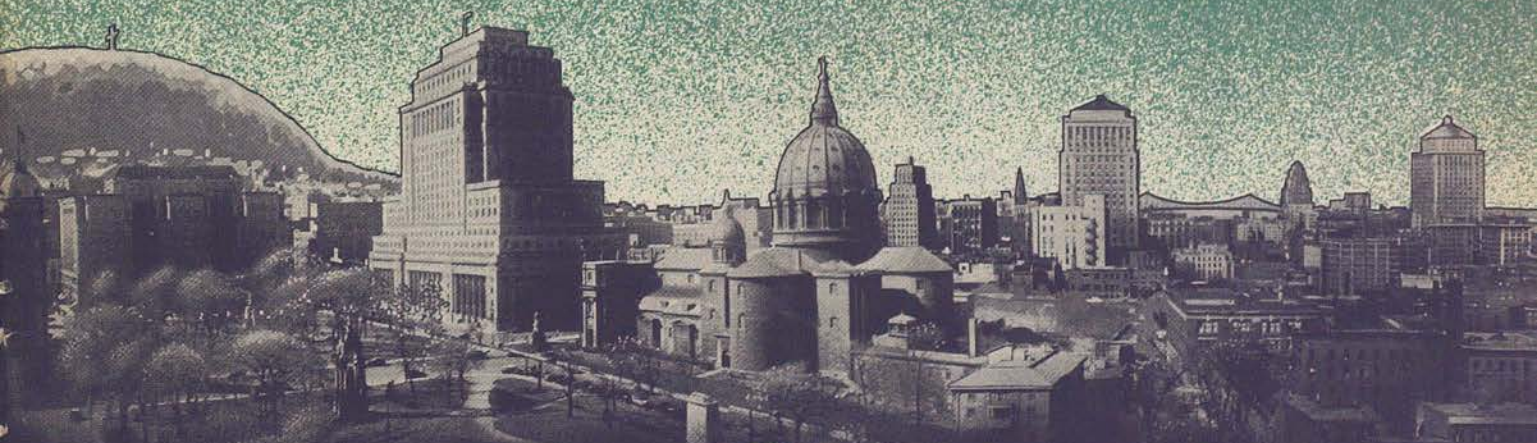


1940

SIGHTS AND SCENES IN

Montreal

FIFTH ANNUAL EDITION 1940



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Archives de la Ville de Montréal



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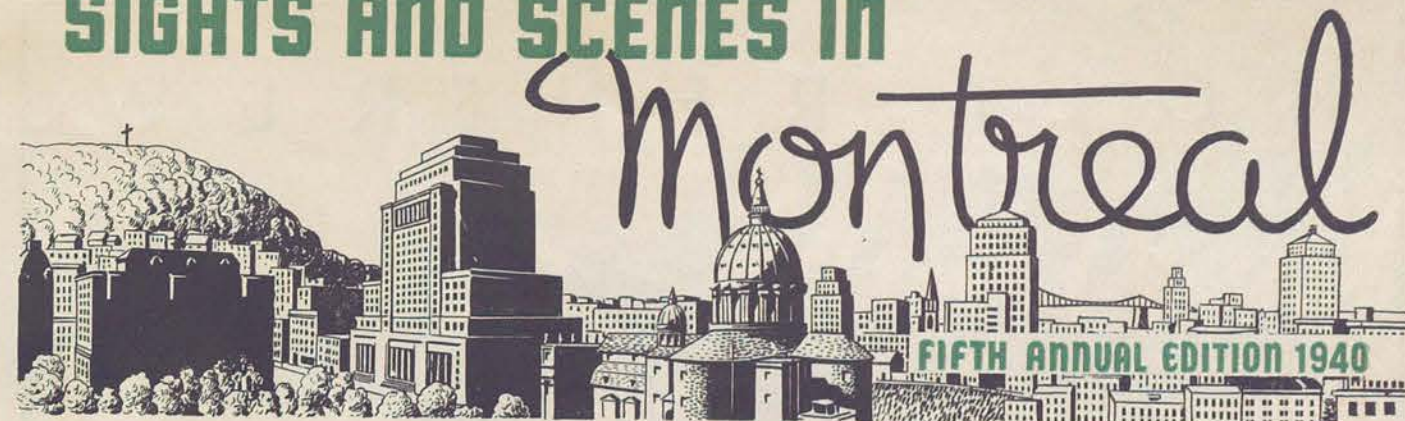
For a smooth Rickey

26 oz. bottle.

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SIGHTS AND SCENES IN



FIFTH ANNUAL EDITION 1940

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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'Esterel! Paradise of Sports, playground for thousands, a truly magnificent trip awaits you.



THE LAKESHORE

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

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Archives de la Ville de Montréal
PAGE THREE

H O L T R E N F R E W

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AT one time a lone outpost of civilization in the vast continent of America, modern Montreal is a great city; great in its history, great in its growth, and great because of the homogeneous development of the racially different French and English populations. But Montreal is mostly great because of other qualities; inherent qualities which we can only sum up as character. These qualities deal with its extraordinary sense of hospitality; they concern its beauty which is unquestioned; they are responsible for its rank as an industrial and commercial centre in a world where fierce competition has placed a premium on this kind of success.

Jacques Cartier discovered its site in 1535 when he sailed up the St. Lawrence on his second voyage of discovery to the New World. He was impressed by the little Indian village of Hochelaga nestled at the foot of the mountain. The mountain dominated the rolling plains of the surrounding terrain and from its summit there was a view fit for a king. He promptly named it Mount-Royal and from it the city has derived its name.

Acadia had its beginning with the founding of Port Royal in 1604, and

THE PICTURES

From top to bottom.

CROSS ATOP MOUNT ROYAL

OLD MONTREAL —
BONSECOURS MARKET

NEW MONTREAL —
SHERBROOKE ST. W.

Greater Montreal

Samuel de Champlain struck up through the Gulf and along Cartier's old St. Lawrence route to establish Quebec in 1608. It was inevitable that the advantageous terrain of our island should have been selected for the development of a trading post still further inland. Paul de Chomedey, Sieur de Maisonneuve, with a small band of picked companions landed on the shores of Montreal Island in May 1642 and staked out the site of to-day's metropolis. One of the first sermons preached in that community was the parable of the grain of mustard seed. Despite vicissitudes Montreal proceeded to prove the truth of the parable by rapid, lusty growth.

The first hundred years were the hardest with constant vigilance the price of life as skulking Iroquois lurked ready to pounce. In a daring gesture Maisonneuve planted a huge wooden cross atop Mount Royal to establish dominion of the white man and his beliefs over the pagan Redskin. Dollard des Ormeaux and sixteen companions in a desperate expedition to the Long Sault fifty miles above Montreal, met an invading Iroquois horde and held them at bay for seven frightful days. Dollard and his companions died but Montreal was saved. They were a tough breed, those early Montrealers, and the discouraged Iroquois withdrew. This was in 1661 and after the bloody massacre of Lachine in 1689 Montréal and its sturdy defenders had conquered the Indians. Furtive, alert, given to sudden vicious forays, the sullen Iroquois remained troublesome but organized resistance was broken. The country was French and the stage was set for the growth of trade. Montréal's storied past had begun.

Archives de la Ville de Montréal

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Bellodgia	2 oz.	-	\$17.60
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GREATER MONTREAL - Continued

Perhaps as histories go it does not compare with the violent struggles of the Old World. Its first hundred years were sanguinary enough. It has had to face and adapt itself to conquest and invasion; it has suffered rebellion, been threatened with another, and accompanying its symphony of progress have been the deep bass tones of racial and religious differences strong enough to wreck a nation. All these it has overcome and it is perhaps significant that the adventurous spirit of its sons burns strongly still in the lore of the Province, rich in legend, liberally sprinkled with heroic action and valorous deeds. Their names ring to the tune of daring exploits from the Arctic to the Caribbean and from the Atlantic to the Pacific.

To-day the story of the hardy voyageurs is emblazoned across the United States in place names which are as well known as the City from which they set out. Duluth; Père Marquette, discoverer of the Mississippi; Pierre Ménard, first governor of Illinois; d'Iberville, founder of New Orleans; Cadillac, founder of Detroit; the glamorous Cavelier de la Salle — their names march across the pages of New World history in an endless panorama of exploration, discovery and conquest.

