

WESTMOUNT

THE CITY BEAUTIFUL

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Its Favored Location
Its Historical Associations
A Fine Community Spirit
Model Form of Government
Public Attractions of the City
Model School System
The Public Utilities
Taxation Reasonable
The Westmount Realities Company
and the services it offers to
Westmounters

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¹
THE WESTMOUNT REALTIES
COMPANY

Corner GREENE AVE. and ST. CATHERINE ST.
WESTMOUNT, QUE.

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MEMBERS OF WESTMOUNT CIVIC
ADMINISTRATION, 1919

Mayor

P. W. McLAGAN, 429 Argyle Avenue

Aldermen

E. Herbert Brown, 26 Melbourne Avenue, *Commissioner of Finance and Municipal Buildings.*

Robert B. Common, 4883 Sherbrooke Street, *Commissioner of Roads.*

Dr. C. W. H. Rondeau, 407 Metcalfe Avenue, *Commissioner of Police, Fire and Health.*

Robert L. Scott, 577 Grosvenor Avenue, *Commissioner of Parks.*

Stewart F. Rutherford, 465 Mt. Pleasant Avenue, *Commissioner of Electric Light and Incineration.*

General Manager

George W. Thompson, 71 Somerville Avenue.

Secretary-Treasurer

Arthur F. Bell, 365 Melville Avenue.

City Engineer

P. E. Jarman, 78 Chesterfield Avenue.

Chief of Police and Fire Department

Thomas Moffitt, 304 Prudhomme Avenue.

Medical Health Officer

Dr. John A. Hutchison, 4170 St. Catherine Street.

City Assessors

H. H. Ransom, 18 Melbourne Avenue.

R. B. Hutcheson, 457 Clarke Avenue.

W. Goodbee Brown, 4710 Western Avenue.



WESTMOUNT

THE CITY BEAUTIFUL



THE city of Westmount for years past has been consistently advertised by residents of other municipalities. This consistent tribute to the merits of Westmount has appeared in numerous advertisements in the Montreal papers which read like this: "Money to lend on mortgage; Westmount property preferred." This preference for Westmount property is based on many reasons, but the fundamental reason is that from the very first Westmount has been governed *right*. Westmount has never had those experiences of mismanagement, graft, and extravagance which have marred, and still are marring, the administration of so many cities on this continent. Its development as a model city was begun on right lines, and that development has improved instead of deteriorated as the years have gone by.

In this respect Westmount is without a peer in Canada, for nowhere in the Dominion is there a self-contained residential community which is so prosperous, so consistently clean, so well laid out with a view to general effect, so well equipped artistically and hygienically for promoting the welfare of its inhabitants, and yet so little burdened with debt.

It is no wonder that those offering mortgage loans so often stipulate "Westmount property preferred." Westmount property offers the highest class of property risk to be found by Canadians seeking that form of investment. Such a remarkable municipality, surrounded as it is on all sides by the great and growing city of Montreal, is bound by its very nature to prove increasingly attractive to the best class of citizens.

Westmount's Favored Location

GEOGRAPHICALLY, Westmount is unusually well favored. The whole city has that ideal location so beloved of gardeners, a southern exposure. That is to say, it is situated on the south-west slopes of the eminence which culminates in Mount Royal—the sunny

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side of the mountain, and the side towards which the prevailing breezes blow.

The southern limits of Westmount begin at about the line which the C.P.R. chose for running its high-level tracks into the city of Montreal. Thence the city runs up over the slope to the south-western end of the mountain which gives Montreal its name. Thus it comprises within its boundary a beautiful high-level plateau, backed by a gentle slope affording terraced effects, and crowned by steep, well-wooded heights where some of the loveliest and most picturesque residences to be found anywhere look out upon the noble St. Lawrence river.

Westmount's Historical Associations

WHILE Westmount is a very young city—most of its houses have been built within the last five, ten, or fifteen years—it yet has historical associations dating back almost to the foundation of the city of Montreal, by Maisonneuve, in 1642. Two hundred and eighty-eight years ago, what is now Westmount was an extra-mural settlement—just beyond the pale of safety—a place where the life of a white face was not worth much.

