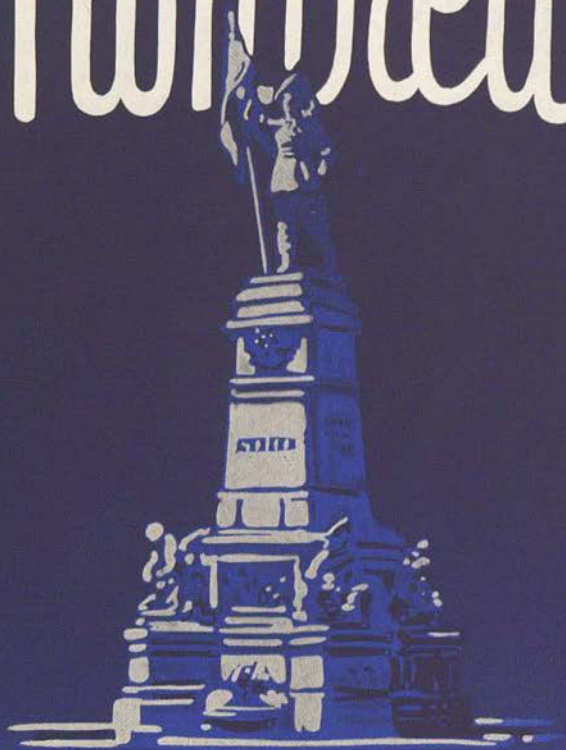


GUIDE AND
TOUR BOOK

1938-39

Montreal



THE
TOURISTS'
MECCA

V.14/S.2-66

Archives de la Ville de Montréal

1938-1939

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30% Saved

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Handkerchiefs**

Bought in Canada
Pure Linen Handkerchiefs



The largest
assortment
shown in
Montreal.

See us First

Ladies' Novelty Handkerchiefs

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

Ladies' Pure Linen Handkerchiefs
70c. dozen up.

**Men's Pure Linen
Handkerchiefs**
\$2.00 dozen up.

**Men's
Handkerchiefs**



Linen handkerchiefs for men, with hand rolled
hems and taped borders.

SILBRO TEXTILE COMPANY

769 St. Catherine Street West
(Near McGill College Avenue)

Also at OTTAWA, ONT.

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ARE

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preferential duty !

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

Why not take Advantage

of this opportunity !

TABLE CLOTHS, TOWELS, PILLOW CASES
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WOOL BLANKETS AND HOMESPUN-
BLANKETS, JOHN S. BROWN'S "ROYAL
SHIELD" AND "IRELAND BROS" LINENS,
KNOWN THE WORLD OVER, ARE
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Only SILBRO shops bear this slogan
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*Your personal inspection invited.
Visit us to-day.*

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(Near McGill College Avenue)

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OPEN LATE FRIDAY & SATURDAY NIGHTS

Cruise to
QUEBEC
and the
SAGUENAY



No visitor to Montreal should leave the Province without a visit to old Quebec — cradle of North American civilization—continuing, if time permits, to the cliff-hemmed Saguenay.

But, go by boat. It is the more picturesque . . . more comfortable way to go — and it actually *costs less*.

Delicious cuisine. Dancing, of course. Daily sailings during the summer months . . . and the rates are surprisingly low.

For full information, reservations, etc., apply to any travel agent or to

CANADA STEAMSHIP LINES

715 VICTORIA SQUARE, MONTREAL
LANcaster 0231

Mount Royal Hotel: PLateau 7777
Windsor Hotel: PLateau 7181 Queen's Hotel: MArquette 5701
Ford Hotel: PLateau 5111

TOURISTS

ANTICIPATING A SIGHT-SEEING TRIP
AROUND MONTREAL SHOULD NOTE
THAT THE STARTING POINTS

of the

GRAY BUSES

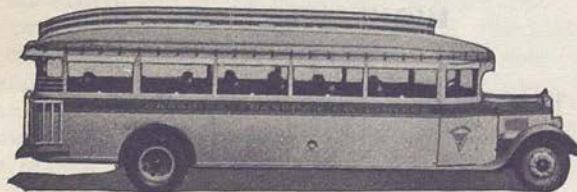
*of the CANADIAN TRANSFER
COMPANY, LIMITED, are
DOMINION SQUARE and
HOTELS at frequent intervals.*

*This most complete Sight-seeing trip takes you
through Montreal's leading thoroughfares —
passing all the principal points of interest.*

*Buses in charge of competent drivers
and well-instructed Guides.*

Look for the Gray Buses

(with blue band)



CANADIAN TRANSFER COMPANY, LIMITED

Archives de la Ville de Montréal

FOR YOUR ENTERTAINMENT AND DELIGHT



These old favorites have a definite place in your scheme of hospitality. Their quality is dependable, their prices make them a decided economy when the entertainment of guests is your social duty.

BOULTON'S LONDON DRY GIN

25 oz. \$1.90 40 oz. \$2.85

To enjoy a cocktail at its best — try this fine quality gin — exquisitely smooth and satisfying.

BOULTON'S OLD TOM GIN

25 oz. \$1.90

The base of a perfect Collins — a distinctive flavor — that makes and keeps friends.

BOULTON'S HIGHLAND LIQUEUR WHISKY

13 oz. \$1.30 25 oz. \$2.45 40 oz. \$3.70

The finest imported malts properly aged and matured in wood in Scotland—are used in this excellent blend.

Two other Popular Favorites

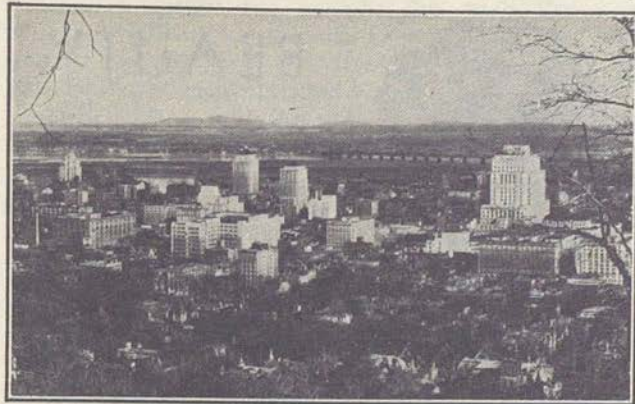
MORRIS'S SLOE GIN

For a smooth Rickey
26 oz. \$2.40

CONGRESS COCKTAILS

A ready mixed Manhattan or Martini
25 oz. \$2.25

MEAGHER BROS. & CO., LIMITED, MONTREAL
Distillers - Established 1873



MONTREAL, FROM THE "LOOKOUT" ON MOUNT ROYAL

MONTREAL

THE BEAUTIFUL MOUNTAIN CITY

A city whose kindly hospitality and dual personality, of French and English speaking people, attracts tourists from many lands. Summer and winter alike Montreal is a city of unique charm, linking, as it does, old traditions with the new.

