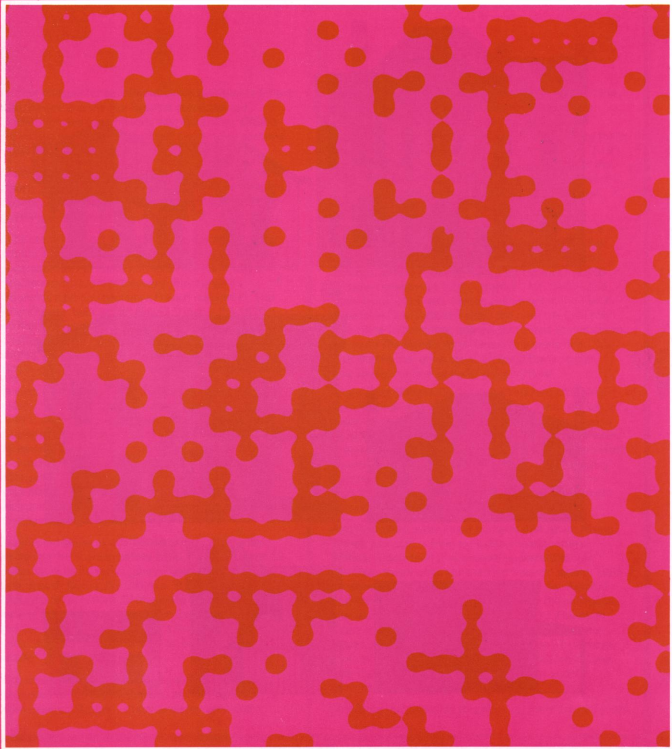
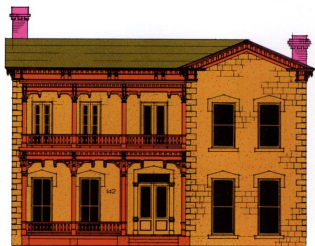
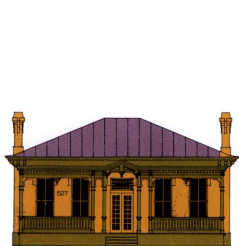


SEPT/OCT/NOV 1967

HEMISFAIR® 1968 WORLD'S FAIR, SAN ANTONIO, TEXAS, APR 6—OCT 6, 1968

EL ABRAZO





HemisFair 1968 – where pavilions as modern as tomorrow rise next to homes which have stood for 100 years

It is not unusual for an international exposition to reflect both the new and the old. But as a downtown fair, centrally located in an historic city, HemisFair 1968 is in a unique position to both reflect and employ past and future in its very design.

27 historic structures which evoke the nostalgic charm of early San Antonio are being retained on the exposition grounds, not only as mementos from the past, but as charming additions to the present.

Some of the most delightful old buildings are destined to fulfill a modern function as eating places. A house constructed at 117 Goliad Street in the 1860's by an Irishman named James Sweeney will change its nationality a bit and become a French restaurant. The Acosta house, built at 138 Goliad Street in the 1870's, will find its brooding Moorish arches employed to shelter a restaurant featuring Philippine cuisine. And the same building's carriage house will be occupied by Creperies Parisiennes.

An even more exotic metamorphosis is occurring in the house at 503 Water Street, built by John Riddle in the 1840's, when Texas was a Republic and the border of the United States was still 250 miles to the east. This will emerge from renovation as a Tea House of India, a circumstance which surely would have come as a surprise to "El Barbon". "El Barbon" (Big Beard) was a mayor of San Antonio back in the 1840's. His real name was Sam S. Smith and he lived in the house after purchasing it in 1857.

The very old house at 401 Goliad Street, apparently erected by the Spanish before 1800, has stone walls 18 inches thick. In its early history, it served as an Indian trading post. During the Civil War, 15 girls were employed here, making Confederate uniforms. Later, it became San Antonio's first Polish Catholic Church. And now it will become a Gay 90's restaurant. Just how much "Confluence" can one house be expected to supply?

