

SAS CITY PORTRAITS

Madrid

SAS



Monument to Cervantes
in Plaza de España



SCANDINAVIAN AIRLINES SYSTEM



One Hour's Walk Around Madrid

Start at the SAS office in Plaza de España. Here you can see the Spanish Building (Edificio España), the highest building in Madrid, the Tower of Madrid, which will be even higher when finished, and the Monument to Cervantes. Walk along Calle de Bailén, past the Royal Palace (now a Museum) and its gardens. Continue on Calle Mayor, through part of the old town, as far as Puerta del Sol, the old center of Madrid. Follow Calle de Alcalá to Plaza de Cibeles, with Cibeles' Fountain, Post Office and Bank of Spain. Turn back along Calle de Alcalá to Av. José Antonio — Gran via — the center of modern life, where the most beautiful and elegant shops are found. At the end of Av. José Antonio, you will be back at the Plaza de España.

Key to the Map:

1. Museo del Prado.
2. The "El Retiro"-Park.
3. Museo del Ejército (Army Museum).
4. Museo de Artes Decorativas, and Museo Naval (Maritime Museum).
5. Puerta de Alcalá (City Gate).
6. Museo Nacional de Arte del Siglo XIX.
7. Museo Lazaro Galdiano (Small Collection of Art and Furniture).
8. Puerta del Sol.
9. Plaza Mayor.
10. Plaza de la Villa (with the City Hall).
11. Plaza de Oriente.
12. Palacio Real (Royal Palace).

SAS SAS Ticket Office: Edificio España, 88 Avenida José Antonio. Tel.: 47 17 00 and 47 69 34.

Air Air Terminal and SAS Branch Office: "Iberia", 4 Plaza de Canovas del Castillo. Tel.: 21 82 30/31.

T Tourist Information Office: 2 Medinaceli (near Palace Hotel). Tel.: 21 12 68 and 22 28 30.

Your First Hour in Madrid

After arriving at Madrid Airport, you will be met by an SAS representative who will accompany you to the Arrival Hall (La Entrada) where currency, passport and customs control take place. The customs official puts on white gloves to examine your luggage—an indication of the dignity and courtliness of the people. In this hall you may change your money and ask the information clerk for help with any questions or problems that you might have. You may be pleasantly surprised to find, as you leave the Customs Hall, that a picture, cleverly taken of you as you left your plane, has been developed in post-card size and is on sale for a few pesetas.

Monetary unit in Spain is the peseta, and there are 42 pesetas (Pts) to one US dollar and 117.60 pesetas to one £ Sterling if purchased in Spain. You may take up to 10,000 pesetas into Spain—to be declared on arrival—but not more than 2,000 pesetas out of the country. Foreign currency must also be declared upon arrival to secure re-export. You may take out the amount declared on arrival, less the sum legally changed and stated in the money declaration.

If you are flying on from Madrid 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.

MADRID

Madrid, capital of Spain, is one of the top-ranking cities of the world, an artistic and cultural center of great interest and one of the finest tourist centers in Europe. Here the past and the present intermingle gracefully, yet each preserves its own special and exciting flavour. The new part of the city boasts modern broad avenues, green promenades, parks and public gardens, while in the old town, you will see narrow streets and quaint buildings. The Spanish count the age of Madrid from 939 AD. It was then that the small, strongly fortified Moorish town was occupied by the Christian army of King Ramiro II of Leon. After changing hands again, the Moorish rule ended once and for all in 1083 when the town was occupied by King Alphonso VI. The mosque was transformed into the church of "Our Lady of the Almudena", and on the site of the former Moorish fort a castle was built as the residence of Christian kings. Philip II later chose Madrid as the capital because it was the geographical center of the Iberian Peninsula.

The average citizen does not know many languages, but French is widely spoken, and, in larger shops and hotels, English and German. You will find the people hospitable, kind and courteous, though formal.



Hotels

Madrid is well provided with hotels in all classes. De luxe, first and second class hotels are best for visitors, and although hotels of a lower class may be good, it would be best either to see the rooms beforehand or take them only at the advice of a travel agency or friend.

