

BALMORAL HOTEL — A MODERN DAY HOSTELRY

There's been further "face-lifting" in Winnipeg's Central Park area with the addition of a five-floored \$1,200,000 motor hotel at the intersections of Balmoral, Notre Dame and Cumberland. Driving from any direction, the combination of native Tyndal stone, glass and imported glazed tile murals, designs for which were especially created by Winnipeg artist Vincent Leathers, has made this business corner a striking scene. With a roomy parking lot and bright marquee sign, the new Balmoral Motor Hotel becomes a most inviting stop-over for local residents, a

business meeting place for large and small firms, and a well designed travelling salesman's showroom for the widest variety of products.

Rich in equipment and decor, the Balmoral is a large hotel with extensive dining and banquet facilities, guest rooms for tourists, families and executives, as well as varied service to meet every need—a truly modern hostelry combining 20th century know-how and sophistication with traditional warm 19th century western Canadian hospitality.

Two canopied main entrances take guests from street level directly to facilities on the two lower floors. As patrons enter the spacious lobby "welcome" is the key-note of the furnishings, colors, design and layout. Soft mustard, blue, orange, off white, black, green and the use of teak are used in imaginative ways throughout the hotel and impress



BEN KARASICK
... General Manager



MENASHE MANDEL
... Modern Concept

GOOD LUCK TO THE MANAGEMENT OF THE NEW
BALMORAL MOTOR HOTEL
DRYWALL PARTITIONS and ACOUSTIC TILE CEILINGS by
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Our hearty congratulations to the management of the new
BALMORAL MOTOR HOTEL
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LLOYD FINCH
ARCHITECT

Hearty Congratulations . . .
OUR BEST WISHES FOR SUCCESS TO THE MANAGEMENT OF THE BEAUTIFUL NEW
Balmoral Motor Hotel
COMPLETE INTERIORS
DESIGNED, SUPPLIED AND INSTALLED
BY
EATON'S CONTRACT SALES
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GOOD LUCK . . . to the management of the new ultra modern
BALMORAL MOTOR HOTEL
Black & Armstrong Limited
FINANCIAL AND INSURANCE AGENTS
Phone Whitehall 943-2501
200 Toronto General Trusts Bldg. Winnipeg, Man.

— — FEATURING OLD FASHION GRACIOUSNESS

guests in a most pleasing way from the moment they enter.

Enjoy - Enjoy

Informal dining in the Boulevard Restaurant from 7 a.m. to midnight (8 p.m. Sundays) is enhanced by decor which features floor to ceiling draped windows along one side, with a hand-made vinyl foil, weaving gold and browns, as the backdrop to the main coffee bar in the other. In this bright "happy looking" room pleasant, courteous waitresses in distinctively Mondrian designed uniforms offer diners everything from

short-order snacks to full course meals to satisfy the most discriminating palate. Featured too are Silverwood dairy products, and this fully licensed coffee shop seats 45.

The more formal Centennial Dining Room, seating 110, and open from 11:30 a.m. to midnight, features a carefully planned gourmet's delight menu. Monday through Friday from opening to 2 p.m. a tantalizing special \$1.25 businessmen's buffet luncheon is featured. This tastefully decorated room is highlighted by an abstract beaten brass mural sculptured by Arnold Gruter whose

artistry adds yet another dimension to dining pleasure here.

Both dining room and restaurant are serviced from a specially designed kitchen with the most modern broilers for steaks, grills and ovens. A roomy facility with enough built-in flexibility to assure well prepared meals, quickly and efficiently.

The main floor also houses the Can-Can Cocktail Lounge, seating 50 people. Its spun acrylic fibre, cathedral-like window backdrop

accentuates the well appointed furnishings to make this a most pleasant social rendezvous.

The Richelieu Beverage Room, too, adds once again to the feeling of graciousness while retaining all the spaciousness expected in a quality hostelry. A relatively large room, seating 200 it is divided into three areas, featuring large vinyl re-upholstered lounge chairs with a unique settee in the centre section. In this section is the raised stage for nightly entertainment. Each of the other two sections also features

25" colored television sets and at one end is a shuffleboard, the American version of the British pub's "penny push." Carefully appointed furnishings, well planned color schemes, three beautifully hanging, modern-antiqued lantern chandeliers, and artistically set geo-acoustical tiles make the Richelieu Beverage Room a most inviting and relaxing facility. Even washrooms highlighting pastels or bold ceramics add to the spacious comfort which is the by-word of the Balmoral.

