

Information Offices of the  
**ISRAEL GOVERNMENT  
TOURIST CORPORATION**

are located at the following addresses:

- Jerusalem : 60 King George Ave.
- Tel Aviv : 7 Mendele St.
- Haifa Town : 2 Balfour St.
- Haifa Port : Shed No. 3
- Tiberias : 8 Nazareth St.
- Nazareth : Main Street.
- Lod (Lydda) : Airport Terminal Bldg.
- Eilat : Airport Terminal Bldg.

At these offices you may obtain tourist literature, maps, assistance in finding accommodation and in planning your sightseeing tours.

All services are free and you will be warmly welcomed.

Please note the following changes in the foreign currency regulations introduced since the going to press of this map:—

- (a) you can now, provided they derive from foreign currency exchanged into Israel currency, change Israel currency notes back into the original foreign currency up to IL.1,080 (IL.900 + IL.180 premium) = \$500;
- (b) the restriction to \$1,500 per person per month applying to the amount on which the tourist is entitled to a 20% premium is now limited to the first six months of his stay—after which he is entitled to the 20% premium in respect of any amount of foreign currency which he wishes to convert.

# TOURING MAP OF ISRAEL

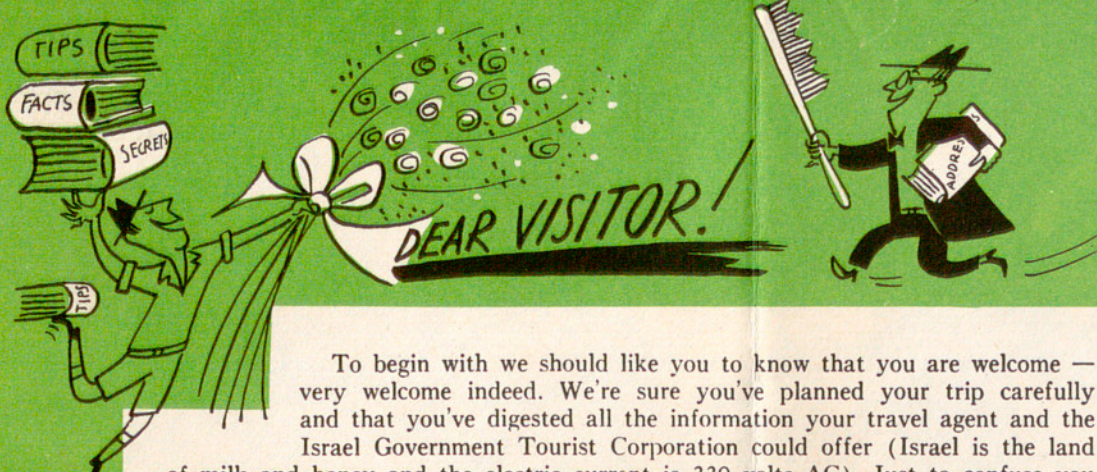
**VISIT ISRAEL**



"AND SEE THE LAND, WHAT IT IS"  
(NUMBERS 13/18)

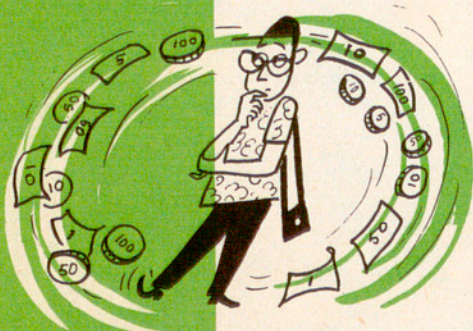
with the compliments of

**BANK LEUMI LE-ISRAEL B.M.**



To begin with we should like you to know that you are welcome — very welcome indeed. We're sure you've planned your trip carefully and that you've digested all the information your travel agent and the Israel Government Tourist Corporation could offer (Israel is the land of milk and honey and the electric current is 220 volts AC). Just to confuse you a bit more, we've collected some additional tips for you:—

Let's face it: No matter how good a time you have here, it's going to cost you some money. Israel pounds are the currency of the country so you might as well stock up on them from the start. The Bank Leumi is the place to change your money. It has over one hundred branches throughout the country, including ports of arrival. The clerks try to be friendly, their English could be improved upon and the rate of exchange is IL.1.80 to \$1. However, tourists receive, in addition to this rate, a 20% premium (restricted to \$1,500 per person per month).