At other locations on the grounds, old structures will serve such varied establishments as "Sur le Pouce", a Swiss bakery; "Tipico", a tamale dispensary; and a

shop offering Mexican sausage and pan dulce. And the gingerbread front of the Joske house will welcome fairgoers who wish to sample delicacies typical of Argentina. This latter building might also be called the Kampmann house since it was constructed in 1875 by John Herman Kampmann, a well known builder of the early city whose other works include such civic monuments as St. Joseph's and St. Mark's Churches and the Menger Hotel.

The house at 527 Water Street could be said to live a charmed life: it will be 112 years old when HemisFair opens and yet it hardly made it through its first year. Thomas Jefferson Devine built it for his wife in 1856 and she complained "that it leaked". Mr. Devine had other troubles as well. He was prominent in the Texas Secession Convention of 1861 and after the Civil War was twice indicted for treason by United States courts. To quote **The Handbook of Texas**, this made him, "the only Southerner other than Jefferson Davis so conspicuously noticed by Federal authorities".

While most of the buildings being retained are family homes, a few more imposing structures will also be found on the site. Beethoven Hall, first constructed in 1895 as the finest emporium of culture in South Texas, is still here and so is the Schultze store, a solid two-story structure in limestone built in 1891 to house a highly successful hardware business. It will now contain a visitor's information center sponsored by the Humble Oil and Refining Company.

And then there is the Eager house at 434 South Alamo Street, just across from exposition headquarters. William Riddle built it as a wedding present for his daughter Sarah when she married Robert Eager in 1866. Sarah was the first American girl born in San Antonio and when she died in 1947, still living in the old house, she was 105. Recently, her daughter, Mrs. Florence Eager Roberts, moved from the family property and issued the following statement: "I am sorry to leave my mother's old house, I was born there. But I am excited over the ambitious program of HemisFair and the thought that I was able to help".

Mrs. Roberts had called this building home for 100 years.

A host becomes a guest - Belgium joins the fair

One of the greatest international expositions of all time was the World's Fair held in Brussels in 1958. Ten years later, the host nation at that fair, Belgium, will take part in HemisFair 1968 as an exhibitor. A 3,000 square foot pavilion adjacent to the western edge of the United States exhibit will display the unique personality of this country which has become the 22nd government to announce participation plans.

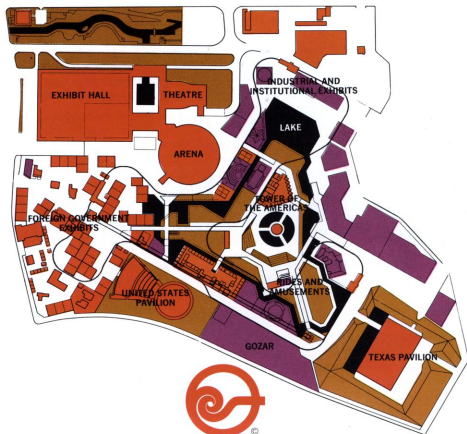
El Salvador brings the total of government participants to 23

The Number of governments which have indicated their interest in participating in HemisFair's demonstration of the reality of the Americas as a meeting place of cultures from around the world grew to 23 with the inclusion of El Salvador.

El Salvador's announcement was made public following meetings between Col. Fidel Sanchez Hernandez, President of the Republic, Rafael Glowor, Minister of Economy, and Carlos Freymann, director of Latin American Participation for HemisFair 1968.

Stating that his government was "well aware of the importance of HemisFair", the Minister went on to say, "We are willing to take part in a joint venture which will portray the Central American Common Market to the eyes of the world".

Two of El Salvador's neighboring nations — Nicaragua and Honduras — have previously announced their intention to participate in the 1968 World's Fair.



