

1967

CANADA



Archives de la Ville de Montréal

Montreal's Guest Book

OFFICIAL TOURIST GUIDE

- ☞ This book is presented to you with the compliments of the City of Montreal as an aid to the enjoyment of your visit in and around Canada's metropolis.
- ☞ It officially identifies you as a visitor entitled to special courtesies from institutions and organizations serving our guests. Please use it without hesitation wherever you go.

Le Guide Touristique

OFFICIEL DE MONTREAL

- ☞ Les autorités civiles de la métropole canadienne sont heureuses de vous accueillir et de vous souhaiter, au nom de leurs concitoyens, un agréable séjour dans l'hospitalière province française du nouveau monde.
- ☞ Ce guide touristique qui vous est présenté gracieusement dépeint la véritable physionomie de Montréal. Il vous fournira d'utiles indications sur les sites pittoresques et les beautés naturelles de la région, en plus d'une documentation susceptible de vous orienter et de vous renseigner sur les facilités que notre ville offre aux visiteurs.



A
Welcome from
His Worship
ADHEMAR
RAYNAULT
Mayor of Montreal



Bienvenue
à **MONTREAL**

The presentation to you, on the threshold of Montreal, of our "Guest Book" affords me the earliest possible opportunity to extend to our guests, on behalf of all my fellow-citizens, the warmest possible welcome to the City of Montreal.

This "Guest Book" was prepared by the Montreal Industrial, Commercial and Economic Bureau and is designed to be of assistance to you whether you come here on vacation or in the ordinary course of business.

We trust sincerely that, whatever the purpose of your visit, you will be so glad you came to Montreal that we shall both look forward to the renewal of this acquaintance on many other occasions.

MAYOR OF MONTREAL

juillet 1937.

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Autographs

Memo:

À VOTRE SERVICE

What can we do for you?

IF YOU will find the people of Montreal desirous of implementing the official welcome of their genial mayor by the practical expression of that welcome in ways that will assure your well-being whilst here. Whatever the purpose of your visit — whether entirely for pleasure; or combined business and pleasure; or strictly business — we hope that it will prove both pleasant and profitable. Also, we hope that you will permit us as individuals, and as a municipality, to render such services to you as best meet your requirements.

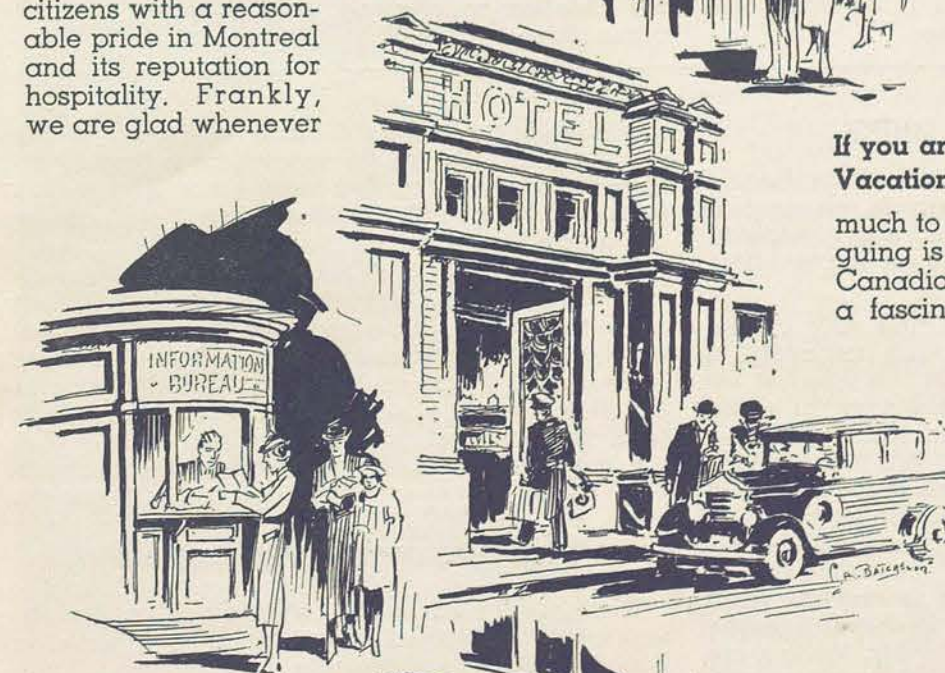
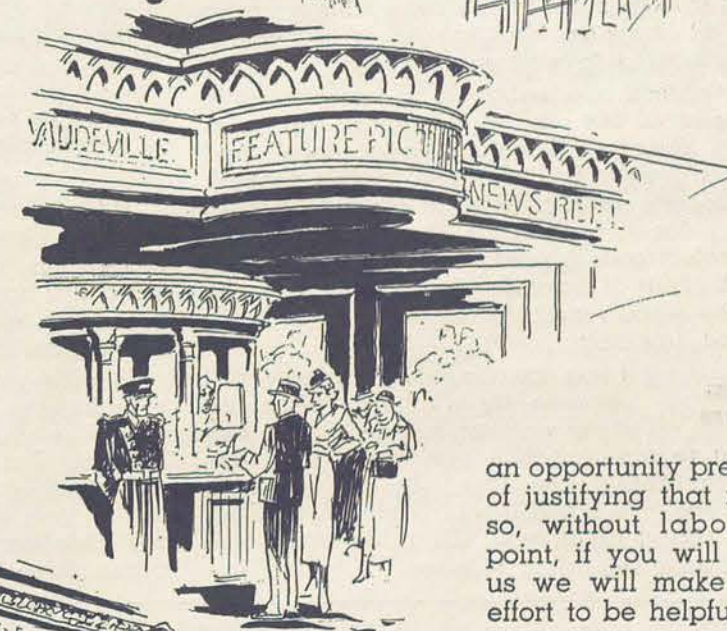
Most of us are average, normal citizens with a reasonable pride in Montreal and its reputation for hospitality. Frankly, we are glad whenever

an opportunity presents itself of justifying that reputation; so, without labouring the point, if you will rely upon us we will make a sincere effort to be helpful.

If you are Vacationing As a city in which, and around which, to spend a holiday Montreal has much to offer of an unusual nature. Intriguing is probably the word for it, as the Canadian metropolis has an appeal and a fascination not easily described, yet readily apparent at the first "Merci M'sieur" or "Oui Madame", and which constantly improves upon closer acquaintance.

Duality of language and ideals, peculiar to the two principal groups of Montrealers — French-speaking and English-speaking — has prompted the drawing of parallels and comparisons with New Orleans and Paris; but, while Montreal boasts certain characteristics of both these great centres, it has to a much greater degree the unique quality that is — Montreal.

Particularly, it has that indefinable something called



atmosphere, which had its genesis in 1642 when Paul de Chomedey, Sieur de Maisonneuve, with a little company of some fifty men, planted a wooden cross on the site of the abandoned Indian village of Hochelaga and called it Ville Marie. Towering behind the settlement, over 750' above the level of the St. Lawrence River, was a rocky, wooded eminence of volcanic origin which had been named Mont Royal in 1535 by Jacques Cartier and subsequently Ville Marie became Montreal.

During the intervening three hundred years the Mountain, as it is colloquially known, has come to rear its bulk in the approximate centre of the city. Not, of course, that the Mountain has moved; but the city has grown around it to east and west, met at the far side and continued to grow in all directions. Homes and workshops for more than a million people take up a lot of space. Mount Royal is now a tremendous natural park, well worth a visit.

But for detailed information as to where to go in Montreal; what to see and do; suggested itineraries and so on, refer to "Vacation Suggestions" and "Around the Town". You will find that a genuine attempt has been made to solve in advance most of the ordinary vacation problems, in order to provide for you a perfect modern holiday against the historical background of one of the oldest cities on the continent, in one of the world's most interesting settings. You'll have a good time here.

On Business and Pleasure If you are combining business with pleasure, by all means make use of the vacation suggestions as well as the data regarding hotels, restaurants and evening entertainment. Take time, too, to get in a sightseeing trip, you'll find it well worth while. Also, if you are taking notes, you will run across some exceptional facts regarding Montreal.

REGULATIONS IN BRIEF

THERE are no soldiers along the Uncle Sam—Johnnie Canuck border; no passports are required to go from one country to the other; and regulations are as simple as possible. There are summarized here for your convenience.

Customs (incoming) If you are using your car for touring purposes and intend to return within six months no deposit or bond is required by the customs authorities. Simply fill in the triplicate form which gives particulars regarding your car, of which you will keep two copies to be surrendered at the point at which you return, not necessarily the one at which you came in. However, be sure to have your regular auto registration and license with you.

Temporary visitors, who intend to stay not more than forty-eight hours, or over a weekend or public holiday, are admitted without formality. Visitors are allowed to bring in 50 cigars and 200 cigarettes with them, free of duty.

Customs (outgoing) Returning residents of the United States may take with them free of duty articles up to \$100 in value, acquired for personal or household use and not intended for

Modernity shoulders medievalism and you will find one of the world's greatest ocean ports within hailing distance of the Chateau de Ramezay built in 1705; while in the heart of the business section, than which there are few more active, is the imposing perpendicular Gothic facade of Notre Dame Church and the sombre grey walls of the St. Sulpice Seminary built 1661.

Very briefly, Montreal is the home of some fifteen hundred industries; with concomitant financial, commercial and business activities. It is the centre of the paper, textile, sugar, paint, tobacco, footwear, steel, electrical appliances, cement, machinery and many other industries. The ocean, rail, road and air terminal for Canada, with tremendous grain elevators and flour mills, and the largest stockyard east of Chicago.

For complete information, get in touch with the Montreal Industrial, Commercial and Economic Bureau is in a position to furnish all relevant information and will be very pleased to be of any possible service to you in this, or any, connection.

Strictly Business

If this is a strictly business trip you are on, may we request that you throw this brochure in your bag instead of in the basket? You will find it interesting to glance through when you have the time; and we would like to have you return with your family for a more leisurely stay in Montreal and round about.

Should you be considering an establishment for manufacture, assembly or distribution, with the Canadian and British Empire markets in mind, the Montreal Industrial, Commercial and Economic Bureau is in a position to furnish all relevant information and will be pleased to prepare a brief on the situation as affecting your particular line or commodity.

resale. Each member of a family is entitled to this exemption of \$100 and the regulations is broadly interpreted to mean that five members of a family are entitled to \$500 worth of merchandise of any kind or one article to that value.

Firearms

Military rifles are not admitted. Shotguns and sporting rifles are admitted without deposit or permit; but a permit to carry is required, which should be obtained on Form 76B from the Chief of Provincial Police in Montreal. Both deposit and permit is required to have a revolver on your person or in your car; and automatic weapons of any kind are not admitted under any circumstances. Or, in other words, we like sportsmen and dislike gangsters.

FREE INFORMATIVE PUBLICATIONS

There are a number of illustrated publications obtainable at the Provincial Tourist Bureau on Dominion Square which are interesting, informative and free upon request. You may be interested in:

Quebec Highway and Tourist Map
Montreal and the Laurentians
Welcome to the Province of Quebec
Tours in Quebec
Tourist Bulletin (published monthly)



En avance vacation suggestions

IN undertaking to welcome you to Montreal—and to put some life into the welcome—we have assumed the attitude of a visitor anywhere, and have stated to ourselves, in effect: Well, here we are! Now, what is there to do? Where can we go? What is there to see? What is interesting? How do we get there? Or, in four words: What, Where, How and Why?

Then, realizing what the Montreal area has to offer in variety of attractions, ways to have a good time, historical interest and things to do and see, we became amazingly enthusiastic about it all. Assembling authoritative answers to all these questions, and throwing in a few suggestions of our own for good measure, we have put it all within the covers of this book.

Montreal's Guest Book is truly the book of guests of Montreal. We feel that there are certain courtesies due you as a visitor to the Canadian Metropolis and have made a sincere—and we hope successful—attempt to convey to you our recognition of this fact and our earnest desire to be of assistance in making your stay in and around Montreal the memorable event it deserves to be.

What is There To Do and See By Day?

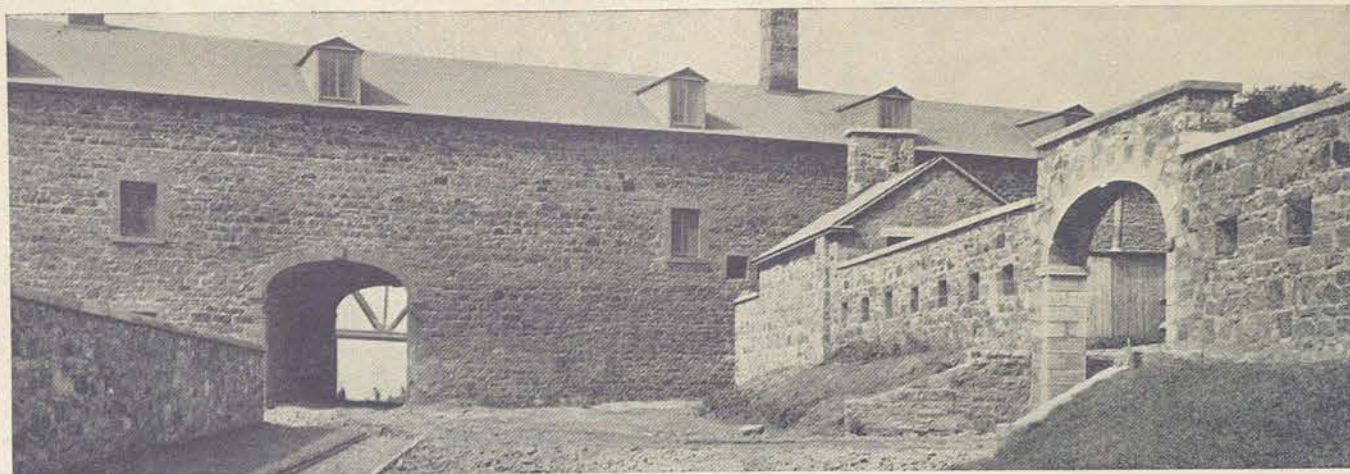
the subject is covered under "Around the Town".

