

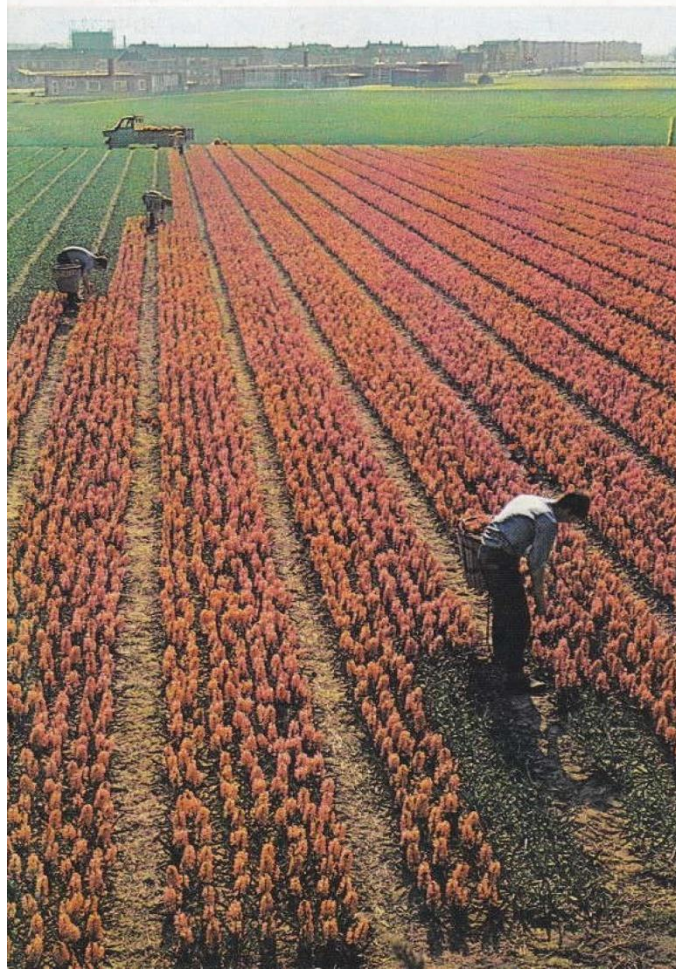


SAS CITY PORTRAIT

# Amsterdam The Hague Rotterdam

8th ed.

**SAS** SCANDINAVIAN AIRLINES



<b>INTRODUCTION</b>	3
Currency	5
Hotels	5
Restaurants and cuisine	5
Tipping	6
Shopping	6
Transportation	7
Sports	7
Climate and clothing	8
Special events	8
Public holidays	8
<b>AMSTERDAM</b>	9
Your arrival in Amsterdam	10
Hotels	11
Restaurants	12
Sights	13
City map and useful addresses	14
“One hour’s walk” suggestion	16
Excursions from Amsterdam	18
Entertainment and night life	18
Shopping	19
Transportation	20
<b>THE HAGUE</b>	21
Hotels	22
Restaurants	22
Sights	23
City map and useful addresses	24
“One hour’s walk” suggestion	26
Excursions	27
Entertainment and night life	27
Shopping	28
Transportation	28
Special events	28
<b>ROTTERDAM</b>	29
Hotels	30
Restaurants	30
Sights	31
City map and useful addresses	32
“One hour’s walk” suggestion	34
Excursions	35
Entertainment and night life	35
Shopping	35
Transportation	35

The information given in this booklet is based on facts available in May 1971.

## Introduction

The low-lying Netherlands wages a constant battle against the sea. And, in fact, chalks up victory after victory for, since 1830, 1,000 square miles of land have been reclaimed from the sea! A system of dikes, canals, sluices and pumps prevents almost half of the country from being flooded.

That’s the spirit of the Dutch – hard-working, persevering, stubborn – characteristics which were evident in the struggle for independence from Spain in the 16th and 17th centuries.





It was the appointment by Philip II of Spain of his half-sister, Margaret, as regent which led to an outburst of anti-Catholic rioting cruelly repressed by 10,000 troops commanded by the infamous Duke of Alva. Thousands of protestants were put to death. Thousands fled the country. But William, Prince of Orange, formed an army to oppose the Spaniards and despite an inauspicious start to his campaign managed to take control of Mons, Haarlem and Alkmaar in 1572. In 1579 the seven northern provinces entered the Union of Utrecht which declared its independence two years later.

Meantime, the Netherlands was trading and colonizing overseas. The East India Company was formed in 1602, business with the Indians was opened in 1610 on the site of New York and a settlement established there in 1624, while Java, Ceylon, West Indies and Brazil were all settled in some form by the Dutch.

In 1621 war broke out again between the Netherlands and Spain, finally concluding in 1648 with the Treaty of Westphalia whereby Spain recognized the independence of the United Provinces and their conquests in the Far East.

The 17th century was Holland's Golden Age. A great period of painting, commerce, sea faring. It left Holland with a rich cultural heritage, some of the world's best music and ballet and more museums for its size than any other country in the world.

But Holland is much more than museums – it is a postage stamp-size country of lakes, 5,000 miles of canals, neat brick villages, castles, picturesque windmills, golden North Sea beaches – and tulips! Holland blooms all year round. There are acre upon acre of flowers – hyacinths, rhododendrons, lilac, gladioli and daffodils. A flat but surprisingly interesting landscape of heaths and polders (reclaimed land).

Holland is a constitutional monarchy, member of the European Economic Community, and the most densely populated nation on earth – home to more than 12½ million friendly Dutchmen.

## Currency

The monetary unit in Holland is the guilder (also called the florin – Dfl.) and divided into 100 cents.

## Hotels

Friendliness and cleanliness – two traits of the Dutch people which are immediately evident in the service at their hotels. Whether you choose a de luxe suite in an international hotel or more moderately priced accommodation you will find your rooms are comfortable and clean and your hosts will go out of their way to make you feel “at home”.

Be sure you make your reservations well in advance, especially during “tulip time” and in the summer months.

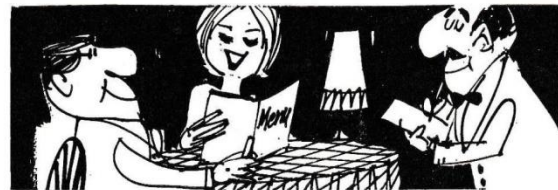
Your travel agent or SAS office can offer you – through the special SAS Travel Planning Service – detailed information about hotels and can also provide the latest accommodation situation in most of them.

Voltage for electric appliances is 220 AC.

Prices vary from Dfl.50–80 for a single room with bath in a de luxe hotel, to Dfl.30–40 for a single room with bath in a tourist class hotel.

## Restaurants and cuisine

Holland is perhaps most famous for its butter and tasty cheeses, which you will be offered at breakfast. But you must also experience other specialities from the Dutch







cuisine. Try "Snert", a pea soup, or "Boerenkool", "Zuurkool", "Hutspot", all three being hotch-potch dishes.

And make sure you enjoy the Indonesian dishes for which Holland has earned a world-wide reputation. A suggestion – ask for "Grote Rijsttafel" (ricetable), which consists of up to 30 or more dishes, both cold and hot, all flavored and spiced. Sparkling Dutch beer goes down excellently with such a meal.

### Tipping

In all hotels, restaurants and cafeterias the service charge is included. Washroom attendants should be tipped about 30 Dutch cents, and the hotel porter, valet, maid etc., a guilder. Taxi drivers in Amsterdam, The Hague and Rotterdam will state the inclusive fare shown on the meter – but expect a little more. In other places tip 15 % of the metered fare.

