



































Son Honneur le Maire Jean Drapeau
présidant aux
Cérémonies Inaugurales
de la Tour Météorologique
de la Canada Life, Montréal,
le 12 avril 1956.



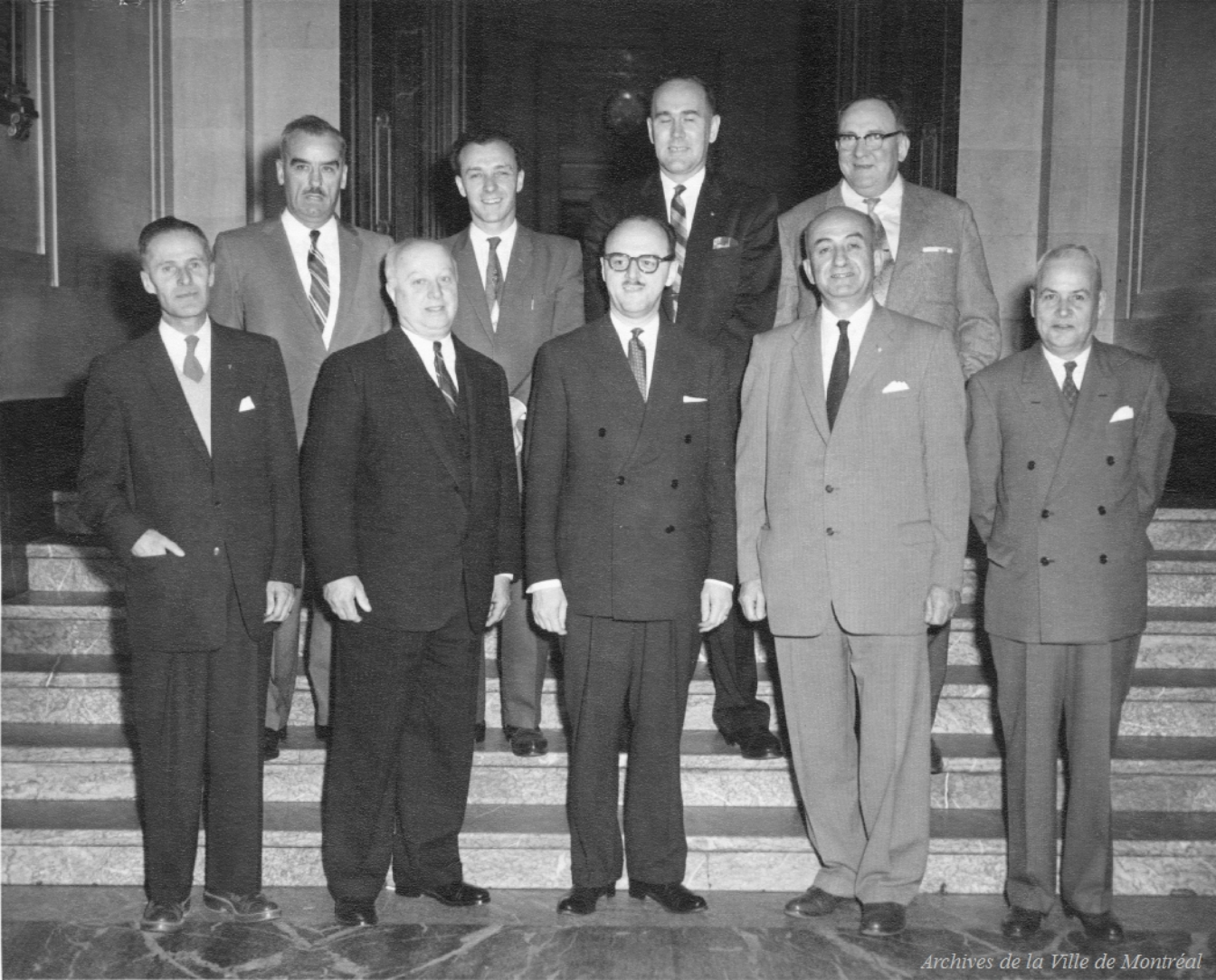
























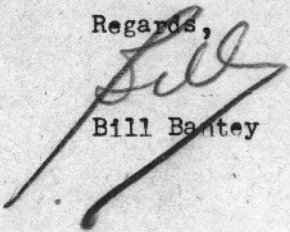


Oct. 5, 1956

Mr. Mayor:

The assignment wasn't painful at all.

Regards,



Bill Bantey









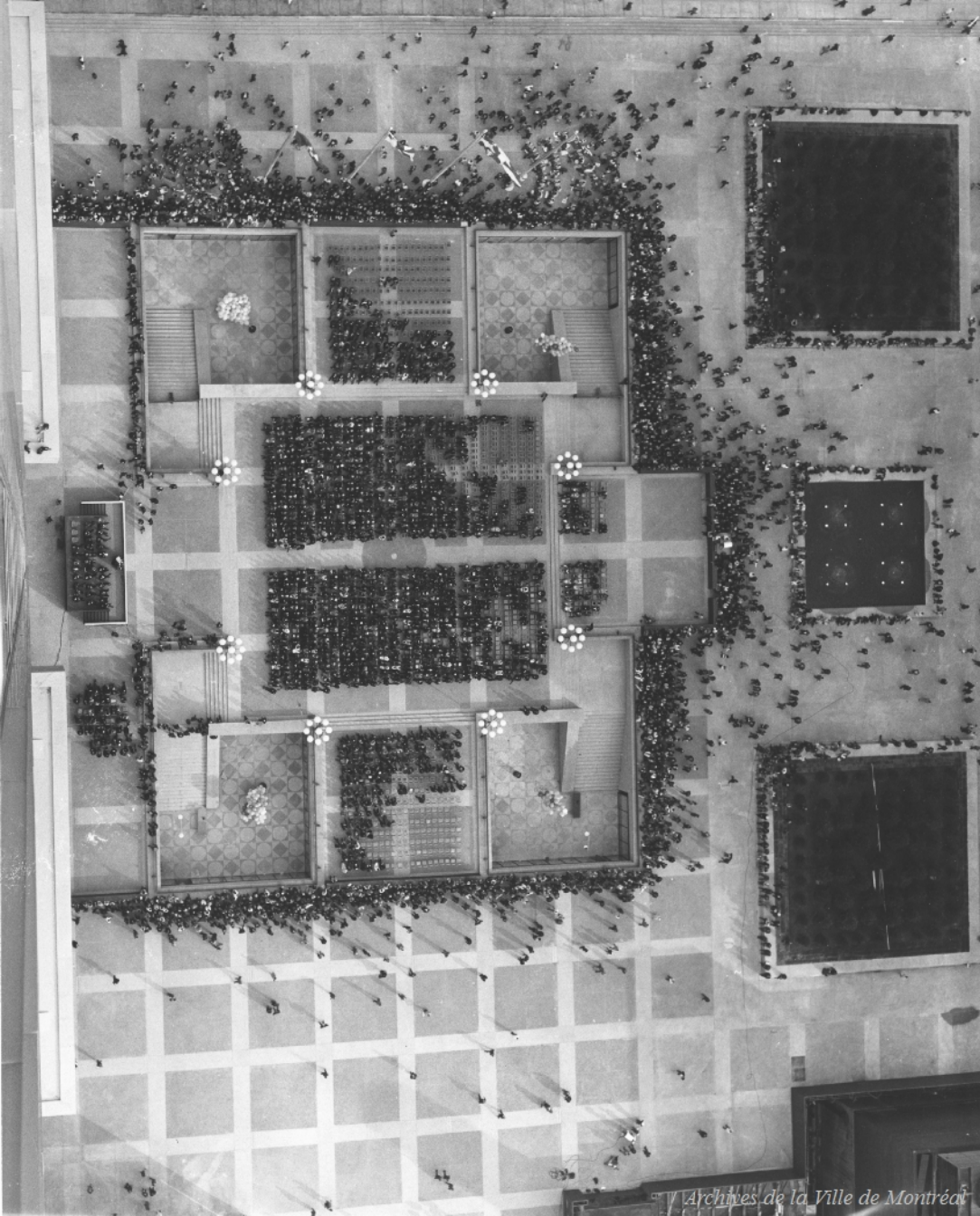












PLACE VILLE MARIE

On September 13th, 1962, at 4.00 p.m. in the
City of Montreal, Place Ville Marie was inaugurated.
This imposing urban centre was opened to the public
in the presence of dignitaries, the men and women
whose efforts and talents over six and a half years,
were instrumental in its realization.





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PLACE VILLE MARIE OPENING

PLATFORM GUESTS

Raymond T. Affleck
The Rt. Hon. Viscount Amory
of Tiverton

Harry N. Cobb
N. V. Davis
His Worship Jean Drapeau
Gilbert W. Fitzhugh
F. G. Flemming
Donald Gordon, C. M. G., LL. D.
Paul Gouin

L. W. Haslett
Kenneth A. Keith
D. E. Kerlin
His Eminence Paul Emile Leger
The Honourable Jean Lesage
His Excellency Dr. A. H. J. Lovinck
Norman J. MacMillan

Lionel J. McGowan
W. E. McLaughlin
Graham Mattison
Sir Brian Mountain, Bart.
Raymond T. O'Keefe
David S. Owen
I. M. Pei
Lazarus Phillips, Q. C.
Neil F. Phillips
V. de Pasciuto-Ponte
J. Schroeder
The Honourable Pierre Sevigny
James A. Soden
William Zeckendorf
William Zeckendorf, Jr.

