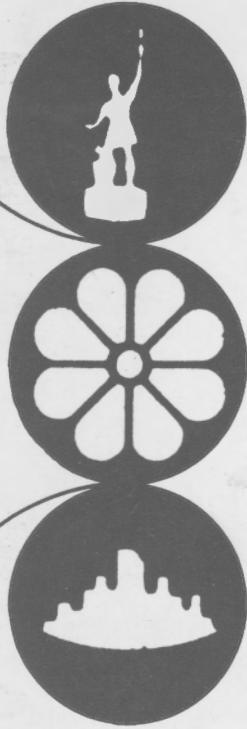


**The original documents are located in Box 8, folder “9/6-8/74 - Birmingham, AL (3)”
of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Betty Ford donated to the United States of America her copyrights in all of her unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



People from everywhere
meet in:



Birmingham Alabama

GREATER BIRMINGHAM CONVENTION AND VISITORS BUREAU

1909 Seventh Avenue, North • Birmingham, Alabama 35203 • AC 205/252-9825

FIRST CLASS
PERMIT NO. 422
BIRMINGHAM
ALABAMA

BUSINESS REPLY MAIL
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

Southern Living BOOKS

Box 2463

Birmingham, Alabama 35202

Thank* * * You!

We hope you enjoy and treasure your copy of
OUR BEST RECIPES.

If you should decide that this book would make
an ideal gift for someone you know, here is a
special card for your convenience in ordering.

We will ship copies for you, notifying gift recip-
ients with attractive cards — or, if you prefer,
send books to you for personal giving. Simply fill
in this card and mail today. Price, \$7.95 each.

Please send gift copies of **OUR BEST RECIPES** to:

NAME _____

(Please Print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

NAME _____

(Please Print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

NAME _____

(Please Print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

NAME _____

(Please Print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

\$ _____ payment enclosed. You'll pay the postage
and handling costs.

Bill me \$ _____ for _____ books at rate of
\$7.95 plus 50 cents postage and handling, each.

Charge \$ _____ to my  account number _____

Exp. Date _____

Charge \$ _____ to my  account number _____

4 Digit Bank Number _____

(lower left of card) Exp. Date _____
(Please add 50 cents postage and handling to each book
ordered on bank card.)

Charge Signature: _____

Please allow two weeks for delivery. Any book in good condition
may be returned within 10 days for refund of purchase price.
Alabama residents please add 4% sales tax. For cash orders,
please enclose card with check or money order in separate
envelope.

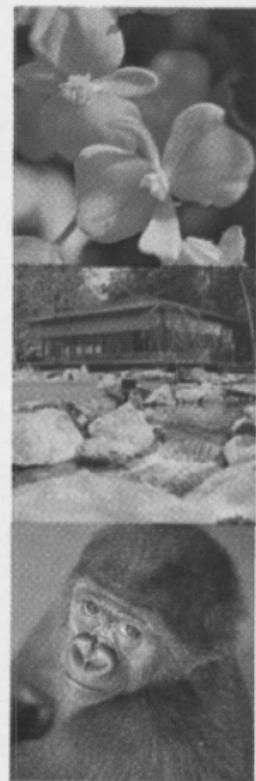
Name _____
(please type or print plainly)

Street or RFD _____

City _____ Zip _____



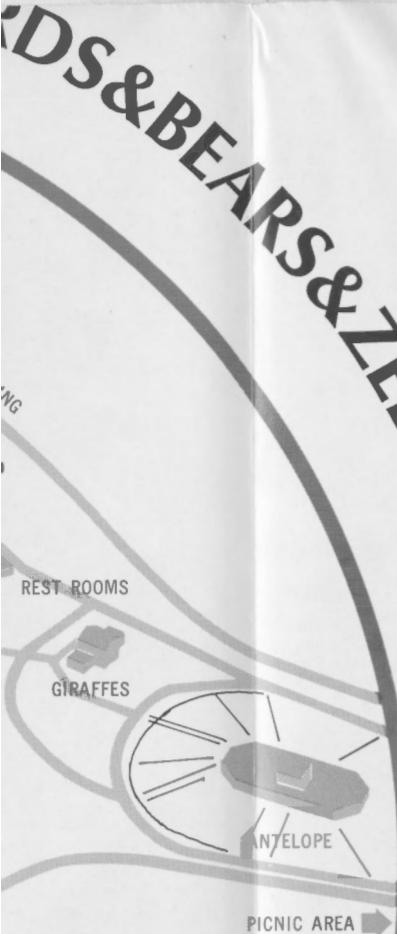
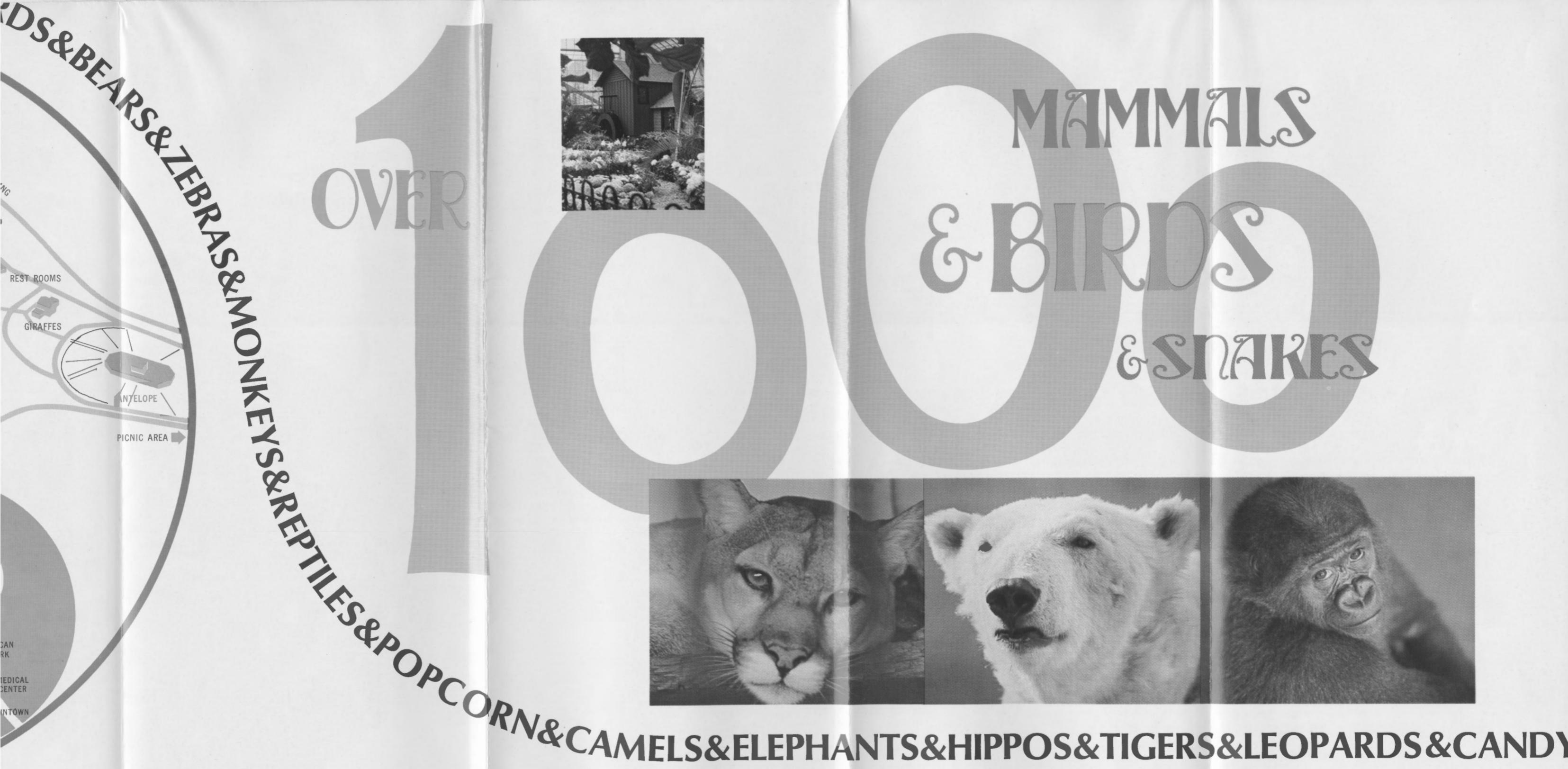
Birmingham's
FUN GUIDE TO
BOTANICAL
& JAPANESE
GARDENS
& JIMMY
MORGAN ZOO





OVER





1
OVER

LIONS & BEARS & ZEBRAS & MONKEYS & REPTILES & POPCORN & CAMELS & ELEPHANTS & HIPPOS & TIGERS & LEOPARDS & CANDY



MAMMALS
& BIRDS
& SNAKES



If it were possible to make the City of Birmingham into a book, the Botanical and Japanese Gardens would have to go on the cover.

The large formal terrace lined with kempt boxwood hedges and walks ruled with fiber begonias welcome visitors to the Botanical Gardens. These immaculate terraces and brightly colored gardens, offer everyone a piece of beauty, whether you have a green thumb or not. You need not be an expert to enjoy the 125 varieties of roses here. The 85-foot conservatory houses species of rare and delicate flora from every clime and



continent. Any season can be reproduced in the Botanical Garden's conservatory . . . Christmas is enhanced with the beauty of the traditional Christmas tree . . . symbolic of the resurrection of Christ, the lilies inundate the floor of the conservatory during the Easter season. And spring will have a new meaning after a visit to the Dogwood and Lily Gardens. The view from inside the conservatory shows some of the many plants found in their natural surroundings . . . and planted in the Gardens are over 2,000 roses, all are cultivated with utmost care and bloom brilliantly throughout the growing seasons.

The introspective in the Japanese Garden achieve that one right feel, gracious, and tra you visit these elaborat for Birmingham by not Buffy Murai. The Tea was a gift from Japan entrance to the Garden Heaven and the Red Br of several that cross th of the Gardens.





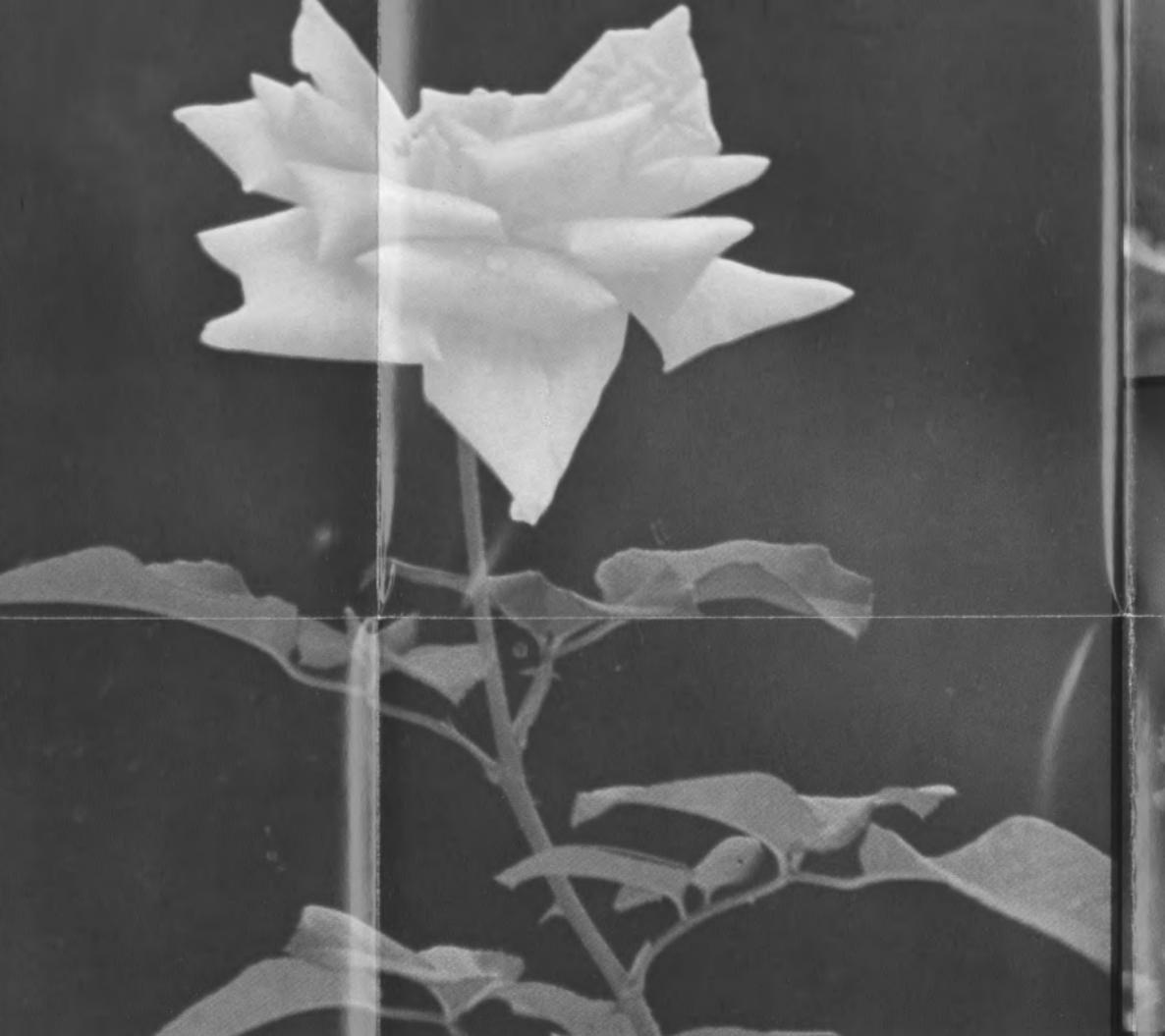
continent. Any season can be reproduced in the Botanical Garden's conservatory . . . Christmas is enhanced with the beauty of the traditional Christmas tree . . . symbolic of the resurrection of Christ, the lilies inundate the floor of the conservatory during the Easter season. And spring will have a new meaning after a visit to the Dogwood and Lily Gardens. The view from inside the conservatory shows some of the many plants found in their natural surroundings . . . and planted in the Gardens are over 2,000 roses, all are cultivated with utmost care and bloom brilliantly throughout the growing seasons.

The introspective beauty of Old World Japan lives in the Japanese Gardens. No stone was left unturned to achieve that one right atmosphere. Words such as genteel, gracious, and tranquil will come to mind when you visit these elaborate gardens . . . designed especially for Birmingham by noted Japanese landscape architect Buffy Murai. The Tea House overlooking the gardens was a gift from Japan to Birmingham. The Torii Gate, entrance to the Gardens, is symbolic of the gateway to Heaven and the Red Bridge (Fullfillment Bridge) is one of several that cross the now rushing, now still waters of the Gardens.

Tea drinking in the Nipponese Islands is a ceremonial custom enriched with religious as well as social formalities . . . consequently, the tea house is the center of the gardens. The tea house is an authentic replica of the tea houses used in the old country for many years. Like everything else in the Gardens, it is meticulously positioned amid limpid streams and pebble paths.

Bring your camera; you will find lasting memories in the Birmingham Japanese and Botanical Gardens.



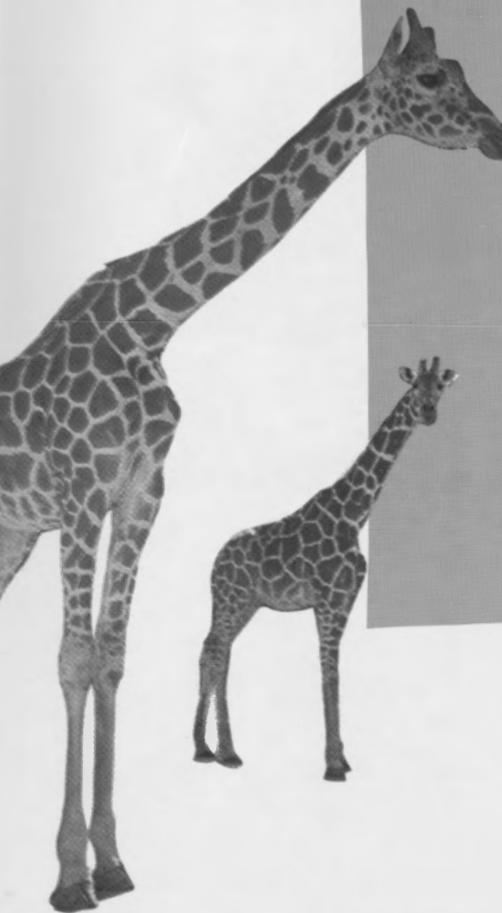




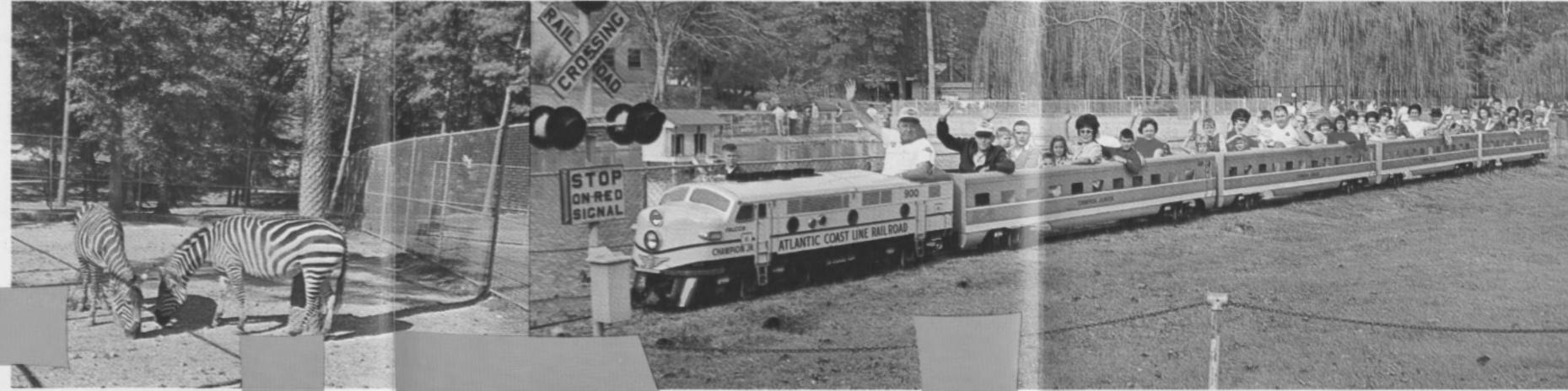


Birmingham invites you to take
a leisurely stroll through its
beautifully landscaped zoo.

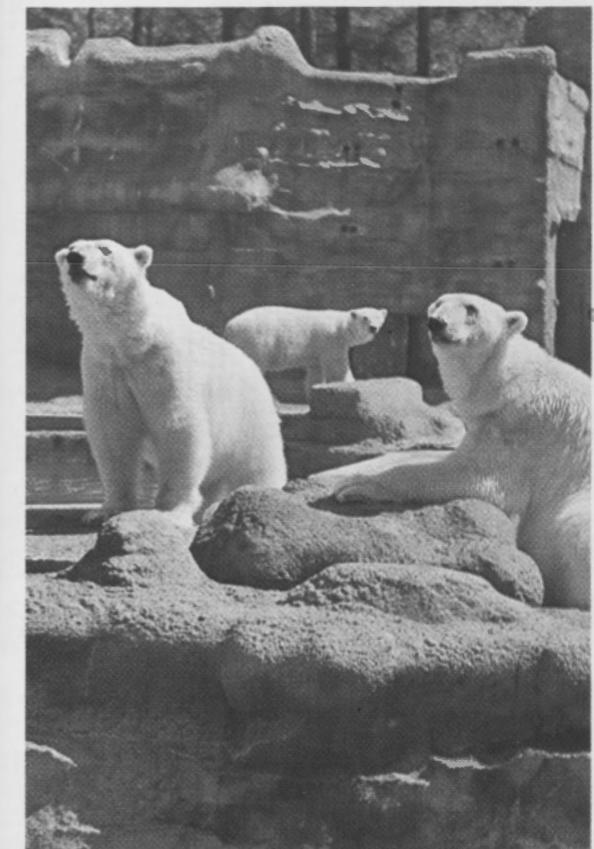
Rare, exotic and almost
legendary animals are here . . .
lions, zebras and gorillas from
the African continent . . .



the dromedary camel of
Arabia . . . elephants and
tigers of ancient India
. . . creamy-white bears
of artic regions . . . over
1,000 mammals, birds
and reptiles on exhibit
for you to see
and enjoy. Go to the
zoo. It's . . .



