



Refresh After the Dusty Trip! Enjoy Palmer Beauty Services

*A Shampoo, Shingle, Wave, a Facial
Massage and Manicure*

Travel does mean dusty hair and that horrid sticky feeling. Palmer Beauty Services will restore your wonted sense of well-being—they will rest you as well as make hair, complexion and hands lovely once again.

The Palmer Beauty Shop is very, very convenient to every leading hotel in Montreal—on St. Catherine Street West, south side, a few doors east of Peel Street.

Inquire, while in the shop, about our specially interesting Permanent Hair Waving Service—and about Chiropody if your feet are painful.

Phone Uptown 7410

Palmer
& SON LIMITED

468 St. Catherine St. West, Montreal
(South side a few doors east of Peel Street)

THE RONALDS COMPANY LIMITED, MONTREAL

SIGHT~SEEING TOURS



KENNEDY TAXIS LIMITED
MONTREAL 1925

BOULTON'S LONDON DRY GIN

*"Unquestionably the purest
Dry Gin distilled"*

MAKES THE PERFECT COLLINS OR
COCKTAIL

\$2.50 per bottle (containing full
26 ozs.)

Established 1873

Ask for
**CONGRESS
COCKTAILS**

MARTINI AND
MANHATTAN **\$2.75**

Blended from the finest liquors obtainable.

As sold throughout Canada for 50 years.

"BUY DIRECT FROM THE IMPORTERS"

AMERICAN VISITORS! DO YOU KNOW THAT IRISH LINENS

are 30% cheaper in Canada than in the
U.S. because of our preferential duty?

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

Why not take advantage of this opportunity?

Table Cloths, Towels, Pillow Cases and Handkerchiefs.

Fine Scotch Wool Blankets and Bed Covers.

John S. Brown's "Old Bleach" and "Ireland Bros."
linens, known the world over are stocked by us.

We sell these goods at the lowest prices in Montreal
as we are direct importers.

YOUR PERSONAL INSPECTION INVITED
VISIT US TODAY

SILBRO TEXTILE COMPANY

1st FLOOR, 153 PEEL STREET

(Corner St. Catherine) Take Elevator

Open daily and Saturday
until 7 p.m.

Look for our five show
windows upstairs.

On Peel Street, directly between Windsor and Mount Royal Hotels.

A London Shop in Montreal

Max Beauvais

Limited

IN this store you will find as fine and as complete a stock of English Merchandise as can be found in the best man's store on Bond Street, London, England

English Importations

| | |
|--------------------------|-------------------------|
| <i>Burberry Suits</i> | <i>English Hats</i> |
| <i>Burberry Topcoats</i> | <i>English Neckwear</i> |
| <i>Austin Suits</i> | <i>English Mufflers</i> |
| <i>Austin Topcoats</i> | <i>English Shirts</i> |
| <i>English Shoes</i> | <i>English Gloves</i> |

All sold on our low margin price policy

▼ ▼ ▼

Max Beauvais
Limited
229 St. James Street

Clothing Hats Furnishings Shoes

M O N T R E A L
LOOKING BACKWARD

ONLY 43 years after Christopher Columbus made his memorable journey, Jacques Cartier, a French mariner of the town of St. Malo, reached the Indian village of Hochelaga, where now is situated the city of Montreal. He revisited Hochelaga in 1541, but in 1611, Samuel de Champlain arrived, only to find that the Indian village had entirely disappeared. Till 1642 nothing happened. In that year, Paul de Chomedey, Sieur de Maisonneuve, with some fifty-five companions, settled on the island founding "Ville Marie."

In 1672 the streets were laid out and named, and in 1734 a post road was opened between it and Quebec.

In 1760 General Amherst captured the city from the French, while in 1775, General Montgomery, an American Revolutionary officer, occupied the town. In the following year it was retaken by the British, for the French citizens, notwithstanding the inducements offered by Montgomery, refused to throw off their allegiance to the British Crown.

Montreal was incorporated as a city in 1832 and five years later the Board of Trade was organized.

TODAY

Montreal is the largest city in Canada, with a population of approximately one million, including suburbs. It has an area of 117 square miles and includes 836 miles of streets.

It has thirty-two miles of water front, and a harbor with a capacity of one hundred ocean-going vessels. It is the second largest seaport in America, though it is situated one thousand miles from the Atlantic Ocean.

It is the home of the Canadian National and Canadian Pacific Railways, two of the largest transportation systems in the world.

It has the largest cold storage plant in the world and the largest and oldest brewery in America.

It has seventy-six public parks.



The Birks salesroom on Phillips Square, facing the King Edward monument, enjoys the distinction of being the largest ground floor jewellery store in the world. Visitors cordially welcome.

HENRY BIRKS & SONS
Limited
 DIAMOND MERCHANTS - PHILLIPS SQ.



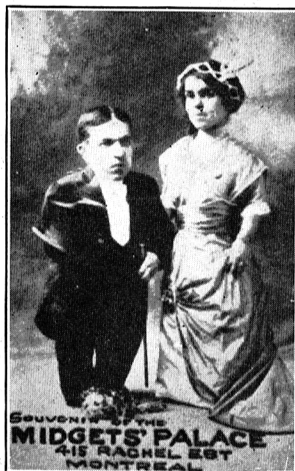
MOUNT ROYAL HOTEL—Largest Hotel in the British Empire

TOUR NUMBER ONE HISTORIC AND MODERN MONTREAL AND THE LACHINE RAPIDS

This tour covers the financial, residential and old French sections of the city, includes a stop at Notre Dame Church and a bird's-eye view of the harbor and the surrounding district. It embraces also an eight-mile ride along the St. Lawrence river, over the Lasalle Road (an old Indian trail) by the mighty Lachine Rapids. Of approximately two hours and a quarter duration, the trip costs \$1.00.

Busses leave from Mount Royal Hotel, daily except Sunday, at frequent intervals, from 9.00 a.m. to 3.30 p.m., and on Sundays and Public Holidays, from 10.00 a.m. to 2.00 p.m.

LEAVING the Mount Royal Hotel, we proceed southward along Peel Street and soon approach, on the left, Dominion Square. In the centre of this square stands the South African Monument, erected in memory of the Canadians who lost their lives in the South African War, and of Lord Strathcona, who was instrumental in raising the Strathcona Horse Regiment, which played so important a part in the struggle. Immediately opposite the square is the Windsor Hotel.



**The
Smallest
Man and
Wife
under the
sun**

*Count and
Countess Nicol*

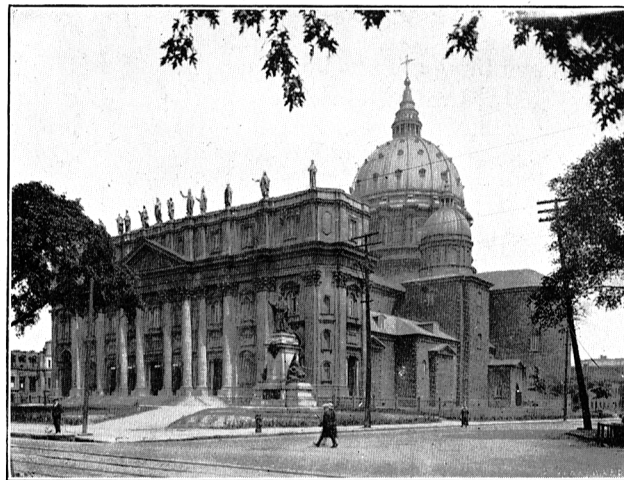
**They have their little castle built to their
size too—the only one in the world**

There is not a visitor out of a thousand that lands in Montreal that does not come to pay them a visit—have a chat with them and buy a souvenir of them—25 cents and up.

