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TERRE DES HOMMES

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VOUS NOUS OBLIGERIEZ EN NOUS RETOURNANT

LE DOSSIER DANS LE PLUS BREF DÉLAI.

18

International  
New York City

From

NEW YORK TIMES  
New York, N. Y.

M-652,135 S-1,355,614

OCT 15 1968

### Montreal Fair Is Closed

MONTREAL, Oct. 14 (Canadian Press)—The exhibition on the site of Expo '67, Man and His World, closed its gates to the public today after a five-month run and began immediately to prepare for the opening of its second season next spring. The exhibition attracted about 12.5 million visitors since its opening last May 17. The fair will open next May 17 for a four-month period.

HARTVILLE, OHIO  
NEWS  
W. 1,900

NOV 1 1968



—STORING UP... A squirrel gathers nuts in the fading sunlight as Autumn comes to "Man And His World", Montreal's permanent successor to Expo '67. In the background is the former U.S. Pavilion.

FORT COLLINS, COLO.  
COLORADOAN  
D. 2,900 S. 2,000

OCT 16 1968

## Montreal Mayor Off and Running

By JOSEPH MacSWEEN  
Canadian Press Writer

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still. There have been some flat

spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo '67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good."

"Great cities can no longer get big industries within their borders... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball

and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

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OCT 1968 *By John*

## canada

By James Montagnes

PAINTERS, camera enthusiasts and hikers will be out in large numbers early in October to see and record the brilliant colors as the maples change from greens to flaming scarlet and golds before dropping their leaves. Fall foliage tours are a feature throughout eastern Canada where the best displays of color are in the Muskoka and Haliburton Highlands of Ontario, the Laurentian Hills of Quebec province and throughout the Atlantic coastal region. At Gravenhurst, Huntsville and Bracebridge in central Ontario, some 150 miles north of Toronto, there are special fall foliage carnivals climaxing Oct. 14 when Canada's national Thanksgiving holiday will be celebrated this year. . . . Visitors to Canada's capital city of Ottawa for the fall foliage show in this hilly area can get an extra view from the scenic boat cruises on the Ottawa River and Rideau Canal system. New to Ottawa this year are a Confederation Wax Museum near the Parliament Buildings and a National Museum of Science and Technology on St. Laurent Boulevard with displays ranging from the largest railway locomotives to models of all Canadian airplanes since the ear-

liest, from nuclear power plants to astronomy. . . . Canadian Pacific Air starts weekly service from Vancouver to Sydney, Australia, Oct. 30, doubling frequency of the present service. The airline also starts a regular scheduled service between major Canadian cities and Athens, via its routes to Rome. Olympic Airways will operate between Athens and Montreal. . . . An A-type plywood and lumber chalet which sleeps at least five persons is now being manufactured in Victoria, British Columbia. Its peaked roof slides down, it can be quickly mounted on a trailer and hitched to a car. The Porta Cabana, made by Cabana Structures Limited, is 24 feet wide, 30 feet long and 15 feet from ground to roof peak. It folds to smaller dimensions for highway travel, has all facilities of a small home. . . . Montreal's "Man and His World" exhibition closes Oct. 11. . . . Harness racing continues through October in both eastern and western Canada. . . . Vancouver will have a folk festival Oct. 11 and 12 and Canadian inter-provincial rugby championship games Nov. 2. . . . Atlantic Winter Fair is to be held at Halifax Nov. 29. . . . An exhibition of Canadian nineteenth century art will be open at Montreal during October.

OCT 16 1968 *By John*

## Mayor Pushing Montreal

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### Some of Developments

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

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### Always Optimistic

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Motorists in the Saguenay River country are welcomed for tours of the Shipshaw power complex and the aluminum plant at Arvida, Quebec, during October. . . . International horse jumping events will be featured at the Royal Winter Fair at Toronto Nov. 15-23. This is one of the social highlights of eastern Canada, with the governor-general present. Cattle judging at the fair draws buyers from all over the Americas. . . . Another event pulling visitors from far and wide will be the International Plowing Match at Guelph, Ontario, Oct. 16-19. The plowing event will take place near Ontario Agricultural College.



OCT 16 1968 *E. J. L.*

## Montreal Mayor Has Faith In His Product

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Canadian Press Writer

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## Mayor Of Montreal Not Prone To Standing Still

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MARINETTE, WIS.  
EAGLE-STAR  
D. 10,000

OCT 16 1968 *E. J. L.*



Barrie Examiner, Ont.  
Circ. 9,531  
October 16, 1968



### DRAPEAU GETS U.S. GIFT

Leonard Marks (left), director of the United States Information Agency, shakes hands with Mayor Jean Drapeau of Montreal in the Biosphere.

formerly the U.S. pavilion at Expo 67, during a ceremony preceding closure for the winter of Montreal's Man and His World. Mr. Marks presented

the city with a portrait of President Johnson and unveiled a plaque presented by the American Institute of Architects. (CP Wirephoto).

Sydney Cape Breton Post, N.S.  
Circ. 27,582  
October 16, 1968

CAPE BRETON POST, WED., OCTOBER 16, 1968.—7



U.S. GIFT—Leonard Marks, left, director of the United States Information Agency, shakes hands with Mayor Jean Drapeau of Montreal in the Biosphere, formerly the U.S. pavilion at Expo 67, during a ceremony Monday preceding closure for the winter of Montreal's Man and His World. Mr. Marks presented the city with a portrait of President Johnson and unveiled a plaque presented by the American Institute of Architects.

(CP Wirephoto)

## DRAPEAU'S ABIDING CONVICTION

# Originality Destiny Key

**MONTREAL (CP)** — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfill their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: *Vive la difference!*

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair *Man and His World*, which closed in mid-October. His life is also replete with paradox.

### BECAME VICE-BUSTER

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 38.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration. And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some

circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

### OFF AND RUNNING

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

The mayor admitted he can count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

The mayor often consults his father, Joseph-Napoleon Drapeau, 78, dean of city council and an insurance broker. With two sisters, he is the sole surviving son. His worst heartbreak was not in any political defeat but in the

death of his mother when he was 20.

A crucifix and a picture of the Queen adorn Mr. Drapeau's office where he greeted a reporter with a cheery "Comment allez-vous?" but switched easily to English.

Almost mystical in his sense of mission for Montreal, Mr. Drapeau thinks big, talks big and his milieu is the millions. But he unexpectedly produced this \$1 bit of economic philosophy:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

### MISSED SWINGER

To a suggestion that the advertising world missed a swinger when he turned to other pursuits, the mayor grinned:

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"The combination of baseball and Man and His World here—that's perfect."

Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by

Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

Questioned on Quebec nationalism, Mr. Drapeau maintained Canada would not now exist but for the French-Canadians who fought off American attacks after the revolutionary war.

### IS DAILY CHALLENGE

"This is a definition of nationalism that is good for any Canadian no matter what his origin—being second to none when the existence of Canada is challenged. And it is a daily challenge."

His attitudes had not changed since he ran unsuccessfully for the Quebec legislature in 1944 and the House of Commons in 1942 under the Bloc Populaire banner. Rather, Canadian and provincial politics had evolved far beyond the platform of the defunct splinter party.

Mr. Drapeau's stock was already high but it was his July 26, 1967, nationally televised speech during President de Gaulle's state visit that made him an instant hero from coast to coast.

Descendant of a habitant-tailor who came to New France 303 years ago, he had heard the French president's cry of "Vive le Quebec libre"—the separatist slogan—with feelings probably only fully understandable to a French-Canadian.

He struggled through a morning to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the president but stalwart in Canadianism:

"The best formulas... serve all of Canada best, and the North American continent..."

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

By that time the University of Montreal graduate was an international figure, having travelled a long road since vice-busting days. Appointed prosecutor at a prolonged police inquiry in 1950, he became mayor in 1954. Although defeated in 1957, he came back in 1962 and in 1966, the last municipal elections, received an unprecedented 95 per cent of the vote.

### FEARS REAWAKENED

Now a recent series of gangland killings has reawakened old fears, recalling the days when Mr. Drapeau teamed with Pacifique Plante, as unorthodox a cop as Montreal has seen, to turn the corrupted city upside down.

Jean Drapeau knows that the "Mafia never surrenders—they just mark time, waiting for another chance." Nonetheless he says, the killings indicate that, unlike the past, there now is "no black pope, no one who has the edge, no one man who can ensure protection..."

Pacifique Plante claims that underworld threats drove him to his present Mexican exile. Bricks were thrown through the windows of Mr. Drapeau's home. Cars trailed him. His steel garage door once clanged down in the face of a pursuer.

In the interview, he brushed aside the topic impatiently:

"I'm no hero," he said. "If I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."



Victoria Colonist, B.C.

Circ. 37,152

October 16, 1968

L. 999  
In 'Winter Intermission'

Daily Colonist, Victoria, B.C., Wed., October 16, 1968

47

## Drapeau Drums for Better Fair

MONTREAL (CP)—Man and His World has closed its doors for the winter and cast its eyes toward broader horizons in the hope of making Montreal's permanent fair bigger and better next spring.

Mayor Jean Drapeau, who described the Monday closing merely as a "winter intermission," leaves Oct. 21 for a tour of a number of countries to encourage participation in the fair.

He will be accompanied by Guy Huot, 40-year-old director of Man and His World.

Man and his World attracted

a total of 12,516,480 visits in its five months since the opening last May 17.

The mayor and officials of Man and His World are hopeful the United States, as well as Britain and some of the other larger countries, will resume their participation in the fair as they had done at Expo 67.

The mayor would like to see more of the Communist countries participate in the fair.

While a total of 102,437 last-minute visitors stormed on to the fair site on Thanksgiving Day, men and machines went into action to show the crowd

the city meant business when it announced plans to raise the curtain May 29 for a four-month run of the 1969 version of Man and His World.

A fair official estimated that about \$7,000,000 will be spent between now and the spring, opening to renew and remodel the various exhibition pavilions on the site.

Mr. Drapeau said the city expects the 1968 operation of the fair to break even.

Stratford Beacon-Herald

Ontario

Circ. 9,831

October 16, 1968

## Son of Expo closes doors for winter

By ROBERT WISKEW  
MONTREAL (CP)—Man and His World has closed its doors for the winter and cast its eyes toward broader horizons in the hope of making Montreal's permanent fair bigger and better next spring.

Mayor Jean Drapeau, who described the Monday closing merely as a "winter intermission," leaves Oct. 21 for a tour of a number of countries to encourage participation in the fair.

He will be accompanied by Guy Huot, 40-year-old director of Man and His World, the assets of which are estimated to be worth a minimum of \$225,000,000.

Man and his World attracted a total of 12,516,480 visits in its five months since the opening last May 17.

The mayor and officials of Man and His World are hopeful the United States, as well as Britain and some of the other larger countries, will resume their participation in the fair as they had done at Expo 67.

The mayor would like to see more of the Communist countries participate in the fair and he and Mr. Huot will include Czechoslovakia, especially, in their three-week tour of a number of countries to encourage them to return to Montreal. The tour begins Oct. 21. Poland took part this year, taking over the former Vermont pavilion.

### LOOK TO THE WEST

The city is hopeful the western provinces will re-open their pavilion which had been closed since Expo.

While a total of 102,427 last-minute visitors stormed on to the fair site on Thanksgiving Day, men and machines went into action to show the crowd the city meant business when it announced plans to raise the curtain May 29 for a four-month run of the 1969 version of Man and His World.

At 1 p.m. heavy equipment moved onto the site of the former Soviet pavilion to begin clearance for a next-year presentation still to be announced.

A fair official estimated that about \$7,000,000 will be spent between now and the spring opening to renew and remodel the various exhibition pavilions on the site.

Owen Sound Sun Times, Ont.

Circ. 14,169

October 16, 1968

## Summer like weather across Canada for holiday

By THE CANADIAN PRESS

Good weather prevailed over most of the country when Canadians celebrated the Thanksgiving holiday, the last long weekend before winter closes in.

Ontario had summer-like, 70-degree weather, hottest spot in the country. In other parts of Eastern Canada, the temperatures stayed near the 60s which helped Montreal close its Man and His World exhibition in grand style.

The exhibition, a miniature Expo 67, closed Monday and officials announced a total attendance for the fair of 12,500,000.

It was sunny in Saskatchewan but cool and windy over other parts of the Prairies. Alberta had fog and rain fell in British Columbia where temperatures hovered around the 40-degree mark.

Many Canadians took to the highways, either for the first look at the autumn colors, to close summer cottages or visit relatives.

By late Monday night, a survey by The Canadian Press showed that 53 Canadians had died on the highways during the three-day weekend, close to the 65-to-75 predicted by the Canadian Safety Council.

Traffic in Ontario was bumper-to-bumper on major routes during most of the holiday.

As usual, airline and bus companies reported heavy business.

Newfoundland was the warmest of the Atlantic provinces with temperatures in the 60s. The Maritimes was slightly cooler.



Edmonton Journal, Alta.

Circ. 139,141

October 16, 1968

## 'Son of Expo' was not so successful as 'dad'

J 999  
By LISA BALFOUR  
Southam News Services

MONTREAL—About 12,000,000 visitors have visited the 'Son of Expo', this year's edition of Man And His World.

This is a far cry from the 20 to 30 million people that Mayor Jean Drapeau originally predicted.

Nevertheless Man And His World officials feel justified in calling the five-month Expo re-run "a success."

They claim, for instance, that the Montreal show has attracted twice as many visitors over a similar period of time as HemisFair, the exhibition held from April 6 to Oct. 6 in San Antonio, Texas.

### RED OR BLACK

Asked whether or not the so-called "Son of Expo" will end up in the red or the black, Man And His World authorities react defensively. Consequently, it's hard to unearth hard economic facts about the exhibition even though officials do admit that original estimates have had to be scrapped.

Before the exhibition origin-

on May 17, Mayor Drapeau announced that the city would spend \$25,155,000 on what he called "first year expenses." Anticipating that 20 to 30 million people would visit the site, he estimated that revenue would amount to \$34,155,000.

According to these statistics, Man And His World was to make a \$9,000,000 profit.

### SMALL SURPLUS

Exhibition officials now doubt that this has been accomplished. However, exhibition director Guy Huot's assistant, J.A. Tellier, says he thinks the city will end up with "a small surplus", although he adds that "there are a great many imponderables in this."

"When we realized we wouldn't get over 20 million visitors, we executed some cuts in our expenses. Now our budgets are about even and we consider that the fair has been very successful."

Similar claims are made by

other city officials. But for the concessionaires who've been operating on the two island site, it's a different story. Most claim that they have been operating at "a dead loss" throughout the summer and that they definitely won't be back next year.

As for Mr. Drapeau, he leaves Oct. 21 for a three-week overseas tour to visit those countries which are already participating in the continuing exhibition and to recruit new ones.

Oshawa Times, Ont.

Circ. 23,225

October 16, 1963

## Man And His World Ends But Only For The Winter

By BORIS MISKEW

MONTREAL (CP)—Man and His World has closed its doors for the winter and cast its eyes toward broader horizons in the hope of making Montreal's permanent fair bigger and better next spring.

Mayor Jean Drapeau, who de-

scribed the Monday closing merely as a "winter intermission," leaves Oct. 21 for a tour of a number of countries to encourage participation in the fair.

He will be accompanied by Guy Huot, 48-year-old director of Man and His World, the as-

sets of which are estimated to be worth a minimum of \$225,000,000.

Man and his World attracted a total of 12,516,430 visits in its five months since the opening last May 17.

The mayor and officials of Man and His World are hopeful the United States, as well as Britain and some of the other larger countries, will resume their participation in the fair as they had done at Expo 67.

The mayor would like to see more of the Communist countries participate in the fair and he and Mr. Huot will include Czechoslovakia, especially in their three-week tour of a number of countries to encourage them to return to Montreal. The tour begins Oct. 21. Poland took part this year, taking over the former Vermont pavilion.

### LOOK TO THE WEST

The city is hopeful the western provinces will re-open their pavilion which had been closed since Expo

While a total of 102,427 last-

minute visitors stormed on to the fair site on Thanksgiving Day, men and machines went into action to show the crowd the city meant business when it announced plans to raise the curtain May 29 for a four-month run of the 1969 version of Man and His World.

At 1 p.m. heavy equipment moved onto the site of the former Soviet pavilion to begin clearance for a next-year presentation still to be announced.

A fair official estimated that about \$7,000,000 will be spent between now and the spring opening to renew and remodel the various exhibition pavilions on the site.

Mr. Drapeau said the city expects the 1968 operation of the fair to break even.

The city budgeted \$32,000,000 for the operation of the fair but the full amount was not spent because officials decided on cost-cutting.

# Montreal mayor has busy career

By JOSEPH MACSWEEEN

MONTREAL (AP) The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 32 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

## DEVELOPMENTS LISTED

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good."

## SPORTS GOOD BUSINESS

"Great cities can no longer get big industries within their borders... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

Some Quebecers think this province's future lies in separation from the rest of Canada.

Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

## STALWART CANADIAN

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

"The best formulas... serve all of Canada best, and the North American continent..."

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

Montreal has often been known for its crime, frequently of the gangland type, and Drapeau was chosen as a prosecutor in 1950 to try to stem it. Bricks were thrown through windows of his home, and his steel garage door once clanged down in the face of a pursuer.

## OLD FEARS STIRRED

A recent series of gangland killings has reawakened old fears here, and Drapeau says: "Mafia never surrenders—they just mark time, waiting for another chance." But he contends the protection system that once existed is gone.

He became mayor in 1951, was defeated three years later, but returned to the office in 1962. His horn-rimmed glasses, mustache and owlish appearance make him the delight of cartoonists in this city where newspapers in French vie with English publications.

"It's by remaining original, faithful to our origins, that we can serve Canada best," Drapeau says of his fellow French-Canadians. "I think Expo 67 proved it. There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

VARIETY  
NEW YORK, N. Y.  
W.CIRC. N. AVAIL.

OCT 16 1968

# Drapeau's Pitch for Expo's Third Year; Also Seeks 1976 Olympics for Montreal

Montreal, Oct. 15.

Dream goal (20,000,000) and break-even level (15,000,000) for the 1968 extension of Expo 67 were missed, final admission count running to 12,500,000. Since economy prevailed throughout, "Son of Expo" may not have lost much for the City of Montreal.

The big lesson, however, may be that Mayor Jean Drapeau and his advisors mistook the momentum of the World's Fair as carry-over for 1968. Failure of "sell" it now seems clear was, along with the bad weather breaks at the outset, the big brake on attendance. But operations and maintenance costs were adjusted. Drapeau can now say that exhibition ended its first year pretty much in the black—a prerequisite for continuing the extravaganza on a permanent basis.

Concessionaires and the winning-and-dining spots took it badly on the chin during the first two months, so badly in fact that the city waived its first two months of rent; rest of the summer was better, however. Belatedly Woolcott, Carlson Associates of New York were called in and Bill Bantey of The Gazette, made director of public relations.

Where nations left only pavilions to the city denuded of exhibits, the city mounted its own displays, some of them judged better than some of last year's, and drawing the same kind of lineups as various magnets drew last year.

The Biosphere, an exquisite hanging gardens plus exotics—hundreds of birds in many varieties, by all measure, was the most popular pavilion, housed in what was the unique United States Pavilion last year—a transparent geodesic dome.

## Old Cars a Hit

Also very popular were the Belles of Testyear antique car exhibit in the former British Pavilion, and other unique displays such as the presentation of scale model stages of famous productions in the former Greek Pavilion, and a full exhibit of the cinema in the former Economic Progress Pavilion.

Son of Expo—1969, the mayor promises, will be even better and for the following reasons:

—He's leaving on a selling trip abroad Oct. 21 and it's expected that more foreign nations will be present next year, particularly when he waves that 12,500,000 attendance figure at them, with the punchline that more than one-third were Americans this year.

—An intensified foreign presence and participation, with guides and hostesses in indigenous native dress as last year at Expo 67, will make a powerful selling point and, in fact, make "Man And His World" really sound and look like a world's fair, even though it does not come under the jurisdiction of the International Bureau of Exhibitions. (Significantly, the IBE has put up no opposition to the city's big show, although who knows how this might affect the Osaka Expo 70 fair, and possibly a world's fair in Boston or Philadelphia in 1976?)

—Unlike this year when the mayor said he couldn't get PR properly organized because he did not know almost to the last minute just what "Man And His World" would actually be, for next year a fulltime staff of 20 is going to work immediately on public relations, publicity and advertising for 1969.

—American Express, which handled advance ticket sales in the U.S. this year as they did for Expo 67—last year the tickets were called "passports," this year they were called "visas"—staged a reception here, they day after closing, for some 1,500, black tie and the works, in the Miosphere, with the open pitch that for 1969, Amex said its offices "throughout the word are right now extolling the delights of Man And His World 1969."

—The bowing season of the Montreal Expos, Canada's first major league baseball team which, with San Diego, won a franchise in the National League, will see the town loaded with baseball buffs in 1969, drawn from New England, New York and points less than a day's drive from town. Already in the works are ties between the Montreal Expos and Son

of Expo, and the overall plan by the team's PR experts is to sell baseball as a community thing, much in the pattern that made the New York Mets so popular at the box office, if not so high up in the standing.

Drapeau, who is given a large hunk of the credit for bringing about Expo 67, and who is in a good spot to get the 1976 summer Olympics for Montreal, has made Man And His World his major project.

"It's as permanent as Niagara Falls," he says, and on the basis of his batting record he may indeed have a permanent winner on his hands.

12  
International  
New York City  
OCT 16 1968  
From  
ADVANCE  
Staten Island, N. Y.  
E-57,308 S-52,400



HICKORY, N. C.  
RECORD  
D. 24,000

OCT 16 1968 *By John*

Baseball Arrives On Heels Of Expo

## Mayor Promotes Montreal

By JOSEPH MACSWEEN

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

### Once Timid Boy

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a

new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

### Speed Of Dollar

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good."

### New Type Industry

"Great cities can no longer get big industries within their borders... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

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Occasionally citizens boggle at the costs involved. They

argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

### Nixes Separatism

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

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18  
International  
New York City

From

FREE PRESS

Detroit, Mich.

M-521,257 S-577,640

SEP 29 1968

### Record

Man and His World, Montreal's successor to EXPO '67, closes Oct. 14, claiming top spot as a world tourist attraction in its first year. Anticipated total attendance — 12.5 million.

DEL RIO, TEXAS  
NEWS-HERALD  
D. 4,500

OCT 13 1968 *By John*

## WASHINGTON NOTEBOOK



By NOEL GROVE  
NEA Staff Correspondent

WASHINGTON — (NEA) — A final irony concerning opposition to the nomination of Supreme Court Justice Abe Fortas for chief justice was revealed recently by a close friend of Fortas.

Fortas, who withdrew his name from consideration after heavy opposition — mostly from Richard Nixon supporters — once paid one of his highest professional compliments to the courtroom skill of the Republican candidate for president, the friend said.

Nixon had represented the James J. Hill family of Connecticut in Time, Inc. vs. Hill, the only case Nixon ever pleaded before the U.S. Supreme Court. The family was suing Time, Inc. for invasion of privacy after a magazine article likened

## Fortas Pays High Tribute to Nixon

an experience of the family to the plot of the stage play "The Desperate Hours," in which a family is held hostage by three escaped convicts.

The court ruled against the family, 6-3, but Fortas reportedly commented later that Nixon had made one of the best arguments he (Fortas) had ever heard in his days on the bench.

Fortas was one of the dissenting judges and also wrote a dissenting opinion on the court's decision.

Even in the highest places can one find those little symbols of humbling earthiness that serve as leveling devices for all people and all things.

Amidst the grandeur of the great rotunda of the Cannon House Office Building, circled by stately marble busts of congressional immortals, sat an old tin pail recently, conspicuously receiving dribbles of rain that seeped through a leaky ceiling.

What Robert Moses and the city of New York couldn't do, Montreal has done not once, but twice.

All the experts said last year's Expo '67 would never come off and, when it did, they predicted it would flop. They were wrong on both counts, as 50 million visitors to the man-made islands in the St. Lawrence River that summer can testify.

So successful was Expo that Montreal could not bear to see it close. And after the second summer of the show, now called "Man and His World," total attendance will top 12 million by the Oct. 14 closing date, despite five straight weeks of almost constant rain.

That 12 million, said an M & H W spokesman, is still higher than total summer figures of either the Seattle or New York world's fairs in the States. Canadians like to point out little things like that.

OCT 16 1968 *E. Kella*

## Montreal Mayor Can't Stand Still —

# Drapeau Off and Running Again

By JOSEPH MacSWEEN  
Canadian Press Writer

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### Was Once Timid

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### Replies To DeGaulle

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# Highlights of a Young Voyageurs Journey

5999

by Jane Lindsay

This past August I was given the wonderful opportunity to participate in the Young Voyageur Program. This program enables students from all across Canada to visit other parts of this nation. The students travel in units of twenty-four, twelve girls and twelve boys. Once the students arrive at their destination, they are billeted in private homes with other Canadians their own age. I was very lucky, for I was chosen to visit the city of my dreams - Montreal, Quebec.

The students I travelled with came from various cities and towns throughout Southern Saskatchewan. We really became acquainted with each other on the train. By the time we reached Montreal, we were all good friends.

When we arrived in Montreal on Wednesday night a giant throng of people were gathered at the station. We received a true French Welcome by a kiss and a song. We met our host families and stood, suitcases in hand, as introductions were exchanged. Jean Marie Masse, the Montreal coordinator of the program, gave us a hearty welcoming speech. Needless to say, after the long trip down, we all slept in until noon on Thursday. When we managed to wake ourselves, we went shopping on St Catherine Street. You can quite well imagine the traffic problems that 43 teenagers caused. One policeman asked us to move so that someone else could use the sidewalk.

On Thursday evening we went to our first party. Whether you live in Saskatchewan or in Quebec, one thing is for certain - chips and coke are sure to be served.

Friday was a free day which we spent getting acquainted with our host families. Some of us took advantage of the spare time and did a little souvenir shopping.

