



# NORTHERN ONTARIO

*Pembroke - Sawtooth - Main Road*

*Department of Northern Development  
Parliament Buildings, Toronto*



# Northern Ontario

Pembroke-Sault Ste. Marie Road

*A worth while trip  
through beautiful and  
interesting Country.*



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Parliament Buildings  
Toronto, Ontario

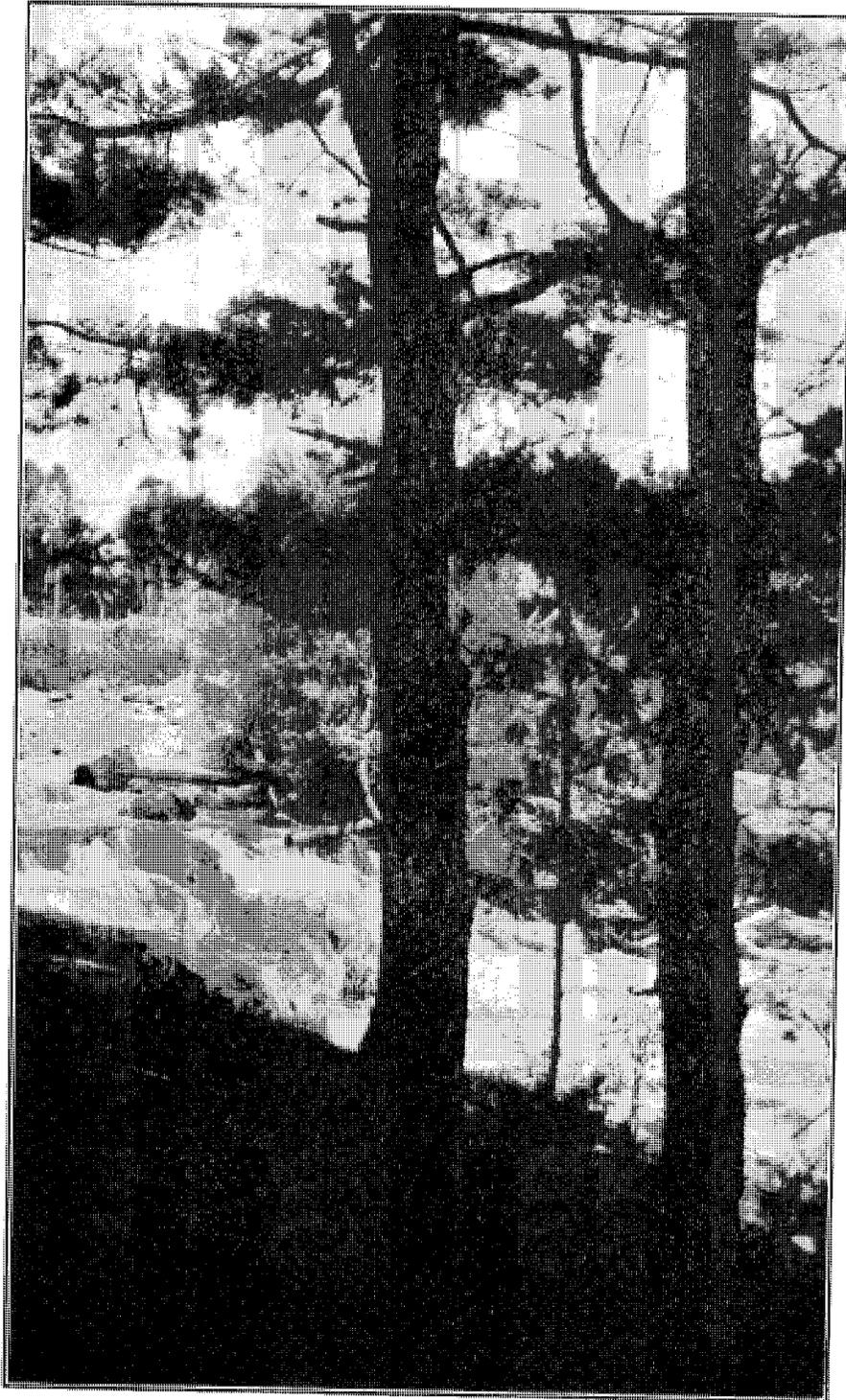
## FOREWORD

**T**HE heart of the great North Country throbs steadily in unison with the pulse-beats of progress. From a figurative standpoint the Northland opens its arms invitingly to the tourist, bidding him welcome to a dreamland of delightful discoveries, tinged with the more hardy colours of the red-blooded pioneer spirits gone before.

An enjoyable trip is suggested over the Pembroke-Sault Ste. Marie Road, and the Province of Ontario extends a welcome to those who would learn of its potent spell, as woven by the witchery of unsullied beauty, augmented by the irresistible call of the open road.

We hope that this booklet will serve in some measure to quicken the appetite for Northern sunshine and lakeland charm.

UNSPOILED loveliness beckons us away,—invigorating, scent-laden winds, wafted on summer's breath through the swaying branches of gigantic trees,—the verdant, sloping richness of winding trails, summoning us to unexpected mysteries,—woodland magic, amid shadow-haunted silences,—crystal gems of rippling water, reflecting the incomparable azure of cloud-flecked skies,—glimpses of delightful little centres of industrial zest and residential charm,—beauty, in all her multitudinous moods, crying out in joy and rapture with an irresistible appeal, calls us,—woos us,—wins us to her generous heart.



Vista of Mystic Northern Charm

## PEMBROKE—SAULT STE. MARIE ROAD

**T**HE town of Pembroke is one which displays those arresting indications of progress and those delightful glimpses of scenic beauty typical of the better class modern town. Here, at the beginning of the road, industrial activity predominates. Lovely landscapes greet the eye at every turn.

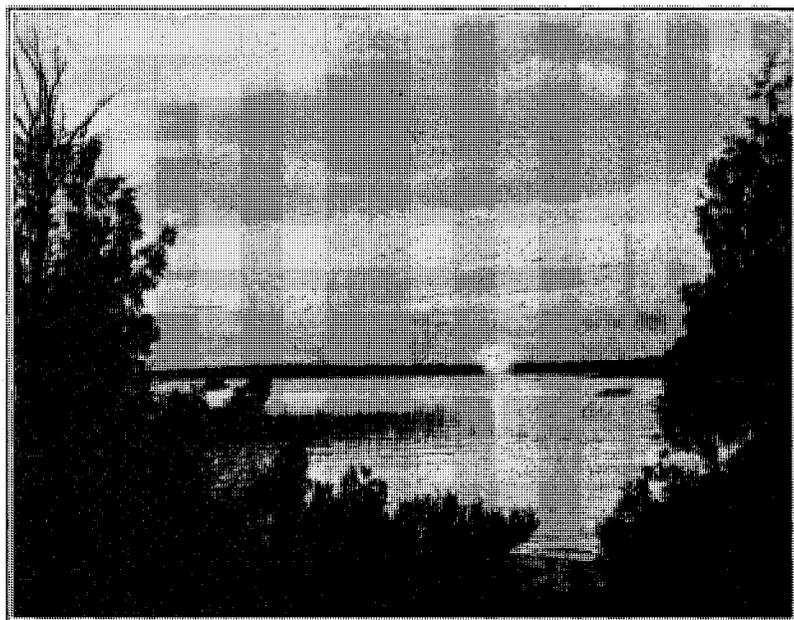
Pembroke has splendidly paved streets, excellent water and sewage systems and is generally regarded as one of the best lighted towns in Canada. This enterprising town is situated 106 miles northwest of Ottawa, seat of the Dominion Government and is in close touch with the trend of national affairs. Among the industrial projects of particular importance, that of lumbering prospers here to a marked degree. The manufacture of matches is also carried on as well as that of steel equipment and lumbering tools, etc.

