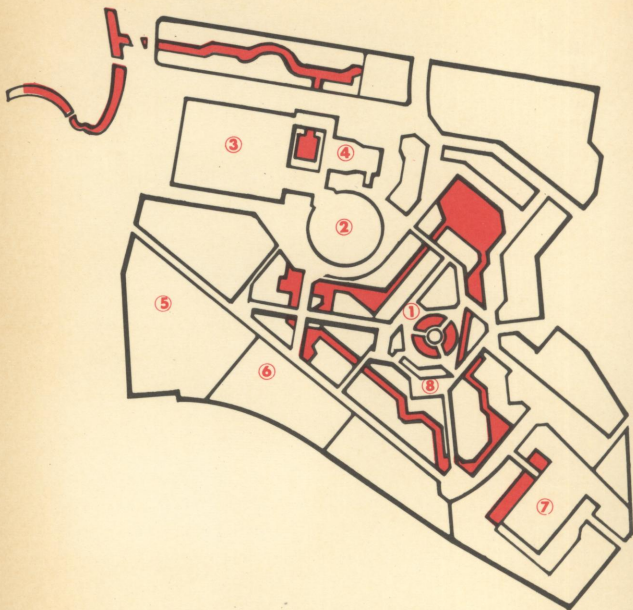


SOUVENIR BOOK OF

 **HEMIS FAIR '68** 



\$1.00



HEMISFAIR®'68

- | | |
|-------------------------|--------------------------|
| ① TOWER OF THE AMERICAS | ⑤ INTERNATIONAL AREA |
| ② ARENA | ⑥ UNITED STATES PAVILION |
| ③ EXHIBITION HALL | ⑦ TEXAS PAVILION |
| ④ THEATRE | ⑧ FIESTA ISLAND |



HEMISFAIR'68

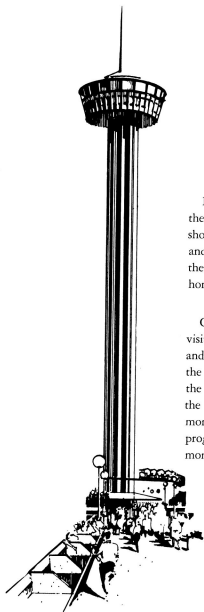
1968 World's Fair

San Antonio, Texas

HemisFair'68 has come to San Antonio. And the world has come to HemisFair — in part to show off its own finery, its own wit, humor and imagination. But in part, as well, to help the City of San Antonio hold a grand fiesta in honor of its own very special 250th birthday.

On its 92-acre site, HemisFair presents visitors with a glittering panorama of national and corporate inventiveness; industrial progress, the far reaches of education, the splendor of the arts, the wit and skill of the craftsman, and the humor and gaiety of people. For six whole months, HemisFair'68 is the showcase for man's progress, a treasure chest of memories, exciting moments and new ideas.

**SOUVENIR
BOOK**



THE WORLD IS HERE . . .



MEXICO

. . .



. . .

