

THE COMPLETE EXPO 67 POST CARD CHECK LIST

A complete compilation of official and unofficial post cards issued in conjunction with the Montreal Universal and International Exhibition, commonly known as Expo 67, held in Montreal, Canada, from April 28, 1967 through October 29, 1967.

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220 West 93rd Street, New York City

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OFFICIAL EXPO 67 CARDS

Printed by
Benjamin News Co., Ltd., Montreal

OFFICIAL PRE-FAIR CARDS

Numbers 101-145 (with the exception of 129) are artists' renderings or models of pavilion exteriors and were available in general issue long before the fair opened on April 28. Bi-lingual texts and titles on the reverse were frequently altered as changes were made in preparations. These are frequently (though not always) indicated by the issuance of a variant "A" version, generally containing the same picture as the original. The pictorial variations are indicated in the list below by an asterisk (*) following the "A" number. Number 129 is a photographic detail from "The King Drinks," a 17th Century Flemish painting by J. Jordaens and was sold only at the Belgian Pavilion, which bears the name of the card. Numbers 146-149 are a set of four photographs of the schooner, Bluenose II, which was moored at Expo 67 during part of the season. These cards, sold individually and in envelopes of four, were sold only at the Bluenose stand, during the schooner's stay at the fair.

Standard Size (3½ x 5½ inches)

Except as indicated, all cards below are pavilion exteriors, with the image flush to the edge. All edges are smooth. Except as indicated, all bear the official fair emblem and the phrase "Expo 67" on the face.

- | | |
|-------------|--|
| 101, 101A | The Telephone Association of Canada Pavilion
(This double view card shows the pavilion exterior on the left and sketch of the interior on the right.) |
| 102 | Alcan Pavilion (There is a circular inset showing the dolphin spectacle.) |
| 103, 103A | The Pavilion of the United States |
| 104 | not issued |
| 105 | Air Canada Pavilion |
| 106, 106A * | Pavilion of the Province of Quebec |
| 107, 107A * | Great Britain Pavilion |
| 108, 108A | Expo Stadium / Automotive Stadium |
| 109, 109A | The Canadian Pacific-Cominco Pavilion |
| 110, 110A | Canada's Pavilion |
| 111, 111A | Pavilion of France |
| 112, 112A * | The Canadian Pulp and Paper Pavilion
(There are more variant versions of this than any other card. All are photos of the same model, but 112 is a side view in sombre colors. The earliest 112A is the same photo with the colors slightly altered, issued as part of a Scenicard strip. The next 112A is a bright green model photo with a blue sky and leaves overhanging |

The author wishes to thank Mr. Gerald Benjamin of Benjamin News Co. for his kind assistance in compiling information about official Expo 67 cards. In addition, a deep bow to Robert Conyers, Susan Tranter of Chatelaine Magazine, and particularly to Peter M. Warner, that fabulous Worlds Fair historian and Allen Wright of Hobbyville, who introduced me to the strangely fascinating world of post card collecting.

A handwritten signature in dark ink, appearing to read "Allen Wright", with a long, sweeping horizontal line extending to the right.

The only official cards of Expo 67 are those printed and distributed by Benjamin News Co., Ltd., 425 Guy Street, Montreal, 3, Quebec, Canada.

With materials prepared by Plastichrome of Canada, these cards were issued in two general series, the 100 series of pre-Fair cards, with artists' renderings and pavilion models, and the 200 series of actual site photographs, taken largely on the opening day, April 28. There is no difference between cards sold off-site and those sold at Expo itself.

The cards of high quality printing and workmanship perfectly capture the atmosphere and excitement of this most ambitious and widely attended world's fair in history. A complete set, though not vast in quantity, is a brilliant document of the first official world's fair ever to be presented in the Western Hemisphere.

Prices of Benjamin Cards

Standard Size (3½ x 5½ inches)	5¢ apiece off site originally 5¢ on site, later 7¢ or 4 for 25¢ + tax
Locate-It Cards (3½ x 8¼ inches)	15¢, 2 for 25¢ + tax
Mini Albums	50¢ + tax
Folders	40¢ + tax
Bonus Albums	65¢ + tax
King Size Cards (5½ x 8 ¼ inches)	10¢ off site 15¢ on site, or 10 for \$1.29 + tax
Scenicard Strips	25¢ off site + tax originally 25¢ on site, later 30¢ + tax

Sales tax in Montreal is 8% on a dollar

in the upper left corner. Unfortunately, the image is reversed, so a still later 112A contains the proper image. During all the changes, there were alterations made in the texts on the reverse.)

