

# Interama Theme: 'Progress with Freedom'

By HARRY HOOD BASSETT

President, First National Bank, Miami, and member, Inter-American Center Authority (Interama).

Interama is looming large on the shore of Biscayne Bay and some people are asking, "What is it?" It can best be described as a permanent exhibition of the achievements and cultures of various nations.

Situated on 1,680 acres of subtropical land at 163rd St. and the Intracoastal Waterway in Miami, each exhibitor will design his own building under the supervision of the controlling body known as the Inter-American Center Authority.

Dr. Irving Muskat, a scientist and dedicated civic leader, is the guiding hand in Interama.

The immediate major objective is a better understanding between the United States and the countries of Latin America, but it is believed that eventually nearly all nations of the world will be represented in Interama.

The authority will utilize the best architects of our respective countries to interpret in our buildings and exhibits the true character and atmosphere of these countries. The best of dances, music, fabrics and fabrications, artifacts, native products and foods will be on continuous exhibition at Interama.

An international center for meetings of the O.A.S. and its members with conference rooms, dining rooms and housing facilities will be a featured attraction. Guides for this building will come from the various countries represented in the exhibit and will receive a year's free schooling in exchange for their services.

Invitations will be extended to the top industrial companies here and abroad. Many unique exhibit designs are projected; for instance a miniature model of a paper making and printing plant and a miniature of an automobile production line.

The festival area, dedicated to amusements, will use highly imaginative technical and artistic devices. It is hoped that these will make the Interama entertainment area comparable to that of Disneyland. Appropriate space will be available in this area also for "leisure industry" exhibits where makers of recreational and sporting goods can display their wares.

The objective here is personal involvement. Plans are being made for visitors to swing a golf club, learn how to set up a camp tent, scuba dive in a tank or even learn to swim.

American legend and folklore will be enshrined here and reenacted for the entertainment and enlightenment of old and young.

An important by-product of Interama will be an ever-increasing better understanding between peoples.

The major areas of interest in Interama will be cultural, festival, industrial, and international.

The cultural area will include facilities for the performing arts as well as spectator sports. Here a floating stage which can be viewed from seats on land or from boats in a lagoon called Bahia de las Americas, will be the featured attraction. An enclosed arena for rodeos, ice shows and championship sporting events will be another facility in the section.

The industrial section will utilize some new and breath-taking display technology to show industry's "Progress with Freedom" which is the theme of Interama.

The international area, it is hoped, will be a continuing exhibit of the national resources, interests and problems of individual nations which may be shared by all.

As for the economic impact on Florida, Interama is expected to generate 100,000 new permanent jobs as a result of the additional business created by millions of additional tourists who will come to Florida specifically to see Interama.

Even before operations begin, more than 54,000 jobs spread over a three-year construction period will be created. The completed operation will be staffed by more than 6,000 employees.

It is predicted that 15 million visitors will pass through the turnstiles during the first year. Lodging expenditures of these visitors should total \$240 million annually, food and drink \$275 million, amusements \$130 million, clothing and footwear \$120 million, and gasoline and oil \$90 million.

Only \$8 million of an authorized \$21 million bond issue has been used to date. Of this, \$3.5 million was used to prepare the site. Four and one-half million dollars has been retained as working capital.

Ultimately the remaining \$13 million of the authorized \$21 million bond issue will be used; all of which was underwritten by Goodbody & Co. These tax-free bonds are now selling above par and yielding 4.9% interest annually.

A twenty-two million dollar loan has been obtained, which will be used for construction of the Federal and Latin American Pavilions.

To the above will be added, it is hoped, another \$11 million for preparation of Federal exhibits and another \$4 million for operation and maintenance of these exhibits. A bill is before Congress now to authorize these grants.

It all adds up like this:

Land worth approximately \$60 million after development securing a bond issue of: \$21 million

Government participation in buildings for U.S. and Latin America: \$22 million

U.S. Government exhibits and maintenance: \$15 million  
A total of: \$58 million

Other features of Interama are:  
An Audio-Visual Library which will show films on American history, products and current events at the mere touch of a button.

Parking, instead of being at points far distant, will be close in and dispersed throughout display area.

Orientation Centers will automatically answer any questions visitors may care to ask about Interama or any of its displays.

Architecture will be free of freakish gimmicks and will be designed for permanent use.

Natural beauty of the Florida flora and fauna will be utilized to the limit to beautify the exhibit area and approaches. Restful peninsulas of greenery, shady parks, sunny beaches and picnic areas will be in abundance.



HARRY HOOD BASSETT

Atmosphere will be that of a foreign market place. It will be fair-like but void of the transient characteristic which gives that "here today, gone tomorrow" atmosphere to the conventional one-shot fairs. Buildings will all be designed for permanency as well as alluring beauty. Visitors can return repeatedly with the assurance that they'll see something new each time because interiors of exhibits will be changed with the changing times.

Exhibitors will participate by invitation only. Not all who apply will be accepted.

Opening date is now projected for early December 1967. Six hundred and eighty of the 1,680 acres will be in use at opening time. One thousand acres are being held in reserve for future expansion.

Personnel of Interama is directed by Dr. Irving Muskat, chairman, who has been in charge since 1961; Robert B. Browne, architect-in-charge; Morris Lipp, coordinating engineer; Lee Ross, director of information and research.

Financing from Federal sources requires observance of a Federal law to the effect that a search must be made for private bidders before the Government purchases the bonds through the Community Facilities Administration. Then the Administration will hand the cash over in return for bonds to be retired from operating income.

Presidential impetus: It was the late President Kennedy who gave the Federal nod of approval to Interama while flying in a helicopter above the Interama site. President Lyndon Johnson and Vice President Hubert Humphrey subsequently gave their enthusiastic endorsement during an air inspection of the area.

American States Endorsement: The Organization of American States gave support to the Interama master plan.

Ultimate Cost: The initial loan of \$22 million by the Federal Government is only a beginning. It is estimated that the ultimate cost of Interama including land, roads, utilities, administrative buildings, pavilions, exhibits and concessions will reach a half billion dollars.

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# What's Interama?

## A Fair and More

What is Interama? Who will go there and what will they see?

This is the question which Dade County residents have been asking for more than two decades, as supporters of Interama battled for the financing to make it a reality.

**Last month, Interama cinched its future with the approval of a \$22 million loan from the Community Facilities Administration, an agency of the federal government.**

This means that within the next three years there will rise on the eastern shore of Biscayne Bay, between North Miami and North Miami Beach, a giant fair-like exposition expected to become a permanent display of the cultures of the world.

Interama officials are hesitant to call their project a fair, an exposition or a park, because it will be more than any of these.

**"We just haven't got a word for it, because there's never been anything like it," said one of the planners last week.**

For a realistic picture of what you will actually see at Interama, the Journal staff has picked the brains of the men who are planning it. Basic concepts have been formed and in some instances the planning is detailed. In other cases, the planners can only tell what they hope Interama will become, based on these concepts.

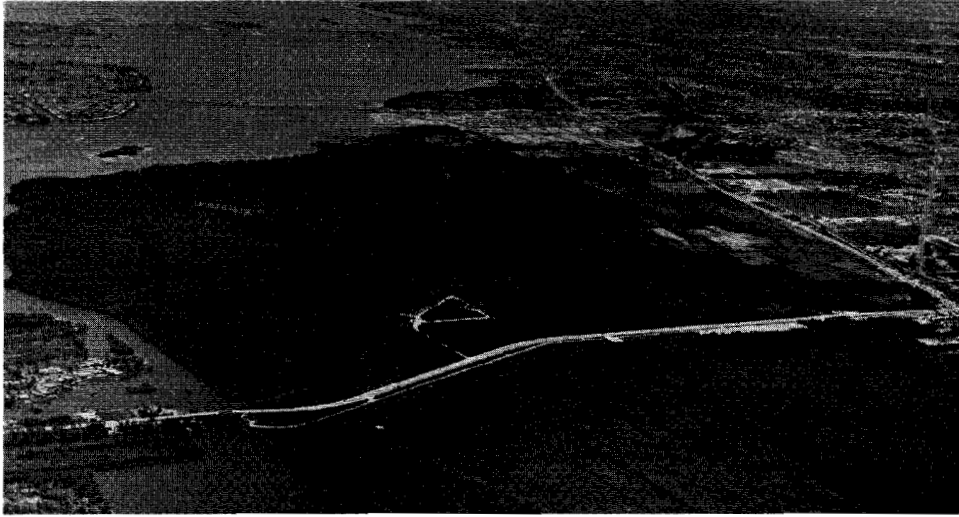
**From numerous interviews with Interama's planners, the stories in this special section of the Journal have resulted. It is the most detailed, up-to-date information about Interama ever published.**

Interama in its finished form may vary somewhat from the descriptions herein. But as of this date, with an opening date set for Dec. 1, 1967, these stories tell you what the people at Interama have in mind.

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# From Swamp, Interama Emerges



The Site in August, 1962, Before Dredging Began



The Site Today, After Clearing and Filling



Artist's Conception of Site When Interama Is Complete

# Architecture to Cover Past, Present, Future

By **SUSAN NEUMAN**  
Journal Writer

The architecture of Interama should reflect the past, encompass the present and give a hint of the future, according to its architects. Interama architects have projected concepts of the direction this architecture will take, but the actual design will be done by the exhibitors.

No "gimmick" buildings will be used.

"If there's an exhibit for, say, Brazil, then that exhibit should say 'Brazil' in such a way that it couldn't be anything else," said Robert Browne, Interama's architect-in-charge.

Browne said the theory is that each Latin American country has something that makes it different from every other country in the Americas. The first step in providing an exhibit for Brazil, for example, would be to get together a group of Brazil's top creative planners and thinkers.

"These should be leaders in many areas of Brazilian life," Browne explained. They would make up a planning group which would examine ideas and facts which would best represent Brazil in Interama and would tie in with the Progress With Freedom theme.

"From this basic concept," Browne continued, "the best architects and planners available would develop ways to communicate it," he said.

The tools of communication might take the form of the performing arts, a museum, a speaker, a demonstration exhibit or other, perhaps more original methods of communication.

After the method for communicating the message is determined, the actual building of the exhibit can be planned.



**Robert Browne**  
... chief architect

"A good architect works from the inside out," Browne explained. "First you have to decide what is to be housed, then you can design an appropriate building to house it."

The outside of the building should convey as much of a message about what is inside as does the actual exhibit.

"The structures should have a beauty and serenity about them and have a timeless essence," he explained.

"They will be contemporary, but will reflect the history of the exhibitor. If it's the Mexican pavilion, it should recall the flavor of old Mexico, yet still be contemporary."

"There won't be any papier mache villages. We intend to utilize all the latest technological advances and materials. Remember, Interama is a permanent exhibit," Browne pointed out.

"Gimmick buildings in strange shapes for the sake of novelty won't be used at Interama," he said.

"But the Festival Area and the bazaar area may use more playful forms to agitate the imagination," Browne said.

In the Cultural Area, the structures will reflect the art form for which they will be used. Here the structure will be appropriate for that specific function and therefore less flexible.

"The prime thing in an opera house is the opera, not the structure," Browne said.