Partner, ARCOP
Her Majesty's High Commissioner

Partner, I. M. Pei & Associates
President, Aluminium Limited
Mayor of Montreal
Vice-President, Metropolitan Life Insurance Co.
Vice-President, Webb & Knapp (Canada) Ltd.
President, Canadian National Railways
President, Monuments Historiques de la
Province de Quebec
Director, Webb & Knapp (Canada) Ltd.
Vice-Chairman, Philip Hill Investment Trust
President, Montreal Trust Co.
Archbishop of Montreal
Prime Minister the Province of Quebec
The Ambassador of the Netherlands
Exec. Vice-President Canadian National
Railways

President, Foundation Company of Canada
President, The Royal Bank of Canada
Director, Webb & Knapp (Canada) Ltd.
Chairman, Eagle Star Insurance Co. Ltd.
Vice-President, Chase Manhattan Bank
Vice-President, Webb & Knapp (Canada) Ltd.
Senior Partner, I. M. Pei & Associates
Director, Webb & Knapp (Canada) Ltd.
Director, Webb & Knapp (Canada) Ltd.
Associate, I. M. Pei & Associates
Vice-President, Morgan Guaranty Trust of N. Y.
Assistant Minister of Defence
President, Webb & Knapp (Canada) Ltd.
Chairman, Webb & Knapp (Canada) Ltd.
Vice-President, Webb & Knapp (Canada) Ltd.



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Mr. William Zeckendorf

Your Eminence, Mr. Prime Minister, Mr. Mayor,
Your Excellencies, distinguished guests, ladies and gentlemen:

C'est l'apogée et une occasion de grande émotion pour
tous ceux qui ont eu une part à la conception et à la réalisation
de Place Ville Marie.

This is the climax --- and an occasion of high emotion ---
for all who have had a part to play in the conception and
execution of Place Ville Marie.

The achievement represented by this building is a
triumph of mutual co-operation. Mere statistics cannot properly
portray or even give adequate appraisal of the accomplishment.
Its top side and sub-surface areas total the largest number of
square feet of any office building in the world. Notwithstanding
the fact that it has cost to date \$105 million, which is the greatest
amount ever expended by private real estate developers in history,
and the fact that the building required the use of 50,000 tons of
steel, the largest order for an office building ever placed....
all of this is secondary to the power of inspiration that finally
made possible today's event.

The Biblical story of the Tower of Babel is enacted here in reverse.

To create this monument of magnificent proportions... of gargantuan size... men of diverse ethnic backgrounds banded together, inspired by the urge to create a thing of permanent beauty and functionalism. It was to be a triumph of man in one of his more enlightened and constructive moods.

Canadians, Chinese, British, Americans, Central Europeans... men of many languages, religious beliefs and philosophies... have conceived and wrought a great edifice. Their best abilities have been brought forth. This is a lasting achievement that will be known as a milestone and marker of progress in our time.

Among the tenants in this building are notably, the Royal Bank of Canada, Aluminium Limited, the C.N.R., Montreal Trust, Trans-Canada Airlines, Imperial Oil and Shell Oil and many others who have joined a family of occupants which collectively helped make our financing possible.

In the early stages of this venture... when it was nothing but a dream and a promise... there were no tenants-----but there was faith. And that faith was shared by such great cavaliers as Mr. Donald Gordon and his colleagues at Canadian National Railways, and in equal sum by our much loved, much missed, dear departed friend, Mr. James Muir, then Chairman of the Board and President of The Royal Bank of Canada.

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It is a matter of regret that sufficient time is not available to discuss in greater detail. . . . and to express with appropriate words. . . . the full measure of the gratitude and admiration that we hold for Donald Gordon and the memory of the late Jim Muir.

Mr. Gordon has already made his mark as a great Canadian. He probably will be recognised by posterity, however, mostly for his exceptional ability, courage and tenacity in being primarily responsible for the completion of the downtown Montreal mosaic of the Canadian National Railways. This was conceived in broad terms by his predecessor, Mr. Thornton, but was executed with the finesse of a master by his successor.

Speaking for myself, I can recall no more gratifying, heart-warming relationship in business than has been my association with Donald Gordon.

As in all things that have any real importance in the historic sense, no single man can be said to have been solely responsible for the development of Place Ville Marie.

That outstanding architect, I. M. Pei, and his partner, Harry Cobb, conceived its basic design, and in that they have gone far beyond ordinary achievement in their sphere of art. Appropriate credit also must be given to their Associate Architects --- the office of Affleck, Desbaretts, Dimakopoulos, Lebensold, Michaud & Sise --- and also to many other able consultants and engineers.





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For our part, we who work in the field cannot claim credit, nor can anyone who has been mentioned here be known as the cause celebre. Nevertheless, at this juncture I must briefly but earnestly give the fullest possible recognition to Mr. Muir, to his successor, Earl McLaughlin, and to their fellow officers and their loyal board of directors of the Royal Bank of Canada.

I think it is safe to say that had it not been for the daring and vision on their part --- through their willingness to take the basic lease in the Cruciform tower --- Montreal might have had to wait several years longer for the wave of improvements of all types, including flattering emulation by their sister institutions, that was set in motion by the launching of Place Ville Marie.

The Eagle Star Insurance Company and the Second Covent Garden Property Company, of London, who became Webb & Knapp's partners in this venture through the negotiations of the banking firm, Philip Hill, Higginson, Erlangers Ltd., joined us in the early stages of construction. Their courage and inspiration, backed up by their substantial capital investment at that time, were of invaluable aid in bringing the venture to fruition. I cannot over-emphasize the importance of the moment of their entry into the picture. On this occasion I want to express publicly, on behalf of Webb & Knapp, our profound gratitude for their faith and confidence and their financial backing.

Of prime importance, the Metropolitan Life Insurance Company committed for the largest permanent first mortgage in the history of

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Canada.....a mortgage perhaps not exceeded by five others throughout the whole world. Typical of this company, which has the largest accumulation of capital assets of any company anywhere, and has come to play such an important role in the Canadian life insurance effort, it had the courage to use its power wisely and constructively.

It was not necessary to "shop" this loan for competitive bidding, because with their customary perceptiveness and speed to implement a worthy investment opportunity, the Messrs. Ecker consummated this loan with utmost alacrity....the size of the transaction notwithstanding.... and in a difficult money market. Then a group of banks, headed by the Morgan Guaranty Trust Company of New York, provided the related highly-technical building loan advances and supervision. These banks associated with Morgan Guaranty were:

1. The Chase Manhattan Bank
2. Chemical Bank New York Trust Company
3. The Northern Trust Company (Chicago)
4. The Marine Trust Company of Western New York
(Buffalo)
5. Cleveland Trust Company (Cleveland)
6. State Street Bank and Trust Company (Boston)

But real estate men, architects, financiers, city and provincial administrators --- even the prayers of our well-wishers --- would all have been for naught, had it not been for the dedicated everyday

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workmen who physically put together the components of this soaring edifice.

I could speak on the subject of contractors, and subcontractors who did yeoman work. But they, like the rest of us at the administrative level, must acknowledge dependence and admiration for every man of the work force, from the hod-carrier to the highly skilled electronics engineer. These men not only devoted themselves to assiduous labors, but they undertook great physical hazards, and dangers to life and limb, in seeing their job through. It should not go unmentioned --- with appropriate reverence --- that more than one life was given by these dedicated men. I must hasten to state that the supervision, under general contract by The Foundation Company, expedited and protected the job and the men who worked on it with unusual perseverance and dexterity.

I recall with pleasure the encouragement we received at the outset from His Eminence the Cardinal, from the Municipal Government of Montreal, and particularly its present Mayor, His Worship Jean Drapeau, who went far toward making our task easier and relieving many of the difficulties that lay in the path of this great undertaking. During the early stages of construction, former Mayor Fournier and his contemporaries also were of great assistance to us.

This occasion also gives me the opportunity to express publicly my deep appreciation for the great spirit of

camaraderie, co-operation and for efforts beyond the ordinary, to my immediate colleagues --- all of the officers and staff of Webb & Knapp. These men and women, supported by our loyal, dedicated Board of Directors can take deep satisfaction in the value they have contributed to this glorious end result. Our Board has supported us during the dark days of doubt.... and what sometimes appeared to be insuperable obstacles. All we can repay them with.... is with a job done as well as we know how.... and one that will give them a sense of pride in the association.

There are four persons to whom I shall now address myself.

First, to Lazarus Phillips..... a great friend, director and counsel..... who has rendered services above and beyond the call of duty.

Second, is the President of Webb & Knapp (Canada)... Mr. James A. Soden.

For the next man that I mention..... I hope that I will be pardoned for any seeming lack of objectivity. But I really don't think I am being subjective when I say that my son, William Zeckendorf, Jr., has gone far beyond what a father could ordinarily hope or expect... both in fealty and devotion, and in extraordinary ability. His many contributions..... not excluding

his primary achievement in interesting our British colleagues. . . . add up to a powerful sum total in the energizing of this project.

Lastly, my dear wife. . . who has been on hand for early departures and late returns on many occasions, and has given courage and comfort to her husband on many difficult, past days.

If it is true that faith moves mountains, then it is easy to understand how the faith of so many loyal and dedicated groups could bring about this achievement. It is fair to say that Place Ville Marie has aided the forward movement of the Great City of Montreal and its position and status in the Dominion and in the World at large. We take satisfaction in the knowledge that we have contributed to the best interests of this Great City.

