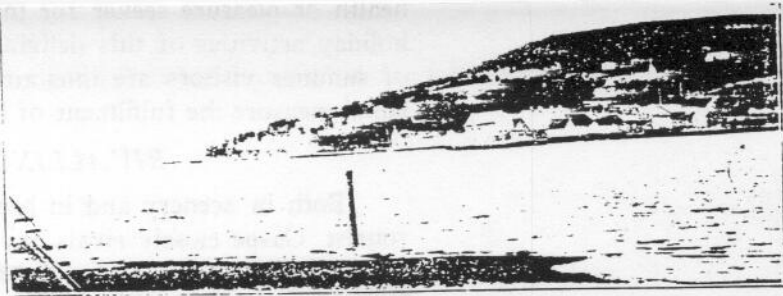
The Perce Rock House Where the Vacationist Enjoys Everything that Makes a Holiday Worth While

Perce Rock and, by merit of its location affording every guest, right within the confines of his room, a magnificent view either of sea or mountains.

There are no dull moments for the holiday guest at the Perce Rock House. Almost every possible wish of the visitor has been contemplated and provision made for its gratification. In front of the hotel is a fine tennis court, always popular with the younger and more active guests. The wide enclosed veranda on two sides of the hotel offers a splendid place for dancing. Motor-boating, fishing, hunting, motoring and other recreations have all been provided for. Excursions to Bonaventure Island or Corner of the Beach beyond the mountains are events that the guest will long remember as red letter days of unalloyed enjoyment. Autos are always available for picnicking or sight-seeing parties to points of interest throughout the surrounding country.

The Perce Rock House together with its cottages can accommodate about seventy-five guests. This fine summer hostelry is up-to-date in every particular and the treatment accorded the guest is such as to make his sojourn enjoyable in every way. The cuisine is of irreproachable quality and a novel feature of the service is the addition of a bright and airy veranda dining-room large enough to accommodate fifty guests. Lobsters, salmon and fish of all kinds, fresh from the bay, are served in season.

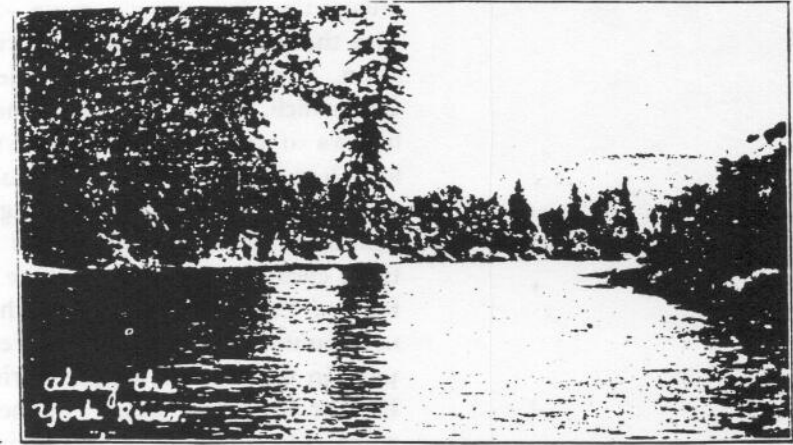
The Perce Rock House is open from May 1st to November 1st and the rates charged are from \$17.00 to \$20.00 per week. All enquiries should be addressed to Abner C. H. Bisson, Prop., Perce, Quebec.



Gaspe as Seen From the Ferry Landing on the South Side of Gaspe Basin.

