

SAS CITY PORTRAIT

Tel Aviv

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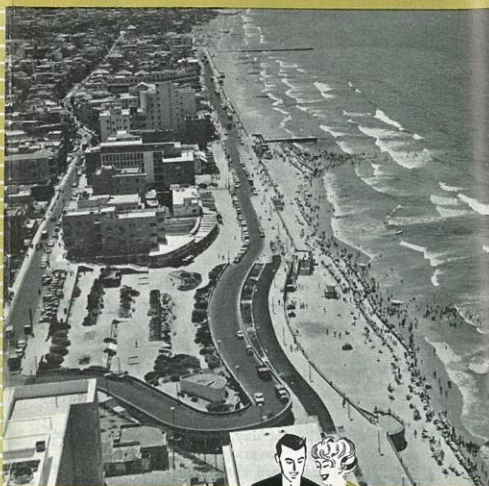
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The hospitality of SAS knows no boundaries. It is dedicated to making your *entire* trip the dream of a lifetime! It starts the moment you call for travel information . . . continues on your flight aboard the famed planes of SAS . . . awaits you in every city throughout the world served by SAS.

This City Portrait, for instance, is a perfect indication of the SAS desire to serve you. All the research has been done by SAS travel experts. All the information is from official sources, but prices and times given in the folder may be changed. The folder itself has been designed for fast, convenient use. So — plan with it. Refer to it. Carry it with you. Be sure you see *all* the sights and delights that will make your stay an unforgettable memory.

Now . . . is there anything else we can do to add to your travel pleasure? Please do us the service of allowing us to be at *your* service?

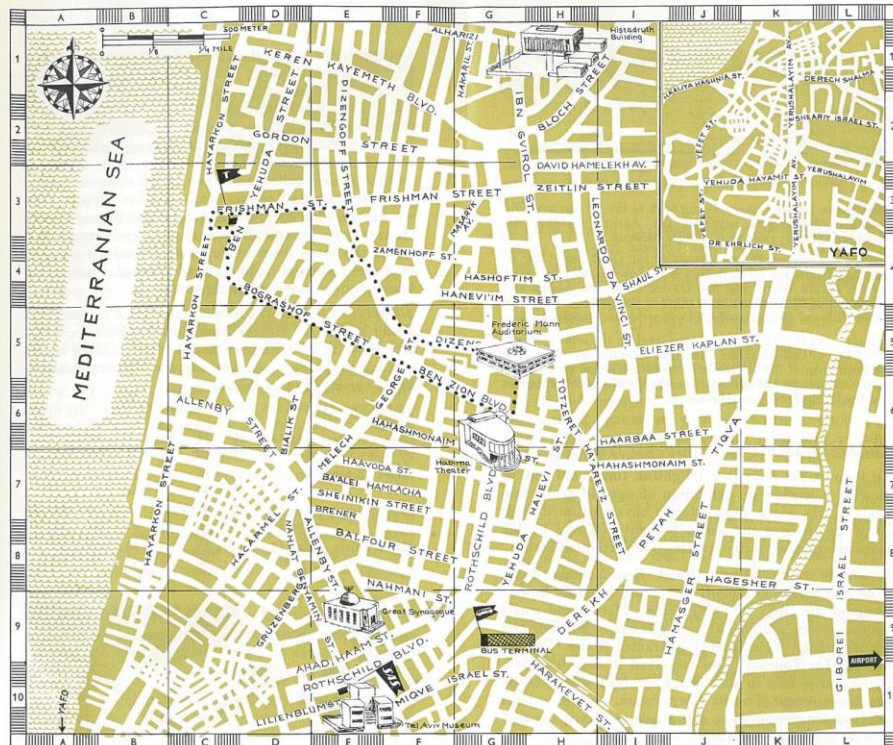


View of Tel Aviv
seafront and esplanade






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SCANDINAVIAN AIRLINES SYSTEM



Code numbers in this folder refer to the above map. Thus (E10) is located where lines drawn from "E" and "10" 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.
- (G/H5) Frederic Mann Auditorium.
- (H1) Histadruth Building.
-  SAS Ticket Office, 22 Rothschild Blvd. Tel. 56221.
-  Town Terminal, 19 Petah Tikvah Road (for departures to Lod Airport).
-  The Government Tourist Office, 7 Mendele St. Tel. 22 32 66.

