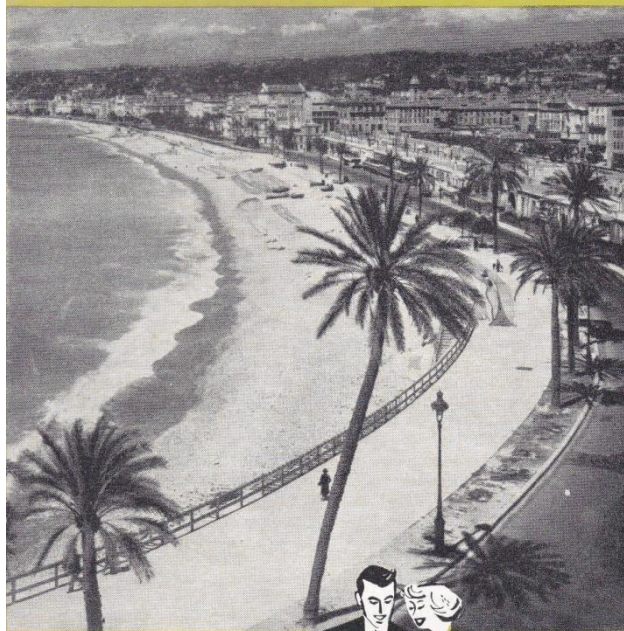


SAS CITY PORTRAITS

Nice

and the
French Riviera

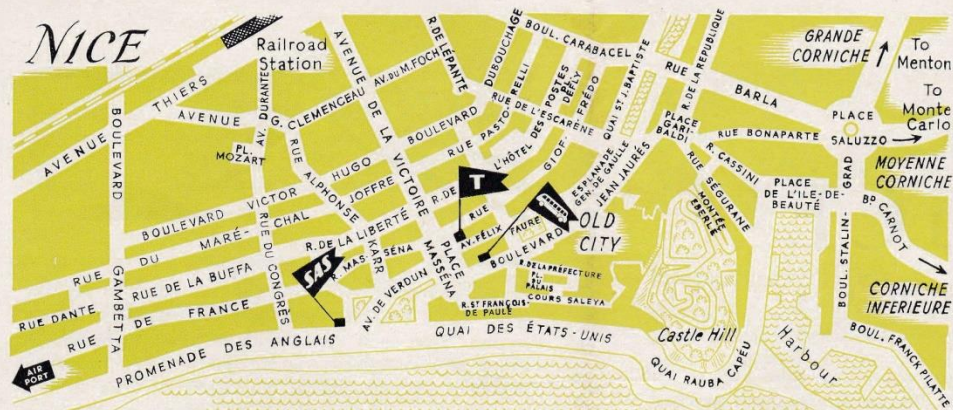
SAS



Promenade des Anglais



SCANDINAVIAN AIRLINES SYSTEM



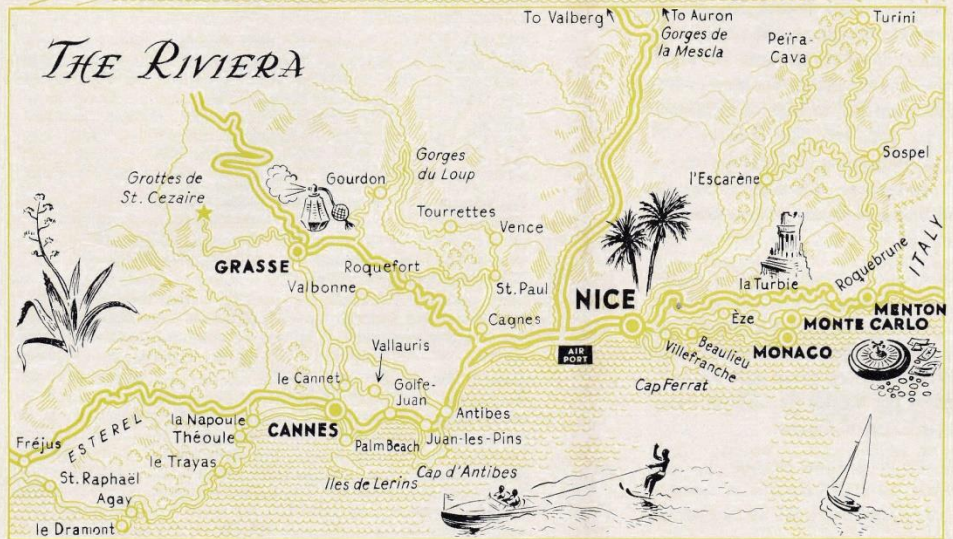
One Hour's Walk Around Nice

Your airport bus will drop you at the Boulevard Jean Jaurès. From there, head into the rose coloured buildings of the Place Masséna. On the right hand side you will see the Casino. Walk through the Square till you get to the beginning of the tree-lined, bustling Avenue de la Victoire, very much like a typical Parisian boulevard.