### Shopping

Holland can offer some lovely and worthwhile souvenirs. Blue and white Delft porcelain tops the list. Books and prints are bargains. For an unusual gift – send home



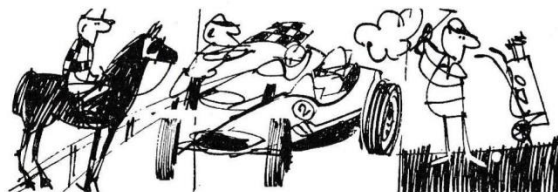
flower bulbs – the shops will make the necessary arrangements for you. Leatherwork, pewter, crystal and silver are also worth shopping for, and few visitors leave without buying some of the famous Dutch cheese and cigars or inexpensive wooden shoe mementoes.

If the budget will stretch to it, Amsterdam is, of course, the place to buy unset diamonds.

### Transportation

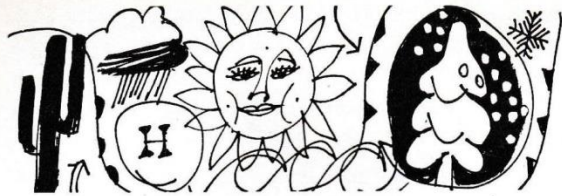
During the summer season the Dutch Railways offer several one-day trips to interesting places in The Netherlands at fixed prices including travel fare, local transportation costs, and entrance fees. And you can also buy a 3-day train pass for touring the picturesque western region or an 8-day train pass for touring throughout The Netherlands.

Another pleasant way of seeing Holland is to hire a drive-yourself car. Contact the SAS office for information about car hire services.



### Sports

Sailing is one of the most popular sports in Holland. Yachting can be enjoyed on Amsterdam's Loosdrecht Lake or near The Hague in the Kaag Lake district. In the summer you will find many ideal bathing beaches along the Dutch coast which is dotted with large and small holiday resorts. There are excellent golf courses in Amsterdam, The Hague, Rotterdam and many other towns. The V.V.V. office (Tourist Information) will be pleased to make arrangements for you.



## Climate and clothing

Holland's climate is temperate all year round with an average temperature in spring and summer of 60° to 80°F (16 to 26°C) and in autumn and winter 24° to 60°F (-4° to 16°C). The best time to visit is spring, when the days are sunny and the fields of tulips surround you with a sea of color and fragrance.

You will need a heavy coat in winter, a top coat in summer and a raincoat in autumn. Formal dress is seldom needed and may be hired from a local tailor at reasonable prices. Dress informally here and you'll feel at home.

And don't worry about the language. English is widely spoken and so are French and German.

## Special events

The cheese market at Alkmaar is held each Friday (to noon) during the summer. The Holland Festival from June 15 to July 15 concentrates on Amsterdam, Rotterdam, The Hague and Scheveningen and includes drama, concert, opera and ballet in each of the cities. Different programs are offered each night.

## Public holidays

Shops and offices are closed on the following holidays: New Year's Day, Good Friday, Easter Monday, Ascension Day, Whit Monday, Christmas Day, and April 30 the Queen's birthday.

# Amsterdam

Amsterdam glitters like the diamonds for which it is famous. It's a colorful city of clogs and cheeses, Rembrandts and barrel organs, bicycles and barges, and tree-lined canals. A hub of ninety islands stitched together by hundreds of quaint bridges.

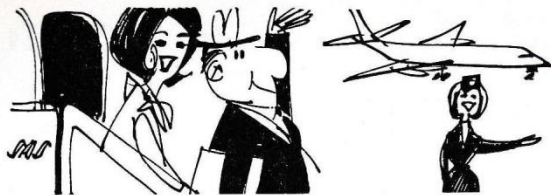
An enchanting mixture of old and new, the capital of The Netherlands grew from a small village called Amstelredamme which derived its name from a dam built on the Amstel River in 1275. The present shape of the city was planned in the 17th century when its citizens decided to create a new town in a semi-circle around a network of canals.

Although Amsterdam is the capital, the seat of government is at The Hague where it has been since 1806 when Napoleon's brother decided to end the rivalry between the two cities.

With two world-renowned universities, Amsterdam is a center of art and science and, of course, has acted as a catalyst for painters since the days of the old Dutch masters. Perhaps the highlight of your visit will be a trip







to the Rijksmuseum with its unique collection of Rembrandt and the works of artists like Vermeer, Hals, Van de Velde and Steen.

During your stay in Amsterdam you may enjoy a canal cruise in a view-easy glass-roofed launch, catch a performance of the Concertgebouw Orchestra, sip genever gin and watch the world cycle past from a pavement café, or buy round red cheeses – but no matter how you spend your time, you're sure to find so many interesting things to do that you'll probably find yourself planning your next visit while you're still in the "City on the Water".

### Your arrival in Amsterdam

You leave your SAS plane via the Avio-bridges and find yourself on the first floor of the Station building. Signs indicate the way to the Arrival Hall where passport and customs control take place.

Buses depart for the city, as well as for The Hague, Rotterdam, Utrecht and Eindhoven approximately five minutes after customs clearance. A taxi to the center of Amsterdam costs about Dfl.25. Bus fare is approx. Dfl.2 to Amsterdam, about Dfl.4.75 to The Hague, Dfl.6.25 to Rotterdam, Dfl.5 to Utrecht. The Amsterdam trip takes 25 minutes by bus and 20 minutes by taxi. If you have ordered a self-drive car or chauffeur-driven car contact the Car Hire desk in the Exit Hall.

The Airlines Terminal is located in the center of the city with easy access to taxis, available at all times, and street-cars, for transfer to your hotel.

If you are flying on from Amsterdam, reconfirm your onward reservation as soon as possible after your arrival. You can do this at the SAS town office (95 Leidsestraat, tel. 67 252).

## Hotels

### De luxe

- Amstel* (H7)  
1 Professor Tulpplein  
Tel. 22 60 60
- Esso Motor* (off map)  
2 De Boelelaan/Europa-  
boulevard  
Tel. 42 98 55
- Hilton* (D10)  
138–140 Apollolaan  
Tel. 73 06 22
- Carlton* (F6)  
2–18 Vijzelstraat  
Tel. 22 22 66
- Apollo Hotel* (F10)  
2 Apollolaan  
Tel. 73 59 22

### First class

- De l'Europe* (F5)  
2–5 Nieuwe Doelenstraat  
Tel. 23 48 36
- Parkhotel* (E7)  
25–29 Stadhouderskade  
Tel. 71 74 74
- Die Port van Cleve* (E3)  
178–180 N.Z. Voorburgwal  
Tel. 24 48 60
- Alpha Hotel* (off map)  
10 Europaboelevard  
Tel. 44 28 51
- Okura Hotel* (G10)  
46 Josef Israelskade  
Tel. 72 02 87

### Hotel Victoria (F3)

1–5 Damrak  
Tel. 23 42 55

### Howard Johnsen Hotel (F7)

315–331 Prinsengracht  
Tel. 22 83 33

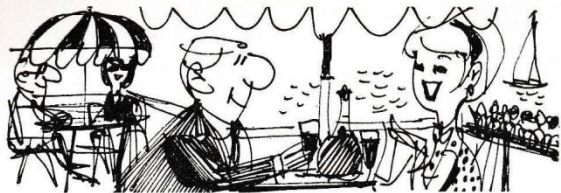
### Hotel Krasnapolsky (F4)

9 Dam  
Tel. 6 31 63

### Tourist class

- American* (D6)  
97 Leidsekade  
Tel. 24 53 22
- Schiller* (F6)  
26–36 Rembrandtsplein  
Tel. 23 16 60
- Casa 400* (K9)  
75 James Wattstraat  
Tel. 5 11 71
- Trianon* (E9)  
3–7 J. W. Brouwerstraat  
Tel. 73 20 73
- Arthur Frommer* (F7)  
46 Noorderstraat  
Tel. 22 03 28
- Centraal* (D7)  
7–9 Stadhouderskade  
Tel. 18 57 65
- Polen* (F4)  
14 Rokin/15–17 Kalverstraat  
Tel. 6 77 33





## Restaurants

Top class restaurants include:

*Amstel Hotel* (H7)

Amstel River Side

*Apollo Hotel* (F10)

2 Apollolaan

*Bali* (E6)

95 Leidsestraat

Excellent Indonesian specialities

*Vijff Vlieghe*

(*Five Flies*) (E5)

294-302 Spuistraat

1 Vliegendesteeg

Authentic 17th-century atmosphere

*Toga* (F7)

128 Wetering Schans

Excellent Japanese specialities

Other good restaurants are:

*Travellers Grill* (D7)

749 Stadhouderskade

*Chalet Suisse* (E6)

10A Leidseplein

*Die Port van Cleve* (E4)

178-180 N.Z. Voorburgwal

*Dorrius* (E5)

336-342 N.Z. Voorburgwal

287-293 Spuistraat

*Dikker en Thijs* (E6)

438-444 Prinsengracht

82-84 Leidsestraat

French and Dutch, elegant surroundings

*De Boerderij* (E6)

69 Korte Leidsedwardsstraat

*China Garden* (D6)

Marnixstraat

Excellent Chinese specialities

*Peking* (F6)

515 Heerengracht

Excellent Indonesian specialities

*De l'Europe* (F5)

2-5 Nieuwe Doelenstraat

*De Silveren Spiegel* (F3)

4 Kattégat

Typical Dutch kitchen

*Het Brouwerswapen* (G6)

41-43 Rembrandtsplein

*'t Swarte Schaep* (E6)

24 Korte Leidsedwardsstraat

Good, inexpensive restaurants are:

*De Bock* (E5)

30 Spui

*Kong Hing* (G3)

11 Binnen Bantammer-

straat

*In de Groene Lantaerne* (E2)

43 Haarlemmerstraat

*Fromagerie Crignon* (F3)

28 Gravenstraat

In addition to the above-listed restaurants, there are others offering the national dishes of Denmark, Greece, Hungary, Israel, Italy, Indonesia, Japan, Yugoslavia, Spain, Switzerland and Turkey.

## Sights

One of the best ways of sightseeing in Amsterdam is to take a canal ride in a glass-roofed launch with a multi-lingual guide. Starting points for the tours are Damrak, Rokin, Amstel (near Rembrandtsplein) and Nassaukade (near Leidseplein). You must also try to include the Candle-Light Tour in your sightseeing. This is a romantic trip along illuminated canals with special entertainment provided as you enjoy wine and cheese by candle-light. There are hundreds of interesting places to visit in the city and we can list but a few of them below (with references to the map).

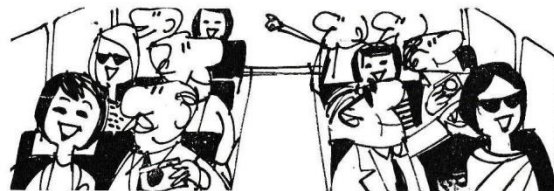
**Beurs** (F3) (Stock Exchange), at Damrak, built in 1903. Visitors are allowed to go inside and view the galleries.

**The Royal Palace** (E4), at Dam Square, originally built as a town hall in 1640 and designed by Jacob van Campen.

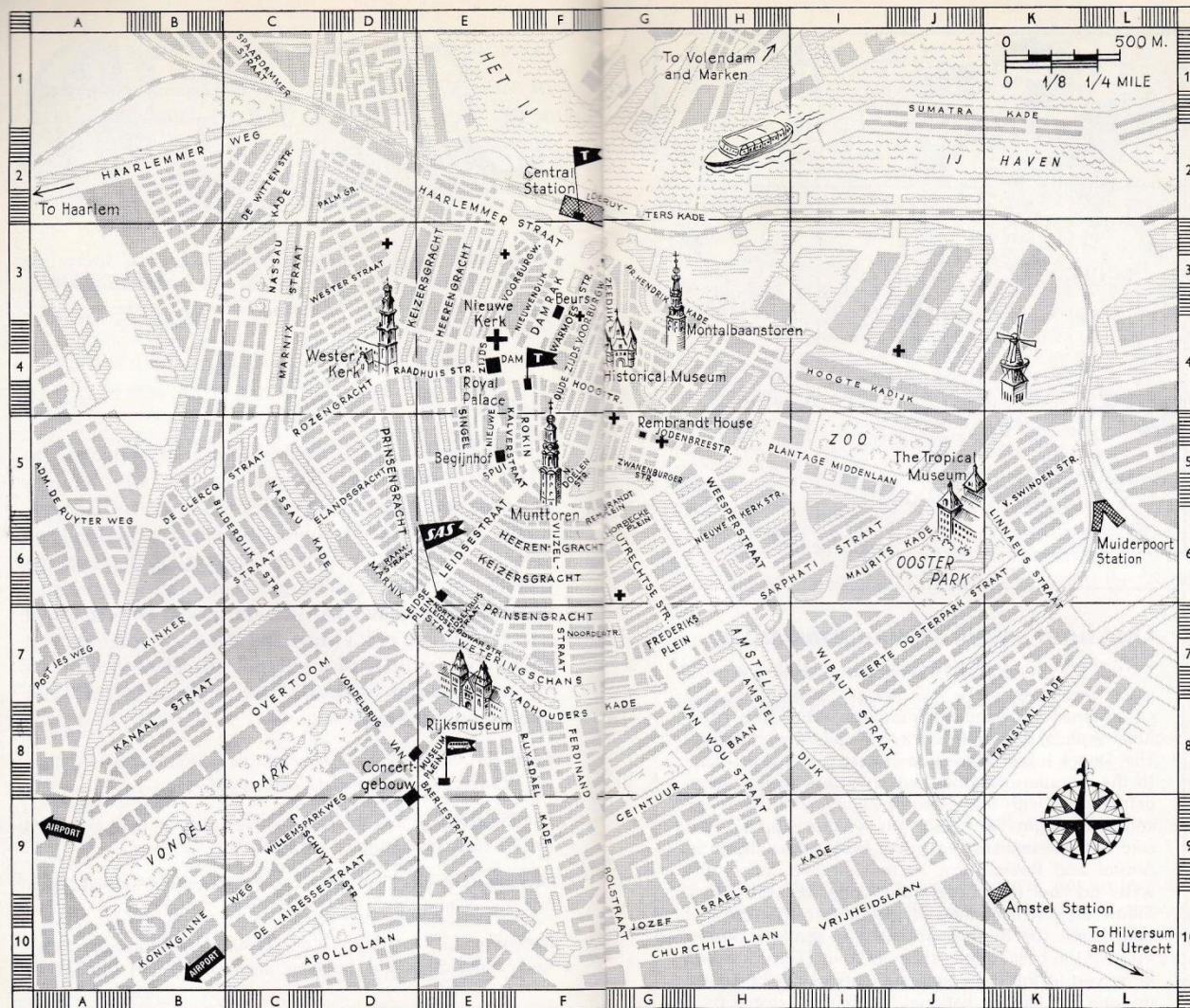
**Nieuwe Kerk** (E4) (The New Church), founded in 1408! Very interesting interior.

**Begijnhof** (E5), an ancient almshouse, with picturesque courtyard. Almshouses like this one are to be found throughout

(cont'd on page 17)










Code numbers in the Amsterdam section of this booklet refer to the above map. Thus (E6) is located where lines drawn from "E" and "6" cross each other.