The scenic situation of Pembroke is almost ideal; resting as it does on the verge of the beautiful Ottawa, it is bathed in the balm of cooling winds in the warm weather. Fifty miles of pleasant navigation up the shimmering stretches of the lovely Ottawa River brings one to the Des Joachims Rapids, bubbling with interest and appeal. To the north the sloping beauty of the Laurentian Hills lends a touch of austere grandeur to the scene. Romance breathes in the air, born of a refreshing multiplicity of changes in the character of the scenery. The tranquility of nature joins with beauty to weave magic spells. An excellent golf course adds a special appeal to enthusiasts of the game.

Pembroke is distant a mere twenty miles from the south-east angle of Algonquin Park, though one must enter via Bonnechere River, 60 miles from Pembroke. This is the nearest or most direct route available, giving access to the famous park from the town.

Proceeding along the highway in the direction of Mattawa for about 10 miles westerly along the Ottawa River, the military note breaks pleasantly upon the mind and imagination as one reaches Petewawa Military Camp. This camp is devoted to the training of artillery units. Around it one senses the imperishable glamor of valorous achievement, rendered doubly sacred to memory by those who went hence to heroes' graves. There is something solemnly impressive in the scene and in the thoughts it must arouse of loyalty and courage.

Chalk River, at Mileage 21, is a divisional point for the Canadian Pacific Railway. Here we have farming country of a sort, the land at this point being level and rather sandy. Fishing for speckled trout offers pleasant sport and it will be found a profitable one, in those streams running into the Ottawa River. In this interesting locality partridge and duck lure the hunter with their fleeting presence, while an occasional deer may lend zest to the chase, if fortune smiles. There are thrilling chances for pleasant adventure.



Sunset on quiet waters, Northern Ontario

The road leading off to Des Joachims rapids is found at Mileage 39, where a turn to the right will bring one to this appealing swirl of restless waters, stimulating to witness.

Leading from Chalk River, the country is in part wild and sparsely settled. Scenic appeal exists, however, in those fleeting glimpses of the smoothly-flowing Ottawa, and the majestic beauty of the Quebec hills.

Arriving at Bissetts, Mileage 62, one finds a route made passable with greater ease by the recent elimination of three dangerous crossings, and the construction of a viaduct, offering additional comfort and security.

Deux Rivieres, at Mileage 74, is a small village through which the tourist passes after leaving Bissetts. Some lumbering activity is in evidence here.

Proceeding north-westerly from Deux Rivieres, we come to Mattawa at Mileage 96. This is the junction point of the Ottawa and Mattawa Rivers and was at one time an important lumbering centre. This is also the "jumping off" place for the Kippewa Country.

From Mattawa a railway runs northward along the delightful sweeping vastness of the Ottawa River to the paper mills at Kippewa at the foot of Lake Temiskaming.



Where water and sky harmonize a modern camp

We come next to the village of Bonfield at Mileage 125 in which industrial turmoil of former days has given place to the more restful calm which characterizes many rural municipalities. Lumbering was at one time an important industry here.

Farming country, prosperous and alluvial, lies between Mattawa and Callander along the route of the road. A drive through this section offers much in the way of scope for enjoyable contemplation and meditation, evoked by the enchantment of superb scenery. Nature's moods banish care with the magic of their loveliness, unspoiled by progress.

Callander is reached on the highway at Mileage 137. This is the junction point of the Ferguson Highway with this road. The

former runs northerly from this point 285 miles to Cochrane, and southerly 125 miles to Severn Bridge, at the southerly boundary of Muskoka. At Severn, 96 miles from Toronto, the Ferguson Highway connects with the Provincial Highway system.

Callander, situated on beautiful Lake Nipissing, rejoices in the quiet environment agreeably common to many of these smaller northern towns. This restful atmosphere contrasts most favorably with the din and confusion of metropolitan life. A temporary relief from city tumult must prove welcome to the jaded tourist under conditions such as those so briefly touched on here.

At mileage 146 we reach North Bay, which holds an outstanding place among northern Ontario cities, being the gateway to the greater Northland, with its limitless mineral, agricultural and scenic riches. Over 17,000 in population North Bay provides a striking example of that dominant energy of purpose so significant in rearing the ramparts of a new country.

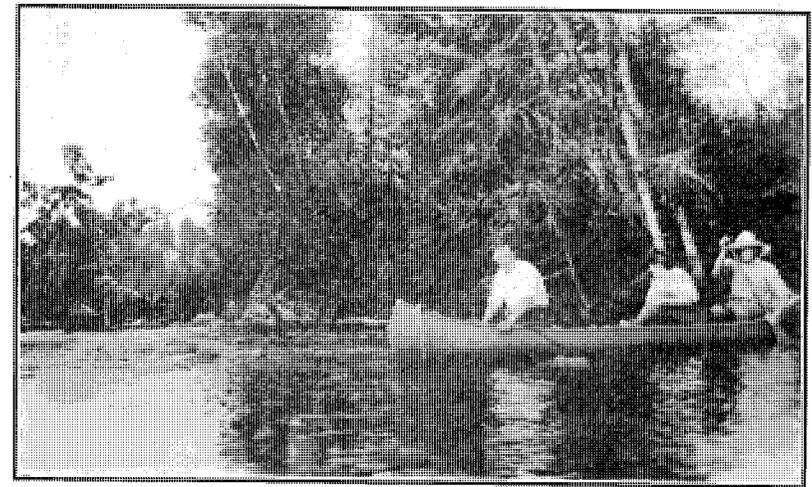
It is a leading tourist centre. All highways leading to and from North Bay are in good condition, and for eight months of the year easily accessible. The city boasts three excellent hotels, including one of modern fireproof construction. There are two theatres, a golf course and tennis courts with all desirable facilities for indoor and outdoor recreation. This progressive city has numerous permanent improvements, principal among which may be mentioned 13 miles of paved streets, 50 miles of concrete sidewalks, and 25 miles of sewers. In addition to these, the waterworks system has been recently modernized by the construction of a new-type pumping station and reservoir.

The C.P.R. and C.N.R. coast to coast lines pass through North Bay. It is also the northern terminal of the C.N.R. from Toronto in addition to being the southern terminal and headquarters of the T. & N. O. Railway. The great Canadian Highway from Montreal to Sault Ste. Marie passes through North Bay in addition to the Ferguson Highway from Toronto to Cochrane. North Bay is well served by chain stores and progressive privately-owned concerns, while many wholesale houses and manufacturing companies use North Bay as a base of operations or as a distributing centre. There are numerous schools, churches, banks and a splendidly equipped hospital.

Of particular interest to the tourist is the wonderful bathing beach on the shores of Lake Nipissing at North Bay. It is doubt-

ful if there is a finer beach anywhere. The surrounding district is a delightful one, with marvellous fishing facilities. Beauty is everywhere in evidence.

