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TERRE DES HOMMES

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VOUS NOUS OBLIGERIEZ EN NOUS RETOURNANT

LE DOSSIER DANS LE PLUS BREF DÉLAI.

Drug Merchandising
Toronto, Ont.
June 1968

999

What's NEW

By Sandra MacMillan
Associate editor



All was not dull May 17 when Man and His World opened in Montreal. The Kodak pavilion was a bright splash of color. As a matter of fact, 50 Kodak Carousel projectors, each loaded with 81 different slides filled the theatre area with an ever-changing mosaic of color photographs. Not one of the 4,050 slides lingers for more than 15 seconds. Known as Fotoscope, this is a completely different exhibit than the company's water-screen presentation seen at Expo 67.

Ra News, Ottawa, Ont.
June 1968

RA BUS TRIPS TO
-C-999 "MAN AND HIS WORLD"
\$6.50 per person

RA will have bus trips to "MAN AND HIS WORLD". Buses will leave the RA Centre at 8:30 am on the following dates in June: SATURDAY, JUNE 15th and SATURDAY, JUNE 29th taking you direct to "Man and His World" entrance and leaving from the same landing zone at 9:00pm returning to the RA Centre. Applications at the RA Excursion Office.

MACLEAN'S REVIEWS

As the brochure says,
"Expo is dead... Long live
Man and His World"

YOU WON'T SEE all those comings and goings of kings, queens, De Gaulles and princes, and there won't be the same excuse for the chauvinistic breast-beating we all indulged in as Canadian birthday celebrants last year. But the important question is whether Expo has really made a comeback, and the answer, in a word, is yes.

It has a new name, of course — Man and His World, alias *Terre des Hommes* (its somewhat sarcastic nickname, *Son of Expo*, is deservedly fading). And it's not Canada's show anymore, but Montreal's — which is to say Jean Drapeau's. Some time this spring, Mayor Drapeau quietly revised his prediction for the season's attendance, reducing it from 30 million admissions to 20 million (Expo drew 50 million), but don't be surprised if he less quietly revises it upward again. The show looks that good. Or at least it did when I managed a sneak preview a few days before the opening.

The big fair has the same alluring site, plus all but three of Expo's 100 pavilions (the Russians, the Czechs and Yugoslavs took theirs down), and exhibits (some old, some new) from an astonishing 45 nations (Expo had 61). And if you make allowances for the loss of Expo 67's exciting "first time" magic, you'll find this year's fair just as good, and in some respects even better.

Certainly it should cost you less and cause you fewer hangups. Quebec's eight-percent sales tax doesn't hurt any less than it did last year, but some prices at the fair are lower. A youth's season ticket, for instance, is \$15 compared to \$17.50 last year; the top price for an amusement ride at La Ronde is 50 cents (one dollar last year); and some children's rides are only 20 cents. Hotel rates are never low in Montreal, but there's less incentive for gouging and the provincial government is watching to see that hotelkeepers don't exceed their posted rates. Perhaps more important, there's little chance of anyone taking deposits on non-existent rooms, and no fly-by-nighters have built any of those cardboard-walled motels. In short, there'll be no scandal over Logexpo because there is no Logexpo; you book accommodation as you would in

any other city.

On the site, there are bound to be some lineups, but they'll probably be shorter than last year. And most of the 1967 conveniences are still there. You can ride free, as before, on the Express or climb aboard a Minirail for a quarter. You won't see quite the international array of fetching hostesses as last year, but 800 multilingual girls are there as guides, in smart new uniforms.

HERE'S WHAT'S BACK:

□ Exhibits in four of the five theme pavilions have been either restored or improved. Exhibits from the *Cité du Havre* location (*Man in the Community*, *Man and His Health*) have been moved to Ile Notre Dame.

□ Among countries back in the show: Austria, Burma, Ceylon, China, France, Germany, India, Mexico, the Netherlands, Trinidad and Tobago — though not all with last year's exhibits.

□ A dozen or more of the choicest specialty attractions are back, many with nothing but their names changed because last year's sponsors are out. Among them: Canadian National's *Time and Motion*; Cominco's study of the five senses; *Indians of Canada*; the *Christian Pavilion*; the *Telephone Pavilion's* audience-encircling travelogue film; Air Canada's impressionistic study of flight; *Kaleidoscope*, with its trick mirrors and colored images.

□ Exotic food and drink. The fair has 28 foreign restaurants (the same number as last year); a pleasant assortment of snackeries and bars, including the *Bulldog* with its English beer, in La Ronde; plus a new city-operated chain of moderate-price snack bars which Drapeau hopes will help hold down all dining prices on the islands.

(As this was written, *Labyrinth*, the National Film Board's widely praised maze-and-film experience, remained a question mark. It is no longer a part of the fair, and if it did open, it would likely be charging admission.)

HERE'S WHAT'S MISSING

□ The entire Czech Pavilion and its contents are gone — the biggest single loss from last year. (Joey Smallwood bought the building and moved it to

Newfoundland.) Gone are all those art treasures, the 112-screen movie and the *Kino-Automat* (where the movie audiences pushed buttons to dictate the plot).

□ Ontario's Oscar-winning film, *A Place to Stand*.

□ Several of Expo's best and most popular national exhibits, notably the U.S. and British.

HERE'S WHAT'S NEW

□ The U.S. geodesic dome — Expo's most famous single structure — remains but is no longer crammed with movie stars' pictures and astronauts' gear. Instead it houses a less informative but serenely pleasant park-like aviary. Among its 14 wire enclosures is one that could well be the world's biggest bird cage: it's an arch-shaped, walk-through aviary 152 feet long, 57 feet wide, and 44 feet (or about five stories) high. The cages contain 250 birds native to Canada.

□ The former Ontario pavilion is almost doomed to be dubbed *Man and His Fröstbite*: it's a multi-faceted demonstration of how Canadians, past and present, have coped with (and even enjoyed) winter. Among its at-

tractions: displays of old-fashioned sleighs and modern snow vehicles, and professional ice shows on a 17-by-20-foot artificial rink.

□ The former British pavilion now houses two unrelated attractions, both almost certain winners: *The Belles of Yesteryear*, an elaborate display of antique and classic automobiles; and, in the familiar 200-foot tower (now bereft of its *Union Jack*), the *Tower of Music* offers tape-recorded concerts in ultra-hi-fi.

□ A *Museum of Humor* — principally a gallery of cartoon art — in the former Swiss Pavilion.

□ Two national exhibits not seen last year — from the Republic of Ireland and Poland.

□ In various locations, displays of firearms, postage stamps, children's art, dolls dressed in costumes from around the world.

□ In La Ronde, eight new rides, including an 1,880-foot roller coaster with a 65-foot peak; plus promised improvement (not complete at preview time) in Expo's biggest single flop, the three-million-dollar *Gyrotron*.

HAL TENNANT

The Canadian Architect
Toronto, Ont.
June 1968

LIGHTING LA RONDE

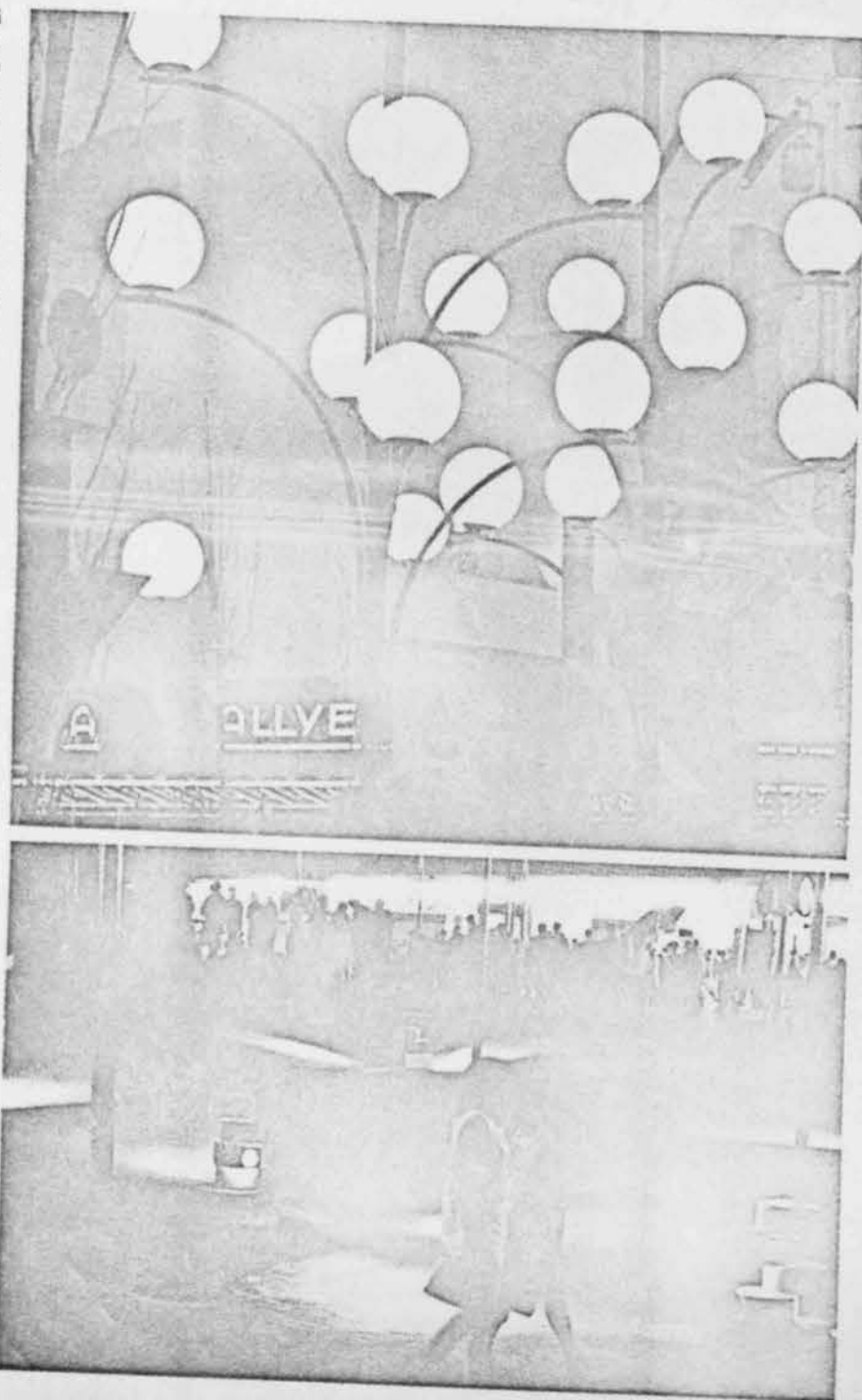
Norman Slater and Douglas G. Pope

Any similarity between the Tivoli Gardens, Copenhagen and La Ronde, Montreal, was intentional. But unlike the Tivoli Gardens, which evolved over a period of a century, through changing technological, sociological and geographic forces, La Ronde was designed and completed within four years, by sophisticated designers and contractors bringing to bear all the tools of the twentieth century design and construction process. La Ronde was conceived as a 40-acre amusement park related specifically to Expo 67 and as a possible continuing activity floating in the St. Lawrence River. A concerted effort was made to provide fun, excitement, mystery and novelty within the confines of design unity and integrity for a normal "hurly-burly" and "chaotic" type of environment.

The lighting for La Ronde was conceived "as a series of zones whose lighting is related to the nature of lighting is related to the nature of the areas and their activities. Thus, the sum total is one of a variety of lighting experiences in character with the specific activities and in relationship to each other. The overall effect of La Ronde at night is fun, excitement, mystery and novelty. The basic underlying concept for the lighting of La Ronde is to produce low intensity lighting in public areas, with high intensity lighting on buildings and elements in project areas." The above is an extract from our final "Lighting Concept Report - La Ronde" prepared for Expo 67. It expresses in a nutshell our intent and achievement.

Initially, we were involved in a collaborative team effort with architect Joseph Baker, and designers Francois Dallegret and Leonard Levitan to produce an overall preliminary master concept of fun and gaiety for La Ronde through the use of elements not strictly architectural. The roles of the individuals in this group were not clearly defined, and as such, each worked at pet ideas until

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Continued from page 70

our specific activities came into focus. Mr. Baker's firm went on to produce buildings such as colourful kiosks, snack bars, games buildings, etc.; Messrs. Dallegret and Levitan jointly produced an array of colourful elements such as banners, flags, giant pinwheels, surprise elements, etc.; and our office produced the overall orchestration of lighting for La Ronde.

The result of this initial master concept of fun and gaiety was enthusiastically received by Expo in October 1965, but the cost estimates were considered prohibitive. Our estimated budget for lighting alone was \$3 million, including fixtures, foundations, installation and secondary distribution. As a result of this preliminary "brainstorming", as Leonard Levitan puts it, separate assignments were given to each of the group. Our firm had the assignment of preparing a revised master concept of lighting and the preparation of details required to implement it. We were assisted by Nicolas Fodor and Associates, electrical engineers for electrical supply distribution.

The initial phase consisted of producing a preliminary report in three weeks to show that an appropriate lighting system could be effected within a \$450,000 budget for public area lighting and a \$300,000 budget for project areas. This budget was to include the cost of fixtures, foundations, installation, secondary distribution, telephone and emergency communications.

Based on the available site plans and program outlines of activities provided by Expo, we prepared a revised master concept of lighting which indicated: General conceptual outline, illumination intensity levels, fixture types and quantities, fixture locations, fixture costs, power requirements, and total cost estimate.

At the end of December 1965, this master concept was presented and approved. We then prepared detailed drawings of all fixtures, their exact locations and relationships, and detailed reports on their effects.

The overall planning of La Ronde was studied in relation to the massing of structures, the geography of terrain, the use of materials, traffic flow and density patterns, and the general activities of each area, their nature and interaction. The site was divided into zones referred to as pedestrian and activity areas. The pedestrian areas encompassed all major traffic arteries, parks, mall,

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Continued from page 73

arrival plaza and peripheral areas. The activity areas such as Pioneer Land, Le Village, Children's World, Aquarium, Le Carrefour, Garden of Stars, etc., employed independent consultants responsible for effecting our overall lighting concept as it related to their area. In most cases this was successfully carried out. All pedestrian areas, and activity areas such as the flume ride, ride centre and lake were directly under our control.

The following is a summary of the research and development carried out on this project as it progressed to its completion.

The General Concept was:

- To highly illuminate and accent surfaces and objects in activity areas to attract the public.
- To generally play down the lighting intensity of pedestrian areas thereby providing motivation to the highly lit activities.
- To provide sparkle and glow accents throughout the site as counterpoints to the soft basic light.
- To provide the necessary richness of lighting experiences that belong to the amusement park image.

Illumination levels and intensities were established within an overall lighting concept for all surfaces (reflected light) and sources (incident light) in relation to the effective illumination required and the effect illumination desired (i.e. the wash, the pool, the sparkle, the flood, the spot, the flicker, the glow, the glare, the ambiance). Function and safety were married to effect and play. The locations of fixtures were established to achieve the maximum effectiveness of illumination (rhythm, beat and counterbeat, harmony, staccato, discord, etc.).

The following footcandle levels were established as guidelines cognizant of the various technical and aesthetic influences on surface brightness.

Park area pavement and grass	0 to .5 f.c.
Pedestrian walks, mall plaza	.5 to 2 f.c.
Activity zone pavement	2 to 10 f.c.
Walls	30 to 60 f.c.
Trees	5 to 20 f.c.

Technical considerations included:

Reflectance values of surfaces

White Plaster	90% to 92%
White paint (matte)	75% to 90%
Brick (buff)	40% to 48%
Limestone	35% to 65%

Concrete	55%
Cement	27%
Asphalt (clean)	7%
Earth	7%
Grass (dark green)	6%
Gravel	13%
Vegetation (Average)	25%
Road blacktop	3%

Effect of relative light intensities

Visible difference	2:1 min. (subtle)
Contrast difference	4:1 min. (impact)

Filter factors for colour lamps and lens to produce equal effects when compared to white light.

	Equal illumination	White	Amber	Red	Green	Blue
	1	2	6	15	25	
	decoration	1	1.5	2	4	6

Positioning and aiming of lamps and fixtures relative to the inverse square and cosine laws of illumination.

To meet these requirements standard fixtures were studied and selected, and in a number of cases special fixtures were designed. Each fixture type used had a specific task to perform in the overall plan. The lamp type, wattage, colour and direction or position played an important part in the final effect. The quantities, cost and performance of the fixtures were checked through prototype and detailed estimating.

In addition to the night performance of the fixtures, the day effect was also important. The fixtures were therefore designed and selected for their contributing value to the landscape as pieces of furniture, sculpture or purely decorative forms. Due to the size of the site and numerous areas and activities, we employed a modular approach to design and selection of fixtures, thereby attempting to achieve a variety of lighting effects through the use of simple repetitive elements in groupings and arrangements to suit the specific situation.

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Engineers concerned over responsibility for Expo buildings

Extension of Expo '67 into a perennial fair operated by the City of Montreal may have raised some ticklish legal problems for the province's consulting engineers.

Most of the fair's structures were intended to last only about six months and were designed accordingly. If the buildings are expected to serve for years, what responsibility devolves upon engineers if the structures fail in the months, or years ahead?

This was one of the questions raised at the annual meeting of the Consulting Engineers' Section of the Corporation of Engineers of Quebec. There was no immediate resolution.

Also affected, among others, are the province's architects. Existing legislation holds design and building teams jointly and severally responsible for building faults to a minimum of five years. Compounding the problems in this case is that most of the structures are held to be within the realm of public buildings.

The question of where responsibility will be placed for possible failures in the buildings on the Expo '67 site will occupy Quebec engineers in the months ahead. Some of Expo's pavilions already are showing the results of having endured a winter which had not been taken into consider-

ation when the original plans were drafted.

The section was able to report imminent approval of a revised tariff of fees submitted to the provincial legislature for this purpose over a year ago. This was the first revision since 1957.

One of the features of the new tariff is that the per diem

Quebec consultants worry about legal complications should failures occur due to extended periods of use

rate of remuneration has been brought up to date in relation to the actual salary costs and rates which should prevail now. For example, the rate for principals in a consulting engineering firm, formerly \$100, will now be \$140 for the next two years and \$150 after that.

Among other matters, provincial government response is being awaited on suggested amendments to its Civil Code as it applies to consulting engineers.

Currently, Quebec consulting engineers have imposed on them all the responsibilities which apply to other disciplines in the construction industry. On the other hand a juridical interpretation of

the Civil Code does not extend to the engineers privileges accorded the others in return.

The legal paradox, in the engineers' view, is that the Civil Code was framed before the engineering profession was recognized in its modern form.

Article 1658 of the code holds the architect and the contractor jointly and severally responsible, in the public interest, for construction faults and failures. Then, in fairness to the latter parties, Article 2013 allows them privileges on the property to protect their financial position in the event the owner goes into bankruptcy.

The engineer is not mentioned in the latter article, but in Article 1658, jurisprudence established that the word "architect" also means "engineer," when an engineer is involved.

In applying Article 2013, the court rules that the engineer is not entitled to the same rights and privileges as others in construction, such as the architect, contractor, workman, supplier of materials and so on.

Also occupying the profession in Quebec is a new contract form soon to be adopted by the Montreal Catholic School Board which is expected to be extended to cover all professional services in new building projects.

The original draft of this form of agreement was prepared by the Montreal Catholic School Board and presented to the engineers and architects for their consideration. The officers of the section felt that the first draft was heavily unilateral in favor of the school board. After two

CONTINUED ON PAGE 72

Expo buildings . . .

FROM PAGE 21

years of laborious deliberations, this agreement has evolved into a more equitable form which can be accepted by the engineers.

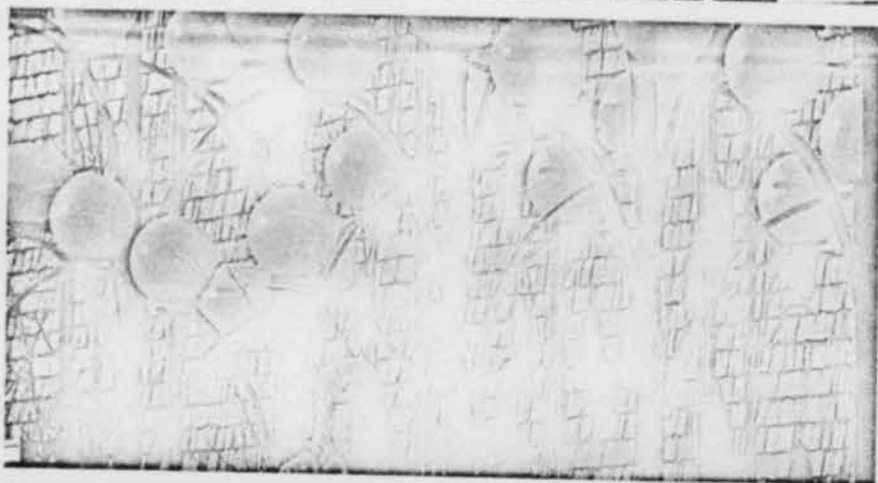
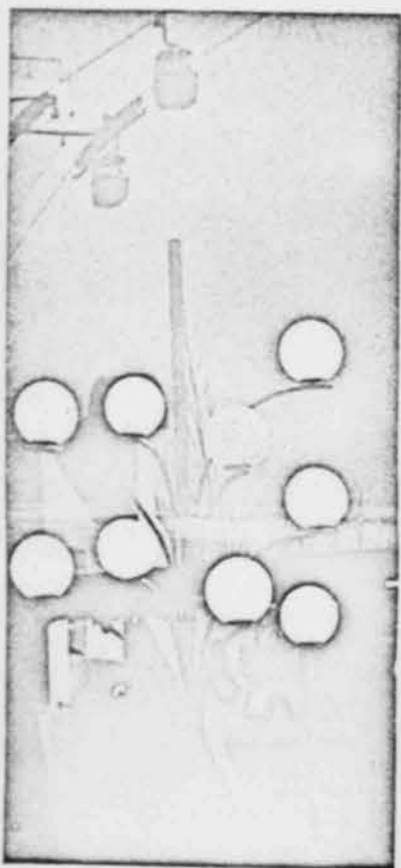
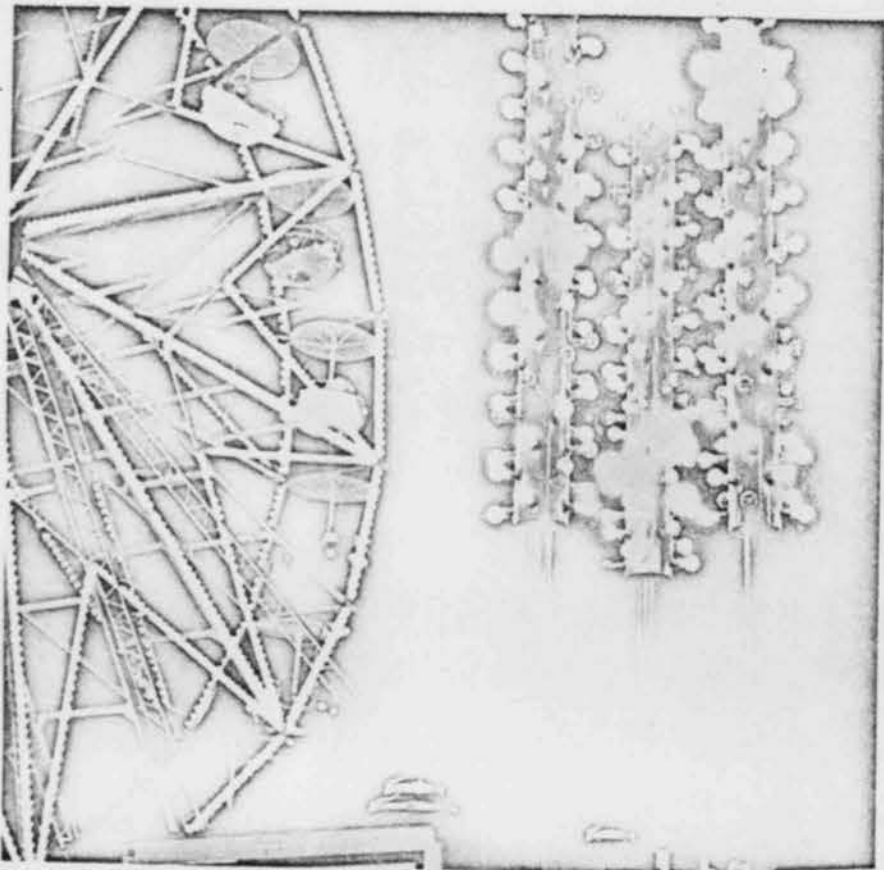
It is noteworthy that the provincial department of education also entered towards the end of the deliberations with the aim of developing this document into one which can be used throughout the province.

The consulting section has followed with interest the MCSB's commissioning a study of standardization of their structural and pedagogical needs. The one meeting that officers of the section had with this study team left them concerned about the application of details used in California and Florida to needs of the Montreal area, and by extension, with government interest, to the remote areas of the province.

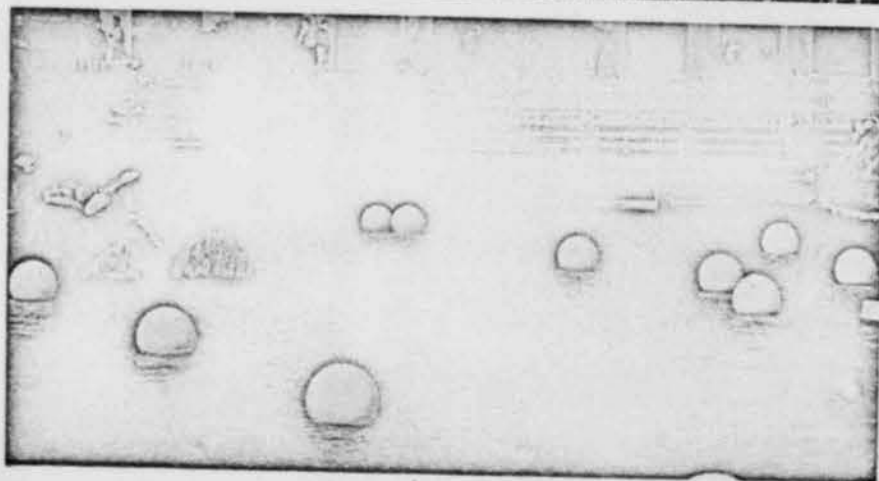
Since the school board had just announced immediate implementation of a pilot project based on the study team's report, the section passed a resolution requesting the Montreal Catholic School Board to avail themselves of the profession's knowledge by disclosing the details of the report to them and having their study team discuss it with representatives of the profession.

Francois l'Anglais, of Quebec City, was elected president of the engineers' section; with Paul Beauchemin, of Beauchemin, Beaton and Lapointe, vice-president; Charles Boulva, secretary-treasurer and Reuben I. Brasloff, of Mendel, Brasloff, Lassman & Sidler, immediate past president.

Right: coloured bare bulbs on ferris wheel and sparkle posts in ride centre. Use of the bare bulb technique for the fixture was felt to produce less conflict of character and spirit with the rides, while permitting freedom of choice of lamp colour. The fixtures, which contain a device to make the bulbs blink, are located adjacent to the rides where they illuminate the line-up ramps and general area.



Above: twenty inch diameter white translucent high impact polyethylene high mount glow ball units at entrance to the ride centre. Right, centre: similar units in front of Lanterna Magika. Right: a modified and sealed version floating on the lake. The glow ball units were designed to produce general lighting for specific landscape areas and as sources of glowing light to animate the lake periphery, kiosk roof elements and mall. Left: eccentric bollard lighting units in arrival plaza using reflector, coloured par bulbs in cast aluminum housing. Lamps were aimed at the ground 15 feet away to use the light beam over as large an area as possible with maximum intensity.



CRA Magazine
Toronto, Ontario
June 1968

999 WONT PROMOTE M&HW

The City of Montreal will not directly promote Man & His World, the annual fair which succeeds EXPO and runs from May 17 to October 14. Expected attendance is 20 million. The Canadian Government Travel Bureau, Quebec Department of Tourism and Ontario Department of Tourism & Development will promote the fair. American Express, Royal Bank of Canada and the Bank of Montreal will also advertise the fair in selling passport admissions as will some hotels and transportation companies.

JUNE, 1968

Canadian Boy, Ottawa, Ont.
June 1968

1.999
ROVER HOSPITALITY

Dear Lester:

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District is once again extendin
His World promises to be just :
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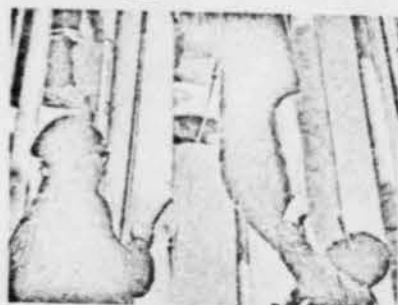
And get your letter away to M
This offer does not include C
-LS

Canadian Boy, Ottawa, Ont.

June 1968

949

Expo lives again



And the Scout Service Corps needs you now!

This year's version of the greatest show on earth, called Man and His World, is in full swing in Montreal until the fall. Canadian Scouting is providing a Service Corps, and if you're a Scout, Venturer or Rover, you can be part of Canada's greatest happening this summer! Get your leader's or advisor's okay, and you can go as an individual. Or, if your district decides to send a patrol or patrols, you can join in. Cost to you is a low \$35 a week - that includes a Service Corps jacket, scarf and crest, accommodation, meals and a pass to the fair. For full details, get your Scouter to write Quebec Provincial Council, Boy Scouts of Canada, 2001 Trans-Canada Highway, Dorval, Que.

JUNE, 1968

999 BILL BAILEY'S HOME

from the
other side
of the bar!



AS THE HEADING of Ian MacDonald's column implies, Montreal is swinging. We've just returned from a week-long trip and can verify that statement . . . And, for those who may have heard different, Man and His World is well on its way to a fine year even though it had a rather slow start.

The theme buildings and most of the pavilions have remained the same - if not, better than last year. Attendance during the first month was off of early predictions, but things are picking up for M. Drapeau et al now that vacations are in progress and the weather has cleared and warmed up somewhat.

La Ronde - the swingiest of all the swinging islands down at Man and His World - has started to pack 'em in again and Friday and Saturday soirees throughout the remaining half year, or so should see the bistros do well at the cash registers.

One item of interest is a little part of old Ireland that is pulling in their share of customers. It's called Le Shillelagh and it sits not too far from what was the U.S. pavilion of last year - one of the easiest land marks in the entire fair to find. Entertainment is provided by Irish folk singing groups, naturally, and the place is owned and operated by the same group who operate a similar set-up in downtown Montreal - the Hunter's Horn.

What stands out most down at the fair is the number of eating and drinking places spread over the entire complex. Enough to satisfy the taste of anyone from teasy popper's hot dogs and chips to a gourmet's delight. Drinks follow the same patterns as most of the pavilions - if not all - feature the pleasures of their country. Well worth the sampling on a hot day, and the break from walking is most welcome.

If you missed Expo last year, don't miss this year's Man and His World. We agree. It's too good to tear down.

MEANWHILE, BACK IN OLD TO

Things are swinging here too, man. A number of spots are really drawing and it all goes back to basic merchandising: Give the customers something for their money and they'll buy it.

Places in Toronto are doing just that. Now that the days of just having a license to dispense drinks was a guarantee of gathering a crowd are over, proprietors have come to realize that customers are not coming out for the sole purpose of drinking - they're going out to have fun.

Drapeau Promotes Expo's Successor

By Karin Moser

SYRACUSE, N.Y. (CP) - Mayor Jean Drapeau of Montreal continues his selling tour in Western New York state today after wowing reporters Tuesday with his repartee on his city's new baseball team.

Drapeau swung through Buffalo, Rochester and Syracuse Tuesday on a junket designed to focus publicity on his city's Man and His World, the successor to Expo '67.

Today, he goes on to Albany and Utica before returning tonight to Montreal.

Despite the purpose of the trip, the crowds of reporters who followed the mayor around gave most of their attention to the National League franchise and the city's "voluntary tax" lottery scheme.

Was the lottery designed to pay for a proposed stadium in Montreal? one Buffalo reporter wanted to know.

Of course not, said Drapeau. "But if any of you boys are interested in season tickets, I've got my order forms with me."

Why did Montreal succeed in getting the baseball franchise and not Buffalo? another queried.

Try the Impossible

"We usually succeed in achieving anything that's impossible," Drapeau replied. "As a matter of fact, we only lack the impossible."

But his most droll reply came here, when one writer asked what the Montreal team would be called.

It should have a Gallic flavor said Drapeau, "one easy to pronounce both in French and English."

"How about calling them the Montreal de Gaulles?" asked another reporter.

"How do you spell that?" the mayor shot back.

Most of Drapeau's selling efforts came in official speeches in the three cities.

In Buffalo, the mayor took time out to visit the Strassburgh Planetarium, being built under the direction of Ian M. Lennan, formerly of Edmonton.

OTHER THINGS WE'D LIKE TO SEE

Outdoor drinking in provinces that don't allow such goings on. Not just at a campsite or in our own back yards, but bona fide licensed outlets for the serving of alcoholic beverages around pools at hotels and motels, the same for sidewalk cafes, patios at resorts and golf courses and like that. Wouldn't it be great to sit back and enjoy both a drink and a bit of fresh air, and the sun at the same time? Why must we hide?

Things are changing - and changing at a regular pace, we're told. These are just a few other things we'd like to see for the betterment of us all.

SOON BACK

. . . that's Jamaican for 'Tomorrow'. Our soon back will be next month, folks. Turn in for more of the same.

In the meantime keep those cards and letters coming in. My Genie and I just love to hear from you. Why just last week we got a rather sorry letter from Mario Castagna informing us of his leaving the Italian Trade Commission offices in Toronto for a posting in the United States. All of us who have attended his wine tastings in the past will surely miss his hospitality. But, he informs us that Dr. Vincent Stabile, who spent some months at the Toronto office and with the Italian pavilion at Expo '67, will be taking over as Commissioner. Congrats to both on their new posts.

'Till we meet, or meet again, au revoir!

Canadian Boating,
Toronto, Ont.
June 1968

Dr. Denny Draper

¹⁹⁹⁹
**Lloyd Walker Elected President
Of the Canadian FJ Organization**

Lloyd Walker of the Royal St. Lawrence Yacht Club has been elected President of the Canadian Flying Junior Organization. Bob McBride, who has headed the CFJO since its formation in 1961, and who has contributed so much to the development of the class in Canada, retired this year after six years of hard, effective work.

Other officers elected are:

Hon. President, R. C. Stevenson
Past President, R. F. McBride
Secretary, Jim Chatfield
Treasurer, Davison Balfour
Chief Measurer, Dr. Bill
Didmarsh

Area Vice-Presidents are:

Quebec, George Aikins
Maritimes, David Roscoe
Ontario, A. R. Roulstone
Port Arthur, M. W. Bartley
Calgary, A. G. Weaver

Members at large are:

J. B. Schwab, Doug Currie and
Ken Lancaster.

The Canadian Flying Junior Championship will be sailed at the Kingston Yacht Club on August 17 and 18th. The North Americans take place at the Knickerbocker Yacht Club, Port Washington, N.Y., from August 9th to 11th.

Trials for 1969 World Championship will be sailed in 1968 with the location and dates to be announced later.

Another interesting event is the FJ Regatta to be sailed on Regatta Lake at Man and His World along similar lines to the 1967 event held at Expo, which proved to be very successful.

Engin. & Contract Record
Toronto, Ont.
June 1968

QUEBEC

1-999

Building permits top \$50 million

by BOB HAYES

Although the word is that the construction industry in the Province of Quebec is having a tough time these days, figures released by the City of Montreal seem to paint a different picture.

Marcel Sauvageau of the Permits and Inspections Department has announced that building permits issued since the beginning of the year have topped the \$50,000,000 mark—almost double the 1967 figure of \$27,750,000.

For example, four of the go-aheads in April represented a total investment of more than \$10,000,000. These were listed as a \$3,600,000 oil company warehouse and of-

fices, a \$1,000,000 shopping centre, a \$3,000,000 downtown office structure, and \$2,800,000 in renovations for the new 'home' of hockey's Les Canadiens.

According to Mr. Sauvageau, permits given out during April, the latest for which figures are available, totalled \$11,691,675, compared with \$10,068,000 during the corresponding month last year.

The city also emphasized that millions of dollars has been and will be spent to spruce-up the Expo site for the '68 edition of Man and His World. Not too long ago council voted construction commitments amounting to \$6,000,000 and that's not the end of the spending.

And the building activity isn't restricted to the big city. It has been announced that a \$3,500,000 contract has been awarded for a mammoth parts depot for a major automobile manufacturer in suburban Pointe Claire.

And then up the high-speed Laurentian Autoroute in St. Jerome, work is starting on a \$1,200,000 office building and wire cable complex. In the capital city of Quebec, Bell Canada has announced it will put out \$7,000,000 over the next two years in a new building and facilities — "showing the confidence the company has in the economic future of the region."

But at the same time, the picture on the roads front is not as rosy with the announcement by the Quebec Roads Department that continuation of the downtown Montreal stretch of the Trans-Canada Highway may not start until 1970.

A spokesman explained that the department is looking for \$25 million from the Provincial Government to get going, but it's not visible this year and maybe not in 1969. The job is expected to cost \$180,000,000 when it's all finished in 1974 or 1975.

999



by Ian MacDonald

HAPPY HOURS ARE the latest trends in Montreal's bistros.

Common and successful in many United States centres, the "Happy Hour" system calls for reduced rates during a certain period -- usually one or two hours -- each day.

In many cases such as the bars in the big hotels and shopping plazas downtown, double drinks are served for the price of one. In other instances, the prices are merely drastically reduced for the period in question. Some establishments make a bigger production of offering hors d'oeuvres during these periods.

The entire program is instituted in the hope of settling customers down early in the evening so that they get comfortable and stay around -- in many cases, of course, for dinner as well.

There is no question that this type of gimmick is designed to attract some customers who otherwise might go over to *Man and His World* -- the follow-up of Expo '67. *Man and His World* has been plagued by miserable weather so far and has come nowhere near drawing the business that had been anticipated. However, this can't be taken to mean that all the spots in Montreal are doing well because, in effect, what is happening is that there simply is not the projected tourist business.

One sidelight to the Happy Hour program is that, to date, this is being conducted by individual establishments. There is nothing organized about it so far as the industry is concerned. All of which leaves the door open for "sportsmen" to see how many of these spots they can hit at the right time during an evening.

There may be a great deal of wailing about business being poor but new and, in many cases, plush spots keep opening. The Bavarian Place on St. Catherine Street West is one of the most recent additions downtown and this is a smart, colourful bar which is run on the same format as the most popular and profitable German Beer Gardens of Expo.

A watering place which isn't nearly as imposing or expensively laid out in the same area is the Ulpusti Bar on St. Mark Street, just off St. Catherine. This is owned by Heinz Hiltz, a former Swiss ski pro, who actually would still rather be on the hills than working his bar and restaurant. This is a comfortable spot with the decor of a middle class ski resort in the Alps and a most relaxed, friendly atmosphere.

The attractive Renede keeps a steady flow of customers happy with her bar-girl banter -- not to mention alert service -- at the John Bull on Maisonneuve, where the corner with the dart board has become a popular place of business. Though there aren't any officials lines, the side-betting on the dart games is brisk. . . . Genial Romeo still serves as good a drink as is available downtown at the downstairs bar of the Tour Eiffel on Stanley Street.

Molson's Brewery Quebec Limited, after pushing their Laurentide Ale without too much success for several years, are now concentrating their advertising on Golden. The Export Ale doesn't need boosting. . . . Molson's, by the way, moved the popular Pat Greer from their public relations staff to Montreal Sales in charge of the Ethnic Division.

Supper-time habitues of the huge Bistro bar in the Central Station swear that the Rob Roys they get at the bar are the greatest bargain available anywhere. . . . two of them and you're ready for anything.

When the apparently inevitable liquor strike hits Quebec either late this month or early in July, Quebec provincial police are going to clamp down on traffic from Ontario. During the last Quebec Liquor Board strike, Ontario border cities -- particularly Hawkesbury and Cornwall -- did a landslide business from Quebecers. While travelling salesmen were in a grand position to keep their personal supply up, liquor outlets went so far as to take trains to Ottawa in the morning and come back with cases of liquor along with loading cars at the smaller border cities. Meanwhile, the smart places in town are hoarding up a stock now because the word is that a strike could last several months.

