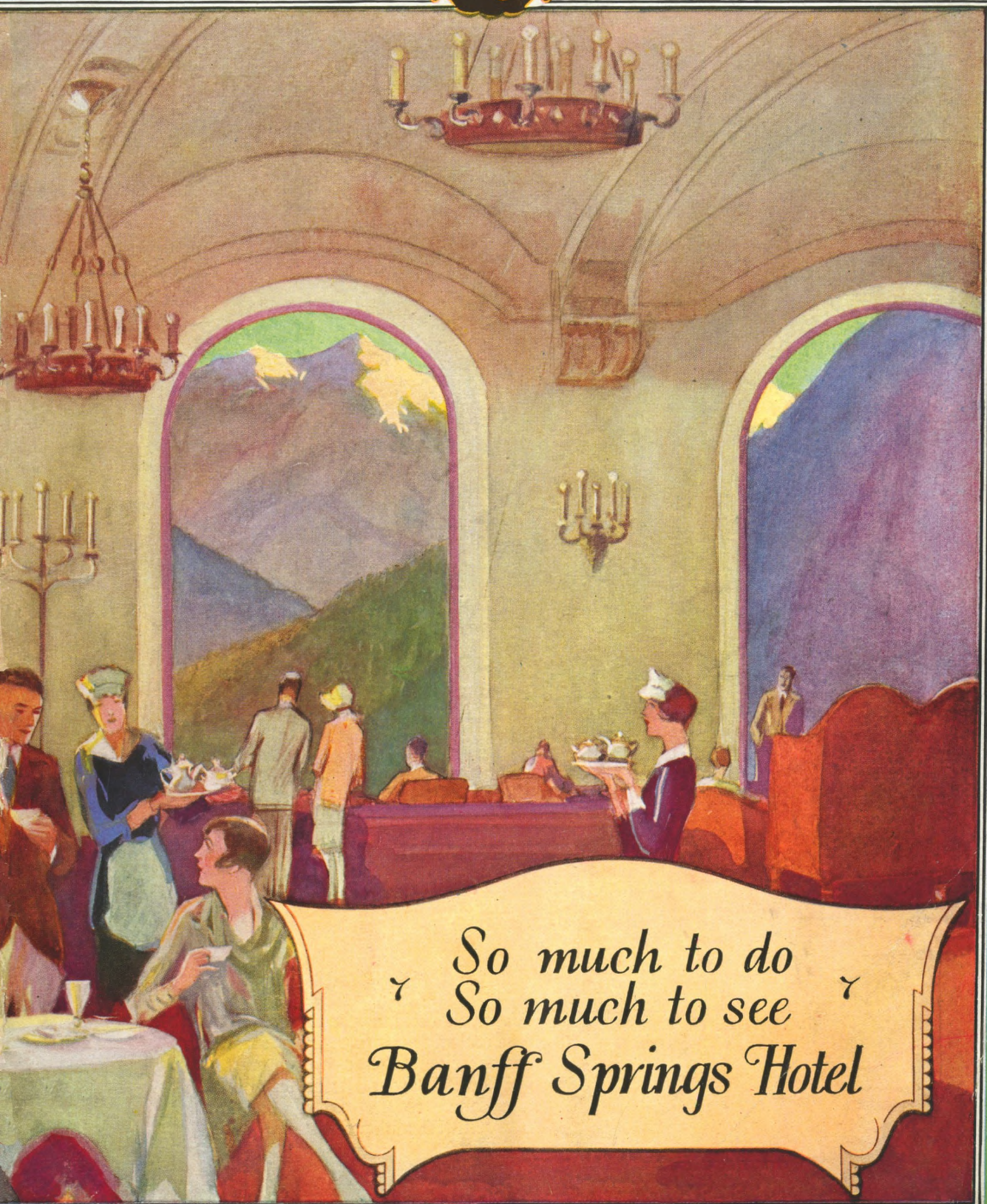
