New Brunswick
Canada
This Book

is addressed by the New Brunswick Government Bureau of Information and Tourist Travel to pleasure-seekers everywhere. We hope that as you turn its pages you will put yourself into every picture—imagine yourself enjoying in New Brunswick the vacation of your heart's desire. These pictures will suggest some of the ways to have a good time here. We invite you to come and explore for yourself this enchanted country of dark evergreen trees with its famous Fundy Tides, its teeming rivers, its thousand and one sky-blue lakes. Hither, come hither and see!

For full details concerning a New Brunswick vacation, write:

New Brunswick Government Travel Bureau
47Z King Street
Fredericton, New Brunswick, Canada
QUESTIONS ABOUT NEW BRUNSWICK

QUESTION 1. JUST WHERE IS NEW BRUNSWICK?

ANSWER 1. New Brunswick, the largest of Canada’s three Maritime Provinces, is a tight little rectangle of some 28,000 square miles nearly as broad as it is long, bounded on the west by the neighboring State of Maine, on the east by the historic Gulf of St. Lawrence, on the north by the sister Province of Quebec and on the south by the Bay of Fundy.

QUESTION 2. HOW LONG DOES IT TAKE TO GET TO NEW BRUNSWICK?

ANSWER 2. Fast, modern methods of transportation have brought the restful countryside of New Brunswick only a few hours away from the crowded cities of the continent. Even a short vacation is now long enough to include days of real rest and recreation in this sunny, sea-girt vacation land. New York is but 5 hours away by 'plane, 17 hours by train, 2 to 3 days by automobile and 24 hours by boat.

QUESTION 3. WHAT IS THE BEST TIME OF YEAR TO VISIT NEW BRUNSWICK?

ANSWER 3. Holidaying in New Brunswick should not be limited to July and August. June and September are also ideal months and there are special attractions as early as May and as late as October. Spring, with the poignant beauty peculiar to the northland, comes to New Brunswick in May and the gorgeous pageant of autumn color is not usually at its best until October. There is no really cold weather in any of these months. Summer clothes with warm top coats suffice. Wraps are indispensable practically every evening even in mid-summer. Warm sunny days are invariably followed by cool temperature nights.

QUESTION 4. WHAT IS THERE TO DO AND SEE IN NEW BRUNSWICK?

ANSWER 4. Whatever your favorite hobby may be, there is a chance for you to enjoy it in New Brunswick. Here you can motor on scenic highways explore intriguing byways, hike, camp, canoe, swim in warm salt or fresh water, fish, hunt, sail, golf, play tennis, ride, attend country fairs and horse races, sketch, click your camera, discover rare birds, unusual wild flowers, Indian arrow-heads or pre-historic fossils according to your own particular interests. New Brunswick’s wide-open spaces are yours to explore. The more you allow your whims to be your guide, the more you will enjoy this unspoiled, unexplored vacation land.

QUESTION 5. HOW MUCH WILL A TRIP TO NEW BRUNSWICK COST?

ANSWER 5. Far less than you expect—for living costs here are very reasonable. Comfortable, attractive accommoda-
Welcome to New Brunswick

A Message from the Premier

Turn this friendly page...

And start on a journey of word and picture through the timeless holiday land that is New Brunswick, Canada...

Here you will see the deep quiet things in life, the abundant beauties of Nature, almost feel the solace of wood, stream and rhythmic tides...

Here is the glamour of the Old World, the thrill of the unfolding new...

Then come to New Brunswick... Explore the past, evaluate the present at your own leisure...

Move freely and without wartime restrictions, over broad paved highways that lead to ocean playground or charming inland retreat, to haunting lakeside, to the threshold of some great winding river...

Relax in the clean, pleasant accommodations of modern hotels and resorts, or enjoy the atmosphere of farm home and country inn...

Our facilities will make your visit convenient, our people will make it memorable.

Sincerely,

[signature]

Premier

A Message from

Hon. R. J. Gill

To those kindred souls who tingle to the joy of discovery, be it from a modern motor car speeding over a paved highway or from a canoe gliding noiselessly over the bosom of some woodland stream...

To those who find romance in the sands of a foamwashed cove, or a rocky headland shrouded in the grey mists of a summer's dawn, or in the flight of wild sea birds in a tall ship's wake...

To those who thrill to a singing reel and a rod bent double as silver fins flash in the sunlight...

To those who rejoice in the crunch of hoar frost beneath the tread of heavy boots when autumn turns the maples red, or find music in the sigh of a night wind through the pines...

We dedicate this book.
AMONG the chief glories of New Brunswick must surely be reckoned her many lordly rivers. From the Madawaska to the Missasquash, their very names are music in the ears—Patapedia and Petitcodiac, Kennebecasis and Kouchibouguac, Restigouche and Richibucto. Nerepis and Nepisiguit, Miramichi and Musquash, Tobique, Tetagouche and Tantramar. The Indians loved these goodly rivers and gave them such fitting names as Richibucto, "the long harbour", Petitcodiac, "the river that bends like a bow" and Nepisiguit, "Leaping Water". In a great many cases the descriptive and poetic Indian names still persist. The Indians had good reason to love these hundreds of miles of navigable waters for in early days they were the only highways. The St. John provided a direct water route between Quebec and New England and Acadia down which the Indians paddled to trade or to make war. During the days of the French régime the rivers served to transport furs and hides and masts for the French Navy. And for many years, they were the only highways that were available to the English settlers.

The Miramichi at Boiestown

The Miramichi and its main branches spread out through central New Brunswick to the east like a moose's antlers. Every branch is a famous angling river leading inland to the remote haunts of moose, deer and bear.

The Nashwaak

Route 8, leading across the Province from Fredericton to Bathurst follows for twenty-three miles the elm-hedged intervales of the lovely Nashwaak Valley.

The Miramichi

From Boiestown to Newcastle route 8 follows for sixty-three miles the curving banks of the beautiful Southwest Miramichi River.

Upper Basin, Grand Falls
St. John River

The curve in the river pictured here hides the great Grand Falls from view. There is a legend that a Maliseet Indian maid, captured by a band of marauding Mohawks, was able because of this curve to deceive her captors and lure their flotilla on to be swept over the Falls to its destruction.
The RIVERS of NEW BRUNSWICK

The Upper Reaches of the St. John

This view of the St. John River glimpses the rolling uplands of pastoral Madawaska County—one of the Province’s many mixed farming areas. It is through the gateway of Madawaska that many visitors enter the Province. This thriving Country’s chief towns are Edmundston, a pulp and paper center, and St. Leonard.

The Kennebecasis

The Kennebecasis River from its headwaters to its mouth is a park-like stretch of level intervals lying between rolling ridges. Toward its mouth it widens into an island-studded bay, the shores of which are lined with summer cottages and suburban homes.

The Restigouche at Morrissy Rock

The Restigouche River Valley, seen from the vantage point of Morrissy Rock, seven miles west of Campbellton, is one of New Brunswick’s finest views. Morrissy Rock is an interesting phenomenon—a natural tunnel through which the main line of the Canadian National Railway passes.

The Nashwaak

Across the St. John River from Fredericton is the mouth of the Nashwaak, a favorite angling stream. Its calm winding beauty can best be appreciated by the non-angler when viewed to the accompanying rhythm of a dipping paddle. Competent guides with canoes may be obtained here.
The Rivers of

The Restigouche

Hailed by sportsmen as the world’s greatest salmon stream, the Restigouche is the dominating river of northern New Brunswick. Its headwaters in Madawaska County are only fifteen miles from the St. John River at St. Leonard. Flowing north-east for miles through a green-meadowed valley bordered by dark forest-clad heights, toward its mouth it expands into a beautiful wide estuary on which Campbellton and Dalhousie are situated.

The Upsalquitch

The Upsalquitch, a major tributary of the mighty Restigouche which flows from the south, like its parent stream is also a famous salmon river. It too leads to the forested retreats of moose, deer and bear. The visitor who is neither angler nor hunter, however, should not miss the thrill of a drive along its wooded banks.

Two Views of the St. John

Both the view at the left, and that above, are typical scenes along the St. John River between Fredericton and Woodstock, New Brunswick.
The St. John

The St. John River, so named by Champlain in 1604 because he first came upon it on June 24th, the Feast Day of St. John the Baptist, is the mightiest river of the North American Atlantic Coast south of the St. Lawrence. Beautiful all along its 400 mile course, its outstanding scenic features are the Grand Falls, 220 miles from the sea, and the world-famous Reversing Falls at its mouth. Numerous fine salmon pools are to be found on the St. John River between Fredericton and Grand Falls.

The Restigouche

The view at the right is typical of the Restigouche Valley with its many low-lying islands and green, forest-clad hills.