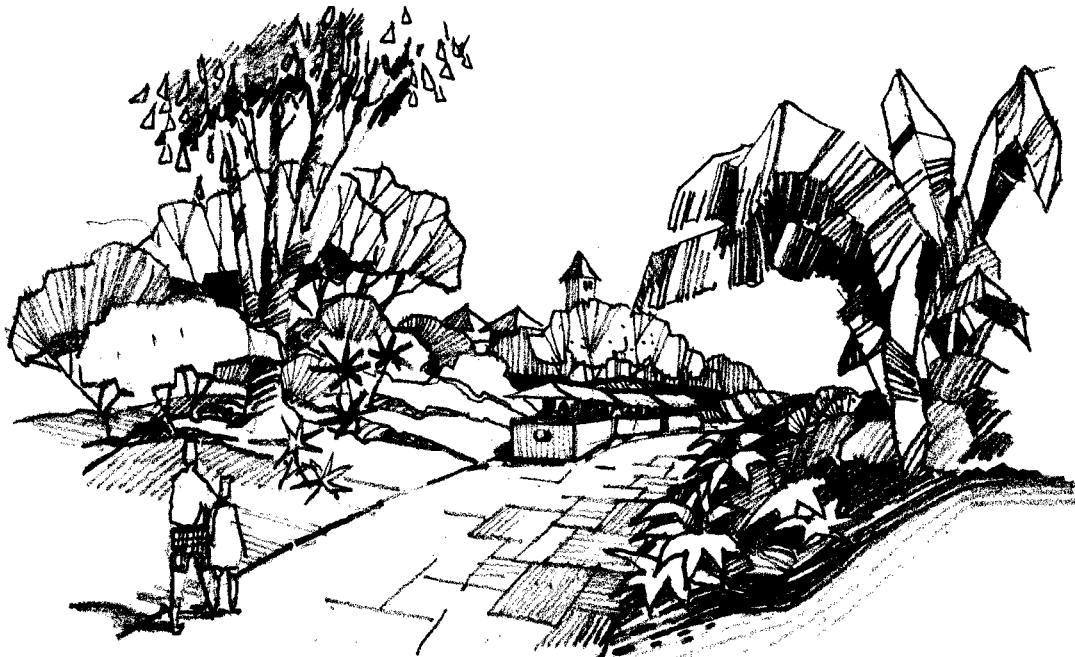
Milton Harry, consulting architect for Interama, pointed out that there will be a separate facility for each of the performing arts.

"If we have an opera house, it will be the best opera house for that type of performance. There will be no compromising one art form by putting it in a structure built to house another art form," Harry explained.

"We hope to play up ideas. The architecture should be background architecture," Harry said.

Under plans for the land use at Interama, exhibits will be clustered in small "communities" with germane interests. Between each community will be a park.

# An Ace Card: Landscape 'Control'



PARK ENVIRONMENT

TRAMWAY

Landscaping at Interama is one of the methods by which planners hope to influence the entire atmosphere.

The Inter-American Center Authority will have complete control over the landscaping.

Most of it will be done before the building sites are finished.

Interama officials plan the landscaping as the predominant characteristic of the exposition. Edward Durell Stone Jr., a landscape architect, has been retained as consultant for that phase of the project.

"Miami's noted for its beautiful sub-tropical scenery," said Dr. Muskat, Interama's chairman. "It must be apparent to everyone who sees Interama that it is in Miami. It won't need a sign. The blues and greens of the natural surroundings will predominate."

"The more we can build into the grounds, the more architects will have to work with as an influence or control device," Stone said.

When Interama officials speak of landscaping they have more in mind than trees and bushes.

"Anything that is outside a building is considered landscaping," Stone pointed out. This includes foliage, bridges, paths, lighting, plazas, fountains, statues, monuments, waterways and spectacular specimen trees.

Lighting and fountain display will play an important part in the Interama - after-sunset picture. Lights will play dramatically on certain objects and trees. Lighting of the Freedom Tower may well be one of the most spectacular sights at Interama.

"The landscaping won't be for appearance only," Stone said. "We want the visitor to use the park areas for rest and recreation."

Specimen trees, such as the flaming royal poinciana, will be used as focal points of interest. Spectacular arrangements will be created in such a manner as to provide for variations with the seasons.

Interama officials also

plan to create a unique horticulture display in what probably will be the largest single landscaped park in Florida. Natural tropical growth will be featured with maintenance kept to a minimum.

"However, the major purpose of the landscaping will be to influence the design of the architecture. The various trees the land elevations and miles of waterways will eventually become the elements that blend all the individual buildings at Interama into an environment of beauty — harmony and delight," Stone said.

Landscaping will also serve to isolate the communities, and provides an area of built-in expansion for anticipated community growth.

# Expected 'Firsts' Make It Unique

By **SUSAN NEUMAN**  
Journal Writer

Interama's planners have devised their own list of "super specials" for the exposition, projects they hope will make Interama different from all such undertakings that have gone before it.

Some of these "firsts" may include:

**AN AUDIO VISUAL** library in the U.S. exhibit. By touching a button, the visitor could see films on American history, products, government or current events. This would be a permanent educational device which will continue to grow, and not just a plaything for visitors.

**CARS DRIVING** within the Interama grounds, with close-in shaded parking.

**ORIENTATION CENTERS**, automated to tell the visitor anything he wants to know about Interama or any of its exhibits in a matter of seconds.

**NO "GIMMICK"** buildings, but "lasting architecture," approved by Interama.

**VIRGIN LAND**, molded to Interama's permanent needs.

**SCREENING** of exhibitors to fit in with the Interama goals.

Permitting cars on the grounds and providing close-in shaded parking is something that has never been done before, according to Dr. Irving Muskat, Interama's chairman. "We think it's better and will work," he said.

Orientation centers, perhaps five of them, will be the first stop for visitors to Interama. Here, visitors will pay the admission price and get information at the touch of a button on what Interama is, where different things are located, how to get to various exhibits, what is being shown and what will be shown.

"It's extremely simple. I don't know why it hasn't been used in this country before," Dr. Muskat said, noting that the system already is being used in Paris train stations.

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Another significant difference is that Interama is building on virgin land. It is being prepared with utmost utilization of the sub-tropical beauty of South Florida in mind. A lagoon already had been dug, and winding waterways lace the site.

The green of landscaping and blue of water and sky will be the predominant colors of Interama. The architecture will blend and compliment the landscape, according to Muskat.

Sub-tropical beauty will be reflected in the restful peninsulas of greenery, shady parks, sunny beaches, and picnicking areas.

**But there will also be the hustle and bustle of a foreign market place, a world's fair, a carnival and an amusement park.**

In various sections which abut the park and recreation areas, the exhibits will be clustered in groups.

In the industrial area, for instance, there might be a group of exhibitors with a story to tell about transportation. These might include auto manufacturers, airlines, railroads and shipping companies.

**The buildings will be without design gimmicks. Interama will approve every building; yet each will characterize the individual exhibitor.**

"Generally," Dr. Muskat explained, "the heads of fairs have allowed exhibitors to build whatever type of building they wished. But here everything must have Interama's approval first."

The exhibit interiors will be constantly changing.

"We haven't any regulations, at this time, on how often the exhibits should be changed, but each exhibitor will probably want to keep his up-to-date," Dr. Muskat said.

**One of the most unique features is being planned for the United States exhibit. Several rooms with projection screens are contemplated. An audio-visual library on American history, life, products, government and current events would give the visitor, in a few minutes, the same results as months of library research on a given subject.**

It probably would be automated and indexed to make its use as simple as selecting a candy bar in a vending machine.

Most exhibitors in the international and cultural areas of Interama will take part by invitation. Not everyone who applies will be accepted.

**"We want exhibitors with a story to tell that is in line with the central theme of Interama, the American Way of Life — Progress With Freedom.**

"We'll help them find the best way to tell it, but they must have something to portray that shows progress with freedom," Dr. Muskat explained.

One of the basic concepts of Interama is that it will have within its grounds something for everyone, something with which an individual can identify and will want to come back to. This is perhaps its most unique and most ambitious aspect.



# A Family's Day at Interama —in '69

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*For a clearer picture of what a typical American family might do at Interama, the Journal asked Dr. Irving Muskat to create an imaginary family and take them through a day at Interama. Here is his idea of what the Joe Smith family would do. The costs listed in the story are estimates.*

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Joe Smith has a wife, three kids, a \$10,000 a year income as an insurance salesman, and a mortgaged house in Kalamazoo, Mich.

Joe's boss told him about an insurance association exhibit at Interama. Joe's wife, Vera, became interested when friends at the Baptist Church told her about Interama's inter-faith pavilions.

Daughter Gail, 15, heard marvelous stories from a girl friend who went to Interama last summer; and son Rickie, 10, learned at Boy Scout meetings that Interama's scouting exhibit was something to behold.

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**THUS** did the Joe Smith family decide that Florida was the place they'd go for their summer vacation in 1969 — to see Interama.

They arrived on a Thursday night, too weary after the long drive to do more than check into a motel on Biscayne Blvd. Their weariness hadn't dimmed their excitement, however, because the nearer they got to Miami the more service station operators were able to tell them about Interama.

The first real evidence that they finally were there came when they reached the end of the Sunshine State Parkway and entered the "Interama Interchange" (formerly the Golden Glades Interchange). From there it was but a short drive to the motel where they settled down for the night.

Early Friday morning the Smiths piled into the car again and headed for the 163rd St. entrance to Interama. There they paid a toll fee of 25 cents, which allowed them to enter the perimeter grounds.

They drove around the grounds twice, picking out things they'd seen on their Interama brochures. Then they parked the car (Parking fee was included in the 25 cents toll).

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**TO GET** to Interama's internal grounds, the Smiths entered a gate at which they paid \$5.50 admission. (\$1.50 for adults, \$.50 for children). Then they promptly got into an argument about what to see first.

Gail wanted to see the 4-H Club (she's a member) exhibit. Rickie still had the scouting exhibit on his mind.

Mom and Dad decided that first they'd better do something with Barry, two, who was too small to appreciate the sights.

So they took Barry over to the Festival Area, where there was a Disneyland-type playground with supervised facilities for tots. They left him there — playing happily among the animated sights.

Gail and Rickie forgot momentarily about scouting and 4-H clubbing when Dad suggested they take a boat ride down the Oleta River.

The ticket booth was right there in the Festival Area, and Dad bought the tickets, which cost a dollar each. Then they boarded a riverboat-type vessel and took an hour-long ride through the swamp wilderness.

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**THE RIDE** over, Dad's will prevailed, and they headed for the Industrial Area, to see the insurance exhibit Dad's boss had talked so much about.

To get to the Industrial Area, they had to cross a landscaped park, with benches and picnic tables. Mom had thoughtfully packed a lunch, so the Smiths stopped there to eat.

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**AT THE** insurance exhibit, Dad registered as a representative of his company. Inside, the whole family saw a sound film spectacular, utilizing the latest technological advances, on the part insurance plays in the American Way of Life.

Next on the list was the health and medicine exhibit. Here the Smiths saw illustrations of how America has conquered diseases, prolonged man's life expectancy, and fought health hazards.

