

SAS CITY PORTRAITS

Beirut

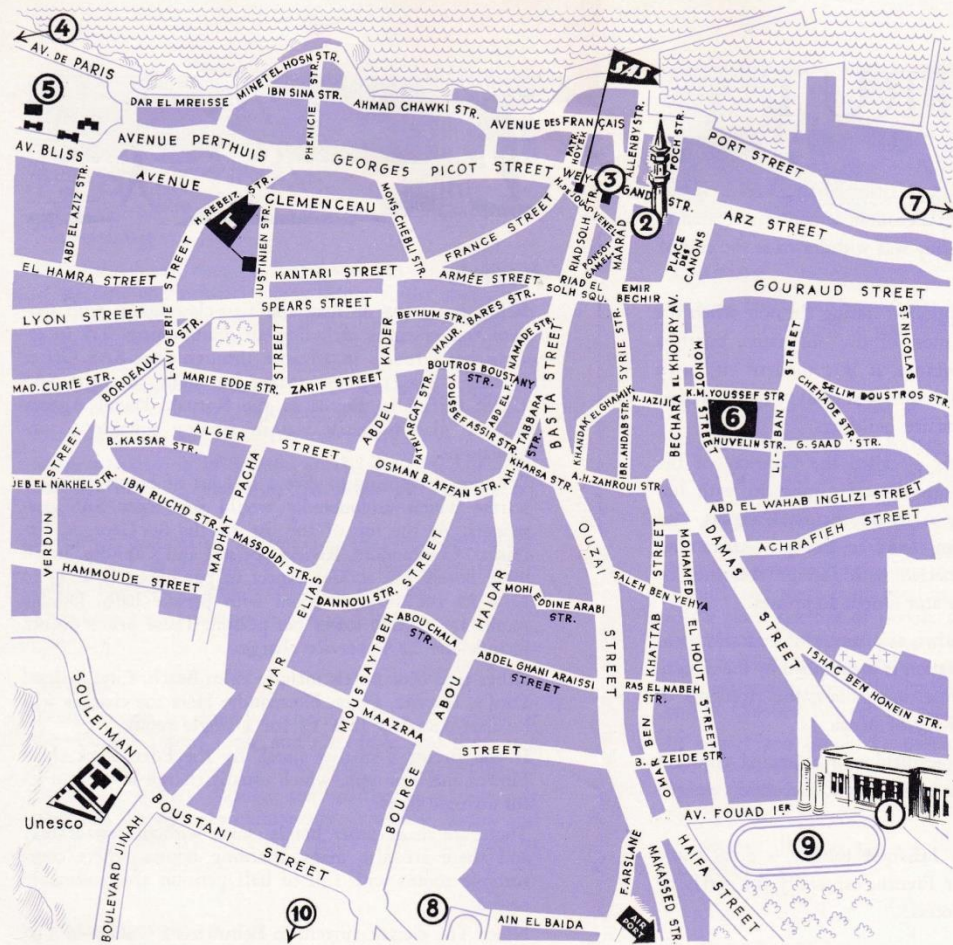
SAS



The Harbour with
St. George's Hotel
in the foreground



SCANDINAVIAN AIRLINES SYSTEM



One Hour's Walk Around Beirut

Start from the SAS Office in the busy downtown area and turn left to the tram line in Georges Picot Street, then left again along the tram line to Bab Edriss Street. Turn right here, walking towards the end of the street, then again take a left turn into Avenue des Français.

Now walk down this boulevard along the coast through the center of Beirut's night life to the large hotel district. The street between the Excelsior and the Palm Beach hotels will take you past the British Embassy and some good restaurants and bars, then back to the tram line. Turning right here you are once more on the Georges Picot Street. Continuing past the foreign embassies you arrive at last at the American University. Walk through its unique and beautiful campus, coming again to the tram line. Turn left to Rue Abd el Hamra, passing the "Tapline" (Trans Arabian Pipe Line Company). At the end of Rue el Hamra turn right, and then turn left, leaving the Public Gardens on your right. Continue until you reach the top of the street, then turn left and after a short distance turn right, down Armée Street. After passing the Grand Serail with the Radio Station you will find yourself at the Riad el Solh Square and the Capito Hotel. Turn left, passing by the Post Office and you are back at the SAS Ticket Office.