... IN LAS PLAZAS DEL MUNDO,

THE INTERNATIONAL AREA OF HEMISFAIR'68

• HONDURAS

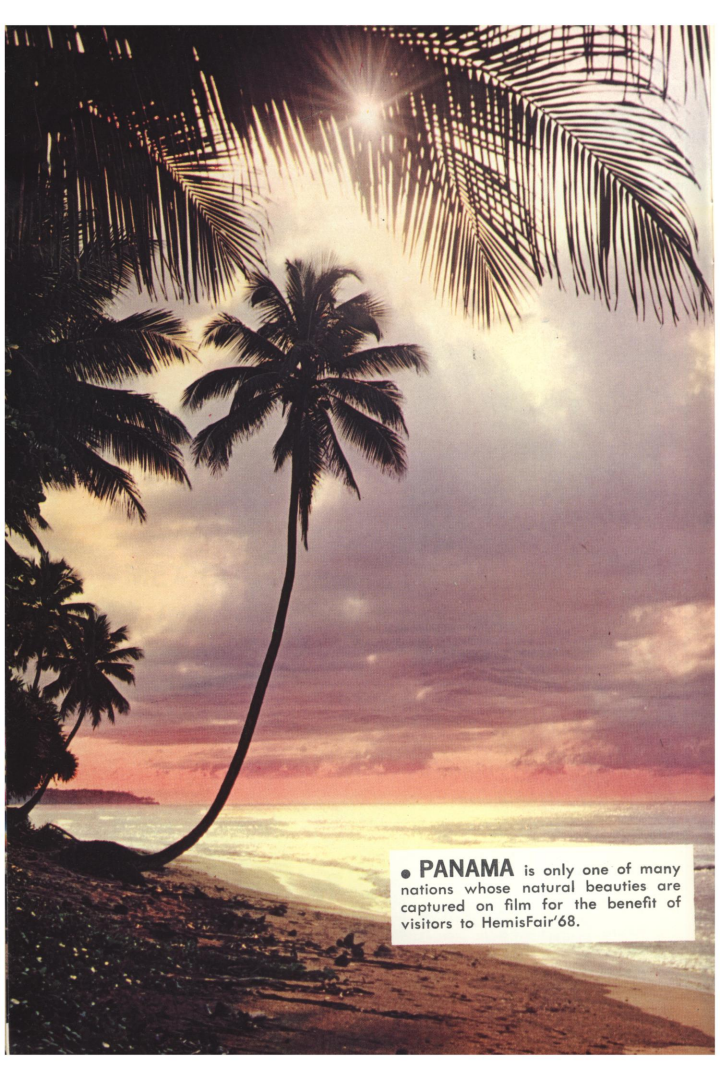
One of five nations
appearing in the
Pavilion of
Central America
at HemisFair'68.



• PANAMA

Featured in its
pavilion is a
working scale model
of the Panama Canal.

• **CENTRAL AMERICA** Its ancient past, active present and exciting future is portrayed in the Pavilion of Central America, a joint exhibit sponsored by Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. All are members of the Central American Common Market.



● **PANAMA** is only one of many nations whose natural beauties are captured on film for the benefit of visitors to HemisFair'68.

HERITAGE OF TWO WORLDS: THE AMERICAS

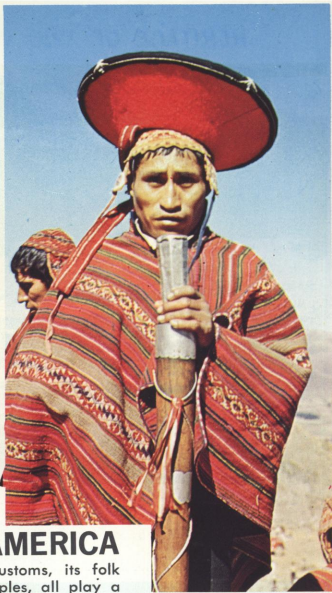


Age-old craft skills produce beautiful textiles in Bolivia.

... TO THE SOUTH LATIN AMERICA



Las Plazas del Mundo . . . where the world comes alive for fairgoers.

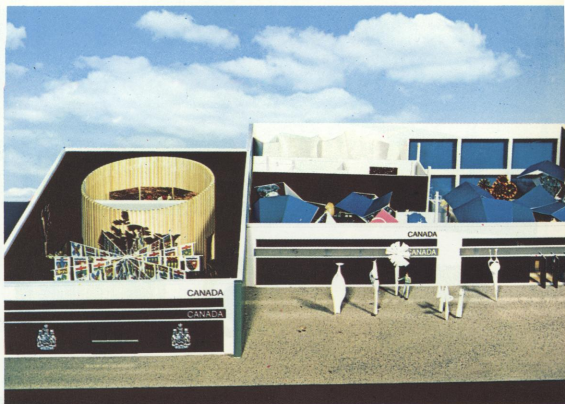


• LATIN AMERICA

Its distinctive customs, its folk art and its peoples, all play a role at HemisFair'68.



