

# INTERNATIONAL TOURIST BUREAU

# GUIDE

# MONTREAL AND QUEBEC



— QUEBEC —



— HARBOUR FRONT - MONTREAL —



CHATEAU DE RAMEZAY MONTREAL



— FAMOUS CHURCH AND SHRINE OF ST. ANNE DE BEUPRE —

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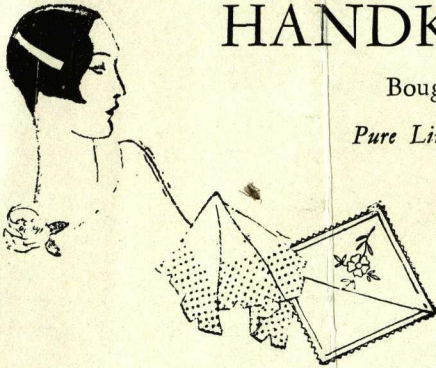
**INTERNATIONAL TOURIST BUREAU**

(Registered)

1103-1107 Cypress Street - - - Montreal, Canada  
(At Dominion Square, near Windsor Hotel)

Phone: **MArquette 7029**

# 30% *Saved* on IRISH LINEN HANDKERCHIEFS



Bought in Canada

*Pure Linen Handkerchiefs*

The largest assortment  
shown in Montreal



SEE US FIRST

## *Ladies' Novelty Handkerchiefs*

Colored handkerchiefs from Ireland, for the smart tailored frock. In blue, green, pink, helio or tan linen, with dainty embroidered design.

*Ladies' Pure Linen Handkerchiefs*

\$1.00 dozen up

*Men's Pure Linen Handkerchiefs*

\$1.55 dozen up

## *Men's Handkerchiefs*

Linen handkerchiefs for men with hemstitched and hand-rolled taped borders.



## SILBRO TEXTILE CO. LTD.

Three Stores in Montreal:

769 ST. CATHERINE STREET WEST (Near McGill College Avenue)

1395 ST. CATHERINE STREET WEST (Corner Bishop Street)

1006 ST. CATHERINE STREET WEST (Dominion Square Building)

Also at OTTAWA, ONT.

OPEN LATE FRIDAY AND SATURDAY NIGHTS

(Tourism) 25

1346

Buq  
me

*American Visitors!*

IRISH LINENS

ARE

30% LOWER IN PRICE

in Canada than in the U.S.  
because of our preferential duty!

Returning residents are allowed by the American  
Customs up to \$100.00 of worth 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 "LAVENDER"  
AND "IRELAND BROS." LINENS KNOWN THE  
:: :: WORLD OVER ARE STOCKED BY US :: ::

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*Only SILBRO shops show this slogan—*

"THE HOME OF IRISH LINENS"

REGISTERED

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**SILBRO TEXTILE CO. LTD.**

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769 ST. CATHERINE STREET WEST (Near McGill College Avenue)

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Also at OTTAWA, ONT.

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OPEN LATE FRIDAY AND SATURDAY NIGHTS

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*A little but good*

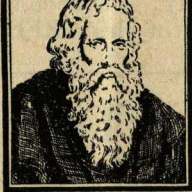
26½ oz.

**\$ 4 05**

40 oz.

**\$ 6 10**



Old  Parr  
is good Whisky

# A WORD OF ADVICE TO VISITORS

**T**HE INTERNATIONAL TOURIST BUREAU has been organized and is maintained to make known the manifold attractions and fascinations of the Province of Quebec, and to furnish to the visitor, "*The Guest Within Our Gates*," FREE OF CHARGE, Literature and General Information appertaining to Accommodation, Transportation, Recreation, Entertainment and Sight-Seeing.

The activities of the International Tourist Bureau are carried on in close co-operation with the Leading Manufacturers and Merchants, the Principal Hotels, the Railway, Steamship, Auto-Bus and Airway Services, giving it the facilities for obtaining the latest authoritative data in regard to tourist travel.

ALL THESE SERVICES ARE OFFERED  
WITHOUT CHARGE OR OBLIGATION  
OF ANY KIND

1. Location, Routes and Tariffs of Montreal and Quebec Province Hotels and Restaurants and Tourist Accommodations.
2. Automobile Routes, Motor Camps, Service Stations and Garages, to and between points of interest anywhere in Canada and United States.
3. Information and Reservations in regard to Transportation by Rail, Motor-Bus, Steamship and Aeroplane.
4. Full information in regard to Montreal's best Department and Retail Stores. Introductions to executives furnished.
5. Complete line of pictorial guides and illustrated post-cards featuring Montreal and Quebec Province.
6. Latest information in regard to current events and attractions.
7. Informative and educational literature of all kinds available free to visitors.
8. Sight-seeing tours arranged for individuals or parties.
9. Maps, Itineraries and the International Tourist Bureau Guide of Montreal and Quebec.
10. Booklets, Highway Maps, and reliable information sent free on request.

At the offices of the International Tourist Bureau a cordial welcome awaits the traveller. Here you will receive every personal attention. Avail yourself of this FREE INFORMATION AND SERVICE.

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## International Tourist Bureau

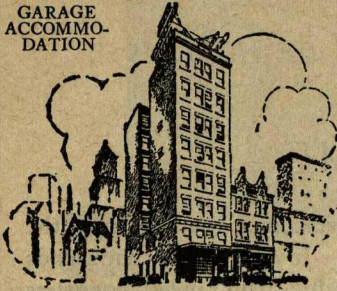
(Registered)

1103-1107 Cypress Street - Montreal, Canada

(At Dominion Square near Windsor Hotel)

Telephone: *MArquette* 7029

GARAGE  
ACCOMMO-  
DATION



## NEW CARLTON HOTEL

913-915 Windsor St., Montreal  
Facing Windsor C.P.R. Terminal

*In the Dominion Square District, Convenient to  
Railways, Hotels, Shops, Garages and Theatres*

### EUROPEAN PLAN

SINGLE \$1.50 to \$2.50      DOUBLE \$2.50 to \$5.00

NO HIGHER

MRS. A. R. MARTIN, *President*

### The larger Hotels in Montreal are listed here:

|                      |   |            |
|----------------------|---|------------|
| Mount Royal.....     | Peel Street.....                        | 1023 rooms |
| Windsor.....         | Windsor Street.....                     | 750 "      |
| Ford.....            | Dorchester at Bishop Street.....        | 750 "      |
| Queens.....          | Windsor Street.....                     | 500 "      |
| Ritz-Carlton.....    | Sherbrooke Street West.....             | 260 "      |
| Lasalle.....         | 1240 Drummond Street.....               | 150 "      |
| Place Viger.....     | Craig Street East.....                  | 117 "      |
| Pennsylvania.....    | 1254 St. Denis Street.....              | 115 "      |
| BERKELEY.....        | 1188 Sherbrooke Street, at Stanley..... | 100 "      |
| NEW CARLTON.....     | 915 Windsor Street.....                 | 100 "      |
| Grand Union.....     | 748 Notre Dame Street West.....         | 85 "       |
| La Corona.....       | 1439 Guy Street.....                    | 85 "       |
| Prince of Wales..... | 1421 McGill College Avenue.....         | 50 "       |
| Ryan's.....          | 1051 Windsor Street.....                | 50 "       |
| Wilhelmina.....      | 1170 Mountain Street.....               | 35 "       |

*... and now*

A REAL CHOP HOUSE FOR MONTREAL

# THE ENGLISH GRILL

MONTREAL'S FINEST OPEN GRILL

*is ready to serve you*

**BEER** STEAKS, CHOPS, SEA FOOD, ETC. **WINE**  
WITH ALL THE TRIMMINGS

in delightful surroundings in their new salon

BUSINESS  
MEN'S LUNCH 50<sup>c.</sup>



We Serve a Special  
Full-Course DINNER 75<sup>c.</sup>

1474 MANSFIELD STREET  
(Near Mount Royal Hotel)

Phone PLateau 0072

WE CATER TO PRIVATE PARTIES

## QUEBEC IN THE ROLE OF HOSTESS

\*\*\*

# WELCOME

The Province of Quebec cordially welcomes tourists from the Sister Provinces and the United States. It offers them thousands of miles of splendid roads, incomparable panoramas, countless historic spots. Quebec is the only place in America where French civilization, planted over 300 years ago, has remained intact to the present day. All along the roads the tourist will find interest, instruction and comfort.

To the tourist seeking instruction as well as pleasure, these pages will give a general idea of the Province of Quebec. The various tables and the extensive particulars regarding the highways will no doubt prove useful for planning trips and doing away with the uncertainty incidental to travel.

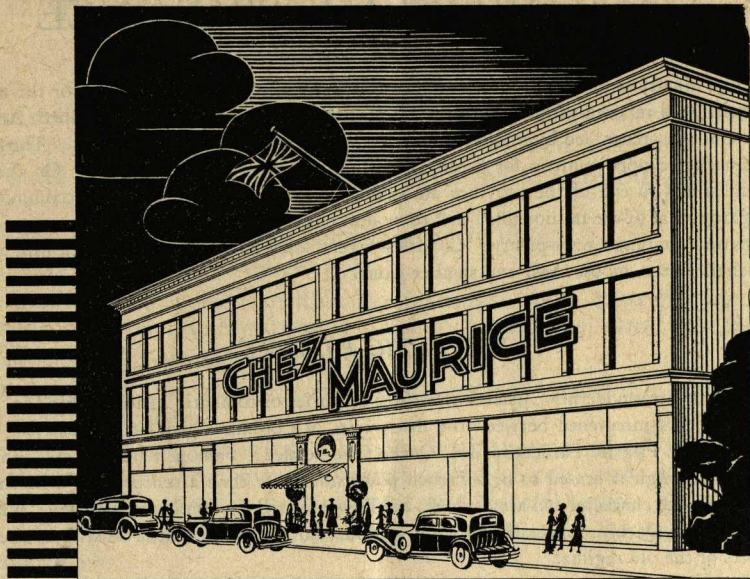
This booklet is also a suggestion to prospective visitors.

Quebec, the oldest Province in Canada, has retained its French character. It has a charm of its own, and a lure found nowhere else in North America. It has beautiful panoramas, countless historic spots, and splendid opportunities for sportsmen. Furthermore, its economic progress has made it a thoroughly up-to-date Province; and good roads have brought it within easy reach.

The Government and the people of Quebec extend the most cordial welcome to their guests. They hope the latter will enjoy French-Canadian hospitality and feel at home in Old Quebec.

### FOR YOUR INFORMATION

This interesting and useful souvenir Guide Book has been made possible through the generous co-operation of our advertisers. In looking for the many services and products that Montreal and the Province of Quebec have to offer, you can do no better than to consult the index and to patronize these establishments.



*Chez Maurice*

ST. CATHERINE STREET WEST

MONTREAL'S SMARTEST CABARET-RESTAURANT

*You are invited to visit*

“CHEZ MAURICE”

*Positively the last word in*

HOSPITALITY, REFINEMENT *and* ATMOSPHERE

POPULAR DOLLAR DINNER

*Complete Show*

✓

*No Couvert Charge*

THREE GORGEOUS FLOOR PRODUCTIONS NIGHTLY

CHOICE SELECTION OF

**BEERS *and* WINES**

RESERVATIONS : TWO LINES MARQUETTE 4114-4115

# A MAGNIFICENT PROVINCE

As large almost as half of Europe, the beautiful Province of Quebec has alike for the tourist, the traveller and its own people a wealth of attraction. The grandest river of North America, the noble St. Lawrence, fed by mighty tributaries, threads it for a thousand miles. Thus it has most remarkable opportunities for fishing, hunting, and all outdoor activities. On the lake-shores from end to end of the province are summer resorts innumerable, with accommodation ranging from that of the fashionable hotel to modest but comfortable farm house—to say nothing of camps and camping sites a-plenty. Countless rivers, lakes and streams teem with fish, and the forests shelter deer, moose, bear and smaller game.

## ROMANTIC HISTORY

For all its ultra-modernity, Quebec has three centuries of romantic history behind it. Only forty-three years intervened between the discoveries of Columbus and Jacques Cartier; twelve years before the Pilgrim Fathers landed, Quebec was settled. Famous names cluster in its traditions. Although it ceased to be a French possession more than a century and a half ago, it retains its French character and atmosphere, and French is still its dominant language. When the visitor explores Quebec, especially its rural sections, not the least charm consists of the many reminders of the old regime.

## THE GOOD ROADS PROVINCE

Quebec has a very extensive system of good roads connecting the Province with neighboring States and Provinces, connecting every city, town and village, and giving access to all districts.

\$140,510,000.00 have been spent by the Province since the year 1911 for building, maintaining and resurfacing highways. The total length of paved and gravelled roads is 15,940 miles. These improved roads are maintained directly by the Roads Department at the Government's expense. It is acknowledged that the condition of the roads in Quebec is second to none in America.

The official Highway and Tourist Map for the Province of Quebec, published by the Department of Highways, Quebec, and which may be had FREE from the INTERNATIONAL TOURIST BUREAU, Montreal, will give complete information about the roads.

1 1

The INTERNATIONAL TOURIST BUREAU (REG'D) is maintained primarily to serve visiting and prospective tourists. All its facilities are at the disposal of the touring public for answering of queries, supplying of information and extension of courtesies to visitors—FREE OF CHARGE.

1 1

# QUEBEC

*The Good Roads Province*

# FOR YOUR INFORMATION

## MONTREAL

The tram fare is seven cents cash, or four tickets for twenty-five cents.

After midnight, the fare is ten cents cash; no tickets accepted.

A book of tickets can be purchased from the Montreal Tramways Co. for three dollars.

Transfers can be had to any point in the city limits.

All cars are pay-as-you-enter type.

In mailing letters use Canadian stamps only—three cents per ounce to U.S. and points outside Montreal in Canada. Postcards, two cents each.

Motor cars are not allowed on Mount Royal.

On Sundays, drug stores, tobacconists' shops, vaudeville and motion picture shows are open.

Chief uptown post offices located at 676 St. Catherine Street West and 1420 St. Catherine Street West, five blocks east and five blocks west of Peel Street. General Post Office is on St. James Street, near Place d'Armes.

The Customs House is located at 105 McGill Street. Collector's Office, MARquette 5965.

