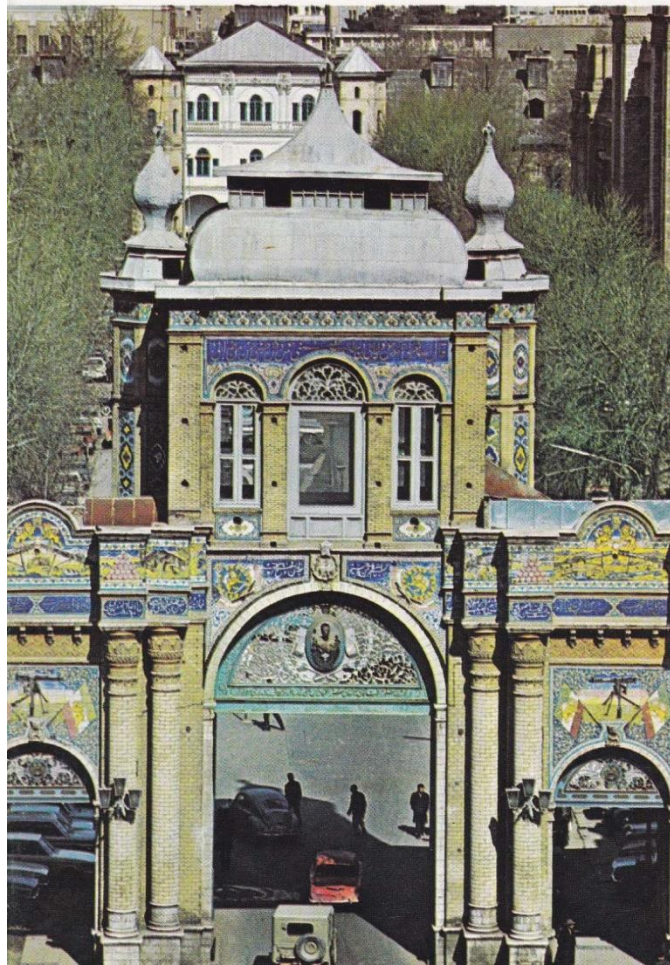




SAS CITY PORTRAIT

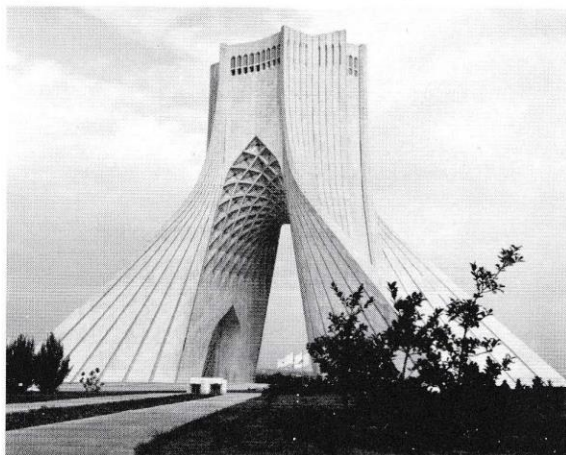
# Tehran

**SAS** SCANDINAVIAN AIRLINES



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**This is the 8th edition of Tehran City Portrait printed in 40,000 copies – with information given in this booklet based on facts available in April 1976.**



Front cover: Baghe Melli Gateway.

## Introduction

Tehran is the capital of Iran, or Persia as it was previously called, whose known civilization dates back 6,000 years to 4000 B.C. The city currently embraces an area of 210 square miles and is expanding rapidly. Its population totals almost 4,000,000.

Tehran lies at the foot of the mighty Alburz mountain range, not more than 120 miles (196 km) from the beautiful shores of the Caspian Sea. For the capital of such an ancient country, Tehran is comparatively young. It was originally only a small village, about five miles north of Rey, the former capital. In 1210 A.D. Rey was razed by the Mongols and the citizens fled to the surrounding districts, including Tehran.

In 1787 Shah Agha Muhammed Khan of Qajar made Tehran the capital of Persia. From then on, succeeding monarchs have contributed to the enlargement and development of Tehran, and today it is an important cross-road between Europe and Asia.

The artistic gift of the Persian people has produced a staggering literary heritage, an exquisite tradition of decorative arts and handicraft, and a refined musical culture, whose influence is felt as far away as Spain and Japan.

The rich oil fields on the Persian Gulf and the country's abundant supply of sturgeon, caviar, fruits, emeralds and carpets form the economic backbone and are prime reason for Iran's trade relations with Europe, America and with other countries of the East. One pleasant derivative of this is a widespread knowledge of English, French and Turkish among Tehran's inhabitants, not only those who have studied abroad, but also shop, restaurant and hotel staff.