...TO THE NORTH IS CANADA



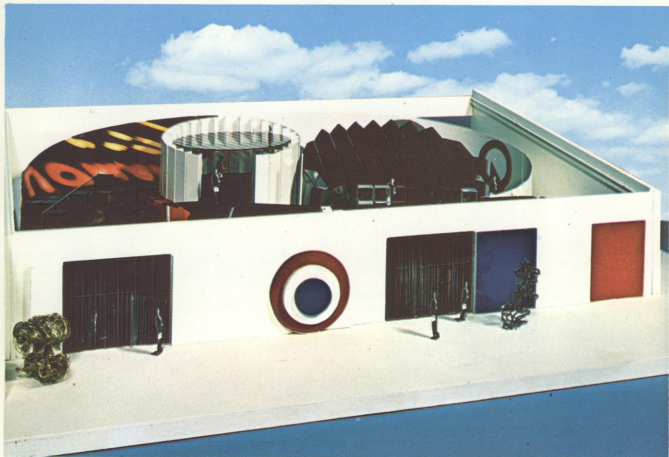
The Pavilion of Canada is a striking tribute to a great nation.



The Royal Canadian Mounted Police in the famous Musical Ride.



THE COUNTRIES OF EUROPE . . .



- **FRANCE** . . . The French designer has turned the HemisFair'68 symbol into a controlled system of walks and ramps that carries the visitor through the nation's history into the present and then offers an exciting look at the future.

INTERNATIONAL PARTICIPANTS

ARKANSAS
BELGIUM
BOLIVIA
CANADA
CHINA
COLOMBIA
COSTA RICA
EL SALVADOR
FRANCE
GERMANY
GUATEMALA
HONDURAS

ITALY
JAPAN
KOREA
MEXICO
NICARAGUA
OAS
PANAMA
PORTUGAL
SPAIN
SWITZERLAND
THAILAND
VENEZUELA



Fountain at Munich, Germany

● GERMANY

● BELGIUM

● SWITZERLAND

- In the Pavilions of Europe the arts, the crafts, the people bring excitement to HemisFair'68.



Lake in Switzerland



AND THE FAR EAST

THAILAND



JAPAN



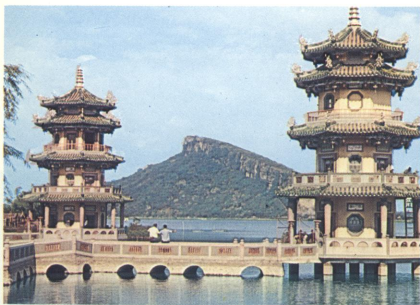
KOREA



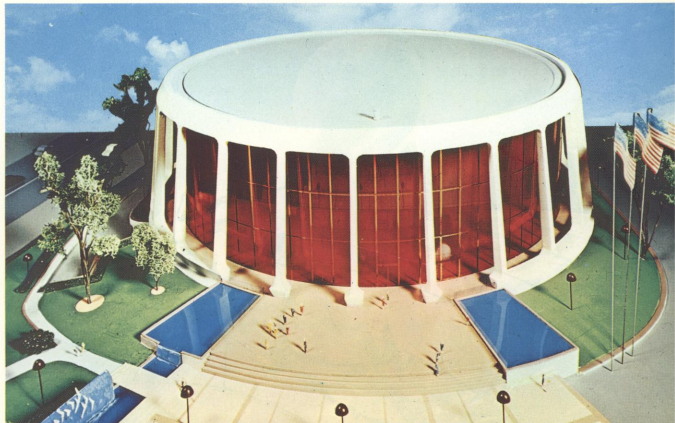
CHINA



The Pavilions of the Far East bring all the beauty and mystic allure of the Orient to HemisFair'68.



THE UNITED STATES...