By the early eighteenth century Montreal had outstripped other communities along the St. Lawrence Waterway, and was rapidly becoming a power in the barter trade of that day. Decades piled up. The English and French were learning how to live side by side in peace and comfort. The deadly struggle for political power came and went. Organization replaced individual effort. French enterprise was leavened by British hard-headedness. Montreal became a great commercial center and the cornerstone of its success was its strategic geographical position. At the foot of inland navigation extending for 1200 miles into the heart of the continent; its harbour piled high with merchandize from the seven seas; the shining rails of the new trans-continental line ending at its doorstep were significant portends of the City's coming commercial greatness.

But this happy millenium was only to arrive after trials and tribulations which demanded all the courage and determination its leaders could summon. The deep



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HOUBIGANT				
Quelques Fleurs	4 oz.	16.50	13.50	
"	1 oz.	5.00	4.00	
REVILLON				
Latitude	1 oz.	15.50	11.50	
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MILLOT				
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Fascination	1 oz.	7.00	5.00	
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GREATER MONTREAL - Continued

bass tones of the orchestration had not yet given way to the triumphant song of the strings.

In 1759 General Wolfe had scaled the ramparts of Quebec to defeat Montcalm in pitched battle. New France had fallen. The Union Jack flew side by side with the Fleur-de-lys in the prevailing westerly winds.

Sixteen years later General Montgomery marched proudly into Montreal at the head of his American troops. Again the governor's residence changed hands. Soon to join him were three great Americans, Benjamin Franklin, Samuel Chase and Charles Carroll. From the Château de Ramezay they waged bloodless, albeit vigorous propaganda warfare to persuade the sons of French Canada to revolt along with the American colonies. The hardy habitant, closely attached to the soil, loyal to the British who had facilitated the practise of his religion, retained the Napoleonic legal code, given him representations on the country's councils, refused. Shortly after the City was repossessed by the British.

Sixty more or less serene years followed until volatile French wrath exploded in 1837. Rebellion flared. The French wanted fully responsible government, stronger guarantees for their language, their faith, and representation in proportion to their growing numbers. The rebellion did not fully succeed. Troubles were further aggravated by the royal decree uniting Upper and Lower Canada. Discontent grew, violence stalked. The parliament buildings in Montreal were razed in 1849. A showdown was inevitable. The outcome was the British North America Act of 1867. Canada was finally united by Confederation of all provinces and the French had had much to say about the terms.

For better or for worse, the French and English had married their differences and decided to continue along side by side. Two languages, two creeds, became the law of the land. Two widely differing temperaments were fused at last in a community of interest and purpose — not the least of which was the development of Montreal as the metropolis of their great country. Montreal's growing pains were over, it was now a city grown up, matured, wise with the lessons of the past and girded with new independence to face the future.

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DIAMOND POINTS of Interest

To foster Montreal's tourist business Diamond taxicab maintain a travel bureau dispensing full information to the enquiring tourist. Their 1,000 drivers constantly on the road are themselves expert tourist guides. Diamond Taxicab's tourist activities are more widely spread than those of any other body and represent a well-informed field organization constantly in direct contact with the tourist on the street who wants to know where to go and what to do.

Diamond tours are flexible and carefree. Stops can be made exactly when and where you wish and for as long or short a time. Your tour may be extended or curtailed and need not terminate where it began. Briefly, there are absolutely no restrictions to your use of the Diamond car and chauffeur personalized service.

In the following pages we suggest five separate tours which long experience has shown cover the most important points of interest in the city and environs. The starting point of these tours is not necessarily Dominion Square. You can hail a Diamond driver anywhere you see him and he is ready to go with no waiting on a street corner until his car is full. Just hail a cab and your tour is started. If you prefer you may call PLateau 3221 and make special arrangements for any particular kind of tour you prefer to make. Diamond will provide you with the kind of service expected of one of the greatest transportation systems of the world.



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TOUR NO 1

the City



YOUR tour of Montreal with a Diamond Driver may be as flexible and carefree as you desire. The following suggested route can be seen in detail on the colour map on pages 16 and 17 of this book. It includes most of the highlights of Montreal's many interesting features and is a complete tour of the City in itself.

Our starting point is Dominion Square, one of Montreal's most important and beautiful Parks. This Square is flanked by several of the City's most important buildings, the massive structure of the Sun Life Assurance Co. being the Empire's largest office building. On the West side of the Square is the Windsor Hotel. The Square is equally bisected by Dorchester Street, an important east-west traffic artery and we follow this avenue eastward to start our tour.

As we leave the Square we see on our right the imposing facade of St. James Cathedral, easily recognizable by its huge bulk and the thirteen bronze statues surmounting the portico. St. James is a one-third size replica of St. Peter's at Rome and was completed in 1894. Driving on, we next pass the huge new Canadian National Railway terminal, still under construction, and arrive in a few moments at Beaver Hall Square. Here we turn right and descend to Victoria Square.

Beaver Hall Hill is notable because it was on this steep hill leading from lower town that the famous North-West Company maintained headquarters for its vast fur-trading empire. It is of interest to recall that their greatest competitor in those heroic days was John Jacob Astor. Half way down the Hill, you will note the imposing skyscraper on your right, head office of the Bell Telephone Co. of Canada.

Victoria Square is one of the "nerve centres" of downtown Montreal. At the southern extremity of the Square we cut diagonally into Notre-Dame Street and continue eastward along that historic thoroughfare. As we turn from Victoria Square a quick vista of St. James Street, the "Wall Street of Montreal", is glimpsed.

Despite many imposing modern structures striking evidence of the Old Regime may be seen. The streets are narrow, with many old stone houses. French names in abundance create anew the atmosphere of the Old Regime in Montréal. From the narrow confines of Notre-Dame we suddenly come upon Place d'Armes, historic battleground of Montreal's early settlers.

In the centre of the Square is a monument to Maisonneuve, founder of Montréal. It was from this vicinity that such intrepid explorers as Cavellier de la Salle, Père Marquette De Soto, and others of that famed company started out. Dominating the Square is Notre-Dame Church, one of the largest in America. Completed in 1829 the present building stands on the site of the first bark chapel erected in 1642. The two square towers are replicas of Notre-Dame de Paris. Nestling beside the church is St. Sulpice Seminary, built in 1710 and headquarters of the Messieurs de St-Sulpice.

Leaving Place d'Armes we resume our journey to the east along Notre-Dame passing the fine new Court House on the right and the older Justice buildings on the left.

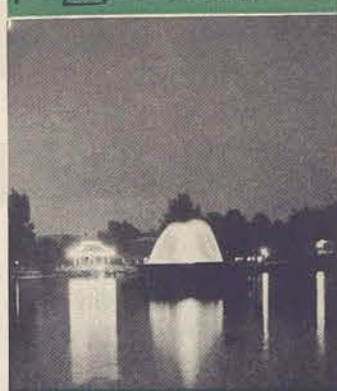
THE PICTURES Top to Bottom

ILLUMINATED FOUNTAIN,
LAFONTAINE PARK.

ST. JAMES STREET, LOOKING
EAST FROM VICTORIA SQUARE.

SEMINARY OF SAINT SULPICE
ON PLACE D'ARMES.

CHATEAU DE RAMEZAY, NOTRE-
DAME EAST.



CITY TOUR No. 1 - Continued

The tall column of the Nelson monument looms into view at the head of Bonsecours Market. On Tuesdays and Fridays the sturdy *habitant* comes to market with the products of his toil and "Bonsecours" breathes and lives as flowers, fruits, vegetables and *tabac au naturel* are traded from open stalls.

