

Sights and Scenes in **1939**



MONTREAL



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FOURTH EDITION 1939



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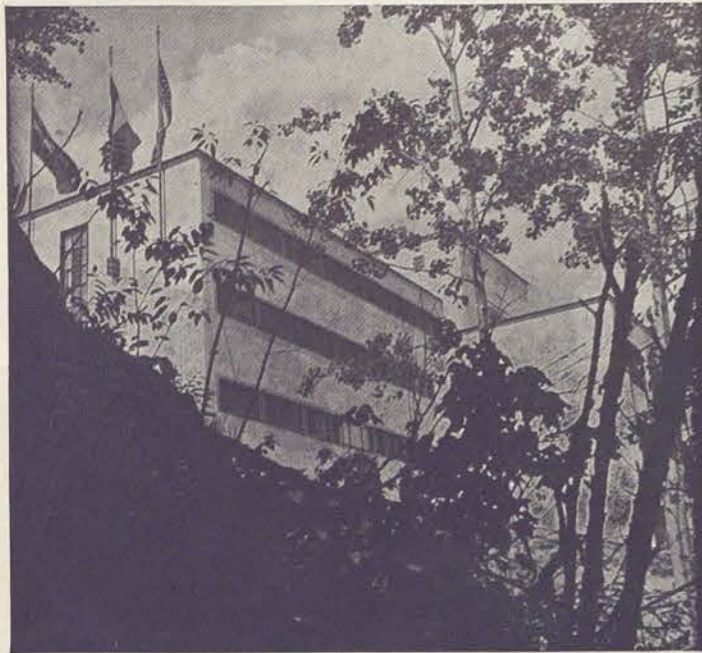
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DIAMOND POINTS of Interest

FOURTH EDITION 1939

CONTENTS



THE CITY

An interesting and instructive drive through Montreal business and residential districts.



INDIAN RESERVATION

Lachine Rapids, Ville Lasalle, Verdun, and a visit to Iroquois Indian Reservation at Caughnawaga.



ST. HELEN'S ISLAND

An unusual trip to an ancient fortress now the summer playground for thousands. Also a visit to Montreal's famed new Botanical Gardens.



THE LAURENTIANS

The Laurentians and Domaine d'Estere! Paradise of Sports, playground for thousands, a truly magnificent trip awaits you.



THE LAKE SHORE

An afternoon promenade around the western shore-line of the Island of Montreal.

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Bienvenue à **MONTREAL** *Welcome to*

PRES DES deux-tiers des Montréalais ont pour ancêtres les colons qui, depuis trois siècles, viennent du Perche, de la Normandie, du Maine, de l'Anjou et des autres provinces françaises. On retrouve donc chez eux les traits saillants du caractère français, la vivacité de l'esprit, le goût de la discussion, une humeur parfois frondeuse, mais surtout une large et bienveillante hospitalité.

C'est sans doute à cette dernière caractéristique que l'on doit de voir vivre à Montréal, dans une louable harmonie, des groupes ethniques très différents. Non seulement les deux grandes races française et anglo-saxonne y cohabitent, mais l'on coudoie dans la rue des hommes appartenant à une trentaine de nationalités.

Il y a un fait qu'il ne faut jamais perdre de vue lorsqu'on visite Montréal ou toute autre partie du Canada, c'est que l'on foule un sol américain, mais les attaches politiques, passées et présentes, avec l'Europe y ont maintenu certains courants de culture européenne et des affinités d'ordre sentimental.

Dans le Canada français et à Montréal en particulier, se conforment des traditions diverses et, grâce aux grandes universités, on y entretient les liens spirituels tant ceux d'essence latine que ceux d'origine britannique.

Il convenait donc de souhaiter en français, à nos lecteurs qui connaissent cette langue, la plus cordiale bienvenue et de leur offrir nos vœux pour que leur séjour parmi nous leur soit agréable. Pour donner une forme pratique à ces souhaits nous nous mettons à leur disposition pour leur rendre tous les services qu'ils pourraient désirer.

A CORDIAL welcome and our best wishes for a pleasant and profitable stay in Montreal! May we implement these good wishes with a practical expression of our welcome by placing the vast resources of the Diamond Taxicab Association at your service.

Almost three hundred years ago Maisonneuve and his intrepid adventurers firmly planted a cross on the site of the abandoned Indian village of Hochelaga and called it "Ville-Marie". A little to the west rose the graceful wooded slopes of Mount Royal, already named and claimed for the Crown of France in 1535 by Jacques Cartier.