82
International

New York City

From JUN 1 1960

ROCKY MOUNTAIN NEWS

DENVER, COLO.

M-193,000 S-208,000

Canada Braces for Influx Of United States Tourists

By ROBERT D. BOTT

United Press International Writer

TORONTO, May 31—Although "no one wishes to capitalize on another country's misfortunes," Canada's top tourist official expects more American tourists in his country this summer because of U.S. racial unrest and Vietnam war tensions.

"It is realistic to expect additional travel to Canada from the United States as a result of their problems," said Larry Ecroyd, general manager of the Canadian Tourist Assn.

But this summer's tourist business isn't expected to reach last year's record boom during which tourism passed wheat and newsprint as Canada's top export business.

"President Lyndon B. Johnson's proposals to restrict travel of U.S. citizens to the Western Hemisphere may have some effect in obtaining more travel to Canada," Ecroyd said.

"But the general expectation of unrest in metropolitan areas may have more effect. Continuation of the war in South Vietnam may also contribute to people wanting to get away from the tension connected with the war abroad and social unrest at home.

"ALL OF THESE 'PLUSES' are based on another country's misfortunes, and we have no wish to capitalize on them. But it is realistic.

"Both the extreme West and the extreme East of Canada—British Columbia and the Maritimes—probably are going to benefit proportionally more than anywhere else in Canada," he said.

Ecroyd said that under normal circumstances, Ontario gets the largest share of the tourist business, about 50 percent of the trade. Quebec normally gets about 25 percent, the Maritimes about 8 percent and the rest goes to the western provinces.

In 1967, Ecroyd said, Quebec received an unusual proportion of the tourist business be-

Global Views

cause of travel to the Expo '67 World's Fair in Montreal.

But he said this year "Ontario expects an excellent season. The reports are very promising, and most of the resort areas are booked up solid for the months of July and August."

"MAN AND HIS WORLD," the successor to Expo '67, was described by Ecroyd as "a valiant effort by Mayor Jean Drapeau to stem the expected downturn in visitor volume to Montreal."

Although this year's tourist volume in Canada may not equal last year's record levels, Ecroyd said he expects a "generally good season—we expect tourism to be better than 1967 with the exception of the Montreal area.

"Of course last year saw the largest volume of external revenue from tourists in Canada... with an estimated revenue of \$1.3 billion making tourism the nation's number one export business. Tourism for the first time passed the traditional leaders, wheat and newsprint.

"This was a 50 percent increase over the previous year, and coupled with this was an outside travel pattern by Canadians within Canada. Domestic travel accounted for about \$2 billion in revenue for the tourist business."

Ecroyd said tourists from California tend to head for British Columbia while those from the East head into the Maritimes, Quebec and Ontario.

Ontario gets the largest proportion of the tourists because it draws on the mass markets of New York, Pennsylvania, Ohio and Illinois, he said.

Ottawa Journal, Ont.

Circulation 76,324

June 1, 1968

F-999
A Happy Wave

To 'Man and His World'

The highest praise one can lavish on the reincarnation of Expo 67 as "Man and His World" is to be able to report with relief and gratitude that it is possible to spend two or three days wandering on those Expo isles seeing things exactly as they were last year.

There are some absences, some notable absences. But so much is preserved intact — and worth preserving — that many a visitor who made only a token foray against last year's mobs will not be able to notice the difference.

The joys of revisiting are essentially those of rediscovery: which is a fresh insight into the richness of Expo. The new exhibits are still some way from realizing Mayor Drapeau's hope that the permanent fair will in time surpass even Expo.

How many people will see "Man and His World," whether this will be a commercial success and how long the "son of Expo" will survive are questions for the future.

Yet as a spectacle and as the custodian for the spirit of Expo 67, "Man and His World" seems now to justify Drapeau's audacious act of faith.

Those who loved Expo most will be the new fair's severest critics. But this writer's first emotion is one of gratitude that so much magic is again shimmering out on those lovely islands in the St. Lawrence.

The main difference is not the loss of the Russian or Czech pavilions nor even the loss of Cite de Havre with Labyrinth and the great international art show.

No, the difference this year is in the crowds — the lack of them compared with those days when a quarter of a million or more persons were routinely expected.

A visitor to "Man and His World" often feels as if he has the whole place to himself. It is mightily comforting not to worry about finding a table in a first class restaurant and, above all, not to stand in those endless queues. Hordes of school children do not (yet) come in with their lunches and their nuns.

It is possible to relax at "Man and His World" as it rarely was at Expo.

Yet some of the excitement and vitality and, above all, the gaiety of the place is therefore missing. There is an eerie feeling in walking absolutely alone through a theme building, as may now often be the case on a week-day morning. The Christian pavilion (which needs some sprucing up, quickly) is simply not the same without lines of humanity pouring through. Man and his world, and Christianity, need men, lots of men.

It is not possible to pass general critical judgment yet because some buildings are not yet open. Until they are, some dead spots will be noticed on the islands. There are also some dead spots within a few pavilions where new exhibits are still incomplete.

The Biosphere, now contained in the sparkling dome which was the American pavilion, is alive with birds and plants and already has modest lineups. It also seems somewhat empty — even 1,000 birds don't take up much space — but many found the same pavilion empty last year, if in a different way!

The landscaping on the islands is better than last year, mainly because nature has had a chance to get to work. To the great credit of the new fair, there has been no lessening of the standard care being taken with the grass and the flowers. The whole grounds — and buildings — are now at any rate as clean as they ever were.

Small criticisms: There appears to be some slackening of the standards and the rules covering signs. A few new restaurants have put up crudely painted displays which clash with the impeccable style of the Expo graphics throughout the grounds. Some ugly vending machines have become too common. Mayor Drapeau should chase them out, along with all other tendencies to creeping commercialism.

The final judgment of this year's "Man and His World" will be some weeks, perhaps month, away. But it is already possible to banish the natural fear that the glow of Expo itself would be roughly extinguished by a tawdry successor. That fear was unworthy of both Mayor Drapeau and Expo. "Man and His World" is delightful to have around.

Woodstock-Ingersoll
Sentinel-Review, Ont.

Circ. 10,080

June 1, 1968

Mayor Receives Gift

MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies Friday at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Ljonello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

Penticton Herald, B.C.

Circ. 6,039

June 1, 1968

Receives Gift 999

MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies Friday at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Lionello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

Hamilton Spectator, Ont.
Circulation 121,676
June 1, 1968

Races On June 29

499

Novices Only At Harewood

The Sports Car Club in Toronto has come to the rescue of novice racing drivers.

THE CLUB has organized its Clubman's Day Novice Races at Harewood Acres on Saturday, June 29 — a competition restricted to novice drivers.

Each driver is guaranteed a minimum of two races with the first event, for Formula cars, scheduled for 11 a.m. Most races will be 10 laps and some possibly longer.

There will also be races for sports cars and sedans with all three divisions divided into four separate classes.

The event is open to all holders of a valid, recognized novice competition licence issued by the CASC, SCCA or OCSRRS. Entrants must also be a member of a recognized club.

ENTRY applications can be obtained from Jim Talley, 19 Spaulding Ave., Toronto 6, Ontario (466-5246). Entry fee is \$10.

★ ★ ★
The Centennial Plus One driving skill test, a CASC Ontario region championship event, will be held Sunday, June 9, at the Greater Hamilton shopping centre.

IT WILL consist of three sections with at least two timed runs in each section. Registration starts at 10 a.m. with the first run at 11 a.m. Entry fee is \$3.

The race is being staged by the Hamilton Sports Car Club in conjunction with the Hamilton Motor Sport Club and the Hamilton Corvair Owners Club. For further information contact Martin Sprong at 643-1436.

★ ★ ★
The Monaco Grand Prix last weekend, won by Graham Hill, was the third of 12 world championship events on the '68 calendar. The Player's Grand Prix on Sept. 22 at Le Circuit Mont Tremblant-St. Jovite, north of Montreal, is the lone Canadian world championship event.

James Clark, father of the late world champion, plans to establish the 'Jim Clark Foundation' to foster and finance road safety research.

GRAHAM Hill's two recent wins (Monaco and the Spanish GP) are his first GP points wins since Watkins Glen in 1965.

Motor buffs will have a field day in the Belles of Yesteryears pavilion (formerly

the British pavilion) at Man and His World in Montreal.

A feature of the pavilion is the film Indy at Expo, a film that was made during the Labatt-Indy race at Le Circuit last year. The pavilion also houses a collection of over 50 antique cars and other accessories of yesteryear.

★ ★ ★
The battle for leadership in this season's United States Road Racing championship continues at St. Jovite, Que., Sunday with top U.S. and Canadian drivers scheduled to compete in the fifth group seven event of the year.

THE 60-LAP race over the twisting 2.3-mile track will see Mark Donahue of Media, Pa., last year's USRRRC series winner, looking for his third 1968 victory. Hard on his trail will be Skip Scott of Devon, Pa., who has won one USRRRC event this year. Donahue has 18 points on his two victories, three more than Scott.

Donahue clipped more than one second off the lap record in an unofficial practice run yesterday, roaring around the 2.3-mile track in one minute, 36.1 seconds. The official record of 1:37.3 was set in 1966 by Chris Amon of New Zealand.

999
'Shift academic calendar'

Student job shortage now looks permanent

By Ian Rodger

Don't look for a return of easy-to-find, well-paying summer jobs for university and high school students.

This is the advice of placement and personnel officers. They say the current scarcity of summer work for students is not due chiefly to temporary economic belt-tightening.

The experts find the reason in long-range labor-market trends, including replacement of summer students by technical equipment and personnel, and the lack of bargaining power among students for semi-skilled and unskilled jobs.

One possible result: a major rescheduling of the university calendar to get away from the traditional farm-based eight-month academic year.

For some officials, nothing less than a complete overhaul of the administration of post-secondary institutions as well as a revision of attitudes toward student financing is required. As one former placement officer puts it:

"It's hardly surprising; our universities are still operating on the agrarian calendar so that

students can study in the winter and till the fields from May to September."

The officials claim rising tuition and living costs make it increasingly difficult for students to earn enough money to support themselves at university. According to one:

"We can no longer rely on

students to finance themselves. High-paying jobs in industry are disappearing and students must settle for less money in service jobs or at camps and resorts."

For example, in Alberta, many students work for the Alberta Service Corps, a gov-

(Continued on p. 4 col. 2)

(Continued from p. 1)

ernment-sponsored organization that sends students into slums and urban renewal projects to help the poor. Their salary: \$600 for the summer plus living expenses.

Calendar change

These officials also feel the agrarian university calendar must be discarded. They say that, at present, the universities are jammed with an increasing number of students and yet the facilities remain partially idle for almost five months. Also, the entire volume of students is forced out in May to look for jobs, at a time when some industries are tapering off operations for the summer.

Some factors personnel and placement officers point to as indicating the necessity of basic changes are:

- The growing number of students. The postwar baby boom is now crowding our universities. Moreover, a steadily increasing percentage of the 14-24 age group is now staying in high schools and universities or other post-secondary institutions. The Economic Council of Canada projects at least a 40%

increase in student population over the next seven years.

- Increased automation in large-scale industry. For example, as a Shell Oil Ltd. official points out, university students used to be hired as laboratory testers but now these jobs are filled by "on-stream" quality control technicians.

Industry personnel managers want to hire students in the summer, but they know that, unless they can provide stimulating jobs, students won't think highly of their company. All agree that the number of such jobs available will not increase in proportion to student increases.

- The widening net of trade unions. Semiskilled and unskilled jobs, formerly offered to summer students, are increasingly controlled by trade unions. This means that unemployed union members have priority access to these positions, and students are the last to be employed in times of serious unemployment. This factor, together with automation, has effectively pushed almost all but engineering and professional students out of major compa-

nies and into less remunerative service, resort and camp jobs.

Trimester plan

Citing these factors, many officials call for the implementation of a trimester or quarter system in universities (see separate article). These systems combine the advantages of full utilization of university facilities and the staggering of student entry on the vacation-employment market.

They also argue that, if it is true students can no longer finance themselves through university, then Canadians should be prepared to supplement their already-large public investment in higher education with more student loans, bursaries, grants and scholarships. Other possibilities for student employment in vacation periods should also be considered — perhaps in community services.

The co-operative study system in which the student spends alternate four-month periods studying in the university and working at a co-operating company is also attracting interest.

The system is already in operation in engineering, actuarial sciences, and psychology at the University of Waterloo. University officials, students, and the companies are all satisfied with it, although even these students have had difficulty getting jobs this year.

Most industries are hiring fewer students this summer. Imperial Oil Ltd., Canadian Pacific Railway Co. and Aluminum Co. of Canada, for instance, all report cutbacks, although some insist that the cuts are not severe.

Most companies feel committed to summer-job programs and are reluctant to cut them off completely despite slower paced economic activity.

Dramatic cuts

The most dramatic cuts this year are in Montreal. Expo provided 20,000 jobs but its successor, Man and his World, is hiring only 4,000 people. Bernard Chevrier, assistant placement director, University of Montreal, reports about 85% of the university's students are without jobs. And at McGill, the placement service has found so few jobs for its students that its director, Rowan Coleman, has not released the figures.

One factor in the Montreal area, according to Chevrier, is the reluctance of students who earned in excess of \$400 a month last summer at Expo to take other jobs paying only \$50-\$60 a week.

In Toronto, 300 summer clerical positions alone disappeared this year with the abolition of governmental grade 13 examinations.

Across the country, placement directors report sharply decreased jobs available for students. At Simon Fraser University, Burnaby, B.C., enrollment for the summer semester is up almost 1,000 over last year, and officials attribute this 40% increase in part to "a shortage of summer jobs."

Some placement and personnel men point to the growth of the service and tourist industries and other new labor markets to take up the loss of industrial summer jobs in the future. According to one, these new jobs will totally compensate for the loss of industrial positions. Others insist that "a student can always find a job if he really wants one."

One other factor, however, is that university students heading into the tourist industry for jobs are crowding out high school students. According to S. G. Wild, executive secretary of the Ontario Camping Association, an increasing number of university students is applying for and getting camp jobs.

"This must mean that there are no more lucrative jobs in industry for the university student," he said.

Brockville Recorder &
Times, Ontario
Circulation 10,561
June 1, 1968

ANNOUNCEMENTS

ARE YOU ON THE VOTERS'
List? Call Conservative Rooms
342-5100, 342-5566. Jnl-193

MAN AND HIS WORLD. CHAR-
tered bus, leaves Shopping
Centre 7 a.m. Leave Man and
His World grounds 9 p.m., \$8
per person, including pass into
grounds. Bus leaving June 15,
June 22, June 29. For reserva-
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Telephone 342-4043.
M30-31-Jnl-6-7-8-383

ANNUAL MATTRESS CLEAR-
ance, discounts up to 50%,
discontinued fabrics, slightly
soiled, one of a kind. Sertig,
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REMEMBER! ROYAL CANA-
dian Legion Jackpot Bingo
every Wednesday at 7:30 p.m.
in the Legion Hall, Park St.,
Brockville
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"AL'S", LANDSCAPE SPE-
cialties and year round prop-
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5247. If-Wed-Sat-Mon-92M

PANORAMIC VIEWS AND
the great silence of solitude
awaits you at Woodland Zoo.
The magnificent beauty of
rock and forest will hold you
enthralled. Meet the bears,
buffalo, hippo, lions, llamas,
monkeys, etc. etc. Enjoy the
picnic and playgrounds, 2
miles of nature trails. Extra
feature this Sunday, June 2
from 2-4 p.m., "The Four
Stars", a talented young
group. Open daily from 10
a.m.-7 p.m. See you at the
Zoo, Nature's Wonderland, 8
miles west of Brockville on
Highway No. 2. Jnl-444

THE JUNE MEETING OF THE
Registered Nurses' Associa-
tion of Ontario will take the
form of a "Pot Luck Supper"
at the Brockville General Hos-
pital School of Nursing As-
sembly Hall on Monday, June
3, at 6:30 p.m. Everyone is en-
couraged to attend and bring
your favorite dish. Jnl-442

THE LEEDS AND GREN-
ville Chapter of the Multiple
Sclerosis Society will hold a
Spring Tea, Bazaar and
Home Baking Sale on Thurs-
day, June 6, from 2-5 p.m. in
St. Peter's Church Hall.
Jnl-4-5-488

IF YOU GO FOR A RIDE,
don't forget to stop at Jane's
Snack Bar for a hot dog or
ice cream. Just opened at
North Augusta Cleaners Depot
on side door. Open 10 a.m.-10
p.m. seven days. Jnl-16

CHARTERED BUS TRIP TO
Man and His World (Expo),
sponsored by Ynoge Recrea-
tion Committee, Thursday,
June 6 and Saturday, June
15. Price including visa \$10.
Buses leaving Mallorytown
Fire Hall at 7:00 a.m., and
Brockville Shopping Centre at
7:15 a.m. For further infor-
mation contact Ernie Miller
923-5248 or Herb Morell 923-
5218. Jnl-17

The Financial Post
Toronto, Ontario
June 1, 1968

2 The Financial Post June 1, 1968

Law boots Reliable out of Footsee game

By Michael Irving

Footsee, the foot-spinning, arm-twirling plastic ring craze, has sparked a legal battle between two toy manufacturers vying for spoils while the fad lasts.

They are Twinpak, Montreal, which launched the swinging toy seven weeks ago, and Reliable Toy Co., Toronto, which introduced its version of the toy last week.

Total sales of the toy, most to the credit of Twinpak, are now around the 500,000 mark, the companies say. But, for Reliable, the game is over — at least for a while. An injunction has been issued by the Exchequer Court of Canada, prohibiting its further manufacture or sales of the toy.

Its toy, the Skipit, sold for 87c. But the court ruled that it appeared to be a copy of Twinpak's selling for 98c.

Reliable's president, E. Manie Grossman, said:

"We are in touch with our attorneys. At this time, we cannot make any comment."

Alone in the market again, Twinpak went on to announce the formation of Twinpak Inc., New Jersey, to manufacture and market the toy across the U.S.

"We're flabbergasted by the way our toy has been received," said Twinpak's president, Robert Asch.

Twinpak sold 200,000 of the plastic swinging toys within the first two weeks.

"We did not advertise or promote the toy," Asch said. "It was all done by word of mouth in the Montreal area."

Sons help

He sent his three sons (aged four, seven and 10) to neighborhood shopping plazas where they played with the new toy. While they played, a Montreal toy distributor interested variety and department stores in it.

Now, five weeks later, Creative Marketing Ltd., Montreal, has come up with a radio campaign for the toy. It includes jingles and go-go music, and spots are booked on CFCF, Montreal, and CHUM, Toronto.

Slated for the end of June is a so-called "World Footsee Championship" to be held at La Ronde, Montreal, as part of the Terre des Hommes fair.

Asch, 39, who formed Twinpak with his identical twin, David, in 1954, says:

"We are manufacturers of plastic containers for the chemical, cosmetic, food and pharmaceutical industries, but we went into the toy business shortly after I returned from a Middle East holiday last November."

In the old quarter of Jerusalem, Asch noticed a group of Arab youngsters playing with a homemade toy: tree branches tied in a circle, attached to a piece of rope weighted at one end.

The game, he said, is to rotate the ring of branches around one leg while other youngsters jump over the rope. It was this that Asch transformed into his game of Footsee, with the difference that he changed it into a one-kid game.

Over the weeks, there have been variations on the theme, but it began as a game which involved twirling the plastic ring around the right leg while hopping across the weighted rope with the left leg.

Now children of all ages, teenagers, and adult partygoers are reported to be swept up in the craze.

Lawrence A. Brenzel Ltd., Toronto, is one of two sole distributors for the toy. Its president, Lawrence Brenzel, says:

"This toy has surpassed the sales of the Hula Hoop in Canada, which had a two-year life across North America in the mid-1950s."



TRAVEL



Mayor Drapeau's Man And His World

Why Go Abroad When Montreal Fair Brings World To Canada's Doorstep

After Expo 67, what do you do for an encore?

Montreal's busiest impresario, Mayor Jean Drapeau, has changed the name, spruced up the site, inherited 44 pavilions and smooth-talked his way to the use of the Expo Express for the cost of running it.

The site of last year's phenomenal fair — a group of islands in the St. Lawrence River just a long tee-shot from the city centre — is now a year old.

It has survived Montreal's harsh winter with scarcely a crack and, architecturally, remains just about the most exciting 1,000 acres anywhere in the world.

Sets Target

More than 50,000,000 visits were recorded by the Expo 67 turnstiles last year and Mayor Jean Drapeau, insisting that the popularity of the big fair has not diminished appreciably, predicts another 30,000,000 for the sequel.

The Czech and Yugoslav pavilions have been dismantled and sent to Newfoundland and the gargantuan Soviet pavilion has all but been levelled. It is destined to be shipped back to Moscow for re-assembling there.

Cite du Havre, which housed Labyrinth and Habitat, is no longer officially part of the grounds. But it will be available to visitors and the ever popular Labyrinth is operational again this time around.

Of Expo's 62 national participants, at least 44 have returned with new and old exhibits including the United States, France, Italy, West Germany, Morocco, Israel, Ethiopia, Mexico and all the Canadian provinces except Ontario.

In fact, Man and His World have even gone two up on Expo 67. Poland has taken over the State of Vermont's

A-frame chalet and another pavilion is being reserved for the Irish. For the remaining pavilions, Montreal City Hall

planners have come up with a series of exhibits to replace the ones that were taken away last autumn.

Britain's truncated tower houses a carillon with the rest of the massive pavilion turned into an antique car museum.

The U.S. pleasure dome will be transformed into a semi-exotic park and aviary featuring full-sized silver-birch trees, hundreds of birds, and hanging gardens on five levels.

Many other national participants will offer the same shows as last year and several others — France in particular — have promised to improve on theirs.

They're Back

Several of last year's top attractions have returned including the well-patronized Telephone Association pavilion with its neck-craning 360-degree movie, kaleidoscope and the large theme pavilions.

The Montreal city parks department has taken over Expo's snack bars and for those with more discerning palates, 28 international restaurants — featuring the world's cuisine — are back.

A welcome addition is the Helene de Champlain Restaurant which, during Expo, was reserved for heads of state and other visiting VIPs. It has always been one of the finest old restaurants in Montreal.

The City of Montreal has hired some 4,000 university students to act as guides and hostesses on the site, while on the mainland Man and His World influences the programming of the well-known summer arts festival which takes place mainly at Place des Arts.

Several of the top-drawer attractions listed include Ella Fitzgerald, Danny Kaye, members of the Bolshoi Ballet Company, Miriam Makeba, pianist Vladimir Ashkenazy, Maurice Chevalier, the Orchestre de Paris and many others.

Financial Success

No one is expecting Man and His World to outdraw Expo 67, but Mayor Drapeau is certain it will attract at least enough people to make it a financial success.

If it is as successful as the mayor believes, it should make a \$6,000,000 profit; but even if it only breaks even, it should do enough good to the city's economy to warrant a repeat performance.

Already, Mayor Drapeau has \$4,300,000 in the till from the sale of visas to American Express alone. Prices are at about the same level as last year with some isolated increases, notably in advance sale prices.

Many people have criticized the administration for charging the same prices as Expo, but, says Mayor Drapeau, "We are putting on as good a show as Expo 67 did, so why should we charge less?"

Son of Extravagant Expo Settles for Quiet Pace

MONTREAL (UPI)—One man's thumbnail impressions after a quick trip to man and his world:

You expect a multimillion dollar extravaganza such as

the permanent successor to Expo to be a noisy, bustling place with people elbowing each other for space and promoters noisily promoting.

It isn't. The relative quiet hits you as soon as you reach the site in the St. Lawrence River. One big exception is the Coney Island-style La Ronde amusement area, a free train ride away from the main show.

At the Expo Express station at the Place d'Accueil terminal where you start your visit, you see a man on rollerskates. Says it's faster to get around the pavilions that way.

* * *

Three-wheeled electrically-powered taxis sneak silently up on you. They're driven by young men who can turn them on a dime. It's an eerie feeling, when one of the things materializes from nowhere and the first you hear of its is the beep of a bicycle-type horn.

Quebec's "French fact" is nowhere more evident. All signs are first in French, then in English. You also remark on the first foreign languages you hear: two separate groups strolling around speaking German.

Habitat 67, launched last year in an effort to show the trend in apartment living, looks a little like an almost uninhabited slum area with empty rooms and dirty windows looking out on the St. Lawrence River.

A plethora of fountains. Water shoots up everywhere, colored at night by red, blue and orange lights set into man-made pools.

Several huge notice boards, with the messages urging you

to go to this or that pavilion or area standing out in yellow lights. They change periodically and once, they urged a Mrs. A. Goyette to call home, urgently.

The British pub, called The Bulldog, where a blonde Canadian barmaid apologized because they still didn't have any British beer. While you sip a Canadian brew you notice most of the ashtrays promote a French aperitif.

The Barbarian restaurant, where they do sell German beer and they do speak German, and where the German band, wearing lederhosen, likes playing French-Canadian folk songs.

The same tired feet after padding around the site. It's a familiar feeling.

Man And His World

When Expo 67 ran its course last fall most people thought it would not be repeated in their lifetime. Not only had it been a world's fair in fact as well as name, it crowned a 1,000-acre site that largely was man-made and drew daily crowds in the hundreds of thousands.

So it was with a sigh that many took what was intended to be a parting look at it and were prepared to say: "Thanks for the memory."

But less than a year has passed since then and what was Expo is back in something more substantial than fancy. The name has been changed. Now it's "Man and His World." But for the foreseeable future it's likely to be called by its original name.

Again it's more than just a part of the Montreal showcase. It has an individuality of its own. Only a few of the hundred or so pavilions have been dismantled or carried away, one of them Russia's.

The United States seems prepared to go along with the current "Man and His World" theme. The Kremlin hardly will be happy at seeing the Americans receiving plaudits that it might have shared. It has, however, the faculty for quickly changing its mind and de-

claring without a blush that it's on the same firm, direct course that always has been characteristic of it.

Canadians need feel no rancor over this. Any exhibiting country is free to change its mind without an issue being made of it. If sometime in the future it suits Russia to reverse its position on this matter, that will be its privilege and the big fair's pleasure.

Some of the mood of 67 was captured, to cite one instance, in the case of a woman who stopped at the entrance to the Russian pavilion to observe a man who had some objects on a tray. "Take one," he said. She bore it away, delighted with the unique souvenir. It was a hammer and sickle pin.

A multitude of little occurrences like that, along with larger ones, helped make Expo 67 what it was. Much of what took place last year, with new experiences added, can be a part of the 1968 Man and His World. The faith of Montreal's Mayor Jean Drapeau in this new enterprise, of which he also is a dedicated supporter, is likely to be sustained again.

The year is relatively young and Man and His World seems assured of many more months of crowd-pulling and crowd-pleasing visitors.

—Windsor Star

Midget Viewpoint

That amazing twentieth century statesman, William Dennison, mayor of Toronto, refused bluntly to attend the opening ceremonies of "Man and His World", commonly known as the Son of Expo, because, as he said, it was just another "county fair."

With barely an exception, those who were asked what they thought of the new show said Man and His World compared very favorably

with Expo. A few thought it was even better. As far as we know, no one considered it just another county fair. We mean — well, heck, how can you call an exhibition which features displays from fifty nations "a county fair"?

Mr. Dennison can, though. He should look through the other end of his telescope and discover that there's a lot more to Canada than Toronto.

—Hamilton Spectator

Man and His

World ^{K999}worthy successor to Expo 67

By Richard Statham
Citizen travel editor

MAN AND HIS WORLD

— It was almost like coming home after a long absence, or visiting a dear friend you had not seen for some time. The same warm, friendly feeling that permeates the air; the familiar surroundings, changed a little — slightly different, but present the same outward appearance; but above all glowing with the same joie de vie. Even the buildings seemed to say: We are happy you have come back.

What can you do for an

encore after Expo 67? How can one follow a World's Fair that drew 50,000,000; that was the talk of the world; and about which more words were written

than any previous Fair in history?

Well, Montreal's dapper and energetic Mayor Jean Drapeau is going all out to give it the old College Try.



Now the Biosphere.

The Biosphere (formerly the United States Pavilion) is one of the new and great attractions at Man and His World this year.

And in these short weeks since the opening of Man and His World, it looks as though he is going to prove a point. Already the attendance has passed the million mark. No one is expecting to outdraw Expo 67 — but from this corner there is no doubt it will attract enough people to make it a financial success.

The site has weathered the harsh Canadian winter remarkably well. Improvements have been made to the grounds in many places and it has a "finished" look, with masses of beautifully colored flowers, green grass and trees and exhilaratingly refreshing fountains and ponds scattered throughout the islands. It is still the most exciting 1,000 acres to be seen anywhere in the world.

Actually, Man and His World owes its re-opening to Montrealers and the many friends of this great cosmopolitan city. Even before the opening of Expo 67, there were numerous expressions of regret that a ruling of the International Bureau of Exposition made it necessary

to demolish the participants' pavilions at the closing of this first category World Exhibition in America.

Many letters and personal calls were received by the municipal authorities. How could it be allowed that such magnificent structures would eventually disappear? How could such an imaginative enterprise, such a financial investment as Expo 67 be without a tomorrow?

Enter upon the scene Mayor Jean Drapeau. Through his tireless work, his boundless energy, and his persuasive ability, he smooth-talked his way to the use of the site and numerous pavilions and participants.

Voilà! Man and His World. And, while the credits are



Statham

being posted, we must not forget at least three people with whom we have come in contact and were impressed by their sincerity and whole-hearted efforts to make this undertaking a success — Dr. Rene Masson, deputy mayor; Lucien Bergeron, director, Montreal Municipal Tourist Bureau; and Mrs. Archaubault, Mr. Bergeron's "right arm".

Next week: What to look for at Man and His World.

St. Catharines Standard, Ont.

Circ. 33,011

June 1, 1968

MAYOR RECEIVES GIFT

MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies Friday at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Lionello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

Winnipeg Free Press, Mon.
Circ. 122,830
June 1, 1968

Montreal's Cobbled Streets Help Turn The Clock Back

By EDWARD L. UNRAU

MONTREAL (Staff) — There it was. The type of street guaranteed to bring out every squeak and rattle in your car.

If it were an ordinary street you would question the sanity of the city engineer who would allow anything like it to exist in the 1960s.

But the cobble street at Place Jacques Cartier is only one of many in a 100 acre area of Montreal that is



**explore
canada**

known as Ville-Marie or Old Montreal.

Today the old part of Montreal is the largest historical area in North America undergoing restoration.

The whole idea of the restoration program is to attempt to turn the clock back to the 17th and 18th centuries. And to ensure that the area will be as "pure" as possible they are wrecking any building not of the right era — that means that any building made of brick has to go.

To further add to the colonial atmosphere old-style street lamps, benches and wastebaskets have been put out along the boulevard.

There are even plans to renovate and restore Montreal's first hotel and to reopen it to the public.

Although parts of the original wall around old Montreal are still to be found — though crumbling badly — it will not be rebuilt. The loss of the wall is the price the city paid during its expansion.

Other buildings will be restored and will become boutiques selling French-Canadian handcrafts, antique shops; others will become museums, restaurants, etc.

At present there are shops in the area selling such un-seventeenth century items as camping equipment and light bulbs. But according to my guide such stores will get help to relocate or will be given financial assistance to stock a new type of merchandise.

Unless you are consciously looking for one you are very likely to miss one of several restaurants in the area which serve French Canadian dishes. All are marked only by a simple board — unlighted — hanging from a bracket over the door.

One such restaurant, at the bottom end of Place Jacques Cartier, is marked by a small sign about four inches high and 12 inches long. This tiny sign points to a door about 100 feet down a narrow alley. It looks more like a back door than anything else.

According to my guide you can have a good meal with wine for as low as \$6 at any of these places.

One other un-seventeenth century item that will be banned from Old Montreal will be the automobile. At present cars are still allowed to squeeze down the narrow streets; some of which are hardly wider than a good-sized sidewalk.

But why wait for restoration before visiting the old section? A walk of about an hour's duration will give the visitor an excellent opportunity to try and capture

some of the color of a bygone era.

A good place to start is at the top end of Place Jacques Cartier where the Lord Nelson monument now stands. After you have had a good look at the array of flowers for sale there, walk along rue Notre Dame towards Place d'Armes.

In 1644 Place d'Armes was the scene of the first battle between the city's founder, Sieur de Maisonneuve and the Iroquois.

Today the monument to Maisonneuve in the centre of the Place is surrounded on three sides by huge business offices, some of them housing the most important financial institutions in Canada.

On the fourth side rise the twin towers of what is easily recognizable as a church. The inside of l'Eglise Notre Dame is fantastic. There are guides just inside the front door to show you around and explain to you the significance of everything in the main sanctuary. But if that is awe-inspiring another surprise comes when he takes you to the wedding chapel just behind the main altar.

But back outside and beside the church is the home of les Messieurs de St. Sulpice who arrived in Montreal in 1657 and who have been living behind these stone walls since 1685.

A short walk down rue St. Sulpice brings one to rue St. Paul, the oldest street in Montreal. Walking down St. Paul in the direction of Place Jacques Cartier the visitor soon comes to the long building known as le Marche Bonsecours. It was once a farmers' market but is at present an office building.

At the end of the long building is a small but interesting church — Notre Dame de Bon Secours — known in English as the Sailors' Church.

But Old Montreal is only one part of this fascinating city that you can discover. Downtown there are underground shopping malls, and expensive shops waiting for your money. Here there are also more churches, museums and buildings for you to visit. And at night there are theatres, restaurants and nightclubs.

One more area worth a day or more is the 'son of Expo' — Man and His World. This is the fair that opened on May 17 on the site of Expo '67.

Strangest Places

Summer Theater In The

By Richard L. Coe

Special from the Washington Post

WASHINGTON—This "Travel U.S.A." summer offers playgoers the quickening novelty of theater experiences in unusual settings.

While the play may not be so much the thing, those settings are. It's possible to see a re-enactment of history that happened 30 years before the Pilgrims sighted Plymouth Rock, to enjoy the moderns in an ancient Italian theater transplanted to Florida, and to see new plays struggling toward birth at the edge of Long Island Sound.

Such unusual settings are definitely part of one's enjoyment. Atmosphere is another thing you can't take with you, so when you find it, revel in it.

ONE OF THE FIRST to open will be celebrating its 31st



Pia Dagermark plays the title role of "Elvira Madigan," the Swedish movie that has influenced American fashion and made Mozart's Piano Concerto No. 21 a pop hit. Long shown in a near north side theater, the movie moves into neighborhood theaters on Friday.

summer, "The Lost Colony" opening June 21 at Manteno, N.C. Paul Green's "symphonic drama" is the granddaddy of a dozen such regional spectacles dotted through the South and from Florida to Texas.

"The Lost Colony" tells the story of the 1584-87 attempts of Sir Walter Raleigh to found a New World Community. At this waterside theater on Roanoke Island, totting up car licenses has become a family game and so has some of the casting. Last year's Queen Elizabeth, Marjalee Thomas, played her first role as a child 29 years ago.

Andy Griffith and his wife, Barbara, were both in it once, and the big company is directed by Joe Layton, who staged this season's Broadway musical, "George M." Performances are nightly, Sundays excepted, through Aug. 25.

GREEN'S NEXT OLDEST offspring is "The Common Glory," at the Lakeside Theater in Williamsburg, Va. This time, Green takes us into the Revolutionary period, so perfect for the Williamsburg charisma. Starting June 22, performances are nightly, Sundays excepted, through Aug. 24. There is a special performance Sunday night, June 23.

Also at Williamsburg, the College of William and Mary, in its 275th year, will be presenting an institute of the theater to run June 17 through Aug. 23. There will be various projects connected with the Paul Green play as well as production of the institute's own short works.

Here are some of the regional works, all playing from late June through August:

"Honey in the Rock," Beckley, W. Va.; "Horn in the West," Boone, N.C.; "Unto These Hills," Cherokee, N.C.; "The Book of Job," Pineville, Ky.; "The Legend of Daniel Boone," Harrodsburg, Ky.; and "The Stephen Foster Story," Bardstown, Ky.

ABINGDON, in the Virginia highlands, is the home of the Barter Theater, first of this nation's state theaters. Its season opens May 28 with "The Pursuit of Happiness," a comedy about the Early American custom of bundling. After a four-year absence, director-actor Owen Phillips returns to Robert Porterfield's famed opera house, now furnished with the red velvet seats and storied trappings of New York's vanished Empire Theater. This is Barter's 36th season, and once again, Abingdon will have its Arts and Crafts Highlands Festival from July 25 through Aug. 15.

The Wayside Theater, of Middletown, Va., just south of Winchester, now is to be the summer home for the Garrick Players, known through their work at Georgetown's Grace Church. Wayside's season opens with Peter Shaffer's "The Private Ear and The Public Eye" June 7. Runs will be for two weeks, and producer Gerald Slavet's other choices include "The Fantasticks," "The Brass Butterfly," "The Show-Off," "Look Back in Anger" and a new one, "The Battle of the Sexes, or Happiness is . . ." There's an inn here, a new Curtain Call Cafe, and there will be drawing, painting and sculpturing classes starting July 1 through Aug. 30.

International
New York City

From JUN 2 1968
SUN-TIMES
Chicago, Ill.

41-553,549 S-670/600

Along Skyline Drive at Skyland Lodge these Saturday nights, Theater Wagon is offering a repertory of original plays under the direction of Margaret and Fletcher Collins Jr., whose company-on-wheels has wheeled into Arlington and Fairfax on occasion.

FLORIDA HAS TWO summer novelties. In the open air is Paul Green's "Cross and Sword," about Spain's settling of the state. This is the work's fourth season in the 2,600-seat amphitheater, under the direction of Thomas P. Ragner. The run opens June 21, plays nightly, Mondays excepted, through August.

While in Florida, take time for Sarasota, home of the Asolo Theater, which John Ringling moved from Italy to his now state-owned museum in the '20s. This charming, intimate and now air-conditioned gem is home to the State Theater of Florida, which will have 118 performances in repertory from June 20 through Sept. 7 of "A Midsummer Night's Dream," "Antigone," "The Alchemist," "The Visit," "The Caretaker," and a new play by Fred Gaines.

Lawrence Langner merely happened on a Connecticut township near Bridgeport called Stratford and, naturally, he had to put his American Shakespeare Festival Theater right there. It's a lovely setting by the Connecticut River, making it possible to tie up your own boat and scramble ashore for picnic meals at hundreds of tables. This summer's repertory begins June 22. The plays will be "As You Like It," "Richard II," "Love's Labour Lost" and "Androcles and the Lion." Performances are Tuesday nights through Sunday afternoons, with matinees on Wednesday, Thursday, Saturdays and Sundays through Sept. 15.

WATERFORD, CONN., on the sound, is home to the most vital of all these places, so far as future American playwrighting is concerned. This is the home of the Eugene O'Neill Memorial Theater Foundation, Inc., dedicated to working on rudimentary stagings of manuscript works, sometimes before public audiences, in one of the several makeshift theaters. This year, founder George C. White will receive the Margo Jones Award on July 14, start of a three-week session devoted to new writers. Details may be obtained from P.O. Box 206, Waterford, Conn., 06385.

Venturing into Canada, one finds the finest Shakespearean company, and probably the finest theater, on the continent—the Stratford Festival in Ontario, an easy drive from Toronto. Three productions open in a row June 10, "Romeo and Juliet," "Tartuffe" and "A Midsummer Night's Dream." Later, three more will be added: "The Three Musketeers," "The Seagull" and "Waiting for Godot." Also at Stratford will be some exciting musicians, when Duke Ellington starts a weekend parade July 7.

Besides "Man and His World," this year's successor to Expo-67 at Montreal, Canada offers the Shaw Festival at Niagara-on-the-Lake. Not confined to Shaw, the plays begin June 25 with "Heartbreak House," go on to Micheal Mac-



Soeren Stromberg has a kind of demonic power over women (in this instance Sisse Reingaard) in the Danish movie "Venom." It's at the World Playhouse.

Liammoir's "The Importance of Being Oscar" and Feydeau's "The Chemmy Circle."

