



SAS CITY PORTRAIT

Gothenburg

8th ed.

SAS SCANDINAVIAN AIRLINES



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All information given in this booklet
is based on facts available in April 1970.



Front cover: Gustav Adolfs Torg.

Introduction

Gothenburg's close relationship to the sea and shipping can be traced as far back as the tenth century when the Viking fleets habitually made the mouth of the Göta River their rendezvous as they set out on voyages of exploration.

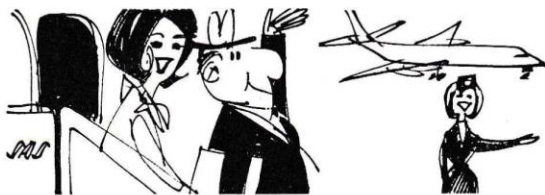
Stone Age remains have been found within the city boundaries revealing an even earlier settlement, but today's city was founded by warrior King Gustavus Adolphus II in 1621 and will celebrate its 350th anniversary in 1971.

The city is now the principal port of Scandinavia, as well as one of the biggest in Europe, playing an important role in the country's export trading. Not only is it the home of Volvo, Sweden's largest automobile manufacturer, but it is also the headquarters of the giant SKF ballbearing complex and the country's most important shipbuilding center, helping to place Sweden among the world's leading shipbuilders.

But Gothenburg is more than just a bustling port on the Kattgat, it is a garden city at the center of Sweden's summer playground – at the southern end of the lovely coastal province of Bohuslän with its 3,000 islands and skerries.

And the city can boast many cultural achievements. The museums, art gallery and civic theater are outstanding and its concert hall, with its superb acoustics, receives visits from international conductors and soloists.

As a result of centuries of international trading, Gothenburg has a rich cosmopolitan atmosphere and outlook reflected in its citizens' ability to speak good English with many of them also speaking French and German. Here you'll find a tangle of the sea underlined by the fish auctions and the launchings at the shipyards, an old Dutch influence seen best from the flat-bottomed sightseeing canal barges – the "Paddan" boats – and a friendly people who'll give you a welcoming smile as you stroll in the Liseberg Amusement Park or pause to admire the impressive Poseidon fountain at Götaplatsen.



Your arrival in Gothenburg

Upon arrival at Gothenburg Airport, Torslanda, you proceed to the Arrival Hall for passport and customs control.

At the airport you will find a bank and the SAS Information Office – the SAS staff there will be glad to help you with any problem. If you have ordered a self-drive or chauffeur-driven car to meet you at the airport, check with the Information Office. The trip to the city by limousine costs SKR 7.50 and takes about 25 minutes, or you can take a taxi, the fare being about SKR 20. The limousine takes you to the Central Railway Station. The SAS downtown ticket office is at 7 Östra Hamngatan in the center of Gothenburg (some of the best hotels are only a few minutes away).

The monetary unit in Sweden is the krona (plural kronor) divided into 100 öre.

If you are flying on from Gothenburg by SAS, make sure you reconfirm your onward reservation as soon as possible after arrival. This can be done at the SAS Ticket Office (G2 on the map).

Hotels

Gothenburg has many good hotels of all categories. Some of the better known ones are listed below with code numbers in brackets for easy reference to the map on the center spread.

First class

(Price SKR 55–70 for a single room)

Carl Johan (off map)

66–70 Karl Johansgatan
Tel. 42 00 20

Opalen (K4)

73 Engelbrektsgatan
Tel. 81 03 00

Palace (H2)

2 S. Hamngatan
Tel. 17 42 40

Park Avenue (J5)

36–38 Kungsporsavenyn
Tel. 17 65 20

Rubinen (I5)

24 Kungsporsavenyn
Tel. 81 08 00

Tre Kronor (off map)

15–17 Norra Kustbanegatan
Tel. 80 15 00

Tourist class

(price SKR 35–50 for a single room)

Eggers (I2)

Drottningtorget
Tel. 17 15 70

Heden (J4)

Sten Sturegatan
Tel. 20 02 35

Kung Karl (H2)

23 Nils Ericsonsgatan
Tel. 17 28 35

Örgryte (off map)

68 Danska Vägen
Tel. 19 76 20

Motor hotels

Hallarna (off map)

Partihallarna
Tel. 80 10 00

OK Motor Hotel (off map)

43 Kaggeledsgatan
Tel. 25 04 50

Summer hotels

(price for single rooms)
SKR 35–40).

