




BRAMSONS AUTO SERVICE Limited
MANCE AND ONTARIO STS.
MONTREAL



QUAINT
MONTREAL

DEDICATED
TO
THE TRAVELLER
WITHIN OUR GATES

BRAMSONS AUTO SERVICE
LIMITED

ONTREAL, with its glittering domes and spires resplendent of the old order, its chimneys and warehouses indicative of its active commercial life, its massive Public institutions, its many churches, modern buildings and homes—with its æsthetic, commercial, religious and home life blended in harmonious whole, situated beside the gleaming waters of the St. Lawrence—offers to the Tourist a veritable treasure-house of historical interest.

Nowhere in North America can be found such charm, such romance, such a strange mixture of the old and the new—as in Montreal.

Dating from 1536—the earliest days of its history, embracing the expedition of Jacques Cartier up the St. Lawrence, which resulted in the establishment of the Town of Hochelaga (now part of Montreal) and the naming of the mountain as Mount Royal from which the name of Montreal is derived; the landing on the 18th of May 1642, of Maisonneuve and his little band of religious enthusiasts upon the spot where the Montreal Customs House was afterwards erected, and planted in the words of the saintly Dumont “A grain of mustard seed destined to overshadow the land”; through to the days in 1672 when streets were first regularly laid; withstanding the

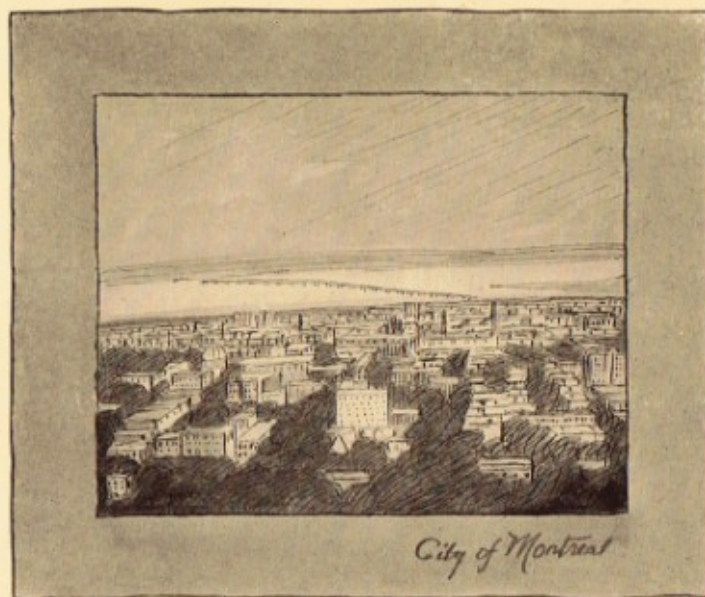
early terrors and alarms with the Indians; the Seven Years war which after a long and trying struggle resulted in the Treaty of Paris and the definite placing of the Colony in 1763 under the flag of Great Britain, is the fabric from which Montreal's history is woven.

And so that the thousands who yearly travel from far distances to this City of incomparable attractions may see everything, may not miss one single point of interest, BRAMSONS have carefully arranged a series of trips by automobile busses that cover everything, short travels in very comfortable automobiles that unfold by sight the interesting, long-to-be-remembered story and history of Montreal.

Long experience, plus an unusual degree of willingness to serve, has won for BRAMSONS an enviable reputation, for no City in North America can boast of a sight-seeing service better than that to be found here.

Not only the alluring attraction of man-made sights is to be seen on these trips, but Nature's great handiwork—the beautiful Island of Montreal—picturesque to an unusual degree, is traversed and shown in all its glory.

Complete details of BRAMSONS all-covering, all-seeing trips about Montreal will be found clearly tabulated on the last page of this souvenir booklet.



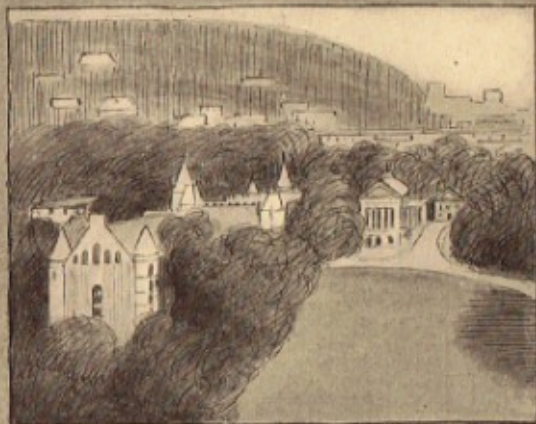
MONTREAL is situated on an island which is the largest of a group formed by the confluence of the Ottawa and St. Lawrence Rivers. This island is 30 miles long and 7 to 10 miles wide.