113		<u>not issued</u>
114, 114A *		Chemical Group Pavilion / The Kaleidoscope Pavilion
115, 115A		C.N.R. Pavilion
116		The Master Plan
117, 117A		Canadian Pavilion
118, 118A		Theme Pavilions / Man the Explorer
119		Montreal; Canadian Pavilion; Theme Pavilions (a multi-view card which bears the phrase "Bonjour de Montreal Canada" on the face)
120, 120A		Saint Joseph Oratory; Montreal; The Alcan Dolphin Pool; Automotive Stadium (a multi-view card with the phrase "Montreal Ville de l'Exposition World Exhibition City 1967." The word "Expo" does not appear.)
121, 121A		Pavilion on the United Nations
122, 122A		Thailand Pavilion
123		The Pavilion of the Soviet Union
124		La Ronde (In addition to standard face phrase, the words "La Ronde" also appear.)
125		The Pavilion of Germany
126, 126A		The Gyrotron
127		The Pavilion of Israel
128		<u>African Place - not run</u>
129		The Belgian Pavilion (no lettering on face of card)
130		Pavilion of Ethiopia (a vertical card)
131		Quebec Industries Pavilion
132		The Pavilion of Burma
133		Polymer Pavilion
134		International Scout Centre
135		The Austrian Pavilion (a vertical card)
136		Pavilion of Economic Progress (no lettering on face of card. There is small inset of photo showing Corby's distillery in Montreal, co-sponsors of the pavilion.)
137		European Community Pavilion
138		Place International Nickel (a vertical card, which bears its title on the face, not rear as usual)
139		The Pavilion of India

King Size (3½ x 8½ inches)

Five of the following six are multi-view cards. Each bears a variant phrase on the face, as indicated below. Instead of a full image, they all have designs to aid in pictorial composition.

140	Man in the Community; Man and His Health; Man the Provider; Man the Explorer; Man the Producer; Man the Creator ("Montreal Canada Expo 67")
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- 141 La Ronde (various views and the phrase
"La Ronde Expo 67")
- 142 The Canadian Pulp and Paper Pavilion; Thailand
Pavilion; The Canadian Pacific-Cominco Pavilion;
Quebec Industries Pavilion; Man the Producer
("Montreal Ville de l'Exposition World
Exhibition City 1967")
- 143 Canada Pavilion ("Montreal Canada Expo 67")
- 144 Montreal; Aquarium; Oratoire Saint-Joseph;
Dancing Waters (same phrase as 143)
- 145 Montreal Canada; Automotive Stadium; Canada Pavilion
("Bonjour de Montreal Canada Expo 67")

Standard Size (3½ x 5½ inches)

The following four cards, depicting the schooner Bluenose II, are numbered, not in the stamp square as are all other Benjamin cards, but rather in the lower left corner of message area. There is no lettering on face of these cards.

- 146 Bluenose II
- 147 Bluenose II
- 148 Bluenose II
- 149 Bluenose II (a vertical card)

OFFICIAL PHOTOGRAPH CARDS

Numbers 200 through 318 are full color photograph cards, except for some King Size cards that still retain in part some artists' renderings and models. All cards through number 280, plus 283, 289, AD308 and AD314 were generally sold both off and on site. The "AD" prefix starting with 290 denotes special pavilion cards, available only at the pavilions depicted thereon, except for the two above. 281 and 282 are also special pavilion cards. All cards bear official emblem and "Expo 67" phrase on face unless specially denoted.