Key to the Map:

1. The National Museum.
2. El-Omary Mosque.
3. El Naoufra Mosque.
4. The Pigeon Rocks.
5. The American University.
6. The Oriental Library.
7. El Khodr Mosque.
8. The Municipal Stadium.
9. Horse Racing Course.
10. Sporting Stadium.

SAS Ticket Office: Riad El-Solh Street, Abhoud A/RAZZAK Building. Telephones: 40860/61/62.

Tourist Office: Justinien Street. Telephone: 20285. Office-hours: 8 AM - 13:30 PM.

Your First Hour in Beirut

Your first impression of Beirut from the air is a wonderful panoramic view of the deep blue Mediterranean Sea stretching north and south of the city and sunbathed mountain peaks rising behind it.

The SAS Ground Hostess will meet you when you disembark and will take you to the airport building where your vaccination certificate will be checked, and you will pass through passport and custom controls. Here you may deposit baggage in transit free of charge.

You may go to town by SAS transport free of charge, and the Ground Hostess will see to it that your luggage is taken to the car, or if you prefer, to a taxi. So far everything has been free, but you should tip the luggage boys.

Should you need to change money, there is a bank at the airport, and the SAS people will show you where to go. However, you may also change your money at the hotel, and as there is a free money market in Lebanon the rate of exchange is the same all over the city.

The drive to your hotel, or to the heart of the city takes about twenty minutes. SAS passengers disembark at the Karnak Town Office. Karnak is a leading travel agency in charge of the handling of SAS passengers. If you have not reserved a hotel room in advance, Karnak will be pleased to assist you.

Once you have reached your hotel and settled down, pay a visit to the SAS Ticket Office, Riad El-Solh Street (see map), and reconfirm your onward flight reservations. The principal unit of Lebanese currency is the Pound (£L) divided into 100 piastres. One £L 3.18 equals US \$ 1 and there is £L 8.90 to the £ Sterling.

BEIRUT

BEIRUT, one of the oldest cities in the world, is the capital of the Republic of Lebanon, which was created in 1920 after the Turkish army was withdrawn at the end of World War I.

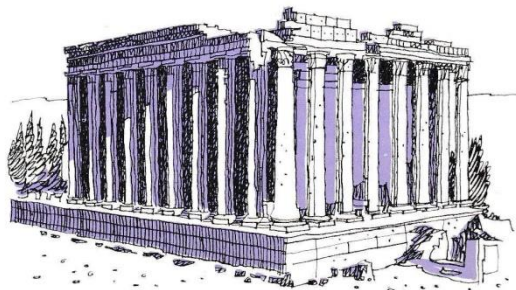
Old Beirut largely disappeared during the war when the Turkish governor had most of the old native quarters demolished. Today, therefore, it is a modern city with wide avenues, fine buildings, luxurious villas, international hotels and large office buildings.

Frequently – and rightly – called the Gateway of the East, Beirut is an important traffic junction with numerous airlines crossing at its international airport, and many important shipping links to Europe, Africa and Asia. By rail it is connected with foreign countries by the international Taurus and Orient Expresses.

Beirut has long been known as a center of education and culture. Today this reputation is maintained by the American, French and Lebanese universities, the Academy of Fine Arts and the Academy of Music.

Visitors will like this beautiful and animated city and even more, perhaps, the excursions to Lebanon's unique historical monuments.

Although Arabic is the Lebanese tongue, a great many people know English or French, especially the staffs of the largest shops and hotels.



Hotels

Beirut has many de luxe and first-class hotels with modern conveniences including air-conditioning. Try to reserve hotel rooms in advance through your SAS Office or travel agency. If you have not done this, the SAS Ticket Office in Beirut or the Karnak Travel Agency will be glad to assist you in finding suitable accommodations.

Without attempting to give a full list of hotels, here are a few which undoubtedly would suit most SAS passengers. At the top of the list are the St. Georges, Excelsior, Commodore, Riviera, Bristol and Capitale. In all these hotels you should expect to pay about L. £ 23 to L. £ 25 for a single room with private bath. Double rooms are slightly lower per person. These prices do not include the 12 % service charge.

Other first class hotels include Palm Beach, City, Federal Lord's, Biarritz, Plaza, Normandy. Here the charges will be approximately L. £ 18 for a single room.

If you prefer a smaller hotel, try the Eden Rock, May Flower and Triumph, which usually charge L. £ 12 to 15 for a single room.