The most ancient landmark which the city now holds is the house at 563 Cote St. Antoine road, which was built in 1699—220 years ago—by the Hurtubise family, whose descendants have continuously occupied it down to the present time. It will surprise many to know that the Hurtubise house is older than the famous Chateau de Ramezay in Montreal.

When the municipality first took suburban form it was known by the name of Cote St. Antoine. The archives of the municipality date back to 1874, when it is recorded that the community stoutly refused to be annexed to Montreal. As the character of the place became more urban, and the race and language of the population became overwhelmingly English, the name was changed to Westmount, the word being suggested by the fact that the western shoulder of Mount Royal is included in the area of the city. The municipality was incorporated as a town in 1890, and later as a city.

At the time of incorporation the population numbered only 1,850. By 1908 this had increased to 12,000. In 1915 the population numbered 18,500, and at present it is reckoned as approximately 19,000.

A Fine Community Spirit

THE character of the community may be judged from the fact that in proportion to its population Westmount has the largest number of handsome private dwellings in the Dominion, while the beautiful homes

and winding avenues on its mountain heights give some of the most charming landscape effects to be seen anywhere. The citizens are imbued with a common desire to make the city a beautiful one, and in the construction of their houses they all have an eye to the ensemble effect. To secure permission to build in Westmount, plans must not only be submitted to the City Engineer and be checked over to see that the proposed buildings will comply with all the city by-laws, but they must meet with the approval of an Architectural Commission composed of the Mayor, General Manager, and City Engineer, together with four prominent architects, residing in Westmount, whose services are purely voluntary.

Model Form of Government

THE form of government of the city is a most up-to-date one. Until some five years ago the city was managed by committees of council, with only the Mayor at the head of things, and this naturally had a tendency to result in overlapping and waste of time and efficiency. Moreover, as the city grew this system became extremely burdensome to the aldermen, who eventually had to spend about one-half of their evenings at the City Hall.

It was then decided to adopt the same system as has been evolved for commercial corporations, namely, to manage all departments through experts, culminating in an expert governing head, all acting under a commission equivalent to a president and board of directors.

Thus two distinct elements were created for the structure of the municipal government—the legislative and the executive, the former elected by and from the people, the latter appointed by the former. The system has worked out admirably in Westmount, which was fortunate in securing an able general manager in the person of Mr. George W. Thompson, formerly manager of the Westmount municipal lighting plant.

It may be added that the municipal staff is imbued with a high sense of responsibility and loyalty, and there has never been a charge of graft or misdemeanor against an employee in the history of the municipality.

Public Attractions of the City

AMONG the attractions of the city is an excellent park system. The main park, which is situated in the centre of the lower level, is one of the beauty spots of the island of Montreal, and every fine day in summer hundreds of people may be seen there, admiring the gardens, sitting on the benches under the trees, or indulging in sports. In winter it is the centre for skating and other winter sports.

MAP OF WESTMOUNT AND PART OF NOTRE DAME DE GRACE
 Corner
GREEN AVENUE & ST. CATHERINE ST.

WESTMOUNT REALTY COMPANY
 Real Estate :: Mortgage Loans :: Valuations
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Phone BR 7-0000
 4875

In this park is situated a fine modern library, housed in a handsome building of terra cotta and brick. This library originated in rather a curious way. In 1897, when building operations cost much less than now, the city came into a sum of \$15,000, which was awarded it as damages in a lawsuit against a certain gas company. The municipal authorities carefully considered how best to invest this money so as to benefit the entire community, and ultimately it was decided to use it in the erection of a public library. The pretty library building in the park is evidence of the foresight and wisdom with which this excellent suggestion was carried out. The library for the past sixteen years has been under the capable and devoted supervision of Miss Saxe, who now has four able assistants.

In the main library there are 18,000 volumes for circulation and 500 for reference. In the special juvenile department there are over 3,500 volumes. The reading room contains 82 of the world's best periodicals. The library is free to all living in Westmount or owning property there, while the reading room is free to every visitor, regardless of residence.

Other institutions in Westmount include a fine Y.M.C.A. building, with all modern equipment, including a swimming pool. There is also a most active lawn bowling club, whose grounds form a picturesque centre of attraction every evening in summer, and there are, of course, various other sport clubs.

