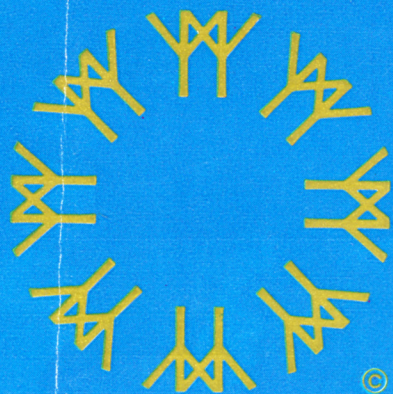


UNIVERSAL & INTERNATIONAL EXHIBITION

# expo67

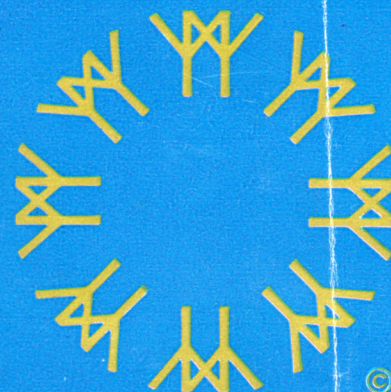


**No exposition like it  
in this century**

The grandeur and excitement of Man and his World  
Montreal, Canada. April 28-October 27, 1967

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# The breathtaking spectacle of Man and his

# World... expo67

**I**N 1967, Canada opens her gates to the world—celebrating her 100th anniversary with the first internationally approved first category exposition ever to be held in the Americas. Organized around the theme of “Man and his World”, Expo 67 will open your eyes to the world in ways no exposition has attempted within living memory.

Co-sponsored by the Governments of Canada, the Province of Quebec and the City of Montreal, it is the spectacular multi-million dollar candle on the huge national birthday cake celebrating Canada's 100th birthday as a nation.

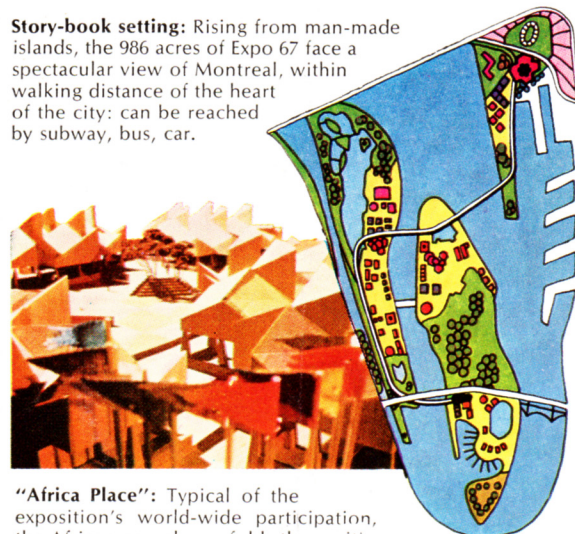
In keeping with this non-commercial spirit of national pride, you will be able to

enter the pavilions of more than 70 nations **free**. The theme pavilions **free**. The private exhibits **free**. And on-site transportation, via the Expo Express, is **free**.

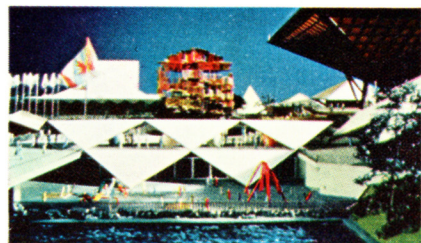
The greatest international spectacle to be presented in this hemisphere, Expo 67 will show you more than you could see in a lifetime of world tours.

For the very first time in the history of the world an exposition will feature so many official foreign exhibits—the United States a lagoon-span away from the Soviet Union; Great Britain and France within strolling distance of Czechoslovakia; the emerging nations of Africa and Latin America together with the ancient cultures of the Orient.

**Story-book setting:** Rising from man-made islands, the 986 acres of Expo 67 face a spectacular view of Montreal, within walking distance of the heart of the city: can be reached by subway, bus, car.



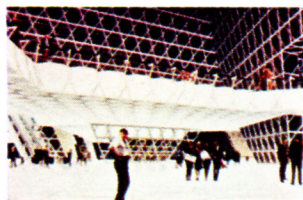
**“Africa Place”:** Typical of the exposition's world-wide participation, the African complex unfolds the exciting story of the emerging nations.



**Katimavik:** The Eskimo word for “meeting place”, this huge inverted pyramid will be the Canadian pavilion's focal point. Largest exhibit of all, it will occupy 21 acres.



**Man the creator:** over 150 art masterpieces in a fabulous art gallery, plus photography, industrial design, contemporary sculpture.



