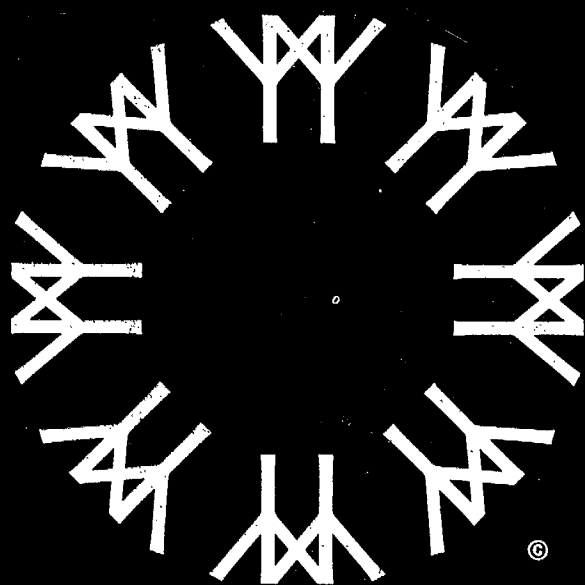


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FOURTH ANNUAL REPORT

CANADIAN CORPORATION

FOR THE 1967

WORLD EXHIBITION

FOR THE YEAR 1966

Compagnie canadienne de l'exposition universelle de 1967
[Canadian Corporation for the 1967 World Exhibition]

March 31, 1967.

The Honourable Robert H. Winters,
Minister of Trade and Commerce,
Ottawa, Ontario.

The Honourable Maurice Bellemare,
Minister of Trade and Commerce,
Quebec, Quebec.

His Worship Mayor Jean Drapeau,
City of Montreal,
Quebec.



Gentlemen:

It gives me great pleasure to submit to you, on behalf of the Board of Directors, the Fourth Annual Report of the Canadian Corporation for the 1967 World Exhibition, for the year ending December 31, 1966, in accordance with section 18 of the Incorporating Act.

The progress made by the Corporation during this past year leaves no doubt as to the success of our Exhibition. It is due, in large part, to the excellent cooperation of the Federal Government, the Government of the Province of Quebec and the City of Montreal and to the dedication of all members of the Corporation's staff.

Yours very sincerely,

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION

Pierre Dupuy

Pierre Dupuy, C. M. G.,
President.

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BOARD OF DIRECTORS

T. Norbert Beaupré,
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Montreal, Quebec.

* Pierre Dupuy, C. M. G. ,
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The Saskatoon Drug and Stationery Limited,
Saskatoon, Saskatchewan.

* Member of the Executive Committee.

+ Deceased January 6, 1967.

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* Member of the Executive Committee.

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Commissioner General and President.

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Deputy Commissioner General and Vice-President.

Andrew G. Kniewasser,
General Manager.

Jean-Claude Delorme,
Secretary and General Counsel.

G. Dale Rediker,
Director of Finance and Administration.

HEADS OF DEPARTMENTS

Secretariat and Legal

Jean-Claude Delorme

Finance and Administration

G. Dale Rediker

Installations

Colonel Edward Churchill, CD.

Exhibitors

Pierre de Bellefeuille

Operations

Philippe de Gaspé Beaubien

Public Relations

Yves Jasmin

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The report submitted at the end of the previous annual period reported on projects which the Corporation was finalizing within the Master Plan of the Exhibition. With the passing of a year, a great number of these projects has now been completed and the balance is nearing completion. All will be in readiness for the opening day of the Exhibition. A visit to the grounds gives evidence of the fact that in general the exteriors of all pavilions have been completed and exhibits are being installed.

At the end of 1966, some 6,000 people of all trades were on the site in addition to the Corporation staff of 2,000 which was engaged both in administrative and operational works. We wish to express our gratitude to them and to emphasize the wonderful team-work which they have demonstrated day in and day out. We would also like to pay tribute to the contractors and to the labour unions who, together with the participating nations and the hundreds of private exhibitors and sponsors, collaborated towards the implementation of the 1967 Universal and International Exhibition.

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1. DEVELOPMENT OF THE SITE

During 1966 the Corporation completed the sub-structure of the site, the road work, the primary and secondary transportation systems and, finally, most of the landscaping. It was necessary to complete the roads and landscaping during the building construction period, as there was not sufficient time for work of this magnitude in the spring of 1967.

The two sewage treatment plants and the lift stations were finished during the year. The grading and surfacing of parking areas was also completed.

In the Cité du Havre section, special mention should be made of the Administration and News Pavilion where, since April 1966, the Corporation's administrative services have been located. The 25,000-seat Automotive Stadium is also completed and starting in September, a football team played its regular season games. The Place d'Accueil building as well as the Safety and First Aid Station for this part of the site are completed. Additionally, the erection of the International Broadcasting Centre by the Canadian Broadcasting Corporation, has reached the last stages and its administrative services have been able to be located there, permitting the use of radio and television studios early in 1967.

Also located in Cité du Havre are the Art Gallery, Labyrinth, Expo Theatre, International Trade Centre, the Fine Photography and Industrial Design Pavilion and Habitat 67. The erection of these buildings had reached such a stage at the end of the year, that their completion early in 1967 was definite. Finally, the construction of two pavilions to accommodate the "Man and the Community" and "Man and his Health" theme exhibits was finished. The interior finishing and installation of exhibits illustrating this theme are well under way.

In the pavilion area of Ile Ste-Hélène, we can mention the completion of Place des Nations, the Post Office, the Quebec Liquor Board store, the Security Station and the Communications Centre. In addition, the building to house the banking facilities to be supplied by the Canadian Imperial Bank of Commerce is nearing completion. It must be remembered that this part of the site is to a great extent occupied by national or private pavilions which will be discussed later on.