The St. John at Belyea's Point

For miles along the lower reaches of the St. John its banks are dotted with summer homes. This entire area is a warm weather playground for the city folk of Saint John. Everywhere there are fine sand beaches and ideal facilities for bathing and boating. The many picturesque lighthouses dotting the shores guide the river steamers which ply regularly between Saint John and Fredericton, the capital.
New Brunswick has many beautiful lakes, ranging in size from the great arm of the St. John River flung east to form the seventy mile expanse of Grand Lake, to innumerable smaller inland waters. The many lake shores offer a wide variety of excellent locations for summer homes with unlimited opportunities for fishing, sailing, canoeing and bathing. In certain of New Brunswick's lake regions well-appointed lodges and camps afford ample scope for social activities. Other lakes are quite inaccessible and provide the thrill of a trip with an experienced guide and the fun of pitching camp in some remote solitude. A typical resort, annually attracting an increasing number of visitors, is beautiful island-studded Skiff Lake, in the midst of a charming woodland country just twenty-seven miles from Woodstock, where summer water sports are available and land-locked salmon and trout are plentiful. The three lakes pictured here are: at upper right, Skiff Lake in York County; the centre, Silver Lake at Middle Sackville; and below, Grand Lake, Queens County.
Beautiful Baker Lake in Madawaska County

An Ideal Spot in which to enjoy a summer's day!

To get to Baker Lake, the motorist should leave route 2 at Edmundston and follow route 20 for 25 miles to the southern tip of the Lake. This interesting road runs half way across the narrow ribbon of land, extending miles west of the rest of New Brunswick, which separates Quebec from the State of Maine.

The charming white Church reflected here in the quiet depths of Baker Lake is one of several interesting Roman Catholic Churches in Madawaska County where the majority of the people are French Acadians devoted to their religion and proud of their splendid churches.

To the right—Lake Utopia in Charlotte County is glimpsed through the fairy-like white birches bordering its wooded shores. Utopia, largest of a network of lakes in this lovely lake county, is well-known among anglers for its abundance of unusually large, fine-flavored trout.

The most perfect natural canal in the British Empire is formed by Lake Utopia and its draining river, the Magaguadavic, which is both intake and outlet for the Lake. A delightful day's outing may be enjoyed by hiring an experienced boatman at St. George and taking the beautiful trip through this unique and unusual natural canal.

The five-mile length of Baker Lake in Madawaska County is dotted with fine sandy beaches such as the one pictured here. The shores slope gently providing safe bathing for the tiniest tots. Many summer cottages are located along this lake.

The boat pictured at the right is shaped like the old "Madawasca Peroule" famous in this Province one hundred years ago. The Peroule was hollowed out of a large pine log and used by the "habitants" to carry their maple sugar and other products to markets in Woodstock, Fredericton, and elsewhere.
Scenic New Brunswick has probably been best described in all its varied charm and beauty by the two best-known and best-loved of New Brunswick poets, Sir Charles G. D. Roberts and his cousin, Bliss Carman. The poems of these native sons put into words what most of us feel but cannot so well express as we wander about this Province's tide-washed coast, lovely islands, tranquil inland valleys and hushed forest lands. In his "Songs of the Common Day," Roberts has carefully and beautifully depicted almost every phase of our New Brunswick scene. In each of these sonnets the reader finds a true miniature of some innate aspect of New Brunswick life.
A phenomenon unique on the continent of America attracts thousands of visitors each year to Moncton, New Brunswick. This is the tidal wave or "Bore" of the Petitcodiac—a wall of water ranging in height from three to six feet and stretching from bank to bank—that rushes up from the Bay of Fundy past the city at the bend of the river more than twenty miles from its mouth. The Bore is said to be caused by the shape of Fundy Bay and of the channel of the Petitcodiac River. The best time to view this strange tidal wave is at new and full moon when it reaches its most spectacular height, and the best place to see it is from the Bore View Park, lower Main Street, Moncton.
A Few Verses from Bliss Carman's

"Joys of the Road"

"Now the joys of the road are chiefly these:
A crimson touch on the hardwood trees;
A vagrant’s morning wide and blue,
In early fall, when the wind walks, too;
A shadowy highway cool and brown,
Alluring up and enticing down
From the rippled waters and dappled swamp,
From purple glory to scarlet pomp;
The outward eye, the quiet will
And the striding heart from hill to hill."
Of his old home on Tantramar, Sir Charles G. D. Roberts, writes:

"Yonder, toward the left, lie broad the Westmorland marshes.—Miles on miles they extend, level, and grassy, and dim. Clear from the long red sweep of flats to the sky in the distance . . . .

"Nearer a white sail shines across the water, and nearer Still are the slim, grey masts of fishing boats dry on the flats. Ah, how well I remember those wide red flats, above tide-mark Pale with the scurf of the salt, seam-ed and baked in the sun! Well I remember the piles of blocks and ropes, and the net-reels Wound with the beaded nets, dripping and dank from the sea!"
SCENIC NEW BRUNSWICK
One of the wonders of the world is the remarkable Reversing Falls at the mouth of the St. John River at Saint John. Half of the time the river empties naturally into the sea; the other half it reverses its flow and rushes back inland. This strange and abnormal activity is caused by the tremendous tides of the Bay of Fundy. At low tide, the river waters, suddenly compressed into a narrow gorge at the outlet of the river, foam and swirl angrily out to sea. At half tide, because there is an average tide of 28 feet in Saint John Harbor, the waters of river and ocean balance each other for a brief period. And at high tide, the ocean waters have won and race inland as fiercely as they raced seaward at low tide.

Where Ocean and River Meet

The Reversing Falls of the St. John River are shown above at half tide when the waters of river and harbor are practically level.

Ox Power—Allardville

Patient and enduring, no farm animal is more useful to the New Brunswick pioneer than the humble ox, "which hath his bow".

The Indian's Summer "Cottage"

New Brunswick Indians, descendants of the Micmac and Maliseet tribes, enjoy summer in the open.

A Trappist at Rogersville

Trappists from France operate a carding mill in their self-sustaining monastery community at Rogersville, Northumberland Co.

"Buy a Basket Lady?"

An interesting selection of baskets made by New Brunswick's first craftsmen, the Indians, may be purchased in Fredericton, the capital city.
"Glooscap Gorge" is one name given the narrow gorge at the outlet of the St. John where the Reversing Falls foam and swirl. It is named for Glooscap, Indian demi god, one of whose duties was to protect men from dangerous animals. At one time, the Beaver much larger than he is now, caused considerable damage by building houses and blocking up rivers. He built one great dam across the mouth of the St. John and flooded the interior of the country. This barrier Glooscap destroyed with a blow of his club. Part of the dam drifted out into the harbor to become Partridge Island; while part of the club formed Split Rock in the midst of the Falls.

In New Brunswick clamming is not only good sport but good business as well. Clam canneries flourish in Charlotte County and the Co-operative at Neguac, Northumberland County, puts up a brand unexcelled in delicacy of flavor.

This interesting memorial was erected over the grave of Right Reverend Monsignor Richard, the first priest of Rogersville Parish, Northumberland County.

This log church of the depression pioneers built at Allardville in 1932, has already been replaced by a frame structure.

"So little and so kind a shrine"

The Shrine pictured above may be seen at Chatham in the grounds of St. Michael's Academy. Many such picturesque shrines are to be found scattered over New Brunswick. Among these are the Shrine of Notre Dame de Lourdes at St. Louis, Kent County on the east coast, and in the west of the Province near Canterbury—the forest Shrine dedicated to St. Francis of Assisi and visited each August by pilgrims from all over America.

To the right above is pictured one of several such romantic old-time swing bridges which cross the beautiful Miramichi River.

Fundy waters yield a rich annual harvest of fine herring—the smallest of which are canned and sold all over the world as New Brunswick sardines.

Take your choice—and when you choose New Brunswick lobster, fresh caught and boiled in sea water for added tang—you're getting the world's best!

In summer, when the river water is at its lowest, the deep mile-long Gorge of the Grand Falls of the St. John River may be seen to the best advantage.
Hydraulic Fish
This hydraulic fish invented by Arthur W. Attridge "to save work" is a near approach to perpetual motion. It may be seen at Mr. Attridge's farm near Doaktown, Northumberland County.

Maliseet Chieftain
Chief Soulis heads the Maliseet Indians living on the reservation at Maliseet, a few miles up the Tobique River from Perth. New Brunswick was originally occupied by two tribes of the great Algonquin race, the Micmacs and the Maliseets. The descendants of the Maliseets now live chiefly along the St. John River and its numerous branches.

