KLIF

the Radioman who Wanted more Listeners

(and what he did about it.)

a Story

Once upon a time,

there was a man

who owned a RADIO STATION.*

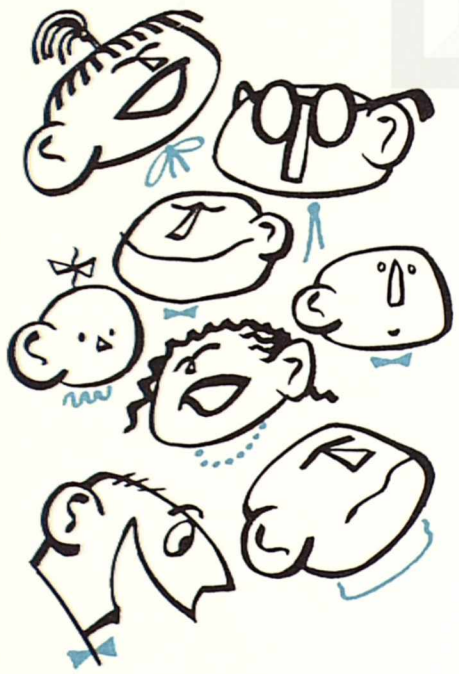
*KLIF in Dallas

His name was GORDON McLENDON.

Everybody called him the

OLD SCOTCHMAN.

One day the Old Scotchman decided he wanted more listeners.*



So what did he DO?

*Note to adults (TIME BUYERS):

We don't know why he wanted more listeners; KLIF was already in the number one position by a good wide margin!

Did he do this?

Personal **A-13**

IMPORTED SWISS MUSICAL JEWELRY BOX by the famed Swiss craftsmen of Ste. Croix, high in the Swiss Alps. Hand-carved top with lustrous walnut finish. 4"x2¾"x2½". Plays merry tune when opened. Cash, money order, cashier check only. $6 Each, 3 for $15. Send to SPILLERS' IMPORT, Box [illegible], Dallas, Texas.

PERMANENT WAVES

XMAS SPECIAL—Cold wave, $3.00; Helene Curtis, Rayette, Realistic, $5.00. 8 a.m.—7 p.m., Sunday 1-5. FRANCIS BEAUTY SHOP, [illegible] N. Haskell. [illegible]

WANTED!

More listeners.

Please call Mr. McLendon at KLIF.

LADIES, GENTS: Why not give the ideal Xmas gift, a beautiful lifetime 17J Helbros wrist watch; low cash price or terms; other suitable gifts. Phone DALLAS MERC. CO., [illegible]

COUNTRY CLUB MEMBERSHIP

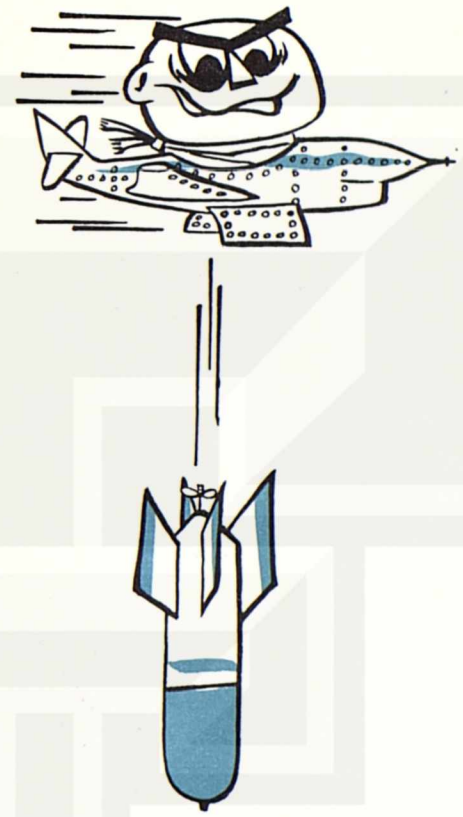
For sale in private North Dallas country club. Golf, swimming and club facilities. About 2-3 of cost. Call MR. GAINES, [illegible]

IT COSTS NOTHING

To regain your faith. If liquor problem you will [illegible]

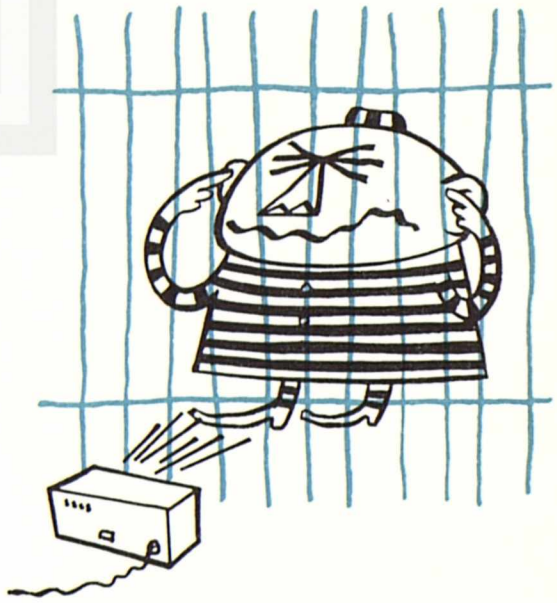
NO!

Did he do this?



NO!

Did he do this?

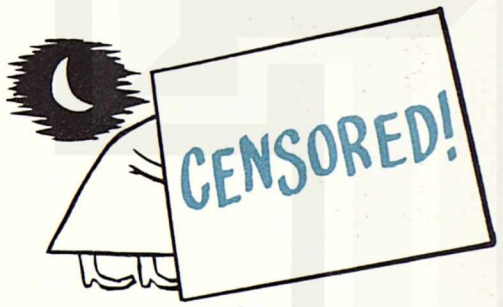


NO, he didn't do this either.....

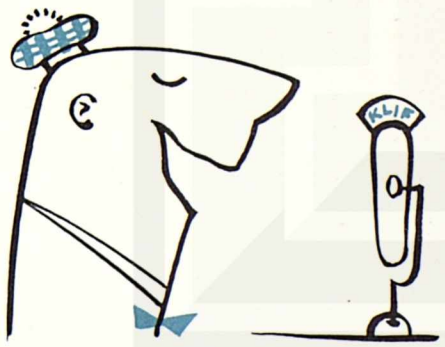
SO WHAT DID HE DO?

He put $50,000.00 in an empty pop bottle...

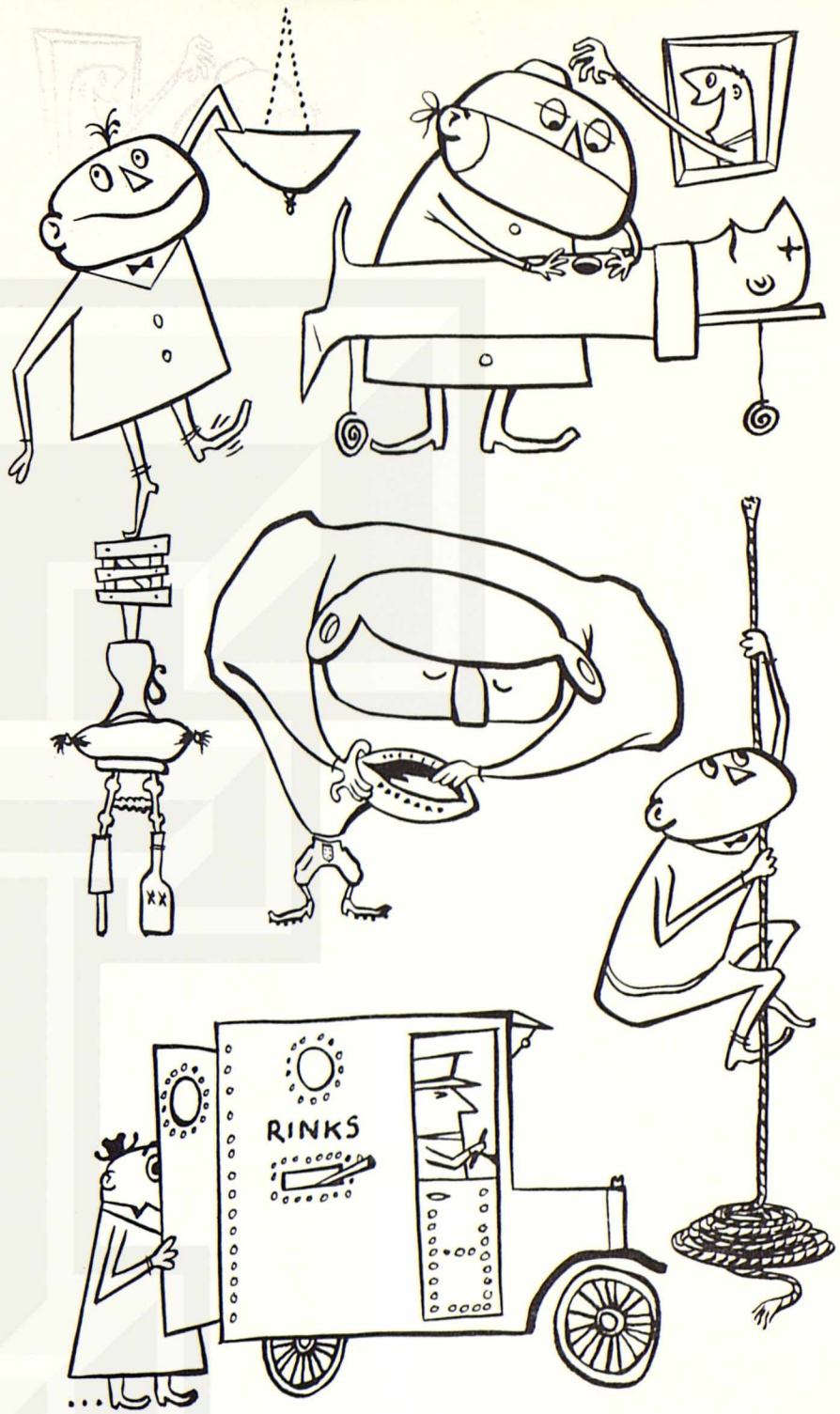
and HID it...



and told everybody what he had done.



WHAT HAPPENED?



EVERYBODY LOOKED...
and
EVERYBODY LISTENED!*

*(for clues given twice a day)

and here's what happened NEXT:

The KLIF promotion kicked-off the most exciting treasure hunt since Coronado searched the Southwest for the Seven Cities of Cibola. The treasure was a check good for $50,000.00 written by Gordon McLendon, President of Radio Station KLIF. It was found by Ben Spawn and his wife (3426 LaVerne Street — Dallas) on the *last* day the check was to be valued at $50,000.00! One of the contest rules was that at midnight, December 9, the value of the check was to drop from $50,000.00 to $500.00.

Mrs. Spawn had been listening all week to twice-daily clues given by KLIF. Seven hours before the midnight deadline, Mrs. Spawn and her husband, a former captain in the Air Force, honored a whim and began looking for the hidden treasure. Just as the light of day was fading, Mr. Spawn spotted a slip of paper in a soft drink bottle at the base of a tree on a vacant lot. Holding it up to the light of an approaching automobile, he could read a five and lots of zeroes. He knew that he had found $50,000.00!

With a police escort of two squad cars, Spawn brought the check to Station KLIF where it was identified by General Manager Bill Morgan.

The check was hidden at 3:00 in the morning the day the contest began, by Ben Harris, a local insurance executive. He alone knew the whereabouts of the check. He wrote the clues that were broadcast by KLIF. Harris has no connection with the radio station.

It is the largest non-quiz giveaway in the history of radio, network or local station.

Physicians reported Mr. McLendon was in a state of extreme shock and could not be reached for comment.

and look what happened to our ratings!

BEFORE TREASURE HUNT

Oct. - Nov. 1956

Pulse

KLIF "First" in every quarter hour 6 A. M. to Midnight, Monday thru Friday.

Hooper

KLIF'S share of audience
42.4% — 7:00 A. M. to 12:00 Noon
43.9% — 12:00 Noon to 6:00 P. M.

Trendex

KLIF'S share of audience
50% — Mornings
45.7% — Afternoons

DURING TREASURE HUNT

December 1956

Hooper

KLIF'S share of audience
43.1% — Mornings
50.6% — Afternoons

EPILOGUE

So we hid $50,000.00 —
So what else is new?

This isn't new either but it's important to timebuyers. Radio Station KLIF *has* the audience month after month after month . . . with or *without* gimmicks. The KLIF Treasure Hunt was only one of the many successful station promotions that make Dallas listeners tune in and stay tuned to KLIF! Here is creative radio in action *every* day of the week. That's why Pulse, Hooper, Trendex can give KLIF *overwhelmingly* the NUMBER ONE Position in the big, booming Dallas market. That's why KLIF is and will continue to be the choice of national spot buyers — everywhere!

the end

KLIF Dallas
A McLendon Station
2104 Jackson Street
Gordon McLendon—Executive Director
Bill Morgan—General Manager
Represented by John Blair and Company

Pol. Book

009

Billboards & Misc.
Station Ads

Mag. Articles

Billboards & Misc.
Station Ads

Pol. Book

009

Billboards & Misc
Station Ads.

Pol. Book

Gordon McLendon

KLIF

the radio station
with one hell of a nerve

Note:
block enclosure of KLIF should
copy LIFE logo meticulously in
all ways including colors.

KLIF

the radio station
with one hell of a nerve

Gordon McLendon

Note:
block enclosure of KLIF should copy LIFE logo meticulously in all ways including colors.

Copy this

C O P Y cc: Pat. Bob

Mitch Lewis

July 17, 1967
(dictated July 14, 1967)

Bill Stewart

In one of my brainstorming sessions with myself last week I had a couple of pregnant ideas for billboard campaigns which I thought I would pass along.

KLIF - 1190
EARresponsible

KLIF - 1190
Play SURE

BS/cr

Policy Book

Bill Weaver
cc: Gordon McLendon

July 15, 1964

Mitch Lewis

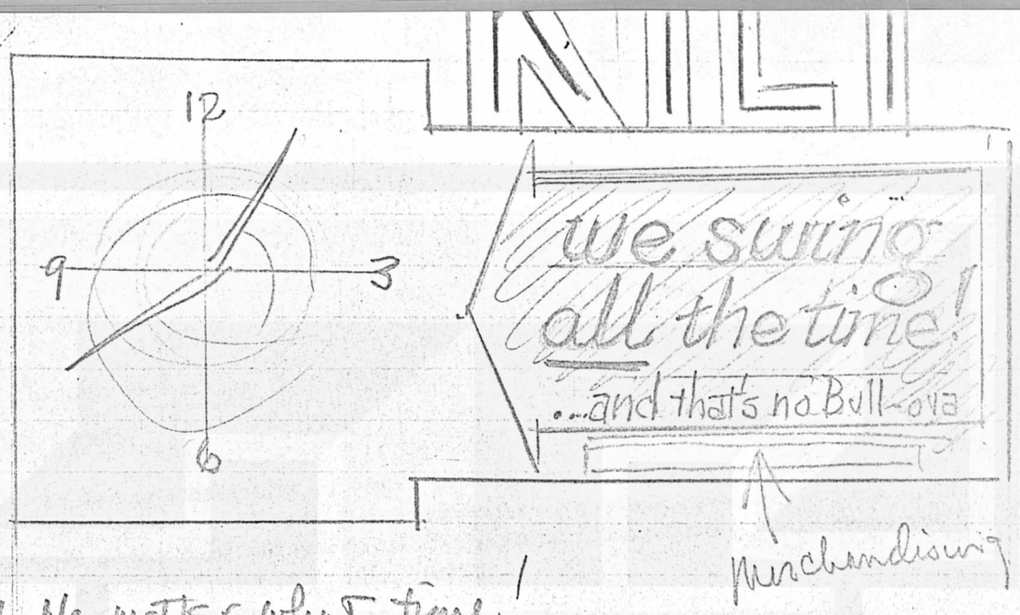
Here are 9 copy suggestions for your freeway board. However, looking over your sketch, I think the basic thing wrong is the shape of the board itself where the clock is so big it subdues the call letters.

My suggestion is that you call the sign company and ask them about the possibilities of appending the cutout letters with neon tubing in the center, per my sketch. If you think this is needless expense and are satisfied with the board the way it is, I suggest you use whichever copy line you prefer where we have "time flies on". Just seems to me you'd rather spend a little money to embellish the board and triple the results.

Best regards.

MIL:lr
Attach.

WELCOME HOME
you don't need us...
but your Wife needs you!
(lucky 13 radio)



1. No matter what time!

2. Top Hands in Houston

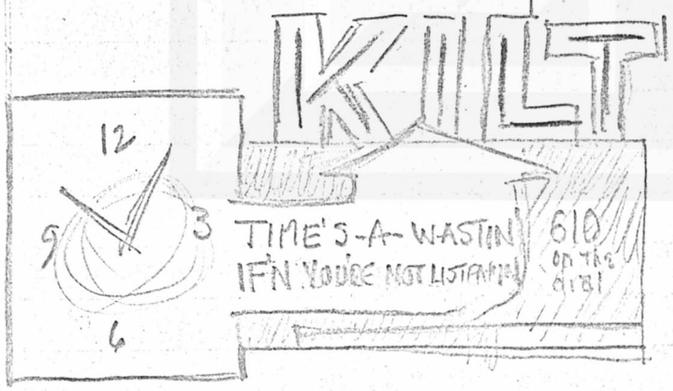
3. Time's A-Wastin' ... if you not tuned to 610

4. Summertime — and the listenin' is sumpin'

5. 610 years ahead of its time

6. 610 Kilocycles ahead of its time.

7. Who cares? We swing all times!



Radio Policy Book

Bill Weaver , July 23, 1963

cc: Gordon McLendon, Bill Morgan

Mitch Lewis

Bill, to demonstrate that I haven't erased your billboard perplexities from my mind, here are 12 tentative suggestions for angles you might take. Since you have never sent me the exact dimensions, I could only rough them out. Too, my artistic hand is a little rusty.

Five of these incorporate the clock. Here, we had a bastard size board and made the clock to fit the board. Since yours will be more vertical than square, I have adjusted the layout accordingly.

Additionally, since we have had a lot of comment on the sex angle from the "Sheer Delight to Have On" campaign, you will note a heavy accent on the female anatomy.* People still talk about the girl on the swing board we had on the expressway years ago. An off-shoot on this would be the girl in the man's shirt. You could drape the figure on the board in material resembling oxford cloth, bore several holes one foot in circumference and either put squirrel cage blowers, fans, or let the gentle bay breezes provide the billowing effect.

In all cases, I would suggest going to the expense of having big cut-out call letters attached to the board for a three dimensional effect. Neon tube through center of letters, if possible.

If you want me to job out a finish on any or several of these boards, just drop me a note with your comments.

Mitch Lewis

ys

* I had to think of some means to keep Miss Farrar in touch.

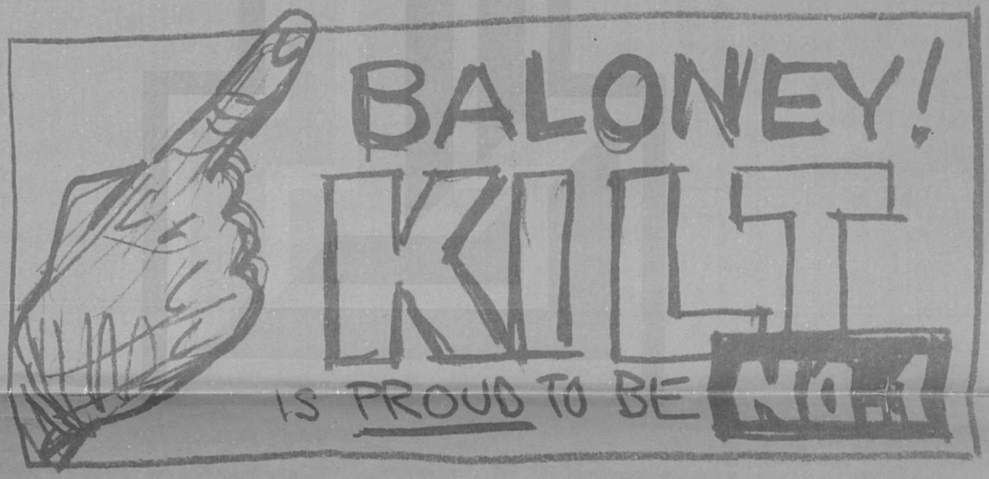
TIME FLIES
listening to
KILT
Channel 61
NEWS
AROUND THE CLOCK

ALWAYS .. ALL WAYS
ahead of its time
CHANNEL 61
NEWS
KILT

HOURS AHEAD
of all others in Houston
61
NEWS
KILT

ALWAYS in ORBIT!
NEWS
KILT
RADIO for HOUSTON

NEWS
610
BUSTING TIME BARRIERS
KILT
AROUND THE CLOCK


BALONEY!
KILT
IS PROUD TO BE NO. 1

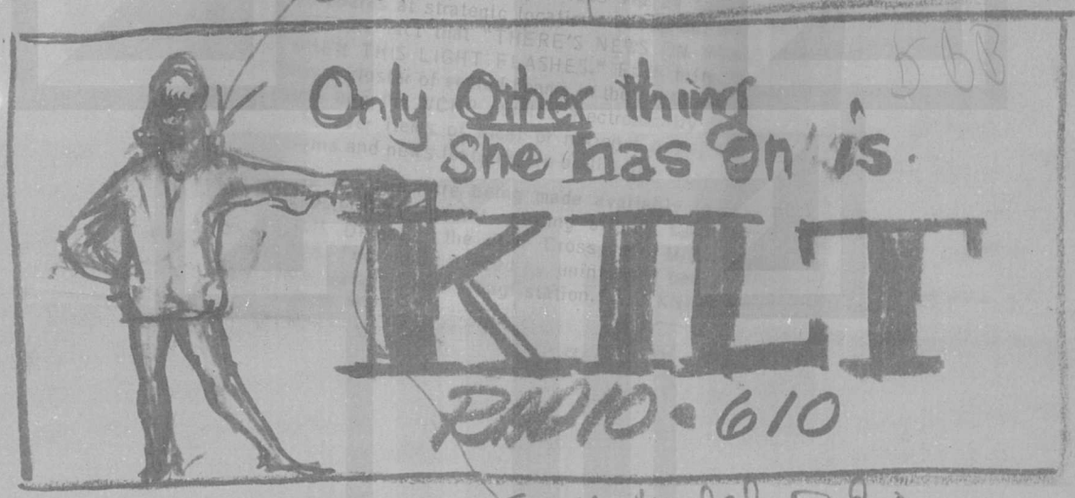
NUMBER 1...
by a "fur" piece
KILT 610

KILT 610
IS
HOUSTON

KILT

CHANNEL 10
NEWS
AROUND THE CLOCK

Cover nude figure with loose man's shirt



Small Model Radio

Bpk ads

Gordon:

Here's a helluva good billboard idea!!

Don

"FLASHING BILLBOARDS"

WCKR, Miami, Fla. emphasizes via 24 special billboards at strategic locations throughout their area the fact that "THERE'S NEWS ON WCKR WHEN THIS LIGHT FLASHES." Each billboard has a cluster of sealed beams in the center which tied into the WCKR studios electronically flash whenever items of local or national news, bulletins and news features are on the air.

The facilities are being made available to all disaster and special warning offices such as Civil Defense, the Red Cross, the Military. Thus, "no motorist need be uninformed because he's tuned to the 'wrong' station." SID KNIGHT, PROM. MGR.

Mitch:

Cost?

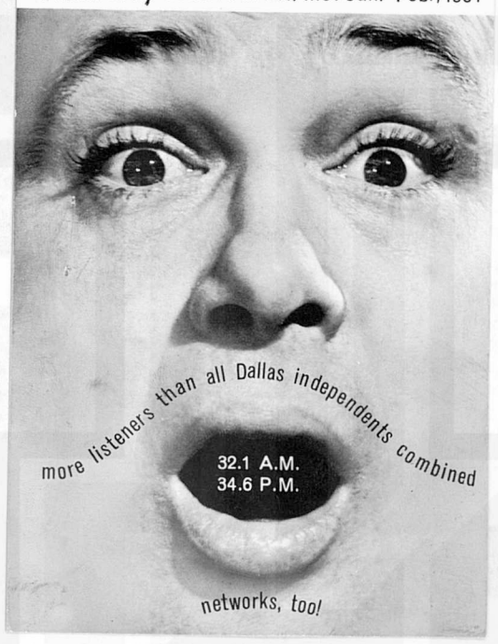
G

cc: Homer Odom
Policy Book

Rpt ads

KLIF's Gotta Secret!

Passed on by C.E.HOOPER, Inc. Jan.-Feb., 1961



Rpt ads

The Houston Press MONDAY, MAY 13, 1957

WANTED

WANTED Be on the lookout for these men! They are about to steal the Houston radio audience. They are expected to begin operations on Color Channel 61. Tuesday, May 14 These colorful characters are highly entertaining. Their entertaining personalities will "con" you into listening to KILT, Houston's new radio voice, around the clock every day.

REWARD [illegible] FOUR FULL HOURS OF DAILY LISTENING PLEASURE

KILT

COLOR CHANNEL 61

Houston's Newest Radio Voice

610 ON YOUR RADIO DIAL

A McLendon Station

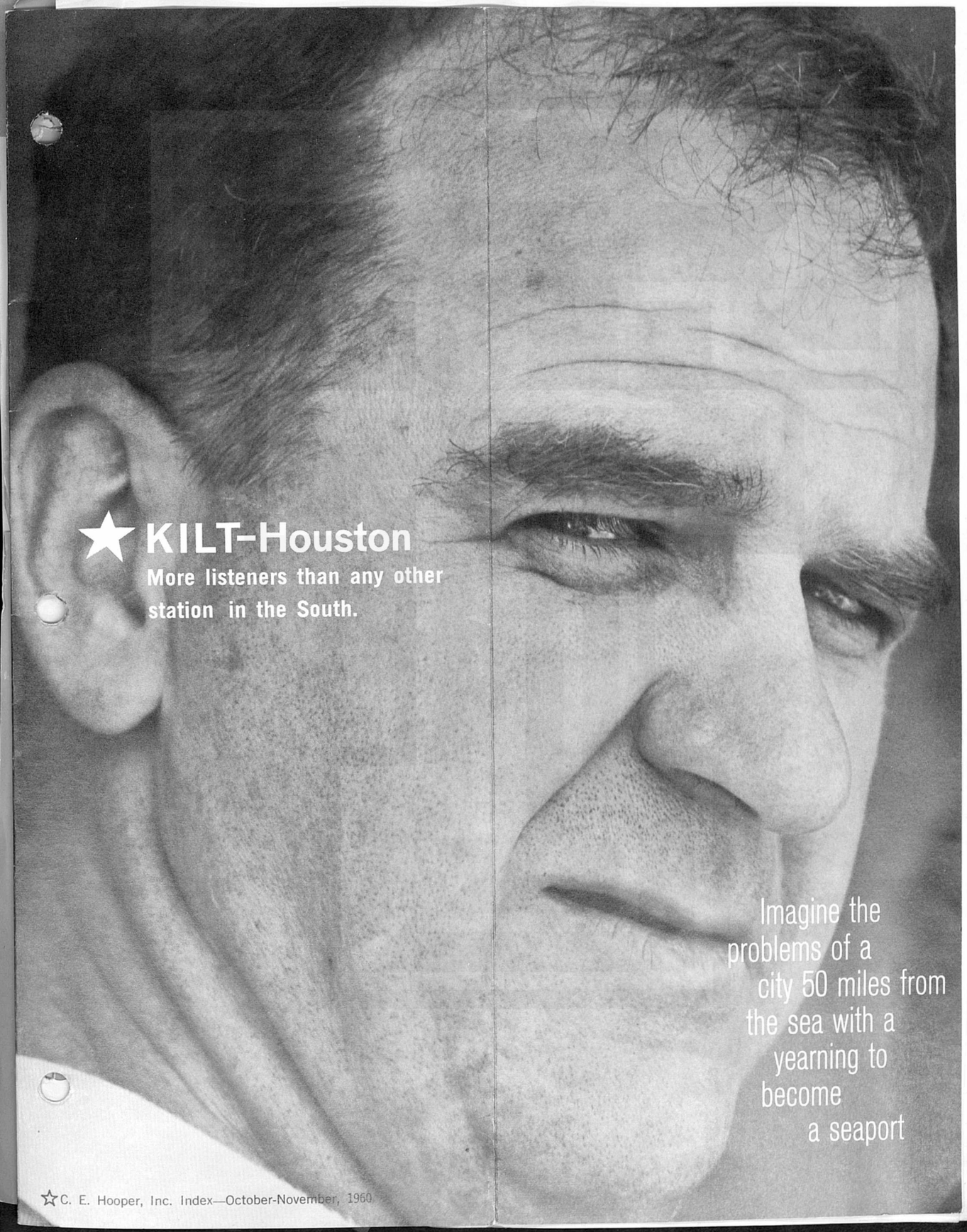
FANFARE

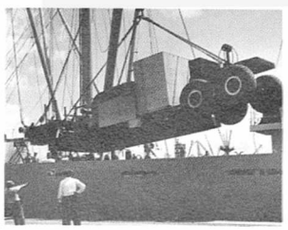
KLIF's 'lazy girl' has a long day

To herald the change in its programming concept this month, KLIF Dallas resorted to a variety of promotions—none, however, as alluring, as ostentatious or as downright pleasing to the eye (if you happen to go for pretty, blue-eyed blondes) as "the living billboard" pictured above. The occupant, Joyce Williams, a curvacious lass, selected after a long and interesting search merely waves at passing traffic and listens to KLIF while spending 18 hours a day being "The Laziest Girl in Town."

KLIF's 'lazy girl' has a long day

To herald the change in its programming concept this month, KLIF Dallas resorted to a variety of promotions—none, however, as alluring, as ostentatious or as downright pleasing to the eye (if you happen to go for pretty, blue-eyed blondes) as "the living billboard" pictured above. The occupant, Joyce Williams, a curvacious lass, selected after a long and interesting search merely waves at passing traffic and listens to KLIF while spending 18 hours a day being "The Laziest Girl in Town."


KILT-Houston
More listeners than any other station in the South.
Imagine the problems of a city 50 miles from the sea with a yearning to become a seaport



★KILT HOUSTON – SAL

...Imagine the problems of a city 50 miles from the sea with a yearning to become a seaport. That was Houston only 45 years ago. With determination and foresight, the community leaders had a small bayou dredged so that an average size freighter of the day could sail from the Gulf of Mexico into the city limits of Houston. Since 1916 the Ship Channel has been dredged to a depth of 36 feet so it can accommodate any general cargo ship.

UTES THE SECOND LARGEST PORT IN THE NATION

The success of the Houston Ship Channel can be judged by the fact that the Port of Houston is second only to New York in the amount of tonnage handled. The Government's official figures show that cargoes going in and out of Houston total about 60 million tons yearly. This includes the export of petroleum products, petrochemicals, cotton, wheat and thousands of other products of American farms and factories. Likewise, the port also imports from almost every country this side of the Iron Curtain such products as wool, automobiles, toys, ore and coffee. With cheap water transportation, industries have flocked to Houston and along the 25-mile stretch of Ship Channel from Morgans Point to the Turning Basin plants have been constructed with a total valuation of more than $2.5 billion, giving Houston one of the greatest industrial concentrations in the world.

KILT SALUTES HOUSTON'S POSITION OF PROMINENCE IN THE NATION

The nation's second largest seaport.

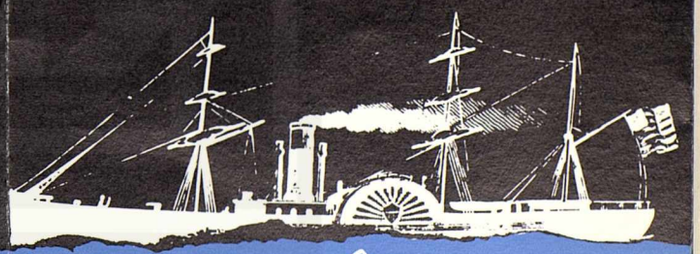
Seventh city in population in the United States.

Multi-Billion dollar Industrial and Petrochemical Complex.

One of the largest medical and research centers in the world.

Home of three universities, two colleges and two graduate medical schools.

Vast network of super expressways now complete and planned for greater Houston.



