

GASPÉ OF YESTERDAY

THE 400th ANNIVERSARY

OF

DISCOVERING OF CANADA

BY

JACQUES CARTIER

KEN ANNETT

THE 400TH ANNIVERSARY OF JACQUES CARTIER AT GASPÉ.

1534 - 1934

The year 1934 was memorable for the town of Gaspé, and indeed the District of Gaspé, as the 400th anniversary of the arrival of the French explorer, Jacques Cartier, and his crews on our shores.

A previous article of this series, No. 47, "THE COMMENTARY OF FREDERICK J. RICHMOND OF GASPÉ ON THE ARRIVAL OF JACQUES CARTIER AT GASPE - 1534", recalled the circumstances and the route that brought the intrepid mariner of St. Malo into Gaspé's magnificent harbour.

In honour of this important anniversary the Rev. Charles-Eugène Roy, Parish Priest of Gaspé and M. Lucien Brault of the staff of the Public Archives of Canada collaborated in publication of a 227 page illustrated volume, "HISTORICAL GASPÉ" which remains as essentially vital to any bibliography of books on Gaspesia.

With the active support of the Governments of Canada and Quebec a local, comprehensive committee of Gaspé citizens, both English and French, planned and implemented an impressive programme of events worthy of the historic and international nature of the anniversary.

It is to recall these events of 1934 and, in particular, the names of committee members and of visitors of note, that this issue of "GASPÉ OF YESTERDAY" presents herewith personal records of that 1934 era.

PLANS FOR CARTIER GASPE CELEBRATION

Preliminary Matters Discussed
at Quebec, Gaspé County
Council to Make Plans
March 14th

Maurice Brasset, K. C., M.P. for Gaspé and Edmond Gagnon, lawyer of Gaspé met Alexandre Chouinard, M. L. A. for Gaspé South, and discussed fisheries in that part of the province in Quebec last week.

They also conferred regarding the forthcoming celebrations to be held at Gaspé in connection with the four hundredth anniversary of the arrival of Jacques Cartier, and Mr. Chouinard decided to attend the Gaspé county council meeting on March 14th to discuss the matter further.

Jacques Cartier sailed from Saint Malo on April 20th, 1534 and the commemoration of the epic voyage in which Gaspé figured so notably is to take place this year.

GASPE TO CELEBRATE ARRIVAL OF CARTIER

Celebrations to Take Place
August 22, 23 and 24

QUEBEC, May 11.—Preliminary local celebrations will take place in Gaspé on August 22, 23 and 24 next, prior to the impressive national celebrations which will be held on August 25 to commemorate the 400th anniversary of the landing in Canada of Jacques Cartier, according to a statement given out by Rev. Father C. E. Roy, parish priest of Gaspé, here today.

Introduced by Alexandre Chouinard, M.L.A. for Gaspé-South, and accompanied by Hon. J. E. Perrault, Provincial Minister of Roads and Mines, and Jules Brillant, of Gaspé, a delegation of Gaspésians called upon Premier L. A. Taschereau to explain their proposed celebration and to request financial assistance from the Government of Quebec.

Hon. Mr. Taschereau promised the delegation that the Government would render necessary financial assistance for the preliminary local anniversary celebrations.

GENERAL LOCAL COMITE LOCAL GENERAL COMMITTEE COMMITTEE

HONORARY COMITÉ D'HONNEUR COMMITTEE

HAUT PROTECTEUR:— S. E. Monseigneur F.-X. Ross, Évêque de Gaspé
PRÉSIDENTS:— Rév. Père A. Hamel, S. J., Recteur du Séminaire.
Rév. Mr. W. R. Wayman, St. Paul's Rector.
VICE-PRÉSIDENTS:— Rév. MM. Alph. Miville, Procureur de l'Évêché.
Camille LeBel, Chancelier.
MM. Chs. T. Davis, Mayor of Gaspé Village.
Reggie Patterson, Mayor of Gaspé Bay South
Herb. LeBoutillier, Mayor of York.

MEMBRES-MEMBERS:—

MM. T. Jopling	Dr W. F. McCartney
M. Brassard, M. D.	John F. Davis
Fred. J. Richmond	J. B. Lavoie
Dr S. Belles-Isles	Sutton LeBoutillier
Capt. A. LaCouvée	Rév. J. E. Chenel, Ptre
A. Cosgrove	Rév. F. Gauthier, Ptre
A. Chrétien	Rév. Régis Grenier, Ptre
Arthur McKenzie	Rév. Henri Grenier, Ptre

EXECUTIVE COMITÉ EXÉCUTIF COMMITTEE

PRÉSIDENTS:— MM. Dr Jos. F.-X. Bossé, Dir. de l'Unité Sanitaire.
H. J. Orviss, Mgr of Robin, Jones & Whitman.
VICE-PRÉSIDENTS:— MM. Alexandre Adam, Ing. de Voirie.
Lewis McKenzie, Mgr of Gaspé Electric.
SECRÉTARIAT:— Chef... Rév. C.-E. Roy, curé d'office.
Adjoints... MM. Chas. Lindsay
J.-E. Gagnon, Av.
TRÉSORIERS:— MM. J.-A. Bourget, Gér. Banque Can. Nat.
W. W. Annett, Mgr Bank of Toronto.
CORRESPONDANTS:— MM. l'Abbé R. Brière, Secrétaire de l'Évêque.
W. P. Brideaux, Secrétaire du Conseil.
TRADUCTEUR:— M. E. Gauthier.