They are so pleasant to everyone that they show them their little castle and explain to them how they live and tell them how happy they are. A visit to their castle is a souvenir for lifetime. 750,000 visitors from all over the world have seen it since 1913; they are all boosters; we are sure you will be one of them.

Open 10 a.m.; close at 11 p.m. Don't miss it

The Midgets Palace
415 Rachel St. East - Montreal, Que.



BASILICA OF ST. JAMES

Now turning left on Dorchester Street, which divides the square into two almost equal parts, we pass on the right a monument to Sir John A. Macdonald, first Premier of the Dominion of Canada. Immediately beyond on the same side of the street, is the Basilica of St. James' Cathedral of the Archdiocese of Montreal. It is almost an exact replica of St. Peter's in Rome, the principal modification being that of size. Its dimensions are almost one-half those of its famous prototype, with a length of 330 feet and width of 222 feet. The extreme height of the Cathedral is 250 feet, the glittering dome itself rising 72 feet from its base. Over the portico will be noticed thirteen statues of bronze, representing: St. James, St. Joseph, St. Anthony of Padua, St. Francis of Assisi, St. Vincent of Paul, St. John, St. Paul, St. Thomas

WILLIAM PENN 32oz.
American Rye Whiskey bottle
\$4.75

When buying Travelling Bags,
Trunks, Leather Goods,

Ask for the
**ALLIGATOR
BRAND**



LAMONTAGNE LIMITED

338 Notre Dame Street West
MONTREAL

The Largest Manufacturers of Harness, Trunk Bags
in Canada

TOURISTS—

Your trip is not complete until you have visited

Brook's Gift & Souvenir Shop

The best and cheapest place in town
We specialize in

INDIAN MOCCASIN SLIPPERS, HAND-PAINTED
LEATHER GOODS, NECKLACES and all kinds of
Souvenir Gifts for everyone in the family.

Best Hair Seal Slippers regular \$5.00 value for **\$3.50**
Ladies' and Men's Indian Slippers from \$1.25 up
Children's Slippers from 48 cents up

Largest Selection of Post Card Views
of Montreal at one cent each

88 St. Catherine Street West

TELEPHONE PLATEAU 0797

Aquinas, St. Patrick, St. Charles Borromeo, St. John the Baptist, St. Hyacinthe and St. Ignatius—each is the gift of a different parish of the diocese. Work on the Cathedral was begun in 1870, but the building was not opened for public worship until 1894. Financial difficulty caused the delay. Indeed, at one time, it was thought that the project would have to be abandoned, but through the determined efforts of the late Bishop Bourget—a statue of whom stands in the foreground—the goal of the architect, Victor Bourgeault, was finally reached. Facing the Cathedral is the head office of the Sun Life Assurance Company.

Continuing along Dorchester Street, we pass on the left the entrance to the Canadian National Railways tunnel under Mount Royal. This tunnel, acknowledged to be one of the finest engineering feats of the century, is over three miles long.

On the right is the fashionable Presbyterian Church of St. Andrew and St. Paul, while on the opposite side of the street stands the residence of the late George Washington Stephens. Through the latter's generosity, the grounds and building are used during the summer months by the Child Welfare Association. Adjoining the Stephen's estate is the St. James Club—Montreal's oldest chartered club. Then in rapid succession, all on the left, are the Fraser Public Library, the Masonic Temple and Beaver Hall Square.

We now turn to the right on Beaver Hall Hill and are soon descending its steep slopes. Half way down the hill, on the left, are the ruins of the city's first Unitarian Church, marking the site of Beaver Hall, the famous fur-trading post. On the right, now abandoned, because of the rapid growth of Montreal and the spread northward of the commercial area, is the old St. Andrew's Church, which at one time possessed the largest Presbyterian congregation in the city.

At the foot of the hill, on the left, there stretches for two blocks southward, Victoria Square. In the second section of the square is a statue of Queen Victoria in the early years of her memorable reign.



Tourists coming to Montreal should not fail to visit the

“Cosy Parlor de Luxe”

one of the best Restaurants and Tea-rooms in the city

FULL-COURSE MEALS 40c. up

Served from 11.30 a.m. to 9 p.m.

DELICIOUS FRENCH PASTRY, fresh every day from our bakery, 60 cents dozen

Our Soda Fountain Service has no equal—
Try it—You'll see!

ORCHESTRA IN ATTENDANCE

322 St. Catherine West (opp. Eaton's)

In the heart of the city

Jenkins Antiques

OUR collection is one of the finest in the country. It includes many rare and exquisite examples of

*Furniture, Silverware
Glass, etc.*

A visit to our galleries affords keenest pleasure to the lover of the arts and crafts of the days gone by

B. M. & T. Jenkins Limited

28 College St., Toronto

489 Phillips Sq., Montreal

By this time we are entering the financial district and make three sharp turns—to the left on St. James Street (the Wall Street of Montreal), to the right on McGill Street and again to the left on Notre Dame Street, the longest thoroughfare in the city. It extends practically the full length of Montreal Island, covering a distance of nearly thirty miles.

Just a little further along, on this street, is recorded an important incident in the birth of the great American Republic. On the small green building at the south-east corner of St. Peter and Notre Dame Streets (right), is a tablet commemorating the occupation of Montreal by General Montgomery, during the Revolutionary War of 1775-6. The recently completed Insurance Exchange Building is on our left.

We now approach, on the left, Place d'Armes, the heart of older Montreal, where all its interests—French, English, business, religious and historical—meet. It is also the terminus of 17 of the city's important tramcar lines.

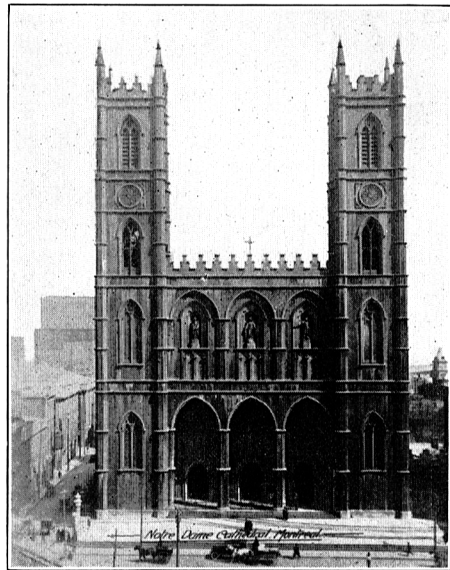


PLACE D'ARMES—MAISONNEUVE MONUMENT

This square marks the scene of the first struggle between the French settlers and the Redskins. It is told that Maison-Neuve, leader of the little band of pioneers and founder of Montreal, slew the Indian chief-tain with his own hands. The statue in the centre is that of the heroic Maison-Neuve. The sculptor was the late Paul Hebert, a French-Canadian. On the pedestal of the statue are figures of Jeanne Mance, foundress of the Hotel Dieu, Closse and Le Moyne, companions of Maison-Neuve and an Iroquois Indian. The

background of the square affords us another view of the financial district—the head office of the Bank of Montreal, with its lofty dome and fine Corinthian pillars, and the Royal Trust Building, of white granite, handsome in its simplicity, are especially outstanding.

Casting its shadows over the square is the majestic Parish Church of Notre Dame de Ville Marie. Experts in architecture tell us that the exterior of this church is



NOTRE DAME CHURCH

imperfect, but to the visitor—to the citizen as well—it is easily the most impressive building in the city. The present Notre Dame, built to replace an older one which stood in the middle of Place d'Armes, was erected in 1824. James O'Donnell, the architect, is buried in the church. With a seating capacity of close to 15,000 this church is the second largest on the continent, being

preceded only by St. Paul's Cathedral, of Mexico City. The massive twin towers rise 227 feet from the ground.

