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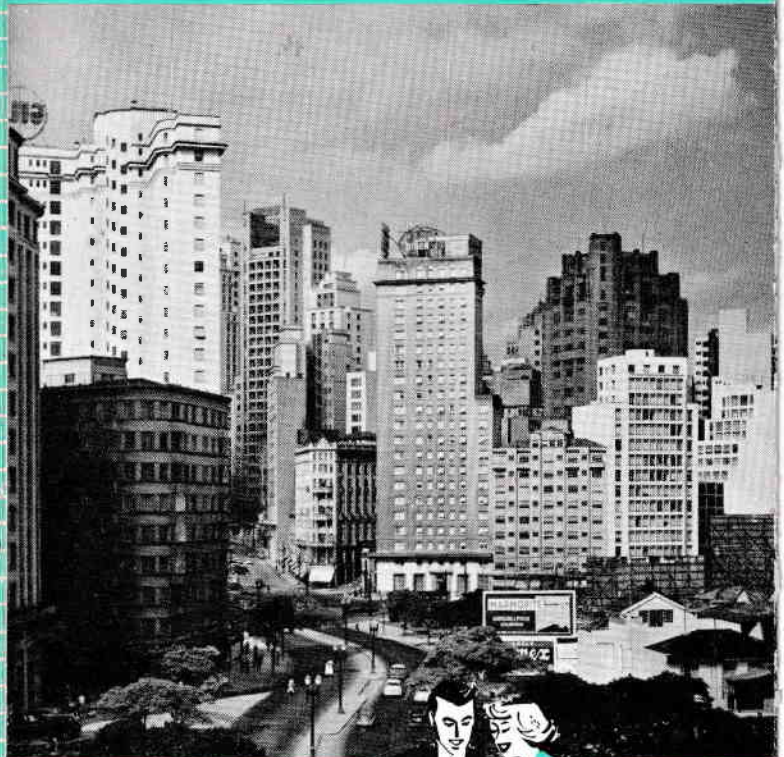
As part of that service, SAS has prepared a collection of City Portraits. You are holding one in your hands right now. As you read it in the entire city opens to you . . . its history, its people, its sights and delights. The research for this Portrait was done by SAS travel experts. And all information is from official sources. New Portraits are being prepared to cover all 84 cities in 42 countries on 5 continents served by SAS. Ask for the one you want when you arrive at your destination. And use it as part of your wonderful journey on SAS . . . transatlantic or transpolar between the U.S.A. and Europe . . . directly over the North Pole between Europe and the Orient . . . to Africa or South America . . . or 'round the world between where ever you are and wherever you want to go'.