Visitors are requested to observe the stop-light traffic control system operating on the main city thoroughfares.

Daylight saving effective in Montreal from April 30 to October 1, 1932.

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## AUTOMOBILE DEALERS AND SERVICE STATIONS

For the convenience of the motorist who is in need of service on his car we publish the following list of automobile dealers and maintenance stations.

|                   |                           |                    |                           |
|-------------------|---------------------------|--------------------|---------------------------|
| Auburn.....       | 4100 St. Catherine St. W. | Hupmobile.....     | 3035 St. Antoine St.      |
| Austin.....       | 1414 Drummond St.         | Lasalle.....       | 1955 St. Catherine St. W. |
| Buick.....        | 1430 Overdale Ave.        | Lincoln.....       | 1634 St. Catherine St. W. |
| Cadillac.....     | 1955 St. Catherine St. W. | Nash.....          | 535 Ontario St. East      |
| Chevrolet.....    | 1380 St. Catherine St. W. | Oakland.....       | 1380 St. Catherine St. W. |
| Chrysler.....     | 1448 Dorchester St. W.    | Oldsmobile.....    | 1380 St. Catherine St. W. |
| De Soto.....      | 745 Guy Street            | Packard.....       | 4026 St. Catherine St. W. |
| Dodge.....        | 1400 Dorchester St. W.    | Peerless.....      | 1400 Dorchester St. W.    |
| Essex.....        | 535 Ontario St. East      | Pierce-Arrow.....  | 3485 Park Avenue          |
| Ford.....         | 1628 St. Catherine St. W. | Pontiac.....       | 4269 St. Catherine St. W. |
| Franklin.....     | 4014 St. Catherine St. W. | Reo.....           | 2077 St. Catherine St. W. |
| Graham-Paige..... | 4014 St. Catherine St. W. | Studebaker.....    | 4026 St. Catherine St. W. |
| Hudson.....       | 535 Ontario St. East      | Willys-Knight..... | 3401 Park Ave.            |

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## SERVICE STATION—GARAGE

Dominion Square Garage.....1200 Stanley Street  
(Located near Windsor, LaSalle, Mount Royal and Ritz Carlton Hotels)

# A SUGGESTED TOUR AROUND MONTREAL FOR THE MOTORIST

*“The Guest Within Our Gates”*

- 0.0 Start at the INTERNATIONAL TOURIST BUREAU, Cypress Street at Dominion Square. Turn left on Peel Street. Proceed north on Peel Street, crossing St. Catherine Street. On the left opposite the Mount Royal Hotel, is the office building—unique in its Norman French architecture—of the distillers and bottlers of “Golden Wedding” Pure American Rye Whisky—“Old Log Cabin” 100 Proof Bourbon Whisky and other internationally famous brands of gins and whiskies. Of world renown — THE DISTILLERS CORPORATION LIMITED.
- 0.4 Turn left on Sherbrooke Street, passing the BERKELEY HOTEL, the Chateau Apartments, Montreal Art Gallery and fashionable churches.
- 0.8 Past Guy Street on the right are The Montreal College, two ancient Martello Towers (erected for defence against the Indians) and the Grand Seminary of Montreal.
- 1.3 Cross Atwater Avenue, on left the Mother House of the Congregation of Notre Dame. Entering the residential city of Westmount—a city within a city.
- 1.7 Westmount War Memorial, Westmount City Hall, Shaar Hashomayim Synagogue, on right.
- 2.0 Westmount Park and Victoria Hall on left.
- 2.4 Turn right, leaving tram line, and ascend hill of Victoria Avenue.
- 2.8 Turn right at Westmount Avenue (at Stanley Presbyterian Church), meeting tram line and following tracks left turn at 2.9 up Lansdowne Avenue.
- 3.2 Turn right on Westmount Boulevard with tram tracks. Views of lower city, St. Lawrence river and South Shore on right. Residences picturesquely poised on mountain side to left.
- 3.5 Turn left up Edgehill Road, leaving tram line
- 3.7 Turn right on Lexington Avenue.
- 3.8 Turn right on Sunnyside Road.
- 4.1 Take left fork and ascend Upper Bellevue Road.
- 4.2 Turn left and sharp right to Summit Circle.
- 4.4 Sharp right down Summit Road.
- 4.6 Curve right.
- 4.7 Sharp left down Belvedere Road to Westmount Boulevard.
- 4.9 Along Westmount Boulevard to Cote des Neiges Road, turn left, on down Cote des Neiges Road, passing Catholic Cemetery on right and St. Joseph's Oratory — Brother Andre's Shrine on left.
- 5.3 Visit Brother Andre's Shrine. Turn on to Cote des Neiges Road, repassing cemetery. Along past Westmount Boulevard to Guy Street.
- 6.9 Turn left on to Sherbrooke Street, re-entering City of Montreal, retrace former route, pass Peel Street, continue on Sherbrooke Street.
- 8.3 Turn left through Roddick Memorial Gate into McGill University Grounds. Campus, McCord Museum, Redpath Library and Presbyterian College on left; Physics, Chemistry and Engineering Buildings on right; Arts Building at head of drive, where curve right and left, and turn right, leaving grounds via Milton Street.
- 8.6 Turn left up University Street, passing McGill Medical Building on left at 8.8.
- 8.9 Turn right on to Pine Avenue, leaving Royal Victoria Hospital on left and passing McGill Stadium on left at 9.0.
- 9.2 Turn left up Park Avenue, Mount Royal on left; Hotel Dieu Hospital and Fletcher's Field on right.
- 9.5 Sir George Etienne Cartier monument on left.
- 9.7 Turn left on Mount Royal Avenue and at 9.8 turn right on Cote St. Catherine Road, entering City of Outremont.
- 10.3 Meet and follow car tracks. St. Viateur Church (R.C.) one block to right on Laurier Avenue.
- 10.6 Outremont City Hall. Turn right on to Rockland Avenue.
- 11.1 Turn right on to Bernard Avenue.
- 11.4 Turn right on to Outremont Avenue.
- 11.6 Turn left on to St. Viateur Street. Re-enter City of Montreal. Byzantine tower and dome in middle distance ahead is St. Michael's (R.C.).
- 12.0 Turn right down Park Avenue (tram tracks)
- 12.4 Turn left on to St. Joseph Boulevard, leaving tram line.
- 12.7 Cross St. Lawrence Boulevard (tram line), dividing French-speaking east end and English west end of city. Church of Infant Jesus (R.C.) to left.
- 13.0 Cross St. Denis Boulevard (tram line).
- 13.8 Turn right on to Papineau Avenue (tram line).
- 14.4 Lafontaine Park on right; Church of the Immaculate Conception (R.C.) on left.
- 14.7 Turn right on to Sherbrooke Street. Lafontaine Park on right; Notre Dame Hospital on left at 14.8 and Civic Library on left at 15.1.
- 15.3 Turn left down St. Hubert Street.
- 15.9 Turn right on to St. Catherine Street.
- 16.2 Turn left on to St. Denis Street. This street and the adjoining area form the French retail shopping district which proves of great interest to the visitor. Continue to the foot of St. Denis Street.

*(Continued on page 11)*

## A Suggested Tour Around Montreal for the Motorist

(Concluded from page 10)

- 16.5 At Viger Square, facing Canadian Pacific Railway Place Viger Hotel and Station.
- 16.8 Turn right on to Craig Street (tram line).
- 16.9 Turn left up Gosford Street (tram line); City Hall Annex and Police Headquarters on left; Champs de Mars, a military parade ground for nearly three centuries, on right.
- 17.0 Turn right on to Notre Dame Street (tram line); City Hall, then Court House on right; Chateau de Ramezay (built 1708, residence of French and English governors and American officers of occupation), Bonsecours Market, Nelson's Column and Court House Annex on left.
- 17.1 Fork right on to St. James Street, Montreal's "Wall Street" (single track and one-way street).
- 17.3 Place d'Armes. Maisonneuve statue in centre; Notre Dame Church, built 1806, and Seminary of St. Sulpice, built 1685, across square on left; Bank of Montreal and Post Office on right.
- 17.5 Turn right at farther side of Victoria Square (statue of Queen Victoria in centre). (Canada Steamship Lines offices at right on east side of square), and ascend Beaver Hall Hill with car tracks.
- 17.7 Pass site of Beaver Club, famous rendezvous of fur traders in late eighteenth century.
- 17.8 Straight on across Dorchester Street, leaving car tracks, passing through Phillips Place to Phillips Square. Turn left for short block along south side of square, then right for short block on Union Avenue. King Edward VII monument in centre. New Birks Building diagonally opposite monument (offices of Montreal Tourist and Convention Bureau and Royal Automobile Club of Canada). The building ahead, of Henry Birks & Sons Limited, houses the world's largest ground floor jewellery establishment.
- 18.0 Turn left on St. Catherine Street (tram line). Christ Church Cathedral, of impressive Gothic architecture, on right. Proceeding along St. Catherine Street, you are in the centre of Montreal's theatre and retail shopping district.
- 18.5 At the corner of Stanley Street, cross tram line and proceed south turning left at the KIT KAT CABARET onto Cypress Street arriving in front of the INTERNATIONAL TOURIST BUREAU where information and literature will be cheerfully furnished FREE OF CHARGE.

*The Excellent Reputation Enjoyed By*

# The Berkeley Hotel

*is your guarantee that you will be accorded*

MODERATE RATES

HOMELIKE ATMOSPHERE

FREE PARKING

PERFECTED SERVICE

CENTRAL LOCATION

11

In the heart of everything worth while  
THEATRES — SHOPPING DISTRICT  
POINTS OF INTEREST

1188 SHERBROOKE STREET WEST  
MONTREAL, CANADA  
Telephone: MArquette 7351

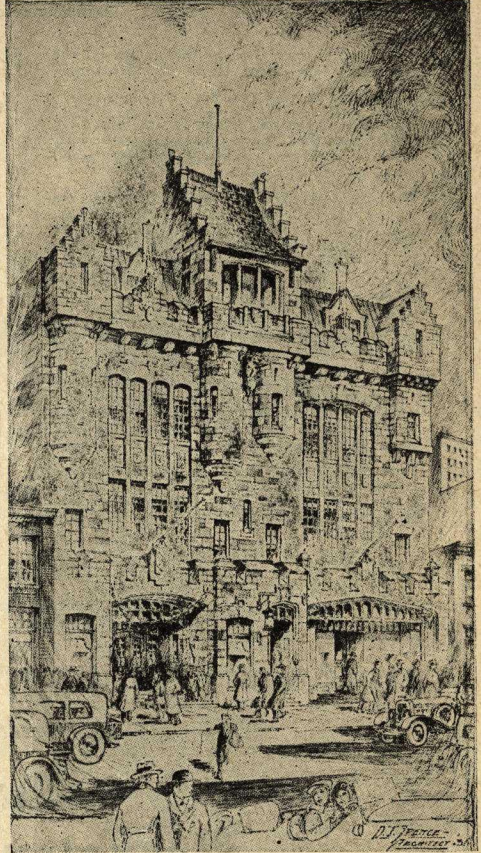
# LIQUOR LAWS

*of the*

## PROVINCE OF QUEBEC

FOR some years past, the Province of Quebec has had laws vesting the sale of "hard liquor" and wines in the Government. Sales are made under a Commission, and in all parts of this province there are Liquor Commission stores where hard liquor and wines are sold at reasonable prices and with guarantee as to quality. The liquor is sold in sealed packages and in limited quantities, only one bottle at a time being sold to the purchaser at any individual store. He may, however, buy as many as he needs by applying at different stores, of which there are many in the uptown and downtown districts. These stores are open between the hours of 9.00 a.m. and 6.00 p.m. On Saturdays they close at 5.00 p.m. On holidays and election days the stores are closed. The sale is made openly, freely and without stealth. The liquor is pure. Before being placed on sale, it is submitted to analysts in the service of the Commission. Wines and beer are sold in licensed hotels, restaurants, cabarets, steamboats, dining cars and clubs, at meals (only between the hours of 9.00 a.m. and 11.00 p.m. daily, except on legal holidays), by holders of a permit, which the Commission grants to the best of its judgment, and without influence from anyone whomsoever.

No store for the sale of alcohol or wine or beer may be opened in a municipality which is opposed to it. Municipal autonomy and the desire of citizens is thus respected.



*Montreal Offices of*  
**DISTILLERS CORPORATION — SEAGRAMS LIMITED**  
 Peel Street (opp. Mouni Royal Hotel)  
 MONTREAL

### LOCATION OF PRINCIPAL QUEBEC GOVERNMENT LIQUOR STORES

#### AT MONTREAL

|                         |                                |                             |
|-------------------------|--------------------------------|-----------------------------|
| 1446 Peel Street        | 808 Atwater Avenue             | 1281 Amherst Street         |
| 1110 St. Antoine Street | 1959 Notre Dame Street West    | 296 Craig Street West       |
| 770 Windsor Street      | 1618 St. Catherine Street West | 1240 Stanley Street         |
| 2035 Bleury Street      | 383 Notre Dame Street West     | 1219 Phillips Square        |
| 5780 St. Lawrence Blvd. | 1150 St. Denis Street          | 5422 Sherbrooke Street West |

#### AND AT OTHER POINTS IN THE PROVINCE

|                  |                          |                          |
|------------------|--------------------------|--------------------------|
| Berthierville, 1 | Lachine, 1               | Ste. Anne de Bellevue, 1 |
| Cartierville, 1  | Lachute, 1               | St. Hyacinthe, 1         |
| Coaticook, 1     | Laprairie, 1             | St. Johns, 1             |
| Drummondville, 1 | Levis, 1                 | St. Jerome, 1            |
| Farnham, 1       | Longueuil, 1             | Shawinigan Falls, 1      |
| Granby, 1        | Louiseville, 1           | Sherbrooke, 2            |
| Grand'Mere, 1    | Magog, 1                 | Sorel, 1                 |
| Hull, 2          | Quebec City, 10          | Three Rivers, 3          |
| Iberville, 1     | Riviere du Loup, 1       | Valleyfield, 2           |
| Joliette, 1      | Ste. Agathe des Monts, 1 | Waterloo, 1              |

Figures after each place indicate the number of government stores located at that point.

