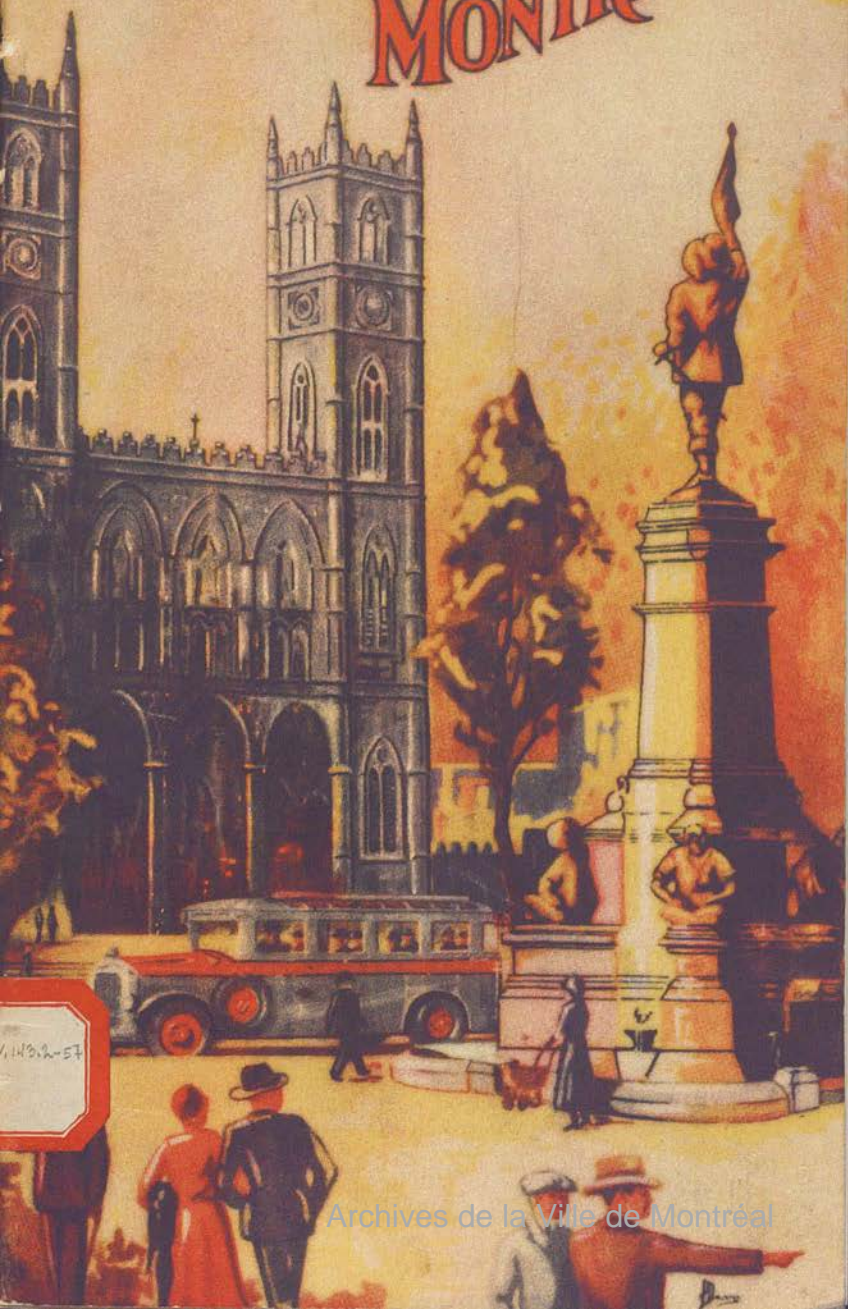


QUAINT

1930

THE
GRAY LINE

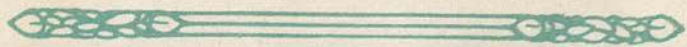
MONTREAL



1482-57

Archives de la Ville de Montréal

1930



The Art of Beauty

THE cultivation of Beauty is an art in which Palmer's have been skilled for more than eighty years.

Here, surrounded by luxury, you have the undivided attention of clever European artists for facial treatments, Permanent Waving, Water Waving, Hair Tinting, etc. Skilled Manicurists and Chiropodists minister to your needs.

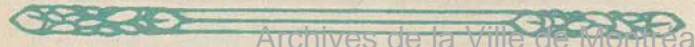
In the Perfume Shop you may see everything that is new in French perfumes and beauty aids, besides exquisite English and French novelties, not available elsewhere.

Telephone for Appointments
MARquette 9363*

Palmer

& SON, LIMITED

1198 St. Catherine Street West near Drummond
2nd Block West of Peel Street



HOTEL DE VILLE
Bibliothèque des Archives



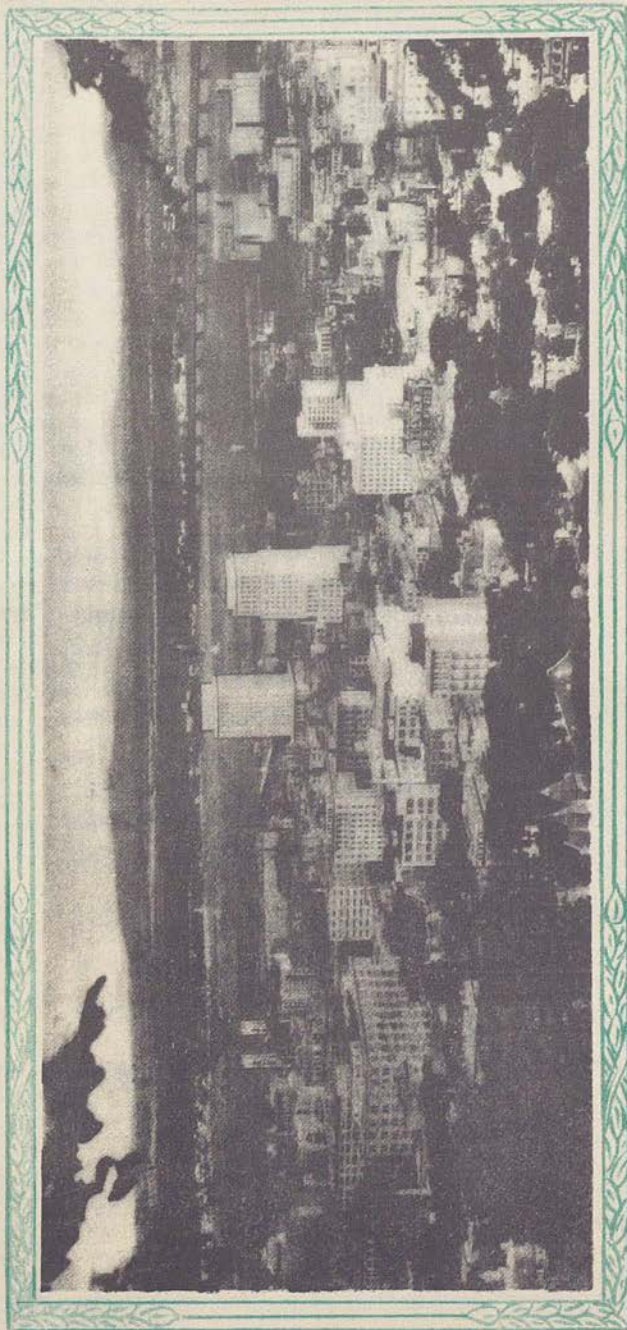
Archives Library
CITY HALL

in montreal most people shop at EATON'S

There are many things of interest to visitors in this Store, the largest in Montreal. Here will be found the widest assortments of fancy linens, souvenirs, furs, diamonds, antiques, a salon de coiffure... Ensemble Shop and other specialty shops for women, and a modern restaurant which is one of the showplaces of the city.

Men will be interested in our English golf hose and sweaters, Burberry and other London-tailored coats; also golf accessories and fishing tackle.

THE T. EATON CO. LIMITED
OF MONTREAL



Bird's-eye View, City of Montreal.



ONTREAL, with its glittering domes and spires resplendent of the old order, its chimneys and warehouses indicative of its active commercial life, its massive public institutions, its many churches, modern buildings and homes—with its aesthetic, commercial, religious and home life blended in an harmonious whole, situated beside the gleaming waters of the St. Lawrence—offers to the Tourist a veritable treasure-house of historical interest.

Nowhere in North America can be found such charm, such romance, such a strange mixture of the old and the new—as in Montreal.