SOUS-COMITES

PUBLICITE DECORATIONS EMBELLISSEMENT

MM. Dr Bossé, Prés.	MM. Alex. Adam, Prés.	MM. H. Orviss, Prés.
C. Lindsay	E. Gauthier	Jos. Beaudin
E. Gauthier	Abbé R. Brière	Willie Carter
A. Bourget	Dr Lafontaine	Dr M. Lafontaine
L. G. Méthot	R. C. Saunders	André Paris
C. K. King	Sydney Sams	M. Kilbride
J. E. Gagnon, Av.	Chas. Annett	E. Rionx
L. McKenzie	R. Gagnon	George Sams
R. Brière, ptre	A. Gagnon	Sydney Sams
C.-E. Roy, curé	E. Whitton	Dr M. Brassard

M. L'Abbé	A. Patterson
E. Bérubé	Dr L. Pelletier
H. J. Orviss	J. E. Gagnon
A. Cosgrove	
W. Boyle	
A. Fradet	

RECEPTION RELIGIEUSE	INSIGNES ET SOUVENIRS	FEUX—FIR
<i>Catholique</i>	MM. Dr B. Ginsberman, P.	MM. A. Paris, F.
S. E. Mgr l'Évêque	H. Orviss	F. Rupert
R. P. Hamel S. J.	C. L'Espérance	R. Eden
RR. MM. A. Miville	A. Banville	N. Gerard
C.-E. Roy	P. Rioux	T. Rawley
C. LeBel	Alban Chrétien	P. Hyman
F. Casey	Mortimer Carter	R. C. Saun
R. Brière	A. Fradet, N. P.	Archie Coff
	S. Miller	
	W. Kruse	

RECEPTION (suite)	LOGEMENT	QUAIS
<i>Protestante</i>	LODGING	WHARFES
	<i>Civil</i>	
Rev. Mr. W. R. Wayman	MM. C. K. King, Pr.	MM. George Davis,
MM. Chas. T. Davis	H. Baker	Capt. A. LaCot
Geo. Davis	W. P. Brideaux	K. J. Carter
Reg. Patterson	H. J. Orviss	Archie Coffin
Stan. Patterson	A. Patterson	C. K. King
	C. Rhodenizer	F. Cassivi
	Geo. Davis	L. McKenzie
	C. Lindsay	H. LeBoutillie
	E. Whittom	T. Munroe
	G. Buckley	P. Hyman
MM. Chas. T. Davis Pres.	A. C. Kruse	W. P. Brideau
L. McKenzie	J. Ste-Croix	Gerard Miller
K. J. Carter	W. Kruse	S. Alexander
A. Fradet, N. P.	M. Sirois	
M. Brassard, C. D.	T. Munroe	POLICE
L. Pelletier, M. C.	A. Adam	
M. Lafontaine, M.C.	E. Gauthier	
W. W. Annett	J. E. Gagnon	MM. I. Gariépy, Pr
A. Bourget		B. Gariépy
E. Gauthier	<i>Religieux</i>	L. G. Méthot
H. LeBoutillier		Jos. Lavoie
Kenn. Annett	R. P. A. Hamel, S. J.	F. Langelier
V. Fitzpatrick	RR. MM. A. Miville	E. L'Espérance
A. Fitzpatrick	C.-E. Roy	A. Patterson
M. Kilbride	C. LeBel	S. Miller
J. E. Gagnon	F. Casey	L. McKenzie
	R. Brière	Léonard Sams
		Kingsley Sudd

For Celebration



Above is the costume selected for the 100 Gaspé girls who will welcome visitors from France and all over Canada the end of this month for the Jacques Cartier commemoration. The costume is historically correct and drawn by Mlle. Mimi Guay and Roger La Rose, of the Beaux Arts School, Montreal.

1534

Quatrième
Centenaire
du
Canada



GASPE
24, 25 et 26 août

1934

MUSIQUE

MM. Rév. Père Boileau, S. J. Prés.
Alban Chrétien
Rév. Père Gariépy, S. J.
A. Fradet
W. Brideaux
Rév. R. Brière
Irenée Gariépy.

B. Gariépy
Laurent Chrétien
André Paris
R. C. Saunders
John Collas
Dr L. Pelletier

AMUSEMENTS ET RÉGATES

MM. WW. Annett, Pres.
C. K. King
E. Gauthier
A. Bourget
L. McKenzie
H. Bechervaise
R. C. Lindsay
Archie Coffin
Lewis Guignon
R. C. Saunders
H. Orviss
R. Eden
Kenneth Annett
T. Monroe
W. Carter
Dr M. Lafontaine

Dr A. B. Ginsberman
E. P. Suddard
W. Kruse
Alban Chrétien
S. Miller
John Joseph
H. Lebouillier
George Davis
Chas. Davis
Dr L. Pelletier
E. L'espérance
S. Sams
R. Patterson
John Stewart
H. Patterson
J. E. Gagnon



Local Committee Has Completed Plans For The Cartier Celebration

C. N. R. Running Special Train From Quebec and Campbellton on August 24th. Gaspé Committee Advises Graphic That Plenty of Accommodation Is Available. No Cars Will be Parked in Gaspé Village But Space is Available in Close Proximity to Scene of Events on Program.

Final plans for the Cartier Celebration at Gaspé on August 25th and 26th are virtually completed, according to a telegram received here this morning.

Cardinal Villeneuve will arrive at Gaspé on Friday and a reception, banquet and display of fireworks will be the opening features of the celebration that evening. The main program which will draw thousands of visitors from far and near will commence on Saturday morning with the arrival of the S. S. Champlain and the parade of picturesque French fishing barques in Gaspé Bay. In the afternoon the unveiling of the memorial cross will take place, this to be followed by a visit to the Count DeLesseps monument, a banquet in the evening and a special display of fireworks throughout the village and basin. Sunday's program will include special church services at both Catholic and Protestant churches and other ceremonies fittingly impressive as a conclusion to this memorable event.

