

THE Bru-it

MARCH-APRIL 1968



ON COVER

**Lone Star Hall of Texas History
HemisFair'68**

"Challenge is the core and mainspring of all human activities. If there's an ocean, we cross it; if there's a disease, we cure it; if there's a wrong, we right it; if there's a record, we break it; and finally, if there's a mountain, we climb it."

— J. RAMSEY ULMAN

BIRTH OF A WORLD'S FAIR

HemisFair'68 — World's Fair, San Antonio, Texas — actually began back in 1962 when United States Representative Henry B. Gonzalez (S. A., Tex.) urged a "Fair of the Americas" as a part of a growth program for his 20th District. His visionary idea was shortly to be shared by many other civic-minded people in the community.

Officials from 26 San Antonio banks rallied to the cause and agreed to pay for a feasibility study. These sound, solid citizens wanted to know if the city was equipped to assume responsibility for a project as speculative as an international exposition. At the same time, however, they began formulating plans for underwriting the operating cost of such an exposition. The idea soon snow-balled and reached public proportions.

At the end of 1962, San Antonio Fair, Inc. was formed as a state-chartered, nonprofit corporation with a single-minded purpose: to stage a top-notch fair right in the heart of downtown San Antonio. The Honorable Henry B. Gonzalez and The Honorable W. W. McAllister, Sr., Mayor, were named co-chairmen, with an impressive group of businessmen as fellow officers and members of an executive committee. The first working session of the Board of Directors was held in May 1963. Harry Jersig — president and chairman of the board of Lone Star Brewing Company of San Antonio and Oklahoma City, Oklahoma — was named a director.

Site development was soon underway and, in the meantime, a special bond issue was passed, which meant conclusively that San Antonians gave their whole-hearted endorsement to the project. Local business leaders and firms were then contacted for pledges, and the Lone Star Brewing Company was one of the first to offer full support as one of the largest underwriters. Members of the corporation promptly began to assemble all the nuts and bolts to put the mighty wheels in motion.

Representative Gonzalez introduced a joint resolution in Congress on May 27, 1965, authorizing the President of the United States to issue a proclamation calling upon the states and foreign countries to take part. The date of the fair was to coincide with the 250th anniversary of the founding of the city of San Antonio and the Olympic Games in Mexico City.

The State of Texas indicated enthusiasm by sponsoring the Institute of Texas Cultures, a permanent contribution to the growth of San Antonio. Then in 1965, the Federal Government announced its participation. San Antonio Fair, Inc., the parent nonprofit corporation, bore what was to be known as HemisFair'68 and announced that it had won unequivocal endorsement as an "official" world exposition from the prestigious Bureau of International Expositions, Paris, France.

With this, the rocket was taken off the drawing board and put on the launch pad and the countdown began. Foreign and domestic exhibitors quickly began to join in the race for space and the dream started to become a reality.

HemisFair Statistics

Dates:	April 6 to October 6 (184 days)								
Occasion:	250th Anniversary of the founding of San Antonio								
Cost:	\$156 million								
Recognition:	Sanctioned by the Bureau of International Expositions as a special category, theme-controlled Fair similar to Seattle's Century 21.								
Theme:	The Confluence of Civilizations in the Americas								
Size:	92.6 acres in the heart of San Antonio. Comparative figures: <table><tr><td>Seattle World's Fair</td><td>75 acres</td></tr><tr><td>New York World's Fair</td><td>646 acres</td></tr><tr><td>Montreal World's Fair</td><td>1000 acres</td></tr><tr><td>Six Flags Over Texas</td><td>35 acres</td></tr></table>	Seattle World's Fair	75 acres	New York World's Fair	646 acres	Montreal World's Fair	1000 acres	Six Flags Over Texas	35 acres
Seattle World's Fair	75 acres								
New York World's Fair	646 acres								
Montreal World's Fair	1000 acres								
Six Flags Over Texas	35 acres								
Attendance Projection:	7.2 million (Economic Research Associates estimate)								
Convention Center:	Exhibition Hall: 200,000 square feet Banquet facilities for 3,100 persons Theatre: For the performing arts Capacity of 2,800 persons Arena: Capacity of 10,500 persons For convention sessions, sports events, circuses, spectaculars								
River Extension:	18 feet below ground level No physical connection to HemisFair's interior waterways $\frac{1}{4}$ mile long Terminates in the River Court in the Convention Center								
Tower of the Americas:	622 feet high Tallest observation tower in the Western Hemisphere Comparative figures: <table><tr><td>Washington Monument</td><td>555 feet</td></tr><tr><td>Seattle Space Needle</td><td>600 feet</td></tr><tr><td>San Jacinto Monument</td><td>570 feet</td></tr></table> Slip-form concrete structure Capacity per hour — 1,750 Revolving restaurant and two observation levels Visibility up to 100 miles	Washington Monument	555 feet	Seattle Space Needle	600 feet	San Jacinto Monument	570 feet		
Washington Monument	555 feet								
Seattle Space Needle	600 feet								
San Jacinto Monument	570 feet								
Fiesta Island:	Island formed by the interior waterways Tower of the Americas located in the center Concentration of concessions, amusements and rides								