Hotels in Madrid are clean, with good facilities and service, and the best are equal to de luxe hotels in any city of the world. At time of writing, prices are about Ptas 70—230 for a single room, and Ptas 85—190 additional for full pension. Full pension rates apply only if your stay in one hotel exceeds 2 days.

In the de luxe category the Castellana Hilton (55 Paseo Castellana), Ritz (Plaza de la Lealtad), Wellington (8 Velazquez) and the Palace (7 Plaza de las Cortes) are all leading hotels. The Ritz is elegant, quiet, small and expensive, and it is necessary to make reservations well in advance. The new Castellana Hilton is large, with ultra-modern decor, a lovely garden patio and an elegant dining salon. The Rendezvous Room here is one of the top supper clubs in the country. Although its location is not very convenient to the center of town, it is partly air-conditioned, and the rooms are nicely furnished. The Wellington, only four years old, is a favorite with visitors. All rooms have private baths, the atmosphere is intimate, there is a cozy bar and a good restaurant. The Palace is one of the largest hotels in Europe — 800 rooms with bath. The bar is one of the favorite spots in the city, cuisine is tops and service impeccable.

The Fenix (Paseo Castellana) is a leading first class hotel opened in 1955, with modern furnishings, terrace restaurant and garden, and good service. Other well-known first class hotels are the Nacional (48 Paseo del Prado), Mercator (123 Atocha) and the Florida (2 Plaza del Callao).

Among the good second class hotels we might suggest the following: the Mora (32 Paseo del Prado), International (19 Arenal) and the Atlantico (38 Avenida José Antonio).

Those wishing to stay at pensions may enjoy either the Hostal Amaya (12 Avenida José Antonio) or the Isamar (32 Jorge Juan) — to mention only two of the many good pensions. Both are clean, serve good food and are centrally located.

Restaurants

Spanish food is diverse, savory and abundant. You may order "international" dishes, but the local specialities are so good that you really ought to try at least some of them. Among visitors' favorites are *paella* (rice, spiced and cooked with chicken and seafood); *bacalao a la Vizcaina* (Biscayan cod-fish); *gazpacho* (a delicious Andalusian cold soup); *cochinillo asado* (roast suckling pig) and *perdiz estofada* (smothered partridge). Try *langosta* (lobster) and the excellent roast lamb. A complete meal usually consists of hors d'oeuvres, or soup, a fish and a meat dish, cheese, pastry and fresh fruit of all kinds.

This will cost from about Ptas 45 in an inexpensive restaurant to Ptas 200 or more in de luxe establishments. An average price for lunch is about Ptas 80 for a good meal.

It may take you a while to get used to meal hours in Spain, for here people take life at a leisurely pace. A continental breakfast of coffee, bread, butter and jam is eaten about 9 AM. Lunch is served between 2 and 3.30 PM and dinner (often a lighter meal than lunch) starts at 10 PM or later. If your appetite is too unaccustomed to such late hours, you may find restaurants which will serve you earlier.



If you follow local custom, you will take a "siesta" after lunch for an hour or so. Shops and offices are closed during this time and it is a wonderful chance to catch up on your rest after a morning of sightseeing or shopping. Before dinner almost everyone enjoys an appetitif, perhaps sherry—a very good and dry one is the *Manzanilla*. With meals you can choose from a wide variety of Spanish wines; those of the Rioja and the Valladolid Districts are very famous. You might try *Viña Pomal* or *Marques del Riscal* among the red wines or *Cepa Rbin* or *Monopol* among the white. *Sangria* is a wine punch in which fruit, sugar and soda are mixed together. If you like wine with your dessert, try the *Malaga* or a *dulce*, sweet sherry.

There are de luxe restaurants in the hotel Commodore (33 Plaza de la Republica Argentina) and Hilton (55 Paseo de la Castellana). The Jockey Club (6 Amador de los Rios), is one of the finest restaurants in the world, as is Horcher's (6 Alfonso XII). All are expensive but worth it.