One Hour's Walk Around Tel Aviv

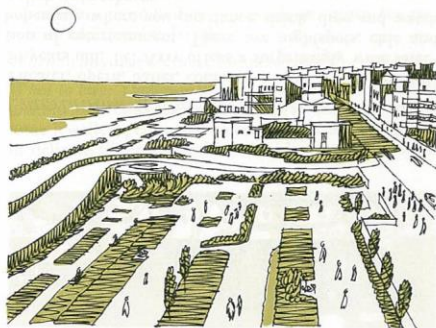
Start at the Government Tourist Office at 7 Mendele St. (C3), walk to Dan Hotel (C3) enjoy the beautiful view of the Mediterranean sea shore, turn to Frishman Street towards Dizengoff Road (E3) with its outdoor cafés and beautiful shops. Walk along Dizengoff Road towards Dizengoff Circle and continue along Dizengoff Road up to the Helena Rubinstein Museum (G5), the Frederic Mann Auditorium (G/H5), Habima Theater (G6). Continue through the tree shaded Ben Zion Blvd. (F5) and Bograshov St. to Ben Yehuda Road (C4/3) with its brand new buildings, shops, and ultimately you will find yourself again at the starting point.

TEL AVIV

An Introduction to the City

Tel Aviv — Hebrew for “Hill of Spring” is the nascent of much that is new. Its foundation was the first positive step towards the new 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 that have flocked to Israel in the last decade — yet one that has done nothing to lessen Jaffa's oriental, Old Testament charm or the ultra-modernity of Tel Aviv. Tel Aviv 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.



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 Ohel 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. Together, the ports of Tel Aviv and Jaffa handle 11 % of the Nation's trade including the export of 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 — the visitor to Tel Aviv need never be short of something enjoyable and interesting to do.

Your First Hour 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 where 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 Cheques, 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 = IL 1. Current rate of exchange is approx. US \$1 = IL 3 — £1 sterling = IL 8.44. You may also obtain a pruta, an old-time coin still in circulation. IL 1 = 1,000 pruta; and 1 agora = 10 pruta.

Transportation to town: Coach transportation is available to the Town Terminal (G9), fare IL 0.95 during the day and IL 1.10 at night. Alternatively, taxis are on hand to take you directly to your hotel: fare to the city center is IL 9 during the day and IL 12 at night. Ask at the information desk if you have arranged for a pre-hired 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. To counter the possible event of full hotels during these periods, accommodation has been quoted in both Tel Aviv-Jaffa, and Herzlia-on-Sea, a fashionable resort with its own fine beachline barely 8 miles north of Tel Aviv.

TEL AVIV

Arnon

90A Hayarkon Street (C4)
Tel. 22 37 11

Atlantic

Ben Yehuda Street (C5)
Tel. 56055

AVIA Israel's Aviation Hotel

Savyon (between Lod Airport and Tel Aviv)
Tel. 98 12 21

Dan Hotel

99 Hayarkon Street (C3)
Tel. 22 11 11

Park

75 Hayarkon Street (C4)
Tel. 57208

Ramat Aviv Garden Hotel

Netanya Road
Tel. 43181-3

Samuel

1 Trumpeldor Street (C5)
Tel. 59241

Savoy

5 Geula Street (B6)
Tel. 57231

Sheraton (north of C/D1)

Hayarkon St. corner Nordau Blvd.
Tel. 44111

Yarden

130 Ben Yehuda Street (D1)
Tel. 22 01 19

Yarkon

64, Hayarkon Street (C5)
Tel. 58101

HERZLIA-ON-SEA

Accadia Grand Hotel
Tel. 93 22 71

Dekel

Tel. 93 26 41/2

Deutsch

Tel. 93 23 77

Rosenfeld

Kfar Shmarjahu
Tel. 93 23 22

Sharon

Tel. 93 23 41/5

Tadmor

Tel. 93 21 14/6

Validor

Tel. 93 24 33/4

Varda

Tel. 93 21 61

Accommodation in de luxe class single occupancy will cost IL 25—57 and in double occupancy IL 40—60. First class single occupancy will cost IL 11—34 and double occupancy IL 18—46.

