

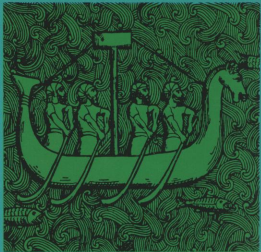
El Abrazo



AUG. 1966

International Exposition HemisFair'68®, San Antonio, Texas, April 6—Oct. 6'68

THE KALEIDOSCOPIC amalgamation of cultures that has blossomed into the Family of the Americas has deep roots in many civilizations.



Yellowstone Park's "Old Faithful" has a verbal counterpart in the periodically erupting argument as to who discovered America. Answering the question without stepping on nationalistic toes becomes difficult for diplomats and impossible for historians. There are many valid justifications for the believers in Columbus in 1492; in the Norsemen 500 years earlier; in St. Brendan of Ireland in 545, and in Hwei-Shin in 458. Or you can take it all the way back, as do believers in the age-determining qualities of Carbon-14, who swear by the mounting conclusive evidence that it was all started by a Paleolithic Man who probably slid down the side of a glacier some 40,000 years ago.

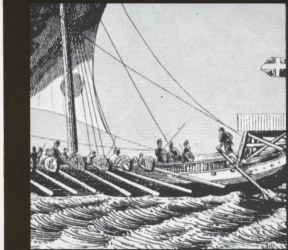
To HemisFair, the matter of great moment is not who landed here first, but what each one brought with him and left here to enrich the land. Each played a great role in the millenniums-long drama entitled "The Confluence of Civilizations in the Americas." The Americas are indebted to each, whether he was driven here in desperation or in daring.

All of these explorers reported in depth on the natives they found on the shores they had discovered, without reporting how the natives had reached an undiscovered land. How many other people affected the cultures of these pre-Columbian Amerinds? Until absolute archaeological evidence is available and substantiated, pure historians will overrule the diffusionists, but romantic conjecture is inexpensive and can be a highly palatable food.



How much of this conjecture can be spent on the endless line of parallels that exists between the art and architecture of the Middle Americas and the Orient? They indicate many trans-Pacific voyages — perhaps originating from both shores — a thousand years or more before Columbus. Yet, if one culture can grow, another can grow simultaneously. Appearances of similar types of art during similar periods could be coincidental. But would the sculpture and architecture be almost identical? Bronze fans and Oriental coins, some believed to date back as far as 1,200 B.C., have been unearthed in the Pacific Northwest. In a Guatemalan temple there is an ancient statue of an incarnation of Vishnu as Kurma. In the Honduran jungles of Copan is another of Indra, the Hindu god of paradise.

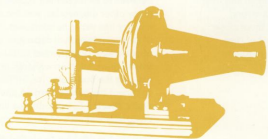
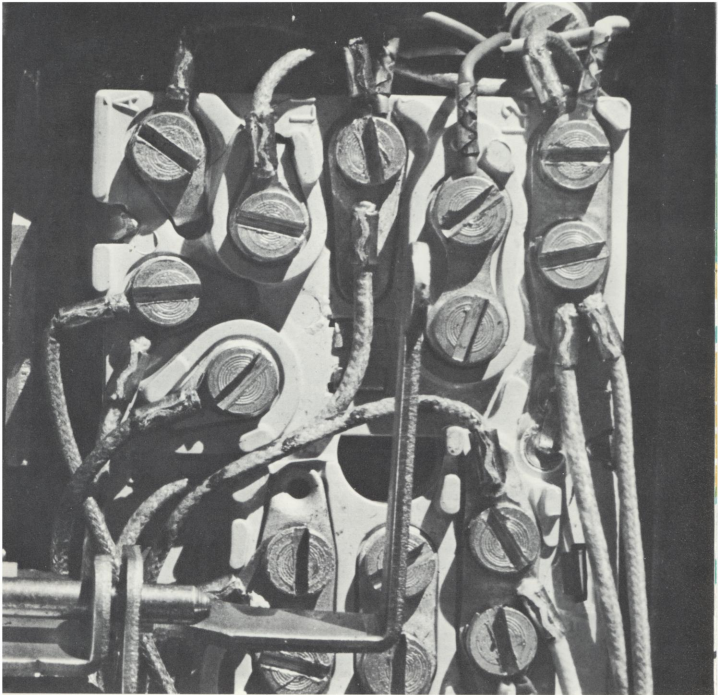
Nor is it any different on the other side of the continent. There is no documentary evidence as to whether or not a Pompeian urn in the Smithsonian Institute was buried in Virginia by wandering Phoenicians, whose maritime brilliance is well documented. Or whether or not the Institute's Roman tools, dug up in both Virginia and Pennsylvania, were introduced here by restless Romans, or if inventive coincidence was working overtime again. Although the sagas of the Norsemen and their Vinland contain discrepancies and some obvious errors, there is enough corroborating evidence to bring them closer to reality than to fiction. Along the southern coast of New England are many indications that the tenth, eleventh and twelfth centuries were as prolific as they were adventurous for these seafaring daredevils.



