

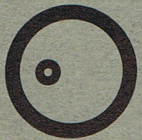
INTERNATIONAL
EXPOSITION
OF 1968
HEMISFAIR®
SAN ANTONIO
TEXAS

**PARTICIPANT'S
MANUAL**

REGISTERED:
BUREAU OF
INTERNATIONAL
EXPOSITIONS
PARIS, FRANCE
NOVEMBER 17, 1965



1. We begin with the world.



2. We move to the Western Hemisphere.



3. We see the paths of man's exploration from the Old World to the New.



4. What he brings with him meets, mingles, merges with the civilizations he finds. New civilizations, new ways of life are established. The process is continuing —
A Confluence of Civilizations in the Americas.

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The International Exposition of 1968
HEMISFAIR

PARTICIPANTS' MANUAL

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San Antonio Fair, Inc.
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United States of America

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A. The Concept

- A-1 Introduction
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- A-6 The Symbol

INTRODUCTION

HemisFair 1968 is the New World's Fair. A unique and distinctive international Exposition, HemisFair 1968 will tell the tremendous story of the development and future of the Americas.

It will be a People's Fair where fun will blend with education, art with commerce, history with prophecy, gaiety with solemn dedication--and San Antonio, one of the nation's oldest and most colorful cities, is the host.

Located downtown on a 92-acre site adjacent to the central business district, HemisFair 1968 will offer its exhibitors an audience of some 7.2 million visitors, and afterwards will assume its purposeful role as a permanent Inter-American Center for the promotion of peace, understanding, improved health and living standards, and universal education in this hemisphere.

Admission to HemisFair will be at the lowest possible price, and visitors will enjoy maximum standards of quality for food, drink and all items at reasonable prices in an atmosphere created by a bilingual people of friendliness and hospitality.

HemisFair is the boldest and most imaginative concept ever planned by the citizens of the burgeoning Southwestern United States and Latin America--San Antonio's location is perfect, HemisFair's theme is noble, its timing right, its aim permanent and progressive.

We invite your interest and participation.

MARSHALL T. STEVES
President

JAMES M. GAINES
Executive Vice President

The Exposition

HemisFair 1968 was proposed by Congressman Henry B. Gonzalez in 1962 as an opportunity to develop a great and continuing dialogue among the countries of the Western Hemisphere. The idea broadened and quickly drew the support of the senior Senator from Texas, Senator Ralph W. Yarborough, and with the assistance of Senator John G. Tower, they have been successful in achieving official U. S. recognition.

HemisFair is a theme-controlled international Exposition which will serve as a showcase of the diversified cultures of each of the nations of this hemisphere, and the significant contributions to their development from Europe, Asia, Polynesia, Australia and Africa, will be exhibited to engender a better understanding among ourselves and the world. In looking closely at the past, HemisFair 1968 will attempt to evaluate and improve this hemisphere's future in every phase of human endeavor.

Host

San Antonio, Texas, the fifteenth largest city in the United States, will celebrate its 250th anniversary in 1968. Located 150 miles from the Republic of Mexico, San Antonio has for centuries been a crossroad of trade and culture between the United States and the republics south of the Rio Grande. San Antonio is a bicultural, bilingual community, nearly half of whose 800,000 residents speak Spanish. With a beautiful river winding through its downtown area, San Antonio retains the Latin American grace of living, yet bustles with the activity of a growing metropolis. A direct gateway to Mexico astride the Pan American Highway, San Antonio is a hub of air, rail, bus and automobile transportation.

Organization

San Antonio Fair, Inc. is a non-profit organization established under the Laws of the State of Texas on December 27, 1962. A 167 member Board of Directors, an Executive Committee, a full-time staff and numerous economic and technical consultants are involved in the planning and administration of HemisFair's program.

Financing

Community and governmental financial support to date total \$54.9 million: \$7.8 million in local private underwriting backing the

Financing, Continued

venture capital, \$30 million in local City bond issue funding and \$12.5 million in Federal Urban Renewal funds for site acquisition. The State of Texas has voted \$4.5 million for a building and for exhibit planning, and the Honorable John Connally, Governor of Texas, has recently envisioned the creation of an "Institute of Living Culture" as a permanent State of Texas exhibit which would cost in excess of \$10 million. The Federal Government has appropriated \$125,000 to finance a study to determine the nature and extent of federal participation in HemisFair.

Site

Acquisition, which began in October 1964, is over ninety-eight percent complete on the 92-acre downtown site. Acquired by the San Antonio Urban Renewal Agency for the City of San Antonio, the site is being developed to serve the Exposition and its legacy, a permanent Civic Center and Inter-American Institute. Great care is being taken to preserve the character of the city--many historic buildings within the site will be restored for use by exhibitors during the six-month Fair. Some 2500 large, stately trees distributed throughout the site will be retained; the San Antonio river will be diverted into the site, allowing visitors to come from downtown hotels directly to the Exposition by water. The expressway arteries feeding into the site area, along with adjacent parking to accommodate 10,000 automobiles, enhance the advantages of this downtown location.

Dates

HemisFair 1968 will operate 184 days, from April 6 through October 6, 1968. The Exposition is timed to complement the 1968 Olympic Games in Mexico City, which begin on October 12, just six days after the close of HemisFair. Officials of the Exposition and of the Republic of Mexico's Olympic Committee have worked closely to accomplish this scheduling of these two outstanding events.

Goicident with HemisFair also will be the national conventions of both major United States political parties. Although no locations have yet been established for these conventions, it is known that both parties are seriously considering the spectacular new Astrodome Stadium in Houston, Texas.

Among the other events to be held in San Antonio or nearby during

Dates, Continued

HemisFair's run are:

--The Professional Golfers Association (PGA) tourney in late July or early August at the Pecan Valley Country Club, San Antonio.

--The Women's International Bowling Congress National Tournament, in April in San Antonio.

--The International Convention of Lions Clubs, June 26-29, Dallas, Texas.

--The International Convention of Rotary International, May 12-16, Mexico City.

Bureau of International Expositions

On November 17, 1965, HemisFair 1968 was registered as a Special Category Exposition on the theme, "The Confluence of Civilizations in the Americas," by the Bureau of International Expositions in Paris, France.

The concept of HemisFair and its non-profit organization conforms with the spirit and international rules of the Convention of 1928 of the Bureau of International Expositions, and with the Rules governing official United States Government assistance to sponsors of International Expositions held in the United States, dated October 2, 1964.

Commissioner General

The Honorable John Connally, Governor of Texas and former United States Secretary of the Navy, serves the Exposition as Commissioner General. In this unsalaried position, he supervises the Exposition's program as a whole and is charged with assuring strict adherence by both organizers and participants to the established and approved rules and laws governing this event in the State of Texas.

The Market

Within a 750-mile radius of San Antonio live more than 58 million people, 29 million in the United States and 29 million in Mexico. In this area are the cities of Houston, New Orleans, Dallas, Fort Worth, El Paso, Albuquerque, Mexico City, Kansas City, Monterrey, Birmingham, Guadalajara and Memphis.

THE THEME

The Confluence of Civilizations in the Americas

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 civilizations, cultures finally to bloom as brilliantly as any on earth with the Mayas, the Incas, and the Aztecs.

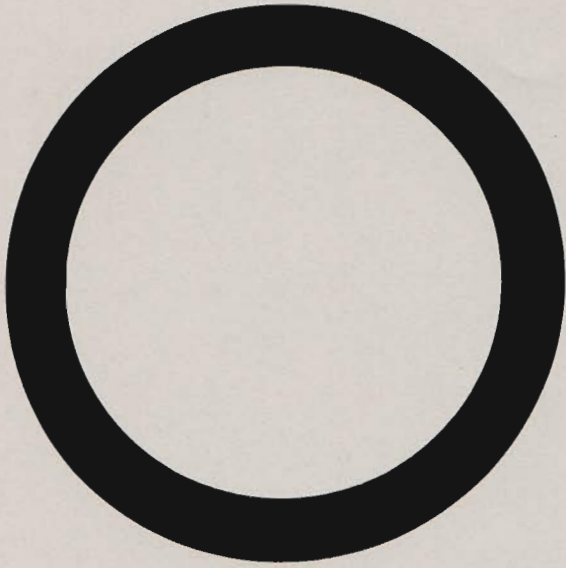
While the civilizations of the Americas matured, Europeans brought a Western wisdom and technology nurtured by the ages. Crossing the same ocean, seeking the same adventure and independence, they came first to conquer and eventually to share. Then came the African, who, bearing not hopes but chains, 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.

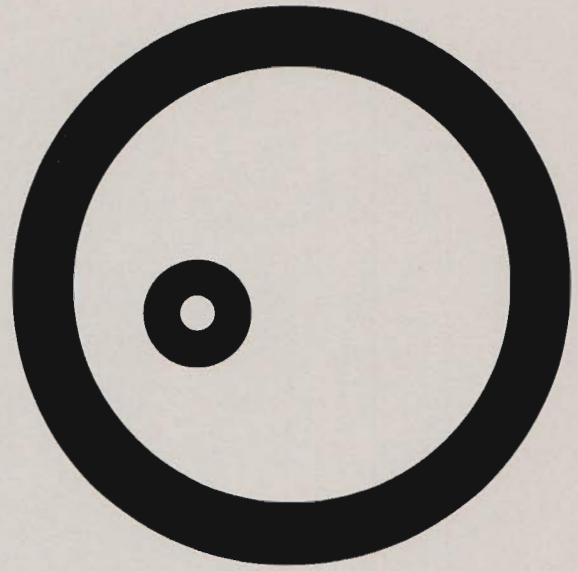
This new land held forth a promise of abundance and freedom. In return, it threw down a challenge of hard work and idealism. Brave men took up the challenge and fulfilled the promise. Such is the growth of this bold land that the challenge and the promise will continue to grow greater, and such is the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

THE SYMBOL



1. WE BEGIN WITH THE WORLD.



2. WE MOVE TO THE WESTERN HEMISPHERE.



3. WE SEE THE PATHS OF MAN'S EXPLORATION FROM THE OLD WORLD TO THE NEW.



4. WHAT HE BRINGS WITH HIM MERGES WITH THE CIVILIZATIONS HE FINDS. NEW CIVILIZATIONS, NEW WAYS OF LIFE, ARE ESTABLISHED. THE PROCESS IS CONTINUING—A CONFLUENCE OF CIVILIZATIONS IN THE AMERICAS.