Texas Pavilion:	<p>The Institute of Texan Cultures 150,000 square feet Modern exhibit techniques will trace the ethnological history of Texas from prehistoric times to the present Surrounded by a 25-foot-high earthen embankment Largest exhibit building at HemisFair</p>
U.S. Pavilion:	<p>Exhibit Hall: Education displays, photomurals, paintings and narrations Confluence Theatre: Revolutionary cinema concept utilizing disappearing interior walls and expanding screens Circular structure 70 feet high Three-part documentary motion picture produced by Francis Thompson, winner of an Academy Award for "To Be Alive" featured at the Johnson Wax Pavilion at the New York World's Fair</p>
Woman's Pavilion:	<p>Will honor the role of Woman in the Confluence of Civilizations Planned post-Fair use: Inter-American Educational Center</p>
Permanent Buildings and Improvements:	<p>Convention Center (complex of 3 buildings) River Extension Tower of the Americas Fiesta Island and interior waterways Texas Pavilion U.S. Pavilion Confluence Theatre 20 restored buildings, with historical and architectural significance</p>
Government Area:	<p>40 buildings with 3,000 square feet (minimum) Constructed by San Antonio Fair, Inc. Low cost, quick-rise, easily dismantled Each nation designs and builds its own facade and interiors One unit provided rent-free; countries may lease additional units 26 as of December 1, 1967</p>
Private Exhibitor Buildings:	<p>Built either by San Antonio Fair, Inc. or the individual corporations Arranged mainly around the eastern perimeter of the site 18 as of December 1, 1967</p>
Transportation:	<p>Mini-monorail: 1½ miles long, 12-18 feet high Fiberglass and aluminum 15 miles an hour 3 stations</p>

	Skyride:
	82 feet high
	$\frac{1}{4}$ mile long
	Boats:
	On river extension and on-grounds waterway
	Gondolas, flower boats, paddle boats
Foreign Government Invitations:	Extended by President Johnson and Secretary of State Dean Rusk to 114 nations
Parking:	44.5 acres 4,000 car capacity
Gates:	1 Puerto Real entrance by boat into the River Court of the Convention Center 1 at Alamo and Goliad Street 3 adjacent to east border
Cultural and Popular Entertainment:	Folklore groups, popular entertainers and specta- culars, cinema arts, theatre, opera, dance and symphony, outdoor entertainment on waterway and grounds
Economic Impact:	San Antonio (ERA estimate): \$36 million Visitor expenditure on the Fair grounds \$134 Total input of new money Texas (State of Texas estimate): \$250 million In increased retail spending \$12 million In increased tax revenues U.S. (Department of Commerce estimate): \$39 million Credit to U.S. balance of payments
Post-Fair use of the grounds:	According to the City and Urban Renewal approved plan, the area will remain for public use as a municipal center (extension of convention faci- lities, city offices, education and park facilities)
Financing:	\$8 million Underwriting by 463 local business firms \$12.5 million Urban Renewal Agency Funds for purchase of the site \$30 million Municipal bond election for financing of the Convention Center, river extension and other improvements \$6.75 million Federal appropriation for the U.S. pavilion \$10 million State appropriation for the Texas pavilion \$5.5 million City government underwriting for Tower of the Americas
Gate Fee:	\$2.00 Adults \$1.00 Children 2 through 11 Free Children under 2 years
Hours:	Grounds 9:00 A.M. — 12 midnight Exhibits 10:00 A.M. — 10:00 P.M.



1. Begin with the World

2. Move to the Western Hemisphere

3. Explore paths from the Old World to the New

4. A new way of life is established by the meeting and merging of the Old and the New. The process is continuing—A Confluence of Civilizations in the Americas.

Theme of HemisFair '68

THE CONFLUENCE OF CIVILIZATIONS IN THE AMERICAS was adopted as the theme for the 1968 World's Fair in San Antonio.

There is something in the nature of man that will not tolerate the unexplored. Always he finds his perimeter of ground too small, and restless stirrings prod his feet until he has gazed from every peak.

Following this elusive music, hundreds of centuries past, daring peoples from the East spread in wandering migrations across the earth.

In time they found the Americas.

From Asia they came across the Bering Strait into the northern lands; from Polynesia, pressed by Pacific winds to Colombian and Californian coasts; and from Australia, through the ice of Antarctica to the tropics of South America.

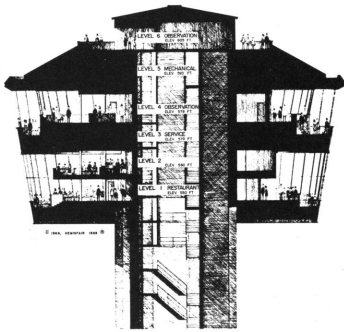
Here were men of courage and strength to master a wild but fertile land, and from their seeds grew the pre-Columbian American civilization, cultures finally to bloom as brilliantly as any on earth with the Mayas, the Incas, and the Aztecs.

While the civilizations of the Americas matured, Europeans brought a Western wisdom and technology nurtured by the ages. Crossing the same ocean, seeking the same adventure and independence, they came first to conquer and eventually to share. Then came the African, who, bearing not hopes but chains, poured his desolation into an art never seen outside this hemisphere.

From this vast confluence of civilizations were born the American cultures. Their parents and their dowry were the Old World: the New World was their home.

This new land held forth a promise of abundance and freedom. In return, it threw down a challenge of hard work and idealism. Brave men took up the challenge and fulfilled the promise. Such is the growth of this bold land that the challenge and the promise will continue to grow greater, and such is the mettle of these people that the potential will be realized.