The floodgates of discovery and social enlightenment were most certainly opened by Columbus, the first of the discoverers to return to his homeland from our more temperate climes with a valid map (of his newly discovered, short route to Japan) and comprehensive reports on a populace that would forever more be known as Indians. He and many of the men who followed him are still credited in many areas as the actual discoverers. They brought with them new languages, new religions, new art forms and, equally important, new weapons with which to enforce their innovations.

But where did these Indians come from, and when? The answer, like so many things "long lost in the mists of antiquity," may soon be found in the clear air of a laboratory. Radiocarbon disintegration tests on ashes taken from a long-ago fire in an East Texas cave were made by the highly respected laboratories of the Humble Oil & Refining Co. in Houston, and were determined to be "more than 37,000" years old, or from the time in history when the Paleolithic-Mongoloids could have walked across what is now the Bering Strait, in their everlasting search for food. Weapons of New Mexico's Folsom Man are believed to be more than 10,000 years old. There have been many other discoveries, and the archaeological surface of this country has yet to be scratched. Suffice it to say that peoples of varying intellectual capacities could have lived here thousands of years ago. Documented cultures such as the Aztec and Mayan flowered, then withered or were killed. Others never got past the bud stage. Regardless of which coast or which continent the people lived on, their lives were touched and vastly affected by adventurous visitors from foreign lands. Civilizations absorb or are absorbed.

Perhaps the confluence started with that fire in East Texas 37,000 years ago. The most refreshing facet of the confluence is that, regardless of where or when it started, it has never stopped.



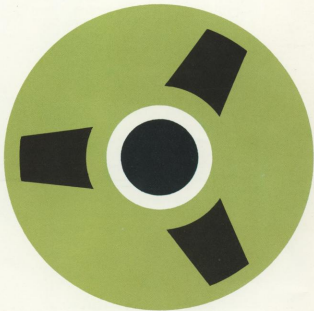
NEWSPAPERS OF MAY 10, 1876, noted that a 24-hour rain had brought lilacs into full bloom and covered horse chestnuts with pyramids of pink and white flowers that bedecked the paths of President U. S. Grant and Emperor Dom Pedro of Brazil as they officiated at the formal opening of Philadelphia's Centennial Exhibition. A 3,350-word story on the front page of the New York Times faithfully chronicled all of the color and pageantry. Neither the Times nor any other paper took much note of an exhibit that had the first public showing of Alexander Graham Bell's "talking earphones." But if the awesome instrument failed to catch the reporters' fancy, it was much more successful with the ultimate jury at its trial, the public.

As a vehicle to express their appreciation of the invention's total acceptance by internationalia, the corporate entities that today guide the destinies of the talking earphones have leased 20,000 square feet of HemisFair 1968. In this space, they will tell much of the story of progress and communications since Graham Bell and Thomas Watson completed their experiments in a musty Boston attic 90 years ago.

Lonnie Griffin, manager of Southwestern Bell division, said that the exhibit would be a joint project of his organization with American Telephone and Telegraph and Western Electric, the manufacturing and supply arm of the Bell system.

Bell's exhibit will, in part, trace the fulfillment of a remarkable prophecy by its inventor. In a letter to "The Capitalists of the Electric Telephone Company" in London in 1877, Mr. Bell said: "I believe in the future, wires will unite the head offices of the Telephone Company in different cities, and a man in one part of the country may communicate by word of mouth with another in a distant place."

THE INCREDIBLY COMPLEX and bewildering world of high speed data processing, with its applications to everyday living, will be included among the wondrous exhibits at HemisFair 1968. International Business Machines Corp. has announced through Vice President and Western Regional Manager F. G. Rodgers that the firm will have a major exhibit at the exposition. The corporation thus joins several other international firms that have previously announced participation. IBM's Rodgers said: "It is our intent to have an exhibit that will stimulate the millions of HemisFair visitors and portray the benefits of data processing technology to our society. Final exhibit plans are now in the design and creative engineering stage."



HISTORY is a major part of Peru's legacy to the world, and Peru is a major part of history's legacy to the world.

The histories of some lands are written. Some are painted on the walls of caves, and some are sculpted in ivory or bronze. In Peru, it is written chiefly in the marbled grandeur of monumental Incaic architecture, although chapters are still being written in folkloric charm by the Indians of the Andes, and in progress by the dynamism of the country's forward looking economy. Peru's story stretches from the skyscrapers of Lima to the awesome remains of the Inca fortress at Machu Picchu; from the headwaters of the mighty Amazon to the shores of the not-so-pacific Pacific; from the great ports at sea level to the highest navigable body of water in the world at 12,500-foot Lake Titicaca.