Dating from 1536—the earliest days of its history, embracing the expedition of Jacques Cartier up the St. Lawrence, which resulted in the discovery of the Indian town of Hochelaga (now part of Montreal), which afterwards disappeared till about 1611, when Champlain arrived with his expedition, and the naming of the mountain as Mount Royal, from which the name of Montreal is derived; the landing on the 18th of May, 1642, of Maisonneuve and his little band of religious enthusiasts upon the spot where Montreal Customs House was afterwards erected and planted in the words of the saintly Vimont: "A grain of mustard seed destined to overshadow the land," through to the days in 1672 when streets were first regularly laid; withstanding the early terrors and alarms with the Indians; the Seven Years War which, after a long and trying struggle, resulted in the Treaty of Paris and the definite placing of the Colony in 1763 under the flag of Great Britain, is the fabric from which Montreal's history is woven.

And so that the thousands who yearly travel from far distances to this city of incomparable attractions, may see everything, may not miss one single point of interest, the Gray Line has carefully arranged a series of trips that cover everything, short travels in magnificent parlour coaches that unfold by sight the interesting, long-to-be-remembered history of Montreal.

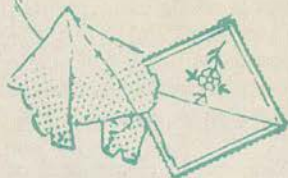
Long experience plus an unusual degree of willingness to serve, has won for the Gray Line an enviable reputation, for no city in North America can boast of a sightseeing service better than that to be found here. Not only the alluring attractions of man-made sights are to be seen on these trips, but nature's great handiwork, the beautiful island of Montreal, formed at the confluence of the St. Lawrence and Ottawa Rivers—picturesque to an unusual degree—is traversed and shown in all its glory.



30% Saved on Irish Linen HANDKERCHIEFS

Bought in Canada

Pure Linen Handkerchiefs



The largest
assortment
shown in
Montreal.

See us first.

LADIES' NOVELTY HANDKERCHIEFS

Colored handkerchiefs from Ireland for the smart
tailored frock. In blue, green, pink, helio or tan
linen, with dainty embroidered designs.

LADIES' PURE LINEN HANDKERCHIEFS

\$1.00 doz. up.

MEN'S PURE LINEN HANDKERCHIEFS

\$1.55 doz. up.



MEN'S HANDKERCHIEFS

Linen handkerchiefs for men with hemstitched, and
hand-rolled tape borders.

SILBRO TEXTILE CO. LTD.

THREE STORES IN MONTREAL:

769 ST. CATHERINE STREET WEST
Near McGill College Avenue

1395 ST. CATHERINE STREET WEST
Corner Bishop Street

1006 ST. CATHERINE STREET WEST
Dominion Square Building

Also at OTTAWA, ONT.

OPEN LATE FRIDAY AND SATURDAY NIGHTS

AMERICAN VISITORS

WILL FIND

IRISH LINENS

30% lower in price in Canada than in the U.S.,
because of our preferential duty!

Returning residents are allowed by the American Customs up
to \$100.00 worth of merchandise DUTY FREE, provided
same is for personal use and not for resale.

WHY NOT TAKE ADVANTAGE OF THIS OPPORTUNITY?

Table cloths, Towels, Pillow Cases and
Handkerchiefs. Fine SCOTCH Wool
Blankets and Bed Covers. John S. Brown's
"Lavender" and "Ireland Bros." Linens,
known the world over, are stocked by us.

Only SILBRO Stores use this slogan:
"THE HOME OF IRISH LINENS."

Registered.

Your personal inspection invited.
Visit us to-day.

SILBRO TEXTILE CO. LTD.

THREE STORES IN MONTREAL:

769 ST. CATHERINE STREET WEST
Near McGill College Avenue

1395 ST. CATHERINE STREET WEST
Corner Bishop Street

1006 ST. CATHERINE STREET WEST
Dominion Square Building

Also at OTTAWA, ONT.

OPEN LATE FRIDAY AND SATURDAY NIGHTS

Archives de la Ville de Montréal

fURS

Canada is noted, among other things, for the beauty of the furs it offers to discriminating purchasers. In no other country do peltries reach the full, prime beauty that they attain in Canada—and in no other house are these pelts made into distinctive styles equal to the fashions set by the house of Desjardins.

You are invited to view the remarkable display of luxurious fur coats and neck-pieces offered for inspection in our showrooms.

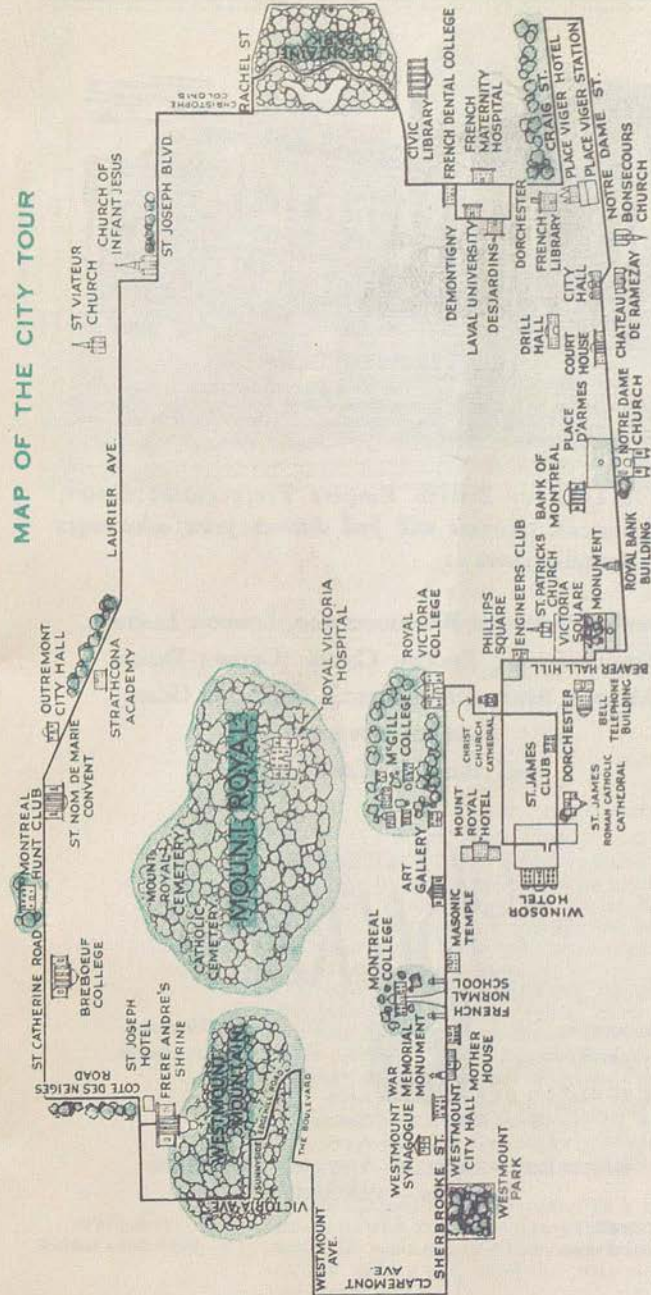


CHAS DESJARDINS & CO.
LIMITED

1170 St. Denis Street
MONTREAL

Uptown Showrooms: Windsor Hotel

MAP OF THE CITY TOUR



CITY TOUR—Continuous Service Daily. 2-Hour Tour. \$1.00 per Person.



OUR MONTREAL STORE

on PHILLIPS SQUARE, near the King Edward monument, enjoys the distinction of being the largest ground floor jewellery store in the world. The building alone, not considering the lovely things it contains, is well worth a visit.

BECAUSE of British Empire Preferential duties, American tourists will find distinct price advantages on such desirable wares as

DIAMONDS, SHEFFIELD REPRODUCTIONS, LONDON LEATHER,
 ANTIQUE SILVER, ENGLISH CHINA (CROWN DERBY,
 MINTON, STAFFORDSHIRE, ETC.), BOHEMIAN GLASS,
 PARISIAN NOVELTIES
 and other Old World wares.



Goldsmiths
 Silversmiths

Diamond
 Merchants

Henry Birks & Sons Limited

MONTREAL — HALIFAX — OTTAWA — WINNIPEG
 CALGARY — VANCOUVER

QUEBEC:
 G. Seifert & Sons

TORONTO:
 Ryrie-Birks Limited



THE PRESENT CITY HALL replaces, since 1926, the former municipal palace erected in 1878 and destroyed, on the 3rd of March, 1922, by a fire which practically left but the walls standing. These walls were raised and used in the new structure.