OBVIOUSLY, THIS REPORT is limited. If you're aching to see that new archway at St. Louis, don't fail to visit Minny Opera (more formally, Municipal), celebrating its 50th season on a stage that has a giant oak at stage right. One highlight will be Pearl Bailey's "Hello, Dolly!" which will interrupt its Broadway run July 29-Aug. 3 to play this exciting, 12,000-seat, tree-lined amphitheater.

On the way west, hit the Tyrone Guthrie, an ideal thrust stage in Minneapolis. Go north to Ashland, Ore., where you'll find the oldest and possibly the best American Shakespeare in this country. Then go South to San Francisco, where Bill Ball's exciting ACT company continues in two theaters through July.

Make a bypass to Lone Pine, Calif., for Deepest Valley Theater off Route 295. Stop at Palo Alto for the Stanford Summer Festival, which will have APA in residence July 5-Aug. 4. Go on to San Diego, and its charming little Globe Theater in Balboa Park for "Hamlet," "As You Like It" and "King John," June 11 through Sept. 15.

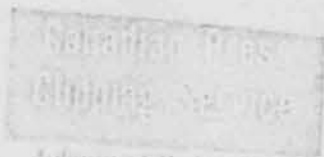
International
New York City

From JUN 2 1968

SUN-TIMES

Chicago, Ill.

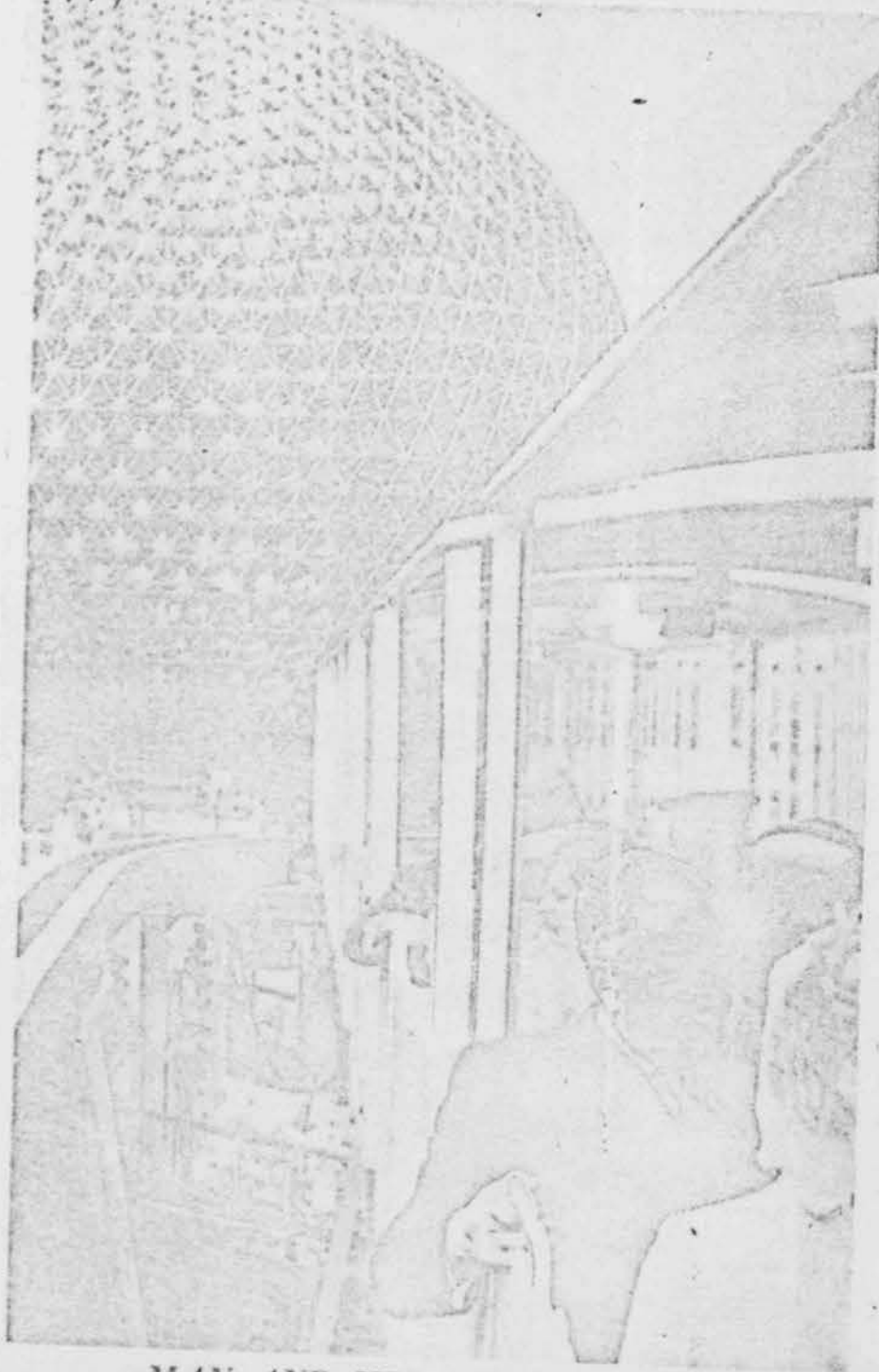
M-553,559 S-690,500



A division of Maclean-Hunter
451 University Ave., Toronto 7

Toronto Telegram, Ont.
Circ. 227,700
June 3, 1968

999



MAN AND HIS ARMCHAIR...

Relaxing on the Minirail, Governor General Roland Michener and his party tour Man and His World at Montreal on Saturday. In the background is the Biosphere, formerly the United States pavilion.

Publicity Director
400 University Ave., Toronto 2

Brockville Recorder &
Times, Ontario
Circulation 10,561
June 3, 1968

Drapeau Inherited 44 Pavilions To Form Nucleus of New 1968 Fair

MONTREAL. — After Expo 67, what do you do for an encore? Montreal's busiest impresario, Mayor Jean Drapeau, has changed the name, spruced up the site, inherited 44 pavilions, and smooth-talked his way to the use of the Expo Express for the cost of running it.

The site of last year's phenomenal fair — a group of islands in the St. Lawrence River just a long tee-shot from the city centre — is now a year old.

It has survived Montreal's harsh winter with scarcely a crack and, architecturally, remains just about the most exciting 1,000 acres anywhere in the world.

More than 50,000,000 visits were recorded by the Expo 67 turnstiles last year and Mayor Drapeau, insisting that the popularity of the big fair has not diminished appreciably, predicts another 30,000,000 for the sequel.

BACK TO MOSCOW

The Czech and Yugoslav pavilions have been dismantled and sent to Newfoundland and the gargantuan Soviet pavilion has all but been leveled. It is destined to be shipped back to Moscow for re-assembling there.

Cite du Havre, which housed Labyrinth and Habitat, is no longer officially part of the grounds, but will be available to visitors and Mayor Drapeau is still hopeful that the ever popular Labyrinth will be operational again this time around.

Of Expo's 62 national participants, at least 44 are returning with new and old exhibits including the United States, France, Italy, West Germany, Morocco, Israel, Ethiopia, Mexico and all the Canadian provinces except Ontario.

In fact, Man and His World has even gone two up on Expo 67. Poland will take over the State of Vermont's A-frame chalet and another pavilion is being reserved for the Irish.

For the remaining pavilions, Montreal City Hall planners have come up with a series of exhibits to replace the ones that

were taken away last autumn.

Britain's truncated tower will house a carillon with the rest of the massive pavilion being turned into an antique car museum.

The U.S. pleasure dome will be transformed into a semi-exotic park and aviary featuring full-sized silver-birch trees, hundreds of birds, and hanging gardens on five levels.

Many other national participants will offer the same shows as last year and several others — France in particular — have promised to improve on theirs.

Several of last year's top attractions will be returning including the well-patronized Telephone Association pavilion with its neck-craning 360-degree movie, kaleidoscope and the large theme pavilions.

The Montreal city parks department is taking over Expo's snack bars and for those with more discerning palates, 25 international restaurants — featuring the world's cuisine — will return. A welcome addition is the Helene de Champlain Restaurant which, during Expo, was reserved for heads of state and other visiting VIPs. It has always been one of the finest old restaurants in Montreal.

4,000 GUIDES

The City of Montreal has hired some 4,000 university students to act as guides and hostesses on the site, while on the mainland Man and His World

will influence the programming of the well-known summer arts festival which takes place mainly at Place des Arts.

Several of the top-drawer attractions listed include Ella Fitzgerald, Danny Kaye, members of the Bolshoi Ballet Company, Miriam Makeba, pianist Vladimir Ashkenazy, Maurice Chevalier, the Orchestre del Paris and many others.

No one is expecting Man and His World to outdraw Expo 67, but Mayor Drapeau is certain it will attract at least enough people to make it a financial success.

If it is as successful as the Mayor believes, it should make a \$6,000,000 profit; but even if it only breaks even, it should do enough good to the city's economy to warrant a repeat performance.

Already, Mayor Drapeau has \$4,300,000 in the till from the sale of visas to American Express alone. Prices are at about the same level as last year with some isolated increases, notably in advance sale prices.

Many people have criticized the administration for charging the same prices as Expo but, says Mayor Drapeau, "We are putting on as good a show as Expo 67 did, so why should we charge less?"

The doors to the second season run of Expo opened May 17. The first few weeks will answer many questions.

Owen Sound Sun Times, Ont.

Circulation 13,361

June 3, 1968

MAYOR RECEIVES GIFT

3-499
MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies Friday at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Lionello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

Moose Jaw Times-
Herald, Sask.
Circ. 9,099
June 3, 1968



MAN AND MICHENER

Governor-General Roland Michener rides the Minirail around Man and His World in Montreal Saturday. He and his party spent the weekend touring pavilions at the exhi-

bition. In the background is the Biosphere, formerly the United States pavilion, now housing a bird sanctuary and garden.

—(CP Wirephoto)

Box Office CDN Edition
Toronto, Ont.
June 3, 1968

Czechoslovakia Has Exhibit In Man and His World

MONTREAL—Laterna Magnika, Czechoslovakia's pavilion at Expo 67, has returned here as part of the permanent Man and His World exhibit. Six films, including the popular "Breakneck Ride" held over from last year, will be featured.

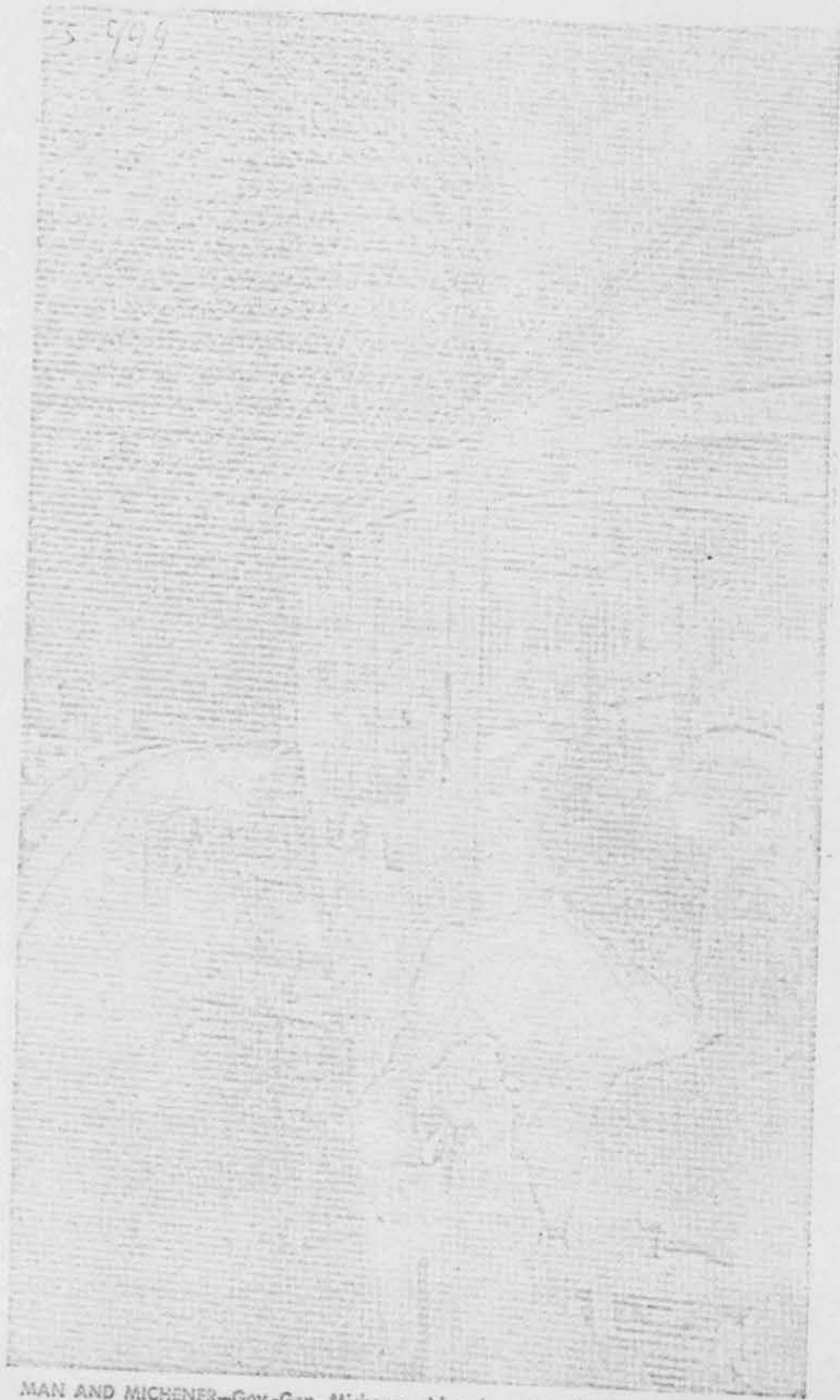
The entire exhibit requires 47 actors and technicians and 30 tons of equipment for the 60 shows a week. One production includes four screens and an actor, who used the screens as an artist uses canvas.

Calgary Herald, Alta.

Circ. 88,644

June 3, 1968

Governor-General and Mrs. Michener left Ottawa by train for Montreal Friday for a two-day visit to the Man and His World exhibition before going on to Quebec City for a three-week stay at the Citadel. The vice-regal couple will spend today and most of Sunday at the exhibition on the site of Expo 67.



MAN AND MICHENER—Gov.-Gen. Michener rides the minirail around Man and His World fair in Montreal. He and his party spent the weekend touring pavilions at the exhibition. In the background is the Biosphere, formerly the United States pavilion, now housing a bird sanctuary and garden.

CP Wirephoto

Kitchener Waterloo Record
Ontario
Circulation 48,230

June 13, 1968

Regina Leader Post, Sask.

Circ. 60,820

June 3, 1968

L 998
MAYOR RECEIVES GIFT

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Moncton Transcript, N.B.

Circ. 15,640

June 3, 1968

GIFT FOR
DRAPEAU ²⁹⁹⁹

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Edmonton Journal, Alta.

Circ. 139,141

June 3, 1968

Montreal given

Italian statue

MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Lionello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

London Evening Free Press

Ontario

Circ. 124,775

June 4, 1968

X 999



VISITS FAIR — Governor-General Roland Michener visited Man and His World at Montreal on the weekend. In the background is Katimavik, formerly part of the Canadian pavilion. (CP).

Oshawa Times, Ont.

Circ. 23,225

June 4, 1968

Other Editors' Views

PUNCH AND JUDY

The traditional Punch and Judy puppet show has disappeared from La Ronde at Montreal's Man and His World fair. But then the children are seeing the same thing on television during this election campaign.

(Ottawa Journal)

Moose Jaw Times-
Herald, Sask.
Circ. 9,099
June 4, 1968



STUART MACKAY, a theatrical costume designer taking his first fling at personal clothes for men, included this creation in a recent showing of his new styles. The richly-embroidered jacket,

complete with lace ruffles at the neck, cuffs and sides, is worn with belled silver trousers. The women's outfit is the same except the skirt is in the same material as the jacket. —(CP Photo)

New Prime Minister Inspires Designers

By MARGARET NESS

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world. In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

LACE FOR EVENING

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COLORS MAY CLASH

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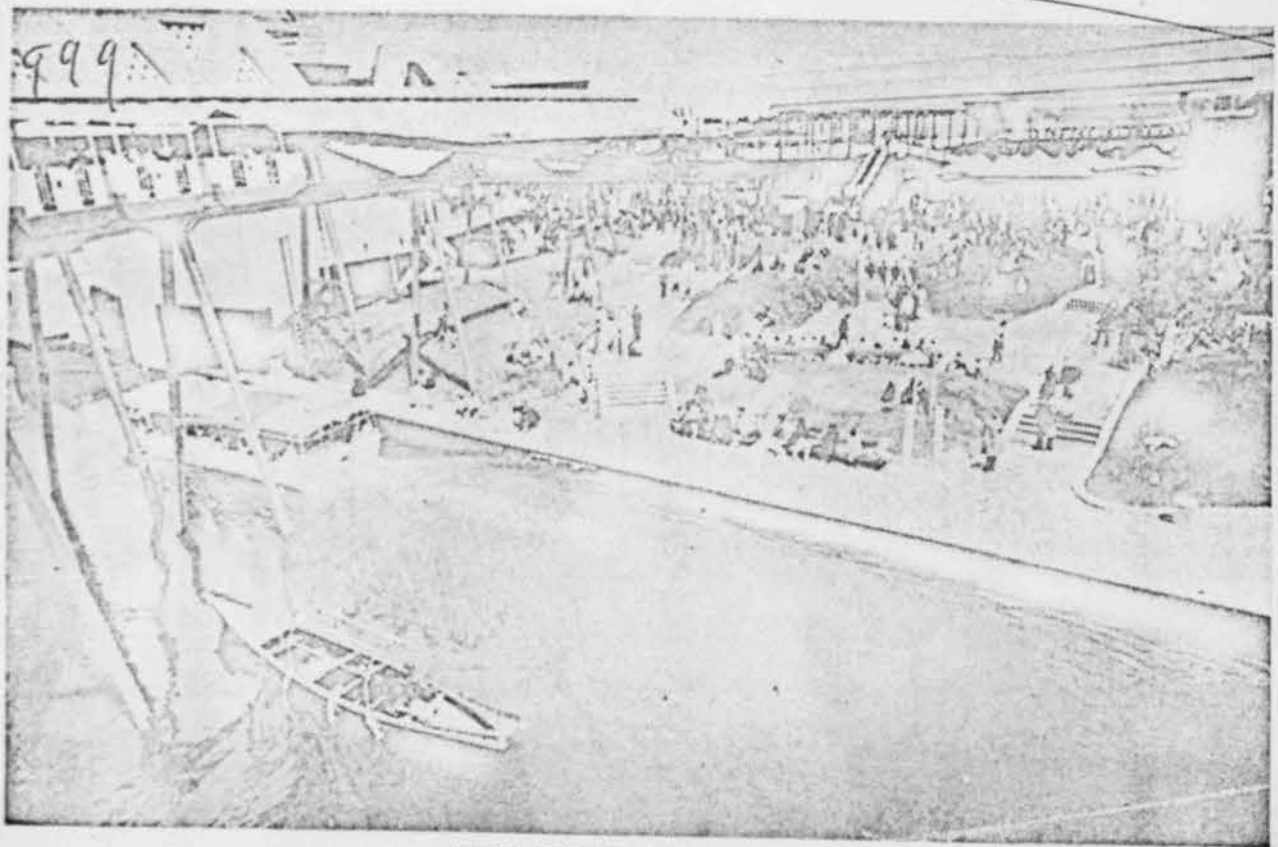
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Galt Evening Reporter, Ont.
Circ. 13,188
June 4, 1968



THE MINIRAIL STAYS

Man and His World, the successor to Expo 67, will retain some of the methods of trans-

portation used by Expo last year, including the minirail system (top left) and the mot-

orized gondolas (lower left). However, the large motor boats called vaporettos (left

centre) will be replaced by motor-driven catamarans.

(CP Photo)

Drapeau magic enlists even rare gods.

^{X. 994}
JEAN Drapeau's magic lingers on,
and indulgent heaven beams.

Could there possibly be a more acceptable first winner for the \$100,000 grand prize in Montreal's lottery than a widow with 10 children? Not very likely.

The man who consistently confounds the sceptics, who created Expo and made it excel the fondest dreams of visionaries, and who now is determined that this greatest of world fairs shall be a permanent part of his city as Man and His World—this man has to have the blessing of the gods, as well as his own native genius.

The "voluntary tax" scheme to raise money is his invention. That the top prize in the first draw should go, by chance, to anyone so appropriately deserving has such perfect public appeal that it's almost miraculous.

Money couldn't buy more ideal promotional advertising to capture the people's enthusiasm. Providence indeed must smile radiantly on Jean Drapeau.

We wonder, though, how that widow found the two dollars for her ticket? The Drapeau touch must have reached out there, as elsewhere, to "touch" her too with fortune's endorsement.

Irene Corbally Kuhn

Back To Montreal

MONTREAL — The unlucky ones who didn't get to see Expo 67 here last year will have a second chance. Thanks to the pride of the Montrealers, this successful and beautiful international-world's fair is back for another season.

As a matter of fact, "Man and His World," to give the Expo 67 re-run its proper theme name, may become a permanent attraction of Montreal.

Virtually intact, with Ireland and Poland making up for the loss of three 1967 pavilions, this show, on man-made islands in the St. Lawrence, is an oasis of beauty and calm in a disorderly and rioting world.

It is also a triumph of Montrealers' insistence that such an imaginative enterprise and financial investment as Expo 67 should be preserved. It is also a tribute to the energetic drive of the city's mayor, Jean Drapeau.

THE THOUGHT of destroying the structures in their landscaped settings, after only six months of life, was too much for everybody. Like their French ancestors who made a virtue of frugality, the Montrealers practice thrift as a municipal as well as an individual virtue. Consequently, although the International Bureau of Expositions decrees that approved world fairs must close in six months, Montrealers found a way around this ruling.

Expo 67 was the responsibility of Ottawa, Quebec and Montreal. This year, the city of Montreal took over the whole \$225,000,000 show, financing and running it as a municipal undertaking. The Canadians anticipate 15 million visitors this summer and a net profit of \$6 million.

ALL THE PAVILIONS — which contributed the best of their products and goods, their art and their culture with such success on the Expo islands last year — will be seen again, with the exception of three: the Soviet Union, Czechoslovakia and Yugoslavia have disappeared. The Soviet Union alone, of all the nations exhibiting, dismantled its mammoth Italian-designed pavilion and shipped all the parts and pieces home.

Other nations that did not want to participate donated their buildings to the city of Montreal, which devised new displays. Great Britain's tower-like building, for instance, is now "The Music Belfry," where high-fidelity music, recorded on tapes and records, provides a relaxed atmosphere for visitors who want to come in out of the excitement and rest. Another part of the former British pavilion houses "Cars of Yesteryear," an exhibit of antique automobiles. On an upper level is a reproduction of a Montreal street in 1900.

SIMILARLY, the exciting, modern geodesic dome, designed by Buckminster Fuller for the United States Pavilion of Expo 67, has become "Biosphere." The mini-rail, which circles the exhibition grounds, goes through the building which is a showplace aviary for 150 species of birds, as well as a series of formal and semi-exotic gardens.

In all, 47 pavilions offer national displays as they did last year, with 17 offering entirely new displays. Fourteen African countries are represented, La Ronde, the fun and amusement area, is as gay and dazzling as ever.

International
New York City

From JUN 4 1968
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The Globe & Mail
Toronto, Ontario
Circ. 248,927
June 4, 1968

Careful words
Toronto
Drapeau
draw?

By ROGER NEWMAN
Globe and Mail Reporter

MONTREAL — Mayor Jean Drapeau may hold one of his monthly voluntary tax draws in Toronto. He said yesterday that since Montrealers made up only 35 per cent of the winners in the first draw last week he may stage subsequent contests in other Canadian cities. He mentioned Toronto as a possibility although his words were careful and he did not set any date.

Mayor Drapeau's tax draw offers a \$100,000 jackpot each month and 50 other prizes. Mr. Drapeau told a Montreal radio audience that the largest number of outside entrants in the first draw were from Ontario. Instead of making them travel to Montreal for every draw, the contest might someday come to them.

"Nothing forces us to always have the draw in Montreal. If we find it advisable, we will hold it somewhere else."

Michel Cote, a city administration lawyer in charge of the legal aspects of the voluntary tax program, said in an interview that if Montreal decides to take its draw to Toronto, permission would first be sought from the Ontario Attorney-General's Department. The program has been labelled a lottery by Quebec Justice Minister J. J. Bertrand and the courts have been asked for an opinion on its legality.

Mr. Cote expects a verdict in early July. The City contends that it is running an educational program on the grounds that draw winners have to answer several questions before they can collect their prize money. Tickets are \$2 each.

The date for the city's second draw in late June will be announced this week. Entries will be received until June 15 with at least four full mail bags being received each day at City Hall.

Mr. Cote said the second draw will be held in Montreal. Out-of-town contestants whose tickets are drawn during the preliminary part of the event will be flown to Montreal for the quiz session.

Travel and hotel expenses are paid by the civic administration. The challengers will also receive a free guided tour of Man and His World and will be wined and dined at public expense.

The winner of the first \$100,000 prize was Venitia Barrette, a widow with 10 children. None of the first 151 winners failed the quiz.

A sample question: "What are the names of two Montreal hotels?"

The questions will be the same for the second draw.

Polish Envoy Talks Up Yachts



MARIAN STRADOWSKI
... goodwill visit

By MURRAY McMILLAN

Polish yachts sailing on English Bay? Polish-built machinery working in British Columbia mines?

That will be the picture in the near future if Poland's ambassador to Canada has his way.

Marian Stradowski, on a courtesy visit to B.C., said Monday that Poland is looking to Canada as a market for its export goods.

"We would very much like to do more business with Canada. At present we export \$16 million worth of Polish goods to Canada, but we import \$40 million in Canadian goods," the ambassador said in an interview at the Hotel Vancouver.

LUXURY TRADE

"Poland is a world-scale producer of mining equipment and we hope to sell this equipment to B.C. companies."

He said Poland also produces luxury yachts for export and would like to add Canada to the list of already-established markets in France, the U.S. and Britain.

The ambassador was originally scheduled to arrive in Vancouver Saturday, but he remained in eastern Canada for the weekend to give Gov.-Gen. Roland Michener a tour of the Polish pavilion at the Man and His World exhibition, in Montreal.

Commenting on recent events in his homeland, Stradowski said the March riots of Polish students were started by a small, irresponsible faction.

FREE COUNTRY

"Most of their demands were for reform in the university structure and curricula," he said.

"We have had many such demonstrations, but this is not a bad thing. Poland is a free country and people have the right to demonstrate as long as it does not interfere with public safety."

Commenting on world affairs, Stradowski said there will not be any immediate solution to the Vietnam situation.

JOINT VENTURE

He said a joint Canadian-Polish venture, the International Control Commission in Vietnam, has produced good results in the past, but is now inactive.

"Unfortunately, at this time the ICC is stagnating. It cannot perform, at present, anything which will help settle the struggle," he said.

The Polish ambassador said his nation is viewing with alarm the recent rise of the National Democratic Party in West Germany.

"I think that the NDP has for a purpose to re-establish the Nazi regime in West Germany. This is creating a very serious danger for the whole of Europe," he said.

Vancouver Sun, B.C.
Circ. 245,041
June 4, 1968

Trudeau Inspired It — Will He Wear It?

By MARGARET NESS
TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal — as opposed to stage — clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

KISMET

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

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The jacket was pink-and-lavender checked eyelash lame, lace cuffs and ruffled fronts. Most were worn with turtle-necks, although Mackay himself does not favor them for formal wear.

EDWARDIAN

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TOO FAR OUT
... for PM

The belled trousers were in pale lilac peau de soie.

If young men start wearing such evening grandeur, wives and feminine friends will have to ask: What are you wearing to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with deep burgundy-and-black brocaded jackets that a few venture-some men now are wearing. But pink-and-lavender eyelash lame?

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advance styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

VANCOUVER VANGUARD

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers both French-Canadian and English-Canadian by association come second. "Torontonians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtle-neck.

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THE GLOBE & MAIL
437 GERRARD ST. E., TORONTO 7

The Globe & Mail
Toronto, Ontario
Circ. 248,927
June 4, 1968

X-999

Dennison-land

Lamport for lotteries, True for CNE

How politicians dig a Drapeau draw in

Mayor Jean Drapeau of Montreal can expect a mixed reception if he brings his lottery draw to Toronto. Mayor William Dennison said last night that Mr. Drapeau would be welcome, but Ontario Attorney-General Arthur Wishart hinted he would take legal action against a draw.

The Attorney-General called Mr. Drapeau's suggestion surprising. He would not say what action he might take: "I don't think we want to be associated with it (the lottery) in this province."

Mr. Wishart reiterated his personal opposition to the lottery—"I don't believe in something for nothing"—and his belief

that it will be found contrary to the Criminal Code in the coming test before the Quebec Superior Court.

Mayor Dennison, who is in Edmonton for a meeting of the Association of Canadian Mayors and Reeves, said the city would not try to bar the lottery. "I would grant him city facilities to make the draw in Toronto if he wants to." Acting Mayor Allan Lamport also indicated that Mr. Drapeau would receive a warm welcome.

Mr. Lamport, the senior civic politician in the city this week, said: "I've been fighting since 1950 to get a lottery here in Toronto, and we're going to put the ques-

tion to the city's voters in the next election in December, 1969."

Not all Metro politicians were so enthusiastic. Mayor True Davidson of East York said the issue of municipal lotteries was so silly she couldn't think of an in-

Drapeau's dream — Page 33

telligent comment. "I don't care what Mayor Drapeau does or what he brings to Toronto, I wouldn't care if he came and took up residence here in Toronto. If he did, it might be a boon for Montreal. They might get some democratic govern-

ment there for a change." She conceded that if Mr. Drapeau did bring his draw to Toronto he would be swamped with publicity.

"Toronto's papers would just love it. They would carry on for days about Mr. Drapeau and how he is so much better than poor old sleepy Mr. Dennison. You know, it's funny. A Communist or a Fascist can always get publicity, but a moderate has trouble getting his name into print. I think Montrealers like to go off the deep end, and that is why they get the publicity."

Miss Davidson volunteered to carry To-

ronto's torch of publicity to Montreal in return if Mr. Drapeau brings his lottery to Toronto. "I'm prepared to go down there to give a few press conferences about the Canadian Nations' Exhibition," she said. "Son of Expo (Man and His World) is old hat now. I'd tell them. People in 1968 want to come see the new CNE. Now that is news. But Drapeau's lottery is all we hear about today."

Alderman Joseph Piccininni agreed with Mr. Lamport that Toronto should have its own lottery. Both he and Mr. Lamport held \$2 tickets in the first Montreal lottery, held in late May. "Drapeau

is probably thinking of coming to Toronto tongue-in-cheek, hoping to get refused so that he can declare publicly how narrow the politicians of Toronto area," he said. "Well, we're not. I for one would buy a ticket, and I hope my name would come to the top." Mr. Lamport and Mr. Piccininni would use proceeds from a Toronto lottery to support amateur sports.

Alderman Mary Terple said: "I suppose, if it's legal, there's nothing we can do to keep him from holding a draw here." She said there was no reason for the city to let him use City Hall for the draw.

Ottawa Journal, Ont.
Circulation 76,324
June 4, 1968

F-999

No Decision On Montreal GM

MONTREAL (CP) — The owners of Montreal's new National League franchise held their first official meeting Monday, but no decision was reached as to front office and on-field personnel for the 1969 season.

J. Louis Levesque, president of Blue Bonnets Raceway, was elected chairman of the board and Charles Bronfman, president of The House of Seagrams Ltd., was elected vice-chairman.

Levesque said that the new owners had plenty of work to do and he personally faces the same problem that he did when he opened the raceway in 1958.

He admitted the baseball backers could lose money, but said he doesn't think they will.

Politics and nationalism would not be part of the franchise, and if either became part of the deal he would bow out.

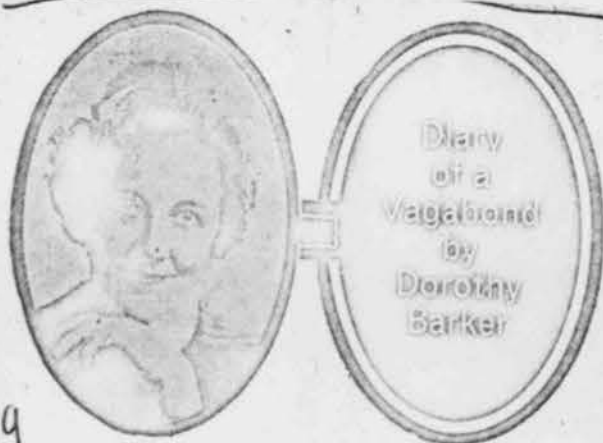
Mayor Jean Drapeau and Gerry Snyder, the city's executive committee vice-chairman, were also on hand for closed-door meetings with the new owners.

Mayor Drapeau was believed to have discussed plans for enlarging the seating capacity of Expo Stadium to 37,500 from its current 25,000-seat capacity.

The as yet unnamed team is expected to play at least the 1969 and 1970 season in the open stadium.

Bronfman said there is no firm stadium deal yet, but he is sure of the integrity of Mayor Drapeau and Snyder who have said a \$35,000,000 55,000-seat partially domed stadium will be built in the city's east end.

The Progress-Enterprise
Lunenburg, N.S.
Circ. 2,770
June 5, 1968



999

"MAN AND HIS WORLD" — A LITTLE EXPO

"Man and His World," Montreal's continuing world exhibition which opened on St. Helen's and Notre Dame Islands last week, will feature the national exhibits of close to 50 countries in their original Expo 67 pavilions. Several of these countries will leave their presentations unchanged from 1967.

In a long-awaited announcement at the end of January, the city's dynamic Mayor Jean Drapeau, also said that the buildings or pavilions of 22 other countries or participants will present displays conceived by the City of Montreal and offered by private sponsors or Man and His World itself.

Fifteen other governmental or private bodies will present their original or new exhibits, or a combination of both, in their pavilions.

The exhibition, which will run through to Oct. 14, occupies the same territory as Expo 67 minus Cite du Havre. It includes most of Expo's original theme pavilions as well as the amusement area at La Ronde. Man the Provider, Man the Explorer and Man in the Community, last year's theme pavilions which proved so popular, also remain.

Same Concept

Materially, physically and visually, the Man and His World Island offers the same scope as Expo.

"It will not be Expo 67," Mayor Drapeau explains. "But at the same time we wish to remain as close as possible to the original concept. We would not do anything that would damage or change the image of Expo that the world now has."

One national pavilion that will have a completely new presentation will be that of Canada itself. The federal government has decided against exhibiting in it, and as a result it will become a memorial to Expo 67. Man and His World will keep the memory of the original exposition alive there through sound, pictures, newspaper clippings, tableaux and other displays.

Year-Round Use

One novel idea that has not been passed on to Ottawa is the mayor's for all-year-round use of the site. "It seems a shame that our beautiful site is only to be used for five months of the year. Thus we aim to create a winter play-ground for three months in the winter. There's no reason why a family should have to leave the city just to find clean snow. Here they will be able to ski, skate on the lagoons and canals and practise their snowshoeing."

The mayor plans on three months for the winter, five for the summer and two months in between to get things ready for each. He hopes to inaugurate the new program next winter.

Victoria Times, B.C.

Circ. 29,712

June 5, 1968

Mayor Gets Gift

MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies last week at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Lionello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrochio.

Moncton Transcript, N.B.

Circ. 15,640

June 5, 1968

Leave On ^{R949} Bus Trip

The graduating class of the Elgin Rural and Petitecodiac Regional High School left Tuesday evening on a bus trip that will take them to Quebec City, Ottawa and Man and His World in Montreal.

The class of 61 students who are sponsoring their own trip will return Saturday. Ten chaperones are travelling with the group.

Melfort Journal, Sask.
June 5, 1968

CN Hotel Staff At Can. Pavilion

MONTREAL — Top chefs, maitre d's and management personnel from Canadian National's hotel chain will operate the restaurants in the Canadian pavilion at "Man and His World".

The Canadian pavilion — easily recognized by its inverted pyramid profile — was one of the major attractions at Expo '67. The pavilion has three restaurants and a cocktail lounge.

The project is under the direction of E. O. Gebistorf, manager of food and beverage services for CN hotels, and a former chef de cuisine at Hotel Fort Garry.

Tavistock Gazette, Ont.

Circ. 725

June 5, 1966

WHO'S LIABLE NOW? 999

Montreal's continuing world exhibition, Man and His World, this summer will use some of the buildings put up for the six-month run of Expo 67. There's no suggestion that the structures are unsound, but legal minds are worried about liability if there just could be an accident.

Montreal has said it "may" waive its right under Quebec law as owner of the buildings to seek redress from architects and builders. To further reassure the crowds expected to visit the more than 40 national exhibits and other attractions between May 17 and Oct. 14, the city has announced it will have all installations at the exhibition certified sound before opening day.

2999 Good year for tourism in prospect instead of a post-Expo letdown

OTTAWA (CP) — Far from being a post-Expo flop, the 1968 tourist season across Canada could be a good year. Travel inquiries from potential U.S. customers this year are running more than 50 per cent above 1966, the last normal travel year before the Centennial Year and Expo.

A survey by The Canadian Press has found bright promotional campaigns everywhere, and an air of confidence.

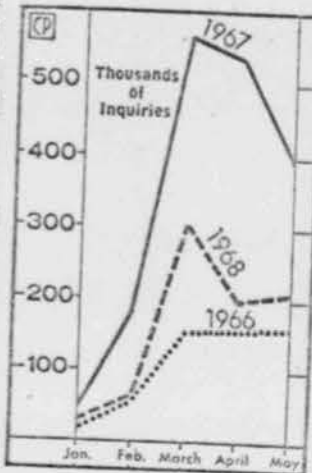
The year looks best to resort, hotel and motel operators in the Atlantic and Prairie Provinces. For many of them, Expo was a test of patriotism; it took away business that otherwise would have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

Canada's total tourist earnings this year will not match those in 1967, when foreign visitors spent \$1,304,000,000. The realistic aim is foreign tourist spending of at least \$1-billion, and record business everywhere but in Quebec province.

The industry shares the expectation that many Canadians who might otherwise travel in the United States will stay home to avoid racial violence.

And varying weight is being placed on President Lyndon



Tourist inquiries received in first five months of each year for past three years.

Johnson's plea to U.S. citizens to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Canadians spent less abroad last year than in 1966. Many stayed home for Expo and Centennial celebrations. Some travel agency spokesmen say tax increases and inflation are causing people to cancel vacations abroad this year.

Encouraged by the outstanding success of Expo advertising in the United States, the Canadian Government Travel Bureau is stepping up joint programs with the provinces, tying in newspapers, radio, television, magazines and special attractions.

One with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12-million. It urges travel on the Heritage Highways—the 1,200-mile route of the pioneers between Windsor and the Gaspé Peninsula.

Montreal hopes the Expo successor, Man and His World, will tend off a tourist slump, but the exhibition's skimpy advertising budget of \$270,000 is seen by some observers as a misplaced economy. Governments spent \$22-million to promote Expo.

One official of a national tourist association suggests that without at least \$2-million in advertising, U.S. tourists will not find out about the permanent exhibition in its critical first year.

Here is the province-by-province tourism picture:

year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. Nova Scotia is concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick

The \$77-million spent by 2.5-million visitors last year was a record achieved despite Expo and bad weather. New Brunswick is expanding plans to meet heavy demand.

Quebec

A banner 1967 with Expo meant \$700-million in tourist revenue; the number of U.S. vehicles entering Quebec more than doubled, to 2,038,166. This year much depends on the success of Man and His World in hitting its goal of 20 million visits, and on traditional Quebec attractions — cuisine, countryside, camp sites and Quebec City.

Ontario

People who passed through on their way to Montreal last year will return to see Ontario and the rest of Canada, says a confident Denis Stefaniuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors. Total tourist spending last year in Ontario is estimated at \$1,708,000,000, up 10 per cent.

Manitoba

The Pan-American Games helped Manitoba to a record \$106-million in revenue from 2.5 million out-of-province tourists last year. The pitch this season is to emphasize Manitoba's comfortable open spaces, and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

Saskatchewan

The province played host to about 1.1 million tourists last year, and they spent \$72.36-million. Most were campers, who fish and hunt. They spend less than other vacationers but stay longer. Harvey Dryden, director of Saskatchewan's Tourist Development Branch, hopes for an increase of 10 to 12 per cent in tourist activity.