I thank you.....



The Hon. Jean Lesage - Prime Minister of the Province of Quebec

Mr. Chairman, Eminence, Monsieur le Maire, My Lord, High Commissioner, Excellence Monsieur Lavigne, Mon Cher Collège du Fédéral, Ministre de la Défense, Monsieur Sévigny, Invités d'Honneur, Mesdames et Messieurs. C'est réellement une occasion mémorable et je veux remercier ceux qui m'ont permis d'y prendre part Monsieur Zeckendorf, Monsieur Gordon j'en suis sûr, Monsieur McLaughlin qui sont mes amis, et je me réjouis avec eux, car pour eux aujourd'hui c'est le succès et même le triomphe après un travail acharné. J'aurais regretté à jamais de ne pas être de cette imposante assemblée où la distinction ne le laisse qu'au charme des invités et à l'élégance des dames. Et la Providence a voulu elle-même nous aider, en nous donnant cette température particulièrement favorable pour fêter cette journée qui marque une étape importante dans le progrès de la Cité de Montréal, de la Province et même du Canada.

Ladies and Gentlemen, I have been invited on several occasions to attend ceremonies such as this one which is taking place today. Although I have not always been able to attend but each time that I have had the pleasure of being present I have entertained a feeling of pride. It is not a question of personal pride because after all, I myself was not the one who has constructed the building of which the opening was being celebrated. Nevertheless, I was proud to see that men were able to achieve through their talents and their energy. I was

proud to be associated even for a moment with the team responsible for the work and today I have the same feeling again, for Place Ville-Marie is a magnificent monument to the creative talent of those who conceived it and of those who built it. This feeling is a little bit different, though, because with the erection of Place Ville-Marie the whole aspect of the centre of Montreal has changed. One of America's oldest cities is gradually becoming one of the most modern, and to my way of thinking this is evidence of the vitality of our metropolis and it constitutes a promise for the future.

Lorsqu'on songe Mesdames et Messieurs, à tout ce que la Place Ville-Marie apportera à Montréal et d'une certaine façon évidemment à toute la Province, il faut je pense en rendre hommage aux responsables et à tous ceux, quels qu'ils soient, qui l'ont rendue possible qu'ils soient les ouvriers, les ingénieurs, les architectes, les entrepreneurs, ceux qui ont conçu l'édifice, ceux qui l'ont financé et les autres.

Montréal ne s'est pas seulement enrichie d'un édifice, elle s'est embellie d'une oeuvre d'art d'une conception audacieuse à la mesure de son dynamisme. Montréal, la métropole du Canada est bien dans la Province de Québec se divisant et quand je vois cette immense structure, je ne puis m'empêcher de me dire que c'est tout le patrimoine Québécois qui s'en trouve augmenté, et cela me rend fier aussi pour une autre raison ou plus exactement cela me donne ce que j'appellerais une fierté d'anticipation.

Yes, I have great confidence in the future, great success is awaiting us in the Province of Quebec, and we know that we shall take the right road to get there. We simply ask that others accompany us and that they come and join us, as you have done, gentlemen. The task is a huge one and there is, so to speak, work for everyone.

En inaugurant cette Place Ville-Marie, dont le nom même évoque une histoire que nous chérissons, je pense à l'histoire que nous aurons, nous de notre génération à écrire pour demain, je suis sûr qu'elle sera aussi grandiose et valeureuse que celle de notre passé. En tout cas, elle en sera certainement une où apparaîtra l'effort créateur d'un peuple dont les horizons sont aussi étendus que son désir de justice et de progrès.



His Worship Mayor Jean Drapeau

Monsieur le Président, Eminence, Monsieur le Premier Ministre, Monsieur le Ministre Associé de la Défense, Invités d'Honneurs, Mesdames et Messieurs, je suis heureux, au nom de la Cité de Montréal, de saluer aujourd'hui l'inauguration de la Place Ville-Marie, et je le fais avec d'autant plus de plaisir que j'ai conscience d'avoir participé moi-même, il y a 7 ans, aux pourparlers préliminaires de ce magnifique projet. L'administration municipale que j'avais alors l'honneur de diriger, avait apporté aux promoteurs de l'entreprise, une collaboration que nous avons voulu précieuse et éclairée. Ce fut le début d'une ère nouvelle pour la métropole du Canada, et le signal d'une autre phase de son extraordinaire expansion comme on peut aisément le constater, le visage de Montréal se transforme sans cesse depuis 1955, et l'on décèle déjà, les signes d'un développement plus spectaculaire encore pour l'avenir.

When the history of the City of Montreal is being written in the future, certain days will stand out as marking important milestones in the development of Canada's metropolis. Of these, 1962 will certainly be one of the years which will rank amongst the most important. I think that this year will go down as marking the date when Montreal was confirmed as by far not only the leading city of Canada, but as one of the greatest cities in the world.

What allowed the city to achieve such a rank? It is basically the result of a recognition of the fundamental responsibilities and understanding which shows the private and public sectors must always hold toward each other. In the case of Montreal, the unparalleled real estate development which we have witnessed over the past few years climaxing the opening of the new buildings on Dorchester Boulevard, is an act of faith in the future of our city; in turn, it is up to the elected representatives to justify this faith. I believe that the beginning of the subway and what must surely be a favourable response to the efforts to hold a World's Fair in Montreal in 1967, are two major examples of how the administration has responded constructively and tangibly to the development such as the one we are honouring to-day. May Montreal always be guided by a similar philosophy.

I would like particularly to pay tribute to Webb and Knapp and to the Zeckendorfs personally, to the Canadian National Railways and to Mr. Donald Gordon personally, and to the Royal Bank of Canada and to Mr. McLaughlin personally, for their foresight and I do not use the word loosely their courage in promoting Place Ville-Marie -- without them others may have hesitated to invest heavily as they have in our city, so that it is not unreasonable to advert that Place Ville-Marie is not only a spectacular achievement in its own right, but was and is an impetus for other developers to choose Montreal as the site of their projects.

Permettez-moi en terminant de remercier Monsieur Zeckendorf et ses associés d'avoir accepté de donner à leur entreprise naissante le nom de Ville-Marie, reliant ainsi une réalisation moderne aux origines même de notre cité, c'est à la fois un hommage à Montréal, deuxième ville française du monde et à mes concitoyens de langue française. - Long Live Place Ville-Marie -



Mr. Donald Gordon

Your Eminence, distinguished guests, kind friends, and gentle people. In my twelve business years in Montreal, nothing has given me greater pleasure than the opening of this, the boldest, most imaginative and biggest real estate development in the Commonwealth, built on Canadian National property that for many years was jokingly referred to as C.N.R.'s hole in the ground. And that hole, indeed all the undeveloped railway property in this central station area was one of the first things that bothered my business conscience when I took over as President of Canadian National in 1950.

True, there had been development plans dating back to the 1920's, but a depression and a war forced them onto the shelf and not until the 1940's was even Central Station itself constructed. Because some thirty years had gone by since these original plans, it was almost impossible to devise confidence in this area. Nevertheless, in the early 1939's Canadian National Management began planning afresh in the light of modern requirements and conditions. Our aim was an orderly development of an integrated transportation, business and commercial centre, and we wanted private capital to share in it.

Canadian National demonstrated its own faith with the Queen Elizabeth Hotel and concurrently we actively promoted the opportunities that we believe lay in this railway terminal area.

I can say now that in the early 1950's Canadian National Management struggled with the project in an atmosphere of some discouragement. The man who matched the challenge of our demands with a daring, imaginative plan for the entire railway property from here to St. Antoine Street was Mr. William Zeckendorf.

Mr. Zeckendorf has made some kind references to me, but I want to tell you the facts.

Following his personal appraisal of this site, his imagination caught fire, his master plan, worked out with railway and city planners, won immediate approval and it is a tribute to his courage, his imagination and his enthusiasm that Place Ville Marie and this magnificent Royal Bank of Canada building stands much as he originally conceived it. From the go-ahead signal, there are many crises of confidence, affecting the Webb & Knapp Canada organization, the City of Montreal, The Royal Bank of Canada and the Canadian National Railways, being the four parties involved in the extraordinary intricate and complex arrangements, agreements, legal entanglements, financing requirements and technical building problems that were encountered. Throughout it all and in the middle of every crisis, Bill Zeckendorf stood as a rock, supremely confident, his good faith never in question, his resourcefulness and inspiration to us all.

Now, Bill Zeckendorf would be the first to say that this has not been a one-man-show and that with him has been a first-class

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working organization, and there were many others involved, men of metal farsightedness.

As already mentioned, the name of the late James Muir, who was Chairman and President of The Royal Bank of Canada when this project was conceived, deserves special mention, and it is a heartache to his many friends that he was not spared to see his judgement and confidence vindicated by accomplishment. The Mayor and Council and planning officials of the city of Montreal also co-operated valiantly and should now take satisfaction that this city within a city has given Montreal a new heart centre and has stimulated the vast growth and renewal in this general district. For Canadian National, today marks the completion of a stage of our redevelopment programme in Montreal. There remains much to be done, but with this stage here as an inspiration, there is encouragement to produce continuing results.

Unfortunately, I cannot name all those who contributed to the achievement we celebrate today, but to all concerned, including particularly the hundreds and thousands of workmen and technicians, I say on behalf of Canadian National Railways, congratulations for a mighty fine job.