Three hundred years of glamorous history have welded together a city of unusual charm and a strange dual personality. Three hundred years during which the City has expanded to completely encircle famous Mount Royal. Today Montreal is the metropolis of Canada, teeming with life and interest; a city of two races, two languages, possessing countless attractions to intrigue and bemuse the jaded traveller within its gates.

To understand the mutual appreciation which exists between the French and English cultures in this cosmopolitan city of ours, we suggest a personalized tour of its main thoroughfares and points of historic interest. Our Diamond chauffeur with his luxurious car will start from the place you designate at the hour you wish and return at your own convenience. Our chauffeurs are expert guides and will trace for you in the course of your leisurely trip the varied and exciting history which makes of Montreal one of the truly remarkable cities of the world. The cost is surprisingly low.



the City

THOUGH your tour of Montreal with a Diamond driver may be flexible and as carefree as you desire, we are outlining a suggested route which takes in many of the interesting points in the metropolis.

We start at Dominion Square, generally the visitor's first and last impression of Montreal. This square is flanked by several of the city's most important buildings. On the north is the Dominion Square building, and on the east the head office of the Sun Life Assurance Company. This is the largest office building in the British Commonwealth built at a cost of \$20,000,000.

We leave the square and turning on Dorchester Street pass St. James Cathedral (Catholic) a quarter-size replica of St. Peter's in Rome, and a familiar landmark in Montreal because of the figures of the Apostles along the roof facing Dorchester Street.

Dorchester Street brings us to historic Beaver Hall Hill, where was located the headquarters of one

of the great fur trading companies which played such an important part in the development of Canada.

We proceed down Beaver Hall Hill, passing on our right the Beaver Hall Building, headquarters of the Bell Telephone Company.

We reach Victoria Square at the bottom of the hill, a quiet spot in the midst of the city's financial and wholesale district. In the southern end of the park is a monument to great Queen Victoria.

Our route takes us for a moment along St. James Street, the "Wall Street" of Montreal and thence down McGill and eastward along Notre-Dame Street. We are now in the midst of old Montreal. You will observe the extremely narrow streets, a relic of older days when street traffic was not a problem.

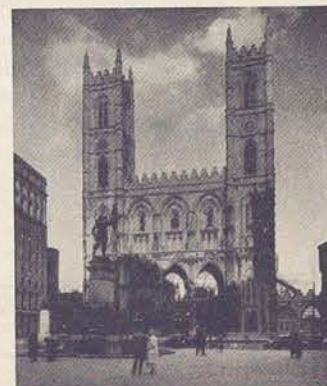
We arrive at Place d'Armes, one of the most historic spots in the city of Montreal. In the centre of the square is a monument to Maisonneuve, who founded the city in 1642. This square might be well called the cradle of America because in its vicinity lived for a time several of the pioneers responsible for the exploration of large sections of what is now Canada and the United States.

On the south side of the square is St. Sulpice Seminary, built in 1661, and the great Notre-Dame Church, built on the site of the first bark chapel erected by the intrepid priests in 1642. Perhaps the largest Roman Catholic Church in America, Notre-Dame accommodates ten thousand worshippers.

Leaving the square we drive eastward along Notre-Dame Street passing the new Court House on our right and the old Court House buildings on the left.

We reach Jacques-Cartier Square, the site of the famous Bonsecours Market. In the shadow of the towering Nelson Column, the farmers bring their produce to this open air market on Tuesday and Friday.

On our left we pass the City Hall, a structure of distinctive French architecture which houses the City Council and



NOTRE-DAME CHURCH

CITY TOUR No. 1—Continued.

many of the city departments. On our right, facing the City Hall is the Château de Ramezay, built in 1705, which housed French and English governors and the American invaders for a short period. The ancient Château is a treasure-house of Canadiana. It was here that Benjamin Franklin set up his printing press to print a propaganda sheet. The press he used may be seen in the Château.

Travelling eastward we pass near Notre Dame de Bonsecours Church (Our Lady of Good Help Church), often referred to as the "Sailors' Church." This church was built for the early seafarers, by Marguerite Bourgeoys. Models of vessels are suspended from the ceiling.

We now leave the lower part of the city, passing through Viger Square, named after the first mayor of Montreal, and travel up St. Denis Street, the centre of the French speaking section.

Proceeding along Sherbrooke East, before reaching Lafontaine Park, we notice the Civic Library, inaugurated by the late Maréchal Joffre in 1917.

Lafontaine Park, a 92 acre expanse of trees and greensward containing a languorous lagoon, zoo, grotto and an illuminated fountain.

Our route now turns westward along Rachel Street and we approach Mount-Royal. Proceeding north of the mountain we pass through the City of Outremont, the beautiful French residential district. On the side of the mountain, as we travel along Maplewood Avenue we see the unfinished buildings of the Université de Montréal. We now reach Queen Mary Road which brings us to the Musée Historique Canadien, the finest waxworks in America.