Ile Notre-Dame is also occupied, to a large area, by national and private pavilions. Insofar as the pavilions under the aegis of the Corporation are concerned, suffice it to say here that they are completed as are the canals and bridges situated in that sector. Africa Place, built by the Corporation, is wholly finished, the countries participating having themselves undertaken the interior arrangement and the setting up of their exhibits. On the other hand, the Caisses Populaires Desjardins building, the Du Pont of Canada Auditorium, where the Noranda and other lectures will be given, and the two theme pavilions "Man the Creator" and "Man the Provider" were almost finished at the end of 1966.

As for La Ronde, where the amusement park is located, construction has gone ahead at increased tempo. Moreover, the erection of Fort Edmonton, the Carrefour International and a number of rides and amusements, was completed at the year's end. Work was to be finished during January and February 1967, in the case of Le Village Canadien, La Spirale, the Garden of Stars, the Youth Pavilion, the Sky-ride and the information booths. The end of March 1967 is foreseen as the time of completion of the Gyrotron, the Safari and several other works on La Ronde. The same can be said of Port Ste-Hélène and all the layout for the Marina.

Before terminating this chapter, it should be mentioned that Ste-Hélène and Notre-Dame islands are now connected by the Bridge of the Isles, an extension of Concordia Bridge, which was completed during the summer of 1965. The Corporation received from the Structural Steel Awards Program 1966 an Award of Excellence for Concordia Bridge and a Canadian Design Citation of Merit for the Bridge of the Isles.

In 1966 the City of Montreal completed a metro line which connects the Island of Montreal to the South Shore with stations at the very heart of the Exhibition on Ile Ste-Hélène and at the Longueuil parking lot. The trains are under running test and they will transport passengers from April 1967.

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2. NATIONAL AND PRIVATE PARTICIPATIONS

Close cooperation and harmonious relations were established between the various participants and the Corporation right from the start of work. Regular meetings on the national and international levels were organized by the Corporation and most mutual problems were discussed and solved. The following is a list of the countries that will participate in the Exhibition:

Algeria	China (Republic of)
Australia	Congo (Democratic Republic of)
Austria	Cuba
Barbados	Czechoslovakia
Belgium	* Dahomey
Burma	Denmark
Cameroun	Ethiopia
Canada	Finland
Ceylon	France
* Chad	Gabon

* Ghana	Monaco
Great Britain	Morocco
Greece	Niger
Grenada	* Nigeria
Guyana	Norway
Haiti	Netherlands
Iceland	Rwanda
India	Senegal
Iran	Sweden
Ireland	Switzerland
Israel	Tanzania
Italy	Thailand
Ivory Coast	Togo
Jamaica	Trinidad and Tobago
Japan	Tunisia
Kenya	Uganda
Korea	United Arab Republic
Kuwait	U. S. S. R.
Madagascar	United States of America
Mauritius	Venezuela
Mexico	Yugoslavia

* Countries having confirmed their participation in 1967.

The pavilion known as Africa Place will accommodate sixteen countries and is located in the centre of Ile Notre-Dame. These are the countries participating:

Cameroun	Madagascar
Chad	Niger
Congo	Nigeria
Dahomey	Rwanda
Gabon	Senegal
Ghana	Tanzania
Ivory Coast	Togo
Kenya	Uganda

These countries wished to demonstrate their cultural and economic achievements in a joint participation.

Grouped together on Ile Notre-Dame are the pavilions of five Arab countries: Algeria, Kuwait, Morocco, Tunisia and the United Arab Republic.

International organizations such as the European Communities and the Organization for Economic Cooperation and Development (OECD) are also participating in the Exhibition as are all the provinces of Canada, three states of the United States (Maine, New York and Vermont) and the following cities:

- Edmonton (general sponsorship)
- Montreal
- Paris (within the Pavilion of France)
- Saint John, N. B. (general sponsorship)
- Vienna (Kindergarten)
- Westmount (general sponsorship)

The list of private exhibitors who will have their own pavilions is as follows:

Air Canada Pavilion

Canadian Brewers Association Pavilion
(53 brewers)

Canadian Kodak Pavilion

Canadian National Railways Pavilion

Canadian Pacific-Cominco Pavilion

Canadian Pulp and Paper Association Pavilion
(43 members)

Chatelaine House
(Chatelaine Magazine and Canadian Lumbermen's Association)

Christian Pavilion
(8 Christian Churches)

Indians of Canada Pavilion

International Scout Centre
(Heinz and The Rubber Association)

Les Jeunesses Musicales Pavilion
(11 members of The Portland Cement Association)

Kaleidoscope
(C. I. L., Dow, Chemcell, Shawinigan, Union Carbide, Cyanamid)

Montreal Aquarium
(Aluminum Co. of Canada Ltd.)

Olympic House

Pavilion of Economic Progress
(24 various companies)

Pavilion of Judaism

Pavilion of Quebec Industries
(128 various industries)

Pavilion of the United Nations
(12 various companies or associations)

Polymer Ltd Pavilion

"Sermons from Science 67 Inc." Pavilion

Steel Industry Pavilion
(Algoma, Dofasco, Dosco, Stelco)

Telephone Pavilion
(16 members of The Telephone Association of Canada)

It is worthy of mention that governments, companies, associations and even several individuals were invited to participate in the making of the Exhibition, either as sponsors or by loaning exhibits or equipment. It is impossible to give here a complete list of these valuable collaborators, but we would like to point out that, to date, the Corporation has been favoured by over 300 general sponsorships.

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3. THEME OF THE EXHIBITION

The theme "Man and His World" is, in essence, an attempt at audio-visual presentation in popular form, which, by showing man's behavior in his environment, is intended to enrich the mind and stimulate the imagination of the visitor. The following outlines the extent of the formulation and realization of the Theme, under each of its sub-themes and their subdivisions, as of December 31, 1966.

MAN THE EXPLORER

This sub-theme will illustrate man in search of his true identity and his relations with nature. The group of three communicating buildings located around a plaza, which is to house this exhibit is located at the South-Western tip of Ile Ste-Hélène and the work will be

completed during the month of March, including installation of the exhibits. This sub-theme is divided into four major exhibit sections.

Man and Life

A human cell will be the major exhibit in this pavilion and the visitor will be able to discover the complexity of his organism and his origins.