KILT / Houston / A McLendon Station *Represented nationally by John Blair & Company*

MEMBER OF THE BLAIR GROUP PLAN

Sign on Buffalo
Bus – Picture
Taken February
17, 1960

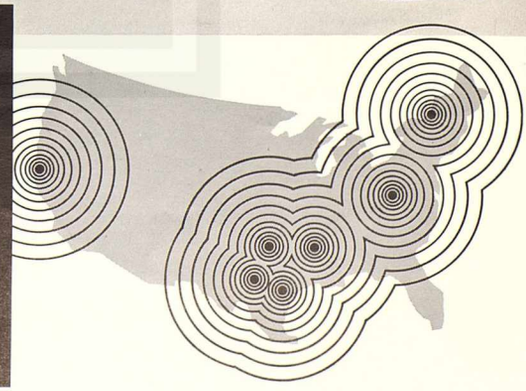
Mrdu'

advertised in **LOOK**

It's the same among radio stations... ***only ONE gets attention***
...and it's always a ***McLENDON*** *station!*

KLIF Dallas / Fort Worth
KILT Houston
KTSA San Antonio
KEEL Shreveport
WAKY Louisville
WYSL Buffalo
KABL San Francisco

B. R. McLendon, *Chairman of the Board*
Gordon McLendon, *President*



R. P. A - billboards

THE McLendon STATIONS MEMORANDUM

To Gordon McLendon

Date November 5, 63

From Bill Weaver

Subject

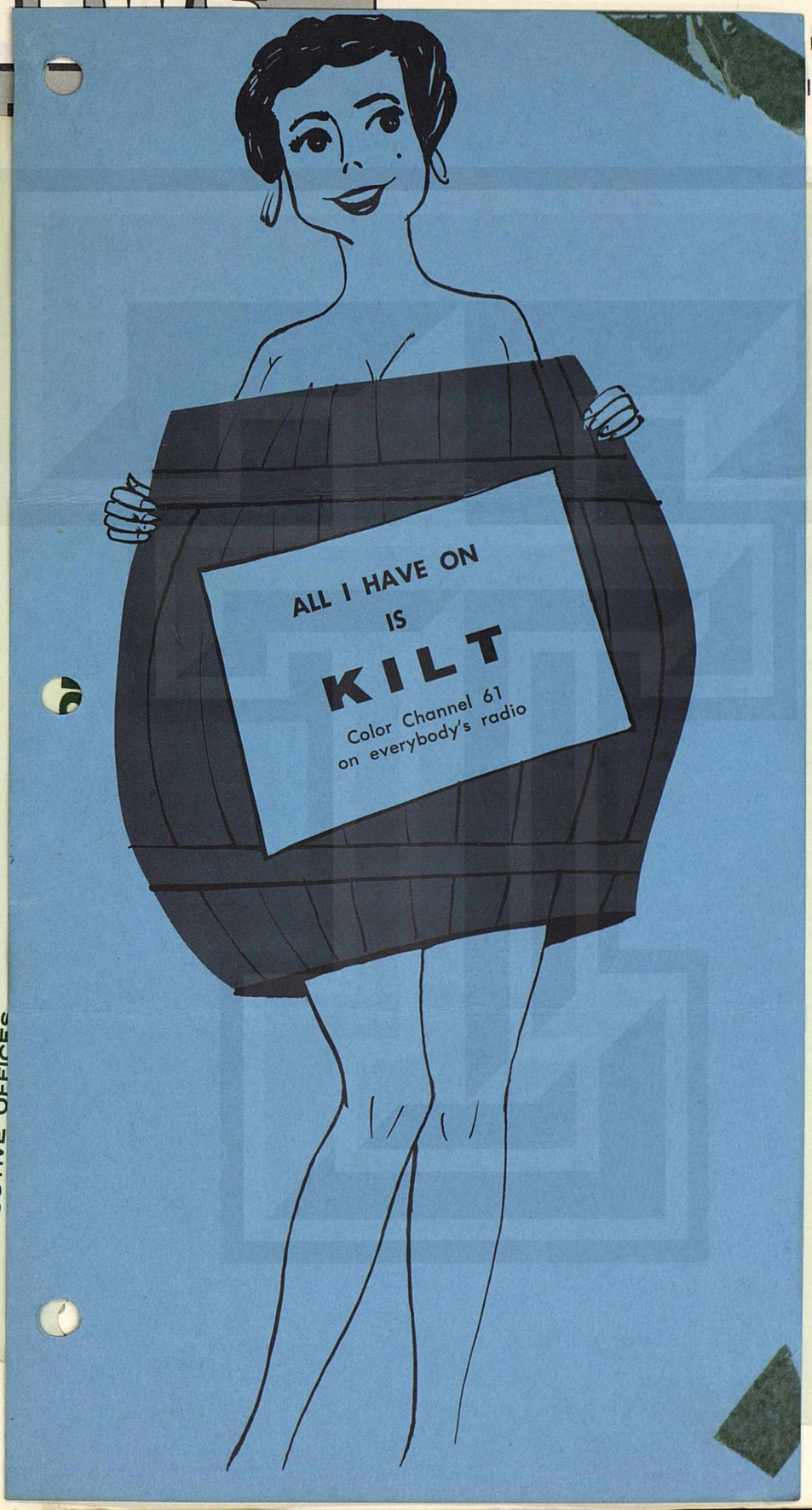
The attached is a picture of our signboard on the Southwest Freeway. It is near the end of the freeway on the city side for in-coming traffic. Excellent location, and has already created a lot of comment. The cost is $300.00 per month for a one year contract with option to renew. I have to pay in advance, so last week's report included payment for 2 months - (Oct. & Nov.). The board is raise 180 feet from the ground, and it is lighted until midnight each night.

Bill

As Advertised
on
KLIF

As Advertised
on
KLIF

RILT - Billboard


ALL I HAVE ON
IS
KILT
Color Channel 61
on everybody's radio

NEWS RELEASE

The McLendon Corporation
McLendon Building • Dallas 1, Texas
RIverside 7-9311

For further information or photographs, contact: .....

RPB

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

No. 4

TO: ~~Bill Morgan~~ Mitch

DATE: 16 December

FROM: ~~Mitch~~ Bill

SUBJECT: Billboards

A few quick ideas on what we might do for the poster change coming up. Let me know, pliz.

We'll keep present boards up another 30 days.

In Texas,
50,000 watts - 1190

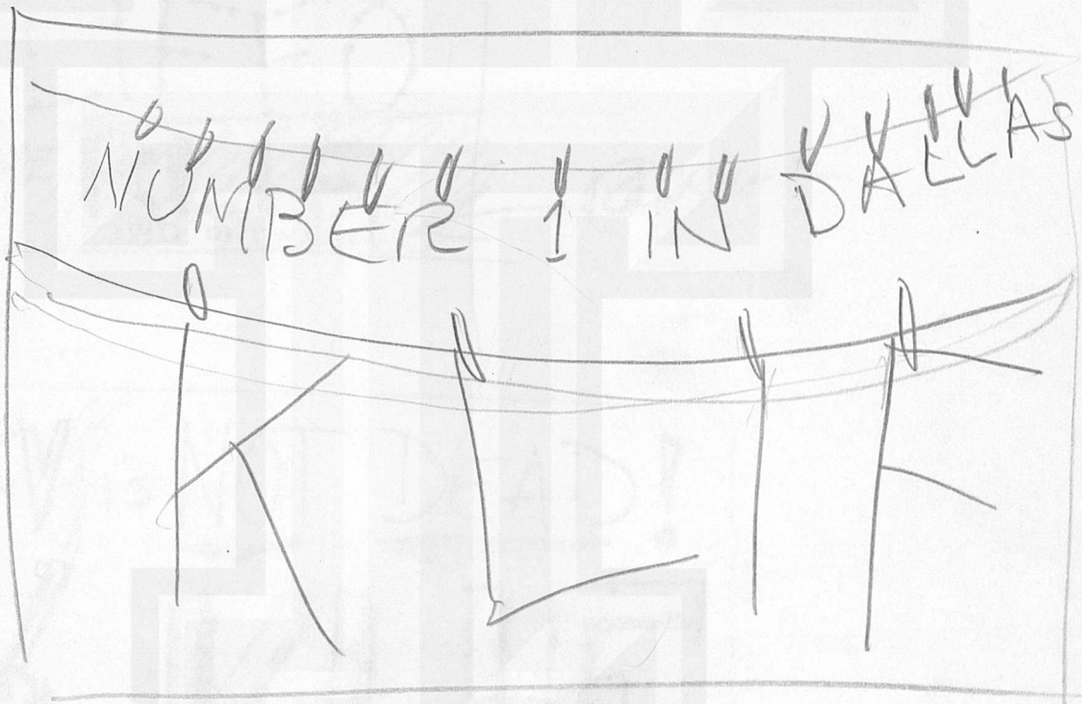
Alive

NEWS RELEASE

The McLendon Corporation
McLendon Building • Dallas 1, Texas
RIverside 7-9311

For further information or photographs, contact: .....

FOR RELEASE: .....



Clothesline

In Texas, KLIF is everywhere
50,000 watts - 1190

Alive

NEWS
RELEASE

The McLendon Corporation

McLendon Building • Dallas 1, Texas

RIverside 7-9311

For further information or photographs, contact: .....

FOR RELEASE: .....

NEWS
RELEASE

The McLendon Corporation
McLendon Building • Dallas 1, Texas
RIverside 7-9311

For further information or photographs, contact: .....

FOR RELEASE: .....

$250,000 REWARD*
FOR THE CAPTURE OF
KLIF NO. 1 RADIO DALLAS
*all other Dallas Stations

WANTED!
Another Dallas Radio Station Who Can Sound Better than
KLIF NO. 1 RADIO SINCE '54

NEWS
RELEASE

The McLendon Corporation
McLendon Building • Dallas 1, Texas
RIverside 7-9311

For further information or photographs, contact: .....

FOR RELEASE: .....

KLIF IS UNFAIR TO ALL OTHER RADIO STATIONS
They should sound so good!

NO. 1 in BIG D

CHECK YOUR MIRROR!
KLIF
MOBILE NEWS UNIT
may be passing!

NEWS
RELEASE

The McLendon Corporation
McLendon Building • Dallas 1, Texas
RIverside 7-9311

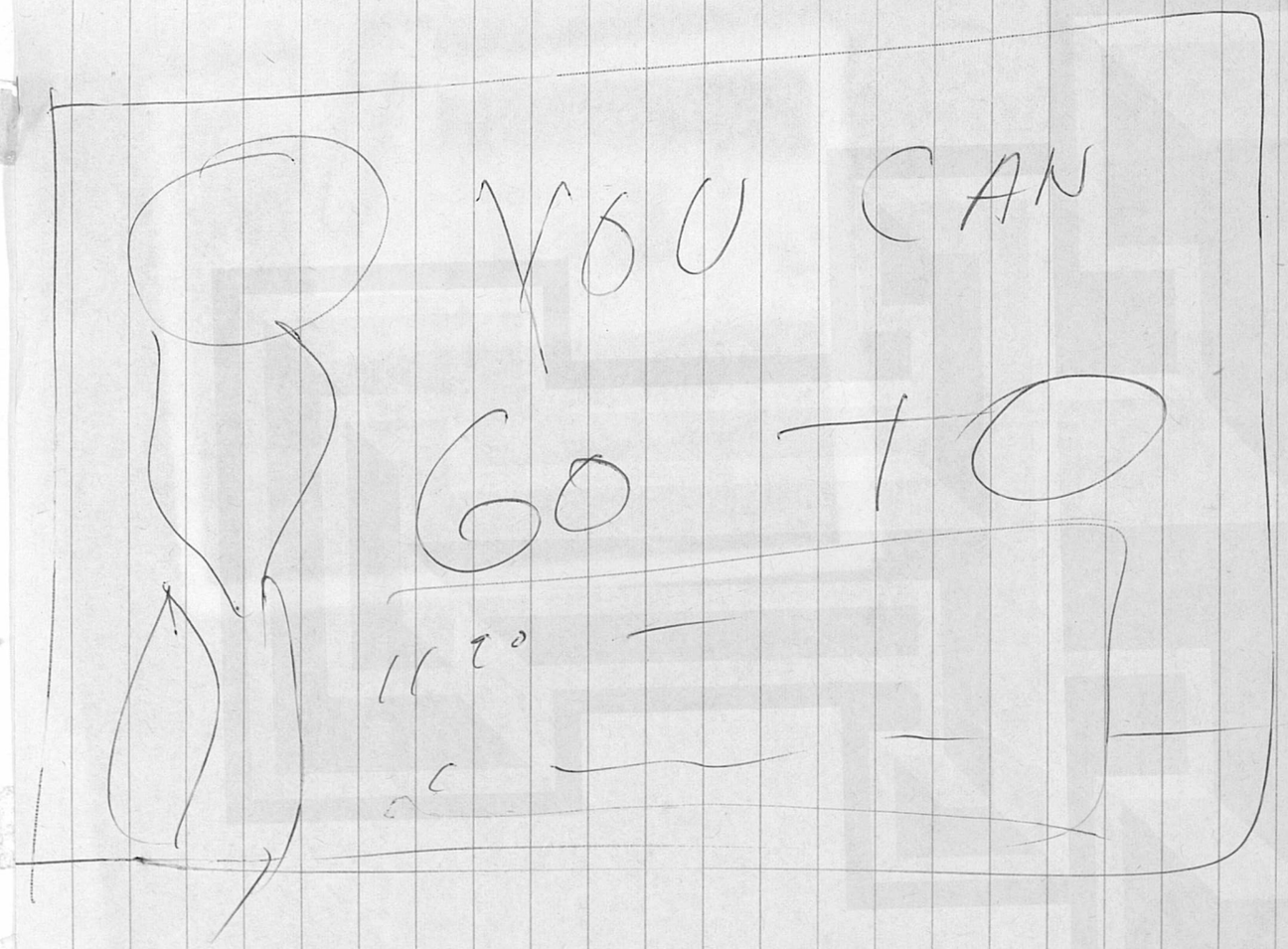
For further information or photographs, contact: .....

FOR RELEASE: .....

NOTE: Good if Hine goes ahead with key promotion --- which they probably will

29

RPB



"Billboards"

RPB

MEMORANDUM

WAKY-LOUISVILLE

"Billboards" (?)

TO: Gordon McLe

cc: Don Keyes

DATE: March 31, 1960

FROM: Jack Lee

I'm enclosing our "Missing Y Campaign". T I am a novice in using a Po they look like.

The agency th es of the boards that will bri oid.

We start tomo the remainder of Louisville an a different color and quite att

Regards,

Jack

JL/mr
encl.

RPB

MEMORANDUM

WAKY-LOUISVILLE

"Billboards" (3)

TO: Gordon McLe[illegible]

cc: Don Keyes

DATE: March 31, 1960

FROM: Jack Lee

I'm enclosing [illegible] our "Missing Y Campaign". T[illegible] I am a novice in using a Po[illegible] they look like.

The agency th[illegible] es of the boards that will bri[illegible] oid.

We start tomo[illegible] the remainder of Louisville an[illegible] a different color and quite att[illegible]

Regards,

Jack

JL/mr
encl.

RPB

"Billboards" (3)

MEMORANDUM

WAKY-LOUISVILLE

TO: Gordon McLe

cc: Don Keyes

DATE: March 31, 1960

FROM: Jack Lee

I'm enclosing ... our "Missing Y Campaign". T... am a novice in using a Po... they look like.

The agency th... s of the boards that will bri... id.

We start tomor... the remainder of Louisville an... a different color and quite att...

Regards,

Jack

JL/mr
encl.

RPB

MEMORANDUM

WAKY-LOUISVILLE

"Billboards" (2)

TO: Gordon McLe[illegible]
cc: Don Keyes

DATE: March 31, 1960

FROM: Jack Lee

SUBJECT:

I'm enclosing three pictures of the billboards we are using in our "Missing Y Campaign". These pictures do not do the boards justice, since I am a novice in using a Polaroid, but I did want to give you an idea of what they look like.

The agency that placed this campaign for us is making some slides of the boards that will bring out the color that is impossible with the Polaroid.

We start tomorrow putting up the Old English Y and filling out the remainder of Louisville and 790 on the bottom. Each of the block letters is a different color and quite attractive and stands out very well.

Regards,

Jack

JL/mr
encl.

KILT - Adver

No 1
KILT
Channel 61
in HOUSTON

Channel 61

KILT

EVERYONE IS GETTING THEIR ***KILT*** REAR WINDOW STICKER!

SO PROUDLY WE MAIL

KTSA GOES

MUSIC AND NEWS

Monday, May 21, 1956

RPB-

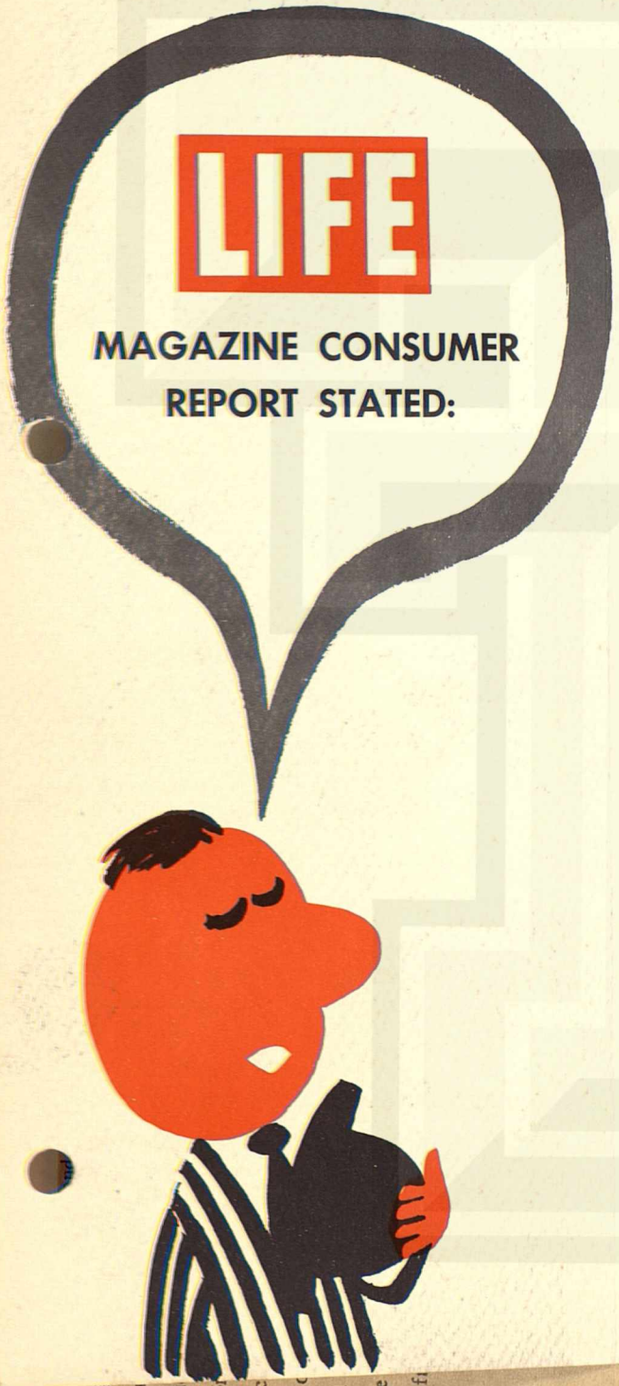
as near as now, in the magic land of Mid-America dwells a friendly giant, WL adio.

In the grand tradition of all friendly giants, past and present, he is forever performing wondrous feats. He protects, informs and amuses, filling the air and the idle hours with music and fun and laughter. He tells you when the sun will shine or when the rain will fall. He tells you all about people and the things th

they go. I

He's big

tune in.

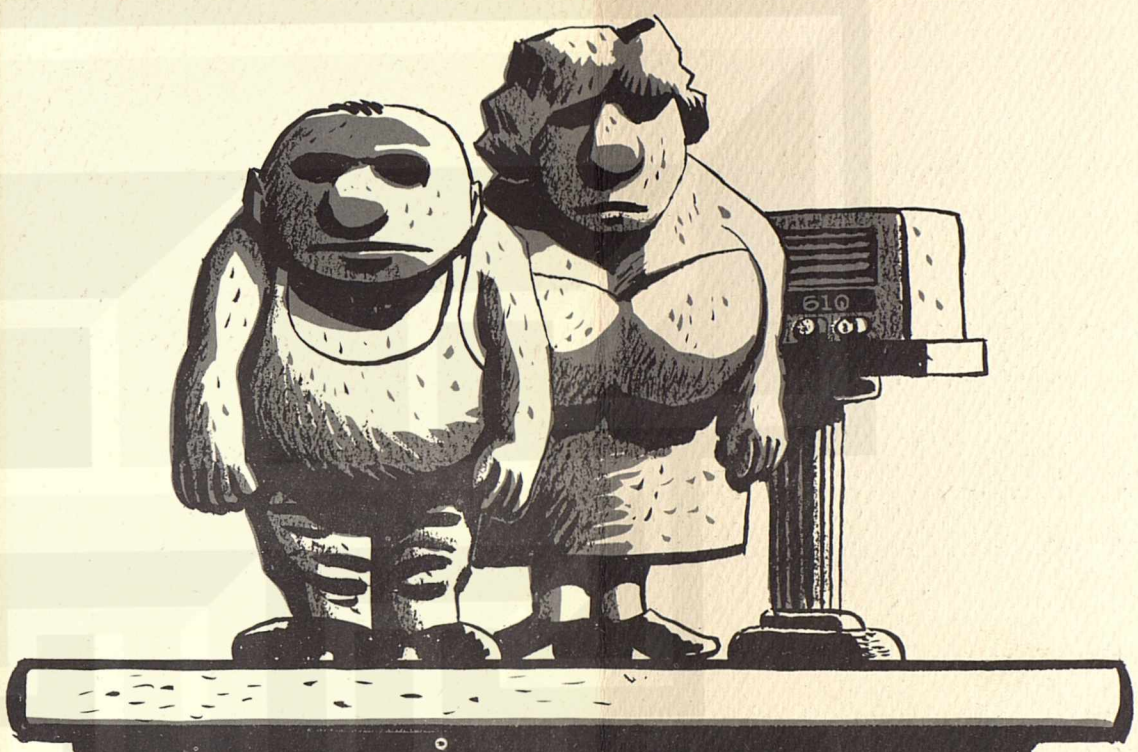


This article points out the low cultural level of the masses. Do not confuse this with intelligence, but simply cultural or "entertainment tastes."

KILT has no illusions about the audience to be wooed. When a station operator allows his programming to be dictated by his or his associates' tastes, instead of the KNOWN available audience, he will always program to a minority group. KILT programs to a majority audience of all ages.

LIFE

MAGAZINE CONSUMER REPORT STATED:



"of the 49 million household heads who control buying in the U. S., 58 per cent have not completed high school. This group accounts for 51 per cent of all radio-set purchases." The industry's psychologists point out, "this group tends to hang on to entertainment tastes formed when they were about fourteen years old."*

*Fortune Magazine, February, 1958 issue.

RPB-

as near as now, in the magic land of Mid-America dwells a friendly giant, WL adio.

In the grand tradition of all friendly giants, past and present, he is forever performing wondrous feats. He protects, informs and amuses, filling the air and the idle hours with music and fun and laughter. He tells you when the sun will shine or when the rain will fall. He tells you all about people and

they go. H

He's bi

tune in

KILT

TEXAS TRIANGLE

KFJZ-KLIF KTSA

A Member of the Texas Triangle

Something to think about!

1. During the period from 9 a.m. to 4 p.m., in the months from September, 1957 through March, 1958, KILT completely dominated every Pulse and Hooper survey. Can teenagers be listening in these time segments? Obviously not – they're in school.

2. KILT maintains Houston's largest news staff – is KILT's superb news coverage a teenage vehicle?

3. KILT regularly carries hard-hitting effective editorials on civic issues – and gets *results*. Is this evidence of a teenage audience?

4. KILT promotions – such as our difficult "Mystery Voices" contests – are geared to an adult audience. Teenagers cannot hope to compete. Is this teenage promotion?

5. KILT continually produces sensational results for local and national advertisers – Lever Brothers, General Electric, National Tea Council, Bristol-Myers, Bond Clothes and many others. Are these advertisers getting results on KILT from teenagers?

The answer:

KILT'S varied music and thorough news is equally appealing to all ages. **At no time do teenagers make up more than 17% of KILT's listening audience.**

KILT

– 5,000 Watts – 610 K. C.

B. R. McLendon, Chairman of the Board
Gordon B. McLendon, President • Bill Weaver, General Manager
Represented by John Blair and Company
New York • Chicago • Los Angeles • Detroit • Seattle
St. Louis • Boston • San Francisco • Dallas • Atlanta

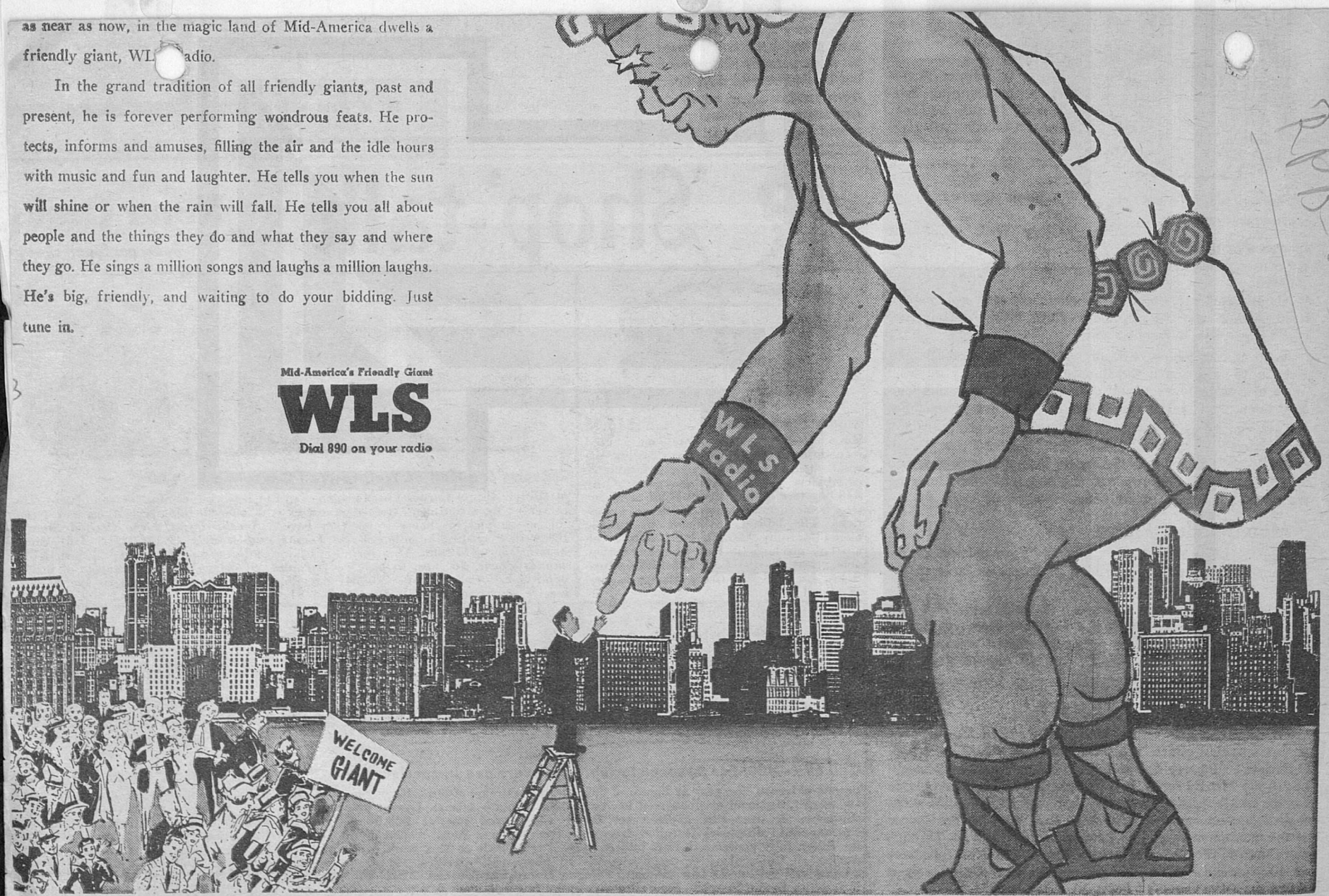
as near as now, in the magic land of Mid-America dwells a friendly giant, WL[illegible] radio.

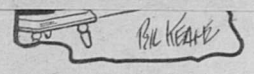
In the grand tradition of all friendly giants, past and present, he is forever performing wondrous feats. He protects, informs and amuses, filling the air and the idle hours with music and fun and laughter. He tells you when the sun will shine or when the rain will fall. He tells you all about people and the things they do and what they say and where they go. He sings a million songs and laughs a million laughs. He's big, friendly, and waiting to do your bidding. Just tune in.

Mid-America's Friendly Giant

WLS

Dial 890 on your radio





"Mother, please! Must I do everything myself?"

of Figaro"), the Fine Arts Quartet, the Congress of Strings, the New York Woodwind Quintet and others.

Glory Trail: A 10-week showcase of the Old West.

Focus on Behavior: Ten half-hours on experimental psychology.

About People: An eight-week clinic on marriage, parenthood, adolescence, old age, and so forth. With the University of Chicago's Maria Piers as host.

As local originations, Ch. 11 will introduce Medical Self-Help, a 16-parter from the Illinois Medical Society on what to do in case of disaster, and Chicago Mosaic, featuring Chicago nonprofessional groups in music and dance productions.

Two summer entries will be sustained throughout the fall and winter: Fact of the Matter (Mondays, 9:30 p.m.), moderated by Sun-Times editorial writer Harry Homewood, and The Brains Trust (Wednesdays, 9 p.m.), with Sun-Times reporter Don Bruckner at the helm.

Mountainous Praise

FROM HARRY FOLEY, Chicago: "Your column on the death penalty should be reprinted in letters as large as the Rocky Mountains."

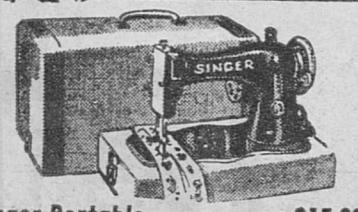
From Jan Niemann, Chicago: "It said something that needed to be said. Only when I feel that such (murderers) will not later be paroled to prey on innocent persons again will I be able, in good conscience, to oppose the death penalty."

Here, There, On The Air

FRAN ALLISON will be one of the judges for the Miss America contest which will be televised by Ch. 2 at 9 p.m. Saturday. . . . Larry Keating, Alan Young's crotchety neighbor in the Mr. Ed series, had just completed the third episode for the new season when he died last week. . . . WBBM starts a stock market report at 6:10 p.m. Monday, with Ed Cooper at the microphone. . . . Bob Lewandowski's "A Walk Through the Curtain" (Poland) will be repeated on Ch. 7 next Tuesday at 10 p.m. . . . Shirley Temple will be Red Skelton's guest when the comic resumes Sept. 24.

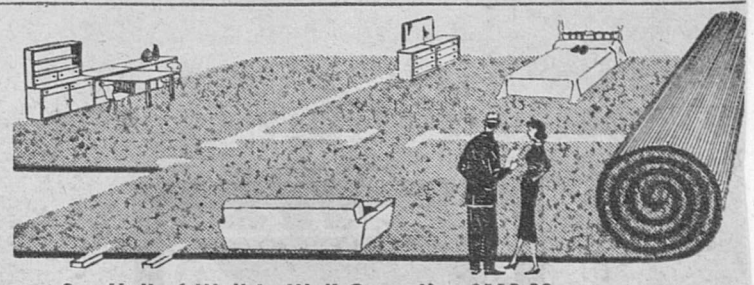
'Shop'-talk -by Nona Drake

. . . your personal shoppe



Singer Portable $15.88

Ruco Sewing Center offers you a used reconditioned electrified Singer Sewing Machine. It is equipped for zig-zag darning & embroidery. 5-year parts guarantee. **Only $15.88. (No Money Down.)** Call today for free home demonstration (with no obligation) **TR 3-5500.** Available in console model for only **$26.90.** P.S.: Repairs on any type machine (in your home) at reasonable prices. **North: Call 724-4200—Ruco Sales, Inc.** P.S. 500 Green Stamps to first 50 to call.

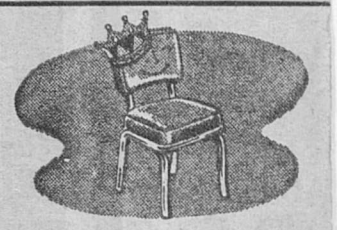


2 Rooms & a Hall of Wall-to-Wall Carpeting $119.00

at **Illinois Home Carpet Co.** You don't have to leave the comfort of your home. You be served by a courteous, trained decorator with many helpful suggestions and a comp line of samples to choose from. They have a *Special Offer for a limited time on* 100% first quality broadloom—*two rooms and a hall* (9x12, 12x12, 4x6) comple installed for **$119.00.** This includes heavy waffle padding and expert installation. *money down, 36 mos. to pay, no payment 'til Nov.*—so take advantage of this spe *offer today.* Call **AVenue 2-0331.** P.S.: Say Nona sent you to get this *special offer* receive your free gift. Call **AVenue 2-0331.**

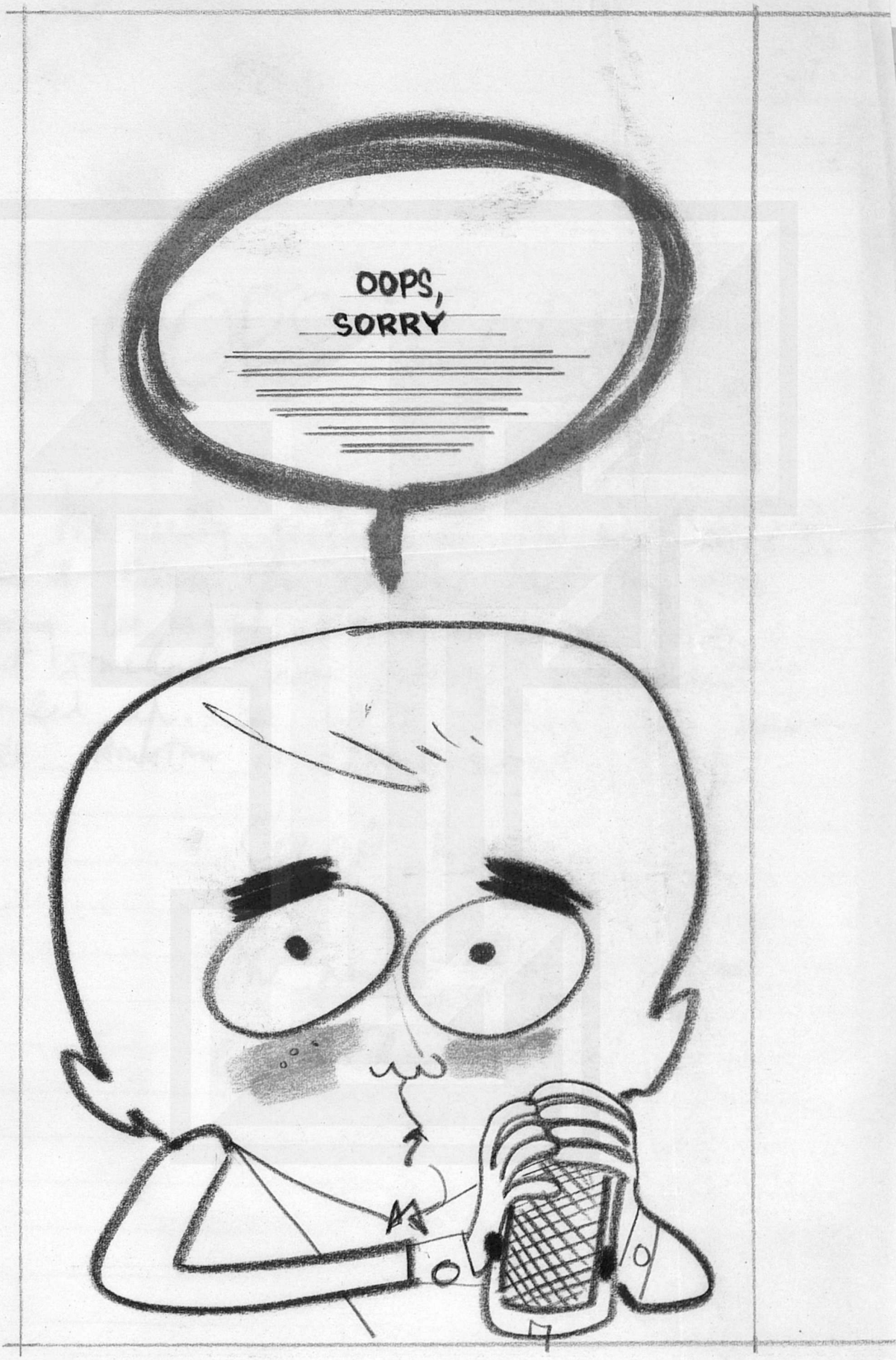
Call EV 4-4900! For Reupholstering, Slipcovers and Draperies

Lowest prices of the year at Famous! Sofa or 2 chairs reupholstered for as low as **$38.95** (+ fabric). Sectional reupholstered low as **$28.95** each (+ fabric). **Lowest prices also on slipcovers & draperies. 2-piece set fabric slipcovered low as $29.00** (+ fabric). **Custom-made draperies installed free with free traverse rods.** Workmanship on all is the finest, fully guaranteed. Easy budget terms. Pay as little as $1 a week. Call **Famous**—serving all Chicagoland & every suburb! All phones: **EV 4-4900** (24-hr. tel.): out-of-towners call collect for free estimate. **Famous Home Furnishings, 2701 W. North Ave. P.S. Nona Drake Special**—Free gifts with every free estimate.



