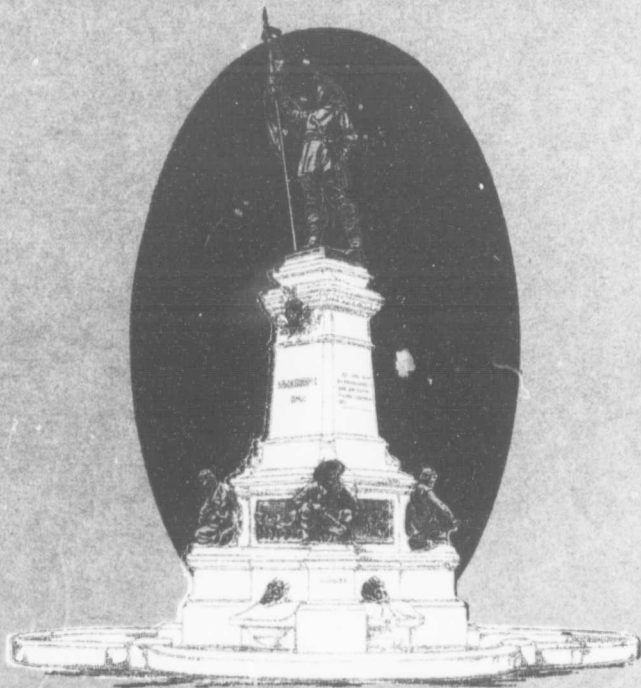


RESTRICTED

The
TOWN OF
Maisonneuve



SIEUR DE MAISONNEUVE

The
TOWN OF
Maisonneuve

P. Q. Canada

1911

**Montreal's Leading Suburban
Industrial Centre.**

Published by

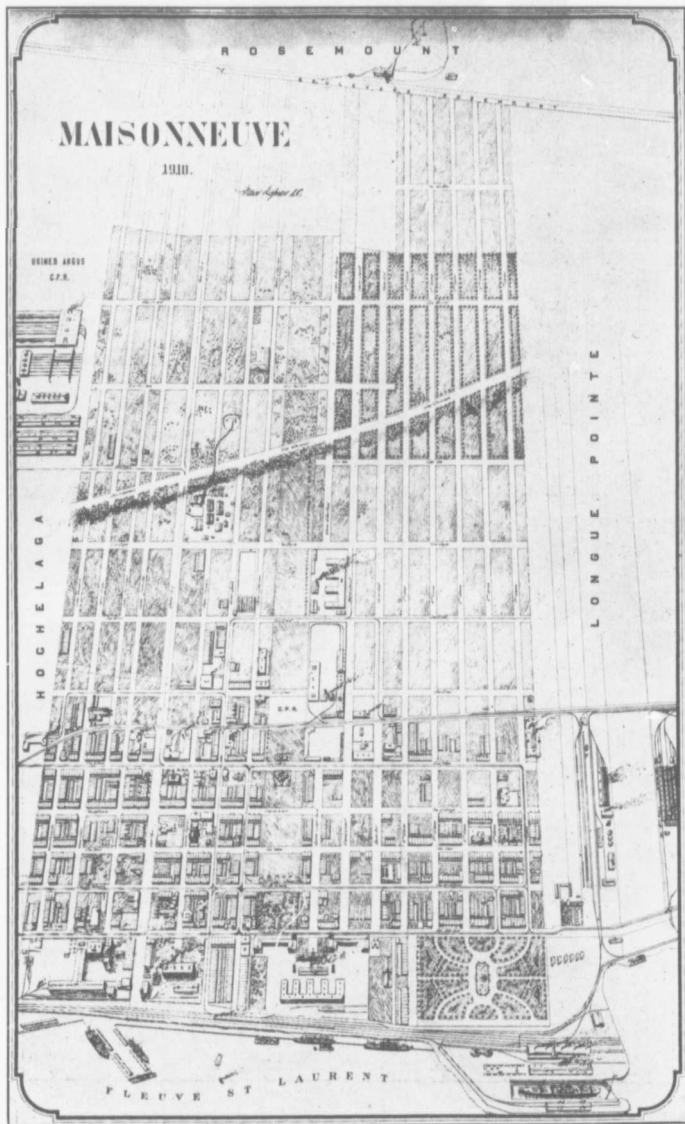
THE COMMERCIAL MAGAZINE CO. LIMITED

Montreal.

The object of this booklet is to set forth the advantages Maisonneuve offers as an industrial and commercial centre. Why it is the most suitable place for factories and industries on the Island of Montreal, and the reasons it offers for advantageous real estate and mercantile investments.

Persons desiring suitable factory sites and wishing to know the advantage Maisonneuve affords for business or residential purposes may obtain full particulars by writing to

E. G. ECREMENT, Secretary-Treasurer,
MAISONNEUVE, Quebec.



THE TOWN OF MAISONNEUVE.

Town of Maisonneuve

When the Town of Hochelaga was divided, and a part of it became Hochelaga Ward, of the City of Montreal, and the other part was organized into an independent municipality, it was not strange that its people should choose for it the name of Maisonneuve in memory of the fearless and far seeing soldier, who founded the City of Montreal. The name is especially typical of the character of its people, and the energetic men, who at the present time rule its civic destiny.

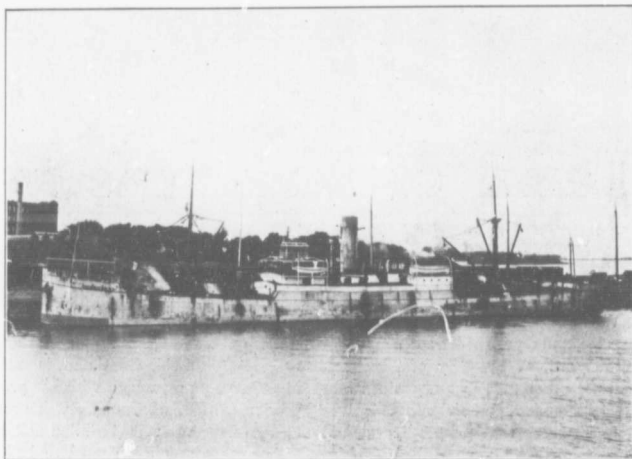
The Town of Maisonneuve, in a way has been a marvel of growth and development, due no doubt in part to its natural advantages as a manufacturing and shipping centre, its location, surrounded as it is on three sides by the City of Montreal with its exceptional inter-urban transportation facilities. But above all its progress is due to the energy and foresight of its people who, recognizing the advantages the municipality possessed, began some six years ago, through its municipal officers, an active campaign to secure new industries, with the result that to-day it has some 30 large manufacturing plants, besides a number of smaller ones. In that short period of time, it has become the largest of the suburban factory centres around Montreal. It leads in Shoe Manufacturing. Seven Shoe Factories are located within its

borders; and the United Shoe Machinery Co., the largest Shoe Machinery industry on this Continent, is erecting a large plant, which with the prospective growth of Canada, will eventually represent several million dollars.

Six years ago, Maisonneuve had a population of 8,000 people; to-day it has 25,000. Then the assessment roll was \$5,300,000.00; to-day it is \$18,000,000.00, and it is rapidly growing. What only a few years ago, was a small suburban village, through the energy and intelligence of its people, has been transformed into a hive of industry; a city of wide streets, and beautiful homes, with every advantage of modern civilization.

TRANSPORTATION FACILITIES

Maisonneuve, an independent municipality, is surrounded on three sides by the City of Montreal, while on the fourth it faces the river St. Lawrence, which ensures it unrivaled harbor facilities. The harbor of Montreal is extending its frontage beyond the Eastern limits of the town, near which the Government Dry Docks, costing \$5,000,000.00 are to be established. The contract for the erection of the docks, has been awarded to Messrs Vickers Sons, and Maxim, of London, Eng-land, who, in addition to building these, expect to establish a large plant



VIEW OF HARBOR AT MAISONNEUVE

Photos by Harry Richards.

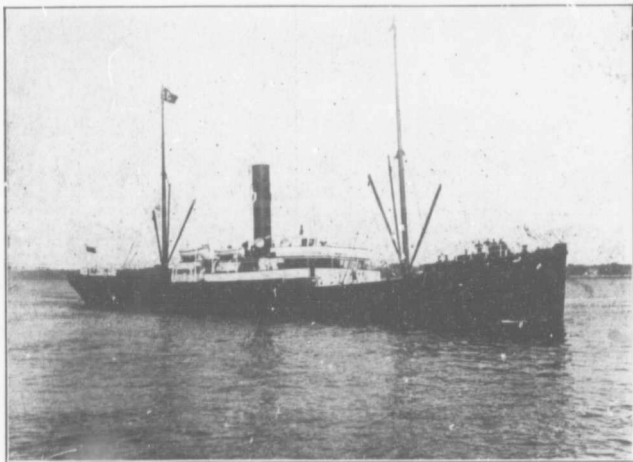
for building and repairing steamers costing \$20,000,000. The dry docks completed, it will become the very heart of Montreal's industrial life. Not only will new industries be established but its population will be largely increased. It is anticipated that the building of the dry-docks alone, will bring a thousand families and more, to say nothing of the impetus that will be given to all kinds of retail business.

