at Paris. In 1590, the Marquis de la Roche was sent out with the usual dissolute crew to succeed Roberval as the king's agent on the banks of the St. Lawrence. Leaving part of his ill-favored gang on the desert Sable Isle, off Nova Scotia (where early in the century Baron de Léry had vainly attempted to plant a colony), La Roche set forth to explore the mainland for a site. A wild storm blew his vessels to France, and the wretched skin-clad survivors of the band which he had left behind were not rescued until thirteen years had elapsed. Their tale of horror long rang in the ears of France.

In 1600-1603, Chauvin and Pontgravé made successful trading voyages to the St. Lawrence. Samuel de Champlain was one of the party which, in the latter year, followed in Cartier's track to Montreal. The same season, a Calvinist, named De Monts, was given the vice-royalty and fur-trade monopoly of Acadia, and in 1604 he landed a strangely-assorted company of vagabonds and gentlemen on St. Croix Island, near the present boundary between Maine and New Brunswick; but in the spring following they settled at Port Royal, near where is now Annapolis, Nova Scotia, thus planting the first French agricultural settlement in America. Five years later, Champlain reared a permanent post on the rock of Quebec, and New France was at last, after a century of experiments, fairly under way.

Various motives influenced the men who sought to establish French colonization in America. The ill-fated agricultural colony of the Huguenots in Florida (1562-68), was avowedly an attempt of Admiral Coligny to found an enduring asylum for French Protestants. The enterprise of New France,