Take the fourth on the left (the Boulevard Victor Hugo) and continue along till you get to the Rue de Rivoli. There turn left again and walk down to the Promenade des Anglais which fronts the sea. Immediately on your left now is the Musée Masséna, named in honour of Napoléon's Marshal Masséna.

Now walk along the shore to the left following the Promenade des Anglais until you get to the Jardin Albert 1er, another landmark. Continue until you reach the cliffside lift up to the top of the Colline du Château, from where you have a first class view over the whole of Nice.

On returning by the same lift, you can either walk through the Old Quarter (Vieux Nice), a maze of narrow streets, whose buildings date back many hundreds of years, or return along the shore to the Avenue des Phocéens, which runs past the Jardin Albert 1er into the Place Masséna. On other side you will see again the Boulevard Jean Jaurès.



Useful Addresses

- T** *Tourist Information offices:*
 NICE: Hall de l'Agence Havas, 13 Place Masséna. Telephone: 547.89.
 CANNES: Palais des Festivals, La Croisette. Telephone: 908.08.
 JUAN-LES-PINS: Avenue Courbet. Telephone: 404.90.
 MONTE CARLO: 2A Boulevard des Moulins. Telephone: 019.01, 019.04, 020.88.
 MENTON: Nouveau Casino, Terrasses Georges V. Telephone: 071.64, 071.68.
- Air** *Town Air Terminals:*
 NICE: Regular bus service from Boulevard Jean Jaurès.
 CANNES: Agence "La Route du Littoral", rue Jean de Riouffe.
 JUAN-LES-PINS: Syndicat d'Initiative, Promenade du Soleil.
 MONTE CARLO: Havas Exprinter, 2A Boulevard des Moulins.
 MENTON: Gare Rapides Côte d'Azur, Place de la Mairie.
- SAS** *SAS Ticket Offices:*
 NICE: 3 Avenue Gustave V. Telephone 899.44.
 Airport Nice Côte d'Azur. Telephone 661.55.

Your First Hour On The French Riviera

As your aircraft is about to land you will have a magnificent view of Nice with its coastline and of the mountains stretching down to the Mediterranean. At the airport, which is 4 miles (6.5 kms) from Nice Air Terminal, a ground hostess will see you through customs and passport controls (if you are arriving from outside of France) and afterwards ensure that you catch the right bus or taxi. Buses to the leading Riviera resorts run as follows:

Nice	(4 miles/6.5 kms)	bus fare: 1.75 NF; taxi fare: 10.00 NF
Cannes	(16 miles/27 kms)	bus fare: 9.00 NF; taxi fare: 35.00 NF
Juan-les-Pins	(11 miles/18 kms)	bus fare: 8.00 NF; taxi fare: 28.00 NF
Monaco	(11 miles/18 kms)	bus fare: 9.00 NF; taxi fare: 35.00 NF
Menton	(23 miles/37 kms)	bus fare: 10.00 NF; taxi fare: 43.00 NF

Should you need French currency on arrival, you will find an exchange counter at the airport. The trip from the airport to your destination will give you a wonderful first impression of the Riviera's beauty; you will have a magnificent view of the blue Mediterranean, the sub-tropical vegetation alongside the road and the rugged cliffs stretching down to the sea, and the special atmosphere of the Riviera will captivate you from the very first glimpse.

The monetary unit is the new franc (NF). There are approximately NF 4.94 to the US dollar or NF 13.70 to the £ sterling. One hundred old francs equal one new franc (effective 1. 1. 1960).