Newfoundland

Tourist revenue was up an estimated 19 per cent last year to \$55-million, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an average 14 days in Newfoundland, a mark all other provinces envy, but more than four of every ten visitors from the United States come to see relatives.

Prince Edward Island

A good tourist year is badly needed by the hard-pressed Prince Edward Island economy. Advance bookings indicate a record year for the \$14-million industry if the weather is good for traditional water sports.

Nova Scotia

Officials still are totting up the lost revenue from last

Alberta

The Government Travel Bureau is concentrating this year on domestic travel, urging Albertans to "know Alberta better." The bureau also aims at non-residents as stylish publication describing Alberta as Canada's Princess Province and a Roamin' Empire. Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer dollars to resort operators who have year-round expenses to meet.

British Columbia

The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming U.S. traffic more than made up the difference. Visits increased 12 per cent to 8.5 million and revenues to \$317-million. Government advertising has shifted to emphasize tourism in May and June and in September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian. Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

The Canadian Tourist Season Promises To Be Excellent One

By DENNIS ORCHARD
Canadian Press Staff Writer

Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

67 SHOWED SURPLUS

Canada's dollar-and-cents tourist earnings this year will not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,138,000,000 behind in Canada.

The realistic aim this year is foreign tourist spending of at least \$1,000,000,000 and record business everywhere but in Quebec province.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay

home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

SPENT LESS ABROAD

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo advertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces tying in newspapers, radio, television, magazines and special attractions.

One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Heritage Highways"—the 1,200-mile "route of the pioneers" between Windsor, Ont., and the Gaspé Peninsula.

Montreal hopes the Expo successor, Man and His World, will fend off a tourist slump, but the exhibition's skimpy advertising budget of \$270,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests

that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

PICTURE BY PROVINCES

Here is the province-by-province tourism picture:

Newfoundland: Tourist revenue was up an estimated 19 per cent last year to \$55,000,000, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an average 14 days in Newfoundland, a mark all other provinces envy, but more than four of 10 visiting Americans come to see relatives.

Prince Edward Island: A good tourist year is badly needed by the hard-pressed island economy. Advance bookings indicate a record year for the \$14,000,000 industry if the weather is good for traditional water sports.

Nova Scotia: Officials still are totting up the lost revenue from last year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. The province is currently concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick: The \$77,000,000 spent by 2,500,000 visitors last year was a record achieved despite Expo and bad coastal weather. The province is expanding campaign facilities to meet heavy demand.

Quebec: A banner 1967 with Expo meant \$700,000,000 in tourist revenue; the number of U.S. vehicles entering the province more than doubled to 2,038,166. This year much depends on the success of Man and His World in hitting its goal of 20,000,000 visits, and on traditional Quebec attractions—cuisine, countryside, campsites and Quebec City itself.

Ontario: People who passed through on their way to Montreal last year will return to see Ontario and the rest of Canada, says a confident Denis Stefaniuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors.

Total tourist spending last year in Ontario is estimated at \$1,708,000,000, up 10 per cent.

Manitoba: The Pan-American Games helped Manitoba to a record \$106,000,000 in revenue from 2,500,000 out-of-province tourists last year.

The pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Al-

berta and British Columbia to sell "the friendly Canadian West."

Saskatchewan: The province played host to about 1,100,000 tourists last year, and they spent \$72,360,000. Most were campers, who fish and hunt, spending less than other vacationers but staying longer. Harvey Dryden, director of Saskatchewan's tourist development branch, hopes for an increase of 10 to 12 per cent in tourist activity.

Alberta: The government travel bureau is concentrating this year on the home folks, urging Albertans to "know Alberta better." The bureau also aims at non-residents a stylish publication describing Alberta as Canada's "Princess province" and a "Roamin' Empire."

Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer ones to resort operators who have year-round expenses to meet.

British Columbia: The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

Government advertising has shifted to emphasize the "shoulder months" of tourism—May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian. Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

Ingersoll Tribune, Ont.

Circ. 1,500

June 5, 1968

Local Lions Club and Their Wives attended Annual Convention

Six representatives of the local Lions Club and their wives attended the annual convention of District A - Ontario and Quebec Lions, held in Quebec City from May 25th to 29th. Those attending from Ingersoll were Mr. & Mrs. Chuck Wilson, Mr. & Mrs. Vic Masters, Mr. & Mrs. Gerry Glazier, Mr. & Mrs. Dale Shaddock, Mr. & Mrs. Martin Brooks and District Governor Cecil Vyse and Mrs. Vyse.

High-lights of the convention were the opening night Necrology Service and a dinner on the last night attended by 2,100 delegate and ladies. The guest of honour at this dinner was Jorge Bird of Puerto Rico, president of Lions International, and a most impressive speaker. Several couples stopped at Montreal on the trip home for a tour of Man and His World.

ed the former Mary Tallant in 1915 and was employed at the former Ingersoll Packing Company and operated a market garden on Victoria St. for 64 years, retiring four years ago. He was a member of the Church of the Sacred Heart.

His wife predeceased him in April, 1966.

Surviving is one sister Mrs. Lillian McNoah of Ingersoll; one nephew and several nieces.

Mass was Saturday at 10 a.m. at the church of the Sacred Heart. Burial in Sacred Heart Cemetery.

Parish prayers were said at the McBeath Funeral Home, 246 Thames St. S. Friday at 8.30 p.m.

Oshawa Times, Ont.

Circ. 23,225

June 5, 1968

Theatrical Costume Designer Styles 'With Trudeau In Mind'

By MARGARET NESS

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongues-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

LACE FOR EVENING

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue terylene and was worn with a white turtleneck.

When it came to evening clothes, Mackay went all out—too far out for a Trudeau look. Several had arched highwayman collars you'd expect on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtlenecks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kidskin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

COLORS MAY CLASH

If young men start wearing such evening grandeur, wives and feminine friends will have to ask: What are you wearing to the party? Otherwise the

clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontoians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtleneck.

The present men's collection of some 20 styles will be presented later in the Youth Pavilion at Man and His World in Montreal. Although the men's clothes were the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substituted big frilly jabots for more manly stocks.

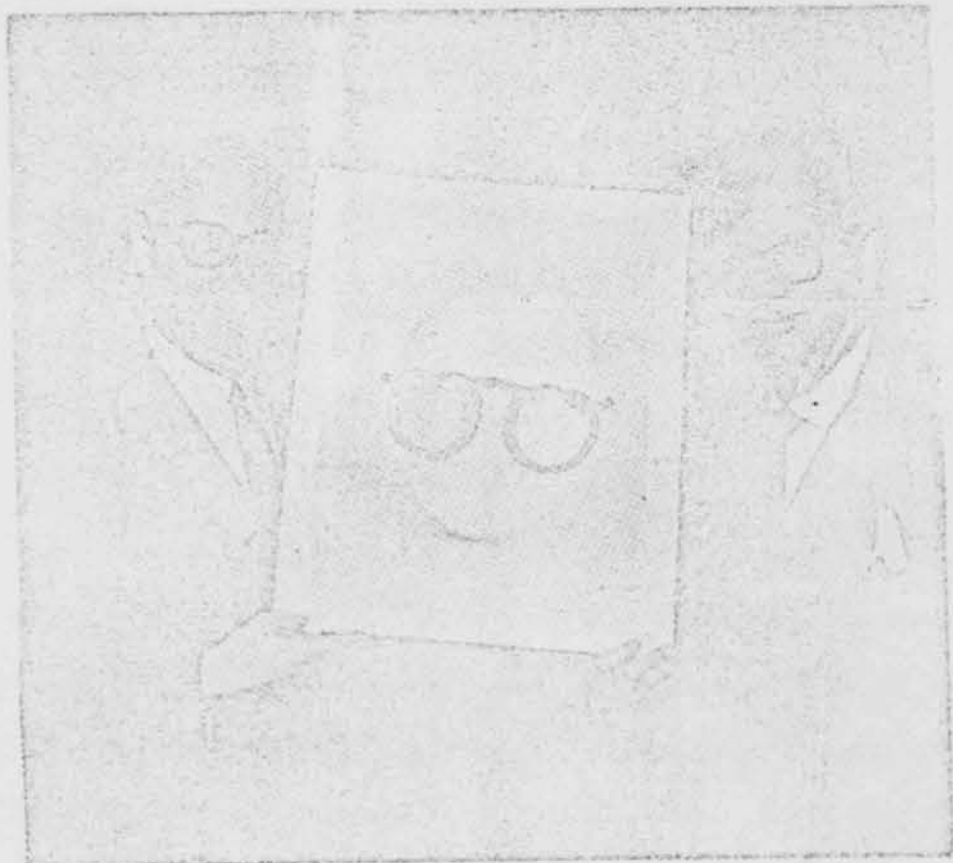
Tisdale Recorder, Sask.
June 5, 1968

THE TISDALE RECORDER, WEDNESDAY, JUNE 5, 1968



IT'S OPEN. Man and His World, or Expo II, or whatever you prefer to call it, has opened its doors again, welcoming the world. The fair will be a permanent summer exhibition, and according to Montreal mayor Jean Drapeau, it will grow each year in size and stature. — TNS Photo

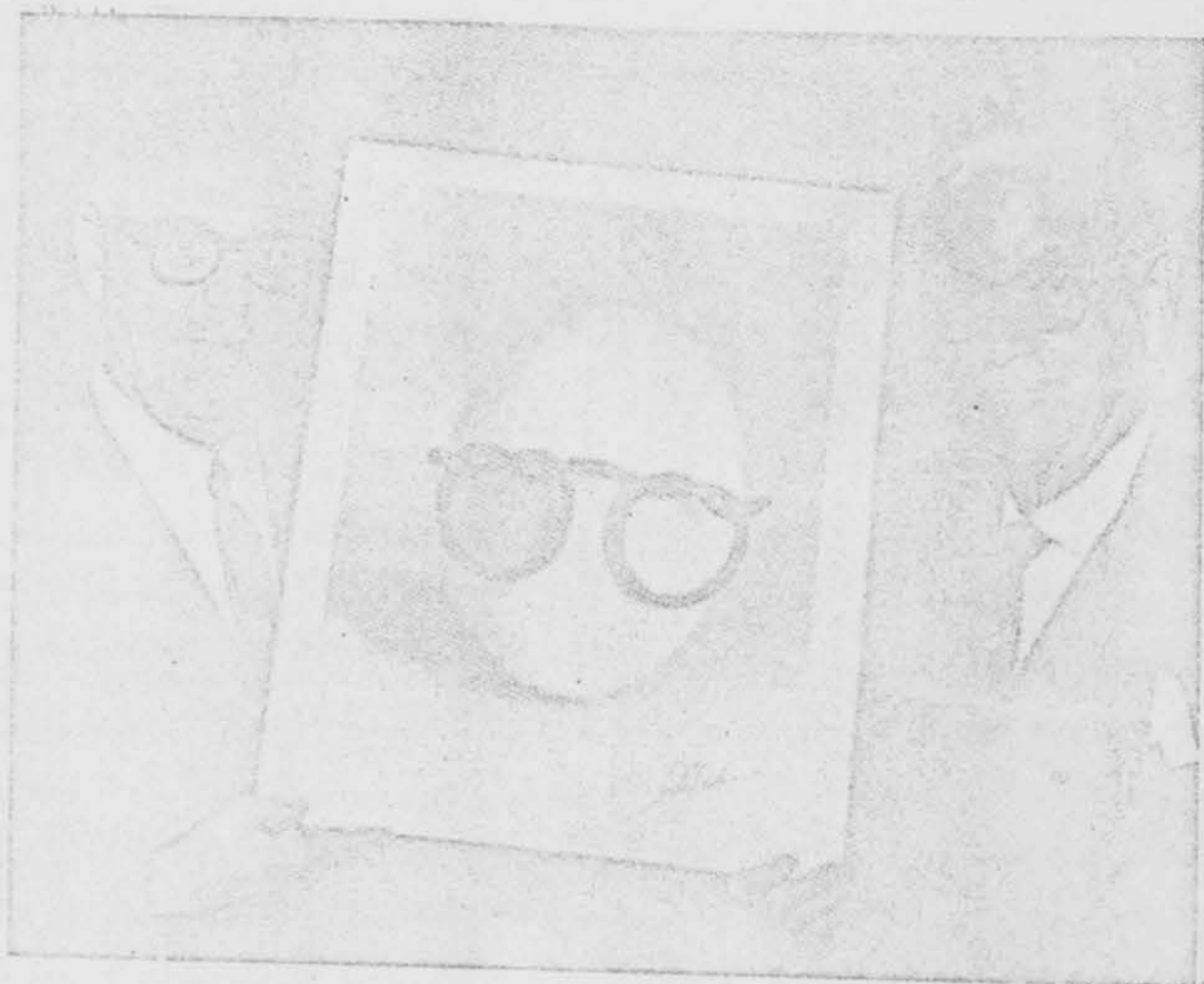
**CE DOSSIER CONTIENT
PLUSIEURS DOCUMENTS
ILLISIBLES**



Just add a bit more hair . . .

Mayor Jean Drapeau may be a bit of a financial egg-head when it comes to dreaming up fund-raising schemes, but this is just ridiculous. Montreal artist Jack Wilson's caricature of the famous mayor is on display in the Humor pavilion at Man and His World. Come to think of it, there is quite a strong resemblance . . .

Calgary, Alberta, Alta.
Circ. 35,104
June 5, 1968



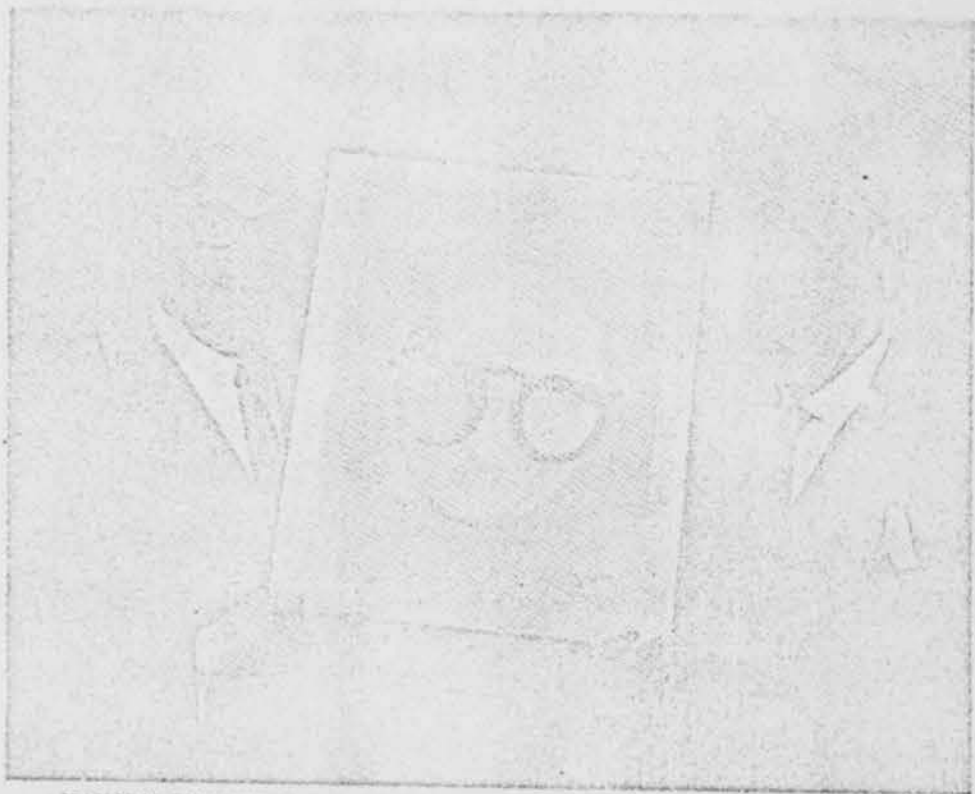
His Impression of Mayor Drapeau

Artist Jack Wilson, right, sketches his representation of Jean Drapeau to the Montreal

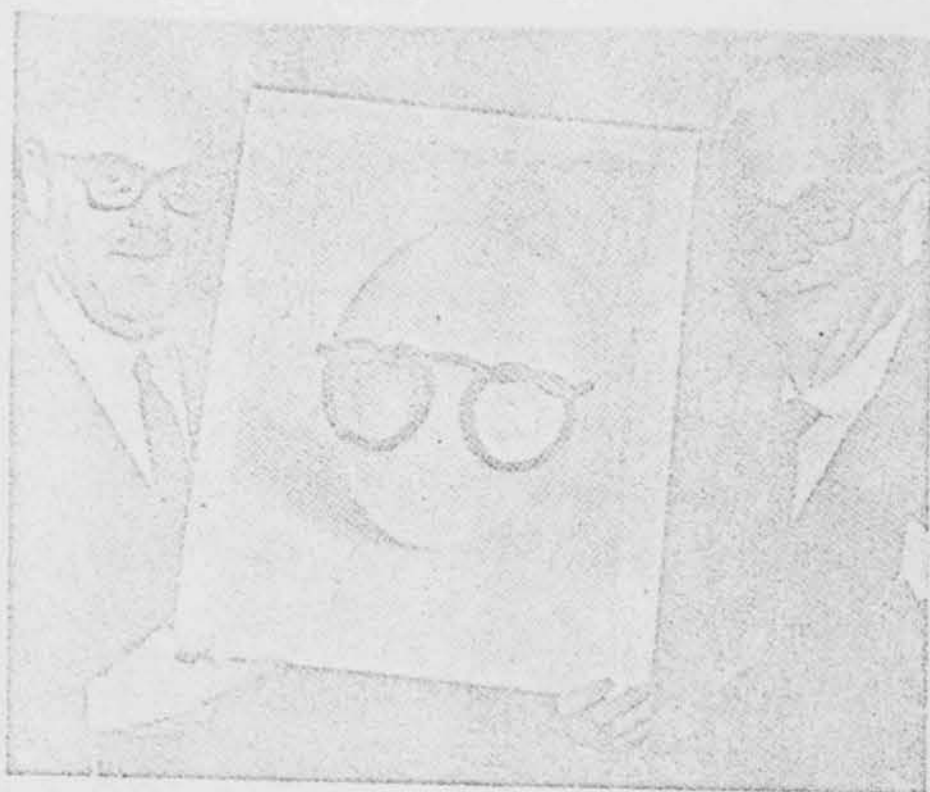
mayor. The real Drapeau is the one on the left. The caricature is one of many works

which are on show in the humor pavilion at Man and His World. Man and His World is

the successor to Expo 67 and is being held on the Expo grounds.



MAYOR'S LIKENESS: Artist Jack Wilson displays his representation of Jean Drapeau to the Montreal mayor. The caricature is one of many works which are on show in the Humor Pavilion at Man and His World. (CP Wirephoto)



Will Real Drapeau Stand?

Two of faces in this photograph are, believe it or not, of same man. Mayer Jean Drapeau of Montreal, left, is holding caricature of himself by artist

Jack Wilson, right. It's one of many works on show at Humor Pavilion of Man and His World on Expo site.—
(CP)



**"Man And His World"—
A Little Expo**

"Man and His World", Montreal's continuing world exhibition which opened on St. Helen's and Notre Dame Islands recently, will feature the national exhibits of close to 50 countries in their original Expo 67 pavilions. Several of these countries will leave their presentations unchanged from 1967.

In a long-awaited announcement at the end of January, the city's dynamic Mayor Jean Drapeau, also said that the buildings or pavilions of 22 other countries or participants will present displays conceived by the City of Montreal and offered by private sponsors or Man and His World itself.

Fifteen other governmental or private bodies will present their original or new exhibits, or a combination of both, in their pavilions.

The exhibition, which will run through to October 14, occupies the same territory as Expo 67 minus Cite du Havre. It includes most of Expo's original theme pavilions as well as the amusement area at La Ronde. Man the Provider, Man the Explorer and Man in the Community, last year's theme pavilions which proved so popular, also remain.

Same Concept

Materially, physically and visually, the Man and His World Island offer the same scope as Expo.

"It will not be Expo 67," Mayor Drapeau explains. "But at the same time we wish to remain as close as possible to the original concept. We would not do anything that would damage or change the image of Expo that the world now has."

One national pavilion that will have a completely new presentation will be that of Canada itself. The federal government has decided against exhibiting in it, and as a result it will become a memorial to Expo 67. Man and His World will keep the memory of the original exposition alive there through sound pictures, newspaper clippings, tableaux and other displays.

Year-Round Use

One novel idea that has not been passed on to Ottawa is the mayor's for all-year-round use of the site. "It seems a shame that our beautiful site is only to be used for five months of the year. Thus we aim to create a winter play-ground for three months in the winter. There's no reason why a family should have to leave the city just to find clean snow. Here they will be able to ski, skate on the lagoons and canals and practise their snowshoeing."

The mayor plans on three months for the winter, five for the summer and two months in between to get things ready for each. He hopes to inaugurate the new program next winter.

Blacks Harbor Fundy
Fisherman, N.B.

June 5, 1968



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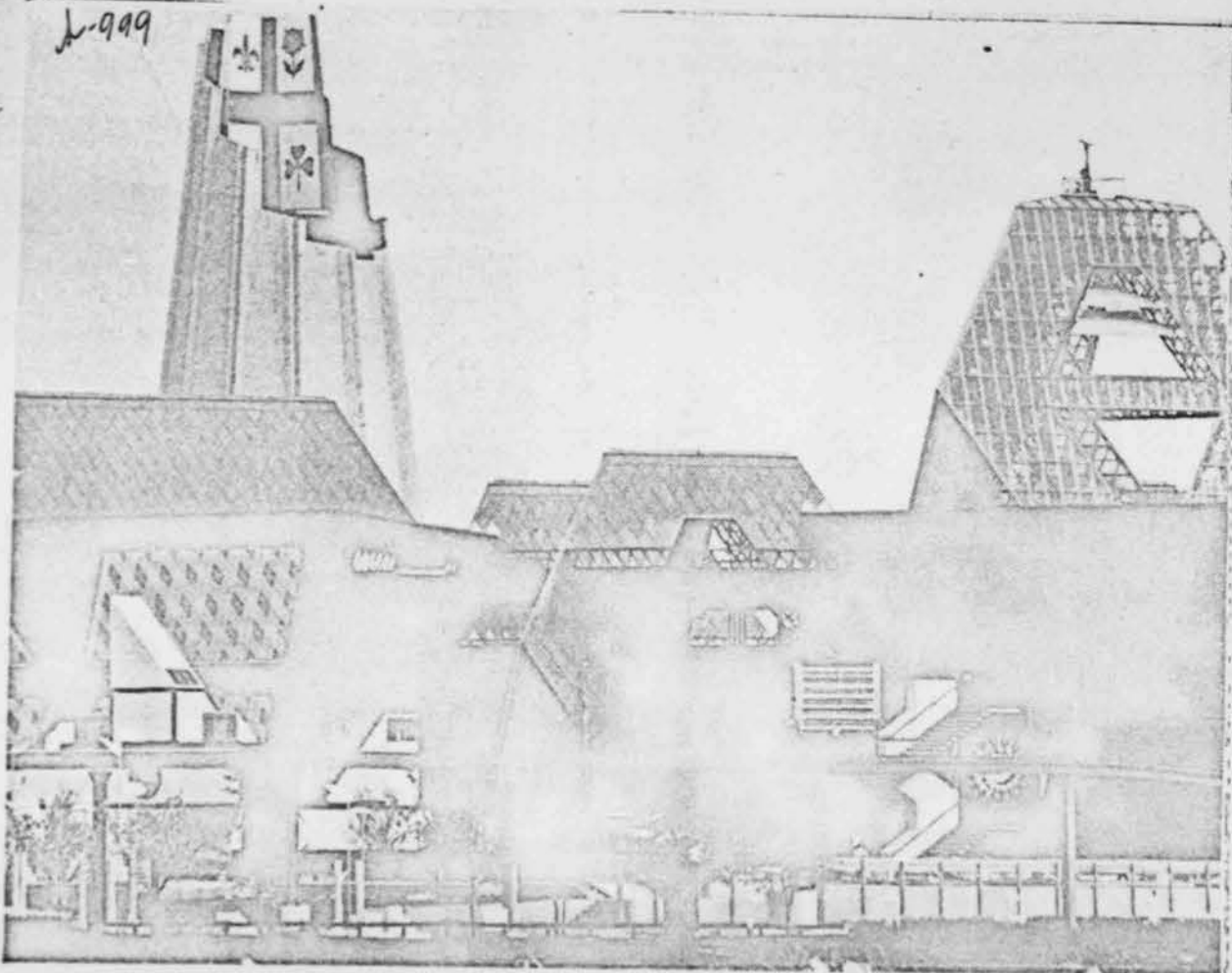
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Athabasca Echo, Alta.
June 5, 1968

J-999



MAYOR DRAPEAU AND HIS WORLD—A new landmark replaces an old one at site of Montreal's Man and His World exhibition as the coat of arms of city of Montreal is draped from tower of former British Pavilion where Union Jack was mounted during Expo. Changeover symbolizes new look of "Son of Expo" fair opened by Mayor Jean Drapeau.

Lawyer: You say you want

Burlington Gazette, Ontario

Circ. 7,110

June 5, 1968

K999

Wonderful world of politics

By Claire Emery

The picture of Prime Minister Trudeau and Premier Daniel Johnson at the opening of Man and His World, both smiling broadly, has some people worried.

"See," they say. "All this national unity talk is election bluff. They're really just pally Frenchmen".

Actually, what they are, is civilized gentlemen. What should the Prime Minister of Canada do? Spit in Mr. Johnson's eye? And should Johnson refuse to have anything to do with the country's leader? Because two men can argue shouldn't mean they can't smile for the camera.

The picture of the two men encourages me to think that they will be able to sit down across a table and, talking together, iron out a few of the Quebec - Canada problems. Notice I didn't say, French-English problems.

James Bridgewood of Burlington who is running on the Communist ticket in Hamilton East, assured us the Communist Party of Canada was completely autonomous and has no connection with Russia. Yet we read that John Kilasky, a veteran member of the Communist Party of Canada will probably be expelled from the party because of a book he wrote criticizing the Soviet Union.

It makes me wonder just how close the ties are between the Communist Party of Canada and the Soviet Union when the Canadian group is so sensitive to criticism of Russia. Methinks you doth protest too much, Mr. Bridgewood!

Would this be an opportune time for our Prime Minister to return General Charles De Gaulle's visit of last

year? "Touring through the ravaged streets of Paris he could shout "Vive La France Libre". Touche, Charles?

With wheat subsidies much in the news for the West, we wonder if the future of the Canadian prairie farmer might be like comedian Jonathan Winters' typical American farmer who says, "Government pays me \$25,000 for jes' watchin' the ground — sometimes I think I would like to get behind that plow for a spell jes' for the hell of it."

With election fever in full swing we wonder why the advertising agencies don't use some topical situations:

Candidate to PR executive, "If I use Ban will I get elected?"

Reply: "If you don't they won't let you in the House." Daniel Johnson to friend:

"Marcel Faribault, you've gone and left us defenceless. You've taken away the Right Guard."

The need to diversify could launch the Stanfield underwear company into a line of ladies lingerie. "I dreamed I was Prime Minister in my Stanfield bra".

Mr. Stanfield looking at the Chiquita label, "Just a banana, it ain't."

On kissing: Trudeau, "It's spring". Stanfield, "Wait till I swallow my banana. Douglas, "I must have jungle mouth."

A Burlington family has named their kitten, Trudeau. It was born on the day Pierre Trudeau was chosen leader of the Liberal party and Prime Minister. The kitten is, "black, full of the devil, and hasn't proved itself yet," the family tells us.



Diary of a Vagabond

BY DOROTHY BARKER

"Man and His World — A Little Expo

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will present displays conceived by the City of Montreal and offered by private sponsors of Man and His World itself.

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One novel idea that has not been passed on to Ottawa is the mayor's for all-year-round use of the site. "It seems a shame that our beautiful site is only to be used for five months of the year. Thus we aim to create a winter playground for three months in the winter. There's no reason why a family should have to leave the city just to find clean snow. Here they will be able to ski, skate on the lagoons and canals and practise their snowshoeing."

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Hail and Farewell

There are few roads in life that do not have a turning. It has always been my belief that around the next corner there is a challenge and often new beginnings. After my editorship of our hometown paper came to an end when the company was sold, I found around that proverbial corner, one of the most challenging and fulfilling experiences of my career.

Whee! That is both an involved paragraph and much too long to be perpetrated by one who has been trained in the concise method of writing. It was a necessary lead, however, to announce that this is the last column of Diary of a Vagabond.

Before it wears out its welcome in several hundred Canadian weekly newspapers, I realize that all promotion programs must come to an end. During the past nine and a half years, it has been my good fortune to make nationwide friendships, both personal and in industry and to have seen a Canada, not too many of our citizens are privileged to know intimately.

There are so many fields of endeavour open to women these days in which we can make a contribution. I feel I have chosen well in accepting an appointment in a completely new undertaking. It is in the public relations field and this new challenge for my talents and ability will surely add to my understanding of human relationships. I only hope that any contribution I make will be as satisfying and exhilarating as my travel experiences and the knowledge I gained as author of this column.

Goodbyes are always a little sad. I poured more than mere words onto sheets of newspaper. The column and the associations it provided have

been as close to me as members of my own family. Especially members of the public relations department of the Canadian National Railways, sponsors of the column for all of those years. Their ideal was that it would provide interesting facts about Canada for our grass roots population. Facts about its people, places, history and industries. It was my joy to try and interpret that ideal for them.

I have run out of words with which to bid my readers farewell. Nor are there adequate words with which to express my appreciation to several hundred weekly newspaper editors for the space they consistently allotted to the column.

For twenty years I have tagged my reports, editorials and stories with a well known newspaper signature. Now, with regret, I must write "30" to this last Diary of a Vagabond.

Whitecourt Star, Alta.

June 5, 1968

Diary of a Vagabond

"Man and His World"

A Little Expo

C-999 by Dorothy Barker

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petition, supervised by the provincial Departments of Agriculture and Youth and sponsored by the Alberta Dairy-men's Association; the Alberta Milk and Cream Producers' Association; and the Edmonton Exhibition Association are now being accepted. The contestants will be judged during Edmonton's Klondyke Days, scheduled for July 20 to 24 inclusive.

The competition is open to single young ladies from 17 to 25. A pleasant personality and a basic knowledge of the dairy industry are the two most important qualifications.

Application forms and further details on the present competition can be obtained from district agriculturists, dairy plants, and A.A. Hughes, Secretary of the Alberta Dairy Princess Committee, Alberta Department of Agriculture, Edmonton.

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* * *
He who receives a good turn should never forget it; he who does one should never remember it.

OUR IMPORTANT FORESTS

Canadians, more than most people, should be conscious of the woodlands, and understand their needs. Almost one-sixth of the world's accessible softwood forests grow in Canada. The forest harvest, converted into a multitude of products useful to man, exceeds in economic value the output of any other single Canadian industry and indeed of many important industries combined.

Trudeau Influences Fashions

By MARGARET NESS

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L 999 Tourist industry

'68 promising to be good year

By DENNIS ORCHARD
Canadian Press Staff Writer
Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

'67 showed surplus

Canada's dollar-and-cents tourist earnings this year will not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,158,000,000 behind in Canada.

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The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

Spent less abroad

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo advertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces tying in newspapers, radio, television, magazines and special attractions.

One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Heritage Highways"—the 1,200-mile "route of the pioneers" between Windsor, Ont., and the Gaspé Peninsula.

Montreal hopes the Expo successor, *Man and His*

World, will fend off a tourist slump, but the exhibition's skimpy advertising budget of \$270,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

Picture by provinces

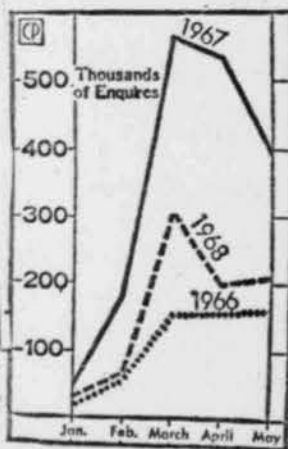
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Newfoundland: Tourist revenue was up an estimated 19 per cent last year to \$55,000,000, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an average 14 days in Newfoundland, a mark all other provinces envy, but more than four of 10 visiting Americans come to see relatives.

Prince Edward Island: A good tourist year is badly needed by the hard-pressed island economy. Advance bookings indicate a record year for the \$14,000,000 industry if the weather is good for traditional water sports.

Nova Scotia: Officials still are toting up the lost revenue from last year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. The province is currently concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick: The \$77,000,000 spent by 2,500,000 visitors last year was a record achieved despite Expo and bad coastal weather. The province is expanding cam-



For years, springtime enquiries for travel information received by government tourist bureaus have proved a remarkably accurate guide to the extent of holiday activity each summer. This year the Canadian government travel bureau reports enquiries running well below 1967, as expected, but more than 50 per cent higher than 1966. Graph shows the number of enquiries received during the first five months of each year for the last three years.

(CP Newsmap)

Quebec: A banner 1967 with Expo meant \$700,000,000 in tourist revenue; the number of U.S. vehicles entering the province more than doubled to 2,038,166. This year much depends on the success of *Man and His World* in hitting its goal of 20,000,000 visits, and on traditional Quebec attractions—cuisine, countryside, campsites and Quebec City itself.

Ontario: People who passed through on their way to Montreal last year will return to see Ontario and the rest of Canada, says a confident Denis Stefaniuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors.

Total tourist spending last year in Ontario is estimated at \$1,708,000,000, up 10 per cent.

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The pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

Saskatchewan: The province played host to about 1,100,000 tourists last year, and they spent \$72,360,000. Most were campers, who fish and hunt, spending less than other vacationers but staying longer. Harvey Dryden, director of Saskatchewan's tourist development branch, hopes for an increase of 10 to 12 per cent in tourist activity.

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Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer ones to resort operators who have year-round expenses to meet.

British Columbia: The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

Government advertising has shifted to emphasize the "shoulder months" of tourism—May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian.

Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

1968 to be big tourist year

By DENNIS ORCHARD
Canadian Press Staff Writer

Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

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PICTURE BY PROVINCES

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Niagara Falls Review, Ont.

Circulation 17,459

June 5, 1968

MAYOR RECEIVES GIFT

1968
MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies Friday at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Liorello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

Cannington Gleaner, Ont.
June 5, 1968



F999
by Dorothy Barker
**MAN and HIS WORLD -
A LITTLE EXPO**

"Man and His World", Montreal's continuing world exhibition which opened on Islands recently will feature the national exhibits of close to 50 countries in their original Expo 67 pavilions. Several of these countries will leave their presentations unchanged from 1967.

In a long awaited announcement at the end of January the city's dynamic Mayor Jean Drapeau, also said that the buildings or pavilions of 22 other countries or participants will present displays conceived by the City of Montreal and offered by private sponsors or Man and His World itself.

Fifteen other governmental or private bodies will present their original or new exhibits, or a combination of both, in their pavilions.

The exhibition, which will run through to October 14, occupies the same territory as Expo 67 minus Cite du Havre. It includes most of Expo's original theme pavilions as well as the amuse-

ment area at LaRonde. Man the Provider, Man the Explorer and Man in the Community, last year's theme pavilions which proved so popular, also remain.

Same Concept

Materially, physically and visually, the Man and His World island offer the same scope as Expo.

"It will not be Expo 67", Mayor Drapeau explains. "But at the same time we wish to remain as close as possible to the original concept. We would not do anything that would damage or change the image of Expo that the world now has."

One national pavilion that will have a completely new presentation will be that of Canada itself. The federal government has decided against exhibiting in it, and as a result it will become a memorial to Expo 67. Man and His World will keep the memory of the original exposition alive there through sound, pictures, newspaper clippings, tableaux and other displays.

Year Round Use

One novel idea that has

not been passed on to Ottawa is the mayor's for all year round use of the site. "It seems a shame that our beautiful site is only to be used for five months of the year. Thus we aim to create a winter playground for 3 months in the winter. There is no reason why a family should have to leave the city just to find clean snow."

Here they will be able to ski, skate on the lagoons and canals and practise their snowshoeing".

The mayor plans on three months for the winter, five for the summer and two months in between to get things ready for each. He hopes to inaugurate the new program next winter.

Diary Of A Vagabond

by Dorothy Barker

MOOD MAGIC

P-999
Often, when I have been researching a subject in a local library, the hush has been depressing. No so in this magnificent monument to constant learning.

I will start with the decor, for I am a firm believer in harmonious surroundings contributing to a mood. Large upholstered chairs in mite green and beige surround study tables. On islands of thick carpeting there are more of these comfortable lounge chairs in turquoise and moss green tweedy material. Tropical plants grow profusely in the air conditioned atmosphere and ceiling fixtures beam soft light on reading areas. There are tall narrow windows where comfortable chairs provide privacy while looking out over City Hall Square.

There is a children's theatre in the lower region, a parkade and space on the two top floors for offices. These will eventually be occupied by various municipal departments. There is one of the finest filing systems for reference and for locating books. Five-tiered racks surrounding three walls held every magazine I could think of and many I had never heard about.

Particularly interesting were

the pamphlets on every subject under the sun. Nearby is a section "For Teens" where a youngster had kicked off her shoes and, while reading, was luxuriously wiggling her toes in the deep pile of carpet that surrounded her. Two senior citizens were engrossed in choosing a "who-done-it" in the mystery fiction section, while nearby, several children with earphones were listening to records.

There is an extensive selection of Canadian films, newspapers from every city and town across the country, and better known dailies from all parts of the world. I couldn't then, or since, think of one thing that had been overlooked to make this a haven for either knowledge-thirsty citizens, or those just seeking leisure amusement through lighter reading, or the music library.

This was Edmonton's Centennial effort and her citizens can be justifiably proud of one of the finest public libraries in the country.

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Hail and Farewell

There are few roads in life that do not have a turning. It has always been my belief that around the next corner there is a challenge and often new beginnings. After my editorship of our hometown paper came to an end when the company was sold, I found around that proverbial corner, one of the most challenging and fulfilling experiences of my career.

Whee! That is both an involved paragraph and much too long to be perpetrated by one who has been trained in the concise method of writing. It was a necessary lead, however, to announce that this is the last column of Diary of a Vagabond.

Before it wears out its welcome in several hundred Canadian weekly newspapers, I realize that all promotion programs must come to an end. During the past nine and a half years, it has been my good fortune to make nation-wide friendships, both personal and in industry and to have seen a Canada, not too many of our citizens are privileged to know intimately.

There are so many fields of endeavour open to women these days in which we can make a contribution. I feel I have chosen well in accepting an appointment in a completely new undertaking. It is in the public relations field and this new challenge for my talents and ability will surely add to my understanding of human relationships. I only hope that any contribution I make will be as satisfying and exhilarating as my travel experiences and the knowledge I gained as author of this column.

Goodbyes are always a little sad. I poured more than mere words onto sheets of newsprint. The column and the associations it provided have been as close

to me as members of my own family. Especially members of the public relations department of the Canadian National Railways, sponsors of the column for all of those years. Their ideal was that it would provide interesting facts about Canada for our grass roots population. Facts about its people, places, history and industries. It was my joy to try and interpret that ideal for them.

I have run out of words with which to bid my readers farewell. Nor are there adequate words with which to express my appreciation to several hundred weekly newspaper editors for the space they consistently allotted to the column.

For twenty years I have tagged my reports, editorials and stores with a well known newspaper signature. Now, with regret, I must write "30" to this last Diary of a Vagabond.

Trudeau Styled Garb Reviving the Dandies

999
by MARGARET NESS

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the

Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue

terylene and was worn with a white turtleneck.

When it came to evening clothes, Mackay went all out—too far out for a Trudeau look. Several had arched highwayman collars you'd expect on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtlenecks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kid-skin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

If young men start wearing such evening grandeur, wives

and feminine friends will have to ask: What are you wearing to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets, that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontoians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtleneck.

The present men's collection of some 20 styles will be presented later in the Youth Pavilion at Man and His World in Montreal. Although

the men's clothes were the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substituted big frilly jabots for more manly stocks.

