ed in black and, when applicable, red on white adhesive backed by four inch vinyl squares.

Where the nature of the message makes the use of these pictograms impossible, the two official languages of Expo, French and English, will be used.

Expo will also use color to code areas to facilitate visitors finding their way about. Purple will identify the Cite du Havre area; green Ile Sainte-Helene; and yellow Ile Notre Dame. The amusement area located in La Ronde will be designated by a bright orange. Blue will identify Expo properties and services such as telephone and information booths, trains, and boats. The uniforms of Expo personnel will be predominately blue.

EXPO PICTOGRAMS -

1. Entrance , 2. Exit - 3. No Fire - 4. Don't Touch - 5. Electricity - 6. No Admission - 7. No Standing - 8. No Sitting - 9. Anti-Littering - 10. Telephone - 11. Hospital - 12. First Aid - 13. Lost & Found - 14. Handicapped - 15. Women's WC - 16. Men's WC 17. Restaurant - 18. Coffee Shop (refreshments) - 19. Bus Station - 20. Marina - 21. Ferry Dock - 22. Locker - 23. Cloakroom - 24. Delivery.

Expo has created its own sign language to surmount the language barrier. To accomplish this the accompanying pictographs above have been created. How many can you identify?

Expo '67's site will be a veritable labyrinth of pavilions, avenues, paths, parks, bridges, tunnels and towers. Since visitors from all over the world will be at the more than 1,000 acre site, Expo has made a special effort to avoid written messages. Without these pictograms the polyglot crowds could become lost, confused, uncomfortable and even hungry.
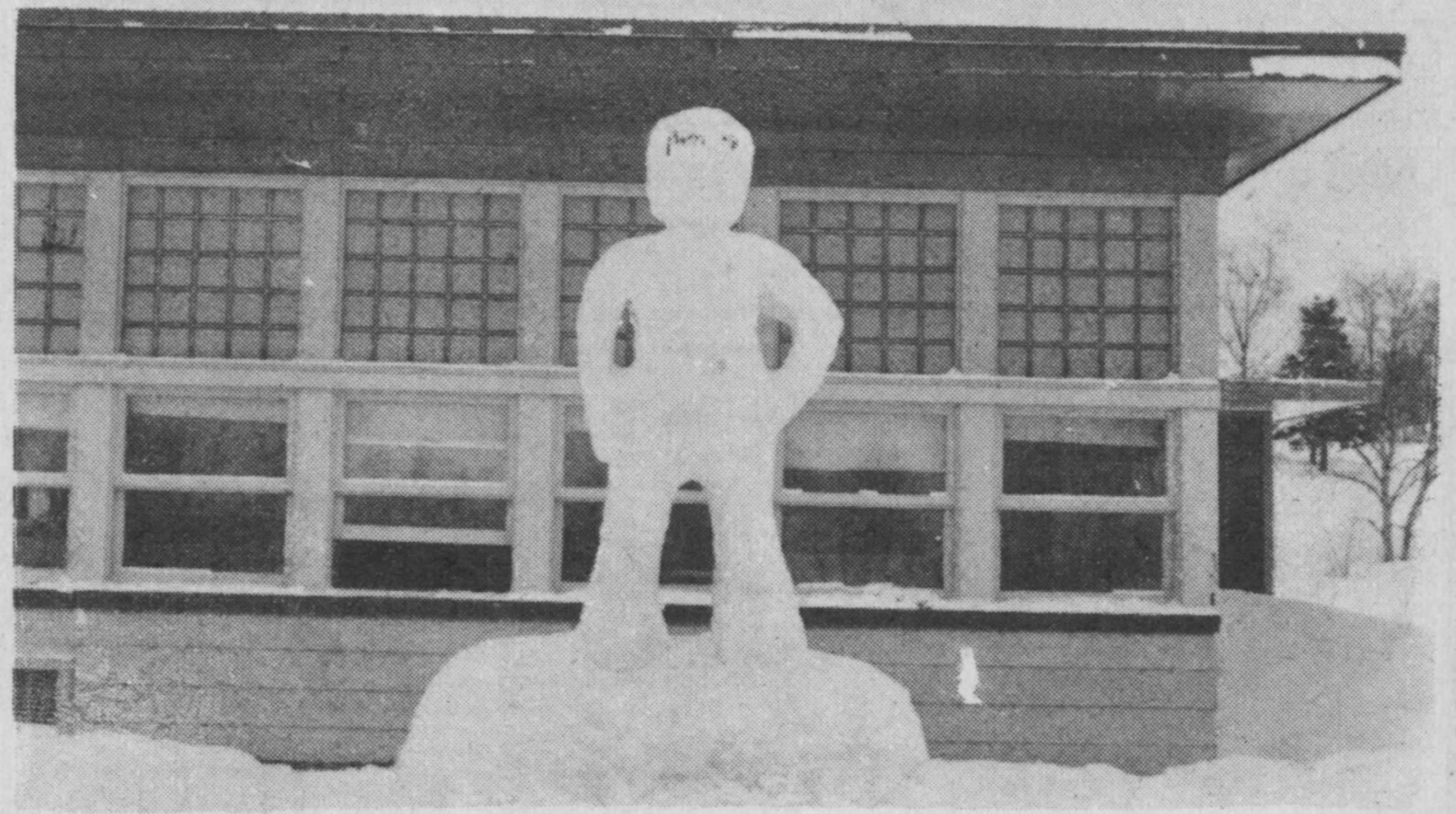
The pictograms were created especially for Expo by Paul Arthur and Associates Limited, graphic designers of Toronto.

They will appear mainly in signs on doors, screen-

More Snow sculpturing done by local High School Students and bottom photo shows some of the crowd. Photo by C. Whiteley.