



SAS CITY PORTRAIT

Tel Aviv

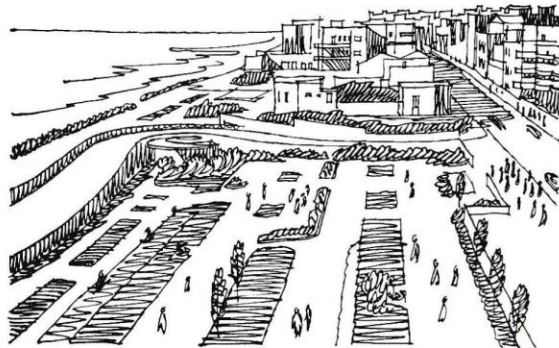
3rd ed.

SAS SCANDINAVIAN AIRLINES



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The information given in this booklet is based on facts available in December 1973.



Front cover: Tel Aviv sea front and tourist center

Introduction

Tel Aviv – Hebrew for “Hill of Spring” – is the largest city in Israel, a thriving metropolis of parks, playgrounds, exciting modern architecture, cultural and civic centers and highly-developed light industry. In area, it covers 12,600 acres. Its foundation was the first positive step towards the Jewish State of Israel, ultimately achieved in 1948. Since then, the city has been the zestful, inspired center of revived Hebrew culture and the pulse of the Nation’s social and economic progress.

Its beginning is already legendary. In 1909, a group of sixty Jewish families trekked north from the slums and restrictions of Jaffa in search of a suitable site where they might settle, free to further their beliefs. They chose a spot on the sandy shores of the Mediterranean. Yet even Meir Dizengoff, leader of the party and subsequently first Mayor of Tel Aviv, could scarcely have imagined that on the dunes where his dreams first came to life would stand one day the cornerstone of a dynamic, modern city of almost half a million inhabitants. In 1950, Tel Aviv and its 4,000-year-old neighbor, Jaffa – the Biblical city of Joppa from whence Jonah made his odd journey inside a whale – were joined to form a single Municipality. It is a merger that has facilitated the problems of housing some of the million and more immigrants who have flocked to Israel in the last decade – yet one that has done nothing to lessen Jaffa’s oriental, Old Testament charm or the ultramodernity of Tel Aviv.

The Nation’s commercial and professional associations are rooted here. It is the headquarters of Israel’s newspapers and periodicals; its literature, music, art. The Habimah, Chamber and numerous other theater groups; Inbal Dance Theater; and the Israel National Opera are witnesses to the Tel Avivians’ demand for high-class cultural enjoyment. The Frederic Mann Auditorium of the Municipal Cultural Center, home of the Israel Philharmonic Orchestra, ranks architecturally and acoustically amongst the world’s finest concert halls.

Bordered by the Yarkon River in the north and the Ayalon River in the east, Tel Aviv is the geographic heart of Israel. It is the communication center midway between Galilee in the north and the Negev in the south. From the ports of Tel Aviv and Jaffa are exported the area’s rich citrus crops and such exotic fruits as pomegranates, dates, figs, watermelons and sabras.

Certainly, with its broad beach, its night life; its many swimming pools, the colorful caf  bars of Dizengoff

Street, its many cinemas, theaters, museums and elegant shops – Tel Aviv offers something of interest for every visitor.

Your arrival in Tel Aviv

Arrival: Lod Airport is 20 minutes from Tel Aviv. Israel Government Tourist hostesses are at the airport 24 hours a day to welcome arriving passengers. They will gladly help you through customs and immigration formalities, and obtain hotel accommodation when required.

Currency: On arrival, you will be given a Foreign Currency Exchange Card. This card must be produced whenever you exchange money or Traveler's Checks, also if and when you purchase goods in a currency other than Israeli. There is a bank at the airport. The currency unit is the Israeli pound (IL), also referred to in Hebrew as Lira. 100 agorot = IL1.

Transportation to town: Coach transportation is available to the Town Terminal (G9), fare IL1.90. Alternatively, taxis are on hand to take you directly to your hotel: fare to the city center is IL25 during the day and IL30 at night. Ask at the information desk if you have arranged for a rental car.