Continued on page 9



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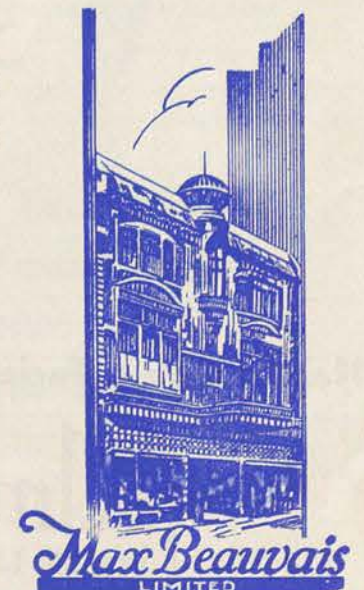
Visitors to Montreal may have free transportation to our store from any of the following hotels:

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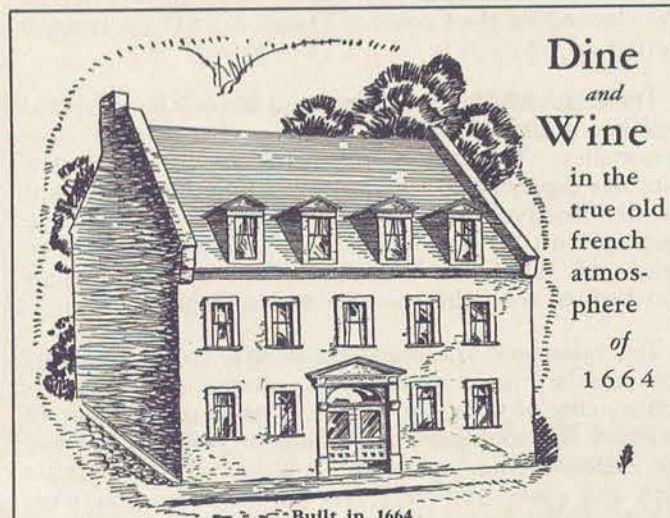
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a VISIT to
THE OLD HOUSE

WHERE FRENCH, ENGLISH AND
AMERICAN HISTORY WERE MADE

221 ST. SACRAMENT STREET ... MONTREAL

LET OUR CHAUFFEUR



BE YOUR GUIDE

Lachine Rapids & Indian Reservation

TOUR NO. 2

WITHIN easy reach of the city by Diamond cars is the Iroquois Indian reservation of Caughnawaga. The Indian community was founded here in 1716 and is now maintained for their use under the direction of the Canadian Government. The Community is still ruled by a chief, though the inhabitants are as modern as most people. Many of them, are expert steel workers. The women of the reserve are expert as handicrafts.

We drive westward to reach Caughnawaga. Passing along Sherbrooke Street we come to Westmount, a separate city contained within the City of Montreal.

Coming to Claremont Avenue, we are again in Montreal, and on our way we pass Notre Dame de

Grâce Park, with its war memorial, and St. Augustine Church on the north side. Further westward we see Loyola College.

We leave Montreal again and pass through the town of Montreal West and down the hill to the town of Ville St. Pierre. Our route takes us across the Lachine Canal, and thence to the Honoré-Mercier Bridge across the St. Lawrence.

We now reach the Indian Reservation of Caughnawaga. You may see the ruins of the old original mission church; also the modern church where services are still conducted in the Iroquois Indian language. The altar of this church was brought from France in the year 1680. On the walls hang two pictures, given by the French Kings Louis XIV and Charles X. Other historic articles of interest in this church are the ciborium presented by Empress Eugénie; a silver-gilt monstrance dating from the year 1680; a 17th century Indian grammar in manuscript; and the famous Wampun Belt valued at \$50,000.

We travel over a different route on our way back to Montreal, this time taking the river road which follows the same route used by the Indians and voyageurs to portage their canoes past the Lachine rapids.

A magnificent view of the rapids is provided from the Ville La Salle Road. On our way back we pass through Ville La Salle, named for the famous French explorer. Our route takes us through the thriving city of Verdun, to our starting point, Dominion Square.

Scenic Route to U. S. A.

Travel the Scenic ROOSEVELT BRIDGE Route to United States. Direct, mile-saving routes to New York City, New England States, Atlantic Coast, The Adirondacks. Roosevelt Bridge spans the majestic St. Lawrence River, connecting Ontario Highway 2 and N. Y. State Route 37 at Cornwall, Ontario, and Roosevelttown, N. Y. Safe — speedy — convenient — economical.



