



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.



**M**ONTREAL 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.



**M**CGILL 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.



**C**HATEAU 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.





**M**OTHER 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.

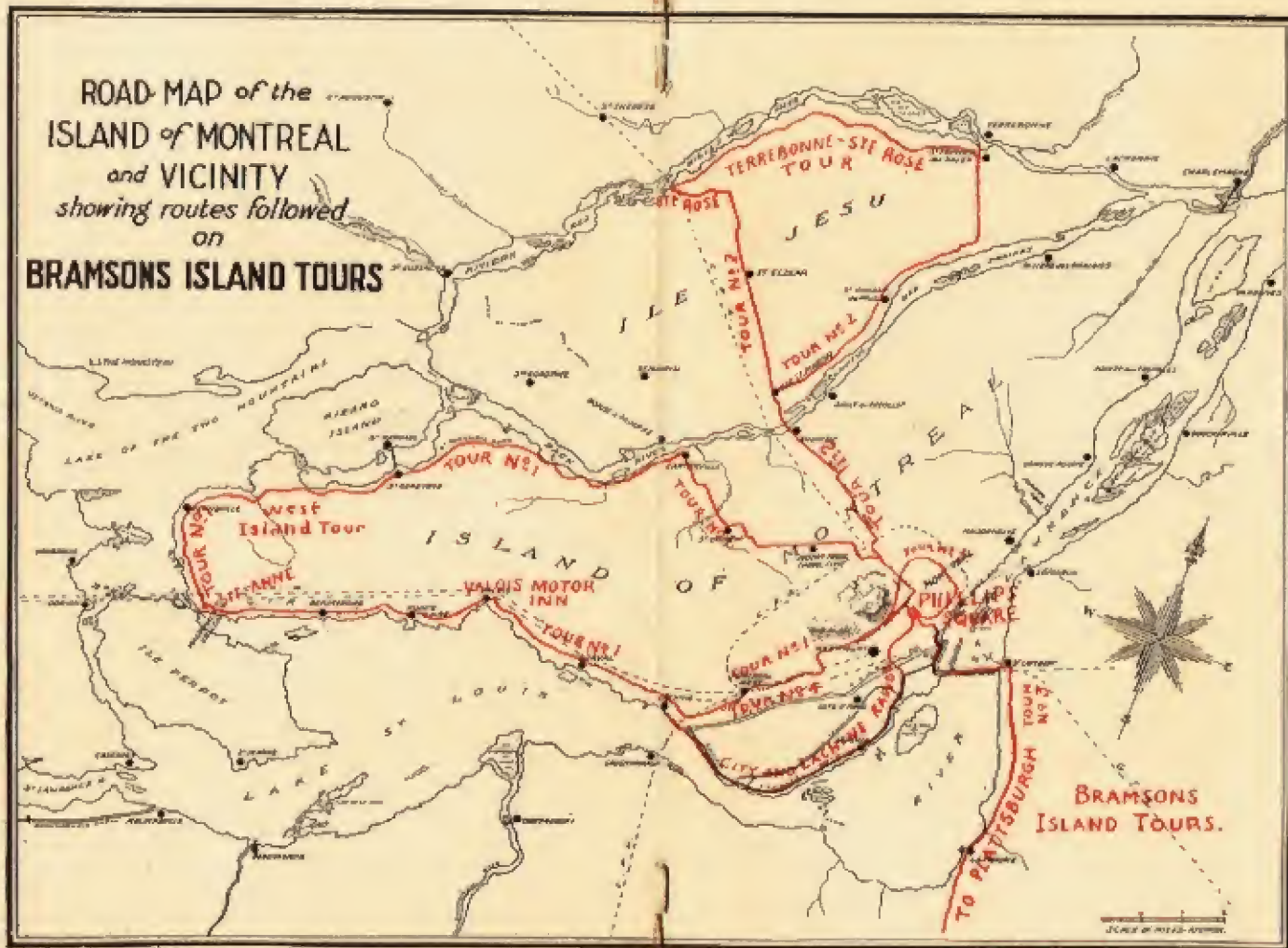
The Building was erected in 1908, an imposing structure built of pale yellow sand stone.



**S**T. 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.

ROAD MAP of the  
ISLAND of MONTREAL  
and VICINITY  
showing routes followed  
on  
**BRAMSON'S ISLAND TOURS**



**BRAMSON'S ISLAND TOURS.**





*Sherbrooke Street*

**S**HERBROOKE 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*

**S**EE 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.*

**S**T. 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*

**B**ONSECOURS 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 homemade rocking chairs, rosaries and cheap jewellery. At Easter-tide the display of enormous beehives, decorated with paper mazes 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.





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, 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 Crémazie, 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, Summerfest, Dorral, Dixie  
Royal Montreal Golf Club  
Forest & Stream Club  
Strathmore, Valois, Valois Motor Inn  
Point Claire, Beaconsfield Base D'Urfe  
Base D'Urfe Town Hall  
Ste. Anne de Bellevue  
Macdonald Agricultural College  
Macdonald School for Teachers  
Sennerville, St. Genevieve  
Ottawa River  
Sutcliffe, Rankine  
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  
Vieux Bridge  
Bark River  
De Jesus  
St. Vincent de Paul  
St. Vincent de Paul Penitentiary  
St. Francis de Sales  
Terrebonne

Ste. Rose  
Iste Jesus  
Point Viau  
Gouin Boulevard  
Alma 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, crossing*

Bridge St.  
Victoria Bridge  
St. Lambert  
La Prairie  
St. Philippe  
St. Jacques le Mineur  
Naperville  
Lacolle

Canadian Customs  
Rouses Point  
American Customs  
Comperville  
Chazy  
Plattsburgh  
Wetherhill 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 Rameray, 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  
Limoza Apartments  
Montreal College  
Ecole Normale

Mother House of the Congregation of  
Notre Dame  
At Alwater 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 Lusselle Road to Clutch Avenue,  
Verdun  
Up Church Avenue to Cote St. Paul,  
into Notre Dame St. to De Connelles  
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

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continent*

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EQUIPPED WITH AUTO-  
MATIC RECEIPT METERS

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NEAREST TELEPHONE

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