Tehran has a host of interesting sights to offer and is an excellent base for tours to historic places whose familiar names conjure up legends of ancient Persia. But before you go, brush up your knowledge of Persia's illustrious past – and you will enjoy your stay even more.

## Entry regulations

Every traveler must have a valid passport and, when required, a valid visa. A tourist/transit visa can be obtained upon arrival at the airport provided no Iranian diplomatic or consular representative is available in your country.

Also required for entry is a valid certificate of smallpox vaccination, and, if you are arriving from an infected area, a certificate of inoculation against cholera and yellow fever.

## Your arrival in Tehran

On arriving at Mehrabad Airport, you will be directed to the Arrival Hall, where there are passport and customs checks. There is also a branch office of Bank Mellī Iran (the national bank) in this hall where you can change your money. Visitors are allowed to import an unlimited amount of Iranian and foreign currency and to export "reasonable" amounts.

The Rial is the monetary unit of Iran. Iranian currency is issued in the following denominations: Bank notes: Rials 50, 100, 200, 500, 1,000, 5,000 and 10,000. Coins: Rials 1, 2, 5, 10 and 20. The term "toman" is commonly encountered and means Rials 10.

When the entry formalities are over, you will find a taxi outside the airport terminal buildings. The fare to your hotel will be between Rials 150 and 300 depending on the distance.

Travelers *must* register with the Prefecture of Police within 48 hours of arrival, a service which is normally undertaken by hotel managements for their customers.

As soon as it is convenient you should contact the SAS/THAI ticket office (G3), telephone 89 55 81/2, to confirm your onward air reservation. Feel free, moreover, to use the SAS/THAI office as a friendly base throughout your stay. You will find the staff ready to help you in any way.

Note when leaving Iran by air: There is an airport service tax of Rials 250 to be paid by adults and children (7 years and over), irrespective of where you bought your ticket. You are exempted from this tax if you have stayed less than 72 hours in Tehran.

## Hotels

There are a number of excellent hotels in Tehran, as well as many reputable pensions offering cheaper accommodation. You must reserve accommodation in advance, either through your travel agency or SAS/THAI.

Some of the better known hotels are listed below:

### De luxe class

**Arya Sheraton** (north of F1)  
Ave. Pahlavi, Bijan.  
Tel. 68 30 21-38.

**Inter-Continental** (C2)  
Ave. Iran Novin. Tel. 63 50 21-9.

**Park Hotel** (F7)  
Ave. Hafez. Tel. 44121-4.

**Royal Tehran Hilton**  
(north of G1)  
Avenue Pahlavi.  
Tel. 29 00 11-5.

In de luxe hotels prices range from Rials 1,900 to 2,700 for single room with bath, and between Rials 2,300 and 3,050 for a double.

### Four star

**Commodore** (F4)  
Ave. Takht-e-Jamshid.  
Tel. 66 96 11-15.

**Imperial** (F4)  
54 Ave. Takht-e-Jamshid.  
Tel. 49310-12.

**International** (north of L1)  
Old Shemiran Road.  
Tel. 84 00 81-9.

**King's Hotel** (F3)  
Avenue Pahlavi,  
8 Khosrow-Khavar St.  
Tel. 66 80 41-5.

**Marmar** (G5)  
75 Ave. Sepahbod Zahedi.  
Tel. 83 00 83-7.

**Sina** (F4)  
50 Ave. Takht-e-Jamshid.  
Tel. 66 32 91-5.

**Tehran Palma** (F5)  
86 Ave. Shahreza.  
Tel. 66 18 51-54.

**Vanak** (north of F1)  
Avenue Pahlavi,  
Vanak Square.  
Tel. 68 20 21-24.

**Versailles** (F2)  
Avenue Pahlavi.  
Tel. 62 56 61-5.

**Victoria** (F3)  
Avenue Pahlavi.  
Tel. 62 48 07.

In four-star hotels prices range from Rials 1,100 to 2,000 for a single room with bath, and between Rials 1,400 and 2,300 for a double.

### Three star

**Bel-Air Hotel** (G3)  
295 Ave. Sepahbod Zahedi.  
Tel. 82 98 80-82.

**Caspian** (H4)  
Ave. Takht-e-Jamshid.  
Tel. 83 40 66-69.

All hotels add a service charge of 15 %.

**Electricity:** The voltage in Tehran is 220 volts, 50 cycles AC.

## Restaurants and cuisine

Iranian food is fresh, well cooked and usually unspiced. Rice is the staple ingredient of Iranian cuisine, and all Tehran restaurants serve it in a variety of local dishes. International food is, of course, also available in most restaurants.

### WHAT TO EAT

*Iranian caviar:* purported to be the best in the world – and you can enjoy it at a very reasonable price.

