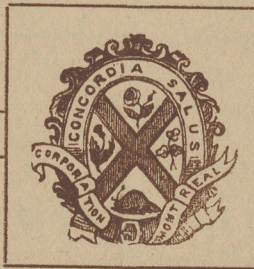


The James McGill Building
after opening of St. Law-



in 1912
-rence Boulevard Extension

W. D. Lighthall

The Board of Commissioners
of the
City of Montreal
offer the Finest Business Sites in the
Canadian Metropolis



THROUGH

The House of Browne, Limited
Civic Auctioneers

CH161. S31

¶ There is an old saying "the opportunity of a lifetime should be seized during the lifetime of the opportunity." This is extremely applicable to the opportunity which it is the purpose of this booklet to place before you.

¶ When the Board of Commissioners of the City of Montreal decided, a few years ago, upon the widening and lengthening of many streets in various sections of the City, the President of our Company suggested that instead of following out the usual procedure of just purchasing enough land for the purposes required, that enough should be obtained on each side of the street for building purposes, and this suggestion which has been acted upon in all cases has proven itself to be a benefit to the surrounding proprietors. In no case, however, has the wisdom of this move been more clearly demonstrated than in the case of the extension of St. Lawrence Boulevard from Notre Dame Street to the Harbour front, the purpose of this booklet being to acquaint you with the splendid sites offered you in the various parcels of land along this thoroughfare, which the Board of Commissioners have instructed us to sell by auction.

¶ It is needless to emphasize the position which St. Lawrence Boulevard holds as the great thoroughfare of the Canadian Metropolis. The two names by which it is always called, either "The Boulevard" or "The Main," are sufficient to convey to the minds of even the most inexperienced the preeminent position in the public mind of this, Montreal's greatest crosstown line.

¶ The Harbour of Montreal occupies a position on the North American Continent second only to that of New York City. Montreal is, and always will be, at the head of Ocean Navigation, and at the commencement of all Inland Navigation. One-third of the entire Dominion of Canada's Commerce annually passes through the Harbour of Montreal; the Government has spent millions and is still spending on the improvements and extension of the Harbour, and it will not be many years before some of the biggest vessels afloat may be able to come up to the largest city in Canada with safety.

¶ Montreal also is fortunate in having the benefit of a 1,400 mile inland river and canal system. In all, the Harbour Commissioners control somewhat over 37 miles on both sides of the river for wharfage purposes, and activity abounds wherever one looks.

¶ Speaking not only from a geographical but from a business standpoint, St. Lawrence Boulevard running down to the Harbour front is the hub from which radiates all this industry.

¶ The business district of Montreal is naturally the busiest, richest and fastest expanding of any Canadian city. The marvellous progress of Western Canada continues to attract the attention of the world, and there is one outstanding

indisputable fact that cannot be overlooked, that every step forward that Western Canada makes means greater expansion for Montreal. Montreal's commercial supremacy compared with the other Canadian cities is stupendous. Her bank clearings are enormous—it is the headquarters of the largest banks in Canada, twenty-two of which have magnificent central offices in the city, and with in the neighborhood of 90 branches to serve the needs of the various localities of the district of Montreal.

¶ There are over 2,200 Industrial Establishments in Montreal—immense sums of money invested in cotton, cloth, rubber, sugar, tobacco, flour, boots and shoes, machinery and all of the other businesses which go to make up a metropolitan city.

¶ There is an immense wholesale, retail and warehousing district extending for many blocks where the incessant turmoil of business activity seems to never end. **IN THE CENTRE OF ALL THIS BUSINESS DISTRICT IS THE PROPERTY ON ST. LAWRENCE BOULEVARD, WHICH WE WILL SELL BY AUCTION.**

¶ The sites offered, as shown on the plan in this booklet, carry with them their own recommendation to any business man and suggest a multitude of business purposes for which they can be utilized.

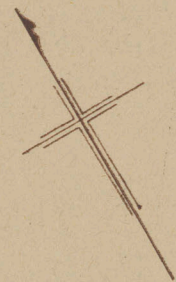
¶ You will notice the great width of St. Lawrence Boulevard, an important factor in the question of transportation facilities. Also, that the majority of the blocks of land have frontages on two streets, some of them on three, ensuring a plentitude of unobstructed light and air.

¶ A visit to the property will put before you forcibly another important transportation problem solved, a very easy grade for teams from the river to Notre Dame Street.

¶ Your attention will also be called to the accessibility of this property by street car or other mode of transportation from any part of Montreal. You will also see how close the property lies to all of the steamship piers and to all the Railway stations, an advantage that is apparent to all who ship and receive goods. In short, the property offers more desirable features than it is possible to procure in any other sites in the business district of Montreal.