Don't Throw Away Your Old

kitchen chairs, I found a place where can have them re-covered for as little **$2.99** each, which includes: free foam p ding, material, labor, chrome cleaning, pi up & delivery. Call or visit **Chair King** cover Service now, **3418 W. Irving Pa JU 3-3050. Open Monday thru Sat.** (24-Hr. Phone Service.) **JU 3-3050.**


OOPS,
SORRY

COLOR RADIO

on

the new KM

Color Channel

3 X10 -

OOPS, SORRY

We've really goofed at the new KILT. We've known for months that we were going to begin broadcasting in color on but somehow our publicity department fouled up. So we're telling you now — all Houston is talking about

COLOR RADIO

on

the <u>new</u> KILT

Color Channel 61

FOUND!

ONE PERSON WHO DOESN'T
LISTEN TO
KILT

(PICTURE OF HORRIBLE LOOKING MAN)

FOUND!

ONE PERSON WHO DOESN'T LISTEN TO

KILT

Color Channel 61 on everybody's radio

Pulse, Inc.—June, 1957
Trendex, Inc.—June, 1957

KILT—4x10—Chron. Wed. 7-24.....

CHANNEL 61

BIG CHIEF

KILT

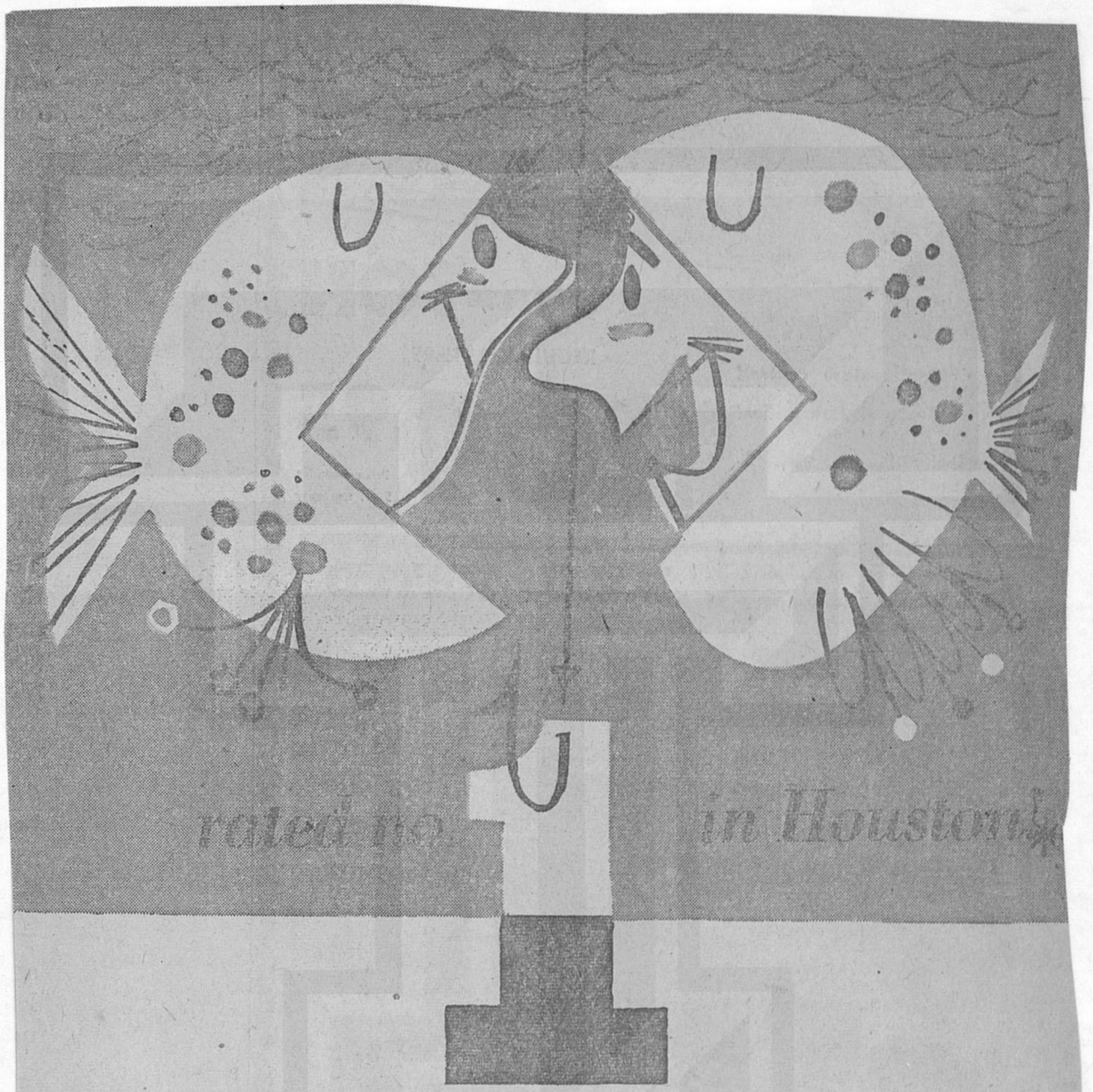
*rated no. 1 in Houston . . .

* C. E. Hooper, Jr.—June, July, 1957
Pulse, Inc.—June, 1957
Trendex, Inc.—June, 1957

MAP OF HOUSTON CENTRAL OFFICE AREAS

MAP OF HOUSTON CENTRAL OFFICE AREAS

LAKE
HOUSTON
HICKORY 4
HICKORY 3
HOBART 9
HILLCREST 7
HILLCREST 2
GLADSTONE 6
GLENDALE 8
HOMESTEAD 2
OVERLAND
OXFORD
MELROSE
GLENDALE 2
(CHANNELVIEW)
GLENDALE 3
(GREENS BAYOU)
UNDERWOOD
HOMESTEAD 5
FAIRFAX
CAPITOL
ORCHARD
HOBART 7
JACKSON
WALNUT
GREEN-
WOOD 2 & 3
(PASADENA)
GREENWOOD 9
(DEER PARK)
GENERAL 8
GYPSY 4
MADISON
MOHAWK
OLIVE
MISSION
(SOUTH HOUSTON)
REPUBLIC
HUDSON 6
IDLEWOOD 3
GENERAL 7
TO SAN ANTONIO
TO DALLAS
TO GALVESTON
SUGARLAND
STAFFORD
FRESNO
PEARLAND
US HWY 90
US HWY 290
US HWY 75
US HWY 59
US HWY 90
US HWY 90
US HWY 90



Have you heard that Kilt hooked the Houston market,
according to the three top ratings in the country.
I'm swimming over to their Channel 61 right away!

KILT!*

Color Channel 61
610 on your radio dial

* C. E. Hooper, Jr. — June, July 195
Trendex, Inc. — June 1957
Pulse, Inc. — June 1957

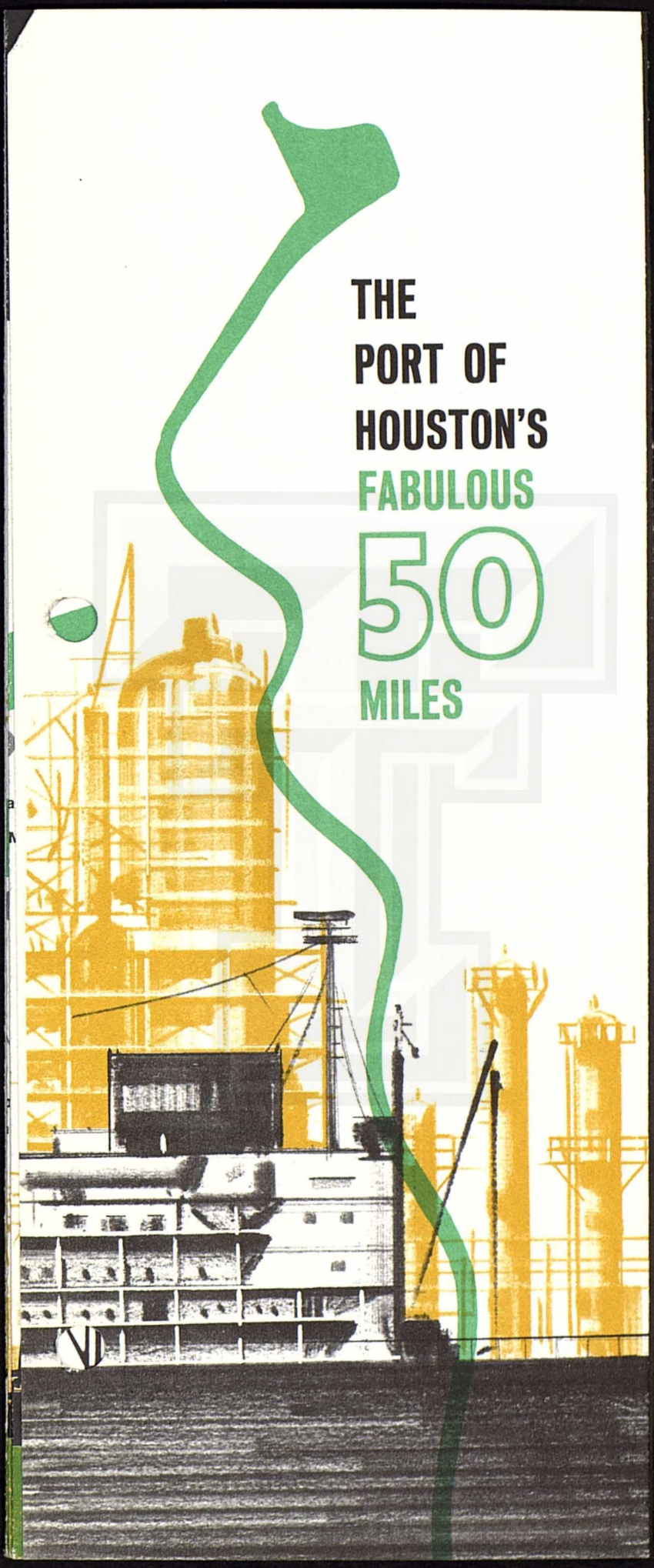
HELP KILT

Stamp Out Bumper Stickers!

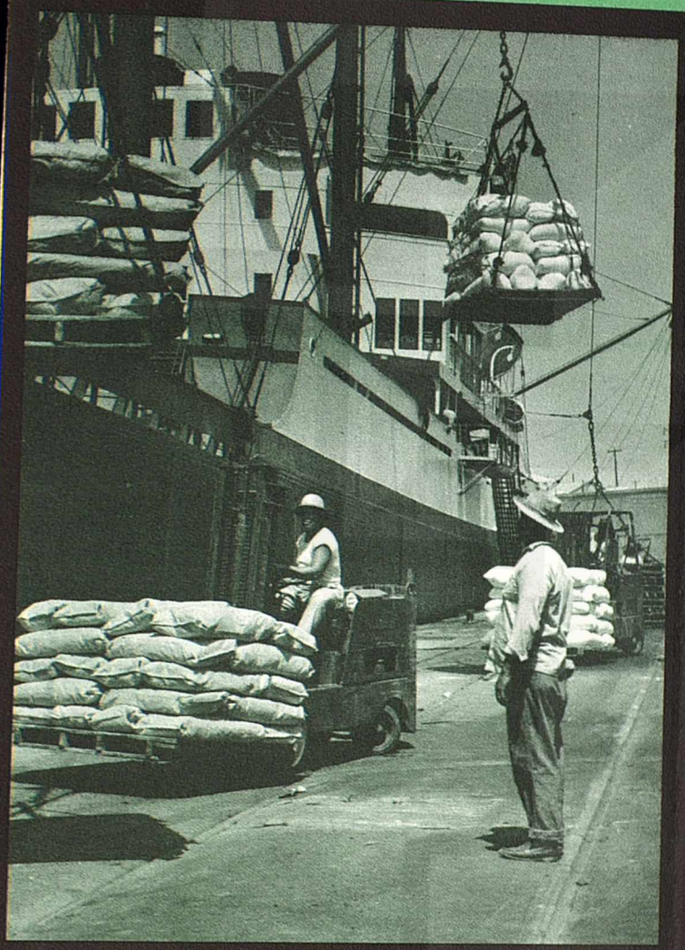
HELP KILT

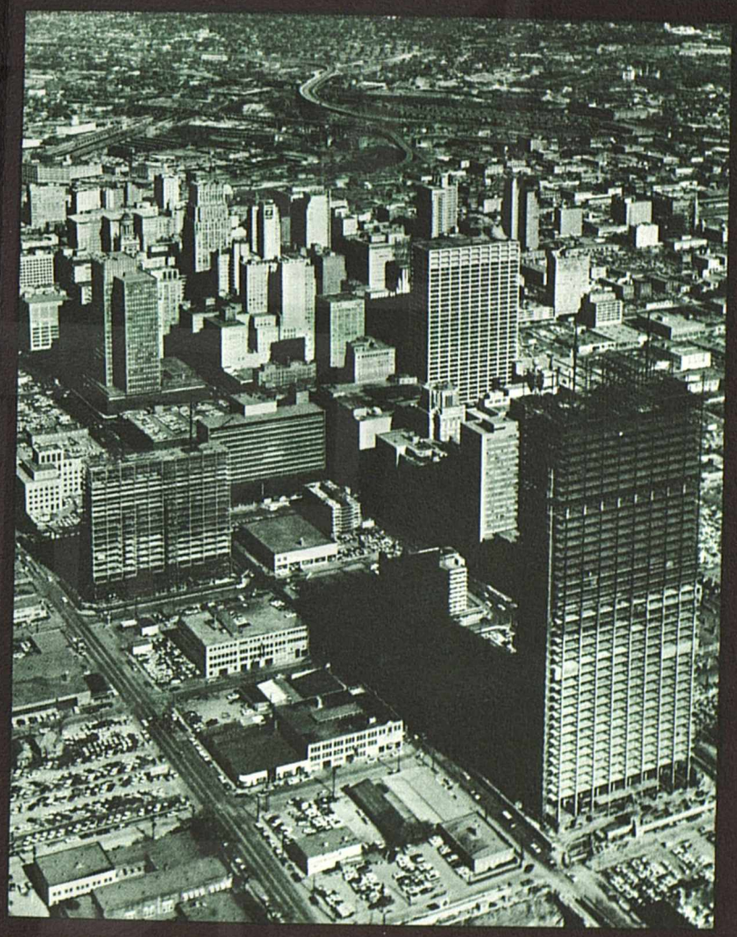
Stamp Out Bumper Stickers!

THE PORT OF HOUSTON'S FABULOUS 50 MILES



THE NATION'S SECOND PORT IN THE NATION'S SEVENTH CITY

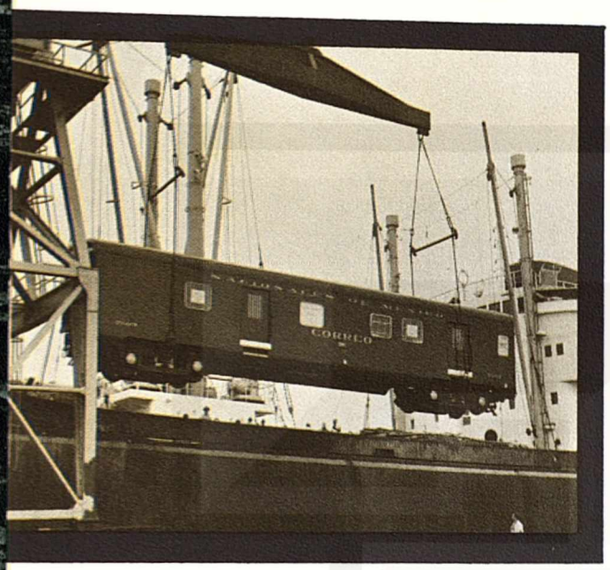


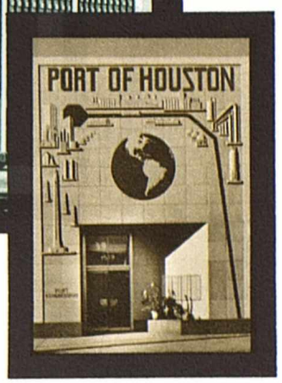


Always busy, the Port of Houston sets new tonnage records each year because more and more shippers are learning that cargoes move faster and more economically through the Number One Port on the Gulf and the Nation's Second Largest Port. New facilities are being provided as rapidly as possible to give even better service.

Booming Houston leaped from fourteenth to the Nation's seventh largest city in the 1960 census, and population analysts are predicting an even faster increase in the years to come. Growth of the Port and growth of the City go hand in hand, with business and industry moving ahead at full throttle, looking to a dynamic future.

Ships going to and from every maritime nation of the Free World call regularly at the Port of Houston. This is the famed Port of Houston Turning Basin, head of navigation for the 50-mile long Houston Ship Channel. Industries valued at $2.5 Billion—manufacturing everything from jet fuel to fertilizer, paper to plastics—are located along this tremendous waterway. Publicly owned docks encircle the Turning Basin. New wharves are being constructed in the distance on the far side of the Channel. Ninety per cent of the wharves at the Port of Houston have marginal tracks to facilitate loading and unloading. Many of the wharves have spacious transit sheds while others are completely open for easy handling of large, unwieldly cargo.

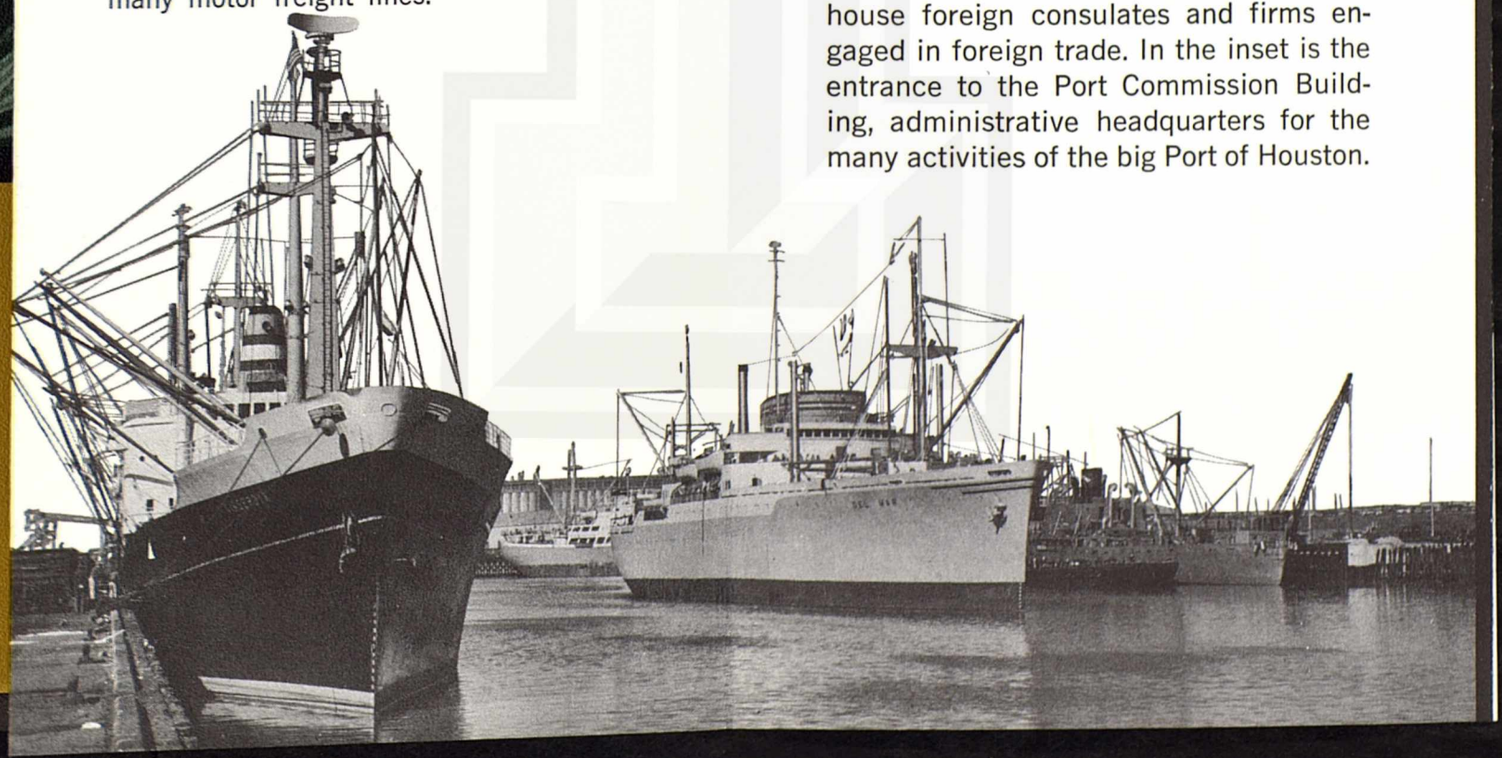




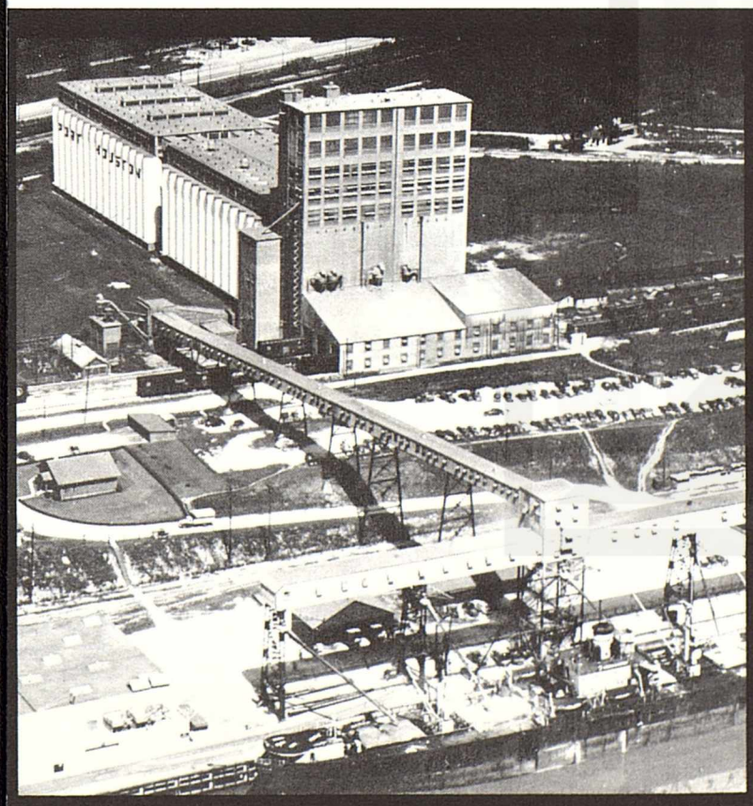
The new 11-story World Trade Center is shown above and the facade of the Port Commission Building is on the right.

More than 9000 vessel movements are recorded at the Port of Houston each year, making it possible for shippers to direct cargo to deep water ports around the world. Cargoes can be loaded directly between ships and rail cars from any of the six railroads serving Houston or between ships and trucks from any of the many motor freight lines.

Proud of its newest addition, the Port of Houston has constructed another skyscraper to sparkle in Houston's ever-growing skyline. This is the World Trade Center, a multi-million dollar building to house foreign consulates and firms engaged in foreign trade. In the inset is the entrance to the Port Commission Building, administrative headquarters for the many activities of the big Port of Houston.



One of the most interesting operations at the Port of Houston is the handling of grain. Rail cars loaded with grain are turned up over end by a huge machine and dump the grain into a conveyor system. Other big machines lift two trucks and trailers at one time high into the air to dump the grain from the tailgate into the hopper. The grain is moved into huge grain silos and stored until a designated ship arrives. Then the conveyor system again goes into action to move the grain several hundred feet from the silos into the holds of the waiting ship. Convenience and service, plus the modern facilities offered by this 3.5 million bushel elevator, make the Port of Houston one of the leading grain ports of the United States and the leading wheat exporting port.



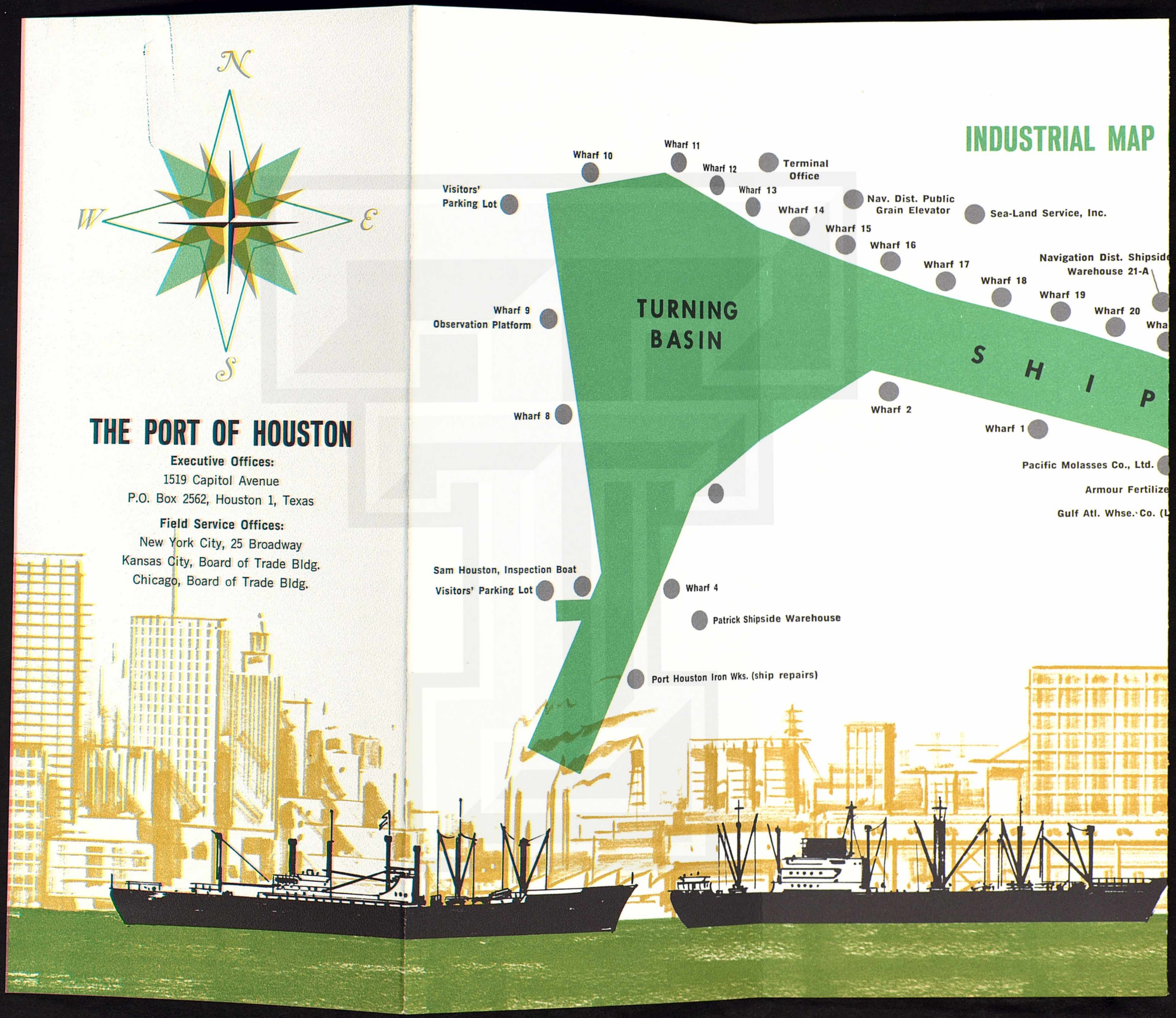
For a bird's eye view of the Houston Ship Channel see the map on the reverse side.

THE PORT OF HOUSTON

Executive Offices:
1519 Capitol Avenue
P.O. Box 2562, Houston 1, Texas

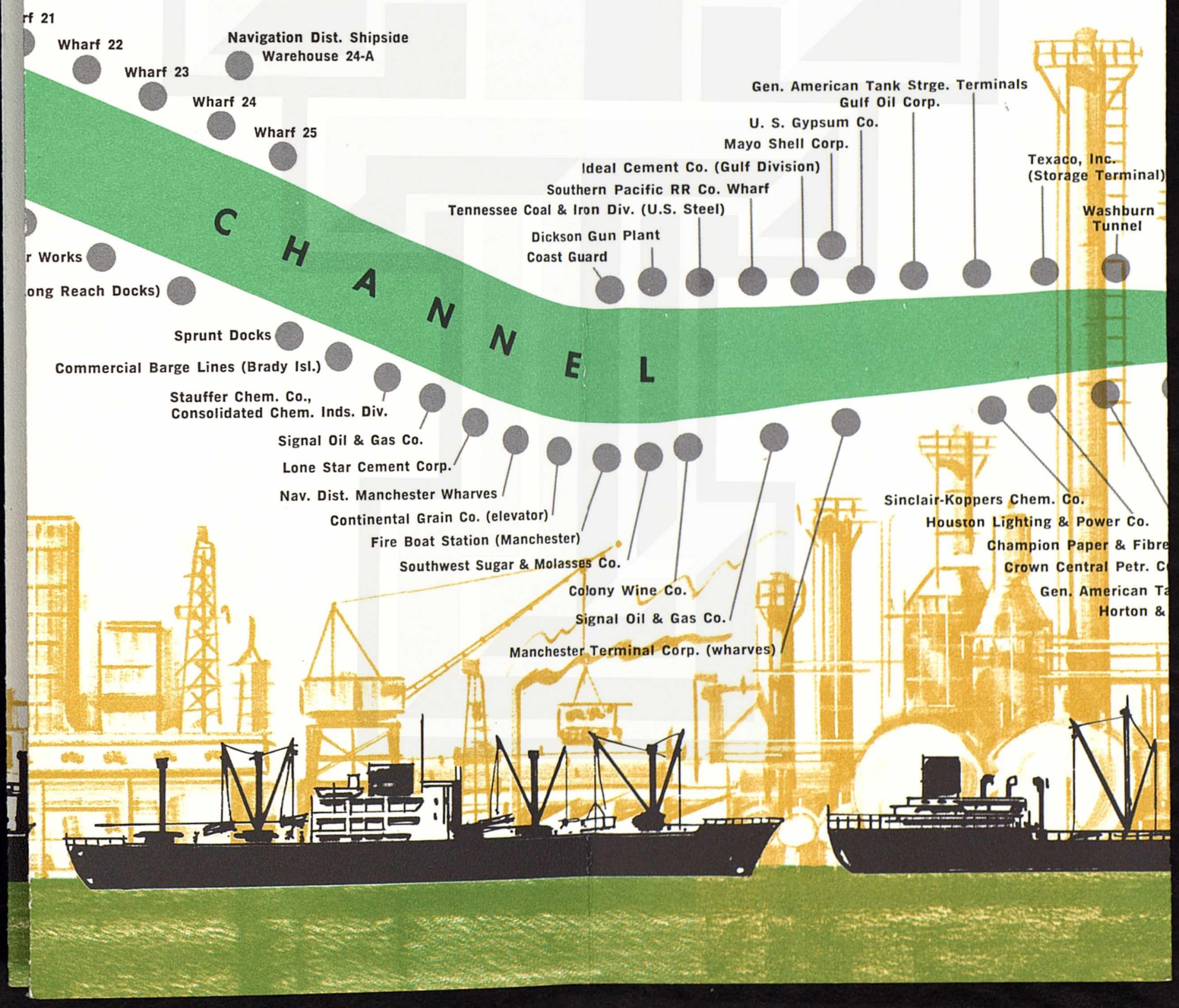
Field Service Offices:
New York City, 25 Broadway
Kansas City, Board of Trade Bldg.
Chicago, Board of Trade Bldg.

