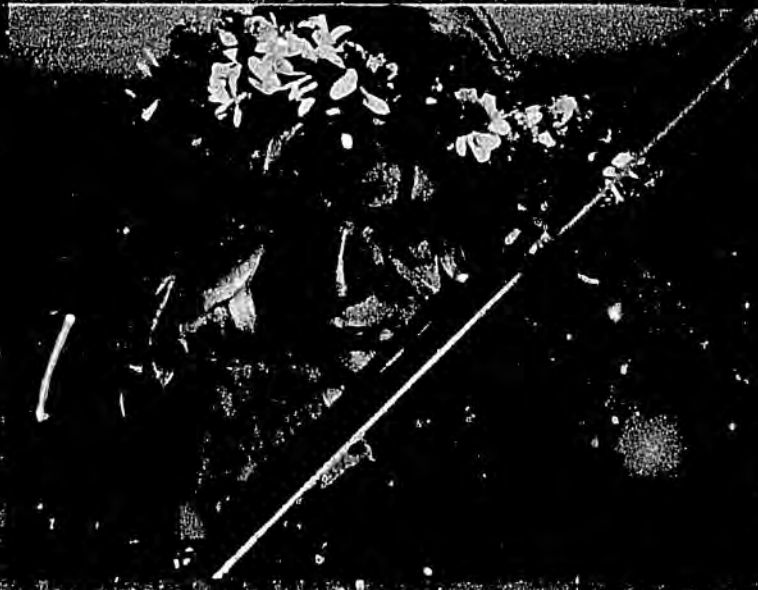


SCOMM

#9:71



Swedish Tourist Board

Sweden is fantastic. Whatever you want to do.

Whatever kind of holiday you're looking for, Sweden is fantastic. Her lakes and forests, her coasts and cities, islands and archipelagoes! Ancient law assures you free access to all of Sweden's lovely scenery. Here you can stray to your heart's content, bathe where and when you will, pick flowers, berries and mushrooms. . .



Sweden is fantastic—because there's so much of her—the fourth largest country in Europe, with only 8 million inhabitants. With all this space and to spare, Sweden has plenty over for you. Whatever part of the country you pick for your holiday, no matter how you travel, or what sort of accommodation you prefer, you'll find you've any amount of elbow-room.

Sweden is fantastic—eager to please and help the tourist! Almost all Swedes speak some English, and most quite a lot. And many some German and French.

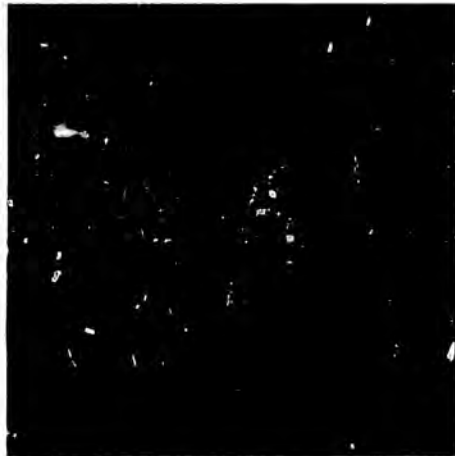


Sweden is fantastic for a lively healthy holiday. Swedes are known for their outdoor sporty ways, and the

arrangements they've made for themselves have been made for you too. You'll feel a different person when you get home again!

Sweden is fantastic—all year round. There's little she can't offer at one season or another. Always in this long country—one of the sunniest countries north of the Alps—the sun is shining somewhere. Far up into the Arctic Circle the summers are hot, humidity low. Autumn and spring are bright and clear, even lovelier than the "high" summer (July) when Swedes all go on holiday. And after the snow has come there's wintersports.

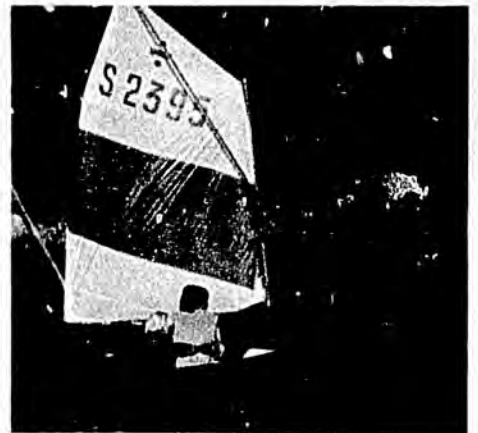
Your Swedish holiday will do wonders for you. Here are a couple of pages of advice and suggestions which will come in handy in planning it.



Park the car. Hire a pushbike. Explore the real old Sweden from idyllic little winding roads, wander among villages, lakes, fields and woodlands. Detailed suggestions for tours are available in many places.



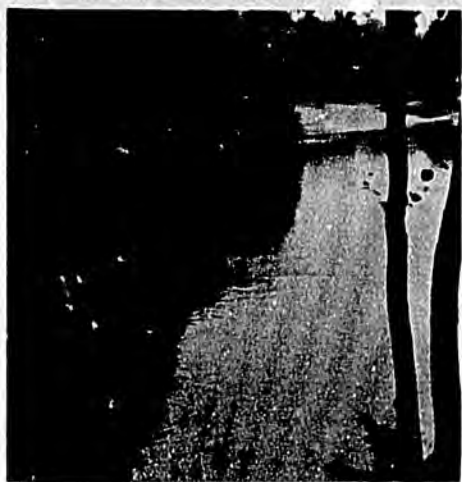
Her waterways!—The coast of Sweden is longer than Africa's—because of all her innumerable islands and inlets. Inland are beautiful old canals, idyllic waterways, a hundred thousand lakes. All larger communities, and most smaller ones, have admirable bathing places, often combined with a good camping site.



Some of Sweden's lakes are as large as inland seas. And her coasts are tideless. So why not hire a boat? Rowboat or canoe by the day. Or a motor cruiser or sailing yacht by the week. Explore these endless fairways, the myriads of islands with your family. Every 16th Swede owns a boat, so boatclubs, jetties and guest harbours are everywhere.



Or explore Sweden's rivers and lake systems by canoe. You've fifty recommended routes, of varying length and difficulty, to choose from.



In Sweden fishing is everyman's sport. One Swede in four is an addict. And still there's room for more! Up in the highlands of the north there's fine game-fishing. Along the coasts, sea-fishing. And coarse-fishing and angling in the myriads of lakes and idyllic forest pools. All in the most fabulous scenery! Fishing cards are cheap and easily available.

theatre, country fiddlers' teams, pop music—the lot! And the major cities abound with art exhibitions, opera, "events" of every kind. Just take your pick.



And when at long last the sun goes down and the lights come on, then there are night-clubs, discothèques, bars and restaurants.

sauna bath. Many hotels and motels have their own.



In the far north at Midsummer you can ski in the light of the midnight sun—only a few minutes up in a ski-lift from the flowery meadows whose flora Linnaeus found the most wonderful in the world. Ski equipment can be hired, of course.



And golf! Sweden has more than 135 golf courses. And you won't have to queue up to get to the first tee! Clubs and trollies can be rented. It is advisable to bring your local membership card or a letter from your Club secretary. Greenfees are very reasonable.



So whether you're trying to get the calories down or pack them in, Sweden's the place to do it in! Cuisine can be international or traditional. In either case the gourmet will have memorable experiences. Skål!



But whatever kind of holiday it is you're looking for, Sweden's all yours to have it in. Here are just a few more: Gliding, aviation, parachuting, riding, pony-trekking, water-skiing, hunting, bird-watching, go-cart racing, tennis, squash, bowling, table-tennis, ice-hockey, chalet holidays by the sea or lakeside.



In the summertime culture moves out into the countryside. Music festivals, folk dancing, open air



And when it comes to keeping your weight down, there's nothing like a

Now turn the page. Follow us on a quick trip through Sweden, from south to north. Choose which sights, experiences and activities appeal to you most. And mark in your holiday route on the map at the end. Welcome to Sweden!

Sweden invites you to enjoy a festive calendar of annual events



which in 1977 includes

3—5 Feb: Jokkmokk (N. Lapland)
The Great Lapp Winter Fair.

6 March: Sälen—Mora (Dalarna)
Vasa Ski Race, cross-country, 85 km
/53 miles.

Mid-March: Strömsund (Jämtland)
"Prinsloppet". Long distance skating
50 km/30 miles for men, 20 km/12 1/2
miles for women. Elite and keep fit
classes.

20—21 March: Åre (Jämtland)
World Cup. Slalom and Giant slalom.

Mid-May—mid-Sep: Stockholm
Performances 2—4 times a week at
Drottningholm Court Theatre with
mainly 18th century operas.

Beg June: Tierp (Uppland)
"Upplandsschottis": competitions in
"schottis" dancing, folk musicians
meeting and folk dancing. All partici-
pants dressed in national costumes.

17—18 June: Motala
Round Lake Vättern, cycling 300 km/
188 miles (men and women).

24—25 June: Throughout the country
Midsummer is celebrated with dancing
round the Maypole, games and folk
dancing to the accompaniment of
violins and concertinas.

Beg July: Sälen—Malung (Dalarna)
"Skinnarrännnet", long distance canoe
event, 70 km/43 miles.

Beg July: Bästad (Skåne)
Bästad Tennis Grand Prix.

July—beg Aug: Vadstena
International Vadstena Academy.
Concerts, operas, theatre performances

in the Town Hall, Vadstena Castle,
Old Theatre, Petrus Magni School,
and Bjälboätten Palace.

3 July: Delsbo (Hälsingland)
Folk Musicians' Meeting. Traditional
festival with over one hundred musi-
cians in national costumes from the
whole of Sweden.

3 July: Leksand (Dalarna)
The Church Boat Race. Traditional
race in long boats across Lake Siljan
to Sunday service.

9 July: Kilafors—Järvsö (Hälsingland)
"Hälsinge Hambo", a competition in
Hambo dancing and a popular carnival
procession through the lovely Ljusnan
valley. Dancing in Hårga, Bollnäs,
Arbrå and the final in Järvsö.

9—10 July: Stånga (Gotland)
"Stånga-Spelen", ancient Gotland
athletic games.

Mid-July: Åhus (near Kristianstad)
Jazz Festival.

Mid-July: Malmö, Jägersro (Skåne)
Swedish Derby (for horses bred in
Scandinavia).

15—24 July: Leksand (Dalarna)
"The Road of Heaven", allegorical
play of biblical events taking place
in a Dalarna village, just as the people
here used to imagine them. Open-air
performance in Swedish played by
amateur actors.

16—17 July: Åsele (S. Lapland)
Åsele Market. The Laplanders fore-
most folk festival for more than 200
years. Handicraft demonstrated and
sold, auctions, old homestead day and
old-fashioned country wedding.

Mid-July—mid-Aug: Visby (Gotland)
Visby Festival. "Petrus de Dacia",
mystic pageant opera by Friedrich
Mehler, staged in the impressive ruins
of St. Nicholas Church.

25 July: Kukkola (near Haparanda,
Norrbotten)
"Sikfesten" (fishing festival) at the
waterfall Kukkolaforsen. Also compe-
tition by log-floaters forcing the rapids
on logs.

July/Aug: Brunskog (Värmland)
"Gammelvala", a week when all the
old ways of living are revived with
ancient traditions of handicraft,
charcoal-burning, flax-processing,
spinning, yeast- and cheese-making,
brewing and baking.

14 Aug: Dammtorp, Tived (Väster-
götland)
Local Crafts' Day. Old time tarboiling,
churning, wood-working and other old
rural activities.

Beg Sep: Stockholm
"Yachting Day". Sailing in the Stock-
holm archipelago, the highlights is the
Large Yachts' Race for the Scandal
Beauty Trophy on Riddarfjärden in
Stockholm.

28—30 Sep: Uppsala
Uppsala University—5th centenary
celebrations.

10 Dec: Stockholm
Nobel Festivities with Nobel Prize
Ceremony.

13 Dec: Throughout the country
"St Lucia's Day". Lucia processions
of the Queen of Light.

Skåne and south east Sweden.





This may well be your first taste of Sweden. Linger awhile! The air's fresh, the waters sparkle, and the countryside's gorgeous and varied. Skåne, whose lush plains change gently into a landscape of lakes and woods; the south east coast, with splendid beaches and archipelagoes; two magic islands, Öland and Gotland, lying just off shore; the hills and forests of Småland, heart of the glass-making industry. Read on and decide where you'd like to make your holiday base. If you can!

Skåne, the southernmost part of Sweden

With a farmer from Skåne. "I tell you that it's here the good life is. And who's to contradict him? You'll see the prosperity of this province reflected in the rich and fertile landscape (Skåne produces a large part of what Sweden eats and drinks), in countless farms, and splendid manor houses and chateaux. There are more than 200 of them, with serene beautifully laid-out parks. You might even



come across a sign which says "Gå gärna på gräset!"—please walk on the grass. This is typical of the region's hospitality, as the numerous fine old inns, where you can enjoy good country cooking and a glass or two of snaps in really welcoming surroundings. Two things in the food line that would be a shame to miss; a local smörgåsbord (you can almost hear the table groan); and eel, smoked, baked, stewed—there are hundreds of recipes. But there's more to Skåne than beautiful countryside and good food. You'll find the townsfolk are relaxed and friendly.