Hotels

It is wise to book accommodation well in advance if you plan to visit Tel Aviv during one of the more popular Jewish or National holidays. See "Public holidays" section. In case accommodation in Tel Aviv-Jaffa is "tight" during these periods, we have listed a number of extra hotels in Herzlia-on-Sea, a fashionable resort with its own fine beachline barely 2 miles (13 km) north of Tel Aviv.

Tel Aviv

AVIA Israel's Aviation Hotel, Savyon (between Lod Airport and Tel Aviv). Tel. 75 22 21.

Dan Hotel (C3), 99 Hayarkon Street. Tel. 24 11 11.

Hilton (north of C/D1), Independence Park). Tel. 24 42 22.

Park (C4), 75 Hayarkon Street. Tel. 57 208.

Ramat Aviv Garden Hotel, Haifa Road. Tel. 41 31 81.

Samuel (C5), 1 Trumpeldor Street. Tel. 59 241.

Savoy (B6), 5 Geula Street. Tel. 57 231.

Yarden (D1), 130 Ben Yehuda Street. Tel. 22 01 10.

Sheraton (north of C/D1), Hayarkon St. corner Nordau Blvd. Tel. 44 51 11

Yarkon (C5), 64 Hayarkon Street. Tel. 58 101

Commodore (F4), 2 Zamenhoff Street. Tel. 24 61 81/3.

Shalom, 216 Hayarkon Street. Tel. 24 32 77.

Herzlia-on-Sea

Accadia Grand Hotel, Herzlia Pituah. Tel. 93 85 55.

Sharon, Herzlia Beach. Tel. 93 87 77.

Tadmor, Herzlia Beach. Tel. 93 83 21.

Accommodation in de luxe class single rooms will cost approx. IL55-95 and in double rooms approx. IL80-190. First class single rooms will cost IL50 and double rooms about IL85.

A 15 % service charge will be added to the bill.

All hotels quote a 15-25 % reduction on bookings, covering the period November through to February.

Note: Standard voltage 220 volts A.C. single phase 50 cycles.

Restaurants and cuisine

With its vast intake of immigrants, Tel Aviv has inherited a diversity of culinary influences and food specialities from nations throughout the world. Breakfast (often included in the hotel charge) provides a varied choice: coffee and rolls, eggs, a variety of herring, cheese, cereals, fresh orange or grapefruit juice. Most hotels serve lunch and late dinner. But if you are to get the most out of your stay you will want to ring the changes. Here are a few restaurant suggestions:

Sheraton "24 hours Inn", Hayarkon Street (C/D1). American style, quick buffet.

Casba (north of E1), Dizengoff Street. Italian and French cuisine.

Chez Jeannette (J1/2), Harbour Street, Jaffa, 4 Ratsif Aliya Shniya. Specializes in sea food.

Hamozeg – Café Restaurant (C5), Ben Yehuda Street, opp. SAS office. European and Oriental food.

Ofek (C4), 44 Ben Yehuda Street. European food.

Olympia (H7), 45 Carlebach Street. Oriental food.

Rishon Cellar (C6), 11 Allenby Road. Excellent European cuisine, Viennese type of food; atmosphere, old European cellar.

Ron – Restaurant Bar (C5), 86 Herbert Samuel Esplanade. Italian and French cuisine.

Debora Hotel – Restaurant (D2), 87 Ben Yehuda Street. Strictly Kosher.

The Grill Room – Dan Hotel (C3), 99 Hayarkon Street. Most exclusive restaurant serving international cuisine.

For those who wish to try a few Near Eastern dishes, the following are suggested:

Shashlik: Charcoal-broiled lamb on skewers.

Kebab: Ground meat broiled on skewers.

Humus: Cooked chickpeas, ground and pounded, mixed with herbs and oil.

Tehina: Sesame seed paste mixed with garlic, parsley and lemon juice.

Falafel: Ground chickpeas formed into balls, deep-fried, usually sold by sidewalk vendors.

Bourrekas: Unsweetened paper-thin pastry filled with spinach or cheese.

Suniya: Ground meat baked in tehina sauce.

Most restaurants remain open until midnight and many into the early hours of the morning. Prices depend on where and what you eat.

There are many good Israeli table wines, brandies and beers.

Sights and excursions

Sacred landmarks Funful resorts. Kibbutzim. Roman remains. Breathtaking scenery. Israel is a country made for exploring.

