

1940-41



You Are Invited
to visit
Montreal

V. 14372 - 82

CABINET DU MAIRE



OFFICE OF THE MAYOR

MONTRÉAL

WELCOME!

No matter what the tourist seeks to make his stay away from home memorable, he will find it in Montreal: historical background; thriving industry; sports, both summer and winter; gorgeous scenery, and a heart-warming hospitality.

Montréal was the birthplace of Pierre LeMoynes d'Iberville, founder of Louisiana, and of his brother, Bienville, Founder of New Orleans; Repentigny, nearby, was the birthplace of Salomon Juneau, founder and first Mayor of Milwaukee. Here, too, lived LeMothe-Cadillac, founder of Detroit and Duluth, explorer of the Dakotas. It is not possible to compress within the limits of this foreword the growth of Montréal from an Indian Village, in 1642, but the visitor who takes an interest in such matters will find here a veritable treasure-house of historical lore.

The only city in Canada with a population of over a million, is in every respect a modern city. Montréal, nevertheless, is in every respect a modern city. Montréal, nevertheless, is in every respect a modern city. Montréal, nevertheless, is in every respect a modern city.

Within a very short distance of the city is the Laurentian District, world-famed for its winter sports and for hunting and fishing at other times of the year. The Laurentian Hills, at any season of the year, will tempt any lover of Nature to linger and be charmed by the picturesque countryside. More than three-quarters of the inhabitants of Montréal speak French as their native tongue. They and their English-speaking fellow-citizens have a well-deserved reputation as dispensers of a warm and charming hospitality. On their behalf I say, "Welcome to Montréal. We assure you that you will not regret your visit to the Metropolis of Canada."

Adhémar Raynault
Adhémar Raynault,
MAYOR OF MONTREAL.

1918, 51, 2099



MEMBER OF THE CANADIAN CHAMBER OF COMMERCE
MEMBER OF THE FEDERATION OF CHAMBERS OF COMMERCE OF THE BRITISH EMPIRE

THE MONTREAL BOARD OF TRADE

MONTREAL

AN INVITATION

Most of us think that a truly enjoyable holiday must embody four features.—new and interesting places to visit; relaxation, to send us back to our work with a fresh outlook; courtesy from the people of the countries in which we travel; and the feeling that our money has been spent wisely, with full value received for every penny.

What constitutes the perfect vacation?—a truly enjoyable holiday must embody four features.—new and interesting places to visit; relaxation, to send us back to our work with a fresh outlook; courtesy from the people of the countries in which we travel; and the feeling that our money has been spent wisely, with full value received for every penny.

Montréal is but a short distance from the Laurentian Mountains where, in winter and summer, the jaded traveler can find rest and health in surroundings of outstanding beauty. In Montréal, and throughout the surrounding country, you will meet with unfailing courtesy and kindness. Even the remotest village in the mountains has a warm welcome for the American tourist.

La Chambre de Commerce
du district de Montréal

25, rue St-Jacques
Montréal

Ch. D'Amour
President

MONTREAL
vous attend

la métropole du Canada, la ville des contrastes, deux-
iême centre français du monde - aussi la plus vivante
des agglomérations urbaines sises au nord du continent
américain. Deux civilisations nettement distinctes s'y
côtoient dans une atmosphère accueillante, au carrefour
des grands réseaux de communication.

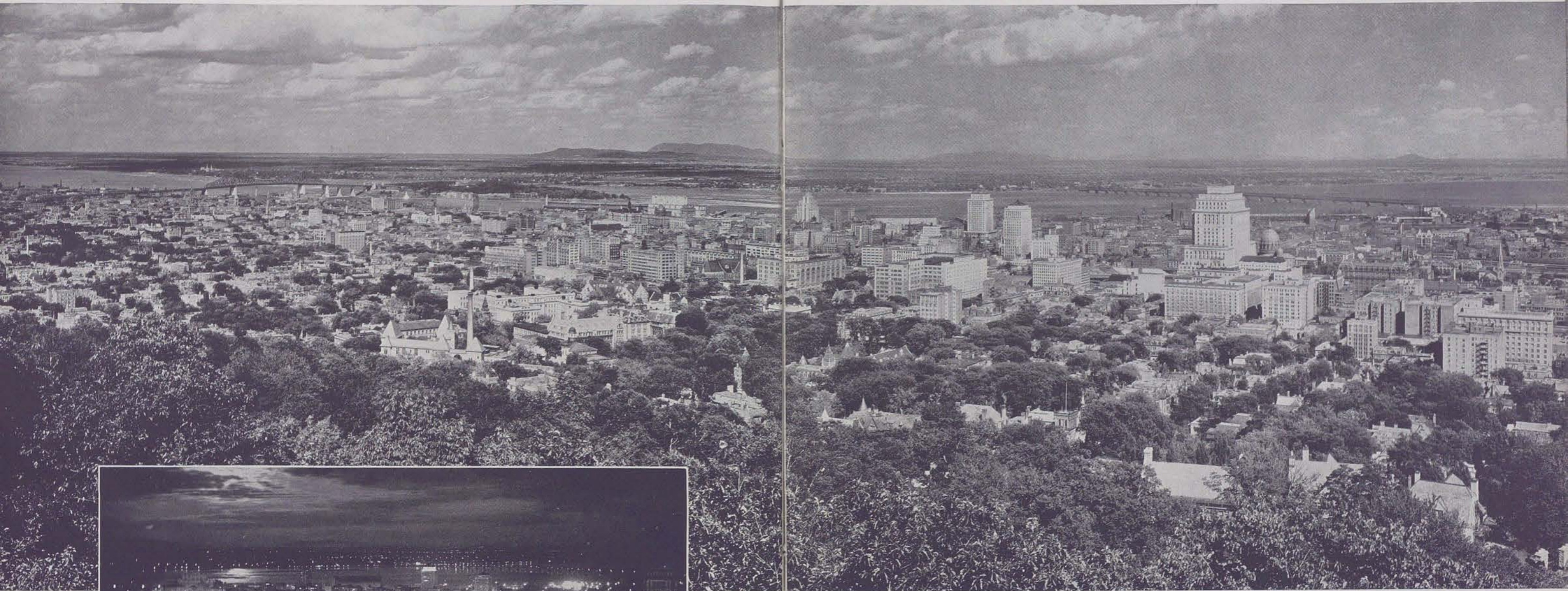
MONTREAL vous plaira par son caractère hospitalier, l'archaïsme de ses vieilles demeures -
reliques d'une époque révolue; vous y ferez un séjour
agréable au milieu d'un décor inusité, pittoresque et
serein.

Du sommet du Mont-Royal à 700 pieds
d'altitude, MONTREAL apparaît à l'observateur sous l'as-
pect d'un immense jalonement d'entreprises, articulées
dans un panorama verdoyant, à perte de vue, sur le par-
cours de l'estuaire prépondérant du commerce canadien.
Perçant la ligne de nivellement du commerce canadien,
à travers les volutes de fumée grisâtre attestant la puis-
sance de production, l'énorme force de travail d'une col-
lectivité laborieuse.

Songez-y, MONTREAL vous attend.

Valmore Gratton
Valmore Gratton
Président

From Mount Royal Lookout. **YOU WILL ADMIRE THE GORGEOUS VIEW!**



AT NIGHT IT IS EVEN MORE BEAUTIFUL, PALE MOONLIGHT SOFTENING THE BLAZING SKY-LINE

By day or by night (*left*) the view from Mount Royal takes your breath away. From here you are looking due south. In the foreground is the business and downtown section of Montréal itself. You will recognize either of the two bridges you crossed coming into town. On the horizon you spot the blue bulge of the Adirondacks—the United States. You may see transatlantic liners coming up the river, going under the Jacques Cartier Bridge span (*left*) and docking near the Victory Tower, opposite St. Helen's Island. Or you'll notice planes arriving and departing, from all corners of the continent, at St. Hubert airport across the river, looking south-east. But when the river shimmers in the moonlight, and the neon-glow lights up the sky, then you will suddenly feel the romantic attraction of Montréal and the great island it lives on. Here stands the second largest French-speaking city in the world, the "City of spires in the green," with more churches and chapels open to worship than Rome itself.

Bon-Secours Market the oldest and largest open air market in Montréal, taking its name from the nearby church of Bon-Secours ("Our Lady of Good Help").