Suggestion No. 2: Explore Mount Royal ⁽³⁵⁾ There are various ways of doing this, depending upon temperament. You can hire a hack (the horse-drawn vehicle of the Victorian era. of

Suggestion No. 1: Make a tour of the town to see old and new Montreal. This is well worth while and

1: Wooden steps and strong legs conquer the slopes of Mount Royal. 2: Amateur competition at a Laurentian lake. 3: Fountains in the lagoon add to the charm of La-fontaine Park. 4: The Lookout on Mount Royal. 5: Good fishing in Quebec waters. 6: Early morning view of beach at St. Helene. 7: Riders on a local course. 8: Riders on Mount Royal.

Archives de la Ville de Montreal



Section of Old Fort (1688) on St. Helen's Island

which there are several stands) and be driven in comfort up the winding roads to the Lookout at the summit. You will find the loquacious jehu invariably amiable—and the horse gets the exercise.

However, should you prefer to take the exercise yourself, wear stout shoes and go up on foot. After covering the easier approach slopes, there are steps to facilitate the ascent; these are found at Jeanne Mance Park⁽⁴⁰⁾ (still called Fletcher's Field by old inhabitants) and at Peel Street above Pine Ave. Both give a delightful view of the city and of the country for miles around; and an interesting jaunt is to ascend one flight, spend some time on the mountain, and descend the other steps.

Another route is by special street car up the eastern slope from Jeanne Mance Park and Mount Royal Avenue; or, if you are nearer the westend, take a Guy Street car and tell the conductor to let you off at Westmount Boulevard, from where a footpath leads to the summit. Or, to ascend the back of the mountain, take a Cote-des-Neiges car, No. 65, to Shakespeare Road; from where a special car goes up and meets the car which starts from Jeanne Mance Park, at the summit.

Still another alternative is to ride up on horseback, for there are many bridle paths on the mountain, in addition to the regular roads around its 478 acres, and good mounts may be rented at a number of livery stables.

American Visitors:

IRISH LINENS ARE 30% LOWER IN PRICE

in Canada than in the U.S.A. because of the preferential tariff.

Returning visitors are allowed up to \$100 worth of merchandise duty free by the American customs, provided same is for personal use and not for resale.

Why Not Take Advantage of the Opportunity?

TABLE CLOTHS, TOWELS, PILLOW CASES AND HANDKERCHIEFS. FINE SCOTCH WOOL BLANKETS AND HOMESPUN BLANKETS. JOHN S. BROWN'S "ROYAL SHIELD" AND "IRELAND BROS" LINENS KNOWN THE WORLD OVER ARE ALL IN STOCK.

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Suggestion No. 3: Visit St. Helen's Island⁽⁷⁵⁾. Of pictorial and historic interest, this rugged little island lies in the St. Lawrence River and supports a span of the Jacques Cartier Bridge⁽⁷⁴⁾, by means of which it is reached in your car or by bus. It is a grand place at which to picnic; and a sandy bathing beach, at present limited to children owing to uncompleted arrangements for changing, is very popular. Fishermen sometimes wet a line here.

St. Helen's Island has quite a history. It was acquired by Champlain in 1611 and was fortified against the Iroquois in 1688; when the French were defeated by the British in 1760 it was on this island that the valiant Marquis de Levis made his last stand, burnt his colours and hurled his broken sword into the river before surrendering. The original barracks and an old wooden block-house, built on the highest point of the island for observation and defence, still stand.

Suggestion No. 4: Indulge in your favorite sport. Golf? There are a score or more of sporty courses handy. Several public courses with nominal fees; while an introduction from your own club, from your hotel or a local member is given cordial acceptance anywhere.

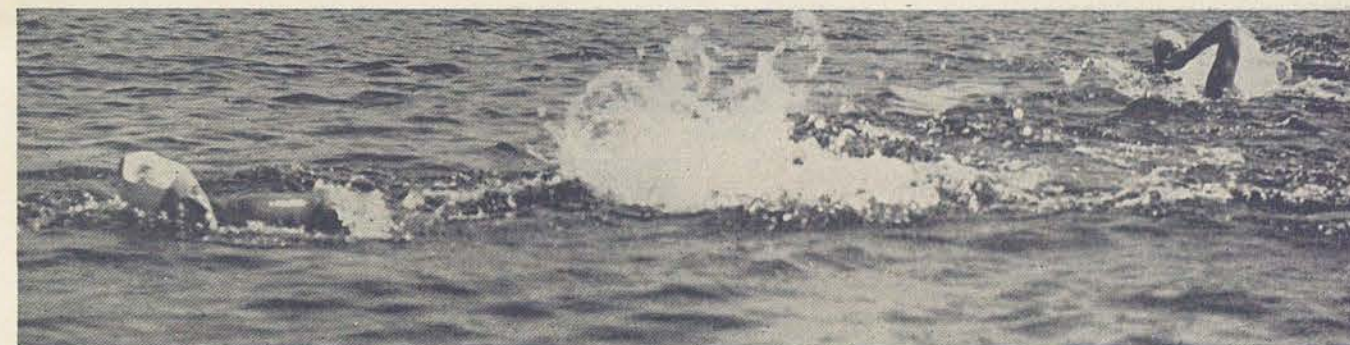
Tennis? Local clubs and courts are always pleased



Picnicing on St. Helen's Island

Swimming? Montreal Island is, in common with all islands, entirely surrounded by water and naturally offers exceptional opportunities for swimming, splashing about or just lying on the beach. St. Helen's Island and Lake St. Louis are highly recommended and so are the Laurentian lakes—see "Jaunts out of Town" for more on this.

Fishing? Hunting? Mountain Sports? "Spectator" Sports? All are covered in the "Seasonal Sports" section.



to extend the use of their facilities to visitors—particularly as guests are able to play during the day, at which time members are generally busy.

Riding? No finer terrain is available anywhere than Mount Royal with its network of roads and bridle paths; its unspoiled, natural beauty adds considerably to the pleasure and exercise of riding. Good horses are available at reasonable rates.

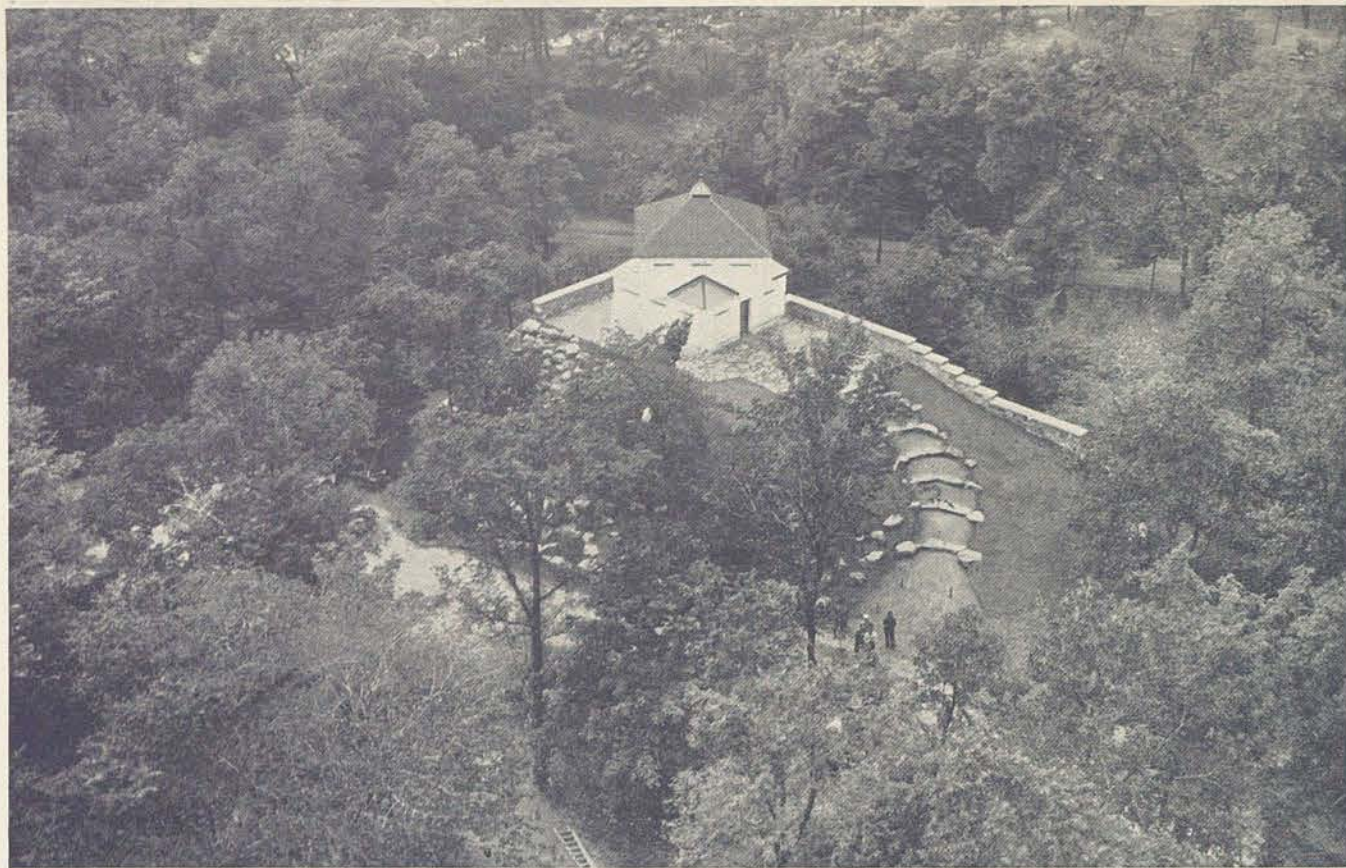
Aerial View of Part of Montreal



Suggestion No. 5: An afternoon at Lafontaine Park⁽⁷¹⁾. This 95 acre civic park has received considerable attention and is delightful with trees, shrubbery and flower-beds; an artificial lagoon where you may paddle a canoe or row a boat, in which are native fish and on which are many varieties of waterfowl; an interesting conservatory; a small aviary and zoo. During the evening a gorgeously illuminated fountain plays in the upper end of the lake.

Suggestion No. 6: Shopping. Many commodities and articles are lower priced in Montreal than elsewhere. These include: furs, fur coats and fur trimmed clothing; blankets, rugs and Canadian home-spuns; perfumes, toiletries and fancy articles imported from France; jewelry and precious stones; Irish linen, Scotch woolsens and English worsteds; copies of French dresses; and many others you will note in strolling around.

Montreal's large departmental and specialty shops compare favorably with any in the world; while there are many smaller establishments quite unique in their offerings of gifts and personal or household articles. In speaking of shopping we are reminded to suggest a visit to Bonsecours Market⁽⁴⁶⁾ on market day (Tues-



Old Block House on St. Helen's Island
seen from top of Observation Tower

day or Friday) when the habitant brings his produce to town; not that you may wish to buy anything but it is a spectacle not to be missed.

Suggestion No. 7: How about an Amusement Park? Montreal has two of these: Belmont Park at Cartierville and Dominion Park at Longue Point. Both offer all the usual things which delight the children and distract the grown-ups in the way of side-shows, vaudeville acts and outdoor motion pictures; and in addition both are situated at the edge of water, which makes boat rides possible. There is also a swimming tank at Belmont, which is reached via Highway No. 2 or by a Cartierville street car from the corner of Mount Royal and Park Avenues. Dominion Park is reached via Highway No. 8 or by St. Catherine street car going east.

Suggestion No. 8: Visit museums, galleries or buildings of interest. The Montreal Art Gallery, the Chateau de Ramezay, the Redpath and McCord Museums, St. Joseph's Oratory, Notre Dame Church and many others will well repay a visit. Look them up in the "Cultural Aspect" section and take in those you think most interesting.

What is There To Do and See in the Evening?

There need never be a dull evening during your stay in Montreal, for after dark the flair of the metropolis becomes even more than be quite a European adventure, Canadian, Russian, English, German, Jewish, and, in fact, all national

restaurants and cafes serving native foods and wines. There are dinner dances at hotels, restaurants and night-clubs with music and often entertainment.

Suggestion No. 9: Vary dinner in town by an early evening drive along the lakeshore, with stopoff for a swim and dinner at one of several excellent summer hotels; or chicken barbeque at a roadside stand.

Suggestion No. 10: Tour the town at night. There is a distinct change in the character of Montreal after the lights are on. Drive, or be driven, through some of the principal thoroughfares; the "Latin Quarter" with the features from Hollywood and Elstree; while pictures from the French studios have their own theatres and are a treat, even if you have only a smattering of the language. Road-show stage presentations are featured at one theatre, with vaudeville at others.

Suggestion No. 12: To round out the even dozen suggestions we have the "after-hours" entertainment and eats: sea-food bars; cocktail lounges; dancing; nightclubs with floor shows; and the entire gamut of metropolitan night life. beret-topped students and French atmosphere; Chinatown⁽¹³⁾, with its soft-slipped Oriental and sartorially correct Chinese-Canadians; our local Harlem⁽²¹⁾, with its engaging coloured-Canadians. From Pine Avenue or higher level streets, or from the Westmount or Mount Royal Lookout, there is a fine view of the city by night.

Suggestion No. 11: Relax at the Movies. Feature picture presentations are shown coincidentally in Montreal, New York, Paris and London. Cinema "palaces" show

Le Cycle SPORTIF



SEASONAL SPORTS

for THE SPORTSMAN

SPECTATOR SPORTS

EACH season brings its own spectacle of sport and with the demand running high, the supply is always adequate in quantity and quality.

