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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.

SAS CITY PORTRAITS

Rome

SAS



The Spanish Steps and the  
S. Trinità dei Monti Church



**SCANDINAVIAN AIRLINES SYSTEM**



### Key to the Map:

1. San Pietro (St. Peter's)
  2. Castel Sant' Angelo
  3. Piazza del Popolo and Monte Pincio
  4. Piazza di Spagna
  5. Fontana di Trevi
  6. The Pantheon
  7. Teatro Argentina (Concert Hall)
  8. Teatro dell' Opera
  9. Piazza Esedra and Roman National Museum
  10. Basilica Santa Maria Maggiore
  11. Piazza Venezia
  12. The Campidoglio
  13. Forum Romanum
  14. Basilica San Giovanni in Laterano and Scala Santa
  15. Terme di Caracalla (Open-air Opera)
  16. Basilica San Paolo Fuori le Mura
  17. Via Appia Antica (See "Excursions")
- SAS** SAS Office and Air-Terminal:  
88, Via L. Bissolati. Tel. 44 150 and 480 000
- T** Tourist Information Office: E.P.T., Piazza Barberini.  
Tel. 484 755. There is a Branch Office at the Stazione Termini.

## One Hour's Walk Around Rome

Start at the SAS office, Via Leonida Bissolati 88, centrally located.

Keep walking until you reach Via Veneto, the most elegant street in Rome, leading to the Villa Borghese.

You will have a fine view of Rome from the Pincio Terrace across the park. Walk south on Via Trinità dei Monti to the Spanish Steps. At the foot of the steps is La Barcaccia fountain and the house in which the English poet John Keats died.

Continue along Via Sistina to the Piazza Barberini, turn on to the Via Barberini until once more on Via Bissolati.

## Your First Hour in Rome

You will have a breathtaking view of the city as your SAS plane lands at Rome's Ciampino Airport. An SAS Hostess will assist you through currency, passport and customs control, all taking but a few minutes. Your money may be changed at the bank in the Customs Hall at the airport, or at any hotel or bank in the city. The Ground Hostess will be glad to answer any questions regarding hotel reservations, car hire, or sightseeing.

A taxi to the center of Rome costs about 3,500 lire plus tip and takes about 20 minutes. The airport limousine takes approximately 30 minutes and costs 500 lire, tickets being sold at the bank counter. If you have made arrangements for an SAS self-drive car to meet you at the airport, advise the Hostess. The SAS terminal is located in the heart of Rome, Via Bissolati 88, with taxis, street cars, trolleys and buses all around you and most hotels nearby. Don't hesitate to ask the SAS personnel for any assistance you may require.

If you are flying on from Rome 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.

You won't have language difficulties in Rome; in most hotels and shops English, French, and German is spoken and many Romans speak and understand enough English to be helpful.

Monetary unit in Italy is the lira. One U.S. dollar is approximately 624 lire and one £ Sterling appr. 1,705 lire.

# ROME

Rome is a world in itself — Mother of the Arts, Museum of the Ages, The Holy City, The Eternal City. It was not built in a day, and cannot be fully seen in a day, a week or even a month, since it overflows with an infinite variety of treasures.

In the centuries since its founding (according to legend by Romulus, son of the god Mars, in 753 BC) generations of Romans have left the world priceless legacies in Art, Music, Religion, Philosophy, Law, Architecture and, in short, the whole spectrum of human endeavor.

You will find the narrow, winding, climbing streets of Rome an enchanting mixture of the ancient and the modern, with new apartment houses built on top of historic ruins. You will like Rome and the Romans, and you will almost certainly want to return not only to refresh your spirit but also to know more of this glorious city's treasures.



## Hotels

Among de luxe hotels, The Hassler Villa Medici, is perhaps the most elegant and select, centrally located at the top of the Spanish Steps, very close to the lovely Borghese Gardens. It boasts a wonderful roof garden with an exciting view over the city. The Excelsior Hotel (Via Veneto 25), known throughout the world, is the impressive bustling temporary home of stage and screen stars and is popular among Americans. The Grand hotel, at Via della Terme 3, fully air conditioned, is luxurious and expensive, perhaps in a way the most distinguished



hotel of the city. The Palazzo & Ambasciatori (Via Vittorio Veneto 70) is expensive and quietly luxurious.