LORD NELSON (ON HIS COLUMN) TOWERS ABOVE THIS BUSY SCENE

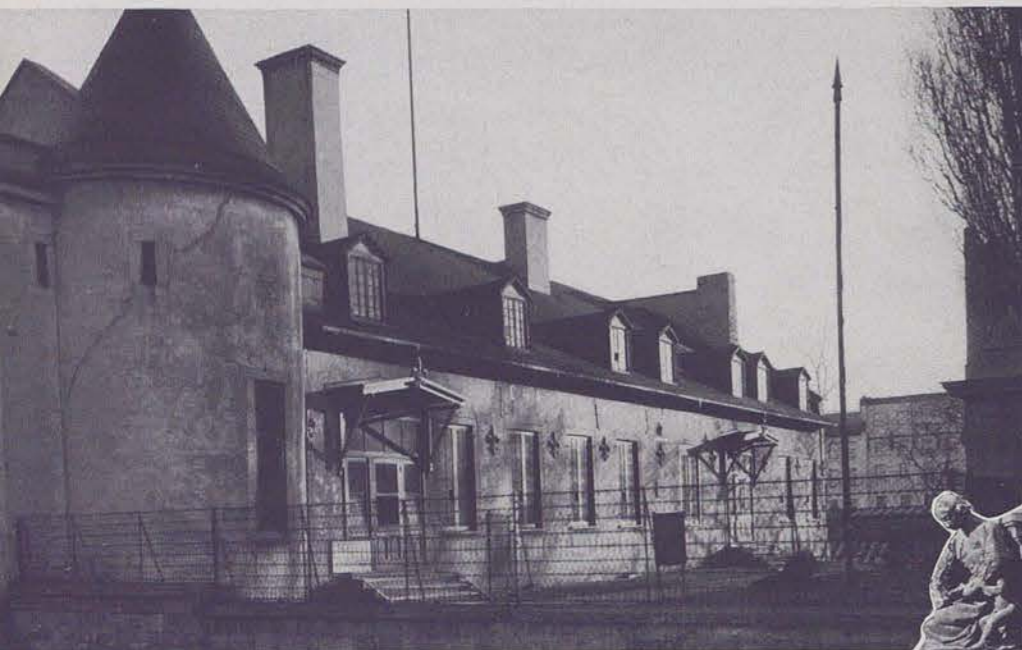


Visit this crowded and colorful market scene; Habitant vendors bargain excitedly at vehicles and stalls. *Above* is seen one of the typical stalls with one of the pictorial plaques on Nelson's monument in the background.



MONUMENT TO PAUL DE CHOMEDY DE MAISONNEUVE

(left) stands in Place d'Armes, facing one of the most picturesque of churches in America—"Notre-Dame de Montréal."



Chateau de Ramezay, ancient landmark, erected in 1705 by the French governor whose name it bears. After the secession of Canada bought by the Crown. In 1775 residence of General Montgomery whose American forces took Montréal. Benjamin Franklin, Samuel Chase and Charles Carroll arrived here in 1776 seeking French Canadian support. Their mission failed, returned to Philadelphia in time to sign the Declaration of Independence.



HISTORICAL AND RELIGIOUS MUSEUMS



Notre-Dame DE MONTRÉAL

of Norman Gothic style, built by famed New York architect O'Donnell, who is buried in the crypt. The present building was completed in 1829. In the belfry hangs "Le Gros Bourdon," largest bell in America. Behind the Church is the "Treasure of Notre-Dame" (*above*), a museum of priceless religious art treasures, sacred vases, sacerdotal vestments and beautiful gifts from French monarchs of the 17th and 18th centuries. Adjoining Notre Dame is the oldest building in use in Montréal today, the Seminary of Saint-Sulpice (*upper right*). Built in 1683 by Messire Dollier de Casson, gallant officer of Turenne's Army, it is now occupied by the congregation of the "Messieurs de Saint-Sulpice."

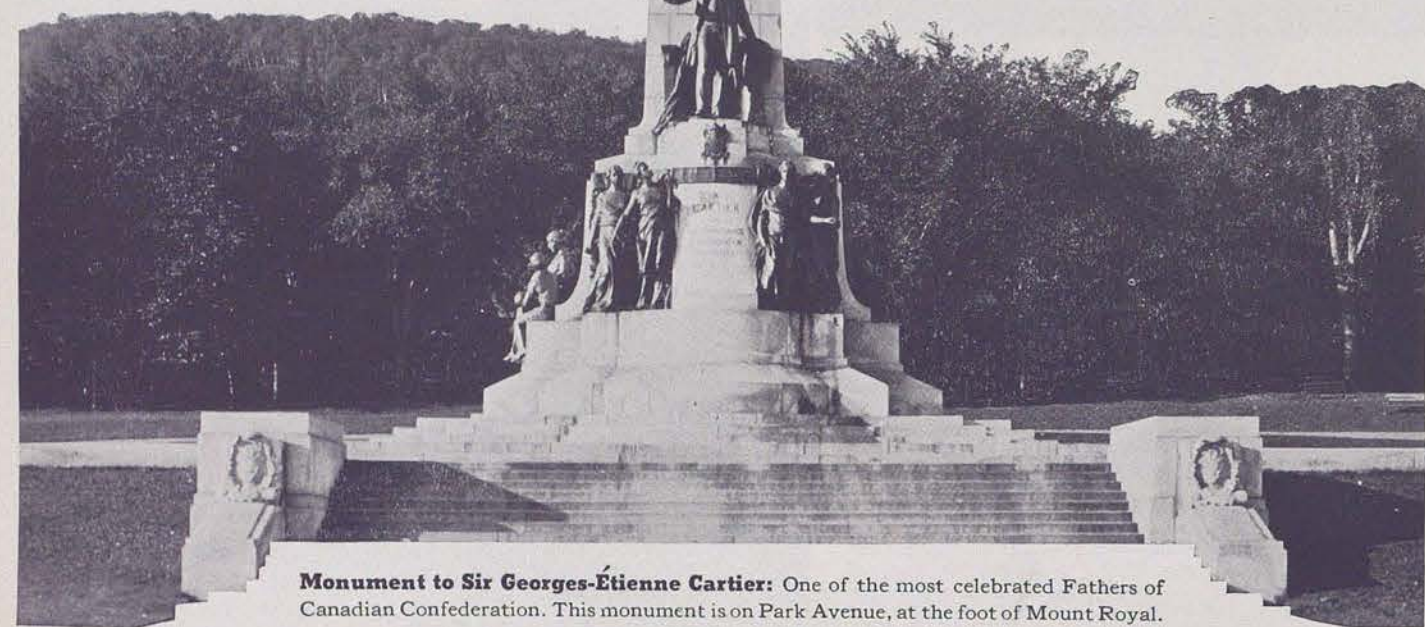
MUSEE HISTORIQUE CANADIEN

(top left) situated on Queen Mary road, houses some of the world's most life-like wax figures depicting the story of Christianity and events from early Canadian history. Inside the museum is, in part, a replica of the catacombs of Rome.





Wherever you go in Montréal you'll find monuments, statuary and historic plaques, testifying to the Montrealer's pride in the past and his desire to commemorate great deeds and great men. Monument to heroic Dollard des Ormeaux (*above*), who in 1660, with 16 companions, withstood a great Indian siege. Monument to Edward VII (*upper right*) on Phillips Square in the heart of the city. The work of the late Philippe Hébert.



Monument to Sir Georges-Étienne Cartier: One of the most celebrated Fathers of Canadian Confederation. This monument is on Park Avenue, at the foot of Mount Royal.

The Cross ON THE MOUNTAIN

100 feet high, this illuminated cross, facing the rising sun, commemorates the day in 1643, when Maisonneuve, founder of Montréal, carried a huge wooden cross on his shoulders from the banks of the St. Lawrence to the top of the Mountain. It was erected by the Society Saint Jean Baptiste.



Pilgrimages to St. Joseph's Oratory, on the Northern Slope of Mount Royal, attract visitors from all parts of America.

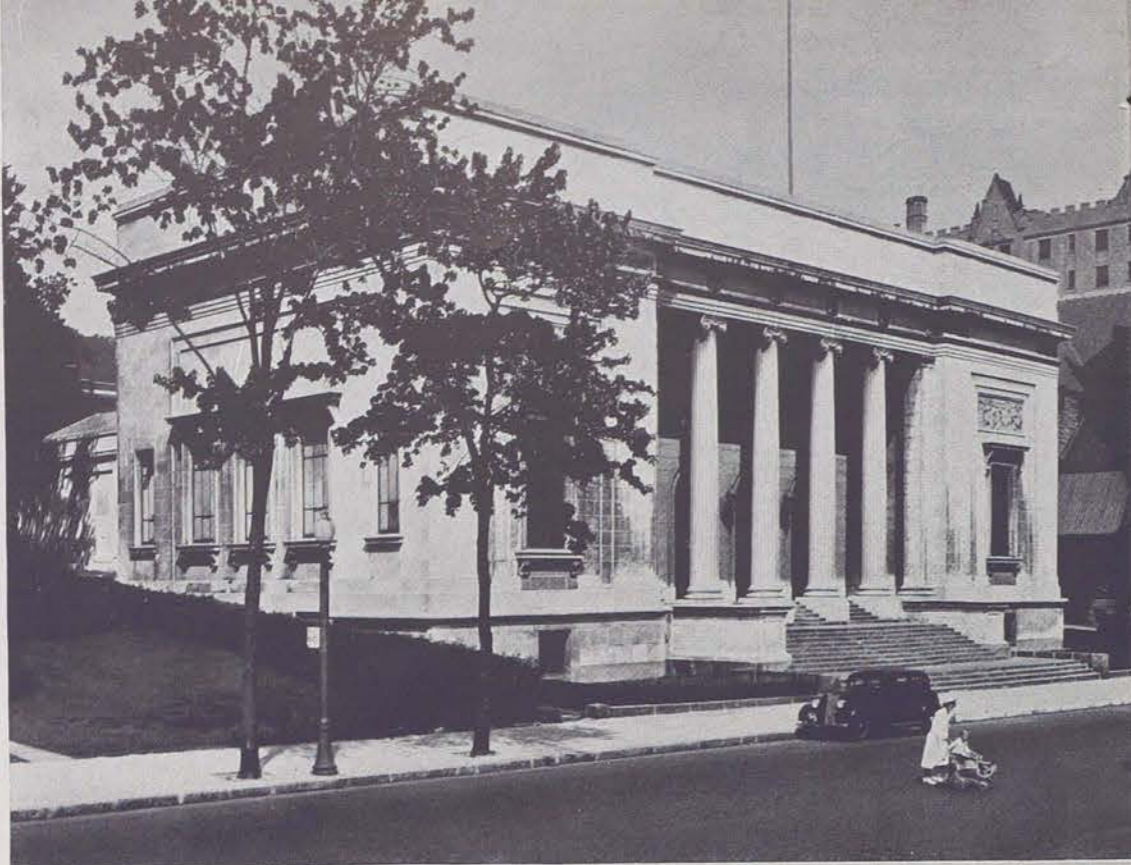
St. James' CATHEDRAL

Properly called "the Basilica of Saint-Jacques-le-Mineur," the Roman Catholic Cathedral of Montréal occupies a commanding situation on Dominion Square in the heart of the city. A replica of St. Peter's of Rome, it is built to scale of about one-third. Erected in 1870, its imposing dimensions are seen to advantage. The bronze baldachino over the main altar is faithfully reproduced after the original in St. Peter's in Rome.