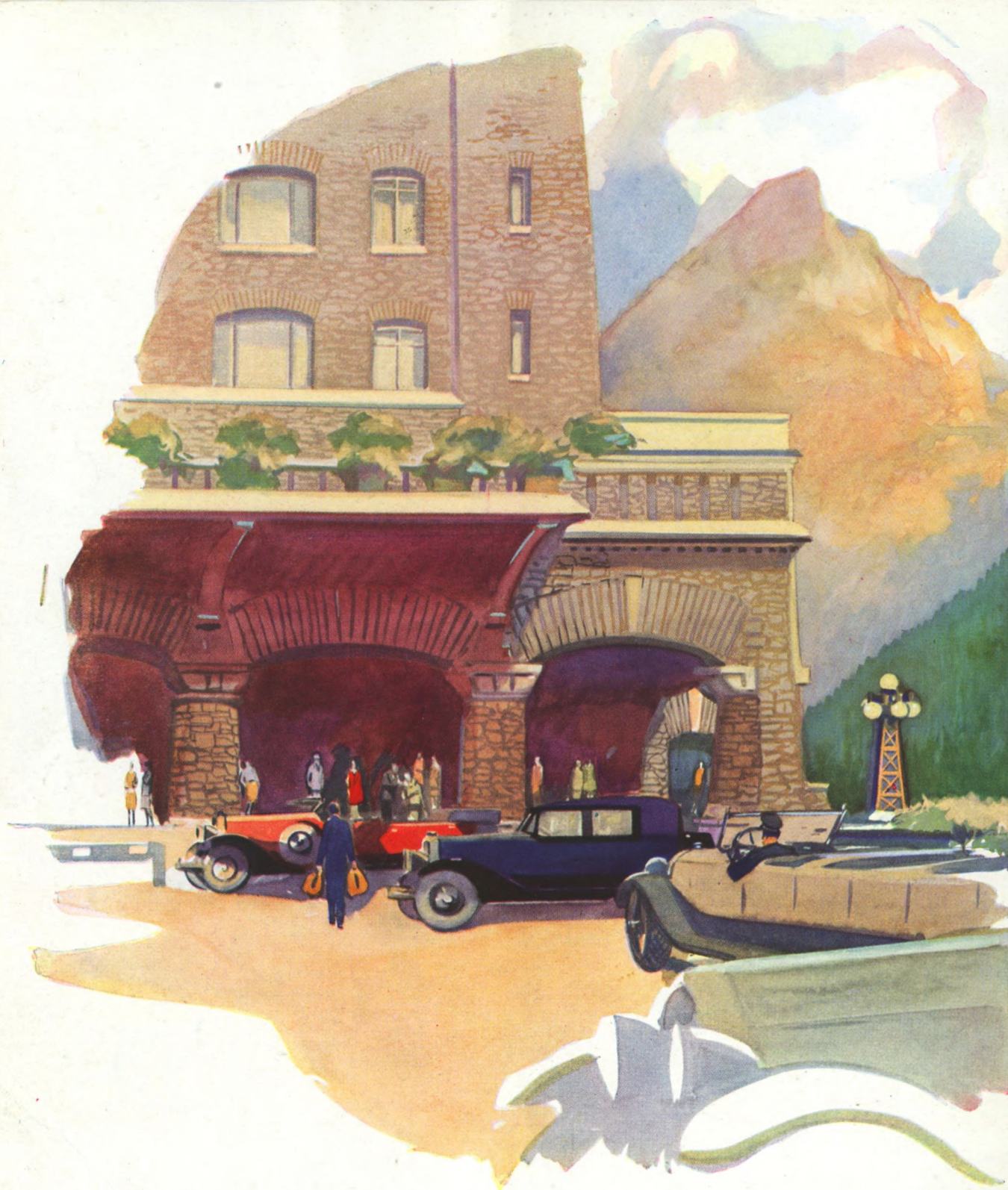