The Flora is a top first class hotel, every room with private bath, popular among the younger set, located almost next door to the Excelsior and adjacent to the Borghese Gardens and the Pincio. The Quirinale (Via Nazionale 7) was completely modernized in 1951; meals in the summer are served in the delightful garden. The Eden (Via Ludovisi 49) has been recently modernized and you will like its charming roof bar. Some other good first class hotels are the Mediterraneo (Via Cavour 17), Bernini-Bristol (Piazza Barberini 23), Continentale (Via Cavour 5), and de la Ville (Via Sistina 69).

The Parioli (Viale Bruno Buozzi 54) is a modern second class hotel, about 10 minutes by bus from the center of Rome. A better than average second class hotel is the Imperiale, located on the popular and smart Via Veneto 24. A good second class hotel is the centrally located Nord Nuova Roma (Via G. Amendola 3).

And don't forget the many pensions, where the atmosphere may be more home-like. A first class pension is the Tea (Via Sardegna 149) and a good second class pension is the Svizzera (Via Gregoriana 56).

Prices vary for a single room with bath, not including breakfast and service charges, at deluxe hotels from 4,500 to 6,000 lire; First Class: 3,000 to 3,500 lire; Second Class: 2,200 to 3,000 lire. The rates at pensions including meals vary from 2,500 to 4,000 lire.

Since most visitors like to take at least one or two meals at characteristic restaurants in city, you may prefer demi-pension rates.

If you arrive in Rome without accommodations, ask at the SAS office on Via Bissolati for assistance.

## Restaurants

Eating is an art of which Italians are masters. Breakfast is in the continental style: coffee (with milk — *caffè latte*), rolls, butter and marmalade or jam. Lunch is usually a two-hour feast, starting with hors d'oeuvres

or risotto, pastasciutta, (long, thin spaghetti), or fettucine (ribbon shaped spaghetti). The spaghetti dishes are numerous and all are good. Try the gnocchi (small dumplings of potatoes and flour), ravioli, agnolotti, cannelloni (delicious cheese dish) or the famous pizza, a pie baked in an oven and adorned with tomatoes, cheese, anchovies and herbs.

If you're able to continue, you'll then be served fish or meat dishes which range from excellent beefsteaks to a speciality of Rome such as fritto misto, a mixed grill of liver, veal steaks, heart, potatoes, artichokes, cauliflower and marrow. Saltimbocca a la Romana is a delicate mixture of sliced veal with sage and ham cooked in butter. Scaloppine a la Marsala is thinly sliced veal simmered in Marsala wine. These are only some of the main dishes to choose from; the menu will be varied and you'll enjoy trying different ones each day. As dessert you'll be served one or more of a great variety of cheeses, then a huge bowl of tasty fresh risotto.



Italy produces delicious wine. Try the dry and refreshing white wine Frascati or Est, Est, Est with your spaghetti dish. The red Chianti is excellent and as a dessert wine the Marsala or the Malvasia are recommended. Two very good liqueurs are Strega and Aurum. Prices are inexpensive; every one drinks wine with meals.

Dinner can be summed up in one phrase — exactly the same as lunch. Visitors not used to such hearty eating will find many modern sandwich and ice cream parlors, American style, or tea rooms. Look forward to an "espresso", strong and aromatic coffee, after your luncheon or perhaps later in the afternoon at one of the many outdoor cafes such as Doney's on the Via Veneto where Rome society gathers.

The sign *Ristorante* means good and plentiful meals, often indicating restaurants of perhaps somewhat modest appearance. For Italians the food and not the decor is of main importance. The *Trattorias* are simpler restaurants, but usually serving good food and always good wine.

A four-course dinner at the better known restaurants may cost about 2,000 lire, but at smaller and more modest places less than half that amount will procure a satisfactory meal. Luncheon is served from about 1 PM and dinner from 8 PM with most restaurants closing around midnight. Among the best restaurants in Rome are Hostaria dell'Orso (Via Monte Brianzo 93), Alfredo All'Augusteo (Piazza Augusto Imperatore 31), Alfredo Alla Scrofa (Via della Scrofa 104) and Al Re degli Amici (Via della Croce 33B). The Hassler, Eden, Excelsior and Ambassador Hotels all have excellent dining rooms, as do most of the leading hotels in the city.