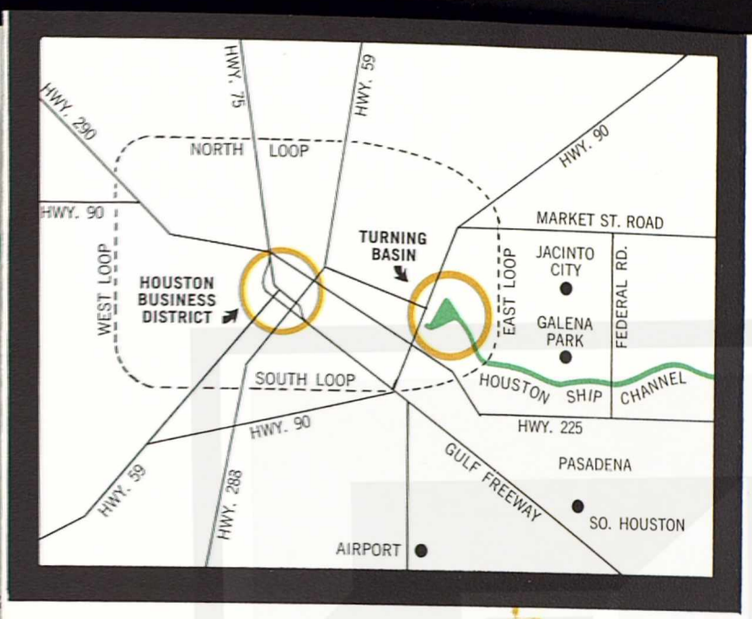
INDUSTRIAL MAP



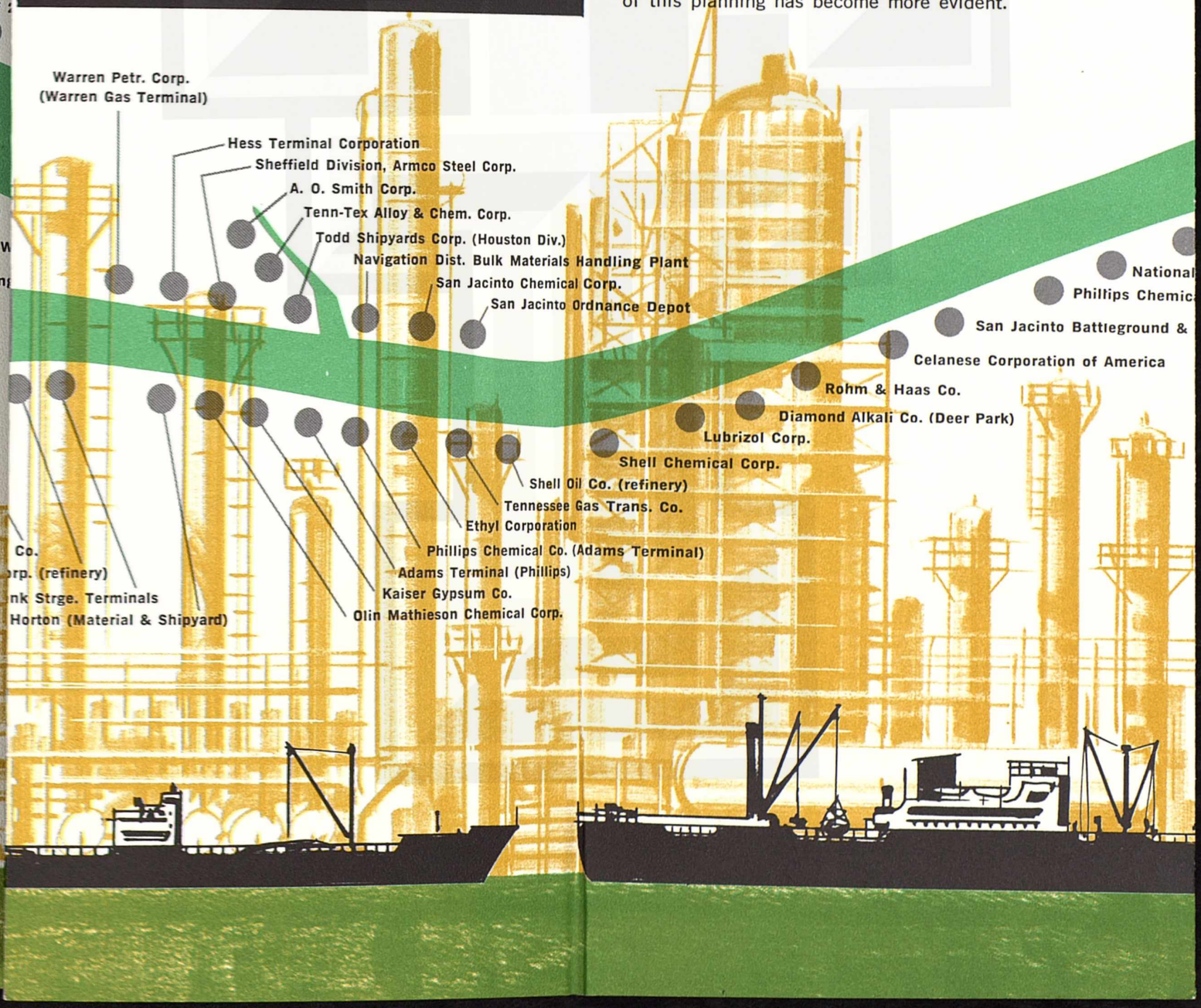
OF THE PORT OF HOUSTON'S FABULOUS FIFTY MILES

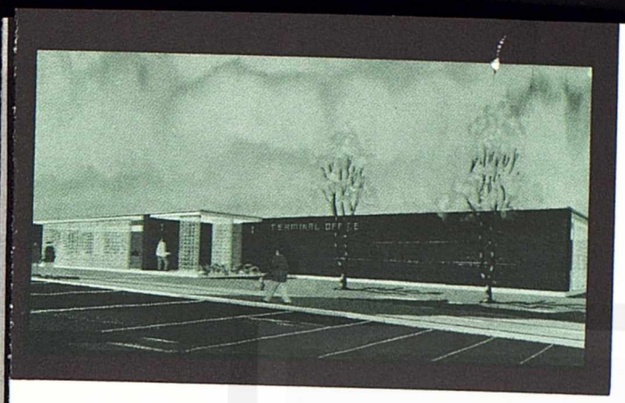
One of the great industrial concentrations in the world can be seen along the Houston Ship Channel. This map shows the area between the Turning Basin on the left and Morgan's Point on the right with many of the varied industries pointed out.



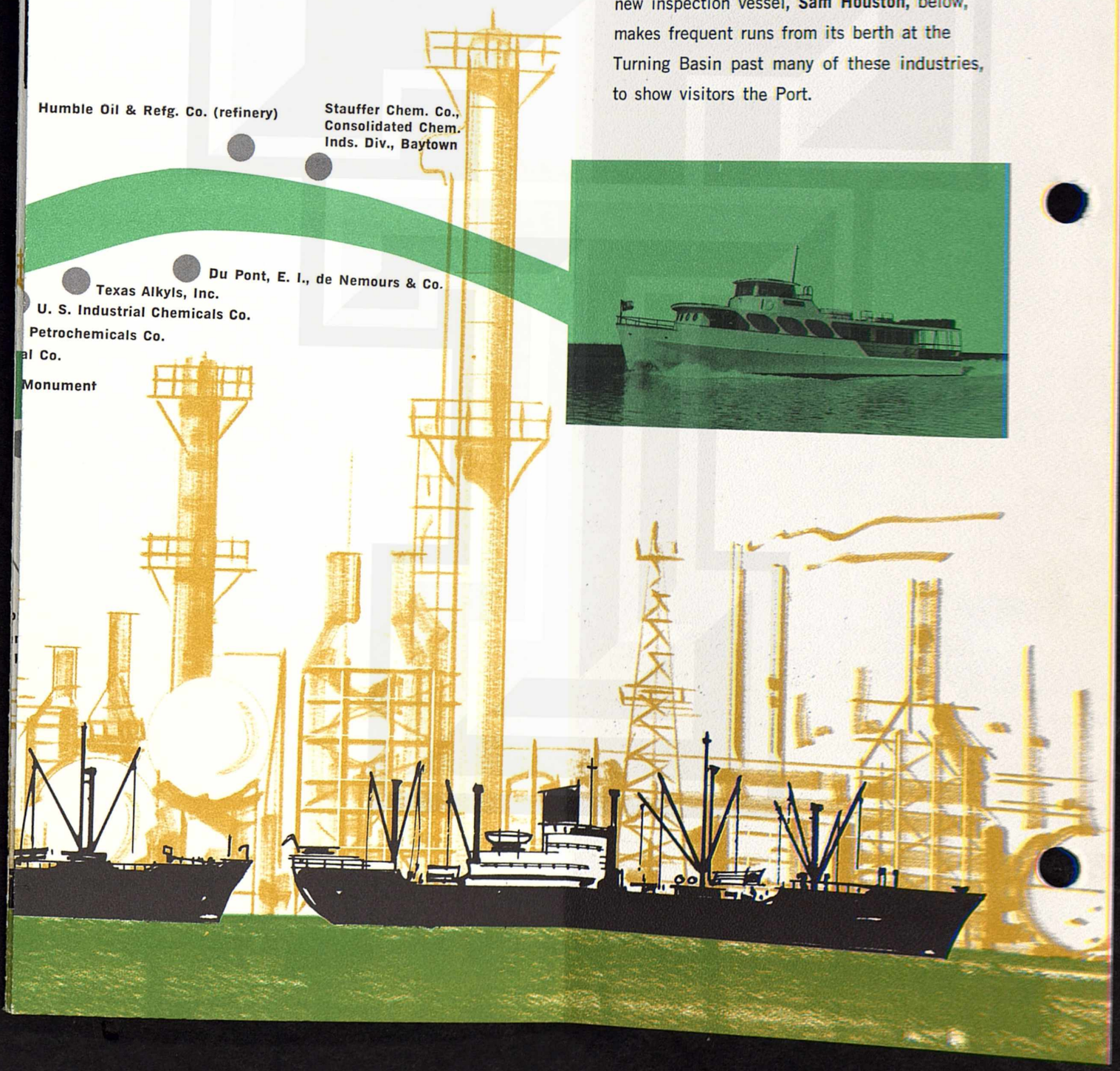


The Port of Houston is a man-made port, so the city planners decided that the center of the business district should be separated from the center of the industrial district by a buffer zone of five miles. Thus, when the Houston Ship Channel was dredged, the Turning Basin was located where trucks and rail cars would have the least interference from automobile traffic. As the Port and City have grown, the wisdom of this planning has become more evident.

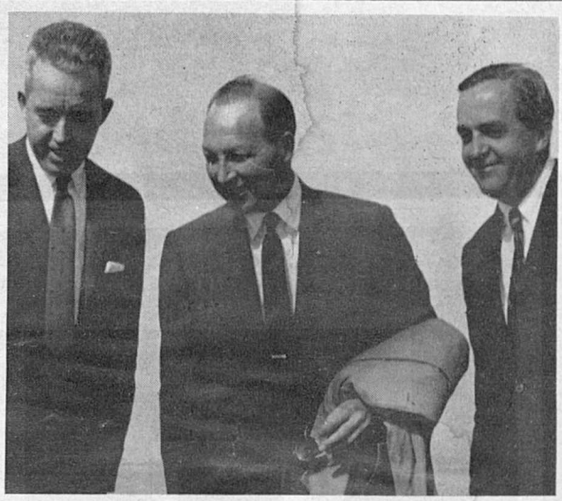




The Twentieth Century could not be more vividly dramatized than it is along the Houston Ship Channel. Giant tanks, skyscraping smokestacks, the uninhibited clang of industry all combine to make a trip on the Ship Channel an exciting event for everyone. The Port of Houston's sleek new inspection vessel, **Sam Houston,** below, makes frequent runs from its berth at the Turning Basin past many of these industries, to show visitors the Port.



Mag articles,
Trade & newsp.
ads, etc.



'Operation Switchover' • Network brass descended on Seattle, Wash., in droves Sunday (Sept. 27) to help promote the switch in tv network affiliations. KING-TV became an affiliate of NBC-TV and KOMO-TV took on the ABC-TV lineup.

Representing ABC-TV were (l-above) Oliver Treyz, (l), ABC-TV president and Leonard H. Goldenson, (r) president of American Broadcasting - Paramount Theatres. They joined W.W. Warren, (c) executive vice-president and general manager of KOMO-TV at the helm for a relaxing break, a Puget Sound yacht cruise.

In addition to the executives, stars of several ABC-TV shows were in Seattle for an hour-long live telecast—"In Person." Appearing were John Russell and Peter Brown (*Lawman*); Seattle-educated Dorothy Provine (*The Alaskans*); Will (*Sugarfoot*) Hutchins; Arlene Howell and Richard Long (*Bourbon Street Beat*); Connie Stevens (*Hawaiian Eye*) and Ben Alexander (*About Faces*). KOMO-TV claims it was the biggest gathering ever of motion picture and tv stars in Seattle.

NBC executives are shown (r-above) arriving in Seattle by helicopter at King County Private Heliport No. 1, on the roof of KING-TV's studios. Representing NBC-TV were Robert Sarnoff (c), NBC board chairman and Ken Bilby (r), NBC executive vice-president. With them is Otto Brandt (l), vice-president and general manager of KING Broadcasting Co.

In separate news conferences, Messrs. Treyz and Sarnoff expressed opposite views on color tv, in which KOMO-TV, the new ABC affiliate, is a pioneer.

Mr. Treyz said ABC-TV is concentrating on the masses rather than the classes. He said the network has money reserved for color "when the people are ready. When we see a surge in color tv, we can move in six months."

Meanwhile, at his news conference, Mr. Sarnoff asserted, "Any show is better in color than in black and white. This is one time when competition is very helpful and more than welcome . . . Color tv is a new medium. The networks and the advertisers have an obligation to develop it."

Movie-radio co-op effort in St. Louis

Music from the movies was the focal point of an unusual programming-promotion project at KWK St. Louis. The project involved participation by cooperating motion picture theatres and phonograph record dealers.

KWK scheduled three one-hour Sunday morning periods for a "movie musical salute." plus a special nine-hour Sunday afternoon broadcast.

Theatre owners cooperated in the project by exhibiting a specially-prepared trailer promoting KWK and the movie programs in 40 theatres. The trailer was produced at the exhibitors' own expense.

Spot announcements promoting the program were aired on KWK for a six-day period preceding the first broadcast. KWK also placed newspaper ads and prepared posters for theatre lobby and record shop displays.

Record shop displays ranged in size from the KWK posters to complete wall exhibits of soundtrack and movie music albums.

The station has prepared a brochure containing scripts, music used and detailing problems encountered in producing the series. It is available to other stations desiring to stage a similar effort.

Listeners—on the job

Radio makes friends and influences people during their working hours, as well as during their leisure time. This was dramatically demonstrated by the hundreds of entries in a "Radio at Work" contest conducted by WIP Philadelphia.

The contest called for letters to be written on business letterheads. This naturally drew a heavy reply from white collar workers, though there were many entries from manual and non-skilled workers.

Prize in the competition was a day off from work with pay. The winner used her free day for back-to-school shopping for her teenage daughter.

WJR goes to college

WJR Detroit will roll its "College Caravan" to eight of the smaller Michigan colleges Oct. 5-16. Sports Director Bob Reynolds, in the station's mobile unit, will visit the campuses for interviews with college presidents, athletic directors and coaches. He will originate his sports programs from the colleges.

Seattle mutt mansion

A Pacific Northwest dog will soon be leading a man's life, according to plans of KING Seattle. The station has been looking for the area's "best dog."

When selected, the dog will receive a three room dog house, with private outdoor fire hydrant, eight picture win-

Greece plans commercial tv

Greece's new broadcasting chief, Capt. Pyrros Spiromilios, hopes to bring television to the iron-curtain bordered peninsula as soon as it becomes economically feasible, but that may take months—even years. And it will be commercial, following the European pattern, but under state control.

Capt. Spiromilios, who assumed direction of the National Broadcasting Institute (Radio Athens) last April upon resigning from the Navy, operates under a liberal grant from Parliament which gives him a free hand. Mindful of the cost of tv programming, he wants to devise a realistic operating budget before embarking on construction of transmitters. The physical geography is such that many good mountain-top locations are available for coverage of the populated valleys.

His first effort, Capt. Spiromilios told BROADCASTING, will be to improve radio broadcasting service. The revenue must be derived from better collection methods from "subscribers". There is no commercial radio revenue and Parliament makes no appropriations to underwrite operations.

Subscriber Resistance • There are 720,000 radio receivers in this nation of 8 million, and the radio license fee is $6 per year. The Athens metropolitan area is about 1.5 million, and Salonika, the second city, has about 300,000. Fee collections are spotty because Greeks are "individualists" and resist taxation.

Capt. Spiromilios has the advice and counsel of a board of directors of 12 business and cultural leaders. Included are bankers, lawyers, educators, and men of letters, including newspaper publishers.

American plan private commercial operation of broadcasting, in Capt. Spiromilios' opinion, is precluded for several reasons—political as well as business. While Greece is a democracy, it nevertheless is a constitutional monarchy. About 35% of the population is regarded as left or communistic. Its sensitive geographic location, being bordered on its only land area by Albania, Yugoslavia and Bulgaria—all iron curtain countries—makes it essential to retain programming control in government hands, he feels.

Newspaper Opposition • All of Greece's newspapers would oppose full commercial operation of television, just as they opposed expansion of radio, it was learned from informed observers. But the high costs of tv operations will force some commercial sponsorship, it is felt, since license fee income, even at a higher rate of possibly $15 or $20 per year, could not possibly sustain those operations.

There are about 4,000 Americans (including families) in the American Mission to Greece. The value of American aid since the enunciation of the Truman Doctrine in 1947 to the Greek Government totals well in excess of $3 billion.

must "serve equitably our two main languages and cultures (French and English), that it must continue to encourage and develop Canadian talent, while still accepting the best that other countries have to offer . . . Controversial issues of general interest are proper for broadcasting, provided that the issues are presented as fairly as possible and that the intimate nature of the broadcasting medium is recognized in the selection of subjects, broadcasting times and treatment."

CBC board met under Robert L. Dunsmore, recently appointed chairman.

• Abroad in brief

New Canadian am • CKPT is the call of a new 1 kw day and 500 watts nighttime station on 1420 kc at Peterborough, Ont. The station is due to go on the air in mid-November. Bill Brennan, formerly of All-Canada Radio & Television Ltd., Toronto, Ont., is president, and Bud Hayward, formerly of James Lovick Ltd., Toronto advertising agency, is station manager.

Czech tv • More than 420,000 tv sets now are operating in Czechoslovakia.

Hungarian tv • 1960 tv set production in Hungary is expected to reach 16,000 units. Some receivers will be exported to Soviet East Germany.

German scene • Radio (including portables, auto and consoles), exported by West Germany-West Berlin totalled 634,221 in five months of this year. In 1958 the figure was 607,801. Tv sets exported in the same 1959 period numbered 107,000. In 1958 the figure was 88,000.

West German retailers associations believe the country's annual 2 million tv set production is too high. They say the figure is 500,000 units above what the market will bear in 12 months. The associations reportedly are negotiating with manufacturers to cut production.

The OK Group · WBOK · WLOK · WGOK · WXOK · KAOK · KYOK · WBOK · WLOK · WGOK · WXOK · KAOK

Who Knows Most About 250,000 Negroes In Houston?

We Do At

KYOK!

Cash in on this $275,000,000 Negro market potential.

We Can Show You How!

Write or Call our Rep.

Bernard Howard

New York

the OK Group

505 BARONNE ST. NEW ORLEANS, LA.

In Hartford . . .

Sales are poppin' with new W P O P !

And it's no wonder. Look at WPOP's fabulous rating record . . .

* From 9:00 AM to 11:00 PM, Monday-Friday . . . WPOP was first in 36 of the 56 quarter hours; second in 18 quarter hours and third in the remaining 2 quarter hours.

Comparing the November, 1958 Pulse with May, 1959 . . .

WPOP—up from 15% to a 22% share, 6 AM-12 Noon, Mon.-Fri. or 47%

up from 22% to a 25% share, 12 Noon-6 PM, Mon.-Fri. or 14%

up from 22% to 25% share, 6 PM-12 Mid. Mon.-Fri. or 16%

Of the 72 quarter hours between 6 AM and 12 Midnite, WPOP is up in 62. Follow the trend to the fastest-growing station in Hartford . . . dynamic, vital WPOP!

Call Adam Young today

WPOP

Hartford, Conn.

A Tele-Broadcasters Station

Gorgoni — ~~Trade Newspaper~~ ads - clipping #1

R.P.B.

BRASS AND BRASSHATS WIN A AR

Quiet again reigns in Stockton. A peace treaty has been signed between Field Marshal Sherwood and the beleaguered California municipality. (Field Marshal Sherwood is, of course, commander of the famous Sherwood-Harper Liberation Expeditionary Force of the Greater Bay Area Inc.)

The "peace treaty" culminated events that started from a casual, on-the-air conversation. Don Sherwood, disc jockey at KSFO San Francisco, and Hap Harper, an aviator who flies a daily weather-observing mission for the morning Sherwood show, were discussing the possibilities of bombing Stockton. Several thousand listeners, according to the station, volunteered their services. KSFO's manager, William D. Shaw, decided the idea had possibilities as a promotion.

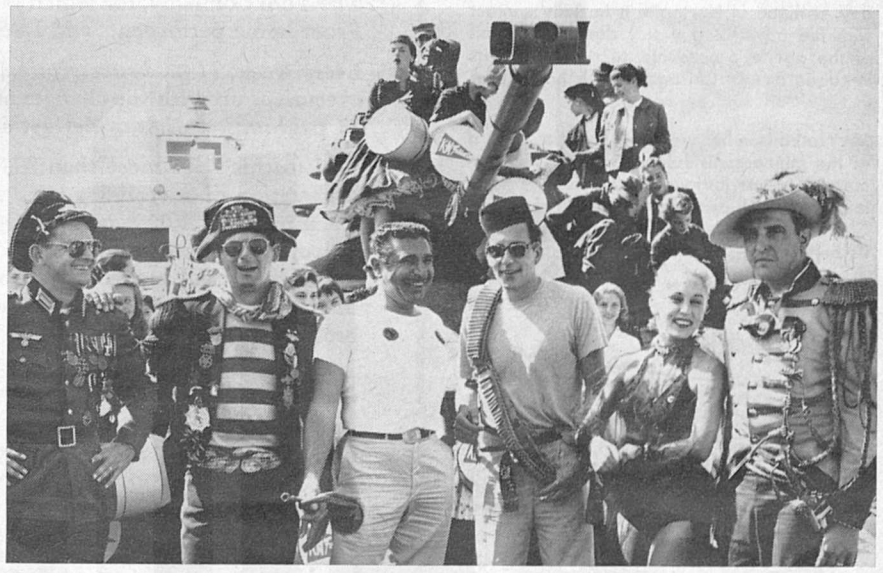
Thus was born the Sherwood-Harper Liberation, etc., etc. All volunteers were issued admirals' and generals' commissions. Lapel buttons bearing the battle cry, "Scharge—on to Stockton," were distributed to 15,000 listeners. Distribution was taken over by neighborhood Shell Oil dealers and distributors for Burgermeister beer.

Highlight of the campaign was a "daring" daylight bombing raid on the city. Sherwood & Harper dropped 30,000 "surrender or else" leaflets on Stockton's streets. A second raid was canceled when street cleaners protested.

Fifth column groups sprang up in both cities. Listeners sent gifts to the "troops." A San Francisco firm printed one hundred thousand $1,000½ bills for invasion money. All was ready for D-Day.

Lon Simmons, head of KSFO's sports department, was on hand at Stockton's Courthouse Square to keep KSFO listeners informed of the invasion's progress. Marshal Sherwood, in an M-47 tank, led the parade of jeeps and sportscars to the treaty signing. Attendants were his three aides-de-camp (see below).

To the roar of gunfire (blanks shot off by the U. S. Army's 767th Tank Battalion), the peace treaty was signed. Observers included pilots of 162 light planes, 240 sportscar drivers, several hundred teen-age fans and a score of pigeons that occupy the upper levels of the courthouse.



THE conquering heroes (l to r): pilots Joe Galeoto and Fred Wienholz; Ken Tilles, bugler; Field Marshal Sherwood; "slave-girl hostage" Nancy Griffin, and Hap Harper, honorary general in command of Sherwood's Air Force.

copy to Keyes & Weaver w/ note to do this when weather is good in Stockton. 2/4/58 BF

3,500 turn out for one-way bike ride

Would 3,500 people pedal 25 miles for a free meal and a chance on two bicycles? Yes. WTOD Toledo, Ohio, proved it in a two-week promotion featuring five area bicycle shops.

The five shops paid $150 each for 125 one-minute spots spread over an 18-day period on the station. A contest was sponsored by the station to give two bicycles to the two people who could most accurately guess the time it would take two of the station's disk jockeys to make the trip. It cost the station $2,000 to handle the crowd, WTOD said.

The trip was from Toledo to Bowling Green on the last day of the fair there. The station agreed to feed those who participated and then furnish transportation back to Toledo for the riders and their bikes. Having planned on a crowd of 500, the station was quite unprepared for the turnout. More than four acres of land were used to park the bicycles at the fair grounds. The station's caterers had to redouble their food capacity and still they ran out. The buses and trucks which were to be used for transportation of bikes and riders back to Toledo were in operation for eight hours to get the job done.

The promotion was well received by the five sponsoring shops and all are interested in making the trip next year.

rpb

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 6, 1959

The copy below is a good example of surprisingly thorough promotional thinking. We have run newspaper ads before but as far as I know, never in this unusual manner. For the amount of money spent on such educational advertising, I think this is well worth your investigation. Incidentally, we went to paraphrase the ads. The clipping was taken from the August 3rd issue of Broadcasting Magazine.

Your toll has been

paid by WJRZ/970
NEW JERSEY RADIO

Enjoy your ride...

drive safely,

obey all traffic rules.

hours a day

MEMORANDUM

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FROM: DON KEYES

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The copy below is a good example of surprisingly thorough promotional thinking. We have run newspaper ads before but as far as I know, never in this unusual manner, For the amount of money spent on such classified advertising, I think this is well worth your investigation. Naturally, you will want to paraphrase the ads. The clipping was taken from the August 3rd issue of Broadcasting Magazine.

Wanted: listeners

Scattered through the classified advertising section of the *Los Angeles Times* one day last month were 40 ads placed by KFWB Los Angeles. Examples:

Lost and Found • Found: Diamond studded entertainment. A galaxy of stars to be found in Color Radio every day. KFWB Radio, ch. 98.

Personals • Exquisitely beautiful blonde women listen to KFWB. They're not alone. More than 30% of the people in Los Angeles listen to KFWB.

Schools • Learn how you can stop ennui in 24 hourly lessons. Free—on KFWB Color Radio, ch. 98.

Help Wanted—Women • 24-hour companion for Jimmy Darren. You can be a 24-hour companion to your favorite recording star on KFWB Color Radio. Women need no help in finding choice entertainment.

For Rent • Malibu Beach retreat. Seven bedrooms, spacious den, fully stocked wet bar, filtered cloverleaf swimming pool extending into living room. Maid and gardener service furnished. Lighted tennis court. 1½ acres completely landscaped. Private, secluded. $150.00 per month, utilities included. If you see this house contact KFWB immediately. America's seven most popular deejays would like to rent it.

Miscellaneous for Sale • Hope Diamond, the Kohinoor—the world's most fabulous gems are dull compared to the sparkling entertainment afforded Angeles on KFWB 24 hours a day

PETERS GRIFFIN WOODWARD

RPB

PAN AM'S 1964 CALENDAR OF OVERSEAS EVENTS

PAN AM THE WORLD'S MOST EXPERIENCED AIRLINE

PAN AM

PAN AM'S WORLD

Pan Am Clippers provide both passenger and cargo services to all these destinations 'round the world.

AFRICA

Accra, Conakry, Dakar, Johannesburg, Lagos, Leopoldville, Monrovia, Rabat/Casablanca. Connecting services to Cairo and other areas.

The AMERICAS

Antofagasta, Asuncion, Atlanta, Balboa, Baltimore, Barranquilla, Belem, Bermuda, Boston, Brasilia, Buenos Aires, Cali, Caracas, Cayenne, Chicago, Dallas, Detroit, Fairbanks, Georgetown (British Guiana), Guatemala City, Guayaquil, Houston, Juneau, Ketchikan, La Paz, Lima, Los Angeles, Managua, Maracaibo, Merida, Mexico City, Miami, Montevideo, Nassau, New Orleans, New York, Panama City, Paramaribo, Philadelphia, Portland, Quito, Rio de Janeiro, San Francisco, San Jose, San Salvador, Santiago, Sao Paulo, Seattle, Talara, Tampa, Tegucigalpa, Washington (D.C.), Whitehorse. Connecting services to Acapulco, Annette Island, Barcelona (Venezuela), Bogota, Governor's Harbor, Harbour Island, Las Piedras (Venezuela), Medellin, Nome, Rock Sound, Sitka and other areas.

ASIA And The FAR EAST

Bangkok, Calcutta, Djakarta, Hong Kong, Karachi, New Delhi, Rangoon, Saigon, Singapore, Tokyo. Connecting services to other areas.

The CARIBBEAN

Antigua, Barbados, Curacao, Fort-de-France, Kingston, Montego Bay, Pointe-a-Pitre, Port-au-Prince, Port of Spain, St. Croix, St. Lucia, St. Martin, San Juan, Santo Domingo. Connecting services to St. Thomas and other areas.

EUROPE And The MIDDLE EAST

AFRICA

GHANA

Festivals Of Ghana, colorful gay events, take place throughout the year. **Papa Festival** at Kumawu, Kumasi (Ashanti Region) in **Jan.; Akwambo** at Swedru, Nyakrom, Odobin, Duakwa (Central Region), **Feb.; Ramadan** in Northern and Upper Regions, **Mar.; Aboakyer (Deer Hunting)** in Winneba (Central Region), **Apr.; Kotoklo** in Yilor Krobo State (Eastern Region), **May; Manya Nadu** in Manya Krobo State (Eastern Region), **June; Bakatue** in Elmina (Central Region), **July; Kundum** in Axim, Dixcove (Western Region) in **Aug.; Homowo** at Accra, **July-Aug.; Odwira** at Akropong, Aburi, Amonokrom (Eastern Region), **Sept.; Afahye** in Amoaful State (Ashanti Region), **Nov.;** and **Okyir** at Saltpond, Anomabu, Abura, Mankessim (Central Region) in **Dec.**

LIBYA

International Industrial, Commercial & Agricultural Fair. Tripoli. **Feb. 28-Mar. 20.**

MOROCCO

Casablanca International Fair. Most important Moroccan trade fair. **April.**

National Folklore Festival. Morocco's finest troupes, best dancers. At Marrakesh. Usually **April or May.**

Other notable events: **Lamb Festival,** location varies; **Date Festival,** Erfoud; **Cherry Festival,** Sefrou; **Olive Festival,** Quezzano; **Snow Carnival,** Mischliffen; annual **Moussem Of Moulay Idris,** religious celebration commemorating founding of Islamic Morocco, at Fez.

NIGER

Independence Day Celebrations. All Niger. **Aug. 3.**

REPUBLIC OF SOUTH AFRICA

Kruger Game Reserve, world's most famous game sanctuary. Southern area open **all year;** northern, **May-October.**

Festival Of First Fruits celebrates Zulu harvest. Ceremonial dancing. Elandskop/Pietermaritzburg. **March.**

Rand Easter Show. International showcase for industrial, agricultural activities. Johannesburg. **Mar. 17-30.**

Durban July Handicap. South Africa's premier horse race. Greyville Racecourse, Durban. **July 4.**

Shembe Festival. Zulu religious, tribal dances. Inanda/Durban. **July 26.**

Cape Wild Flower Season. Flower shows on Cape of Good Hope. **Sept.**

Grand Prix Of South Africa. Auto racing at East London. **Dec. 11.**

REPUBLIC OF THE CONGO

Safaris. Game abounds and hunting is a long-standing principal attraction.

SUDAN

Sudanese Handicraft Market at Omdurman. **Weekdays** throughout the year.

Independence Day Celebrations. Jan. 1.

Hunting And Photographic Safaris. *Southern Sudan for buffalo, elephant, rhino (black and white), giraffe, lion, leopard, antelope, giant eland, bongo, Nile Lechwe (Mrs. Gray), white-eared*

Birthday Festival Of T'ien Hou, Queen of Heaven, goddess of fishermen, boat people, who make spectacular pilgrimage to Tai Miao Temple, Joss House Bay. Lion dances, 24 temple processions. **May 4.**

Festival Of The Bun Hills thanks gods for year's blessings. Huge bun mountains are built, climax is scramble for buns. Other festivities: float parade, lion dances, Chinese opera. Cheung Chau Island. 3 days, **May.**

Dragon Boat Festival. Seaside villages' dragon boats race. Aberdeen, Kennedy Town, West Point. **June 14.**

Yue Lan Festival Of The Hungry Ghosts. Shops sell various paper effigies burned as gifts to dead. **August 8-21.**

Moon or Mid-Autumn Festival. Moon cakes, lanterns in shops. **Sept. 20.**

22nd Hong Kong Products Exhibition. Dec.-Jan.