In celebration of this common history of the Americas, in appreciation of the legacy of four continents, and in reaffirmation of these natal ties, the International Exposition of 1968 has been conceived.



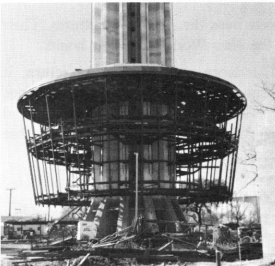
Tower of the

1



The Tower of America — symbol of HemisFair'68 — is 622 feet high, the tallest observation tower in the Western Hemisphere. From the revolving restaurant and observation levels at the top, 1750 visitors an hour can view the scenery as far away as 100 miles. The tower has three elevators — with capacity of 27 persons each — that zoom to the top in 43 seconds. The two upper observation levels have a combined capacity of 840 persons.

2



The floor of the restaurant on the lower level revolves and makes a complete turn each hour. This restaurant serves 312 guests. The restaurant on the second level is on a balcony overlooking the lower level and seats 110.

1. October 1967

2. December 1967

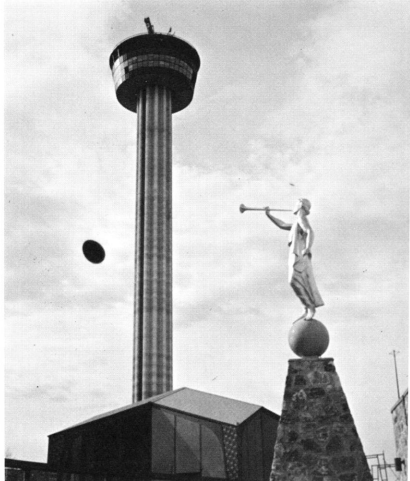
3. January 1968

4. Tower and Minirail, with Hall of Texas History in background — January 1968

5. View of tower from inside the Hall of Texas History — February 1968

6. Tower of America with Lone Star Pavilion and statue of Maroni in foreground.

6

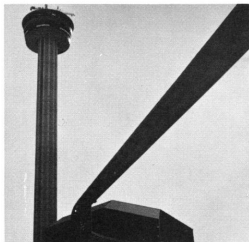


Americas

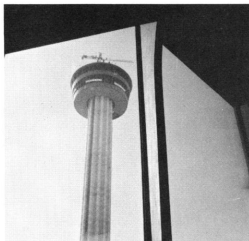
3



4



5



Thematic Zones at HemisFair '68

IDEAS IN ACTION

Man pursues his ideals and his well-being through personal search and social institutions.

THE WORLD AROUND US

The American environment, a tool and a challenge, shapes our civilization and is shaped by it.

THE BUSINESS OF LIVING

Marketing, banking, insurance and trade enlarge the possibilities of our civilization and dramatize our interdependence.

TRAVEL AND TRANSPORTATION

The story of Man's progress is the story of Man in motion, seeking new opportunities and new understanding.

COMMUNICATIONS AND LINGUISTICS

The exchange of idea and opinion, necessary to the growth and confluence of civilizations, has moved from primitive symbol to accurate and instantaneous communication.

THE SPACE AGE

Man's dramatic break with Earth repeats, on a grander scale, the earlier leap into a New World.

OUR CITIES

Conflicting attitudes and too-rapid growth contribute to the pains and the promise of an increasingly urbanized world.

THE GOOD LIFE

Americans, in reaping the benefits of mass industry, face the exhilarating challenges of increasing leisure.

HERITAGE OF TWO WORLDS

Native American civilizations and vast American spaces have reshaped Old World traditions, producing vigorous New World expressions in the plastic and performing arts.

FOLKLORE

Popular Customs and untutored popular skills weave a colorful pattern of story and song, design and flavor.

LONE STAR HALL OF TEXAS HISTORY

at HemisFair'68

Lone Star Brewing Company's plans to have an exhibit at the 1968 World's Fair in San Antonio, Texas, were announced — quite appropriately — on Texas Independence Day, March 2, 1967. The announcement was made amid flashing lights and whirring television cameras at the New York Hilton Hotel before more than 200 members of the press.

Traveling to New York City with Harry Jersig for the occasion were The Honorable John Connally, Governor of Texas, and The Honorable W. W. McAllister, Mayor of San Antonio.

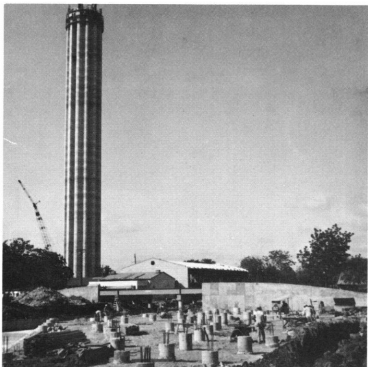
On March 30, a group of LSBC officials and local dignitaries assembled on the HemisFair site for ground-breaking ceremonies. The actual construction began May 19.



From left to right: Hon. John Connally, Harry Jersig and Hon. W. W. McAllister, Sr. make announcement of HemisFair participation.



From left to right: Hon. W. W. McAllister, Sr.; Marshall T. Steves, president of HemisFair; Hon. Solomon Casseb, 57th District Court Judge; Bob Roth, past president San Antonio Chamber of Commerce are shown at ground breaking. Charles A. Kuper and Harry Jersig are pictured on the world's biggest shovel.