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SAS CITY PORTRAITS

# São Paulo

SAS

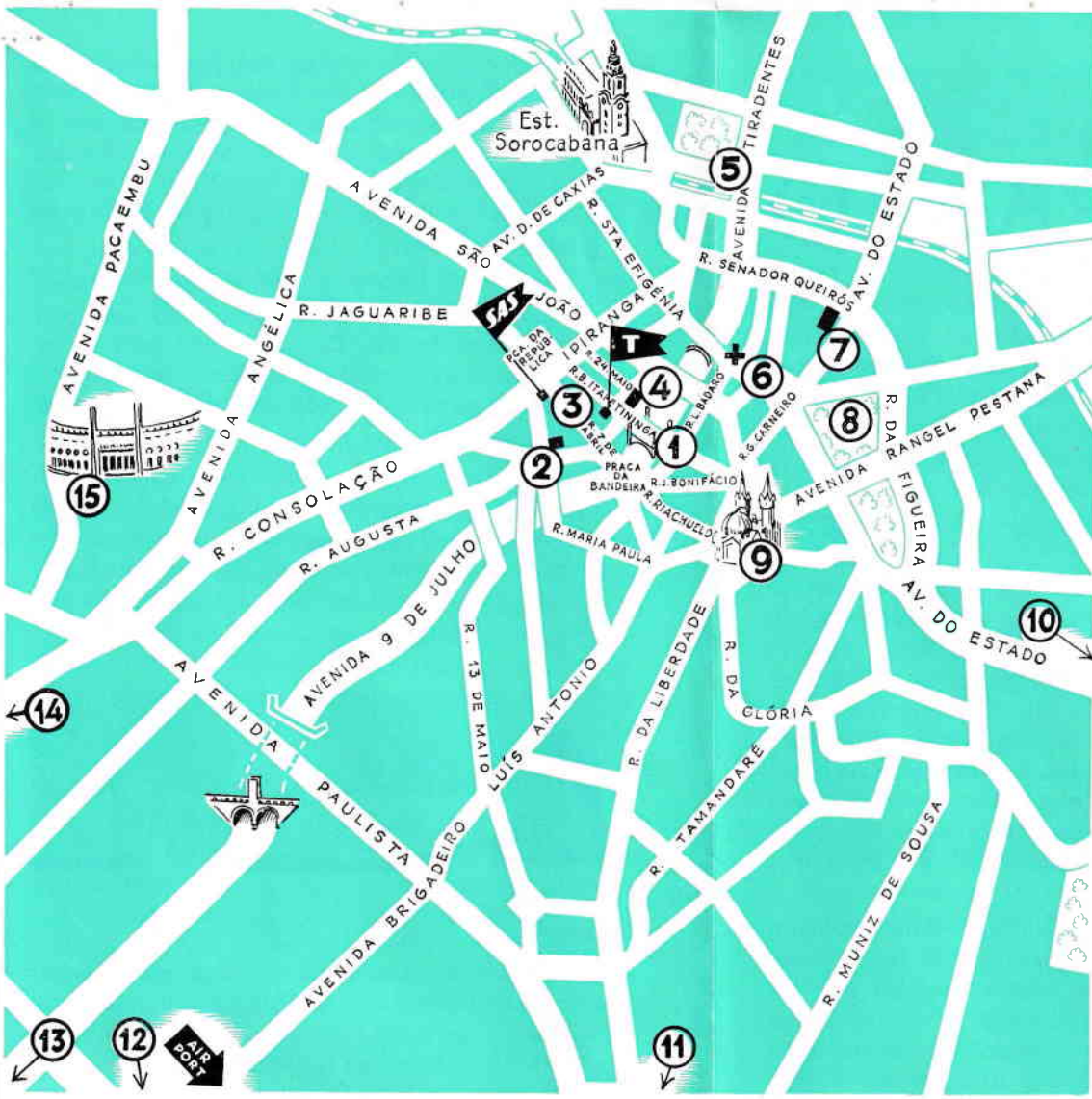


Skyscrapers give the City a  
fascinating Face



**SCANDINAVIAN AIRLINES SYSTEM**





## Your First Hour in São Paulo

Scandinavian and English speaking SAS Ground Hostess will meet you at the staircase and guide you through the entrance to the Arrival Hall, where she also will assist you with passport control and customs inspection of your luggage.

Porters charge approximately 15 cruzeiros each piece of luggage. A taxi will cost you about 130 cruzeiros from the airport to center of São Paulo, and the trip takes 20 minutes. The bus service to town does not accept luggage.

Hotel reservations etc. will be made upon request by SAS personnel at the airport office.

The monetary unit of Brazil is the cruzeiro (Cr\$) which is divided into 100 centavos. In view of possible language difficulties, contact the SAS personnel for any kind of assistance. In addition, our ticket office in the center of São Paulo, at 80 Praça da República, is entirely at your disposal.

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

### Key to the Map:

1. Praça do Patriarca.
2. Biblioteca Municipal.
3. Museu de Arte de São Paulo.
4. Teatro Municipal.
5. Jardim da Luz.
6. Church of São Bento.
7. Mercado Municipal.
8. Parque Dom Pedro II.
9. The Cathedral.
10. Museu Paulista (also called Museu do Ipiranga).
11. Parque do Estado.
12. Parque Ibirapuera.
13. Hipódromo Paulistano.
14. Butantán Institute (Snake Farm).
15. Estádio Pacaembu (Municipal Stadium).