There are many other hotels, some without restaurants; and there are also many boarding houses where comfortable rooms with full or half pension are reasonably priced.

Note: The electric current in Beirut has a voltage of 110 volts A. C.

Restaurants and Food

Beirut's restaurants offer just about every kind of food. Western and oriental cuisine are in evidence, and in some dishes they combine to provide an unusual treat.

Visitors preferring a western diet will be able to order American clam chowder, fine French *pâté de foie gras* or an Italian spaghetti dish. Lebanese food is to a great extent based on rice, and there are, as well, interesting dishes cooked in grape leaves and delicious barbecued meats.

The popular national drink is *Arack*, but you may order a variety of fine table wines and imported liqueurs. Leading hotels have their own excellent restaurants and most serve both European and Oriental food. Good places to dine outside your hotel include Manera, Lucullus and the 222. Mansour, Saad, Ajami, Mataam, Arabi & Lahoud and Mohanna are good oriental restaurants.

Famous for seafood are the Ghalayini, the Grotte aux Pigeons and Nasr with a magnificent view over the sea. Expect to pay about L. £ 5 to 7 for a three-course menu.

Entertainment and Night Life

There are no legitimate theaters in Beirut, but you may sometimes find a concert at the Lebanese Academy of Music.

There are plenty of modern cinemas (usually air-conditioned) and most films are American. Ask your hotel porter what is showing. Shows start around 6:15 and 9:15 PM, and many theaters have matinees at 3:15 PM.

Beirut does have excellent night clubs with dancing and floor shows. You might enjoy an hour at the Eve, Kit-Kat, Lido, Macumba (in the Palm Beach Hotel), Les Caves du Roy (Excelsior Hotel), Eden Roc, the Casba (Commodore Hotel) or the Rainbow (Capitole Hotel). In the center of Beirut you will find cosy bars at the Avenue des Français and Phœnicie Street.

Sights

There are few real sights in Beirut; it is, rather, a center for tours. On the other hand, visitors will like the city and there is still some oriental atmosphere in the small bazaars. A visit to the National Museum is worthwhile, especially if you plan to go on to Baalbeck.

Travel agencies and the Official Tourist Office (marked T on the map) will assist you to reserve space on the regular tours, which depart daily for most of the interesting places within reach.

Below are listed the few principal sights in Beirut, marked by numbers on the map:



- (1) *The National Museum.* This museum houses items of archaeological interest from early Lebanese history, some dating back to 3000 B.C., which will give you a fine introduction to ancient ways of life in this part of the world. Among the treasures of the museum is the 3000-year old stone sarcophagus of Ahirom, King of Byblos, with a Phœnician inscription. Another attraction is the model of the reconstructed temple of Baalbeck. The museum is open from 9 AM to noon, and from 2 PM to 5 PM, except on Mondays. Admission fee is L. £ 1 except on Saturday afternoon, when admission is free.
- (2) *El-Omary Masque.* This is the only well-preserved historical monument in Beirut.
- (3) *El Naoufra Mosque.* Built in the early 17th century by the Emir Munzer el Taanoukhi. Note especially the domes of the porticoes and the interesting interior design.
- (4) *Pigeon Rocks.* An unusual and vividly colored rock formation.
- (5) *American University.* This is the largest American educational establishment outside the United States and includes an interesting museum with extensive collections of Phœnician pottery, vases, sculpture, lamps and a unique collection of rare ancient coins. While there, stroll in the lovely campus of the university, a fine place to relax. (Note: the National Lebanese University is located in the UNESCO building).
- (6) *The Oriental Library of St. Joseph University.* (The French University of Beirut). Approximately three thousand original Arabic manuscripts, collected by distinguished orientologists.
- (7) *El Khodr Mosque.* Previously St. George's church, this mosque dates back to the days of the Crusades. Legend has it that on this spot St. George, patron saint of Beirut, conquered the dragon that was terrifying the city.
- (8) *The Municipal Stadium.* Here, and at the American University's stadium, the principal sports events take place.
- (9) *Horse Racing Course:* Avenue Fouad I.
- (10) *The Sporting Stadium.* Its amphitheater can seat 80,000 spectators.