### Entertainment and Night Life

When in Rome do as the Romans and go to the Opera. The season begins in mid-December at the Teatro dell'Opera, Via Viminale, and ends in May. From the end of June until the end of August you may see opera performances in the open air in the impressive setting of the Caracalla Baths, a ruin from the Roman times. The concert season starts in November and continues until the end of May. Particularly noteworthy are the symphonic concerts with the orchestra and choir of the Academy of Saint Cecilia. During the summer months concerts are held in the ruins of the Basilica of Maxentius, part of the Roman Forum.

Rome boasts excellent theatres, presenting the best of classical and modern drama, or, with no language problem, you may find one of the numerous variety shows to your liking. Revues and variety shows are given in the summer at the Casina delle Rose in the lovely Borghese Park. Movie theatres show both international and Italian films. The Arcobaleno, Via Pastrengo, and the Fiammetta, Via San Nicolò da Tolentino, show films in their original language.

One of the best of Rome's many nightclubs is the sophisticated La Cabala (Via Monte Brianzo 93). There's no floor show, but you'll enjoy continuous dancing amid elegant surroundings. Dinner clothes advisable. During the warmer months, the Palazzi and the Bel-



vedere delle Rose, somewhat out from the center of the city but easily reached, are most popular.

The Open Gate Club (Via San Nicolò da Tolentino) and the Jicky Club (Via Veneto 13), are also highly recommended. Villa dei Cesari on the Appian Way will take you back to Roman times, except for the prices which are very much up-to-date.



### Sights

Probably no other city offers more in the way of sights than does Rome. We cannot list more than a few of these attractions and recommend that you take one of the many guided sightseeing trips through the city. If you prefer walking about on your own, our first recommendation is a good pair of comfortable shoes! Here are some of the many sights of particular interest to visitors as shown on the map:

- (1) St. Peter's and the Vatican. St. Peter's, the greatest basilica in the world, begun by the Emperor Constantine, rebuilt and embellished over centuries. The rich mosaics, the precious marble that covers the walls, the variety of the columns unite to produce a scene of Roman splendor. The Church contains many celebrated statues by Bernini, Mochi, Bolgi and of course the lovely and tender Pietà, one of the most wonderful works of the young Michelangelo. St. Peter's square is noted for the famous Bernini circular colonnade of four rows of columns. The famous Vatican Museum is one of the richest in the world. It is a group of impressive edifices with more than 11,000 rooms, halls, museums, galleries, libraries, chapels, gardens, overflowing in art treasures of all kinds. Don't miss the Borgia Apartments, Raphael's Rooms and the magnificent Sistine Chapel with the ceiling by Michelangelo. All in all the Vatican City covers some 108 acres and is an independent State headed by the Pope.
- (2) Castel Sant'Angelo, originally built by Hadrian as his mausoleum, became in turn a fortress, the refuge of Popes and a prison and is today a museum describing its own historical development.
- (3) Piazza del Popolo, (the peoples' place) with a fountain and an Egyptian obelisk. Above the Square is the Pincio Terrace, with a lovely view of the city. Behind the Terrace is the Villa Borghese with its wonderful gardens, art gallery with Titians, Raphaels, Tintoretto, Botticelli and sculpture of Bernini and Canova.