Bright and early on Saturday morning we headed for Isle St. Helene and the site of Man and his World. Our tour of Expo started with a trip to the Bell Telephone Pavilion, or Canada 67 as it is now known. Inside this pavilion is a giant circular screen. The audience stands in the centre with the show projected all around them. A movie showing Canada from east to western sea was in keeping with the new name of the pavilion. In the second half of the building was a scale model of Montreal City. On the

walls hung pictures and other items telling the history of Montreal.

The Air Canada Pavilion traced the development of airplanes from da Vinci's rough diagrams to the modern day jets and rockets. The theme pavilions helped us to become acquainted with our nation and the world. The Land of the Midnight Sun was brought alive in the pavilion of Man and the Polar Region. The screen in the Earth-Home of Man was built on a slant from the roof to part way down the wall. We all came out of that pavilion with very stiff necks. The movie in this pavilion showed in detail the different homes and living conditions of men. Before the day was over we managed to tour Kaleidoscope, the Pacific Commemorative Pavilion, Katimavik, Thailand's Pavilion, the Biosphere, Quebec and the Ontario Pavilions, the Pavilions of Ethiopia, United Arab Republic, Ceylon, and last of all, the Algerian Building.

After supper, which was eaten on the shores of the St. Lawrence, we took the Expo Express to the Place Des Nations. Following a dance here, we went to La Ronde for an hour of fun. A very tired but happy group of Young Voyageurs headed back for Montreal in the early morning hours.

On Sunday we toured the Air Canada Base. Our tour began with a trip to the simulators where life-like conditions can be produced to test the pilot's reaction to emergency situations. We also visited the paint shops, the hangers, the repair shops and the X-ray rooms.

On Monday morning we boarded a provincial bus and set off for Quebec City. Part way through the morning we stopped at Trois Rivières - the largest centre of the pulp and paper industries in the world. This city is unique for it is one of the only two cities in Canada having outside staircases. While in Trois Rivières we stopped at the new Basilican of Notre Dame du Cap, which was opened in 1964.

After a brief bus ride around the city, we continued along our scenic drive to Quebec City. We followed the St. Lawrence River all the way. Rows of neat farm yards lined the roads. The farms stretched out behind the houses in strips as they did in the days of the settlement of early French Canada.

Shortly after twelve we arrived in Quebec City and went

immediately to the Laval University for lunch. After eating we began our tour of Old Quebec, on foot. We passed over the Plains of Abraham and stopped at Diamond Head (Where Wolf defeated Montcalm). We visited the Chateau Frontenac and walked along the Promenade des Gouverneurs. We then divided ourselves into smaller groups and set off to explore the area on our own. We paid a visit to La Musee du Fort, La Terrasse Dufferin, Place d'Armes, La Maison Maillet, La Maison Jaquet, L'Hotel de Ville, La Basilique and La Rue de Tresor. La Rue de Tresor, as its name suggests is a street of treasure. It is here that artists exhibit their paintings for all the tourists to see, and hopefully, to buy.

After supper at the Seminary we walked to the Citadel to watch the Changing of the Guard. Unfortunately, the Regimental Mascot did not make an appearance, but we enjoyed the show nevertheless.

(continued on page 5)

Canadian Press  
Publishing Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Fort Qu'Appelle Times, Sask.  
October 16, 1968



After the program ended we were taken on a guided tour of all the buildings within the compound. The tour started with a visit to Governor General Vanier's grave. Inside the pavilion erected over his grave, there is also a large book inscribed in gold with the names of all the men and women who lost their lives while serving their country in the two World Wars, and the Korean War. Most of the buildings within the Citadel have a seven foot thick wall facing the river. The roofs are very weak so that any interior explosions will go up and not injure those inside the building at the time. On the highest point within the Citadel is situated a twelve ton cannon which was designed by the British for the defence of Canada. Unfortunately the war would have been over before the cannon could be loaded with the

required 168 pound ball, and thus, it was never used. A tour of the Royal 22nd Regiment, the Governor General's summer home, the old hospital, and the block house concluded our visit.

On Tuesday morning we departed for the Quebec Zoo, a provincial government establishment. This zoo is filled with animals of every size and description. In the middle of the zoo is a beautiful garden and a miniature water fall, with an old windmill looking over it. After a two hour stop here, we continued on our way to the Parliament Buildings. We not only received a guided tour of the Parliament Buildings but also were given a free chicken dinner. That afternoon we took a ferry ride across the Levi River. We also toured the church of Notre Dame de Victories, the Provincial Aquarium and the new residential part of the city. After a delicious supper we headed wearily back to Montreal.

Wednesday morning a very sleepy-eyed group of travellers met at Christophe-Colomb and from here we began an all-day tour of the city. Our tour began with a visit to Place du Canada. This square contains monuments to Laurier, Mac-Donald, Robert Birs, Queen Victoria, and the heroes of two World Wars. It is surrounded by the Sun Life Building, the Windsor and Laurentian Hotels, the Cathedral of Mary Queen of the World, St. George's Anglican Church, the Archbishop's Palace and the Windsor Stations. We then proceeded to the Place Ville Marie, a 42 story giant. In this huge building alone there are enough tel-

ephones to equip a city of eighty thousand people. The group next visited Place Bonaventure, the second largest commercial centre in the world. Within this building are wholesale merchandising floors, buyers floors, a floor for foreign exhibitions, model suites, two ball rooms, conference rooms, and, on the roof, Charlie Brown's Night Club.

In the early afternoon we toured St. Joseph's Oratory. Pilgrims could be seen walking up the 300 steps on their knees. At the Oratory there is a beautiful chapel, a basilica, and 13 Stations of the Cross. From here we left for the University of Montreal - the only university in Canada where all the lectures are given in French only. Here we visited the library reading room, two classrooms (each seating 300 students), a language laboratory (in which five languages are taught at one time), the dental lab and clinic, the biology lab, and the display of the Beupre Giant. On our way to Place des Arts we stopped for a stroll through Beaver Lake, which is located in Mount Royal Park. Place des Arts is the largest cultural centre in Canada and contains three concert halls.

Wednesday evening a farewell party was held and a beautiful flag of Quebec was presented to our escorts, and a smaller desk flag was presented to each of the Young Voyageurs. Jean Masse brought tears to everyone's eyes as he rendered a farewell speech.

Thursday was our last day in Montreal, and we certainly made the most of it. In the

morning we toured Old Montreal, seeing such famous places as Notre Dame, Place d'Armes, Place Jacques Cartier, Place Vauquelin, Hotel de Ville, Chateau de Ramezay and the Botanical gardens. Late in the afternoon we went through the web of time in the Bell Telephone Office adjacent to Victoria Square.

On Friday morning fond farewells were exchanged within Central Station. Amid tears and promises of correspondence we left Montreal and headed west. We stopped in Ottawa for nine hours for a tour of the Capital. We visited such landmarks as the Museum of Human History, the National Gallery, the Parliament Buildings, Centennial Centre, Vincent Massey Park, the Sparks Street Mall, Hull, and East View. On a bus tour round the new parkway we managed to see all the government offices, the foreign embassies, and the official residences of the Prime Minister and the Governor General. The whistle of the CN train beckoned us to the station shortly after supper. We were heading home at last.

The week I spent in the east was really wonderful. I enjoyed meeting fellow Canadians and becoming acquainted with them and their province. Many friends were made with the Montreal hosts and with the Voyageurs from Saskatchewan. It is a trip that I shall never forget. I would like to thank everyone who made my trip possible, and a special thanks to my last year's teachers for giving me the opportunity to participate in the Young Voyageur program.

## Montreal's Reform Mayor

R 449

# Drapeau's Aim: Be Original

By JOSEPH MacSWEEN

MONTREAL (CP) — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfil their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

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DRAPEAU



Montreal Press  
Ottawa Citizen

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Oshawa Times, Ont.

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October 16, 1968

## FIREBALL MAYOR OF EXPO FAME

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By JOSEPH MacSWEEN  
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481 University Ave., Toronto 2

Windsor Star, Ont.  
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## SOFT-SELL FOR GARIBALDI . . .

# Only Canadian Lobbyists Showing Fast Foot

By JIM KEARNEY  
Sun Sports Columnist

MEXICO CITY — Canada continues to bomb out on the athletic front at these 19th Olympic Games, but all is not lost. On the political front, mainly the campaigning to land the 1976 Summer and Winter Games, the country seems to be showing a little more early foot.

This is the unpublicized side show to the games. The action takes place at receptions, dinners, breakfast, cocktail parties, in hotel lobbies and in the various headquarters the competing countries have set up in the downtown area.

Montreal and Los Angeles are here seeking the Summer Games. Sweden, Denver and Garibaldi are manoeuvring to get the Winter Games. The common target is a covey of elderly men whose common bond is that they own titles or wealth, or both, and belong to the world's most exclusive club.

They are the members of the International Olympic Committee, that self-appointed, self-perpetuating body that de-

cides every four years, where the games will be held. Fifty-eight of the 70 members are here for the Mexico games.

Millionaire beauty queens have been wooed no more passionately or more expensively. The U.S. and Swedish Embassies have held receptions for the IOC old boys. Denver and Los Angeles collaborated on a sit-down supper for 500 big shots, including of course, the IOC brass.

Tuesday morning, Los Angeles hosted a champagne breakfast and fashion show. Models and clothes were flown in from the California city. IOC members apparently aren't partial to champagne with their corn flakes. Only a dozen showed up.

Or maybe, they don't like the hard-sell. That's what the Garibaldi salesmen of Vancouver believe. They have opted, instead, with the soft-sell. This decision makes for a more fantastic contrast in the two Canadian bids. There is no greater apostle of the hard-sell than Montreal mayor Jean Drapeau.

Drapeau has been conducting the hard-sell for more than a year. It started in 1967 with Expo, when 30 IOC delegates

accepted his invitation for an expense-paid trip to the World's Fair.

"They were welcome to stay eight days if they pleased — with their wives with them," he said here the other day. "Car and driver were at their disposal during their stay. Whenever they visited city hall there was a reception, even if there were only two of them."

★ ★ ★

Besides being their Montreal host, Drapeau has dropped in to see them. A few months ago he did 17 European countries in 19 days and only stopped shaking hands when he went to bed at night.

In a few days, he will take off for another European tour, visiting a dozen or so capitals. This trip is on behalf of Man And His World, the rather sickly son of Expo. He is expected to concentrate on a few IOC delegates as well.

It has been the same down here since before the Olympics started. The day the games got under way, he reported he had polished apples with 40 of the 58 IOC people and that he would get to the other 18 before he left. He has now departed, so presumably he did. And to each, he issued a red-carpet invitation to stop

over and be Montreal's guest after the games.

He did most of his handshaking here at a reception Canadian IOC delegate Jim Worrall of Toronto staged for his fellow committee members last week. As a new boy in the IOC, this was expected of him.

The word is that the IOC chaps were much more favorably impressed with this blow-out than with the U.S. and Swedish Embassy parties. They were political, the Canadian reception was Olympic. The IOC doesn't like politics or politicians in its beloved Olympic Games.

So score one there for Canada. But give the politicians a pat on the head, too. Worrall's little party cost about \$3,000 and the Canadian government quietly picked up most of the tab.

If the IOC abhors politics as much as its members seem to claim, Drapeau may be hurting Montreal's cause by being both feeder and support echelon in his city's bid. He is the complete politician, even to the point, last week, of allowing his name to go up as a second Canadian member of the IOC.

It was a bad decision. He didn't get a single vote from that lordly and auto-

## . . . HARD-SELL FOR MONTREAL

cratic club, which could be the tip-off to the IOC viewpoint of hard-selling politicians.

★ ★ ★

Late entries in the bidding race—they got the nod as Canada's entry less than six weeks ago—the Garibaldi people are playing it softly.

They, too, met the 33 IOC people at the Worrall bash, but they slapped no backs and their handshakes were genteel. Before the games end, they plan to have them all individually as guests at their downtown headquarters to show them what Vancouver and Garibaldi have to offer.

Tom Campbell is here to meet them as mayor of the interested city, not as the leader of the Garibaldi campaign. The follow-up work, and probably a harder sell, will take place later on the home grounds of the IOC delegates.

If nothing else, this should indicate that trying to land an Olympic Games is not an inexpensive project. When the Garibaldi people close down their Mexico pitch, it will have lasted three weeks and cost at least \$15,000.

Even a soft-sell costs hard cash.

(See Kearney Column, Page 22)

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# Says "original" people serve us best

MONTREAL (CP)—Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfill their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: *Vive la difference!*

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair *Man and His World*, which closed in mid-October. His life is also replete with paradox.

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 28.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

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and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

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The mayor admitted he can count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

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Almost mystical in his sense of mission for Montreal, Mr. Drapeau thinks big, talks big and his milieu is the millions. But he unexpectedly produced this \$1 bit of economic philosophy:

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ple happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

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Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

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## IS DAILY CHALLENGE

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Mr. Drapeau's stock was already high but it was his July 26, 1967, nationally televised speech during President de Gaulle's state visit that made him an instant hero from coast to coast.

Descendant of a habitant-tailor who came to New France 303 years ago, he had heard the French president's

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## Man and His World ends first season, looks to bigger things ahead

MONTREAL (CP)—Man and His World has closed its doors to the winter and cast its eyes toward broader horizons in the hope of making Montreal's permanent fair bigger and better next spring.

Mayor Jean Drapeau, who described the Monday closing merely as a "winter intermission," leaves Oct. 21 for a tour of a number of countries to encourage participation in the fair.

He will be accompanied by Guy Huot, 46-year-old director of Man and His World, the assets of which are estimated to be worth a minimum of \$225,000,000.

Man and his World attracted a total of 12,516,480 visits in its five months since the opening last May 17.

The mayor and officials of Man and His World are hopeful the United States, as well as Britain and some of the other larger countries will resume their participation in the fair as they had done at Expo 67.

The mayor would like to see more of the Communist countries participate in the fair and he and Mr. Huot will include Czechoslovakia, especially in their three-week tour of a number of countries to encourage them to return to Montreal. The tour begins Oct. 21. Poland took part this year, taking over the former Vermont pavilion.

### LOOK TO THE WEST

The city is hopeful the western provinces will re-open their pavilion which had been closed since Expo.

While a total of 102,427 last-minute visitors stormed on to the fair site on Thanksgiving Day, men and machines went into action to show the crowd the city meant business when it announced plans to raise the curtain May 29 for a four-month run of the 1969 version of Man and His World.

At 1 p.m. heavy equipment moved onto the site of the former Soviet pavilion to begin clearance for a next-year presentation still to be announced.

A fair official estimated that about \$7,000,000 will be spent between now and the spring opening to renew and remodel the various exhibition pavilions on the site.



## Mayor Jean Drapeau

# French-Canadians' Destiny Only Fulfilled By Originality

By JOSEPH MacSWEEN

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Mayor Jean Drapeau of Montreal has been mayor of Canada's biggest city for 11 years. During his term of office Montreal has seen the building of a 15-mile subway, a new cultural centre and Expo 67, now a permanent summer fair called Man and His World. In the last municipal election in 1966, the 52-year-old lawyer-mayor received 95 per cent of the vote.

—CP wirephoto

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St. Catharines Standard, Ont.

Circ. 34,401

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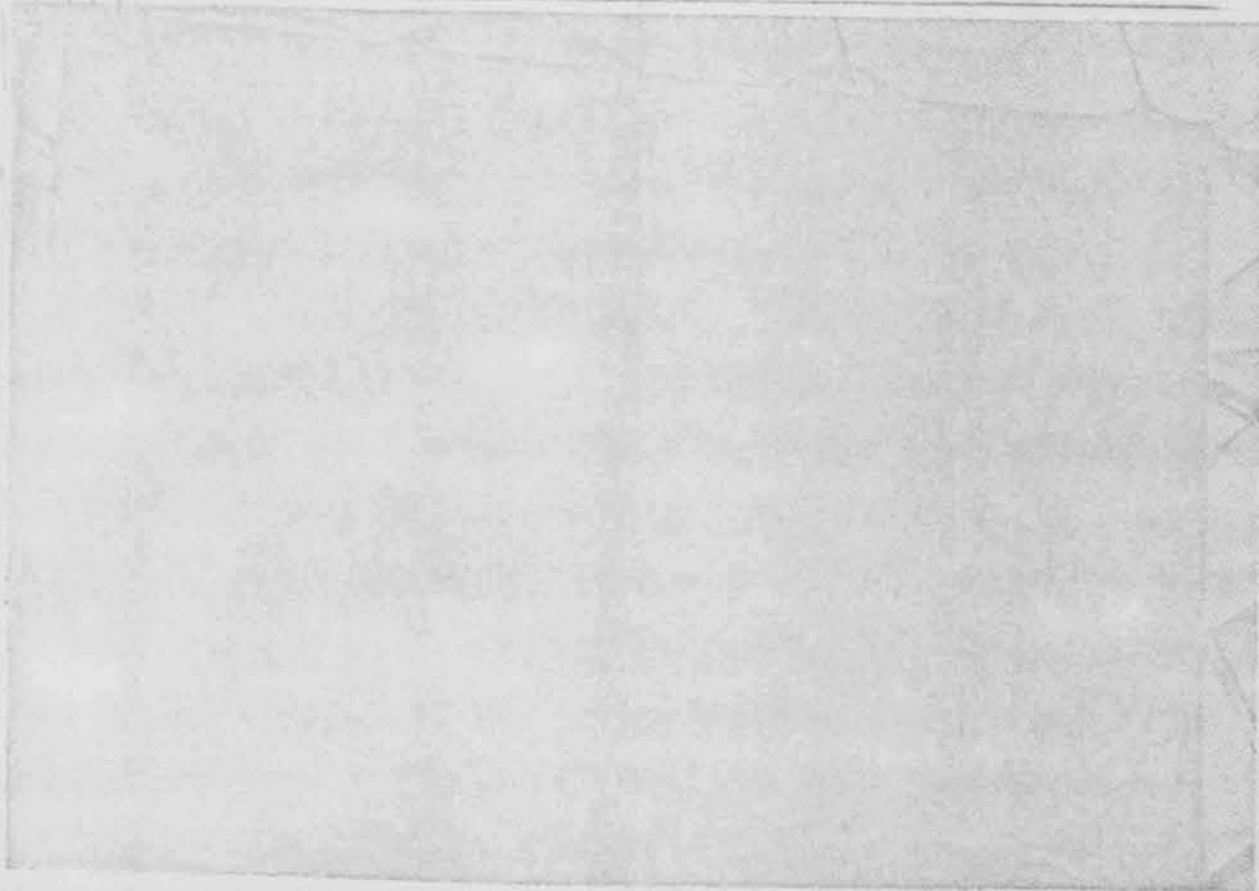


Charlottetown Patriot, P.E.I.

Circ. 5,059

October 16, 1968

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## MONTREAL EXHIBITION CLOSES

A Montreal poster commemorates the close of Man and His World Monday after-

noon with this poster in front of the Biosphere, the U.S.

contribution to "The Son of Exp." Man and His World

will open again in the spring of 1969. (CP Wirephoto)

OCT 16 1968

## Montreal Mayor Is Busy Gent

By JOSEPH MacSWEEN

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his region.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hand 100 times that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

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"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the se-

paratists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

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his mother didn't advise HIM to ask the questions, the girls said.)

If he returns with me to my friends, should I introduce him? (Not obligatory, the girls say, but if he lingers you might say, do you know Joe Smith or whatever his name is.)

What do I do if my partner is such a terrible dancer that I can't bear it?

(You must finish the dance, they advised. If he comments about it, pretend you haven't noticed. The girls advised that this kind of consideration can lead to dates, and he will not be embarrassed to ask you to give him a few private dance lessons.)

They also suggest that as time goes on a girl must cultivate the knack of dislodging herself from a partner who inconsiderately continues to ask for dances even though he can't dance.

Suppose some idiot asks me to dance and acts crazy on the dance floor? asked the 14-year-old girl.

(Give a high sign to a friend on the stag line, who should understand. You do this with a doe-eyed look, they suggest.)

If a boy you don't know invites you to go out after the dance, what do you do?

(This answer required lots of cogitating. The consensus was that if you've arrived with a group, you go home with it... that you shouldn't ever leave a dance with a stranger. And if the boy is really keen about you, he'll telephone you for a date. Above all, don't act too eager, they said.)

The older girls also instructed her not to become one of the mob—"Don't do something because others do it." "Don't think the world has come to an end if you don't have a date on Saturday night." "Never appear too anxious for a date but be responsive when asked."

It is easy to get a second date with a boy, they suggest, if you remember to maintain the feminine attitude and be a good listener.

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OCT 16 1968 *Byfile*

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(Canadian Press Writer)

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a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

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VAN WERT, OHIO  
TIMES-BULLETIN  
D, 7,500

OCT 17 1968 *Byfile*

# Montreal Mayor Human Whirlwind

By JOSEPH MacSWEEN  
Canadian Press Writer

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VALLEY STREAM, N. Y.  
MAILLEADER  
W. 11,000

OCT 17 1968

And Away You Go

by John Mortz

## A Very Civilized Fair

Expo '67 lasted just one year, but the Mayor of Montreal, Jean Drapeau decided that destruction of the buildings after such short use would be a great waste. Instead, he got the cooperation of many of the exhibitors to keep their buildings open for another year. Called Man and His World, the successor to Expo is tremendous.

Now closed for the winter, Man and His World will open again next spring. Exact dates will be available from the Canadian Travel Office or Air-Canada. M. Drapeau is planning an extensive trip to persuade more countries to participate next year.

Only three of the original buildings have been razed. All the others are still in place, but in some there are new exhibits. The U.S. Pavilion is a case in point. The collection of pop art and pictures of the stars have been replaced by an aviary and gardens. The building itself, a Fuller geodome, is wonderfully stimulating. A series of escalators, one of which must be one of the longest in the world, whisks you to about a third of the distance from the top of the dome.

There's a balcony from which you can look over the space enclosed by the dome, and it gives you a totally new impression of enclosed space. On this level, too, are the birds of prey and a Japanese garden in which flamingo, peacocks and other ornamental birds roam free.

For some reason, the Koreans and I always find each other at every fair. Not that I am anti-Korean, but it is apt to be monotonous -- for the Koreans, too. These foreign pavilions are extremely interesting, and the sell is decidedly soft.

Of the exhibits I was able to visit in an all too brief trip, Israel, Italy, Germany, India and Austria were among the most striking. The Italian pavilion is a leisurely ramble through Italian history, art, architecture, religion, science and the family from the earliest times to today's exciting architecture and domestic arts.

The Israeli exhibit is a similar stroll through Biblical Israel

and the modern nation, with one most effective statement about the Nazi persecution. The millions have been personified in one small child with his hands raised, and I defy you to walk past dry eyed. Here, too, is a mechanical garden that shows the reclamation of the desert.

Adding immensely to the visitors' pleasure is the landscaping. Flowers and lawns are well tended, and canals and lagoons meander through the exhibit areas. Scattered throughout are outdoor cafes and sandwich shops. A steel drum band plays on a stage in the center of a small lagoon. You can listen from the walks or stop for refreshments in a terraced pavilion. The Bavarian Beer Garden is cantilevered out over another lagoon.

There are two monorail rides, the shorter one costs 30¢ and the longer, which goes through the old U.S. pavilion and around Ille Notre Dame, is 50¢. Both are recommended as orientations to the fair.

The best buy on tickets is to purchase them in the United States. The rates are lower than if purchased at the gates. There are one-day, weekly and seasonal tickets. The admission covers all exhibits -- we did not pay an extra charge for anything on the grounds except food and refreshments. Included in the admission is free transportation from the main gate to each of the three areas.

Food prices are modest by fair standards, and dirt cheap when compared to the New York Fair. A hero sandwich costs 85¢, and meals are priced from around \$1.50 up, depending on the restaurant.

There is bus and subway service from downtown Montreal to the Fair. The bus leaves from Place du Canada kitty corner from the basilica. There is a subway entrance at Chateau Champlain and Hotel Bonaventure. Fares are 30¢ or four tickets for a dollar. There are parking lots near the fair, and taxis are plentiful in the city.

For the family, Man and His World is a great vacation. It is truly educational and great fun.

SHEFFIELD, ALA.  
TIMES TRI-CITIES DAILY  
D. 11,500 S. 10,500

OCT 16 1968

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A division of Maclean-Hunter  
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London Evening Free Press  
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Circ. 47,052  
October 17, 1968

## 'Son of Expo' to be own man

By Garnet Moore  
of The Free Press

MAN and His World will be around for a while. The "Son of Expo," a spectacular gamble for Mayor Jean Drapeau and his civic administration at Montreal has wound up with the prospect of not only lasting but expanding and evolving as a permanent centre of showmanship, education and culture. It has retained the international stature that came to Expo.

Terre des Hommes, or "Man and His World" is not Expo. It has not had Expo's special qualities of crowd euphoria and magic-carpet transformation, except by way of nostalgia. For the new enterprise, this may have been good. Man and His World, now closing only "temporarily," is developing a personality of its own.

The important thing is that it will continue and will keep its basic characteristics.

There were times this year when this was in doubt. Early season attendance was not encouraging. Concessionaires, basing their calculations on Expo were, in the beginning, sadly disappointed.

Then the unique qualities of these St. Lawrence islands and the imagination of the men around them began to come through with the sunshine. Attendance rose. The concluding figure of more than 12,000,000 was remarkable, in view of the inescapable fact that this was in most eyes the second time around; and in consideration of the figures for the Hemisfair at San Antonio.

What now?

There were misgivings in many quarters when Drapeau decided to continue the island establishment as an exhibition centre.

It would be a financial white elephant. It would be a pale and sad reflection of Expo. Lester B. Pearson in closing ceremonies for Expo said that nothing would be so distressing as to see these magic islands, and what they had meant to Canada, deteriorate and wither away.

Many had interesting ideas for the use of the Expo site. It would make a great campus for a university. Pearson once proposed that it become an international research centre to discover more about how peoples and nations could get along together.

There were complaints that Ile Ste. Helene, the only natural island in the Expo chain would be forever denied to the people of Montreal as a free park.

Frank Hanley, an independent member of the Quebec legislature, is about as good a symbol of the rare and cosmopolitan nature of Montreal as you can find. Hanley is thoroughly Irish-Canadian but since 1948 he has perpetually represented the Montreal French-Canadian riding of Sainte-Anne. The colorful Hanley, at a legislature committee meeting in Quebec, literally got down on his knees and pleaded with Mayor Drapeau to fence off a portion of Ile Ste. Helene for the exclusive free use of the "poor people of Montreal."