SPRING:

Touring
Pros.

Touring Pros. Tournaments of various kinds, exhibitions by touring professionals and the wrestling and boxing bouts largely make up the spring sports fare. Newspaper reports of these, and of special offerings, are the best guides.

SUMMER:

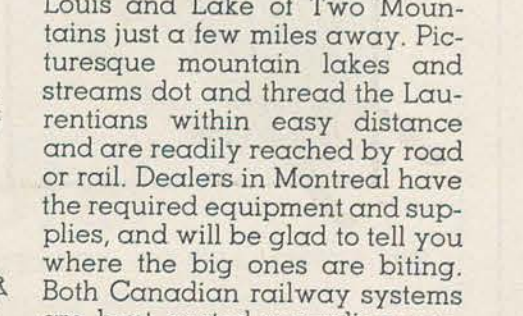
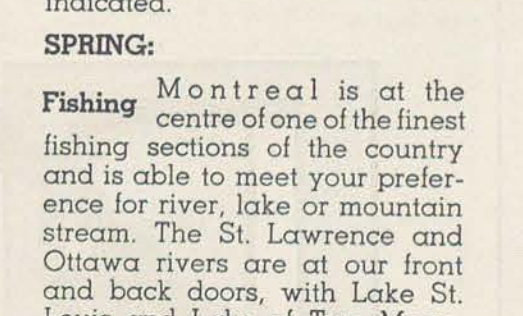
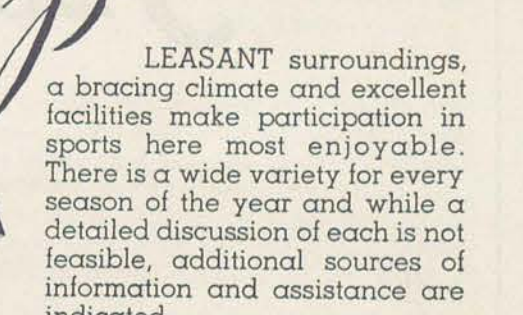
Baseball Big league games are played at the Montreal Stadium⁽⁷³⁾ and attract record crowds. Local leagues use various parks and there are any number of softball games, including an exceptional girls' league.

Racing and Regattas

Racing and Regattas There are several horse-racing tracks, with the pari-mutuel system of betting. Important stables are represented from Canada and U.S.A. Blue Bonnets is one of the finest tracks anywhere. Numerous yacht and boating clubs in the vicinity of Montreal furnish the sailing and speed-boat racing events. Perhaps the finest is Royal St. Lawrence Yacht Club on Lake St. Louis.

AUTUMN:

Football Roars of grandstand and bleacher approval (or otherwise) emanating from the Molson Memorial Stadium of McGill University⁽³⁹⁾ at about the



LEASANT surroundings, a bracing climate and excellent facilities make participation in sports here most enjoyable. There is a wide variety for every season of the year and while a detailed discussion of each is not feasible, additional sources of information and assistance are indicated.

SPRING:

Fishing Montreal is at the centre of one of the finest fishing sections of the country and is able to meet your preference for river, lake or mountain stream. The St. Lawrence and Ottawa rivers are at our front and back doors, with Lake St. Louis and Lake of Two Mountains just a few miles away. Picturesque mountain lakes and streams dot and thread the Laurentians within easy distance and are readily reached by road or rail. Dealers in Montreal have the required equipment and supplies, and will be glad to tell you where the big ones are biting. Both Canadian railway systems are kept posted regarding conditions and are pleased to pass the information along. Practically all varieties of Canadian game



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invited to COME and visit the HOUSE-
of-WONDER IN FURS.

Your tour through MONTREAL will
be incomplete, unless you visit our
establishment where you may see an
array of UNLIMITED and EXCLUSIVE
DESIGNS in most modern STYLES of
FUR GARMENTS, NECK PIECES,
CAPES, WRAPS and all FUR WEARS.
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make a minimum deposit, procure your BILL
of PURCHASE which you will present to Customs
Officer at port of entry; OBTAIN CUSTOMS
DECLARATION PAPERS; mail these to
us at once with balance, and we will rush
delivery of your purchase to you, TRANSPORTATION
CHARGES PREPAID, this will eliminate
the bother of caring for it while completing
your tour and relieve you of worry.

MOST IMPORTANT:—For the benefit of our
TOURIST PATRONS, we have devised a
SPECIAL ECONOMIC BUDGET SYSTEM which
enables them to take advantage of the special
clause in the U.S.A. CUSTOMS REGULATIONS,
if interpreted right, grants an exemption in
personal effects of \$100.00 to each citizen re-
turning to the STATES with additional belongings,
this we understand is extended to all
other members of a same family.

SPECTATOR SPORTS (continued)

time maple leaves are turning, leaves no doubt that
big-time football is on the grid-iron. Some of the finest
collegiate football on the continent is played here.

WINTER:

Hockey National League fixtures of the world's
fastest game are played at the Forum⁽⁵³⁾
and draw, here as elsewhere, the world's most en-
thusiastic audiences. The Forum is also the scene of
skating exhibitions and carnivals.

Ski-jumping Jumping at the Montreal Ski Club⁽⁶⁸⁾
is of championship calibre, with a
record of something like 150 feet from the long run.
Cars line Cote-des-Neiges on Sunday afternoons to
watch the bird-men. Out-door skating and snowshoe
meets add colour and interest.

SPORTS FOR THE SPORTSMAN (continued)

fish are found in the waters within a short distance
of Montreal.

Of more than usual interest is the game preserve
owned and maintained by Holt, Renfrew and Com-
pany, leading fur and apparel shop, and made
available to clients, and visitors to Montreal, upon
application. The preserve is a mountainous region,
laced with numerous streams and traversed by the
Jacques Cartier river; with thirty-two lakes—called
the St. Vincent Lakes—stocked with square-tail trout,
the gamest fish to be taken with fly and light tackle.
Everything is furnished at a moderate charge, includ-

ing: cabin, meals, guides and canoe. Reservation
should be made by letter, wire or personally to the
Montreal store. Incidentally, a fine fly rod is offered
annually for the largest trout taken in this angler's
paradise. More about it from Holt, Renfrew and Com-
pany, who have a little booklet on the subject.

Sugaring A Spring diversion peculiar to the further
environs of Montreal is the glorification
of the sugaring party, participation in which constitutes
an unusual and exhilarating experience. The conven-
tional reason for a sugaring party is the making of
maple taffy by pouring hot syrup on snow but equally
important is the adventure into the maple woods in
early Spring, the drinks and dishes peculiar to the
district and the thrill of doing something entirely dif-
ferent. Here again the railways know where parties
are being held and will be glad to advise you.

SUMMER:

Golf Visiting golfers are assured of a hearty wel-
come here. There are on the Island of Montreal
several notable clubs and courses of championship
calibre; a score of others from "easy" to "tough" and
a very good municipal course reached from Sher-
brooke Street East. Your hotel will make all arrange-
ments; or see the secretary for playing privileges at
private clubs, if you prefer.

Mountaineering Mount Royal⁽³⁵⁾ would un-
doubtedly merit only a derisive
grin from your confirmed mountain-climber but it is
still a pleasant hill for the amateur to clamber over.
For the more rugged article we have the Laurentians
which offer everything that could be desired from

**FREE PARKING
SERVICE**



**PARISIAN
SIDEWALK CAFE**

Berkeley Hotel

1188 SHERBROOKE STREET WEST

MANAGER: MAURICE CHARTRAND

Ideally located on beautiful Sherbrooke Street, you will find the
Berkeley in the very heart of all that's going on in Montreal. Here
you can dine . . . wine . . . and rest comfortably in a happy
atmosphere for prices that are moderate and within your means.

Singles \$3.50 to \$4.00 Doubles \$6.00 to \$7.00
Suites \$10.00 to \$12.00

JUST AROUND THE CORNER FROM THE UPTOWN RUSH

wooded slopes to rock-strewn summits. The award of scaling is an exceptional vista, dotted with sparkling lakes and threaded with tumbling streams.

Water Sports There is a fine beach on St. Helen's Island⁽⁷⁵⁾ in the St. Lawrence and several others around the Island of Montreal. The lake-shore road which winds for about 25 miles along Lake St. Louis from Montreal is practically a continuous invitation to swim. Lake of Two Mountains is of easy access; while the hundreds of Laurentian lakes are all very fine. There are a number of private pools in town open to guests for a small fee.

The lakes afford excellent sailing, aquaplaning and other forms of enjoying the water, and visitors are enthusiastic in their praise.

Riding Many miles of bridle paths cover Mount Royal and no finer riding ground is available anywhere. Half-a-dozen riding academies furnish good horses at reasonable charges.

AUTUMN:

Hunting Hiking, riding, golf and certain other sports all take on new life in the cooler fall days but hunting is the chief topic of conversation. Montreal is the point of departure into the beautiful Quebec wilds, where game is plentiful, guides reliable and hospitality unbounded. For a fresh experience in hunting, try stalking big game from the bow of a bateau along a stream in the Quebec woods. The Holt, Renfrew game preserve, mentioned in connection with fishing, furnishes partridge, moose, deer and bear.

Up-to-the-minute data on conditions is available from the railway headquarters and from sporting goods dealers. The latter can also furnish you with equipment and supplies, designed to meet local requirements.

WINTER:

Skiing The snow covered slopes of Mount Royal are ideal for skiing and runs are broken out as soon as the snow is right. Facilities of various clubs are available, including the jump of the Montreal Ski Club⁽⁶⁹⁾ on which the record is 142 feet. The Chalet at the Mount Royal Lookout⁽³⁶⁾ constitutes a convenient skiing centre.

Skiing in the Laurentians is also very popular and special ski trains are operated by the railways, from whom information is always obtainable. Sport shops and department stores have first class equipment and suitable clothing.

Tobogganing Rivalling the ski in popularity in Montreal is the toboggan, for which the slopes of Mount Royal are also ideal. The Park Slide⁽³⁷⁾ is a partially constructed six-chute run nearly a mile in length, at which sliding privileges are gladly extended to visitors.

Skating During the winter, sections of most Montreal parks are transformed into ice rinks and skating is a foremost diversion. There are also several indoor rinks, with artificial ice, which are excellent.

Curling, Sleighing and Snowshoeing The cosmopolitan nature of Montreal is evident even in its winter sports. In addition to those mentioned there are rinks of the "roarin' game"

playing regular schedules and challenge matches. Visiting club members are assured of a roarin' welcome.

While skiing has ousted snowshoeing to some extent, the older pastime—which dates from the days when it was not a pastime but a means of transportation—still has its devotees with their colourful blanket-coats and sashes.

It may be questioned whether sleighing comes under the heading of sports but there can be no question that it is good fun. Wrapped in buffalo-ropes and driving behind spirited horses to the music of jingling bells is a rare treat and a preferable mode of holiday locomotion.

INFORMATION

WHILE an attempt has been made to furnish as much information as possible within the limitations of this book, it is appreciated that such information could not anticipate all enquiries or meet all situations. Consequently, we have listed sources of information known to be reliable and which have signified their desire to render such assistance as they are able to guests of Montreal.

General Information:

Provincial Tourist Bureau—Dominion Square.
Railway Information Bureaux—All stations and ticket offices.

Hotel Travel Bureaux—All hotels.
Montreal Tourist & Convention Bureau — Dominion Square Bldg.

Travel Agencies—See "Travel Service" in Classified Telephone Directory.

Montreal and Vicinity:

Provincial Tourist Bureau—Dominion Square.
Official Guides—Dominion Square.
Provincial Transport Company—Phillips Square.
Canadian Transfer Company—836 St. James West.

Highway Conditions and Road Maps:

Provincial Tourist Bureau—Dominion Square.
Montreal Motorists League—Windsor Hotel.
Royal Automobile Club—New Birks Bldg.
Gas and Oil Companies—All Service Stations.

Hotel or Resort Accommodation:

Provincial Tourist Bureau—Dominion Square.
Province of Quebec Hotel Association — Secretary, Ford Hotel.
Hotel Travel Bureaux—All hotels.

Railroad Routes, Rates and Resorts:

Canadian National Railway — All stations and ticket offices.
Canadian Pacific Railway — All stations and ticket offices.

Motorcoach Routes and Rates:

Provincial Transport Company—Phillips Square.

Boat Trips and Waterside Resorts:

Canada Steamship Lines—Victoria Square.

Hunting, Fishing and All Sports:

Provincial Tourist Bureau—Dominion Square.
Sporting Goods Dealers — See "Sporting Goods" in Classified Telephone Directory.
Railway and Hotel Information Bureaux.



IS QUITE rightly considered part of a visit to Montreal as there are many things obtainable here that are not found elsewhere and still many others that are lower in price, due to the provisions of a preferential tariff and importations from European centres.

