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Club-A-Rama Week 21:

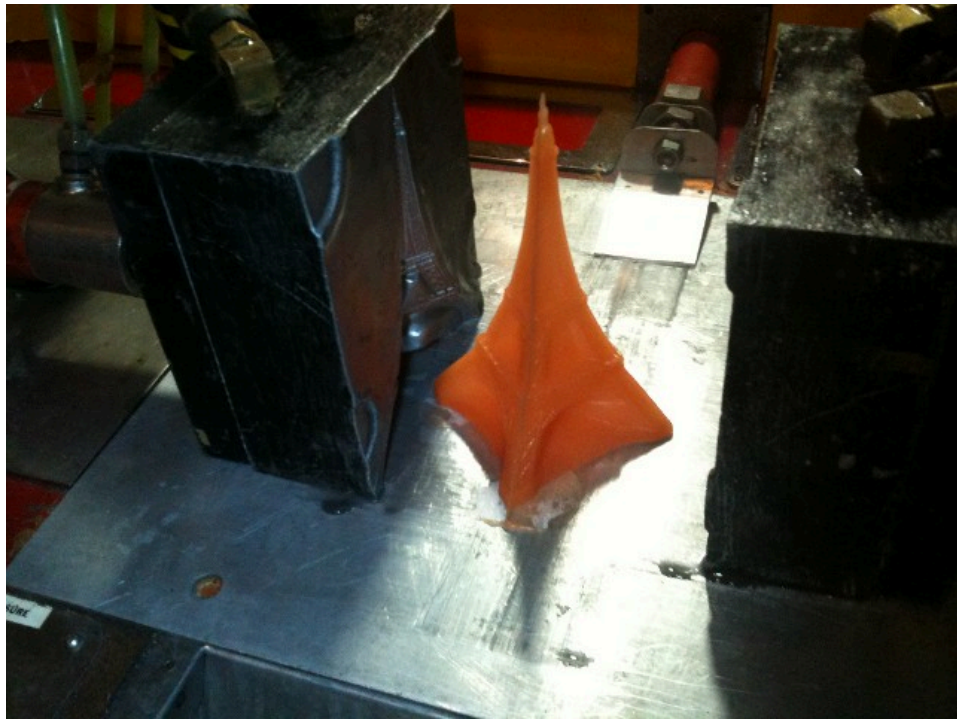
## TOUR EIFFEL

EXPO '67

1967 World's Fair, Montreal, Canada



This week's reissued mold souvenir, the TOUR EIFFEL as it is engraved, most likely comes from the 1967 World's Fair, known as EXPO '67, held in Montreal, Canada. While I do not yet have confirmation that this mold was made and used at the EXPO '67 (please email [MoldvilleMachine@gmail.com](mailto:MoldvilleMachine@gmail.com) if you can confirm it for me), all empirical evidence points directly at that use. For instance, the engraving on the mold reads "TOUR EIFFEL," which is French for "Eiffel Tower", giving the strong indication that the mold was vended in a French speaking venue (which Montreal obviously is). Also, no operator since Mold-A-Rama has ever operated the TOUR EIFFEL moldset, dating its use to before 1970.



EXPO '67 was THE centennial celebration in Canada in 1967, but it was not originally overwhelmingly supported in Canada (it was supposed to be in Russia!) It took the determination of Montreal's mayor Jean Drapeau to make it happen (which he did against the odds, but left Montreal with a debt of \$1B, which took the next 30 years to pay off.)

Years later Montreal's Mayor Jean Drapeau disclosed that he had negotiated a secret agreement with French President Charles de Gaulle for the actual Eiffel Tower (which was erected as the entrance arch for the 1889 World's Fair in Paris, France) to be dismantled and temporarily relocated to Montreal to serve as a landmark and tourist attraction during EXPO '67. He went on to say that the plan was vetoed by the company that operated the Eiffel Tower out of fear that the French government could refuse permission for the Eiffel Tower to be restored to its original location in Paris.



Of the 90 pavilions at EXPO '67, the most popular were the Canadian Pavilion (11 million visitors), the US pavilion (9 million visitors), and the French pavilion (8.5 million visitors). The French pavilion (shown above) included a large exhibit devoted to the French-Canadian friendship that goes back to Canada's first European colonizers (who were French). One third of Canada's population is made up of the descendants of the original French colonizers.

The TOUR EIFFEL mold from Mold-A-Rama is also engraved "PARIS". At EXPO '67, the city of Paris had its own exhibit on the ground floor of the French Pavilion. A French documentary was made especially for EXPO '67 and was simultaneously projected on four screens such that it gave one the impression of strolling through the French capital, from the Eiffel Tower to the Trocadero, then to the Opera House and Place de la Concorde. The Tulleries and the Champ-Elysees came into view followed by Montmartre, the Latin Quarter and Saint-Germain-des-Pres.

This week's video clip shows the French Pavilion at EXPO '67, set to the unofficial song most Canadians associate with EXPO '67.



MOLD-A-RAMA stopped numbering moldsets sometime in 1967. All known moldsets used at EXPO '67 are UNnumbered. Though I have no confirmation (yet) that the TOUR EIFFEL was vended at EXPO '67, every indication is that it was, including the fact that the TOUR EIFFEL is UNnumbered - just like those known to have been used at EXPO '67.

Disclaimers: The color and/or exact condition of the MOLD you get in the CLUB-A-RAMA may or may not be as shown. Not for children under 3.

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**If YOU would like to own this very moldset** (and perhaps even include a fully operating MOLDVILLE machine to go with it) so you can reissue your own souvenirs from 50 years ago, please email [MoldvilleMachine@gmail.com](mailto:MoldvilleMachine@gmail.com) TODAY - before someone else beats you to it!

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