The Rocks, Hopewell Cape, Albert County
These fantastic forms have been carved out of the red sandstone cliffs bordering the Peticodiac River by the ceaseless action of the Fundy tides. The Rocks should be visited at low tide when it is safe to explore their mysterious caves and dark caverns. Camera enthusiasts and artists never tire of photographing and sketching these weird masses which assume as many different forms in the changing lights of sun and shade, as there are men to see them.

Old Covered Bridge
The new roof gleaming on the old covered bridge over Nelson's Hollow, Northumberland County, shows that people in this part of the world want to preserve these romantic old structures so prized by past generations. Many such "old-timers" still span New Brunswick's rivers and sleepy creeks.

Paradise Found!
Business men and women find in New Brunswick the ideal summer playground in which to revitalize. Warm, sunny days, cool refreshing nights, tonic pine-scented air, magnificent spruce-fringed rivers, miles of gleaming seacoast — a veritable outdoor paradise in a climate that is unsurpassed.
Farther down, on the slope of the hill, was the well with its moss-grown Bucket, fastened with iron . . .

As New Brunswick was originally part of Acadie, all old wells in the Province are reminiscent of Longfellow’s "Evangeline".

"Home is the Fisherman Home from the Sea . . .

Typical salmon drift boats anchored at the wharf at Point Escuminac, Northumberland County, 35 miles from the town of Chatham.

Roman Catholic Church, Grand Anse
Parishioners of Grand Anse, Gloucester County, built this fine church with their own hands from native gray sandstone.

INTERESTING NEW BRUNSWICK

Native Craft Workers
The descendants of the Maliseet Indians who live "up Tobique" are expert craftsmen. Their attractive and well-made baskets, fragrant with the aroma of sweet hay, may be obtained at the reservation near Perth or at The Trading Post at Andover.

Do You Like Dulse?
Dwellers by the sea in New Brunswick are born lovers of dulse—the ruddy edible seaweed with the piquant salty tang which grows on the rocks along the Fundy Coast. Strangers, however, no matter how much they may enlure over other native New Brunswick foods frequently draw the line at dulse. Nevertheless tons of it are shipped all over the world. The dulse gatherer below is busily at work at Dark Harbor, Grand Manan.
Country Life in Campobello

There is no more romantic spot in Canada than lovely little Campobello Island—site of the Roosevelt family summer home. This Island, ten miles long by two miles wide, was granted by the Crown to Admiral William Owen in 1767 and for more than a century it was ruled by him and his descendants in feudal splendor. Now it is an ideal summer resort and a quiet all-year-round home for fisherfolk.

The Longest Covered Bridge in the World

The bridge spanning the St. John River at Hartland, Carleton County, is alleged to be the longest covered bridge in the world. It measures 1282 feet. The motorist who enjoys the dusky cool tunnel of the bridge yet does not wish to miss the view as he crosses the river should slow down to a speed of about 25 miles an hour which allows an almost unobstructed view of the river through the cracks in the side walls of the bridge.

Magnetic Hill, Near Moncton

Five miles from the city of Moncton there is a spot where motor cars in defiance of all laws of gravitation seem to travel uphill without benefit of gasoline. Only by experiencing it for yourself, can you believe that this strange phenomenon actually exists. The procedure is this:—Drive your car to a well marked point between two hills. Shut off the motor—release the brakes and throw the gears into neutral. The automobile then begins to move uphill gathering momentum as it climbs. Visit New Brunswick’s queer, intriguing “Magnetic Hill” and experience the thrill of seeing your car climb a hill of its own free will!
High Tide at St. Andrews

As the tide marker shown here registers only 21 feet, the photographer must have taken the above picture at slightly less than average high tide. The picture directly below is a view of the same wharf at low tide. A comparison of the two pictures makes very clear the sort of performance staged twice daily by old Fundy's spectacular waters.

Low Tide at St. Andrews

One of the tricks of the tide which greatly interests visitors to St. Andrews is the "road" across to Minister's Island which at high tide, must be traversed by boat but which at low tide, is excellent for automobiles. On Minister's Island is the estate of the late Sir William Van Horne, one of the founders of the Canadian Pacific Railroad. His daughter, Miss Van Horne, very generously invites visitors to drive through the exquisite gardens brilliant with bloom and to enjoy the magnificent view over Passamaquoddy.

Happy Retreat

Among the many artists and writers who have found "snug harbors" and quiet workshops in New Brunswick is the American portrait artist pictured here. His summer home at Boiestown, Northumberland County, fashioned from logs and completely equipped with furniture hewn from native woods, is unique and lovely. When even the casual visitor is so inspired by a visit here, how stimulating must be the effect on a creative artist who has chosen to make this typical bit of New Brunswick his home!
New Brunswick's dramatic story goes back a long way and is as full of romance and adventure, of daring conquest and courageous struggle as the history of any old-world country. Our written records include Indian times, the days of French ascendancy, the century and a half of struggle between the French and English culminating in English supremacy, the period when this Province was the County of Sunbury in the Province of Nova Scotia, the coming of the Loyalists at the close of the American War of Independence, the creation in 1784 of the separate Province of New Brunswick and its development as part of the Dominion of Canada since 1867. With the help of the exhibits, records, maps and pictures preserved in the two Museums, the New Brunswick Museum at Saint John and the Fort Beauséjour Museum at Chignecto, it is possible to reconstruct in imagination the thrilling history.
and dangerous days of the pioneer adventurers, traders, missionaries, soldiers and settlers. The material for many a romantic story and many an epic poem waits in New Brunswick for the writer in search of noble and as yet unrecorded deeds. The National Parks Bureau of the Federal Government, assisted by the Historic Sites and Monuments Board of Canada, an honorary body whose members are historians of note, one of whom is New Brunswick's distinguished son, Dr. J. Clarence Webster, C.M.G., M.D., D.Sc., LL.D., F.R.S.C., has marked the chief historic sites in the Province appropriately. In most cases, road signs indicate that these historic sites are so many feet ahead and the visitor is urged to stop and read the inscriptions so that he may know what historic deeds have taken place near the place where he is now traveling in New Brunswick.

Christchurch Cathedral, in Fredericton, has the distinction of being the first Cathedral Foundation on British soil since the Norman Conquest in 1066.

Center right: The Lych-Gate at the old Loyalist Church in Hampton under which the corpse was rested on its way to burial in the churchyard.

Below at right: Interior of Fort Beauséjour Museum where relics of Indian, French and English Colonial times tell a vivid story of the Province's early days.

Directly below: An interior view of the New Brunswick Museum, built in Saint John in 1934 to commemorate the 150th anniversary of the Province.
Their Majesties

ON THEIR RECENT VISIT TO
NEW BRUNSWICK

NEW BRUNSWICK'S welcome to King George and Queen Elizabeth was warm and sincere. June thirteenth, 1939, the day Their Majesties spent in this Province, will be long and gratefully remembered. Newcastle on the Miramichi was the Royal Couple's first stop in the Maritime Provinces. From Newcastle Their Majesties drove the 105 miles along scenic Route 8 to Fredericton—the longest motor trip of their entire Canadian tour. After receiving the Province's official welcome at the Capital, they proceeded to Saint John and from there to Moncton, last stop of a happy day in the old Loyalist Province of New Brunswick.

At Fredericton, school children massed in front of the Parliament Building, cheered themselves hoarse as the King and Queen, escorted by the Lieutenant-Governor, entered the Legislature where an address was presented to them on behalf of the Province by Premier A. A. Dygart. The Royal Couple then proceeded to Lady Beaverbrook Hall on the campus of the University of New Brunswick where an official luncheon was tendered. The china and silver used were made especially for the occasion. The china was Royal Doulton made in England; the silver manufactured in Canada from native metal; and each piece of both china and silver bore the Royal Monogram and the Coat of Arms of the Province of New Brunswick. Two unannounced stops were made by the King and Queen on their motor trip from Newcastle to Fredericton; the first at Millerton, where they exchanged greetings with the thousands of rural folk who lined the roads; and the second at Doaktown, where they took tea at the Gilks House.

Saint John, founded by the United Empire Loyalists in 1783, and the oldest incorporated city in the Dominion of Canada, greeted Their Majesties with stirring enthusiasm. The cool, bracing seaside climate with its tonic air added greatly to the enjoyment of the historic afternoon. King George was particularly interested in the modern harbor facilities of this great Atlantic port with its huge grain elevators and shining new docks. The Royal Visit to Saint John wrote another chapter in the dramatic history of the proud old Loyalist City.