Regarding accommodation for visitors remaining at Gaspé throughout the celebration period, advises state that some two thousand rooms will be available between Douglastown and Gaspé including the village, and two thousand more will be provided for between Gaspé and Fox River. The committee suggests that residents of the Coast should bring tents with them, as it may later be adequate to provide for the great throng of outside visitors.

No parking of cars will be allowed in the village, but parking grounds will be provided in the

immediate vicinity. Special officers will direct the traffic.

found that accommodation is in-

With the Cartier celebration at Gaspé less than ten days away comes the announcement from the C.N.R. that special trains will be used to accommodate the greatly increased traffic on days prior to and following the Gaspé events.

According to an announcement made here yesterday, by railway officials ample provision for all travellers will be provided on the regular and special trains to be run over the Gaspé division on Friday, August, 24th.

In addition to these special coach excursions we have been advised that two special trains will leave Quebec City on Friday the 24th inst. at 2.00 p.m. and 11.00 p.m. These trains will be fully equipped with sleeping cars and will remain on the siding at Gaspé until Sunday evening, arriving in Quebec on Monday.

When asked if these trains would come into Campbellton and whether or not local persons would be able to procure accommodations, C.N.R. officials stated that no definite advice on this point had been received. Information along this line is expected within the next day or two.

Colorful Demonstrations Feature Cartier Celebrations

VAST THROG WILL ATTEND GASPE FETE

Distinguished Visitors To Be
Present at Impressive Cere-
monies Saturday And
Sunday

With thousands of visitors to the Cartier celebration already beginning the first lap of their journey to Gaspé, reservations for accommodation hourly pouring in at hotels in that district and railway stations throughout Quebec and Northern New Brunswick, everything is in readiness for the memorable fete in the historic village four hundred years ago and where on Saturday and Sunday the significance of that event will be commemorated with an elaborate program and the greatest throng of celebrants ever gathered together in a rural district in this part of the Dominion.

While revised and final program has not yet been made available, advices state that all details have been arranged for and that the festivities will include an abundance of features to make the celebration an intensely interesting and colorful affair.

Cardinal Villeneuve will arrive on Friday, and other distinguished guests reaching Gaspé on the same day will include Rt. Hon. R. B. Bennett, Prime Minister of Canada and Hon. E. L. Patenaude, Lieutenant Governor of Quebec. A reception, banquet and display of fireworks on Friday evening will be the opening features of the celebration. The more colorful events on the program will commence on Saturday morning with the arrival of the S. S. Champlain bearing the delegation from France, which will be met in Gaspé Bay by a flotilla of picturesque French fishing barques. In the

5 SPECIAL TRAINS TO TAKE VISITORS TO GASPE FRIDAY

Local Coach Special Scheduled
To Leave Here 10.30 Friday
Night

Five special trains, in addition to the regular Coast service, will carry visitors from Quebec, Northern New Brunswick and other points to Gaspé on Friday for the Cartier celebration which takes place during the coming weekend. One of these, if traffic warrants, will be a local coach special, leaving here at 10.30 Friday night and arriving in Gaspé early Saturday morning.

The first special train will be "Le Devoir" special, bearing a large party of Canadian Press representatives and newspapermen from Montreal, Quebec and points west, which will arrive at Matapedia on Friday morning and leave there at 8.15 o'clock. The next will be a Montreal coach special leaving Matapedia at 10 a.m., and following the regular passenger train to Gaspé will be a local coach special. The Montreal Choir special, bearing a choir of some 200 members as well as other celebrants, will arrive at Matapedia about midnight Friday.

For the return trip, three of the special trains will leave Gaspé on Saturday night between 10 o'clock and 10.40, while the choir special will depart at 1 p.m. Sunday, followed by the press train at 1.30 o'clock. Excursion tickets, it is understood, will be honored on the regular train or on any of the special trains on which accommodation is available.

DELEGATION FROM FRANCE TO ARRIVE SATURDAY MORNING

S. S. Champlain Will Bring
representative Party of
World Notables.

The most representative delegation that France has ever sent to Canada sailed Saturday morning on the S. S. Champlain from Havre for Gaspé, Matapedia, Gaspé and Quebec to attend the forthcoming celebrations being held to commemorate the four hundredth anniversary of the discovery of Canada by Jacques Cartier in 1492. Official delegates from the Government of France; many cities; a number of Chambers of Commerce, Universities and University Faculties; numerous international, scientific, sporting and business organizations; French and English newspapers and from a number of widely known societies of all description, are now bound for Gaspé.

P. E. Flandin, Minister of Public Works, and Sebastien Charbonnet, Rector of the University of Gaspé, will officially represent the French Government while Vice Admiral de Ponteves and the officers of three war ships, the "Vauquelin," the "D'Entrecasteaux" and the "Ville D'Ys," will represent the Navy of France.

The leading French figures of the day in the domains of politics, literature, journalism, medicine, law, science, commerce and industry are among the delegation. While the official delegation numbers a little under 150 people, incidentally, it is worth noting that the Champlain is carrying 900 French citizens who are coming to Canada for the celebrations.

afternoon the great granite cross, erected on the site on which Jacques Cartier raised his simple symbol of faith so many years ago, will be unveiled with impressive ceremonies. Following this there will be a visit to the Count De-Lesseps monument, a banquet in the evening and an unusual display of fireworks throughout the district. In addition to these ceremonies it is understood that the warships anchored in the bay, during the celebration period will give a unique demonstration, and that military and civic activities will contribute to the constant entertainment of the thousands of visitors in attendance.

Sunday's program will include special services at both Catholic and Protestant churches, as well as other ceremonies of an interesting nature. Special music will figure largely in the celebration program, this being furnished by a Montreal choir of some 200 members and a regimental band from Quebec City.