It is not often that Jean Drapeau discards his cool, but he did on that occasion.

One of the worst things that can be done to the poor, he said, is to segregate them, or shove them off into a corner away from the good things of life. What he had in mind for the Expo site, he said, will open windows and doors to the poor, and be an asset for all the people of Montreal.

Anyway, as Man and His World, shuts down for renewal, some of the ideas Drapeau has in mind for making the islands a permanent centre for all the people are beginning to emerge.

He said this week he sees the present shut-down as merely an "intermission" on a project "that never closes."

Man and His World is almost certain to have a wintertime life. One of the indicators is the announcement that this Christmas it is to become a fairland of light and gaiety. And there will be periods when Frank Hanley's "poor" or anyone else will have access to the islands without charge for happenings of a creative and educational nature.

There will be notable developments in the islands' layout and pavilions.

It is also conceivable that the international research centre envisioned by Mr. Pearson will yet be located there. There is all kinds of room for it along with the other activities of Man and His World.

The galaxy of boutiques will be developed into an international merchandise mart and may be given significant attention by the trade departments of many nations.

There will be more imaginative transformations like the conversion of the great biosphere that was the U.S. Expo pavilion into a 20-storey enclosed garden and aviary, immune to climatic conditions on the outside. What has been done in this pavilion is likely to make it a continental landmark. There will be more.

Man and His World is taking a few weeks off. Don't go away.



A political transition inspired this mural at Man and His World.

Red carpets, a gateway of flags and waterfalls all added to the gala atmosphere which drew such notables as Pierre Valcour, consul-general of Rwanda and his wife; Roberto Escobar, vice-consul of Brazil and his wife; Dr. A. Pinto, consul-general of Portugal; Hugo Altarez, consul-general of Argentina; W. B. Van Lore, high commissioner of Ghana; consul-general, Thailand.

Also attending was J. P. Beaudry, Quebec minister of industry and commerce and Dean Maxwell Cohen from McGill University's faculty of law.

Canadian Press  
Ongoing Service

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481 University Ave., Toronto 2

Windsor Star, Ont.  
Circ. 87,003  
October 16, 1968

## Farewell

## party held for fair

By KARIN MOSER

MONTREAL (CP) — Man and His World was ablaze with lights Tuesday night as what was probably the biggest party of the season unfolded in the Biosphere, formerly the American pavilion at Expo 67.

More than 2,000 guests, many of them from different parts of the world, turned out to say thank you to Montreal's Mayor Jean Drapeau and bid fare well to the exhibition for 1968.

The 1,000-acre site, formerly that of Expo 67, closed its doors to the public for the winter Monday.

It is to reopen again in the spring of 1969.

As the caterpillar-like procession of black limousines wound its way on to the site, a trumpet echoed across the water from the bubble-like structure.

A 20-piece band, Vic Vogel and his orchestra provided the dance music while the Trinidad and Tobago steel band, the Exponians, took over between sets.

Mayor Drapeau was in the receiving line to shake hands with the endless line of guests who filed in to share the fun.

Rene Levesque, president of the newly-formed political party, le Parti Quebecois, also came but went mostly unnoticed by the guests. He spent much of the time actually touring the Biosphere which now houses a giant aviary.

The birds, however, were curiously quiet as the throbbing rhythm of the steel band pulsed through the atmosphere.

An extra treat came for the guests when a distiller saw to it that liquor flowed freely.

Spirits have been limited within the city since the Quebec Liquor Board strike, still unresolved, began more than three months ago.



OCT 16 1968 R.L.A.

# Montreal Mayor Man In Motion

By JOSEPH MacSWEEN

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MILWAUKEE SENTINEL  
MILWAUKEE, WISC.  
D. 170,264

OCT 23 1968 R.L.A.

BULLDOZERS and work crews are busy at the site of Expo 67 in Montreal beginning excavations for new buildings and projects for the 1969 version of Man and His World, Canada's world exposition successor. Mayor Jean Drapeau has announced that about 50% of the annual five month fair will be revised for next year. Man and His World attracted 12,516,480 visitors in 1968. Attendance for the final Sunday was 260,370, a new one day record.

OCT 1 6 1968

# Money In Motion Pleases Montreal's Go-Go Mayor

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THE MORNING TELEGRAPH  
NEW YORK, N. Y.  
NEW YORK  
D. 52,618 SAT. 61,335

OCT 30 1968



HAT TRICK—Stage and screen star Celeste Holm, in a recent visit to Montreal's permanent exhibition, "Man and His World," paused to try on a fun hat at one of the boutiques. Later she returned to Chicago to receive the Sarah Simmons acting award.

400

International  
New York City

From OCT 13 1968

CONSTITUTION  
ATLANTA, GA.  
M-200,000

## Post-Expo Fair Taking Recess

MONTREAL (AP) — Man and His World, the continuation of Expo 67, goes into hibernation on the Canadian Thanksgiving day Monday after a five-month run.

Attendance since the opening of the fair last May 17 has passed the 12 million mark with a last minute rush expected to push the figure higher.

Mayor Jean Drapeau said he expects Montreal will "break even" on the 1968 operation and is making plans to reopen the fair next May 29 for four months.

Expo 67, which ran for six months, attracted a total of 50 million visitors.

OCT 17 1968 *Eggleston*

New York Post  
D. 623,146 SAT. 354,497

NOV 5 1968 *Eggleston*

### Intermission in Montreal

"The City of Montreal looks forward to a new version of Man and His World, which concluded its first season recently with a total attendance of 12,516,480. "It is the beginning rather than the ending," said Mayor Jean Drapeau. "Man and His World merely starts a seven-month intermission during which approximately 50 per cent of the fair will be revised for its second season," he said. It will reopen next May 29.

BOULDER, COLO.  
CAMERA  
D. 14,000 \$ 13,000

OCT 16 1968 *Eggleston*

## Major League Team Next

# Montreal's Popular Mayor Says Sports Spurs Business

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He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

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Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means

of living, not materially but spiritually."

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

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DURANGO, COLO.  
HERALD  
D. 5,500

OCT 15 1968 *Eggleston*

## Fair To Reopen

MONTREAL (AP) — Man and His World, the continuation of Expo 67, goes into hibernation on the Canadian Thanksgiving day Monday after a five-month run.

Attendance since the opening of the fair last May 17 passed the 12 million mark Friday with a last minute rush expected to push the figure higher during the holiday weekend.

Mayor Jean Drapeau said he expects Montreal will "break even" on the 1968 operation and plans are underway to reopen the fair next May 29 for four months.



Kingston Whig-Standard, Ont.

Circulation 26,761

October 17, 1968

## CN's Kingston-Montreal service X-992 will be reduced on Oct. 27

Passenger service between Kingston and Montreal will be reduced effective Oct. 27.

Canadian National Railways has announced that its railiner, formerly called the Expoliner, will be cancelled Oct. 27 because of lack of patronage.

The railiner, which ran between Belleville and Montreal, left Kingston station at

7:32 a.m. and returned at 11:21 p.m.

J. K. Fleming, passenger sales manager for CN's Rideau area, said passenger sales after Expo and Man and His World closed are not sufficient to make the train economical. He said the daily passenger average on the three-car train last winter was only about 25. "This isn't

even enough to pay the crew," he said.

Mr. Fleming admitted that bus service to major centres is hurting train revenue. Colonial Coach Lines is offering return one-day fares to Montreal, Toronto and Ottawa at \$6. CN's lowest round-trip fare is \$9.20 to Toronto on a "red" day.

He stressed that the Brockville to Toronto morning railiner will continue to operate. It is making money and indications are that its popularity will continue to grow.

But passengers from Napanee, Gananoque and Prescott won't be without train connections to Montreal. The Lakeshore, which passes through the Kingston area at noon each day, will stop at these centres.

Stopping time at these stations are: Napanee, 11:52 a.m.; Kingston, 12:21 p.m.; Gananoque, 12:41 p.m.; Brockville, 1:15 p.m.; Prescott, 1:30 p.m.

# French-Canadians Lauded By Drapeau

By JOSEPH MacSWEEN

MONTREAL (CP) — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfil their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: *Vive la difference!*

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair *Man and His World*, which closed in mid-October. His life is also replete with paradox.

## BECAME VICE-BUSTER

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 38.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose train glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

## OFF AND RUNNING

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

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"We may discuss music, some great event—anything," he said.

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Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

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## IS DAILY CHALLENGE

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Now a recent series of gangland killings has reawakened old fears, recalling the days when Mr. Drapeau teamed with Pacifique Plante, an unorthodox cop as Montreal has seen, to turn the corrupted city upside down.

Jean Drapeau knows that the "Mafia never surrenders—they just mark time, waiting for another chance." Nonetheless he says, the killings indicate that, unlike the past, there now is "no black pope, no one who has the edge, no one man who can ensure protection..."

Sussex Kings County

Record, N.B.

Circ. 4,424

October 17, 1968

ENOUGH BLUEBERRY  
PIE FOR EVERYBODY

Canadian National Express drivers are used to handling unusual loads — but one delivered by driver Emile Bruneau to the Quebec Pavilion at Man and his World was a real eye-opener.

It was a blueberry pie fit for a giant. It measured five and a half feet across and weighed 350 pounds. The pie was a gift from the mayor of Chicoutimi to the Quebec pavilion to mark the blueberry festival. It was shared out among visitors to the pavilion.



# 'Be original' is Drapeau success hint for French-Canadians

A division of Maclean-Hunter  
451 University Ave., Toronto 2

London Evening Free Press  
Ont.

Circ. 47,052  
October 17, 1968

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OCT 17 1968

*Byline*

## Montreal Mayor Off And Running

By JOSEPH MacSWEEN  
Canadian Press Writer

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer

and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

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SCHOLASTIC MAGAZINE  
JUNIOR SCHOLASTIC  
NEW YORK, N. Y.  
W. 3,615,000

SEP 27 1968

*Byline*



UPI

An old joke says that "dog bites man" isn't news, but "man bites dog" makes a good story. How about "kite flies man"? The scene: a trick kite-flying contest at Man and His World exhibition in Montreal, Canada. The passenger: Ron Ito of Baltimore, Md., who won first prize in competition along with his talented kite.

ANDERSON, IND.  
BULLETIN  
D. 18,000

OCT 17 1968

*Byline*

### Attendance Record

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Expo 67, which ran for six months, attracted a total of 59 million visitors.



# CURRENT COMMENT

by Clara Skott

MIDDLETON, WIS.  
TIMES TRIBUNE  
W. 1, 050

OCT 17 1968 *By Skott*

Whether New England has more bright leaves or stones will always remain an unanswered question to me, for I saw so many of both on my long hoped for tour of that corner of our country. It was the ideal time of year for seeing both New England and the province of Quebec. Felicia Hemans' adjectives describing the place where the Pilgrims landed as a "stern and rockbound coast" could well be applied to the whole area our chartered bus covered, with the possible exception of the hundred miles between Vermont and Montreal, where dairy cattle, corn, and pumpkins thrive. A large mileage of film was used by most of the forty people on our "No Worry" tour, mostly on the brilliant red maples clothing the many hills and mountains with autumnal splendor. An occasional scarlet maple of a brighter hue than seen here must surely have inspired the new maple leaf flag of Canada.

Having flown to New York, our bus tour started there, leaving Manhattan to go through the squalid Harlem ghetto on our way up the Hudson river valley, with its rocky palisades. Our driver reminded us that Peter Stuyvesant, the early Dutch governor of the New Amsterdam colony, and who is one of my legendary ancestors, had a farm where Wall Street now is. Times change!

We traveled through Rip Van Winkle country in the Catskills, on up through the foothills of the Adirondacks

before crossing into Vermont near Lake Champlain. In New England we learned that the bright Virginia creeper is called the Boston creeper. Birches in that area have a disease which was not evident in other areas. Our overnight stop was in a motor lodge in Stowe, Vermont. Baroness von Tripp, of "The Sound of Music" fame, runs a gift shop in Stowe, but keeps out of the public eye. This Green Mountain area is called a ski capital.

In that hardscrabble part of northern Vermont, we went next day through St. Albans, scene of the northernmost battle of the Civil War. Many farmers unable to make a living there have migrated into Quebec province, across the line. This is French Canadian, where an active movement is underway to have only the French language used in the schools. In the Canada building at the Expo 67 I noted the prejudice in their wonderful pictures-in-the-round. The maritime provinces were played up, even to the city hall of Montreal, not nearly the modern building in Ottawa, which was not shown at all--nor anything else in Ottawa except the colorful Changing of the Guard at the Parliament grounds. The theme of the exposition is "Man and his World," with specially designed flags everywhere.

We even found one among the five flying at the big resort lodge at Mont St. Gabriel, 43 miles north of Montreal, where we spent the next two nights. The others were Canada, the provincial flag of Quebec, the United States, and France. That of England was conspicuous by its absence. We were told that 80% of the two million population of Montreal is French Canadian.

Most of us found the much touted French Canadian food was a bit too greasy for our tastes. We liked New England food better--but more of that later. We were expected not to tip anyone, which relieved us of a bother which should be universally abandoned. But of course we had already paid what amounted to a 12 1/2% "service charge" in many places.

A boatride on Lac des Sables (Lake of the Sands) up in the Laurentians was on a perfect day, when the sunshine gleamed on the flaming foliage fringing every bend of this lovely lake nestled among the mountains.

Next day was rainy as we traveled to Quebec, where we stayed at the fabulous Chateau Frontenac, which stands high on the cliffs overlooking the St. Lawrence. A tour of the city reveals its similarity to parts of Europe, its narrow streets, the St. Louis gate once the gateway to the city, its churches, the ships we saw headed for the Great Lakes from our wharf-side Riviera restaurant, and even the mini-est skirt on our waitress. We visited the only Gothic church in North America, the Basilica of Mary Queen of the World. Sure enough, here a statue high above the altar showed her being crowned! The interior of the church, which is not a cathedral, was very ornate, with carvings, murals of his-

torical scenes, etc. Such profusion would distract me from worship, which can better be accomplished in such an unadorned place as our former local Little White Church on the Hill. The organ is one of the largest on this continent, with four keyboards. It seats five thousand, or two thousand more when the balconies are filled. Canadian woods are used throughout the interior except for the mahogany altar rails.

Next week I want to write about the famous Old North Church in Boston we visited later. *J.*



By JOSEPH MACSWEEN

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# Fireball Mayor Jean Drapeau Says He's

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"I'm no hero," he said. "If I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."



Montreal's Jean Drapeau has been mayor for 11 years.



A division of Maclean-Hunter  
481 University Ave., Toronto 2

Sydney Cape Breton Post, N.S.

Circ. 27,582

October 17, 1968

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Man And His World  
Exposition 68

A division of Macdonald-Hunter  
481 University Ave., Toronto 2

Halifax Mail Star, N.S.

Circ. 44,754

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For Man And His World-

## "There Is Next Year, And Other Years..."

R 999

FROM THE MONTREAL GAZETTE

Man And His World 1968 closed October 14 but the shock of sadness of a year ago, when Expo 67 closed, will be absent.

For the operators of the fair, preparations will begin immediately for next year's exposition. For Montrealers, the fair's most constant admirers, there is next year, and other years, to look forward to.

Once again, it is a rewarding exercise to look back on the project's fortunes during the season, and what people thought those fortunes would be.

The promoters, knowing what they had to offer, were full of optimism.

Montrealers had very mixed emotions. They were fearful that the magic could not work twice; they were fearful of disappointment. And they wondered if the city were not taking on too big an enterprise in attempting to recreate something which had required massive federal and provincial support the first time.

For the first several weeks after the opening on the city's birthday, May 17, it seemed that the faint of heart had been right. Attendance was away below expectations.

Yet even then, there were indications of the success that was to be realized later in the season. Those who visited the fair again, for the first time

since last season, were delighted. Many of the new exhibits, organized locally, are better than the commercial displays of last year which they replace.

If the fair was that good, then why was attendance so poor? The weather, for several weeks, was miserably bad, cold and wet, yet better crowds had attended during poor weather in 1967.

The fair administrators decided to find out why. Inquiries soon revealed it was a serious mistake to depend on Expo 67 publicity to support its successor.

Expo publicity had been most successful; it had spread the word far and wide and especially in the United States. But it had given the very definite impression that the exposition was a six-months, one-year affair.

Man And His World didn't have the funds that Expo could afford to correct such impressions. But a sizable new investment was made, beginning in June, which used every means the fair could afford, to assure the world that the greatest exposition the world has seen was open again, almost intact and with many new features.

The results were not long in coming. By the middle of July attendance figures were rising to original expectations and sometimes well above them to

happy comparisons with Expo figures.

The season total reached this final weekend, more than 12,000,000 visits, is a very happy one. It is not as high as was hoped for when the project got under way early this year, and it may not provide revenues as far as the break-even point. But all the handicaps of this first year of independent operation must be appreciated.

Where Expo 67 profited from five years of promotion and publicity, Man And His World had less than five months to gain the world's attention. Preparations were hurried and organization had to be experimental, for this first year under city operation.

Considering these handicaps, the results have been splendid. And the lessons learned this year, this first experimental year as a permanent exposition, will produce their results from next year on.

The overall plan is for continued improvement, not just maintenance. Next year's changes have already been approved and work on them will start immediately.

Forty-two countries operated pavilions this year and there were 18 new exhibits, including two new national pavilions, those of Poland and Ireland.

With this year's success to support him, Mayor Drapeau is already planning a three-weeks trip which will include the countries already taking part and others which are interested in participating in the future.

The figure originally projected for 1968, of 15,000,000 to 20,000,000 visits, will have to be reached in future years.

It is the financial picture of Man And His World that remains to be clarified. Has this year been able to break even, or has it resulted in a deficit of considerable proportions?

It is true that this year has been experimental, and may not be typical of the future. But the essential point that the mayor and those associated with him will have to establish is that Man And His World really has the potential for paying its own way. The financial prospects of the city of Montreal itself are not such as can absorb annual deficits from operating a fair of this size.

But if this critically-important point can be established, and the fair can become a self-paying proposition, then Montreal as a whole will have a rare asset for the years to come.

## JEAN DRAPEAU

# Colorful Mayor Of Montreal X-999 Thinks Big And Gets Results

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In the interview, he brushed aside the topic impatiently: "I'm no hero," he said. "If I didn't want it, I didn't have to do it."

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OCT 18 1968

## Always Bustling

# Dynamo Pushing Montreal

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

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There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

### ONCE TIMID BOY

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English.

He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good."

### BRING IN VISITORS

"Great cities can no longer get big industries within their borders... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

### FRENCH AN ASSET

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

### SERVE CANADA BEST

"The best formulas... serve all of Canada best, and the North American continent..."

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

Montreal has often been known for its crime, frequently of the gangland type, and Drapeau was chosen as a prosecutor in 1959 to try to stem it. Bricks were thrown through windows of his home, and his steel garage door once clanged down in the face of a pursuer.

### RETURNS TO OFFICE

A recent series of gangland killings has reawakened old fears here, and Drapeau says: "Mafia never surrenders—they just mark time, waiting for another chance." But he contends the protection system that once existed is gone.

He became mayor in

1954, was defeated three years later, but returned to the office in 1962. His horn-rimmed glasses, mustache and owl-like appearance make him the delight of cartoonists in this city where newspapers in French vie with English publications.

"It's by remaining original, faithful to our origins, that we can serve Canada best," Drapeau says of his fellow French-Canadians. "I think Expo 67 proved it. There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

LOVELAND, COLO.  
REPORTER-HERALD  
D. 5009

OCT 17 1968

## Montreal Mayor Prepares Field Major League Team

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OCT 20 1968

B. K. L.

# Canada's Laurentian Mountains Make Real Winter Wonderland

(Special to The News)

MONTREAL — While this city's "Man and His World" exhibit was attracting thousands of Americans to French-speaking Canada before its windup last Monday, just 45 miles north of Montreal another exciting show has been getting under way — the Laurentian Mountain panorama.

More than just a range of mountain peaks to delight the camera enthusiast, the Laurentian resort area offers year-round vacation time fun with a foreign flair.

It has 79,000 lakes and 130 resorts — each with its own brand of Canadian charm. With the first snowfall, the area is transformed into a winter wonderland, providing some of the most highly developed ski and winter sport facilities in North America.

Midwestern vacationers can travel to the Laurentians quickly and easily. Montreal is the gateway to the area. From there, a toll highway, "l'Autoroute Montreal-Laurentides" gives motorists a 40-mile head start into the Laurentian foothills. For travelers with time to spare, Route 11,

the "Main Street" of the Laurentians, winds past Canadian Villages as picturesque as their old-world names—Sainte-Adele, Sainte-Agathe-des-Monts, Saint-Jovite, and others.

While bathed in age-old traditions, Laurentian resorts have modern swimming pools and tennis courts, which hide behind rustic chalets nestled in the mountains. Most of the vacation villages offer golf, tennis, swimming — both indoor and outdoor — sailing, while other areas feature horseback riding, skeet shooting and archery. The range runs from flying lessons at Sainte-Marguerite to ballet lessons at Sainte-Adele, an art colony inspired by a writer's

workshop, book fairs and music festivals.

A sportsman's paradise, the Laurentians offer unrivaled fishing in most of the lakes. Species include speckled trout, walleyes, black bass and northern pike.

Canada has a special "bien-venu" or welcome for children with many of the resorts, providing special play areas and activities for the "under 21 set."

When winter hits the Laurentians, snow bunnies and ski buffs alike can take advantage of some 20 major ski areas all within 80 miles of Montreal. So important is skiing in the region that even the traffic signs on the auto route include directions to major ski resorts.

Villages of Sainte-Adele, Saint-Donat, Val-David, Val-Morin and Mont-Gabriel, among others, provide a wide range of facilities to suit skiers of all categories — beginner, intermediate or expert. One hundred and three ski lifts and tows, including chairlifts, T and J bars and

poma lifts, operate all season.

Just slightly north, 3,000 foot Mont Tremblant, the highest point in the Laurentians, offers a four-mile winding downhill run. Deluxe hotel accommodations are available at Mont Tremblant Lodge, a self-contained resort village located at the foot of the mountain.

Most resorts provide expert ski instruction at all levels, as well as facilities for the rental of ski equipment. The not-so-serious skier who takes "apres skiing" more to heart has a wide choice of day and night time activities. Ice skating, sleigh rides, fondue and wine parties, and dancing to a European combo add to a French "ambiance" or atmosphere found only in eastern Canada.

A wide range of accommodations, from the inexpensive pension or boarding house to the plush lodge or rustic chalet, are available in most resort villages. American plan prices run from approximately \$8 to \$12 a day per person to slightly more than \$35, but good, medium range accommodations are available at \$12 to \$18 daily per person. In many areas, motels located close to major lakes and resort areas provide comfortable accommodations at medium rates.

Gourmets and "would be" gourmets alike can anticipate a festival of fine foods at every meal. And Laurentian chefs, long familiar with the hearty appetites caused by outdoor sports and brisk mountain air, are skilled in satisfaction. Their specialties? Tortiere, a Quebec meat pie traditionally served on New Year's Eve, and from their French ancestors, such delicacies as sirloin a la Bordelaise, and duck Flambe au Grand Marnier, just to mention a few.

For the Laurentian chef, French cuisine is a fine art, perfected by centuries of skillful preparation. For the visitor, it becomes a fascinating feast of exotic dishes complemented by age-old wines and liqueurs.

Food with a foreign flair, luxurious accommodations and activities to suit every age and mood join forces to make the Laurentian mountain panorama one of the "greatest shows on earth".



MIDLAND, MICH.  
NEWS  
D. 13,000

OCT 17 1968

B. K. L.

## Expo will run again in 1969

MONTREAL — Man and his World, the continuation of Expo 67, goes into hibernation on the Canadian Thanksgiving day today after a five-month run.

Attendance since the opening of the fair last May 17 passed the 12 million mark Friday with a last minute rush expected to push the figure higher during the holiday weekend.

Mayor Jean Drapeau said he expects Montreal will "break even" on the 1968 operation and plans are underway to reopen the fair next May 29 for four months.

Expo 67, which ran for six months, attracted a total of 50 million visitors.

GREELEY, COLO.  
TRIBUNE  
D. 14,000

OCT 14 1968

B. K. L.

## Expo 67 Goes On

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OCT 17 1968

## Seldom-Relaxed Montreal Mayor Boosts Sports And Culture For City

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OCT 12 1968

## Montreal Expects To Break Even On Fair Operation

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OCT 21 1968

## Twin Successes For Montreal

Newspaper Enterprise Assn.

What Robert Moses and the city of New York couldn't do, Montreal has done not once, but twice.

All the experts said last year's Expo 67 would never come off and, when it did, they predicted it would flop. They were wrong on both counts, as 50 million visitors to the man-made islands in the St. Lawrence River that summer can testify.

So successful was Expo that Montreal could not bear to see it close. And after the second summer of the show, now called "Man and His World," total attendance will top 12 million by the Oct. 14 closing date, despite five straight weeks of almost constant rain.

That 12 million, said an M & H W spokesman, is still higher than total summer figures of either the Seattle or New York world's fairs in the States. Canadians like to point out little things like that.

NOV 3 1968

Mr. Jones meet, Miss Smith—Some Hollywood and Los Angeles (Calif.) hotels still have social hostesses to introduce suitable guests to guests and methinks that's great for many single, non-group individuals go to the west coast for fun and games and why shouldn't they do that? It has been done at some fine resort hostels and is a very much appreciated feature. All this gives an opportunity to mention that the fabulous Ambassador hotel in Los Angeles has a new "Three Million Dollar Dress." Every place in the spacious lobby and every elegant guest room has been refurbished in this huge (27-acre) lush tropical-garden-setting "home away from home"...

\$225,000,000 Pleasant Responsibility—There's a 40-year-old gentleman on this continent who heads an enterprise employing some 4,000 people which has physical assets worth at least \$225,000,000. Financier? Industrial tycoon? No, he's Gilles Guy Huot, the director of Man and His World, the international exhibition in Montreal. And he's a two-hat-wearer, for he's also the director of the Montreal Real Estate Department. Terre des Hommes, consisting of more than 75 pavilions, with representation from 45 countries and an estimated 15,000,000 visitors this year in its five-month-run.