CANADA'S
Art Centre

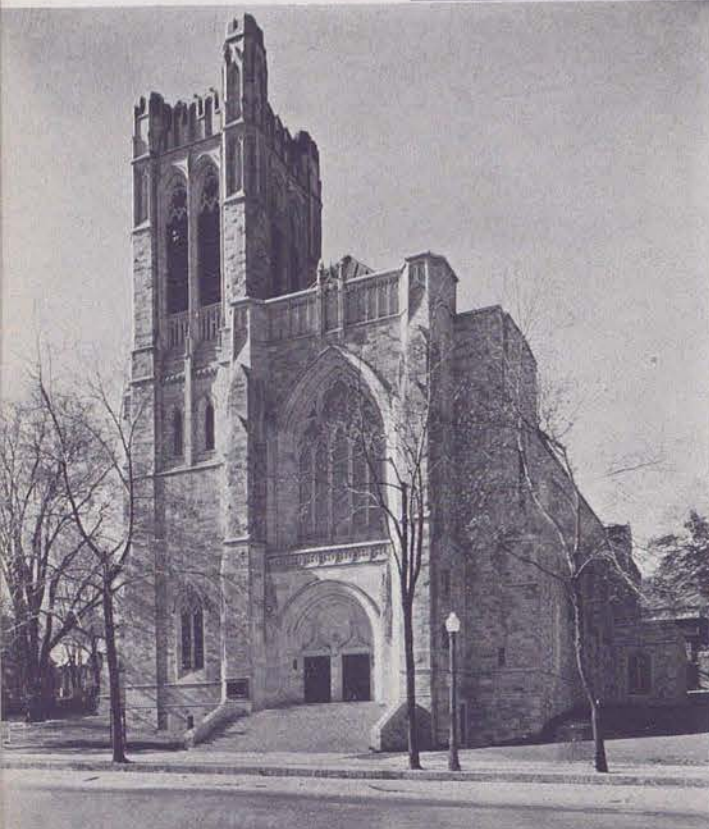
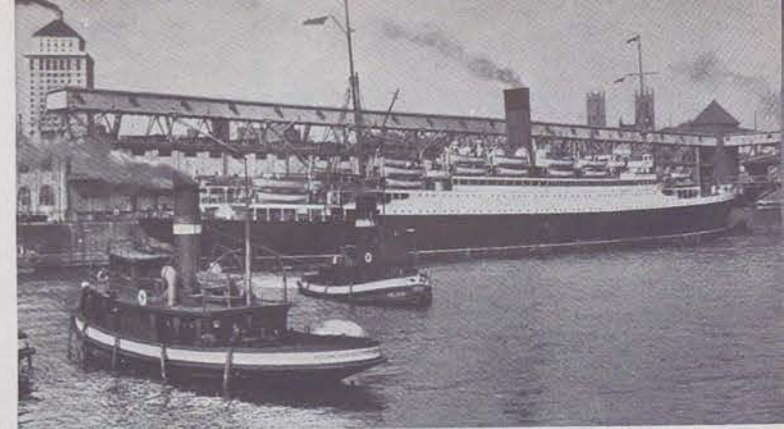
where Spring and Fall shows of the Montréal Art Association are held. You are invited to see exhibitions of the Royal Canadian Academy, and the valuable permanent collection of paintings, particularly of the French and Dutch schools. It is centrally located on Sherbrooke St., one of Montréal's boulevards, only a short distance from your hotel.



MONTREAL

a Thousand Miles from the Sea

yet, one of the world's greatest ports. For nine months transatlantic traffic moves up the great St. Lawrence River, making Montréal an international freight and passenger terminal. Here also begins the great canal system leading to the Great Lakes—with its immense traffic of cargo and passenger steamers. This aerial view shows the main part of the fifteen-mile water front. In the middle distance is seen the Jacques Cartier bridge, connecting the two shores (across St. Helen's Island.) *In the lower left-hand corner* is seen the opening of the Lachine Canal. *Inset lower right:* river passenger steamers; *upper right:* transatlantic liner flying the Blue Peter, signalling its departure for England, a lively and interesting scene to watch.



Church of
**ST. ANDREW
AND
ST. PAUL**

(Presbyterian)
Sherbrooke St. West. Erected in 1932, this beautiful church is one of the newest and largest of many interesting Protestant churches in Montréal. Two congregations worship here, St. Paul's founded in 1833 and St. Andrew's in 1824.

**BON-
SECOURS
CHURCH**

(Our Lady of Good Help) — a sailor's shrine facing the St. Lawrence River. The beautiful interior of this church bears witness of its great traditions.





Founded in 1659 by pioneer educationist Marguerite Bourgeoys, the Congregation of Notre Dame was, in its early days, housed in St. Gabriel's Farm House. Today 250 years later, members of the sisterhood still occupy the old stone building (above) on Favard Street. The attic (left) shows rough-hewn rafters with wooden pegs for nails.

ÎLE SAINTE-HÉLÈNE (ST. HELEN'S ISLAND)

Early in the city's history St. Helen's Island, in view of its location in mid-St. Lawrence, was Montréal's strategic point of defense. Today it is one of the city's great natural parks. Indian, French, British and American Revolutionary troops fought each other on this "green garden in the river." The original battlements, well-preserved, still stand today in the shadow of the Jacques Cartier Bridge which links St. Helen's to Montréal. High on the island's crest is an ancient wooden blockhouse dating back to 1812. Hundreds of thousands of dollars spent on the island have made it today a pleasure spot with new beaches, roads, walks, dance pavilions and restaurants. Cooled by breezes from the river it is the ideal spot for a sunny summer afternoon.



Dominating the river from its strategic perch on the lip of a hundred-foot cliff, the blockhouse today welcomes the "invasion" of thousands of visitors.



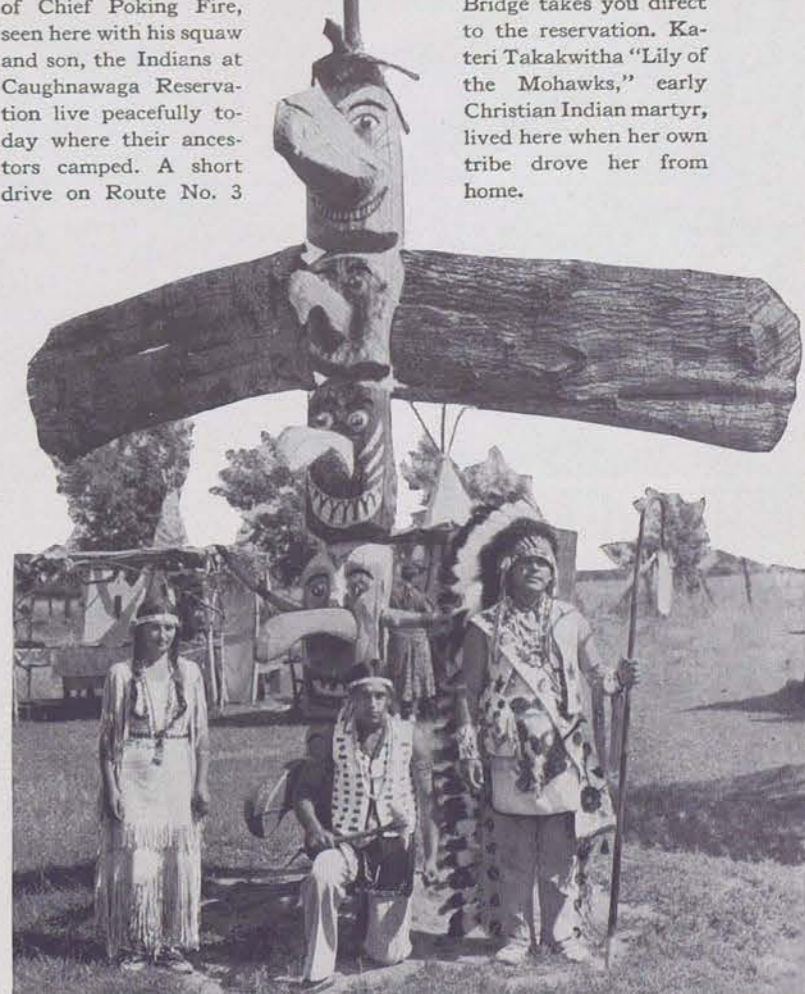
Nocturnal by nature, beavers dislike morning light. Their first "Show of Industry" starts at 3 p.m. To reach "Le Domaine du Bièvre" (Beavertown) drive north on Route 29 over Pont David (David Bridge), turn right and drive four miles.