**At Mom's insistence, the Smiths traveled on to the inter-faith pavilions, where various religions had erected exhibits to show how they have contributed to "Progress, With Freedom."**

Everywhere they went, the Smiths heard people talking about the U.S. Pavilion. "Don't miss it," everyone said.

The U.S. Pavilion was on the other side of the grounds, so the Smiths decided to take the sky ride there. For 50 cents each, they boarded Swiss-style ski cars which took them hundreds of feet into the air; they rode over the entire exposition and disembarked at the International Area, where the pavilion was located.

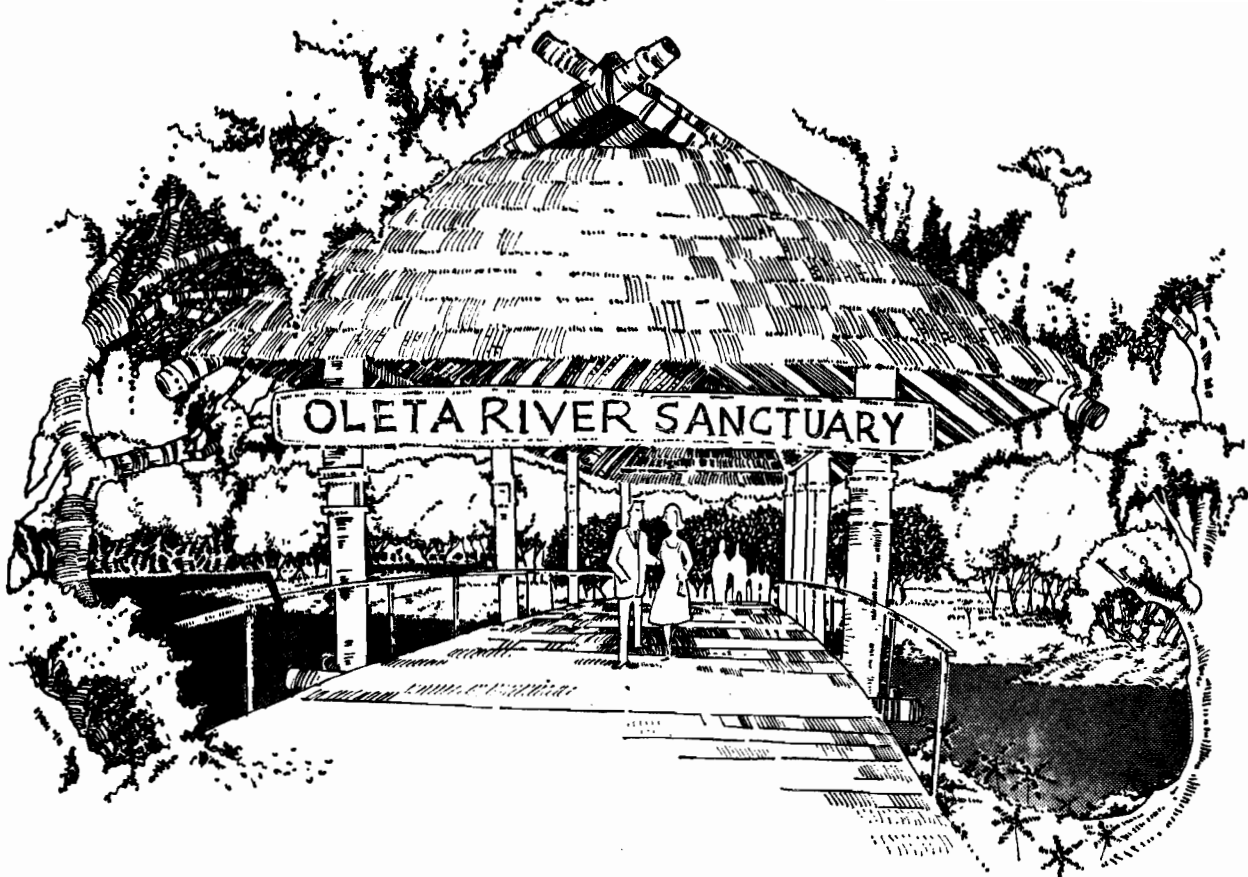
The building was huge and breathtaking, unlike any they'd ever seen. Inside, there were exciting exhibits about every important phase of American life. Imaginative illustrations showed how each department of the U.S. Government functions.

**But it was the audio visual library that the Smiths liked most of all. This was in an annex to the U.S. Pavilion. There were about 500 small theaters, and into one of these went each of the Smiths.**

Joe Smith sat in a little room and punched a button that said "life insurance." Suddenly, the screen before him was lit up with moving pictures, with sound. Within ten minutes, he was presented the story of life insurance as it developed in America.

In another room, Gail, who was near college age, punched a button and saw a film giving her the latest information on what colleges she might attend, the costs, entrance requirements, etc.

Rickie's button brought him a movie on astronauts and space shots, and Mom's gave her all the latest information on modern cooking techniques.



Artist's Conception of How Entrance to Oleta River Sanctuary Will Look

**NEXT STOP:** Latin American exhibits. These were also in the International Area. The Smiths chose the Argentine exhibit. There they found Argentinian college students conducting a "circlerama" film spectacular — a device for taking the visitor on a realistic film trip through the plains of the Pampas, the city of Buenos Aires, and other Argentine attractions.

With Argentina still on their minds, the Smiths strolled down to the Bazaar of the International Area and discovered an Argentine restaurant. Here they dined for about \$2 each.



For the Arena, a Rodeo Is Envisioned

The bazaar also was full of tiny foreign shops, and Gail and Rickie bought gifts for their friends back in Kalamazoo.

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**SUNSET** was near, and the Smiths decided they could see it best from atop Interama's Freedom Tower. To get there from the International Area, they entered a plastic, underwater tunnel and were whisked several hundred yards on a moving belt to the base of the tower. Here they paid \$1 each, which allowed them to take an elevator 1,000 feet to the top.

At various levels of the tower, they saw restaurants and cocktail lounges. At the very top they found the Voice of America broadcasting its messages of freedom to Latin America.

From the tower's top, they saw sea for miles around, east across Interama's grounds to Miami Beach, west across to the Everglades.

When the last golden rays of sunset melted into darkness, the lights of Interama came on, and the Smiths were treated to a brilliant display of colored lights and dancing waters.

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**DOWN** from the tower, the Smiths headed for the Cultural Area. Mom and Gail wanted to catch the last performance of the "Pageant of the Americas," which was being performed on a floating stage. The audience sat in an open-air amphitheater.

Dad and Rickie took in a rodeo at the Interama stadium, while Mom and Gail were at the pageant. Admission to all these events was \$1.00 each.

The Smiths met back at the Festival Area, where they picked up Barry, paid \$2 for his stay, and headed back to the motel.

Their first day at Interama had cost them \$29.75, not counting the hot dog Rickie bought in the bazaar area.

And there was plenty left to see tomorrow.



# Top U.S. Industries to Be Invited

## Industrial Area



Artist's Conception of Industrial Area Exhibit  
... area will be 3 peninsulas, centrally located

The top 50 — or maybe less — industries in America will be invited to become tenants of Interama's Industrial Area.

Dr. Irving Muskat, Interama's chairman, said he hopes to get industries which have a close tie with Latin America as the first exhibitors

Industries with a story to tell about the "American Way of Life," and "Progress with Freedom" will be encouraged to exhibit, Muskat said.

The Industrial Area will take up three peninsulas in the center of the grounds, facing the entrance to the lagoon.

Although Interama is being set up as international in scope, the initial emphasis will be on the Western Hemisphere and Latin America.

All the industries will be grouped in "communities" with common interests. The transportation industries would be located in one community, the communications industries in another, the electronic in another.

Parks will separate each colony of buildings, giving a change of pace to the visitor, and providing for future expansion.

# World Will Meet On the Waterway

## International

Interama planners see the International Area as the meeting place of the Americas and the world.

A colorful International Bazaar will be located at the eastern section of the International Area on the shores of the Intracoastal Waterway. Picturesque sidewalk cafes and colorful shops of merchants from Latin American countries will line the tropical plazas.

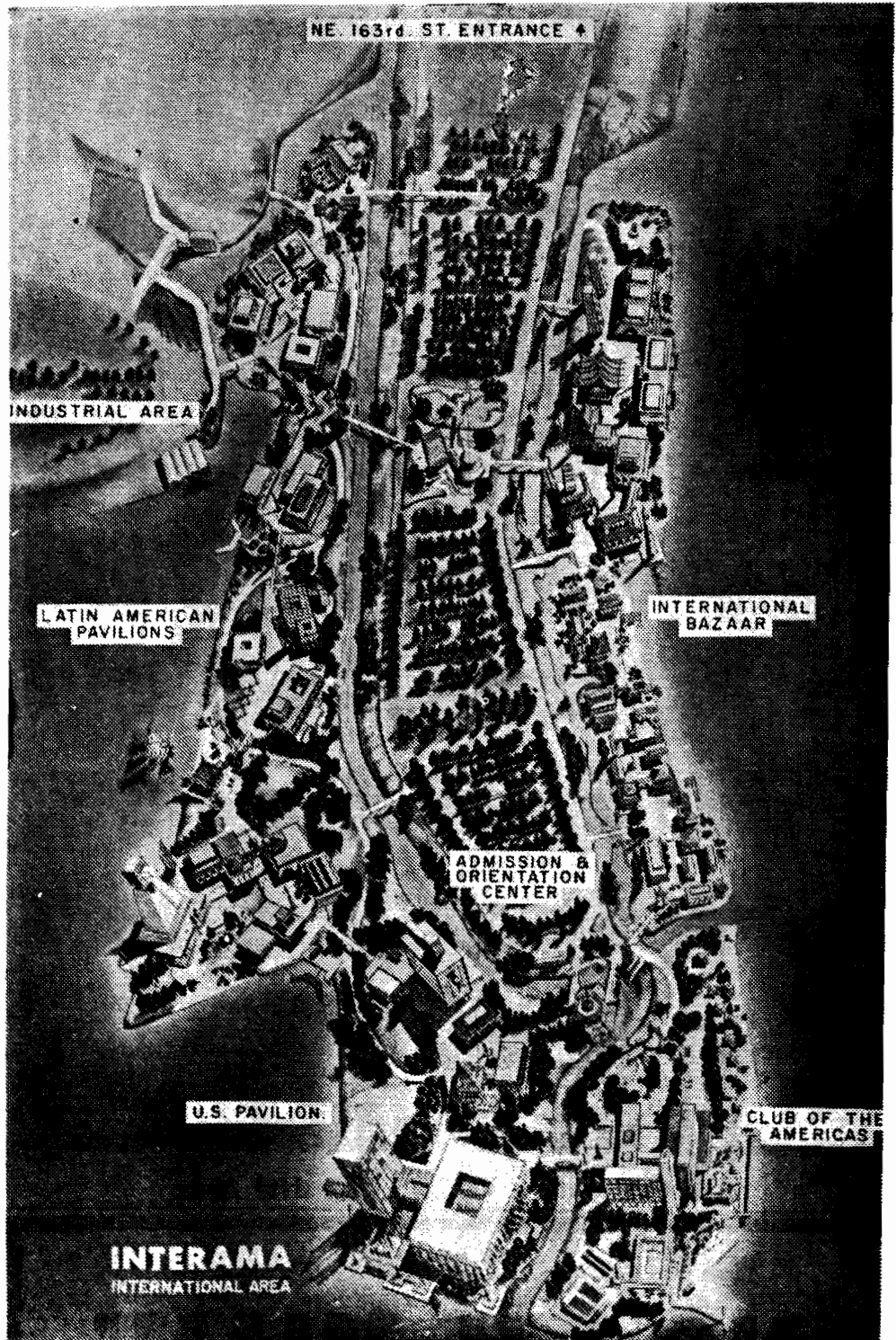
On the west side of the International peninsula, Latin American pavilions will be built. Other countries who may be invited to participate in Interama may be represented in an area set aside at the north end of the peninsula,

The pavilions for the Latin American nations will be constructed by Interama without cost to the participating nations. The Community Facilities Administration loan of \$22-million, approved a month ago, provided the financing.

