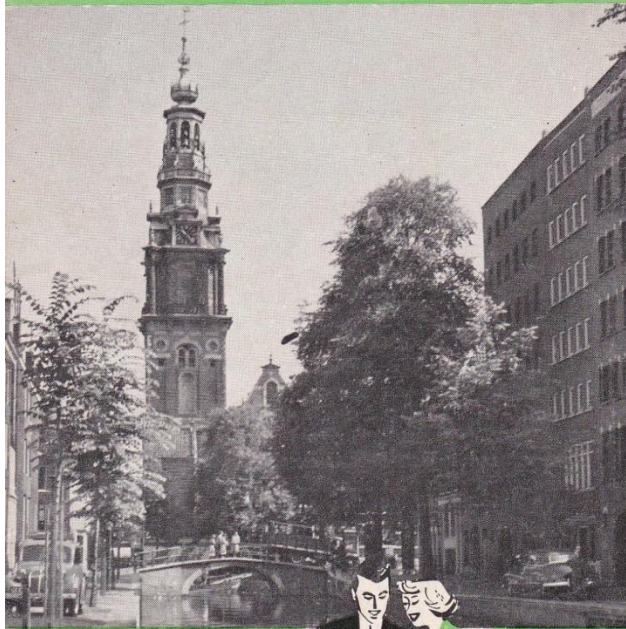


SAS CITY PORTRAITS

SAS

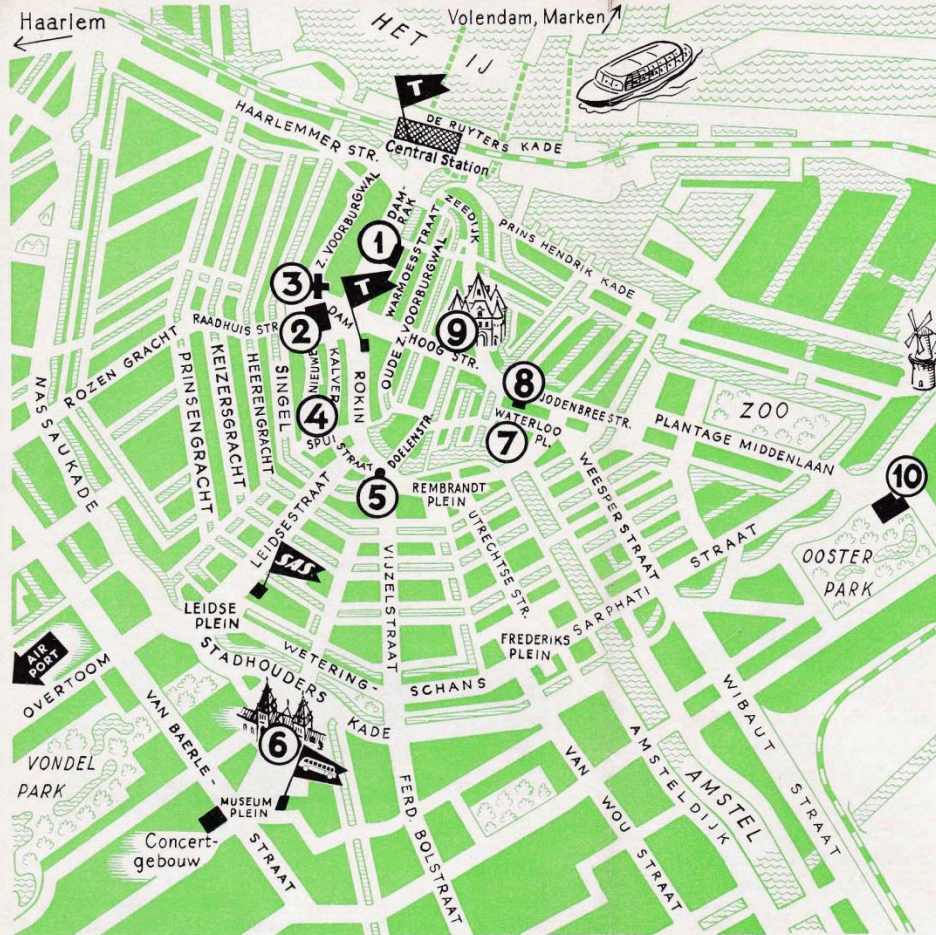
Amsterdam



City of canals and bridges



SCANDINAVIAN AIRLINES SYSTEM



Your First Hour in Amsterdam

After you leave your SAS plane at Schiphol Airport an SAS ground hostess will direct you to the Arrival Hall where currency and passport control take place, followed by customs inspection. In the Customs Hall you will find the Passenger Service Bureau. They will be glad to arrange for hotels, carhire, sight-seeing, etc. Here also you will find a bank, a post office, a restaurant, snack bar and various other shops in the building next to the Exit Hall.