**Man the producer:** Man, his machines and resources—shown in fascinating detail—including today's problems and tomorrow's directions.



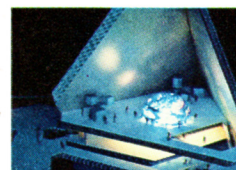
**You're the cosmonaut:** Featuring “Cosmos Hall”, where visitors will be able to experience the cosmonaut's sense of weightlessness, the U.S.S.R.'s pavilion depicts the aspirations of man in space.



**Expo Express:** Free ride to all points within exposition site, included in the price of admission.



**U. S. Pavilion:** Daringly conceived—as are most other pavilions—this huge geodesic dome is constructed of a lightweight metal frame with transparent skin. Its theme: “Creative America”.



**Man the explorer:** Theme pavilion featuring Man's penetration of the unknown—on his planet and in space.



**Man in the Community:** Theme pavilion dealing with the creation of a brighter, healthier metropolis. Featuring Habitat 67, a revolutionary, high-density housing complex that retains the privacy of the individual home.

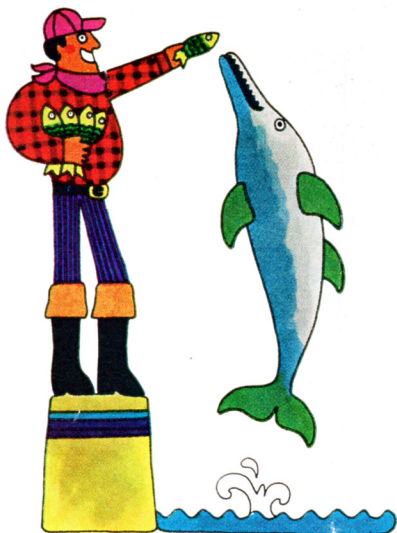


**Gendarmerie Française:** Spectacular historical performances, typical of many rousing special events at Expo 67.



## La Ronde

**A**SPECTACULAR amusement park, based on studies of the world's great amusement areas. Thrilling rides. Water skiing act set against a blazing background of fireworks and fountains.

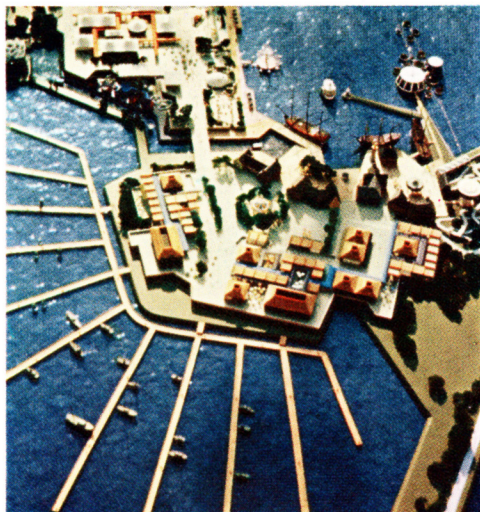


**Porpoise show:** The setting is a beautiful aquarium; the intelligent antics of the animals will delight you.



**17th century harbor:** The harbor is part of the pioneer Canadian village which will include everything from authentic ships to authentic entertainment of the time.

Small-scale amusement park for the very young. Youth Pavilion for teens. Log rolling in the pioneer Canadian village. Theatrical acts in the Garden of the Stars. "International Crossroads" with shops, night clubs, restaurants. Over 130 acres of fun and frolic.



**Aerial view of the Marina:** At night it will resemble a floating fairyland. Immediately adjacent to La Ronde, the Marina will accommodate up to 300 yachts.



**Minirail:** Expo 67's form of fun transportation.

## A galaxy of entertainment

**F**ROM every corner of the earth, entertainers will gather to make you laugh, think, wonder, feel—and cheer with excitement. The world's greatest entertainers and companies—legendary names and groups that have never appeared outside

their native land. Plays, jazz, ballet, opera, film festivals. And in the 25,000-seat Automotive Stadium, a six-month parade of sports, highlighted by a 4-day athletic meet—with spectacles like the Mounties Musical Ride.



**Film festival:** The greatest film festival ever held in North America.



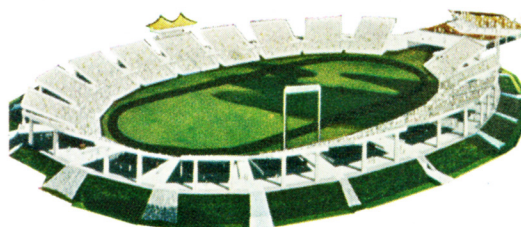
### Ballet and Opera:

Companies of international fame, from London, Paris, Bayreuth, Moscow, Vienna, New York—including Canada's own two opera companies.