Banff



So much to do  
So much to see  
Banff Springs Hotel





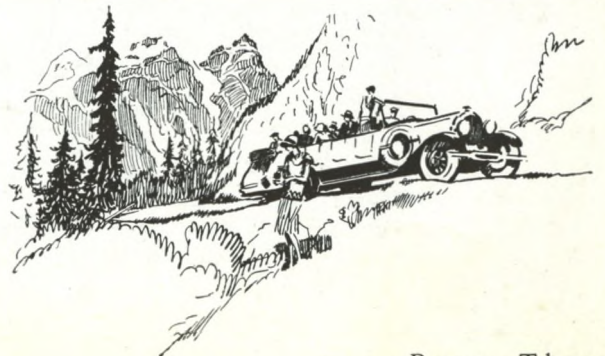
WHAT a thrill, as the motor swings up the mountain road and sweeps into the great stone court-yard of Banff Springs Hotel! Here, only a generation ago, the red man danced around tribal campfires. Now the pale face dances to the end of a glorious day of golf or riding in this alpine resort.



# Banff



THE Rotunda is gay and spacious, a fitting introduction to the rooms and public halls and lounges. All Banff's six hundred bedrooms face tremendous views and are furnished with apparently small thought for cost. Comfortable chairs, deep soft beds, beautiful stationery in the desks. And at night, when you finally do go up to bed, you find the lamp warmly glowing, the covers invitingly turned down, your pajamas and dressing gown and slippers laid out. It's that sort of place to the last tiny detail.







It's a Stanley Thompson golf course, recently re-made at a cost of hundreds of thousands of dollars. It lies in the Bow Valley a few minutes from the hotel, with the romping river for hazards, mile-high peaks for out-of-bounds, and a new hundred thousand dollar club house for the right refreshments at the right time. Par is set at 73 with three sets of tees for crack, average and novice golfers. The bunkering is so worked out that each tee is practically a different course, with two routes to each hole. It's the greatest mountain course in the world. Indian caddies wait for you.





DIVING off the top of the world into a warm sulphur pool is one of Banff's unique joys. Plunging from the sulphur pool into an invigorating warmed glacial pool is another joy. The radio-active mineral waters, with the ultra-violet rays of an Alpine sun, make the outer pool a perfect health resort.

The glacial pool is glass enclosed and brilliantly lighted for evening sport. There are graduated depths, high and low Jack Cody diving boards, 100 foot racing lanes, Turkish baths and massage parlors, even an ice cream parlor and a little brown Tavern, equally popular after golf or a long ride.







LIKE an eagle in his eyrie, high above Bow Valley, you lounge on sunny terraces and let your spirits soar to the shining peaks that kiss the radiant skies. Far below in that velvety green bowl, ambitious bipeds pursue a little ball, or scurry around in motor cars, but only eagle eyes could see them from this height. Hours you could dream here, watching the orchid and rose cloud nymphs dance across the gigantic stage and tint the mighty back drop of the Fairholme range. But rustic stairs woo you down, down, down, into the cool sweet forest beside the chuckling Bow Falls. No crowds here, just peace, melodious silence, the fragrance of sun-splashed spruce and forest flowers.





WHERE have they been all day, these butterfly ladies who flutter around the hotel at night in Paris gowns? Riding the trails and roaming the forests in strictly utilitarian togs. After sundown they revert to type, chattering over Banff's smart frocks, whispering over newly met "hims," in this purely feminine retreat. Women especially delight in Banff's refinements of service, its exquisite linens and china, its tasteful appointments. Another purely feminine joy is the beauty parlor, where some of the smartest women in the world are skilfully attended.





# Banff



**M**OUNT STEPHEN HALL is like nothing else on this Continent. It is furnished with rare antiques and reproductions from old-world monasteries. Grilled balconies along one side reveal glowing vistas of the Spanish Foyer and underneath runs the cozily secluded Cloister Corridor leading to the billiard room.

