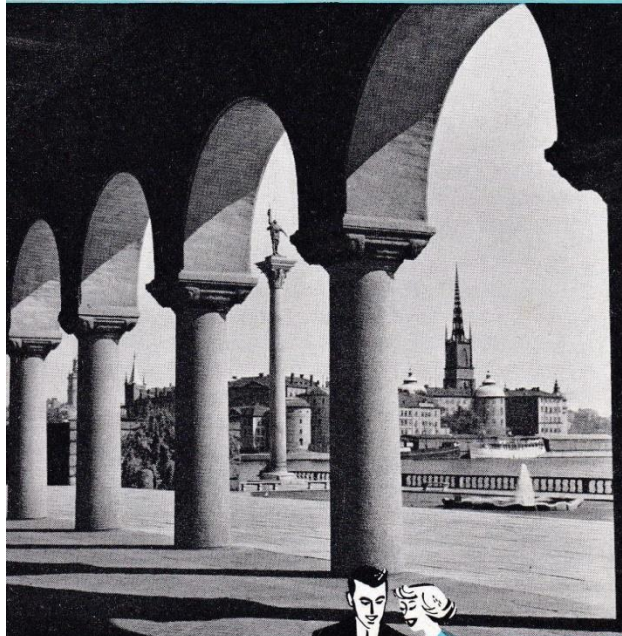


SAS CITY PORTRAITS

SAS

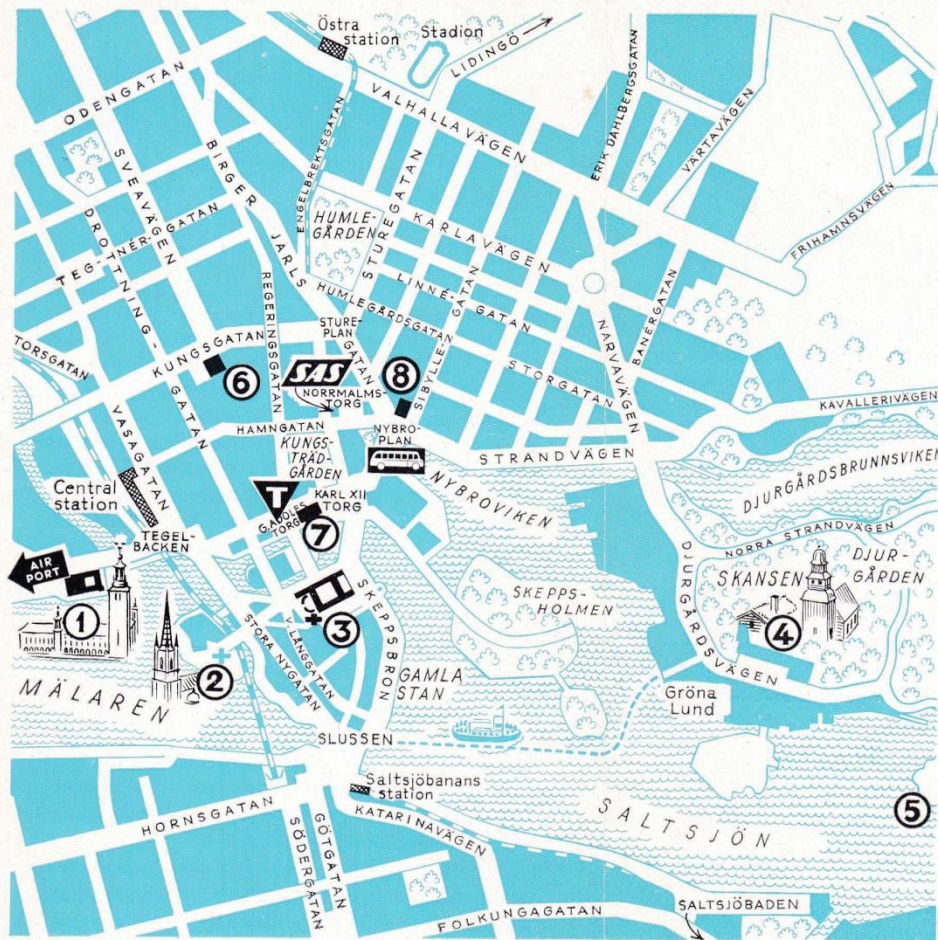
Stockholm



The Old Town as seen from
Stockholm's City Hall.