## Originality Seen As Key By

By JOSEPH MacSWEEN

MONTREAL (CP) — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfil their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: Vive la difference!

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair Man and His World, which closed in mid-October. His life is also replete with paradox.

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 38.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de



**POPULAR MAYOR** — Mayor Jean Drapeau of Montreal has been mayor of Canada's biggest city for 11 years. During his term of office Montreal has seen the building of a 15-mile subway, a new cultural centre and Expo 67, now a permanent summer fair called Man and His World. In the last municipal election in 1966, the 52-year-old lawyer-mayor received 95 per cent of the vote.—(CP Wirephoto)

Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in

the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by tuning to others. He can sleep in a jiffy."

The mayor admitted he can

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Winnipeg Service

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481 University Ave., Toronto 2

Moncton Transcript, N.B.

Circ. 15,640

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count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

The mayor often consults his father, Joseph-Napoleon Drapeau, 78, dean of city council and an insurance broker. With two sisters, he is the sole surviving son. His worst heartbreak was not in any political defeat but in the death of his mother when he was 20.

A crucifix and a picture of the Queen adorn Mr. Drapeau's office where he greeted a reporter with a cheery "Comment allez-vous?" but switched easily to English.

Almost mystical in his sense of mission for Montreal, Mr. Drapeau thinks big, talks big and his milieu is the millions. But he unexpectedly produced this \$1 bit of economic philosophy:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world missed a swinger when he turned to other pursuits, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product... the product has to be good, and Montreal is good."

"Great cities can no longer get big industries within their borders—these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of

people for themselves, but they are generators of business.

"The combination of baseball and Man and His World here—that's perfect."

Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

Questioned on Quebec nationalism, Mr. Drapeau maintained Canada would not now exist but for the French-Canadians who fought off American attacks after the revolutionary war.

"This is a definition of nationalism that is good for any Canadian no matter what his origin—being second to none when the existence of Canada is challenged. And it is a daily challenge."

His attitudes had not changed since he ran unsuccessfully for the Quebec legislature in 1944 and the House of Commons in 1942 under the Bloc Populaire banner. Rather, Canadian and provincial politics had evolved far beyond the platform of the defunct splinter party.

Mr. Drapeau's stock was already high but it was his July 20, 1967, nationally televised speech during President de Gaulle's state visit that made him an instant hero from

coast to coast.

Descendant of a habitant-tailor who came to New France 303 years ago, he had heard the French president's cry of "Vive le Quebec libre"—the separatist slogan—with feelings probably only fully understandable to a French-Canadian.

He struggled through a morning to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the president but stalwart in Canadianism:

"The best formulas . . . serve all of Canada best, and the North American continent

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the

future."

By that time the University of Montreal graduate was an international figure, having travelled a long road since vice-busting days. Appointed prosecutor at a prolonged police inquiry in 1950, he became mayor in 1954. Although defeated in 1957, he came back in 1962 and in 1966, the last municipal elections, received an unprecedented 95 per cent of the vote.

Now a recent series of gangland killings has reawakened old fears, recalling the days when Mr. Drapeau teamed with Pacifique Plante, as unorthodox a cop as Montreal has seen, to turn the corrupted city upside down.

Jean Drapeau knows that the "Mafia never surrenders—they just mark time, waiting for another chance." Nonetheless he says, the killings indicate that, unlike the past, there now is "no black pope, no one who has the edge, no one man who can ensure protection . . ."

Pacifique Plante claims that underworld threats drove him to his present Mexican exile. Bricks were thrown through the windows of Mr. Drapeau's home. Cars trailed him. His steel garage door once clanged down in the face of a pursuer.

In the interview, he brushed aside the topic impatiently:

"I'm no hero," he said. "If

I didn't want it, I didn't have to do it.

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."

## DRAPEAU LIKES REPORTERS

MONTREAL (CP) — Reporters from around the world beat the proverbial path to Mayor Jean Drapeau's door.

They seem to like him—perhaps because he likes them.

"Generally speaking, I can only praise reporters," he said one day.

"I think they get caught up in the general spirit of Montreal which is one of co-operation. Everybody realizes we

have accepted the vocation of Montreal to tackle great challenges."

The mayor ruminated, moustache twitching with amusement:

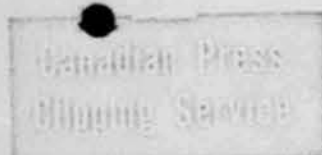
"Some of them may think the best way to help is to show the bad side, eh? But they all want to help."

This is true even of reporters from Montreal's arch-rival to the westward?

"That without any doubt. In

the Toronto papers 99 per cent of the stories on Montreal are excellent. The writers feel as Montrealers, or as Canadians writing about a Canadian city. It would not make any other part of Canada greater if they were to dim Montreal. The success of the Calgary Stampede gladdens us—failure would sadden us.

"Canada will be great when all regions of Canada are great."



A division of Maclean-Hunter  
481 University Ave., Toronto 2

Marketing, Toronto, Ont.

October 18, 1968

## Judges tougher on graphics exhibits

The scope was wider but the judges were tougher in this year's Canadian graphics show — GDC 68 — which opened recently at Toronto's Design Centre.

Of 2,300 entries from across Canada in 23 categories, only 166 were chosen by the 12 judges for display.

It is the first show of the Society of Graphic Designers of Canada since its formation early this year. The society represents a reorganization of the old Society of Typographic Designers.

Previous shows focussed largely on type. This year categories were expanded to include tv and films, posters, corporate programs — "complete visual communications."

The show continues at the Design Centre through Nov. 2, then moves to Humber Collegiate later this year, Montreal in January, Calgary in the spring and possibly Halifax.

It is sponsored by the society in co-operation with the National Design Council.

### Highlight

Highlight of the show will be a seminar Oct. 21 at 8 p.m. — Design and the Corporation: Who, What, Where, When, Why. University of Toronto Press designer Allan Fleming will act as chairman of a discussion featuring three panelists: Rod Straker, vice-president and general manager, Hunter Straker Templeton; Burton Kramer, of Burton Kramer & Associates; Jerry Adamson, director of Dudas Kuypers Rowan.

These are the winning entries in eight of the categories most pertinent to the marketing field:

**Advertisements — Trade Publications:** Merrium Roche, Hoffman La Roche, designer, Rolf Harder, Design Collaborative, Montreal. Litgen, Pittman-Moore Ltd., art director, Terrance Bos, designer Jim Donohue, Goodis, Goldberg, Soren, Toronto. British Travel Association (3 ads), designer, Jim Donohue, MacLaren Advertising, Toronto.

**Advertisements — Consumer Publications:** Toronto Star, Five 75th Birthday ads, designer, Ralph Bongard, MacLaren Advertising, Toronto.

**Direct Mail:** York University, four management booklets, designer, Anthony Hobbs, Anderson & Hiller, Toronto. Flash, Art Associates, Toronto, art director, Bob Perks, designer, John Wood, Art Associates, Toronto. Story of a Symbol, Hunter Straker Templeton, Toronto, designer, David Hunter, Ken Caplan, haute couture, designer, Yvon Laroche, Montreal.

**Symbols:** Ontario Department of Education, Project School to School, designer, Burton Kramer, Toronto. Constant haute coiffure, designer, Yvon Laroche, Montreal. Haute couture, designer, Yvon Laroche, Montreal. Laplante & Langevin, designer, Pierre Yves Pelletier, Montreal. Canadian Government Exhibition Commission, art director, Frank Mayrs, designer, Neville Smith.

**Posters:** Mainly Because of the Meat, Dominion Stores, art director, Meri Cline, designer, John Wood, Bill Burridge, Art Associates, Toronto. Bang, Rapid Grip & Batten, art director, Bob Perks, designer, Alex Macleod, Art Associates, Toronto. CoMpl, Rapid Grip & Batten, art director, Bob Perks, designer, Alex Macleod, Art Associates, Toronto. The Fantastic 4, Rapid Grip & Batten, art director, Bob Perks, designer, Alex Macleod, Art Associates, Toronto. Art Associates Photography, art director, Bob Perks, designer, Alex Macleod Art Associates, Toronto. Toronto Symphony, designer, Michael Bowness, Toronto. Somewhere over the Rainbow, Du Pont, de-

signer, Dennis Goddard, designers three inc., Montreal. Young People's Concerts, Montreal Symphony Orchestra, designer, Rolf Harder, Design Collaborative, Montreal. Canadian Pulp and Paper Expo 67 Pavilion, designer, Ernst Roch, Design Collaborative, Montreal. It is our right to breathe, Group Action to Stop Pollution, designer, Anthony Hobbs, Anderson & Hiller, Toronto. Royal Ontario Museum Mineralogy, designer, Burton Kramer, Toronto. CNE Student Film Festival, Ontario Department of Education, designer, Burton Kramer, Toronto. Antoine, Societe Radio-Canada, designer, Yvon Laroche, Montreal. Concours Alomes et Galaxies, Societe Radio-Canada, designer, Yvon Laroche, Montreal. Mag and His World, National Film Board, Ottawa, art director, Lorraine Monk, designer, Charles Gagnon, P. C. Barnum, It pays to advertise, designer, Gord Ogden, Nick Milton, Toronto. Paris Girl, Expo 67, designer, Ted Larson, Penthouse Studios, Montreal. Roland Kirk Quartet, Carleton University Theatre, designer, Neville Smith, Mary Smith Agency, Ottawa.

**Television and Films:** Speedy Muffler King, designer, Oscar Ross, Goodis, Goldberg, Soren, Toronto. Borg Fabrics, designer, Tony Hilliard, Goodis, Goldberg, Soren, Toronto. Experimental Color Film in Animation, 'Flowers', designer, Takehiko Kamei.

**Corporate Programs:** Danesco, designer, Peter Teubner, Girard Bruce & Associates, Montreal. J. E. Goodman Sales, designer, Michael Clasby, Toronto. Kopli Kennels, designer, Margrit Kapler, Davies/Collinson, Toronto. National Arts Centre, designer, Ernst Roch, Rolf Harder, Design Collaborative, Montreal. Bagz Magazine, Groovy Corporation, Toronto, designer, Gary Dutton. Hunter Straker Templeton, designer, David Hunter, Hunter Straker Templeton, Toronto. Clairtone Sound Corporation, designer, Burton Kramer, Toronto. Asbestos Eastern Transport, designer, Jean Morin, Montreal. Craftwood Products, designer, Peter Von Zeschwitz, Toronto. Geron Associates, designer, Peter von Zeschwitz, Toronto.

**Packaging:** Auscultation du coeur, Hoffman La Roche, art director, Ernst Roch, Peter Decker, designer, Ernst Roch, Design Collaborative, Montreal. Merrium Roche — 3 boxes, Hoffman La Roche, art director, Ernst Roch, Peter Decker, designer, Ernst Roch, Design Collaborative, Montreal. Metabolic, Schering Corporation, designer, Stuart Ash, Gottschalk & Ash, Montreal.



# French Canadians must be originals not carbon copies

By JOSEPH MacSWEEN  
of The Canadian Press

## MONTREAL

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Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair *Man and His World*, which closed in mid-October. His life is also replete with paradox.

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The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

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In the interview, he brushed aside the topic impatiently:

"I'm no hero," he said. "If I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."



Toronto Daily Star, Ontario

Circ. 364,506

October 19, 1968

K-999  
**Drapeau off to Europe  
to build up his fair**

MONTREAL (U P I) —  
Mayor Jean Drapeau will  
leave Monday on a 19-day  
European tour to promote  
next year's edition of Man  
and His World, Montreal's  
permanent successor to  
Expo '67.

Drapeau's schedule be-  
gins with a visit to Paris  
and includes stops in Am-  
sterdam, The Hague,  
Rome, Vienna, Sofia, Bu-  
dapest and Prague.



Sudbury Star, Ont.

Circ. 33,640

October 19, 1968

8999  
**Will Tour World**

MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 10 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo 67 site.

St. Catharines Standard, Ont.  
Circ. 34,401  
October 19, 1968

~~7999~~  
TO TOUR WORLD  
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Ottawa Journal, Ont.  
Circ. 78,220  
October 19, 1968

TO TOUR WORLD

~~F-999~~  
MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 16 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo '67 site.



Kirkland Lake Northern  
Daily News, Ontario  
Circ. 6,299  
October 19, 1968

*Mac*  
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Sault Ste. Marie Star, Ont.

Circ. 20,893

October 19, 1968

By 999  
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North Bay Nugget, Ontario  
Circ. 17,747  
October 19, 1968

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Brantford Expositor, Ont.

Circ. 25,604

October 19, 1968

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Owen Sound Sun Times, Ont

Circ. 14,169

October 19, 1968

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5 - 666

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Port Arthur News-Chron., Ont.

Circ. 15,166

October 19, 1968

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Kitchener Waterloo Record

Ontario

Circ. 51,110

October 19, 1968

7999  
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**POPULAR MAYOR** — Mayor Jean Drapeau of Montreal has been mayor of Canada's biggest city for 11 years. During his term of office Montreal has seen the building of a 15-mile subway, a new cultural centre and Expo 67, now a permanent summer fair called Man and His World. In the last municipal election in 1966, the 52-year-old lawyer-mayor received 95 per cent of the vote.—(CP Wirephoto)

Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

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Moncton Times, N.B.  
Circ. 15,505  
October 19, 1968

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In the interview, he brushed aside the topic impatiently: "I'm no hero," he said. "If

I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."

## DRAPEAU LIKES REPORTERS

MONTREAL (CP) — Reporters from around the world beat the proverbial path to Mayor Jean Drapeau's door. They seem to like him—perhaps because he likes them.

"Generally speaking, I can only praise reporters," he said one day.

"I think they get caught up in the general spirit of Montreal which is one of co-operation. Everybody realizes we

have accepted the vocation of Montreal to tackle great challenges."

The mayor ruminated, moustache twitching with amusement:

"Some of them may think the best way to help is to show the bad side, eh? But they all want to help."

This is true even of reporters from Montreal's arch-rival to the westward?

"That without any doubt. In

the Toronto papers 99 per cent of the stories on Montreal are excellent. The writers feel as Montrealers, or as Canadians writing about a Canadian city. It would not make any other part of Canada greater if they were to dim Montreal. The success of the Calgary Stampede gladdens us—failure would sadden us.

"Canada will be great when all regions of Canada are great."



Tab International  
Toronto, Ont.

October 19, 1968

**SHOW CASES:** Anne of Green Gables and Sunshine Town are confounding show bizzers by attracting much boxoffice attention at the Royal Alex . . . Green Gables, by the way, will be taken to Expo '70 in Japan . . . The Staircase, about to open at the Colonnade Theatre, concerns the rift between two long-time-married homosexuals. Jack Creley and Sandy Webster have the parts which will be played by Alex Harrison and Richard Burton on screen . . . Don Francis is given third top billing in Finian's Rainbow. The movie will open Oct. 24 at the Eglinton . . . Those female wrestling matches at the Victory Burlesk are very popular with audiences. They're billed as "a fight to the bare finish." . . . Eric House, former CBC-TV director, is collecting rave reviews for his new movie titled Hot Millions. It's a wild comedy starring Peter Ustinov and Bob Newhart . . . Wojeck, the popular CBC teleseries, is now available in paperback form . . . Although attendance at Son of Expo was way below expectations, Montrealers are saying "wait until next year." Officials figure they

know what they did wrong, and won't make the mistakes next season—at least the same ones . . . The Electric Circus will open in Toronto sometime this month. Stan Freeman has had troubles with building inspectors but the discotheque is now well under way.

# Fran Saw 'World' In A Wheelchair

AKRON BEACON JOURNAL  
AKRON, OHIO  
D. 175,179 SUN. 199,950

OCT 19 1968

*By Frances B. Murphey*

By FRANCES B. MURPHEY  
Ever cogitate on how it would feel to see the world from a wheelchair?

Ever wonder if you'd have the gumption to go on a vacation trip if you required crutches or canes?

Last year during Expo 67 I kept cajoling a senior citizen friend with foot trouble to go to Montreal.

He never accepted my offer to push him around the fairgrounds in a wheelchair.

Little did I realize that this year I would be in a wheelchair going around the ex-Expo.

It was a madcap, handicapped weekend adventure.

I WAS determined that a broken foot and the doctor's keep-on-crutches order wouldn't keep me from revisiting Montreal to see what the city did in transforming Expo 67 into a permanent exhibition center.

Many people failed to realize that Canada's first world's fair continued using its theme, *Man and His World* or *Terre des Hommes*, as its new name.

Yet Expo's successor drew 12,516,499 persons this season.

THE 1968 VERSION ended Monday with Montreal Mayor Jean Drapeau saying, "It's the beginning rather than the ending."

"Man and His World merely starts a seven-month intermission during which approxi-

mately 50 pct. of the fair will be revised for its second season." It will reopen next May 29.

I'LL HOPE TO get there sometime next Summer with two good feet to see what features survive and what new projects are built.

But perhaps my wheelchair visit will tempt some would-be handicapped travelers if



they know how wonderfully accommodating Man and His World can be.

EXPO 67 welcomed more than 55,000 handicapped persons during its six months—a tribute to exhibitors' adherence to a building code that required ramps, elevators and ample door widths.

I remember seeing a tour group of Chicago paraplegics trundling around the vast fairgrounds last October.

MY OWN wheelchair trip was made possible when a niece, Mrs. Joy Godar of Akron, agreed to do all the pushing of a rented-in-Akron, collapsible chair and share the driving. (Breaking a left

foot enables one to use an automatic drive car.)

WE STARTED out on a Friday evening, following the Akron Auto Club's recommended "fast" route — Rt. 8, Interstate 271 to I-90.

First motel stop was at Victor, N. Y. (Interchange 45 of the N. Y. Thruway) where a folder on nearby Rochester provocatively outlined photographic tours available at Kodak Park. Next time.

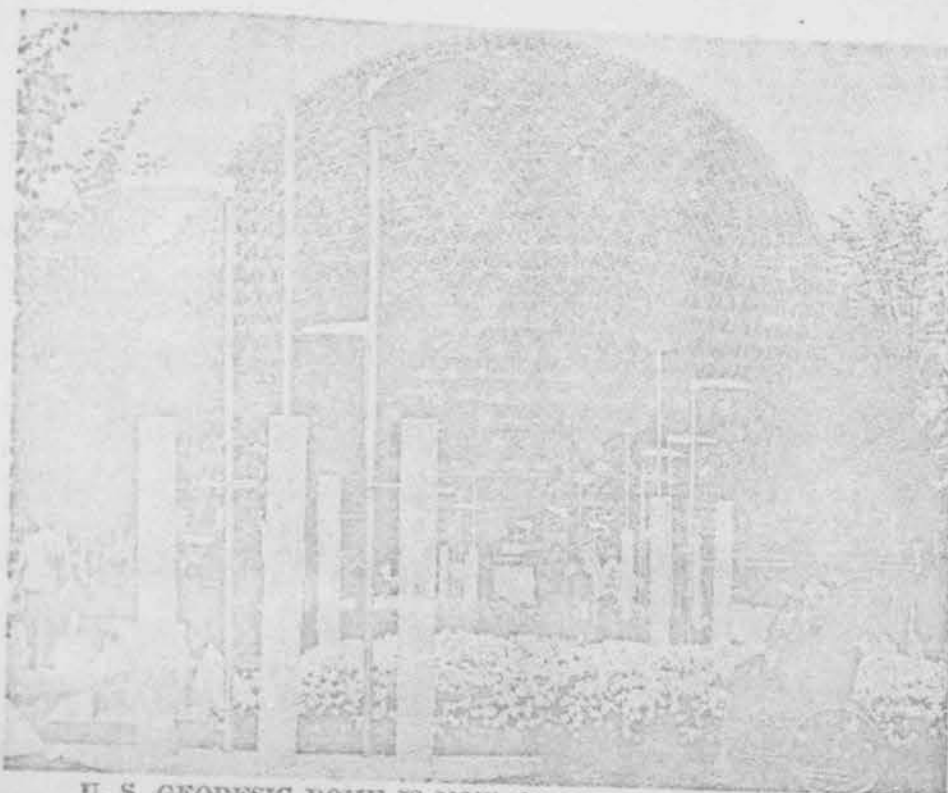
AT SYRACUSE we headed northward on I-81 and marveled at the Thousand Islands as we crossed the U. S.-Canadian bridges over the St. Lawrence.

To save time we looked at the outside but not topside of the 1,000 Islands Skydeck on Hill Island, open May through October.

Across the border Rt. 401 passed Upper Canada Village, a Williamsburg-style spot operated by the St. Lawrence Parks Commission.

REMEMBERING the enthusiasm of Mrs. Dorothy Ellis of Richfield about Upper Canada Village, I couldn't pass it and the adjoining memorial park to the 1813 Chrysler's Farm Battle without at least a brief look.

I snapped colored slides of steepled Christ Church and near by buildings and later mourned not seeing the Gallo-



U. S. GEODESIC DOME IS NOW CALLED THE BIOSPHERE

... Frances Murphey saw only the outside from her wheelchair

way cattle shown in a folder. Next time.

**AT LANCASTER** we took Rt. 40, then nearing Montreal picked up the familiar blue and white insignia of Man and His World.

Remembering last year's ferry service to the Expo entertainment area, La Ronde, I headed across Jacques Cartier Bridge, found the boats still shuttled with amazing regularity and found a motel in the city named for explorer Cartier.

**ARRIVAL** at dusk Saturday enabled us to easily get to La Ronde, scan its midway and Fort Edmonton, enjoy cheese at the Swiss Fondue Pot and shop the international boutiques.

A 2 a. m. closing enabled a long look at the night lights.

I crutched on and off the ferry boats while the nice, strong-armed pilots gallantly toted the collapsed wheelchair.

**ON SUNDAY** Aunt Frances and her niece found Man and His World also provide for the handicapped.

A special parking area is reserved at Place d'Accueil.

At a nearby spot a special bus-train with ramp-equipped section for wheelchairs, departed hourly in the daytime and stopped at four key spots on the mainland and two islands.

A booklet, issued for handicapped, disabled, aged and infirm visitors, detailed ramps, number of floors and facilities of 110 spots.

**MAN AND HIS World** has a Social Services Office which prefers two or more days' notice to make reservations for transportation, etc., for handicapped.

The visitor with moderate to severe disability is advised to come during weekday mornings or early afternoons, low attendance periods, and have someone accompanying them.

I advise longer attendance than a day and a night.

**WHAT WAS** left of Expo 67?

An amazingly large amount.

Gone are the Russian and Czechoslovakian pavilions, two of the fair's biggest attractions.

Helicopters land on the USSR site.

The Czech spot was turned into a garden area but a stairway was left so visitors can walk up and look around Notre Dame island.

**THE** United States' geodesic dome is still a crowd getter.

Called the Biosphere, it houses an aviary.

I guess it does because the lines were too long for me to wait to see.

**THE** beautiful Thailand temple, its gold darkening in hue, and my favorite Ethiopian tent, its red also darker, also remain.

So did the Moroccan minaret, Iran's mosaic front, the Chinese and Burmese reminders of the Orient.

**THE** United Nations pavilion has become a stamp exhibit. The British, Ontario, Maine, Vermont and New York buildings were vacated by their original tenants and readapted for other displays.

Vermont's wood-decorated pavilion was taken over by a new-to-Montreal exhibitor, Poland. Ireland also arrived this year for the first time.

**I NEVER DID** find the Irish products display because of a crowd-pleasing new Irish pub, Le Shillelagh, on St. Helen Island.

The music and the singing were so enjoyable we had to race a bit to catch the handicappers' train.

**USING THE** AAA's alternate route of Rts. 20 and 401 to the Queen Elizabeth Way for an all-night drive north of Lake Ontario, we arrived at darkened Niagara Falls about 5 a. m. Monday, listened to the magnificent sound and headed home on the New York Thruway.



**EVEN MAILBOXES ARE WITHIN REACH**  
... as postcard-lover Fran discovered



Stratford Beacon-Herald

Ontario

Circ. 9,831

October 19, 1968

1994  
Not your world

MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 19 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo 67 site.

Welland-Port Colborne  
Tribune, Ontario  
Circ. 19,052  
October 19, 1968

F-999  
**Promotion Trip  
For Mr. Drapeau**

MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 10 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo 67 site.

Guelph Mercury, Ont.  
Circ. 17,247  
October 19, 1968



MAYOR JEAN DRAPEAU

### To Tour World

MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 10 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo 67 site.



Kingston Whig-Standard, Ont.

Circulation 26,761

October 19, 1968

TO TOUR WORLD

<sup>L999</sup>  
MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 10 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo 67 site.

Chatham News, Ontario  
Circulation 14,764  
October 19, 1968

*R* The Chatham Daily News  
979 TO TOUR WORLD  
MONTREAL (CP) — Mayor  
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on a 19-day tour of 10 countries  
to promote next year's Man and  
His World exhibition. He will  
visit countries already partici-  
pating and those which have in-  
dicated interest in the 1969 pres-  
entation, at the EXPO 67 site.

Canadian Press  
Clipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Edmonton Journal, Alta.

Circ. 139,141

October 19, 1968

## Talks at Laval break down; Expo Express cars seems to be getting farther and farther away

J-999  
There are 48 subway cars in Montreal that seem to be getting farther and farther away from Edmonton.

Talks between Edmonton and Laval, Que., representatives have now completely broken down and two city officials are

reportedly heading home this weekend, unsuccessful.

They tried to purchase 24 cars from Laval as a start on the city's rapid transit system. Edmonton's offer was termed too low and rejected by the group of businessmen who were awarded the coaches through

competitive bidding earlier this month.

To complicate matters, Montreal is still trying to upset the award in its attempt to keep the subway in service at its annual Man and His World exhibition.

Montreal owns one-eighth of

the Expo Express system, built for Expo 67, and as a result did not bid. It did, however, protest the award of the cars and the trackage to Laval, arguing that three of the five committee members who made the award were federal government representatives.

Preliminary negotiations with the Laval winning group seemed to proceed satisfactorily. This week commissioner Stan Hampton and ETS superintendent Don MacDonald went to Montreal and Ottawa both to continue the discussion and to side with Laval in wanting to keep the award as it has been made.