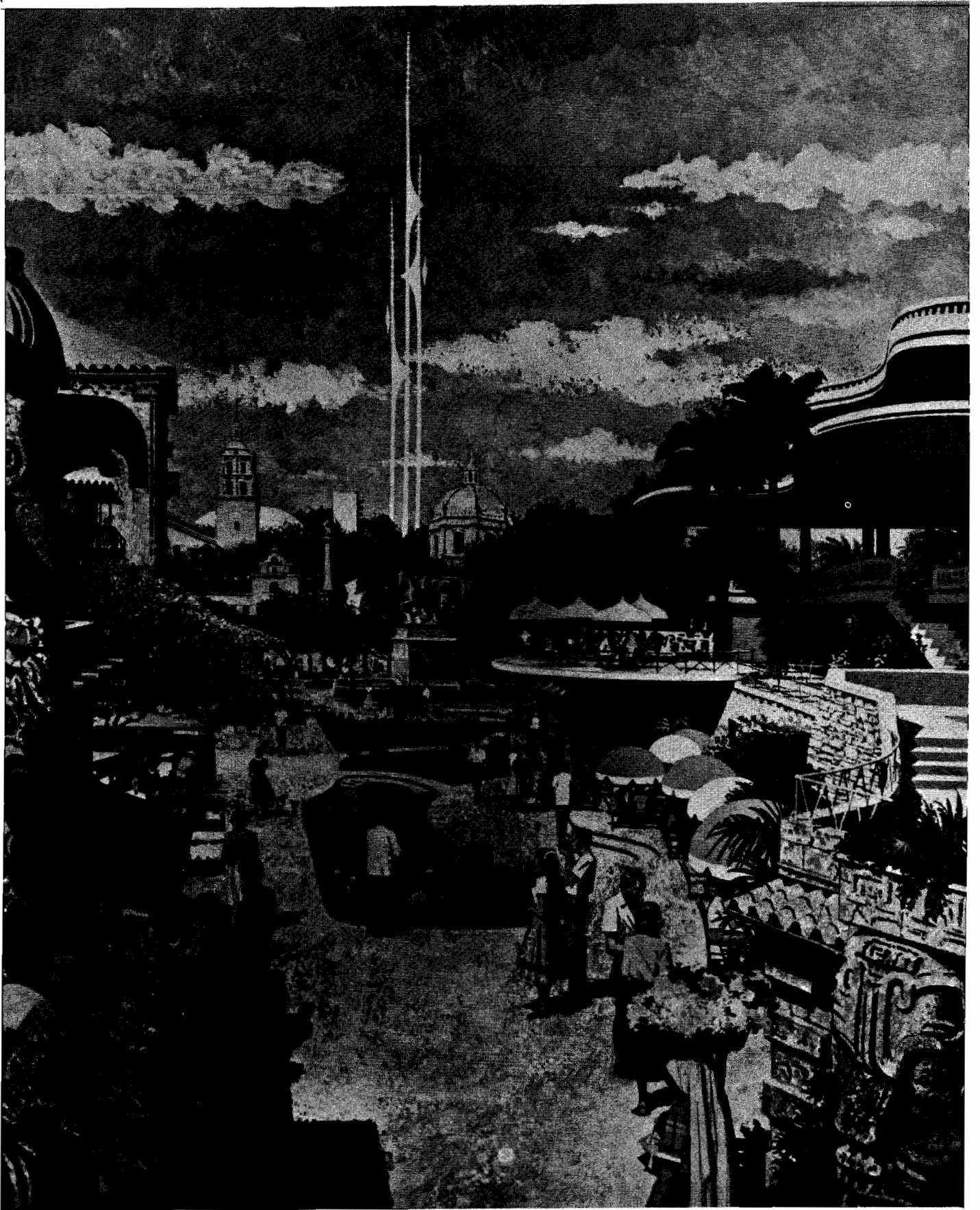
Each Latin American nation will be responsible for the design, construction and operation of the exhibit depicting its own country in the pavilions provided by Interama.

No definite contracts or negotiations between Latin American countries and Interama have been made this time.

Members of the Organization of American States have expressed enthusiastic support for the program, Dr. Irving Muskat said.



Artist's Conception of International Area

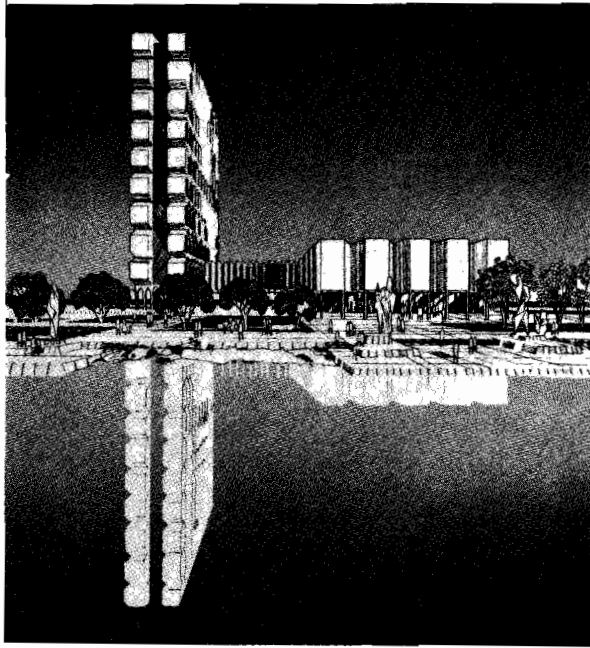


**ARTIST'S CONCEPTION OF PROMENADE IN INTERAMA'S INTERNATIONAL AREA**

# Showcase: U.S. Pavilion

## Goal: Us in Nutshell

By SUSAN NEUMAN  
Journal Writer



Interama's Suggestion for U.S. Pavilion

### *Pieces of Fair May Be Used*

None of the exhibits now at the New York's World Fair will be moved, as one piece, to Interama, Interama officials say.

Each exhibit must be fresh and new with a creative idea

of expression.

Some of the hardware and audio-visual equipment now used at the Fair may be used in Interama exhibits, but whole exhibits will not be moved.

### *Outdoor Eating Is Planned*

For the price of admission to Interama, a family could spend a Sunday picnicking on the grounds and landscaped parks.

Interama officials hope to allow people to buy something, like a Spanish sau-

sage, at the International Bazaar, then cook it at the barbecue grounds themselves.

Other recreation facilities such as tennis courts, shuffle board, bowling-in-the-green, and boating may be included.

At Interama's U.S. Pavilion, Interama officials hope to unfold a panorama of the American Way of Life, from past to present.

Funds to build this pavilion and the pavilions for the Latin American countries will come from the \$22 million loan approved Jan. 22 by the federal government's Community Facilities Administration.

**Another bill is before Congress for an additional \$15 million for building and operating the exhibit inside the pavilion.**

The exhibit could take one of several forms. Interama architects have recommended to the government that it include a ten-story honeycomb building.

Under their recommendations, the entire pavilion would have three main sections:

**A CORE** exhibit, presenting basic concepts of American government structure, philosophy, history, and operation, by means of lectures and live documentations.

**CATEGORICAL** exhibits depicting the broad contributions of government to all aspects of the nation's progress.

**THE ARCHIVES**, an automated library with audio-visual material stored on tapes and shown in a complex of miniature theatres.

Historic documents like the Declaration of Independence, Constitution and Bill of Rights also might be on display.

Illustrations on the background of the homestead act, banking system, growth of agriculture, textiles, cattle and mineral industries would have a place, along with the arts and sciences.

**Interama officials presented an entire program to the federal government of suggestions for the exhibit — what its possibilities are and how it could be used for the benefit of the government.**

The U.S. Pavilion would be located at the southern tip of the International Area at the mouth of the entrance to the Bahia de las Americas lagoon.

It will be among the first on which construction is started, because federal participation is guaranteed.

### 'Can't Be Left Out'

## South Florida Men Plan for Religion

Theologians in South Florida are organizing a group to erect an interfaith pavilion on the Interama grounds.

If constructed, it probably would be located in the Cultural Area, according to Dr. Irving Muskat, Interama's chairman.

**Whether it would be one structure or several for each of the major faiths, is one of**

**the items which must be worked out among the various religions. It would probably be several, Dr. Muskat said.**

"Religion is one of the distinctions we have from totalitarian nations," said Dr. Muskat. "If Interama's going to show a full sweep of the American way of life, religion cannot be left out."





Artist's Conception of Club of Americas, With Students Strolling the Grounds

# Club of the Americas Envisioned For Island in International Area

A Club of the Americas, a unique housing and educational seminar center, will nestle on a tropical island at the tip of Interama's International Area, if present plans materialize.

"The club will house exchange students, VIPs, and professional seminars," explained Carl Decker, one of Interama's project architects.

The exchange program for students has been referred to as a "Peace Corps in Reverse."

Each of the participating Latin American nations is expected to send a number of

college students to live at Interama. Half of the time they would operate their countries' exhibits and explain their history, culture, industrial growth, problems and needs; the rest of the time they would study at the University of Miami, Dade Junior College, or other schools to learn of American heritage and democratic institutions.

At the end of the year these students would be replaced by a similar group.

"We want them to learn the story of Progress with Freedom, as they inform visitors about their own countries," said Decker.

Present plans call for bun-

galow-type housing for groups of students.

Because Interama is expected to provide an educational experience as well as an entertainment outlet, officials hope to encourage the use of the club for educational seminars.

The seminars would be on the adult level for in-field professionals in all occupations.

Professional groups would gather for a couple of weeks or just a few days. They would be able to exchange ideas and update themselves on factual material within their specialities, not only

with their colleagues in the United States, but also with professional counterparts from Latin America.

The club will provide accommodations such as dining and meeting rooms, housing, recreation facilities, a pool and some offices.



## Floating Stage Envisioned

# Art to Play A Key Role

The accent will be on quality at Interama's Cultural Area, planners say. Here Interama officials hope to have facilities for all the performing and visual arts, including spectator sports.