SCANDINAVIAN AIRLINES SYSTEM




Key to the Map:

1. Stadshuset (The City Hall)
2. The Riddarholm Church
3. The Old Town and The Royal Palace
4. Skansen
5. Waldemarsudde
6. Konserthuset (The Concert Hall)
7. Kungliga Operan (The Royal Opera)
8. Kungliga Dramatiska Teatern (Royal Dramatic Theatre)

 SAS Ticket Office (Flygcity), Normmalmstorg 1. Tel. 23 37 20

 Air-terminal (Bus departure point), Flygpaviljongen, Nybroplan, Tel. 23 37 20

 Tourist Information Office, G. Adolfs Torg 18,

Tel. 21 34 34. (Office-hours: 9 AM - 5 PM. Saturdays 9 AM - 1 PM. Closed Sundays)

There is a branch office ("Tourist Centre") at Kungsträdgården, opposite N. K., Tel. 11 64 92. Open from May 15 to Sep. 15. (Office-hours: 9 AM - 6 PM. Sundays 10 AM - 1 PM).

Your First Hour in Stockholm

Your SAS plane arrives at Bromma Airport. Passport and customs control are quickly attended to, and a bank at the airport will get your first Swedish money into your hands.

Monetary unit is the "Krona", plural "Kronor", divided into 100 öre. There are approximately 5.16 Kronor to the US \$ and 14.40 Kronor to the £ Sterling.

SAS passenger representatives will take you to the waiting airport bus (where your suitcases are already loaded). Swedish Kr. 2.50 pays for the twenty minute bus ride (left hand driving) to the Flygpaviljongen, Nybroplan, in the center of town. Taxis, if needed, are available to take you to your hotel (reasonable fare). In the lobby, pick up the handy booklet "StockholmGuide" reporting on what is going on in Stockholm, published weekly.

If you are flying on from Stockholm by SAS, one of the first things to do after your arrival is to re-confirm your onward reservation by informing SAS of the reservation you hold and your intention to use the space previously reserved for you.

One Hour's Walk through Stockholm

Start from the SAS Ticket Office (Flygcity), walk through Kungsträdgården to Karl XII Torg and Strömbro, the bridge leading to the Royal Palace, with a fine view over the harbor. Walk around the far side of the Royal Palace to the Obelisk and Storkyrkan (Stockholm's Cathedral), down Storkyrkobrinken to Riddarhuset (the House of the Nobility). Turn right into Myntgatan and proceed past the Supreme Court to Kanslihuset (the Royal Chancery) on the corner. Stadshuset (the City Hall) is seen across Lake Mälaren.

Keep left under the archway, with Riksdagshuset (the Swedish Houses of Parliament) on the right and Riksbanken (the State Bank) on the left. From Riksbron, the bridge beyond, the Royal Opera is seen to the right. Follow Drottninggatan until you reach Kungsgatan, then turn right and walk up Kungsgatan passing Konserthuset (Stockholm's Concert Hall).

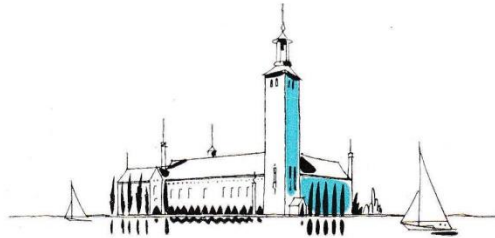
At Stureplan turn right into Birger Jarls gatan and back to Flygcity.

STOCKHOLM

Outstandingly beautiful, Stockholm, the Capital of Sweden, is built on twelve islands in Lake Mälaren and the Baltic Bay. Joined throughout by bridges and natural canals, the city is a colorful contrast of the very old and the very new. In the old part of the city, dating from the 13th century, you will find it difficult, indeed, to believe that you are living in the 20th century. The quaint, narrow cobblestone streets and old curio shops somehow remind you of a Charles Dickens setting.