Zip Code 78205

Exhibiting Governments
in HemisFair 1968 to date

Belgium
Bolivia
Canada
Colombia
The Republic of China
El Salvador
France
The Federal Republic of Germany
(with the City of Berlin)
Honduras
Italy
The Republic of Korea
Mexico
Nicaragua
Panama
Peru
The Philippines
Portugal
Spain
Switzerland
Thailand
Tunisia
The United States
Venezuela
and
The State of Arkansas
The State of Texas

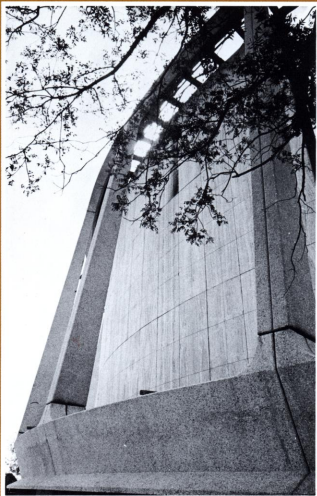
Private Exhibitors

**The Church of Jesus Christ
of Latter-day Saints**
The Coca-Cola Co.
Eastman Kodak Co.
Ford Motor Co.
Frito-Lay/Pepsi-Cola
General Electric Co.
General Motors Corp.
Gulf Insurance Group
Gulf Oil Corp.
Humble Oil and Refining Co.
International Business Machines
Lone Star Brewing Co.
Pearl Brewing Co.
Radio Corporation of America
Southwestern Bell Telephone Co.
(with American Telephone
and Telegraph Co.
and Western Electric)
Woman's Pavilion for HemisFair 1968

"Having wonderful time, wish you were here" may not be the most original of statements but the sentiment expressed will be going forth from HemisFair thousands of times and in a multitude of languages during the six-month run of the exposition. Postcards and letters and packages will carry the HemisFair story to millions of "back home" friends. And often they will have been mailed right on the site.

A 1,700 square foot post office facility is to be centrally located under one of the elevated walkways leading to the Tower of the Americas. Built by the Fair corporation and furnished and staffed by the Post Office Department, the office will sell stamps and money orders and will accept parcel post, registered and insured mail.

So you husbands don't really have to worry. If the lady of the family decides to buy a forty pound brass something, your problem won't be hauling; it will just be paying for all those stamps.



Construction advances—Confluence Theatre, U.S. Pavilion, HemisFair 1968.



1. Begin with the World.
2. Move to the Western Hemisphere.
3. Explore the 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.

HemisFair 1968, the first World's Fair ever scheduled in the Southwestern United States, has the endorsement of the United States Government and the State of Texas, and has been officially registered by the Bureau of International Expositions. Theme of the exposition is "The Confluence of Civilizations in the Americas." The exposition will be held on 92 acres of downtown San Antonio, Texas from April 6 to October 6, 1968.

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 Mayor W. W. McAllister, Honorary Co-Chairman
 H. B. Zachry, Chairman of the Board
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 Frank Duane, Editor

HemisFair-68, P. O. Box 1968, San Antonio, Texas 78206

Bulk Rate

U.S. Postage

PAID

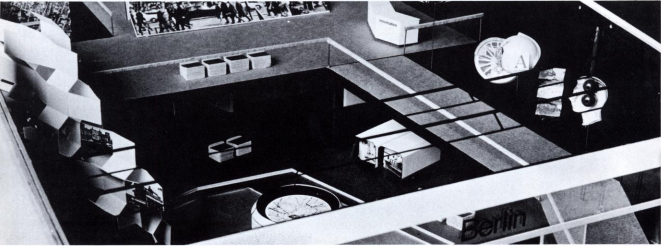
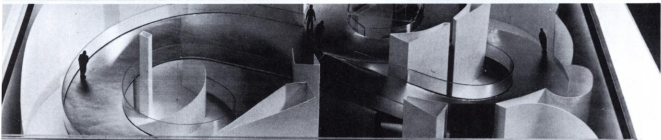
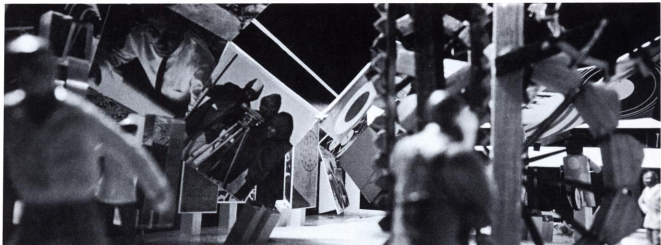
San Antonio, Tex.
 Permit No. 1678

**THERE ARE
 92 ACRES OF
 EXCITEMENT
 INSIDE THIS
 LITTLE
 PARADISE**



HemisFair Bonus Books enable one to give the world for Christmas. Available with or without gate admissions, these coupon books offer up to 50% bonus value on many of the Fair's most popular attractions. For more information, contact HemisFair.