In the early days the little settlement lay in the lee of "Mount Royal" from which Montreal takes its name, near the water's edge, where voyageurs from Quebec rested from their long paddling, before commencing the tedious portage around the Lachine Rapids, on their way to Lake St. Louis.

The Island of Montreal lies between the great St. Lawrence and the Ottawa River. The two rivers unite at the eastern end of the island and flow together. In its course around the north of the island, the Ottawa is called the Back River. Here it divides into two branches, forming the historic Isle Jésus; between this island and Montreal, the branch is called Rivière des Prairies, and again between the latter and the mainland the branch is known as Rivière des Mille Isles.

Long ago Jacques Cartier, sailing up the St. Lawrence, came to what he thought was the gateway to China (La Chine) and on Mount Royal he planted a wooden cross. To-day, tourists arriving from the South by motor, may see a cross modernized in brilliant electric lights, standing high on the hill on the supposed historic spot. At night it may be seen for many miles a beacon of good faith. The beauty of the mountain



BEAUTY

Add to the pleasure of your stay in town by visiting our justly famous salon. Let our experts coil you, give you a facial, make you feel new and fresh again.

Facials, Permanent Waving,
Marcel and Finger Waving,
Hair Colouring Manicuring,
Electrolysis, Chiropody.

IMPORTED PERFUMES

MAquette 9363
Palmer
& SON. LIMITED

1198 St. Catherine Street West, near Drummond.



"The Ale Your Great-Grandfather Drank"

silhouetted against the twilight sky, with the great towering buildings of the city looming up in the foreground, and the long row of pearl-like lights along the new Harbour Bridge, is a sight never to be forgotten!

Where once, only the timid canoe might approach that little settlement of Ville Marie (as Montreal was first called) now mighty monarchs of the Seven Seas lie in its wide harbour. Great freighters, heavy with grain from the prairie lands, from the far Northern ports in the Great Lakes; luxurious Round-the-World Cruisers, Lake Steamers, and private yachts that have come up the inland water route via the Hudson, Lake Champlain, the famous Richelieu to the St. Lawrence—all steam into the splendid harbour to link this great Metropolis with all parts of the outside world. Twelve



ST. JOSEPH'S ORATORY AS IT WILL APPEAR WHEN COMPLETED

official Highways radiate from Montreal connecting all Canada and the United States. The Canadian Pacific Railway—the world's greatest travel system—and the Canadian National Railway, the largest railway system in America! Great steel bridges, magnificent engineering feats; Victoria Jubilee Railway Bridge, and the beautiful new Jacques-Cartier Bridge, link the city with the mainland and, lying out at St. Hubert, the Aerodrome, with its mooring mast for air dirigibles and its many types of aircraft, reveals the modern ways of transportation.

Montreal is replete with history! The Indian village of Hochelaga, now the section between Sherbrooke, Burnside, Metcalfe and Mansfield Streets, was first visited by Jacques Cartier in 1535. But when Champlain returned to the site in 1611 the village had been

British India Brassware

Visitors to Montreal acclaim our collection of Beautiful INDIAN BRASSES that reflect the colorful brilliance of an exotic Country, we offer you numerous pieces, any of which will find an honored place among your Souvenirs, our prices are definitely attractive.

YOU NEVER PAY MORE AT MURPHY'S

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JOHN F. MURPHY

JEWELLER

1461 PEEL STREET MOUNT ROYAL HOTEL
MONTREAL

WE SPONSOR **OMEGA** WATCHES

LLOYD HUNTLEY PRESENTS



**Don
TURNER**

and THE MOUNT ROYAL HOTEL ORCHESTRA

You have a date — early or late
— in the lovely NORMANDIE
ROOF atop the

MOUNT ROYAL HOTEL

J. ALDERIC RAYMOND
President

VERNON G. CARDY
Vice-pres. and mgr. dir.

wiped out. In 1642 Maisonneuve, a French captain, arrived with fifty colonists, a priest, and a young heroic girl, Jeanne Mance, and established the settlement called Ville Marie. In 1644 Jeanne Mance founded the Chapel and hospital of the Hotel Dieu, the present site of which is situated on Pine Avenue West, The obelisk to their memory stands in the Place d'Youville, and the monument of Maisonneuve may be seen in Place d'Armes.

In 1760 Ville Marie was the last stand of the French after the Battle of the Plains of Abraham at Quebec, and in 1775 the Americans held the Continental Congress here. In 1776 the British recaptured it. Many old buildings, reminiscent of that time, are still to be seen in the downtown district near St. Lawrence and Notre Dame. From the historic Chateau de Ramezay the French Governors planned their regime, later the Chateau passed to the Compagnie des Indes and it became the centre of the fur trade, until in 1763 it housed the British Governor. It is now one of the truly romantic places of interest, where many old relics of those uncertain days may be found.

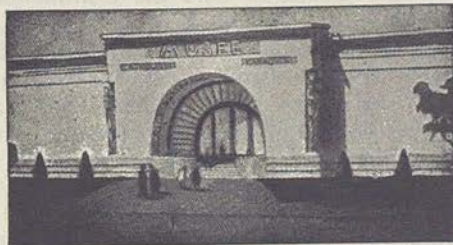
Montreal has been called the City of Churches, and there are many very old churches, such as the Notre Dame de Bonsecours, with its huge statue of the Virgin, which is near the harbour and has been a shrine for generations of brave sailors. Notre Dame on Place d'Armes was built in 1824 to replace an earlier one dating back to 1672. It is said now to mark the spot where Maisonneuve slew an invading Iroquois chief with his own hand. The beautiful twin towers are similar to those of Notre Dame in Paris and they contain ten bells, one of which is the largest in America. The enormous Nave and Galleries will hold ten thousand worshippers. St. James Cathedral, Dorchester Street, with its thirteen bronze statues, is a replica of St. Peter's in Rome, except that it is a quarter of its size—the dome rises 227 feet in height. Christ Church Cathedral, English Protestant, is one of rare beauty. Unfortunately its glorious steeple had to be taken down a few years ago owing to shifting sub-soil. Brother André's Shrine, or St. Joseph's Oratory, is noted far and wide as a place of healing, and pilgrims are ever climbing the long stairs in hope of the miracles.

Montreal's newest attraction is: "Le MUSÉE HISTORIQUE CANADIEN Inc.," a wax museum of historical scenes, animated with over 200 life-size wax figures, in a marvellous setting amazingly realistic.

Here you will see portrayed: the History of the Primitive Churches, the Roman Circus, events of Historic Canada and the World's UNIQUE reconstitution of the famous Catacombs of Rome.

When in MONTREAL
VISIT the...

MUSÉE HISTORIQUE CANADIEN Inc.