The Jimmy Morgan Zoo, one of the youngest of the nation's big zoos, is the only public zoological park in the state of Alabama and is the largest zoo in a nine state area of the Southeast. It is particularly famous for international trading of zoo animals. The Jimmy Morgan Zoo is open to everyone every day of the year.



Take the *MISS LIBERTY TOUR*
10:00 A.M. or 2:00 P.M. Mondays through Fridays
301 South 20th Street



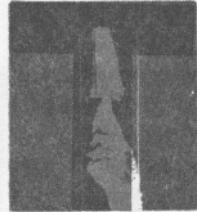
This folder distributed as a public service by the:
LIBERTY NATIONAL
LIFE INSURANCE COMPANY
BIRMINGHAM, ALABAMA

BIRMINGHAM'S

A vulcan

world's largest iron man





The gigantic figure of Vulcan is one of America's most remarkable monuments. This mythological god of metal-working looks down from the top of Red Mountain onto the City of Birmingham, Alabama, diversified manufacturing center of the South. The towering statue of Vulcan was the Birmingham District exhibit at the Louisiana Purchase Exposition at St. Louis in 1904. It was designed by the famed Italian sculptor, Giuseppe Moretti.

When the statue was returned to Birmingham it ultimately was erected on top of a mountain veined with iron ore. Amid the beauty of surrounding Vulcan Park, Vulcan overlooks the long valley in which the City of Birmingham is located.

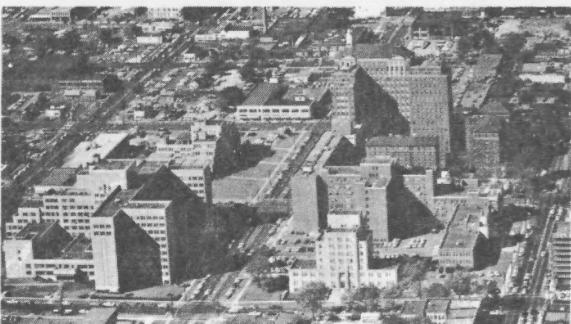
Vulcan Park recently underwent a million dollar renovation program. Now a high speed elevator takes you to a climate controlled, glass enclosed observation deck from which one can enjoy a panoramic view of the beautiful valleys below. A new concession building, formal garden and fountain grace the newly landscaped grounds.

From foot to the tip of the outstretched hand, Vulcan is 55 feet tall. The statue stands upon a pedestal 124 feet high so that the monument as a whole rises to a height of 179 feet, taller than Niagara Falls. Since Vulcan is on the crest of a mountain, he surveys the City of Birmingham from an elevation of nearly six hundred feet, or just over the height of the Washington Monument, tallest shaft in America.

Vulcan is the largest iron figure ever cast. It was cast from Birmingham iron and in

Birmingham foundries. Because of its weight, 120,000 pounds, it was cast in several sections. Separate molds were made of the head, arms, torso and legs, and these were welded together. Each foot is seven feet long by three feet wide and weighs about ten thousand pounds. The massive head alone required over six tons of iron. The torch which has been placed in the outstretched hand of Vulcan is a silent sentinel of safety. It burns green unless an automobile fatality has occurred, then warning red is carried that day in the hand of a mythical figure which has become the world's largest safety reminder.

Vulcan is one of the few monuments in the world erected, not to commemorate an event or to perpetuate the memory of a person, but to symbolize industry. Although the mining of coal and ore, the quarrying of limestone, the making of iron and steel and the fabrication of these materials into finished products are still important industries in the Birmingham area, its industrial complex includes the manufacture of textiles and clothing, space age components, food products, chemicals, furniture and many other products. Birmingham is also a community of science, culture and beauty as attested by its famous Medical Center, its Southern Research Institute, the Botanical Gardens and Jimmy Morgan Zoo, Art Museum, dining clubs and country clubs, attractive residential areas.



Vulcan overlooks Birmingham's famous Medical Center

mythology's blacksmith



ulcan, the lame god Hesphaestus (Roman Vulcanos), was the god of fire and the forge and mythical inventor of smithing and metal working. His forges were under Mount Aetna on the island of Sicily. He was smith, architect, armorer, chariot builder and artist of all work in Olympus—dwelling place of the gods.

He built of brass the houses of the gods, he made for them the golden shoes with which they trod the air or the water, and moved from place to place with the speed of the wind or even of thought. He also shod with brass the celestial steeds, which whirled the chariots of the gods through the air or along the surface of the sea.

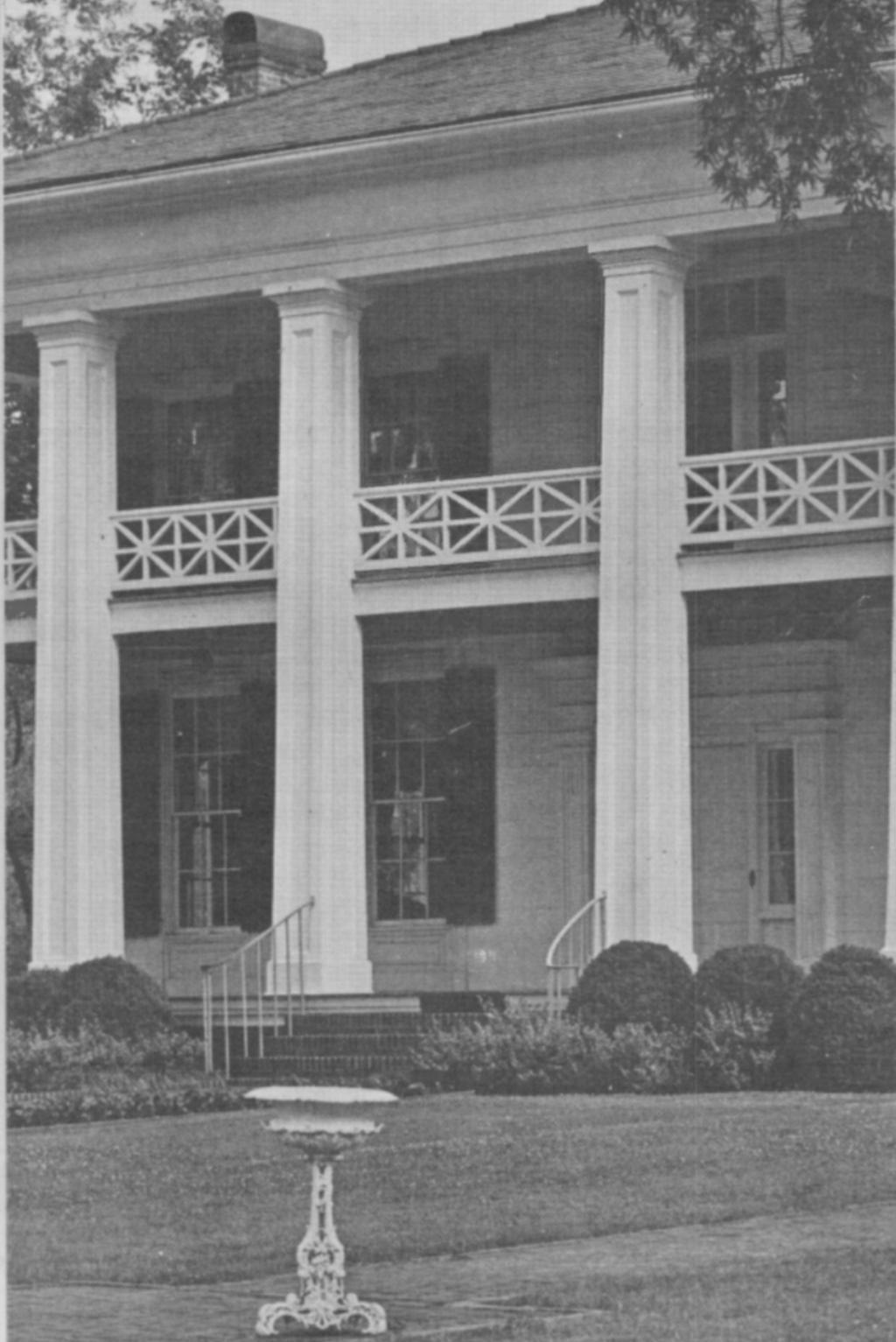
Vulcan was the son of Zeus and Hera. The story is that Zeus threw him out of Heaven for taking part with his mother in a quarrel which occurred between them. He was lame from birth according to some stories, but others assert Vulcan's lameness was the consequence of his fall. He was a whole day falling, and at last alighted on the Island of Lemnos, which was henceforth sacred to him.

Vulcan was the architect of the palace of the sun which stood reared aloft on stones; polished ivory formed the ceilings and silver the doors. The workmanship surpassed the material, for upon the walls Vulcan had represented earth, sea and skies with their inhabitants.

With the help of Cyclops, the one-eyed giant, he made the thunderbolts of Zeus, the weapons of Hercules, and the armor of Achilles. He built the chariot of Phaeton. The axles were of gold, the spokes of silver. Along the seat were rows of chrysolites and diamonds which reflected the sun in dazzling brightness.

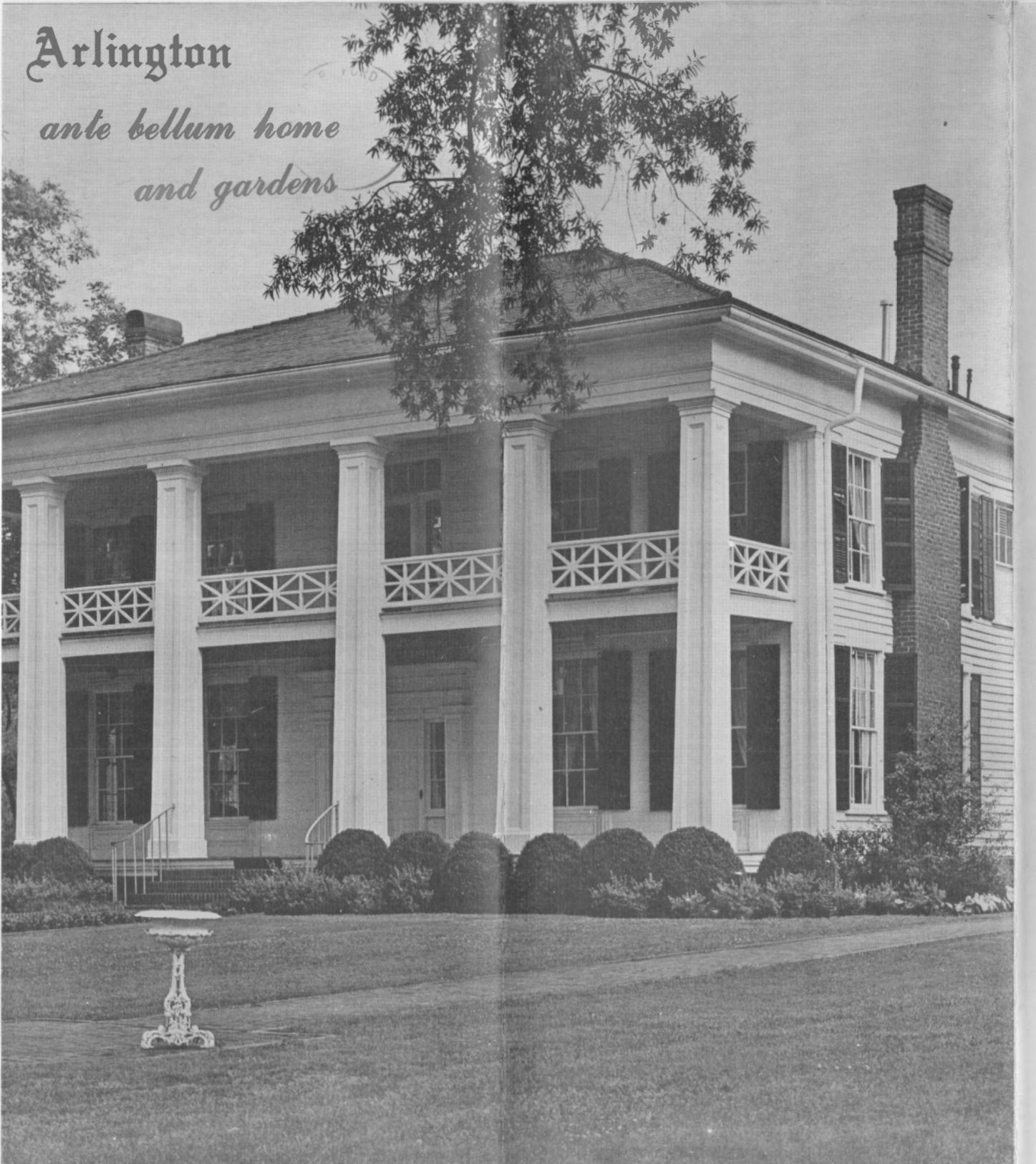
Arlington

*ante bellum home
and gardens*



Arlington

*ante bellum home
and gardens*



July 1, 1820 the United States Government gave 23,040 acres of land to the American Asylum of Hartford, Connecticut. (They taught deaf children). Arlington stands on part of this land grant.

In 1820 Elyton was established as the county seat of Jefferson. This area had been known as Frog Leval. By act of State Legislature it was renamed Elyton in honor of Captain William Ely, agent for the American Asylum of Hartford, Connecticut.

Two portions of the original land grant were purchased by William Tarrant on February 19, 1821 and John Burford, Jr. & Sr. on March 5, 1821. One year later in 1822 Stephen Hall had purchased both of these parcels of land.

There were 475 acres of land involved in these transactions. Mr. Stephen W. Hall had a plantation on this land where he had erected "a dwelling house and outhouses there unto belonging." In his will he left the house, a blacksmith shop and tools plus other items to his son, Samuel W. Hall. At his death the will was executed and Samuel W. Hall, his son, received this property. During the life of Samuel W. Hall, debts accumulated that had to be satisfied. By a Court order from the Bank of the State of Alabama the land was sold at public auction in 1842.

On February 7, 1842 the sheriff of Jefferson County, under a court order against Samuel W. Hall, sold and conveyed the land "recently occupied by Samuel W. Hall," to William S. Mudd.

Historians point out that it was a custom of the period to enlarge on any existing building rather than tear it down and start all over. Mr. Mudd with the help of his slave labor built onto this existing "dwelling" and constructed the mansion we know today.

Arlington, in 1865, the closing year of the War Between the States, was commandeered by Union General James H. Wilson. Here he placed his sentry and established his staff headquarters. It was at Arlington that General Wilson issued orders to his cavalrymen to burn the University of Alabama at Tuscaloosa — to destroy the Iron furnaces at nearby Oxmoor and Irondale and the Confederate arsenal at Selma. Wilson's occupancy of the Home during that brief period is the reason it was left undisturbed. This might not have been true had he known that while the Union soldiers roamed the grounds, there was concealed in the attic a Confederate spy — an esteemed poetess, Mary Gordon Duffee.

Judge Mudd sold Arlington in 1884 to Henry DeBardelaben — who sold it to F. H. Whitney in 1886. He turned it into a fashionable Boarding House. R. S. Munger bought the house in 1902 and made it his permanent home. One of his daughters, Mrs. A. C. Montgomery, and her husband were the last private owners of Arlington.

In 1953 The City of Birmingham purchased Arlington and opened it as a place of historic interest and a Museum. The Alabama State Fair Authority is responsible for the maintenance and operation of this property. The Arlington Historical Association serves as an auxiliary. It has been authentically furnished with magnificent pieces dating more than 100 years. Many changes have been made. The gardens surrounding the Mansion are maintained by the Birmingham Park and Recreation Board.

Arlington is open daily except Monday throughout the year from 9:00 to 5:00 and on Sunday from 1:00 to 6:00. Every one is welcome to tour the home and take a step back into the gracious era of the Ante-Bellum years of hospitable living in the Deep South.

Authentic Antique Furniture at Arlington...



PINE ROOM. West back upstairs bedroom, called the Pine Room, contains a flax wheel hanger, field bed, an antique cradle and other fine old pieces. Most of these pieces were made before 1800.

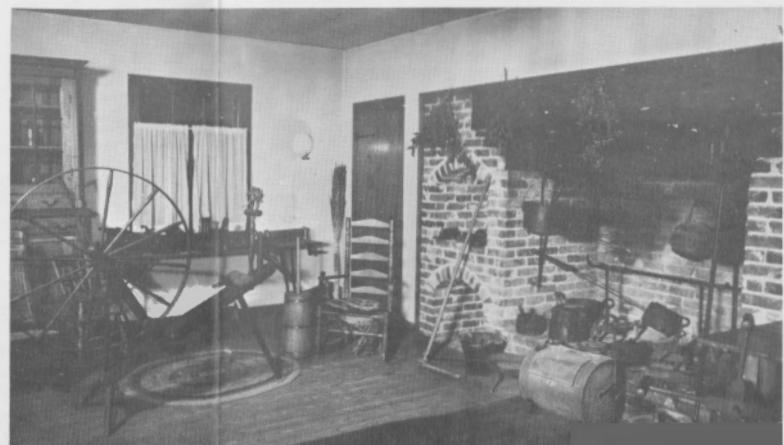


DRAWING ROOM. This exquisite room is completely furnished in authentic 19th century antiques. Among the more outstanding pieces are a rosewood piano that belonged to Governor Barrie Moore, a Chippendale mirror and the French Ormolu Meissen mantel clock. Above the mantel hangs an oil that dates from 1839.

DINING ROOM. The Hepplewhite banquet table in the dining room dates back to 1780. The eight Sheraton chairs used with the table have their original horse-hair upholstery.



PLANTATION KITCHEN. This building, located just behind the main house, was reconstructed in keeping with the ante-bellum architecture. Its fireplace is built of bricks that are over 100 years old. It is equipped with iron kettles, spider skillets and crane. Besides the fireplace stands an original dough table.





OF SPECIAL INTEREST . . .

CHRISTMAS AT ARLINGTON

Each year during the second week in December, Arlington celebrates Christmas. The whole house is bedecked in Christmas decorations of the same type that were used in the 1800's Be sure to visit Arlington at this time and see an Old Fashioned Christmas

ARLINGTON GARDENS. The gardens of Arlington unfold their acres of glowing, brilliant colors ringed by soaring trees to keep the troubles of a distraught world from penetrating into this place of beauty, quietude and peace and within the magic portal of this place, enchantment blooms on every hand.