WE WILL WELCOME YOU IN 1942



CITY TOUR No. 1 — Continued.

A few steps farther westward, is the famous St. Joseph's Oratory, the shrine of St. Joseph which was built through the devotion of Brother André of the Order of the Holy Cross. About 30 years ago Brother André had a tiny chapel built on the side of the mountain to which he was accustomed to take the afflicted to offer up prayers for their recovery.

We leave the Oratory and travel westward to Grosvenor Avenue and then towards the south travelling up the Westmount Mountain, until we reach the Westmount Lookout, 650 feet above the St. Lawrence.

Our driver takes us down the winding streets along the side of the mountain until we reach Côte des Neiges Rd., then Sherbrooke Street. Along this street we see the Church of St. Andrew and St. Paul, the Art Gallery, the Chateau Apts. Then down Peel Street, and back again at Dominion Square

This brief sketch cannot do full justice to a remarkable city. By all means see Montreal with a Diamond Driver.

Summer Special

DIAMOND TAXI SERVICE
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ST. HUBERT AIRPORT
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MOUNT ROYAL HOTEL

ONE WAY: \$2.50

RETURN: \$3.00

Return trip includes half hour waiting time.
Each fare plus bridge tolls. One to seven passengers per car.

SCENE OF MONTREAL'S ROYAL TRIUMPH



DOMINION SQUARE, IN THE HEART OF UPTOWN MONTREAL



MONTREAL'S 300th ANNIVERSARY



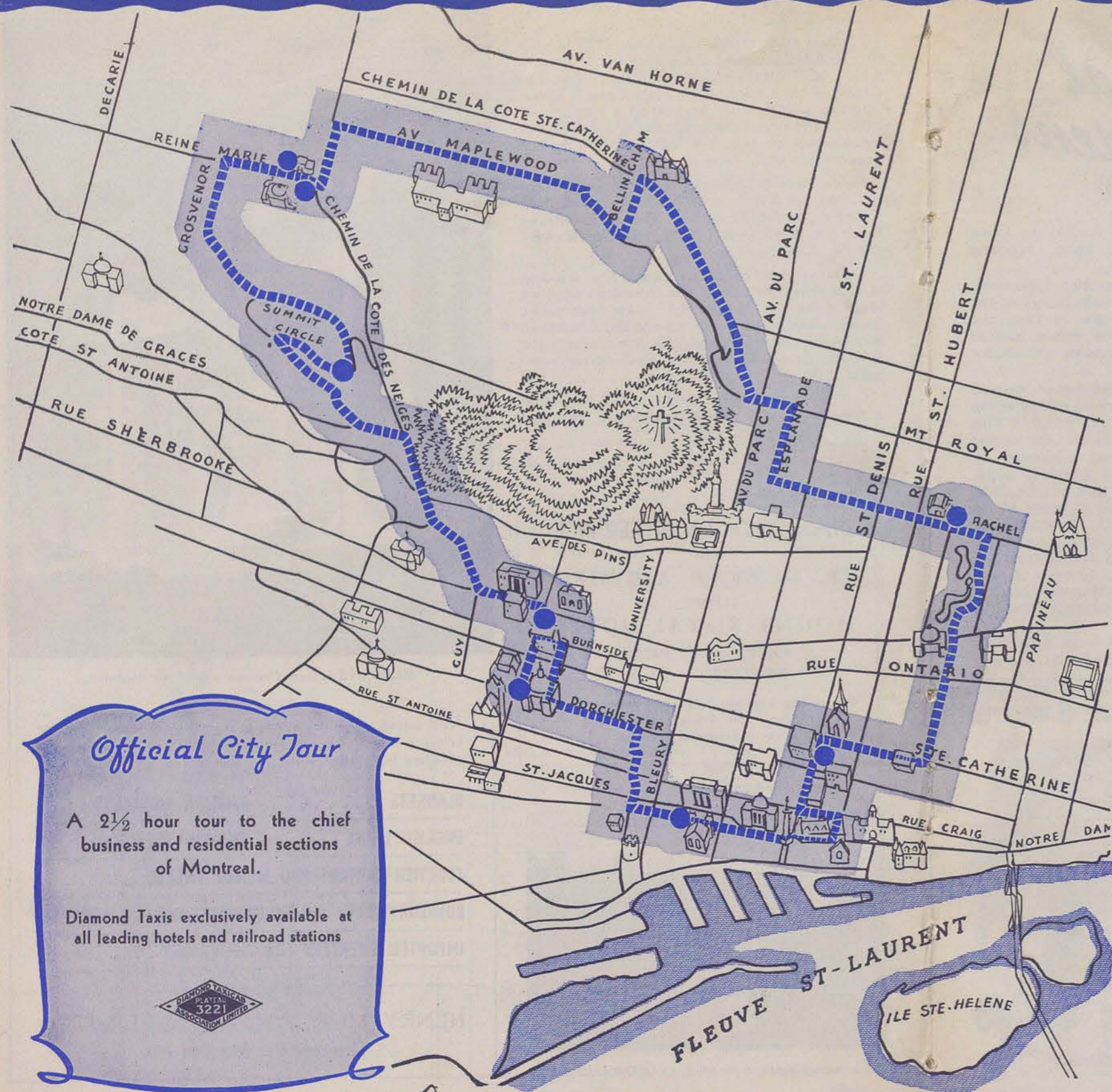
MORGAN'S in Gala Decoration for Their Majesties.