America's Most Beautiful
WAX MUSEUM

● Over 200 life-size wax figures in a marvellous setting **AMAZINGLY REALISTIC.** ● Picturesque life-like scenes of **Historic Canada.** World's Unique Reconstruction of the famous

CATACOMBS OF ROME

PAINTINGS — FRESCOES

THE ROMAN CIRCUS

Open daily from
9 a.m. to 11 p.m.

Telephone:
WA. 3900

Admission: 30c
Children: 15c

Situated

ONE BLOCK EAST OF SAINT JOSEPH SHRINE
Street Cars 65 and 29 take you right to the door.

A VISIT YOU WILL NEVER FORGET

The various scenes are true to nature, tradition and archeology. By its character and artistic interpretation it is the finest wax museum in America. There is life in every figure. This attraction cannot be duplicated on this Continent.

There are altogether 250 churches in the city, of different denominations: 105 Roman Catholic, 102 Protestant and 43 other faiths.

Montreal has a great many schools and places of learning, and two very famous Universities: McGill University, founded in 1811 by Hon. James McGill, comprising eight faculties, is the leading institution of learning in Canada, and is known in all parts of the world. Université de Montréal was founded in 1878 by the Quebec priests as a branch of the Laval University at Quebec, and has now an enrollment of 5,300 students.



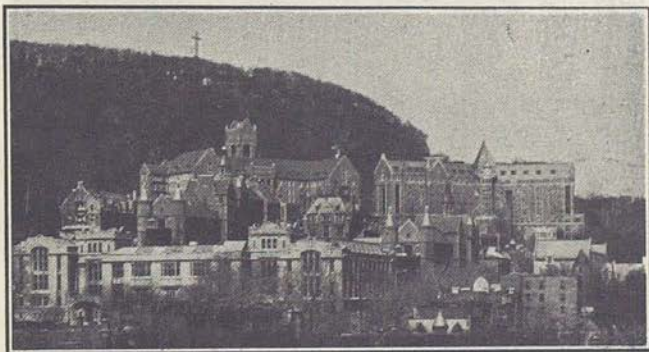
Photo: Musée Historique Canadien Inc.
ARRIVAL OF JACQUES CARTIER AT GASPÉ

St. Catherine Street West is the sophisticated shopping district of Montreal—here you will find many exclusive novelty shops as well as the largest and some of the finest departmental stores in Canada. In this district, too, are the large hotels and theatres. It is really the hub of activities and general starting point for tours, mountain drives and information. Near here are the railway terminals. On Windsor Street, and covering a whole block, the Canadian Pacific Railway station raises its towers fifteen storeys high, and at the foot of Windsor Street the Canadian National Railways is situated.

Montreal has always taken sport seriously. In the old days snow-shoeing clubs rivalled each other in enthusiastic tramps, and the Ice Carnivals were a yearly event of great importance. For many years the

Fête de Nuit, with the storming of the Ice Palace on Fletcher's Field, brought thousands from all over Canada and the United States.

To-day, the beautiful Mountain is always thronged with sports devotees. On Cote des Neiges the famous Ski Jump attracts hundreds, as does also the Park Slide with its mile-and-a-half run. The Mountain is kept as a park and each season finds it flocked with pleasure seekers. Ski-ing, tobogganing, riding, sleighing or carriage drives are equally delightful. No automobiles are allowed to spoil the unique tranquillity, and in spring or summer, young and old alike crowd it in search of wild flowers, or fresh breezes, as the case may be. The Mountain rises seven hundred and fifty feet above sea level, and has a wide variety of beautiful trees; in fact the whole city has been lucky in retaining a great number of splendid trees, as may be seen from the Lookout at the east of Mount Royal; and



ROYAL VICTORIA HOSPITAL

with many large parks and city squares, the traveller finds comforting retreats to delight the eye.

If one could enumerate the chief industries of this great city, there would be a long list, including — tobacco, paint, textiles, shoes, cement, pulp and paper, steel works and foundries, sugar refineries, the largest flour mill in the British Empire, glass works, metal plants, car building factories, ship-building, aeroplane designing and building, and a dry dock 600 feet long, 135 feet wide — accommodating vessels up to 25,000 tons. Montreal's wharves stretch eight and a half miles long, with a harbour railway of over sixty-five miles of track. Here, too, are towering grain elevators and gigantic warehouses which make it the world's greatest grain port, and the second largest port in America — a thousand miles from the sea!

With four French and three English daily newspapers the city is kept well posted in world and home news.

THE BEAVER

MASTER-KEY OF WILDLIFE CONSERVATION

The all-important mission of the Beaver in Nature is the conservation of the Nation's water supply by damming-up streams in the mountains.

Beaver ponds act directly as reservoirs and maintain a well-regulated and uniform water supply throughout the seasons of minimum rainfall. They also supply continued moisture in the sub-soil which is so necessary for the growth of vegetation and plant-life. This sponge-like condition of the soil also helps to check the progress of forest fires.

Beaver ponds are also natural attractions for game animals such as Moose and Deer and the different species of Wildfowl whose means of sustenance depend directly on a well-maintained supply of water and vegetation throughout the dry season.

Their ponds are also "Natural Habitats" for trout and other species of game fish which thrive on the insect life and larvae which abounds therein.

The Federal Government of the United States, in conjunction with the governments of six Northwestern States, has been actively engaged during the past five years or more in the transplanting of live Beavers from the lowlands back into the mountain streams where it is now officially recognized that they are of invaluable aid in helping to control disastrous floods which have caused so much loss of human life and livestock in the past decade.

Beaver-constructed dams are also helping to eliminate soil erosion, caused by the flood-waters which carry away the rich top-soil or humus so necessary to Agriculture and Drought, the aftermath of floods becomes non-existent.