Buses depart for the city as well as for The Hague and Rotterdam approximately five minutes after customs clearance. A taxi to the center of Amsterdam costs about Dfl. 7.50 plus 15% service charge. Bus fare is Dfl. 1.00 to Amsterdam, Dfl. 3.50 to The Hague and Dfl. 5.00 to Rotterdam. The Amsterdam trip takes 25 minutes by bus and 15 minutes by taxi. If you have ordered a self-drive car to meet you, the driver will be waiting at the information desk in the Exit Hall.


The Airlines Terminal is located in the center of town, with easy access to taxis, trolleys and buses for transfer to your hotel.


If you are flying on from Amsterdam by SAS, one of the first things to do after your arrival is to reconfirm your onward reservation by informing SAS of the reservation you hold and your intention to use the space previously reserved for you. You might do this at the SAS counter at the airport or by dropping in at the SAS town office before starting out on your sight-seeing.

Key to the Map:

1. Beurs, Damrak
2. Koninklijke Paleis (Royal Palace), Dam Square
3. Nieuwe Kerk (The New Church), Dam Square
4. Begijnhof, Spui
5. Munttoren (Mint Tower), Munt Plein
6. Rijksmuseum (State Museum of Arts), 42 Stadhouderskade
7. Diamond Cutting Factory, 12 Zwanenburger Straat
8. Rembrandt House, 4-6 Jodenbreestraat
9. Waag (with Amsterdam's Historical Museum), 4 Nieuwmarkt
10. The Tropical Museum, 2 Linnaeusstraat

 SAS Ticket Office: 95 Leidsestraat. Tel.: 67252.

 Air-Terminal (Bus departure point: Museum Plein Tel.: 731212.

 Tourist Information Office: "V.V.V.", 5 Rokin. Tel.: 66444. — Branch-Office: Stationsplein.

One Hour's Walk Around Amsterdam

Start at the SAS Office — Leidsestraat 95. Walk down the street crossing the old bridges overlooking the canals lined with ancient gabled buildings. When you reach Koningsplein, turn right to the Singel (flower market). The Singel leads you to the Munttoren; cross over the square up to the Reguliersbreestraat, which, in turn, brings you to Rembrandtplein with the statue of Rembrandt. This is the center of night life. Walk around the square, then take the Halvemaansteeg (small lane) which comes out on Amstel and Rokin. Turn left and follow the water on your right hand side. On the left are beautiful shops, including some of the best antique shops in town. This route will bring you to the Damsquare. Overlooking the square on your right is the monument created by J. Raedecker, on the opposite side the big department store Bijenkorf (Bee Hive), and on your left, the Queen's Palace and the New Church (built in 1408). Keep to the left and walk along Kalverstraat, the main shopping street of Amsterdam. Just before reaching a large crossing (Spui), turn to the right into a small lane which brings you to the Begijnhof (ancient almshouse). Then continue to Leidsestraat, and so back to the SAS Office.

AMSTERDAM

Amsterdam is a romantic "city on the water", an impressive modern metropolis, and a perennial holiday favorite. Tree-lined canals divide the capital of the Netherlands into ninety islands, linked together by more than four hundred bridges, large and small, old and new. The city derives its name from a "dam" on the Amstel river, constructed in the 13th century. Around it developed the little village, called in 1275, "Amstelredamme". In the 17th century the citizens worked out a new town plan with the result that the city was built in a semi-circle around a network of canals. Amsterdam is an amazing and colorful blending of the old and new, smart shops and modern buildings side by side with quaint little houses in tiny, twisting lanes.

Strange as it may seem, the Government resides in the nearby The Hague, although Amsterdam is the capital of the Netherlands. This all came about when Napoleon's brother decided in 1806 to end the rivalry between the two cities, and so it remains today, although tradition demands that the ceremony of the coronation take place in Amsterdam. The city with its two famous universities is a center for art and science, and a meeting place for conferences. Its Concertgebouw Orchestra is world famous, the art collections among the best in Europe. The people are hospitable and friendly; their graciousness towards Americans is especially noteworthy. Amsterdam is a panorama of beauty and color, an inexhaustible source of delight.



Climate and Clothing

The climate in Amsterdam is temperate the year round with an average temperature in spring and summer from 60°-80° F (19°-26° C) and in winter and autumn from 24°-60° F (-4°- +19° C). Spring is perhaps the ideal time to visit Holland; the days are warm and sunny, and the fields of flowers surround you with a sea of color and fragrance.