On Sunday, too, will come the ceremony in connection with the cornerstone of the memorial cathedral to be built on the side of Cartier's landing when among those present will be Cardinal Villeneuve, the Lieutenant-Governor of the province, and the sermon will be delivered by Mgr. Camille Roy, rector of Laval University.

DETACHMENTS OF QUEBEC REGIMENTS PROCEED TO GASPE

Two Units With Regimental Band To Attend Celebration This Week

In compliance with orders from Headquarters of the Department of National Defence at Ottawa, two militia units from Military District No. 5 will attend the Jacques Cartier celebration at Gaspé.

A detachment of the Royal 22nd Regiment, comprising one officer, three warrant officers and about fifty other ranks, left Quebec on Monday, accompanied by the regimental band in charge of Captain Charles O'Neill. The other unit will be a detachment of the St. Lawrence Fusiliers, comprising seventy-two officers, N. C. O.'s and other ranks. Both detachments will be under canvas near the village of Gaspé, and Major E. R. Faford, of the latter unit, will be in command of this mili-

NAVAL DEMONSTRATION WILL FORM PART OF CELEBRATIONS IN HISTORIC GASPE HARBOUR

Although definite details concerning the naval part of the programme for the event have not yet been ascertained, it is expected that demonstrations will be given by the R.C.N., destroyers and battleships of the French and British Imperial navies, including war-time manoeuvres, the laying of smoke screens in the harbor outside the Gaspé Basin, broadside attacks, and long range gun firing, at the fourth centenary celebrations.

After taking part in the ceremonial and historical celebrations, H.M.C.S. "Saguenay" will again part company with her sister ship, H.M.C.S. "Champlain," which was commonly referred to by the Ger-

mans during the Great War "Hell of the Atlantic," and will return to Quebec prior, leaving her home port in Halifax.

The officers' staff include captain, Commander R. I. A. Lt.-Cmdr. D. St. G. Lindsay, Lieutenant, Lt.-Cmdr. H. Kirby, Lt.-Comdr. W. Porteous, Lieut. P. Tisdall, Mr. W. G. Cosgrove, T. and Sub-Lieutenant Major C.N.V.R., while Lieutenant J. de, R.C.N.V.R. who came as a Quebec left last evening for headquarters in Toronto and not return east.

The destroyer's crew consists of eight officers and one hundred twenty six other ratings, including seamen, and miscellaneous ratings.

Delegates Of France Leave Jacques Cartier Celebrations

HAVRES, France, Aug. 18.—(C.P.-Havas)—The French official delegation to the Jacques Cartier Centenary Celebration in Canada embarked today on the French liner Champlain.

PARIS, Aug. 18.—(C.P.-Havas)—Heading the delegation of 600 Frenchmen and their wives who leave today to attend the Canadian celebration of the discovery of Can-

ada by Jacques Cartier, Minister of Public Works Pierre-Etienne Fournier gave an interview to the press on the eve of his departure.

"Canada has never ceased to be in her children close and warm relations with 'The Old Country' said. "After 400 years, these relations are still as close and as sentiment as they were during the adventurous epoch of the world who made heroes and martyrs."

PATENAUDE, PREMIER LEAVING ON FRIDAY

QUEBEC, Aug. 22.—(C.P.-Havas)—E. L. Patenaude, Lieutenant-Governor of the province, and Premier L. A. Taschereau are expected to leave Quebec on Friday afternoon for Gaspé to attend the celebrations commemorating the 400th anniversary of the arrival of Jacques Cartier in Canada.

BENNETT IS LEAVING FOR GASPE TONIGHT

OTTAWA, Aug. 22.—(C.P.-Havas)—Premier R. B. Bennett will leave tonight for Gaspé, Que., to part in the celebrations of the centenary of Jacques Cartier's discovery of Canada. Hon. E. Rhodes, Finance Minister, who is now in Nova Scotia, will represent the Government at the celebration in Charlottetown, P.E.I.

BRITISH PARTICIPANTS IN CARTIER FETES



The British Government's representatives to the celebration of the fourth centenary of Jacques Cartier's landing at Gaspé are seen with their wives on board the Empress of Britain as they reached Quebec. On the left is Admiral of the Fleet Sir Roger Keyes and Lady Keyes and on the right are the Rt. Hon. H. A. L. Fisher, P. C. and Mrs. Fisher.

NOTABLES ARE DUE ON EMPRESS LINER

Sir Roger Keyes and Hon. H. A. L. Fisher Will At- tend Cartier Celebrations

Right Hon. H. A. L. Fisher and Admiral of the Fleet Sir Roger Keyes, who are en route to Canada as British representatives to the Jacques Cartier celebrations, will arrive this week on the liner Empress of Britain. The liner is expected at Quebec on Thursday from Southampton and Cherbourg.

Mr. Fisher, who was M.P. for the English universities from 1918 to 1926, is a distinguished historian and political economist and has been warden of New College, Oxford, since 1925.

Sir Roger is honorary colonel commandant of the Portsmouth division, Royal Marines. He has a distinguished diplomatic and war record, commanding operations against Zebrügge and Ostend during April, 1918, and later the same year commanding the Dover patrol.

To Explorer's Memory

GASPE, Que., Aug. 25—(C.P.)—From Balmoral Castle the King sent to Premier Bennett a message expressing his pleasure as well as that of the Queen at the honor done to the memory of the great explorer, Jacques Cartier here today.

The King's message, read by the Prime Minister on the unveiling of the memorial cross commemorating the fourth centenary of Cartier's landing, was in reply to one from Mr. Bennett expressing the loyalty and devotion of the Government and people of Canada.



The King

The text of His Majesty's reply was as follows:

"The Queen and I warmly thank you for the loyal message which you have addressed to me on behalf of the Government and people of Canada on the occasion of the unveiling of the memorial cross commemorating the fourth centenary of the

landing of Jacques Cartier. A great day dawned in the annals of history when Cartier reached the shores of Gaspé with his two small vessels, and I rejoice to learn that representatives of Great Britain, France and the United States of America are gathered together to do honor to the memory of a most intrepid explorer.