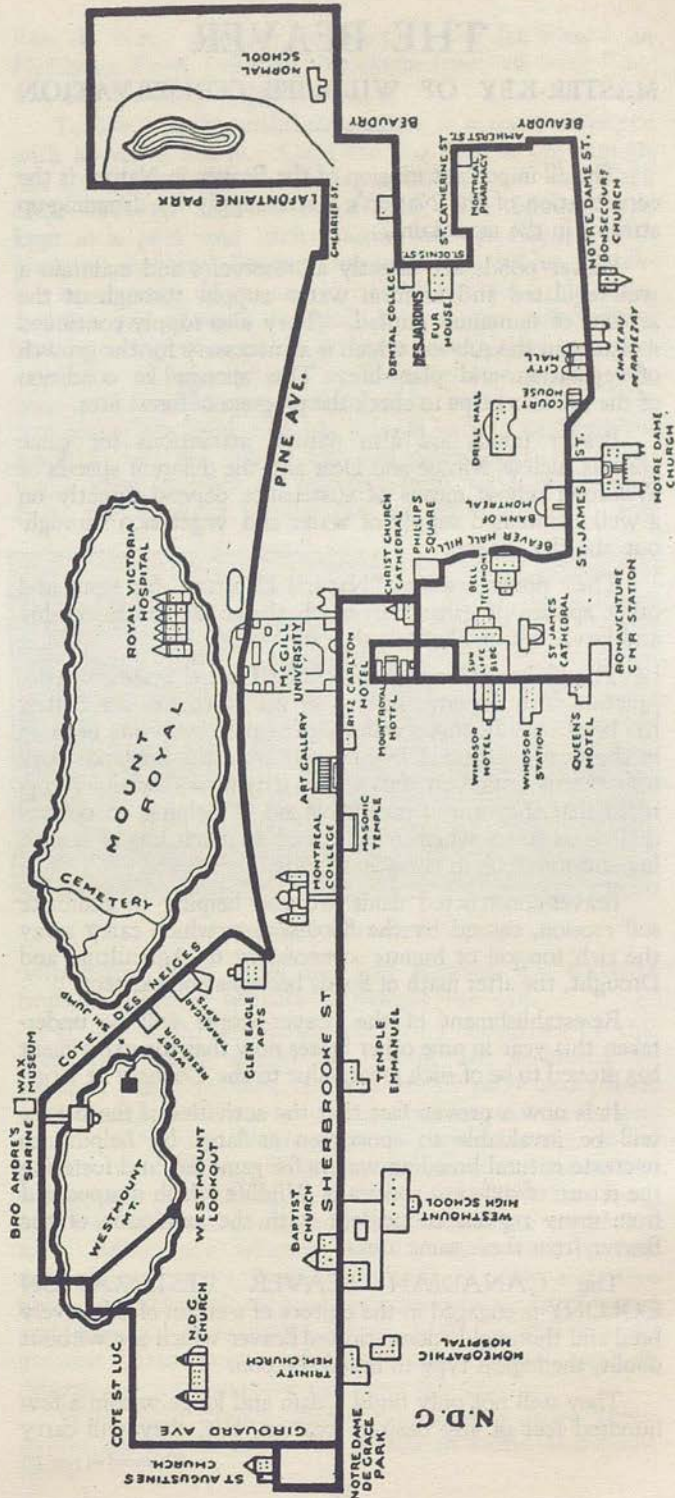
Re-establishment of the Beaver-people will be undertaken this year in nine other States now that the experiment has proved to be of such great value to the Country at large.

It is now a proven fact that the activities of the Beaver will be invaluable to sportsmen at large by helping to re-create natural breeding waters for game fish and fostering the return of different species of Wildlife which disappeared from many regions co-incident with the extinction of the Beaver from these same areas.

The CANADIAN BEAVER RESTORATION COLONY is engaged in the culture of a strain of selectively bred and thoroughly domesticated Beaver which are, without doubt, the logical type to breed thereon.

They will not only build a dam and lodge within a few hundred feet of any desired location, but, they will carry

(Continued on page 23)



Tourists,

CHAS DESJARDINS & CO. LIMITED

Canada's Leading retail fur store, GREET YOU.

A cordial invitation to visit our store is extended to you: do not miss this opportunity to see an exclusive display of elegant furs and garments in most up-to-date styles and designs.

Universally
Famous
For More Than
60 Years.



Take advantage of our special TOURIST BUDGET SYSTEM providing many purchasing facilities for you, without any extra charge: allowing you to take full benefit of all exemption clauses contained in the United States Customs regulations; all that is required is a minimum deposit on your purchase: the forwarding of Customs declaration papers that you obtain at Port of Entry (when returning to the United States) with the balance, and shipment of goods will be promptly made to any point desired, carriage charges prepaid: to be entitled to Customs exemptions, your stay in Canada must not be less than 48 hours.

Do not fail to visit our establishment, and see the HOUSE OF WONDER IN FURS.

CHAS DESJARDINS & CO. LIMITED

CANADA'S LEADING RETAIL FUR STORE

1170 ST. DENIS STREET de Montréal



A DOCTOR'S DRUG STORE THAT NEVER SLEEPS

MONTREAL PHARMACY

The largest retail drug store IN THE world

PERFUMES

You will find in our store, the largest assortment of French imported perfumes at the lowest prices in Canada.

DRUG and TOILETERIES

We carry in stock 46,000 different preparations of the best quality. We have in hand, the preparation you need.

DELIVERY SERVICE

Dial HA.bour 7251 day or night and our car will rapidly be at your hotel for any purchasing amount.

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PHOTOGRAPHIC SERVICE IN THE WORLD**

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HA.7251

IN 2 HOURS FILMS DEVELOPED & PRINTED

General Information About Montreal

MONTREAL HAS

A population of over a million, including suburbs.
A volume of foreign trade only exceeded by New York.
Eight hundred and ninety-one miles of streets.
Seventy-nine public parks.
The finest natural mountain park of any city.
Thirty-two miles of water front.
Harbour capacity for 100 ocean-going steamers at one time.
The largest cold storage warehouse in the world.
An area of 50 square miles.
A civic revenue of approximately twenty-one million dollars yearly.
The largest and oldest brewery in America.

MONTREAL IS

The largest city in Canada and seventh largest in North America
The port of shipment of one-third of Canada's entire national trade
The only "Ocean Port" in the world situated 1,000 miles from the sea
The home of the two largest transportation companies in the World
(C.N.R. and C.P.R.).
The only large city in America with complete facilities for winter sports
The second largest seaport in America.
The headquarters for the Canadian fur trade.
The world's greatest grain shipping seaport and has held this supremacy
for years.

POINTS OF INTEREST IN MONTREAL

Chateau de Ramezay, built in 1705, residence of French and British
Governors, and headquarters of American Army, 1775.
Musée Historique Canadien. — Wax Museum.
Old Towers, Sherbrooke Street.
Seminary of St. Sulpice, founded in 1657.
Government Grain Elevators, two of the largest in the world.
Drill Hall.
Admiral Nelson's Monument and Jacques-Cartier Square.
Famous Bonsecours Market.
Christ Church Cathedral
Houses of the old French Regime.
The Harbour.
McGill University.
McGill Library.
Université de Montréal (French).
Art Gallery, Sherbrooke Street.
St. James Cathedral.
Statue of Sir John A. Macdonald.
Palace of the Archbishop of Montreal.
Statue of Bishop Bourget, second Bishop of Montreal, Dominion Square.
Statue of Queen Victoria, Victoria Square.
Lafontaine Park.
Parish Church of Notre Dame — second largest church on this continent
and containing the largest bell in America.
The Ancient Bonsecours Church.
Site selected by Samuel de Champlain in 1611 as La Place Royale.