One of the most remarkable features of this building is the large Hall of Honour, on the first floor, to which the central stairway gives access. The flooring of this hall is of Campan marble extracted from the Pyrenees and presents a splendid sight; the electrolier and candelabra have been supplied by the firm Sony, Duval & Compagnie, of Paris; the walls are lined with granite d'or marble from Burgundy.

The Council-Room also deserves a special mention, with its throne and panels of teak-wood, its walls of travertine from France, its artistic ceiling and symbolic stained glass-windows.

"The shop of a thousand and one delights"



Collections from China Japan, Korea and India

Cloisene, pottery and soapstone—ginger and tea—linens, rugs, bronze and old copper—carvings, jade and embroideries—from China. Jewelry, pictures, leather goods and novelties—from Japan. Brass goods—from Korea and India. And—a thousand and one genuine importations from the Orient, most of them with age-old histories.

Come in! You will find vases, bowls, trays, lamps, necklets, purses, lingerie, tea cloths, etc., — handkerchiefs, scarves, Shansi chests, embroidered panels and runners, Mandarin coats and skirts, and Princess coats — most of them over a hundred years old. A wonderful choice suitable as gifts or bridge prizes, at prices ranging from 50c to \$5.00 and up.

THE HXWAIKING SHOPS LIMITED

MONTREAL

1622 ST. CATHERINE W.

NO. 5 MOUNT ROYAL HOTEL

QUEBEC

OTTAWA

ST. JOHN. N.B.

TORONTO

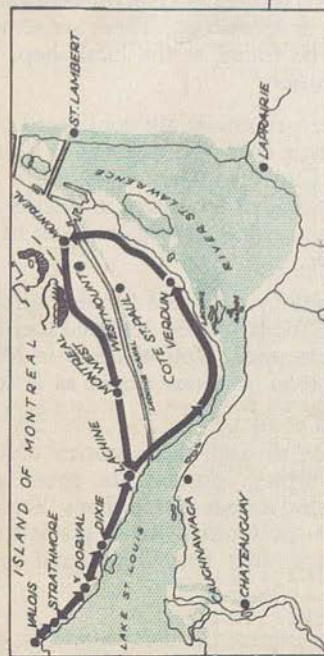
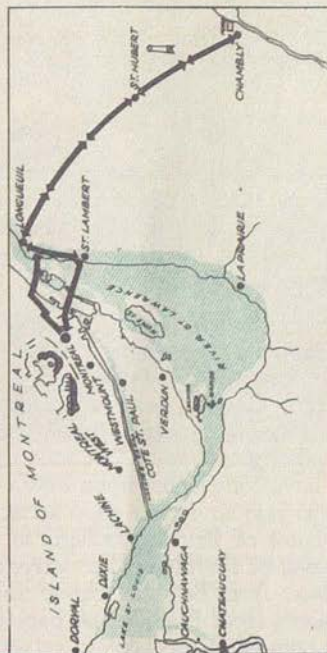
HALIFAX, N.S.

ALL THE
WAY



USE THE
GRAY

FORT CHAMBLY AND AIRPORT TOUR—3-Hour Trip:
Daily, 2.00 p.m. \$2.00 per Person.



LACHINE TOUR—2-Hour Trip: Daily, Every Half-Hour from
2.00 p.m. \$1.00 per Person.



ALL THE
WAY

USE THE
GRAY

HELPFUL HINTS



No matter how thrilling a holiday trip in new surroundings may be, it is strange how one's thoughts invariably turn toward home and friends left behind—so natural to be thinking of bringing back for dear ones, gifts that are symbolic of the trip you are making.

Every country is noted for goods that can be purchased to greater advantage than at home. Such things as duties and trade treaties often affect prices between one country and another. Canada, being a part of the British Empire, naturally profits from protective trade treaties, and you, too, while Canada's guest may profit accordingly. Many visitors to our city have commented upon how well dressed the children are. It is so easy to dress a child attractively when you can obtain the finest of British woollens so inexpensively. Irish linens, too, will be found very attractive in our shops. You may pick up laces from Belgium, gowns and perfumes from Paris, fine woollens from England, perhaps that smart travelling rug or that homespun blanket you've wanted, a colorful cardigan or pullover for the links, a suit or sportscoat. These are some of the many articles that will be found in the local shops and which will attract your attention.

The furs from the northern countries are considered to be the most enduring, and amongst other things, Canada is noted for its many fine furs. The Canadian silver foxes which may be seen in Montreal are unequalled anywhere in quality and beauty. It will be worth your while to inspect some of the beautiful furs on display here.

This city also offers exceptional facilities for the purchase of jewels. Diamonds enter Canada free of duty and therefore their purchase here is advantageous. You will find in Montreal as beautiful a collection of precious stones as is to be found in continental capitals.

So when you go wandering through this historical old city admiring its churches and shrines, you may also spend some pleasant hours browsing around its interesting shops. Remember—you can carry back to the United States, goods to the value of one hundred dollars, duty free, if declared at the border.



*M*CGILL UNIVERSITY owes its origin to a private endowment. It was founded by the Hon. James McGill, a leading merchant and public-spirited citizen of Montreal, who died in 1813. By his will dated January 8, 1811, he bequeathed his property of Burnside, consisting of 46 acres of land with the dwelling house and other buildings thereon, and a sum of £10,000 in money, to found a college. A Royal Charter, obtained in 1821 and conferring University powers, established one of the foremost seats of learning in North America. The University has several very interesting museums, the most outstanding of which is the McCord National Museum relating to Canadian history. These museums, which are well worth visiting, are open daily to the public, admission free. Photograph by Compagnie Aérienne Franco-Canadienne.

Archives de la Ville de Montréal

Page 13

CITY TOUR

See Map on Page 7.

In planning our City Tour, we have endeavored to show our visitors that we live in a progressive, cosmopolitan city. Montreal is different from any other city in the world; besides having all the other attractions of a world port, it harbors two distinct peoples. The French Canadian race, the first to settle here, is responsible for the old, quaint section of the city, and, as time went on, the English settlers came, and the two races grew side by side. Today they intermingle in all the districts of Montreal, but the quaint French district still remains intact.

Our City Tour starts from Dominion Square, the centre of the uptown retail section and takes in the uptown shopping and theatrical district, the wholesale and financial centre, passes through the heart of the old French district, takes in some of the city's best parks and playgrounds, gives you a view of the harbor from the viaduct on Notre Dame Street, and encircles Mount Royal. Stops are made at the Notre Dame Church, the old fur store on St. Denis Street, Brother Andre's shrine, and the Westmount Lookout, from where one gets an excellent view of the western section of the city, the Victoria Bridge, and many miles of the St. Lawrence River, a most picturesque sight. The Tour also takes in many educational buildings, including McGill University and the University of Montreal, and passes through the Cities of Outremont and Westmount, both of these cities being entirely surrounded by the City of Montreal.

The trip is taken in luxurious motor coaches, takes two hours to complete, and the cost is \$1.00.

LACHINE TOUR

Our Lachine Tour is an afternoon and evening trip and proceeds from our starting point along the Boulevard, through the western section of the City, following the Road of Remembrance to Montreal West, thence to Stoney Point, Lachine, from where a view of the beautiful Lake St. Louis can be had.

Lachine is the French word for China. Lachine was founded in the year 1666 by Lasalle who, in attempting to find a route to China, was stopped by the rapids—hence the name.

The return trip crosses the Lachine Canal and follows the Lower Lachine Road along the banks of the St. Lawrence River passing the famous Lachine Rapids, through the City of Verdun, back to Montreal. — 2 hours — Fare, \$1.00.

(Continued on page 34)



THE OLD TOWERS of the Grand Seminary of Montreal, known since it was founded in 1657 as the Seminary of St. Sulpice, form one of the most interesting sights of the City.

The ancient seminary at one time owned a fortified Indian Mission post, built in 1694. Around it clustered the village of the Indian converts—the two quaint towers in the grounds of Montreal College on Sherbrooke Street being all that remains of the historic place.

The original quaint Seminary of St. Sulpice still adjoins the Parish Church of Notre Dame, but Montreal College on Sherbrooke Street is now the main home.