A 10% 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 suggestions in the way of where to eat out:

California

44 Frishman Street (E3)
Tel. 23 16 62

(American style, quick lunch)

Casba

32 Yerimiahu — Corner of Dizengoff Street (north of E1)
Tel. 42617

(Italian and French cuisine)

Chez Jeannette

Harbour Street, Jaffa
4 Ratsif Aliya Shniya (J1/2)
Tel. 85575

(Specializes in sea food)

Hamozeq — Café Restaurant

Dizengoff corner Gordon Street (E2)
Tel. 22 06 54

(European and Oriental food)

Lucky's Bar

3 Allenby Road (C6)
Tel. 57 752

(Italian Cuisine)

Olympia

45 Carlebach Street (H7)
Tel. 23 33 12

(Oriental food)



Rishon Cellar

11 Allenby Road (C6)
Tel. 55834

(Excellent European Cuisine, Viennese type of food; atmosphere, old European cellar)

Ron — Restaurant Bar

86 Herbert Samuel Esplanade (C5)
Tel. 57491

(Italian and French cuisine)

Savoy Hotel — Restaurant

5 Geula Street (B6)
Tel. 57231

(Strictly Kosher)

The Grill Room — Dan Hotel

99 Hayarkon Street (C3)
Tel. 22 11 11

(Most exclusive restaurant serving international cuisine)

Yoel's Yiddisher Restaurant

73 Hayarkon Street (C4)
Tel. 59790

(Specialities of the Jewish kitchen)

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 "wee small hours". Prices depend on where and what you eat. Here, for your guidance, however, are some average figures:

Breakfast	IL 2.50	Dinner	IL 10.00—15.00
Lunch	IL 8.00—12.00	Supper	IL 10.00—15.00
Tea	IL 2.50		

+ 10% service charge.

There are many good Israeli table wines, brandies and beers, plus a pleasant range of soft drinks. One can also enjoy a quick snack at any of the many kiosks.



Entertainment and Night Life

Theater, opera, ballet, concerts . . . for a city only just 50 years old, Tel Aviv offers a surprisingly wide selection of entertainment. There are nightspots, chic and bohemian, where you can dance, drink, dine and watch a slick style cabaret.

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, Tel. 57227. 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), tel. 28 81 04. 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, art festivals.

Theater: The Habimah (G6), Ohel (E4), Chamber (E3) and Zirah (I6) 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.

Night Spots — Club style, Tel. Aviv: Adria Club (E3), 101 Dizengoff Passage, Tel. 23 13 49; international cabaret, dancing, excellent cuisine. Theater Club (C3), 55 Ben Yehuda St., Tel. 22 97 19; picturesque decor of

barrel seats and pine wood walls. French-style cabaret, satirical slant in Hebrew, dancing.

Night Spots — Club style, Jaffa: Arianna (J1), 105 Aliya Shnia Quai, Tel. 82745; bar, Greek food, music, dancing, guitarist-singer; fine coastline panorama. Caliph (J1), Jaffa Hill. Tel. 82171; center of Jaffa night life. Offers magnificent Mediterranean view; terrace, orchestra, singers, dancing and good cuisine. Omar Khayam, Jaffa Hill, Tel. 85865; old building in a 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, Tel. 88255; excellent food, music and dancing.

Night-birds: A special Night Club Tour leaves 81 Rehov Hayarkon (C4) every evening at 9 PM.

Cinemas: Tel Aviv possesses 30 or so modern air-conditioned cinemas featuring films in English, French, Italian. Most present a matinee and two evening performances. "Continental" films are usually sub-titled in English.

The Government Tourist Office, 7 Mendele St. (C3), Tel. 22 32 66, will readily assist with information regarding where to go and what to see; also retains theater tickets solely for allocation to tourists.

Sights and Tours

There are something like 85 travel agencies apart from a vast number of tour operators in Tel Aviv. All offer attractive sightseeing tour arrangements of Tel Aviv, Jaffa and Israel generally.