CANADIAN TRANSFER COMPANY LIMITED

No. 1—CITY TOUR

A motor coach sight-seeing tour of Ancient and Modern Montreal and immediate suburbs, taking in the uptown shopping and theatrical districts, the wholesale and financial centres, passing through the old French district and the city's best parks and playgrounds, gives a view of the harbour. Stops are made at the Notre-Dame Church, New Modernistic drug store, St. Joseph Oratory. (Brother André's Shrine) and the Westmount Lookout, from where an excellent view of the City, Victoria Bridge and many miles of the St. Lawrence River is obtained. Time consumed two hours. Fare \$1.00 per capita.

No. 2—BEAVER COLONY TOUR OBSERVATION MOTOR COACHES

A drive to the foothills of the Laurentian Mountains where a stop is made to see the Beavers (Canada's National Emblem Animal) nature's own forest engineers at work. Most intelligent worker of the animal Kingdom. They cut trees to order for you. Here can be seen a whole colony of the industrious "Beaver Folk" carrying on their general building activities in broad daylight. Time 2½ hours. \$1.50 per capita.

No. 3—INDIAN RESERVATION TOUR

A motor coach trip crossing Jacques Cartier Bridge, following the King Edward highway through Laprairie to the village of Caughnawaga, founded in 1676, where stands the old Indian Church in which is deposited an Iroquois wampum belt said to be valued at \$50,000.00. A visit is made to the tomb of the Mohawk Maiden, Katheri Tekakewitha. The return is via the New Honoré-Mercier Bridge over the St. Lawrence to Ville La Salle and into Montreal passing through Montreal West and Westmount. This drive will in some cases be reserved owing to traffic. Time consumed three hours. Fare \$2.00 per capita.

No. 4—WEST ISLAND TOUR OBSERVATION MOTOR COACHES

Montreal is situated on an island formed at the confluence of the St. Lawrence and Ottawa Rivers, and this fifty-six-mile Tour completely covers the western section of the island of Montreal through beautiful countryside with lake and river scenery picturesque in the extreme, following the shores of Lake St. Louis to Ste-Anne de Bellevue — a lovely summer resort district — thence through the quaint villages of Ste-Geneviève and Cartierville, coming into Montreal from the north end, behind the mountain through the City of Outremont. Time consumed four hours. Fare \$2.00 per capita. (Minimum — Ten Passengers.)

CHART OF DISTANCES FROM MONTREAL TO

	Miles		Miles
Albany, N.Y.....	246.6	Murray Bay, Que.....	276.0
Atlanta, Ga.....	1,355.0	Newburgh, N.Y.....	340.0
Atlantic City, N.J.....	564.0	New Haven, Conn.....	422.0
		New Orleans, La.....	1,959.0
Bangor, Me.....	428.5	Newport, Vt.....	101.0
Belleville, Ont.....	240.7	New York, N.Y.....	403.0
Boston, Mass.....	337.0	Niagara Falls, Ont.....	447.7
Brockville, Ont.....	140.8	North Bay, Ont.....	392.4
Buffalo, N.Y.....	417.0		
Burlington, Vt.....	99.5	Ogdensburg, N.Y.....	133.0
		Oshawa, Ont.....	321.8
Chambly, Que.....	19.5	Ottawa, Ont.....	130.1
Chicago, Ill.....	875.0		
Chicoutimi, Que.....	382.0	Philadelphia, Pa.....	505.0
Cincinnati, Ohio.....	865.0	Plattsburg, N.Y.....	72.5
Cleveland, Ohio.....	606.0	Portland, Me.....	296.0
Cornwall, Ont.....	80.3	Prescott, Ont.....	129.0
Farnham, Que.....	41.6	Quebec, Que.....	179.2
Fredericton, N.B.....	554.0		
		Richmond, Que.....	97.8
Gananoque, Ont.....	171.9	Richmond, Va.....	757.0
Gaspé, Que.....	616.0	Rimouski, Que.....	368.0
Granby, Que.....	50.5	Rivière du Loup, Que.....	302.0
Grand Mère, Que.....	124.2	Rochester, N.Y.....	342.0
		Rouses Point, N.Y.....	46.5
Halifax, N.S.....	916.0		
Hamilton, Ont.....	394.8	St. Agathe, Que.....	63.3
Hartford, Conn.....	383.0	St. Albans, Vt.....	71.0
Hawkesbury, Ont.....	77.4	St. Anne de Beaupré	
Hull, Que.....	123.6	Que.....	198.6
Huntingdon, Que.....	59.3	St. Catharines, Ont.....	434.1
		Saint John, N.B.....	647.0
Jackman, Me.....	286.1	St. Johns, Que.....	25.5
Jacksonville, Fla.....	1,489.0	Shawinigan Falls,	
		Que.....	115.6
Kingston, Ont.....	189.9	Sherbrooke, Que.....	99.7
Kitchener, Ont.....	428.5	Sorel, Que.....	52.8
Knowlton, Que.....	68.4	Syracuse, N.Y.....	281.0
London, Ont.....	477.9	Three Rivers, Que.....	96.0
Louisville, Que.....	72.2	Toronto, Ont.....	355.4
Malone, N.Y.....	82.5	Valleyfield, Que.....	48.7
Miami, Fla.....	1,855.0	Val Morin, Que.....	56.0
Minneapolis, Minn.....	1,369.0		
Montmorency Falls,		Washington, D.C.....	650.0
Que.....	186.0	Windsor, Ont.....	599.6

AN INVITATION

A cordial welcome awaits the Tourist Visitor at each of the Establishments advertised in this booklet.



CHANEL FAMOUS FRENCH PERFUMES

No. 5, No. 22, "1940", Cuir de Russie, Glamour, Gardenia, Jasmin.
Imported direct from Les Parfums Chanel — Paris France, in original sealed bottles.
Obtainable in Canada at prices 25% to 45% below the U.S. market.

Perfume	Price in Canada	U.S. Price
No. 200 (½ oz. contents).....	\$4.40	\$5.50
No. 201 (1 oz. ").....	7.70	10.00
No. 202 (2 oz. ").....	14.30	20.00
No. 203 (4 oz. ").....	26.40	37.50
If dispensed by the dram.....	.75 dr.	1.35 dr.
<i>Eau de Cologne</i>		
No. 1482 (2 oz. contents).....	1.10	1.50
No. 1483 (4 oz. ").....	1.95	2.50
No. 1484 (8 oz. ").....	3.30	5.00
<i>Eau de Toilette</i>		
No. 1303 (3½ oz. contents).....	3.30	5.00
No. 1304 (7 oz. ").....	5.50	10.00

Note:—All taxes included except 2% City sales tax.

KENT'S "Best British Brushes"



The world renowned House of Kent have manufactured brushes of quality since 1777.

Empire trade treaty agreements bring these famous brushes to you at prices approximately 33⅓% below the United States market.

Let your saving through the purchase of Kent's Brushes stand part of your holiday expense.