FURS

The newest creations in rare and choice furs for all seasons.

417 St. Catherine W. Montreal
198 McGill Street

A. J. Alexander
FURS LIMITED

In the west tower (right), is a bell weighing 24,780 pounds, the largest in North America and second largest in the world. Known as "Le Gros Bourdon," it is rung only on the most solemn occasions. On a clear day its peal can be clearly heard in the little town of St. John's, 27 miles away. In the east tower is a cluster of ten bells.

The autobus stops here for ten minutes so that you may leisurely examine the interior of the magnificent structure. Passengers are respectfully requested to confine themselves to the time limit appointed.

On entering, the lavishness of the mural decoration will immediately strike the eye. Of considerable note are the high altar, with its many statues, bas-reliefs and wood carvings, the carved and aerial pulpit, the two huge tiers of galleries and the organ, built by Cassavant, which is the largest in Canada. In the apse is the Chapel of Our Lady of the Sacred Heart, somewhat newer than the church itself. Of particular interest here are the oil paintings by St. Charles, depicting scenes in the early history of Montreal, and the rich ornamentation.

As we pass out of the church, we notice, adjoining it on the left, a high, thick, sombre grey wall, a fine lych gate and an ancient clock. Behind these stands the administrative office of the Seminary of St. Sulpice. This building was erected in 1710.

One block past Place d'Armes we turn to the right and are facing the Salada Tea Building, one of the finest office and warehouse buildings in the city. Through the courtesy of the Salada Tea Company, we stop here for ten minutes and are conducted to the observatory on the roof, where an unexcelled panoramic view of the city and harbor of Montreal may be obtained. On a clear day the Green Mountains of Vermont and the foothills of the Adirondacks are also visible from this point of vantage.

Real Canadian Furs

The world's choicest furs direct from the northern trappers.

417 St. Catherine W. Montreal
198 McGill Street

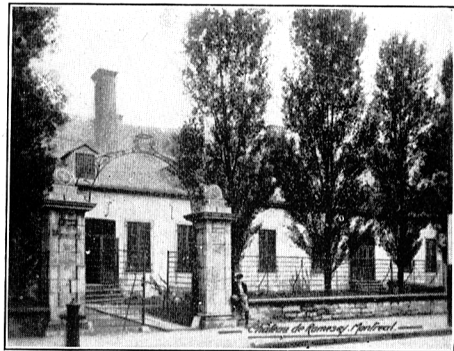
A. J. Alexander
FURS LIMITED

We now return to Notre Dame Street and proceed eastward. An extension to the Montreal Court House, under construction, soon appears on the right. Opposite it are situated the local offices of the Government of the Province of Quebec.

Built somewhat back from Notre Dame's narrow street line, we have next on the left the Montreal Court House, and just beyond it the rebuilt City Hall. The latter building was destroyed by fire in 1922.

The Nelson Column, Canada's tribute to the great British seaman, stands at the head of Jacques Cartier Square, which is now on our right. The Square itself is the scene, on Tuesdays and Fridays, of a unique and highly interesting gathering, the open-air market, to which flock from the surrounding rural districts hundreds of French-Canadian farmers. Preserving intact that sagacity and acumen which were marked features of their forebears, these merchants may be heard on market days bargaining keenly in their seemingly hurried French.

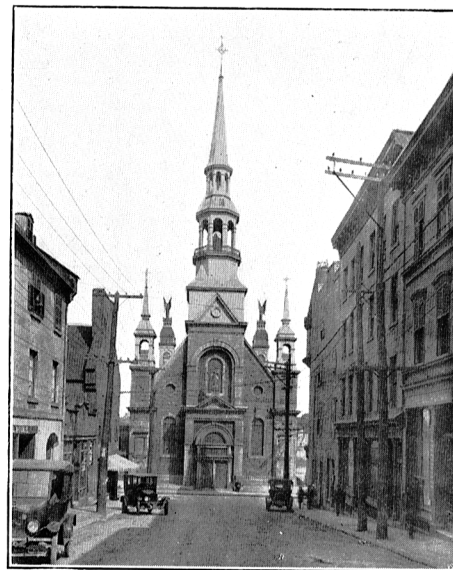
For those to whom the romance of history is alluring, no building in Montreal will be as interesting as the long, low, cottage-like structure which is now at our right. The Chateau de Ramezay was built in 1705 for Claude



CHATEAU DE RAMEZAY

de Ramezay, at that time Governor of Montreal. Later (1745) it became the headquarters of the "Compagnie des Indes," a fur-trading organization, and after Canada was ceded to Great Britain in 1763, the English Governors used the chateau as their official residence. When the American army occupied Montreal

during the Revolutionary War, General Montgomery made the old chateau his headquarters. With Montgomery came Benjamin Franklin, who set up a printing press in the building, and incidentally founded the Montreal *Gazette*—third oldest newspaper on the continent. In its later history the chateau was used in turn as Government departmental offices, Court House and branch of Laval University. It was purchased by the city in 1893 and is at present under charge of the Numismatic and Antiquarian Society. It contains a large collection of curios—prints, pictures, coins, weapons and autographs. Admission to the chateau is free.*



NOTRE DAME DE BONSECOURS

Names with which English eyes are somewhat unfamiliar now appear on the shop windows—we have entered the Syrian district of the city.

We continue eastward along Notre Dame Street, slowing down as much as possible at Bonsecours Street, for at the foot of this street, to the right, stands the Church of Notre Dame de Bonsecours. Historically it is a rival

*We are unable to stop here, as traffic regulations do not permit the parking of an autobus in this congested area. Those who wish to visit the place will find that the most convenient means of access is a *Kennedy Taxi*. The cost, from any one of the uptown hotels, is negligible.

SPECIALTY SHOP FOR KNITTED GOODS FOR LADIES AND CHILDREN

ENGLISH KNITTED DRESSES
SUITS
SCARFS SWEATERS
SCOTCH HOSE
SWISS UNDERWEAR

The Knit Shop
ISGAB

LIMITED

556 ST. CATHERINE STREET WEST
(Two blocks West of Peel Street)

VISIT THE ONLY REAL
FRENCH RESTAURANT
IN MONTREAL

Where Parisian Atmosphere Reigns Supreme

Kerhulu & Odial
LIMITÉE

Canada's Expert Caterers

1266—(176) SAINT DENIS STREET (184)—1284
(Opposite the University of Montreal, near St. Catherine Street East)
TELEPHONE EAST 2140*

A la Carte Service

Table d'Hote Meals

Choice Wines and Beers
Private Banquet Rooms

LUNCHEON - - - 60 Cents
DINNER - - - 75 Cents
Wine or Beer included

Also in the Hotel and Theatre District
366-368 ST. CATHERINE ST. WEST
TELEPHONE UPTOWN 0439

to the Chateau and magnificent Notre Dame itself. The original chapel was built in 1657 under the direction of Marguerite Bourgeois, founder of the Congregation Notre Dame. Sailing for France, Madame Bourgeois returned some years later with the image which surmounts the present structure. This image is supposed to have miraculous powers over all ships that enter the harbor of Montreal. For this reason Bonsecours is known as the Mariners' Shrine. Standing on the foundations of the original wooden building, the present Notre Dame de Bonsecours dates back to 1771.

The massive grey stone building at our left houses the Commercial Department of the University of Montreal. Formerly connected with Laval University of the City of Quebec, this university became independent in 1919, adopting its present name. To the French Catholic population, Le Université de Montréal is what McGill University is to those who speak English as their mother tongue. It has an enrolment of about 6,000, making it one of Canada's largest universities.

