

CANADA PREPARES FOR "EXPO 67"

Theme of "Man and His World" Will Celebrate the 100th Anniversary of Confederation in April '67

CANADA WILL OBSERVE its Centenary Year in 1967 and many of its prominent citizens are already at work on plans for that country's EXPO 67, an official, first category World Exhibition which has the blessing of the powerful International Bureau of Exhibitions. That premise escaped the organizers of the current New York World's Fair and was costly in terms of overseas participation.

On April 28, 1967, a man-made island complex in the middle of the St. Lawrence River, in full view of Montreal's skyline, will be the setting for the EXPO's theme, "Man and His World." The project has been under construction since 1963, when dredgers began the island-building project. The site will cover 600 acres of exhibition and amusement areas, plus 334 acres for parking.

Saw "Quality of a Nation"

A preview of Canada's celebration of the one-hundredth anniversary of Confederation might well have been provided in the Crawley-produced film (1962) titled, *Quality of a Nation*. This film, sponsored by the E. B. Eddy Company, was created to get citizens thinking

about the birthday year ahead. Well over a million had seen the film in 1963-64 and more thousands will see it now.

Both Budge and Judy Crawley of this famed Canadian film company are the audio-visual consultants to the Canadian International Exhibition Corporation which is guiding the affairs of EXPO 67.

Films' Role at N.Y. Fair

Canadians are well aware of the dominant role played by films at the New York Fair, where nearly 50 of the 150 pavilions have used motion pictures in their exhibits, many of these as principal attractions. But EXPO 67 will strive to outdo the techniques, circular and otherwise, at New York. The artists and designers of that country, working with such new organizations as Reevesound of Canada, will be encouraged to seek new ideas.

"Man and His World" will be brought into focus in a multitude of ways. In "The Labyrinth" visitors will become involved with the story of man from the earliest times to the present through a combination of motion pictures and architectural reconstructions.

"Habitat 67" will offer a model community of the future, to be permanently occupied after the close of the Exposition.

Harvests Out of the Seas

"Man and the Ocean" will forecast the ways in which we may farm the seven seas for food in the years to come. Among other exhibits will be a three-story model of a human cell, an ancient harbor with the replicas of man's earliest ships, and a Terrace of Nations.

The Centennial year will also bring forth motion pictures with this theme. Such national organizations as the Canadian Nurses Association, the Canadian Council of Professional Engineers, the Life Underwriters Association, St. John Ambulance and several industrial sponsors have been mentioned. The Province of Saskatchewan has a major Centennial film in work at Crawleys.

Present Operas and Ballet

Artistic events at the six-month exposition will include Milan's La Scala, the Metropolitan Opera, Bolshoi Ballet and the Vienna State, Paris and Covent Garden Operas.

As the host nation, all of Canada is taking part in EXPO 67 with an investment that is expected to reach \$800 million. The Commissioner General for EXPO 67 is Pierre Dupuy.

Master plan of exhibition site for Canada's EXPO 67, which will occupy an island in the St. Lawrence River.



Post Script

CORRECTING THE RECORD

Eclair Corp. of America Has a New Address in Hollywood

☆ The *correct* address for the Eclair Corporation of America, mentioned as the key U. S. source for the new Eclair Camerette "T" in our recent No. 7 issue (page 82) is 7262 Melrose Avenue, Los Angeles 46, California. We're indebted to J. P. Carson, president, for calling this new location to our attention.

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BNA's Management Films Are Not Available on Free Loan

In our well-filled Reference Shelf page in the No. 7 edition, subheads were "switched" on page 116 to infer that the excellent management, supervisory training and employee communications' films offered for *outright print sale* by the Bureau of National Affairs, Inc., Washington, D. C. were available for "free loan."

They're *not*, of course, but you should have this company's *free list* of these titles. Write them at 1231 24th Street, N. W., Washington, D. C. and address your inquiry to the attention of manager Fred Joiner, of BNA Incorporated, which handles this good library.

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Here's Right Title of Ethyl's New Refinery Safety Picture

And the correct title of that recent Ethyl Corporation film (the third in a series of safety films on refinery operations) is *Safe UPS and Downs for Refinery Units*. On page 34 of the No. 7, 1964 issue we called this excellent Audio Production *Safe Opens and Downs for Refinery Units*. The copyreader must have been thinking of some kind of "after-hours" job! It wasn't that kind of safe, Joe!

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15th Production Review Will Give Details of Film Awards

☆ Among the many features of the 15th Annual Production Review issue, completing next month, will be the detailed listing of all national and international film award programs, entry dates, fees and other important data.

A concise index of such awards programs, by closing dates for entries, will supplement these detailed columns on the events and their host groups. This is one of the most-asked-for Review features.