Work is progressing as planned and the installation of a three-storey fibre-glass cell is now underway.

Man and the Oceans

This sector will provide the visitor with a mass of information on the birth, evolution and configuration of the oceans, the water cycle, currents, waves, tides, erosion and land drainage. He will furthermore be able to learn about past, present and future forms of navigation. Finally, the necessity for rational development of marine resources to ensure preservation of the natural balance of present and future generations will be explained.

Testing of the waterproofing of the immense aquarium was a critical stage of the work. Installation of all the exhibits is going ahead as planned.

Man and the Polar Regions

The modern techniques which make possible study of the Arctic and Antarctic and utilization of the resources of these regions will be given prominence in this pavilion. The life of the natives, the fauna, the past history of the polar regions, the present state of their development and their future will be brought out.

The mounting of the Carrousel, an important part of this exhibit, is finished and fabrication of the exhibits is progressing normally. Projection equipment is to be installed shortly, together with the audio-visual apparatus.

Man, His Planet and Space

The physical world and the dynamism of nature will be elaborated on in this pavilion. The elements of the earth and the natural phenomena will be explained to the visitor. He will also be able to acquire information on the cosmos.

No difficulties are being encountered in the installation of this pavilion. A first class, 70 mm. film which will be shown there, is in the final process of production.

MAN THE PRODUCER

This pavilion is located near the Expo Express Station on Ile Notre-Dame and the exhibits will tell the story of the sources of energy.

The pavilion will be completed in April, including the installation of the exhibits. This sub-theme is divided into three major display areas.

Resources for Man

In this area, the visitor may see how man has exploited energy and natural resources to satisfy his needs. Each of the exhibits will refer to a particular invention and the techniques of science and industry will be demonstrated.

The giant screens, and audio-visual equipment will be delivered when the pavilion is ready. Installation does not raise any problems.

Progress

The problems of production, industrialization and automation will be dealt with in this area. A large number of machine tools will be on show. Some have been loaned by Czechoslovakia, Italy, Germany, Great Britain and the United States.

Assembling and fabrication of the other exhibits are going ahead according to schedule.

Man in Control

This area will feature electronics and cybernetics. The visitor will see machines in operation which will permit future generations to control their destiny. Among other things, he will be able to see the degree of accuracy with which certain computers can operate.

This project is well under way and the large number of delicate instruments to be installed, will be kept under cover until they can be delivered when the building is ready.

MAN THE PROVIDER

This pavilion is located on Ile Notre-Dame. The balance between the total world population and the food resources available to feed it, will be developed.

The visitor may become aware of the work of technicians and scientists to solve the problems of hunger and under-nourishment. Ten structures are arranged around a large courtyard. The exhibits will illustrate man's efforts to increase productivity.

The pavilion is completed except for the farmhouse and the children's farm. The component exhibits are completed and warehoused in Toronto and Montreal. The general layout is progressing as planned, and the work will be completed in March.

MAN THE CREATOR

Four art exhibitions will illustrate this sub-theme: the Fine Arts, contemporary sculpture, photography and industrial design.

International Fine Arts exhibition

The Art Gallery which is located in Cité du Havre, near Place d'Accueil, was completed during February 1967. The building is fire-proof and is provided with the most modern types of air conditioning and humidity control equipment. The

Corporation also saw to the installation of security apparatus and specially trained personnel was recruited from among the staff of the National Gallery of Canada to guarantee the safe-keeping and preservation of a virtually priceless art collection. An international committee made up of authorities in the world of art, has obtained from national, provincial and municipal museums as well as from private collectors, some 200 masterpieces which are among the most representative possible. This exhibit can be considered as the greatest historically comprehensive collection of works of art ever attempted.

International Photography exhibition

A committee made up of four professional photographers of international reputation was appointed to evaluate the photographs. Out of 40,000 photos submitted from all parts of the world, only 500 were selected, not only because of their artistic value but also because they blended perfectly with the theme of the Exhibition.

International Industrial Design exhibition

Seventeen of the finest schools of industrial design, selected by an international committee, agreed to take part in this display and the material is being delivered to the pavilion.

Exhibition of contemporary sculpture

This exhibition will be shown throughout the Exhibition grounds. It is the work of 55 Canadian sculptors commissioned by the Corporation. The sculptures vary in height from 30 inches to 11 feet and weigh from 100 to 4,500 pounds.

MAN IN THE COMMUNITY

This pavilion is in the shape of a slender pyramid of wood. The organization of human society throughout the world, the social problems of communal living, urbanization and demography are some of the subjects that will be dealt with. They will give the visitor the opportunity to appreciate the upheavals that are constantly taking place around him. Seven short spectacles will tell the story of man in the City-Community.

The general contract for this pavilion is finished but, because of the participation by several countries, this sub-theme is one of the most complicated to illustrate. However, we foresee that this pavilion will be practically completed by March 15, 1967.

MAN AND HIS HEALTH

This pavilion will illustrate the progress of medicine. The topics to be presented include the state of contemporary man's health, healing and preventive techniques for physical and mental disorders.

The general contract is completed and the project is well on the way but a few secondary details can only be settled shortly before opening date. Nevertheless, we foresee that the work will be finished in March.

THE LABYRINTH

The Labyrinth is a contemporary adaptation of the legend of Theseus and the Minotaur and develops the theme "Man and His World" to its fullest extent, encompassing all its aspects. Produced by the National Film Board it is, in a sense, a synthesis of cinema and architecture. Teams of cameramen shot a large number of sequences in North America, Greece, the Isle of Crete, India and Cambodia. Labyrinth with its many and varied screens, special projection equipment, specially designed chambers and the quality of the film and production will provide the audience with a completely new picture of the earth and its inhabitants.

The pavilion is completed and experts from the National Film Board are now working on the setting up and finalizing of the exhibit which will be finished around mid-March 1967.

