



City of Quebec.

The Man of To-day.

"Clothes do not make the man," but the fact undeniably remains that a well-dressed man respects himself and, to a certain extent, commands the respect of others. Put the ordinary individual into a stylish, well-made suit of clothes, and it has a tendency to make him think he amounts to something, and he may rise to the occasion and show the man that is in him. Put him in a shoddy suit of ready-made that will rip and ravel, and he will be just about the style of chap to go with the suit. The shoddy suit has however, provided it is well made up, a temptation, that is sometimes hard to resist.

As the late P. T. Barnum said, "The public like to be humbugged."

Really good clothes, made in a thoroughly workmanlike manner, cannot be bought at a nominal price.

A very large percentage of the American tourist travellers in Canada are fully aware of the fact that clothes of a very high order can be bought in Canada at a much lower price than the same class of goods can be purchased for in the United States, and consequently have been, especially during the last few years, very heavy purchasers.

Montreal has always been the Canadian headquarters for this trade and deservedly so, as fine clothes can be purchased in Montreal to better advantage than in any other part of Canada.

The city has many good firms, but none will be found more satisfactory in every way than W. H. Walsh, of 40 Victoria Square.

For years he has held a prominent position in the trade; as a result of constant study and conscientious effort his stock of patterns always contains the latest and the best. The

standard of work has been kept at a high point, none but the best workmen being employed and the most careful revision of the work is always made. Special care will be given to tourist business.

The building in which his premises are located was, until about five years ago, the headquarters of the Y. M. C. A. and occupies a prominent position on Victoria Square, in the very heart of the city and easy of access from all principal hotels and the railway stations.

Montreal Tourist Association.

We have been very much pleased to see that a move is being made in the right direction by Montrealers.

A city which combines so many strong points as a tourist centre, should not have been so long neglected, and it was really about time an organized effort was made to attract a large number of strangers.

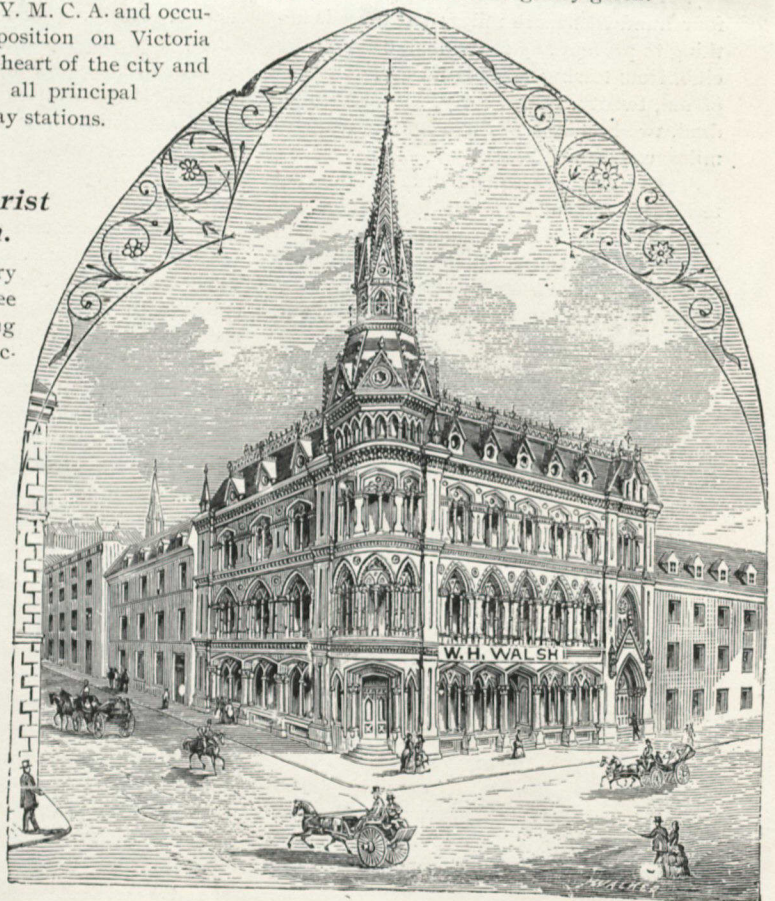
The Provisional Committee appointed, we are glad to see, embraces some of the best material obtainable, men of push and energy, and in several in-

stances men of great experience in handling just such a movement. May every success attend them.

The committee is as follows:

Messrs. C. E. E. Ussher, representing the Canadian Pacific Railway; Geo. A. Browne, of the Richelieu and Ontario Navigation Company; R. W. Shepherd, of the Ottawa River Navigation Company; W. H. Clancy, representing the Grand Trunk Railway; W. S. Weldon, manager of the Windsor Hotel; W. D. Lighthall, vice-president of the Numismatic and Antiquarian Society; Judge Sicotte; E. M. Ohlen agent of the Swedish Tourist Association; Jas. Morgan, of Henry Morgan & Co.; Dr. Laberge, city physician; James Brierley, manager of *The Herald*.

Our own efforts, while directed in a broader way to the interests of all northern tours, will be pushed in a great measure on the same lines, and any assistance we can afford to the projected move will be gladly given.



Old Y. M. C. A. Building, 40 Victoria Square, Montreal.