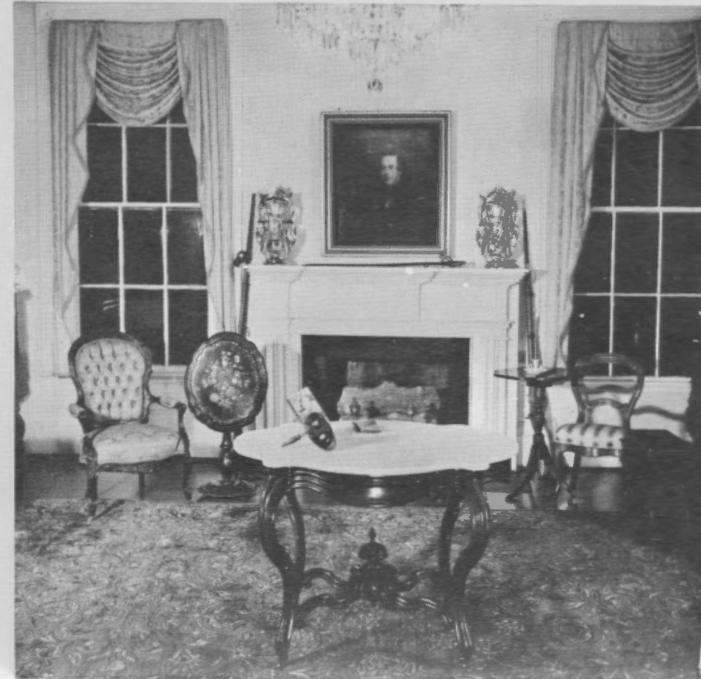
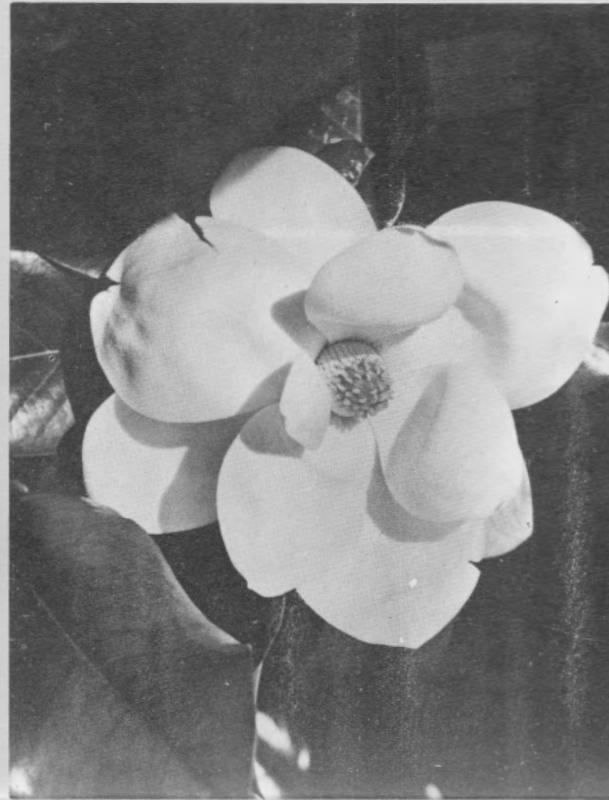
Spring is heralded by thousands of yellow buttercups and tulips scattered all over the grounds. Another especially beautiful time of the year is early summer when the stately magnolias are in full bloom. Many other shrubs and flowering plants add beauty to the house and delight visitors.



Here at Arlington is the glorification of the Greek Revival—the embodiment of the finest as exemplified in the Neo-Classical. Arlington—site of romance beneath the magnolias—of important social functions . . . of a colorful page in the War Between the States . . . and now, one of the Southland's finest ante-bellum homes and a symbol of a lost era of gracious living.

As a result of the restoration and furnishings, it is not hard to imagine the atmosphere of a century ago when couples strolled on the shade-laced lawn beneath massive oaks and fragrant magnolias, or hooped-skirted belles danced the reel with their colorfully frocked beaus in the spacious ballroom. Truly the setting of Southern plantation life at its finest is recaptured at Arlington.

OLD ELYTON CEMETERY—located on Tuscaloosa Avenue and 5th Street, North, it has tombstones dating from 1820 the founding of Elyton, Alabama.

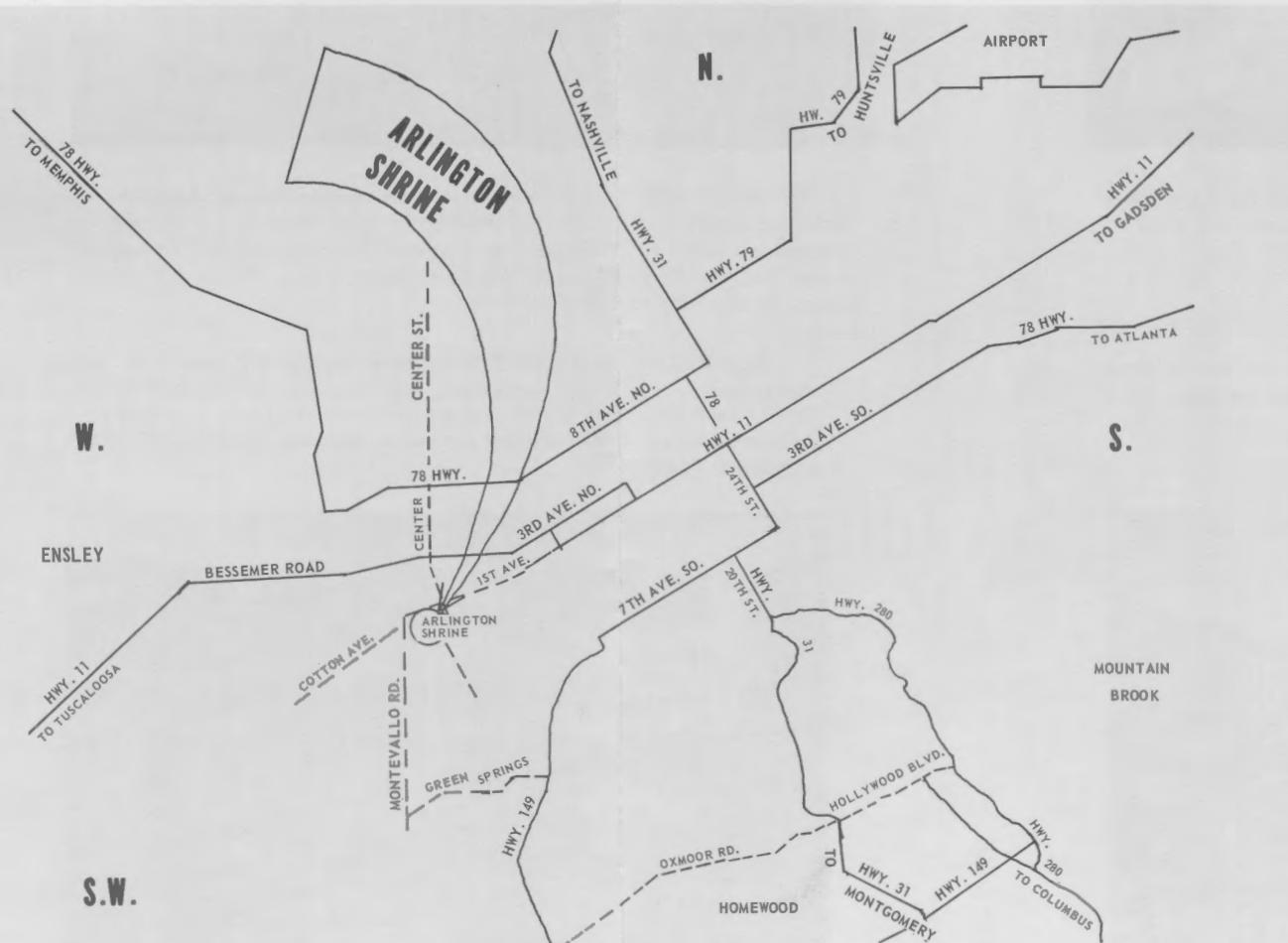


DISCOVER THE
GRANDIOSE BEAUTY OF

Arlington

NOW

Take a step back into colorful, interesting Southern history – 1832 and you are there! You'll enjoy every minute you spend in Ante - Bellum Arlington, just a few minutes from bustling modern downtown Birmingham. Whether you are an avid antique collector or have an interest in the historic, you'll find fascination at every hand when you tour Arlington with its many and varied collections of authentic antiques. Young or old, there's interest for everyone and a visit to Arlington always remains a cherished moment in every visitor's life.



MUSEUM . . . located at the rear of the house, displays many War Between the States relics . . . a collection of dolls dressed as various outstanding women of Alabama history . . . a display of hand carved dolls in authentic period costume from 1600 to 1900.

GIFT SHOP—Souvenirs and gifts of distinction as well as books of historic interest.

RESERVE LOVELY ARLINGTON
FOR YOUR OWN . . .

- Club Meetings ● Teas
- Parties ● Weddings
- Luncheons ● Receptions

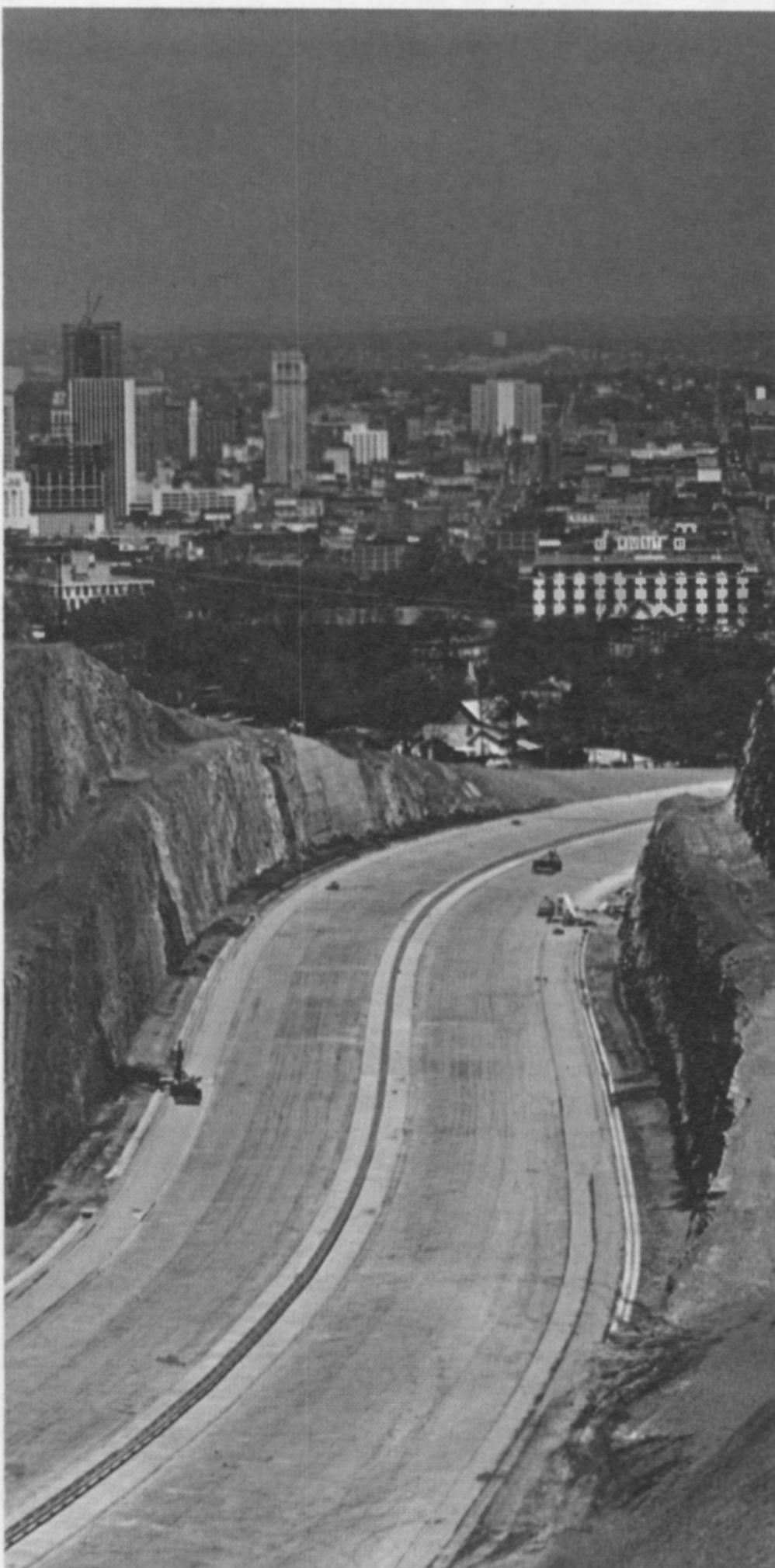
The attractive club rooms at Arlington can be used for your own entertaining. Menus in the Old South tradition, baked biscuits, fried chicken, apple dumplings, ham and spoon bread, are prepared especially for your group. For reservations or more information call the manager at 788-6155.

Official Hospitality Center
For The City of Birmingham
Member of National Trust For Historical
Preservation In The United States
Administered by Alabama State Fair Authority
Owned by the City of Birmingham
Arlington Historical Association, Auxiliary

ARLINGTON ANTE BELLUM HOME AND GARDENS
331 Cotton Ave. S. W. (Phone 788-6155)
Open daily 9:00 to 5:00 – Sunday 1:00 to 6:00
Birmingham, Alabama 35211
Closed On Monday

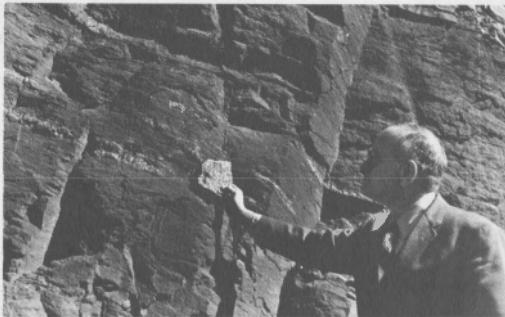
THE RED MOUNTAIN STORY

RECALD LIBRA



Red Mountain began about 500 million years ago. Like many other parts of the world, the area that Birmingham occupies was covered by ancient seas. As time passed, the seas and land surfaces rose and fell in response to tremendous forces generated in the earth's crust through cataclysmic events. Earth forces caused the rocks of the crust to fold and eventually break. All of these events, the action of horizontal and vertical forces, and the life in the seas, are recorded in the rocks exposed in the cut.

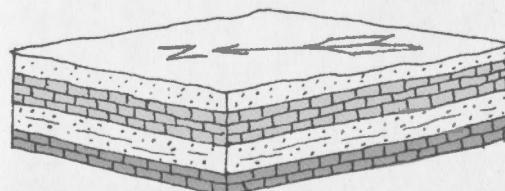
The rocks in the cut are all sedimentary rocks, which means they were, for the most part, brought here from other sources, deposited, consolidated and after eons of time cemented or hardened to become solid rock. These rocks are sandstone, shale, claystone, siltstone, and conglomerate. Some, however, were precipitated, as in chemical solutions, from sea water. These rocks are limestone, chert and the mineral hematite that forms the iron ore seams.



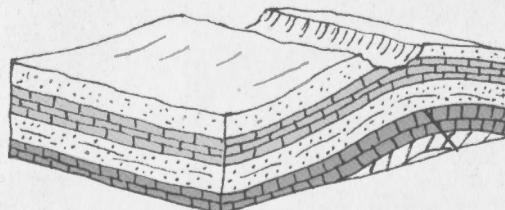
All of these rocks are made up of mineral grains. The size, shape, roundness, or angularity, and the cement holding the rock together provide clues as to the kind of environment in which they were originally deposited.

In the beginning, about 500 million years ago, the sediments were laid down in essentially flat-lying horizontal layers (A). Then tremendous forces acting horizontally (a compressive force) pushed the rock layers up into an arch-like structure (anticline) with valleys in between (syncline). Continuing forces caused

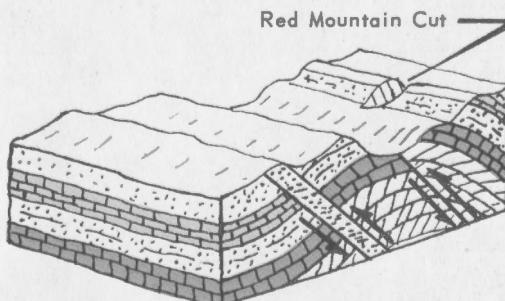
larger folds to develop and eventually the rocks, being brittle, broke (producing a fault) and one part slid past another (B). During this time erosion was active so that today the Birmingham Valley is an eroded anticlinal valley (C) with the previously flat-lying sedimentary beds folded to form long, parallel ridges. The rocks capping the ridges are more resistant and have not eroded as fast.



A. Essentially flat-lying horizontal sedimentary rocks.



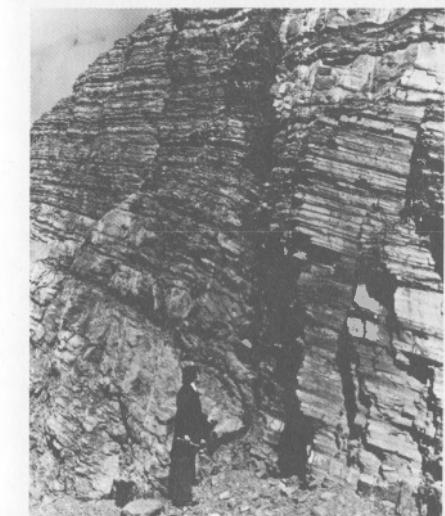
B. Beginning of folding, faulting, and erosion to form a valley.



C. Structure of area at present.

The iron ore seams are hematite, which is a mineral composed of iron and oxygen. The iron ore is of sedimentary origin, having been deposited on the bottom of a shallow sea floor in a gulf and reef area. During the de-

velopment of the deposit the dead marine organisms and other fragmental material were worked and reworked by waves and currents in the presence of chemically precipitated calcium- and iron-bearing material.



About 500 million years ago, the sediments were laid down in essentially flat-lying horizontal layers.



The "Big Seam," the principal iron ore seam.

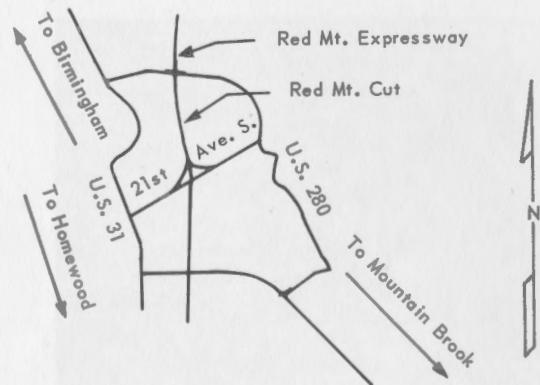
"Red paint" rock was first discovered on Red Mountain by a couple of Tennessee frontiersmen, Friley and Jones, in the early 1800's. Later, discoveries of coal and limestone within a radius of 5 to 15 miles of Birmingham

provided the resources for the district to become known as the "Pittsburgh of the South." In the early 1900's, about 60 mines were producing "red ore" for the hungry blast furnaces and ovens of the district.

Groups instrumental in working to preserve the cut as a monument and establish a museum are: Birmingham-Southern College, Alabama Geological Society, Birmingham Section AIME, Alabama Highway Department, Linn-Henley Charitable Trust, and many private civic-minded citizens.



A fault exposed by the cut.