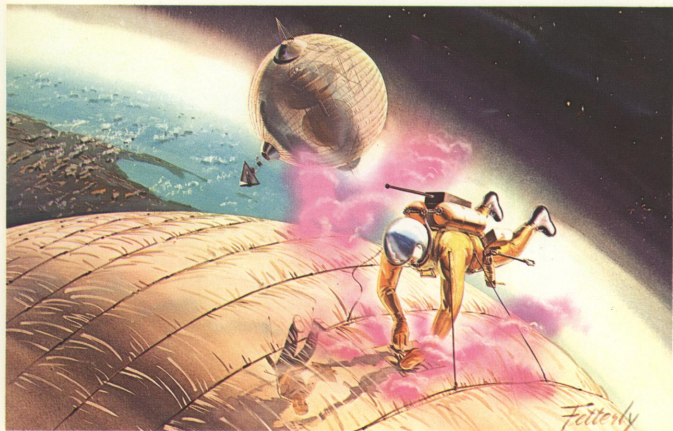


● **UNITED STATES CONFLUENCE THEATER**, part of the two-building Federal Exhibit at HemisFair'68, is a 70-foot high structure which houses a one-of-a-kind theater and the largest curvilinear motion picture screen in the world. In it, fairgoers will see the Francis Thompson film, "Confluence, U.S.A."

● **U. S. EXHIBIT PAVILION**: The United States Exhibit Pavilion is one of the two buildings which comprise the U. S. Exhibit at HemisFair'68. In this modern structure, fairgoers are introduced to the exhibit theme, "Confluence, U.S.A."



CONFLUENCE / COSMOS



CONFLUENCE/COSMOS, the theme exhibit for HEMISFAIR ' 68, is a startling adventure. The visitor is given the opportunity here to relive the many ways man has experienced the universe. By creating a series of six mood areas, the exhibit takes the visitor from the past into the present and even offers a glimpse of the future. The visitor's venture into the universe begins in the darkened introductory hall under an illuminated dome that represents the heavens. Here, he discovers one of the basic facts of the universe: it moves.

The six sections that follow the introductory hall work with that essential fact. The visitor now enters an area devoted to the sun and man's past and present awareness of that body. Graphic displays, models and other visual techniques introduce the visitor here to the phenomena of our environment. Near at hand, giant instruments, including the atomic clock, illustrate the different principles that apply to the measurement of time.

Next comes the section devoted to the moon. And the visitor gets a better understanding of this body, of its mysterious fascination, by experiencing some of the visual imagery of the ancient moon cults.

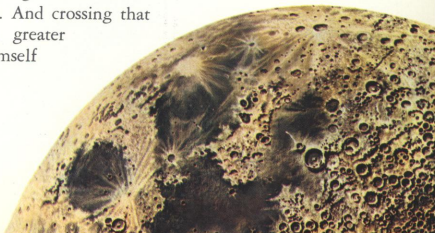
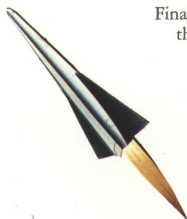
Stars appear next in their own section. Here, Homer's description of Ulysses' use of the stars to navigate home to ancient Greece becomes the introduction. Overhead theaters continue the story of the stars and navigation with pictures of some of the earliest navigation instruments.

The fourth section of the exhibit is devoted to astronomy, the science of celestial bodies. Here the visitor feels almost suspended between two areas demonstrating ancient concepts of the universe. Changing images projected on screens bring the visitor well into the present where he is introduced to some of the contemporary tools used by scientists today to explore the universe.

