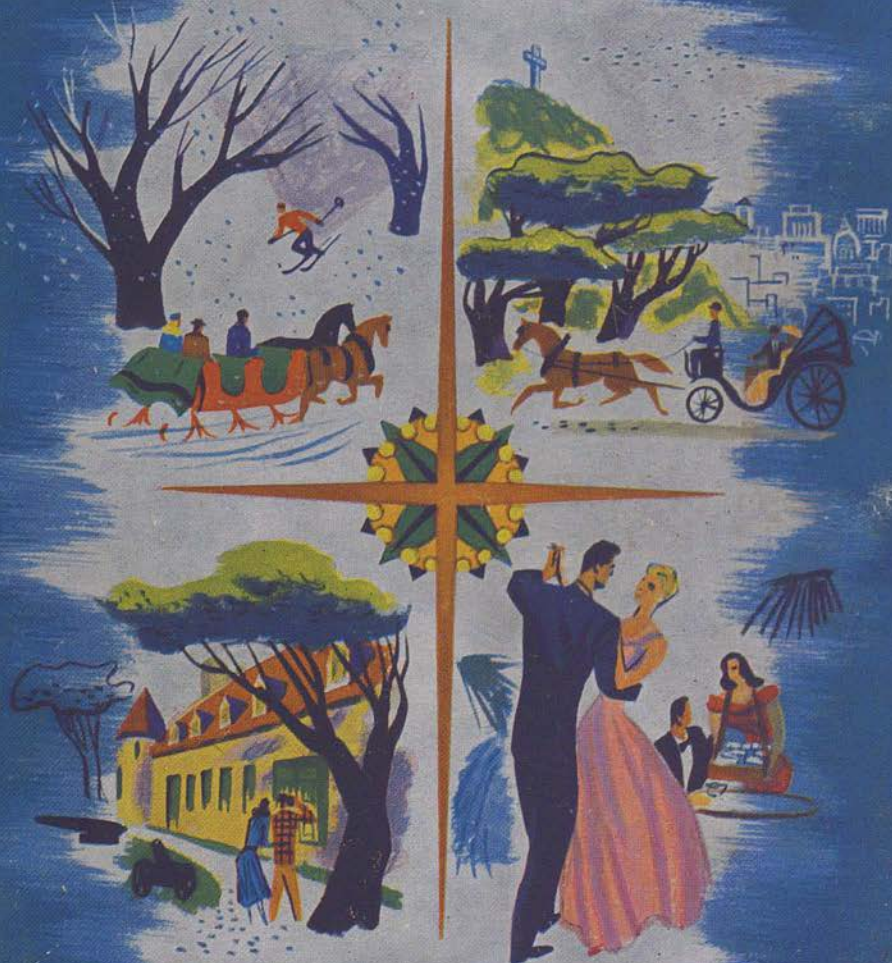


HIGHLIGHTS OF

MONTREAL

THE GRAPHIC DIGEST FOR TRAVELLERS



Archives de la Ville de Montréal

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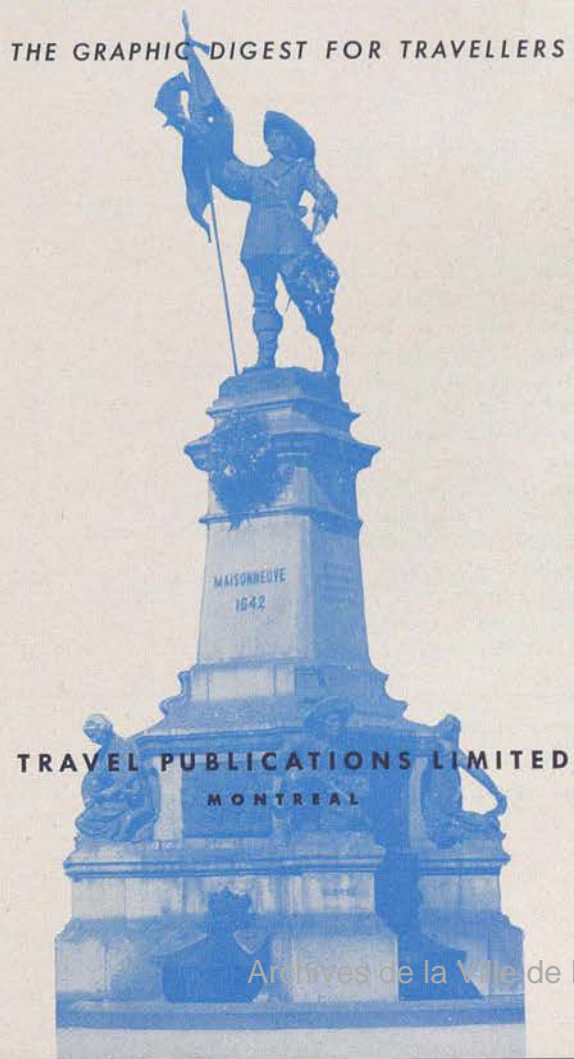
HIGHLIGHTS OF MONTREAL



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The frontispiece shows two visitors seeing Place Royale the leisurely and romantic way — by horse-drawn carriage. In the background is the Obelisk, on which are inscribed the names of the early pioneers who came with Maisonneuve in 1642.

The photograph on page eight shows His Excellency Francisque Gay, French Ambassador to Canada, signing the Golden Book at the City Hall — with His Worship Camillien Houde, C.B.E., Mayor of Montreal. The photograph was posed exclusively for this book.

HIGHLIGHTS OF MONTREAL

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FOREWORD

This book has been designed to present the highlights of the Montreal scene in a graphic manner and to serve as an authentic guide for travellers to the Metropolis of Canada and the surrounding countryside.

- Should you be a visitor to Canada, it is hoped that it will contribute to the enjoyment of your stay and prove a valued souvenir of your visit.
- Should you be a citizen of Canada, it may give you more intimate knowledge of this part of your own country and a deeper sense of its rich history and culture.

Beverly W. Turnbull

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THE Spirit OF MONTREAL

Montreal is the adventurous daring of Cartier, Champlain and Maisonneuve. It is the struggle of pioneers, the battle against Indians, the endurance of hardships. It is the courage of Jeanne Mance, the heroism of des Ormeaux, the devotion of the clergy. It is the tale of explorers, missionaries and traders; of the Company of One Hundred Associates, the Nor' West Company and the Beaver Club. It is the story of the LeMoynes, of Lambert Closse, Dollier de Casson and LaFontaine; of the Frobishers, McTavish, the Molsons and McGill. It is Mount Royal, Place d'Armes and Place Royale; the Cross on the Mountain, the cabbies on Dominion Square, the habitants at Bonsecours. It is Notre Dame, the Château de Ramezay and the Oratory of St. Joseph. It is industry and commerce, transportation and finance. It is ocean and lake shipping, international air travel, the gateway to the Laurentians. It is Les Canadiens, the Royals, open-air concerts and winter sports. It is the Saint Jean-Baptiste parade, the Fête de Nuit and the St. Andrew's Ball. It is fine shops, hotels and restaurants; a gay night life and a joie de vivre. It is the mingling of two great races, of the old world with the new. It is the great cosmopolitan city of the nation.



CITY OF MONTREAL

FOUNDED IN ADVENTURE



TO THE HURON-IROQUOIS VILLAGE of Hochelaga, on what is now the Island of Montreal, came in 1535 Jacques Cartier, Breton sea-captain. Welcomed by the savages as a demi-god, he stayed but a short while. But, before leaving, he gave our city its name. He christened the great mountain behind the village, *Mont Royal*.

Save for another brief visit by Cartier in 1541, the island was left to the Indians for almost another two generations, when in 1611, Samuel de Champlain explored the island with a view to trading. The Indian village was gone and he decided upon the most favourable site for a camp now known as *Place Royale*. But yet another thirty years were to pass before the first settlers reached the island.

On a spring morning in May 1642, a little band of some fifty persons disembarked. The group included two brave women, Jeanne Mance and Mme de la Peltrie. Under the leadership of Paul de Chomedey, Sieur de Maisonneuve, these first settlers began at once to build a stockade against Indian attack. This done, and the island explored, all hands set to work on the construction of a solid fort. On March 19, 1643, the day sacred to St. Joseph, patron Saint of the New France, they were able to move thankfully into their new quarters.

But their troubles were by no means over. Flood water rose to the very walls of the fort. Indian savagery threatened their lives, and later that year, on what is now Place d'Armes, Maisonneuve himself killed an Indian chief in hand-to-hand combat. Then, after years of almost ceaseless warfare, a heroic and self-sacrificial battle at the Long Sault Rapids, by one Dollard des Ormeaux and his companions, gained the settlers a much-needed respite.

In the meantime some dozen workmen had arrived from France and building was proceeding apace. As early as 1644 Jeanne Mance had opened her hospital, *Hôtel Dieu*, and by now there were dwelling-houses, chapel, and stores. The mission was growing. By the end of the 1660's the population had passed the six-hundred mark.

On Place d'Armes stands the statue to the city's founder, Paul Chomedey, Sieur de Maisonneuve. Heretoo, men of vision gathered to found, in 1817, the country's first bank, the Bank of Montreal, whose head-office building is shown here. Today the Bank of Montreal has over 500 branches in Canada and assets of nearly two billion dollars.



In 1663, King Louis swept away the old Fur Company rule in Canada and brought it directly under the Crown. In 1665 French troops marched against the Iroquois with such effect that, after a strong invasion of the Indian country, the savages were compelled to sue for peace.

This peace was more than welcome. For twenty-five years the settlement prospered and grew. Traffic in furs was brisk, now that the trade routes were clear. Homesteads sprang up. There were settlements at Lachine, Pointe aux Trembles and Longue Pointe.

Then warfare flared again, with bloodshed and massacre. Fortunately for Canada, Count Frontenac, who had previously acquitted himself well against both Indians and English, was at this point sent again from France. Setting up headquarters at Montreal, he used his columns of Montrealers to great effect, harrying the Indians whenever occasion offered and invading English territory even as far as the coast of Maine.

Meanwhile trade was once more at a standstill. But Count Frontenac's vigorous measures forced the Iroquois to seek peace by 1698. In 1701 a great Indian council met at Montreal. A peace treaty was signed between colonial officials and the Indian chiefs. The Indian menace was past.

With the coming of peace came a prodigious boom in trade. The ancient mission atmosphere was no more. In its place was a bustling centre of trade, now becoming known as Montreal.

Gradually farming and industry began to take hold. By 1740 the inhabitants numbered eight thousand.

Again war struck at their peace; the bitter Seven Years War with the English. In 1760 the British armies closed on Montreal, last French stronghold in Canada. Resistance was useless and terms of truce were agreed upon. French civil and military authorities withdrew. In 1763 the Treaty of Paris formally gave Canada to Great Britain.

The political change was tremendous for the Montrealer, the break with France hard to bear. But French and English soon learned to work together for peace and prosperity.

In 1775 the town was linked with events in the American Revolution. General Montgomery invaded Canada with an army and occupied Montreal. In June of the next year, the fortunes of war com-

On Place d'Armes is the oldest building in Montreal in use today, the Seminary of The Gentlemen of St. Sulpice, former Seigneurs of the Island and first clergy of Ville Marie. Built in 1685 by Dollier de Casson, Superior of the Order and the city's first historian, its dominating feature is its old clock, which for many years was Montreal's public timepiece.



pelled the retreat of his forces across the border. With the coming of peace, Montreal became more than ever the business centre of Canada.

Trade was booming. English and French, combined in this common cause, became not only partners, but friends. These were the days of the great North West Company, of balls and routs and theatrical performances, of the Beaver Club, of great names such as John Molson, Simon McTavish, James McGill and a score of others.

In September 1812, three months after the start of the war with the United States, the city saw a strange spectacle. General Hull and part of his force were brought captive to Montreal. In the autumn of 1813 the Americans made a strong drive on Montreal, but were twice checked. Montreal was the supply base of Canada, the essential pivot of defence. Streets were thronged with soldiers. Money flowed freely, provisions of supplies and arms, food and fodder brought yet greater prosperity to the City.

When peace was finally made, trade with the United States soared to new heights. New York clamoured for wheat and timber and furs. In 1817 the Bank of Montreal was opened. Fanny Kemble and Edward Kean played the boards of the newly built Theatre Royal. At the end of the War of 1812, the population of Montreal was thirteen thousand; by the 1830's it had more than doubled. These were the fat years. Lean years were yet to come.

The thirties brought rebellion, riots and the rising clamour of civil war. But worse, perhaps, lay ahead. In the late forties the railways came creeping inland, ignored by Montrealers. Too late they found their great waterways useless. Western wheat and timber followed the new road via New York or Philadelphia. Montrealers were left with idle warehouses and an empty river. Depression, unemployment and even cholera struck the town. In a delirium the inhabitants turned against the government. Only gradually did sanity return.

By 1860 all was well again. The harbour was full once more, wages were high, and the Prince of Wales came to open the great Victoria Bridge, spanning the river. The railway age had arrived, the isolation of winter was broken, and life gained a new speed and vitality.

Across the scene fell the shadow of American civil war. Sympathies were divided, though perhaps mainly with the North. In 1867,

One of the two stone towers in the grounds of the Grand Seminary of Montreal on Sherbrooke Street at Fort. Erected in 1694 as part of the Fort des Messieurs, there were originally four towers which marked the corners of a great wall. While built for protection against the Indians, they later were used as schoolrooms for Indian children.



following negotiations by the Provinces with Great Britain, Canada held its first Dominion Day. In terms of trade, business and banking, Montreal was now capital city of the Dominion of Canada.

Trade and industry flourished. The harbour, full of ships from all over the world, was enlarged. In 1886 the first train for the Pacific Coast left Montreal. Factories sprang up throughout the city. The population had reached almost a quarter of a million.

These were golden days with employment for all. The theatres of the city were well patronized. Montrealers saw Sarah Bernhardt, Henry Irving, and even Mme Albani, once Emma Lajeunesse, French Canada's own prima donna.

The port of Montreal was further enlarged and the great grain elevators installed. Business houses started to move from downtown to the area of St. Catherine Street. The early nineteen hundreds were the days of the Montreal millionaires.

Then came the dark days of August, 1914. Montreal troops were to see many battlefields, were to lose many fine comrades, before November 11, 1918, when the buglers of the Montreal garrison sounded the return of peace to the world once more.

The postwar years witnessed expansion and prosperity in many fields, including motion pictures, automobiles, skyscrapers and broadcasting. There was a new exodus to the suburbs. Then came the fall of 1929. Montreal rocked with the Wall Street disaster, and unemployment was aggravated by crop failure in the West. But the banks stood firm and by 1933 Montreal was climbing back to recovery.

In 1939 came the Royal visit, a time of rejoicing for all, but in the autumn the world once more plunged into war. On September 10, Canada entered the struggle. Then followed long, anxious years. Men, munitions, food were shipped overseas. A constant stream of planes left St. Hubert and Dorval airports. Food rationing began. Everybody contributed in one way or another to the war effort. On May 8, 1945, hostilities ended in Europe, and three months later Japan sued for peace. The greatest war in history had ended.

And now today, postwar Montreal, industrial, financial and transportation centre of Canada, and one of the important air capitals of the world, is witnessing a development unprecedented even in its long history of progress.

First consecrated in 1829, Notre Dame Parish Church is one of the finest examples of traditional church architecture on the American continent. Built in the Gothic style of the Middle Ages, it has seating for over 5,000 worshippers. From one of the main towers 227 feet in height, visitors can obtain a magnificent view of the city and river.



DOMINION SQUARE

HEART OF THE CITY

ONE OF THE LARGEST and most beautiful squares in the city, Dominion Square is a focal point for both visitors and residents. Within a stone's throw are the leading hotels, restaurants, theatres and retail stores, the principal rail and bus terminals and the ticket offices of all air lines.

Dominating the Square on its east side is the magnificent twenty-six storey head-office building of the Sun Life Assurance Company of Canada, world's foremost international life insurance institution, and one of the ten largest life companies in North America. From a small office in downtown Montreal where it had its origin in 1865, the Sun Life has grown until today it serves one and a half million policyholders from branches situated in strategic key centres around the globe. In policy payments the Company has distributed no less than two billion dollars to date. The assets of the Sun Life are invested in Government bonds, in a wide range of corporation and public utility securities and in mortgages, making a substantial contribution to the industrial growth of the nation.

Across Dorchester Street opposite the southern part of the Square stands St. James, the Roman Catholic Cathedral for the diocese of Montreal. A replica of St. Peter's of Rome and about one-third its size, this fine building is constructed in the form of a cross. The thirteen bronze statues over the portico represent the patron saints of the parishes which contributed to the building of the Cathedral. Immediately east of the Cathedral is the western entrance for pedestrians to the Central Station of the Canadian National Railways. Near here on Dorchester street the cabbies wait patiently with their faithful horses to take visitors to the top of Mount Royal or on sightseeing tours of the city.

In the southern part of the Square stands the Cenotaph, erected by the City of Montreal in memory of those who gave their lives for their country in the two World Wars. Here each year, on November 11,

The Head Office of the Sun Life of Canada is the tallest building in Montreal and the largest office building in the British Empire. Its classic design, impressive proportions and well-planned interior give the structure a character in keeping with the enduring nature of life insurance. Visitors are conducted through the building during business hours.

19



is held an impressive memorial service with detachments from the leading Montreal Regiments on parade. During the month of May tulips of many colours bloom in this part of the Square, these flowers being originally donated to the city in 1945 by the Government of The Netherlands as a token of gratitude for the assistance given by Canadian Forces in liberating their country. On the south side of the Square is Drury's, one of Montreal's oldest and best known restaurants. Opposite the southeast corner, on Osborne Street is Windsor Station and the executive offices of the Canadian Pacific Railway. Across Osborne Street stands St. George's, one of the important Anglican Churches of Montreal. Of special interest are the pulpit which was taken from the original St. George's on St. Joseph Street, now Notre Dame Street, the chancel screen of Gothic design erected in 1922 as a war memorial, and the beautiful cross on the altar designed by the present rector.

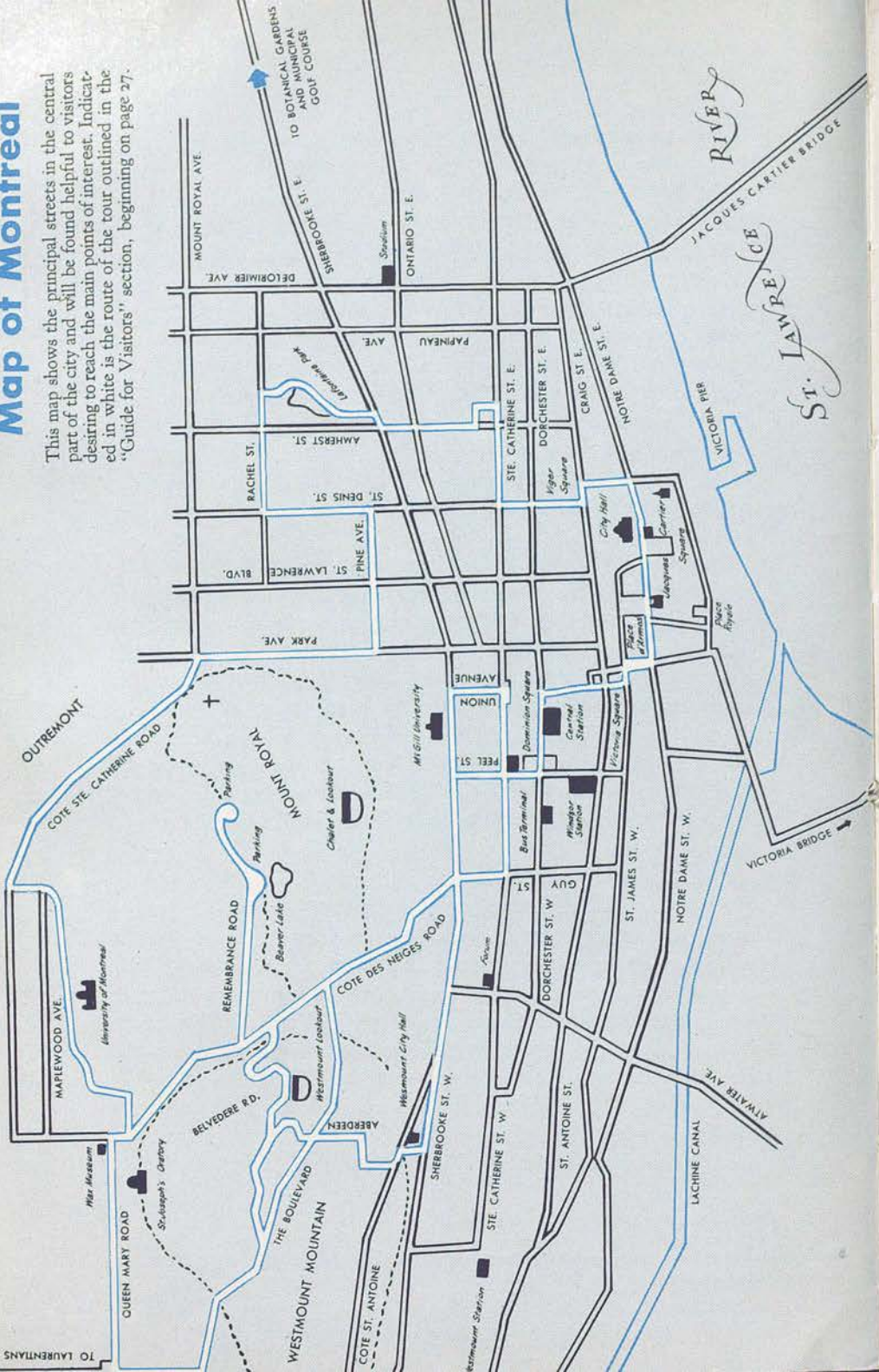
Next to St. George's is the Laurentien Hotel, the newest of the city's hostelries. Taking its name from the great mountain playground north of Montreal the management adopted the French spelling as a gesture to the predominantly French population of the metropolis. Twenty-three stories in height, the Laurentien is the largest hotel erected in Canada for some years. One of the many new features of the building is that its facing is of aluminum, this being the first time that this modern metal has been thus used in the construction of a large hotel. From many of the hotel's rooms an excellent view is obtained of Mount Royal, Montreal Harbour and a large portion of the city.

One block west of the Laurentien on Dorchester Street is the central terminal of the Provincial Transport Company, the leading motor coach transportation organization in Quebec. From this terminal over four hundred coaches radiate daily to all parts of the Province thus providing an excellent opportunity for visitors to enjoy the scenic attractions of the Quebec countryside. Provincial Transport, with its subsidiaries, carries over fourteen million passengers annually. Occupying a complete block north of Dorchester Street is The Windsor, one of the city's principal hotels. On the northern side of the Square is the Dominion Square Building, the second largest and one of the busiest office buildings in the city.

The Laurentien Hotel, latest addition to Montreal's skyline. Fireproof and modern in every respect, the hotel has 1100 rooms and an underground garage for the convenience of its patrons. The Laurentien is one of the chain of Elgin Hotels which includes the Lord Elgin in Ottawa and the Lord Beaverbrook in Fredericton, New Brunswick.

Map of Montreal

This map shows the principal streets in the central part of the city and will be found helpful to visitors desiring to reach the main points of interest. Indicated in white is the route of the tour outlined in the "Guide for Visitors" section, beginning on page 27.



A GUIDE FOR VISITORS

IN AND ABOUT MONTREAL

FOLLOWING ARE the principal places of interest, buildings, hotels, theatres, retail stores, transportation offices, etc., in the centre of the city, arranged consecutively according to streets. The scenic, historic and other highlights of Montreal fall into five general areas. Directions for reaching the other areas are given on the pages which follow.

DOMINION SQUARE

Dominion Square Building
Province of Quebec Tourist
Information Bureau
Thos. Cook & Son
Dominion Bank

Sun Life Building
American Express Company
Canadian West Indian League

St. James Cathedral (Roman Catholic)

The Cenotaph

Drury's Restaurant

Windsor Street Station
(Canadian Pacific Railway)

St. George's Church (Anglican)

Laurentien Hotel
British Overseas Airways
Canada Steamship Lines
Holland America Line

Windsor Hotel
Royal Bank of Canada

Bank of Toronto (Peel Street Branch)

Tobin's Travel Bureau

PEEL STREET — Above St. Catherine Street

WEST SIDE:

Drummond Building

House of Seagram

Quebec Liquor Commission Store

Trans-Canada Air Lines

Montreal Amateur Athletic Association

Royal Bank of Canada
(Peel & Sherbrooke Branch)

EAST SIDE:

Marine Building
Colonial Airlines

Mount Royal Hotel
B.A. Touring Service Bureau
Canada Steamship Lines
Canadian Pacific Airlines
Northeast Airlines
McKenna Florists Ltd.

Bank of Montreal (Peel Street Branch)

Canadian Handicrafts Guild

Montreal is not a difficult city in which to find one's way about. The highway maps at the back of the book will be helpful to motorists visiting other parts of the Province. Maps covering all the Province of Quebec may be obtained at the service stations of the British American Oil Co., Champlain Oil Products, and McColl-Frontenac Oil Co.



ST. CATHERINE STREET WEST — Phillips Square to Atwater Avenue

NORTH SIDE:

- Kerry Morgan & Co. Limited**
- Fin, Fur & Feather Ltd.** (On Union Ave.)
- Christ Church Cathedral** (Anglican)
- T. Eaton Co. Ltd. of Montreal**
- Quebec Liquor Commission Store**
(On McGill College Avenue)
- B.-A. Service Station**
(On Mansfield Street)
- McColl-Frontenac Service Station**
(On Metcalfe Street)
- Robert Simpson Montreal Ltd.**

Marine Building

Peel Street Intersects

- Drummond Building**
Bank of Nova Scotia
Delaware & Hudson Railroad
- Bell Telephone Company** (Uptown Office)
- Imperial Bank of Canada**
(St. Catherine & Stanley Branch)
- Castle Building**
Star-Standard-Herald Travel Bureau
- Bank of Montreal** (Drummond St. Branch)

- Mount Stephen Club**
(On Drummond Street)
- McColl-Frontenac Service Station**
(On Mountain Street)
- Jas. A. Ogilvy's Limited**

- Canadian Bank of Commerce**
(Crescent & St. Catherine Branch)
- Church of St. James the Apostle**
(Anglican)

Ycrk Theatre

Guy Street Intersects

- Seville Theatre**
- The Forum**

SOUTH SIDE:

- Canada Cement Building**
Clarke Steamship Co.
- University Tower Building**
- Bank of Montreal** (University St. Branch)
- Postal Station "B"**
- Cinéma de Paris**
- Palace Theatre**
- Confederation Building**
Royal Bank of Canada
- Capitol Theatre**
- Strand Theatre**
- Bank of Montreal** (West End Branch)

Loew's Theatre

- Canadian Bank of Commerce**
(St. Catherine & Metcalfe Branch)
- Dominion Square Building**
Montreal Economic & Tourist
Development Bureau
Montreal Tourist & Convention
Bureau
New York Central System
Rutland Railroad

Peel Street Intersects

- Royal Bank of Canada** (Stanley St. Branch)
- Quebec Liquor Commission Store**
(On Stanley Street)
- De La Salle Hotel** (On Drummond Street)
- Postal Station "H"**
- Keefer Building**

Guy Street Intersects

- McKenna Florists Ltd.**
- Quebec Liquor Commission Store**
- Clover Café**

Tourist Information Bureau, operated by the Province of Quebec, at 1013 Dominion Square. Here visitors may obtain information regarding the highways of the Province, fishing and hunting, hotels, etc. . . . The services of Historical Guides are available here during the summer season. The Bureau is open from 9 a.m. (on Sundays from 12 noon) to 8 p.m.