The population of the City is approximately 900,000. The increase of population in the last ten years is about 83 per cent.

Montreal is the largest city in Canada, the second largest in the British Colonies; and the ninth in North America.

There are 76 public parks in Montreal with an area of 1,311 acres.

The City is distant 164 miles from Quebec, 400 miles from New York, 950 miles from the Straits of Belle Isle, 2,750 miles from Liverpool, being 300 miles nearer than New York, 334 miles from Toronto, 841 miles from Chicago, 1,422 miles from Winnipeg, 2,808 miles from Vancouver, B.C.



McGill University

MCGILL UNIVERSITY owes its origin to a private endowment. It was founded by the Hon. James McGill, a leading merchant and public-spirited citizen of Montreal, who died in 1813. By his will dated January 8, 1811, he bequeathed his property of Burnside, consisting of 46 acres of land with the dwelling house and other buildings thereon, and a sum of £10,000 in money, to found a college, the erection of which had already been provided for by the British Government. The four trustees appointed under his will were directed to convey the property of the bequest to the Royal Institution for the Advancement of Learning. A Royal Charter conferring University powers was obtained in 1821. It is one of the foremost seats of learning in North America.

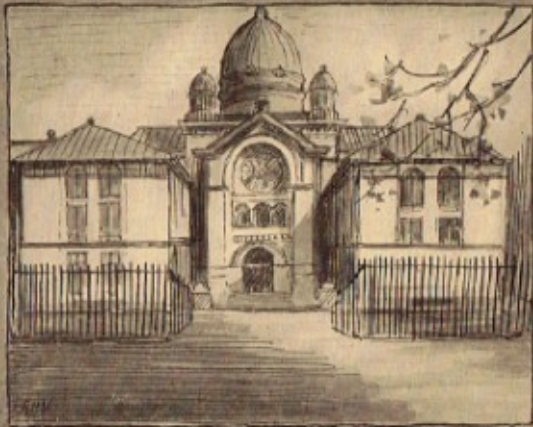


Chateau de Ramezay

CHATEAU DE RAMEZAY is full of Canadian historical relics, a veritable treasure-house. It was erected in 1704 by Claude de Ramezay, Governor of Montreal.

When the American revolutionary army occupied Montreal in 1775, Montgomery made the Chateau his headquarters and from it issued his manifesto to the Canadian people, urging them to cast off their allegiance to Great Britain. Benjamin Franklin came here at the time, bringing his printing press which was set up in the vaults of the Chateau.

When Montreal was the political capital the Chateau was used for departmental offices, and, after that, as the Court House, until the completion of the present one.



*Mother House -
Village Maria*

MOTHER HOUSE, of the Congregation de Notre Dame situated at 1010 Sherbrooke St. West. This Congregation is noted for its convents which are located all over Canada and the United States.

The congregation educates and cares for over 40,000 children, in the two countries. Besides the administrative headquarters the Mother House maintains within its walls a girls school corresponding to the Public High School, and a school for intending Nuns.

The Building was erected in 1908, an imposing structure built of pale yellow sand stone.



St. Catherine Street

ST. CATHERINE STREET is Montreal's main business thoroughfare, the shopping center of the City. At the Eastern extremity will be found the French section with its French language and customs predominating, while at the West end will be found the English speaking shopping district. In the East end one will be impressed by the fact that all shop announcements are in French, the general atmosphere being quite foreign to that prevailing in the English section, evidencing how cosmopolitan Montreal is.

On St. Catherine St. near Phillips Square will be found Christ Church Cathedral, considered architecturally one of Canada's finest churches. It represents an exquisite example of the style known as the Decorated Gothic architecture found in the fourteenth Century. It was originally built by Wills of London.



Sherbrooke Street

SHERBROOKE STREET is the main and most fashionable boulevard in Montreal. It extends right through the heart of the most select residential district. At the East end of the boulevard is located Lafontaine Park, while traversing the boulevard Westward one will pass the New Public Library, St. Denis Club, Reform Club, Royal Victoria College, McGill College, McCord Museum, Art Institute, Ritz Carlton Hotel, Montreal's most exclusive club, the Mount Royal, and further on, Westmount Park and Westmount Library. The boulevard continues through the suburbs of Westmount and Notre Dame de Grace into Montreal West.

At one time Montreal's finest homes were situated on this boulevard and while to-day it is no less exclusive, this popularity is shared with other portions of the City.