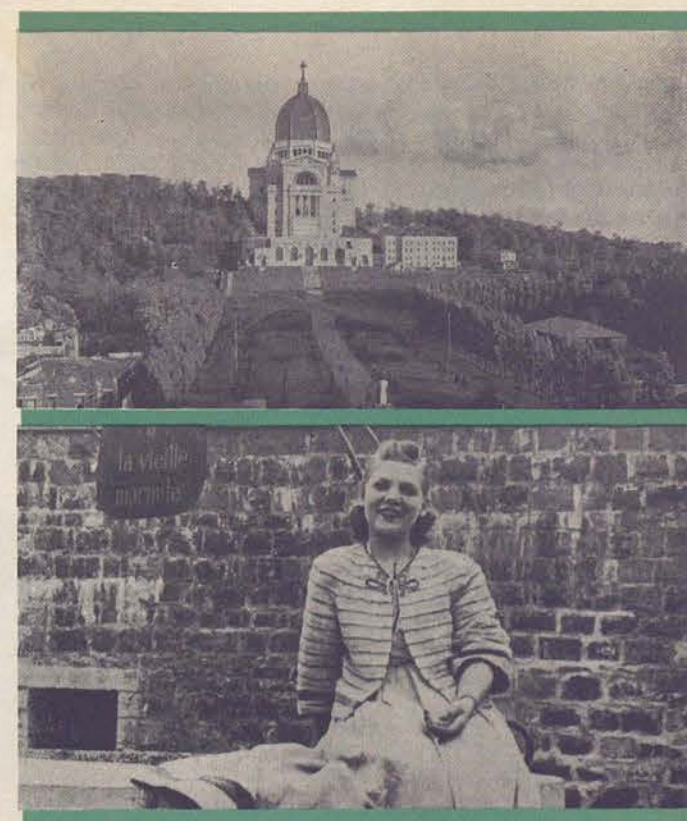
On the left, opposite the Market, is the City Hall and a few steps farther on to the right we come to famed Château de Ramezay. Built in 1705 by Claude de Ramezay, then governor of Montreal, it has successively housed English, French and American governors. Benjamin Franklin made it his headquarters in 1775.

We roll on eastward and pass close by the Church of Notre-Dame de Bon-Secours, often referred to as the "Sailor's Church". Its spire and odd-shaped turrets are crowned by a huge statue of the Virgin. The present structure was completed in 1771.

At this point we turn north into Place



15 RESTAURANTS
MONTREAL & TORONTO



Above:—St. Joseph's Oratory. Popularly known as Brother André's Shrine.
Below:—1940 Arts and Crafts Fair, St-Helen's Island. Craftswoman, in her picturesque native costume.

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HENRY MORGAN & CO., LIMITED

Archives de la Ville de Montréal

Viger, a delightful leafy square named in honour of Jacques Viger, first mayor of Montreal (1832). North on St. Denis street, we reach Sherbrooke and turn east toward Lafontaine Park passing the Municipal Library on the right, inaugurated by Maréchal Joffre in 1917. We then take a delightful drive through Lafontaine Park, next to Mount Royal the largest Park in the City. It occupies an area of 95 acres and is the great recreational centre of Montreal's "East End."

Our trip through the Park completed we now turn our faces westward again toward the Mountain. We reach the slopes of Mount Royal along Côte Ste-Catherine Road which cuts through the heart of Outremont, wealthy French residential suburb and turn into Maplewood Avenue. On our left we see the as yet unfinished buildings of the Université de Montréal. From Maplewood we enter Côte des Neiges Boulevard following this thoroughfare to Queen Mary Road and the Musée Historique Canadien.

A few hundred yards farther along on our left is the magni-



ST. JAMES CATHEDRAL, MONTREAL, QUE.

ficent Oratory of St. Joseph, more popularly known as "Brother André's Shrine". This huge church, surmounted by a huge dome is a living monument to the kindly old man whose astounding cures made it possible. The Shrine is a mecca for visitors from all over the world.

From the Oratory we climb up the steep grades of Westmount Mountain to the Lookout, 650 feet above the St. Lawrence. A striking panorama of the whole southern section of the City unfolds before our eyes. From the Lookout we wind slowly down the slopes of Mount Royal to reach Côte des Neiges Road again then down to Sherbrooke. We turn east on Sherbrooke to Peel and on the way see the Church of St. Andrew and St. Paul, the Art Gallery, and imposing Chateau Apartments on our left.

This brief sketch cannot do full justice to a remarkable City. By all means see Montreal with a Diamond Driver and make the acquaintance of our beautiful buildings and monuments, our storied relics of a by-gone age, our Parks and tree-lined avenues, our Mountain and all the warm hospitality which makes of Montreal one of the most interesting places on the North American continent.



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Lachine Rapids & Indian Reservation

TOUR NO.
2



CAUGHNAWAGA, the Iroquois Indian Reservation, is within easy reach of the City by Diamond Cars. The community was founded in 1716 and is now maintained for the use of the Indians. Under the leadership of Chief Poking Fire the Indians at Caughnawaga live peacefully where their ancestors once camped. The inhabitants are as modern as those of most communities in the New World. Many of the men are expert steel workers and the women of the Reserve are handicraft experts.

Caughnawaga is to the west of Montreal, on the south shore of the St. Lawrence. Leaving Dominion Square we turn north on Peel to Sherbrooke following westward along that beautiful thoroughfare to Montreal West. On the way there are stimulating sights.

At Wood Avenue Sherbrooke Street enters the municipality of Westmount, generally considered Montreal's most beautiful residential suburb.

Leaving Westmount we are in Montreal again and Sherbrooke runs in a straight line from there to Montreal West. Just before reaching the latter, another fine residential suburb, you will see the imposing buildings of Loyola College on your right, one of Canada's outstanding educational institutions and administered by the Jesuits. At Montreal West a sharp left turn takes us down to the lower level and into Ville St-Pierre. Here a broad paved highway leads to Honoré-Mercier Bridge spanning the St. Lawrence and landing us right at our destination.

Caughnawaga holds much of interest for the visitor. You may see the original mission Church, and

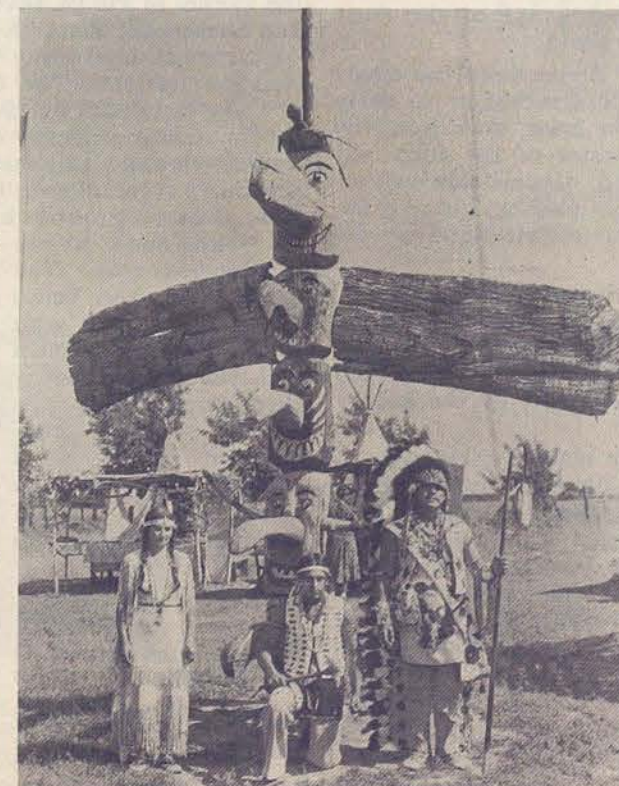
in nearby contrast the modern church where services are still conducted in the Iroquois Indian language. The altar of the Church was brought from France in the year 1680. On the walls hang two fine paintings, donated by the French Kings Louis XIV and Charles X. Other articles of historic interest are the ciborium, presented by Empress Eugénie, a silver gilt monstrance dating from the year 1680, and a 17th century Indian grammar in manuscript form. A prized show piece is the famous Wampum Belt valued at \$50,000.00.

Wending our way homeward we select the south shore boulevard skirting the shores of the St. Lawrence all the way to Victoria Bridge. Leaving Caughnawaga and just below the Honoré-Mercier Bridge we have a magnificent view of the Lachine Rapids. They are formed by the rush of waters into a bottle neck between Lake St. Louis and Laprairie Basin. Huge boulders line the river

bed and the Rapids are renowned for their ferocity and speed.