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B. Authority

- B-1 Policy and Management Organization
- B-4 Board of Directors

POLICY AND MANAGEMENT ORGANIZATION

Policy Organization

Commissioner General

The Honorable John Connally
Governor of the State of Texas

Honorary Co-Chairmen of the Board

The Honorable Henry B. Gonzalez
United States Congressman

The Honorable W. W. McAllister
Mayor of the City of San Antonio

Officers and Executive Committee

H. B. Zachry, Chairman of the Board
William R. Sinkin, Vice Chairman of the Board

Marshall T. Steves, President

John H. White, First Vice President
Tom C. Frost, Jr., Vice President of Governmental
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Paul Howell, Vice President of Industrial Relations

Red McCombs, Vice President of Visitor Relations

D. J. Rheiner, Vice President of Architecture and
Design

James Shand, Vice President of Public Relations

Forrest M. Smith, Vice President of Budget and
Finance

Robert L. B. Tobin, Vice President of Cultural
Participation

W. W. Flannery, Treasurer

John A. Daniels, Secretary

Jerome K. Harris, Assistant Secretary *

Robert Sawtelle, Assistant Secretary

Dr. J. B. Gonzalez

*Ex-officio Member

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M. B. Killian
Jack A. Martin
The Honorable W. W. McAllister
Mrs. Alfred W. Negley
Alfredo Vazquez

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Frank Manupelli

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Media Associates, Inc.

Washington, D.C., Representative

E. C. Dingwall

European Representative

William Phillips, Paris

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Director and General Counsel

Comptroller's Division

Jack Trawick
Comptroller

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Director

Exhibits Department

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Director, San Antonio

Carlos Freymann
Latin American Manager, San Antonio

Richard Miller
Religious, Educational and Cultural Manager
San Antonio

John R. Reiss
Director, New York

Phyllis Adams
Assistant, New York

Concessions Department

Bill Jackson
Director, San Antonio

Milton Kayle
Director, New York

Visitor Relations and Operations Department

J. John Newman
Director

Site Development Department

Allison B. Peery
Director

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Financial Secretary-Treasurer
Carpenters Local Union #14

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Nathan Alterman Electric

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General Manager
Rambler Center, Inc.

Holt Atherton
President
Holt Machinery Company

J. W. Austin
Humble Oil and Refining

Rod Cox
Bache and Company

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National Bank of Fort Sam
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President
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President-General Manager
Pioneer Flour Mills

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Russ and Company

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Tom Benson Chevrolet

A. F. Beyer
Casa Rio Mexican Food

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Bottling Company

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Inter-Continental Motors

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Braniff Airways, Inc.

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President
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Charles Butt
Vice President
H. E. B. Food Stores

A. H. Cadwallader, Jr.
President
Mortgage Investment
Corporation

Dan W. Campbell
President
Trinity Testing Laboratories

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Loan

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W. F. Castella and
Associates

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Catto and Catto Insurance

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Conley Insurance Company

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Peter G. Cortez
Mi Tierra Cafe and Bakery

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Express Publishing Company

Fred A. Cunningham
President
The Facs Company

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Attorney At Law

Vernon Daniel
Manager
The Gunter Hotel

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Dewar, Robertson and
Pancoast

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Tommy Eakens
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City Wide Vending Company

Ray Ellison
Ray Ellison Enterprises

J. W. Erler
Group Manager
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Dr. Ramiro P. Estrada

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Guido Erothers Construction

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Norman Harwell
Harwell and Harwell

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Edward Herbsleb Masonry
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Bryant Ingram
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Killian-House

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Frost Brothers

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Farm and Home Savings and
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Quincy Lee Company

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Loan Association

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Hemphill-McCombs Ford

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Wyatt Hedrick Architecture
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A. J. Monier and Company,
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Noonan and Krock

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D and A Oppenheimer
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Engineering

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Phelps and Simmons and
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Richter's Bakery

Bob Roth
KONO-Radio and TV

Dr. Candelario Saenz

Robert Sawtelle
Sawtelle, Goode, Troilo,
and Leighton

Elton E. Schroeder
Business Manager
Plumbers and Pipefitters
Local #142

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Sheerin

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N. Sinkin Department
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Sam Bell Steves
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Tampo Manufacturing Company

Walter Steves
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Steves Industries, Inc.

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Straus-Frank Company

Dan J. Sullivan, IV

Mel M. Hughes, Jr.
Sunset Ridge Apartments

Tommy Thom
Stowers Furniture Company

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President
Longhorn Portland Cement

H. C. Tindall
President
Tindall Pontiac Company

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(Continued)

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Edgar Tobin Aerial Surveys

Robert L. Took
Secretary
Olmos Building Materials

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L. E. Travis and Sons

J. C. Trueheart
Contractor

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George C. Vaughan and Sons

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Rufus A. Walker and Company

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R. L. White Company

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Wilson Companies

Dr. W. C. Winter

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President
H. B. Zachry Company

Thad M. Ziegler
Thad M. Ziegler Glass
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Lloyd H. Flood

Fernando Guerra

Harold D. Herndon

Norman Hill

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Rabbi David Jacobson

Leslie R. Neal

Henry Rosales

James Shand

Jack Shelley

Charles L. Smith

O. W. Sommers

James E. Taylor

J. C. Vaughn

Alfredo Vazquez

Honorary Directors

Valmo Bellinger

Judge Solomon Casseb, Jr.

C. Legal and Administrative

- C-1 Customs Privileges
- C-3 Copyrights, Patents and Designs
- C-5 Concessions and Licenses
- C-8 Taxes
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CUSTOMS PRIVILEGES

Entry

By the authority of the United States Trade Fair Act of 1959, all foreign exhibitors will be allowed to import into the United States free of tariff, customs duty or internal revenue tax, articles for use in constructing, installing or maintaining foreign exhibitions at the Exposition.

Exhibitors desiring to take advantage of the privileges provided by the Act are required for customs purposes to consign all shipments to the operator of the Exposition at the port of entry, San Antonio, Texas. Shipments arriving at other United States ports must be shipped under bond to San Antonio, Texas, for entry.

Exhibitors will receive assistance in making advance arrangements for the Exposition to receive these consignments. Any item imported for sale or consumption is subject to the normal taxes and duties based on its value. A participant contemplating retail sales to the general public may find it advantageous to waive his privileges under the Trade Fair Act of 1959 and pay applicable duties and taxes when his merchandise arrives in the United States.

Disposition

At any time before, or within three months after the closing date of the Exposition, articles which have entered duty free may be:

- A. Exported; or
- B. Transferred to other customs custody status, such as a bonded warehouse, another exposition or a foreign trade zone; or
- C. Destroyed or abandoned to the government of the United States, in which cases no duty shall be levied; or
- D. Entered for consumption, at which time they will be appraised and assessed all applicable taxes and duties.

If any article entered under the Trade Fair Act of 1959 has not been removed from the customs custody of the Exposition within three months after the closing date of the event, the article shall be regarded as abandoned to the United States government.

CUSTOMS PRIVILEGES
(Continued)

Further information on customs regulations will be supplied by the Exposition to all foreign exhibitors and concessionaires.

PROTECTION OF COPYRIGHTS, PATENTS AND DESIGNS

Copyright

The United States Copyright Act protects literary, dramatic, musical and other works of art against plagiarism in this country, provided that the creator or his assigns complies with the registration requirements and other formalities of the law.

The United States is a member of the Universal Copyright Convention and the Buenos Aires Convention and also recognizes and protects foreign copyrights by virtue of proclamations and treaties.

Under the terms of these conventions, proclamations and treaties, owners of copyrights who are nationals of countries adhering to the agreements are protected in all other participating countries without any special formality. Nationals of such countries may secure copyright protection in the United States on the same basis and subject to the same formalities as United States citizens.

Information on copyrights may be obtained from the Register of Copyrights, Library of Congress, Washington 25, D. C.

Patents, Industrial Designs and Trademarks

The Patent Act of the United States grants patentees the exclusive right to make, use and sell their inventions.

The United States is a member of the "Paris Union" created by the Convention for the Protection of Industrial Property signed at Paris on March 20, 1883, and as amended. An inventor who has not applied for patents in the United States may nevertheless disclose his inventions at HemisFair 1968 if he meets the requirements established by the Convention.

The Convention allows an inventor who has first filed a patent application in any Convention country to apply in other Convention countries within one year of his original filing date and to enjoy the priority of that original date in all such countries. The same principle applies to industrial designs, trademarks and service marks, except that the time limit for filing in order to benefit from the prior filing date is six months instead of one year.

The United States is also a member, along with many Central and South American countries, of the General Inter-American Convention for Trademark and Commercial Protection. The contract-

Patents, Industrial Designs and Trademarks
(Continued)

ing countries in this pan-American convention bind themselves to grant to nationals of other participating countries the same rights and remedies which their laws extend to their own nationals with respect to trademarks, trade names and the repression of unfair competition.

Information on patents and trademarks may be obtained from the United States Patent Office, Washington, D. C.

The above is for general information. All authors, inventors, and owners of trademarks and service marks are urged to seek counsel in order to protect themselves fully by complying with all laws and regulations pertaining to registration and notice of rights.

CONCESSIONS AND LICENSES

Licenses

The Exposition will license the use of its trademarks, copyrights, symbols, names and other rights on commercial articles. The use for commercial purposes of the names HemisFair, HemisFair 1968, HemisFeria, HemisFeria 1968, San Antonio Fair, Inc., or of general views of the Exposition or of the official symbols of the Exposition, or of a rendering of the Tower of the Exposition, or of any name, slogan or rendering designed to approximate the duly trademarked, copyrighted or patented property of the Exposition without the express prior written approval of the Exposition is strictly forbidden.