*Chelow Kabab:* The popular Iranian dish comprises grilled marinated fillet of lamb on rice.

*Grilled Caspian sturgeon.*

*Fesenjan Duck:* A duck cooked with pomegranate juice and walnuts.

*Meat stews.* There is a wide variety of tasty Iranian meat stews.

And in addition, there are the many delicious fruits of Iran – strawberries, oranges, cherries, apples, pears, peaches and nectarines, grapes, mulberries, melons, and pomegranates.

**Evin Hotel** (north of D1)

Park Way Avenue.  
Tel. 89 10 37-9.

**Miami** (north of F1)  
Avenue Pahlavi. Tel. 62 94 02.

**Naderi** (G7)  
Ave. Naderi. Tel. 31 18 72.

**New Naderi** (G6)  
Ave. Naderi,  
53 Goharshad St.  
Tel. 31 31 60.

The rate for three-star hotels range from Rials 850 to 1,100 for a single and Rials 1,050 to 2,000 for a double.

### Pensions

**Kent** (G5)  
Ave. Shahreza,  
6 Koutche Shahroud.  
Tel. 82 45 59.

**Pension Sapin** (G4)  
Ave. Takht-e-Jamshid,  
4 Rasekh St. Tel. 82 20 98.

Here you can get either bed and breakfast or full board with prices varying between Rials 600 and 900 per day for bed and breakfast. There is also a 15 % service charge.

## WHAT TO DRINK

A local Vodka is the popular drink when eating Iranian caviar. You can usually order the internationally-known drinks in the better restaurants and hotels, but imported liquor is expensive. However, from the local table wines we recommend the Pakdis, the red Claret No. 24, Velvet, a light rosé type and the white Riesling No. 12. The locally-produced "Tuborg" beer, as well as the soft drinks, are all excellent.

## WHERE TO EAT

Apart from hotels which usually serve international food, Tehran has many good restaurants – we can recommend the following:

### **Arc-en-ciel du Liban** (H4)

Ave. Soraya,  
11 Ave. Forsat. Tel. 82 22 95.

**Chattanooga** (north of G1)  
Avenue Pahlavi. Tel. 29 25 96.

**Chetnik** (H3)  
33 South Kheradmand Ave.  
Tel. 82 60 46-47.

**Chez Michel** (north of I1)  
Ave. Abbasabad,  
Ave. Mir Emad. Tel. 84 94 83.

**Chinese Restaurant** (F1)  
Ave. Pahlavi,  
3 Koutche Abdoh.  
Tel. 62 02 14.

**Czardash** (G1)  
33 Ave. Takht-e-Tavoos.  
Tel. 62 82 16.

**Farid** (G4)  
Ave. Villa,  
57 Ave. Khabir. Tel. 82 41 02.

**Greek Tavern** (north of G1)  
Ave. Vozara,  
Corner 11th Avenue.  
Tel. 62 11 28.

**German Hotel**  
Ave. Arbab Jamshid.  
Tel. 31 14 68.

**Inter-Continental Hotel** (C2)  
Ave. Iran Novin.  
Tel. 63 50 21-29.

**Jordan's** (north of G1)  
2 Ave. Vozara. Tel. 62 20 95.

**Surenne** (F3)  
273 Ave. Shiraz. Tel. 82 68 68.

**White Cap** (G5)  
361 Ferdowsi Square.  
Tel. 31 28 00.

**Xanadu** (F6)  
Ave. Razi,  
9 Mehbod St. Tel. 40812.

Less expensive but very good  
are:

**Leon's Grill Room** (G5)  
306 Ave. Shahreza.  
Tel. 82 06 05.

**Paprika** (G5)  
Ave. Villa,  
66 Ave. Khosbin.  
Tel. 82 11 36.

**Ray's Pizza No. 1** (H2)  
109 Ave. Shah Abbas.  
Tel. 82 55 83-85.

**Ray's Steak-House** (G4)  
267 Ave. Villa. Tel. 82 88 01.

**Riviera** (north of G1)  
Ave. Pahlavi. Tel. 29 08 74.

If you are interested in Iranian specialities, then try one of the following restaurants:

**Hatam Chicken Kebab**  
(north of G1)  
Ave. Pahlavi, Ave. Zafar.  
Tel. 29 22 81-82.

**Yas** (north of J1)  
187 Ave. Abbasabad.  
Tel. 84 69 71.

During summer you can enjoy good international cuisine in Old Naderi Hotel's open-air dance-restaurant.

## MEAL TIMES AND PRICES

Restaurants usually serve lunch from noon to 3 p.m. and dinner from 7 p.m. to 11 p.m. Prices are from Rials 100. Sandwich shops are open 8 a.m. to 9 p.m. Sandwich prices are about Rials 20 to 60.