GASPE

No matter how crowded with enjoyment the tour of the summer vacationist along the scenic Gaspe Coast might be, the trip is not complete nor a full knowledge of the attractions of this holiday wonderland gained unless the visitor goes through to Gaspe, the fourth and last summer resort in this delightful vacationland. Here at Baker's Hotel, internationally famous as the Sportman's Headquarters, comes the final and crowning pleasures of the tour. The holiday guest's cup of enjoyment is filled to the brim and a memorable climax furnished to a truly delightful trip. Apart from all artificial attraction, the very location of this beautiful resort, situated as it is, on the finest natural harbour in the world, has contrived to make Gaspe the favored rendezvous of hundreds of holiday visitors each year. And as to the permanence of this popularity no doubt ever exists in the mind of anyone who has once made the acquaintance of its charms. Gaspe is different; just enough dif-



*along the York River.*

A Scene on the Beautiful York River which Abounds in Sport for Either the Experienced or Amateur Angler.

ferent to delight the tourist who, on his quest for diversion, seeks something new. Newness is here, and in abundance; in all the wealth of variety that nature alone can provide.

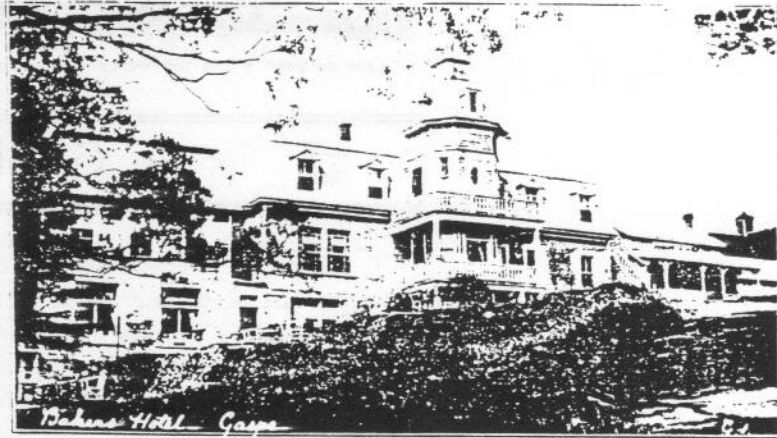
**A TWO-FOLD APPEAL**

For the summer visitor Gaspe has a two-fold appeal, for it possesses at least one unique distinction which no other summer resort in Eastern Canada can claim. Situated just within the entrance to Gaspe Basin, a sheltered and land-locked harbour, near the mouth of the beautiful York River and yet at the head-waters of Gaspe Bay, this delightful vacation-ground has at once all the attractions of a sheltered inland resort and yet offers to its visitors all the advantages of a watering-place on the open sea. This dual appeal is emblematic of the variety of Gaspe's attractions to the

holiday activities of this delightful summer colony. Two classes of summer visitors are thus attracted to Gaspé and each enjoys in equal measure the fulfilment of his highest expectations.

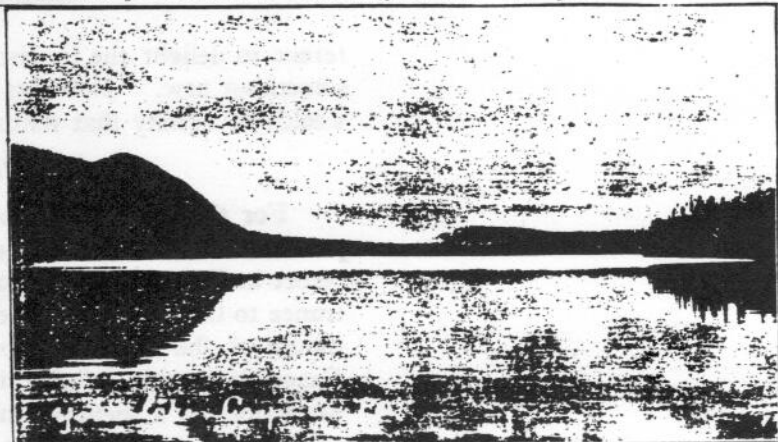
### RIVALING THE BEST

Both in scenery and in healthful out-door recreations for the tourist, Gaspé closely rivals any of the popular summer resorts in