OLD LOG CABIN Bourbon WHISKEY

Pure American
Bourbon Whisky,
bottled straight
from the wood
at 100 proof.

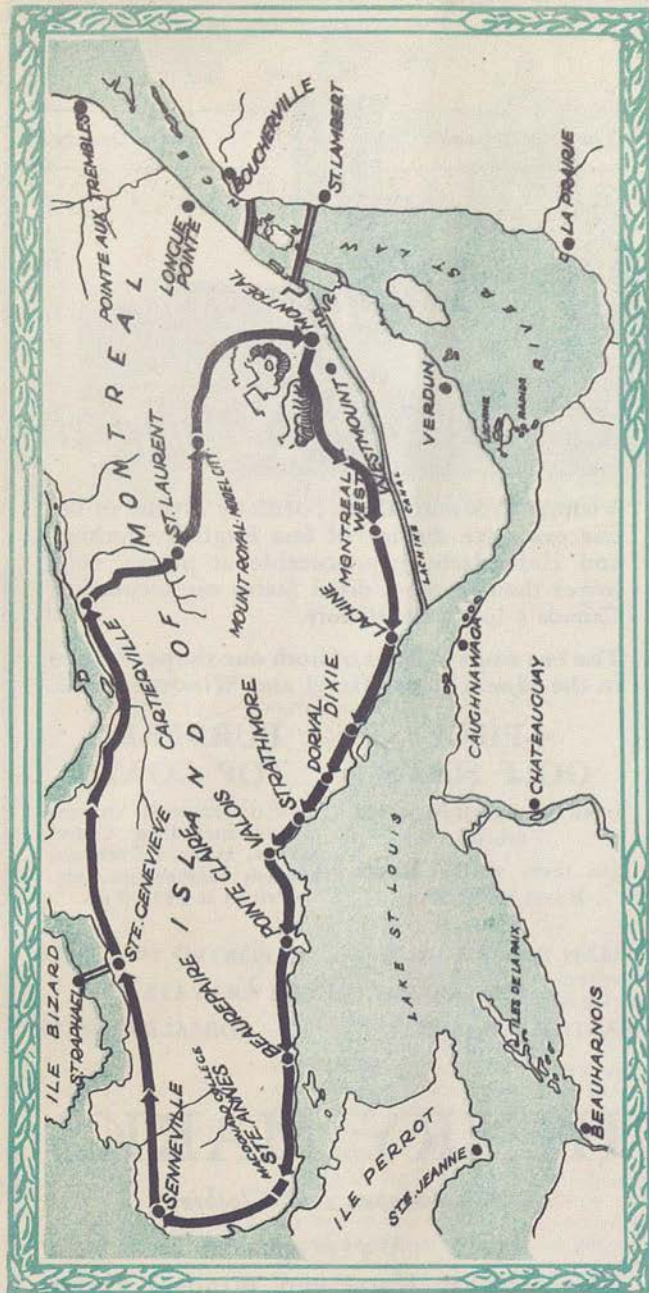
16 oz.	26 oz.	32 oz.
\$2.50	\$3.90	\$4.90

Golden Wedding PURE AMERICAN RYE WHISKEY

Bottled in bond at
100 proof. A popular
favorite with our
American visitors.



16 oz.	26 oz.	32 oz.
\$2.50	\$3.90	\$4.90



WEST ISLAND TOUR—4-Hour Trip: Daily, 2.00 p.m. \$2.50 per Person.



The Crest of Quality

The Crest of Quality

*Headquarters
for
Correct English Apparel*

Visitors to Montreal are cordially invited to see our exclusive display of fine English Clothing and Haberdashery; procurable at prices 40% lower than in the United States on account of Canada's low import duty.

The bus stops in front of both our shops, located in the Mount Royal Hotel and Windsor Hotel.

**4-PIECE
GOLF SUITS**

In all the newest Imported fabrics.

See them at the Mount Royal Hotel Shop.

**BURBERRY
TOP COATS**

And other well-known makes including Camel Hairs, Harris Tweeds, English Homesuns, etc.
Priced at \$37.50 up.

ALLEN SOLLY'S HOSE

IMPORTED SWEATERS

ENGLISH and FRENCH CRAVATS

HAND MADE SHIRTS

BORSALINO HATS

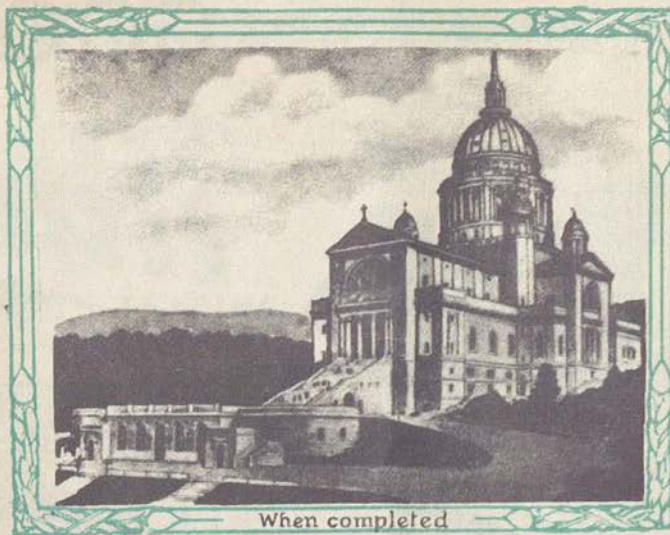
etc., etc.

HENRY MARKS

Haberdasher and Clothier

Shops in the

Mount Royal Hotel and Windsor Hotel



When completed

S T. JOSEPH'S ORATORY — Brother André! Who has not heard of this hallowed shrine — this Venerable Brother?

The founding of St. Joseph's Oratory occurred three-quarters of a century ago—when eight Brothers of the Congregation of the Holy Cross came from the Mother House in Mantes, France, and settled in St. Laurent, a suburb of Montreal.

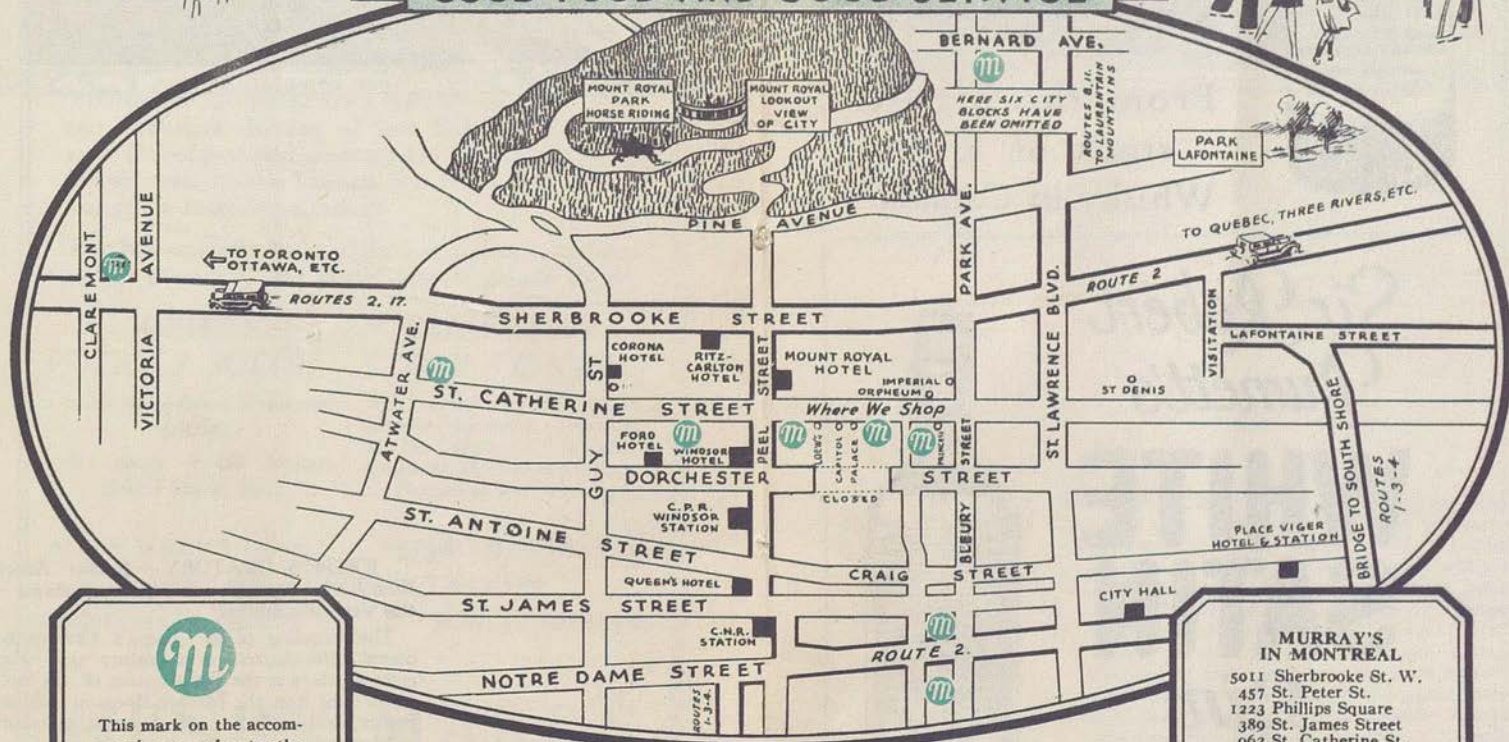
Early in 1904, Brother André obtained permission to build a small chapel—on the present site of the Oratory—a forerunner of the beautiful Basilica of to-day, a monument to Brother André whose miraculous cures have brought happiness to thousands.