Well named "The Tourist Heaven", North Bay provides an ideal community camp for the tourist. Finest bathing, light, fuel, city water, police protection, sanitation, all are available. Lake Nipissing has an abundance of game fish,—maskinonge, sturgeon, bass, pickerel, etc. Lake trout are to be found at Trout and Temagami Lakes. Many trout streams are in close proximity where speckled beauties may be lured with casting rods and flies. Moose and red deer are plentiful in almost every direction. Licensed guides, canoes,

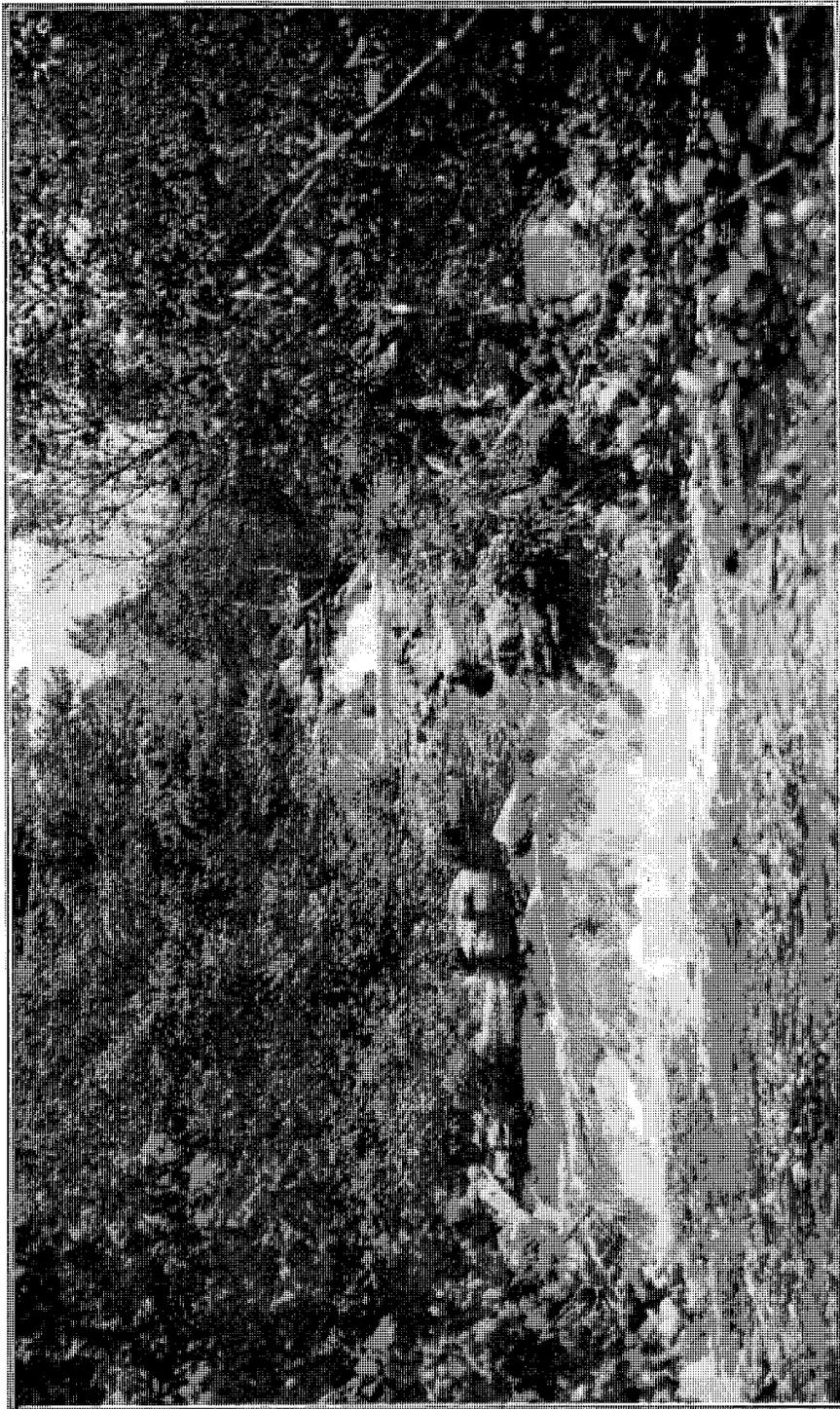


A pleasant paddle on Trout Lake

tents, etc. may be secured and all hunters' equipment purchased in the city. Privately owned cottages and cabins are to be had for short periods on most of the adjacent lakes. The Ontario Motor League has an active organization at North Bay, in itself an invaluable tourist aid.

The romantic charm of an Indian reserve and village is to be found at Beauce, Mileage 156, to which we come next. Much of interest, educational and entertaining, will reward even the most casual inspection of this unique bit of territory.

Proceeding along the Highway we reach Sturgeon Falls at Mileage 171, which offers many attractive features for our observation and enjoyment. Quaint and commodious houseboats ruffle the

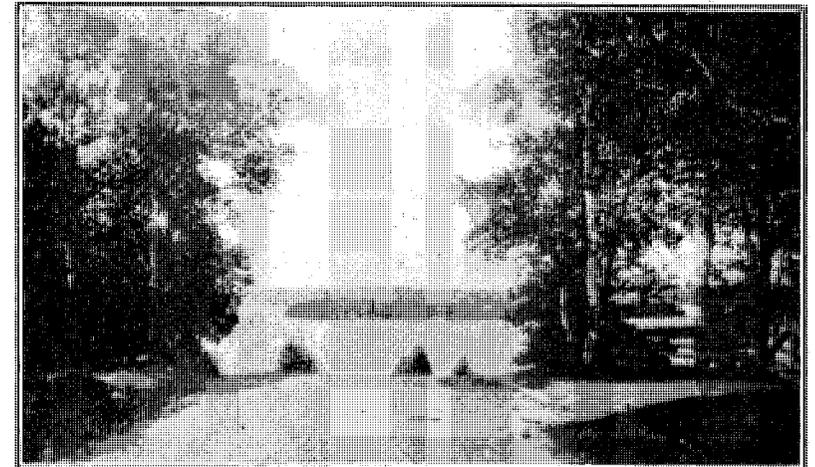


Where quiet reigns, and cares take flight

placid surface of the waters, plying hence on their leisurely way to various summer resorts. Paper is extensively manufactured at Sturgeon Falls, the timber being driven down the Sturgeon River to the pulp mills and on to Cache Bay.

Here the Field River Valley Road offers access to Temagami River and Sturgeon River country.

At Cache Bay, Mileage 174, a few miles west of Sturgeon Falls, large lumber mills are operated. These forces which so effectively grapple with virgin timber in the interests of commerce are far from prosaic upon investigation—they are symbolic of man's triumph over the giants of the forest. These mills at Cache Bay furnish striking examples of the industry's supremacy.



Waters that murmur of peace

Continuing our trip, we arrive next at the little agricultural town of Verner, Mileage 183, prosperous after its own quiet fashion. From Verner a road leads southward to Lavigne, about 7 miles and The Bays of Lake Nipissing.