Study models of three governmental exhibits, HemisFair 1968: Canada, France, West Germany/Berlin.



Gulf Oil Corporation Radio Corporation of America

HemisFair's private exhibitors now number 15

Two more of the world's leading corporations have joined HemisFair 1968, bringing the total number of private exhibitors at the fair to 15.

Gulf Oil Corporation was the first to announce. Gulf is one of the world's major petroleum producers and its participation assures the exposition of exhibits by seven of the top eleven U. S. corporations in sales volume.

A few weeks later, the Radio Corporation of America (RCA) became a member of the HemisFair family. RCA, which first introduced television to the public at the World's Fair in New York in 1939, plans an exhibit which will tie in closely with post-exposition plans of the Inter-American Educational Center.

Both of the new exhibits are to be situated between the United States and the State of Texas pavilions, in HemisFair's "Joy of Living" area known as **Gozar**.

What is Gozar?

What is **Gozar**? According to a Spanish-English dictionary, it is a transitive verb which can be translated to mean, "to enjoy". But at HemisFair 1968 it is also a wonderfully enjoyable and exciting location where the fairgoer finds the featured performer to be himself.

Gozar is fantastic, colorful, musical, varied — YOU supply the adjectives. Because YOU will supply the action. It is a tapestry of human activity, a six-month Happening involving millions of people.

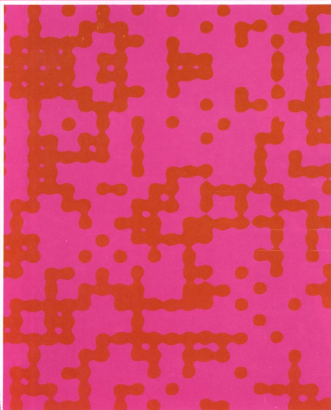
The theme of **Gozar** is participation; the spectator becomes doer amidst an astonishing complex of electronic sports, miniature automobile rides, games that have never been played before and provocative challenges. Dance, compose, paint, perform — live a little! Go **Gozar**!

And learn as you go. **Gozar** is always fun, but it is fun with its serious side. The most exciting intellectual revolution of modern times is occurring right now in the field of education. That population explosion which has led to half-a-billion more people on earth in the past decade has an equally aggressive twin — the Information Explosion. Modern technology is being employed as a wondrous matchmaker, creating new techniques designed to introduce people to facts and facts to people. Live a little, learn a lot, as you explore the classrooms of tomorrow at **Gozar**.

This is the largest coordinated open space in the fair, occupying 125,000 square feet of the site, between the Federal Government and the State of Texas exhibits. It consists of a number of activity areas, interspersed with kiosks and organized around the raised spine of a walkway which will allow visitors to get from place to place, or to pause a moment as they watch what they're missing down below.

Each activity area of **Gozar** serves as wide a span of age groups as possible, since one of its goals is to break down the barriers between generations and to allow even the most sedate among us to rediscover the basic human playfulness that is common to all.

Here is a people place. Here is a free-wheeling, wide-open, eager-to-welcome space where the individual is the most important thing he can be — himself. Himself with bells on. (And he may not even have to bring his own bells.)





Carlos Merida's original sketch—HemisFair mosaic mural.

Two great artists employ an ancient technique to depict HemisFair's theme

One of the most ancient of art forms has achieved an exciting new vitality during the past four decades as Latin American artists have turned their talents to mosaic muralism. Extensive works by two men world famous for their use of this medium — Juan O'Gorman, from Mexico, and Carlos Merida, from Guatemala — will adorn the HemisFair site as part of San Antonio's new Civic Center.