## Interesting sights in Amsterdam

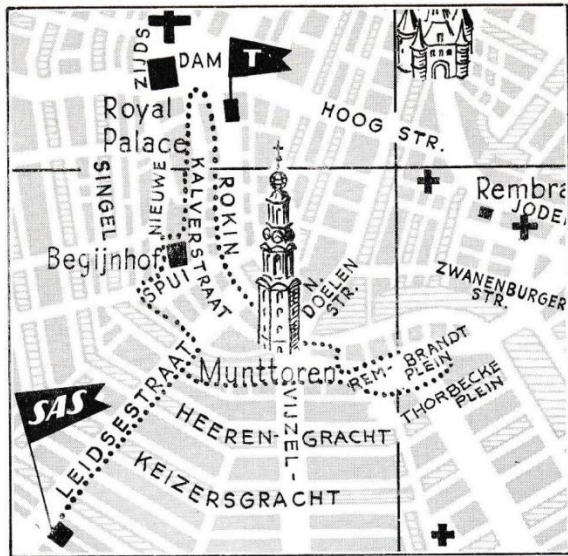
- (F3) Beurs, Damrak.
- (E4) Koninklijk Paleis (Royal Palace), Dam Square.
- (E4) Nieuwe Kerk (The Church), Dam Square.
- (E5) Begijnhof, Spui.
- (E8) Municipal Museum, 13 Paulus Potterstraat.
- (F5) Munttoren (Mint Tower), Munt Plein.
- (E7) Rijksmuseum (State Museum of Arts), 42 Stadhouderskade.
- (G5) Rembrandt House, 4-6 Jodenbreestraat.
- (G4) Waag (with Jewish Historical Museum), 4 Nieuwmarkt.
- (J6) The Tropical Museum, 2 Linnaeusstraat.

## Useful addresses

-  **SAS Ticket Office:** 95 Leidsestraat (E6). Tel. 67252.
-  **Air Terminal** (Bus departure point): Museum Plein (E8). Tel. 73 12 12.
-  **Tourist Information Office:** "V.V.V.", 5 Rokin (F4).  
Open hours: 9 a.m. to 5 p.m. (Sundays closed).  
Tel. 66 44 44. - Branch Office: Stationsplein (F2). Tel. 24 23 22.  
Open hours: 9 a.m. to 11 p.m. (during season to 12 midnight).

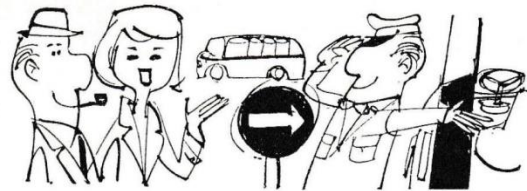
Distance from city center to airport: 9.5 miles (15 kms).





### One hour's walk around Amsterdam

Start at the SAS office, 95 Leidsestraat. Walk down the street that crosses the old bridges, overlooking the canals lined with ancient buildings. When you reach Koningsplein, turn to the right to Singel (flower market). The Singel leads to the Munttoren; cross the square to the Reguliersbreestraat, which 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 leads to Amstel and Rokin. Turn to the left and follow the water on your right hand side. Along the Mint Tower follow the left hand side of the street (water on your right hand). On the left are beautiful shops, including some of the best antique shops in town. This route will bring you to the Dam Square. Overlooking the square on your right is the national monument created by J. Raedecker, opposite is 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.



(cont'd from page 13)

Holland. Most of them date from the 17th century and are amongst the most charming and characteristic features of the country. Another well-known almshouse is to be found at 157-171 Prinsengracht.

**Munttoren** (F5), former mint of Holland, one of Amsterdam's landmarks, with a beautiful tower from 1619. The flower market is located along Singel Canal.

**Rijksmuseum** (E7) (National Gallery), at 42 Stadhouderskade. Contains a large collection of Dutch and Flemish paintings from the 15th to the 19th century. Fine collections of Rubens, van de Velde, Frans Hals, Jan Steen, Vermeer and perhaps the world's largest collection of Rembrandts (including the "Night Watch").

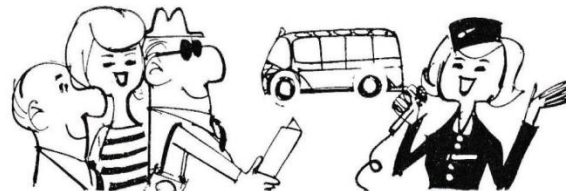
**The Municipal Museum** (E8), at 13 Paulus Potterstraat, contains a collection of van Gogh and very fine modern art.

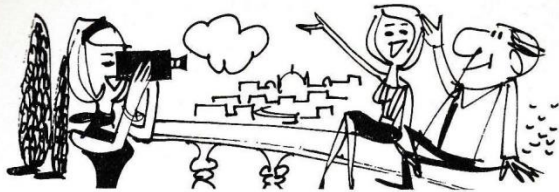
**The Anne Frank House** (D4), 263 Prinsengracht.

**Rembrandt House** (G5), 4-6 Jodenbreestraat. Here the celebrated painter lived from 1639 to 1660 and a collection of his drawings and copperplates is exhibited.

**Waag** (G4), 4 Nieuwmarkt, an old city gate from the Middle Ages, now houses the Jewish Historical Museum.

**The Tropical Museum** (J6), 2 Linnaeusstraat, not far from the city center. This comprehensive collection of items connected with life in the tropics is well worth a visit. The museum is located in a corner of the Ooster Park and a short distance away is the **Zoo and the Aquarium**.





**Amsterdam Historical Museum** (E5), 92 Kalverstraat, located in the St. Lucien Convent, built around 1420 and used as an orphanage from 1578 to 1960.

**Our Lord in the Attic**, 40 Oude Zijds Voorburgwal. A merchant's house with concealed Roman Catholic church dating from 1663. Collection of paintings, furniture and silver.

## Excursions from Amsterdam

**Marken.** By bus or boat to Volendam via the small town of Monnikendam and then by boat to the Island of Marken. Be sure to take your camera with you for on this picturesque isle the inhabitants dress in gay traditional costumes.

**Aalsmeer.** By bus from Amsterdam. This is the center for flower auctions in Holland. Try to visit in the early morning and you'll see an automated flower auction in operation.

**Alkmaar.** By train from the Central Station. The 700-year-old city has an old-world Weighing House which is now a busy cheese market. If you visit on a Friday (till midday) during the summer you'll enjoy sampling the many brands of Gouda, Alkmaar and Edam cheeses. Don't forget to go and see the "tournament" that is fought every full hour by the Knights of the Tower, while the clarion-blower sounds his trumpet over them.

**Haarlemmerweg.** On the road from Amsterdam to Haarlem is a 200-year-old windmill ("De Bloem") which has been restored by the Amsterdam Tourist Office. It is open during the summer season. Tickets are available from V.V.V. (Official Tourist Office) at 5 Rokin.

**Haarlem.** Center of the bulb-growing industry. Birthplace of Frans Hals, the well-known Dutch painter. The museum contains many of his most famous works.

## Entertainment and night life

Amsterdam is a gay city indeed, and the night life concentrates around the Rembrandtsplein and Leidseplein squares, and in the Leidsestraat. There are many movie

theaters, showing the best international films. In the Concertgebouw (98 Van Baerlestraat – D8) the world famous Concertgebouw Orchestra gives concerts during the winter months. The Stadschouwburg Theater (Leidseplein – E6) presents opera, ballet and dramas. Musicals and revues are shown at the Carré-Theater (115–125 Amstel – H6).

Contact the SAS office or the local tourist office for current information. Many restaurants close around 1 a.m., although there is still plenty of life and gaiety to be found after that time. Try for example the club Casino (27–31 Leidseplein – E7) and the Blue Note (71–73 Korte Leidsedwardsstraat – E7), both stay open until 4 a.m. 't Binnenhofje is a bar/restaurant with music, located at 449 Singel (F5).

Other **night clubs** (open until 4 a.m.) are Moulin Rouge (5 Thorbeckeplein – G6) and Le Maxim (35 Leidsestraat – E7).

**Discotheques** (open until 2 a.m.). King's Club (85–87 Korte Leidsedwardsstraat – E7), Voom-Voom (14 Raamstraat – D6), Fietsothèque (around corner Hilton Hotel – D10).

## Shopping

Amsterdam is a delightful city for shopping expeditions. The main shopping streets are Kalverstraat (F5) and Leidsestraat (E6). The largest department stores are Bijenkorf (Bee Hive), Damrak (F4) and Vroom & Dreesmann, Rokin (F5).