INDIA

Pongal Harvest Festival. Madras State: unarmed men wrest currency from horns of fierce bulls. Andhra Pradesh State: also observed as **Sankranti.** Doll displays, cockfights, bullock races. South India. **Jan. 13-15.**

Republic Day National Festival. All India. In New Delhi, highlights are parade, pageant, colorful two-day folk dance ensemble. **Jan. 26-29.**

Holi. Merriest North India festival. Young, old squirt colored water, powder at each other; Barsana women battle Nandgaon men thusly in **Lathmar Holi;** Udaipur holds **Gangore Festival;** Bengal, **Doljatra. Feb. 27-28.**

Hola Mohalla. Sikhs stage mock battles, Bhangra dances. Punjab. **Feb. 29.**

Moharram. Processions of "tazias", paper, bamboo replicas of Muslim martyr Imam Hussain's tomb. All India, particularly Lucknow, Delhi. **May 23.**

Rath Yatra. Gigantic chariots (wheels are seven feet across!) parade to honor Lord Jagannath. At Puri. **July 11.**

Onam. Kerala's greatest festival. Feasts, songs, dances, fireworks and thrilling Snake Boat Races — most spectacular at Aranmula, Champakulam, Kottayam — celebrate harvest. **Aug. 21-24.**

Dussehra. A major Indian festival. Celebrates Lord Rama's victory over demon Ravana. Northern India celebrates as **Ram Lila.** At Delhi, dancers vividly portray the struggle; Rama shoots fire arrows into huge demon effigies full of firecrackers, explosives. Kulu Valley villagers hold a fair; pipes, drums accompany parade of local deities. Mysore celebrates **Dasara** with brilliant torchlight parade, mediaeval pageantry. Bundhi, Jaipur, Kotah celebrate similarly. Festival is **Durga Puja** in Calcutta, eastern India. War goddess, Durga, Rama's helper, is worshipped; grand procession, music, dance, drama take place. **Oct. 6-15.**

Diwali/Festival Of Lights. Loveliest Indian festival honors Lakshmi, goddess of wealth with illuminations, fireworks, feasting. Eastern India celebrates as **Kali Puja,** honors Kali, goddess of strength. **Nov. 3-4.**

Pushkar Cattle Fair. Camel riders race, play variation of musical chairs. Folk dances. Pushkar. **Nov. 19.**

INDONESIA

Temple Festivals. Flowers, fruits, rice cakes are offered at decorated temples. Festivals follow rituals, last several days and nights. Ceremonial dances are performed to gamelan orchestra music. Bali. **All year.**

Ramayana Ballet. Hundreds of dancers, musicians perform classical dramas on nights of full moon in Prambanan Temple's outdoor theatre. Near Jogjakarta, Central Java. **June-October.**

Independence Day Celebrations, throughout Indonesia. Depiction of customs, colorful dress of Indonesian ethnic groups is highlight of Bhinneka-Tunggal-Ika Parade in Djakarta. **Aug. 17-18.**

JAPAN

New Year Parade Of Firemen. Acrobatic firemen perform atop tall bamboo ladders. Meiji Shrine, Tokyo. **Jan. 6.**

Annual Sumo Tournaments. *Japanese wrestling. 15 days each. 1st at Tokyo,* ***Mid-Jan.;*** *2nd, Osaka,* ***Mid-Mar.;*** *3rd, Tokyo,* ***Mid-May;*** *4th, Nagoya,* ***Mid-***

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SOUTH AMERICA

IMPORTANT: PLEASE NOTE that since changes can take place in the scheduling of events overseas in 1964, Pan Am cannot accept responsibility for the continuing accuracy of this Calendar. Check dates of events you wish to see or attend — **BEFORE** you go — with your authorized Pan Am Travel Agent or your Pan Am Representative.

KOREA

New Year Celebrations. Official holiday, **Jan. 1.** Traditional festivities, new moon watching, bonfires, folk music, dancing; winter kite-flying, archery, "yutnori", jumping see-saw contests — **Lunar New Year Day, Feb. 15** to **Day Of The Moon, Feb. 29.**

Samil Chol/Independence Day. Huge torchlight parade, re-enactment of 1919 Declaration events, sports, folk music and dances. Seoul. **Mar. 1.**

Cherry Blossom Festival. Cherry trees bloom. Folk dances; beauty, wrestling contests. Chinhaie. **Apr. 10-17.**

3rd Seoul International Music Festival, May.

Silla Festival. Art displays, dances, parades, contests honor ancient Silla Dynasty's achievements. Historical Kyongju area. **May 14-20.**

Buddha's Birthday Lantern Festival. Lantern parades at temples. **May 19.**

Chunhyang Festival honors famous chaste folk heroine. Folk arts display, beauty contest. Namwon. **May 19.**

Farmer's Day. Ancient mass dances to traditional instruments. **June 10.**

Tano Festival. Wrestling, swinging contests, traditional music and dances. Notable in Seoul. **June 15.**

World School Children's Art Exhibition. Youngsters' paintings from all over the world. Seoul. **Sept. 15-30.**

Chusok/Moon Festival. Thanksgiving harvest celebrations. **Sept. 20.**

National Arts Exhibit. Seoul. **Oct. 1-31.**

United Nations Day. Parades, honor guard ceremonies. Participants from 16 nations. Pusan, Seoul. **Oct. 24.**

MACAU

Chinese New Year Festivities. Feb. 12-14.

Our Lord Of Passos Procession highlights colorful festival. **Mar. 15, 16.**

Goddess A-Ma Festival. Macau is named for Neung Ma, whom fishermen honor at Ma-Kok-Mio Temple. Ceremonies, theatre, Chinese opera. **April 16.**

Our Lady Of Fatima Procession. May 13.

Macau Grand Prix. Annual motorcar race at the Guia circuit. **Nov. 16-17.**

MALAYSIA

Thaipusam celebrates Lord Subramaniam's birth. Processions of Hindu devotees, bodies pierced with atonement skewers, needles, rods, pins, carry Kavadis arcs. Temples in Kuala Lumpur, Penang, Singapore. **Jan. 28.**

Chinese New Year. Festivities, firecrackers, lion and dragon dances welcome Year of the Dragon. **Feb. 13-14.**

Chingay. *Malayan Chinese clans' flags, deities parade to drums, gong music. Johore Bahru, Penang.* ***Mar. 3-5.***

Amsterdam, Ankara, Baghdad, Barcelona, Beirut/Damascus, Belgrade, Berlin, Brussels, Cologne, Copenhagen, Dusseldorf, Frankfurt, Glasgow, Hamburg, Hanover, Helsinki, Istanbul, Keflavik, Lisbon, London, Munich, Nice, Nuremburg, Oslo, Paris, Rome, Santa Maria, Shannon, Stockholm, Stuttgart, Teheran, Vienna. Connecting services to Athens, Basra, Bucharest, Geneva, Jerusalem, Madrid, Mallorca, Milan, Moscow, Nicosia, Prague, Sofia, Warsaw, Zurich and other areas.

The PACIFIC

American Samoa (Pago Pago), Auckland, Fiji (Nandi Airport serves Suva, 135 miles away), Guam Island, Honolulu, Manila, Sydney, Tahiti, Wake Island. Connecting services to Annette Island, Nome, Sitka and other areas.

TRAVEL SERVICES

***President Special* SERVICE.** Superb first class Jet Clipper service — with all the "extras" in comfort, cuisine and services you'd naturally expect.

***Rainbow Economy* SERVICE.** Without the frills, you pay substantially less yet you fly the same Jet Clipper, get the same high standards in equipment, personnel, service and operation.

***Special Thrift-Jet* SERVICE**—Hawaii/California and Puerto Rico/NewYork only — cuts your costs way way down.

SPECIAL EXCURSION FARES can lower your costs on many routes.

GROUP FARES invite group travel via Pan Am to many destinations at substantial round-trip savings.

SPECIAL TOURS AT BARGAIN RATES. Standard cost-inclusive tours exist — and special interest tours can be set up for individuals or groups.

EXTRA CITIES BONUS PLAN lets you visit "extra cities" along your route yet you pay no additional fare.

FLY NOW . . . PAY LATER PLAN may enable you to pay as little as 10% down, spread the remainder out over as long as 24 months.

SEE YOUR AUTHORIZED PAN AM TRAVEL AGENT for complete details on all Pan Am fares and services.

BUSINESS SERVICES

PAN AM'S WORLD-WIDE MARKETING SERVICE

Helps You Do Business Abroad With Greater Ease, Efficiency, Economy. Pan Am can help you find new markets for your products, new products for your market . . . arrange your initial contacts in 114 major markets around the world . . . set up your business trip abroad and make it even more productive.

World's Greatest Business Source Of Free Market Information. Pan Am can help you get vital foreign marketing facts . . . advise you on every detail of doing business abroad . . . and offers free monthly trade news of new opportunities and business developments world-wide, through the pages of "Clipper Cargo Horizons". For your free subscription, just write to Pan Am's Marketing Services Department, Pan Am Building, New York, N.Y. 10017, U.S.A., or ask your Pan Am Cargo Representative (see inside for description of his services).

World's Greatest Air Cargo Fleet For World's Fastest Delivery. Pan Am can provide you with cargo service to and from every major world market, cut your shipping costs with hundreds of reduced commodity rates — world-wide! Pan Am eliminates shipping schedule headaches with more planes, more flights, 114 international gateway cities (19 in the U.S.A. alone), international truck and air agreements that speed door-to-door deliveries and simplify documentation.

World-Wide Service Organization — Pan Am has more full-time cargo personnel than any other airline — assures you of highly efficient business methods, a wide awake point of view in your homeland and outside it in 85 foreign lands.

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cob, yellow-backed duiker. **Jan.-May.** Northern Dafur for oryx, addax, wild sheep. **Nov.** Red Sea Hills for ibex. **Dec.-Mar.**

Mohammedan New Year's Day. Religious celebrations of Mohammed's Mecca to Medina journey. **June.**

Mulid El Nabi (Birth Of The Prophet) Festivities. Twelve days. **Aug. 12.**

National Theatre. Omdurman. **Oct.-June.**

Revolution Day commemorates revolt of 1956. **Nov. 17.**

Christmas, a government holiday celebrated by the Sudan, though the official religion is Islam. **Dec. 25.**

U.A.R. (EGYPT)

Sound And Light Shows. At the Pyramids and the Sphinx at Giza. At the Citadel in Cairo. **Every night.**

Tahtib Folklore Festival. Luxor. **Jan.**

Championship Horse Show. Cairo. **Feb.**

Cairo Flower Festival. Cairo. **Mar. 23.**

Anniversary Of The Revolution. Celebrations in all Egypt. **July 23-26.**

Nile Flood Festival. Cairo. **Aug.**

Cairo International Trade Fair. Nov.

Amun Festivals. Aswan and Luxor. **Dec.**

ASIA And The FAR EAST

AFGHANISTAN

Buzkashi. Famous Afghan equestrian game requiring superb team horsemanship. Object, to carry to the goal a beheaded calf. At Kunduz, Baghlan, Mazar-i-Sherif, elsewhere, Fridays **Oct.-April.**

Nowroz-Afghan New Year Day. Colorful national costumes, dancing, tree planting highlight event. **Mar. 21, 22.**

Jeshyn/Afghan Independence Day Fair. Handicrafts, objets d'art, textiles, jewelry, folk dances. **Aug. 23-27.**

BURMA

Independence Day. Festivals, folk dances, parades. Rangoon's seven day Fun Fair is highlight. **Jan. 4.**

Union Day. Displays of history, folk dances, cultures of races of Burma, Focal point, Rangoon. **Feb. 12.**

Thingyan Water Festival celebrates Burmese New Year. Merrymakers, in ancient courtier, warrior costumes, parade in dragon, ogre, peacock, white elephant floats. Mammoth water fights. Rangoon, Moulmein. **Mid-Apr.**

Full Moon Of Thadingyut. Buddhist lent ends. Huge illuminated effigies of mythological birds, animals decorate houses. Colorful costumes are worn. Street theatres are everywhere. **Late October.**

Tazaungdaing Festival. Lamps, illuminations, fire balloons light the land, especially Rangoon. **Late November.**

CEYLON

Independence Commemoration Day. Games, folk dances, pageants. **Feb. 4.**

Wesak. Worshippers decorate homes, bear flowers, incense to temples to celebrate Buddha's birth, death, enlightenment. Full Moon Day, **May 25-26.**

Poson. Prince Mahinda brought Buddhism to Ceylon in 306 B.C. Processions carry his statue. Especially Anuradhapura, Mihintale. **June 24.**

Kandy Perahera. Considered Asia's greatest pageant. Elephants, drummers, dancers, whip-crackers, temple dignitaries take part in procession at Dalada Maligawa (Temple of the Tooth), Kandy. Last five days of two week festivities are best. **July-Aug.**

Deepavali Festival Of Lights. Nov. 3.

Unduwal Festival commemorates planting at Anuradhapura of Sacred Bo Tree — believed world's oldest authenticated tree, and a sapling of tree under which Buddha attained enlightenment — by Prince Mahinda's sister, Princess Sanghamitta in 288 B.C. **December 7.**

Ceylon International Industrial Exhibition. Colombo. **Dec. 1-31.**

HONG KONG

Chinese New Year Celebrations begin "The Year Of The Dragon". Flower fairs, fireworks. **Feb. 13-15.**

Fukuoka, **Mid-Nov.**

Setsubun. Throwing beans about while shouting "Fortune in, Devils out" to bring good luck in coming year is last-winter's-day custom. Observed at many shrines, temples, notably Hommonji Temple, Tokyo; Narita Fudo Temple, Chiba Prefecture. **Feb. 3.**

Lantern Festivals, Kasuga Shrine, Nara. Over 3,000 lighted. **Feb. 3; Aug. 15.**

Cherry Blossom Season. Late Mar.-Apr.-early May. Dance-Plays at all-girl theatres, Tokyo, Kyoto, Osaka.

6th Osaka International Trade Fair. Osaka. **Apr. 9-29.**

Dontaku In Hakata. Dancers, legendary gods, floats. Fukuoka. **May 3-5.**

Cormorant Fishing Spectacle. Birds do the fishing by torchlight. Nagara River. Gifu. **May 11-Oct. 15.**

Toshugu Shrine Grand Festival. Over 1,000 people parade in armor of feudal Tokugawa days. Nikko. **May 17-18.**

Hie Shrine Sanno Festival. Shrine palanquins parade in one of Tokyo's largest, gayest festivals. **June 14-16.**

Tanabata/Star Festival. Colored paper streamers, figures decorate houses, streets to honor legendary star weaver and her lover who meet only once a year. **July 7.** Held a month later at Sendai.

Bon Festival, Feast Of Lanterns. "Bon Odori" summer dance performed — most colorfully at Nikko, Sado Islands. Throughout Japan, thousands of miniature boats bearing lighted paper lanterns carry spirits of dead over lakes and rivers back to heaven after visits to earth. **July 13-15.**

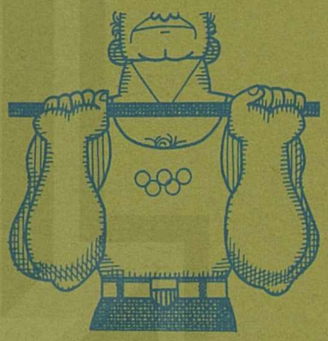
Festival Of The Wild Horse Chase. A thousand horsemen in ancient armor compete in archery; joust; vie for three shrine flags shot up on Hibarigahara Plain. Soma, near Sendai. **July 16-19.**

Gion Festival. Huge floats of all shapes and designs parade. Festival dates back to the 9th century. Yasaka Shrine, Kyoto. **July 16-24.**

Tenjin Water Festival. Boats carry bands, flags, dolls downriver; fireworks. Temmangu Shrine, Osaka. **July 25.**

Festival Of Tsurugaoka Hachimangu Shrine. Yabusame archery by samurai-costumed horsemen is highlight. Kamakura. **Sept. 16.**

Okunchi Festival originated with Chinese residents of Nagasaki during 17th century. Dragon Dance is most colorful of many of Chinese origin performed. Picturesque floats, palanquins parade. Suwa Shrine. **Oct. 7-9.**



Games Of XVIII Olympiad. Upwards of 6,000 athletes, 80 nations will compete. Program includes fencing, boxing, judo, wrestling, shooting, track and field events, cycling, soccer, football, basketball, field hockey, volleyball, gymnastics, weightlifting, swimming, diving, canoeing, rowing, water polo, yachting, modern pentathlon, equestrian events, art exhibition. Tokyo. **Oct. 10-24.**

Autumn Festival Of Toshogu Shrine. 1,000 townsmen parade in ancient armor in Nikko. **Oct. 17.**

Jidai Matsuri/Festival Of Eras celebrates Kyoto's 794 founding; parade groups portray subsequent historical periods. Heian Shrine. **Oct. 22.**

Festival Of Kasuga Wakamiya Shrine, one of Nara's grandest, originated when divine help was sought in troubled times of 1136. Masqueraders parade as ancient courtiers, wrestlers. Classic plays, dances. **Dec. 16-17.**

Omisoka/Grand Last Day Festivities, Dec. 31.

Good Friday & Easter. Grand processions. Bunga Raya, Singapore, **Mar. 27-30.**

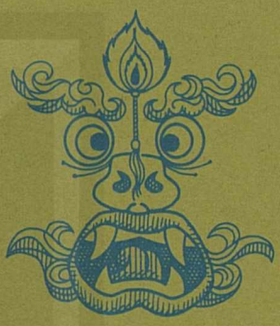
Annual Singapore Flower Show. Apr. 3-5.

International Singapore Grand Prix. Auto racing. Singapore. **Apr. 27-30.**

15th Singapore International Photography Salon & 4th Foto Fair. May 9-17.

Wesak (Vesak) Day/Lord Buddha's Birthday. Night's lantern processions, illuminated floats most notable in Kuala Lumpur, Penang, Singapore. **May 26.**

Mandi Safar/Bathing Festival. Folk songs, dances at beaches in Penang, Selangor, Malacca. **July 8.**



Prophet Mohamed's Birthday. Colored lights for shops, houses. Great Muslim procession in Singapore. **July 21.**

Singapore Trade Fair & Exhibition. Aug. 14.

Festival Of The Hungry Ghosts. Paper gifts to ancestor spirits are burned. Theatre, puppet shows. **Aug. 22.**

Liberation Day. Sabah, once known as North Borneo, celebrates World War II liberation. **Sept. 9.**

Malaysia Day. Malaysia will be one year old. Celebrations in Malaya, Sabah, Sarawak, Singapore. **Sept. 16.**

Moon or Mid-Autumn Festival. 15th night of 8th moon. Time of luck. Mooncakes, lanterns in shops. **Sept. 20.**

Annual Singapore Orchid Show. In Sept., Oct.

Festival Of The 9 Emperor Gods celebrates their return to heaven. Procession at Penang features mediums on spiked chairs, skewers through their cheeks; firewalking highlights Kuala Lumpur ceremony; Singapore families visit temples, open air operas. **Oct. 14.**

11th Malaysian Photographic Exhibition. Singapore. **Oct. 16-20.**

Deepavali/Festival Of Lights celebrates Krishna's slaying of tyrant Naragasura with ceremonies, lamps. **Nov. 3.**

Annual Singapore Cultural Festival. Nov.

NEPAL

National Day. Spectacular parades, processions. All Nepal. **Feb.**

Shivaratri/Festival Of Lord Shiva. Great fair is held, devotees gather at Temple of Pashupatinath. **Feb.**

Ghodejatra/Festival Of Horses. Race at Tundikhel is highlight. **Apr.**

Festival Of Bisket. Colorful chariot processions commemorate Battle of Mahabharata. Bhaktapur. **Mid-Apr.**

Red Machhendranath. Week-long chariot festival in Patan. **Apr.-May.**

Lord Buddha's Birthday Festival. Apr.-May.

King's Birthday Festivities. June.

Gaijatra/Cow Festival. All Nepal. Notable are Kathmandu Valley's eight days of merry carnival. Dancers, singers wear cow masks, costumes, in fascinating processions of grotesque figures. **Aug.**

Indra Jatra. Bhairav and Lakhe dances are most spectacular of many performed during this festival. Kumari (the Living Goddess), Ganesh, Bhairav ride in chariot processions. Kathmandu. **Sept.**

Dasain or **Durga Puja.** Fifteen day national festival of Nepal celebrates King Ram Chandra's legendary victory over Ravana of Lanka. **Sept.-Oct.**

Tihar/Festival Of Lights. Houses are decorated with lights to honor Goddess Luxmi. **Oct.**

SOUTH AMERICA

ARGENTINA

Teatro Colon Grand Opera Season includes symphonic concerts, ballet, performances by international artists as well. The Teatro Colon is said to be the largest opera house in the world. Buenos Aires. **May-Sept.**

Buenos Aires Cattle Exhibition. Palermo Park, Buenos Aires. During **July.**

Winter Skiing Season. Bariloche in the Lake District. **July-Oct.**

Gran Premio Nacional. Horse racing. Capital Federal. **Oct. 4.**

Mar del Plata Festivities include nautical processions. Mar del Plata. Week in **Dec.**

BOLIVIA

Alacitas Handicraft Fair. Alacitas, La Paz. **January 23-28.**

Carnival. Folk celebrations throughout Bolivia. Notable are "La Diablada" devil dancers in Oruro. **February.**

Vitivinicola National Fair And Exposition in Camargo. **March.**

Corpus Christi. Religious processions, folk dances everywhere. **May-June.**

San Pedro Fiesta. Religious procession, folk dances in La Paz. Raftmen celebrate in Bay of Tiquina, Lake Titicaca. **June 29.**

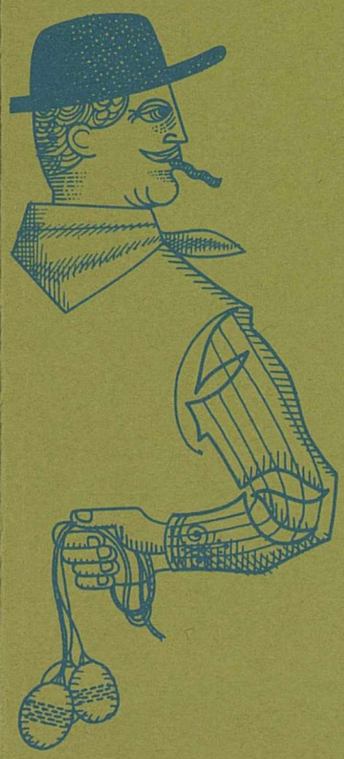
Santiago. Religious celebrations in La Paz — notable in St. Francis Cathedral — and all of the "Altiplano". Particularly interesting in Guaqui and Laja villages. Processions, fireworks, native dances. **July 25.**

Fiesta In Comanche. Native dances — "Llameros", "Diablos", "Cullawuas" and "Morenadas". **August 1-5.**

La Asuncion De Nuestra Senora Fiesta. All Bolivia. On same date, **Virgen De Las Nieves Fiesta.** Display of native dances in Sanctuary, Copacabana. **August 5.**

La Natividad De Nuestra Senora Fiesta. Artificial fires, native dances, "Prestes" in St. Francis Cathedral, La Paz. Bullfights in Viacha. **September 8.**

Nuestra Senora Del Rosario Fiesta. Celebrated in La Paz, in suburbs Rosario and Visperas, with artificial fires, fireworks, rocketry; in Viacha with native dances and games. **October 1.**



BRAZIL

Carnival In Rio is one of world's gayest. Costume balls include famous Copacabana Palace and Municipal Theater Balls. There are also galas, street dances, lavish costumes, fireworks and fun. Rio de Janeiro. **Feb. 9-11.**

Holy Week Celebrations throughout Brazil. Particularly notable in Ouro Preto, Minas Gerais State. Late **Mar.**

Brasilia's Fourth Anniversary Celebrations. Brasilia. **Apr. 21.**

Teatro Municipal Season. World-famous singers and conductors. Rio de Janeiro. **June-Sept.**

Grand Premio Brasil Horse Race. Rio de Janeiro. **Aug. 2.**

Modern Art Exhibition In Sao Paulo. Plastic arts, theatre, architecture and graphic arts. 52 countries. Museum of Modern Art in Sao Paulo. **Sept. 20-30.**

CHILE

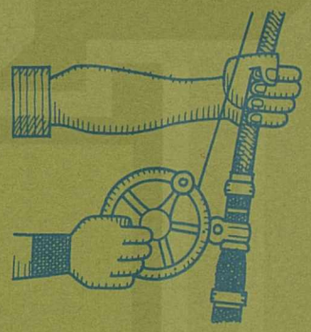
Fresh Water Fishing Seasons. Rainbow, other trout species, Oct. 1, 1963 **to April 14,** starts again **October 16.** For rainbow between Aconcagua and Tinguiririca Rivers **to May 31.** Perch-trout, "pejerrey", "bagre", Dec. 16, 1963 **to August 14,** starts again **Dec. 16.**

Our Lady Of Candelaria Festivities include "chinos" dancers. San Fernando, near Copiapo. **February 2.**

Feast Of The Candelaria. Horse races, folk dances. Cobquecura. **Feb. 2-4.**

Semana Valdiviana. Regattas, fishing contests. Valdivia. **February.**

Deep Sea Fishing. Abundance of marlin, albacore, tuna, other deep sea specimens off northern coast of Chile; world records established off Iquique and Tocopilla. Best season, **March-August.**



Skiing Season. Central Zone ski centers include Portillo, La Parva, Farellones, Lagunillas. Peak months — July, August — with international, national competitions. Southern Zone ski centers include Chillan, Llaima, Antillanca. Best months — September, October. **May-October.**

Feast Of The Virgen Del Rosario. Folk dances, native Indian costumes. Andacollo. **December 26.**

COLOMBIA

International Coffee Festival & Annual Fair. Float parades, bullfights, folk dances, masquerades, Coffee Queen election. Manizales. **January.**

Bullfight Season opens in Bogota with top matadores from Spain, Mexico and Colombia. **January.**

Carnival In Barranquilla. One of world's most colorful. **February.**

4th International Film Festival In Cartagena. Week in **March.**

Holy Week Traditional Celebrations as they were in 1538. Hooded celebrants carry huge Saint replicas in torchlight parades. Art show, ceramics exhibit. Popayan. **March.**

International Textile Fair & National Flower Festival. Event attracts many foreign lands — includes folk, classic ballet; horse, auto races; fashion shows; bullfights; concerts. Medellin. **May.**

Colombian Folklore Festival. Float parades, folk dances and songs, street dances, contests. Ibague, and throughout Tolima Department. **June.**

Folk And Bambuco Festival. "Bambuco" is dance and rhythm native to Colombia. Contests select best folk dancers, singers. Neiva. **June.**

National Art Festival. Cali. **June.**

Sea Festival. Float parades, water sport and fishing contests, regattas, Queen election. Santa Marta. **July.**

Bogota International Industrial Fair. Bogota. **August.**

Independence Of Cartagena Carnival. Before its Independence Day, **Nov. 11,** Cartagena has a carnival — with floats, dancing, celebrations, National Beauty Contest. Cartagena. **November.**

Sugar Cane Festival. Sports; folk dances, songs; masquerades; bullfights; Sugar Queen election. Cali. **Dec.**

FRENCH GUIANA

Special celebrations take place on **Easter, March 29; Bastille Day, July 14;** and **Christmas, December 25.**

PERU

Indian Open-Air Market In Huancayo. Most striking feature is the silence since the Indians utter almost no sound. Sundays, throughout year.

Holy Week Celebrations are most notable in Arequipa, Cajamarca, Coracora, Cuzco, Santiago de Chuco, Tarma. **March 26-27.**

Corpus Christi Celebrations. Most notable in Cajamarca, Chiquian and Hualgayoc. **May 28.**

Inti-Raymi/Sun Easter Of The Incas. Colorful performance in honor of ancient Sun God. Cuzco. Indian Day, **June 24.**

San Juan De Amancaes Fiesta. Dance and music companies from all parts of Peru compete. Lima. **June 24.**

Independence Of Peru National Festival. Major celebration in Lima. **July 28-30.**

Bullfights most of year in Lima. "Summertime" bullfights in March. Bullfighting "season" is **October-Dec.**

Senor De Los Milagros/Lord Of Miracles Festival. Attractions include Peruvian October Fair or Purple Month and great religious procession. World's most distinguished bullfighters compete for famed "Escapulario de Oro". Lima. **October 18.**

Christmas Season Celebrations. Notable in Hacienda Chichu in Trujillo, also in Lima and Lloclapampa. **December.**

SURINAM

Freedoms Day celebrates Surinam slaves emancipation in 1863, Surinam's status as integral equal part of Netherlands, man's basic freedoms. Colorful celebrations with all ethnic groups — Amerindians, Bush Negroes, Creoles, Hindus, Indonesians — in own folk costumes. **July 1.**

Konfriejarie used to be celebrated as birthday of late Queen Wilhelmina. Now, these events occur around this time: **Fair At Paramaribo; District Fairs; Sports Week;** exhibitors, competitions, tournaments. **August 31.**

Annual Trade Fair Of Surinam. Open to agricultural, commercial, industrial, tourist, cultural organizations; foreign governments. 1963 participants included Barbados, Curacao, European Common Market, Israel, Jamaica, Netherlands, Netherlands Antilles, Puerto Rico, Trinidad and Tobago, U.S.A. Ten days, **October.**

URUGUAY

International Horse Races. Summer season opens with Jose Pedro Ramirez International Meeting. Hippodrome of Maronas, Montevideo. **January 6.**

1st Latin American Fair Of The Plastic Arts and International Congress of Art Critics. **January.**

Summer Theaters. National Comedy, Ballet Corps and Symphonic Orchestra performances; also carnival troupes and folk dance competitions. Rivera Park and Rodo Park, Montevideo. **January-March.**

Carnival. Traditional parade with Carnival Queen, huge decorated floats, giants, mummies, merry troupes of masqueraders, grand pageantry in Montevideo. **February 9-11.**

Semana Criolla/Creole Week. Renowned gaucho rodeo with spectacular competitions and performances; horse show; horse breaking exhibition; folk singing, dancing, cooking. Prado Park, Montevideo. **March 22-29.**

"Eliane Richepin" International Piano Contest. World-renowned piano soloists and conductors participate. Montevideo. **November.**

VENEZUELA

Teatro Municipal & Teatro Nacional Presentations include Spanish-language drama and comedy, opera, concerts, musical comedy, ballet, folk dances, world famous visiting artists. Caracas. **All year.**

Carnival. Throughout Venezuela. **Feb. 22-25.**

Fishing Season. Mar. 16-Sept. 30.

Annual Venezuelan Art Exhibition. Caracas. **Mar.-Apr.**

Velorio De Cruz Fiesta. Traditional celebrations, particularly notable in Caracas and on Isla de Margarita. **May 1-31.**

Skiing Season. Sierra Nevada de Merida. **May-Oct.**

8th Inter-American Congress Of Radiology. Caracas. **Oct. 2-8.**

Bullfights. In arenas of Caracas and Maracay. Sundays during winter season, **Nov.-Mar.**

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ASIA And The FAR EAST continued

PAKISTAN

Shab-e-Barat. Muslim festival. Celebrates God's gifts. Illuminations, fireworks. **Jan. 2.**

Eed-ul-Fitr. Muslim festivities, merrymaking mark end of month of Ramzan's fasting, prayer. **Feb. 15-16.**

Mela Chiragan/Festival Of Lamps. 300 year old spring festival; folk dances, music. Colored lamps make Shalimar Gardens, Lahore, a fairyland. **Mar.**

Lahore Horse & Cattle Show. Pakistan's world renowned annual fair takes place with mediaeval pageantry, color. Includes international polo matches, horse dances, bull fights, camel fights, show jumping, trick riding, vaulting displays, performing dogs, jumping bulls, acrobatics of the usual variety and performed on camels, and **The Police Tattoo.** This, a famous event in its own right is performed at Lahore's Fortress Stadium, includes the Shama and Ghost Parades, trick horseback and motorcycle riding, performances of the Khattak, other Pakistan folk dances. Lahore. **Mar.**

Eed-ul-Azha. Major Muslim festival commemorates symbolic sacrifice of Prophet Ismail by his father Prophet Ibrahim. **Apr. 25.**

Muharram. Muslim festival commemorates Hazrat Imam Hussain's martyrdom. Processions of beautiful Tazias — replicas of martyr's mausoleum. **May 25.**

Eed-i-Milad-un-Nabi. Holy Prophet's Birthday. Illuminations. **July 25.**

Independence Day. Parades, illuminations. Most notable at Dacca, Karachi, Lahore, Rawalpindi. **Aug. 14.**

Dusehra Festival celebrates Ramachandra's victory over demon Ravana. On last day, fireworks-packed effigies of demon king are burned. **Sept.**

PHILIPPINES

Town Fiestas & River Festivals take place throughout the year. Every town and barrio has its own patron saint, consequently a saint's feast day to celebrate with fiesta or festival. Colorful street parades or spectacular barge processions, contests, bands, cockfights, dancing, feasting, religious celebrations are common to all. **All year.**

Feast Of The Three Kings ends Christmas gift-giving. Colorful Magi procession, Manila. Also notable in Marinduque, Nueva Ecija Provinces. **Jan. 6.**

Quiapo District Fiesta. Manila's biggest. Giant candle procession of devotees, 200 year old Black Nazarene image highlights. 9 days to **Jan. 9.**

Ati-Atian Festival commemorates Malay/Negrito Panay Island peace pact. Holy Child procession ends colorful, lengthy Mardi Gras revelry. Kalibo, Aklan Province. **Jan. 17.**

Cebu City Fiesta. Worshippers perform vigorous "pit senyor" folk dance at San Antistin Church. **Jan. 18-19.**

Holy Week, Good Friday, Easter Rites. Deeply moving, fascinating, often bizarre. Roman soldiers (morions) appear during Holy Week in Marinduque Province's **Morion Festival.** One declares Christ's divinity, is "beheaded" in Pugatan ceremony. Similar "senaculos" are staged everywhere. On Good Friday, flagellants dip in the sea to end their sufferings . . . on country roads, "Christ" with crown of thorns, huge cross [illegible]

Phra Pathom Chedi Fair. Thousands pilgrimage to most ancient Thai Chedi at Nakorn Pathom. Here and at Bangkok's **Phu Khao Thong Fair** are booths, Thai shadow-plays, dance dramas, other attractions. **Nov. 18-24.**

Loy Krathong/Festival Of Lights. On Thai waters, tiny flames from thousands of "krathong" (banana-leaf boats) honor Mother Water. **Nov. 19.**

King's Birthday. Pageantry, illuminations. Royal Parade, Bangkok. **Dec. 5.**

VIETNAM

Tet. Colorful lunar New Year festivities. Huge dancing unicorns highlight Cholon City, Saigon parades. Illuminations, fireworks. **Feb. 13-15.**

Buddha's Birthday. Processions at temples, pagodas. **May 26.**

Feast Of The Wandering Ghosts. Offerings cause ghosts of forgotten to spare households from evil. **Aug. 22.**

Children's Festival (Mid-Autumn Festival). Schools hold costumed unicorn dance competitions. **Sept. 20.**

Christmas & New Year's Eve. Unique, colorful celebrations mingle Christian, Oriental observances. **Dec. 24, 31.**

The BAHAMAS

NASSAU AND THE BAHAMAS

Hobby Horse Hall Horseracing on Tuesdays and Fridays. **Jan.-Apr.**

New Year's Day Junkanoo Parade. Natives in colorful costumes parade on Nassau's Bay Street. **Jan. 1.**

Miami To Cat Cay Ocean Yacht Race. Across the Gulf Stream. **Jan. 10.**

Bahamas Regatta Weeks. Outstanding sailors of the Western Hemisphere match seamanship in Nassau's Montagu Bay. 5.5 metre yachts compete for Duke of Edinburgh, Johnson Memorial Trophies. **Feb.**

Nassau Garden Club Flower Show. February.