Turning left on St. Catherine Street, we enter the "Quartier Latin." The Convent of the Sisters of Providence is followed closely by St. James Roman Catholic Parish Church (1823). Both are on our right. Directly opposite St. James is Notre Dome de Lourdes (1874), chapel of the University of Montreal.

As we turn left on St. Denis Street, the main building of the University of Montreal comes into view on our left. Our last stop of the trip is made at the store of Charles Desjardins & Company, reputed to be the largest retail fur store in the world. It has a stock valued at several million dollars and is one of the city's showplaces. Ten minutes is allowed here.

We turn left on Dorchester Street, and left again on

HILLS & UNDERWOOD
London Dry Gin
Distilled by the famous London Process **\$2.50**
a bottle

St. Hubert Street. Further north on St. Hubert Street we pass the Bruchesi Tuberculosis Hospital on our left. Montcalm School is opposite. Then again on the left are the Dental and Veterinary Colleges of the University of Montreal.

When we have ascended the hill which slopes sharply from Ontario Street we are at Sherbrooke Street, where we turn left.

Crossing St. Denis Street, another of Montreal's convents, that of St. Louis de Gonzague, appears on our right. One block further, but on the other side of the street, is Mount St. Louis College, a large and well-known Roman Catholic Preparatory School conducted by the Christian Brothers.

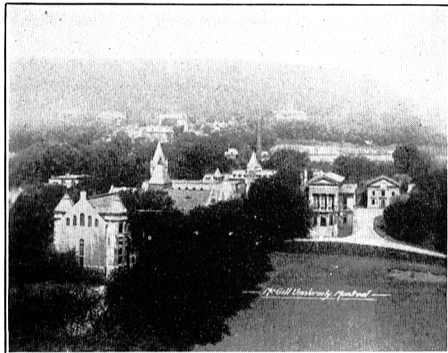
Some blocks beyond, on our right, is the Commercial High School, directed by the Protestant Board of School Commissioners of the City of Montreal. On the left is the Montreal Technical School.

The next building of outstanding importance is the Royal Victoria College, a residential college for women, which stands on the right. The statue of Queen Victoria in front of the college is the work of Princess Louise, one of her daughters.

The McGill Conservatorium of Music is just beyond. Within the next two blocks, both on the left, are the

McGill Students' Union and the Strathcona Hall, home of the Student Christian Association of the University.

The grounds of McGill University, with its 700 acres and 40 buildings — stretching back for a consider-



McGILL UNIVERSITY AND THE CAMPUS

able distance now extends for five blocks at our right. McGill University was founded in 1821 as McGill College, by the will of the Honorable James McGill, who died in 1813. With the University, which is non-sectarian, are affiliated four theological colleges.

The Mount Royal Club is now on our right, while a block further, on our left, is the Ritz-Carlton Hotel. The Erskine Presbyterian Church (right) is followed by the Montreal Art Gallery.

As we continue westward, the Church of the Messiah (Unitarian) and the Linton Apartments are soon passed on the right. At the south-east corner of Guy and Sherbrooke Streets, stands the recently completed Medical Arts Building.

On the right stand the principal buildings of the Sulpicians. On this spot the French missionaries built in 1676 a palisaded enclosure which they called Fort des Seigneurs or Fort de la Montagne. Destroyed some years later, it was replaced by a stone structure, which enclosed a chateau and a chapel. The chapel was protected by four towers. Of these buildings but two of the towers remain, these sharing with the Seminary on Place



RITZ-CARLTON HOTEL

The **EMBASSY** 26 oz. bottle \$3.85
40 oz. bottle \$5.75
Special Old LIQUEUR WHISKY



THE OLD TOWERS—Two Historic Landmarks

d'Armes the distinction of being the oldest buildings on the island.

In the eastern tower lie the remains of an Indian, François Thoronhiogo, who was baptized by Breboeuf and Sister Marie Gannensaquoa, who taught the Indian children the language and religion of France. The Grand Seminary (Theological Faculty of the University of Montreal), Montreal College (Preparatory School), and the College of Philosophy all stand on this historic ground.

Crossing Atwater Avenue we leave the city of Montreal and enter Westmount.

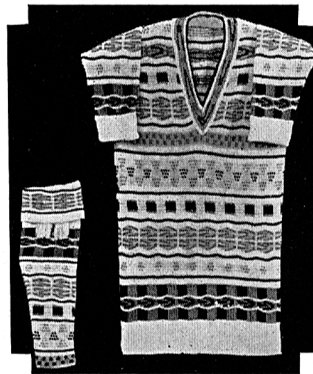
On our left is the Mother House of the Congregation Notre Dame. This Congregation, founded in 1653 by Marguerite Bourgeois, is the oldest religious institution in America. Founded primarily as a school for Indian girls, it

CORBY'S

13-oz. Flasks, \$1.60

SPECIAL SELECTED
CANADIAN RYE WHISKY

26-oz. Bottles, \$3.10



Half Hose
Shirts
Neckwear

Hats
Motor Rugs
Handkerchiefs

Golf Hose & Sweaters

Direct Importations
from England and
Scotland

An extensive variety and
moderately priced



DAVID'S

474 St. Catherine St. W.

Just East of Peel St.

When MOTORING it's worth your while to
pay a visit to

LUXOR INN

LACHINE, QUE. (Opposite the wharf)

FAMOUS FOR FOOD

The real place to eat a la Carte or
Table d'Hote

DANCING EVERY NIGHT

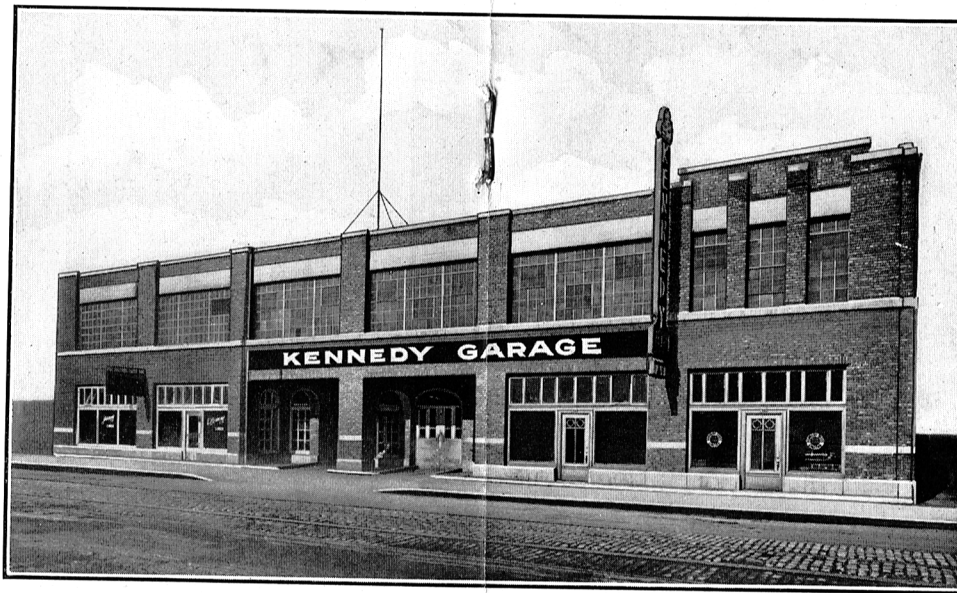
Finest Wines and Beers

Phone Lachine 515

GEDEON FOREST, Prop.