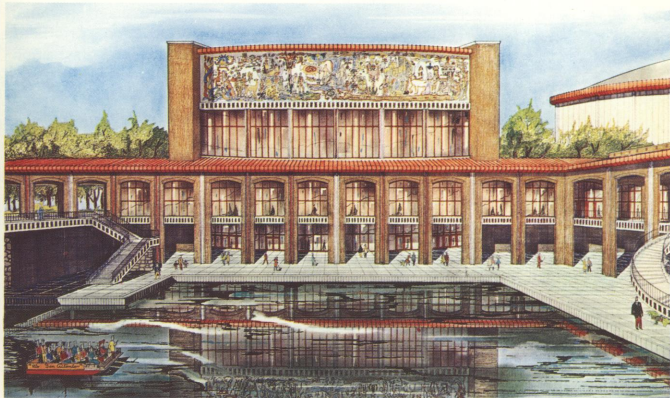
In the fifth section, the exhibit portrays the history of flight from dirigibles through the Wright Brothers to supersonic jets. Here, too, the visitor is given a better insight into how man has been prepared for his current great adventure: the leap into space.

Finally, the exhibit undertakes to explain the meaning and purpose of space flight. Vivid pictorial events here demonstrate the contributions of both the United States and the Soviet Union to the exploration of space. In fact, the visitor here actually goes into simulated orbit.

CONFLUENCE/COSMOS, the visitor realizes that space exploration has brought mankind to the edge of a new frontier. And crossing that frontier will bring even greater understanding of man himself and his home planet, Earth.



THE STATE OF TEXAS AND



● **THEATRE AND RIVER COURT.** The extension of the San Antonio River into the theatre courtyard will enable fairgoers to enter the HemisFair grounds by gondolas from downtown river points.

● **SAN ANTONIO CONVENTION CENTER.** Much of HemisFair's unique entertainment and fine arts program will be held in this 2,800-seat theatre, a 10,500-seat arena, and 200,000-square-foot exhibit hall — the largest single complex of buildings on the site.



THE CITY OF SAN ANTONIO JOIN HANDS...



● **THE INSTITUTE OF TEXAN CULTURES**, the State of Texas exhibit at HemisFair'68, tells the story of Texans, who they are and where they came from. The Institute will remain after HemisFair as a permanent part of San Antonio.

● **HEADQUARTERS, HEMISFAIR'68.** Strung with Mexican lanterns by night, the center of HemisFair activity by day, this beautifully restored 109-year-old structure was originally the German-English School, the grammar school for the children of German families in San Antonio.

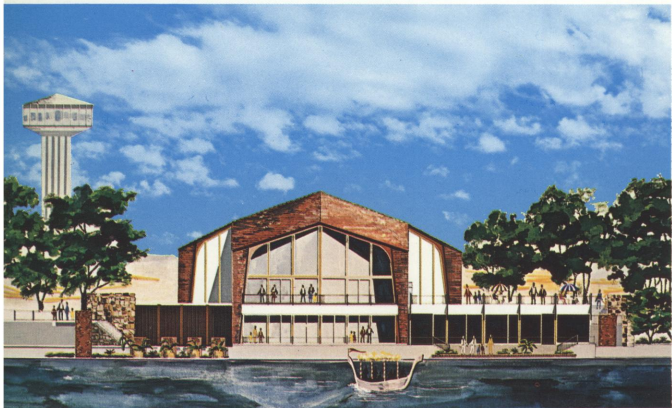


THE WORLD OF INDUSTRY AND INSTITUTIONS...



- **THE BELL SYSTEM.** An inviting fantasy land where adults, teenagers, and young children all get a chance to play "games" with some of the most advanced telephone equipment that exists today. Also houses attended telephone center.

