

**LEGISLATIVE ASSEMBLY OF THE  
NORTHWEST TERRITORIES  
5<sup>TH</sup> COUNCIL, 27<sup>TH</sup> SESSION**

**REFERENCE FOR ADVICE  
NO. 10-27**

**TABLED ON JUNE 2, 1964**



**NORTHWEST TERRITORIES**

REFERENCE FOR ADVICE

CANADIAN WORLD EXHIBITION, 1967 - MONTREAL, P.Q.

The Commissioner requests the advice of the Council regarding the Canadian World Exhibition to be held in 1967.

Canadian World Exhibition, 1967 - Montreal, P.Q.

Canada's first Universal and International Exhibition will be held in Montreal, P.Q., from Friday, April 28, 1967, to Friday, October 27, 1967. Authority for this exhibition was granted by the International Bureau of Exhibitions, a world body of thirty nations constituted to authorize and control world fairs. The theme of the exhibition is "Man and His World" and will be universal in scope and appeal embracing all man's activity and thought. It is the first such exhibition in North America to be classed as a "First Category Exhibition". The exhibition is supported by the Federal Government, the Province of Quebec and the City of Montreal.

The site of the exhibition is historic Ste. Helene's Island in the St. Lawrence, the last stronghold of French Canada, and named by Champlain in 1611 in honour of his wife, Helene. The Island is being enlarged and will have approximately 620 acres for exhibitors who will include the Government of Canada, the ten Provinces, Foreign Governments (150 countries invited) and leading industrial firms. An estimated thirty-five million visitors will be transported to the exhibition from the centre of Montreal on a monorail or travel in their own cars and buses.

The Canadian Government Pavilion is expected to be the outstanding exhibit at the fair and will cost in the neighbourhood of six million dollars. This Pavilion will consist of several separate but connected structures and will exemplify Canadian life through the themes of:

- (1) The Feeling of Canada - through a series of filmed scenes and activities, Canadian life will be exhibited;
- (2) Our origins - a kaleidoscopic portrayal of Canadian History;
- (3) Our way of doing things - through extensive use of photographs, show Canadians in their unique characteristics and mode of living;
- (4) Our achievements - outlining the challenge of resources, challenge of space and challenge of knowledge;
- (5) Interdependence - through maps and other visual aids demonstrate the effect of communication on Canada and individual Canadians.

The content of other exhibits has not yet been determined but it is expected that these will be of a similar high standard with costs running to three and four million dollars by the larger provinces.

The Northwest Territories Administration has not applied for a space reservation at the exhibition because of the high cost of a suitable pavilion. The minimum estimated cost of a pavilion is \$100,000 based on costs of \$100.00 per foot for 1,000 square feet. Allocation of sites at the Exhibition is to be completed by October 31, 1964.

The Department of Northern Affairs and National Resources will be assisting with the Canadian Pavilion and will provide material representative of northern living for the displays depicting the life and culture of Canada. There will also be a number of thematic displays treating particular phases of "Man and His World". One of these in which the Department of Northern Affairs and National Resources will be heavily involved is an international pavilion "Man and the Polar Lands". A senior officer of the Northern Affairs Department will represent Canada in developing this theme.

The Northwest Territories will be featured in the polar display. In addition, at several points in the Canadian Pavilion there will occur references to the Territories as to the Provinces. The Commissioner has agreed to consult with the Exhibition authorities in connection with the way in which any N.W.T. subject is handled.

In the circumstances, your Commissioner believes that the interests of the N.W.T. at the Canadian World Exhibition will be sufficiently provided for, and does not propose any further involvement.

April 27, 1964.