## Sights and excursions

A number of locally-based travel agencies operate sightseeing tours, the prices of which fluctuate depending on the number of participants. Tours both in and close to Tehran, including Rey, are usually made by car, but excursions further afield are, mostly, by plane or train. We list below for your guidance some of the main sights of Tehran, with map references in parenthesis.

## CITY INTEREST POINTS

**The Sepahsalar Mosque** (Masjid-e-Sepahsalar – I/J8). This magnificent mosque, completed in 1831, is used primarily for official occasions. One section has, in addition, been set aside for religious teaching, while another houses an outstanding Moslem library.

**The Masjid-e-Shah Mosque** (Masjid-e-Shah – H10). Another breathtakingly beautiful mosque, with its blue dome, its minarets and lovely tile work. It is a fine example of Iranian architecture.

**The Bazaar** (G/H10). This bustling, oriental emporium, approximately 100 years old, is the largest covered bazaar in the world; a vaulted area of specialist halls, warm in winter and cool in summer. The Coppersmiths', Silversmiths' and Goldsmiths' halls are a source of fascination to every visitor, while the carpet dealers' hall is piled high with rugs of different kinds and colors, laid out to tempt you. However, don't forget to bargain, or take along a friend who knows prices and quality.

**Golestan Palace** (Kakhe Golestan – G9). Built in the early 19th century, this handsome palace is surrounded by a lovely garden. Within its walls you can see the Imperial Library, a copy of the famous Peacock Throne and the Royal Regalia.

**The Ethnological Museum** (in Golestan Palace – G9). The museum contains a fascinating collection of items of folklore,



including many brilliant costumes and numerous other exhibits depicting life in Persia down through the ages.

**Archaeological Museum** (Iran Bastan – G8). This Sassanian-style Museum, founded by Reza Shah the Great, contains relics of Persia's glorious past, some of the items dating back as far as 4000 B.C. Prominent among the many interesting exhibits is a fine collection of Islamic Art.

**Shahyad Monument.** Built in 1971 on the occasion of the 2,500th anniversary of the founding of the Persian Empire. Now it is Tehran's landmark. Panoramic view from tower. First floor museum and audio-visual hall with spectacular cinematic show about Iran. Open on weekdays 9 a.m. to 12 noon, 4–7 p.m. (summer), 9 a.m. to 12 noon, 4–7 p.m. (winter). Rials 30, Friday Rials 15.

**Treasury of Crown Jewels** (The Bank Markazi Iran – G/H7). This, the central bank of Iran, houses the world's most exotic display of precious stones, the Imperial State Crown, as well as the massive, gold-encrusted, bejewelled Peacock Throne. Included in its collection is the largest uncut diamond in the world.

**The Decorative Arts Museum** (Honarhaye Tazini – H8). Built in 1959, the Museum houses Tehran's Art School, and a splendid collection of more than 1,250 exhibits of Iranian handicraft is on show.

**The National Stadium** (Amajadieh – I3/4). Both national and international sporting events of note are staged here.

**Aryamehr Stadium,** on Old Karadj Road, a short distance from Shahyad Square. Open daily. One of Asia's best equipped sports arenas with 100,000 seats.

**The House of Senate** (D8) is a masterpiece of modern architecture, the epitome of modernity being its Assembly Hall which is fitted with adjustable walls. A special permit is required for visits, and this can be obtained from Iran National Tourist Organization (INTO). For address see map on page 10.

**The House of Parliament** (The Majlis – I/17/8). The Majlis may be visited when Parliament is not in session. Visitors should contact the INTO for permission to enter and view.

Full information and all special permits may be obtained through the Iran National Tourist Organization (INTO).

## EXCURSIONS

**Rey.** Only 5 miles (8 km) south of Tehran, this is a place you mustn't miss! Built over the ruins of ancient Rhages, Rey holds untold historic and architectural attractions. See in particular the mausoleum of Reza Shah the Great; the Holy Shrine of Shah Abdul-Azim, with its wonderful golden dome; and the Toghrol Tower, built in 1139 A.H. (1760 A.D.) "A.H." connotes the Moslem calendar which starts with Muhammad's flight from Mecca in 622 A.D.

**Ab-Ali** – 38 miles (60 km) from Tehran, refuge from the city heat in summer, ski resort in winter. Modern hotel and restaurant. Famous dough Ab-Ali (buttermilk) is made here.

**Shiraz.** Shiraz, "Poetical Capital of Persia" wins its epithet not only for its beauty and rich historic content, but because it is, too, the birthplace of Iran's immortal poets, Sa'adi and Hafez. Some 560 miles (900 km) south of Tehran, this city of 600,000 inhabitants is linked to the capital by regular flights and a good asphalt road. Terraces, colonnades and cypresses characterize the lovely surroundings, while Shiraz's fine mosques with their beautifully tiled domes and minarets compare with the most famous in Tehran. See here Vakil Mosque, Jomeh Mosque, the mausoleums of Sa'adi and Hafez, the gardens and the Bazaar, whose silversmiths are past masters at the art of embossed and filigreed silver.