- (4) Piazza di Spagna, with the old fountain in the centre and the famous Spanish staircase leading to the church S. Trinità dei Monti.
- (5) Fontana di Trevi (the Trevi Fountain). Legend says anyone throwing a coin into the fountain will return again to Rome.
- (6) Pantheon. This gigantic building dates from the year 125 AD when it was designed as a temple. Later it was changed into a church and you will find here the tombs of the painter Raphael and the first kings of Italy.
- (7) Largo Argentina; here is the famous concert hall, Teatro Argentina.
- (8) Teatro dell'Opera, Via Viminale (see Entertainment).
- (9) Piazza dell'Esedra, in the center the Fountain of the Naiads. Nearby is the ultra-modern railway station. Here also is the entrance to the National Roman Museum installed in the ruins of the Baths of Diocletian. Don't miss the wonderful antique collections, the mosaic works decorating the walls and the noble statues. The statue of a "Daughter of Niobe" dates from the 5th century BC and the Venus of Cyrene is considered one of the most beautiful statues of a woman.
- (10) Santa Maria Maggiore (Saint Mary Major) on the Esquiline Hill is the fourth of the great churches of Rome, the largest dedicated to the Virgin Mary.
- (11) Piazza Venezia, in the center of Rome, is dominated by the colossal Vittorio Emanuele Monument with the Tomb of the Unknown Warrior. The view from the top of the Monument is excellent. From the balcony of the Palazzo Venezia, a fine Renaissance building, Mussolini used to address the people. Nearby is the Ara Coeli, an ancient church with many relics, frescoes, and mosaics, and the miraculous statue of the "Bambino".
- (12) Campidoglio, the square on the Capitoline Hill, created by Michelangelo. To the left and right of the square are the Capitoline Museums containing such treasures as the Capitoline Venus, Dying Gaul, Love and Psyche. Over a fountain in the courtyard is the famous statue of Marforio. From the Tabularium you will have a glorious view of the most celebrated spot of ancient Rome—the temples, triumphal arches and monuments of the Forum.
- (13) Forum Romanum, bordered by the Capitoline and the Palatine Hills, was the administrative and religious center of the Roman Empire. These vestiges of grandeur and beauty are awe inspiring even today. Here are the Arches of the Emperors Titus, Severus and Constantine, the Basilicas Emilia, Giulia and Constantine and numerous ruined temples. Along the Via dei Fori Imperiali, leading from the Piazza Venezia you'll come to the Colosseum, one of the greatest wonders of old Rome.
- (14) St. Giovanni in Laterano. This basilica, called the Cathedral of Rome and the World, stands next to the Palazzo del Laterano, which was the seat of the Popes until their transfer to France. Today it houses the Lateran Museum, a collection of religious art, culture and ethnography. In the center of the square is the highest Egyptian obelisk of Rome, brought here by the Emperor Constantine II. It is said to originate from the 15th century BC.
- (15) Terme di Caracalla (Baths of Caracalla). These impressive ruins date back to 212 AD and could accommodate 1600

persons at a time. During the summer the ruins make a wonderful setting for the open air opera.

- (16) Basilica di San Paolo Fuori le Mura (St. Paul's Basilica Outside the Walls) is the most illustrious church in Rome, erected where the great Apostle was buried. The mosaics (some from the 5th century) inside the church are a glitter of gold, color and light; your eye will be enchanted by the row of columns, the alabaster windows, the white and gold ceiling, the shining marble. The basilica was destroyed by fire in 1823 but was rebuilt on the same foundations and design. Close to Porta S. Paolo and opposite the Ostiense Station is the Piramide di Cestio, a mausoleum for the Roman Tribune Caius Cestius. Behind the pyramid is the famous and lovely Protestant Churchyard with the graves of Keats and Shelley.

We can mention only briefly a few more treasures that you should try to see: The Catacombs of St. Callixtus or St. Sebastian; the Church of St. Peter in Chains, where you will see the beautiful statue of Moses by Michelangelo; the Church of San Clemente, built on three levels, two of which are subterranean, the lowest being a Pagan temple; the ten fountains for which Rome is so famous; the many palaces, all the wonderful small and large churches, each with sumptuous frescoes, marbles and mosaics of the past.

Layer upon layer of history will underline for you the vitality of the "Eternal City" and you will find nothing incongruous in the bustle of traffic and the omnipresent motor scooters of today.



### Excursions from Rome

Via Appia Antica (the Appian Way). This old road which begins at the Porta San Sebastiano, was begun by Appius Claudius in 312 BC. Here are the tombs and mausoleums of twenty generations, relics of the time when it was forbidden to bury the dead inside the city walls.

Tivoli, 19 miles from the city by bus, a picturesque little town perhaps even older than Rome. See the Villa d'Este, a Renaissance masterpiece, with its magnificent park, innumerable fountains and giant century-old cypresses; Hadrian's Villa, the most important imperial villa, with majestic ruins; the Temple of the Sibyl, the most ancient monument in Tivoli.