Laprairie is the first town of importance we meet and it is easily recognizable by the huge stacks from its brick making plants. Here we link up with the Taschereau Boulevard a four-lane paved highway leading us into the south shore suburb of St. Lambert directly across from the city. At St. Lambert we reach the approach to Victoria Jubilee Bridge spanning the St. Lawrence once again. We arrive in an industrial section of Montreal and speed past warehouses and large manufacturing concerns to the recently constructed tunnel under the Lachine Canal. The exit from the tunnel debouches into Chaboillez Square at which point we turn into Windsor Street and so up to Dominion Square. We are back at our starting point again.

CHIEF POKING FIRE WITH SQUAW AND SON



St. Helen's Island &

TOUR NO. 3

Botanical Gardens



SUPPLEMENTARY to our City Tour 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.

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 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 house and tiers of loopholes, to the state in which they appeared centuries ago is now completed.

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 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.

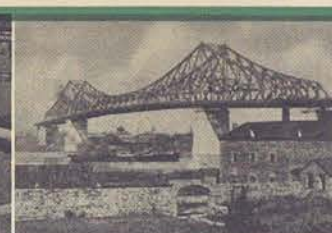
A most interesting twenty minute tour of inspection awaits you. The Gardens will only be completed in every last detail by 1942. In the meantime they furnish a dazzling display of Quebec flora as well as an interesting and highly instructive collection of plants and shrubbery from all over the world. The Gardens occupy 625 acres of ground and have been constructed in elaborate style at enormous cost. The entrance has been beautifully landscaped with judiciously spaced lawn and flower beds. During the summer months blooms of every conceivable colour blend with stretches of rich green lawn to create a pattern of unsurpassed beauty.

ST. HELEN'S ISLAND 1940 ARTS and CRAFTS FAIR

Workers at the entrance to the old Barracks which houses the exhibitions. Their costumes are authentic in every detail.



Landscaped Entrance to Montreal's Famous Botanical Gardens.



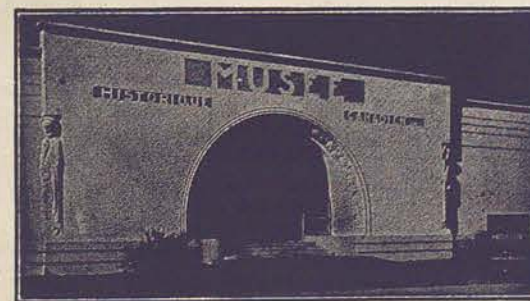
Harbour Bridge and Old Forts from St. Helen's Island.

TOUR No. 3 - Continued

There is a practical side to the splendor of the Gardens. An imposing administration building houses classes where the science of agriculture is taught and where the natural resources of our French Province are explored and their commercial application analyzed. Great sections of the land are devoted to agriculture where students pursue the lore of the soil. There is a lake too, rock gardens and row upon row of hothouses for plant culture. Special exhibits show the industrial uses made from many of our primary agricultural products.

The whole area of the Gardens and surrounding avenues has been gradually developed into a sort of Parkway. Wide, tree-lined streets, solid buildings in modern style, and carefully tended lawns give the impression of a huge Park with many roadways rather than a busy crossroads of two great island-crossing highways.

A twenty minute stop, however, will suffice to leave with you the memory of rolling acres of smooth green lawn, rich brown earth, flowers in a riot of colour and the majestic umbrella elms which dot the landscape of the Gardens. Thus we retrace our steps westward along Sherbrooke Street and have an interesting four mile trip along that busy thoroughfare. On the way we skirt along the south side of Lafontaine Park, see the Municipal Library, Mount St. Louis College, the imposing facades of the St. Denis Club, the Cercle Universitaire and all the life and colour which make of our cosmopolitan City a center of vital interest for visitors from all over the World. And so back to Dominion square, our starting point.



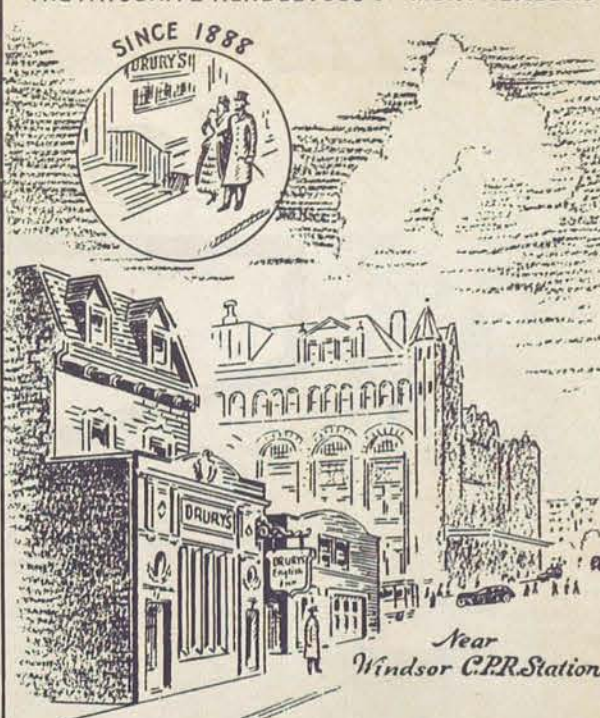
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WAX MUSEUM

ST. JOSEPH'S ORATORY

WESTMOUNT LOOKOUT

WESTMOUNT PARK LIBRARY

DRILL GROUNDS

LACHINE CANAL

MAPLEWOOD AVENUE

COTE DES NEIGES

MONTREAL UNIVERSITY

SHAKESPEARE ROAD

GUY

SHERBROOKE STREET

ST CATHERINE STREET

DORCHESTER

ATWATER

MOUNT ROYAL PARK

LOOK OUT

ART GALLERY

MC GILL UNIVERSITY

DEPARTMENTAL STORES

CITY HALL

DOMINION SQUARE WINDSOR

CNR WINDSOR STATION

CNR BONAVENTURE STATION

ST. LAWRENCE RIVER

COTE STE CATHERINE

ESPLANADE

PINE AVENUE

SHERBROOKE STREET

ST. LAWRENCE STREET

ST DENIS

AMHERST

BON SECOURS CHURCH

NOTRE DAME CHURCH

WAX MUSEUM

ST. JOSEPH'S ORATORY

WESTMOUNT LOOKOUT

WESTMOUNT PARK LIBRARY

DRILL GROUNDS

LACHINE CANAL

CNR WINDSOR STATION

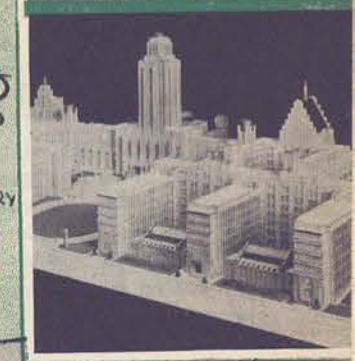
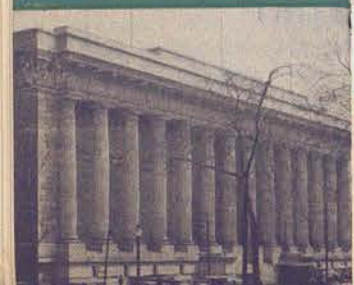
CNR BONAVENTURE STATION

CITY HALL

BON SECOURS CHURCH

NOTRE DAME CHURCH

ST. LAWRENCE RIVER



SEAGRAM'S "V.O."	40 OZ.	\$4.90	25 OZ.	\$3.25	13 OZ.	\$1.70
SEAGRAM'S "83"	40 OZ.	\$4.45	25 OZ.	\$2.95	13 OZ.	\$1.55
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Since 1857

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SEAGRAM'S OLD RYE

Archives de la Ville de Montréal

Joe. E. Seagram & Sons Limited, Waterloo, Ont.

It's a New Thrill....!

Shopping in Montreal.

by BARBARA BARKER



IT'S thrilling to shop in Montreal. Montreal has just about everything! If you do not see what you want you'll find every Montrealese considers it his or her business to find it for you. You are our honoured and invited guest the minute you step over the border.