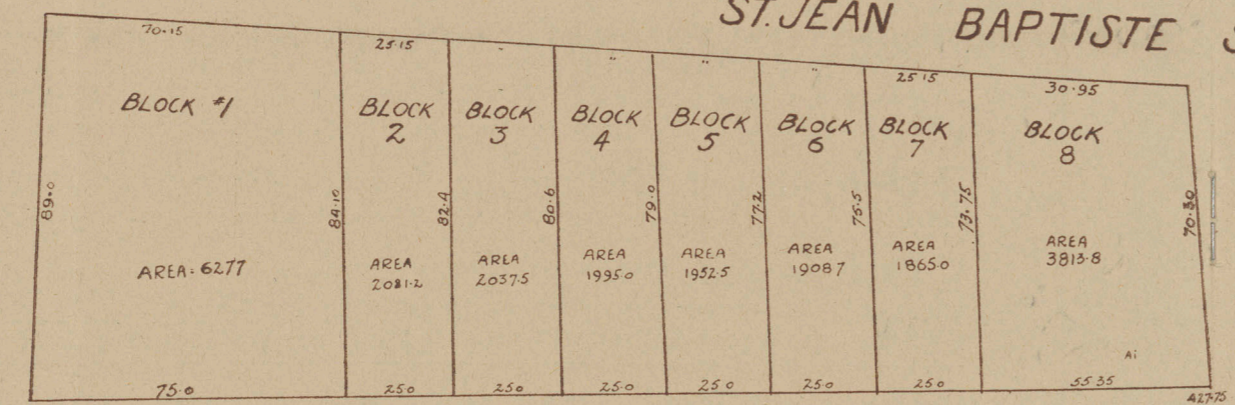
¶ In the present day of analysis and efficiency the secret of success is largely a matter of close margins. Close margins naturally suggest purchasing property on very low and easy cash terms. The property we offer you in the heart of the downtown district of the Metropolis of Canada is obtainable on the very easiest terms imaginable, as a perusal of the conditions of purchase mentioned elsewhere in this booklet will prove.

¶ There may be some particular point in relation to the property which you wish advice or particulars upon. If there is, do not hesitate to communicate with us. We are at your service at all times, either by correspondence or personal interviews and we will be happy to have communication with you at your own convenience.