The towns themselves bustle with activity. Malmö, just across the water from Copenhagen, is a good shopping centre (a charming souvenir is a Charlotte Weibull doll—you get them at Lilla Torg, the "Little Square" in Malmö); and the night-life suffers little in comparison with its big Danish neighbour. Helsingborg, another town



just a stone's throw from Denmark, has an interesting shopping street where you can browse to your heart's content (no cars allowed). In the summer, just outside town, you can see performances at a beautiful open-air theatre. For a taste of old Skåne, savour the atmosphere of the cathedral and university city of Lund. And everywhere there's always something happening; traditional religious plays, market days,



folk festivals. One other thing. If all the sight-seeing makes your feet tired, do as they do in Skåne. Wear clogs. They're traditional. And very good for your feet as well.



Fun at the go-cart track, near Höganäs.



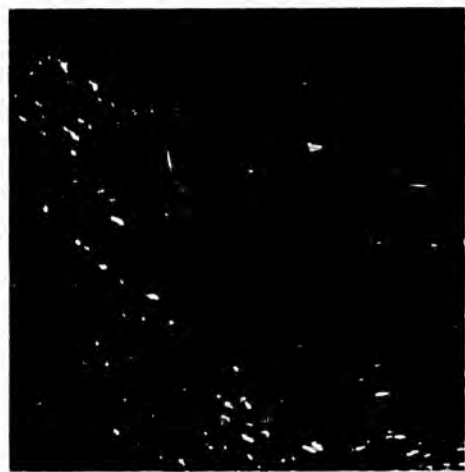
This is called "Spettkaka"—it's a sugar cake they eat at weddings.

The south east coast and Småland.



Blekinge

It was the novelist Selma Lagerlöf who called Blekinge "The garden of Sweden". It won't take you long to see why. It snuggles in the south east corner, and valleys, hills, lakes, streams, fields and forests make up a charming and intimate countryside. Along the coast is a delightful archipelago, where you can sunbathe, swim and boat. If you want to catch something more than a sun-tan, remember that game fishermen from all over the world come to fish salmon in the Mörrum river, from April to September.



Or if you don't like fishing, do as so many Swedes do. Come to Ronneby Brunn. It's one of the biggest resort hotels in Sweden—all the comforts, great swimming, and a swinging night-life. Or visit Karlskrona, with its fascinating old town, and fine maritime museum.

Kalmar and Öland

They say it never rains in summer in this part of Sweden. Which is an exaggeration. But you can take our word for it, the weather's

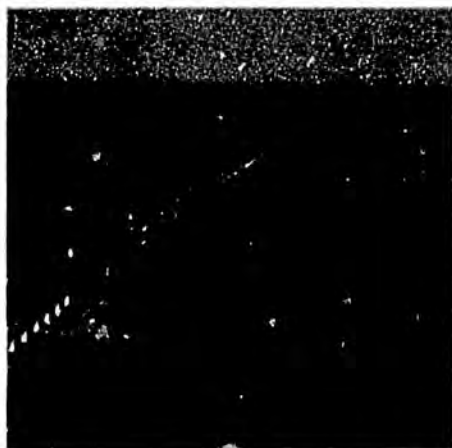


Kalmar Castle was formerly known as "the lock and key of Sweden".

usually great! The city of Kalmar itself has a lot to offer, and there's a magnificent mediaeval castle (the castle chapel is much in demand by those who want an extra-romantic wedding). West of Kalmar, you can see the fascinating art of glassmaking.



The factories at Orrefors and Boda are particularly worth visiting. Just outside Kalmar is a fine 18-hole



golf course, and along the coast you've marvellous bathing, boating and fishing. As well as something really spectacular: Europe's longest bridge. Opened in autumn 1972, it's more than three miles long and links the mainland to Öland.



Öland? You must treat yourself to a visit to this sunny island. It would take the most hardened cynic not to fall in love with its unique landscape—fragrant with wild flowers, alive with bird-song, and dotted with hundreds of picturesque windmills.



Many Viking burial sites and no fewer than sixteen prehistoric forts are hidden away among its quiet meadows. At Öland's southernmost point lies one of the largest archaeological stations in Europe. As for bathing, a local will tell you it's the best to be found anywhere. Safe beaches. Clean, clear water. Pick your spot from a full 185 miles of coast.



These rough stone walls originally separated one pasture from another.

Gotland

Gotland may be an island; but it's by no means isolated. It's easily reached by air or ferry from the mainland (though please book in advance—Gotland's popular!).



The coast is three hundred miles of little coves and long long sands; the climate and warm water make for delightful swimming and a quick sun-tan. All around the coast

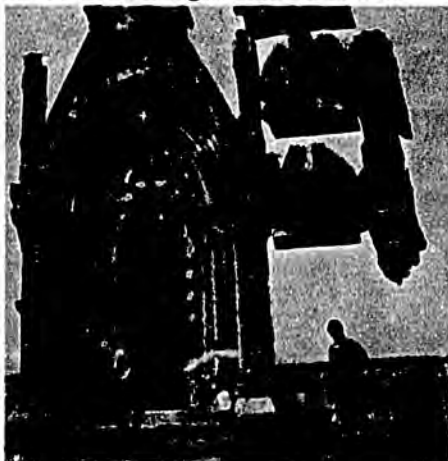


are strange cliff formations, "raukar", which have given rise to many legends. The entertainment's good as well. As more and more young people discover the island, informal pubs and bright discotheques have mushroomed. But Gotland still preserves its own special kind of peace. There are more than ninety



"Hammarstenen", a picture stone from the Viking age, is placed at the entrance to the Bunge open-air museum.

churches, famous for their sculptures and remains of frescoes dating back to the Middle Ages. And of course



there's Visby—one of the outstanding sights in all Sweden. Once a Hanseatic city, it's nicknamed "The city of ruins and roses", and is surrounded by the largest



medieval city wall in Northern Europe. The most ancient part of Visby, within the mediaeval town walls, has been selected as a pilot project for the Council of Europe's European Architectural Heritage Year 1975. This part of the city, which has slowly grown and been renewed over the centuries, presents peculiar traffic problems, is much affected by tourism, but is losing much of its population.



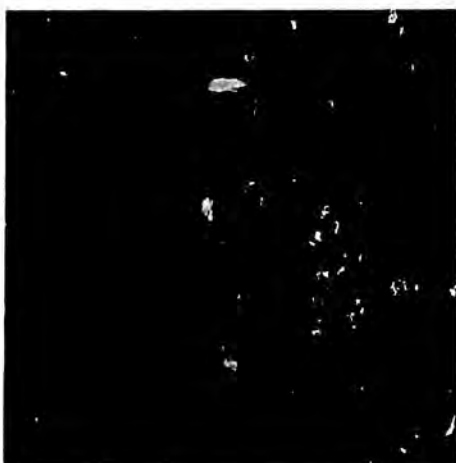
Guillemots on Stora Karlsö bird sanctuary.

Gotland, like Öland, is a treasury of bird-life and wild flowers (including some very rare orchids). Take the boat from Gotland to Stora Karlsö, a little island with a unique guillemot colony, as well as lots of other birds, and masses of wild flowers.

A hint. Take a coach round Gotland. Throughout the summer the buses leave daily for whole-day trips, including such sights as the Stora Karlsö bird sanctuary, and the interesting Hoburgen "raukar", lime stone formations, in the south. Half-day tours go to Sjonhem/Ljugarn and to the Lickershamn/Lummelunda caves, with Scandinavia's most extraordinary stalactites. A city tour of Visby tells you the city's history in a nutshell.



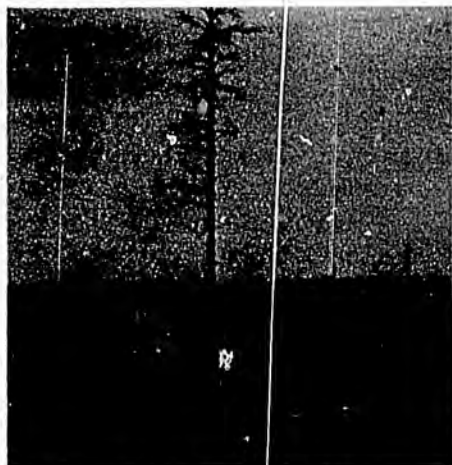
A charming old street—typical of Visby.



A Gotland sunset, its beauty speaks for itself.

Småland, the inland region

Which region has the most lakes? It's a controversial question, but the people here have no doubt about it. Småland. There's no doubt, too, that if you like to fish or



go boating, this is wonderful country to be in. There's an atmosphere of mystery in the hills and deep forests. You'll understand why they're said to be the haunts of trolls. In fact, up in the pure fresh air of the highlands, you wouldn't think that



Småland's a place where industry thrives. Yet thrive it does. Växjö is the capital of the Swedish glassworks district. Come and see the glass being blown. It looks easy, but they say it takes thirty years and more for a glass-maker to perfect his craft. Someone you may well meet on a factory tour is Bengt Heinze at Kosta glassworks. He's a master glassblower. What he doesn't know about the subject just isn't worth knowing. If you want to take some glass home with you, you can pick up scarcely flawed pieces at bargain prices. In Växjö itself there's a glass museum, and an experience you shouldn't miss, "The House of Emigrants". Simply and movingly, the exhibition tells the story of the great exodus to the United States in the latter half of the 19th century.



You can listen to the story of the great exodus from Småland. In your own language.

A short drive, and a pleasant one, away from Växjö, and you're in another world again; an old wooden house and lovingly kept gardens. Carl Linnæus' birthplace. At Lessebo you can see paper being made by hand—the only papermill of its kind in Sweden.

Jönköping is the town where Swedish matches originated and it's a fine centre for exploring Småland, particularly the country around Lake Vättern. The old town of Gränna lies on the shores of the lake.



Like rock isn't it? The local name for it is "Polkugris". They make it in Gränna.

From there, take a boat to the island Visingsö, and see the sights by horse and cart. A different and delightful day out.

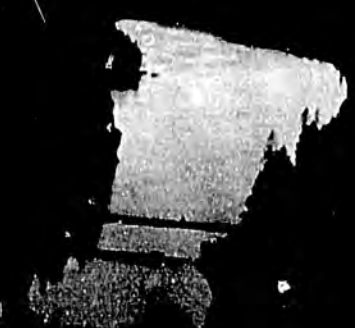
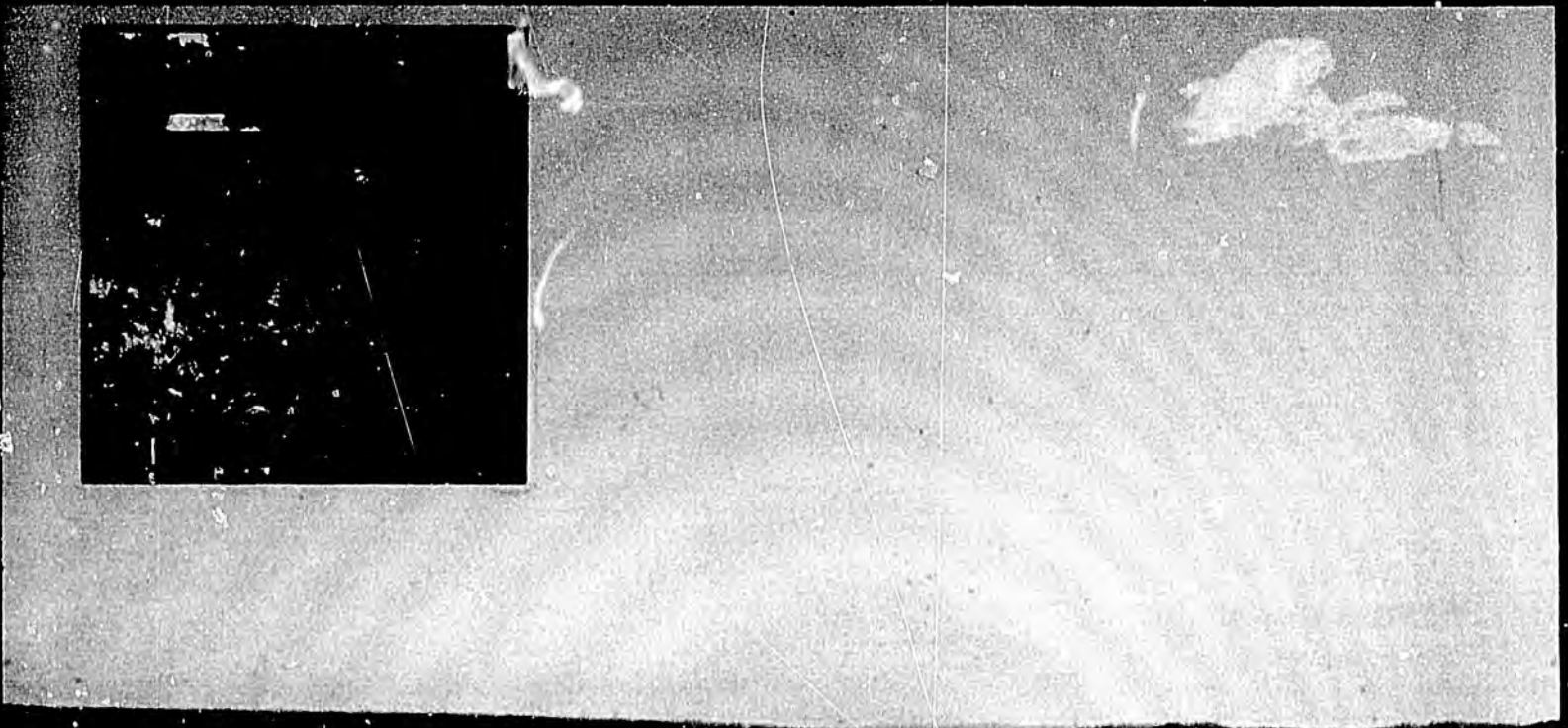
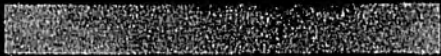


Jönköping itself couldn't be more conveniently situated; it's at the junction of several arterial roads, and the E 4. The city offers a wide selection of hotels, restaurants, and entertainments.