San Antonio Fair, Inc., will have final approval of licensed merchandise, including the design and quality of such merchandise.

Concessions

Merchandise will be sold by concessionaires outside the Government area. The Exposition will design and construct concession structures and lease them to concessionaires, or concessionaires may construct their own buildings. Concessionaires will be under the supervision of HemisFair and must adhere to Exposition-approved standards of price, taste, quality, appearance and general compatibility with the Exposition.

Types of Concessions

Food and Beverage--This category includes restaurants and cafeterias, night clubs, music halls, cocktail lounges soft drink and food stands, snack bars, vending machines, and similar concessions.

Merchandise--This category includes souvenir stands, handicraft shops and general merchandise stores.

Rides, Amusements and Entertainment--Included in this classification are movie and stage productions of all types, rides, games and amusement devices.

Services--This category includes transportation, communication, storage facilities, self-operated service devices and all personal services for Exposition visitors.

Types of Concessions
(Continued)

The preceding listing of concession categories is not intended to be exclusive; the Exposition welcomes proposals for novel or unique concessions not specifically listed in the aforementioned categories.

Concessionaire Requirements

No HemisFair 1968 employee may have a financial interest in a concession, and no consultant, agent, officer or other fiduciary of the Exposition may have an undisclosed financial interest in a concession.

Wherever possible, proposals will be accepted only from applicants having previous experience in the field in which the concession is to be awarded.

Applicants must possess high moral qualifications and be of good character and reputation.

Applicants must evidence sufficient financial responsibility to fulfill the requirements of the proposed agreement.

Rents and Participation Fees

Concessions vary so widely that an all-inclusive policy is impractical to formulate. Generally, however, concessions will be granted to qualified concessionaires on a negotiated or bid basis of paying a percentage of gross income to HemisFair, after mutually agreeable prepayment and other terms.

Control of Concessions

To assure that all concessionaires maintain high quality and fair prices, the Exposition will retain controls over concessions, among which are the following:

Prices--The Exposition will exercise control over sales, service and admission prices applicable to the concession. These prices, which must be displayed conspicuously at all concessions, may not be altered without the consent of the Exposition.

Sanitation--Concessionaires dealing in goods intended for human consumption will be required to maintain wholesome

Control of Concessions
(Continued)

stock and to abide by strict sanitation regulations established by the State and City health departments.

Location--The Exposition will allot concession space according to the nature of the concession and its propriety in a particular area; however, the Exposition will endeavor to allow participants a choice of locations.

Design and Appearance--Concessionaires will be required to submit the designs for all concessions to the Exposition for approval, both as to function and appearance. If the concessionaire fails to maintain a creditable display, his rights will be revoked.

Hours and Personnel--All rules and regulations governing the terms and hours of operation which apply to exhibitors will also apply to concessionaires. Adequate personnel must staff the concession at all times during the regular operating hours of the Exposition.

Unauthorized closure or failure to maintain adequate personnel may result in the loss of concession privileges.

Concession Space

Covered and open space leased by concessionaires will be available for occupancy on or before dates mutually agreeable to the Exposition and the individual participant.

The preceding description of license and concessions provisions is a summary of concessions regulations to be made available at least eighteen months before the opening of the Exposition.

All license and concessions rights will be the subject of specific written agreements entered into by the participant and the Exposition.

TAXES

The Exposition will assist exhibitors and concessionaires in questions regarding taxes.

Concessionaires will, of course, be subject to the usual federal and state taxes levied against a commercial venture. Exhibitors with no gross receipts, however, are advised to consult with their attorneys on possible federal tax write-offs.

The following list of state taxes and their applicable areas is intended only as a general guide for participants. Numerous exceptions and distinctions in the tax laws require that each participant's tax position be considered individually.

Franchise Tax

Concessionaires will be assessed the State Franchise Tax. Exhibitors with no gross receipts who are already doing business in Texas will pay no Franchise Tax on their exhibits. Exhibitors with no gross receipts who are not already doing business in Texas will be assessed the minimum tax.

Limited Sales, Use and Excise Tax

The State Limited Sales Tax of two percent applies to the sale of most tangible items, with the exception of groceries, beer (unless served as part of a meal), prescription medicines and a few other categories. It is unlikely that any item sold on the Exposition grounds for more than twenty-five cents will be exempt unless because it is otherwise taxed, such as cigarettes. Restaurant sales are taxable.

Admissions Tax

The State Admissions Tax will not apply at the Gate of the Exposition, nor will it be levied against any admission collected for an event for which all proceeds inure to the State or to a religious, educational or charitable organization as defined by Texas law. The Admissions Tax, generally ten percent, will be charged on admission to:

--Motion pictures, operas, plays and similar amusements held at a fixed or regularly established motion picture theatre, if the admission charge exceeds one dollar and five cents.

Admissions Tax
(Continued)

--Horse racing, dog racing, motorcycle racing, automobile racing and similar mechanical or animal contests.

--Dance halls, night clubs, skating rinks and similar establishments where the admission exceeds fifty-one cents.

(There is no Federal Admissions Tax, its having been repealed effective December 21, 1965.)

Unemployment Compensation

The Texas Unemployment Compensation Act does not apply to federal, state, local or foreign national governments, nor does it apply to certain religious, charitable, educational or other organizations exempt from Federal Income Tax.

The liability of other participants under the Act will be determined individually by the Texas Employment Commission.

INSURANCE

At least six months prior to the opening of the Exposition, Insurance Regulations will be issued.

In general, all participants will be required to obtain comprehensive public liability insurance, workmen's compensation and employer's liability insurance, fire and extended coverage insurance and such other insurance as the Exposition may direct, in forms and amounts required by the Insurance Regulations.

Participants may also be required to show that their contractors and subcontractors have obtained comprehensive public liability insurance, workmen's compensation and employer's liability insurance, fire and extended coverage insurance, payment and performance bonds and such other insurance as the Exposition may direct, in the forms and amounts specified by the Exposition.

The Insurance Department of the Exposition will coordinate and supervise the Exposition's requirements, and will furnish participants with information and assistance in obtaining insurance.

LABOR RELATIONS

HemisFair 1968, recognizing that delays in construction could be fatal to the Exposition, has taken precautions to insure that no work-stopping labor disputes will arise. Labor unions in San Antonio and Texas have a vital interest in the success of this immense undertaking, which will increase the city's work force by one-half its historic level. Because trade unions have been substantial financial underwriters of HemisFair 1968 from its inception, labor representatives participate along with businessmen in the policy-making activities of the organization. Consequently, negotiations between the Exposition and organized labor have been carried out in a spirit of utmost cooperation.

No-Strike Agreements

The San Antonio Building and Construction Trades Council, comprised of all union building trades in the City, has voted a no-strike agreement for all building construction on the HemisFair site.

Settlement of Conflicts

San Antonio craftsmen have assured that no work stoppage will arise out of jurisdictional disputes that might delay construction of the Exposition. Conflicts will be settled according to nationally established rules in pre-job conferences between labor representatives and contractors. Should seemingly irreconcilable jurisdictional differences arise, a board of arbitration will make the final and binding decision.

Employers' Obligations

All employers will be expected to follow fair employment practices, and all contractors bidding on HemisFair construction work will be required to abide by the wage and labor policies established by the Exposition. Properly respected, these policies will eliminate the possibility of individual or collective grievances on the part of labor. If grievances or other labor difficulty should arise, however, the question will be submitted to a board of arbitration for the ultimate decision.

Committee on Labor Relations

A committee on Labor Relations, composed of HemisFair officials,

Committee on Labor Relations
(Continued)

building contractors and labor representatives, has established policies and understandings agreeable to both labor and management. This committee is empowered to achieve the primary goals of the Exposition: (1) Work must continue without delay in an atmosphere of harmony; and (2) the Exposition must be complete and opened to the public on April 6, 1968.

RULES AND REGULATIONS

A copy of the HemisFair 1968 General Rules and Regulations will accompany this manual.

Special regulations, implementing the General Rules and Regulations, will be published well in advance of the opening of the Exposition. These will contain detailed information, instructions and rules, and will be printed in English, Spanish, French, German and Portuguese. The special rules and regulations will be submitted to the Bureau of International Expositions for the Bureau's information and approval at least six months prior to the opening of the Exposition.

At least eighteen months before the opening the following regulations will be made available:

A. Construction and Utilities Regulations

1. Building norms and standards
2. Fire protection and prevention
3. Installation and operation of machines, electrical sound devices
4. General wage scales and working conditions
5. Utilities installation and rates

B. Concessions Regulations

1. Special and operating licenses
2. Taxes
3. Attractions

At least six months before the opening the following regulations will be made available:

A. Shipping and Customs Regulations

1. Shipping addresses and instruction
2. Handling and storage of goods
3. Customs regulations
4. Protection of industrial and commercial rights

B. Operating Regulations

1. Insurance
2. Guard service
3. Maintenance and sanitation
4. Supplying of stands

RULES AND REGULATIONS

(Continued)

5. Banking and postal services
6. Parking and admission passes
7. Advertising and signs
8. Immigration and visa information
9. Exhibitor facilities on site

Additional special regulations, changes or supplements will be published from time to time, in consultation with the Commissioners of participating nations and with the approval of the Bureau of International Expositions.

D. Costs and Conditions

- D-1 Space Rental Rates, Maintenance and Utilities
- D-6 Construction Guidelines
- D-10 Site Map and Building Coverage, Height and Setback
Requirements
- D-11 Labor Rates
- D-17 Guide to Miscellaneous Participation Costs

SPACE RENTAL RATES
MAINTENANCE AND UTILITIES

HemisFair 1968 will lease space at the rates and under the terms listed below. The per-square-foot charges are for the entire 184-day duration of the Exposition.