SHERBROOKE STREET WEST — Union Avenue to Atwater Avenue

NORTH SIDE:

Royal Victoria College

McGill University

Peel Street Intersects

Mount Royal Club

United Services Club

Erskine and American United Church

Montreal Art Gallery

Church of St. Andrew & St. Paul
(Presbyterian)

Church of the Messiah (Unitarian)

Bank of Montreal
(Guy & Sherbrooke Branch)

Grand Seminary of Theology of Montreal
(Old Towers)

Montreal Badminton & Squash Club
(On Atwater Avenue)

SOUTH SIDE:

Alliance Nationale Building

University Club (On Mansfield Street)

Peel Street Intersects

Berkeley Hotel

Bank of Montreal
(Sherbrooke & Drummond Branch)

Chez Ernest Café (On Drummond Street)

The 400 Café (On Drummond Street)

Ritz Carlton Hotel

Champlain Service Station
(On Mountain Street)

Café Martin (On Mountain Street)

Holt Renfrew & Co. Limited

C. S. L. Gift Shop

Masonic Temple

Congrégation de Notre-Dame

OLD TOWN

Proceed east from Dominion Square along Dorchester Street to Beaver Hall Place, then turn right at the Shawinigan Building down BEAVER HALL HILL to VICTORIA SQUARE. Proceed south one block on McGill Street to Notre Dame Street then turn left to PLACE D'ARMES. (To see PLACE YOUVILLE and PLACE ROYALE proceed straight along McGill Street then turn left along the waterfront.)

On Place d'Armes:

Bank of Montreal, Aldred Building, Notre Dame Church, Seminary of St. Sulpice

On St. James Street:

Royal Bank of Canada Building

On St. Francois Xavier Street:

Montreal Stock Exchange

From Place d'Armes proceed east on Notre Dame Street to JACQUES CARTIER SQUARE. Points of interest around and near the Square are:

City Hall, Old Court House, New Court House, Château de Ramezay, Bonsecours Market, Notre Dame de Bonsecours Church, Victoria Pier

The Cathedral of St. James, dedicated in 1894, was built upon the model of the world-famous St. Peter's in Rome, although being only about one-third the size of the latter. The dome of the Cathedral is seventy-two feet high, with a base seventy feet in diameter. Here it is photographed from Dominion Square with the Cenotaph in the foreground.



EASTERN AREA

Proceed from Victoria Pier along Berri Street under the archway to Craig Street, turn left at VIGER SQUARE and then northward on St. Denis Street to Ste. Catherine Street East. Between here and Amherst Street is the busy shopping section in the predominantly French part of the city. Proceed north on Amherst to Sherbrooke Street. Two blocks to the right will be seen the CIVIC LIBRARY and ahead LAFONTAINE PARK. (Continue east on Sherbrooke past Pie IX Boulevard for the BOTANICAL GARDENS and the MUNICIPAL GOLF COURSE.) Proceeding west from the north side of Lafontaine Park along Rachel Street, the eastern slope of MOUNT ROYAL will be seen with THE CROSS on its summit. Arriving at St. Denis Street again, turn left and proceed southward to Pine Avenue and then west to Park Avenue. On the right will be seen the HOTEL DIEU and the statue to JEANNE MANCE. On the side of Mount Royal will be seen the many fine buildings of the ROYAL VICTORIA HOSPITAL and associated institutions. Proceeding northward on Park Avenue there will be seen on the left the statue to SIR GEORGES ETIENNE CARTIER, one of the Fathers of Confederation. At the intersection of Mount Royal Avenue turn left and enter the CITY OF OUTREMONT. Proceed along St. Catherine Road to Bellingham Road from where the driveway leads to the grounds of the UNIVERSITY OF MONTREAL. From here, on a clear day, may be seen the foothills of the Laurentians, and also the waters of Lake St-Louis. Proceeding westward from the University of Montreal to Avenue Decelles, turn left and follow through to Côte des Neiges Road. Turn westward on Queen Mary Road past the WAX MUSEUM where opposite NOTRE DAME COLLEGE will be seen ST. JOSEPH'S ORATORY dominating the northern slope of Westmount Mountain.

MOUNT ROYAL AND WESTMOUNT MOUNTAIN LOOKOUTS

From St. Joseph's Oratory the WESTMOUNT MOUNTAIN LOOKOUT may be reached in two ways. By returning to Côte des Neiges Road and then turning sharp right again at Belvedere Road, which winds up the mountain to the summit. The other approach is indicated in the directions under Western Area.

Provincial Transport Company Central Terminal on Dorchester Street at Drummond. From this terminal motor coaches leave daily for the Laurentians, the Eastern Townships, Quebec City and other parts of the Province. From here also Colonial Coach Lines operate to Ottawa, Toronto and North Bay, and Greyhound Lines to Boston, New York and other United States points. This terminal is the headquarters for Gray Line sightseeing tours in and around Montreal.



To reach MOUNT ROYAL LOOKOUT, turn off Côte des Neiges at REMEMBRANCE ROAD. There are two parking spaces for cars here. The first is near BEAVER LAKE, the second at the end of Remembrance Road, from where it is only seven minutes' walk to the CHALET and the LOOKOUT. Motorists wishing to go direct from Dominion Square to either of the Lookouts should proceed north on Peel, west on Sherbrooke and right on Côte des Neiges over the crest of the mountain to Belvedere or Remembrance Roads. (The Westmount Lookout may also be approached from the Boulevard. See map.)

WESTERN AREA

This area covers mainly the residential CITY OF WESTMOUNT which, to be fully appreciated, should be seen from three levels: Sherbrooke Street, The Boulevard and the top of Westmount Mountain. Visitors to St. Joseph's Shrine should continue west on Queen Mary Road to Snowdon Junction (Highway No. 11a leads from here to the Laurentians). Turn left along Decarie Boulevard to Côte St. Luc Road, where another left turn should be made up to Westmount Boulevard. To reach WESTMOUNT LOOKOUT bear left up Edgehill Road, turn left on Lexington Avenue, right on Sunnyside Avenue and bear left along Upper Bellevue Avenue. From here an excellent view of the western part of the city and the country beyond may be obtained. Returning from the Lookout proceed down the serpentine road via Upper Bellevue and Sunnyside Avenues to Westmount Boulevard. Cross the Boulevard and proceed down Aberdeen Avenue across Westmount Avenue, and then right along Montrose, where part of King George Park will be seen ahead. Turn left on Murray Hill Avenue to Côte St. Antoine Road and left again, past ST. MATHIAS CHURCH, the SHAAR HASHOMAYIM SYNAGOGUE and ST. ANDREWS UNITED CHURCH. Coming out on Sherbrooke Street West, turn left here past WESTMOUNT CITY HALL. At the corner of Clarke Avenue is the CHURCH OF THE ASCENSION OF OUR LORD, and slightly east on Greene Avenue the TEMPLE EMMANUEL. From Atwater Avenue east, the principal points of interest along Sherbrooke Street West to Union Avenue are covered in the listings shown on page twenty-seven.

Christ Church Cathedral, the Anglican Cathedral for the Diocese of Montreal, is a fine example of pure Gothic architecture. The stained-glass windows and the carved stone figures on the rearedos are beautiful works of art. Among the numerous interesting records in the Cathedral is an old register showing the names of many slaves.



MOUNT ROYAL

NATURAL MOUNTAIN PARK



WHEN THE EARLY French explorers sailed up the St. Lawrence and anchored their ships off the site of Montreal, Mount Royal towered majestically over the green forest.

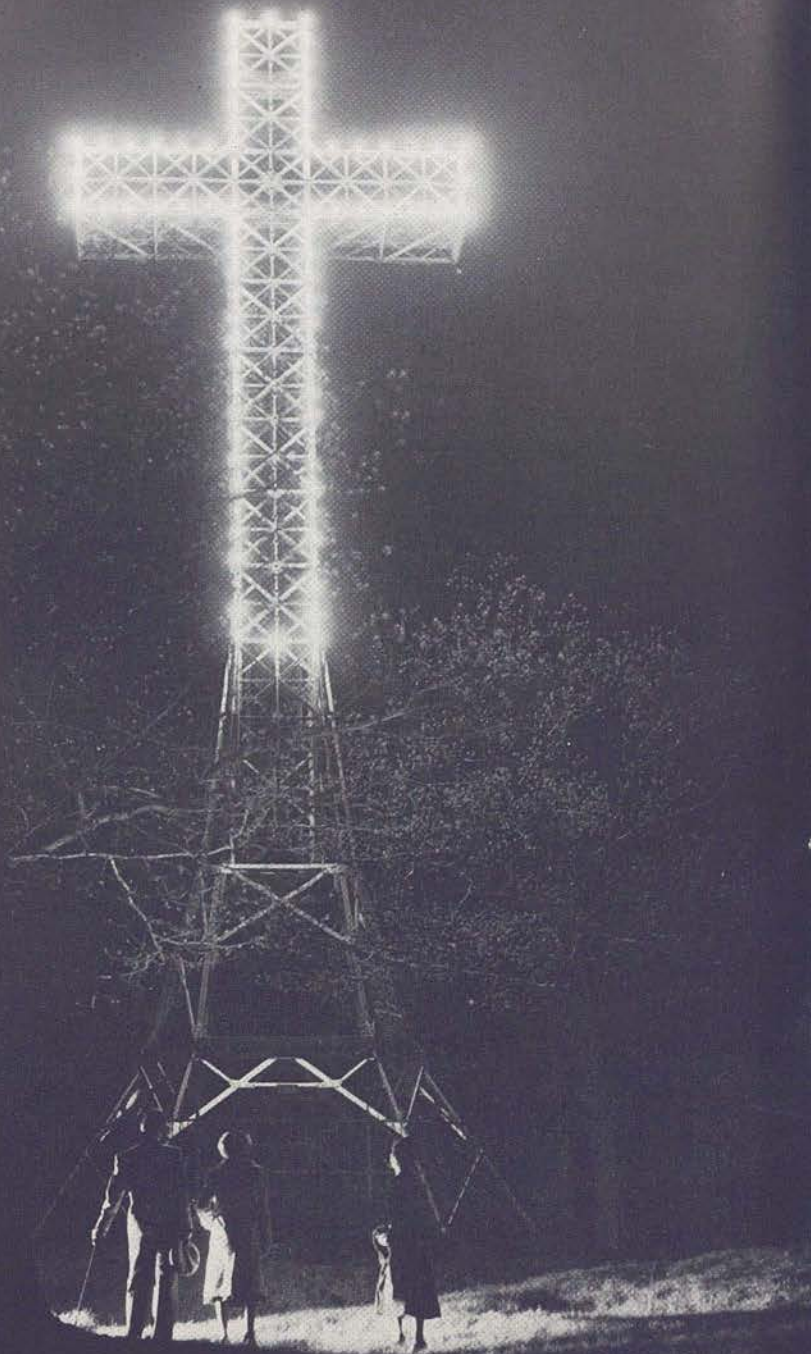
Today the mountain looks down benignly, not on a forest but upon a vast city stretching from the mountain slopes to the river, and east and west as far as the eye can see. As well as adding an unusual charm to the city itself, it is the ideal vantage point from which to view the Montreal panorama.

An extremely beautiful park, it is real country, unspoiled in the midst of a great metropolis, and provides a change of terrain that comes as a pleasant surprise both to visitor and to native Montrealer, weary of the bustling activity of his crowded city streets.

In one respect at least the mountain park is more "country" than the country, for motor vehicles are confined solely to the approaches, and one must travel either by foot or carriage, if one wishes to taste its rural delights.

The average visitor pressed for time will probably choose a horse-drawn cab, at least for a first all-over tour of the 463 acres that the park covers. Taking a cab at Dominion Square or at McGill University gates on Sherbrooke street, the visitor will be driven from Pine avenue along the beautiful winding road of the park right up to the lookout. Here a magnificent panoramic view of the city and of the river and mountains beyond may be obtained. On the way up the charming driveway, Beaver Lake will be seen. Though built only a few years ago, the lake has an air of having existed always. Indeed, in the process of digging, it was discovered that this site had been the habitat of a colony of beavers in centuries past and that there had actually been a lake there at that period. With its background of beautiful trees and circling bridle-paths and the little sailboats and snow-white ducks moving across the waters of the lake, this is one of the principal gems of the park.

For those who wish to get away from the hustle and bustle of the city, Mount Royal offers a delightful and convenient escape. From the Lookout a magnificent view of the city is obtained and the shaded roads leading up the Mountain lure visitors and citizens daily. Here two visitors chat with one of the city's mountain patrol at Beaver Lake.



Just after passing Beaver Lake the visitor will notice part of the toboggan slide, which is built up every winter, and the clubhouse of the Park Toboggan and Ski Club. Although tobogganing has lost something of its former popularity, it is still one of the city's biggest attractions for many winter visitors, and of course holds great appeal for the youth of the city.

Arriving at the Lookout by the circuitous carriage drive, which still has the oldtime fashionable air of a Sunday morning, the visitor will find the Chalet, where refreshments are served and where, in winter, skiers and snowshoers foregather. Here, during the summer season, concerts are given by La Société des Concerts Symphoniques under the baton of world-famed conductors. In the event of rain, the concerts take place in the Chalet, but, when held out in the open under the stars, intermission time is as pleasurable as the concert itself, so entrancing is the view from this elevation, the myriad city lights rivalling the magic of the stars.

A little beyond the Chalet one comes to the Cross, a large structure electrically illuminated at night. This spot is almost at the summit of the mountain, which is 763 feet high. Some of the finest bridle-paths are in this vicinity and incidentally a good way to explore the mountain and savour its country atmosphere is on horseback. Looking northward near the summit one sees the City of Outremont and the Town of Mount Royal and in the distance, on a fine day, the foothills of the Laurentian Mountains fifty miles away.

The visitor who has more time to spend in Montreal will find it rewarding to return for a leisurely stroll on the mountain. If he feels energetic he may walk up Peel Street and ascend the mountain by the long flight of wooden steps lying against the hillside. If he comes by automobile, he will find parking space for his car at the top of Remembrance Road, which runs off Côte des Neiges. From here it is only seven minutes walk to the Lookout. Another parking space is available lower down at Beaver Lake. The visitor may also reach the mountain by street car No. 65 from the corner of Peel and St. Catherine streets, which stops at the foot of Remembrance Road, where a branch line runs to within a few minutes walk of the Lookout. The same car stops at Westmount Boulevard near the point where a flight of steps lead up to the mountain.

The Cross on Mount Royal, erected by the St. Jean Baptiste Society in 1924 through the efforts of school children and students, commemorates the planting of a cross by Maisonneuve in 1643. One hundred feet in height, its illumination at night visible for miles around, it is a fitting reminder of the deep religious faith of the city's founders.



BEAVER HALL HILL

ROMANTIC THOROUGHFARE



THE RHYTHMIC CHANT of male voices, lifted in hearty song, drifted across the deep snow on the spreading lawns around Beaver Hall as a sleigh drew up in front of the long, low building which nestled on the hillside. A member of the renowned Beaver Club was hurrying to attend the regular dinner meeting in the clubroom at the home of Joseph Frobisher.

The sound of singing swelled as he threw open the door and strode into the long, friendly room. Already the members and their guests had wined and dined on the strange combination of pemmican, staple diet of the prairie trader, and choice wines from France.

So now, in the flicker of the fire in the massive fireplace and the glimmer of candlelight on polished cutlery and fine mahogany they were in the midst of the *grand voyage*, a ritual at every meeting. There they sat in a row on the floor, as if in a great canoe, while, dress-sword, or cane or even fire-tongs in hand, they dipped and swayed in the rhythm of the voyageurs' song.

Of the faces that turned toward the latecomer, some had the leathery, tough features of the western trader, while others were paler, with the more delicate complexion of the city gentleman. It was an amazing combination of men and manners that assembled at gatherings of the traders and these intrepid pioneers.

In 1783, a group of Montreal merchants organized the famous Northwest Company, whose fur-trading operations quickly extended over the whole of the western continent, even beyond the Rockies. The Beaver Club, founded two years later, began as an association of prominent merchants and land-owners, each of whom had spent at least one winter in the northwest. The members were shareholders and many had been active participants in the Northwest Company, which "held a lordly sway over the wintry lakes and boundless forests of Canada, almost equal to that of the East India Company, over the voluptuous climes and magnificent realms of the Orient."

Beaver Hall Hill, historic link between Montreal's uptown shopping district and its downtown financial centre. Dominating the hill is the Head Office of the Bell Telephone Company of Canada, the Beaver Hall Building, which towers 20 storeys high. Adjacent to the main building is the largest long-distance telephone centre in the British Empire.



These men, thrifty, aggressive and independent in their work, yet knew the secret of play. Sponsors of the select social activity of Montreal, they dined and danced in sprightly fashion at the Vauxhall, a popular place of entertainment on Beaver Hall Hill, where now stands the Bell Telephone building. On the opposite side of this hill, in the building now occupied by Guy Tombs Limited, stood the old Metropolitan Club of Victorian days, this property being just to the north of the former site of the Beaver Club.

Among prominent members of the Beaver Club were James McGill, who endowed McGill University; John Molson, founder of Molson's Brewery; Joseph Frobisher; Charles Chaboillez; Alexander Mackenzie, merchant-prince, scientist and first man to cross the American continent; and Simon McTavish called "The Marquis" since "he was the richest man in Montreal and also the proudest."

In its early years, the Club met at Dillon's or some other of Montreal's numerous taverns. But in 1800, Joseph Frobisher acquired an estate on the hill, erected on it his summer home and, being an ardent Club member, named it Beaver Hall. There the Club had its quarters, dispensing hospitality to the many explorers, traders and missionaries who passed through Montreal on their way to the west.

At the top of Beaver Hall Hill is Beaver Hall Square, where once stood the homes of many of the old fur-traders and the rough camps of the Indian trappers. On the west side of this Square is one of the 101 service stations of McColl-Frontenac Oil Company Limited in the Montreal area. Incorporated in 1927, this company is one of the leaders in the industry with a dominion-wide organization marketing Texaco petroleum products in all nine provinces. Its tankers may be seen on the St. Lawrence River and Great Lakes carrying crude oil, gasoline and fuel oils to and from the company's refineries. McColl-Frontenac is contributing to the prosperity and development of Canada by extensive exploration work in the Province of Alberta. Thus the enterprising spirit which manifested itself in the days of the Beaver Club is still helping to build a greater Canada.

Although Beaver Hall and most of the other historic structures have now disappeared from the hill and the square, a few still stand with their secrets locked up inside them, lending a mellowed grandeur to one of the most romantic thoroughfares to be found in all Canada.

A courteous McColl-Frontenac dealer gives up-to-date road information while an assistant checks tires for safety. This friendly service is typical of thousands of McColl-Frontenac dealers across Canada, who are identified by the familiar Texaco sign—Red Star, Green "T." For travel comfort, registered rest rooms are provided.



OLD TOWN

YESTERDAY AND TODAY



MONTREAL IS A VERITABLE city of today . . . modern, bustling, full of life . . . but her memories remain. There are wide boulevards, busy streets, up-to-date department stores and modern office buildings — but in her Lower Town lie the old narrow streets, the stone buildings of her Yesterday.

Walk around the streets of Lower Town, Notre Dame, Bonsecours, St. Sulpice, St. Paul and others — here you will find the traces of old Montreal, the walled city of closely packed houses, of the centuries that are past.

The fortifications of Old Montreal enclosed an area which today includes the financial district, the civic government, the law courts and the offices and warehouses of leading wholesale and shipping firms. Its boundaries corresponded to what is now McGill Street, Fortification Lane, Berri Street and the St. Lawrence River.

Memorial plaques are numerous on the houses of Lower Town. Altogether, there are about 54 tablets commemorating famous happenings in the life of the city. These however are far from sufficient and the Historic Monuments Commission plan to place more in the near future. At 445 St. Helen Street there is a bronze plaque that reads: "This tablet commemorates the organization on this site of the first Young Men's Christian Association on the American continent, November 25th, 1851." One plaque, now unfortunately missing, used to stand at the corner of McGill and Notre Dame Streets, with the inscription "Recollet Gate. By this gate Amherst took possession 8th of September 1760. General Howe, United States Army, 25 officers and 350 men entered prisoners of war 10th of September 1812."

At Notre Dame, corner of St. Helen Street, is an inscription, typical of the religious and political harmony that reigned in Montreal, which reads: "Here stood until 1866 a church and monastery of the Recollet Fathers, built in 1693, in which the Anglicans from 1761 to 1789 and the Presbyterians from 1791 to 1792 worshipped, Roman

The Château de Ramezay houses interesting relics of the past. Erected in 1705 by the French Governor, Claude de Ramezay, it was, after the English conquest, the residence of the English Governors. In 1894 the Château was taken over by the Antiquarian and Numismatic Society of Montreal as a Museum. Open weekdays 10 a.m. to 5 p.m., Sundays 2 p.m. to 5 p.m.

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Catholics and Protestants using the same edifice. It was the church of the Irish Roman Catholics from 1825 to 1847.”

At 295 St. Paul Street East is a marble plaque which reads: “On his visit to Montreal in May 1842, Charles Dickens stayed at Rasco’s Hotel on this site.” Today the building is but a battered shelter for old-age pensioners. Rasco’s is gone, as are the other famous Montreal hostleries — Dillon’s at Place D’Armes, Orr’s Hotel on Notre Dame, Sullivan’s Coffee House on the old Market Place.

The Market Place has witnessed some painful scenes. For in the years gone by it was not only a market, but also a place of punishment. Here stood the gallows, the jail, the pillory. Here in 1752 a murderer was, for his crimes, broken on the wheel. Bonsecours Market has had two disastrous fires. Much of the trading however, is done in the open, at nearby Jacques Cartier Square, where stands the Nelson monument, a 50-foot column erected in memory of the hero of Trafalgar. The market still possesses its old colour and vitality. Trucks and carts are piled high with the rich produce of the Quebec countryside, and hardy French-Canadian farmers mingle several days every week with their English and French customers of the City.

Lower Town is now a busy quarter but only in the daytime. Long ago the centre of retail trade and entertainment moved up to St. Catherine Street. But in the old town, among the banks, insurance and business houses, restaurants and shops, one will find many famous old landmarks such as the Seminary of St. Sulpice, oldest building in Montreal in use today and the Château de Ramezay, now a museum, associated with many important events in the City’s history. On Bonsecours Street, between St. Paul and Notre Dame, still stands the Old Papineau House where plans were laid for the rebellion of 1837. Also on this street is the Church of Notre Dame de Bonsecours, part of which dates to 1657 and known as the Sailors’ Church. This Chapel is that of Mary, Star of the Sea, who gives welcome to the sailor when he reaches port. It is his own sanctuary to which he can go to give thanks for deliverance from the perils of the deep and where hang from the ceiling, over the pews, the offerings which he vowed in his hours of danger.

Place D’Armes has a long memory. It saw the heroic resistance of

Bonsecours Market is always of interest to visitors. Here one may meet the French farmer selling his farm produce, as did his forbears before him. Within the boundaries of the market once stood the homes of leading citizens of the French régime. At the top of the square is the monument to Admiral Lord Nelson and on the right is shown part of the City Hall.



Maisonneuve against the attack of the Iroquois; it saw the town change from mission post to trading centre; it saw the birth of Notre Dame Church from a small beginning in 1656, through its gradual evolution until in 1829 the present imposing structure was opened . . . the largest edifice of its kind in America. Its towers are over two hundred feet high. It can accommodate five thousand people and its famous "Gros Bourdon" bell is among the five heaviest in the world. On Place d'Armes stands the monument to Maisonneuve, founder of the City. The work of Philippe Hébert, it was erected on the 250th anniversary of the City.

Just behind the City Hall, facing Craig Street, is the Champs de Mars. On this ground, soldiers of the Montreal garrison have paraded for many years — Vaudreuil's blue-coated Carignan and Roussillon Regiments, the red-coats of Amherst after the British victory on the Plains of Abraham, and, for a short six months in 1775-76, the cocked hat Continentals of George Washington.

Craig Street itself was once but a ditch around the old fortifications. But in 1817 the walls were torn down and the town started to spread. Today, Craig Street is one of the City's busiest thoroughfares and St. James Street, between Place d'Armes and McGill, has become the Wall Street of Canada.

While not within the boundaries of Old Town, there is nevertheless one industry which deserves mention here as one of the oldest in Montreal. On Notre Dame East at Papineau, backed by the St. Lawrence River, stands Molson's Brewery. This business venture, begun over 160 years ago, forms one of the earliest chapters in the story of private enterprise in Canada.

In 1782, a lad named John Molson arrived in Montreal, with the ambitious plan of starting a brewery in this rough frontier town. By 1786 he brewed his first hogshead. Montreal could drink its own ale. But this was only one of John Molson's many interests. Besides becoming one of Montreal's leading citizens, he pioneered with steamships and started many other enterprises, among them a bank. Since that day his brewery has grown to be one of the most modern in the Dominion. John Molson, by his foresight and hardihood, started an enterprise which, after five generations, is still being carried on by his descendants.

Founded in 1786, Molson's is the oldest brewery in Canada. Shown here is part of the company's Reception Room, where the arched roof preserves the architectural design of the vaults, built 160 years ago and still in existence. In the true spirit of progress, the Molson name has always been synonymous with civic and national development.



THE HANDICRAFTS

AN EXPRESSION OF RURAL LIFE



SEEING A REALLY representative collection of the handicrafts of Quebec is something like peeping into a kaleidoscope—so much colour, pattern, variety. Hooked rugs that show typical countryside scenes, or perhaps the traditional spool motif, or a neatly balanced flower pattern; strips of catalogue that are marvels of colour, cunning in their striking ombré effects; bedspreads in the tufted weave handed down through the generations from the earliest settlers from Brittany; Murray Bay blankets, incredibly light, unbelievably warm; homespun that conjure up visions of thoroughbred cross-country suits; luncheon sets woven of fine flax with bands of delicate colour contrasts; wrought-iron work that is a story in itself; history-laden ceintures fléchées; carved wooden figures of habitant types that bear testimony, as much to the observation and humour of the craftsman as to his manual dexterity.

In Quebec, as elsewhere, handicraft thrives in the country. There are workers of course in the cities too, but the rural districts, particularly those bordering the Lower St. Lawrence, are the principal source of supply. Hence the colour and variety; for the country worker is, first and foremost, an independent individual worker—just as he may be an independent individual farmer—who transmits through his work something of the flavour of the life he knows so well. The rugmaker turns to familiar scenes for his patterns. From the weaver's loom come tweeds of soft, pure, handspun wool that exude a breath of country air.

Yet, a few decades ago the handicrafts of Quebec were another story. In spite of the abounding creative force that has always characterized the Québécois, the handicrafts in this Province had sunk to a low ebb. In 1901 the Canadian Handicrafts Guild was incorporated by a number of Montreal women, thus providing the first impetus to the development of the work along truly artistic lines. This is a federative organization with headquarters in Montreal.

Quebec's homespun, woven according to Old World tradition, has developed a personality distinctively Canadian. The original and colourful designs of the woollen fabrics, handwoven by French-Canadian girls, have won awards in many exhibitions in Canada and in the United States. In the photograph a weaver is shown at work.

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Each provincial branch is effectively independent, but from coast to coast one basic principle binds all the branches together. The Guild is completely non-profit making, its members being barred from any financial interest in the shops operated throughout the country. The motive of the Guild is purely to develop the talent and taste of individual workers and to provide them with a market. The Montreal shop alone has turned over more than a million dollars to the rugmakers, carpenters, weavers, iron and silversmiths and other handicraftsmen, who look to it for the principal market.