Standard Size (3½ x 5½ inches)

200	Canada's Pavilion
201	Canada's Pavilion
202	Canada's Pavilion
203	The Pavilion of the Soviet Union
204	The Pavilion of the Soviet Union
205	The Pavilion of the Soviet Union
206	The Pavilion of the Soviet Union
207	The Pavilion of the Soviet Union
208	Pavilion of France
209	The Pavilion of Thailand
210	Pavilion of Federal Republic of Germany
211	The Pavilion of Burma
212	Great Britain Pavilion
213	Great Britain Pavilion
214	Great Britain Pavilion
215	Great Britain Pavilion
216	The Kaleidoscope Pavilion
217	The Canadian Pulp and Paper Pavilion
218	Pavilion on the United Nations
219	Pavilion of Ethiopia (a vertical card)
220	<u>Steel Pavilion - not run</u>
221	General View on Ile Notre-Dame
222	General View on Ile Notre-Dame
223	Exciting View on Ile Notre-Dame
224	Canadian Industries at Expo
225	General View on Ile Notre-Dame
226	The Canadian Pacific-Cominco Pavilion
227	Alcan Pavilion
228	The Pavilion of Italy
229	Pavilion of India
230	Dancing Waters
231	Gondola Ride on Ile Notre-Dame
232	General View on the Ile Notre-Dame
233	Place D'Accueil

234	General View from Place des Nations
235	General View on Ile Sainte-Helene
236	The State of Maine Pavilion
237	The Pavilion of the United States
238	The Pavilion of the United States
239	The Pavilion of the United States
240	Place des Nations
241	The Sky Ride on La Ronde
242	<u>View of La Ronde - not run</u>
243	Fireworks across Dolphin Lake
244	In Fort Edmonton-Pioneerland
245	The Spirale at La Ronde (a vertical card)
246	The Garden of Stars
247	La Ronde
248	The Gyrotron
249	Judaism
250	The Pavilion of the Soviet Union.
251	<u>La Ronde at Night - not run</u>
252	Expo Theatre
253	The Pavilion of Japan
254	Canada's Pavilion
255	Exciting View at Expo 67
256	Iran
257	Air Canada Pavilion
258	View on Cite du Havre
259	The Labyrinth
260	The Pavilion of Trinidad & Tobago, and Grenada
261	State of New York Pavilion
262	Pavilion of the Republic of China
263	The Pavilion of the United States
264	Pavilion of the Province of Ontario
265	The Telephone Association of Canada Pavilion
266	International Section on Ile Notre-Dame
267	Man in the Community and Man and His Health Complex
268	Habitat 67
269	The Pavilion of Israel
270	Quebec Pavilion
271	Pavilion of the Western Provinces
272	The Atlantic Provinces
273	<u>The Pavilion of Australia - not run</u>
274	<u>Man the Creator - not run</u>
275	<u>The Pavilion of Venezuela - not run</u>
	(These three are used in the souvenir book.)

King Size (5½ x 8¼ inches)

Due to an oversight, numbers 271 and 272 are here re-used. Card for card, these are photographic re-workings of numbers 140-145, with some of the earlier elements retained in 271, 272, and 273.

271 Man in the Community & Man and His Health; Man the Provider; Man the Explorer; Man the Producer; Man the Creator

- 272 La Ronde
- 273 The Canadian Pulp and Paper Pavilion; Thailand Pavilion; The Canadian Pacific-Cominco Pavilion; General View on Ile Notre-Dame; Man the Producer
- 274 Canada Pavilion
- 275 Montreal; La Ronde; Oratoire Saint-Joseph; Dancing Waters
- 276 Montreal, Canada; General View on Ile Notre-Dame; Canada Pavilion

Locate-It Cards (3¼ x 8¼ inches)

These long, narrow cards reproduce the pictures from numbers 250, 263, 202, and 214 respectively on the right side of the face. The left side of the face is the master plan drawing from card number 116, with a red arrow pointing out the location of the pavilion depicted thereon.

- 277 The Pavilion of the Soviet Union
- 278 The Pavilion of the United States
- 279 Canada's Pavilion
- 280 Great Britain Pavilion

Standard Size (3¼ x 5½ inches)

All the following are private pavilion cards, available only at the pavilions depicted thereon, except for numbers 283, 289, AD308, and AD 314, which were on general sale. To clarify their status, the prefix "AD" is used for all numbers above AD290. The official emblem and phrase "Expo 67" are eliminated from many cards, as indicated. AD302, included in this group, is actually a king size card.