June 1967

The Hall of Texas History is a 20,000 square foot, dual-level structure facing the HemisFair lagoon and in the shadow of the Tower of the Americas, symbol of HemisFair'68.

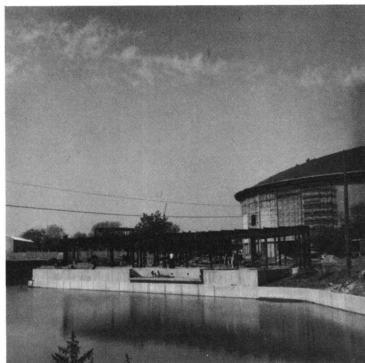


July 1967



August 1967

The pavilion and its dioramas have been more than two years in planning. Hundreds of relics, memorabilia and antiques were collected to assure authentic backgrounds in the 15 historical scenes. Among the many reminders of the romantic past of Texas are Jean Lafitte's personal sidearms and a log cabin more than 100 years old, with wax figures of Sam Houston, Davy Crockett, Stephen F. Austin, Teddy Roosevelt and a host of others.



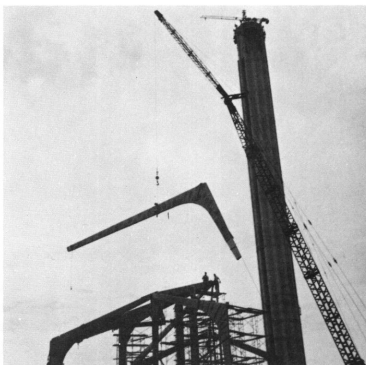
September 1967



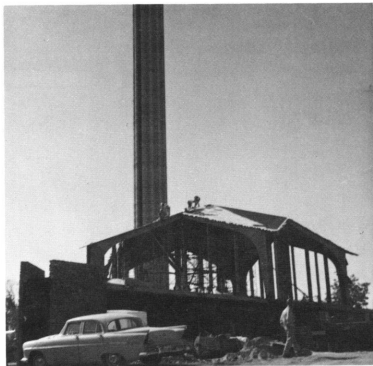
October 1967

Fritz Toepperwein, well-known Texas historian, and wife Emilie, noted artist, created the dioramas and personally developed many of them. Mr. Toepperwein is Curator and Resident Manager of the pavilion and O. A. Davis, longtime public relations employee at the San Antonio brewery, is Assistant Resident Manager.

A special newly-developed process was used in the fabrication of the life-size figures that are featured in the dioramas in the exhibit. Unusual electronic methods provide maximum realism and heightened dramatic effect. Most of the developments have never before been used in such a presentation. Another Lone Star "first."



October 1967

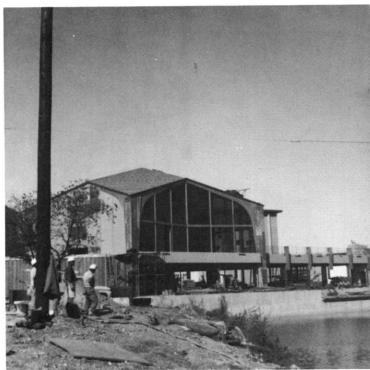


October 1967

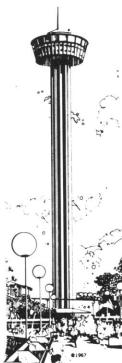
There is a 126-foot bar on the first floor, where Lone Star Beer and root beer are served. The second floor features a 60-foot bar indoors, with quaint tables and chairs out on the patio. Specialty foods are served at reasonable prices.

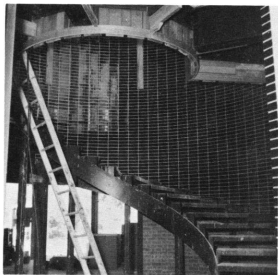
There are daily water shows in the lake that the visitors can enjoy from the verandas.

Admission to the Lone Star Hall of Texas History is free. The museum is open from 10:00 A.M. to 10:00 P.M. and the serving areas are open from 10:00 A.M. to midnight.

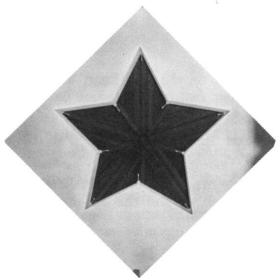


December 1967

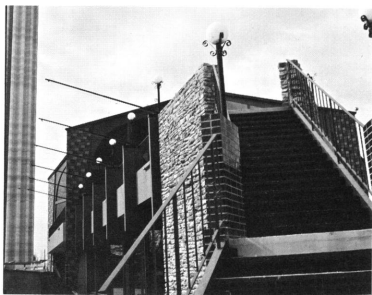




December 1967



December 1967



January 1968



Fritz Toepperwein, resident manager (on left), and O. A. Davis, assistant resident manager (on right), pose in one of dioramas with lifelike figure of Sam Houston.