## Shopping

Aside from sight-seeing, you'll find all sorts of shopping delights, and window shopping is particularly fascinating. Look for silks of all kinds, magnificent ties, dresses, blouses, materials, suits, dressing gowns, scarves in multitudes of beautiful colors and patterns. Gloves are a good buy. Leather goods are found in profusion, and everybody likes Rome's elegant women's and men's apparel. The Italian tailors will finish a suit or dress in two or three days with excellent workmanship at reasonable cost. Borsalino hats or hat forms for men and women are justly well known throughout the world.

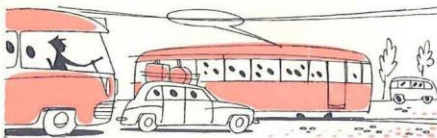
Straw articles in Italy are well made, colorful and inexpensive. The shopping streets are in the area of the Spanish Steps, the Piazza di Spagna, Via del Tritone, Via Frattina, Via Condotti, Via del Corso and the most expensive and elegant Via Veneto. You'll find large assortments of everything in Rome's department stores — Rinascente, Piazza Colonna; CIM, Via XX Settembre 97; and UPIM, Largo Tritone. Stores are open from 9 AM to 1 PM and 4 PM to 7.30 PM.

## Sports

The football season runs from September to late May. These matches are usually exciting since some of the best soccer teams in Europe come from Italy. The matches take place at the Stadio dei Centomila, and at the Foro Italico where there are tennis courts and a swimming pool as well.



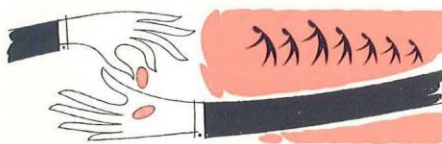
You can take a morning canter at the Villa Borghese's Galoppatoio or watch others race at the Capannelle. Swim in the Mediterranean at Ostia, Rome's Lido, easily reached by local train from the Central Station. Another fine beach is at Fregene. A golf course at Acquasanta can be reached by street car or taxi.



## Transportation

Tramways, buses, and trolley-bus lines carry you all over the city at low fares. Buses are modern and fast. Cabs are available in plenty: both taxis and romantic horse drawn carriages. Fares are reasonable. Pay what the meter reads plus a 15% tip. After 10 PM there is an extra charge and if more than two people ride, or if you have luggage, there are supplements to pay. If you use a cab without a meter, you bargain in advance.

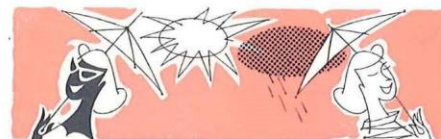
Rome's underground railway line runs from the main rail station via Colosseum to the Ostiense Station and Ostia Lido. Cars for daily, weekly or monthly hire are available in Rome through the SAS Car Hire Service.



## Tipping

In restaurants one usually tips about 15% and never less than 100 lire. Everyone in Italy is tipped, even though a service charge is added to your bill. The head porter, baggage porter, valet and maid all expect tips, though these need not be large.

A good general rule is to tip everyone who gives you personal service.



## Climate and Clothing

The climate is pleasant throughout the year with occasional rain during the winter months. The average daytime temperature during winter and spring is 55° and at night 36° F. Fall is particularly lovely; the days are warm and sunny, the evenings cool and refreshing. Expect some rather hot summer days but the nights will be pleasantly cool.

The Romans are conservative in their dress, but not formal. The opening of the Opera season (mid-December) requires formal dress, but there are few other occasions when this will be needed. When visiting churches a jacket is required for a man and the ladies should remember not to wear sleeveless dresses and to wear a hat or scarf on their heads.

Laundry services are fast and good and dry cleaning facilities are available in hotels and at dry cleaner's shops throughout the city.

## Public Holidays

The following holidays are observed: January 1, New Years Day; January 6, Epiphany; March 19, St. Joseph; April 25, Anniversary of Liberation; Easter Monday; Ascension Day; Corpus Domini; May 1, Labor Day; June 2, Proclamation of the Republic; June 29, St. Peter and St. Paul; August 15, Assumption of Our Lady; November 1, All Saints' Day; November 4, Armistice Day of World War I; December 8, Feast of the Immaculate Conception; December 25, Christmas Day; December 29, St. Stephen's Day.