The Great Northern Railroad passes through the Town. The Montreal Terminal Railway (Electric) has a working arrangement by which it delivers all Maisonneuve freight to and from the tracks of the C.P.R., G. T. and G.N. railroads. This makes the transportation facilities exceptional, and is one of the main reasons why new factories are being constantly established. Its street car service is particularly

good. Notre Dame street, St Catherine and Ontario Streets have lines running from east to west. The Montreal Terminal Co., run cars on Lasalle St. from Notre Dame connecting with its main line, which extends eastward to the extreme limit of the island. It is because of these unexcelled street car facilities that it might well be selected as the site for the Montreal exhibition Grounds. Also on account of these facilities those who live in Montreal, and do business or work in Maisonneuve can come from and to their homes, at a small cost of time and expense.

WATER & POWER

The water supply of the Town is furnished by the well known and progressive Montreal Water & Power Company.



VIEW OF HARBOR, from Maisonneuve

Photos by Harry Richards.

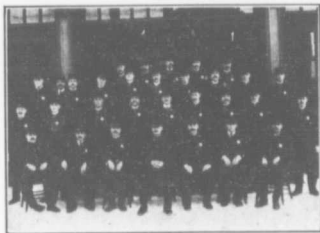
Twenty years ago all the outlying municipalities of Montreal including Maisonneuve, DeLorimier, Town of Cote St. Louis (now St. Denis ward) St Louis du Mile-End. (now Laurier Ward) Outremont, Cote des Neiges, Westmount, Ste Cunégonde and St. Henry were struggling with the problem of an inadequate and expensive municipal water supply. Many of them including Maisonneuve owned their own small systems of distribution pipes and obtained their water supply by a single metered connection from the city of Montreal at the exorbitant rate of forty cents per thousand gallons. The retailing of this to the individual consumers at rates not absolutely prohibitive and at the same time sustaining the heavy losses due to leaks in the Town's pipes was the colossal task imposed on these struggling

municipalities which this Company was organized to relieve.

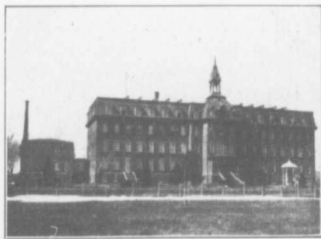
It was conceived by a few enterprising men some of whom are still prominently connected with the company that by combining all these municipalities together into one huge system and supplying them from a common source that water could be furnished at equitable rates to all these people and at an eventual profit to the Company.

Accordingly long term franchises were obtained from the different municipalities and construction commenced.

To-day the system owned and operated by the Company on the Island has grown to such an extent that it is the largest privately owned water system by far in Canada, and the third largest private system in America.



POLICE & FIRE BRIGADE.



MONT LASALLE. Christian Brothers School.



VIEW OF ST CATHERINE STREET



VIEW OF ONTARIO STREET



No. 1 POLICE & FIRE STATION.



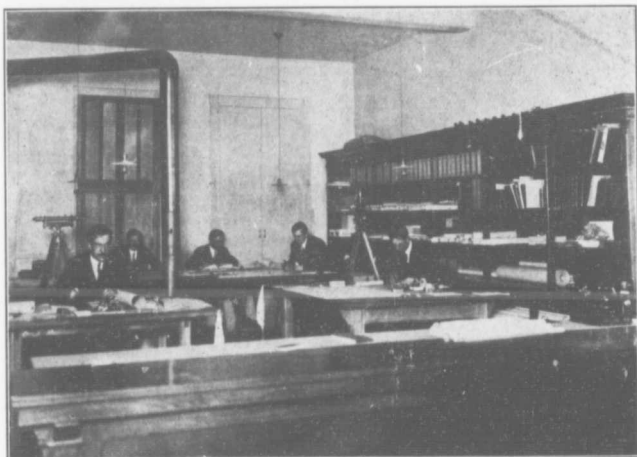
No. 2 POLICE AND FIRE STATION.



NOTRE DAME STREET.



LASALLE AVENUE.



A PART OF THE ENGINEERING STAFF.

Maisonneuve.

Photos by Harry Richards.

The Company has just completed a large additional supply main to Maisonneuve in order to still further improve the supply of the Town and afford provision for its rapid growth.

In addition the Company completed about a year ago a large steel force main from its Pumping Station at the river to the large Reservoir under construction in Outremont a distance of seven miles, which allows the water to be furnished to Maisonneuve and most of the Company's territory in a single lift.

This new Reservoir will have, when completed, a capacity of 43,000,000 gallons being considerably larger than that of the City of Montreal.

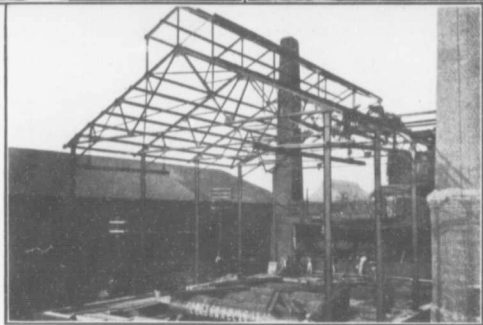
The Company has at the present time a pumping capacity of over 55,

000,000 gallons at the main Pumping station and is adding thereto this year a new 10 million gallon Electric Pump.

The Company's plant is thoroughly up to date and when complete as to distribution system & reservoir capacity will afford not only the most abundant supply and fire protection but furthermore a water of unrivaled purity.

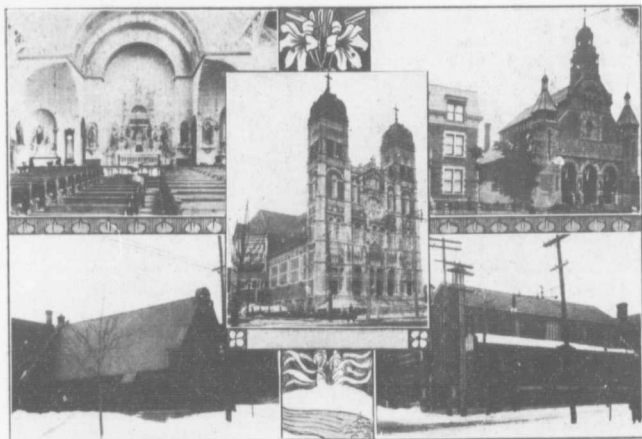
ELECTRICAL FACILITIES

Electricity and gas are furnished both by the Montreal Light Heat & Power Company, and the Dominion Light, Heat & Power Company. The latter company, with offices located at 282 St Catherine St. W., Montreal is one of, if not the most modern developments in the growing City of Maison-



MONTREAL WATER & POWER COMPANY

1. Site of new Reservoir on Mount-Royal — cleared timber and stripped May 1910.
2. Laying Steel Supply Main to new Reservoir, October 1909.
3. Erecting new 2000 H. P. Boiler House and Chimney, etc.
4. Main Pumping Station St. Lawrence River.



Interior St. Clement Church; Church of the Holy Name of Jesus (C. A. Reeves, Architect)
 Exterior St. Clement Church; St. Cyprian (Anglican) Church;
 Presbyterian Church and Protestant School.

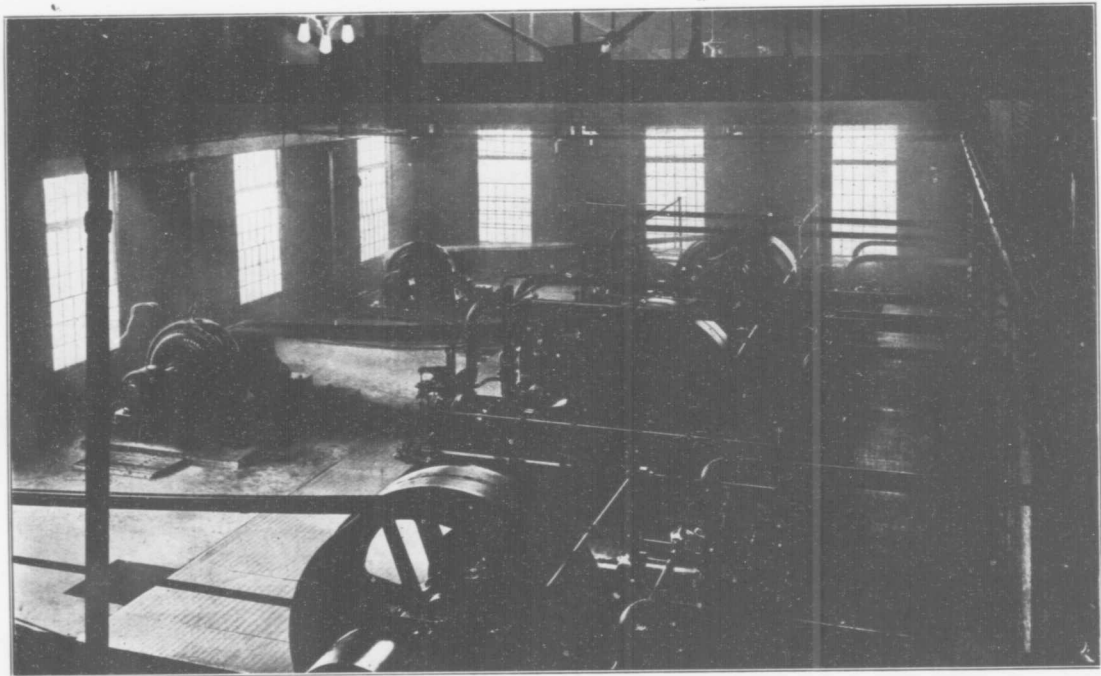
Photos by Harry Richards.

neuve. The Company built its first generating station, located at the corner of Aird Ave. Ernest St., and Canadian Northern Railway Tracks, last year, completing the installation in March. It began operation on the 30th of April last, and is today serving several thousand consumers of electric current for public and private lighting and power for manufacturing plants. Its advent into the field, added another progressive step to the town of Maisonneuve, in that this Company's service was, and is, practically the only competition existing with the other power company, which had hitherto dominated the field.