Farm holidays are very popular in Småland.







This is the most popular holiday region for the Swedes. Come, and you'll see why! Sandy beaches, smooth rocks, and tree-lined lakes; swinging night-life, and rural villages; wonderful sport, and every kind of accommodation, from a summer chalet by the sea to Gothenburg's luxury hotels. Whatever you want from a holiday, you'll find it on Sweden's South West.

The sunny west coast

Here, they say, the water's warmer than most other sea-water north of the Mediterranean. It's a fact that the Gulf Stream does make for



a fine, warm climate—and superb bathing. The clarity of the water will astonish you—you can really see the bottom. The coastline embraces two regions, Bohuslän and Halland. People usually describe Bohuslän as being a rocky coast, and Halland as one long sandy beach. This is only partly true. Among Bohuslän's granite rocks and promontories (perfect for sunbathing) nestle delightful little sandy coves—one of them just for you. This rocky coastline continues south of Gothenburg as far as Varberg,



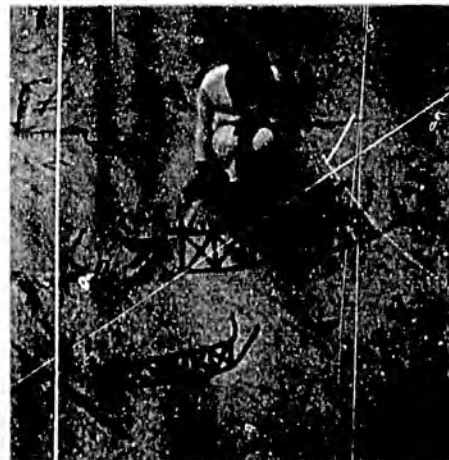
Typical Bohuslän fishermen's houses.



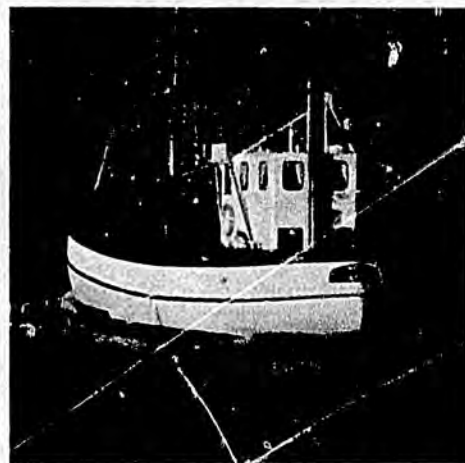
a holiday resort with lots of character. After that, the great sweeping bays begin, with miles of silver sand, dunes, and a shallow foreshore. The perfect



spot if you've young children—and never too crowded. There are small rocky promontories here, as well. The whole coast is one huge



archeological museum, with ship burial sites from Viking times, Bronze Age rock-carvings (like at Tanum, just off the E 6); ancient fortresses, quaint little churches. If you're a fisherman, you'll be in



your seventh heaven. Go with a party in a large boat out to the fishing banks; hire your own boat, or just fish off the rocks. Ask a local fisherman for hints. Inland, there's a charming countryside



You'll find lots of beautiful little shops.

of lakes and woods, and small towns where traditional handicrafts are still pursued. You eat well, too; try the sea-food—



Here they auction shrimps in the afternoon.

and particularly, the special sea-food salad "Västkuistsallad". Entertainments? First class. Dance in some modern restaurant or discotheque; or on a jetty, to the strains of an accordion and the sounds and the scents of the warm salt sea.

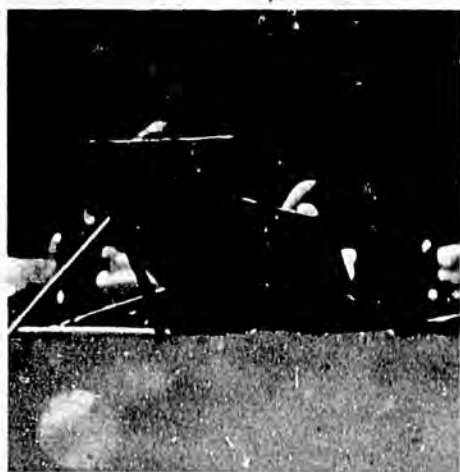
Gothenburg

Gothenburg is quite likely to be your first taste of Sweden. Don't just hurry through—make a meal of it.



Could almost be Paris, couldn't it?

It's an ideal base for exploring Sweden's West Coast. You must see the big square, Götaplatsen, a unique cultural centre, with an art gallery, theatre, concert hall, and a magnificent library that's open till 10 pm (if you want to catch up on the news, they've foreign newspapers as well). Have a great evening out at Liseberg. It's not just an amusement park, but a home of the arts as well. You'll find it hard to imagine a finer shopping city than Gothenburg;

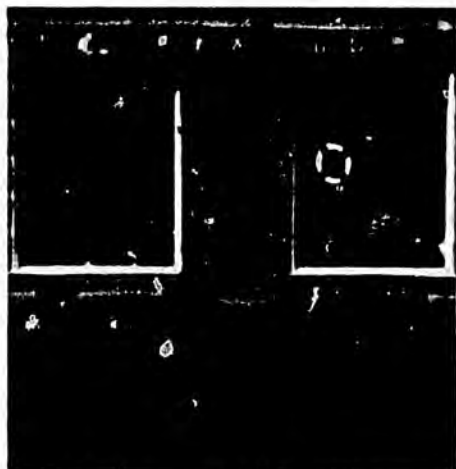


Lazing on a summer afternoon—even nicer when the deck chair's free!

supermarkets, department stores, up-to-the-minute boutiques as well as the small Kronhusbodarna with shops and a post office from the turn of the century. If you feel like relaxing, there are spacious parks, wide boulevards, and many charming open spaces where you can just sit and watch the world go by. Or why not take a boat trip, and see the sights from the water? Step ashore on the island of Nya Älvsborg. Here you may visit a historic fortress from the 17th century when Sweden was a leading European military power.



Scores of modern hotels and restaurants, discotheques and nightclubs are ready to welcome you to this gayest of Sweden's cities.



One of the antique shops in the old part of Gothenburg—a splendid place to shop.

Västergötland

This is an utterly unique landscape, gentle, undulating, rich in prehistoric remains, and peaceful old villages.



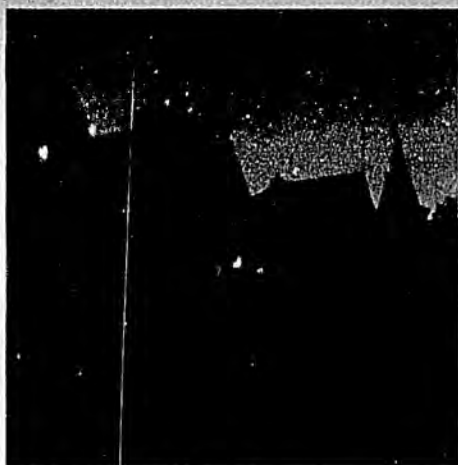
A holiday village—rent a chalet like these.



Here is where you can see the crane dance. The time to go is the middle of April; the place, Hornborgasjön. The countryside boasts many rare wild flowers; the lakes are full of fish; and you're almost sure to see



moose if you're in the Hunneberg region (to the west, near Lake Vänern). It has Sweden's densest moose population. Feeling active? Billingeus, at Skövde, is a splendid up-to-date physical-fitness-centre-cum-hotel; tennis courts, a top-class pool, gymnasium, slalom-slopes and artificial rinks in winter. The new



hotel at Hjo, with its annexes—authentic turn-of-the-century villas—is another superb centre for an active, healthy holiday. Excursions? Trollhättan—with its waterfall, canal, and intriguing lock-system; Läckö, a mediæval castle by the shores of Lake Vänern; and Borås with one of Sweden's finest zoos, where you can see African big game roaming completely at liberty in beautiful



Läckö Castle. Of mediæval origin it was rebuilt in the 17th century.

parkland. Not far from Borås is another mediæval castle, Torpa, where many exhibitions are held each summer. And if all this doesn't make your mouth water, the



strawberries will. Come in July, and try them—they're a Västergötland speciality.



This is strictly for experts—but you can learn to be one here, at Ulricehamn.

Dalsland

Drive north from Gothenburg, and you come to the little province of Dalsland. Little, yes; but many think it's one of the most interesting in Sweden. It combines the feeling of spaciousness, the undisturbed nature of the North, with the smiling countryside of Southern Sweden. Biologists and geologists come to study its special combination of flora, fauna and types of countryside. But Dalsland isn't just for people who have special interests. You'll be



Rowing's great fun.

enchanted by its forests, lakes, and waterways. The fishing's out of this



Here you can charter a motor boat or a canoe and/or rent a solitary summer cottage.



world. And boating enthusiasts regard Dalsland as one of the places for canoeing, rowing, and sailing. You must experience the Dalsland Canal—Roger Pilkington, the English canal expert, reckons it's one of the prettiest in the world. It connects Lake Vänern with the Norwegian canal and lake system, and eventually the North Sea. Take one of the



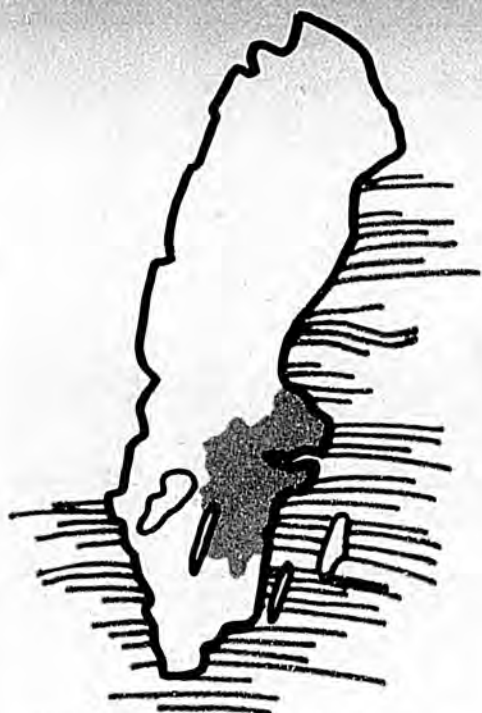
beautiful passenger boats. Or if you like walking, go to Kroppefjäll; a remarkable nature reserve; stroll along one of the marked paths, and discover nature as it used to be—untouched, and indescribably lovely.



Please don't leave litter. Sweden's spacious countryside and crystal clear waters are open for all to enjoy—all the "thank you" we ask is that you'll help them to keep their beauty.

Regions and Stockholm





Lake Vättern and Lake Mälaren—both so big you could call them inland seas; a countryside that embraces ancient hills, rich farmlands, cool forests of pine and birches; an archipelago of some 24,000 islands, perhaps the most beautiful in the world; and of course, the great city, Stockholm. If you wish to blend the pleasures of big city life with the calm of the country, here is your holiday.

Östergötland

Turn off the E 4, and discover a delightful province: Östergötland, with its enchanting inland waterway, the Göta Canal. The landscape is



typical of Central Sweden; fertile farmlands, unspoilt forests, and the rocky shores of Vättern and the Baltic. Like so much of Sweden.

Östergötland is a fine place for an active holiday. Go to Vadstena, on Vättern's shore. The town breathes history—incidentally, it was the home of Sweden's patron saint, St. Bridget. You can still see the Blue Church and the remains of her medieval monastery. A great place for a day out is Kolmården Zoo, where the animals roam free. A special attraction for the children: dolphins. What else



A field of rape seed—used for making margarine.



In July a 17th-century opera is performed in Vadstena Castle by the International Vadstena Academy.

to do? Fishing, of course, both inland and in the archipelago; or take an idyllic trip on the Göta or Kinda Canal. Hungry? Try char, fresh from Lake Vättern. Delicious!



No wonder they made such a big catch. They're professionals!