Mr. Zeckendorf

Thank you Donald.

Ladies and gentlemen, I need not enlarge upon, nor reiterate,

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all of the things that I said have been made possible through the help and co-operation and daring of the Royal Bank of Canada, nor can I overstate the extent to which we are grateful and appreciative. Therefore, and for those reasons, and personal ones as well, I am very happy to present to you now, the President, Mr. Earl McLaughlin, of the Royal Bank of Canada.





Mr. Earl McLaughlin

Your Eminence, M. Premier Ministre, Your Excellencies, Mr. Mayor, Ladies and Gentlemen. You will have realized from the words of those who preceded me on this platform, and from the very fact that you are here today, that this is an important day in the lives of many people and indeed in the city of Montreal. As has been said, it marks the realization of a dream, a dream of Bill Zeckendorf, Donald Gordon and the late James Muir. It represents the completion of a monumental construction job so that we now have a graceful building which mirrors the spirit of our age. In front of here you have the structure of an original design, carried out in architecture that is both pleasing to the eye and well integrated. This is a great day for me, personally, too, as it is for the Royal Bank. The Royal Bank is this building's first and the principal tenant, the organization after which the building was named and now that we have been in this building for just a little more than two weeks, we already know that its magnificence doesn't outshine its efficiency. We look forward to uncounted years with our Head Office and our main Montreal Branch in this building.

Now let me relate a little history.

About four and a half years ago, the Royal Bank signed an agreement with Webb & Knapp, a 99-year agreement, during which the Bank is a tenant in this building, but at the end of which the Bank acquires ownership of this building, the largest

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of the four buildings which ultimately will comprise the Place Ville Marie complex. Today, you and I are happy to be guests of Mr. Zeckendorf, to participate in the celebration marking the opening of this building, but let me take this opportunity as President of the Royal Bank, and on behalf of the Bank, to invite you to another celebration just a little later. This will be a celebration which will mark our taking over ownership of this building and I hereby invite all of you on this plaza, your children and your grandchildren, to be with me to mark that occasion. Please remember the date is January 1st, 2056, and I hope to see you all then.

Mr. Zeckendorf

Mr. McLaughlin asked me to confide in everybody present the following information, that on that date, 99 years from now, all present persons owing money to the Bank will be forgiven of their debt.



Mr. James Soden

Eminence, Monsieur le Président, Distingués Invités, Mesdames, Messieurs, aujourd'hui s'ouvre une nouvelle page dans l'histoire de Montréal. et à vrai dire dans l'histoire de la Belle Province de Québec. Ce magnifique édifice réalisé par des hommes tenaces et courageux se dresse en hommage à leur hardiesse et à leur ingéniosité. Place Ville Marie occupe un rang à part, en effet, de tous les grands édifices du monde, elle constitue à elle seule, le plus important ensemble de bâtisses où l'on reconnaît la main de l'homme. En participant aux réjouissances de ce grand jour où se réalise le projet élaboré par Monsieur William Zeckendorf, Monsieur Donald Gordon, et le regretté Monsieur James Muir, nous voulons croire que nous participons à un évènement historique, nous avons la certitude que cet édifice se fera une place dans l'histoire. Place Ville Marie séduit l'imagination déjà des architectes, des ingénieurs, des bâtisseurs sont venus de tous les coins du monde pour admirer et étudier cette oeuvre magistrale canadienne, conçue par des hommes remarquables, confiants dans l'avenir du pays. Au cours de ces cérémonies, on a fait l'éloge de nombreuses personnalités, on a applaudi leurs mérites, message définitif de leurs richesses.

Les matériaux de l'Europe, de l'Amérique et du monde entier ne seraient pas réunis ici aujourd'hui, sans l'ardeur au travail et l'habilité de milliers d'artisans Québécois.

A titre de Montréalais, je suis particulièrement fier, comme le sont tous mes concitoyens, de la compétence et de l'esprit d'entreprise de ces ouvriers du Québec, ils méritent notre reconnaissance au même titre que les autres, car eux aussi ont contribué une large part au succès de cette entreprise. Il est juste que ce projet soit nommé Place Ville Marie, nom qui remonte à l'origine de l'emplacement historique qui est devenu Montréal, ce nom est admirablement choisi pour une autre raison. Ces ouvriers ne sont-ils pas les descendants des artisans qui ont colonisé Ville Marie? Lorsque ces ouvriers auront mis de côté leurs outils, Place Ville Marie restera le symbole permanent de leur tenacité, de leur courage, et de leur talent.

Ladies and gentlemen, with your kind indulgence for just a few minutes, I would like on behalf of the Employees, Officers and Directors of Webb & Knapp Canada Limited, Place Ville Marie Corporation and Trizec Corporation Limited, to read a testimonial to Mr. William Zeckendorf.

"Monsieur William Zeckendorf, Président du Conseil d'Administration de Webb and Knapp Canada Limited, Place Ville Marie Corporation et Trizec Corporation, à l'occasion de l'inauguration de la Place Ville Marie

dans la Cité de Montréal, les Employés, les Directeurs, les Administrateurs et tous ceux qui ont participé à la création, à la construction et au parachèvement de ce majestueux édifice, vous prie d'agréer l'hommage de leur respect et de leur affection. Ce monument prodigieux s'élevant vers le ciel symbolise votre génie créateur, votre courage, votre ingéniosité, votre appréciation de l'art et de la beauté.

Que cet édifice, sous la protection de la Divine Providence perpétue votre prévoyance à la mémoire de tous.

L'esprit d'initiative que vous avez manifesté dans cette noble entreprise, en collaboration avec nos amis Anglais et Américains, conserve à Montréal son titre de Mère-pole Canadienne et fait rejaillir un nouvel éclat sur la Province de Québec, cet étincillant joyau de la couronne fédérale du Canada.

En témoignage de nos bons sentiments, permettez-nous de vous remettre la Clef d'Or qui vous ouvrira toutes grandes les portes de la Place Ville Marie. Soyez toujours assuré de notre accueil chaleureux.

Mr. Zeckendorf, on the occasion of the formal opening of the Place Ville Marie in the City of Montreal, the employees, Officers and Directors, and all those associated in the development, construction and completion of these great edifices, extend to you greetings, coupled with expressions

of deep affection and respect. These monumental buildings thrusting skyward are symbolic of your creative genius, fortitude, resourcefulness and sense of the beautiful and artistic.

May these structures, under the protection of Divine Providence, remain for long as an enduring reminder of your foresight. Your initiative in this great enterprise with the support of British, American and Canadian interests insures the retention of the status of Montreal as Canada's great metropolis and redounds also to the benefit and grandeur of the Province of Quebec as a scintillating jewel in Canada's Federal Crown. With this testimonial we tender you a gold key to Place Ville Marie which we hope will serve as a continuing reminder to you of the affection with which we regard you at the warmth of welcome you will always be accorded at Place Ville Marie.





Mr. William Zeckendorf's Closing Speech

My speech here today and such remarks as I have made have been largely prepared in advance by me. But, I am taken unawares, and perhaps even if I had known something, I'd be equally speechless, for the depth of my gratitude for these wonderful sentiments that have been expressed by you and my colleagues, Jim, and all of my friends of Webb & Knapp, thank you from the bottom of my heart, for the depth I feel is rather on the other shoe, but one I'm less qualified and incapable of properly stating with the words that I have at my command today. Thank you very much.

Ladies and gentlemen, first I want to thank you very much for being here today. Before terminating the ceremonies I beg your indulgence for just a moment or two to identify certain persons who are here and, in each case, if I may, I would appreciate their rising to be recognized each for his own distinction.

We are honoured to have present Mr. William Allen, Chairman of Metropolitan Toronto.

Corporate names and partnership names are not quite as meaningful as the personalities that represent them -- we are privileged in having here today the Chief Executive of the Eagle Star Insurance Company, Sir Brian Mountain. The Managing Director of the firm that did the underwriting for Webb & Knapp Canada on behalf of Eagle Star Insurance Company and Second Garden Property Company, Mr. Kenneth Keith.

I would like to ask the very first employee that Webb & Knapp Canada ever hired and who made such valuable contributions to the occasion that we are celebrating, Mr. David Owen. And a second employee who likewise has made previous contributions, Mr. Leslie Haslett.

And now, ladies and gentlemen, all of this could never have taken place had it not been for two gentlemen who called upon my son and myself one day in 1955 - two distinguished Montrealers. I see one of them present - I hope the other one is. May I present Senator Vien and Rudy Lemaire - I hope he is here.

It was these two gentlemen who first interested Webb & Knapp in Montreal and in the potentials in the Place Ville Marie. Thank you both very much and thank you for being with us.

Ladies and gentlemen, I now declare that Place Ville Marie is officially open to the public and that this ceremony is at an end and with my thanks to all of you.





Vue de la Ville de Montréal





Architects and Planners

Partner in Charge

City Planner

Associate Architects

Structural Engineers

Structural Consultants

Mechanical & Electrical
Engineers

Mechanical & Electrical
Consultants

General Contractor

I. M. Pei & Associates

Henry N. Cobb

Vincent de Pasciuto-Ponte

Affleck/Desbarats/Dimakopoulos/
Lebensold/Michaud/Sise

Brett-Oullette-Blauer Associates

Severud-Elstad-Krueger Associates

Jas Keith & Associates

Cosentini Associates

The Foundation Company of Canada Ltd.