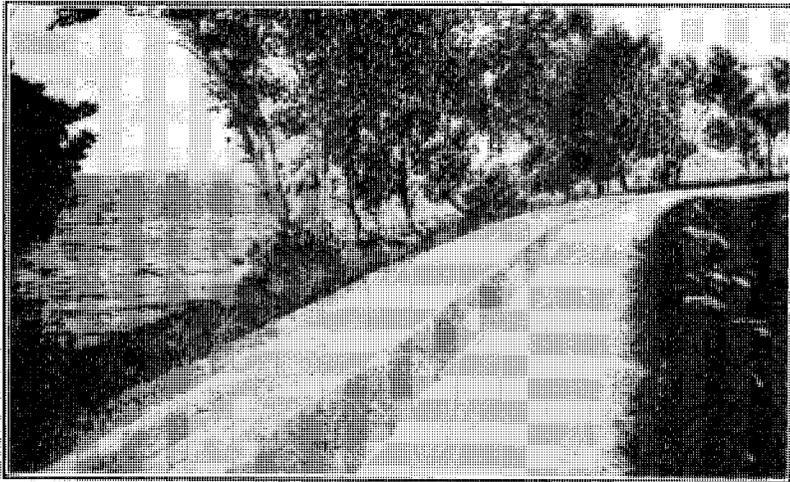
From Verner we proceed to Warren, Mileage 192, a village of similar character. Further scope for delightful and profitable hunting exists in the area leading off from the trunk road at Warren, south to St. Charles, Noelville, Bigwood and French River. Fishing is excellent in this locality. The principal industry is lumbering.

Leading from Markstay, Mileage 206, an interesting little town, there is a good road southward to Aiginawassi Lake; splendid fa-

cilities for the angler exist here. The adequate maintenance of roads is somewhat difficult in this vicinity due to heavy rains, but every effort is made to keep road conditions up to a high standard.

Coniston, at Mileage 224, has attained considerable prominence through the activities of the International Nickel Co. whose plant lends industrial prestige to the community.

Among the more important cities of Northern Ontario, Sudbury, at Mileage 232, looms impressively against a background of achievement. Sudbury is the centre of the nickel mining area and from this point many roads lead off, giving access to the various mines. The extensive activities of the International Nickel Co.,



An alluring sketch of winding road where lake breezes blow

Ltd., predominate in importance. Substantial deposits of zinc, copper and lead are also being developed in this locality. Sudbury has a population of 21,000, and is growing at a rapid rate in size and significance, as progress and enterprise stimulate individual effort in an environment of ambitious endeavour.

This thriving little city is the judicial seat of the district and boasts many attractive buildings of modern construction. There are seven banks, eight churches, as well as high and technical schools of unsurpassed proficiency. Hotel accommodation is of a high standard with three excellent hotels offering comforts and conveniences pleasantly adequate in scope. There is a fine hospital in Sudbury, modernly equipped. For the outdoor enthusiast two splendid golf

courses provide delightful sport and exercise while there are two excellent parks where one may find restful relaxation amid surroundings of quiet beauty.

Sudbury is, first and foremost, a mining centre and its principal claim to Dominion-wide recognition is through its intensive and extensive mining, smelting and refining operations. Among the more important mining interests established in the district may be mentioned those of The Treadwell-Yukon producing zinc and lead, the Sudbury Basin Properties, and Froot Mine, which is located one mile north-east of the city.

In the northland through which we pass, there will undoubtedly be found places of more tranquil beauty than Sudbury possesses, but it is questionable if there is in any locality greater evidence of progress, zeal and enterprise. Sudbury cannot fail to impress the tourist as a city typical of all that is best in an industrial sense, and in its clean, courteous and efficient dealings with the tourist trade.

Continuing along the highway, we come to the town of Copper Cliff at Mileage 237, a town which is making a fair bid for pronounced industrial significance. Smelters and refineries are under construction here.

Arriving at Espanola, Mileage 280, one finds further marked indications of industrial progress, characterized by pulp and paper production on a large scale at the Abitibi Mills.

From this point a road known as the Espanola-Little Current Road leads southerly for 34 miles to the southerly shore of Great Cloche Island from which point a ferry connects with Little Current on Manitoulin Island. This road was opened for traffic in July 1929, and is an attractive one, winding pleasantly over hilly country. From the road one may observe the lakes of the Georgian Bay. An Indian Reserve is passed through as well as good farming country while there are many unfished lakes nearby. The road passes through many charming villages (among which may be mentioned West River and Whitefish River Falls) and thence through the Indian village of Birch Island, and on to La Cloche Island.

The La Cloche Hills are crossed by the road between West River and Whitefish River Falls. From the summit of these lofty hills the scenery around and below has a tranquil grandeur which beggars description. Some of the rarest, most beautiful jewels from the treasure-chest of nature are spread before the eye.



A masterpiece of nature in Northern Ontario

From a short distance south of Espanola a road leading easterly brings the tourist close to the charming Lake Penache where hunter and angler have again a golden opportunity to test their prowess. This is indeed a worth-while part of the trip opening out before the tourist the infinite loveliness of the Creator's handiwork.

Birch Island may be termed "the jumping off place" for Whitefish and McGregor Bays, two of the outstanding Georgian Bay beauty spots. There is an abundance of good fishing in this vicinity, small mouth black bass being especially plentiful.

Manitoulin Island, to which this road brings us, is a veritable fairyland of incomparable beauty, which must be seen to be realized fully and enjoyed completely. It extends across the head of Georg-



Beautiful country ahead, down a gentle slope of the road

ian Bay and Lake Huron and is, in addition to being the largest fresh water island in the world, perhaps the loveliest. The multitude of small lakes within it vary in size from a few acres in extent to the large type such as Manitou, Mindemoya and Kagawong, each many miles in area. Approximately five hundred miles of splendid gravel roads are found throughout the district.

The word "Manitou" appears so frequently in place names in and around Manitoulin that its significance arouses conjecture. To the natives, the term may mean anything from a snake skin to the great hero "Nanabozho", whom Longfellow calls Hiawatha. To the Ojibway Indian anything supernatural was a Manitou, and they seem to have regarded the Manitoulin Island as the abode of all sorts of supernatural beings.

Massiveness has always impressed people and the Indian is no exception. Centrally located on the Manitoulin we find a huge mass of rock with great cliff-like sides resembling the ruins of an old castle. On the top of this elevation there is an area of about two miles square, considered by the natives to be sacred ground, and the dwelling place of the Manitou "Nanabozho". Here he lived with his wives, and those who displeased him were hurled over the cliffs. The island in Mindemoya Lake is said to be formed of the headless body of such a wife. "Mindemoya" signifies "old woman".

These unique Indian legends cannot fail to color the territory with romantic dyes. There is no such thing as extreme temperature in this part of the world. Summer nights are cool and refreshing. The population is comparatively small, scarcely ten thousand, of which over two thousand are Indians. This naturally results in the existence of many unsettled tracts of land, embracing delightful camping areas. Virgin forests teem with wild life; lake shores extend invitingly for many miles. Here we have invigorating breezes from lakes of latent loveliness, while the brooding diamond-eyed stars at night look down upon a hushed scene of glamor-tinged mystery and happy dreams. Manitoulin is indeed a treasure island in the most sublime sense of the term.

From Espanola, if one proceeds westward, a picturesque drive along the banks of the Spanish River brings us to the town of Webbwood at Mileage 286. Here a road leads northward into Shakespeare Township and the upper reaches of the Spanish River. Game and fish are plentiful and promising mineral properties are being developed.

From Webbwood the road runs south into the farming community and village of Lee Valley, continuing to the tourist resort at Cutler Lake. This route may also be taken to reach Espanola, Manitoulin Island and southern points.