Then, twenty years ago, the Provincial Government made a comprehensive survey of the possibilities of handicrafts as a source of revenue to the country. Back of this was the Government's desire to give country-dwellers an incentive to stay on the land.

They found that the traditional creative spirit had been kept alive, that the Québécois could, for instance, still fashion furniture with the remarkable manual dexterity his forebears had shown in making the fine old pieces one finds in this province today—furniture carved out of Canadian pine, but patterned after designs the cabinet-maker recalled from his earlier years in Brittany or Normandy. But they found, too, that workers often lacked confidence and were out of touch with present-day requirements. Worse yet, they found that all too many Québécois were joining the trek city-ward.

The first step in the Government's large-scale plan to develop domestic arts was to bring to Canada trained teachers from Europe, from Scandinavia in particular. This imported staff trained native girls, who in their turn became teachers. Local women's clubs—the Women's Institute and Le Cercle des Fermières—were helpful in impressing on the farmers and village folk that it would prove well worth their while to work at these handicrafts.

Thus are the traditional crafts returning to the countryside of Quebec. Old hands are refining their former skill. Young hands are learning. Knife and needle, loom and anvil are at work once more. Winter, formerly a dull and idle season on the farm, has now become a profit-making period. In many Quebec farmhouses the handicrafts furnish occupation for all members of the family, even the children. It is a full and happy life with abundant outlets for the creative urge of the Québécois.

Wood-carving holds great appeal for men of the family in many parts of Quebec, and the figures they produce have an endless fascination. Favourite subjects are the traditional habitant types—the old man with his ox-cart, the village curé, the farmer with his pipe . . . Frequently these figures display great manual dexterity.



SHOPPING IN MONTREAL

AN INTERESTING ADVENTURE



WHEN IT IS A QUESTION of breaking down a holiday into its component joys, there may be utter division of male opinion, but the female of the species can be relied upon to agree on one point at least — that shopping is an indispensable factor in any completely satisfactory trip.

A woman may or may not enjoy shopping in her own home town, but let her set foot on “foreign soil” and she is off on the scent of the out-of-the-ordinary, the product peculiar to the locale, anxious, above all, to find the best value for her money.

For both the quality and variety of the merchandise offered in its shops, Montreal has long had a high reputation. Because of the city’s dual culture and its long and close link with the old world, a shopping tour in Canada’s metropolis is a fascinating venture. Even if you are only window shopping, Montreal’s departmental stores, specialty shops and gift shops always have an interesting display from all parts of the world.

Read on through the following pages, which cover the city’s leading shops, and you will see that they offer a comprehensive range of merchandise to suit every taste and pocketbook. Here you will find just the right gifts for your friends at home. Shopping here you will save time, that commodity so precious to the traveller.

Prominent among the large retail establishments of the city, and Montreal’s earliest department store, is the firm of Henry Morgan & Co. Limited, situated on St. Catherine Street West at Phillips Square. Founded over a century ago, this Company’s business has grown with Montreal and is still operated by descendants of the first Morgan, who came out from Scotland in 1845. Quality has been the cornerstone of the Company’s policy ever since it first opened for business on St. James Street. At that period, weeks, if not months, elapsed between eagerly awaited cargoes, but today there arrives at Morgan’s a steady stream of merchandise, to satisfy an ever increasing clientele.

Although, technically speaking, Montreal divides East and West at St. Lawrence Boulevard, the true hub of the city’s activity might well be said to be St. Catherine Street at Peel. One of the busiest intersections in the whole Dominion, from here it is only a step to the leading shops, theatres, hotels and railway and bus terminals.

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Visitors to the city will find browsing around Morgan's spacious and modern departments a pleasant and unique experience. There are English, Scotch and Irish textiles, exquisite furs and original Paris models. In the Company's extensive china galleries there is a wealth of fine English china and crystal. The men's department on the ground floor offers merchandise from the best British and Canadian manufacturers. In the firm's Epicure Shop will be found a great variety of Canadian and imported foods of fancy quality. Here special attention is given to *bon voyage* baskets for travellers and to gift-parcels for overseas shipment. On the fifth floor, lunches and afternoon teas are served daily in the Regency Room. Morgan's is more than a department store — it is a Montreal institution — as much a part of the city as St. Catherine Street itself.

On St. Catherine Street at University, occupying an entire city block, is the T. Eaton Company Limited, Montreal's largest department store. The largest retail organization in the Dominion, Eaton's had its beginnings in Toronto in 1869 when the founder, Timothy Eaton, started a small dry goods business. Radical in his views of merchandising, Mr. Eaton's policy of one price only and the privilege of returning unsuitable purchases soon became the talk of the town. But this policy, which still prevails, helped to build up the great Eaton organization which exists today and to place retail trade generally on a sounder basis. The operations of the Company now extend across the country from coast to coast. The main stores are at Halifax, Moncton, Montreal, Toronto, Hamilton, Winnipeg, Regina, Moose Jaw, Saskatoon, Calgary and Edmonton. Branch stores are also maintained in several other cities. The firm's mail order business is the largest in the Dominion. There are thirty thousand people in the Eaton organization.

In the Montreal store will be found a most extensive range of merchandise from the four corners of the globe. Products of the British Isles, of France, Switzerland, Sweden, Mexico and other world markets, are brought to Canada through the facilities of Eaton's long-established buying offices throughout the world. On the main floor, staffed by well informed attendants, Eaton's maintains an Information Bureau specially for visitors. Adjoining it is a Souvenir Shop. On the ninth floor is the Company's beautiful restaurant where delicious

The China Department of Henry Morgan & Company is a traditional treasure house for fine English china, Belgian glass and "objets d'art." Here a honeymoon couple is seen selecting their favourite dinnerware from a range which includes Minton, Spode, Crown Derby, and Wedgwood. In this department, as in all others at Morgan's, you are assured of quality.



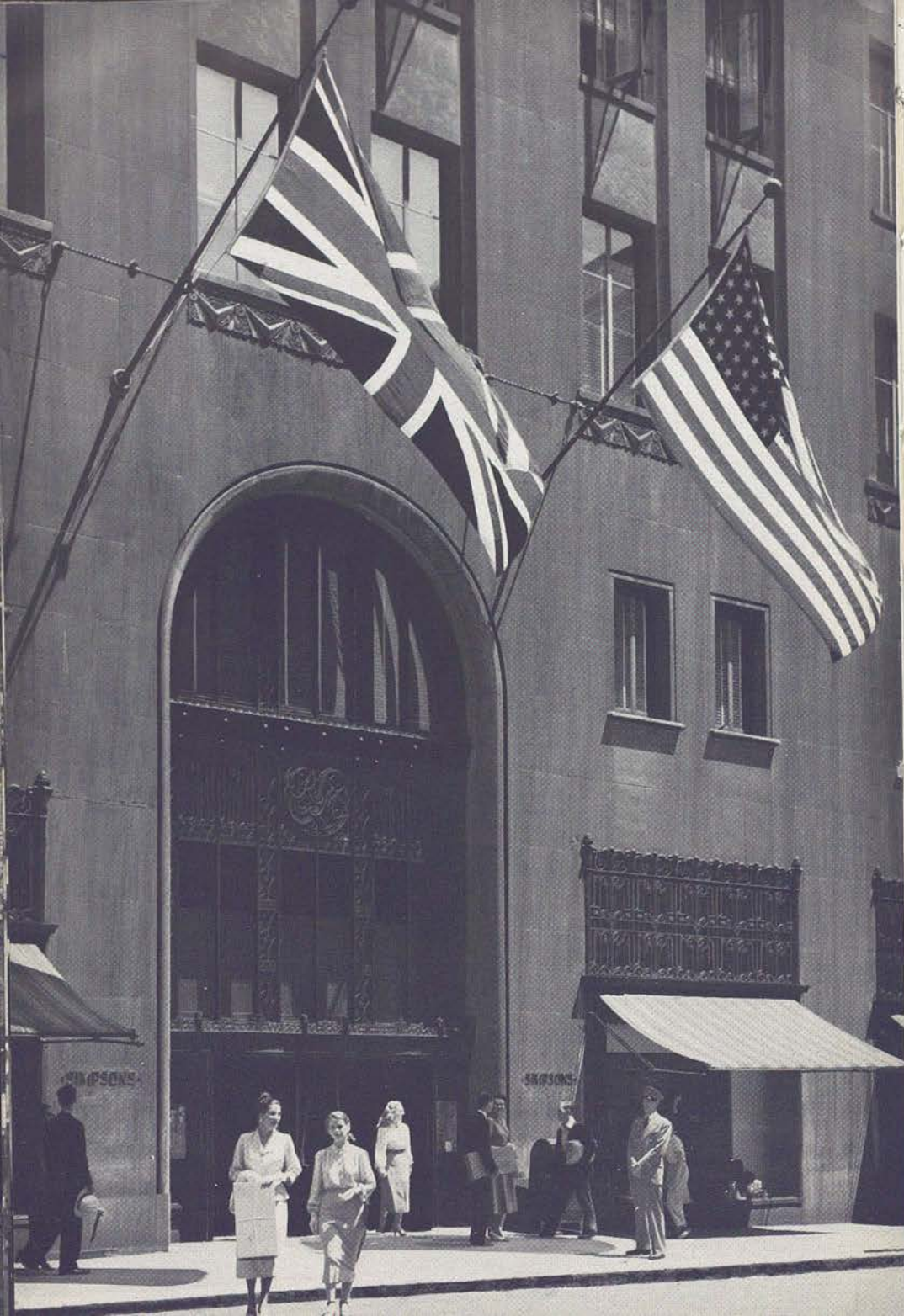
food is served in a delightful atmosphere and with courteous service.

The rise and evolution of departmental stores is one of the commercial marvels of the 20th century. In this field, among the nationwide organizations that have grown up with Canada, is the Robert Simpson Company Limited, whose Montreal store is situated on St. Catherine Street between Mansfield and Metcalfe Streets. Simpson's in Montreal, like many large enterprises, had a modest beginning, its historic foundations going back to the middle years of the 19th century when John Murphy opened a little store on Notre Dame Street. In 1905 the business of John Murphy & Company, which had moved to St. Catherine Street, was taken over by Simpson's, who erected their present modern building on the same site.

From many hands and many lands come the great variety of merchandise which Simpson's offers. Due to the Company's world-wide buying organization the products of many countries are gathered for discriminating customers. And, of course, there is always a wide range of typically Canadian products from leading manufacturers. Here are just a few of the many items that will be of special interest to visitors: From the British Isles — English china, Irish linens, Scotch woollens. From France — gloves and perfumes. From Belgium — glass and laces. From India — handmade rugs. There are also imported goods from other European countries, including Holland, Switzerland and Sweden. At Simpson's is the only Elizabeth Arden Beauty Salon in Montreal.

One block west of Simpson's is Peel Street, one of the busiest north and south arteries and one of the four streets in the centre of the city named after famous British statesmen. Just above St. Catherine on Peel stands the Mount Royal, one of the largest and most popular hotels with both visitors and residents. In its functions and facilities this hotel occupies a leading place in the life of the metropolis. The Mount Royal has seven restaurants. Its famed entertainment room, The Normandie Roof, is one of the most beautiful rooms of its kind in North America, offering the finest entertainment at dinner and supper dances. On the lobby floor, recently altered and redecorated, there is the Corinthian Room with its terraced tables, the new ultra modern Piccadilly Lounge and the restful Hunt Café. On the lower floor is the Mount Royal Coffee Shop and a large cafeteria.

Eaton's famous Ninth-Floor Restaurant, known for its beautiful modern appointments, exquisite murals and excellent cuisine. Here Montrealers and visitors alike enjoy tempting luncheons and afternoon teas keyed to a connoisseur's taste. No shopping tour in Montreal is complete without a visit to this modern restaurant.



Situated off the Mount Royal Hotel lobby with an entrance on Peel Street is a Touring Service Bureau operated by the British American Oil Company Limited. Here, information, literature and road maps are available to visiting motorists. There is no charge for this service which covers all the provinces of Canada, and the United States. Founded forty-two years ago, this Company is the largest independent oil company in Canada. It operates five refineries and a large addition to its refinery in Montreal East is now being built. The Company has thirty-seven stations on Montreal Island, the newest of which is on Burnside Place just around the corner from the above Bureau. It is interesting to note that several Indian relics were found here when excavating for the foundations of this station. The Company's popular product, Peerless Ethyl Gasoline, is available at all stations, where visitors are assured of courtesy and service.

Located on St. Catherine Street West at Mountain, just three blocks west of Windsor and Peel Streets is one of the six oldest business houses in Montreal — Jas. A. Ogilvy's Limited. This well known department store was founded in 1866 by a young Scot named James Angus Ogilvy who left his native Highland town of Kirriemuir, the "Thrums" of Sir James Barrie's novels, and set sail for Canada. In Montreal he opened a small linen shop which has since grown into one of the leading retail establishments of the city. One of the features of Ogilvy's, that is of particular interest to American visitors, is its English antique furniture shop. Every item in this charming studio bears the stamp of the British Antique Dealers' Association and is guaranteed to be over a hundred years old.

As Ogilvy's began as a linen shop, it is natural that it numbers amongst its clientele many of Montreal's oldest families, who, for four generations, have bought their Irish linens and Scottish blankets at this store. For the convenience of its customers, Ogilvy's operates a restaurant on their fourth floor, where lunches only are served. Still privately owned, this firm is famous for its friendly service.

On Mountain Street near Ogilvy's there still stands the house which was occupied by Jefferson Davis, president of the Southern Confederacy, during his stay in Montreal in 1867. In this same house Dr. W. H. Drummond wrote many of his famous Canadian *habitant* poems.

One of Canada's outstanding department stores, The Robert Simpson Montreal Limited, situated on St. Catherine Street, between Metcalfe and Mansfield, is within walking distance of all major hotels. Here you will find merchandise of fine quality, courtesy unexcelled, the atmosphere congenial. In short—"You'll Enjoy Shopping At Simpson's."



Like gold, spices and other products, furs were an important incentive to the voyages of exploration from Europe in the early days, and Montreal became then and remains still a leading fur-trading centre. The prominent position which Canada occupies in the world's fur market today has been due to the labours and indefatigable efforts of fur trader and fur merchant. Prominent among the latter who have contributed much to the development of the industry for over one hundred years is the house of Holt Renfrew & Co. Limited. Having its beginnings in 1837 in the City of Quebec, Holt Renfrew are the leading furriers in the Dominion, and their consistently progressive policy throughout the years has been responsible for the enlargement of the firm's operations to include a wide range of fashions and accessories. In addition to their head office and store in Montreal and their original shop in Quebec, stores are now operated in Toronto, Winnipeg, Hamilton and Ottawa. Holt Renfrew were the pioneers in creating Montreal's new shopping centre on Sherbrooke Street West. Their modern building erected in 1937 has recently been greatly enlarged to include a Salon de Couture, Children's Shop, a Salon for Women's Shoes, an entire floor devoted to fashions for the Junior-Miss, and a Shop for Men. For more than four generations British royalty has honoured the firm with an unbroken record of special appointments and the files of Holt Renfrew through the years read almost like pages from Burke's Peerage.

Three blocks west of Holt Renfrew is the C.S.L. Gift Shop, one of the most attractive in the city, easily recognized by its Old English bow-front window. Operated by Canada Steamship Lines this shop offers a wide range of gifts both domestic and imported and specializes in Murray Bay products such as blankets, bedspreads, wood carvings and homespun, all made by the countryfolk around Murray Bay. Here will be found an interesting display of hooked rugs and special attention is given to individual orders for either the home or the office. Among the many popular priced gifts available are the colourful Saguenay Scarves which depict the highlights along the St. Lawrence and Saguenay rivers. Reservations may be made at this convenient uptown shop for Canada Steamship Lines resort hotels at Murray Bay, Tadoussac, and The Thousand Islands, or for accommodation on the Company's ships, from an overnight trip to a seven-day cruise.

A corner of the blanket department of Jas. A. Ogilvy's Limited, located on St. Catherine Street West at Mountain. In the British tradition, Ogilvy's has been famous since 1866 for Scottish blankets, Irish linens, Canadian furs, Quebec handicrafts, French perfumes, London men's wear, English antiques and chinaware. You'll enjoy the atmosphere of this friendly, Montreal store.



ART IN MONTREAL

DURING THE LAST DECADE



IT MAY BE BECAUSE Montreal has become increasingly cosmopolitan during the last decade that the arts have begun to flourish here as never before. It may be because, during this same span, Canada has attained her full nationhood and in the process of development has acquired a new and deeper self-confidence calling for self-expression. Whatever the explanation, it is a fact that things artistic have begun to move in the Canadian metropolis, and in a significant way. No longer do ambitious young artists feel the need to emigrate from Montreal. On the contrary, many an artist from other parts has settled here in recent years and has found the atmosphere favourable for creative work.

There is, for instance, Marcel Dupond, famous in Paris for his enamels, but a Montrealer by choice. For ten years this artist cherished a fond, secret hope of coming to Canada. Only a little over a year ago that hope was realized, but M. Dupond now thinks of himself as a Canadian and is, in fact, a Canadian citizen. His enamels on copper, works of rich, glowing beauty, are contrived according to the old Limoges technique, and he is one of the very few workers in that medium anywhere in the world today. Using flat, dull colours, he yet achieves an effect of great luminosity, an impasto of jewel tones that inevitably brings to mind the stained glass of mediaeval France. But though Dupond's technique is the heritage of old Limoges, his designs are contemporary in feeling. Whether he is doing a Madonna, a flower motif or an abstract pattern, he speaks with great eloquence in the idiom of today.

Ceramics is another medium in which Montreal can claim an artist outstanding on this continent. V. Shabaeff, a Montrealer of long standing, uses a technique all his own to produce plaques and reliefs of fairy-tale splendour. Combining a subtle sense of colour with poetic imagination, he enriches his pottery tones with those of semi-precious stones — turquoise in particular — and even further by the use of

Taking its name from the beautiful mountain which dominates the city, the Mount Royal Hotel reflects the increasing tempo of Montreal's social and business life. One of the Cardy Corporation Hotels, the Mount Royal, situated on Peel Street, has 1100 rooms and every modern facility for the convenience and comfort of its guests.



real gold and platinum. There is an overall crackled effect which makes his work strongly reminiscent of that of the Early Ming Period and which is obtained presumably from oven temperature; but, like all Shabaeff's effects, it is his own secret.

Shabaeff also does ceramic jewellery — principally pins, clips and earrings — in the same technique but simpler in design and colouring.

Canadian painting is still little known outside of Canada. This is not surprising when one recalls that just a decade ago Canadians themselves were indifferent to it, although even then Montreal had produced a Morrice and a Prudence Heward. But today it is a far different story; today there is a surging interest in this, the first art really to flourish in Canada.

In the realm of painting it is difficult indeed to choose but one example from among so many. There is Pellon, of the French group; Borduas, painter of abstracts; John Lyman, once a pupil of Matisse; Arthur Lismer, member of the original Group of Seven; Goodridge Roberts and many others, among them Campbell Tinning, whose water colours are notable for an extraordinary strength and vitality, an architectural handling of form and a purposeful use of colour. Some have an engaging gaiety; many a fascinating feeling of movement and rhythm — as when, on occasion, he paints his impressions of music. Although he sometimes uses sparkling colours, Tinning loves to work best with low, muted tones. Perhaps this has something to do with the distinctive charm of his Montreal scenes in which he captures with easy, graceful strokes the soft grey mood so characteristic of this city.

Tinning comes from the West, but lived and painted in Montreal even before serving overseas as a war artist. He has made his permanent home here, finding Montreal one of the most interesting cities in North America to paint.

These few examples taken at random can do little more than hint at the wealth of artistic talent in this city today, not only in the graphic arts, but in every field of fine and applied arts — in sculpture, music, theatre, literature, even in *haute couture*. For sheer integrity, for freshness of viewpoint and as an expression of Canadianism, the artistic activity in Montreal is something that, when it does become known, will be a great surprise to the world at large.

The British American Oil Company Touring Service Bureau, in the Mount Royal Hotel, where information, literature and road maps are available to visiting motorists. British American Oil products are distributed across Canada, and Credit Cards from various American Companies are honoured at all B-A Service Stations.



SHERBROOKE STREET

THEN AND NOW



SHERBROOKE STREET, long and elegant, is a street of yesterday, today and tomorrow. Once virgin forest, it was still but a rough cart-track when in the early 18th century, the rich Montreal merchants began to choose it as the site for their new and magnificent mansions. Quickly it grew to be the fashionable residential street of Montreal. Balls and receptions; the smart church parades of Sunday morning; even horse races, with the amateur riders spurring to the toll gate and back to settle some reckless wager; glittering carriages and sleighs with their rich buffalo robes. All the pomp and circumstance of fashionable Montreal. Those days are perhaps past. But Sherbrooke Street both holds its memories and changes gracefully with the new eras that come. It has learnt, as we all must learn, that times and manners change, that there is good and bad in all things and all ages, that evolution is inevitable. Sherbrooke Street is a link of the old with the new, of the polished elegance of the French with the solidity of the Anglo-Saxon. It is London, Paris and New York. It is Canada.

Sherbrooke Street is a street of trees, of big spreading elms in the older part of the city and of brave young maple trees in the newer parts, planted there in memory of those who fell in the first World War. These trees alone would render Sherbrooke Street remarkable and justify a drive along its cool summer greenery. They are a proof that Montreal is indeed a "city of trees." If further proof is needed the view from Mount Royal Lookout will bring conviction. From this height the buildings of Montreal seem almost to be thrusting themselves up through a forest of green leaves.

Sherbrooke Street possesses infinite variety along its shaded length. Each portion has character and individuality. Far down at the eastern end of the island at the start of its twenty mile journey, it is perhaps but a normal, wide, well-paved road, bordered here and there by industrial buildings and a large cement plant, but soon it skirts

Sherbrooke Street is one of the most important arteries in the city, stretching from the eastern end of the Island to Montreal West. The photograph opposite was taken near the corner of Peel Street, in the central part of the city, where modern buildings are now rising, while the old grey-stone houses are being converted into smart shops.

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hospitals and then the Municipal Golf Course with its balconied clubhouse, eighteen-hole course and hard tennis courts. At Pie IX it passes the Botanical Gardens and from this stretch of road can be seen the Cross on the Mountain and, far ahead, against the sky, the Royal Bank Building. Then comes Lafontaine Park on the right, with side-roads leading past the lagoons.

From Amherst to Saint Denis, the trees seem even more numerous, and the houses on either side are of particularly fine proportions, many of them still occupied by old French-Canadian families. Others of these stately mansions have now become tourist homes. Here also are some of the most prominent French-Canadian clubs — Le Club St. Denis, Le Cercle Universitaire and Le Club Canadien.

In the stretch that follows, and elsewhere on Sherbrooke Street are many buildings devoted to education, a cause always dear to the Canadian heart. Collège Mont St. Louis, Ecole des Beaux Arts, just north of Sherbrooke on St. Urbain, Ecole Technique de Montréal, the Royal Victoria College and then McGill University with its many fine buildings and campus. On this site, on the wooded hillside of Mount Royal once stood the home and estate of Sir James McGill. In 1813 he died leaving these and the sum of ten thousand pounds sterling for the purpose of establishing a university. On March 31, 1821, McGill University received its charter. Since then it has grown to be one of the leading universities of the world, with students from many far-off lands.

After McGill campus Sherbrooke Street becomes for a while a shopping centre. With the evolution of a city there is always change. Districts wax and wane with the passing of time. Sherbrooke Street, once residential only, is now making a bid for retail commercial success. A number of establishments have opened along this stretch. Mainly they are dress, specialty and gift shops. There is the fine modern store of Holt Renfrew & Co. Limited at the corner of Mountain Street, and the smart C.S.L. Gift Shop just west of McKay Street. It is difficult indeed to foresee the future, but perhaps this portion of Sherbrooke Street, between Peel and Guy Streets, may yet become the exclusive shopping area of Montreal. Here too are many of the leading men's clubs and hotels — the Mount Royal Club, the United Services Club, the Berkeley and the Ritz Carlton hotels.

The imposing modern building of Holt Renfrew & Co. Limited, on Sherbrooke Street at Mountain, places this firm in the front rank of outstanding specialty shops in North America. Canada's leading furriers since 1837, the Company features fine furs, fashions and accessories, children's wear, women's shoes and men's clothing and haberdashery.

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On Mountain Street, near Sherbrooke, is one of the ninety-eight service stations of Champlain Oil Products Limited in the Montreal area. This company, whose operations are concentrated in Quebec and Eastern Ontario, takes its name from Samuel de Champlain, the famous explorer of the early seventeenth century, founder of the City of Quebec and the first to establish a trading post at Montreal. This great leader gained for himself the respect and admiration of all his followers; the company named after him is gaining a like reputation for its service to motorists. Champlain service stations are easily recognizable by the attractive blue and white colour scheme and their Norman style of architecture.

North of Guy Street, Côte des Neiges Road mounts the curve of the mountain. Standing on this corner today it is hard to believe that many, many years ago the Indians used the hollow, between the mountain and the high ground of Westmount, as a portage for their canoes from the Rivière des Prairies to the St. Lawrence River. In doing this they beat a trail through the forest, a trail which finally became Côte des Neiges.

West of Guy Street is the Masonic Temple, on the corner of St. Mark, while on the opposite side, from there to Atwater Avenue, are the extensive grounds of the Montreal Seminary, in which stand two towers of the old fort. Beyond Atwater, backed by Atwater Baseball Park and stretching to Wood Avenue, are the buildings and grounds of the Congrégation de Notre Dame.

Now Sherbrooke Street runs through the City of Westmount, fashionable residential quarter of Montreal. It runs on through the trim streets past Westmount Park and Library, past Victoria Hall with its floral clock, on to Notre Dame de Grâce. There, on the right, it passes the Benny Farm Gardens, a new Federal Government building project for war veterans.

At last Sherbrooke Street is reaching its end. It passes the Industrial Home and School for the Blind, on the left, and Loyola College on the right, and then, in Montreal West, its long journey is over.

Sherbrooke Street, longest street on the Island of Montreal, is a street of beauty, not only because of its trees, not only because of the fine buildings which border it, but because it is a living street, growing in time with the city that gave it birth over a century ago.

The world's swank gift shops are by no means confined to Paris, London and New York. Montreal has its own C.S.L. Gift Shop which, because of its wide range of distinctive gifts, makes it a veritable treasure chest for the discriminating buyer. Here one may shop leisurely, away from the crowds and at prevailing prices. Located at 1480 Sherbrooke Street West.



MONTREAL ART GALLERY

MUSEUM AND SCHOOL OF FINE ARTS



THE ART ASSOCIATION OF MONTREAL, which occupies the beautiful museum building at 1379 Sherbrooke Street West, was founded in 1860 and has, since that time, built up the sole art museum of Montreal into a notable institution. It moved to its present quarters in 1912.

Fine collections of paintings and art objects may be viewed. Old masters and nineteenth-century painters are well represented, with superb examples of the work of El Greco, Goya, Daumier, Corot and the Impressionists. There is a large group of seventeenth and nineteenth-century Dutch paintings, a very representative collection of contemporary Canadian works, as well as over thirty canvasses by the Canadian Master, J. W. Morrice.

The collections of art objects are particularly impressive and varied. Ranging from the early Egyptian and Greek to the nineteenth century, there are superb examples of many lands and civilizations. The newly installed gallery of Chinese art contains rare and distinguished examples of ceramics and jades, while the gallery of Near Eastern art contains many fine examples of pottery, textiles, metal work, painting and sculpture of the Asia Minor countries, dating from the pre-Christian era through the seventeenth century.