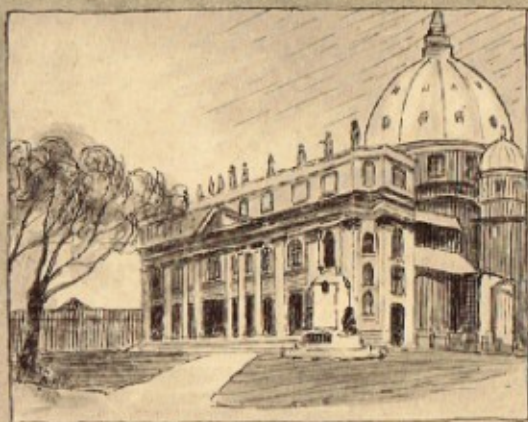
Seen by Aeroplane

SEE Montreal by aeroplane or go to Ottawa, Toronto and Quebec by the air route. My what a memorable wonderful trip. Fleet as the birds, safe as though you were travelling by land. There are also regular trips to New York.

No visitor should fail to take advantage of this wonderful opportunity. All machines and pilots are periodically examined and operated by war veterans.

In addition Bramsons surround this service with every safety, comfort and reliability.

Special Aeroplane tours \$10; By the mile 75 cents. By the hour in the vicinity of Montreal \$50; Minimum charge of \$10. Phone our main office for bookings, and flight tickets.



St. James Cathedral.

ST. JAMES' CATHEDRAL is a copy of St. Peter's of Rome, of which it is half the dimensions. The Cathedral is built in the form of a cross, 330 feet long and 222 wide. Over the portico will be noticed thirteen statues in bronze. These were donated by different parishes. The names of the statues are as follows: St. James, St. Joseph, St. Anthony of Padua, St. Francis of Assisi, St. Vincent de Paul, St. John the Evangelist, St. Paul, St. Thomas Aquinas, St. Patrick, St. Charles Borromée, St. John the Baptist, St. Hyacinth, and St. Ignatius. The dome is 70 feet in diameter at its base and its summit is 210 feet from the spectators on the floor of the Church. It is an exact copy of its famous prototype in Rome.



Bonsecours Market

BONSECOURS MARKET is one of the town sights on a market day because of the scenes of French Canadian provincial life. Thither on Tuesday and Friday the country habitants flock, with their little carts and their homespun clothing. Amid the noise of Norman patois, over the "trente sous," the "neuf francs," or the "un écu," one catches glimpses, through the jostling crowds, of piles of native tobacco, maple sugar, ducks, chickens and garlic, straw hats and home-made rocking chairs, rosaries and cheap jewellery. At Easter-tide the display of enormous beeves, decorated with paper roses delights the hearts of the children. The lover of human nature will observe a thousand studies of character in an early morning's push through these crowds.

Here Bonsecours Church—Montreal's oldest church is also situated.



Church of Notre Dame

ON THE South of the Place d'Armes stands the parish church of Notre Dame. The church was built in 1824 to take the place of an earlier structure dating back to 1672. The existing church is 255 feet long and 134 feet wide, and accommodates 10,000 worshippers. Its twin towers (227 ft.) contain ten bells, one of which, known as "Le Gros Bourdon" weighs 24,780 lbs. the largest in America. Beside the Church stands the historic Seminary of St. Sulpice, one of the few remaining relics of the days of French rule. This ancient building is now used for the offices of the Order of St. Sulpice whose founder, Abbe Olier, sent out Paul de Chomedey, sieur de Maisonneuve in 1641 to establish the missionary enterprise which afterwards developed into the City of Montreal.



Lafontaine Park

LAFONTAINE PARK, in the north-eastern portion of the city on Sherbrooke St. East, is large, well laid out, with fine driveways and a pretty artificial lake. It is resorted to by thousands during the summer. Overlooking the south end of the Park is the new Public Library of Montreal, a magnificent building. In the same district, but on St. Denis Street above Sherbrooke, may be seen ST. LOUIS SQUARE, which is decidedly attractive. It is small, but is embellished by a large rectangular pond occupying the centre, the bright flat mass of which with a distant view of Mount Royal, stately trees around and picturesquely turreted houses of cut stone lining the surrounding streets give it much beauty. In the centre stands a statue of Octave Cremazie, the French Canadian poet.