And there are more than 85 travel agencies and tour operators in Tel Aviv able to offer attractive sightseeing arrangements in Tel Aviv, Jaffa and throughout the country.

A typical city tour, for example, would probably include Independence Park; the Frederic Mann Auditorium; Ha'aretz Museum with its fine collection of ancient glassware; Habima Theater; the shops of Allenby Road; the colorful Carmel flower and fruit market.

A 12-day tour of the country would enable you to visit such fascinating spots as Haifa, Acre, Nazareth, Tiberias and Safad in the north; Beersheba, Sedom and Eilat in the south.

To help you select your tours we have listed the city sights of Tel Aviv (with map references in brackets) and the places of prime interest in Israel.

CITY SIGHTS

Tel Aviv

Independence Park (north of C/D1) next to the Sheraton Hotel. Pleasant gardens with trees, shrubs, ponds, fountains.

Zoological Gardens (F1). Opens daily 8 a.m. to 6 p.m.

Frederic Mann Auditorium (G/H5) of the Municipal Cultural Center, famous Concert Hall (see "Entertainment" section).

Carmel Market (D7), Tel Aviv's fruit, flower and vegetable market.

Museum Ha'aretz, founded by Dr. W. Moses. The Glass Pavilion contains one of the world's finest collections of ancient glass.

University of Tel Aviv, opened 1954. Departments for the study of Humanities, Judaism, National Sciences, History, Drama, Law and Economics.

Bialik Museum (D6), small history museum honoring Israel's famous poet.

Permanent Industrial Exhibitions are held at the Manufacturer's Association Building (D/E9), 13 Montefiore St.

Exhibition Grounds. See the Amphitheater and City Pavilion of futuristic design.

National Park. Ramat Gan is often referred to as the Garden City because of its expansive green parklands.

Tel-e-Qasile Excavations opposite Ramat Aviv Hotel provide an interesting stratification of Philistine, Biblical, Persian, Hellenistic and Roman Periods.

Great Synagogue of Tel Aviv (E9), largest in size in Israel, was founded in 1922. Seats 1,850. Daily services 7 a.m. and sundown. Saturday services commence at 8 a.m. Special Torah (Bible) study groups are held every evening.

Tel Aviv Museum (E10) offers a fine selection of Israel Art – its exhibits include rare works by Rodin, and Jacob Epstein, Monet, Utrillo and Marc Chagall. Here on May 14, 1948, the State of Israel was proclaimed by Mr. David Ben Gurion, first Prime Minister of Israel.

The Hagana (meaning self defense) **Museum** (E10) which houses a rich collection of arms of the Jewish Community from 1870 until the establishment of the State.

Helena Rubinstein Museum of Contemporary Art (G5), adjoining the Mann Auditorium. Various exhibitions are staged the year round.

Habima Theater (G6). Israel's National Theater, Habima, was also the world's first Hebrew theater. Since its inception more than 40 years ago, its talented theater group has staged a flow of excellent presentations in Hebrew, ranging from Shakespeare and Molière to O'Neill and Arthur Miller. A small intimate theater has been added to the main auditorium.

Histadruth Building (H1), Headquarters of Israel's General Labor Federation.

Shalom Tower (B10). Highest building in Israel (32 stories) permitting view over one-third of the country.

Jaffa

The Museum of Antiquities, displays remains found in the area dating back 7,000 years to the Neolithic Period.

Jaffa's Ancient Fortress, parts of which have only recently been unearthed.

Monastery of St. Peter. Here the miracle and vision of St. Peter the Apostle took place. The Franciscan Church was built in 1654.

Church of St. Anthony of Padua. Built in the 13th century, the church takes its name from the Patron Saint of the Holy Land, St. Anthony.

Andromeda's Rock. Greek mythology tells how the fair Andromeda, chained to this rock as sacrifice, was rescued by the hero Perseus.

New Artists' Quarter. Art galleries, curio shops, restaurants, cafés.