PRIVATE EXHIBITS*

<u>Open Space</u>	<u>\$7.00 per square foot</u>
Terms	\$2.50 per square foot with signing of contract
	\$2.50 per square foot with occupancy of space
	\$2.00 per square foot March 15, 1968

*Minimum Lease: 5,000 square feet

Closed Space

Private exhibitors desiring to construct their own buildings may use the descriptions and prices applicable to Standard Closed Space as a basic cost guide. Private exhibitors who desire HemisFair to construct their buildings are advised to consult directly with the Exposition as to cost estimates. The current estimate (3/1/66) for construction of the minimal Standard Closed Space described below is \$11.00 per square foot. This will become a firm estimate only after it is confirmed by the Exposition, bringing into consideration current factors, at the time negotiations are in progress.

Standard Closed Space incorporates the following minimum standards or equivalents:

Reinforced Concrete Grade Beams on Rear and Both Sides
Structural Steel Frame on Spread Footings
Steel Bar Joist Roof Supports
Reinforced Concrete Floor with Troweled Finish on Gravel Sub-grade
Insulated Roof Deck
Built-up Roof with Standing Seam Metal Surface
Side and Rear Walls of Hollow Metal Studs with Metal Lath on Each Side and with Exterior Surfaces Plastered

Closed Space
(Continued)

Ceiling Height: 12' Front and 24' Rear
Front Facade Open
Unobstructed Floor Area
Electrical Conduit through Grade Beam and Terminating Four
Feet above Floor Level in a Main Box and 20-Circuit
Panel Box
Cold Water Service through Grade Beam
Chilled Water Service and Return through Grade Beam
Sewer Service through Grade Beam

Concessions will be let to qualified concessionaires on a negotiated or bid basis. Concessionaires will be expected to pay a percentage of gross income to the Exposition, after mutually agreeable prepayment, ground rent and/or other terms. Construction costs will be quoted upon request and upon receipt of specifications.

FOREIGN GOVERNMENT EXHIBITS

Free Closed Space

The Exposition has made available without rental charge 3,000 square feet of Standard Closed Space in the International Section to each foreign national government. Standard Closed Space will be a building 48'x64' incorporating the following minimum standards or equivalents:

Reinforced Concrete Grade Beams on Rear and Both Sides
Structural Steel Frame on Spread Footings
Steel Bar Joist Roof Supports
Reinforced Concrete Floor with Troweled Finish on Gravel
Sub-grade
Insulated Roof Deck
Built-up Roof with Standing Seam Metal Surface
Side and Rear Walls of Hollow Metal Studs with Metal Lath on
Each Side and with Exterior Surfaces Plastered
Ceiling Height: 12' Front and 24' Rear
Front Facade Open

Free Closed Space
(Continued)

Unobstructed Floor Area
Electrical Conduit through Grade Beam and Terminating Four Feet above Floor Level in a Main Box and 20-Circuit Panel Box
Cold Water Service through Grade Beam
Chilled Water Service and Return through Grade Beam
Sewer Service through Grade Beam

Additional Space

The Exposition will construct additional Standard Closed Space in the International Section for national governments at \$11.00 per square foot, plus \$7.00 per square foot for land area utilized for the additional building, plazas, landscaping and setting according to the government's plans.

Expiration of Free Space Offer

The Exposition's offer to provide 3,000 square feet of Standard Closed Space to national governments expires on December 31, 1966. The firm offer of the Exposition to construct additional closed space as outlined above also expires December 31, 1966.

Plans and specifications for the use of government space must be submitted for approval by the HemisFair architectural staff by April 1, 1967.

DOMESTIC GOVERNMENT EXHIBITS

Both the Federal Government and the Government of the State of Texas have been invited to accept, without charge, space on the HemisFair site for the construction of facilities to be dedicated to permanent constructive future use in keeping with the objectives of the Exposition. Planning is currently underway by both government entities.

SERVICES FOR NON-GOVERNMENTAL PARTICIPANTS

As part of the rental charges, HemisFair 1968 will provide the following general maintenance:

General Security 24 Hours per Day
Fire Protection and Extended Coverage on Exposition-Constructed Improvements 24 Hours per Day
Normal Trash Disposal
General Area Grounds Maintenance

Services
(Continued)

Identification of Exhibitor and Concession Employees
First Aid, Ambulance and Dispensary Service
Emergency Janitorial Service (daytime crew to handle specified items, primarily for visitor service areas, educational exhibits, etc.)

OTHER MAINTENANCE SERVICES

Other maintenance services not covered above will be the responsibility of the exhibitor. He may elect to provide such services by his own personnel or he may contract for his requirements with HemisFair, or contract with an Approved Maintenance Organization from a list to be provided by HemisFair. Such services include, but are not limited to:

Cleaning and Maintenance of Building and Grounds during Exhibit Hours
Major Cleaning and Maintenance of Buildings and Grounds after Exhibit Hours
Preventive Maintenance
Customs Service and Handling
Personnel Department Services (interviewing and hiring)
On-Ground Deliveries and Off-Ground Storage
Parking Space for Participants
Bank Facilities
Insurance (may be required in Exposition-built buildings)
Uniform and Laundry Service
Special Security Services
Site Restoration Charges
Public Liability, Fire, Workmen's Compensation Insurance

GENERAL MAINTENANCE CHARGES

Private Exhibitors

General Maintenance Charges are included in space rental charges.

Concessionaires

General Maintenance Charges are included in space rental and/or other arrangements negotiated by concessionaires with HemisFair.

Foreign Governments (Free Space)

Foreign governments utilizing free space in HemisFair will be charged for General Maintenance based on allocated free space (open or closed) according to the following schedule:

<u>Square Feet Occupied</u>	<u>Charge per Square Foot per Month</u>
Under 1,500	\$.50
1,500-3,000	.35

Foreign Governments (Additional Space)

General Maintenance Charges are included in the space rental charges to be paid by governments utilizing additional space at regular rates.

UTILITIES
ALL EXHIBITORS AND CONCESSIONAIRES

Utilities desired by participants will be brought to the lot line for open space purchasers and into the building for closed space purchasers from the main utility loops at rates to be determined. Participants will be billed monthly for utilities used.

Chilled water for air conditioning will be made available from HemisFair's central plant to each participant at rates to be determined. This arrangement will be found to be considerably less expensive and more satisfactory than individual air conditioning installations by participants.

HemisFair will not require heating of buildings, and only those participants erecting permanent structures will find it necessary to install heating facilities.

CONSTRUCTION GUIDELINES

The Exposition will issue and make available to each participant the HemisFair 1968 Building Construction Guide and Supplements. This Guide, along with the City Code of the City of San Antonio and Supplements, will set forth detailed building requirements for all construction on the site.

For the general information of participants, certain sections of the Guide are outlined below:

The Site

The Exposition will prepare a detailed survey drawing of each project site, showing the area and boundaries of the project site, its grade elevations and restrictions and requirements to be respected by the participant. In addition, the Exposition will make available to the participant all information it may have concerning the surface and subsoil conditions of the project site. The participant shall accept the site in the condition in which it exists when he takes possession of it.

After the Exposition has closed, the participant must restore his project site to a condition satisfactory to the Exposition, in accordance with the lease contract. The foundation walls and ground floor slabs of buildings and other structures shall be removed by the participant to a depth four feet below finished grade level. Floor slabs of basement areas and other installations below finished grade level must be broken up to the extent that they will not affect ground water levels.

Building Codes

All construction on the site must conform to the latest edition of the City Code of the City of San Antonio and Supplements and to the HemisFair 1968 Building Construction Guide and Supplements as may be amended from time to time.

The participant will be furnished one copy of the HemisFair Construction Guide upon signing a lease agreement, and may obtain additional copies upon request. Copies of amendments to the Guide will be forwarded to all participants when published.

Copies of the Building Codes of the City of San Antonio may be obtained at the City Hall, Military Plaza, San Antonio, Texas.

Provisions for the Handicapped

The participant is required to provide for the accomodation of the physically handicapped in the planning of his buildings, approaches and sites. In this regard, the Exposition will provide standard specifications.

Approval and Permit to Build

No structure may be erected within the Exposition site unless it is aesthetically consistent with the general architectural standards and theme of HemisFair 1968, and has been approved by the Exposition. In this regard, the participant must submit preliminary and final building drawings and specifications to the Exposition with his applications for building permits.

System of Measurement

All project drawings must be in the English system of measurement; i.e., feet, inches, etc. Participants are particularly advised of the difficulties involving differences in gauges, mechanical equipment, building modules and the like when the metric system is used. Moreover, workmen in the United States building trades are neither trained nor experienced in metric measurements and conversion scales.

Safety Arrangements Within Buildings

The Exposition will require that all buildings constructed on the site meet certain standards and specifications in the interest of safety. The placing, design and construction of exits, stairs and transportation devices within buildings will fall within this regulation. Also, the Exposition will exercise certain controls over the installation of equipment requiring the use of dangerous combustibles, and over the installation of suspended apparatus and awnings.

Building Materials

Any building containing combustible materials in its construction, including wood, must be rendered fire-resistant by the impregnation or other application of a fire-retardant substance suitable to the Exposition.

All framework and structural sections must comply with the standards published by the American Society for Testing and Materials

Building Materials
(Continued)

and with the Building Codes.

Roofing materials must be of non-flammable materials. Roofs of glass or plastic which have a tendency to shatter must have adequate reinforcing to prevent shattering or must be protected underneath by wire netting capable of supporting the roof fragments in the event of breakage.

Critical Path Method Scheduling

All participants undertaking construction work on the HemisFair site will be required to submit a chart showing the activities to be completed during the course of the construction, the duration of each, and the calendar dates necessary for the completion of each activity in order to keep the project on schedule. This Critical Path Method (CPM) chart is to be submitted for the approval of the Exposition at the time set forth in the participant's lease agreement.

Participants will also be required to submit bi-weekly progress reports on forms supplied by the Exposition. These reports will show the percent of work completed on each activity during the preceding two-week period.

The Exposition will review all CPM schedules and progress reports, and will enforce strict adherence to scheduling, both in regard to final completion date and to dates of completion of the various activities shown in the schedule. The cooperation of all participants in this area is necessary to insure the completion of all projects in time for the opening of the Exposition.