In the modern section you will be thrilled by the sight of many handsome buildings exhibiting the latest in modern architectural design. Certainly the best example of this is Stockholm's well-known City Hall (Stadshuset), with its finely distinctive square tower, ideally situated on the shores of Lake Mälaren.

Sweden is to-day one of the most socially advanced countries of Europe; and education, old age care and assistance to the disabled are of a very high standard. Conditions for workers are second to none in the world, and cleanliness and unobtrusive efficiency can be found almost everywhere. The study of English is compulsory in schools, and German and French are also widely taught.



Hotels

Hotels in Stockholm are noted for their cleanliness and excellent service, and the staff as a rule speak English, German and French. At the Grand Hotel, considered the best in Stockholm, a single room with bath costs from Swedish Kr. 25.00 to 36.00. During the peak travel period May 15 to September 30, these prices are increased by 20%. The new Foresta Hotel is another of the top international hotels in Stockholm, in a most unique setting. Other deluxe hotels are Apollonia and Carlton, both centrally located, and the Bromma Hotel, near the Airport and only 10 minutes from Stockholm by subway. At near-by Saltsjöbaden, a famous resort just outside Stockholm easily reached by special railroad, another fine deluxe hotel, the Grand Hotel Saltsjöbaden, is available.

Near the old part of the city, the Malmen is a modern hotel with an excellent restaurant. Single rooms cost Swedish Kr. 15.00, with shower Swedish Kr. 16.00, and with bath from Swedish Kr. 17.00. The Hotel Reisen is located near the port and affords a wonderful view over the water. Rates about Swedish Kr. 22.00-23.00 for a single room with private bath.

Advance booking of hotel rooms is especially important in the summer months. Should you arrive in Stockholm without hotel reservations, however, the Reservations Bureau ("Hotel Centralen") at the central railway station will assist you. Note that the hotel electric current in Stockholm is either 220 V AC or DC. Be sure to check the current before operating electric razors, clocks, irons etc.

Restaurants — Food

The Swedes know how to cook and how to enjoy good food. In a "Mjölkbär" (Coffee Shop), a self-service restaurant, a good light meal may be had for Swedish Kr. 4.00 or 5.00, while even the leading restaurants of the city charge reasonable prices for excellent meals. Everybody's taste and pocket are considered.

Among the best Stockholm restaurants are Riche, Bacchi Wapen, Cecil, Trianon and Grand Véfour. Typically Swedish atmosphere is enjoyed at the historical Den Gyldene Freden in the old city; the charming former home of a Royal Stable Master, Stallmästaregården, somewhat outside the city is a "must" as is "Djurgårdsbrunn", the charming old inn at Djurgården. Berns is the biggest and a very good restaurant, Maritim in the center of town is known for its excellent fish dinners, and the Airport Restaurant with the World's Menu is probably the most international restaurant in all Europe.

Smörgåsbord is, of course, as Swedish as Sweden itself, and the large tables groaning under a fantastic assortment of cold and hot delicacies will gladden the heart of anyone with a real appetite. But beware, dieters, this is only hors d'oeuvres and the main meal is still to come! Crayfish is a Swedish speciality during August and September. A napkin around your neck, bread, butter and cheese, and your fingers are all that's needed.

Liquor laws have been relaxed somewhat in Sweden, but alcoholic beverages may only be served with meals, and a certain times of day. Cocktail bars in the big hotels will remind you of home, but the word "bar" by itself on a shop signboard indicates an inexpensive self-service restaurant.



Sights

City sightseeing tours by motorcoach or boat depart from the Karl XII Torg, near the Royal Opera House.

You may choose from a one hour city tour (Swedish Kr. 4.00), three hour Grand City Coach Tour (Swedish Kr. 14.00), half day coach excursion to Drottningholm Palace or a whole-day excursion, called the Chateau Tour, which will take you up to Uppsala-Skokloster.

These latter tours are highly recommended and are



modestly priced at Swedish Kr. 13.00 and 48.00 respectively. Lunch en route is included on the full day tour.