GOOD FOOD

Murray's

MONTREAL'S LEADING RESTAURANTS

LOOK FOR THE MURRAY SIGN FOR GOOD FOOD AND GOOD SERVICE





This mark on the accompanying map denotes the location of a Murray's Restaurant. It is your guide to delicious, pure foods, served daintily, in an atmosphere of restful comfort. You will feel at home in Murray's

Murray's Tourist Map of Montreal shows where Murray's Restaurants and the best of food may be found. Also places of interest, the principal hotels, stations and motor routes, omitting most of the small streets and residential and factory districts.

MURRAY'S IN MONTREAL
 5011 Sherbrooke St. W.
 457 St. Peter St.
 1223 Phillips Square
 389 St. James Street
 962 St. Catherine St.
 640 St. Catherine St.
 1394 St. Catherine St.
 2193 St. Catherine St.
 5661 Park Avenue

MURRAY'S IN TORONTO
 Metropolitan Building
 12 Queen Street
 62 Front Street West
 770 Yonge Street
 7508 Yonge Street



SEAGRAM'S



CANADIAN RYE WHISKY

From the oldest
stock of Rye
Whisky in Canada.

*Sir Robert
Burnett's*

WHITE SATIN

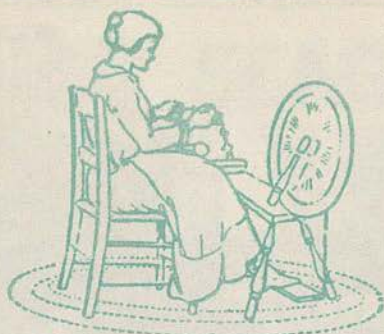
Gin

Gives to a cocktail a flavor
and fragrance not possible
with any other gin.



BONSECOURS MARKET is one of the town sights on a market day because of the scenes of French Canadian provincial life. Thither on Tuesday and Friday the country habitants flock, with their little carts and their home-spun clothing. Amid the noise of Norman dialect, over the "trente sous", the "neuf francs", or the "un écu", one catches glimpses, through the jostling crowds, of piles of native tobacco, maple sugar, ducks, chickens and garlic, straw hats and home-made rocking chairs, rosaries and cheap jewellery. At Eastertide the display of enormous beeves, decorated with paper roses, delights the hearts of the children. The lover of human nature will observe a thousand studies of character in an early morning's push through these crowds.

Here Bonsecours Church—Montreal's oldest church—is also situated.



Hand Woven

SPREADS
BLANKETS
BAGS
SCARVES
HOMESPUNS
QUILTED
COVERLETS

HOOKED RUGS
INDIAN BASKETS
WROUGHT IRON
POTTERY

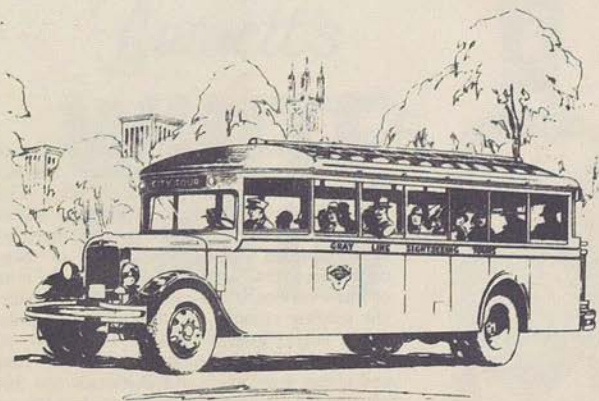
RAG CARPET
TOTEM POLES
WOOD SCULPTURE
BIRD HOUSES

*Characteristic and distinctive Canadian Handicrafts
made under supervision by Expert Weavers and
Craftsmen all specially selected.*

The Canadian Handicrafts Guild

Incorporated 1906

1240 St. Catherine St. W. Montreal : Telephone MARquette 9976
Between Drummond and Mountain Streets



One of Our Fleet of Gray Line Sightseeing Coaches.
Look for the Gray Line Diamond.

ON THE south of Place d'Armes stands the parish church of Notre Dame. The church was built in 1824 to take the place of an earlier structure dating back to 1672. The existing church is 255 feet long and 134 feet wide, and accommodates 10,000 worshippers. Its twin towers (227 ft.) contain ten bells, one of which, known as "Le Gros Bourdon," weighs 24,780 lbs., the largest in America. Beside the Church stands the historic Seminary of St. Sulpice, one of the few remaining relics of the days of French rule. This ancient building is now used for the offices of the Order of St. Sulpice whose founder, Abbé Olier, sent out Paul de Chomedey, Sieur de Maisonneuve, in 1641 to establish the missionary enterprise which afterwards developed into the City of Montreal.

L.P. LAZARE & CO LIMITED

FAMOUS GUARANTEED FURS

CANADIAN FURS

Are the best the world produces!

LAZARE PRICES

Are the lowest in 18 years!

Canadian Furs fashioned into Paris styles by our internationally famous designer, Signor Romano.

Every garment doubly guaranteed as to quality and price.

Every possible advantage is yours when you buy furs at Lazare's.



BOTTOM PRICES GUARANTEED

If you buy anything here and pay more than the same article is priced elsewhere, we will refund you the difference in cash