The visit of King George and Queen Elizabeth recalled earlier Royal visits to New Brunswick. In 1794, the Duke of Kent, the present King's great-great-grandfather, visited Saint John where he viewed the famous Reversing Falls and insisted on navigating the dangerous waters at half-tide. In 1880, Edward the Seventh, the King's grandfather, when he visited Fredericton presented Christchurch Cathedral with a Bible, which was signed on June thirteenth, 1933, by Their present Majesties.
Stepping Stones and Hitching Posts

Although hitching posts are still part of the equipment of almost every town in New Brunswick, few are so elaborate or go so far back in history as the stone pillars pictured here. Between them is a stepping stone, presumably to aid the ladies as they mounted their side saddles. This interesting "old-timer" may be seen at Bartibog, Northumberland County, on the shores of the Bartibog, a fine angling stream emptying into the Miramichi.

HISTORIC NEW BRUNSWICK

Interesting Old Graveyards

There are many interesting old graveyards in New Brunswick where the pioneers lie buried under quaint and historic inscriptions. The Loyalist burying grounds in Fredericton and Saint John are of special interest. The stone depicted at the right is that of William Hannington, intrepid founder of Shediac, who acquired land described to him as "on the outskirts of Halifax" only to find when he arrived from England to take possession that his property was miles distant across the untracked and unknown wilderness.

Old Block House

This historic old blockhouse at St. Andrews, originally built as a defence against the Indians, now serves as a bathing house.

Merchant's Monuments

This interesting shaft was erected in memory of Captain John Hamilton of Scotland, the first merchant to do business in Dalhousie.
Bonar Law Cairn, Rexton

The Cairn pictured at the right was erected in memory of Andrew Bonar Law, born in Rexton, Kent County, the only Prime Minister of Great Britain born outside the British Isles. The old manse where this famous son of a Presbyterian Minister was brought up, still stands not far from this historic marker, on the banks of the beautiful Richibucto River.

HISTORIC NEW BRUNSWICK

What Does this Mean

No one knows by whom or why, the mysterious French inscription pictured here at center left was chiseled on an Albert County stone, near the village of Albert. Its lettering is clear, its meaning veiled. Translated into English, the inscription reads: "1822. May. To the North. 1505." What can it mean? Is it perhaps a clue to some of the treasure supposed to have been hidden here by Captain Kidd. According to legend, there is much buried treasure in New Brunswick.

Dochet Island

It was on Dochet Island in the St. Croix River that the French explorers, De Monts and Champlain, spent the cold winter of 1604.

Indian Cross

This wayside shrine, erected on the Burnt Church Reservation, by New Brunswick Indians, graphically tells the sacred story of the Crucifixion.
ON THE THRESHOLD OF INDUSTRIALIZATION . . .

New Brunswick's timber and mineral resources together with the vast amount of water power, both actual and potential, make a further expansion of industry the next logical development. Hydro electric energy can be secured here reasonably, labor is friendly and low cost transportation by water to all parts of the world easily available. Among outstanding industries already established in the Province are one of the finest brush factories in the British Empire, the largest sardine cannery in the Empire, an outstanding boot, shoe, ski-boot and larrigan industry, a well-known canoe manufactory, large cotton mills, prosperous woollen mills, several large stove manufacturing concerns, a veneer factory and many pulp and paper mills. New Brunswick is rich in minerals, many deposits of which are as yet undeveloped. Natural gas and oil shales abound. Coal-bearing rocks cover wide areas and many mines producing a good grade of steam coal are in operation in the Grand Lake district. Limestone, sandstone, granite, potash, salt, lead, iron, zinc, manganese, tungsten and the rare mineral, antimony, are all found in New Brunswick.
AGRICULTURE: NEW BRUNSWICK'S CHIEF SOURCE OF WEALTH

New Brunswick’s agricultural wealth exceeds by several millions of dollars the Province’s next richest resource, forestry. New Brunswick soil is for the most part rich and fertile and consists of three distinct types, upland, intervale and marsh land. The 50 square miles known as The Tantramar Marshes in the vicinity of Sackville are of particular interest as they consist chiefly of lands reclaimed from the sea and yield marvelous crops of tall, luxuriant marsh hay. Oats is the largest grain crop in the Province, with buckwheat second, spring wheat third, and barley fourth. Root crops such as potatoes and turnips grow to perfection in the New Brunswick soil. Apples, plums and pears flourish on the sunny uplands of the many river valleys. One breed of hog, the Yorkshire, is in great demand as bacon in the British markets; and no Province in Canada is better adapted for sheep raising. Those who desire to “get back to the land” should give serious consideration to the possibilities of this Province where there is still so much good land which is unsettled and available at low cost.
The Fur Farming Industry

Next to potato growing, fur farming brings in the most actual cash to the New Brunswick farmer. Almost every farm has at least a few foxes. The area within a fifty-mile radius of Moncton is said to have more silver black foxes than any other area of similar size in the entire world.

The Harvest from the Sea

"The farmer has his rent to pay
And seed to buy I've heard him say,
But we who plough the Atlantic deep,
Though never sowing always reap
The Harvest that to all is free...
"

Old Sea Chanty

One of "The Mighty Drives"

"Shogomac is running wild
Tobique's white with foam,
Once again the mighty drives
Are sluicing grandly home."

—From "Glassier's Men" by
The Venerable H. A. Cody,
Archdeacon of Saint John.
Make a Wish!

When you see a load of hay, make a wish! And according to an old superstition current among the children, your wish will come true provided you refrain from taking a second look. You may find it hard not to look twice, however, when the load of hay is drawn by oxen!

The Harvest from the Fields

New Brunswick’s many intervales and marshes yield thick growths of rich hay, while the upland fields produce fine grain crops such as oats, wheat and buckwheat. “Can you get me the recipe for those buckwheat pancakes your mother used to make?” a nostalgic New Brunswicker writes home. But alas! the recipe will do him little good. He needs home-grown buckwheat and maple syrup distilled from native sap!

Old “Snake” Fence

Snake fences of cedar, many of them in use for more than a century, are common in New Brunswick. This one helps the farmer raise his spring lamb—a New Brunswick delicacy.
In October

"Now come the rosy dogwoods,
The golden tulip-tree
And the scarlet Yellow maple,
To make a day for me.

"The ash-trees on the ridges,
The alders in the swamp,
Put on their red and purple
To join the autumn pomp.
"The woodbine hangs her crimson
Along the pasture wall.
And all the bannered sumacs
Have heard the frosty call.

"Who then so dead to valor
As not to raise a cheer.
When all the woods are marching
In triumph of the year?"

Bliss Carman.
Steamship Connections to all parts of the World

An item of great importance to New Brunswick industry is the asset of steamship connections to all parts of the world. Saint John, the Province’s leading industrial city, is a national port. Its harbor is always ice-free and is open at all tides; its facilities include frost-proof warehouses and adequate cold storage. Moncton is also a Fundy port, as well as an important railway centre. Bathurst, Chatham, Newcastle, Dalhousie and Campbellton all have adequate port facilities. Flourishing inland industrial centres include Edmundston, Fredericton, St. Stephen and Sackville.

INDUSTRIAL AND AGRICULTURAL

New Brunswick Apples are “Tops”

New Brunswick’s climate, neither too hot nor too cold, is ideal for apple culture. The soil contains sufficient potash to insure the trees a vigorous and healthy growth and orchards flourish on many sunny hillsides yielding in springtime a delightful crop of fragrant pink and white blossoms and later in the fall, a glowing harvest of ripe fruit. The many wild apple trees along the roadside and the old abandoned orchards still producing fruit in spite of their hundred years, serve to stress the fact that New Brunswick’s soil and climate are ideal for apple production. No doubt the St. John River Valley will one day be the greatest apple growing region of the continent. The first extensive New Brunswick orchard was established in Woodstock nearly one hundred years ago by Francis Peabody Sharp, a great naturalist whose experiments did much to determine what apple varieties grow best in New Brunswick. Fully half of the Province’s steadily increasing annual apple crop now consists of the Macintosh Red, a variety which local climate conditions develop to perfection in color, texture and flavor.

Lumbering in New Brunswick

From the days of the great pioneer lumberman, John Glasier, whose father came to the Saint John in 1779 to cut masts for the Royal Navy, down to modern times, lumbering has been a leading New Brunswick industry.
Descendants of John Glasier's Men

The widely current expression "The Main John Glasier", meaning the "Big Boss", was first applied to the mighty lumber King of the Saint John River. Today, the descendants of John Glasier's men are much more domesticated. The picture at the right shows the whole family gathered to "help" Daddy get his pulpwood properly peeled.

