



San Antonio

WHERE LIFE IS DIFFERENT



San Antonio

WHERE LIFE IS DIFFERENT

MUNICIPAL INFORMATION BUREAU
7th Floor INSURANCE BLDG. * SAN ANTONIO, TEXAS

*This is your
Invitation to hold
your next Convention
in San Antonio*

You will find convention facilities second to none in San Antonio — which makes this city the logical choice for your next convention.

LOCATION—Few great convention cities are as strategically located as San Antonio. Lying at the crossroads of the continent, it is approximately halfway between the Atlantic and Pacific Coasts . . . less than twenty-four hours by rail from Chicago on the north and about thirty-two hours from Mexico City on the south. Excellent rail, highway and airline connections link it directly with every section of the nation, making it easy for delegates from the United States, Canada or Mexico to meet in this city, where life is different.

CLIMATE—San Antonio's mild climate and sunny skies make it an ideal year 'round convention city. It has an annual mean temperature of 69.2; average winter temperature, 59.2; average summer temperature, 78.2 and an average humidity from noon to 6:30 p. m. in the summer months of 52% — in the winter months 56%.

FACILITIES—On other pages of this book are pictured some of the fine facilities for housing convention delegates. Meeting and exhibit space accommodations are equaled by few cities in the nation. In addition there are:

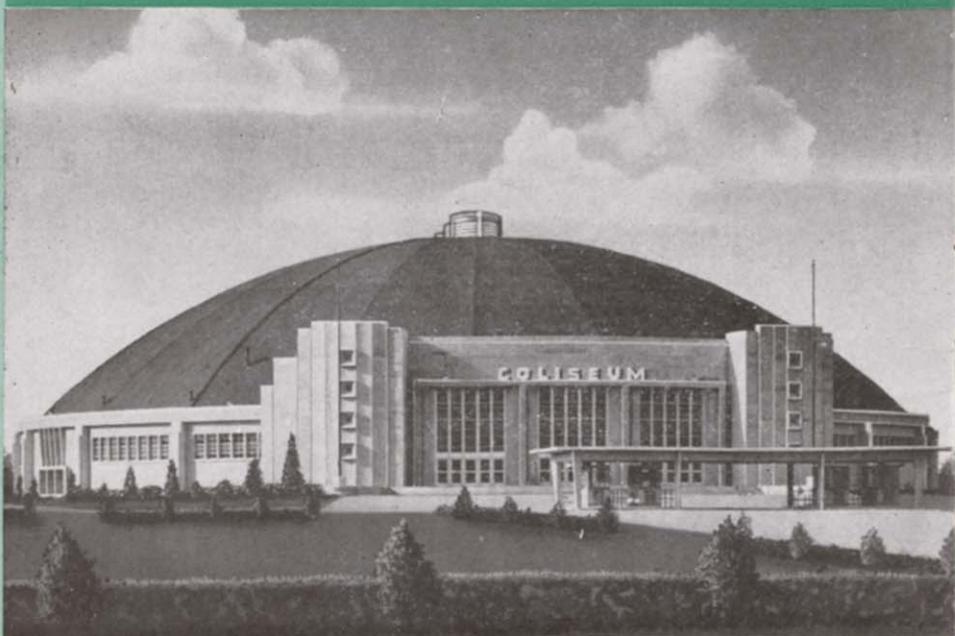
LA VILLITA—Here, in downtown San Antonio, is a full block of centuries-old dwellings restored to their original condition. The plaza of the village has table capacity to seat 600. Committees find ample meeting space in some of the historic homes. Bolivar Library auditorium in La Villita provides inside seating for 250.

ARNESON RIVER THEATRE—Adjacent to La Villita is this unique, open air theatre with seats for 950 on a terraced, grassy bank of the San Antonio river while the stage is on the opposite bank.

ALAMO STADIUM — For pageantry and ceremony, beautiful Alamo Stadium accommodates 22,420.

ALAMO STADIUM GYMNASIUM—Seats 6468 and has 60 by 114 feet of display space for exhibits.

CONVENTION SERVICES—When meeting in San Antonio, your convention will have available a highly trained convention department personnel, experienced in providing full and complete information and assistance. This comprehensive service covers every detail connected with the successful planning, promotion and carrying through of a convention. In San Antonio the three major local dailies and eight radio stations give full coverage to all conventions. All great wire services are fed from this city. Outstanding convention service firms have their headquarters in San Antonio, providing on-the-spot attention to decoration, furniture and fixture rental and installation.





MUNICIPAL AUDITORIUM

The Municipal Auditorium was built as a World War I memorial. Of limestone, its Mediterranean design conforms to the traditionally Spanish atmosphere of the city. Located three blocks from the center of the city, the auditorium is within easy walking distance of all leading hotels. All seats have perfect visibility with no obstructing pillars. In the center area of the ground floor, seats are removable, providing large space for exhibits and performances requiring more than the stage affords. One balcony, elevated only far enough to be consistent, is conveniently reached by ramps. Equipment includes a public address system and a \$45,000 Moeller organ. The building is completely air-conditioned. Ample parking space is provided in the area immediately adjacent. The auditorium also houses the Max Krueger Art Collection.



The air-conditioned Municipal Auditorium has a seating capacity of 6,066. Exhibit areas are 80'x70' and 35'x200'. Stage size is 74'x60'. Two committee meeting rooms have a capacity of 250 each. Full utility services are installed. Floor plans, rates and other data available on request.



SAN PEDRO PLAYHOUSE

Situated in beautiful San Pedro Park about one and a half miles from the center of the business district, San Pedro Playhouse provides an ideal meeting place for smaller groups. It is equipped with all types of theatrical lighting, and public address systems are available. Parking facilities are more than adequate. In addition to convention use, San Pedro Playhouse is used for many types of entertainment, including concerts and theatrical productions. Many convention-goers find their evenings enriched with splendid presentations in the San Pedro Playhouse. The classic Grecian entrance to this beautiful little theatre is taken from the city's historic, old Market House. San Pedro Park, itself, was a gift to the people of San Antonio by the King of Spain in colonial times.



The San Pedro Playhouse seats 656. Stage is approximately 30'x45'. Two meeting or display rooms about 20'x30' are situated in the front of the building, with projection room above.



BEXAR COUNTY COLISEUM

Recently completed, this Coliseum is one of the four largest in the country. It is located three miles east of the business section of San Antonio in a tract of 170 acres, permitting the use of extensive outdoor space by events requiring it. The roof is steel truss arch-type with no interior supports. Every seat has unobstructed vision. The Coliseum is intended for large conventions as well as expositions requiring display space for heavier equipment and for livestock shows. It is complete with heating, ventilation, daylight lighting, all-coverage, centrally controlled spotlight system, widely useable public address system, radio and television circuits and every modern convenience and comfort for the audience.



Seating capacity of the Coliseum totals 12,200; of which 4,649 are in the arena and 7,559 in boxes and upper arena section. Display arena is 125'x250'. Railroad siding, storage and maintenance shops on grounds. Parking area for 10,000 cars. All necessary wiring arrangements installed with full industrial utility service. Plans, rates and other data available on request.



This Is Your Book, designed to help you plan your visit to San Antonio, *where life is different.*

In the two centuries of growth of this city to its present population of over 400,000, much of the romantic old-world charm has remained. In addition to numerous historical sites and buildings, you'll find quaint customs and flecks of color threading through daily life.

Here are shops where you'll linger for hours selecting hand-crafted gifts for friends. You'll find other shops whose smartness and exclusive stylings vie with anything in the country.