To mention but a few of the many other good restaurants, La Romeria Andaluza (4 Calle Barcelona) offers Andalusian entertainment, and la Barraca (29 Calle Reina) is another popular favorite. Villa Rosa (150 Carretera de Hortaleza, Ciudad Lineal, about 15 minutes from the center of Madrid), is unexcelled for summer dining, dancing and entertainment.

Entertainment and Night Life

The Español and the Maria Guerrero are the two leading theatres of Madrid. Performances usually begin at 11 PM

and are, of course, given in Spanish. Foreign opera and ballet troupes often visit Madrid, and there are many cinemas showing international films, dubbed into Spanish. The National Orchestra, the Philharmonic Orchestra and the Symphony Orchestra give concerts in Madrid during the winter season, and in spring and autumn concerts are often held in the Monumental Cinema and Palace de la Musica. Perhaps you'll have a chance to hear the Municipal Band of Madrid in the Retiro Park; concerts are held during spring and summer.

Night life begins late in the evening after dinner. Some of the more popular night clubs are the Rendezvous Room at the Castellana Hilton and the Villa Rosa (during the summer) La Taberna Gitana (17 Mesonero de los Romanos) is popular and features gypsy entertainment. Admission fee, including one drink, varies from Ptas 75 to 150 per person. For really exciting authentic flamenco dancing, don't miss the Zambra (7 Ruiz de Alarcon), near the Ritz Hotel) which has almost continuous performances of marvellous dances and haunting songs. It's expensive though. The Rex (43 Avenida José Antonio) has good orchestras, charming decor and is very popular. Reserve in advance.

If you hesitate to try the clubs on your own, you can easily join one of the escorted Night Tours. The standard Tour at Ptas 175 and the de luxe Tour at Ptas 350 are both recommended. You'll be picked up at your hotel at 10 PM and the tour continues until 2 AM. This is a very good way to get an impression of the night life of Madrid, since the tour visits the old part of the city as well as the new clubs. See your travel agent, your hotel porter or ask at the SAS office for further details.



Sights

The best way to see the city is to join a guided sight-seeing tour. One morning tour starts at 9.45 (you will be picked up at your hotel) and includes visits to the Royal Palace and the Prado Museum, ending at 1 PM. An afternoon tour includes visits to the Rastro with its typical antique shops and the Cortijo de los Mimbrales, a bull fighting school where you can sip Spanish wine as you watch the *novilleros* training. This tour starts at 4 PM and ends at 7.30 PM. Either tour costs Ptas 75 plus a tip of Ptas 10—15 to the guide and driver of the coach.



A few of the more important sights are listed below. The numbers correspond to the map:

- (1) *Museo del Prado*. One of the world's richest collections of paintings, more than 3,000 pictures. Foremost, naturally, rank the Spanish masters: Murillo, Velazquez, Goya, El Greco, Ribera and Zurbaran, but Dutch, Flemish, Italian, French and German painters are also represented. Here for example are works by Durer, Van Dyck, Rubens, Titian, Veronese, Rembrandt and more. Admission hours: 10 AM to 5 PM.
- (2) *El Retiro*. This beautiful park was created during the reign of Philip II. The main entrance is on the Calle de Alfonso XII, near a small lake, El Estanque Grande, with boats which you may hire. You will find pleasant walks in the park with fountains, sculptures, temples and colonnades. The south-east corner is considered the most beautiful. The Madrid Zoo is located here and the Botanical Gardens are just across Calle de Alfonso XII.
- (3) *Museo del Ejercito* (Army Museum, Calle Mendez Nuñez). A weapons collection from the harquebus to the modern rifle is the main feature of this museum. Admission 10 AM to 1 PM and 4 to 6 PM.
- (4) *Museo de Artes Decorative* (Decorative Arts) and Museo Naval (Calle de Montalban). In the first you will see a collection of ceramics, textile materials, tapestries, furniture, leather work etc., mainly of Spanish manufacture. The Museo Naval is the Maritime Museum with interesting representations of Spain's history. The most popular relating to this great explorer. Admission 10 AM to 1.30 PM.
- (5) *Puerta de Alcalá*. A triumphal arch from 1778 at what was then one of the city gates, created by the architect Sabatini to commemorate the entry of Charles III to the court.
- (6) *Museo Nacional de Arte del Siglo XIX* (20 Avenida de de Galvo Sotelo). Works by contemporary artists who have been honored in National Exhibitions. Admission from 10 AM to 2 PM.
- (7) *Museo Lazaro Galdiano* (122 Calle de Serrano). Once a private art collection, and now owned by the state, it has a fine group of paintings and also furniture, china and moulded and chiseled silverware from the 15th and 16th centuries. Admission from 10 AM to 2 PM.
- (8) *Puerta del Sol*. The main square of the city.
- (9) *Plaza Mayor* was the center of life in Madrid during the 16th and 17th centuries, where bullfights took place on important feast days. The buildings framing the Plaza Mayor were originally erected by order of Philip III and it is estimated that approximately 50,000 spectators could watch the events. The equestrian statue of Philip III was