Model School System

THE school system of Westmount is perhaps the finest in the Dominion, and there is none better on the continent. The children find here the most modern system of education from the kindergarten to the High School. From the latter they may matriculate for the University. The school buildings are big, airy, fireproof, commodious structures, replete with every convenience for the comfort, health and safety of the scholars. There are five Protestant schools, and two Catholic. The school staffs are most able and loyal, and the scholars make a showing in their examinations every year of which the city is justly proud.

The Public Utilities

IN regard to public utilities, Westmount is well served. It has a rapid street car service on both the upper and lower levels, one line giving the easiest access to Mount Royal of any, and all affording quick service to or from Montreal. It has a fine supply of pure, filtered water, and it also has its own municipal lighting plant. Moreover, the streets

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are all well paved with macadam or asphalted macadam, and the sidewalks are of concrete.

The water is supplied under contract with the Montreal Water & Power Company, made in 1891, on a basis of 40 per cent of the Montreal rate at that time. In 1912 Westmount consented to an increase of $27\frac{1}{2}$ per cent in consideration of receiving filtered water, making the rate 51 per cent of the Montreal rate of 1891. No increase has been made since then. During 1912 the company erected a filtration plant at the corner of Wellington and Charlevoix Streets, costing over half a million dollars, and representing the last word in mechanical filtration, recognized as the best method of purifying water. A new intake was also installed near the north end of Nun's Island, 2,250 feet from the mainland. From here the water is brought through a five-foot intake pipe to the filtration plant where it undergoes the process of filtering.

The result has been that Westmount is supplied with water which has been proven by numerous tests made indiscriminately throughout the city to be absolutely sterile. Constancy of service is ensured by a high-level main reservoir, corner of Maplewood Avenue and Bellingham Road, Outremont, with a capacity of 45,000,000 gallons, and a second reservoir on Cote des Neiges Road of 10,000,000 gallons capacity.

Westmount's publicly-owned municipal lighting plant, of which all Westmounters are justly proud, first came into operation in 1906, and has been a pronounced success. The lighting rate has been reduced in the last 12 years from 15 cents per k.w.h. to 5 cents for lighting and $1\frac{1}{2}$ cents for other household uses, such as electric range, washing machine, vacuum cleaner, etc. The streets are lit with powerful and handsome arc lamps. It is worth noting that one of the three 200-h.p. boilers in the electric lighting plant is fired by a refuse destructor, with practically no outlay of coal.

Taxation Reasonable

THE citizens of Westmount do not suffer the infliction of extortionate municipal taxes. The general tax for municipal purposes is 11 mills on the dollar, and there is a special rate of $2\frac{1}{4}$ mills on land values only levied to meet the interest and the sinking fund on the municipal debt. The school tax is $5\frac{1}{2}$ mills Protestant, and 4 mills Catholic. This makes the total taxation $19\frac{1}{4}$ mills on unoccupied land and approximately $17\frac{1}{2}$ mills on built-up property for Protestant owners and $17\frac{3}{4}$ mills on unoccupied and approximately $15\frac{1}{10}$ mills on built-up property for Catholic owners.

The total valuation of the city's real estate amounts to \$54,107,930. Of this total \$44,583,350 is taxable, representing \$22,320,800 land value

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and \$22,262,550 value of buildings. The total bonded debt is \$4,291,666.66, against which the sinking fund commission have redeemed \$685,166.66, and in addition have invested funds for the redemption of bonds at maturity amounting to \$188,750, leaving a net outstanding debt of \$3,417,750—which is less than 8 per cent of the taxable valuation. There is no floating or unfunded debt. This is a record of which any city might well be proud, and is unparalleled by any other city in the Dominion, if not in America.

Specialists in Westmount Property

THE buying, selling, or renting of Westmount property may be greatly facilitated by calling upon the services of the Westmount Realities Company. As our company specializes in Westmount property, and is regarded as an authority on the realty values of the city, most of the buyers, sellers, landlords or prospective tenants of Westmount property make a point of listing their needs with us. We are therefore able to offer opportunities for the sale or renting of property such as no other firm can offer, and usually can quickly bring parties together for their mutual advantage.

Our endeavor has always been to make the Westmount Realities Company a model real estate agency, just as Westmount is a model city. Our business is, therefore, conducted according to the highest ideals of commercial fair dealing, and with the desire always to render a real service that will be appreciated. The result has been extremely gratifying to us, and we think we may say to our customers as well, many of whom have commented on the efficiency of our organization and the noticeable courtesy of our staff. Further evidence of popular appreciation of our methods is the fact that our business has grown appreciably each year.