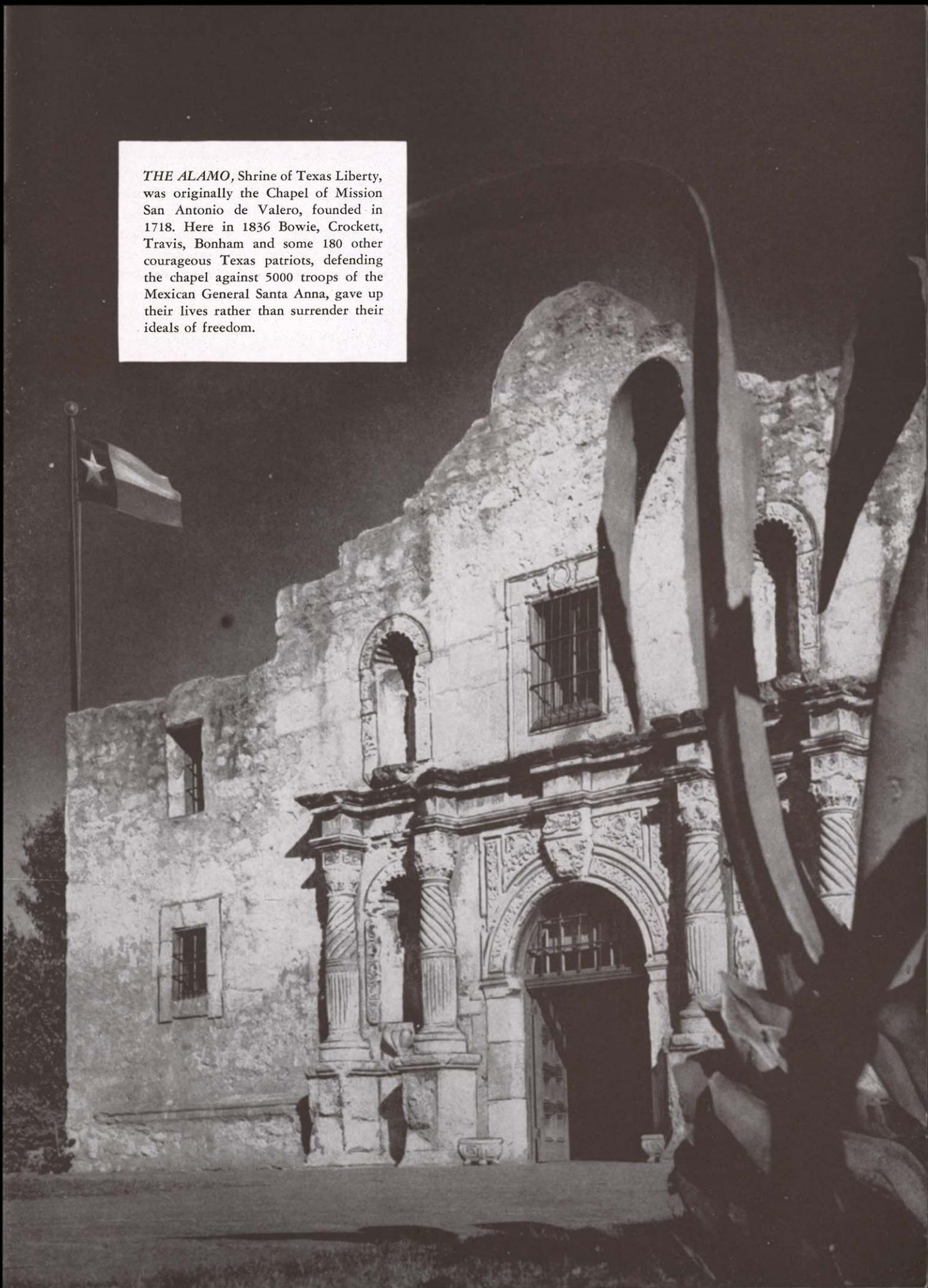
San Antonio is an all-year vacation center. Cooling breezes from the Gulf of Mexico make summer pleasurable. The southern location makes for a temperate winter climate. The annual mean temperature is a comfortable 69.1°.

Because there is no peak season in San Antonio . . . and because of the native friendliness of San Antonians, you will find your vacation in San Antonio surprisingly reasonable.

When you come to San Antonio, be sure to visit the Municipal Information Bureau where free assistance, maps and guide books will be offered to make your stay more enjoyable.

A day in San Antonio will interest you. A week will intrigue you. A longer stay will captivate you. Plan your visit now for a day, a week or a season . . . soon.

THE ALAMO, Shrine of Texas Liberty, was originally the Chapel of Mission San Antonio de Valero, founded in 1718. Here in 1836 Bowie, Crockett, Travis, Bonham and some 180 other courageous Texas patriots, defending the chapel against 5000 troops of the Mexican General Santa Anna, gave up their lives rather than surrender their ideals of freedom.





The statue of Moses Austin, from its vantage point on Military Plaza, ponders on the Spanish Governors' Palace where, in 1820, he became the first to obtain permission for the colonization of Texas by citizens of the United States.

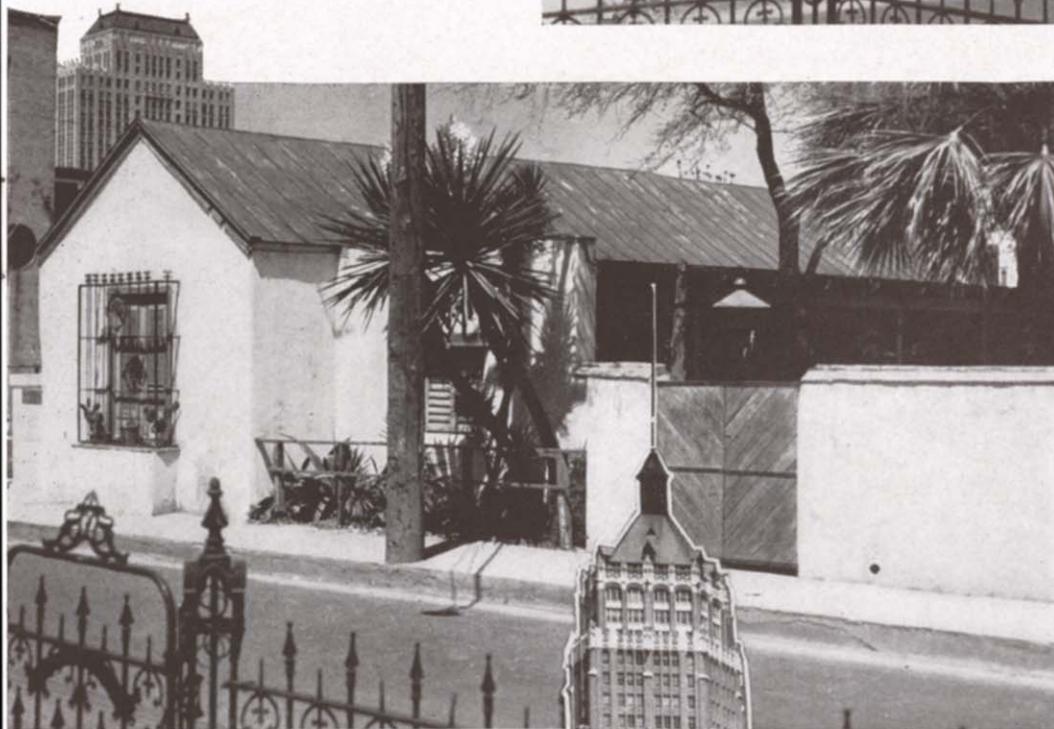
Much early Texas history was formed in this old Spanish Governors' Palace. From here, viceroys extended their rule over the wilderness. Here, they held audiences . . . formal balls. Though the exact date of construction is not known, the Hapsburg coat of arms over the entrance bears the date 1748. As you stroll through the typically old-world rooms of the Palace, you can almost imagine the brusque voice of the Governor from the hall . . . the murmured prayers of the old *duena* from the little chapel . . . or a whisper of formal courtship in the patio.



The little stone and adobe buildings of La Villita have witnessed the transformation of San Antonio from a wilderness outpost to a great, modern city. In varied construction, you see the effects of succeeding waves of immigrants for more than two centuries. Rich in tradition and history, this full block of buildings has been carefully preserved and today provides a romantic setting for colorful fiestas as well as a home for native arts and crafts.