**SAS** SAS Ticket Office: 80 Praça da República (Corner of Rua 7 de Abril). Tel.: 35-3463 and 35-5968.

No coach-service to the airport.

**Y** Tourist Information Office: 111 R. Barão de Itapetininga. Tel.: 35-7104.

Open: 8—11:30 AM and 13:30—18:00 PM.

### One Hour's Walk Around São Paulo

Taking as reference point, SAS office at the Praça da República, an "Hour's Walk" around the neighbourhood will help you get acquainted with a few commercially important streets.

Going down the Avenida Ipiranga, turn to the right entering Rua Barão de Itapetininga where most of the fashion shops are located as well as the Jewelers, "Cafeterias" and travel agencies.

At the end of this street, on the square called Praça Ramos de Azevedo, Mappin & Webb's Department store is on the right, the Municipal Opera House is to your left, and straight ahead the "Tea Viaduct" connecting this square with another called Praça do Patriarca with San Francisco Church.

Turning left at Praça do Patriarca, walk down Rua Libero Badaró passing the City Hall Chamber; then turn left again entering Avenida S. João. One block up is the City Post Office and a smaller viaduct under the avenue.

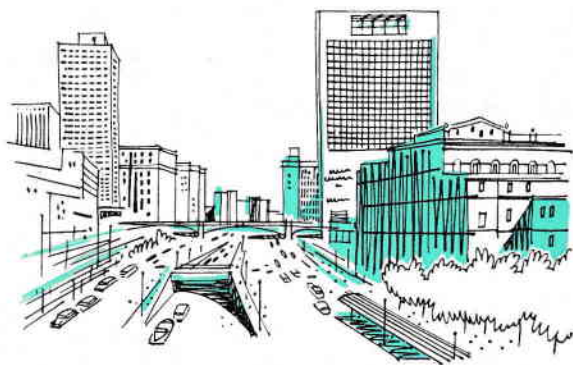
One block further, turn left and enter Avenida Ipiranga again near the Exelcior, Marabá and Terminus Hotels. Continuing straight ahead you'll pass another large square called Praça da República; a beautiful place with lawns, bird and animal cages, fish tanks and pools, statues and a children's play ground; the entire square is surrounded by tall skyscrapers. On the other side of this square there is a huge building, The State School for teachers, and facing this school is the SAS office, at the corner of Rua 7 de Abril.

# SÃO PAULO

SÃO PAULO, the capital of the Brazilian state of São Paulo, is the great industrial center of South America. With 3 million inhabitants, it is the fastest growing city in the world, often called the Chicago of South America. The visitor will be amazed at the rush and bustle which at all times of the day seems to characterize the life of this busy city, so unusual in Latin America.

São Paulo is located on a plateau 750—815 feet (230—250 m) above sea level. Although it was founded on January 25, 1554, when the first Mass in memory of the conversion of Saint Paul was celebrated in Brazil, it was not until about 1830 that São Paulo began to develop rapidly, when coffee began to be a product of real economic importance. In the 20th century, hydraulic power resources added to the development of the city's industry, workers were needed, and the population began to expand. As a result, railways and roads were extended; the port of Santos (today the leading coffee port of the world), developed into a gateway for this impressive, modern city.

The population of São Paulo is mixed. About one-fourth of the residents are of foreign origin, the largest group of these is the Portuguese, who — together with the Italians and the Spanish population form the predominant element among the immigrants. The second largest group is Germanic; Germans, Austrians and Dutch. When to these you add the minor national groups:



Syrians, Slavs, French, English and North Americans, you will understand that São Paulo is indeed a cosmopolitan city. No wonder most *Paulistanos* speak two or more languages in addition to their official Portuguese. This is a great advantage to the visitor, but in any case the *Paulistanos* will go to any amount of trouble to assist a person in difficulty.

The city itself is impressive, with its mass of modern skyscrapers, concrete viaducts, tunnels, parks and up-to-date residential districts. Despite its 400 years of existence, it is today a completely modern town where old city quarters are uninterruptedly cleared away to provide space for new structures and streets.

