

OFFICE OF THE UNITED STATES COMMISSIONER GENERAL
CANADIAN WORLD EXHIBITION, MONTREAL, 1967
800 VICTORIA SQUARE, SUITE 2022
MONTREAL 3, P.Q., CANADA. AREA (514) US 1-1776

THE AMERICAN CINEMA EXHIBIT

In the American Cinema exhibit we are portraying the faces, the images, the words and the actions that have brightened the theatres of the world. Here, one can experience the great moments of the classic American motion picture - pictures that have revealed their art with both the elegant gesture of Garbo's kiss and the puff of Bogart's cigarette. The devices used to convey this portrait of the American film are manifold: giant photographs of the stars of yesterday and today; film posters; actual film sequences taken from great films; actual props; and personal appearances of the stars in the United States Pavilion.

1. CINEMA PORTRAITS

By means of giant photographic enlargements -- some as high as 20 feet -- and animated devices, we are depicting in this area the familiar faces of Hollywood, both past and present. These faces have loomed large on many a screen in America and abroad, the eyes eight feet long, the lips wider.

THE STARS

There is a distance between Marlene Dietrich's thin, arched eyebrows, between Cary Grant's dimple, Gary Cooper's "yup", and the audience a distance which is indefinable. Because the audience can't cross that distance, because the personality is out of reach and out of scale -- unattainable except in the darkness of the movie theatre and the privacy of our hearts -- we call them "stars". Featured larger-than-life-size are photographs of some 33 stars including:

Humphrey Bogart
Bette Davis
Clark Gable
Jean Harlow
Spencer Tracy
W.C. Fields
Mary Pickford
Marlon Brando
Joan Crawford
Gary Cooper

THE CHARACTER ACTORS

The character actors portrayed -- with indelible eccentricity -- aunts, generals, judges, butlers, grandmothers, doctors, policemen, cooks, nephews, postmen, professors everything the stars couldn't portray. And each has a carefully chiselled human portrait: Edna May Oliver as Aunt Betsey Trotwood descending on the Copperfield household; Gale Sondergaard appearing by candlelight; and Walter Brennan as Judge Roy Bean. Shown here are hundreds and hundreds of such faces -- perhaps not all pretty or handsome -- but all unforgettable.

THE HEROES

The heroes could do anything: head the enemy off at the pass, lead a charging light brigade, fix tires, dance, fly, make love, and swing through the trees. It was all false; we know that movie heroes are nothing more than passing shadows on the screen. But there were moments when we believed them Shown here are such familiar faces as Robert Taylor, Frederic March, Errol Flynn, Burt Lancaster, Gregory Peck, William Holden, Tyrone Power, Paul Newman, Francis X. Bushman, Charlton Heston.

THE HEROINES

The heroines were always in trouble. Their delightful female challenge was too much for any man to resist and both the heroes and the heavies struggled endlessly to possess them. However, the heroines were not merely mortal women: their smile could hold off a regiment; their frown frustrate a tyrant; and their kiss comfort a condemned man. Featured here are photos of such heroines as Joan Bennett, Jeanne Crain, Alice Faye, Audrey Hepburn, Lillian Gish, Ginger Rogers, Lee Remick, Louise Rainer, Barbara Stanwyck, Kim Novak and many other heroines.

THE LEADING MEN

The leading men played the boy friends, the trusted business partners, the loyal army buddies and the good villains. They were often invincible, but more often they were shot-up, poisoned or runover. Sometimes they sadly died, but inevitably they came back in another film. Included are photos of Preston Foster, Farley Granger, Wayne Morris, Robert Stack, Robert Wagner, Sonny Tufts, George Peppard, Guy Madison, George Montgomery, Ricardo Montalban.

THE PIN-UPS

In gold lamé, white pearls, chiffon, lace, rags, raincoats,

ostrich feathers or cellophane; they are among the most beautiful women in the world. But costumes and cosmetics are only aids to the images. Motion picture acting begins with the face and figure and Jean Harlow in white satin demands attention; Betty Grable in a bathing suit is unforgettable; and Clara Bow in feathers and lace, a welcome distraction.