Shops are open from 9 a.m. to 5.30 p.m. including Saturday (Mondays from 1 p.m. to 5.30 p.m.).



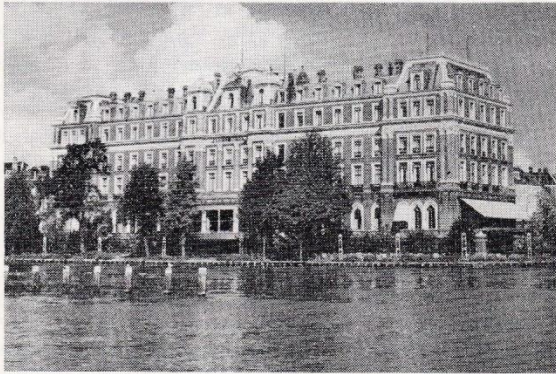


If your budget doesn't stretch to diamonds you may still like to see them being processed in a factory. Ask the SAS Office at 95 Leidsestraat or the V.V.V. at 5 Rokin for an introduction.

Another attractive shopping-street is P. C. Hoofstraat (E8), near the Vondelpark – and for the antique lover we recommend the Spiegelstraat (E7).

## Transportation

Amsterdam has an efficient system of public transportation. Trams and buses run at frequent intervals. There are special tickets valid for multiple rides available from white slot-machines at every stop. There is also a special day-ticket at reduced cost. Taxis are available at all times



## AMSTEL HOTEL AMSTERDAM

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International Conventions*

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# The Hague

From ancient times The Hague has been the political heart of Holland. Today it is the seat of Government and the home of diplomatic representatives. It's a city of traffic-free shopping centers – most of them round the old "Binnenhof", which was founded and extended by the Counts of Holland in the 13th and 14th centuries and now houses the First and Second Chambers of Dutch Parliament.

The oldest part of the city is a fascinating mesh of antique shops and old mansions with picturesque fronts.

Often called Europe's "largest and most beautiful village", The Hague is two cities in one. It is a busy, work-a-day commercial and cultural center, where you can dine, wine and dance or visit museums like the Mauritshuis with its 16 Rembrandts and paintings by Vermeer, Rubens, Frans Hals. And it is also the biggest seaside resort in Holland – for Scheveningen forms part of The Hague – with a ribbon of sandy beaches, and green parks and woods to explore.

Symbol of the city's reputation as a center of international activity is the magnificent Peace Palace housing the International Court of Justice and the Permanent Court of Arbitration.

The Hague also offers excellent facilities for conventions with the new Netherlands Congress Center and the Scheveningen Congress Center.



## Hotels

### De luxe class

*Kasteel Oud-Wassenaar*  
(off map)  
Park Oud Wassenaar  
Tel. 017-51 90 45

*Wittebrug* (I4)  
251 Badhuisweg  
Tel. 070 - 51 23 61

*Promenade* (G4)  
Van Stolkweg  
Tel. 070 - 57 41 21

*Hotel Des Indes* (H9)  
54-56 Lange Voorhout  
Tel. 070 - 18 45 45

### First class

*Ambassador* (G7)  
2 Sophialaan  
Tel. 070 - 11 77 00

Prices: In a de luxe hotel, room with bath and breakfast, from Dfl.50. First class, room with or without bath, including breakfast, Dfl.20 to Dfl.35.

## Restaurants

All the hotels listed above have good restaurants, in addition you will find a great variety of other eating establishments. We list below but a few:

*Aigle d'Or* (off map)  
180 Stationsweg  
*'t Goude Hooft* (G10)  
15 Groenmarkt  
*In den kleynen leckerbeck*  
(F8)  
130 Prinsenstraat

### Seafood

*Saur* (H9)  
47 Lange Voorhout  
*House of Lords* (H10)  
4 Hofstraat

*Kurhaus* (off map)  
30 Gevers Deynootplein  
Scheveningen  
Tel. 070 - 51 22 51

*Bel Air* (F4)  
30 Johan de Wittlaan  
Tel. 070 - 57 20 11

*Central* (H10)  
6 Lange Poten  
Tel. 070 - 18 49 30

*Park* (G10)  
53 Molenstraat  
Tel. 070 - 18 40 30

### Tourist class

*Badhotel* (off map)  
15 Gevers Deynootweg  
Scheveningen  
Tel. 070 - 51 22 21

*Grand Hotel Terminus*  
(off map)  
180 Stationsweg  
Tel. 070 - 18 43 00

*In 't gemeste schaap* (G9)  
9 Raamstraat

*Le Pirate* (off map)  
Sea promenade  
Scheveningen

### Indonesian

*Garoeda* (G9)  
18a Kneuterdijk  
*Bali* (H1)  
1 Badhuisweg, Scheveningen

## Chinese

*China*  
120a Denneweg  
*Man Kok* (G10)  
8a Molenstraat

## Japanese

*Het Verre Oosten* (H1)  
2 Badhuisweg  
Scheveningen

## Inexpensive restaurants

*Den Hout* (J10)  
11 Bezuidenhoutseweg  
*De Apendans* (G10)  
11-13 Herenstraat

## Sights

The Hague crams a lot to see and do into a pretty small space. So making a list is difficult. But here are some of the places you should try to see while you're here.

**Houses of Parliament** (H10). Information Center, 9a Binnenhof, tel. 64 61 44. Guided tours. Sundays closed.

**Peace Palace** (F7). The International Court of Justice and Academy for International Law, Carnegieplein, tel. 39 23 44.

**Madurodam** (I4). The pocket-sized model city of Madurodam, located at 175 Haringkade, is a fascinating replica of a typical Dutch town with trains, ships, schools, theaters, factories. Everything on a scale of exactly 1/25th! Go there in the evening and you'll see 46,000 tiny lights switched on in the miniature town providing a fairy-tale atmosphere. Some 15 million people have already visited Madurodam since it was completed in 1952.

Open from Easter to October.

**The Pier, Scheveningen**. A sea-promenade with an entertainment complex of four islands with two restaurants, terraces, shops, an underwater wonderland which you can visit by submarine "cabin" and a "Wild West City". Telephone 54 36 77 for information.

**Huis Ten Bosch Palace** (K10), Haagse Bos, Bezuidenhoutseweg. A 17th-century royal palace located in a wooded area. For information phone 11 31 43.