WE extend a cordial welcome to our American visitors, and list below a few of the many articles American visitors may buy to advantage in Canada.

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25 oz. \$1.90 — 40 oz. \$2.85

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

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BOULTON'S

HIGHLAND LIQUEUR WHISKY

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

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Manhattan or Martini ready mixed. Just ice and serve . . . 18 to 20 bumper drinks in each bottle.

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For a smooth Rickey
26 oz. bottle \$2.40

MEAGHER BROS. & COMPANY Limited, Montreal, Distillers.
Established 1873

St. Helen's Island & Botanical Gardens

TOUR NO. 3

SUPPLEMENTARY to Tour No. 1 is the St. Helen's Island and Botanical Garden Tour. As in Tour No. 1 we start at Dominion Square turning East along Dorchester Street to Beaver Hall Hill, follow along to the Southern extremity of Victoria Square where we branch into McGill Street and proceed to the Harbour front. McGill Street has many relics of Montreal's business past and many of the old warehouses and store-fronts of the 1850's may be seen. At the foot of McGill Street, "Rue de la Commune" is probably one of the most famous waterfront streets in the world.

Dividing "de la Commune" Street from the wharf proper is the old Sea wall, first constructed in the early part of the century to protect the lower town from the ravages of ice floes and high water of the turbulent St. Lawrence river in Spring flood. Inside this wall we proceed in an easterly direction passing giant grain elevators and countless Sheds of steel-and-cement construction.

This majestic scene which so graphically portrays the starting point for many of Canada's great industrial activities passes from our view as we proceed northward



THE MIDGET'S PALACE

Only in Montreal can you see Midgets living in their own Palace, with the interior built to scale. The Greatest sight of its kind on earth awaits you — We know you will be more than pleased, but if you are not your money will be cheerfully refunded. The King, Queen and Prince of Midgets look forward to your visit.

961 RACHEL STREET EAST

through the Beaudry Street tunnel leading to Craig Street. There we forge eastward again, reaching Delorimier Avenue.

As we turn from Craig Street into Delorimier Avenue, at the right may be seen the buildings of the Quebec Liquor Commission. These are in fact, the old buildings of the original Montreal prison, altered and now used as offices and warehouse by the Liquor Commission.

Half a mile further north we make a sharp turn to the left and we are on the gradually rising ramps of the twenty million dollar Jacques-Cartier Bridge. This bridge spans over a mile of open water; the centre span arches from the shore of the Island of Montreal to St. Helen's Island which is our first stopping point. Samuel de Champlain, famed Governor of the New France named this beautiful little Isle in honor of his fiancée, Hélène Boulé, in the year 1611. It became the scene of many fierce contests in the mighty struggle for power in the New World. Recently the historic old Isle has been restored and modernized to make it both a modern summer playground complete with beaches and other attractions and at the same time to preserve a site of great historic interest.

The work of restoring the old forts with their buttressed walls, the sunken powder magazine, the old French stockade, blockhouse and observation post, the British barracks, with guard houses and tiers of loopholes to the state in which they appeared centuries ago should be completed during 1939.

A visit to the Island brings back many famous names in the early history of America—Champlain in 1611; François de Lauzon in 1635; Charles de Lauzon in 1664; Charles le Moine in 1665; de Callière in 1687; Admiral Phipps in 1690; de Lévis in 1759; de Vaudreuil in 1760; Sir Guy Carleton and the American troops in 1775; and many others.

A 30 minute stay at the Island and we are on the move again. Back over the bridge we proceed



TOUR No. 3 — Continued

northward again to Sherbrooke Street, turning East for a couple of miles to reach the new Botanical Gardens at the Corner of Pie IX Blvd. (Pope Pius the Ninth Blvd.) and Sherbrooke Street East. (20 minute stop).

Several years will elapse before the Botanical Gardens with all their developments are complete. There you will see a great display of Quebec flora, also a modern building designed to house classes who will be taught all pertinent information regarding the great resources of the Province of Quebec.