HABITAT 67

This concept of urban housing for the future is going ahead at quickened pace. On February 7, 1967, a preview was held to which the Press, businessmen and builders of apartment houses were invited. Habitat 67 wishes to combine the advantages of apartment house living with the suburban dream of a small garden. Each unit is within walking distance of the stores providing essential services, through sheltered streets.

Erection of the pre-fabricated units is going on and everything leads us to believe that the project will be completed during March. All the available apartments in Habitat 67 complex have been rented. However some 25 completely furnished and decorated suites will be on display to the public during the Exhibition.

NORANDA LECTURES

Within the theme concept, Noranda Mines is sponsoring a series of 28 lectures that will be given in the Du Pont of Canada Auditorium on Ile Ste-Hélène, by world-renowned figures, on scientific, cultural, economic and financial subjects. To date, the lecturers will represent eighteen (18) countries: Belgium, Canada, the Netherlands, France, Sweden, Great Britain, Australia, the United States, Italy, Denmark, India, the U. S. S. R., Japan, Germany, Iran, Israel, Switzerland and Czechoslovakia. Documentary films, lectures and demonstrations for young scientists will also be given in this 372-seat auditorium which is fitted out with the most modern projection and sound equipment.

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4. THE WORLD FESTIVAL

The programme of the World Festival, one of the outstanding aspects of the Exhibition, was largely finalized in 1966. This Festival, which will extend over the entire period of the Exhibition, will bring together internationally famous performing companies which will perform the most impressive works in their repertoires. A host of performers from 25 countries will take part in this Festival giving some 700 performances. There will be 13 North-American premières. This Festival in which the most highly reputed companies of the participating nations will perform, will make the Exhibition the focal point of the world of the performing arts.

The Festival programme was announced in December 1966. The public showed a lively interest and ticket sales immediately reached unexpected heights.

The following details indicate the quality, variety and scope of the Expo 67 World Festival:

- 36 operas will be presented by 10 companies, for a total of 81 performances;
- 38 plays will be performed by 21 companies, for a total of 200 performances;
- 30 symphony concerts will be given by 15 orchestras;
- 35 ballets will be performed by 10 companies, for a total of 55 performances;
- 44 recitals will be given by 19 choirs;
- 50 variety shows will be presented;
- 53 folk productions will be given by national groups from participating countries;
- 130 performances of spectacles will be given in the Automotive Stadium.

By March 9, 1967, more than 41,000 tickets, with a value in excess of \$300,000. had been sold.

Festival performances will be given at Place des Arts: in the Salle Wilfrid Pelletier (3,000 seats), the Maisonneuve Theatre (1,300 seats) and the Fort-Royal Theatre (800 seats), as well as in Expo Theatre (2,000 seats). Popular entertainment will be presented in the Exhibition's Automotive Stadium (25,000 seats). An extensive free entertainment programme will be presented throughout the period of the Exhibition. Many of these performances will be given within the framework of the celebrations for national and special days which will take place at Place des Nations. The public will be invited to participate in these free demonstrations.

Some 90 countries and organizations have already announced the dates of their national or special days and their programmes for these occasions.

* * * * *

5. SALE OF PASSPORTS AND BONUS BOOKS

Passport sales during 1966 exceeded all expectations. In fact the Corporation had estimated that it would sell about \$22,500,000. worth of passports of all categories before the opening of the Exhibition. The Corporation has offered several categories of passports for sale: season, seven-day and one-day passports, as well as a complete range of prices for adults, youth and children.

The results of the sales campaign as at December 31, 1966 indicated that the Corporation had sold over \$20,000,000. worth of all types of passports. During the month of January, our American distributor placed an order for \$8,000,000. on the guaranteed sales plan.

The bonus book was added to the sales programme during 1966. This is a book of coupons redeemable on the Exhibition grounds at their face value, which is higher than the price at which they are purchased. The visitor who has availed himself of these advantages will be able to effect savings on the value of listed services and meals. Sales of bonus books are very promising.

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6. CONCESSIONS AND LICENCES

As of December 31, 1966, the Corporation had received 1,031 inquiries regarding restaurants, 170 regarding attractions and means of transportation, 791 for general concessions and 1,209 inquiries concerning licences, exclusive and non-exclusive.

The following table gives an indication of the number of concessions and licences that had been awarded and the number remaining to be awarded on the same date:

Concessions

- awarded:	Food:	194	Other:	263
- to be awarded:	Food:	3	Other:	64*

* Includes space for 16 counters at Place d'Accueil.

Licences

- awarded:	Exclusive:	10	Non-exclusive:	101
- to be awarded:	Exclusive:	0	Non-exclusive:	45+

Restaurant concessions will be operated in 31 pavilions and 38 locations elsewhere on the Expo grounds; 72 snack-bars, 46 specialty food outlets and 4 groups of coin-vending machines (a total of 400 dispensers) will be operated by concessionaires.

In the Carrefour International, on La Ronde, Czechoslovakia, Hawaii, the Netherlands, Switzerland, Great Britain and the Federal Republic of Germany will operate restaurants of a national character. Cuba, Italy, the Netherlands, the Republic of China, Switzerland, Tunisia, the Federal Republic of Germany and Yugoslavia will operate snack-bars and sell specialty foods.

In the Carrefour International, nations, such as France, Hawaii, Switzerland, Tunisia, Japan, Korea, Thailand, Iran, The Federal Republic of Germany and Yugoslavia, will operate merchandise shops. In addition, some 22 countries will offer food specialties and other imported items in six commercial areas.

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7. ACCOMMODATION FOR VISITORS

In January 1967, the Government of Quebec passed Bill 19 "Expo 67 Visitors' Lodgings Price Control Act", and Bill 20 "An Act to prolong certain leases on the occasion of Expo 67". These will assure lodgings to visitors at reasonable rates and will protect the citizens of the metropolitan region against abuses.

We anticipate some 5,000,000 visitors to Montreal and its vicinity during the Exhibition. Two million rooms will be needed to house these visitors, or between 42,000 and 46,000 rooms per day during July and August.