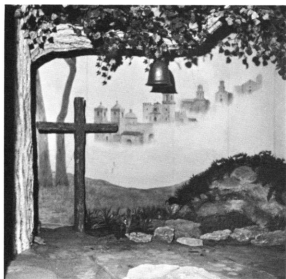
Davy Crockett — 1836



Emilie Toepperwein unpacking wax figures



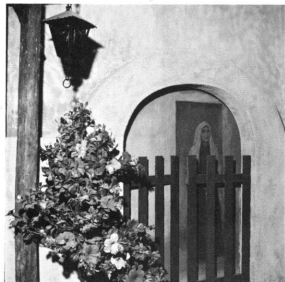
**Fritz Toepperwein and Jim Bowie in
Lost San Saba Mine — 1833**



The Mission Period — 1718



Jean Lafitte's Pirate Ship — 1817



Spanish Governor's Palace — 1819



Toepperweins in Lost San Saba Mine — 1833



Mr. and Mrs. Edward C. Sullivan on veranda



Harry Jersig is host to National Fashion Editors

HemisFair Exhibitors' Council

An Exhibitors' Council — composed of representatives of HemisFair exhibitors — was formed to act as a liaison between the exhibitors and the HemisFair staff. The first official meeting was held in September 1967 and each month thereafter.

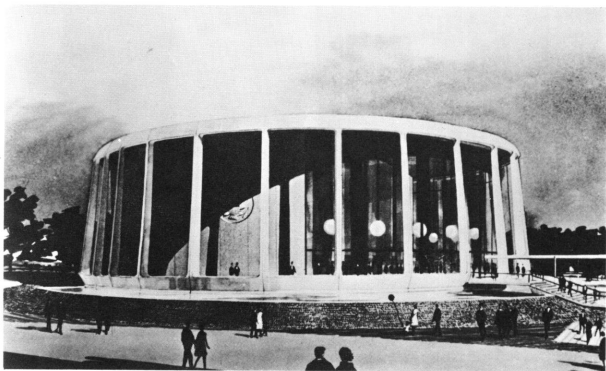
James G. Rebeta, General Electric, is chairman of the Council; J. C. Gordon, Lone Star Brewing Company, is vice chairman; and John Berkenfield, IBM, is secretary-treasurer.

All exhibitors were invited to send material to be included in this issue of the BRU-IT. The following are a few of the major exhibitors at the 1968 World's Fair in San Antonio:

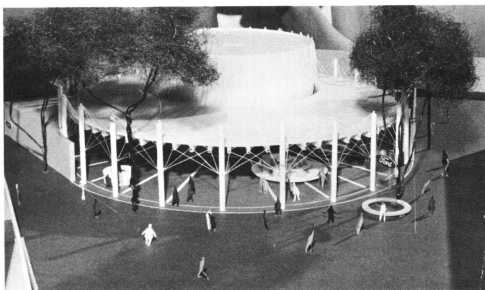
FEDERAL PAVILION

The Federal Pavilion pictured is the United States Exhibit at HemisFair'68. It is a revolutionary confluence theatre which presents a film on the American Heritage:

The marble-and-glass building, 195 feet in diameter by 70 feet high, seats 1200 persons. The interior walls lift at breaks during the film to merge the audience and create even-larger screens.



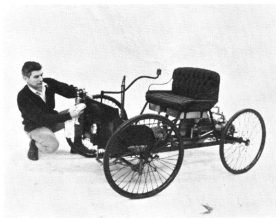
FORD MOTOR COMPANY



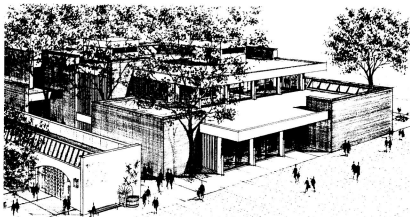
The Ford Motor Company Exhibit is constructed on a 16,200-square-foot area. The pavilion covers 10,500 square feet and carries out the long-established tradition of a rotunda building that began with the first Ford Exhibit at the Chicago Century of Progress Exposition in 1934.

The rotunda consists of a circular steel building set off-center with a huge circular floating canopy. It is 60 feet in diameter and will accommodate 200 persons per showing. Nine projectors flash a 10-minute movie on the 16-foot-high screen which lines the walls of the pavilion and completely surrounds the audience. The theme of this unusual motion-picture-in-the-round is "The Wide World of Ford" and portrays the worldwide activities of Ford people and outlines the company's far-ranging involvement in such fields as transportation, agriculture, pure science, education and culture, space, communications and electronics.

Outside the building, Ford products are displayed beneath a translucent vinyl canopy which is suspended on steel cables. Among the displays are current-model cars and trucks, a replica of Henry Ford's original quadricycle—the forerunner of the modern automobile—the 13-piece "Autolite-Ford Parts Harmonic Orchestra," which features instruments made of automobile and truck parts, and household appliances made by Philco-Ford Corporation.



WOMAN'S PAVILION



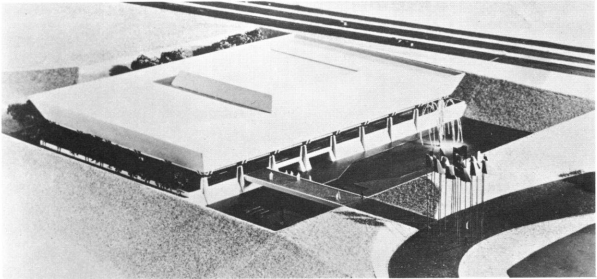
Woman's Pavilion — with its theme "The Changing Role of Women in a Changing World" — is a milestone in the history of world fairs; it is the first of its kind. Far from being designed just by women for women, it represents a provocative, entertaining approach to the "other half" with all her faults, foibles, fun and fantasy — as well as her resourcefulness, creativity and inevitability.

The development of the theme provides an unusual glimpse of the part played by women in the development of the Americas with the merging of old and new cultures. It provides a symposium of achievements in all fields of endeavor — home, family, religion — as well as the arts, science, government, commerce and sports.