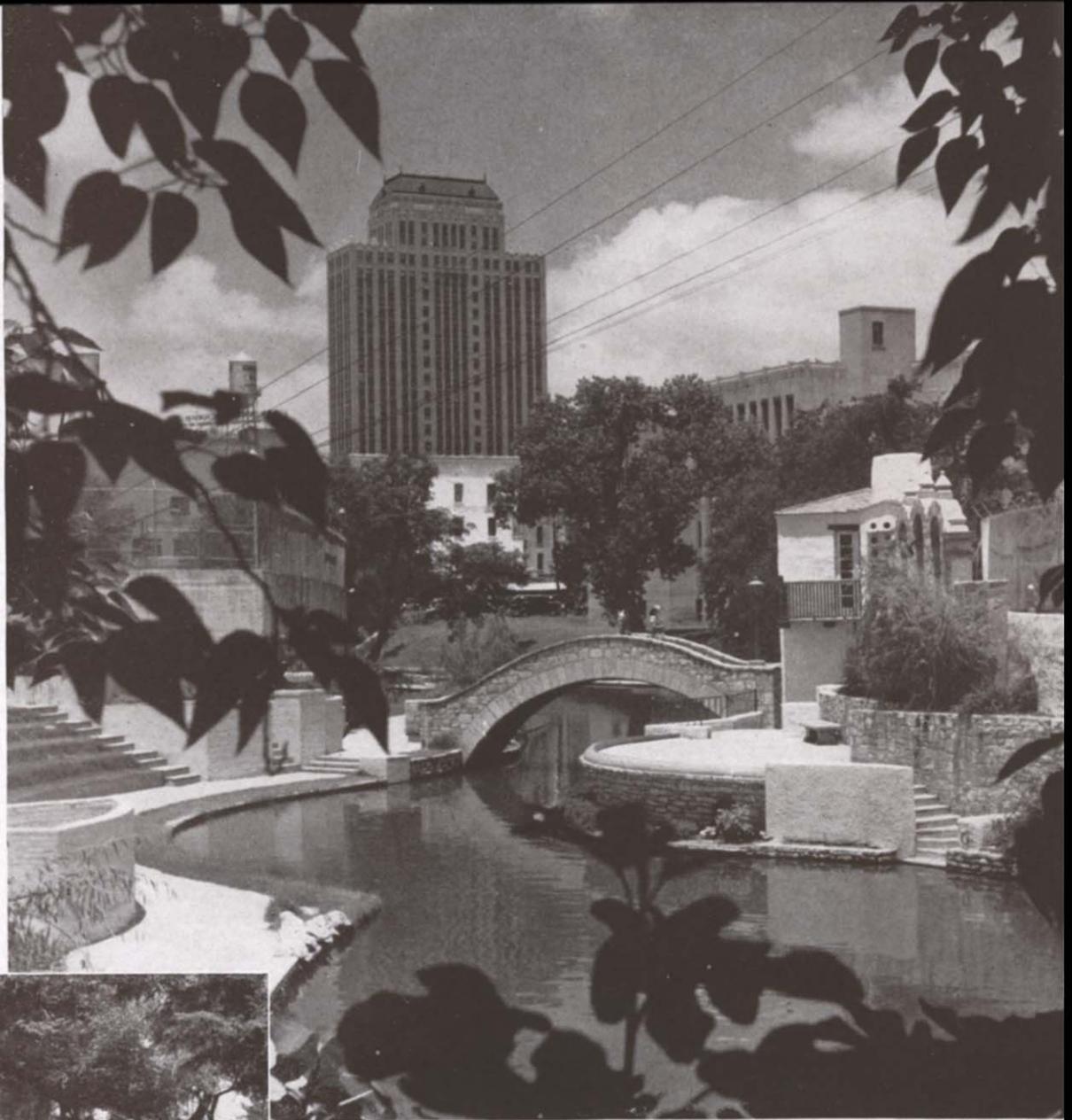


Casa Villita provides atmosphere for the headquarters of the River Art Group.



The historic Cos House witnessed the surrender of General Cos in 1835. High walls, surrounding a lovely patio, and the clean, pure lines of the little house, present an excellent example of early San Antonio architecture.





Such a wayward spirit is the little San Antonio River that, in traveling a distance of six miles, it is crossed by forty-two bridges. With its water level some twenty feet below the surface of the streets, the river has been landscaped in the area it meanders through in the downtown business section.



Winding stone walks lead along grassy, level banks lush with semi-tropical foliage. Arched bridges provide vantage points of observation. Here you can retreat to nature only a few steps from the roaring traffic of the city.



Woodlawn Lake, one of San Antonio's many parks, presents a pleasant setting for rest or play.



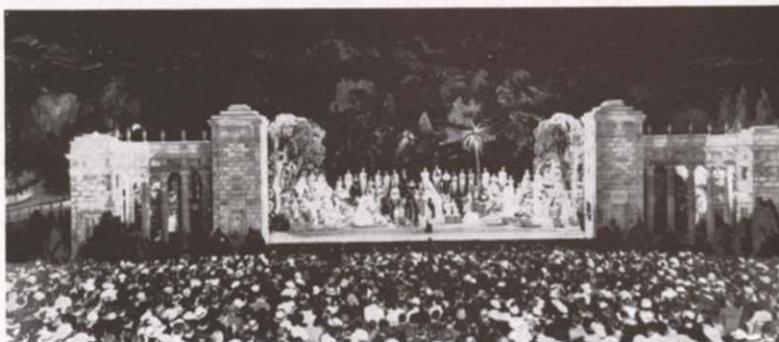
Rich in cultural tradition, San Antonians enjoy folk plays and ceremonials of many lands . . . as well as entertainment in a more modern vein . . . in their many and splendid public buildings and outdoor theatres. Appreciative audiences thrill to outstanding concert artists, symphonies and operas. In the long summer evenings, they revel in music under the stars. The Little Theatre group is exceedingly active. The San Antonio Symphony is outstanding. You will find wide variety and alluring quality for your evening's entertainment in San Antonio.



Great trade expositions, livestock shows, circuses, rodeos, and other events requiring big display areas use the new Coliseum, one of the four largest in the country.



The unique Arneson River Theatre where, against the permanent background of a mission-type building, actors play to enthusiastic spectators seated across the river.



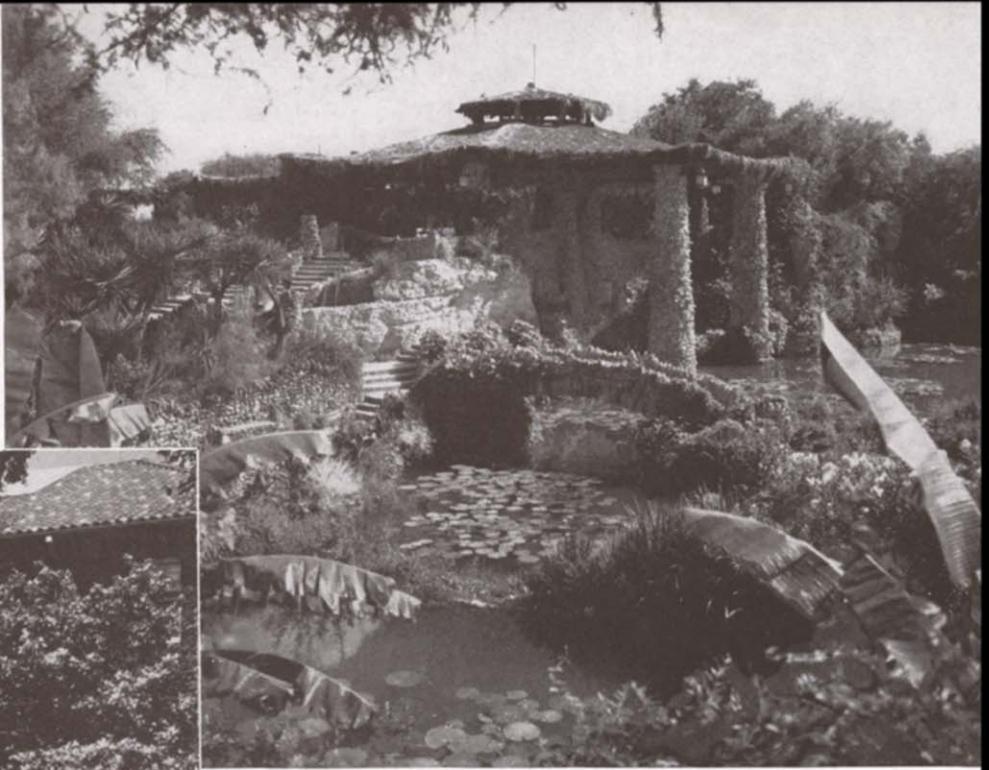
The Sunken Garden Theatre offers outdoor entertainment.