FOR EVERY OCCASION — FOR EVERY TASTE

These Brands are available at all Government Liquor Stores

Quebec Liquor Commission Prices are:

| Brand No.                             | AMERICAN RYE                           |          |        |
|---------------------------------------|--|----------|--------|
| 43.C                                  | Golden Wedding.....                    | 16 oz.   | \$2.50 |
| 42.I                                  | “ “ .....                              | 26 oz.   | 3.90   |
| 42.H                                  | “ “ .....                              | 32 oz.   | 4.90   |
| <b>BOURBON</b>                        |  |          |        |
| 39.C                                  | Pedigree De Luxe (In Sealed Tins)..... | 16 oz.   | \$3.60 |
| 38.I                                  | “ “ “ “ “ .....                        | 32 oz.   | 7.00   |
| 41.I                                  | Old Log Cabin.....                     | 16 oz.   | 2.50   |
| 40.I                                  | “ “ “ .....                            | 26 oz.   | 3.90   |
| 40.D                                  | “ “ “ .....                            | 32 oz.   | 4.90   |
| <b>CANADIAN RYE</b>                   |  |          |        |
| 38.F                                  | Seagram's "V.O.".....                  | 13 oz.   | \$1.75 |
| 38.G                                  | “ “ .....                              | 25 oz.   | 3.40   |
| 38.H                                  | “ “ .....                              | 40 oz.   | 5.15   |
| 38.D                                  | Seagram's "83".....                    | 13 oz.   | 1.60   |
| 42.A                                  | “ “ .....                              | 25 oz.   | 3.10   |
| 38.E                                  | “ “ .....                              | 40 oz.   | 4.60   |
| 38.A                                  | Seagram's "Fine Old Rye".....          | 13 oz.   | 1.40   |
| 38.B                                  | “ “ “ “ .....                          | 25 oz.   | 2.65   |
| 38.C                                  | “ “ “ “ .....                          | 40 oz.   | 4.00   |
| 37.A                                  | Seagram's "White Wheat".....           | 13 oz.   | 1.40   |
| 37.B                                  | “ “ “ .....                            | 25 oz.   | 2.65   |
| 37.C                                  | “ “ “ .....                            | 40 oz.   | 4.00   |
| <b>RARE BLENDS OF SCOTCH WHISKIES</b> |  |          |        |
| 48.F                                  | Grand Old Parr.....                    | 26½ oz.  | \$4.05 |
| 48.H                                  | “ “ .....                              | 40 oz.   | 6.10   |
| 49.C                                  | Usher's Green Stripe.....              | 26½ oz.  | 4.05   |
| 49.F                                  | “ “ .....                              | 40 oz.   | 6.10   |
| 47                                    | Huutly Blend.....                      | 13 oz.   | 1.85   |
| 49                                    | “ “ .....                              | 26 oz.   | 3.55   |
| 45                                    | Peter Dawson "Special".....            | 13 oz.   | 1.75   |
| 45.A                                  | “ “ .....                              | 26 oz.   | 3.40   |
| 48.E                                  | Sandy MacDonald.....                   | 26 oz.   | 3.40   |
| 47.G                                  | “ “ .....                              | 40 oz.   | 5.10   |
| 48.C                                  | Old Mull.....                          | 26 oz.   | 3.05   |
| 47.H                                  | “ “ .....                              | 40 oz.   | 4.60   |
| 44.D                                  | Robbie Burns.....                      | 13 oz.   | 1.60   |
| 45.I                                  | “ “ .....                              | 26 oz.   | 3.05   |
| <b>IRISH WHISKY</b>                   |  |          |        |
| 29.C                                  | Mitchell's Shamrock.....               | 26 oz.   | \$3.30 |
| 29.D                                  | “ “ .....                              | 40 oz.   | 5.10   |
| <b>GIN</b>                            |  |          |        |
| 27.B                                  | Burnett's "White Satin".....           | 26.6 oz. | \$3.40 |
| 23.E                                  | “ “ “ .....                            | 40 oz.   | 5.10   |
| 28.A                                  | Burnett's London Dry.....              | 26.6 oz. | 3.00   |
| 25.F                                  | “ “ “ .....                            | 40 oz.   | 4.45   |
| 23.F                                  | Vickers' "London Dry".....             | 25 oz.   | 2.55   |
| 23.G                                  | “ “ “ .....                            | 40 oz.   | 3.85   |

Note: When purchasing above brands please ask for by name or number.

# COSMOPOLITAN MONTREAL

The metropolis of Canada—its population of one and one quarter million making it the largest city in Canada and the fifth largest in North America; the chief financial, commercial, industrial and transportation centre of the Dominion; summer terminus of trans-Atlantic passenger and freight traffic, and headquarters of the world's two largest transportation systems, the Canadian Pacific and the Canadian National Railways—Montreal occupies a unique place among the great cities of the globe, and has become a Mecca for tourists and convention gatherings.

## *LIKE AN OLD-WORLD CITY*

Montreal's combination of English-speaking and French-speaking citizens, with an alloy of other races, gives it the duality of population and the spirit of cosmopolitanism, that makes it distinctive among world cities. It is differentiated from other Canadian, British, American or Continental centres, being a blend of the attributes of all four. The older portions of the city preserve many architectural and civic characteristics of its earlier years, while in the surrounding countryside are found a simplicity of life and a survival of quaint institutions and customs recalling the seventeenth century Brittany and Normandy whence came the ancestors of the French-Canadian habitants of to-day.

## *HISTORY AND TRADITION*

Founded in 1642 near the site of a large Indian village visited by Jacques Cartier in 1534, Montreal proudly cherishes historical associations and traditions which are knit into the very beginnings of civilization in the New World. From Montreal went forth intrepid explorers and missionaries who were first to carry the white man's religion and enlightenment to the dusky races, and pioneers who blazed trails through pathless forests, sailed the uncharted waters of the Great Lakes, and discovered and descended the mighty Mississippi.

## *SCENIC BEAUTIES*

Scenically, Montreal has advantages which are indeed enviable. The island of the same name upon which the city is situated, and whose whole area it is rapidly overspreading, is formed by the confluence of the St. Lawrence and the Ottawa, and is washed by the waters of these two majestic rivers and of two lakes into which they expand. Midway of the island, Mount Royal rears its impressive bulk to a height of more than seven hundred feet, and the city in its growth has completely encircled the eminence and extends up its picturesque sides until checked by the boundaries of Mount Royal Park, which preserves the summit and an area of 475 acres as a people's playground in perpetuity. This combination of waterscape and mountain not only lends itself to civic beautification but also provides the fortunate citizens and their guests with unusual facilities for healthful recreation, enjoyable outings and a wide variety of summer and winter sports.

## *AN ALL-YEAR RESORT*

With the growing recognition that Canada's climate, whether in spring, summer, autumn or winter, is health-giving, bracing and equable, has come a distribution over the entire year of the tourist traffic that was formerly concentrated in the midsummer months. Visitors can witness or join in the winter sports for which the city is famous without hardship or discomfort, for all sorts of recreations are open to them almost at the doors of the most luxurious hotels. The slogan "Abroad without crossing the seas" has had a potent appeal to thousands of Americans who desire to see another country at moderate expense, without any of the vexatious formalities and uncertainties of trans-Atlantic travel.

# THE PEEL TAVERN

1452 PEEL STREET - - (Opposite Main Entrance Mount Royal Hotel)

WILLIAM ALLEN *and* CHESTER PAYNE  
*Proprietors*



MONTREAL'S FINEST *and*  
MOST MODERN TAVERN

\*\*\*

SPECIALLY BREWED ALE  
*and* LAGER ON TAP

\*\*\*

SANDWICHES, LIGHT LUNCHEES  
*and* OYSTERS IN SEASON

\*\*\*

DELIGHTFUL  
SURROUNDINGS

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SERVICE COURTESY CLEANLINESS

READY FOR  
SERVICE

*Wm. Laughlin*  
REGISTERED



CLOTHING  
FOR MEN

MADE TO  
MEASURE

## SCOTCH TWEEDS

SMART EFFECTS

KEEN VALUES

\*\*\*

Here you will find a collection of Genuine Scotch Tweeds from the Heather Mills, Selkirk, Blenkhorn Richardson's and Kynochs — Quality and Price Comparisons Establish them as Extreme Values.

\*\*\*

1447 MCGILL COLLEGE AVENUE, MONTREAL  
LANCASTER 3544

# PROVINCE OF QUEBEC

1 1 1

## TRANSPORTATION

Water transportation, railways and fine roads give facilities which are unsurpassed in any country for the promotion of new industries.

## POPULATION

The population amounting to 2,500,000 consists of 80% French-Canadian and 20% English. Local troubles do not practically exist in the Province of Quebec, due to the people of this Province being religious, contented and home-loving.

## MANUFACTURING

There are 13,000 manufacturing plants established in the Province which represent the investment of \$1,000,000 and practically every type of manufacturing industry.

## WATER POWER

The water powers represent one of the largest future assets and prophesy a tremendous future industrial development. It is estimated that the total power which can be produced in this Province is approximately 3,500,000 h.p.

## FORESTS

The forests of Quebec cover a tremendous territory and represent another magnificent asset. They are estimated as being worth approximately \$600,000,000 and constitute the largest industry in the Province with its pulp, paper and timber mills.

## MINERALS

Vast mineral deposits exist throughout the whole area and there is no reason to doubt that enormous treasures await discovery in this great Northland.

The Asbestos deposits hold the premier position in point of value, while the total mineral production in the year 1931 amounted to around \$45,000,000.

## FISHERIES

More than four centuries ago, Breton fishermen visited the Gulf of St. Lawrence and were astonished at the variety and magnitude of their catch.

In 1764 the Jersey firms from the Channel Islands succeeded in controlling the fishing industry, but the fishermen of to-day are becoming more and more independent.

In 1931 the commercial returns from the fishing industry amounted approximately to \$7,500,000.

## GAME

The Province of Quebec is one of the best game territories in the North American Continent. There are thousands of square miles of forest land where moose, deer and bear roam as did their ancestors one hundred years ago.

## FUR INDUSTRIES

The fur industry contributes in no insignificant manner to the prosperity of the country and skins of different sorts were produced during 1930-1931, representing a value of approximately \$5,500,000. Fur farming is rapidly becoming an industry and good fur-bearing animals such as the fox, beaver, mink, lynx and muskrat are being developed scientifically and along sound lines.

## AGRICULTURE

The chief industry of the Province of Quebec is agriculture and amongst the field crops which surpass all other branches, hay and clover predominate; of the crops produced in 1931, valued at \$205,000,000, hay and clover alone were valued at \$93,000,000.

## DAIRY FARMING

The dairy industry follows and the 2000 cheese and butter factories in the Province realized from the products approximately \$30,000,000, while milk and cream sent to the cities of Quebec and Montreal alone amounted to over \$17,000,000.

*"We, of this generation who travel the length and breadth of North America on fine roads with plenty of comfort ready at hand, miss a considerable amount of pleasure if we are not in the position to turn back the pages of history and see through the mind's eye, the romance and hardship which resulted in our present magnificent development. This loss is even more accentuated while travelling through the Province of Quebec, the cradle of those pioneers who first realized the value of this vast area with the idea of Empire."*

# HAPPY DAYS!



## *"Bon Voyage"*

There's nothing quite as pleasurable as the anticipation of your first sea voyage—the excitement—the thrill of adventure and the goodbyes and good wishes expressed with White Satin Gin.

It is at such times that one appreciates the really superior excellence of Sir Robert Burnett's White Satin Gin. It adds to cocktails a bouquet and flavor that cannot be duplicated.

\* \* \*

Sir Robert Burnett's White Satin Gin is easily identified by its crystal clear ribbed bottle with real woven white satin label. Ask for it.

# Burnett's WHITE SATIN Gin

THE ARISTOCRAT OF ALL GINS

# MONTREAL, LOUISEVILLE, QUEBEC

## ROUTE No. 2

- 0.00 Montreal—Leave INTERNATIONAL TOURIST BUREAU at Dominion Square, on right.  
 8.44 Montreal East  
 9.77 Pointe-aux-Trembles  
 16.20 Charlemagne  
 24.60 L'Assomption  
 50.22 Berthier  
 72.12 Louiseville  
 78.83 Yamachiche  
 96.00 Three Rivers  
 99.34 Cap-de-la-Madeleine  
 108.60 Champlain  
 115.09 Batiscan  
 121.49 Sainte-Anne-de-la-Perade  
 141.29 Portneuf  
 149.19 Donnacona  
 157.49 Neuville  
 170.69 L'Ancienne-Lorette  
 173.49 Sainte-Foye  
 178.89 Quebec—Chateau Champlain

## HOTELS IN QUEBEC CITY

The following are the best known of the hotels in Quebec:

- CHATEAU FRONTENAC  
 CHATEAU CHAMPLAIN  
 CLARENDON  
 MANOIR MONTMORENCY  
 NEPTUNE  
 ST. ROCH  
 STE. URSULE  
 VICTORIA

### KENT HOUSE

Eight miles outside of Quebec City, on the Quebec-Ste. Anne de Beaupre Highway.