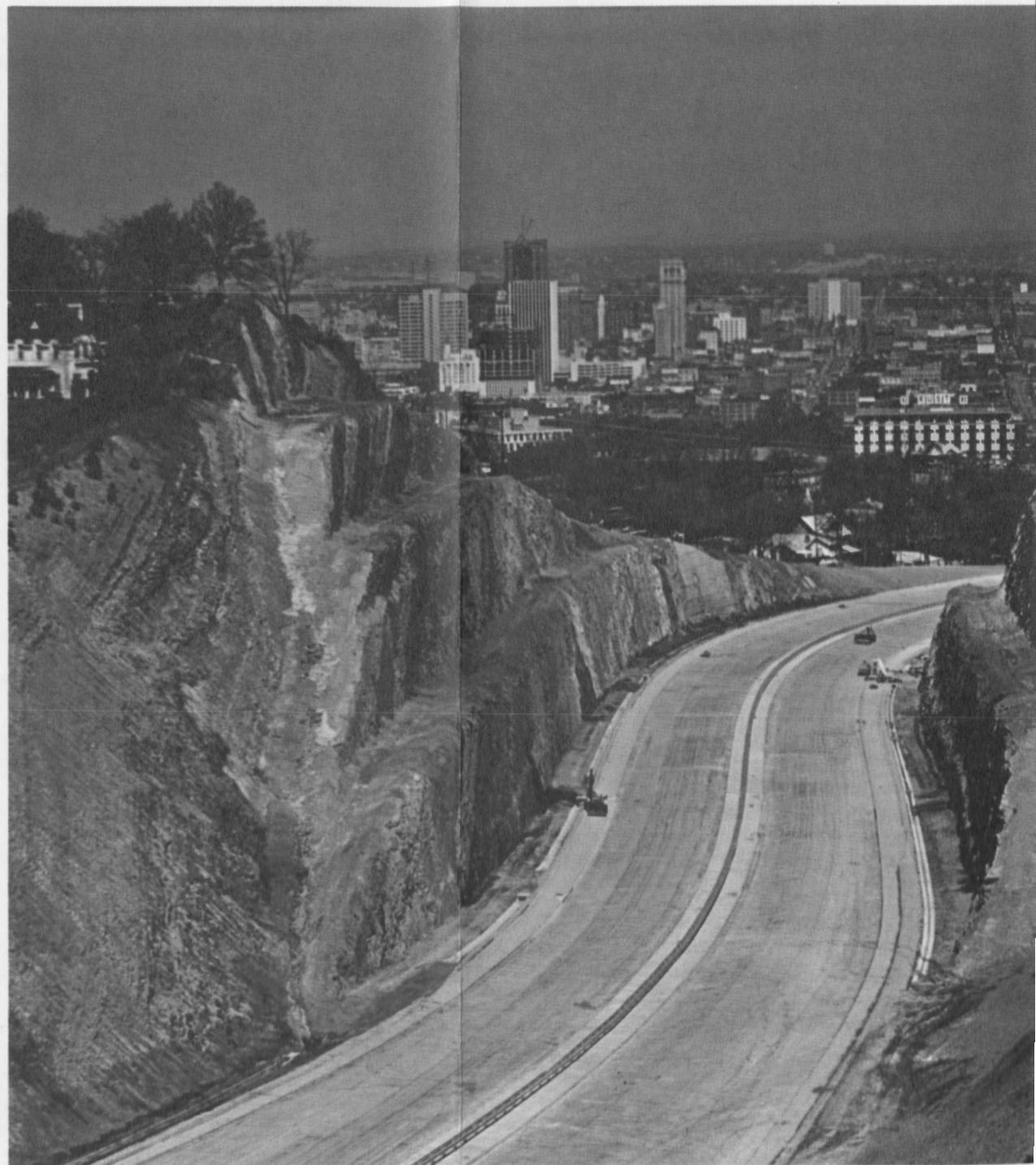
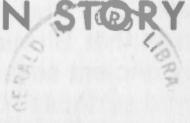


For information write
RED MOUNTAIN MUSEUM BOARD

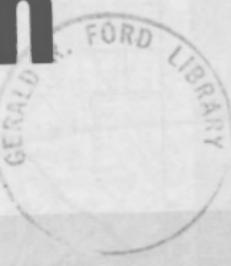
City Hall
Birmingham, Alabama
35203

Prepared by
GEOLOGICAL SURVEY OF ALABAMA

THE RED MOUNTAIN STORY



Birmingham



Chevron



People
really count

Along the
Chevron Way

FOR CONTINUATION OF STREETS SEE MAIN MAP BELOW



BESSEMER AREA

Scale: Same as Main Map

20
25
State Vocational Training School
Bessemer Memorial Hospital
Jess Lanier High Sch

20
25
BESSEMER AIRPORT
TUSCALOOSA

To Tuscaloosa

20
25
MAYTOWN

Village Creek Reservoir
ROAD

Bayview Lake
Edgewater Jr Hi School

MULGA LOOP ROAD

FOR CONTINUATION OF STREETS SEE INSET ABOVE



Let us route your trip FREE!

Just fill out and mail the postpaid request card you'll find at Standard service stations, and we'll send you easy-to-follow road maps marked with the best route to wherever you want to go.

Standard Travel Service

P.O. BOX 538 COMFORT, TEXAS 78013



5

6

7

8

9

To Montgomery



For index to streets see reverse side.
Note: Birmingham is divided into five sections as outlined: North, South, West, Southwest and Ensley.

This map shows house numbers in red figures.

STREET MAP OF Birmingham

Prepared for
Standard Oil Company

SCALE ONE INCH EQUALS APPROXIMATELY 0.75 MILES

- Controlled Access Dual Hys.
- Interstate Numbers
- Other Dual Thoroughfares
- Principal Through Routes
- Secondary Thoroughfares
- State Highway Numbers
- County Highway Numbers

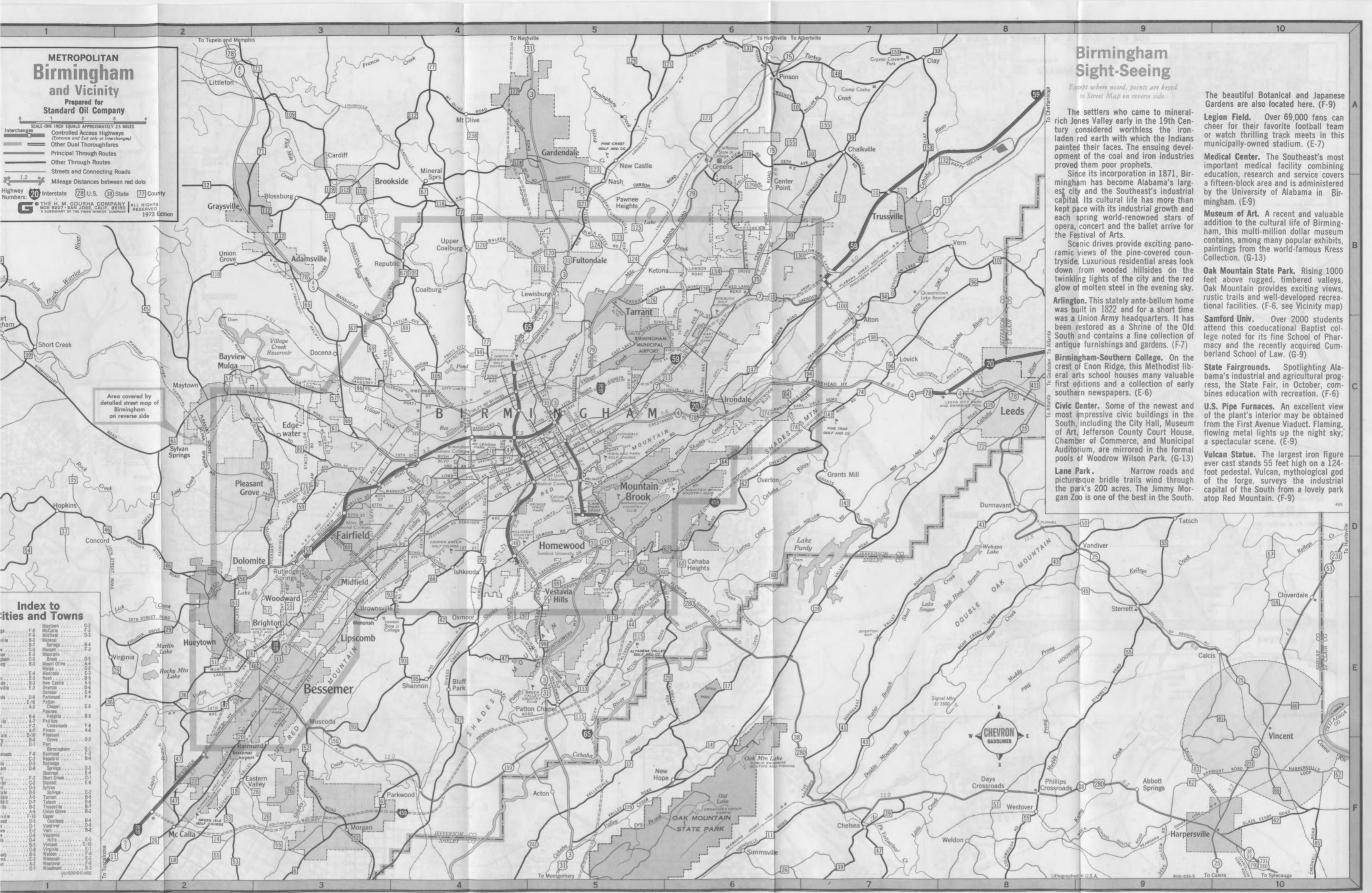
© THE H. M. GOUSHA COMPANY
BOX 8227 • SAN JOSE, CALIF. 95150
A SUBSIDIARY OF THE TIMES MIRROR COMPANY

ALL RIGHTS RESERVED 1973 EDITION

Places of Interest

- | | | | |
|-------------------------|------|----------------------------|------|
| 11. Brown Marz Building | H-13 | 38. Loveman's Dept. Store | H-12 |
| 12. Burger-Phillips | H-13 | 39. Masonic Building | H-12 |
| Department Store | H-13 | 40. Federal Building | G-12 |
| | | 41. Masonic Temple | G-12 |
| | | 42. Salvation Army | G-14 |
| | | 43. Ritz Cinema | H-12 |
| | | 44. St. Paul's Cathedral | H-13 |
| | | 45. Exchange Security Bank | H-12 |
| | | 46. Federal Building | G-12 |
| | | 47. Masonic Temple | G-12 |
| | | 48. Ritz Cinema | H-12 |
| | | 49. Masonic Building | H-12 |
| | | 50. Federal Building | G-12 |
| | | 51. Salvation Army | G-14 |





METROPOLITAN Birmingham and Vicinity

Prepared for
Standard Oil Company

SCALE ONE INCH EQUALS APPROXIMATELY 2.5 MILES

Interchanges

Controlled Access Highways

(Entrance and Exit only at Interchanges)

Other Dual Thoroughfares

Principal Through Routes

Other Through Routes

Street and Connecting Roads

1.2 Mileage Distances between red dots

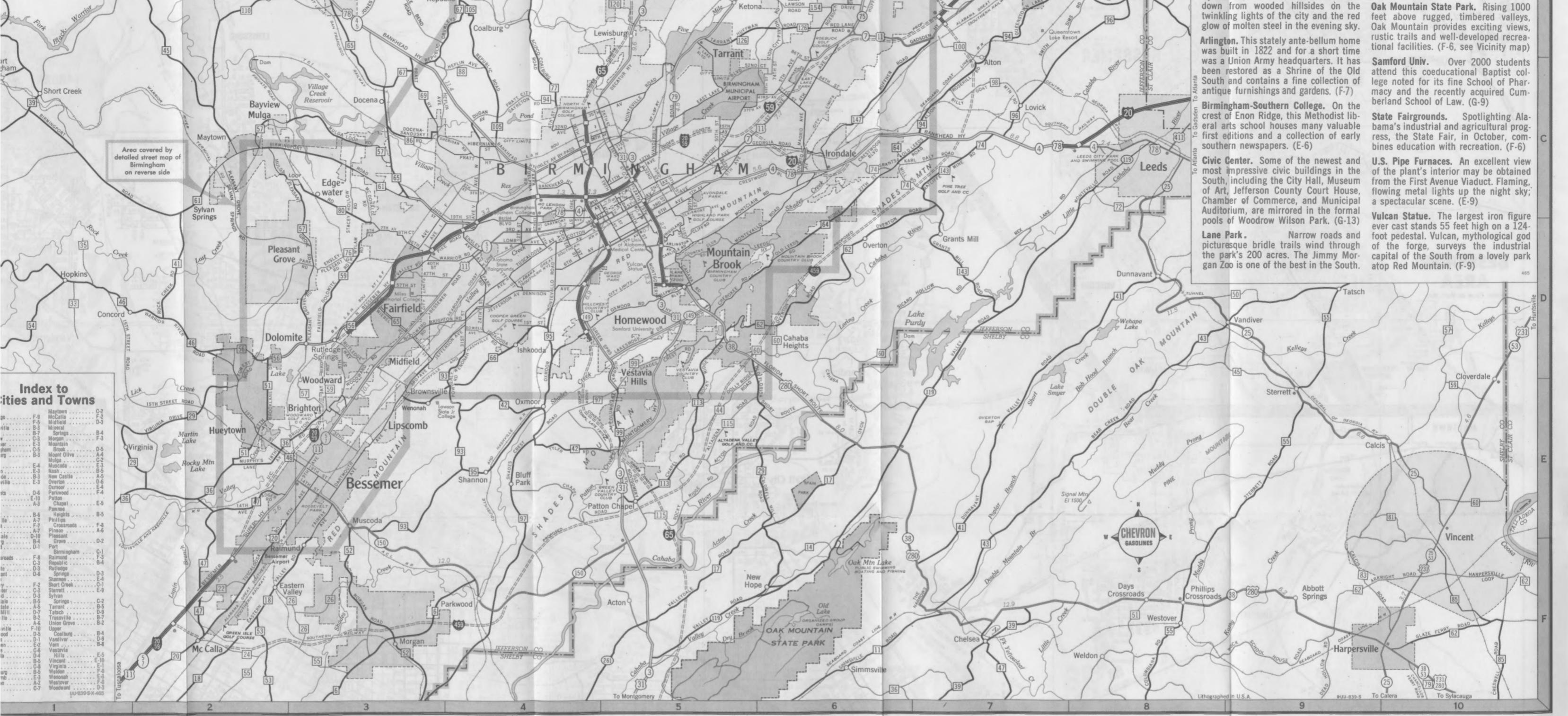
Highway Numbers: 20 Interstate 28 U.S. 38 State 77 County

G THE H. M. GOUSH COMPANY ALL RIGHTS RESERVED 1973 EDITION

A SUBSIDIARY OF THE THREE MIRROR COMPANY

1973 EDITION

Area covered by detailed street map of Birmingham on reverse side



Birmingham Sight-Seeing

Except where noted, points are keyed to Street Map on reverse side.

The beautiful Botanical and Japanese Gardens are also located here. (F-9)

Legion Field. Over 69,000 fans can cheer for their favorite football team or watch thrilling track meets in this municipally-owned stadium. (E-7)

Medical Center. The Southeast's most important medical facility combining education, research and service covers a fifteen-block area and is administered by the University of Alabama in Birmingham. (E-9)

Museum of Art. A recent and valuable addition to the cultural life of Birmingham, this multi-million dollar museum contains, among many popular exhibits, paintings from the world-famous Kress Collection. (G-13)

Oak Mountain State Park. Rising 1000 feet above rugged, timbered valleys, Oak Mountain provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Arlington. This stately ante-bellum home was built in 1822 and for a short time was a Union Army headquarters. It has been restored as a Shrine of the Old South and contains a fine collection of antique furnishings and gardens. (F-7)

Birmingham-Southern College. On the crest of Enon Ridge, this Methodist liberal arts school houses many valuable first editions and a collection of early southern newspapers. (E-6)

State Fairgrounds. Spotlighing Alabama's industrial and agricultural progress, the State Fair, in October, combines education with recreation. (F-6)

U.S. Pipe Furnaces. An excellent view of the plant's interior may be obtained from the First Avenue Viaduct. Flaming, flowing metal lights up the night sky; a spectacular scene. (E-9)

Vulcan Statue. The largest iron figure ever cast stands 55 feet high on a 124-foot pedestal. Vulcan, mythological god of the forge, surveys the industrial capital of the South from a lovely park atop Red Mountain. (F-9)

Lane Park. Narrow roads and picturesque bridle trails wind through the park's 200 acres. The Jimmy Morgan Zoo is one of the best in the South.

Civic Center. Some of the newest and most impressive civic buildings in the South, including the City Hall, Museum of Art, Jefferson County Court House, Chamber of Commerce, and Municipal Auditorium, are mirrored in the formal pools of Woodrow Wilson Park. (G-13)

Red Mountain. Rising 1000 feet above rugged, timbered valleys, Red Mountain provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Double Mountain. Rising 1000 feet above rugged, timbered valleys, Double Mountain provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Pine Mountain. Rising 1000 feet above rugged, timbered valleys, Pine Mountain provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Oak Mountain. Rising 1000 feet above rugged, timbered valleys, Oak Mountain provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Bear Creek. Rising 1000 feet above rugged, timbered valleys, Bear Creek provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Double Oak. Rising 1000 feet above rugged, timbered valleys, Double Oak provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Mountain. Rising 1000 feet above rugged, timbered valleys, Mountain provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Tattnall. Rising 1000 feet above rugged, timbered valleys, Tattnall provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Kellogg. Rising 1000 feet above rugged, timbered valleys, Kellogg provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Cloverdale. Rising 1000 feet above rugged, timbered valleys, Cloverdale provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Shelby. Rising 1000 feet above rugged, timbered valleys, Shelby provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

St. Clair. Rising 1000 feet above rugged, timbered valleys, St. Clair provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Calico. Rising 1000 feet above rugged, timbered valleys, Calico provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Vincent. Rising 1000 feet above rugged, timbered valleys, Vincent provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Chesterfield. Rising 1000 feet above rugged, timbered valleys, Chesterfield provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Chester. Rising 1000 feet above rugged, timbered valleys, Chester provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Glazier. Rising 1000 feet above rugged, timbered valleys, Glazier provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

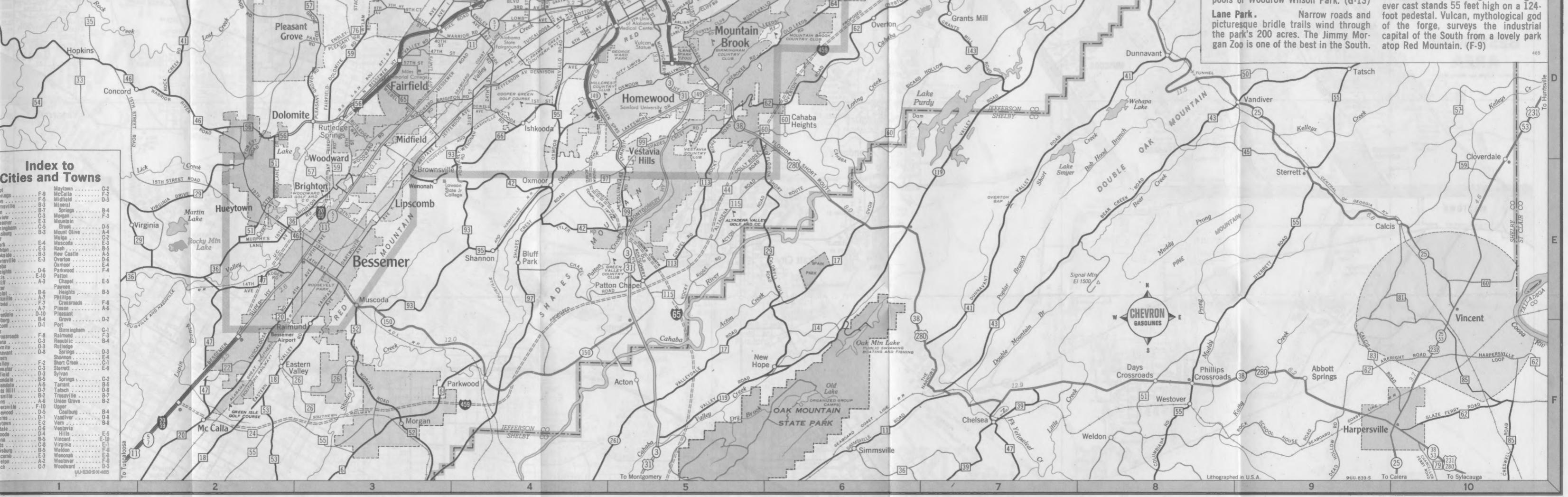
Chesterfield. Rising 1000 feet above rugged, timbered valleys, Chesterfield provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Glazier. Rising 1000 feet above rugged, timbered valleys, Glazier provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Chester. Rising 1000 feet above rugged, timbered valleys, Chester provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Chesterfield. Rising 1000 feet above rugged, timbered valleys, Chesterfield provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)

Chester. Rising 1000 feet above rugged, timbered valleys, Chester provides exciting views, rustic trails and well-developed recreational facilities. (F-6, see Vicinity map)



Lithographed in U.S.A. 90-UU-839-S

pools of Woodrow Wilson Park. (d-13)
Lane Park. Narrow roads and
picturesque bridle trails wind through
the park's 200 acres. The Jimmy Mor-
gan Zoo is one of the best in the South.
Red Mountain. (F-9)

ever cast stands 55 feet high on a 124-
foot pedestal. Vulcan, mythological god
of the forge, surveys the industrial
capital of the South from a lovely park
top Red Mountain. (F-9)

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z



We're not a filling station, we're a service station.