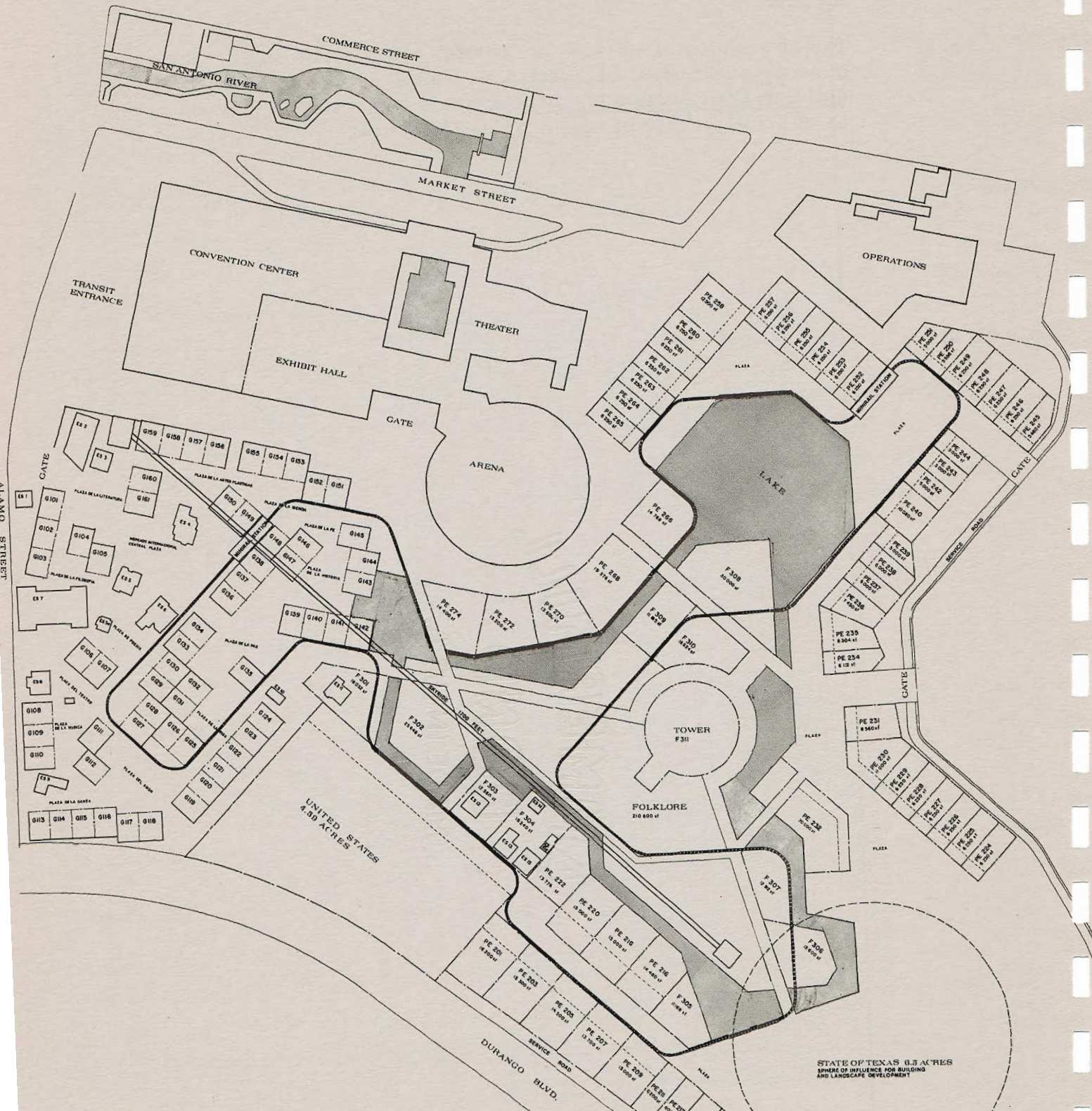
Certificate of Occupancy

No participant may open his buildings to the public until written approval and authorization has been obtained from the Exposition in the form of a Certificate of Occupancy. The Exposition may withdraw or withhold the Certificate of Occupancy if the construction, fittings, installations or equipment of the building do not comply with the stipulated specifications approved by the Exposition, or if they represent a danger or hazard to the safety of the public.

Prior to the issuance of a Certificate of Occupancy, the Exposition may issue a temporary Certificate of Occupancy to allow the participant to move in furnishings and set up exhibits.

General

The above provisions are for general information only. They are general summaries of certain sections of the HemisFair 1968 Building Construction Guide, and in no event should they be taken as the full or literal terms of participation.



INTERNATIONAL EXPOSITION
HEMISFAIR 1968 SITE PLAN



ES EXISTING STRUCTURES 30 038 sq. COVERED SPACE
 G GOVERNMENTAL SECTOR 87 225 sq. COVERED SPACE
 PE PRIVATE EXHIBITORS 563 104 sq. OPEN SPACE
 F FOLKLORE 383 193 sq. OPEN SPACE

STATE OF TEXAS 6.5 ACRES
SPHERE OF INFLUENCE FOR BUILDING
AND LANDSCAPE DEVELOPMENT

BUILDING COVERAGE, HEIGHT AND SETBACK REQUIREMENTS

SECTOR	LOT COVERAGE		HEIGHT		SETBACKS		
	Maximum	Minimum see note (4)	Maximum	Minimum	Front	Side	Rear
12' Minimum Height Except for Particular Variations to be Negotiated.							
<u>PRIVATE EXHIBIT (PE)</u> LOTS 201-215 258-265	100%	40%	42'	16'	As shown on site plan see (1) (2) (3)	None Permitted	None Required
<u>PRIVATE EXHIBIT (PE)</u> LOTS 216-222	66%	40%	32'	16'	As shown on site plan see (1) (2) (3)	None Required	None Required
<u>PRIVATE EXHIBIT</u> LOTS 266-274	100%	40%	28'	16'	None Required see (2) (4)	None Required	None Required
<u>FOREIGN GOVERNMENT SECTOR</u>	HemisFair is constructing closed space for Foreign Government Participation.						

- (1) The Exhibitor can build forward of the set-back line up to 10 feet of the front property line, but only to a maximum width of 40% of the front lot width. The structure built forward of the set-back line shall be of a covered canopy nature only, as approved by the Fair Corporation, with a maximum height of 12 feet.
- (2) Exhibitor shall provide adequate queue space on his own property as approved by the Fair Corporation.
- (3) No existing trees may be removed forward of the set-back line. Should any exhibitor violate this restriction, accidentally or otherwise, the tree(s) shall be replaced to the satisfaction of the Corporation, at the Exhibitor's expense.
- (4) Exhibitors shall provide landscaping in all areas not built upon, according to the requirements and guidelines set forth in special regulations to be issued by the Fair Corporation.

LABOR RATES

As a guide to construction costs, listed below are the latest hourly prevailing wage rates for construction workers in the San Antonio area, as negotiated between the Building and Construction Trades Council and the Associated General Contractors, and approved by the United States Department of Labor. The following rates were published October 1, 1965:

Asbestos Workers

	<u>July 1, 1965</u>	<u>July 1, 1966</u>	<u>July 1, 1967</u>
Journeyman	\$4.46	\$4.66	\$4.86
Apprentices (first-fourth year--53-80 percent of Journeyman rate)			
Overtime--double time			

Boilermakers

	<u>May 10, 1965</u>
Journeyman	\$4.40
Apprentices (First-eighth six months--60-95 percent of Journeyman rate)	
Overtime--double time	

Bricklayers

	<u>February 8, 1965</u>
Journeyman	\$4.50
Apprentices (first-sixth six months--\$1.25-\$3.83)	
Overtime--double time	

Carpenters

	<u>Oct. 1, 1965</u>	<u>July 1, 1966</u>	<u>July 1, 1967</u>
Journeyman	\$3.87-1/2	\$3.94	\$4.00

Carpenters
(Continued)

	<u>Oct. 1, 1965</u>	<u>July 1, 1966</u>	<u>July 1, 1967</u>
Apprentice (1st year)	\$2.27	\$2.31	\$2.34
Apprentice (4th year)	3.41	3.46	3.52
Overtime--double time			

Millwrights

	<u>Oct. 1, 1965</u>	<u>July 1, 1966</u>	<u>July 1, 1967</u>
Journeyman	\$4.17	\$4.24	\$4.30
Apprentice (1st year)	2.45	2.49	2.52
Apprentice (4th year)	3.67	3.73	3.78
Overtime--double time			

Cement Masons

	<u>July 15, 1965</u>	<u>July 15, 1966</u>	<u>July 15, 1967</u>
Journeyman	\$3.90	\$4.05	\$4.20
Apprentices (first-sixth six months--50-90 percent of Journeyman rate)			
Overtime--time and one half; Sundays and holidays double time			

Electrical Workers

	<u>July 1, 1965</u>
Journeyman	\$4.12-1/2
Apprentices (first-eighth six months--40-75 percent of Journeyman rate)	

Electrical Workers
(Continued)

July 1, 1965

Overtime--time and one half

Elevator Constructors

Nov. 1, 1965

Journeyman \$4.24

Helper 2.97

Construction overtime--double time

Common Laborers

Oct. 8, 1965 July 1, 1966 July 1, 1967

Laborer \$2.00 \$2.12 \$2.22

Overtime--time and one half

Lathers

Dec. 1, 1964

Journeyman \$4.25

Overtime--double time

Operating Engineers

July 21, 1965 July 1, 1966 July 1, 1967

Heavy Eqpt. \$4.15 \$4.30 \$4.45

Light Eqpt. 3.75 3.90 4.05

Overtime--double time

Painters

July 1, 1965 July 1, 1966 July 1, 1967

Brush on structural steel \$3.87-1/2 \$4.00 \$4.12-1/2

Spray or blast on structural steel \$4.12-1/2 \$4.25 \$4.37-1/2

Spray or pressure roller on other than steel \$3.87-1/2 \$4.00 \$4.12-1/2

Ordinary painting and preparation \$3.62-1/2 \$3.75 \$3.87-1/2

Add 12-1/2 cents per hour for all exterior work above two stories.