## QUEBEC CITY

1 1 1

### Points of Interest

- |                        |                                  |  |
|------------------------|----------------------------------|--|
| Chateau Frontenac      | Cardinal Taschereau Monument     | Sacred Heart of Mary Church            |
| Champlain Monument     | Laval Monument                   | Franciscan Church                      |
| Dufferin Terrace       | Cartier Monument                 | Martello Towers                        |
| Place d'Armes          | St. Vincent de Paul Church       | Dominican Fathers Church               |
| English Cathedral      | Grey Nunnery                     | Quebec Jail                            |
| City Hall              | Church of the Sisters of Charity | Wolfe Monument                         |
| Site French Basilica   | Kent Gate                        | Battlefields Park                      |
| Taschereau Monument    | Old Jesuits' Church              | Plains of Abraham                      |
| Quebec Seminary        | South African Monument           | Ste. Foye Monument and Ave. des Braves |
| Hotel-Dieu (Hospital)  | Garrison Club                    | Spencerwood                            |
| Dominion Arsenal       | St. Louis Gate, Grande Allée     | Cardinal's Palace                      |
| Champlain Market       | Mercier Monument                 | Methodist Church                       |
| Harbour                | World War 1914-18 Monument       | Ursuline Convent                       |
| Sacred Heart Monument  | Parliament Buildings             | Montcalm's Headquarters                |
| Jacques Cartier Square | Quebec Armory                    | Masonic Hall                           |
| Jacques Cartier Church | Montcalm Monument                | Military Offices, 5th Division         |
| St. Sauveur Church     |                                  | Court House                            |
| St. Peter's Market     |                                  |  |
| N.D. de Lourdes Church |                                  |  |
| Montcalm Market        |                                  |  |
| St. John's Gate        |                                  |  |

WHILE YOU VISIT  
QUEBEC

Stop at the  
*Chateau Champlain*



BEER ————— WINE

Grill Open All Day  
200 ROOMS

*Bath, Shower, Running Water, Most  
Modern, Entirely Fireproof.*

401 ST. PAUL STREET  
(Opposite Union Station)

Phone 2-2065

## Visitors to Quebec

Do not fail to visit Ste. Anne de Beauré and Montmorency Falls by Special Electric Tourist Train, or by Sight-Seeing Autobus marked "Q.R.L. & P. Co." affiliated with "The Gray Line."

Arrange your itinerary so as to spend a few pleasant days at KENT HOUSE, MONTMORENCY FALLS, former Canadian residence of His Royal Highness Duke of Kent, father of Queen Victoria.

Six miles from the City of Quebec on the main highway to the famous Shrine.

Dining service at all hours. (Table d'Hôte and à la Carte).

Golf Links adjoin Hotel.

*Ask for our illustrated books and itineraries at all hotels and Travel Agencies, or write to*

TRAFFIC DEPARTMENT

THE QUEBEC RAILWAY, LIGHT & POWER Co., QUEBEC, P.Q.

*Visit the Famous Shrine at*

## STE. ANNE DE BEAUPRE

No trip to Quebec would be complete without a visit to the famous shrine at Ste. Anne de Beauré, 21 miles below Quebec.

Tradition has it that the shrine was founded by Breton sailors who, caught in a terrible storm, vowed that if safely delivered they would erect a shrine to Ste. Anne.

The first recorded cure was that of Louis Guimont during the Governorship of d'Ailleboust (1645-51) which was the beginning of thousands of miracles that have continued for over two hundred and fifty years.

The shrine is visited yearly by thousands of visitors from all over the continent. Hundreds of crutches, canes and splints are in evidence, and form mute testimony to the healing powers of "La Bonne Sainte Anne."

A new church is now nearing completion to replace the old building destroyed by fire in 1922. The new church rivals in beauty of architecture and appointments the old, which was famous both on this Continent and Europe. One of the most touching sights in Ste. Anne is that of devout pilgrims ascending the Scala Sancta on their knees. These sacred stairs are built in imitation of the steps of Pilate's Palace in Jerusalem.

Many historical relics exist, the most sacred of which is a fragment of the bones of Ste. Anne.

The KENT HOUSE at Montmorency Falls on the main highway to Ste. Anne from Quebec City is a delightful stopping place whether for several days or for several hours.

# LAURENTIAN MOUNTAINS

The Laurentian Mountains stretch like a great crescent over an odd million acres between the St. Lawrence River and Hudson's Bay. Over them hangs that mysterious fascination that belongs to great age. In comparison with them the Alps and the Himalayas are young, for the Laurentians heaved high their summits above the waste of waters where afterwards continents were born; and many aeons later they bore up under the weight of a mighty mass of ice that harrowed their sides, humbled their peaks, and polished a chronicle of itself on thousands of scattered rocks.

The Laurentian Mountains form one of the most delightful and unspoiled vacation fields of this continent. Green rolling hills, pleasant valleys where winding rivers flow into tree-fringed lakes—the cool fragrance of dark forests, laden with the smell of balsams and spruce—the play of light and shade on hill-slopes, and distant glimpses of purple mountains—this is the Laurentian country. The lumberjack, the priest and the habitant farmer wore the first path into the mountains; they are still there, these sturdy French-Canadian pioneers, with their clustered buildings and quaint villages, and their path has served for the entrance of the railway. During the past few years popular resorts have sprung up—others are being developed. What is it you seek? Sophisticated holiday life with good music, dancing, golf, tennis—or the rougher pleasures of fishing, hunting, camping, and long canoe-trips? You will find them all in this attractive region.

\*\*\*

## HIGHWAYS

Improved and well-maintained highways and roads give access to the Laurentian Mountains.

Route No. 11 connects Montreal with St. Jerome, Val Morin, Ste. Agathe, St. Jovite, St. Faustine, Mont Laurier, Maniwaki, in the Gatineau Valley, and Hull.

\*\*\*

## VAL MORIN

If you wish to enjoy swimming, boating, golfing, hiking and dancing go to Val Morin. Val Morin has been deservedly popular for years. The lake fills in a great hollow in the path of the Riviere du Nord, and boating on the lake can therefore be supplemented by canoeing on the river. Close beside the Inn the upper river flows into the lake, and this section is navigable for over 2 miles.

A pleasant afternoon's expedition is to climb up Bear Mountain, from whose summit you may obtain an almost uninterrupted panorama of the encircling hills. Valleys of green and yellow patchwork stretch in all directions towards darker green hills, and beyond these again are farther ranges that melt into the blue distance. On the very top of this hill is a tiny house where afternoon tea is served.

In connection with **Pinehurst Inn** is a golf-course which is proving very popular, while three miles away from Lac Raymond are several lakes that yield trout fishing. A short time ago a brown trout weighing  $9\frac{1}{2}$  pounds was caught in Lac Raymond.

On the side a road leads up over the hills to a smaller lake, about three miles distant, set in the midst of rugged mountain scenery. The Inn beside it boasts of many of the comforts and convenience of civilization, and the excellent library and cosy fireplace prove especially alluring after a bracing walk in autumn.

# "PINEHURST INN"



IN THE LAURENTIAN MOUNTAINS

## THE PERFECT YEAR-ROUND RESORT

"PINEHURST" Inn, in the Laurentian Mountains, is located in one of those spots where every season is vacation season. Whether you visit it in the quiet of Spring, in the Summer when water sports are at their height, in the Fall when the mountains are clothed in beautiful

colors, or in the Winter when the pine trees and the earth is blanketed in white, you will find peace and rest at "PINEHURST," if that is what you seek—or sports and outdoor exercise, if they appeal.

The Inn proper accommodates one hundred guests and another 30 can be housed in the charming rustic cottages in the woods and along the lake front. The rooms at "PINEHURST" are commodious and comfortable, the cuisine unexcelled in the Mountains. There is a beautiful recreation hall for all who do not enjoy outdoor sports but want the benefit of the air in this Switzerland of Canada. It is a perpetual surprise to guests to find the conveniences of modern life in the depths of the Canadian Mountains. Canoeing, boating, fishing and swimming in Lake Raymond, golf on the nine-hole sporty course of the Val Morin Golf Club; three tennis courts, etc., all within two minutes' walk from the Inn; picnics and hikes to Pinehurst's "Bear Cottage" on the top of Bear Mountain are some of the sports available to Summer guests.

Skiing, tobogganning and snow-shoeing can be enjoyed in the Winter. In all seasons of the year indoor exercises are conducted by the physical instructor, Emile Maupas, who resides at "PINEHURST" and is available to guests who desire special instruction in sports and dancing.

"PINEHURST" is operated under the American plan. Rates from are \$5.00 to \$9.00 per day or from \$30.00 to \$55.00 per week. Children under 12 years of age are accommodated at special rates. Discounts are allowed on two or three-room suites. A number of rooms are equipped with adjoining bathrooms. There are bathrooms on every floor, hot and cold water, electric light and all modern conveniences of a modern home are available at "PINEHURST".

Dining room accommodation for 150 guests, cobblestone fireplaces in the Lounge room and Dining room add attractiveness to the surroundings.

A solarium on the second floor of the Inn finds favour with those who desire to bask in the health-giving rays of the sun.

The Inn may be reached by the Canadian Pacific Railway, and by Bus of Provincial Transport Company or by direct Montreal-St. Agathe Automobile Highway Route No. 11. It is 56 miles North of Montreal. Proceed by way of Upper St. Lawrence Boulevard, turn right at end of St. Lawrence and left over Viau Bridge and follow

## Route No. 11 Montreal to Val Morin, Quebec

# "PINEHURST INN"

*For additional information, Write, Telephone or Telegraph*

CHARLES STANSFIELD, *Managing Director.*

"PINEHURST" INN, POST OFFICE, VAL MORIN STATION, QUE., CANADA

*Long Distance Telephone, STE. AGATHE EXCHANGE*

# CUSTOMS REGULATION

1 1

## *Returning United States Residents Entitled to \$100 Exemption*

1 1

ACCORDING TO THE UNITED STATES TARIFF REGULATIONS, residents of the United States returning from Canada MAY BRING IN FREE OF DUTY ARTICLES UP TO \$100.00 IN VALUE, acquired for personal or household use, or as souvenirs or curios, if not intended for sale. Each member of a family is entitled to the exemption of \$100.00. Articles included within such exemption must be declared.

In the case of a husband and wife and minor or dependent children travelling together, the articles included in the \$100.00 exemption may be grouped and allowed without regard to which member of the family the article belongs. For example:—A husband and wife and two minor or dependent children may take back to the U. S. A. a Fur Coat or Neck Piece, Linens, Woolens, or other merchandise to the value of \$400.00.

### IN MONTREAL YOU PAY LESS FOR:

DIAMONDS, SWISS WATCHES, EUROPEAN JEWELLERY—Can be purchased at prices 30% lower than in the United States. See Page 23 (opposite), **Leger St. Jean Ltd.**

FURS—Montreal since the days of the fur traders has been the centre of the North American fur trade and can offer wondrous values and selections. See Inside Back Cover—**Laberge, Chevalier & Co. Ltd.**

LEATHER GOODS—The very finest hand-bags, luggage and small leather goods, made by European Mastercraftsmen.

LINENS—Direct from Irish mills and from French and Swiss embroidery centres—linens come into Canada with a very low duty. See Inside Front Cover and Page 1. **Silbro Textile Co. Ltd.**

LINGERIE—French lingerie has always the name for being the finest, daintiest and best. On this there is little duty coming into Canada as also on French gowns.

MEN'S WEAR—Broadcloth shirts, coats, suits and socks of English manufacture, the visitor will find very low in price. See Page 15, **Wm. McLaughlin, Reg'd.**

SUITINGS—English tweeds and worsteds are a particularly good buy. See Page 15, **Wm. McLaughlin, Reg'd.**

WOOLLENS—English woollens are renowned the world over and you will find blankets, knitted suits, children's wear and coats very reasonable. See Page 15, **Wm. McLaughlin, Reg'd.**



# JEWELS

*from the*

*Art Centres of the World*

An exquisite and most exclusive collection of unusally fine jewellery portraying the delicate beauty of skilled craftsmanship . . . yet moderately priced, awaits your inspection at the smart Parisian Shop of:

## *Leger St. Jean*

(Established 1878)

*Limited*

DIAMOND MERCHANTS ✓ JEWELLERS

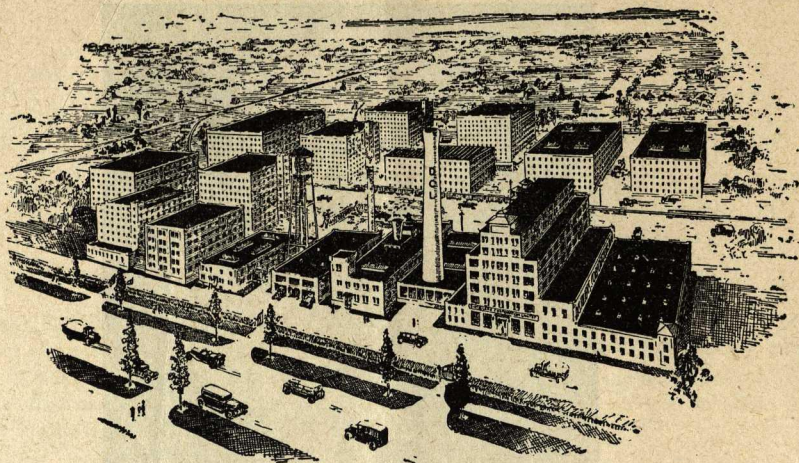
1020 ST. CATHERINE STREET WEST

DOMINION SQUARE BUILDING

(St. Catherine at Peel)

EAST END BRANCH ✓

1368 ONTARIO STREET EAST



## FREE —Visitors to Montreal

*A Fourteen Mile Return Sight-seeing Trip by Pullman Bus to the*

**GREAT DISTILLERY OF THE  
DISTILLERS CORPORATION LIMITED**

**GOLDEN WEDDING**  
Pure American  
Rye Whiskey

*The Home  
of*

**OLD LOG CABIN**  
Bourbon Whiskey  
100 Proof

Through the courtesy of the Distillers Corporation Limited, we are able to offer a limited number of visitors, each day, a free return trip to and through their vast plant.

Write us; or visit our offices as soon as you reach Montreal and register your name for this interesting visit to one of the largest plants of its kind in the world. Don't miss this unique trip. It is **ABSOLUTELY FREE**.

We are organized to help our visitors—"The Guests Within Our Gates"—make the most of their holiday in Canada and will gladly supply booklets, folders, souvenirs and information of all kinds—**FREE OF CHARGE**.

A hearty welcome is extended to all. A **CORDIAL INVITATION IS GIVEN AND A RIGHT ROYAL WELCOME AWAITS CONVENTION AND TOUR PARTIES.**

*Chairmen and Secretaries, Make your Reservations NOW*

*Write, Wire, Phone or Call*

**INTERNATIONAL TOURIST BUREAU**  
(Registered)

**1103-1107 Cypress Street, Montreal, Canada**  
(At Dominion Square near Windsor Hotel)

**Telephone MARquette 7029**

# Golden Wedding

## Pure American Rye Whiskey

An American Pure Rye Whiskey, rich in body and mellow in flavor, distilled from the finest selected grains.

Stored for maturity in heavily charred oak casks, and bottled in bond in its natural purity straight from the wood, under the supervision of the Canadian Government.

