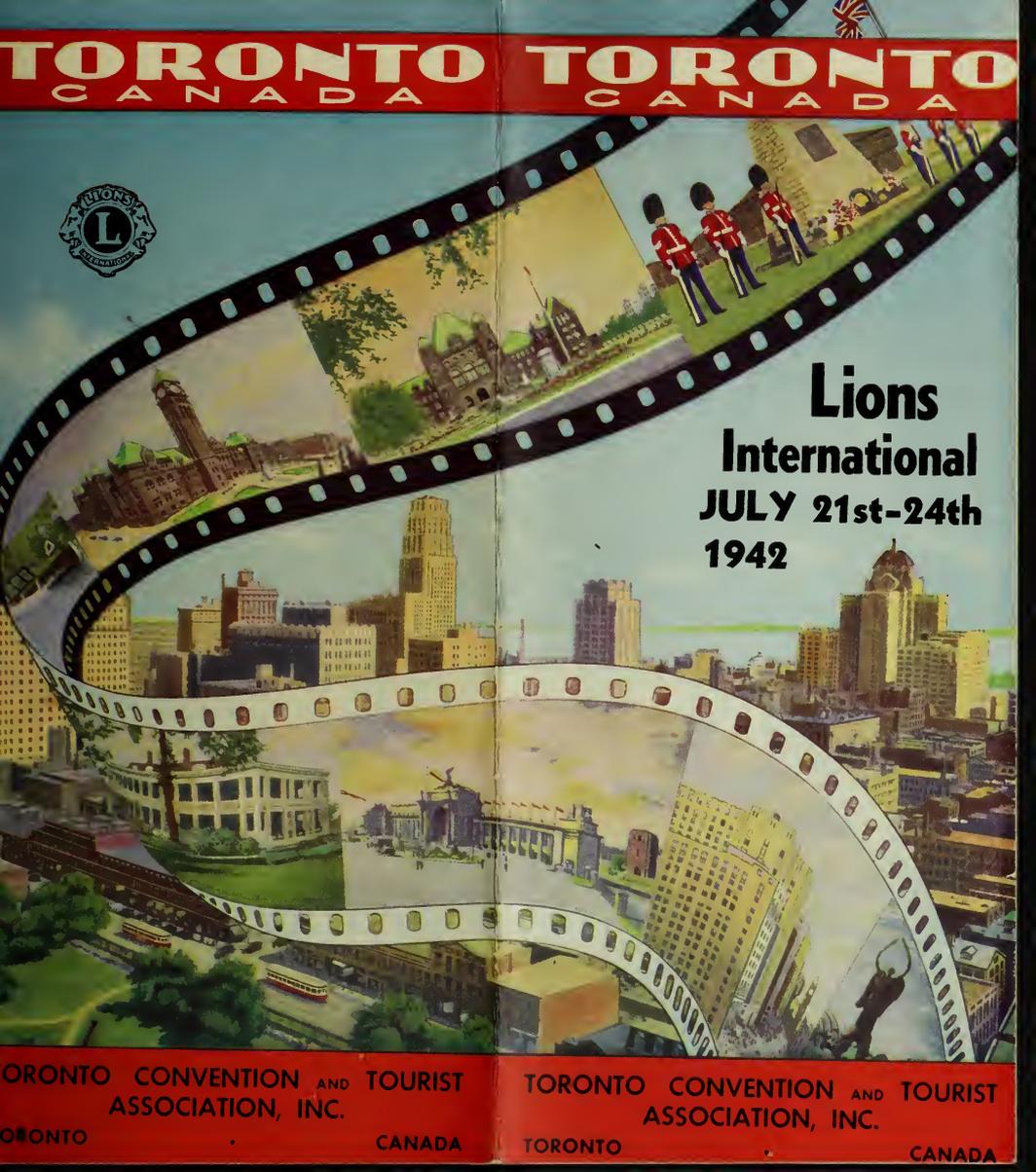


TORONTO CANADA **TORONTO** CANADA



**Lions
International
JULY 21st-24th
1942**

**TORONTO CONVENTION AND TOURIST
ASSOCIATION, INC.**

TORONTO

CANADA

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ASSOCIATION, INC.**

TORONTO

CANADA



Toronto's unique City Hall

Toronto Canada

14 hours or a bit less from Cincinnati, Washington, or Philadelphia. A motor trip to Canada! A five word recipe for an ideal Summer Vacation. The King's Highways of Ontario connect at many border points with the State highway systems of New York and Michigan, and no matter where the vacationist enters Ontario, fine driving assures him a pleasant run into Toronto.