A Side View of Baker's Famous Hotel

Canada. Nestling on the sunny south side of a range of lordly mountains that rise majestically above the harbour and decked in a profusion of the fresh green verdure of summer, Gaspé Village presents a thrilling picture even to the tourist who has travelled far and beheld the varied beauty of foreign lands. From the shaded roadways about Gaspé the visitor is afforded a magnificent view in all directions and from the lofty hill-tops about the village the immense panorama of sea and mountains spread out before the vision is a sight that will stir even the most jaded imagination. Seaward the gaze wanders over the wide expanse of Gaspé Bay which, twelve miles out, merges its waters with the tossing billows of the Gulf of St. Lawrence. Across the water lies the long low sand bars of Peninsula and Sandy Bay; farther south rises the stately Forillon Range with its lofty summit banked against the blue beyond and its long northern slopes carved out in trim, clean farmlands. To the east stretches the tapering promontory of Cape Gaspé, while to the north the eye ranges over a vista of mountain peaks, soft in forest coloring and reaching on and on until in the distance its dark fringe of tree-tops seems to reach the blue of heaven. Below, in the gently ruffled waters of the Basin, ships ride languidly at anchor in their sheltered haven. The scene in its brilliant profusion of coloring is one of quiet and restful



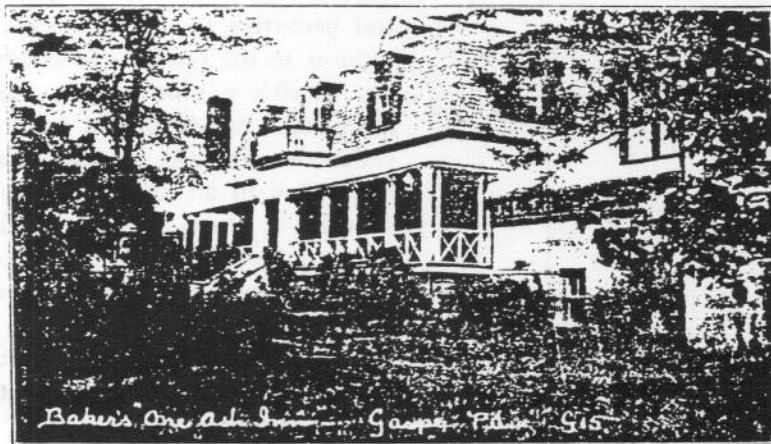
Early Evening at York Lake, Gaspé. Something the Visitors will long Remember

beauty which defies description and forever eludes the skill of the

artists' brush. Perhaps in the tranquil eventide a gentle breeze freighted with a faint salt tang from the sea and the balsamic fragrance of the forest, fans the visitor's cheek and ushers in the nocturnal quiet of a balmy summer night. Above is the star-spangled dome of heaven, while the silver radiance of moonlight bathes the scene in beauty all its own. In the solemn stillness the drowsy protestations of twittering bird voices come from the leafy bowers of the shade trees and lull the vacationist into a peaceful twilight reverie—an hour of delightful rest, which crowns the day's activities on river or lake or mountain trail.

### BUSINESS WORRIES FORGOTTEN

In such surroundings and amidst such delightful holiday activities as those which crowd a summer visit to Gaspé, the vacationist's business worries are forgotten. The roll-top desk seems transformed to the stately form of York Mountain; the monotonous rattle of typewriter keys is changed to the rippling music of crystal brooks; the dolorous whine of street cars is forgotten in the murmur of sea-sweet breezes in the tree-tops; the incessant drone of the city's mechanical noises is replaced by the clear-throated songs of the birds and the spasmodic rumble of the elevated is substituted



Where the Health or Pleasure Seeker is afforded a Holiday with all the Comforts and Luxuries of Home.

ted by the roar of the surf on the beach. The visitor enjoys the luxurious relaxation of a vacation at its best in a land of delightful climate where the only disturbing thought is a regret that holidays are made so short.