We aim to give the kind of service you don't always get. Maybe it's having your windshield cleaned without asking. Or maybe it's a quick fill-up when you're in a hurry. Or maybe it's just a big hello on a rainy day. On that next trip, visit a Standard station and discover that "people really count along the Chevron way."



Chevron National
Travel Card
Standard Oil Company
Louisville, Kentucky

132 45b 799 8

JOHN Q MODERN

Serving You Since
1966
Good Through
DEC 00

Enjoy 'instant credit' along the Chevron way with a Chevron National Travel Card. Ask your Standard man for an application or write: Standard Oil Company, P.O. Box 1860, Louisville, Kentucky 40201.

Birmingham Museum of Art

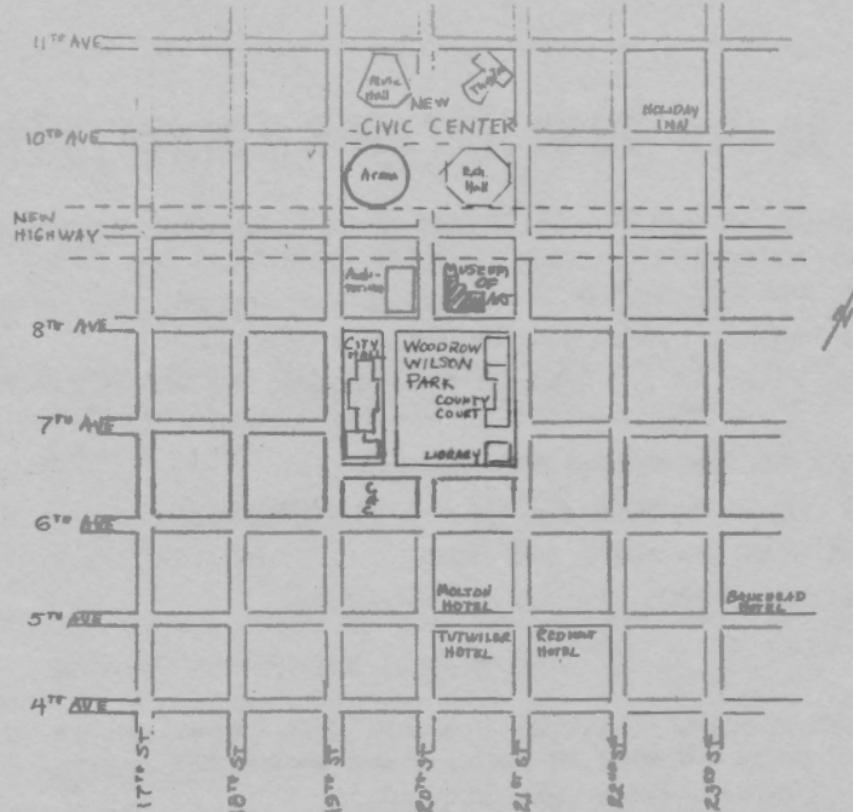
2000 Eighth Avenue, North Birmingham, Alabama 35203

Richard F. Howard, Director



a n invitation

BIRMINGHAM MUSEUM OF ART where is it?



to

CLUBS
SCHOOLS
NEIGHBORS

You are cordially invited to visit The Birmingham Museum of Art, in its wonderful Oscar Wells Memorial Building, 2000 Eighth Avenue, North.

A resume of our facilities and collections appears on the following pages.

BIRMINGHAM MUSEUM OF ART

what can we do for you?

Telephone 323-8714

If you will telephone or write us, we will be happy to:

1. Arrange to meet your group, welcome you, and tell you about the things you can see in the Museum. (Allow about an hour for such a guided tour.)
2. Arrange special talks on particular subjects connected with art and of interest to you.
3. Set up chairs, a table for Club Chairman, and provide a screen and projector for slides and 16mm movies.

We have found it necessary to limit meetings to those having art as their subject.

what do we have for you to see?

1. THE SAMUEL H. KRESS COLLECTION of 35 outstanding Italian paintings, representing the whole history of Italian Art in brief, with furniture and stained glass.
2. English, French and Dutch portraits and other paintings.
3. American Indian Art and artefacts from Alabama, the Plains, the Northwest Coast. Also, the great collection of Remington Bronzes.
4. More than 300 fine etchings and engravings.
5. Oriental Art, Art of the South Seas and Art of Palestine.
6. European silver, porcelains, and glass.
7. American contemporary paintings and water colors.
8. Beeson Collection of Wedgwood.
and
9. Constantly changing TEMPORARY EXHIBITIONS, which, over a period of years, will show all phases of art, ancient and modern, Oriental, European, African and American.

BIRMINGHAM MUSEUM OF ART
when can you come?

ALWAYS FREE

MONDAY
TUESDAY
WEDNESDAY
FRIDAY
SATURDAY

}

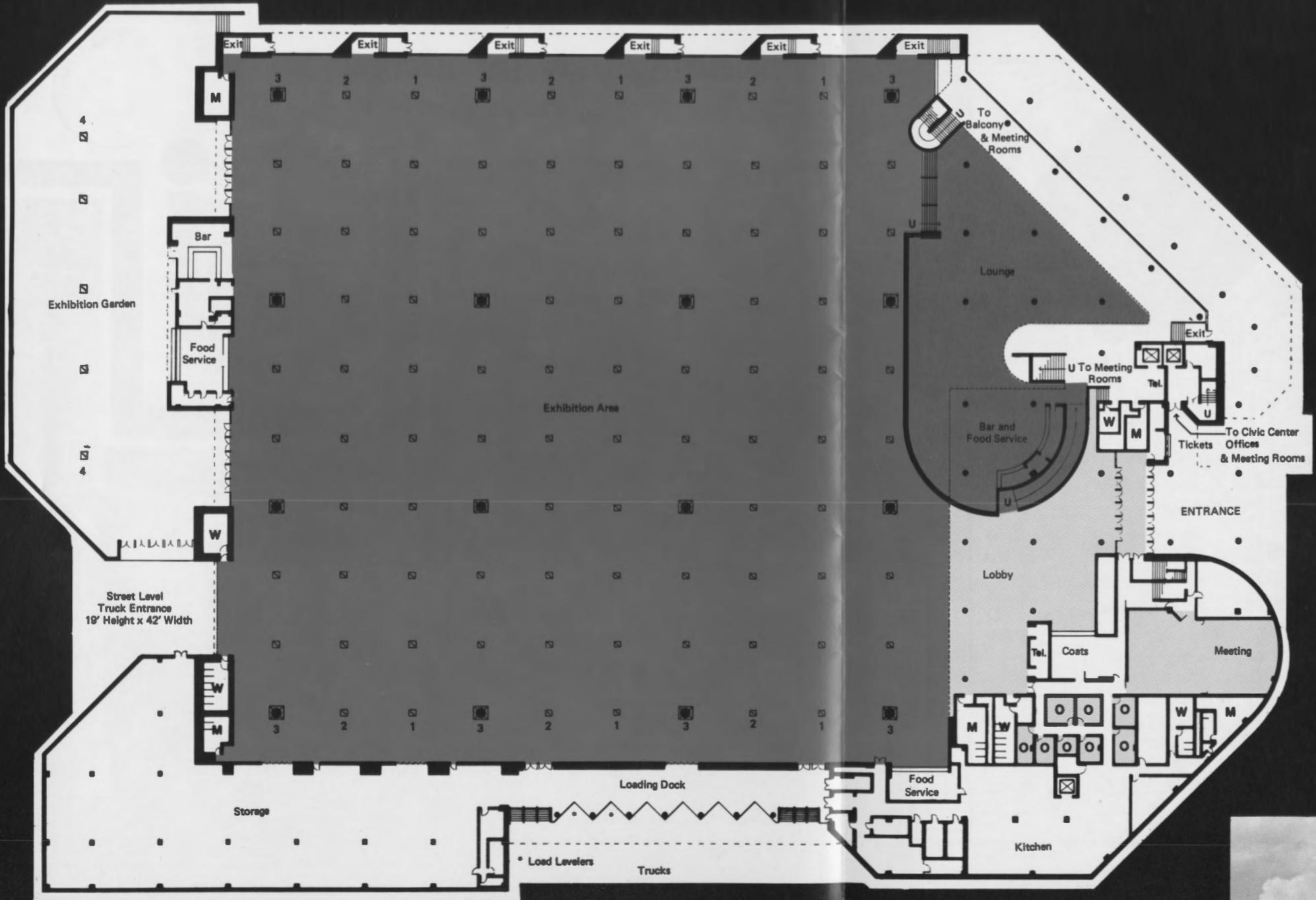
10:00 A.M. ● 5:00 P.M.

THURSDAY
SUNDAY

10:00 A.M. ● 9:00 P.M.
2:00 P.M. ● 6:00 P.M.

birmingham-jefferson civic center





The Civic Center is within easy walking distance to downtown stores, hotels, motels, banks, restaurants and specialty stores and entertainment.

It is within four blocks of interchanges which connect three Interstates and an expressway.

Direct air service to all major U. S. cities has so greatly increased that a \$40 million airport expansion program is now in progress.

Exhibition Area—100,000 square feet of exhibition space.

Columns on 90' centers

Utility boxes on 30' centers

Utilities available:

Row 1 Electric: 120v—480/277v

3 phase, cold water, drain, air

Row 2 Electric: 120v—208/120v

3 phase, cold water, drain, air

Row 3 Electric: 120v—cold water,

drain, air

Row 4 Electric: 120v—208/120v—

480/277v 3 phase, cold water,

drain

Natural Gas located in most columns
Telephone connections available at each utility box

Additional Services may be run thru tunnels beneath floor to desired locations.

EXHIBITION AREA

Approximately 100,000 square feet of exhibition space on one level with adjacent 15,000 square feet of protected outdoor exhibition garden space. Mercury vapor or Quartz lighting available in a 25' high ceiling. Unlimited floor load capacity. Catering is available for up to 3000 people.

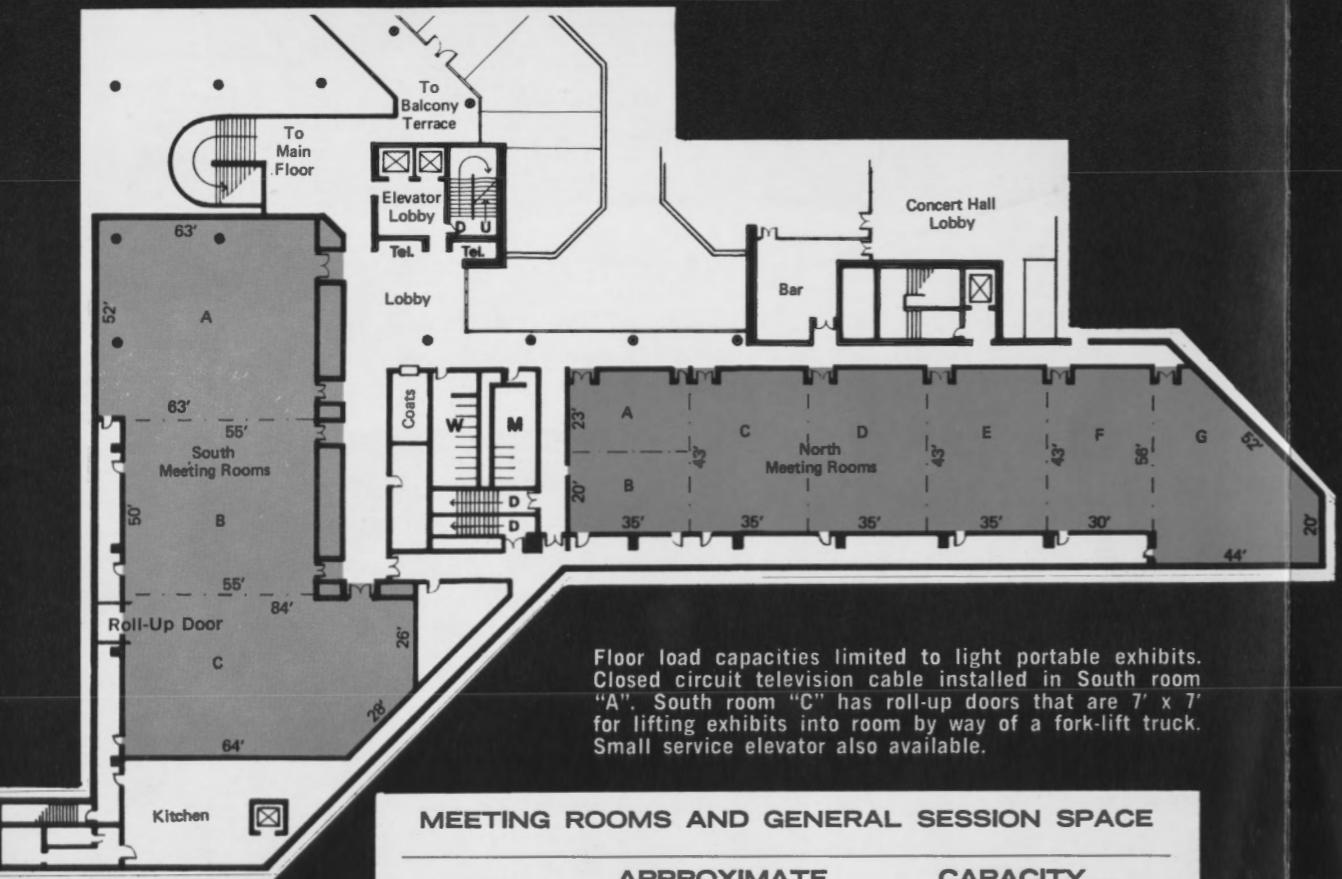
RED CARPET LOUNGE

Suitable for receptions for up to 800 people.

LOBBY

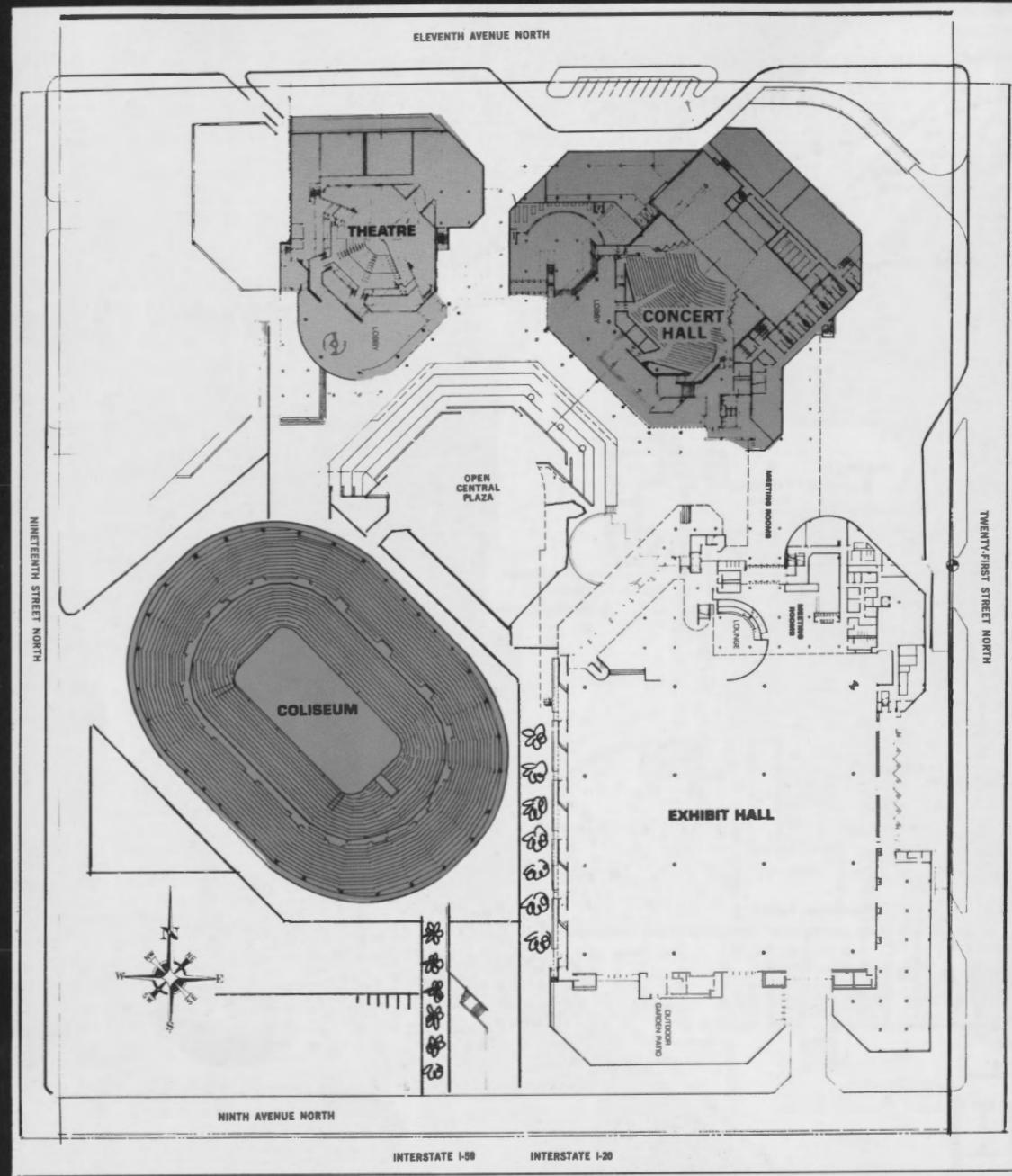
Ample space for registration, show manager's offices and a meeting room for 200 people, auditorium style.





MEETING ROOMS AND GENERAL SESSION SPACE

ROOM	APPROXIMATE SQ. FT.	CAPACITY Auditorium/Banquet	
South	9,800	1,400	900
South A	3,650	450	300
South B	2,450	330	230
South C	3,550	450	300
North	9,600	1,300	850
North A	850	110	70
North B	700	90	55
North A-B	1,600	200	125
North C	1,600	200	125
North D	1,600	200	125
North E	1,600	200	125
North F	1,200	160	100
North G	1,850	240	150



CONCERT HALL

3,000 seats. For symphony, opera, ballet or theatre. Can also serve as a large meeting hall; connected directly with meeting room area. Complete backstage rehearsal and dressing facilities. Opening in the summer of 1974.