Crowds pack the beautifully designed Municipal Auditorium for operas with stars from the New York Metropolitan . . . symphonies and concerts by outstanding artists.

The well-talented Little Theatre Group and other organizations run the gamut from high comedy to deep tragedy in the San Pedro Playhouse.



You'll find absorbing interest in the Witte Museum with its rich archaeological and pioneer displays, its fine arts hall and other exhibits. A collection of four charming old buildings illustrates typical architectural periods in San Antonio's history.



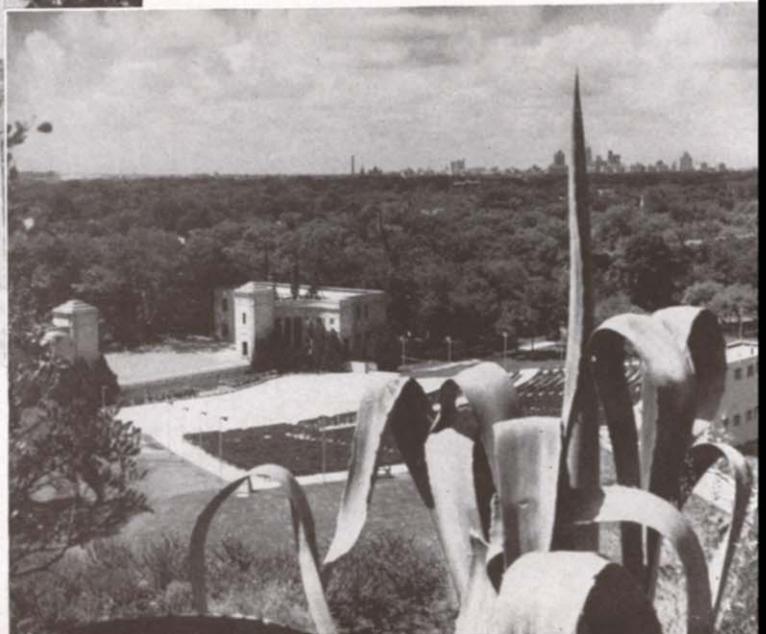
Strolling through the Chinese Sunken Garden, between limpid pools, whose banks flash with brilliant flowers, is a never-to-be-forgotten experience.

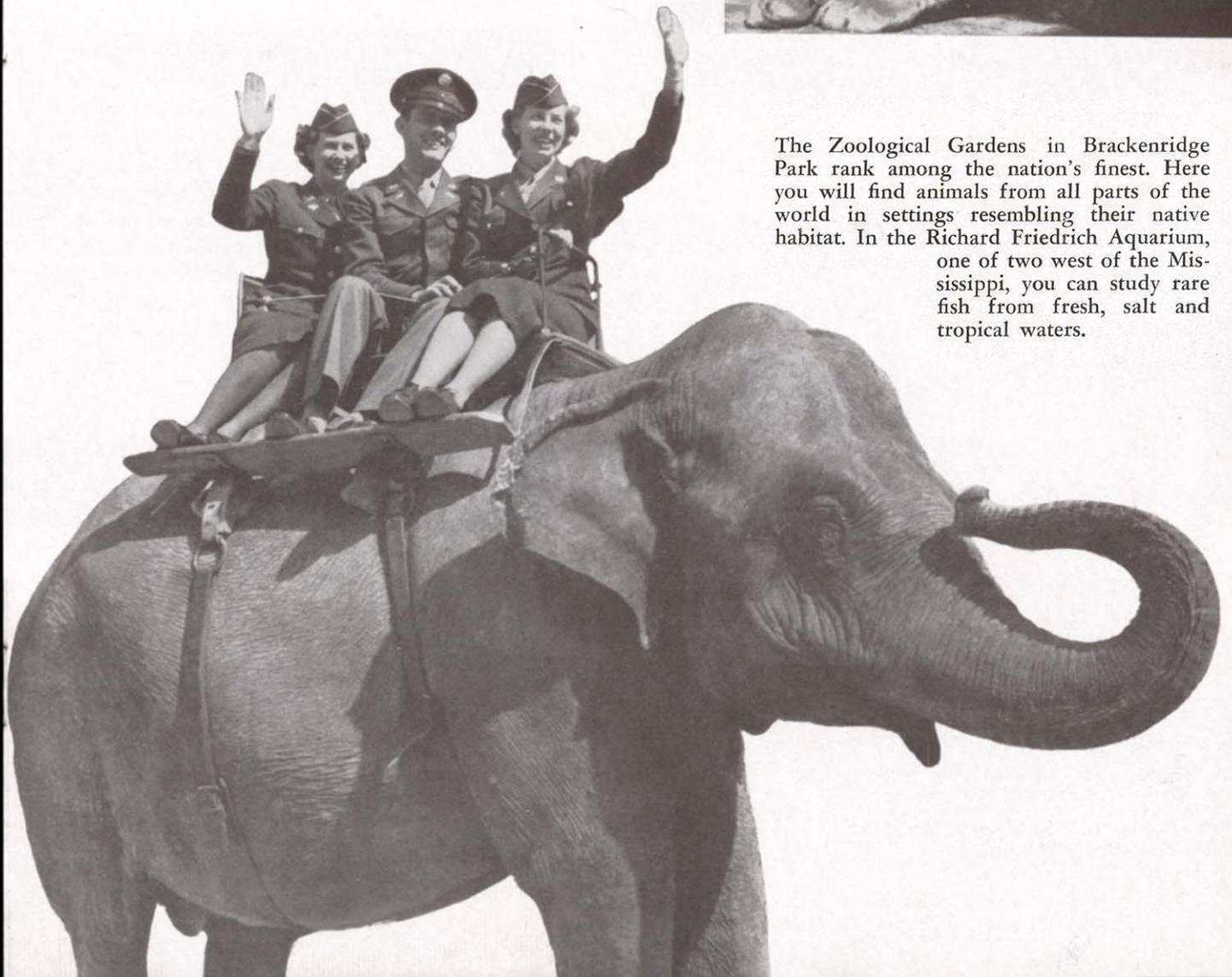
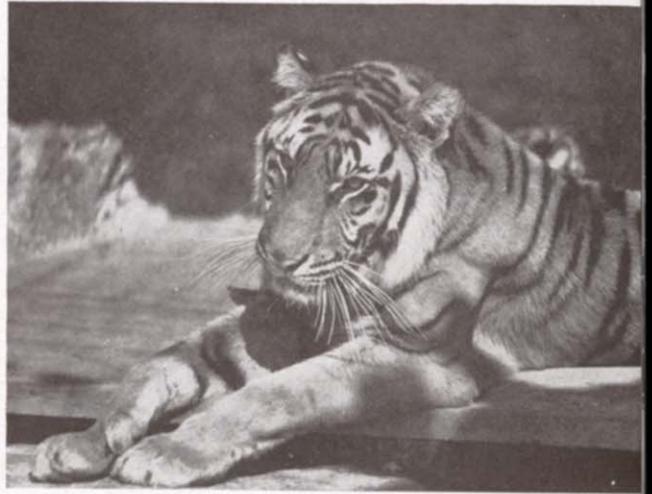


Pioneer Memorial Hall is dedicated to the Texas Pioneers, Texas Rangers and Texas Trail Drivers. Executed by Gutzon Borglum, the monument in front of the building is typical of a dramatic incident in the great cattle drives.

