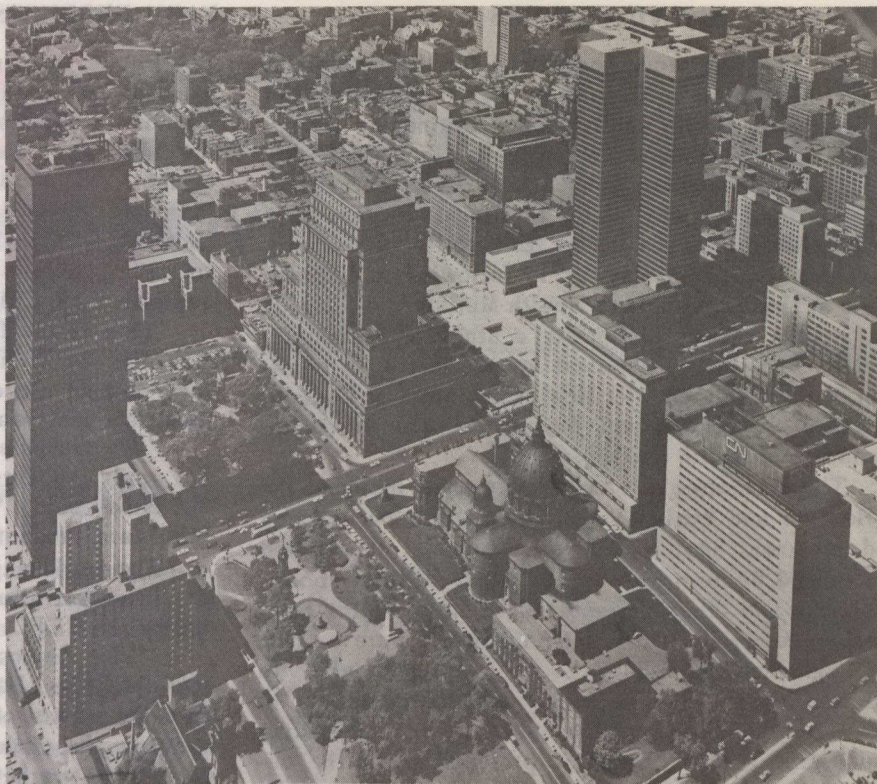


MONTREAL ATTRACTS

The Montreal Convention and Visitors Bureau reports that conventions last year enriched Montreal by \$14 million as the number of visitors increased by 8 per cent over that of 1970.

Last year 255 conventions brought over 105,000 visitors to the city, a sharp increase over the lean post-Expo 67 period. During 1970, 97,000 visitors attended 246 conventions in Montreal.

Confirmed bookings for 1972 are already showing a substantial increase over last year's and 353 conventions are booked as far ahead as 1980. The forecast figure represents over \$44 million in new business.



CANADIAN HOUSES FOR FRANCE

The first major Canadian-style housing project in Continental Europe was completed well within schedule and is drawing complimentary comments from buyers in the Paris suburb of Igny.

"Parc des Erables" comprises 114 houses that were built at the rate of 15 a month by a French labour force using Canadian timber-frame techniques. At the end of nine months the houses were up, all services had been installed and landscaping carried out, despite the fact that the French workers were not familiar with timber-frame construction and received their training on the job.

BUILDERS AND BUYERS HAPPY

Delighted with the success of their joint venture are Campeau Corporation Limited, Ottawa, a leading Canadian building contractor and developer, and Société Dumez of Paris, a major French general-construction company.

Happy, too, are the families who have already moved into their Canadian-style homes. The average buyer is under 40, has two children and works in Paris - a distance of ten miles - or in the southern suburbs. About half of the wives work.

While there have been some minor criticisms, such as flexibility of floors (a feature of timber-frame construction with which most European home-owners are not familiar), the buyers have generally shown

confidence in Canadian construction methods and materials and a willingness to recommend such homes to their friends. Praise has been particularly directed to the quality of insulation, comfort and design. "This type of construction gives a great deal of satisfaction; it permits a number of interior arrangements to suit individual tastes..." said one owner.

There are ten styles in the Parc des Erables project, with homes ranging in size from five to seven rooms. All have large living-rooms and kitchens, separate bathrooms and showers, built-in closets, utility rooms and garages. Usable floor area ranges from 1,300 to 2,450 square feet.

ADVANTAGES OF METHOD

Factory production of various wood components and the application of drywall panels to interior wall surfaces are important labour-saving features which make it possible to erect a timber-frame house in days instead of weeks.

Durability is another feature of the timber-frame homes: when properly constructed they maintain a value comparable to that of a house constructed of concrete, masonry or other building materials. For many generations houses erected by this method, traditional in Canada for residential building, have withstood the extremes of Canadian climate, while providing solid comfort for the owner.