EXCURSIONS

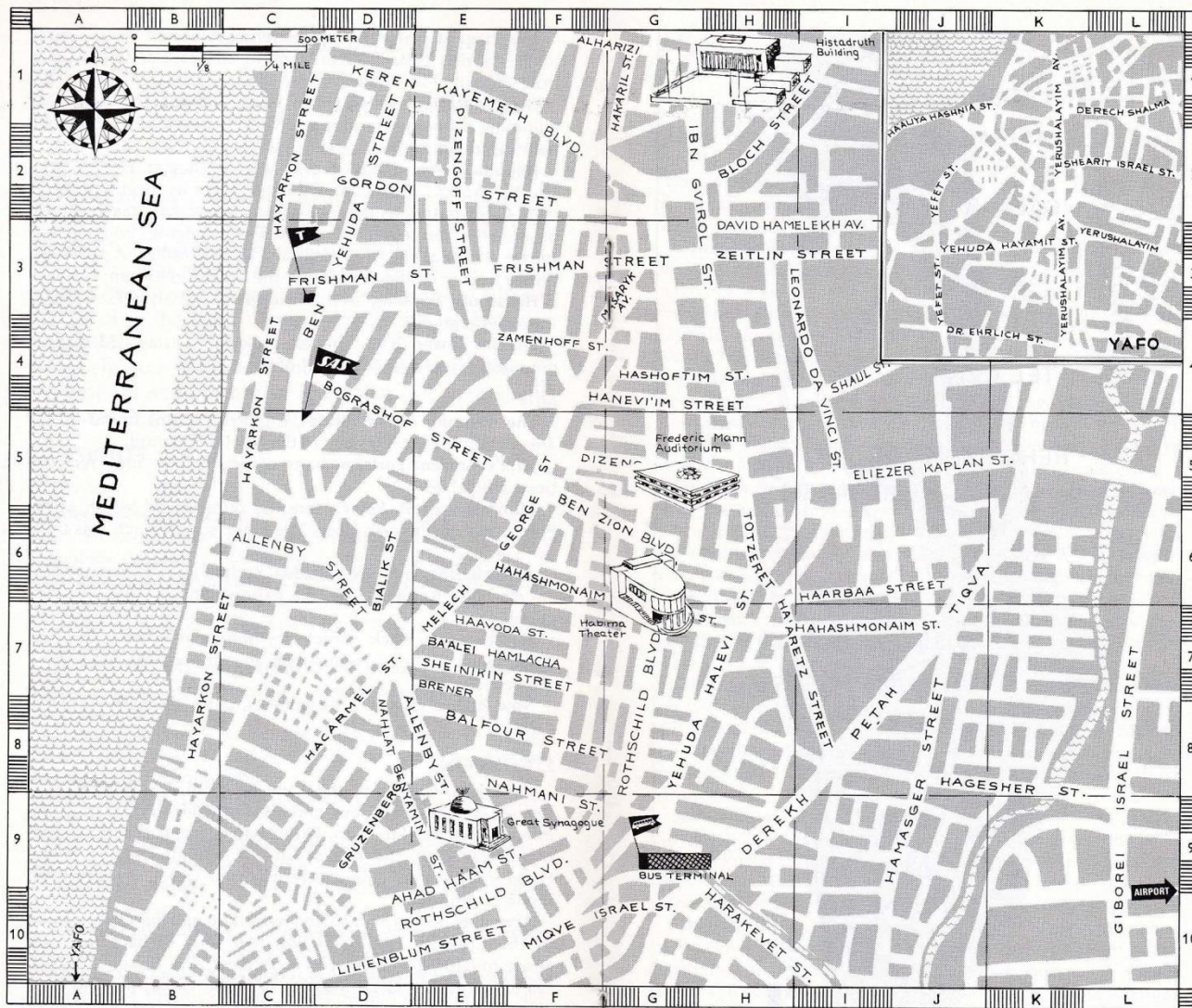
Jerusalem. Capital of the State of Israel, this Holy City is revered by Christians, Jews and Moslems alike. Places of prime interest include: Mt. Zion, Dormition Church; the many sites of Biblical fame, the Baptist Church; Mount Herzl; and the Hebrew University; the much-discussed Dead Sea Scrolls, at the Israel Museum.

Acre. Key port in Roman and Byzantine epochs. Once capital of the Crusader Empire, it was here that Richard the Lion Heart fought Saladin. Places of interest: the Citadel; Turkish sea fortifications; Great Mosque of Jazzar Pasha; the Old Port; Crusaders' markets; Tomb of Baha'Ullah – first prophet of the Bahais.