Hermetically sealed with an aluminum screw top seal, fitted with a tamper-proof band, which prevents tampering with the contents.

**16 oz.**  
**\$2.50**

**26 oz.**  
**\$3.90**

**32 oz.**  
**\$4.90**

# SIGHT-SEEING

## *City Tour*

In planning our City Tour, we have endeavored to show our visitors what a wonderful cosmopolitan city we live in. Montreal is different from any other city in the world in that it harbors two distinct peoples beside having all the other attractions of a world port. The French-Canadian race, the first to settle here, is responsible for the old, quaint section of the city. As time went on, the English settlers came, and the two races grew side by side. Today they intermingle in all the districts of Montreal but the quaint French district still remains the same.

Our City Tour starts from Dominion Square, the centre of the uptown retail section and takes in the uptown shopping and theatrical district, the wholesale and financial centre, passes through the heart of the old French district, takes in some of the city's best parks and playgrounds, gives you a view of the harbor from the viaduct on Notre Dame Street, and encircles Mount Royal. Stops are made at the Notre Dame Church, the old fur store on St. Denis Street, Brother Andre's Shrine, and the Westmount Lookout from where one gets an excellent view of the western section of the city, the Victoria Bridge, and many miles of the St. Lawrence River, a most picturesque sight. The Tour also takes in many educational buildings, including McGill University and the University of Montreal, and passes through the Cities of Outremont and Westmount, both of these cities being entirely surrounded by the City of Montreal.

The trip is taken in luxurious sedans, takes two hours to complete, and the cost is \$1.00 per person.

## *Lachine Rapids Tour*

Our Lachine Rapids Tour is an afternoon and evening trip and goes from our starting point along the Boulevard through the western end of the City, following the Road of Remembrance to Montreal West, thence to Stoney Point, Lachine, from where a view of the beautiful Lake St. Louis can be had.

Lachine was founded in 1666 by Lasalle who attempted to go to China and was stopped by the rapids. Lachine is French for China—hence the name.

The return trip crosses the Lachine Canal and follows the Lower Lachine Road along the banks of the St. Lawrence River passing the famous Lachine Rapids, through the city of Verdun, back to Montreal.

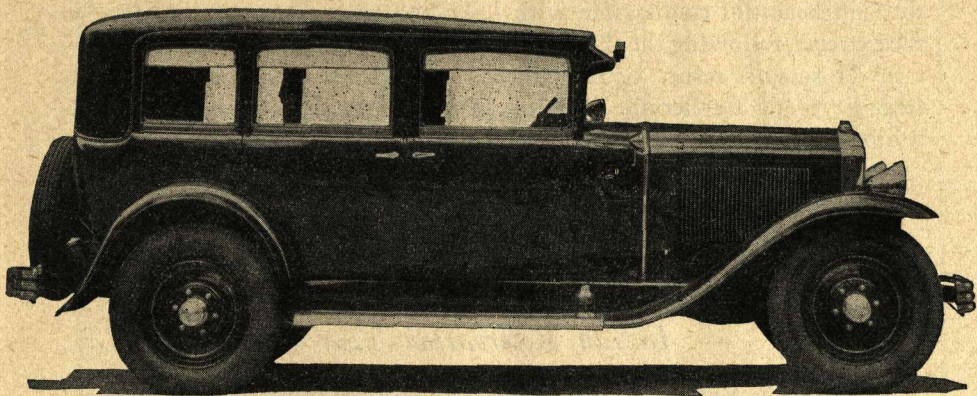
The cost of this beautiful and interesting two-hour tour, in a luxurious sedan, is \$1.00 per person.

*(Continued on page 28)*

**DIAMOND TAXICAB ASSOCIATION LIMITED**

**Telephone PLateau 3221**

*Montreal's Largest and Finest  
Taxicab Organization*



*La plus grande et la meilleure  
organisation de Taxi à Montréal*

1 1 1

DIAMOND TAXICAB  
ASSOCIATION LIMITED

PLateau 3221

## SIGHT-SEEING—*Continued*

(Continued from page 26)

### *West Island Tour*

Montreal is situated on an island formed at the confluence of the St. Lawrence and Ottawa Rivers, and this fifty-six mile Tour, which takes four hours, completely covers the western section of the Island of Montreal—a trip through beautiful countryside with Lake and river scenery picturesque in the extreme, following the shores of Lake St. Louis to Ste. Anne de Bellevue—a lovely summer resort district—thence through the quaint villages of St. Genevieve and Cartierville, coming in to Montreal from the north end, behind the Mountain through the City of Outremont.

This trip is made in beautiful sedans—rate \$2.50 per person.

\* \* \*

### *Indian Reservation Tour*

Crossing the Victoria Jubilee Bridge, we proceed along the King Edward Highway to Laprairie, there turning into the Malone highway. This route follows the mighty St. Lawrence River and affords an excellent view of the famous Lachine Rapids. After the eight-mile drive along this scenic stretch, we come to the village of Caughnawaga, founded in 1676, where you will be shown the old Indian church in which is deposited an Iroquois wampum belt valued at \$50,000, the tomb of the Mohawk maiden, Catherine Togakwita, for whom an anniversary is celebrated, and the remains of the old French Church.

The return trip is made via ferry across the St. Lawrence (giving a good perspective of Lake St. Louis) to Lachine, then along the Lake Shore drive through Ville St. Pierre and the residential districts of Montreal West, Westmount and Montreal.

The cost of this beautiful three-and-a-half-hour tour, in a luxurious sedan, is \$2.50 per person.

\* \* \*

**DIAMOND TAXICAB ASSOCIATION LIMITED**

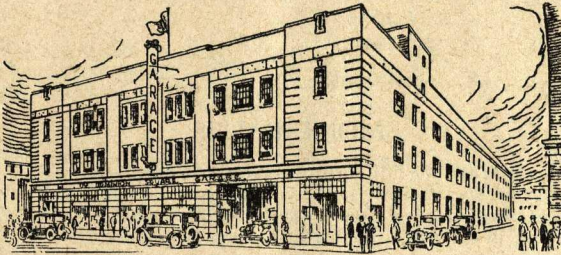
**Telephone PLateau 3221**

# THE DOMINION SQUARE GARAGE

1200 STANLEY STREET  
MONTREAL, CANADA

*Next to the Windsor Hotel*  
Telephone MArquette 2107\*

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## COMPLETE SERVICE

MECHANICAL

SHOCK ABSORBERS

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BODY — FENDERS

BRAKES

*and* DUCO WORK

OFFICIAL GARAGE FOR THE

## Windsor Hotel & Hotel de LaSalle

✓ ✓

ABSOLUTELY FIREPROOF

✓ ✓

## Better Service at Usual Rates

H. MOISAN, *Dir.*

G. EVANS, *Mgr.*

# DO YOU KNOW?

## MONTREAL HAS

- A population of one and one quarter million, including suburbs.
- A volume of foreign trade only exceeded by New York.
- Eight hundred and thirty-six miles of streets.
- Seventy-two public parks. The finest natural mountain park of any city.
- Thirty-two miles of water front.
- Harbour capacity for 100 ocean-going steamers at one time.
- The largest cold storage warehouse in the world (Montreal Harbour).
- An area of 117 square miles.
- A civic revenue of approximately thirty million dollars yearly.
- The largest Distillery in America (Distillers Corporation Limited).

\*\*\*

## MONTREAL IS

- The largest city in Canada and the fifth largest in North America.*
- The second largest French-speaking city in the world; second only to Paris.
- The port of shipment of one-third of Canada's entire national trade.
- The only "Ocean Port" in the world situated 1,000 miles from the sea.
- The home of the two largest transportation companies in the world (C.N.R. and C.P.R.).
- The only large city in America with complete facilities for winter sports.
- The centre of the railway car building industry in Canada.
- The second largest seaport in America.
- The headquarters for the Canadian fur trade.
- The world's greatest grain shipping seaport and has held this supremacy for years.
- The location of the head offices of six of the leading Banking institutions, which represent 50% of the total Canadian Banking assets.
- Directly connected with eight railway systems serving the whole of North America.
- The terminus of eleven of the world's greatest shipping lines.

## A FEW MORE INTERESTING FACTS

### MONTREAL

Geographically, the city holds a key position. It is built on the Island of Montreal, a level tract of country 40 miles long by 9 miles broad. It is the head of ocean navigation on the St. Lawrence River, and is connected to that great chain of lakes which penetrate into the middle West of Canada by the Lachine Canal. Served by the world's two greatest systems, it is the logical gathering point for tourists and conventions from all over the continent.

Its road connections have established it as a favorite resort for motor tourists from the United States. Being connected by the King Edward highway to the state roads of New York and New England States, it attracts many parties whose love of magnificent scenery leads them to cross the border into Canada.

From the top of Mount Royal, seven hundred feet above the city, the visitor gains a splendid view of the St. Lawrence valley and the outlying spurs of the Adirondacks and the Green Mountains are clearly visible in the far distance.

If you do not choose to make your stay in Montreal at one of the recognized hotels be very careful as to your choice of tourist rooms. The OXENDEN, 510 PINE AVENUE WEST is recommended (see page 45).

## *Chart of Distances from Montreal to*

|                              | Miles   |                                | Miles   |
|------------------------------|---------|--------------------------------|---------|
| Albany, N.Y.....             | 240.0   | Murray Bay, Que.....           | 276.0   |
| Atlanta, Ga.....             | 1,355.0 | Newburgh, N.Y.....             | 340.0   |
| Atlantic City, N.J.....      | 564.0   | New Haven, Conn.....           | 422.0   |
| Ausable Chasms, N.Y.....     | 83.0    | New Orleans, La.....           | 1,959.0 |
| Bangor, Me.....              | 428.5   | Newport, Vt.....               | 101.0   |
| Belleville, Ont.....         | 240.7   | New York, N.Y.....             | 403.0   |
| Boston, Mass.....            | 337.0   | Niagara Falls, Ont.....        | 447.7   |
| Brockville, Ont.....         | 141.8   | North Bay, Ont.....            | 392.4   |
| Buffalo, N.Y.....            | 417.0   | Ogdensburg, N.Y.....           | 133.0   |
| Burlington, Vt.....          | 97.9    | Oshawa, Ont.....               | 321.8   |
| Chambly, Que.....            | 18.8    | Ottawa, Ont.....               | 130.1   |
| Chicago, Ill.....            | 875.0   | Philadelphia, Pa.....          | 505.0   |
| Chicoutimi, Que.....         | 382.0   | Plattsburg, N.Y.....           | 72.5    |
| Cincinnati, Ohio.....        | 865.0   | Portland, Me.....              | 290.6   |
| Cleveland, Ohio.....         | 606.0   | Port Kent, N.Y.....            | 86.0    |
| Cornwall, Ont.....           | 81.4    | Prescott, Ont.....             | 130.3   |
| Farnham, Que.....            | 41.6    | Quebec, Que.....               | 178.0   |
| Fredericton, N.B.....        | 554.0   | Richmond, Que.....             | 97.8    |
| Gananoque, Ont.....          | 172.4   | Richmond, Va.....              | 757.0   |
| Gaspe, Que.....              | 616.0   | Rimouski, Que.....             | 368.0   |
| Granby, Que.....             | 50.5    | Riviere du Loup, Que.....      | 302.0   |
| Grand'Mere, Que.....         | 124.2   | Rochester, N.Y.....            | 342.0   |
| Halifax, N.S.....            | 916.0   | Rouses Point, N.Y.....         | 45.5    |
| Hamilton, Ont.....           | 398.4   | St. Agathe, Que.....           | 63.3    |
| Hartford, Conn.....          | 383.0   | St. Albans, Vt.....            | 69.4    |
| Hawkesbury, Ont.....         | 64.7    | St. Anne de Beaupre, Que... .. | 198.6   |
| Hull, Que.....               | 123.6   | St. Catharines, Ont.....       | 434.1   |
| Huntingdon, Que.....         | 46.6    | Saint John, N.B.....           | 647.0   |
| Jackman, Me.....             | 286.1   | St. Johns, Que.....            | 29.0    |
| Jacksonville, Fla.....       | 1,489.0 | Shawinigan Falls, Que.....     | 115.6   |
| Kingston, Ont.....           | 190.6   | Sherbrooke, Que.....           | 99.7    |
| Kitchener, Ont.....          | 428.5   | Sorel, Que.....                | 52.8    |
| Knowlton, Que.....           | 69.4    | Syracuse, N.Y.....             | 281.0   |
| London, Ont.....             | 477.9   | Three Rivers, Que.....         | 96.0    |
| Louisville, Que.....         | 72.2    | Toronto, Ont.....              | 355.4   |
| Malone, N.Y.....             | 69.3    | Valleyfield, Que.....          | 48.7    |
| Miami, Fla.....              | 1,855.0 | Val Morin, Que.....            | 56.0    |
| Minneapolis, Minn.....       | 1,369.0 | Washington, D.C.....           | 650.0   |
| Montmorency Falls, Que... .. | 186.0   | Windsor, Ont.....              | 599.6   |

### AN INVITATION

A cordial welcome awaits the Tourist Visitor at each of the  
Establishments advertised in this booklet.

# IMMIGRATION REGULATIONS

## CANADA

Bona-fide citizens of the United States require no passports in entering Canada, but should be prepared to furnish evidence of identity.

Cards showing membership in recognized motor clubs or associations are usually accepted for this purpose.

Foreign-born citizens and alien residents of the United States should carry credentials establishing their legal residence there.

## UNITED STATES

Tourists returning from Canada to the United States should be careful to have proofs of American citizenship or right to residence in that country, as otherwise they may be denied re-entrance temporarily or even permanently.

### REGULATIONS—TOURING ACCESSORIES

Persons visiting Canada for a limited period of time for health or pleasure may bring with them such guns, fishing rods, canvas tents, camp equipment, cooking utensils, musical instruments, cameras, etc., as they may require while in Canada for their own use and not for hire or gain, upon reporting the outfit to the Customs Officer at the port of entry, and upon deposit with the Customs Officer of a sum of money equal to the duty on such articles, and this deposit will be refunded if the articles are exported and identified by the Customs at the port where reported inward, or at another port, within six months from the time of entry.