THEATRE

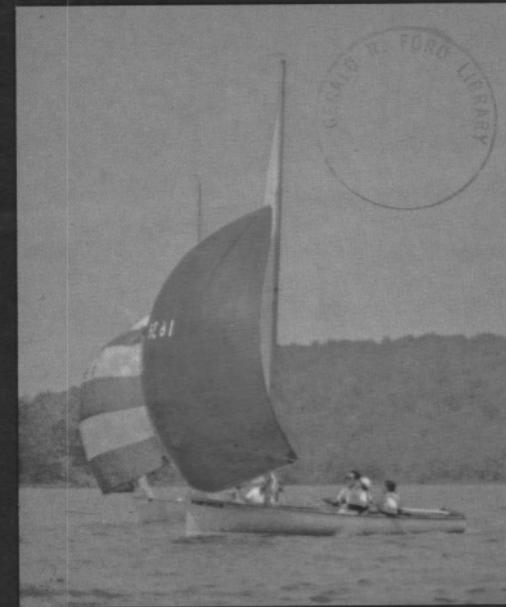
Opening summer of 1974. 800 seats proscenium style; 1,000 seats semi-arena style. For smaller audience theatrical and musical productions or assemblies. Flexible stage, allowing proscenium or thrust arrangements. Complete backstage and shop facilities.

COLISEUM

Opening in the spring of 1976. 16,500 permanent seats and up to 20,000 seats with portable seating. A large restaurant will be included in the coliseum.

For further information, contact
E. A. "Casey" Jones.
The Birmingham-Jefferson Civic
Center, No. 1 Civic Center Plaza,
Birmingham, Alabama 35203
(205) 328-8160

WEEKEND IN BIRMINGHAM



**What
to do,
where
to go
in
Birmingham**

Birmingham's new Holiday Inn Airport brings a new style to the airport. It features the Blue Max Restaurant for gourmet dining, the Red Baron Lounge for dancing to live music, Executive Suites, courtesy car, and is close to downtown and the Civic Center location. Come out and enjoy the luncheon buffet with entertainment. Corner of the Airport Highway and 10th Avenue, North. For reservations, or just to talk: **591-6900**



HOLIDAY INN AT THE AIRPORT

ai AMERICAN INTERNATIONAL RENT-A-CAR™
Call Toll Free: 800-527-6346 or locally: 595-4663.



Nestled in its long valley, it must appear from afar as a package of skyscrapers and smokestacks, tied with ribbons of railroads and freeways. That's true, up to a point.

But that's not the total Birmingham. It isn't all bigness, by any means. Look closer. The picture you see will contain lots of surprises. For instance . . .

By nature, we're really a green place. Our downtown showpiece, Birmingham Green, is a vista of trees, flowers and shrubbery. At one end of the green is Woodrow Wilson Park with its pools, grass, benches and huge shade trees. Just off a busy downtown sidewalk is the lovely Church of the Advent Garden, open daily. Everywhere are groomed public parks, many with swimming pools and picnic tables. South Central Bell, one of our biggest companies, said one reason it chose Birmingham was because we cut our grass but not our trees.

We like water, too. Check out the fountains at the First National Bank/Southern Natural Gas Building, Daniel Building, Hyatt House Hotel, Airport, Vulcan Park, Advent Gardens, Office Park, Baptist Medical Centers and Botanical Gardens. You'll see what we mean. We shoot our water with real flair.

Have we got statues? Vulcan, that man on the mountain, has brothers and sisters with such conspicuous names as Electra, Miss Liberty, Brother Bryan, and in Woodrow Wilson Park there're a bunch; soldiers, teachers, Miss Freedom and even an eternal flame. From a wall of the Church of the Advent, Jesus Christ overlooks Birmingham Green.

Birmingham is music. Our 70 member professional symphony plays a seven-month season. Birmingham Music Club, oldest in the South, schedules outstanding artists. We also have civic opera, string quartet, organists guild, civic chorus, chamber music society, an organ recital series, connoisseur concerts, barbershop quartets, a special Second Season symphony series, active college music departments and local music study clubs. Someone's always tuning up.

Birmingham is dance: two ballet companies and a creative dance organization. Birmingham-Southern College offers the

THIS IS WHAT WE'RE ABOUT

arts, including Silver Bowl awards given annually to selected cultural leaders. Additionally, the Festival salutes a new country each year, recognizing man's achievements throughout the world. One part of the Festival, the annual International Fair, joins our ethnic communities, honored country and arts groups with strong bonds of friendship and fun. P.S.: individuals and businesses finance the Festival out of their own pockets. 100 percent.

This is a place of party-like public occasions—come one, come all for the price of a ticket. If that's your bag, your choices include the swish Festival of Arts Ambassador's Dinner; informal Checkered Flag Dinner which honors NASCAR's top drivers; Man of the Year and Woman of the Year banquets; the elegant Gala, honoring Outstanding Women of America; football and basketball boosters' clubs; two humanitarian awards dinners (one by the Red Cross, the other by a radio station); and the Chamber of Commerce Annual Dinner.

Besides naming a dozen or so personalities annually as Outstanding Women of America, Birmingham also hosts two Halls of Fame: one for the arts, nationally, the other for Alabama-born athletes. The induction ceremonies always draw sellout crowds. Additionally, at an annual Environmental Awards Dinner, we pay tribute to selected area industries for reducing water, air and solid waste pollution.

We like superlatives, too. You may have noticed by now . . . Such as having the world's largest camellia show, the nation's only known educational film festival, America's brassiest Veterans Day observance and the ultimate in Civic Centers.

We also fill the heavens with fireworks every Fourth of July night from atop Red Mountain . . . spark up Summer with a Parkart cultural program and wide-ranging kids' activities . . . play soccer and rugby competitively . . . have a bicycle club . . . and hold a Fall Fashion Time. Among a great many other things.

Do yourself a favor: Look beyond your first impression of Birmingham. We promise you lots of pleasant surprises. And even more: pleasant living. ▀

FUN...BY THE SEASONS

Here they come . . . June, July and August. And out in front, the kids.

So grab the swimsuits and head for Oak Mountain State Park. It's hardly 30 minutes from any Birmingham driveway. Swim, fish or boat in its clean lakes. Soak up the sun on the beach. Rollerskate. Camp. Eat under the pines or dine in the two restaurants. Check into a cabin. You'll love it in these woods.

Pops concerts, outside, in the cool of the evening, come along in June. The Miss Alabama Pageant, too.

By all means, get hold of a fat, cold watermelon and find a shade tree. Or crank some homemade peach ice cream.

Barbecues smoke up every neighborhood on the Fourth of July. And that night the whole crest of Red Mountain is lit by a gigantic fireworks display.

Fireworks of a different kind start in July . . . the Birmingham Americans of the World Football League. 72,000 seat Legion Field is the home of Alabama's first professional team.

Hardly has August begun when the green flag drops at one of NASCAR's biggest races, the Talladega 500, also held at Alabama International Motor Speedway.

SUMMER

Closer to home, there's a month of arts and crafts events at Parkart, at Avondale Park . . . special movie series downtown . . . Fall Fashion Time.

You may choose to explore Confederate ruins at Tannehill State Park. To put a boat in the water at Logan-Martin Lake or a nearby river. To watch the baseball A's fighting for a pennant.

You might select an in-town attraction, like the planetarium, Arlington, the zoo, Japanese and Botanical Gardens, Vulcan Park or the Art Museum.

Whatever . . . in Summer Birmingham, cool it. The living's easy. Easy.

September, October and November are welcome sights.

Vacation's over. Labor Day, too. The pace quickens. All at once. There's football of every size, shape and description. Every day and night, it seems.

AUTUMN

Everybody's season opens—Birmingham Symphony, the Music Club, all the community and campus theaters, various music groups.

To be sure, the place to go (or be seen) is the new Concert Hall or Theater at the awesome Civic Center. But watch your step; they're still abuilding on the Coliseum.

Nearly every Saturday and Sunday somebody's playing a concert at the Art Museum or holding an art show somewhere in town.

Speaking of art, the big shows at Bluff Park and Horsepens 40 make for perfect weekends. As you're engulfed by breathtaking Fall scenery, check out the paintings and handcrafts. Maybe start your holiday shopping. Breathe deeply. That's sorghum making and chicken barbecuing. Take home a bushel of shiny apples or a bright pumpkin.

There's the spectacular Alabama State Fair . . . the down-home happiness of a Country Fair at Arlington Ante Bellum Home . . . Woman of the Year banquet, with a seat for you . . . the Symphony Bazaar, a one-day spectacular, largest in the nation.

Independent Presbyterian Church's annual organ recital series give November Sunday afternoons a special quality.

And get your ticket early for the annual Festival of Sacred Music, held at Thanksgiving time.

Like parades? The biggest around spotlights Birmingham Veterans Day activities. The city literally is weighted down with brass.

That other noise you hear is basketballs being dribbled. The sport is big here. And that brightness at the top of Birmingham Green, downtown, is the giant Christmas tree. It's quite a public party when the colored lights go on.

December, January, February . . . what delightful contrasts!

Sure, the landscape is brown, the sky sometimes grey, the wind often icy.

But you are . . . Bundling up the family and going to enjoy "Christmas at Arlington," the "Boar's Head and Yule Log Festival," a nearby "Living Nativity" and the city school's Christmas Music Festival.

Madly Christmas shopping.

Finding it hard to choose from all the programs of beautiful Christmas music in Birmingham area churches.

The McCoy Carol Service, for instance, has been a tradition for 30 years.

Trying to work in all the party invitations from your neighbors, your club, your business. Three in one night?

Buying a tree. Decorating. Baking. Wrapping. Hiding.

Frantically hunting one more gift.

WINTER

Remembering others. Goodwill, The Salvation Army, Goodfellows, Toys for Tots and International Family Crusade are among the helpers at work. And they can use you.

Not ready. Can Christmas be a day later, just this year?

Afterward, you sit down. Or follow Alabama or Auburn to a bowl game. They go every year, you know. Or ring in the new and sleep it off.

Comes January and with it some of the world's best tennis players to the Birmingham International Indoor Tennis Tournament.

Names and numbers famous out there on the field or on the tube last Fall suddenly appear in person at the annual banquets of the Quarterback Club, Touchdown Club and Alabama Sports Hall of Fame.

The Symphony, other shows and concerts help get the year moving (and you, too). And just when short February seems to be getting a bit long and Wintry-some, the city is dazzled by one of the world's largest camellia shows, our own.

March, April and May are what Birmingham is all about.

That's the feeling of lots of people who live here and most of the visitors who arrive during that splendid time.

Hillsides sharpened by brazen, new green and at once softened by creamy dogwood . . . banks of flaming azaleas, puffs of bashful violets, laughing daffodils and weeping willows, clusters of peach, pear, plum and apple blossoms . . . the radiance is simply overwhelming.

Spring produces Birmingham's Festival of Arts, the year's biggest cultural spectacular. The festival seems everywhere and everything for a month: Drama, dance, music, art, guests from a particular honored country, an International Fair, inductions into a national Arts Hall of Fame, presentations of Silver Bowls to selected local arts workers, thousands of school children participating. And it's an all volunteer effort.

SPRING

Just down the interstate, the world's longest enclosed racetrack, Alabama International Motor Speedway, attracts NASCAR's leading drivers and nearly 100,000 fans to its opening race, the Winston 500. Our own smaller track, Birmingham International Raceway, opens its season with a full house. And they come back all Summer.

The Ladies Professional Golf Association plays an annual tournament here, professional baseball usually drops by for an exhibition and there's a celebrity golf tournament to benefit our eye hospital.

Softball starts, too, involving 2000 players all over the area. And kids' baseball, in every park. The Birmingham A's AA baseball team sets up at Rickwood Field.

There's the Sidewalk Art Show. The Horsepens 40 Blue Grass Festival, just down the road. Gorgeous floral shows at the Botanical and Japanese Gardens. The Birmingham Rose Society Show. The annual House and Garden Pilgrimage of the Episcopal Church of the Advent.

Every day is different and prettier than the one before. ■

A Birmingham Tradition Since 1973

We're new in town, but we haven't wasted time getting our message across. We're establishing a tradition—the Kahler tradition of quality that has made us famous nation-wide. It's that concern for our guests that we like to call "Kahler Care."

It's more than just our attitude, though. It's 300 luxurious rooms, including 10 panoramic rooftop suites. A swimming pool with a patio garden and Scandinavian-style saunas. The beautiful Tiffany dining room and our nostalgic Depot Lounge. And our extensive convention staff and facilities, which enable us to comfortably accommodate up to 1,000 people at once.

Good news travels fast. That's why most of Birmingham already knows that when you say, "Birmingham's finest hotel," you mean the Kahler Plaza.



KAHLER PLAZA HOTEL

808 20th Street South
Birmingham, Alabama 35205
(205) 933-9000

SIGHTSEEING?

We've selected a Fancy Dozen for points of interest in the Birmingham Area. Many are within walking distance from any downtown hotel.

Others are just a few minutes drive from downtown. Along the way, you're bound to find many more interesting stops.

Arlington Ante Bellum Home & Gardens 331 Cotton Avenue SW

The elegance of the ante bellum South unfolds as you tour this lovely, two story mansion and gardens, with separate gift shop/museum. Birmingham's oldest home, it was built in 1822 in the Greek Revival style and is listed in the National Register of Historic Places. Arlington was commandeered by a Union general in the closing months of the Civil War and was used as a command post for the burning of the University of Alabama and other facilities. Annual events include a gala Country Fair in the Fall, "Christmas at Arlington" and a Spring Garden Party.

Art Museum 2000 8th Avenue N

Located across from Woodrow Wilson Park, downtown, the Museum is a "must" for any visitor. Its splendid permanent exhibitions include a Kress Collection of 35 paintings, 14 pieces of furniture and two pieces of sculpture; Remington bronzes of the cowboy era and American Indian artifacts; modern American paintings and water colors; 200 pieces of English and Continental porcelain; collections of Pre-Colombian-American material, African weapons and South Seas material; and a room of 17th, 18th and early 19th century paintings and furniture from England and the Continent. Shop for unusual items at the gift counter.

Birmingham Green 20th Street, Downtown

Completed in 1973, Birmingham Green represents supreme refurbishing and renovation of a major downtown area. Utilities were relocated underground, streets repaved, flowers, grass and trees planted, sidewalks recreated in brick,

benches added and new signals and lighting installed. The cost, upwards of \$5 million, was shared by property owners, the city and federal government. On your pleasant stroll through the heart of the city, be sure to see the Church of the Advent Gardens at Sixth Avenue North, Eternal Flame honoring servicemen at Woodrow Wilson Park and the sunken gardens at the First National Bank/Southern Natural Gas Building.

Botanical and Japanese Gardens 2612 Lane Park Road

Immaculate terraces, brightly-hued gardens and a large conservatory highlight the Botanical Gardens, where visitors can tell time by a huge floral clock. Over 2000 roses of 125 varieties are grown here. Rare and delicate flora from every clime and continent are carefully cultivated. Walking through the gigantic Torii Gate, toward the authentic Tea House given by Japan to Birmingham, one is transported in spirit to Old World Japan. Lovely statuary, mini-waterfalls, quiet ponds, quaint bridges and profuse flowers give these gardens distinctive beauty.

Civic Center Civic Center Plaza

Birmingham-Jefferson Civic Center covers four square blocks just north of the Art Museum, adjacent to I-59. Four of six major components are complete: exhibition hall, 100,000 square feet; 3000-seat concert hall; 1,020-seat Theatre; and Mechanical Plant. Under contract, scheduled for mid-1976 completion are a Coliseum with 16,500 permanent seats, designed to accomodate all indoor sports and events, and a central piazza of brick paving, floral beauty and sculpture.

Legion Field Graymont Avenue

Birmingham rightfully calls itself "The

"Football Capital of the South," and Legion Field is the Statehouse. The stadium is home for the Birmingham Americans of the World Football League, is a second home to the Alabama Crimson Tide and is used frequently by Auburn University, Alabama State and Alabama A&M. 72,000 seats, superb lighting, artificial turf, three-tiered press box, emergency medical service and a traffic plan for easily handling the huge crowds all give credibility to Birmingham's reputation as the place to play football in the South.

Morris Avenue Downtown, at the Railroad

Starting in Fall, 1974, one of the first streets in early Birmingham is being revived as a major visitor attraction. For openers, how about Victoria Station restaurant, known nationally for its prime rib . . . Oaks Street, an enclosed mall for dining and drinking in the 1890s motif . . . Diamond Jim's Saloon . . . and shops and boutiques. All Birmingham is excited about the prospects for this cobblestoned lane, underneath the bridges, down by the tracks . . . but just off Birmingham Green, in the heart of downtown. See it and you'll be excited, too.

Meyer Planetarium 800 8th Avenue W.

Enjoy a restful change of pace. Spend a carefree hour in a comfortable, 90-seat Chamber, looking at the heavens, listening to beautiful music and an explanation of some aspect of outer space. Daily, seasonal and annual motions of the celestial bodies are simulated. It is also possible to view the sky as it appeared in ancient times, as seen in faraway parts of the earth and as it will be seen in the distant future.

Red Mountain Cut

Millions of years of geologic time is exposed in the huge cut made near downtown for the Red Mountain Expressway. 1,850 feet long, 210 feet deep, 150 feet wide at the bottom and 470 feet wide at the top, this excavation is the deepest highway cut in the Southeast. It took seven years to complete at a cost of \$19 million. Development plans include a series of iron steps and platforms with overlooks, weatherproof visual aids, and museum of natural history.

University of Alabama-Birmingham

Rapidly covering 60 blocks in downtown, UAB is a "believe it or not" story in annals of urban universities. 20 years ago there was no campus, just an extension center. Today it is a world-famous center for heart surgery and has a nationally-ranked dental school. It is prominent in kidney transplants, children's medicine, vision science and for treating spinal cord injuries. A major cancer institute is being developed. University College is the fastest growing institution in Alabama.

Vulcan Park Red Mountain

At 179 feet, the Vulcan statue and monument is higher than Niagara Falls. Designed by the Italian sculptor, Giuseppe Moretti, cast from Birmingham iron and in Birmingham foundries, it was unveiled in 1904 at the Louisiana Purchase Exhibition in St. Louis. Vulcan is visible from virtually every point in Birmingham. The torch in his outstretched hand is a safety symbol, burning green unless an automobile fatality occurs, then red. Beautiful Vulcan Park, easily reached by following 20th Street south, is resplendent with gardens, a fountain, the unusual Prayer Point and picnic areas. Be sure to ride the outside, glass elevator to Vulcan's glass enclosed observation deck. From there enjoy a panoramic view of the surrounding beautiful valleys. The park, also housing a concession and souvenir building, is Alabama's most popular tourist attraction.

Jimmy Morgan Zoo 2630 Cahaba Road

Birmingham is home of the only public zoological park in Alabama and the largest zoo in a nine-state area of the Southeast. Named after a former Mayor who spearheaded its development, the zoo is beautifully landscaped. It houses rare, exotic, almost legendary animals, plus regular favorites and over 1000 mammals, birds and reptiles. There's even a mini-train for the kids' extra pleasure, and a special children's zoo is being developed. The park also features concessions and picnic areas.



RAY CHARLES

JERRY LEE LEWIS

FOUR TOPS

DUKE ELLINGTON

RAMSEY LEWIS

FATS DOMINO

**LITTLE ANTHONY
and the Imperials**

**MAUREEN McGOVERN
and more!**

There's only one place in town that can honestly promise you show business greats . . . Joe Namath's Restaurant. Your host Frank Cicatiello is the only person in the entire country who has the distinction of managing the Joe Namath's Restaurants. There are only two, and Birmingham has one of the finest seating for 275, excellent mixology and superb dining!