50,000
watts



Le 19 octobre 1964, dans les studios de CJMS Radio-Montréal, Son Honneur le Maire de Montréal, Me Jean Drapeau, présidait, en personne, la cérémonie qui marquait officiellement la mise en opération, jour et nuit, de CJMS-AM, avec sa nouvelle puissance de 50,000 watts.

En franchissant cette étape, CJMS Radio-Montréal devient le poste privé d'expression française le plus puissant au Canada.

Cette cérémonie qui marque une date importante dans l'histoire de la radiodiffusion de langue française au Québec, réunissait, autour de son Honneur le Maire de Montréal, le Président de CJMS Radio-Montréal, Me Raymond Crépault, C. R.; M. Maurice Rinfret, député de Montréal St-Jacques à la Chambre des Communes, représentant le Gouvernement Fédéral; M. Roch Demers, Gérant Général de CJMS Radio-Montréal; de nombreuses personnalités civiles et religieuses et le personnel de CJMS.









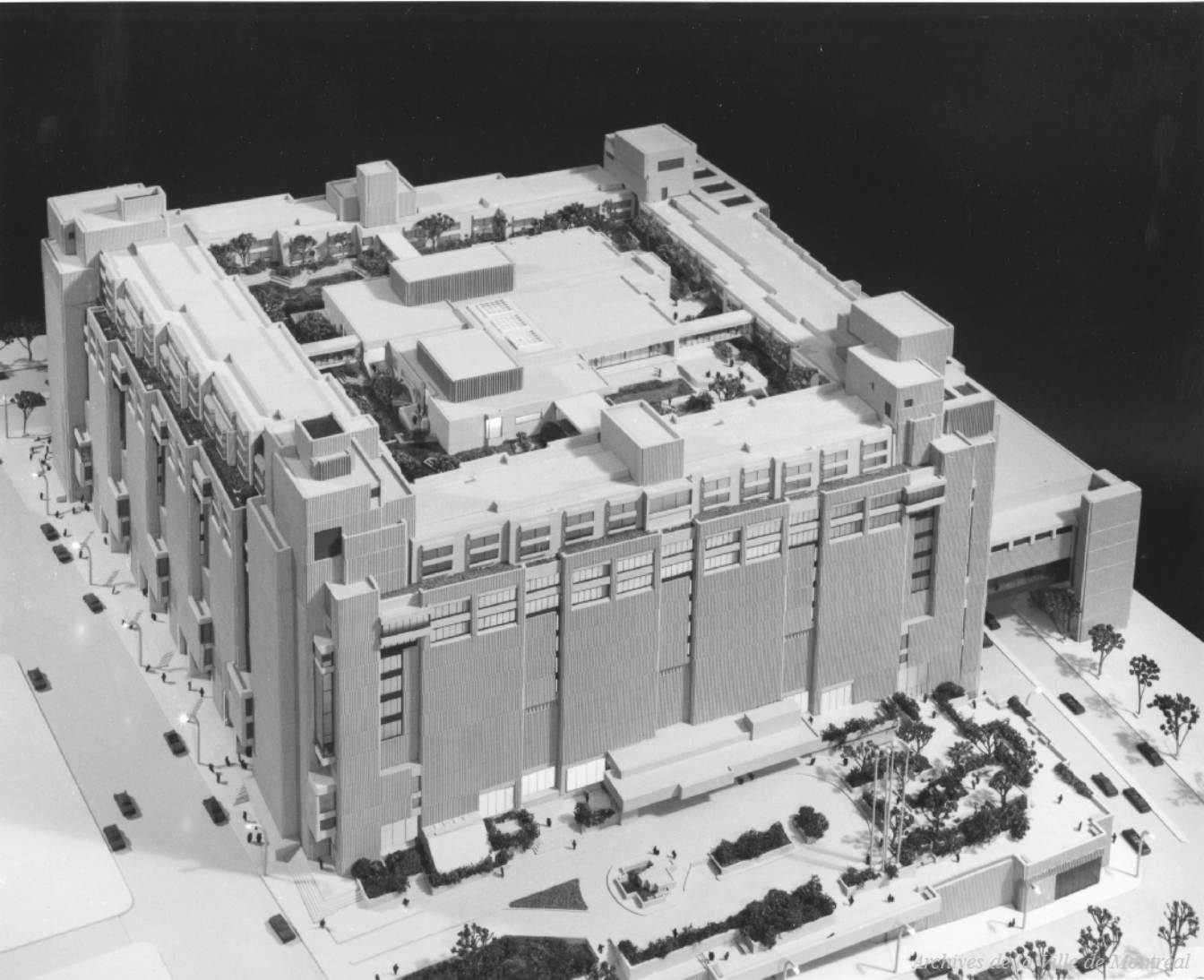


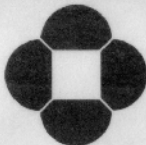












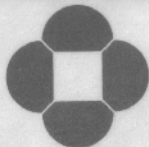
J. Guy Gauthreau,
Président et Directeur Général
et les officiers de Place Bonaventure Inc.

H. J. McDonald, Président
et les officiers de la
Allied Boating Association of Canada

ont le plaisir de vous inviter à une cérémonie
à neuf heures trente de l'avant-midi
le samedi, vingt-cinq février
mil neuf cent soixante-sept

Son Honneur Jean Drapeau
Maire de Montréal

sera l'invité d'honneur en cette occasion
qui marquera la première manifestation publique
tenue à Place Bonaventure
Le Huitième Salon Nautique National



Qu'il soit connu par les présentes que
le Hall Concordia de la Place
Bonaventure, Centre de commerce du
Canada, a officiellement ouvert ses
portes le vingt-cinquième jour de
février, en l'an de grâce mil neuf cent
soixante-sept, à l'occasion du huitième
Salon nautique national et en attes-
tation de quoi nous apposons nos
signatures:

M. J. D. Levesque
L. J. Carson
A. J. M. Levesque
K. J. J. J.
M. J. J. J.

By all these present, be it known that
the Concordia Hall of Place
Bonaventure, Canada Trade Centre,
was officially opened on the twenty-
fifth day of February, in the nineteenth
hundreth and sixty-seventh year of Our
Lord with the Eighth National Boat
Show and in witness whereof we duly
affix our signatures:

A. J. J. J.
M. J. J. J.
L. J. J. J.
J. J. J. J.
J. J. J. J.
J. J. J. J.
J. J. J. J.
J. J. J. J.
J. J. J. J.
J. J. J. J.





Si inclus le billet.

1^{er} billet inclus

1000001

Place Bonaventure

CONCORDIA HALL

ADMISSION

Taxe incluse

1.50

1000001













A la Place Bonaventure

Exposition haute tension au 8ème Salon nautique national

Amateurs de yachting, de ski nautique ou de canots, préparez-vous à des surprises! Pour la huitième année consécutive, le Salon nautique national, le plus haut en couleur du pays a jeté l'ancre à Montréal.

(par Danièle Ouellet)

Dès aujourd'hui de midi à 10 h. 30 du soir jusqu'au 5 mars, dans le Hall Concordia de la Place Bonaventure, l'exposition sera ouverte au public.

Pour Monsieur, le Salon nautique permet d'admirer plus de 300 yachts de croisière, bateaux à voiles, barques transportables sur voiture, canots à moteurs, canoës et autres embarcations, ainsi que des moteurs, pièces, accessoires.

Puis, si le coeur lui en dit... il pourra voir, de plus près, Mlle Yachting 1967, Da-



Au salon du yachting du beau... de la proue à la poupe!



Mlle Yachting confortablement assise dans le bateau exotique de Gérard Longtin.

(Photo Claude Gagné)

Archives de la Ville de Montréal

nièle Landry et ses demoiselles d'honneur dans des bikinis holé holé: bikinis portés sous une légère chemise en plastique...transparent. A ne pas manquer!

Pour Mesdames, un défilé de modes de maillots de bain, à raison de deux par jour, lui feront découvrir en une quarantaine de modèles la mode-plage pour la saison estivale. Si Madame se découvre des goûts de sportive, le hors-bord ultra-léger lui permettra d'aller à la pêche sans le recours de son mari, puisque ce hors-bord se lève d'une seule main.

Samedi matin, le huitième Salon nautique national recevait Son Honneur le maire Jean Drapeau à titre de président de l'inauguration.

A Noter:

Les yachts à cabine et les bateaux à voiles ont la vedette. Les coques de bois font la guerre aux canots en fibre de verre et en aluminium.

Les barques transportables sur voitures sont plus légères et plus robustes.

Le samedi, l'exposition ouvre ses portes à 10 h. 30 a.m.

A voir:

Le bateau pour ski du Centenaire.

La collection complète des canoës.

Les maillots de bain.

Le bateau exotique de Gérard Longtin pour la Compagnie Canadienne de l'Expo 67 le rouge et le noir le colorant

La Place Bonaventure

Le plus moderne hall d'exposition au Canada a été inauguré hier, en même temps que le 8ème Salon Nautique National, en présence du maire Jean Drapeau

Par Gilles CREVIER

et de plusieurs personnalités qui ont contribué à l'édification de la Place Bonaventure.