It's Personal Supervision that has made the name



on a Briar Pipe -- The Symbol of Quality

Smoked with satisfaction by the man who appreciates

PERFECTION IN PIPECRAFT

by British craftsmen

\$8.50 in the U.S.A. \$7.00 in Canada

Other lines by Sasieni — "Hands" "Mayfair" "Sashar"
from \$1.00 to \$5.00 each.

LYMAN AGENCIES Ltd.

286 St. Paul Street West . . MONTREAL

Sole Importers for the Dominion of Canada



The Windsor is noted for its delightfully central location on Dominion Square . . . the excellence of its cuisine and service . . . the unusual spaciousness of its rooms . . . and the dignified luxury of its appointments.

Rooms from \$2.50 per day.

THE Windsor
ON DOMINION SQUARE



SILVER FOX

Largest assortment in Montreal, from \$32.50

also a large assortment of
Canadian Sable, White, Blue and Red Foxes
Fisher, Kolinsky and Fur capes.

Large selection of FUR COATS

Uptown Representative of

Hudson's Bay

Point Blankets, Coats and Mitts

WRITE FOR CATALOGUE

Windsor Fur Salon

W. ROUSSEAU, PRO.
1168 Peel Street
(Main Lobby)

Windsor Hotel

Montreal

Telephone
BEIair 2494

PLateau 7181

PLateau 8776

Windsor Hotel Beauty Shoppe

Permanent Waving, Hair Tinting,
Scalp Treatment, Facial,
Massage and Manicure

Main Floor, Windsor Hotel

Open 9 A.M. - 7 P.M.

(Continued from page 13)

on their general bulding activities in broad daylight entirely indifferent to the presence of human beings.

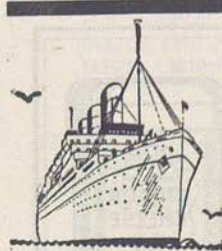
These Beaver are "show" animals in every sense of the word. They actually cut trees to order for you.

Picture that brook or stream in front of your lodge being converted by these industrious and fascinating mammals into a miniature lake which will greatly enhance the natural beauty of the surroundings.

You may also stock your Beaver Pond with fish-life and water-fowl and eventually the different species of Nature's children native to your region will be attracted to your own National Park where they will find sanctuary.

Ask the Canadian Transfer agent at your hotel where to get a Grey Line bus for the Beaver Colony Tour.

39% Less Ocean to EUROPE



Always carry Canadian
Pacific Express Travel-
lers' Cheques—Good the
World Over.

When you sail from Quebec on the *Empress of Britain* or the *Empress of Australia* or from Montreal or Quebec on a stately *Duchess* or low cost *Mont* ship! Frequent sailings to England, Ireland, Scotland and the Continent . . . Cabin, Tourist and Third Class.

ORIENT and HONOLULU

GO *EMPRESS* from Vancouver (trains to ship side) and Victoria. Shortest route to Japan, China, Manila by *Empress of Asia* and *Empress of Russia*. Via **HONOLULU** . . . *Empress of Japan*, — largest, fastest liner on the Pacific — and luxurious *Empress of Canada*.
Reduced Round Trip Fares

NEW ZEALAND — AUSTRALIA

First, Cabin, Third Class on the high speed motor liner *Aorangi* or the *Niagara* (Canadian Australasian Line) . . . from Vancouver and Victoria, via Honolulu and Fiji.

CRUISES — Round the World — West Indies — ask for folders, maps, rates.

For full information on any of above services of the World's Greatest Travel System see your own travel agent or any office of

Canadian Pacific

Archives de la Ville de Montréal

U.S. Customs Regulations

1. The law requires that every person entering the United States shall make a declaration and entry of personal baggage. The senior member of a family present as passenger may, however, declare for the entire family.

(a) Returning residents of the United States must declare all articles acquired abroad, in their baggage or on their person, whether by purchase, by gift or otherwise, and whether dutiable or free of duty. Exemption, however, will be allowed by Customs Officers of articles aggregating not over \$100 in value, if suitable for personal or household use, or as souvenirs or curios, and whether intended for the personal use of the passengers or as gifts or presents to others, provided the articles are not bought on commission for another person nor intended for sale. Articles so exempt from duty must, nevertheless, be declared.


(d) Passengers must not deduct \$100 exemption in making out their declaration. Such deductions will be made by Customs Officers.

Each passenger over 18 years of age may bring in free of duty 50 cigars or 300 cigarettes, or smoking tobacco not exceeding three pounds if for the bona fide use of such passenger. These articles must be declared but will be passed free by Customs Officers in addition to the \$100 exemption.


(b) The offering of gratuities or bribes to Customs Officers is a violation of law.

6. All articles acquired abroad should be packed, whenever possible, in one receptacle. This will save trouble and inconvenience at time of examination.

(b) United States Customs Officers are located at Windsor and Bonaventure stations. Baggage not examined at these points will be forwarded to destination, if such is a bond port, for examination. If destination is not a bond port, inspection will be made at the frontier.



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Fine Cheese
Imported and
Domestic



Write for Price List

De Olde English Cheese

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LA. 9932

Behind Windsor Hotel

Clubs, Lodges and Organizations

I.O.O.F.
Kiwanis Club
Knights of Columbus
Knights of Columbus—

Lafontaine Council
Lion's Club
Masonic Temple
Montefiore Club
Montreal Amateur A.A.
Press Club
Rotary Club
Royal Auto Club of Canada
University Club
United Services Club, Inc.
Y.M.C.A.
Y.W.C.A.
Y.M.H.A.
Y.W.H.A.

354 St. Catherine Street East
Windsor Hotel
1191 Mountain Street

480 Sherbrooke Street East
614 St. James St. W.
Cor. Sherbrooke and St. Mark
1195 Guy Street
2070 Peel St.
1201 Phillips Place
Windsor Hotel
620 Cathcart St.
2047 Mansfield Street
1195 Sherbrooke Street West
1441 Drummond Street
1124 Dorchester Street West
265 Mount Royal Ave. W.
3561 St. Urbain Street

Church Directory

ROMAN CATHOLIC CHURCHES

ST. JAMES CATHEDRAL (French)
Dominion Square, near Windsor Station.
NOTRE DAME CHURCH (French)
64 Notre Dame Street West.
ST. PATRICK'S (English)
St. Alexander and Dorchester Streets.

ANGLICAN CHURCHES

CHRIST CHURCH CATHEDRAL
1440 Union Ave.
ST. GEORGE'S
1101 Stanley St.
ST. JAMES THE APOSTLE
1439 St. Catherine Street West.

BAPTIST CHURCHES

FIRST BAPTIST
1171 Guy St.
WESTMOUNT BAPTIST
411 Roslyn Ave.