There are interesting sights in São Paulo and in its surroundings, sports and entertainment flourish, and if you plan your visit well ahead you will be able to secure first class hotel accommodations. Altogether, São Paulo is well worth a visit. You will certainly not regret your stay there.



## Hotels

São Paulo offers a good choice of de luxe and first class hotels. Most expensive is the Jaragua (40 Rua Major Quedinho) in the upper part of the skyscraper "O Estado de São Paulo". Belonging to the HORSIA hotel group, it offers every comfort. The charge for a single room with bath is Cr\$ 550, for a double room Cr\$ 700, breakfast not included. The Othon Palace (190 Rua Libero Badero) a modern 26 story building is also very good. Here the charge for a standard suite (bedroom and private bath) is single Cr\$ 350, double Cr\$ 600 (breakfast not included).

Other good hotels include the Esplanada (Cr\$ 330/450), the Claridge (Cr\$ 350/400), the Terminus. (Cr\$ 360/500), the Commodore (Cr\$ 350/450) and the Florida (Cr\$ 350/450).

Less expensive, but still acceptable to most visitors are the Ibia (Cr\$ 280/400) and the São Paulo (Cr\$ 250/350).



Except for the Jaragua and Othon Palace the prices quoted include breakfast, other meals being charged separately. Beside these hotels there are many cheaper hotels and boarding houses. In general, however, these are not recommended to foreign visitors.



## Food and Restaurants

Generally speaking meals are of European style, and most of the hotels advertise the fact that their food is prepared by an Italian, French or German chef. Fish, roast, beef, potatoes, rice, cold meats, chicken and a variety of vegetables and salads are served throughout the year. The Brazilian national dish is brown beans and rice, and a special week-end dish, very typical of Brazilian cuisine, is *Feijoada*, black bean stew; tasty but perhaps somewhat indigestible for people not used to it. Garlic, pepper and onions are popular in local dishes which are better in the native restaurants than in the international hotel restaurants.

If you wish to sample local food, you will most certainly come across the unsurpassed Bahia dishes, which show African Negro influence. Fish plays a main part in many of the local dishes, either in a sort of thick chowder or as an entree with rice and vegetables. Very often fish is served with a manioc flour and shrimp sauce. *Pivarucu*, the largest fresh-water fish, is extremely popular and shrimp is prepared in numerous ways. One of the most delicious shrimp dishes is *Empadinhas de camarão* (shrimp patties) made of shrimp, olives and hearts of palm baked in a flaky pastry. You will also like *Churrasco*, one of the "gauchos" favorites, the main feature of which is a tender piece of grilled filet served with manioc flour. Besides the dishes already mentioned there is a good choice of game, including venison, wildfowl, and paca. For dessert there is always a wide choice of typical fruits, such as bananas, pineapple, alligator pears, oranges, and the lesser known manga and papaya.

São Paulo has excellent beer and wine. There are good nonalcoholic beverages as well, such as a drink made from guarana berries which is said to have miraculous

qualities; *cajú*, *bacuri*, *cupuacú*, *maracujá*, *pitanga* and a sweet drink made from coconut.

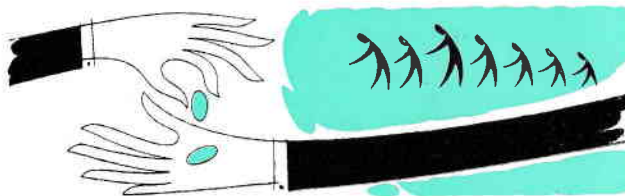
On the strong side you are sure to meet the local rum, *Cachaca*, sometimes called *Agua Ardente*, made from sugar cane. It is an excellent cocktail mixer, and forms one of the ingredients of popular cocktails: *Batida*, *Rabo de galo*, *Leite de camelo*, just to mention a few of the drinks characteristic at cocktail parties in São Paulo. All restaurants serve also whisky, gin and other popular international drinks, but imported drinks are rather expensive.