Proceeding along the highway, the town of Massey is reached at Mileage 297. At this point the old Massey tote road runs north along the Sable River into a fine mining and hunting country. To the south a road leads across the Spanish River to Lee Valley, Cutler Lake, Espanola and the Manitoulin.

At Mileage 298, the River Road, branching off to the south, provides a very fine scenic route following the banks of the Spanish River to join the Pembroke-Sault Ste. Marie Road again at the agricultural village of Walford, Mileage 305.

At Mileage 307½ a road to the northward, three miles in length, leads to a tourist resort on a chain of lakes providing excellent fishing and hunting.

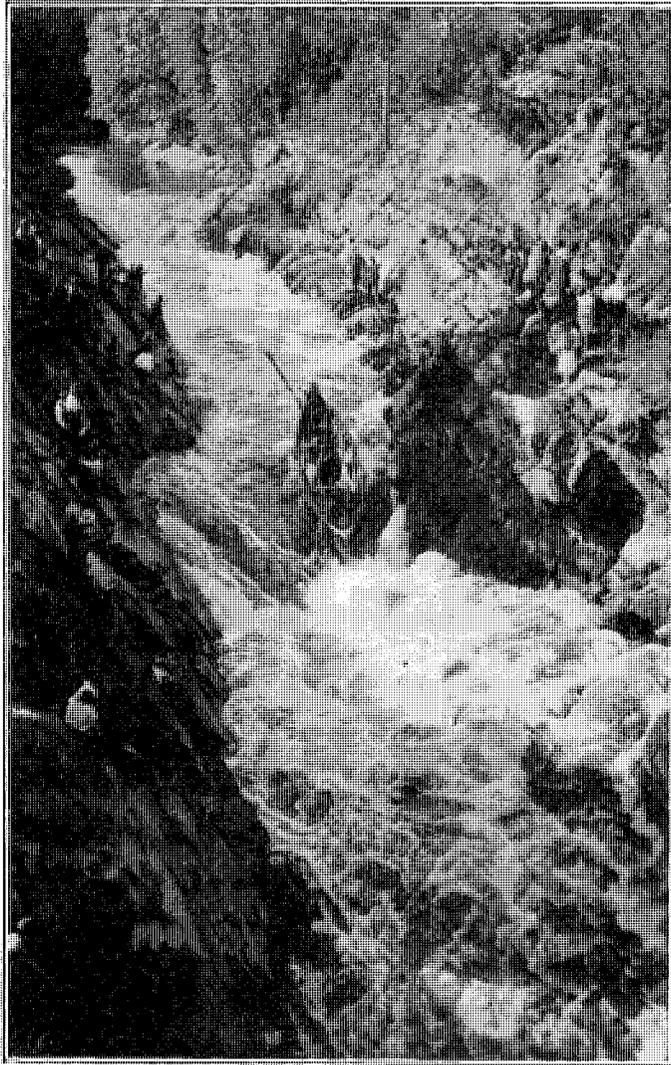
From this point westerly the motorist passes through the splendor of virgin timber forests, abounding in lakes and streams, through the village of Spanish, Mileage 311, adequately equipped for tourist accommodation, the Indian village of Cutler at Mileage 316, and the town of Spragge at Mileage 327. Spragge is the headquarters for the operations of the J. J. MacFadden Lumber interests. From Spragge a boat makes regular trips to Manitoulin Island.

Thence we travel on to Algoma at Mileage 335, situated in the heart of the Lauzon Lake area, which renders it a delightful "play-ground" for tourists. Some of the most interesting scenery of the entire route is encountered in the Serpent River Valley between Cutler and Spragge, and in the Algoma locality there are views of the north shore and inland lakes which are seldom surpassed.

At Mileage 341, the town of Blind River is reached. This is the headquarters of the Carpenter-Hixon Lumber Company, and one of the busiest towns in the north. The Carpenter-Hixon Mills are among the largest and most complete in Eastern Canada. There is an excellent golf course at Blind River for those who like the game.

An alternative route is now under construction from the town of Blind River to that of Iron Bridge and leaves the Pembroke-Sault Ste. Marie road at Mileage 343. From this latter point one may venture into the realm of hunting, fishing and canoeing delights offered by Matininda Water and its restful lake neighborhood.

Leaving Blind River, the road enters the Mississauga River Valley and follows the north branch of the river to the village of Iron Bridge at Mileage 358. From this point a road runs northward for fifty miles into the woods, where extensive lumbering operations are carried on. This road traverses some fine agricultural land and numerous mineral deposits exist here. The picturesque Wharancliffe settlement can also be reached from this road, by branching off to the west at a point eighteen miles from Iron Bridge and by crossing the Mississauga River at the tunnel bridge. This bridge spans the river, resting on perpendicular rock bluffs at the mouth of the famous Mississauga canyon. Slate Falls is another choice bit of Mississauga scenery which may be reached via the



The thrill of running the rapids near Massey, Ontario

Goldenburg Road, running north from the Pembroke-Sault Ste. Marie road at Mileage 364. This road connects with the Wharancliffe Road.

From Iron Bridge the highway continues through country of a rugged character, past the villages of Day Mills (Mileage 365) and Sowerby (Mileage 367). Both these hamlets have for years been organized to adequately deal with the tourist situation, and are advantageously located in the vicinity of Big Basswood and Mud Lakes. Beautiful views of forest and water follow each other in pleasant succession along this part of the road. From the top of Maple Ridge (Mileage 371) a wonderful view of Lake Huron may be obtained.

The road continues from this point through a stretch of prosperous farming country, reaching the Town of Thessalon at Mileage 377. This town is the headquarters of the Hope Lumber Company, while a branch of the Firstbrook Box Company manufactures here. At this point the Wharancliffe Road turns northward through the village of Little Rapids for twenty miles to Wharancliffe and the Tunnel Bridge, from whence connection may be made with either of two short routes to the Carpenter-Hixon Lumber road. The Wharancliffe Road also touches upon the well-known Big Basswood Lake with its ideal resorts for hunting, fishing, boating, etc. Thessalon and vicinity is well equipped to serve and assist tourists.

Continuing westerly through farming country and through the lumbering village of Nestorville at Mileage 381, the town of Bruce Mines is reached at Mileage 389. This is the oldest settlement on the north shore where copper mines were operated in the far distant past. It is the present site of operations for an important trap rock industry, as well as being the hub of a thriving agricultural territory.

Running north from Bruce Mines, the Dunns Valley Road passes through the village of Rydal Bank, five miles out and reaches the Dunns Valley Settlement a distance of twenty miles. A large area filled with lakes such as Ottertail, Rock, Gordon and Patton, is traversed by this road in its return routes to connect with either Portlock or Sylvan Valley.