Excursions

Baalbeck: 54 miles (86 kms) northeast of Beirut, Baalbeck is one of the oldest cities in the world, at one time a Phœnician shrine honoring Baal. After Alexander's conquest, the Greeks settled here and renamed the town

Heliopolis (town of the sun). Subsequently the Romans built their own temples, more grandiose even than those in Rome, and the Christian Roman Emperor Constantine built a church in honor of St. Barbara in the middle of the pagan temples, but it was destroyed when Julian became Emperor and the people of Baalbeck returned to their former cult. In 634 the Caliph Omar Ibn el-Khattab occupied the city and built a large mosque within the temple walls, whose minaret still stands. Among the interesting ruins in Baalbeck see the Citadel, an Arab fortress based upon the ancient temple walls, and the



Temple of Jupiter, surrounded by 54 huge stone columns of which 6 are still standing.

Perhaps the most beautiful Roman temple in Lebanon is the Temple of Bacchus. It is fairly well preserved with 10 of its original 50 Corinthian columns still standing and a fine, elaborately decorated main gate. The smaller Temple of Venus, near the Citadel, was converted into the church of St. Barbara. Crosses surmounted by the monogram of the Emperor Constantine may still be seen. The Great Mosque, northeast of the Temple of Venus, was built from stones and columns taken from nearby temples. Today only the minaret is preserved. During the summer months famous orchestras and theater groups give performances on the open-air stage in the midst of the temple ruins.

The Dog River, Grotto of Jeita and Tripoli: This is a very interesting excursion along the enchanting coastal road. Carved on a cliff are historical records of the conquerors who have passed through Lebanon and ruled it from Ramses II (13th century B. C.) to General Gouraud in 1920. Make a detour to the Grotto of Jeita for the boat trip into the Grotto to a subterranean lake, strikingly illuminated by electric lights.

Continuing along the coast you arrive at Byblos (Jebail), 21 miles (35 kms) from Beirut. According to legend, Byblos is the oldest continuously inhabited town in the world, and excavations have revealed the existence of a Neolithic cemetery. Numerous ruined buildings and other relics are to be seen in this interesting town, as well as

important monuments from the Middle Ages. See the *Citadel* from the 12th and 13th centuries, the *Royal Necropolis* and the *Crusader Church of St. John the Baptist*, dating back to 1115. The name Byblos is derived from the word "Bible".

Continuing north you arrive at *Tripoli*, 50 miles (80 kms) from Beirut, the second largest city in Lebanon. Visit the *Crusader Castle of St. Gilles*, founded in the 12th century, the *Grand Mosque*, the *Taylan Mosque*, the *Turkish baths* and the many old bazaars.

The Qadisha Grotto and the Cedars: If time permits, extend your trip to the northern part of Lebanon, turning inland through the romantic *Qadisha Gorge*. Note the fantastic monasteries built on the bare cliffsides and the picturesque waterfalls. In *Becharre* there is an interesting museum with paintings and drawings of an outstanding Lebanese poet and painter, *Gebran Khalil Gebran*. Taking a narrow path a little before the last ascent to the Cedars, you may visit the fine stalactite *Qadisha Grotto*. Afterwards continue to the "Cedars of the Lord": 400 majestic cedar trees forming a lovely grove. The biggest tree measures 25 meters (80 feet) in circumference and is 27 meters (87 feet) high. Wood from these cedars went to Egypt to be used in coffins for the First Dynasty Pharaohs, and from here Solomon took cedar wood for his famous temple and palace.

The Cedars is a popular winter ski resort; two hotels and a ski-lift make life very pleasant for winter tourists.

Sidon and Tyre: Sidon, in south Lebanon, is one of the oldest cities in the world. Impressive ruins take your imagination back to ancient civilizations. The remnants of a Phoenician temple are still preserved. Further south is the town of Tyre (in Arabic called *Sour*, which means a fortress wall). Near the harbor are recently excavated Phoenician and Greek-Roman relics, and about 4 miles (6.5 kms) from Tyre you can see the monolithic sarcophagus of King Hiram, who furnished his friend, King Solomon, with the cedar wood for his temple and palace. Not far from the tomb is a columned sanctuary.

Other interesting places in Lebanon are the *Beaufort Castle*, an old fortress built on the top of a cliff, 1,000 feet (305 meters) high, and the village of *Beit ed-Din* with a very impressive palace, constructed between 1790 and 1840.



The rich decorations, multi-colored mosaic floors, graceful arcades and lovely fountains will conjure up pictures from the "Arabian Nights".

Finally, remember that a trip to Damascus, Syria, is easily made by car or plane.