Georgetown Herald, Ont.
June 6, 1968

Hit in Quebec, Pipers Get Montreal Invitation

Georgetown Girls' Pipe Band was the hit of a parade in Quebec City, Sunday, May 26th, when they stole the show as the only pipe band in the Lions International Convention parade.

The girls were clapped all along the route, which stretched three miles through the old city.

On the way home the Girls' Pipe Band played at Man and His World in Montreal and have been asked back to do a whole show.

Accompanying the twenty girls in the band were Mrs. Tom Haines as chaperone, while Georgetown Lions Fred Zorge, Tom Ledwidge, Gob Collier, R Harlow and their wives, took the girls on a sight-seeing tour of the city.

The girls were housed in Laval University girls' residence

Trudeau the Inspiration For New Men's Fashions

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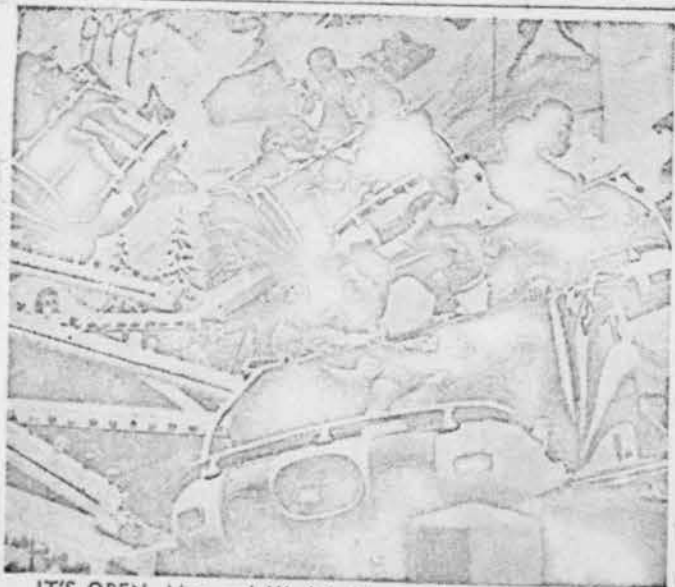
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Atikokan Progress, Ontario

Circ. 2,017

June 6, 1968



IT'S OPEN. Man and His World, or Expo II, or whatever you prefer to call it, has opened its doors again, welcoming the world. The fair will be a permanent summer exhibition, and according to Montreal mayor Jean Drapeau, it will grow each year in size and stature. — TNS Photo

An 'Expo' Special

Now that Expo-63, renamed "Man and His World," is again going strong in Montreal, Trailways has announced escorted tours beginning June 10 and continuing into September.

26 *International*
New York City

From JUN 6 1968

JERSEY JOURNAL

JERSEY CITY, N.J.

E-92,000

NOTES AND COMMENTS

1-9-9
The shares of International Business Machines Corp. have been climbing on the stock market and the company's executives say they don't know the reason. Apparently having a flock of computers at one's disposal doesn't answer every question.

Although Montreal has much poorer spring weather than Buffalo, the Q u e b e c metropolis has beaten out the American city for a National League baseball franchise. Expo, the Son of Expo, his army of voluntary taxpayers and now a big league baseball franchise. That Jean Drapeau is a mayor to be reckoned with!

7999 COME TO THE FAIR

Chalk up another achievement for Montreal's indefatigable Mayor Jean Drapeau.

The exhibition known as Man and His World has opened on the site of Expo 67, presenting many of the features that drew crowds to Expo last year and adding some of its own.

The zeal and enthusiasm of Mayor Drapeau were largely responsible for the exhibition which opened in mid-May and is to run until October 14.

Some 45 countries have displays at the new fair, against 61 represented at Expo. Some of the national pavilions have been converted to new uses. The Canadian pavilion, for instance, houses a permanent exhibition of the highlights of Expo 67. The geodesic dome that contained the United States display now is a park and aviary, with many species of trees, shrubs and birds.

The Britain pavilion now bears Montreal's coat of arms on the outside of its tower, instead of the Union Jack. The building contains a collection of antique cars and recorded music is played in the tower, where acoustics are regarded as near-perfect.

Among the countries no longer represented are Britain, Canada, the United States and the Scandinavian countries. But Irish manufacturing, exporting and cultural groups have taken the former Economic Progress pavilion with a model of the Abbey Tavern in Dublin, Irish dancing, songs and tunes and samples of Irish manufactured products. Poland, not represented at Expo, has a display.

The realistic surgical exhibits in the Man and His Health theme pavilion at Expo are back again to upset the composure of the faint-hearted.

Transportation facilities are much the same as last year. The Express (known last year as Expo Express) operates again to take visitors around the grounds. So does the minirail. In place of pedicabs there are miniature taxicabs.

Mayor Jean Drapeau predicts Man and His World will attract 20,000,000 visitors compared with the more than 50,000,000 who came to Expo 67. And he also predicts it will achieve a profit.

Despite rain and chilly weather on the opening holiday weekend, which held down attendance, no one should be surprised if the mayor's predictions come true. If there is anything he can do to assure success of Man and His World, he will do it.

Canadians everywhere will hope that it turns out as well as he expects.

Melita New Era, Man.
June 6, 1968

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Some 45 countries have displays at the new fair, against 61 represented at Expo. Some of the national pavilions have been converted to new uses. The Canadian pavilion, for instance, houses a permanent exhibition of the highlights of Expo 67. The geodesic dome that contained the United States display now is a park and aviary,

with many species of trees, shrubs and birds.

The Britain pavilion now bears Montreal's coat of arms on the outside of its tower, instead of the Union Jack. The building contains a collection of antique cars and recorded music is played in the tower, where acoustics are regarded as near-perfect.

Among the countries no longer represented are Britain, Canada, the United States and the Scandinavian countries. But Irish manufacturing, exporting and cultural groups have taken the former Economic Progress pavilion with a model of the Abbey Tavern in Dublin, Irish dancing, songs and tunes and samples of Irish manufactured products. Poland, not represented at Expo, has a display.

The realistic surgical exhibits in the Man and His Health theme pavilion at Expo are back again to upset the composure of the faint-hearted.

Transportation facilities are much the same as last year. The Express (known last year as Expo Express) operates again to take visitors around the grounds. So does the minirail. In place of pedicabs there are miniature taxicabs.

Mayor Drapeau predicts Man and His World will attract 20,000,000 visitors compared with the more than 50,000,000 who came to Expo 67. And he also predicts it will achieve a profit.

Despite rain and chilly weather on the opening holiday weekend, which held down attendance, no one should be surprised if the mayor's predictions come true. If there is anything he can do to assure success of Man and His World, he will do it.

Canadians everywhere will hope that it turns out as well as he expects.

E999

Trudeau-Inspired Fashions Will Fascinate Women

By MARGARET NESS
TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal.

But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau, wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

Lace For Evening

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue terylene and was worn with a white turtle-neck.

When it came to evening clothes, Mackay went all out—too far out for a Trudeau look. Several had arched highwayman collars you'd expect

on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtle-necks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kid-skin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

If young men start wearing such evening grandeur, wives and feminine friends will have to ask: What are you wearing to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontoians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtle-neck.

The present men's collection of some 20 styles will be presented later in the Youth Pavilion at Man and His World in Montreal. Although the men's clothes are the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substitute big frilly jabots for more manly stocks.



Stuart Mackay, a theatrical costume designer taking his first fling at personal clothes for men, included this creation in a recent showing of his new styles. The richly-embroidered jacket, complete with lace ruffles at the neck, cuffs and sides, is worn with belled silver trousers. The women's outfit is the same except the skirt is in the same material as the jacket.

999 Toronto may steal home with Grey Cup

By Al Sokol

Montreal may have its major league baseball franchise, but Toronto is warming up to throw Mayor Jean Drapeau his first curve ball.

Metro made an impressive pitch today to make this city the permanent site of the Grey Cup game, championship final of the Canadian Football League.

Executives of the nine CFL teams are meeting at the Royal York Hotel today to decide the location of the 1969 Grey Cup game with Toronto bidding against Montreal and Vancouver.

Since this year's Grey Cup is at CNE Stadium, a decision favoring Toronto for the '69 final would indicate the effectiveness of the Metro lobby. City officials are expected to offer the CFL numerous incentives to make the Grey Cup game and the social functions connected with it a first-class package deal within the confines of the CNE grounds.

Among the facilities the CNE could provide are accommodations for both

participating teams, a practice field, meeting rooms, and the Queen Elizabeth Building for dinners and entertainment.

This marks the first time Toronto has risen to a Montreal challenge in many blue moons. Both cities want the Grey Cup game on a permanent basis and both want the 1976 summer Olympics.

Future on line

Montreal's intentions to build a 50,000-seat dome stadium in three years, however, put Toronto out of the running in most peoples' minds.

There are signs Toronto and its sportsmen have been underestimated while Montreal's potential has been overestimated. Both cities will put their immediate future on the goal-line at today's meetings.

CNE Stadium now has a capacity of 33,135 but there are concrete plans to enlarge the park or build a new stadium to house the 1976 Olympics.

Parking facilities can accommodate as many as 15,000 cars in lots adjacent to the stadium.

Three of the nine teams in the CFL are from Ontario while Montreal is the furthest eastern city and Vancouver the furthest western representative. The little item of the Royal York being the largest hotel in the Commonwealth will not be overlooked in Metro's presentation.

Expo Stadium in Montreal has a capacity of 25,000 which can be increased to 37,500 in time for the '69 Grey Cup. Some argue the CNE Stadium would still provide better seats between the goal-lines at 33,000 and consequently produce more revenue from higher-scaled tickets.

The City of Montreal also happens to be \$28,000,000 in the hole because of Expo 67 and sinking deeper with the Son of Expo. The Montreal dome may be further than three years away and Toronto interests are ready to capitalize on any delay.

Vancouver's Empire Stadium (32,759) is an excellent park, but the city just doesn't have the hotels to house a Grey Cup army. Riots in the streets during the 1966 Grey Cup parade in Vancouver may be recalled during considerations by the CFL today.

Win or lose, it's encouraging to know that Toronto is at least willing to battle Montreal over something more substantial than park benches.

Andreotti's replacement?

EXTRA POINTS: Toronto Argonauts announced the signing of a rookie linebacker today which makes it appear veteran linebacker Jim Andreotti will definitely retire. The 19th new import is Ken Corbin, a six-foot-one, 225-pounder from the University of Miami.

Corbin, 23, was drafted 15th by Miami Dolphins of the AFL, but Argo head coach Leo Cahill says this fact is misleading. Under his coach's system,

Corbin participated in only 50 percent of the defence yet set a school record for tackles by a linebacker.

The CFL meetings settled some major business today. The radio rights for the 1968 Grey Cup were sold to the CBC while Labatt's Breweries Ltd. purchased the film rights of the Nov. 30 final at CNE Stadium. Both contracts are on a two-year basis.

CFL commissioner Jake Gaudaur reported the TV rights to this year's Grey Cup Game will not be negotiated until September, which is the usual practice. Gaudaur said the CFL spent part of the day discussing constitutional revisions and the serious problem of cable television coming into blacked-out home areas.

The Canadian Amateur Football Association received a grant of \$57,113 from the CFL to aid this independent body in its promotion of minor football.

Tourist Boom to Continue

By DENNIS ORCHARD
Canadian Press Staff Writer

Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

Canada's dollar-and-cents tourist earnings this year will not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,158,000,000 behind in Canada.

The realistic aim this year

is foreign tourist spending of at least \$1,000,000,000 and record business everywhere but in Quebec province.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo advertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces tying in newspapers, radio, television, magazines and special attractions.

One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Heritage Highways"—the 1,200-mile "route of the pioneers" between Windsor, Ont., and the Gaspé Peninsula.

Montreal hopes the Expo successor, Man and His World, will fend off a tourist slump, but the exhibition's skimpy advertising budget of \$270,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

Here is the province-by-province tourism picture:

Newfoundland: Tourist revenue was up an estimated 19 per cent last year to \$55,000,000, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an average 14 days in Newfoundland, a mark all other provinces envy, but more than four of 10 visiting Americans come to see relatives.

Prince Edward Island: A good tourist year is badly needed by the hard-pressed island economy. Advance bookings indicate a record year for the \$14,000,000 industry if the weather is good for traditional water sports.

Nova Scotia: Officials still are toting up the lost revenue from last year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. The province is currently concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick: The \$77,000,000 spent by 2,500,000 visitors last year was a record achieved despite Expo and bad coastal weather. The province is expanding campaign facilities to meet heavy demand.

Quebec: A banner 1967 with Expo meant \$700,000,000 in tourist revenue; the number of U.S. vehicles entering the province more than doubled to 2,038,166. This year much depends on the success of Man and His World in hitting its goal of 20,000,000 visits, and on traditional Quebec attractions—cuisine, countryside, campsites and Quebec City itself.

Ontario: People who passed through on their way to Montreal last year will return to see Ontario and the rest of

Canada, says a confident Denis Stefaniuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors.

Total tourist spending last year in Ontario is estimated at \$1,708,000,000, up 10 per cent.

Manitoba: The Pan-American Games helped Manitoba to a record \$106,000,000 in revenue from 2,500,000 out-of-province tourists last year.

The pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

Saskatchewan: The province played host to about 1,100,000 tourists last year, and they spent \$72,360,000. Most were campers, who fish and hunt, spending less than other vacationers but staying longer. Harvey Dryden, director of Saskatchewan's tourist development branch, hopes for an increase of 10 to 12 per cent in tourist activity.

Alberta: The government travel bureau is concentrating this year on the home folks, urging Albertans to "know Alberta better." The bureau also aims at non-residents a stylish publication describing Alberta as Canada's "Princess province" and a "Roamin' Empire."

Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer ones to resort operators who have year-round expenses to meet.

British Columbia: The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

Government advertising has shifted to emphasize the "shoulder months" of tourism—May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian.

Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

New Glasgow News, N.S.

Circ. 8,995

June 6, 1968

Gift For Mayor

999
MONTREAL (CP) — Mayor Jean Drapeau and the city of Montreal received gifts from Italy during ceremonies Friday at the Italian pavilion at Man and His World, Montreal's permanent exhibition on the site of Expo 67. Dr. Lionello Gavio, travel commissioner for Canada with the Italian government travel office, acted on behalf of the city of Florence in presenting to Mayor Drapeau, for the city of Montreal, a copy of the statue Putto by sculptor Verrocchio.

Good Tourist Year

S-999
By DENNIS ORCHARD

Canadian Press Staff Writer

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Tilbury Times, Ont.
June 6, 1968

7-299
The grade 7 and 8 pupils of St. Johns School, as well as their teachers and chaperons who visited "Man and His World" in Montreal for a few days last week returned on Friday----- very tired. They all reported having enjoyed the trip very much.

Corner Brook
Western-Star, Nfld.
Circ. 7,157
June 6, 1968

Eating still good at Man and His World

789
By ION EVANS
MONTREAL —The drum-thumpers are crying out that 27 international restaurants are "back" at Man and His World, this summer. That's great news. But slightly misleading. All those restaurants may indeed be back in operation. I can't swear to it because I didn't get the chance to get around and count them all in my few days on the islands this week (and, you know, the city of Montreal's hired enthusiasts to tend to get carried away — away from strict accuracy, that is.)

At any rate, it's not so much a matter of whether the restaurants are back in business, but whether the foreign entrepreneurs who ran them so authentically (if expensively) last summer, are back. Some are. But many have been replaced by local firms.

The imported artisans who tolled away in the kitchens of the French pavilion last summer, for instance, have all gone back home. And the three dining rooms there are now under management of home-grown operators.

The Cuban pavilion restaurant, for another instance, is no longer a Cuban restaurant in any sense; it is operated by the famed Desjardins Restaurant of Montreal. That's not a condemnation, you know; it's just that you should be clear in your head and belly that there's no Cuban restaurant in the Cuban pavilion any more. (As a matter of fact, I had a delightful dinner including appetif, bowl of clam chowder, giant fried seafood platter, carafe of white wine, and coffee for \$6.60 including service.)

But perhaps I'm being too negative. I should lay some emphasis on the act that at least a couple of the best res-

taurants are back at Man and His World under precisely the same management and menu.

The Atlantic Provinces' fantastically popular seafood room on the second floor overlooking the river, is back, for one, with the same chef, staff, prices and all. And that's phenomenal good luck, I figure.

The other day at lunch there, I had a St. Raphael blanc, one of those delicious little lobster-and-crabmeat egg rolls with plum sauce, magnificent lobster chunks sauteed in a rich wine sauce, carafe of white wine and coffee for \$6.40, not including service.

(This is a good place to mention that again this year, as last, you must be careful to check when you pay your bill to see whether or not the total includes service. Some will add 12 (as in the case of Desjardins' to the bill to cover the service; others will leave it to your discretion and generosity. Make sure you know which it is so that you don't either double-tip or stiff your waiter.)

Another first-class dining room back in operation this summer exactly as before, is that in the Indian pavilion. The service, from all male waiters, is so graceful I can only compare it to the Japanese.

(And while I'm at it, the Japanese pavilion restaurant is operating again, too.) I had a pick-me-up appetif of iced tea and rum, the exciting, dusky red tandoori chicken (a half), a savory rice with peas and onion, relish, a dessert of sweet cake soaked in honey and topped with cream and cherry, and several cups of pungent tea for a total of \$4.70. The menu here clearly states that service is not included.

Among the brand new dining places at Man and His World, is a charming Irish pub-restaurant, called Le Shillelagh, and operated by the same men who have the highly successful Hunter's Horn pub uptown. This gay, cozy tavern is located right in front of the old American pavilion, now called the Biosphere and full of trees and birds.

Le Shillelagh boasts a number of fine Irish specialties, like Dublin Bay prawns deep-fried in ale batter (\$3.75), corned beef and cabbage (\$2.90) Dublin broil (\$3.95) and Irish stew (\$2.25). All these are served with juice or soup, coffee or tea and ice cream or sher-

bet. (And that "Dublin Bay prawns" business is no "con" either; if they've got them when you're there, then they were flown in that same day from Ireland.)

Down at La Ronde, the Bavarian beer hall is going full blast again, and again under the management of George Reiss. This year a large, roofed but open-walled extension has been added that must at least double the accommodation. I noticed far more eating places throughout La Ronde this year, and indeed throughout the whole fair, and it seemed to me on casual inspection that their prices were considerably lower. On the average, soft drinks are 15 and 25 cents, coffee or tea 15 cents, hamburgers 40 cents and hotdogs 25 cents. There are all kinds of Chinese snack bars sprinkled about and plenty of pizza places, too.

There's a reasonable-looking restaurant in the Quebec pavilion called Le Canon and another (Hungarian) under the Cinema pavilion (the former European Community pavilion). The Pakistani restaurant under the United Nations pavilion is back in business and so is the highly-touted Belgian pavilion restaurant, with slightly lower prices.

All in all, the food situation at Man and His World doesn't look bad at all. (TNS)

Tooth decay

Tooth decay can be largely prevented by brushing teeth after every meal and by cutting down on sugar and sweets. But if you can't brush your teeth after meals, the next best thing is to rinse your mouth with water. Rinsing your mouth of food particles immediately after eating may cut down tooth decay. If water is not handy, then finish up your meal with a fruit or vegetable such as an apple, raw carrot or pear.

**CE DOSSIER CONTIENT
PLUSIEURS DOCUMENTS
ILLISIBLES**

NORTH BILLERICA, MASS.
NEWS
W. 827

MAY 30 1968

FAYETTEVILLE, W. VA.
STATE SENTINEL
W. 1,895

JUN 5 1968

SAGINAW, MICH.
PRESS
- W. 1,683 -
SAGINAW METROPOLITAN AREA

JUN 7 1968

1968

W



Montreal's 1968 Man And His World



In an unprecedented move in the history of world expositions, "Man and His World" Expo 67, opens May 17 as a permanent attraction of the City of Montreal.

Mayor Jean Drapeau says the new cultural and entertainment center is not intended as a repeat of Expo but will "remain as close as possible to the original concept." It will run through October 14, and an attendance of 20 million is expected.

CANASTOTA, N. Y.
BEE-JOURNAL
- W. 2,275 -
SYRACUSE METROPOLITAN AREA

JUN 6 1968

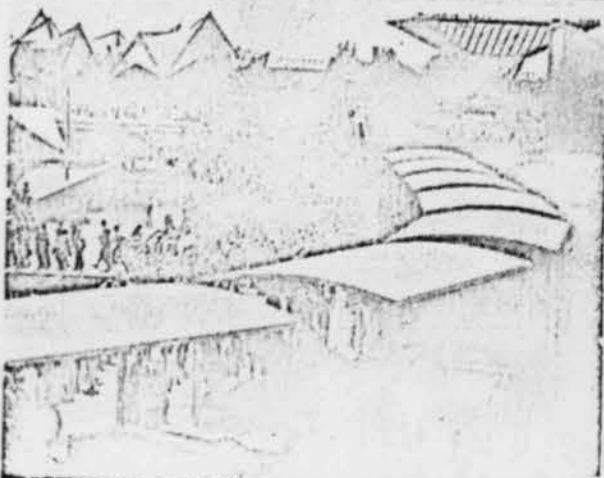
Internationalist China, France, Israel, India, Italy, Japan, Mexico, the Netherlands, United Arab Republic, Cuba, the African nations, and others—and new features have been added. The 20-story U. S. plastic globe has been renamed "The Biosphere" and will become a botanical garden and aviary.

Most of the major attractions on the 600-acre site will have free admission, and the plan for "Man and His World" calls for retaining the same non-commercial qualities that characterized Expo 67. Again it will be oriented to maximum services for the convenience of visitors, with direct modern

ERIE, PA.
WEEKLY SENTINEL
W. 4,400
ERIE METROPOLITAN AREA

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The city is retaining \$1 billion worth of land and improvements on the Expo 67 site on two St. Lawrence River islands. All but three of the exciting pavilions of 63 nations remain intact—West Germany, Nationalist China, France, Israel, India, Italy, Japan, Mexico, the Netherlands, United Arab Republic, Cuba, the African nations, and others—and new features have been added. The 20-story U. S. plastic globe has been renamed "The Biosphere" and will become a botanical garden and aviary.

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ROCHELLE PARK, NJ
NEWS-DISPATCH

EKLY-4,985

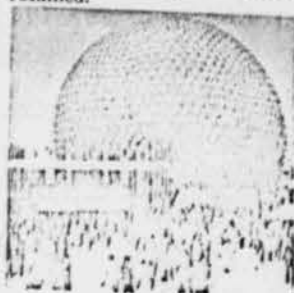
MAY 23 1968

Montreal's 1968 Man And His World



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subway and ground transportation from the heart of Montreal, only minutes away. The Expo Express, low-cost Mini-rail, canal boat rides and other on-site transit will be in service, and other facilities for relaxation and comfort that distinguished Expo 67 will be retained.



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Richmond Hill Liberal, Ontario

Circ. 7,420

June 6, 1968

*Festival Choir
Invited To Sing
Montreal, Texas*

The Festival Choir of Vaughan has been invited to appear at "Man and His World" in Montreal, and also at the world's fair, "Hemisphere" in San Antonio, Texas, this summer, it was learned last week. A meeting of parents has been held to discuss the invitations, but no firm decision has been reached as yet.

There are also rumors that the 250-voice choir of public school pupils in the Township of Vaughan has been invited to Expo '70 in Japan. Music Director Robert Richardson reports that this rumor "is greatly exaggerated. That's a long time in the future."

The choir sang at Expo '67 in Montreal last year. The invitation for a repeat performance is an indication of their fine singing on that occasion.

Kelvington Radio, Sask.
June 6, 1968

E 999



IT'S OPEN. Man and His World, or Expo II, or whatever you prefer to call it, has opened it's doors again, welcoming the world. The fair will be a permanent summer exhibition, and according to Montreal mayor Jean Drapeau, it will grow each year in size and stature. — TNS Photo

Ottawa Le Droit, Ont.

Circ. 39,080

June 7, 1968

4-999 Splendeurs et curiosités

de la nature

Si vous désirez, en visitant la Ronde affolante de "TERRE DES HOMMES", un moment de répit, de calme et d'émerveillement, rendez-vous à l'aquarium Alcan de la ville de Montréal. Là, vous aurez le choix d'un spectacle surprenant et d'une plongée sous-marine sans avoir à revêtir le costume.

En effet, l'aquarium Alcan est composé de deux édifices.

Le premier, ouvert au public tous les jours de 10h du matin à 11h du soir se nomme pavillon Alcan. A l'entrée, le visiteur contourne une énorme banquise entourée d'eau, où vous accueillent les élégants manchots de l'Antarctique qui sont véritablement friands de la présence des visiteurs. De multiples bassins d'eau de mer représentant divers paysages marins sont occupés par des collections vraiment étonnantes de poissons de toutes grosseurs, aux moeurs toutes plus surprenantes les unes que les autres; poissons tropicaux de toutes formes et de toutes couleurs, crustacés in-

fimes ou géants tels certains homards que bien des amateurs voudraient avoir en panoplies; tortues qui véhiculent sous leur ventre ou sur leur carapace de poissons paresseux; poissons électriques dont l'anguille est la plus connue, et qui se déplacent par l'ondulation de nageoires très particulières; poissons plies, crabes et autres animaux aquatiques au mimétisme presque parfait.

Enfin, le visiteur se retrouve sous un firmament étoilé au centre d'un énorme récif de corail dont les eaux sont peuplées de centaines de magnifiques poissons d'une inouïe richesse de coloris. Chaque bassin porte à l'avant des inscriptions donnant le nom de chaque espèce de même qu'une illustration en couleur et la provenance géographique.

Emerveillé par cette visite du Pavillon Alcan, le visiteur à certaines heures peut encore se ménager un surprenant spectacle en entrant voir les ébats

des Dauphins au **Cirque Marin Alcan**, le second édifice de l'Aquarium.

Huit magnifiques bêtes évoluent dans un énorme bassin aux parois transparentes qui permettent aux spectateurs de voir évoluer les dauphins tant sous l'eau qu'hors de l'eau. Un spectacle utilise quatre ou cinq des huit dauphins du cirque. Les prouesses de ses bêtes agiles et intelligentes sont accompagnées de musique d'orgue et d'un commentaire bilingue fort divertissant.

Les Dauphins, sous la direc-

tion de leur talentueux entraîneur, font des démonstrations de nage de fantaisie, de danses aquatiques ou à go-go, de sauts au cerceau, de sauts de barre, de jeux de ballon au panier, de chant choral et d'un saut de précision en hauteur que seul un dauphin très bien entraîné peut réussir. Un spectacle bien au point, très enlevé, qui vous fait quelquefois retenir votre respiration; un spectacle qui s'enrichit sans cesse à mesure que l'entraînement des Dauphins se poursuit.

By DENNIS ORCHARD
Canadian Press Staff Writer

Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.



The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

Canada's dollar- and -cents tourist earnings this year will not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone — an estimated 15,000,000 — left \$1,158,000,000 behind in Canada. The realistic aim this year is foreign tourist spending of at least \$1,000,000,000 and record business everywhere but in Quebec province.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.



Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo advertising in the U.S., the Canadian Government Travel Bureau is stepping up joint programs with the provinces tying in newspapers, radio, television, magazines and special attractions.

Montreal hopes the Expo successor, Man and His World, will fend off a tourist slump, but the exhibition's skimpy advertising budget of

\$270,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

In Western Canada the pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

In Alberta, the government travel bureau is concentrating this year on the home folks,

urging Albertans to "know Alberta better." The bureau also aims at non-residents a stylish publication describing Alberta as Canada's "Princess province" and a "Roamin' Empire."

Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several

summer ones to resort operators who have year-round expenses to meet.

In British Columbia, B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

Government advertising has shifted to emphasize the "shoulder months" of tourism — May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian.

Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

Welland-Port Colborne

Tribune, Ont.

Circ. 19,052

June 7, 1968

F-999

Montreal '69 Grey Cup Site

TORONTO (CP) — Montreal's Mayor Jean Drapeau scored again Thursday, convincing the Canadian Football League that the 1969 Grey Cup game should be played on the site of EXPO 67.

The league decided the game will be played in the Expo Autostade, new home of Montreal Alouettes of the CFL, after receiving a letter from the mayor saying that seating will be increased to 37,500 from 25,000 by next summer.

In a switch from the usual Saturday date, the game will be played Sunday, Nov. 30.

The Montreal bid topped submissions by Toronto and Vancouver, but Toronto has already asked for the 1976 Canadian championship game between Eastern and Western Conference winners. This season, it will be played in Toronto Saturday Nov. 30.

Montreal was awarded the 1965 game, but it was later moved to Toronto when plans for a stadium in suburban Ville D'Anou fell through.

CAMPAIGN SUCCEEDS

Lew Hayman, general manager of Toronto Argonauts, suc-

ceeded in his campaign to allow all 32 players on a club's active roster to dress and play in all regular-season, playoff and championship games.

Officials voted for the plan. Hayman had been trying for years to get the league to increase the quota from 30. In previous seasons, the teams could dress only 17 Canadians and 13 imports.

This year, the 14th import will be named as a substitute. He can replace another player only if the other player does not re-enter the game, similar to the substitution rule in baseball.

"It was ridiculous to sit out two players every game," Hayman said. "Not only do the fans want to see them, but the clubs didn't pay good money to have them sit in the stands."

CFL commissioner Jake Gaudaur said the Western Conference representatives did not want to continue the previous Grey Cup pattern of two games in the East and one in the West every three years.

"They didn't feel we had to adhere to the pattern, but they want a type of rotation system," he said.

CONSIDER FACTORS

"However, consideration must be given to such things as hotel accommodations and weather factors in any selection of a site."

Earlier, the league accepted a commissioned report on cable television which Gaudaur said "is of serious importance to all sports groups and television networks."

He said a 1954 Exchequer Court decision involving a Montreal firm said the skies are

public domain.

"A company can take a signal out of the sky and show a game right across the street from the park," Gaudaur said.

"Cities such as Montreal, Hamilton, Ottawa, Toronto and Vancouver could be hurt badly at the gate.

Allan McEachern, league president, was authorized to sign an agreement with the city of Hamilton for the Hall of Fame. It was awarded to the city at an earlier meeting and Gaudaur said it will be a better attraction than the National Football League or baseball buildings.

WANTS ACTION

"We want it to be a live and electronic type of exhibition where visitors can relive some of the great moments in the CFL," he said.

"People don't want to see a museum-type hall of fame."

Gaudaur will meet with Gary Schreider of Ottawa, president of the CFL Players' Association, to discuss an off-season game between an East-West all-star team and the previous year's winner of the Grey Cup.

The association hopes the exhibition game will increase its pension fund which now totals \$91,938.

Meanwhile, Edmonton is talking about a domed stadium for the Eskimos.

Norm Kimball, Edmonton general manager, said Thursday night he got the idea from a building at Idaho State University in Pocatello. It involves a quonset hut-type construction and seats 12,000. Cost: \$2,500,000 or about \$500,000 more than the clock at the Houston Astrodome.

Brockville Recorder &
Times, Ontario
Circulation 10,561
June 7, 1968

MAN AND HIS WORLD. CHAR-
109
person bus, leaves Shopping
Centre 7 a.m. Leave Man and
His World grounds 9 p.m., \$8
per person, including pass into
grounds, Bus leaving June 15,
June 22, June 29. For reserva-
tions contact Bill Thompson,
Telephone 342-4043.
M30-31-Jnl-6-7-8-383

Brockville Recorder &
Times, Ontario
Circulation 10,561
June 7, 1968

New Hostess Uniforms For Man And World

MONTREAL (CP) — The new hostess uniforms for Man and His World were unveiled recently prior to the official opening of the summer - long exhibition.

About 600 women guides between 18 and 25 will be wearing the ensemble designed by Michael Robichaud, the creator of the Expo '67 hostess uniforms.

Robert Shaw, deputy commissioner general of Expo and now first vice-principal of McGill University, said at the unveiling he liked the uniform's cape "better than last year's white one."

The cape, in quilted dark blue antron lined with powder blue, is lightweight but wind and rain proof, and fastened with silver buttons.

The rest of the ensemble consists of a short-sleeved, shirt collared coat - dress made of light worsted in glacier blue.

Designer Robichaud retained a few touches from last year. Bag, shoes, beret and gloves are the same as last year's.

"Hemlines will be proportioned to the individual girls, but generally they'll be a discreet two or three inches above the knee," said the couturier.

Calgary Herald, Alta.
Circ. 88,644
June 7, 1968

v 999



MAYOR'S LIKENESS. Artist Jack Wilson displays his representation of Jean Drapeau to the Montreal mayor. The caricature is one of many works which are on show in the Humor pavilion at Man and His World. (CP Wirephoto)

Vancouver Province, B.C.

Circ. 104,851

June 7, 1968

Expo's Labyrinth

needs a sponsor

Financial Times

MONTREAL — Labyrinth, the National Film Board show that drew 1.3 million visitors at Expo 67, may not find an early grave after all.

For the past 10 days, Charles O'Neill, a Montreal marketing consultant, has been trying to find a commercial sponsor for the film — so far with no success.

"They keep wanting to know how *Man and His World* is doing," O'Neill explained. "But I don't think that's relevant."

"Any show that attracted over a million people in six months, that people were willing to wait four hours in line to see, can't fail. After all, the first cinerama ran three years."

O'Neill, an American who looks rather like Charles Laughton, first became interested in Labyrinth about two weeks ago,

when a friend told him that Central Mortgage & Housing Corp. planned to demolish the pavilion.

"Myself, I haven't actually seen the show, though I've been through the building with a fine tooth comb. But I figured it was a shame to let an all-Canadian product like that, that was lauded everywhere, die."

"At first I thought it would be simple, but now I'm not so sure. It's not that people aren't interested, it's just that they keep wanting to have more meetings to consider it. And time's running out."

O'Neill has until June 17 to find a sponsor; after that, CMHC will go ahead with its plan to tear down the pavilion.

He still thinks a sponsor can be found. The basic proposition, for one thing, involves no money on the table. The \$50,000 needed as an advance bank deposit has already come from O'Neill himself, who has formed Labyrinth Inc. to operate the show.

A sponsor would be required simply to guarantee any losses Labyrinth might have — which O'Neill thinks is the remotest of possibilities. In return for the guarantee, O'Neill offers free publicity in the form of the company's name on the building and one usher's uniforms, publicity in a brochure given to all customers, and general good will.

No money will go to the sponsor, should Labyrinth make a profit. O'Neill, who envisages a bar, restaurant and snack bar attached to the pavilion, thinks the publicity alone would be worth it to any company producing consumer goods or services.

The show could be open before the end of the month, O'Neill says. It could then run through the *Man and His World* season, with between 16 and 30 shows a day, and on weekends, until the snow comes.

At an entrance fee of \$1 for adults (\$2 for reserved seats), that could provide a nice profit.

The critics are right in complaining about the ~~excessiveness~~ of Man and His World. The loudspeakers ~~seem~~ to be running without controls, and the barkers at La Ronde have offered a noisy, cheap carnival tone that was absent last year. Perhaps we forget how discreet were the sounds of Expo, how a kind of peacefulness seeped into the overall enjoyment.

Man and His World has retained to a remarkable degree the charm of Expo. There is no reason why it should slump in quality because of the brashness and insensitivity of some of its participants.

— (Montreal Star)

UNREST BENEFITS CANADA

U.S. Tourists May Go North

By ROD CURRIE

WASHINGTON (CP) — The spectre of "social unrest" in the United States, which many predicted would have a stalling effect on the summer's tourist business, is apparently striking a bitter blow to certain localized areas rather than the industry as a whole.

Many Americans will be staying closer to home—and away from the troubled big cities. Also, early figures indicate an above-average flow of Americans into Canada, one of the few countries favored by U.S. tourists that has not been beset by riots, rebellion or even open revolution.

"The American tourist is a pretty hardy individual," said a spokesman for one travel organization, "and figures indicate neither social unrest at home or abroad, nor the president's plea to Americans to vacation at home will make him change his mind once it's made up."

President Johnson, to help fight the U.S. balance-of-pay-

ments deficit, has urged Americans to take their vacations in the Western Hemisphere—preferably the U.S.

Figures from the Canadian government travel bureau here indicate inquiries about travel to Canada are up 46 per cent compared with the corresponding period in 1966. Bureau manager John Dunt, saying he was "very satisfied" with this volume, explained that comparison with last year—when volume was about 25 per cent higher—did not give a true picture because Expo 67 made that an exceptionally busy tourist year for Canada.

A Boston official of the Automobile Legal Association said recently there was an 11-per cent decline in routing requests this year. He suggested the reason was that many vacationers were keeping close to home, rather than venturing across the continent or into urban areas.

An official here of the American Automobile Association said there was no evidence of a downward trend in requests for

travel information although he agreed many tourists were tailoring plans to avoid potential trouble spots.

For those who want to respect the president's injunction against overseas travel, but have their hearts set on a city holiday, Montreal is again receiving favorable plugs in the U.S. press.

Myron Glaser, writing in the Washington News, described the opening of Man and His World, on the Expo 67 site, as "one of the most vivid spectacles in my memory."

Robert H. Estabrook, in the Washington Post, says returning to the exhibition is "like visiting

an old friend who has taken up some interesting new ideas since you last met." He adds:

"When the substantial separate friendly-but-foreign attractions of the world's second largest French-speaking city are added, Montreal this summer will be a very exciting place indeed."

Corner Brook
Western-Star, Nfld.
Circ. 7,157
June 7, 1968

R999
**CBC to build
headquarters**

MONTREAL (CP) — The CBC will begin construction of a \$66,200,000 Montreal headquarters in November with completion date set for April of 1972, it was announced Friday.

Laurent A. Picard, senior vice-president of the CBC, said at a news conference the east-end complex to be called Place Radio Canada will be smaller and less expensive than originally planned.

Gerard Pelletier, minister without portfolio, said the federal cabinet had given approval to plans for the 23-storey office and studio complex whose original estimated cost of \$71,000,000 soared to more than \$80,000,000 once the planning phase got under way.

He said the reduction will be effected by eliminating two studio areas which will be replaced by continued use of the International Broadcast Centre near the site of Man and His World—successor to Expo '67.

Mr. Picard said the work order for the CBC centre will be issued June 1, followed by the calling of tenders in July with building contracts to be awarded Oct. 1.

He said the hexagonal tower and surrounding studios will house more than 2,500 employees.

F-999



WESTWICK

Weekly Roundup. Notes and Comment

SCORE another victory for Mayor Drapeau who appealed for the 1969 Grey Cup game and wound up with it for an enlarged Expo Stadium in Montreal . . . At that Montreal's overdue for the big game which last was held there at Molson Stadium 37 years ago . . . This was the year Regina came East and ran into a strong M.A.A.A. squad directed by Warren Stevens in the first year of the forward pass . . . Gordie Perry was a star too in that game on the backfield for Montreal who beat the Western club 22-0 . . .

Ottawa, which broke the stranglehold held by Toronto and Vancouver and made a real success of the Grey Cup last year, didn't hurt Montreal's chances of landing the game for the next season . . . The late Al Ritchie coached the Western champions in that 1931 final, and if memory serves it resulted in a life suspension for Montreal's "Red" Tellier for hitting a Regina player . . . For a touchdown . . . Stevens threw the first forward pass for a touchdown in a Grey Cup game that day to Montreal's Kenny Grant . . .

Oddly enough Warren Stevens, who was imported by Montreal to exploit the forward pass, wasn't on the throwing end for the first point scored in the Big Four via the passing route . . . Johnny Bennett threw to Henry Garbarino in the first game of the season for a point after touchdown against Ottawa Rough Riders . . . Later that day Stevens threw the first pass for a touchdown to Frankie Robinson . . .

ALWAYS INTRIGUING

An old history teacher warned me once there would be days like these, but neglected to say that so many people would come to the rescue about a name mentioned in a list of intriguing team handles adopted by pro baseball clubs through the years . . . We had mentioned some writers, including this reporter, wondering about the New Orleans "Cajuns" . . . At least a half dozen people have since informed us that "Cajuns" were those French people ordered deported by the British from Acadia in 1755 and who settled in Louisiana . . . And the name is a corruption of "Acadians" . . . Dr. J. F. Hamel, as a matter of fact, recently returned to Ottawa from the New Orleans area and among those who set us right . . .