(Open June 1 to August 31)

Viktor Rydberg (L10)

48 Viktor Rydbergsgatan
Tel. 20 01 95

Volrat Tham (K8)

24 Volrat Thamsgatan
Tel. 20 04 80

Restaurants and cuisine

Swedish cuisine is good and the service, particularly in the better restaurants, is usually excellent.

You must try the genuine smörgåsbord, a tempting table-long variety of hot and cold Swedish delicacies.

Sea food is popular and if you are in Gothenburg during August you should sample crayfish served with toast and butter. There is a big choice of fish from the tasty fresh-





water pike and salmon to *sill*, a herring which makes a tasty meal by itself and is used as an ingredient in many other dishes.

You can, of course, order "international" dishes such as filet mignon, beef steak, Wiener Schnitzel, and game, and imported wines and spirits. Liquor is served at the leading restaurants, but you may find that some of the other good eating places are licensed only to serve wines and beer.

Beer in Sweden is graded according to alcoholic content—grade III (Export) being the strongest, I the mildest. Akvavit (snaps) is a popular Scandinavian spirit, usually taken with the hors-d'oeuvres. And if you are visiting during the Christmas season taste *glögg*, a hot spiced wine guaranteed to warm you.

Note that the sign "bar" in Sweden can indicate a milk-bar or other types of self-service restaurants but never—except within fully licensed restaurants—a place where liquor is sold.

The restaurants in the leading hotels offer high class cuisine and service, often with floor shows and dancing.

Among the first-class restaurants are:

<i>Belle Avenue</i> (J5)	<i>Sofus</i> (J5)
36–38 Kungsporsavenyn	34 Kungsporsavenyn
<i>White Corner</i>	<i>Sju Tjurar</i> (H2)
<i>Steakhouse</i> (I5)	24–28 N. Hamngatan
43 B Vasagatan	
<i>Lorensberg</i> (J5)	<i>Henriksberg</i> (A5)
36–38 Kungsporsavenyn	7 Stigbergsliden

In summer, visit the Långedrag Restaurant, overlooking a pleasure boat harbor, with a wonderful view of the approaches to the city (35 minutes' ride No. 9 streetcar).

Sightseeing

Take a boat trip along the Dutch-style canals and in the harbor with its wharves and quays where fishermen auction off their catches each morning (price of tour SKR 6) or enjoy a guided sightseeing tour of the city by motor coach (adults SKR 12, children SKR 6, and for the shorter tour adults SKR 5, children SKR 3).

You can obtain more details about these tours from any local travel agent or at the SAS ticket office.

Below you will find a list of the most important sights in Gothenburg with code numbers in brackets for easy reference to the map on the center spread.

Sjöfartsmuseet (Maritime Museum) (A5). Extensive displays of ship models from Viking days to the present, and exhibits dealing with fishing, ports and lighthouses. The building also contains an aquarium.

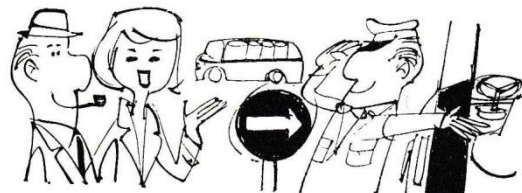
Masthuggskyrkan (B6). Although this is a "new" church dating from 1916, it is a worthwhile stopping place because of the marvelous view from the Stigberget hill, on which the church is located.

Slottsskogen (C9). Gothenburg's largest park has retained a "natural" appearance which will give you a good idea of the country surrounding the city. It includes the Natural History Museum and a restaurant.