But the deal now seems off. The Journal learned Friday, because the new owners of the coaches want more than the

price they paid for the cars, on which Edmonton based its offer.

In dealing for the coaches, Edmonton had also considered swapping the seven electric rectifiers which it was awarded, as the highest bidder. This deal also seems off.

A report on the situation is to be made when the two city officials return. If nothing works and no deal can be made, Edmonton would then have to tender its equipment to a manufacturer, but not before 1969 and not without having to wait for delivery.

In addition new cars would cost approximately \$130,000 each, while the Expo coaches could be obtained, on a tender-based price, for about one quarter of the price.

Canadian Press  
Clipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Ottawa Journal, Ont.

Circ. 78,220

October 24, 1968

## F-999 France Will Take Part In Montreal Fair

PARIS (CP)—France is to participate officially in Montreal's permanent fair next year under the theme The Art of Living in France, a spokesman for Montreal Mayor Jean

Drapeau said here Wednesday. Drapeau, who leaves Paris for Amsterdam today, was told of the French decision by Jean Basdevant, director of cultural affairs at the foreign ministry, the spokesman added.

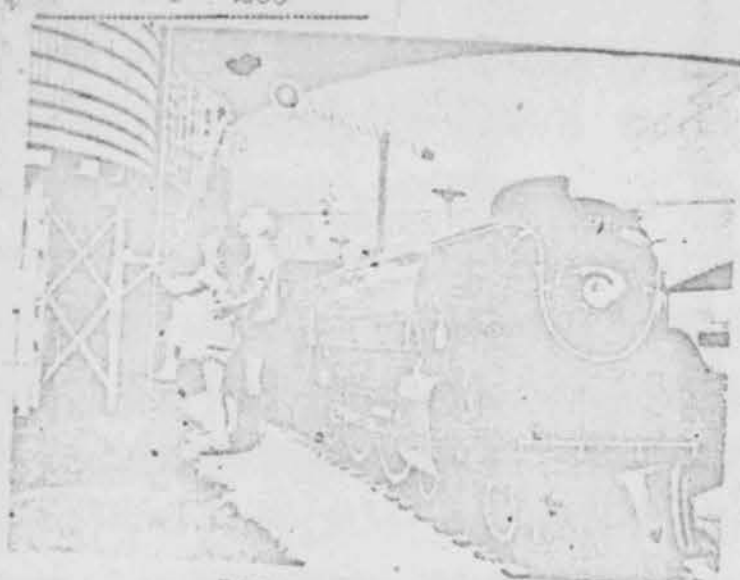
"M. Drapeau's visit to France, part of a tour to promote the exhibition, which is the continuation of Expo 67, has been particularly successful," the spokesman added.



**CE DOSSIER CONTIENT  
PLUSIEURS DOCUMENTS  
ILLISIBLES**

WASHINGTON, D.C.  
LABOR  
W. 559,250

OCT 5 1968



#### RAIL EXHIBIT AT FAIR

Two youngsters view replica of water tower alongside a model of a Canadian Pacific electric locomotive in the railroad exhibit called the Ferrovia Pavilion at the 1968 Montreal continuation of Expo 67. The fair is being permanently continued under the title, "Man and His World."

BELLFLOWER, CALIF.  
HERALD ENTERPRISE  
TW. - CIRC. N. AVAIL.

NOV 28 1968



#### AT 'MAN AND HIS WORLD'

A party did wind off at the 'Man and His World' exhibition in Montreal, Canada, as the 'Man and His World' photographs. The photo was taken in an article titled "Essay on the 'Man and His World' in a magazine published by the City of Montreal, Canada.

The essay was the photographer's answer to the writer's complaint: "How I wish I were a photographer." For, according to the magazine, there is a huge children of the unexpected waiting for this visitor.

AMUSEMENT BUSINESS  
CHICAGO, ILL.  
W. 15,000

OCT 19 1968

## HEMISFAIR FINISHES; MONTREAL 12 MIL.

San Antonio's HemisFair '68 closed its 184-day run Oct. 6 with its biggest crowd, 121,000, for total attendance of 6,384,482. Across the continent in Montreal, Expo 67's successor, Man and His World, was to wind up Monday (14) with more than 12 million admissions.

Both totals were well below projections. In San Antonio, 7.2 million admissions was the goal, with final figures about 85 per cent of the projection. Montreal Mayor Jean Drapeau had predicted 20 million patrons, based on "over-ambitious" feasibility studies. Total by 6 p.m. Tuesday (8) had hit 11,854,550.

HemisFair was hailed by local leaders as a success, despite an expected deficit of \$5.5 million or more. The city will have a \$10 million convention complex, \$5.5 million Tower of the Americas and an entertainment park that already is getting patronage as permanent bonuses.

Top draws were the pavil-

ions of Spain, 25,000 daily average; Mexico, 3 million; Canada and Texas, over 2 million each; Germany, 13,000 daily average, and Belgium, over 1 million. Top paid entertainment draws were the three shows of R. Jay Casell—Laterna Magika, Kroffts' "Les Poupees des Paris" and Kino-Automat, with the Flying Aztecs of the Pepsi-Frito-Lay pavilion, the big free attraction.

**MONTREAL.** Never one to look back, Mayor Drapeau shrugged aside the misses on Man and His World and emphasized the plusses, in effect a "second season" that topped Seattle's World Fair and nearly doubled HemisFair, and income close to projection for actual attendance, except for concessions.

He was set to leave Oct. 21 for a three-week tour to bring more nations back for the 1969 season. Work already has begun on winterizing the fair and preparing for a full overhaul of exhibits. The two minitrails will be linked into one circuit to offer future visitors a 30-minute panoramic ride, the fair site will be illuminated during the holiday season and work will begin on a new project on the site of the former Russian pavilion.

Toronto Daily Star, Ontario

Circ. 364,506

October 19, 1968

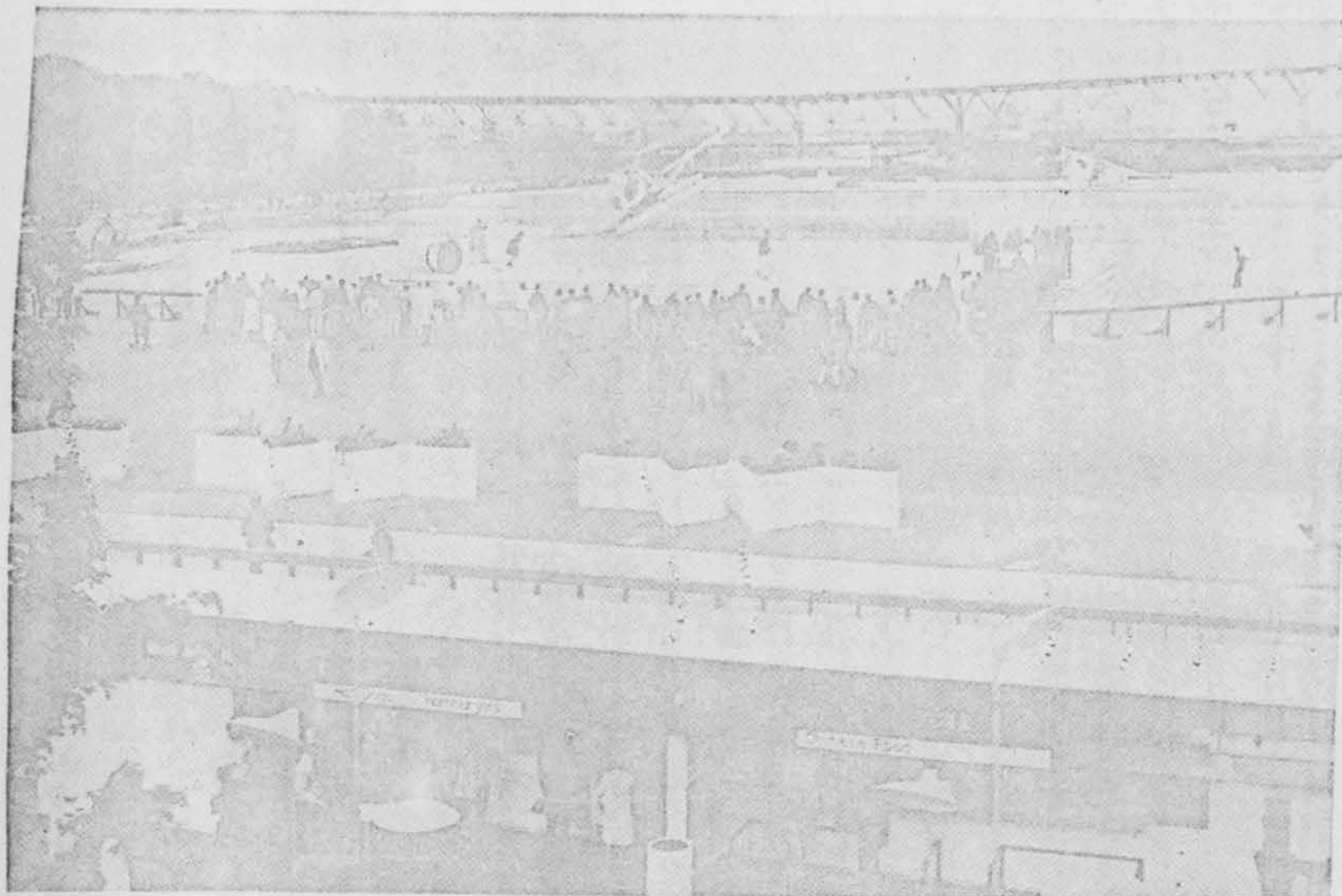
*K999*  
**Drapeau off to Europe  
to build up his fair**

MONTREAL (U P I) —  
Mayor Jean Drapeau will  
leave Monday on a 19-day  
European tour to promote  
next year's edition of Man  
and His World, Montreal's  
permanent successor to  
Expo '67.

Drapeau's schedule be-  
gins with a visit to Paris  
and includes stops in Am-  
sterdam, The Hague,  
Rome, Vienna, Sofia, Bu-  
dapest and Prague.



THE NEW YORK TIMES, SUNDAY, OCTOBER 20, 1958



HELICOPTER PAD—Site of Russian Pavilion was base for 1968 sightseeing flights.

# Man and His World Closes On an Optimistic Note

By JAY WALZ

**M**ONTREAL — Man and His World, the sequel to Expo 67, ended its season last Monday, the Canadian Thanksgiving Day, with officials a little disappointed but nonetheless counting their blessings. A glorious holiday weekend, and good October weather generally, made up somewhat for the disheartening beginning last May and June, when rain and cold kept attendance dismally low.

When the gates closed, they had clocked 12,500,000 in admissions for the six months of operation; this was about half the number that Mayor Jean Drapeau had originally expected. Expo 67 drew 50,000,000 visitors in its six-month life, setting a record for world exhibitions.

The \$6-million profit that the Mayor had anticipated was undoubtedly converted into a substantial loss (the statistics were not available at this writing). However, the ebullient Mr. Drapeau has already announced that the exhibition on his St. Lawrence River islands will be back.

## Tour of Capitals

Mayor Drapeau will leave tomorrow for a three-week tour of foreign capitals in a move designed to persuade old exhibitors to come back, and to recruit new ones to join Man and His World in 1969. On his promotion rounds, the Mayor will argue that the figure of 12,500,000 is not small when compared with the attendance of 6,384,482 at San Antonio's HemisFair, or the average annual attendance of 7,000,000 at Disneyland in California.

Critics, who do not bother with statistics, had conflicting reports on the Mayor's 1968 version of Expo. It was still big and roomy, even after the amputation of the mainland area; this included Habitat, the experimental housing project; Labyrinth, the spectacular motion-picture presentation of the Canadian National Film Board, and other impressive 1967 exhibits.

The absence of displays from the United States, the Soviet Union, Britain, Czechoslovakia and other national exhibitors took away some of the glamour and much of the controversy of Expo 67. Also, those exotic and expansive international restaurants were missing.

## High Standards

Many of the 45 national pavilions maintained their high standards of displaymanship. Some yielded to the temptation to advertise homemade products.

On the last bright and warm October Sundays of the show, long lines of people were awaiting admission to the popular pavilions. They queued up two abreast, for a city block's length, in front of the Biosphere, a gigantic botanical garden-aviary that occupied last year's American Pavilion, the geodesic dome; the Belles of Yesteryear, a display of ancient automobiles in the former British Pavilion; Canada 67, in the former Telephone Pavilion, and

the Face of Winter, a display of old sleighs and sleds in settings familiar to Canadians when the long winter comes.

The boutiques, souvenir shops and snack bars that added so much zest to a promenade through Expo were blighted areas this year. Concessionaires complained of poor business, and more than 50 of an original 350 closed down in mid-season. Those who hung on staged "sales" in the closing days to get rid of unwanted plastic Donald Ducks, Mexican hats and Indian totem poles (made in Japan).

## Half-Price Offer

The boutique handling the products of the Soviet Union offered fairgoers "50 per cent off" on anything on its shelves. Several concessionaires said their losses were so heavy that they would not be back next year.

The hard-sell tactics employed in La Ronde amusement area also left much to be desired, and business was poor all season. La Ronde was the one part of Expo built to be permanent. If it is to remain so, rehabilitation may be in order.

How long will Expo 67 really last? The official report published in Ottawa last week showed that the international world's fair, despite its record-smashing attendance and impressive revenues last year, ran up a deficit of \$250-million. This will be passed on to the taxpayers of Canada.

## Difficulties Interfere

Mayor Drapeau, acquiring many of the buildings and other assets for the city of Montreal, talks loftily of preserving the enterprise for cultural and recreational purposes. The city, however, is suffering severe economic and financial difficulties in this post-Expo period, and would not appear willing to sustain losses of the fair in perpetuity.

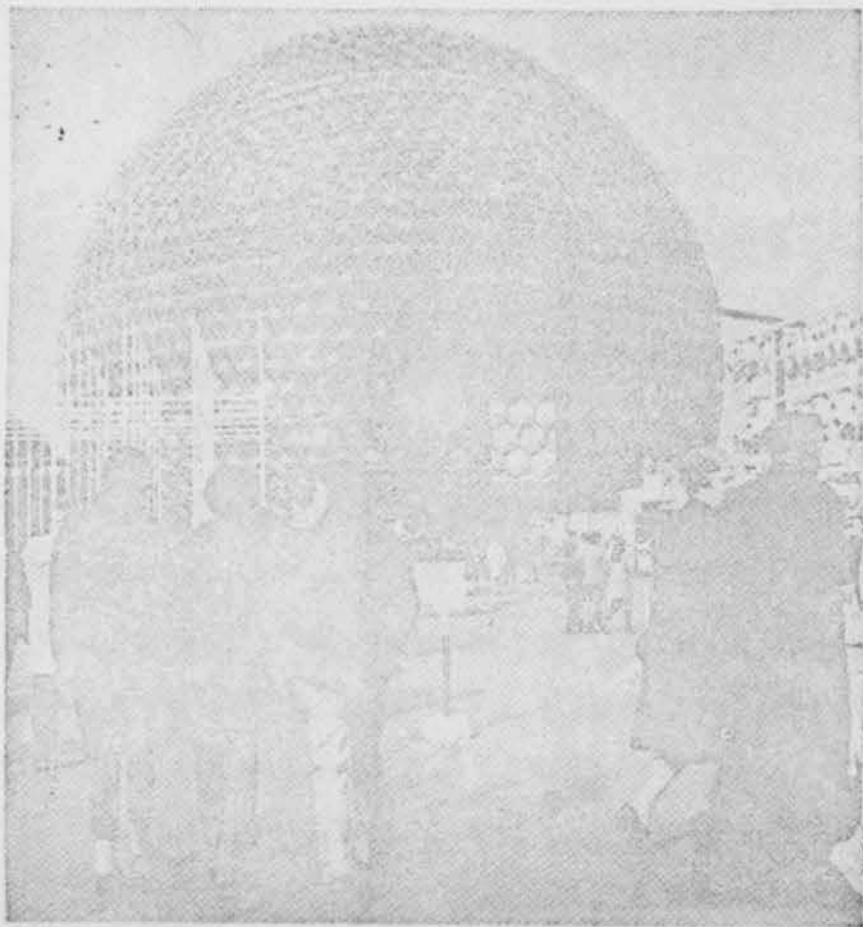
Mayor Drapeau prefers the positive view.

"The financing is such that the city has good reason to believe that the budget will be balanced in the end," he told a news conference. "Now that we are over the difficult part, we know what to budget for."

Guy Huot, director of the fair, said, "The purpose of Man and His World is not to make money, but not to lose any."

In truth, the pavilions and the grounds looked fine at the end of this second year. The buildings showed surprisingly few cracks and little crumbling.

Mayor Drapeau made one exception to a ban on last-day exercises. On Monday afternoon, he went to the Biosphere to join Leonard Marks, director of the United States Information Agency, the department responsible for United States participation in Expo 67. Together, the men unveiled a plaque commemorating an award by the American Institute of Architects to the 20-story dome created by Buckminster Fuller.



BIOSPHERE—U.S. Pavillon, hit of Expo 67, was hit this year as Biosphere, which filled the geodesic dome with exotic birds and botanical rarities.

Photographs by JAY WALZ



CLOSING BARGAINS—Russian boutique, above, and Pakistani shop at offered big reductions during the final days of Man and His Temporary Closed World. Concessionaires generally complained of poor business.



The Flint Journal

FLINT, MICH.

D. 111,376 SUN. 110,756

OCT 20 1968

## What Makes Drapeau Run? Perhaps 95 Pct. of the Vote

By JOSEPH MacSWEENEY

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-hunting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

TO A suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad prod-



Mayor Jean Drapeau

uct. The product has to be good, and Montreal is good.

"Great cities can no longer get big industries within their borders... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business.

"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

SOME QUEBECKERS think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French tailor who came to New France 303 years ago, struggled for hours to compose a reply only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

"The best formulas... serve all of Canada best, and the North American continent..."

"Our ancestors, our grandparents, our parents have saved French Canada and, like France, under your leadership, turn resolutely to the future."

MONTREAL has often been known for its crime, frequently of the gangland type, and Drapeau was chosen as a prosecutor in 1950 to try to stem it. Bricks were thrown through windows of his home, and his steel garage door once clanged down in the face of a pursuer.

A recent series of gangland killings has reawakened old fears here, and Drapeau says: "Malice never surrenders—they just mark time, waiting for another chance." But he contends the protection system that once existed is gone.

He became mayor in 1954, was defeated three years later, but returned to the office in 1962. His horn-rimmed glasses, mustache and owlish appearance make him the delight of cartoonists in this city where newspapers in French vie with English publications.

"It's by remaining original, faithful to our origins, that we can serve Canada best," Drapeau says of his fellow French-Canadians. "I think Expo 67 proved it. There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

PITTSFORD, N. Y.  
BRIGHTON POST

OCT 24 1968



FORMER U. S. Pavilion cited for architecture at Expo 67 now is aviary, dubbed "the 20-story birdcage."

## 'Expo' Closes, Plans Changes

Man and His World, Montreal's successor to Expo 67 which attracted hundreds of Monroe County residents, closed last week in a last-minute blaze of glory.

A record one-day crowd of 253,857 turned out on the next-to-last day as Montrealers finally caught up to the fact they had a winner in their midst.

The final season attendance was a disappointing 12,516,480, nearly 8 million off the pre-season goal and 36 million below total Expo attendance.

But the figure was more than twice that of HemisFair in San Antonio, Tex., and greater than the season mark at Disneyland, Calif., or the Seattle World's Fair.

As the city-run exhibition closed, work immediately started on next year's Man and His World, which will be shortened from five to four months.

"We plan to change 50 to 75 per cent of all exhibits," said Montreal Mayor Jean Drapeau, Expo's inspiration.

A "major presentation" is billed for the site of the former Russian pavilion. And two minirail systems will be linked for a longer ride.

On closing day, a plaque was unveiled in the former U. S. pavilion, now Biosphere, an aviary. The pavilion was honored by the American Institute of Architects as one of the 20 architecturally significant buildings of 1967.

WESTERLY, R. I.  
SUN  
O. 9,500

OCT 20 1968

## Montreal's Mayor Is Strong Believer in Canada's Future

By JOSEPH MacSWEEN

Canadian Press Writer

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Talks in Millions

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Optimistic

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

Some Quebecers think the province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec, are among the nation's greatest assets.

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In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

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Orillia Packet & Times, Ont.

Circ. 7,565

October 21, 1968

TO TOUR WORLD

979  
MONTREAL (CP) — Mayor Jean Drapeau leaves Monday on a 19-day tour of 10 countries to promote next year's Man and His World exhibition. He will visit countries already participating and those which have indicated interest in the 1969 presentation, at the Expo 67 site.



X 999

## Stranded band performs with verve

By BLAIK KIRBY

How much real music can you make by bashing an oil drum? If you're the Esso Trinidad Steelband, quite a lot; and an absolutely astonishing amount when you consider that the band is making music while facing starvation.

The 29-member ensemble was brought to Canada in August by a Quebec promoter who contracted to pay \$22,500 for six weeks of concerts. Three concerts were given (but, according to the bandleader and spokesman, not paid for) and the promoter then welshed on the rest of the deal, leaving the musicians high and dry.

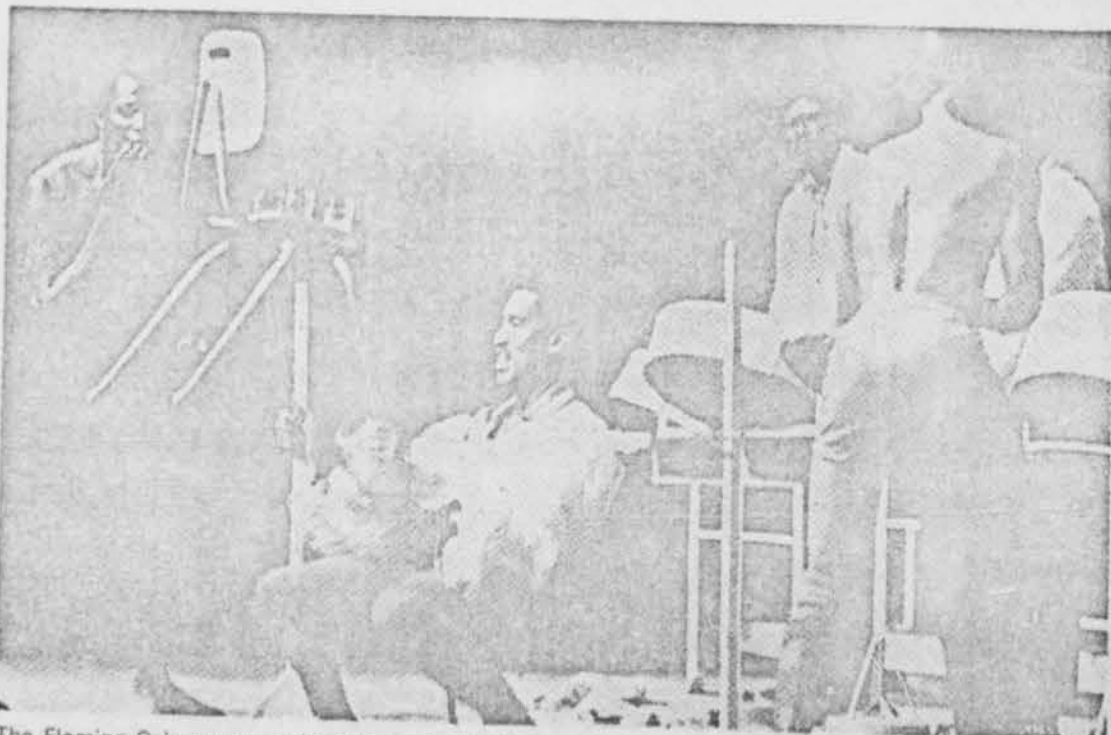
There was no use trying to go home to Trinidad, where there is 16 per cent unemployment and only two of the 29 have jobs or wives, so the players have been trying to cope in Canada. They'd been a popular attraction at Expo 67, so they performed free at Man and His World, for what money they could make selling 3,000 of their records.

Friday and Saturday night they gave performances in Toronto, before scanty audiences claimed to total 850, in Ryerson Institute Auditorium. Judging by the verve of their performance, you'd never have guessed their parlous hand-to-mouth situation.

Their repertoire covers everything from calypso to classics, but tends to stress the latter, which, I think, is a mistake. Their showmanship, color and exuberant Caribbean personality come through pleasingly in lighter compositions; the classics tend only to show their limitations.

It's all very well to schedule a comparatively simple work such as The Blue Danube or Tales of the Vienna Woods. The steelband's sound, mellow rather than biting, is highly attractive.

When it comes to the Andante and Rondo Capriccioso of Mendelssohn, however, the complexity of the music makes for a muddy sound. There is insufficient separation between the different sections—nothing like the difference between strings, woodwinds and brass in an orchestra. And it's apparently impossible to have the proper crisp rhythm for classical selections, with these instruments. The tempo tends to get rubbery.



The Flaming Cobra goes under flaming bar in limbo dance during concert of Esso Trinidad Steelband.

The Esso band did rise to the challenge in the Poet and Peasant Overture and especially in the Brahms Variations on a Theme of Paganini, which got classical and calypso treatment.

The colorful entertainment value of the calypso version of Brahms was a strong indication of which way this band should steer if it hopes to make a strong impression on North American audiences. If such problems as permission of the musicians' union could be surmounted, the Trinidad band could make a colorful and enjoyable showing in some setting such as the Royal York's Imperial Room.

A steelband does not sound at all like its name. There is no crash, bash, tinniness or rattle. The oil drumheads are struck with rubber-wrapped wands (only red Trinidad bicycle tubing can be used; the black rubber tubing used in Canada is too hard and brittle). What you hear is a sustained tone such as that of the marimba or xylophone. The deeper instruments impress with a definite organ sound.

Steelbands began to develop during the Second World War, and in only 25 years have become sophisticated and highly musical. The Esso Trinidad band has eight

different types of oil-drum instruments plus a set of dance-band drums and other rhythm instruments.

The deeper-pitched "pans" are made from complete 45-gallon oil drums; the higher-pitched ones from tops, 6 to 14 inches deep, cut off such drums.