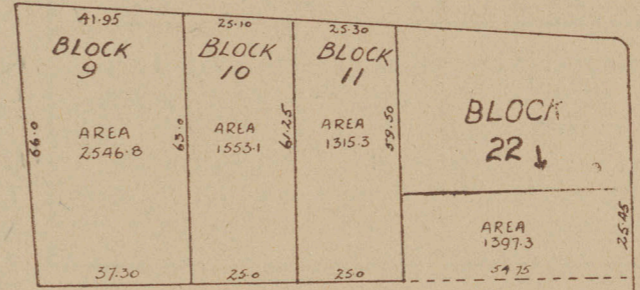


NOTRE DAME STREET

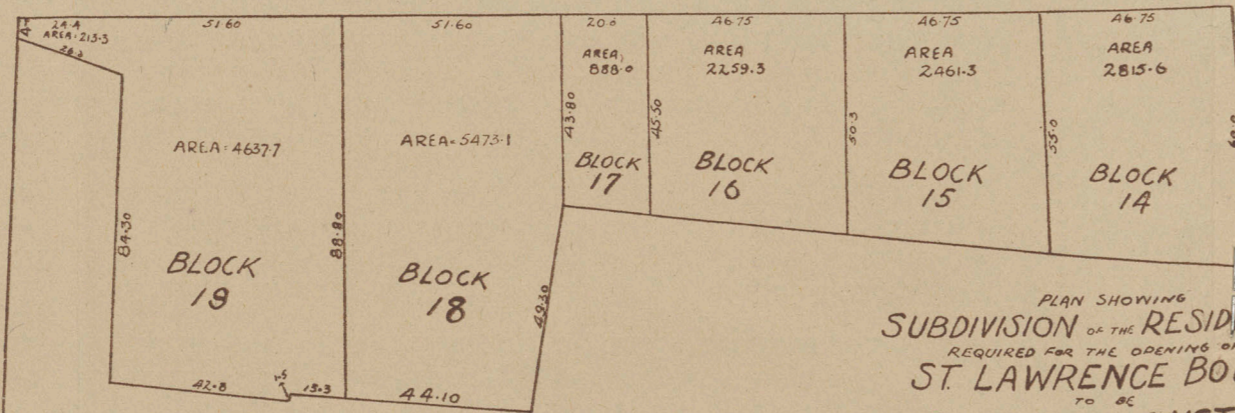
ST. JEAN BAPTISTE STREET



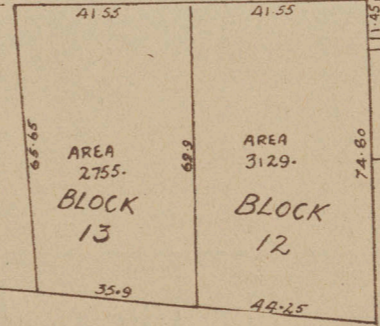
STREET



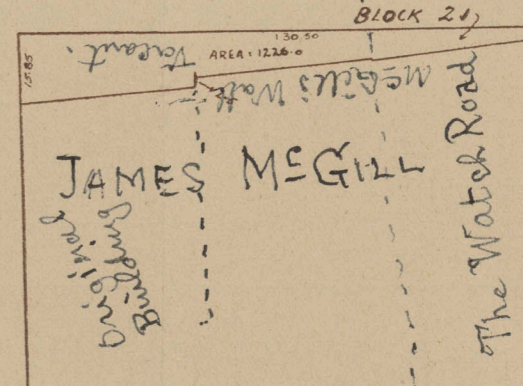
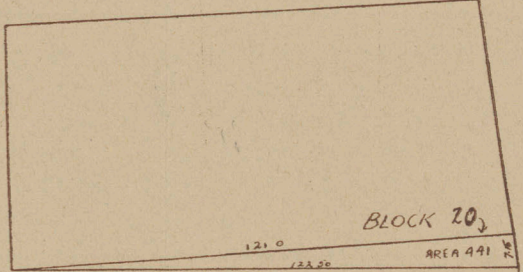
ST. LAWRENCE BOULEVARD



LE ROYER



ST. PAUL STREET



COMMISSIONERS STREET

PLAN SHOWING
 SUBDIVISION OF THE RESIDUE OF LAND
 REQUIRED FOR THE OPENING OF
 ST. LAWRENCE BOULEVARD.
 TO BE
 SOLD BY AUCTION
 THURSDAY OCTOBER 16TH AT 11 AM
 BY
 THE HOUSE OF BROWNE LIMITED
 CIVIC AUCTIONEERS
 BROWNE BUILDING 248 ST. JAMES ST.





THIS PLAN SHOWS THE PROPERTY TO BE SOLD IN THE HEART OF THE BUSINESS DISTRICT

Thursday, 16th October, 1913

at 11:00 a.m. in our

Auction Auditorium

Browne Building

248 St. James Street

These Unusual *and* Unequalled

Sites will be Sold

by Auction



The House of Browne, Limited

J. J. Stewart

Auctioneer

ST. PAUL STREET

Apparent Line of "Mitoyenneté" #2 #10 #12

Three Storey Stone Building

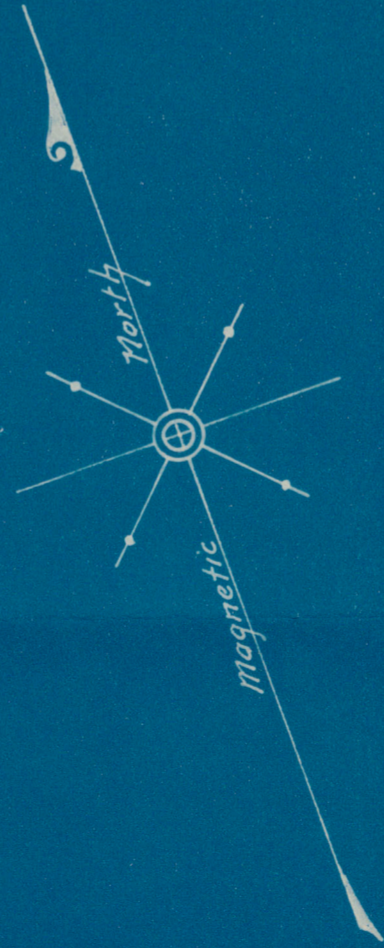
PLAN OF THE COMMON WALL
SEPARATING LOTS 38 AND 39-3
CENTRE WARD
MONTREAL

Montreal 7th July 1924

Made by

Malcolm Stanley W.L.S.

Scale: - 8 Feet to one inch English Measure
Note: Cadastral Numbers shown thus 38



ST. LAWRENCE BOULEVARD
39-2

Property of the City of Montreal
39-3

ESTATE JOSEPH TIFFIN
38

Foundation

Stone Wall

Four Storey Stone Building

Passage built over

Stone Wall

Civic Nos. 1 to 21
Apparent Line of "Mitoyenneté"

Commissioners Street

— 27 —

On motion of Alderman L. A. Lapointe, seconded by
Alderman Mayrand, it was

Resolved,—That the said report be received and adopted.

Certified :

J. J. G. G. G.

CH 161