615
St. James St.
Montreal

(Next door to
Queen's Hotel)



615
St. James St.
Montreal

(Next door to
Queen's Hotel)



UPTOWN
7600

KENNEDY'S NEW GARAGE ACCOMMODATION FOR TOURISTS

Official Service of

ROYAL AUTOMOBILE CLUB OF CANADA (Emergency Service)
CANADIAN NATIONAL RAILWAYS (All Terminals)
CANADIAN PACIFIC RAILWAY (Westmount Station)
MOUNT ROYAL HOTEL ✓ RITZ-CARLTON HOTEL
LA CORONA HOTEL ✓ MEDICAL ARTS BUILDING



UPTOWN
7600

educates at the present time, together with its branches in the United States, some 50,000 girls annually. The present building is of comparatively recent construction.

The Temple Emmanuel (Reformed Jewish) is on our left. It is followed by St. Paul's Academy, Argyle Public School, the Westmount War Memorial, Westmount City Hall, St. Andrew's Presbyterian Church and the Congregation Shaar Hashomayim (Orthodox Jewish), all of which lie on our right within a space of three blocks.

Now on our left is Westmount Park and Westmount Public Library. The New Westmount Baptist Church, the corner stone of which was laid in 1923 by the Right Honorable David Lloyd George, is on our right.

We soon enter the district of Notre Dame de Grace (part of Montreal) continue along Sherbrooke Street to the town of Montreal West. We are travelling along what is known as the Avenue of Memories, for on this street are planted maple trees in memory of the men of Montreal who fell in the Great War. The trees are dedicated each to a certain man, the name of the hero being engraved on a plate attached to every tree.

The next building of importance is the Montreal Protestant Institute for the Blind on our left. Loyola College for boys, conducted by the Jesuit Fathers, is on the other side of the street.

We enter Montreal West and pass on the right the Montreal West War Memorial and Town Hall. Descending Blue Bonnets Hill, we enter Ville St. Pierre, a typical French-Canadian village.

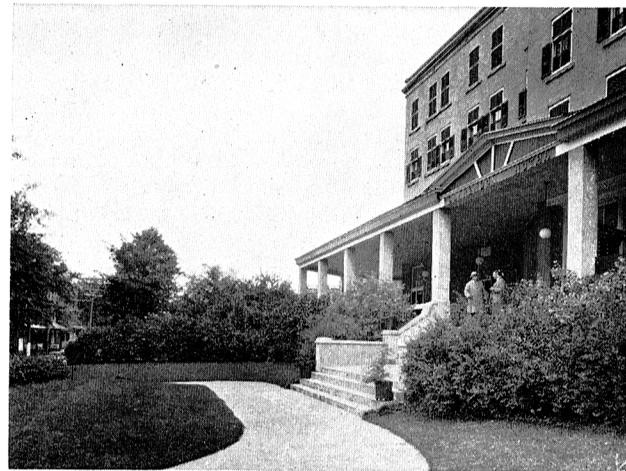
Soon we enter the city of Lachine. "La Chine" is the French name for China, and it is claimed that the place derived this seemingly curious appellation from the fact that its founder, La Salle, thought that by following the St. Lawrence he would reach China.

FURS

The newest creations in rare and choice furs for all seasons.

417 St. Catherine W. Montreal
198 McGill Street

A. J. Alexandor
FURS LIMITED



THE CLARENDON

STE. ANNE DE BELLEVUE, QUE.



THE ONLY EXCLUSIVE PLACE
AROUND MONTREAL

SUPERIOR FRENCH CUISINE AND WINES
MOST MODERN HOTEL ACCOMMODATIONS
HIGH-CLASS SERVICE
THE FINEST DRIVE ON THE LAKE SHORE
REASONABLE PRICES

TWENTY-ONE MILES FROM MONTREAL ON
BEAUTIFUL LAKE ST. LOUIS SHORE DRIVE

We cross the Lachine Canal and proceed along the Lasalle Road, built on the site of an old Indian trail and into the town of LaSalle, and for the next eight miles are travelling along the shores of the St. Lawrence River. Across the river at this point is the Indian Reservation of Caughnawaga, founded in 1676 by the Jesuit Fathers. Its present population is 2,000, all Mohawk Indians of the famous Iroquois stock.

We soon pass Lachine College, conducted by the Christian Brothers. This building marks the scene of the famous Lachine massacre which took place on August 5, 1689. The entire settlement of the time was wiped out by the Iroquois Indians, in retaliation for a piece of treachery on the part of one of the French Governors.

A few miles beyond are the Lachine Rapids, last and largest of eight rapids between Prescott, Ontario, and Montreal. Three passenger steamers, specially made for the purpose, ply between the two points above mentioned, providing the passenger with that incomparable thrill—shooting the rapids. A fourth and smaller boat makes an all-day excursion up the river four times a week, shooting the rapids on its return in the evening.

The long red brick building which stretches out into the river is an hydro-electric plant of the Montreal Light Heat and Power Consolidated.

The terminus of a tramway line marks our entrance to the City of Verdun. On our left is the Verdun Hospital for the Insane (Protestant). Like Montreal, Verdun is a city of churches—count them as we go along Wellington Street.

Soon we re-enter Montreal. The immense freight yards of the Canadian National Railways stretch for several blocks at our right. We recross the Lachine Canal and find ourselves within a few blocks of Notre Dame Street, turning right pass Dow's Brewery. We turn left on Chaboillez Square and have, on our left, Bonaventure Station.

Then passing up Windsor Street we see on the left the Queen's Hotel, Windsor Station (C.P.R.), and St. George's Episcopal Church.

Crossing St. Catherine Street, we return to the Mount Royal Hotel, the largest hotel in the British Empire.

TOUR NUMBER TWO

COSMOPOLITAN MONTREAL AND THE FAMOUS SHRINE OF ST. JOSEPH

This tour is different in every detail from Tour No. One. It passes through the heart of the uptown shopping district, Chinatown and the Jewish quarter. It covers also the exclusive residential suburbs of Westmount and Outremont. At the Shrine of St. Joseph a fifteen-minute stop is made; another stop is made at the Mount Pleasant Look-out. This trip takes about two and a quarter hours and costs \$1.00.

LEAVING the Mount Royal Hotel, we turn immediately left on St. Catherine Street, one of the city's main arteries. We continue eastward for some blocks, getting all the while an unparalleled view of Montreal life. Then there appears on our left Christ Church Cathedral, seat of the Episcopal Diocese of Montreal. Decorated Gothic in style, it is architecturally the most perfect church in Canada, and perhaps in the whole of North America. It was erected in 1859 and is built in the shape of a Latin cross, 212 feet long and 100 feet wide. Its slender spire rises 224 feet from the ground.

Further along is Phillips Square and a monument to the late King Edward VII. We turn to the right at the end of the square, passing the new Canada Cement Building. On our left is the Engineers' Club. At Dorchester Street we turn left.

At the corner of St. Alexander Street is St. Patrick's Church (right), another fine example of Gothic architecture. Behind the high, forbidding, grey wall which is now at our left, is St. Mary's College, conducted by the Society of Jesus (or Jesuits).

Turning to the right on Bleury Street and to the left on Lagachetiere Street, one block south, we soon enter "Chinatown." We proceed for several blocks through the Chinese quarter and then turn left on St. Lawrence Boulevard, which runs from the northern to the southern

A. J. Alexandor
FURS LIMITED

Scotch Knit Dresses

Direct importations in pure
wool and silk and wool.

417 St. Catherine W., Montreal

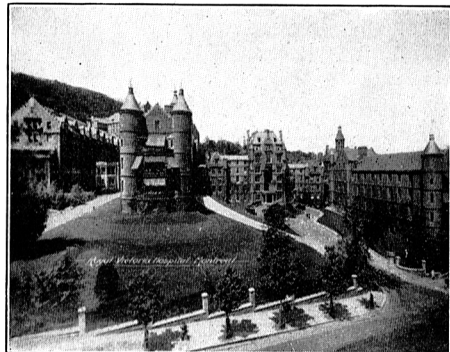
extremity of the island, at this point a distance of seven miles. On our right is the Dorchester Public Market.