It's going to cost less for everything this summer, for sightseeing, or shopping. Your big round silver dollar is going to look like a cartwheel.

But, if you only wish to have fun "looking around", that's alright too. We're delighted to have you browse to your heart's content. We can't imagine anything more restful and soothing than poking about in slow tempo, in and out of gift and specialty shops, up and down Sherbrooke, and down the side streets as your gaze lights on some intriguing sign.

But where is the woman who does not want to take home with her some tangible souvenir of her trip; something for the home folks or something for the home? Although she does not want to go home rejoicing only to find her prizes on her own home counters!

We won't let that happen here, if this little shopping talk can be of any guidance. We want you to find that elusive something you have in the back of your mind; the unusual and the unexpected thing that will go on and on giving you pleasure.

We're not averse to telling you about "bargains" things you can buy at great savings, so that you'll save a dime here and a dollar there as you go. Because of preferential tariffs within the British Empire, you will find many things in Canada much lower in price than in the United States. Many things enter Canada duty free.

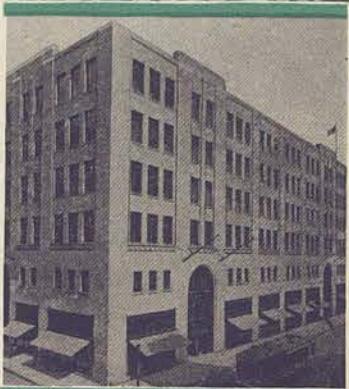
AND REMEMBER, that due to the vagaries of war, your American dollar is worth more here in Canada. Any of our big stores will tell you how much more, and gladly give you the benefit of the exchange. Don't be bashful; ask for it. We appreciate your coming here, and appreciate your patronage of our fine shops.

Coming to the point, you want to know what you can buy here advantageously.

Linens. Scotch and Irish, English and French, Belgian and Italian linens. You'll find many treasures with which to stock your household shelves.

Sweaters. Soft cashmeres, and Shetland wools, as fine as the mist of the Highlands.

Woollens. Dress goods. Fine wool tartans, authentic clan plaids with historic significance. Tweeds, Munro and



THE PICTURES
Top to Bottom

HOLT RENFREW'S IMPOSING NEW FACADE ON SHERBROOKE ST. WEST

HENRY MORGAN & CO. ON PHILLIPS SQUARE, RENOWNED FOR ITS FINE IMPORTS.

THE ROBERT SIMPSON COMPANY'S FINE NEW BUILDING ON ST. CATHERINE NEAR PEE.

THE INTERIOR OF DESJARDIN'S FAMOUS FUR ESTABLISHMENT ON ST. DENIS ST.



SHOPPING - Continued

Harris and other famous makes. And there are tweed coats and British luggage, and fine British shoes for men. And Motor Rugs, and heavenly soft Scottish blankets.

China. You'll find English china dinner-sets at prices to tempt you into setting up every member of the family with heirloom pieces. Some of the world's finest pottery and crystal are to be seen in our Montreal shops. English china is approximately 70% lower in Canada than in the United States.

Canadian Rugs. You'll love the hand-hooked rugs with their charming scenes, as faithfully coloured as an oil painting. At very little cost you can enrich your country home with our colourful Catalogne carpeting made by the *Habitants* of Quebec.

Canadian Furs. Of all things do not forget Canadian furs! The glorious and enormous Prince Edward Island silver foxes, gleaming with jet and silver. Or Canadian Beaver—our busy little emblem—and Hudson Bay Sables guaranteed to make you look like a duchess incognito.

Canadian Handicrafts. Of these Montreal has a rich variety... wood carving, Murray Bay Blankets, made in rural Quebec, New Brunswick pottery, hand hammered pewter and aluminum, and even Canadian made china.

Are you an antique hunter? Montreal is a collector's paradise. Here, there, everywhere, perhaps in your own hotel, you'll find some priceless bits for connoisseurs, and traditional reproductions. Beautiful silver with old crests, fat old decanters in coloured glass, prints and Victorian jewellery—some of it for a song!

Are you following a beauty regime? There are hairdressers in plenty, and all your favourite cosmetics. There's Elizabeth, and Harriet, and Helena, and Antoine de Paris. You'll find French perfumes at tempting prices, and the roses and cream complexions that go with English soaps.

Everything is right at your elbow. In a ten minute stroll up St. Catherine street you can window-shop with amazing thoroughness. Ask your way, and our gallant policemen and courteous taxi-drivers will just leap to attention. Your ears will be enchanted with the musical French of Paris, the home-grown mixture of English and French with appropriate gestures, or

L.P. LAZARE & CO. LTD.

"Famous Guaranteed Furs"



Glorious Furs

AT TREMENDOUS SAVINGS

Visitors from U. S. may use our Budget System.

A small deposit will secure your purchase.

Invoice of sale will be stamped at port of exit and returned to us. You may then pay the balance at your convenience and the merchandise will be expressed directly to you.

EVERY GARMENT COVERED
BY TWO GUARANTEES:

One assuring long satisfactory wear,
the other lowest possible price.

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"Famous Guaranteed Furs"

1454 PEE STREET Opposite the Mount Royal Hotel

The Canadian Handicrafts Shop

The Centre for Canadian Crafts

HOMESPUNS, CARVINGS, HOOKED RUGS, BLANKETS,
HANDWOVEN NECKTIES AND SCARVES

2025 Peel Street

Montreal

(One block north of the Mount Royal Hotel)



Countess NICOL and her son on the steps of the palace

DON'T FAIL TO VISIT

THE MIDGET'S PALACE

961 RACHEL STREET EAST - - - MONTREAL

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IMPORTERS SINCE 1801

Cassidy's Limited

THE BEST AND THE FINEST ENGLISH BONE CHINA:

Royal Crown Derby, Royal Worcester, Coalport, Aynsley,

Cauldon, Paragon, Crown Staffordshire, etc.

Wedgwood Dinnerware, Doulton Figures, Moorcroft Pottery, etc.

ENGLAND'S Finest Silverware Reproductions of

"OLD SHEFFIELD"

The largest selection of European Glassware and Pottery.

51 ST. PAUL STREET WEST

MONTREAL

"Two minutes from Notre-Dame Church and Place d'Armes".

SHOPPING - Continued

the warm friendliness of Canadian English with its cousinly accent.

Uncle Sam is a greatly respected relation of ours . . . And we hope you're going to enjoy visiting us, and take home with you nothing but the pleasantest memories and worthwhile purchases.

The American Customs Regulations permit each tourist to take back \$100 worth of merchandise duty free, providing of course, it is not purchased for re-sale.

All of the stores are conversant with the regulations and will gladly help you with declaration papers.

We envy you coming to Montreal for the first time. It's an old world city with grand traditions of hospitality to the stranger within her walls. So plan to stay as long as you can with us, and may you look forward to your return!



SPORTS SHOP AT HOLT RENFREW



MASCARADE

in this Creation:

PERFUME
FACE POWDER
HAIR LOTION

The presentation of MASCARADE to the Paris World's Fair 1937 has been favoured with the Légion d'Honneur Cross.

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PARIS - MONTREAL
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AND ALL COUNTRIES OF THE WORLD

The best Quality at the most

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Quality and Quantity

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PERFUME TOILET WATER
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HAIR LOTION SACHETS



Good Judgment Calls for Seagram's



WHEN LOYAL SCOTS AGREE

...it must be good!...

MEN who know good whiskies recognize in Seagram's "V.O." a whisky value unsurpassed anywhere in the world.

Seagram's "V.O." is blended so delicately that it is delightful with soda or plain water, and connoisseurs everywhere will urge you to enjoy it that way if you would appreciate to the full its delightful smoothness, delicacy and bouquet.

