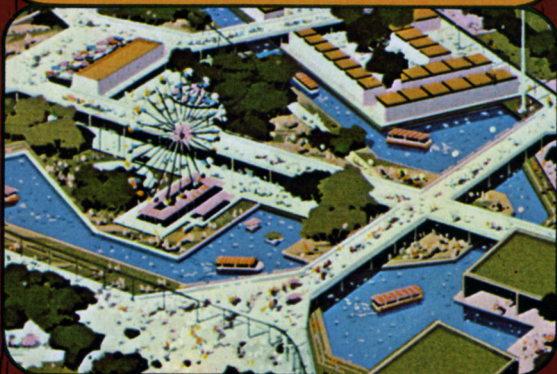


TELEPHONE TALK



Southwestern Bell



COME TO THE FAIR

Come feel the excitement.

Come to San Antonio's
250th birthday party.

Come see the attractions.

Join the fun.

Come to HemisFair '68®



Another word about the Mission San Antonio de Valero. Its chapel today is known as the Alamo. Let your imagination take you back to the siege of the Alamo and its heroic defenders. If you do, you'll understand why it's called "The Shrine of Texas Liberty."



Beautiful aquatic and semitropical flowers abound in and around the charming pools in Brackenridge Park.

It all started with water. Charles Ramsdell said it very well in his book, "San Antonio": "It was water — cool, abundant, life-giving — that first drew men to the San Antonio Valley." And so it was that on May 1, 1718 (250 years ago) the Mission San Antonio de Valero was founded near the San Antonio River.

The river today is a place of enchantment. While at the Fair, take a stroll along the Paseo del Rio, the River Walk. This flower-bordered, tree-lined promenade will fascinate you with its quaint restaurants and shops.



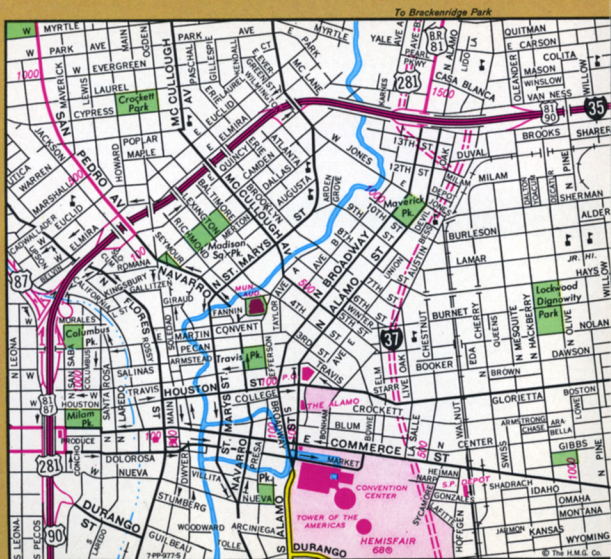
No visit to San Antonio is complete without seeing San Antonio's historic missions, all located within 8 miles of each other. To see Mission San Jose (below) with one's own eyes is to come to grips with awe inspiring grandeur. It's called "Cuevas of the Missions."





A system of acequias (canals) and aqueducts brought pure, life-giving water to the mission enclosures. Shown above is Espada Dam. Built about 1731, it still holds back the water needed to fill the Espada acequia.

About a mile from the dam, this beautiful aqueduct may still be seen. Its two lovely spans carry water across the Piedras creek to irrigate fields around the old Mission San Francisco de la Espada — just as they did two and a quarter centuries ago. It is the only Spanish aqueduct still in existence in the United States.



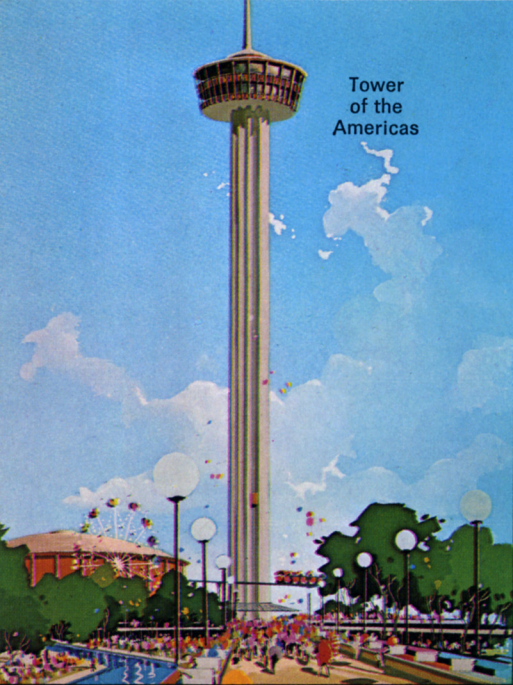
Visitors to the 1968 World's Fair have an unexpected treat in this section of the Acequia Madre (mother canal). Here being excavated, it was accidentally discovered as workmen cleared the earth for HemisFair.

Lost for over a hundred years, a portion of this canal carried water to the Alamo.



And now let's go to the most exciting 92 acres in Texas — HemisFair '68®.





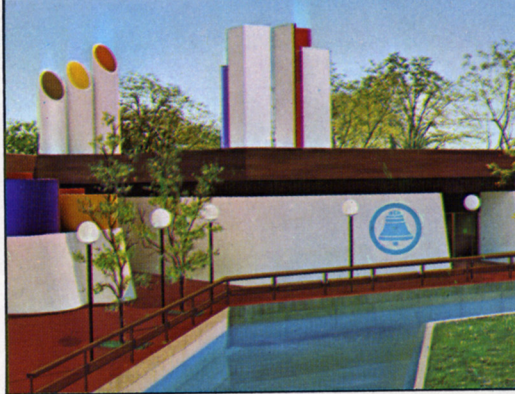
Tower
of the
Americas



It's a birthday party, and yet it's more. It's a major international exposition — a world's fair. "Meet me at the Fair" is an old saying, but that's exactly what this Fair is about. It's the meeting of the civilizations of the older worlds to form the civilizations of the Western Hemisphere. You'll see arts and products from the distant past, the immediate future and from faraway places.

"My word. It talks!" A visitor to the Philadelphia Centennial Exposition made that exclamation in 1876, as Alexander Graham Bell's new invention was on exhibition for the first time. Since then the

Our colorfully dressed hostesses will help you with your questions about the telephone exhibit or the Fair.



telephone has been exhibited at every world's fair in the Western Hemisphere. ■ HemisFair is no exception. At this year's Fair 15,000 people a day are expected to see the Bell System's live and filmed show, "The Magic of the Telephone." The show featuring Mark Wilson has everything from a rabbit popping out of a hat, to a giant telephone that floats in the air with a lovely girl sitting on it. Magic is the only way to explain how things move from the performers on the screen to those on the stage. The thing to do is to see it. ■ There will also be live demonstrations of the Picturephone® set where visitors will get a chance to see and talk to people in Disneyland, The Franklin Institute in Philadelphia or The Museum of Science in Chicago. ■ Included, too, is a special "kiddie land" for the youngsters. They'll be able to talk to their favorite cartoon characters by telephone.





FAIR TIPS

- For information and reservations call Visitor Services Inc., 512-226-4292 or write P.O. Drawer H, San Antonio, Texas 78206.
- For places of interest in San Antonio see the front pages of the telephone directory.
- Call the folks back home. At the telephone exhibit there are family-style telephone booths equipped with speakerphones so the entire family can hear and talk.
- Wherever you are the Yellow Pages are a handy guide.