This whole exciting story will be capsuled at HemisFair 1968. Thanks, in large measure, go to the good offices of Ben Barnes, Speaker of the Texas House of Representatives, who received the verbal commitment of participation in the exposition from President Fernando Belaunde Terry and Public Works and Development Minister Sixto Gutierrez. Barnes, who headed a mission of the Texas Partners of the Alliance with Peru, had four personal conferences with President Belaunde.

"There is no doubt we will be there," Gutierrez said later. "We will have a privately financed exhibit, but with the official backing of the government." The public works minister also said that he would meet immediately with Peruvian concerns interested in HemisFair participation to work out details of financing. Tom Frost Jr., HemisFair's vice president for international participation, expressed elation at the Peruvian announcement, citing the nation's "remarkable cultural endowment" as the foundation for an excellent exhibit. Peru became the first South American nation to announce participation, thus joining previously announced Mexico, Spain and Switzerland.

ANNOUNCED PARTICIPANTS in HemisFair 1968 to date include: Pearl Brewery, Humble Oil & Refining Co., Southwestern Bell Telephone Co. (with American Telephone and Telegraph Co. and Western Electric), Coca Cola, General Electric Co. and International Business Machines, as well as the State of Texas.

Countries that have indicated they will participate include Mexico, Spain, Switzerland and Peru.



WHILE THE ENERGIES and attentions of those directly involved with HemisFair 1968 are turned to the creation of the fair itself, another group of men is hard at work on the development of HemisFair's legacy to future generations. HemisFair's creative contribution to the two Americas will not end when the last crowds go home and the last night's rockets flutter to the ground. In a very real way, it will begin. Because it is then that the Inter-American Educational Center will move into these structures San Antonio's International Exposition has brought into being.

The I.A.E.C. is envisioned as an internationally orientated workshop for progress in the fields of learning. The demands created by modern scientific advancement, by an ever-growing world population and by an increasingly interrelated community of nations require that new frontiers in education be explored if tomorrow's children are to be prepared to rise not only to their individual potentials but to the necessities of their society. Individualized instruction within the context of mass education is the need, and the development of methods by which this is to be achieved is the business of I.A.E.C. Given the totally innovative situation existing at the Center, new ideas in education will become part of a cohesive whole.

Work has begun. Of the Center's six advisory components, three are already active — The Communications Center under Mr. Leon East, The Professional Growth Component under Dr. David Darling and the Research and Evaluation Component under Dr. Robert S. Brown. The Curriculum Development, Administrative Services and Inter-American Institute components will be activated in the near future.

I.A.E.C.'s demonstration component, "The School of Tomorrow" headed by Charles Mansfield, is also an existing reality. Hopefully, this school will start its public operation in September of 1969.

The entire enterprise is under the supervision of the Executive Director, Dr. Dwain M. Estes.

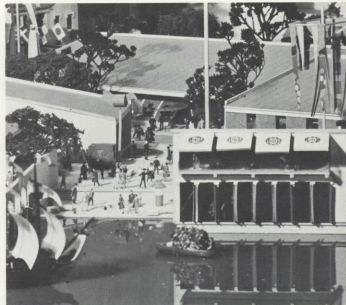
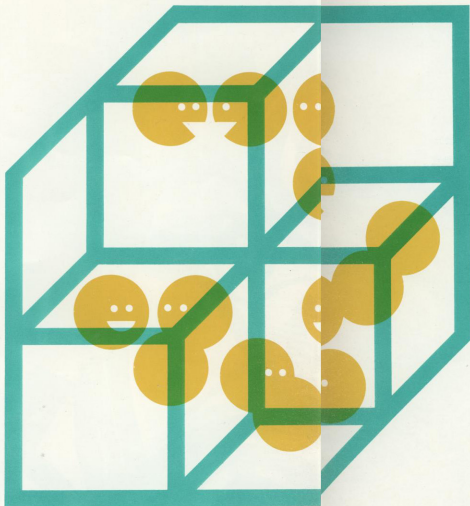
I.A.E.C. is not a part of HemisFair 1968 as such. It is, however, a part of HemisFair's purpose. A close cooperation exists between the two organizations, born of a common interest. That shared progress in the Americas which HemisFair will celebrate during its six months of existence is to be enhanced for years to come by the fair's companion and heir, The Inter-American Educational Center.

THE WORD SOUVENIR

has descended to us from the original Latin *subvenire*, meaning "to come to mind." Just how strongly and how pleasantly a souvenir brings an event or place back to mind depends to a great extent on the quality and the variety of the souvenirs available.

Design is important. So are manufacture and distribution. This trio of responsibilities and the manifold problems appertaining thereto have been entrusted by HemisFair to Century Souvenirs, Inc., of Seattle, the organization that did a highly successful job at the equally successful Century 21 Exposition.