The Israel Pound is made up of 100 agorot (the plural of agora). However, merely to complicate matters a little, the old-time pruta coins are still in circulation. These date back to the time when the Israel Pound was divided into 1000 pruta, 10 pruta are, therefore, the equivalent of 1 agora. We also have coins of 1, 5, 10 and 25 agorot. In addition, there are paper notes of 1/2, 1, 5, 10 and 50 pounds.

Being a serious person you are, no doubt, interested in your food. Besides the usual hotel fare, we suggest that you try some Oriental dishes such as:—

- Shashlik** — charcoal-broiled lamb on skewers
- Kebab** — ground meat broiled on skewers
- Humus** — cooked chickpeas, ground and pounded, mixed with herbs and oil
- Tehina** — sesame seed paste mixed with garlic, parsley and lemon juice
- Falafel** — ground chickpeas formed into balls, deep-fried, usually sold by sidewalk vendors
- Bourekas** — unsweetened paper-thin pastry filled with spinach or cheese
- Suniya** — ground meat baked in tehina sauce.

In summer, vendors set up pots of boiling water on street corners and sell *Tiras Cham* (corn-on-the-cob) to passers-by. Try it.



If you want to find an address on Abraham Lincoln Street, let's say, you can stop the first man you see and ask "Ayfo (where) rehov (street) Abraham Lincoln?"

Now the problem will be understanding his answer. Our only suggestion is that you leave your book of Basic Hebrew in the hotel and stick to English. The chances are he will not only answer in English but also invite you to his house to meet his family and have a cup of tea.

We strongly advise you against trying to learn the language while you're here, unless you're staying longer than two weeks. But you might as well know that *todah* means thank you; *sliha* means sorry; *bevakasha* means please and *kama* means how much. Also *caffeh* means coffee, *tay* means tea, *cinema* means movies, *taxi* means cab, and *idiot* — a very ancient Talmudic word — means idiot.

Here are some *unofficial* ideas for your entertainment which might appeal to you:

You might, for instance, take a stroll through Tel-Aviv's Carmel Market, the largest outdoor marketplace in the country.

You might sit a while in Cafe Cassit on Dizengoff Street, Tel-Aviv, the favourite meeting place of theatre people and writers. The Last Chance nightclub in Beersheba is worth missing an hour's sleep for, and there's a new fish restaurant and bar in Eilat called the End of the World.

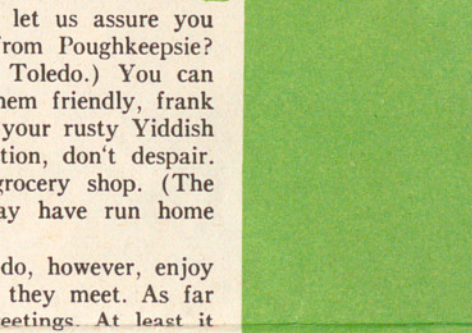
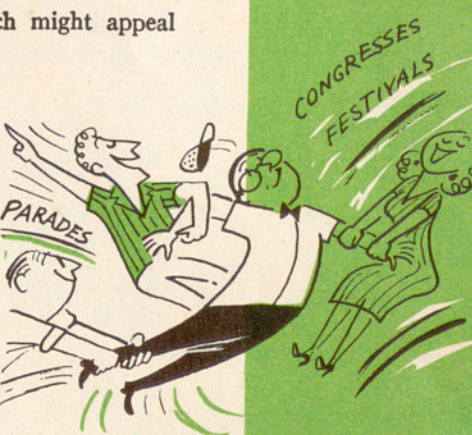
Take a ride on a bus. It may not be the most comfortable means of transportation but it's certainly one of the most interesting. If you're going from Tel Aviv to Beersheba, for instance, on a regular inter-city bus, your toes will be stepped on by young farmers from kibbutzim in the Negev, soldiers, new immigrants from almost anywhere, and you may even share a seat with a live chicken or a young lamb. In any case, such a ride is bound to be more amusing than a comfortable journey in a chartered taxi — to say nothing of the money you'll save.