Örebro county and the Bergslagen region

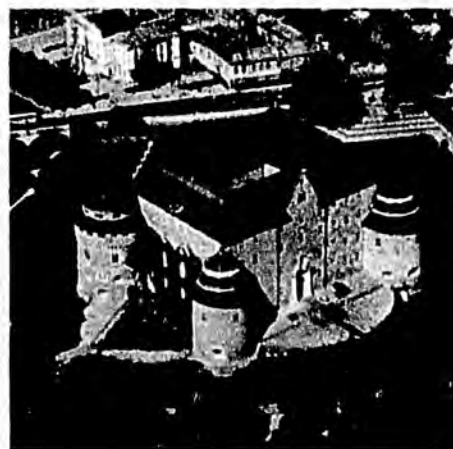
Pack your fishing gear. Just a few hours drive from Stockholm or Gothenburg will take you to the thousand lakes of Örebro county. And the countryside's superb; fruitful lowlands to the south;

tremendous forests in the north, and rugged mountains, dotted with picturesque old huts.

In the Bergslagen district, jasper, amethyst and other semiprecious stones are to be had for the searching. Some superoptimists even pan for gold. You never know your luck! A spectacular attraction is Svea Falls near Degerfors—huge blocks of stone and gigantic holes carved out by a tremendous mass of water some ten thousand years ago. No water roars to-day, but the falls were once three times the size of Niagara.



Örebro county has many romantic lakes. In the depths of the great forest of Tiveden lies beautiful little Lake Fagertärn, famed for its red water-lilies.



Capital of the region is the town of Örebro, with its beautiful castle, and the reconstructed old town of Wadköping.



An old-fashioned store in Wadköping.

The country around Lake Mälaren

Mälaren. Few lakes have more islands; none is surrounded by such a variety of glorious landscapes. To the north, there's Uppland; rich farming country, and rich in history, too. To the north west, Västmanland. Hills, woods, clear sparkling lakes; and to the south, Södermanland—gentle, yet romantic countryside.



Let's go first to Uppsala. A great cathedral; a university dating back to 1477; a university library with 28,000 handwritten manuscripts, including the famous Silver Bible, plunder from



the Thirty Years' War; the Linnaeus' gardens. Uppsala positively reeks history. Just outside the city is "Gamla Uppsala" (Old Uppsala), and some mysterious burial mounds. Legend has it they were raised in the 6th century, for three kings. Charming features of Uppland's countryside are the hundreds of red-painted soldier's cottages, relics of a more war-like past; rune stones and quiet country churches, many with superb murals dating from the 15th century. For an excursion, go to Sigtuna, founded in the early 11th century as a centre for Christian missionaries. Fishing? Try for salmon and sea trout by the imposing water falls at Älvkarleby, just off the E 4. If you're interested in hydroelectric plants, take a look at the working models in the power station.



Drive west, and you come to Västmanland—glittering little lakes and mighty forests. Visit Strömsholm, with its canal and castle (one of the many in the region). Strömsholm Castle is now an international riding centre.



There's also an interesting mediæval town, Arboga. A good place to stay is Västerås, right on the shores of Mälaren, and ideally situated for excursions. Two interesting features; the town gets its hot water and heating from one central plant with just one chimney; and the centre of town is traffic-free. No wonder Västerås is so clean and fresh.



In Sala Silver Mine, 180 ft below the surface. The Mine Museum and a partly excavated 16th-century mining village are both eminently worth a visit.

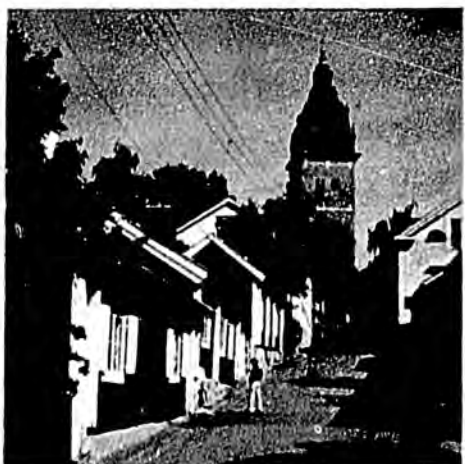
Södermanland, the third Mälaren province, is characterized by its romantic birch groves and splendid manor houses. You shouldn't forget to visit the royal castle, Gripsholm, at Mariefred. For a wonderful day out you take the boat from Stockholm,



and complete the journey on an old railway—the carriages, the guards, the station are all just as they were at



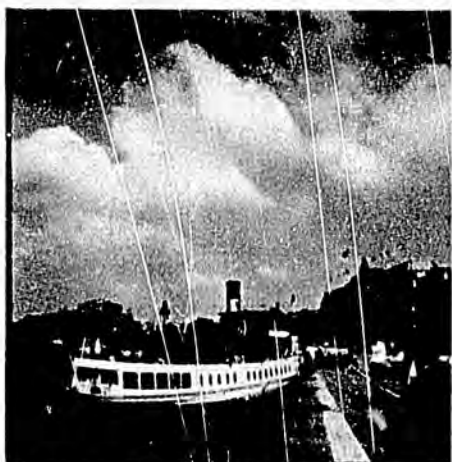
the turn of the century. Eskilstuna, on the E 3, has some fine old smithies, and a well-kept zoo. Nyköping, on the E 4, boasts an impressive fortress and art museum, Nyköpingshus. If you just want to relax, laze in the archipelago—and enjoy the clear water, the fresh air, and the marvellous feeling of space that Sweden gives you.



Strängnäs is an idyllic small town on Lake Mälaren and the cathedral is one of Sweden's most beautiful.

Stockholm - the city on the water

Sweden's capital—but unlike any capital you've ever seen. For a start there's the matchless archipelago. More than 24,000 islands, where you can swim, boat, fish, waterski within a few minutes from the centre.



And Stockholm, the city! Built on 14 islands, connected by tunnels and bridges, it is both a glimpse into the future and a rich memory of a baroque past. In the Old Town you will find cellars that date back to the Middle Ages, where you can sample such specialities as "gravlax", (pickled salmon with a special mustard sauce), or "strömming" (small herring, one of the Swede's staple foods). The meat dishes are excellent, too! Or enjoy a smörgåsbord and a spectacular view in one of Stockholm's many luxurious restaurants.



From mid-May to late September there are performances of 18th-century ballet and opera two, three or four times a week at the Drottningholm Court Theatre.

Visit the "Wasa", the 17th-century flagship of the Swedish fleet, salvaged, and now housed in her own museum. Stroll round Skansen, an open-air museum of Swedish life and customs through the centuries. Go by boat to Drottningholm. This, the court theatre, built in 1766, possesses the oldest stage machinery in the world. It's still functioning. And the original sets are still used during the famous summer season performances.



This is the city's oldest square, Stortorget, in the Old Town.



Beer and traditional jazz at "Stampen"—one of the many pubs in town.

As for shopping, entertainments, nightlife, cultural activities—they're what you'd expect from one of the world's great capitals. Tops!



Leave the kids to play at the "Kulturhus".



You can swim right in the centre of the town.



Tourist pilots will guide you through the town.

Please don't, when in Stockholm, or in any other town, cross the street when the little man on the traffic lights is red. You may be fined.

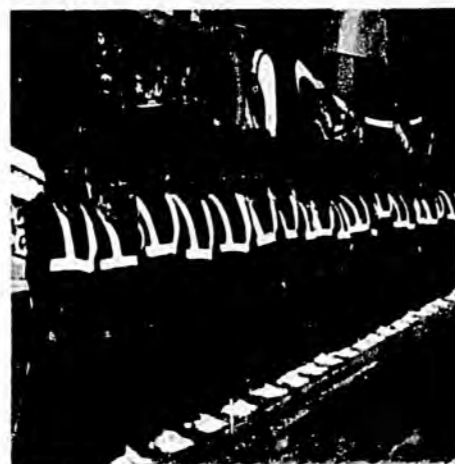




E 4. Gävle, a thriving port, has an interesting old town—narrow streets of red and white cottages.



Gävle's forestry museum "Silvanum" is the only one of its kind in Europe. Another sight is the State Railway Museum, housing some 60 historic locomotives and coaches.



At Furuviik just outside Gävle—a marvellous band to add to the fun.

Taking the children? The amusement park at Furuviik offers a splendid day out. In summer, join in the fun



of the many folk festivals—singing, dancing, music and a real party atmosphere. The Hälsinge Hambo is a chapter to itself. More than 900 couples in national costume dance up the beautiful Ljusnan valley, from Hårga at Kilafors to Järvsö—a hambo championship! Usually on the second Saturday in July.

Värmland and Dalarna; Gästrikland and Hälsingland; a luscious countryside of lakes, rivers and mountains, stretching from Norway in the west, to the Baltic in the east. Every kind of activity: riding, fishing, golfing, canoeing, visits to artists' studios, potteries, village plays, peasant auctions. Here, traditions aren't just preserved for the tourist's sake; they're a part of daily life. This is get-away-from-it-all country, where you can pitch your tent somewhere in the middle of nowhere, and hear nothing but the birds and the plopping of the fish; and have that special kind of fun that comes from truly simple living.

Gästrikland and Hälsingland

Two delightful little provinces, which may well be your introduction to the folklore regions as you drive



north from Stockholm. Reckon about 2 1/2 hours for the journey to Gästrikland. The fishing and bathing are first class—and if you're feeling energetic, the region boasts fine "keep-fit" centres—particular in Hemlingby, near Gävle, just off the



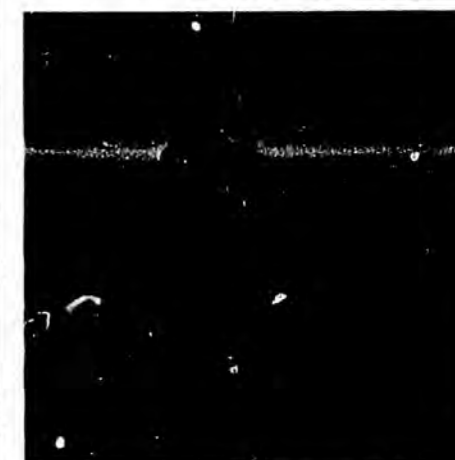
Sweden's folklore regions.



Sweden's most popular winter sport. Or why not come in winter for a change? Gästrikland and Hälsingland are rapidly becoming known for their fine wintersport facilities.



Come in winter, and enjoy superb skiing.



If you're lucky, you'll see a moose.



In Gävle, you can rent a hike—a great way of getting around.

Värmland

Just 2 1/2 hours drive from Gothenburg (a similar distance from Oslo) and you're in Värmland; such



a complete contrast to modern city life, you might be thousands of miles away. More than 2,500 lakes and rivers, green valleys and high mountains will make you rub your eyes in disbelief that nature can still be so undisturbed. Lake Vänern, where you



can find your own private shore, and the spectacular, meandering valley of the Fryken lakes and Klarälven river are perhaps the best known natural wonders in a legendary landscape.



You can hire a roomy cabin cruiser and explore the romantic waterways of Värmland.



This ship at Jössefors is reconstructed, but the area's full of genuine Viking remains.



But the people are as important as their land. It's fair to say that in almost every little village there are people still practising their traditional handicrafts, like pottery, metalwork, woodcarving. Special things to do?



Here's Preben Mortensen and his wife. More than 135 canoes for hire, special canoeing holidays, and 600 miles of water to explore.

Go canoeing (Värmland is Europe's number one canoe centre). Your guide could be Preben Mortensen, trapper, backwoodsman, and inspiration behind Värmland's unique canoeing facilities. Visit the little village of



At Brunskog they still bake bread the old way. Scrumptious!

Brunskog, where every year, for a week in July, the old ways of living are revived. There are many fine manor houses (you can even holiday in some). If you're interested in churches, Södra Råda has a unique mediæval church with remarkable paintings. For a day out, the park at Rottneros is ideal, with an internationally famous collection of sculptures, as well as matchless grounds.

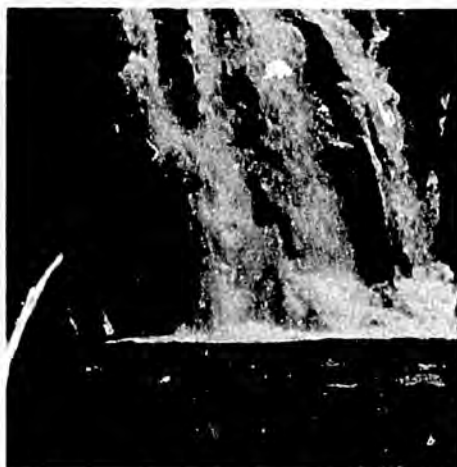


Rottneros Manor, the original of "Ekeby" in "The Story of Gösta Berling" receives more visitors than almost any other stately home in Sweden.