The playing surface is the top of the drum, which is concave, apparently to allow for expansion of oil in varying temperatures. The drums are tuned by Allan Gervais with a 2½-pound hammer and a punch. The punch outlines the different areas to be struck for each note; as many as 40 notes can be obtained from a single drum. Players in the bass sections have as many as five 45-gallon drums to play and they swirl around like timpanists.

Despite its name, the band receives no financial or other backing from Esso (Imperial Oil) in this country. At home, it is subsidized by Esso Trinidad; but elsewhere it has so far been given no help.

"The members of the band are completely undemanding," says Bill Roncken of Arc Records, who was in charge of their Toronto engagement. "As long as they have a bed, a roof over their

heads and food, they are content. Their only ambition is to play; you can get them up at 3 a.m. and ask them to play a concert and they'll play.

"They thought the Quebec contract would be enough of a start to get them to Europe, where I know they'll make good money because the classics are more appreciated there. Now their best hope—apart from a few concerts they have lined up—is a proposal for a tour of about 30 colleges in the U.S."

The band is the creation of Hugh Borde, who has been its leader for 14 years. He's the man who stands in the middle, playing the triangle, although he occasionally plays a "pan" too. For some of the more classical selections, the band is conducted in symphony style by Rev. John Sewell, its arranger and musical director and the only white man in the group.

Borde appears rather bitter about Imperial Oil's failure to give any backing in Canada, despite the fact that the Esso name and emblems are visible on every pan and uniform. "If we can get another sponsor," he says, "then those Esso emblems are going to disappear in a hurry."

# Jean Drapeau: The Mayor Is An

MONTREAL — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfil their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can be a *véritable* Canada," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America, but it did not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: *Vive la différence!*

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flounders, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called *Son of Expo*, the permanent summer fair Man and His World, which closed in mid-October. His life is also replete with paradox.

## BECAME VICE-BUSTER

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later assured to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 38.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once mentioned for oblivion by the Union Nationale in the bad-old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains ride on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

## OFF AND RUNNING

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

The mayor admitted he can count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

The mayor often consults his father, Joseph-Napoleon Drapeau, 78, dean of city council and an insurance broker. With two sisters, he is the sole surviving son. His worst heartbreak was not in any political defeat but in the death of his mother when he was 20.

A crucifix and a picture of the Queen adorn Mr. Drapeau's office where he greeted a reporter with a cheery "Comment allez-vous?" but switched easily to English.

Almost mystical in his sense of mission for Montreal, Mr. Drapeau thinks big, talks big and his milieu is the millions. But he unexpectedly produced this \$1 bit of economic philosophy:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

## MISSED SWINGER

To a suggestion that the advertising world missed a swinger when he turned to

ceed just by advertising a bad product... the product has to be good, and Montreal is good.

"Great cities can no longer get big industries within their borders—these establish in the suburbs. So sports busi- other pursuits, the mayor grinned:

"Ah, but you cannot success and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business.

"The combination of baseball and Man and His World here—that's perfect."

Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$25,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

Questioned on Quebec nationalism, Mr. Drapeau maintained Canada would not now exist but for the French-Canadians who fought off American attacks after the revolutionary war.

## IS DAILY CHALLENGE

"This is a definition of nationalism that is good for any Canadian no matter what his origin—being second to none when the existence of Canada is challenged. And it is a daily challenge."

His attitudes had not changed since he ran unsuccessfully for the Quebec legislature in 1944 and the House of Commons in 1942 under the Bloc Populaire banner. Rather, Canadian and provincial politics had evolved far beyond the platform of the defunct splinter party.

Mr. Drapeau's stock was already high but it was his July 26, 1967, nationally televised speech during President de Gaulle's state visit that made him an instant hero from coast to coast.

Descendant of a habitant-tailor who came to New France 305 years ago, he had heard the French president's cry of "Vive le Quebec libre"—the separatist slogan—with feelings probably only fully understandable to a French-Canadian.

He struggled through a murning to compose a reply, only to discard his notes. Fi-

Original

Canadian Press  
Clipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Oakville Daily Journal  
Record, Ontario  
Circ. 7,878  
October 21, 1968

nally he rose at a civic luncheon and delivered an impromptu address, courteous to the president but stalwart in Canadianism:

"The best formulas... serve all of Canada best, and the North American continent

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

By that time the University of Montreal graduate was an international figure, having travelled a long road since vice-busting days. Appointed prosecutor at a prolonged police inquiry in 1950, he became mayor in 1954. Although defeated in 1957, he came back in 1962 and in 1966, the last municipal elections, received an unprecedented 95 per cent of the vote.

## FEARS REAWAKENED

Now a recent series of gangland killings has reawakened old fears, recalling the days when Mr. Drapeau teamed with Pacifique Plante, as unorthodox a cop as Montreal has seen, to turn the corrupted city upside down.

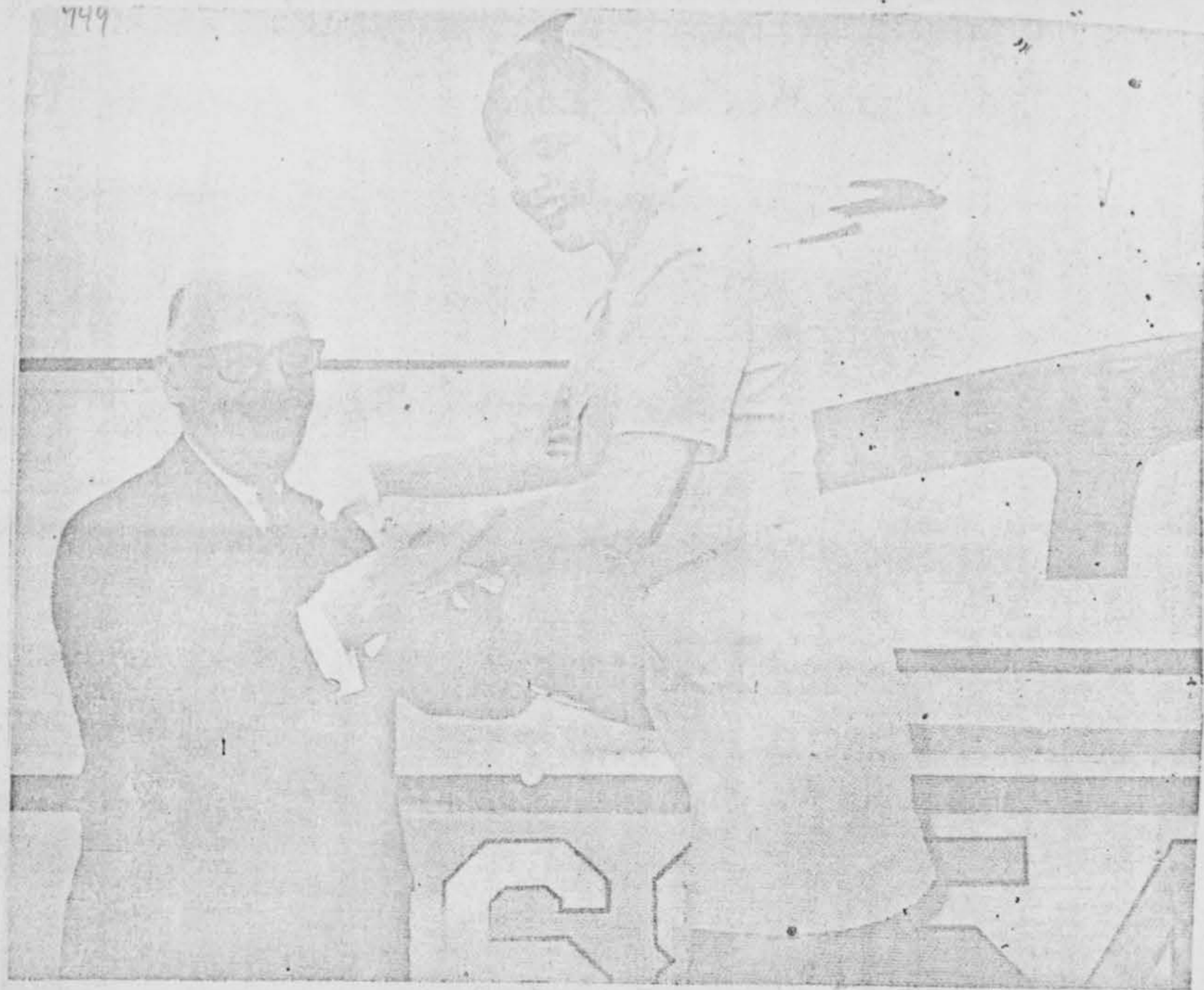
Jean Drapeau knows that the "Mafia never surrenders—they just mark time, waiting for another chance." Nonetheless he says, the killings indicate that, unlike the past, there now is "no black pope, no one who has the edge, no one who can ensure protection..."

Pacifique Plante claims that underworld threats drove him to his present Mexican exile. Bricks were thrown through the windows of Mr. Drapeau's home. Cars trailed him. His steel garage door once clanged down in the face of a pursuer.

In the interview, he brushed aside the topic impatiently: "I'm no hero," he said. "If I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."





**MONTREAL MAYOR JEAN DRAPEAU**  
He's a little man who runs a big show in Canada's largest city



R-999  
M.S.S.

# HI-STERICS

## OFF TO MONTREAL

The time, 10.30 p.m.; the date, Oct. 3; the place, Midland bus terminal: the occasion, a trip to Montreal. The day that all Grade 13 geography students had been waiting for had finally arrived. The buses left on time.

We arrived in Montreal at Mary, Queen of All Hearts Shrine at 6 a.m. Only a few of us were able to sleep on the way down, so we were "dog" tired. However we still had to keep going for the rest of the day.

Our first item for Friday was an official reception by His Worship Mayor Drapeau, at 9.30 a.m. in Montreal's City Hall. Mayor Drapeau was unable to meet us because he was at Man and His World. Instead we received a very warm welcome from City Councillor Parker. Mr. Parker, who addressed us in French, explained to us how the party system worked and was very helpful by suggesting places of interest to visit during our short stay.

Next we went to the Montreal Planning Department. Here we were shown a film on the plan for Montreal for the year 2000. We were addressed by an urban planner.

After touring the Montreal Planning Department, we dispersed to visit centres of our own interests. Most of us went for a walk around old Montreal and had lunch at the Governors Restaurant. Several of us found Place Ville Marie very impressive and spent most of the afternoon shopping.

After a very busy day, almost everyone retired early Friday night.

Saturday morning came too soon. Needless to say the girls were ready first. The boys were still fast asleep in bed while the girls were having breakfast.

Saturday we had an enjoyable tour of Montreal. We visited the harbour, the seaway, the oil storage areas, the rural countryside and Mount Royal. We also went under the St. Lawrence River by tunnel and crossed the Jacques Cartier Bridge. A few students toured Notre Dame Cathedral, the wax museum and McGill University.

Sunday morning we were up bright and early at seven. We packed our bags and had breakfast while a few went to church. At 10.30 we departed for Midland.

Our stay in Montreal seemed far too short. As I look back on our trip I realize that I gained a lot of knowledge from this excursion. Montrealers are very courteous and I've learned to appreciate and respect our fellow Canadians.

The Grade 13 geography students would like to thank Mr. Cable and Mrs. Armstrong for being so wonderful and understanding with us. Without them the trip would not have been such a success. We would also like to thank the

Dubeau bus line for giving us such a safe and relaxing journey.

— Ruth Battrick

## CAMPUS CAT

Hi fun seekers! Find any? It's been lonely without you to spy on, or my spy-helpers to talk to, but that's over for a while.

Well, have you seen the new ones? I thought it was an invasion from Mars, except they were not green. If those 9'ers get any smaller, you won't even see them. You don't believe me! Well, when they can walk under the desks...

Oh here's something for those in the know. Did you hear the tinkle of glass from 156, or about the barbecue — two girls had in chemistry?

We have some 13'ers that are still wet behind the ears. They said they sank in the bog — but who believes them. Did you see the guide for the bog!

Our football teams seem to be having a rough time. Chin up boys, we're behind you, win or lose, but it would be nice if —

I heard from one of my many co-spies, about the lengths some people will go to get out of writing a story. But 45-0 is a bit far!

During the summer I saw "The Russians are Coming," but the Czecks saw the original.

Well gotta prowl now. Remember, the cat sees all, says all, and will listen to just about anything.

Canadian Press  
Shipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Kitchener Waterloo Record  
Ontario  
Circ. 51,110  
October 21, 1968

## Challenge of Expo's Son

Hamilton Spectator

Man and His World, popularly known as "son of Expo," has finished its five-month "run" at its marvellous Montreal site. More than 12,500,000 paid admissions were reported and officials now claim a slight profit may have been made.

Son of Expo got off to such a poor start this spring that Canadian National Exhibition management almost got laryngitis. Warmer weather came along finally, however, with the result that the final month of the run saw crowds of comparable size to those which jammed the site last summer.

The point is that for better or for worse, Montreal has a perennial exhibition on its hands. Those who saw Expo 67 will never forget it. And the reason they won't is mainly because of the beauty of its build-

ings and the grounds. As long as the beauty remains and the memories linger on, thousands will keep coming back for more.

Next year, grandson of Expo, and another grand headache for the CNE, which may be forced, much against its rhinoceros will, to get in step with the times.

Canadian Press  
Shipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Fort William Times Journal  
Ontario  
Circulation 16,596  
October 22, 1968

## Random Comment

The Expo Express has served the Man and His World exhibition, and Montreal people want to keep it as a permanent part of the fair. It should last for years. It was built in Fort William.

Canadian Press  
Shipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Midland & Penetang Free  
Press Herald, Ontario  
Circ. 5,559  
October 16, 1968

Ottawa Le Droit, Ont.  
Circ. 39,080  
October 22, 1968

M- 999

"Très grande envergure"

## Étude sur la disponibilité touristique du Canada

par Jean-Guy BRUNEAU  
du DROIT

Le ministre d'Etat, M. Otto Lang, a procédé, mardi matin, au nom de l'Office de tourisme du Gouvernement canadien, à l'ouverture de la 23e Conférence

fédérale-provinciale sur le tourisme.

S'adressant à quelque 200 spécialistes de l'industrie du tourisme canadien, représentant tant les agences gouvernementales que privées, M. Lang a expliqué comment l'Office du tourisme était devenu depuis 1 an une réalité au sein du ministère du Commerce.

M. Lang a précisé que l'Office avait comme but principal d'identifier les problèmes qui assaillent l'industrie touristique et de formuler au Gouvernement fédéral les recommandations qui s'imposent.

M. Lang a annoncé au cours de sa brève allocution la tenue d'une étude de très grande envergure visant à obtenir toutes les données possibles en ce qui a trait aux services et aux disponibilités touristiques du pays. Ces données permettront ensuite au Gouvernement d'ébaucher un programme très précis de promotion touristique. Selon M. Lang cette étude coûtera plusieurs milliers de dollars.

Le ministre qui dirige la section consacrée au tourisme au sein du ministère du Commerce a déclaré que l'augmentation sans cesse croissante du nombre de touristes au Canada rendait nécessaire l'obtention de tous les renseignements possibles, en ce qui a trait au tourisme.

M. Lang a déclaré que l'Office du tourisme canadien tra-

vaillerait en étroite collaboration avec le Dominion Travel bureau et le Bureau fédéral de la statistique au cours de l'étude sur le tourisme au Canada.

Industrie de \$1 milliard

Le chef de la section de la statistique touristique au Bureau fédéral de la statistique, M. J.L. Ramesbottom, a déclaré pour sa part à l'ouverture de ce congrès de deux jours que l'industrie touristique pourrait bien dépasser le cap d'un milliard de dollars en 1968.

M. Ramesbottom a déclaré qu'une forte proportion des touristes américains s'étaient dirigés en 1967 vers le Québec et plus particulièrement dans la région de Montréal à cause bien entendu d'EXPO 67. En 1968 on a constaté cependant une baisse proportionnelle au Québec alors que les provinces maritimes connaissent une augmentation.

On note également pour les huit premiers mois de l'année 1968 des augmentations substantielles dans l'Ontario, les Prairies et la Colombie-Britannique.

M. Ramesbottom a bien souligné que tous les résultats compilés pour l'année 1968 étaient fragmentaires puisqu'ils ne tiennent compte que des huit premiers mois de l'année.

La deuxième journée de la conférence sera consacrée à des ateliers de travail où on discutera de plusieurs aspects de l'industrie touristique.

GENEVA, OHIO  
FREE PRESS  
D. 2,500

OCT 22 1968

# Drapeau: Man Behind Montreal

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His

World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 33, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first sender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good.

"Great cities can no longer get big industries within their borders ... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business.

"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They

argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall.

Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stilted in Canadianism:

"The best formulas ... serve all of Canada best, and the North American continent ...

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."



OCT 22 1968 *E. J. L.*

# From Expo '67 To Baseball, Montreal Mayor Is Moving

By JOSEPH MacSWEEN  
Canadian Press Writer

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## Once Timid

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## Reporter Greeted

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## Suburbs Established

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## Separation Viewed

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## 'Best Formulas'

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Honolulu Star-Bulletin  
D. 112,182

OCT 16 1968 *E. J. L.*

# Renamed, Montreal's fair will run again in '69

(C) N.Y. Times Service

MONTREAL — Expo 67's successor, Man and His World featuring most of the attractions of its predecessor, closed its five-month run recently with plans for a considerably expanded international participation next year.

Mayor Jean Drapeau, who is largely credited with bringing about the successful Expo 67, is scheduled to leave later this month on a foreign tour. He will seek to improve the presentations of the more than 40 nations represented this year, and to re-

cruit additional participants next year.

IF DRAPEAU'S mission is successful, Man and His World will move closer to the atmosphere of Expo 67 with its participation of 62 nations.

When Man and His World closed, its total attendance approximated 12½ million—considerably less than the early projections of 20 million, but "most satisfactory," said the mayor.

THE CITY'S decision to turn Expo 67 exhibition on its island in the St. Lawrence River brought agreement

from most of the original participants to donate their structures to Montreal. Some exhibits were left intact and others were denuded and denationalized.

In the latter, the city mounted completely new exhibits. The United States pavilion, for example, a stunning, transparent geodesic dome designed by W. Buckminster Fuller, became the biosphere, with hanging gardens and a display of hundreds of exotic birds. The British pavilion, as another example, was converted to the belles of yesteryear, a display of antique cars.

STOCKTON, CALIF.  
RECORD  
D. 59,500

OCT 12 1968 *E. J. L.*

# 8 Million Visit Expo '67 Offspring

Man and His World, successor to Montreal's Expo 67, recently welcomed the eight millionth visitor since it opened last May 17.

Attendance has climbed steadily from a weekly average of about 440,000 during May and June to a 660,000 average in July and August.

The exposition will close Oct. 14 but the city already is planning to reopen it in 1969. The long-range program is to develop "Man" into a permanent entertainment and cultural enterprise.—UPI

OCT 23 1968 *By Helen*

## Urban-Suburban Subjects

By Dorothy Ingram

LONGMONT, COLO.  
TIMES-CALL  
D. 5,500

OCT 16 1968 *By Helen*

## Montreal Mayor Off And Running

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

### Skyscrapers

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good."

### Generators

"Great cities can no longer get big industries within their borders . . . these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, but under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

### Separation

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary war.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

"The best formulas . . . serve all of Canada best, and the North American continent . . ."

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

The field of graphic arts is experiencing a revival in our country and it has been a struggle to promote this. Oh, yes, there have always been the usual dedicated collectors and admirers, but as an art form, it has taken a back seat — way, way back — as compared to its sister, the painting.

As part of this revival, Newtonville has its own Berman-Medallie Gallery, 10 Austin st., in the Square, which was Metropolitan Boston's first Center for the Graphic Arts. There have been impressive exhibits during the past several months, and no less impressive is the current one commemorating the gifts of the Spanish World to our own with an exhibit entitled Fiesta Espanola Exhibition which opened Oct. 12 and will run through Nov. 15. Represented in this show are printmakers from Chile, Mexico, Guatemala, and Spain.

On exhibit are definitive black and white prints as well as works in warm colors associated with the New and Old Spanish Worlds — all technically and aesthetically pleasing. There are many abstractions combining vibrance and motion in works by such outstanding artists as Vlady, Orellana, Aularach, Lopez, Loze, Gomez-Quiroz and others.

Vlady was this year's recipient of a John Simon Guggenheim Memorial Foundation grant and has been honored with 63 exhibitions in his homeland, Mexico, and abroad . . . In such diverse locales as Argentina and Japan, twenty of these being one-man shows. His works were in the Expo '67 "Man and His World" in three separate displays of the Mexico City Pavilion.

Representing Guatemala is Rodolfo Abularach, winner of six first prizes in exhibitions which have taken place in two Central American countries, Spain, Brazil and New York University as well as the Pan-American Union in Washington, D.C., the Banco do La Republica in Bogota, Columbia, and the David Herbert Gallery of New York, these latter three being among his one-man shows. Group shows include Latin American and European countries as well as the United States.

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ROSLINDALE, MASS.  
PARKWAY TRANSCRIPT  
# 16,280

OCT 23 1968

*E. J. Miller*

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Tavistock Gazette, Ont.

Circ. 725

October 23, 1968

17999  
Mrs. Karl Wiseman has returned home after spending two weeks with Mr. and Mrs. William Price at Montreal. She also visited Man and His World while in Montreal.

NORWOOD, MASS.  
PRESS  
W. 6, 741

OCT 23 1968 *B. Sullivan*

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Wednesday, October 23, 1968

# 999 Montreal's Mayor Urges Originality On French-Canadians

MONTREAL (CP) — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfill their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year."

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: Vive la difference!

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair Man and His World, which closed in mid-October. His life is also replete with paradox.

## BECAME VICE-BUSTER

The one-time frail "rather timid little boy" became a vice-buster, daring under-world vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 33.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

## OFF AND RUNNING

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

The mayor admitted he can count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 10, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

The mayor often consults his father, Joseph-Napoleon Drapeau, 78, dean of city council and an insurance broker. With two sisters, he is the sole surviving son. His worst heartbreak was not in any political defeat but in the death of his mother when he was 20.

A crucifix and a picture of the Queen adorn Mr. Drapeau's office where he greeted a reporter with a cheery "Comment allez-vous?" but switched easily to English.

Almost mystical in his sense of mission for Montreal, Mr. Drapeau thinks big, talks big and his milieu is the millions. But he unexpectedly produced this \$1 bit of economic philosophy:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

## MISSED SWINGER

To a suggestion that the advertising world missed a swinger when he turned to other pursuits, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product... the product has to be good, and Montreal is good."

"Great cities can no longer get big industries within their borders—these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball and Man and His World here—that's perfect."

Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controlled "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

Questioned on Quebec nationalism, Mr. Drapeau maintained Canada would not now exist but for the French Canadians who fought off American attacks after the revolution war.

## IS DAILY CHALLENGE

"This is a definition of nationalism that is good for any Canadian no matter what his origin—being second to none when the existence of Canada is challenged. And it is a daily challenge."

His attitudes had not changed since he ran unsuccessfully for the Quebec legislature in 1944 and the House of Commons in 1942 under the Bloc Populaire banner. Rather, Canadian and provincial politics had evolved far beyond the platform of the defunct splinter party.

Mr. Drapeau's stock was already high but it was his July 26, 1967, nationally televised speech during President de Gaulle's state visit that made him an instant hero from coast to coast.

Descendant of a habitant-tailor who came to New France 303 years ago, he had heard the French president's cry of "Vive le Quebec libre"—the separatist slogan—with feelings probably only fully understandable to a French-Canadian.

He struggled through a morning to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the president but stalwart in Canadianism:

"The best formulas... serve all of Canada best, and the North American continent. Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

By that time the University of Montreal graduate was an international figure, having travelled a long road since vice-busting days. Appointed

prosecutor at a prolonged police inquiry in 1950, he became mayor in 1954. Although defeated in 1957, he came back in 1962 and in 1966, the last municipal elections, received an unprecedented 35 per cent of the vote.

## FEARS REAWAKENED

Now a recent series of gangland killings has reawakened old fears, recalling the days when Mr. Drapeau teamed with Pacifique Plante, as unorthodox a cop as Montreal has seen, to turn the corrupted city upside down.

Jean Drapeau knows that the "Mafia never surrenders—they just mark time, waiting for another chance. Nonetheless he says, the killings indicate that, unlike the past, there now is "no black

pope, no one who has the edge, no one man who can ensure protection..."

Pacifique Plante claims that underworld threats drove him to his present Mexican exile. Bricks were thrown through the windows of Mr. Drapeau's home. Cars trailed him. His steel garage door once clanged down in the face of a pursuer.

In the interview, he brushed aside the topic impatiently:

"I'm no hero," he said. "If I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."



Charlottetown Patriot, P.E.I.

Circ. 5,059

October 23, 1968

## Print show y 999 opens here

A selection of award-winning photographs contributed by the members of the Professional Photographers of Canada, "The National Print Show" opened a three day viewing today at Confederation Centre Art Gallery. The show will continue to Saturday.

Included in the exhibition are top commercial, press, portrait and other types of photography representing together the finest work produced by professional photographers in Canada in 1967.

A special section of the show, the "Man and His World Class" offers a wide range of techniques and subject matter and displays creative photography in which the individual photographer makes his own statement on some facet of the world around him.

The prints in the exhibition were chosen by a special panel of eighteen judges last spring at the Professional Photographers annual convention in Ottawa.

Some 1097 prints were entered in the show from which 303 were chosen for inclusion in the travelling exhibition.

The National Print Show has been a major attraction wherever it has toured in Canada. In Calgary where it was on display during Stampede Week, over 60,000 people attended the show.

# Urban-Suburban Subjects

By Dorothy Ingram

NORWOOD, MASS.  
PRESS  
W. 6, 74

OCT 23 1968 *R. J. Miller*

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Winnipeg Tribune, Man.

Circ. 75,401

October 23, 1968

# L. 999 Montrealers striving to save Express

By JOAN FRASER  
Financial Times Service

MONTREAL — Unhappy Montrealers are launching a campaign to help the city administration keep the Expo Express from being sold to Edmonton and a private group in Laval for \$2.3 million.

Montreal apparently had not bid on the train, although officials now say the city offered to match the highest bid for the system, minus 12.5 per cent —

Montreal's ownership share in the train.