Although the hotel is new, completed in 1928, at a cost of over eight

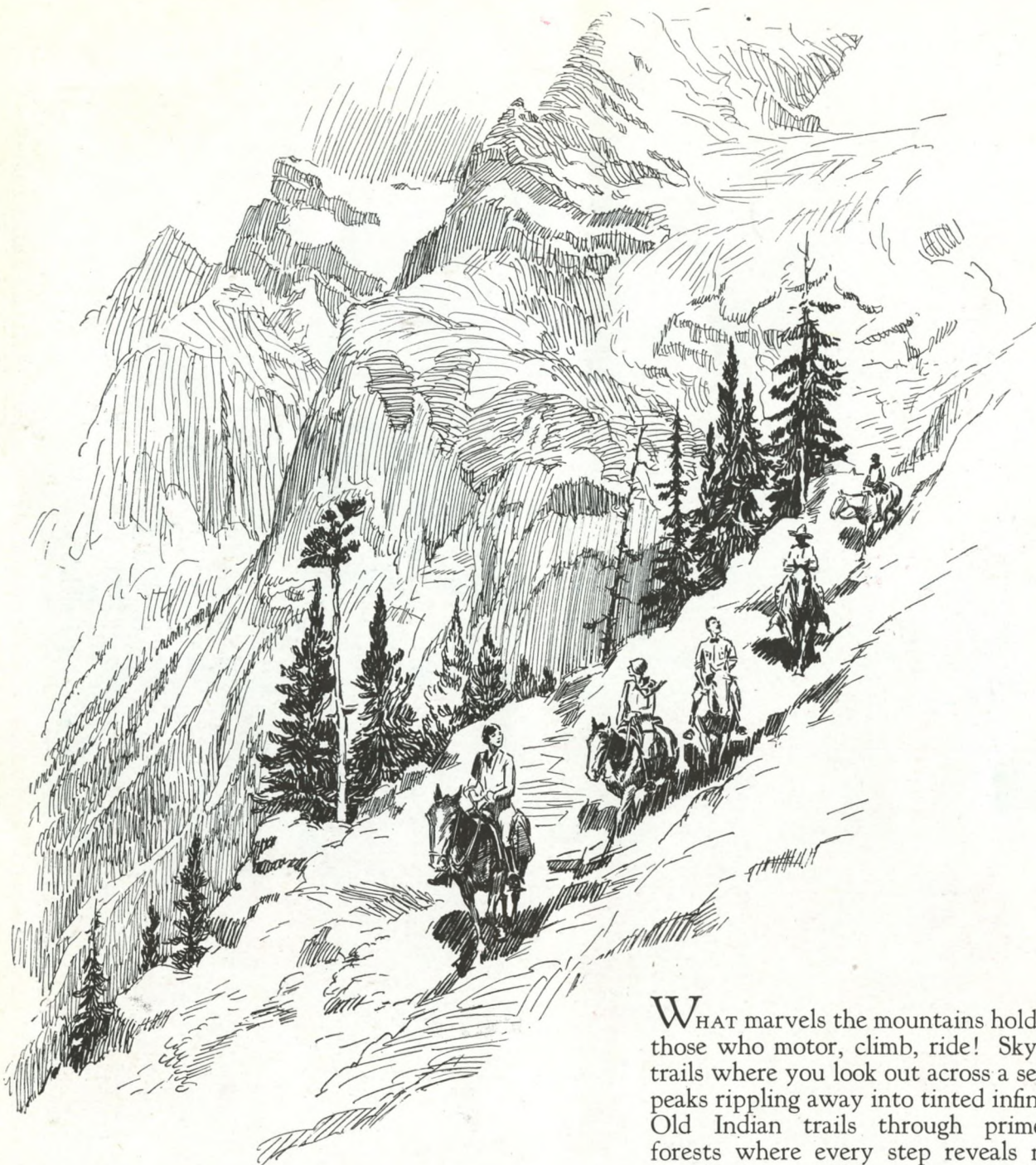


# Banff



million dollars, making it the finest resort hotel in the Americas, yet it seems always to have reigned over this spectacular play world, so harmoniously was it conceived. There are thirty-eight de luxe suites—the vice-regal suite of fourteen rooms, several times occupied by H. R.H. the Prince of Wales, the Italian Renaissance suite, the Jacobean, Swiss, Louis XV and XVI, the Art Moderne suites. Living here is as much like living in an enchanted castle as anything outside a fairytale.