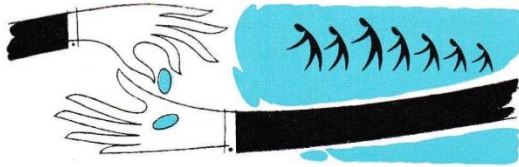
Perhaps the pleasantest way to see Stockholm is by boat. Take either a one hour trip (Swedish Kr. 3.50) or the 2½ hour "Under the Bridges" tour (Swedish Kr. 7.50). Tickets for all tours may be obtained at the sightseeing ticket offices (Karl XII Torg and Nybroplan) or at any travel bureau. Also of interest is a municipally organized tour by special tram (Line No. 700). This departs from Tegelbacken, where tickets may be obtained. To get a really breathtaking impression of the city as well as its surroundings, board an SAS sightseeing flight at Bromma Airport. Call 28 90 00 for information. If your preference is for rambling around on your own, don't overlook the following places of interest whose numbers correspond with those on the map:

- (1) Stadshuset, Stockholm's city reception hall, built 1911-1923, but still one of the most famous examples of modern architecture in the world. Open every day at 10:00 AM and on Sundays at 10:00 to 12:00 noon. Don't miss the thrilling view of the city from the tower.
- (2) Riddarholmkyrkan (The Riddarholm Church) is the Swedish "Pantheon", where the Kings Gustav II Adolf and Karl XII, as well as many other great citizens of Sweden, are buried.
- (3) Gamla Sta'n (The Old Town), where narrow streets are framed by well preserved architecture of the Middle Ages. Peek inside the charming old courtyards and the interesting shops. Many good bargains can be found here. One of the main streets of this district is closed to motor traffic making it an ideal promenade for tourists. The Swedish Royal Palace (Kungliga Slottet) is situated in this quarter of the city. It was erected between 1690 and 1753 and is famed for the elegance of the interior, with its baroque and rococo decoration, and fine collections of tapestry and china. Admission is from 10:00 AM to 3:00 PM, (in winter 11:00 AM to 2:00 PM and Sundays 1:00 PM to 3:00 PM).
- (4) Skansen, Djurgården. Open air museum with old farm houses, town buildings and workshops, a mill and a wooden church, as well as a Zoo housing native animals. There is an excellent restaurant, Solliden, overlooking the "Saltsjön" and The Old Town.

- (5) Waldemarsudde, Djurgården. The residence of the late Prince Eugen, one of Sweden's famous artists, housing a large collection of his work together with paintings of contemporary artists.

Tipping

The accepted rate for tips in restaurants is 10 %, which will usually be included on the bill. Give a little bit more directly to the waiter or waitress. In hotels, service charges are always included in the bill, and it is only necessary to give a separate tip to the porter when checking out. Cloakroom attendants expect 35 to 50 öre per person and taxi drivers about 10 %. In restaurants with dancing, a charge of 75 öre is included in the bill as a general rule. If it is not, it should be paid separately.

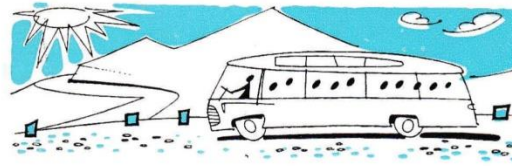
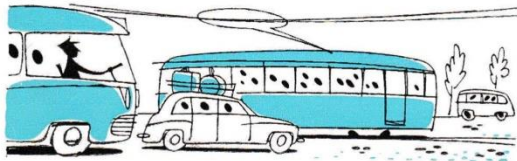


Transportation

Taxis are inexpensive and may be found everywhere or ordered by telephone - dial 22 00 00.

For a real treat and an intimate look at the Swedish countryside, ask about the SAS Car Hire Service especially established for your convenience. American and European cars, including the remarkable Swedish Volvo and SAAB are available at reasonable rentals and without red tape.

Modern trams, buses and a brand new subway system make city travel very easy.



Excursions from Stockholm

Drottningholm Palace, situated on an island in Lake Mälaren, west of Stockholm. A magnificent 18th century building, located in a beautiful park with exceptionally interesting fountains. The Palace contains a theatre-museum, completely preserved in the 18th century style, where performances are given in the summer. Be sure to see the Chinese Pavilion which is famed for its combination of rococo and Chinese styles. Drottningholm Palace may be reached by boat from Tegelbacken or by bus from Fridhemsplan.