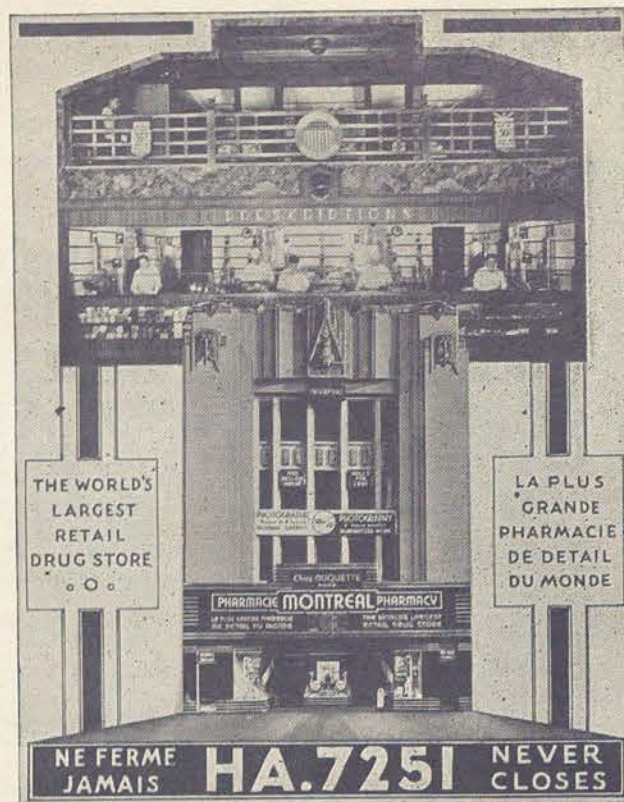
Not the least interesting thing about Montreal stores is their historical background, for some of them have been serving customers for several generations. For example, Henry Morgan and Sons, the oldest and one of the finest of our department stores, dates from 1843 when Smith and Morgan had a little general store at 240 Notre Dame Street. There were no stores on St. Catherine Street in those days and, in fact, it was Morgan's that started the move "uptown" by opening the first store (part of the eight-storey city-block building at Phillips Square) on St. Catherine Street in 1890. But they had also previously shattered tradition by being the first to display merchandise in the window—unheard of in Montreal prior to Morgan's innovation in 1872. Window shopping along St. Catherine Street is

now a favorite outdoor pastime.

It was four years later before another concern moved "up the hill" and then Henry Birks and Sons built a small store on St. Catherine Street also at Phillips Square. But the story of Birks actually started nearly a hundred years ago when the founder of what is now the largest ground floor jewellery store in the world sailed boats on the pond which is now Phillips Square. The original store contained 600 square feet, the present one contains 21,000 square feet. Sterling silver is manufactured in the Birks workshops to the extent of a ton a month, in addition to large stocks of antique products and other lines imported from England. Visitors would be particularly interested in the selections of fine English bone china and London leather. We are reminded, too, that diamonds enter Canada duty free, which would be important to a young man thinking of an engagement ring or an older man thinking of an anniversary present.

The Montreal store of the T. Eaton Co. is a unit of the largest departmental store organization in the British Empire and is, quite appropriately, the largest store in Montreal—occupy-

★In discussing the history and capacity of shops in Montreal it is not our intention so much to "try and sell you something" as it is to assure that you obtain satisfactorily whatever you might require.



One of the sights of Montreal

MONTREAL PHARMACY

a breath of Rue de la Paix

HEADQUARTERS OF FRENCH IMPORTATIONS
AT MOST REASONABLE PRICES

Guests of Montreal are cordially invited to visit us at any time — our Electric Eye Door will open wide every time you step up to it. In addition to a complete line of drugs and toiletries, we have an extensive range of importations from France in the way of gifts and perfume. Make a visit to the world's largest and most modern drug store part of your Montreal experience.

For immediate delivery of your drug requirements
anywhere in Montreal — call HA. 7251 anytime.

ing a city block, with nine storeys and every conceivable department and service. Outstanding is the smart, modern restaurant on the ninth floor; the free check rooms; information bureau and Post Office; Hairdressing Parlors and Rest Room; Shopping Service and the famous "Goods Satisfactory or Money Refunded" which is not a slogan but a principle of the store.

The largest French store is also a department store on St. Catherine Street. This is Dupuis Frères at 865 St. Catherine Street East which enjoys an enviable reputation and has an extensive stock of domestic and imported merchandise at moderate prices. It is, of course, not necessary to speak French to shop at Dupuis but if you would like to practice you couldn't find a better place or more obliging conversationalists.

There are two other large establishments, Simpson's and Ogilvy's, both on St. Catherine West. Ogilvy's dates from 1866—the year before Confederation of the provinces—and was originally a small linen shop. Linens are still a specialty with them, together with other importations which include English clothes and fine china, Scotch woolens and, of particular interest to men, those swanky English topcoats. Ogilvy's is known as "the friendly store" and makes a sincere effort to deserve the title.

Simpson's is more of a specialty shop than a departmental store, despite its size. It runs more to the personal things for men and women in clothes, articles and so on; with, however, a nice assortment of linens, homespun and blankets.

Speaking of specialty shops remind us of the further invasion into the residential section by the "petite" smart women's shops. These are found on Sherbrooke Street and a good example is Judith Clark, where one finds exclusive gowns, travel tweeds from the British Isles, and fur trimmed coats. Holt Renfrew and Company, noted for women's clothes and fine furs are erecting the first shop building on Sherbrooke Street (corner Mountain) to be ready in September. In the meantime they still occupy the store on St. Catherine Street where they have been since 1908; having been furriers "by appointment" to royalty since the time of Queen Victoria.

On St. Denis Street, just below St. Catherine, is the House-of-Wonder-in-Furs. This is Charles Desjardins and Company, said to be the largest fur store in the world. Notable is the collection of mounted heads of Canadian game animals and the collection of prime pelts from the northland prepared for fabrication as wearing apparel in the form of fur coats, neck pieces and fur trimming. Due to the availability of skins from the sub-zero areas of northern Canada, you will find that furs are lower in price in Montreal than elsewhere.

Also in the eastend is another showplace of Montreal—a five storey building of classic design, with floor space totalling 5,280 square feet and a staff of 148 employees, the whole devoted principally to pharmaceutical supplies and toiletries. This largest of all retail drug stores in the world is known as the Montreal Pharmacy and the registration book shows that 1500 visitors call daily during the vacation months.

When the building was completed in 1934, a ceremony was made of throwing away the key to the door

Where Is It?

You will find a Key Map of Montreal overleaf which shows important streets and numbered places of interest which correspond with the Key

- | | | |
|----------------------------------|--------------------------------|-------------------------------|
| 1 Dominion Square | 26 Ritz Carlton Hotel | 51 Board of Trade |
| 2 Sun Life Building | 27 Church of the Messiah | 52 Customs House |
| 3 St. James Cathedral | 28 St. Andrew & St. Paul | 53 Forum |
| 4 St. Georges Church | 29 Art Gallery | 54 Congregation of Notre-Dame |
| 5 Windsor Hotel | 30 Erskine and American United | 55 Grand Seminary |
| 6 Mount Royal Hotel | 31 McGill University | 56 Masonic Temple |
| 7 Shops | 32 McCord Museum | 57 C.N.R. Headquarters |
| 8 Theatres | 33 Redpath Museum | 58 Christian Science Church |
| 9 Christ Church Cathedral | 34 Omitted | 59 Temple Emanu-El |
| 10 Phillip's Square | 35 Mount Royal | 60 Church of Ascension |
| 11 St. James United Church | 36 Lookout and Chalet | 61 Westmount Park |
| 12 St. Patrick's Church | 37 Park Slide | 62 Omitted |
| 13 Chinatown | 38 Royal Victoria Hospital | 63 Notre-Dame de Grace Park |
| 14 Victoria Square | 39 McGill Stadium | 64 Villa Maria Convent |
| 15 C.N.R. Tunnel Station | 40 Jeanne Mance Park | 65 Westmount Lookout |
| 16 C.N.R. Bonaventure Station | 41 Viger Square | 66 St. Joseph's Oratory |
| 17 Queen's Hotel | 42 Chambre de Commerce | 67 Musée Historique Canadien |
| 18 New Carlton Hotel | 43 City Hall | 68 Ski Jump |
| 19 C.P.R. Station & Headquarters | 44 Chateau de Ramezay | 69 St. Michael's Church |
| 20 Victoria Bridge | 45 Notre-Dame de Bonsecours | 70 University of Montreal |
| 21 Harlem | 46 Bonsecours Market | 71 Lafontaine Park |
| 22 LaSalle Hotel | 47 Harbour | 72 Civic Library |
| 23 Ford Hotel | 48 Place d'Armes | 73 Montreal Stadium |
| 24 First Baptist Church | 49 Notre-Dame Church | 74 Jacques-Cartier Bridge |
| 25 Berkeley Hotel | 50 Sulpician Seminary | 75 St. Helen's Island |

It is comparatively simple to find your way around Montreal as practically all the streets run approximately east and west, or north and south. St. Catherine Street is the "main" street and the locating of one or two important intersections is all that is necessary. When in doubt, ask a policeman—you will find Montreal police officers consistently courteous and helpful. Other sources of general and specific information are given on another page. Numbering of places of interest on the Key Map was commenced at Dominion Square and proceeds clockwise away from that point in a sort of spiral. Consequently, the higher the number, the further away from Dominion Square it will be.

SHOPPING (continued)

as it was the intention to remain open twenty-four hours a day, every day in the year. Now, an "electric-eye" opens the door when you step up to it.

Visitors are thrilled by the exceptional display of imported French perfumes, toiletries and articles, a definite link of French-Canada with France. The perfumery is the finest from the Rue de la Paix in Paris and with the Hollywood "glamour girls" making special importations, guests of Montreal will want to, at least, make a personal inspection of the intriguing and quite extensive selection while they are here. An economy note is that these perfumes are approximately one-third less expensive here, than in New York.

With several branches in Montreal the Macy Drug Store on St. Catherine West, done in the modern manner, merits a visit for its appearance and the scope of its service and offerings. The Macy Stores are also "modern" drug stores in that you can get practically everything in them.

Not to be overlooked are the smaller shops similar to the Silbro Textile Company on St. Catherine West where are to be found "preferential tariff" products in the way of Irish linens and Scotch woolens; and the French Gift Shops in the eastend which offer with a characteristic flourish the most unusual things at most attractive prices.

OFFICIAL GUIDES



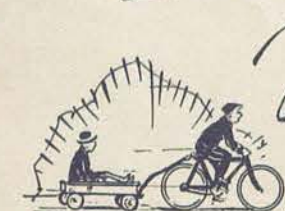
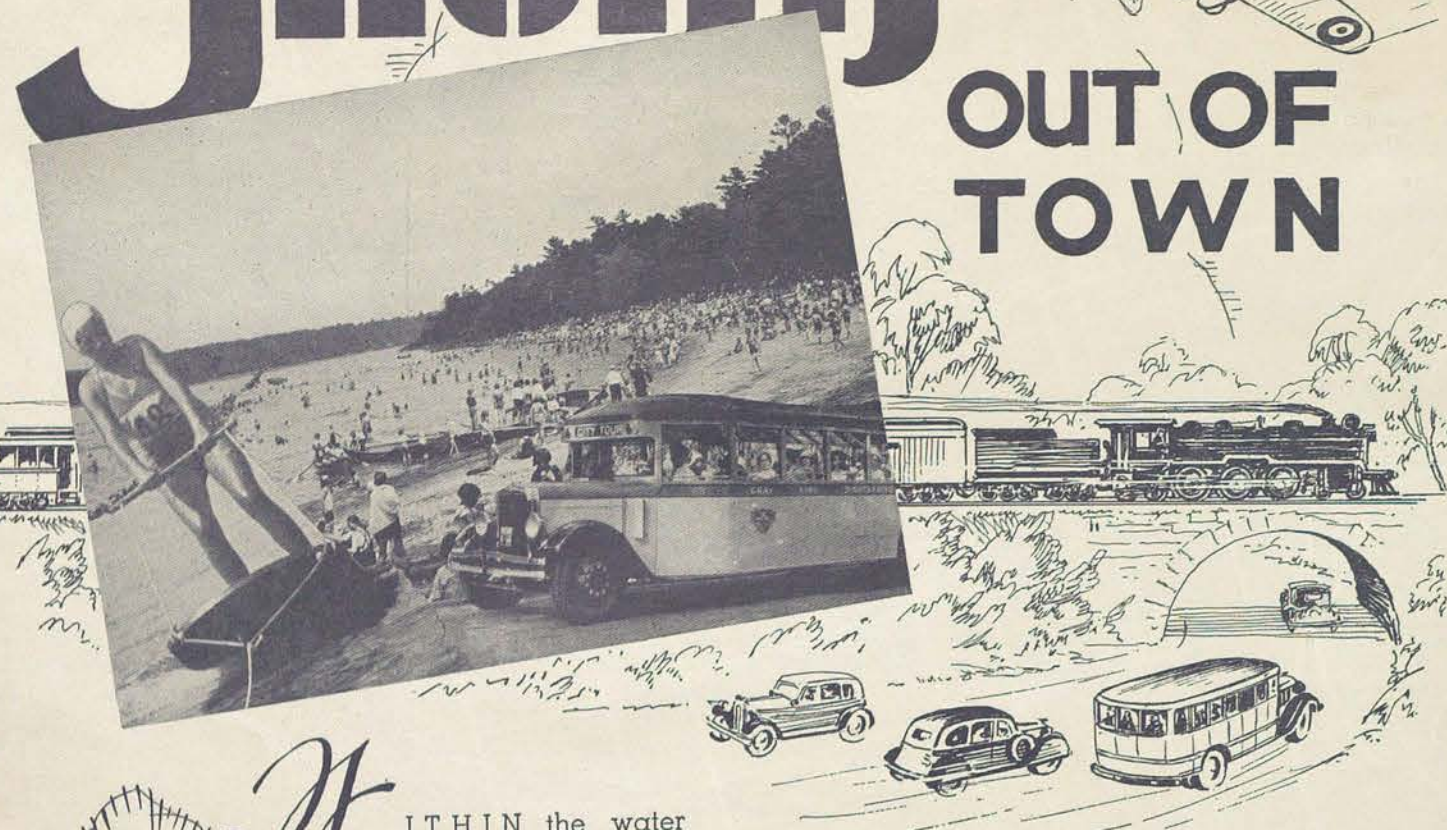
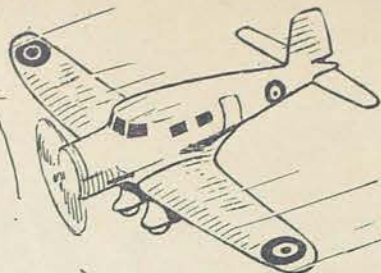
An extra-mural activity of the University of Montreal is the training of young men to act as your guide should you wish to take in the sights from your own car and require the services of a guide to point the way and explain the points of interest. Following a short course of instruction, these young men pass an examination, are licensed and operate under civic supervision upon a flat fee basis of one dollar an hour. Headquarters are at Dominion Square and in addition to his numbered license each guide wears the insignia shown. Unlicensed guides are not permitted.