There are no irksome formalities forced on the traveller at the International Border. No passport, Canadian motor license, birth certificate or head tax is required



Main entrance Royal Ontario Museum
University Crescent

Queen's Park. The Provincial Parliament

TORONTO, whether visited for business or for vacationing is a city of unique character. It is one of the top dozen convention cities of the continent, the hub of Canada's most important concentration of commercial and industrial endeavour, yet in summer it takes on the atmosphere of a huge summer resort. A score of famous colleges and schools headed by the University of Toronto give the city international fame as an educational centre. Canada's musical and dramatic life draw on Toronto's inspiration and onto the stages and films of the world it has sent famous actors, musicians and dancers.

A city of 850,000 population with a host of interests, commercial, industrial, artistic and musical, a widespread keen devotion to sports and most exceptional facilities for recreation, Toronto has many times called forth the exclamation "Astonishing Place!"

You'll love it, when you come to visit us, and you will find Toronto easy to reach. Not "away up in Canada!"—but just an overnight pullman trip abroad or a motor trip of absorbing interest and comfortable driving from all the great centres of population east of the Mississippi. Fully 55,000,000 people of the United States live within 500 miles of Toronto and 20,000,000 are within one day's motoring.

Located on the northern shore of Lake Ontario, midway by rail between New York and Chicago—just 11½ hours from either city—Toronto is reached in



The All-year Holiday City



Casa Loma, a French Chateau transplanted to Canada

to enter Canada for a six months' tour, or less. United States' citizens must have the State license card for the car they are driving to show the Canadian Customs Officer. The passing of the Customs takes but a few minutes and visiting motorists will find Canadian Customs Officials kind and courteous. For return to the United States during the war every one should carry identification to show United States' citizenship.

Toronto is the logical gateway to thousands of square miles of Canada's marvellous vacation lands.

As the financial and distributing

Buildings and Departmental Office Building



Famous Norman doorway, University College, University of Toronto

centre for one-third of Canada's population Toronto has a fine business section. Relics of its colonial days are still to be seen in a few narrow streets and some buildings that date back to when it was called "Muddy York", but beside these stand great office buildings running up to twenty-five and thirty stories in height. Toronto has one of the most important stock exchanges—especially in mine stocks—of the continent; and the head offices of many national and international companies.

Among its interesting departmental stores Toronto boasts two of the world's largest. They and many smaller stores and specialty shops

display a surprising array of goods made in Great Britain with the same old careful workmanship in spite of the war, and brought to Canada through all the hazards of submarines. Diamonds and Canada's native furs are seen at their best in Toronto.

Ancient and modern, old and new Toronto invites interest and offers attractions. Linking back into earlier history old Fort York proves a vivid reminder of the rivalries and contests of the past. The buildings of this Fort are the originals, not a reconstruction—with the surrounding ramparts restored as they were in 1813.

PURCHASES IN CANADA

Residents of United States returning from Canada may, after 48 hours stay, take back articles up to \$100.00 in value, duty free, if for personal or household use, or as souvenirs.

BEAUTY, HISTORIC INTEREST,
CONVENTION FACILITIES,
LIONS CONVENTION
"A"



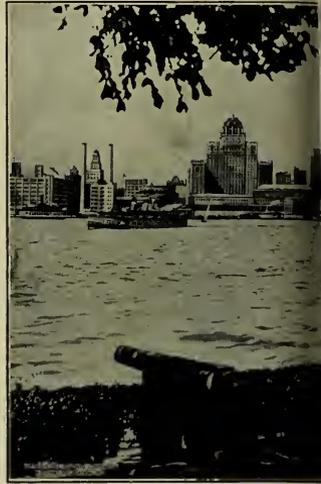
Osgoode Hall, seat of the Appellate Courts of Ontario

IDENTIFICATION FOR AMERICANS

The Canadian Government does not require American visitors to have passports to enter Canada. For convenience in crossing the border going back into the United States every traveller should carry something to establish his identity. Such papers as an old passport, birth or baptismal certificate, voter's certificate, tax receipt, club membership cards, proof of ownership of car, letter from bank manager or responsible municipal officer, driver's license or any papers of similar type will be helpful. Naturalized citizens should carry their naturalization certificates.