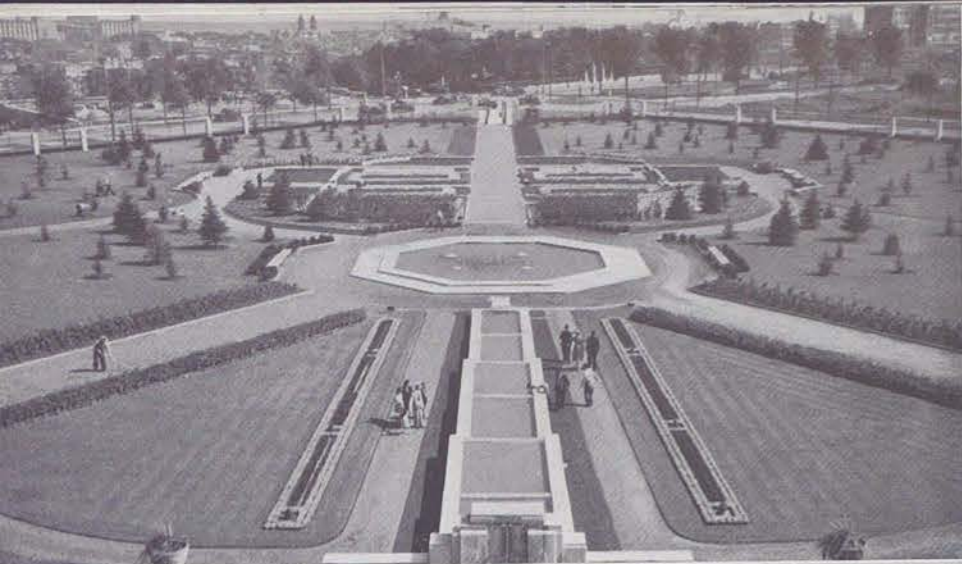
Trips OUT OF TOWN

The district around Montréal is brimming with things to see and do. Opportunities for a jaunt out of town, whether for an afternoon, a day or a week-end, are plentiful. At Terrebonne, Quebec, just 11 miles outside the city limits is the Beaver Restoration Colony operated by Edouard Lavoie, expert breeder. Prize beavers such as "Jacques Cartier" and "John Jacob Astor" will gnaw through a sapling in 90 seconds while you watch them. At the Caughnawaga Indian Reservation on the south shore of the river, native Iroquois in tribal dress display customs, relics and wardances of their forefathers. Both these places are reached by bus. For a week-end, cool river cruises in the world's most modern river liners take one down the St. Lawrence through the heart of old French-Canada. One particularly thrilling trip in a specially-constructed ship "shoots" the tumultuous Lachine Rapids.

Under the leadership of Chief Poking Fire, seen here with his squaw and son, the Indians at Caughnawaga Reservation live peacefully today where their ancestors camped. A short drive on Route No. 3

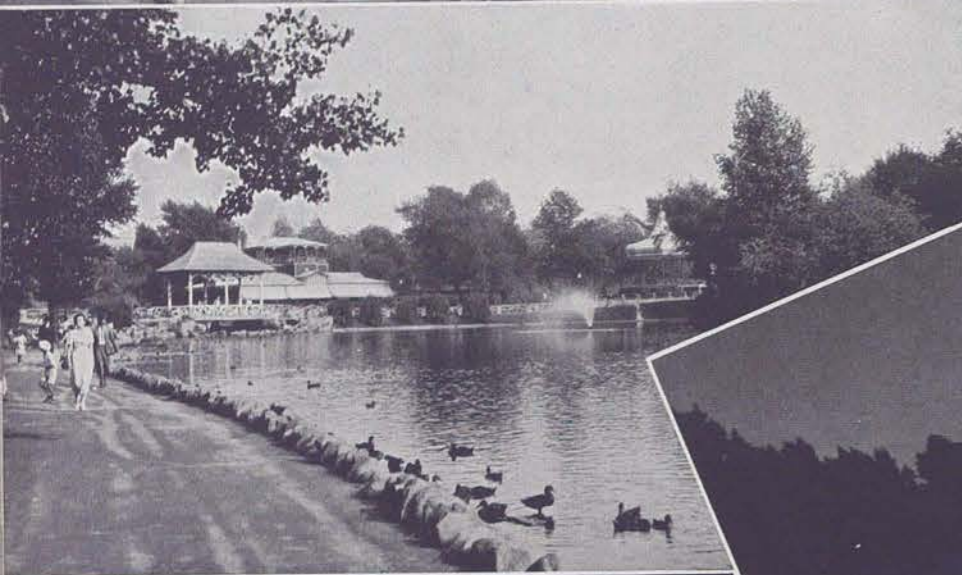
over the Honoré Mercier Bridge takes you direct to the reservation. Kateri Takakwitha "Lily of the Mohawks," early Christian Indian martyr, lived here when her own tribe drove her from home.



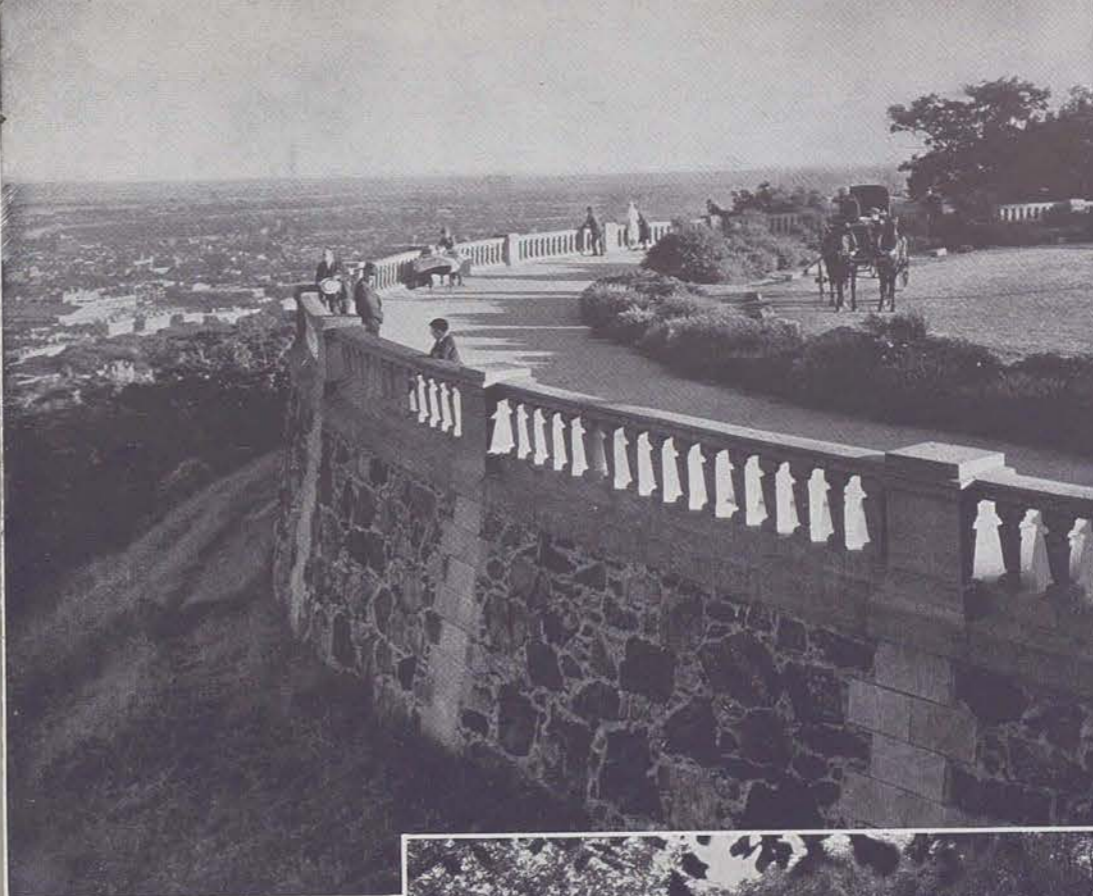


MONTREAL, A GREAT CITY of Many Moods!

Montréal will soon be 300 years old. It carries its years with distinction and poise. The onrushing tide of Empire building has swept across this ancient town, creating on its way towering skyscrapers, vast industrial plants. But all this frantic commercial activity scarcely disturbs the serene atmosphere of gay Montréal. Visitors wonder sometimes if Montréalers ever work—and sometimes believe they never play! Montréal will contribute something to your life—its many moods are contagious. The Cross on the Mountain stands guard—greet you when you come—is the last thing you see when leaving.



Top—Montréal Botanical Gardens—Annual Flower Garden, as seen from roof of Administration Building. *Middle*—Day and night in Lafontaine Park. You'll enjoy a walk along these lovely ponds, playgrounds and beautiful lawns. *Bottom*—Outdoor concerts at the Chalet on top of Mount Royal, presented by La Société des Concerts Symphoniques, draw thousands of music-lovers on summer nights.



YOU'LL LOVE the Lookout...

perched on the steep crest of Mount Royal. The romantic way up is to ride in one of the horse-drawn carriages (shown in illustration) quickly called into service by the doorman at your hotel. No motor vehicles are allowed on the shady winding mountain roads. Your driver entertains you with a fund of stories about Montréal, explains the breathtaking view from the top (seen on previous pages of this book). Tea and refreshments served in the Mountain Chalet.