C'est devant un millier de personnes, que l'on a procédé à la cérémonie de l'une des nombreuses grandes expositions à ce dérouler à Montréal, ainsi qu'à de la Place Bonaventure. Selon M. J.-Guy Gauvreau, président de la Compagnie de Mise-en-Valeur Concordia, ce Salon ainsi que l'immeuble Place Bonaventure, ont été l'objet d'un intérêt soutenu de la

part du public. "Depuis des années, nous parlons de cet immeuble et maintenant nous commençons à réaliser que ce projet, pour lequel nous avons longtemps et durement travaillé, est devenu réalité." M. Gauvreau a aussi souligné le dynamisme des dirigeants de l'Hôtel de Ville de Montréal, et témoigné sa gratitude à l'endroit du Canadien National, avec lequel ils ont un



FÉVRIER 1967

a été inaugurée hier

bail de 99 ans.

Pour sa part, le maire de Montréal a déclaré que l'inauguration de la Place Bonaventure, était une journée heureuse, si ce n'est historique. "C'est une victoire con-

tre le temps, et maintenant le mot impossible est rayé de notre vocabulaire, puisque les montréalais ont relevé un défi qui paraissait impossible."

L'on sait que la Place Bo-

naventure comprendra un hôtel de 400 chambres, un cinéma, des restaurants, des boutiques, un garage, ainsi qu'une voie d'accès au métro, de même que plusieurs bureaux. *Archives de la Ville de Mon*

Le maire Jean Drapeau, entouré, à gauche de Mme Drapeau et à droite du président de la Compagnie de Mise-en-Valeur Concordia, M. J.-Guy Gauvreau, sonne la cloche inaugurale à l'ouverture du Hall d'Exposition de la Place Bonaventure.

The Montreal Star

DS

MONDAY, FEBRUARY 27, 1967

Boat Show Opens New Trade Hall

By ROBERT STALL

Mayor Drapeau said Saturday that the opening of Place Bonaventure has proved once again that "the word 'impossible' can be scratched from the vocabulary of Montreal."

And just to provide even further proof of the Montreal mystique, two bathing beauties "wearing nothing but a smile and a Jantzen" jumped out of a billboard to smile agreeably at the mayor's words.

Mayor Drapeau was referring to the time it took to build Place Bonaventure.

The mayor, cool and oblivious to the cheesecake baking on the beach in the billboard overlooking the stage, was addressing a crowd at the opening of the National Boat Show — the first exhibition to take place in the mammoth Concordia Hall of the Bonaventure complex.

He rang a ship's bell to open the show.

"We of the city congratulate and thank the team that built Place Bonaventure. It was a victory against time for these dynamic, capable and impatient men," said the mayor.

He said particular tribute must be paid to the financiers of the complex. Much has been made of the efforts of architects, engineers and planners of such Montreal projects as Expo and the Metro, he said. "But finance also capable of meeting high challenge. For such a great project, Canadian finance was there."

Buys First Tickets

Adding his own finance, the mayor bought the first tickets to Place Bonaventure's first attraction.

He took a dollar bill out of his pocket and handed it on stage to J. Guy Gauvreau, president and general manager of Place



Staff Photo by John Dargatz

MAYOR RINGS THE BELL: With outsize poster girls looming above him, Mayor Jean Drapeau rings a ship's bell to open the National Boat Show in Concordia Hall. With him is J. Guy Gauvreau, president and general manager of Place Bonaventure Inc.

Buys First Tickets

Adding his own finance, the mayor bought the first tickets to Place Bonaventure's first attraction.

He took a dollar bill out of his pocket and handed it on stage to J. Guy Gauvreau, president and general manager of Place Bonaventure Inc. "For my wife and me," he said.

Then he dug deep into another pocket, fished among the change and insisted on giving another six cents to cover the tax on the dollar.

Mr. Gauvreau said he too was "very proud of the fact that this entire project is financed by Canadians." It cost \$75,000,000.

He said the exhibition hall has already drawn some 20 major events "some of which might never have come to the city if this did not exist."

Place Bonaventure also includes a 400-room hotel, 100,000 square feet of office space, an international trade centre, a plaza with 100 stores, and a five-storey merchandise mart.

"It is the first building in the world to be designed as a total trade centre and will have great economic impact on the metropolitan area — in fact, would say, on the province and the country," said Mr. Gauvreau.

Le 8e Salon nautique: le plus complet jamais présenté!

Jamais Montréal n'a été aussi bien traité en matière de présentation de bateaux, de moteurs et d'accessoires marins de toutes sortes: tel est l'avis des journalistes et invités qui participaient en fin de semaine à l'ouverture officielle du 8e Salon nautique de Montréal au hall Concordia, à la nouvelle Place Bonaventure.

Plus que jamais, on a mis tout en oeuvre pour attirer l'attention de la femme québécoise sur les mille et un attraits des sports et divertissements sur l'eau.

Pour la première fois cette année, les spectateurs assistent à des défilés de modes à l'aide de séduisants mannequins, courtoisie de la maison Jantzen.

118,000 pieds carrés de bateaux

Comme le Salon nautique utilise une superficie de 118,000 pieds carrés, la marchandise des exposants ne manque pas. Les visiteurs ont le choix d'examiner à loisir une gamme complète d'embarcations allant du simple "cartopper" de 9 pieds jusqu'au luxueux yacht capable de naviguer sur l'océan. Les

accessoires de toutes sortes, depuis le filin d'acier pas plus gros que le petit doigt jusqu'à l'étréscillant projecteur capable de diffuser sa puissante lumière à plusieurs milles à la ronde, abondent cette année.

Plusieurs constructeurs du Québec

Les hors-bord de 1967 présentés par les grandes firmes très connues telles que Mercury, Kiekhaefer, Chrysler, Johnson, OMC, Evinrude, comportent plusieurs perfectionnements d'importance dont un système d'allumage transistorisé n'est pas le moindre. On note aussi un choix plus abondant et varié de remorques à embarcations à moteurs internes. Les constructeurs du Québec, tant ceux qui fabriquent de la chaloupe que des runabouts et voiliers, sont nombreux cette année.

Le 8e Salon nautique est ouvert dimanche et jusqu'au dimanche 5 mars, entre midi et 22 h. 30; le samedi 4 mars, on pourra y entrer dès 10 h. du matin. On se rend à la Place Bonaventure par le métro ou en autobus (circuit Dorchester); il est facile de stationner son auto à ciel ouvert ou dans un parking intérieur, tout près de l'hôtel Reine-Elizabeth.



Me JEAN DRAPEAU inaugurant et le hall Concordia de la Place Bonaventure et le 8e Salon nautique. A ses côtés, Mme DRAPEAU et M. GUY GAUVREAU, président de la Place Bonaventure.

QUALITY BUSINESS MACHINES



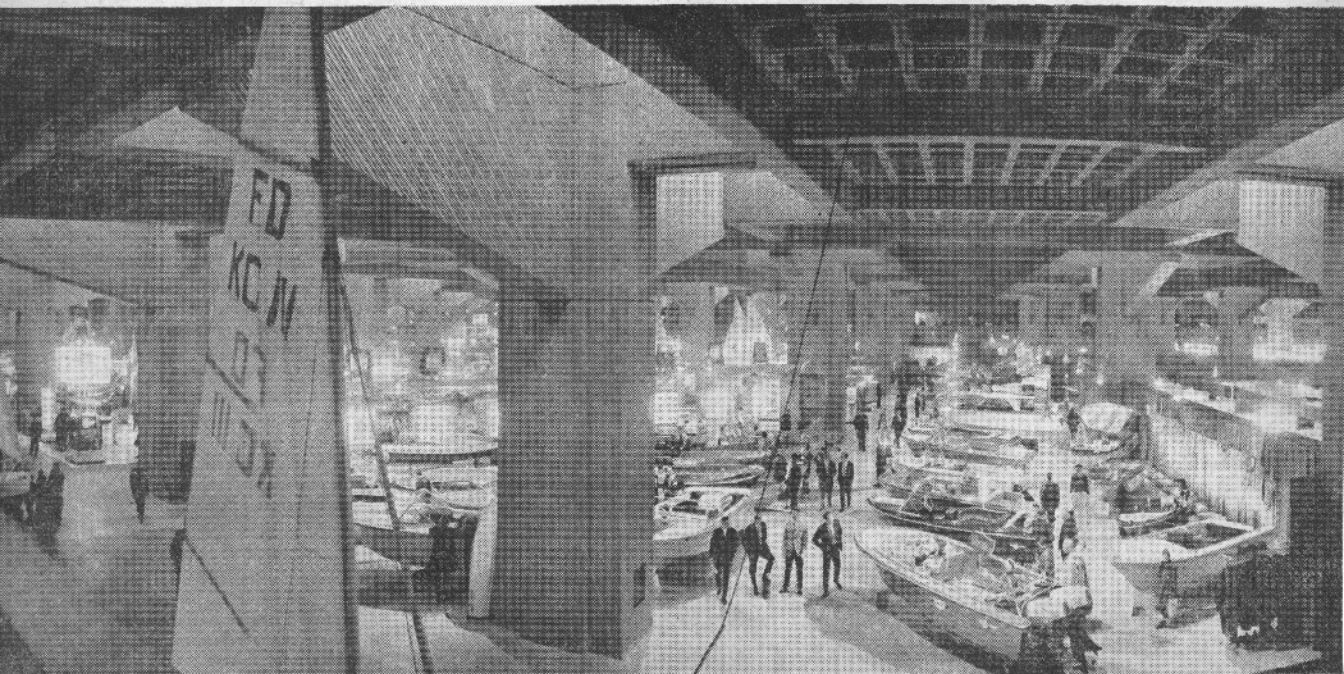
VICTOR

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the WEDNESDAY REPORT

BUSINESS ☐ **FINANCE** ☐ **MARKETING**

THIRD SECTION THE GAZETTE, WEDNESDAY, MARCH 1, 1967 ★ ★ PAGES 25 - 40



Montreal photographer Ara Avedissian took this shot of the exhibition hall at Place Bonaventure where the National Boat Show is being held. (See page 31.)