The O'Gorman work will cover 2,420 square feet of the facade of the Fine Arts Theatre; the Merida interpretation will extend over 1,440 square feet inside the main entrance of the exhibit-banquet hall. Both will speak directly to the theme of HemisFair 1968, The Confluence of Civilizations in the Americas.

The styles of the two artists are complementary but quite different. O'Gorman deals in figurative, graphic ideas. The gigantic mural he created for the monumental Central Library of the University of Mexico is one of his outstanding and most representative works. Merida, an artist of Mayan ancestry, is noted for his abstractions. He honors his rich heritage in a unique art which he describes as interpretations "with violence of color and form".

Both murals are gifts to the City of San Antonio. The O'Gorman mural is being presented by the Kamko Foundation, the Merida work is being presented by Mr. and Mrs. Alfred Negley. Mrs. Ike S. Kampmann Jr., president of the Kamko Foundation, and Mrs. Negley are members of the Executive Committee of HemisFair 1968.



Carlos Merida
Juan O'Gorman

April 6 - an historic date for HemisFair and for the Mormon Church

HemisFair's opening day of April 6 is one of the more active dates in history. It was on this day in 1917 that the United States entered World War I. Eight years before, on April 6, 1909, Robert E. Peary had arrived at the North Pole. And on April 6, 1830, in Seneca County, New York, Joseph Smith organized The Church of Jesus Christ of Latter-day Saints.

It is this last occasion which has particular significance for HemisFair 1968, because the Church founded by Joseph Smith has become the first religious group to announce participation in the exposition. A 4,000 square foot structure of native stone, containing an exhibit area and a theatre, will serve as the Mormon pavilion on the site. It will be in the private exhibitor sector, located between the arena and the lake.

The exterior of the building will be trimmed in rough cedar and redwood and almost all color will come from the use of natural materials. The site is to be enhanced through landscaping which is to include weekly plantings of native flowers to assure blooms throughout the 184 days of the fair.

According to Roland C. Bremer, a director of the Religious Expression Committee of HemisFair whose parents were the first Mormon family in San Antonio, Church missionaries will be used as guides to the exhibit. One feature of the display will be paintings and murals which depict parallels in the teachings of Christ in the Bible and the Book of Mormon. Films to be shown will be presented in both English and Spanish.

In founding The Church of Jesus Christ of Latter-day Saints, Joseph Smith initiated a religion which has spread around the world. 138 years later, it is fitting that a Mormon pavilion should occupy a central place on the grounds of that World's Fair which is dedicated to the full display of the multi-varied spectrum of the Americas, HemisFair 1968.

Walk to the fair from the place you stay. HemisFair has three new neighbors and they're all hotels.

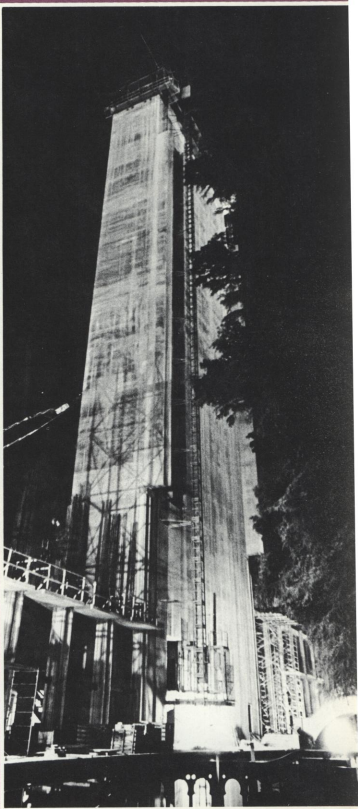
Palacio del Rio, La Posada, La Quinta — the words tell the story. The fact that HemisFair's host city of San Antonio is the largest bilingual metropolis in the United States is amply demonstrated by the names which identify the three new downtown hotels arising within walking distance of the exposition site.