A lot of those athletic nicknames for either teams or individuals have intrigued this corner for years . . . And a fertile territory is English boxing history with such as Bendigo, Dick Curtis, "The Pet of the Fency" or Symonds "The Ruffian" and Henry Pearce "The Game Chicken" . . . A pug named Perry was known as "The Tipton Slasher" . . . Never had much use for the writer who nicknamed a former pro pitcher "Boom Boom" Beck because he was touched for a few home runs in his first appearance . . .

Former Montreal Alouette owner Ted Workman on Saturday in "Week-End Magazine" continues a series of articles in which he explains some of the situations for which he seems to have taken the rap while owner of the Montreal C.F.L. entry . . . You'd go daft in this business taking the word of everybody who throw rocks and cut down people in the sports world . . . You take men as you find them and it's good to see Ted giving his version of incidents . . . You can be sure to find a few skeletons in the closets of some of his critics . . .

WON'T OBJECT TO THIS

Dr. Don Plouffe was up to see the film patrol screening of an accident in which he was tossed to the track at Connaught recently after his horse had piled into Harry Zeron . . . Harry won't be driving for a while, and after a few looks at the accident you'd wonder how even this powerful big horseman walked off the track after the belt he received . . .

The Montreal football management doesn't see anything wrong with a little fun in training camp . . . At least it should be fun when the football stars play an exhibition softball game against the Playboy Club Bunnies this weekend . . . Unless grid players are changing there won't be any beef about this kind of exhibition in the heat . . .

Practically every racing writer continues to breathe a sigh of relief that Forward Pass didn't win the triple crown so that it wouldn't be a "tarnished" chapter in that racing triple . . . All because he won by a disqualification in the Derby . . . Still, they don't use asterisks or offer any explanation when a hockey team scores perhaps two or three goals sometimes to win a Stanley Cup final against a team that is shorthanded through penalties . . . And the latter team often is shorthanded through a judgment call . . . Regardless of how or why a horse shows a positive test, it's scientifically proved a drug is present in the horse's bloodstream . . .

A previous Derby winner, or a winner of any race, might well have showed up a "cloudy" test and no action taken for that particular incident . . . The conviction among many people in the racing game is that a medication not considered a stimulant might well be a "carrier" . . .

FAIR EFFORT ANYWAY

Not to Harry McM: Can't be sure if "Red" Grange may have exceeded it in some ways as a pro, but certainly his top football feat must have been against Michigan back in the 20s when he scored four touchdowns in the first 12 minutes against the Wolverines . . . And one to J.C.B.: You could argue either way on the origination of football's T formation, since the recently retired George Halas sprang it on the pros with Chicago Bears in 1940 while Clark Shaughnessy used it in college circles . . . The accepted story is that they worked together on the T . . .

A card from Henri Laperriere from the Barbados while on holiday . . . He reports hearing Bobby Rousseau, Henri Richard and Rod Gilbert were holidaying there too . . .

Pierre Jarry returns to his home in Montreal this weekend, and the Ottawa 67's OHA junior will help Canadiens' Yvon Cournoyer conduct a hockey school for the little fellows . . . Many feel Pierre can make it the majors . . . He has only a year left with Ottawa in junior play but would prefer two . . . He was born in the U.S., by the way . . .

Student Job Crisis Could Be Lasting

The marked shortage of summer jobs for Twin City and area students this year could become permanent.

Doreen White of the Canada Manpower Centre, 29 Duke St. E., believes that student jobs will become more scarce as enrolments in universities, high schools and community colleges increase.

About 1,600 university and high school students have registered with the local manpower centre. "They have even come from the East and West coasts looking for work in this area," Miss White explained.

Many local industries employ the same students for several consecutive summers while others state flatly they will not take students.

In many cases, according to Miss White, industries find it too costly to train students just for three months.

WEATHER CUTS WORK

There are many reasons for the job shortage.

Miss White said poor weather this past month has reduced activity in the construction industry, which is a major source of jobs for students.

The government, which is also a major summer student employer, is in the midst of an austerity program.

Because of the job scarcity, most students are forced to accept anything. However, most have preferences and often can be accommodated.

The girls are having a particularly rough time this year, Miss White said. It can create quite a problem for those students who depend entirely on their summer earnings to continue their education.

"We try to match the applicant with the job. Often we have five applicants for the same job. The employer asks to see them all and ends up taking two instead of one."

COVERS WIDE AREA

The Kitchener manpower office handles job inquiries for a large area surrounding the Twin Cities. Miss White said her office has handled a number of inquiries from University of Guelph students.

Many people do not realize that the manpower centre has so many students registered and willing to do odd jobs.

These include painting, cutting grass and general cleanup around homes. While no definite wage is set for this type of work, the manpower centre will see that the student will get at least minimum wage.

There isn't likely to be any break in job opportunities. Personnel and placements officers generally agree the shortage is not mainly because of an economic belt-tightening.

They say many summer stu-

dents have been replaced by technical machines or personnel and that there is a lack of bargaining power among students for semi-skilled and unskilled jobs.

One expert close to the situation said "we can no longer rely on students to finance themselves. High paying jobs in industry are disappearing and students must settle for less money in service jobs or at camps and resorts."

In Alberta, the government-

dents into the vacation employment market.

Under the trimester system, which is being practised at the University of Guelph, the year is divided into three equal semesters.

Each semester is complete in itself, with its own registration and examinations, and students are allowed to attend any number or combination.

This results in fuller use of university facilities, including large enrolments. Vacations can also be staggered over three semesters, instead of being concentrated in a four-month summer period.

For instance, officials at Simon Fraser University, Burnaby, B.C., have found that accounting students take their vacations during the winter because they can get jobs with firms doing year-end audits.

Miss White believes that this system would probably be popular with industry, once firmly established. Instead of finding four-month jobs for as many students as possible, they could keep certain positions open all year for students on different vacation rotations.

One major disadvantage to the trimester system is administration costs, which would be multiplied by three registration and examination periods a year.

The co-operative system, where students spend alternate four-month periods studying in university and working at a co-operating company, has been very successful at the University of Waterloo.

Many local industrialists are highly pleased with this arrangement, Miss White reported. But even some of the students taking the engineering, actuarial sciences and psychology courses at the university had difficulty finding jobs this year.

Also contributing to the shortage of summer jobs is the widening net of trade unions. Semi-skilled and unskilled jobs, formerly offered to summer students, are increasingly controlled by trade unions.

This means that unemployed union members have priority access to these positions and students are the last to be employed in times of serious unemployment.

sponsored Alberta Service Corps pays students \$600 for the summer plus living expenses. They are sent into slums and urban renewal projects.

Miss White agrees with the proposed solution to the flooding of the summer job market with university students.

She, like many placement officers, believes that the introduction of the trimester system into Canadian universities, would stagger the entry of stu-

See STUDENTS—Page 2

While the situation in the Twin Cities and surrounding area is critical, it is even worse in Montreal, where Expo '67 provided about 20,000 jobs last year compared to about 4,000 for Man and His World this summer.

University of Montreal officials report that about 85 per cent of its students have been unable to find jobs.

In Toronto this year, 300 summer clerical positions alone disappeared with the abolition of governmental Grade 13 examinations.

Galt Evening Reporter, Ont.
Circ. 13,188
June 8, 1968

EARNED MONEY

999 Glen Morris Pupils Go On Bus Tour Of Quebec

Twenty-one young grade eight students of Glen Morris Central school left for a happy summer trip today.

The students left early this morning by bus for a trip to Quebec City, St. Anne de Beaupre shrine and Montreal's Man and His World exhibit.

The trip is self-supported in that the children have earned the money for it by selling candy, doing chores and from an auction sale held at the school during which a variety of items were auctioned off.

The group will travel in two buses and as well as two drivers there will be two chaperones, including the grade 8 teacher Mrs. Mary Christmas.

En route it will be a camp-out life; children are supplying their own sleeping equipment and food.

It is hoped many of the historic old buildings in Quebec City may be seen when the tour is stopped there.

There are 11 girls and 10 boys in the group.

For some children who have not yet been far from home this trip is a first step into the big wide world.

Regina Leader Post, Sask.
Circ. 60,820
June 8, 1968

27

L 999
Unrest
cuts
travel

WASHINGTON (CP)—The spectre of "social unrest" in the United States, which many predicted would have a stifling effect on the summer's tourist business, is apparently striking a bitter blow to certain localized areas rather than the industry as a whole.

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A Boston official of the Automobile Legal Association said recently there was an 11-per-cent decline in routing requests this year. He suggested the reason was that many vacationers were keeping close to home, rather than venturing across the continent or into urban areas.

An official here of the American Automobile Association said there was no evidence of a downward trend in requests for travel information although he agreed many tourists were tailoring plans to avoid potential trouble spots.

For those who want to respect the president's injunction against overseas travel, but have their hearts set on a city holiday, Montreal is again receiving favorable plugs in the U.S. press.

Myron Glaser, writing in the Washington News, described the opening of Man and His World on the Expo 67 site, as "one of the most vivid spectacles in my memory."

Robert H. Estabrook, in the Washington Post, says returning to the exhibition is "like visiting an old friend who has taken up some interesting new ideas since you last met." He adds:

Sydney Cape Breton Post, N.S.

Circ. 27,582

June 8, 1968

Bitter Blow To Certain Districts

WASHINGTON (CP)—The spectre of "social unrest" in the United States, which many predicted would have a stifling effect on the summer's tourist business, is apparently striking a bitter blow to certain localized areas rather than the industry as a whole.

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MORE PEOPLE ASK

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"When the substantial separate friendly-but-foreign attractions of the world's second largest French-speaking city are added, Montreal this summer will be a very exciting

Vancouver Province, B.C.

Circ. 104,851

June 8, 1968

Man, World
\$999
price cut

Once again this year, the admission to Man And His World, as it was at Expo 67, has been reduced after 9 p.m.

To those visitors who do not hold visas to the exposition, a reduced charge of \$1.00 from \$2.50 is effective until closing.

The public is admitted to Man and His World at Ile Ste. Helene and Ile Notre-Dame from 10 a.m. to midnight. Pavilions open at 10:30 a.m. and close at 9:30 p.m. Restaurants and bars in pavilions remain open until midnight.

La Ronde opens at 12 noon daily, except Saturday and holidays, when it opens at 10. Closing is at 11 p.m.

999 Men may balk at fashions but mod dolls love them

By MARGARET NESS

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer

taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Per-

sian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue terylene and was worn with a white turtleneck.

When it came to evening clothes, Mackay went all out—too far out for a Trudeau look. Several had arched highwayman collars you'd expect on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtlenecks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kidskin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

If young men start wearing such evening grandeur, wives

and feminine friends will have to ask: What are you wearing to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontoians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtleneck.

The present men's collection of some 20 styles will be presented later in the Youth Pavilion at Man and His World in Montreal. Although the men's clothes were the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substituted big frilly jabots for more manly stocks.

HE HAD FLOWN in the night before, checked in at the Hotel Bonaventure (327 dou-



ble), and gone out on the town. Montreal was quite as gay as ever. The shows were excellent in the night spots. There were fewer cover charges, but the liquor cost just as much as in Chicago and the 8 per cent sales tax hovered over all.

We took the metro to the EXPO—pardon, Man and His World. The Montreal metro still makes Chicago subways seem like cattle trains. On the Place d'Acueil we took the free EXPO express and switched to the omnibus for a panoramic view of the grounds.

Outwardly, very little had changed. The entry fee was \$2.50 for adults, \$1 for youngsters. You could still buy weekly or season visas. The putt-putt gondolas and the sight-seeing launches still coursed the waterways. People picnicked in the little parks and rested on the benches.

THE PAVILIONS looked the same. Except, of course, for the U.S.S.R. and the Czech and a couple of others. They have been dismantled and hauled away.

The big space occupied by the Soviet pavilion is now a helicopter pad.

The 13-story geodesic dome that Uncle Sam used last year to house an outer space exhibit and an odd collection of Americana looked the same, too. Except that when our omnibus nosed inside we found it filled with botanical gardens and elaborately caged birds.

The Canadian pavilion now showed movies on pioneer life. The Ontario building was given over to nostalgic winter scenes. The British pavilion had antique cars and semi-classical music.

THE SWISS PAVILION drew good crowds with an exhibit of zoid humor, rather startling in its stark exposure of geopolitical viewpoints.

La Ronde is still pure delight for the youngsters; it has

a new ride that makes you wish you had let the kid go by himself, and all of last year's favorites.

We tried one of the fancy restaurants and a couple of the "moderately priced" places. The fancy dining spot wasn't quite gourmet-rated and it was definitely not cheap. The moderately priced places were uninspired. What the fair needs is a good 50-cent saloon with a sandwich bar.

MAYOR DRAPEAU and his associates seem to vision the project as a permanent summer fair. When everything shakes down it could very well become a combination of Copenhagen's Tivoli and Moscow's Industrial and Agricultural Exhibition.

But it inevitably must be scaled down a bit (you could put Tivoli into one corner of Ile Notre Dame). And the prices ought to be quite carefully scaled to the average citizen's amusement budget.

For the American tourist, the Man and His World show is

no longer a prime motivation for a Canadian vacation. But it is a pleasant interlude in a trip that includes Montreal itself, or the lovely Laurentian mountains, or any of the charming (and moderately priced) resort areas north of the border.

—Tony Weitzel



At the pavilion of humor, there are many cartoons, and other forms of humor—from countries all over the world. It is a fascinating, often funny, often a hollow laugh, but it all shows what people of the worlds are concentrating on, what they use as a basis of humor. Intriguing insight into peoples.



International
New York City

From JUN 8 1968
DAILY NEWS
CHICAGO, ILL.
E-464,000

Montreal's world updated for 1968

MONTREAL—At this point I don't quite remember what I expected to find in this tumultuous year of 1968 on Ile Ste. Helene and Ile Notre Dame.

Last year it was a huge, gathering, international festival spiced with artistic and ideological and geopolitical rivalry. They called it EXPO 67 and it was licensed as a first category world's fair and by the rules it ended for all time last October.

Our Canadian cousins spent a lot of money on it. They're still paying for the beautiful metro (subway) and the handsome bridges and the landscaping and the island (Notre Dame) they built in the middle of the broad St. Lawrence River, and a vast



panoply of roads and structures including a complete amusement park called La Ronde.



The Iranian pavilion is one of the most artful and beautiful at the fair. And their little restaurant, with samovars, Iranian decor, is an interesting stop. Caviar, coffee, pastry—excellent.

THE FAIR PAID OFF, to be sure. It brought a vast summer flood of visitors who saw the show and spread out over all Canada on the way home. In 1967, for the first time, tourism became Canada's No. 1 export industry.

Montreal, always a gay and hospitable city, became a world capital of sophisticated fun. It played host to the greatest of the world's musicians and artists and to audiences recruited from everywhere. For six months it was Paris and London and Amsterdam and Brussels and Prague and Vienna and Budapest, and maybe a touch of Rome.

THEN THE CLOCK struck midnight last October as it must for all world fairs. But Montreal refused to go on with the Cinderella garden. Mayor Drapeau, that fussy fellow, told the pumpkin coachman to get lost and led his beloved city into another waltz.

EXPO 67, he said, would not die. It would live on as something called "Man and His World." By some magic he persuaded all but a few of the EXPO-involved nations to sell their pavilions for a dollar (a Canadian dollar) and other more or less valuable considerations.

And on May 17, on a rather chilly Montreal morning, Man and His World was officially unveiled. We turned up somewhat later, when the weather had moderated, the sun had emerged from cold storage, and the mirral had become a pleasure instead of a blast-freeze operation.

International
New York City

From JUN 8 1968
DAILY NEWS
CHICAGO, ILL.
E-464,000

Our own 'playground'

By Richard Statham
Times travel editor

MAN AND HIS WORLD

— Expo 67 was a wonderful international fair. It was for the world to enjoy, as well as Canadians. It put Canada "on the map" — proof to the whole universe that we could do it.

Man and His World, Montreal's successor to Expo, while still retaining many of the wonderful things made possible by the international fair, is Canada's own "international playground". It will still attract — and they are more than welcome — people from all over the world, especially from our neighbor to the South. But it is ours to enjoy, to savour, to thrill at — our own mini-Expo.

A large number of the Expo attractions and pavilions are going full swing — notably the "Telephone Pavilion", now operated by the city of Montreal, which will offer another chance for those who missed it last year to see this neck-cracking film — and the British Pub, a favorite of ours and many others.

The British Pavilion now houses Cars of Yesteryear, thanks to Henry Gordon Kavanagh of Cartierville, who loaned two-thirds of the collection to the exhibit.

Paying tribute to the pioneers of the automobile, the show is presented in a light-hearted, but respectful manner. It is probably the most imposing exhibit of vintage cars to be found anywhere. The variety of makes, models and colors seems almost endless and such nostalgic terms as touring, coupe, runabout, sedan and limousine — not to forget the rumble seat — come to life.

Situated in the former Swiss Pavilion is Man and His Humor. On the ground floor is a display of the work of 600 cartoonists from 60 countries.

On the first floor, in the amphitheatre portraits in caricature of figures, historical and contemporary, are projected on three screens. On the top floor, in the 500-seat cinema, animated films are shown. A museum traces the evolution of humor from the beginning of man.

City du Havre, which housed Labyrinth and Habitat is no longer part of the grounds. Mayor Drapeau is said to have plans for its future use.

Of Expo's 62 national participants, 47 have returned with new and old exhibits. The United States' pleasure dome has been transformed into a semi-exotic park and aviary, featuring full-sized silver birch trees, hundreds of birds, and formal and informal gardens.

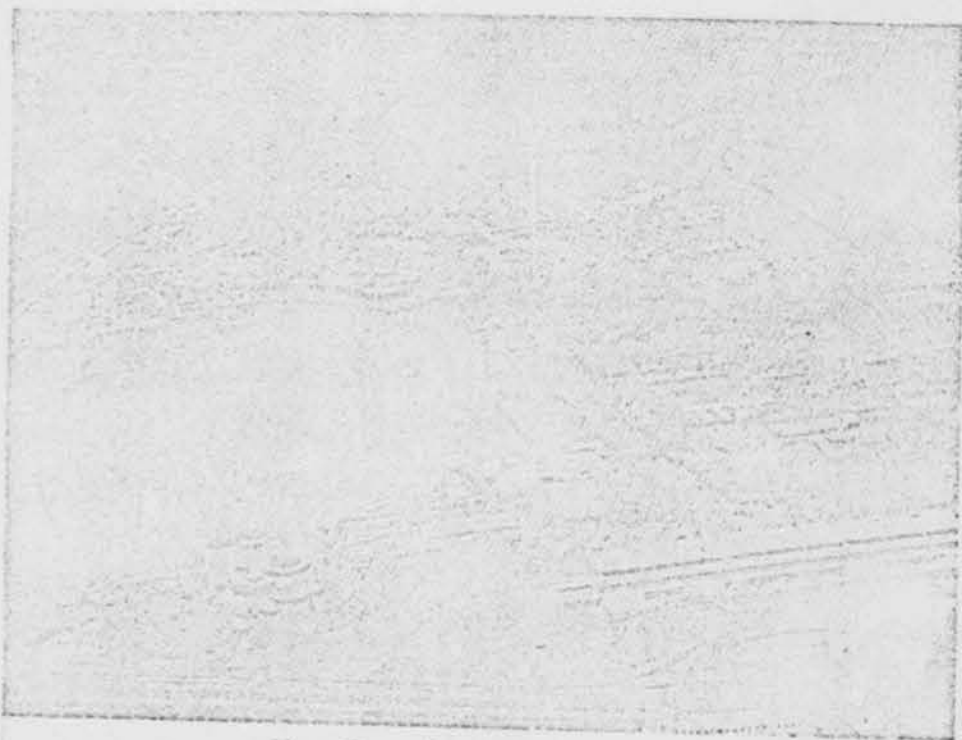
The snack bars have been taken over by the Montreal city parks department and for those with more discerning palates, 28 international restaurants — featuring the world's cuisine — will return. One welcome addition is the Helene de Champlain Restaurant which during Expo was reserved for heads of state and other visiting VIP's. It has always been one of the finest old restaurants in Montreal.

There has been some criticism about charging the same prices as Expo, for which Mayor Drapeau has an answer: "We are putting on as good a show as Expo

67 did, so why should we charge less?"

The State of Michigan estimates that vandalism was responsible for only about 7 per cent of the \$700,000 needed for road sign maintenance. Sun and snow was the leading factor in sign damage, with accidents second.

Motorists visiting West Berlin can summon emergency aid by calling the German Automobile Club at 86-03-00, according to the American Automobile Association. A repair squad will be dispatched. The service operates from 6 a.m. to 11 p.m.



La Ronde is swinging

La Ronde, the 135-acre amusement park, which has opened a new dimension in fun at Man and His World. La Ronde combines the gaiety and festivity of a Disneyland and a Tivoli in a beautiful setting. One of the big attractions is the \$3,000,000-Gyrotron — which features a ride in space and a plunge into the depths of a volcano.

Visitez Terre des Hommes

4-999
Tous les samedis de 10 heures à 10h 30 du matin, à compter du 3 juin, les auditeurs de la chaîne française de Radio-Canada iront à Terre des Hommes, en compagnie de l'animatrice Géralde Lachance et du reporter André Dubois.

Celui qui se promène pour la première fois à la Terre des hommes, cette année, a l'impression de l'avoir qu'il y a. Toute la beauté, tout le merveilleux, toute la couleur qui emballaient l'an le visiteur de 1967 exercent le même magnétisme sur celui de 68. C'est à des visites très humaines que nous convieront chaque samedi Géralde Lachance et André Dubois, attirant notre attention tantôt sur l'exotisme rencontré à Terre des Hommes, tantôt sur le moderne, tantôt sur les éléments humoristiques que côtoie à toute minute le visiteur. Le reporter recueillera aussi sur le vu les impressions de Monsieur Trouble-moude qui se perd dans la foule des baladins.

Réalisés par Jacques Lalonde, cette série de reportages débutera le 3 juin en nous faisant voir toute l'universalité de Terre des Hommes et, Carrefour d'un grand nombre de pays du monde, Terre des Hommes, en dépit de l'absence de certains pavillons nationaux de l'an dernier, a conservé son caractère universel: les pays du monde sont représentés par leur pavillon mais encore par un restaurant recevant toute l'atmosphère du pays et offrant ses mets nationaux ou par des boutiques dans lesquelles le visiteur peut acheter les produits étrangers.

A l'émission hebdomadaire Terre des Hommes, les auditeurs seront invités au

cours de la saison à goûter tout l'exotisme des pays de la Place d'Afrique, ou de ceux de l'Orient ou du monde arabe. Une semaine, on les promènera au Canada, au Québec, une autre semaine chez les grandes puissances. Le réalisateur se propose de présenter des émissions sur l'enfant à Terre des Hommes, sur la jeunesse, sur les visiteurs invalides ou les assistés sociaux, sur les arts plastiques, sur les films, sur la foule, ses travers, ses caractères, sur l'humour qui ne réside pas seulement dans le pavillon qui lui est consacré. Il y aura aussi des émissions sur la verdure, qui est un autre attrait pour le visiteur, à la horticulture, depuis les casse-croûte jusqu'aux restaurants les plus huppés, qui contentent tous les gourmets. On parlera aussi des nouveautés de 1968, telles le pavillon de la Pologne et celui de l'Irlande, le pavillon de l'hiver, celui de l'humour, la biosphère, le beffroi musical, etc.

La série Terre des Hommes permettra à l'auditeur qui est empêché de se rendre fréquemment au "grand spectacle" d'y être quand même chaque semaine.

CHATTER!



Last year's smash-hit "Expo '67" is having a revival in Montreal under the new name "Man and His World", the central theme of the '67 Exposition. Scheduled to run through Oct. 14, it's been drawing visitors since the mid-May opening with its unique combination of attractions that manage to offer something to everyone. A recent visit showed a delightful variety in the 80 pavilions which provide a wealth of experiences, ranging through sociological, cultural, aesthetic, cinematic exhibits to those which are just plain fun. For those who like a good laugh (and who doesn't!) the Humor Pavilion is a must with its comic sculptures and caricatures of famous people and museum which traces the evolution of humor from beginnings to the present. Such foreign pavilions as India, Tunis, Ceylon, in addition to offering insight into native traditions, art and food (without being

commercial) are so designed to give visitors a feeling of visiting these countries. Most exciting to us, however, were the films which use dramatic new techniques to give their messages special impact. "Canada '67," for example, is shown in a circular theater whose walls are actually a 360° screen, allowing the viewer to feel he is there as Canada's attractions and history unfold. In "Kaleidoscope," the visitor is visually taken through a day, with a panorama of colors and images reflected on multi-faceted mirrors lining walls, ceiling and floor as the camera continuously changes speed to further heighten visual contrasts. A third film of outstanding interest is "We Are Young," which traces man's development, with the accent on youth and hope, by means of a multi-camera technique and simultaneous viewing of two to six scenes to emphasize its message.

—Richi Fulman

International
New York City

From JUN 8 - 1968

DAILY NEWS

NEW YORK, N. Y.

U-2,074,000 S-3,100,000

Church Around The World

Supporting Drapeau's Big Fair

By REV. K. CLEATOR

Put Montreal on your tourist jaunt this summer and plan on visiting Mayor Drapeau's imaginative Man And His World. You won't be disappointed. The buildings are the same although the Russians, Czechs and Yugoslavs have moved on. They are missed because they added greatly to Expo's exotic glamor and the Czech restaurants offered menus one could not forget.

From time-to-time I shall be writing about MAHW, particularly about the religious emphasis in the Christian Pavilion, Judaism and Sermons From Science.

We were on the grounds of MAHW on the second day after it opened and naturally were interested to see what had been done to the Christian Pavilion. Those of you who read this column during Expo will recall that I was more impressed than I was disappointed or critical.

Last year's pavilion was sponsored by eight Canadian denominations who together spent nearly \$500,000 in an audio-visual presentation that was an eye-stopper and displeased all the conservatively minded.

This year the Pavilion is sponsored by local Montreal churches which plan to spend no more than \$40,000 with the help of private donors.

When the national corporation of the pavilion completed its work, it was able to refund some money to each of the contributing denominations. My own Anglican diocese of Montreal received a small sum as a refund through the Anglican Church's national office and then sent it to the local MAHW Pavilion Committee.

This committee has done a fine job of putting together a totally different type of presentation than Expo's effort, long on fellowship and dialogue under the themes "joy, welcome, fellowship."

The program features films, filmstrips, lectures and just plain talk. The Spectrum series for TV, prepared jointly by the Anglican, Roman Catholic and United Churches will be used. Such American religious films as Parable will be shown also.

To encourage chumminess and dialogue, Zone Three (Expo's last section designed for meditation) has been turned into a fellowship hall where people may sit at tables and talk together.

Volunteer help from the Montreal churches has been encouraged and most of the people you will see there will be donating their time, tongues and talents. They will be expecting you. Come on in.

Vive la difference — and 'new'

MONTREAL — "Hey friend, say friend, come on over. How'd you like to see wide open spaces? . . ." Maybe it doesn't grip you like "Ontari-ari-ario" with the Oscar, or "Ca-na-da" with Bobby Gimby and the Centennial. But it's the theme song for *Man and His World*, or *Terre des Hommes* as other Montrealers call it. And, of course, it was the Expo 67 theme song.

That's not the only thing that's the same about Expo-Plus-One which opened yesterday on the islands in the St. Lawrence for a five-month run less three days, that is, until Oct. 14.

For the Expo veteran, there is a sense of *deja vu* about the whole business.

It's not called Expo this time, but that multi-pronged symbol has been kept and the blue and white hostesses are only slightly changed — they

wear a pip on their berets this year. And at first glance the islands don't look that different.

But that is what Mayor Jean Drapeau is counting on. Take a look from Place d'Accueil and the changes only come clear when you sharpen your focus. Remember the three-dimensional Union Jack that dominated the Notre Dame from the tip of the British Pavilion tower? It's gone because Britain's gone. But, oh, how clever the replacement.

Someone, and the whisperers say it was Drapeau himself, decided rather than leave a hole in the top of the tower, to paint over another flag instead. And it's Montreal's flag, a four-part thing divided by a bold red St. George's Cross with a fleur-de-lis, a Scots thistle, English rose and Irish shamrock in the four quadrants. And you'd hardly know there'd been a change.

Inside, the British Pavilion is different in the way 18 other pavilions are whose inside exhibits deserted Drapeau's dream. That's not counting the three pavilions that skipped out altogether, buildings and all. The Soviets packed up and went home at the last minute because no deal could be made with Drapeau (they wanted some money, he wanted the pavilion as a gift like the others). Czechoslovakia and Yugoslavia made deals with Premier Joseph Smallwood and the buildings ended up in Newfoundland. So there's talk of an open-air dancing space where the Russians held sway last year. The Czech area is a terraced sitting retreat. Yugoslavia's space holds a Greek tavern.

The big British Pavilion was split in two by Drapeau's planners. The tower is now called

Expo is doing fine

a Musical Belfrey, and its acoustics will be used for regular concerts of recorded music of the medieval period. The main pavilion area has a display of antique cars (and Keystone Cop movies because they show old cars in frantic action).

That's not all. The Ontario Pavilion, because Queen's Park withdrew all those jazzed-up exhibits including the film, *A Place to Stand*, (and Drapeau really wanted to have the Oscar-winning film again), will house an exhibit devoted to the Canadian winter. "Americans will be intrigued by the problems we face," says super-salesman Drapeau. The glorious irony is that the window exhibit is titled, in French, *Mon Pays, C'est l'Illiver*, from the Gilles Vigneault chanson which is the nationalist anthem of Quebec.

The Canadian Pavilion's hollow shell will be devoted to an Expo 67 memorial — a display of models, plans, photos, documents and films of *The Man and His World* that was. The other big shell, the American geodesic bubble, has been dubbed the Biosphere and will hold 600 birds in a glorious aviary for bird fanciers. "There will be overhead protection for visitors," fair officials soothingly comfort the wary.

But Mayor Drapeau's biggest boast is that 45 nations are back in their own pavilions, and with basically the same exhibits, although some have modified things a bit. And most of the private pavilions are back intact, although the names have been changed — the rule is no commercial

connections this year, so the Canadian Pacific-Cominco Pavilion is back with two names: *Five - Plus - One* (referring to the senses) and *We Are Young* (for the film in the theatre).

The CN Pavilion is known as *Time and Motion*; the Air Canada Pavilion as the *Flight Pavilion*.

The new shows include *Man the Destroyer*, which is in the former Steel Pavilion with a show of weapons inside. There's a cartoon exhibit in the Swiss Pavilion but that excellent restaurant remains. The European Communities Pavilion has become the *Cinema Pavilion*, and is a historical display by the *Cinematheque Canadienne*. And so it goes.

The new shows include *Man* in addition there's the appeal of *La Ronde*. The adults' night-time playground. The Golden Garter saloon is back in full swing, and so is that rowdy, noisy, satisfying Bavarian Beer Garden where you could get happy and sing noisily till 2 every morning, including Sundays, without any neighbors complaining.

The Bulldog pub seems to have expired but there are two Irish pubs this year — one in the Northern Ireland Pavilion (formerly the Economic Progress Pavilion next to Cuba) and one by itself near the Bird Bubble (what else can you call the Biosphere?)

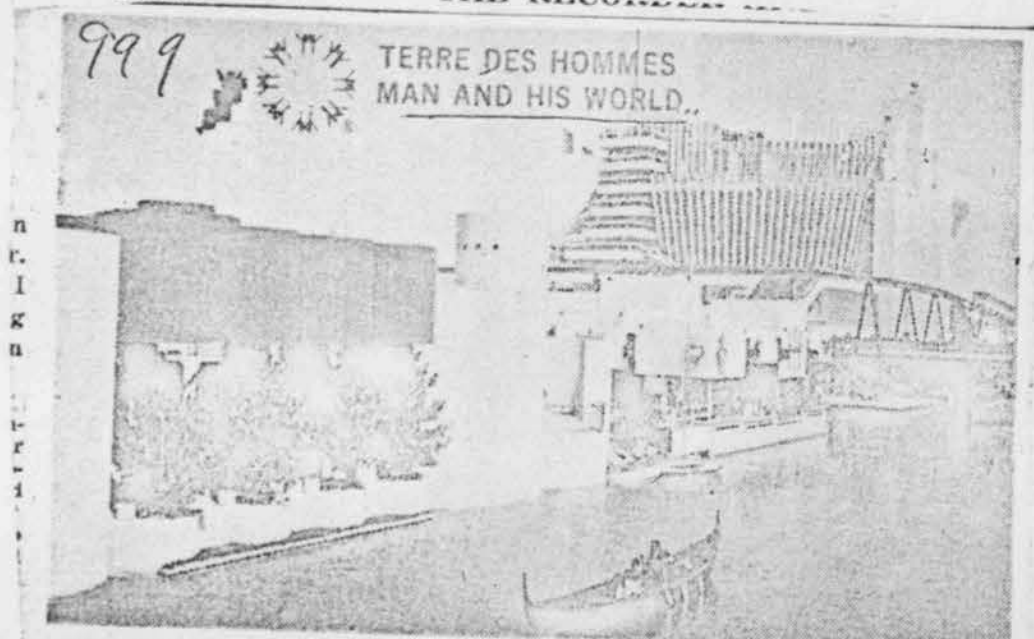
Along with Ireland, Poland is a new entry in *Man and His World*, and now that the others have stolen away, it's the only Communist nation at the fair. The Polish exhibit shows in models how con-

temporary Poles live. It's in the former Vermont Pavilion, the one that looks like a ski chalet.

Will *Man and His World* be a success? Your guess is as good as any Montrealer's. But think of it this way: is there any other city in North America with such a pleasant place to visit on a soft, summer's night? It may not be Expo but Montrealers got the habit last year, and Mayor Drapeau is counting on their being thoroughly, helplessly and joyously hooked.

And he's hoping many out-of-towners have the habit too.

Brockville Recorder &
Times, Ontario
Circulation 10,561
June 8, 1968



RELAXING WAY TO SEE PAVILIONS — The popular gondola tours on the canal of Ile Notre Dame pass the pavilions of Monaco, Haiti and France at Man and His World. In the left background is the tower of the former British pavilion which is now a music belfry. The Union Jack has been replaced by a colorful replica of the Montreal coat-of-arms. The gardens and trees have weathered the winter well and are in their full bursts of spring glory all along the way.

The ped-cabs have disappeared — (gone to HemisFair in San Antonio, Texas for the summer!) — but electric "golf carts" have replaced them as taxis. And the "balades" — (the trailer trains) — are still going strong. We saw Governor General Michener and Mayor Drapeau, with their wives and official party, touring the site by balade Sunday afternoon.

Saturday night at La Ronde is still a good place to go — although there is certainly a preponderance of "the ugly ones" — as the long-haired, bell-bottom trousered crew of young people are termed by the Montreal papers. They are more raucous than last year, particularly on Expo Express trains late at night. But aside from this rather unpleasant element, La Ronde is very much alive, with new "pirate ship" cruises on the lake, to add to the great variety of entertainment already there. And the marina, too, had quite a few boats docked last weekend.

NEEDS MORE PEOPLE

But Man and His World this year needs people — more people. We are glad to see a number of chartered bus trips originating from this area. With no Sunday train service to Montreal in the early morning, Sunday bus trips could be the answer for so many people who have to work Saturdays, with only Sunday available for travel. And Montreal is trying to keep the site as clean as last year. We saw lots of "sweepers" on the weekend, and the crowd, geared to last season's cleanliness, carried their trash to the nearby containers. And the lights at night are as fascinating as ever — so if you missed it last year, or went 22 times, go at least once this summer — it's well worth it!

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MAN AND HIS WORLD, CHAR.
Circuit 81s. leaves Shopping
Centre 7 a.m. Leave Man and
His World grounds 9 p.m., \$8
per person, including pass into
grounds. Bus leaving June 15,
June 22, June 29. For reserva-
tions contact Bill Thompson,
Telephone 342-4043.
M30-31-Jnl-6-7-8-383

Ottawa Journal, Ont.
Circulation 76,324
June 8, 1968

KEY
F399 *
The Capital Chordettes, directed by Lana Clowes, have been invited to sing at Man and His World in Montreal. The women's barbershop - harmony group will appear at Place des Nations June 16 at 5.15 and 6 p.m.

Lethbridge Herald, Alta.
Circ. 18,970
June 8, 1968

Canada's Tourist Prospects Look Good



MAN AND MICHENER — Governor-General Roland Michener rides the Minirail around Man and His World in Montreal. He and his party spent last weekend touring pavilions at the exhibition. In the background is the Biosphere, formerly the United States pavilion, now housing a bird sanctuary and garden. (CP Wirephoto)

No Post-Expo Flop Seen

As Holiday Queries Flow In

J-999

By DENNIS ORCHARD
Canadian Press Staff Writer

Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

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Canada's dollar-and-cents tourist earnings this year will

not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,158,000,000 behind in Canada.

The realistic aim this year is foreign tourist spending of at least \$1,000,000,000 and record business everywhere but in Quebec province.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

SPENT LESS ABROAD

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

encouraged by the outstanding success of Expo advertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces tying in newspapers, radio, television, magazines and special attractions.

Montreal hopes the Expo successor, *Man and His World*, will fend off a tourist slump, but the exhibition's skimpy advertising budget of \$200,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

PICTURE BY PROVINCES

Here is the province-by-province tourism picture:

Newfoundland: Tourist revenue was up an estimated 19 per cent last year to \$55,000,000, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an average 14 days in Newfoundland, a mark all other provinces envy, but more than four of 10 visiting Americans come to see relatives.

Prince Edward Island: A good tourist year is badly needed by the hard-pressed island economy. Advance bookings indicate a record year for the \$14,000,000 industry if the weather is good for traditional water sports.

Nova Scotia: Officials still are totting up the lost revenue from last year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. The province is currently concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick: The \$77,000,000 spent by 2,500,000 visitors last year was a record achieved despite Expo and bad coastal weather. The province is expanding campaign facilities to meet heavy demand.

Quebec: A banner 1967 with Expo meant \$700,000,000 in tourist revenue; the number of U.S. vehicles entering the province more than doubled to 2,038,166. This year much depends on the success of *Man and His World* in hitting its goal of 20,000,000 visits, and on traditional Quebec attractions—cuisine, countryside, campsites and Quebec City itself.

Ontario: People who passed through on their way to Montreal last year will return to see Ontario and the rest of Canada, says a confident Denis Stefaniuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors.

Total tourist spending last year in Ontario is estimated at \$1,708,000,000, up 10 per cent.

Manitoba: The Pan-American Games helped Manitoba to a record \$106,000,000 in revenue from 2,500,000 out-of-province tourists last year.

The pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

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Alberta: The government travel bureau is concentrating this year on the home folks, urging Albertans to "know Alberta better." The bureau also aims at non-residents a stylish publication describing Alberta as Canada's "Princess province" and a "Romain' Empire."

Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer ones to resort operators who have year-round expenses to meet.

British Columbia: The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

Government advertising has shifted to emphasize the "shoulder months" of tourism—May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian.

Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

Winnipeg Tribune, Man.

Circ. 75,401

June 8, 1968

THE TRIBUNE, Saturday, June 8, 1968.

R 999 U.S. tourists see Canada as riot haven

By ROD CURRIE

WASHINGTON (CP) — The spectre of "social unrest" in the United States, which many predicted would have a stifling effect on the summer's tourist business, is apparently striking a bitter blow to certain localized areas rather than the industry as a whole.

Many Americans will be staying closer to home—and away from the troubled big cities. Also, early figures indicate an above-average flow of Americans into Canada, one of the few countries favored by U.S. tourists that has not been beset by riots, rebellion or even open revolution.

"The American tourist is a

pretty hardy individual," said a spokesman for one travel organization, "and figures indicate neither social unrest at home or abroad, nor the president's plea to Americans to vacation at home will make him change his mind once it's made up."

President Johnson, to help fight the U.S. balance-of-payments deficit, has urged Americans to take their vacations in the Western Hemisphere — preferably the U.S.

Figures from the Canadian government travel bureau here indicate inquiries about travel to Canada are up 40 per cent compared with the corresponding period in 1966. Bureau manager John Bunt, saying he was "very satisfied" with this volume, explained that comparison with last year—when volume

was about 25 per cent higher—did not give a true picture because Expo 67 made that an exceptionally busy tourist year for Canada.

A Boston official of the Automobile Legal Association said recently there was an 11-per cent decline in routing requests this year. He suggested the reason was that many vacationers were keeping close to home, rather than venturing across the continent or into urban areas.