The gardens finally will occupy 625 acres of ground, include special exhibits showing the industrial uses made from many materials and will also furnish a dazzling display of landscaping, shrubbery and flowers, typical of the French Province in every respect. After a twenty minute visit, we retrace our steps westward along Sherbrooke Street and have an interesting four mile trip along that busy thoroughfare to reach Dominion Square and the end of an instructive and highly diverting promenade.

TOURISTS ATTENTION

Diamond taxi chauffeurs make a sincere effort to be helpful to Montreal's guests. Our service of furnishing economical, personalized transportation is supplemented by an Information Bureau which seeks to tell you anything you want to know about Montreal; where to go—what to see—where to get things—how to get places—and so on. Incidentally we advise our readers that the advertisers in this publication represent outstanding firms and we are pleased to endorse their merchandise.

Write or phone our Travel Department and your queries will be promptly answered.

Visit the Musée Historique Canadien Inc.

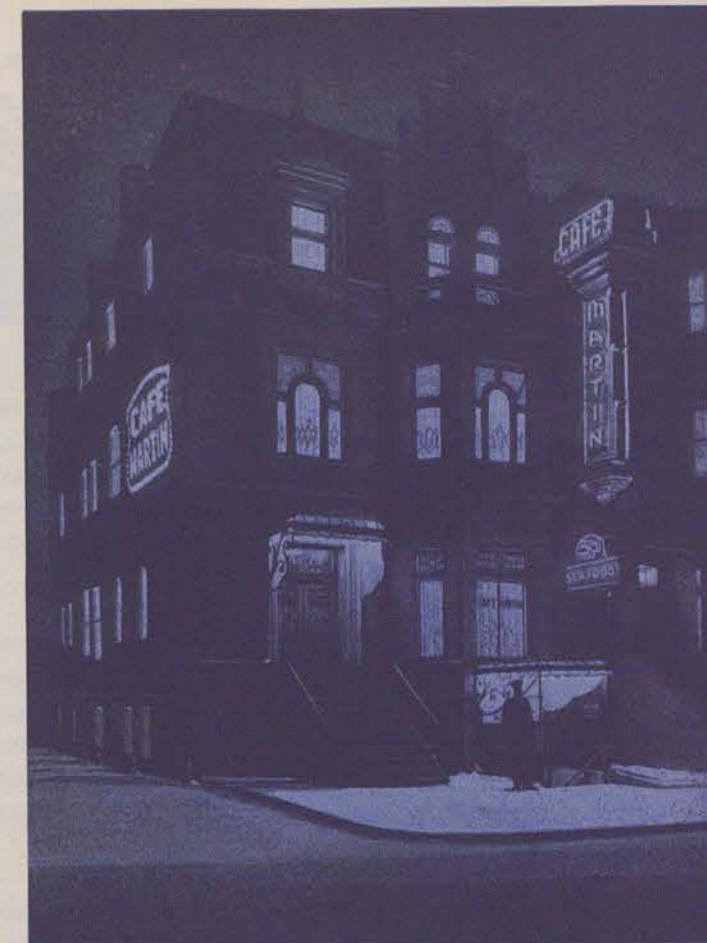


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ASK YOUR DRIVER TO END YOUR TOUR AT MARTIN'S



Domaine d'Estérel & the Laurentians

TOUR NO. 4

OUR Laurentian Tour also begins at Dominion Square, carrying you via Sherbrooke and St. Denis streets, north to the village of Ahuntsic, where we cross the "Pont Viau" over Rivière des Prairies to Ile Jésus. This is the largest island, next to that of Montreal, in this local group and, when we have crossed it, the "Pont David" transports us over Rivière des Mille-Iles (Thousand Islands River) to the mainland beyond. Here we turn west to the new highway that will lead us north into the great natural park of the Laurentians.

Fifteen miles along this highway we come to [the town of St. Jérôme, for many years a frontier town of the

mountainous region beyond it. Long ago, the famous Curé Labelle, its founder, fared forth from this spot on his many courageous expeditions of settlement and exploration which helped to open up the vast regions stretching before us.

The most picturesque and interesting portion of our trip now begins, and the highway follows the natural contours of the country into the mountains. You are surrounded with the deep green of fir, spruce, balsam and pine, as you drive by many a sunlit lake and look out upon the French-Canadian countryside with its scattered farm houses and neat fields.

We pass through Lesage and Shawbridge, the latter one of the great centres of winter sports in the lower hills, and from here on we climb into the real Laurentian district. Piedmont, which nestles at the junction of two mountains, is the next village on our route, another winter sports centre, and all along the highway to your right you will see the winding North River that flows for about 150 miles from high Mont Tremblant down through the hills to the Lake of Two Mountains not far from Montreal.