The stage of this outdoor theatre of classic Grecian design utilizes natural scenery for backgrounds.

In 1730 when the King of Spain directed that a settlement be laid out in what is now San Antonio, he specifically provided for two plazas for recreation. This policy became traditional and, as the city grew, so did its recreational areas. Today, over 2000 acres of lovely parks are devoted to sports, relaxation and entertainment. On this and other pages of your book, you'll find a few of the many attractions to be found among the natural woods of the famous Brackenridge Park which spreads over 320 acres within the city limits.





The Zoological Gardens in Brackenridge Park rank among the nation's finest. Here you will find animals from all parts of the world in settings resembling their native habitat. In the Richard Friedrich Aquarium, one of two west of the Mississippi, you can study rare fish from fresh, salt and tropical waters.

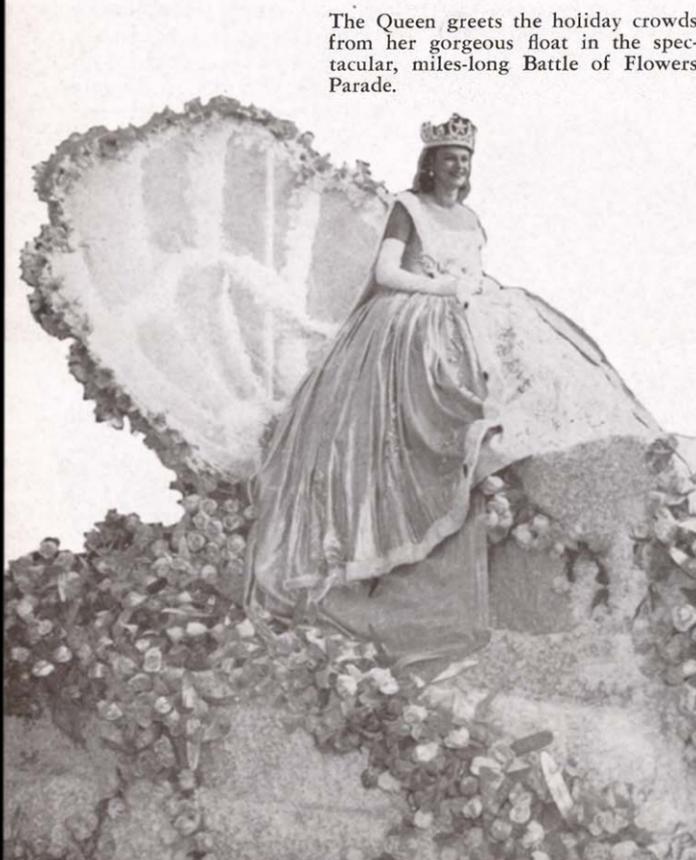


King Antonio, accompanied by his guard of Texas Cavaliers, sails down the winding San Antonio River in the lead boat of flower-decked flotilla to open Fiesta week.

The spirit of gaiety needs little prompting in San Antonio to declare a holiday. Settled by peoples of many different cultural heritages and being home base for large Army groups, San Antonio has something entertaining going on every month of the year—quaint fetes carried over from Mexico and Europe as well as the typically-American Old West. The most looked-forward-to fun in San Antonio is the colorful and lively Fiesta de San Jacinto staged every year during the week in which April 21 comes. For six days, townspeople and visitors, many dressed in clothes of the west or San Antonio's Spanish era, watch the daily parades, attend the many special events, or join in the merrymaking.



Charming scenes, typical of quaint early Texas life, delight spectators who join in the merriment during a "Night in Old San Antonio", an annual affair staged in La Villita.



The Queen greets the holiday crowds from her gorgeous float in the spectacular, miles-long Battle of Flowers Parade.



Surrounded by her beautifully-gowned ladies in waiting, the Queen is crowned in a lavish setting interpreting a legendary theme.



The San Antonio Symphony Orchestra, ranking among the best in the nation, presents renowned guest artists during the concert season.



Metropolitan opera stars sing to full houses during the week-long Opera Festival presented each February.

Twice a year, more than a hundred artists exhibit their work for two days along the grassy banks of the meandering San Antonio River and thousands of spectators crowd the flagstone walks to see, wonder and cast their votes for the pictures they like best in the River Art Show.



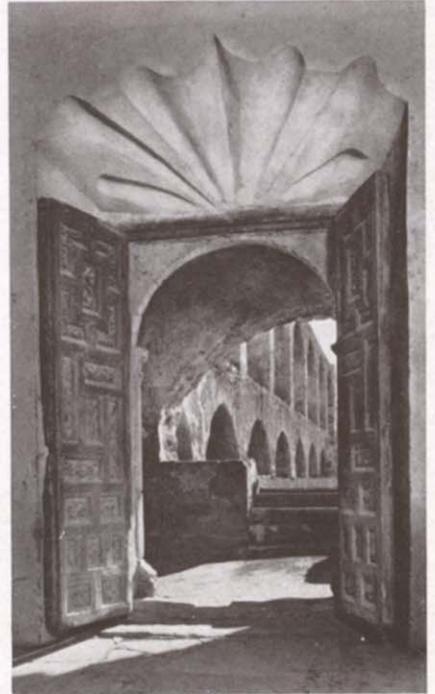


Mission San Jose, "Queen of the Missions", established in 1720, is world renowned for its beauty of form and its wealth of sculpture. Designated a National Historical Site, San Jose carries additional interest as a complete mission establishment. Here, in addition to the chapel, you will see the dwellings for Indian charges, the old mill, the granary and numerous implements and furnishings.

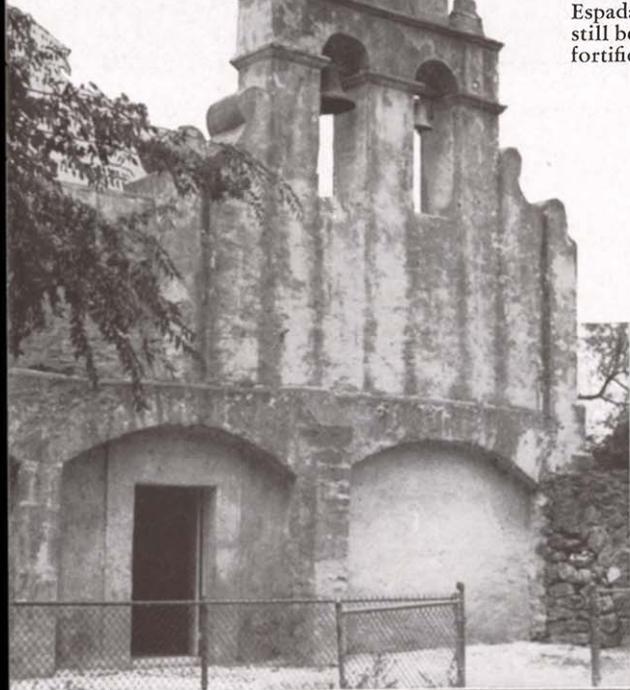
In no other city of the country is the evidence of Spain's colonial effort so well preserved. Four age-old missions, constructed in the early part of the eighteenth century, and the world-famous Alamo, speak of the hardihood and courage of their builders. Here you visualize the labors of Franciscan Padres as they patiently instruct their Indian charges in arts and crafts and the way of European life.



At Mission San Francisco de la Espada, established in 1731, can still be seen a part of the original fortifications.



You will find the frescoes of stone dyes, unusual dome, scalloped parapet and cloister arcade of interest at Mission Concepcion established over two centuries ago.