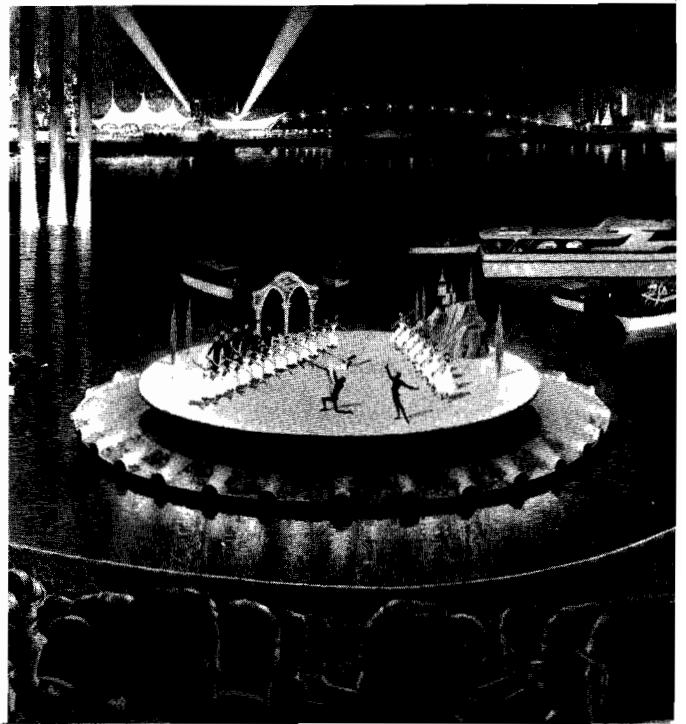
### **Cultural Area**

Plans call for an amphitheater with a floating stage which can be viewed from seats on the land or from boats in the waters of the Bahia de las Americas lagoon.

There will be an Opera House and other appropriate facilities for performing arts, according to Interama officials. A continuous flow of entertainment of all sorts will take place simultaneously on the Interama grounds.

Interama hopes to have original plays, famous festivals, musicals, ballets, operas and other performances at various times throughout the year.

An enormous enclosed arena which could be used for rodeos, ice shows, and championship sports events also will be located in the Cultural Area.



**Spectators on Land, Stage on Water**

## *Yearly Attendance 15 Million?*

Attendance and revenue projections for Interama have been made by Goodbody and Co., underwriters of Interama's bonds with the cooperation of Arthur D. Little and Co. of New York and Economic Research Associates, Inc. of Los Angeles.

Dr. Irving Muskat said the Goodbody and Co. revenue projection was based on an annual attendance rate of 15

million visitors after Interama opens in December, 1967. Dr. Muskat also pointed out that even with an annual attendance of 10 million outstanding bonds would be repaid rapidly as shown below:

Based on 15,000,000 visitors a year — all \$21 million in bonds underwritten by Goodbody and Co. would be retired by June 1, 1969, and \$22 million in Community

Facilities Administration bonds would be retired by the end of 1970.

Based on 10,000,000 visitors a year — all \$21 million in bonds underwritten by Goodbody and Co. would be retired by June 1, 1970, and the \$22 million in CFA bonds would be retired by 1974 or earlier.





Canoe Rides May Be Offered Visitors to Oleta River Sanctuary

## Interama Has River, Will Use

One of the last of South Florida's wild swamp rivers flows through the Interama area.

The Oleta River, which Seminoles once used as a means of transportation from the Everglades to the Atlantic Ocean, will be preserved in its natural state as Interama's Oleta River Sanctuary.

It'll be a touch of the Everglades, not of today, but of centuries ago.

Interama plans to make and keep the sanctuary as authentic as possible. It occupies about one fourth of the total Interama land area of 1,700 acres.

A complete Seminole Indian village is envisioned for a triangular island in the river. It may contain 50 to 100 people — enough to reproduce a cross section of Indian life in Florida.

"We are hopeful that arrangements could be made so that they would actually live in Interama as permanent residents. We would want the Seminoles to show their interesting cultural and art heritage," an Interama planner said.

"If a visitor wanted to share a meal with the Seminoles, he would be able to do it. And, whatever meal the Seminoles might be eating that day, such as swamp cabbage or wild boar, the visitor could eat. This would be an authentic meal of the Seminoles, not something adapted for the tourist's tastes," he explained.

The Oleta River and adjacent swamp lands have been identified as an area of Seminole Indian activity of the 19th Century. Artifacts from old burial mounds have been discovered in the area.

The Oleta River meanders through the northern portion of the Interama property. It runs about five to ten feet in depth and from 100 to 200 feet in width. It is dotted with mangrove isles and is abutted by tropical foliage of the wild jungle.

Tropical trees like the gumbo limbo, black mangrove, buttonwood, cabbage palm and pine, make a dense cover for the wild life.

Birds have made their home in this mangrove swamp land for centuries. Ibis, fancy-feathered egrets, blue heron, big cranes and eagles will continue to live in the peaceful serenity of the swamp land.

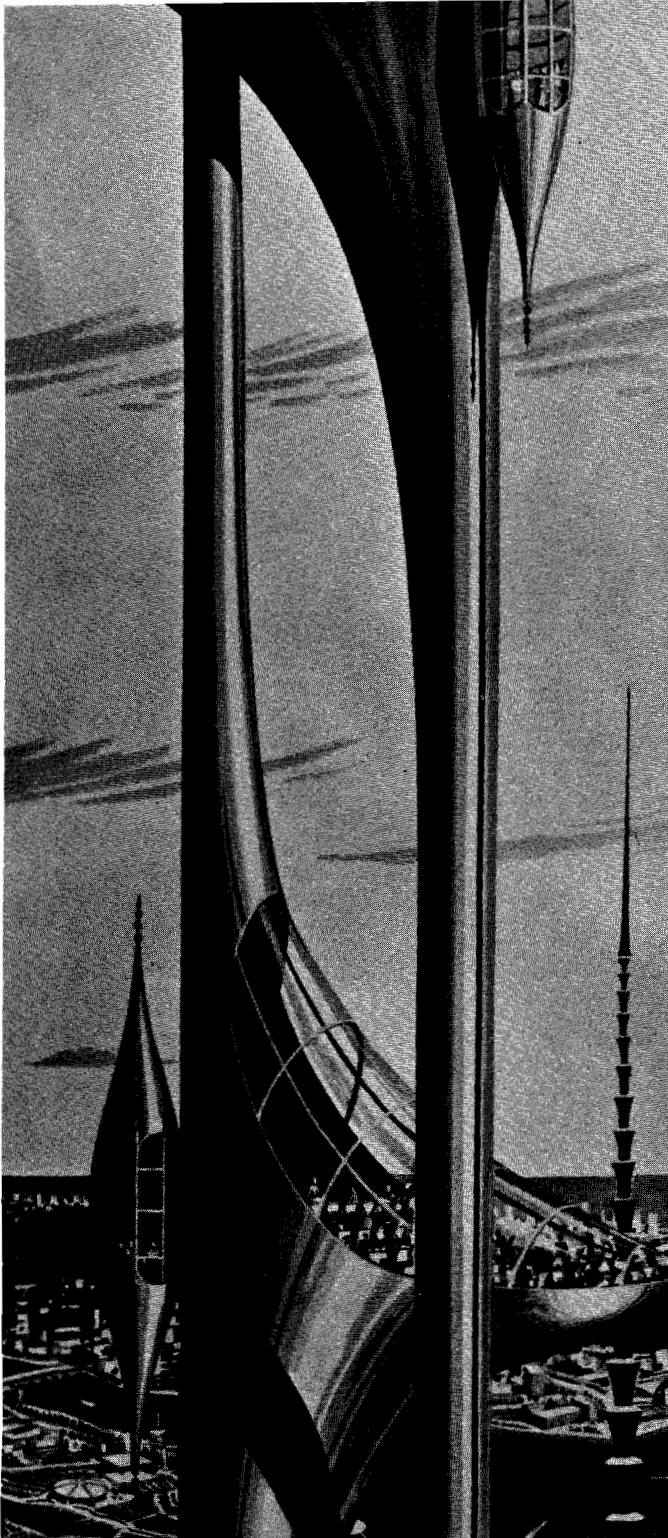
The Audubon Society has recognized the area as a feeding place for birds, and Interama authorities plan to maintain it as such.

**THE OLETA** River is a fisherman's paradise and had been the location of a fishing camp for several years before Interama made plans for the land. Trout, tarpon, crawfish, snook, barracuda, mangrove snapper, catfish, eels and sea cows have been spotted in the waters. An occasional alligator swims about, and blue fin and stone crabs inhabit the river area.

The river originates in Lake Okeechobee and flows through the Everglades, to the Intracoastal waterway and the Atlantic Ocean.

At Interama, boat rides by Indian dug-out canoes, Mississippi-type river boats, and rafts will penetrate the wilderness.

# Freedom Symbol to Tower Above



Closeup of Artist's Conception of Tower

By SUSAN NEUMAN

Journal Writer

A 1,000-foot Freedom Tower, which Interama officials hope will someday rival the Statue of Liberty for fame, will spring from the waters of Interama's Bahia de las Americas.

It will be located in the center of a man-made lagoon, Interama planners are still prodding the imaginations of America's top architects to come up with the most symbolic design possible for its finished form.

"It must be a fitting symbol of Interama's theme of Progress with Freedom," said Robert Browne, consulting architect. "It's major function will be to express the theme with significance and beauty."

"Second, it should be a great experience for the visitor," he said. It will be the tallest structure in Florida, Browne said.

"We hope the Voice of America will find a permanent home in the Tower of Freedom and broadcast to the entire Caribbean area from it," Dr. Irving Muskat said.

Under present plans, an underwater tunnel with transparent plastic walls will be built from a land area to the tower. To get to the tower, a visitor would enter the tunnel and perhaps ride on a moving sidewalk to the tower.

At the base of the tower, a restaurant might be located, below the water level. From this restaurant, cab cars would load passengers to transport them to the upper levels of the tower.

At the upper levels, one or more restaurants and cocktail lounges might be situated, overlooking Interama and Biscayne Bay, the Intracoastal waterway, Haulover Beach and the Atlantic. Sightseeing stations are also planned for the upper levels.

The 1,000 foot tower will be lighted for nighttime as well as daytime viewing.

"Part of the tower experience may include water displays, lights, music or a choral program," Browne said.

One of Interama's project architects explained the Freedom Tower concept:

"It should be as symbolic as the Statue of Liberty and a work of sculpture and art. It should be as much an engineering achievement as the Eiffel Tower. It should be as monumental as the Washington Monument. And it should be functional."

A \$10-million revenue bond soon will be sold for construction of the tower. It will take about a year to design and plan, and about a year and a half to build.

Federal Aviation Agency approval of the 1,000-foot height already has been secured.

# How Interama Got Started

Interama was established 14 years ago as a state agency for "the purpose of promoting understanding, solidarity and trade within the Western Hemisphere."

Since then, the idea has been expanded upon by the men who have backed Interama.

Dr Irving E. Muskat gave it its present theme of "The American Way Of Life — Progress With Freedom."

Interama hopes to show what the Americas — north, central and south — have achieved without the sacrifice of civil liberties and individual freedom.

Interama's planners say they must be selective in their choice of exhibitors and concessionaires.

Not everyone will be allowed to become part of Interama, according to officials there.

"We hope to encourage the industries and people who deal with Latin America to be the major exhibitors at this time," Muskat said.

Interama should represent a cross section of America, Dr. Muskat said.

"We want to show how we in the U.S. over the years have solved our political and economic problems, such as land reform, educational facilities for all, improved medical assistance and establishing an equitable tax structure to accomplish these goals," Muskat said.