The latest statistics on lodging capacity around Montreal show that 53,000 rooms per day could be placed at the disposal of visitors. The 320 establishments in the commercial hotel category within a 100 mile radius of Montreal can, alone, supply more than 27,000 rooms. There will be 8,000 more available in apartment blocks in the Montreal region and more than 18,000 in private residences. It is worthy of mention that universities, colleges and convents have advised the Corporation's Logexpo service that 12,000 beds can be utilized in these institutions. In addition, 20,000 units in camping and trailer sites will be available by May 1967.

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8. INTERNATIONAL TRADE CENTRE

The International Trade Centre sponsored by the Canadian Bankers' Association, will facilitate meetings between Canadian and foreign businessmen. This centre will make available specialists in matters relating to international trade, to interested parties. It contains a library of business publications, projection rooms for film showings, a secretarial service as well as the services of guides and interpreters, and a private club for businessmen. Also a programme of lectures

sponsored by MacLean-Hunter Publishing Company and dealing with the major problems of international trade will be drawn up for businessmen.

This centre will be a meeting-place for businessmen the world over and will provide a rendez-vous for commercial attachés of participating countries, commercial representatives of the Federal and Provincial Governments of Canada, directors of commercial associations and businessmen visiting the Exhibition. Delegates from the eight sponsoring banks will be at the disposal of the members of Expo-Club to inform them and to promote business contacts. The Expo-Club is a private club including a restaurant and private lounges where businessmen from Montreal, Canada and the whole world will be able to find a very special atmosphere. The increasing number of club members demonstrates the great interest which it has provoked. As of December 31, 1966, 620 companies had applied for admission thus bringing to 1,300 the Expo-Club membership. 31 members registered for a 7-day period.

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9. PUBLIC RELATIONS AND INFORMATION

The year 1966 saw our promotional and information efforts to interest the public in the Exhibition, reach their pinnacle. This publicity drive has been carried out mainly where lay our biggest market, i. e. in Canada and within a 600-mile radius of Montreal in the United States. As a large percentage of the visitors is expected from the Northern part of the United States, about \$4,500,000. has been spent in the United States.

In all its public relations and promotional activities, the Corporation has always had the support of the Canadian Government Exhibitions Commission which took the necessary means to include in the exhibitions presented abroad on Canada's behalf, displays on the 1967 International and Universal Exhibition. The Corporation was also bolstered

by the assistance of the Canadian governmental agencies and by our diplomatic missions, and the travel and transportation agencies. We can now safely say that the Exhibition has made itself known and enthusiasm for it is shown by the reservations made with airline, shipping and railway companies.

The following is an outline of the work in public relations and information, advertising and promotion carried out during 1966:

Public Relations Agencies:

In 1965 the Corporation had three public relations agencies to represent it in New York, London and Paris. By the end of 1966 new offices had been opened in Canada, in Halifax, Toronto, Vancouver and Regina.

Exporama:

We exhibited a preview of the Exhibition in the United States, in a spherical tent. This preview comprised a half-hour show with performers, films and distribution of folders. The principal cities in which this exhibit was shown during 1966, are the following: Buffalo, Rochester, Pittsburg, Cleveland, Detroit, Chicago, Milwaukee, St. Louis and St. Petersburg. In addition to the 200,000 persons who attended this Exporama exhibit, every show presented an opportunity to obtain promotional support (press, radio and T. V.) throughout the region, which reached several million people.

Speakers Bureau:

3,400 speeches were organized by the Speakers Bureau. Of these, 2,815 speeches were given to Canadian audiences and 585 to American audiences.

Information:

- Press Visits: A total of 8,727 press representatives were received for a total of 87 group visits.

- Press Releases: 241 press releases were published on the basis of 261 working days.

- Press Conferences: 49 press conferences were prepared and given during 1966.

- Accreditation of press representatives: A complete organization was set up to accredit the world press during the Exhibition. 15,000 press representatives will have been accredited and will have their passes before the opening of the Exhibition.

Radio and Television:

In 1966, the Radio and Television Section organized 36,598 separate broadcasts. Of this number, 6,000 were in French and 30,598 in English. These broadcasts varied in length from 90 seconds to one hour.

Photographs, films, slides:

364,990 black and white photographs and 366,000 colour slides were distributed in 1966. Two films were also produced during the year. The first one to be made was a 28 minute, 16mm., colour film which was distributed throughout the world through the National Film Board. The second is a 10 minute, 35mm. colour film which was produced for distribution in cinemas and theatres. 1,200 slide presentations were given, that is an average of 6 per day, to a total audience of 18,000 persons.

Information:

Information on the Exhibition was distributed in various ways:

- Individual visits by the Public: 3,450 visitors were received during 1966 and given information on Expo 67.
- Written Requests for Information: 40,970 letters were received and answered.
- Material Distributed: 9,039,500 pieces of information were distributed.
- Montreal 66 Magazine: The circulation of Montreal 66, which replaced Expo-Journal, was 6,277,500 copies for the year.

- Press Clippings: 75, 137 press clippings were received. Of these, 55, 269 came from Canada, 12, 563 from the United States and 7, 305 from abroad.

- Expovox: Expovox, with a staff of ten in 1966, received 125, 770 telephone requests. Before the opening of the Exhibition, the staff of this service will be increased to 75 persons and will be able to handle 6, 000 requests for information per day.

Promotion:

Many companies have linked their advertising with the Corporation's promotion. Thus 1, 100 permissions to use the Expo symbol and initials were given. The logo appears on the backs of 115 million restaurant checks in the Province of Quebec, and on the fuselages of Air Canada aircraft, the stationery of large companies and on the wrappings of a variety of products.

Displays and Exhibits:

The Corporation with the assistance of the Canadian Government Exhibitions Commission and the Canadian and Provincial Tourist Bureaux and with the support of large companies set up 8, 054 displays at fairs and exhibitions and in department stores, supermarkets and parades.

Advertising:

- newspapers: 3, 740 advertisements were published in Canada during 1966, and about 265 in the United States: 85% of this advertising was concentrated in the zone between Chicago, Cincinnati, Washington and Northward. All newspapers with a circulation above 100, 000 published advertisements.