Coming to St. Catherine Street we turn to the left and pass by many of Montreal's smaller stores, climbing steadily all the while towards Bleury Street. Just before this street is reached, on the right, is the Catholic Industrial School for the Blind.

Once again we turn, this time northwards on Bleury Street. The New Caron Building is on our left, and when we have reached Sherbrooke Street at the top of the hill, we pass Montreal's automobile row on the right.

We now proceed westward along Milton Street as far as University Street and the gates of McGill University, passing the Wesleyan Theological College on our right. On the left are the Macdonald Engineering Building, a

gift to the University of Sir William Macdonald, the Centre Building, the oldest of the group, and the new Biological Building. Nearer Pine Avenue, also on our left, is the New Medical Building, containing one



ROYAL VICTORIA HOSPITAL

of the finest museums of its kind on the continent. As we turn to the right along Pine Avenue we get an excellent view of the Royal Victoria Hospital, a gift to the city of two Montreal citizens, Lord Strathcona and Lord Mount Stephen. In 1916 there was added to the Hospital the

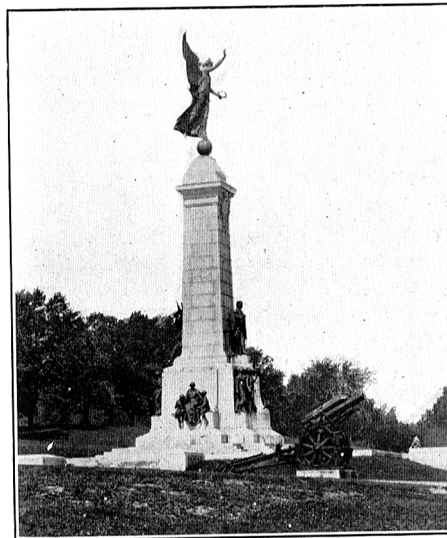
OLD CROW 26 oz. bottle \$3.80
BOURBON WHISKEY 32 oz. bottle \$4.75

Ross Memorial Pavilion, donated by J. K. L. Ross, another Montrealer. The Pathological Building and the Percival Molson Memorial Stadium, with a seating capacity of 13,000, both of McGill University, are now on our left.

We turn northwards up Park Avenue. On our right is the Hotel Dieu, Montreal's first hospital, founded in 1644 by Jeanne Mance and Madame de Bouillon, two of the companions of Maisonneuve.

Mount Royal and the newly erected cross on its summit can now be seen on our left. The open space on our right is a public playground and is known as Fletcher's Field. At the base of the mountain, at Rachel

Street, is a monument to Sir George Etienne Cartier, one of the foremost Canadian statesmen of the nineteenth century. At the northern extremity of Fletcher's Field we turn east along Mount Royal Avenue, soon passing on the right the Mount Royal Arena, the scene of many of Montreal's hockey games.



CARTIER MONUMENT

We turn south on St. Lawrence Boulevard, which one writer has very aptly described as the "Great Jewish Highway" of Montreal. It is the street, incidentally, which divides Montreal into "east" and "west." John the Baptist Public Market is now on our left.

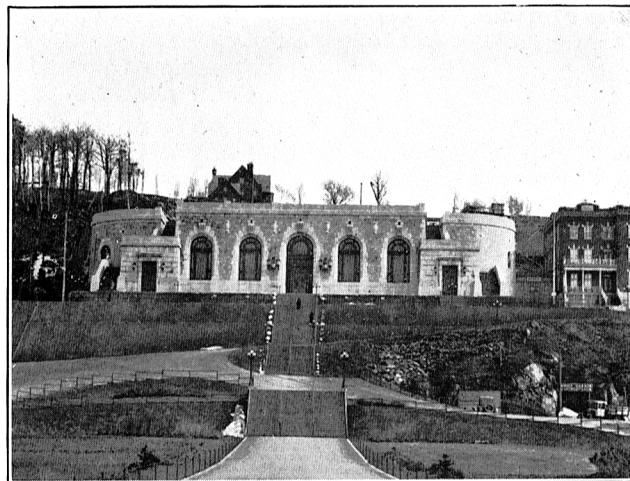
A turn to the left, one to the right and again to the left brings us to Roy Street and the St. Louis de France Parish School and the large church of the same name appear on our left. We continue along Roy to St. Denis, where facing us is the Roman Catholic Institute for female deaf-mutes. This large building extends one block south to Cherrier Street. We circle around it, continuing east on Cherrier Street past the Club House of the National Amateur Athletic Association on our right. This club is maintained by the French-speaking people of Montreal. We are now in the French residential district of the city.

We enter Lafontaine Park, one of Montreal's 76 public parks. Next to Mount Royal it is the largest in the city, containing some 95 acres. In the park are a small zoo, artificial lake, fine flower beds, a quaint rustic bridge, a bandstand and Jacques Cartier Normal School (R.C.), as well as a monument to Dollard des Ormeaux, who was instrumental in saving Montreal from the Indians in 1660. South of the Park along Sherbrooke Street are the Montreal Public Library and the new Notre Dame Hospital. We emerge from the Park at the corner of Rachel Street and Papineau Avenue, where stands, on our right, the Roman Catholic Parish Church of the Immaculate Conception.

We proceed northwards on Papineau Avenue, turning left on St. Joseph Boulevard, where we pass on the left the Church of St. François d'Assisi and Bruchesi Public School. Further along, on the right-hand side of the same street, is the parish church of l'Enfant Jesu.

At Hutchison Street we enter the delightful and exclusive residential suburb of Outremont. At the end of St. Joseph Boulevard we turn to the right along Cote St. Catherine Road. The palatial residences along this street are nearly all the property of French-speaking

The **EMBASSY** 26oz.bottle \$3.85
40oz.bottle \$5.75
Special Old-LIQUEUR WHISKY



THE SHRINE OF ST. JOSEPH

people. The beautiful church of St. Viateur stands at the corner of Laurier Avenue at our right.

Strathcona Academy, Outremont's Protestant High School, is situated on this road, on the left, while further ahead is the convent of the Sacred Names of Jesus and Mary. This community has 3,000 members and directs 167 establishments in Canada and the United States. It was founded in 1843. At Bellingham Road, Cote St. Catherine changes into a delightful country road. At its northern extremity we enter the town of Cote des Neiges, turning left on St. Laurent Road and right again on Queen Mary Road.

On the mountain slope opposite is the Shrine of St. Joseph, conducted by the aged Brother Andre, who has

Real Canadian Furs

The world's choicest furs direct
from the northern trappers.
417 St. Catherine W. Montreal
198 McGill Street

A. J. Alexandor
FURS LIMITED

gained for himself, by numerous cures effected through his intercession, the name of "The Miracle Man of Montreal." The present building, completed about 1914, is merely the crypt of a huge basilica soon to be erected. It has seven altars and a seating capacity of 1,500. To its right is a wooden chapel, the original Shrine of St. Joseph.

Brother Andre himself was employed for some forty years as doorkeeper and barber to the Fathers of the Holy Cross. When it became evident that he possessed curative powers, he was inducted by his friends into the little chapel which we have previously mentioned. A fifteen-minute stop is made for the benefit of passengers who wish to examine the interior of the shrine.

After we have left the shrine, we climb over an easy grade the slopes of Mount Pleasant, one of the three sections of Mount Royal. At "Sunnyside," the summit, we stop for five minutes, for from this point an excellent view of the western part of the city may be obtained.

