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News from

**THE UNIVERSITY OF DAYTON
PUBLIC RELATIONS DEPARTMENT**

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DAYTON, OHIO 45409 AREA CODE 513 461-5500 EXT. 500

DAYTON, Ohio, September 22, 1966 --- Juan Serrano, who has been hailed as the "New King of the Flamenco Guitar" and the man with 10 dextrous fingers that sound like 20, will appear in concert at the University of Dayton Wednesday, September 28, at 8:15 p.m. His performance, which is part of the University Arts Series, will be held in the President's Ballroom of the John F. Kennedy Memorial Union.

A native of Cordoba, Spain, Mr. Serrano, only 31 years old, has drawn the critical praise of the New York Times' Robert Shelton. Mr. Shelton wrote of Mr. Serrano's first American appearance: "This flamenquista has all the standard equipment of his profession: ten dextrous fingers that often sound like twenty, and the flair for lush sound and flamboyance that make the gypsy guitar style irresistible to so many."

In Cordoba, where there are more flamenco-players than in the United States, Serrano was acclaimed as a teen-ager. His following is so devoted in his home town that the clock in the public square sounds the time with flamenco recordings by Serrano.

He first came to the United States with a Spanish Dance Company in 1962. Following the tour he decided to strike out for himself and through another guitarist, Theodore Bikel, started the American career which has prompted Variety to enthuse: "The music of the Flamenco guitar has a new champion," and the San Francisco Chronicle to say: "There is no choice but to hail him as the New King of the Flamenco Guitar."