Don't be shy. If you're interested in the people of Israel, let us assure you that the people of Israel are also interested in you. (You're from Poughkeepsie? Maybe you know my uncle, Moshe Rabinowitz? He lives in Toledo.) You can start a conversation with almost anyone anywhere and find them friendly, frank and perspiring. If they don't speak English, go ahead and try your rusty Yiddish or high-school French. If they dash off after your first question, don't despair. They've probably gone to find a translator in the nearest grocery shop. (The grocer's sister's brother-in-law lives in Chicago). Or they may have run home to get their uncle's address.

Israelis are not noted for their impeccable manners. They do, however, enjoy shaking hands heartily, with both men and women, whenever they meet. As far as suitable phrases are concerned, "*shalom*" will do for all greetings. At least it will save lazy linguists the trouble of learning the Hebrew equivalents of good morning, good evening and how do you do. It is also used for good-bye.

Now, while you're here, how about buying something? We have some really beautiful ceramics, Yemenite jewellery and embroidery. Also what about buying some clothing—in particular ladies' knitwear? And, believe it or not, it's worthwhile buying a fur coat here. The Government Tourist Corporation has a system of "Recommended for Tourists" shops which display a special emblem.

As you will have noticed, people dress very casually in Israel. Men can get by in sports shirts anywhere during the day. They're expected to appear in suits and ties only at official receptions, the theatre and stuffy bars. Ladies can wear almost anything that suits their taste and the weather, except when visiting religious quarters, where conservative clothes will spare embarrassment.

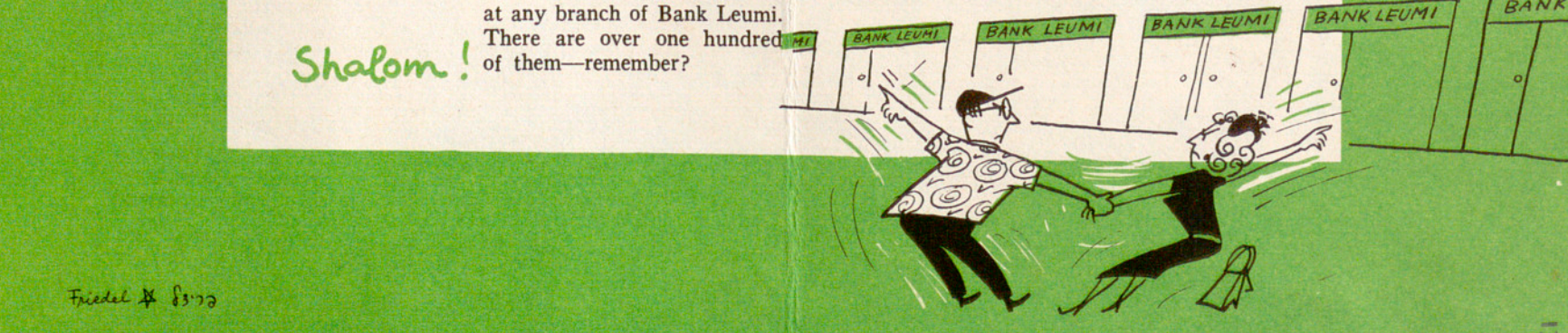
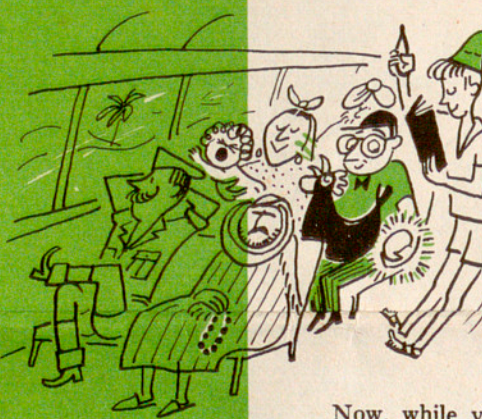


If friends invite you to their home for a meal, the usual token of appreciation is a bouquet of flowers, brought with you or sent afterwards.

Whenever you want some good, sound official information or friendly assistance, the place to call is at any information office of the Israel Government Tourist Corporation.

And if, after having a good look around, you wish for some business information, please ask Bank Leumi. Do you know, for example, that you may open a deposit account in dollars or other (foreign) currency, and that this will bring you a good rate of interest (tax-free in Israel)? Are you interested in investment possibilities in Israel? (When it comes to business we are quite serious people, you see). On all such matters do please call either at our Head Office in Herzl Street, Tel-Aviv, or at any branch of Bank Leumi.

There are over one hundred of them—remember?



**Shalom!**