The museum contains also an excellent and most interesting collection of French-Canadian provincial furniture characteristic of the native handicraft of the Province of Quebec.

In addition to the Museum of Fine Arts, the Association conducts a school of art and design for the training of professional artists, and an art centre in which classes are given for children.

The museum is open from 10 to 5 daily, and from 2 to 5 on Sundays and Mondays. Admission is free to the public on Wednesdays, Saturdays and Sundays. On other days there is an admission charge of twenty-five cents, except to members. An art library is available for consultation and research.

There is keen interest in art in Montreal, especially among the French population. The picture shows the façade of the Montreal Art Gallery with its fine Grecian portico. To the west of the Gallery is the Church of St. Andrew and St. Paul, one of the most beautiful churches in the city, and to the east is the Erskine and American United Church.



JEANNE MANCE

PIONEER NURSE OF CANADA



MONTREAL HAS ITS OWN Florence Nightingale, in the person of Jeanne Mance, foundress of the city's oldest hospital and the first white woman to settle in Ville Marie. An attractive and lovely person, brought up in seclusion and comfort, she was yet destined to become one of France's outstanding women pioneers and a maker of history in the New World.

Born at Nogent-le-Roi in the Province of Champagne in 1606, one of a family of thirteen children, Jeanne faced at an early age, the heavy responsibilities of life, for her mother and father died when she was but a young girl, and her district of France was visited by both war and plague. These happenings seemed, however, to strengthen her mentally and physically for the part she was destined to play a few years later. A woman of deep religious sentiments, her desire to serve a suffering humanity seemed to increase with each unfortunate experience.

In the sixteenth century, all France was talking of the New World across the seas, so it was but natural that one of Jeanne's inclinations should be a deep interest in any project for founding and christianizing a colony in this New France. Reports of the work of two ladies of high rank—Madame de la Peltrie and the Duchesse d'Aiguillon—in establishing the Ursuline Convent and the Hôtel Dieu at Quebec reached her ears and she began to dream of the service she herself might render in a country where great opportunities would challenge her adventurous spirit. As time went on Jeanne made many friends, eager to help her, since she had the quality of infecting others with the urgency of her cause. Moral and spiritual encouragement she received from her religious advisers; financial assistance from Madame de Bullion, widow of an important nobleman of his time.

As soon as it became generally known that Jeanne had decided to set forth on such a hazardous mission, all Paris wanted to meet her. Many preparations had to be made, but finally, on a glorious June

In the quadrangle in front of the Hôtel Dieu on Pine Avenue West stands Hébert's magnificent monument to the hospital's saintly and heroic founder, Jeanne Mance. Unveiled in 1909 by its donor, Archbishop Bruchési, it represents Jeanne Mance, bending over a dying soldier, thus telling its own story with the impressive simplicity of truth.



day in 1641, three vessels set sail, one from Dieppe and two from LaRochelle. In one of the latter was M. de Maisonneuve with some of his followers. In the other was Jeanne Mance, Father Laplace, a missionary, and twelve men. There were six weeks of buffeting storms in the Atlantic before the two ships arrived at Quebec, but even then relief was mingled with anxiety, since the ship bearing Maisonneuve did not reach port until ten days later.

Although the final goal was near, the newcomers were forced to spend the winter in Quebec, as the season was too far advanced to allow for the building of suitable winter habitations up the river. Among the persons Jeanne met in Quebec was a wealthy lady, Madame de la Peltrie, who so fell in love with her that she decided to accompany the new settlers to Montreal in the spring. Finally, on May 17, 1642, Jeanne reached her final destination and went ashore with Maisonneuve to begin her labour of love in the strange and barbaric land of New France.

While everything went well for a time in the building and fortifying of the colony, it was not long before attacks by the Indians brought Jeanne unexpected patients. Men working in the fields received terrible wounds and many were scalped or burned at the stake.

The demands of the little hospital, which was finally built, grew continuously, but Jeanne's spirit never wavered.

The colonists thanked Providence for granting them the aid and comfort of this noble woman in their distress, while further generous donations of money from Madame de Bullion in France seemed to give her renewed strength to carry on her work.

In 1644 the hospital was formally established as the Hôtel Dieu of Montreal. Ornaments, statues and sacred vessels were sent from France for use in the Chapel of the hospital, and still further donations were received from Madame de Bullion so that the sick of the colony could receive better care.

In 1649 reports were received that the existence of the Company of Montreal in France was threatened, and, as this might mean support would cease for the colony, Jeanne with characteristic daring decided to return to France to obtain reports at first hand.

She was successful in her efforts and in securing additional funds,

Here, at the Sherbrooke Street entrance to McGill University campus, are the beautiful Roddick Memorial Gates, erected in 1924. McGill, which was founded in 1821, and is thus one of the four oldest universities in the Dominion, has a present roll-call of over 8,000 students. The University group of buildings now numbers forty-eight.



but the joy on her return to Montreal was saddened by stories of savage warfare between Huron and Iroquois during her absence. The Indians were on the war path and in 1651 the triumphant Iroquois decided to exterminate the settlement at Montreal.

In the period that followed, Jeanne's bravery and devotion were remarkable and she but narrowly escaped being herself one of the victims. The attacks of the Iroquois were so incessant that Maisonneuve was urged to go to France for help. When he returned he had with him over one hundred soldiers, a company of able-bodied workmen and several women, including Marguerite Bourgeoys, founder of the Congregation of Notre Dame in Montreal.

In January, 1657, while returning from Mass, Jeanne fell on the ice, fracturing her arm and dislocating her wrist. The physician who attended her, set the broken bones, but failed to notice the dislocation, and finally she lost the use of her right hand. Even this, however, did not prevent her from returning to France for a second time in 1658, in order to secure nursing sisters for the growing settlement of Montreal. It was during this visit that a remarkable miracle took place. As Jeanne knelt, asking God's help, the use of her right hand was suddenly restored.

On her return voyage to Canada in 1659, the ship narrowly escaped destruction by storm, and Quebec was reached after a voyage of nine weeks. Jeanne was now fifty-three years of age, but despite all her vicissitudes, she still displayed fire and energy and remarkable calm in all emergencies. She continued to organize her work and made several trips to Quebec for this purpose.

The last official act of her glorious career was in the spring of 1673 when she laid one of the foundation stones of the parish church of Notre Dame of Montreal. On the 18th of June of the same year, she died. According to her will her body was to be buried in the Chapel of the Hôtel Dieu and her heart to be placed in a leaden vase in the new parish church. But on the night of February 24, 1695, the chapel and part of the hospital were burned, and in its ashes disappeared forever the body and heart of Jeanne Mance.

So passed one of the most illustrious women in Canadian history, one whose bravery and devotion will be forever an inspiration to those who read of her courage and her noble deeds.

Service Stations of Champlain Oil Products Limited are recognized by their familiar Norman style of arch tecture. Counted among their numerous customers are many visitors from widely separated sections of the United States, who testify to the fine quality of this Company's products. Socony-Vacuum Credit Cards are acceptable at all Champlain Service Stations.



LAFONTAINE PARK

SUMMER RENDEZVOUS



ON SHERBROOKE STREET EAST, in a quarter predominantly French, stands Lafontaine Park, covering an area of some ninety-five acres. Formerly called "Logan's Farm," it is named after Sir Louis Hippolyte LaFontaine, who is commemorated as one of the fathers of responsible government in Canada and a staunch defender of the French language and people.

The land for the park, bought by the Federal Government in 1845, is now leased to the City of Montreal, who have transformed it into a place of beauty and of relaxation for the citizens of Montreal.

The terrain has been laid out to great advantage, with winding pathways, grassy slopes, terraced lawns and flower-beds. Shade trees cast their welcome shadow, and the two lagoons, circled by a motor road, add to the beauty of the scene. These artificial lagoons, separated by a rustic bridge, are of considerable interest. On the southern lagoon there are canoes and row-boats, while on the other is a luminous fountain, of which the changing beauty in the darkness of a summer night is a sight to be long remembered.

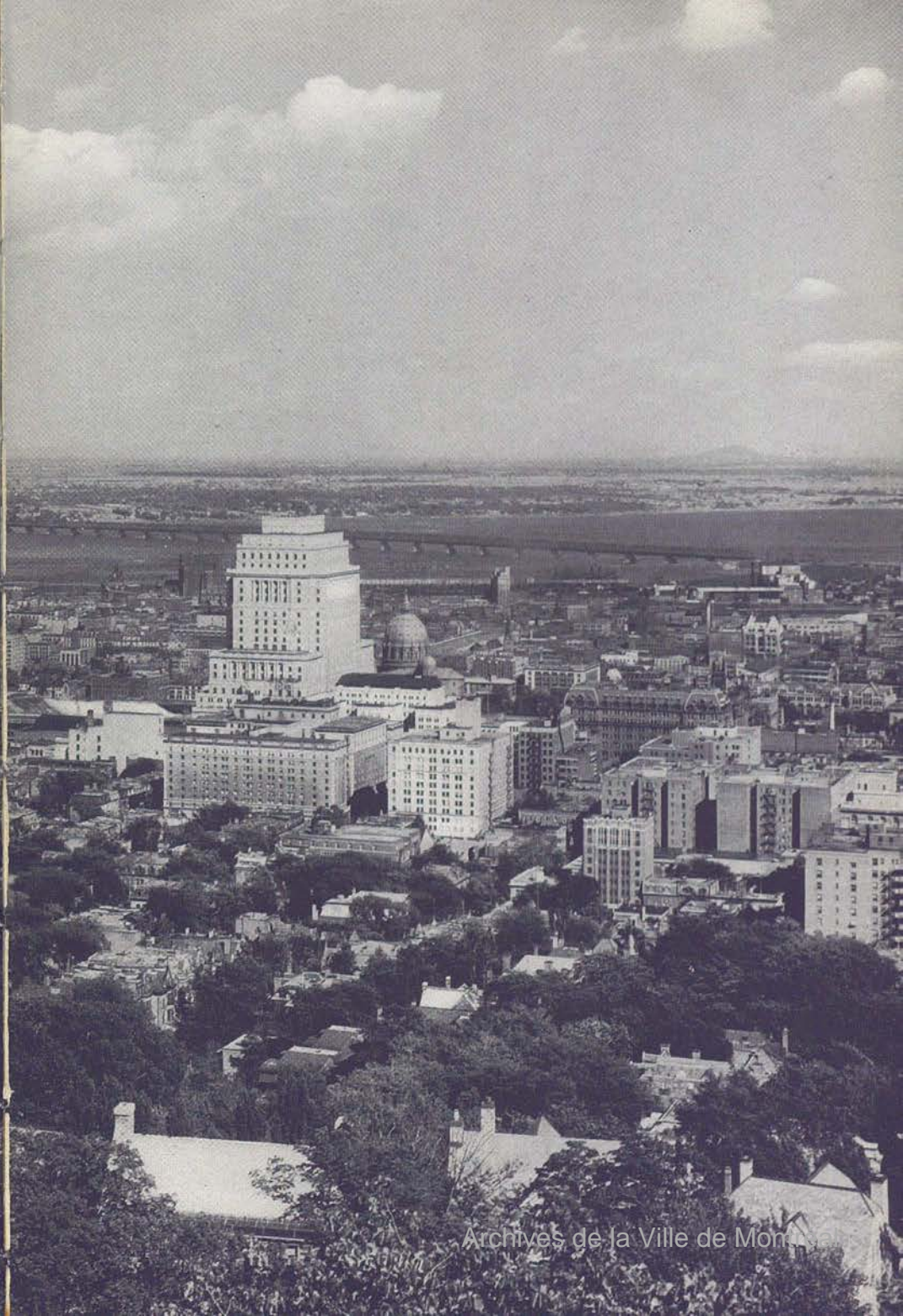
In the grounds are a number of historical monuments, notably those to Sir Hippolyte LaFontaine, Dollard des Ormeaux, Louis Francoeur, and to French-Canadian soldiers who died in the two world wars.

Sport is by no means forgotten. There are tennis courts, a children's playground, a wading pool, soft-ball diamonds, and a basketball court. In winter there is skating and ice-hockey, while the snow-covered slopes afford opportunity for the city skier.

A small zoo contains specimens of Canadian wild animals, raised in the park, and a commodious greenhouse permits floral exhibitions to be held all the year round. In the bandstand, during the summer season, open-air concerts are given.

A pleasant drive of one and a half miles from the centre of the city, this beautiful park offers pleasure and distraction to all members of the family.

Lafontaine Park on Sherbrooke Street East is one of the largest and most beautiful parks in the city. Named after Sir Hippolyte LaFontaine, prominent French-Canadian statesman, it is noted for its beautiful beds of flowers, its colourful fountains and its spacious lawns. Band concerts are held regularly in the Park during the summer months.





BOTANICAL GARDENS



SCIENCE AND BEAUTY

AT SHERBROOKE EAST and Pie IX lie the Botanical Gardens. Few, even among Montrealers themselves, realise the true fame of these gardens. For, although any casual visitor can appreciate the beauty of them, their value goes deeper than that. They are a research station and experimental centre, an educational institution, famed as such in research laboratories the world over.

So they serve a double master . . . Beauty and Science. They provide for the visitor a blaze of colour amid ornamental pathways and shrubberies. They permit the earnest gardener to study tested methods of production, to examine rare varieties, to plan his own garden in the light of discoveries new and old. They allow the botanist to study his own particular problems, aided by the large scientific library, assembled with the assistance of the University of Montreal. Even the school-children are not forgotten; for over two hundred of them work there on their own small plots, with seeds supplied by the Gardens and under the supervision of a trained teacher.

Whatever your interests, however deep or shallow your knowledge of gardening may be, there is pleasure for you here. There are the great beds of flowers, and the rock gardens. The greenhouses, containing a fine collection of rare plants from all over the world, are unfortunately at present open only to selected groups. There is the economic garden in which are studied the many plants vital to industry, a model community garden as a demonstration of "city-lot" vegetable growing, a test garden for observation of new varieties, the water and bog garden consisting of 109 individual concrete basins of various sizes, the nurseries, the winter gardens . . . there is no end to its variety.

First opened in 1936, these gardens are a living thing. Loveliness and learning go hand in hand. To the man or woman in search of beauty, to the amateur gardener, to the student, to all alike, they offer their rich store.

The Montreal Botanical Gardens on Sherbrooke Street East at Pie IX Boulevard cover an area of over two hundred and fifty acres. Planned along modern lines, they serve as a clearing house for information concerning plants, as an educational institute and as an experimental and research station. Visitors to the city are invited to visit the Gardens.



ST. JOSEPH'S SHRINE

MIRACLE ON THE MOUNTAIN



ON THE STEEP SLOPE of Westmount Mountain stands a monument to God, to St. Joseph and to a humble man, whose faith, devotion and miraculous works made this beauty possible.

The man was Brother André of the Congregation of the Holy Cross. Born of humble French-Canadian parents at St. Grégoire d'Iberville in Quebec, he was a boy of only twelve when his mother and father died and, an orphan, he was forced to fend for himself. Almost uneducated, without money, he struggled for years to gain a precarious living. Then, in 1870, he felt the call of God. After a brief novitiate, he became a member of The Congregation of the Holy Cross and was assigned to work at a boy's college at Côte des Neiges, on the outskirts of Montreal.

His tasks were menial—doorkeeper, porter, messenger, cleaner of shoes—but even so his faith and piety and love for his fellow-creatures so shone forth that the fame of this humble brother went out into the world. From a handful of students, who had learnt to value his advice and help, grew a steady stream of pilgrims from far and wide. Stories were heard of miraculous cures, mending of sick in mind or body, cripples who walked again, the weak who found new strength.

But with this fame and success, there came troubles to little Brother André. Controversy arose, talk and countertalk. The civic health authorities started an enquiry; the college council found embarrassment in the crowds that thronged the college grounds. Ecclesiastical authority was invoked against him, perhaps by those jealous of his growing fame. But his work continued, and at last he obtained permission to build, on the hillside, a little pavilion where visitors could await his coming. For he was still but a college doorkeeper. His menial tasks were still to be performed. His works of grace were for the few short hours that he could find for them, and for the evenings that, tired from his daily toil, he spent with those who sought him.

That was the real beginning. From that little shack, lonely on the

Dominating the northern slope of Westmount Mountain, St. Joseph's Oratory is the mecca each year for thousands of the devout. From a small shrine, erected in 1896 on the spot now occupied by the Oratory, has risen the greatest sanctuary in the world to St. Joseph. In size, in grandeur and in beauty it will stand as a lasting monument to Brother André.



hillside, grew the beautiful shrine you see today, known as the Oratory of Saint Joseph.

Little by little the work progressed. Funds were scarce and there was no official support. Only his faithful friends assisted him, with their own money and with what they could collect, but with faith this was enough. A little chapel was built, a statue to Saint Joseph. Brother André's work at last received the apostolic blessing of His Holiness the Pope.

And through all this time, through all these difficulties, pilgrims from all over the world came in thousands, even tens of thousands, to ask the blessing of little Brother André. Sick and suffering, rich and poor, regardless of sect or creed, they climbed the steep mountain slope to beg his help. By rail and ship and car they travelled, even on foot they came, they who had sought other help but in vain. Fathers with children, husbands and wives, young and old, they climbed the hillside. Some healthy, some in pain or sickness, some carried on litters by their friends; two million souls came each year to lay their troubles on the altar of God and His servant Brother André. In his little shed from morn till night he gave comfort to those who sought his help. He promised no miracles, offered only his intercession to the everlasting love of his Master. But those who came in despair walked away with new hope.

By 1918 was built the Crypt of the Shrine. And now, almost completed, the great dome of the Basilica rises five hundred feet above the street, dwarfing Brother André's little chapel, the chapel where he slept and ate and prayed for those in need of help.

Go there and see for yourselves. Brother André is gone, but his memory lives for ever in the hearts of men. Climb the great staircase worn by the very knees of pilgrims, see the crutches and sticks and staffs left behind by those who walked again. Present, if you will, your own request to the guardians of the Shrine. Ponder on the strange power for good that rested in the heart of a humble doorkeeper.

We cannot tell where faith ends and miracles begin, but of this we may be sure. Out of the faith and power and humility of Brother André grew a work so great and miraculous that we think not of religion or creed, we know only that a humble servant of God built here a miracle in the hearts of men, a memory that shall not die.

In 1876 Laval University of Quebec opened a branch-college in Montreal which, in 1920 became independent, under the name of the University of Montreal. The present magnificent building on the northern slope of Mount Royal was inaugurated in 1943. There are 3,000 students in the University proper, and nearly 12,000 more in affiliated schools and colleges.



MONTREAL AFTER DARK

COLOURFUL DIVERSION



THERE IS A RICHNESS in the night life of this city, for the Montrealer does not believe that the night was made for sleep alone. Cosmopolitan, polyglot Montreal takes her pleasures gladly. And at hours when the streets of many other cities are dark and deserted, those of Montreal are still bright with the lights of cafés, restaurants and clubs, full of Montrealers, and their welcome visitors.

There are a great number of clubs in the city, clubs of very varying types, but falling, roughly speaking, into three main categories . . . the cocktail lounge, plain and simple . . . the cocktail lounge with orchestra and entertainers . . . and the night club proper, with dance floor and cabaret. This perhaps is a little confusing to those not in the know, but a glance at the advertisements in the daily press will serve to clarify the position.

In night clubs proper there is certainly choice and variety enough. French . . . with the intimate atmosphere of the Paris *boîte* and the French *chansons*: *Pigalle*, *La Mer*, *Sur Le Pont d'Avignon*. Russian . . . with a flavour of *borscht* and *shashlik* and the cabaret finale heavy with Russian *schmaltz*. Negro . . . with all the warmth and rhythm and gaiety of the coloured people. Harlem in Montreal. American . . . with a slick chorus line and a nostalgic echo of Manhattan. And, atop of one of the great hotels, a ballroom-restaurant, to which come the foremost among the world's cabaret stars.

The clubs of Montreal are as cosmopolitan and varied as is Montreal itself. They have a diversity of atmosphere and character that gives the visitor a rich choice indeed.

Montreal holds variety for the music-lover too. Symphony concerts on Mount Royal; famous musicians and singers giving of their art under the stars in the great Molson Stadium, on Pine Avenue and at the Delorimier Stadium; bands in the many parks in the dusk of a summer evening; concerts and recitals in the Plateau Auditorium, His Majesty's Theatre and other places.

The streets of Montreal at night are bright with myriad neon signs. Theatres, restaurants, clubs, hotels each has its guiding beacon for the pleasure-seeker. Along St. Catherine Street West the lights are thickest, for it is here and in the neighbouring streets that the city's entertainment-world is most closely congregated.



There is no permanent drama theatre in Montreal, but many world-famous companies come to play here, while there are numerous Montreal societies that contribute outstanding dramatic work. Fridolin, world-famous playwright, director, actor, has a company here, and Montreal has frequently the privilege of viewing his barbed and polished satire. The Montreal Repertory Players are growing in reputation yearly, as is the Canadian Art Theatre group. There is the Negro Guild, which recently produced *Emperor Jones*, and the French society of Les Compagnons de Saint Laurent, who are making a great name for themselves, mainly through the medium of French classical drama.

At Beaver Lake, on the mountain, there are interesting and delightful presentations of Shakespeare plays, such as *Midsummer Night's Dream* and *As You Like It*. To see dramas such as these, in their natural setting in the open air, is a pleasure and privilege, an experience rare and not-to-be-forgotten. In the same natural amphitheatre the Compagnons de Saint Laurent plan to present Molières' classical comedy, *Le Bourgeois Gentilhomme*.

Movie theatres are legion. There are at present but few French-Canadian films being produced, but all the latest American and British successes are shown, while several theatres present the outstanding films of French studios in Europe.

At Cartierville, Montreal has its own version of Coney Island—all the gaiety, thrills and fun-of-the-fair, with a large dance hall open to the breezes, beside the waters of Rivière des Prairies. It is reached by No. 11a Highway, by No. 17 streetcar from Snowdon, and by train from Central Station.

All this is but a part of Montreal After Dark. Violin concertos or carrousels, Shakespeare or burlesque, a rumba band or the coloured fountains in Lafontaine Park. There is a variety of entertainment to suit all tastes and all pockets.

Montreal is a great industrial city, the greatest in Canada, and this achievement pays credit to the industry of the native Montrealer himself. But he believes that there is also a time for play, a time for gaiety. When the great factories and shops and offices are closed, then it is that you can see the other Montreal, Paris of the New World, Metropolis of Canada.

The night clubs of Montreal offer cabaret entertainment with the cosmopolitan atmosphere typical of this most cosmopolitan of cities. Entertainers from the United States, from Europe, from South America and elsewhere add their quota to the gaiety of the city's night life. Pictured here is the famous dance-team of Leonardo and Galenté.



WHERE TO DINE

GUIDE FOR GOURMETS



IN ANY COSMOPOLITAN CITY one would expect to find a wide variety of restaurants, and Montreal is no exception to this rule. While the principal cafés and hotels offer mainly English, French and American menus, it is possible to obtain authentic national dishes of many different countries. Being the second largest French-speaking city in the world, many restaurants are typically Parisian. The leading restaurateurs have an enviable reputation for good food, for their knowledge of wines and liquors, and for just what combination will satisfy their most sophisticated patrons. One of the pleasures of dining out in a strange city or in another country is the opportunity it affords to select food peculiar to the locale. Among the French Canadian dishes which are recommended are Habitant Pea Soup, Saucisse en Coiffe, Boudin and Ragoût de Patte avec Boulettes. Of the continental French dishes there are for example, Cuisses de Grenouille Provençal, Poulet en Casserole Bourgeoise and Tête de Veau à la Tortue. One particular specialty that should not be missed is Crème Vichysoise. Some restaurants serve excellent Italian food, for example, Minestrone Agnelotti à la Parmigiana, Buseca Milanese and of course steaming Spaghetti Bolognese.

One café specializes in the Beef Stroganoff and Shashlik of Old Russia, served in a romantic atmosphere. Then there is Chinatown, where typical Chinese dishes are served with Woo Lung or Jasmine tea. Oka cheese, which is made by the Trappist monks at Oka, forty miles from Montreal, is becoming increasingly popular with cheese lovers. With those who favour sea food, Prince Edward Island and New Brunswick oysters and Nova Scotia lobsters, in season, cannot be surpassed. In the summer months Gaspé salmon is a must. Altogether Montreal restaurants offer a choice of food to delight the eye and tickle the palate of the most jaded gourmet. The following page lists seven of the city's leading restaurants, all of which are licensed under the liquor laws of the Province of Quebec.

Montreal is famous for its restaurants. Varied in nationality, they possess a cosmopolitan atmosphere that can turn the simple act of dining into an adventure in international gastronomy. Shown here is the panelled dining room and cocktail bar of one of Montreal's leading restaurants.



MONTREAL RESTAURANTS

Drury's, "Ye Olde English Chop House," Osborne Street, on the south side of Dominion Square, is the oldest of Montreal's leading restaurants. Established in 1888, Drury's has for many years been a favourite rendezvous for connoisseurs who like the best of food in an atmosphere of tranquility and traditional hospitality. The recipes used by Drury's chefs have been garnered and perfected through the years.

Chez Ernest, 1500 Drummond Street, just below Sherbrooke, was founded a quarter of a century ago by Ernest Alovisi, one of Europe's famous maitres d'hôtel. This café specializes in French and Italian dishes. The Colony Club located on the ground floor is one of the most popular cocktail lounges in the city, where meals are served à la carte. The main dining room features table d'hôte luncheons and dinners. Specialties here are Frogs' Legs and Filet Mignon.

Café Martin, 1521 Mountain Street, is one of the most typically Parisian restaurants on the continent, occupying an entire air-conditioned building. On the ground floor is a Seafood Bar where lobsters are a popular specialty. The main dining room on the first floor is known for its large crystal chandeliers. The modernly appointed Flamingo Room on the second floor derives its name from the beautiful murals which adorn the walls and mirrors. This restaurant is famous for its Crêpes Suzettes.

The 400 Café, 1490 Drummond Street, a few doors south of the Ritz, the former home of Commander J. K. L. Ross, is more like an exclusive club. The dining room, attractively appointed in green leather, is extremely comfortable and cheerful. The cuisine is of the finest and there is a wide range of table d'hôte and à la carte dishes. The Escapade Room, on the ground floor, is one of Montreal's cosiest bars.

Au Lutin Qui Bouffe, 753 St. Grégoire Street, just off St. Hubert, is one of Montreal's unique restaurants. Every night, le patron, B. J. McAbbie welcomes you to inspect his spotless kitchen and select your own cut of meat. The restaurant's famous baby pig, groomed and manicured, will pose with you for a photograph which makes an interesting souvenir. The tiny porker has posed with many of the world's great, as the picture-covered walls will show. Organ music. Open from 6 p.m. only.

Ruby Foo's, 7815 Decarie Boulevard, is one of the largest restaurants in the city, with extensive parking facilities for its patrons' cars. The restaurant has three distinct kitchens—a Chinese, a European and a Salad Kitchen. On the ground floor the main dining room and the Sunlit Dining Room are open from 11.30 a.m. to 3 a.m. In the Starlit Roof, opening at 6 p.m., there is entertainment nightly. There are three air-conditioned cocktail lounges richly decorated in Oriental splendour.

The Clover Café, 2004 St. Catherine Street West, opposite The Forum, occupies an entire building, completely air-conditioned. One feature of this café is that it provides entertainment during both lunch and dinner as well as throughout the evening. The café has its own organist, who is ever ready to play your favourite music. The Red Room Cocktail Lounge on the mezzanine, is open from noon. At the Seafood Bar, popular specialties are Lobster dishes and Cherrystone Clams.