Cheap power and cheap light are two essentials in manufacturing plants, and Maisonneuve can, amongst its other features which would attract the

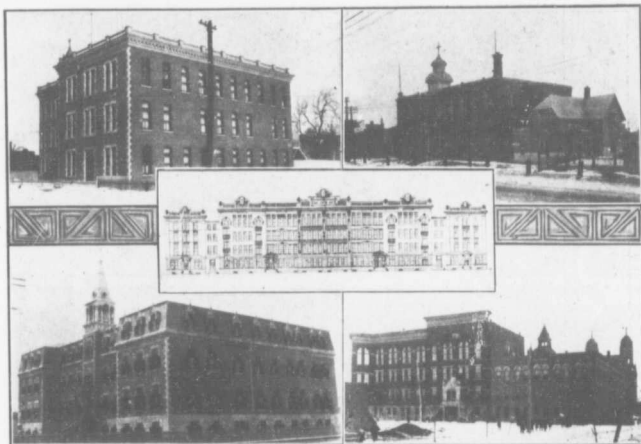
manufacturers, offer a reliable service and lowest rates on lighting and power.

The interior view of the Company's No. Q. station, shown on another page, will give the reader some idea of its plan of operation. The Company has provided a number of gas engine units, with a view of having the necessary standby at all times; and since it generates its power under roof, and since its transmission lines are, therefore shorter, it is freer from interruptions of service, due to storms and other like causes which invariably impair the service when the current must be brought from greater distances. The station is equipped with the most modern types of producer gas engines and is conceded to be one of the most modern power equipments of its kind on this Continent. The current gene-



STATION "Q" DOMINIONLIGHT HEAT & POWER COMPANY.

General Offices 282 St. Catherine St. West, Montreal. Tel. Up 6110.



Catholic School Viauville; Hospital (Sisters of Providence); Christian Brothers School of the Holy Name; St. Emélie Academy; Christian Brothers Academy. C. A. Reeves, Architect;
A. Gratton, Contractor.

Photos by Harry Richards.

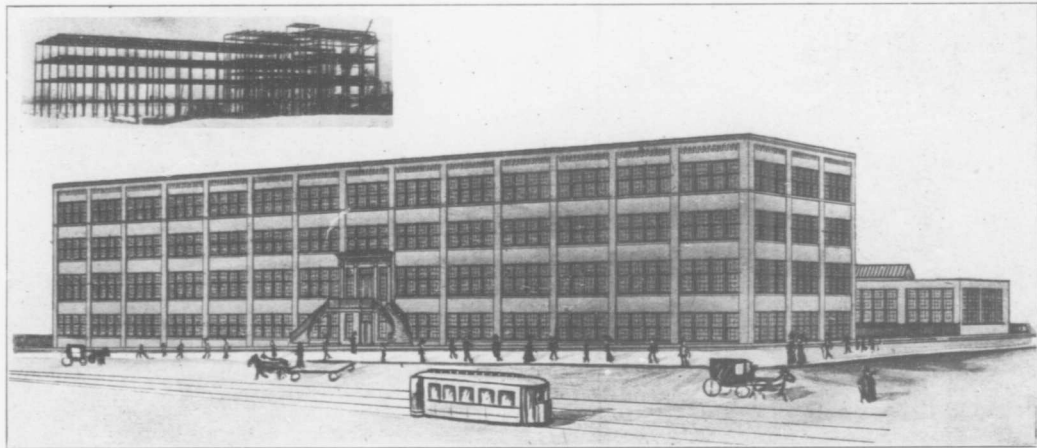
rated is mostly 3-phase, alternating current both kinds of current being ready to supply at whatever voltage the consumer might require. The Company's transmission lines throughout the City of Maisonneuve, and indeed, extending into the City of Montreal, and consisting of some forty miles of lines, are of the best and of the most modern construction.

Manufacturers who may be in search of new sites, would do well to bear in mind that since it is usually cheaper to buy power than to generate it, they could not do better than to locate in Maisonneuve, where, amongst the many other advantages, in point of labor market, etc., they would benefit by being near a large power station, which is equipped for the purpose of

taking care of their lighting and power requirements.

LABOR

As the great majority of residents of Maisonneuve, own their own homes, and as the majority of its people are working men, it follows as a sequence that it possesses a very intelligent class of laborers, a fact which should appeal with great force to the prospective manufacturers. These men are part proprietors of the Town; are represented in the municipal council, and are interested in the growth and development of the town as much as the business man, and the factory owner. So far, there have been no strikes although more than 10,000 people are employed in its various industries. La-



New building in course of construction.
H. C. Stone, Architect.

UNITED SHOE MACHINERY CO. OF CANADA.
MAISONNEUVE.

New building completed.
Maisonneuve.



Residence CHS. A. REEVES, Architect.
Tel. Main 3540. Tel. East 6824. Office 58 St. James St. Residence 469 Pie IX Ave.
Maisonneuve.

Photos by Harry Richards.

bor difficulties have arisen, but they have been amicably adjusted between employer and employee.

MANUFACTURING

The real backbone of Maisonneuve is of course, its manufacturing industries. It is the one distinctive feature which distinguishes it from the many suburbs in and around Montreal, and is the cause more than anything else of its growth and development.

Nearly 25 years ago, the St. Lawrence Sugar Refining Co. Ltd., recognized its superior advantages, and moved its refinery to Maisonneuve from Montreal where it was located since 1878. The Company occupies large premises extending from Bourbonniere eastward to Pie IX

streets and from the river front to Notre-Dame, and across where its cooperative works are located.

The St. Lawrence Sugar Refining Co. Ltd. is one of the largest sugar refineries in Canada. It refines all grades of sugar of the very highest quality, from imported cane sugar which they sell at wholesale throughout the Dominion.

The company employs over 400 people, and refines 1600 barrels of sugar daily. As the works are in constant operation, it does a gross business of more than \$4,500,000 annually, paying out in wages weekly, between \$5,000.00 and \$6,000.00, or nearly \$300,000, yearly.

The importance of Maisonneuve as an industrial center is signaled by the coming of the United Shoe Machinery

THE TOWN OF MAISONNEUVE.



THE WATSON FOSTER CO. LIMITED.
Makers of Wall Paper, Ontario St. Maisonneuve.



AMERICAN CAN CO.
Tel. East 4568. Jeanne d'Arc & Ontario Sts. Maisonneuve.

Photos by Harry Richards.



EPHREM LEMAY (Aid.)

Residences.

ROBERT FRASER (Aid.)

M. G. ECREMENT

Secy-treas.

OSCAR DUFRESNE (Aid.), ALEX. MICHAUD (Mayor), OCTAVE GERMAIN (Aid.)

Photos by Harry Richards.

Company.

This great organization is now constructing here a new manufacturing plant in order that the future demands of the Canadian shoe industry may be met.

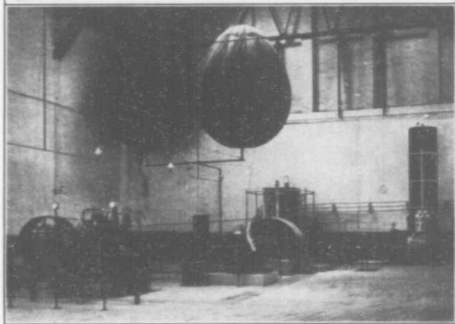
Nine years ago the United States Shoe Machinery Company erected in Montreal its Canadian factory. The shoe manufacturing business of the Dominion has grown steadily as a result, and the shoe Machinery Company has always been in advance of the times.

The new plant which will be completed in the autumn will provide about 100,000 square feet of floor space. The buildings are two in number and are connected by a wing. They are 280 feet in length, 60 feet wide, and of four stories. The structures are of steel and brick and are thoroughly

fire-proof. Employment will be given to 400 people.

The American Can Company, which has its Canadian Headquarters in Maisonneuve, occupies a large two story brick building covering an area of 200 x 400 feet. This company has some 40 branches in the United States and Canada, manufacturing anything and everything in the shape of tin goods. When seeking for a favorable location as headquarters for their Canadian business, the Company decided on Maisonneuve as the most favorable. They bought up the Acme Can Works, greatly enlarged it, installed the latest and newest machinery, and made the plant thoroughly modern and up-to-date.

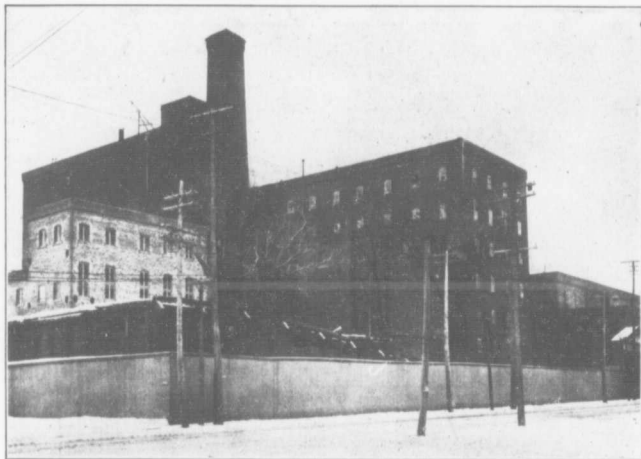
Another large manufacturing concern of Maisonneuve, is the Warden



R. J. LEVY.
Manufacturer of Oxygen. Complete Welding and Cutting Plants supplied.
Tel. East 6713. Maisonneuve.



ALPHONSE GRATTON.
General Contractor. Specialty Brick and Stone Work.
Tel. East 3784, 138 Third Ave. Maisonneuve.
Photos by Harry Richards. C. A. Reeves, architect.