### THE TONIC OF THE OPEN

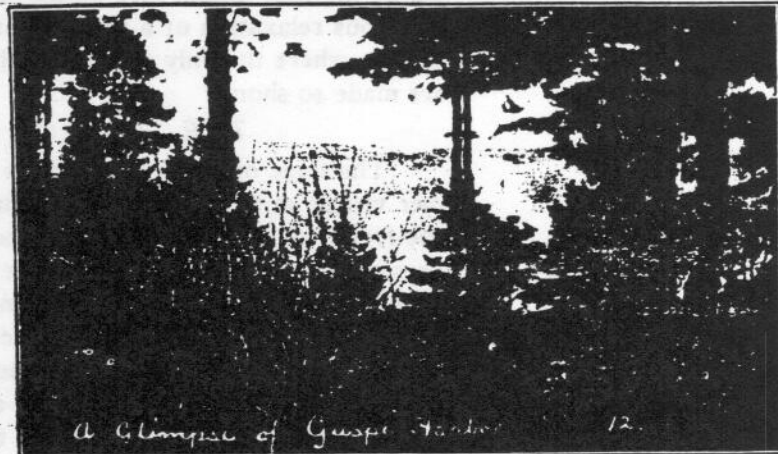
The tonic of the open spaces is one of the delights of the summer visitor at Gaspé. Here the nature lover may roam amidst the fresh, green beauty of forest and field, mountain or lake district or sequestered wonderland haunts. Gaspé abounds in hunting grounds. Both big and small game is abundant and the vacationist will have constant use for either gun, fishing-rod or camera. Here the stranger will find the finest caribou hunting on the continent of North America and this attraction in the beautiful York Lake district is easily accessible to the visiting sportsman. Moose and deer and a great variety of feathered game also abounds in the great untrammelled forests of Gaspé and these unrivalled hunting grounds are steadily becoming more widely known as a veritable Sportsman's Paradise.

The lakes and streams about Gaspé abound in trout. The York river which flows into the Basin is famous for its salmon fishing and here for the ardent angler is a never-ending source of delight.



Where the Rigid Contines of Custom and Convention are Forgotten in the Joys of Vacation Time

Apart from the attractions of hunting and fishing, however, the country around Gaspe is unexcelled as a vacation-ground for the health or pleasure seeker who desires merely to revel in the freshness and freedom of the great out-doors. Along the York River there awaits the lover of nature all the unspoiled beauty of wild and primitive woodland scenes that could be crowded into an excursion in the open. In countless tiny coves, out of the path of the swiftly gliding current, the placid waters mirror the trees upon the banks; the delightful quiet of cool, fragrant forest lands prevades the air and in the stillness of twilight these nooks seem charged with an almost tangible atmosphere of peacefulness and solitude. Here, too, in this delightful woodland setting the vacationist may study with the naked eye the mysteries of nature's ever-changing beauty. From a mountain crag or through the dark screen of countless tree-trunks he may see the sky, azure at noon-day, flame to primrose at sunset. Then as day sinks to rest among the fleecy clouds which bank the far horizon, he may behold the marvelous change of colors. As moments pass the ruddy glow, first succeeded by orange, fades to saffron, then pales to heliotrope as night draws near. Then as the sky darkens to violet a blood-colored moon rises slowly above the black fringe of the forest, bath-



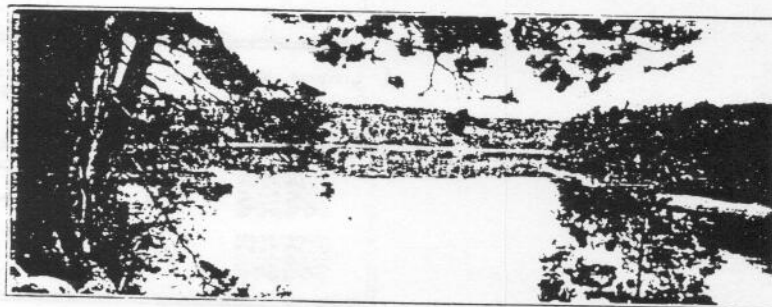
Suggestive of the Quiet Beauty of Gaspe's Scenery. Cape Gaspe in the background

ing the scene in wierd, ghostly loveliness and throwing paths of glimmering gold across the dark, unruffled surface of lakes and rivers. Enraptured, the visitor gazes upon a masterpiece of Nature's creation. Only the urge of necessity forces him to reluctantly leave it and return even to the comforts of his room at the hotel.