It's easy—and pleasant—to obtain your favourite cigarette, cigar or tobacco in Montreal. Tobacco stores are up-to-date and service is traditionally courteous. Here two visitors chat about Montreal's attractions with a friendly tobacconist. The cigarettes on the counter are the ones that Canadians seem to enjoy the most, for they occupy front-rank popularity.

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THE ST. LAWRENCE

HISTORIC WATERWAY



FROM THE HEART of the continent to the sea, from where Superior washes the pre-Cambrian rocks of her rugged northern shores to where the waters of the St. Lawrence lose their iridescence in the deeper blue of the Gulf — such is the majestic course of the St. Lawrence, one of the most historic rivers on earth. The “Great River of Canada” is not a mere water-course, but a stream of the hills and woods, full of sparkle and vigour as if draining half a continent were a labour of love.

In history, the St. Lawrence is rich without parallel, veiled with an atmosphere of romance and tradition that is common to no other section of North America. Here came the first explorers and soldiers, here the first messengers of the Word. This was the land of Cartier, Champlain, LeCaron, Joliette, LaSalle, Nicolet, Marquette, Cadillac, Jogues, Breboeuf, and many other knights of the sword and cross who sought to conquer this heathen land for king and church. Here came the first fur traders, to barter their cheap trinkets and firewater with the Indians for the valuable pelts of the North; here came the pioneers to wrest from the soil the fruits of primitive agriculture. Here occurred many of the most terrible of the Indian massacres. Here fell Wolfe and Montcalm, settling forever the destinies of New France. Here were fought some of the many sharp struggles of the Revolutionary War and of the War of 1812. Here were laid the foundations of the Canada of today.

We see Jacques Cartier in his small vessel sail up this storied river, linger a space at Tadoussac, then proceed up the river to Stadacona and Hochelaga, those crude, straggling Indian villages of long ago which have grown up in a new civilization as Quebec and Montreal. We see Champlain, the true father of Canada, lay the foundations of Quebec, then follow on to the Georgian Bay in his fruitless search for a short route to the fabled wealth of the Indies. We retrace the steps of Marquette and LaSalle, Nicolet and Cadillac, witness the

Nightly during the summer months Victoria Pier takes on a gay holiday mood, as carefree passengers board the luxurious passenger steamers of Canada Steamship Lines for Quebec, Murray Bay and Tadoussac or for the St. Lawrence-Saguenay cruise. Shown here are three of the Company's sleek white ships, noted for their comfort, modern appointments and fine cuisine.

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massacre at Lachine, and follow Duluth to the banks of the Kamistiquia, and behold with Hennepin the wonder of Niagara. We see the fur trader and the betrayed Indian, the birth of New World commerce and its baptism of blood. We climb the heights of Quebec with Wolfe, witness the struggle on the Plains of Abraham, victor and vanquished both lying silent in death. We watch the standard of France lowered, the flag of Britain unfurled; witness the wars of brother against brother, then the lasting peace wherein gun and sword are supplanted by plow and loom. We see the steel rails laid, the waters interlinked, the earth made to yield up her treasures — a glorious present evolved from a storied past.

France and England, and to a lesser degree, the United States, have lent their associations to every point on the long coast-line but the historical imprint is nowhere more deeply graven than where the river laps the shores of French-Canada. What bitter tragedies, thrilling scenes and mighty triumphs has this river seen. Every island, cape and bay has a story of shipwreck, miracle or wraith. The people of the river and gulf are a curious compound of *voyageur*, farmer, and fisherman. They are full of energy and character, bold and hardy, honest and hospitable, superstitious as all fishermen are, but pious and brave withal. They preserve many old ideas and habits, for down here the earliest settlements in French-Canada are side by side with the latest.

It is in this glorious setting of what is known as the Lower St. Lawrence, and among these good and kindly folk, that Canada Steamship Lines has set two magnificent, if widely different, resort hotels. The Manoir Richelieu, at Murray Bay, a baronial manor, reflecting the gracious living of a leisured age, has played host to many of the world's great. Fifty miles away, at the meeting place of the St. Lawrence and Saguenay rivers, is the charming Hotel Tadoussac, a gem of traditional design and furnishing. A very natural type of luxury characterizes both hotels, in which are embodied all the elegance of a bygone period with all the appointments and sports facilities of today. And, to a holiday in this part of French-Canada, there is no more fitting prologue than to sail down the St. Lawrence from Montreal in the cool of the evening on the trim white ships of the Canada Steamship Lines.

The lower St. Lawrence, near Murray Bay, where the river widens and cool breezes provide a bracing tonic for the traveller. This great river, which has played such a vital part in shaping the history of North America, increases in importance with the years, linking ever more closely Canada and the United States.



MADELEINE DE VERCHERES

A STORY OF HEROISM



ON A FINE OCTOBER DAY in 1692, Madeleine, aged 14, daughter of Seigneur de Verchères, was standing at the riverside near the blockhouse where she lived, a distance of some twenty miles from the settlement of Montreal. Her mother and father were both away from home.

All was peaceful, the river flowed gently at her feet and, in the fields nearby, her father's tenants were at work. Suddenly all was confusion. There was the dreaded cry "The Iroquois, the Iroquois" and men were running towards the shelter of the palisade, running only to fall under the tomahawks of the fleet-footed Indians. Madeleine was more fortunate. Being nearer to the house she reached the gate unscathed.

The defenders were but few — Madeleine's two brothers, aged ten and twelve, two soldiers, a servant, an old man of eighty, and several women and children. But Madeleine was not daunted. Quickly she took charge and organized her little band. The women and children, except her brothers, were ordered into the blockhouse, while the remainder took post at the loopholes of the palisade, with the order to defend at all costs.

The girl's example gave courage to all, especially when she encouraged her little brothers with the words "Let us fight to the death. We are fighting for our country and our religion. Remember that your father has taught you that gentlemen are born to shed their blood for the service of God and the King."

As dusk fell and the danger of attack increased, Madeleine knew that she must somehow prevent the Iroquois from rushing the fort. So she ordered her men to move around all night, shouting "All's well. All's well," as though they were the guards of a strong and vigilant garrison.

For a week the siege continued. Luckily there was food in the blockhouse and a spring nearby, but day and night a ceaseless watch

On the riverfront, facing the St. Lawrence, Madeleine de Verchères still stands guard, immortalized in bronze. Near here are still built the famous Verchères flat-bottomed boats. Verchères was the home of Ludger Duvernais, founder of the Saint-Jean Baptiste Society, and of Calixa Lavallée, composer of the Canadian national anthem.



had to be kept on the encircling savages, and each glimpse of a copper-coloured body drew a hail of fire from the little garrison. All were desperately weary from strain and lack of sleep, especially Madeleine, who slept only for short moments, her head pillowed on her gun.

But relief was on its way. A few of her father's tenants, more fortunate than the others, had succeeded in evading the first attack of the Indians and had made their way, slowly and laboriously, to Montreal. There they had told their news to the Governor, M. de Callières, who at once dispatched a relief expedition of forty men, under the command of Lieutenant de la Monnerie.

Thus it was that, early one morning, Madeleine's brother Alexandre heard the stealthy sound of canoe-paddles on the river and, fearing onslaught by the Indians, shouted a warning to the little garrison. But across the water came a cry. Not the cruel war-whoop of Indian braves, but a voice which said "We are Frenchmen. It is La Monnerie who brings you help."

The long siege was over. The boats reached shore, and from the palisade came Madeleine to meet her rescuer. "Sir," she said, "I surrender to you my arms." But La Monnerie paid the world's first tribute to her heroism. "Mademoiselle," he replied, "They are in very good hands."

So if, today, you visit the little village of Verchères, you will see the monument erected to Madeleine, one of the great heroines of Canadian history.

Just outside the village, and open to the public, are the stables of the famous "Black Horses," a string of black Percheron stallions maintained by National Breweries, the largest brewery organization in Canada, operating the Dow, Black Horse and Frontenac plants in Montreal, and Boswell's in Quebec City. The Company's novel and important contribution to Canadian livestock progress was initiated in 1930. Before the age of motor transport, only black horses had been used for short-haul deliveries of Dawes "Black Horse" Ale — an old tradition in the services.

Since the inception of this string, these superb animals have sired over nineteen thousand foals. They have provided Quebec farmers with an incomparable breeding service and have greatly improved the standard of draught-horses throughout the province.

The famous "Black Horses" are stabled at Verchères on a farm operated by Dawes Black Horse Brewery. Internationally known, these superb Percherons travel to exhibitions in a specially constructed horse van—the only one of its kind in Canada. Over the years they have acquired an impressive array of prizes and, like the famous Black Horse ale which bears their name, they are truly "Canada's finest."



ISLAND OF INDUSTRY

CENTRE OF COMMERCE

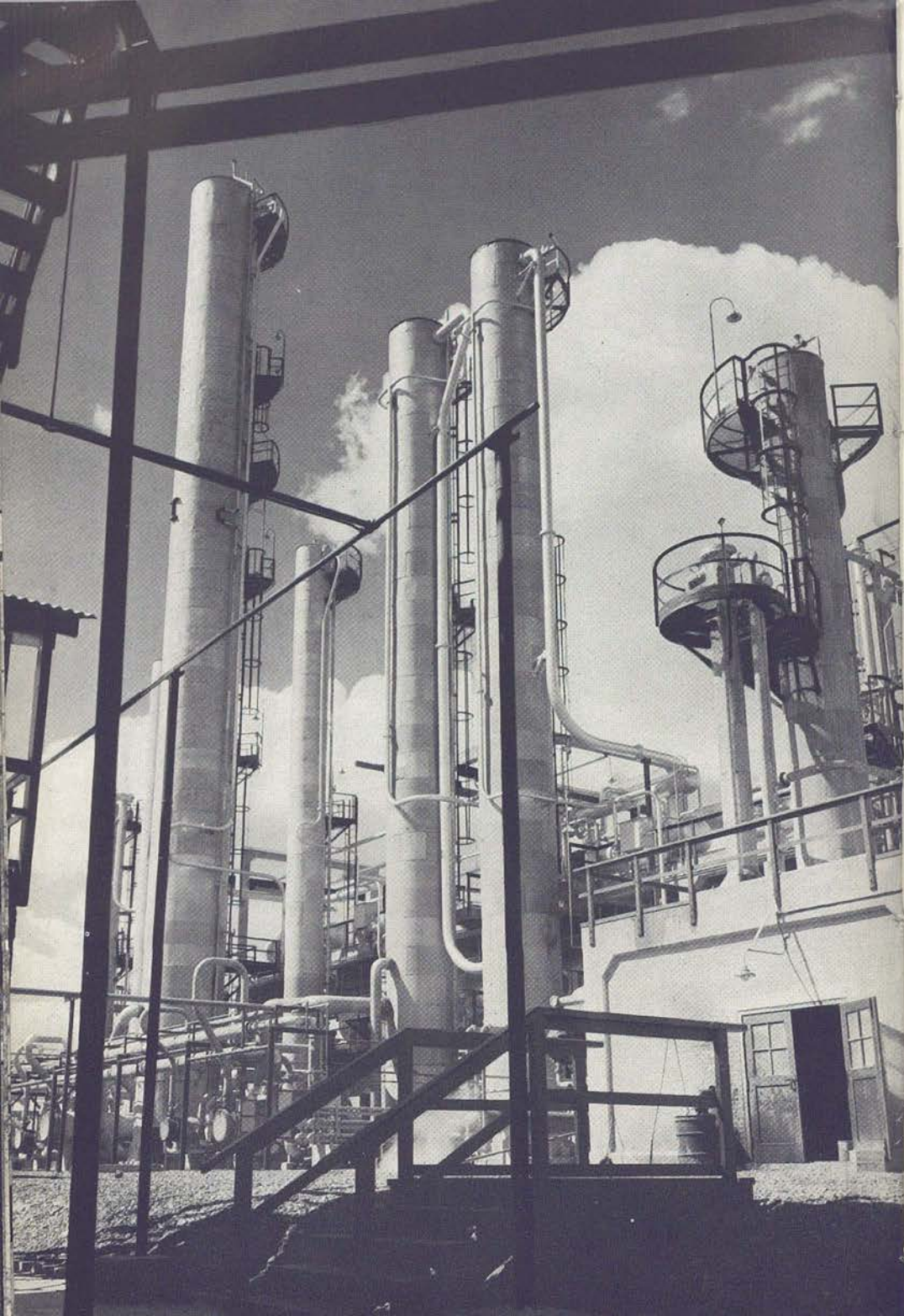


THOUGH THE SEA is a thousand miles away, Montreal is one of the world's greatest seaports as well as the largest industrial city in Canada. Modern finance and commerce rear their great buildings beside shrines of the old world. The country's largest banks cast their shadows over ancient battlefields, and a great insurance building covers land where once Indians chipped their flints and ground their corn.

It is a city where the visitor gets into the habit of looking for a surprise around every corner, and he usually finds it. The old and the new, history and commerce are closely woven into the pattern of the city's life. It is difficult to realize for example that Montreal is such a large ocean port, for its docks stretch along the river for almost one-third of the Island's length of thirty-two miles. Here come freighters from every corner of the globe and large passenger liners from Europe during eight months of the year. Westward, lake steamers carry cargoes to the heart of America at Port Arthur and Duluth. Where Indians and *coureurs de bois* once left their canoes in the mud of the river there are today over one hundred berths for ocean-going vessels, twenty-six great transit sheds, four grain elevators with a capacity of fifteen million bushels, and a cold-storage warehouse holding three million cubic feet of perishables.

Montreal has over three thousand factories, representing a billion-dollar investment and employing nearly four hundred thousand workers. The principal industries are those manufacturing railway rolling stock, aircraft, electrical supplies, tobacco products, brass and copper products, vegetable products, boots and shoes, clothing, fur goods, paints and varnishes and petroleum products. Prominent also are slaughtering and meat-packing firms, breweries and shipbuilding and repair plants. In number of establishments, capital employed, number of employees and value of production, the clothing industry is in the lead. Industry in Montreal is as varied as the city's archi-

The Head Office building of the Royal Bank of Canada at 360 St. James Street West rises 21 storeys above the street to a height of 392 feet and houses the Bank's Head Office departments and a number of the city's leading investment, legal and business firms. With over 700 branches in Canada and abroad, the Royal is the country's largest bank.



ecture. Along the riverbank adjacent to the old stone warehouses of the wholesalers, importers and exporters, will be found the establishments of heavy industry, of milling firms and packing industries. Within the last few years new industrial areas have sprung up particularly in the northern part of the city. The twin factors of a prolific war industry and a large upswing in technical and vocational education have produced a reservoir of skilled and semi-skilled labour which is contributing immeasurably to Montreal's continued growth as an industrial centre. The ready availability of ample power is also an important factor.

Montreal is also the transportation centre of the Dominion. Here are located the headquarters of the country's two great trans-continental railways, its largest inland water transportation system and the largest airline. From Montreal Airport — one of the largest on the North American continent, and an increasingly important international airport — there are over thirty-five commercial arrivals and departures daily, running as high as two hundred daily covering all types of aircraft. Passenger traffic averages over eighteen thousand persons per month.

As you stand on historic Place Royale, beside the monument to the first settlers — the few who started industry here by sowing the first seeds — you may be surprised that there are over one and one-quarter million people today in Greater Montreal. But get one of the cabbies to drive you up to the lookout on Mount Royal and you will realize the magnitude of the city. When Maisonneuve planted his cross on the mountain he little realised that its replica would some day shine out over such a vast city. When he encountered the Indians he had no thought that the plateau, over which he approached their village, would three hundred years later be Montreal's financial district. Here, centred on St. James Street, stand the head offices of the two largest banks in the country and of many leading financial houses. Near Victoria Square is the imposing office building of the Royal Bank of Canada, the largest banking institution in the Dominion. Founded in Halifax in 1869 the Royal now has six hundred and thirty branches in Canada and Newfoundland and sixty-three in foreign countries. The Bank's assets exceed two billion dollars. In the foreign field the Royal has been well established for many years; in the

Prominent among the industries at the eastern end of Montreal Island are the plants of the leading oil companies. Here we see a set of Petroleum Fractionating Towers, in which crude oil is separated into its various basic products, which, after further processing, is transformed into gasoline, kerosene, and other essential commercial products.

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West Indies since the turn of the century and in Central and South America for over thirty-four years; the bank also has offices in New York, London and Paris. Because of this it has become an important agent in developing trade and cultural relations between Canada and other countries. In addition to maintaining normal banking departments, specialized services have been developed to serve those interested in import and export trade. A stone's throw from this bank's front door ran the ancient fortifications of the infant town; near its back door was the gate through which came Benjamin Franklin, Charles Carroll of Carrollton and Samuel Chase, envoys sent by Congress in a vain effort to persuade the French in Canada to join the American colonies in revolt against the British rule.

On St. James Street at Place d'Armes is the Bank of Montreal, its pillared and domed building in perfect keeping with its setting as it looks out across historic ground. Visitors are invited to see the attractive architecture of the bank's interior. Magnificent columns of Vermont granite and a richly ornamented ceiling contribute to what is considered to be one of the finest banking rooms in the world. When the bank opened on November 3, 1817, three-quarters of Canada was still an unsettled wilderness. Trade was carried on by barter and with a mixture of foreign currencies. To solve the confusion the Bank of Montreal issued its own bills and coins, Canada's first real money. Now over one hundred and thirty years old, the bank has grown steadily with Canada and today has assets of one billion, eight hundred million dollars. It operates over five hundred branches in Canada and abroad, including offices in New York, Chicago, San Francisco and London, England. The Bank of Montreal is more than a bank to Canadians; it is an institution, a piece of history and an important cog in the business life of the nation.

All the big buildings, industrial activity and historic sites might overly impress a visitor who had not the wit to look at the faces of the people on the streets. This is a cosmopolitan city, with the greatest French population of any city outside Paris. Its people are vivacious in expression, and leisurely in manner. Montreal, industrial and commercial centre, transportation hub, and financial heart of Canada, is still a *human* city. Here there are graces not found elsewhere, pleasures galore, and the thrill of living today-in-yesterday.

Montreal Harbour, though closed by ice throughout the winter months, yet compares very favourably, in tonnage handled, with any harbour on the American continent. An interesting link with the past is the gold-headed cane, presented each year to the captain of the first ship to reach Montreal after the break-up of the ice in the St. Lawrence River.

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SEIGNEUR AND TENANT



THE OLD SEIGNEURIAL SYSTEM

THROUGHOUT THE RECORDS of the Province of Quebec there is frequent mention of the *Seigneurie*. This word is extremely interesting, being an essential part of the system under which the original French colonization of Canada was organized.

Frenchmen of the seventeenth century proved themselves to be intrepid pioneers, explorers, traders and missionaries, but Louis XIV, King of France, extremely interested in the progress of this new portion of his empire, felt that support should be given it by the institution of an organized system of colonization. He therefore followed, to a certain extent, the system established in France for many hundreds of years, the Seigneurial System. He empowered the Company of One Hundred Associates to grant large tracts of land to such men as they considered suitable by birth or position, and to bestow on them also the title of *gentilhomme*. The underlying principle of the system was that the Seigneurs, as they were called, should be responsible for the settlement, on their properties, of chosen tenants, both Seigneur and tenant having certain statutory duties to perform. At first the system was not a great success, since Frenchmen of good birth showed little enthusiasm for a life in the far wilderness, and in 1663, when the King took control of the colony out of the hands of the Company, there were not more than half a dozen Seigneurs in actual occupancy of their lands. When Jean Talon came to the colony as *Intendant* in 1665 this situation was quickly altered. Undeveloped seigneuries were declared forfeit to the Crown and actual occupation was made a condition of all future grants.

Under Talon's able guidance the colony grew rapidly. In two years the population of the entire colony rose from about three thousand to double that number. Women were urgently needed as wives for the settlers, and of these the King sent shiploads under the care of nuns. In the main these women, known as The King's Girls, were well and carefully chosen, but there were naturally occasional mistakes,

The City of Westmount, attractively situated on the southern slope of Westmount Mountain, is a progressive residential municipality containing many very fine residences, with well-kept and delightful gardens. The city has three parks and almost every street is lined with trees. The photograph shows Westmount City Hall erected in 1923.

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prompting the saintly Mère Marie de l'Incarnation to remark of one shipload that there was *beaucoup de canaille* aboard. Seigneuries varied greatly in size. Usually, however, they measured about a dozen square miles, possessing always frontage on the river and extending up to the foothills behind. From the Seigneur the Crown demanded no initial money payment nor annual land dues, but a tinge of chivalry was given to the system by the demand that, with due feudal ceremony, each Seigneur should render fealty and homage to the King's official representative at Quebec. Further than this, he was expected to occupy his lands, and to clear them for cultivation with the help of his tenants. Although the system worked well there were naturally, among the less scrupulous of both Seigneur and tenant, a few cases of abuse, and in 1711 two proclamations were made, the *Arrêts de Marly*. The first protected the tenants by saying that, if any settler was refused land without proper reason, the Intendant should step in and issue a deed on his own authority, over the head of the Seigneur concerned. The second, protecting the Seigneurs, said that, whenever a tenant did not make a substantial start in the clearing of his farmland, the property should be forfeited to the Seigneur at the end of one year.

As has been stated, the Seigneur received his land from the Crown without payment, except that when the seignery changed hands by sale or by inheritance other than by direct descent, a mutation fine known as the *quint* — one-fifth — was payable. Similarly the tenant also made no initial payment on taking up his land. He paid only an annual rental made up of two different dues, *cens* and *rentes*; *cens*, a nominal payment, mutually agreed upon, of probably only a few *sous* each year, and *rentes*, fixed in terms of money, poultry, produce or all three combined. It is difficult to estimate but probably both *cens* and *rentes* would amount each year to not more than ten or twelve *sous* and half a dozen chickens or a bushel of grain for the average farm of fifty or sixty acres of land. In modern money this would equal a sum of only about fifty cents an acre. Another payment due at intervals whenever the farm changed hands by sale or descent, except to direct heirs, was the *lods* and *ventes* — one-twelfth of the value of the property. In France, under the Seignorial system there were also innumerable *droits de banalité*, but in New France there was

Situated on Côte St. Antoine Road in Westmount, the Shaar Hashomayim Synagogue is cathedral-like in its imposing proportions, accommodating some 1800 worshippers. Built of grey vitrified brick and sandstone, it is capped by a series of small Moorish cupolas that lend a touch of the Orient to the whole edifice.



only one, the Grist Mill right. Tenants were compelled to bring their grain for grinding to the mill operated by their Seigneur, paying for this service with one-fourteenth of the grain. The mills were usually built like towers, serving also as a strongpoint in times of attack.

A further duty of the tenant was *corvée*. Each year he was liable to give the Seigneur a total of six days' labour, during which time the latter provided him with food and tools. This duty was not always insisted upon and, in any event, seldom more than three days' labour was demanded.

As a rule the Catholic Church made a good Seigneur, which resulted in the fact that it held about one-fourth of all the land granted in Canada. By 1763 the Sulpicians had an estate totalling about one quarter of a million arpents — an arpent being about five-sixths of an acre — including probably the most valuable seigneurie in all Canada on the Island of Montreal.

A number of Seigneurs and tenants were recruited in 1666 from the Régiment de Carignan-Salières. In 1665 this regiment had arrived to combat the Indian menace. Eighteen months later, after a vigorous campaign, the danger was over, but all were worried at what might happen when the regiment left for France. Jean Talon had the idea of disbanding the regiment at Quebec and of offering inducement to its officers and men to remain in Canada. The officers were offered seigneuries, on which their men could take up farms, with the addition of a year's subsistence and a grant of money. About twenty-five officers and four hundred men decided to remain. Talon wisely gave them lands in the section where their military prowess would render them most useful as guards. They were therefore positioned along the Richelieu River between Lake Champlain and the St. Lawrence, whence any attack either by English or Mohawk was most likely to come. All who took land in this region were bound to take up arms at the call of the King, though this was not expressly provided for in the deeds of land. There was, however, never any reluctance. These military settlers and their sons after them were only too willing to join in any fight that offered.

In 1854 the system of seigneuries was technically abolished and the land could be freely sold, but some of the old procedures of the seigneurial system still prevail in certain parts of the Province of Quebec.

The Natatorium at Verdun. One of the finest pools in North America, it offers the best facilities around Montreal for open air swimming. Built in 1941 the large pool is 200 feet in length with an adjacent diving pool. There is underwater lighting, continual water filtration and every convenience for patrons. Open from 1 p.m. to 11 p.m. daily.

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SPORT IN MONTREAL

FOR THE SPECTATOR



MONTREAL—BUSY, ROMANTIC metropolis of a thousand attractions—provides a wide and varied sports fare unequalled by any other city in Canada. For Montreal, the nation's largest city, is the true capital of Canada's sports world, both from the standpoint of the diverse entertainment offered and the loyalty and enthusiasm of the fans.

Whatever the visitor's choice in sports, he will find it in Montreal, where games are played in a "big-time" setting before crowds of spectators whose only limitation is usually the seating capacity available. Baseball, hockey, football, racing, tennis and other games all have their large and loyal following.

Truly cosmopolitan in atmosphere, Montreal provides a setting where athletic stars can reach the top on the basis of their innate ability. It was in Montreal that one of baseball's greatest experiments of modern times was successfully accomplished. The Negro player, Jackie Robinson, won unselfish acceptance by the fans on his merits, and the way was opened for him and other members of his race to move into the major leagues and shatter an old taboo.

Baseball in Montreal today is a major sport. At Royal's Stadium on Delorimier Street in the east end of the city, you can see fast, thrilling Triple-A ball served up by teams of the powerful International League. Nines from Montreal, Toronto, Jersey City, Buffalo, Rochester, Newark, Syracuse and Baltimore display a brand of play that is surpassed only in the majors.

Montreal Royals, one of the key teams in the league since it was formed, have won the pennant frequently in recent seasons and in 1946 the city's representatives captured the Little World Series championship to rule the minor league world.

In ice hockey, Canada's national game, Montreal holds an even more commanding place. The record books of the "World's Fastest Game" are studded with the feats of all-time greats who starred in

Delorimier Stadium, at the corner of Ontario Street East, has a capacity of 20,000 and is the scene of many thrilling ball games during the season. Here the Montreal Royals bat against the Syracuse Chiefs in the International League. The Royals won the Pennant in 1935, 1945 and 1946. In the latter year they also won the Little World Series.

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Montreal uniforms. Immortals like Howie Morenz, Aurel Joliat and Georges Vezina thrilled the crowds in the great Montreal Forum as they flashed down the ice in the red-white-and-blue uniforms of the Montreal Canadiens, the "Flying Frenchmen." The Canadiens captured the Stanley Cup on six occasions, and the now disbanded Maroons won the trophy twice. The Canadiens carry on the tradition of great hockey today, competing in the world's fastest league against teams from New York, Boston, Detroit, Chicago and Toronto.

Amateur hockey runs the professional game a close second for popularity in Montreal, where the Forum is the scene of hectic battles in the Quebec Senior League, which includes teams from New York and Boston as well as Canadian entries.

Canadian football is another all-star attraction in the late summer and fall for visitors seeking sport thrills in Montreal. Very similar to the American game, the brand of ball played in the "Big Four" league is the best in Canada. Numerous American players, some from outstanding teams below the border, can be seen in action when the football squads move into the Delorimier Stadium for home games in Montreal. College football with all its colour, cheerleaders and excitement is the big attraction at the Molson Stadium, the athletic field of McGill University on Pine Avenue.