Beersheba. Capital of Negev, southern wedge of Israel stretching to the Gulf of Aqaba. Formerly an Arab town; today, a fusion of ancient and modern. Colorful Bedouin market held every Thursday. Places of particular interest: Abraham's Well; Hias House.

Caesarea. The old parts of port and city are the remains of the flourishing seaport built by King Herod in honor of Caesar. See the mosaics, hippodrome, and ancient Roman stadium.

(cont'd on page 11)



Code numbers in this booklet refer to the above map. Thus (C5) is located where lines drawn from "C" and "5" cross each other.

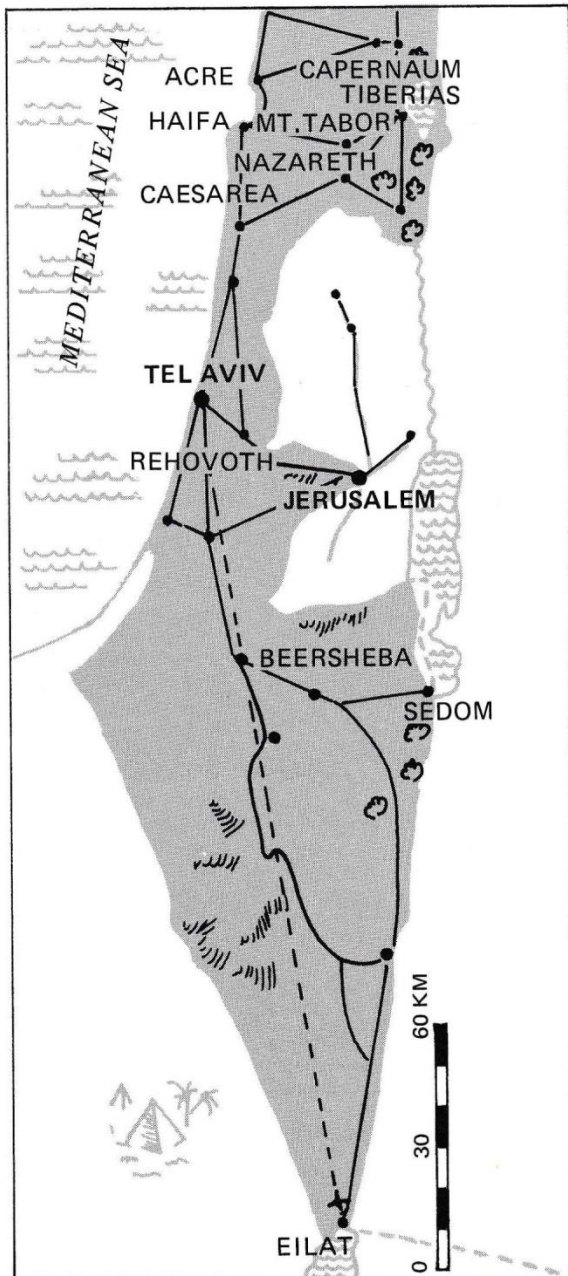
Interesting sights in Tel Aviv

- (E10) Tel Aviv Museum.
- (E10) Hagana Museum.
- (E9) Great Synagogue.
- (G6) Habima Theater.
- (G5) Helena Rubinstein Museum.
- (G5/H5) Frederic Mann Auditorium.
- (H1) Histadruth Building.

Useful addresses

- SAS** *SAS Ticket Office:*
32 Ben Yehuda Street (C5), tel. 52 233. Open Sunday–Thursday 8 a.m. to 1 p.m. and 3 to 6 p.m., Fridays 8 a.m. to 1 p.m.
- T** *Town Terminal:*
Arolsoroff Street (G9), next to Central Railway Station (for departures to Lod Airport). Open 24 hours a day. Tel. 25 35 32.
- T** *The Government Tourist Offices:*
7 Mendele Street (C3), tel. 22 32 66. Open 8 a.m. to 7 p.m.

Distance from city center to airport: 11½ miles (19 km).



(cont'd from page 7)

Capernaum. The ruined synagogue – built according to legend by the Roman Centurion whose servant was healed by Christ – is where Jesus preached and taught. The House of St. Peter stands here, too.

Eilat. Originally the ancient port of Etzion, the city is next to the site of King Solomon's Mines still worked today. Situated at the Red Sea, it is an ideal point for boating, fishing, skin-diving. Excursion by glass-bottomed boat provides fascinating coral viewing.