You will need a heavy coat in Amsterdam in winter and we recommend a top coat for summer with perhaps a raincoat in the autumn. Formal dress is seldom needed, and may be hired if the occasion arises from a local tailor at reasonable prices. Dress informally, here as do the Dutch! And have no worry about language. English is widely spoken as is French and German.

The monetary unit in Holland is the guilder (also called the florin, and divided into 100 cents), worth at this writing about \$-.256. The plural of guilder is guildens. There are approximately 3.80 guildens (Dfl.) to one U.S. dollar and 10.44 guildens to one £ Sterling.



Hotels

Whether you choose de luxe or modest accommodations, you will always find the rooms spotlessly clean and you will be greeted as a very welcome guest. It would be wise to make your reservations well in advance, especially in summer and during tulip time. Another tip — bring your own soap, since few if any hotels supply this.

Amstel (1 Professor Tulpplein) is Holland's best known. Although it was renovated not long ago, the traditionally good service from a friendly staff is still in force. Doelen Hotel (24 Nieuwe Doelenstraat) and Carlton Hotel (2-18 Vijzelstraat) are also de luxe and centrally located. Single room with private bath may be had here for about Dfl. 27.50. Grand Hotel Krasnopolsky (197 Warmoesstraat), American Hotel (97 Leidsekaade) and Polen (14 Rokin) are all first class and well located. Here a single room with bath including breakfast is from Dfl. 15.00 upwards. For less expensive hotels we recom-

- (10) The Tropical Museum (2 Linnaeusstraat) not far from the center of the city. This comprehensive and ideally arranged collection of items connected with life in the tropics is well worth visiting. The Museum is located in a corner of the lovely Ooster Park and not far away is the Zoo and the Aquarium.



Excursions from Amsterdam

Holland is small, and most of the worthwhile places outside Amsterdam can easily be visited in a one-day outing.

You can take a short trip to Volendam either by bus or by boat (ask your hotel porter for departure points) via the small town of Monnikendam, and then by boat to the Island of Marken, a picturesque fishing village where inhabitants wear gay native dress (at any rate they've got them on when the boat docks). You'll also find native costumes in Volendam.

Alkmaar (train or bus from the Central Station) is Holland's famous cheese market and recently celebrated its seven hundredth anniversary. The historic Weigh House, originally built as a chapel, was made into a cheese market nearly 400 years ago. Tickets to climb the tower may be had from the local Tourist Office. The market is open every Friday morning during the summer season and you'll enjoy sampling the many brands such as Gouda, Alkmaar and Edam.

Aalsmeer (reached by bus from Amsterdam) is the center of flower selling in Holland. It is indeed a thrilling sight to see the many vivid colors and the numerous varieties. Try to go there in the morning, when you will see the famous automatically run flower auction.

Haarlem is the center of the bulb growing industry in Holland, and the birthplace of Frans Hals, the well known Dutch artist. The museum bearing his name is installed in an ancient almshouse, and contains many of his most renowned works. Nearby is the lovely seaside resort of Zandvoort.

The Hague, seat of the Government and sometime residence of the Queen is a gracious imposing city. Though it is the most international city in Holland, it has always been and is still considered "Europe's largest village".

The Hague is famous for the Binnenhof with The Knights Hall, The Peace Palace (Vredes Paleis), the Mauritshuis with a marvelous collection of paintings by old Dutch masters, and the unusual Madurodam, miniature town, through which you walk like Goliath. Public and private buildings, land, sea and air transportation — everything you'd find in a real city is here, and all about 1/25 of normal size. Open from April to October. Near The Hague is Scheveningen, a lively beach resort with de luxe hotels and "international" life. It is one of the most popular holiday spots in Europe, offering almost every type of entertainment and sports.

Delft and Rotterdam, by train from Central Station. Delft is an old city of medieval, Gothic and Renaissance houses. The exquisite blue Delft china and porcelain, produced here since the 17th century have made the town internationally known. The painter Jan Vermeer was born here in 1632.

Rotterdam is a city of modern shops, banks, factories and apartments. It is Europe's biggest port, and yet you'll find the streets flower lined. A tour through the floors of the interesting new Groothandelsgebouw or Wholesaler's Building is almost a must here, and the view from its roof-top restaurant should not be missed.