An official here of the American Automobile Association said there was no evidence of a downward trend in requests for travel information although he agreed many tourists were tailoring plans to avoid potential trouble spots.

For those who want to respect the president's injunction

against overseas travel, but have their hearts set on a city holiday, Montreal is again receiving favorable plugs in the U.S. press.

Myron Glaser, writing in the Washington News, described the opening of *Man and His World*, on the Expo 67 site, as "one of the most vivid spectacles in my memory."

Robert H. Estabrook, in the Washington Post, says returning to the exhibition is "like visiting an old friend who has taken up some interesting new ideas since you last met." He adds:

"When the substantial separate friendly-but-foreign attractions of the world's second largest French-speaking city are added, Montreal this summer will be a very exciting place indeed."

Expo '67 Lives Again, As 'Man and His World'

EXPO 67 has come back to life. It goes under the name of Man and His World now and offers 45 of the 61 national exhibits Expo had, most of the same rides, some new flower beds and a dime savings on the old hot dog prices. Montreal is spending \$25 million toward keeping the pavilions bright and the tulips blooming and expects a \$5 million profit on the summer-long run.

All except three of the pavilions that stood at Expo are open. Yugoslavia, Czechoslo-

vakia and the Soviet Union are gone. The big United States bubble is there, but the national exhibit has been removed.

There are exhibits opening for the first time, too, and publicity surrounding the show bangs away at the idea of "new and improved."

Single admission will be \$2.50 for adults and half-price for children, the same as last year. But exhibitors at La Ronde, the amusement area, claimed they were cutting prices.

"Our policy this year is to let people take two rides for the Expo price of one," a spokesman for the city said.

One thing was definitely cheaper: Bernard Hurtubise, who is in charge of concessions and restaurants, said hot dogs would cost 25 cents instead of 35 as they did at Expo.

Mayor Jean Drapeau, who was given much of the credit for Expo's success, hopes to draw 20 million visitors by the time Man and His World closes Oct. 14. This would be about 30 million less than Expo's total.

The city of Montreal is running the show. A clear sign of this to visitors on the first weekend was the city's bright coat of arms atop the former British pavilion, replacing a stone Union Jack.

Associated Press

International
New York City

From JUN 9 - 1968
CHRONICLE
HOUSTON, TEXAS
E-272,000
S-329,000

Three Areas Appeal to Many Tourists

Always popular in summertime, the colonial Northeast of the United States, the Canadian frontier, and the historic Southland are offering new appeal for this coming season, it is stated by the world's travel people, Thos. Cook & Son.

Many people are looking forward to seeing these regions on moderate budgets by taking motor-coach tours for the restful way — letting other people do the driving, with a skilled Tour Escort to take care of all travel responsibilities.

These tours, accompanied by their expert Cook's Travel Managers, ride in special air-conditioned motor coaches, combined with a short sea voyage to Nova Scotia or a cruise on the "Delta Queen" down the beautiful Ohio River. They leave every weekend during the vacation season and are priced from \$339 inclusive.

When fall arrives, specially featured will be Autumn Glory Tours to show off the Northeast's world-famed show of brilliant foliage on the hillsides of Vermont, New Hampshire, the Adirondacks, and French Canada.

Not to be overlooked this summer is the famous Montreal Expo Fair, now known as "Man and His World," which is visited by every traveler on a Cook's Tour to Montreal during the summer and fall.

In the opposite direction, two series of tours travel into the Great Smoky Mountains and neighboring Southern States.

International
New York City

From
NEWS-AMERICAN
BALTIMORE, MD.
E-222,000
S-322,000

JUN 9 1968

Land for Free

The welcome mat is out for private plane owners who wish to visit Montreal's famed "Man and His World" exhibition this summer. Free landing, parking and tie-down facilities are offered at the St. Jean Airport in Montreal.

The airport, operating on a 24-hour basis, is equipped to handle several hundred planes a day and has three runways including a lighted 4,000-foot one.

International

New York City

From JUN 9 - 1968

NEWS

Newark, N. J.

E-282,761 S-437,018

Offer a Bird's-Eye Look at New Expo

Montreal (Special)—A bird's-eye view of this year's edition of last year's big Montreal fair—called Expo 67 then and Man and His World now—is possible now via a

new helicopter sightseeing service. The copters take viewers up, up and away over the entire exposition site.

They leave from the site of the former Russian pavilion on Ile Notre Dame, next to the exhibit called Sun-Acre, site of Man the Provider. The copters are equipped with special mufflers to keep noise at a minimum, in consideration not only of the visitors, but of the animals who inhabit Sun-Acre as well.

The Tab

Cost for the ride is \$4 for adults, \$2 for children 8 and under, but handicapped children ride free.

This year's exhibit is all freshly painted and newly cleaned, and has a number of old attractions still to be seen as well as several new ones.

Among the old-new ones is the former U.S. Pavilion, now called

the Biosphere. Instead of the rocket ships and movie star photos displayed last year, the 1968 version has exotic gardens, complimented by multi-colored sparkling fountains and aviaries featuring rare birds from all over the world inside the huge, 20-story geodesic bubble, a landmark of the original Expo.

What's New

Completely new are the Polish and Irish pavilions, and there are a number of new exhibits in buildings formerly used by various nations.

West Germany, Nationalist China, France, Israel, India, Italy, Japan, Mexico, the Netherlands, the United Arab Republic, Cuba and the African nations, for example, all donated their pavilions as continuing show-places for the arts and sciences.

International
New York City

From JUN 9 - 1968

DAILY NEWS
NEW YORK, N. Y.

W-2,074,000 S-3,300,000

Home Goods Retailing
Toronto, Ontario
June 10, 1968

⁹⁹⁹ Dobbie signs 1st licensee for Texama

Texama carpet has been introduced to the U.S. contract market recently. It is manufactured under licence by Glenoit Mills Inc., a subsidiary of Botany Industries Inc.

This is the first time that Dobbie Industries, of Galt, Ont., Canadian manufacturer of Texama, has licenced another company to produce the carpet. U.S. users will be offered the same quality as the Canadian mill makes.

To market Texama in the U.S. a new company has been formed under the name Glenoit-Dobbie with offices adjoining the Glenoit showroom in New York. Texama will be on show there and national distribution is being set up.

A spokesman for Dobbie said the U.S. mill installed Texama in elevators in the Empire State Building for four months for a wear test.

Meanwhile, in Canada, about 90% of the Expo pavilions in which Texama was used last year have re-opened for Man and His World — with the same carpet in place. It is estimated that more than 50 million people walked on 10 miles of Texama at last year's World's Fair.

1-999 Tourist Season Is Expected To Be Good Even Sans Expo

By DENNIS ORCHARD
Canadian Press Staff Writer

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One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Heritage Highways"—the 1,200-mile "route of the pioneers" between Windsor, Ont., and the Gaspé Peninsula.

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New Westminster
The Columbian, B.C.

Circ. 24,494

June 10, 1968

R 494

Good year for tourism

By DENNIS ORCHARD
Canadian Press Staff Writer

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997 U.S. Tourists Avoid Troubled Big Cities

By ROD CURRIE

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MORE PEOPLE ASK

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Designed With PM Trudeau In Mind

By MARGARET NESS

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

Lace For Evening

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue terylene and was worn with a white turtleneck.

When it came to evening clothes, Mackay went all out—too far out for a Trudeau look. Several had arched highwayman collars you'd expect on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtlenecks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kidskin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

If young men start wearing such evening grandeur, wives and feminine friends will have to ask: What are you wearing

to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontoians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtleneck.

The present men's collection of some 20 styles will be presented later in the Youth

Pavilion at Man and His World in Montreal. Although the men's clothes were the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substituted big frilly jabots for more manly stocks.

U. S. Unrest

Canada Getting Tourist Boost

By ROD CURRIE

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For those who want to respect the president's injunction against overseas travel, but have their hearts set on a city

holiday, Montreal is again receiving favorable plugs in the U.S. press.

Myron Glaser, writing in the Washington News, described the opening of *Man and His World*, on the Expo 67 site, as "one of the most vivid spectacles in my memory."

Robert H. Estabrook, in the Washington Post, says returning to the exhibition is "like visiting an old friend who has taken up some interesting new ideas since you last met." He adds:

"When the substantial separate friendly-but-foreign attractions of the world's second largest French-speaking city are added, Montreal this summer will be a very exciting place indeed."



Man And His World

Michelangelo might have gotten a chuckle out of this gigantic take-off on his masterpiece Creation of Man. Cartoonist Norman Hudson created it for the Humor Pavilion at Man and His World in Montreal. God has the face of Lester Pearson, who is stretching out his hand to create Adam in the form of Prime Minister Trudeau, holding a Playboy bunny sceptre. —CP

Hamilton Spectator, Ont.
Circulation 121,576
June 10, 1968

**CE DOSSIER CONTIENT
PLUSIEURS DOCUMENTS
ILLISIBLES**



Michaelson might have cringed or perhaps
smiled, depending on his mood, upon seeing this
picaresque take-off on his masterpiece, Creation of
Man. Canadian Norman Hudson created it for the
Master Builders of Man and His World in Mon-

tréal. Here, God has the face of Lester Pearson,
Canada's former prime minister, who is stretching
out his hand to create Adam in the form of Prime
Minister Trudeau, holding a Playboy bunny scepter.

Winnipeg Free Press, Man.
Circ. 122,830
June 10, 1968

Ottawa Citizen, Ont.

Circ. 80,512

June 10, 1968

12999
Crowds growing

MONTREAL (CP) — The Saturday — Sunday weekend attendance total at Man and His World was 165,089, bringing the total attendance for the fair to 1,803,927 since its opening May 17.

The Intelligencer
Belleville, Ont.
Circ. 15,081
June 10, 1968

999 *Club Activities*

GAMMA MU CHAPTER

The last meeting of the season and the birthday party of Gamma Mu Chapter was held Tuesday at the home of Mrs. John Sherry. Mrs. Ron Fox introduced the speaker for the evening Douglas Duminie, who showed picture slides of Expo '67 and gave a commentary on Man and His World.

Reports were given by all the committee chairmen to outline activities for next season beginning in September. Plans were completed for this season's closing "Girl of the Year Party", a potluck supper on June 18th at the home of Mr. and Mrs. George Wishart.

Following the business, gifts

were exchanged by the secret sisters and refreshments were served by Mrs. Sherry, Mrs. Dave Davey and Mrs. Don Deacon.

999

Tourist Industry Still Booming After Expo

By DENNIS ORCHARD
Canadian Press Staff Writer

Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism: it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

67 SHOWED SURPLUS

Canada's dollar-and-cents tourist earnings this year will not, of course, match 1967,

when foreign visitors spent \$1,304,000,000 and Canada's travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,158,000,000 behind in Canada.

The realistic aim this year is foreign tourist spending of at least \$1,000,000,000.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo ad-

vertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces tying in newspapers, radio, television, magazines and special attractions.

One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Heritage Highways"—the 1,200-mile "route of the pioneers" between Windsor, Ont., and the Gaspé Peninsula.

Montreal hopes the Expo successor, Man and His World, will fend off a tourist slump, but the exhibition's \$270,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

Here is the province-by-province tourism picture:

Newfoundland: Tourist revenue was up an estimated 19 per cent last year to \$55,000,000, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an av-

erage 14 days in Newfoundland, a mark all other provinces envy, but more than four of 10 visiting Americans come to see relatives.

Prince Edward Island: A good tourist year is badly needed by the hard-pressed island economy. Advance bookings indicate a record year for the \$14,000,000 industry if the weather is good for traditional water sports.

Nova Scotia: Officials still are totalling up the lost revenue from last year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. The province is currently concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick: The \$77,000,000 spent by 2,500,000 visitors last year was a record achieved despite Expo and bad coastal weather, the province is expanding campaign facilities to meet heavy demand.

Quebec: A banner 1967 with Expo meant \$700,000,000 in tourist revenue; the number of U.S. vehicles entering the province more than doubled to 2,038,166. This year much depends on the success of Man and His World in hitting its goal of 20,000,000 visits, and on traditional Quebec attractions—cuisine, countryside,

campsites and Québec City itself.

Ontario: People who passed through on their way to Montreal last year will return to see Ontario and the rest of Canada, says a confident Denis Stefaniuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors.

Total tourist spending last year in Ontario is estimated at \$1,708,000,000, up 10 per cent.

Manitoba: The Pan-American Games helped Manitoba to a record \$106,000,000 in revenue from 2,500,000 out-of-province tourists last year.

The pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

Saskatchewan: The province played host to about 1,100,000 tourists last year, and they spent \$72,360,000. Most were campers, who fish and hunt, spending less than other vacationers but staying longer. Harvey Dryden, director of Saskatchewan's tourist development branch, hopes for an increase of 10 to 12 per cent in tourist activity.

Alberta: The government travel bureau is concentrating

this year on the home folks, urging Albertans to "know Alberta better." The bureau also aims at non-residents a stylish publication describing Alberta as Canada's "Princess province" and a "Roamin' Empire."

Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer ones to resort operators who have year-round expenses to meet.

British Columbia: The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

Government advertising has shifted to emphasize the "shoulder months" of tourism—May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian.

Traditionally, most arrivals from Pacific rim countries come on business, but increasing numbers are showing up for recreation.

'Where Men . . . Recall What Makes Them Brothers'

Expo '67 Now 'Man and His World'

The Montreal setting pictured in last week's "Guess Where" setting was last year called Expo '67. This year's largely repeat performance (no longer an official world's fair) is called "Man and His World."

Jose M. Pellicer submitted what was judged the best of the comparatively small number of entries which correctly named this year's exhibition. He gave as his "interesting fact":

"Montreal's mayor says this permanent cultural exhibition will always be a place where men can forget what separates them and recall what makes them brothers."

Mr. Pellicer of 2800 Wisconsin-av nw, a waiter at the International Club, sent us one of the comparatively few entries which properly identified the big Montreal exhibition by its proper name this year. Most of the entries were disqualified for sticking to the former Expo '67 designation.

Mr. Pellicer wins, besides a chance at the grand prize trips, a deluxe National Geographic Society atlas, acclaimed as the best such published in the U.S., and a recording of the sound track of "Around the World in 80 Days."



Judges of last week's Guess Where entries identifying Montreal's "Man and His World" exhibition, from left: Charles E. Wilcoxon, district sales manager of Eastern Air Lines, which offers the only non-stop service between here and Montreal; Ronald H. Field, assistant manager of the Canadian Government Travel Bureau, 1725 Kent nw, and Antonio Adelfio, managing director of the Bethesda Travel Bureau, 7420 Waverly-av, which offers a number of new Canadian tours.

International
New York City

From JUN 11 1968

NEWS

Washington, D.C.

E-212,455

TRAVEL TODAY

'MAN AND HIS WORLD' — Open-air amphitheater with capacity of 8,000 was jammed despite rain during grand opening ceremony for "Man and His World," formerly Expo '67. Muffled drums signalled the raising of flags of many nations. Three

couples — white, black and yellow representing the three races on the earth — ascended steps to ignite the eternal flame. Expo runs through Oct. 14 of this year. It then will be shut down for the winter and reopened next spring.

"Ferrovia," history of railroading; "Cars of Yesteryear," antique autos in part of Great Britain's former pavilion; "Man the Destroyer," arms from earliest times to our day; "Face of Winter," featuring 50 sleighs and all kinds of weather vehicles; "Pavilion of Honor," caricatures, comic movies, and humorous pictures; and "Education Through Stamps."

Many New Rides

La Ronde, the amusement area, presents many new rides with admission fee averaging 30 cents (approximately 23 cents in U.S. currency).

Expo has pumped new lifeblood into the economic arteries of the Mapleleaf metropolis. Tourism in certain localities is up 55 per cent. Some 1,200 teen-age girls serve as guides. Additionally, MAHW directly creates 4,000 summer jobs on its sites and another 4,000 indirectly.

Under Mayor Drapeau, Montreal has assumed 100 per cent responsibility for operating Expo, which earned a \$6 million profit last year.

Gambling Scheme

To create a perpetual fund

to support Expo, imaginative Mayor Drapeau circumvented the anti-gambling law of the land by initiating a "Voluntary Tax Roll." Any citizen may contribute from \$2 up in "taxes" each month to share in a mythical ton of silver reward.

200,000 Tulips

Actually, winnings are related to the amount of tax paid and the mythical silver is kept in the vaults of the Banque of Montreal. Winners merely write a check against the bank to claim their rewards. The first month of this money-raising scheme returned \$650,000. At least \$25 million or more is expected to be realized annually.

'Shop Window' For Brittany

PARIS — Opening in one of Paris' most enviable locations, is the brand new Centre Elysees-Bretagne. Occupying three floors, at No. 4 Avenue Franklin Roosevelt, the Center promises to become a popular tourist attraction. Original in conception, it will provide a sort of "shop window" for the beautiful Province of Brittany. The first floor will be

devoted exclusively to the public. As well as Exhibition halls and showcases, there will be a "Creperie-Bar" serving regional specialties until 2 a.m.; a food store offering high quality Breton products; a gift-shop-boutique of all-things-made-in-Brittany; and a tourist bureau, providing not only information services, but also those of a travel agent.

Visitors also are impressed by the 200,000 tulips on Expo's well-landscaped site — tulips as colorful as a rainbow, as big as your fist. It seems Queen Juliana refuged in Ottawa, the capital, during World War II. After the war she gifted Canadians with 100,000 tulips and increased her contribution over the years. Today, Ottawa's tulips number well over a million!

Yes, Canadians are a tradition-proud people. Yet, like our good guide, Richard, so aptly said of the indestructible Maurice Chevalier, the residents of Montreal, their city, and their Expo impress U.S.A. visitors as having "little or no age."

Air Canada Adds Flight

Summer vacationing families planning a belated trip to "Expo" and eastern Canada may have their choice of a second daily Air Canada DC-8 flight effective July 27-28, according to J. G. Gaffikin, district sales and operations manager.

Linking Southern California with eastern Canada, the new schedule, flight 622 departs Los Angeles at 8:30 p.m., arriving in Toronto at 3:45 p.m. and in Montreal at 5:35 p.m. Return flight 625 leaves Toronto at 7:20 p.m., arriving Los Angeles at 9:05 p.m.

The new pattern of service will complement Air Canada's existing schedules (flight 630) which leaves Los Angeles daily at noon, arriving in Toronto at 7:20 p.m. Return flight 621 departs Montreal at 7:10 a.m., continues from Toronto at 9 a.m. and arrives in Los Angeles at 10:45 a.m. All times are local.

Guelph Mercury, Ont.
Circulation 16,495
June 11, 1968

1-999



LIKENESS OF MAYOR

Artist Jack Wilson's representation of Jean Drapeau is displayed by the Montreal mayor. The caricature is one

of many works which are on show in the humor pavilion at Man and His World.
(CP Wirephoto)



Swanlike

In this fanciful manner, Vancouver, B.C., publicizes its coming ballet and concert program, July 2-7, to be held in Stanley Park, where this picture was taken.

For Expo's second round, lush botanical gardens

Special to *The Christian Science Monitor*

Montreal

When you are here for Expo's second round—Man and His World—you'll find Buckminster Fuller's bubble (former United States pavilion) completely transformed. An aviary is suspended high in the dome over a semitropical garden, planned and executed by the Montreal Botanical Gardens.

You may drive out Sherbrooke Street to see the gardens, or take the Metro. At the 180-acre site you'll find parking space, a restaurant, and a miniature train.

The gardens house the third largest collection under glass, ranking only behind Kew Gardens and Berlin's. There are pools, ponds, cascades, rock gardens, 10 conservatories (four more to be added), and 30 specialized sections.

The gardens excel in service to the public. They house an herbarium with 600,000 dried specimens of Canadian plants, mosses, and fungi; an extensive library; and an auditorium for film showing. An information service answers thousands of phoned and written inquiries each year. Another service is provided by the backyard gardens which serve as models for the home gardener.

And every year young horticulturists are

developing green thumbs when 300 plots are turned over to children who attend lectures, plant seeds in flats, transfer the seedlings, tend their gardens, and harvest their crops.

More space is required for the children's gardens. Every spring twice as many young hopefuls as can be accommodated come begging for land. Provision for enlargement will be included in the expansion program being planned.

The annuals include the same wide range. Don't miss the Fuchsia Courts. Rock gardens surround the ponds, and in the Aquatic Gardens 109 pools the water-, marsh-, and bog-plants flourish. There's an Iris Garden with 250 varieties, a garden of economic plants, one of flowering shrubs, an arboretum, a woodlot of conifers, and an orchard. The research department has 20,000 species and varieties to study.

The conservatories, built in a wide "U" shape, are open daily. Beside their permanent show, there are three special exhibits held yearly: A fall mum show in, for instance; a Japanese setting with pagoda and teahouse; a Christmas exhibit of plants and flowers set around the traditional crèche; a spring show featuring, say, spring in Paris; an English garden with ducklings in the pond; a Brussels flower market. This spring the theme is "Sleeping Beauty."

Man and His World

'Man' exhibits
x 999
in some ways
top original

By William C. Heine
Editor, The Free Press

IF YOU missed seeing Expo 67, you have another chance.

Man and His World is equally good.

A few top-notch pavilions and exhibits are missing, but the replacements are of a high calibre, some of them better than the original.

Most of the good pavilions and exhibits are back, as stimulating as ever, paint fresh, gardens bright, grounds clean, and the whole excitement of Expo's architectural uniqueness intact.

Without the crowds and the queues, with instant access to Expo Express and the Minirail, and with the addition of fast electric metered carts to scoot you around when your feet give out, Man and His World will be a tourist attraction again this year.

I spent part of an afternoon and an evening on the grounds last week, and left impressed. At the hotel, the manager said downtown hotels were booked almost solid from mid-June to mid-September, an indication that a great many people are going, or going back, this year.

The two most obvious losses are the Czechoslovakian and the Russian pavilions, with both exhibits and buildings removed. Bare floor slabs remain. The site of the Czechoslovakian pavilion will be adapted with planters and a small band shell to be a dance floor; no one seemed to know what would be done with the Russian pavilion site. Also missing are the British and United States exhibits (though both buildings were donated to Canada and turned over to Montreal to operate); Labyrinth (which may yet open); and tours through Habitat (now in private hands).

The renamed U.S. pavilion, the Biosphere, is an improvement over the original U.S. show (except for the space exhibit, which was superb). Inside the 20-storey dome are several large aviaries, with 600 birds of 150 species; formal Renaissance gardens; small squares with fountains cleverly imitating similar ones in Rome, Paris or London; and natural history films in the theatre.

The British pavilion, now graced with the emblem of the City of Montreal, has a magnificent collection of antique cars, restored to mint condition. I've seen many collections of old cars in museums but none as well done as this. Three screens show continuous films of early movies in which cars, planes and trains miss each other by inches.

In the Ontario pavilion, intact with its ranks of massive granite blocks, is an excellent exhibit for Canada, "The Face of Winter," where chill winds blow (on loudspeakers) and there is an 18th century Quebec house fully furnished, craftsmen making snowshoes and horseshoes, and in the theatre, short films on winter.

At the mainland entrance, Cite du Havre, there are three major losses, that magnificent art collection (no one could hope to keep it together in one place for more than a few months), Labyrinth (though there are still negotiations about it), and Habitat 67 (which is in private hands).

These are the major changes.

The rest of the show is largely intact and superb.

In the Telephone Pavilion (call it the Bell show and telephone lines shrivel across the country) I watched again that magnificent 360-degree film and felt an emotional surge of pride in my country that left me unashamedly wiping my eyes. It's a must.

So are the Christian Pavilion, Indians of Canada, Cominco's absorbing look into the five senses, and Kaleidoscope.

The former Swiss pavilion is a museum of humor, with its main attraction a gallery of cartoon art, and in other former national pavilions are excellent displays of postage stamps, weapons of man, art by children, and of dolls in the costumes of three-score nations.

Yet there are a host of national pavilions, . . . Japan, Ceylon, Germany, Thailand, Burma, Mexico, India, Africa Place, Iran, Holland and two-score others. I noticed little significant change, though some of the exhibits were different.

The theme pavilions are the ultimate excellence for Man and His World visitors: Man the Provider, Man the Explorer, Man and His World, Man, His Life and Health, Man and the Oceans, Man, His Planet and Space, Man and the Polar Regions, and Man in Control are all there again to be savored and enjoyed at leisure. Though great emphasis was placed on the national pavilions and on some of the commercial exhibits in Expo 67, the theme pavilions were its heart and its greatest achievement. Visitors to Man and His World who missed them last year, or who are in Montreal for the first time, should not miss them. They are the best features of the entire show.

La Ronde is in full operation, with some new rides and most of last year's as well. The girls show at the Garden of Stars is rather tame, the girls wore too much clothing (though a few well-endowed young things stood sedately in the shadows wearing pasties and skirts) and the male dancers wore not enough. A matter of taste, I suppose.

The grounds, of course, are as they were last year, full of exciting architectural concepts, interesting sculpture, those quiet canals with the gondolas sliding past, the free Expo Express to move traffic between the islands, and the minirail rides (now mercifully uncrowded) to show Man and His World at its best. The restaurants are as plentiful and not quite as expensive.

All in all, a cracking good show. I'm going back again this summer.



Mr. Heine

Designed Men's Styles With PM In Mind

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

LACE FOR EVENING

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue terylene and was worn with a white turtleneck.

When it came to evening clothes, Mackay went all out—too far out for a Trudeau took. Several had arched highwayman collars you'd expect on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtlenecks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kidskin trousers. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

COLORS MAY CLASH

If young men start wearing such evening grandeur, wives and feminine friends will have to ask: What are you wearing to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian vanguard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontonians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtleneck.

The present men's collection of some 20 styles will be presented later in the Youth Pavilion at Man and His World in Montreal. Although the men's clothes were the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substituted big frilly jabots for more manly stocks.

Woodstock-Ingersoll
Sentinel-Review, Ont.
Circ. 10,080
June 11 1968

1-944

WAY-OUT OUTLOOK

Clothes With Flair By Stage Designer

By MARGARET NESS

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One evening suit was a lavender Edwardian-style jacket with belled silver nylon kid-skin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

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NEW LOOK IN TAILORED SPORTSWEAR IS DOUBLE-BREADED — Six-button jacket in red and black mini-check is standout with rust-colored slacks,

black turtleneck sweater and black and white silk square. Pink four-button jacket (right) is worn with blue twill slacks, blue and white striped shirt and pale red tie.

Fashion and the Turtleneck

Never in the recent history of men's clothing has there been such an important and controversial trend than the big "T".

For this reason the Canadian Institute of Men's Apparel, in answer to requests from restaurants, hotels and committees organizing formal functions, has drawn up some guide lines for the well-dressed man.

1. A thick sports turtleneck sweater, be it white or any other color, should under no condition be worn to any formal function . . . even with a dinner jacket.

2. A turtleneck sweater should not be worn to any function where the invitation states "black tie" unless as part of a totally coordinated formal outfit.

3. The turtleneck may be worn to sports events, with casual weekend clothes, and for business only if it ties in with the image that the company or individual intends to portray.

4. A dress-up turtleneck should find its place in the wardrobe as an adjunct to the after-five suit for semi - formal evening, theatre, or home entertaining where relaxation can be teamed with smartness and fashionability.

Ottawa Le Droit, Ont.
Circ. 39,080
June 11, 1968

Terre des Hommes LI-699
Sa béatitudo Maximos V.
Hakim, patriarche d'Antioche,
d'Alexandrie et de Jérusalem,
a visité le pavillon du Québec
à Terre des Hommes dimanche.
L'illustre visiteur avait aupara-
vant été accueilli dans la ville
de Québec par le premier mi-
nistre Johnson.

**Brockville Recorder &
Times, Ontario
Circulation 10,561
June 11, 1968**

BUS TO "MAN AND HIS
World Montreal. Saturday.
July 9, sponsored by Amity
Lodge of Prescott. Prescott.
Phone 925-3747, 925-2838 or
925-4567 for information.
Jne11-13-452

Ottawa Citizen, Ont.

Circ. 80,512

June 11, 1968

K 999
**Lack of people
hurting Fair
concessionaires**

MONTREAL (CP) — Concessionaires at Man and His World have suffered financially, because expected crowds have not materialized, it was reported Monday.

The city of Montreal, which administers the permanent successor to Expo 67, has granted owners of boutiques, restaurants and snack bars a postponement of the June 15 deadline for first rent installments.

Rents may also be lowered because of the slow business plaguing most concessionaires, many of whom have laid off employees and are operating at a deficit.

Hamilton Spectator, Ont.

Circulation 121,676

June 11, 1968

489 Fair Visitors Eating Less, Not Buying As Expected

MONTREAL (CP) — The financial situation of restaurant and boutique concessionaires at Montreal's Man and His World exhibition is so acute that the city has granted a reprieve on the first rent instalment due June 15.

Bernard Hurtubise, director of restaurants and concessions, yesterday said the situation is serious and if it does not improve "we'll have to go back to the executive committee and obtain a reduction in rental rates."

Although bankruptcy was not an immediate threat for most establishments, many were operating at a deficit.

People visiting the fair were not buying as much as at Expo 67 last year since

most were from the Montreal area.

Establishments that earned a good reputation last year were finding business fairly brisk, but fairgoers were reluctant to hit the high-priced spots.

Ottawa Journal, Ont.
Circulation 76,324
June 11, 1968

~~MARKS IN JUNIOR MATRICULATION.~~

F-999
Montreal Fair

Business Slow

MONTREAL (CP) — Concessionaires at Man and His World have suffered financially, because expected crowds have not materialized, it was reported Monday.

The city of Montreal, which administers the permanent successor to Expo 67, has granted owners of boutiques, restaurants and snack bars a postponement of the June 15 deadline for first rent instalments.

Rents may also be lowered because of the slow business plaguing most concessionaires, many of whom have laid off employees and are operating at a deficit.

Charlottetown Patriot, P.E.I.

Circ. 5,059

June 11, 1968

More American tourists seen coming to Canada

1999
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Many Americans will be staying closer to home—and away from the troubled big cities. Also, early figures indicate an above-average flow of Americans into Canada, one of the few countries favored by U.S. tourists that has not been beset by riots, rebellion or even open revolution.

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MORE PEOPLE ASK

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opening of Man and His World, on the Expo 67 site, as "one of the most vivid spectacles in my memory."

Robert H. Estabrook, in the Washington Post, says returning to the exhibition is "like visiting an old friend who has taken up some interesting new ideas

since you last met." He added: "When the substantial separate friendly-but-foreign attractions of the world's second largest French-speaking city are added, Montreal this summer will be a very exciting place indeed."

Peterborough Examiner, Ont.

Circ. 25,936

June 12, 1968

L. 999

Designer Tries Off-Stage Market

TORONTO (CP) — Canadian males may balk at most of the men's fashions designed by Stuart Mackay of Vancouver, Toronto and Montreal. But the mod dolls and older women alike will be fascinated. The reason? Mackay designed them with Prime Minister Pierre Elliott Trudeau in his mind's eye.

Actually most of them are too far out even for the sometimes unconventional Trudeau wardrobe, but then Mackay is a theatrical costume designer taking his first fling at personal—as opposed to stage—clothes for men.

But you could visualize a tongue-in-cheek Trudeau wearing some of them. They have an affiliation to what the Canadian female likes to think is Prime Minister Trudeau's

exciting, cosmopolitan world.

In this context Mackay created a costume he calls Kismet, in keeping with Trudeau the young student who roamed the East. This was a patio or sleep suit in red-gold patterned silk with full Persian pants and a jacket dropping to the knees with Mao collar and metallic cuffs-and-tab detail on both pants and jacket.

LACE FOR EVENING

For the casual Trudeau on a country weekend, Mackay showed a gold-color mesh knit in a jumpsuit, completed by a low-slung stiff leather belt. Only the lower pants were lined. Another jumpsuit bore a slick wet look in bright blue terylene and was worn with a white turtleneck.

When it came to evening

clothes, Mackay went all out—too far out for a Trudeau look. Several had arched highwayman collars you'd expect on street coats. All sported lace cuffs and ruffled fronts. Most were worn with turtlenecks, although Mackay himself does not favor them for formal wear.

One evening suit was a lavender Edwardian-style jacket with belled silver nylon kidskin trousers. With another Mackay had to be kidding. The jacket was pink-and-lavender checked eyelash lame, side closing with gold buckles. The belled trousers were in pale lilac peau de soie.

COLORS MAY CLASH

If young men start wearing such evening grandeur, wives and feminine friends will have to ask: What are you wearing

to the party? Otherwise the clash of styles and colors might ruin the entire evening.

Up to now the black conformity of the male at evening affairs has always been a reliable foil for feminine plumage. She can even cope with the deep burgundy-and-black brocaded jackets that a few venturesome men now are wearing. But pink-and-lavender eyelash lame!

Asked how Canadian men would react to such styles, several conservative shirt-and-tie men at the showing agreed that, in time, these advanced styles just may catch on. A couple of European men were ready to go along with most of the styles, but worn in Europe, not Canada.

Mackay himself places Vancouver in the Canadian van-

guard of revolutionary male styling, due to the California-oriented influence. Montrealers (both French-Canadian and English-Canadian by association) come second. "Torontoians are much too wardrobe stodgy," says Mackay, who himself was wearing a dark suit and white turtleneck.

The present men's collection of some 20 styles will be presented later in the Youth Pavilion at Man and His World in Montreal. Although the men's clothes were the main attraction, Mackay backed them up with companion outfits for the girls. Using the same fabrics and practically the same jackets, he put his feminine models mostly in shorts and substituted big frilly jabots for more manly stocks.

1968 Canadian Outlook

Tourist Industry Looks Good

By DENNIS ORCHARD
Canadian Press Staff Writer
Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

67 SHOWED SURPLUS

Canada's dollar-and-cents tourist earnings this year will not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,158,000,000 behind in Canada.

The realistic aim this year is foreign tourist spending of at least \$1,000,000,000 and record business everywhere but in Quebec province.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's decision to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

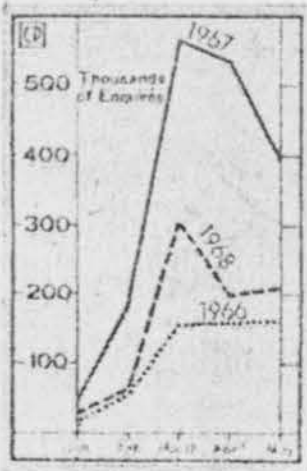
SPENT LESS ABROAD

It is known that they spent less abroad last year than in 1965 because so many stayed home for Expo and centennial action. Some travel agency spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo advertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces

tying in newspapers, radio, television, magazines and special attractions.

One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Heritage Highways"—the 1,200-mile "route of the pio-



LOOKS GOOD — For years, springtime enquiries for travel information received by government tourist bureaus have proved a remarkably accurate guide to the extent of holiday activity each summer. This year the Canadian government travel bureau reports enquiries running well below 1967, as expected, but more than 50 per cent higher than 1966. Graph shows the number of enquiries received during the first five months of each year for the last three years.

(CP Photo)

Quebec: A banner 1967 with Expo mean \$700,000,000 in tourist revenue; the number of U.S. vehicles entering the province are than doubled to 1,038,166, this year much depends on the success of Man and HisWorld in hitting its goal of 9,000,000 visits, and on traditional Quebec attractions—cuisine, countryside, campsits and Quebec City itself.

Ontario: People who passed through on their way to Montreal last year will return to see Ontario and the rest of Canada, says a confident Denis Stefanuk, regional managing director of the Ontario Hotel and Motel Association. The tourist industry predicts an unprecedented increase in foreign visitors.

Manitoba: The Pan-American Games helped Manitoba to a record \$106,000,000 in revenue from 2,500,000 out-of-province tourists last year.

The pitch this season is to emphasize Manitoba's "comfortable open spaces," and in league with Saskatchewan, Alberta and British Columbia to sell "the friendly Canadian West."

Saskatchewan: The province played host to about 1,100,000 tourists last year, and

they spent \$72,360,000. Most were campers, who fish and hunt, spending less than other vacationers but staying longer. Harvey Dryden, director of Saskatchewan's tourist development branch, hopes for an increase of 10 to 12 per cent in tourist activity.

Alberta: The government travel bureau is concentrating this year on the home folks, urging Albertans to "know Alberta better." The bureau also aims at non-residents a stylish publication describing Alberta as Canada's "Princess province" and a "Romain' Empire."

Like Quebec and British Columbia, Alberta puts substantial effort into attracting people to its winter playgrounds, particularly for skiing at Banff and Jasper. A winter dollar is worth several summer ones to resort operators who have year-round expenses to meet.

British Columbia: The B.C. residents who spent their money on trips east last year were never missed by the tourist industry, as booming American traffic more than made up the difference. Visits increased 12 per cent to 8,500,000 and revenues to \$317,000,000.

PICTURE BY PROVINCES

Here is the province-by-province tourism picture:

Newfoundland: Tourist revenue was up an estimated 19 per cent last year to \$55,000,000, with the biggest increases in the small but thriving areas of hunting and camping. Tourists stay an average 14 days in Newfoundland, a mark all other provinces envy, but more than four of 10 visiting Americans come to see relatives.

Prince Edward Island: A good tourist year is badly needed by the hard-pressed island economy. Advance bookings indicate a record year for the \$14,000,000 industry if the weather is good for traditional water sports.

Nova Scotia: Officials still are totting up the lost revenue from last year's tourist slump, which saw the number of visitors drop to 947,000 from 975,000 in 1966. The province is currently concentrating on a pre-season advertising campaign in Quebec, Ontario, New York and Massachusetts.

New Brunswick: The \$77,000,000 spent by 2,500,000 visitors last year was a record achieved despite Expo and bad coastal weather. The province is expanding campaign facilities to meet heavy demand.

Barrie Examiner, Ont.

Circ. 9,531

June 12, 1968

See Heavy Flow Of Americans To Canada During Summer

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By DENNIS ORCHARD
Canadian Press Staff Writer

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Canada's dollar-and-cents

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Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

Montreal hopes the Expo successor, Man and His World, will fend off a tourist

slump, but the exhibition's skimpy advertising budget of \$270,000 is seen by some observers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

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Total tourist spending last

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Government advertising has shifted to emphasize the "shoulder months" of tourism—May and June, September and October. The European market is being cultivated and promotional films are being translated into Japanese, German, French and Italian.

St. Marys Journal-Argus, Ont.

Circ. 3,839

June 12, 1968

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"Same Thrill Again As From Expo"

Mr. and Mrs. Desmond Jarman spent part of last week in Montreal. They mixed business with pleasure and when Desmond who was there on business had time if they went to see "Man and His World". Rained Friday night of course, but Saturday was a beautiful day, 68 degrees. Small crowds they report. Were in the Bell Telephone Pavilion which is the same show and there was only around 40 people. In the Ontario pavilion they were two of seven people. There are a few changes,—the British Pavilion in antique cars, etc. while the American buildings is every type of bird. Mini rails running and the Expo train is charging admission. Crowds were small with no line-ups, but as Betty and Desmond both said, "You get the same thrill you got from Expo and never let anyone tell you it is not worth going to see. They also had a bus tour of Montreal which they enjoyed very much.

Guests with Mrs. Florence Taylor and George on the week-end were Mr. and Mrs. David Robinson and Mrs. Mabelle Herbert of Toronto and attended the 40th wedding anniversary of Mr. and Mrs. Jos. Goarley.