Kungsporsplatsen (H4). This is one of the focal points of the city, between the Kungsporsavenyn and Östra Hamngatan, the main shopping area. Close by are the departure pier for the Paddan sightseeing boats, Stora Teatern and the Trädgårdsföreningen Park, a favorite meeting place for Gothenburgers.

Götaplatsen (J6). An imposing municipal square with Carl Milles' enormous Poseidon fountain in its center. Flanking the square are the Art Museum, Art Gallery, the modern Concert Hall, the City Theater and the new City Library.

Ullevi Stadium (L3). Built in 1958 for the World Soccer Championship games, this has become the scene for many a festive occasion, in addition to football matches. In wintertime, the field is transformed into an excellent skating rink. Architecturally it is unique in Europe and worth visiting if only to view the intriguing structure.



Lifeseeing

Meet Gothenburg at work to see how a truly contemporary society has tackled some of the pressing problems of our times.

– Visit Gothenburg's town planning office and study Gothenburg's renewal program including the building of more new dwellings (per inhabitant) than any other city in Europe. Visit the new suburbs such as Västra Frölunda with northern Europe's largest shopping center under one roof.

– Social welfare and health. Make a visit to a day-school or nursery or a home for the aged, see a local medical clinic and "The Social Welfare Supermarket" at Västra Frölunda.

– Gothenburg is the home of Scandinavia's largest mechanical engineering companies. Visit shipyards where super tankers are built under roof, or Volvo, Scandinavia's largest auto manufacturer. See the factories of the world-famous Hasselblad cameras.

– Also meet Gothenburg at home. Visit a family whose members speak your language and share your interests. These host families are registered at the Gothenburg Tourist Office, 2 Parkgatan, Gothenburg, phone 13 77 92, which also will assist you in making lifeseeing programs to institutions, organizations and companies.

Excursions

Gothenburg is in a good location for visiting the many delightful small fishing villages and coastal resorts which nestle amidst the sandy coves, skerries and islands which form the attractive "Västkusten" coastline – the Swedes' own favorite holiday area.

Here are a few suggested excursions:

MARSTRAND – take a trip by coach to this picturesque old fishing village with medieval buildings and the mighty Carlsten fortress from which you can get a panoramic view of the whole coast. The 14th-century church is also worth a visit.

KUNGÄLV – 12 miles (20 kms.) from Gothenburg. The town dates from the 10th century. The fortress was built in 1308. Excavations have revealed traces of an even earlier town.



ORUST and TJÖRN – 30 miles (50 kms.) from Gothenburg. Two islands reached by road across single span bridges. Photogenic view of the archipelago. On the southern coast of Tjörn are the fishing villages of Skärhamn, Bleket and Rönnäng, while on Orust you should try to visit Gullholmen, Henån and Mollösund.

MÖLNDAL – 6 miles (10 kms.) from Gothenburg. The nearest town to the city. It has an elegant modern town hall and a well-known trotting and flat horse racing course.

UDDEVALLA – 54 miles (90 kms.) from Gothenburg. You may be lucky enough to witness the launching of a gigantic oil tanker built in the shipyards at Uddevalla. You can see Sweden's oldest sea-baths at Gustafsberg. At Bräcke, south of Uddevalla, are the largest shell fish banks in Scandinavia. And at Tanum, about 30 miles (50 kms.) north of Uddevalla, you will find unique rock-carvings from 1000 B.C.

KUNGSBACKA – 19 miles (30 kms.) from Gothenburg. A quiet little town stretching for a mile round the wide Kungsbacka Bay. Between Kungsbacka and Åsa is the Fjärås Bräcka, a moraine ridge dating from the Ice Age, where many Stone Age relics have been found. In the same area is the castle of Tjolöholm.

SÄRÖ – 45 mins. by car from Gothenburg. A little place with delightful gardens, pleasant walks through extensive woods and a lovely view.