WHAT marvels the mountains hold for those who motor, climb, ride! Skyline trails where you look out across a sea of peaks rippling away into tinted infinity. Old Indian trails through primeval forests where every step reveals new wonders—a rare flower, a jewel-colored lake, a rustic tea house. Marvellous motor roads down Kicking Horse Canyon, up Tunnel Mountain, to Lake Louise, the place the rainbow calls home. Stiff Alpine climbs, such as Assiniboine, that has seldom been scaled, and easier ascents without Swiss guides. Exhilarating, glacier-cooled atmosphere that is wine to spirits and tireless energy to the body.





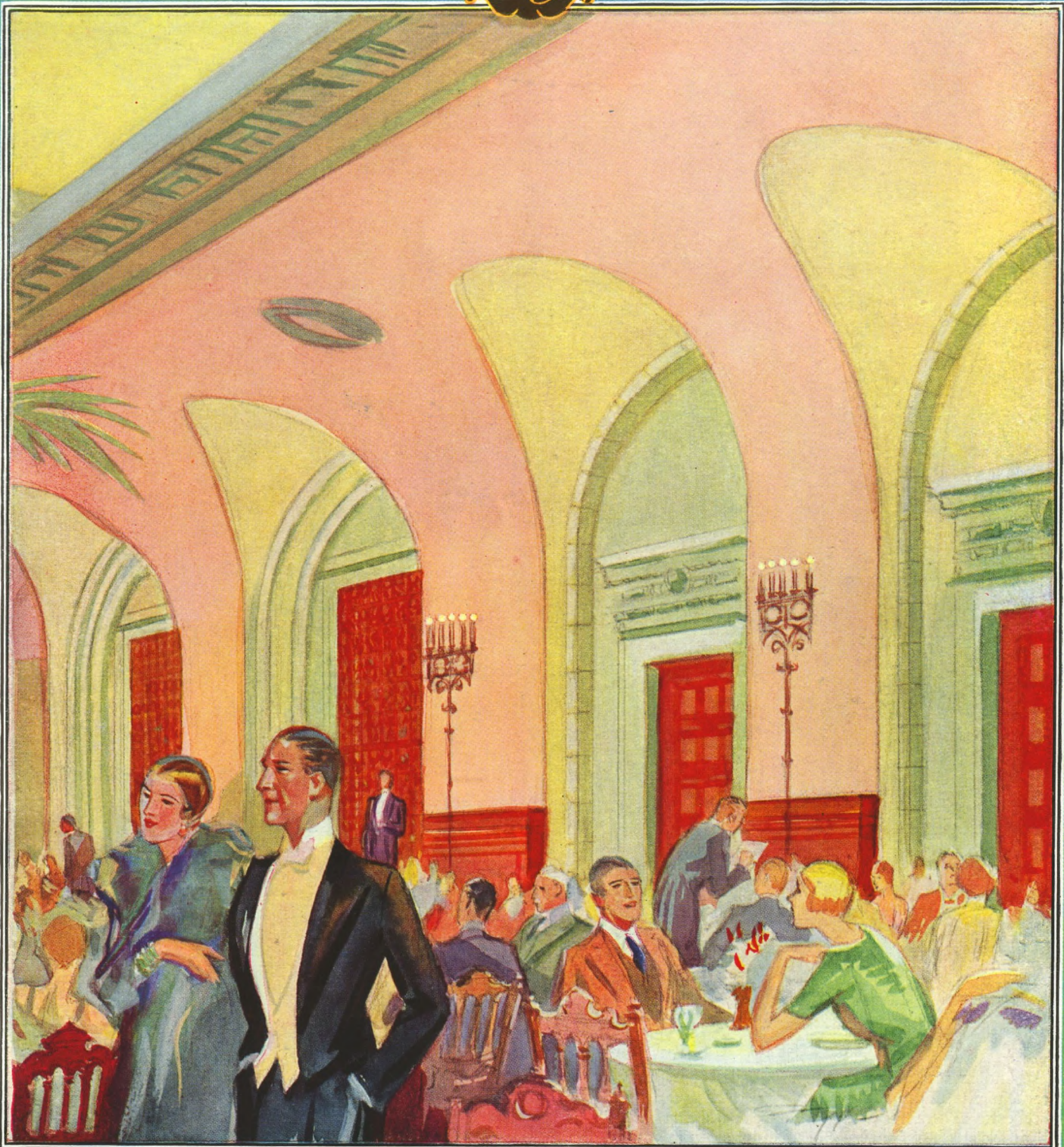
Indian Days





SOME of the most treasured moments of Banff are spent in dining. That touch of continental formality in the service . . . the international crowd with its blissful dress-as-we-please Banff spirit . . . the sublime pictures crowding each vast window . . . the concert from the lounge drifting across the Fairholme dining room . . . the exotic beauty of the Alhambra dining room centred in its \$30,000 bronze doors . . . all play exquisitely upon the emotions.