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Come and Dine
in our Garden

Au Lutin
qui bouffe
ROTISSERIE

Filets Mignons
Pousins
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Tartes au Lutin
Vins, Bière

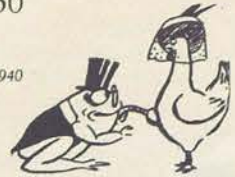
LUNCH FROM \$1.00 DINNER FROM \$1.50

"the most original restaurant in north america"

—Esquire, April 1940

DOLLARD 9305

753, RUE SAINT-GREGOIRE
MONTREAL, CANADA



After Dark - Lights glow with warm hospitality in Montreal -



AFTER dark when every light along our main thoroughfares is a beacon welcoming you to a carefree hour of enjoyment, Montreal literally glows with warm hospitality and its true cosmopolitan spirit shows itself in the wide variety of entertainment it offers for those who wish to throw off the cares of the day, relax and play.

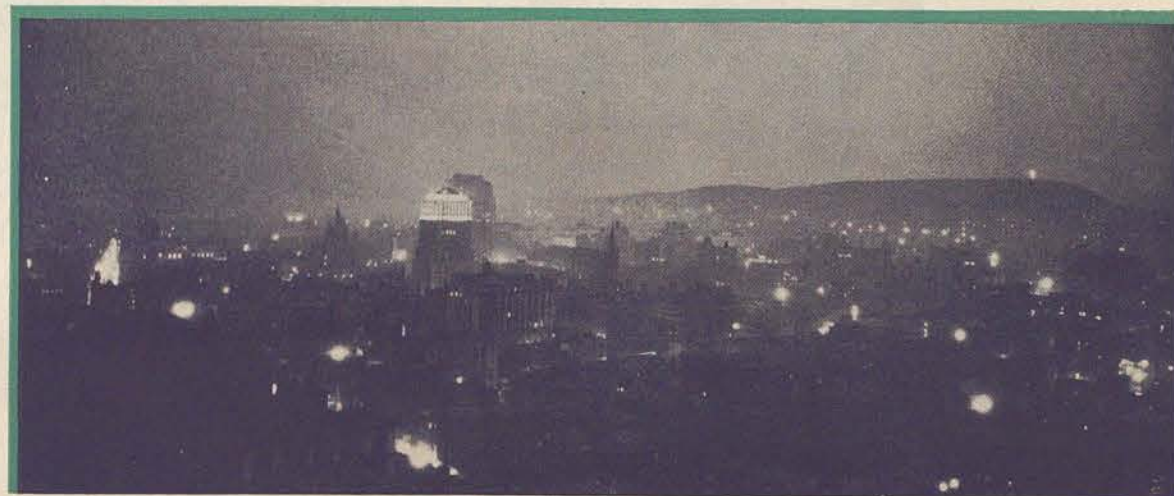
Montreal is essentially a city of apartment dwellers and thousands of our people dine out at night. Restaurants and chop houses of every description and variety await your expectant taste. "Night Life" in Montreal is perhaps not the consciously boisterous excitement of Volstead days but connotes rather a cosmopolitan and

thoroughly experienced knowledge of how to get the most out of the carefree hours between work and sleep.

You may plan your evening confident that you will find that which you seek. From nightfall till the crack of dawn Montreal blooms and blossoms in shining splendour to light the road for your good intentions. We are here to help you enjoy yourself whether it be found in the satisfaction of soothing service in a restaurant de luxe, a quiet sampling of our famous liquors and fine old ales, or the syncopated if noisy rythm of our "hotter" night spots.

MONTREAL AT
NIGHT!

A FANTASY OF
FORM and COLOUR
TO REMAIN
ETCHED IN YOUR
MIND FOR YEARS
TO COME



Lights beckon, glow warmly for the visitor who seeks his fun after dark.

AFTER DARK - Continued

Restaurants, cabarets, and drinking clubs of the swank variety abound in the Peel and St. Catherine Streets district. The word swank does not connote high price however, for most places have done away with the cover charge idea and almost all offer table d'hôte meals of excellent quality at quite reasonable prices. Radiating from this corner north, east, and south one will encounter everything from the epicurean delight of a filet mignon at Au Lutin, the original French dishes of Chez Pierre, to the "male only" tavern adorning the nearest corner. The Samovar, on Peel above St. Catherine is smartly decorated with fine murals and offers unusual food along with gay entertainment at prices well within reach. Café Martin on Mountain Street & Drury's Old English Chop House on Dominion Square, combine smart bars and exquisite cuisine for the connoisseur.

Almost apart from the rest of our night life, and holding a niche of its own in the realm of entertainment are the honky tonks and "smokier" night spots along St. Lawrence Boulevard at St. Catherine. This area includes St. Catherine street itself for one or two blocks east and west of St. Lawrence and is popularly and affectionately known as "The Main". Entertainment of the richer variety is the rule and music and fun is rendered at fast tempo to be slowed only by the rosy tints of dawn.



SAMOUAR

Opposite Mount Royal Hotel

MONTREAL'S SMARTEST NIGHT CLUB
CABARET-RESTAURANT

FAMOUS FOR ITS CUISINE — MUSIC AND
ARTISTIC ENTERTAINMENT

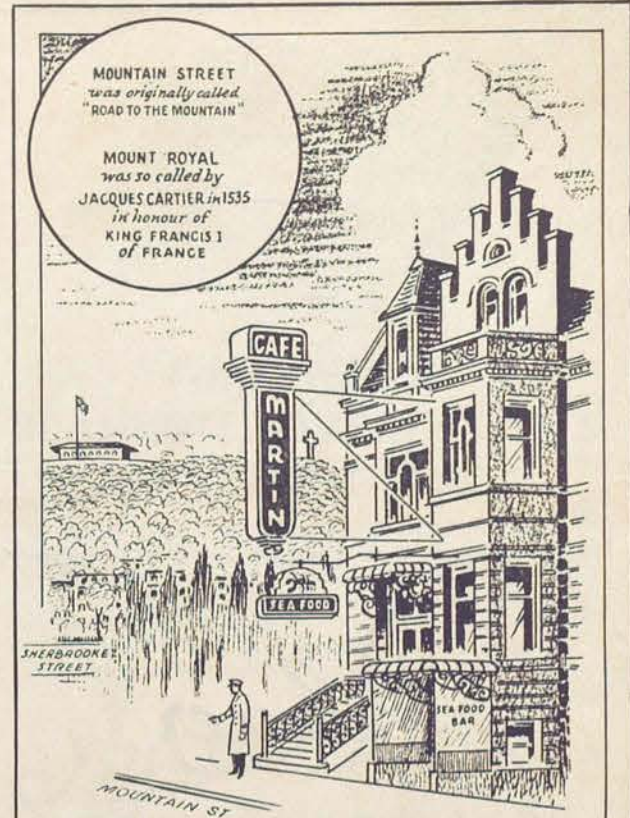
VISIT THE FRIENDLIEST COCKTAIL BAR IN CANADA!

3 SHOWS
NIGHTLY

DINNER
\$1.25

NO COVER
CHARGE

OFFICIAL GOVERNMENT PREMIUM ON AMERICAN MONEY!



CANADA'S FINEST
FRENCH RESTAURANT

Café Martin

LIMITED

1521 MOUNTAIN STREET
MONTREAL

SUPERB CUISINE • IMPECCABLE SERVICE
LUXURIOUS SEA FOOD BAR • CHOICE BEVERAGES
OPEN SUNDAYS

COMPLETELY AIR CONDITIONED
dine in
COOL COMFORT

Ask your driver to end your tour at
Café Martin



Imported Perfumes
Hairdressing □ □ Facials □ □ Chiropody

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1198 St. Catherine Street W., near Drummond

DIAMOND TAXI SERVICE

to
ST. HUBERT AIRPORT
from
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.

Demandez au chauffeur de finir le "TOUR"

Chez Pierre

RESTAURANT FRANCAIS

Plats de Gourmets — Cuisine Lyonnaise
Table d'Hôte .50 à \$1.00 — A la carte, Prix modérés.
SALONS PRIVES — — BIERE ET VIN

Tél. PLateau 1590-0106

1263, RUE LABELLE

MONTREAL

AFTER DARK - Continued

Most of the larger hotels in the uptown district have smart rooms where fine whiskies, vintage wines, and mellow ales may be sampled. These rendezvous are immensely popular with Montrealers themselves and while they stress neither entertainment nor music, life and wine flow in bright colours well into the morning hours.