Haifa. Israel's second largest city and chief port, at the foot of Mt. Carmel. Places of interest include: Panorama Road – magnificent view of city and bay; Bahai (Persian) Temple with impressive Golden Dome; beautiful gardens; 11th century Carmelite monastery; and the Technion – Israel's Institute of Technology. Adjacent point of interest: Prophet Elijah's cave.

Mt. Tabor. Site of the Transfiguration. At the mountain top are a Franciscan Convent and Church, the well-preserved foundations of a Crusader Monastery; and nearby the Greek Orthodox Church of St. Elias with a splendid mosaic floor of an earlier Byzantine Basilica.

Nazareth. Populated today by Christians, Arabs, Moslems, Jews, the town featured prominently in Jesus Christ's adolescence. Major interest-points: Church of Annunciation with the Columns of Mary and Gabriel; Church of St. Joseph; Mary's Well; Mensa Christi Chapel; and the Arab Bazaars, and Monastery.

Rehovoth: Home of the Weizmann Institute of Science, and **Yad Chaim Weizmann**, a memorial to the First President of Israel.

Safad. Capital of Upper Galilee. Stands 2,775 ft. (840 m) above sea level at the foot of Mt. Canaan, a famous summer resort. It is one of the sacred cities in Jewish history dating back to the 1st century. See the Old Kabbalist Synagogues which neighbor the Artists' Colony, the Crusader Citadel, and the Al Ahura Mosque.

Sedom. Situated on the west coast of the Dead Sea, 1,292 ft. (394 m) below sea level, Sedom is the lowest point on earth. See the Potash Works and Salt Caves. This is the Sedom and Gomorrha of Biblical notoriety. Legend says one of the rocks is the Pillar of Salt into which Lot's wife was transformed.

Tiberias. 682 ft. (212 m) below sea level on the western shore of the Sea of Galilee (Lake Tiberias). Founded by Antipas at the beginning of the 1st century. Renowned today as a winter resort and for its hot springs. See the Tombs of Maimonides and the Rabbi Meir Baal Hanes.

Entertainment and night life

Theater, opera, ballet, concerts, nightspots where you can dance, drink, dine and watch cabaret . . . Tel Aviv offers a wide choice of entertainment.

Yet significantly enough, it is from the Tel Avivians themselves that the true spirit of night life emerges. Amble down

Dizengoff Street any evening – the gay, vital pavement cafés buzz contagiously with modern music and metaphysical discussion.

Opera. Israel National Opera, Allenby Road. Founded only a few years ago, the Israel National Opera is already a firm favorite. The year round one can enjoy a repertoire in Hebrew ranging from the classics and semi-classics to the modern-day musical.

Concerts, ballet, folk dancing. Frederic Mann Auditorium – Municipal Cultural Center, Dizengoff Street (G/H5). Home of the Israeli Philharmonic Orchestra, this impressive and acoustically-perfect auditorium attracts many of the world's great conductors and soloists. Its year-round program includes folk dancing, ballet and art festivals.

Theater. The Habima Main and Small Hall (G6), Chamber (E5) and many other theaters each offer a combined repertory of Israeli and International plays performed in Hebrew. Lighter fare is rendered by the Seasons Theater and Intimate Theater. The Little Theater at Z.O.A. House (H5) and the English Playhouse (H5) present plays in English.

Night spots – Hotel style. Tel Aviv: Dan Bar (Dan Hotel), good music, no floor show. Ramat Aviv Garden Bar (Ramat Aviv Hotel), outdoor dancing during summer, indoor in winter. Magic Carpet (Sheraton), good music, floor show.

Night spots – Club style. Jaffa: Arianna (J1), 105 Aliya Shnia Quai, bar, Greek food, music, dancing, guitarist singer – fine coastline panorama; Caliph (J1), Jaffa Hill, center of Jaffa night life – offers magnificent Mediterranean views, orchestra, singers, dancing and good cuisine; Omar Khayam, Jaffa Hill, old building in narrow maze of streets reminiscent of the Casbah. Folk-songs, ballads, guitar and flute accompaniment, dancing, fine Oriental food; The Seventh Heaven (J1), Jaffa Hill, excellent food, music and dancing. **Note:** A special Night Club Tour leaves 81 Rehov Hayarkon (C4) every evening at 9 p.m.