There are three sectors depicted — Historical Development, Achievements and the Force of Fashion — by modern techniques with complementary materials, lighting effects, music and audio-visual methods.

The pavilion is a four-level, 13,500-square-foot masonry building located on a 15,000-square-foot site. It is made of buff-colored bricks — a blending of the old and new of this historic area. It was built to be a permanent post-fair exhibit to be known as the Inter-American Institute, a component of the Inter-American Educational Center.

TEXAS STATE PAVILION



The main display area of the Texas Pavilion is the size of four football fields. The Institute of Texan Cultures uses a 365-foot by 64-foot high area, where the most exciting exhibit techniques tell the story of the past, present and future of the diverse peoples of Texas. An outstanding feature is a soaring projection dome, where a shifting tableau of images will be flashed all around the overall walls.

GENERAL MOTORS CORPORATION

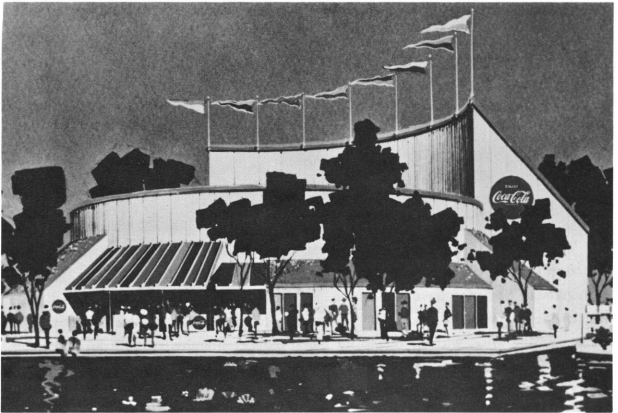


The General Motors building houses scientific and educational exhibits, plus the latest automotive safety devices. It is constructed of quartz, stucco and plywood, with painted battens above the stucco, mounted on steel framework. Tinted glass frames the entrance and exits. The grounds surrounding the exhibit building have three planting areas with architectural block parapet illuminated with ground lighting. The American flag, the Texas state flag and the HemisFair flag are displayed at the entrance. The structure has more than 8,600 square feet of exhibit and office space.

COCA-COLA COMPANY

The Coca-Cola Company's pavilion encompasses 17,500 square feet of space. The facility will feature a 500-seat theatre where the wizardry of world-renowned puppeteers, Sid and Marty Krofft, will delight audiences of all ages. The 25-minute puppet show, "Kaleidoscope," will be staged 12 times daily.

Some 10,000 square feet of the exhibit area will be devoted to the theater facilities and the remaining portion will be utilized for refreshment facilities and attractive landscaping.



EASTMAN KODAK COMPANY



The Eastman Kodak Company Pavilion is divided in three areas — the Photo Information Center, the Photographic Exhibit Area and the Camera Shop.

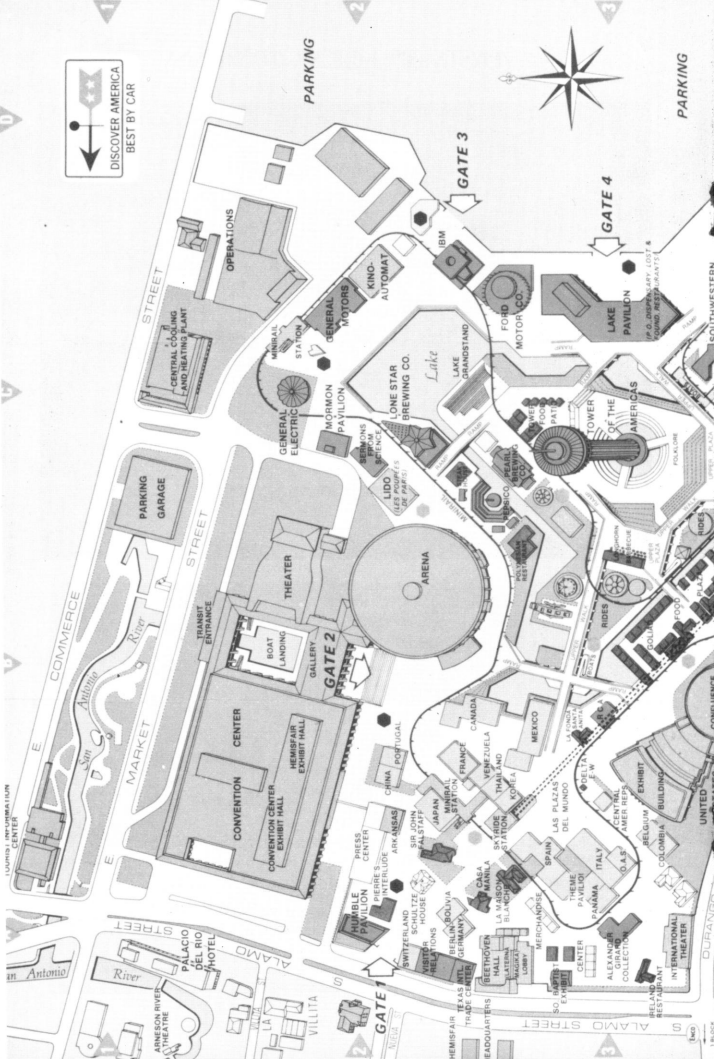
In the Information Center there are photographic experts to assist visitors in taking pictures of points of interest on the HemisFair grounds. The visitors are given a picture-taking guide for HemisFair.