the work of the sculptor Philip of Burgundy and has stood in the square since 1848. Walking south on Plaza Mayor by the lovely arcade of Cuchilleros, you will come across typical inns and restaurants such as El Pulpito, Casa Botin and Las Cuevas de Luis Candelas. Continuing along the Calle de Toledo, you will reach the Plaza de Cascorro where the famous Jumble Market (El Rastro) takes place and is, on Sundays especially, a great attraction for visitors.

- (10) *Plaza de la Villa*. Surrounding the square are the Ayuntamiento or Town Hall built in the 17th century, and two 16th century buildings, the Casa de Cisneros and the Torre de los Lujanes.
- (11) *Plaza de Oriente*. On Napoleon's orders this large square was built by demolishing a complete town district. Today the square is framed by statues of Spanish kings and in the center stands an equestrian statue of Philip IV, erected in 1640.
- (12) *Palacio Real* (the Royal Palace). The ancient Alcazar, which stood here previously, was destroyed by a fire in 1734. By order of Philip V, the Italian architect Giovanni Battista Sachetti built a new palace, which was started in 1736 and finished when the King took residence in 1764. The interior decorations are very beautiful, and a visit here is a thrilling experience, especially for art lovers. From the Palace Square there is a wonderful view of the lovely Palace Park.

If you have not already seen the Ciudad Universitaria on a sightseeing tour, try not to miss this modern University located in one of the most beautiful spots in Madrid.

Excursions from Madrid

Madrid is a wonderful starting point for excursions. Some of the most popular are:

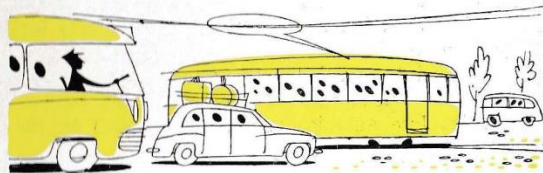
Aranjuez (28 miles/45 km from Madrid). This small town, formerly called Real Sitio (Royal Residence) provides a perfect example of Spanish life. Its Royal Palaces and Gardens are very wellknown as is the lavish Casita del Labrador. Coach tours leave 9.45 AM, returning at 7 PM. Price Ptas 175.

El Escorial (31 miles/50 km) is noted for the architectural beauty of the monastery built by Philip II. This enormous building houses a notable collection of books and paintings, and you can also see the Royal tombs if you wish. Lunch is served on the terrace of the Philip II Hotel. El Escorial is beautifully situated at the foot of the Guadarrama range.

Toledo (42 miles/67 km) is probably number one among excursions, and if your time is limited, this should be your choice. Toledo is generally regarded as the most characteristic remnant of the days of Spain's imperial glory and it bears as well the stamp of the earlier Moorish period. The landscape is typical of the high Castillian plateau, abruptly cut by the River Tagus. Be sure to see the Cathedral, the El Greco Museum, El Greco's

House, the Synagogues and the Alcazar. Toledo contains an abundance of El Greco's finest works. Sightseeing coaches leave at 9.45 AM and return at 7.30 PM. It's a long day, but worth every minute. Price Ptas 200.