- 281 The Pavilion of Venezuela
- 282 Pavilion of Thailand
- 283 The International Nickel Company of Canada
- 284 Le Village - not run
- 285 The International Carrefour - not run
- 286 International Broadcasting Center - not run
- 287 Switzerland Pavilion - not run
- 288 The Youth Pavilion at La Ronde - not run
- 289 The Pavilion of the United States
- AD290 The Quebec Pavilion (no lettering on face - same photograph used on number 270, but slightly larger)
- AD291 The Quebec Pavilion (no lettering on face)
- AD292 The Korea Pavilion
- AD293 Yugoslav Pavilion
- AD294 Yugoslav Pavilion
- AD295 not issued
- AD296 The Pavilion of Haiti (a vertical double view card)
- AD297 not issued
- AD298 not issued

AD299	<u>not issued</u>
AD300	<u>not issued</u>
AD301	<u>not issued</u>
AD302	Statue of Copernicus (king size card)
AD303	Pavilion of Trinidad & Tobago and Granada
AD304	The Pavilion of Trinidad & Tobago and Granada
AD305	The Pavilion of Trinidad & Tobago and Granada
AD306	The Pavilion of Trinidad & Tobago and Granada
AD307	The Pavilion of Trinidad & Tobago and Granada (no letters)
AD308	Sermons from Science Pavilion
AD309	Pavilion of Mexico
AD310	General View of the Moroccan Pavilion and the Minaret
AD311	<u>Pavilion of Morocco - not run</u>
AD312	"SRN6" Hovercraft (a vertical double view card)
AD313	Pavilion of Morocco
AD314	The Czechoslovak Pavilion at Expo '67
AD315	The Czechoslovak Pavilion at Expo '67
	Section: Hall of Centuries (no lettering on face)
AD316	The Czechoslovak Pavilion at Expo '67
	Section: Tradition (a vertical card with no lettering)
AD317	The Czechoslovak Pavilion at Expo '67
	Section: The Child's World (no lettering on face)
AD318	The Czechoslovak Pavilion at Expo '67
	Section: Inspiration (no lettering on face)

BENJAMIN NEWS CO. LTD., MONTREAL, 3, CANADA

MISCELLANEOUS POST CARD MATERIAL

Mini Albums (2 3/4 x 4 inches) - 10 pp.

Pre-Fair Mini Album - cover: Theme Pavilions, Canada
Photograph Mini Album - cover: Canada Pavilion

Bonus Albums (3 1/2 x 8 1/8 inches) - 8 pp.

Pre-Fair Bonus Album - cover: Canadian Pavilion
Photograph Bonus Album - cover: Canadian Pavilion

Souvenir Folders (4 1/8 x 6 1/8 inches) - 12 views + cover

Pre-Fair Folder - cover: Expo emblem
back: The Master Plan
Photograph Folder - cover: Canadian Pavilion
back: Gondola Ride on Ile Notre-Dame
Photograph Folder - cover: Canadian Pavilion
back: The Sky Ride on La Ronde

Scenicard Strips (20 3/4 x 5 1/2 inches) - 5 views + top

4 Pre-Fair Strips
5 Photograph Strips

Souvenir Books (10 x 7 inches) - 36 pp.

Pre-Fair Book - cover: Canadian Pavilion
back: Five views of Theme Pavilions
Photograph Book - cover: Canadian Pavilion
back: Five views of Theme Pavilions

UNAUTHORIZED CARDS

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DEXTER PRESS, INC., WEST NYACK, N.Y.

Dexter Press, in violation of the exclusive Benjamin Press world-wide license, issued two sets of Scenicard Strips, which they called "Big 6 Vue Pacs." These were swiftly withdrawn from general sale in the United States. Because of their particular interest, the complete contents of each is given. Price 25¢.

Big 6 Vue Pacs (2 1/4 x 5 1/2 inches) - 6 views + top

Card 1, numbered EXVP 1 on face, 23433-C on back

DT-25775-C	Pavilion of the United States of America
DT-25776-C	The Pavilion of Japan
DT-25777-C	People of Canada
DT-25778-C	Asbestos Plaza
DT-25779-C	Pavilion of Ethiopia
DT-25780-C	The German Pavilion

Card 2, numbered EXVP 2 on face, 23435-C on back

DT-25781-C	Pavilion of U.S.S.R.
DT-25782-C	Ile Notre-Dame
DT-25783-C	Great Britain Pavilion
DT-25784-C	Fountain of the Swans in Swan Lake
DT-25785-C	The Pavilion of France
DT-25786-C	The Pavilion of New York State

PRIVATE PAVILION CARDS

Despite the exclusive license by Benjamin News to sell Expo 67 post cards, many individual pavilions offered the public unofficial cards, many of which were made in foreign countries. Theoretically these were given away free of charge as a public relations gesture, and this was usually the case. The following is believed to be a complete list of such cards, though it is quite likely some have been omitted. They are arranged alphabetically by the name of the pavilion. Because of their diversity of type, a brief description is offered of each.