Entertainment

Night clubs staying open to 3 a.m. include Valand, Münchhausen (Palace Hotel – G3) and Krokodilen (Baldakinen – G3).

During the summer evenings, be sure to visit the Liseberg Amusement Park (L6) which offers a wide choice of entertainment – open-air stage performances, dancing and a good selection of restaurants and cafés – all in a sylvan setting spectacularly illuminated by night.

(cont'd on page 13)





Code numbers in this booklet refer to the above map. Thus (G2) is located where lines drawn from "G" and "2" cross each other.

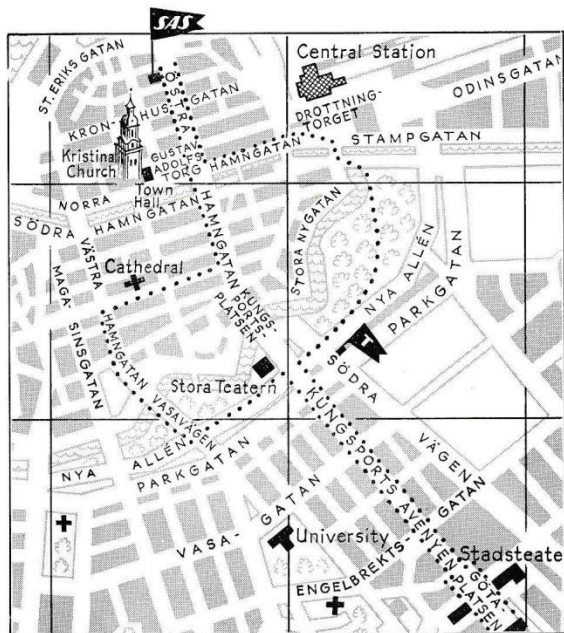
Interesting sights in Gothenburg

- (A5) Sjöfartsmuseet (the Maritime Museum).
- (B6) The Masthugget Church.
- (B9) The Slottsskogen Park.
- (H4) Kungsporsplatsen.
- (J6) Götaplatsen.
- (L3) Ullevi Stadium.

Useful addresses

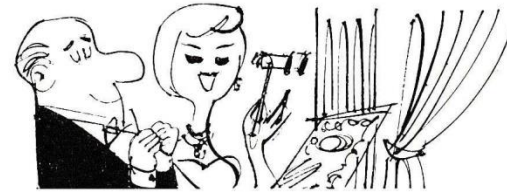
 **SAS Ticket Office:**
7 Östra Hamngatan (G2)
Tel. 17 49 00

 **Tourist Information Office:**
2 Parkgatan (I4)
Tel. 13 60 28, 13 59 92



One hour's walk around Gothenburg

Start on Östra Hamngatan, at SAS Ticket Office. Walk past Gustav Adolfs Torg with the statue of Gustavus Adolphus II (the founder of Gothenburg), Rådhuset (the Town Hall), Börsen (the old Exchange), and along Östra Hamngatan as far as Kungsgatan, where Gothenburg's biggest stores and shops are situated. Cross to Västra Hamngatan and walk via Kaserntorget, Hvitfeldtsplatsen and Rosenlundsbro to a tree-lined avenue. Turn to the left and after a few minutes' walk you will reach the Stora Teatern (a theater for operas and musical comedies). From there continue on the right along Kungsporsäven to Götaplatsen where you find the well-known Poseidon by Milles, Konsert-huset (the Concert Hall), Konstmuseet (the Art Museum) and Stadsteatern (the City Theater). Turn here and walk back along the opposite side of the avenue past the Park Avenue Hotel. After 10 minutes' walk along the avenue you will arrive at the Trädgårdsföreningen with its flower beds and lawns. Stroll through this park to Drottningtorget where the General Post Office and the Central Station are situated. From Drottningtorget walk along Norra Hamngatan and the canal to Gustav Adolfs Torg, turn to the right and after a short walk you will be back at the starting point, the SAS Ticket Office.