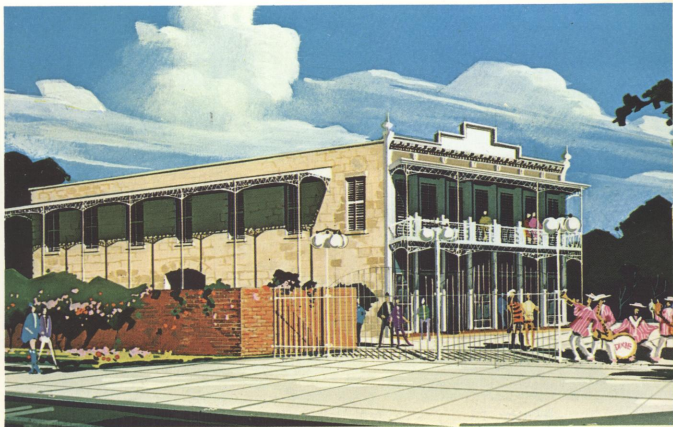
- **LONE STAR PAVILION,** sponsored by Lone Star Brewing Company, contains the Lone Star, a refreshment center, and the Texas Hall of History, a one-of-a-kind exhibit of memorable events in the state's fabled history.





- **COCA-COLA COMPANY** brings theater to the fair. Here, in its 500-seat theater, the company presents the puppets of Sid and Marty Krofft in a special play called Kaleidoscope.

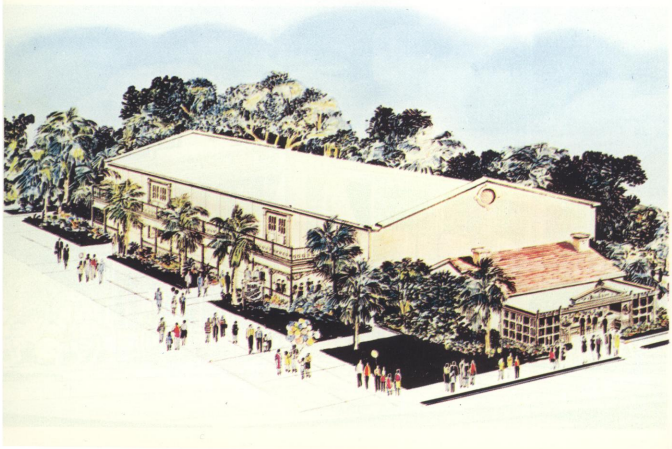
- **HUMBLE OIL** turned the old Schultze warehouse into a traveland tour center for Fairgoers. Inside, too, is a delightful exhibit of models depicting man's efforts to move himself and his goods from place to place.





- **THE GENERAL ELECTRIC PAVILION.** In a futuristic building, General Electric presents the story of electrical living in the Southwest from the time the first lights blazed in the San Antonio Opera House to the present.

- **PEARL PAVILION.** Pearl Brewing Company's Pavilion, with indoor and outdoor dining, refreshment and entertainment areas, evokes the charming mood of the turn-of-the-century, with jazz musical entertainment.





- FRITO-LAY/PEPSI-COLA presents Los Voladores de Papantla, the Flying Indians of Papantla, in a breathtaking performance of ancient dramatic rituals.

- PART OF THE SHOW at the Coca-Cola Pavilion is this colorful scene from Sid and Marty Kroff's puppet production, Kaleidoscope.





- **GENERAL MOTORS** provides fairgoers with a fascinating glimpse into the future of travel and transit plus a look at some experimental automotive developments in its imposing pavilion overlooking the Lake.

- **IBM: LAKESIDE.** Key feature of the IBM Lakeside Pavilion, one of two the corporation has constructed on site, is a light-hearted informative movie explaining the operation of modern computers.





- **KODAK PAVILION** — Visitors to the Eastman-Kodak Pavilion are introduced to the complexities and delights of film and filmcraft in all its many forms.