Key Map
of Section of the
City of Montreal
For Explanation See
Page 15

Archives de la Ville de Montréal

Jaunts

OUT OF TOWN



WITHIN the water boundaries of the Island of Montreal, and surrounding it on all sides, is the most delightful vacation terrain. It offers the unusual in people and things; generates a lively interest in the present and a quiet regard for the historical; conveys a fascinating sense of difference and leaves a lasting satisfaction of conscious enjoyment.

Island Tours Leading out of town are Highways Nos. 2, 37 and 38, with a total length of 150 miles on the Island of Montreal. One of the best motor trips is to follow No. 37 around the west end of the Island, heading north to Cartierville (so as to have the river on your right hand wherever it parallels the road) and returning via the Lower

Lachine Road past the Lachine Rapids. Several places of historic or current interest are encountered, as well as summer resorts, golf courses and so on. You can do it in a couple of hours, unless you prefer to stop-off or stop-over somewhere.

Tour of the east end of the Island should be started along Highway No. 2 which leads through an industrial section before reaching the rural and river aspect, but which follows the Rivière-des-Prairies along the north bank of the Island (Highway 37) on the return journey to town.

Ile Jésus An exceptionally pleasant drive, calling for many stops to admire the view, is around Ile Jésus. This is a smaller island in the Rivière-des-Prairies, which bounds the Island of Montreal

★ Inset on part of the Beach at Hudson, on the Lake of Two Mountains, is a Montreal mermaid aquaplaning on Lake Archambault in the Laurentians; and a Provincial Transport bus on its way out-of-town. Below, a White Fleet steamer has just rounded a bend of the incomparable Saguenay.

on the north, and is reached via either of two bridges from highway No. 37

Indian Reservation Cross the Jacques Cartier Bridge and follow the King Edward Highway to the old French town of Laprairie. Continue along the Malone Highway, which skirts the St. Lawrence and affords an excellent view of the Lachine Rapids from the opposite bank, until you reach the Iroquois Indian Reservation of Caughnawaga. Return over the Honoré Mercier Bridge through Lachine and along the other bank of the river or through Montreal West.

Fort Chambly Of particular historical interest is Fort Chambly on the Richelieu River, 20 miles from Montreal, which makes a good destination for a short jaunt. The fort dates from 1665 and during its existence has been held by—and has held as prisoners—French, Iroquois, British and American forces.

Verchères Another historical spot which can be made the excuse for a most enjoyable drive down the south bank of the St. Lawrence for about 22 miles is Verchères. It was here that Madeleine de Verchères, 14 years of age, with two younger brothers and two soldiers, held a fort for eight days against a horde of Indians until help arrived.

Oka Oka, on the Lake of Two Mountains, is deservedly popular as a short jaunt by reason of its picturesque location on the lake, the rural repose of the surroundings en route and the presence of

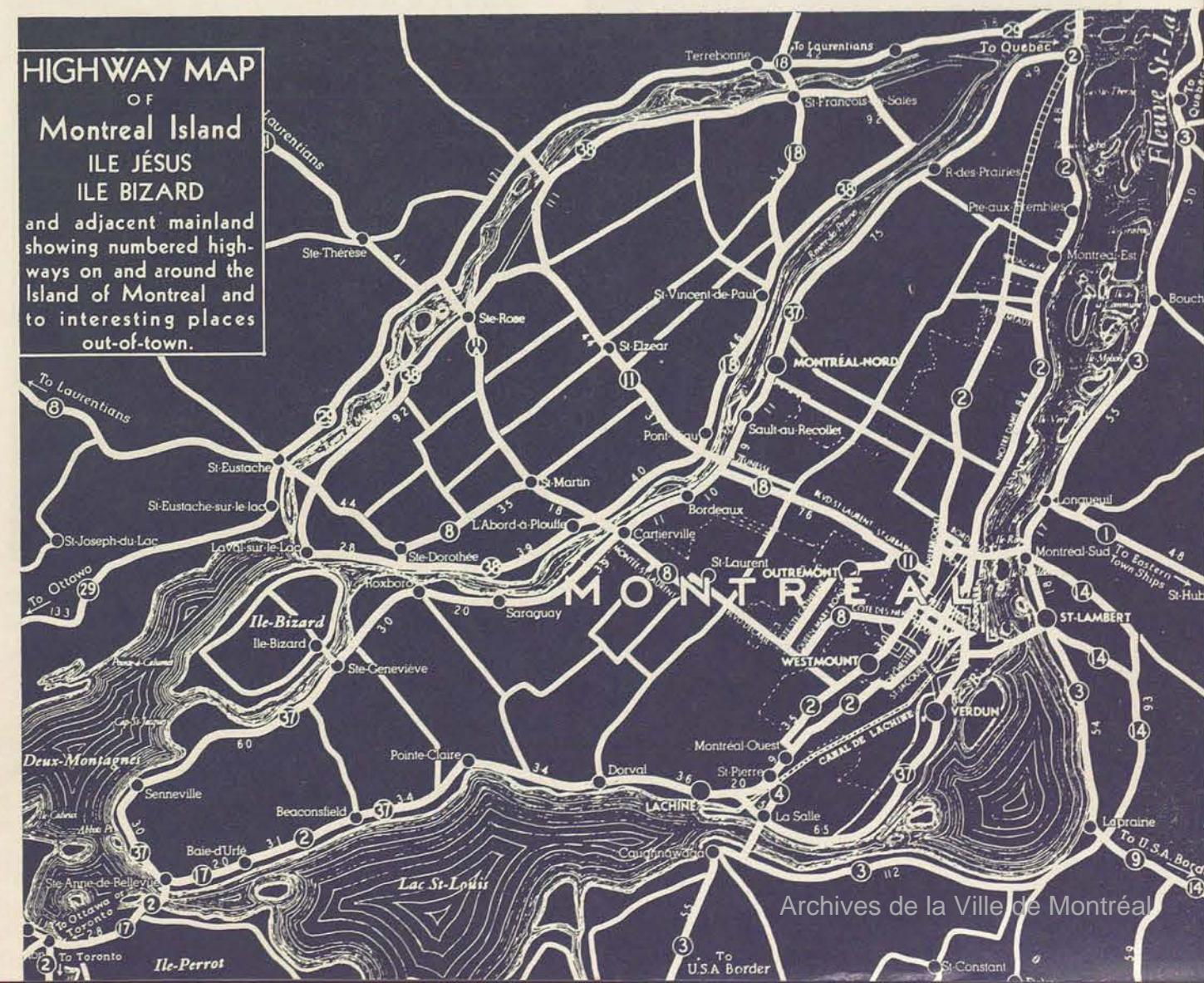
the Trappist Monastery, in which Order the monks take a vow of silence.

Ottawa The capital city of Canada, which probably has more parks and driveways than any city of its size, is only 125 miles from Montreal and, in view of some fine scenery and the opportunity of going and returning by different roads, is frequently made the goal of an early morning start on Highway No. 17 and an evening drive back on Highway No. 29.

Sherbrooke The Eastern Townships of Quebec is a prosperous farming community with many thriving towns and several cities. Sherbrooke, known as the "Queen of the Eastern Townships" is celebrating its centenary and for that reason is cordially welcoming visitors. The direct route, over Highway No. 1, is 100 miles and there are several alternate roads passing lakes, rivers and other centres of interest.

Lake Memphremagog On the way to Sherbrooke you pass Magog at the head of Lake Memphremagog, one of the most beautiful bodies of water in Quebec. It stretches down to Newport in Vermont and is the pleasant scene of all summer activities.

Laurentians All points in the Laurentians can be reached via or from Highway No. 11 which leads northwards out of Montreal. The route becomes increasingly hilly as you proceed past quaint villages, placid lakes, rushing streams and tree-clad mountains, ranging from 1,000 to 1,500 feet



in height. There are a number of excellent hotels and resorts with water sports, golf and riding; and excellent fishing, hunting or winter sports in season. The round trip can be made easily in a day to practically all points in the Laurentians.

Jaunts by Rail

It is possible, and often desirable, to use the railway for trips out-of-town. There are often special trains and excursions; and always week-end trips at



lower rates. Summer schedules are arranged with a view to meeting the requirements of casual travellers on holiday bent and train service on both Canadian systems (which have their headquarters in Montreal) is exceptional. For specific information, routes and rates call the Canadian National Railway at MARquette 4731 and the Canadian Pacific Railway at PLateau 2211.

Jaunts by Road

Motor coaches of the Provincial Transport Company go to all the places previously mentioned and to every other point that is on a Highway out of Montreal. The extent and flexibility of bus service has developed until it blankets the continent.

Local tours, in addition to the City Sightseeing trip, include those to: Lachine, Indian Reservation, West Island, and an all day jaunt to Ste. Agathe in the Laurentians with luncheon and a motorboat trip on Lac des Sables included in the very reasonable cost.

Your own car and its contents will be insured and cared for by the Provincial Transport Company while you are on a bus tour.

Jaunts by Water

Cruises by water from Montreal of from one to ten days duration into the waterways of what has been styled the "Normandy of the New World" are unparalleled vacation adventures. Every day, during the summer, from June to September, the luxury White Fleet steamers leave the dock at Montreal to ply the silent reaches of the oldest road on the continent.

Incidentally, not the least attractive feature of these water trips is their moderate cost.

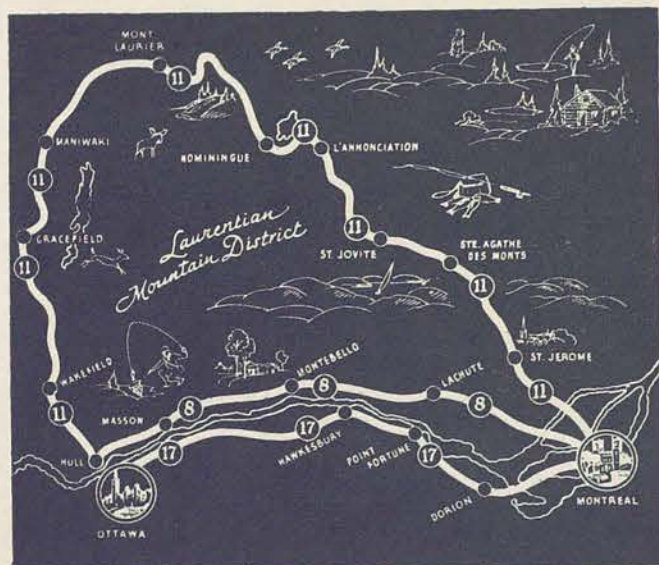
Sorel A recommended Sunday trip is downstream to Sorel—seven glorious hours on the water, with a new view of the Quebec scene; relaxation, or music and dancing to taste, accompanied by an excellent luncheon.

Shoot The Rapids For a new and very real thrill, you should shoot the rapids on any Saturday or Sunday. The train takes you to Cornwall in the morning and the C.S.L. steamer shoots the Coteau, Cedars and Split Rock Rapids before docking at Lachine, from where a bus returns you to Dominion Square.

Quebec A fine week end trip is to the historic old city of Quebec, leaving either Friday or Saturday and returning either Sunday or Monday. This gives you ample time to see Quebec, St. Anne de Beaupre, Montmorency Falls and other points of interest. You can take your car with you on the boat; or you might like to drive down by road and take the boat back, or vice versa.

Murray Bay Another very fine "Saturday-to-Monday" is to Murray Bay where the salty tang of tidewater mingles with the sun-warmed fragrance of pine and balsam on the cliff overlooking the bay.

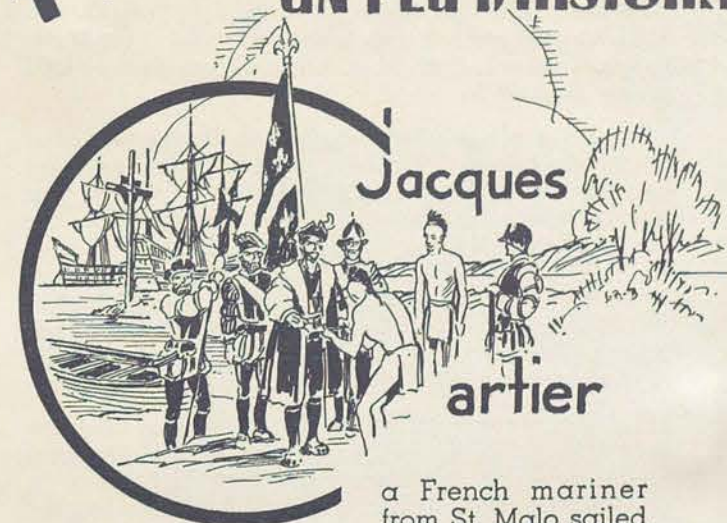
Saguenay Many thousands of Montrealers take the Saguenay trip every year and it is always a fruitful topic of conversation. It is the deepest river on the earth's surface and there is no water course quite like it anywhere. Comparisons have been made



with the fiords of Norway and the highlands of Scotland, but it is not by chance that this awe-inspiring river is called the "incomparable Saguenay". You can leave any evening and the cruise lasts three nights and two days with the opportunity of going ashore at several places, including Tadoussac "the birth place of North American civilisation". Detailed information and rates from the Montreal office of the Canada Steamship Lines, on Victoria Square.