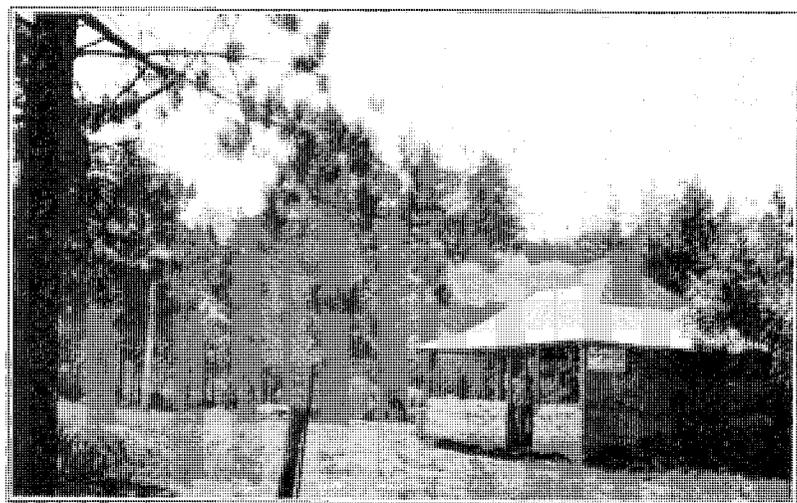
Bruce Mines is also the headquarters for well-established tourist accommodation in the outlying districts.

Going on through Portlock Village, which we reach at Mileage 397, we come to the more important village of Desbarats at Mileage

400. This last is supported by a thriving agricultural community and has significant mineral prospects.

The attractions for tourists and summer campers are numerous here; among others, the summer hotel at Diamond Lake is tributary to Desbarats. This is reached by a road branching northward from Mileage 398. The Gordon Lake settlement is also passed through by this road, which connects with the Dunns Valley Road from Bruce Mines, as previously mentioned.

Desbarats forms one of the gateways to St. Joseph Island. A road running southerly crosses the Campement D'Ours Island by way of the Kensington Ferry at a point two miles distant, and thence



Tourist camp along the Pembroke-Sault Ste. Marie Road

three miles across this island to St. Joseph. This is an island comprising three townships of good agricultural land. Its lumbering, fishing, and hunting, together with the extreme beauty of its scenery render it superlatively inviting. The more important urban centres are Hilton Beach and Richard's Landing.

Owing to its generous deposits of limestone gravel St. Joseph has for years had an enviable reputation for good roads. The presence of numerous expensively constructed summer homes bears vivid testimony to the attractiveness of environment and climate.

Leaving Desbarats, the road traverses some excellent agricultural country, passing through the village of McLennan (Mileage

404) and that of Laird at Mileage 410. There is also, at Mileage 406, a road three miles in length leading to the Pine Island Ferry, where a second connection to the St. Joseph Island roads can be made. At Mileage 414 a road two miles long branches off easterly to the village of Bar River, the centre of one of the most fertile agricultural flats in the north country.

Continuing along the road, we reach the village of Echo Bay at Mileage 415. Then there is a road leading easterly into Sylvan Valley Settlement and the numerous hunting, fishing and tourist establishments in this locality.

Crossing the Echo River at Mileage 416, entry is made into the Garden River Indian Reserve. Here we find the headquarters for a band of Ojibway Indians at Garden River Village, Mileage 420. This is the beginning of the country rendered immortal by the poet Longfellow in his famous poem "Hiawatha".

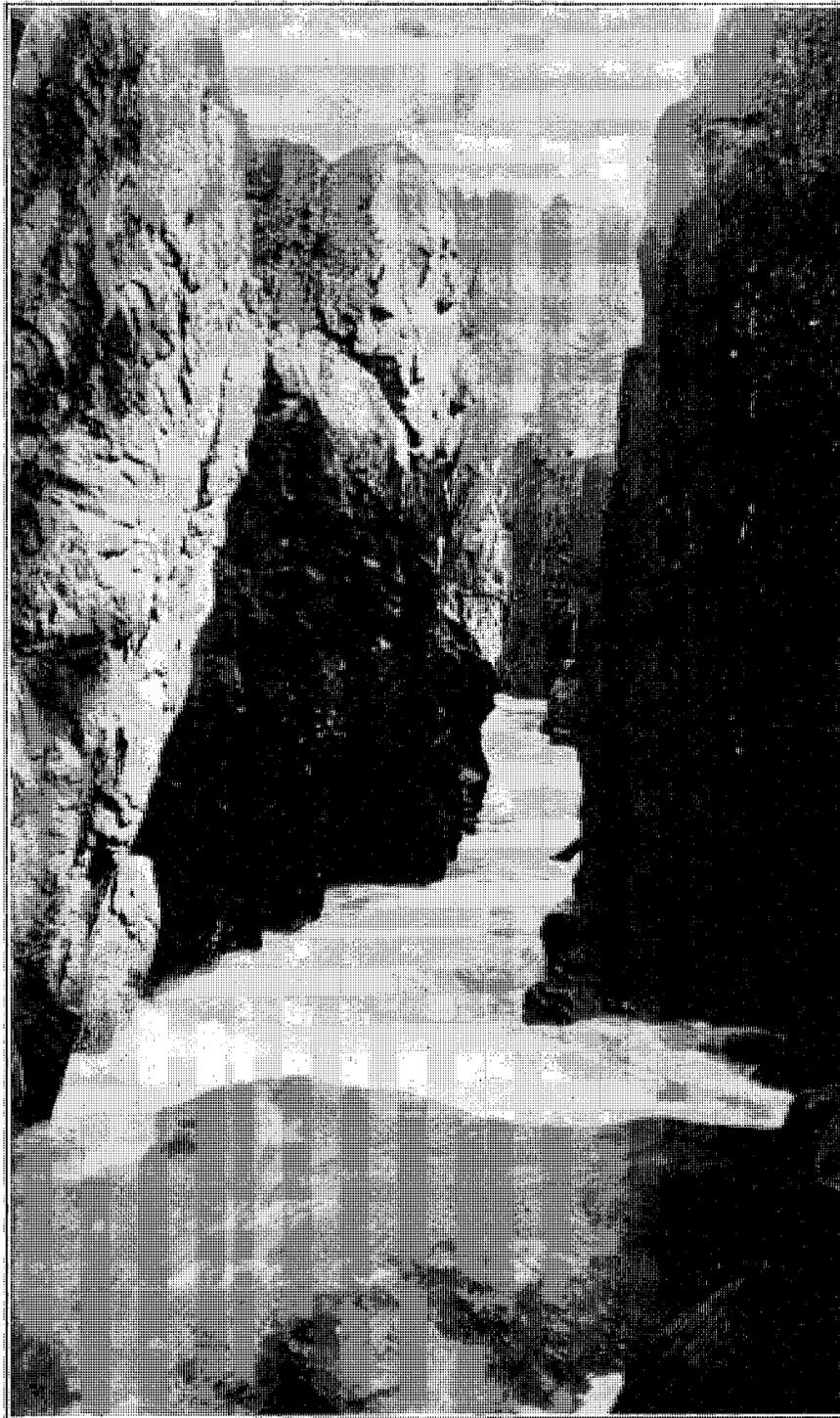
From Garden River a road runs north into a lumbering and mining country which is also frequented by many sportsmen.

Proceeding, we come at length to the City of Sault Ste. Marie at Mileage 429. This interesting city has an imperishable background of three historic centuries. Here we have a modern centre with a population of 24,000, one of the largest urban communities in the north country.

The more important industries of Sault Ste. Marie are paper and steel production. In relation to industry, it is said that there is no cheaper power obtainable in Ontario than here. Recreational facilities exist including a good golf course.

In the "Soo" we find the Canadian Terminus of the Soo Line of the Canadian Pacific Railway, as well as the southerly terminus of the Algoma Central and Hudson Bay Railway. The shops and executive offices of the latter are located here. Rail connections may be had from the Soo with Detroit, Chicago and Minneapolis, in the United States, and with the Three Trans-Canada roads. The Algoma Central Railway in the latter case traverses some of perhaps the most noted scenery in Algoma in its route northward, chief among which is the Agawa Canyon approximately 100 miles from the Soo. A great deal of time, money and effort has been expended along this line to afford excellent tourist facilities enroute.