**JOE NAMATH'S
RESTAURANT**

316 Twentieth Street South

Love Affairs



**for lovers of Good Food, Good
Drinks and Good Times
Jacque's - You'll Love It.**

in the following locations:

Jacque's Homewood
1912 So. 28th Ave.
870-8411

Jacque's East
9000 Parkway East
838-1023

Jacque's Foothills
Oak Mt. State Park
663-4656

Jacque's Terrace
Oak Mt. State Park
663-4656

and soon to be:

Jacque's Montgomery

Jacque's Eastwood Mall

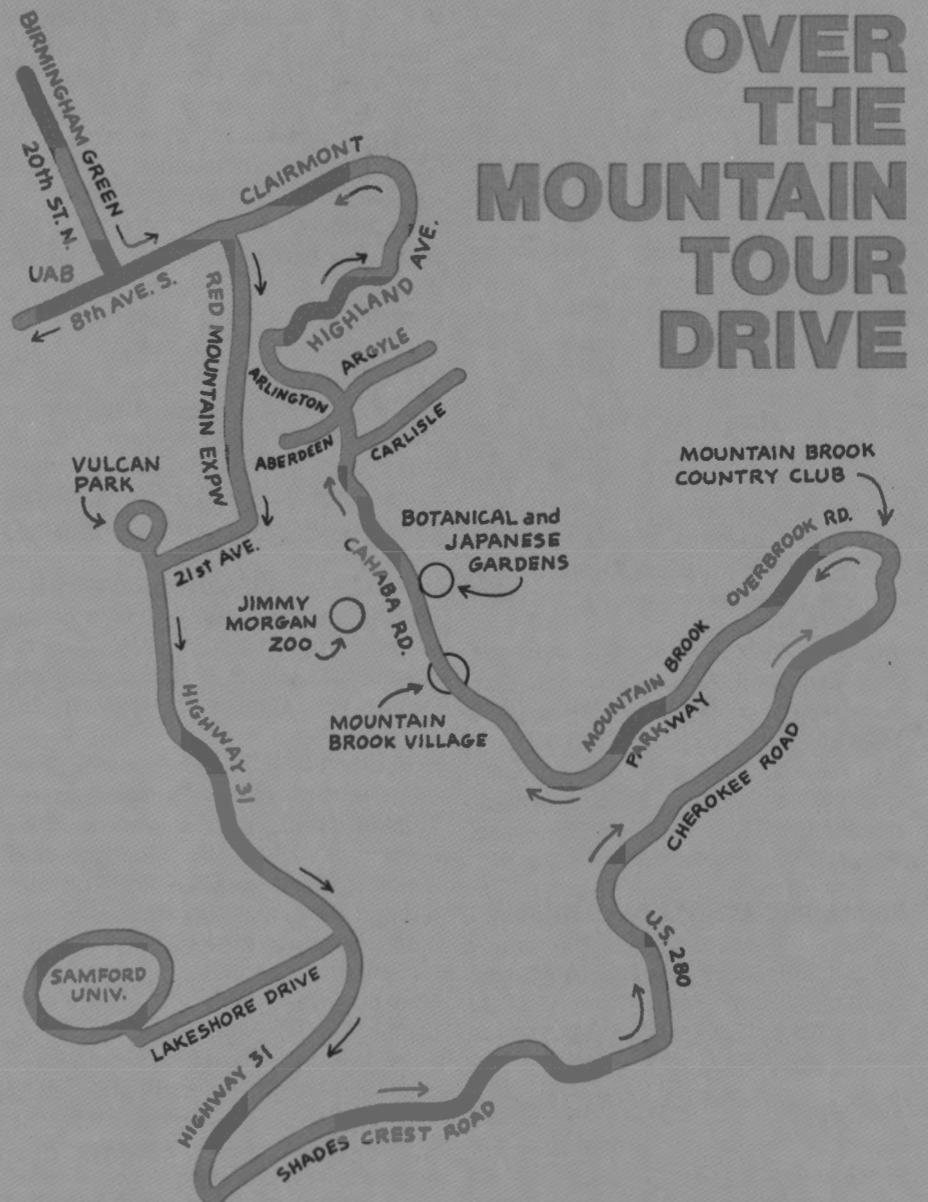
Jacque's West

Jacque's

RESTAURANTS, INC.

EXECUTIVE OFFICES
2719 So. 19th St. Homewood
879-8381

Jacque C. Caddell, your host



Easiest way to get the full impact of Birmingham's residential beauty is to see it for yourself. Almost every section has its pretty neighborhoods of handsome homes, neat lawns and bountiful flowers.

Suggested here is a riding tour through five connecting areas—Homewood, Vestavia, Mountain Brook, Redmont and Forest Park. At a leisurely pace, the driving time is two to three hours.

You may start on 20th Street North at Birmingham Green. Head South to Eighth Avenue South and turn left. A few blocks away take the Red Mountain Expressway, south. Passing through the Red Mountain cut you will see millions of years in geological formations. An historical museum is planned in this area.

Leave the expressway soon at the 21st Avenue exit and go west about a mile. You'll come to Vulcan Park, home of America's second largest statue, symbol of Birmingham's industrial prowess. The park has fountains, flowers, snack bar, souvenir shop, picnic areas and a glass elevator ride "into the clouds," to the observation platform. The view from there is marvelous.

After Vulcan, drive South on Highway 31 through Homewood. A nice diversion, at the "cloverleaf," just south of Homewood, is to exit and drive a short distance to the west, through the beautiful Samford University campus. This is America's third largest Baptist-supported university.

Returning to Highway 31, drive up

Shades Mountain to the crest and turn left along Shades Crest Road. In the Spring this is part of our gorgeous Dogwood Trail. Anytime, it is an area of lovely home settings, plus a beautiful view of Shades Valley.

Soon you will reach U.S. 280. Turn left, past the Shades Mountain filter plant, a major source of our water. At the next traffic light, turn right onto Cherokee Road. Passing huge, wooded estates you are still only five miles from downtown. Following Cherokee, you soon come to Overbrook Road. Turn left, wind around the scenic Mountain Brook Country Club golf course and past lovely homes until you come to a traffic light and the Mountain Brook Parkway.

The Parkway takes you by more estates and an old water mill to Cahaba Road. There, turn right, enjoy the expansive Office Park on your left and proceed into Mountain Brook Village. Along the brief way you may choose to explore inviting side roads of beautiful Tudor and Georgian mansions.

In Mountain Brook Village you may want to stop and browse through the unusual boutiques. Adjacent to the Village are the Birmingham Botanical and Japanese Gardens, always with special showings, and the large Jimmy Morgan Zoo, a "must" for the kids.

From the gardens and zoo, continue north on Cahaba Road, through the quaint English Village and re-enter the city of Birmingham. By turning right onto Carlisle or Argyle Roads, or left onto Aberdeen Road you can enjoy older, elegant city neighborhoods. Cahaba Road becomes Arlington in the city. Follow Arlington to the Highland Avenue intersection, turn right and drive through other old neighborhoods being revitalized.

Exit Highland Avenue onto Clairmont, through the Forest Park section and past the Charley Boswell public golf course. Clairmont becomes Eighth Avenue South, which leads you into the heart of the 60-block University of Alabama-Birmingham campus, one of Birmingham's most interesting sights. At UAB you are only a few blocks south of your starting point along Birmingham Green.

A GOOD WORD FOR BIRMINGHAM. GREAT.

Maybe it's the friendly people or maybe it's the variety of wonderful things to do and see. Or maybe it's both. But there's something special about Birmingham that makes a visitor feel welcome.

Shopkeepers, waiters, cab drivers and anyone else you meet in Birmingham will smile and do his best to make your stay more enjoyable. Why, people in Birmingham speak to strangers just like they were old friends.

We're just naturally friendly.

When you visit Birmingham, you'll meet a new friend. And your new friend will tell you about his favorite places. Favorite places to eat, to relax, to get a beautiful view or to take the family. He might suggest you visit the beautiful Arlington Antebellum home. Or he might suggest the Birmingham Zoo. It's the biggest in a nine-state area. Across the street from the zoo is the Botanical Gardens and the Japanese Gardens.

Your friend can tell you how to get to Vulcan, the giant iron man who stands high above the city. Vulcan has recently been remodeled and you can take an elevator to the top to view the city. Like many places in Birmingham, Vulcan is surrounded by beautiful flowers.

You'll probably drive along the expressway and view the Red Mountain Cut, which

exposes millions of years of geologic time in its fossils and rock formations. Your motel or hotel will be plush and comfortable. And when you're ready to go out for some of Birmingham's famous and fabulous night life, you'll find you don't have far to go.

Birmingham night life features gourmet restaurants, night clubs for every taste from rock to easy listening to down-home country music. Theatres and concerts are part of Birmingham's night life, too.

Many Birmingham activities are held in the modern, beautiful Civic Center. And everybody knows Birmingham is the Football Capital of the South. That goes for high school and college football. And basketball is attracting more fans each year. Birmingham is a fantastic place for the sports fan. Three lakes for fishing, boating, and all lake activities are within an hour of Birmingham.

The people who live in Birmingham know what makes it a great city. More and more visitors are finding out, too. So what makes Birmingham great?

Everything.

Visit Birmingham soon. We're friendly. Greater Birmingham Convention and Visitors Bureau, 1909 Seventh Avenue North, Birmingham, Alabama 35203, (205) 252-9825.



BIRMINGHAM AWAITS YOU...





...STARTING
WITH YOUR
ARRIVAL.

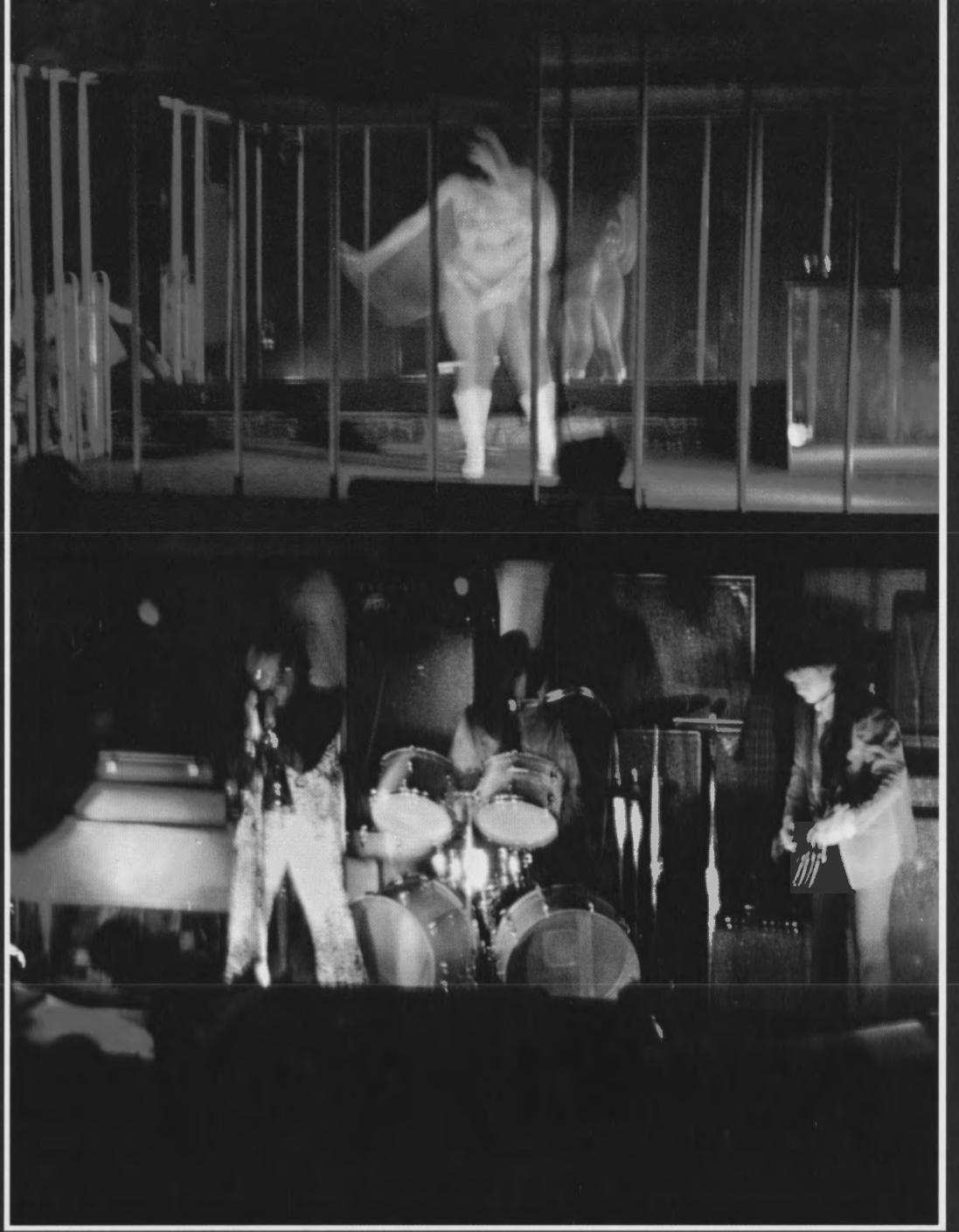
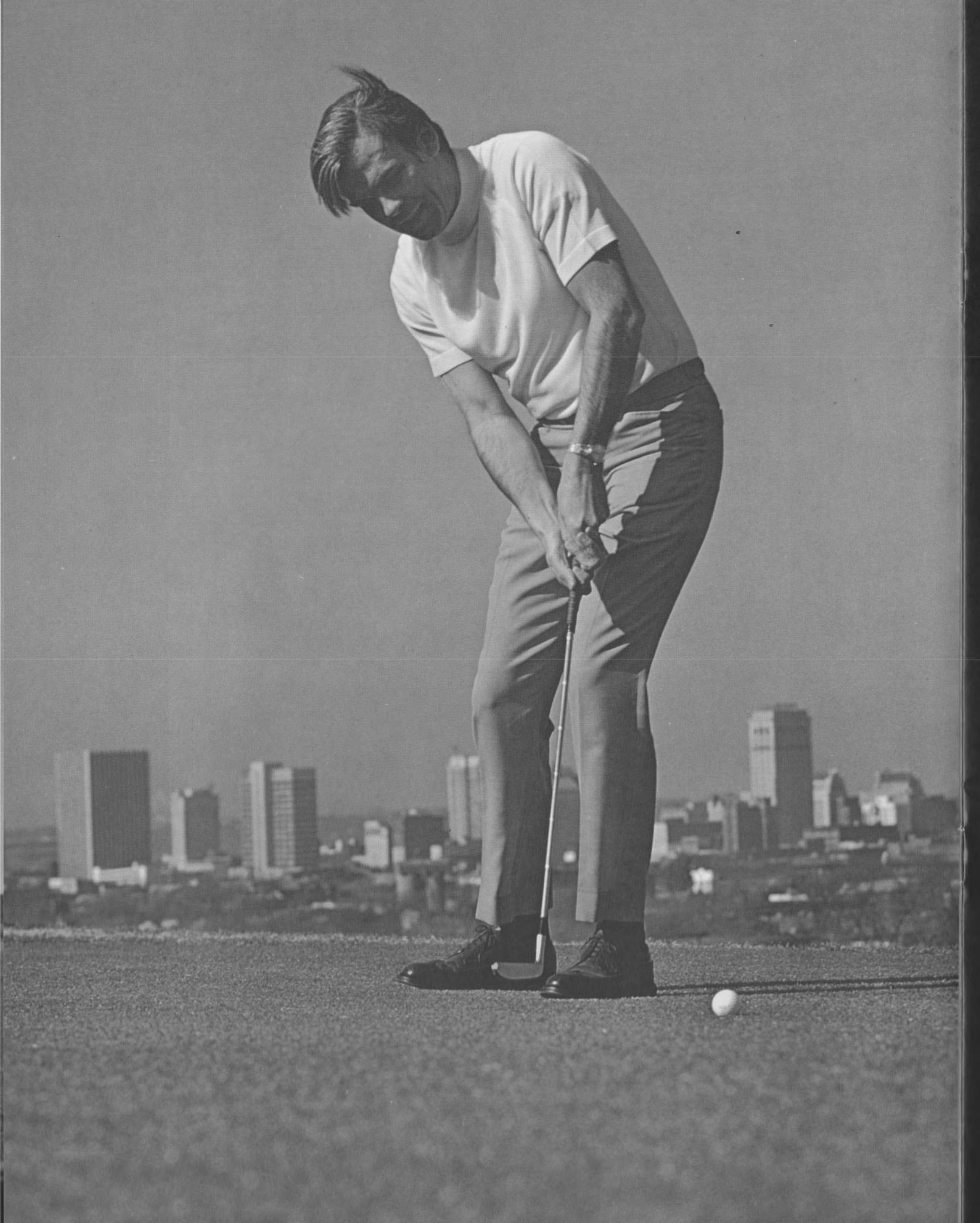


Whether you're part of a bustling international convention or just seeking a set-your-own-pace escape weekend, Birmingham has just what you're looking for.

In the panoramic view from a glittering penthouse night spot, you can feel the pulse of the illuminated city sprawling at your feet, its neon arteries reaching each horizon. Or your hotel balcony may provide a vantage point for observing the lively activities of a quaint garden restaurant in the art district.

The climate is nice, and for the sportsman, something is always in season. So whether your mood dictates the excitement of a major football clash or high-speed auto race, or if you're the kind who finds adventure in nature's lakes and woodlands, Birmingham beckons you.

Boutique shopping, gourmet dining, a leisurely stroll through the mystical Japanese Garden, a spirited ride on the zoo's little train . . . the theatre, the ballet, the electrically-charged beat of a way-out jazz combo . . . whatever facets of Birmingham you choose to pursue, you won't be disappointed.



BIRMINGHAM SWINGS

Birmingham has many faces. One is a cheerful, daytime face that says, "Explore me, see what I have to offer, then you're on your own." If you're a golfer, set your sights on the #1 fairway and swing. You have your choice of the city's famous courses, each beautifully landscaped and diabolically laid out with hazards that challenge even the top pros (or, so those who come here on tour tell us). For a change of pace, an afternoon can provide a different sort of swinging . . . the lazy, front porch kind you'll find only on a magnolia-scented verandah. You may even want to sample a mint julep. We've won a lot of "Yankees" this way. Evening turns the cosmopolitan city into a storybookland for the romantic, a mecca for the gourmet, a "now scene" for the after-hours swinger. What kind of action awaits you when the sun goes down? Half your fun will be in finding out. But beware! Dawn has a habit of sneaking up on those who lose track of time.

BIRMINGHAM.
HAS
SPECTACULAR
SIGHTS...





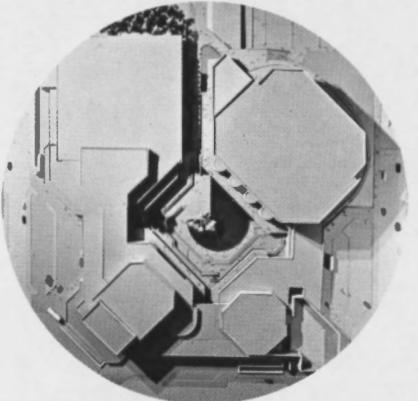
BIRMINGHAM Magazine

...AND TIME FOR SIGHTS

An authentic Japanese Garden is only one of the surprises you'll find in Birmingham.