(cont'd from page 9)

Opera and Theater

Stora Teatern (the Opera House), Kungsporsäven, rich in tradition and the oldest all-year-open theater in Sweden, has an extensive season of opera, operetta, ballets and musicals. One of the main features of the theater is the auditorium, decorated in baroque "court theater-style". If you are fond of music, head for the modern Concert building (Konsert-huset) at the Götaplatsen. Gothenburg's fine symphony orchestra attracts many leading conductors and soloists from all over the world.

Movies

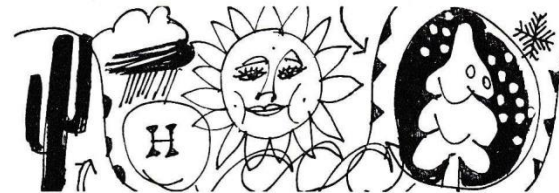
There are many good cinemas in the city and you will easily find a show with an international film in the original language (with Swedish subtitles). A seat costs SKR 7-10 and it is always advisable to book.

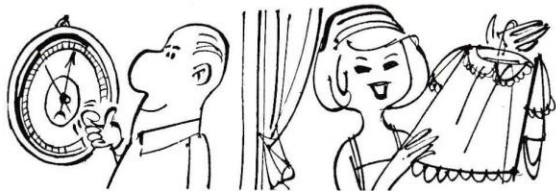
Climate and clothing

Summers in Sweden are very pleasant. Long, sunny days with temperatures averaging about 70 degrees F (21°C) June through August.

Spring and autumn, too, have a magic of their own – but you should pack a light overcoat or raincoat.

Winter in Gothenburg is milder than you might expect but you will need a heavy coat.





Evening dress is not often required. Dinner jackets can be hired locally. Ask your hotel porter for advice in this matter.

Dry cleaning service throughout Sweden is good. Shops displaying the sign "Kemisk tvätt" will charge SKR 16–20 to clean your suit or dress in two or three days.

Shopping

With 5,000 shops – 300 of them in the city center – and two miles of traffic-free streets, Gothenburg is a city designed for strolling and shopping.

What to take home? Be sure to examine the world-famous Swedish glassware and the stainless steel products, the handwoven textiles, the ceramics, furniture and fashion goods. The list is long and exciting. Here are but a few suggestions:

Photographic equipment

This is the home of Hasselblad, so take time to have a look at this precision-made Swedish camera which has been used on all the USA Apollo missions. All makes of cameras are very good buys in Gothenburg and often cheaper here than in their countries of origin.

Jewelry

There are many clever silversmiths of international renown in Gothenburg and a number of their designs have aroused a great deal of interest. Gold jewelry, too, is popular. Here the Swedes' ability of using a traditional design in a modern setting is seen to its best advantage.

Antiques

There are shops specializing in coins and watches, and others with such exotic specialties as East Indian porcelain. But if you just like browsing through shops offering odds and ends from the turn of the century, rather than genuine antiques, visit Haga, an old part of the city

characterized by small wooden houses. Here you can find a multitude of second-hand shops with such treasures as pearl-embroidered bags, porcelain of all shapes and sizes, copper objects.

Glassware and ceramics

Head for the main shopping area around Östra Hamngatan and along the Avenyn where you will find stores offering the latest in Swedish Modern. Names to remember for glassware are Orrefors, Kosta, Boda, & Reijmyre.

Stamps

In addition to several stamp dealers, the main post office at Drottningtorget has a special department for philatelists selling Swedish stamps and first-day covers.

Textiles

Head for Kungsgatan and Korsgatan where you will find department stores and boutiques selling clothes and textiles. Marimekko is a name to remember for quality ladies' dresses but you will find an exciting array of Swedish fashions – take a look too at the children's clothes which rank among the best designed, and made, in Europe.

Special gift suggestions

For him – a suede leather jacket, an ABU fishing rod and reel, hand-knitted tie, for her – reindeer-skin moccasins, a fur coat (the prices and the styling make them very attractive), a leather handbag.