**Jazz:** All-time top performers—and the exciting new musicians of the sixties.

**Drama:** World famous stage stars and theatrical companies in the great plays of our time—and the stirring drama of the past. Among them: Britain's National Theatre Company, directed by Sir Laurence Olivier, and France's famous Comédie Française.



**Sports and spectacles:** At the 25,000-seat stadium—continuous sports events and vivid pageantry, from international tournaments to the thrill-a-minute display of "Man the Daredevil."



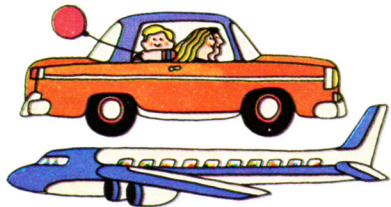
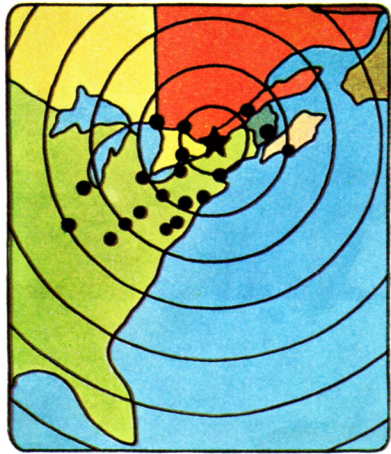
**Classical music:** 35 symphony concerts by some of the world's leading orchestras, including the Concertgebouw Orchestra from Amsterdam.



# Plan now, play later

**A** UNIQUE and exciting world awaits you, just north of the border—the world of Expo 67. Combined with the lure of “foreign travel” in the French culture of Montreal and Quebec, and the scenic beauty of all Canada—Expo 67 is the natural vacation choice for 1967.

Make your advance plans now—and take advantage of the tremendous savings in



**Drive or fly:** Montreal is a comfortable day's drive away from the northeastern United States over modern thruways; a brand-new turnpike network lets you tour the provinces. There will be a heavy schedule of **direct flights** from points as distant as California and Florida.

Expo 67 advance admissions. Admission tickets, called **Passports**, let you enter the wonderful world of the Universal and International Exposition. Designed with visa pages, these admission Passports will be stamped with official government visas in each national pavilion you enter, becoming a wonderful memento of your visit.

How big are your savings? An example:



**Substantial discounts:** All Expo 67 Passports (1-day, 7-day, season) are available at substantial discounts if you buy **now**. Each foreign pavilion will add its distinctive stamp to the visitor's 7-day or season Passport. Big pluses: transportation within the exposition site, via Expo Express, is **free**; admission to all pavilions is **free**; even much of the entertainment is **free**.

A Seven-Day Passport, good for any seven consecutive days of Expo 67, will cost only \$6.00 from now until August 1. Buy it at the gate, next year, and it will cost you almost twice as much. Similar savings, too, for Single-Day Passports (only \$1.70 **now**) and Season Passports (at just \$19.00 **now**). Children's admissions, 2-12, at half price. Special Youth Passport rates

for young people, 13-21.

Plan now—and act now. Expo 67 Admission Passports are on sale wherever you see the sign, “OFFICIAL EXPO 67 CENTRE”—at your bank, airline office, travel agent, retail store, or American Express Travel Office. Or, if you prefer, order by mail with the coupon below.



**No worry:** American Express Travelers Cheques have been designated official Travelers Cheques for Expo 67. Safer than cash, because if lost or stolen you get a prompt refund.



INTERNATIONAL EXPOSITIONS

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Enclosed is a check or money order for \$\_\_\_\_\_; Please send me Expo 67 Admission Passports of the types and quantities indicated at right.

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CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

(Please make check or money order payable to American Express Company)

☐ Please send me information on how my club, organization or business can benefit from bulk purchases of Expo 67 Admission Passports at special bulk-purchase discounts.

## Passport Prices

Quantity Ordered	Price Until 7/31/66	8/1/66 to 2/28/67	At Expo In Canada
<b>Single-Day</b>			
—Adult	\$1.70	\$1.90	\$2.50
—Child**	.85	.95	1.25
<b>Seven-Day</b>			
—Adult	\$6.00	\$7.00	\$12.00
—Youth*	5.50	6.50	10.00
—Child**	3.00	3.50	6.00
<b>Season</b>			
—Adult	\$19.00	\$21.50	\$35.00
—Youth*	16.50	19.00	25.00
—Child**	9.50	10.75	17.50

L-5 \*Youth: 13-21, and \*\*Child, 2-12, as of 4/28/67; Children under 2 with adult free