Mission San Juan Capistrano

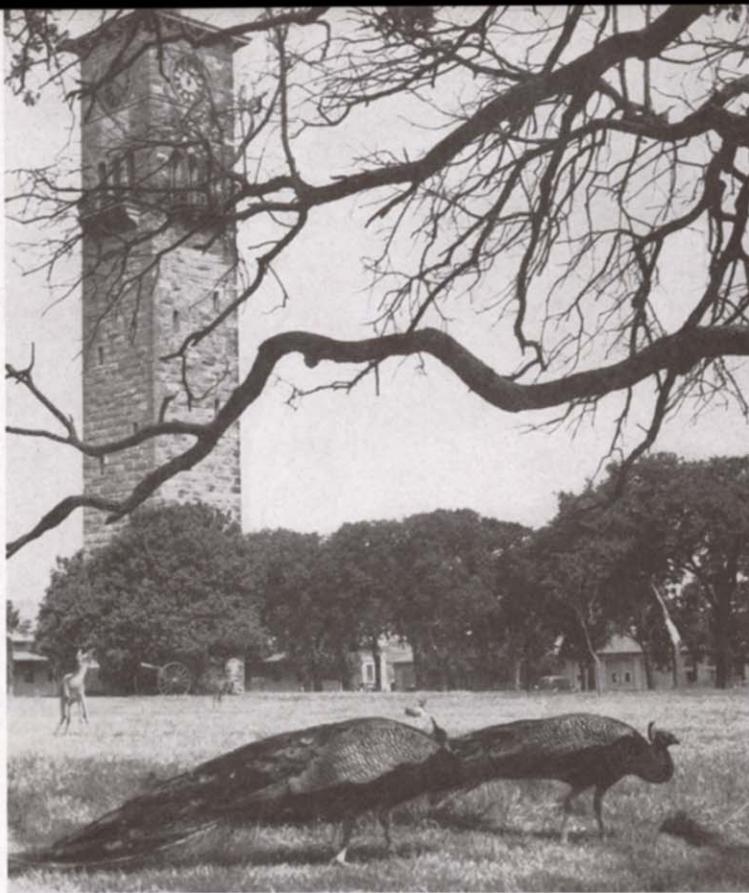




Brooke Medical Center is one of the largest and most important Army medical installations in the country.



Headquarters of the San Antonio Air Materiel Area, at Kelly Air Force Base. From here, Air Force supply and maintenance activities for New Mexico, Arizona, and parts of Louisiana and Texas are directed.



Old and new contrast at Fort Sam Houston, Fourth Army headquarters.

From the establishment of the earliest log and mud Spanish presidio in 1718, San Antonio has been the site of important military installations. In and about the city today are great and vitally important centers, springboards of America's military might.



WAF recruits await indoctrination at Lackland, "Gateway to the Air Force."

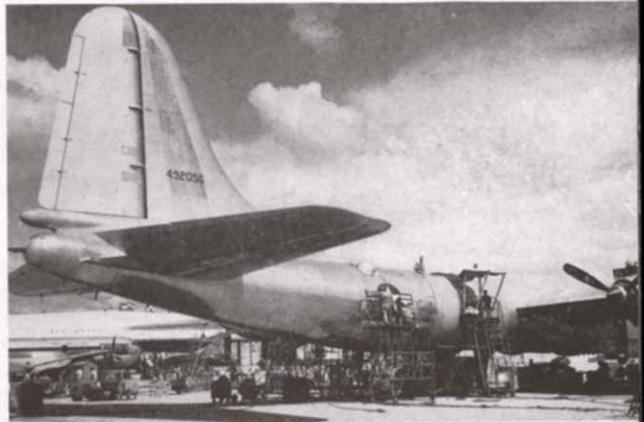




Randolph Air Force Base, combines beauty, efficiency.

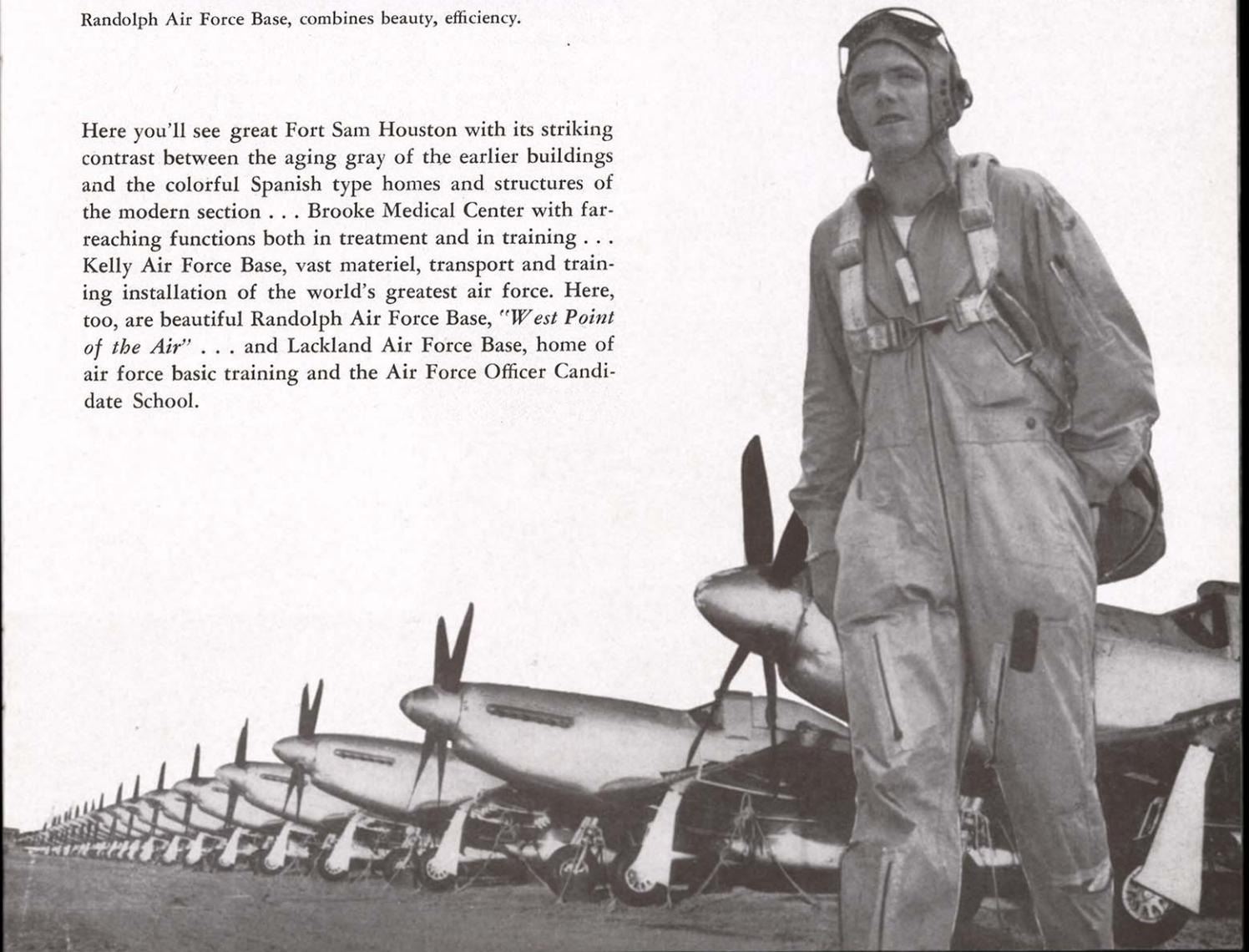


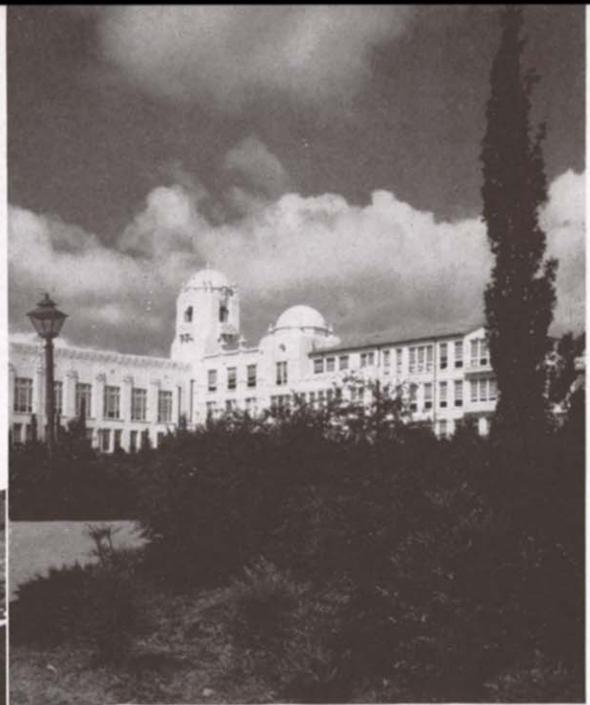
XC 99, colossus of the air with 400 troop capacity.