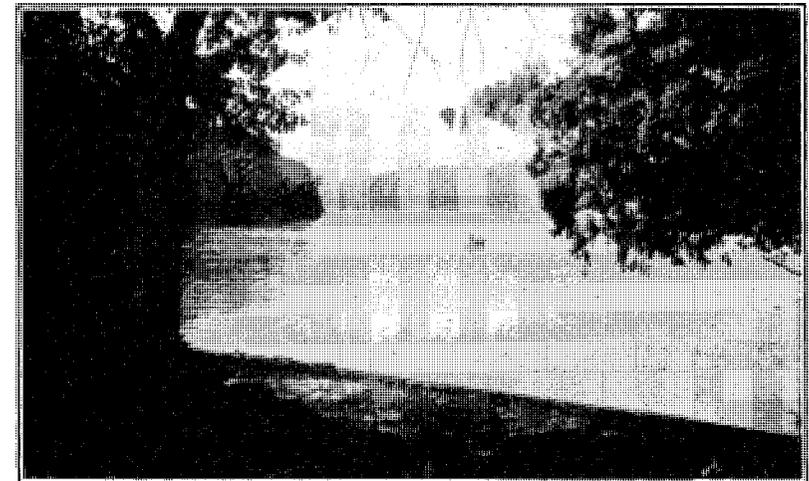
Boat routes via the Dominion Transportation Lines include local north shore points such as Richard's Landing, Hilton Beach, Desbarats, Bruce Mines, Thessalon and Michipicoten as well as Owen



Natural wonders of rock and river, near Thessalon, Ontario

Sound. The Northern Navigation and C.P.R. lines connect Sault Ste. Marie with Duluth, Port Arthur, Fort William, Port McNicol and Owen Sound.

Good roads radiate from Sault Ste. Marie in every direction. To the west a road runs 12 miles to Gros Cap. Near the terminus of the road the route descends to the shore of Lake Superior from a cliff. From this eminence, a delightfully impressive view is spread before the eyes, embracing the lake and the mouth of St. Mary's River. To stand at a lofty height and contemplate the beauties of unspoiled nature in this way can scarcely fail to engender a calm consciousness of eternal vigilance and care, together with a grateful appreciation of life's loveliness.



Just another bit of lakeland loveliness

To the north-east the Sault Ste. Marie-Searchmont Road runs for a distance of 33 miles to the Wabos Settlement, roughly paralleling the Algoma Central & Hudson Bay Railway and joining the communities of Heyden, Island Lake, Bellevue, Northland, Glendale and Searchmont, en route.

At Searchmont we find the headquarters of the Searchmont Lumber Co. whose operations furnish material support to the town.

From Glendale a private road, 30 miles in length, runs eastward to Ranger Lake where extensive development has been carried on for the accommodation of tourists. Fifteen miles from Sault Ste. Marie, the motorist passes Island Lake. This is a small com-

munity of summer homes along a picturesque inland lake. The Landslide Canyon may be reached from this road by taking any of several alternative branches and likewise Trout Lake, where tourist needs and comforts will find pleasant realization.

Branching from the Sault Ste. Marie-Searchmont Road at Island Lake, the Haviland Bay Road runs north-westerly to Batchawana, reaching the shores of Lake Superior at Haviland Bay and following the shore from thence. Here again we discover almost every known aid to travellers' comfort and convenience and in many places along the shore attractive summer homes add a permanent domestic quality to the scene.

As one travels through the district, there are innumerable opportunities available for land purchase and the building of cottages in many of the best scenic localities.

The resorts for tourist accommodation throughout the district are numerous indeed, only space restrictions preventing further detailed reference to many of these. Every facility and resource of a well-equipped area is placed cheerfully at the disposal of the traveller, and ample provision has been made to tender a tangible welcome to the transient pleasure-seeker.

Crossing the St. Mary's River, by ferry from Sault Ste. Marie, Ontario, to Sault Ste. Marie, Michigan, paved roads radiate in all directions to Detroit, Chicago, Minneapolis, and other important centres.

And so, to sum up, we have within the scope of the Pembroke-Sault Ste. Marie Road, a stretch of new and refreshingly attractive country, embracing every conceivable charm to which the tourist might aspire. Lakes, rivers, hills, valleys, undulating slopes of virgin green, pretty little towns, progressive little cities, each lends its quota of charm and allurements. The Ontario Government has made every effort to simplify any difficulties of travel in the less developed portions and confidence is felt that a maximum of pleasure, refreshment and relaxation may be attained, with every source of travel-comfort and tourist accommodation thus carefully supervised.

In conclusion, we hope you will like Ontario, and enjoy a pleasant and profitable trip over this new highway, the Pembroke-Sault Ste. Marie Road.

## HOTEL ACCOMMODATION

INTERPRETATION OF ABBREVIATION AS FOLLOWS:

B Bathing and Boating. G Golf. S Sandy bathing beach.  
 C Has accommodation in cottages. H Hunting. T Tennis.  
 F Fishing. L Hotel sends out own booklet. W Winter Sports.

**TOURISTS ARE ADVISED TO MAKE RESERVATIONS—SPLENDID SUMMER SEASON  
 MAY TO OCTOBER**

Post Office and Name of Hotel, etc.	Attractions	Number of Rooms			RATES	
		With Bath	With Hot and Cold Water	Without Bath	Per day	Per Week
<b>PEMBROKE</b> Copeland House .....	BFGHST	7	65	..	With bath \$2.00-\$3.00 Hot and cold water \$1.50-\$2.00	European plan shown "E"; all others American.
Pembroke House .....	BFGHST	14	65	..	With bath \$2.00-\$3.00 Hot and cold water \$1.50-\$2.00	
<b>MATTAWA</b> Mattawa House .....	BFHSTW	2	25	..	With bath \$2.00 Hot and cold water \$1.50	European plan shown "E"; all others American.
Trans-Canada Hotel .....	BFHSTW	..	40	40	\$3.50	
<b>BONFIELD</b> Corbeil's Hotel .....	BFHSW	..	..	10	\$2.50	European plan shown "E"; all others American.
<b>NORTH BAY</b> Empire Hotel .....	BFGHSTW	110	35	..	With bath \$3.00 and up Hot and cold water \$2.50 E	
Queen's Hotel .....	BFGHSTW	4	46	..	With bath \$5.00 Hot and cold water \$3.50	European plan shown "E"; all others American.
Continental Hotel .....	BFGHSTW	2	28	13	With bath \$4.00 Hot and cold water \$2.00 \$3.00 E Without bath \$1.00 E	
<b>STURGEON FALLS</b> Windsor Hotel .....	BFHSTWG	1	30	..	With bath \$3.50 Hot and cold water \$2.00 and up E.	European plan shown "E"; all others American.
Kirkup Hotel .....	BFHSTWG	2	35	..	With bath \$3.50-\$4.00 Hot and cold water \$1.50-\$3.00 E	
King Edward Hotel .....	BFHSTWG	..	16	..	\$3.50	European plan shown "E"; all others American.
Queen's Hotel .....	BFHSTWG	..	9	..	\$1.50-\$1.00 E	