- magazines: 24 advertisements were published in Canada, 42 in the United States and 33 in foreign countries.

- Radio commercials: 6, 140 commercials were broadcast in Canada and 4, 830 in the United States by 60 radio stations.

- Television commercials: 1, 024 commercials were televised in Canada and 770 in the United States, in the following cities: New York, Boston, Philadelphia, Cleveland, Detroit and Rochester.

10. FINANCE AND ADMINISTRATION

Expenditures

During the year under review, the Operations budget approved by the Government of Canada and the Government of the Province of Quebec was \$30,282,972. This sum covered personnel and general administrative expenses, advertising and publicity, operating expenses and finance costs. Total actual operating expenses amounted to \$29,834,635, resulting in an under expenditure of \$448,337.

Under Section 10 of the Canadian Corporation for the 1967 World Exhibition Act the Government of Canada by Order in Council dated December 1, 1966 and the Government of the Province of Quebec by Order in Council dated December 13, 1966, approved a revision to the Corporation's overall cost estimates. These approvals were on the basis as set forth below:-

Capital Estimates	\$222,180,290	
Operating Estimates	<u>157,266,390</u>	
<u>Total Expenditures</u>		<u>\$379,446,680</u>

Revenues

At December 31, 1966, the Corporation had realized revenue totalling \$31,719,084; the principal items being \$21,304,196 from the advance sale of passports and bonus books, \$2,945,427 from rental and service charges to Exhibitors, \$6,706,876 from sponsorship and \$762,585 from other revenues.

This total revenue of \$31,719,084 is treated as deferred income until the operating period of the Exhibition although the cash received has been used during the year to help finance the Corporation's operations.

It is not possible to estimate with accuracy the overall revenues for sponsorship, salvage values, asset values and the revenue from admissions and concessionaires at this time, although the management have made approximate calculations. The revenue from admissions and concessionaires varies with attendance. The latest surveys indicate that the original estimate for admissions will be surpassed.

Major Sources of Revenue

Sponsorship Estimates	\$ 25,000,000	
Revenue Estimates	143,922,160	
Salvage Value Estimates	10,665,000	
Asset Value Estimates	<u>62,112,480</u>	
<u>Total Estimated Revenue</u>		<u>\$241,699,640</u>

Anticipated tax revenues, from on site spending, to the three levels of Government (Government of Canada, Government of the Province of Quebec and City of Montreal) participating in the direct financing of the Exhibition is \$135,000,000.

Financing

In 1966, the Corporation continued to borrow for operating and capital purposes from the Government of Canada under arrangements made between the Ministers of Finance of Canada and Quebec in 1964. As at December 31, 1966, the Corporation had borrowed \$137,000,000 through the sale of notes of the Corporation to the Government of Canada at rates of interest varying between 5-1/8% and 5-3/4% per annum. These notes are guaranteed jointly by the Governments of Canada and Quebec, as authorized in the Incorporating Act.

Purchasing

During the year, the Corporation has continued to conduct its business affairs in accordance with established Government procedures. The Department of Defence Production has continued to act as an agent for the Corporation with respect to purchasing. Construction and consultants' contracts are mainly let through Defence Construction (1951) Ltd.

Personnel

The Corporation's staff has been expanded to meet increased activities. At the end of the year, the Corporation had a total staff of 2,221. Efforts are now being centered on the recruitment of the staff required during the operating period. The services of the Canadian Manpower Centre, the Quebec Employment Service and the Personnel Department of the City of Montreal are being utilized in this major employment campaign.

Policies and Procedures

The manual of internal administrative procedures has been expanded to include operating and control procedures applicable during the period of the Exhibition. These procedures are based on the methods followed by the Government Departments and Crown Corporations.

Audit

The Audit Services Branch of the Department of Finance has continued to audit consultants' contracts where necessary. The Internal Auditors of the Corporation have continued to review procedures and accounts.

* * * * *

11. AUDITORS' REPORT

Montreal, February 28, 1967

TO: The Honourable Robert H. Winters,
Minister of Trade and Commerce, Ottawa

and

The Honourable Maurice Bellemare,
Minister of Industry and Commerce, Quebec

Sirs:

We have examined the accounts and financial statements of the Canadian Corporation for the 1967 World Exhibition for the year ended December 31, 1966.

We now report in compliance with Section 17 of the Canadian Corporation for the 1967 World Exhibition Act that, in our opinion

- a) proper books of account have been kept by the Corporation,
- b) the financial statements of the Corporation
 - i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and
- c) the transactions of the Corporation that have come under our notice have been within the powers of the Corporation under the Canadian Corporation for the 1967 World Exhibition Act and any other Act applicable to the Corporation.



A.M. Henderson, F.C.A.
Auditor General of Canada



Gustave E. Tremblay, C.A.
Quebec Provincial Auditor

12. FINANCIAL STATEMENTS

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION
(Established by the Canadian Corporation for the 1967 World Exhibition Act)

BALANCE SHEET AS AT DECEMBER 31, 1966
(With comparative figures as at December 31, 1965)

A S S E T S

	<u>1966</u>	<u>1965</u>
	\$	\$
<u>CURRENT ASSETS</u>		
Cash	12,967,402	483,340
Accounts Receivable		
Distributors - admission passports and bonus books	1,502,308	-
National Harbours Board	86,536	1,281,141
City of Montreal	742,174	513,393
Sponsors	3,804,471	-
Exhibitors	1,631,975	64,114
Advertising	320,000	-
Miscellaneous	91,476	81,486
Prepaid expenses		
Promotional expenses - advance admission passport sales	-	270,000
Insurance, taxes and other	490,711	44,580
	<u>21,637,053</u>	<u>2,738,054</u>
<u>SECURITY DEPOSITS (CONTRA)</u>		
Cash in Bank	559,230	506,683
Bonds and cheques on hand	148,087	-
	<u>707,317</u>	<u>506,683</u>
<u>OTHER DEPOSITS</u>		
Guarantee on insurance	300,000	300,000
Performing arts program	466,090	-
Miscellaneous	164,743	-
	<u>930,833</u>	<u>300,000</u>
<u>CAPITAL AND OPERATING COSTS</u>		
Capital costs	183,166,095	54,002,296
Operating costs (less earned revenue)	53,565,711	17,901,799
	<u>236,731,806</u>	<u>71,904,095</u>
	<u>260,007,009</u>	<u>75,448,832</u>