Potatoes: New Brunswick's Largest Cash Crop

New Brunswick potatoes, because of their superior flavor and dry, mealy texture, are in great demand not only in the Canadian Provinces but also in the New England States, the West Indies and elsewhere. The acreage planted in potatoes is steadily increasing as numerous markets are being found for New Brunswick seed potatoes as well as those for table use. Experiments have proven that New Brunswick-produced seed gives a much larger yield per acre than other seed. This is as true of Ontario and other Canadian Provinces as it is of distant lands in other climates. The New Brunswick grower has another advantage: he gets a higher yield per acre than growers elsewhere. In such areas as Carleton, York and Victoria Counties, for instance, potato crops average from 175 to 225 cwt. to the acre as compared with an average yield of 90 cwt. for the rest of Canada. New Brunswick potatoes before being shipped are carefully graded and hand-packed. Those found unsuitable for export are being manufactured in the Province into a high grade of potato starch, which is in demand.

“Some Pun’kins”

Though New Brunswick potatoes travel far and wide supplying the tables of Central Canada and New England as well as the seed requirements of many of the Southern States, Cuba, the West Indies, Uruguy, Brazil and Argentina, New Brunswick pumpkins mostly stay at home to give the local folks and any visitors happening along “when the frost is on the pun’kin”, and after the thrill of plenty of rich, delicious New Brunswick Pumpkin Pie!
RING your bathing suit with you when you come to New Brunswick where 600 miles of sea coast offer you whatever sort of sea bathing you prefer — be it rolling surf or quiet stretches of warm shallow water — safe for children.

The waters of the Fundy Coast are particularly invigorating, while those of the North Shore resorts at Chaleur and Youghal Beaches and on the East Coast along the protected Northumberland Strait provide really warm salt water bathing for those who prefer it.

Summer days spent on sunny New Brunswick beaches pay high dividends in health, happiness and pleasant memories.

New Brunswick offers parents the unique advantage of vacationing at comfortable farm homes situated on the sea coast where children may enjoy all the healthful delights of sand and sea and, at the same time, gain some of the useful education that only farm life can give. Such a vacation is an experience of inestimable value to the city child.
In a charming sketch entitled, "Memories of Childhood Days", L. M. Montgomery writes:

"We children of my day almost lived on the shore. There were so many things we could do there . . . it was a world in itself. Bathe on the sand beach . . . wade around the rocks . . . climb the red cliffs and poke the sea-swallows out of their nests. . . . watch the white gulls soaring . . . gather pebbles, dulse, sea-moss, kelp, snails, mussels . . . run races over the sand . . . dig wells in it . . . build castles . . . climb the shining faces of the dunes . . . and slide down in a merry smother of sand . . . pile up driftwood . . . make shore pies . . . peep through the spyglass at fishing boats . . . space faileth me to tell all the things we did on that far-away shore of long ago.

And the children living there today can do just those things. For the old shore is unchanged amid all the changes of the years."
New River, Charlotte County

Miles of beautiful, crescent-shaped beach with clean, hard, white sands await the summer vacationist at New River Beach, Charlotte County, where the clear, blue waters of the Bay of Fundy revivify and invigorate.

BEACHES of NEW BRUNSWICK

Bay of Chaleur Beaches

The long arm of the Gaspe Coast shelters and protects the beaches of northern New Brunswick, among the best-known of which are Youghall, Chaleur and Salmon. When the tide is out, the summer sun warms the sands; and visitors are surprised and delighted to find the waters of Chaleur Bay soft, caressing and almost tropic in temperature. The first summer visitor to this coast, Jacques Cartier, who arrived in July, 1534, gave the Bay the name "Chaleur" because of its pleasant and agreeable warmth.

Northumberland Strait Sands

The New Brunswick coast bordering Northumberland Strait offers vacationists a choice of dozens of glorious beaches to be enjoyed among crowds or in solitude according to preference. Any of these beaches are safe—ideally safe even for children. There is no dangerous undertow or sudden depth. Every beach slopes gently and safely away. Protected by the expanse of Prince Edward Island across the way, Northumberland Strait waters are warm and pleasant. Seafood is plentiful all along the Straits and the clams, quahogus and lobsters always obtainable during the summer months in this vicinity add zestful variety to menus.
CAMPING in NEW BRUNSWICK

"Fag of body, irk of mind
In a moment left behind . . ."

Change the ugly man-made street
For God's country green and sweet."  
Bliss Carman.

New Brunswick offers ideal facilities for the kind of real, close-to-Nature vacation that only life in the open and camping-out can give. Deep down in every one of us lurks a craving for at least a temporary return to the nomadic out-door life our ancestors lived for so many generations. This urge may be easily gratified in New Brunswick by seaside or inland lake, on the outskirts of the town or far away from the haunts of men, wherever a tent may be pitched. Because of the ever-present danger of forest fires, campers are urged to be extremely careful to extinguish every last ember of any camp fire. Many campers will prefer the greater safety and convenience of a camp stove. In the heavily forested area bordering Route 17, the Campbellton-St. Leonard Highway, the Government has established a completely equipped camp ground with outdoor fireplaces, bake ovens, cold spring water on tap, rustic tables and benches. In time there will undoubtedly be similar sites established in other parts of the Province, but in the meantime, there are countless ideal natural spots available for campers. In practically every locality there are clear, cold springs of pure drinking water. Many of these springs are marked for the convenience of the camper and picnicker. You'll find any fine summer or autumn day is Picnic Day in New Brunswick, 'and almost any place' ideal.
"Then get you down to the sea my lads,
And go you forth, my dears,
You have reaped the tide, you must sow the tide,
As it was these thousand years."

Boating of every sort is available in New Brunswick. Pleasure craft with experienced boatmen in charge may be secured for short cruises. Local fishermen are glad to take visitors along when they go to "seine the weirs" for herring, take up the lobster pots or for any type of fishing trip. An interesting boat trip which operates on regular schedule is available to the visitor: a trip of about four hours duration across the Bay of Fundy from Saint John to Grand Manan Island.

A sparkling breeze in Shediac Bay speeds this little craft along. Shediac has become internationally known since regular trans-Atlantic air service has been established with this delightful seaside resort as a regular summer port of call.
Yacht Clubs welcome visitors to the Province and every year more American skippers are heading north to explore the thrilling New Brunswick coasts and rivers with their countless coves and many islands. Host to yachtsmen visiting the East Coast is the friendly Shediac Yacht Club, designed by a famous Canadian architect, and situated in the popular Northumberland Strait resort area. The weekly yacht races sponsored by enthusiastic members of the Shediac Club are lively and interesting events.

Canoeing in New Brunswick
At many places in New Brunswick guides with canoes are available and interesting canoe trips, long or short, are easily arranged. Canoe trips of special interest include the 250 mile run down the St. John River; the trip from Plaster Rock to Bathurst through the heavily forested, big game country of northern New Brunswick; and the 120 mile trip on the Southwest Miramichi between Juniper and Newcastle where salmon and trout are plentiful and many famous pools are found.
Camerability of

The amateur and professional photographer, as well as the artist and sketcher, will find New Brunswick full of fascinating picture material. The varied landscapes, together with the many interesting possibilities for seascapes, will enable the visitor to add many fine pictures to his album and to make a valued and prized picture record of his journey to this picturesque country. Those desiring color photographs of unusual beauty and brilliance should plan a trip to this flaming Land of Color during the latter part of September or in early October when the scarlet and gold of the maples light up the dark evergreen forests to their very depths and combine in a panorama of vivid color never seen in warmer lands. At the moment, moose are protected by a closed season but that in no way interferes with their value to the photographer. It is not illegal to “shoot” a big New Brunswick moose with a camera; and there is no more thrilling sport, no better way to
New Brunswick

test the cameraman's skill and patience. To "shoot" a New Brunswick deer is comparatively easy for deer are more plentiful than moose and are frequently seen from the roads. Besides providing an unexcelled opportunity for "shots" of wild life, New Brunswick is also fortunate in having several world-famous wonders which attract camera addicts from all over the world. These include: The Reversing Falls of the St. John River, the Grand Falls of the same mighty river, the Bore of the Petitcodiac, the Magnetic Hill near Moncton, the natural tunnel through Morrissy Rock near Campbellton, the high tides of Fundy, etc. So—if you're a camera enthusiast, by all means plan to spend your next vacation in beautiful scenic New Brunswick, where you will find exactly the kind of picture material that delights the heart of every true artist.
To say that New Brunswick is world famous for its fine angling is no exaggeration. Wherever ardent and experienced anglers meet, it is safe to bet that sooner or later the talk turns to New Brunswick, Canada, and its teeming lakes and rivers. Sportsmen come regularly to this Province, not only from the United States but also from Europe. Fly fishermen from London, Paris and New York have been meeting season after season in New Brunswick. Really good trout angling is becoming a rarity but its devotees know where this sport will still be found at its best. For the sport afforded by Atlantic Silver Salmon angling, the rivers of New Brunswick are unrivalled. The Restigouche, Miramichi, Tobique, Upsalquitch, Magaguadavic, St. John and many other rivers with their numerous branches and tributaries are all well-known and well-stocked streams. Deep sea fishing is also available in the bays and estuaries along New Brunswick's 600-mile coastline. While tuna fishing is as yet undeveloped, there are plenty of tuna off the coasts and ample opportunity for abundant catches of cod, striped bass, mackerel and pollock. Mackerel and pollock are particularly game fighters and provide the rod-and-reel angler with excellent sport.