Segovia (59 miles/94 km). The outstanding sight of this town is the huge Roman aqueduct. Segovia is one of the oldest towns of Castille, with its romantic Alcazar and its Cathedral in purest Gothic style. See also the 12th century Romanesque Church of St. Martin and the Parral Monastery. Sightseeing coaches return to Madrid via Granja, where you may visit the Royal Palace and see the beautiful gardens with their magnificent fountains. Departure of sightseeing coaches: 8.30 AM, return about 8 PM. Price: Ptas 275.



Avila (68 miles/109 km). Another very old Castillian town which has preserved its ramparts from the Middle Ages. Inside the walls the houses are crowded and the streets narrow. The old Cathedral is very interesting. The sightseeing bus leaves Madrid at 8.30 AM, returning about 8 PM. Price Ptas 275.

The prices for these tours include luncheon en route and the services of a guide. Tickets are available through any travel agency. If you prefer, you can visit some of these towns by local bus which is less expensive, but at the same time less informative than a guided tour. Should you wish to make a more extensive tour of the entire country, it is advisable to make arrangements beforehand as hotel accommodations during spring and summer are heavily booked.

Shopping

The best shopping streets descend from Madrid's "Piccadilly", the Puerta del Sol, (No. 8 on the map). The Avenida de José Antonio also has many fine stores. Spain is paradise if you're looking for clothes, and tailors are excellent, especially for the ladies. Their work is beautifully styled fashion-wise and is performed quickly. Needlework, ceramics, leather goods, straw work, fans and Spanish brandy are also good buys. Hand-embroidered blouses cost from Ptas 300—600, tablecloths and napkins from Ptas 250—400, lace scarves about Ptas 100—400. Those famous Spanish fans cost Ptas 100—



400 and castanets at various prices are at the top of the souvenir list for visitors. You will find dolls in colorful regional costumes from Ptas 50—300.

Three good shops in Madrid specializing in genuine handicraft articles (attendants speak English and French) are: Mercado Nacional de Artesania (1 Floridablanca), Jardin de Modas (74 Avenida José Antonio, near the SAS office) Seleccion Arte Español (14 Mesonero Romanos) and Festival (44 Barquillo).

Recommended for the ladies are Annalise and Comar; the latter also operates a first rate mens' store. Loewe's (8 Avenida José Antonio) or Gil (16 Serrano) are the places for leather goods.

Three prominent department stores are: Galerías Preciados (Preciados 28—30), Almacenes Rodriguez (19 José Antonio), and El Corte Ingles (3 Preciados).

Shopping hours are from 9 AM—1 PM and from 4 to 8 PM (some shops may close a little earlier in the evening).

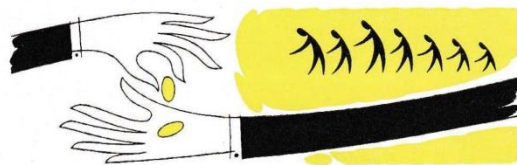
Bullfights and Sports

Although today more Spaniards watch football matches than bullfights, the latter are still highly popular, and are a traditional and a very typical part of Spanish life. You'll admire the matador's bravery, agility and grace as he meets the bull in a ritual handed down through generations. Before going to a bullfight, ask your travel agent or local tourist office for a booklet describing the rules as this will greatly add to your enjoyment.

Madrid's Monumental arena is the biggest in Spain, with a capacity of 30,000. You may buy your tickets in the official booking office at 9 Calle de la Victoria but usually visitors prefer to pay a premium of 20% and obtain them in the appropriate agencies; in both places tickets are available about two days in advance. Your hotel porter can provide the tickets for you for a small tip. Note that there are two main categories of ticket: "sol" (in the sun) and "sombra" (in the shadow), the latter category naturally being the more expensive. There are usually 6 fights to a performance and the season runs from Easter to the end of October. Fights generally take place on Sundays, but in summer they are often held on Thursdays as well.