"Many of these same problems are now facing our Latin American neighbors and one of the purposes of the Alliance for Progress is to assist the Latin American nations in solving these problems," he explained.

In 1951, Dr. W. H. Walker, former chairman of Interama, presented a "brief statement of character and purpose" of the proposed Inter-American Cultural and Trade Center. In it he said:

"The world-wide Communist drive must be met by a stronger one for truth, free-



WALKER

dom and democracy. If Communism continues to spread the next five years as it has the past five, a majority of the world's population will be under Kremlin control, greatly enhancing the possibility of eventual Russian military victory.

"The nations of this Hemisphere constitute a strong and unconquerable group if they will stand solidly together and restrain Communism within their own borders.

"Unless the United States can solidly cement its relations with the Latin American people, it is in poor position to do so in other far away countries. Unfriendly populations within other countries can effectively sabotage or deny access to their resources and cooperation."

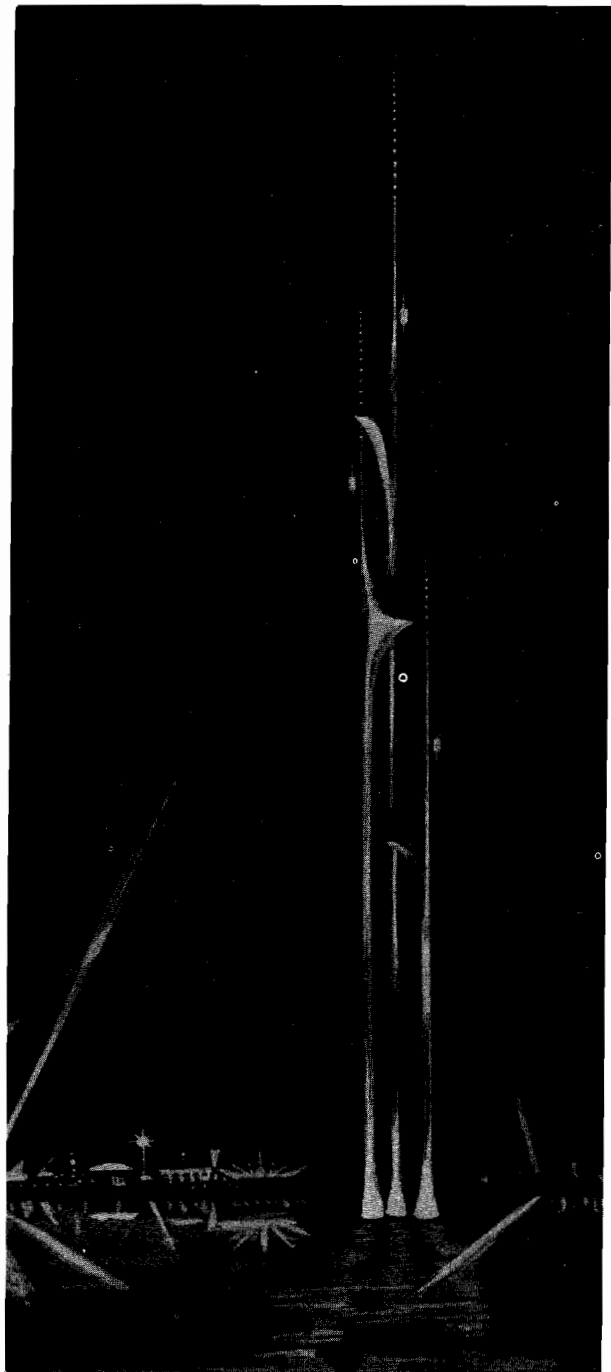
His plea for a center which would supplement the objectives of the government, both in war and peace, cited Interama as an important step in national defense and permanent hemisphere security.

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INTERAMA'S goal is to be more than just an exhibit of U.S. accomplishments in various fields.

It will also allow other Latin American countries to show what they have accomplished. It will be a place for cultural performances and exchanges, a place to see how people in other countries live, what interests them and how they do things.

*'Unless the United States can solidly cement its relations with the Latin American people, it is in poor position to do so in other far away countries. Unfriendly populations within other countries can effectively sabotage or deny access to their resources and cooperation.' Dr. W. H. Walker, 1951.*



Artist's Idea of Tower at Distance



# Muskat, Interama's Pilot, Almost Didn't Attempt It

Dr. Irving Muskat, Interama's standing chairman, works for a dollar year at plotting what course the giant exposition will take in the years ahead.

Muskat, 59, was asked in 1959 by the Dade County Commission to appraise the Interama idea. A former chemist who made a fortune and retired, he accepted the task with reluctance.

"My first instinct was to recommend that the project be abandoned," Dr. Muskat recalls.

But he reconsidered, decided it could be successful if a central theme was adopted, and rolled up his sleeves to see it through.

As standing chairman of the Authority, appointed by the governor, he operates out of Interama offices at Miami International Airport.

Asked what motivates him to build Interama, Muskat replied:

**"Everyone has to believe in something. I believe in Interama and what it stands for . . . the American Way of Life, Progress With Freedom."**

Muskat was brought to this country from Germany as a child. He attended schools in Ohio and West Virginia and graduated from Marietta (Ohio) College at 19 with a degree in chemis-



**Irving Muskat**

try. He was 22 when he received a Ph.D. degree from the University of Chicago in 1927.

He taught for a while at the University of Chicago, then studied at the Rockefeller Institute with a research fellowship.

During his career, Dr. Muskat established two chemical companies, Marco Chemical Co. of Linden, N.J., and Elkin Chemical Co. of Miami. He was associated with various industries in New York, Chicago and Detroit.

In 1953 he decided to retire. He and wife, Dorothy, built a home in South Dade at 4975 N. Kendall Dr. He has two daughters, Mrs. Richard (Lindsay Ann) Czerwinski and Mrs. Clark (Leslie Eloise) Perkins.

## 'Yellow Brick Road' Will Guide You

A "yellow brick road" will allow visitors to travel the entire Interama area without getting lost or retracing footsteps.

"By using some sort of identifiable and distinct pedestrian path, we're trying to keep the visitor from getting lost or doubling back," explained Milton Harry, Interama's consulting architect.

Exactly what the road will look like has not yet been decided. But visual directional signs which should need little if any wording will be used in conjunction with the "yellow brick road."

"We've tried to anticipate the visitor's every move," said Harry.

"There should be no time in the visitor's stay at Interama when he won't know precisely where he is."

### **Fire, Police Service Eyed**

Provisions will be made for police and fire protection on the Interama grounds.

Whether the Interama Authority will contract for such safety measures or provide forces of their own has not yet been decided, Interama officials says.

### **Underground Utilities**

All utilities will be underground on the Interama site.

Arrangements are being made with various utility suppliers for electricity, telephones, gas, water and sewage.

Utilities are expected to go in as soon as the roads are graded and put in by the State Road Department.

# 100,000 New Jobs Predicted

More than 100,000 permanent new jobs in almost every conceivable occupation

will be generated by Interama once it is an operating reality, according to economic studies conducted by the Inter-American Center Authority.

This projection is based on the added volume of millions of additional tourists attracted by Interama. The 100,000 figure is for the State of Florida. Thousands of jobs in adjacent states are expected to be created also, Interama expects a minimum annual attendance of 15,000,000 visitors.

None of the above figures are limited to jobs within the Interama grounds. The job impact survey is broken-down into four stages:

**APPROXIMATELY 54,000** jobs spread over a three-year period of construction will be created before Interama opens its gates to the public. These jobs will be created by the exhibitors and concessionaires and will not be filled by the Interama Authority itself.

This is based on expenditures totaling \$500,000,000 for construction of the entire project. It includes site preparation, utilities, buildings and bridges, roads, transportation and other facilities constructed by Interama, exhibitors, concessionaires, and the state.

**THE ACTUAL** operating of Interama is estimated to provide 6,000 new jobs, with an annual payroll of \$30,000,000.

These are the people who would be required to administer and operate Interama, including Inter-American Center Authority employes, employes of industrial exhibitors, foreign government exhibitors and concessionaires.

**ADDITIONAL** jobs in the community to supply and service employes working in and for Interama are estimated at 4,400. This would add an estimated \$15,000,000 payroll annually in the area.

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**BECAUSE** Interama is expected to greatly increase the tourist flow to Florida, generating more than a billion dollars worth of new tourist business, it is estimated that about 100,000 permanent jobs would be created to service the additional tourists. This would mean an annual payroll of about \$340,000,000 in the state.

The study stops here, but notes that the adjacent states would also be affected by the whirlpool-like economic repercussions generated by Interama.

Interama's estimates show that annual lodging expenditures would climb almost \$240 million; food and drink by about \$275 million; amusements about \$130 million; clothing and footwear approximately \$120 million; gasoline and oil about \$90 million.

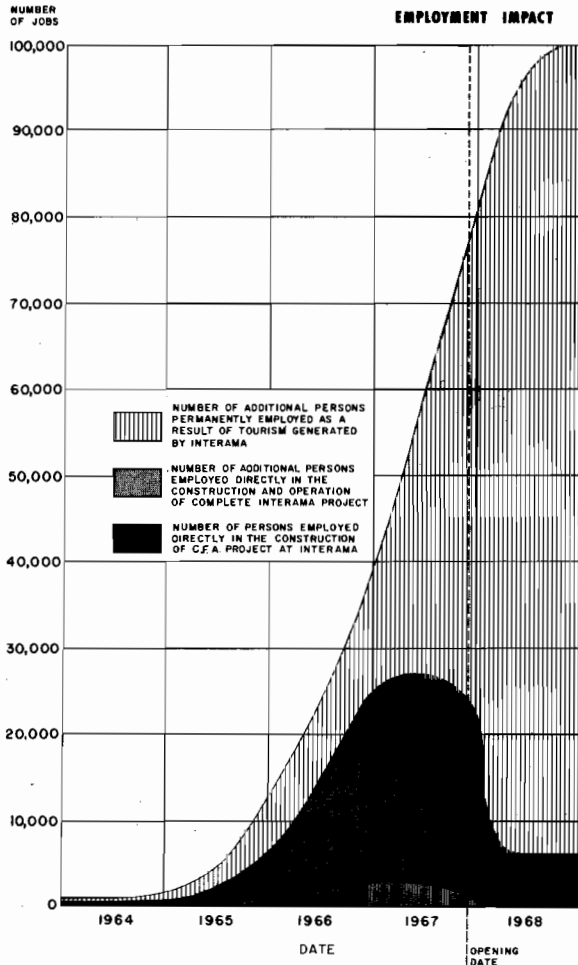


Chart Shows Timetable for New Jobs

## In the Wee Hours

Sometime late at night Interama's gates will be closed to the public. During this time the servicing and maintenance of the grounds and supplying of concessionaires will take place.

Because Interama is planning to stay open seven days a week, some time must be allowed for this.

Interama officials say they will not allow these functions to take place in public areas during open hours.

Exact hours for the grounds have not been set. Some areas may remain open longer than others.