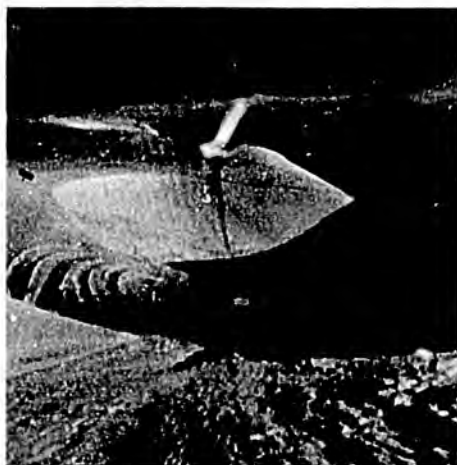


Dalarna

Dalarna means "The Valleys"—but to the Swedes, and anyone who's been there it means an idyll. And if anything, that's an understatement. The countryside ranges from



gentle woods, fields, lakes, to the mountains of North Dalarna, where bears still roam. The mountains



make it an ideal winter sports centre—in iced Dalarna was chosen for the world skiing championships in 1974. Here, too, the annual Vasa Ski-Race



is run—10,000 entrants!—on the first Sunday in March, the world's longest! In Dalarna every parish has its own folk-costumes, which also vary at specific times in the church year. During summer, people dance through the twilight night to the centuries-old

music of the Dalecarlian fiddlers. On certain Sundays and at Midsummer people still row to church across Lake Siljan in the old church boats, direct descendants of the Viking longships. They even hold churchboat races! Up in the mountains, where people formerly drove their cattle in the summer, there are still some old dairy farms ("fäbodars") in use. Here, you can see something of Dalecarlian peasant life, and buy typical products such as the tasty "tunnbröd" or thin bread. If you fancy yourself as a musician, join in the fun of Siljan Week, in July, where you might have the chance of borrowing an



The original charter of Stora Kopparberg—the oldest limited company in the world.

instrument and taking part in the festivities. If you've got business interests, the Stora Kopparberg company at Falun is the world's oldest limited company; there is a



The joys of a truly open road—and so many places to camp in!

mine museum, and the copper mine itself is open to tourists. Accommodation? Dalarna, like Värmland, has fine hotels, small pensions, camp-sites, summer cottages, youth hostels. Something for every taste and pocket.



When the Midsummer pole is up, then the fun starts.



A Midsummer marriage. With all the traditional trimmings.

P.S.

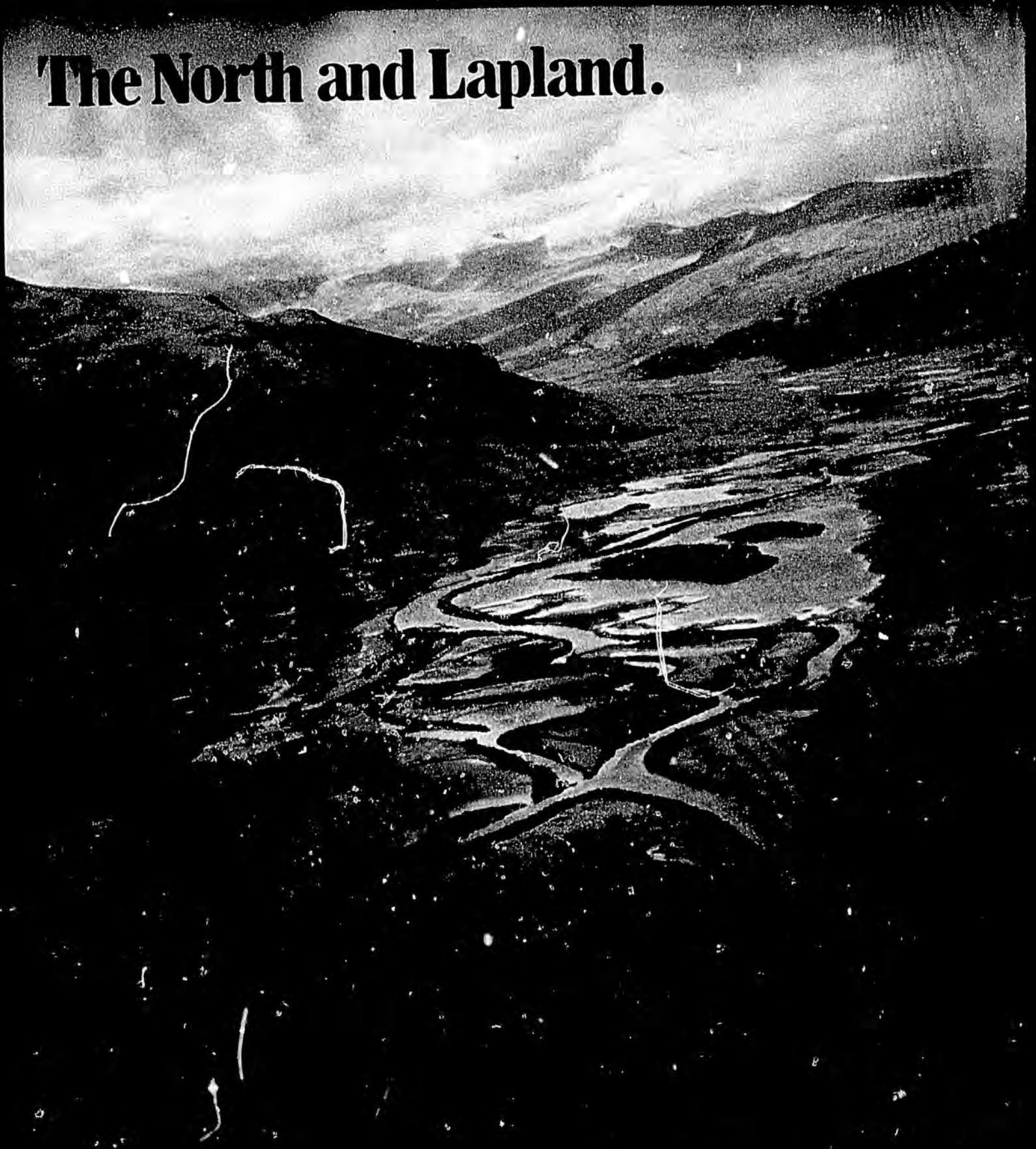
If you can, do try to be in Dalarna at Midsummer; go to one of the many small villages where they arrange spectacular festivities—some say the best in Sweden.



The Dala Horse—hand-carved and hand-painted in Dalarna—and nowhere else!

Please don't throw lighted cigarette ends out of your car window. The Swedish summer is warm and dry, and the danger of the forest fires very great. Timber is too valuable and beautiful to lose through carelessness!

The North and Lapland.





Imagine the size of this huge area—bigger than Western Germany! Mountains, forests, lakes, bear, wolverine, moose, lemmings, reindeer, foxes; hiking, swimming, fishing, hunting; unpolluted air and water; a 420-mile long coastline; a summer climate where the temperature is often 24°C (75°F) or more; and of course, the Midnight Sun. No night-lights needed! How to get there? Excellent plane and train services from Stockholm and Gothenburg. Or by car—it takes time, but it's worth it. Accommodation? Good and inexpensive hotels. Youth hostels. Or bring your own. This is real camping country! If you want a holiday away from the crowds, a holiday that is, for once, genuinely different, come North!

Jämtland and Härjedalen

Only one town, Östersund; but few regions are better equipped to take good care of you—particularly if you've a bent for the outdoor life! Stay at a summer cottage, or one of



The panorama (left) is of the Vista Delta in Northern Lapland, between Kiruna and Mt. Kebnekaise.

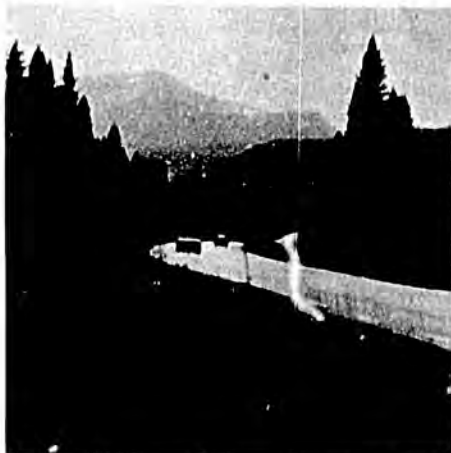


Never mind the snow—the pool's heated!

the many fine tourist hotels. Keep-fit enthusiasts will appreciate their hiking excursions, and their sauna baths even more. Go game-fishing by a waterfall, with a towering mountain as a backdrop. In September, you can hunt for moose—several hotels arrange special safaris. In winter, there's fine winter sporting. The Alpine skiing—and après-ski—



at Åre is reckoned to be among the best in Scandinavia—some say in Europe. What to eat? (The air makes you hungry.) Fresh fish, of course; salmon, trout, pike, perch—even tastier if you've caught them yourself! Bringing your car? Good! Then you'll see at first hand how splendid



the roads are, both in summer and winter. Unharrassed and uncrowded motoring—through sheer, stupefying scenic grandeur.



Doing as the Swedes do. Keeping fit!



Up here, there are so many ways of having a great day out.



Farmers used to spend the summer in cottages like these. The children were absolutely fascinated.



There's lots of good walking country—and not too difficult for the children.

The north coast and Västernorrland

If you have any doubts about swimming just below the Arctic circle, dismiss them. It's often warmer than Southern Sweden (and that's often very warm).



Breathtaking scenery in Västernorrland.

You've rocks, sandy beaches; the romantic archipelago near Luleå; in all, 420 miles of coastline, with



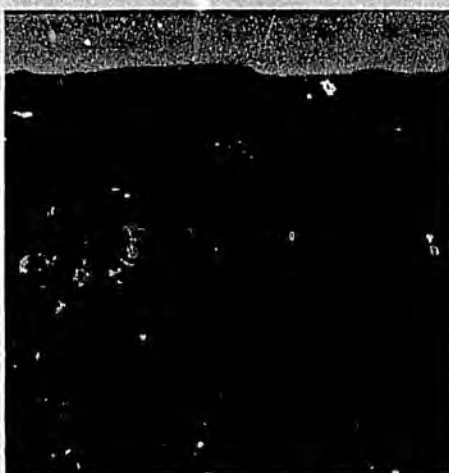
At several places along the coast there are lovely bathing places.

the E 4 flowing it from Sundsvall to Haparanda. At Piteå, way up north there's a beach that would stand comparison with any riviera anywhere.



First catch your fish, then eat it.

And of course, the sun, at midnight, as you swim from some secluded beach, belonging to you alone.



Great sea-fishing; and inland fishing too, for that matter. In Sollefteå, Västernorrland, you can even catch fish in the middle of the town! Places to go? Things to see? Sundsvall, delightfully situated between two high hills, each offering impressive views. Museum; Alnö Old Church, late 12th century; tumuli at Högom; Spikarna and Löran fishing villages. In Timrå Bergelöförsen salmon nurseries. Herring being cured at Ulvöhamn, an acquired taste, but worth acquiring. The city of Umeå — birches, wooden



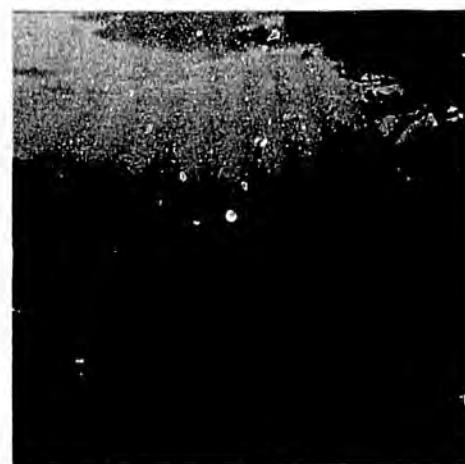
Ulvöhamn—how can they have a sour herring industry in such an idyllic spot? houses, and the world's most northerly university. Try its restaurant; inexpensive, and open to everybody. At Löfvånger—by way E 4, 30 m. S. of Skellefteå, is an old "church town" of 122 red timber chalets, once used by churchgoers who came from far afield at church festivals. Some date from the 17th century and may today be rented by tourists—the largest and most unusual chalet village in Sweden! Don't forget to travel inland a little; valleys, forests, mighty rivers—and good roads to put all this beauty within easy reach. Make a visit to Torvsjö on the lovely "Saga Route" between Åsele and Vilhelmina. Torvsjö is an old village whose handy villagers have restored some century-old watermill machinery. You can see how milling, treshing, ironsmithery, crop-drying and knife-grinding were all done by water-power.

Lapland, Europe's last wilderness

Did you know that Lapland has the world's largest town in terms of area? That's Kiruna, where the iron



comes from, and it's more than 7,500 square miles. The Lapps, or "samer" as they're called in Sweden, are Europe's oldest people, many of them still making their living by herding reindeer. If you're lucky, you may even see a Lapp wedding. If you want a comprehensive picture of the Lapp way of life, their costumes, their language, their culture, go to one of the fine museums in Luleå, Jokkmokk, or Arjeplog.



Would you believe it's 11 pm!

If you're here in June and July, buy a postcard and write your greetings in the brightness of the midnight sun! Up here, you can play



Some camping sites even have minigolf!

golf, or fish, the night through, if you feel like it—all the time's day-time! For Sw. cr. 50 you can buy a fishing card ("Turfske Nord") entitling you to fishing in 750 lakes and 600 miles of streams or rivers.



The best time for hiking in the Swedish highlands is from the beginning of July to the beginning of September.

It is valid for 3 weeks for the whole family (father, mother and children under 16). Perch, pike, grayling and



Many hotels specialize in more home-like comforts. You relax in front of a crackling fire, grill sausages, hear some music or join in the singing.

trout all await the angler on holiday. But above all, perhaps, Lapland is nature. Pure nature, unspoilt by man, or machine, with a unique, and age-old plant and animal life.