There are two large football stadiums in Madrid, the Chamartin (125,000 seats) and the Metropolitano (80,000 seats). The season runs from the first Sunday of September to the end of May. If you are a tennis or golf fan, contact the Royal Club of Puerta Hierro or the Club de Campo for information about local facilities. Fishing is wonderful in Spain, especially for salmon, tuna and trout. Shoot pigeons at La Moraleja, 8½ miles (14 km) north-east of the city, and game in the mountains (Spanish ibex, chamois, stag, wolf, wild boar, deer, brown bear). The Club de Campo will give you full information on riding. Horse races are held on Sundays from March to the end of June, and from the middle of September to early November, in the Zarzuela Hippodrome, 5 miles from the city, and in the Casa de Campo park.

A special feature of Spanish sporting life is Pelota (known in the US as Jai-Alai). It is an old Basque game, played at three *frontons* or playgrounds in Madrid: Recoletos (with restaurant, 2 Villanueva), Chiki-Jai (19 Aduana) and Madrid (10 Doctor Cortezo). Here you may watch this interesting game and bet if you wish.

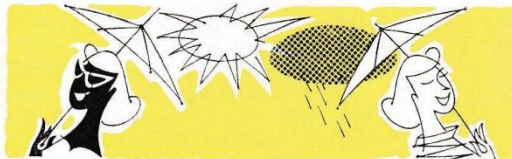


Tipping

Tip the porter and chambermaid Ptas 10—20 per day, depending upon length of stay. Restaurant waiters should be given Ptas 10—15 in first class restaurants, and Ptas 5—10 in second class. Tip theatre ushers about Ptas 1—2. Taxi drivers expect Ptas 1—2. If you use a valet, tip him Ptas 5 per call; give room waiters Ptas 20 per day, and the baggage porter Ptas 5 per suitcase.

Climate and Clothing

Located at an altitude of 1,907 feet (581 m.), Madrid enjoys a dry though warm climate during the summer when the average temperature is 75° F (24° C). On the other hand, the nearby Sierra Guadarrama mountain range makes the winter months rather cool with an average temperature of 40° F (5° C). Spring is variable, but usually pleasant, and autumn has a most agreeable and uniform temperature. A topcoat is advisable for spring and fall evenings and a heavier coat should be taken along during the winter months.



In this part of Spain people dress conservatively though not too formally. When visiting churches women should remember to cover their heads and to wear a dress with sleeves. Few women in Spain wear hats. Men always wear jackets, and many night clubs require formal dress. Laundries are found throughout the city and generally provide two-day service. Dry cleaning facilities are variable, but the plant at the Castellana Hilton is dependable and quick.

Transportation

You will find buses, trolleys and underground railways available at inexpensive fares, but they are almost always crowded. Taxis are available, pick up fare is Ptas 5 with Ptas 0.50 for each additional 250 metres. The waiting charge is Ptas 30 per hour. Remember that SAS Car Hire Service is available too, if you favor exploring the city and its environs on your own.

Public Holidays and Special Events

On the following days, shops and offices are closed: January 6 (Epiphany), March 19 (St. Joseph), May 1 (Labor Day), May 15 (St. Isidro's Day), June 29 (St. Peter and St. Paul), July 18 (Feast of the Work), July 25 (Feast of St. James), October 12, November 1 (All Saints' Day), December 8 (Feast of the Immaculate Conception).

Added to these are Easter and Whitsun, Ascension Day and Corpus Christi Day. Easter is especially celebrated in Spain, and Holy Week is characterized by numerous religious processions, the most impressive taking place in the region of Andalucia.

Soon after Easter, the great Feria (Spring Carnival) takes place in Seville, and is a colorful and exciting event. The city is crowded and gay, and reservations for this period should be made well in advance. May is a particularly interesting month in Madrid, with bullfights, concerts, open air shows, motor races and many other events, culminating in the feast of St. Isidro, Patron Saint of Madrid, on May 15th. After Mid-June, small but typical carnivals take place in different parts of the city. Feasts and holidays like these give the visitor his best opportunity to learn about the people and their way of life.



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