Cinemas: There are 30 modern air-conditioned cinemas in Tel Aviv showing English, French and Italian films. Continental films are generally sub-titled in English.

For more information about where to go and what to see, contact the Government Tourist Office, 7 Mendele Stret (C3), tel. 22 32 66 who will readily assist you.

Shopping hints and souvenir hunting

To shop in Tel Aviv is like viewing a worldwide exhibition of age-old crafts and modern arts. Design-forms from countries all over the world have been brought to Israel by the many immigrant master craftsmen now resident here.

Where to shop. Allenby Road, Ben Yehuda Road, Frishman Street, Dizengoff Street and Mograbi Square compose the city's main shopping center. Here stand smart fashion stores; antique, art and gift shops; coiffeur and beauty salons. Your

quality guarantee is the "Recommended for Tourist" sign displayed in shop windows. Merchandise sold in these shops has been approved by the Government Tourist Corporation and the stores selected are permitted to sell goods for foreign currency as well as Israeli.

When to buy. See section "Business hours".

What to buy. Yemenite work, a firm favorite with both visitors and residents, can be found in the form of costume jewelry; engraved on candelabra, handbags; and in delicate silver and gold embroidery on all kinds of apparel. Look, too, at the diamond jewelry. Your shopping list could also include: beautiful olive wood figurines and tableware; dolls clad in gay Israeli costume; handwrought brass and copper ware; Persian carpets, rich woven brocades; hand-painted vases and tiles of Negev clay, colorful ceramic tableware and jewelry; Bibles bound in chased silver made by the famed silversmith of Israel's Bezalel School; hand-tailored clothes; art books, antique maps, modern paintings.

Shopping notes: Many gift-shops operate a special Mail Order service for overseas visitors. There are also duty-free shops at Lod Airport and at many leading hotels where you can buy watches, cameras, liquor, tobacco, and a variety of other items.

Business hours

Banks open 8.30 a.m. to 12.30 p.m. and 4 p.m. to 5 p.m. Fridays and holiday eves 8.30 a.m. till noon. **Shops** usually open 8 a.m. to 1 p.m. and 4 p.m. to 7 p.m. Fridays and holiday eves, between 8 a.m. and 2 p.m. Closed all day Saturdays and public holidays. **Offices** open either 8 a.m. until 4 p.m. or 8 a.m. until 5 p.m. with an hour's break for lunch.

Transportation

An extensive bus service, operating from 6 a.m. to midnight, provides inexpensive travel in Tel Aviv. It is supplemented by a taxicab-type of service called "sherut" (each cab carries 7 passengers) which traces the main bus routes. Passengers may board or disembark at any point along the sherut's route. Travel in the city is also possible by taxi proper. Fares by day are between IL3-4 per trip, after 9 p.m. a surcharge of 50 % being added. If you prefer to hire a car the SAS Town Office will be pleased to help you with the booking arrangements.

Note: There are no bus or rail services in operation on Saturday, the Jewish Sabbath.

Sports

The pleasant sun-rich Mediterranean climate and the area's expansive coastline provide a wealth of surf-riding, water-skiing, sailing and swimming. Visitors can also bathe in the Tel Aviv Swimming Pool, the Galei Gil Pool, the Rambam Pool, and at the Ramat Aviv, Sharon, Hilton, Sheraton and Accadia Hotels. Bat Yam bathing beach is only 14 minutes south of

Jaffa. The city possesses numerous tennis courts, and a riding club near Ramat Gan.

Basketball, soccer and handball are played the year round with the exception of July and August.

Climate and clothing

Tel Aviv enjoys a typical Mediterranean climate – long, warm summer stretching into spring and fall and reaching a peak July/September; a winter that is very short, at the most 6–8 weeks between December and February.

April–September. Hottest day, 95°F (35°C); sunshine average, 12 hours daily, average sea temperature, 77°F (25°C).

October–March. Coldest day, 41°F (5°C); sunshine average, 8 hours daily; average sea temperature, 60°F (16°C).

The Israelis are charmingly informal about their dress; formal clothes being required only for extra-special occasions. In summer, the men sport open-necked shirts, and the ladies wear light cotton dresses. This same dress is appropriate at opera, concert, theater or restaurant. In winter, you will require a raincoat or cloth coat.