## FISH and GAME CALENDAR

### HUNTING

|                      |       |          |    |
|----------------------|-------|----------|----|
| Moose.....           | Sept. | 1—Dec.   | 31 |
| Deer.....            | Sept. | 1—Nov.   | 30 |
| Bear.....            | Aug.  | 20—June  | 30 |
| Woodcock.....        | Sept. | 1—Dec.   | 15 |
| Snipe.....           | Sept. | 1—Dec.   | 15 |
| Pigeon.....          | Sept. | 1—Dec.   | 15 |
| Geese.....           | Sept. | 1—Dec.   | 15 |
| Feathered Game.....  | Sept. | 1—Dec.   | 15 |
| Partridge-Gray.....  | Sept. | 1—Dec.   | 15 |
| Partridge-White..... | Nov.  | 1—Jan.   | 31 |
| Otter.....           | Dec.  | 15—March | 31 |
| Mink.....            | Nov.  | 1—March  | 31 |
| Fox.....             | Nov.  | 1—Feb.   | 28 |
| Muskrat.....         | March | 15—April | 30 |
| Hare.....            | Oct.  | 15—Feb.  | 1  |

### LICENSES

Non-residents: \$25 for those not members of clubs. \$10 for those members of clubs.  
Residents: \$1.00 for a moose. \$1.00 for two deer.

### FISHING

|                        |      |          |    |
|------------------------|------|----------|----|
| Salmon.....            | May  | 1—July   | 31 |
| fly fishing.....       | May  | 1—Aug.   | 31 |
| Sea Trout.....         | Dec. | 2—Oct.   | 14 |
| Land Locked Salmon..   | Dec. | 1—Sept.  | 30 |
| Rainbow Trout.....     | May  | 1—Sept.  | 30 |
| Grey Trout.....        | Dec. | 2—Oct.   | 14 |
| Black Bass.....        | June | 16—March | 31 |
| Must be over 9 inches. |      |          |    |
| Dore.....              | May  | 6—April  | 14 |
| Must be over 15 inches |      |          |    |
| Smelt.....             | July | 1—March  | 31 |
| Sturgeon.....          | July | 1—May    | 31 |
| Must be over 36 inches |      |          |    |
| White Fish.....        | Dec. | 2—Nov.   | 9  |

### LICENSES

Non-residents: Salmon—\$25 whether club member or not.  
Trout and other licenses \$10.  
Club Members \$5.

# The Scenic Wonderland of North America— Niagara-to-the-Sea

THE thousand miles from Niagara Falls, through Lake Ontario and the enchanting Thousand Islands, the shooting of the exciting Long Sault and Lachine Rapids, the visit to the cities of Montreal and Quebec, with the grandeur and sublimity of the far-renowned Saguenay River, is the most varied and picturesque trip in scenery, the richest in historic association, and the fullest for memorable and pleasant recollections that it is possible to take anywhere on the American Continent.

The country through which one traverses is the ancient land of the voyageurs and coureurs-du bois. Every mile is redolent with the spirit of romance and adventure, bringing to life again the early French explorers, the swash-buckling soldiery, the cowed priesthood, the Indians, Wolfe, Champlain, Montcalm—the fascination and intrigue of New France!

It is possible to make this a through water trip by the palatial and well-appointed inland lake and river fleet of the CANADA STEAMSHIP LINES. One can go aboard at Lewiston, Queenston, Toronto, Rochester, Clayton, Alexandria Bay, Prescott, Montreal or Quebec.

## YOU HAVE NOT SEEN THE CONTINENT IF YOU MISS

**NIAGARA FALLS**—one of the greatest and most awe-inspiring scenic wonders of North America. The falls are 165 feet high, and from the base the water tears in a mad swirl of rapids and whirlpools through its rock-cut gorge to Lake Ontario.

**TORONTO**—a delightful two-hour sail across Lake Ontario from Lewiston or Queenston. It has been appropriately termed the "Queen City" and, although essentially a manufacturing centre with 3,521 industries, has sixty-eight beautiful parks and forty fully-equipped playgrounds. Toronto is also known as the "City of Homes," for sixty-four per cent of the homes are owned by those dwelling in them.

The Canadian National Exhibition, which attracts over a million visitors each year to Toronto, is the largest and finest annual exhibition in the world.

**THE ST. LAWRENCE RIVER**—which, with the Great Lakes, forms the greatest system of inland navigation in the world, extending from the head waters of Lake Superior to the Atlantic Ocean, a distance of 2,100 miles.

The total area of the St. Lawrence Basin is about 510,000 square miles, of which the United States owns 187,440 and Canada 322,560 square miles. The total length of the river, from Kingston to Point des Monts, is 688 miles. The Great Lakes and St. Lawrence form a natural boundary line between the United States and Canada, ending near Cornwall, Ont., from which point the river runs eastward entirely through Canadian territory. Throughout its entire length the St. Lawrence has the clearness and purity of a mountain spring.

**THE THOUSAND ISLANDS**—1,692 in number and extend from Lake Ontario to Brockville, fifty miles. From the observation decks of the steamer the traveller has a glorious opportunity of viewing the ever-changing attractions of this wonderful natural panorama. Every turn brings new views, new scenes and new life. Many of the islands are owned by wealthy people who have erected costly mansions and laid out tasteful grounds. The scenery by day is most inspiring, while the illuminations, the music, the flashing boats, and the festivities by night make the evenings enchanting.

**RAPIDS OF THE ST. LAWRENCE**—from the Thousand Islands to Montreal the entire trip is made by daylight on the Company's steamers, running all the rapids, and there is a constant succession of pleasing views and thrilling passages.

**MONTREAL AND QUEBEC**—descriptions of these two interesting cities on other pages of this GUIDE.

**MURRAY BAY**—Here is located the new Manoir Richelieu, the centre of Canada's most exclusive summer colony—a fine modern hotel unique for its variety of sport and excellence of equipment. The new eighteen-hole golf course, built high in the mountains overlooking an eighty-mile sweep of the St. Lawrence, is one of the finest on the continent. Saddle horses and inviting mountain trails, a heated salt-water swimming pool, tennis, all call you out of doors to enjoy the exhilarating air which carries the scent of the balsam, mingled with the freshness of the salty sea.

If the visitor to the Manoir Richelieu journeys to the little French villages which are not far from Murray Bay, he finds himself in the midst of another land, in the centre of an age long past. The rude habitant carts drawn by slow-moving oxen, the gaily-dressed French-Canadian children, the blossoming flowers in the cottage gardens and the vivid colours of the houses and stores all seem strange to the tourist. Life in these villages is much the same as it was in France centuries ago. The spinning wheel and the loom are still used and it is from these looms that the famous Murray Bay homespun, blankets and spreads are produced.

*The Finest Inland Water Trip in the World*



TIME WORKS WONDERS.

By Appointment To



His Excellency The Governor General  
of Canada



Seagram's V.O.

FROM THE OLDEST STOCKS OF RYE WHISKY IN CANADA

13oz \$1.75 25oz \$3.40 40oz \$5.15

# MONTREAL

1 1 1

## *Points of Interest*

- St. James Cathedral (R.C.) an exact duplicate one-fifth the size of the famous St. Peter's in Rome.
- Notre Dame Church—The most magnificent of French-Canadian churches, second greatest church on the continent, with seating capacity for 10,000 people. Has the largest bell in America, weighing 15 tons.
- Ancient Bonsecours Church—Built in the year 1771.
- St. Patrick's Church—Montreal's largest Irish Catholic Church.
- Christ Church Cathedral—Anglican.
- St. James Methodist Church.
- Chateau de Ramezay, built in 1705, residence of the French and English governors and headquarters of the American army in 1775.
- Site selected by Champlain in 1611 as La Place Royale.
- Government grain elevators amongst the largest in the world.
- University of Montreal—French. McGill University—English.
- St. Helen's Island—A city park in the centre of the St. Lawrence.
- Art Gallery and Civic Library.—Sherbrooke Street.
- Exhibition Buildings—Montreal Exhibition, 3 floors, 100,000 square feet; Forum, 17,000 square feet; Arena, 10,000 square feet.
- Top of Mount Royal, accessible by cab, tramcar or afoot (motor vehicles prohibited).
- Victoria Bridge, main entrance to Montreal for motor tourists, opened in 1860 by the Prince of Wales (King Edward VII).
- Montreal Harbour, the world's largest grain-shipping port, where Atlantic and Great Lakes traffic meets, ten miles of docks, slips, elevators and warehouses.
- St. Joseph's Oratory, Cote des Neiges Road, scene of remarkable cures attributed to the faith of its founder, Brother Andre, and objective of many pilgrimages from Canada and the United States.
- New million-dollar Baseball Stadium, capacity 25,000, Ontario Street and Delorimier Avenue.
- Twelve million dollar Harbour Bridge, new entry for motor tourist traffic and gives access to St. Helen's Island, beautiful river park.
- Office Building of the DISTILLERS CORPORATION LIMITED, unique in its Norman French architecture, Peel Street (opposite Mount Royal Hotel).
- The Provincial Transport "Gray Line" Bus Trips around Montreal cover the most important points of interest.

## GOOD NEWS!

Montreal's famous KIT KAT CABARET located at 1224 Stanley Street, rear of the Windsor Hotel, is one of the finest amusement restaurants in Canada, and enjoys an international reputation for food and entertainment. Named from Old London's famous night Rendezvous, it offers to the "Guest Within Our Gates" a novel and diversified evening's amusement. Choice Selection of Beers and Wines.



# TRAVEL BY MOTOR COACH

Eastern Canada abounds in historic spots that no tourist should miss. These are easily reached from Montreal by motor coach. Along the highways will be found scenery unsurpassed by any in the world; silent lakes, lofty peaks, leafy forests. Do not miss the beauties of Canada. Travel by motor coach.

See Old Quebec; Sherbrooke, the capital of the Eastern Townships; Sorel; Three Rivers; Oka, the home of the Trappist Fathers; Lachute; Beautiful St. Agathe in the lofty Laurentian Mountains.

*Regular daily Motor Coach Service to*

NEW YORK  
OTTAWA  
HAMILTON

TORONTO  
ALBANY  
WINDSOR

BOSTON  
BURLINGTON  
DETROIT



## SIGHT-SEEING TRIPS IN MONTREAL

*Unequalled service to all the points of historic and scenic interest*

|   |        |                                  |        |
|---|--------|----------------------------------|--------|
| City Tour.....                                | \$1.00 | Lachine Tour.....                | \$1.00 |
| West Island Tour.....                         | \$2.50 | Indian Reservation Tour.....     | \$2.50 |
| Laurentian Mountain<br>Tour.....              | \$7.50 | Shooting the Rapids<br>Tour..... | \$2.50 |
| Fort Chambly and St. Hubert Airport Tour..... | \$2.00 |                                  |        |

*For rates and schedules apply*

## PROVINCIAL TRANSPORT COMPANY

PLateau 7141

1227 PHILLIPS SQUARE

MONTREAL

"MODERN MOTOR COACH TRANSPORTATION"

# WHERE TO PLAN YOUR STOP

The **MOTORIST**, travelling to and from **MONTREAL**, along the main highways, will find the following list of **Hotels and Inns** having our recommendation of great aid to the planning of his itinerary. **PLEASE MENTION THIS BOOKLET.**

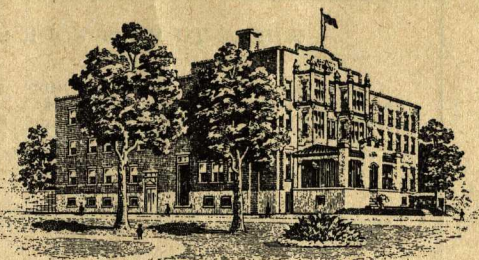
| Highway   | No.                   | Stop                    | MILES<br>From Montreal | HOTEL   |  |
|---|-----------------------|-------------------------|------------------------|---|--|
| Montreal-New York.....  | 9                     | Laprairie.....          | 9                      | Boulevard Hotel (See Page 43)                 |  |
|   |                       | Lacolle.....            | 38                     | Lacolle Inn                                   |  |
|   |                       | Plattsburgh.....        | 72                     | Meridian Hotel<br>Fouquet                     |  |
|   |                       | Ausable Chasm.....      | 83                     | New Cumberland<br>Hotel Ausable Chasm         |  |
|   |                       | Port Kent.....          | 86                     | Lake Champlain Ferry<br>Service to Burlington |  |
|   |                       | Lake George.....        | 175                    | Fort William Henry<br>The Mayard              |  |
|   |                       | Albany.....             | 240                    | De Witt Clinton<br>Ten Eyck                   |  |
|   |                       | New York.....           | 403                    |   | Wellington                                 |
|   |                       |                         |                        |   | McAlpin<br>New Yorker<br>Roosevelt<br>Taft |
|   |                       |                         | <b>From Albany</b>     |   |  |
| Albany-New York<br>via Newburgh.....  | 9W                    | Kingston.....           | 59                     | Governor Clinton                              |  |
|   |                       | Newburgh.....           | 92                     | The Palatine                                  |  |
|   |                       | New York.....           | 154                    | (In New York as above)                        |  |
|   |                       |                         | <b>From Montreal</b>   |   |  |
| Montreal-Malone.....  | 4 and                 | Ormstown.....           | 50                     | Burke's Inn                                   |  |
|   |                       | Huntingdon.....         | 46                     | Huntingdon Chateau<br>(See Page 39)           |  |
| Saranac-Schroon Lake.....   | 3                     | Malone.....             | 69                     | Flanagan                                      |  |
|   |                       | Saranac Lake.....       | 127                    | The Saranac                                   |  |
|   |                       | Schroon Lake.....       | 201                    | Brown Swan Club                               |  |
| Montreal-St. Albans-<br>Burlington-Rutland-<br>Manchester-Benning-<br>ton-Pittsfield..... | 7                     | St. Johns.....          | 29                     | C.P.R. Hotel                                  |  |
|   |                       | Highgate Springs.....   | 57                     | Franklin House                                |  |
|   |                       | St. Albans.....         | 69                     | The Tavern                                    |  |
|   |                       | Burlington.....         | 97                     | New Sherwood<br>The Vermont                   |  |
|   |                       | Rutland.....            | 166                    | Hotel Berwick                                 |  |
|   |                       | Manchester.....         | 200                    | Equinox House                                 |  |
|   |                       | Bennington.....         | 222                    | Walloomsac Inn                                |  |
|   |                       | Pittsfield.....         | 257                    | The Wendell                                   |  |
| Montreal-Toronto.....   | 2                     | Valois.....             | 16                     | Chateau St. Louis                             |  |
|   |                       | Ste. Anne's.....        | 23                     | Hotel Central                                 |  |
|   |                       | Cornwall.....           | 81                     | Cornwallis                                    |  |
|   |                       | Brockville.....         | 141                    | Manitonna                                     |  |
|   |                       | Gananoque.....          | 172                    | Blinkbonnie<br>Gananoque Inn                  |  |
|   |                       | Cobourg.....            | 282                    | The Baltimore                                 |  |
|   |                       | Toronto.....            | 355                    | King Edward<br>Royal York<br>Waverley         |  |
|   |                       |                         |                        |   | <b>From Toronto</b>                        |
| Toronto-Niagara Falls-<br>Buffalo.....  | 2 and<br>8            | Hamilton.....           | 44                     | Royal Connaught<br>The King George            |  |
|   |                       | St. Catharines.....     | 79                     | Leonard                                       |  |
|   |                       | Niagara Falls, Ont..... | 92                     | Clifton                                       |  |
|   |                       | Niagara Falls, N.Y..... | 93                     | The Niagara                                   |  |
|   |                       | Buffalo.....            | 113                    | Statler<br>Worth                              |  |
|   |                       |                         | <b>From Montreal</b>   |   |  |
| Montreal-Ottawa.....  | 17                    | Ste. Anne's.....        | 23                     | Lefevre                                       |  |
|   |                       | Vaudreuil.....          | 29                     | Canada  |  |
|   |                       | Rigaud.....             | 47                     | Canada  |  |
|   |                       | Hawkesbury.....         | 64                     | Royal   |  |
|   |                       | Ottawa.....             | 130                    | Chateau Laurier<br>Alexandra                  |  |
| Montreal-Ottawa.....<br>(North Shore)   | 8                     | St. Eustache.....       | 21                     | Bellvue                                       |  |
|   |                       | Lachute.....            | 49                     | Windsor                                       |  |
|   |                       | Montbello.....          | 79                     | Commercial                                    |  |
|   |                       | Hull.....               | 123                    | Central                                       |  |
|   |                       | Ottawa.....             | 130                    | (In Ottawa as above)                          |  |
| Montreal-Sherbrooke-<br>Portland.....   | 1 and<br>13 and<br>18 | Granby.....             | 50                     | Granby Hotel                                  |  |
|   |                       | Waterloo.....           | 60                     | Brooks House                                  |  |
|   |                       | Magog.....              | 81                     | Union House<br>Grand Central                  |  |