A contract and partial advance payment of \$100,000 gave the firm the licensing rights to the name and symbol for a broad range of products, wholesale distribution rights prior to and during the exposition, and retail rights on the site during HemisFair. Century's Howard Bargreen said that he would transfer part of his firm's manufacturing and distribution functions to San Antonio, so that he could more easily capture the flavor and atmosphere of HemisFair 1968 and the San Antonio area.



SEVERAL of the HemisFair-constructed modules which will house official exhibits of foreign nations will be completed and ready for inspection when delegates of the Bureau of International Expositions visit San Antonio in mid-September. Bids for construction will be opened July 22 and construction will start immediately afterward.

The site of the foreign government sector, immediately across the street from HemisFair headquarters, enjoys extensive tree cover made up mostly of pecan and hackberry. The buildings will be linked together with broad walkways and a system of plazas containing pools and fountains or significant sculpture.

Although the basic modules offered rent-free to each nation will be identical, great variety can emerge from imaginative combinations of buildings and exhibits within the structures. Each standard building will contain 3,000 square feet of concrete floor slab, masonry walls around three sides of the building, with roof deck and roofing. Interior finish and the front facade will be the responsibility of the participating nation. Governments are encouraged to design interiors, exhibits and facades in a most creative way best fitted to the relationship of the theme of HemisFair with the interests of the participating nation.

All utilities, including chilled water for air conditioning, will be roughed in to the building.

Additional closed space modules are available to foreign governments in increments of 3,000 square feet, at closed space rates previously established by HemisFair. Utilities for multiple modules will be subject to negotiations between the participant and the exposition.

"SIX FLAGS OVER TEXAS," Dallas' annual extravaganza, has long been lauded for the excellence of its live productions and the visitor relations program. Responsibility for both of these phases of Six Flags has been in the hands of Charles R. Meeker, consultant to the fair's president, since the show opened six years ago. Meeker, who also writes, directs and produces the Miss Teenage America nationwide television shows, this month accepted what is probably his greatest challenge when he became consulting director of cultural and popular entertainment for HemisFair 1968. He will also work with employee orientation for the international exposition.



Dictated to by the implacable laws of nature and gravity, eighteenth century San Antonio took full advantage of both for an abundant water supply.

Excerpt from San Antonio's official city records of land grants, dated December 6, 1823, and written in the fine hand of Jose Antonio Saucedo, First in Authority of the most Excellent Provincial Delegation and acting Jefe Politico of the Province:

"In a loud and clear voice I said: 'In the name of the Mexican Nation and by virtue of the order, given to me by His Superior Highness the Supreme Executive Power to distribute the lands of these Missions, I am placing you in possession of this farm, for you, your children, heirs and successors'.

"The said Juan Montes, finding himself in legal possession of it, uttered loud shouts, pulled weeds, threw stones, placed boundaries, and performed all the rest of the customary necessary ceremonies required in the act of taking possession."

At least part of Montes' elation, whether spontaneous or demanded by law, could have been due to the fact that the land included in his grant was riparian to an ingenious system of gravity-flow irrigation ditches, or acequias, that had been installed by Franciscan friars in the first half of the eighteenth century. Secularization of the missions in 1793, and the official joining of the Province of Texas to the State of Coahuila in 1822, spurred the land grants.

Each of the five missions in San Antonio had its own water system. The Mission of San Antonio de Valero was served by the Acequia Madre, whose six-mile length irrigated 900 acres of mission farm and grazing land. (Almost 100 years after the ditch was built, the mission earned a place in history under its new name, the Alamo.)

San Antonio de Valero was closer to the heart of the town than the other missions, and it was here that progress first claimed its inevitable right of eminent domain. The farmhands became residences and factories and highways. And thus it went for another century.

A new type of missionary started redeveloping 92 acres of the Alamo Mission lands recently in quest of a new economic way of life for San Antonians. These missionaries are the many persons involved in the development of the international exposition of 1968. In their excavations, they uncovered a part of the Acequia Madre, and the Texas State Historical Survey Committee immediately proclaimed that sector of the ditch a state shrine. Included in that same survey by the state committee were many buildings on the HemisFair site, all of which will be memorialized with suitable plaques.

Another State shrine houses HemisFair headquarters in the restored 1859 German-English School, immediately across the street from the exposition site. The 1873 "bird's eye view" of San Antonio on these pages, drawn by one Augustus Koch, shows the buildings looking much as they do today.

The ditch and many of the historical buildings are in the Foreign Government sector of the exposition, and will be utilized by HemisFair site planners in their skillful blending of the old and new that so well befits development of the theme, "The Confluence of Civilizations in the Americas."



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.

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Fiestas Patrias, Peru's Independence Day Celebration, July 28

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