"The past four hundred years have witnessed vast changes in the land that Cartier saw. I am convinced, however, that the spirit and courage which animated those heroes of old still remains a precious heritage and under God's guidance will continue today to inspire the peoples of Canada in their united efforts for the greater happiness and prosperity of this great Dominion."



Premier Bennett

Mr. Bennett's Cable to the King

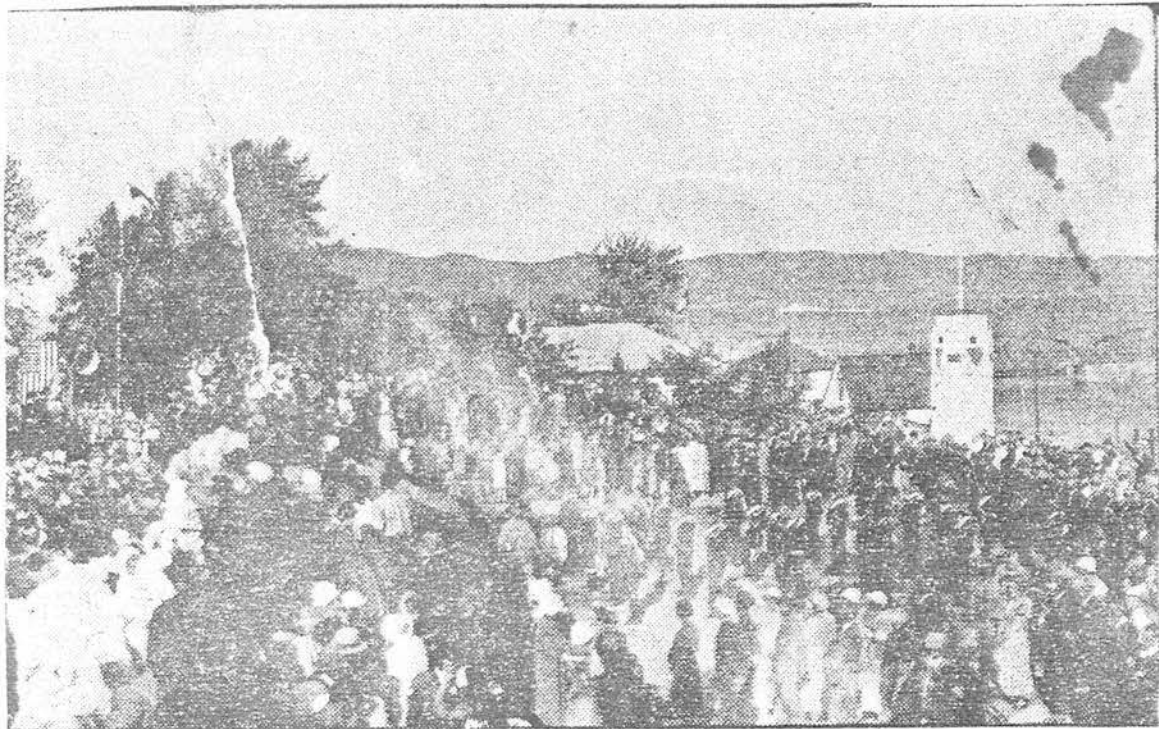
Mr. Bennett had cabled the King as follows:

"On the occasion of the unveiling of the memorial cross erected at Gaspé to commemorate the fourth centenary of the landing of Jacques Cartier in Canada, the Government and people of Canada wish humbly to convey to Your Majesty the sincere expression of their loyalty and devotion.

"Four hundred years ago, the first cross was placed on Gaspé peninsula in the name of France by the illustrious navigator from St. Malo, who opened to civilization that part of a new world. His achievements, which are forever gloriously inscribed on the opening pages of the history of North America, are now being commemorated in Canada, in gratitude to him and to the great country of his birth. English-speaking and French-speaking Canadians join in honoring the brave sailor and explorer who pointed the way to the opening and development by their common efforts of the northern half of a new continent.

"In the four centuries that have passed, both the Old World and the New have undergone tremendous changes, but much abides. The presence here today of representatives of the Governments of Britain, France and the United States is proof of the enduring regard of the peoples of these countries for the qualities of religious devotion and hardy courage which the explorers and pioneers of old displayed, and of their adherence to the ideals of peace and good-will to which this land was dedicated. May Divine Providence, which directed Cartier to these shores on a mission of such promise, grant Your Majesty and Her Majesty the Queen long years of happiness."