ST LAWRENCE SUGAR REFINING CO., LIMITED.

General Offices C.P.R. Telegraph Building. Montreal. Tel Main 724

Tel. East 5900 Refinery. Maisonneuve.

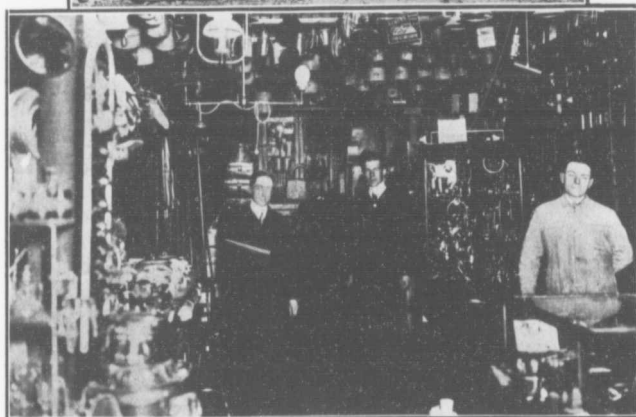
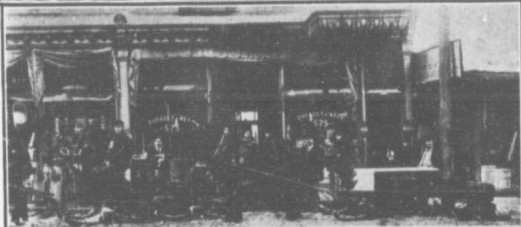
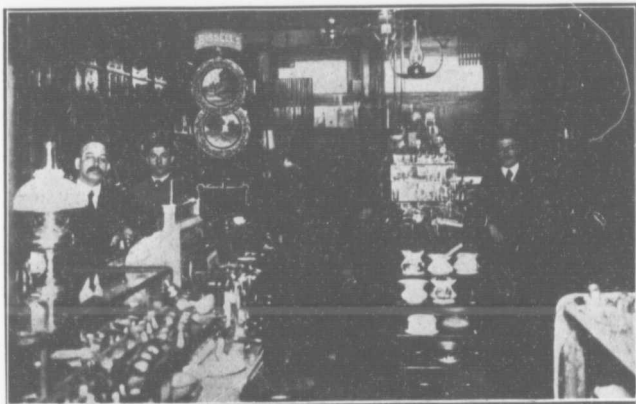
Photos by Harry Richards.

King Company, Limited. This is an old established business and is well known throughout Canada as the manufacturers of the "DAISY" HOT WATER BOILER, "VIKING" HOT WATER and steam boilers, steam and pipe fittings, stable fittings and castings. They occupy extensive premises, as will be seen by the illustration, and employ a large number of skilled mechanics. The Company has in operation a valuable and well-equipped plant, is doing a large and increasing business towards which the establishment of their works at Maisonneuve affords every facility.

In the manufacturing of wooden boxes of all kinds, Abel Fortin & Co., have a well equipped box and lumber factory situated at the corner of

Grand Nord and Desjardins Streets. They established here about four years ago and have worked up a successful business in keeping with the steady industrial development of the town of Maisonneuve. They make a specialty in rough and dressed lumber and mouldings, and have special facilities in location and factory arrangements for manufacturing.

For the manufacturing of oxygen La Société L'Air Liquide de Paris, which has branches all over the world, has established a factory in Maisonneuve which is the first of its kind in Canada. They commenced operations in Canada in April 1911. It is intended to supply this country with oxygen gas contained in steel cylinders for all possible requirements, such as medical use



Photos by Harry Richards. DUFALT & REED.
 Hardware, Paints, Oils, Plumbers Supplies, etc. Interior view Store 575 Notre Dame St.
 Tel. East 3393; Merchants 1658. Exterior view Store 575 Notre Dame St.
 Interior view Store 571 Ontario St. Tel. East 3643. Maisonneuve.



J. A. GAGNON.

Electrical Contractor. Wholesale & Retail Department. Factory. Sample Room.
 Electrical Supply Department. Tel. East 2018. 733 Notre Dame St.
 Maisonneuve. Established 1896

Photos by Harry Richards.

and calcium light but especially for the welding and cutting of metals, in which the oxygen finds its principal uses.

By the welding process all kinds of metals, iron, steel, cast iron, brass, copper, aluminium, can be welded and a large variety of articles can be made cheaper than by the older methods of rivetting and perfectly strong joints can be obtained. By means of oxygen, iron and steel plate of any thickness can be cut with great speed.

The oxy-acetylene process has already been adopted by the C.P.R. and G. T. R. shops by several big steel foundries and by several local machine shops.

The building covers about 70 x 100 feet and is occupied for making

oxygen and a shop for undertaking welding and cutting demonstrations. The plant for the manufacture of oxygen will be capable of producing 50,000 cubic feet of oxygen per day.

Mr. R. J. Levy, who is the head of the business will be pleased to allow an inspection to all parties interested.

The electrical factory of J. A. Gagnon was established in 1896. It manufactures all kinds of brass fixtures, and does an extensive wholesale and retail business.

The Maisonneuve Quarry owned by J. Rhéaume, was opened two years ago, consisting of 40 acres. It has 3 modern stone crushers, operated by com-

THE TOWN OF MAISONNEUVE.



DUPONT & FRERE.

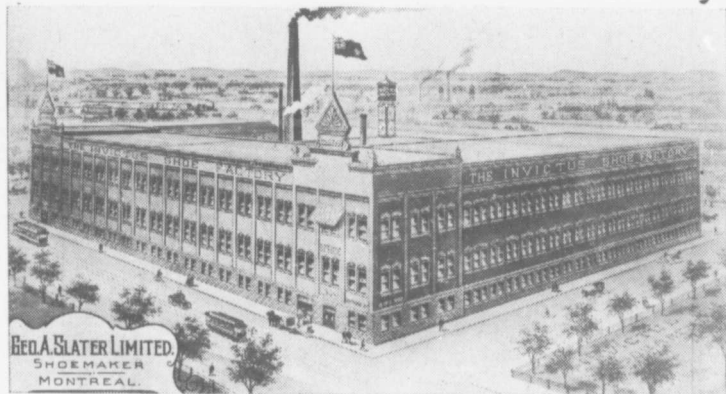
Boot & Shoe Manufacturers. Tel. East 2837. Aird Ave. Maisonneuve.

Photos by Harry Richards.



The McDERMOT SHOE COMPANY.

Manufacturers of Women's Fine McKay Shoes. Tel. East 5552.
Letourneux Ave. & Ernest St. Maisonneuve. (C. A. Reeves, architect).



GEO. A. SLATER LIMITED.

Makers of the "Invictus" Shoe. Tel. East 456. Ontario St. & Aldr Ave. Maisonneuve.

pressed air and electricity, and have a capacity of 1,500 tons per day.

The product mostly "Banc Rouge", is used for macadam and foundation stones, and has been favorably approved by the city of Maisonneuve, which gives it exclusive use for paving.

The company employs about 75 to 100 men, and pays out in wages annually between \$125,000 and \$150,000.

Besides the factories described, Maisonneuve is the home of the United Soap Company, of Canada which makes "Canada Best" a laundry soap known throughout the Dominion of Canada; the Natonal Licorice Co.; The NeverSlip; King Paper Box Factory; Woodhalls Tack Factory, and Corbeil & Frere lumber Mills; The Canadian Spool & Cotton Limited, and other industries, all of which have recognized the superior advantages Maisonneuve offers;

SHOE MANUFACTURES

Maisonneuve is the largest Shoe Manufacturing Centre on the Island of Montreal. The town has seven factories which manufacture yearly close to 3,500,000 pairs of shoes, paying out in wages annually more than \$1,000,000.

The Shoe factory of Dufresne & Locke Ltd. was established in 1900. The original building has been enlarged several times, culminating in its present imposing building, doing business ten times as large as it did the year it was first located in Maisonneuve. The Company has some 500 employees, and manufactures some 3,000 pairs of shoes daily for both men and women wear of McKay and Good Year Welts, which are sold to Jobbers only. They pay out in wages more than \$300,000.00 annually.

THE TOWN OF MAISONNEUVE.



DUFRESNE & LOCKE, LIMITED.

Shoe Manufacturers. Tel. East 1829. Ontario and Desjardins Sts. Maisonneuve.



THE RIDEAU SHOE CO. LIMITED.

Tel. East 1268. 543 Desjardins Ave. Maisonneuve.

Photos by Harry Richards.



J. P. ABEL, FORTIN & CIE.

Box Factory. Tel. East 6322. Desjardins Ave. Maisonneuve.

Photos by Harry Richards.

UNITED SOAP CO. OF CANADA.

Tel. East 7186. Bennett Ave. Maisonneuve.

Established in 1901 the Geo. A. Slater Ltd, is today one of Maisonneuve's leading industries, with more than 300 employees manufacturing daily 1,000 pairs of mens' womens' and boys fine welt shoes, and paying weekly in wages from \$3,000 to \$3,500. Their product is known under the name of the "Invictus" and is featured as "The Best Good Shoe," and is sold by the leading shoe dealers in the Dominion.