If you plan to spend the night here, there are two new luxury hotels which opened 1971 during the 25th century celebrations. The Kourosh, in the city, and The Dariush, near Persepolis. Rates are Rials 1,350 for a single and Rials 1,800 for double with bath. The Park Hotel offers top class accommodation as does the Shiraz Inn, near the airport. In the latter two, the cost of a single room with bath is approx. Rials 650 and a double approx. Rials 900. A service charge of 15% is added by hotels.

For many, Shiraz forms the ideal base from which to probe the Cradle of Persian civilization.

**Pasargade,** 50 miles (80 km) from Shiraz, is the oldest historic site and was once the royal capital. Here, in 500 B.C., Cyrus the Great built three wonderful palaces – the remains of one may still be seen together with "Solomon's Prison" and the king's own great shrine. 100 years later Darius the Great added his own sumptuous palace and started work at Persepolis.

**Persepolis,** 37 miles (59 km) from Shiraz. The ruins of Persepolis are famous, with carvings dating back to 650 B.C. You should view the Great Platform, nearly 160,000 sq.yds. (134,000 sq.m) in area. On this platform Darius built the Grand Staircase, his own palace (the Tachara), the Hall of a Hundred Columns, and started the fabulous, gold-doored Palace of Apadana, which was eventually completed by his son Xerxes. Further architectural treasures prospered under Artaxerxes I, II, and III and Darius III, many of which remain in ruined form, including the wonderful Xerxes gateway.

**Naqsh-e-Rustam,** stands 4 miles (6 km) north of Persepolis against a low and rocky hill. It is here that the ancient kings laid out their great Necropolis, where Darius the Great, Darius II, Xerxes I and Artaxerxes I are buried. See also while you are here the Shrine of Zoroaster. The carvings on the rocks belong to the later Sassanian kings.

**Isfahan.** Former capital of Islamic Persia, Isfahan sprawls 260 miles (420 km) south of the present-day capital, Tehran. About 700,000 people live in this lovely ancient city, now a flourishing textile center. There are daily flights between Isfahan and Tehran, as well as regular bus and railway connections. Stroll Isfahan's enchanting gardens, explore its palaces, browse in its exquisite mosques – amongst which is the "Sheikh Lotfollah". Built early in the 17th century, and justly famed for its superb tiling from the Safavid period, the Sheikh Lotfollah

(cont'd on page 13)



Code numbers in this booklet refer to the above map. Thus (G3) is located where lines drawn from "G" and "3" cross each other.

### Interesting sights in Tehran

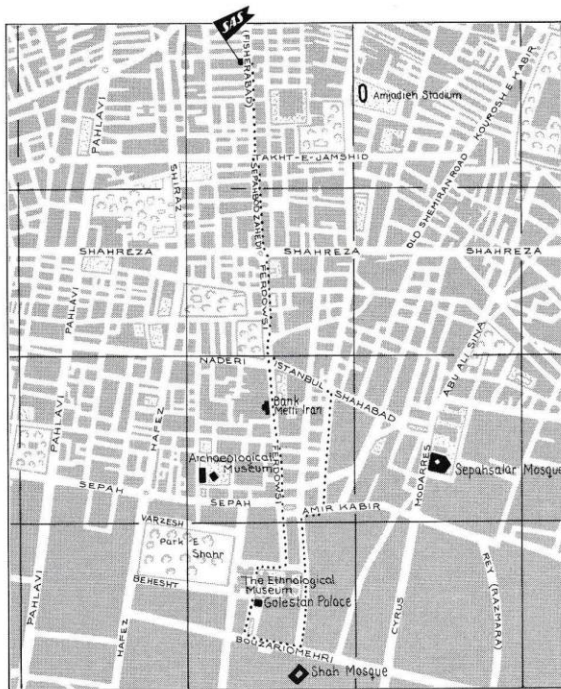
- |                             |                                    |
|-----------------------------|------------------------------------|
| (I/J8) Sepahsalar Mosque.   | (G/H7) Bank Melli Iran.            |
| (H10) Masjid-e-Shah Mosque. | (D8) House of Senate.              |
| (G/H10) Bazaar.             | (I3/4) National Stadium, Amjadieh. |
| (G9) Golestan Palace.       | (A5) Aryamehr Stadium.             |
| (G8) Archaeological Museum. | (F8) Roudaki Hall.                 |
| (A5) Shahyad Museum.        |                                    |

### Useful addresses

**SAS** SAS/THAI Ticket Office:  
Ave. Sepahbod Zahedi, corner of Nikoo St. (G3). Tel. 89 55 81/2 and 89 22 27/8. Open: Saturdays to Thursdays including holidays, 8.30 a.m. to 1 p.m. and 4 p.m. to 7 p.m. (winter) and 8 a.m. to 1 p.m. and 4.30 p.m. to 7 p.m. (summer). Fridays closed.