PRESBYTERIAN CHURCHES

CHURCH OF ST. ANDREW AND ST. PAUL
3415 Redpath St.
FIRST PRESBYTERIAN CHURCH
3666 Jeanne Mance Street

UNITED CHURCH OF CANADA

EMMANUEL CHURCH
1485 Drummond St.
ST. JAMES CHURCH
463 St. Catherine St. West.
ERSKINE AND AMERICAN UNITED CHURCH
3411 Ontario Ave.

**KATHERI TEKAKEWITHA
"LILY OF THE MOHAWKS"**

Born in 1656 in the ancient Indian settlement of Kahnawake, on the Mohawk River, "now the City of Albany, N.Y." At the age of 19 she was baptized and became a very devout and staunch admirer of her faith. She was an orphan raised by her uncle, due to religious piety and terror of pagan customs she ran away to the village of Kahnawake at Sault St. Louis arriving in 1676. Here the history of her religious fervour is remarkable, and she was largely responsible through her example in bringing about the conversion of many pagans to the Catholic faith. She died April 17, 1680 during a smallpox epidemic (of her the Indians are to have said), "a Saint has lived amongst us and has passed away". The wayside tomb of this girl may still be seen sacredly preserved by the Indian People, who still revere her as a Saint. Katheri's bones a few years after her death were exhumed and are resting in the vaults of the Quaint Church of Caughnawaga.

Our Indian Reservation Tour has many other interesting features. Ask the guide to explain them to you.

LIQUOR LAWS of the PROVINCE OF QUEBEC

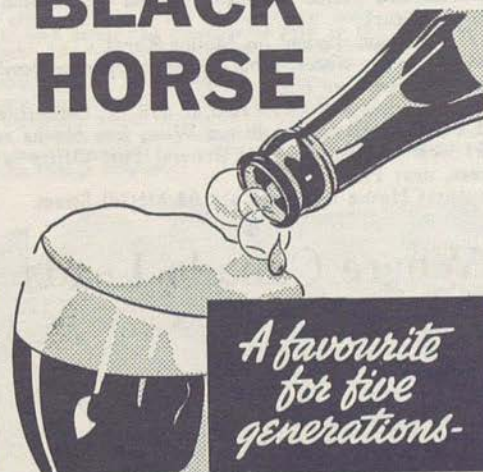
FOR some years past, the Province of Quebec has had laws vesting the sale of "hard liquor" and wines in the Government. Sales are made under a Commission and in all parts of this city there are Liquor Commission stores where hard liquor and wines are sold at reasonable prices and with guarantee as to quality. The liquor is sold in sealed packages and in limited quantities, only one bottle at a time being sold to the purchaser at any individual store. He may, however, buy as many as he needs by applying at different stores of which there are many in the uptown and downtown districts. These stores are open between the hours of 9.00 a.m. to 6.00 p.m. with the exception of store No. 1 situated at 1446 Peel St. and store No. 92 situated at 348 St. Catherine St. East, which are open from 9 a.m. to 11 p.m. On holidays and election days the stores are closed. The sale is made openly, freely and without stealth. The liquor is pure. Before being placed on sale, it is submitted to analysis in the service of the Commission. Wines and beers are sold in licensed hotels, restaurants, steamboats, dining cars and clubs, at meals (only between the hours of 9.00 a.m. and 11.00 p.m. daily, except on legal holidays), by holders of a permit, which the Commission grants to the best of its judgment, and without influence from anyone whomsoever.

No store for the sale of alcohol or wine or beer may be opened in a municipality which is opposed to it. Municipal autonomy and the desire of citizens is thus respected.

For Pure Enjoyment

CANADA'S FINEST ALE

**BLACK
HORSE**



To EUROPE

In the popular, modern steamers

**"ALAUNIA" "ASCANIA" "AURANIA" "AUSONIA"
"ANDANIA" "ANTONIA" "ATHENIA" "LETITIA"**

Regular sailings from Montreal and Quebec to Plymouth, Havre and London; and to Belfast, Liverpool, Glasgow during St. Lawrence Season; Winter sailings from Halifax, N.S.

Unsurpassed Cabin Class, Tourist Class and Third Class accommodation and service.

Low Round Trip Fares to Great Britain; Cabin \$258.00 up, Tourist \$225.00 up, Third \$167.00

Book through your local agent or

**CUNARD WHITE STAR
LIMITED
DONALDSON
ATLANTIC LINE**

230 Hospital St. MA. 5651 or 1312 Sherbrooke St. W. PL. 6936
MONTREAL

Office and Agents Throughout Canada

Archives de la Ville de Montréal

Advice to Visitors

The tram fare is seven cents in cash, or four tickets for twenty-five cents.

After midnight the fare is ten cents cash; no tickets accepted. A book of thirty-two tickets can be purchased from the Montreal Tramways Co. for two dollars.

Transfers can be had to any point in city limits.

All cars are pay-as-you-enter type.

In mailing letters use Canadian stamps only—three cents per ounce to U.S. and points outside Montreal in Canada. Post-cards, two cents each.

Motor cars are not allowed on Mount Royal.

On Sundays, drug stores, tobacconists' shops, vaudeville, and motion picture shows are open.

Chief uptown post offices located at 678 St. Catherine Street West and 1420 St. Catherine Street West, five blocks east and five blocks west of Peel Street. General Post Office is on St. James Street, near Place d'Armes.

The Customs House is located at 105 McGill Street.

Where Canada Leads

In fur farming production.

In wheat and flour exports.

In world's wheat championship.

In railway mileage per capita.

In high grade wheat standards.

In the world's per capita trade.

In the world's greatest wheat field.

In the largest hotel in the Empire.

In elevator capacity; 350 million bus.

In newsprint production in the world.

In area and extent of National Parks

In hydro power development per capita.

In largest single lock, on Welland Canal.

In Empire's largest telescope, at Victoria.

In some of the world's richest gold mines.

In opening of new country by aeroplane.

In life insurance per capita in the Empire.

In the world's largest pulpwood resources.

In the world's largest inland port, Montreal.

In the largest grain mills in British Empire.

In world's richest nickel and asbestos mines.

In the largest forest resources in the Empire.

In the world's largest smelter of its kind, at Trail, B.C.

In one of the highest tides in the world, Bay of Fundy.

In the most extensive sea fisheries in the world.

In two of the largest drydocks on the continent.

In the largest buffalo and elk herds in the world.

In the world's longest publicly-owned railway (C.N.R.)

In the highest hydraulic lift lock of its type, Peterboro.

In the largest farmers' co-operative society in the world.

In largest agricultural implement industry in the Empire.

In the largest single unit elevator in the world; capacity nearly 7,000,000 bushels at Port Arthur.

In the Canadian National Exhibition as the largest in the world, based on annual attendance of two million.

In the biggest dam in the world, the Gouin, at the head of St. Maurice River, double capacity of Asouan dam.

In the largest railway yards in the world operated by one concern, C.P.R., at Winnipeg (258 miles of track).

In the Chippawa-Queenston Power Canal as the world's largest engineering work since the Panama Canal.