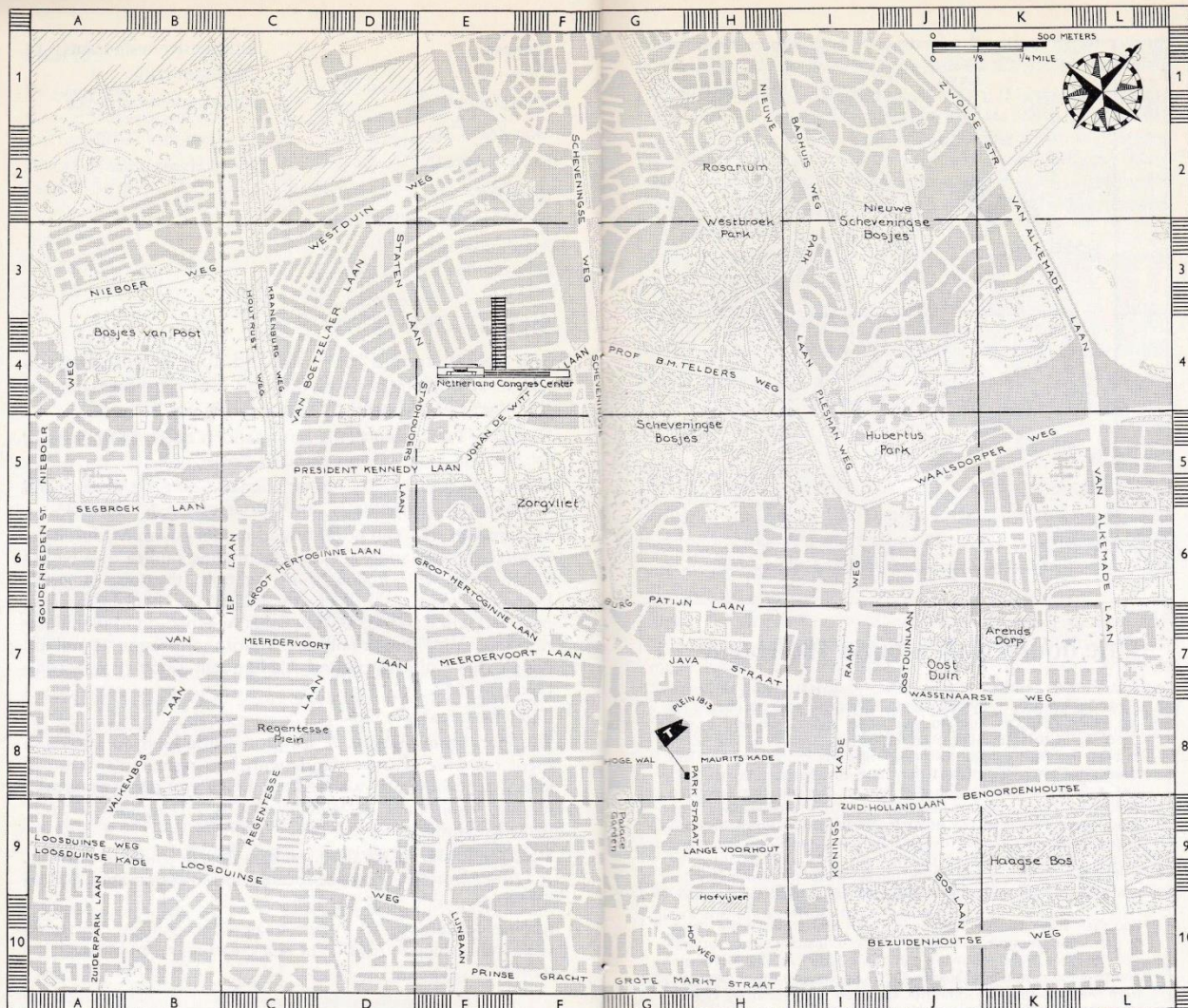
**Marine Aquarium**, 49 Palacestraat, Scheveningen. 50 tanks with more than 500 different sea creatures from all over the world.

## Museums

Every second building in The Hague seems to be a museum! Take your pick from a visit to see the world's largest painting to a spine-tingling peep into a museum of torture implements!

**Mauritshuis** (H10), 29 Plein. One of the most significant painting-collections of the Dutch School featuring Rembrandt, Vermeer, Rubens, Frans Hals and others. Also paintings of the Flemish School.






Code numbers in The Hague section of this booklet refer to the above map. Thus (G8) is located where lines drawn from "G" and "8" cross each other.

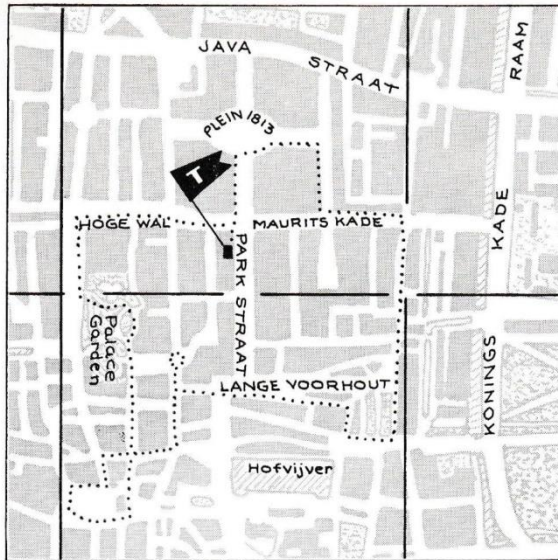
## Interesting sights in The Hague

- (H10) Houses of Parliament.
- (F7) Peace Palace.  
Zeiss Planetarium.
- (F10) Bredius Museum.
- (E4) Municipal Museum
- (G10) Gevangenpoort (Prison gate).
- (J9) Schelpenmuseum.

## Useful addresses

-  **Tourist Information Office (V.V.V.):**  
In The Hague: 38 Parkstraat, tel. 11 10 07.  
Open hours: 9 a.m. to 9 p.m., Sundays closed.  
Station H.S. (exit) tel. 11 07 47.  
Open hours: 8.30 a.m. to 9.30 p.m., Sundays to 8.30 p.m.
- Scheveningen: Gevers Deynootplein, tel. 55 80 88.  
Open hours 9 a.m. to 9 p.m., Sundays to 8 p.m.





## One hour's walk around The Hague

Start at the Tourist Office, V.V.V., Parkstraat. Walk down to Plein 1813 with its Independence Memorial and the house of the Prime Minister. Turn to your right and at the end of the street again to your right over the bridge. Left along the water and at the next bridge you turn right walking along the old street until you arrive at the 18th-century royal palace, "Voorhout". Just a little further on you can see on the left the American Embassy, at the corner of Lange Voorhout, an avenue lined with lime trees. Opposite the embassy there is the Royal Theater. Following the "short side" of the Hofvijver (Court Lake) you come to the Mauritshuis Gallery dating from 1640, with paintings by Rembrandt, Vermeer and many others. Turn through the gateway into the Binnenhof with the Hall of Knights (about 1280).

You then leave via the Stadhouderspoort and cross by the statue to the Gevangendoort, with its collection of instruments of torture. Turn to your right following the "long side" of the Hofvijver. You pass the costume museum with its fine collection of garments from the 18th and 19th centuries and then turn left along charming Lange Voorhout. Note at No. 34 the Royal Library has more than one million volumes. On your right hand side you can see the old Kloosterkerk (cloister church), dating from 1400. Cross the Kneuterdijk into the small Heulstraat at the end of which we turn right to see the former Royal Palace "Noordeinde". Here we turn back for a stroll along the Paleispromenade (traffic-free shopping precinct). Turn left into Papestraat and at the second crossing turn left to see the St. Jacobskerk. Opposite the church is the old town hall. Walk down the Oude Molenstraat and through the beautiful Palace Garden until you reach the water. Keep the water on your left side and you will return to your starting point.

**Bredius Museum** (F10), 6 Prinsegracht. Paintings by Rembrandt, Jan Steen and Van Ostade. Also applied art and old porcelain.

**Municipal Museum** (Gemeente Museum) (E4), 41 Stadhouderslaan. Modern art works including 154 Mondriaans – the biggest collection in the world. Two thousand musical instruments, all of which can be played and a musicological library with 55,000 books and old prints plus exhibits tracing the history of The Hague. If you have time for only one museum, make it this one!

**Gevangendoort** (Prison gate) (G10), 33 Buitenhof. Collection of old implements of torture.

**Schelpenmuseum** (J9), 5 Zuid-Hollandlaan. Contains quite a fascinating collection of shells from all over the world. Make prior arrangements for visit by telephoning 24 36 89.

**Panorama Mesdag**, 65b Zeestraat. The world's largest painting (1,700 square meters) depicting Scheveningen in the year 1880.

## Excursions

During the season the Tourist Office operates city sight-seeing tours by coach from Monday to Friday. Tickets are available from the V.V.V. offices – and your hotel porter can also help.

**Delft.** Train from Central Station. World famous for blue Delft china produced here since the 17th century, the old city has many medieval Gothic and Renaissance houses. City of the painter Vermeer, Delft is picturesque canals, arched bridges, a Thursday flower market, university and congress center. Be sure to visit the Antique Dealer's Fair at Museum Prinsenhof if here between mid-June and mid-July. Another must is, of course, a visit to the showrooms of the Royal Delftware Factory at 196 Rotterdamseweg.