Northwest Rebellion Memorial



Toronto as seen from Across its Mouth



Bay Street looking North



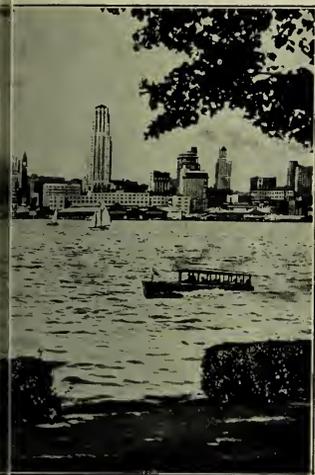
Maple Leaf Gardens where the big sessions of the 1942 Lions Convention will be held

YOU CAN HAVE A GOOD TIME IN TORONTO — NO WAR TIME RESTRICTIONS

ST AND UNEXCELLED
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 DI IN TORONTO
 JT"



Princes' Gates, Canadian National Exhibition Park



ent Modern-Equipped Harbour



South African War Memorial

ATTENTION AMERICAN MOTORISTS

A gallon of gasoline or oil in Canada is 277.3 cubic inches in volume, while in the United States a legal gallon contains only 231 cubic inches. Five gallons in Canada equal six gallons in the United States. This difference arises from the fact that the legal standard of liquid measure in Canada is the "Imperial" gallon, whereas the legal standard of the United States is the "Wine" gallon. Gasoline is not sold on Sunday, or between 7 p.m. and 7 a.m. Lions will meet no gasoline or oil supply restrictions which will interfere in any way with happy motoring.



Inside the Gardens tremendous crowds are seated in comfort for Convention Sessions



Yonge Street looking North

CTIONS — NO NUISANCE TAXES ON MEALS OR RETAIL SALES

WHAT TO SEE IN TORONTO

Parliament Buildings—Located in Queen's Park. Here all the Legislation for Ontario is enacted.

University of Toronto—Queen's Park. Toronto is justly proud of its educational system, and is famed as a research centre from which have come many notable medical discoveries. Banting Institute, Connaught Laboratories, Toronto General Hospital and Hospital for Sick Children are world famous institutions.

Hart House—Home of University of Toronto Students' Administrative Council. The Soldier's Tower (War Memorial) contains a very fine carillon.

Royal Ontario Museum—Five great museums under one roof; famous for its collection of Chinese art and displaying the only Ming dynasty tomb ever removed complete and set up outside of China.

Toronto Islands—One mile south of the City and served by ferry.

Churches—Metropolitan (United) has the second largest carillon in America; St. Michael's Cathedral (Roman Catholic), Gothic architecture, built 1847; St. Andrew's (Presbyterian), Norman architecture; Holy Trinity (Anglican), of great interest to tourists; First Church of Christ, Scientist; Timothy Eaton Memorial (United); St. Paul's (Anglican); St. James' Cathedral (Anglican); Knox (Presbyterian); Yorkminster (Baptist).

Canadian National Exhibition—Lake Shore Boulevard.

Sunnyside Amusement Park—Lake Shore Boulevard.

Old Fort York—Garrison Road. Built 1793. Original buildings, restored ramparts. This fort was the scene of the Battle of York in 1813 and is now marked by an international memorial to General Zebulon Pike. (See top of film on Front Cover.)

High Park—Lake Shore Blvd. and Parkside Drive. At Colborne Lodge will be seen a coach in which King George IV of England rode. The rooms of the Lodge are in the same order as left by the donor of the Park.

Casa Loma—A French Chateau transplanted to Canada. Once a private home, now open to visitors.

Public Reference Library—College and St. George Sts. The John Ross Robertson Gallery will prove of special interest to visitors.