**T** Iran National Tourist Organization (INTO):  
174 Boulevard Elizabeth (D4). Tel. 66 78 92-94. Open: 8.30 a.m. to 3.30 p.m. during winter and 7.30 a.m. to 2.30 p.m. during summer.

Distance from city center to airport: 7 miles (12 km).



### One hour's walk around Tehran

Start at the SAS/THAI Office, Ave. Sepahbod Zahedi, and walk down to Ferdowsi Circle. When you reach Ferdowsi Circle stroll down Ave. Ferdowsi – where you will find many carpet dealers as well as antique and silverware shops – until you reach Ave. Istanbul. Turn left here. When you get as far as Ave. Shahabad you will see the Parliament at the far end. To the right of the Parliament is the famous Sepahsalar Mosque. Turn right into Ave. Saadi, cross Maidan Sepah and continue southwards through Ave. Nasser Khosrow to Ave. Bouzarjomehri. In front of you is the lovely view of Shah Mosque and the Bazaar with its pulsating Oriental life. Turn right, and right again through Ave. Davar, passing the Golestan Palace on your right, where you can admire the original multi-colored tiles, and the Ministry of Justice on your left. This stroll brings you into Ave. Darbandarun. Turn right, here, and a little further on the left, and continue your walk along Ave. Bakhomayoun to the Maidan Sepah. Opposite Ave. Bakhomayoun is Ave. Ferdowsi. If you walk along this busy thoroughfare you will pass the Bank Melli Iran and return to Ferdowsi Circle, walk up Ave. Sepahbod Zahedi to SAS/THAI Office.

(cont'd from page 9)

Mosque forms one side of the Maiden-e-Shah (Imperial Square) – one of the largest and most impressive squares in the world. Here Shah Abbas the Great watched polo games and tournaments from the open throne room on top of the great Ali-Qapu archway which formed the gateway to the Royal palaces. Some of the polo goal-posts can still be seen. The Shah Mosque and Bazaar Portal bound the other sides of the Imperial Square. The Isfahan Bazaar is worth special mention. Brocades, carpets, gold cloth, lacquerware, filigree silverware, beaten copper, qalamkar hand-printed cloth, metal and wood carvings are among the notable traditional handicrafts that can be purchased from these colorful workshops – an attraction for photographers and souvenir-hunters alike.

Other fascinating structures include the almost one-thousand-year-old Jomeh Mosque; Isfahan's ancient bridges; and the Chehel Sotoon, the Palace of Forty Columns (twenty of them are real, the others being mere reflections in the crystal-clear pools!).

Many souvenir shops line Chahr Bagh, the main thoroughfare, intermingled with hotels, theaters and cinemas. Also on Chahr Bagh are the two outfitters of hunting equipment, Matin and Amini, through which you may contact Isfahan's Hunting Club. Appropriately enough, duck, pigeon, partridge and wild geese are all plentiful on the lower reaches of the Zayandeh-rud (Eternal River) and the foothills of the nearby mountains, while ibex, wild boar, even bear and leopard can be found higher up.

Among the hotels in Isfahan are: De luxe Hotel Shah-Abbas, Persian style, with 140 rooms, with single rooms at Rials 2,300 and doubles at Rials 2,700. Kourosh International Hotel, single rooms at Rials 1,600 and doubles at 2,000, and the Hotel Alighapu and Irantour (new wing). In the latter two the cost of a single room with bath is Rials 1,100 and a double approx. Rials 1,500, including breakfast. A service charge of 15 % should be added to these prices. Lunch and dinner cost between Rials 250 and Rials 400.

**The Caspian Sea Shore.** This 1,000-mile (1,600 km) littoral enjoys a perfect climate and a scenic landscape. The mountainsides that shelter so many popular vacation resorts are covered with flowers and evergreen forests. First class hotels dot the coast. The Hotel Grand Ramsar (or old Ramsar) at Ramsar, for example, the Hotel Casino in Balbolsar, where single rooms cost about Rials 1,500, and double rooms approx. 2,000, and the Hyatt Caspian near Chalus. Winter season visitors are granted a discount on all these prices. During summer, there are scheduled domestic flights to Ramsar and Rasht.