The Rideau Shoe Co. Ltd, was or-

ganized three years ago with a capital stock of \$100,000.00 and since that time has forged to the front as one of the town's leading Shoe industries. The Company has 150 employees who produce weekly 3,000 men and women's shoes of the finest Goodyear welt, and who are paid in wages \$60,000 annually.

The Shoe Factory of Dupont & Frere was established 25 years ago by Napoleon Dupont. Seven years ago,



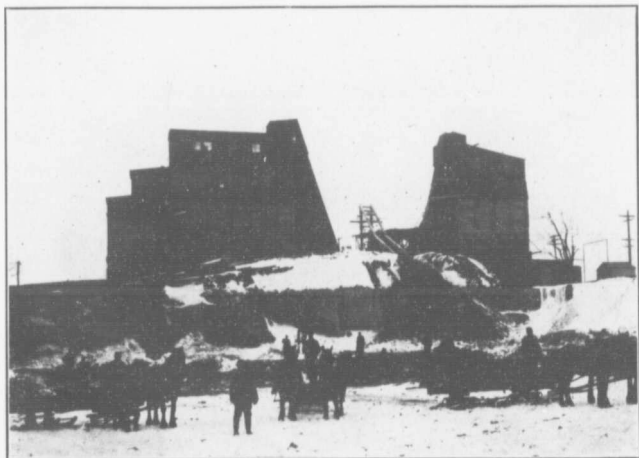
F. X. VALIQUETTE.

Exterior. Furniture. Carpets. Oil Cloths.

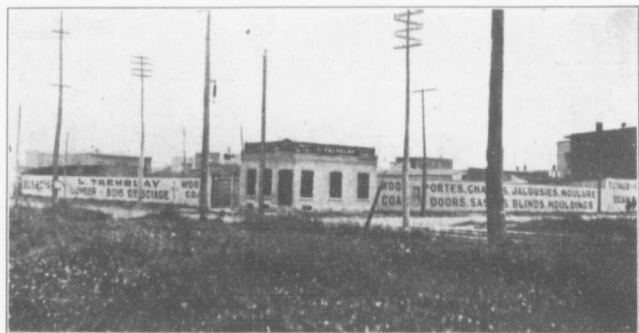


F. X. VALIQUETTE.

Interior.
Furniture, Carpets, Oil cloths. Tel. East 2828. Cor. St. Catherine & Pie IX. Maisonneuve.
Photos by Harry Richards.



MAISONNEUVE QUARRY. J. Rhéaume, Proprietor.
Building and Paving Stones. Tel. St. Louis 3903. Maisonneuve.



LEVIE TREMBLAY.
Lumber Wood & Coal. Tel. East 905. Cor. St Catherine St. & Afrd Ave. Maisonneuve.
Photos by Harry Richards.

his brother A. L. Dupont entered the firm, and since then they have been doing business under the name of Dupont et Frère. They manufacture men's and women's shoes of medium

grade. They employ about 155 people manufacture 4,500 pairs of shoes weekly with an annual wage roll of nearly \$70,000.00, doing a business of \$250,000. The McDermott Shoe Co's factory



J. E. I. CLAVEL

Electrician & Plumber. All kinds of Electrical Supplies.
 Dealer in Fine English Fixtures. Tel. 2451.
 172 St. Catherine St. Maisonneuve.



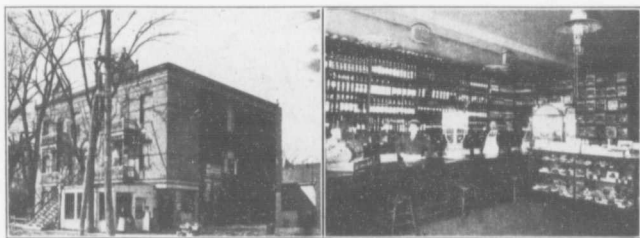
J. T. A. GAUCHER

Jeweler, Watchmaker and Graduate Optician. Maker of
 Wedding and Fine Diamond Rings. Phone East 5605.
 159 Lasalle Ave. Maisonneuve.

Photos by Harry Richards.



VIAUVILLE PHARMACY, C. Deneault, Proprietor.
Prescriptions carefully compounded. 73 St. Catherine St. Viauville,
Maisonneuve. Tel. East 5505.



Photos by Harry Richards.

J. D. MARTINEAU, Grocer.
Tel. East 5029. 391 Notre Dame St. Maisonneuve.

came from Montreal to Maisonneuve two years ago. It occupies a large 3 story building, has over 100 employees, and manufactures weekly 3,000 pair of woman's high grade McKay shoes, which are sold to retail dealers and jobbers paying annually in wages some \$55,000.00.

These factories and that of the Kingsbury Footwear Company Limited, and the factory of Poliquin

& Gagnon, which are in constant operation, are equipped with the latest and most up-to-date shoe machinery, and turn out a product unsurpassed by any of the large shoe centres in the United States.

ICE HOUSES

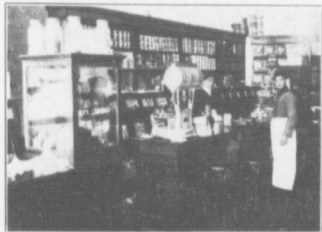
The DOMINION ICE CO. Ltd., with a capital of \$75,000.00 was established in Maisonneuve 11 years ago.



L. P. GATES. Grocery Store. Bell Telephone East 266. 71 Notre Dame St. Maisonneuve.



J. A. RICHARD & CIE.
Wholesale Confectionners. Tel. East 6904.
600 Notre Dame. Maisonneuve.



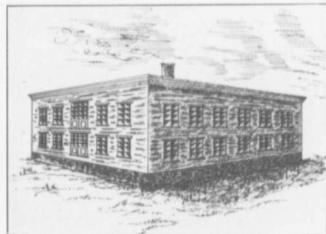
A. PIGEON. Grocer.
228 Lasalle Ave. Tel. East 6955.
Maisonneuve.



CHARLES BELANGER.
Dry Goods. Telephone East 5289. 547 Ontario St. Maisonneuve.



GEO. V. KNEEN.
Groceries. Phone East 5185. 496 St.
Catherine St. cor. Letour-
neux Ave. Maisonneuve.

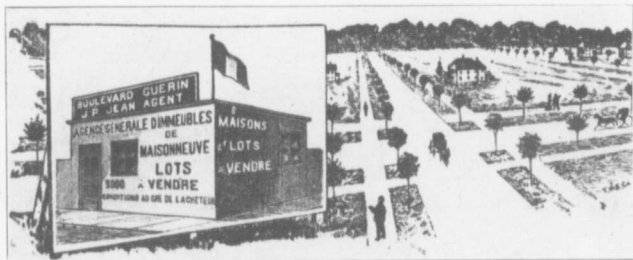


S. MEUNIER & FILS.
Show Case Manufacturers. Tel. East 6834.
210 Pie IX Ave. Maisonneuve.



LOUIS LANGLOIS.

General Carter Express for Moving. Storage for Pianos, Organs, Safes, etc.
Tel. East 3525. 58 Second Ave. Viauville, Maisonneuve.



CHAMPAGNE & PERREAULT.

Successor to J. P. Jean.
Real Estate Brokers & Insurance Agents. Cor. Ontario & Bourbonnière Sts.
Tel. East 6272. Maisonneuve.

Photos by Harry Richards.

The Company's working property embraces an area of 200,000 square feet. The basin has the purest spring water, from which all the ice it sells is manufactured, so that its patrons can rest

assured that the product is the purest that can be had, and it is sold no higher in price than the ordinary river ice.

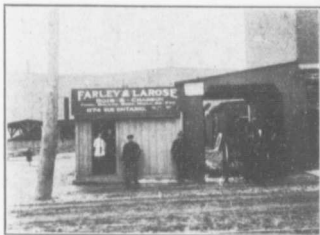
The Company has an artesian well on the property 617 feet deep with a ca-



MAISON VIAU (Branch)

Eugène Viau, Prop. Cor. St. Catherine St. & Letourneux
Ave. Maisonneuve.

Photos by Harry Richards.



FARLEY & LAROSE.

Coal and Wood. 674 Ontario Street.
Maisonneuve.



THE VIAUVILLE HARDWARE HOUSE.

J. N. Normandin, Prop. Tel. East 2547.
221 St. Catherine St. Maisonneuve.



Dr. J. ARM. PATENAUDE, Pharmacy

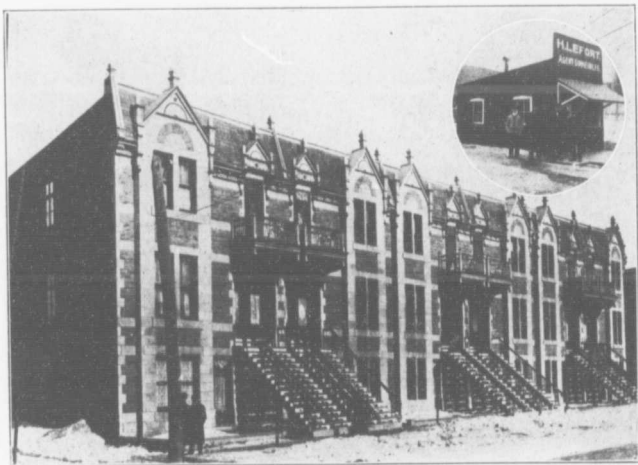
Phone E. 4783. 595 Lasalle Ave.

Photos by Harry Richards.