Shopping

In the shops and stores of Beirut you will find a mixture of western and oriental goods. Most of the shops have fixed prices and will not bargain; and if you insist on bargaining for the fun of it, go instead to one of the bazaars. Articles that you will find most attractive are Damascus brocade, hammered Persian silver, rugs and gold filigree jewelry, copper and brass trays, bowls, mosaic inlaid trays and beautiful embroidery.

Shops specializing in oriental articles are found in Avenue des Français, Patriarche Howayek and the big hotels.

If you are particularly interested in fine hand-embroidered articles, try *L'Artisanat Libanais* (Lebanese Handicraft), Place de l'Etoile, Parliament Building.

The shops are open from 9 AM to 6 PM.

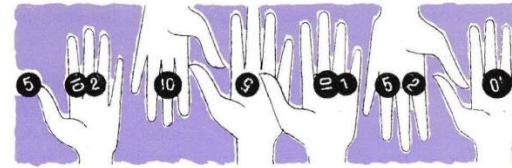
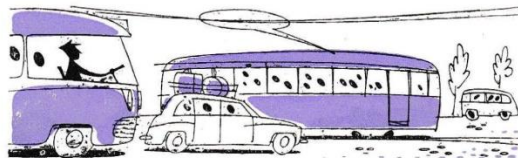
Sports

Tennis courts are found at the American University, at the Alumni Tennis Club, and elsewhere, and there is a golf course on the road to the International Airport.

Basketball is very popular and matches are frequently played at the American University, as well as hockey and soccer. Most of the important sports events take place at the Sporting Stadium.

Transportation

Street cars, service (group) taxis and ordinary taxis provide transportation within the city, and a number of bus lines connect Beirut with outlying villages and towns. Taxis are not expensive as there are fixed tariffs. The Tourist Information Office will give you an information sheet on the fares. Taxi charges are increased 50 % between 10 PM and 4 AM.



Tipping

In most hotels and restaurants a service charge of 10 or 12 % will be added to your bill. If not, you are expected to tip 12 %.

Climate and Clothing

Very few places in the world have a more pleasant climate than the coast of Lebanon. However, the best time for a visit is from early April to the end of May. The winter rains are over (if rain come it is only a quick, refreshing shower) flowers are in blossom, the temperature is mild, and there is no need to wear heavy clothes. June sees a great number of people leave the capital for summer resorts in the mountains. Here, 2400 ft. to 4200 ft. (730 to 1280 meters) above sea level, one finds pleasant coolness and bright, clear sunshine. Summer lasts till the end of October, or even the first fortnight of November.

In winter you should be prepared for some cool days, and rain coats are advisable from October to the end of March. You will want your bathing suit from May to September.

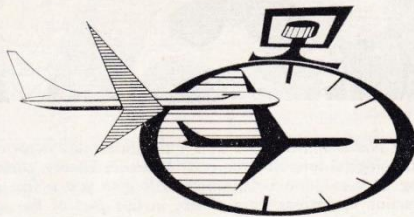
In general, dress as you would do in any American or European city.

Public Holidays

Shops and offices are closed on the following national holidays:

January 1 and 2; March 22 (Founding of the Arabic League); Easter; September 1 (Independence Day) and December 25.





SAS gives YOU the 40 minute travel hour

The introduction of the SAS Caravelle pure jetliner is the latest in the continuous chain of improvements in SAS service. In this modern miracle of speed you find the same Scandinavian spirit of helpfulness that has met you in the past. But, added to this is a new element - the element of almost unbelievable swiftness.

Distances that only a year ago took an hour or more to cover are now a matter of only 40 fleeting minutes. In the comfort of the vibrationless cabin of an SAS Caravelle you speed to your destination wondering what became of the time!

Serving Three Continents. From the moment it entered the jet age, SAS took a leading position, immediately bringing pure jet service to more cities than are served by any other airline. The Caravelle flies on medium length routes connecting cities in Europe, the Middle East and Africa.

Serving the World. The SAS pure jet fleet will shortly be augmented by Convair Coronados which will fly on SAS routes connecting Europe with the Far East, South Africa and South America. The SAS flagship will be the mighty Douglas DC-8 serving extra-long range routes. This giant of the air will fly over the Atlantic to New York, over the polar route to California and directly over the North Pole to Alaska and the Far East.

All over the globe

SAS pure jetliners gives you the 40 minute travel hour