Where else but in Lapland would you find reindeer in a post office?



Penetrating ever deeper into the fell country you take the boat. It goes daily from late June to early September between Ritjenjokk and Vaisaluokta.

Lapland is best explored on foot. The "Royal Trail", starting at Abisko, takes you through 135 miles of this mountain world to Kvikkjokk. Overnight huts lie at distances of 9—15 miles along this well-marked trail. Hikers without experience from earlier tours can join



This is "pimpling"—a favourite winter sport. But don't sit on the ice too long!



This is "Gammelstad"—Old Town. Beautifully preserved red and white wooden houses, and a remarkable church.



From end of June until mid-July you can enjoy skiing at Riksgränsen summer ski-school—sometimes in the light of the midnight sun.

one of the many guided hiking excursions arranged by the Swedish Touring Club (STF). Europe's last wilderness. . . yes; but maybe a tiny bit misleading if you consider the excellent—and beautiful—roads and resort hotels. If you've got plenty of time at your disposal, the drive up from Gothenburg is breathtaking. Allow at least three days. Otherwise Lapland is easily reached by train or air. Do ask for Lapland specialities—thin bread, and reindeer steak; marvellous! And be sure to take some Lapp handicrafts home with you—a lasting souvenir. One other thing. You may get back so tanned, your friends won't believe you've been so far north. Buy a certificate that proves you've crossed the Arctic circle. That'll show them!



Crossing the Arctic circle. And there's a certificate to prove you've been there.

Please don't forget to calculate distances and location of service stations in your route map before setting off for the day. The North is huge, don't underestimate it!

How to go to Sweden.



By sea

Whether travelling from Great Britain or the Continent you can enjoy a relaxing journey by sea to Sweden. The ships are very comfortable, and the food excellent—and reasonably priced!

The car must be at the quay at least 1 hour before sailing. Combined travel arrangements exist on many routes.

FROM GREAT BRITAIN

London/Tilbury—Gothenburg (36 hrs)

Swedish Lloyd
Three sailings per fortnight in each direction; during June—August more frequent sailings.

Immingham—Gothenburg (22—25 hrs)

Tor Line
One sailing a week in each direction, June—August.

Felixstowe—Gothenburg (23 1/2 hrs)

Tor Line
Three sailings a week in each direction.

Other pleasant seaways to Sweden via Denmark and Germany:

Harwich—Esbjerg (18 hrs)
DFDS (United Steamship Co.)
Daily sailings.

Newcastle—Esbjerg (19 1/2 hrs)
DFDS (United Steamship Co.)
Two sailings per week in each direction, end May—Sep.

Harwich—Bremerhaven (16 hrs)
Prins Ferries (Lion Ferry AB)
One sailing daily in each direction.

Harwich—Hamburg (20 hrs)
Prins Ferries (Lion Ferry AB)
One sailing daily in each direction.

FROM DENMARK

Frequent daily sailings on the following routes:

Frederikshavn—Gothenburg (3 hrs)
Sessanlinjen and Stena Line

Grenå—Varberg (4 1/2 hrs)
Lion Ferry AB

Copenhagen (Tuborg)—Larskrova
SL-Ferries (1 hr 10 min)

Copenhagen—Malmö (1 hr 40 min)
Öresundsbolaget/DSØ (Dampskibsselskabet Øresund AS)

Copenhagen—Malmö
Öresundsbolaget
Hydrofoils (40 min)

Dragør—Limhamn (50 min)
Öresundsbolaget/DSØ (Dampskibsselskabet Øresund AS)

Helsingør—Helsingborg (25 min)
DSB/SJ/LB-Ferries
(Danish Railways/Swedish Railways/
Linjebuss)

FROM GERMANY

Kiel—Gothenburg (13 hrs)
Stena Line
One sailing daily in each direction.
June—Aug: Four additional sailings
per week.

Travemünde—Gothenburg (13 hrs)
Sessanlinjen
Three sailings a week in each direction.

Travemünde—Helsingborg (10 1/2 hrs)
Lion Ferry AB
One sailing every evening in each
direction with free bus transfer Malmö—
Helsingborg and vice versa for morning
sailings from and to Malmö.

Travemünde—Trelleborg (7 1/2 hrs)
TT-Line
2—3 sailings daily in each direction.

Travemünde—Malmö (8 hrs)
Lion Ferry AB
Two sailings daily in each direction.

Travemünde—Nynäshamn (25 hrs)
Finnlines
6—7 sailings monthly in each direction.

Travemünde—Slite/Gotland (22 hrs)
Finnlines
6—7 sailings monthly in each direction,
June—August.

Travemünde—Gedser/Denmark (3 hrs)
GT-Line
4—5 sailings daily in each direction.

There are frequent ferry-services
between Finland and Sweden i.e. between
Helsinki and Stockholm and Turku
and Stockholm.

SWEDISH TOURIST BOARD	
Box 7306, S - 103 85 Stockholm 7, Sweden	
Representatives abroad:	
Sveriges Turistbureau Vester Farimagsgade 1, mezz. DK - 1606 København V	Denmark
Swedish National Tourist Office Swedish Embassy, 23, North Row London W1R 2DN	England
Sveriges Turistbyrå/Ruotsin Matkailutoimisto Alexandersgatan 40 SF - 001 00 Helsinki 10	Finland
Office du Tourisme Suédois 11, Rue Payenne F - 75003 Paris	France
Zweeds Informatiebureau Noorderstraat 7-9 Amsterdam	Holland
Ufficio Informazioni Turistiche Ambasciata di Svezia Piazza Rio de Janeiro 3 I - 001 61 Roma	Italy
Sveriges Turistbyrå Fr. Nansens Plass 8 N - Oslo 1	Norway
Schwedische Touristik-Information Wienstrasse 9 CH - 8034 Zurich	Switzerland
Swedish National Tourist Office 75, Rockefeller Plaza New York, N.Y. 100 19	United States
Scandinavian National Tourist Offices 3600 Wilshire Boulevard Los Angeles, CA 900 10	United States
Schwedische Touristik-Information Glockengiesserwall 2-4 D - 2000 Hamburg 1	West Germany



By air

There are direct international flights to Stockholm, Gothenburg, Malmö, Norrköping, Jönköping, Växjö and Västerås — as well as a comprehensive domestic network stretching from the southern tip of Sweden to far above the Arctic Circle. Stockholm's international airport is Arlanda 25 miles/41 kilometres north of the capital. Bus connections with the air terminal at Vasagatan take about 45 minutes.

There are direct flights from London to Stockholm (2 hrs 20 min), to Gothenburg (1 hr 45 min) and via Copenhagen to Malmö (3 hrs). Via Copenhagen you reach Stockholm from Dublin in approx. 5 hours, from Glasgow in 4 hours and from Manchester in 3 hrs 45 min. SAS has regular flights to Stockholm from Anchorage (11 hrs), Chicago (11 hrs), Los Angeles (13 hrs), New York (9 1/2 hrs), Montreal (9 hrs) and Seattle (11 1/2 hrs), from Buenos Aires (22 hrs), Port of Spain (15 hrs) and from Santiago de Chile (25 hrs). From Sidney, Australia, the flight time to Stockholm is approx. 32 hours, from Hong Kong 18 hours, Delhi 13 hours, Manila 26 hours and Bangkok 15 1/2 hours.



By rail

Travelers from the U.K. who prefer a shorter crossing can travel either via London (Liverpool St)—Harwich—Hook of Holland or via London (Victoria)—Dover—Ostend. Both ports have rail connections to Sweden via Copenhagen (Hook of Holland—Stockholm by train 22—25 hours, Ostend—Gothenburg 22—23 hours). Malmö—Stockholm by train takes 6—7 hours, Malmö—Gothenburg 3 1/2—4 hours and Gothenburg—Stockholm 4—5 hours.

Inter-Rail is a railpass valid for youths up to 23. This railpass entitles the holder to unlimited travel by rail 2nd class for one month in Sweden and 20 other European countries. The railpass has to be bought in your home country. For travelling within your own country you get 50 % reduction on your railtickets.

How to travel in Sweden.



By air

SAS and the associated carrier LIN operate an extensive network covering 26 airports with connections to some 150 major cities and towns throughout the country. A flight e.g. Stockholm—Kiruna (situated above the Arctic Circle) takes 2 hrs 25 min. Stockholm has two airports. The majority of domestic flights depart from Bromma airport (7 miles/11 kilometres west of the city centre).

Taxi flights can be booked at many airports. For further information about SAS/LIN services please consult your travel agent or the nearest airline office.



By bus

A cheap and comfortable way of travel is by express bus, providing fast connections between important towns in southern and central Sweden and between Stockholm and the coastal towns in northern Sweden. Fares are considerably cheaper than by train or air. A return ticket Stockholm—Gothenburg costs Sw.cr. 95. A Post Office bus service operates in northernmost Sweden. These coaches, which deliver mail in outlying parts, also take passengers and are modern and comfortable. There are also numerous package tours by coach through different parts of Sweden.



By car

When entering Sweden with a car you must have the following documents in your possession:

1. Passport or other identification papers.
 2. National driving licence.
 3. National registration certificate.
 4. Nationality plate.
- Internationally valid insurance, "Green Card" is not compulsory but recommended.

Sweden drives on the right hand side of the road. There are speed limits on all roads and maximum speed limits are indicated by road signs.

The driver and the passenger in the front seat are obliged by law to use seat belts.

If your car has asymmetrical headlights it is recommended to have them set for use in right-hand traffic.

The Swedish traffic safety organization recommends half-lights, instead of parking-lights, both when driving in darkness in lightly built up areas, and when driving by daylight, not just when the visibility is bad!

It is recommended to fit a windscreen spray and flaps behind your rear wheels, to protect yourself when being overtaken and others when overtaking.

Petrol vouchers do not exist in Sweden. At self-service petrol stations, a litre of regular petrol costs approx. Sw.cr. 1,50, premium Sw.cr. 1,60—1,70.

Many stations have banknote operated dispensers taking 10-kronor notes. Diesel oil costs approx. Sw.cr. 0,70 per liter.

Sweden has an excellent trunk road system with many stretches of motorway and many more are under construction. The roads are well sign-posted. There are good service facilities en route.

It is forbidden to park at the side of main roads, but there are plenty of special parking places, often regular lay-bys, where you can picnic or, at the larger ones, buy refreshments at a kiosk.

Be careful when parking your car in towns and cities. The prohibition sign is found either in miniature placed on a house-wall, or placed on a post. Parking fines are high in Sweden, rarely under Sw.cr. 50.

Please don't drive after drinking. Sweden's laws are very strict.



By rail

Swedish trains are very comfortable. There are various combinations of 1st and 2nd class carriages, both pullman style and with compartments. The majority of trains are electric. On long-distance trains there is usually a buffet car. No smoking in the buffet car. A journey by express train from Gothenburg to Stockholm, 283 miles/456 km, takes 4 hours and costs approx. Sw.cr. 130. Fares become proportionately cheaper the longer the journey. Over 62 miles/100 km a return ticket is some 15 % cheaper. There are a number of rebates applicable. On "expresståg" a seat ticket is necessary (Sw.cr. 5).

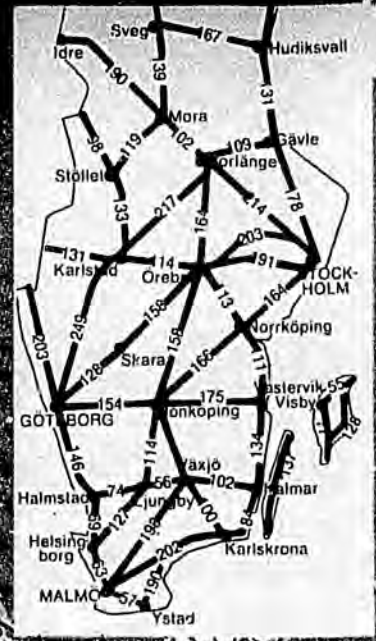
On longer journeys, couchette and sleeping car facilities are provided. Sleeper charges: Sw.cr. 32 in a 3-bed compartment, (2nd class), Sw.cr. 48 in a 2-bed, (1st class), and in 1st class single Sw.cr. 175. Couchettes in 2nd class are available on certain routes, e.g. Stockholm—Kiruna—Narvik (Norway). A couchette ticket costs Sw.cr. 17.