LAFONTAINE PARK AND MOUNT ROYAL PARK

entertain more visitors than any other section of Montréal. Within the boundaries of Mount Royal Park are 475 acres of well-wooded areas, open expanses, winding roads and bridle paths. Like St. Helen's Island, this park is improved this year, with the reclamation of a lake where geologists have discovered the remains of an old Indian village. Geologists also claim that Mount Royal is the remains of a mile-high volcano—but that's a long time ago.

Children adore the play-ponds in Lafontaine Park (right).





November 11th
ANY YEAR SINCE 1918

On this day the great spread of Dominion Square is crowded with people, representatives of Great War veterans' organizations and many military units observing the Armistice service at a Cenotaph which is a replica of the one in Whitehall, London. This ceremony, which has been performed here since 1918, has taken on a new and deeper significance with the outbreak of World War II. This panoramic view shows, from left to right, bordering the park, Dominion Square Building, the Sun Life Building and St. James Basilica. Seen here in the bareness of the late autumn, the Square is in summer a charming, elm-sheltered park with soft green lawns and gorgeous beds of colorful flowers.



The Pipe Band **OF THE BLACK WATCH (ROYAL HIGHLAND REGIMENT) OF CANADA...**

This Regiment or other noted units of Montréal's garrison may be seen marching through the streets. The stirring skirl of the bagpipes, the magnificent rhythm of these marching men in their highland uniforms make a very colorful spectacle

which never fails to arouse the enthusiasm of visitors who may have believed that the most handsome men in Canada were the Royal Canadian Mounted Police. Well, perhaps, they are. But you should see the Highlanders, too.

The Code
NAPOLÉON

is still Civil Law in the Province of Québec, and practised in the Law Courts of Montréal. St. James Street brings you to Place d'Armes (where you see Notre-Dame Church) and a short distance away from here your eye strikes the old and new Law Courts where the people of this City settle their differences (in French, of course). You are now in the heart of Montréal, the centre of the old French régime.

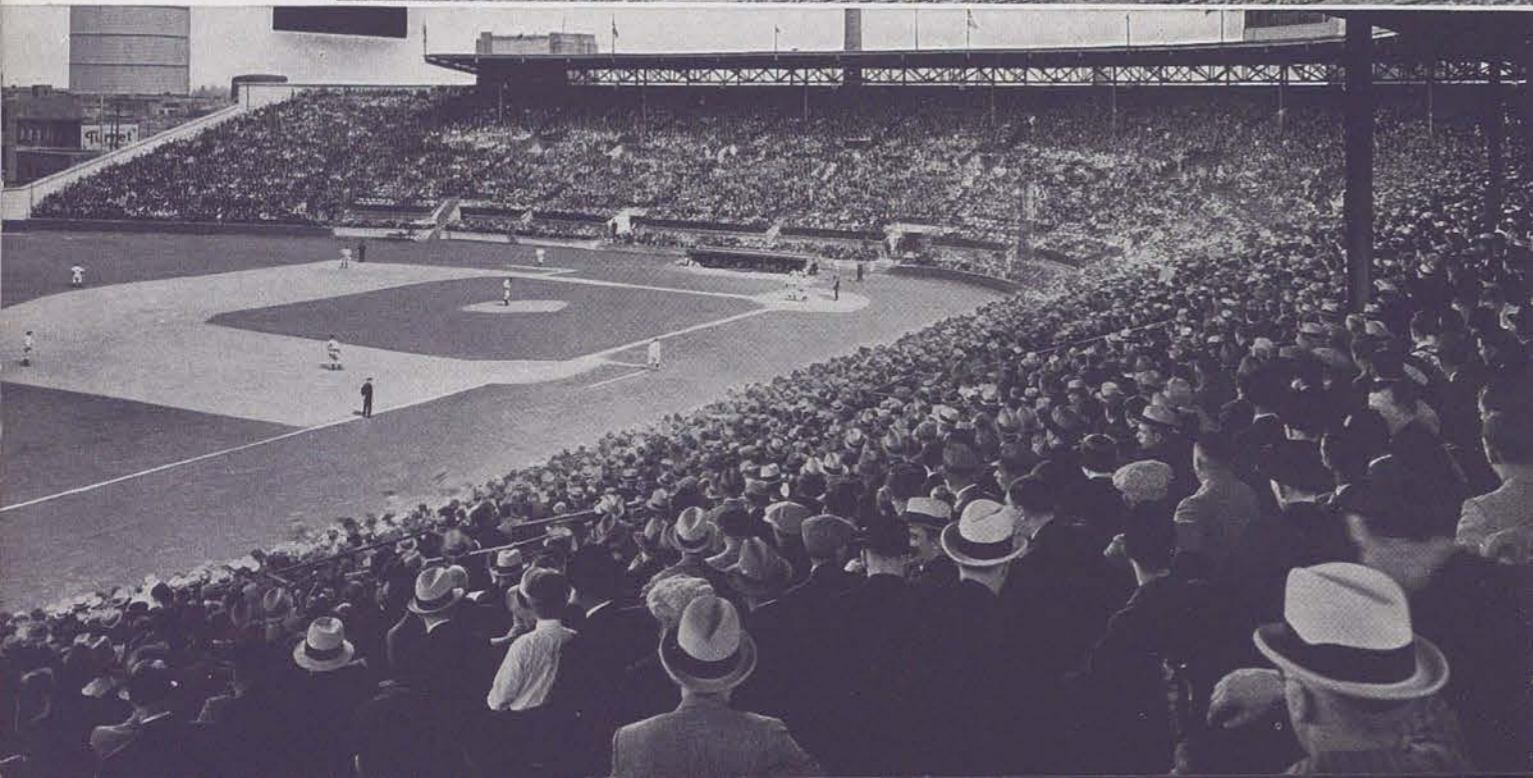


They're Off!

Watch Number 8 breaking away to snatch the lead! You'll have lots of fun at any of the race tracks in Montréal, and there are a number, all in attractive settings. The racing horses, the laughing crowds and a bright blue sky will make a day at the races a day of real pleasure.

BIG LEAGUE BASEBALL

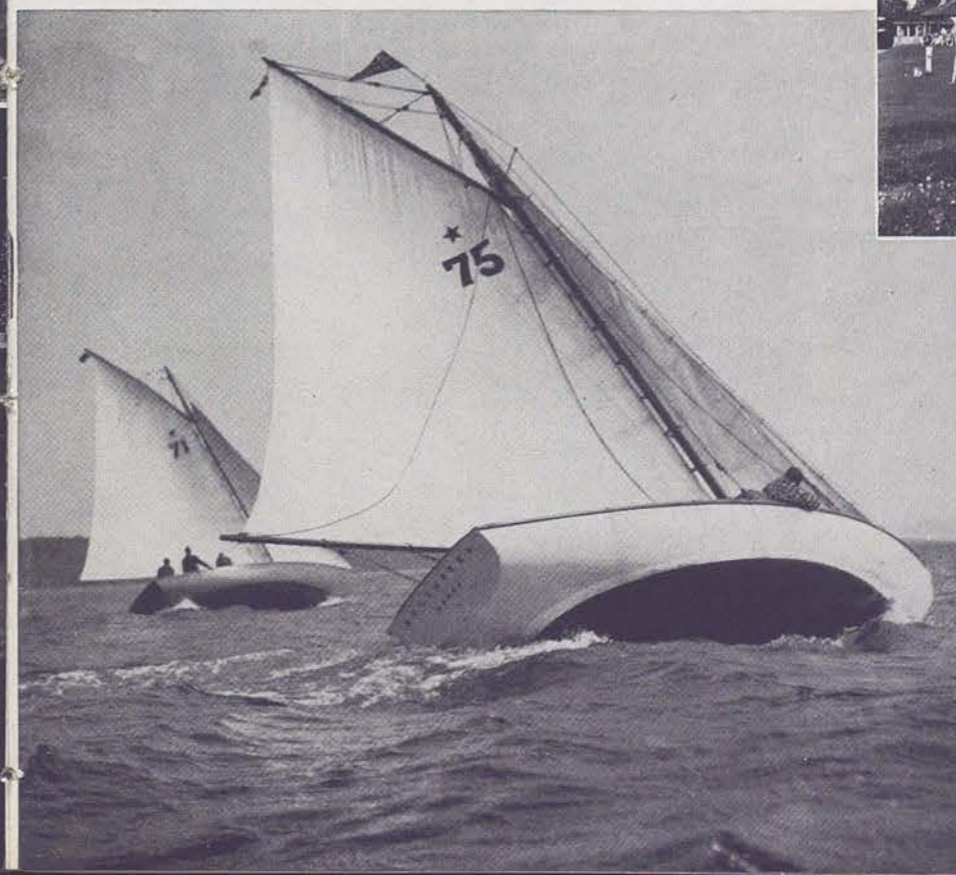
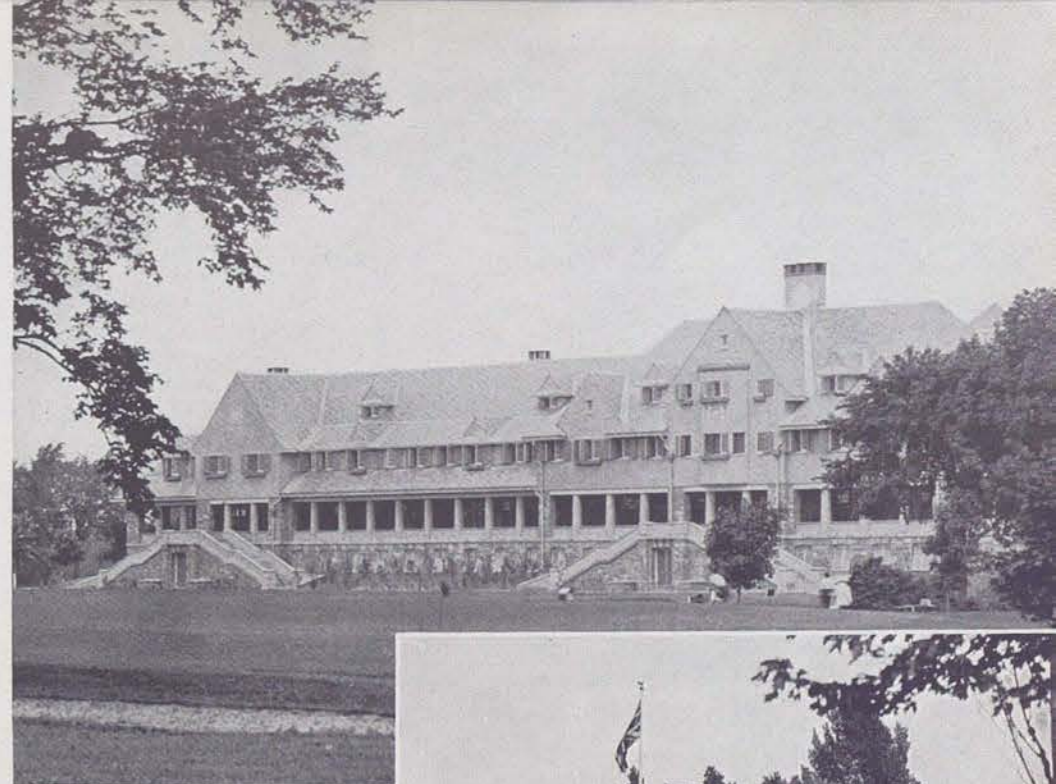
International League ball is played at the Stadium. Rated one of the senior leagues on the continent the International is composed of teams representing Toronto, Jersey City, Newark, Buffalo, Rochester, Baltimore, Syracuse and Montréal.