WE WILL NOT BE UNDERSOLD

Downtown Showrooms

426 MCGILL STREET

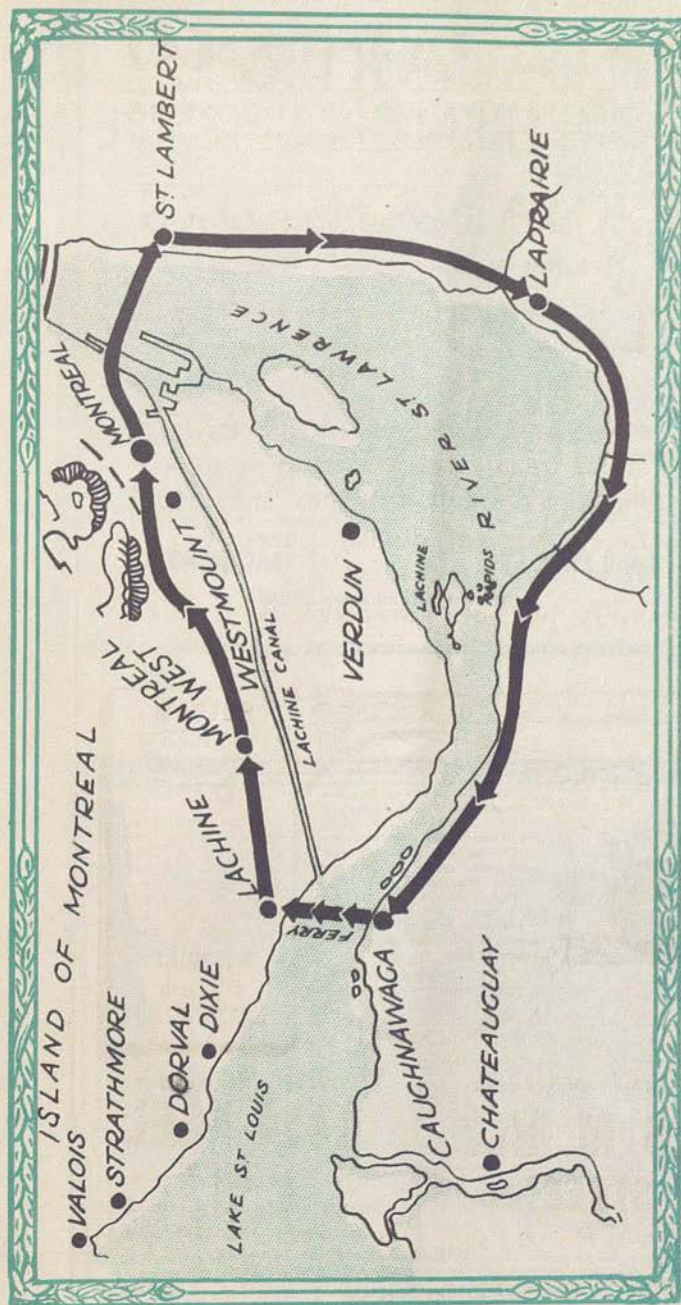
{Open Every Day till 6 p.m.}

Uptown Showrooms

1454 PEEL STREET

Opposite Mount Royal Hotel
{Open Every Day till 6 p.m.}
{Friday & Saturday till 9 p.m.}

STORES IN MONTREAL, WINDSOR AND CHATHAM



INDIAN RESERVATION TOUR—3 1/2-Hour Trip—Daily, 2.00 p.m. \$2.50 per Person.



CHILDREN'S FRENCH SHOPPE

Exclusive Importations
for the Little Folk

French Hand-Made Party and Afternoon Dresses
Girls' and Boys' English Woollen Dresses, Suits
and Cardigans.

« « DAINTY GIFTS » »

1468 PEEL ST » » MONTREAL
(Opposite Mount Royal Hotel)



View of Sherbrooke Street.

ST. JAMES' CATHEDRAL is a copy of St. Peter's of Rome, of which it is one quarter the dimensions. The Cathedral is built in the form of a cross, 330 feet long and 222 wide. Over the portico will be noticed thirteen statues in bronze. These were donated by different parishes. The names of the statues are as follows: St. James, St. Joseph, St. Anthony of Padua, St. Francis of Assisi, St. Vincent de Paul, St. John the Evangelist, St. Paul, St. Thomas Aquinas, St. Patrick, St. Charles Borromée, St. John the Baptist, St. Hyacinthe, and St. Ignatius. The dome is 70 feet in diameter at its base and its summit is 210 feet from the spectators on the floor of the Church. It is an exact copy of its famous prototype in Rome.

THE GREATEST SIGHTSEEING SERVICE IN THE WORLD

USE THE
GRAY



ALL THE
WAY

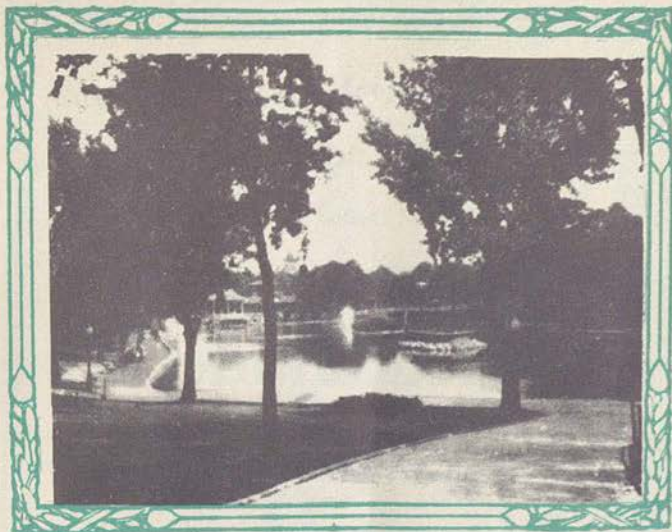
*Operating
in the following Cities:*

Asbury Park, New Jersey	Norfolk, Virginia
Baltimore, Maryland	Ogden, Utah
Banff, Alberta, Canada	Ottawa, Ontario, Canada
Boston, Massachusetts	Paris 13, France
Buffalo, New York	Philadelphia, Pennsylvania
Charleston, South Carolina	Pittsburgh, Pennsylvania
Chattanooga, Tennessee	Portland, Maine
Chicago, Illinois	Portland, Oregon
Cincinnati, Ohio	Pueblo, Colorado
Cleveland, Ohio	Quebec, Quebec, Canada
Colorado Springs, Colorado	Richmond, Virginia
Denver, Colorado	St. Louis, Missouri
Detroit, Michigan	St. Paul, Minnesota
Duluth, Minnesota	Salt Lake City, Utah
El Paso, Texas	San Antonio, Texas
Gettysburg, Pennsylvania	San Diego, California
Honolulu, T.H.	San Francisco, California
Kansas City, Missouri	Seattle, Washington
Los Angeles, California	Spokane, Washington
Louisville, Kentucky	Tacoma, Washington
Milwaukee, Wisconsin	Toronto, Ontario, Canada
Minneapolis, Minnesota	Vancouver, B.C., Canada
Montreal, Quebec, Canada	Victoria, B.C., Canada
New Orleans, Louisiana	Washington, D.C.
New York, New York	Williamsburg, Virginia
Niagara Falls, New York	

Being the only authorized member of the Gray Line Association in Montreal, we would be glad to give information, arrange tours and book parties with the Gray Line Service in the above mentioned cities.

YOU HAVE A CHOICE OF SEVEN GRAY LINE TOURS IN MONTREAL

City Tour	-	-	-	2 hours	\$1.00
Lachine Tour	-	-	-	2 "	1.00
West Island Tour	-	-	-	4 "	2.50
Indian Reservation Tour	-	-	-	3 1/2 "	2.50
Laurentian Mountain Tour	-	-	-	All day	7.50
Fort Chambly and Airport Tour	-	-	-	3 hours	2.00
Shooting the Rapids Tour	-	-	-	3 1/2 "	2.50



LAFONTAINE PARK, situated in the north-eastern portion of the city on Sherbrooke Street East, is large and well laid out, with fine driveways and a pretty artificial lake. It has excellent facilities for all manner of winter and summer sports. A series of very fine band concerts is given at night during the summer, which attracts thousands of people. One of the principal features of this park is an illuminated fountain. Its ever changing designs and manifold color schemes make it a sight of rare beauty, and it is well worth an evening's visit. Overlooking the south end of the park is the new Public Library of Montreal, a magnificent building. In this park will be seen the Lafontaine and Dollard monuments. They are symbolic of early Canadian history.

See the Famed Laurentians and
Beautiful Lac des Sables

and

Enjoy the Comforts of
The Laurentide Inn

at

STE. AGATHE DES MONTS, QUE.

63 miles north of Montreal. A homelike modern hostelry with a reputation for good food.

In the heart of the Laurentians. 1300 feet altitude. Bracing mountain air. Cool nights. Private sandy beach. Bathing, boating, fishing, golf, riding.

Open year round.