The Exhibit Area consists of an indoor-outdoor Photo Garden in a courtyard setting, displaying photography in its four forms: motion pictures, slides, color transparencies and prints. The displays show how photography is an international language that binds peoples together in the things they treasure and want to remember. Emphasis is put on those subjects that best portray the common bond of happiness between the people of the Americas that tend to increase mutual understanding.

The Camera Shop-HemisPhoto, Inc. is operated jointly by Fox Studios and Studer's. It serves the visitor with a complete inventory of photographic films, cameras and accessories to enable him to capture those enjoyable moments in life that mean happiness to all people.



BEST BY CAR



LOUISIANA EXHIBITION CENTER

San Antonio River

Palacio del Rio Hotel

Arneson River Theatre

La Villita

Alamo Street

Gate 1

Gate 2

Gate 3

Gate 4

Parking

Commerce Street

Market Street

San Antonio River

Transit Entrance

Boat Landing

General Electric

Mormon Pavilion

General Motors

Kino-Automat

Lone Star Brewing Co.

Parking Garage

Central Cooling and Heating Plant

Operations

Mineral Station

General Electric

Mormon Pavilion

General Motors

Kino-Automat

Lone Star Brewing Co.

Lake Grandstand

Commerce Street

Market Street

San Antonio River

Transit Entrance

Boat Landing

General Electric

Mormon Pavilion

General Motors

Kino-Automat

Lone Star Brewing Co.

Parking Garage

Central Cooling and Heating Plant

Operations

Mineral Station

General Electric

Mormon Pavilion

General Motors

Kino-Automat

Lone Star Brewing Co.

Lake Grandstand

Commerce Street

Market Street

San Antonio River

Transit Entrance

Boat Landing

General Electric

Mormon Pavilion

General Motors

Kino-Automat

Lone Star Brewing Co.

Parking

Central Cooling and Heating Plant

Operations

Mineral Station

General Electric

Mormon Pavilion

General Motors

Kino-Automat

Lone Star Brewing Co.

Lake Grandstand



ENCO

Happy Motoring!



HemisFair'68®

HUMBLE HANDIMAP

Map @ General Drafting Co., Inc. / Mapa @ General Drafting Co., Inc.
Map courtesy of Humble Oil & Refining Co.

PARKING

INDEX

Alexander Girard Collection	A-3	Delta E-W	B-3	Information Center	A-1	Lost & Found	C-3	Schultz House	A-2
Arena	B-2	Dispensary	B-4	(Chamber of Commerce)	D-2	Mexico	B-3	Sermons From Science	A-2
Arkansas	A-2	Eastman Kodak Co.	B-4	International Business	B-4	Mormon Pavilion	C-2	Sir John Falstaff	A-3
Beethoven	A-2	El Encanto de un Pueblo	A-3	International Theater	A-2	Organization of American	A-3	Southern Baptist Exhibit	A-3
Belgium	A-3	(Girard Coll.)	B-2	Italy	A-2	Panama	C-3	Southern Bell Tel. Co.	C-3
Berlin-Germany	A-2	Ford Motor Co.	C-2	Japan	C-2	Parking Garage	C-3	Spain House	C-2
Bolivia	A-2	General Electric Co.	C-2	Kino-Automat	B-4	Pearl Brewing Co.	C-3	Switzerland	C-2
Canada	A-2	General Motors Corp.	B-3	Kodak	B-3	PepsiCo Inc.	A-2	Texas	A-2
Casa Manila	A-2	Goliad Food Plaza	C-4	Korea	B-3	Pierre's Interlude	B-3	Thailand	B-3
Central American Republics	A-3	Gulf Insurance Group	D-4	La Fonda Santa Anita	A-3	Polynesian Gardens	B-2	Theater	B-2
Chamber of Commerce	A-1	HemisFair Exhibit Hall	B-2	Lake Pavilion	A-3	Portugal	C-3	Tower Food Patio	C-3
Tourist Information Center	C-4	HemisFair Headquarters	A-2	Las Plazas del Mundo	A-3	Post Office	A-2	Tower of the Americas	B-3
Coca-Cola Co.	B-3	Humble Pavilion	C-4	La Villita	C-2	Press Center	B-3	United States Pavilion	B-3
Confidence Theater	B-2	Institute of Texan Cultures	C-4	Lido (Las Poupées de Paris)	C-2	Project '71	B-3	Venezuela	B-4
Convention Center	B-2			Lone Star Brewing Co.	C-2	RCA	B-3	Womans Pavilion	B-4
				Longhorn Barbecue	B-3	Republic of China	B-3		

FALSTAFF BEER, INC.

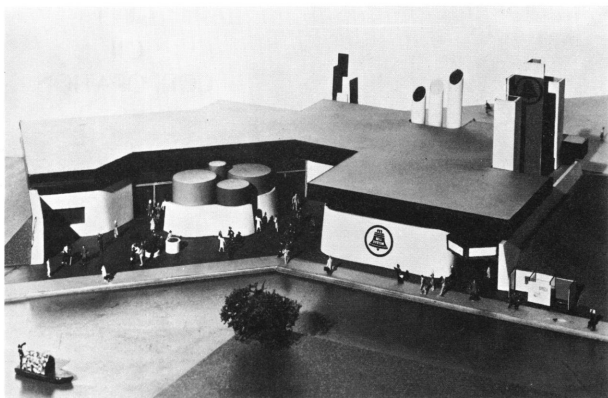


John J. Monfrey, local Falstaff Beer Distributor, restored the old Halff House on its original site. Old photographs and the original house plans were used to recreate its early-day splendor. The original inlaid floors were retained.