Millesgården, at Lidingö, the home of the world famous Swedish sculptor Carl Milles. Many of the works of the late sculptor have been placed in the Italian Gardens overlooking the sea. The house contains an exceptionally fine art collection. Open only during the summer months (every day except Mondays): May - Aug.: 1 PM - 6 PM, Sep. - Oct.: 1 PM - 5 PM. It may be reached by train from Humlegården station.

Gripsholm Royal Palace, near the small and picturesque town of Mariefred at Mälaren. Three hours by steamer or one and a half hour by train from Stockholm. The Palace was built in 1537 and houses a picture gallery containing more than 2,400 historical portraits.

Sigtuna, one of Sweden's oldest towns, is only a short train and bus trip from Stockholm and is situated on the North Shore of Lake Mälaren. In the year 1000 it was the Capital of Sweden and the church ruins date from that period.

Uppsala, headquarters of the Archbishop and Sweden's leading University city, is famed for its Cathedral and the University Library with the "Silver-Bible". One hour by train from Stockholm.

Waxholm, located on one of the islands in the archipelago, can be reached by train and bus, and the fifty minute boat trip is also highly recommended. Boats leave from Strömkajen, near the Grand Hotel.

Inquire about the interesting flight to the Isle of Gotland with Visby — a medieval walled city, called the "City of Ruins and Roses".

During the period from June 1 to July 7 SAS offers the thrilling Midnight Sun Excursions from Stockholm across the Arctic Circle and over Lapland to the northern regions where the sun never sets in summer. See any travel agent or the SAS office for further details on this memorable flight to the wonders of the Midnight Sun.

Shopping

Influence of beautiful modern design is apparent almost everywhere. Along the main shopping streets of Kungsgatan, Drottninggatan, Hamngatan, Regeringsgatan and Birger Jarlsgatan you may find famous Swedish glassware (internationally known Orrefors, Kosta, Strömbergshyttan), ceramics of the Rörstrand and Gustavsberg factories, Swedish handicraft at Hemsjödsförbundet and Svensk Hemslöjd, wooden sculptures, stainless steel (Gen-se), pewter articles, silverware and handwoven textiles; see Palmgren's for handmade leather goods.

Men's and women's apparel are smart and of very good quality. Prizewinning modern silverware is found at Atelier Borgila; see K. A. Anderson, C. F. Carlmann and Hugo Strömdahl for exclusive jewelry; Carl Malmsten, Hantverket, N. K., and Svenskt Tenn for furniture, home accessories. Aveny Kristall, Nordiska Kristallmagasinet, N. K. and Svenskt Glass all lead in glassware. In the old city, browse around for antiques at reasonable costs — particularly copper, brass and all handmade things.

The big department store Nordiska Kompaniet (NK), at Hamngatan, ships modern interior furnishings all over the world. The P. U. B. at Kungsgatan is another big store where you get an inside view of how Swedes go about shopping. These are all very busy places from opening time at 9.00 AM to 6.00 PM, with Saturday closing at 3.00 PM.





Entertainment and Night Life

The long daylight hours of the Scandinavian summer increase the variety of out-of-door enjoyments during this season. Outdoor concerts are usually held in one of the large parks, such as Kungsträdgården and Skansen. On the stage in Kungsträdgården you will find cabarets and plays, while at well-known Skansen a regular open air theatre is operated. When near Skansen don't fail to visit the amusement park "Gröna Lund's Tivoli".

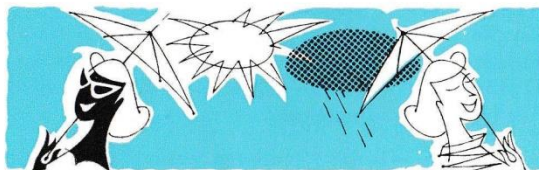
From April to August the China theatre, a variety house, gives two nightly performances. Kungliga teatern (The Royal Opera House) founded during the rococo period by King Gustaf III, has an extensive repertory of opera and ballet performed by leading Swedish and international artists. The Kungliga Dramatiska Teatern (Royal Dramatic Theatre) presents first class modern and classical dramas. The theatre and opera seasons run from the end of August until the middle of the following June. In summer you will often be able to see performances at the unique and historic Drottningholm Court Theatre while the "Konserthuset", (the lovely concert-hall) is the center of musical life during winter.