(Continued on page 40)

## MONTREAL to MALONE

Route 2, 4 and 10

- 0.0 Montreal — Leave INTERNATIONAL TOURIST BUREAU at Dominion Square on right. Route No. 2 to
- 8.3 Lachine—take ferry opposite the LIDO INN across river to Route No. 4.
- 9.0 Caughnawaga(IndianReserve)
- 27.5 Howick
- 32.2 Bryson
- 36.0 Ormstown
- 46.6 Huntington — Stop at Huntington Chateau.
- 55.5 Kensington
- 58.9 Quebec—New York Line. Route No. 10.
- 59.0 Trout River
- 63.0 Constable
- 69.3 Malone, N.Y.



## The CHATEAU

HUNTINGDON,  
Que.

*A city hotel in the country.*

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**FIREPROOF**

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MODERN IN EVERY RESPECT

\*\*\*

FREE PARKING SPACE

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*Rooms \$1.50 up*

\*\*\*

A six piece orchestra featuring the Evans Sisters is playing every evening during dinner, Sundays during lunch and dinner.

Dancing every evening from 8.30 till closing.

\*\*\*

A. LANGEVIN, *Managing Director.*

## CAMP CHEER-I-O

MRS. E. E. SHUFELT, *Proprietor.*

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*Furnished Cabins and Cottages*

*Officially recommended by  
Montreal Motorist League, also A.A.A.*

Large shaded tenting space. Lounging and music hall. Large Bedrooms. Hot and Cold showers and baths. City Rest Rooms. Outside kitchen. Tables and Benches. Gas Plates, Electric Lights.

**UP-TO-DATE DINING ROOM**

Meals from 6.30 a.m. to 11.30 p.m.

Minor Auto Repairs. Gas and Oils, Free Air. Wash Stand. Tents and equipment guarded. Police protection.

Sight-seeing Autos leave the Camp daily and every hour if needed.

**CAMP LOCATED IN CITY LIMITS**

*Only 15 minutes to shopping and show district.*

When you enter Montreal over the Victoria Bridge or the new Harbor Bridge go straight through to Sherbrooke Street, turn left, go the whole length, one block from end turn left down Elmhurst Avenue. Large Neon sign of Elmhurst Dairy at foot of street, turn left half-a-mile to CHEER-I-O. From Toronto go straight ahead at top of hill in Montreal West—half mile.

**WHERE TO PLAN YOUR STOP—(Continued from page 38)**

| Highway   | No.                        | Stop                         | MILES                          |   |
|---|----------------------------|------------------------------|--------------------------------|---|
|   |                            |                              | From Montreal                  | HOTEL   |
| Montreal-Sherbrooke-Portland.....                                     | 1 and 13 and 18            | Sherbrooke.....              | 100                            | Chateau Frontenac   |
|   |                            | St. Johnsbury.....           | 179                            | New Sherbrooke  |
|   |                            | North Conway.....            | 246                            | St. Johnsbury House   |
|   |                            | Portland.....                | 310                            | Hotel Randall<br>Congress Square<br>Falmouth<br>Lafayette                               |
| Montreal-Portland.....<br>(via Newport, Vt.)                          | 1 & 40<br>39 & 5<br>and 18 | Farnham.....                 | 41                             | Farnham Hotel   |
|   |                            | Knowlton.....                | 69                             | Lake View House   |
|   |                            | Highwater.....               | 78                             | Robinson's  |
|   |                            | Newport.....                 | 102                            | Highwater Inn   |
| Montreal-St. Agathe.....  | 11                         | Twin Mountain.....           | 184                            | The Newport Hotel   |
|   |                            | Val Morin.....               | 56                             | Fabyan's House  |
| Montreal-Boston.....  | 1 and 39 & 3               | Ste. Agathe.....             | 63                             | Pinehurst Inn   |
|   |                            | Newport.....                 | 102                            | Laurentide Inn  |
| Sherbrooke-Quebec.....  | 1                          | Twin Mountain.....           | 184                            | Hotel Raymond   |
|   |                            | Laconia.....                 | 259                            | The Newport Hotel   |
|   |                            | Concord.....                 | 290                            | Fabyan's House  |
|   |                            | Manchester.....              | 308                            | The Laconia   |
|   |                            | Lowell.....                  | 340                            | Hotel Endicott  |
|   |                            | Boston.....                  | 337                            | Carpenter Hotel   |
|   |                            |                              |                                |   |
|   |                            |                              | Hotel Kenmore<br>(See page 46) |   |
| Sherbrooke-Quebec.....  | 1                          | Lake Scaswainnepus..         | 108                            | White House   |
|   |                            | Thetford Mines.....          | 167                            | Commercial  |
|   |                            | Quebec.....                  | 245                            | Chateau Champlain<br>Chateau Frontenac<br>Hotel St. Roch<br>(See pages 18 and 19)       |
| Sherbrooke-Rock Island...<br>(To White Mts.)                          | 13                         | North Hatley.....            | 111                            | Connaught Inn   |
|   |                            | Rock Island.....             | 133                            | Pleasant View House<br>Rock Island House  |
| Quebec (Levis)-Norton<br>Mills via Sherbrooke-<br>Dixville Notch..... | 5 & 22                     | From Quebec                  |                                |   |
|   |                            | Victoriaville.....           | 79                             | Manoir Victoria   |
|   |                            | Richmond.....                | 117                            | Grand Central   |
|   |                            | Bromptonville.....           | 134                            | Balmoral  |
|   |                            | Sherbrooke.....              | 139                            | Chateau Frontenac   |
|   |                            | Coaticook.....               | 160                            | New Sherbrooke  |
|   |                            | Norton Mills.....            | 170                            | Coaticook House   |
|   |                            | Dixville Notch.....          | 203                            | Lakeside Inn<br>The Balsams   |
| Montreal-Quebec-Ste.<br>Anne de Beupre.....                           | 2 & 15                     | From Montreal                |                                |   |
|   |                            | Louiseville.....             | 72                             | Lafleur's Hotel   |
|   |                            | Three Rivers.....            | 96                             | Chateau de Blois  |
|   |                            | Quebec.....                  | 178                            | New Victoria  |
|   |                            | Montmorency Falls....        | 186                            | Chateau Champlain<br>Chateau Frontenac<br>Hotel St. Roch<br>Kent House<br>(See page 19) |
| St. Anne de Beupre...   | 198                        | Hotel Regina<br>St. Lawrence |                                |   |
| Three-Rivers-Grand'Mere   | 19                         | From Three Rivers            |                                |   |
|   |                            | Shawinigan Falls.....        | 22                             | Cascade Inn   |
| Three Rivers-St. Hyacinthe-Rougemont.....                             | 12                         | Grand'Mere.....              | 31                             | Laurentide Inn  |
| Quebec-St. John, N.B.-<br>Halifax, N.S.....                           | 2                          | Drummondville.....           | 47                             | Manoir Drummond   |
|   |                            | St. Hyacinthe.....           | 85                             | Canada  |
|   |                            | Rougemont.....               | 95                             | Dominion  |
| Quebec-St. John, N.B.-<br>Halifax, N.S.....                           | 2                          | From Quebec                  |                                |   |
|   |                            | Riviere du Loup.....         | 123                            | Bellvue   |
|   |                            | Edmundston.....              | 200                            | Victoria  |
|   |                            | Woodstock.....               | 319                            | Grand Central   |
|   |                            | Fredericton.....             | 356                            | New Royal   |
|   |                            | St. John.....                | 464                            | Carlisle  |
|   |                            | Moncton.....                 | 557                            | Queen   |
|   |                            | Truro.....                   | 691                            | Windsor   |
|   |                            | Halifax.....                 | 757                            | Admiral Beatty  |
|   |                            |                              |                                |   |
|   |                            |                              | Windsor                        |   |
|   |                            |                              | Scotia                         |   |
|   |                            |                              | Lord Nelson                    |   |
|   |                            |                              | Nova Scotian                   |   |
| Quebec (Levis)-Montreal<br>via South Shore to Fort<br>Covington.....  | 3                          | Nicolet.....                 | 92                             | Lemire Hotel  |
|   |                            | Sorel.....                   | 126                            | New Balmoral  |
|   |                            | Montreal.....                | 182                            | (See page 5)  |
|   |                            | Valleyfield.....             | 230                            | Salaberry   |

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SAGUENAY RIVER**

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AIR SERVICES  
HOTEL BOOKINGS

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Plan.

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CHAMPAGNE

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*Ever Popular*

*Always the Same*

## MONTREAL to NEW YORK

*via* Ausable Chasm, Ticonderoga, Lake George, Albany, Poughkeepsie.

|  |   |
|--|---|
| <p>0.0 Montreal — Leave INTERNATIONAL TOURIST BUREAU at Dominion Square, down Windsor Street to Victoria Bridge.<br/>Route No. 9<br/>Montreal—Keesville</p> <p>3.4 St. Lambert</p> <p>9.0 Laprairie—Boulevard Hotel.</p> <p>15.1 Douglas Corners</p> <p>37.4 Lacolle (Canadian Customs)</p> <p>45.5 Rouses Point (U.S. Customs)</p> <p>72.0 Plattsburg</p> <p>83.0 Ausable Chasm</p> <p>The Auto Ferry Service of the Champlain Transportation Co. crosses Lake Champlain from Port Kent (three miles from Ausable Chasm) to Burlington on the Vermont side.</p> <p>87.0 Keesville<br/>Route No. 22.<br/>Keesville to Route No. 8.</p> <p>117.6 Westport</p> <p>135.2 Crown Point</p> <p>A few miles from Crown Point is a strike-off to Baldwin where</p> | <p>Lake Steamers leave for the town of Lake George.</p> <p>144.5 Route No. 8.</p> <p>150.3 Hague<br/>Route No. 47.<br/>Hague to Lake George</p> <p>168.8 Bolton</p> <p>174.0 Lake George<br/>Route No. 9<br/>Lake George to N.Y.C.</p> <p>184.5 Glens Falls</p> <p>203.5 Saratoga Springs</p> <p>240.6 Albany</p> <p>241.7 Rensselaer</p> <p>273.2 Hudson</p> <p>282.1 Livingstone</p> <p>295.0 Red Hook</p> <p>316.9 Poughkeepsie</p> <p>352.3 Peekskill</p> <p>355.1 Buchanan</p> <p>360.2 Ossining</p> <p>366.1 Tarrytown</p> <p>378.7 Yonkers</p> <p>400.0 New York City at Columbus Circle (Hotels listed on page 38).</p> |
|--|---|

### MONTREAL to PORTLAND, Me.

*Via* the White Mountains

|  |
|--|
| <p>0.0 Montreal — Leave INTERNATIONAL TOURIST BUREAU at Dominion Square.<br/>Route No. 1.</p> <p>5.1 Longueuil</p> <p>9.0 St. Hubert 'Airport'</p> <p>18.8 Chambly</p> <p>33.9 St. Cesaire</p> <p>50.0 Granby</p> <p>61.0 Waterloo</p> <p>80.0 Magog, Route No. 50.</p> <p>90.1 Ayer's Cliff, Route No. 13.</p> <p>113.3 Rock Island (Can. Customs)</p> <p>113.4 Derby Line (U.S. Customs)<br/>Route No. 5</p> <p>160.1 St. Johnsburry, Route No. 18.</p> <p>175.0 Littleton</p> <p>182.1 Bethlehem</p> <p>190.3 Twin Mountain</p> <p>197.5 Bretton Woods</p> <p>290.6 Portland, Me.</p> |
|--|

### MONTREAL to OTTAWA

*Via* ROUTES 2 and 17

|   |
|---|
| <p>0.0 Montreal — Leave INTERNATIONAL TOURIST BUREAU at Dominion Square on right.</p> <p>1.2 Westmount</p> <p>5.6 Montreal West</p> <p>8.3 Lachine</p> <p>15.9 Valois</p> <p>22.8 Ste. Anne de Bellevue</p> <p>23.1 Cross Bridge</p> <p>27.4 Cross Cement Bridge</p> <p>27.7 Turn right on to Route No. 17</p> <p>29.1 Vaudreuil</p> <p>37.7 Hudson</p> <p>53.7 Pointe Fortune</p> <p>64.7 Hawkesbury</p> <p>112.9 Cumberland</p> <p>130.1 Ottawa, arriving at Post Office.</p> |
|---|

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DANCE and DINE  
*with*  
BEER and WINE  
*at the*  
BOULEVARD HOTEL

Where the Service is a Fact — Not a Promise.