Shopping

The main shopping streets in Amsterdam are the Kalverstraat and Leidsestraat. Service is friendly and good and most assistants speak English. Largest department stores are the Bijenkorf (Bee Hive, and that's what it is!) at Damrak and the Vroom & Dreesmann at Rokin. Shops are open from 9 AM to 5.30 PM including Saturdays. Diamond cutting is a large industry in Amsterdam, and if you can't buy them, you may at least see them processed at the factory of A. van Moppes & Zoom, (Albert Cuypstraat 2).

Ladies coats are manufactured in quantity, and prices are low for good quality and styling.

Books, prints and Delft China are also wonderful buys and the antique lover will find many shops chock full of things for the home. Flower bulbs may be sent home ahead of your return.

mend the Central Hotel (7 Stadhouderskade), Hotel de Haas (23 Tesselschadestraat), Hotel de Pool (42 Damrak) and Trianon (3 J. W. Brouwerstraat). In these hotels a single room without bath but including breakfast costs approximately Dfl. 7.00-8.50 from and with private bath Dfl. 9.00-11.00 upwards. Voltage for electric appliances is 220 v. A.C.



Restaurants and Food

Dutch meals are very substantial and very good. Cheese is a breakfast staple, eggs are optional. For lunch, a hot dish, cold meats, cheese, fruits and beverage is the usual fare. This costs from approximately Dfl. 6.00. In the larger hotels and in leading restaurants the menu includes internationally known dishes, but it is fun to try some of the specialities of the country. Amsterdam is famous for her wonderful Indonesian specialities, served in many restaurants and especially good at the Bali (95 Leidsestraat). "Grote Rijstafel" for example is composed of 15 to 30 (or more) dishes, cold and hot, all marvelously favored and spiced. Beer is excellent with such a meal, or perhaps mineral water. The decor is Indonesian at the Bali, and you will be served by native Indonesians. Costs—approximately Dfl. 10.00-15.00.

If you are a beefsteak fan, or even if you are not, Poort Van Cleve (178—N-Z Voorburgwal) is a must for dinner. You will find more than 20 varieties of beefsteak each numbered in order. Interestingly located in a 300 year old house, it is full of atmosphere, small and not expensive. Reserve in advance, if possible; space is rather limited and its popularity is incredible. 't Binnenhofje (The Old Dutch Courtyard at 449 Singel) is excellent but expensive.

More economical restaurants include the Chalet Petit Suisse (10 A Leidseplein), Brouwerswapen (41 Rembrandtsplein), De Bock (5 Kleine-Gartmansplantsoen) — here you will enjoy fine food and modest prices. Among hotel dining rooms, Amstel has perfect service and cuisine and de L'Europe is a haven for gourmets.

Although Holland is not a wine-producing country, you will find here all well known brands and vintages.

Sights

The best way and perhaps the most fun is to do some sightseeing by boat. This is also natural in this city of canals. Try one of the guided sightseeing trips under the historic bridges, past the ancient gabled buildings and palaces and out into the busy harbour for an hour's interesting trip.

Starting points for this tour are Damrak, Rokin, Amstel (near Rembrandtsplein) and Nassaukade (near Leidesplein). The cost is approximately Dfl. 1.40 and tickets may be bought on the spot.

A few sights that you might try to see are listed below. Figures refer to the numbers on the map:

- (1) Beurs (Stock Exchange), at Damrak, built in 1903. Visitors are invited to go inside and view the galleries.
- (2) The Royal Palace at the Dam Square, originally built as a town Hall in 1648.
- (3) Nieuwe Kerk (The New Church) founded in 1408 with very interesting interior decorations.
- (4) Begijnhof, ancient almshouse, with its picturesque courtyard. These famous almshouses are to be found throughout Holland, and are a refuge for the aged or for anyone seeking solitude. Most of them date from the 17th century and they are one of the most charming and characteristic features of the country. Another well known almshouse is to be found at 157—171 Prinsengracht.
- (5) Munttoren, former mint of Holland, one of Amsterdam's landmarks, with a beautiful tower from 1606.
- (6) Rijksmuseum (State Museum) at 42 Stadhouderskade. Contains a large collection of Dutch and Flemish paintings from the 15th to the 19th century. Fine collections of Rubens, van der Velde, Frans Hals, Jan Steen, Vermeer and perhaps the largest collection of Rembrandts (including the "Night Watch") in the world. Here you will also see the sundrenched canvasses of Van Gogh.
- (7) Diamond Cutting Factories. Amsterdam is renowned for her diamond cutting industry and you will have a chance to visit one of the workshops. Arrangements must be made beforehand through the V.V.V. (Official Tourist Office, at 5 Rokin).
- (8) Rembrandt House (4—6 Jodenbreestraat). Here the celebrated painter lived from 1639 to 1660 and a collection of his drawings and copperplate engravings is exhibited.
- (9) Waag (4 Nieuwmarkt), an old city gate from the Middle Ages, now houses the Historical Museum of Amsterdam and the Jewish Historical Museum. Nearby is the fish market, and the Flower Market is located along Singel street.



