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GERMAN & AMERICAN VOLKSFEST

24TH JULY - 8TH AUGUST BERLIN 1965

TO CALIFORNIA



SACRAMENTO

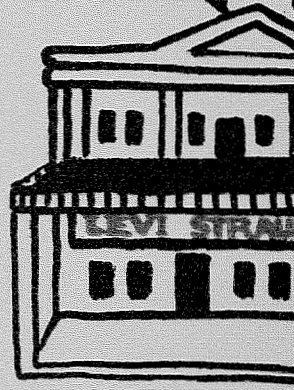
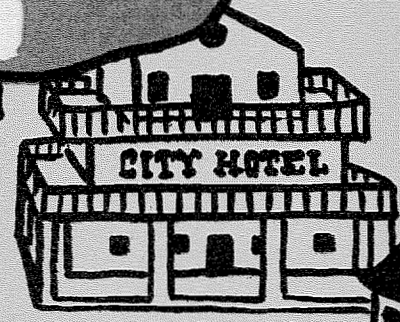
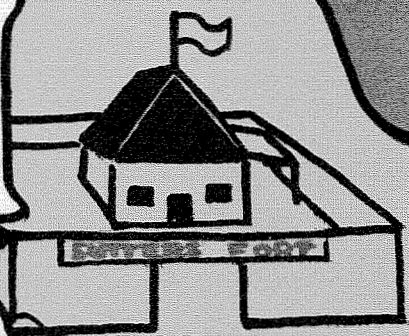


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State of California
GOVERNOR'S OFFICE
SACRAMENTO



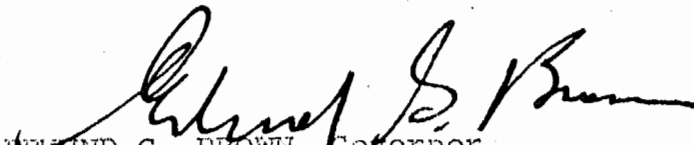
I want to extend my greetings and the greetings of the people of California to West Berliners and Americans alike on the occasion of the Fifth Annual Volksfest.

This splendid event, I am sure, will again this year make substantial contributions to German-American relations and further cultural and historical exchange between our two great nations.

We in California are particularly pleased and honored that you have chosen the gold rush days of California as this year's Volksfest theme.

The spirit of this period and the people who made it, including many German immigrants, is still with us in California today. It is the spirit of daring and adventure and achievement, qualities which have played continuing and important roles in the development of California and our two nations.

I send the best wishes of all Californians for a most successful and enjoyable Volksfest.


EDMUND G. BROWN, Governor



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REMARKS BY LT COLONEL ROSS H. CALVERT
VOLKSFEST COMMITTEE CHAIRMAN
AT THE HARNACK HOUSE 15 JULY 1965

I am Lt Colonel Ross Calvert, the Berlin Brigade G-1 and also Chairman of the Volksfest Committee. I want to thank all of you for coming here today to find out what we have planned for this the Fifth Annual German-American Volksfest. Our annual Volksfest has progressed a long way from its beginnings as a small carnival. We have seen Old Santa Fe, Laramie Town, a Pilgrim Village and now Gold Rush Days in Sacramento. A great many people have contributed unbelievable amounts of time, energy and effort to insure the success of this year's Volksfest but whether or not it really succeeds depends in large measure on you ladies and gentlemen of the press, radio and television who are gathered here today. We hope that you will be as impressed with our portrayal of Old Sacramento as we are and that through your efforts all Berliners will know of the existence of Old Sacramento in Dahlem and will come to see for themselves. Now to tell you something about this year's Volksfest it is my pleasure to introduce the Commanding General of the Berlin Brigade, Brigadier General John H. Hay...



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REMARKS BY BRIGADIER GENERAL JOHN H. HAY, COMMANDING GENERAL BERLIN BRIGADE
AT VOLKSFEST PRESS CONFERENCE AT HARNACK HOUSE ON 15 JULY 1965

Thank you Colonel Calvert. First of all I want to welcome all of you here today and express the hope that you have enjoyed sampling the variety of foods which will be served at this year's German-American Volksfest. As you know, I arrived in Berlin just prior to last year's Volksfest which presented as its theme a Pilgrim Village. I was amazed at the amount of work and creative effort that went into the Village. But this year, having been here throughout all of the planning stages, the beginning of construction and actually watching Old Sacramento grow, I am even more impressed. This is truly a community effort, and I want to express our appreciation to all those of the American community, Army - Air Force and personnel from the U.S. Mission, who have helped to bring this village from its original concept on the drawing boards to its final state today.

Of course, in expressing appreciation for contributions to the Volksfest, a great vote of thanks is due Mr. Zarske and his staff for the authentic construction of the village. We are also deeply appreciative of the fine support we have received from a wide variety of Berlin business firms - many of whom are represented here today. Indeed it would be terribly difficult, if not impossible, to stage a Volksfest of the scope of Gold Rush Days in Sacramento without the tremendous and whole-hearted support we receive from these Berlin business firms. And of course we are grateful for the invaluable support of the press in publicizing the Volksfest.

We, of the American Community in Berlin, are particularly proud of this year's Volksfest, which covers roughly the period of time from 1846 to 1862.

For this time frame encompasses the beginnings of the first white settlement in California. It brings to mind the struggles of the early pioneers crossing the mighty Sierra Mountains to settle on the West Coast of America. It helps us relive the excitement of the discovery of Gold in California which resulted in populating those far western reaches of America and contributed colorful pages to the history of our nation. It is our hope that through the Volksfest, Berliners will be able to see how Sacramento expanded and grew as a gold rush town; and experience the excitement of the establishment of the famed Pony Express and the creation of the railroad to link East and West in America. All this and more has been recreated at this year's Volksfest. It is indeed an interesting and informative page from American history and we hope that the Berliners and our Allies will come often and stay long.