IN LAPRAIRIE, QUE.

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On the Montreal-New York Highway  
15 Minutes Drive from Montreal.

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50 first class rooms with bath, running water, showers, etc.

RATES: \$2.00 FOR TWO PERSONS

FREE GARAGE

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*Canadian Cuisine, First Class Meals \$0.75 (at all hours)*  
*Our Specialty: Turkey, Chicken and Steak Dinners . . . \$0.90*

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WHY PAY MORE  
Current Rate of Exchange paid on American Funds.

THEO. BARRETTE, *Proprietor*

## MONTREAL to NEW YORK

*via St. Albans, Burlington, Rutland, Pittsfield, Pawling.*

|   |  |
|---|--|
| <p>0.0 Montreal—Leave INTERNATIONAL TOURIST BUREAU, at Dominion Square, down Windsor Street to Victoria Bridge. Route No. 7.<br/>Montreal-Conn., N.Y. Line.</p> <p>3.4 St. Lambert</p> <p>9.0 Laprairie—Boulevard Hotel</p> <p>29.0 St. Johns</p> <p>30.0 Iberville</p> <p>51.4 Phillipsburg (Canadian Customs)</p> <p>57.7 Swanton (U.S. Customs)</p> <p>69.4 St. Albans</p> <p>97.9 Burlington</p> <p>The Auto Ferry Service of the Champlain Transportation Co. crosses the Lake at frequent intervals to Port Kent, N.Y., only three miles from the famous Ausable Chasm and the Adirondack Mountain Route.</p> <p>104.9 Shelburne</p> <p>120.9 Vergennes</p> <p>132.9 Middlebury</p> <p>165.7 Rutland</p> <p>185.9 Danby</p> <p>199.9 Manchester</p> | <p>222.6 Bennington</p> <p>233.8 Vermont-Mass. Line</p> <p>236.7 Williamston</p> <p>257.5 Pittsfield</p> <p>269.6 Stockbridge</p> <p>277.5 Great Barrington</p> <p>281.6 South Egremont</p> <p>289.8 Mass-Conn. Line</p> <p>296.3 Lakeville</p> <p>303.7 Sharon</p> <p>304.4 Conn.-N.Y. Line<br/>Route No. 21<br/>N.Y. Line—Amenia</p> <p>308.9 Amenia<br/>Route No. 22<br/>Amenia-Pawling</p> <p>311.8 Wassaic</p> <p>333.1 Pawling</p> <p>344.3 Carmel</p> <p>349.5 Lake Mahopac</p> <p>354.4 Baldwin Place</p> <p>371.9 Briarcliff</p> <p>377.7 Eastview</p> <p>379.5 Elmsford</p> <p>383.9 Ardsley</p> <p>403.3 New York City—enter by<br/>Yonkers, N.Y. (Hotels listed on page 38).</p> |
|---|--|

## A SUMMER PARADISE

America's rarest playground—the historic Adirondacks, Lake Champlain, and Lake George—has for many years been awarded the title of "The Summer Paradise". That this gifted area deserves the title is not puzzling when one realizes that it is nearly four million square acres in extent, harbours more than fifteen hundred lakes of all shapes and depths in varying altitudes, and that nearly two thousand mountains do much to add to the incomparable grandeur of the region.

Lake George, the most important of all American waters, far surpasses the renowned European Lakes in its topography, while Lake Champlain has an interest no less historic than scenic.

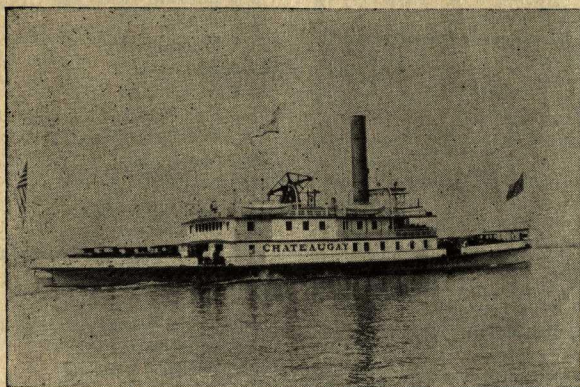
The great natural wonder of Ausable Chasms—three miles from Port Kent and 14 miles from Plattsburg—attracts nearly one hundred thousand observers of one of nature's freak masterpieces. The Ausable River, in its passage from the Adirondacks to Lake Champlain has chiseled this vast fissure through the granite mountains. For countless ages this slashing, boring, grinding and cutting has continued. The phenomenon affords as much pleasure to the layman as to the geologist.

The chasm is nearly two miles in length and from ten to fifty feet in width, while the perpendicular walls rise from one to two hundred feet in height. The rock formation is unusual, and of international interest. The scene has never failed to leave an indelible impression.

Be it on Lake George or on Lake Champlain, the recreationist will be treated to an ideal vacation which in sheer delight will never be surpassed.

# The Champlain Transportation Company

AUTO FERRY SERVICE ACROSS LAKE CHAMPLAIN



Operating a fleet of modern, steel steamers on Historic Lake Champlain until November 6th, 1932.

Hourly ferry service between Port Kent, N.Y., and Burlington, Vt.  
The direct Ausable Chasm Route.

Through rail and steamer service from Montreal to Albany  
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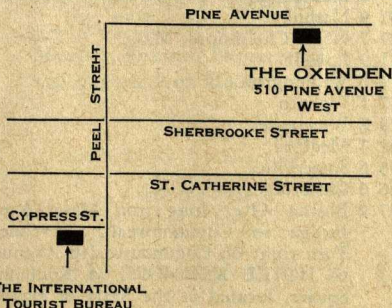
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Parking and Garage Facilities.*

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## MONTREAL to BOSTON

*via Knowlton, Que., Newport, Vt.,  
St. Johnsbury, Vt., Plymouth, N.H.,  
Concord, N.H., Lowell, Mass.*

- 0.0 Montreal—Leave INTERNATIONAL TOURIST BUREAU at Dominion Sq.
- 1.9 Montreal Harbour Bridge  
Route No.1 Longueuil-Waterloo
- 2.4 Longueuil
- 16.0 Chambly
- 22.1 Marieville
- 46.5 Granby
- 58.3 Waterloo  
Route No. 39—Waterloo—Vermont border.
- 69.4 Knowlton
- 78.4 South Bolton
- 86.6 Mansonville
- 89.2 Highwater (Canadian Customs)
- 90.7 Canada, U. S. A. border.  
Route No. 105 North Troy—Newport, Vt.
- 91.8 North Troy (U. S. Customs)
- 101.6 Newport  
Route No. 5 Newport-Wells River and Newbury.
- 107.3 Coventry
- 112.6 Orleans
- 117.8 Barton
- 149.9 St. Johnsbury
- 159.7 Barnett
- 170.9 Wells River
- 176.7 Newbury  
Route No. 25 N. H. Line—Plymouth, N.H.
- 179.7 Haverhill, N.H.
- 184.6 East Haverhill
- 198.9 Wentworth
- 215.1 Plymouth  
Route No. 3 Plymouth—Boston, Mass.
- 223.9 East Hebron
- 228.5 Bridgewater
- 232.7 Bristol
- 244.9 Franklin
- 255.9 Penacook
- 261.8 Concord
- 267.6 Pembroke
- 279.8 Manchester
- 297.9 Nashua
- 307.7 North Chelmsford, Mass.
- 311.9 Lowell
- 322.0 Wilmington
- 327.1 Woburn
- 329.2 Winchester
- 332.3 Medford
- 335.6 Somerville
- 336.6 Cambridge
- 337.9 Boston—Over long iron Mass. Ave. Bridge to Commonwealth Avenue. Turn right on Commonwealth Avenue to HOTEL KENMORE at Kenmore Square, located in the heart of everything worth while in Boston.

## MONTREAL to TORONTO

### Route No. 2

- 0.0 Montreal—Leave INTERNATIONAL TOURIST BUREAU, Dominion Square.
- 5.1 Montreal West
- 8.3 Lachine—Lido Inn
- 12.7 Dorval
- 15.8 Pointe Claire
- 19.6 Beaconsfield
- 22.0 Baie d'Urfe
- 22.8 Ste. Anne—turn right to bridge then left over bridge.
- 29.0 Vaudreuil
- 31.3 Cascades
- 47.1 Coteau Landing
- 50.4 St. Zotique
- 55.5 Boundary—Quebec and Ontario
- 65.0 Lancaster
- 81.4 Cornwall
- 86.8 Mille Roches
- 88.3 Moulinette
- 92.0 Dickin's Landing
- 96.3 Woodlands
- 98.8 Aultsville
- 103.9 Morrisburg
- 115.2 Iroquois
- 121.2 Cardinal
- 130.3 Prescott
- 136.6 Maitland
- 141.8 Brockville (The City of the Thousand Islands)
- 172.4 Gananoque (Gateway of the Thousand Islands).
- 190.6 Kingston
- 193.8 Cataraqui
- 197.9 Westbrook
- 202.7 Odessa
- 214.8 Napanee
- 220.3 Deseronto
- 225.4 Marysville
- 240.5 Belleville
- 251.1 Trenton
- 260.4 Brighton
- 268.4 Colborne
- 275.8 Grafton
- 283.0 Cobourg
- 290.3 Port Hope
- 293.2 Welcome
- 301.2 Newtonville
- 306.1 Newcastle
- 311.2 Bowmanville
- 320.1 Oshawa
- 324.0 Whitby
- 330.5 Pickering
- 340.7 Scarboro
- 355.0 Toronto—Toronto Tourist and Convention Bureau at Waverley Hotel, King Edward Hotel.

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Formerly the Luxor Inn, Lachine.

IS NOW OPEN AND OPERATED UNDER NEW MANAGEMENT

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*Service and Quality is our Motto.*

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ITALIAN AND FRENCH CUISINE

*Table d'Hôte* served from noon till 9 p.m. \$1.00.

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## BALMORAL HOTEL

LAURENTIAN MOUNTAINS  
RAWDON, QUE.

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Only 50 miles from Montreal over Highways 18 or 33 or via C.N.R. or Provincial Transport Co. A modern hotel with a reputation for good food. GOLF, TENNIS, BOATING, BATHING, FISHING, BEAUTIFUL WATERFALLS and PINE WOODS.

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Rates: \$3.50 - \$5.00 per day,  
American Plan.

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## Bourbon WHISKEY

A straight Bourbon Whiskey made from the finest selected grains and stored until maturity in heavily charred oak casks in heated warehouses. An outstanding favourite of American visitors to Canada.

1 1

*Bottled straight from the wood  
at 100 proof.*

1 1

**16 oz.**  
**\$2.50**

**26 oz.**  
**\$3.90**

**32 oz.**  
**\$4.90**



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"QUALITY FURRIERS"

*A Long Established Reputation*

*for*

FINE QUALITY

SKILLED DESIGN *and*

WORKMANSHIP

SMART, CORRECT STYLING

*and now also*

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which guarantees you a minimum saving of 25%.

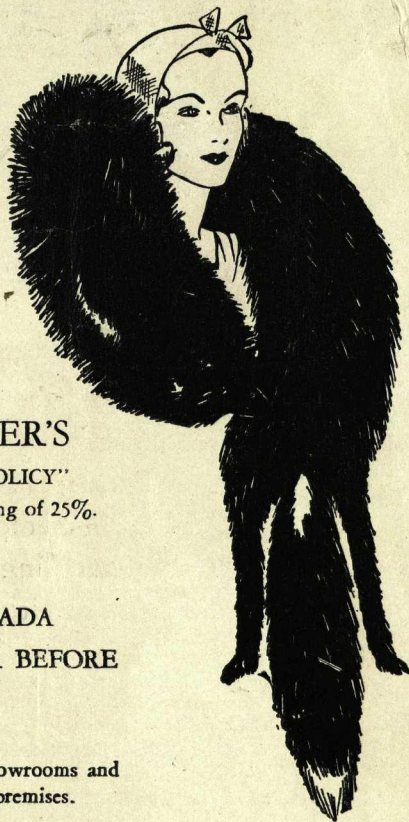
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ARE GREATER THAN EVER BEFORE

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large modern factory right on the premises.

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| <i>Uptown<br/>Showroom</i>   | 1494 ST. CATHERINE STREET WEST<br>(Near Guy Street)         | - -   | Fltroy 5217    |
| <i>Downtown<br/>Showroom</i> | 373 ST. PAUL STREET WEST<br>(In the wholesale fur district) | - - - | MArquette 5217 |



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*The Rendezvous Exclusive*

**SPECIAL FEATURE DINNER**

**\$1.00**

No Cover Charge during  
**DINNER DANCE**

6 p.m. to 9.30 p.m.

**All Canadian  
Revue**

**Beer and  
Wine**

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For people who  
know and want  
the best  
Montreal's  
Finest Cabaret  
offers  
an evening of  
entertainment  
and dancing  
unsurpassed  
in Canada

~~~~~



~~~~~

Remember the  
sign of the Cat  
You have not seen  
the best of  
Montreal without  
a visit to the  
"Kit-Kat"

~~~~~

*Reservations:*

MA rquette - 9731  
PL ateau - - 0439

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1224 STANLEY STREET (Rear of Windsor Hotel)