TO NATURE LOVERS and ADMIRERS of "GREY OWL"

we suggest

Our Beaver Restoration Colony Tour

(Tour, No. 2—See page 19)

An extremely interesting trip — of a highly educational nature.

BY ALL MEANS when in Montreal do not fail to include in your itinerary one of our pleasant bus tours, namely, a most scenic and delightful three hour trip to the foothills of the Majestic Laurentian Mountains, which features a 30 minute stop-over at the CANADIAN BEAVER RESTORATION COLONY, "SHOW PLACE" of the Nation's Beaver.

UNDER MOST IDEAL CONDITIONS and at very close range, you will see a whole colony of "NATURE'S OWN" forest engineers, the beavers, carrying on their general building activities — in broad daylight — entirely indifferent to the presence of human beings nearby.



BRING YOUR CINE-KODAK OR CAMERA: Most unique subjects are available for close up snapshots of the Beaver, Canada's National Emblem animal. Starting May, you will see a most imposing number of the 1939 crop of beaver kits. They are very docile and it is a rare treat indeed to see them taking in the scenery while riding on their mother's back as she swims around or stealing rides on her tail, as she moves along the ground.

YOU WILL ALSO SEE Jacques Cartier, cutting down trees to order for visitors. He will show you his powerful incisor teeth with which he fells two inch poplar trees in 90 seconds.

SUCH HISTORICALLY OUTSTANDING "BEAVER PEOPLE" as Champlain, Cavellier de la Salle, Nicolet, Joliet, Sieur de Maisonneuve (founder of Montreal) not forgetting John Jacob Astor, Simon McTavish and the three Frobisher brothers, are all there — eagerly waiting to show you many striking examples of their great sagacity an acumen as Builders of Empires.

DAILY BUS SERVICE at 2 P.M., and 7 P.M.
From Dominion Square, also the Mount Royal,
Windsor and Queens Hotels.

Fare (including admission to colony) \$1.50.

ALL GROUPS are accompanied by well informed guides who explain the real life habits of the beaver in detail.

YOUR TRIP TO CANADA is incomplete if you have not seen the **BEAVER PEOPLE** so well named by "GREY OWL".

Archives de la Ville de Montréal

Canadian Customs Regulations

For a period of sixty days a motorist who is a resident of the United States may bring his car into Canada for tourist purposes only and return to the United States either by the port of entry or by any other port without having to file a bond with the Canadian Customs Officials. All that is required is that he fill in at the Customs Office on the border, on entering Canada, a form in which particulars are given respecting his car. This form is made out in triplicate; two copies are retained by the Customs Officer, the other, retained by the motorist, is to be surrendered to the Customs Officer at the port of exit on leaving Canada.

The motorist should carry with him the automobile registration card, identifying his car, as this must be displayed on demand of the Customs Officials.

Should a tourist who has been granted a sixty-day permit, desire an extension not exceeding thirty days, he may apply therefore to any collector of National Revenue, who, upon, being satisfied as to the bona fides of the applicant as a tourist and that the car will be used by him only for purposes of health or pleasure, may extend the permit for a further period of thirty days.

If the tourist intends to keep his car in Canada for longer than three months, it will be necessary for him to provide a cash deposit and a bond for the amount of duty and taxes to which his car is subject. Under this bond he may keep his car in Canada and use it for touring purposes only, for a period up to six months in one year; but at the expiration of that time, Collectors have no authority to grant an extension or renewal.

SPECIAL!

See page 19

IN MONTREAL



The QUEEN'S HOTEL is most delightfully situated, in the heart of the city, one minute from both railroad stations, and five minutes walk from the shops and theatres.

Rates: \$1.50 up

MAIN DINING ROOM

Breakfast: .30 to .75
Luncheon: .50 to .95
Dinner: .60 to \$1.25

CAFETERIA

Breakfast: .15 to .40
Luncheon: .40
Dinner: .40

The QUEEN'S is known the continent over for its famous french cuisine.

♦ ♦ ♦

FIREPROOF GARAGE ADJOINING

♦ ♦ ♦

QUEEN'S HOTEL

ADÉLARD RAYMOND, VICE-PRESIDENT.

NO TRIP TO MONTREAL
IS COMPLETE UNLESS YOU

Visit
EATON'S

Montreal's largest department store, offering
unrivalled assortments of such fine things as:

LINENS



Irish damasks, European laces
—scores of superb qualities
and designs obtainable no-
where else in Montreal.

BLANKETS



World-famous Trapper Point
blankets—Lammermoor from
Scotland—and many others.

DIAMONDS



Buy EATON diamonds with
assurance that you are getting
flawless gems, at very advan-
tageous prices.

ENGLISH CHINA



Over 45 patterns in fine Eng-
lish bone china, as well as
English semi-porcelain, Eng-
lish crystal, etc.

WOOLLENS



Viyella English wool flannel
—Scotch and English wools,
including genuine Scotch ter-
tans.

ENGLISH COATS



Burberry and Joseph May &
Sons, of England, send us
inimitably styled coats for
the well-dressed man.

THE **T. EATON CO.** LIMITED
OF MONTREAL

Buy Glamorously
Lovely Furs

in styles that delight you . . . at prices that
amaze you . . . in Lazare's Showrooms. Coats,
neckpieces, capes, evening wraps, all created
by an internationally known designer!

**LOWEST PRICES
GUARANTEED**

*Lazare's give an absolute
guarantee that no product
of theirs is undersold any-
where in Montreal.*

♦ ♦ ♦

**CONVENIENT
BUDGET PLAN FOR
TOURISTS**



Pay a deposit on your
purchase. We give you an
invoice which you show
the United States Customs
Inspector at port of entry
to United States. Have
him stamp the invoice and
mail it back to us. Pay
the balance when you

return and the garment will be shipped you
at your convenience.

*See also Lazare's handsome assortment
of smart*

COATS and SUITS

in imported fabrics, at prices far lower than in
your own home town

L.P. Lazare
AND COMPANY LIMITED

1454 PEEL STREET
OPPOSITE THE MOUNT ROYAL HOTEL

Visitors to Canada

Enjoy these famous products
of a world-renowned distillery

HIRAM WALKER & SONS LIMITED

Distillery and Head Office: Walkerville, Canada.
Branches at Montreal and London, England.

ESTABLISHED 1858



SPECIAL HIGHLAND

13 oz. \$1.20
25 oz. 2.20

CANADIAN CLUB

13 oz. \$1.50
25 oz. 2.85
40 oz. 4.25

LONDON DRY GIN

25 oz. \$1.90
40 oz. 2.85

Other well-known Hiram Walker Brands are:

IMPERIAL RYE WHISKY

OLD RYE WHISKY

EPICURE HIGHLAND WHISKY

SCOTTISH CHIEF RARE LIQUEUR WHISKY