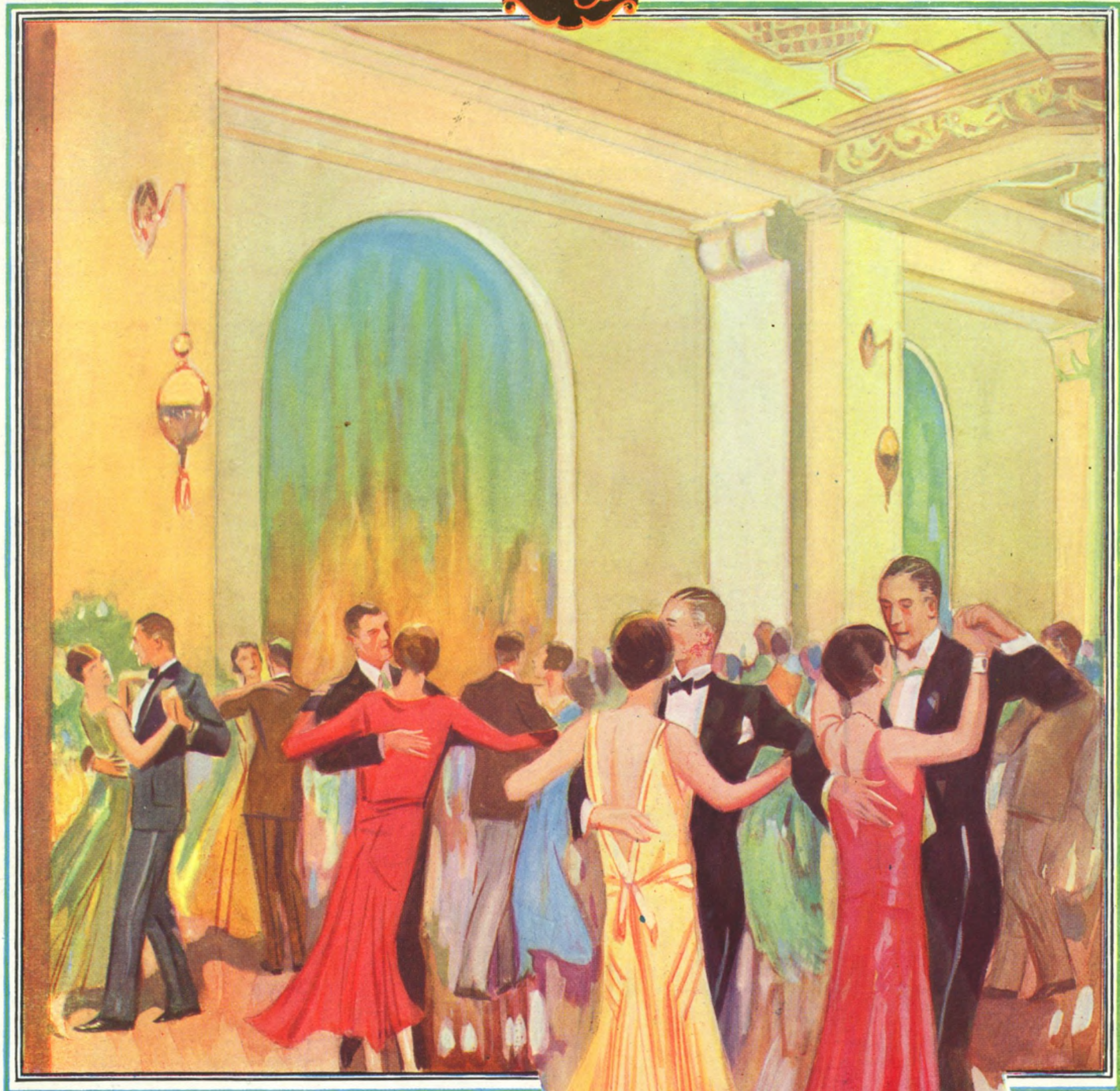




AND Banff's worldly-wise cuisine lives up to its reputation. Here, in the heart of primeval fastnesses, the fruits seem more delicately luscious, the salads more crisply fresh, than in the work-a-day world, the tender cuts of meat, and the delicious hot dishes, seem seasoned just for you. It's a miracle that you can depend on three times every day at Banff. The Fairholme dining room is table d'hôte, the Alhambra à la carte.



# Banff



WHOLLY sophisticated is Banff's Ball Room. Here, each night, under the spell of a perfect symphonic orchestra and rainbow-tinted lights, sparkles the brilliant social life of Banff . . . beautiful women in gowns that will be fashionable next winter, distinguished looking men with the stamp of foreign courts about them, faces familiar in society pages and international news, a stunning Spanish girl and a famous painter, a diamond studded dowager and a British army officer, and, because some are always just coming or just going, men and women in smart travelling clothes. A dazzling, cosmopolitan crowd that it's thrilling to be a part of, and to watch.





## RATES FOR THE SEASON 1932

Open May 28th to September 26th.

ACCOMMODATION	JULY AND AUGUST		OTHER MONTHS	
	Sulphur Mountain View	Bow Valley View	Sulphur Mountain View	Bow Valley View
<b>Typical Rooms</b>				
Single room with bath .....	\$ 9.00-\$10.00	\$10.00-\$12.00	\$ 7.00	\$ 8.00
Double room with bath .....	14.00- 15.00	16.00-\$18.00	13.00	15.00
<b>Limited number of rooms on higher floors with architectural irregularities</b>				
