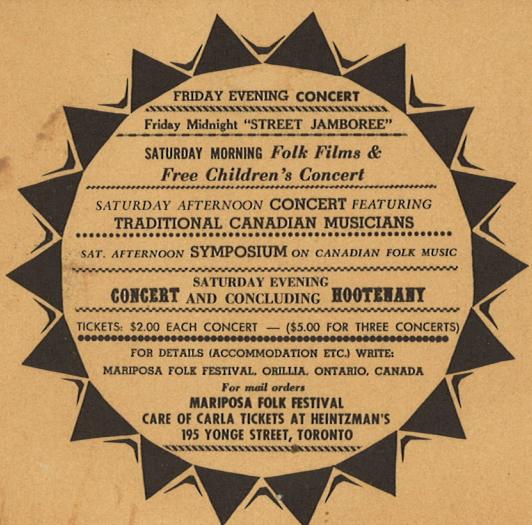
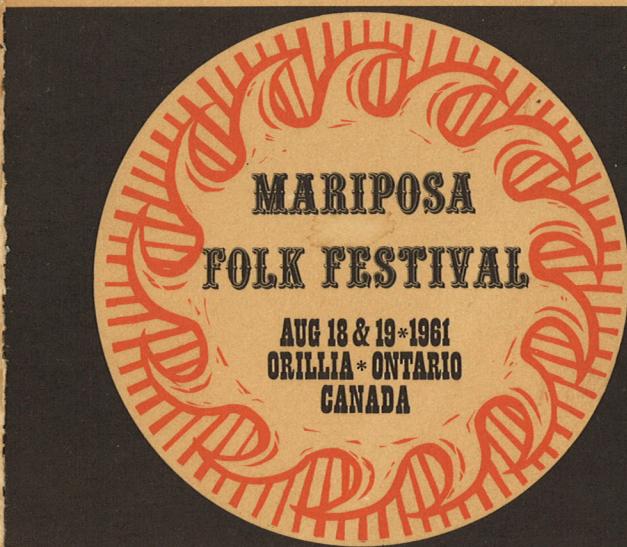


WELCOME TO MARIPOSA!

When Stephen Leacock picked a "mythical" locale for his beloved Sunshine Sketches a half century ago, he called it "MARIPOSA." It took practically no literary detection to discover that Leacock's "typical Canadian community" was in reality Orillia, his summer home for many years. The people of the Sketches . . . Josh Smith, Jefferson Thorpe, Judge Pepperleigh, Dean Drone were REAL people; Mariposa's history and geography matched Orillia's in almost every detail. The famous Train to Mariposa was the afternoon Express running from Toronto to Orillia. The "Mariposa Belle" was a composite of three steamers plying Lakes Simcoe and Couchiching at the turn of the century.

In recent years Orillians have found new cause for pride in their dual-personality town. The opening of the Stephen Leacock Memorial Home in 1958; the release of the Leacock biography written by Dr. Ralph Curry in 1959; the highly successful "MEET THE AUTHORS" dinner honouring Canada's great humorist; the annual presentation of the Leacock Medal for Humour all have focused fresh interest on the town Leacock chose as his own, immortalized in a beloved book.

Where better to enjoy Canada's FIRST National Folk Festival?

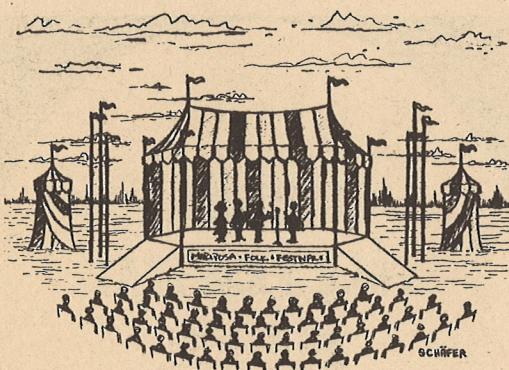


ORILLIA

Home of the Mariposa Folk Festival

Orillia is the centre of the LAKE COUCHICHING vacation area. For sixty years, the town has been a haven for holidayers, seeking the scenic beauty of the Ontario lake country. It is amid these surroundings that the first MARIPOSA FOLK FESTIVAL will find its home.

Located in the heart of "Huronia," the cradle of early Canadian history, Orillia boasts many points of historical interest, such as the famous Stephen Leacock Memorial Home, located on Old Brewery Bay.



Samuel de Champlain first discovered Orillia in 1615. He spent the winter with the Huron Indians in their nearby capital of Cahagie. A fine statue in Couchiching Park to commemorate Champlain is acclaimed as one of the finest examples of bronze statuary ever cast; it has attracted art lovers the world over.