Delft is now also the headquarters of the Delta Project – destined to become one of the world's great engineering feats. Not only will this system of dams and sluices prevent a repetition of the disastrous floods of 1953 but it will control rivers and create fresh-water lakes.

## Entertainment and night life

Night life is varied and lively – even though there is not an abundance of night clubs. But this is more than compensated for by the fine selection of top class theaters:

**Koninklijke Schouwburg** (H9) (The Royal Theater) at 3 Korte Voorhout has a traditional atmosphere with its antique furniture, while the newly-opened **Nederlands Congresgebouw** (F4) (Congress Center) represents today's technology and know-how and presents the Resi-



dentie Orchestra, concerts, plays, cabaret and musicals. Opera and ballet is also performed at the Circus Theater, Gevers Deynootplein, Scheveningen and opposite the famous Kurhaus.

For the latest on the avante garde front visit the HOT theater at 20 Oranje Buitensingel.

If you prefer to spend the evening outdoors, here are a few suggestions – drive out to the zoo at Wassenaar with its famous aviaries, have a round of midget golf at De Bataaf, 2 Verhuellweg, or visit the Drievliet Amusement Park and Monorail at Rijswijk. Or why not stroll through one of the score of delightful parks – for example, the world-famous rosegarden, Westbroek Park, and Clingendael with its Japanese garden.

### Shopping

Shops are open Monday to Saturday from 9 a.m. to 5.30 p.m. and are closed on Sunday. Stores are closed on Monday morning, depending on the branch, with some other shops also closed on one weekday.

### Transportation

The Hague is served by a system of trams and buses with tickets costing a minimum of Dfl.0.60. The V.V.V. (Tourist Information Office), tobacconists and some other shops sell books of 8 tickets at reduced prices – Dfl.3. You enter the bus or tram at the front.

For information on other forms of transport: Tel. 18 35 70 (Trains); Taxi companies: Red Tax, tel. 18 47 11, Haagse Taxi Centrale, tel. 90 77 22.

### Special events

If you are visiting The Hague in late May you may be lucky enough to take part in the celebrations at Scheveningen associated with the start of the herring season – “Vlaggetjesdag” (Showing of the flag).

From June to October there is the International Rose Show at Westbroekpark, a sight not to be missed in this land of flowers, while later in the year on the third Tuesday in September you can watch the traditional opening of the Dutch Parliament – Prinsjesdag – with all the pomp and ceremony of a royal occasion.

# Rotterdam

The world's busiest port at the mouths of the Rhine and Maas rivers. Number two city in Holland.

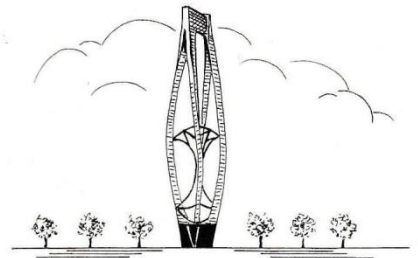
Rotterdam can lay claim to quite a number of titles but the one which best describes it is surely “Europe's most modern city”.

Completely destroyed at the beginning of the second world war, Rotterdam has carried out an awe-inspiring, gigantic reconstruction program, which has given it a whole string of fascinating, outstanding buildings – a bristling center of steel, glass, brick and concrete.

Old buildings are few and far between but plenty of excellent museums like the Boymans van Beuningen provide an opportunity to peep at the past.

Though it will be the present – and future – which certainly will hold your interest. For example, there is the modern metro, the four tunnels under the River Maas, the 600-ft. high Euromast spacetower, the enormous wholesale market of Groothandelsgebouw with more than 260 wholesale-firms, the outstanding de Doelen music and congress center, one of the largest in Europe, and the Lijnbaan, a magnificent shopping precinct with more than half a mile of stores with a flower-trimmed promenade.

Rotterdam is a city of the 20th century. On the move. Progressive. A city worth visiting.



## Hotels

Rotterdam's hotels can offer you accommodation on Holland's very efficient three grade system. Be sure to reserve well in advance during the bulb season. Details of motels, and other tourist information from the V.V.V. (Tourist Information Office – F4), 19 Stadhuisplein, tel. 13 60 00.

Some of Rotterdam's many hotels:

### De luxe

*Rotterdam Hilton Hotel* (F4)  
Weena  
Tel. 14 40 44

### First class

*Atlanta* (F5)  
Coolsingel/Aert van  
Nesstraat  
Tel. 11 04 20

### Rijnhotel

(E5)  
1 Schouwburgplein  
Tel. 13 29 00

### Savoy

(H5)  
81 Hoogstraat  
Tel. 13 92 80

### Central

(F4)  
12 Kruiskade  
Tel. 14 07 44

*Skyway Euromotel*  
(off map)

61 Vliegveldweg  
Tel. 15 80 00

### Parkhotel

(E6)  
70 Westersingel  
Tel. 36 36 11

### Tourist class

*Regina* (D3)  
75 Spoorsingel  
Tel. 28 28 00

### Schnack

(A5)  
92–94 Heemraadssingel  
Tel. 25 48 92

## Restaurants

Top class restaurants include:

*Le Coque d'Or* (E8)  
25 Van Vollenhovenstraat

*In Den Rustwat* (off map)  
96 Honingerdijk

*Falstaff* (E5)  
1 Schouwburgplein

*Euromast* (C10)  
Rotisserie  
20 Parkhaven

Other good restaurants are:

*La Bonne Auberge* (G5)  
147–149 Hoogstraat

*Chalet Suisse* (D9)  
31 Kievitslaan

*Old Dutch* (C7)  
20 Rochussenstraat



### Indonesian and Chinese

*Orient* (D5)  
4 Westersingel

*Hong-Kong* (D5)  
15 Westersingel

*Kota Radja* (off map)  
31 Mathenesserplein

### Greek

*Akropolis* (off map)  
30 Delistraat

### Seafoods

*Europaort* (off map)  
7 Maasboulevard Schiedam

*Moby Dick* (G4)  
81a Meent

## Sights

One way to start your sightseeing is to take an elevator to the top of the 600-ft. high Euromast for a bird's eye view of the city or perhaps you'd prefer to start at the harbor on a "Spido-boat" trip sailing from Willemsplein? City and harbor sightseeing tours are available from April and October and start at V.V.V. office.

**The Royal Rotterdam Zoo** (A2). A fine zoo, open all year round. 49 Van Aerssenlaan, tel. 28 29 65.

**Euromast Spacetower** (C10), 600 ft. (185 meters) high with a revolving restaurant. It also has a fully equipped ship's bridge, tel. 36 34 36.