Single room with bath .....	\$ 7.00	\$ 8.00	\$ 7.00	\$ 8.00
Double room with bath .....	12.00	\$14.00	12.00	14.00
<b>Suites</b>				
Parlor, bedroom, bath				
One person .....	\$20.00 and up		\$20.00 and up	
Two persons .....	\$35.00 and up		35.00 and up	
Parlor, Two Bedrooms with baths				
Two persons .....	\$35.00 and up		35.00 and up	
Three persons .....	\$40.00, \$45.00, \$50.00, \$60.00.		\$40.00, \$45.00, \$50.00, \$60.00.	
Four persons .....	\$50.00, \$60.00, \$65.00		\$50.00, \$60.00, \$65.00	
<b>Special reduced rates for stay of two weeks or longer [European plan]</b>	<b>ROOMS---</b> To guests staying two full weeks--A reduction of 50 cents per person per day. To guests staying one month or longer---A reduction of \$1.00 per person per day. <b>SUITES---</b> To guests staying two full weeks---a reduction of 10 per cent. To guests staying one month or longer---a reduction of 20 per cent. For stay of one week or longer :---			
also				
<b>Special American Plan Rates— June and September only</b>	Single room with bath and table d'hote meals---1 person \$10.00 per day and up. Double room with bath and table d'hote meals--2 persons 18.00 per day and up. Special rates for families with children quoted on application. Children, seven years and under--half rate.			
<b>Family Rates</b>				

**MEAL RATES :** A la carte. Also table d'hote : Breakfast \$1.25, Luncheon \$1.50, Dinner \$2.00.

Further enquiries as to accommodation, rates and general facilities may be addressed to :

H. F. MATHEWS,  
General Manager,  
Western Hotels, Winnipeg, Man.

C. B. FOSTER,  
Passenger Traffic Manager,  
Montreal, Que.



Banff