All the large modern movie theatres in Stockholm show films in their original language. It is best to reserve seats beforehand, Swedish Kr. 3.00 to 4.00. Programs are advertised in the daily newspapers. Stockholm is not famous for night clubs, but most of the first class restaurants offer music and dancing. (Note: in summer the following restaurants will be open until 3 AM: Strand, Bacchi Wapen, Ambassadeur and Vällingehus). Few restaurants feature floor shows, but you will find variety entertainment at Berns and Hamburger Börs in the center of Stockholm. There is open air dancing at Skansen.

Climate and Clothing

Tourists are always surprised at the pleasant, low-humidity climate of Stockholm. Though cooler than Central

Europe, summer temperatures average 70° F (21° C), cooling off at night. Winter weather is not arctic at 27° F (-2° C) as some assume. Ordinary overcoats will do. Experienced travellers agree that the beauty of the short summer nights in Scandinavia is hard to match. Spring and Autumn are delightful, but a light overcoat/raincoat will be useful. Swedes with excellent ready-to-wear clothing dress conservatively, prefer tweeds, dressy suits for the ladies. Formal clothes are worn ever less frequently. If in need, men can rent dress clothes at a tailor's for about Swedish Kr. 25.00. Dry cleaning and laundry facilities are plentiful and good, but don't expect too speedy a return.



Sports

The national sport of Sweden is football (soccer), and the most important events take place at the Råsunda Stadium, 20 minutes by bus or tram from the city. Other athletic events may be seen at the Stockholm Stadium in the eastern section of the city. There is a fine trotting race course at Solvalla, 6 miles west of Stockholm, while regular horse racing takes place at Ulriksdal, 4 miles north of the city. The Solvalla course is closed in July but races are held at Ulriksdal every weekend from May to November.

Since Stockholm is built on islands, water sports reign supreme - yachting, rowing, swimming and in winter, ice boating and ski-joring. Numerous tennis courts are available at Tennisstadion, Kristineberg, Alvik and Haga, and indoor courts may also be used at the Royal Tennis



Hall and Medborgarhuset near the Malmen Hotel. Excellent golf courses are situated at Kevinge, Djursholm, Lidingö and Saltsjöbaden. The winter visitor to Stockholm may see ski jumping competitions, ice hockey matches at the Johanneshov icerink.



Public Holidays

Shops and offices will be closed on January 1st and 6th; Good Friday (no entertainment of any sort); Easter Monday; Walpurgis Night, April 30, is especially celebrated by the Swedes as heralding the arrival of spring. This is a gala occasion when the youth of Sweden gathers in the streets and open squares singing and lighting bonfires. May 1st is Labor Day, and shops and offices are closed. Ascension Day, at the beginning of May, is also a holiday, characterized by church services and concerts.

Whitsunday and Whitmonday make a long weekend when everybody who can gets out into the country. Midsummer's Day, celebrated the first weekend after the 21st of June, is an especially important holiday particularly in the province of Dale-carlia. If you are lucky enough to be in Stockholm during this holiday, be sure not to miss the folk dancing in national costumes at Skansen. All Saints Day is a religious holiday and all shops and offices will be closed.

In Sweden Christmas starts on Christmas Eve, when families gather around their Christmas dinner and presents are given to the children. The Evening of Boxing Day is usually spent away from home and theatres will be full. On this evening the Royal Opera presents "Värmlänningarna", a traditional native opera. New Year's Eve closes the cycle with gaiety, masquerades and dancing everywhere. Outstanding Annual Events you won't want to miss are St. Erik's Fair in September, Design Cavalcade in September and the Stockholm Festival (music and ballet) in June. All these events take place in Stockholm.



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This City Portrait, for instance, is a perfect indication of the SAS desire to serve you. All the research has been done by SAS travel experts. All the information is from official sources. And the folder itself has been designed for fast, convenient use. So - plan with it. Refer to it. Carry it with you. Be sure you see *all* the sights and delights that will make your stay an unforgettable memory.

Now . . . is there anything else we can do to add to your travel pleasure? Please do *us* the service of allowing us to be at *your* service.