THE HEAVIES

The heavies did the worst things: Tony Perkins stabbed Janet Leigh to death in the shower; Dr. Frankenstein created a monster from bits and pieces of dead men; James Cagney pushed a grapefruit in Mae Clarke's face; Humphrey Bogart hit his mother. As gangsters, monsters, mad doctors, hooded villains, bandits, outlaws, and generally "The Enemy", they terrorized movie audiences throughout the world. A choice selection of heavies is featured here including Jack Palance, Vincent Price, Orson Welles, Otto Kruger, Sidney Greenstreet, James Cagney, John Carradine and Victor Jory.

THE SERIALS

"To be continued next week" was something not to be missed. The audience was always left cliff-hanging with Pauline, Ruth of the Range, Flash Gordon, Tarzan, or the Jungle Goddess. You could not wait to know what happened in the next episode in The Jaws of Death, Cruel Clutches, Swamp of Terror, Infernal Machine, On the Count of 3, The Gorilla's Bride or Love and Victory. You never knew where the next knife was coming from but you always knew the "good guys" from the bad for they wore white, had pure hearts, and always won.

THE COMICS

They fell down a lot — into fresh cement, mud puddles, ditches, manholes, lakes, oceans, rivers, streams, off beds, bars, chairs, tables and airplanes. They did it brilliantly with Harold Lloyd making a fine art of almost falling. They also threw things — grapefruit, melons, cakes, squash, but mostly pies. They made us laugh anyway they could — Laurel and Hardy did it by wrecking everything in sight; Buster Keaton did it with his eyes; W.C. Fields could do it with his nose. Almost 65 comics are depicted here including The Three Stooges, Ben Turpin, Joe E. Brown, Harry Langdon, the Keystone Cops, Martha Raye and Zasu Pitts.

2. FILM SEQUENCES

The modular panel system devised to support all the graphic components of The American Cinema exhibit also provides for three

stand-up "theatres" where continuous films will be shown. Each "theatre" will feature a five-minute long film (consisting of edited film clips) devoted to a single theme, such as —

SPECTACLES

Motion picture spectacle offered the audience something unique and grandiose that it had never seen before. With a cast of thousands, D.W. Griffith recreated the Feast of Belshazzar, C.B. DeMille parted the Red Sea and Busby Berkeley presented a galaxy of beautiful women wrapped in cellophane and black velvet. This five-minute sequence will contain almost 35 scenes from a variety of Hollywood films and will include

the burning of Atlanta from "Gone With the Wind"
the chariot race from "Ben Hur" (1926 and 1957)
the earthquake from "San Francisco"
the battle from "Gunga Din"
the temple dance from "Intolerance"

LOVE SCENES

The love scene inevitably ended in the clinch, but the manner in which the performers declared their love prior to the kiss made the difference. Rudolph Valentino did it with flaring nostrils and whited eyes, Greta Garbo by blowing out a candle, Marlene Dietrich with a piece of straw and Montgomery Clift by simply thinking Elizabeth Taylor was his place in the sun. Contained in this five-minute film will be a composite of 20 great love scenes featuring such stars as

Greta Garbo and John Gilbert in "Flesh and the Devil"
Marilyn Monroe and Tony Curtis in "Some Like it Hot"
Elizabeth Taylor and James Dean in "Giant"
Vivian Leigh and Clark Gable in "Gone With the Wind"
Lauren Bacall and Humphrey Bogart in "Casablanca"
Julie Christie and Omar Sharif in "Dr. Zhivago"

GREAT DIALOGUES

Sound added a new dimension to the moving picture. When Greta Garbo told John Gilbert, "I want to be a woman", or Hedy Lamarr advanced on the audience to declare, "I am Tondelaya", it only added to their mystery. With Humphrey Bogart, the words were a contradiction; after cleaning up on the bad guys, he would say, "I'm just doing my job." The "Great Dialogues" sequence will feature some 25 of the more memorable lines uttered in Hollywood films such as