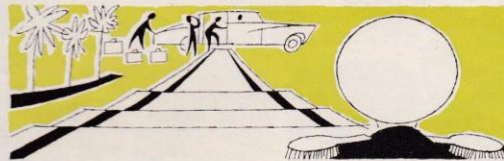
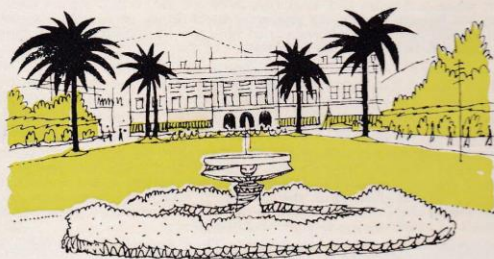
NICE

AND THE FRENCH RIVIERA

Under the foothills of the Alps, from Saint Raphaël in the west to Menton on the Italian frontier, stretches Europe's most famous coastline – the French Riviera or *Côte d'Azur* – lapped by the Mediterranean Sea. Nice, the fourth largest city in France, is its center and the ideal spot for exploring this wonderful holiday country which enjoys a sub-tropical climate similar to that of Southern California. Throughout the year colorful flowers and such sub-tropical plants as eucalyptus and orange trees, cacti and agaves bloom everywhere. Sunshine is almost perpetual and the blue Mediterranean invites you to swim through most of the year.

A great many interesting excursions may easily be made by car or luxury guided coaches, and in less than an hour you can go from the sunny beaches to the snow-clad mountains – or to nearby Italy. Visits are also possible to tiny medieval villages where time has stood still for centuries, and pleasure steamers ply the lovely coast or cross over to the Lerins Islands in front of Cannes.

Although for many years the playground of royalty, film stars and the "international set", the Riviera is not restricted to the wealthy. Numerous hotels of all categories afford ample opportunities for anyone to take their holidays here.



Hotels

Throughout the Riviera you will find hotels to suit any taste, highly luxurious, pleasantly comfortable or simply modest. Your local SAS Office or travel agent will be happy to advise you on accommodations and to reserve rooms in advance. Should you arrive in Nice without a reservation, the SAS Office will gladly try to obtain a room for you.

Nice has a greater number of hotels than the other Riviera resorts, and the world-famous Promenade des Anglais (with its continuation, the Quai des États-Unis) is bordered by many of the best. Most luxurious is the Negresco, the elegant rendezvous of wealthy people. For a modest single room, without breakfast, expect to pay NF 35.00 including service charges. Other first class hotels are the Ruhl where a single room is available from about NF 28.00 plus the 25 % service charge, and the Plaza.

Slightly less expensive are the Royal and the Atlantic. Good medium class hotels such as the Luxembourg, the Continental or the Anglettere charge about NF 22.00 and up for a single room (including service charges but without breakfast). All these hotels have excellent restaurants.

Other good hotels include the Adriatic, Scribe, West End, Westminster and the Beau Rivage. These do not have restaurants but this is no problem since there are so many excellent restaurants nearby.

Cannes, "the pearl of the Riviera", is the next largest town on this famous stretch of the Mediterranean coastline, preferred by many foreign visitors for its more intimate atmosphere. It is perhaps even more fashionable than Nice, with every facility for the visitor seeking luxury. The most famous of its hotels is the Carlton, on the lovely seaside promenade – la Croisette – where celebrities from all over the world stay. Ranking alongside this are two other de luxe hotels: the Martinez and the Majestic. In these palaces you will pay NF 30.00 and up for a single room not including service charges or breakfast. Another smaller but slightly more expensive hotel of the luxury class on the "Croisette" is the Réserve Miramar.

First-class hotels include the Gonet, Méditerranée, Gray et d'Albion and Waldorf Victoria. These hotels charge from NF 15.00 for a single room. The Suisse, the Iles-Britanniques, the France and the Wagram are comfortable and less expensive.

Juan-les-Pins is a summer resort famous for its excellent sandy beach, perhaps the best on the Riviera. Here there are two luxury hotels, the Provençal and the Belles Rives both situated on the coast road. Charges are similar to those of the top Nice and Cannes hotels. The smaller but not less expensive Pré Catelan, in its own beautiful park, is also highly recommended. In the center of Juan-les-Pins, the Grand Hotel has its own swimming pool.

These are but three of the holiday resorts; the entire coastline is dotted with wonderfully picturesque villages with many excellent hotels and pensions.

Excursions

Most visitors to the French Riviera spend a good part of their time on the beach or in the water, swimming, water skiing, rowing or riding in pedaloos and canoes. On dry land you can hire private cars, scooters or bicycles.