The permutations are innumerable. A typical city tour would include Independence Park; the Frederic Mann Auditorium; Ha'aretz Museum with its fine collection of ancient glass-work; Habimah 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 Safed in the north; Beersheba, Sedom and Elath in the south.





To facilitate your tour selection, we have listed (1) the highlights of Tel Aviv with the relative references (see the front cover map) and (2) the places of prime interest in Israel. (See map alongside). Details of how to get to the various interest-points in and close to Tel Aviv have also been included for those who prefer to sightsee "under their own steam".

1) HIGHLIGHTS OF 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 AM—6 PM.

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

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

Museum Ha'aretz, founded by Dr. W. Moses. The wonderful 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, Military, 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 new 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-el-Qasile excavations opposite Ramat Aviv Hotel provides 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 AM and sundown. Saturday services commence at 8 AM. 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 since 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.

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

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

2) HIGHLIGHTS OF JAFFA

The Museum of Antiquities, displays remains found in the area dating back 7,000 years ago 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 very rock as a sacrifice, was rescued by the hero Perseus.

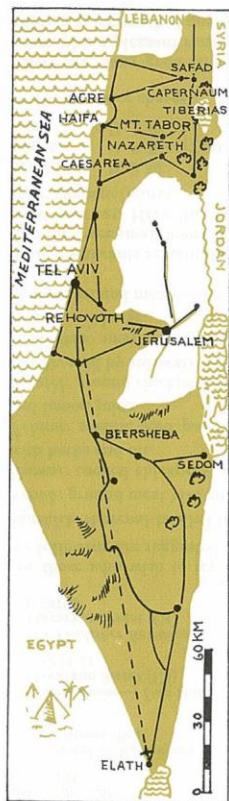
KEY CITIES AND INTEREST-POINTS IN ISRAEL

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, such as the Church of the Holy Sepulchre*) and the Mt. of Olives*); the Baptist Church; Mount Herzl; and the Hebrew University with its special exhibition, the much-discussed Dead Sea Scrolls.

*) These lie on the Jordanian side of the city which can be entered via the Mandelbaum Gate.

Acre: Key port in Roman and Byzantine epochs. Once capital of the Crusader Empire: Richard the Lion Heart fought Saladin here. Stronghold of the Knights of St. John. 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 honour of Caesar. See the mosaics, hippodrome, ancient Roman stadium.

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.

Elath: Most southerly settlement in Israel. Originally the ancient port of Etzion, the city is the site of King Solomon's Timna 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 magnificent 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 of Gabriel; Church of St. Joseph; Mary's Well; Mensa Christi Chapel; and the Arab Bazaars and Monastery.

Rehovoth: Home of the Weizmann Institute of Sciences, top notch Scientific Institute, and *Yad Chaim Weizmann*, a memorial to the First President of Israel.

Safad: Capital of Upper Galilee and Israel's most northern town. Stands 2,775 ft. (840 ms.) above sea level at the foot of Mt. Canaan, a famous summer resort. It is one of the sacred



cities in the Jewish history dating back to the 1st century. Old Kabbalist Synagogues neighbor the Artist's Colony; the Crusader Citadel; and the Al Ahura Mosque.

Sedom: Situated on the west coast of the Dead Sea, 1,292 ft. (394 ms.) 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. One of the rocks is alleged to be the Pillar of Salt into which Lot's wife was transformed.

Tiberias: 682 ft (212 ms.) 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 Haness.

Shopping Hints and Souvenir Hunting

To shop in Tel Aviv is a delightful, functional way of viewing a worldwide exhibition of age-old crafts and modern arts. Many design-forms have emanated from countries all over the world 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 shopping center. Here stand smart fashion stores; antique, art and gift shops; coiffeur and beauty salons. Your quality guarantee is the "Recommended for Tourists" sign displayed in shop windows. Merchandise sold in such shops has been approved by the Government Tourist Corporation, and the stores selected are permitted to sell goods in return for currencies additional to 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 jewellery; engraved on candelabra, handbags; and in delicate silver and gold embroidery on all kinds of



apparel. Look, too, at the diamond jewellery. Israel is a world-center for cutting and polishing diamonds. Israel furriers specialize in furs made from broadtail, mink and Persian lamb. Intrinsic souvenirs of Biblical and Canaanite times are the product of extensive archaeological excavations. Your shopping list could also include any of the following: beautiful olive wood figurines and tableware; dolls clad in gay Israeli costume; hand-wrought brass and copper ware; Persian carpets, rich woven brocades; hand-painted vases and tiles of Negev clay; colorful ceramic tableware and jewellery; Bibles bound in chased silver made by the famed silversmiths 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 visitors from abroad. There are duty-free shops at Lod Airport and at many leading hotels where you can buy watches, cameras, liquors, tobacco, and a variety of other items.