Apprentices (first-sixth six months--\$1.50-85 percent of Journeyman rate)

Overtime--time and one-half

Plasterers

Dec. 1, 1964 Dec. 1, 1965

Journeyman \$4.25 \$4.37-1/2

Apprentices (first-eighth six months--35-85 percent of Journeyman rate)

Overtime--time and one-half; Sundays and holidays double time

Plumbers and Pipefitters

	<u>July 1, 1965</u>	<u>July 1, 1966</u>	<u>July 1, 1967</u>
Journeyman	\$4.45	\$4.65	\$4.80
Apprentices (first-fifth year--40-80 percent of Journeyman rate)			
Overtime--time and one-half; weekends and holidays, double time			

Sheet Metal Workers

	<u>July 1, 1965</u>	<u>July 1, 1966</u>	<u>July 1, 1967</u>
Journeyman	\$4.27-1/2	\$4.47-1/2	\$4.65
Apprentices (first-eighth six months--50-85 percent of Journeyman rate)			
Overtime--time and one-half between 8 a.m. and 8 p.m., double time thereafter and for separate shift work after 5 p.m.			

Structural-Ornamental Iron Workers

	<u>Sept. 15, 1965</u>	<u>Sept. 1, 1966</u>	<u>Sept. 1, 1967</u>
Structural & Ornamental	\$4.20	\$4.25	\$4.30
Reinforcing	\$3.95	\$4.02-1/2	\$4.10
Sheeter and Bucker-up	\$4.35	\$4.40	\$4.45
Apprentices (first-sixth six months--60-90 percent of Journeyman rate)			
Overtime--double time			

Tile Setters, Terrazzo Workers and Marble Masons

Mar. 11, 1965 Mar. 11, 1966 Mar. 11, 1967

Journeyman, tile and terrazzo	\$3.62-1/2	\$3.75	\$3.87-1/2
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Journeyman, marble	\$4.15	\$4.25	\$4.25
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Apprentices (first-sixth six months--\$1.25-90 percent of
Journeyman rate)

Overtime--time and one-half; double time weekends and
holidays

The above is not intended as a complete listing of all the skills within a particular craft. Certain specialized skilled workers will draw a higher rate than a Journeyman; Foremen within each craft earn from eight to ten percent, on the average, higher than a Journeyman in the same craft.

The rates shown for Apprentices are for the first and last classification of Apprentice listed by the individual local union. The rates increase on a sliding scale from the first to the last classification of Apprentice.

GUIDE TO MISCELLANEOUS PARTICIPATION COSTS

Furnishings

Furnishings and equipment for offices, rest rooms, lounges, dining rooms, etc., can be purchased in San Antonio, rented or imported. The following list represents approximate installed costs of selected items of average quality available in San Antonio at the present time:

Carpets	\$7.00 to \$15.00 per square yard (installed)
Drapes	\$3.00 to \$20.00 per panel (in- stalled)
Venetian Blinds	\$.44 to \$.58 per square foot (metal)

Office Furnishings:

Desks	\$125.00 to \$600.00 each
Office Chairs	\$15.00 to \$100.00 each
Filing Cabinets (4- drawer)	\$50.00 to \$125.00 each
Safes (small)	\$200.00 to \$350.00 each
Typewriters (electric)	\$200.00 to \$700.00 each
Adding Machines (electric)	\$150.00 to \$350.00 each
Shelving (steel)	\$10.00 to \$15.00 per linear foot

Lounge Furnishings:

Upholstered chairs	\$80.00 to \$150.00 each
Sofas	\$175.00 to \$300.00 each
Tables (low)	\$25.00 to \$50.00 each

Dining Room Furnishings:

Dining tables (6 persons)	\$100.00 to \$250.00 each
Dining chairs	\$15.00 to \$40.00 each

Special Equipment

Restaurant	\$200.00 to \$600.00 per seat
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Shop Equipment

Island counters	\$15.00 to \$25.00 per linear foot
Wall display shelving	\$10.00 to \$30.00 per linear foot
Showcases	\$25.00 to \$40.00 per linear foot

Shop Equipment
(Continued)

Display tables	\$50.00 to \$200.00 each
Cash registers (small, electric)	\$500.00 to \$700.00 each

Library Equipment

Library shelving	\$15.00 to \$20.00 per linear foot
Card index files	\$100.00 to \$200.00 each
Tables (5-6 foot)	\$75.00 to \$150.00 each
Chairs	\$15.00 to \$30.00 each
Seating (moveable--metal or fiberglass)	\$10.00 to \$25.00 each
Seating (fixed--semi- upholstered)	\$10.00 to \$25.00 each
Seating (fixed--fully upholstered)	\$25.00 to \$40.00 each
Projection equipment:	
Screens	\$160.00 to \$850.00 each
Sound Projectors (16 mm.)	\$625.00 to \$700.00 each

Administrative Expenses

Staff:

Clerk	\$200.00 to \$250.00 per month
Executive Secretary	\$350.00 to \$425.00 per month
Stenographer	\$250.00 to \$300.00 per month

Housing:

Apartment-single	\$110.00 to \$175.00 per month
Apartment-married (family)	\$150.00 to \$200.00 per month
House	\$90.00 per month and up
Apartment (3- bedroom)	\$175.00 to \$350.00 per month

The above figures include completely furnished apartments with central air-conditioning and heating, carpeting and drapes--all conveniences. Majority of apartments have swimming pools.

Hotel Rates:

Single occupancy	\$7.00 to \$14.00 per night including food
Double occupancy	\$10.00 to \$17.00 per night including food

Administrative Expenses
(Continued)

Meals:

3 meals per day \$4.00 to \$8.00 per person

Official Cars (Rental):

Hourly rate \$1.00 to \$1.75 plus 7¢ per mile

Daily rate \$5.00 to \$9.00 plus 7¢ per mile

Weekly rate \$30.00 to \$45.00 plus 7¢ per mile

Collision protection \$1.00 per day or \$5.00 per week

(Air conditioning also available at additional cost.)

Limousine with
chauffeur

\$3.00 per hour or \$.35 for
first 1/4 mile and \$.10 for
each additional 1/3 mile

E. Public Relations

E-1 Public Relations and Exhibitor Relations Program

PUBLIC RELATIONS AND
EXHIBITOR RELATIONS PROGRAM

Man, an avid consumer of products and ideas, has long relied on the power of the printed word, the picture, or an exhibit to attract attention.

Bringing together exhibitors and consumers will be the ultimate goal of the Public Relations Department of HemisFair 1968.

This international Exposition is unquestionably generating the most massive and significant promotional campaign in the history of the Southwest--a campaign that will attract the attention of a worldwide audience to this spectacular event.

As word of the exciting showmanship of HemisFair spreads through pre-Fair years, every available publicity tool will be utilized in HemisFair's friend-raising programs.

Public relations techniques will change for various audiences, but introduction of HemisFair to each market will be dramatically dynamic. The basic theme of the Exposition, "The Confluence of Civilizations in the Americas," is a fascinating story that has not yet been told. Without embellishments or gimmickry, that story is interesting and exciting.

It is a story that lends itself to promotional tie-ins for all exhibitors, whether governmental or private. The Public Relations Department of the Exposition, in its overall capacity as a service organization, will assist participants in every way possible to insure that their participation in HemisFair 1968 is not only pleasurable, but profitable.

The intensive promotional campaign to attract millions of visitors to the Fair, timed to reach its peak in 1967, has already begun to spread the word that HemisFair will be a glittering 92-acre world of the past and future--an animated work of art conceived and executed by scientists, architects, artists and men of vision.

National and international magazines and newspapers, television, wire services, wirephotos, house organs, trade journals and other media will continue to be used extensively to supplement HemisFair's rapidly-expanding services of news and feature releases, color films, mat service, speakers' bureau, television and radio news tapes, brochures and other activities in support of the Exposition.

HemisFair's Public Relations Department will concentrate through-

PUBLIC RELATIONS AND
EXHIBITOR RELATIONS PROGRAM (Continued)

out 1966 in assisting exhibitors, potential exhibitors and the Exposition's own departments in achieving their special publicity needs. Contracts of HemisFair representatives with other governments and with industrial exhibitors in other nations will be enhanced by follow-up publicity through HemisFair's translation facilities.

Throughout the world the Exposition's staff and advertising and public relations consultants in Mexico City, New York, Paris and other points of the globe will announce the coming of the spectacle to audiences through every practical known media of communications, and some as yet perhaps unknown.

In addition to HemisFair's professional staff, invaluable assistance is given by the most highly respected public relations personnel in the area, through volunteer service on the Public Relations Committee. Experts in advertising, press, television, radio, movies and public relations serve on the advisory committee. Together they are working to tie in promotions with the Mexican government which will prove mutually beneficial to HemisFair exhibitors and to the Olympic Games to be held in Mexico City in 1968. The Public Relations Committee also is developing the image of this Fair of the Americas as an Exposition where fun and merriment will reign supreme for 184 days and 184 nights.

Groundwork has already been established to assure cooperation from the United States Travel Service, the United States Information Service, major airlines, train and bus companies, restaurant and hotel chains, and national and international organizations in promoting attendance at HemisFair 1968.

A press pavilion on the grounds of HemisFair containing every facility necessary for transmitting and disseminating information and pictures will open in 1967, in ample time for thorough coverage of construction stories. In addition to visiting press, these facilities will be available to public relations personnel working in conjunction with exhibitors. It is estimated that more than 1,000 visitors from the press throughout the United States and many foreign countries will visit the grounds before opening day. An estimated 7,500 press will be accredited during the six-month exposition.

Specialists in the various means of mass communication will be available to assist these visitors. Additionally, HemisFair's own staff, during the Exposition, will issue frequent news releases to newspapers, radio and television--up-to-the-minute stories on

PUBLIC RELATIONS AND
EXHIBITOR RELATIONS PROGRAM (Continued)

crowd status, weather, feature attractions, attending dignitaries and other events of interest.