## Entertainment and night life

Tehran's nocturnal entertainment ranges from all-of-a-kind night clubs to philharmonic concerts. Much frequented night-spots are the Colbeh, Pahlavi Road to Darband, the Copacabana, west Takht-e-Jamshid Avenue, and also the Baccara and the Cleopatra with its international artists and western-style orchestra. Popular discotheques are Casbah, Pahlavi Road; Cheminee, Old Shemiran Road; which offer dining and dancing in an atmosphere of variety; the Darband Hotel Terrace and the Naderi open-air gardens, with top cuisine and dancing (open only in summer); and the Persian Room at the Royal Tehran Hilton, dinner and dancing from 9 p.m. to 2 a.m. For entertainment in typical Persian style with all the thrill and fun of magicians, acrobats, and belly-dancers you should head for the Iranian night club and restaurant, Shokoufe Now, Simetri, and Moulin Rouge, Barbod (between Ferdowsi and Lalezar Avenues).

There are some fifty cinemas in Tehran, most of which show western movies dubbed in Iranian although some of these run such films in their original language. Similarly, most of the plays performed in Tehran's theaters are in Iranian, except for renderings by certain amateur groups who stage plays in English or French. Concerts are usually arranged by the Tehran Philharmonic Society at the Roudaki Hall (F6).

For specific details of "What's On" in the world of opera, ballet, theater, concerts and cinema, see the English-language newspapers, Kayhan International and Tehran Journal.

## Tipping

In hotels and restaurants a service charge of 10-15% is usually added to the bill. Porters who help with your baggage expect Rials 20-30. Tips are expected by hairdressers, barbers, bellboys and cloakroom attendants (Rials 10-20) but not by taxi drivers or theater and cinema ushers.

## Shopping and souvenir hunting

Tehran's shopping facilities range from street vendors and humble bazaar booths to smart boutiques, modern supermarkets and multiple stores.

The main shopping centers include Ferdowsi, Shah, Naderi, Istanbul, Shahreza and Takht-e-Jamshid Avenues and Lalezar St.

**What to buy.** Persian carpets and rugs are, of course, top of most shopping lists and all types, colors, qualities and designs can be found in the Bazaar (H10) or the city's larger stores, like Sherkate Sahami Farshe Iran (the State-owned carpet company), 160 Ferdowsi (G/H6), tel. 31 70 72. Silver, brass and copper objects, especially those made in Isfahan and Shiraz, also make fine souvenirs, as do the excellent enamelwork, miniatures, inlaid woodwork and brocades. In the clothes department, there are sheepskin jackets and Astrakhan hats. And whether you're a big tea-drinker or an avid collector, there are the ubiquitous samovars. For small items of handicraft, browse the Government Handicrafts Centre (Handicrafts Emporium), 381-383 Takht-e-Jamshid (H4), tel. showroom 82 10 77, export dept. 82 91 91-4. Should you settle for an Old Miniature here, ask first about the export restrictions on such items. The ladies will be delighted with the many geeveh (shoes locally made with linen top and compressed rag soles) and the countless items of linen and tableware, exquisitely made and reasonably priced. Also popular is the large assortment of nuts available, pistachios being a particular favorite. For connoisseurs of caviar (the Iranian variety is reputed to be among the best in the world) the best place to buy is the government caviar shop in the airport. Caviar may only be exported through government controlled channels.

**When to shop.** The shops open daily (except Fridays) from 8 a.m. to 1 p.m. and again between 4 and 8 p.m.

## Transportation

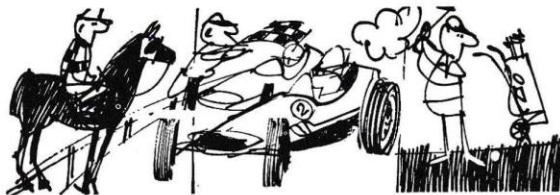
Regular bus services operate throughout the city and a single journey costs only Rials 2. There are also connecting bus services with all the main towns of Iran.

Taxis within the city boundaries are orange with orange number plates and equipped with taximeters. These taxis are not allowed to trade more than 9 miles (15 km) outside the city limits. Minimum charge Rials 10 covering one kilometer, thereafter Rial 1 for each 300 meters. You may also use "private" taxis, which charge about 50 Rials from the city to Mehrabad Airport and 50 to 70 Rials to Shemiran and suburban areas, and are not equipped with taximeter. A telephone taxi service with taximeter is also available. Tel. 84 00 11-20.

When a taxi is called by telephone there is a basic charge of Rials 20 and thereafter Rials 6.50 are added for each kilometer. The minimum charge for a ride in this kind of taxis is, however, always Rials 50.

If you prefer to roam Iran on your own then try a self-drive car. The SAS office can arrange this for you through their comprehensive car hire service. The main roads in Iran are asphalted and generally in good condition. Gasoline is available approximately every 30 miles (50 km) at Rials 6 per liter.