One of the delights of a Riviera itinerary is an excursion. There is a wide selection to choose from and each Riviera resort has its own special point of interest. Important excursion centers are listed below, but for more detailed information please contact SAS, the local tourist information offices or travel agents.

FROM CANNES: The oldest part of this city is built on the Suquet hill, crowned by the ancient castle, *Castrum de Canois*, overlooking the Gulf of La Napoule. From its eleventh century tower there is a magnificent bird's-eye view of the city and the picturesque *Lérins Islands* in the blue bay. Travel agencies offer half-day tours of Cannes by private car or coach thus giving you a brief idea of the city and its surroundings. The route includes the fashionable "*Croisette*" with its elegant shops and hotels, the Municipal (winter) Casino, the yacht basin (where you are bound to encounter several luxurious boats belonging to celebrities from all over the world), the flower market and the old town, the Palm Beach (summer) Casino and Vallauris, the Provençal pottery-making center. The return journey passes through Super-Cannes, which is connected to Cannes by a funicular railway, and Le Cannet where you may visit a perfume factory before driving through the smart Boulevard Carnot back to the city. The boat excursion to the *Lérins Islands* is most pleasant; motor launches leave the harbor at short intervals, visiting first the island of Sainte Marguerite with its royal fortress (renowned from the legend of the "Man in the Iron Mask") and afterwards Saint Honorat, where there is a monastery which can only be visited by men. In summer one hears the strange song of the cicadas competing with the wind's whistling in the pine trees.

Other boat excursions go to La Napoule, Théoule, Le Trayas and Agay to the west, and Juan-les-Pins to the east.

Many other interesting coach excursions can be taken from Cannes. (Please note that those listed below can also be taken from Nice and other resorts along the coast). For a full day, the "Golden Corniche" is routed through the pleasant holiday towns of La Napoule and Théoule, following the unusually interesting coast road which winds through the pine woods below the red cliffs which are typical of Riviera scenery. Colors are of unsurpassed vividness and nature offers few more beautiful contrasts than that of the red cliffs against the deep blue sea of the Mediterranean. The tour passes the monument at Le Dramont commemorating the landing of the Allied Forces in August 1944 en route to Saint Raphaël, and pauses for lunch at Saint Tropez. The return trip to Cannes is made via the ancient village of Fréjus, founded by Caesar in 49 B. C., and the wild Esterel mountains.

An interesting afternoon excursion takes you through the Gorges du Loup to the perfume town of Grasse. From Cannes, you travel



via the coast to Juan-les-Pins, Antibes and Cagnes where the medieval castle of the Grimaldi family dominates the town. A brief halt is made at the artist's village of Saint Paul, still surrounded by 16th-century walls, then on to Vence, famous for pottery and for its Matisse chapel. From here the tour follows the river Loup through the ancient Saracen village of Tourette to the magnificent Gorges du Loup, 1200 feet (365 meters) deep. At Gourdon, perched like an eagle's nest atop the cliff, there is a breathtaking view of the Loup Valley. Then follows the descent to Grasse and a visit to a perfume factory.

Another pleasant afternoon excursion proceeds via the Cap d'Antibes to the famous Chapel at Vence decorated by Henri Matisse. The return is made through Saint Paul with time to visit its interesting church, Roquefort, Valbonne and Le Cannet.

FROM NICE: As already indicated, most excursions may well be taken from Cannes or Nice, but for some tours it may be more convenient for you to make Nice your starting point. First there is the "Grande Corniche" tour which brings you to Menton on the Italian frontier and the miniature state of Monaco. The "Grande Corniche" is the highest of the coastal roads connecting Nice with the Italian frontier and after a steep climb a magnificent view can be enjoyed from Bellevue, above the village of Eze which was founded by Phoenicians in 400 B. C. In the distance you can see the Principality of Monaco. Your next stop is La Turbie, then the road pursues its zig-zag course past Roquebrune castle to the popular tourist resort of Menton, a pleasant place for lunch before returning via the "Lower Corniche" to Monte Carlo, the capital of Monaco. A stop here will give you ample time to visit the Casino, the Oceanic Museum and the Prince's Botanical Gardens. If you have time, visit the grotto of the observatory. Passages and stairs lead 164 feet down to the interior of the stalactite cave. Back on the road to Nice, you pass through Beaulieu and the fishing port of Villefranche.