HISTORICAL Lore

UN PEU D'HISTOIRE



a French mariner
from St. Malo sailed
his seaworthy

cockleshell across the Atlantic in 1535 and into the gulf of a river larger than any he had ever seen. He named it the St. Lawrence and went ashore at the Indian village of Stadacona, on the site of which part of the City of Quebec now stands.

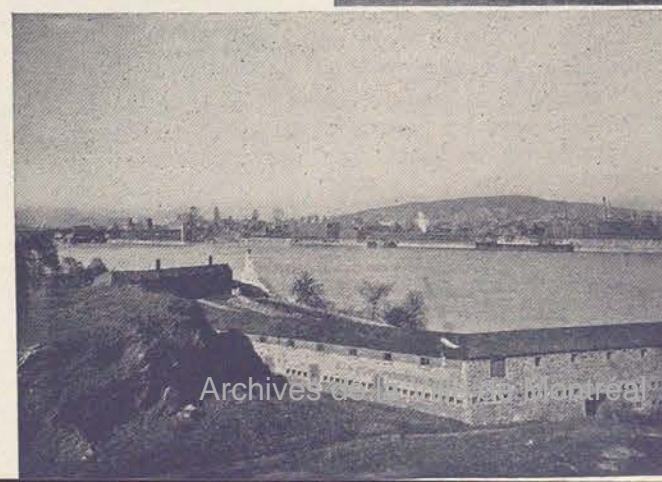
Then he reembarked and sailed up the river until he was stopped by a raging torrent (now known as the Lachine rapids) and went ashore at the Huron Indian village of Hochelaga. This occupied the area now bounded roughly by Sherbrooke, Metcalfe, Burnside and Mansfield streets.

He climbed the mountain behind the village and named it Mount Royal, thus setting the stage for the historical play which was to be enacted here during the ensuing years.

But what happened during the first three quarters of the first of the lapsed centuries must remain forever a matter of conjecture. All we know definitely is that Hochelaga had entirely disappeared when the next explorer—it was Champlain—viewed Mount Royal in 1611. Excavations made some fifteen years ago indicated the site by revealing skeletons, the remains of weapons and earthenware vessels—it was almost too obvious that the agricultural Hurons were wiped out by a more bloodthirsty tribe, their village burned and completely overgrown by the time Champlain arrived. It had been his intention to establish a post for trading with the Indians for furs but the plan was abandoned.

Little further attention was given the

★ Illustrated from top to bottom are: Monument to Maisonneuve, founder of Montreal, at Place d'Armes; Towers of the former Fort des Messieurs on Sherbrooke Street; Sulpician Seminary at Place d'Armes (oldest building in Montreal); Monument to Jeanne Mance; old picture of Fort on St. Helen's Island, with Montreal across the river.



island which lay at the juncture of the St. Lawrence and Ottawa rivers until Cardinal Richelieu chartered the "Company of One Hundred Associates" in 1627 to encourage emigration to New France and one of the associates obtained a grant to the Island of Montreal. But it hung fire again until Abbé Olier (who founded the Sulpician Order) formed The Compagnie de Notre Dame de Montréal in 1640 which acquired the rights and sent out a party to settle the island. The leader was Maisonneuve and with a little party of fifty-odd he visited the scene of his prospective labours and battles the following year; spent the winter at Quebec and in the spring of 1642 (May 18th, to be exact) he returned and established the settlement of Ville Marie.

However, interest in the fortunes of the undertaking seems to have lagged in France and some twenty years later, in 1663, the entire Island was deeded to the Sulpician Order which had assumed responsibility for religious and educational matters.

This marked the beginning of a period of development which grew in intensity with the advent of prosperity, until today Montreal is the fifth largest city of the continent and second only to Paris among the French-speaking cities of the world; but the importance of the work and influence of the Sulpicians during the formation period can hardly be overestimated, being comparable only to the difficulties which had to be overcome.

Quebec remained the principal city of New France for another hundred years but as the trappers, traders, explorers, soldiers and missionaries had all to disembark at Montreal on their way to the interior it rapidly became a centre of activity. During this time the Indians very naturally objected to the encroachments of the palefaces and used such methods as were at their disposal to keep the invaders out; that such methods included night-raiding, massacres and scalping was quite legitimate (particularly in view of the methods of "civilized" warfare) but hardly helpful.

But the thing was done and by the close of 1672 we find that streets have been laid out and named—the religious influence showing in the choice of names: Notre Dame, St. James, St. Peter and so on. Craig Street was still a stream crossed by wooden bridges; a footpath ran up Beaver Hall Hill, which constituted the outskirts of the city where the fur-trade was carried on, to the farms along St. Catherine Street which was then a wagon-track. Beyond was good hunting.

Only four years later, however, we find the Sulpicians building, with the help of the Christianized Indians, a palisaded enclosure for their mutual protection as far away as Sherbrooke Street. This was known as the Fort des Messieurs and when it was destroyed by fire was rebuilt in stone, of which two of the flanking towers still stand in the grounds of the Grand Seminary⁽⁵⁹⁾.

Prior to 1734 communication between Montreal and Quebec was by means of the river and runners but in that year the "post" road was completed. It followed the north bank of the river and was used as the basis for Highway No. 2 which joins the two cities today.

Then the wars which had racked France and England for years reached Canada and Montcalm was

defeated by Wolfe on the Plains of Abraham at Quebec in 1759. Early the following year the Marquis de Levis gathered a force and attacked the British, was defeated and retreated to Montreal. He made his last stand in the fort on St. Helen's Island and finally capitulated to General Amherst.

The next two or three years were troublous times but following the Peace of Paris in 1763, when Canada was formally ceded to Great Britain, Montreal grew and prospered amazingly. The French inhabitants were left in full enjoyment of their rights and possessions; and, in addition, British settlers and money poured in.

By the early eighteen-hundreds it seemed that Montreal's external troubles were mostly over and the town with the biracial population, which was rapidly becoming bilingual, was headed for big things. Events piled up rapidly and we must be content with the highlights in this chronicle but it was significant that the fortifications were demolished in 1803 and are only recalled by Fortification Lane (between St. James and Craig, off St. Peter) which marks the former boundary.

The first steamboat on the St. Lawrence, and the second in America, was launched in 1809 by John Molson, founder of Molson's Brewery and active in connection with the Lachine Canal which was started in 1821 to enable navigation to circumvent the rapids. The canal was opened in 1824, ocean and great lakes shipping was increasing and the town was growing in every direction and activity.

It was incorporated as the City of Montreal in 1832 and in the same year a charter was granted to the first Canadian railway, which began operations in 1836. Upper and Lower Canada were united as the Province of Canada in 1841, with Montreal as the capital city from 1844 to 1849. When the parliament buildings were burned, the seat of the government was moved to Toronto until 1867, when the Dominion of Canada was formed with Ottawa as the capital city.

In the meantime Montreal and Toronto had been connected by railroad (1856); the Victoria Bridge, connecting the Island of Montreal with the southshore mainland had been built (1859); and a regular steamship service to Great Britain had been established (1861). When the first train crossed the continent from Montreal to Vancouver on the Pacific coast in 1886, Montreal had achieved first place in size, importance and interest among Canadian cities. This position, as the Metropolis of the Dominion, with a superficial area of fifty square miles and a population of a million and a quarter, it still enjoys.

To view the modern city, with its ancient landmarks, in correct perspective against its historical background, is fascinating entertainment. In seeking for something in the way of comparison or a convenient memory peg we may be reminded of New Orleans, also fascinating and a little bewildering in its admixture of peoples and tongues. One of the oldest American cities, revered for its age and atmosphere, the Vieux Carre, the French Market, Bienville Street. Bienville? But, of course, the founder of New Orleans, Jean Baptiste Le Moyne de Bienville—born in Montreal.

"The CITY of MONTREAL"

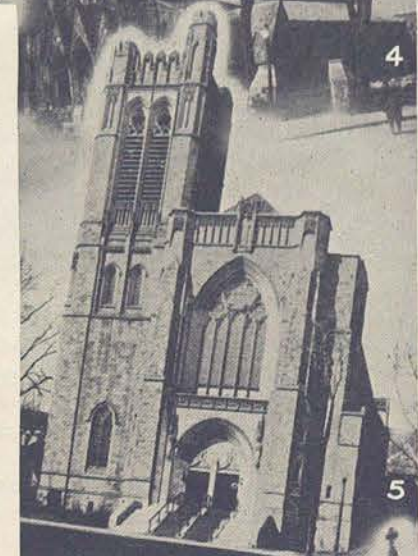
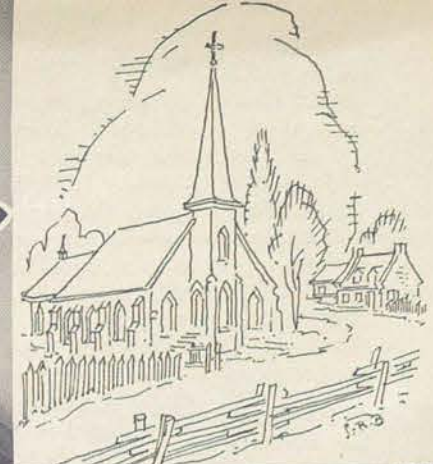


LES ÉGLISES DE MONTRÉAL

WITH cross-crowned spires rising on every hand, one is not surprised to learn that the history of Montreal has been closely associated with the Church. It was the Compagnie de Notre-Dame de Montréal, a semi-religious organization founded in France, 1640, by Abbé Olier, which obtained a grant to the Island of Montreal and appointed Paul de Chomedey, Sieur de Maisonneuve, a gallant soldier who pledged his services to the Church, to lead a party to settle here. It was to be a centre for the evangelization of the country.

Maisonneuve's little party of fifty-five colonists, accompanied by a Jesuit priest; Jeanne Mance, a religious heroine; and Madame de la Peltrie; landed at the prospective site of Montreal on May 18th, 1642, planted a cross and celebrated mass in the open air. The illuminated cross on Mount Royal today commemorates that first wooden cross.

Notre Dame The first place of worship, a small chapel built inside the fort erected by Maisonneuve, was destroyed with the fort. So to Notre Dame⁽⁴⁹⁾ goes the honour of being the



This composite photograph of some of Montreal's places of worship includes:

- 1
Notre Dame on Place d'Armes
- 2
Notre Dame de Bonsecours
- 3
St. James Catholic Cathedral
- 4
Christ Church Anglican Cathedral
- 5
St. Andrew and St. Paul Presbyterian
- 6
St. Michael's
- 7
St. Joseph's Shrine, with (inset) the original Oratory.

Archives de la Ville de Montréal

oldest church in Montreal, for on or near its site a bark chapel was built during 1642 and replaced by a frame building the following year. It was rebuilt in 1654 and again in 1672; the present building was started in 1824 and opened for worship in 1829. It is a notable example of perpendicular Gothic; the twin towers, in which the carillon is hung, being 227 feet high. In the west tower is "Le Gros Bourdon" weighing over 12 tons and said to be the largest bell in America. The interior of the church is rich, beautiful and impressive, with many remarkable features.

Notre Dame De Bonsecours

Equally interesting historically and otherwise is Notre Dame de Bonsecours⁽⁴⁵⁾ known as the sailors' church. Surmounting an unusual turret is a huge statue of the Virgin with arms outstretched in blessing over the waterfront. This statue was brought from France by Marguerite Bourgeoys who established the Congregation of Notre Dame and erected the first wooden church on this site in 1657. A larger church was built in 1675 and the present structure dates from 1771. Note the hand-carved votive offerings of ships by devout sailors and visit the aerial chapel under the statue.

St. James Cathedral

Seat of the Roman Catholic archdiocese of Montreal is St. James⁽³⁾ a modified replica of St. Peter's at Rome. This is a magnificent edifice, the facade supporting thirteen heroic bronze statues donated by various parishes. Incidentally, the statues do not represent Christ and the Apostles; but St. James, St. Joseph, St. Anthony de Padua, St. Francis d'Assisi, St. Vincent de Paul, St. John, St. Paul, St. Thomas Aquinas, St. Patrick, St. Charles Borromeo, St. John the Baptist, St. Hyacinthe, St. Ignatius.

St. Joseph's Oratory

The story of the humble porter, Brother André of the Order of the Holy Cross, who became able through intercession to St. Joseph to work miracles, has gone around the world. The beautiful Shrine⁽⁶⁶⁾, carved into and rising out of the very heart rock of Mount Royal, is an amazing monument to his memory. Many years have been spent in its erection and it is not yet completed. The original oratory, built for Brother André by his confreres, still stands near the Shrine.

Other Catholic Churches

St. Patrick's⁽¹²⁾ identified with English-speaking Catholics, is an excellent specimen of Gothic architecture with a beautiful interior and stained-glass windows. St. Michael's⁽⁶⁹⁾ is a small but exceptional example of Byzantine art and structure.

Christ Church Cathedral

Seat of the Anglican diocese of Montreal, Christ Church⁽⁹⁾ is architecturally one of the most perfect examples of decorated Gothic on the continent. It is built in the form of a Latin cross, 212 feet in length with a transept of 100 feet. The octagonal Chapter House is interesting, as also is the facade. A perfectly formed spire which formerly rose 224 feet on the square base which is left, had to be removed due to vibration of heavy traffic.

St. George's

This is another Anglican church⁽⁴⁾ in beautiful Gothic. It is noted for a fine set of chimes which are often heard in campanology and is the scene of fashionable weddings. At one time it was in the centre of the residential

district but with the growth of the city the parishioners have moved, to a large extent, out of the parish.

St. Andrew and St. Paul

Built within recent years, this handsome structure⁽²⁸⁾ is the place of worship of two Presbyterian congregations. Both original churches were further downtown and gave place respectively to the Beaver Hall Building and the excavation for the uncompleted railway terminal on Dorchester Street.