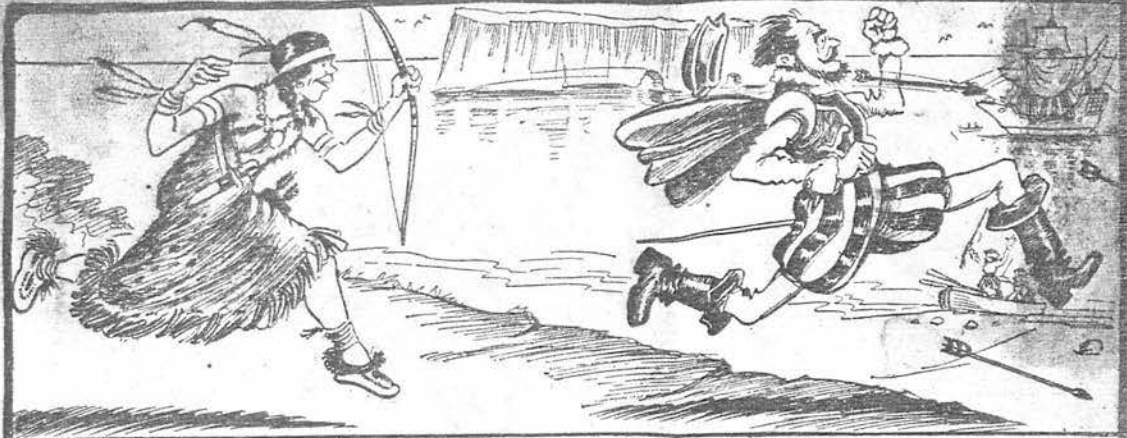
AT THE GASPE CELEBRATION



Church and State joined forces on Saturday in marking the 400th anniversary of the discovery of Canada by Jacques Cartier. The larger picture shows the general scene at the unveiling of the Cross of Remembrance, attended by a huge crowd. The naval guard of honor from the French warships is clearly visible in rear, while on the extreme right is seen the band of the Royal 22nd Regiment.

Near the cross is the platform, with distinguished invited guests. The smaller picture shows: left to right: Senator D. O. L'Esperance; Premier R. B. Bennett; His Eminence Cardinal Villeneuve; His Honor the Lieutenant-Governor of Quebec, Hon. E. L. Patenaude and Premier L. A. Taschereau.

1534—REVISITING THE SCENES OF YOUTH—1934



SHADE OF JACQUES CARTIER (arriving for great celebration in his honour):—Mademoiselle, how beautiful you have grown since I first met you as a child.

PROGRAMME

SOUVENIR

DU 400^{eme} ANNIVERSAIRE
DE LA DECOUVERTE
DU CANADA
PAR

JACQUES CARTIER



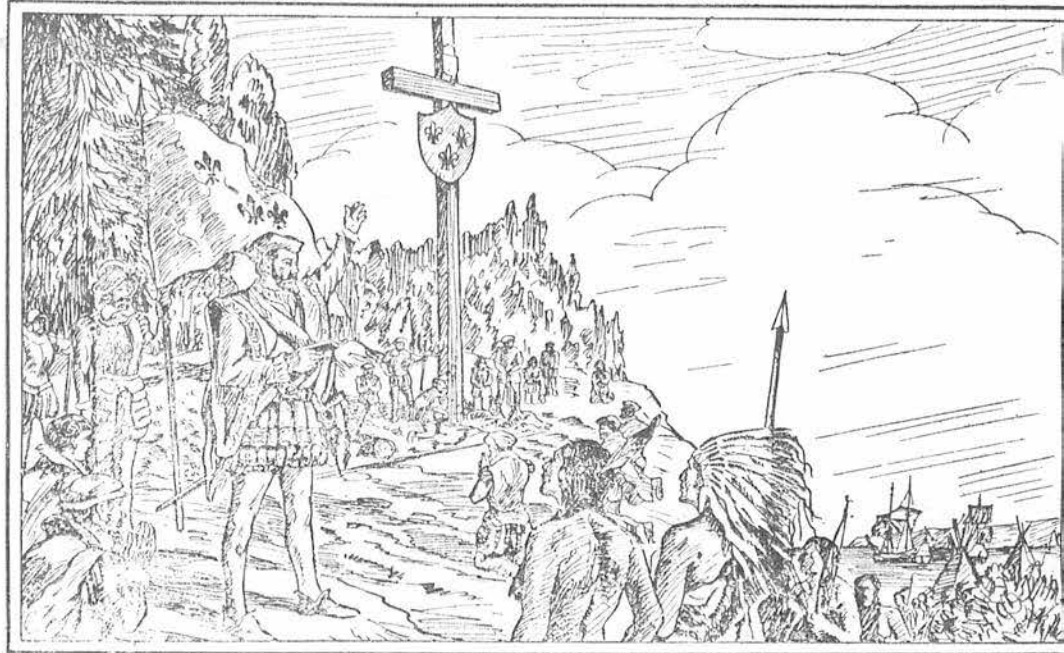
SOUVENIR

PROGRAM

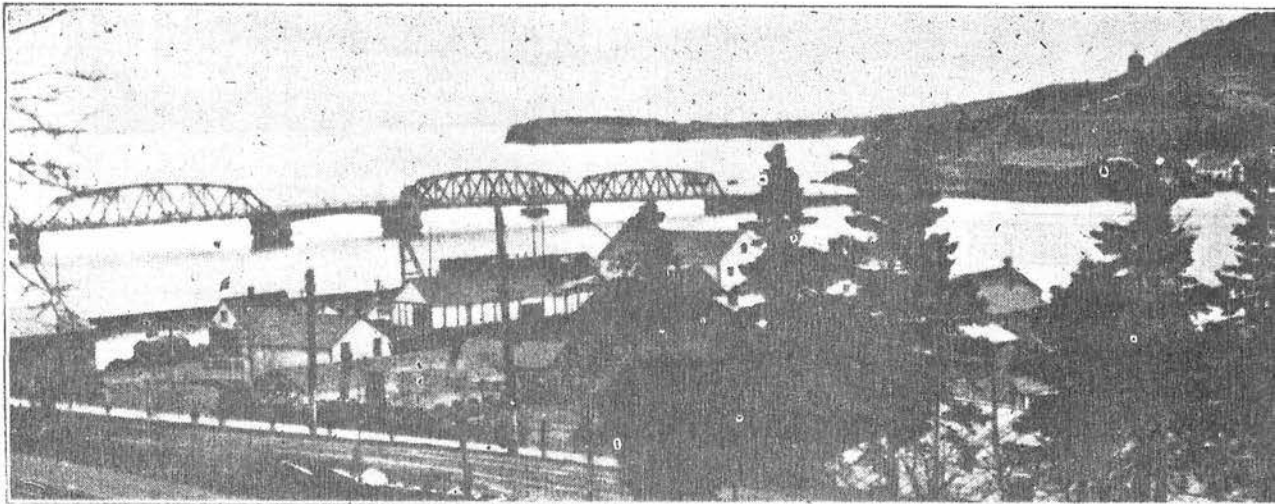
COMMEMORATING THE
400th ANNIVERSARY
OF DISCOVERING OF
CANADA BY

JACQUES CARTIER

Caspe, Que., August 24, 25, 26th 1934.