Giant B-36—"Peacemaker" at Kelly Air Force Base.

Here you'll see great Fort Sam Houston with its striking contrast between the aging gray of the earlier buildings and the colorful Spanish type homes and structures of the modern section . . . Brooke Medical Center with far-reaching functions both in treatment and in training . . . Kelly Air Force Base, vast materiel, transport and training installation of the world's greatest air force. Here, too, are beautiful Randolph Air Force Base, "*West Point of the Air*" . . . and Lackland Air Force Base, home of air force basic training and the Air Force Officer Candidate School.





San Antonio has one of the most complete public school systems in the country with modern, fully equipped junior and senior high schools well distributed throughout the city. Private schools include three military academies, three colleges and two universities.

Beautiful grounds and buildings and high scholarship requirements characterize San Antonio's colleges and universities.



Home of many world-famous painters and sculptors, San Antonio's interest in these branches is symbolized by the spacious Art Institute with its landscaped grounds.

You'll find San Antonio an outstanding educational center with exceptional facilities and high standards in both public and private schools. All denominations are well represented in the various churches, many with buildings of surpassing beauty. Well-planned zoning and building regulations have resulted in San Antonio's reputation as a city of lovely homes. The arts are nurtured both in schools and in specialized institutions devoted to each. In San Antonio, you'll find a wealth of cultural advantages for pleasurable living.



Home-loving, reverent people have built a city of lovely residential sections and numerous well-attended churches.



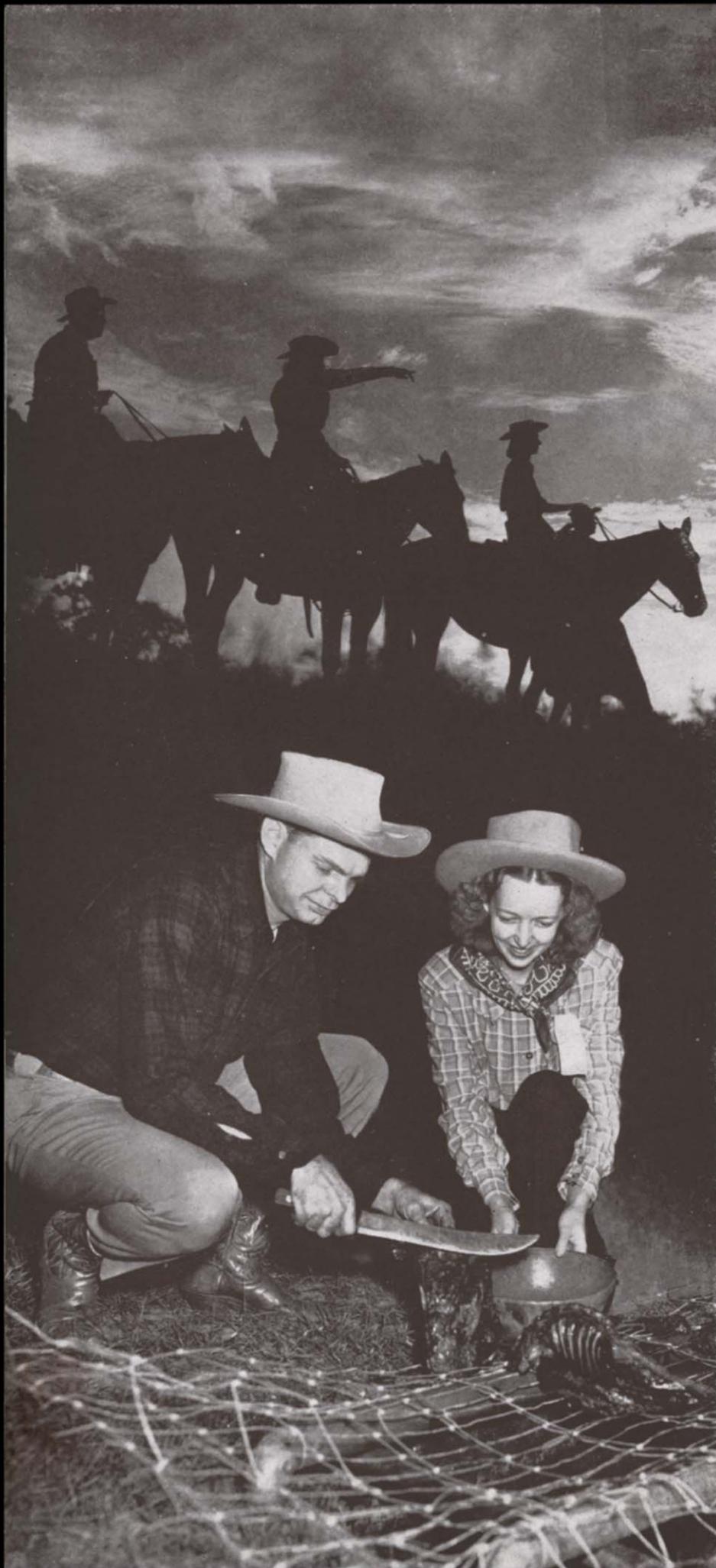


Top sporting events in the Southwest are held in San Antonio's Alamo Stadium with seating capacity of 23,000. The new Alamo Stadium Gymnasium, with seating capacity of 6500 is used for exhibitions and shows in addition to athletic events.



San Antonio's equable climate and the varied geography of the immediately surrounding country create a sportsman's paradise. Early morning canters through wooded trails . . . a sail on neighboring lakes . . . fly-casting in crystal streams . . . deep-sea fishing at nearby gulf coast resorts . . . a round of golf . . . these and many other activities build health and vitality. And, when you're in a mood to watch, you'll find year 'round thrills with polo . . . football . . . baseball . . . or perhaps the famous Texas Open Golf Tournament on the sporty Brackenridge Park course (Incidentally, the same course, a favorite of professionals, is one of many open to you, too.) Whatever your sport or game, you'll find it to your liking in San Antonio and the surrounding area.





San Antonio is justly noted as the center of a great scenic and playground area. In from one to a few hours of easy driving, you'll find awesome works of nature . . . impressive works of man.

Northward, Austin, the state capital, is also home of one of the nation's great universities. Great dams form extensive lakes . . . Medina, McQueeney, Buchanan, Travis and Inks. Longhorn Cavern is one of the most exciting and spectacular of underground wonders. Kerrville, in the heart of the great sheep and goat country, is famous for scenic beauty, hunting and fishing. Bandera, only a pleasant hour's drive, is a typical town of the old West and a dude ranch center.