Erskine and American United

Since the union movement, these congregations, both formerly Presbyterian, have worshipped in the original Erskine Church⁽³⁰⁾ a fine old edifice. Another grand United Church is St. James⁽¹¹⁾ formerly St. James Methodist, around which a high-rent business district has grown up, so that shops now conceal the facade; but a short walk up the side street brings it into view.

And All Denominations

Church of the Messiah⁽²⁷⁾ the Unitarian church is a little west of Erskine on Sherbrooke; and the First Baptist⁽²⁴⁾ on Guy Street. Temple Emanuel⁽⁵⁹⁾ of the Jewish faith is still further west on Sherbrooke Street; and there is a Spanish and Portuguese synagogue. The First Church of Christian Science⁽⁵⁸⁾ is a handsome and unusual building on Cote-des-Neiges; there are churches of all nationals and the Salvation Army is well represented, having one of the best bands in Canada.



PROVINCIAL PARKS

SOME seventy miles north of Montreal is Mont Tremblant (Trembling Mountain) Provincial Park. This amazingly beautiful and inspiring "common ground" occupies some 1200 square miles in which you may camp, fish and "shoot" game with a camera to your heart's content.

There are no gates to Mont Tremblant; you are invited to drive in at any time without cost. It is all yours to see and enjoy—the depth of the forest, the grandeur of the mountain, the lure of water and the changeless appeal of nature. A fair gravel road leads into the park from Highway 11 or 30 but once there you will want to take to the trails.

Guides are not numerous but may be obtained and, if you intend to stay any length of time, it is advisable to make arrangements with a member of a local French or Indian family to look after you. Cabins are planned for the park but not yet erected, so it is a camping proposition—and please water your fires.

The Laurentide Provincial Park, starting about 25 miles north of Quebec City, occupies over 3,550 square miles and has camps already built on the likeliest fishing streams and lakes, generally with a guide and his wife (and perhaps family) to look after you. But, here again, you can "get away from it all" by taking in a tent and supplies.



BEFORE setting out to see Montreal it might be well to orientate ourselves to some extent. Roughly, the city extends east and west for some seven miles along the St. Lawrence river, and northwards from the river, also for about seven miles. Mount Royal humps itself up in the approximate centre, for the city grew around it and continued its irresistible advance. Incidentally, the compass terms are not accurate but are used for convenience.

Running northward from the river is St. Lawrence Boulevard (a courtesy title, as it is an ordinary street) from which the intersecting streets start numbering "east" and "west". St. Catherine is the principal thoroughfare and Dominion Square is considered the civic centre.

At and above St. Catherine is "uptown" and at the bottom of the hill which starts down from St. Catherine is "downtown" but, as in all large cities, there is no actual dividing line. The East End is generally considered east of St. Lawrence; while the West End is west of Peel. The district between is colloquially the "centre" of the city.

How to do the sights

The map in the centre of this book will help you to locate the approximate geographical location of the

streets and certain of the points of interest; so, having more or less got the feel of the place, let us consider your preference in taking in the sights of Montreal. Alternatives, not necessarily in order of merit, are:

- (1) In your own car.
- (2) Bus—on an arranged tour with a "speiler".
- (3) Taxi—either an arranged tour or as you may direct.
- (4) Observation street car.

The advantages of using your own car will be obvious but, on the other hand, driving takes a lot of your attention; as, also, will the problem of where to go first and how to get there, unless you employ one of the official guides licensed by the

★ 1: St. Joseph Boulevard, a residential street. 2: Lagoon bridge in Lafontaine Park. 3: Dominion Square, showing Sun Life Building. 4: Royal Victoria Hospital, with illuminated cross on Mount Royal in background. 5: Part of Jacques Cartier Bridge over the St. Lawrence. 6: Lookout on Mount Royal. 7: Part of St. Catherine Street. 8: Montreal City Hall.

The recommendation of a seasoned sightsee-er is a combination of 1 and 3. First you take the bus trip, which is inexpensive at \$1.00 and touches all the high spots, and take note of the places on which you would like to spend more time. Later, you return in your car; or by trolley; or, if it is not too far, walking is still good exercise.

Using a taxi accomplishes this result in one trip, as you can stop and go at will, but naturally the expense runs somewhat higher. However, there is a standard taxi sight-seeing trip on which the cost, if there are two or more people in the party, compares very favorably.

Suggested Tour of Montreal In order to get you into the mood of encompassing the visual delights of Montreal let us sketch a tentative trip, popular as an arranged tour, with mention of the outstanding exhibits. We will make

Turning left at University street we come to St. Catherine; on the corner is Christ Church Anglican Cathedral⁽⁹⁾ of decorated Gothic architecture, one of the finest on the continent. Built in 1859, heavy traffic has necessitated the removal of the spire which rose 224 feet above the street level. Reaching Sherbrooke street, we turn left and will continue west on Sherbrooke for some distance.

Now Erskine and American United Church⁽³⁰⁾, the Montreal Art Gallery⁽²⁹⁾, housing artistic treasures, and then a gem of ecclesiastical architecture, the Presbyterian Church of St. Andrew and St. Paul⁽²⁸⁾.

At Atwater Avenue we enter the City of Westmount, which is a residential section entirely surrounded by the City of Montreal. On the left is the Mother House⁽⁵⁴⁾ of the Congregation of Notre Dame, a fine specimen of romanesque architecture, with roof and dome made entirely of copper. This congregation is the oldest religious institution in America, having been founded in 1653 by Marie Marguerite Bourgeoys, whose abode at that time was a disused stable.

This outline map is geographically correct, having been drawn to scale on an official map of Montreal, following the tour of the city suggested in the text.

a start at Dominion Square ⁽¹⁾, with which you will probably first become acquainted, and proceed east along Dorchester street.

Here is the Sun Life Building ⁽²⁾, cost \$20,000,000.00 and largest building in the British Empire; and St. James Catholic Cathedral ⁽³⁾, a smaller size replica of St. Peter's in Rome. The excavation over which you are driving is an uncompleted railway terminal ⁽¹⁵⁾, from which trains go under Mount Royal ⁽³⁵⁾ (you can see the opening of the tunnel on your left) for a

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Crossing Claremont Avenue, we are again in Montreal—a district called Notre Dame de Grace. The maple trees along each side of Sherbrooke, each bearing a tablet with the name of a soldier, constitutes an Avenue of Remembrance of the war of 1914-18.

Turn left at Lansdowne, right at Bellevue and zig-zag up to Summit Circle which leads to the Westmount lookout⁽⁶⁵⁾. Stop here and stretch your legs while you take in the view; pointers on the railings indicate the more important places. Incidentally, you are 650 feet above the St. Lawrence here.

Along Queen Mary are a number of institutions but of greatest interest is St. Joseph's Shrine⁽⁶⁶⁾ built for the late Brother Andre, of the Order of the Holy Cross, famed for many miraculous cures. Nearly opposite is the Musee Historique Canadien⁽⁶⁷⁾ wax works museum.

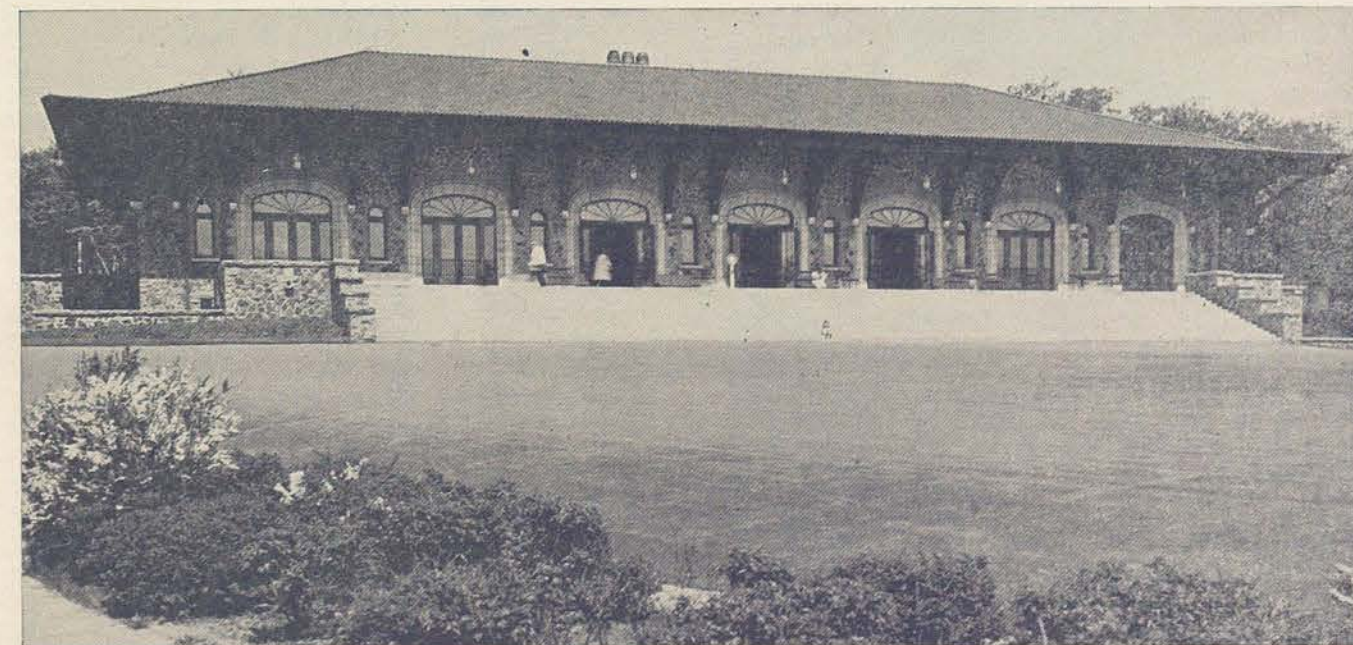
Bear right to Cote des Neiges Road, past the cemetery of the same name; the Montreal Ski Jump⁽⁶⁹⁾ with a record of 142 feet, until you come to some mediaeval castles which turn out to be modern apartment houses. Turn left at Pine Avenue and you are travelling east along "millionaires row" where are the homes of prominent and wealthy Canadians. The French Chateau with the artificial lake is actually



a municipal pumping station and reservoir, built to be in keeping with the surroundings. Opposite are the beautiful buildings of the Royal Victoria Hospital⁽³⁸⁾ largest in Canada.

There is another aspect of McGill University⁽³¹⁾ from here and the Stadium⁽³⁹⁾ is on the left. Arriving at Park Avenue, the Jeanne Mance Park⁽⁴⁰⁾ stretches away on your left with Mount Royal in the background. Continuing along Pine, we enter the more

The Chalet on Mount Royal



densely populated area of which this is a part of the Jewish section. We pass the Hotel Dieu Hospital, the armoury of the 65th Carabiniers des Mont-Royal, and turn right on St. Denis Street and immediately left on Cherrier Street.

This is part of the French residential section and brings us to Lafontaine Park⁽⁷¹⁾ into which we turn left, after noting the Montreal Civic Library⁽⁷²⁾ facing it. Here you can drive or walk about for hours; there is an entrancing lagoon with fish and waterfowl; some artificial rustic work; a small botanical garden and conservatory; a small aviary and zoo; and, at night, a beautifully illuminated fountain.

Upon leaving the park, proceed south down Papi-neau Avenue and turn right on St. Catherine, then as there is no left turn on St. Denis, turn right at Berri, left at Demontigny, and then left on St. Denis at the bottom of which is Viger Square⁽⁴¹⁾ named for the first mayor of Montreal.

Bonsecours Street is the continuation of St. Denis, and up Bonsecours two blocks we come to Bonsecours Market⁽⁴⁶⁾ and Notre Dame de Bonsecours Church⁽⁴⁵⁾. The church is most interesting historically, the original wooden structure having been built in 1657.

Continuing the block to Commissioners Street, which borders the harbour, we have an excellent view of the church and the market; as well as a section of the harbour⁽⁴⁷⁾ with giant grain elevators, and a glimpse of Jacques Cartier Bridge⁽⁷⁴⁾ which reaches more than two miles over the St. Lawrence, with an outlet at St. Helen's Island⁽⁷⁵⁾. Consider, also, the aspect of Montreal from here, with Mount Royal in the

background. This is the oldest part of the city, now given over to the merchant and the chandler.

At the far end of the market is Jacques Cartier Square, an open-air market; turn up, Nelson's Column, the Chateau de Ramezay⁽⁴⁴⁾ and the City Hall⁽⁴³⁾ are on Notre Dame Street, we turn left past the Court Houses and follow traffic to St. James Street.

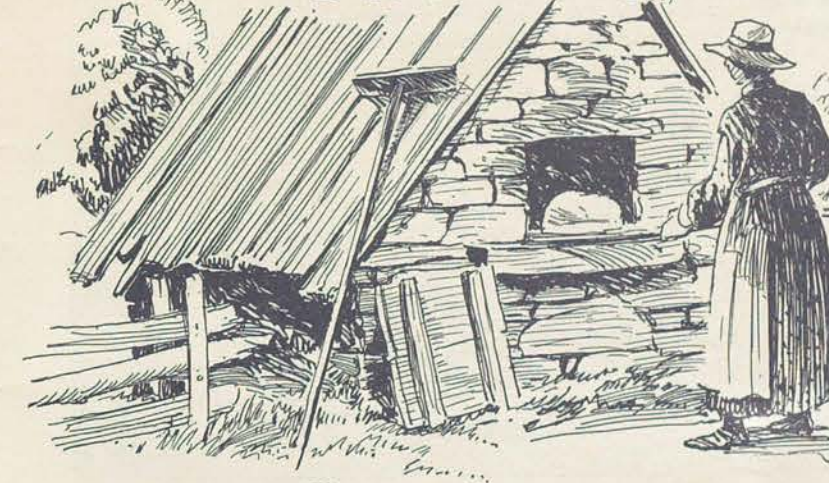
In two blocks we are at Place d'Armes⁽⁴⁸⁾, historic square and heart of the downtown district, in the centre of which is a monument to Maisonneuve, founder of Montreal. Flanking the square are: Notre Dame Church⁽⁴⁹⁾ an excellent example of perpendicular Gothic and originally a bark chapel in 1642; St. Sulpice Seminary⁽⁵⁰⁾ standing as today since 1661 and the oldest structure in use in Montreal; several older style business buildings contrasting with the modern Aldred Building on the south-east corner; and occupying the northern side of the square, the Bank of Montreal, notable architecture of Corinthian influence built 1817.