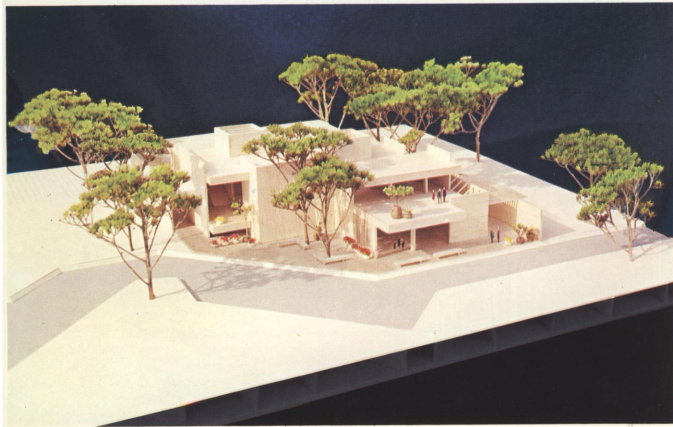
- **IBM: DURANGO.** The IBM Durango Pavilion, one of two the corporation has constructed on site, houses a unique, computer-operated loom that will weave a sample of cloth for the visitor.





- **CHURCH OF JESUS CHRIST OF THE LATER-DAY SAINTS**, otherwise known as Mormon Church, were among earliest groups to announce participation in HemisFair '68.

- **WOMAN'S PAVILION** structure is a tribute to the contribution women have made to culture and civilization in the Western Hemisphere.

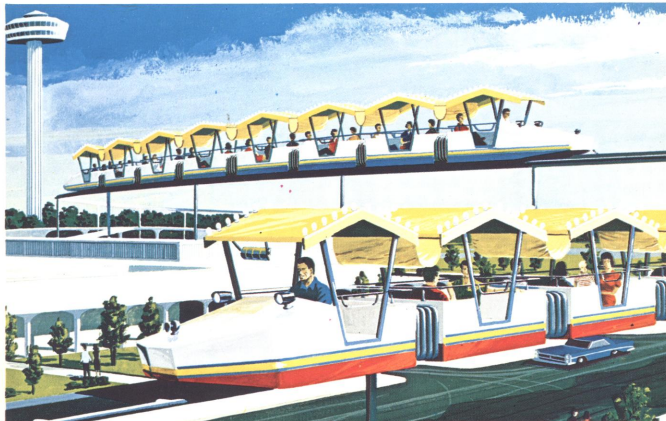


HERE IS FIESTA ISLAND ...



● FIESTA ISLAND, a beguiling area, landscaped with diversion in mind to hold rides, games, food kiosks and amusements in a picture-book setting of walks and waterways, shaded sitting areas and tree-lined paths.

● MINI-MONORAIL is one of the chief transportation means on the HemisFair'68 site. It is quick, colorful and provides a breathtaking view of the exposition's entire 92 acres.





- CALYPSO, one of nearly 20 fantastic rides that dot the landscape of Fiesta Island and the areas about the Tower of the Americas. Many of these are imported; many to be shown here for the first time.

- LES POUPEES DE PARIS in the Lido Theater. A marionette show for adults only with much of the flavor of the famed Folies Bergère in Paris. Created by Sid and Marty Krofft.





1. Begin
with the
World



2. Move
to the
Western
Hemis-
phere



3. Explore
paths
from the
Old
World to
the New



4. A new
way of life
is established
by the
meeting and
merging of
the Old and
the New.
The process
is continuing—
A confluence
of civilizations
in the
Americas.



HEMISFAIR'68

HemisFair'68 has foods to tempt any palate, from carnival delights like cotton candy to French and Philippine dishes entirely new to this part of the country. Entertainment and action explode on site: Clowns and puppet theater to enchant the children, inventive Czechoslovakian film craft to intrigue the adult, *Project Yes* to get everyone involved in pure fun, fantastic rides, games of skill and games of chance. It's all there for the whole family to enjoy.

Take a look at progress in the industrial exhibits. Or take a quick trip 'round the world in the time it takes to walk through the foreign pavilions. You'll wonder at the vast potential of computer science, the breathtaking mysteries of space. You'll see a mechanical William Tell soar high above his visitors. You'll test some experimental autos and marvel at a fantastic proposal to solve urban parking problems. But that's not all. There is much, much more. HemisFair'68 really gives its visitors an exciting look at the future all wrapped up in pure entertainment.

OFFICIAL SOUVENIR BOOK

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HEMIS FAIR '68



\$1.00