Bring your Clubs

You'll like to measure your drives on the many links in Montréal. Your hotel will tell you where to go, and the green fees involved. Here are the names of the principal clubs (in case your own Golf Club has privileges on any of these courses):—

Beaconsfield Golf Club, Beaconsfield.
Beaurepaire Golf Club, Beaurepaire.
Country Club, St. Lambert.
Elmridge Country Club, Dorval.
Grove Hill Golf Club, Lachine.
Hampstead Golf Club, Hampstead.
Islesmere Golf Club, Ste. Dorothee.
Kanawaki Golf Club, Caughnawaga.
La Salle Golf Club, Lower Lachine Road.
Laval-Sur-Le-Lac Golf Club, Laval-Sur-Le-Lac.
Marlborough Golf Club, Cartierville.
Meadowbrook Golf Club, Lachine.
Montréal Municipal Golf Course, Montréal.
Mount Royal Golf Club.
Rosemere Golf Club, Rosemere.
Royal Montréal Golf Club, Dixie.
St. Leonard's Golf and Country Club, St. Leonard Road.
Senneville Golf and Country Club, Ste. Anne de Bellevue.
Summerlea Golf Club, Lachine.
Whitlock Golf Club, Hudson Heights.



Yachting Facilities

Montréal provides several excellent places for berthing pleasure craft. Many colorful regattas, sailing and motorboat races are held throughout the summer. The competition is keen between rival clubs and visiting sailing enthusiasts. Information about facilities available, navigation and regulations may be obtained by writing to the Montreal Tourist and Convention Bureau, Dominion Square Building, Montréal.



FÊTE DE NUIT ON MOUNT ROYAL



Montréal's Famous Winter Season



MOUNTAIN BRIDLE PATHS FOR HORSEMEN

The whole winter season in Montréal takes on a carnival character, crowded with entertainment for young and old of both sexes. From mid-December until March, Montréal is favored with sunny winter weather. The slopes of Mount Royal offer every kind of skiing adventure. The weather is sparkling and invigorating. Live in luxurious, comfortable hotels. All the fun of a mountain playground just a few minutes away.

Fête de Nuit:—"Feast of the Night" when Mount Royal Park is transformed into a magic garden: fireworks, torch-light processions, bonfire, music, skating, tobogganing under arches of electric lights, parades of snowshoers—ah, what a night! What fun! Ride in fascinating sleighs. You are snug and warm under buffalo rugs while bells tinkle merrily! And Northern Lights sparkling in the starry sky.

Like a power-dive this thundering trip on the icy strip—it seems a long way, but it isn't. This is the famous Mount Royal toboggan slide, on which you can enjoy many a thrill.



Hockey History HAS BEEN MADE HERE . . .

in Montréal's famous Forum—which, by the way, is also the perfect setting for a large convention, meeting, concert or theatre show. The Forum is also famous for winter carnivals and jitterbug contests. Here great symphony orchestras play to thousands—and here Benny Goodman had them cavorting in the aisles. Whenever you are in Montréal, winter or summer, spring or fall, there's sure to be something interesting going on at the Forum.

Curling is a right royal pastime of the winter season. If you want to watch or play—your hotel will be pleased to make the necessary arrangements.





From the Chalet, atop Mount Royal (above), the skier overlooks the skyscrapers of Montréal and views the ice-locked St. Lawrence River. At the crest of a long straight hill (right) ski fans contemplate the thrill of a racing descent.



Cross-country skiing—the expert calls it “Langlauf”—is one of the unique features of skiing on Mount Royal. Courses of five and six miles in length are laid out for competitors on the mountain in the annual Langlauf event. Skiing along bush trails as above, the sports fan looks down on the towering buildings of the city.

Skiing

IN THE HEART OF THE CITY

Mount Royal, the green rolling park of the summer-time, becomes a skier's paradise in winter, when deep soft snow blankets its steep slopes and gentle hills. To its summit throng thousands of enthusiasts, pro and beginner alike. Each winter visitors to Montréal from the United States taste the tangy thrill of outdoor life, speeding down its hills. Brisk and invigorating, this modern winter sport is available to the visitor after a ten-minute sleigh ride from up-town or down-town hotels. And atop the mountain is a fully equipped ski-club in the Chalet. Thousands of dollars spent recently on improvements have increased the mountain's popularity with visiting ski fans. Trails have been blazed and named, slopes have been graded, ski-jumps have been built, direction arrows have been put up and huge batteries of floodlights have been installed to assure safe skiing at night.

Shopping IN MONTRÉAL

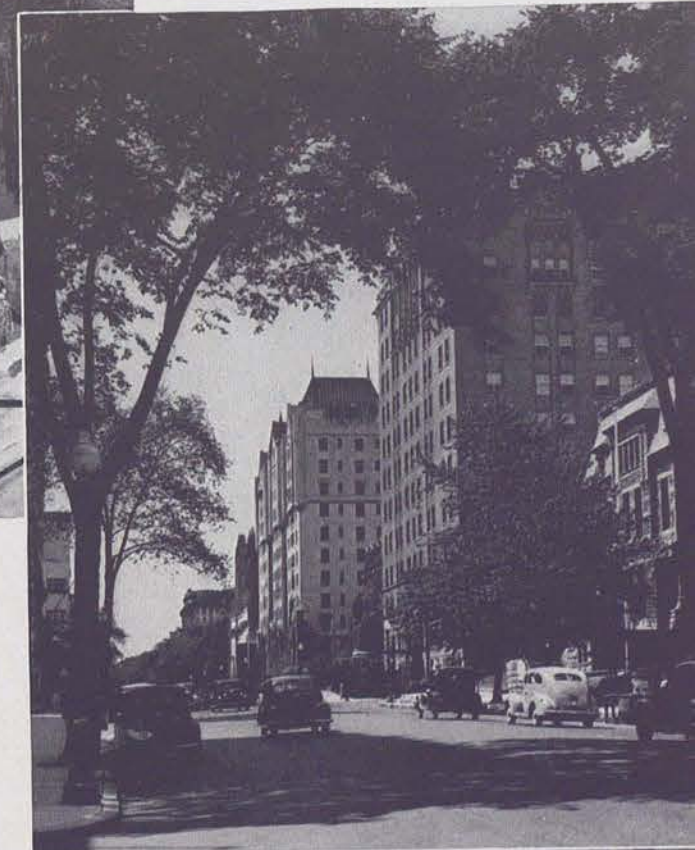
has a variety matched by no other city. On busy Ste. Catherine street are the big department stores and trim, modern specialty shops, while on Sherbrooke street the visitor discovers the fashionable establishments that have given this thoroughfare the title “Montréal's Fifth Avenue.”

Intriguing as these stores are, the visitor too is interested in the quaint places such as the Canadian Handicraft Shop on Peel Street, where products peculiar to this part of the country, are available. Certain types of goods have always proven popular with visitors to the city, goods which are distinctively Canadian. And now that exchange rates have given American currency increased buying power in Canada, these products are included in every visitor's “must” list.

Native made products are always an attraction to the visitor. Woven baskets, habitant tapestries, wood-carvings, quill baskets, wrought-iron pieces, Canadian made cloths and other delightful purchases. All are available at reasonable prices. The exchange rate on American money, too, makes them even less expensive, and all big Montréal stores exchange United States currency at the new standard rate.