Cartier erecting a Cross at Gaspé 1534.



Gaspé le pont "Monseigneur Ross". "Monseigneur Ross Brigde" Gaspé.



This program published in commemoration of Jacques Cartier days.

A BRIEF RESUME.

To our readers.—

Volumes have been written—Thousands of attributes paid by men and women for the last 400 years, not only in our fair Canada, but throughout the civilized world, to Jacques Cartier, the discover of Canada (the land of the Maple Leaf), but since the Noble son of France

who left St-Malo 400 years ago apart from the above tributes little or no public commemorations have been held to bring all classes and creeds together to pay tribute, until three years ago the commemoration days were first thought off by The Honourable Senator Rodolphe Lemieux of Quebec, a member of Canadian Senate. The Honourable Gentleman and His Excellency Mgr Ross, Bishop of Gaspé, through their untiring efforts being associated with other prominent personalities. Gaspé will be the scene of great festivities, and will bring many of us back to childhood days.

In the sea port of St-Malo was a smiling morn in May. When the Commodore Jacques Cartier to the Westward sailed away.

In the crowded old Cathedral all the Town were on their knees. For the safe return of Kindsman from the undiscovered seas and every autumn blast that swept over pinnacle and pier filled many hearts with sorrow and gentle with fear.

But the earth is as the future it has it's hidden side, and the Captain of St-Malo was rejoicing in his pride, in the forest of the North while his town's man morn his loss, he was rearing on the shore land the Fleur-de-lis and Cross. And when two months were over and added to the year St-Malo hailed him home again cheer answering to cheer.

Short Synopsis.
JACQUES CARTIER:
THE VOYAGE, THE SOJOURN RESULTS

In the year 1533 Jacques Cartier, master pilot and sea Captain of St-Malo presented a petition to the French Admiral Philippe de Chabot and Seigneur de Brion, (Commander in chief of King's Navy), in which he informed him he wished to continue Verranzano's voyages of exploration in attempt to find a passage to India. He begged permission to undertake the journey and asked that he be given assistance.

The Admiral paid little attention to his plea, but assured him that he would not place any obstacle in his way, and admired his spirit but King Francis who was impressed with Verranzano's tales of his trip, sanctioned the plea on October 31st, 1533, his proposition was accepted and he was given authority to proceed and to make preparation and His Majesty paid for the cost of the expedition. On March 12th the following year he gave Cartier a first sum of six thousands french pounds, equivalent to \$1,200.00.

Our future discoverer equipped two ships about sixty tons each and manned with a crew of sixty-one men, also some small boats. They set sail from the port of St-Malo on April 20th, 1534; reached Chateau Gulf (Belle Isle) on May 27th. He continued in port of Karpont (Quirpion) until June 9th and then crossed the straight of Belle Island reached Blanc Sablon, and the port of Brest. On the 15th Cartier crossed the Gulf to regain the West coast of Newfoundland in which he proceeded as far as Cap de l'Anguille, he then sailed with but a few stops to in the direction of Magdalen Island. On the 28th the expedition reached the north-east of Prince Edward Island at Cal d'Orleans (Kildare). On July 2nd reached east shores of New-Brunswick and at the north point of Miscou island, which he named Cap d'Espérance (cape of Hope) as he entertained the hope of finding a passage to the Indies. He crossed the Bay and took shelter in a port today called, Port Daniel.

On the 8th a group sailed up the Bay far as Matapedia, in order to find a passage that would allow them to go further west, as they had discovered at straight of Belle-Isle. On July 8th that the Baie des Chaleurs, Bay of Heat, was named. On the 13th arrived at Cap de Pre, or Prato, PERCE. Terrific storm came and he and his men were forced to seek shelter in bay of Gaspé. And he and his men gave thanks to God for their safety and erecting a cross here. Cartier made two trips later and arrived in Montreal then named HOCHELAGA and cared for the sick and read the Gospel of St. John to the Indians and remained in winters quarters and erected a cross he and his men suffered great hardships and 25 died and he arrived back to St Malo, July 1536 and again brought assurance that Canada was the land of great promise.

Four years later October 1540, the king issued another commission and further grant and with five ships and 150 sailors in May 1541 he returned in three months and again made another trip in 1543.

Cartier retired to private life and in 1557 this noble seaman of France passed away and his remains were laid to rest in St-Malo Cathedral.

FINIS.

PROGRAMME

VENDREDI, 24 AOUT.—Vers 5 heures: Arrivée de Son Eminence le Cardinal Villeneuve. Réception religieuse à la crypte de la future Basilique.

7 heures: Dîner donné par les excursionnistes du *Devoir*.

9 heures: Fête de nuit.

SAMEDI, 25 AOUT.—Dans la matinée. Arrivée des Officiels sur "Champlain". Escorte des barques de pêcheurs.

3 heures: Sur le terrain de la Basilique: dévoilement de la croix érigée par la Commission des Sites et Monuments Historiques du Canada. Discours officiels.

6 heures: Banquet officiel offert par le Comité National des Fêtes du IV^e Centenaire. Discours.

ILLUMINATION ET FETE DE NUIT.

DIMANCHE, 26 AOUT.—9½ heures: Bénédiction et pose de la pierre angulaire de la BASILIQUE-SOUVENIR, et messe militaire chantée par Son Eminence le Cardinal Villeneuve. Sermon par un Prélat de France.