Post Office and Name of Hotel, etc.	Attractions	Number of Rooms			RATES	
		With Bath	With Hot and Cold Water	With-out Bath	Per day	Per Week
					European plan shown "E"; all others American.	
VERNER Imperial Hotel .....		..	..	17	\$2.50	
WARREN Globe Hotel .....		..	..	10	\$2.00	
SUDBURY King Edward Hotel .....	BG	35	35	30	\$1.50, 2.00, 2.25 and 3.00 E \$3.75, 4.00, 4.75	
Nickel Range Hotel .....	BFG	75	25	..	\$2.00 and up	
New American Hotel .....		..	30	..	\$1.00 and up	
NAIRN CENTRE King George Hotel .....	BFHW	..	..	12	\$2.50	\$10.50
ESPANOLA Espanola Hotel .....	BFGT	100	..	..	\$4.00	
LITTLE CURRENT Mansion House .....	BF	10	25	20	\$3.75 & \$4.75	\$21.00 & 25.00
WHITEFISH Penage Hotel .....	FF	..	..	18	\$1.50 and up	
KAGAWONG Havelock Hotel .....	BFHW	..	..	20	\$2.50	\$16.50
GORE BAY Ocean House .....	BFHTW	..	..	20	\$3.50	\$21.00
WEBBWOOD New Windsor .....	BFHS	..	..	25	\$2.50	\$10.00
MASSEY Riverside Inn .....	BFHS	..	..	7	\$2.50	\$12.00
Clifton House .....	BFHSW	..	..	9	\$2.50	\$12.00
SPANISH Huron Hotel .....	BFHSW	..	..	16	\$3.25	
SPRAGGE Clifton House Annex .....	BFHSW	..	..	40	\$2.00 & 3.00	\$12.00 & \$18.00
BLIND RIVER Fisherman's Haven .....	BCFHSW	..	..	26	\$2.75	
Americian Hotel .....	GTHF	..	..	23	\$2.50	
Ottawa House .....	LBFH	..	..	15	\$2.50	\$9.00
Golden Glow Inn .....	BFH	..	..	4	\$2.50	\$15.00
Riverside Hotel .....	BFH	..	..	17	\$2.50	\$10.00
Harmonic Hotel .....	LBFH	..	1	19	E \$1.50 up A \$3.50	
River View .....	BFH	..	..	13	E \$2.50 A \$3.00	\$10.00 \$10.00
IRON BRIDGE McDonald's Hotel .....	CFHLSW	..	..	55	\$3.00 and \$3.50	\$15.00 & \$18.00
Iron Bridge Hotel .....	BFHSW	..	..	15	\$2.50	\$12.00
THESSALON Commercial Hotel .....		..	..	14	\$2.00	\$8.00
Heffernan Hotel .....	BFGHST	..	14	36	\$3.50	\$15.00
Maple Lodge .....	C	1	..	5	\$3.75 E \$2.00 & 3.00	

Post Office and Name of Hotel, etc.	Attractions	Number of Rooms			RATES	
		With Bath	With Hot and Cold Water	With-out Bath	Per day	Per Week
					European plan shown "E"; all others American.	
BRUCE MINES Bay View Hotel.....	BFHLS	..	..	8	\$3.00 E \$1.50 up	\$18.00
Lake Shore Hotel.....	BFHS	..	..	14	\$2.50	\$10.00
DESBARATS Desbarats Hotel .....	BFHLSTW	3	..	9	\$2.50 up	\$10.00
Tourist Hotel .....		..	..	8	\$2.00 E \$1.00	\$8.00 \$4.00
SAULT STE. MARIE Windsor Hotel .....	BFGHSTW	90	60	..	E \$2.00 up also American	
Algonquin Hotel .....	BFGHSTW	25	25	..	E \$2.00 up also American	
Grand View Hotel.....	BFGHSTW	5	47	..	E \$1.50 up	
Royal Hotel .....	BFGHSTW	..	..	32	E \$1.00-\$2.00	
New Ontario Hotel .....	BFGHSTW	..	..	75	E \$1.00 up	
American Hotel .....	BFGHSTW	4	6	6	E \$1.00, \$1.50 \$2.00, also American	
Albion Hotel .....	BFGHSTW	..	..	7	E \$1.00 up	
Victoria Hotel .....	BFGHSTW	..	..	18	E \$1.00 up also American	
Stone House .....	BCFGHSTW	..	..	5	E \$1.00	
Y.M.C.A. ....	BFGHSTW	..	..	33	E 75c, \$1.50	
Tara Hall Apts. ....	BFGHSTW	30	..	..	E \$1.00 up	
Imatra Hotel .....	BFGHSTW	6	6	12	E \$1.00 up	
Soo Hotel .....	BFGHSTW	..	2	13	E \$1.00 up	
Adriatic Hotel .....	BFGHSTW	..	..	15	E 75c up also American	
Algoma Hotel .....	BFGHSTW	2	20	18	E \$1.00 up	\$7.00

### U. S. MOTORISTS COMING TO ONTARIO

WHEN you plan your trip into Ontario you will find no difficulties at the Border with the Customs authorities. Be sure to bring with you your State License Card.

**For Twenty-Four Hours.** Automobiles may be entered at any Canadian port for touring purposes for a period not exceeding 24 hours, by the owner surrendering his State license card, which is handed to him on his return journey.

**For Two to Sixty Days.** For a period of sixty days a motorist may bring his car into Canada for touring purposes only and return by the port of entry or any other port without bond or deposit, the only requirements being the possession of a State license identifying the car, and the completion of the necessary duplicate customs form, on which particulars of the car are recorded. One form is retained by the Customs Officer and one by the motorist, which is to be surrendered by him at any port of exit on leaving Canada.

**For Sixty to Ninety Days.** One extension of thirty days to a limit of ninety days may be granted without a bond or deposit by presenting the original customs permit to any Customs Officer.

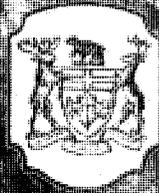
**For One to Six Months.** Automobiles may be entered at any Canadian port of Customs for touring purposes for a period of one to six months, by filling in the same form referred to, and signing a bond in approved form for double the amount of the estimated duties on the vehicle, or secure a special bond of an incorporated guarantee company authorized to do business in Canada.

The automobile of any tourist not returning within the time limit is liable to seizure. Should an unforeseen delay occur, prolonging the time of stay in Canada beyond that mentioned in the tourists permit, the Customs Department, Ottawa, should be communicated with at once.

**TOURISTS' OUTFITS:—**

The regulations now permit the entry into Canada, without deposit, of guns, rifles, fishing tackle, golf clubs, tennis racquets and cameras previously used by a tourist and imported for personal use. Dogs and other animals imported for hunting or as pets are also admitted without deposit.

Canoes, outboard motors, tents, camp equipment, phonographs, radios, musical instruments, etc., are subject to a deposit of a sum of money equal to the duty on such articles, and the money thus deposited will be refunded if the articles are exported at any port, within six months from the time of entry; provided the articles are produced and their identity attested to before a Canadian Customs officer at the place of export or before a Customs officer at a place outside of Canada.



# NORTHERN ONTARIO

*Pembroke ~ Sault Ste. Marie Road*

*A worthwhile trip  
through beautiful and  
interesting country*

Department of Northern Development  
Parliament Buildings, Toronto