Twenty words to start with

Though English and French are widely spoken, in addition to Hebrew and Arabic, it is often useful to know one or two “basics”. Here to start you off are 20 fundamental Hebrew words, all pronounced phonetically:

ENGLISH	HEBREW	ENGLISH	HEBREW
Hello (an all-day greeting)	<i>Shalom</i>	Yes	<i>Ken</i>
Thanks	<i>Toda</i>	No	<i>Lo</i>
Please	<i>Bevakasha</i>	One	<i>Echad</i>
Excuse me, pardon	<i>Slikha</i>	Two	<i>Shtayim</i>
How much	<i>Kama</i>	Three	<i>Shalosh</i>
This, it	<i>Ze</i>	Four	<i>Arba</i>
Where	<i>Eifo</i>	Five	<i>Khamesh</i>
Street	<i>Rechov</i>	Six	<i>Shesh</i>
Sir, Mister	<i>Adon</i>	Seven	<i>Sheva</i>
Madam	<i>Geveret</i>	Eight	<i>Shmone</i>
		Nine	<i>Tesha</i>
		Ten	<i>Eser</i>

Religious edifices

Synagogues. The Great Synagogue, Allenby Street (E9), Tel Aviv; Yeshurun Synagogue, King George Corner, Keren Kayemet Street, Jerusalem; The Great Synagogue, 60 Herzl Street, Haifa.

Catholic churches: Terra Sancta Chapel, Mount Zion, Jerusalem; St. Antoine, Jaffa (J2); Stella Maris, Haifa; St. Joseph, Nazareth.

Baptist House: 4 Henrietta Szold Street, Jerusalem.

Protestant churches: St. Andrew's Hospice, Rakevet Street, Jerusalem; Anglican Church, Emmanuel Auerbach Street, Tel Aviv/Jaffa; Lutheran Church St. Luke's, 4 Lucas Street, Haifa; Parish Church St. Joseph, 80 Meginim Street, Haifa; Scandinavian Seamen's Church, Haifa.

Special note for businessmen

Israel Export Institute, 9 Ahad H'am Street (D10), tel. 53 012, is always ready to advise visiting businessmen about import and trading possibilities, and to arrange meetings with Israel manufacturers and exporters.

Special note for tourists

Would you like to picnic by moonlight at a famous beauty spot? Try to stump the experts with your questions at a Visitors' Forum? Enjoy an evening of Israel Folklore? Look in at a kibbutz to see how a communal settlement works? Spend an evening with an Israeli family in their home? Or plant a tree in Israel? If you are interested in any of these activities, contact the Israel National Tourist Corporation, 7 Mendele St. (C3), tel. 22 32 66, who can offer a wide and varied program of pleasure.

Public holidays

Public holidays in Tel Aviv are celebrated in accordance with the Jewish Faith and Calendar. In contrast to the Gregorian Calendar, *all* the Jewish days of celebration are movable varying in date from year to year.

January/ February	Tu B'shvat – The New Year of the Trees. Israeli children plant saplings on the barren hillsides to the accompaniment of singing, dancing and flute playing.
March	Purim – Holiday commemorating the deliverance of the Jews from exile and the harsh rule of Haman. Celebrations culminate in a carnival of floats and dancers through the city's streets.
April	Pessah – Passover. Commemoration of the Exodus of the Jews.
April/May	Independence Day – Birthday of the New State of Israel.
May	Lag B'omer – Traditional pilgrimage to Meron, Northern Galilee to the Tomb of Rabbi Shimon Bar Yochai – reputed author of the Zohar. Dancing and singing until dawn around the “great medurah” (bonfire).
May/June	Shavuot – Festival of the First Fruits. In olden days, farmers brought their first fruits of the year to the Temple. Celebrated today in schools and settlements with songs, dances and plays.
Sept./October	Rosh Hashanah – the Jewish New Year.
Sept./October	Yom Kippur – Day of Atonement. Day-long fasting and prayer.

Edited by Mike Simon

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Our Special Meal Service

If your diet is governed by religion, health, or regional preference, or if you need something different from the regular menu, ask your SAS office or travel agent about the SAS Special Meal Service.

This extra SAS service allows you to preorder from eight different categories of special meals (including kosher) – 70 dishes, among which we are sure you will find a meal to suit your individual taste, or that of your children.