Art Gallery of Toronto—Grange Road. Eight galleries of pictures and a fine sculpture court.

Riverdale Zoo—A fine collection of wild animals and birds, native and foreign.

Toronto Conservatory of Music—University Ave. and College St. Affiliated with the University of Toronto.

City Hall—Built 1891. Visitors are always welcome. The history of the city in paintings.

Allen Gardens—The collection in the Horticultural Houses has been gathered from the four corners of the earth.

GOLF

The golfer finds courses to his taste whether he wants to try hazards that test out experts or play at ease over sporty, but not extreme links. There are few, if any, cities on the North American Continent that can boast of finer links than those in and around Toronto. Thirty-two courses are required to meet the demands of Torontonians; all are 18-holes and 6,000 yards or over. Visitors should bring their clubs and enjoy a game.

Hundreds of well kept tennis and badminton courts are to be found in Toronto Parks. Toronto Islands are a cyclist's paradise. No motor cars are allowed on the islands and both adults and children ride in safety to their heart's content.

FOR CONVENTIONS

Unexcelled convention facilities and services have made Toronto one of the dozen most popular convention cities of the continent. Air-conditioned auditoriums, foyers, ballrooms and parlours, complete loud speaker equipment, plenty of elevator equipment, and thoughtful service have assured the success of hundreds of America's largest and best known conventions.

There is no duty on exhibits being shipped to Toronto for conventions, or returning to the United States. There is duty on advertising matter, souvenirs and samples, but if arrangements are made with this Association we will assume any duty imposed. Exhibitors can ship to Toronto all goods and fixtures for convention displays with the same facility as to any city in the United States. Everything in connection with the conduct of conventions, including badges, programmes, office records, etc., is admitted to Canada duty free. Toronto's geographical location, midway by rail between New York and Chicago, is a guarantee of big convention attendance.



KING EDWARD
P. Kirby Hunt, Manager



WALKER HOUSE
Geo. Wright, President



PRINCE GEORGE
H. E. Radford, Manager



ST. REGIS
O. J. Day, Manager

TORONTO HAS INTERESTING ATTRACTIVE HOTELS

Toronto hotels offer accommodation to suit every taste and every purse. This city has two of the largest and finest hotels on the continent, each with 1,000 rooms or more. Within an astonishingly moderate price range you can have all the glamour and luxury of these world-famous houses with their suites not merely "fit for a King" but which actually have been occupied by Royalty, and their hundreds of beautifully furnished and perfectly served single rooms.

Many other beautiful and expertly operated hotels range in size from



ROYAL YORK

J. Johnson, Manager

750 rooms to the small home-like 100-room houses. The smaller hotels prove a revelation in service to many American visitors; the English ideal of a small hotel as a place of friendly comfort and personalized service is still very much alive in Toronto.

Some of Toronto's finest hotels are pictured here. Complete information may be secured by addressing their managers, the Toronto Hotel Association or



TUDOR

Mrs. H. E. Rogers, Proprietor



ALEXANDRA PALACE

H. H. Harris, Director



WINDSOR ARMS

W. A. Price, President

FORD
C. J. Kelly, Manager



FRONTENAC ARMS

A. M. Mowatt, Manager



WAVERLEY

A. M. Powell, President



WESTMINSTER

E. W. Lewin, Manager

EXTRA DOLLARS

Canada offers you free vacation money! Because of Canada's huge purchases in the United States, American money commands a legal premium in the Dominion. Everyone in Canada who accepts United States cheques or currency is compelled to pay the premium established by Canada's Foreign Exchange Board. Canadians want you to come and visit them this summer. The fish are just as plentiful, the scenery just as magnificent and the people just as friendly as they always have been.



THE TORONTO CONVENTION AND TOURIST ASSOCIATION

37 BLOOR STREET WEST - TORONTO, CANADA

Don't Miss

55.

A Pullman Trip Abroad

When you come to the 1942 convention in Toronto you will visit another country with all its novelty and interest—especially in war time.

Plan your vacation in the great Lakeland Playgrounds of Ontario after the convention is over.



Toronto
Cordially
Welcomes

Lions International
26th Annual Convention
July 21-22-23 & 24
1942