Come to New Brunswick and enjoy a succession of happy days casting into the depths of some dark forest-fringed pool.

Enjoy, too, the thrill of time out for lunch—boiling the kettle and eating with zest in the open air—No other tonic necessary!

To get the most out of your fishing trip, you will need the services of an experienced New Brunswick guide.

There are many excellent guides in the Province and their services are available to you at surprisingly reasonable rates.

For detailed information about guides and outfitters write to: D. W. Griffiths, Director, New Brunswick Bureau of Information, Fredericton, New Brunswick, Canada.

You don't need a lot of money to fish in New Brunswick. But the chances are you wouldn't change places with any millionaire during a vacation in New Brunswick's outdoors.

Think how you'll enjoy the soul-satisfying companionship of friends gathered at night for a smoke and a chat—around a cheerful fire in some remote woodland cabin.

Don't delay! Plan now for your trip to New Brunswick. Lay up for yourselves treasured memories of happy outdoor days as you build up health and vigor for next year's activities.
Fishing in New Brunswick

One Morning's Catch

As New Brunswick is the best-watered area of its size in the world, with many magnificent rivers and countless small streams and lakes, it is not surprising to find it also one of the best trout angling areas in the world. Speckled trout is the predominating species and in the month of June there is also a large run of sea trout. A thorough conservation program keeps New Brunswick trout streams well stocked. Few, if any, of the many anglers who visit the Province annually go away disappointed in their catch.

Fishermen's Luck in New Brunswick

Fly casting for the magnificent King of game fish—Atlantic Silver Salmon—is regarded by many anglers as the most thrilling of sports; and experienced anglers generally agree there is no better salmon angling available anywhere than in New Brunswick. The New Brunswick salmon fights gamely for his life and tests the fisherman's skill and endurance before he is finally captured. The average weight for New Brunswick salmon is between twenty and twenty-five pounds, though many weighing thirty-five pounds and over are frequently caught.

The Lull Before the Battle

The utter quiet and tranquility of the pleasant scene pictured below will be broken once this angler gets a strike from one of the Upsalquitch River tribe of Atlantic Silver salmon. This species are especially game fighters and will give the sportsman some of the most thrilling moments in his entire angler's career. The Atlantic Silver Salmon is a distinct species and when guided by some mysterious instinct, these fish come in from the sea to spawn in fresh water; they always return to the same river where they themselves were originally spawned.
On the Salmon River

More than one river in New Brunswick bears the name of "Salmon River". The particular Salmon River shown in the picture at the right is near the Grand Falls of the St. John River and in this case the descriptive title is indeed well-deserved.

Tourist Family License

A non-resident, his wife and members of his immediate family under eighteen years of age who accompany him to New Brunswick, may procure what is known as a Tourist Family Seven Day Angling License for only $5.50. Seasons for salmon angling vary on different rivers but all rules and regulations regarding seasons, licenses and catch limits are clearly set forth in the Summary of the Game and Fish regulations which may be obtained by writing to the New Brunswick Government Bureau of Information, Fredericton.

Some Famous Salmon Rivers

For many years the Restigouche has been recognized widely as a great salmon angling river. Other famous salmon rivers include: The Miramichi, Nipisiquit, Tobique, Upsalquitch, Kedgwick, St. John, Magaguadavic and Didgeguash. Many sportsmen find it easier to catch salmon on these rivers than to pronounce their Indian tongue-twisting names!

Landlocked Salmon and Bass

Fine landlocked salmon fishing is obtainable, among other places, at Skiff Lake in York County. The Chiputneticook Chain and other lakes in the same vicinity are especially noted for their very excellent black bass angling.
New Brunswick, with 80% of its 28,000 square miles still sparsely settled, offers ideal cover in its vastly woodland areas for deer and bear, the two big game animals for which there are at present legal open seasons. Though moose are at the moment protected, there is excellent evidence that when the open season once more goes into effect there will be an ample supply of this noble animal. Hunters of upland game birds will find unexcelled partridge and woodcock shooting in many parts of the Province; and New Brunswick's 600 miles of coastline, with its many bays and estuaries and peaceful, sheltered lagoons, provides ideal stopping places for migratory birds such as the various species of ducks and geese. In order to afford the hunter a maximum of protection, the New Brunswick law requires that no non-resident may enter the woods, forest or wild land for the purpose of hunting unless he is accompanied by a licensed guide. A hunting trip to New Brunswick under the direction of a local guide whose woodcraft and lore have been acquired during a lifetime of experience in the woods, promises the hunter many thrilling hours on the game trails of a great game country. The picture at lower right shows Bob Edge, Special Events Commentator of the Columbia Broadcasting Company, Jack Matthews and Lefty Gomez, "southpaw" ace, enjoying a recent successful hunting trip in the game-haunted wilds of New Brunswick.
BRUNSWICK

It is said that in New Brunswick there are more game animals to the square mile than in any other part of America. At any rate, the right type of climate, food a-plenty and 12,000,000 acres of forest cover all combine to make conditions in this Province ideal for the propagation of moose, deer and bear. Favorable natural conditions are supplemented by a chain of Game Refuges set aside in every section of the Province where wild life is left undisturbed.

Back to Camp After a Perfect Day

The alder swales and birch thickets which abound in New Brunswick provide excellent cover for game birds. Ruffed grouse and spruce partridge are plentiful and the Government aims to keep them so by reserving the right to declare a closed season whenever their protection is considered necessary. Woodcock shooting is becoming ever more popular here as hunters realize the unusually fine opportunities New Brunswick offers for this sport.

On the Alert!

Deer in New Brunswick are so plentiful that it is no unusual sight to see them along the main highways. At times they even menace the farmer’s fields of grain and hay. Hunting licenses permit each non-resident hunter to take two deer during the season.

Complimentary Licenses for New Brunswick Bear

A complimentary license for bear hunting valid during April, May and June is attracting many hunters to the Province. Two bears are also allowed on the regular hunting licenses issued for deer from September 15th to November 30th. Bear hunting is a very popular sport and one which tests the skill and patience of the hunter. To date, hunters have been much more successful than photographers in "shooting" bear in the Province. Good photographs of this shy and wily animal in his native haunts are very rare indeed.
Canadian Open Championship

In 1939, for the first time in history the Canadian Open Championship Golf Matches were held east of Montreal. The Course chosen for this event was the Riverside Golf and Country Club, Saint John’s fine 18-hole links overlooking the beautiful Kennebecasis River. The pictures at center right and lower left show the Canadian Open Championship in progress. The other 18-hole golf course in New Brunswick is the Algonquin at St. Andrews where golfers from all over America congregate to play a course considered the equal of the original St. Andrews in Scotland, home of the ancient and honorable game. Fifteen other excellent courses, scattered over all sections of the Province, are also open to those who wish to golf.
NEW BRUNSWICK

Tennis and Other Sports

Tennis courts are available in all parts of the Province and this major sport is enjoyed not only by the younger set but by all who like to watch a fast game. Tennis tournaments are in progress practically all summer on local courts and visitors are always welcome. On the white-chalked court, on the fairway and the green, the diving-board, the sandy beach, the wooded path and the nearby trout stream, vacation time in New Brunswick can be one continuous round of varied sport. In fact, whatever your favorite outdoor diversion, you can enjoy it to the full in New Brunswick where the salt sea air tones up the appetite, improves health and adds zest to the enjoyment of all open air sport.
Horseback Riding

At the Jolly Rogers Camp at O'Dell River Station just across the river from the main "up Tobique" highway, Routes No. 22 and 23, the visitor to New Brunswick has a unique opportunity to enjoy the thrills of trail riding under the supervision of an experienced horsewoman, Miss Beth Rogers. The O'Dell country is full of delightful old trails made in early days by lumbermen and stream drivers and over these romantic wood paths, Miss Rogers leads all-day trips on horseback with time out for meals cooked at some lovely spot along the stream. Two or three day trips with a packhorse to carry tents and other equipment are also frequently arranged. Trail riding in the wilds of northern New Brunswick with a comfortable camp and a big open fire waiting at trail's end make an unforgettably pleasant vacation experience. Horseback riding is also available at St. Andrews-by-the-sea in Charlotte County where the rider may explore the quiet byways of this old Loyalist town. Two specially interesting rides in this vicinity are suggested to the visitor: the ride up Chamcook Mountain from which elevation there is a magnificent panoramic view of Passamaquoddy Bay and its numerous islands; and the Ride on the Floor of the Ocean from St. Andrews to Minister's Island, which must be taken at low tide because at high tide this strange highway has disappeared under ten feet of water.