Automobile Marketing Takes

By JOS. PIERRE BELEC

The Canadian boat industry, floating on a cushion of \$200,000,000 sales last year, expects to double that total within the next five years.

M. C. MacDonald, president of Allied Boating Association of Canada, says higher incomes and the fact that "a boat doesn't seem to be living high off the hog" are definite plus signs for the industry.

Mr. MacDonald adds that "if consumers' buying pattern is respected, then the industry will record an appreciable rise in sales this year."

It has been his experience that the boat buying pace advances appreciably following a period of strong automobile sales as spending moves further down the ladder of family priorities.

The industry is making a concerted effort to pamper its consumers. The reason: boat buyers are demanding more and more styling and comfort. As one industry official put it: "People have been spoiled by this flick-a-switch world."

"When Mr. Boatowner moves from the comfort of his car, and home, he's got to feel that it doesn't end there," he maintains.

"We have to pamper him, just as the automobile industry has been doing for years.

"Sea-going rocking chairs and the basic-varnish-look of the old days isn't marketable now-a-days."

Boat builders evidently have kept a finger on the pulse of Mr. Boatowner. It is nowhere more apparent than at the current Montreal edition of the National Boat Show. Some 300 boats and boating equipment stand high and dry on the huge exhibition floor of

sales manager for Princecraft and provincial director of the association.

The future of the aluminum boat industry is promising, says Mr. Boulet, who predicts a sales increase of 50 per cent over the next 10 years.

Aluminum boat builders have already cornered the biggest market for unit volume. However, they rank second in dollar volume.

This reflects the estimated 15 per cent price differential between aluminum boats, and fiberglass and wood.

Alcan is the largest supplier of the type of aluminum used by boat builders.

The maintenance-free characteristic of marine aluminum

seems to be its chief selling point.

Princecraft says it has built the largest aluminum boat in this country. It is classified in the utility category, measuring 18 feet with a tested weight strength of over 3,000 pounds. It costs \$759, delivered to your door step.

The Crestliner fleet of aluminum boats this season, is competing with the company's fiberglass line in appearance with a price differential of some \$400 on the downside.

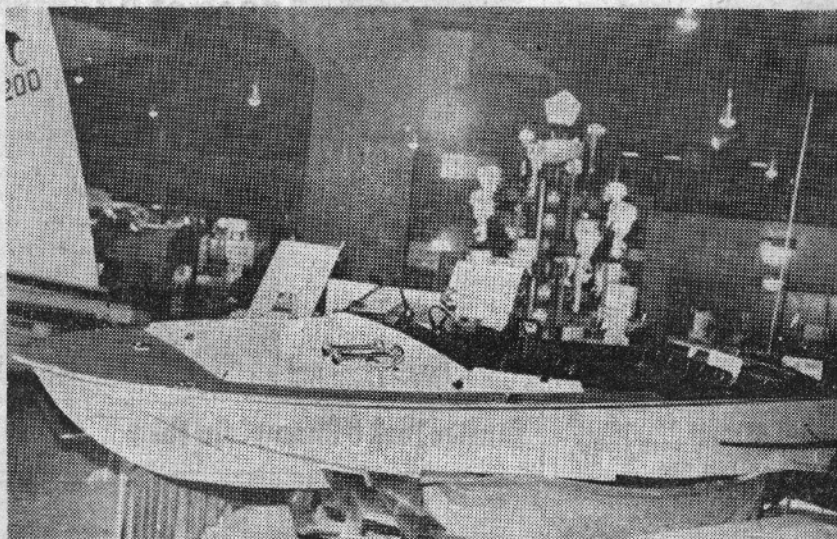
Among ships, the U.S.S. Enterprise has 47,000 pounds of aluminum plate; S.S. Oriama, a 48,000-ton passenger vessel, sports 1,000 tons of aluminum; and the S.S. Sunrip, a bulk cargo carrier, has

135 tons of marine aluminum. The metal is highly qualified for ship bridges. It's non-magnetic and can't distort compasses.

The aluminum boat-building industry is now aiming its sales pitch at the commercial fishermen on the Canadian East Coast.

The stumbling block to setting up a strong beachhead there is the apparent belief of ol' salts that wooden boats have no replacements.

However, it seems that the Canadian government will indirectly assist the aluminum boat industry in its quest for the Maritimes market. Ottawa is subsidizing new fishing craft by 50 per cent and the need to cut costs will



Russian-built, American-powered hydrofoil enters North American market

To The Water To Boost Sales

probably swing the tradition-minded fishermen to aluminum boats.

The sailboat field, a difficult market to enter, has even been invaded. It's traditionally been the major market of sturdy-looking wood.

Grumman Boats is introducing an all-aluminum 16-footer with a sail area of 149 square feet. Called "Flyer", it's believed to be the first high-performance sailboat produced of aluminum. It weighs a mere 340 pounds.

Kiekhaefer Corp. is turning out a line of engine blocks made of aluminum with aluminum cylinder heads and castings.

The engine is in the 80 h.p. class and weighs 326 pounds or between 25 to 70 pounds less than other 80 h.p. stern drives.

"We're now planning an all aluminum boat and engine," an industry official says. "After that, we'll attach wigs to boats and fly into the wild blue yonder."



Some of the 300 boats at the National Boat Show at Place Bonaventure

the huge exhibition floor of the Place Bonaventure.

Boats this season sport the customary gadgets. The trend to imitating automobiles is striking. Bucket seats, dashboard lighters, push-button gears and speedometers of all shapes and sizes line the dashboards of boats.

Dual-bucket seats, convertible into sleeper seats, seem to be the current rage of boat builders. The bigger boats provide comforts of home — dinettes, kitchenettes and fold-away bars, of course.

About 50,000 pleasure boats were built in Canada last year of which 20,000 were manufactured with aluminum, according to Jean Boulet,

Russian-U.S. Hydrofoil Shown

The Russians are entering the North American boat market this season with a revolutionary design for a pleasure boat — hydrofoil-style.

The Forte, as it's known, is on display at the National Boat Show here. It's the most promising innovation to appear on the market since the catamaran was introduced to the boat world in the early Sixties.

The boat is being seen for the first time in Canada.

"The Forte is a joint achievement of the U.S. and U.S.S.R.," according to a official with Satra Corporation, the North American distributors.

"It combines acknowledged Russian leadership in hydrofoil design with U.S. know-how in power, accessories and styling," adds the official.

The Forte has been acclaimed at boat shows in New York and Miami. Following the Montreal show, it'll be shown in Detroit.

"The initial reaction of Montrealers is one of amazement and fascination," notes Paul Galanka, a representative for the Soviet-American Trade Relations Association (SATRA).

"The hydrofoil is pretty much a rich man's toy at this stage of the game," says Mr. Galanka.

Forte models sell in Canada for \$10,000 and \$12,000 (U.S.).

A total of 18 Fortes were sold at the New York and Miami boat shows and a Montreal dealer plans to buy 12.

The Forte is seeing its greatest usage in the field of commercial transportation because of its speed and maneuverability. At least one plantation-owner bought a Forte in Miami to inspect his properties in the islands.

The boat has an overall

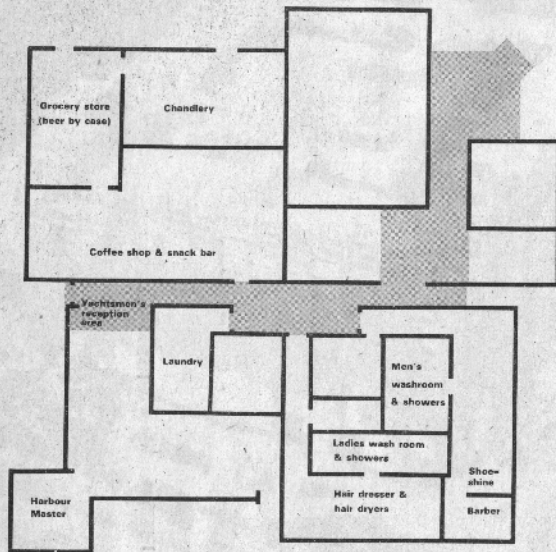
length of 28 feet, beam seven feet and height amidship is 28 inches to the waterline. Boat hull is aluminum with a net weight of 3,300 pounds.

When the hull is air-borne, the under-draft is two feet 10 inches and draft when full-borne, one foot seven inches.

There are two optional engines: Crusader Challenge, 130 h.p. and Chrysler Super Crown 150 h.p. Both engines use regular automobile gasoline.



There's smooth sailing at the Boat Show



Mariner's Hollow

Fina readies Marina

Since the announcement last September that Canadian Petrofina Limited had been appointed exclusive suppliers of motor fuels and lubricants at the Expo 67 Marina and the parking lots, there has been a great deal of work done to ready all the necessary facilities.

Fina executives, working with Expo officials, architects and contractors have been busy organizing the necessary arrangements to supply services at the Marina, to design the gasoline outlets, the floating fuel dock and the service station.