Certified correct:

G. D. Kedika

Director of Finance and Administration

Approved on behalf of the Board of Directors

R. F. Shaw


[Signature]

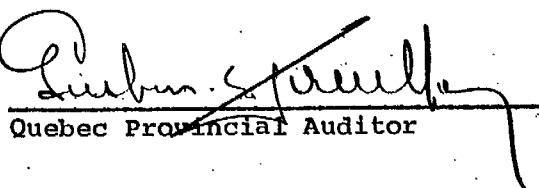
LIABILITIES

	<u>1966</u>	<u>1965</u>
	\$	\$
<u>CURRENT LIABILITIES</u>		
Accounts payable and accrued liabilities -		
Contractors and consultants (Note 2)	37,392,368	9,930,881
Suppliers and others	6,290,587	1,111,422
Holdbacks payable on current billings	<u>5,436,049</u>	<u>1,499,542</u>
	<u>49,119,004</u>	<u>12,541,845</u>
<u>DEFERRED INCOME</u>		
Admission passports and bonus books		
sold at gate prices less discount		
of \$12,842,767	21,304,196	107,866
Royalties from licenses and concessions	263,711	10,764
Rental and service charges to exhibitors	2,945,427	33,244
Sponsorship (Note 3)	6,706,876	248,430
Advertising	320,000	-
Miscellaneous	<u>178,874</u>	<u>-</u>
	<u>31,719,084</u>	<u>400,304</u>
<u>DEPOSITS</u>		
Contractors and concessionaires -		
Security (Contra)	707,317	506,683
Sponsorship (Note 3)	545,263	-
Admission passports and bonus books sales	<u>916,341</u>	<u>-</u>
	<u>2,168,921</u>	<u>506,683</u>
<u>NOTES PAYABLE TO THE</u>		
<u>RECEIVER GENERAL OF CANADA (Note 4)</u>	<u>137,000,000</u>	<u>22,000,000</u>
<u>GRANTS FROM PARTICIPATING GOVERNMENTS</u>		
Government of Canada	20,000,000	20,000,000
Government of the Province of Quebec	15,000,000	15,000,000
City of Montreal	<u>5,000,000</u>	<u>5,000,000</u>
	<u>40,000,000</u>	<u>40,000,000</u>
	<u>260,007,009</u>	<u>75,448,832</u>

The accompanying notes are an integral part of the financial statements.

We have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of February 28, 1967 to the Minister of Trade and Commerce of the Government of Canada and the Minister of Industry and Commerce of the Government of the Province of Quebec.


Auditor General of Canada


Quebec Provincial Auditor

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION

STATEMENT OF OPERATIONS

AS AT DECEMBER 31, 1966

	<u>1966</u>	<u>Total to Date</u>
	\$	\$
<u>ADMINISTRATION COSTS</u>		
Personnel expenses (Schedule 1)	9,828,335	21,016,179
Administrative expenses (Schedule 1)	2,044,547	4,741,222
Advisory committee travel and allowances	103,042	305,627
Other	<u>517,126</u>	<u>956,028</u>
	12,493,050	27,019,056
X <u>ADVERTISING AND PUBLICITY COSTS</u> (Schedule 2)	8,852,169	11,123,105
<u>OPERATING COSTS - SITE SERVICES</u> (Schedule 2)	5,855,318	6,398,144
<u>COMMISSION ON SALE OF ADMISSION PASSPORTS</u> <u>AND BONUS BOOKS</u>	4,792,497	4,792,497
<u>FINANCING - INTEREST ON NOTES PAYABLE</u> (Note 4)	<u>3,551,620</u>	<u>3,745,317</u>
<u>TOTAL COSTS OF OPERATIONS</u>	35,544,654	53,078,119
<u>AMORTIZATION AND DEPRECIATION</u>		
Depreciation of furniture and fixtures and loss on disposal of fixed assets	281,777	456,738
Amortization of leasehold improvements	<u>66,289</u>	<u>395,259</u>
	35,892,720	53,930,116
<u>REVENUES</u>		
Bank interest, concessions and licenses, construction permits and other	<u>228,808</u>	<u>364,405</u>
<u>NET COSTS OF OPERATIONS</u>	<u>35,663,912</u>	<u>53,565,711</u>

SUMMARY COMPARISON WITH OPERATING BUDGETS APPROVED BY THE
GOVERNMENT OF CANADA AND THE GOVERNMENT OF THE PROVINCE OF QUEBEC

	<u>1966</u>
	\$
<u>Operating budget as approved</u>	30,282,972
Plus: Budgetary adjustments	
Commissions on sale of admission passports and bonus books originally applied against revenue	4,792,497
Distributors' advertising and promotion allowance originally included in 1967 budget	<u>917,522</u>
	<u>5,710,019</u>
	35,992,991
Actual costs of operations before addition of depreciation and amortization and deduction of revenue	<u>35,544,654</u>
<u>Actual expenses under budget</u>	<u>448,337</u>

The accompanying notes are an integral part of the financial statements.