For the followers of horse racing there is the choice either of watching thoroughbreds in action or of seeing trotters and pacers in sulky racing. The runners perform at beautiful Blue Bonnets track, just off Decarie Boulevard to the north of the city, while the harness races are held at Richelieu Park at the east end of the Island. Both sports have a large following, with the win-place-show windows handling hundreds of thousands of dollars in wagers at either track.

Montreal is also the hub of tennis activities in the Dominion. Most of the leading players have been developed in Montreal during recent years, and the city has played host to visiting countries in preliminary North American matches in Davis Cup competition. Attendance at these matches and other championship meets confirms the city's position as the most sports-minded in Canada.

There is a wide variety of other sports to choose in Montreal, with wrestling, boxing, golf, basketball, track and field events, etc., for the entertainment of the visitor.

Club House and 18th green of the Municipal Golf Course, located on Sherbrooke Street East a short distance from Pie IX Boulevard. One of the finest public golf courses in North America, the green fees are reasonable, and professional instruction is readily available. Adjoining the Club House are 18 excellent hard tennis courts.



WITH ROD AND LINE

IN WESTERN QUEBEC



THE ANGLER IN MONTREAL need not go far afield to enjoy the thrill of landing game-fish. He may practice the piscatorial art within train, streetcar, bus, even within walking distance of the heart of Canada's busiest inland seaport.

Within a radius of 150 miles he will find almost every specimen of Canadian game-fish, from Atlantic and landlocked salmon and ouananiche, to speckled, Quebec red, rainbow and brown trout, to maskinonge, northern and walleyed pike, smallmouth bass, perch and other species.

Apart from trout and salmon, he will find that some of the finest game-fish waters on this continent are almost within casting-distance of his home or hotel.

In the St. Lawrence River, within the proverbial stone's throw of Montreal Harbour, are maskinonge, smallmouth bass, northern and walleyed pike, the latter commonly called doré in the Province of Quebec, and many other species of edible fish. Anglers find them around Jacques Cartier and Victoria bridges. Verdun sportsmen land large walleyes, bass and pike, in and below Lachine Rapids.

Lakeshore anglers have these game-fish in Lake St. Louis, Lake of Two Mountains, Lake St. Francis, the Chateauguay River and other waters, where they enjoy good sport with artificial fly and lure, and natural bait.

Residents of the Island of Montreal and Isle Jésus, on the north side, have good sport in the Rivière des Prairies and Rivière des Milles Isles, which flow out of Lake of Two Mountains to form these islands.

The maskinonge finds a natural home in the St. Lawrence, and specimens weighing up to forty pounds are taken, almost every season, in Lake St. Louis, Lake of Two Mountains and Lake St. Francis, all these waters being within an hour's journey of Dominion Square. Lake St. Louis' record maskinonge was one weighing fifty pounds, which won two international prize-fish contests in 1946.

Northern Quebec's countless pine-rimmed lakes constitute an almost inexhaustible reservoir for many varieties of game-fish. Long water routes make it comparatively easy to penetrate remote areas which have been little fished. Here the angler has an anxious moment with a lusty black bass, a species which grows to a large size in these cold northern waters.

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Smallmouth bass up to three pounds, walleyes of seven and eight pounds, and northern pike of ten pounds and more, are not unusual in these waters.

There is also good fishing for bass and other game-fish in Brome Lake and other Eastern Township waters, the Richelieu and Missisquoi Bay; in Macdonald, Bark and other Laurentian and Western Quebec waters, for the angler with a day or a week-end at his disposal.

The trout fisherman finds good sport with speckled, Quebec red and lake trout in waters anywhere from fifty to one hundred miles from Montreal. In some districts there are also rainbow and brown trout. Landlocked salmon and rainbows are also taken in Lake Memphremagog in the Eastern Townships.

Ouananiche, trout and bass waters extend from the St. Maurice Valley through the Laurentian and Gatineau sections, north and west to the Ontario boundary.

Airplane service is available at Montreal, St. Jovite and other centres to carry the sportsman into almost virgin waters.

The Fish and Game Department has established a large fishing reserve in the northwest section of the Province, reached by the Mont Laurier-Senneterre highway. Leaseholders in this reserve cater to tourist anglers and, at Lac Rapide, anglers may rent boats through a departmental organization. A special permit, costing \$1 a day, is required to fish in this reserve, where anglers find speckled and lake trout, northern and walleyed pike.

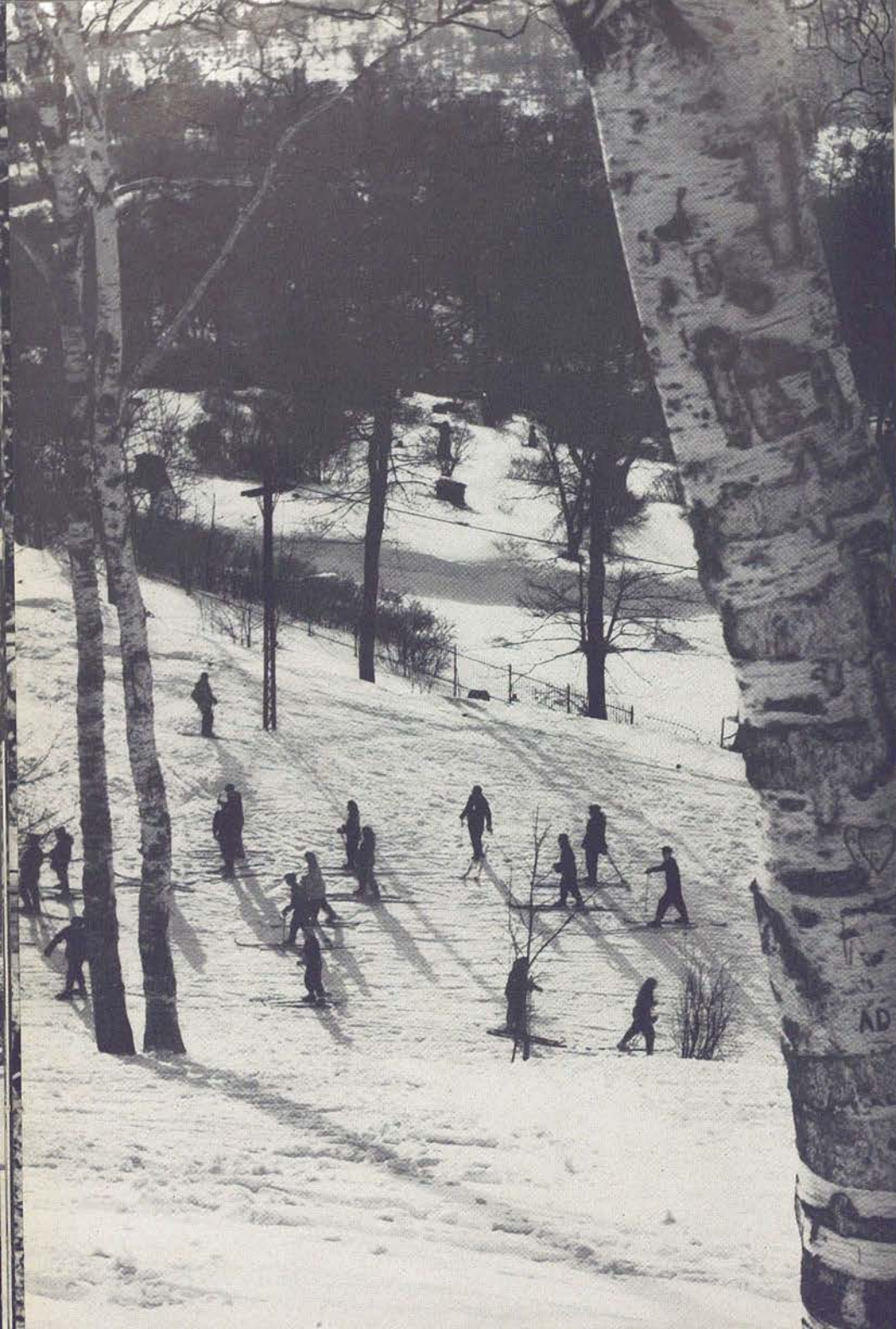
Waters north of Buckingham, Hull and Ottawa provide good speckled and lake trout and smallmouth-bass fishing, and these are also easily accessible to the Montreal and visiting angler.

The nearest waters containing Atlantic salmon are those of the Matane River, an overnight train journey from Montreal. These waters were recently opened to public fishing.

There is, however, good fishing for ouananiche, those doughty fighting members of the salmon family, in Lake St. John and many rivers and lakes in that area, where outfitters will arrange all details of camps, guides and equipment.

Anglers may obtain fuller information from the General Tourist Departments of the Canadian railroads or from the Fish and Game Branch of the Provincial Government in Quebec City.

One of the strongest appeals of a trip into Quebec's north woods is the diversity of unexpected incidents. It might be a glimpse of a moose feeding on lily pads in a secluded bay, the flash of a white-tailed deer or a beaver at work. This youthful angler raised his companion on a milk bottle from the age of two days.



WINTER SPORTS

MONTREAL AND THE LAURENTIANS



MONTREAL, HEADQUARTERS for the Canadian Amateur Ski Association, is not only the gateway to the famed Laurentian skiing country, but a ski centre in its own right. It has been termed "the cradle of Canadian skiing," for evidence exists that the sport was introduced during the 1870's, though this title is hotly disputed by enthusiasts from other centres.

Whatever the final verdict, the fact remains that, owing to its physical characteristics, Montreal affords natural skiing facilities unmatched by any other Canadian urban centre.

Mount Royal, rising from the heart of the city, has been maintained as a natural park, and is a rendezvous for tens of thousands of skiers from all over the metropolitan area.

Touring can be found on the Mountain over routes. Downhill running is of the abbreviated variety with plenty of bushwhacking included, because the cutting of regular downhill trails has been prohibited. Despite the dwindling popularity of tobogganing, Montreal is still a centre for enthusiasts. The slide maintained on the Mountain by the Park Toboggan and Ski Club, is a well known landmark and is the scene of regular competition throughout the winter.

Among the most popular Mountain rendezvous are: The Cross Roads, Park Slide, Sugar Bowl and Lookout.

A feature of skiing on Mount Royal is the ski patrol operated by the Montreal Police Department. This unique organization, composed of policemen who are expert skiers and qualified first aid men, maintains order and administers to injured skiers. Their control of traffic is noteworthy. On a weekend following a heavy snowfall, it is not unusual to see more than fifteen thousand skiers on Mount Royal. Their numbers are reinforced by thousands of pedestrians, equestrians, tobogganists, horse-drawn sleighs and excited canines. The skiing policemen, necessarily bilingual, are models of diplomacy and it is to their credit that the varied traffic circulates without confusion.

This scene might well picture some slope in the famous Laurentian skiing country, but it is, in fact, right in the centre of the city limits, being on the northern slope of Mount Royal. At weekends during the winter months the snow-clad mountain is thronged with enthusiastic skiers, negotiating the many slopes and trails which abound there.



In Canadian ski jumping circles, Montreal is prominent, and the city's sky riders have gained international fame. The Côte-des-Neiges jump, situated on the eastern slope of Westmount Mountain, is used extensively for practice and for competitions.

Over and above recreational skiing facilities provided in the metropolis, expert instruction may be obtained on Mount Royal from qualified instructors.

North of Montreal lie the Laurentian Mountains, rated among the great skiing areas of the world, and attracting annually hundreds of thousands of skiers from the United States and Canada.

But it is not only for skiing that the Laurentians are now renowned. Within the last fifteen years this beautiful mountainland has developed into a year round playground. In the area extending roughly from Shawbridge on the south to Mont Tremblant on the north and bounded on the west by Highway 31 and on the east by Highway 18, there is every facility for the enjoyment of your favourite sport and for relaxation. In winter the numerous ski trails are well marked. In summer there are miles of bridle paths, golf on scenic fairways, tennis, skeet shooting, and, of course, swimming and boating.

Springboard to the territory is Montreal, from which the Laurentians may be reached by rail, road and air. In winter, special ski trains are operated to the various ski centres. These ski trains have become a Quebec institution. While serving primarily Montreal enthusiasts, they are scheduled to meet inbound trains from the United States.

Highway No. 11 is kept open to traffic all winter, and the comfortable motor coaches of the Provincial Transport Company have special facilities for skiers.

Most hotels and resorts are located near or in villages, which follow the traditional French-Canadian pattern of church, school, stores and dwellings. Each village has its own particular atmosphere, while retaining the peculiar charm that sets La Province de Québec apart from the rest of North America. The villages have, through the passage of years, become in most instances completely self-sustained ski-centres. There are ski-tows or lifts, professional instructors are always on hand, ski shops and specialty stores are commonplace, and a full range of equipment and clothing is available to skiers along with the usual repair services.

Here on the Mountain, overlooking the city and the wide sweep of the St. Lawrence, is the Chalet and Lookout. On Sunday mornings in the winter the summit is a scene of great activity, crowded with skiers, riders and spectators. On summer evenings concerts are held here in the open air. Light refreshments are served in the Chalet.

LAURENTIAN RESORT HOTELS

Following is a list of ten of the leading resort hotels in the Laurentians arranged in order from Montreal northward. All are members of the Laurentian Resorts Association. Illustrated folders giving further information and rates are available from each of the hotels upon request.

MONT GABRIEL CLUB, Piedmont, Que.
Luxurious, yet delightfully informal mountain-top resort. Internationally famous Hans Falkner Ski School. Alpine ski-lift. Summer sports include swimming, tennis, riding, skeet-shooting, informal dancing on moonlit terrace. Special buffet for Sunday luncheons. Delightful walks on 600-acre estate.

STE. ADELE LODGE, Ste. Adèle en Haut, Que.
Three luxurious main buildings. Five cottages of French-Canadian architecture. Accommodation for over two hundred persons. Excellent riding facilities. Large modern swimming pool. Popular skiing centre in the Laurentians with four ski-tows. All sports supervised. Famous for food.

THE CHANTECLER, Ste. Adèle en Haut, Que.
Normandy design. Stone construction. Completely sprinkler-protected. All activities in full view from picture-windows and sun-terraces. Private sandy beach. Water skiing. Year-round sports' director. Hammond organ. T-bar Alpine Ski lift. Modern accommodation. Hospitable atmosphere. Good food a specialty.

THE ALPINE INN, Ste. Marguerite Station, Que.
Luxurious log chalet and cottages. Near Mount Baldy and Hill 60. Excellent facilities for all summer and winter sports. One thousand acre Alpine estate with own golf course. Private swimming pool. Three ski-tows. Spacious lounges. Dancing. One of the Cardy Hotels.

CHALET COCHAND, Ste. Marguerite Station, Que.
Swiss hotel in ideal setting. Famous for its comfortable informality and Swiss cuisine. One thousand acres of lovely grounds. Excellent facilities for all summer and winter sports. Lighted swimming pool. Riding stable. Two ski-tows. Professional instructors. Same management since 1916.

FAR HILLS INN, Val Morin, Que. Normandy French architecture. Superb location on summit of Mount Gilbert, fifteen hundred feet above sea level. Magnificent view. Extremely comfortable lounges with large fireplaces and extensive library. Quiet and unobtrusive service. Golf course nearby. Good skiing facilities. Excellent cuisine.

LAURENTIDE INN, Ste. Agathe des Monts, Que.
Picturesque location fifteen-hundred feet above sea level. Spacious lawns and landscaped gardens. Luncheons and dinners served on terrace, overlooking beautiful Lac des Sables. Sports include golf, riding, sailing, tennis, archery, skiing. Dancing nightly. Smart cocktail bar. Excellent cuisine.

GRAY ROCKS INN, St. Jovite, Que. One of North America's best known all-year-round resorts. On picturesque Lac Ouimet. Excellent skiing, nine-hole golf course, fine riding stable, sandy beach. Rendezvous for fishermen and hunters. Home of Wheeler Airlines, operating government-licensed airplane and seaplane bases.

MANOIR PINOTEAU, Mont Tremblant, Que. Ideal situation overlooking beautiful Lac Tremblant. Unsurpassed view from flagstone terrace. Restful atmosphere. Riding, tennis, sailing, swimming, mountain climbing. Modern chairlift and ski-tow nearby. Twenty-eight years under same ownership. Renowned French cuisine. Internationally known. Open year round.

O'CONNELL LODGE, Lac des Loups, Que.
(Via Mont Laurier). Two hundred and fifteen miles from Montreal on Highway 11. Heart of Mont Laurier-Senneterre Fish and Game Preserve. Excellent fishing for great northern pike, walleyes, trout and bass. Modern cottages. French-Canadian cuisine, boating, riding, tennis.

Open road...

The motorists' guide to the main highways around Montreal



ROAD MAPS

PICTORIAL VIEWS

INTERESTING HIGHLIGHTS

The Province of Quebec

Oldest in history of Canada's provinces, Quebec is peopled in the main by that nationality which originally settled there during the sixteenth and seventeenth centuries — the French. Along the shores of the St. Lawrence, the web of Canada's earlier story was woven, when hardy pioneers penetrated a strange land where none before them save the Indians had wandered. Today there are relics and landmarks to be found everywhere throughout the Province, commemorating the names that stand out in the pages of the past . . . Cartier . . . Champlain . . . Montcalm . . . Frontenac. In stone statue and bronze plaque their names are carried along the farthest reaches of time. But there are many names, as unknown now as they were unknown then, who added their share of courage and endeavour to the great pioneering enterprise. These are represented today not by tablet and memorial, but by the typical French-Canadian, farming, as did his forefathers, along the St. Lawrence and in the inland areas developed by succeeding generations. Rich soil combined with the characteristics of its people have made one of Quebec's foremost industries, that of agriculture. The majestic St. Lawrence, that has earned Quebec a prominent place in today's commercial sun, still flows on, and, although much of the scene has changed, and the old order given way to the

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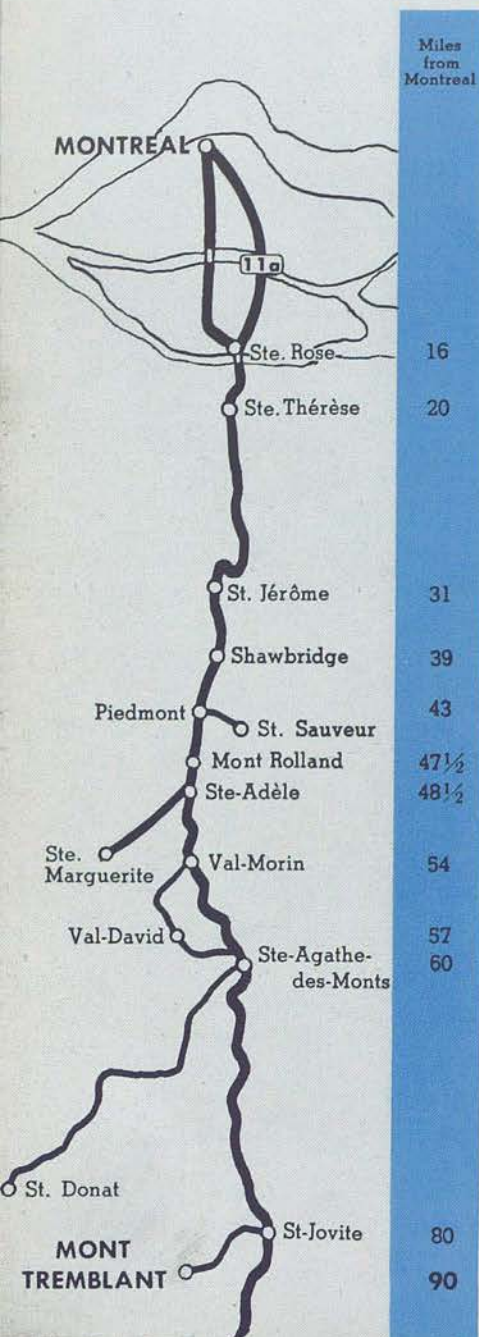
new, the Province of Quebec still possesses an old-world charm mingled with its modern progress. Today, Quebec, largest province of the Dominion of Canada, with an area of nearly 600,000 square miles, has a population of over 3,300,000. From the early settlements, along the shores of the St. Lawrence, have grown villages, towns and cities, extending from the United States and Ontario borders, on the south, to the vast areas of the north with their wealth of minerals, forests and water power.

The hub of the western part of the Province is the City of Montreal. The highlights of this great city have already been illustrated. The pages which follow tell the story, in brief, of the surrounding countryside. From the Island of Montreal, a network of highways stretches out in all directions to the farthest reaches of the Province. The highways shown include: the north and south shore routes along the St. Lawrence to historic Quebec City, the capital of the Province; the roads north and south of the Ottawa river to Ottawa, the nation's capital; the highway to the Laurentians, all-year-round mountain playground; and the several through the Eastern Townships connecting with the principal highways that lead to the United States. Each of these Highway Routes, thirteen in all, is covered by a general description of the district through which it runs, and the accompanying photographs illustrate a number of highlights of the Quebec scene along the way. It will be noted that, in this section, only the western part of the Province is covered.

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MONTREAL to

MONT TREMBLANT, QUE.



This excellent four-lane highway is one of the most travelled in the Province, as it leads into the heart of the Laurentians, the great mountain playground, just north of Montreal. Kept open during the winter months, it gives quick access for motorists to this skiers' paradise. After crossing the bridge at Ste. Rose, over the Rivière des Milles Iles, the highway runs through a flat farming region to the busy town of St. Jerome. A few miles further on, the road begins to climb, offering vista after vista of unsurpassed beauty. Now it is one of the forest-clad hills, then a lovely valley with a blue lake or tarn in its heart, fed by foaming mountain streams. Homes of every description are scattered over the landscape, from tiny cottages and charming log cabins to year-round houses of larger proportions, and of course, the farms of the local French inhabitants. There is an atmosphere of gaiety at all times, the summer months providing swimming, riding, sailing, fishing and golf. In winter the hills are crowded with happy skiers of all ages. Almost every sizeable slope has a ski-tow, and many villages have attractive little shops, displaying clothing and equipment. Eager visitors and tired city dwellers alike find the bracing mountain air a real tonic. Nowhere in Canada, will there be found, within such a relatively small area, so many luxurious inns and lodges, offering the very best in accommodation, not to mention the numerous *pensions* of more modest pretensions. Transportation to all centres is excellent, and in the winter months, special ski-trains and motor coaches provide an augmented service for the thousands of skiers. For sportsmen wishing to reach fish laden lakes and remote hunting grounds, Wheeler Airlines provide a charter airline service from St. Jovite and Montreal. (O'Connell Lodge at Lac des Loups may be reached by this service or by Highway No. 11.)

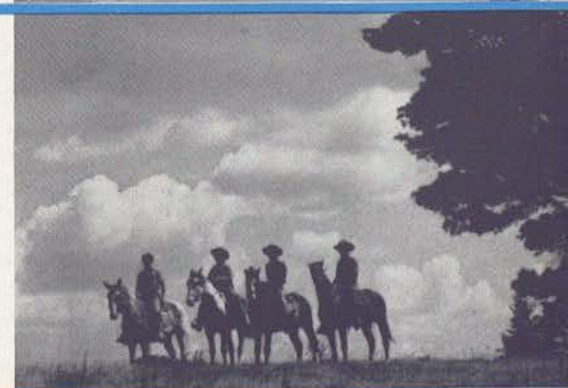
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LAURENTIAN HIGHWAY—Within the last two years this artery to the north has been much improved and straightened, and it is now one of the finest highways in the Province. Over this route the Provincial Transport Company operates a number of local and express motor coaches daily.

RIDING—For the equestrian there are many rustic roads and bridle paths leading deep into the woods. Under the guidance of the Laurentian Trail Riders' Association, riders meet regularly for a three- or four-day ride into the mountains. Mounts are available at most of the leading hotels.

SAILING—On the clear, deep, untroubled lakes of many resorts, dinghy races are a popular feature with the sailing fraternity. For the romantically inclined there are canoes and boats, and on the larger lakes, speedboats provide the thrills of aquaplaning.

SKIING—Gentle slopes for the novice and sporting hills and trails for the expert, make the Laurentians the ideal skiing country. Permanent ski trails, kept clear and well marked, honeycomb the whole area and alpine lifts and ski-tows carry ardent skiers to the summit of many slopes.



MONTREAL to

QUEBEC CITY

Miles
From
Montreal

MONTREAL

Bout de L'Île Bridge

15

Repentigny

19

St. Sulpice

28

Lavaltrie

34

Lanoraie

40

Berthier

48

Louiseville

67

Trois Rivières

87

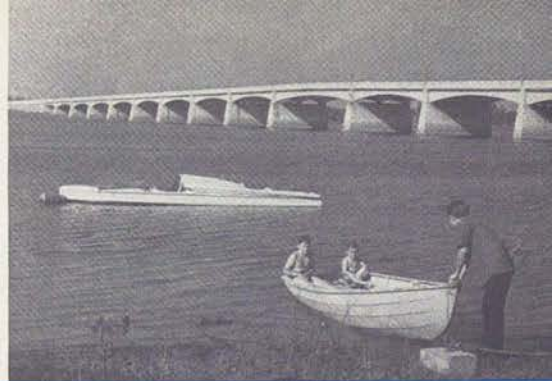
To QUEBEC CITY

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This is one of the longest highways in the Province of Quebec, covering over four hundred miles from the Ontario boundary on the west to the New Brunswick boundary on the east. It borders almost continuously on the St. Lawrence River, except between Berthier and Yamachiche, where it runs inland. Most of the municipalities along this route are over two hundred years old and the countryside is more than a little reminiscent of Brittany or Normandy, whence came, long ago, the ancestors of the present inhabitants. Although mainly agricultural in character, industries have become established in several communities in recent years. Proceeding eastward from the centre of Montreal along Sherbrooke Street to the end of the island, the Bout de l'Île bridge connects with the mainland near Repentigny. Saint Sulpice and the islands opposite is a favourite haunt of duck hunters. The town of Berthier, at the head of Lake St. Peter, is an important industrial centre, founded in 1727. Next is Maskinongé and then Louiseville, headquarters of one of the largest plants in North America manufacturing rayon fabrics. At Yamachiche will be seen the wireless receiving station of the Canadian Marconi Company. Trois-Rivières, the fourth largest city, and one of the oldest municipalities in the Province, has a population of over 42,000. Situated at the mouth of the St. Maurice River, it is a key industrial and commercial centre. The gateway to the St. Maurice Valley region, noted for its extensive water-power development, it derives its name from the fact that the St. Maurice branches into three channels before entering the St. Lawrence. Its history is associated with famous *voyageurs* and pioneers of the Northwest, such as Radisson, Desgroseilliers and La Vérendrye, discoverer of the Rockies. Amongst eminent missionaries, who lived in Trois-Rivières, are Le Jeune, Marquette and Duplessis.

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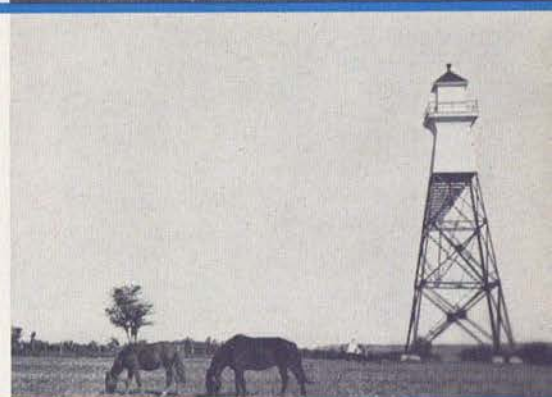
BOUT DE L'ÎLE BRIDGE—This reinforced concrete construction is also known as *Pierre Le Gardeur* bridge. Built in the thirties as a relief project at a cost of \$2,235,000, it is of excellent design and one of the finest bridges in the Province of Quebec.