Besides those already mentioned, many other attractions offer diversion for the vacationist at Gaspé. Salt-water bathing may be enjoyed either in the calm waters of the Basin or in the wind-swept surf of the Gulf of St. Lawrence along Cape Gaspé. Deep-sea-fishing, motor-boating and tennis are also features of the summer holiday programme here. Automobiles are always available for motor trips to various points of interest throughout the beautiful surrounding country and on these delightful drives the vacationist may visit numerous landmarks of eminent historical interest.

### BAKER'S HOTEL

In making a sojourn at Gaspé a period of prolonged delight for the summer holiday guest, the management of Baker's Hotel



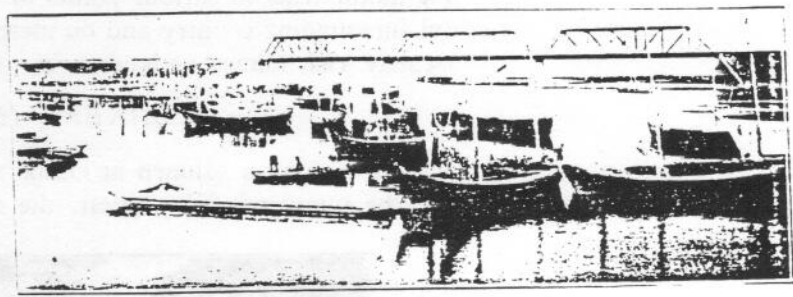
A typical Lake Scene in This Glorious Land of Lakes and Mountains.

has supplied everything that generous nature may have overlooked. As a result there is nothing lacking at this far-famed resort. At Baker's one finds the acme of comfort, cuisine of the highest quality and luxuries that demand a very light toll upon the purse of the holiday guest. In large comfortable rooms, famous for their "hominess" and beautiful decorations or on the spacious verandas the vacationist may relax and rest with a completeness that makes a holiday worth while. Here, as at the other summer hotels in the Gaspé Vacationland, there is no distasteful ostentation or rigid regard for convention. The children may romp in overalls. It is not essential to dress for dinner whether or not one has just returned from an expedition or a dip in the surf and the resonant clump of heavy outing boots is never greeted with a frown of disapproval.

Besides the main hotel with its dining-room large enough to seat one hundred and fifty guests, there are also One Ash Inn and The Lodge, operated by the same management, and with a combined capacity of fifty or over. In these two beautiful additions there are special family suites. The hotel service at Bakers is all that even the most fastidious guest might desire. Everything possible is done to make the visitor's sojourn a memorable outing with all the comforts and luxuries of his own home.

Rates range from \$18.00 to \$25.00 per week. Special rates for families of more than four. For reservations or any further information write John Baker, Baker's Hotel, Gaspé, Province of Quebec.

*Delightful Summer Playgrounds*



A Littoral View Along the Route to Vacationland, showing the Magnificent Railway Bridge at Douglstown.

THE ROUTE TO VACATIONLAND

In preparing this booklet to acquaint you with the beautiful "Gaspé Vacationland", it is expedient that we should make plain to our readers its admirable accessibility to travellers by means of the railway lines that operate along the south coast of the Gaspé Peninsula for its entire length, a distance of two hundred and two miles, and which connect most conveniently with the other railway systems of Eastern Canada at Matapedia, thirteen miles west of Campbellton, a divisional point on the Atlantic Region of the Canadian National Railways.