The Services we Offer

THE Westmount Realities Company caters to every branch of the real estate agency business. That is to say it negotiates sales, rentals and exchanges of property; finds tenants for houses and houses for tenants; and also effects loans on real estate. Through careful organization the company is in a position to give special attention to each branch of its business.

Sales

TO become a successful salesman requires initiative, ability, energy and familiarity with one's merchandise. Similarly, the successful real estate agent must be a capable and enterprising exponent of real

estate, abundantly energetic and thoroughly conversant with the selling points and relative values of the property he offers for sale. That the Westmount Realities Company possesses these qualifications is shown by our record of sales, while the fact that we have for six years specialized in the sale and management of Westmount real estate in itself indicates our special knowledge of the selling points and values of Westmount property.

If you have property which you wish to dispose of, our selling organization is at your service. As part of our service, we will send an expert valuator to inspect your property carefully, and advise you as to its present value. Then we will place you in touch with customers desiring that particular class of property, and carry through the transaction for you with a minimum of trouble on your part. Property listed with us is treated in a strictly confidential manner, and only submitted to *bona fide* purchasers. Systematic advertising, in which we are firm believers, keeps our lists of contemplating purchasers up to date, and quick sales are thus effected of property placed in our hands. Our commission, which includes all advertising disbursements and other charges, is the usual 2½ per cent on sale price. If there is no sale there is no charge.

Exchanges

IT frequently happens that exchanges of real estate can be very advantageously effected, either as part payment or to effect change of locality. If you have any desire to exchange, say, a house for building lots, or building lots for a house; or wish to sell property and take over property in part payment; or hand over property in part payment for property of higher value move from Lower to Upper Level or *vice versa*, then we can help you. We have experienced considerable success in this form of selling. If you will write us stating your requirements we shall no doubt be able to bring about a satisfactory exchange for you.

Rentals

1.—*Unfurnished Houses, Apartments or Flats.*—The value of renting property through an experienced and responsible agency like the Westmount Realities Company lies in the fact that it ensures careful and impartial investigation, such as the private owner has neither the time nor the opportunity of making. Many a property owner with destructive, slow-paying, or constantly-complaining tenants has regretted that there has been no such investigation before his property was rented. The object of our renting service is not merely to get tenants, but to get *good* tenants, and to see that those tenants are satisfied with the property and the conditions *before* signing the lease.

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This careful service eliminates much of what would otherwise be inevitable worry and dissatisfaction. We always insist on the best of references from tenants, and carefully investigate these as a preliminary condition. Leases are prepared with the utmost consideration for fairness to both landlord and tenant. Our charge for securing tenant, investigating references, necessary advertising, and preparing lease is $2\frac{1}{2}$ per cent on the first year's rental, and 1 per cent on the balance of the lease, with a minimum charge of \$15.00.

2.—*Furnished Houses.*—Of all forms of renting perhaps there is none which requires such careful and responsible treatment and such systematized handling as the renting of furnished houses or apartments. A long and very varied experience in this class of work has taught us how best to ensure satisfactory renting. We always make a complete inventory of all the furniture and furnishings in the rented property and have this signed in conjunction with the lease. A clause in the lease provides for their surrender at expiration in like condition as when taken over, with reasonable allowance for wear and tear. In order to establish their general condition in case of dispute afterwards, a careful examination of each article is made by our expert before the tenant moves in. Our charge for renting furnished houses is 5 per cent on the first year's rental, and 1 per cent on the balance of the lease, with a minimum charge of \$25.00.

Loans

MORTGAGES on residential real estate offer one of the safest and most remunerative forms of investment, and no real estate is more attractive than that of the model city of Westmount, the home of the most prosperous community for its size in Canada. We are continually receiving applications for first mortgage loans on property in Westmount and in the neighboring residential suburb of Notre Dame de Grace, and while we have large trust funds to invest, we still are in a position to obtain advantageous investments for clients with money to loan.

WE
SPECIALIZE IN WESTMOUNT
PROPERTY

*QUICK, RESPONSIBLE
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IN*
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OR LOANS

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