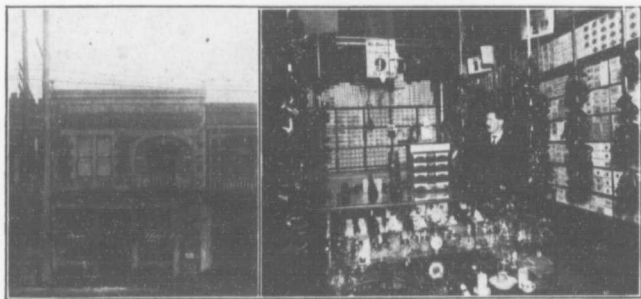
NAP. ST-AMAND.

Established 1897. Coal & Wood. Whole-
sale & Retail. Tel. East 6855.
548 Lasalle Ave. Cor. Terminal



H. LEFORT, Real Estate

Farms, Improved and Unimproved Property bought and sold. Money to loan.
626 Ontario St. Maisonneuve.



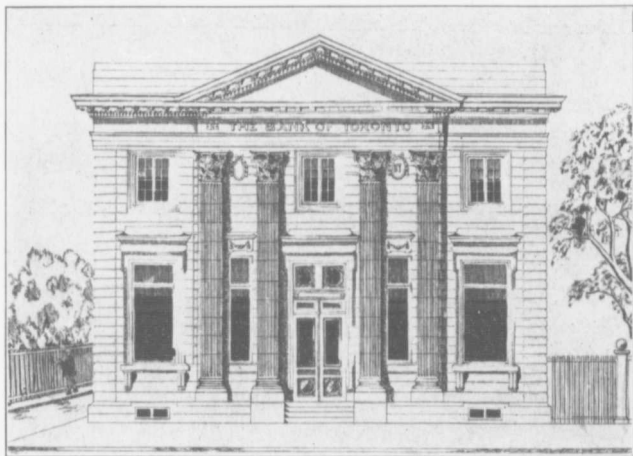
A. VANIER, Boots & Shoes

Tel. Merchants 1596. 567 Ontario St. Maisonneuve.

Photos by Harry Richards.

capacity of 3,000 gallons an hour which in case the springs give out, is used to supply the water for the basin where the ice is cut.

Another large firm of ice dealers is that of Brunelle and Bernier, who carry on ice business, both in Maisonneuve and Hochelaga. Their product



THE BANK OF TORONTO.

Phone East 372. Branch Corner Ontario St. & Lasalle Av. Maisonneuve.



THE MOLSON'S BANK.

Tel. East 4347. Branch Cor. Ontario St. & Lasalle Avenue. Maisonneuve.
Incorporated 1855. Capital \$4,000,000. Reserve \$4,400,000.

Photos by Harry Richards.



DOMINION ICE CO.

Dr. L. N. Delorme, Pres.

Tel. East 3400. Tel. Merch. 1630.

Photos by Harry Richards.

J. E. Bernier, Mgr.

1113 Lasalle Ave., Maisonneuve.

consists of the finest river ice, which they sell both retail and wholesale in Montreal and Maisonneuve.

BANKS

The City has unusual banking facilities. The Hochelaga bank, Molsons and the Bank of Toronto have branches in Maisonneuve. The two latter have buildings now in the course of construction which when completed, will greatly augment the architectural appearances of the City.

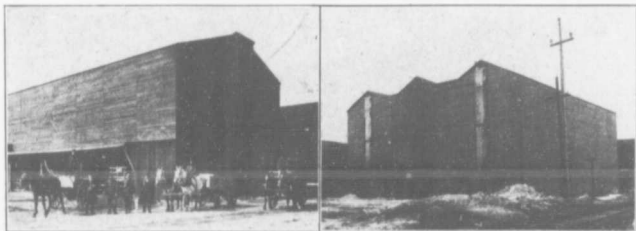
THE BANK OF TORONTO

Realizing the bright future of Maisonneuve as a manufacturing and commercial centre The Bank of Toronto established a branch here a 1903 being the first bank to open a branch in this district. This branch is under the ma-

nagement of Mr. E. W. Lamprey and the business has steadily increased with the progress and development of the town. The bank is now erectng a fine building at the corner of Ontario street and Lasalle Avenue which will be ready for occupation in July next. It is a two story structure in white glazed terra-cotta and has two street frontages, 50 feet on Ontario Street and 40 on Lasalle Avenue. It is in the 18th century French style architecture and will have a beautiful interior finish. On the ground floor will be the Banking Room and Managers office, the top floor will be reserved for offices and the basement comprises lavatories, etc.

The building was designed by Hogle and Davis, the well known firm of architects, 80 St Francois Xavier St. and

THE TOWN OF MAISONNEUVE.



BRUNELLE & BERNIER.

Ice Merchants. 270 5th Ave. Mercier Ave., Long Point. 122 Préfontaine Ave.
Office 74 Préfontaine St. Tel. East 1593 and East 1546. Tel. March. 1569.



J. E. BENARD.

Fancy and Staple Drygoods. First Drygoods Store Established in Maisonneuve.
574 Notre Dame St. 541 Ontario St. Tel. East 5888.
Tel. Merchants 1321. Maisonneuve.

*Photos by Harry Richards.*

J. L. GIROUX.

Hardware, Tinsmith, Paints, Oils, Varnish, etc. Tel Bell 2570. 695 St. Catherine St. Maisonneuve.



O. BLUTEAU.

Pastry and Confections. Chocolates and Bonbons. Wedding Cakes a Specialty. Tel. East 3643. 577 Ontario St. Maisonneuve.



EUGENE CLEROUX.

Jeweler, Watchmaker and Graduate Optician. Student of the Canadian Horological Institute. Tel. East 1256. 611 Ontario St. Maisonneuve.

Photos by Harry Richards.

the construction work is done by J. Wighton, contractor, Montréal.

THE MOLSONS BANK

With commendable foresight the Molson's Bank also opened a branch here some years ago, which is under the management of Mr. Charles Hudon. The flourishing business which the bank has established is one of the best indications of the progressive business development which the town is making. Their business has outgrown the facilities afforded in their present quarters and they are erecting handsome three story bank premises, corner of Ontario Street and Lasalle Avenue. The structure which is nearing completion, is built of Montreal lime stone and will have a frontage of 50 feet on Ontario street by 66-9 on

Lasalle Avenue. The Banking Room and manager's office will have marble flooring, with handsome iron counter and railing and ornamental plaster cornices. Upstairs will be offices and rooms for clerks while modern up-to-date vaults, lavatories, etc., will be located in the basement floor.

Another well known architect, H. C. Stone, 84 St François-Xavier St., prepared the plans for the building and Messrs Byers & Anglin are the contractors.

Special attention is given to savings deposits.

RETAIL STORES

Among the retail stores of the city, the hardware firm of Dufault & Reed occupies a foremost place. Established in 1903, with a small capital, the busi-

ness rapidly expanded so that three years later a branch store was opened on Ontario street. As an indication of its growth it may be noted that starting with two clerks they have at present 12 employees. The firm does both a wholesale and retail business in general hardware, paints, oils, wall paper, crockery cement building material and plumbing supplies of all kinds.

Another large business is the furniture store of F. X. Valiquette established in Maisonneuve in 1908. A large and select stock of furniture and household goods are carried, which is sold for cash or on weekly or monthly payments. Mr. Valiquette was for many years connected with the N. G. Valiquette Ltd, and is thoroughly familiar with every detail of the furniture trade, so that any one buying of him, can safely consult him as to what is newest and best in house furnishing.

The jewelry stores of J. T. A. Gauthier and Eugene Cléroux are modern and up-to-date. The town has fine dry goods stores in those of Chas. Belanger and J. E. Benard and Eugene Viau.

Grocery stores run by L. P. Gates J. D. Martineau, Geo. V. Kneen, A. Pigeon and others are modern and new. The electrical and plumbing business of J. E. I. Clavel is noted for the high character of the goods carried, and efficient work done. The firms of Napoléon St-Amand, and Farley & Larose have up-to-date coal offices. In fact every trade is represented. The goods carried are of the highest quality, and are sold at very moderate prices.

REAL ESTATE

It can readily be imagined that under such conditions of growth that marked the development of Maisonneuve

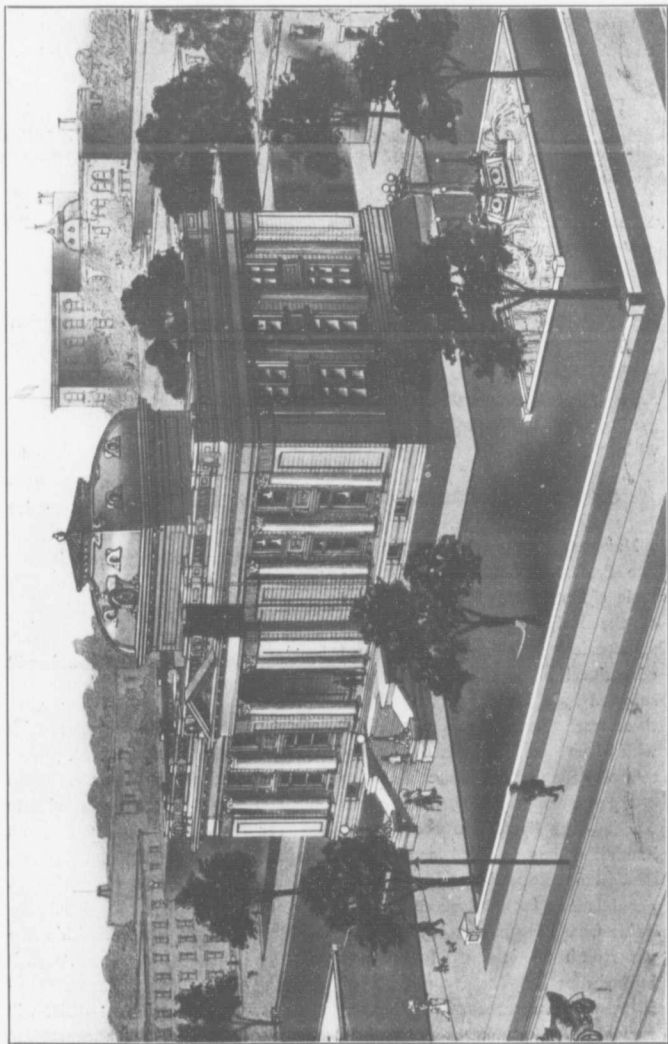
during the past 6 years the real estate values doubled and quadrupled. Land that was bought 10 years ago for 10 cents a foot, is now selling for 60 and 70 cts and as high as \$1.00 per foot. Some sections of Maisonneuve presenting six years ago the appearance of a vast prairie, are now completely built up with fine brick and frame dwellings. Such streets as Pie IX Desjardins avenue, and Orléans and others were without dwellings of any kind a few years ago.