At Ste. Adèle des Monts, we branch to the east and proceed to the turning point of our tour, past the village of Ste. Marguerite, to the shores of Lac Masson, where sky-high on Pointe Bleue we find the Domaine d'Estérel, that utterly delightful summer and winter resort that combines all the informal luxury and comfort of this continent with a subtle European flavour that makes it quite distinctive. Here you will find every sport that catches your fancy . . . swimming, tennis, golf, boating, water skiing, skeet shooting, fishing, archery, riding, in summer; while in winter, the famous skiing of the Laurentians on magnificent hills, skating, ski-jhoring on the surface



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1123 St. CATHERINE ST., W. Just around the corner from the Mount Royal Hotel.

WE WILL WELCOME YOU IN 1942



TOUR No. 4 — Continued.

of the lake, curling and other winter sports replace the exclusively hot weather activities.

The Domaine is splendidly planned and charmingly appointed. In addition to the Hotel proper, its buildings include a Community Centre, which houses shops, a movie theatre, restaurant and dance pavilion where in the famous "Blue Room" Andre Durieux and his orchestra play for you. A Sporting Club, a rustic "Lodge", and a number of private cottages and villas complete the Domaine property.

On this one-day tour of ours, you may lunch or dine in Esterel's attractive "Blue Room" or, if you care to spend a few days here, we will be glad to make arrangements for your return trip.

Our present tour leaves again for Montreal in the late afternoon, and carries you back along the same route to Ste. Rose where we branch off onto the Curé Labelle Highway, in order to bring you to the north western entrance to the City of Montreal. Then, through the Town of Mount Royal, and the Côte des Neiges District of the city, we drive between the twin heights of Westmount Mountain and Mount Royal down to the Sherbrooke Street level and back to Dominion Square . . . a trip that has given you approximately ten hours of unalloyed pleasure in a region that will linger in your memory for many years to come.

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.

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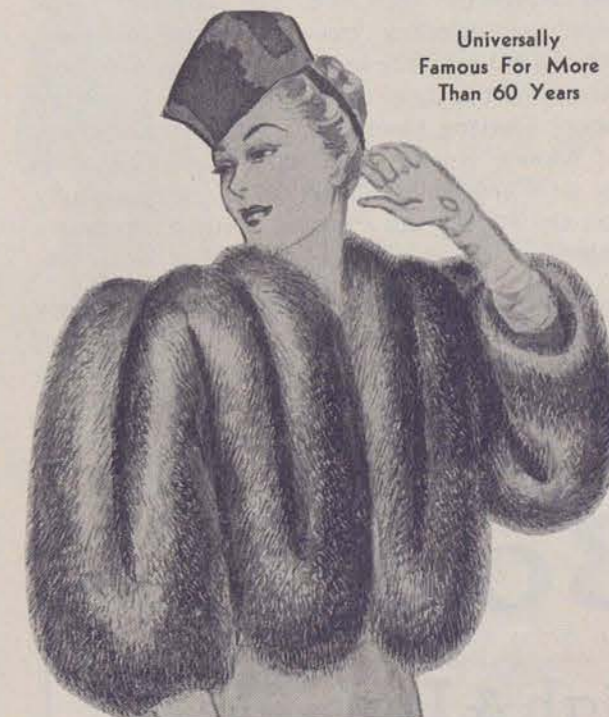
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CANADA'S LEADING RETAIL FUR STORE

1170 ST. DENIS STREET - - MONTREAL

Archives de la Ville de Montréal

West Island & the Lakeshore

TOUR NO
5

MONTREAL's Lakeshore promenade is one of the most delightful trips we can suggest. The "Lakeshore" is a winding, tree-shaded highway semi-circling the Island from the centre of the northern shore westward around the tip of the Island and back into the City proper. Leaving Dominion Square we ascend the slopes of Mount Royal, speed northward on smooth highways to Cartierville. Cartierville is beautifully located on the Rivière des Prairies, northern boundary of the Island.

From thence we turn westward and in leisurely fashion a fine paved highway unwinds before us sometimes almost touching the river banks, sometimes branching for some hundreds of yards inland. For 15

miles we continue on, through Saraguay, Ste. Geneviève and Senneville, to reach Ste. Anne de Bellevue at westernmost tip of the Island. All along this riverside drive are great estates; well kept gardens and lawns may be glimpsed through heavy foliage, and there is the constant glint of sparkling sun on the fast-rushing waters of the Rivière des Prairies.