Unlike many other expositions, HemisFair's press pavilion and all major exhibits will be within walking distance of San Antonio's hotel district, its three daily newspapers with wire service and wirephoto outlets, three major network television studios, and radio stations of all major networks, all located in the downtown area.

F. Operations

- F-1 Attendance Potentials
- F-5 The Site
- F-8 The City of San Antonio
- F-11 Visitor Services
- F-15 Transportation and Shipping
- F-18 Security Services

ATTENDANCE POTENTIALS

Economics Research Associates of Los Angeles, California, economic consultants to the Exposition, have officially estimated, on the basis of previous exposition experience and by means of tested sampling techniques, that attendance at HemisFair 1968 will range from approximately 6 million to 8.5 million. The mid-point between these values, 7.2 million, was chosen as a conservative planning estimate.

The ERA report was filed in April, 1963. Progress of the Exposition since that time, and growing public interest have encouraged HemisFair 1968 to expect an attendance over this projection.

The following table of attendance details is based on the original planning estimate, 7.2 million:

Attendance by Population Area

<u>Area</u>	<u>Population</u>	<u>Estimated Attendance</u>	<u>Percent of Total</u>
Primary (two hours from San Antonio)	1,508,100	2,098,800	29.1
Secondary (six hours from San Antonio)	7,620,000	2,046,000	28.3
Tertiary (remainder of Texas)	2,600,000	164,300	2.3
Out of State		<u>2,915,000*</u>	<u>40.3</u>
Total		7,224,100	100.0

(*There has been no official and reliable estimate of the number of persons from Mexico who might visit the Exposition; however, approximately 100,000 Mexicans visit San Antonio annually, and it is presumed that the majority of these visitors will attend the Exposition. It is further presumed that the Exposition will draw a greater than average number of Mexican citizens to San Antonio.)

ATTENDANCE POTENTIALS
(Continued)

Approximately 87 percent of the total attendance is estimated to come from within a 750-mile area surrounding the City of San Antonio.

Monthly Attendance

<u>Month</u>	<u>Percent of Total</u>
April	7.5
May	13.0
June	16.5
July	18.0
August	19.5
September	15.0
October	<u>10.5</u>
Total	100.0

Daily Attendance Levels

Peak-day attendance is conservatively estimated at 95,000. The following table will show the percentage of daily attendance by season:

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>
Monday	10.5	14.0	9.0
Tuesday	10.0	14.5	8.0
Wednesday	11.5	15.5	9.5
Thursday	12.0	15.0	9.0
Friday	12.5	13.0	12.5
Saturday	24.5	14.5	27.0
Sunday	<u>19.0</u>	<u>13.5</u>	<u>25.0</u>
	100.0%	100.0%	100.0%

Hourly Attendance

During the 15-hour operating schedule (from 9 a.m. to midnight), the peak arrival hour will be between 9 a.m. and 10 a.m. Departure rates will build up slowly to an intermediate high rate of 11 percent during the hour from 5 p.m. to 6 p.m., then decline slightly. Peak departures are expected during the hour from 9

Hourly Attendance
(Continued)

p.m. to 10 p.m. Peak in-grounds attendance is expected to occur between 3 p.m. and 4 p.m. and should be equivalent to approximately 70 percent of the daily attendance.

Arrivals, Departures, and In-Grounds Attendance, by Hours

<u>Hourly Interval</u>	<u>Arrival*</u>		<u>Departures*</u>		<u>In-Grounds Crowd*</u>
	<u>Hourly</u>	<u>Cumulative</u>	<u>Hourly</u>	<u>Cumulative</u>	
9 - 10	18	18	--	--	18
10 - 11	17	35	--	--	35
11 - 12	13	48	1	1	47
Noon - 1	11	59	1	2	57
1 - 2	9	68	2	4	64
2 - 3	8	76	3	7	69
3 - 4	6	82	5	12	70
4 - 5	3	85	9	21	64
5 - 6	2	87	11	31	56
6 - 7	4	91	9	40	51
7 - 8	5	96	8	48	48
8 - 9	3	99	12	60	39
9 - 10	1	100	18	78	22
10 - 11	--	--	12	90	10
11 - 12	--	--	10	100	--

*Percent of daily attendance

Per Capita Visitor Expenditures

	<u>Market Segment by Family Income Level</u>	<u>Percent of Estimated Attendance</u>	<u>Per Capita Expenditures</u>
	\$ 0 - \$2,499	3.9	\$2.25
Texas Residents	\$ 2,500 - \$3,999	7.1	\$2.75
	\$ 4,000 - \$6,999	18.5	\$4.00
	\$ 7,000 - \$9,999	11.5	\$5.50
	\$10,000 - and over	18.7	\$7.25
Out-of-State Visitors	Estimated average family income: \$8,000	<u>40.3</u>	\$5.00
		100.0	
	Mean per capita expenditure:		\$5.03

Per Capita Expenditures by Major Item

Parking	\$.11
Gate Admissions	1.48
Food and Beverages	.96
Show and Spectacles	.48
Rides and Amusements	1.07
Merchandise and Miscellaneous	<u>.93</u>
Total	\$5.03

THE SITE

Location

Located in the heart of downtown San Antonio two blocks from the historic Alamo, the site of the Exposition lies in the center of an area surrounded by an Interstate Highway Loop system. Running adjacent to the site is the San Antonio River and its downtown River Bend, the Paseo del Rio, whose sidewalks and grassy banks are lined with giant cypress, cottonwood, and pecan trees. Restaurants, shops, nightclubs, park areas and an open-air river theatre front on the river in the Paseo del Rio area.

The HemisFair site is also directly adjacent to Commerce and Market Streets, an important East-West interchange linking together the major historic landmarks within the downtown area. Beginning with the colorful Mexican Market on the West, these streets pass by Main Plaza and the San Fernando Cathedral to Military Plaza, the Spanish Governor's Palace (circa 1749) and the City Hall. They continue on to Dolorosa Plaza, the Public Library and Paseo del Rio to La Villita, a restoration of San Antonio's earliest residential settlement (circa 1722) which terminates at the Western edge of the HemisFair site.

The site of the Exposition will become the permanent Civic Center of San Antonio. By 1968, the Paseo del Rio River Channel will be extended to the East between Commerce and Market Streets to form a lagoon at the Convention Center, thereby connecting the site of the Exposition with the Paseo del Rio. Transportation facilities will be provided, including a boat marina, bus terminal, auto parking and a heliport.

The site of the Exposition, by its planned development, physically as well as visually links the historic old section of San Antonio with the active central business district of the city.

Description of Site

The site of the Exposition is basically flat with a gentle slope from the North to the South boundaries. An important natural asset to the site is an abundance of natural tree cover which includes pecan, elm, oak and hackberry trees. In addition to the Paseo del Rio River Extension, a waterway will meander through the grounds, beautifully landscaped and heavily endowed with large shade trees. Numerous hundred-year-old early Texas adobe houses will be renovated for use as small exhibit structures during the Exposition. It is planned that trees, waterways,

Description of Site (Continued)

permanent pavilions and plazas will make up a permanent Gardens Area at the heart of the Civic Center after the Exposition is closed.

Schedule of Work

Acquisition of the various parcels of land which comprise the site of the Exposition is 99 percent complete as of January 1, 1966. Rough grading and installation of utilities will be completed by summer of 1966, and the site will be ready for construction of exhibit buildings. Installations of exhibits in exhibit buildings must begin in January 1968 in order to open by April 6, 1968.

Distribution of Areas

Upon entering any one of the gates to the Exposition, the visitor has his attention drawn to the theme area by a soaring concrete tower, which rises as a marker for the United States Pavilion and the Foreign Nations Theme Exhibit area.

A broad pedestrian way leads the visitor around the site and through the exhibitor pavilions. These exhibitor pavilions face on the permanent Gardens, where dining facilities, amusements and other activities will be located.

Parking

Adequate parking is insured by a 6,000-car lot along the Eastern boundary of the Exposition and nearby parking facilities having a total capacity of 4,500 automobiles.

Internal Roads

A road system around the perimeter of the Exposition site will provide access to all service areas on the grounds. Pedestrian paths will provide small vehicle access to the interior of the site during the Exposition hours and access for larger vehicles after hours.

Internal Transportation

Quick and direct access to any part of the site will be provided by a minirail transit system. A boat ride will carry North-South circulation and a skyride will connect the East and West entrances and points between.

External Transportation

Local transportation systems will be coordinated with HemisFair scheduling to handle transportation from within San Antonio to the site. Arrangements are being made with national and international transportation carriers to stimulate and accommodate travel to San Antonio during 1968.

THE CITY OF SAN ANTONIO

San Antonio, the fifteenth largest city in the United States, is a pleasant blend of two cultures. Its Spanish heritage is evident in its people, its public gardens and plazas, its languages, in the narrow river that winds (in such convolutions that the Indian name meant "drunken old man going home at night") beneath 40 bridges through the center of the city, and in its easy-going, friendly way of life.

Climate

Located some 700 feet above sea level, the city has a temperate climate, with an average winter temperature of 59.6 degrees and a summer average of 78.8 degrees (Fahrenheit). Rainfall averages 27.08 inches.

Trade Area

San Antonio's retail trade area, composed of 50 of Texas' 254 counties, accounts for 22 percent of the total population of the state, 20 percent of the households, 18 percent of the effective buying income and 18 percent of the retail sales. In this 50-county area served by San Antonio, there are more people, more households, higher perhousehold incomes and more retail sales than in each of twenty other states.

Industries

The city's major industries include medical and scientific research, military installations, electronics, pharmaceuticals, clothing and footwear. It has an abundant labor pool and tax rates favorable to industry.

Utilities

Electricity, natural gas and water are available in sufficient quantity to support rapid growth, and at costs below the national average.