26th Annual Miami To Nassau Ocean Yacht Race. One of the outstanding races of the Southern Ocean Racing Conference circuit. Across the Gulf Stream and Bahama Banks. **Feb. 10.**

Nassau Cup Race from Nassau Harbour Light round Booby Rocks Light and return. 30 miles. Open to boats in Miami To Nassau Yacht Race. **Feb. 14.**

Bahamas Humane Society Annual Ball. A highlight of the social season. Montagu Beach Hotel, Nassau. **Feb. 28.**

The BERMUDAS

BERMUDA

1963-1964 Bermuda At Home Program. Tea and trade exhibitions, City Hall, Hamilton; tours of Botanical Gardens, 17th century St. George's; weekly golf tournaments. **Nov., 1963-Feb. 29.**

Annual Fall And Winter Game Fishing Tournament. Dec. 1, 1963-Apr. 30.

Castle Harbour Invitation Golf Tournament For Men. Jan. 21-25.

Bermuda Invitation Golf Championships. All at Mid-Ocean Club. Four-Ball For Men, **Feb. 11-15.** Mixed Foursome, **Feb. 22-23.** Amateur, **Mar. 10-14.** Ladies Amateur, **Apr. 14-18.**

College Weeks. Annual weekly programs arranged for about 5,000 students from Canada, U.S.A. **Mar. 22-Apr. 11.**

Ancient Peppercorn Ceremony. Governor, dignitaries, colorfully collect annual rent (1 peppercorn) due on St. George's old State House. **Apr. 23.**

Annual Agricultural Exhibition. Botanical Gardens. **Apr. 23-25.**

Floral Pageant Week. Flower floats parade in Hamilton. **Apr. 27-May 1.**

22nd Annual Game Fishing Tournament. No entry fee, special monthly prizes. **May 1-Nov. 30.**

International Dog Shows. Spring Show, **May** week; Autumn Show, 4 days, **Oct.**

Opening Day Race Of Bermuda Fitted Dinghy Racing Season. The deckless dinghies carry more sail than any other boat their size. Spills are not unusual. On Empire Day, **May 24,** [illegible] Bermuda Ocean Yacht

HAITI

Mardi Gras. Carnival with floats, parade, costume ball. **Feb.**

JAMAICA

Carreras Cricket Festival. Sabina Park, Kingston. **Jan. 3-25.**

Trelawney Agricultural Show. Hague, Falmouth. **Feb. 15.**

St. James Horticultural Show. Jarrett Park, Montego Bay. **Feb. 27.**

Montego Bay Yacht Club Annual Sailing Regatta. Montego Bay. **March 30.**

Caribbean Invitation Amateur Golf Tournament. May 28-29.

All Island Agricultural Show. Denbigh, May Pen. **August 1-3.**

Independence Sailing Regatta. Royal Jamaica Yacht Club, Kingston. **Aug. 6.**

Carreras International Sports Meet. National Stadium, Kingston. **Aug. 7-8.**

MARTINIQUE

Carnival. Merrymaking, then on Ash Wednesday, King Carnival's death. **February.**

Bastille Day Celebrations. July 14.

NETHERLANDS ANTILLES

ARUBA

Carnival Weekend. Queen Coronation on 7th; Carnival Parade, San Nicholas on 8th; Grand Carnival Parade of floats, steelbands, happy merrymakers at Oranjestad on 9th; costume parties; music everywhere. **Feb. 7-9.**

Queen's Birthday. Fireworks, sailboat races, parade; in countryside — donkey races, greased pole climbing contests. **April 30.**

Labor Day. Costumed Maypole Dancers; "tumba" music, dances. **May 1.**

St. John's Day. Colorful folk dance, "Derramento di Gai" performed in countryside. **June 24.**

6th International Spearfishing And Trolling Tournament. Nov.

Sint Nicolaas Day. Sint Nicolaas, Black Peter parade, give gifts. **Dec. 5.**

New Year's Eve. "Dandes" sing and play humorous songs at homes. Parties, fireworks. **Dec. 31.**

BONAIRE

New Year Festivities. Masquerades, fireworks, street dances, music. Kralendijk, other villages. **Jan. 1.**

Children's Flower Parade honors Divine Infant. **Jan. 31.**

Carnival. Dancing, parades, costume balls. **Feb. 8-28.**

Queen Juliana's Birthday Celebrations. Dances, sports. **April 30.**

St. John's Day Celebrations. Folkloric songs and dances. **June 24.**

St. Peter And St. Paul Celebrations. Folkloric songs and dances. **June 29.**

St. Nicholas Parade. Kralendijk. **Dec. 5.**

CURACAO

Carnival Fancy Balls. Feb. 8-11.

Queen's Birthday Celebrations. Receptions, club dances, games, street music, parades, fireworks. **April 30.**

July 26th. Alonzo de Ojeda, Columbus' companion, probably discovered Curacao on St. Ann's Day, 1499. Commemorative festivities at St. Ann's Bay.

Christmas & New Year Celebrations. Late Nov.-Dec. 6, St. Nicholas Day: St. Nicholas, two helper Black Peters ride about, distribute gifts. **Dec. 25, Christmas:** services, dances, dinners. **Dec. 31, Jan. 1, New Year's Eve & Day:** dances, fireworks.

Boxing Day Musical Festival. Bands, combos, steelbands compete. **Dec. 26.**

ST. MARTIN

Queen's Day. Ceremonies at Fort Oranje. **Dec. 15.**

U.S. VIRGIN ISLANDS

Carnival Week. Outstanding Caribbean calypsonians compete in Calypso Tent for first five days. Celebrations also include Carnival Village, steel bands, street dances, parades, floats, troupes. St. Thomas. Last week, **April.**

Christmas Festival. Parades and floats and donkey racing. St. Croix. **Dec. 18-January 6, 1965.**

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CENTRAL AMERICA And MEXICO

COSTA RICA

National Theatre presents National Symphony Orchestra — also opera, ballet, concert artists, road shows, "little" theatre companies. **All year.**

Festival & Feast Days: St. Joseph, **Mar. 19;** Easter, **Mar. 29;** Corpus Christi, **May 28;** St. Peter and St. Paul, **June 29;** Our Lady of the Angels, **Aug. 2;** Assumption, **Aug. 15;** Immaculate Conception, **Dec. 8.**

Independence Day Celebrations. Sept. 15.

International Soccer Football Games. National Stadium, San Jose. **Dec.**

New Year Celebrations include carnivals, dances, bullfights, soccer football

in Bulacan, Cavite, Rizal Provinces re-enact meeting of Risen Christ and His Mother. **Mar. 22-29.**

Santacruzan Festival. Spectacular pageants everywhere. Participants portray religious, historical, purely imaginary characters. The pabitin follows—children scramble for gifts hung on a trellis. **May 1-31.**

Bayombong Town Fiesta honors Sto. Domingo de Guzman. Fair, comedia, dancing, procession, feasts and the Sumadel, aboriginal Aetas' frenzied war dance. First week. **Aug.**

Our Lady Of Penafrancia Feast. Thousands in gaily-decked bancas return the Virgin to Her Shrine in spectacular Naga River procession. Naga, Camarines Sur Province. **Sept. 19.**

Christmas Season. 16th's dawn masses start festivities which last to January's Feast of the Three Kings. Local improvisations on traditional carols are played. Decorations are spectacular at San Fernando, Pampanga Province — star lanterns, 15 to 30 feet across, are paraded on **Christmas Eve.** Noche Buena, midnight dinner, follows this night's midnight masses. **New Year's Eve** follows, a riotous blend of bands, fireworks, parades, noise. **Dec. 16-Jan. 6.**

RYUKYU ISLANDS

Harisen/Dragon Boat Races. Fishermen in most major ports celebrate this colorful festival. Okinawa. **June 13.**

Tsunahiki Festival. Giant tug of war, parades, folk dances celebrate harvest in many towns, villages. Major event, Yonabaru Village. **Aug. 3.**

Obon Festival For The Dead celebrates departed spirits' reunion with the living. Costume parades, Obon dances in all villages, towns. **Aug. 20-22.**

TAIWAN

Chinese New Year Festival. Year's biggest. Feasts, fireworks, well-wishing. Colorful lanterns sold before **Lantern Festival** ends holiday season, with children's lantern parades and contests, concerts, operas, puppetry, lion and dragon dances. **Feb. 13-27.**

Spring Orchid Show. Taipei. **Apr. 1-10.**

Buddha Bathing Festival. Buddha images are bathed, paraded. **Apr. 8.**

11th Film Festival In Asia. Apr. 10-20.

Mat[illegible] Birthday. Parades, rites honor Seafarers' Patron Goddess. **May 4.**

Dragon Boat Festival honors poet Chu Yuan. Inter-temple dragon boat races. Tamsui River, Taipei. **June 14.**

Mid-Autumn Harvest Festival. Moon-cakes and fireworks in Taipei. **Sept. 20.**

Confucius' Birthday. Ancient feather dance at temple near Taipei. **Sept. 28.**

Harvest Dance. Aborigines' most festive dance. Sun Moon Lake. **Oct. 2.**

Lu-tsu's Birthday. Thousands of Taoists visit shrine near Taipei. **Oct. 6.**

Double Tenth Day. Anniversary of Republic of China's founding. Variety of celebrations in Taipei. **Oct. 10.**

Chrysanthemum Show & Autumn Orchid Show. Taipei. **Oct. 30-Nov. 6.**

THAILAND

Thai Classical Dances. Bangkok. **To May.**

Thailand Trade Fair 1964. Jan. 31-Feb. 16.

Kite-Fighting Contests. Bangkok. **Feb.-Apr.**

Songkran/Water Festival. Water sprinkled in veneration on Buddha images, monks, parents, elders. Frequent result — a merry water-fight. Procession, floats, flags, bands, traditional fingernail dances in Chiengmai. Also colorful in Paklat. **Apr. 13-15.**

Visakha Bucha. Monastery lantern processions commemorate the Buddha's birth, enlightenment, nirvana. **Apr. 26.**

King Chulalongkorn Day. National Assembly Hall ceremonies honor Crown Prince of "The King and I". **Oct. 23.**

Tod Kathin. Processions bear gifts to Buddhist monks. Folk dances, music, song. Colorful royal barge procession in Bangkok. **Oct.-Nov.**

Phra Chedi Klang Nam Festival. Pilgrimages, boat races, processions, gamblers, Chedi (Pagoda) on Chao Phya River, by Paknam. **Oct. 29-Nov. 4.**

Elephant Round-Up. Surin Province. **November.**

Thai Classical Dances. Bangkok. **Nov.-May.**

Race. Biennial classic starts **June 20.**

Operation Sail. After Lisbon-Bermuda race, four-masted schooners from all over world will assemble to sail to New York World's Fair. Early **July.**

Annual Cup Cricket Match. Year's most colorful, biggest single sport event. **Aug. 6-7.**

Jubilee Cup Race For Bermuda Fitted Dinghies. Second only to Opening Day Race. Hamilton Harbour. **Sept. 10.**

Guy Fawkes Day. Fireworks. **Nov. 5.**

1964-1965 Bermuda At Home Program. City Hall exhibitions, tea, in Hamilton; garden tours; sight-seeing trips; sporting events. **Nov.-Mar.**

12th Annual Goodwill Golf Tournament. Dec.

Sunfish Sailing Regatta. Two-man sailboats. International competition. Great Sound, Hamilton Harbour. **Dec.**

The CARIBBEAN

ANTIGUA

New Year's Day. Steelbands, masquerades, John Bulls, clowns. **Jan 1.**

Antigua Agricultural Exhibition. Mid-January.

Carnival. Calypso, steelband, Queen contests; costumed troupes, street dancing; merrymaking. **July 27-Aug. 4.**

Dockyard Day. Aquatic sports, exhibition at Nelson's Dockyard. **Nov. 14.**

BARBADOS

Barbados Arts Festival. Exhibits, recitals, folk dances, drama. **Feb. 10-28.**

Carnival 1964. Calypso, steel band, costume band contests; parades; Queen is crowned. Bridgetown. **Feb. 6-10.**

Jaycees Carnival Queen Show. Mar. 1-5.

Water Carnival Week. Aquatic sports contests, demonstrations. Yachting, game fishing, skiing. **Apr. 17-26.**

Annual Agricultural And Industrial Exhibition. Queen's Park. **Dec. 9, 10.**

DOMINICA

Carnival. Queen, calypso, steel band competitions; costume, street dances; Queens, floats parade. **Feb. 4-11.**

DOMINICAN REPUBLIC

Holy Week. Notable are Jesus of Nazareth Procession on 25th, colorful Procession of the Holy Burial on 27th. **March 22-28.**

Holy Cross Festivities. Religious celebrations, kettledrum dances. Special festivities honor Holy Cross in El Seibo. **May 3-11.**

Merengue (National Dance) Festival. Santo Domingo. **July 25-28.**

Our Lady Of Mercy Day. Special celebrations at El Santo Cerro where legend says Lady of Mercy appeared to conquistadors, Columbus. **Sept. 24.**

Saint Cecil's Day (Patron Of Music). Musicians, Singers, Dancers Association, National Music Conservatory, present special programs. **Nov. 22.**

GRENADA

Yacht Club Dinghy Regatta. Jan. 1-2.

Grenada Agricultural Exhibition & Trade Fair. Feb.

Carnival Monday, Tuesday. Celebrated with "Jour Ouvert", calypso, pageants, steel band processions, floats, parades, masked balls. **Feb. 10-11.**

Yacht Club Inter-Island Regatta, Mar. 30-31.

Grenada Arts Festival. May.

Christmas & Boxing Day. Community tree ceremony. **Dec. 25-26.**

GUADELOUPE

Carnival. Merrymaking before Lent.

Bastille Day Celebrations. July 14.

PUERTO RICO

Puerto Rico International Golf Tournament. Professionals compete for trophies, $15,000 in prizes. Berwind Country Club, Rio Piedras. **Feb.**

Carnival In Arecibo. Pre-lenten festivities. Parades, coronations, masquerades, street parties. **Feb.**

Festival De Las Flores/Flower Festival. Annually, fifty acres at the Experimental Station, Rio Piedras, are beautifully landscaped with tropical plants, flowers, trees. **March.**

Holy Week. Elaborate pageants, processions throughout Puerto Rico. Especially Bayamon and Isabela. **March.**

24th Commonwealth Game Fish Tournament. All fishermen invited to register catches for Tourism Department trophies. **April 1-Sept. 30.**

Puerto Rican Theater Festival & Ballets De San Juan Performances. May.

Annual Casals Festival. International concert artists perform under the direction of renowned cellist-conductor, Pablo Casals. **May.**

Patron Saint Festival Of Santiago Apostol. Colorful festivities, traditional costumes, music and street dancing. Celebrated for more than 3 centuries. Loiza Aldea. **July 18-25.**

Paso Fino Horse Show. Salinas. **Aug.**

Patron Saint Festival Of Nuestra Senora De La Monserrate. Dancing, fireworks, fairs, contests, games throughout Puerto Rico. **Sept. 3-8.**

Little League Baseball Championship: Puerto Rico/Latin America Playoff. Sixto Escobar Stadium, San Juan. **Sept.**

Baseball Season. Oct.-Jan.

International Game Fishing Tournament draws top anglers (20 to 30 teams) from all parts of U.S., Hemisphere, to fish for blue marlin, other game fish. Usually first week, **Oct.**

7th Annual "Amateurs Of The Americas" Invitational Golf Tournament. Dorado Beach. **Oct.**

Tourism Department Game Fishing Tournament. Prizes for record-breakers; biggest Marlin to date, 780 lbs. **Oct. 1-March 21.**

Festival Of Puerto Rican Arts. Films, ballet, theatre, music, painting. Old San Juan. **Oct. 15-22.**

Patron Saint Festival Of La Immaculada Concepcion De Maria. Dancing, singing, colorful town plaza celebrations in Mumacao, Guayanilla, Juncos, Las Marias, Las Piedras, Vega Alta, island of Vieques. **Dec. 8.**

Christmas Season. Colorful decorations include "nacimientos" (manger scenes); singing aguinaldos (carolers) roam streets; Dorado and San Germain hold special festivities. **Dec. 18-Jan. 6, Three Kings Day** when children receive presents.

ST. LUCIA

New Year's Festival. Colorful old French fete, Le Jour de L'An takes place on Columbus Square. **Jan. 1.**

Carnival. Queen coronation, pageant, dances, steel band parades. Castries. **February 9-11.**

Fete La Rose. Flower festival honors St. Rose de Lima in country districts. **August 30.**

Harvest Church Festivals. Oct. 1.

TRINIDAD & TOBAGO

Calypso Season. Nightly tents in Port of Spain, Trinidad — calypso's home. **Jan. 2-Feb. 8.** Calypso King, Queen of Bands, Limbo Contests. **Feb. 9.**

Carnival. One of world's most colorful. Street parades of costumed bands, steelbands, competitions, dances. Trinidad, Tobago. **Feb. 10-11.**

Moslem Hosein Festival. Processions in Trinidad. Late in **May.**

Caroni Bird Sanctuary, Trinidad. **July-October.**

games. **December 28-January 1.**

EL SALVADOR

International Fair Of El Salvador. Industrial, commercial, agricultural, handicraft displays. Folk dances, sports, carnivals. **Jan. 20-Feb. 5.**

El Salvador Del Mundo Fiesta honors land's patron saint. Balls, concerts, native handicraft sales, Indian dances, allegorical parades. Last day's beautiful Feast Of The Transfiguration procession carries statue of Saviour. San Salvador. **July 24-August 6.**

Dia Del Indio/Indian Day Celebrations honor Virgen de Guadalupe, Indians' patroness. Colorful costumes. **Dec. 12.**

GUATEMALA

Cristo De Esquipulas. Pilgrimages, Esquipulas. **January 12-15.**

International Industry Exposition. Central American Trade Fair. Guatemala City. Tentatively **March.**

Holy Week. Colorful, traditional in Antigua, Guatemala City; unusual in Lake Atitlan villages. **Feria De Dolores** in Solola. **March 22-28.**

Feria De La Cruz. Amatitlan. **May 1-5.**

Fiestas Julianas, Huehuetenango. **July 12-18.**

Santiago Atitlan Fiesta. Local fair in Santiago Atitlan. **July 22-25.**

Independence State Fair Of Quezaltenango. Quezaltenango. **Sept. 12-18.**

San Andres Fair. Itzapa, Chimaltenango. **November 25-30.**

Santo Tomas Fair. Most colorful. Palo Volador (pole flying); display of White Horse and other local customs. Chichicastenango. **December 15-21.**

HONDURAS

Fair Of San Pedro Sula. Sports events, agricultural and industrial exhibits. San Pedro Sula. **June 23-29.**

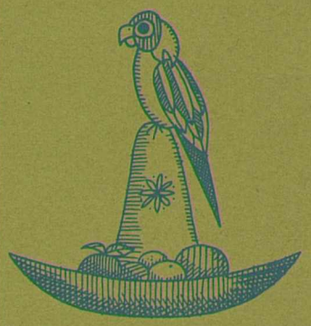
Feria Isidra. Fair at the port of La Ceiba. **May 14-20.**

Holy Week In Comayagua, city of cathedrals. Traditional Birth, Passion and Death of Christ. **March 22-29.**

Olanchito Semana Civica Exposition. Agricultural. Olanchito. **Sept. 10-16.**

Independence Festivals. All Honduras celebrates country's independence with parades, sports events, artistic and literary contests. Particularly Tegucigalpa. **September 14-15.**

Tegucigalpa National Industry Fair, December 1-15.



MEXICO

New Year's Eve & Day. Lively fiestas, fairs in smaller towns. **January 1.**

Day Of The Three Wise Men. Santos Reyes Fiestas where Wise Men are local patron saints. Children's shoes are filled with gifts. **January 6.**

Fair In Ahila features Voladores in pre-Columbian feathered costumes who "fly" from 40-foot pole. **January 8-14.**

Fiesta Of Santa Prisca, patroness of Taxco. Native dances — the White, Moors and Christians, Apaches, Tecomates, Shepherds, and others — and carnival, pilgrimages. Taxco. **January 18.**

San Sebastian Celebrations. Ten days of carnivals and charro (cowboy) stunting. San Luis Potosi. **January 20.**

Indian Dance Festival In Ocoyoacac. Indian dancers gather, present "gladiator", children's dances. **February 27.**

Festival Of The True Cross. Children's dances, plays — including dramatic "cockfight" dance. Taxco. **March 4.**

MEXICO continued

San Marcos Fair. Aguascalientes' annual spring festival attracts the best in mariachi bands, guitarists, bullfighters, charros. Parades, regional dances in costume, folk and popular songs, fireworks, art expositions, large interesting market. Around Saint Mark's Day, **April 25.**

Fiesta In Tehuantepec. Processions, ancient rites, dances, regional arts and crafts displays, and an immense fair. **May 31-June 29.**

Corpus Christi Day. Traditional spring festival throughout Mexico. Especially notable in Mexico City where children in regional costume bring flowers, fruit, sometimes live birds to church — and in Papantla where famed Voladores "fly" at fair. **June 13.**

Fair In Teotitlan Del Valle. Indian handicrafts, native costumes. Dance of the Plume highlights. **July 8.**

Festival In Oaxaca. Colorfully costumed dancers gather, celebrate one of greatest Indian ceremonies. Dates from pre-Columbian times. **July 16-28.**

Independence Day. In 153 year old tradition commemorating Hidalgo's cry of revolution, all Mexico shouts at 11 P.M., night of 15th. **September 16.**

Day Of St. Miguel, patron saint of horsemen, celebrated with fiesta, rodeos, barbecues, horse riding feats throughout brave bull country, in all places named San Miguel. Also notable in Acambay, Atlixco, Cocula, Cozumel, San Miguel Allende, Tealpam, Uruapan, San Luis Potosi. **Sept. 29.**

Day Of St. Joseph Festivities In Cuidad Guzman. Float procession depicts biblical characters. **October 19-21.**

All Souls And All Saints Days. Especially picturesque celebrations in small towns. Candy skulls, skeletons in shops. All Mexico. **November 1, 2.**

Day Of Virgin Of Guadalupe, patroness of the Republic. Most notable celebrations in Mexico City. **December 12.**

Christmas Season. Every night before Christmas "Posadas" reflecting search of Joseph and Mary for shelter before Christ's birth take place throughout Mexico. Especially interesting ceremonies at Oaxaca, Queretaro, San Miguel Allende. **December 16-25.**

PANAMA

Bullfights. Matadors of Mexico, Panama, Peru, Spain, other lands. Palaza de La Macarena. **Dec. 1963-Apr.**

Carnival. Merrymaking. Highlights are Saturday's coronation ceremonies, Sunday's traditional costume exhibitions, Monday's "comparas" (masquerade groups), Tuesday's grand parade. **February 8-11.**

Panama Open Invitational Championship. Panama Golf Club. **February.**

Summer Artistry. Folklore, dances, songs. National Stadium. **Feb.-March.**

Horseracing Classics. Francisco Arias Paredes, **March 3.** Presidente de la Republica, **May 19.** Independencia, **Nov. 3.** Hipodromo Presidente Remon.

Agricultural & Livestock Fair At David at same time as town's patron St. Joseph's festivities. **March 19.**

Panama Holy Week Festivities. March 22-28.

"La Pollera" Festival of Panama's National Costume. **July 20.**

XII International Marlin And Sailfish Tournament. July, August.

Festival De La Mejorana has colorful song contest at Guarare. **Sept. 23-27.**

Independence Festivities. Nov. 3, 4, 5.

Christmas Celebrations include "nacimientos" (crèches), trees, decorations. **December 24-January 6.**

PANAMA CANAL ZONE

Golden Anniversary Week Celebrations commemorate 50th anniversary of Canal's opening in 1914. **August 9-15.**

Canal Zone Guide Service operates sightseeing launch and tours in this area, leased by Panama to the U.S.A. Visitors stands at Gatun (Atlantic side) and Miraflores (Pacific) Locks open daily.

EUROPE

AUSTRIA

Fasching. Carnival time throughout Austria. Winter Balls in Vienna. Celebrated from New Year's Eve to Ash Wednesday. **Dec. 31, 1963-Feb. 12.**

BELGIUM

3rd International Experimental Film Competition. Knokke-Le Zoute. **Dec. 26, 1963-January 2.**

Lovers Fair. Arlon. **January 2.**

Carnival Time. Fools Monday, Ronse, **January 13; Traditional Carnivals** at Aalst, Eupen, Malmedy, elsewhere during **Feb.;** brightly costumed "Gilles" dance day-long in marketplace in **Carnival In Binche, Feb. 11;** Masked **Bal Du Rat Mort** at Ostend, **Feb. 15;** gaily costumed "Chinels" parade in **Carnival At Fosse, March 8;** folklore highjinks, "Blancs Moussis" parade highlight **Carnival At Stavelot, March 8.**

2nd International Agricultural Week· Equipment and products show. Brussels. **February 16-23.**

Brussels New Inventions Show. March 6-15.

Blossom Time. St. Trond region orchards, Watermael-Boitsfort plum, apple, Japanese cherry trees. **Mid-April.**

37th International Industries Fair. Manufacturers from 33 countries, representing over 4,500 firms will exhibit at 1958 Brussels World Fair grounds. Brussels. **April 30-May 11.**

The Queen Elizabeth Of Belgium International Music Competition: Pianists. Public concerts. Brussels. **May.**

Procession Of The Cats. Annual folklore festivities in Ypres, where throughout 1964, city commemorates 50th anniversary of 1914-18 events. **May 9.**

American Metalworking Technology For European Community (AMTEC) Fair. Brussels. **June 3-10.**

Grand Prix De Belgique Auto Races. Francorchamps. **Mid-June.**

Wedding Of The Giants. Ath. **August 23.**

Ghent Annual International Trade Fair. September.

Treaty Of Ghent 150th Anniversary Celebrations. Military bands of U.S., Great Britain, Netherlands, Belgium will participate. Ghent. **Early Sept.**

Charleroi Annual International Technical & Industrial Exposition. Mid-September.

Breughel Festival brings his masterpieces to life. Wingene. **September 15.**

Brussels Food & Household Arts Show. October.

St. Nicholas Day. Children's Christmas preview. **Dec. 6. Christmas Season** sees illuminations, manger scenes, masses throughout Belgium. **Dec.**

"Nuts" Fair. Bastogne. **December 21.**

BULGARIA

International Fair Of Plovdiv. General trade fair. Plovdiv. **September.**

CZECHOSLOVAKIA

10th Review Of Czechoslovak Concert Art. Prague. **April 10-19.**

Warsaw-Berlin-Prague Cycling Race, May 9-24.

19th International "Prague Spring" Music Festival. Prague. **May 12-June 2.**

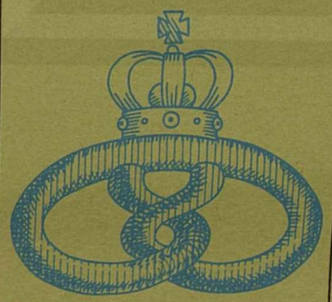
International Bicycle Friendship Race. Frydek-Mistek. **May.**

Marianske Lazne International Music Festival. Marianske Lazne. **May-Sept.**

Chrudim Puppet Festival. Best puppet ensembles are displayed and compete. Chrudim. **July.**

Straznice Folk Song And Dance Festival. Straznice. **July.**

6th Brno International Trade Fair will specialize in engineering. Brno. **Sept. 6-20.**



FRANCE

Nice Mardi Gras Carnival celebrations are linked to antique birth of spring ceremonies. Riviera sees 12 days of float processions, cavalcades, confetti/flower battles, merrymaking — climaxed with fireworks, burning of King Carnival effigy. Nice. **Feb. 1-13.**

"The Three Joyous Days" Carnival. Dunkirk. **February 11.**

Household Arts Exposition. Paris. **February 24-March 15.**

International Salon Of Winter Sports. Show at Grenoble. **March 7-11.**

International Agriculture & Equipment Show. Paris. **March 9-16.**

Easter Celebrations. Notable in Paris, Saint-Benoit-Sur-Loire, Solesmes, Perpignan. **March 29.**

Lyon International Trade Fair. One of the world's biggest commercial displays, attracts over 1,000,000 visitors. Lyon. First 2 weeks in **April.**

8th "Theatre Des Nations" Season of drama, opera, ballet. World's most extensive gathering of noted international troupes. Paris. **April-July.**

Cannes International Film Festival. Cannes. First 2 weeks in **May.**

Joan Of Arc Fetes. Paris, Orleans, Rouen. **May 8.**

The "Bravado" Folklore Festival at St.-Tropez includes merrymaking and magnificent sham battle recreating town's 17th century victory. **May 16-18.**

Paris International Trade Fair. Paris. **May 17-28.**

Festival Of The Gypsies. Gypsies from all over the world attend. Provencal folk dances, horse races, bullfights. One of the most colorful celebrations in France. Saintes-Maries-de-la-Mer. **May 25-26.**

Bordeaux International Music, Drama, Dance Festival. Bordeaux. End **May.**

International Stamp Exposition. Paris. **June 5-21.**

Le Mans Auto Race. Le Mans. **Mid-June.**

Grand Prix De Paris Horse Race. Longchamps Race Track, Paris. **June 28.**

Lyon International Music & Drama Festival. Lyon. End **June.**

Strasbourg International Music Festival. World famous, oldest of all French festivals. Strasbourg. End **June.**

Tour De France Bicycle Race. Throughout France. **July.**

Bastille Day. On July 14, 1789, the Bastille fortress was captured by the people of Paris — anniversary is celebrated throughout France, with military reviews, torch-light processions, open-air dances. Especially notable in Paris, Carcassone. **July 14.**

Aix-En-Provence Music Festival. Aix-En-Provence. Last 2 weeks, **July.**

Avignon Theatre Festival. Avignon. Last 2 weeks, **July.**

Festival Of French Cornwall brings together over 1,000 players of local bagpipes and "bombardes", nearly 2,000 dancers. Quimper. Last week, **July.**

Chamber Music Festival At Menton includes night flower battles, carnival processions, nautical events. First 2 weeks, **August.**

Festival Of The Blue Fishing Nets. Old folklore event benefits sailors' welfare funds. Procession of costumed groups from all over Brittany, dancing and Breton wrestling. Concarneau. **Aug. 19.**

Grand Prix Horseracing. Deauville. **August 30.**

Cannes International Amateur Film Festival. Cannes. Beginning **Sept.**

Wine Harvests in Burgundy, Bordeaux,

INTHERM/International Oil & Gas Heating Trade Fair. Stuttgart. **April 8-12.**

"Juryfreie" Art Exhibition. Berlin. **April 10-May 10.**

German Camping Exhibition. Essen. **April 11-19.**

German Industries Fair. [illegible]ver. **April 25-May 6.**

Walpurgis Night. Harz area. **April 30.**

International May Festival In Wiesbaden. Opera, ballet, art. **May 2-27.**

"Master Draught" Historical Play & Parades. Rothenburg. **May 16-18.**

International Small Enterprise Fair. Handicrafts. Munich. **May 21-31.**

INTERSTOFF/International Textile Exhibition. Frankfurt. **May 26-29.**

Corpus Christi Processions. Especially colorful in Murnau and on Lake Chiemsee. **May 28.**

1200th Anniversary Of Founding Of The Benedictine Abbey. 8 concerts in Ottobeuren in Bavaria. **May 31,** also **July 4, 5; August 8, 9; September 5, 6.**

Pied Piper Plays And Parades. In Hamlin. **June-September.**

Richard Strauss Centennial, Munich, **June 12.**

Mozart Festival. Wuerzburg, 2nd half **June.**

ACHEMA/Chemical Engineering Congress & Exhibition. Frankfurt. **June 19-27.**

14th Berlin International Film Festival. Berlin. **June 26-July 7.**

Operetta On The Rhine. Koblenz. **July-September.**

Kinderzeche/Children's Festival. Pageant, play. Dinkelsbuehl. **July 16-24.**

Wagner Festival. Opens with "Tristan und Isolde", Karl Boehm conducting. Boehm also conducts "Die Meistersinger". "Tannhauser" — 7 performances, Carlo Maria Giulini conducting. "Parsifal" — 4 performances, Hans Knappertbusch conducting. Two entire "Ring" series under Rudolf Kempe. Bayreuth. **July 18-August 21.**

Munich Opera Festival. Munich. **Aug.-September.**

"Spearing The Dragon" Legendary Play & Folk Festival. Furth in [illegible]rian Forest. **Mid-August.**

Historic Shepherd Run & Folk Festival. Markgroingen. **August 29.**

International Leather Goods Fair At Offenbach. Semiannual. **August 29-September 3.**

Frankfurt International Fall Fair. Semiannual general trade fair. Frankfurt. **August 30-September 3.**

DLG/German Agricultural Exhibition. Hanover. **September 13-20.**

IKOFA/International Exhibition Of Groceries & Delicacies. Munich. **Sept. 18-27.**

Oktoberfest/October Beer Festival In Munich attracts thousands, is world famous. International costume parade the first Sunday. **Sept. 19-October 4.**

Berlin Festival Weeks. Theat[illegible]pera, music, art. **September 2-beg[illegible]t.**

119th Cannstatter Volksfest/Cannstatt Folk Festival. Stuttgart. **September.**

International Book Fair. Frankfurt. **October.**

Wine Festivals. Wine-growing districts along Rhine, Mosel, Nahe, Main and Saar Rivers. **October, November.**

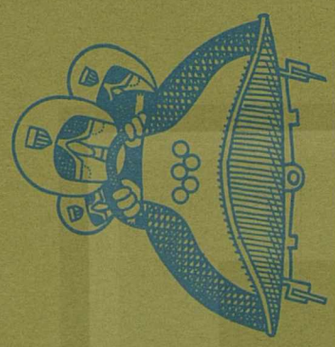
Sausage Mart. Largest German wine festival. Bad Duerkheim. 2nd and 3rd weekends, **October.**

International Berg Isel Ski Jumping. Innsbruck. **January 5.**

International Ladies Ski Races. Badgastein. **January 14, 16.**

International Hahnenkamm Ski Race. Kitzbuehel. **January 17, 19.**

Mozart Festival. Salzburg. **January 29-February 7.**



IX Olympic Winter Games. Planned events include skiing — cross-country, cross-country relay, downhill, slalom and giant slalom; ski jumping; figure and speed skating; ice hockey; tobogganing — single and two-seater; bobsleigh — 2 man bob and 4 man bob; and the biathlon — a cross-country ski race involving rifle range skill. Innsbruck and nearby Igls, Lizum, Seefeld. **January 29-February 9.**

Fool's Night Of The "Wiener Mannergesang Vereines" in Vienna. **Feb. 9.**

Vienna International Spring Fair. One of two most comprehensive Austrian trade fairs. Other is Fall Fair in September. Vienna. **March 15-22.**

WIG 1964/Vienna International Horticultural Exhibition. April 16-Oct. 11.