For those who shun the usual pattern of enjoyment after dark may we suggest a tour of the City with a Diamond Driver? Ask to be taken to the lookout where, 650 feet above the noisy streets, you will see a panorama of lights and shadows in a fantasy of form and colour startling enough to remain etched in your mind for years to come. Or a quick smooth drive to the water's edge at Bout de L'Isle, the Lakeshore, or Cartierville. And if hunger overtakes you, scores of drive-ins beckon with lights and music and good food.

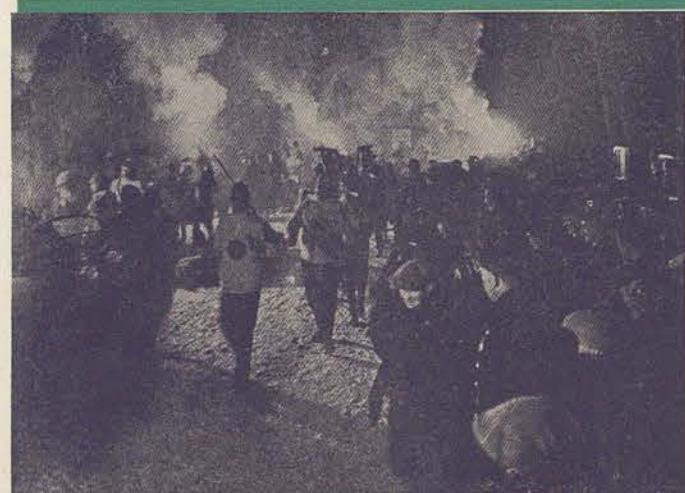
If you are sports-minded the Forum offers boxing and wrestling and variety of other indoor events. A phone call will give you the current program. At the baseball Stadium there is baseball under lights where Montreal Royals of the International League entertain other clubs and purvey a fine brand of AA baseball.

Montreal goes on display after dark. Its heterogeneous population of French and English mingle, and are on parade. They are out to enjoy themselves each in their own way and want you, the stranger within our gates, to do the same. To the best of our ability we have provided the setting to suit all tastes and purses. Lights beckon, glow warmly for the visitor to Montreal who seeks his fun after dark.



Murray's
GOOD FOOD

15 RESTAURANTS
MONTREAL & TORONTO



FETE DE NUIT, MID-WINTER ON MOUNT ROYAL

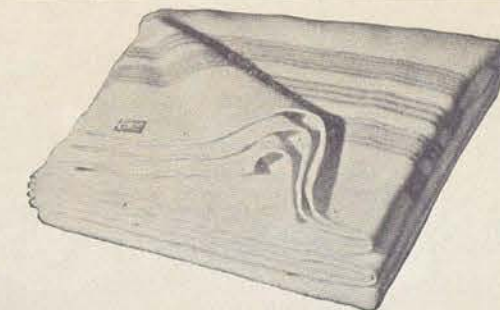


DIAMOND'S ARMY OF DISPATCHERS

When you Call - 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 among 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 1939 — proof enough that Montrealers are taxi-conscious.

DIAMOND'S RECEIVING OPERATORS



PURE WOOL BLANKETS, OVERTHROWS TRAVELLING RUGS

● An old family firm — Ayers — with an unsurpassed reputation for more than three generations in the making of pure wool blankets of all types — soft, colourful overthrows — smart, clan tartan travelling rugs — invites you to compare the wide variety and excellent quality of all Ayers products — but first look for the Ayers label.

Ayers
LIMITED

LACHUTE MILLS, P.Q.
Established 1870

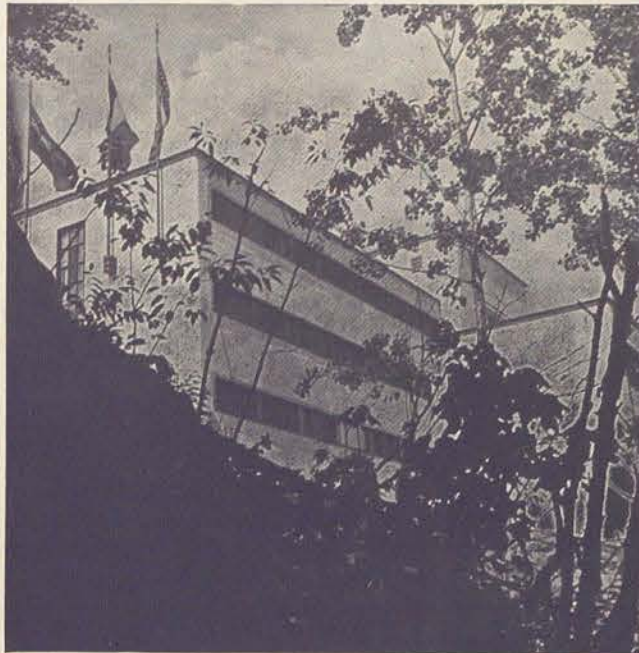


The Sign of a Good Dealer

Stop at this sign for good gasoline, good motor oil, good service. Imperial Oil products are backed by the reputation of Canada's oldest and largest oil company.

IMPERIAL OIL LIMITED

DOMAINE D'ESTEREL



SKY-HIGH in the heart of the LAURENTIANS

SEVEN THOUSAND breath-taking acres of mountain lakes and woodland streams! A year-round resort with every seasonal sport and pastime... swimming, boating, horseback riding, skeet shooting, archery, tennis, badminton... hunting and fishing... magnificent winter skiing, skating and skijoring on the surface of the lake, etc.

Luxurious Hotel, Rustic Lodge, Community Center with the famed "Blue Room", first-run motion pictures, Shops.

A distinctive resort. Enjoy a holiday there now... or come back next winter.

Rates: \$4.50 up, American Plan.
Restricted Clientele.

Write for Booklet... or ask for one during a tour visit.



Domaine
d'ESTEREL

STE. MARGUERITE DU LAC
MASSON, QUEBEC

LAURENTIANS - Continued

This picturesque river is a constant delight to the eye, twisting and turning in most unexpected fashion. It is full of unannounced surprises and changes its character with every appearance; flashing rapids, a widened bend which is almost a lake, a placid stream meandering through a meadow, or a roaring torrent pouring whitened water over a rocky cliff.

Piedmont is our next village, a picturesque hamlet nestled at the junction of two soaring peaks and famed for its fast hills and good cheer during the long months of winter. A long stretch of steeply climbing highway follows and over the brow of a long hill we suddenly come into Ste-Adèle-des-Monts.

At Ste-Adèle 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'Esterel, 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-joring on the surface 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 movies theatre, restaurant and dance pavilion. 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 other 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 into 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.



Murray's
GOOD
FOOD
15 RESTAURANTS
MONTREAL & TORONTO

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. It forms a natural playground for Montrealers and most of our important Golf Clubs, Yacht Clubs, Paddling Associations, Swimming Clubs and kindred organizations dwell along the shores of beautiful Lake St. Louis.