The service stations and gas bars have been designed by Montreal architects, Normand Gagnon and Maurice Archambault, with the collaboration of Luc Durand and

Pierre Teasdale. They will be a complete departure from contemporary architectural styles and are designed to harmonize with the truncated tetrahedron form being used throughout the site by Expo builders.

Steeply inclined roofs will be the dominating feature of the new design. The roof will be composed of two cubic elements, each apparently standing on a point. The cubes will be the modules used in the building of all Fina retail and service outlets at Expo, including the floating fuel dock at the Marina and the five fueling stations on the site for exclusive use of Expo and concessionaires' vehicles.

It is estimated that approximately 100 specially-trained Fina personnel will be required to man the facilities at Expo.

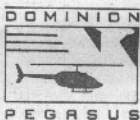
CONTINUE ON FIRST CLASS!

FLY THE LUXURIOUS, TURBINE POWERED, BELL

CONTINUE ON FIRST CLASS!

FLY THE LUXURIOUS, TURBINE POWERED, BELL JETRANGER NOW OPERATING AS THE OFFICIAL EXPO 67 HELICOPTER SERVICE BETWEEN:

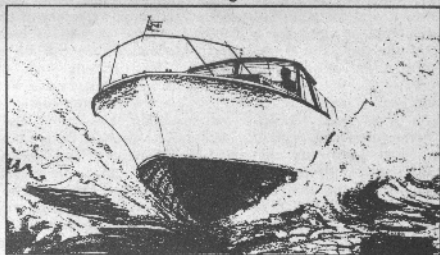
- The LaRonde Heliport Adjacent to the Marina
- Montreal-Bonaventure Heliport, in the business centre of Montreal.
- St. Hubert Airport, for private aircraft arrival and departures.
- Montreal International Airport - connecting with all airlines.
- Enjoy jet convenience and speed from origin to destination, No surface traffic tie-ups. No jangled nerves from driving.
- Enjoy a sightseeing ride around the Expo site and take pictures of the impressive view of Expo and Montreal.
- Dominion-Pegasus offers 'on-call' helicopter service (pick-up and delivery) at the various helistops or private locations circling Montreal.



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Place Bonaventure 10 buildings in one

while Expo '67 is the big attraction in Montreal, this summer, the city itself boasts scores of interesting landmarks. The newest and, perhaps, most impressive of these is Place Bonaventure, Canada Trade Centre; it is like no other building in the world.

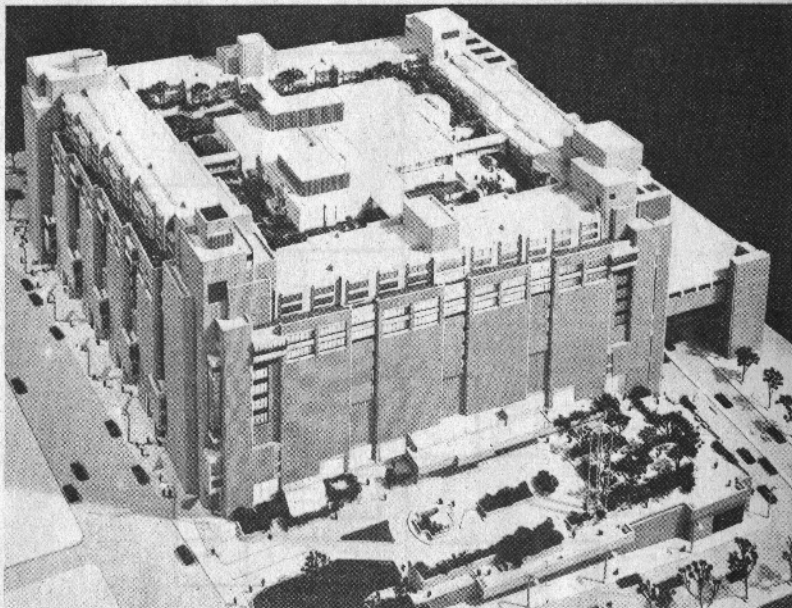
It is the first structure to be conceived and designed from the beginning as a trade centre. The result is a building that houses a 100-store shopping concourse, an exhibition hall which is the largest in Canada with 200,000 square feet of exhibition space on one level, a merchandise mart for the manufacturer showrooms of some 1,200 tenants representing a broad cross-section of Canadian industries, a Better Living Centre, an International Trade Centre, a luxury penthouse hotel of 400 rooms surrounding a rooftop garden the size

Place Bonaventure is planning to conduct guided tours and these will touch upon the merchandise mart which, normally, would be of interest to wholesale buyers only. Marts are shopping centres for buyers where the showrooms of manufacturers are grouped by industry. However, for the general public interested in seeing what a mart looks like and in learning how it works, the tours will include stops in that area.

The tours will be the organized way of seeing Place Bonaventure but if you want to visit it on your own it is all accessible.

It is a fantastic building and a trip to see the exhibition hall with its 30-foot ceiling and great concrete tree columns, is worth the effort alone.

How to get there? That's the easiest part of all. It is the most ac-



A bird's eye view of Place Bonaventure, Canada's new Trade Centre, located at the very hub of downtown Montreal. On the roof of the building can be seen the hotel and its garden with bridges spanning the pools to connect the rooms on the periphery to the central lobby and restaurants.

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Getting all these elements into one structure requires an enormous building — and Place Bonaventure is just that. It contains 2,100,000 square feet making it the second largest commercial building in the world. The Chicago Merchandise Mart holds down first place honors with more than 4,000,000 square feet of space.

There is going to be so much happening in this building that visitors to Place Bonaventure will have to check their newspapers to see exactly what is afoot on the day they intend to tour it. Events can range from a sales day in the shopping concourse to a national week in the International Trade Centre, an automobile show in Concordia Hall or a fashion show in any of several locations.

Even on Sundays, the Better Living Centre, a vital component of Place Bonaventure, is open for a good part of the day. The Better Living Centre is an area roughly divided into five sections: a building products section where building products of all kinds are displayed; a home furnishings section where household goods are displayed in their natural settings and where room settings are designed on suggestions by leading Canadian personalities; an information centre which will provide information on all available building products whether or not they are displayed in the Better Living Centre; an institutional section where goods manufactured for such institutions as schools, hospitals and restaurants are displayed and a corporate display area where organizations such as Bell Telephone and Hydro Quebec can mount exhibits demonstrating their contribution to better living in Canada. The Canadian Government-sponsored National Design Centre is also found in the Better Living Centre.

A large part of the display technique of the Centre will be product unveilings and demonstrations: lectures on subjects ranging from interior decorating and flower arranging to cooking and personal appearances by authorities on any of the myriad subjects associated with the good life and its proper living as represented in the Better Living Centre. There is even a small theatre in the Centre to hold these events, and admission is free.

Place Bonaventure is planning to conduct guided tours and these will touch upon the merchandise mart which, normally, would be of interest to wholesale buyers only. Marts are shopping centres for buyers where the showrooms of manufacturers are grouped by industry. However, for the general public interested in seeing what a mart looks like and in learning how it works, the tours will include stops in that area.

The tours will be the organized way of seeing Place Bonaventure but if you want to visit it on your own it is all accessible.

It is a fantastic building and a trip to see the exhibition hall with its 30-foot ceiling and great concrete tree columns, is worth the effort alone.

How to get there? That's the easiest part of all. It is the most accessible building in the city. It is situated on the Bonaventure Expressway, which is the main mid-town artery to Expo '67 and about five minutes away by taxi. In addition there is a Metro subway station right in the building which is a good starting point to see the rest of the city.

Expo '67 is going to be a gourmet's paradise but a yachtsman's trip to Montreal will be incomplete without a gastronomic adventure into the city. Part of this adventure can take place in Hotel Bonaventure, a "penthouse-garden" on the roof of the building.

The garden is a magnificent sight with its tropical foliage, its profusion of multi-coloured flowers, its pools, bubbling fountains and fully grown trees.

Three restaurants, each an unusual variation on the same decorative theme, are enclosed in the central core structure which is reached by four glass-enclosed bridges spanning the garden.

"Le Castillon" is a "chateau-type" gourmet restaurant at which a superbly varied repertoire of continental cuisine as well as exotic and american dishes can be expected. These include such specialties as the "Grenadins de Veau Oscar", a blended combination of veal tenderloin and crabs' legs, a memorable "Arabian Cous Cous", and the Polynesian "Wee Shew Op and Jo Mein", an exotic preparation of duckling. There is also a remarkable array of vintage wines worthy of the wine connoisseur.

The basic theme is a unique marriage of the glittering Old World Court of France and the glittering Old World Court of France and the rugged New World of the Early Trader-Explorer. Even the name, "Le Castillon", is taken from the annals of early French-Canadian history, being that of ex-Parisian Jacques de Castillon, Seigneur of the Island of Orleans, a hardy pioneer of Canadian Trading and one of the principal members of the "Compagnie des 100 Associes", founded by Cardinal Richelieu in 1627.

"Le Portage", a spacious, yet intimate, Show-Lounge is a fitting showplace for the international artists appearing there nightly. Its Buffet-Luncheon which is served daily is a veritable feast. "La Bourgade" (French for Trading Post and pronounced boor-gahd), another delightful restaurant, serves a variety of exciting dishes at moderate prices for the busy time-pressed visitor from early morning (8:30 AM) till 1:30 AM.

Claude Neon

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