One can scarcely imagine the change in a decade, from a tractless prairie, to a city of 25,000 people occupying large and substantial homes. Whole farms have been subdivided during this period, and a large business is being carried on in improved and unimproved property.

The property of the Viauville Lands Limited, is fully subdivided, and has macadamized streets, sewers water and light. H. Lefort handling the property of the Desjardins estate, has some choice property for sale. The real estate office of Champagne & Perreault, established by the late P. J. Jean, and the oldest real estate concern in Maisonneuve, are the selling agents of the Guerin property located in Hochelaga, and have a large number of houses and stores for sale.

TAXES

The taxes are low in spite of the fact that the town is making improvements in every direction. Considering the fact that the City is building a new City Hall — opening new streets and macadamizing them — paving others, and laying sidewalks the rate of taxation is very low. Under its charter, the city may impose a tax of \$2.00 per hundred, but it levies only \$1.05 per hundred, out of which all expenses of managing the municipality are paid.



NEW CITY HALL.



ONTARIO STREET.

Photos by Harry Richards.



PIE IX STREET.

Manufacturing industries are liberally dealt with. These have had their taxes remitted for a long period of years, a policy which the town pursues in regard to any industries willing to locate within its borders.

CHURCHES & SCHOOLS

Maisonneuve has two Catholic and two Protestant Churches. The Catholic churches are large, the church of the Holy Name of Jesus being an especially imposing building. The educational needs of the people are supplied by a Protestant school with three teachers, and a Catholic school with 53 teachers, in the latter the Sisters of Jesus and Mary, are in charge of the girls, and the Christian brothers teaching the boys. Forty cents per hundred dollars, is levied for purposes of Catholic Education, and 25 cents per hundred for Protestant schools. Aside from this, parents pay 35 cents per month for each child they are having educated. The Catholic School Board paid last year for education the sum of \$40,000, while the Protestant Board paid out several thousand dol-

lars from which it may be seen that education is highly prized and unselfishly fostered.

GENERAL ADVANTAGES.

The Town Government aims to make Maisonneuve not only a thriving manufacturing centre, but an attractive place of residence as well. While all streets are macadamised, it will pave during this year, Notre Dame, St Catherine, Lasalle and Ontario Streets, as well as that part of the streets surrounding the churches. To do this will cost \$700,000.00.

Maisonneuve Park, covered with trees, contains 165 acres while Viauville Park facing the river, though small, is sought by those who wish to be near the water. The town has an hospital for old people and orphans, conducted by the Sisters of Providence. The grounds of the National Lacrosse Club, are located within the borders of the town. The Town is building a New Town Hall at a cost of \$75,000 while the new Post Office will cost \$60,000. The Town expects to have an incenerator costing \$100,000,



J. E. BOURDON.

Painter and Decorator. Tel
East 3956. 205 Jeanne
d'Arc, Maison-Neuve.

Photos by Harry Richards.

and public baths in the near future. It has efficiently managed fire, police and health departments. Living expenses are low. Rents are cheaper than in Montreal, and meats and provisions cost less. All the houses have water and are lighted by gas and electricity. It has both a local and long distance telephone service and is connected with Montreal by a fine street car service. There is nothing wanting to make Maison-Neuve an ideal place of residence, not only to the people who work in its industries, but also to those whose business take them to Montreal.

TOWN COUNCIL

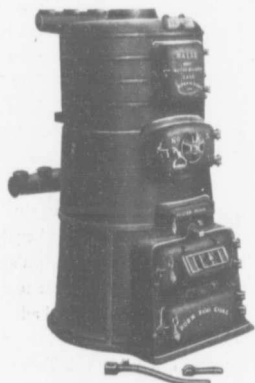
The Town is governed by a council of six Alderman, the Mayor and town Clerk, who conduct its business and appoint the various town officers. While the position of Mayor is elective, that of the Clerk is appointive. The Council is composed of the following: Alexander Michaud (mayor); M.

G. Ecrement, sec. treas.); Robert Fraser, Levie Tremblay, Oscar Dufresne, Octave Germain, Charles Bélanger and J. Ephrem Lemay. It may be interesting to note that the present Mayor Mr. Michaud, has been re-elected by acclamation to serve the Town for another two years, while Mr. Ecrement, has held the position of clerk for the past 21 years. The Council is composed of energetic men, through whose business foresight the development of the city is largely due.

When some years ago, they began to lay the foundation of the town's development they had not a little to contend with. The Town had not only to have light and water, but paved streets as well. To-day the Town has all these advantages. Every street has sewers, and water pipes. The establishment of industries followed one upon the other. The value of property went up by leaps and bounds. The population increased — New homes were built, stores followed. All of which must be placed in a large measure to the civic foresight of the men who governed it during the past decade.

There is no doubt whatever, that almost every part of ground of the Maison-Neuve municipality, will be taken up in the not distant future. Whoever invests in any of its property, will find it will double and treble in value. Not only the great Government Docks and shipyards, the factories already there and those to come are an earnest of this, but the very growth of Montreal, destines Maison-Neuve to become one of the leading suburban centres on the Island of Montreal.

Hot Water and Steam Boilers



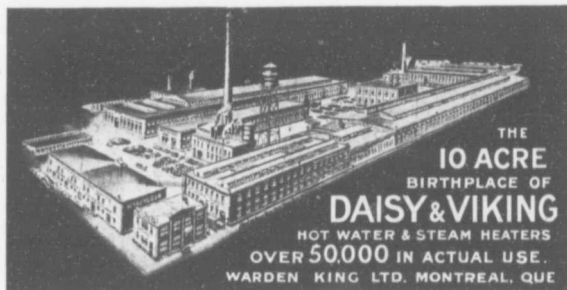
The "DAISY"



The "VIKING"



Manufactured
here



THE
10 ACRE
BIRTHPLACE OF
DAISY & VIKING
HOT WATER & STEAM HEATERS
OVER 50,000 IN ACTUAL USE.
WARDEN KING LTD. MONTREAL, QUE

WARDEN KING, Limited

Some Reasons

WHY

It pays to buy

Viauville Lands Limited

A glance at the picture shown on page "two" of this booklet reveals the fact that, Maisonneuve is surrounded on three sides by the city of Montreal. Already Montreal is solidly built up on the western boundary of Maisonneuve. The northern boundary is being rapidly preempted and the east has thousands of homes. It is therefore only a question of time when every available foot of ground will be covered with

stores, factories and dwellings. Montreal has a half million people and in 10 years it will have one million of population as all our business people admit. The natural increase will be greater every year. The overflow population will seek the places most available to the city. No part of the island is so well located in relation to Montreal than Maisonneuve. It is connected with the larger city by an unequalled street car service. It has good streets, sewers, water and light, and in the spring will have sidewalks. As shown by the plan Maisonneuve Park is situated near the middle of the property and comprises 100 acres. Moreover the city government is making every effort to induce factories to locate in their midst. These factories bring working-men. These working-men have families, and must be housed. The men earn good wages. Those wages will be invested in homes. The demand for homes will increase the demand and consequently the price of every foot of real estate. It therefore follows that anyone buying property of the VIAUVILLE LANDS LIMITED will be able to sell it if desired, not only in a few years but next year at a greatly advanced price.

For the properties owned by the VIAUVILLE LANDS LIMITED is situated in the very heart of Maisonneuve.

The property extends north from the line of the Terminal Railroad, and westward from the eastern limits of the town occupying some three hundred acres with macadamized streets subdivided and drained. The properties are situated near the Dry Docks, and shipyards which the Canadian Government is constructing at a cost of \$5,000,000.00. These dry docks when completed will revolutionize the industrial history of Montreal. Maisonneuve will become the factory heart of the Island. The Vickers Sons and Maxims of London, England who are building the docks, are going to erect a \$20,000,000. plant for building and repairing steamers as well as other works. This industry alone will add thousands of people to the present population every one of whom will add their quota to raising the price of real estate, and especially of the VIAUVILLE LANDS LIMITED property which can then practically demand its own price. Moreover it is the only property suitable for factory sites. The reader need scarcely be told that every building located on the property will increase the value of each remaining foot. And as the city is making every inducement to get new factories, a large part of this property will be utilized for manufacturing to the benefit of every property owner.