Tipping

If a service charge is not included on your hotel or restaurant bill, tip 15 %. Taxi drivers should be tipped 15 %, washroom attendants about 20 Dutch cents, hairdressers about 20 %. Tip the hotel porter, valet, maid, etc. a few guilders.

Public Holidays

Shops and offices are closed on the following holidays: New Year's Day, Good Friday, Easter Monday, Whit Monday, Ascension Day, April 30 (the Queen's Birthday), and May 5 (National Liberation Day). On the last two national holidays, the streets of Amsterdam are decorated and illuminated, amusement fairs are held and various other local festivities take place.

Special Events

Although arranged by nature and not by man, the great event of the year is the flower season in the spring-time (see Excursions). The Cheese Market at Alkmaar is held each Friday. The Holland Festival from June 15 to July 15 centers on Amsterdam, The Hague, and Scheveningen and includes music, dramas, concerts, opera, and ballet in each of the cities. Something different is offered each night. The V.V.V. offices can make arrangements for you to attend any of these festivals.

Transportation

The Dutch State Railways, in conjunction with municipal and private transport companies, offer "go-as-you-please" tickets, valid for travel on all electric railways, on some of the most important interurban buslines, on tramlines in major cities and the Canal Tours in Amsterdam and Rotterdam. The tickets cost Dfl. 21.00 (3 days validity) and Dfl. 26.00 (5 days validity). Trams and buses run at short intervals in the city and on a single ticket you may change once from one tram to another. There are special tickets for children and tickets valid for four rides with an 18 % reduction. Taxis are available at all times; add a tip of 15 % in addition to the fare on the meter. A drive-yourself car is fun; roads are good and distances from city to city are very short. See the SAS Office for information about SAS Car Hire Service.



Entertainment and Night Life

Amsterdam is a gay city indeed, and the night life concentrates around the Rembrandtsplein and Leidseplein Squares, and also in the Leidsestraat. There are many movie theaters, showing the best international films. In the Concertgebouw (98 Van Baerlstraat) the world famous Concertgebouw Orchestra gives concerts during winter months. The theater Stadsschouwburg (Leidseplein) presents opera, ballet and dramas. Operettas and revues are shown at the Carré-Theater (115—125 Amstel) and at the Nieuwe de la Mar Theater (404 Marnixstraat).

The Lido-Bar (105 Leidsekade) and Extase (3 Leidseplein) are two of the top dancing spots, with floor shows and good food. The Caramella (11 Kleine-Gartmansplantsoen), and the Blue Note (71—73 Korte Leidsewarstraat) are also first-rate. Most of these restaurants close at 1 or 2 AM. However, there is much gaiety to be found in Amsterdam after 2 AM; try the 44 Club Femina (44 Rembrandtsplein, open until 4 AM), and the private club Casino (27—31 Leidseplein). See your hotel management or the V.V.V. office for introduction. De Doofpoot (46 Rembrandtsplein) a smart club with floor show, and the Saint Germain des Pres (8—10 Rembrandtsplein) with a French program are well known and fun. 't Binnenhofje is a bar/restaurant with entertainment located at 449 Singel and La Cubana at 52 Leidsestraat is tiny and intimate with a wonderful band, not expensive.

Sports

Sailing is of course one of the most popular of sports in Holland, on the fine Loosdrecht Lake or near The Hague in the de Kaag Lake district. Swimming is naturally very much a favorite in the summer. The coast of Holland is one huge beach with many small and large bathing resorts. There are excellent golf courses at Amsterdam, The Hague, Rotterdam and in many other towns. The V.V.V. office will gladly make arrangements for you.



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As part of that service, SAS has prepared a collection of City Portraits. You are holding one in your hands right now. As you read it the entire city opens to you . . . its history, its people, its sights and delights. The research for this Portrait was done by SAS travel experts. And all information is from official sources. New Portraits are being prepared to cover all 84 cities in 42 countries on 5 continents served by SAS. Ask for the one you want when you arrive at your destination. And use it as part of your wonderful journey on SAS . . . transatlantic or transpolar between the U.S.A. and Europe . . . directly over the North Pole between Europe and the Orient . . . to Africa or South America . . . or 'round the world between wherever you are and wherever you want to go'.