At Ste. Anne de Bellevue, we have completed about one-third of our journey. The road, now southeast in direction cuts inland for approximately 3 miles at this point passing close by the grounds and buildings of famed MacDonald College, Agricultural faculty of McGill University. Passing through Baie d'Urfé, Beaconsfield, we reach Pointe-Claire and the lake. Lake St. Louis is formed by the junction of the Ottawa and St. Lawrence Rivers and is a wide body of water, excellently suited for the sailing, rowing, bathing, and other kindred sports which flourish on its many beaches during the summer months.

From Pointe-Claire into Lachine, we enjoy a continuous scene of varied activity demonstrating the sport-loving tendencies of Montrealers. The Royal St. Lawrence Yacht Club proudly raises the flag at Dorval; many Country Clubs, including "Royal Montreal" the finest golf course on the Island may be seen. The Road winds its way in and around interesting bays and coves, provides a thoroughly delightful panorama of shore and lake scenery.

We terminate the riverside portion of our drive into Lachine. Here we see the head of the famous Lachine locks, built to escape the fierce rapids of the St. Lawrence at that point. From Lachine into Montreal West is an almost continual stream of well-built up streets. At Montreal West we reach Sherbrooke Street and proceed eastward through Westmount and so into Montreal and Dominion Square. We have "done" the Lakeshore and will carry with us for many months to come a vivid picture of the western shore-line of Canada's Island metropolis.



Booth's High & Dry Gin

Has a reputation for extra smoothness and perfect flavour.



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



ENGLISH AND SCOTCH HIGHEST GRADE Suitings and Coatings

Including Sports Cloths as selected
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H. M. King George VI

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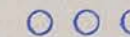
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WHEN YOU CALL...



DIAMOND'S ARMY OF DISPATCHERS

CUSTOMS INFORMATION

for

Returning Residents of the United States

Each returning resident of the United States is entitled to an exemption from duty on articles up to a total value of \$100, acquired outside the United States under the following conditions, if declared when the resident arrives at the United States port of entry.

1. Provided they have been outside the United States not less than *forty-eight hours*.
2. Provided they have had no previous exemption within the past thirty days.
3. Provided the articles are for personal or household use and are not intended for sale, or as an order for others, or prohibited by law.
4. Provided they are acquired as an incident of the foreign journey.
5. Foodstuffs, cigarettes, tobacco, 100 cigars, and not over one wine gallon of distilled spirits, wines or malt liquors, (provided the quantity is not prohibited by state law) may be included in this exemption.
6. When a husband and wife, or a parent or parents and minor or financially dependent children, travel together, the articles included within the exemption may be grouped and allowance made without regard to which member is the owner; PROVIDED, that servants, friends and relatives other than those above indicated may not participate in a grouped exemption.
7. Articles worn or carried on the person having an aggregate value in excess of \$25., articles intended for future delivery, and articles sent forward in bond must be declared in writing at the port of entry at the time of the resident's return to the United States, if the \$100 exemption is to be claimed for them.

PLateau 3221

The photographs on this page show — the Diamond telephone system—the one you reach when you call a Diamond Taxi at PLateau 3221. Taken on New Year's Eve, they show the boards with a capacity staff at work.

Very few, even of Montreal's most blasé inhabitants, are aware that this City boasts one of the largest and most up-to-date taxi telephone dispatch systems on *the entire continent*. Yes, more extensive than any found even in the largest cities south of the border.

Incoming calls are handled over thirty lines in charge of some sixteen operators. Tickets are made up and sent over a conveyor belt, to be distributed amongst twelve dispatch operators in charge of as many separate zones, each representing a section of the City.

Direct lines are available to 115 taxi stands scattered throughout the city, as well as to various hotels, hospitals, clubs and railway stations.

Approximately 212 airline miles of cable—856 miles of wire—is required to connect the various telephones which make up the Diamond Taxi system—enough to circle the City many, many times.

Over this extensive system of communication some 3,250,000 Taxi calls were handled during 1938—proof enough that Montrealers are taxi-conscious.



DIAMOND'S RECEIVING OPERATORS



ROYAL VISIT TO MONTREAL, MAY 1939

King George VI and Queen Elizabeth salute the throngs in Dominion Square from the balcony of the Windsor Hotel, May 18th, 1939.

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LACHINE CANAL OPENED

Do you know that . . . ?
 . . . the opening of the Lachine Canal conquered one of the most famous rapids in the New World . . . that de Kuyper's Gin, with its real Hollands flavour and unvarying uniformity, has conquered and held the favour of Canadians for more than a century.

Handy **FLAT** *Bottle*

40 \$ **280**
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*The Real
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 SOLD IN CANADA FOR OVER 100 YEARS

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