Two more excursions lead you to the French Alps of Valberg and Auron. Both begin with a drive along the Var Valley then pass through the Gorges of Mescla. Here the first tour branches off to Touet-sur-Var and thence to Beuil through the Gorges of Cians, arriving at the famous ski resort of Valberg, 5000 feet (1500 meters) above sea level. Lunch is served here before descending to the village of Guillaumes and entering the Gorges of Daluis. The road follows the crest of the Gorge, 1000 feet (305 meters) above the tiny stream of the Upper Var, and passes the picturesque, ancient fortress of Entrevaux before rejoining the Var Valley and retracing the outward journey.

The second excursion, which branches off the Var Valley, continues north from the point where the Var and Tinée unite. The road follows the Tinée past the Défilé of Molière and to Auron where you may visit the 12th-century chapel with its curious primitive frescoes, and take the cable railway to Las Donnas, about 7000 feet (2150 meters) high, where you have a magnificent panorama of the Alps.

From either Nice or Menton there are two more excursions to be considered. One is the tour of the Maritime Alps via the enormous viaduct at l'Escarène, the mountain resorts of Peira-

Cava, Turini and Sospel. The other proceeds along the Italian Riviera to the popular resort of San Remo.

Both from Cannes and Nice pleasure steamers make night trips along the coast. There is music, dancing and, of course, a bar on board.

If you can spare a few days for an extended tour, take a plane or boat from Nice to the island of Corsica or a bus trip across the Alps to Grenoble, along the *Route Napoléon* or the *Route des Alpes*. Your travel agent can furnish further information and book these tours.

Climate and Clothing

Thanks to the mountain range behind the coast, the French Riviera enjoys a mild climate throughout the year. With this shelter from the north winds there are few windy days which, when they occur, come mainly from the east and south east. The dry and sometimes strong wind called the "Mistral" from the Rhone Valley rarely touches the Riviera. The rainfall is heavy—sometimes almost tropical—while it last, the reason why vegetation is perpetually green and fresh in spite of the extensive sunny periods. However, statistics show that the sun dominates, with 200 days of complete sunshine, 40–50 days of partial cloudiness and only 25 completely cloudy (but dry) days.

From this you will understand that during the summer only the lightest clothing is necessary—slacks or shorts and shirts during the day, a light dress or summer suit during the evening. In autumn and winter you'll need a coat after sunset, when the change of temperature can be sudden. Evening dress is required for gala dinners and banquets or occasionally in the casinos. Dry cleaners and laundries are plentiful.

Shopping

Pottery can be found in workshops all over the Riviera, especially at Vallauris, the town made famous by the artist Picasso. Cannes, Nice and Monte Carlo are good shopping centers with an infinite variety of shops, representing all the well-known fashion houses and jewelers of Paris. Shops are open from 9 AM to 12 noon and from 2 PM to 7 PM.



Restaurants and Food

Provençal cooking is one of France's treasures and is greatly admired by visitors. Make sure to try the famous fish soup *Bouillabaisse* but do remember that it is a full meal and not just an appetizer. It should contain twelve different kinds of fish including shrimp and rock lobster. Regional specialties include *salade Niçoise*, *Pissaladière* and *Ratatouille* (a delicious ragout). Restaurants will serve any dish you may fancy and dining out is a real treat. Being in wine country you should not miss the wines from Bandol, Cassis, Pierrefeu, Bellet, La Gaude and St. Jeannet, all near Nice.

Hotel restaurants are generally good, but for dining out, here are a few suggestions. In Cannes the Drap d'Or, known for its historical decorations and splendid view, and the Festival are both quite expensive but assure good value for money. Some other first-class restaurants are Voile au Vent, Gaston et Gastounette, Oscar's, Blue Bar and Félix. For a typical Provençal meal try Chez François. For an informal meal there are two inexpensive places, the Bidou and the Romanens.

In Juan-les-Pins the Poularde is recommended, and for excellent sea food you'll like Brossin which is expensive but offers good service and a marvelous view. Simpler but still good, is the Soleil. Southeast of Juan-les-Pins, on the promontory of the Cap d'Antibes, you will find the excellent Eden Roc. In the village of Antibes, the Taverne Provence and Chez Félix offer you typical Provençal dishes at a reasonable price. On the road to Nice, 2 miles (3.5 km) from Antibes, you pass the de luxe La Bonne Auberge, perhaps the Riviera's finest. Here a meal will cost from NF 50.00 up, plus service charges.