"The House of Sir John Falstaff," as it is now called, contains a fine German Food Restaurant and the official headquarters of the HemisFair Press Club. An outdoor German Beer Garden covers the north and west patios of the building.

The decor is reminiscent of the Old West, with street scenes of early San Antonio. Frontier gun collections and antique paintings adorn the panelled rooms. Besides authentic German food, there is an Oompah Band and, of course, Falstaff Beer.

The Press Club is for the private use of visiting journalists from all over the world, as well as local members of the Fourth Estate. It is decorated in the tradition of the Gay Nineties and features a century-old bar from a famous Texas Saloon, plush red carpeting and advertising posters depicting the "good old days." The table tops are laminated with newspaper ads of the 1890's.



BELL SYSTEM

The Bell System Pavilion — sponsored jointly by A. T. & T., Western Electric and Southwestern Bell Telephone — carries the theme “The Magic of the Telephone” and treats HemisFair visitors to a number of displays of the latest telephone products and services, a number of games, and a fast-paced, 10-minute stage and film show.

The pavilion is located on the edge of the lagoon that winds through the grounds and is at the foot of the Tower of the Americas. It is 10,000 square feet and can accommodate 1,000 visitors each day.

Another feature includes a display of Picturephone, where exhibit-goers are able to talk live with other persons in Chicago, Philadelphia and Disneyland. This is the first time that Picturephone has been used in Southwestern Bell territory. There is also a computer that plays Tic-Tac-Toe with visitors, an Age-Guessor, a display to measure your ability to match musical tones, and a special “ranch” where youngsters can talk with their favorite cartoon characters.

GULF OIL CORPORATION



Gulf TouRide features 30 miniature, drive-it-yourself, gasoline-powered automobiles, such as the one pictured. The ease and responsibility of modern highway driving is the theme of the exhibit. The cars scoot along at seven miles per hour over a model freeway complete with landscaped countryside and traffic controls. The small autos hold two persons — a driver and a passenger.

A miniature Gulf service station, a tunnel, and changes of elevation and grade are among the appropriate landmarks dotting the two-track layout. A child of school age should have no difficulty in operating the pedal-driven, sport type autos, but a younger child must be accompanied by a parent. TouRide gives the young motorist important pointers on driving techniques. Licensed drivers are able to test their driving skill at the Gulf TouRide.

Fasten Your Seat Belts!

GENERAL ELECTRIC COMPANY



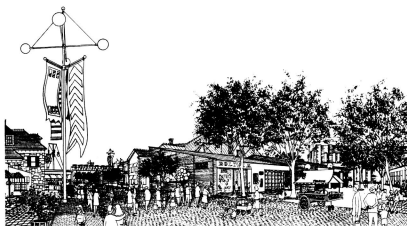
The GE Theaterama is a 5,000-square-foot circular, cantilever-roofed structure on a 9,000-square-foot plot. The site overlooks one corner of the HemisFair Lake area and is adjacent to one of the three stops on the fair's minirail line.

GE Theaterama has a capacity of approximately 16,100 persons each day for the 20-minute show. Its two theater sections each accommodate nearly 225 persons.

The show entitled "The Wonderful World of Progress," is the story of progress in electrical living since the first electric lights were turned on at the Old San Antonio Opera House in 1882.

General Electric was the first international corporation to contract participation in HemisFair.

PLAZAS DEL MUNDO



The Foreign Government sector of HemisFair, the 1968 Texas World's Fair in San Antonio, houses the official exhibits of many participating nations and features international market areas and totally new entertainment from all over the world. Foreign restaurants serve foods imported from the participating countries.

The following foreign countries are represented:

GOVERNMENTS WITH PAVILIONS

Belgium	Japan	Switzerland
Bolivia	Korea	Thailand
Canada	Mexico	Venezuela
Colombia	Panama	United States
France	Portugal	Arkansas
Germany	Republic of China	Texas
Italy	Spain	
Central American Republics	Organization of American States including:	
Costa Rica	Argentina	Paraguay
El Salvador	Brazil	Peru
Guatemala	Chile	Tobago
Honduras	Dominican Republic	Trinidad
Nicaragua	Ecuador	Uruguay

OTHER INTERNATIONAL PARTICIPATION

The Philippines are represented by an outstanding restaurant in the restored, two-story Acosta House.

As an added dividend, the visitor will find the government sector enhanced by the presence of a typical tea house and shop from India, and an Irish village shop.

Czechoslovakia will show her charming best via *Laterna Magika* and *Kino-Automat*, the live-action-filmed entertainments that were so successful at the Montreal World's Fair.



**IN 1968 VISIT
HEMISFAIR®
SAN ANTONIO
WORLD'S FAIR
APR. 6 - OCT. 6
1968**



CIVIC CENTER

San Antonio, Texas



Among the major permanent structures on the site of HemisFair 1968 is a three-building civic center constructed by the City of San Antonio at a cost of \$10.5 million. The complex includes a 3,000-seat banquet hall with many meeting rooms, a 2,800-seat theater, and a 93,000-square-foot circular arena.