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION

ADMINISTRATION COSTS

AS AT DECEMBER 31, 1966

Schedule 1

	<u>1966</u>	<u>Total to date</u>
	\$	\$
<u>Personnel Expenses</u>		
Salaries (officers' salaries - \$159,667)	8,873,696	18,818,322
Automobile	171,277	306,108
Recruitment and relocation of personnel	70,143	237,673
Travel expenses and representation fees	583,878	1,345,128
Official visits	123,082	294,516
Membership fees	6,259	14,432
	<u>9,828,335</u>	<u>21,016,179</u>
 <u>Administrative Expenses</u>		
Administration services	364,739	672,066
Architectural and engineering supplies	177,101	328,229
Directors' expenses and Executive Committee fees and expenses	35,936	99,897
Insurance	26,954	39,628
Legal fees	72,574	226,541
Office stationery and supplies	341,200	600,621
Office furniture and equipment rental and maintenance	111,505	234,028
Light and power	6,810	27,686
Postage	85,943	171,920
Moving expenses	20,927	20,927
Publications	8,196	55,901
Rent	216,742	1,053,513
Telephone and telegraph	430,420	791,786
Translation	83,134	240,379
Taxes	12,425	50,260
Sundries	49,941	127,840
	<u>2,044,547</u>	<u>4,741,222</u>

The accompanying notes are an integral part of the financial statements.

X

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION

ADVERTISING AND PUBLICITY COSTS

AS AT DECEMBER 31, 1966

Schedule 2

	<u>1966</u>	<u>Total to date</u>
	\$	\$
Trade advertising	32,143	348,667
Consumer advertising	4,670,030	5,312,105
Foreign advertising	1,150,938	1,150,938
Promotions	90,848	196,871
Displays	904,245	1,153,490
Information	<u>2,003,965</u>	<u>2,961,034</u>
	<u>8,852,169</u>	<u>11,123,105</u>

OPERATING COSTS (Including Salaries and Wages) - SITE SERVICES

AS AT DECEMBER 31, 1966

Security and protection	1,503,867	1,727,164
Information services	459,489	490,357
Medical services and supplies	117,856	163,196
Building and ground maintenance	2,094,878	2,276,028
Utility operation and maintenance	101,186	101,186
Operating services	315,761	315,761
Performing arts program	169,918	169,918
Transit systems	166,716	166,716
Concessions and licensing	193,502	193,502
International trade centre	55,890	55,890
Special events	55,763	55,763
Electronic computing costs	45,266	45,266
La Ronde amusement area	568,427	630,598
Sundries	<u>6,799</u>	<u>6,799</u>
	<u>5,855,318</u>	<u>6,398,144</u>

The accompanying notes are an integral part of the financial statements.

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION

NOTES TO FINANCIAL STATEMENTS
AS AT DECEMBER 31, 1966

1. Outstanding commitments

Outstanding commitments under major contracts entered into with respect to which no goods were delivered or services rendered prior to December 31, 1966, aggregated approximately -

Capital	-	\$28,000,000
Operating	-	\$ 8,000,000

2. Accounts payable and accrued liabilities -
contractors and consultants

The liability at December 31, 1966 to contractors and consultants aggregating \$37,392,368 included both current billings for work performed in the amount of \$15,216,368 and the cost of work completed but not yet billed in the amount of \$22,176,000; as estimated by Corporation engineers.

3. Sponsorship

Sponsorship has been reflected in the accounts to the extent of both the total value of sponsorship contracts signed to date and the aggregate of deposits received prior to December 31, 1966, where details of sponsorship contracts have not yet been finalized.

4. Loans from the Government of Canada

Loans obtained from the Government of Canada totalled \$137,000,000 at December 31, 1966 and included loans obtained during the year of \$115,000,000. Pursuant to the provisions of Section 12 of the Canadian Corporation for the 1967 World Exhibition Act, the notes issued in respect of these loans are guaranteed jointly as to principal and interest by Her Majesty in right of Canada and Her Majesty in right of the Province of Quebec in accordance with lawful authority. Under terms laid down by the Governor in Council and the Lieutenant-Governor in Council, one-third (1/3) of the principal is payable on the 30th day of June in the years 1968, 1969 and 1970, with the interest payable semi-annually, both before and after maturity, at rates varying between 5-1/8% and 5-3/4% per annum.

Further loans have been obtained since the end of the year totalling \$17,000,000.

5. Compensation for land transferred to the Corporation

Under the terms of the agreement dated January 18, 1963, between the Government of Canada, the Government of the Province of Quebec and the City of Montreal, within six months after the close of the Exhibition the Corporation is required to pay compensation with interest to Canada, to the Province and to the City in respect of land transferred by them and to be owned by the Corporation on which permanent buildings are erected. To date estimates of the amounts involved have not been determined and, as a result, no provision has been made therefor either in the accounts or in the revised overall plan.

6. Revised overall plan

The latest revised overall plan was approved by Canada and the Province of Quebec as provided for under Section 10 of the Canadian Corporation for the 1967 World Exhibition Act on the basis of total overall capital and operating costs for the Exhibition estimated at \$379,446,680. Receipts from sponsors of projects were forecast at \$25,000,000, sales of admission tickets, concessions, etc., at \$143,922,160, salvage values and the approximate market value of permanent assets remaining at the close of the Exhibition at \$10,665,000 and \$62,112,480 respectively, thus leaving an estimated net cost of \$137,747,040.

7. Comparison of incurred capital costs with approved capital budget

	\$
Approved 1966 capital budget	117,622,392
Actual capital costs incurred in 1966 before deducting depreciation and amortization	<u>129,515,147</u>
Actual capital costs incurred in 1966 over budget	<u>11,892,755</u>

Mainly due to several major projects reaching a more advanced stage of completion at the end of the year than had been anticipated, the actual incurred capital costs were over the 1966 budgetary forecast. However, these expenditures were within the total amounts on which the revised overall plan had been based.

8. Payments to Corporation employees on termination of service

Pursuant to its collective labour agreement with the Montreal Labour Council and the Conseil National des Syndicats Nationaux, the Corporation has agreed to make payments to employees on termination of service equivalent to 4% of accumulated earnings as well as sick leave outstanding. This arrangement has since been extended to the majority of its other staff not covered by the above mentioned agreement. No provision has been made in the accounts for this liability.

By providing for re-establishment into new positions elsewhere in this manner, the Corporation hopes to ensure that the necessary staff remains available until certain phases of the Exhibition reach completion.