Wardrobe sizes

Ladies' Dresses	Eng./Am.	10	12	14	16	18		
	Local	38	40	42	44	46		
Men's Jackets	Eng./Am.	36	38	40	42			
	Local	46	48	50	52			
Men's Trousers	Eng./Am.	30	31½	33	34½	36	38	40
	Local	38	40	42	44	46	48	50
Men's Shirts	Eng./Am.	14½	15	15½	16	16½	17	
	Local	37	38	39	41	42	43	



Sports

The mild 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, Sheraton and Accadia Hotels. Bat Yam bathing beach is 15 minutes south of Jaffa. The city possesses numerous tennis courts, and a fine bowls club and riding club near Ramat Gan.

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

Twenty Words to Start With

English and French are widely spoken in addition to Hebrew and Arabic, but 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	Shalom*	Yes	Ken
(an all-day greeting)		No	Lo
Thanks	Toda	One	Echad
Please	Bevakasha	Two	Shtayim
Excuse me, pardon	Slikha	Three	Shalosh
How much	Kama	Four	Arba
This, it	Ze	Five	Khamesh
Where	Eifo	Six	Shesh
Street	Rechov	Seven	Sheva
Sir, Mister	Adon	Eight	Shmone
Madam	Geveret	Nine	Tesha
		Ten	Esser

*) Translation: Peace

Climate and Clothing

Tel Aviv enjoys the 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, 69° F (21° C). The Israelis are charmingly informal about their dress; formal apparel being required only for extra-special occasions. In summer, the men sport open-necked shirt, and the ladies wear light cotton dresses. This same apparel is appropriate at opera, concert, theater or restaurant. In winter, you will require a raincoat or cloth coat.



Transportation

An extensive bus service, operating from 6 AM 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 between IL 1.80—2.50 per trip, after 9 PM a surcharge of 50 % is added. But perhaps you would prefer to hire a car? The SAS Town Office will be pleased to help you with the booking arrangements.

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

Business Hours

Banks open 8.30—12.30 AM; 4—5.30 PM. Fridays and Holiday eves 8.30 till noon.

Shops usually open 8 AM—1 PM and 4—7 PM. Fridays and Holiday eves, between 8 AM and 2 PM. Closed all day Saturdays and Public Holidays. Offices open either 8 AM until 4 PM or 8 AM until 5 PM with an hour's break for lunch.

Special Note for Businessmen

Israel Export Institute, 47 Nahlat Benyamin Street (E9), Tel. 64235/62584, is always ready to advise visiting businessmen as to import and trading possibilities, and to arrange meetings with Israel manufacturers and exporters.

Special Note to Tourists

The Israel National Tourist Corporation, 7 Mendele St. (C3), tel. 22 32 66, offers a wide and varied program of pleasure. You can 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 with your own hands.

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	<i>Tu B'shvat</i> — The New Year of the Trees. Israeli children plant saplings on the barren hillsides to the accompaniment of singing, dancing and flute playing.
March	<i>Purim</i> — 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	<i>Pessah</i> — Passover. Commemoration of the Exodus of the Jews.
April/May	<i>Independence Day</i> — Birthday of the New State of Israel.
May	<i>Lag Ba'omer</i> — 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, (bon fire).
May/June	<i>Shvuot</i> — Festival of the First Fruits. In olden times, farmers brought their first fruits of the year to the Temple. Celebrated today in schools and settlements with songs, dances and plays.
September/October	<i>Rosh Hashanah</i> — the Jewish New Year.
September/October	<i>Yom Kippur</i> — Day of Atonement. Day-long fasting and prayer.