Orillia is only 80 miles north of Toronto, along Highway 400 to Barrie and then by Highway 11; a four-lane route all the way with no traffic bottlenecks. By car or Gray Coach, this 1½ hour trip is a pleasant journey for the whole family.

You can also travel by CANADIAN NATIONAL RAILWAY, whose Super-Continental calls at Orillia daily.

Accommodation varies to suit all pockets; hotels, motels, resorts, lodges, cottages, cabins, camps and private homes. For further information please fill out the accommodation section of the mail order form.

MARIPOSA FOLK FESTIVAL

1961 PROGRAMME

FRIDAY, AUG. 18th—8.30 p.m.—11.30 p.m.

Opening events

1st CONCERT with four or five folk artists.

FRIDAY, AUG. 18th—"Midnight"

Midnight "STREET JAMBOREE"—a giant street square dance and "Hey Rube" starring the renowned YORK COUNTY BOYS, famous Canadian bluegrass pickers.

SATURDAY, AUG. 19th—10.00 a.m.—12.30 p.m.

For the first time at any festival of folk music in the North American continent, a public screening of many of the Folk Music Films will be presented. These films have been collected for and by the National Film Board of Canada and the United States Library of Congress.

SATURDAY, AUG. 19th—11.00 a.m.—12.30 p.m.

While the films are in progress, a free Children's CONCERT will be presented. In an attempt to encourage folksinging as a performing art participants will include some semi-professional musicians. Children will be admitted free (under 14 years). Adults will be charged a nominal fee of 50¢ each.

SATURDAY, AUG. 19th—1.30 p.m.—4.00 p.m.

Presentation of the 2nd CONCERT featuring four professional artists and a number of traditional folk performers located by Canadian folklorist, Edith Fowke.

SATURDAY, AUG. 19th—4.15 p.m.—5.15 p.m.

A symposium on "Canadian Folk music and its place in the Canadian Culture." This discussion will be facilitated through the co-operation of the Centre for Adult Education, Folksinging Department of the Y.M.C.A.—Toronto.

SATURDAY, AUG. 19th—8.00 p.m.

Final CONCERT featuring six performers and concluding with a Hootenany (Community Folk Sing).

FEATURED ARTISTS

JACQUES LABRECQUE (with Clement Laplante & Emma Caslor)—Montreal, Quebec—Folksong personality of the 1958 Stratford Shakespearean Festival.

YORK COUNTY Boys—Toronto, Ontario—Bluegrass Band—Arc Recording Stars.

IAN TYSO & SYLVIA FRICKER—Toronto, Ontario—Folksingers and Radio & TV personalities.

ALAN MCRAE & PETER WYBORN—Vancouver, British Columbia—Owners and featured performers at "The Question Mark," Vancouver Folksong Club.

THE TRAVELLERS—Toronto, Ontario—Canada's leading folksmusic performers.

ALAN MILLS & JEAN CARIGNAN—Montreal, Quebec—Stars of the Newport and Chicago Folk Festivals.

BONNY DOBSON—Toronto, Ontario—Popular Canadian folksinger currently touring the folksong circuit in the United States.

OMAR BLONDAHL—Cornerbrook, Newfoundland—Famous Canadian Maritime Balladier.

FINVOLA REDDEN—Halifax, Nova Scotia—Traditional East-coast singer.

AL CHERNEY—Toronto, Ontario—North America's Top Old Time Fiddler.

MARY JANE & WINSTON YOUNG—Oakville, Ontario—Folksong duo, currently touring England and Europe.

MERRICK JARRETT—Toronto, Ontario—Folksinger, specialist in Western Canadian folksmusic.



MARIPOSA
FOLK FESTIVAL

AUG 18 & 19 - 1961
ORILLIA * ONTARIO
CANADA

TICKET RESERVATION

MARIPOSA FOLK FESTIVAL LTD.,
c/o Carla Ticket Service at Heintzman's
195 Yonge St.
TORONTO, ONTARIO.

Name.....
(PLEASE PRINT)

Street.....

Place.....

Telephone..... Number in Party.....

Please find enclosed my cheque or money order (payable to MARIPOSA FOLK FESTIVAL LTD.)

For: Friday Evening Tickets at \$2.00 =

.... Saturday Afternoon Tickets at \$2.00 =

.... Saturday Evening Tickets at \$2.00 =

.... Weekend Tickets
(3 concerts) at \$5.00 =

TOTAL =

for the Mariposa Folk Festival, August 18th, 19th, 1961.

ACCOMMODATION INFORMATION

In view of the heavy influx of visitors expected for the festival, early booking of accommodation is urged. Please complete the following immediately, to assure desired accommodation.

I would like information re: accommodation in (please check)

HOTEL MOTEL CABIN TRAILER CAMP

RESORT LODGE PRIVATE HOME