Vers 1 heure: Départ du "Champlain". Escorte des barques de pêcheurs.

AUGUST 24th EVENING.—Canadian Navy Fire Salutes. Welcome.—Representatives from France, England and United States, etc. On boats of French Navy, one prominent writer will be welcomed, a member of French Academy, Hon. Henry Bordeaux, a writer of note. Also Marquis de Montcalm descendant of Gen. Montcalm and 1000 others on French boats, named: Ville d'Ys and D'Entrecasteaux the french 142 famous Band.

PROGRAMME, Suite

AUGUST 24th.—200 fishing boats illuminated, the musical chimnes will ring out from the Basilica. Banquet, 1000 girls of Gaspé will serve, dressed in ancient french attire. The right Hon. R. B. Bennett, Prime Minister of Canada will unveil the mammoth cross 42 tons in weight given by Historical Sights committee. Choir. Les Chanteurs of Montreal will be heard. 22nd Band of Quebec Batallion. Address by Hon. Premier Taschereau, of Quebec and many others. Fire Works, Band, Concerts, etc. All happenings will be broadcast by permission of National Radio Commission.

Mr. J. E. Gagnon, Mgr Housing committee, 25 miles from Gaspé, look for signs appearing for excellent accommodation.

Camping grounds and parking spaces.

R. C. M. Police will be stationed in Gaspé and along route. Watch signs saying Low Compression. DO SO.

PARTIAL LIST OF COMMITTEES

Hon. President: His Excellency Bishop Ross.

Hon. Vice-president: Hon. Rodolphe Lemieux.

Hon. Vice-president: Hon. Thomas Chapais, Hon. Chas. Marcil.

Right Hon. R. B. Bennett, Lord Bessborough, Governor General of Canada.

Right Hon. McKenzie King, Hon. Taschereau, Hon. James McMillian.

LOCAL COMMITTEE

Mayor Chas Davis, Gaspé, J. E. Gagnon, Gaspé, J. E. Bourget, Chas Lindsay.

Few Spots of interest en route

Gaspé is considered the ideal spot on the coast there is excellent bathing and the scenery cannot be surpassed.

The Mayor and Citizens welcome you.

RIMOUSKI

One of the most thriving towns in Quebec and the hospitality of the people is quite noticeable by tourists.

NOUVELLE—Population 1,727

After passing through some fine woodland stretching between the sea and beautiful pine clad mountains, we reach the Parish of Nouvelle. This municipality dates back to 1869.

Few Spots of interest en Route

NEW RICHMOND—Population 2,534

The Parish of New Richmond, situated at the mouth of Little Cascapedia River, was founded in 1831.

While the great majority of the people are farmers, there is some fishing on the seaboard; and lumbering is an equally thriving industry, keeping several sawmills operation.

MATANE—Population 5,314

Matane, or to give its full name, St-Jérôme de Matane, is situated on the shore of the St. Lawrence.

It is the most important industrial center along the north bank of the St. Lawrence, east of Rimouski.

While the principal occupation of the people in the rural district is general farming.

CARLETON—Population 809

Nestling almost at the water's edge between the mountains and the sea, Carleton is a place which will long remain a favorite among summer resorts of Eastern Canada.

PERCE—Population 1,292

As the traveller reaches the top of what has so properly been named "Surprise Hill," he obtains the most wonderful and unique sight of all this land of wondrous beauty where the tourist's dreams come true: Percé the scenic marvel with its giant pierced rock, and picturesque Bonaventure Island, of which a brief description is given below, one of the most enchanting summer resort in all America.

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Repairs, Accessories and
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FLYNNS CABINS PERCE, P. Q.

RIGHT ON THE BEACH. FLUSHING SYSTEM. FILL UP GAS AT ANNETTS SERVICE STATION GASPE

ROUTE LOG. HALIFAX TO GASPE COAST

Halifax to Moncton	187 miles
Moncton to Chatham Ferry	90 "
Chatham to Bathurst	45 "
Bathurst to Matapedia	80 "
Matapedia to Carleton	45 "
Carleton to New Richmond	19 "
New Richmond to New Carlisle	33 "
New Carlisle to Port Daniel	22 "
Port Daniel to Chandler	23 "
Chandler to Perce	35 "
Perce to Gaspé	38 "
Gaspé to Fox River	30 "
Fox River to Grand Vallee	39 "
Grand Vallee to Mount St. Peter	39 "
Mount St. Peter to Matane	92 "
Matane to Ste-Flavie	29 "
Ste Flavie to Rimouski	20 "

HOTEL MADELEINE
MADELEINE
P. E. SASSEVILLE, Prop.

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GASPE
Real Service. Phone us if in
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Go to the pictures to-night.
Great Show.

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CHANDLER

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MECHANICAL
PORTAGE MANCHE
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Such as Fashion Craft, Sla-
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WAFERS GARAGE
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Fishing and hunting parties.
Moderate prices.

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Service de taxe jour et nuit
Limousine à votre disposi-
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CAPE COVE
CAPE D'ESPOIR
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Quiet and comfortable.
Lobsters and fresh fish a
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Home Cooking. Meals serv-
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Newly built. Moderate rates.
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Excellent Canadian Cooking.
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Meals at all hours.
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COUNCIL AND CITIZENS
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(SHIRETOWN OF RESTIGOUCHE COUNTY)



HEARTILY COMMEMORATE

THE 400TH

ANNIVERSARY OF

JACQUES CARTIER

AT

GASPE, AUGUST 1934

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OF GASPE

EXTEND TO ALL VISITORS A MOST HEARTILY WELCOME ON JACQUES CARTIER DAYS.

SPECIAL SOUND TALKIES, FIRE WORKS, DANCING, ETC.
John Connolly, Baritone — Patriotic number (be selected)
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Excellent meals and rooms.

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