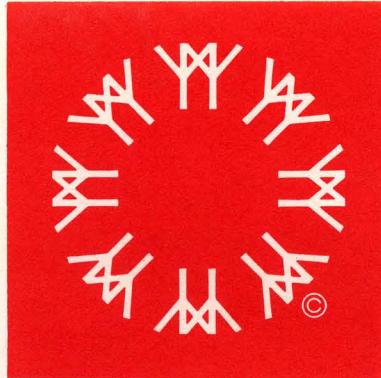


UNIVERSAL AND INTERNATIONAL  
EXHIBITION OF 1967  
MONTREAL, CANADA  
APRIL 28-OCTOBER 27, 1967

# expo67



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# news

MONTREAL'S EXPO 67 LOOMS HIGH IN  
U.S. COLLEGE SET'S SUMMER PLANS;  
EVENT BLENDS FUN AND LOFTY THEME

MONTREAL, Canada (Expo 67) -- There will be a new "In" place to go next year: Montreal.

College students from all parts of the United States are expected to cross the nation's northern border, attracted by Expo 67, the Canadian Universal and International Exposition of 1967.

This event will be the first exhibition of the first category ever held in North America. No idle boast or promotional gimmick, the rating is quite official; it's handed down by the Bureau of International Exhibitions, in Paris, an international agency set up in 1928 to establish rules for world's fairs.

Expo 67 will have two basic goals in mind when its gates open for a six-month run next April 28. First, it wants to be educational -- that's the purpose of the national pavilions being put up by nearly 70 participating nations -- and second, it wants to be entertaining.

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In making Expo 67 an educational fair, the officials decided to give it an over-all theme -- "Man and His World." The theme was inspired by Antoine de Saint-Exupery's book "Terre des Hommes," in which he wrote: "To be a man is to feel that through one's own contribution one helps to build the world." It is hoped, Expo 67 officials say, that the fair "will unfold the story of man's hopes and aspirations, his ideas and his endeavors."

FUN, FUN, FUN

One official, apprehensive lest Expo 67 be taken as a fair that might be educational but not entertaining, added a cautionary note not long ago. "Of course we want people to come and to be informed," she said. "But to my mind, fairs are fun, fun, fun. Most of all, I'd like to see people come to Expo 67 next year to have fun."

The exposition has provided for that. In La Ronde, the 135-acre amusement area, you would have to work at it not to enjoy yourself. The major elements of this area are an aquarium; a Pioneer Land, which includes a ride that shoots cabins down into the water; a Children's World; a Youth Pavilion; and the Gyrotron, a thrill ride that is made up of a galaxy, a volcano, and a fire-belching monster that swallows the participants; a Dolphin Lake; and a Sky Ride.

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The idea of La Ronde is to create the best of all possible amusement parks, combining the finest elements of Copenhagen's Tivoli Gardens with the best of Disneyland. In the area, 18 of the 39 restaurants to be built by Expo 67 will be found; and there will also be more than 20 snack bars and 15 food shops.

And it is in La Ronde where college-age students can Frug, Twist, Monkey, Moscow Mule, Snake, Shamble, Watusi, and whatever with students from the world over. Many of the restaurants will convert, when night falls and the younger children are packed off to bed, to discotheques, with top musical combos providing the beat.

And for those who might feel a bit foot-weary from a day strolling through the magnificently architectured buildings and grounds that make up Expo 67, there are night clubs, too, where you can sit and sip a cool one and take your entertainment passively, rather than actively.

#### GARDEN OF STARS

Or you might stroll down to the Garden of Stars, which will be the most magnificent of the Expo 67 night clubs, with entertainment from all parts of the world. If you want to get away from the hustle and bustle for awhile, then La Ronde's the place for that, too. You might take the Sky Ride, to get a magnificent overhead view of the fair, or stroll along the marina, where 300 or more pleasure yachts will be docked. Or walk down to the tip of Ile Sainte-Helene, where there's a little park that looks east along the majestic St. Lawrence River and Seaway.

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Le Village, a sort of old-world creation, will be one of the most interesting areas of La Ronde, or, for that matter, of Expo 67 itself. You might visit Chez Rose Latulipe, a dance hall that will specialize in folk dances. While you watch, you might quaff a spruce beer, or a caribou (a local drink made of sweet red wine and white whiskey).

Then there are les boites a chanson, bistros where you can hear the new-wave singers who compose their own songs of love, sorrow, death, virtue, happiness, etc. Or, there's La Sauterie, consisting of a cocktail lounge, a gourmet restaurant, and a jet-set discotheque. If you prefer a different form of culture, you might visit Lucifer, which has no food but a complete bar service, and, in addition, strippers performing to top-flight jazz.

How far will they strip down? One Expo 67 official contemplated the question for a moment and commented, "They will strip down to, ah -- to good jazz."

There will be additional entertainment, too, at the various national pavilions -- from the \$9.3 million U.S. Pavilion, a geodesic dome designed by Buckminster Fuller, to the \$15 million Soviet Pavilion, a testimonial to Soviet space achievements. And this entertainment, as with admission to the splendid pavilions, is free. Yes, free.

At Place des Nations, at the opposite end of Ile Ste. Helene from La Ronde, there will be a series of national days, for the participating nations to have special ceremonies of their own. The nations will provide entertainment -- again, free -- for those ceremonies.

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FESTIVAL OF ARTS

At the grounds, but not inside, and in downtown Montreal, there'll be entertainment of another type -- the international festival of performing arts. The idea of not having this part of Expo 67 inside the fair grounds is simple. Since this will all be paid entertainment, Expo 67 doesn't want the audiences to have to pay admission to the fair grounds, on top of admission to the entertainment.

The world festival of performing arts will offer the greatest musical and dramatic entertainment in the world. The Bolshoi Opera, for instance, will come to Expo 67, marking that company's first appearance in North America and only its second outside the Soviet Union. (The dates are being negotiated.) Other major opera companies will be the Royal Opera from Stockholm, May 30 to June 4; the Hamburg State Opera, June 13-18; the Vienna State Opera, September 4-22; the English Opera Group, September 11-23; and La Scala of Milan, October 7-15.

There will also be top drama, from Britain's National Theater Company (led by Sir Lawrence Olivier) to several Broadway shows.

To house the international festival of arts, Expo 67 has rented Montreal's Place des Arts, a theater complex similar to New York City's Lincoln Center. Next year this will consist of three theater buildings.

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In addition to such financial breaks for the budget-conscious as having entertainment outside the grounds, Expo 67 has provided in other ways for college students. Its Youth Pavilion, for instance, will offer free cultural, social, and dancing facilities for youths -- ages 15 to 30. And then there are the youth rates. An admission ticket -- they are known as passports, and designed in that style -- for seven consecutive days is \$12 for adults, \$10 for those aged 13 to 21, and \$6 for those 12 or younger. The season passport will be \$35 for adults, \$30 for those 13 to 21, and \$17.50 for children. For a daily admission, a youth would pay \$2.50, the same as an adult.

Besides such things as its youth program and its festival of arts, Expo 67 has other features to brag about, some of them on a more practical level. One is the construction schedule, which is being dictated according to what is known as the critical-path theory. Under this system, information fed into a computer tells Expo 67's planners where they are lagging behind, and the effect that one job will have on another. So, unlike New York's World's Fair, Expo 67 will for all practical purposes be completed by opening day. "If there are details that aren't ready," says Expo 67's director of installations, Col. Edward Churchill, "they won't stick you in the eye. There might be some fellows working in corners with paint brushes. You won't even see them."

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