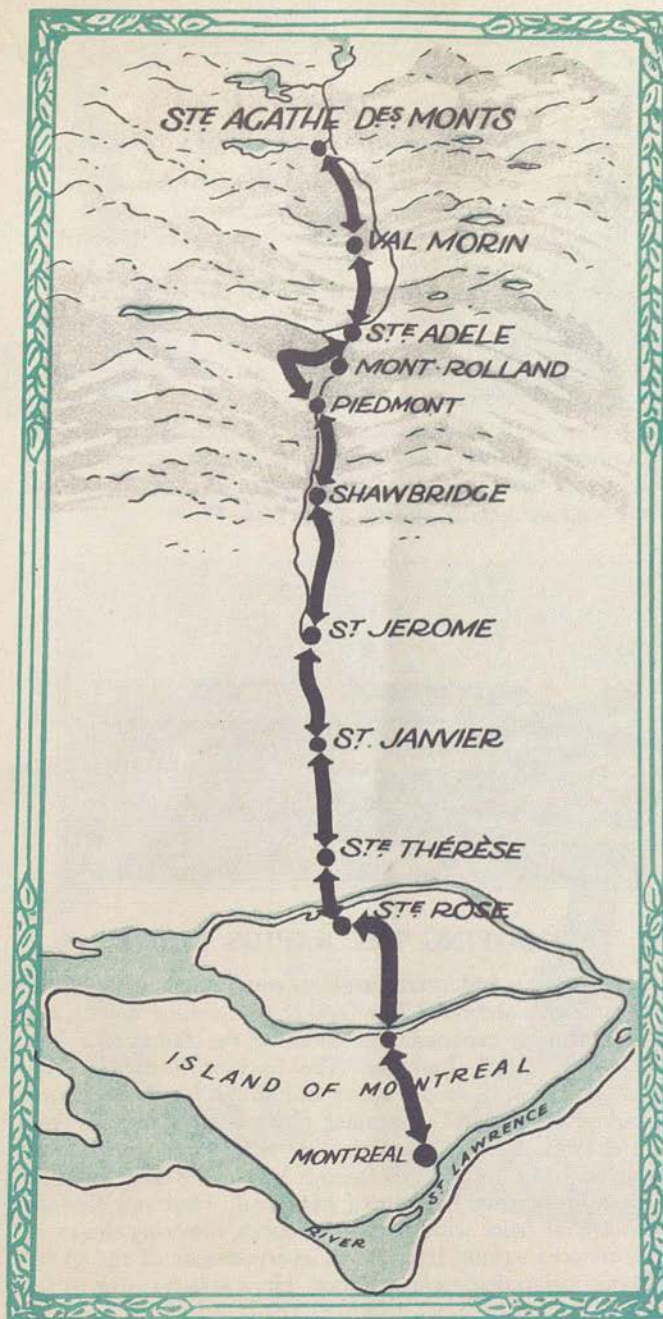
Rates:—\$4.00—\$6.00 per day, American plan.

\$25—\$35 per week, American plan.



Affiliated with the BALMORAL HOTEL
at RAWDON, QUE.

40 miles from Montreal in the Laurentians.



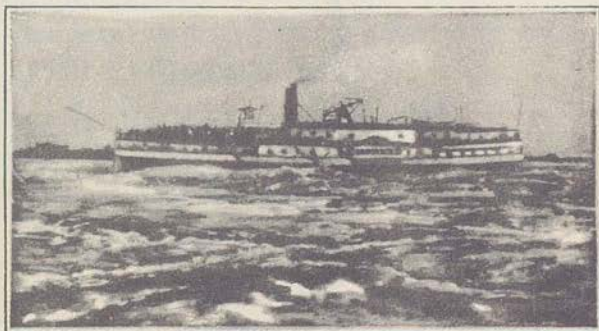
LAURENTIAN MOUNTAIN TOUR—All-day Sightseeing Trip
Lunch and Motor-Boat Ride included. \$7.50 per Person. Daily. 9 a.m.

(Continued from page 14)

FORT CHAMBLY AND AIRPORT TOUR

On this tour we cross over the famous new Montreal Harbor Bridge that connects Montreal, St. Helen's Island and Longueuil, and continue on to the government airport at St. Hubert, where a stop of fifteen minutes is made. The tour proceeds to Chambly—a beautiful spot on the Richelieu River—rich in historical interest. Here we visit the famous Fort Chambly, the oldest fort on the American Continent, near which is a military cemetery wherein rest soldiers of General John Thomas' American Army of 1776.

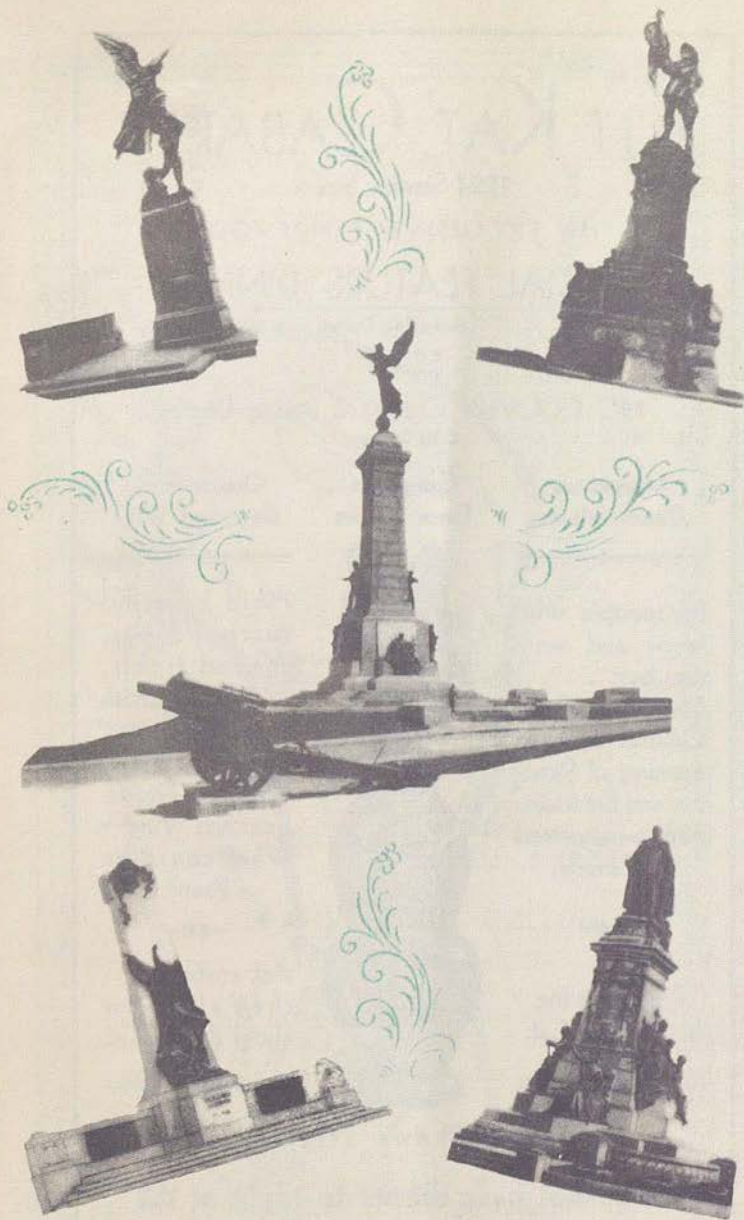
The return trip follows along the St. Lawrence through to St. Lambert and enters the city again over the Victoria Jubilee Bridge, and back to the starting point. A very delightful three-hour tour. Daily at 2.00 p.m. Fare, \$2.00.



SHOOTING THE RAPIDS TOUR

A very unique and interesting tour combining a motor coach drive through a section of Montreal to the Lachine Wharf, and the exhilarating experience of shooting the famous Lachine Rapids on the S.S. Empress. The Lachine Rapids are the largest on the St. Lawrence River and fall 56 feet in the course of about two miles. The steamer plunges along the breakers and the headlong current carries her through the rapids into the placid waters, under the famous Victoria Bridge and into the world renowned harbour of Montreal. Here one sees the great harbour front with its miles of docks, towering elevators, scores of ocean-going liners from every corner of the globe, and large palatial passenger liners. Here you transfer to the

(Continued on page 38)



HISTORICAL MONUMENTS.

KIT KAT CABARET

1224 Stanley Street

"THE EXCLUSIVE RENDEVOUS"

SPECIAL FEATURE DINNER

Including Revue

\$1.50

NO COUVERT CHARGE During Dinner
6 to 9 p.m.

**Marvelous
Dance Music**

For people who know and want the best Montreal's finest Cabaret offers an evening of Dancing and Entertainment unsurpassed in Canada.



Remember the sign of the Cat.

**Gorgeous
Floor Shows**



**Choice Food
Beer and Wine**

Amid beautiful surroundings, shaded lights, soft music with elaborate revues, beautiful girls, Choicest Foods, Beer and Wine—What could be finer?