Vendor sales, of course, are available.

What's Happened at Balmoral and Notre Dame?

ONE OF MANITOBA'S HISTORIC INTERSECTIONS IS NOW THE SITE OF THE BEAUTIFUL AND MAGNIFICENT NEW



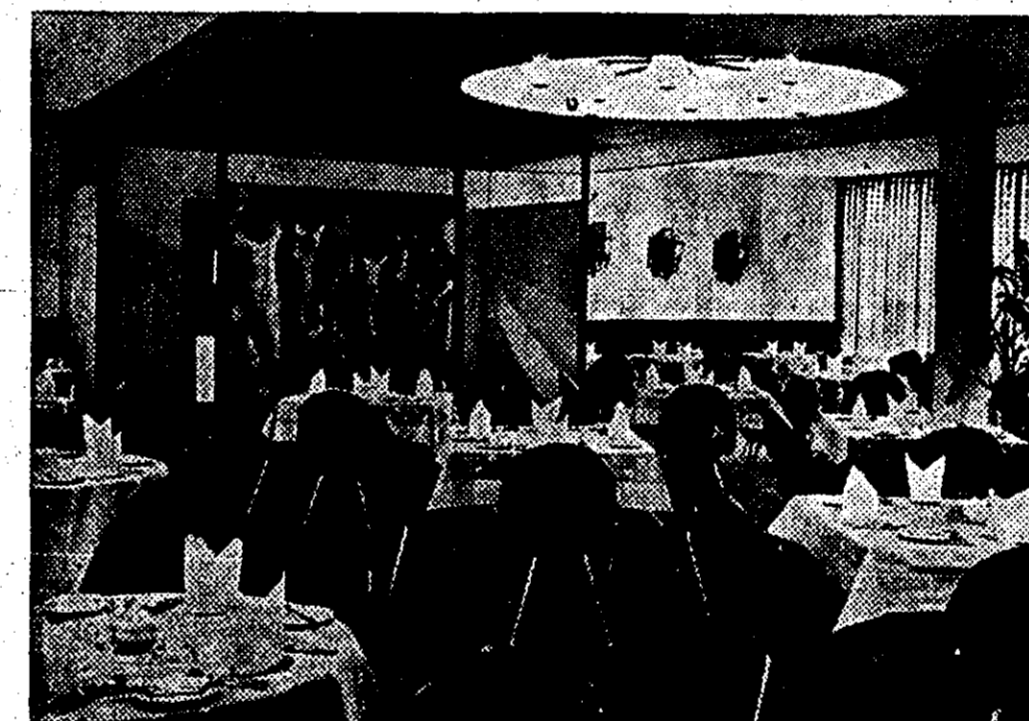
EXTERIOR VIEW OF BALMORAL MOTOR HOTEL.



OPEN AND READY TO PROVIDE THE BEST IN ROOM ACCOMMODATION, FOOD AND RECEPTION SERVICES.

JUST A STONE'S THROW FROM CENTRAL PARK — within walking distance of Portage Ave. — you will find:

- 45 extra-large guest rooms, completely separate from service areas, strikingly decorated and equipped with TV, radio, individual heat controls and air conditioning.
- The fully-licensed Boulevard Coffee Shop.
- The gracious Centennial Dining Room, seating 110.
- The Richelieu Beverage Room, with accommodation for 200 and providing nightly entertainment.
- The Can-Can Cocktail Lounge, excitingly different.
- Three banquet areas to serve from 20 to 500 guests.
- Delicious food — pleasantly served.
- Ample free parking.



VIEW OF CENTENNIAL DINING ROOM

For reservations, please telephone the maitre d' at 943-1544, or write The Balmoral Hotel, S.E. Balmoral and Notre Dame, Winnipeg 2.

GOOD LUCK TO THE MANAGEMENT OF THE NEW
BALMORAL MOTOR HOTEL
F. W. SAWATZKY LTD.
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BEST WISHES FOR SUCCESS TO THE MANAGEMENT OF THE
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