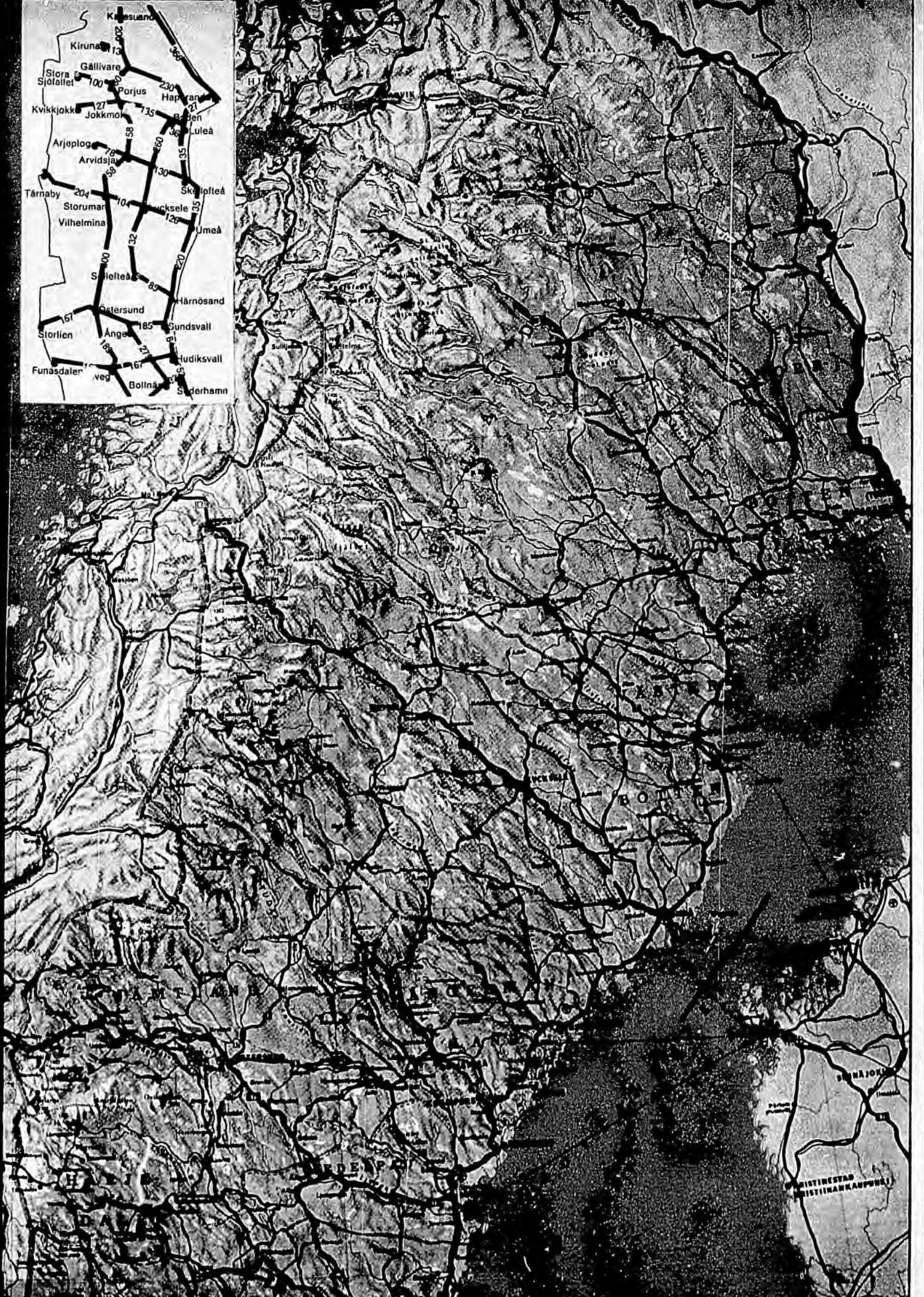


By boat

Car ferries between the mainland and Gotland: Nynäshamn—Visby, Västervik—Visby, Oskarshamn—Visby. Sea passage: 3 3/4—4 1/2 hrs. There is another connection between Grankullavik (Öland) and Klintehamn (Gotland), 2 1/2 hrs. Daily crossings June—August. Fares Sw.cr. 38—47. A classic tourist route is the Göta Canal, linking up the great lakes and archipelagoes of Central Sweden, with regular passenger traffic from mid-May to early September. From Stockholm to Gothenburg (or vice versa) takes 3 days. All meals and accommodation on board. Fares from Sw.cr. 550.

Typical of the Swedish coast are the great archipelagoes, with their thousands of little islands. Many of these are linked by regular boat services in summer (information from local tourist offices). Steamer trips can also be taken on certain of the larger inland lakes and waterways. Motor cruisers and yachts may be chartered by the week. Ask for detailed information.





Where to stay.



Hotels

Sweden has about 1700 hotels, of varying standard. Most are reasonably priced and suited to ordinary budgets, though of course some are in the luxury class. You should count on at least Sw.cr. 100 for a double room with bath or shower and toilet.

SARA of Sweden is the largest hotel & restaurant chain in Scandinavia with 40 hotels and 70 restaurants in major cities throughout Sweden and one hotel in Oslo, Norway. All the hotels and restaurants are centrally situated. Family rooms are available at reasonable rates. Children under 12 years are accommodated free when occupying the same room as their parents.

SARA Hotel Cheques: The rate is Sw.cr. 85 per person in two-bed room including breakfast. Children under 12 years are accommodated free of charge and have reduced breakfast price when occupying the same room as their parents. The cheques are valid daily throughout June, July and August and at weekends (Friday afternoon—Monday morning) the rest of the year. Cheques can be obtained through your Travel Agent. Further information from the Sales Dept., SARA, P.O.B. 21009, S-100 31 Stockholm.

The Bonus Passport is a Scandinavian hotel discount system, which gives an average discount of 20% at more than 60 hotels in Sweden, Denmark and Norway. The Bonus Passport costs approx Sw.cr. 65, a sum you will recoup after just a few nights use and is valid for an unlimited number of nights from 15 June to September 1977. The Bonus Passport applies for a maximum of two adults plus two children and can be purchased from your Travel Agent.

Four-day stay in Stockholm for only Sw.cr. 155. Three nights accommodation, three breakfasts and a 50% reduction on admission charges to certain museums, to Skansen (outdoor museum) and Gröna Lund (funfair). (Booking through your Travel Agent or from Stockholm Tourist Association, Box 7172, S-103 84 Stockholm 7.)

Modern one-room flats in student accommodation in Stockholm and Lund, from June to August. From single room with shower and toilet, up to 3—4 bed rooms. Two-bed room: Sw.cr. 72—95, 3—4 bed room, per bed Sw.cr. 22—27.

Resort hotels

These exist all over Sweden, usually in beautiful spots in the countryside, at seaside resorts or wintersport centres. Full or demi-pension are based on a 3-day stay. Full pension per person and day from Sw.cr. 80. At more exclusive hotels you must reckon on paying Sw.cr. 110—160. Reductions for children. Most of these hotels arrange excursions, activities, dancing and entertainment for their guests.

Motor hotels and motels

A large number of motels and motor hotels of high standard are found along all major roads in Sweden. The motels are minor establishments usually with self-service restaurants of good standard. The motor hotels are major first-class hotels close to large cities with rooms of high standard. Prices vary but a double room with shower costs Sw.cr. 120—140. Family rooms (4 beds) about Sw.cr. 150.

Esso Motor Hotel Cheques cost approx. Sw.cr. 75 per double room and night incl. breakfast. Half price for children 4—11 years and free of charge for children under 4 years in their parents' room. The cheques are valid for the period May—September and weekends October—December at all 45 Esso Motor Hotels and Esso Motels in Sweden. (The cheques are not valid, however, at Gyllene Uttern/Gränna). The cheques can be bought at your travel bureau.

Ask for a full price list of hotels from any office of the Swedish Tourist Board. For addresses, see p 26.



Touring lodges and youth hostels

The Swedish Touring Club (Svenska Turistföreningen, STF) operates 190 comfortable and cheap hostels, known as "Vandrarhem", all over Sweden. Almost all have 4—6 bed family rooms, 80 have running h & c water in the rooms. Most are based on self-service in modern kitchens. But some offer full meal service. All you need to bring is your own linen, or else rent it. These Touring Club Lodges or Youth Hostels

are in fact open to anyone, irrespective of age. The price varies with the room standard, from Sw.cr. 14—18 per night per person. If you bring a membership card from your national youth hostel organization affiliated to the International Youth Hostel Federation (IYHF) or an International Guest Card or have an STF membership card you pay Sw.cr. 10—14 per bed and night. A youth hostel handbook is published annually by STF and by IYHF. Price approx. Sw.cr. 9 resp. 12.



Camping sites

There are about 530 camping sites all over Sweden, approved by the Swedish National Camping Committee. They are usually open from 1 June to 1 September and marked by the above authorization sign. An approved camping site must be supervised daily and rubbish removed regularly. The sites are classified in three groups, from 1 to 3-star, 3-star being the best. Charges vary from Sw.cr. 5—15 per car and tent or caravan. An international camping carnet is often required or you buy a Swedish camping card at the first site you visit. Many sites have special parking for caravans, with electric sockets. Details of all approved sites in "Campingboken" (The Camping Book). Price Sw.cr. 12.

Holiday chalets ("stugor")

During the high season it is usually difficult to book a cottage in Sweden. Peak season is mid-June until mid-August, and during winter in the mountain regions the Christmas/New Year period, mid-February until the first week of March (the Swedish schools' wintersport weeks) and Easter. During these periods the prices are also highest (approx. Sw.cr. 550—1200/week). In May and onto mid-June as from mid-August throughout September, however, you can easily rent a modern and well equipped cottage anywhere in Sweden. The off-peak charge for a cottage with four beds is Sw.cr. 350—650 per week.

If you fancy living on a Swedish farm, try "Bondgårdsemester". For approx. Sw.cr. 25 per person you get bed and breakfast. This kind of holiday accommodation, however, is also fairly limited.

Where to eat.

Most Swedish hotels also have a restaurant. The largest of them have several dining rooms: e. g. a cafeteria for swift self-service at budget prices, and a more elegant dining room, with waiter service for guests who want to take their time and are prepared to pay more (from Sw.cr. 20 upwards for a lunch or dinner). "Dagens rätt" (Today's special) on the menu will save you some kronor. Self-serving restaurants ("Bar" or "Cafeteria") are found all over Sweden, many of them belonging to the same company. SARA of Sweden Hotel and Restaurant Group and ICA Restaurants have self-service restaurants in many towns, and the department stores, e.g. Epa, Domus, Tempo and Ahléns, have very well-kept restaurants and cafeterias where you can get a good and substantial meal for Sw.cr. 11—15. Motorists will also find good places for

refreshments. Taverns and self-service establishments along the major roads provide snacks as well as lunch and evening meals. The largest are the Esso Taverns and "Tre Snäckor". Motor hotels and certain motels also have fully licensed restaurants.

Mealtimes in Sweden are usually: Breakfast from 7 or 8 a.m. to 10 a.m. Lunch from 11.30 a.m. to 3 p.m. Dinner from 5 p.m. onward (but in hotels and better restaurants not after 8 p.m., when only "supper" is served, a meal which is less substantial, but because of overtime rates, is apt to be expensive). Breakfast is usually not included in the hotel room price. For a continental breakfast you should reckon with Sw.cr. 8—12.

Most hotel restaurants and resort hotels are fully licensed. Wine and spirits are served from noon on weekdays and

1 p.m. on Sundays. Some restaurants and hotels are only licensed to serve either beer or beer and wine. Beer is available in different strengths. The usual Swedish beer costs in a restaurant Sw.cr. 4—6 for 33 centilitres (cl.). Strong or so-called export beer costs Sw.cr. 6—7 for the same quantity. The weakest beer is "lättöl", 1,8 % alcohol content. It is, of course, less expensive, but nevertheless, drinkable if you are warm and thirsty. There is a wide range of imported red and white wines. Many restaurants serve wine by the carafe: Sw.cr. 15—25. When ordering a Swedish snaps or other spirits, specify how much you want. Spirits are served in quantities of 2 cl., 4 cl. or 6 cl. Snaps is only taken with the hors d'oeuvres or the "smörgåsbord". In a restaurant a snaps (4 cl.) costs Sw.cr. 8—12.

Some things you should know.

Passport and visas

A valid passport entitles you to a stay up to three months in Sweden. A visa is usually not required.

Customs

You may bring in, duty free, 200 cigarettes, or 9 oz of tobacco (if you are over 15); 3/4 litre spirits (1.3 pts), 1 litre of wine (1.75 pts) and 2 litres of beer, if you are over 20. Travellers who are resident in non-European countries may bring in free of duty 2 litres of wine or spirits and 2 litres of beer as well as 400 cigarettes or 500 gr (about 1 lbs. 3 oz) of other tobacco. Medicines may only be brought in if intended for the traveller's own use. Narcotics used as medicines may be brought in if intended for personal use during not more than 5 days and if the traveller can produce a medical certificate that he needs them. Please leave pets at home, as they are subject to stringent quarantine regulations.

Currency

The Swedish units of currency are kronor and öre. 100 öre = 1 krona.

For current rate of exchange—ask your bank.

Swedish banknotes: 5, 10, 50, 100, 1 000, 10 000 kronor.

Silver coins: 10, 25, 50 öre, 1 krona and 5 kronor.

Copper coins: 5 öre

Banks are open Monday—Friday 9.30 a.m.—3 p.m. In many larger cities banks close at 6 p.m. Saturdays closed.