From "Sunnyside" we enter the upper level of the city of Westmount, another of Montreal's exclusive residential suburbs. Cautiously we descend Roslyn Avenue as far as Cote St. Antoine Road, along which we continue westward as far as Decarie Boulevard, where we turn left. The Protestant Institute for Deaf-mutes is on our right.

At Western Avenue we turn left, passing on the left Westmount Park and on the right Westmount Protestant High School. St. Leo's Roman Catholic Church is a little beyond the park on the same side of the street. As we near Atwater Avenue we get a glimpse of the Mother House of the Congregation Notre Dame on our left.

We turn right on Atwater Avenue, re-entering the



city of Montreal proper, and passing the New Montreal Arena on our left. As we turn left on Dorchester Street we pass the Western Hospital. The Church of the Franciscan Fathers is now on our right.

The famous Grey Nunnery now comes into view on our left. This institution was founded in 1747 by Madame d'Youville. It is not, as many suppose, a convent, but a hospital containing 300 rooms. It provides an asylum for the sick, destitute and aged of all sects. It is under the control of the Sisters of Charity. Visitors are permitted during the noon hour only.

Further along Dorchester Street are the Knox Crescent and American Presbyterian Churches, the first one on the left and the second on the right.

At Dominion Square we turn left and are soon back at the Mount Royal Hotel.

TOUR NUMBER THREE

TALLY-HO TO THE SUMMIT OF MOUNT ROYAL

A unique trip, by the old-fashioned four-in-hand to the topmost peak of the Mountain, including a fifteen-minute stop at the observatory. This drive takes about two hours. Fare \$1.00.

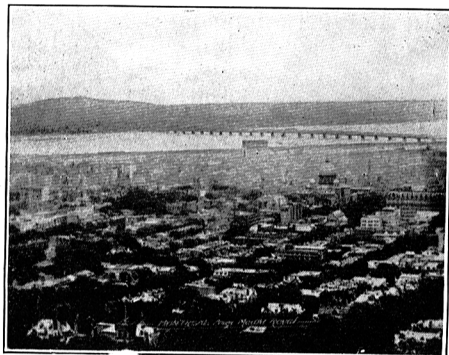
A MOUNTAIN right in the middle of a large city is something unique, more especially so when that mountain is an extinct volcano. It is for these reasons that Mount Royal, though but 763 feet above the sea level, has gained such universal fame. It is, indeed, a beauty spot, and may, without exaggeration, be described as the finest natural mountain park on the continent.

Our Tally-Ho, the real old-fashioned kind, with appropriately dressed driver, the crackling of the whip and the blowing of the bugle proceeds from the Mount Royal Hotel right to the summit of majestic Mount Royal.

For beauty, the route chosen for the ascent could not be bettered for many miles around. Passing through the grounds of McGill University, up to Pine Avenue by the Royal Victoria Hospital and the high level reservoir, it

enters the mountain by the so-called Peel Street entrance. A long, steady climb begins here, through the finest of surroundings, under large shade trees—oaks, maples and elms.

The greatest thrill of all comes when we arrive at the summit. Suddenly, without a moment's notice, as we swing on to the Observation Platform we see the whole city—a city of a million souls, at our feet. It is a



BIRD'S-EYE VIEW OF THE CITY

clear, unobstructed view that we get, one that cannot be duplicated anywhere. From this beauty spot one can see miles beyond the St. Lawrence River—as far as the mountains of the northern New England States.

As we climb on board the Tally-Ho again we realize fully why Jacques Cartier called the mountain "Mount Royal."

Our descent is made by a different route—we take the curious spiral path which brings us to the base, at the place where the Cartier Monument stands. We return to the Hotel by way of Park Avenue, Sherbrooke and Peel Streets.

ICE CREAM SODA

—BEST IN CITY—

Cavanagh, Druggist

Cor. University and St. Catherine

Ask the Driver

TOUR NUMBER FOUR

To STE. ROSE AND RETURN

This tour leaves the Mount Royal Hotel daily, at frequent intervals, from 7.00 p.m. to 9.30 p.m., and on Sundays and Public Holidays, from 2.00 p.m. to 9.30 p.m.

A tour of approximately two and a quarter hours duration. Fare, \$1.00

THE tour to Ste. Rose has been designed primarily to provide for the visitor a pleasant, cool evening after the heat and bustle of the day. At the same time, however, it supplies a unique opportunity of hastily examining the rural life of the French-Canadians.

Very little time is spent in the city, in fact, we get out of it by the shortest route possible, since this tour is intended as a country drive.

Leaving Montreal by the north we cross Viau Bridge, and the Riviere des Prairies along whose banks we ride for several miles. On this river are the Laval Rapids, though by no means as powerful as those at Lachine, they are impassable even by canoes and rowboats.

Bord-a-Plouffe and St. Martin are the largest villages that we pass on the way to Ste. Rose. Both are typically French-Canadian.

The Town of Ste. Rose is a favorite summer resort of many Montrealers, having a pleasant situation on the Mille Isles River, and being easily accessible both by train and by automobile.

We return from Ste. Rose to Viau Bridge over an entirely different route, passing on the way, the village of St. Elzear.

The roads are all in excellent condition, insuring a maximum of comfort throughout the journey.

OLD CROW 26 oz. bottle \$3.80
BOURBON WHISKEY 32 oz. bottle \$4.75

THE DELUXE Ice Cream Parlor

at Saint Rose

M. MARTIN, Proprietor

WE SELL THE BEST OF EVERYTHING
TRY US

STOP—and enjoy a cool, refreshing drink.
If you don't see what you want, ask for it.

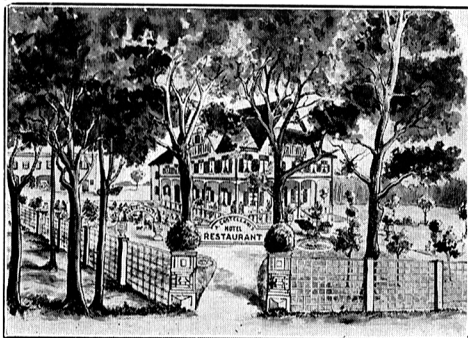
230 ST. ROSE BOULEVARD
Corner Otbridge Street

Castellani Hotel CARTIERVILLE

Eight miles from city—perfect roads

The Best Road House on the Island of Montreal

Excellent French and Italian Cuisine



DANCE every
night till closing
(no covert charge)

Lunch **\$1.00**

Dinner **\$1.25**

and a la carte

Beer and Wine
License

Operating over
12 years

Telephone
Cartierville 83

RETURNING UNITED STATES RESIDENTS EN- TITLED TO \$100.00 EXEMPTION

CUSTOMS REGULATIONS

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

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

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

(a) Each passenger over 18 years of age may bring in free of duty 50 cigars or 300 cigarettes, or smoking tobacco not exceeding 3 pounds, if for the bona-fide use of each passenger. These articles must be declared, but will be passed free by Customs Officers in addition to the \$100 exemption.