Continuing along St. James we are overshadowed by big buildings and Big Business, for this is the Wall Street of Montreal, until we reach Victoria Square. This is just a breathing space in the marts of trade but here we turn right and ascend Beaver Hall Hill, past the handsome, modern Beaver Hall Building, which reminds us that somewhere around here was located Beaver Hall, centre of the fur trade in the old days; and so to Phillips Square⁽¹⁰⁾ on St. Catherine Street. We are now uptown again and a short jog to the left through the shopping and theatre district brings us to Peel Street and Dominion Square again.

Distances of American and Canadian Cities from Montreal

CITY	MILES	CITY	MILES	CITY	MILES
Albany	235	Joliette	45	Ste. Agathe	60
Atlantic City	503	Kingston	186	Ste. Anne de Beaupré	202
Belleville	234	L'Assomption	25	St. Hyacinthe	43
Boston	332	La Tuque	200	St. Jean	24
Brockville	137	London	462	St. John	507
Buffalo	387	Miami	1738	St. Jovite	78
Calgary	2436	Minneapolis	1309	Saranac Lake	119
Charlottetown	709	Montebello	79	Saskatoon	2084
Chicago	859	Mont Laurier	168	Sault Ste. Marie	658
Chicoutimi	360	Murray Bay	270	Shawinigan Falls	119
Cincinnati	803	New York	386	Sherbrooke	94
Cleveland	568	Niagara Falls	400	Smith Falls	168
Cornwall	78	North Bay	376	Sorel	48
Detroit	584	Old Orchard	280	Syracuse	254
Drummondville	82	Ottawa	125	Thetford Mines	163
Duluth	1118	Philadelphia	464	Trois-Rivières	98
Edmonton	2464	Pittsburgh	602	Toronto	349
Fredericton	481	Plattsburgh	68	Valleyfield	47
Gaspé	621	Portland	275	Vancouver	3067
Granby	46	Quebec	180	Victoriaville	117
Halifax	795	Richmond	95	Washington	592
Hamilton	392	Rivière du Loup	302	Waterloo	58
Hull	123	Rochester	310	Windsor	583
				Winnipeg	1516

La ville des CONTRASTES



THE CITY OF CONTRAST



Montréal

vous salue et vous souhaite un agréable séjour dans l'hospitalière région métropolitaine baignée par le St-Laurent.

Dominant le marché régional, au carrefour des voies de pénétration sises au nord du continent, la métropole a grandi, sans bruit, sous l'impulsion de forces complexes. A la fois opulente et pauvre, foyer de vie remuante, elle évolue au gré des temps, poussée par les grands courants qu'entretient la finance industrielle.

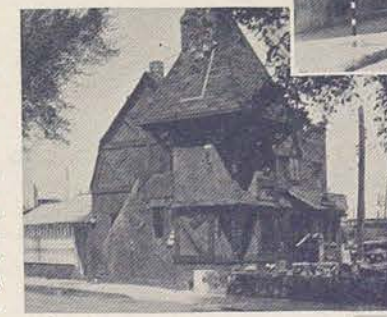
Deux éléments de civilisation nettement distinctifs s'y entremêlent sans perdre leur individualité particulière. Ville cosmopolite dans laquelle l'ambiance française s'allie à la pondération saxonne, Montréal est un centre populaire en cours de transformation. Rien n'est plus anglais que le secteur domiciliaire de l'ouest; aussi, aucune oeuvre ne s'apparente autant au caractère américain que les massives structures abritant les syndicats de capitaux dont notre ville s'enorgueillit.

Autour des vestiges de l'époque française, en bordure des quais, le long des artères commerciales, sur les voies d'approche, une cohésion nouvelle a pris racine. On retrouve au sein de ces groupes disparates le contraste visible des traditions et des coutumes, attestant l'emprise d'une migration variée. De bonne heure, notre esprit de tolérance attira vers les rives du St-Laurent, les juifs cupides et autres mercantis qu'un riche territoire ne manque pas d'intéresser.

Du sommet du Mont Royal à 700 pieds d'altitude, Montréal apparaît à l'observateur sous l'aspect d'un immense jalonnement d'entreprises, articulées dans un

★ Contrasting with the sketch of an earlier aspect, still encountered in the rural parts of the Island of Montreal, is a section of Sherbrooke Street with a glimpse of the Art Gallery, Erskine & American United Church, and a modern cliff dwelling.

The other illustrations, reading down, are: Homes of early Montrealers on Commissioners Street, which faces the Harbour; a bit of Chinatown; "Au Lutin" and the Aldred Building which serve to exemplify contrasts in Montreal, the former being a "different" restaurant and the latter a representative skyscraper.



de travail d'une collectivité laborieuse.

Vue de près, dans le déploiement de son activité, la ville de Montréal semble vouée comme les autres grandes agglomérations du nouveau monde à ce que Georges Duhamel appelle la "civilisation industrielle", cet espèce de culte despotique de la puissance matérielle. Malgré son assujettissement aux affaires, elle conserve toutefois un peu de cette civilité qui constituait autrefois son charme particulier.

Au contraste des cultures variables s'ajoute celui

des goûts divergents. Les disparités immanentes du milieu, les bizarreries architecturales ou les étrangetés des quartiers exotiques, n'éclipsent en rien le contraste des saisons. Il n'existe peut-être pas d'endroit, au monde, en dehors du Canada, où les variations climatiques sont aussi accusées dans l'espace d'une année. Aux rigueurs des tempêtes polaires succèdent, d'une saison à l'autre, l'écrasante chaleur tropicale, avec tous les gradations intermédiaires ou intermittentes. Pour compenser, certains jours possèdent la douceur particulières aux pays du soleil et des fleurs.



Youthful Sirens Enjoying the Beach at St. Helen's Island

Potables

OUR PRETENSIONS to hospitality and good-fellowship in Montreal would be incomplete without reference to our potables—among the best in the world, so we are told. Of the merits of Canadian ale perhaps little need be added here but we should record that Montreal is the home of Canada's two greatest breweries—Molson's, the oldest and National Breweries, the largest.

Molson's Molson's was founded in 1763 by John Molson, the little plant being on St. Mary's Road (later Notre Dame Street) at some little distance outside the gates of the walls of the City of Montreal, which had a population of perhaps 9,000 at the time. The site of the original plant is covered by part of the present extensive establishment, which is actually not far from Place d'Armes.

That the pioneers had healthy thirsts or that young Molson (who was only 22 at the time) made beer at least equally as good as his descendants is vouched for by the recorded fact that during his first year of operation he could fill only half the orders received. However, a tour of inspection through the Molson plant today furnishes gratifying evidence that any reasonable order by residents or guests of Montreal will be promptly filled.

National Breweries National Breweries is the result of an amalgamation twenty-eight years ago of fourteen brewing companies operating individually in the Province which at that time pooled their interest and assets in order to achieve greater efficiency. The plants were gradually incorporated into four large modern breweries, well located and fully equipped to produce beers of highest quality and unquestionable purity.

National Breweries' "Black Horse" ale is delivered in wagons drawn by black horses and when a shortage of such animals was experienced a stable of some thirty black Percheron stallions was established at Montreal for use by Quebec farmers. These horses stand throughout the Province from May to September but attract a large number of admiring visitors when they are in the home stables.

Your Visit Invited

Only the friendliest rivalry exists between the two great brewing organizations and it is only a matter of taste and personal preference which beer Montrealers and their guests drink. In order to help you decide your preference a cordial invitation is issued by both breweries that you drop in and inspect the plant at your convenience. There is always a genial host on hand and a pleasant pause in the sample room is considered an important part of the tour of inspection. Molson's are at 1670 Notre Dame East and National Breweries are at 990 Notre Dame West.

Distillers Corporation

Another tour of inspection, very popular prior to the repeal of a certain famous amendment to an equally famous section of the United States Constitution, was to the distillery of the Distillers Corporation at Ville LaSalle. Now that there are a number of equally important and interesting plants of a similar nature below the Border liquor production may be studied at closer range; but, nevertheless, if you have not yet been through a modern distillery this would be a fine opportunity and Distillers are always glad to see visitors. Incidentally, the head office of the company is on Peel Street opposite the Mount Royal Hotel and is an authentic reproduction of a Scottish castle—interesting architecturally and for what it contains, if you get the implication.



Historical background, natural beauty and recreational opportunities are matched by cultural aspects no less interesting to guests of Montreal. Museums of priceless Canadiana; art galleries and libraries housing paintings and manuscripts of the immortals. Picturesque buildings of earlier generations contrast with magnificent modern architecture; the calm of university campus competes with the allure of parks or the stimulation of the theatre. All are worthy of attention and will repay such time as you can afford to give them.

Museums The Chateau de Ramezay⁽⁴⁴⁾ is a most appropriate repository of the Canadiana it contains, having been built in 1705 and served as the headquarters of French, British and American administrations, and of a fur-trading company. When the American revolutionary army occupied Montreal in 1775, General Montgomery used the Chateau. With Montgomery was Benjamin Franklin, who brought a printing press with him and started a propaganda sheet called "The Gazette". The press is still in the

★ Under the handsome Cenotaph which stands in Dominion Square is the Art Gallery on Sherbrooke West; Civic Library, opposite Lafontaine Park on Sherbrooke East; University of Montreal (not yet completed); Roddick Gates leading to the Campus and Buildings of McGill University; a view in Lafontaine Park; and the Montreal Orchestra in rehearsal. The sketch is of one of the Martello type towers in the grounds of the Grand Seminary.



Exclusive Gowns

For afternoon and evening wear in "one-of-a-kind" styles at a reasonable range of prices. Most are authentic duplicates of Paris and New York creations — all are very desirable.

Travel Tweeds

Of English and Scottish woolens tailored in the modern mode at the attractive prices made possible by the preferential tariff. Fur trimmed suits and swagger coats of tweed are specialties.

DRESS COATS

Done in French and English imported materials. Smart styles in custom tailoring to your measure. Collars of fox, badger, persian lamb and other fashionable furs, if you like.

Special arrangements can be made for prompt delivery when required—and we have a special "no-customs-bother-and-travel-risk" delivery for visitors from the United States.

JUDITH • CLARK

thirteen-thirty sherbrooke west
lancaster four-four-five-four
montreal

Chateau and "The Gazette" became our English morning paper. There is quite a collection of old coins, costumes, weapons, prints and other curios identified with Canadian history, all covered by the catalogue.

The Redpath Museum⁽³³⁾ and the McCord Museum⁽³²⁾ both belong to McGill University and are on the campus. Redpath has collections in botany, zoology, mineralogy, geology, palaeontology and entomology; McCord deals with the French Canada, Montcalm and Wolfe, early Eskimo and Indian, with sidelights on exploration and the fur trade. There is also a McGill Museum of Ethnology at 3640 University Street with Eskimo, Indian, Egyptian, African and South Sea exhibits.

Universities Both the University of Montreal⁽⁷⁰⁾ where lectures are in French and McGill University⁽³¹⁾ where lectures are in English are splendid educational establishments. The former, which previously occupied various buildings, now has a magnificent modern edifice on the north-east slope of Mount Royal. McGill campus and buildings face Sherbrooke Street in the heart of the city. Visitors are always welcome.

Libraries The university libraries are excellent, the Redpath at McGill being reputed to be the finest in Canada. The Civic Library⁽⁷²⁾ is the classic new edifice on Sherbrooke Street East, facing Lafontaine Park, and has some statuary by modern sculptors. A remarkable library with rare volumes of historical interest open to those interested upon suitable introduction, is in the Ecole Normale Jacques Cartier, situated in Lafontaine Park.

Art Gallery The Montreal Art Gallery⁽²⁹⁾ on Sherbrooke Street has a very fine permanent exhibition of work in many mediums by artists of as many schools; as well as some exceptional sculpture. There are seasonal, and other special, exhibitions during the year. The building externally is a striking example of marble in the Greek style.

Architecture Using the word in its widest sense to mean buildings of all descriptions we find that the streets of Montreal are replete with interest. It is hardly necessary to cite examples but the Sun Life Building⁽²⁾ on Dominion Square is the largest building in the British Empire; while around the Place d'Armes⁽⁴⁸⁾ is the oldest building in use, one of the finest, and one of the newest buildings in Montreal.

Parks Lafontaine Park⁽⁷¹⁾ in the East End; Westmount Park⁽⁶¹⁾ in the West End; and Pratt Park in the North End of the city are pleasant places in which to stroll or spend an afternoon; while Mount Royal and St. Helen's Island⁽⁷⁵⁾ are exceptional. All are discussed elsewhere.

Theatres In addition to movie theatres with feature attractions, Montreal has a Little Theatre Movement which enjoys considerable support and is also very proud of its Montreal Orchestra. Montreal is a point of call with touring musicians, choral groups, symphony orchestras, artists, lecturers and so on, which assures theatrical entertainment of high calibre. Current offerings are mentioned in the daily press.

Montreal's Guest Book

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