Riding at Saint John

Riding horses may be obtained in Saint John from the Saint John Riding Club and there are many pleasant places in the vicinity in which to ride, including Rockwood Park, the Sand Point Road and the Sand Cove Road, the latter skirting the shores of the Bay of Fundy.

Setting out from St. Stephen

It may take the young people, pictured here at the right, some time to make up their minds which road to follow. There are so many pleasant byways—, the vicinity of St. Stephen—the Ledge Road, for instance, skirting the lovely St. Croix River—or one of the many wooded secondary roads leading inland to shady forestland.
INCE pioneer days busy hands in New Brunswick have been at work fashioning with loving care beautiful materials for personal and household use and adornment. The ancient arts of spinning, weaving, and rug-making, so long a necessary part of the life of every home, have been kept alive, nurtured and developed over the years by such craft centres as the Art Department of Mount Allison University at Sackville, the Charlotte County Cottage Craft Shop of Miss G. Helen Mowat in St. Andrews, the Workshop of Madame Blanchard at Caraquet, and the various branches of the Women's Institutes of the Province under the direction of the Department of Agriculture. In another ancient art, that of pottery, New Brunswick craftsmen also excel, and from native clay have been moulded some of the finest specimens of the potter's art ever fashioned in any age. Those interested in New Brunswick Handicrafts are invited to visit the following centres: The Mount Allison Handicraft Guild of Mount Allison University in Sackville; The Charlotte County Cottage Craft Shop in St. Andrews; Madame Blanchard's Workshop at Caraquet; The Trading Post of Florence Porter Shay at Anse au Moine; Mary Fleet's Needle and Anchor, Charlotte Street, Saint John; Muriel Lutes' Shanty at Magnetic Hill near Moncton; The Gift Shop of E. Madge Smith, 610 Queen Street, Fredericton; Marshlands Inn, Sackville; The Loomcroft, Gagetown; the Workshop of M. and Mme. Gervais at St. Leonard; the Gift Shop of M. Nadeau at Edmundston; the Dykelands Pottery, of Kjeld and Erica Deichmann, Moss Glen; the Studio of Richard Howe at Nordin, Northumberland County; The Canuck Pottery, Saint John; The Foley Pottery, Loch Lomond Road, Saint John; Fox Hill, the Studio-Home of Mrs. A. Peterson, Apohaqui; Norman Cady's Art Gallery, 20 Germain Street, Saint John; Atlanta S. Sollows' Shell Shop at 158 King Street East, Saint John; and the Art Department of Our Lady of the Sacred Heart Convent at St. Joseph.

The Dykelands Pottery

At the Dykelands Pottery in Moss Glen on the Kingston Peninsula, fine creative work in pottery and modelling is being done by the young artists, Kjeld and Erica Deichmann. Above, Kjeld Deichmann is shown at his potter's wheel; at the left, Mrs. Deichmann at work modelling; and at immediate left, an interesting collection of their handicraft.
In New Brunswick

Old seamen still build models, complete in every detail, of the famous clipper ships, that were launched years ago in New Brunswick.

Madame Blanchard of Caraquet is known all over Canada for her exquisite linens made from homegrown and homespun flax.

Durable furniture of native woods is made by the Indians on the reservation at Maliseet, Victoria County.

At The Trading Post of Florence Porter Shay in Andover handicrafts made in all sections of the Province are on display and for sale.

Attractive handmade baskets, redolent of sweet hay, are also available at the Maliseet Indian Reservation. Here, the descendants of New Brunswick's first craftsmen still practice the ancient arts handed down from mother to daughter generation after generation.

The attractive forms and interesting glazes which distinguish the Foley Pottery have made it most popular with visitors to Saint John.

Charming homespuns, soft in both color and texture, may be obtained at the Charlotte County Cottage Craft Shop in St. Andrews.

Hand weaving is carried on today in New Brunswick much as it was in pioneer times, and New Brunswick homespuns, tweeds, curtains and upholstery materials enjoy a tremendous popularity both at home and abroad. Noted weaving centers in New Brunswick include the Handicraft Guild of Mount Allison University at Sackville, the Workshop of M. Gervais at St. Leonard, and the Art Department of Our Lady of the Sacred Heart Convent, St. Joseph.
YOUTH GROUPS
in
New Brunswick

New Brunswick is fortunate in having a climate that is ideal for sheep raising. Here, natural conditions all combine to make local woolens superior in wearing qualities to those that are imported. Handwoven tweeds and other materials now being made in the province from native wool are uniformly high in quality, attractive in color and design, and reasonably priced. Visitors are enthusiastic about distinctive New Brunswick tweeds and find them ideal materials for both men's and women's sportswear. Weaving for pleasure and profit was revived throughout the province during the depression years when the New Brunswick Department of Education sponsored courses for rural girls and women in hand weaving, clothing, and related arts.

This renaissance in the art of weaving was carefully nurtured by the Loomcrofters of Gagetown, New Brunswick, who continued to provide an organized outlet for the weaving done by rural girls and women during the war years when the Department of Education was forced to discontinue its weaving program. The Loomcroft was organized and is operated by two New Brunswickers, Miss M. Patricia Jenkins and Miss Muriel G. Laurence. Most of the weaving is done in rural homes under Loomcroft direction, and the weavers are well paid for all materials meeting the high standards set. Marketing is done through the Loomcroft at Gagetown. Outstanding success has rewarded the efforts of the Loomcrofters. It was they who originated the beautiful airforce tartan adopted officially by the Royal Canadian Airforce and registered in Edinburgh with the Court of Lord Lyon, the official repository of Scottish tartans. The airforce tartan is a beautifully woven blend of azure blue, cardinal red, black and white. The Princess Alice ordered several rugs woven from it, and in October, 1944, she and the Earl of Athlone visited The Loomcroft. You too, would enjoy a visit to The Loomcroft, one of New Brunswick's finest old homes situated on the banks of the St. John River at Gagetown, in a setting of unexcelled scenic beauty.

Hand weaving is popular, too, in northern New Brunswick and the pretty town of St. Leonard on the St. John has won international fame as a weaving center because of the fine work done at the hand looms in the workshop of M. and Mme. Gervais. Here, many beautiful materials woven from native New Brunswick wools are on display and for sale. The Gervais workshop has made a specialty of men's handwoven ties and the busy hands of the weavers can scarcely produce enough of these ties to meet the ever-increasing demand.

An extensive handicraft program including instruction in weaving and the marketing of handwoven materials has now been undertaken by the New Brunswick Department of Industry and Reconstruction. This program, province-wide in scope, is everywhere raising living standards as more rural folk learn to weave for pleasure and profit.
ST. JOHN

The Mighty St. John

In a Province of great rivers, the St. John is the mightiest. 450 miles in length and draining an area of 26,000 square miles, it is the largest river on the Atlantic Coast from the St. Lawrence to Florida. Rising in Maine, it empties into the Bay of Fundy at Saint John. Inland its width varies from one to five miles and there is no river of comparable size compressed into so narrow an outlet. The Indians named their great highway “Woolastook”, meaning The Goodly River. The present name was given by the first white men to see the river, De Monts and Champlain, the French explorers who sailed into its estuary on the Feast Day of St. John the Baptist, June 24th, 1604, and named the river in honor of the Saint.

The Beautiful River Road

The 267 mile drive along the banks of the St. John River from Edmundston to Saint John is considered by many to be one of the most scenically beautiful drives in the world. Many visitors declare this to be the finest piece of paved road encountered in their entire Canadian trip. At any rate, this drive is a glorious experience in spring when apple blossoms glow on sunny uplands, in autumn when scarlet maples flame and in midsummer when the great river drowses serenely under the summer sun.

The River's Four Great Arms

The four great southern arms of the St. John are: Kennebecasis Bay, the Long Reach with Belleisle Bay, Washademoak Lake and Grand Lake, each one of which lovely waterways merits the visitor's careful exploration. Between Kennebecasis Bay and the Long Reach lies the historic and beautiful Kingston Peninsula where the scenery is comparable to that of the Trossachs in Scotland. The shores of both the Washademoak and Grand Lake are ideal summer resorts and Grand Lake with its seventy square miles is the largest body of fresh water east of the Great Lakes in Central Canada.
Outstanding Scenic Features of the St. John

The two most famous scenic features of the St. John River are the Reversing Falls at its mouth and the Grand Falls, at the town of the same name, two hundred and twenty miles from its outlet. Two lesser falls of great beauty may be seen between Woodstock and Fredericton, the first, "the white waters" of the Meductic Rapids and the second, lovely Pokick Falls, where the Pokick River drops forty feet into a narrow gorge. The Grand Falls of the St. John, where the water thunders over an eighty-foot precipice, is the greatest cataract east of Niagara.