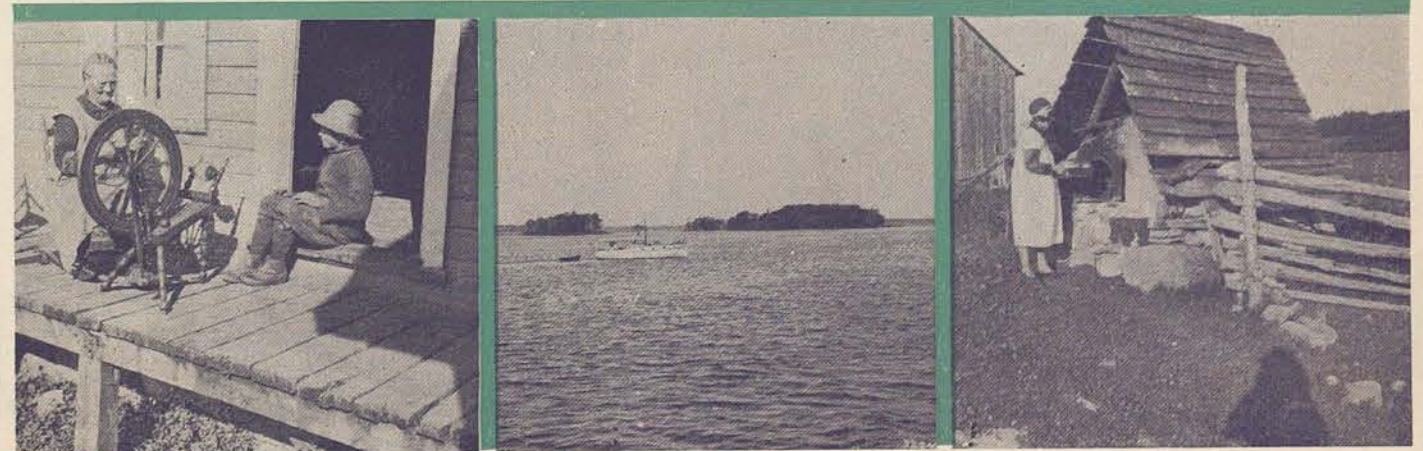
Our starting point is Dominion Square and our immediate objective Cartierville, on the Rivière des Prairies, the northern boundary of the Island. Leaving the Square we ascend the slopes of Mount Royal along Côte des Neiges Boulevard, and run down the other side along Queen Mary Road, travel into Boulevard Décarie and reach the Town of St. Laurent. Here we link up with the Cartierville highway and in a trice have arrived at the edge of the River.

At Cartierville 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 lakeside portion of our drive at Lachine. Here we see the head of the famous Lachine Locks, built to escape the fierce rapids of the St. Lawrence at that point. We branch into the Ville Lasalle Road, better known as the Lower Lachine Road and get a magnificent view of Lachine Rapids as we run alongside the St. Lawrence into Ville Lasalle and from there into Verdun, a thriving community forming part of Greater Montreal. Verdun's broadwalk is miles long and between it and our driveway is a continuous park with smooth green lawn and a great variety of flower beds. Our route is direct through Verdun to the City proper and thence once again to Dominion Square, our starting point.



For 1942

THE SECOND ARTS & CRAFTS FAIR will be held in the historic barracks on beautiful St. Helen's Island from June 15th to July 7th, 1940. Don't miss this unique demonstration of Quebec Handicrafts.



1642 -- 300th Anniversary of the Founding of Montreal -- 1942
Montreal Tercentenary Commission

Your
French Canadian
Host

THE French Canadian is gay, vivacious, volatile and voluble. He loves a good time, an argument and his home. He works hard and knows how to play too. Far from stereotyped, he is a rugged individualist in a continent overwhelmed by standardization. A stranger to the city finds the *Canadien* charming, possessed of an old world gallantry, the natural gift of his Latin temperament. His work and play are carried out at modern American tempo but in his heart lies deep reverence for his Church, his home and "la terre de chez nous" — his homeland.

It is impossible to speak of the French Canadian without saying something about his religion. The Roman Church is dominant in Quebec. From the days of Maisonneuve it has played an historic role in the development of French Canada. With fearless energy its early missionaries pushed forward the frontiers of civilization in the New World; many of them were martyrs whose heroic memory is closely woven with the legendary history of the French Regime. The Catholic Church was the natural protector of French rights during the difficult years succeeding the conquest. Its influence, felt everywhere throughout the province, has fostered the unique duality of race, tongue and faith, which lends to Montreal a cachet not to be found elsewhere on this continent. The Catholic Church is the *Canadien's* counsellor and friend; it designs his education, protects his institutions, maintains his fine traditions and has done much to preserve his language.

The question most often asked about the French Canadian concerns his language. Is Canadian French really French? Of course it is! Grammatically, French is French the world over, just as English is English no matter where it is spoken. Yet there is variation in the clipped, flat accents of the New Yorker and the drawl of Oxford. The belle of Charlotte, North Carolina would have difficulty at first in understanding the strident tones of the Cockney. Yet they are both English — with a difference!

French in Canada is a sound language, grammatically pure and it cannot be accused of any deterioration because of separation in time and distance from the fountainhead of that language in a land across the seas. It must be remembered too that there is a vast difference between the vocabulary of the manual labourer and the university graduate in any language. It would lead to a gross misconception of the French language in Canada unless the education and the background of the person speaking is well understood.



YOU who have come to Québec for that French Canadian vacation are truly welcome to this Old World Province!

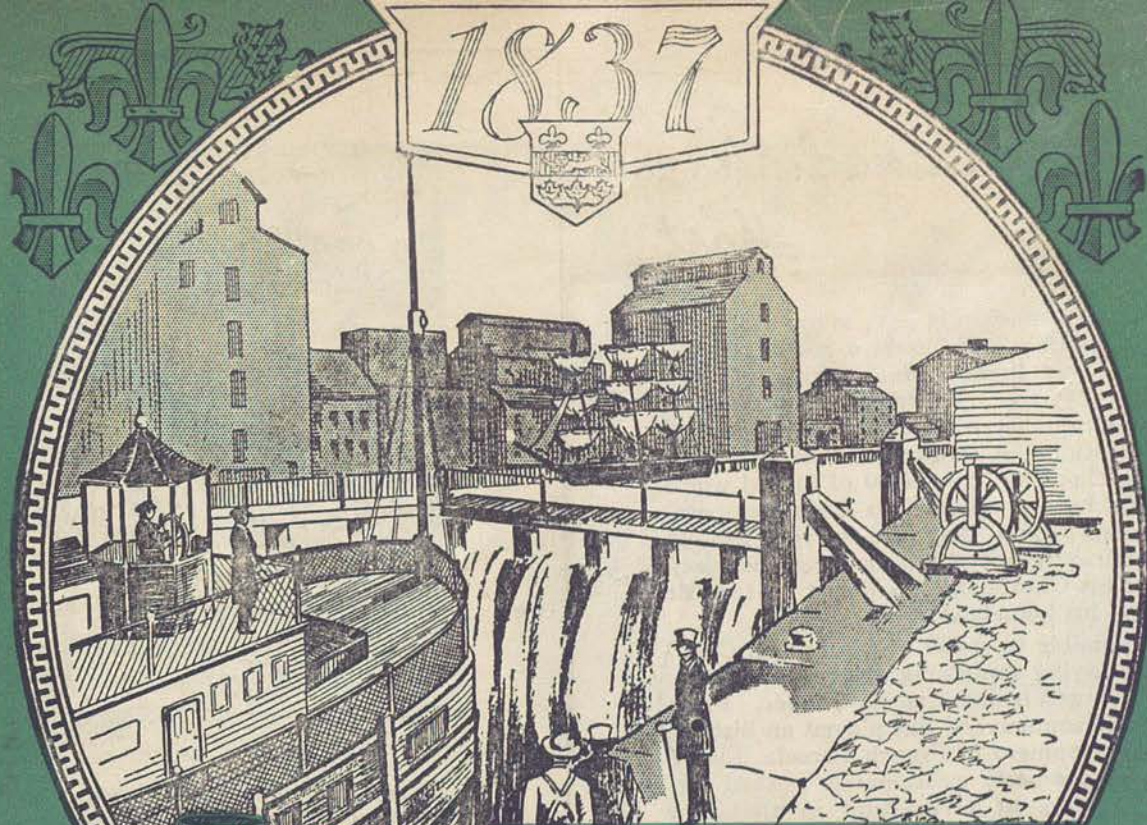
There's much to see, much to do, while you are here . . . Montréal, second-largest French speaking city of the world, metropolis of Canada, will thrill you with its contrast, history and gaiety. Québec, the quaint St. Lawrence city that is the capital of the Province will bring you closer to the traditions, culture and language that belong to these friendly French Canadians you will meet . . .

Farther afield, you'll discover Hull and the Gatineau Valley . . . the broad sweep of the Laurentian Mountains . . . the St. Maurice Valley, and Laurentides Park . . . the Eastern Townships, Abitibi, Témiscamingue, Lac St-Jean, Chicoutimi, Charlevoix, Saguenay, Gaspé!

Bienvenue! And may your French Canadian vacation this year bring you back again soon to *Le vieux Québec...*

For any information, maps or descriptive literature, apply to any Local Travel Bureau or direct to:

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