



La Beau Montreal

**Montreal, Canada, is the site for AWCI's
66th Annual Convention April 9-23, 1983—and
it blends the traditional with the modern. Will you be there?**

It's as modern as tomorrow morning . . . and as elegant as last evening with its cobbled streets and classic architecture.

It's Montreal . . . Canada's most famous city that earns a fervent, "mon dieu, mais c'est beau . . ." whether the onlooker speaks French or not.

If you're at all connected to the wall and ceiling industry in North America and elsewhere you know that Montreal will be the site for AWCI's 66th Annual Convention and Exposition next April 19-23, 1983.

Montreal offers much more than a mere northern latitude listing. It's the heart of Quebec and Canada's French-speaking region, and what makes it different is:

—its French heritage as well as the influence of many other nationalities is a Europe next door

—the U.S. dollar stretches at least 20

percent further than it does in the States

—it's rare to find a day when Montreal doesn't have an exciting sports or cultural event.

If shopping is your thing you'll be overwhelmed by the sophistication of Montreal's boutiques and department stores—and ready-to-wear is tax free.

If good dining is your soft spot, Montreal provides a culinary feast, naturally with a strong accent on French cooking. The downtown area abounds with some of the world's great restaurants.

It's a short Metro ride to join the city's in-crowd for top cuisine in restaurants along with such exciting streets as Saint-Denis, Prince-Arthur and Duluth. While French, German, Chinese, Japanese, Greek, Spain, Italy and Hungarian restaurants are plentiful, a diner has available such niceties as Caribou (French-Canadian's mix-

ture of red wine and pure alcohol) whether it's in a charming, candlelit restaurant hugging a cobble-stoned street or in a tower restaurant in the clouds.

Old Montreal, of course, is where it all began in 1642, and many of the old buildings have been carefully preserved. This part of the city contrasts marvelously with the new stunning skylines of the new city making architectural projections.

At the same time, the underground city—the Place Ville-Marie—is a good starting place and it has been said with accuracy that you could spend days visiting Montreal without once going outdoors.

Responding to the challenge of modern day traffic jams, Montreal decided to utilize the idea put forth by Leonardo da Vinci—a multi-level city which separates people from traffic so that both can move freely and safely.