River Valley

A River Rich in History

No river in America is richer in history than the St. John. For years the French and English struggled for mastery of its great fur trade. The story of the gallant Lady LaTour who defended the fort at the mouth of the river during her husband's absence is well-known. In 1610, French traders established the first European settlement on what is now Caton's Island. In 1659, the first English trading post was established where Jemseg now stands. The little Jemseg settlement, in the hands of the French by 1674, was then captured by a Dutch force who proclaimed Acadie a Dutch possession and re-named it New Holland. By 1763, the English were left in final possession and New Englanders established the first permanent settlements at Portland Point at the mouth of the river and at Sheffield and Maugerville.

The Indians of the St. John

The Indians now living along the St. John are descendants of the Maliseet tribe, a branch of the great Algonquins. Chiefly a migratory people, they had few permanent settlements but two such are known to have been situated on the banks of the St. John, one at Meductic, the other at Springhill, five miles above Fredericton. Meductic had great strategic importance as it was near the portage joining Acadie and New England. At the time of the American War of Independence General Washington made overtures to the Indians of Acadie.
"WHY did no one ever tell me there were such unspoiled beauty spots left in the world?" many a traveller asks after he has been fortunate enough to discover New Brunswick's three lovely southern islands, Deer, Campobello and Grand Manan. Grand Manan, the largest, is the chosen summer home of many famous writers and artists. There are splendid accommodations on the island and no sea lover should miss the pleasure of a visit to its hospitable shores. Campobello, smaller and less rugged than Grand Manan, is better known because it has been the summer home of the Roosevelt family for many years. There are excellent gravel roads, fine beaches, good swimming and first-rate harbors for yachting. Deer Island, the smallest of the three "Isles of Fundy", is the least known but in the opinion of many the most beautiful. Some day it will no doubt be famous as a deep sea fishing resort as tuna are known to be plentiful in this vicinity. The hospitality of the Island folk, completely unspoiled and absolutely sincere, makes visiting among them a happy experience. And these delightful Islands are not hard to find. It takes but little time or money to get to each and all of them. Deer Island is just a few minutes from the mainland at either L'Etete, nine miles from St. George, New Brunswick, or from Eastport, Maine, by motor ferries which carry cars. Grand Manan and Campobello are served regularly by the good ship "Grand Manan" which sails from Saint John, St. Andrews and St. Stephen, New Brunswick, and Eastport, Maine, according to schedule. The Island of Campobello may also be reached by ferry from Lubec, Maine.

Situated at the mouth of the Bay of Fundy, between the coasts of New Brunswick and Maine, Grand Manan Island, about 22 miles long and 9 miles wide at its widest part, rises in grandeur from the sea. The east coast of the Island is dotted with ports and harbors and there is an excellent road which runs the entire length from Bishop's Head to Southern Head. At Southern Head the cliffs have been carved by the tides into awesome cathedral-like forms hundreds of feet high. It was at Southern Head that Audubon, the great naturalist, lived while he studied the habits of the sea gulls which flock here in countless thousands. Because Grand Manan provides sanctuary for tropical birds driven north by merciless hurricanes, many interesting specimens are frequently found on the Island.
How would you like a Chocolate Cove Chowder Party with fish fresh caught from the sea? It’s easy to catch them here in variety and teeming abundance! Chocolate Cove is just one of Deer Island’s picturesque little fishing harbors where a deep sea fisherman can find the kind of angling he has always hoped for.

Lord’s Cove on Deer Island offers safe anchorage and a snug harbor to the vacationist who loves the sea! Here surely is the ideal retreat for those who long to enjoy perfect relaxation in sight of the ocean. Here children can romp unhindered and play in perfect safety and joyous abandon the whole summer through.

The third picture at the right is another view of the strange Southern Head of Grand Manan. In addition to the great naturalist, Audubon, many another famous personage has sought out Grand Manan for study and recreation. It is the chosen summer home of a great many well-known writers, artists and sea lovers.

“Soul-satisfying” is the adjective Mrs. Sarah Delano Roosevelt applied to Campobello Island. Excellent gravel roads are numerous and enable the visitor to explore for himself this lovely Island preferred by the Roosevelt family for a summer home though they have the whole continent of America from which to choose.

Mallock Beach is one of the many fine beaches on Campobello Island. Others include Herring Cove, Friarl’s Bay, Wilson, Indian and Bull Dog Beaches. Pollock are plentiful off Campobello and these game fighters provide great sport for the fisherman equipped with rod and reel.
Picnicking

"Far up, unfathomably blue,
August’s heaven vibrates through.
The old road leads to all things good;
The year’s at full, and time’s at flood.”
—From “An August Wood Road” by Sir Charles G D Roberts

Hearty appetites sharpened by a plunge in New Brunswick’s clear, salt waters are well satisfied by native foods. Clams dug on the shore for the clam bake and lobsters right out of the boiling pot make ideal picnic fare! To be appreciated, New Brunswick foods should be tasted as they come dripping from the sea or fresh from farm and garden. Epicures praise them. So will you—especially at an old-fashioned New Brunswick outdoor picnic.

“Heaven Here and Now”

“I took a day to search for
God,
And found Him not. But as I trow
By rocky ledge, through woods untamed,
I saw His footprint in the sod.”
—Bliss Carman

"Over the dikes and the uplands
Wander the great cloud shadows,
Strange as the passing of sorrow,
Beautiful, solemn, and slow.
For, spreading her old enchantment
Of tender ineffable wonder,
Summer is there in the Northland!
How should my heart not know?"
—Bliss Carman

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In New Brunswick, accommodations range from luxury hotels to tourist camps with kitchen privileges. In between these two extremes, are comfortable, reasonably-priced hotels, hospitable inns, fine homes and attractive cabins with a central dining-room. Those interested in summer cottages available by the week, month or season, are asked to consult the Cottage Section of the booklet, "Where to Stay in New Brunswick." Pleasant furnished cottages are available at reasonable rates in all sections of this Province by the sea.
New Brunswick has now paved the way to a vacation of happy motoring for you! More than 1,000 miles of paved road await the visitor to this unspoiled Province by the Sea. In addition, there are hundreds of miles of excellent gravel roads along interesting and pleasant woodland byways. We hope that the picture-story of our country and its fine highways given in these pages leaves you with a happy impression of the rare combination of old-world charm and modern convenience which New Brunswick freely offers the traveller of today.

Whether the visitor travels by highway or byway, he can relax and enjoy the varied beauty of the countryside in comfort — for there is no congested traffic in New Brunswick, no roaring din, no constant strain on the driver's nerves.
PAVES THE WAY

Don't miss the beautiful Circle Trip around New Brunswick! At whatever point you enter the Province, refer to your map and plan your round-trip. You have many scenic thrill in store for you as you encircle this lovely country. Your days will be a glorious succession of unexcelled river scenery, deep woods, quiet sea shores and rugged coastline—more than seven hundred and fifty miles of varied beauty without retracing a single mile!

It's very easy to get to New Brunswick by car. United States Route 1 leads direct to the New Brunswick border and your map will show many other convenient ports of entry. And New Brunswick is close to the cities of the eastern seaboard. Boston, for instance, is only about 400 miles away.
For Your Protection

The highways of New Brunswick are all under the direct and watchful supervision of the Royal Canadian "Mounties". If you are in any sort of trouble or accident, call the nearest office of the Royal Canadian Mounted Police and their friendly advice and protection are at your service.

Guard the Forest

We ask the co-operation of visitors to the Province in protecting the trees and preventing the awful loss of life and property that may be caused by forest fires. We ask you to be sure that every cigarette is absolutely out before you throw it away and that every last ember of your campfire is extinguished before you go.
A SAFE VACATION

The New Brunswick Government wishes you to enjoy a happy and a safe vacation in the Province. We ask you to co-operate by driving carefully and never exceeding a speed that is reasonable and safe.

Wish of all our province enjoy New Brunswick!

NO PASSPORTS REQUIRED

Tourists visiting New Brunswick require no passports—there’s no red tape at the border! On arrival at the customs port of entry, the owner of the visiting automobile simply reports to the Canadian Customs officer, shows some personal identification. Any identification adequate for the purpose of your immigration officer will suffice for the issuance of a tourist permit. Each resident of the United States returning from Canada is permitted to take home, duty free, articles to the value of $100.

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NEW BRUNSWICK
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ENJOYABLE VACATIONS