Tall green trees make a visit to Montréal's “uptown” district a cool and pleasant way to spend a summer afternoon. Giant oaks and maples overhang both Ste. Catherine street (left) and Sherbrooke street (below) the two busy shopping centres of Montréal.



de la Ville de Montréal



SHOPPING IN MONTRÉAL IS DIFFERENT FROM ANY CITY IN NORTH AMERICA



Hundreds of Intriguing Shops

CROWD THE BYWAYS AND HIGHWAYS OF MONTRÉAL!

Here are shops to suit everyone's taste and purse — small out-of-the-way shops where you poke around to your heart's content. Or large, modern and luxurious stores where you can spend days and days, getting just the things you want at lower prices than you have ever seen at home. Montréal is the very place, if you are shopping for sterling silver, antique or new, for woollen blankets, English haberdashery, furs, diamonds, smart English clothing and hats, Canadian-made specialties as well as articles from all parts of the British Empire. There's a cheery, pleasant feeling everywhere; everybody speaks English—unless you prefer to give your French a little airing.

Sometimes it's hard to decide just what to select, isn't it? Particularly when you see so many things you like, beautifully and carefully displayed, shown to you by pleasant, unobtrusive people long experienced in entertaining visitors.



HOTELS

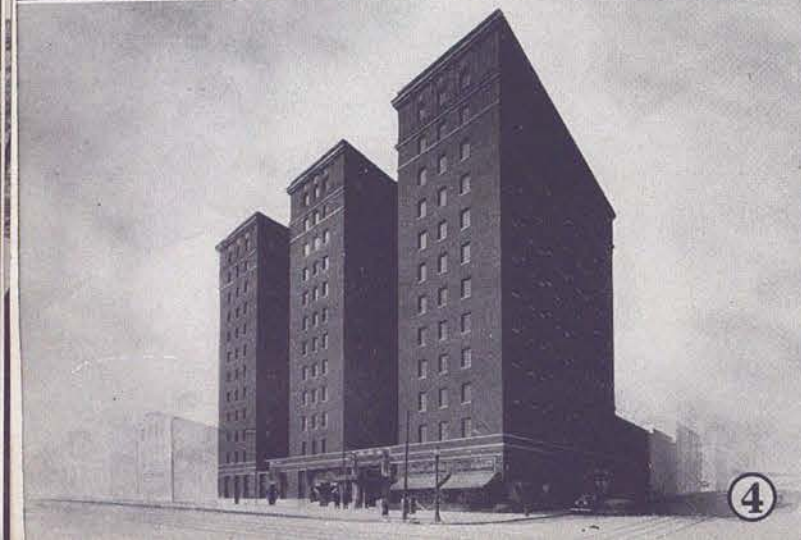
You'll Find Many Fine Hotels
to choose from in Montréal. Standing at the cross-roads of European and North American travel routes this great city of New France has long played the rôle of a friendly and gracious host to all visitors.



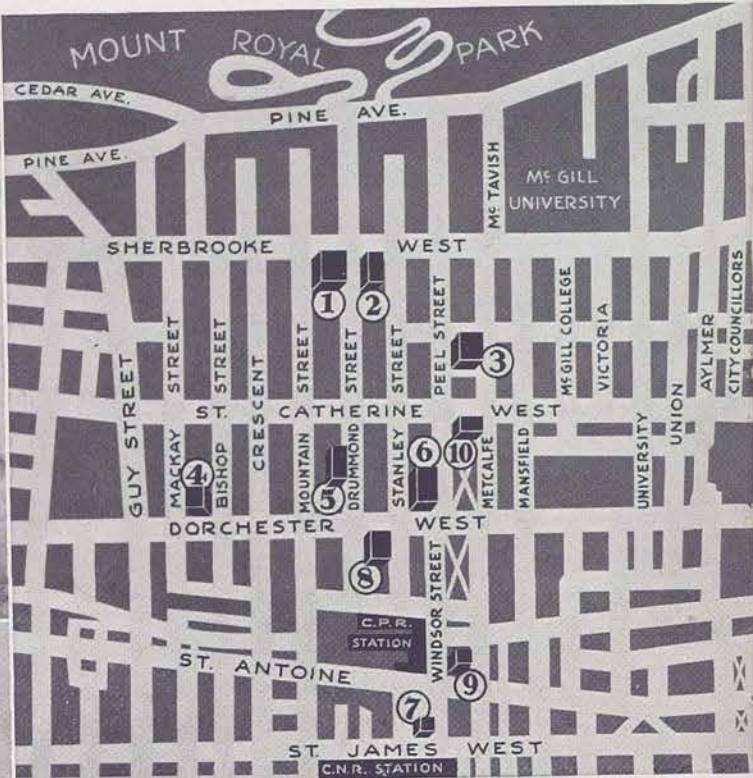
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5



4



You'll find on these two pages the names of the hotels most liked by tourists from all parts of the world. The map (above) shows their location in the heart of the shopping and theatre district, near railway and bus terminals. Make your headquarters at any of these hotels. Here you'll find smart cocktail lounges, tea rooms, writing rooms and recreation rooms. Your personal accommodation will be spacious, comfortable—at moderate rates.

- | | |
|--|-------------------|
| 1. Ritz-Carlton Hotel | 5. La Salle Hotel |
| 2. Berkeley Hotel | 6. Windsor Hotel |
| 3. Mount Royal Hotel | 7. Queen's Hotel |
| 4. Ford Hotel | 8. Bus Terminal |
| 9. New Carlton Hotel | |
| 10. Montréal Tourist and Convention Bureau,
Dominion Square Bldg., Mezzanine Floor. | |



3



6

A Gay Time
FOR TOURISTS AT ANY
OF THESE FINE HOTELS!



9



7

Unique Attractions
FOR CONVENTIONS

Montréal is favored by conventions for two reasons: first, the hotels have accommodation for meetings of every kind and size; and secondly when conventions are not in session there is so much to see here. All this means a larger convention attendance, a cheery and happy atmosphere for the auspicious event. You will find no difficulty in making satisfactory detailed arrangements in Montréal, where men, skilled in convention technique will make everything easy for you.

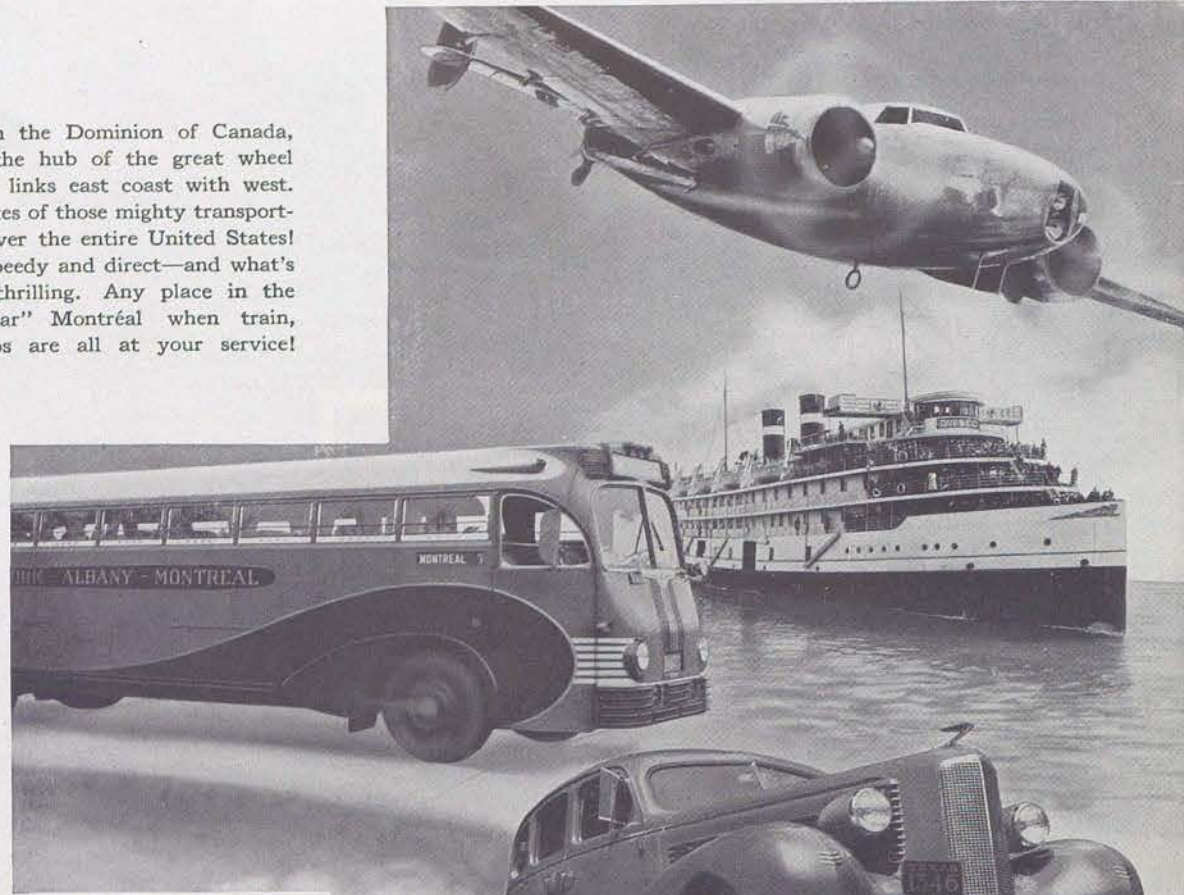


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TO MONTRÉAL BY PLANE - TRAIN - BOAT OR BUS!