You'll probably want to linger there, but you'll be missing a good bet if you bypass the adjacent 67-acre Botanical Garden, where rare orchids, roses and azaleas are yours to capture on film or with the mind's eye. Minutes away, a restored ante-bellum mansion echoes with the rustle of hoop skirts, reviving the Old South era which preceded Birmingham's founding. In contrast, the modern art museum houses outstanding collections ranging from New Guinea primitives to oblique hammered iron sculpture. Kids of all ages love to exchange "people faces" with the zoo's anthropoids, or visit with a mot-mot or an eland for the first time. There's a country crafts festival nearby, and the city's annual Festival of Arts turns downtown into a breathtaking international bazaar. Of course, no visit to Birmingham is complete without a ride in the glass-encased elevator to the top of Vulcan, the iron god who oversees the rich valley that is Birmingham.

BUT BEST OF ALL IS BIRMINGHAM'S CIVIC CENTER EXTRAORDINAIRE



On a four-block tract downtown, one of the nation's most versatile and unique architectural complexes is taking shape. Its various structures scheduled for completion in 1971 and 1972, the Birmingham-Jefferson Civic Center's design won top honors in the largest Class-A architectural competition ever conducted by the American Institute of Architects.

Its potential is unlimited. Its scope, magnificent. Its appeal, universal.

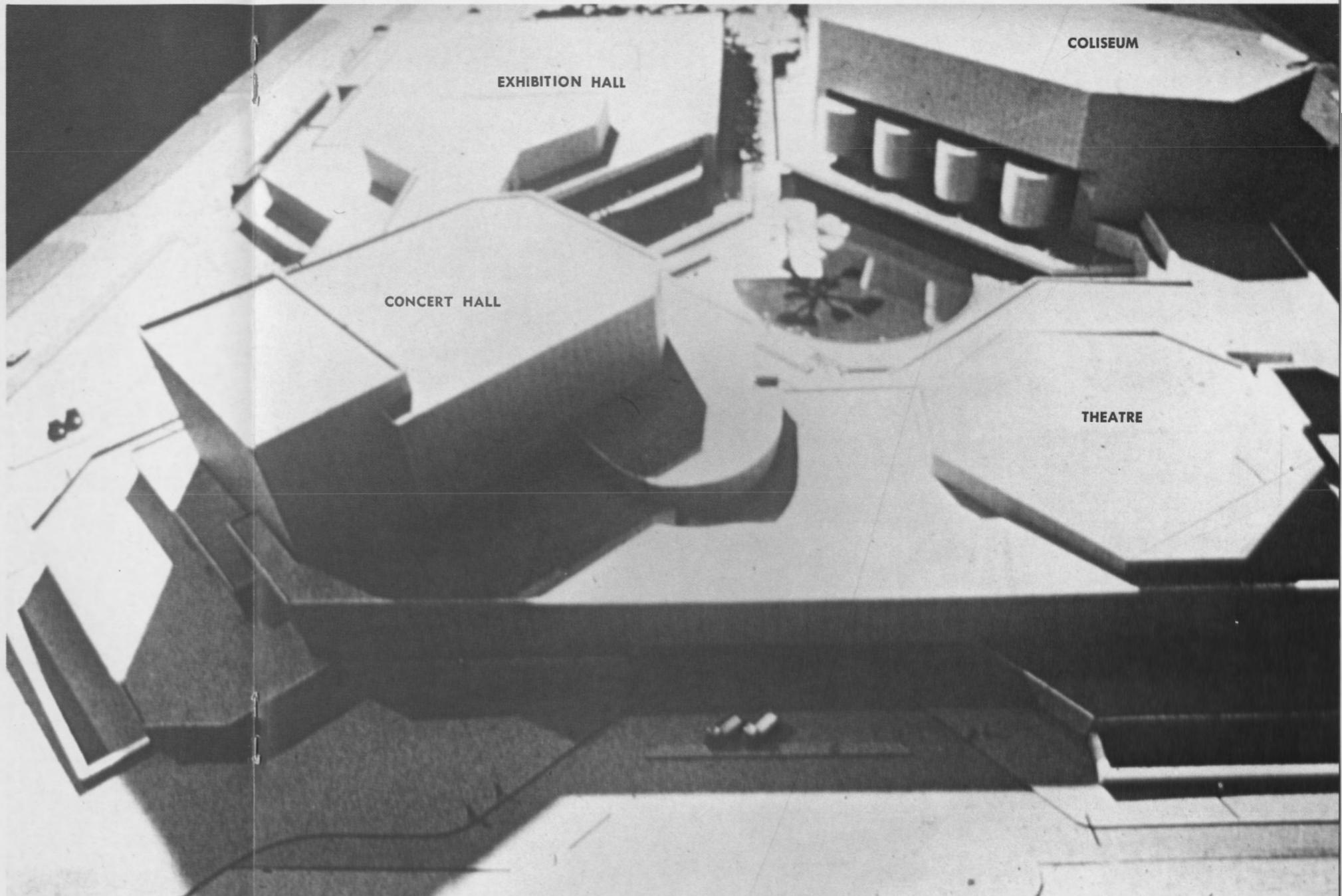
The \$37 million complex consists of four major buildings, each a design masterpiece.

THE EXHIBITION HALL contains 100,000 square feet of open exhibit space. Trade shows, conventions, expositions of all kinds will find a complete range of services in the exhibit area, restaurants and lounges, and adjacent meeting and banquet areas.

THE CONCERT HALL is a showcase for symphony, ballet, opera and theatrical productions. Or it can serve as a large meeting hall. Each of the 3,000 plush seats provides perfect viewing and sound, due to the expertise in construction and acoustical engineering.

THE THEATRE is for smaller-audience productions and assemblies. A flexible stage projects for an 800-seat thrust-style arrangement, or converts to a proscenium plan. Like the Concert Hall, it has complete backstage facilities.

THE COLISEUM will be the scene of major sports events, conventions and full-scale performances, and will house Alabama's Sports Hall of Fame. The Center's largest restaurant will be located on the coliseum's first level, overlooking the piazza's reflecting pool. A capacity crowd of 13,000 can comfortably view a sports or entertainment spectacular here.

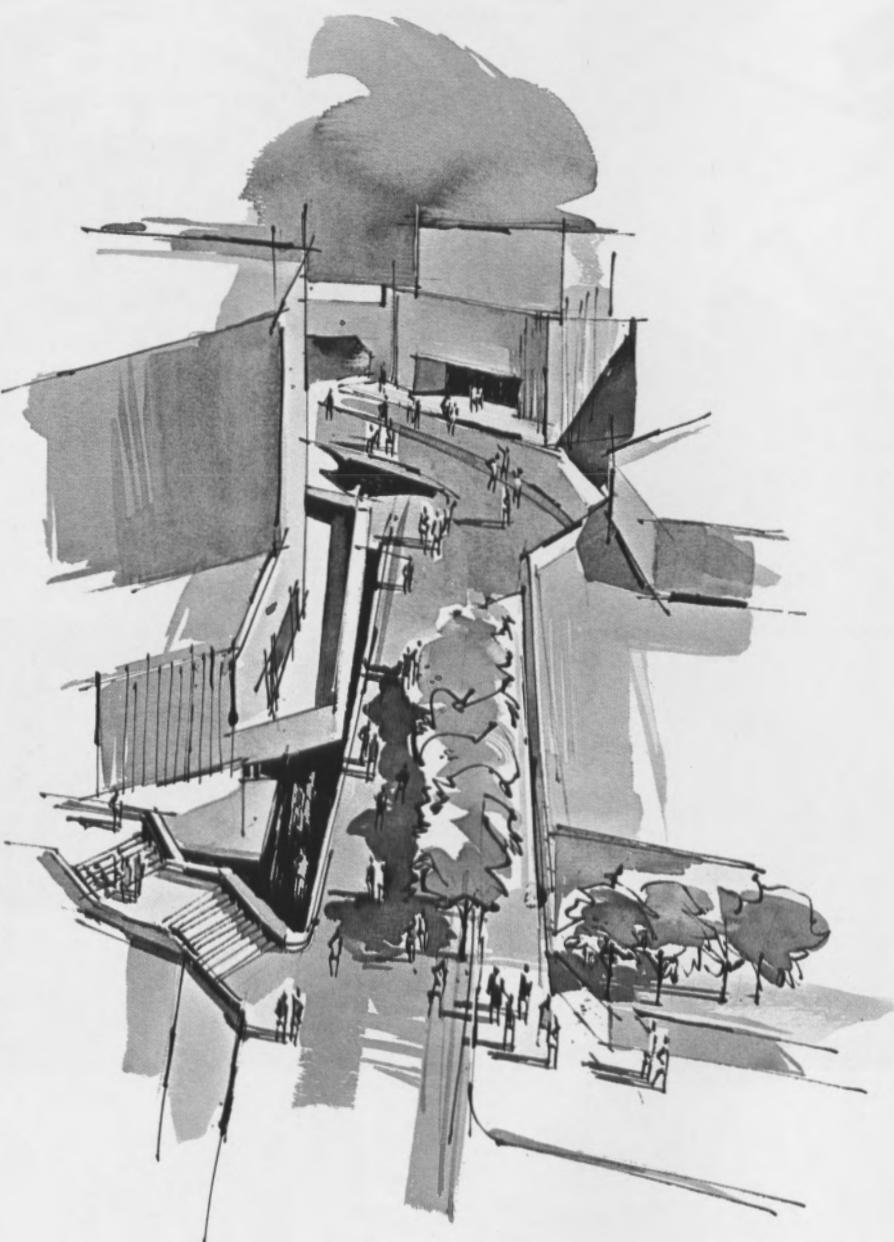


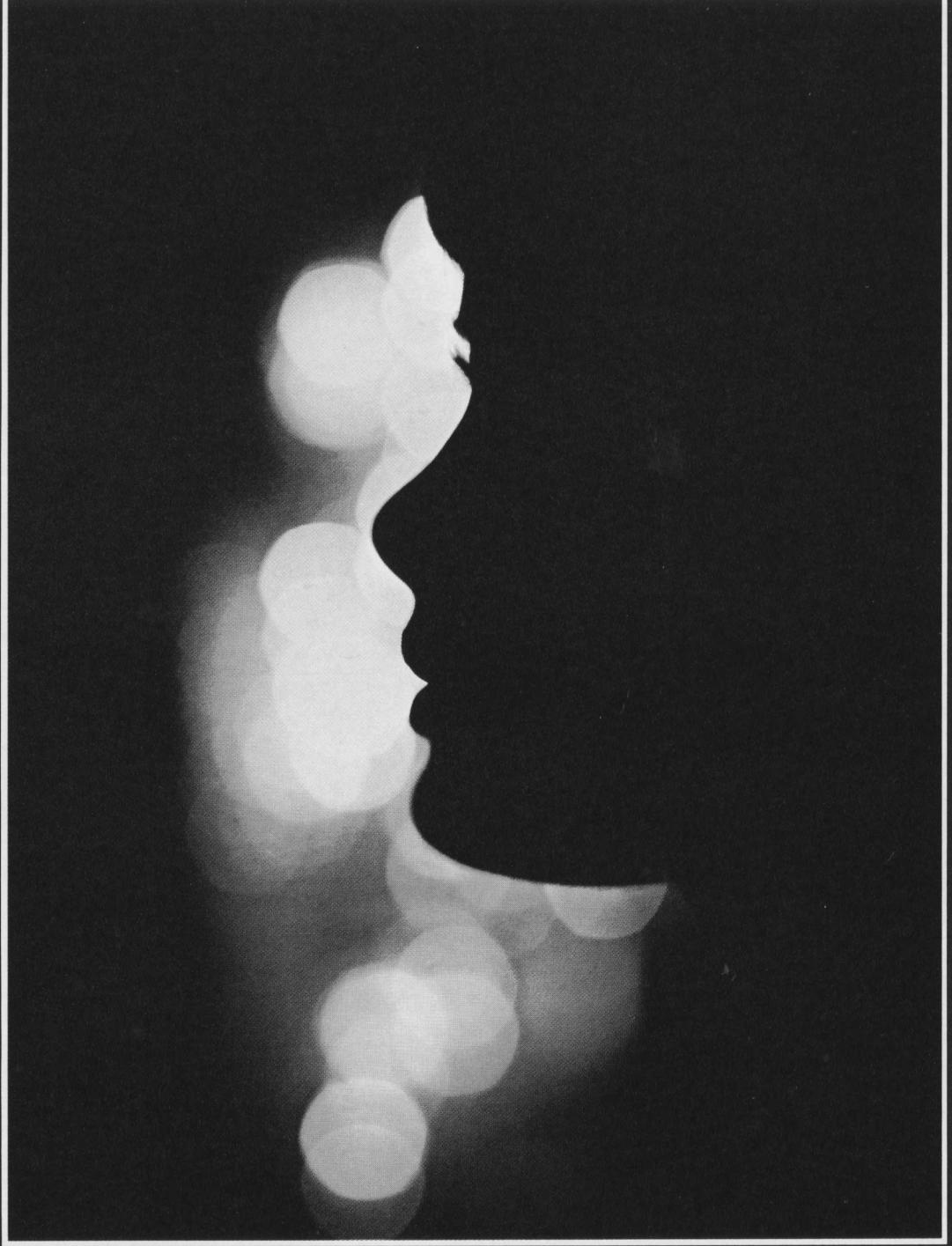
...A CENTER FOR
CONVENTIONS,
EXHIBITIONS,
SPORTS EVENTS,
BANQUETS,
MEETINGS,
MUSICAL AND
THEATRICAL
PRODUCTIONS

Each of the buildings faces a central piazza, where terraces, gardens and outdoor cafes surround the sparkling reflecting pool, an oasis for summer day-dreaming or moonlight outdoor concerts. Elegant restaurants, lounges and snack bars are scattered throughout the facilities, making the Civic Center an "anytime" place to visit and explore.

Conveniently located, the Center is a short walk from downtown; and within four blocks are the interchanges of three major interstate highways and an expressway.

The splendid Civic Center is only one aspect of the half-billion dollar building boom that is reshaping the city's skyline. A \$40 million airport expansion program, plus the 2,500 new hotel and motel rooms now on the drawing boards, are further chapters in the story of metro-Birmingham's dynamic revitalization.





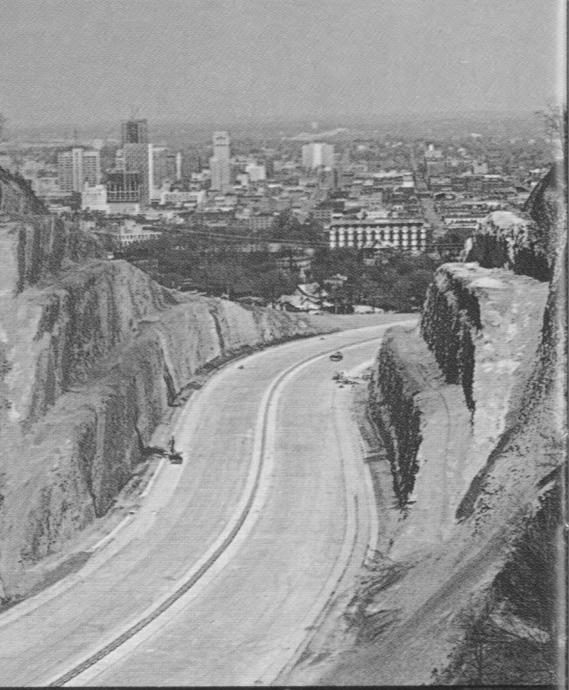
YOUR STAY IN BIRMINGHAM WILL BE MEMORABLE

From quaint honeymoon hideways to ambassadorial suites, Birmingham's accommodations are unexcelled. The nation's major hotel and motel chains compete with locally-owned lodgings to provide the finest services anywhere.

If you need to cater a formal banquet, or simply want to wake up with a steaming breakfast and the morning paper before you, a phone call places your request in the hands of skilled experts. Fully-equipped conference and meeting facilities are available, and some of the city's finest restaurants and entertainment spots add glamour to your hotel or motel visit. Birmingham is a transportation center, and one of the few cities where the airport is only a 15-minute ride from downtown.

But it doesn't matter how you arrive, you're always a special guest here.





SOME PLAN TO STAY FOREVER

Why have almost a million people chosen to make the Birmingham area home? Some are a part of the city's phenomenal Medical Center, one of the world's leading educational, research and treatment centers, with existing and planned facilities to encompass more than 60 square blocks on the city's south side. Many enroll in one of Birmingham's colleges, universities or professional schools, and remain as part of the total community. Others are lured by the scenic, well-stocked year-round hunting and fishing spots only minutes away. Diversified industry, top business opportunities, beautiful residential areas, great weather, great people . . . Each newcomer has his own special reasons for selecting Birmingham. But whatever the appeal, no one is a newcomer for long.

A KALEIDOSCOPE OF ATTRACTIONS AWAITING YOU IN BIRMINGHAM



SET ASIDE A FEW HOURS . . . or a few days, to explore some of the attractions only a short drive or flight from Birmingham. You'll see why tourism is one of Alabama's biggest industries.

1. HUNTSVILLE . . . "Space City" . . . rocket production center of the world . . . daily tours through NASA's Redstone Arsenal and the Alabama Space Science Center.

2. GUNTERSVILLE . . . resort center of the Tennessee Valley . . . unlimited water sports and recreation facilities . . . boat races and regattas for all classes of craft, including the famous unlimited hydroplane competition.

3. LITTLE RIVER CANYON . . . deepest gorge east of the Rockies . . . in De Soto State Park near Fort Payne. With magnificent waterfalls, limestone caves, rustic geological formations and exotic wild flowers, North Alabama's Cumberland Mountains are unsurpassed for camping or sightseeing.

4. ALABAMA INTERNATIONAL MOTOR SPEEDWAY . . . America's newest, longest and fastest NASCAR track . . . has its own airport and jetport . . . off I-20 at Talladega.

5. HORSESHOE BEND . . . site of the defeat of the Creek Indians by General Andrew Jackson, the victory that opened territory south and west of the Tallapoosa River to white settlers. The military park is at Alexander City . . . a re-enactment of the battle in miniature takes place in reconstructed Fort Jackson, at Dadeville.

6. GULF BEACHES . . . sun and surf resort area along the sandy shores of the Gulf of Mexico . . . known to game fishermen across the globe who come by the thousands to compete for the big ones in Dauphin Island's annual Deep Sea Fishing Rodeo.

7. MOBILE . . . historic seaport where ornate French architecture and ubiquitous Spanish moss are eclipsed by the millions of azaleas which turn the city into a blaze of color each spring . . . the famous Bellingrath Gardens and Home are minutes away at Theodore. Guarding the entrance to Mobile Bay are the Spanish cannon of Ft. Morgan and Ft. Gaines (both open to tourists) . . . and in the bay, the mighty battleship USS Alabama combatant in every major Pacific battle, is a state shrine open to visitors.

8. MONTGOMERY . . . Alabama's capital . . . birthplace of the Confederacy. The Home of Jefferson Davis, president of the Confederate States of America, contains the original Davis furniture and other collections of priceless Civil War relics.

9. MOUNDVILLE . . . a 320-acre park, where 40 Indian mounds and a museum housing the archaeological treasures excavated from them tell the story of the pre-Columbian Indian civilization here . . . near Tuscaloosa.



Birmingham

Planning a Meeting or Convention?

Let us help. We provide a complete range of services to assist you in making your Birmingham convention the most successful in your group's history. Get in touch with us . . . that's what we're here for.

Greater Birmingham Convention and Visitors Bureau
1909 Seventh Avenue, North • Birmingham, Alabama 35203 • (205) 252-9825



**GREATER BIRMINGHAM CONVENTION
AND VISITORS BUREAU**

**1909 SEVENTH AVENUE, NORTH
BIRMINGHAM, ALABAMA 35203**

AC 205/252-9825

DAVID E. TESTER, Executive Vice President