Or why not treat yourself to a typically Swedish gift, a brilliant-colored rya rug? A Scandinavian cheese-knife for cutting and serving? Stainless steel salad servers? Huge table candles in all shapes and colors?

A lithograph or etching? Or perhaps you would like to spend a little more on yourself, in that case modern-design chairs or some quality-made wooden garden furniture are worth considering.





Department stores

Of course, one of the easiest ways of solving your shopping problems is to pay a visit to one of the large department stores which sell everything from playing cards to one-of-a-kind glass and stoneware ornaments – NK at Östra Hamngatan 42 is the biggest.

Language

Language presents no problem. English is widely spoken and many of the larger stores have assistants who also understand German and French.

Opening hours

Shops and department stores, in general, open from 9.30 a.m. to 6 p.m. Monday to Friday and from 9 a.m. to 2 p.m. on a Saturday.

Shopping list

Just a few suggestions to give you a start.

Department stores

NK (H3)
42 Östra Hamngatan

Photographic equipment

Arkadens Fotoaffär (H3)
Arkaden
Victor Foto (H4)
1 Kungssportsplatsen

Hasselblads (H3)
41–43 Östra Hamngatan

Handicrafts

Bohusslöjd (I5)
25 Avenyn

Glass and ceramics

Artium (I5)
31–35 Avenyn

Josephssons

34 Kyrkogatan (H3), and
12 Korsgatan (G3)

Jewelry

Cecilia and Karl Ingemar
Johansson (I5)
32 Engelbrektsgatan

Högbergs Silversmedja (H6)
28 Aschenbergsgatan

Antiques

Varia (H4)
2 Kungssportsplatsen

Antique (H3)
45 Södra Hamngatan

Baronen (I4)
2 Parkgatan

Lilla Möbelbutiken (H5)
47 Storgatan

“Old things”

Kom och Se (F5)
17, 18 and 20 Husargatan
(three shops)

Bengt i Haga (F5)
18 Haga Nygata

Art

Mellgrens (H3)
17 Östra Larmgatan

Antique books

Thulin & Ohlsson (F4)
9 Kungsgatan

Gumperts (J6)
14 Geijersgatan

Stamps

Göta Frimärken (H2)
24 Östra Hamngatan

Bräutigams (H3)
51 Södra Hamngatan

Philatelic Dept.
Main Post Office
Drottningtorget (I2)

Textiles

Elisabeth (I5)
41 Avenyn

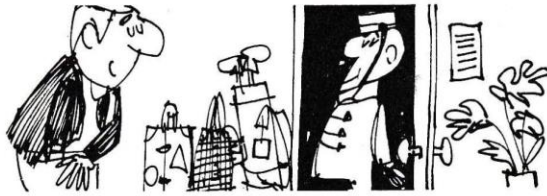
Hörnet (H3)
6 Fredsgatan

Furs

Wasa Päls (H2)
38 N. Hamngatan

If you have time, it's also worthwhile to visit Frölunda Torg – 6 miles (10 kms.) from Gothenburg – one of the largest shopping centers in Europe with two department stores, 40 specialized shops, six banks, a post office, restaurant, bar, bowling alley – all under one roof!





Tipping

In restaurants the normal service charge is 12.5%, which will be included on your bill, but the waiter or waitress will expect a small tip.

Hotels will also generally add a 10–15% service charge to your bill and only the baggage porter need be tipped.

Cloakroom attendants expect 50 to 75 öre per person and taxi drivers should be tipped about 10–15% of the fare.

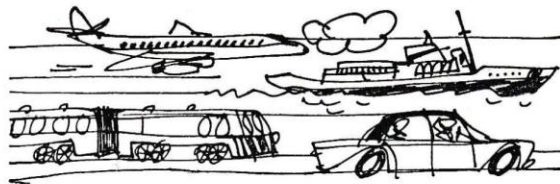
Transportation

Taxis are plentiful and fares are reasonable. A taxi is unoccupied when displaying a sign "LEDIG". Hail them in the street or dial 17 30 00.