BERTHIER—Standing in the fields on the outskirts of the town, this is the first Protestant Church erected in the Province of Quebec. Constructed in 1786 and now unfortunately in ruins, it was built by James Cuthbert, who in 1765 acquired the Seigneurie at Berthier.



SENTINELS—These lighthouses guide shipping up and down the channels of the St. Lawrence. A characteristic feature of this highway to Quebec is the number of different types of signal tower along the route. They range from tall white signs to white stone buildings.



TROIS RIVIERES—Ursuline Convent. Built about 1700, it was occupied by the American forces in the invasion of 1775. Other interesting buildings here are the Anglican Church, formerly the old Recollets Monastery, the Tonnancourt House and the de Niverville Manor, which was built around 1740.



Archives de la Ville de Montréal

MONTREAL to

LEVIS, QUE.

This is the alternative river road to Quebec, following closely the south bank of the St. Lawrence, except between Sorel and near Ste. Angèle de Laval. This road should be travelled by any who desire to breathe the atmosphere of historic French Canada. It is bordered by farms which were cultivated in the old seigneurial days, and many of the modest white houses of the frugal French-Canadian peasants were built in the eighteenth century. Their community life centres about the parish church, and wayside crosses will be seen at many places along this highway. The names of many of the villages are those of officers of the famous Carignan-Salières Regiment which came to Canada in 1665 to deal with the menace of the Iroquois. When the struggle was over, they settled in Canada, and were granted seigneuries. Leaving Montreal by the Jacques Cartier bridge (from which a ramp leads to St. Helen's Island) the south shore is reached outside Longueuil. Next comes Boucherville where, on a wayside cross, are carved the names of people who played important roles in the history of New France, including Père Marquette, famous missionary who aided in the discovery of the Mississippi River. The Calvary at Varennes is one of the best known in the Province. The story of historic Verchères is covered elsewhere in this book. Sorel is a thriving industrial and ship-building centre, situated at the junction of the Richelieu and the St. Lawrence Rivers. The old Manor of Sorel, which is now a museum, is worth visiting. Near St. François du Lac, the Abenakis Indians have a reservation. There is an interesting cathedral at Nicolet, named after Jean Nicolet, an interpreter brought from Normandy by Champlain. At St. Grégoire, the highway turns toward the river and Sainte Angèle de Laval, where a regular ferry service operates to Trois-Rivières.

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Miles
from
Montreal

6

17

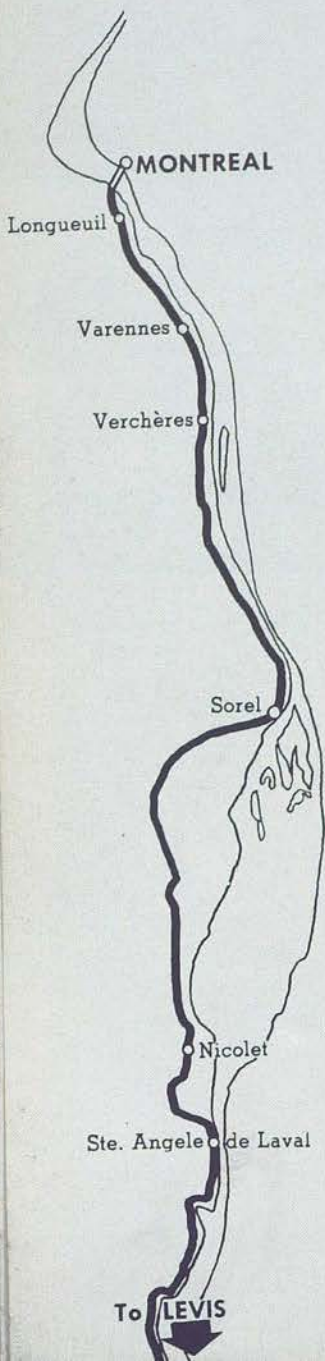
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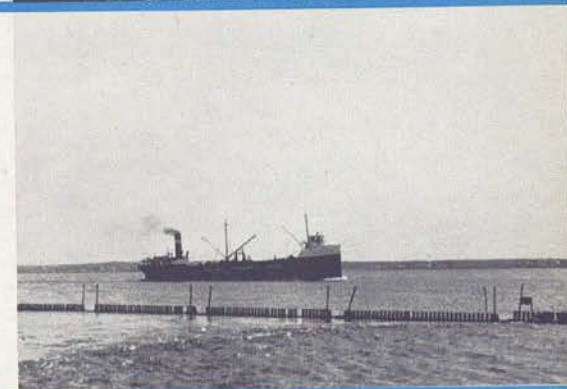
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ST. HELEN'S ISLAND—This beautiful little island, located in the St. Lawrence River and now laid out as a park, may be reached via the Jacques Cartier Bridge. Of historic interest are the old fortifications and barracks and the blockhouse shown here.



THE ST. LAWRENCE—A familiar sight, when driving along No. 3 Highway, is that of passenger liners, cargo ships and tankers, wending their dignified, graceful way to and from the Atlantic. Eight months of the year this great inland waterway carries ships from every corner of the globe.



SOREL—Situated at the junction of the St. Lawrence and Richelieu rivers, Sorel is the fitting-out and maintenance station for the vessels that dredge the St. Lawrence channel. Shown here is the inner harbour which is winter headquarters for the Canada Steamship Lines St. Lawrence river fleet.

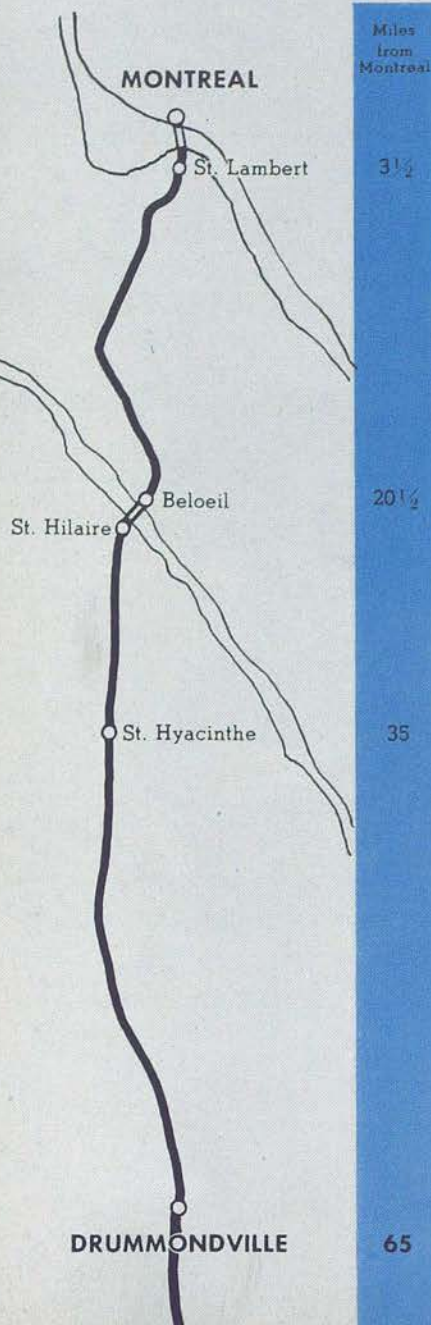


MARTELLO TOWER—Near St. Grégoire. This type of tower owes its name to Cape Mortella in Corsica. They are an old and almost forgotten reminder of the early days when buildings were designed to defend as well as shelter their inhabitants.



MONTREAL to

DRUMMONDVILLE, QUE.



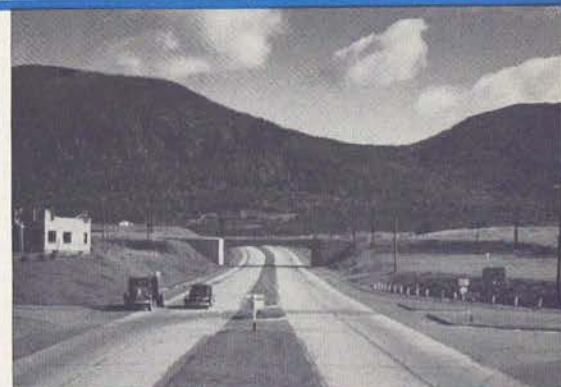
The highway from Montreal to Drummondville runs through a long-cultivated area of the Province of Quebec, peopled mainly by Canadians of French descent, whose small, white-washed houses and large barns with red doors, form a conspicuous feature of the landscape. With their strong social instincts, the French-Canadians usually built their houses along the roadside, as close together as possible, while the fields of their farms stretch back from the road like long ribbons. After leaving St. Lambert on the south shore of the St. Lawrence, it is a drive of seventeen miles to Beloeil where the Richelieu River is crossed by a fine modern bridge to St. Hilaire. Both are attractive summer resorts. The parish of Beloeil is one of the oldest in the historic Richelieu Valley, its registers having been opened in 1772. General farming and market gardening are the principal sources of revenue to the people in this district. To the traveller interested in the structure of the earth, this region is of special interest as it was once covered by the Champlain Sea which, millions of years ago, shrank into the St. Lawrence Valley, leaving rich sedimentary soil behind. Essentially French in character, St. Hyacinthe is a progressive city and is noted for its beautiful elms. Drummondville, situated on the banks of the St. Francis River has in recent years become an important industrial centre. The town was named after Sir Gordon Drummond, former Governor General of Canada. St. George's Anglican Church, on the main street, was founded in 1820, and is one of the oldest of this denomination in the Province. The environs of Drummondville are renowned for their picturesque landscapes and for the advantages they offer to sportsmen for hunting and fishing. Improvements being made on this highway will eventually shorten the distance from Montreal to Quebec by some twenty miles.

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VICTORIA BRIDGE—Built originally as a railway bridge, it was dedicated by the Prince of Wales in 1860, when it was considered one of the wonders of the world. Over one and a half miles in length it is one of the fifteen bridges connecting the Island of Montreal with the mainland.



BELOEIL—Here you see the magnificent four-lane highway which runs through this part of the Quebec countryside. In the background is Beloeil Mountain which, like Mount Royal and six others in this general region of the Province, is of volcanic origin.



SAINT HYACINTHE—This monumental gate, known as "The Gate of Past Mayors," was erected in 1927 to honour all its chief magistrates who had held office in the past. It possesses two large towers, on one of which is the dedicatory inscription and on the other a history of the town.

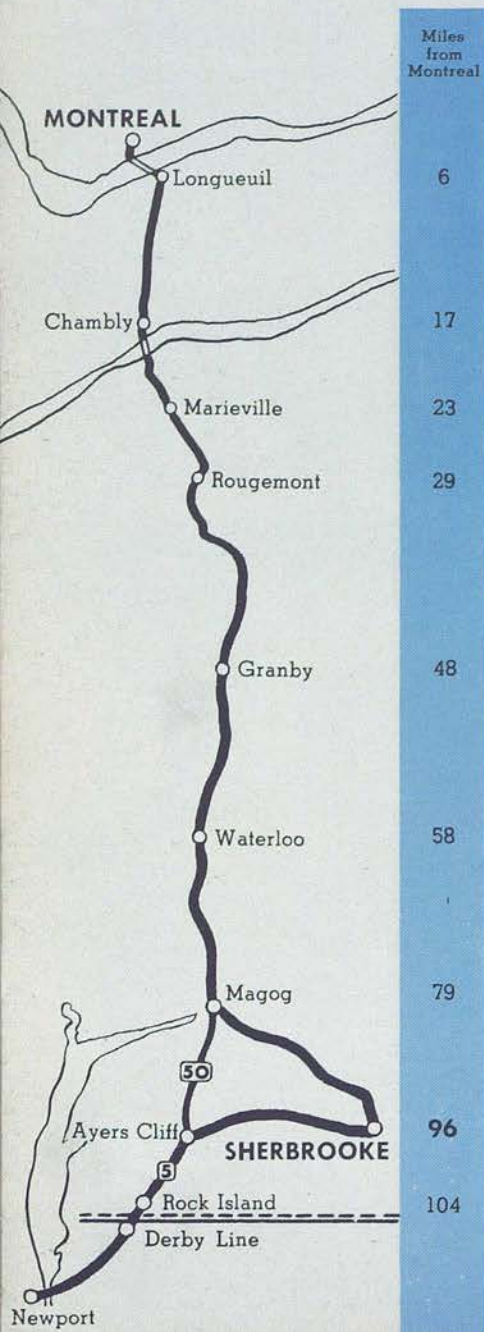


DRUMMONDVILLE—The plant of one of the largest manufacturers of rayon yarn in the country is located here. The extensive properties of the Canadian Marconi Company on the St. Francis River have recently been made available to the Provincial Government as a bird sanctuary.



MONTREAL to

SHERBROOKE, QUE.



This highway runs through one of the most beautiful regions in the Province, presenting an interesting cross section of rural and urban life, and progressive towns. Leaving Montreal by the Jacques Cartier bridge to Longueuil, the motorist will find large highway signs to direct him. At Chambly Canton, a visit to the old fort is well worth while. Turning left over the Richelieu River to the village of Richelieu, named in honor of the famous Cardinal, the road leads to Marieville and Saint Césaire. At Saint Paul d'Abbotsford, in Rouville County, the highway passes by orchard after orchard in which grow some of the finest apples in the country. Granby is a very progressive city. Waterloo, named by United Empire Loyalists to perpetuate Wellington's victory over Napoleon, is noted for the fact that it is the largest mushroom-growing centre in the British Empire. At Eastman, the highway borders Mt. Orford Park, with its clear blue lake. Magog is attractively situated at the head of Lake Memphremagog, a very popular summer resort district. From Magog, known as "The Textile Town," the highway bears northward to Sherbrooke, "The Queen of the Eastern Townships." Named after Sir John Sherbrooke, Governor of Canada, from 1816 to 1818, it is the fifth largest and one of the most important manufacturing centres in the Province, over fifty major industries being established here. Sherbrooke is located in a rich agricultural region and in close proximity to the greatest asbestos mines in the world at Thetford Mines and Danville. The city has numerous parks and its environs are scenically beautiful. For motorists who wish to cross into the United States, Highway 50 should be taken southward from Magog to Ayers Cliff, where it joins Highway 5. From here the road runs through Stanstead to Rock Island on the international boundary.

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JACQUES CARTIER BRIDGE—This steel suspension bridge, over two miles in length and erected at a cost of nineteen million dollars, uses St. Helen's Island as a stepping-stone midway across the St. Lawrence. It was first known as the Harbour Bridge.



CHAMBLY FORT—Built originally in 1665 as a defence against the Iroquois. Its flagstaff has borne in turn the Lilies of France, the Union Jack, the Stars and Stripes, and now again the flag of the British Empire. The fort is administered by the National Parks Bureau of the Federal Government.



LAKE MEMPHREMAGOG—Thirty miles long, it stretches from Magog to Newport, Vermont, between which points two steamers make daily trips in summer. There are many beautiful summer homes all around this lake, whose name originated from an Abenaki word meaning "a vast expanse of water."

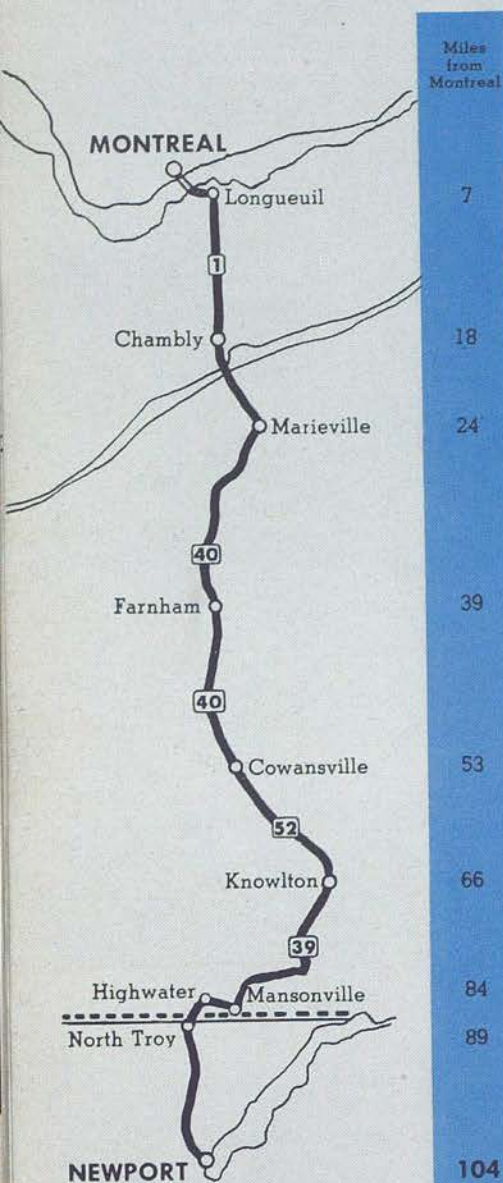


SHERBROOKE—The most important city in the Eastern Townships with a population of over 40,000, it is often called the "Electric City" because of the abundance of cheap electric power that is available. There is great civic pride in Sherbrooke and its streets are well maintained and lighted.



MONTREAL to

NEWPORT, VT.



This route traverses the heart of the Eastern Townships, comprising eleven counties which lie between the St. Lawrence River and the United States border and east of the River Richelieu. The land in this region was largely taken up by settlers from the United States, early in the British régime, most of them from the States of Vermont and New Hampshire. Many of the villages show the New England influence in the character of their residences and churches. In more recent years there has been a steady increase in the French population. The country possesses much scenic beauty, with rounded hills, rippling streams and lovely lakes. The soil is fertile and the farmers are generally prosperous. The nature of the land, however, makes it more suitable for pasturage and cattle-raising than for the growth of grain in quantity. It has therefore become a region of rich dairy farms. Throughout the Eastern Townships, there are many industrial centres, which usually owe their origin to water power in the vicinity. Highway 1 should be followed from Montreal to Marieville, where it is joined by Highway 40. The latter route carries the traveller to Farnham, a busy town and railway centre, situated on the Yamaska River. Cowansville and Sweetsburg are so closely situated that they appear to be one community. One of the largest rayon manufacturing plants in the country is at Cowansville. Knowlton, on Brome Lake is one of the most charmingly situated summer resorts in the Province. From Knowlton, Highway 39 leads through part of the Bolton Pass to South Bolton and then continues to Mansonville, Highwater and the American boundary. On the hillside above this road, at Potton Springs, there is an old mineral spring which is still frequently visited. The back of Owl's Head Mountain, which is over 2400 feet in height, appears on the left, before reaching Mansonville.

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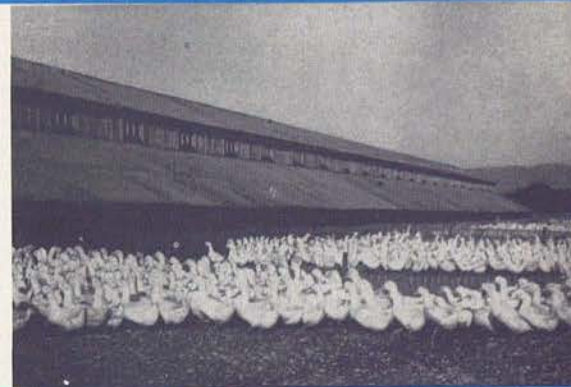
CHAMBLY CANTON—St. Stephens Anglican Church, over one hundred and twenty-five years old. Officers and men of the former British Garrisons subscribed to the building of this quaint church and worshipped here for a number of years. The old pews, with doors, are an interesting feature.



RURAL SCENE—For those who wish to explore the Quebec countryside or escape the main highways after a long drive, for a rest or picnic lunch, the side roads throughout the Province provide many attractive and peaceful spots, such as the one shown here.



BROME LAKE DUCKS—This duck farm near Knowlton raises and prepares for market approximately one hundred thousand ducks annually. Brome Lake ducklings are a feature on the menus of hotels and restaurants in Montreal and they are also shipped to distant markets. Visitors are welcome.

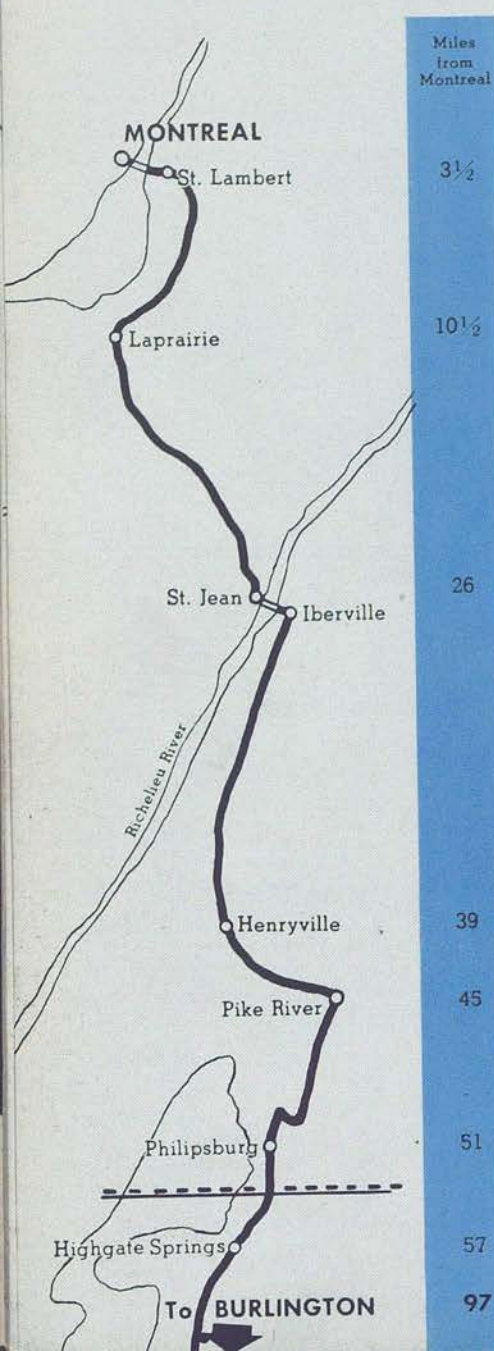


KNOWLTON—This attractive village on the shore of Brome Lake, is notably English in atmosphere with its little stone church occupying the highest ground in the village. Residence pictured here is one of the most beautiful of the many that border the lake.



MONTREAL to

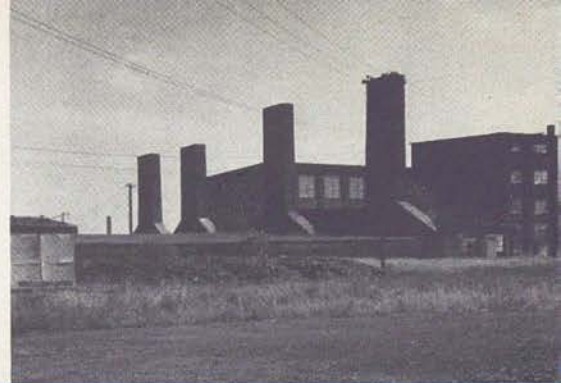
BURLINGTON, VT.



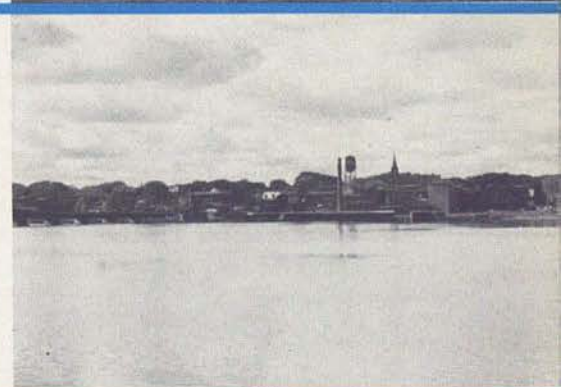
From the centre of Montreal the most direct route to the south shore of the St. Lawrence is over Victoria bridge to St. Lambert. The road to the right, along the river, or the highway which runs slightly inland, may be taken to Laprairie. Here Highway 9b cuts across country to the banks of the Richelieu River outside the city of Saint Jean. Adding much to the scenic charm of the district, the Richelieu is of special interest because of the important part it played in the early history of Canada. As the connecting waterway between the St. Lawrence River and Lake Champlain, the Richelieu and the territory adjacent to it was for many years the battleground of warring Iroquois and Algonquins, of the armies of England and France and the United States. From the main street of Saint Jean, this route turns sharp left over the bridge to Iberville. Named after Pierre Le Moyne d'Iberville who visited Hudson Bay in 1694, it is distinctive by reason of its many tree-lined streets. Keeping to the right one soon reaches the open road which leads southward to Henryville. There is little of historic interest on this route, except that it was probably travelled in part by Rogers' Rangers when they made their attack on the Indians at St. Francis in 1749, during the final struggle between New England and New France. The road runs through fine agricultural country in which dairying is one of the chief occupations of the people. At Pike River, the road meets Highway 52 which runs through Bedford to Cowansville. Bedford, four miles east of Pike River, is one of the early English settlements in the Eastern Townships. Philipsburg is a popular resort for tired city-dwellers from both sides of the border. The fine beach and cool, clear water offer an inviting prospect for the weary motorist. Duck-shooting and fishing attract many sportsmen to the shores of Missisquoi Bay.

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LAPRAIRIE—Founded in 1673. Comprises part of the Seigneurie granted to Jesuit Fathers in 1647. Here was established the first brick-manufacturing plant in Canada, and today Laprairie is still the home of two of the largest companies in this industry.



IBERVILLE—Situated on the east bank of the Richelieu opposite Saint Jean, it is a busy and attractive town. In the river near here stretch the old zigzag weirs, which, since the days of the French regime, have served to catch eels for the tables of gourmets.



PIKE RIVER CHURCH—Well-known landmark at crossroads of Highways 7 and 52. In the little river running through the parish is an abundance of pike . . . hence the name. The church itself, Saint Pierre de Verone, is named in honour of its first priest.

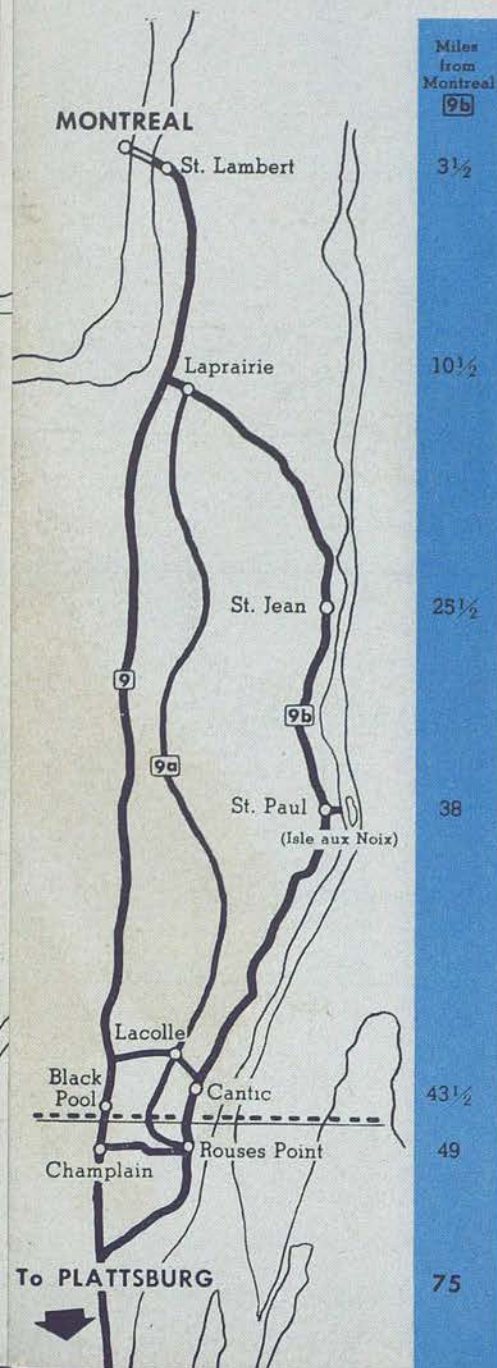


PHILIPSBURG—Situated on Missisquoi Bay, two and a quarter miles from the American border. A restful and attractive little village, it offers sportsmen good fishing for dore, perch, pike and bass. Boats and experienced boatmen are available for excursions on the bay.