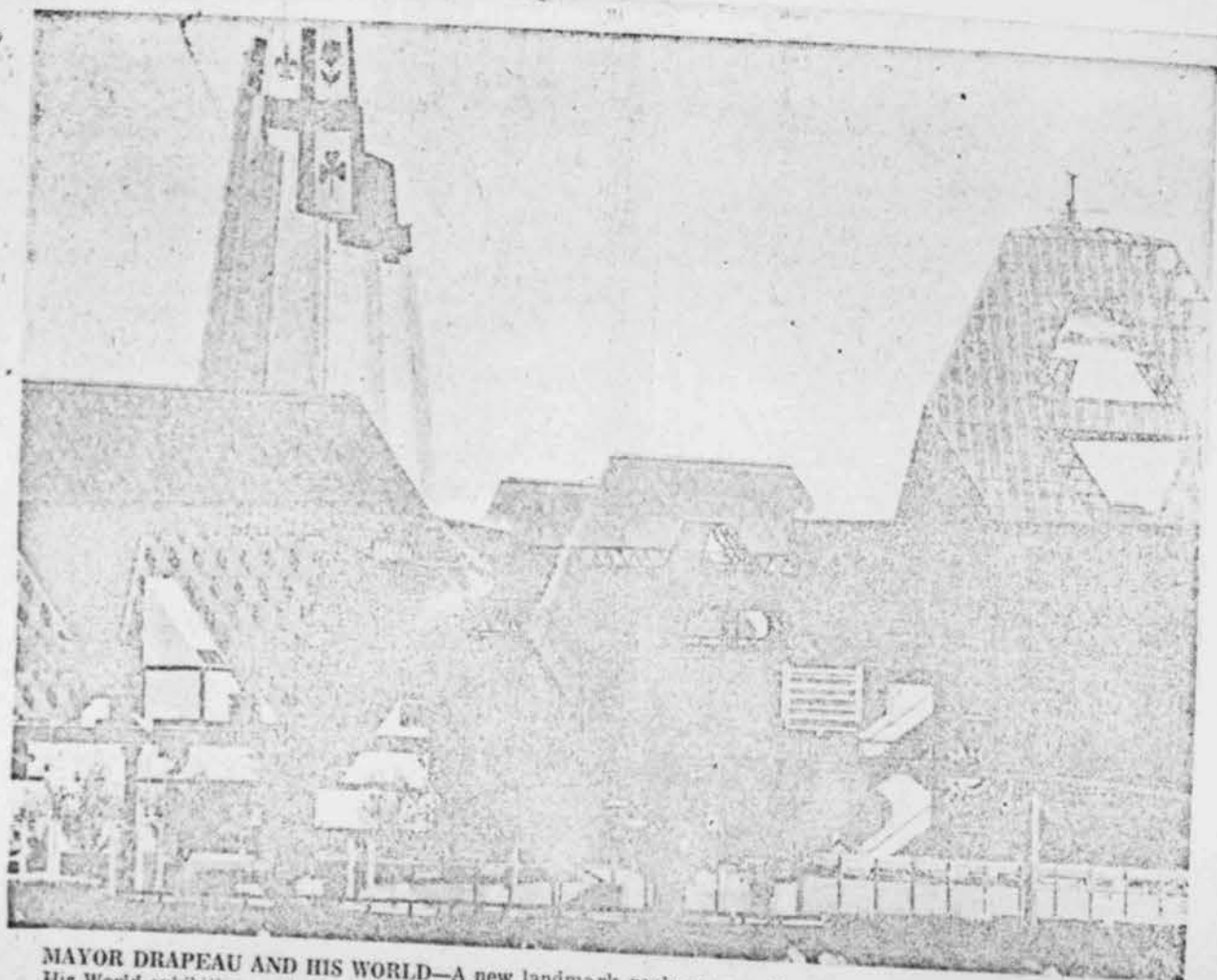
Mr. and Mrs. Stanley Matthews and Fred of Toronto were week-end guests with Mr. and Mrs. Mac Goarley and family, Belton, and also attended the 40th wedding anniversary of the Goarleys.

Mr. Roy Brown and Mr. and Mrs. Mervin Brown of Port Carling attended the wedding anniversary of the Goarleys at Ski Hi and spent the week-end at the Goarley home.

Rev. R. J. and Mrs. Risdon returned home the middle of last week after spending a few days with their son and his wife in Cornwall.

Stettler Independent, Alta. |
June 12, 1968

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MAYOR DRAPEAU AND HIS WORLD—A new landmark replaces an old one at site of Montreal's *Man and His World* exhibition as the coat of arms of city of Montreal is draped from tower of former British Pavilion where Union Jack was mounted during Expo. Changeover symbolizes new look of "Son of Expo" fair opened by Mayor Jean Drapeau.

Le Franco-Albertain
Edmonton, Alberta
June 12, 1968

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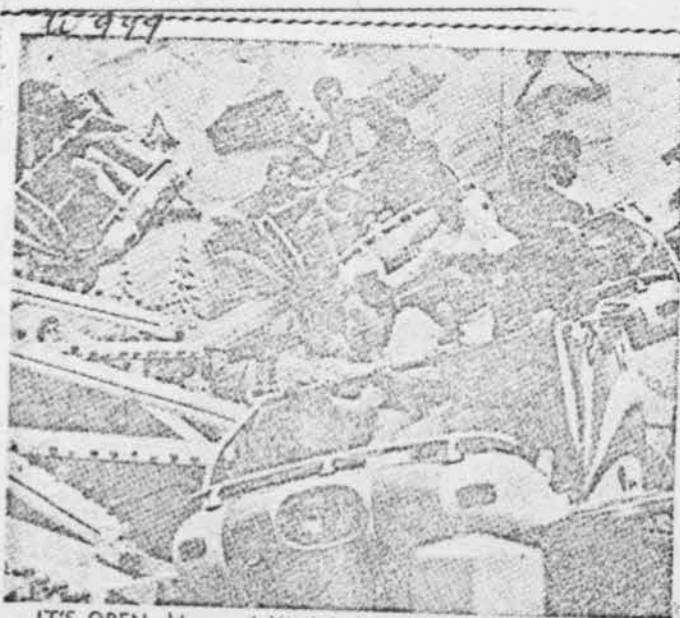


Plus qu'en tout autre endroit de la "Terre des Hommes", c'est dans la Biosphère (ancien pavillon américain) que le visiteur sera aux oiseaux. Le pavillon est en effet devenu un parc intérieur au décor exotique, surmonté d'une voilière géante. Ceux qui sont quelque peu familiers avec la Métropole auront reconnu le pont Jacques-Cartier, en arrière-plan, et le restaurant Hélène de Champlain, à droite.

Bridgewater Bulletin, N.S.

Circ. 4,821

June 12, 1968



IT'S OPEN. Man and His World, or Expo II, or whatever you prefer to call it, has opened its doors again, welcoming the world. The fair will be a permanent summer exhibition, and according to Montreal mayor Jean Drapeau, it will grow each year in size and stature. — TNS Photo

Gananoque Reporter, Ont.
Circ. 2,709
June 12, 1968

High School addition plans to be presented next week

A-999
Only a few details remain to be cleared up with the architects, Barnett & Rieder, before the plans for the new addition to the Gananoque District High School can be presented to the Board of Trustees for approval. Ronald Naismith, chairman of the building committee, reported to the regular Board meeting Monday night.

It was decided that a special Board meeting would be held next week for this purpose, after which the plans will be submitted to the Department of Education for approval. They are based on a projected enrolment of 1,050 to 1,100 students in five years as compared to the present student body of 640.

Stacy Bus Lines, Lansdowne, submitted the low tender of \$18 per day for providing bus service to take G.D.S.S. students to summer school in Kingston, and this bid was accepted by the Board. Manager Charles Pearson stated in his tender that this service would provide one bus, to start its trip in Lansdowne, make three stops in Gananoque for students only and drive them to Kingston.

Principal C. W. Mumford estimated that about 33 students would be attending the summer school sessions. He also reported that the Recommendation Meeting had been held on

May 27 with the result that approximately one-third of the students will be exempted in all examinations at G.D.S.S., one-third will write some examinations, while one-third will write all the exams. These will be completed June 13, with Promotion Meetings scheduled for June 24 and 25.

The principal also stated that application forms for summer school will be sent out along with examination results on June 26 and 27. June 26 is scheduled as Orientation Day for Grade 8 students who will be enrolling at G.D.S.S. in September.

At least one group of students is planning a trip to "Man and His World" in Montreal. Mr. Mumford said. He pointed out that the Department of Education has approved these trips again, as for Expo '67, and reduced admission rates are available for school-sponsored groups. Such trips will not entail any expense for the Board, he stated but the school would undertake to organize and chaperone them as required.

Principal Mumford also reported that the school had hosted a typing competition for eight schools in the area on May 22, conducted by the Commercial Teachers' Association. (Continued on Page Three)

Gananoque was second in the senior competition and fourth in the junior competition with Audrey Crawford winning the Remington Trophy as individual junior champion.

The Grade 13 geography class recently took a full day field trip, to the area north of Port Hope, visiting the Ganaraska Forest area, a tobacco farm and a cattle farm.

Because of lack of turf on the football field, Mr. Mumford reported it appears that the G.D.S.S. football team will again have to play its home games in other towns for safety reasons.

The Board voted to renew its agreement with the B. H. Bickerton insurance agency for coverage of students for injuries incurred on school property. This insurance is paid for by the students or parents. During the past year, Mr. Bickerton's letter said, 45 claims were made and \$1,310 was paid out in claims. Cost of the coverage

ranges from \$1.00 to \$5.00 according to the extent of protection provided.

999 Strife, violence affecting some area's tourist trade

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Galt Evening Reporter, Ont.

Circ. 13,188

June 12, 1968

999
**Scouts Plan
Expo Trip**

Hesper and district scouts, venturers, and rovers over 14 years of age have been issued an invitation to attend Man and his World exhibition in Montreal as members of a Service Corps.

South Waterloo district will send two 10-member patrols—

one leaving in July, the other in August.

The Service Corps will be on hand to provide assistance to the handicapped at the event, dubbed Son of Expo by Montreal Mayor Jean Drapeau.

Kingston Whig-Standard, Ont.

Circulation 26,761

June 12, 1968

+ 999

CKWS Radio

Win a trip to "Man and His World" in Montreal. Once each weekday on "Tempo", (12 noon to 1 p.m.) Bryan Olney will make the lucky draw. Send in your entry forms and stay tuned to 960 radio.



THIS BUBBLE DIDN'T BURST--It's the huge geodesic dome of United States Pavilion, prominent landmark of Montreal's EXPO '67, renamed "Bi-sphere" and converted into an exotic aviary and garden for "Man and His World," a permanent summer exhibition held on old Expo site through September.

International
New York City

From
NEWS
PHILADELPHIA, PA.
E-236,000

JUN 12 1966

**CE DOSSIER CONTIENT
PLUSIEURS DOCUMENTS
ILLISIBLES**

Montreal Goes Show Biz With 'Man and His World'

MONTREAL. — Should a city go into big-time show business all by itself?

Of course, says Montreal's remarkable mayor, Jean Drapeau, but it helps if you start out with debt-free ownership of a 600-acre world's fair site, more than 100 major buildings, other assets worth \$1 billion, plus the promotional carry-over from the most successful world exposition in history.

That's the happy situation in Montreal, where the city has revived Expo 67 as "Man and His World," and the new show passed 1.5 million in attendance in its first three weeks, even before the summer vacation boom had gotten started.

MAYOR DRAPEAU hopes "Man and His World" will become a permanent fixture in the French-Canadian metropolis, enhancing the city's cultural, entertainment life — and its treasury — for years to come.

There's risk, as in most business. After all, Expo 67 drew almost 51 million people to set an all-time attendance record for world's fairs, and still lost more than \$250 million on a strict profit-and-loss accounting. Canada's Federal Government and the Province of Quebec absorbed almost 80 percent of the loss, and with few grumbles, because the fair brought such great rewards in terms of national prestige, publicity, and increased tourist spending.

Visions of red ink don't bother Mayor Drapeau. He's confident the city will earn a net profit of \$6 million from "Man and His World" this summer with revenues from gate admissions, gourmet restaurants, boutiques and amusement park rides.

Admission to the new show is at the same bargain rate as last year: \$2.50 (Canadian) for adults at the gate, and at a reduced rate of \$2.10 for tickets purchased in the U. S. Children up to 12 get in for half price. American Express is again the exclusive agent in the

U. S. for the distribution of "Man and His World" tickets.

"WE DON'T NEED to worry about capital investment," says Mayor Drapeau. "All we need are 20 million visitors this season, and with the show we have lined up and the great memories of Expo I think we will make it with room to spare."

There are no worries about capital investment because, among other things, Mayor Drapeau hates waste. The 65 nations that exhibited at Expo 67 built their pavilions at their own cost, as did corporations and other institutions which put up structures. The U. S. Government, for one, spent \$2 million to erect the striking 20-story geodesic dome that was Expo's architectural standout. But the international rules that govern world's fairs stipulated that each nation or other participant must tear down its building within six months after Expo closed.

What he did was persuade each nation to give its building to the city of Montreal as a gift, thereby saving the cost of demolition and preserving Expo's physical assets. Mayor Drapeau also wound up with the two man-made islands in the St. Lawrence River that make up the site of "Man and His World," and other major features such as the popular transit system that carries millions of passengers.

"Man and His World," like Expo 67, remains a great international exhibition, still with a collection of more national exhibits than ever shown at a world's fair before, except at Expo itself. There are 45 such displays, many of them the same as last summer.

But there are also new displays, activities and original concepts which Mayor Drapeau believes make "Man and His World" "in many ways, a better show than Expo" and could put it back on top again as one of the best tourist attractions in the Western Hemisphere.

International
New York City

From
NEWS
PHILADELPHIA, PA.
E-236,000

JUN 12 1968

Indian choristers R-999 need a sponsor for two big trips

The 24-voice student choir from the Indian residence at Portage la Prairie has been asked to sing at Man and His World in Montreal this summer, and at the World Fair in Osaka, Japan in 1970.

But the children won't be going, unless a sponsor can be found.

The choir has performed across Canada, and was well received at Hemisphere, a fair in San Antonio, Texas at Easter.

Travel and maintenance costs for the choir are about \$5,000 a year, and the government has no money to keep it going, residence administrator Jack Harris told a luncheon meeting of the Winnipeg Cosmopolitan Club Tuesday.

"We started the choir in 1965, to give the children a goal in their adjustment to white society," he said.

When Mr. Harris was named principal of the Portage residential school in 1958, only 95 Indians in Canada attended white provincial schools.

The remainder, more than 35,000, attended 65 residential schools across Canada, run by various religious denominations. Costs were shared between home mission boards and the federal department of Indian Affairs, under a per-capita grants system.

Today, there are 650 Indian children attending white provincial schools in Manitoba alone.

Portage School has become a residence for 80 Indian children between the ages of 14 and 19, from across the province, all of whom attend junior high and high school in the Portage area. The residence is totally financed by the federal government.

"There is no doubt that changes have taken place in Indian education," Mr. Harris said. "Today money is no problem for an Indian who desires to go right through to university."

However, schooling is not enough.

"We can not educate Indians only to return them to the reserve, where they lose all their economic security, sanitation, nutrition, health and recreational facilities," Mr. Harris said.

"Yet, what is the white society doing to make a place for Indian high school graduates? I defy anyone to find one Indian clerking in a store between Winnipeg and Brandon."

Even with a high school education, most Indians are forced to take manual labor jobs, and many are out of work for months at a time, he said.

There is an urgent need to give Indians a proper place in the history of North America, Mr. Harris said.

"The Indian has to try to be proud of his identity as a 'bad guy', who has never won a battle, and never will."

Teachers must also be especially trained to deal with the shyness of Indian children, and their different outlook on life, Mr. Harris said.

999 'Image' Rated Top Pavilion

By IRVINE A BRACE

It isn't called Expo this year. It's *Man and His World*. When I first stepped off the inter-expo train, the sensation was disbelief.

It was almost as if they had decided to hold a special showing of Expo 67 for me and only a few others. But that was a deception. The grounds are so large that 40,000 people can be swallowed up with only a scattering appearing here and there.

Some of the pavilions haven't been changed. Others have been transformed into exhibit buildings featuring such things as the Montreal police department, a photographic exhibit and a cinema exhibit.

The U.S. pavilion has been turned into a huge aviary. The Canadian pavilion has been renamed the Expo 67 memorial pavilion. The British pavilion, which had a giant Union Jack emblazoned on the peak, now is called the Music Belfry and includes a display of antique cars. The British flag has been replaced with the flag of Montreal.

There are more pavilions, but two of my favorites are Image and the Cinema Pavilion.

Image is a beautiful display of color and black and white

photographs depicting the four seasons of Canada, sponsored by the National Film Board. The exhibit is tastefully arranged in what used to be the Australian pavilion.

The star of the pavilions, from a photographer's point of view, is Cinema. The whole thing was arranged by La Cinematheque Canadienne, a devoted group of Montreal film enthusiasts.

Among the displays in this pavilion are: posters and stills highlighting such Canadian films as *The Ernie Game*, *Nobody Waved Goodbye*, *Warrendale*, *La Fleur de L'Age*.

Two small screening rooms run continuous showings of animated cartoons from the 1920s, with *Felix the Cat*, *The Mouse that Turned* and a *Koko the Clown* cartoon named *Invisible Ink*.

The second room features four winning 50-second films from Expo 67: *Man and His World*, *Genius-Man*, *Othello 67*, *Tick Tock*.

A display of historic mo-

tion picture equipment and a boutique in which booklets about motion pictures can be bought complete the exhibit.

Man and His World is certainly no Expo 67. It lacks the magic of a world's fair, but *Man and His World* is certainly worth a visit.

* * *

APA. You probably won't recognize those initials. They stand for a new, national photographic society in Canada. . . Association for Photographic Art.

As soon as the name receives official sanction steps will be taken to launch the association on a grand scale.

Representatives have been appointed from much of Canada. APA will promote photography of all types, including motion pictures and at the amateur as well as the professional level.

Take in stars stars stars

The top professional photographer was honored recently

by the governor-general and the Professional Photographers of Canada. He was given \$200 and the title Professional Photographer of the Year. The governor-general presented the award to Albert Gilbert of Toronto.

Some points of interest for movie makers were offered at a photographic seminar given by professional photographers. Panning is difficult and should never be done with a tripod except during an emergency, the photographers were told.

It's much better to have a subject walk into the camera from an angle of about 45 degrees. But the photographer must be careful not to change his camera angle, otherwise the subject will move in one direction and then switch about and head back in the opposite direction when viewed on the screen.

The area in which the shooting is taking place should be thought of as circular. Divide this circle in two equal parts.

The action-direction will be correct provided the photographer does not cross the center line of this circle.

Although panning can create eye-pulling problems for the viewer, sometimes it is necessary to photograph long subjects such as buildings or gardens.

Avoid jump shots. An example of this would be an establishing shot of a business executive at his desk. The following shot would be a closeup of his face. Obviously, quite a jump is taken visually to achieve this. Sometimes, though, such shots are used for special effects. But use them only for special, planned effects.

In the example above following the establishing shot from inside the office door, the camera would stop while the cameraman moved closer. The next shot would provide a medium closeup of the executive's hands, perhaps moving

some papers on his desk. This provides a break in the degree of visual jump before reaching the facial closeups.

Another way of doing this is to move close using different shots from different angles in the room. Concluding advice: Consider the motion picture camera as an extension of your eyes.

A Visit to the New Expo

R 999

Ottawa Journal

The highest praise one can lavish on the reincarnation of Expo 67 as Man and His World, is to be able to report with relief and gratitude that it is possible to spend two or three days wandering on those Expo isles seeing things exactly as they were last year.

There are some absences, some notable absences. But so much is preserved intact and worth preserving — that many a visitor who made only a token foray against last year's mobs will not be able to notice the difference.

The joys of revisiting are essentially those of rediscovery: which is a fresh insight into the richness of Expo. The new exhibits are still some way from realizing Mayer Drapeau's hope that the permanent fair will in time surpass even Expo.

The main difference is not the loss of the Russian or Czech pavilions nor even the loss of Cite de Havre with Labyrinth and the great international art show.

No, the difference this year is in the crowds — the lack of them compared with those days when a quarter of a million or more persons were routinely expected.

A visitor to Man and His World often feels as if he has the whole place to himself. It is mightily comforting not to worry about finding a table in a first class restaurant and, above all, not to stand in those endless queues. Hordes of school children do not (yet) come in with their lunches and their nuns.

It is possible to relax at Man and His World as it rarely was at Expo.

Yet some of the excitement and vitality and, above all, the

gaiety of the place is therefore missing. There is an eerie feeling in walking absolutely alone through a theme building, as may now often be the case on a week-day morning. The Christian pavilion (which needs some sprucing up, quickly) is simply not the same without lines of humanity pouring through. Man and his world, and Christianity, need men, lots of men.

ON WINGS



Progress in War On Airport Noise

By CHARLES YARDROUGH

It's hardly a joking matter, but there has been progress in the airport congestion-noise campaign—the decibels of criticism have about leveled off with those of the conditions being criticized.

But the agencies and individuals seeking the ultimate solution, if indeed there is to be one in our time, still find themselves at a loss.

It is unfortunate that the Swedish solution cannot be applied. Scandinavian Airlines System (SAS) has just endorsed location of a major new airport on the island of Saltholm—3,700 acres between Copenhagen and Mahno.

(You can bet someone will complain it would be too far away from his hotel or office.)

The Chase Manhattan Bank's bi-monthly "Business in Brief" even understates the echo in acknowledging that the congestion mounting at all major air hubs and on the ground "will continue to challenge the genius of transportation planners."

The publication also notes "it will surely continue to tax the patience of travelers."

Sen. A. S. Monroney, D.-Okla., a true champion of aviation progress, is encouraging use of short-take-off-and-landing vehicles to link National, Dulles and Friendship.

He probably enjoys the close-in convenience of National as much as anyone, but he recently declared "it's time to knock some heads together, get some of those flights moved from National to Dulles and get some transportation between these three airports."

Ominous indeed, considering the lack of solutions, is the recent prediction of the FAA's William M. Fiener, director of Air Traffic Service:

"A day when there will be a solid line of airplanes in trail, five miles apart, between New York and Los Angeles."

To the fire of congestion, more fuel comes from those who would keep general aviation aircraft out of major airports.

"Where scarce resources must be conserved," says American Airlines Vice President Cyrus S.

Collins, "it makes no sense to allocate time on a 10,000-foot runway to a plane that could take off in 3,500 feet."

The new Professional Air Traffic Controllers Association will hold its first convention in Chicago June 30-July 3, with more than 500 controllers expected to adopt a constitution.

Boston Attorney F. Lee Bailey, general counsel and acting executive director, will be a featured speaker.

Often unsung, but always appreciated Edward E. Slattery Jr., director of the National Transportation Safety Board office of public information, has received the first of a new award given through the Aviation-Space Writers Association.

For "outstanding and meritorious service in the dissemination of public information," Slattery was given the Charles L. Lawrence Award, sponsored by the Curtiss-Wright Corp.

Site of the Russian pavilion on Ile Notre Dame at Canada's EXPO 67 (now Man and His World) is to be used as a heliport for especially-muffled 'copter rides over the site. It's \$4 for adults; \$2 for children and crippled children ride free.

International
New York City

From JUN 12 1968

STAR

Washington, D.C.

E-298,048 S-352,487

St. John's Evening Tel., Nfld.

Circ. 20,956

JUNE 12

June 12, 1968
extensive diggings in 1966 but found no treasure.

Labyrinth may re-open in Montreal

MONTREAL—Charles O'Neil, a Montreal marketing consultant, says Labyrinth, one of the most popular attractions at Expo 67, will be opened at Man and His World provided a sponsor can be found within the next seven days.

The "total-environment" film exhibit was not turned over to the city of Montreal for its permanent fair on the Expo site because the three-storey building housing it stands on Crown land bordering Montreal harbor.

However Mr. O'Neil said the government was "anxious to have Labyrinth operated in the interests of the public," and the National Film Board was prepared to make available its film and the technicians to operate the projectors.



COMBINED EFFORT — These St. John's young people, members of the glee clubs of Bishops College and Prince of Wales Collegiate, will travel to Montreal this summer and they will entertain singers from Montreal when they come to St. John's.—(Daily News Photo)

Montreal and St. John's will swop talented young performers

Young Newfoundland singers will display their talent in Montreal this summer and singers from Montreal will display their talent in St. John's.

Thirty-six singers from St. John's will leave on July 21 for Montreal and return home on July 27. While in Montreal the Newfoundland group, which is comprised of 18 students from Bishops College and an equal number from Prince

of Wales Collegiate, will give five performances at the *Man and His World* Exhibition and will give a recital in the city of Montreal.

The Newfoundland young people will be tendered receptions by the city of Montreal and the diocese of Montreal and will stay with members of the Les Petits Chanteurs de Montreal who will be visiting St. John's from July 3 to 10.

The itinerary of the stay of the Montreal singers is not yet final but it is known that they will stay with students in St. John's. Anybody who may be able to accommodate a student for a week is asked to get in touch with Bishops College or Prince of Wales Collegiate. The Montreal group will give one performance while they are in St. John's.

The plans for the exchange

have been made by the students themselves and they are now sponsoring various projects to raise money to help finance their trip.

The Newfoundland group will be accompanied on the trip to Montreal by D. E. Cook and Mrs. E. Stachury.

The citizenship branch of the federal Secretary of State Department has been most helpful in the planning of the cultural exchange according to reports received.

London Evening Free Press

Ontario

Circ. 124,775

June 12, 1968

Signs point to L 9901 good tourist season

By DENNIS ORCHARD

Canadian Press Staff Writer
Far from being a post-Expo flop, the 1968 tourist season across Canada bears indications of a good year indeed.

The tourist industry is fast forgetting its concern that Americans would pass up Canada after paying visits in Centennial Year.

Travel inquiries from potential United States customers this year are running better than 50 per cent above 1966, the last "normal" year and the benchmark for the industry's comparisons.

A Cross-Canada Survey by The Canadian Press encountered bright promotional campaigns everywhere, and an air of reasoned confidence.

The year looks best to resort, hotel and motel operators in the Atlantic and Prairie provinces.

For many of them, Expo was a test of patriotism; it took away business that would otherwise have been theirs. Their trade showed little increase, or dropped off.

The same was true, surprisingly, in some traditional resort areas of Ontario, as city families skipped their normal vacation haunts to spend time on Montreal's Expo islands.

Canada's dollar-and-cents tourist earnings this year will not, of course, match 1967, when foreign visitors spent \$1,304,000,000 and Canada's deficit-plagued international travel account ran a \$427,000,000 surplus.

Americans alone—an estimated 15,000,000—left \$1,158,000,000 behind in Canada.

The realistic aim this year is foreign tourist spending of at least \$1,000,000,000 and record business everywhere but in Quebec province.

The industry shares a quiet expectation that many Canadians who might otherwise travel in the U.S. will stay home to avoid racial violence.

And varying weight is being placed on President Johnson's plea to Americans to postpone their European vacations because of the U.S. dollar drain. He has not asked for a restriction on travel anywhere in North America, and this could mean increased vacationing in Canada.

Border checks permit accurate tabs on visitors and what they spend, but techniques are not yet in place to measure precisely what Canadians themselves pay for summer fun.

It is known that they spent less abroad last year than in 1966 because so many stayed home for Expo and centennial action. Some travel agency

spokesmen say tax increases and inflation are causing people to cancel long-distance vacations this year too.

Encouraged by the outstanding success of Expo advertising in the U.S., the Canadian government travel bureau is stepping up joint programs with the provinces tying in

newspapers, radio, television, magazines and special attractions.

One such with Ontario and Quebec will cost \$200,000 and reach a Detroit-area population of more than 12,000,000. Keyed to a gala shopping-centre promotion, it urges Americans to strike out on the "Her-

itage Highways"—the 1,200-mile "route of the pioneers" between Windsor, Ont., and the Gaspé Peninsula.

Montreal hopes the Expo successor, Man and His World, will fend off a tourist slump—but the exhibition's skimpy advertising budget of \$270,000 is seen by some ob-

servers as a misplaced economy. Governments spent \$22,000,000 to promote Expo.

One official of a national tourist association suggests that without at least \$2,000,000 in advertising, Americans will not find out about the permanent exhibition in its critical first year.

T O R O N T O

The subject who is

The Globe and Mail

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WEDNESDAY, JUNE 12, 1968

Is it as good as Expo? (I)

By RICHARD J. NEEDHAM

There's someone you used to love, let us say; but they disappeared from your life. Now a year has gone by, you're to meet them again, and naturally you're wondering. You've changed in that year, so have they; how about the basic situation, the thing you had going between you? Has that changed? Has it even survived?

These questions were running through my mind last Saturday when I boarded the morning Rapido for Montreal and the Terre des Hommes — Man and His World, the successor to Expo 67. Like everyone else, I was captivated by Expo, held under its magic spell, went back and back to it like a drunk to his bottle. Would I feel the same way about Terre des Hommes?

I was a bit disturbed when I got to the main entrance—Place d'Accueil. It was a nice bright afternoon, a Saturday; where was everybody? I guess a lot were at home watching Robert Kennedy's funeral on TV; others, perhaps, just didn't feel in the mood for enjoyment. But whatever the reason for their absence, Terre des Hommes had a spooky air. What made Expo so marvelous were the people, the crowds, the line-ups. What I found at Terre des Hommes were vast empty spaces.

Still, there were some line-ups, which I promptly joined. There was one (15 minutes) outside last year's American Pavilion — Buckminster Fuller's huge plastic bubble, which now has become Biosphere, a sort of indoor park with exotic birds like cockatoos and vultures and flamingos and storks replacing last year's movie stars and Raggedy Anns and cowboy hardware.

That long, long escalator still takes you up to the top, the blue Minirail cars glide right through the middle of the building, the birds screech, the fountains splash, the flowers bloom, there are statues of unclad ladies to pat on the appropriate places—it's a pleasure dome which would have delighted Kubla Khan.

There was another line-up (10 minutes) outside last year's British Pavilion. The tower section of this pavilion has become a place where you can sit and listen to the world's greatest music. The exhibit section (which drew the line-up) has been taken over by the Labatt people for an exhibition of early automobiles called Les Belles d'Aurefois — Yesterday's Beauties. Here you will find cars such as the Stutz, Hupmobile, and Model A Ford. Last year's energy movie has been replaced by hilarious car sequences from the Keystone Kops movies, featuring people like Ben Turpin and Chester Conklin.

You'll hardly be surprised to know the French Pavilion is doing business as usual next door; President Charles de Gaulle wouldn't miss that opportunity. It's as beautiful as ever with the fountain and flashing lights; the day I was there, it had an exhibition of paintings called Terre des Femmes, women in their various roles.

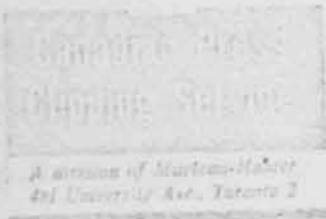
By the time I'd done these three pavilions, I had to meet a dinner date with Nancy Beckett, formerly of Toronto, and Mark Hymers, formerly of Kitchener, both of them now working in Montreal. We went to La Brasserie, formerly the Canadian Brewers' Pavilion; and were pleased to find that while the

brewers have gone, it is being run by the same Montreal firm (Le Gobelet) as last year, with exactly the same facilities, menus and prices. Just as this was the ideal meeting-place for Expo, so it is for Terre des Hommes.

Yes, the Iranian Pavilion is still nearby, beautiful as ever; yes, Nationalist China's still there, and you can still get a shrimp roll at the outdoor cafeteria for 50 cents. What's new in this neighborhood is a pavilion called Signé Jeunesse—From Youth, With Love. It has a charming display of pictures drawn by children from all over the world; you can buy some of them in postcard form for 10 cents each, the money going to help UNICEF.

As the day wore on, more people began entering the grounds, and while Terre des Hommes never approached the swarming masses of Expo, it was comfortably inhabited. Listening to people talk, I noticed it was mainly in French; and this, I think, is what brings out the essential difference between Expo and Terre des Hommes. Last year, it was a World's Fair put on by Canada; this year, it belongs in every sense to Montreal and to Quebec.

Terre des Hommes will succeed to the extent Quebec people patronize it; and of course people from other provinces of Canada, and from the States. That's what it needs; and, compared with Expo, that's what it lacks. The setting is every bit as magnificent, as colorful and imaginative, as it was last year; but it needs the crowds — people of all kinds, colors and clothing — to make it come joyously alive. I'll have more about this tomorrow.



Toronto Star, Ontario
 Circ. 354,891
 June 12, 1968

WORLD OF ENTERTAINMENT

S-999

A Labyrinth repeat likely

MONTREAL (CP)—Charles O'Neil, a Montreal marketing consultant, says Labyrinth, one of the most popular attractions at Expo 67, will be opened at Man and His World provided a sponsor can be found within the next seven days.

The "total-environment" film exhibit was not turned over to Montreal for its permanent fair on the Expo site because the three-storey building housing it stands on Crown land bordering Montreal harbor.

It was also the product of a heavy financial investment on the part of the National Film Board, which created the unique three-part film and operated the projection equipment throughout the 1967 world's fair.

O'Neil said yesterday the Labyrinth building is available to him under option from the Central Mortgage and Housing Corp. The Crown company would lease the \$4,700,000 structure to him for \$1 "upon the signing of a legal contract."

The government was "anxious to have Labyrinth operated in the interests of the public," and the NFB was prepared to make available its film and the technicians to operate the projectors.

He said he hopes to open the exhibit at Man and His World July 1, but one of the 43 individuals to whom requests for sponsorship have been sent must reply affirmatively within the next seven days.

Many people were not able to see Labyrinth last year, he said, because of the huge line-ups. To protect against a recurrence of this, blocks of reserved admission tickets would be offered this year in addition to regular admission tickets.

The admission prices would be \$1 for adults and 50 cents for children, while reserved tickets would cost \$2 per person.

CBS to cut down on television violence

NEW YORK (AP)—CBS said yesterday it has begun steps to "de-emphasize violence in programs now in production."

Frank Stanton, CBS president, said the network shared President Johnson's concern "as to the possible effect of the content of television entertainment programs upon the nature of our society."

Stanton warned that "it may take a considerable length of time to determine whether there is a causal relationship between the fictional portrayal of violence in the mass media and any increase of actual violence in American life."

"Nevertheless, we are re-examining our policies and practices in this entire area."

London actress to appear naked

LONDON—A 24-year-old actress, Jennie Lee, will appear naked in John Arden's new play, *The True History*

of *Squire Jonathan and His Unfortunate Treasure*.

The play opens a season of lunch-time plays next week at the Ambiance, a London nightclub. The company, Inter-Action Theatre-scope, has Dame Peggy Ashcroft, Vanessa Redgrave and Peter Sellers as patrons.

For much of the play the actress will wear just a chastity belt and a long blonde wig. And at the end she tears off the chastity belt.

Said Ed Berman, the American-born director of the play: "We are a club theatre, so we did not submit the play to the Lord Chamberlain who would have crippled it with his blue pencil."

Berman plans to take the play to the Edinburgh festival, Paris and Berlin.

"Arden calls the play erotic," he said, "but it is not shocking."

Charlottetown Patriot, P.E.I.

Circ. 5,059

June 12, 1968

Sponsor Y g g g needed

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Ottawa Le Droit, Ont.

Circ. 39,080

June 12, 1968

Les meilleurs nageurs professionnels inscrits

par Marcel FORTIN
du DROIT

Plusieurs des meilleurs nageurs professionnels se rencontreront le 11 août prochain à l'occasion du cinquième grand marathon de nage du Lac Simon. M. Lorenzo Proteau, président de ce marathon de nage, a révélé lors d'une conférence de nouvelles qui a eu lieu à la brasserie Dow de Hull que des inscriptions avaient été envoyées à presque tous les meilleurs nageurs au monde et que les organisateurs de cette importante compétition s'attendaient à ce qu'une vingtaine de ces meilleurs nageurs acceptent l'invitation. Cette épreuve sera d'une distance de 15 milles, dont environ neuf milles seront présentés à la télévision en circuit fermé, ce qui permettra aux nombreux spectateurs présents de jouir d'avantage du spectacle.

Trois excellents nageurs ont déjà fait parvenir leur inscription. Il s'agit de Judith De Nys, championne mondiale de longue distance en 1967 et qui a aussi remporté les honneurs de la traversée du Lac St-Jean en 1966; Thomas Bucy, de San Diego, gagnant du marathon du lac Simon l'an dernier, et l'Argentin Horacio Iglesia.

En remportant les honneurs de la traversée du lac St-Jean en 1966, Mlle De Nys, une nageuse hollandaise, s'est créée une réputation internationale en l'emportant sur les meilleurs nageurs au monde. Bucy pour sa part, jouit d'une très grande popularité au Québec. Avant de faire le saut chez les professionnels, Bucy était considéré comme l'un des meilleurs "sprinters" des Etats-Unis.

\$6,000 en bourses

En plus de ces trois excellents nageurs, les Canadiens Réjean Lacoursière, George Park, Conrad Corbeil et Ben de Montreuil ainsi que plusieurs autres ont aussi fait connaître leur intention de participer à cette dure épreuve. Quelques-uns des meilleurs nageurs européens seront aussi sur les lieux alors qu'une bourse totale de \$6,000 sera en jeu.

Le gagnant du marathon méritera une bourse de \$1,000 pendant que celui qui terminera au deuxième rang touchera une bourse de \$300. Des bourses de \$600, \$400, \$200 et \$100 seront remises aux autres nageurs terminant dans l'ordre habituel.

De plus, une bourse de \$100 sera remise à tous ceux qui termineront l'épreuve et il y

aura des prix spéciaux pour les meilleurs nageurs canadiens et des bourses pour les "sprints". Des trophées et médailles d'or seront également présentés à la fin de la compétition.

En plus de cette importante

épreuve, le Centre Montpellier présentera une course pour nageurs amateurs. Cette épreuve sera d'une distance de deux milles et est entièrement sanctionnée par la CASA (Association canadienne de nage amateur).

Cette année, les organisateurs du marathon de nage du lac Simon créeront un précédent en honorant la personnalité de la natation d'il y a quelques années. Le nom de cette vedette sera connu sous peu. "Nous avons pris cette initiative afin de ren-

dre hommage aux pionniers de la natation dans la province de Québec. C'est grâce à eux si ce sport est devenu si populaire", de dire M. Lorenzo Proteau, président du marathon de nage du lac Simon.

Les anciens gagnants de cette

épreuve sont Robert Cossette, George Park, Heramn Weilemsse et Thomas Bucy. Ce marathon sera sanctionné par la Fédération mondiale de la nage ainsi que par la Fédération de nage du Québec et il est l'un des sept marathons d'un

important circuit de nage offrant une bourse totale de \$53,300. Ces épreuves sont celles du Saguenay, de La Tuque, de Hamilton, du lac St-Jean, du Québec de Rhode Island et finalement de la Terre des Hommes.

Port Arthur News-Chron., Ont.

Circ. 14,959

June 12, 1968



MAN AND HIS WORLD

Michelangelo might have cringed or perhaps smiled, depending on his mood, upon seeing this gigantic take-off on his

masterpiece, "Creation of Man." Cartoonist Norman Hudson created it for the Humor Pavilion at Man and His World.

Here, God has the face of Lester Pearson, Canada's former prime minister, who is stretching his hand to create Adam

in the form of Pierre Elliott Trudeau, holding a Playboy bunny sceptre.

—CP Wirephoto

Kingston Whig-Standard, Ont.

Circulation 26,761

June 12, 1968

Announcements

A-9 *Coming Events*

2999
MAN AND HIS WORLD — One
day tour. June 29, 1968. Door -
to - door passport included.
Laurentian Tours 542-5488.

Moncton Transcript, N.B.
Circ. 15,640
June 12, 1968

18
R999



WAY-OUT STYLES — Stuart Mackay, a theatrical costume designer taking his first fling at personal clothes for men, included this creation in a recent showing of his new styles. The richly-embroidered jacket, complete with lace ruffles at the neck, cuffs and sides, is worn with belled silver trousers. The women's outfit is the same except the skirt is in the same material as the jacket. —(CP Photo)

Vulcan Advocate, Alta.

June 12, 1968

C-999



IT'S OPEN. Man and His World, or Expo II, or whatever you prefer to call it, has opened it's doors again, welcoming the world. The fair will be a permanent summer exhibition, and according to Montreal mayor Jean Drapeau, it will grow each year in size and stature.

The Ottawa Nepean
Clarion, Ont.
June 12, 1968

Sponsor Trip

A trip to "Man and His World" is being sponsored on Tuesday, June 18, by Trinity United Church. Those participating will leave by Colonial bus from Trinity Parking lot at 8 a.m. and return to the same place at 10:30 p.m.

The charge is \$5.00 return, without passport. For registration information call Mrs. D.B. Fraser at 728-2073. The deadline for registrations is Friday, June 14. Children 16 and under must be accompanied by an adult.

Raymond Recorder, Alta.
June 12, 1968



IT'S OPEN. Man and His World, or Expo II, or whatever you prefer to call it, has opened its doors again, welcoming the world. The fair will be a permanent summer exhibition, and according to Montreal mayor Jean Drapeau, it will grow each year in size and stature. — TNS Photo