But the federal government cast the deciding vote in a joint committee deadlock about sale of the Express, opting for sale to the two cities.

M. Lucien Saulnier, chairman of the municipal executive committee, has now launched a rear-guard action to try to keep the train, and he is being supported by a local newspaper campaign. The paper is running clip-out coupons to be sent to federal MPs, urging them to "Save the Express!"

The hassle marks an undignified end to a rocky first season for Terre des Hommes, successor to Expo 67. Montreal spent \$28,000,000 renovating the site, and had hoped to make a \$6,000,000 profit this season.

That was based on an estimated 20,000,000 visitors — officials even predicted a glowing 30,000,000 at one point. But only 12,500,000 showed up. Now a slight deficit seems probable, and the loss of the express is arousing some doubt about the fair's future success.

The exhibition was plagued

with problems from its opening last spring. The worst single mistake was the failure to provide for advance publicity. Outside Montreal, hardly anyone knew the fair was there.

## LAI D OFF

Meanwhile, slow business had forced several concessionaires on the site to close down business. Hundreds of students were laid off when there were no visitors for them to guide around the site.

Some of the new exhibits were severely criticized, although there were also some new stars.

Most of these defects will be eliminated before the fair opens again next spring. But another major problem looms if the express, the only rapid-transit system on the sprawling site, is sold.

Transportation could be provided, probably by an extension of the municipal bus system. But it would be less glamorous than the train, and less efficient.

Quebec City is backing Montreal in its efforts to keep the express, but Ottawa has the final voice. And Ottawa says it will be sold.

This comes hard on the heels of Montreal's effort to write off its part of the Expo 67 deficit, which won quick rebuffs from Quebec and Ottawa. The city said it had gained nothing from Expo in tax revenue, therefore it should not be required to pay off the deficit.

Both episodes point up the city's financial plight, which is the reason officials care so much about the success of Terre des Hommes. The fair was counted on to boost city revenues this year, and a profit seems vital next year.

Mayor Jean Drapeau is currently on a three-week European tour to drum up more participation. New national pavilions would draw the crowds as no local exhibit could.



## Washington Notebook

# High Praise For Nixon

By NEAL GROVE

WASHINGTON — (NEA) — A final irony concerning opposition to the nomination of Supreme Court Justice Abe Fortas for chief justice was revealed recently by a close friend of Fortas.

Fortas, who withdrew his name from consideration after heavy opposition — mostly from Richard Nixon supporters — once paid one of his highest professional compliments to the courtroom skill of the Republican candidate for president, the friend said.

Nixon had represented the James J. Hill family of Connecticut in Time, Inc. vs Hill, the only case Nixon ever pleaded before the U.S. Supreme Court. The family was suing Time, Inc. for invasion of privacy after a magazine article likened an experience of the family to the plot of the stage play "The Desperate Hours," in which a family is held hostage by three escaped convicts.

The court ruled against the family 6-3, but Fortas reportedly commented later that Nixon had made one of the best arguments he (Fortas) had ever heard in his days on the bench.

Fortas was one of the dissenting judges and also wrote a dissenting opinion on the court's decision.

Even in the highest places can one find those little symbols of humbling earthiness that serve as leveling devices for all people and all things.

Amidst the grandeur of the great rotunda of the Cannon House Office Building, circled by stately marble busts of congressional immortals, sat an old tin pail recently, conspicuously receiving dribbles of rain that seeped through a leaky ceiling.

What Robert Moses and the city of New York couldn't do, Montreal has done not once, but twice.

All the experts said last year's Expo 67 would never come off and, when it did, they predicted it would flop. They were wrong on both counts, as 50 million visitors to the man-made islands in the St. Law-

rence River that summer can testify.

So successful was Expo that Montreal could not bear to see it close. And after the second summer of the show, now called "Man and His World," total attendance will top 12 million by the Oct. 14 closing date, despite five straight weeks of almost constant rain.

That 12 million, said an M & H W spokesman, is still higher than total summer figures of either the Seattle or New York world's fairs in the States. Canadians like to point out little things like that.

Newsmen have their good and bad days, just like everyone else. Sometimes news sources take forever to run down, but occasionally they drop right into your lap.

In a short visit recently to Montreal this reporter was standing on the periphery of "Man and His World," admiring the geodesic dome and the whole futuristic layout and idly

wondering where to start for some official comment on the show's second year.

Just then the gentleman standing next to me inquired as to whether it was my first visit to the site. It was, and how about himself, was it his first trip here?

"Hardly," he laughed, "I built the bloody thing!"

Enter Mr. J. G. Grandon, an engineer of installations at the Expo site, who directed construction of the islands on which the exposition was built and whose main concern now is winterizing the site until next year's opening.

ELGIN, ILL.  
COURIER-NEWS  
D. 30,000

OCT 15 1968

*C. J. Hall*

CHICAGO, ILL.  
LAW BULLETIN  
D. 7,500

OCT 25 1968

*C. J. Hall*

HALEYVILLE, ALA.  
NORTHWEST ALABAMIAN  
D. 6,000 S. 6,000

OCT 23 1968

*C. J. Hall*

### Exposition Gains

MONTREAL (UPI) — Man and His World, successor to Montreal's Expo 67, recently welcomed the 8 millionth visitor since it opened last May 17. Attendance has climbed steadily from a weekly average of about 440,000 during May and June to a 660,000 average in July and August. The exposition will close Oct. 14 but the city already is planning to reopen it in 1969.



STORING UP . . . A squirrel gathers nuts in the fading sunlight as autumn comes to "Man And His World." Montreal's permanent successor to Expo '67. In the background is the former U.S. pavilion.

DEDHAM, MASS.  
TRANSCRIPT  
W. 9,420

OCT 24 1968

*E. J. Keller*

## Urban-Suburban Subjects

By Dorothy Ingram

The field of graphic arts is experiencing a revival in our country and it has been a struggle to promote this. Oh, yes, there have always been the usual dedicated collectors and admirers, but as an art form, it has taken a back seat — way, way back — as compared to its sister, the painting.

As part of this revival, Newtonville has its own Berman-Medaille Gallery, 10 Austin st., in the Square, which was Metropolitan Boston's first Center for the Graphic Arts. There have been impressive exhibits during the past several months, and no less impressive is the current one commemorating the gifts of the Spanish World to our own with an exhibit entitled Fiesta Espanola Exhibition which opened Oct. 12 and will run through Nov. 15. Represented in this show are printmakers from Chile, Mexico, Guatemala, and Spain.

On exhibit are definitive black and white prints as well as works in warm colors associated with the New and Old Spanish Worlds — all technically and aesthetically pleasing. There are many abstractions combining vibrance and motion in works by such outstanding artists as Vlady, Orellana, Aularach, Lopez, Loze, Gomez-Quiroz and others.

Vlady was this year's recipient of a John Simon Guggenheim Memorial Foundation grant and has been honored with 63 exhibitions in his homeland, Mexico, and abroad.

... in such diverse locales as Argentina and Japan, twenty of these being one-man shows. His works were in the Expo '67 "Man and His World" in three separate displays of the Mexico City Pavillion.

Representing Guatemala is Rodolfo Abularach, winner of six first prizes in exhibitions which have taken place in two Central American countries, Spain, Brazil and New York University as well as the Pan-American Union in Washington, D.C., the Banco de La Republica in Bogota, Columbia, and the David Herbert Gallery of New York, these latter three being among his one-man shows. Group shows include Latin American and European countries as well as the United States.

Among the many private collections in which one finds his works are the Nelson A. Rockefeller Collection, Chase Manhattan Bank, Milwaukee Art Center, National Museum of Guatemala, New York's Museum of Modern Art, and Brazil's Museum of Modern Art.

Juan Manuel Gomez-Quiroz, has works in the permanent collection of the Boston Museum of Fine Arts and one-man shows have taken place at New York City's Ledesma, Santiago's Sala Decor, and New Haven's Kie Kor Gallery.

Also in permanent collections of the New York Public Library, the Library of Congress, New York's Metropolitan Museum and the Everson Museum in Syracuse, N.Y., one can find his works.

He has been represented in several group shows throughout the United States from Florida to Connecticut to San Francisco to Oklahoma City.

Another Mexican — from Mexico City — is Luis Lopez Loza, who has exhibited in numerous native galleries as well as being honored in one-man shows at New York's Southampton University and San Antonio Texas' Public Library.

Group shows for this artist include New York City's Jewish Museum, Phoenix Museum, Stamford Museum, Museum of Bogota, Columbia, I.B.M. Gallery in N.Y.C. and others in Argentina, Uruguay, Chile, Israel and Mexico.

Gaston Orellana, co-founder of the renowned "Grupo Mondo" in Madrid, Spain, was born in that country, but his works have become internationally known.

His one-man shows have been in Madrid, Barcelona, Lisbon, London, Lausanne and Chile. Since 1961, Orellana has had eleven group exhibitions in Switzerland, the United States, Spain and other countries on both sides of the Atlantic.

His works appear in the Boston's Museum of Fine Arts, Santiago Museum de Chile, Madrid's Museum of Contemporary Art, the Museum of Modern Art, Sao Paulo, Museo Rath in Geneva and Buenos Aires' Museum of Contemporary Art.

The works of these and other printmakers continue to be shown at the Berman-Medaille Gallery Tuesday through Saturday from 10:30 a.m. to 5:30 p.m. and Wednesdays to 9 p.m. through Friday, Nov. 15.

This is a timely show that very nicely coincides with the present Summer Olympics which have put focus on our Mexican neighbors who speak Spanish as a result of their heritage... how appropriate. Hats off to Berman-Medaille Gallery! *Z*

**CE DOSSIER CONTIENT  
PLUSIEURS DOCUMENTS  
ILLISIBLES**



Georgetown Herald, Ont.  
October 24, 1968

## Vanderveen - Braam Nuptials in Christian Reformed Church

C-999



### MR. AND MRS. HENRY VANDERVEEN

Rev. A.J. VandenPol officiated at the wedding ceremony when Mary Patricia Braam daughter of Mr. and Mrs. William Braam, 30 Ardena Street became the bride of Henry Vanderveen, son of Mr. and Mrs. S. Vandervoort, 35 Sherwood Crescent, Deseronto. The Christian Reformed Church was decorated with two standards of yellow and orange gladioli for the candlelight service where George DeKleur was organist and Nimon Frankruyter was the soloist, singing "The Wedding Prayer" and "The Lord's Prayer." It was a double ring ceremony on September 6th.

The bride was given in marriage by her father. She wore a

full length gown fashioned with an Empire bodice of chantilly lace, the skirt was of taffeta with an overskirt of chiffon, the sleeves were long lily-point and the neckline of the bodice was scalloped. There was a full length train of chantilly lace. Her flowers were a cascade of orange delight roses. Her headpiece of lace, pearls and rhinestones in flower design held a four tiered shoulder length scalloped nylon veil.

Mrs. Hilda Vandervoort was matron of honour, a sister of the bride, with Mrs. Mary Ann Frankruyter and Miss Alice Frankruyter acting as bridesmaids. Margaret Rose Vandervoort, six year old niece of the bride was flower girl and Jam-

es Douglas Vandervoort, five year old nephew of the bride, was ring bearer. All attendants wore "A" line full length gowns of bonded crepe in an Empire style with three quarter length bell sleeves trimmed with lace. They wore matching headpieces and carried cascades of yellow gladioli. The attendants wore four different shades of green, beautifully blended to make an early fall colour scheme.

Henry Adema, 5 Railroad St., Brampton was the groomsman and the ushers were Fred Vanderveen, 35 Sherwood Cres., Brampton and Douglas Goddard, 24 John Street E., Georgetown.

The wedding reception was held in the hall of the Christian Reformed Church where

Mrs. Braam received for her daughter wearing a light blue gown with matching three quarter length coat, matching hat with white carnations and a deep pink corsage of carnations. She was assisted by the mother of the groom in an off white gown with matching jacket with pale green trim with matching pale green hat, white accessories and a corsage of yellow carnations.

The bride and groom travelled to Ottawa and to Man and His World, Montreal for their honeymoon. She chose a double knit mini ensemble of dark brown with rust coloured coat with matching hat and accessories and a corsage of white carnations.

Mrs. Vanderveen is a receptionist at Andrew Murray Motors Limited and he is a salesman at Dear's Shoe Store, Brampton. They are residing at 87e Mountainview Road, Georgetown.

Prior to her wedding three showers were given for the bride by friends.

Dryden Observer, Ont.

Circ. 3,443

October 24, 1968

Mrs. Geo. Ferguson, Nov. 19.

6499  
The highest point of Man and  
His World is atop La Spirale,  
a 312-foot-high ride at La Ronde  
which provides a breath-taking  
panoramic view of the entire  
exhibition, of Montreal and the  
surrounding countryside.

Dryden Observer, Ont.  
Circ. 3,443  
October 24, 1968

There is a reproduction of the  
famous Abbey Tavern in Dublin  
in the Irish pavilion at Man and  
His World.



Dryden Observer, Ont.

Circ. 3,443

October 24, 1968

Copy  
Man and His World in Montreal  
did not take part in Expo 67 --  
Poland and Ireland.

ZION, ILL.  
BENTON NEWS  
W- 5,508

(1)

OCT 24 1968 *R. Miller*



STORING UP . . . A squirrel gathers nuts in the fading sunlight as Autumn comes to "Man And His World", Montreal's permanent successor to Expo '67. In the background is the former U.S. Pavilion.

# Drapeau Exhibits Great Faith in French-Canadians

MONTREAL (CP) — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfill their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: *Vive la difference!*

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair Man and His World, which closed in mid-October. His life is also replete with paradox.

## BECAME VICE-BUSTER

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 33.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.



JEAN DRAPEAU

## Up-to-Date Mayor

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

## OFF AND RUNNING

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"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

The mayor admitted he can count on only one meal a week. Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

The mayor often consults his father, Joseph-Napoleon Drapeau, 78, dean of city council and an insurance broker. With two sisters, he is the sole surviving son. His worst heartbreak was not in any political defeat but in the death of his mother when he was 20.

A crucifix and a picture of the Queen adorn Mr. Drapeau's office where he greeted a reporter with a cheery "Comment allez-vous?" but switched easily to English.

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"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

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"Ah, but you cannot succeed just by advertising a bad product... the product has to be good, and Montreal is good."

"Great cities can no longer get big industries within their borders—these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

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Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

Questioned on Quebec nationalism, Mr. Drapeau maintained Canada would not now exist but for the French-Canadians who fought off American attacks after the revolutionary war.

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Descendant of a habitant-tailor who came to New France 303 years ago, he had heard the French president's cry of "Vive le Quebec libre"—the separatist slogan—with feelings probably only fully understandable to a French-Canadian.

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"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

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Pacifique Plante claims that underworld threats drove him to his present Mexican exile. Bricks were thrown through the windows of Mr. Drapeau's home. Cars trailed him. His steel garage door once clanged down in the face of a pursuer.

In the interview, he brushed aside the topic impatiently:

"I'm no hero," he said. "If I didn't want it, I didn't have to do it."

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Sudbury Star, Ont.

Circ. 33,640

October 24, 1968



The Globe & Mail  
Toronto, Ontario  
Circ. 249,570  
October 24, 1968

<sup>X 999</sup>  
France to join  
Son of Expo,  
Drapeau says

PARIS (CP) — France is to participate officially in Montreal's permanent fair next year under the theme The Art of Living in France, a spokesman for Montreal Mayor Jean Drapeau said here yesterday.

Mr. Drapeau, who left for Amsterdam yesterday, was told of the French decision by Jean Basdevant, director of cultural affairs at the foreign ministry, the spokesman added.

"Mr. Drapeau's visit to France, part of a tour to promote the exhibition, which is the continuation of Expo 67, has been particularly successful," the spokesman added.

Following his visit to Amsterdam, Mr. Drapeau will continue his European and world to promote the fair, visiting in particular Prague, Sofia, Warsaw, Budapest, Rome, London and Brussels, the spokesman said.

# Says French Canada must remain original

By JOSEPH MacSWEEN

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Clipping Service

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North Bay Nugget, Ontario

Circ. 17,747

October 26, 1968

A look behind the news

## Battle to save the Expo Express

J-999

By JOAN FRASER, Financial Times News Service

MONTREAL—Unhappy Montrealers are launching a campaign to help the city administration keep the Expo Express from being sold to Edmonton and a private group in Laval for \$2.3 million.

Montreal had apparently not bid on the train, although officials now say the city offered to match the highest bid for the system, minus 12.5 per cent—Montreal's ownership share in the train.

But the federal government cast the deciding vote in a joint committee deadlock about sale of the Express, opting for sale to the two cities.

M. Lucien Saulnier, chairman of the municipal executive committee has now launched a rearguard action to try to keep the train, and he is being supported by a local newspaper campaign. The paper is running clip-out coupons to be sent to federal MPs, urging them to "save the Express!"

The hassle marks an undignified end to a rocky first season for *Terre des Hommes*, successor to Expo 67. Montreal spent \$28 million renovating the site, and had hoped to make a \$6 million profit this season.

That was based on an estimated 20 million visitors—officials even predicted a glowing 30 million at one point. But only 12.5 million showed up. Now a slight deficit seems probable, and the loss of the Express is arousing some doubt about the fair's future success.

The exhibition was plagued with problems from its opening last spring. The worst single mistake was the failure to provide for advance publicity. Outside Montreal, hardly anyone knew the fair was there.

A crash \$500,000 publicity program was launched in June. But meanwhile slow business had forced several concessionaires on the site to close down business. Hundreds of students were laid off when there were no visitors for them to guide around the site.

Some of the new exhibits were severely criticized, although there were also some new stars.

Most of these defects will be eliminated before the fair opens again next spring. But another major problem looms if the Express, the only rapid-transit system on the sprawling site, is sold.

Transportation could be provided, probably by an extension of the municipal bus system. But it would be less glamorous than the train, and less efficient.

Quebec City is backing Montreal in its efforts to keep the Express, but Ottawa has the final voice. And Ottawa says it will be sold.

This comes hard on the heels of Montreal's effort to write off its part of the Expo 67 deficit, which won quick rebuffs from Quebec and Ottawa. The city said it had gained nothing from Expo in tax revenue, therefore it should not be required to pay off the deficit.

Both episodes point up the city's financial plight, which is the reason officials care so much about the success of *Terre des Hommes*. The fair was counted on to boost city revenues this year, and a profit seems vital next year.

Mayor Jean Drapeau is currently on a three-week European tour to drum up more participation. New national pavilions would draw the crowds as no local exhibit could.

Whether he succeeds, and whether the Express goes or stays, will probably be decisive factors in the fair's future.

Canadian Press  
Clipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Saskatoon Star-Phoenix, Sask.

Circ. 46,726

October 22, 1968

## Ahem!

J-999  
By Noel Grove

What Robert Moses and the city of New York couldn't do, Montreal has done not once, but twice.

All the experts said last year's Expo 67 would never come off and, when it did, they predicted it would flop. They were wrong on both counts, as 50,000,000 visitors to the man-made islands in the St. Lawrence River that summer can testify.

So successful was Expo that Montreal could not bear to see it close. And after the second summer of the show, now called "Man and His World," total attendance topped 12,000,000 despite five straight weeks of almost constant rain.

That 12,000,000, said a spokesman for Man and His World, is still higher than total summer figures of either the Seattle or New York world's fairs in the States.

Canadians like to point out little things like that.

(c) 1968 NCA



## Super salesman Drapeau proves point with Expo

**MONTREAL (CP)** — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfil their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: *Vive la difference!*

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent-owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair *Man and His World*, which closed in mid-October. His life is also replete with paradox.

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 38.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

The mayor admitted he can count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons,

Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

"We may discuss music, some great event—anything," he said.

The mayor often consults his father, Joseph-Napoleon Drapeau, 78, dean of city council and an insurance broker. With two sisters, he is the sole surviving son. His worst heartbreak was not in any political defeat but in the death of his mother when he was 20.

A crucifix and a picture of the Queen adorn Mr. Drapeau's office where he greeted a reporter with a cheery "Comment allez-vous?" but switched easily to English.

Almost mystical in his sense of mission for Montreal, Mr. Drapeau thinks big, talks big and his milieu is the millions. But he unexpectedly produced this \$1 bit of economic philosophy:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world missed a swinger when he turned to other pursuits, the mayor

"Ah, but you cannot succeed just by advertising a bad product... the product has to be good, and Montreal is good."

"Great cities can no longer get big industries within their borders—these established in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball and Man and His World here—that's perfect."

Some citizens boggle, however, at the costs involved and soaring taxes. They stress the city's \$26,000,000 deficit can never be overtaken by Mr. Drapeau's legally-controversial "voluntary tax"—the so-called non-lottery. One spokesman pleaded for better financial control on all plans evolved by "our visionary mayor."

Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Saskatoon Star-Phoenix, Sask.

Circ. 46,726

October 26, 1968

Canadian Press  
481 University Ave., Toronto 2

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Prince George Citizen, B.C.

Circ. 11,267

November 27, 1968

## MONTREAL SHOW LOSES \$5 MILLION

**MONTREAL (CP)** — Operations for this year's *Man and His World* exhibition accumulated a deficit of \$5,228,691.

Lucien Saulnier, chairman of the city's executive committee, said that members of the executive committee were satisfied with the results of the

More than 12,000,000 visitors toured this year's exhibition which opened May 17 and closed Oct. 14.

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Daily Commercial News &  
Bldg Record, Toronto, Ont.

December 12, 1968

41-SPA-19-81212-01-01—PAVILION  
MONTREAL (TERRE DES HOMMES), QUE.  
DEC. 12, 1968

PREPARING PLANS.

New pavilion for the 1969 Exposition.

OWNER—Government of Spain, 1 Westmount Square,

Montreal (Consulate General's office).

ARCH.—Antonio Bonamusa, Barcelona, Spain.

OCT 27 1968

## Have Hit The Big League

MONTREAL (AP) — The man who runs the second largest French-speaking city in the world is off and running again as Montreal prepares to field Canada's first major league baseball team.

Jean Drapeau, re-elected mayor in 1966 by an unprecedented 95 per cent of the vote, doesn't know how to stand still.

There have been some flat spots in his career, but Drapeau's 52 years resemble the kind of kaleidoscope that could be seen at Montreal's Expo 67 or at the so-called Son of Expo, a permanent summer fair formally known as "Man and His World" which the city has set up at the Expo site.

Once known as a timid boy, Drapeau turned into a lawyer and vice-busting prosecutor. He became mayor at 38, lost the job, then came back to help transform the city of 2½ million.

An array of skyscrapers, a new cultural center, a subway with trains on rubber tires—these are some of the developments in his reign.

A crucifix and a picture of Elizabeth II, queen of Canada as well as of Britain, hang in Drapeau's office.

He greeted a reporter with a cheery "Comment allez-vous?" then switched easily to English. He often talks in millions, but he observed:

"My own definition of prosperity is expressed in terms of the speed with which \$1 changes hands. If in one day the same \$1 changes hands 100 times, that makes 100 people happy. Perhaps it comes back to the first spender. But if the first keeps his dollar, there is no happiness and no prosperity."

To a suggestion that the advertising world could have used him, the mayor grinned:

"Ah, but you cannot succeed just by advertising a bad product. The product has to be good, and Montreal is good."

"Great cities can no longer get big industries within their borders ... these establish in the suburbs. So sports business and show business are very big industries. They not only bring in thousands of people for themselves, but they are generators of business."

"The combination of baseball and Man and His World here—that's perfect."

Occasionally citizens boggle at the costs involved. They argue that the city's \$26-million deficit can never be overtaken by a city lottery, now under attack in the courts. But he is optimistic, and says: "More and more great cities must provide their citizens with better means of living, not materially but spiritually."

Some Quebecers think this province's future lies in separation from the rest of Canada. Drapeau is not one of them, but he suggests that the French-speaking people who dominate Quebec are among the nation's greatest assets.

He says Canada could not exist but for the French-Canadians who fought off American attacks after the Revolutionary War.

In July 1967 he heard Charles de Gaulle echo the cry of the separatists, "Long live free Quebec," at Montreal's City Hall. Drapeau, descended from a French-tailor who came to New France 303 years ago, struggled for hours to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the French president but stalwart in Canadianism:

"The best formulas ... serve all of Canada best, and the North American continent..."

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

ELYRIA, OHIO  
CHRONICLE-TELEGRAM  
D. 28,500

OCT 27 1968 *B. J. L.*

**'Man' has a crowd  
of 8,000,000 guests**

MONTREAL (UPI) <sup>H 876</sup> — Man  
and His World, successor to  
Montreal's Expo 67, recently  
welcomed the 8 millionth visi-  
tor since it opened last May  
17. Attendance has climbed  
steadily from a weekly aver-  
age of about 440,000 during  
May and June to a 660,000 av-  
erage in July and August. The  
exposition will close Oct. 14  
but the city already is plan-  
ning to reopen it in 1969. The  
long-range program is to de-  
velop "Man" into a perma-  
nent entertainment and cultur-  
al enterprise.



# Vive La difference cries Montreal mayor Drapeau

By JOSEPH MacSWEEN

MONTREAL (CP) — Mayor Jean Drapeau has an abiding conviction that French-Canadians can fulfill their destiny only by being "originals, not carbon copies."

"It's by remaining original, faithful to our origins, that we can serve Canada best," says Montreal's fireball chief magistrate.

"I think Expo 67 proved it. Expo could have been a success anywhere in North America but it would not have been the Expo that took place here last year.

"There were enough French-Canadians in the making of Expo to make it different. It wouldn't have happened that way anywhere else on this continent."

The 1964 New York World's Fair and this year's San Antonio HemisFair were comparative flops despite vast money resources, says Mr. Drapeau. The Montreal triumph asserted anew the grand old cry: Vive la difference!

Certainly the genial 52-year-old lawyer-mayor, whose horn-rimmed specs, moustache, bald pate and benevolent owl appearance are the delight of cartoonists, will never himself be accused of being a carbon copy of anybody.

There may have been some flat spots, but the life of Jean Drapeau resembles the kind of kaleidoscope that could be viewed at Expo or at the so-called Son of Expo, the permanent summer fair Man and His World, which closed in mid-October. His life is also replete with paradox.