**Dolfirodam** (G6). Floating dolphinarium.

## Museums

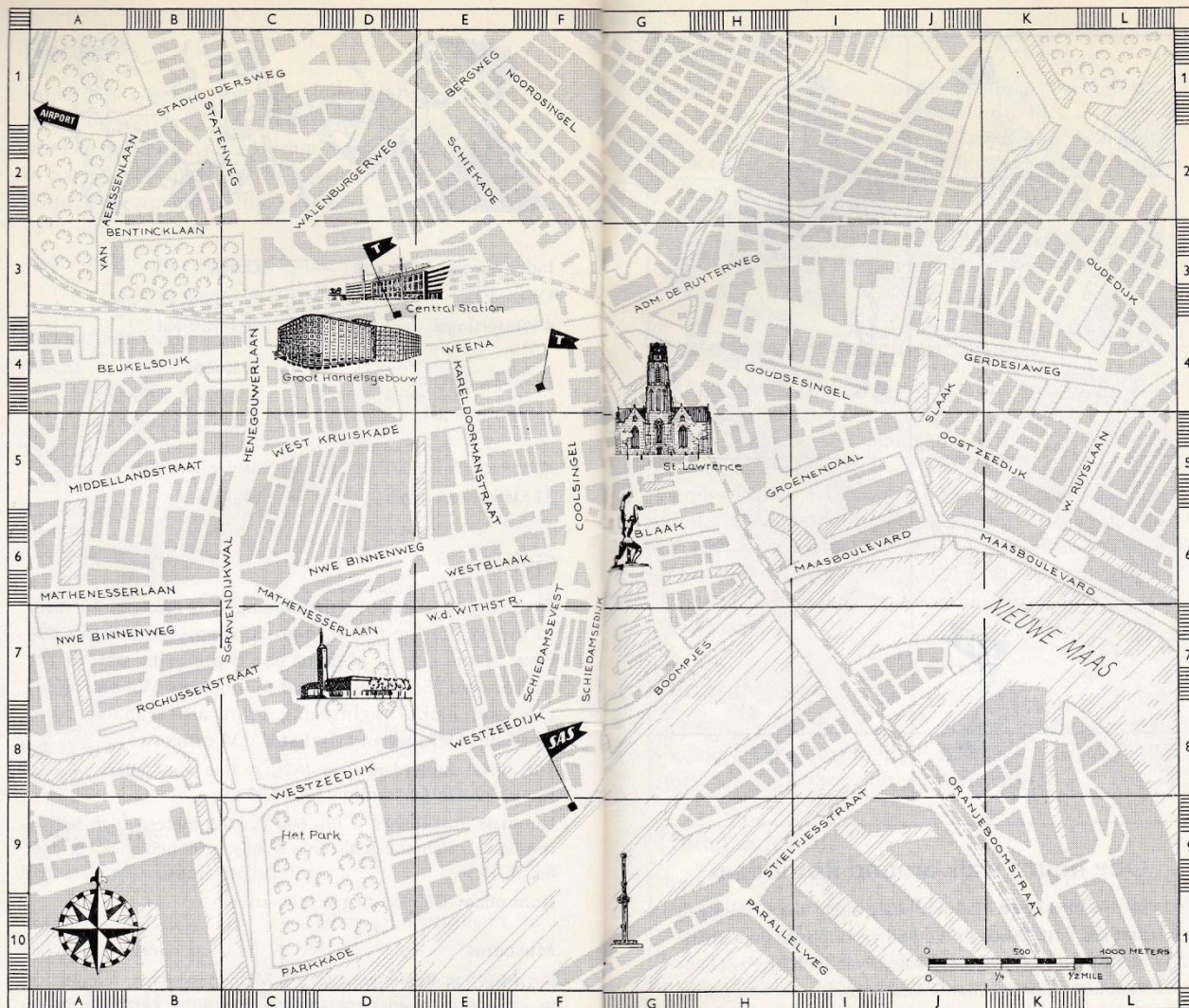
**Boymans van Beuningen** (D7), 8 Mathenesserlaan, famous for its collection of modern art and sculpture, ceramics, glass, Dutch pewter, silver, lace and furniture.

**Historical Museum** (G5), 31 Korte Hoogstraat, with a complete history of the city.

**Guild House of the Grain Sack Carriers**, 13–15 Voorstraat. Craftsmen making the famous Dutch pewter. Exhibition of Delfshaven and the Pilgrim Fathers.

**Willem van der Vorm Foundation** (E6), 66 Westersingel. Paintings of the 17th century and old Delft blue.







Code numbers in the Rotterdam section of this booklet refer to the above map.

Thus (F4) is located where lines drawn from "F" and "4" cross each other.

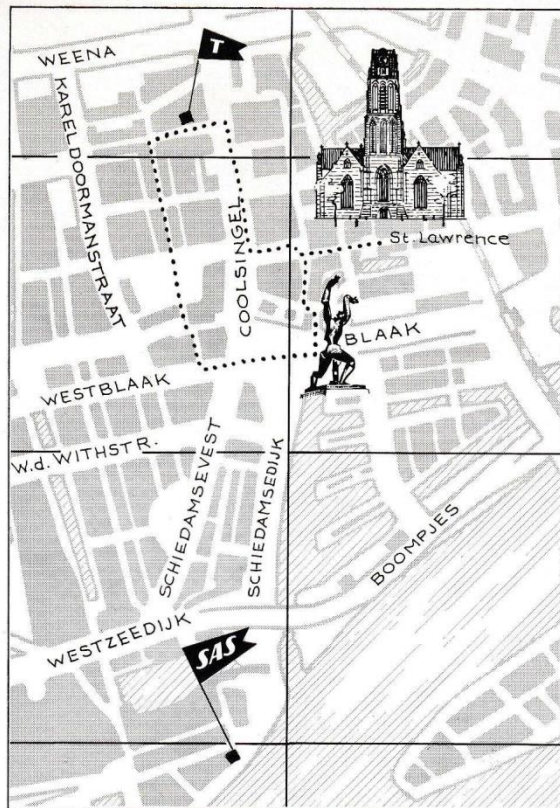
### Interesting sights in Rotterdam

- (G6) Monument for a Devastated City.
- (A2) Royal Rotterdam Zoo.
- (C10) The Euromast.
- (D7) Boymans van Beuningen.
- (G5) Historical Museum.
- (E6) Willem van der Vorm Foundation.

### Useful addresses

-  **SAS/KLM:**  
Seamen's Travel Service (F9), 1 Willemsplein,  
Tel. 13 23 51. Reservations tel. 14 20 80.
-  **Tourist Office:** Head Office (F4).  
Open hours: 9 a.m. to 6 p.m. (in season to 10 p.m.).  
Branch Office: Central Station (D3).  
Tel. 13 60 06. Open hours: 9 a.m. to 12 midnight.





### One hour's walk around Rotterdam

Start at the Town Hall and walk along the Coolsingel, past the Post Office to the Bourse, opposite the department store, "Bijenkorf" (Bee Hive) with the modern sculpture "Construction". Turn left into the Hoogstraat to the 15th-century church of St. Lawrence, completely restored after the war. Return to Hoogstraat and before the Beursplein turn left to see the Monument for a Devastated City by Ossip Zadkine. At Blaak turn right to the Westblaak to return via the unique shopping promenade "Lijnbaan". At the end of the "Lijnbaan" turn right to end your stroll at the War Memorial.

### Excursions

**Gouda.** Only 12 miles (20 kms.) northeast of Rotterdam, Gouda is an easy-to-reach excursion goal. It is an old town with numerous houses built in Early Dutch architectural styles. Especially worth viewing are the Town Hall dating from 1449 and the Weighing Building from 1668. Gouda, of course, is famous for its fine cheeses.

**Kinderdijk.** Half an hour's drive from Rotterdam is one of Holland's most famous landmarks, Kinderdijk with its 19 windmills.

### Entertainment and night life

You need never be at a loose end in Rotterdam. There are about 600 cafés open until one o'clock in the morning, and several good night clubs including El Amra (F6), Casino de Paris (C9), Embassy Club (F7), and discotheques like Le Bateau (F4). Check the local newspaper or ask the Tourist Information Office at 19 Stadhuisplein for details (tel. 010-13 60 00). Rotterdam also has one of Holland's finest concert halls, de Doelen, 50 Schouwburgplein, which features everything from pop to classical concerts.

### Shopping

Head for the Lijnbaan, a modern, pedestrians-only shopping center with more than half a mile of fine stores lining a flower-dotted promenade.

### Transportation

Holland's fast, modern trains link Rotterdam with every part of the country. Sample fares: Rotterdam-Arnhem (70 miles - 112 kms.) single 2nd class Dfl.7.60. Rotterdam has its own metro (Underground). A weekly ticket is a good idea for tourists - valid for metro, tram or bus all over the city - Dfl.4.50. Taxis are available at all times, and fares including tip are shown on the meter being Dfl.1.40 for the initial charge and Dfl.1 for each additional kilometer.

*Edited by Alan C. Lovejoy*

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