As the largest city in the Dominion of Canada, Montréal is naturally the hub of the great wheel of transportation which links east coast with west. Into the hub fit the spokes of those mighty transportation systems which cover the entire United States! Travel to Montréal is speedy and direct—and what's more it is pleasantly thrilling. Any place in the United States is "near" Montréal when train, buses, planes and ships are all at your service!

Detailed information on the direct routes to Montréal is available from the Montréal Tourist and Convention Bureau, Dominion Square Building, Montréal, Canada, or from your local travel agent. Whether you are travelling alone, with the family, or as a member of a large convention, Montréal welcomes you.



Comfort

is another keynote of travel to Montréal. You can select the comfort to your own measurements. If it's speed you crave, sleek planes will wing you here. If you are a highway devotee, streamlined buses will provide the scenic route to Montréal without that "at the wheel" tedium, or your own car will afford home-like privacy. If you prefer railroads, modern comfort-conscious trains run on busy daily schedules, and special low fares prevail throughout the summer. Or if you are leisure-bent, the stately white ships of lake, river and coastal fleets await your pleasure. All come to Montréal and all guarantee a memorable trip.



The Map in the back of this book shows you how easy it is to get to Montréal, how close this great cosmopolitan city really is to all the main centres of the United States. Fast, comfortable trains, quick and frequent air schedules bring you there, serene and ready to enjoy all the fun of the "Metropolis of New France." You can go by boat too from the Atlantic Coast or from ports on the Great Lakes. Or go by bus, in one of the new fast and luxurious overland buses, leaving all large cities daily. But no matter how you come to Montréal—by car, bus, boat, train or plane—you will enjoy the trip.

French-Canada is planning a network of two-lane roads which provide the utmost in "safety" driving. Below is an aerial view of the splendid development at the eastern approach to the Island of Montréal.



Drive Your Own Car TO MONTRÉAL

on wide, safe and scenic highways, all leading north to Canada—and to Montréal. Quaint villages, spired churches and the breath-taking scenery of the Canadian countryside will thrill you as your car streams along these highroads. You will find no red tape at the border—just smiling courteous, customs and immigration men, all bent on making your visit a bit more pleasant.



MONTRÉAL

in the Heart of French Canada

Rural Québec • Cosmopolitan Metropolis • No Red Tape at Border
Exchange Rate Benefits Visitor from United States

A visit to Montréal brings you into the heart of French-Canada. Here you will find life has a "different" flavor, for the customs and accents of Old Normandy still prevail. Spotless white farm houses, wayside crosses, rickety old spinning wheels and out-door ovens are all part of the Québec Province scene. Each tiny village too has its parish church with a tall cross-topped spire.

In the City of Montréal itself you will find the modern French-Canada—the atmosphere that has earned the city the title "Paris of North America." You will find quaint French "patisseries" where odd dishes from the festive boards of France are served. You will find theatres where the stars of the screen speak in French. You will find night clubs with odd-sounding French names and you will see street and traffic signs in both languages, a legal necessity.

On many a public building the inscriptions may baffle you—unless you are well up in your French. "Palais de Justice" you may read on the Court House. "Hôtel de Ville," on the City Hall.

You will find, too, that Montréal not only writes its signs in both languages but thinks in both as well. Stop a person on the street to ask a direction and you will get a pleasant: "Oui, M'sieu. Just three blocks to the right! Bon jour!"

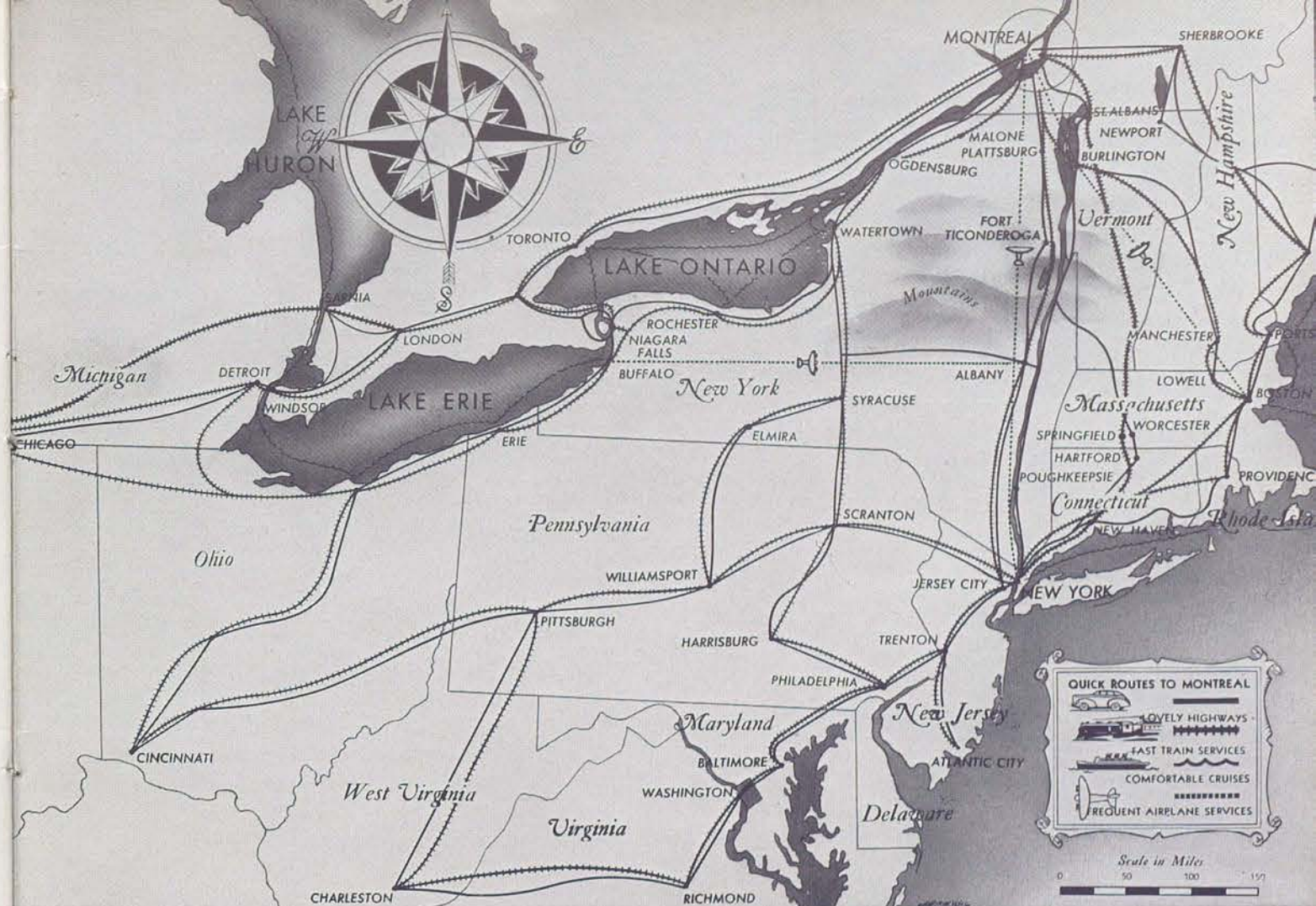
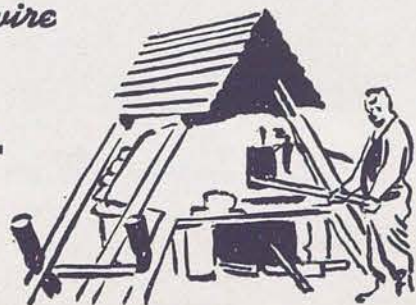
And to reach this "Continental" wonderland from the United States, you cross the most peaceful international boundary in all the world. At the border you will meet with the smiling courteous attention of customs and immigration men. A minimum of formalities are necessary. You will be welcomed to Canada **WITHOUT A PASSPORT**. Within the country, too, you may move about as freely as you choose.

In Canada you will find your American money worth considerably more than it is "at home." Exchange rates here have put a premium on your U.S. currency that makes it go farther than ever. The border is open to you; there are no restrictions; a warm, friendly French-Canadian welcome awaits you—You are Invited to Visit Montréal.

For detailed information on Montréal, write or wire

MONTRÉAL
TOURIST & CONVENTION BUREAU, INC.

DOMINION SQUARE BUILDING, MONTRÉAL, CANADA



All Roads LEAD TO MONTRÉAL....

—And they are good roads, too! Broad open highways through picturesque countryside bring you straight to "The Paris of North America." Just pack up your holiday things—don't forget your golf clubs—bundle them into the trunk of the family car, step on the starter and you are off! Safe and speedy thoroughfares assure you a pleasant trip to Montréal—and the gay, interesting Metropolis itself guarantees you a memorable visit while you are here.

In case you are planning your trip to Montréal by motor, here are the mileages by highway from Eastern American cities:

Albany.....	224	Malone.....	68
Atlantic City.....	524	New York.....	392
Baltimore.....	597	Philadelphia.....	487
Boston.....	350	Pittsburgh.....	634
Buffalo.....	400	Plattsburgh.....	83
Burlington.....	101	Portland.....	290
Charleston.....	964	Providence.....	338
Chicago.....	867	Richmond.....	735
Cincinnati.....	827	Rochester, N.Y.....	314
Cleveland.....	592	Scranton.....	388
Detroit.....	598	Syracuse.....	267
		Washington.....	630