The splendid highways of the Bay Chaleur district are the scenes of an annual invasion of motorists on their holiday tours but the most comfortable and most economical way of reaching any one of the quartette of delightful resorts along the coast is by means of the Quebec Oriental Railway and the Atlantic, Quebec and Western Railway lines which skirt the south shore-line of Gaspé.

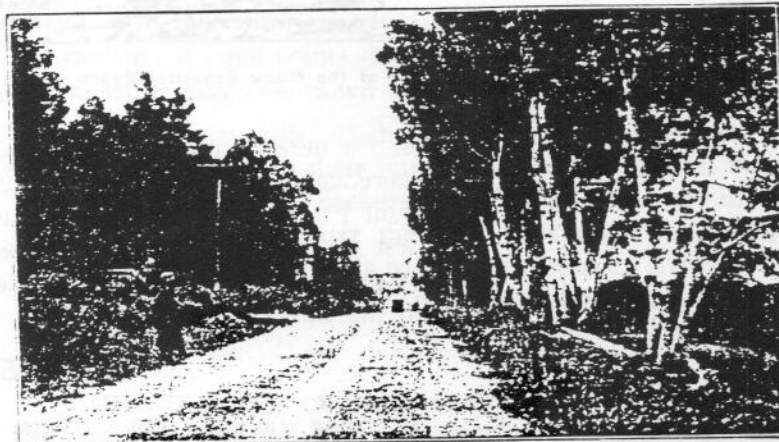
The trains of this railway system connect at Matapedia with the fast through trains of the Canadian National from Montreal to Halifax. Thus the traveller from the West or any part of the United States gets started on the final lap of his journey without

delay or the inconvenience of poor travelling connections. The service on these lines obviates the possibility of discomfort or undue fatigue. During the busy summer season Parlor and Chair Cars are an appreciable addition to the regular service and every convenience is carefully provided for by the railroad in their solicitude for the comfort and enjoyment of passengers.

*A WEALTH OF VARIETY*

It would be manifestly unfair to the stranger, undecided in his choice of a summer vacation-ground, not to give at least a brief sketch of a country so resplendent in Nature's lavish beauty, so freighted with historical significance, so replete in its colorful

romance of pioneer days and so rich in legendary lore, as this country through which these railway lines convey the traveller on his way to the delightful summer playgrounds of Gaspé. These railways have always been noted for their association with a land of magnificent scenery but to the stranger, travelling on these lines for the first time, a prompt impression and one that remains is that these praises have been far too humbly sung. Along few railway routes on the entire continent may the tourist gaze from the car windows upon such a seemingly endless succession of beautiful and vari-colored pictures. And this enthralling portrayal is free



A Road Scene in the Gaspé Vacationland where Motoring is a Never Ending Source of Delight for the Summer Visitor.

from even a suggestion of the monotony of sameness. Each rock and tree, as it hurries past, seems to herald the arrival of something new and different and magically effect a perpetual change of scene. It is a superb unfolding of an immense variety of Nature's charms and, as the passenger drinks in the beauty of each fleeting landscape, he may liken it to a wonderful and seemingly endless scenic film being flashed, by some invisible and mysterious projector, across the vast screen of the far horizon.

#### THE RESTIGOUCHE DISTRICT

Leaving its western terminus at Matapédia the line follows the northern bank of the beautiful Restigouche River stopping at Cross Point, noted chiefly for its Malecite Indian settlement. These descendants of the original inhabitants of this country are looked after by the Capuchin Fathers, to whom they are indebted for their church and newspaper, the only one in the world printed in the Malecite language. Cross Point is immediately opposite Campbellton and an up-to-date ferry runs between the two places during the summer months. Below Campbellton the Restigouche River, about a mile in width here, widens out as it draws nearer the waters of the bay. Here in the vicinity of Point a la Garde, the traveller may view from the car window a scene of eminent historical inter-