TOUR No. 1—STE. ANNE DE BELLEVUE

On this trip you will see

Royal Victoria College for Ladies —
 Queen Victoria Monument
 McGill University
 David Ross McCord National Museum
 The Mount Royal Club
 Ritz Carleton Hotel
 Art Gallery of the Art Association of
 Montreal
 Montreal College
 Mother House of the Congregation of
 Notre Dame
 Ecole Normale (Normal School)
 Westmount Park, Westmount Library
 and Victoria Hall
 Administration Bldgs. of the City of
 Westmount
 Montreal Association Industrial Home
 and School for the Blind
 Loyola College
 Montreal West Town Hall
 Village of St. Pierre aux Liens
 Lachine Canal
 Grand Trunk Railway wharf station
 Sisters of St. Anne Convent

Stony Point, Summerlea, Dorval, Dixie
 Royal Montreal Golf Club
 Forest & Stream Club
 Strathmore, Valois, Valois Motor Inn
 Point Claire, Beaconsfield Baie D'Urfe
 Baie D'Urfe Town Hall
 Ste. Anne de Bellevue
 Macdonald Agricultural College
 Macdonald School for Teachers
 Senneville, St. Genevieve
 Ottawa River
 Saraguay, Roxboro
 Convent of St. Ann's, Parish Church
 Cartierville
 Lizard
 BRAMSONS Aviation Field
 St. Laurent
 Mount Royal Race Course
 Town of Mount Royal (Model City)
 City of Outremont
 Fletcher's Field and Mount Royal
 Cartier's Monument
 Hotel-Dieu—Royal Victoria Hospital

All in all a most delightful, all embracing trip 50 miles long, takes 4 hours—at the extremely moderate price of \$2.50

TOUR No. 2—TO TERREBONNE

A trip that reveals in quaint attractiveness, villages that call to memory old France Also traversing very scenic country.

Fletcher's Field, Cartier's Monument.
 Gouin Boulevard
 Viau Bridge
 Back River
 Ile Jesus
 St. Vincent de Paul
 St. Vincent de Paul Penitentiary
 St. Francois de Sales
 Terrebonne

Ste. Rose
 Isle Jesus
 Pont Viau
 Gouin Boulevard
 Ahuntsic School
 St. Lawrence Blvd.
 Cartier's Monument
 Fletcher's Field

Entire trip is 50 miles long, and consumes 4 hours of time. Cost is but \$2.50

TOUR NO. 3—TO PLATTSBURGH

Through quaint villages, beautiful countryside, picturesque in the extreme, through and over the international Canada-U.S. Border, covering

Bridge St.
 Victoria Bridge
 St. Lambert
 La Prairie
 St. Phillippe
 St. Jacques le Mineur
 Napierville
 Lacolle

Canadian Customs
 Rouses Point
 American Customs
 Coopersville
 Chazy
 Plattsburgh
 Witherhill Hotel

For this tour of 150 miles, done in 10 hours, a special price of \$10.00 is made including lunch.

TOUR AROUND THE CITY

Phillips Square
 St. Catherine St.
 Union Avenue to Belmont
 Belmont to Beaver Hall
 Down Beaver Hall Hill to Notre
 Dame, passing Victoria Square
 Notre Dame St., passing several office
 buildings, Notre Dame Cathedral,
 Government Buildings, Court House,
 City Hall, Bonsecours Market,
 Chateau de Ramezay, to St. Denis
 Street.
 Up St. Denis to Desjardins Fur Store.
 Sherbrooke St., west on Sherbrooke
 passing Mount St. Louis College,
 Commercial Technical High School,
 the McGill College.
 Ritz Carleton Hotel
 Mount Royal Club
 Art Gallery
 Linton Apartments
 Montreal College
 Ecole Normale

Mother House of the Congregation of
 Notre Dame
 At Atwater into the City of Westmount
 Continuing west on Sherbrooke to the
 end of the street, across the C.P.R.
 tracks at Montreal West to the City
 of Lachine
 Across Bridge at Lachine Locks into
 the Lower Lachine Road
 Across New Aqueduct Bridge
 Lachine Rapids
 Montreal Power House
 Verdun Insane Asylum
 Along Lasalle Road to Church Avenue,
 Verdun
 Up Church Avenue to Cote St. Paul,
 into Notre Dame St. to De Courcelles
 Across G.T.R. tracks into the Glen to
 Western Avenue, Westmount, along
 Western into St. Luke
 St. Luke to Guy
 Guy to St. Catherine
 St. Catherine back to starting point.

This trip takes 2 hours covers 20 miles—the cost being only \$1.00

**Starting Point—Brysons
 Corner Peel and St. Catherine Sts.**

Bramsons Yellow Taxicabs

CANADA'S LARGEST, BEST
 EQUIPPED TAXICAB SERVICE

*Responsibility plus service combine to make
 YELLOW TAXICABS the finest on the
 continent*

MONTREAL'S ONLY TAXIS
 EQUIPPED WITH AUTO-
 MATIC RECEIPT METERS

ALWAYS AS NEAR AS YOUR

NEAREST TELEPHONE

Phone Plateau 4600