From its small beginnings the annual German-American Volksfest has grown in scope and size and in popularity as a good place for all of us to relax and have fun together. With the enthusiasm of the Gold Rush Days, we hope that this year's Volksfest will be the biggest and best of them all. As Colonel Calvert has pointed out, a large measure of the success of the Volksfest will depend upon you ladies and gentlemen of the press, radio and television and how well you help us tell the story of Gold Rush Days in Sacramento. The story of Old Sacramento in Berlin has already begun to be told and the success of its telling can be partially measured by the fact that we have with us today a special emissary from Sacramento, California in the United States Mrs. Hildegard Wetzel Davis, a native Berliner now married to an American and living in Sacramento, who has returned to Berlin with greetings from the citizens of the city where the Gold Rush began. Mrs. Davis, would you please stand so that everyone can see you? Thank you Mrs. Davis. This charming lady will accompany us on our tour of the village and will be happy to talk with any of you who desire to question her about Sacramento and the purpose of her visit here....

Now I should like to remind you all not to forget the Press Kits with which you have been supplied and which contain a great deal of helpful information about the Volksfest and to ask you to join us now for a tour of the Volksfest Village. Busses are waiting outside to take us to "Old Sacramento".....



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Herzlichen Glückwunsch!

Re sind jetzt Aktionär der Gold-Rush-Gesellschaft von Alt-Sacramento! Diese Urkunde ist nicht nur eine hübsche Erinnerung an Ihren Besuch des 5. Deutsch-Amerikanischen Volksfestes, Re können damit auch ein Überraschungsgeschenk des Bürger von Sacramento in Dahlem gewinnen! Legen Re diese Urkunde der Schatzkammer von Alt-Sacramento vor. Dort wird man feststellen, ob Re etwas gewonnen haben. Ob gewonnen, ob verloren - seien Re in jedem Falle herzlich willkommen auf dem Deutsch-Amerikanischen Volksfest 1965. Viel Vergnügen und kommen Re recht bald wieder.

John H. Hay
JOHN H. HAY
BRIGADIER GENERAL, USA
KOMMANDIERENDER GENERAL



Carl T. Volz
CARL T. VOLZ
BÜRGERMEISTER
SACRAMENTO IN DAHLEM

Thousands of lucky visitors to the Fifth German-American Volksfest will receive a surprise gift souvenir -- a beautiful stock certificate from the Gold-Rush Company of Old Sacramento. The actual certificate, represented above, is printed on antique-looking, parchment-type paper and measures 8 X 12 inches. It is quite suitable for framing as a wonderful souvenir of the visitor's trip to "Sacramento in Dahlem".

Thousands of entrance tickets to the Volksfest have been stamped at random with a small Berlin Bear. When you receive an entrance ticket stamped with this bear, you should simply point the bear out as you surrender your ticket to the ticket taker. He will then give you your stock certificate.

Just by purchasing a ticket to the Volksfest you have become a shareholder in the Gold-Rush Company of Old Sacramento and have a wonderful souvenir. But that is not all, you may also win another surprise gift.

Take your certificate to the Assayer's office, at the corner of Sutter's Fort. The Assayer will determine if you have been given stock in a paying mine or, as so often happened during the gold rush, just an attractive souvenir.

The Assayer will test your stock certificate under a special light. If under this light a secret marking becomes visible, you have won an additional gift of a John F. Kennedy, silver half dollar.

The winning stock certificates will be stamped "BONANZA", indicating the shareholder actually held stock in a paying gold mine. If the secret mark does not appear, the certificate will be stamped "NIETE", indicating the certificate was actually stock in a worthless mine.

But win or lose, the Volksfest visitors who receive these stock certificates will have a fine souvenir of their trip to "Sacramento in Dahlem".



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FOR IMMEDIATE RELEASE

VOLKSFEST RELEASE:

BERLIN, GERMANY - 15 July 1965 - Everyone who purchases an entrance ticket to the Fifth German-American Volksfest, is eligible to win a free 10-day trip for two persons to California. The trip, sponsored by the Berlin Hilton, Pan American Airlines, and the San Francisco Hilton, is the largest prize ever offered by the German-American Volksfest Committee.

It includes a round-trip jet flight provided by Pan American Air Lines to the "Golden State", a ten-day stay in the 29-million-dollar San Francisco Hilton, provided by the Berlin Hilton and San Francisco Hilton, a visit to the scene of the gold rush in Sacramento and a meeting with the Governor of California, Pat Brown.

To win the prize, a Volksfest visitor must estimate correctly the number of gold nuggets contained in the "Gold Rush" barrel, centered in Old Sacramento, the Volksfest village of American History. It will be located between the replica of Sutter's Fort and Mrs. Wimmer's House.

Visitors will receive a divided ticket at the entrance gates -- half is the admission ticket, the other half is the Pan American Airlines - Hilton Hotels entry blank for the contest. On the contest blank, Volksfest visitors need simply fill in their estimate of the number of gold nuggets in the barrel, their name and address, and deposit it in the receptacles located in the window of Mrs. Wimmer's House, which faces the gold fields.

A Volksfest celebrity will announce the winner on August 8, at 8:00 p.m. during the closing ceremonies. If there is more than one correct answer, all correct answers will be placed in a rotating drum, on the main stage, and he will select from it blindfolded. The person who wins will have six months in which to get a visa, to select his guest and to take the trip - from 1 September, 1965, to 28 February, 1966.

On the morning he chooses, he and guest will be driven by a Berlin-Hilton car to the Rotisseri of the Hilton and join Karin Reich, Berlin-