## Sports

Many kinds of sports are popular in Iran, particularly football, wrestling and athletics, which are usually performed at the National Amjadieh (13/4), Mohammad Reza Shah (G8) and the Farah Pahlavi (F6) stadiums.

Other sports include:

**Bowling:** There are two bowling alleys – one at the City Recreation Centre, tel. 26 30 31-5, Shemiran Road, in Gholhak, and the other at Mecanir, outside the city. Shoes and balls can be hired.

**Golf:** There is an 18-hole golf course to the south of the Hilton Hotel. Contact the Imperial Sports Club, tel. 29 31 01-09.

**Riding:** Rates are from Rials 200 per hour. Contact the Imperial Sports Club, tel. 29 31 01-09.

**Hunting and Fishing:** Hunting in Iran is excellent – a week-end trip can produce ibex, moufflon, bear and other game. There is good trout fishing at Karaj Dam, and in many of the rivers near Tehran. Contact the Game Council, Varzesh (F8/9), tel. 83 27 91-4.

**Mini-Golf:** Two courses provide great entertainment – near the Vanak Hotel on Pahlavi Road.

**Skating:** At the Ice Palace, Pahlavi Road, tel. 68 63 96-97.

**Skiing:** Excellent skiing for three or four months of the year. Centers are at Ab-Ali, 40 miles (60 km) east, Shemshak, 40 miles (60 km) and Dizin 45 miles (70 km) northwest of Tehran. All have ski lifts.

**Snooker:** Midtown Club, 1000 Shah Avenue, tel. 66 12 84. Facilities for snooker, billiards, carambol, mini-bowling, darts etc. Pizza and beer bar.

**Swimming:** Indoor swimming pools open to visitors are at the Ice Palace, Pahlavi Road, tel. 68 63 96-7, and at the winter swimming pool, Bijan, Vanak Sq., tel. 68 68 60.

**Tennis:** A number of hotels have courts. Try the Royal Tehran Hilton and the Vanak Hotel. Some of Tehran's foreign clubs have courts. There are public courts at the Amjadieh Stadium, Roosevelt, tel. 82 21 11-5.

While in Tehran, be sure to visit a Zurkhaneh, one of the innumerable "Houses of Strength" where Iran's most ancient of traditional sports, consisting of rhythmical body exercises, performed to chanting and drums, is staged. You can see this sporting spectacular at the Bank Melli Sports Club or the Bashga-he-Varzesh by telephoning 32 39 71-4 for an invitation.

## Climate and clothing

Summer is usually hot and dry, with days of low humidity, fluctuating in temperatures around 95°F (35°C). Winters are rarely dropping below 23°F (-5°C). You will need lightweight clothing in summer, and in winter it is advisable to bring warm clothing plus a top coat.

The average monthly high and low temperatures are:

	Max.		Min.			Max.		Min.	
	°F	°C	°F	°C		°F	°C	°F	°C
January	47	8	30	-2	July	98	36	73	23
February	51	11	32	0	August	95	35	71	22
March	60	16	39	4	September	88	31	66	19
April	70	21	49	9	October	25	25	54	12
May	83	28	59	15	November	61	16	42	5
June	92	33	67	20	December	50	10	33	1

Please note that the Muslim religion requires that a certain dress etiquette be observed. Shoes should be removed on entering a place of worship and it is considered good manners to wear something dark in color (no sleeveless or off-the-shoulder dresses). Ladies must also cover their heads with a scarf or shawl when visiting a holy shrine.

## Religious services

**Catholic:** Cathedral "Consolata", France (F6).

**Episcopalian:** St. Paul's Church, Elahieh (north of H1).

**Presbyterian Church:** Ghavam Saltaneh (G7).

**German Lutheran Church:** Morshed in Gholhak (north of L1).

**Armenian:** "St. Mary", Ghavam Saltaneh North (G6).

**Orthodox Church:** 104 Roosevelt (I4).

**Greek:** "Evangelismo", Roosevelt (I4).

**Jewish:** "Haim", 12 Ghavam Saltaneh (G8).

**Seventh-day Adventist Church:** 11 Pahlavi (E4).

**Community Church:** International and Interdenominational, Saltanatabad (northeast of L1).

**Gurudwara Sikh Temple:** Khayyam (I6).

**Zoroastrian Fire Temple:** Ghavam Saltaneh North (G6).





### **Our Special Meal Service**

*If your diet is governed by religion, health, or regional preference, or if you need something different from the regular menu, ask your SAS office or travel agent about the SAS Special Meal Service.*

*This extra SAS service allows you to preorder from eight different categories of special meals – 70 dishes, among which we are sure you will find a meal to suit your individual taste, or that of your children.*