# Suggested Admissions: 25 Cents For Grounds, \$1.50 for General Admission

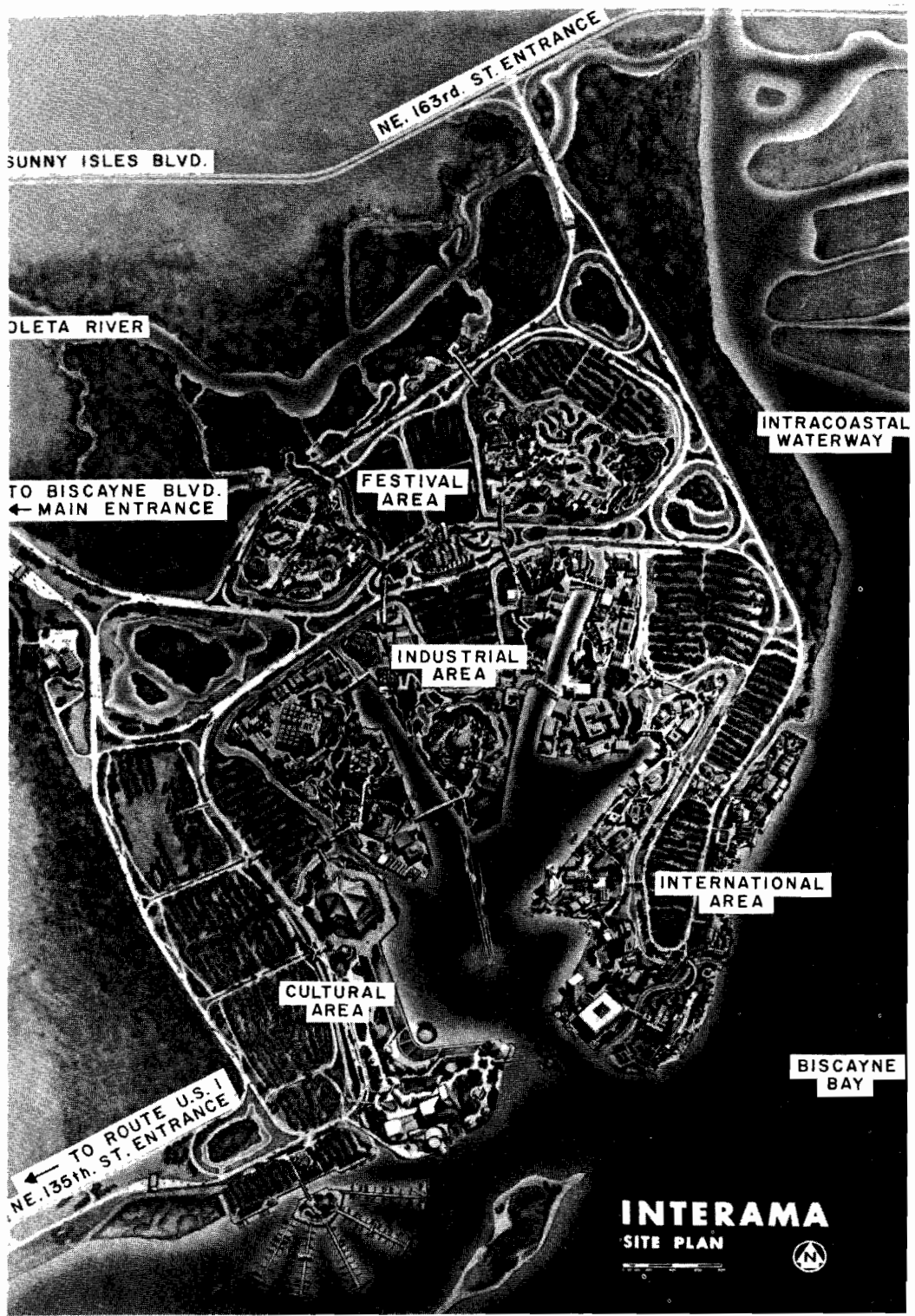
The basic cost of seeing Interama will not be expensive in comparison with other expositions, Interama officials say.

A gate toll per car of perhaps 25-cents will be the only charge for entrance to the Interama property. No charge will be made for parking facilities. Visitors will be allowed to drive around Interama's perimeter roads without actually going into the exhibit areas.

When the visitor does decide to enter the heart of Interama, he will pay \$1.50 per person, general admission.

This charge will admit him to all the exhibits in the International and Industrial Areas. It also will allow him to enter the Festival and Cultural Areas.

However, should the visitor decide to have a hot dog, a drink, ride a boat through the Oleta River sanctuary, make use of any of the amusements in the Festival Area, or view the performances in the Cultural Area, there will be extra charges by the concessionaires.



# Transportation: Water, Land, Air

By **SUSAN NEUMAN**  
Journal Writer

Tomorrow's means of mass transportation may be the methods by which Interama visitors will view the exposition.

Three types of transportation will be used — water, ground and overhead, according to Interama planners.

All conveyances will pass through Interama's six orientation centers, which are the first places a visitor goes after he parks his car or disembarks from a bus or helicopter.

"Here, he will purchase a token, or perhaps a book of tickets, which he can use for transportation," a planner explained.

All visitor transportation within the grounds will be handled by concessionaires.

**SURFACE** transportation could take one of two forms.

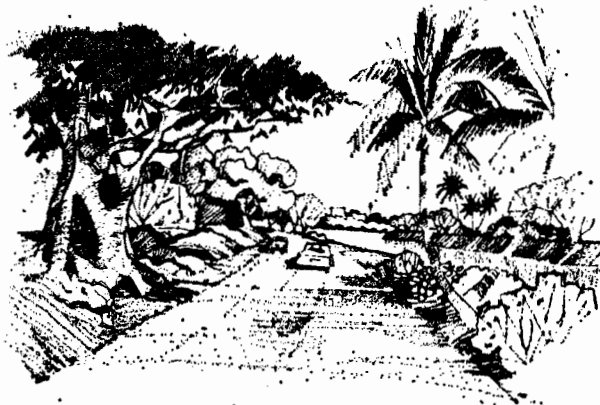
A tram similar to that used at Lincoln Road Mall in Miami Beach or Crandon Park on Key Biscayne, could be used for sightseeing and transportation between various areas.

The trams would hold 30 to 40 people and would make a guided tour several times each day.

Individual electric rickshaws, with guides, will be available to persons wishing individual tours of the grounds. These automated rickshaws would go into a community of exhibits, but would not stop at individual exhibits.

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**FOR** transportation on the numerous waterways within



PARK ENVIRONMENT

AUTOMOBILE

"This is why we don't know exactly what it will look like," he said. "But we do know what we basically want."

Some form of overhead transportation is envisioned. This may be a cable car or a type of a monorail.

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the Interama site, a type of gondola will be used. These may seat 20 people and be used for traveling between various points, such as the Tower of Freedom, and land exhibits.

The gondolas also would be part of a guided tour program.

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**A HELIPORT** in the International Area would accommodate two types of helicopters.

Large copters bringing 20 to 25 people from Miami International Airport or the Broward or Palm Beach areas would make daily "interurban" shuttles.

Smaller sightseeing helicopters, which would carry perhaps three or four persons, would be available for a "bird's eye view" of the grounds.

Interama authorities are also considering the use of air cushion cars and hydrofoil boats.

The air cars would carry four or five persons and would be able to travel over water and land, the planner said. The hydrofoil boats could carry 50 to 75. The cars hover a few inches above the surface and are supported by a "cushion" of air created beneath them.

Some thought has been given to the possibility of using moving sidewalks, but these would probably be left to the individual concessionaire. There are no plans for widescale use of moving sidewalks by Interama at this time.

Interama authorities have considered using a moving sidewalk in an underwater tunnel which would lead to the Freedom Tower. But plans on the tower have not been completed.

# Stop Lights Won't Slow Your Drive

By **SUSAN NEUMAN**  
Journal Writer

Wide, one-way streets, without stop lights or intersections, will ring Interama's grounds.

A continuous flow of traffic is the objective.

Interama's coordinating engineer, **Morris Lipp**, said the interior road system was designed to accommodate about five million cars per year, or an average of 13,700 cars per day.

The plans, are completed and work on the roads by the State Road Department should begin within the next few months. Bids for construction will be advertised shortly, Lipp said.

A temporary surface treatment will be put on the interior roads for the time being. The final asphaltting will be done shortly before opening day.

**Major access roads will be four or six lanes. These are the Sunny Isles Causeway entrance, four lanes, the NE 135th St. entrance, four lanes, and the Biscayne Blvd. entrance, six lanes.**

The State Road Department is proceeding with studies of the Biscayne Blvd. access road entrance. Plans for the NE 163rd St. access road have been completed. The intersection at Biscayne Blvd. and NE 163rd St. is being designed for an interchange, with the possible relocation of U.S. 1 slightly to the east of its present location.

A bridge over the Oleta River for the NE 163rd St. access road also is being designed.

Toll gates will be set up on the three access roads to Interama. A fee of 25 cents probably will be charged for entrance to the grounds. There will be no fee for parking.

**From the entrance the roads will then fan out in different directions into two and three lane, one-way streets. The majority of the streets will be three lanes, all one-way.**

The design would utilize interweaving streets with the probable use of "yield" signs. No traffic lights are planned. The safe flow of traffic is a major concern.

"Road construction will be the first major activity," Lipp said. "Then the site grading will be done and the utilities put in."

**Roads will loop along the perimeter of the exhibit areas. Landscaped parking lots will lie between the one-way streets. All streets and parking areas will be lighted.**

The road shoulders will be landscaped, as will all the grounds of Interama.

Drainage has been allowed for, so that water will flow into the nearby waterways. The roads have been built up to about five feet above sea level. The surrounding land on which exhibits will be built will vary in elevation to as high as 20 feet above sea level.