A PROFITABLE INVESTMENT

Already large blocks of the property have been sold. The demand for lots is increasing from day to day. When the property was put on the market, it sold for 17½ a foot. To-day lots are selling for 22½ cents a foot. The next year will probably see these prices doubled. As an investment therefore, any part of this property is unexcelled. Its value is bound to increase from year to year. Three years ago property in that neighborhood sold for 10 cents a foot. To-day some of it cannot be bought for \$1.00 per foot. The payments are so arranged that the first payment of 20 per cent is all that is required of him who wishes to buy in order to sell again. The balance required to be paid in five years, makes it possible to sell the property, for five times the original purchase price without any further outlay. Mining stocks or other investments are not in it with this either for profits or safety. It is the chance of a life time for the wage worker, business men and speculator. In fact, to any one who has \$100. or more to invest.

TO HOME SEEKERS



To the person who wishes to buy a home it is equally attractive. The property rises gradually northward over, looking the river and the adjacent part of the city. The air is clean, clear and bracing. It combines the beauties of the country with the advantages of the city. It is near to the factories and is connected with Montreal with an excellent street car service. It has sewerage, water, gas and electricity, and will have cement sidewalks. But above all anyone buying, while knowing it to be an advantageous place in which to live, also is certain that he will have property that in a few years will have increased in value to such an extent as to make him indepently wealthy.

The VIAUVILLE LANDS LIMITED.

NUTSHELL REASONS

For Profitable Investment.

- 1.—*Montreal's overflow population must have homes. The most suitable place is Maisonneuve.*
- 2.—*Maisonneuve through the activity of its officers officers has already succeeded in securing between 20 and 30 factories, and this year will acquire 6 more at least.*
- 3.—*The property of the Viauville Lands Limited is the most feasible property for factories sites.*
- 4.—*The property being located on a gradually sloping plateau, makes it unexcelled as residential property.*
- 5.—*The lots are large, the streets wide.*
- 6.—*Streets, sidewalks, sewers water, gas, electricity, will all be completed by the end of summer.*
- 7.—*Above all you should buy because the property will double, and quadruple its value, based upon the facts set fourth in this pamphlet which should be carefully read by every prospective investor.*

The VIAUVILLE LANDS LIMITED.

J. G. Avar & Co., Agents.

Room 29. Tel. Main 6790. 107 St. James St.

PRICES AND TERMS

*Price of lots 22½ cents per foot, and upward.
These prices, conditions and terms can be changed
with or without notice.*

First payment 20 per cent of purchase price.

*Balance anytime within 5 years, with interest at
5 per cent.*

The VIAUVILLE LANDS LIMITED.

J. G. Avard & Co., Agents.

Room 29. Tel. Main 6790. 107 St. James St.

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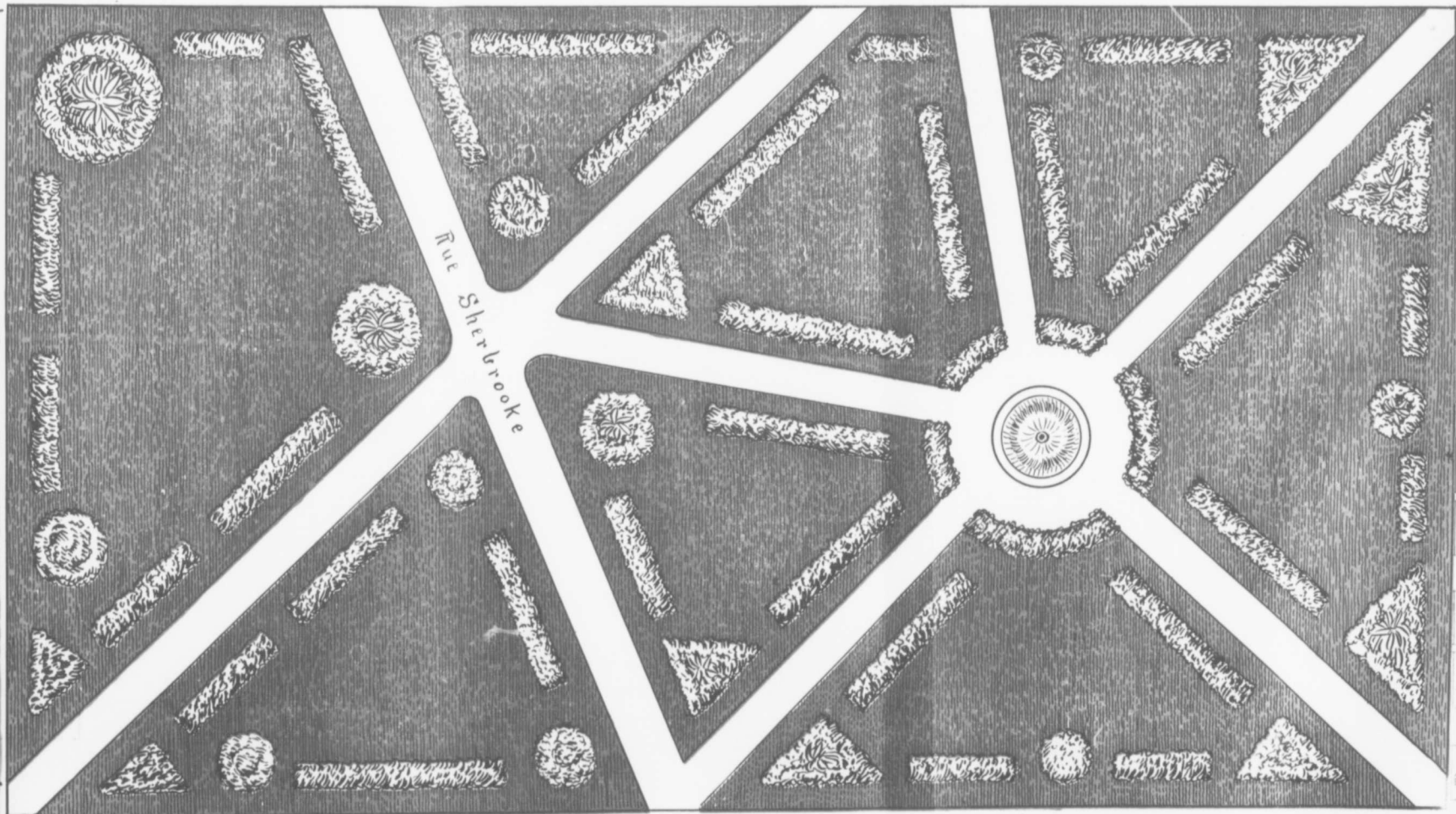
J. G. AVARD & CO.,

AGENT

197 St. James Street, Royal Trust Building

TEL. BELL MAIN 6790

Mais



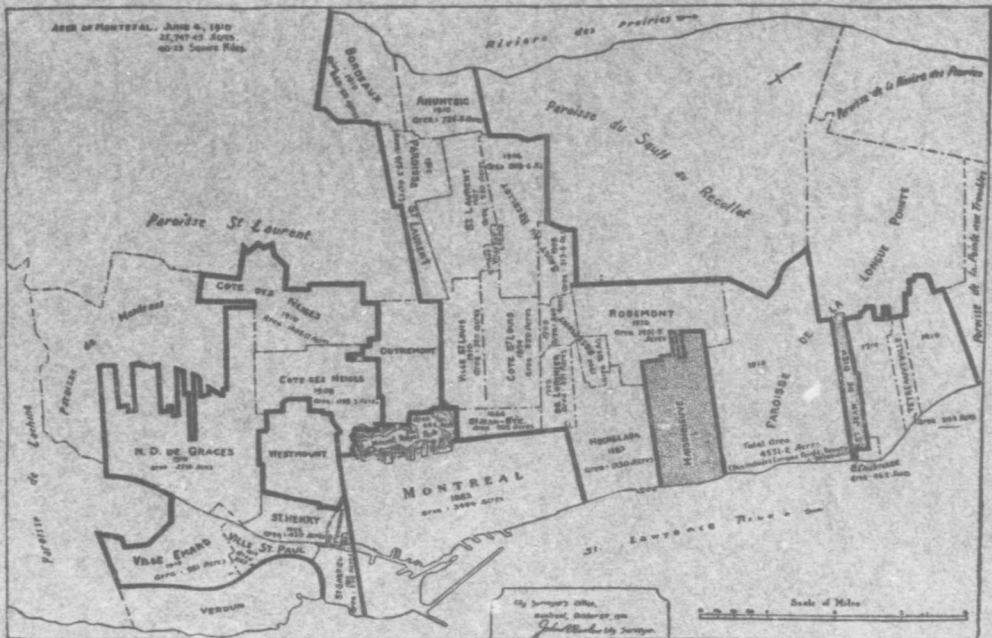
sonneuve Park

VILLAGE INCORPORÉ DE LA COTE DE LA VISITATION

Parcelle	Propriétaire	Superficie (m ²)	Superficie (acres)	Superficie (arpents)
11323	LAURENCE	1000	0.247	0.36
11324	LAURENCE	1000	0.247	0.36
11325	LAURENCE	1000	0.247	0.36
11326	LAURENCE	1000	0.247	0.36
11327	LAURENCE	1000	0.247	0.36
11328	LAURENCE	1000	0.247	0.36
11329	LAURENCE	1000	0.247	0.36
11330	LAURENCE	1000	0.247	0.36
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11398	LAURENCE	1000	0.247	0.36
11399	LAURENCE	1000	0.247	0.36
11400	LAURENCE	1000	0.247	0.36

ROUE

THEODORE



MONTREAL in 1883. Various Annexations to City. The dotted points shows the town of Maison-Neuve.