Nice has a large number of restaurants of all categories. Heading the list are the Raynaud, the Poularde chez Lucullus, Petit Brouand and the Garac. For typical Mediterranean food, we suggest Les Pecheurs, Gé Lou Paisan, Ane Rouge or Coco Beach. Less expensive are the Manoir Normand with perfect Norman cuisine, and the Moritz. Da Bouttau, in the old town, keeps its old Niçois atmosphere and specializes in characteristic regional dishes.

Along the road to Menton there are several good restaurants, many commanding a fine view of the Mediterranean. On the *Moyenne Corniche* for instance, there is the beautiful Chateau de Madrid above Beaulieu, or La Réserve on the *Basse Corniche*. In the medieval village of Eze there is the well-known La Chèvre d'Or. In Monte Carlo, Oscar's and Bec Rouge have a first-class reputation, as do Pallanca and La Poularde.



Entertainment and Night Life

Let's take one more trip along the Riviera to point out the night spots. The Palm Beach Casino in Cannes ranks at the top. Besides gambling, it offers music, floor shows and dancing under the stars. There is open-air dancing also at the Whisky à Gogo. A refreshing evening entertainment is the boat trip with music and dancing, and you will also enjoy strolling along the Croisette, sitting among the flower beds which border this sparkling Promenade or listening to the music from the bandstand.

During the summer at Juan-les-Pins one goes dancing at Maxims and the Vieux Colombier. In winter you would probably spend the evening at Nice as the night clubs there are open all the year. Most famous are Maxims and the Folies. Here once more we suggest you spend a summer evening on one of the motor launches cruising round the bay.

At Monte Carlo you will no doubt want to visit the famous Casino, and later (in summer) to dance at the Sea Club. Concerts are often given in Cannes and Nice, usually in the casinos. Nice has a fine opera house which gives performances during the winter with internationally known artists. Theater groups frequently visit Riviera towns, there is the annual International Film Festival at Cannes each spring, the Music Festival at Menton and the outdoor cinema at Monte Carlo each summer. Just outside Nice, in the diplomats' district of Cimiez, there are open-air opera performances in the old arena.

Sports

All kinds of water sports – swimming, deep-sea diving, water skiing, yachting and boating – provide a choice of amusement for those not sunbathing or exploring the countryside. There are also three excellent golf courses (at Mandelieu near Cannes, Biot and Monte Carlo) as well as numerous tennis courts, and there are international horse races at Cros de Cagnes.

In winter or early spring bring along your skiing outfit. The important winter resorts of Valberg and Auron in the Alps are within easy reach and offer some fine slopes.

Tipping

Restaurant tips (usually 15 %) are included in your bill. Hotels add a service charge from 15 to 24 %. Nonetheless, you are still expected to tip individual staff members at your discretion. Remember also that it is normal to tip usherettes in cinemas and concert halls.



Transportation

Frequent bus services connect the tourist centers, and fares between the neighboring Riviera resorts are approximately NF 2.00. In Cannes, Nice and Monte Carlo buses and trolley buses provide fine service. The standard fare is NF 0.50. In addition there are plenty of taxis with a basic fare of NF 4.00.

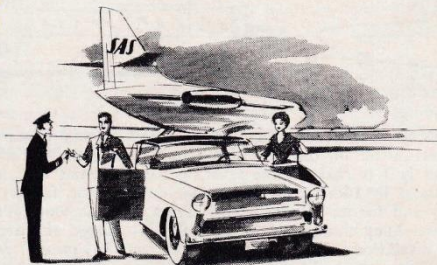
Scooters and private cars are available for hire in the principal towns, and SAS Car Hire service is at your disposal through your local SAS Office. If you wish you may order a private car to await you on your arrival.

Public Holidays and Special Events

Shops and offices are closed on the following official holidays: January 1 (New Year's Day), Mardi Gras (Shrove Tuesday), Easter Monday, May 1 (Labor Day), May 8 (Victory Day), Whit Monday, Ascension Day, July 14 (National Day), August 15 (Assumption Day), November 1 (All Saints Day), November 11 (Armistice Day), December 25 (Christmas Day).

Other than the special events mentioned under "Entertainment" we should like to draw your attention to the Carnival of Nice. This celebration, one of the finest of its kind in Europe, starts on the second Thursday before Ash Wednesday. There is plenty of fun, flowers, processions and masked balls. Ask your travel agency for a program listing all these events.





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