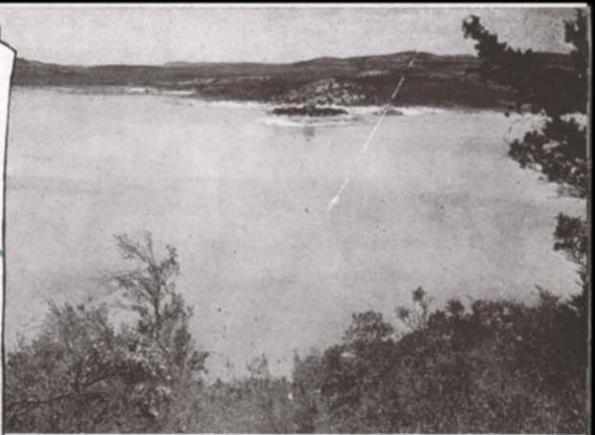
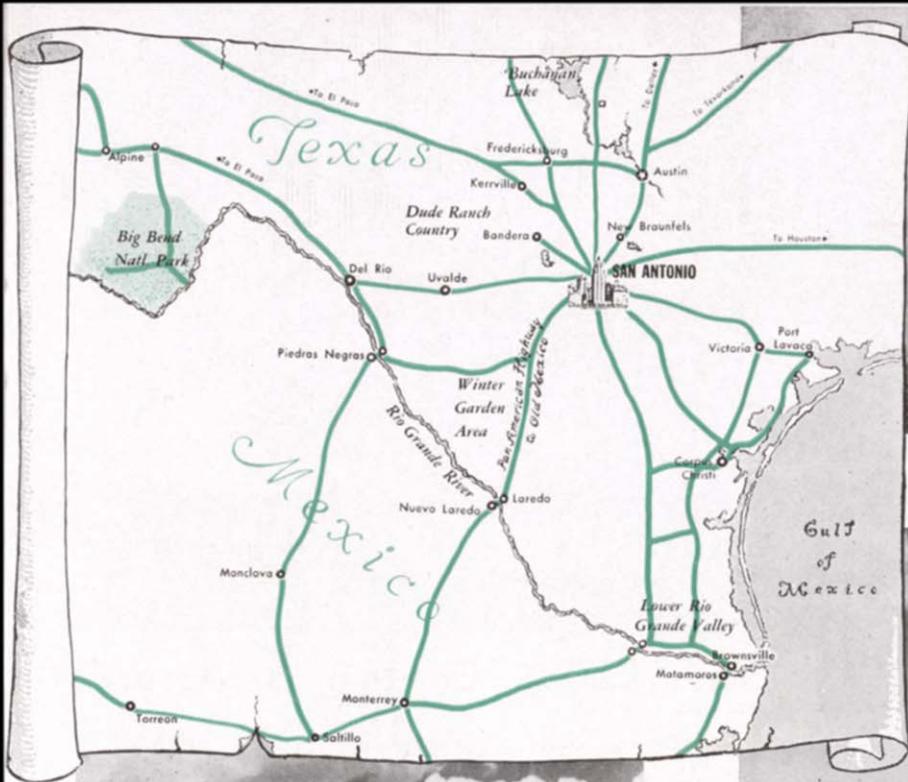
To the south, Del Rio and Eagle Pass, with neighboring towns just across the international border, offer unusual interest. Laredo, on the Pan-American Highway, claims distinction as the Gateway to Old Mexico. You may also enter Mexico at Eagle Pass and at lower Rio Grande Valley points.

At Corpus Christi and Port Aransas and other points on the gulf coast, you'll find some of the best deep sea fishing in the world.

The "Magic Valley of the Rio Grande", fabulously rich in fruit and vegetable production, is also well worth a visit for a sight of its luxuriant tropical growth.

In the rugged, tumbling mountains of the Big Bend National Park, you'll find rare, Alp-like grandeur and natural oddities of surpassing interest.

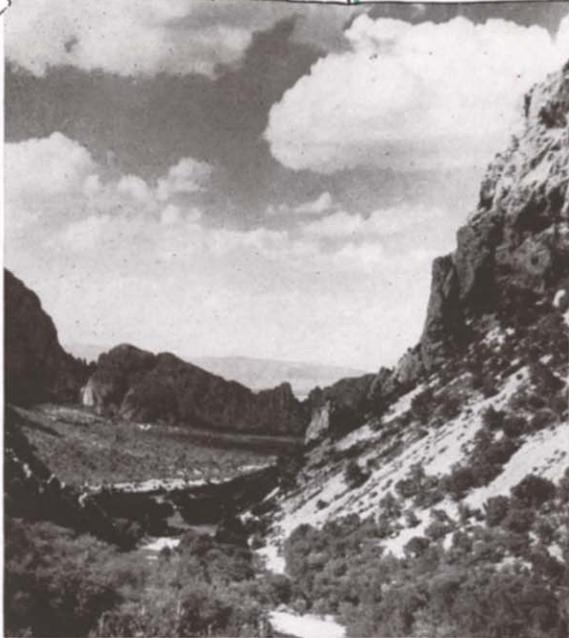
With your headquarters in San Antonio, you will truly be monarch of a vast vacationland—ready to serve your pleasure.



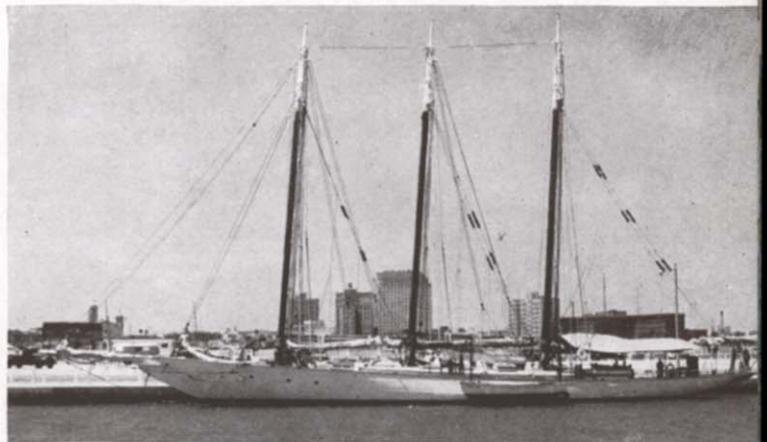
Medina Lake is one of the many lakes in the San Antonio playground area.



Austin, the capital city, is picturesquely situated on the Colorado River.



The rugged mountainous beauty of Big Bend National Park is breath-taking.



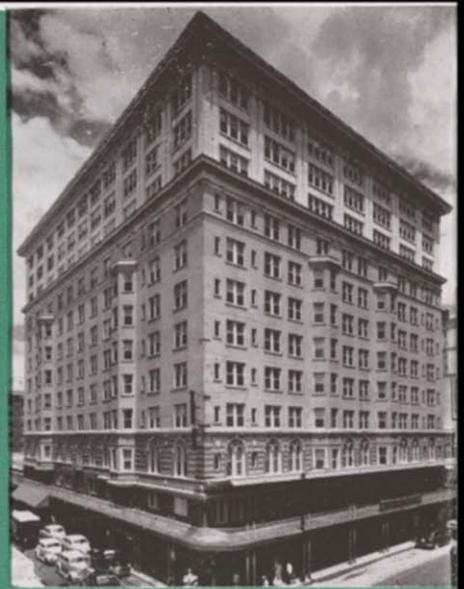
The yacht basins at Corpus Christi can berth around 400 pleasure craft.



San Antonio is on your best route to old Mexico.



The "Magic Valley of the Rio Grande" supplies the nation with the finest of citrus fruit and vegetables.



Your Living Comfort Is Assured

You'll find hotel accommodations in San Antonio unexcelled. None of the hotels resorts to advance tariff practice, either seasonal or for special occasions. About 3000 pleasant rooms are available to serve your needs. Of this number, some 2000 are air-conditioned. Several hotels provide exhibit and meeting facilities as well as special rooms for banquet sessions in which a few or several hundred may be served. Those delegates who prefer tourist courts will find some of the finest in the nation. Your living comfort in San Antonio is assured wherever you choose to stay.



A Wealth of Things to See and Do

From the standpoint of entertainment, your convention will be a memorable success. No other city can offer the variety of interesting and unusual things to see and do. Current presentations are always numerous . . . operas and concerts under the stars in the Sunken Garden and Arneson River Theatres . . . colorful fiestas in La Villita.

Many organizations plan post-convention trips to Old Mexico, the famous near-by Dude Ranches, or perhaps the Gulf Coast.



SAN ANTONIO INVITES YOU

Here you have everything — facilities, accommodations and sights—to make your convention a success. For further information write the Conventions Department, Chamber of Commerce, 7th Floor, Insurance Building, San Antonio 5, Texas.





San Antonio

WHERE LIFE IS DIFFERENT



Mission San Jose is justly called "Queen of the Missions." Founded in 1720, San Jose is famous for its lines, proportions and exquisite sculpture. A tour through the grounds gives a complete picture of an early mission establishment.