Canadian Pavilion

Printer: The Queen's Printer, Ottawa
Size: 3½ x 5½ inches
Number: none
Legend: Reproduction of Commemorative Stamp Showing the Canadian Pavilion - Katimavik

Description: As indicated, the face is an enlargement of the new commemorative 5¢ stamp, in blue and red.

Chatelaine Magazine

Printer: Maclean-Hunter Publishing Co. Ltd., Toronto
Size: 4 x 5 7/8 inches
Number: none
Legend: Man in the Home Man and His World

Description: A glossy photo of the pavilion model, issued in both French and English editions.

Czechoslovakian Pavilion

Printer: Pressfoto Praha
Size: 4½ x 6½ inches
Numbers: see below
Legend: Czechoslovak Pavilion at the World Exhibition EXPO 67 in MONTREAL

Description: A set of five views of the pavilion, finished ultra-glossy, and printed on thin paper.

488 767 U 334	Entrance to the pavilion
488 767 U 335	Landscape gardening and sculptures in front of the Czechoslovak pavilion
488 767 U 336	A view of the restaurant PRAHA
488 767 U 337	Glass-sculpture near the entrance into the pavilion
488 767 U 338	A general view

Man and His Health

Printer: The Canadian Life Insurance Association
Size: 3½ x 5½ inches
Numbers: None
Legend: Meditheatre, in the Man and his Health pavilion, is sponsored by the life insurance companies in Canada as their centennial project.

Description: A vertical card, showing a drawing of of the Meditheatre, with the bold words "Meditheatre Expo 67" on the face.

Niger

Printer: Editions Delroisse, 11, av. Gén. Pershing, Versailles
Size: 3½ x 5½ inches
Numbers: None
Legend: see below

Description: set of five photos of Niger.

Aerial view of Niamey
At sunset
A Peul nomad shepherd
Pupils entering one of the new schools
A shepherd, near Madawa

Ontario Pavilion

Printer: Dexter Press (uncredited)
Size: 3½ x 5½ inches
Numbers: 27485-C
Legend: Featuring one of the best food values at Expo - choose among 5 exciting restaurants and 2 lounges or view the spectacular film presentation "A Place to Stand."

Description: Distant view of pavilion, seen across water and framed by bushes in the foreground.

Polymer Pavilion

Printer: Unknown
Size: 3½ x 5½ inches
Numbers: None
Legend: POLYMER CORPORATION PAVILION - In this jewel-like pavilion, Canada's Polymer Corporation Limited, suppliers of synthetic rubber, latex and plastics to more than 90 countries, shows that "Curiosity is the key to man's progress."

Description: The face, with its official emblem and "Expo 67" phrase is identical to a Benjamin News card, except for the finish, which is less glossy.

Scandinavian Pavilion

Printer: Unknown, printed in Finland
Size: 4 x 8¼ inches
Numbers: None
Legend: Greetings from the Finnish Section of the Scandinavian Pavilion

Description: A vertical card, with five views.

La Spirale

Printer: Benjamin News Co., Ltd., Montreal
Size: 3½ x 5½ inches
Numbers: None
Legend: I Went up to the Highest Point of Expo 67 in La Spirale, etc.

Description: The only un-numbered Benjamin News card of Expo 67, this special pavilion card has a photo of La Spirale, with 3 insets of standard photo cards, number 243, 241, and 254.

Steel Pavilion

Printer: Unknown
Size: 3 ¾ x 6 inches
Numbers: None
Legend: For further information on the steel industry, please write to the Public Relations Department at any of the following addresses: etc.

Description: A photo of the pavilion model.

Vermont Pavilion

Printer: Dexter Press, Inc., West Nyack, N.Y.
Size: 3½ x 5½ inches
Numbers: 25117-C
Legend: A unique film show of Vermont's scenic beauty and attractions is featured in this 70 ft. high pavilion located on Ile Ste. Helene. Also included is the daily carving from granite of a large statue of explorer, Champlain, historical exhibits and a reservation system connected to all Vermont.

Description: A color photo of pavilion exterior.