In addition to the international restaurants of the leading hotels here are some other first class restaurants, addresses of which you may obtain from your hotel porter or from the SAS office:

International cuisine: Giordano; Fasano; Gigetto; Bon Voyage (drive-in-restaurants); Spadoni and Casa Anglo-Brasileira.

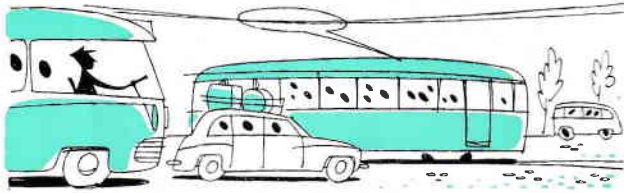
Foreign restaurants: La Popote (French); Le Arcate (Italian); Zillertal (German). This list is far from complete, but it will help you to find a suitable place for a good meal on your arrival. Later on you will, no doubt, wish to visit some other places, after you have got better acquainted with the city.

In the restaurants mentioned a meal will cost you approximately Cr\$ 300, including a cocktail before you start and a beverage to take with the meal. The usual lunch hours are from 11:30 AM to 2 PM, and dinner is generally served from 6:30 PM to 1 AM.



## Tipping

In general one tips about 10 % of the amount spent. This also applies to taxi drivers. When a special service has been rendered, and in case you find the service better than the average, a supplementary tip, while not expected, is a good way to encourage those serving you — and it is likely to improve service for the next visitors to come.



## Transportation

One utility which has not been able to cope with São Paulo's rapid expansion is the Public Transport System. In fact the trams and the buses, of which there are many, are as a rule very crowded, and the visitors would do well to avoid. Instead they may avail themselves of the so-called *autolotação*, roomy taxis running between certain fixed points. They are a little more expensive than the trams and the buses, but cheaper than regular taxis; in fact the fare is calculated on the expectation that 5—6 passengers will divide it.

Regular taxis charge about Cr\$ 8 per km, and for long runs it is a good idea to arrive at an agreement beforehand. The fares for trips within the city area would be approximately Cr\$ 150 each hour.

## Sights

There are some very interesting sights in São Paulo, the most important of which are listed below marked in figures on the map. If your time is limited, you are advised to visit at least those places marked \*.

- (1) *Praça do Patriarca* (Patriarch's Square). This is a good spot to start an exploration of the city. Originally it was the center of the city, but today, after São Paulo's enormous expansion, this is just one of the many busy spots of the business center. Nearby — under the viaduct ("Viaduto do Chá") — runs the impressive Avenida Anhangabau, a beautiful and important thoroughfare. On the opposite side of the Avenida, modern high buildings rise above the busy traffic; among them the 25-story Martineli building offers a wonderful view of the city and the countryside around it.
- (2) *Biblioteca Municipal*. Founded in 1925, this important library is now housed in a fine 22-story building. The tower houses altogether 400,000 books.
- (3) *Museu de Arte de São Paulo*, Rua 230 7 de Abril. Collections of old and new paintings and sculpture by Brazilian and foreign artists.
- (4) *Teatro Municipal*, Praça Ramos de Azevedo. Built in 1911, this beautiful building is the center of São Paulo's musical life (check the newspapers to see what is on, when you happen to be in town). The season is from May to December, and the performances usually start at 9 PM.

- (5) *Jardim da Luz*. A beautiful park with flowers, palms and statues. Nearby are the Estação Luz and Estação da Sorocabana railroad stations. Also near the park is the *Pina-coteca do Estado* with excellent art collections.
- (6) *The Church of São Bento* (Largo São Bento). A spacious Romanesque structure with a monastery and a school adjoining.
- (7) \**MERCADO MUNICIPAL* (The Municipal Market). All kinds of fruits, flowers, vegetables, groceries, meat, fish and birds are on sale. It is one of the most modern institutions of its kind, and one of the busiest places in the city, which means something when you're talking about São Paulo. Besides the Mercado Municipal there are street markets in the various residential districts of the city.
- (8) *Parque Dom Pedro II*. A spacious and beautiful park through which flows the river Rio Tamandatei.
- (9) *The Cathedral*. At the southern end of Praça de Se square stands the new Cathedral of São Paulo — an impressive, large building, in pseudo-gothic style.