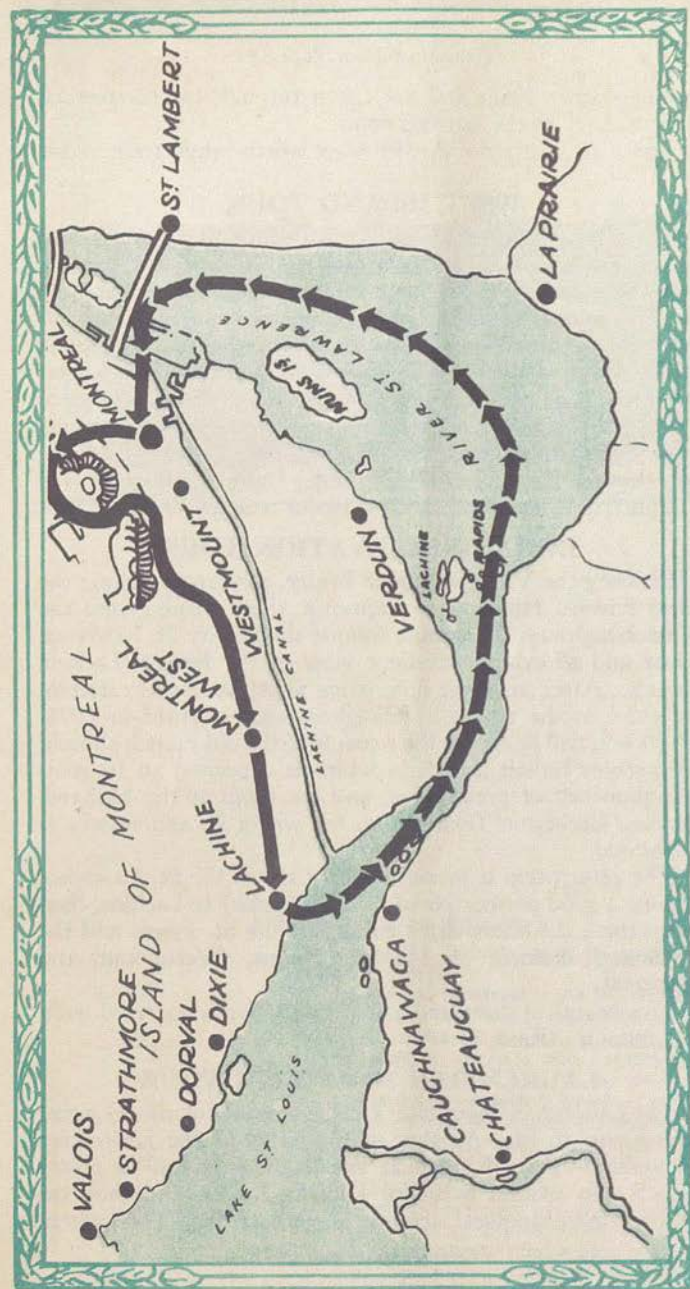


Ask anybody . . . they all know about the Kit Kat.

Three Shows Nightly

**Why not have dinner to-night at the
Kit Kat Cabaret?**

1224 Stanley St. (Rear of Windsor Hotel)
Reservations MA. 9731 or PL. 0439



SHOOTING THE RAPIDS TOUR—Daily, 3.30 p.m. 3 1/2-Hour Tour. \$2.50 per Person.

(Continued from Page 34)

motor coaches again and are taken through the commercial district, back to the starting point.

Daily at 3.30 p.m. A 3½ hour worth while tour. Fare, \$2.50.

WEST ISLAND TOUR

Montreal is situated on an island formed at the confluence of the St. Lawrence and Ottawa Rivers, and this fifty-six mile Tour, which takes four hours, completely covers the western section of the Island of Montreal—a trip through beautiful countryside with lake and river scenery picturesque in the extreme, following the shores of Lake St. Louis to Ste. Anne de Bellevue—a lovely summer resort district—thence through the quaint villages of Ste. Genevieve and Cartierville, coming in to Montreal from the north end, behind the Mountain through the City of Outremont. Daily at 2.00 p.m.

This trip is made in beautiful motor coaches—rate—\$2.50.

INDIAN RESERVATION TOUR

Crossing the Victoria Jubilee Bridge, we proceed along the King Edward Highway to Laprairie, there turning into the Malone highway. This route follows the mighty St. Lawrence River and affords an excellent view of the famous Lachine Rapids. After an eight mile drive along the scenic stretch, we come to the village of Caughnawaga, founded in 1676, where you will be shown the remains of the old French church, the present Indian church in which is deposited an Iroquois wampum belt of great value, and the tomb of the Mohawk maiden, Catherine Tekakwitha, for whom an anniversary is celebrated.

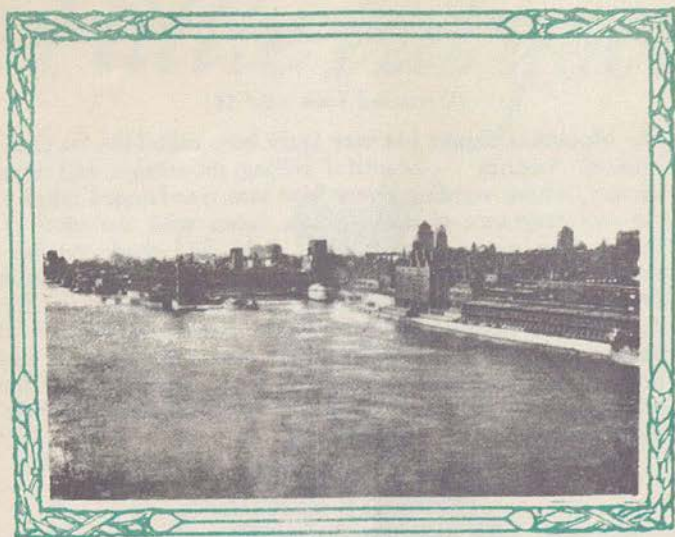
The return trip is made via ferry across the St. Lawrence (giving a good perspective of Lake St. Louis) to Lachine, then along the Lake Shore drive through Ville St. Pierre and the residential districts of Montreal West, Westmount and Montreal.

This beautiful three and a half hour tour is operated daily at 2.00 p.m.—Rate, \$2.50.

LAURENTIAN MOUNTAIN TOUR

The Laurentian Mountain Tour is a beautiful all-day sight-seeing trip to Ste. Agathe, in the heart of the Laurentian Mountains—a good lunch at the Laurentide Inn—a motor launch trip around beautiful Lac des Sables, and then the return trip to Montreal, arriving about 6.15 p.m. The Lauren

(Continued on page 40)



HARBOUR OF MONTREAL—A view of a portion of the harbour taken from the New Harbour Bridge.

The Port of Montreal is the largest inland port in the world, being approximately one thousand miles from the sea. It is the second largest port in America and handles more grain than any other port in the world. It has a grain conveyor system by which twenty-three vessels can be loaded simultaneously. Enormous grain elevators are provided, and the port also has one of the largest cold storage plants in the world.

There are twenty-eight permanent fireproof transit sheds along approximately nine miles of deep-draught wharf. Some piers are 1,250 feet long by 320 feet wide, and the port has berth accommodation for approximately one hundred ocean liners at one time.

(Continued from page 38)

tian Mountain district has very aptly been called the Switzerland of America — beautiful rolling mountains and lake scenery, where winding rivers flow into tree-fringed lakes—the cool fragrance of dark forests, laden with the smell of balsam and spruce—the play of light and shade on hillslopes, the distant glimpses of purple mountains—picturesque French villages—wayside shrines—a rare beauty spot. Ste. Agathe was perhaps the first of the Laurentian resorts to become generally known. It is 1,236 feet above sea level and its clear, sunlit air makes it an ideal health resort. Below the village, Lac des Sables stretches its sinuous length in innumerable bays and inlets.

Daily at 9.00 a.m. All inclusive fare, round trip: \$7.50.

PRIVATE SERVICE

For those who wish exclusive service, we operate a large fleet of private limousines and touring cars, all new equipment. For sightseeing around the City, the rate is \$4.00 per hour. Special rate upon request for distance travel.

INTERURBAN SERVICE

The Provincial Transport Company, the parent company of the Gray Line, operates excellent interurban service throughout a great part of the Province of Quebec. Daily service is maintained between many cities and towns within a radius of Montreal, such as Quebec, Sherbrooke, Ste. Agathe, Three Rivers, Oka, Valleyfield and Sorel; also to such distant points as Ottawa, Kingston, Prescott, Toronto, Hamilton, Windsor, Buffalo, Detroit, Burlington, Boston, Rouses Point, Plattsburg, Albany and New York. If interested, we will be very glad to supply schedules and rates for this service.

MOTOR TOURS



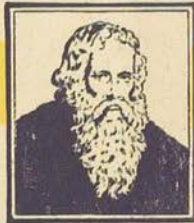
MONTREAL

1227 Phillips Square

PLateau 7141*

A little but good



Old  Parr
is good Whisky

Archives de la Ville de Montréal

The
E. A. Whitehead
Company Limited

Founded
1892



INSURANCE



Insurance Exchange Building
St. James Street
HARBOUR 8171
MONTREAL