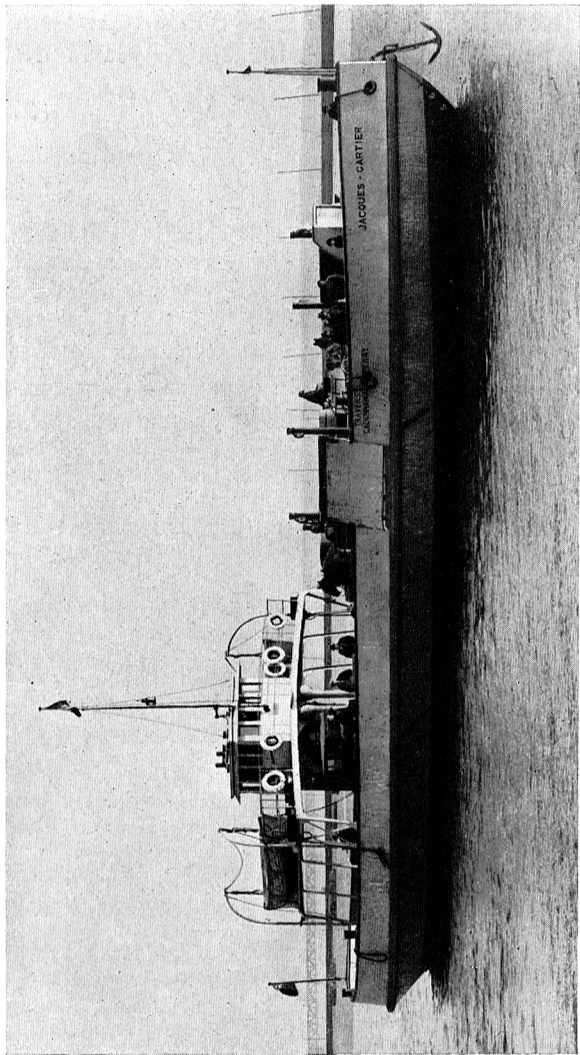
(b) The offering of gratuities or bribes to Customs Officers is a violation of law.

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

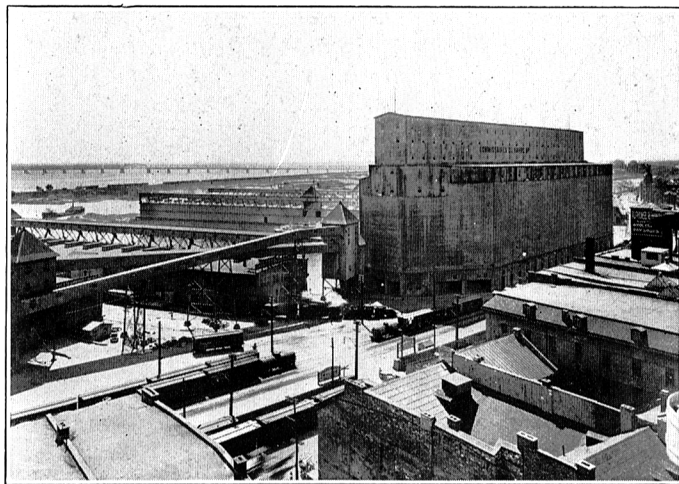
(b) U. S. Customs officers are located at Windsor and Bonaventure stations. Baggage not examined at these points will be forwarded to destination, if such is a bond port, for examination. If destination is not a bond port, inspection will be made at the frontier.

MONTREAL—MALONE, U.S.A
Main Ferry via LACHINE-CAUGHNAWAGA

Steamer Jacques Cartier *Safest and most
reliable Ferry*
20 min. Service from 6 a. m. to
12 p.m. 40 autos capacity
Lachine Wharf, 34th Ave.



38



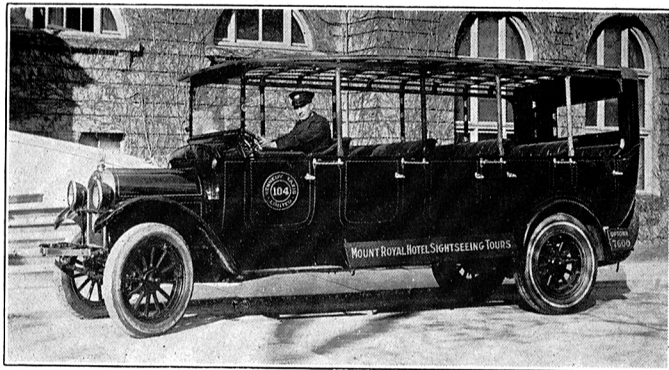
VIEW OF THE HARBOUR FROM OBSERVATORY ON ROOF OF
SALADA BUILDING

Mount Royal Art Galleries Limited
SHOP 8 MOUNT ROYAL HOTEL

Antique Furniture · China · Brass · Glass and Sheffield Plate
Modern Fine English China and Glass
Souvenirs of Montreal and Canada
Pictures—unframed and framed

Kennedy Taxis Limited
UP town 7600

39



KENNEDY TAXIS LIMITED
SIGHT-SEEING TOURS

THE Sight-seeing Tours operated by *Kennedy Taxis Limited*, are the result of many years of experience in the taxicab and sight-seeing business. The requirements of the ever-growing touring public have been studied from every conceivable angle, for we desire that our passengers, on the conclusion of any trip, be so satisfied that they consider it nothing less than their duty to recommend our service to their friends.

We believe that we have succeeded, for ever since our first autobus was put on the streets, our passengers have been our best advertisement.

There are numerous details which must be very carefully looked after in the sight-seeing business. A few only, of the things that we have done for your benefit are enumerated below. Beyond this we can say or do nothing, except urge you strongly to take any, or better still, all of our tours and check us up on every detail.

Our autobuses have been especially constructed for the purpose for which they are used. They are very commodious and are fitted with pneumatic tires. In case of rain, the top can be put up in less than two minutes.

Our Tally-hos are in charge of capable drivers, are fitted with every safety appliance, and pulled by the best class of horses.

Our chauffeurs and drivers are the best that can be secured. They have been selected from a staff of 500 for their general ability and character. Each has had years of experience, with a clean record, behind the wheel or reins.

Our guides are thoroughly competent and of good address. They are fully acquainted with their subject, and are required, in addition, to possess considerable general information, of the nature that visitors are likely to seek.

Our tours are scheduled to leave at the most convenient hours of the day, to take a reasonable amount of time, and to cover the most ground possible. Each has been priced at One Dollar, and we confidently believe that we are giving the best dollar's worth on the continent.

AN ACCURATE OPTICAL SERVICE

*Complicated Lenses made on the premises
Field and Opera Glasses*

BROWN OPTICAL CO. Limited

556 St. Catherine Street W.

WILLIAM PENN 32oz. bottle
American Rye Whiskey \$4.75

CORBY'S SPECIAL SELECTED
CANADIAN RYE WHISKY
13-oz. Flasks, \$1.60 26-oz. Bottles, \$3.10

KENNEDY TAXIS

LIMITED

UP TOWN

7600



In Canada everybody drinks

"SALADA" TEA

Spend half-an-hour inspecting our
plant and you will understand why.

*THE BEST VIEW OF MONTREAL
may be had from our Observatory. Visitors always
welcome between nine and four*

Exclusive privileges to Kennedy Taxis Limited

You are invited to visit
Canada's National Fur House

THE Holt, Renfrew shop is one of the interesting sights of Montreal's retail district. You are invited to visit it as a sightseer—independent of any intention to purchase.

Holt, Renfrew & Co. have four times been appointed furriers to members to the Royal Family. For eighty-eight years the name has been

Famous for Fine Furs and Fair Dealing

We operate our own *silver fox ranch* and have our own collection outposts in the fur country of the far north.

Thus we obtain the finest skins at the lowest cost and are enabled to offer you

Supreme Values in Fine Furs

Holt, Renfrew & Co.
Limited

399 to 405 St. Catherine St. West

Also the Lobby Floor, Mount Royal Hotel

Stores also at
Quebec, Toronto and Winnipeg

Eaves & Bessette

Limited

The Downtown
Jewellers

With downtown prices

227 McGill St. (Between St. James and
Notre Dame Streets)

Clement Restaurant

ITALIAN DISHES A SPECIALTY

TABLE D'HOTE ET A-LA-CARTE

Beer and Wine License

OPEN TILL 1 A.M.

Private Rooms for Parties

∞

133 Mansfield Street Uptown 3093

Half block from all leading Theatres