Vienna International Music And Drama Festival. One of the three great music and drama festivals of Austria. Vienna. **May 23-June 21.**

Graz Summer Festival. Graz. **June-July.**

15th World Postal Congress. Vienna. **June-July.**

Folklore Evenings. Most notable at Salzburg, Innsbruck, Mayrhofen, Seefeld, Bad Aussee. Summer, **June-September.**

Bregenz International Music And Drama Festival. The second great music and drama festival of Austria. Bregenz. **July 24-August 23.**

Salzburg International Music And Drama Festival. "Queen of Festivals", oldest and ranking European summer festival; the third great Austrian music, drama festival. Includes famed "Everyman" performances in front of Cathedral. Salzburg. **July 26-August 31.**

Austrian Central Agricultural Fair. Fair, festival. Wels. **August 29-Sept. 6.**

Wine Districts Vintage Festival. Sept.-October.

Spanish Riding Academy Performances. Famous Lippizzaner horses put through their paces. Sundays, **Sept.-mid-Dec., March-June.** Saturdays, **September-June.**

Vienna Philharmonic, Vienna State Opera, Vienna Symphony & Volksopera performances in Vienna. **Sept.-June.**

Vienna International Fall Fair. Second comprehensive Austrian trade fair. First is Spring Fair. **September 13-20.**

Vienna Boys Choir sings every Sunday and Holiday at Hofburgkapelle, Vienna. **Mid-September–end of June.**

12th Plowing World Championship. Vienna. **September 21, 27.**

Graz Fall Fair. Graz. **October 3-11.**

AZORES

Ponta Delgada & Senhor Santo Cristo Dos Milagres Festivals. Religious celebrations, St. Miguel's. **May 2-4.**

Cavalhadas De S. Pedro. Folklore show in Ribeira Grande, St. Miguel's. **June 29.**

Santa Maria Festivals. Dances, songs, parades. Santa Maria's. **August 14-16.**

Bom Jesus Da Pdra Festivals. Popular festivities at Vila Franca do Campo, St. Miguel's. **August 28-30.**

DENMARK

International Cat Show. Copenhagen. **January 24-26.**

Scandinavian Boats & Yachting Exhibition. Copenhagen. **February 13-22.**

Biennial International Automobile Exhibition. Copenhagen. **Feb. 28-March 8.**

International Textile Exhibition/Tex-Fair. Men's wear, knitwear, lingerie, furniture, fabrics, carpets, linen. Aalborg. **April 7-12.**

Triennial International Plastics Fair/Nord-Plast. Copenhagen. **April 10-19.**

Dyrehavsbakken. Famous open-air fun fair opens in Klampenborg near Copenhagen. **April 24–end of August.**

Scandinavian Vacation Fair. Houses, huts, tents, trailers, angling and golf accessories, sports articles. Hjorring. **April.**

Tivoli Gardens in Copenhagen are world famous, renowned for their rich variety of entertainment including daily concerts, weekly symphonic concerts, vocal and instrumental soloists, pantomime, ballet, all kinds of "Luna Park" entertainment, excellent restaurants. **May 1-September 13.**

International Heatings Fair. Copenhagen. **May 4-10.**

Scandinavian Hardware Fair/Scan-Fair. Aalborg. **May 5-10.**

Royal Danish Ballet And Music Festival. Royal Danish Ballet, outstanding Danish and international artists, conductors, musicians present programs of unusual interest. Copenhagen. **May 15-31.**

Football: Denmark vs The Rest Of Europe. Celebration of 75th anniversary of Danish Football Union. Copenhagen. **May 23.**

International Society Of Contemporary Music: World Festival. Copenhagen. **May 28-June 3.**

Viking Festival. 12th season. Frederikssund. In **June.**

American Independence Day celebrated since 1912 in Danish-American National Park, Rebild near Aalborg. **July 4.**

Scandinavian Design Cavalcade In Denmark. Copenhagen. In **Autumn.**

Royal Theatre Season starts. Drama, opera, ballet. Copenhagen. **Sept.**

International Fisheries Fair. Copenhagen. **September 11-21.**

National Horticultural Exhibition. Copenhagen. **October 2-11.**

International School Exhibition. Copenhagen. **October 19-25.**

FINLAND

International Porrassalmi Skiing Competition. Kuopio. **January 18-19.**

100th Anniversary Exhibition Of Finnish Artist Association in Helsinki. **February 2-23.**

World Championship Skating. Helsinki. **February 22-23.**

Kalevala Day. National epic. **Feb. 28.**

Salpausselka International Winter Games. Lahti. **March 7-8.**

"The Sea Is Calling" Sailing & Navigation Exhibition. Turku. **March 7-13.**

Ounasvaara Winter Games. Rovaniemi. **March 21-22.**

Lady Day, Church Festival Of The Lapps. Enontekio and Inari in Finnish Lapland. **March 25.**

Walpurgis Night. Spring and student festival in all Finland. **April 30.**

Elaintarha Grand Prix. International car and motorcycle races in Helsinki. **May 17.**

Sibelius Week. Concerts, opera, theatre performances. Helsinki. **June 4-12.**

18th World Medical Association General Assembly. Helsinki. **June 13-19.**

Midsummer Night Festivals. Celebrations throughout Finland; main festivals — Aavasaksa and Ounasvaara, Finnish Lapland. **June 19.**

7th Pentacostal World Conference. Helsinki. **June 23-28.**

Aleksis Kivi Drama Festival. Principal works of the Finnish author are performed at his birthplace, Nurmijarvi. **July 5-6, 12-13.**

International Farming & Industry Fair Of Turku. Turku. **July 25-Aug. 2.**

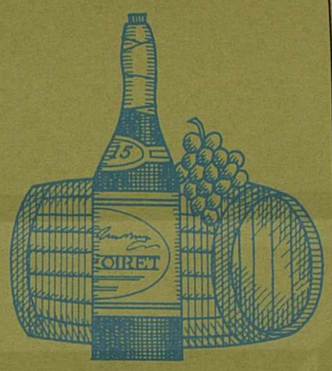
Finnish Art Industry Exhibition. Helsinki. **August-September.**

Scandinavian Design Cavalcade In Finland. Helsinki. **August-September.**

Music Festivals In Jyvaskyla. Mid-August.

International Helsinki Fair. Finnish trade fair. Helsinki. **September 17-27.**

European Trade Fair. Strasbourg. **Mid-September.**



Marseille International Trade Fair. Marseille. **September 24-October 5.**

Pilgrimage, Mont-Saint-Michel. Sept. 29.

65th Paris International Automobile Show. Opens the Winter Season in Paris. **October 1-11.**

Wine Harvest Festival In Montmartre. Paris. Early **October.**

Saint Theresa Pilgrimage. Lisieux. **October 3.**

Grand Prix De L'Arc De Triomphe Horse Race. Longchamps, Paris. **Oct. 4.**

Festival Of The Three Marys. Saintes-Maries-de-la-Mer. **October 29-30.**

Gastronomic Fair justifies renown of Burgundy's food, cooking, wines. Dijon. First 2 weeks, **November.**

Les Trois Glorieuses. 3 days devoted to the glory of Wine; sales, auctions, banquets, tastings. Nuit-Saint-Georges, Beaune, Meursalt. **Mid-Nov.**

Opening Of Winter Ski Season. Chamonix, Megeve, Courchevel, Val d'Isere. Beginning **December.**

Santon Fair. "Santons" are delightful clay figurines — traditional Nativity and local personalities — for the Christmas creches of France. Moulds are handed down, father to son, in score of families from Nice to Marseilles. Marseilles. Last 3 weeks, **December.**

Christmas Celebrations. Throughout France. Following are notable. "Offering Of The Lamb" at Allauch, Arles, Les Paux, Jouques, St-Michel-de-Frigolat, Aix-en-Provence. Living Creche at Luceram, Chateauneuf-en-Auxois. Sacred Music and Gregorian Chant at Solesmes, St-Benoit-sur-Loire, Dourgnes, Liguge, Paris. **Dec. 24-25.**

GERMANY

Monumenta Judaica — Exhibition. Cologne. **October, 1963-March.**

International Green Week. Agricultural fair; horse show; social and art events. Berlin. **January 24-Feb. 2.**

Cologne International Furniture Fair. Cologne. **January 28-February 2.**

10th International West German Short Film Festival. Oberhausen. **Feb. 3-8.**

Carnival Celebrations at their height in Bonn, Cologne, Dusseldorf, Freiburg, Mainz, Munich. **February 9, 10, 11.**

International Leather Goods Fair At Offenbach. Semiannual. **Feb. 15-20.**

Frankfurt International Spring Fair. Semiannual general trade fair. Frankfurt. **February 16-20.**

International Household Goods & Hardware Fair. Cologne. **Feb. 21-24.**

Nuremburg International Toy Fair. Nuremburg. **February 23-28.**

Richard Strauss Memorial Festival. 12 operas. Munich. **February 23-Mar. 15.**

Berlin Fashion Weeks. March 2-12; April 13-23; September 7-15; October 12-22.

International Boat, Camping, Travel & Hobby Show. Berlin. **March 6-15.**

Polish Pantomime Theater. Essen. **March 8.**

German Construction Machine Exhibition — BAUMA. Munich. **March 14-22.**

St. Georgi Ride And Folk Festival. Traunstein in Bavaria. **March 30.**

German Shakespeare Society Centennial honors the Bard of Avon's 400th birthday. Bochum. During **April.**

Berlin International Book Exhibition. Berlin. **October 20-December 6.**

Christkindlesmarkt/Christmas Fair dates back to 16th century. Choirboys, orchestral music, Nativity scene surrounded by enticing booths are elements of opening ceremonies. Nuremburg. Additional Christmas fairs in Berlin, Frankfurt. **December 4-24.**

GIBRALTAR

Gibraltar Festival. Combines [illegible]s of various aquatic competitions, [illegible]ts of drama festivals, recitals, concerts (those inside St. Michael's Cave are highlights), midnight cabaret cruises. **July.**

GREAT BRITAIN

ENGLAND

International Boat Show. London. **January 1-11.**

International Hotel & Catering Exhibition. London. **January 1-30.**

International Toy Fair. Harrogate. **January 11-17.**

Cruft's Dog Show. World's largest. London. **February 7-8.**

Grand National Steeplechase Meeting. "World's most exciting" horse race. Aintree near Liverpool. **March 19-21.**

Boat Race: Oxford vs Cambridge. River Thames, Putney — Mortlake. **March 28.**

400th Anniversary Celebrations Of Shakespeare's Birth. Famed foreign companies — Berlin Schiller Theatre, Comedie Francaise, Moscow Arts Theatre, Piccolo Theatre of Milan, Stratford Ontario Company — will perform as part of celebrations planned throughout Britain. At Stratford-upon-Avon — great players in the great plays, exhibition of the Bard's life and times, new Shakespeare center opens. "Othello" will be the new National Theatre's first production. "Macbeth", "The Tempest" at Mermaid Theatre; "Henry V" in Regent Park; "Cymbeline" at Colchester; Verdi's "Macbeth", "Otello", "Falstaff", Britten's "Mid-Summer Night's Dream" at Covent Garden Opera; more drama at Lincoln; notable exhibitions in London, Edinburgh, at the "Elizabethan" Gore Hotel; additional festivities at many other locations. **April 23-December.**

International Hardware Trade Fair. London. **April. 27-May 1.**

Royal Academy Summer Art Exhibition. London. Early **May–mid-August.**

International Advertising Exhibition. London. **May 4-9.**

International Mechanical Handling Exhibition & Materials Handling Convention. London. **May 5-15.**

Royal Windsor Horse Show. Home Park, Windsor. **May 14-16.**

Glyndebourne Opera Festival. Glyndebourne. **May 20-August 16.**

Chelsea Flower Show. London. **May 26-29.**

International Industrial Finishes Exhibition. London. **May 26-29.**

Epsom Summer Flat Racing Meeting. The Derby, The Oaks. Horse racing at Epsom Downs. **June 2-5.**

World Book Fair. London. **June 10-20.**

Antique Dealers' Fair & Exhibition. London. **June 10-25.**

Wimbledon Lawn Tennis Championships. Wimbledon. **June 22-July 4.**

International Machine Tool Exhibition. London. **June 25-July 9.**

Royal Windsor Rose Show. Castle Grounds, Windsor. **July 10-11.**

Festival Of Early Music. Haslemere. **July 10-18.**

24th Flying Display And Exhibition. Royal Aircraft Establishment. Farnborough, London. **September 7-13.**

International Commercial Motor Transport Exhibition. London. **Sept. 25-October 3.**

International Motor Show. London. **October 21-31.**

Royal Auto Club Veteran Car Run. London to Brighton. Early **November.**

Royal Smithfield Show & Agricultural Machinery Exhibit. London. **Dec. 7-11.**

NORTHERN IRELAND

Royal Ulster Agricultural Show And Industrial Exhibition. Balmoral, Belfast. **May 27-30.**

SCOTLAND

Scottish Dairy Show And National Stallion Show. Glasgow. **Feb. 11-15.**

Common Riding celebrates Scottish victory. At Hawick, **June 5, 6.** At Selkirk, **June 12, 13.**

Guid Nychburris Festival. Spirited celebrations at Dumfries with a riding of the marches. **June.**

Open Golf Championship At St. Andrews. July 8-10.

Edinburgh International Festival Of Music And The Arts. Edinburgh. **Aug. 16-September 5.**

Enterprise Scotland/Scottish Industries Exhibition. At Kelvin Hall, Glasgow. **September 3-19.**

Royal Highland Gathering Of The Clans And Highland Games. Braemar. Provisionally on **September 10.**

WALES

Urdd National Eisteddfod. Welsh League of Youth county representatives compete in arts, crafts. Portmadoc. **May 17-24.**

Llandaff Festival. Music — commissioned works are performed — and the visual arts. Cardiff. **June.**

International Eisteddfod Llangollen. Annual Welsh festival of music and the arts. Musicians and folk dancers gather from all parts of the world to compete. A colorful and moving spectacle. Llangollen. **July 7-12.**

Royal National Eisteddfod Of Wales. National competitions in arts and crafts, including as part of 400th Anniversary Celebrations Of Shakespeare's Birth — "King Lear" in Welsh. Swansea. **August 3-9.**

Festival Of Music And The Arts At Swansea. Orchestral concerts, art and book exhibitions, drama. **October.**

GREECE

Carnival. Festivities, processions, dancing, and chocolate and flower battles. In Patras, other principal towns of Greece. **March 14-15.**

Easter Celebrations. Picturesque feasts, folk dances, outdoor festivities throughout Greece. **March 27-29.**

"Byzantine Art — A European Art" International Exhibition. 9th in the Council of Europe series. Byzantine art treasures including paintings, sculptures, handicrafts from Council member states, the U.S., the Vatican, other lands. At the Zappeion Megaron in Athens. **April 1-June 15.**

Sound And Light Pageant At The Acropolis. Historical events re-enacted via music, script, floodlighting. Performances in English, French, Greek. Hill of the Pnyx, Athens. **April 15-October 15.**

Rhodes Sound And Light Pageant. Castle of the Knights of St. John of Jerusalem, island of Rhodes. **April-October.**

Carnival. 12th National Carnival for Children, with masked pageants, allegorical float parades at Bologna; Carnival Opera Season at Teatro Sociale in Como; Maremma Carnival in Follonica; notable traditional celebrations at Acireale, Paterno, Putignano, Viareggio. During **February.**

Sa Sartiglia. After mediaeval ceremonies, masked riders throw lances at a suspended star. Oristano. **February.**

International Samples Fair At Milan. General trade fair. **April 12-25.**

Calendimaggio Festival. Traditional musical contest — in mediaeval costumes — between two ancient quarters of Assisi. **April.**

Boboli Gardens Football Game And Procession, both in 16th century costume. Florence. **May.**

Festival Of Sant'Efisio includes one of the most picturesque costume parades in the world. Cagliari. **May.**

Sardinian Cavalcade. Traditional songs, dances, handicraft exhibit, welcome visitors. Sassari. **May.**

The Bridge Game recalls the one held in the 13th century, with about 800 costumed participants. Pisa. **June.**

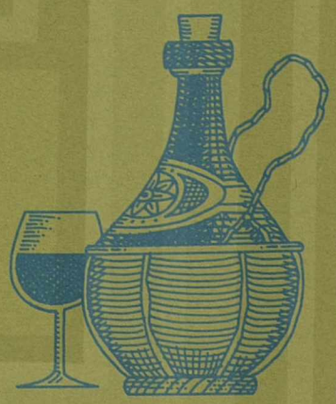
Mille Miglia/International Car Race. Brescia. **June.**

16th International Samples Fair At Trieste. Trade fair. **June-July.**

42nd Opera Season At The Arena. Oldest Italian open-air opera season. Verona's Roman Arena provides perfect acoustics. **July 15-August 15.**

"Fresco Notturno" on the Grand Canal, Venice. Magnificent illuminations and floating concerts. **August.**

Joust Of The Quintana And Patronal Festival. 15th century costume pageant, Palio flag contest, Race of the Ring, Quintana Tournament, evening torchlight procession. Ascoli Piceno. **August.**



The Palio Of The Contrade. Procession with costumes, flags, decorations of the Middle Ages precedes a colorful horse race. Jockeys carry the colors of ten districts of Siena. **August.**

27th International Film Festival At Venice. World's oldest, most complete film festival — includes retrospective showings. **August-September.**

Chess Game with colorful living pieces. Marostica. **September.**

42nd Motorcycle Grand Prix. Monza. **September.**

Grape Festival. Cagliari. **September.**

Traditional Illuminations Of The Santa Croce. One of the most ancient Catholic festivals. Lucca. **September.**

38th Joust Of The Saracen in Piazza Vasari, Arezzo. **September.**

Autumn Festival Of Opera And Theatre Novelties. Repertory operas and new works at Bergamo. **Sept.-October.**

Italian Machine Tool Exhibit. Milan. **October.**

Finals: 7th International Contest For Young Opera Singers. Regio Theatre, Parma. In **October.**

46th International Motor Show. Exhibitions Palace, Turin. **November.**

LUXEMBOURG

Wine Fairs at Wellenstein. March 17-

NORWAY

International Monolith Cross-Country Ski Race. Frogner Park, Oslo. **Jan. 5.**

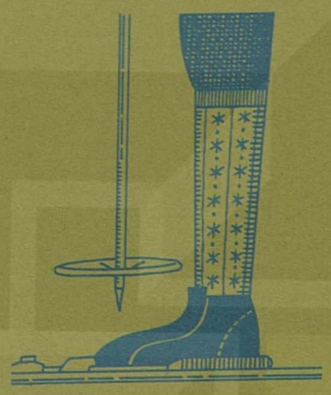
European Speed Skating Championship. Oslo. **January 18-19.**

Fair At Kongsberg. Folk dances, Hardanger fiddle contest. **February.**

International Automobile Winter Rally. 800 kilometers. Oslo. **February.**

Holmenkoll Ski Week. Famous international ski meet. Slalom, downhill, cross-country races; ski jumping contest. Oslo. **March 12-15.**

Birkebeiner Ski Race. Several hundred competitors race ancient Viking route, Rena to Lillehammer. **March 22.**



Fjord Blossom Time. May-June.

Fredrikstad Industrial Design Colony. Outstanding arts, crafts center in restored fortress town. **May-Sept.**

Constitution Day Celebrations. May 17.

International Grieg Festival. Concerts by world famous orchestras and soloists, recitals, pageantry, folklore, theater, drama, ballet, folk dances. Grieg's home, Bergen. **May 22-June 7.**

Grieg's Birthday. Concert, folk dancing at Lofthus. **June 15.**

International Grand Lodge Of Druidism 12th World Congress, Oslo, **June 21-25.**

Midsummer Night. Bonfires, fireworks, dancing everywhere. Special celebrations in Oslo, Lillehammer. Colorful peasant wedding, Voss. **June 23.**

Joint Norwegian-American 4th Of July Celebrations at Sandefjord. Dancing, entertainment, fireworks. **July 4.**

Fjord Ski Festival At Geiranger. Glacier slalom, water skiing. **July 4-5.**

Olsok Eve. Historical play commemorates Viking King, St Olav, at Stiklestad near Trondheim. Special celebrations at Hovringen, Maurseth, Lofthus. Bonfires in many places. **July 29.**

International Sea Fishing Festival. Stavanger. **August 17-22.**

International Jazz Festival. Molde. **August.**

Scandinavian Design Cavalcade In Norway. Arts and crafts, and home furnishings displayed . . . a shopping opportunity. Oslo. **September 1-30.**

Norwegian Shoe Fair. Oslo. **Sept. 29-30.**

State Autumn Exhibition. Annual show of contemporary Norwegian creative art. Oslo. **October 1-28.**

Norwegian Artists' Christmas Exhibition. Annual show and lottery of Norwegian paintings. Oslo. **Dec. 5-23.**

POLAND

International Ski Competition. Cup Beskidy. Vistula-Szczyrk. **Feb. 14-16.**

International Ski Competition. Bronislaw Czech's Memorial. Zakopane. **March 21-22.**

Chopin Concertos at his birthplace, Zelazowa-Wola. Sundays, **May-Oct.**

Jagiellonian University 600th Anniversary. Colorful "Juvenalia", old student festivities. Cracow. **May 5-24.**

8th International Book Fair. Warsaw. **May 14-24.**

Lowicz Days. Folk art festival with folk costume Corpus Christi procession. Lowicz. **May 28.**

Cracow Days. "Lajkonik" commemoration, traditional festivities, procession,

SAN MARINO

Festival Of St. Agatha. February 5.

International Pigeon And Clay Pigeon Shooting Contests. Mediterranean Trophy awarded. **June-July-August.**

International Tennis Tournament. Category III. **August.**

Children's Song Festival. August 15.

Festival Of San Marino. September 3.

SPAIN

Cadiz Folklore Festival. Parade of over 3,000 grotesque masks, floats, bands, choirs, jesters, flower battles, highlight huge event. Cadiz. **February.**

"La Pasion" Sacred Drama Performances start **February 16,** thereafter on all Sundays in Lent, throughout Holy Week. Cervera, Borjas Blancas, Palau de Anglesola in Lerida; Molins de Rey, Esparraguera, Olesa de Montserrat in Barcelona; Ulldecona in Tarragona.

Magdalen Festival. El Prego cavalcade; Gayates night procession; Romeria to St. Mary Magdalen Sanctuary; sports, bullfights. Castellon. **March 1.**

Machine Tool Fair At Bilboa. March 3-12.

Fallas De San Jose/St. Joseph's Day Bonfires. Over 100 giant statues erected, then burned. Festivities, bullfights. Valencia. **March 10-19.**

Holy Week. Magnificent celebrations throughout Spain. **March 22-29.**

Seville Spring Fair. Most important in Spain. Bullfights, parades, dances, festivities. Seville. **April 8-12.**

Bullfighting Season. Spring to **mid-Autumn.**

Madrid International Agricultural Fair. Biennial. Madrid. **May.**

42nd Valencia International Samples Fair. Valencia. **May 1-20.**

Nuestra Senora De La Salud Festival & Fair. Procession, folk dances, bullfights. Cordova. **May 25-June 5.**

13th International Festival Of Music And Dance At Granada. June.

Barcelona International Samples Fair. Barcelona. **June 1-20.**

St. James Day Festivals. Floral games, flower battles, musical competitions, bullfights in Valencia. Procession, fireworks, folk songs and dances in Santiago de Compostela. Also notable in Santander. **July.**

13th International Festival Of Music And Dance At Santander. July-August.

10th International Festival Of Music And Dance At Seville. September.

SWEDEN

Hindersmassen. Largest market fair with mediaeval traditions in Central Sweden. Orebro. **January 22-24.**

Great Lapp Winter Fair. Jokkmokk. **February 6-8.**

Vasa Cross-Country Ski Race. World's longest, 55 miles. Commemorates King Gustav Vasa's unification of Sweden. Salen/Mora. **March 1.**

Biennial Artificial Textiles Exhibition. Goteborg. **March 14-28.**

International Swedish Boat Show. Goteborg. **April 2-12.**

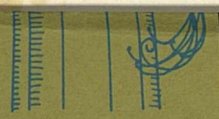
Walpurgis Night Celebrations. Spring festivities. All Swedish. **April 30.**

47th International Swedish Industries Trade Fair. Goteborg. **May 15-24.**

Stockholm Festival. Opera, concerts, ballet, drama, in Stockholm. Beginning in **June.**

Drottningholm Theatre. Classic ballet, opera. Stockholm. **June-early Sept.**

46th Skane Fair. Consumer goods exhibition. Malmo. **June 5-14.**



Epidavros Festival. The National Theatre of Greece presents the great ancient Greek classical dramas in the world's most perfect classical theatre. Epidavros. **June-July.**

Athens Festival. International talent in all the arts in theatre, ballet, opera, concert programs. Herod Atticus Theatre at foot of the Acropolis, Athens. **End July–mid-September.**

International Trade Fair In Thessaloniki. General trade fair. **September.**

Daphni Wine Festival. For a small fee, sample over 60 varieties of Greek wines. Folk songs, dances. Daphni, near Athens. **September.**

HUNGARY

Budapest International Fair. Mid-May.

Szeged Open Air Festivities. Szeged, south of Budapest. **July 15-August 15.**

Budapest Musical Weeks. September-October.

Vintage Festivals. Autumn.

ICELAND

Theatre Season. Plays, musical concerts, opera. Reykjavik. **Winter.**

Winter Sports. Highland skiing, indoor swimming, tournaments, competitions. **February-April.**

The Western Islands Fair. First week, **August.**

The Sheep Roundup. Colorful roundup of more than 1,000,000. **Sept. 20-25.**

Althing, world's oldest parliament in session in Reykjavik. **October-Nov.**

IRELAND

St. Patrick's Day. All Ireland. **March 17.**

Irish Grand National. Fairyhouse. **March 30.**

Royal Dublin Society Spring Show And Industries Fair. The "shop-window" of Irish industry and agriculture. Ballsbridge, Dublin. **May 5-9.**

Cork International Choral Festival. The leading choirs of most European countries compete. Cork. **May.**

14th Fleadh Cheoil Na h-Eireann. Up to 1,000 traditional musicians — accordionists, balladists, dancers, fiddlers, flautists, pipers, singers — gather annually to compete. **Early June.**

Dublin International Music Festival. Orchestral, celebrity, record concerts. Recitals. Opera. **Early summer.**

Carroll's "Sweet Afton" £5,555 Open Golf Tournament. Dublin. **July 16-19.**

Pilgrimages To Croagh Patrick. Saint's Holy Mountain. County Mayo. **July.**

Galway Horse Races. Galway. **July, August.**

Dublin Horse Show. World's best show-jumpers, riders compete in social, sporting highlight. Trade fair, flower show, bloodstock sales. **August 4-8.**

Cork International Film Festival. Cork. **September.**

Dublin Theatre Festival. Outstanding productions from Ireland and abroad. Dublin. **September.**

Wexford Festival Of Music And The Arts. Recitals with internationally known artists. Orchestral, celebrity concerts. Opera. Wexford. **October.**

ITALY

Opera Seasons. At Bari in **January;** Bergamo, **Sept.-Oct.;** Bologna's Communal Theatre, **Dec.;** Catania's Massimo Bellini Theatre, **Feb.-April;** Como, **Feb.;** Florence's Communal Theatre, **Dec. 1, 1963-Jan. 31** and **July;** Milan's Scala Theatre, **Dec. 7, 1963-June** and Piccola Scala, **Dec. 26, 1963-June;** Naples' San Carlo Theatre, **Nov., 1963-May** and Phlegrean Arena, **July-Aug.;** Palermo's Massimo Theatre, **January-May;** Parma's Regio Theatre, **Dec., 1963-Jan.;** Reggio Emilia's Municipal Theatre season opens in **Jan.;** Rome's Opera Theatre, **Dec., 1963-May** and Caracalla Open Air Theatre, **July-Aug.;** Treviso, San Martino Trevigiano Opera Season at San Carlo Theatre in **Nov.;** Trieste's Verdi Theatre, **Feb.-March;** Verona's Roman Arena, **July 15-Aug.15.**

International Boat Show At Genoa. January 25-February 5.

Grevenmacher, **April 2;** Remerschen, **May 1;** Wormeldange, **May 21;** Remich, **July 21.**

L'Emaischen. Popular ancestral fete. Luxembourg. **March 30.**

Our Lady Of Luxembourg Pilgrimage Procession. Luxembourg. **May 3.**

Spring Prozession. Participants dance 5 steps forward, 3 back in fantastic Whit-Tuesday procession honoring St. Willibrord. Echternach. **May 19.**

International Trade And Industries Fair. Luxembourg. **May 21-31.**

Flower Show at Mondorf-Les-Bains. **May.**

Open Air Theatre Festival at Wiltz. **August.**

Schobermesse / Annual Amusement Fair is open. End **Aug.**-beginning **Sept.**

Wine And Grape Festivals at Schwebsingen, **Sept. 6;** in vineyard towns of the Moselle during **October.**

MALTA

Carnival in Valletta. **February 8-11.**

Good Friday Village Processions. March 27.

Traditional "Imnarja" Folk Festival. Music, singing, dancing, and horse and donkey street races. **June 28-29.**

Malta International Trade Fair. Valletta. **July 1-15.**

National Day Regatta. Grand Harbour. **September 8.**

MONACO

IV International Television Festival. January.

Monte Carlo Automobile Rally. Participants from all Europe enter this difficult and famous rally. **Jan. 18-25.**

Feast Of Sainte Devote, patron saint of Principality. **January 27.**

International Regattas. Monaco Yacht Club. **March 29-April 5.**

Automobile Grand Prix. The immensely difficult course attracts the most celebrated racing drivers. **May 10.**

National Orchestra Of Monte Carlo Grand Opera Concerts. International soloists. **Late July-early August, Nov.**

International Mediterranean Big Game Fishing Championship. Sept.

National Festival Of Monaco. Charming festivities honor Prince, Princess; Palace Square parade; Te Deum in Cathedral; fireworks; Opera gala; other public festivities. **November 19.**

NETHERLANDS

Folk Carnivals. Provinces of Limburg, North Brabant. **February.**

International Exhibition Of Commercial Vehicles. Amsterdam. **Feb. 6-16.**

International Exhibition Of Motorcycles, Scooters, Bicycles, Motorized Bicycles. Amsterdam. **Feb. 28-March 7.**

Utrecht International Spring Trade Fair. General consumer goods. Utrecht. **March 9-17.**

International Technical Fair. Utrecht. **March 9-17.**

Keukenhof Gardens National Flower Show in Lisse, heart of renowned Haarlem to Leiden coastal bulb district. Narcissi, hyacinths, tulips, variety of smaller bulb plants in 60 acre garden. **End May–mid-March.**

Madurodam/Miniature Dutch Community built on scale 1/25 actual size. The Hague. Open beginning **April–end September.**

The Bulb District Grand Flower Procession. Sassenheim — Lisse — Hillegom and back. **April.**

International Sugar Exhibition. Triennial. Amsterdam. **April.**

MACROPAK/International Packaging Exhibition. Amsterdam. **April 14-21.**

International Household Fair. Amsterdam. **May 1-10.**

Cheese Market. Alkmaar. Friday mornings, **May–end September.**

Grand Prix Of The Netherlands. International car races at Zandvoort. **May** or **June.**

Holland Festival Of Music, Opera, Ballet And Drama. Symphony orchestras and opera, ballet, drama groups from all over the world. Amsterdam, The Hague, Rotterdam, Scheveningen, other towns. **June 15-July 15.**

Tilting At The Ring. Isle of Walcheren. **August 20.**

Delft Tattoo. Delft. **End August–early September.**

Utrecht International Autumn Trade Fair. Utrecht. **Autumn.**

Short Films Festival. Cracow. **June 1-7.**

International Riding And Jumping Tournament. Olsztyn. **June 1-10.**

33rd International Poznan Fair. Biggest trade fair in Middle, Eastern Europe. Poznan. **June 7-21.**

Wianki/The Garlands. St. John's Night festivities at Cracow, Gdansk, Warsaw, on Vistula River. **June 23, 24.**

Maritime Days. Sea towns. **June 23-29.**

19th Chopin Festival. Duszniki. **August.**

International Song Festival At Sopot. August.

Harvest Home Day. Folklore celebration. Warsaw. **September 6.**

8th International Contemporary Music Festival. Warsaw. **September 19-27.**

PORTUGAL

Grand Annual Carnival Festivities In Estoril attract artists, celebrities to year-round resort town. Festivities include receptions, dances, flower battles, illuminations. **February 8-11.**

Annual Fair Of St. Matthew. Traditional fair, with pottery, domestic articles, clothing, furniture exhibits. Abrantes. **February 24-March 5.**

Great March Fair & Exhibition. Popular annual trade fair includes "Barcos Fair" with prizes awarded best decorated "moliceiros" boats. Aveiro. **Mar. 25-April 25.**

Great Annual Fair Of The Ribatejo. Colorful night festivities; folk dances; agricultural, trade exhibits. Santarem. 1st fortnight, **May.**

June Celebrations/Traditional Annual Festival Of St. Goncalo. Colorful folklore, fireworks, festivities and flower battles. Amarante. **June 6, 7.**

Lisbon International Trade Fair. General trade fair. Lisbon. **June 9-23.**

Great Festival Of The Red Waistcoat. Bulls run free in the streets; free-for-all catching. Campinos (cowboys) parade; fireworks; bullfights; campinos, fisherfolk dances; fun festivities; great regional supper. Vila Franca de Xira. **July 4, 5** (or **11, 12**).