- (10) \**MUSEU PAULISTA*. The Ipiranga Historical Museum is situated at the entrance to the Ipiranga park, about 5 miles from the city on the Hill of Ipiranga where — on September 7th, 1822 — Dom Pedro I declared Brazil independent. It is a large building with fine collections of paintings and relics of the colonial period. The park contains the original mud hut where Dom Pedro spent the night before the historic proclamation. There is a fine view of the city from the hill, and in front of the museum stands an impressive monument commemorating Brazil's independence.
- (11) \**PARQUE DO ESTADO*, the Municipal Park, is famous for its orchid garden, the Orquidario Paulista. The Park itself is preserved in a simple rustic style, and it is one of the favorite spots for the Paulistans picnics.
- (12) *Parque Ibirapuera*. The city's exhibition area with many modern architectural structures.
- (13) *Hipódromo Paulistano*, or Jockey Club. Races are held here every Saturday and Sunday. The race course is situated in one of the most elegant districts of the city.
- (14) \**The BUTANTAN INSTITUTE* or Snake Institute is, perhaps, São Paulo's most famous institution and a sight which no visitor should miss. It is situated about 6 miles south-west of the city center, and the best way to get there is by car. Admission hours: 8 AM to 4 PM. The institute is famous for its research in the field of serums, one of

which has reduced death from snakebite in Brazil by 80 per cent. The keeper will extract poison from a snake if you wish to see this done.

- (15) *Estadio Pacaembu*, the new Municipal stadium is one of the largest and finest in South America. 80,000 spectators can be accommodated around the central field, which is laid out for football (soccer). Surrounding the field is an eight-lane, 400 m track. 3,500 people can be accommodated in the gymnasium, and around the outdoor swimming pool another 4,500 people can watch the competitions.

## Excursions

If you have time left over, here are some suggestions for worth-while excursions.

*The Eldorado Beach and Sete Praias*, on Santo Amaro Lake, a new reservoir built by the São Paulo Light and Power Co., is a popular week-end and picnic resort. You may go by tram or bus (Cr\$ 40 return fare) or by the station wagon of Hotel Terminus, which leaves on Saturdays at 1 PM, on Sundays 8:35 AM, and returns at 5 PM. The beautiful landscape and the excellent Sete Praias Hotel draw many people out here.

*Horto Florestal and Parque da Cantareira*, a few miles north-west of São Paulo (go by tram to Cantareira station or by bus to the vicinity of the park). Here, in the beautiful park surrounding a lake, is an experimental forestry station with an interesting museum showing specimens of Brazilian wood and wood products. The Horto Florestal, in which species of the flora of the Brazilian woodland can be seen, is nearby.

*The Santo Amaro Dam* (40 minutes by tram, or 30 minutes by bus from the city center) is a popular sailing resort. From here you may continue by bus to the lake which provides water for the hydro-electric power plant at Cubatão.

*Santos*. Your visit in São Paulo is not complete if you do not take an excursion to Santos, the leading coffee port of the world. Not only are the city (population 300,000) and the harbor interesting, but the 35 mile



(56 km) trip leads through a very picturesque landscape. Santos has good hotels and beautiful beaches. A stone's throw from Santos is Guarujá, the meeting place of fashionable society, with comfortable week-end cottages and fine apartment buildings. It is indeed an ocean jewel which all visitors to South America ought to see. Round trip bus fare São Paulo—Santos costs about Cr\$ 120.

*Trips to the far West:* From São Paulo you have an opportunity to visit the state of Paraná and see the famous waterfall Sete Quedas (the Seven Falls), known in Argentina as the Guará Falls). The famous Iguassú Falls are also easily accessible. In case you are interested in one of these outstanding excursions, which are taken by plane, let the SAS office advise you.