The largest visitor accommodation of the three is the 500-room Palacio del Rio Hotel being constructed across from HemisFair's west entrance, in the 200 block of South Alamo Street. Costing \$7.5 million, this 21-story edifice, which is to be managed by the Hilton Hotels Corporation, will be a wonder of modern construction techniques. The first four floors, containing public areas, a restaurant and commercial space, will be built by conventional poured-concrete methods. But then convention stops. The 500 guest rooms on the top 16 floors will be pre-cast, modular units built miles away from the site. They will be completely pre-wired and painted and will have all lighting and plumbing fixtures pre-installed. Even the room carpeting will be laid. Then, trucks will transport the assembled units to the site, where a crane will hoist them into place, one at a time, until the gigantic house of blocks is completed, some 230 feet in the air. This construction technique is similar to that employed in the Habitat housing units at Montreal's Expo 67.

Only a few blocks down the river from the Palacio del Rio, and still within five minutes walk of HemisFair, visitors will find the tradition-steeped La Posada Motor Hotel. The main building of this 184-room complex, now being modified and remodeled, dates back to 1852, when it was constructed as a school by the Brothers of Mary. An additional building, of modern construction, is set along the river. Arched walkways, galleries, and patios paved in sunswept terra cotta tile, will add to the charm of this multi-million dollar salute to San Antonio's Spanish Colonial heritage.

Just across from HemisFair's northern boundary, at 401 East Commerce Street, the 120-room La Quinta Motor Inn is also an architectural reflection of San Antonio's history. Spanish in style; it is built around an inner court containing a swimming pool and recreation areas. It will have restaurant facilities, a private club, and color television in every room.

San Antonio has been a city of tourists and, therefore, a city of hotels for more than a hundred years. With the completion of these three new establishments, offering more than 800 additional rooms — all thoroughly modern, all near the fair — the city will continue its tradition of being ready for visitors when they arrive.



Central utilities core—Palacio del Rio Hotel

HemisFair 1968—a fair for people



The Rainbo Theatre is touring Texas publicizing HemisFair in this special puppet theatre truck designed, built, and loaned to the Fair by Rainbo Bread Co. After six months of traveling, the theatre will be on the HemisFair grounds giving free shows.

Mark Antony asked the Roman citizens to lend him their ears and let it go at that. HemisFair 1968 will be a bit more demanding. Ears and eyes both will be constantly involved at this tuned-up, turned-on and always alive exposition which has been called, "History's most colorful World's Fair". And the sights and sounds of the fair will not be restricted to pavilion interiors. Step through the gates and you will step into a world of events taking place all about you; on the land, in the water, and, literally, in the air.

Modern adherents to Mark Antony's request will find their ears happily assaulted by an abundance of music. A German band, a Dixieland group and strolling Mariachis will be found performing at various spots on the grounds. So will a Latin American brass band. And the locations will change. If you don't go to them, the musicians will eventually come to you, as will the magicians, acrobats, traveling clowns and troubadours involved in the exposition's presentation of free and exciting entertainment for everyone who visits the grounds.

No one can promise that fairgoers won't have to wait in line at some of the more popular exhibits. But HemisFair can promise that even waiting in line can become an exciting part of a day at the fair when expert performers are available to make the time shorter, the pleasure greater, and your place in line a ringside seat at a circus of events.

In the lake area, where fireworks brighten the night skies and water ski acrobats bring high-speed demonstrations of daring and agility during the day, band concerts will also be found, presented from a floating stage. Elsewhere on the grounds, flamenco dancers will click their heels to persuasive rhythms guaranteed to set viewer's heels clicking as well.

HemisFair 1968 is a fair for people. People with eyes and ears. People with fingers and hands and brains. It's a fair for those who want to do things. Some fairgoers may just want to look at the trees and smell the flowers and pat an old rock wall. That's fine. HemisFair has lots of trees and flowers. It even has lots of old rock walls. And that's a switch, isn't it?

So lend us your ears. And your eyes. And your fingers. HemisFair is dedicated to "Confluence" — and there's still a lot of that going around. Come to the fair!