San Antonio in Statistics

Population: 800,000

San Antonio in Statistics
(Continued)

Municipal Airport:	San Antonio International
Assessed Valuation of City:	\$1,003,676,350 (total 1964)
Assessed Valuation of County:	\$587,282,780 (Total 1964)
Banks:	29 commercial, 1 private, 1 Federal Reserve Bank Branch
Building Permits, City:	\$70,213,804 (1964)
Business Establishments:	12,000 (County)
Bus Lines:	5
Bus Depots:	Continental Trailways, Greyhound
Churches:	500, all denominations
City Parks and Playgrounds:	150, covering more than 4,100 acres
Electric Meters:	209,166
Gas Meters:	182,173
Water Meters:	134,160
Golf Courses:	4 municipal, 8 country club
Hospitals:	11 private, 2,000 beds; 2 military, 2,100 beds; 2 State, 4,000 beds and 2 County, 500 beds
Library:	1 main, 7 branches, 6 mobile; total volumes, 448,705
Major Highways:	I H 10, 35, Loop 410; U.S. 87, 90, 181; State 16, 346
Manufacturing Establishments:	850, with 26,000 employees

San Antonio in Statistics
(Continued)

Military Establishments:	Brooks AFB; Kelly AFB; Lackland AFB; Randolph AFB; and Fort Sam Houston; total assigned as of June 1964; Military 50,600; Civilians 30,900
Motor Freight Lines:	36 common carriers
Daily Newspapers:	3
Postal Receipts:	\$11,763,929 (1964)
Radio Stations:	15, including three Spanish-speaking
TV Stations:	5, including one Spanish-speaking, one educational
Railroads:	3
Retail Sales:	City \$817,086,000; County \$855,942,000 (1963)
Schools:	219 (Public); Enrollment 142,000
Telephones:	272,463
Theaters:	16 indoor; 19 drive-in
Government:	Council-Manager

VISITOR SERVICES

The entire city of San Antonio is anxious to accomodate and to welcome the millions of visitors to HemisFair 1968. San Antonio voters have approved a \$30 million bond issue for a massive public works program to ready the city for the event, and local and area merchants are actively remodeling, building and expanding to insure adequate facilities for Exposition visitors.

Treatment of Visitors

From its State motto, "Friendship," to its approachable people, Texas is a friendly state, and visitors are always treated with courtesy and solicitude.

On the site, the Exposition will enforce rigid standards of prices, quality and guest relations. Off-site, the Exposition in company with the San Antonio Chamber of Commerce has enlisted the enthusiastic cooperation of restaurant, hotel and merchants' associations in obstructing profiteering in any form, in maintaining high quality and fair prices, and in making HemisFair visitors feel at home.

Lodging

The San Antonio Chamber of Commerce Committee on HemisFair Lodging and Food, comprised of representatives of the Exposition, the Chamber of Commerce, the Hotel and Motel Association, the Restaurant Association and the City Council, plans to establish an Accomodations Bureau to provide visitors with reservations and information on rates and availability of lodging during the Exposition.

In addition, the Bureau is preparing a survey of private homes in the area offering rooms and generous hospitality. Lists and rates of San Antonio and area hotels and motels have already been compiled and the Bureau will update its rosters continuously to include the great number of new facilities planned or under construction.

Food

Excellent food is available in San Antonio in all price ranges and in rich variety. The influence of many generations of mixed cultures in the city is seen perhaps most clearly in its abun-

Food
(Continued)

dance of native restaurants: French, German, Chinese, Italian, Kosher and always, Mexican. San Antonio also has an abundance of excellent restaurants specializing in Texas' indigenous beef, seafood and Southern dishes.

It is expected that concessionaires from all over the world will offer their national cuisines at the Exposition. All restaurants will be operated under the policies and strict supervision of the San Antonio Health Department.

Conventions

The City of San Antonio's new \$10 million Convention Center, located on the site of the Exposition and able to accomodate ninety percent of the conventions held in the United States, will house numerous conventions, many of them already booked, during the Exposition.

Representatives of the Convention Department of the San Antonio Chamber of Commerce will offer presentations of San Antonio's convention facilities to any interested group.

Children's Services

A Youth Reception Center on the Exposition site, staffed by a well trained organization, will assist in directing and suggesting activities for children, both school groups and individuals. Educators and other experts in youth affairs will develop educational programs designed to capture the imagination of young audiences.

Baby-sitting services and special diversions will be offered for the care of young children. Mothers carrying infants on the site will have the convenience of a fully supplied diaper-change and baby-care room.

Health Protection

San Antonio, one of the Southwest's major medical research centers, has outstanding medical facilities. The Exposition itself will maintain medical facilities on the grounds sufficient to render emergency aid when necessary. HemisFair 1968 will implement every precautionary measure to insure the health and comfort of its visitors and participants. The compactness of

Health Protection
(Continued)

the site, combined with judicious placing of rest areas, shade and air conditioning, will mitigate fatigue.

Special facilities will be provided to assist physically disabled persons to enjoy their visit to HemisFair.

Transportation

Transportation facilities in San Antonio will be fully mobilized and greatly supplemented to provide rapid transportation to the site of the Exposition. Air conditioned city buses will schedule frequent service to the grounds from all parts of the city, special buses will make regular runs from nearby cities, and motels on the periphery of the city will operate shuttle transportation to the site. Ample taxicabs will be available at reasonable rates.

By opening day, the City of San Antonio and the Texas Highway Department will have completed extensive programs to provide street and expressway access to the site, and adequate parking area will be located in close proximity to the front gate.

Visitors lodging in the downtown area will find it convenient to walk the few blocks to the Exposition.

Travel Information

HemisFair 1968, in conjunction with the Texas Tourist Development Agency, the Texas Highway Department and the San Antonio office of the Mexican Tourist Bureau, will provide maps, guides and other information to visitors who wish to tour other parts of Texas or to attend the Olympic Games in Mexico City immediately after the close of the Exposition.

Additional Services

Visitors will be assisted by:

- Information centers at airports and along Texas highways.
- Maps, guides and informative folders at all gates.
- Daily listings of events.
- Interpreters.

Additional Services
(Continued)

- Trained guides.
- Special receptions for distinguished visitors.
- Arrangements for group tours.

TRANSPORTATION AND SHIPPING

Travel

Visitors to HemisFair 1968 will enjoy excellent travel. Air and bus lines serving the city have pledged their cooperation in scheduling to insure a smooth flow of transportation into and out of San Antonio, and the Texas Highway Department is working to complete several major expressway projects before the opening of the Exposition.

Air Lines

San Antonio International Airport is served by six regularly scheduled airlines: American, Braniff, Continental, Eastern, Mexicana and Trans-Texas. Many flights daily connect with all major cities in the United States and directly with Mexico.

Highway

Texas highways are among the best in the nation. Some 65,000 miles of roadways and broad expressways lace the state, linking with the United States Interstate Highway System and offering a rapid, pleasant drive to any point in Texas. Speed limits on the major highways are 70 miles per hour during the day and 65 miles per hour at night. The Texas Highway Department, by careful marking of all highways and by maintenance of the state's unique roadside parks, assures the safest and most comfortable motoring across the vast system.

Bus Lines

Two national bus lines, Continental Trailways and Central Greyhound, offer regular service in and out of San Antonio. In addition, the Kerrville Bus Line serves San Antonio and the Southwestern United States, and the Painter Bus Line operates a regular schedule to points in Texas.

Railroads

Railroads out of San Antonio serve New Orleans, points West, the Midwest and Mexico directly, and connect with major lines across the nation.

Air Freight

All scheduled passenger airlines serving San Antonio provide air cargo service, and Air Express shipping is available through the Railway Express Agency. In addition, several non-scheduled airlines, represented in San Antonio by the Independent Airlines Association, offer occasional flights to the city.

Rail Freight

Three trunk railroads, the Missouri-Kansas-Texas, the Southern Pacific and the Missouri-Pacific, serve San Antonio with eight outlets in the city. There is one short line and switching line, the Texas Transportation Company.

The city's rail freight will accommodate less-than-carload traffic as well as carload shipments.

Truck Lines

San Antonio is served by 36 common carrier truck lines, some operating chiefly in territory close to the city, others reaching to the borders of Texas and to all the state's principal cities. Some offer direct one-line through service to major cities of the United States, and the larger lines interchange trailers with other carriers to reach points not certified to San Antonio truckers. Overnight delivery is available within a radius of 300 miles.

Freight Forwarders

Ten inbound and two outbound San Antonio freight forwarders afford fast, efficient and economical service to shippers and receivers of small consignments.

Ship and Barge Cargo

Steamship cargo and heavy-volume barge shipments on the American Inland Waterways System may be transported conveniently and economically to San Antonio from the Gulf ports of Houston, Corpus Christi and Brownsville, either by truck or rail. Sea land service (combination motor truck and steamship freighting) is available from the Port of Houston to North Atlantic Ports of the United States.

The Exposition, in conjunction with the San Antonio Chamber of

Ship and Barge Cargo
(Continued)

Commerce, offers expert assistance to participants in all shipping arrangements and will provide complete information on rates and routing for specific commodities from specific locations.

SECURITY SERVICES

To insure the comfort and safety of Exposition participants and visitors, HemisFair 1968 will provide the following Security Services:

Police-Security

In conjunction with other law enforcement agencies, the Police-Security Service will maintain adequate protection and order at all times on the site. It will be the duty of the Security officers to provide for the comfort, safety and welfare of all visitors and participants, and to protect property and valuables.

Fire Protection

Fire prevention and control crews will issue and enforce specific regulations to prevent and control fire hazards and will implement training programs to protect life and property against such hazards.

First Aid

A First Aid Station will be in operation throughout the Exposition. Physicians, dentists and nurses will be on hand at all times to render first aid treatment, and an ambulance will remain on constant standby duty on the site.

Safety Engineer

A safety engineer will work in conjunction with first aid personnel and insurance representatives before, during and after the Exposition. He will instruct employees in safe working methods and will be responsible for keeping the grounds free of hazards by inspecting all amusements, buildings and vehicles on the site.

Communications

The Exposition will maintain a modern network of communications designed to meet any foreseeable emergency need and adequate for the operations of the Exposition and its participants. HemisFair 1968 will coordinate the placing of telephone installations on the site, will provide messenger service and will print numerous bulletins and manuals. The Exposition will accommodate members of the press with telephone, teletype, wirephoto and all necessary communication facilities.