MONTREAL to

PLATTSBURG, N.Y.



This is the most interesting route southward from Montreal to the United States boundary as, for much of its length of fifty miles, it borders the Richelieu, the river which has been accurately described as "liquid history." Up the Richelieu and the great lake from which it flows went Champlain with a motley group of Huron warriors to engage the fierce Iroquois in their own country. Later, when the rivalry between the colonists in New England and New France led to war, the contending forces on either side followed the same route. When the French régime closed and the British held this country, it was this old path that was chosen by the American General Montgomery when, fired by revolutionary zeal, he led his army to Montreal in the hope of adding Canada to the American Union. Leaving Montreal, and crossing to St. Lambert, the road runs south-eastward to the village of Laprairie, with its valuable clay deposits. Turning inland, it reaches St. Jean, a busy industrial centre in a beautiful natural setting. Excellent communications by rail, water and highway facilitate the business of this district. It was between St. Jean and Laprairie that the first railway in Canada was built. From this point to the American border the road clings to the river, and if the traveller, as he looks on the placid stream, exercises his imagination, he may see the colorful panorama of the past unfold before him. Indians in war-paint, the French in blue and cream, and the British in their redcoats. At St. Paul he may glimpse in fancy the shadowy forms of sloops of war which, in 1813, left the shelter of Isle aux Noix to attack Plattsburg. At Lacolle is located the Canadian Immigration and Customs office for travellers crossing the international boundary either by rail or by route 9b. (From Montreal to Plattsburg, Highway No. 9 is twelve miles shorter than route 9b.)

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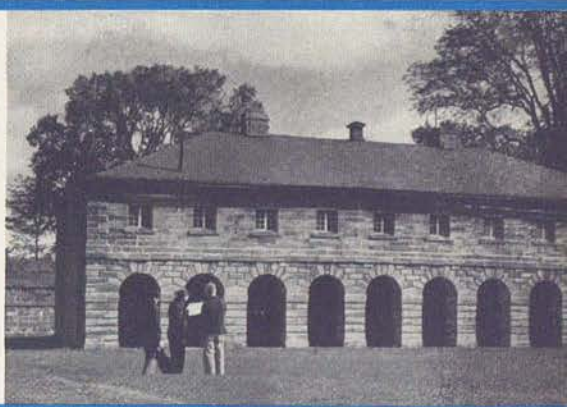
ST. LAMBERT—A thriving suburban town on the south shore of the St. Lawrence opposite Montreal, reached by the Victoria Bridge. A growing industrial centre, the town is named after one of Montreal's earliest inhabitants, Lambert Closse, once Commandant of Ville-Marie. Pictured is town's attractive park.



SAINT JEAN—Rich in historic memories. Centre of military activity for almost three hundred years. Ruins of fort built in 1666 may still be seen near these modern barracks, which quarter units of Canada's permanent forces. Shown here is a detachment of the famous 22e Régiment Royal.



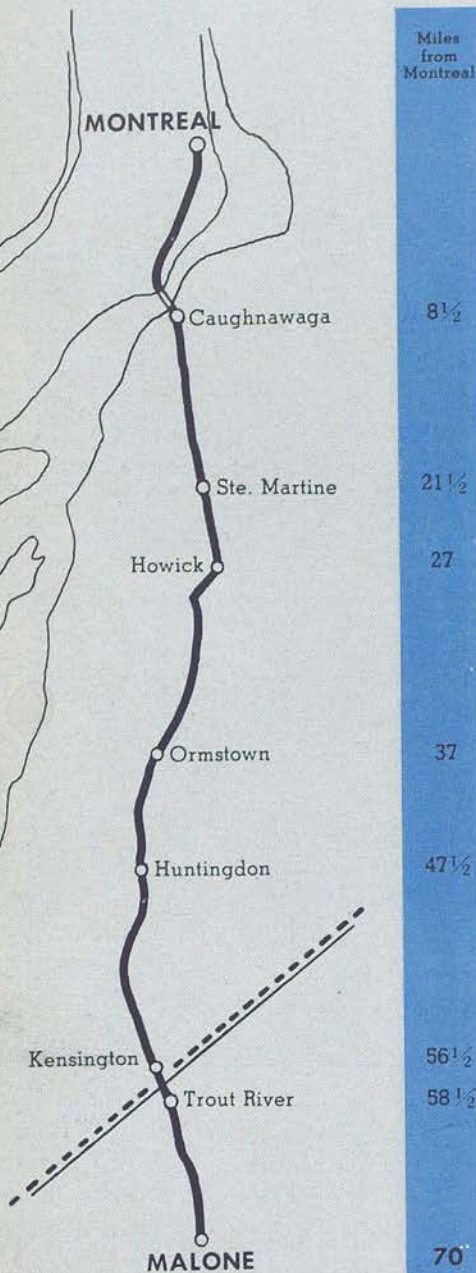
FORT LENNOX—Isle aux Noix. National Historic Park under the care of the Federal Government. This peaceful and interesting little island that has seen so much warfare may be reached by rowboats which are for hire at St. Paul, a short distance from the main highway.



CANADIAN CUSTOMS POST—The ease of passage through both Customs and Immigration officials on either side of the "undefended border" is a great factor for better understanding between the peoples of the United States and Canada, who are not only neighbours but, more important, friends.



MONTREAL to MALONE, N.Y.

Miles
from
Montreal

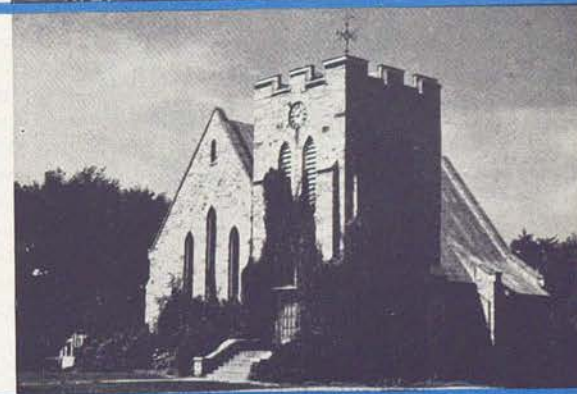
The most direct route to Malone is by way of Lachine, then across the St. Lawrence River over the Honore Mercier bridge to Caughnawaga, an Indian reservation, administered by the Federal Government. Here, descendants of the once fierce Iroquois live in more modern dwellings than they did three centuries ago. The first Iroquois mission was established at Laprairie in 1667 and after moving several times, settled in Caughnawaga in 1716. The suitability of the district for farming between here and the American boundary led to its settlement early in the British régime by a considerable number of American families, with a strong mixture of Scottish and Irish blood. The inhabitants of this region were much disturbed during the war of 1812-1814 and many American settlers returned to the United States while the trouble lasted, but some of them returned later and their descendants carry on agricultural pursuits in the rich soil of the counties of Beauharnois, Chateaugay and Huntingdon. Today, peaceful and prosperous farms stretch back from roads faced by substantial farm buildings. The country is particularly well suited for dairy farming. There are also many good apple orchards in this district. Howick and Ormstown are attractive little villages, the former being named in memory of Lord Howick, Under-Secretary of State for the Colonies in 1830. The Ormstown fair, held every year, attracts keen exhibitors from all parts of the Province. Huntingdon is one of the largest towns in south-western Quebec, and general farming and dairying flourish in this vicinity. Baumert cheese which is in demand on the Canadian and American markets was first made in Huntingdon. At Kensington, about one-and-a-half miles from the international boundary is located the Canadian Immigration and Customs office, where all motorists traveling by this route are required to report.

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CAUGHNAWAGA—Indian reservation founded in 1716. The descendants of the once fierce Iroquois tribesmen live here on the produce of their small farms, by the sale of Indian handicrafts, and by steeplejacking. Here we see Chief Poking Fire and his wife.



HOWICK—The United Church—Near here are the extensive Ness farms, where thoroughbred cattle and horses are raised. At Allan's Corner, five miles south, is a cairn commemorating the Battle of Chateaugay, 1813, where Colonel de Salaberry successfully engaged the American forces.



ORMSTOWN—Centre of a rich cattle-raising district, taking its name from Orms Ellis, one of the five sons of a former Seigneur. Shown here are pedigree Holstein cattle from the Glen-Ayerst Farm, one of the most modern in Quebec. Visitors are welcome.



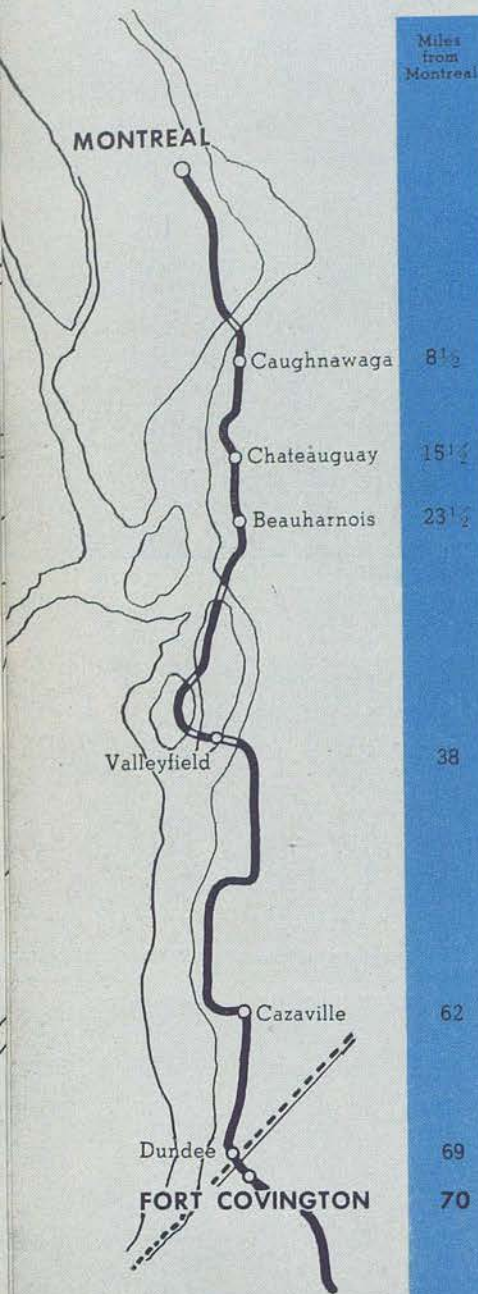
HUNTINGDON—Has always been an important milling centre for a considerable farming community. It is now the site of important dairy interests. The dam in the town makes an ideal swimming pool, which is very popular during the summer months.



Archives de la Ville de Montréal

MONTREAL to

FORT COVINGTON, N.Y.



Crossing to the mainland by Victoria Bridge, this route follows the south shore of the river to Caughnawaga, from which place it continues westward, keeping close to Lake St. Louis for much of the way. Although the construction of power and industrial plants has affected adversely the fishing in this part of the St. Lawrence River, the south shore of Lake St. Louis, particularly near Caughnawaga, is still a favourite region for duck hunting. Some distance beyond Caughnawaga the highway reaches Chateauguy, a pretty little village on the Chateauguy River, where it enters the Chateauguy Basin. Early in the French régime, it was the site of an Indian mission, and mounds of earth and stone under which the Indians buried their dead, are still to be found in the neighbourhood. Beauharnois bears an historic name, the Marquis de Beauharnois being a Governor of New France at the time of King Louis. The town is a market-place for the agricultural products of the neighbouring countryside. The busy city of Valleyfield with a population of over 18,000 occupies a scenic position on Lake St. Francis about thirty miles from Montreal. Because of its location and general aspect it has been called the Venice of Quebec. Near the American boundary is the village of Dundee, whose pioneers were largely Scottish highlanders from the Isle of Skye, their settlement being known at first as New Skye. These people maintained a close contact socially and religiously with their countrymen in Glengarry across the St. Lawrence. When the village was first formed it was a centre for the trade in potash. The farmers in this region engage in dairying and in the raising of apples and small fruit. After leaving St. Anicet, the road turns inland and runs southward through rolling country to the American border which is crossed near Fort Covington.

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CAUGHNAWAGA INDIAN CHAPEL—Founded in 1667 at Laprairie, this mission was finally established here in 1719. The present church dates from 1845. At the rectory may be seen the remains of Kateri Tekakwitha, a Mohawk maiden, converted to Christianity by the early missionaries.



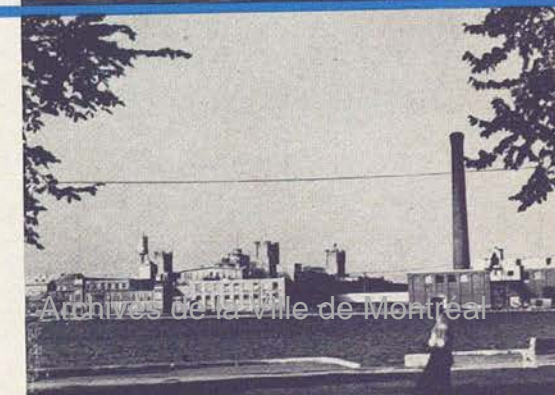
CHATEAUGUY CHURCH—As early as 1636 a chapel was erected near here by the Jesuit Fathers. On the façade of the present church are carved the dates 1683, 1735, 1775, 1840, 1894, and 1914—these being the years in which events of particular note occurred.



BEAUHARNOIS POWER PLANT—Opposite the junction of the St. Lawrence and Ottawa rivers, this plant utilizes the difference in water level between Lake St. Francis and Lake St. Louis. Sixty-five million cubic yards of various materials were handled in the construction of the bridge and dam.

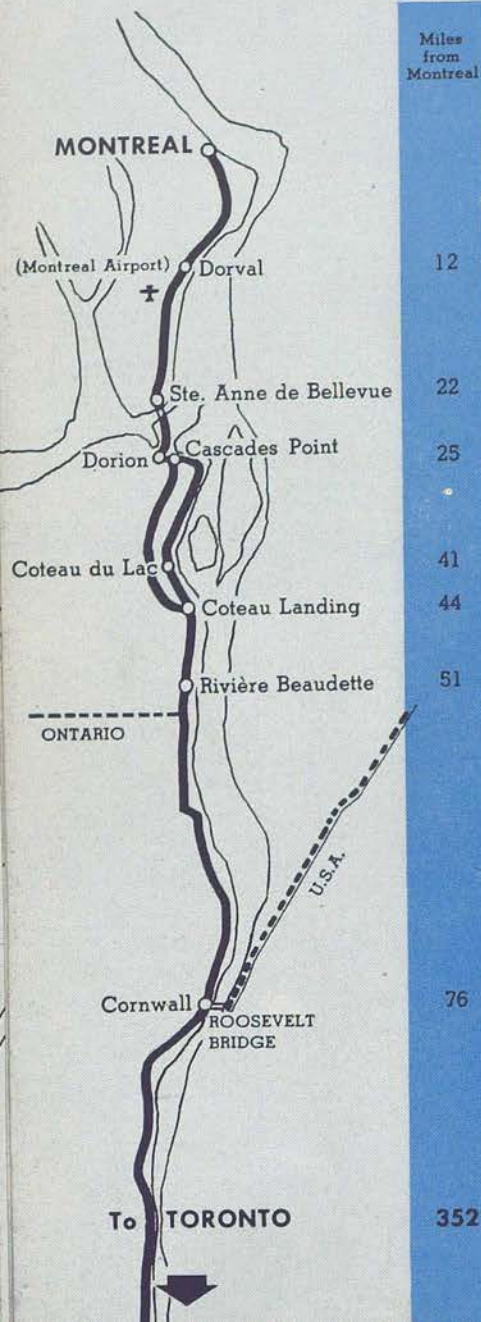


VALLEYFIELD—An important industrial centre with one of the largest cotton mills in Canada located here. The photograph shows part of Sauvé Park, built around St. Francis Bay, where every summer a large motor boat regatta is held, drawing a crowd of over fifty-thousand people.



MONTREAL to

TORONTO, ONT.



From the centre of Montreal, this route runs through the beautiful residential City of Westmount, proceeding through Notre Dame de Grace and Montreal West to the village of St. Pierre, where it turns westward to Dorval on Lake St. Louis. The alternative route is via Decarie Boulevard to St. Laurent, from where the new Trans Island boulevard runs to Dorval. The shore of Lake St. Louis, once largely populated only by summer residents, is fast becoming a series of suburban towns, each with its permanent community life. From here one may take Highway 37 along the shore of the lake or continue on the new No. 2 highway, past Dorval Airport, direct to Ste. Anne de Bellevue at the western extremity of the Island. This town has numerous points of interest, such as Macdonald College, the Military Hospital, the old house, now a bank, where the poet Thomas Moore stayed, and the locks at the mouth of the Ottawa River. The highway crosses the Ottawa to Ile Perrot, where the traders during the French régime and even later, used to intercept the canoes of the Indians, heavily laden with furs, before they reached the market at Montreal. There are some interesting old buildings at the southeastern end of this island, a few miles off the main highway. From Ile Perrot, the mainland is reached after crossing another branch of the Ottawa River, and at Pointe aux Cascades the series of small falls in the river, which give the place its name, will be seen. It is interesting to watch the large lake freighters and oil tankers being raised or lowered in the locks, as one drives along the Soulanges Canal, which is thirteen and a half miles long. From Cascades Point to Coteau Landing, the old road hugs the banks of the river, and, while not extensively used, it is very picturesque. At Rivière Beaudette, the highway enters the Province of Ontario.

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STE. ANNE DE BELLEVUE—In this interesting little town, situated at the western end of the Island, are the magnificent group of buildings, constituting Macdonald College, affiliated with McGill University, and housing the Faculties of Agriculture and Household Science and the School for Teachers.



COTEAU RAPIDS—These rapids form part of the succession of cascades between Lake St. Francis and Lake St. Louis. The Indians could navigate them successfully in their canoes, but canals around the rapids have become necessary for the passage of modern vessels between Montreal and the Great Lakes.



COTEAU LANDING—A delightful village on Lake St. Francis. During the season, fishing of various types may be enjoyed here by the sportsman. Here one of the ships of the Canada Steamship Lines is seen passing through the Soulanges Canal, one of the largest on the St. Lawrence waterway.



RIVIERE BEAUDETTE—Highway near the Province of Ontario border. The peculiar name, Beaudette, is the word used in colloquial French for a small narrow bed. It is said to have reference to the camp, formerly located here, in which such beds were found.



MONTREAL to

OTTAWA, ONT.

Miles
from
Montreal

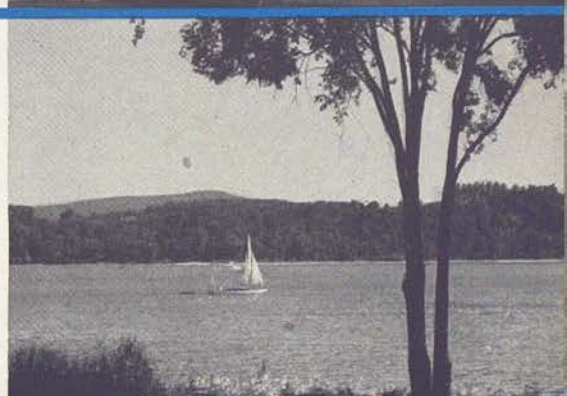
This route runs through Ste. Anne de Bellevue, which may be reached by the new Trans Island highway from Saint Laurent, or by the old road along the shore of the Island through Dorval, Pointe Claire and Beaconsfield, on the south side, or through Cartierville, Sainte Geneviève and Senneville on the north side. Ste. Anne de Bellevue, attractively situated at the junction of the Ottawa and St. Lawrence rivers, owes its early importance to its position as a fur-trading post for the Indians coming down these rivers. Once the Island of Montreal is left behind, the highway passes through country where market gardens abound, some of which produce a particularly fine variety of muskmelon, known as the Montreal melon. Dorion is the first place on the mainland after crossing Ile Perrot. From Dorion, Highway 17 runs away from the Ottawa River, but the old road from Vaudreuil to near Rigaud may be taken. Vaudreuil, an old settlement, is named after the Marquis of Vaudreuil who was Governor of New France early in the eighteenth century. The parish church was built in 1787 and is sufficiently unchanged to deserve a visit. The drive along the Lake of Two Mountains, through Como, Hudson, and Hudson Heights, is very picturesque. Rigaud is a popular country resort, situated between the Ottawa River and a well-wooded mountain on which is the Grotto of the Virgin. On this mountain there is also an immense boulder-strewn waste absolutely void of vegetation known as the "Devil's Garden." A legend says that this strange natural phenomenon is the burial place of a recluse who was believed to have had some traffic with the Devil. From Pointe Fortune, a little village right on the Quebec-Ontario boundary, a ferry runs regularly to Carillon on the north bank of the Ottawa. At Hawkesbury, fourteen miles distant, a bridge crosses the river to Grenville.

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STE. ANNE DE BELLEVUE—This house, now a branch of the Bank of Montreal, was once the home of Simon Fraser, the discoverer of the Fraser River in British Columbia. It was here that Thomas Moore, the Irish poet, wrote the well-known "Canadian Boat Song."



COMO—This attractive summer resort, stretching along the Lake of Two Mountains, is noted for the scenic beauty of its surroundings, reminiscent of the famous lake in Italy, after which the place is named. The villages of Hudson and Hudson Heights nearby are also attractive summer resorts.



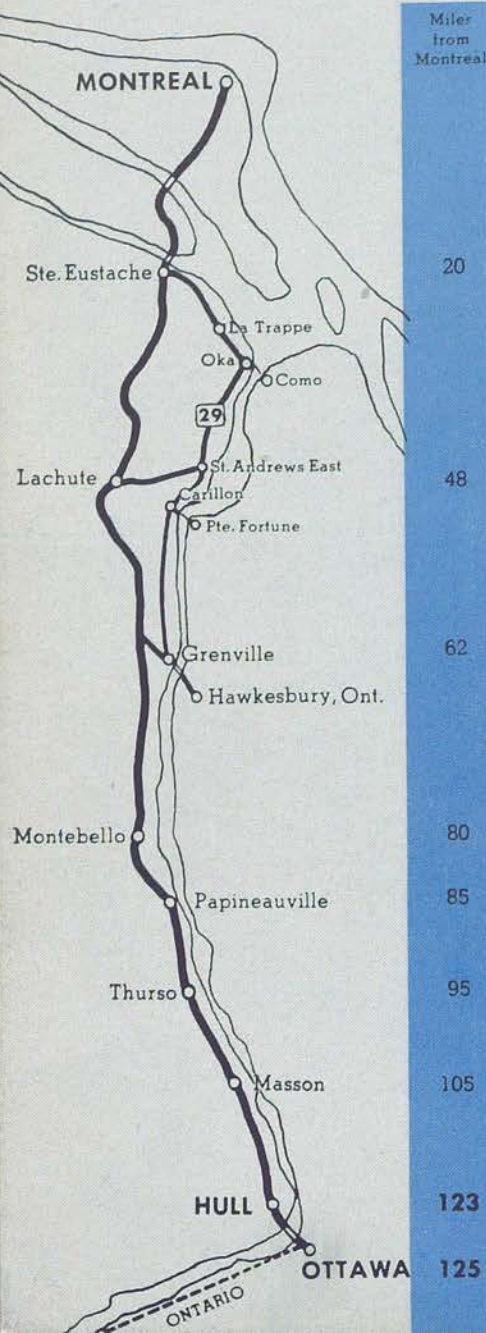
RIGAUD, GROTTA OF THE VIRGIN—This shrine of Notre Dame de Lourdes, built on the side of the beautiful wooded mountain behind the town, is visited each year by many devout pilgrims. A short distance from the Grotto is the strange field of stones known as the Devil's Garden.



POINTE FORTUNE—Situated near the Long Sault Rapids. During the summer months a ferry operates regularly to Carillon where there is an interesting museum, a cairn marking the beginning of work on the Canal in 1826 by the Royal Engineers, and a monument to des Ormeaux.



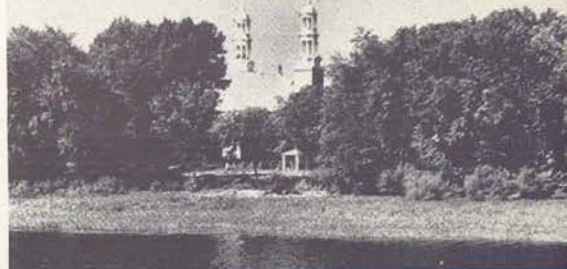
MONTREAL to HULL, QUE.



From Montreal to Hull and Ottawa, via the north shore of the Ottawa River, two routes may be followed. The most direct route from St. Eustache is by Highway 8 to Lachute; but a more interesting and picturesque journey is over Highway 29 through Oka, St. Andrews East, and Carillon. Leaving Montreal Island at Cartierville and crossing the bridge which spans Rivière des Prairies, two roads may be taken across Ile Jésus to St. Eustache, either Highway 8 or Highway 38 which runs through Laval sur le Lac, where there are many beautiful homes. St. Eustache, on the mainland, is a popular summer resort. Oka, attractively situated on the Lake of Two Mountains, was originally a small Indian settlement, its name being an Indian term for the spirit or manitou of the lake, half heron and half eagle. The French came to the region in 1717 and began the clearings which have become the fine, rich farms of today. The monastery of the Trappist monks of the Order of Cîteaux, is at nearby La Trappe. Founded in 1881, it is known as "The Abbey of Our Lady of the Lake." Here, these devout men live their silent but busy lives. St. Andrews East is a most attractive little village on the North River. At Carillon, situated at the foot of the Long Sault Rapids, Dollard des Ormeaux with his companions fought off the Iroquois and prevented an attack on Montreal in the spring of 1760. The town of Lachute, on the North River, is the principal town of Argenteuil County. It is the most important industrial and farming centre between Montreal and Ottawa, and the cattle breeders in this district have won honours at important exhibitions. At Montebello are the extensive properties of the Seignior Club, once part of the Seignior of La Petite-Nation. A year-round sports and country club, it is privately operated and available only to members and their guests.

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SAINT EUSTACHE—This attractive village is famous as the scene of a battle in 1837 between the Patriots and the British forces. Traces of cannon shot fired in the rebellion may still be seen on the façade of the local church shown here, in which the insurgents took refuge.



HIGHWAY NEAR OKA—The scenic beauty of the Province of Quebec is enhanced by its old-world charm. Roads lead through quaint villages where buildings, erected long ago, stand beside modern structures. From the mountain near Oka an excellent view of the countryside may be obtained.



OKA AGRICULTURAL INSTITUTE—Under the care of the Trappists, was instituted in 1908. It supplies tuition and accommodation for three hundred students. The famous Oka cheese, known to gourmets throughout Canada and the United States, is produced by the Trappist monks in the monastery nearby.



CARILLON MUSEUM—This fine example of military architecture of the early nineteenth century is now an interesting museum containing many fine exhibits characteristic of pioneer days. Under the auspices of the Argenteuil Historical Society, the museum is open daily from 12 noon to 6 p.m. at a nominal admission fee.



Argenteuil de la Ville de Montréal

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Girl Weaving . . . 46

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