There are also streetcar and bus services. Minimum fare SKR 1.50.

You can buy a special tourist card for SKR 5 which is valid for an unlimited number of trips during a 24-hour period.

If you wish to hire a car to tour the picturesque provinces of Bohuslän, Halland and Västergötland, contact the SAS office.



Sports

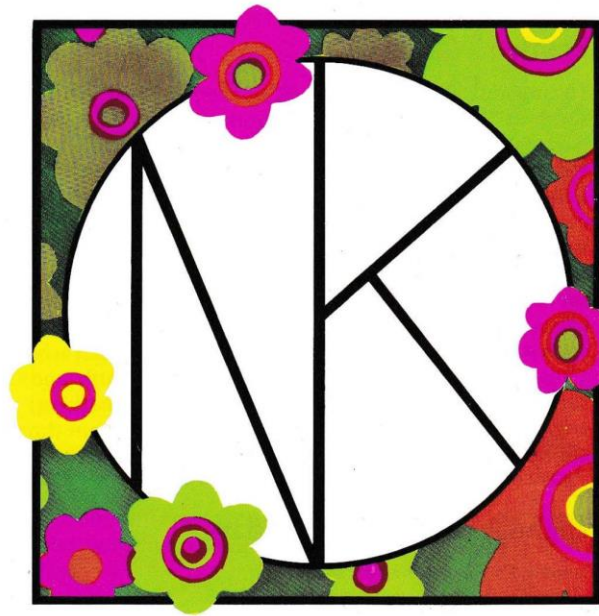
Throughout Sweden, football (soccer) is the favorite sport in the summer, with important matches taking place at the Ullevi Stadium. There is an 18-hole golf course at Hovås, a 20 minutes' bus ride from Gothenburg and there are also courses at Delsjön (reached by bus from Sankt Sigfridsplan) and Öjared (best reached by car). The race course is at Mölndal, south of the city (direct buses depart from Drottningtorget, or use streetcar No. 4) and indoor tennis courts are available at the Ullevi Stadium (J3) and at the Exhibition Hall (L6). If you are a yachting fan, contact the Gothenburg Royal Yacht Club at 3 Järntorget (E5). The coasts both north and south of Gothenburg are ideal for sun and sea-bathing; angling enthusiasts will enjoy spinning for cod from the cliffs of Bohuslän.

Highdays and public holidays

January 1	<i>New Year's Day.</i>
January 6	<i>Epiphany.</i>
March/April	<i>Good Friday, Easter Monday.</i>
April 30	<i>Walpurgis Night.</i> (The arrival of Spring is celebrated with bonfires and dancing.)
May 1	<i>International Labor Day.</i>
May	<i>Ascension Day.</i>
May/June	<i>Whitsun.</i>
June	<i>Midsummer's Eve and Day.</i> (A week-end of celebrations in typical Swedish style with dancing in national costumes round flower-bedecked "May" poles.)
November	<i>All Saints' Day.</i>
December 13	<i>St. Lucia Festival.</i> (A unique Swedish occasion when many communities choose a "Queen of Light", who, wearing a crown of lighted candles, leads an evening procession.)
December 24	<i>Christmas Eve.</i>
December 25	<i>Christmas Day.</i>
December 26	<i>Boxing Day.</i>

Edited by Alan C. Lovejoy

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If you read this after March 15, 1971:

Yes, Gothenburg has got its own version of NK — the famous Stockholm department store! For many years and for millions of visitors from every corner of the globe NK has been synonymous with Excellent Taste, Superb Quality and Outstanding Service. "Headquarters of Swedish quality and design", they call it. "Complete shipping service. A sightseeing attraction not to be missed..."

If you read this before March 15, 1971, we may add:

Ferdinand's will be enlarged, re-built, re-decorated and improved in every respect during 1970 to become a real NK. This may cause some disturbance for the time being.

NORDISKA KOMPANIET/FERDINANDS
Östra Hamngatan 42 — Phone (031) 17 33 00