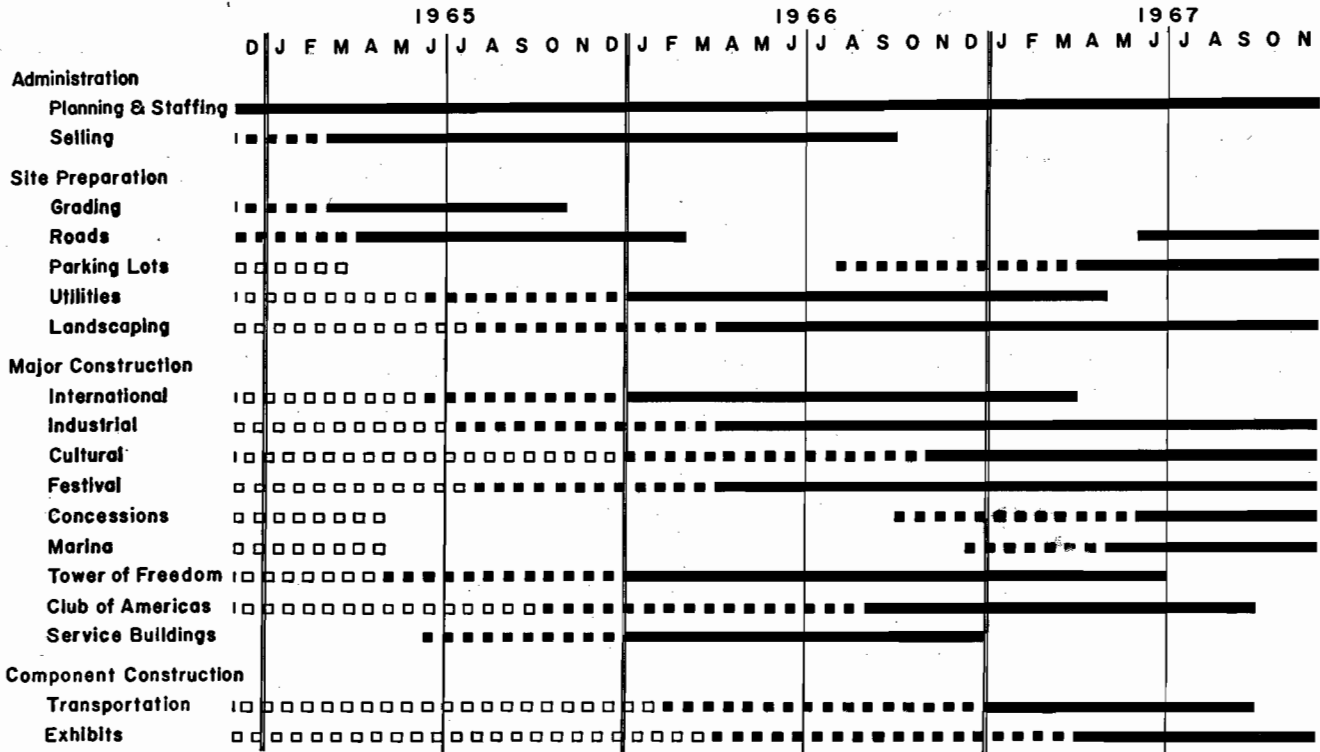


**INTERAMA'S TIMETABLE**

□ Research & Programming

■ Preliminary Planning

▬ Construction or Execution



**Completion Times Shown for Projects; Initials at Top Stand for Months of Year**

**Legislators Backing, Too**

# Five Presidents Liked the Idea



**Pepper**



**Smathers**



**Fascell**



**Holland**

The idea of an Inter-American Cultural and Trade Center has been looked upon favorably by five presidents.

President Franklin D. Roosevelt endorsed the idea in 1939.

President Harry S. Truman endorsed it in 1952.

In 1956, President Dwight Eisenhower said he liked the idea.

President John F. Kennedy voiced his approval of government participation in Interama in 1962, during a White House conference.

This year both President Lyndon B. Johnson and Vice President Hubert H. Humphrey have been strong supporters of Interama.



**Ike**



**JFK**



**LBJ**



**Truman**

Under their administration Interama received its long-sought promise of federal participation.

The Florida delegation to Congress also supported Interama, especially Sen. Spessard Holland, Sen. George Smathers, Rep. Claude Pepper and Rep. Dante Fascell.

Support also has come from the Organization of American States; governors of the state of Florida; the Florida Legislature; mayors of Miami since 1933 and heads of other local government bodies; the American Municipal Association, the National Association of Counties and the Florida League of Municipalities.

# Members of Authority Appointed by Governor

Haydon Burns, the governor of Florida is ex-officio chairman of the Inter-American Center Authority. As chairman, the governor appoints a ten member board for the Authority. Dr. Irving Muskatis standing chairman for the governor.



**BURNS**

★ ★ ★  
**ROBERT KING HIGH** is vice chairman of the authority. He is a lawyer, mayor of Miami and a member of the Cuban Refugee Committee.

**DAVID W. WALTERS** is secretary-treasurer. A lawyer, his speciality is international law and federal practice. He is the president of the Federal Bar Association, member of the Florida Council of Bar presidents, the Inter-American Bar Association and the American Bar Association.

**FRANK SMATHERS JR.,**

is chairman of the finance committee. He is president of the Miami Beach First National Bank and was the first president of the Dade County Bankers Association and first chairman of the Trust Division of the Florida Bankers Association. He is a trustee of the University of Miami.

**HARRY HOOD BASSETT** is a member of the finance committee. He is president of the First National Bank of Miami, a director of the First National Banks of Fort Lauderdale and Palm Beach. He is a trustee of the University of Miami and a member of the American Bankers Association.

Other Authority members are:

**B. E. HEARN** a pioneer Miami resident and developer. He served on the Miami City Commission and at one time was supervising contractor for the Florida State Highway Commission.

**J. N. McARTHUR** is the owner and president of the

McArthur Jersey Farm Dairy Inc. He is a trustee of the University of Miami, and a member of the policy committee of the United States Chamber of Commerce.

**JOSEPH J. ORR** is a former president of the Chamber of Commerce of the Americas. He is a past president of the construction firm of John B. Orr Co.

**FRANK E. MACKLE JR.,** is president and director of the Deltona and Marco Island Development Corps. He is president of Mackle Bros. Inc., and chief executive officer of General Development Corp. and subsidiaries.

**ART BRUNS** is the owner of the Miami Springs Villas. He is the co-owner of King Arthur Chair Co., president of SNURB Aviation Co., and vice president of Bruns and McKenna Taxicab Co. He is a member of the Dade Port Authority and on the advisory boards of Variety Children's Hospital and the City of Miami Stadium Advisory Council.

## \$8 Million Worth Outstanding

# Bonds on the Market, Public Can Buy

The public will be able to share in the growth of Interama through the purchase of long-term revenue bonds.

Interama has \$8 million in long-term revenue bonds outstanding. These bonds, \$1,000 each, are selling above par value now, and are yielding 4.9 per cent annually.

Interama bonds are tax-free because the Inter-American Center Authority is a Florida state agen-

cy, the comptroller for the authority explained.

The bonds pay interest of 5½ per cent annually.

Another bond issue will be sold during this year. This one will be for \$13 million.

## Marina Eyed for Boats

A marina, designed as a facility for Interama visitors arriving by water will be built at the tip of the cultural area, Interama officials say. There will be space for 400 boats.

The marina will be operated by a concessionaire.

Interama officials hope to have a captain's club, con-

taining a restaurant and cocktail lounge, on the premises.

A small natural island just off the coast from the marina will protect it from rough waters.

Present plans call for perhaps a half dozen piers radiating from a main marina area.

## A Special Desk in D.C.

There is an "Interama Desk" in the U.S. Department of State.

The office serves as liaison with Interama officials in Miami. It will become a clearing house between the agencies of the Department of State concerned with Inter-American affairs and the

Latin American ambassadors, the Organization of American States and other groups with Latin American ties.

Interama hopes to arrange for the President of the U.S. to invite Latin American countries to participate in the project.



**Scale Model of Part of the Industrial Area**  
*... exhibits will be grouped, with emphasis on common interest*

## Repeat Trips Seen For Average Visitor

Mr. Average Visitor at Interama will be the fellow who likes it enough to come back again.

The typical Interama visitor is expected to spend 2.7 weeks in Florida. He will come by car in 83 per cent of the cases, and will have saved throughout the year for enough money to see Interama and other Florida points of interest.

**Interama officials have done research on the type of person coming to this area, to determine his needs, according to Dr. Irving Muskat.**

The visitor probably will come with a family of three or four persons.

He will have the time, money and inclination to see Interama and thoroughly enjoy it. He probably will spend two to four hours on each visit.

"We want everyone to have something to identify with at Interama," said Dr. Muskat. "Something that is home to him and that he'll want to come back to see again and again.

"Interama will show a full sweep of the American Way of Life, and it must fulfill the needs of all Americans," he said.

### Economics, Engineering

## These Firms Paved Way for Interama

Aside from actual employees and consultants to Interama, nationally known firms have made studies and handled other important services for the Inter-American Center Authority.

Rader and Associates were the consulting engineers for the dredging and filling operations for Interama's site. A survey on traffic engineering was handled by Wilbur Smith & Associates of New Haven, Conn.

Four firms have conducted economic or research studies for the Authority. They are: Arthur D. Little & Co. of Boston; Economic Research Associates of Los Angeles; First Research Corporation of Miami; and Ebasco Services, Inc. of New York.

John Mitchell of Caldwell, Trimble & Mitchell in New York, is Interama's bond counsel. Goodbody & Co. of New York is bond underwriter.

# The Men With Plans

The key men in the development of Interama's physical plan are:

**MORRIS LIPP**, coordinating engineer.

**ROBERT B. BROWNE**, architect-in-charge.

**MILTON C. HARRY**, planning consultant.

**EDWARD D. STONE**, landscape consultant.

**CARLTON DECKER**, chief of design and planning staff.

**LEE ROSS**, director of

## Meet Interama's Staff

information and research.

Here are some facts about their backgrounds:

★ ★ ★

**MORRIS LIPP** supervised the gigantic dredging and filling job already completed at the Interama site. He also prepared the road and utility plans.

Lipp has a degree in civil engineering from Massachusetts Institute of Technology, a law degree from South Florida College of Law, and studied military government at the University of Virginia and the University of Michigan.

He was city engineer of Miami Beach from 1933 to 1962 with a leave during the World War II years. Lipp left the service in 1946 as a major after serving as an area engineer for the construction of several military installations. From 1958 to 1962, he was city manager of Miami Beach.

★ ★ ★

**ROBERT B. BROWNE** is an award-winning architect with offices in Miami for 11 years. He, along with other Interama architects, is responsible for the form that Interama will take.

Browne has an architecture degree from the University of Florida, and has taught architectural design at the University of Florida and the University of Miami.

He was the winner of design awards at the American Institute of Architects National Design Awards Program, the Progressive Architecture Annual International Architectural Design Competition and the Architectural Record Annual Awards Program.

He has worked in most areas of architecture, including land planning projects, public housing, residences, commercial buildings, schools research facilities and churches.

★ ★ ★



Architect Decker



PR Director Ross

**MILTON HARRY** is an architect and landscape architect with offices in South Miami. He has been active in designing commercial and industrial buildings, residences and land planning projects and is the recipient of several professional awards for his work.

Harry is a native of New York City, and a graduate of the Syracuse University School of Architecture. He also studied landscaping at the New York State College of Forestry.

His role with Interama is on a consulting basis, in the area of planning and architecture.

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**EDWARD DURELL STONE JR.**, is the landscape architect consultant for Interama.

He began his career in 1952 working with his architect father. In August of 1960, he opened his own office in Fort Lauderdale.

Stone studied at Yale University and at Harvard's Graduate School of Design. In 1959 he was awarded a fellowship by the Institute of International Education for field research in urban design and landscaping at the University of Mexico.

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**H. CARLTON DECKER** is the architect who heads up the Design and Planning staff. He has been with the authority for four years, but still manages to keep his own practice going.

Decker studied at the Cranbrook Academy of Art and at Wayne University in his native Detroit. He majored in industrial design.

After serving in the Korean war, Decker completed his education at the University of Florida where he received a bachelor of architecture degree.

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**LEE ROSS** is the director of information and research for Interama.

He has had 25 years of experience in the public relations field in business, industry, trade associations, expositions, fairs and federal and state government.

He was a principal organizer of the first U.S. International World Trade Fair and also served as official U.S. public relations counsel to the government of Canada for Canadian international trade fairs.

He has won several awards in the public relations and advertising fields including the "Silver Anvil" the highest award in his profession.



Engineer Lipp



Landscaper Stone



Architect Harry