## BECAME VICE-BUSTER

The one-time frail "rather timid little boy" became a vice-buster, daring underworld vengeance night and day for years. The lad with the inferiority complex grew up to father Expo.

The youth who dreamed of being a missionary and later aspired to a business career—though studying law—found himself mayor of Canada's biggest city, the world's second-largest French-speaking city, at 38.

The reform mayor, heaved from office by the voters, came back to win the biggest victory in Montreal history, then helped transform the face of the city of 2,500,000 which he regards as a hyphen between the New and Old worlds.

The life-long French-Canadian nationalist instructed the most formidable Frenchman of them all, Charles de Gaulle, on the meaning of Frenchness in Canada and North America during the general's controversial 1967 visit.

The politician who began his public career in the unpopular Bloc Populaire anti-conscription party in wartime was created Companion of the Order of Canada, the country's highest civil decoration.

And the politician once marked for oblivion by the Union Nationale in the bad old days is mentioned in some circles these days as a potential leader of the party. Liberals and Tories have wooed him, too.

A 15-mile subway whose trains glide on rubber tires, a new cultural centre, Place des Arts, a whole array of skyscrapers—these are some of the Montreal developments in the 11-year reign of Mr. Drapeau.

"Our subway has an art director—where else would you find an art director in a subway?" commented one citizen.

## OFF AND RUNNING

Now Jean Drapeau is off and running again—still—as Montreal prepares to field Canada's first major league baseball team, the Expos, and at the same time presses its application for the 1976 Summer Olympics.

"He never gets more than four or five hours' sleep," said an aide. "He eats little and often skips a meal or two. He sometimes goes 24 hours without a meal. He can shut one door of his mind on a particular problem and relax by turning to others. He can sleep in a jiffy."

The mayor admitted he can count on only one meal a week, Sunday luncheon, with his complete family—his wife, Marie-Claire, and his sons, Pierre, 21, and Francois, 20, both law students, and Michel, 18, college student.

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## MISSED SWINGER

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Mr. Drapeau settled back in his chair with the air of a man discussing something close to his heart when he was asked—in view of widespread discontent and malaise in city life—how he sees the city of tomorrow.

"More and more great cities must provide their citizens with better means of living, not only materially but spiritually," he said.

Questioned on Quebec nationalism, Mr. Drapeau maintained Canada would not now exist but for the French-Canadians who fought off American attacks after the revolutionary war.

## IS DAILY CHALLENGE

"This is a definition of nationalism that is good for any Canadian no matter what his origin—being second to none when the existence of Canada is challenged. And it is a daily challenge."

His attitudes had not changed since he ran unsuccessfully for the Quebec legislature in 1944 and the House of Commons in 1942 under the Bloc Populaire banner.

Rather, Canadian and provincial politics had evolved far beyond the platform of the defunct splinter party.

Mr. Drapeau's stock was already high but it was his July 26, 1967, nationally televised speech during President de Gaulle's state visit that made him an instant hero from coast to coast.

Descendant of a habitant-tailor who came to New France 303 years ago, he had heard the French president's cry of "Vive le Quebec libre"—the separatist slogan—with feelings probably only fully understandable to a French-Canadian.

He struggled through a morning to compose a reply, only to discard his notes. Finally he rose at a civic luncheon and delivered an impromptu address, courteous to the president but stalwart in Canadianism:

"The best formulas... serve all of Canada best, and the North American continent

"Our ancestors, our grandparents, our parents have saved French Canada and, like France under your leadership, turn resolutely to the future."

By that time the University of Montreal graduate was an international figure, having travelled a long road since vice-busting days. Appointed prosecutor at a prolonged police inquiry in 1959, he became mayor in 1954. Although defeated in 1957, he came back in 1962 and in 1966, the last municipal elections, received an unprecedented 35 per cent of the vote.

## FEARS REAWAKENED

Now a recent series of gangland killings has reawakened old fears, recalling the days when Mr. Drapeau teamed with Pacifique Plante, as unorthodox a cop as Montreal has seen, to turn the corrupted city upside down.

Jean Drapeau knows that the "Mafia never surrenders—they just mark time, waiting for another chance." Nonetheless he says, the killings indicate that, unlike the past, there now is "no black pope, no one who has the edge, no one man who can ensure protection..."

Pacifique Plante claims that underworld threats drove him to his present Mexican exile. Bricks were thrown through the windows of Mr. Drapeau's home. Cars trailed him. His steel garage door once clanged down in the face of a pursuer.

In the interview, he brushed aside the topic impatiently:

"I'm no hero," he said. "If I didn't want it, I didn't have to do it."

"People may be interested in detective stories, but they're not interested in the troubles of public men. They're only interested in success."

Calgary Herald, Alberta

Circ. 88,644

October 28, 1968

Montreal Mayor Jean Drapeau said Saturday night in Rome his talks with Italian government officials aimed at seeking Italy's participation in the 1969 Montreal fair have been "extremely positive."

Drapeau is on a tour of 10 European countries to seek their participation in the Montreal's Man and His World exhibition.

Nelson Daily News, B.C.

Circ. 9,545

October 28, 1968

**Drapeau**

**Optimistic**

**On Fair**

999

ROME (AP) — Montreal Mayor Jean Drapeau said Saturday night his talks with Italian government officials aimed at seeking Italy's participation in the 1969 Montreal fair have been "extremely positive."

Drapeau is on a tour of 10 European countries to seek their participation in the Montreal's Man and His World exhibition.

Drapeau, who arrived in Rome Friday, told a news conference:

"Problems for Italy's participation were of a financial nature. Everything depends on the available credits of the departments interested in participating but so far the results of my talks here were extremely positive."



Kamloops Daily Sentinel, B.C.

Circ. 8,440

October 28, 1968

## Italy To Enter Montreal Fair?

ROME (AP) — Montreal Mayor Jean Drapeau said Saturday night his talks with Italian government officials aimed at seeking Italy's participation in the 1969 Montreal fair have been "extremely positive."

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# Canadian Press Clipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Calgary Albertan, Alta.

Circ. 35,104

October 28, 1968

## Drapeau trip pays off

R999

ROME (UPI) — Montreal Mayor Jean Drapeau has conferred with Italian government officials as part of a 10-nation European tour to try to convince governments to participate in Montreal's "Man and His World" exposition.

"I am continuing my talks in Rome Monday and I feel these should lead to renewal of the Italian pavilion," said the mayor, who arrived in the Eternal City Friday.

The successor to Expo '67 has just ended a five-month run that drew 12.5 million visitors and will resume next May 29 for another five months.

Drapeau, who visited The

Hague and Paris before reaching Rome, said: "I am most pleased with the results so far. In France we succeeded in having an announcement by the authorities that France will again participate officially next year."

He said he was also confident Dutch officials would decide to take part.

The 1968 exposition was more or less the same as the original but he expected there would be considerable modifications next year, he said.

From Rome the mayor goes to Vienna, Sofia, Budapest, Prague, Warsaw, Brussels and London.

# Canadian Press Clipping Service

A division of Maclean-Hunter  
481 University Ave., Toronto 2

Saskatoon Star-Phoenix, Sask.

Circ. 46,726

October 31, 1968

## Pay off the victims

Although a year has passed since Expo closed in Montreal, there has been no progress towards settling the many outstanding claims for redress and refunds left behind by Logexpo.

Logexpo was going to do a super-duper job of finding lodgings for visitors to Man and His World, but it did not fulfill original expectations. The Montreal Gazette charges that government committees have been passing the buck from one to another without getting any closer to coming up with answers, funds, and the machinery to settle legitimate claims.

This black eye to Canada should be

removed by those interested in Canada's reputation for fair dealing. What is Montreal's Mayor Drapeau doing about all this, and what about the federal government which has picked up some titanic tabs to ease the deficits sustained by Expo?

Ottawa should require Expo authorities to pay off those victimized by operators of tourist units which did not meet recognized standards.

While Expo succeeded in accommodating many visitors, its task was made difficult by those who exploited tourists.

Moncton Times, N.B.

Circ. 15,505

October 29, 1968

## Happy with R 999 Talks

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Drapeau, who arrived in Rome Friday, told a news conference:

"Problems for Italy's participation were of a financial nature. Everything depends on the available credits of the departments interested in participating but so far the results of my talks here were extremely positive."

"One of the new elements of French participation will be a three-dimensional show at the French pavilion of the popular comic strip Astrix."

Mr. Drapeau said during his three-day stay in Rome he would continue his talks with other government officials.

"Then I will fly to Vienna to continue my tour which includes visits to Sofia, Budapest, Prague, London, Brussels and Warsaw."

He said he plans a second visit to Europe to seek the participation of West Germany and Romania.



Vancouver Province, B.C.

Circ. 104,851

October 29, 1968

sale

*+ 999*  
**Drapeau in Vienna**

VIENNA (UPI) — Montreal Mayor Jean Drapeau arrived from Rome Monday on the fourth leg of a ten-nation European tour aimed at boosting world participation in Man and His World. Drapeau, fair director Guy Huot and publicity chief Bill Bantey are scheduled to confer with Austrian President Franz Jonas today. They return to Montreal Nov. 9.

The Globe & Mail  
Toronto, Ontario  
Circ. 249,570  
October 29, 1968

## Chief officers 'not on agenda' for Air Canada

Air Canada's board of directors will hold its regular monthly meeting today but a spokesman says the question of a new chairman and president is not on the agenda.

However, it is possible the matter may be raised in light of current reports that the federal Government is considering a new two-tier system of executive operation for the nationally owned airline.

The spokesman would not comment on reports that Lucien Saulnier, chairman of the executive committee of Montreal City Council, was asked last week by Prime Minister Pierre Trudeau to serve as chairman of the airline and that Herbert W. Seagram, now executive vice-president, would be named president.

Mr. Saulnier flew to Italy, reportedly to discuss the new offer with Montreal Mayor Jean Drapeau who is in Rome seeking new international exhibitors for ~~Montreal's Man~~ and His World fair next year. Mr. Saulnier was to return home last night.

The Globe & Mail  
Toronto, Ontario  
Circ. 249,570  
October 30, 1968

### Agreement reached with Laval

## Montreal to get Expo Express

X 999  
From the Montreal Bureau  
of The Globe and Mail

MONTREAL — The City of Montreal will acquire the Expo Express train for use at Man and His World despite the previous acceptance of an offer to buy from Societe Urbaine du Transport Rapide Inc.

Lucien Saulnier, chairman of Montreal's executive committee, met Jacques Tetrault, mayor of suburban Laval, yesterday and reached agreement in principle to permit Montreal to buy the train that connects the Expo 67 islands with the Island of Montreal.

Laval was hoping to use at least part of the 48-unit train as the nucleus of a \$53-million mass-transit system to hook up with the Montreal Transit Commission but the system was to have been built by SUTRI, a private group.

Guy Gagne, executive assistant to Mayor Tetrault, said: "One thing is for sure: SUTRI doesn't want to start a fight with Montreal."

He said SUTRI will go ahead with its studies and will seek other trains if the Express is not available. He suggested part of the Express might still be used by SUTRI.

The Laval system was only to have used part of the express. The remainder was to have been sold to Edmonton.

SUTRI bid \$1.68-million for the train in an auction conducted by the Canadian Corporation for the 1967 World Exhibition, the owner. It was accepted but Montreal complained because it is a minor partner in the corporation and did not want to sell.

Montreal then said it would

match SUTRI's bid less 12.5 per cent, which, it claims, is its interest in all Expo assets.

Jean Lupien, deputy commissioner general for the corporation, said that as far as

he is concerned, SUTRI must pay \$1.68-million by Nov. 11 or lose its deposit of \$200,000. However, there is no reason Montreal cannot buy the system from SUTRI, he said.



Ottawa Citizen, Ont.  
Circ. 79,463  
October 30, 1968

K 999  
**Montreal set  
to take over  
Expo Express**

MONTREAL (CP) — Lucien Saulnier, chairman of Montreal's executive committee, has expressed optimism that the city can retain the Expo Express for its permanent exhibition, Man and His World.

The Express, mass transportation system at the site of Expo 67, was put up for bids this year by its owners, the Canadian Corporation for the 1967 World Exhibition, but the city of Montreal has expressed interest in keeping the system for its permanent exhibition.

Mr. Saulnier says the firm that won the bid — the Societe Urbaine de Transport Inc. Sutri — no longer is interested in the system and Montreal therefore probably will be able to purchase it by default.

The Globe & Mail  
Toronto, Ontario  
Circ. 249,570  
October 30, 1968

## Saulnier may be Lucien-on-the-spot for Air Canada chairman job

By CLAIR BALFOUR  
Globe and Mail Reporter

MONTREAL — If Lucien Saulnier, chairman of Montreal's executive committee, becomes chairman of Air Canada, it will be partly because he is a French Canadian. But 35 years ago he had to pretend he was an English Canadian to get a job.

Political pressures are demanding a French Canadian in the top post of the national airline, but the retired president of Air Canada, Gordon R. McGregor, had groomed Herbert W. Seagrim, executive vice-president, to take over and publicly insisted on it.

A reorganized management structure now is expected to provide the needed compromise with Mr. Saulnier, 52, as chairman, a new post, and Mr. Seagrim, 56, as president, responsible for running the airline.

Air Canada's board held its

nearly perfect.

Mr. Saulnier helped Jean Drapeau form the tremendously successful Civic Party in 1960 and became the first and continuing chairman of Montreal's six-man executive committee.

The position is comparable to being leader of the Cabinet, and he has run Montreal ever since as the chief administrator responsible for 18,000 full-time employees and a budget of \$200-million a year exclusive of education.

Air Canada has 16,000 employees and annual revenue of \$350-million.

Mayor Drapeau has been the man in the spotlight, the promoter, the idea man, but it has been Mr. Saulnier, who, in the words of a city hall spokesman "looks after the millions of details . . . he likes that. The way he runs it, he's sort of a general manager."

Mr. Saulnier said once: "I

try to act like a minister running affairs but in co-operation with a prime minister, in this case, the mayor."

He was offered the presidency of Air Canada months ago but reportedly turned it down because he felt it would be too demanding on his health.

The chairman's job would entail chief responsibility for finance, a field in which he is considered proficient and which will assume increasing importance as the company goes to the public capital-market instead of relying on Government financing.

A city hall source said Mr. Saulnier was given a deadline by the Government to make a decision.

During the weekend, he flew to Rome to meet Mr. Drapeau, who is on tour promoting *Man and His World*, the successor to Expo 67. He returned Monday to Montreal and has made no public com-

ment about Air Canada. It is widely believed he went to ask the mayor if he could leave the city administration. Mr. Saulnier was fatherless at 7 and as the oldest of four children went to work after school at his mother's restaurant and stationery shop.

"My memories of childhood were that if there was not hard work, there was misery. I can't remember ever playing hockey or baseball as a boy."

He worked briefly at an advertising agency and his third job was with Actualite Magazine Inc. (formerly l'Imprimerie du Messager, publishers of l'Actualite), a Jesuit monthly publication with circulation of 130,000, part of which it owes to him.

He started selling subscriptions door to door, sold advertising, was at different times advertising manager and circulation manager and editor. He is still a consultant.

In 1948, with \$3,000 of borrowed money and some savings he became a clothier and haberdasher, an occupation visible in his neat appearance. He sold the firm, Lucien Saulnier Reg., earlier this year.

With the city, his salary is \$28,000 a year. The president of Air Canada makes \$65,000.

His political career began by helping other candidates. He worked for members of the Liberal, Union Nationale and Bloc Populaire parties and explained his inconsistency by saying he was only interested in the quality of the candidate.

In 1954, he ran for city council in his home riding of Villeray as a member of the Civic Action League. He was re-elected in 1957, 1960, 1962 and 1966 and his latest term as chairman of the Executive committee is scheduled to last until 1970.

He reorganized the way Montreal spent money to take advantage of competition among private businesses for city jobs. Then he tore through a huge backlog of inherited business by putting each committee member in charge of a share of the work instead of typing up the whole committee for each item, claiming it speeded up committee business by 100 per cent.

He is not a man to mince words, a quality he shares with Mr. McGregor.

In 1961, the year after the new Civic Party had swept to power with the largest majority in the city's history he spoke in favor of annexation of Montreal's suburbs.

"The majority of small municipalities have no real vocation. They have no reason for existence other than the existence of the metropolis itself."

"Their lives are linked to the life of Montreal. And their fortunes too."

Since that speech, three suburbs have been annexed.

Early last year, he stated that Quebec's Quiet Revolution was becoming a commotion equating noise with progress and that the province needed fiscal and constitutional reform to permit it to catch up economically.

"We are talking loudly and with high purpose but often in a mystic language where theories and concepts reflect less and less the realities of our situation."

He spoke of pseudo reformers and verbal inflation.

"It is necessary to resolutely reject sterile discussions and verbiage, concentrating instead our spirits and skills on essentials. We are in reality a poor people in a rich province. We must tackle our economic problems at once."

One of Mr. Saulnier's projects is finding a cure for

Montreal's economic problems. The city is suffering from a general post-Expo slowdown and owes about \$36-million to Ottawa for its share of the Expo 67 deficit. City hall has introduced an austerity program.

Mr. Saulnier is married and has six children. Reading, theatre, piano playing and political science are among his hobbies.

He wanted to be a lawyer and took night classes to qualify for law school but gave up because he was working from 8 a.m. to 7 p.m. He was able to go to University of Montreal two years after he married, but by then he was interested in the social sciences, particularly politics and economics. He never finished but he has an honorary doctor of laws degree from the university.

As Executive committee chairman he has been working 16 hours a day.

NEWTON FALLS, OHIO  
HERALD  
W. 2,800

OCT 30 1968 *By Miller*



**STORING UP . . .** A squirrel gathers nuts in the fading sunlight as Autumn comes to "Man And His World", Montreal's permanent successor to Expo '67. In the background is the former U.S. Pavilion.



Welland-Port Colborne

Tribune, Ontario

Circ. 19,052

October 30, 1968

## Statistics 1499 On Man And His World

The gates at Man and His World 1968 stopped clicking when the 12,516,460th visitor passed through at 3 p.m. Oct. 14.

Since then, statisticians have been busy tallying totals and arriving at averages. To Man and His World, every iota of information will be used to plan for the continuing exhibition.

Of the total visitors, it is estimated 74.12 per cent were Canadians; 21.20 per cent were from the U. S. and 4.68 per cent from other countries.

About 75 per cent of the total visitors came from a radius of 600 miles of Montreal and about 67.8 per cent of the total travelled to the exhibition by auto.

The average visitor spent about six hours at the site. About 45 per cent of the total number visited La Ronde, the exhibition's amusement area. Handicapped visitors totalled 14,430.

The most popular pavilions at Man and His World were Biosphere, Cars of Yesteryear, Canada 67 film, Face of Winter and Quebec.

The Express, the popular free transportation on the site, chalked up 191,678 miles.

A total of 3,815 children were reported lost approximately five per cent of the total is considered as lost adults—but all were returned to relatives by the Man and His World Lost Children Service.

There were 6,807 articles lost and returned.

The marina at La Ronde was sought out by yachtsmen. A total of 1,700 boats (each averaging four persons) tied up there during the exhibition.

Of the rides at La Ronde, the new roller-coaster proved to be the most popular. It is estimated 800,000 thrill-seekers rode the ride. The Gyrotron, designed exclusively for La Ronde by noted British set designer Sean Kenny, and described as the "most spectacular and expensive ride ever built" counted 750,000 persons through its gates while The Flume, the ride that whooshes its passengers down a watery lumber chute beside Fort Edmonton, had 650,000 passengers.

To get to the meat of the subject, a total of 717,072 hot dogs and 169,600 hamburgers were consumed. And that favorite of all desserts, ice cream, proved as popular as ever: 42,265 gallons having been dispensed.

The exhibition has always come in for plaudits in the cleanliness department, but to accomplish this, approximately 43 tons of garbage was whisked away daily during the night hours, to prepare for the next day's visitors.

The number of employees on staff at Man and His World fluctuated greatly, but at its peak, 5,430 were on the payroll.

Ottawa Journal, Ont.

Circ. 78,220

October 30, 1968

## Man and His World Figures F-999 Show International Appeal

The gates at Man and His World 1968 stopped clicking when the 12,516,480th visitor passed through at 3 p.m., Oct. 14.

Since then, statisticians have been busy tallying totals and arriving at averages. Every iota of information will be used to plan for the continuing exhibition.

Of the total visitors, it is estimated 74.12 per cent were Canadians; 21.20 per cent were from the United States and the balance from other countries.

An estimated 75 per cent of the total visitors came from a radius of 600 miles of Montreal and 67.8 per cent of the total travelled to the exhibition by auto.

### SIX HOUR VISIT

The average visitor spent six hours at the site. Statistics show 45 per cent of the total

number visited La Ronde, the exhibition's amusement area.

Handicapped visitors totalled 14,430.

The most popular pavilions at Man and His World were Biosphere, Cars of Yesterday, Canada 67 film, Face of Winter and Quebec.

The Express, the popular free transportation on the site chalked up 191,678 miles.

A total of 3,815 children were reported lost — approximately five per cent of the total is considered as lost adults — and returned by the Man and His World Lost Children Service.

There were 6,807 articles lost and returned.

The marina at La Ronde was sought out by yachtsmen. A total of 1,700 boats (each averaging four persons) tied

up there during the exhibition.

### ROLLER-COASTER POPULAR

Of the rides at La Ronde, the new roller-coaster proved to be the most popular. It is estimated 800,000 thrill-seekers took the ride.

The Gyrotron, designed exclusively for La Ronde by noted British set designer Sean Kenny, and described as the "most spectacular and expensive ride ever built" counted 750,000 persons through its gates; while The Flume, the ride that whooshes its passengers down a watery lumber chute beside Fort Edmonton, had 650,000 passengers.

### HOT DOGS, TOO

To get to the meat of the subject, a total of 717,072 hot dogs and 169,600 hamburgers were consumed. And that favorite of all desserts, ice cream, proved popular with 42,265 gallons having been dispensed.

The exhibition has always come in for plaudits in the cleanliness department, but to accomplish this, approximately 48 tons of garbage was whisked away daily, during the night hours, to prepare for the next day's visitors.

The number of employees on staff at Man and His World fluctuated greatly, but at its peak, 5,430 were on the pay roll.

Dartmouth Free Press, N.S.

Circ. 9,432

October 31, 1968

F-999

## Old Montreal in NFB film

Man and his World aside, the most enchanting part of Montreal is surely the old section, where you can walk on cobblestone streets, eat in very good restaurants, and delight in the many boutiques, coffeehouses, and art galleries.

The National Film Board documentary "Down Through the Years", being shown Nov. 6 at the Dartmouth Regional Library, takes a look at Old Montreal to the accompaniment of background Bach by the Swingle Singers.

Also featured on the evening's program are: "Samuel Champlain", "Age of the Buffalo", and "Upper Canada Village."

The films start at 7:30, and admission is free of charge.



Norwich Gazette, Ont.  
Circ. 1,160  
October 31, 1963

## STATISTICS

The gates at Man and His World 1963 stopped clicking when the 12,516,480th visitor passed through at 3 p.m. Oct. 14.

Since then, statisticians have been busy tallying totals and arriving at averages. To the man in the street, some of their conclusions are noteworthy, others deserve just a passing glance. To Man and His World, every iota of information will be used to plan for the continuing exhibition.

Of the total visitors, it is estimated 74.12 per cent were Canadians; 21.20 per cent were from the United States and 4.68 per cent travelled from other countries.

About 75 per cent of the total visitors came from a radius

of 600 miles of Montreal and about 67.8 per cent of the total travelled to the exhibition by auto.

The average visitor spent about six hours at the site. About 45 per cent of the total number visited La Ronde, the exhibition's amusement area. Handicapped visitors totalled 14,430.

The most popular pavilions at Man and His World were Biosphere, Cars of Yesteryear, Canada 67 Film, Face of Winter and Quebec.

The Express, the popular free transportation on the site, chalked up 191,678 miles.

A total of 3,815 children were reported lost — approximately five per cent of the total is considered as lost adults—but all were returned to loving rel-

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There were 6,807 articles lost and returned.

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The Miami Herald  
MIAMI, FLA.  
D. 343,456 SUN. 433,187

OCT 31 1968 *Engel*

PERSON TO PERSON

## *Junior League Will Meet at 'Dream House'*

By HELEN WELLS  
Herald Society Editor

"A dream house by the sea . . ." is the way Dottie (Mrs. Preston) Prevatt describes the Gables Estates home of Olive and Jim Ryder. This is where the Junior League is holding its annual Encore Shop coffee, Nov. 20.

Alfred Browning Parker designed the house and it was the pace-setter in House Beautiful magazine in 1965. The Ryders bought the house from the Parkers.

The coffee is to collect merchandise for the League's Encore Shop and invitations say please bring clothes for the shop on hangers. All proceeds from the shop come back to the community through League projects.

Sylvia (Mrs. Robert) Camp is chairman of the coffee with Pat (Mrs. John) Sullivan and Carolyn (Mrs. Reese) Staley on her committee.

### *Motored to Montreal*

Virginia and Tom Davidson's holidays have usually been by plane — but this year they motored. Actually, this was their first "Stateside" vacation in 16 years, so they really hit some high spots, such as Williamsburg, Natural Bridge, Luray Caverns, West Point and Niagara Falls.

They also visited 12 university campuses including their alma maters, Duke for Virginia, Bucknell for Tom. They did leave the U.S. to go to Montreal's "Man and His World" at what's left of Expo '67.

Tom is University of Miami's Homecoming chairman this year, Nov. 12-16.

MILLERSBURG, OHIO  
FARMER HUB  
W 2 642

OCT 31 1968 *R. Miller*



STORING UP . . . A squirrel gathers nuts in the fading sunlight as Autumn comes to "Man And His World", Montreal's permanent successor to Expo '67. In the background is the former U.S. Pavilion.



Norwich Gazette, Ont.

Circ. 1,160

October 31, 1968

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Dryden Observer, Ont.

Circ. 3,443

October 31, 1968

# 6709  
Some 500 dolls in national costume tell of history, evolution and the natural laws that govern the lives of all the peoples of the world in the Mirror of Man pavilion at Man and His World, the permanent international exhibition in Montreal.