Great Festival & Fair Of St. Walter. Famous fancy dress "March Gualteriana" with allegorical floats, folklore groups highlights. Handicrafts, fireworks, bullfights. Guimaraes. **Aug. 1-3.**

"Our Lady Of Nazare" Great Annual Festivities. Religious solemnities and colorful folklore displays, fairs, bullfights. Nazare. **September 8-14.**

Annual Fair, Vila Franca De Xira. Campinos parade, bullfights, cattle show, amusements — and again, bulls to be caught in the streets. **Oct. 4-12.**

Annual Halloween Fair. Cartaxo. **Nov. 1-3.**

Annual November Fair Of St. Martin. One of Portugal's most important, popular fairs. Penafiel. **November 1-20.**

Fair Of St. Martin. Accent on horses, with famous **Horse Show** held **Nov. 10-12.** Golega. **November 10-30.**

Great Festival Of St. Sylvester. World's most spectacular New Year's Eve festivities — great fireworks over Funchal Bay, Madeira Island. **December 31.**

RUMANIA

International Gymnastic Championship. May 29-31.

Rumania/Italy Soccer. June 14.

Biannual Folklore Festival. July-Aug.

George Enescu Festival. Sept. 9-21.

International Iceskating Competition. November 9, 10.

Midsummer. Celebrations, open-air folk music performances throughout Sweden. Especially colorful festivities in province of Dalarna. **June 19-20.**

"Arnljot" Drama. Open-air performances of the Viking hero legend. Froson (Ostersund). In **July.**

Stanga-spelen. Ancient Gotland athletic games. Stanga (Gotland). **July 5.**

Visby Festival. Mystic pageant opera. Visby. **July 15-August 15.**

"The Road To Heaven" is open-air allegorical play. Leksand. **Mid-July.**

22nd International St. Erik's Fair. An important general trade fair in Stockholm. **September 2-13.**

Scandinavian Design Cavalcade In Sweden. Series of exhibitions, special programs of Swedish applied art, industrial design. Stockholm, also Malmo, Goteborg. During **Sept.**

Stockholm Technical Fair & International Engineering Exhibition. Stockholm. **October 2-8.**

Skansen Christmas Fair. Craftsmen are seen at their work in authentically restored Guild Houses. Open-air booths, parades. Stockholm. **Dec. 6, 13.**

St. Lucia's Day. Festival of Lights opens Christmas season. "Lucia Queens" head processions throughout Sweden. **December 13.**

SWITZERLAND

9th International Adelboden Ski Meet. Adelboden. **January 5, 6.**

26th International SDS Ski Races For Ladies. Grindelwald. **January 7-10.**

34th International Lauberhorn Ski Races. Wengen. **January 11, 12.**

21st International Mont-Lachaux Ski Trophy. Crans, Montana. **Jan. 18, 19.**

19th International Ski Jumping Contest For Montgomery Cup and Birger-Rund Cup for Juniors. Gstaad. **Jan. 26.**

Fasnacht/Carnival In Basel. Feb. 17-19.

6th International Sport & Tourist Exhibition. Lausanne. **February 29-March 8.**

34th International Geneva Motor Show. 17 countries' products. **March 12-22.**

18th International Gornergrat Ski Derby. Zermatt. **March 13-15.**

34th Diavolezza Glacier Ski Race. Pontresina. **March 15.**

48th Swiss Industries Fair. Basel. **April 11-21.**

The Concerts Of Lugano. Lugano. **April 15-June 15.**

Sechselaeuten/Zurich Spring Festival. Zurich. **April 19-20.**

4th International Festival Of Television Arts And Sciences. Symposium, exhibition. Montreaux. **April 20-25.**

Landesgemeinde/People's Open-Air Legislative Assemblies at Appenzell, Trogen, Sarnen, Stans. **April 26.** At Glarus, **May 3.**

Swiss National Exposition. Year's top attraction, held only 4 times a century. A miniature Switzerland, all 25 cantons represented. Sections include "Preface", Art of Living, Communications, Industry and Trade, Agriculture. Other attractions: world's first tourist submarine, regional restaurants, continuous circus, children's garden, art exhibits, music-drama-dance performances. Geneva. **April 30-October 25.**

Lausanne International Festival. Lausanne. **May-June.**

Geneva Rose Weeks. Ballet, concerts, open-air theatre, other fashionable events in Geneva. **Mid-June.**

International June Festival. Concerts, opera, drama, art exhibitions, ballet. Zurich. **June.**

Engadine Concerts Weeks. Famous chamber music groups, soloists, vocalists perform in the resorts of the Engadine. **Mid-July–mid-August.**

Schiller's "William Tell"/Open-Air Drama. History comes alive at Rugen Park, Interlaken. **July 18-September 6.**

17th International Film Festival. Locarno. **July 22-August 2.**

8th Yehudi Menuhin Festival. Gstaad. **August 15-27.**

26th Lucerne International Music Festival. Symphony concerts, chamber music, recitals, master courses. Lucerne. **August 15-September 6.**

Musical Weeks In Ascona. End Aug.–mid-October.

Recontres Internationales. Meetings, discussions of outstanding intellectual importance. Geneva. **September.**

45th Comptoir Suisse National Autumn Fair. Lausanne. **September.**

19th International Music Festival/Septembre Musical. Montreux. **Sept.**

20th Geneva International Competition For Musical Performers. End of **September.**

Vintage Festival with grand processions. Lugano. **October 4.**

U.S.S.R.

Intourist Tours. Travel must be arranged through Intourist, official Soviet travel company (your Pan Am travel agent can supply details, help you make necessary arrangements). Either standard or wide variety of special interest tours may be arranged for groups or individuals. Tours may be built around such themes as collectives, hunting, medicine, industry, etc.

Entertainment In Moscow includes Bolshoi Theater Ballet; Exhibition of Economic Achievements — over 70 pavilions cover 15 Soviet Republics, other topics of interest; Moscow Circus; Obraztsov's Puppet Theater. At best in **Autumn, Winter, Spring.**

Christmas. Midnight services at Russian Orthodox churches. **January 7.**

May Day. Spectacular parade — of workers, military, students, others — in Red Square, Moscow. **May 1.**

8th International Co-ordinational Chemistry Conference. Moscow. **June.**

International Committee On Telegraphy And Telephony: 3rd Plenary Assembly. Moscow. **June.**

Revolution Day. Anniversary of Bolshevik revolution. Huge parades, decorations, fireworks, salvos. Red Square, Moscow. Also Kiev, Leningrad, Odessa, Sevastopol, Volgograd, other cities. **November 7.**

YUGOSLAVIA

Moda 1964 Fashions Fair. Textiles, ready-to-wear, textile machinery. Ljubljana. **January 8-26.**

Carnival At Split. March.

International Ski Jumping Contest At Planica. March 15.

Jahorina Cup International Skiing Contest. Jahorina. **Mid-March.**

International Chess Tournament. Sarajevo. **End March-April 6.**

Zagreb International Spring Fair. Zagreb. **April 10-19.**

Belgrade International Technical Fair. Belgrade. **May 24-June 2.**

International Wood Industry Fair At Ljubljana. June 6-14.

Forma Viva/International Symposium Of Stone Sculptors. Portoroz, **June-September.**

International Madrigalist Festival. Monastir Manasija. **June.**

Yugoslav Jazz Festival. Bled. **June.**

International Textiles & Textile Machinery Fair. Leskovac. **July.**

Sarajevo International Folk Song & Dance Festival. Sarajevo. **July 4-27.**

Dubrovnik Summer Festival. Drama, folk songs and dances, philharmonic and chamber music, soloists, choirs, opera, ballet. Dubrovnik. **July 10-24.**

Split Summer Festival. Drama, ballet, concerts, opera, folk song and dance. Split. **July 15-August 15.**

Moreska/Symbolic Knightly Tournament on Island of Korcula includes folk songs and dances. **July 27.**

Yugoslav Folk Song And Dance Festival. Best groups. Koper. **August 3-8.**

International Flower Exhibition At Haifa. March 26-April 4.

Pessah/Passover Celebrations begin with traditional Seder Night when story of the Exodus from Egypt is told at family gatherings, public services. **March 27-April 4.**

Festival Of Eilat. Pageantry, folklore evenings, feasts, parades in Eilat on shores of Red Sea. **March.**

Shavuot-Pentecost/Festival Of First Fruits. Song, dance, drama in all farming settlements, schools. **May 17.**

25th Congress Of The International Real Estate Federation. Tel Aviv and Jerusalem. **May 28-June 4.**

Tel Aviv International Trade Fair. Tel Aviv. **June 16-July 17.**

4th Israel International Music And Drama Festival. World renowned orchestras, chamber ensembles, soloists, actors perform in Beersheba, Caesarea, Ein Hashofet, Haifa, Jerusalem, Tel Aviv, elsewhere. **July.**

5th Zimriya/World Assembly of Choirs. Tel Aviv. **July.**

25th International Camping&Caravaning Congress And Rally. Jerusalem and Tel Aviv. **August 4-13.**

Rosh Hashanah/The Jewish New Year. Celebrations on **September 7-8.**

Yom Kippur/The Day Of Atonement. Fasting, prayer mark most impressive of Jewish holy days. **September 16.**

Succoth/The Feast Of Tabernacles. Harvest festival and religious observance. Families gather for meals in booths decorated with greenery, flowers, fruits, bright prints. **Sept. 21.**

Hannuka/Feast Of Lights celebrates victories of Judas Maccabaeus with kindling of lights of eight-branched menorah. **November 30-December 7.**

JORDAN

Easter in Jerusalem. Western and Eastern church services commemorate the life of Christ. **March 29, May 3.**

Jordan Army Field Day. Spectacular show of horsemanship, swordsmanship, sportsmanship. Amman. **May 25.**

Christmas. Season covers Western, Eastern observances. Celebrated in Bethlehem since Constantine's time by Christians from all the world. **Dec. 25, January 7.**

LEBANON

IX International Festival at Baalbeck. Theatre, music, ballet and folklore. **July, August.**

SYRIA

11th International Fair of Damascus. Damascus. **August 25-September 20.**

TURKEY

Wild Boar Hunting Season opens. **Late January.**

International Skiing Competitions. Mount Uludag, near Bursa. **Late February.**

Tulip Festival. More than 100,000 tulips in Emirgan Woods, Istanbul. Painting, handicraft displays. **May 1.**

Spring And Flower Festival. Fairs, folk dances, Karagoz shadow puppet plays. Istanbul. **May 1.**

Festival Of Pamukkale. Classical drama, dance, music. Ancient Hierapolis amphitheatre near Denizli. **May 17.**

Festival Of Aspendos. Classical drama, dance, music. Ancient Aspendos amphitheatre near Antalya. **Late May.**

AMERICAN SAMOA

Samoan Cricket Season. 50 to 100 barefoot contestants to a game. **Jan.-April.**

Flag Day commemorates raising of first American, first Samoan flags, establishment of constitutional government. Gala holiday — singing, dancing, boat racing, cricket, boxing, tug-of-wars in Pago Pago. **April 17.**

White Sunday. Flower garlanded children in white march singing to church, later receive gifts. **October 11.**

Christmas Caroling all Eve long. **December 24.**

New Year's Eve. Family heads fire shotguns in air at midnight. Song and dance troupes make rounds. **Dec. 31.**

AUSTRALIA

Ocean Beach Surf Carnivals. Colorful lifeguard team marches; surf boat, surfing races; lifesaving demonstrations at ocean beaches in or near Sydney, other capitals. Weekends, **December 1963-February.**

New Year Celebrations. Most spectacular at Kings Cross, Sydney. **Jan 1.**

Sydney-Hobart Yacht Race. Thousands watch Derwent River finish of international classic. **Early January.**

Australian Lawn Tennis Championships. Wimbledon, Davis Cup stars. Brisbane. **January 4-12.**

Australian Grand Prix. International competition in car racing at Sandown Park, Melbourne. **February 8.**

Royal Hobart Regatta, biggest aquatic carnival in Southern Hemisphere. Derwent River, Hobart. **February 8-11.**

Moomba Festival. "Moomba" is aborigine for "Let's get together and have fun" — Australia's leading festival has mammoth float parade; music, drama, art shows; sporting events; fireworks display; carnival atmosphere. Melbourne. **February 28-March 9.**

3rd Adelaide Festival Of Arts. International performers; ballet, opera, drama; literary events; art, floral exhibitions; symphony, jazz concerts; folk dances. Adelaide. **March 7-21.**

Royal Easter Show. Comprehensive displays of Australia's rural, manufactured products; polo, equestrian, rodeo, wood chopping events; sheep dog trials; champion animals. Sydney. **March 20-31.**

Anzac Day honors war dead. **April 25.**

Coral Sea Week commemorates the World War II naval battle. **May 4-19.**

13th Melbourne Film Festival. Melbourne. **Late May.**

Skiing Season Opens at major resorts in New South Wales and Victorian highlands. **June 1-3.**

Sydney Engineering Exhibition. Sydney. **July 20-25.**

Royal Brisbane National Show. Queensland's finest rural, manufactured goods; livestock. Brisbane. **Aug 6-15.**

Royal Adelaide Show. South Australia's finest agricultural and manufactured products. Wayville Showgrounds. **Sept. 3-10.**

Royal Melbourne Show. Rural, manufactured products; polo, equestrian, rodeo, wood chopping events; side shows. Melbourne. **September 17-26.**

British Overseas Trade Fair. Sydney. **September 25-October 10.**

Waratah Spring Festival celebrates Waratah blossoms blooming. Float pageant; music, drama, art, sporting events. Sydney. **September 28-Oct. 5.**

NEW CALEDONIA

Mardi Gras/Pancake Day. Disguised children parade in Noumea. **Early March.**

Bastille Day Celebrations. Noumea. **July 14.**

French Possession Anniversary Celebrations. Noumea. **September 30.**

Annual Public School Week. French folk dancing, singing in provincial costumes; school art, handicraft displays help raise funds for schools. College Theater, Noumea. **Early Dec.**

Pere Noel's Arrival. Traditional children's event. Noumea. **December 24.**

NEW HEBRIDES

Queen's Birthday Celebrations. June.

Bastille Day Celebrations. July 14.

Ritual Dances. Colorful, authentic. At local harvest, planting times.

NEW ZEALAND

Big Game Fishing for marlin, fighting shark from Bay of Islands, Whitianga, Tauranga. **November 1963-June.**

Annual Christmas-New Year Carnival. Highlight is Grand New Year's Eve street parade of decorated vehicles, followed by fireworks, huge bonfire. Outdoor entertainment daily. Rotorua. **December 26, 1963-January 12.**

Poverty Bay Stampede. Rodeo, festival parade, country sports, junior stampede, beach racing. Gisbourne. **Dec. 27, 1963-January 1.**

Teretonga Park International Car Racing. Invercargill. **January 25.**

Auckland Anniversary Day Regatta is world's largest one-day regatta. Waitemata Harbor. **January 27.**

Festival Week In Dunedin, a city with strong Scots influence, includes float parade, vintage car rally, rural show, National Orchestra concert, military tattoo, yachting, sports, Model Engineering Society and Railway Department displays, Caledonian Society games. Late **January-early February.**

Golden Shears International Competition. World's best sheep shearers vie for top honors. Masterton. **Feb. 29.**

Auckland Easter Show. Manufacturers Pavilion; Funfair; dog, pony trials. Epsom Showgrounds. **March 13-21.**

New Zealand Grand Prix Motor Cycling Championships. Cust. **March 29.**

Auckland Festival Of The Arts. Overseas artists, New Zealand Opera Company, local Repertory Theaters, prize films, art displays. **May 9-31.**

Southland Winter Show & Industries Fair. Invercargill. **May 12-16.**

Waikata Winter Show. Fun features plus over 10,000 entries including largest entry of dairy products in world, trade and manufacturers exhibits. Hamilton. **May 24-June 3.**

Winter Sports Season. Skiing at mountain resorts including Mount Cook, Chateau Tongarire, and Coronet Peak, Queenstown. Ice skating on South Island lakes — including largest natural skating rink in Southern Hemisphere at Alexandra. **July-November.**

Orange Festival centers around citrus industry. On final day, float procession, bands, marching girls — and **Winter Highland Games,** colorful gathering of Scottish clans. Tauranga. **Mid-August.**

2nd International Trade Fair at Wellington. August 20-September 1.

Agricultural And Pastoral Show. New Zealand's largest livestock parade; dairy products exhibits; wool shearing contests. Auckland. **November 15-16.**

Big Game Fishing. November-June.

NORTH-EAST NEW GUINEA

Sinjska Alka/Traditional Knightly Tournament. Mediaeval festivities and games played by men in national costumes. Sinj, near Split. **Mid-August.**

Ljubljana International Wine Fair. Ljubljana. **September 5-13.**

Zagreb International Autumn Fair. Zagreb. **September 5-20.**

International Fair Of Electronics, Telecommunications & Nuclear Technology. Ljubljana. **October 17-25.**

The MIDDLE EAST

CYPRUS

Orange Festival. Illuminations, parades, theatre, cinema, Cypriot folk dances, free oranges. Week in **Feb.**

Carnival At Limassol. March 3-16.

Easter Festivities. All Cyprus. Good Friday Procession of Epitaph in Nicosia. **April 27-May 4.**

Anthestiria/Flower Festival. Throughout Cyprus. **May 1-15.**

Kyrenia Festival. Concerts; Shakespearean, Greek dramas; international performers. Kyrenia. **June-August.**

Drama Festival At Salamis. Shakespearean, ancient Greek dramas. **June-August.**

Cyprus International Trade Fair. Nicosia. **Mid-June-July.**

Arts & Crafts Exhibition at Larnaca. Products and theatrical performances, both Cypriot and foreign. Folk dances, songs. **June 17-28.**

Kataklysmos/"Flood" Celebration (Pentecost). Sea games, traditional songs, dances. Seaside towns. **June 22.**

Drama Festival At Curium. Shakespearean and Greek. **July 1-15, Sept. 20-30.**

Lefkara Lace Festival. Famous lace (embroidery) of Lefkara exhibit; folk songs, dances. 1st week, **July.**

Platres Festival. Cypriot arts and crafts, agriculture, painting exhibits; folk songs, dances. Platres. End **Aug.-early September.**

Wine Festival At Limassol. September 26-October 5.

FEDERATION OF SOUTH ARABIA

Feast Idd. January-February.

Sacrifice Idd/Pilgrimage. April-May.

Muslim New Year Celebrations. June.

Birthday Of Prophet Mohammed is celebrated in **July.**

St Sufyan Fair at Lahej. **July.**

September Fairs. St Aidrus, **Sept. 1;** St Hussein Aladhal, **Sept. 2-3;** St Ali Aladhal, **Sept. 4;** St Al-Iraqi, **Sept. 5.** In Crater (Aden).

IRAN

Constitution Day. Celebrations and illuminations. **August 5.**

Shahanshah's Birthday. Celebrations and illuminations. **October 26.**

ISRAEL

Tu B'shvat/The New Year Of The Trees. Children plant young trees on hillsides. Song and dance accompany ceremonies. **January 29.**

Purim commemorates deliverance of Jews of Persia. Religious observances, parties, costume balls, feasting, merriment, street carnivals of floats and dancers. Notable in Tel Aviv. **Feb. 27.**

Festival Of Bergama. Classical drama, dance, music. Ancient Pergamum amphitheatre near Izmir. **Late May.**

National Turkish Wrestling Championships. Kirkpinar. Late **May-early June.**

National Folk Dance Festival. Natively garbed folk dance groups of Turkey, neighboring lands. Istanbul, **August.**

Assumption Of The Virgin Mary Feast. Pilgrimage to her last earthly abode at Panaya Kapulu, Ephesus. **August 16.**

Izmir International Trade Fair, Middle East's largest, attracts over 30 countries. Izmir. **August. 20-Sept. 20.**

Festival At Bursa. Area's produce — and sword and shield dances. **Mid-September.**

Republic Day. Parades, torchlight processions. Major cities. **October 29.**

Festival Of Mevlevis (Whirling Dervishes). Music, dancing, lectures on famed mystic philosopher's life. Konya. **December 10-17.**

The PACIFIC And ALASKA

ALASKA

Ice Worm Festival. Parades, dancing, contests, Miss Ice Worm coronation. World's largest Ice Worm leads grand parade. Cordova. **February 7-9.**

Fur Rendezvous. Alaska's largest winter celebration. World Championship Sled Dog Races, Miners and Trappers Ball, coronation pageant, parades, wrestling, sports car races, Eskimo dances and blanket toss exhibition, art shows. Anchorage. **Feb. 16-23.**

Alaska Arts & Crafts Show. Exhibits, art. Juneau. **March.**

19th North American Championship Sled Dog Derby. Fairbanks. **Mar. 13-22.**

Alaskan Salmon Derbies include **King Salmon,** Ketchikan, starts in **April** for 3 months; **Special King Salmon Sweepstakes,** Ketchikan, with thousands of dollars in prizes, 2 days (weekend) in **June; Special King Salmon Days,** Wrangell, prizes, **June; Golden North Salmon,** Juneau, open to all sportsmen, prizes worth thousands of dollars, **July 31-August 2; 12th Annual Silver Salmon,** Valdez, **Aug. 1-Sept. 7;** and **Seward Silver Salmon,** Seward, with 1st prize $3,000, 2nd $1,500, 3rd $1,000 in **mid-August.**

King Crab Festival. Crab feeds, shaking contests; scuba diving for King Crabs, parade, variety show, Queen contest, ball. Kodiak. **May 1-3.**

Chilkat Indian Dancers. Performances every 4 days, plus special shows. **"Mellerdrama"** every 8 days. Totem arts, crafts, poles, masks exhibits. Port Chilkoot/Haines. **May 1-September 15.**

Eskimo Dances & Gold Mining Show. Fairbanks. **May** through **Summer.**

Native Dances At Shakes Island. Wrangell. **May** through **Summer.**

Days of '98 Show. Old time costumes, play money, Shooting of Dan McGrew re-enacted. Skagway. Early **May.**

Yukon River Marathon. 700-mile Fairbanks to Ruby and back race, for riverboats, pleasure craft. **May 30, 31.**

Alaska Festival Of Music. Major concerts, recitals, lectures. Robert Shaw, Julius Herford are co-directors. Anchorage. **June 15-25.**

Independence Day Celebrations. Special events throughout Alaska. Notable are **Clearwater Rodeo,** Delta Junction; **Chilkat Dancers,** Port Chilkoot/Haines; **Eskimo Celebrations,** Kotzebue; **Midnight Sun Ski Tournament,** Mt. Alyeska; **Mt. Marathon Mountain Climbing Race,** Seward; **All-Alaskan Loggers Championship,** Sitka; **Halibut Derby** starts, Homer. **July 4.**

Golden Days commemorate 1902 discovery of gold. Parades, gold panning, street dancing, old fashioned "mellerdrama", Eskimo Olympics athletic competitions, promenade, midway, art exhibits. Fairbanks. **July 22-28.**

Big Game Season. Autumn, starts **August 1.**

Alaska Day Festival commemorates Alaska's 1867 transfer from Russia to U.S. Pageant, costume ball, native dances. Choirs of Russian Orthodox Cathedral, Sheldon Jackson Junior College sing. Sitka. **October 18.**

Warwick Rodeo is one of Australia's biggest. Warwick. **Late October.**

104th Melbourne Cup. World famous turf classic. Melbourne. **November 3.**

Melbourne International Grand Prix. Car racing at Sandown Park, Melbourne. **Early November.**

John Martin's Christmas Pageant. Children's storybook, fairyland favorites parade. Adelaide. **November 14.**

Ocean Beach Surf Carnivals. Dec.-Feb.

Carols By Candlelight. Thousands sing in Hyde Park, Sydney and Alexandra Gardens, Melbourne. **December 24.**

Sydney-Hobart Yacht Race. Thousands watch start of classic 640-mile race in Sydney Harbour. **December 26.**

FIJI ISLANDS

Vakatawase/New Year Welcoming. Fireworks, floral decorations, general boisterous merrymaking. **January 1.**

South Pacific Lawn Bowling Championship. June 29-July 12.

Bula Festival. Celebrations, events, children's sports day, Queen coronation. Nadi. Week, **mid-July.**

Indian Firewalking Exhibitions on Viti Levu. Performed by Madrasi sect in honor of goddess Mahadevi. Big ceremony in Suva. Throughout **August.**

Hibiscus Festival. Week of gaiety with float processions; Fijian, Indian, Chinese festivals; Fijian, Samoan, Tongan dances; sports events; Hibiscus Ball; Miss Hibiscus coronation; Fijian firewalking by Beqa Island tribesmen. Suva. **September 19-26.**

Sugar Festival. Entertainment, floats, dance performances, sports events. Lautoka. Week, **early October.**

Christmas Day. Feasts, church services, Fijian carol singing. **Dec. 25.**

GUAM

Chamorro Fiestas honor patron saints with processions, carnivals, carabao races, coconut-husking/weaving contests, aquatic events. Especially Inarajan, Merizo Villages. **Weekends throughout year.**

Independence Day Carnival. July 3, 4, 5.

Liberation Day Festival. July 21, Weekend.

Guam Trade Fair. Products of Guam, Orient, Europe. **September 4-7.**

HAWAII

Narcissus Festival. Chinese New Year celebrations, "Night In Chinatown", Chinese art shows, fireworks, street dancing, pageantry, fashion shows, Queen Contest, Coronation Ball. Honolulu. **January 11-February 16.**

Cherry Blossom Festival. Japanese classic theater; kimono, lantern parades; bonsai, bonseki, flower arrangement displays; fireworks; Japanese fashion show; Queen Contest, Ball. Honolulu. **February 19-March 29.**

Lei Day Festivities include lei exhibits, prizes, hula pageant. **May 1.**

6th Annual International Hawaiian Billfish Tournament. Kailua-Kona, Hawaii Island. **June.**

Fiesta Filipina includes Philippine Independence and Rizal Days celebrations; music, folk dancing, pageantry, cultural exhibit. **June-July.**

Bon Odori Season In Hawaii. Bon dances in Honolulu; colorful folk dances, lotus boat ceremonies at some Buddhist temples. **July-August.**

50th State Fair. Big name entertainers, hula shows, exhibits of Island arts and crafts. Polynesian and Oriental food booths. Miss Hawaii Pageant. Waikiki. **July 4** weekend.

Hula Festival. Oahu. **August.**

Lahaina Whaling Spree commemorates Maui's old whaling days. 3 days, **September.**

Annual Orchid Show. Honolulu Academy of Arts. **October.**

Aloha Week. Hawaiian, international pageantry; folk, street dancing; special exhibits; Aloha Week royal court in old Hawaii costumes; outrigger canoe racing; Waikiki street carnival; hula shows; luaus, Aloha Ball; entertainment. Oahu. **October 18-24.** Celebrations around this time on Hawaii, Maui, Kauai, Molokai as well.

Festival Of The Pacific. Pacific area pageantry, music, dances, art; water sports events; home, garden tours. Honolulu. **November.**

International Surfing Championships. Makaha Beach, Oahu. **Late December.**

AND PAPUA

Anzac Day. Observances honor fallen in war. **April 25.**

Annual Highland Show. Truly spectacular event is New Guinea's greatest agricultural festival. Colorful sing-sings (native dances) are often performed by tens of thousands at Goroka in the highlands. **Mid-May.**

TAHITI

La Fete Du 14 Juillet. Annual celebration based on Bastille Day. Folklore festival; fire-walking ceremonies; javelin throwing, canoe racing contests; dancing, singing competitions. Gayest open-air ball of year in Papeete. All Tahiti. **July 12-20.**

New Year's Eve. Memorable singing service at Protestant Church, Papeete waterfront. After midnight, gay parties, general merriment. **December 31.**

TRUST TERRITORY OF THE PACIFIC ISLANDS

Palau Annual Fair. Indigenous handicraft, local products, agricultural displays. Palau Islands. **April-May.**

Independence Day Celebrations throughout six Trust Territory districts. Saipan, World War II battle area, celebrates as Liberation Day. **July 4.**

WESTERN SAMOA

Second Anniversary Of Independence Day Celebrations include traditional ceremonies, colorful march, singing, dancing, boat races, Annual Regatta, Independency Cup Horse Race, garden party at Government Residence, once Robert Louis Stevenson's home — Vailama. Apia. **June 1, 2.**

Attention: BUSINESSMEN

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Reach him through your nearest Pan Am District Office, or through Pan Am's Marketing Service Department, Pan Am Building, New York, N.Y. 10017, U.S.A.

IMPORTANT: PLEASE NOTE that since changes can take place in the scheduling of events overseas in 1964, Pan Am cannot accept responsibility for the continuing accuracy of this Calendar. Check dates of events you wish to see or attend — **BEFORE** you go — with your authorized Pan Am Travel Agent or your Pan Am Representative.

PETERS, GRIFFIN, WOODWARD, INC.
NEW YORK OFFICE CORRESPONDENCE

RADIO

TO Mr. Gordon B. McLendon

FROM Esther M. Rauch

STATION McLendon Corporation

DATE February 12, 1965

SUBJECT ADULT RADIO

Dan

Charlie...
good article
DK

Attached is another article, well documented by the Bureau of Labor Statistics, which again points out that the "Teen" market does not represent the kind of potential to an advertiser that many teen-oriented stations would like to have advertisers and time-buyers believe.

You might find this useful on the local scene.

Best regards.

~~Sincerely,~~

Esther M. Rauch
eak

Att.

RECEIVED
FEB 16 1965
CHARLIE PAYNE

Don-
I agree. Good article. Saw this earlier.
Returning for your file.
CP

RPB

ADVERTISING OUTLOOK

Putting youth in its proper place

Getting a little tired of hearing about how all-important teenagers are in marketing planning these days? Annoyed at being told you can't sell a car or a washing machine or a house without the youth market's vote of approval? **You are not alone. So are others, probably more than is realized.** While the nation's ever-swelling ranks of youngsters are a factor that must be taken into consideration, emphasis on them has grown out of proportion to their importance. They are many, and enticing figures can be concocted on their alleged gross purchasing power, but the really meaningful fact is that young people individually are poor prospects. They just don't have the money to buy.

For example: 70 per cent of the people under 25 now have incomes under $5,000 a year. While such a wage earner is single and sponging off his parents, he is a good prospect for any number of goods; once he gets married and tries to support a family on that he's strictly a prospect for a can of beans.

Teenagers, even single and living at home, are still poorer prospects. Some 300,000 teenagers are now working full time—and averaging $45 a week. Contrast that with the people with money in their pockets. The best market for dishwashers is couples between 40 and 45 years old whose family income is between $10,000 and $15,000 a year. Housewives in the 35 to 49 age group account for 36 per cent of all sales in canned soups, cake mixes, margarine, dry cereals, toilet soap, facial tissues and so forth; under-35 wives buy only 23 per cent of those products.

The key fact for marketing men, according to the latest Bureau of Labor Statistics Consumer Spending Study, is that households whose heads are between 25 and 54 purchase at higher rates than do younger families. This is true of even so-called "youth" oriented products.

So it is time to put the youth market in perspective—as a factor in marketing but not a dominant factor. An excellent job of this was done recently by the Reader's Digest's Charles Hepler in a speech to the Pittsburgh Ad Club. Said he:

"There has been a pronounced tendency to a sort of youth hysteria, an inclination to go overboard, to see market planning primarily in terms of the youthful consumer. I think it's time we looked at the subject somewhat more dispassionately and objectively, and measured our efforts more realistically against its relationship to all the market."

THE McLendon STATIONS MEMORANDUM

To JACK FIEDLER
DON KEYES
HOMER ODOM
POLICY BOOK

Date September 2, 1964

From

Subject

I have long maintained that Variety was one of the top sources of news for a clipper and re-writer. Here are attached 4 front and inside-front pages of Variety with stories marked which, at least at the time, would have made excellent material for an all-news operation. Note that this is only from the two pages--the rest of Variety also has a wealth of information, a great deal of which we can use.

Obviously, the station clipping and re-writing should set up a mailing system to other stations.

Gordon McLendon

GBM:us
encl.

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FAIR'S NEW '65 AIM: STARS & FUN

A.C. Rolls Out Red Carpet for Dems In Massive Pitch for Future Meets

By JOE W. WALKER

Atlantic City, Aug. 18.

Midway in its annual 10-week season, this resort is geared to make delegates to the National Democratic Convention which gets underway next Sunday (23) so welcome that they'll always think of Atlantic City when considering sites for future presidential nomination parleys.

Bistro owners and hotel operators, down to cops and cab drivers, have been warned and trained to give the delegates, and the news media here to cover the event, the red carpet treatment. Moreover, the powers that be are ready to deal harshly with anyone who

Go Van Go

Las Vegas, Aug. 18.

The "A Go Go's" have invaded Las Vegas: Garwood Van got an okay to open his "Pussycat A Go Go" after first being turned down by the county Liquor Control Board.

"Whiskey A Go Go" opened in basement at Carousel Club downtown, and Nevada Club will soon have femme deejay in goldfish bowl spinning records.

MAY BECOME TOP USER OF NAMES

The N.Y. World's Fair may become the largest user of names next year. Present plans being blueprinted call for the enlargement of the headliner operations in the Singer Bowl and the use of names in the Texas Pavilion in the Lake Amusement Area.

A partial clue to these plans was given a few weeks ago when Fair president Robert Moses opined that it would take "something extraordinary" in the Lake Area to compete with the free attractions in the rest of the Flushing show. It's evident that the Fair will have to do something to liven up that area, and the use of names in be

British Bookies Now Quoting Odds On Disk Chart Winners; Rate Beatles 6-1

London, Aug. 18.

Favorite pastime of the kids—forecasting who will wind at top of the disk charts—has at last been exploited by a downtown London bookie who sees the national record sales listings as unpredictable and competitive as any horserace.

William Massey Ltd., with a string of 25 betshops throughout London's East End, is making a big play for the kid trade by accepting bets on chart positions with a stake limit of $28.

On current prices for first place the Beatles stand at 6-1, the Rolling Stones at 100-1, Dusty Springfield at 200-1. Most fancied this

Film On Topless Bikini

Wiesbaden, Aug. 18.

With the civilized world concerned about the mini bikini, a West German film producer, Tefi Filmproductions, plans to do a feature pic about the topless bathing suit.

Titled "Bikini Ohne" (Bikini Without), the film has been registered with the German Film Registration Board here.

Catholics Accent