*Visit to a coffee plantation:* If you care to visit a coffee plantation, just ask the SAS staff — they will make arrangements for you to include this unusual experience in your program.



## Shopping

The best shopping district is around the Municipal Theater (No. 4 on the map), with fine shops and lovely goods on display in the windows. The streets Barao de Itapetininga and Rua 24 de Maio (both near Praça da República), and the Avenida Ipiranga are among the best streets in which to go shopping.

Business hours are from 8 AM to 12 noon, and — except on Saturdays — from 2 to 6 PM. As in Rio, the favorite choices among visitors are precious and semi-precious stones: topaz, amethysts etc., miniature engraved wooden chests and silver decorated jewel boxes, artistic silver coffee spoons, jewels formed as butterflies, leather goods and many other nice things you'll want to take home with you as gifts or as souvenirs. It is a pleasure to go shopping in São Paulo, and in the bigger shops and stores you will have no difficulty in being understood. In most of these places shop attendants understand English, French, German, and other foreign languages.



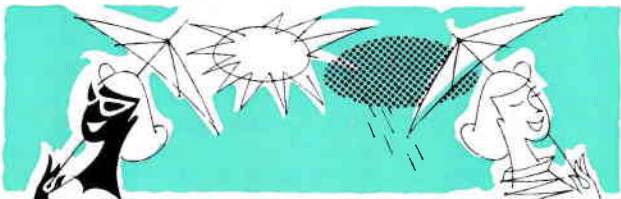


## Entertainment and Night Life

In comparison to other large cities, São Paulo has little to offer in the way of night life. There are a fair number of good movie houses showing modern English and American films. Theaters normally give Brazilian plays, but the Municipal Theater is the place to go for concerts, opera and ballet. The season is approximately from May to December. There are a number of night clubs, most popular of which are the Boite Lord (Hotel Lord), Boite Zillertal, Stork Club, Monte Carlo, Boite Oasis, Claridge Bar & Restaurant, Jardim de Inverno Fasano, African Boite, Othon Grill, Symphonie Boite, and the Commodore Grill.

## Climate and Clothing

Being situated in the Southern hemisphere, the seasons are reversed in São Paulo as compared to Europe and North America. Thus, on the calendar summer begins on December 22nd, autumn on March 21st, winter on June 21st, and spring on September 23rd. Since the climate in São Paulo is variable, these dates are really



just an indication. Normally, during summer, autumn and spring, it is advisable to wear light clothing, as the temperature tends to be hot. Nevertheless, it is still wise to have a warm suit or dress handy, because in São Paulo you sometimes will experience the climate of all four seasons the course of a few days. The winter season is humid and penetrating and woolen clothing, socks and gloves are essential.

Formal dress for evening is gradually dying out. Only

on very few occasions will you need it and then it can be hired through your hotel porter. He will also make arrangements for laundry and dry-cleaning.

## Sports

São Paulo is a year-round sports city. The most popular sport is football (soccer) and the principal matches are usually played at the Estadio Municipal (No. 15 on the map), which is also the scene of other athletic and swimming contests.

Horse-racing takes place at the hippodrome of the Jockey Club (No. 13 on the map), while trotting races are held at Villa Guilherme (north-east of the city center).

Golf, tennis, sailing, swimming, boxing etc. may be watched or participated in at any the numerous sporting clubs. Let the SAS staff assist you to obtain the necessary contacts.



## Public Holidays

Shops and offices are closed on the following official holidays; January 1st (New Year's Day); January 25th (The Day of foundation of São Paulo); February Carnival (Two days before Ash Wednesday — the major popular celebration of the whole year and a thrilling experience to the visitor); March 30th (Catholic Holiday); April 21st ("Tiradentes" — Martyr of Independence Day); May 1st (Labor Day); May 31st (Corpus Christi Day); June 29th (St. Peter's Day); August 15th (Catholic Holiday); September 7th (Day of Independence of Brazil); November 2nd (All Souls' Day); November 15th (The Proclamation of the Republic); December 8th (Catholic Holiday); and December 25th (Christmas Day).