Illness

In case of illness or accident your hotel will call a doctor. Doctors are on round-the-clock duty in the emergency wards of hospitals, and in other places there is always a doctor or nurse on duty. Between Britain and Sweden there is a reciprocal agreement under which British subjects resident in the British Isles receive the same medical benefits as Swedish citizens. This means that if you have to call a doctor, you pay his bill and obtain his official receipt. This receipt you then take together with your passport to the nearest health insurance office ("sjukkassa") where about 2/3 of the cost will be refunded to you. Treatment in hospital clinics costs Sw.cr. 15. Hospitalization in a public ward is free.

Tipping

Service charge (15 %) is usually included in the hotel bill, so it is not necessary to tip the chambermaid or other staff, unless they perform special services.

The service charge in restaurants is 13 % of the amount on the bill and is automatically added by the waiter or waitress.

Taxi drivers expect a tip of 10—15 %, and hairdressers about the same.

Cloakroom attendants should receive Sw.cr. 1,50 per coat.

Tourist information

There are local tourist information offices, ("Turistbyrå") in most towns and holiday centres. These offices bear the

international "I" sign, a guarantee of good service by personnel speaking foreign languages. The offices are normally open only during the tourist season. Attached to the tourist office is usually a hotel booking service, Rumsförmedling or Hotellcentral, where you get help to find a hotel room, or a room in a private house. The booking charge varies from Sw.cr. 2—10.

Travel facts

The Swedish Tourist Board has compiled a series of Travel Fact Sheets in English and German. Each gives detailed information of a kind which can be useful to anyone visiting Sweden. Here is a list of them:

- 1 Sweden Ferry Connections
- 2 Sweden Coming Events
- 3 Golf in Sweden
- 4 Cycling in Sweden
- 5 Winter Sports in Sweden
- 6 Budget Price Accommodation in Sweden
- 7 Youth-travels in Sweden
- 8 "Allemansrätten"
- 9 Boat-hire in Sweden
- 10 Tourist information offices in Sweden
- 11 Holidays on Swedish waterways
- 14 Angling in Sweden
- 16 Hiking in the Swedish Highlands
- 17 Game shooting in Sweden

These Travel Fact Sheets can be ordered by post from the Swedish Tourist Board's offices. For addresses, see p. 26.

How is the weather in Sweden?

People who have never been to Sweden can have the oddest ideas about the climate. Many think that Sweden is plunged in darkness for one half of the year and bleached by the midnight sun for the other. Or that it is so icily cold that polar bears parade the streets in all seasons.

These misconceptions might stem from the fact that Stockholm actually does lie more to the north than the southern tip of Greenland. So Sweden, the theory



goes, must have the same climate as Greenland . . . But this is not so. And for two reasons: the long hours of sunlight in the summer, and the Gulf Stream, which carries heat all the way up to the west coast of Scandinavia.

Average daily maximum temperature (C° and F°) in Stockholm and average hours of sunshine (mean value during the period 1931—1960):

Apr	May	Jun	Jul	Aug	Sep
+8,3 46	+14,6 58	+19,2 67	+21,9 71	+20,2 68	+15,3 60
208	292	318	295	248	174

The only really exact way of describing weather is with statistics. The figures show that a July day in Stockholm gives no fewer than 19 hours of full daylight, with an average of 9½ hours of sun-



shine. Sweden is in fact one of the sunniest countries north of the Alps. Days are long all over the country from early May to late August. And most fantastic of all: north of the Arctic Circle the sun never sets all summer and is to be seen all night long.

Mean monthly rainfall in mm in Stockholm:

Apr	May	Jun	Jul	Aug	Sep
31	34	45	61	76	60

It does of course rain in Sweden. The greenery and the crops need it. But



summertime rain comes mainly in showers, long downpours are rare. Stockholm has less rain than any other Scandinavian capital — and less than Berlin, Milan, and Vienna. Sweden is the land of the four seasons. Spring arrives as early as March in the south. Summer can be long, with real heat waves in June, July, and August — yet the heat is always pleasant because the humidity is low. The Swedish autumn offers clear, fine days well into October, days which are mild because of all of the summer's heat stored in the waters around Sweden. The winter is dry and visitors are often greeted by fresh and sunny weather. Much of the country has plenty of snow for 4—5 months each winter. The skiing season is of course longest in the north.

Sweden has the perfect climate for a truly invigorating holiday. The Swedes themselves love the outdoor life. So whatever your fancy, you'll get more out of it in Sweden. Playing golf, swimming,



fishing, skiing, sailing, hunting. Above all, there's plenty of room in Sweden. The countryside is as unspoiled as it is beautiful. The air is clean and fresh. Sweden is the place for your next holiday if you are bored with lying prostrate on a sweltering beach. If you find it hard to credit what we say about the weather why not come and see for yourself? The weather isn't the only fantastic thing about Sweden.

REPORTS & COMMENT

NORWAY

The fact that Norway, with the smallest population in Western Europe except for Luxembourg, has now passed even the United States in per capita national income and is one of the wealthiest industrialized nations in the world seems to fill Norwegians with more foreboding and apprehension than excitement or satisfaction.

The time when Norway was the poor relation in Scandinavia is a living memory for most of the country's 4 million people. By temperament, Norwegians are not excessive in their jubilation or enthusiasm for anything—including striking oil. They are quietly enjoying the feeling of being envied by their neighbors for the first time. (Question: What is the new status symbol for a Norwegian? Answer: A Swedish

chauffeur.) But there is an instinctive reluctance to embrace this new national wealth as a permanent reality, a reluctance born of the caution and reserve typical of Norwegian character, and a kind of subconscious fear that one day the country might wake up and find that the North Sea bubble has gone the way of the South Seas bubble earlier in this century.

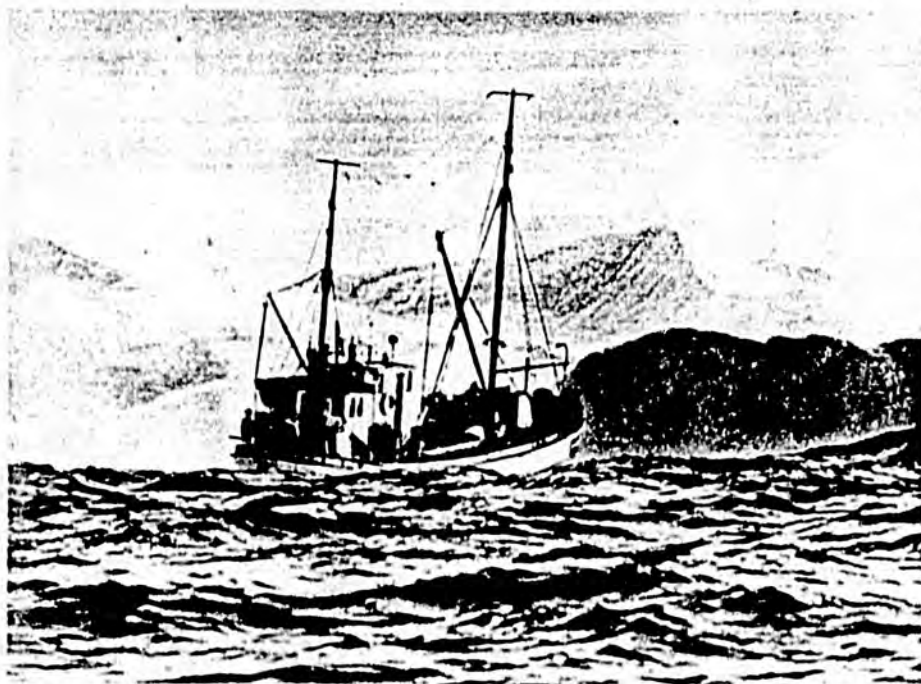
Of course the prospect that this will happen is remote. North Sea oil will be flowing until it runs dry. In theory the Arab oil states could suddenly take a price dive and drop the cost of their easy-to-produce Middle East crude by three or four dollars a barrel. But it would take a lot more than that to put the plug back into the North Sea now, and the Arabs would have to reckon the cost to themselves. In any case, given the cautious way in which the Norwegians have set about planning the

investment and controlling the exploitation of oil and gas in their sectors of the North Sea, the impact on Norway's economy of a major price cut would be only marginal.

Poor relation?

For Norway, North Sea oil is just icing on top of the economic cake. Long before oil was ever discovered under the North Sea, Norway had pulled itself solidly upward in the growth period of the 1950s and 1960s, less spectacularly than some countries but a great deal more steadily than most, averaging 4 to 5 percent growth a year. By the beginning of this decade, Norway stood ninth in per capita income among the principal industrialized nations, the twenty-three members of the Organization for Economic Cooperation and Development (OECD). By 1974, well before oil had begun to flow, Norway had reached fifth place. The latest projections show that the Norwegians now have an average annual income of \$7033, compared to \$7018 in the United States. Of course the cost of living is much higher in Norway, as is the net effect of its taxes; and the United States' growth rate dropped last year while Norway's continued its customary modest advance. It is arguable whether per capita income figures give a true economic comparison, but it is not arguable that by any standards this has been a remarkable postwar economic achievement for a country which was once the poorest in Western Europe.

Thus, by the time the oil came along, Norway had already established a soundly based, diversified, well-directed, productive, and expanding economy. And all this in spite of the fact that, apart from hydroelectric energy, Norway has few natural resources. Its real



Fishing boat off the Norwegian coast

NORWAY

asset is its people and their character: their ability and readiness to work hard with great self-discipline in order to get the most out of what is available, within a strong national political consensus about priorities and policies.

It is easy to understand why the Norwegians are the people they are. A small population, strung out along a coastline about the length of the Maine-to-Florida coast, living in an environment of mountains, rocks, snow, and sea, long winter nights, the rugged solitude of a beautiful but difficult land, long distances between settlements, isolated farms, small villages, small cities, small enterprises, ships and men far away from home—all of this breeds introspection, self-reliance, and stubborn strength. The Norwegians fortunately share a clear sense of nationhood and common purpose. Although Norway has a strong socialistic political orientation, as befits a country with few resources and a small population, its people remain conservative in tastes and attitudes. They do not succumb to excesses, trendy faddism, or political crazes which regularly grip their larger and hitherto wealthier neighbor, Sweden. Norwegian character has its melancholy side: read Knut Hamsun's novels, go to an Ibsen play, or see the paintings and lithographs of Edvard Munch. But when it comes to thinking problems through carefully, deciding what to do, and then doing it, Norwegians manage their affairs individually and collectively better than most other people in the world.

For example, when it became clear in the 1960s that North Sea oil would have great economic impact, the Norwegian shipbuilders quickly seized the opportunity to move from production of ships into the building of oil rigs, drilling platforms, underwater storage tanks, and specialized support ships for North Sea operations. Maybe it was an obvious move to make, but it took money and decision, and it wasn't all that obvious to the British on the other side of the North Sea. Within five years Norway, with no previous experience in building oil rigs, was the second largest producer of offshore oil equipment in the world after the United States. Today it is well ahead of the United States in the use of prestressed concrete for production platforms which double as undersea oil storage tanks.

The science of econometrics was virtually created at the University of Oslo by Professor Ragnar Frisch, who became the first Nobel Prize winner in economics before his death in 1973. His influence on government economic planning and policy-making in Norway was enormous, and his protégés include Erik Brofoss, a director of the International Monetary Fund in Washington, and Ge'z Wold, director general of the Bank of Norway, who is rated by *The Economist* of London as "arguably the most intellectually able banker in the world today."

Being the people they are, Norwegians have spent a great deal more time worrying and talking about the impact of the new oil wealth on their way of life and their national character than about how to get the oil up from the seabed and what to do with it. Listening to one of these introspective conversations, one would think that Norway was turning into a land of hucksters and jet-setters, wheelers and dealers, with Oslo becoming a kind of Tehran of the North. Of course the very opposite is true. In shaping government policy on North Sea oil, Norway has acted with rare prudence, thoroughly, and effectively to take control of a national asset in advance and direct its exploitation and use for the common good.

"A better society"

A special government commission spent eighteen months examining the impact of the oil boom on Norwegian society in every aspect from the effects of oil production on sea life to taxation policies and political control over the oil industry. It delved into the demographic changes which the industry might bring about in Norway, studied the new possibilities for Norwegian industry, estimated just how much oil money the Norwegian economy could absorb without creating excessive inflationary pressures, outlined a range of social services on which money could be usefully spent, and raised a series of warning signals and cautionary observations about problems which should be avoided by careful planning.

The commission's extensive report to the Storting, Norway's unicameral legislature, is really a blueprint for directing, controlling, and channeling the oil wealth which is going to reach out and touch every wage-earner, every farm and household in the country. The report puts emphasis on "development of

a qualitatively better society," and "full control by democratically elected institutions of all important aspects of petroleum policy."

There will be no Norwegian oil barons rushing off to gamble at Monte Carlo or buy up condominiums in the tropics. In addition to exercising rigorous control over private oil concessions in the North Sea—the amount of oil and gas which can be taken out, the amount of the government's cut through royalties per barrel and taxes on company profits—the Norwegians have set up their own company, Statoil, which will have nearly exclusive rights to future development as new areas are allocated for exploration farther north. The private oil companies—American, British, French, and others—found the Norwegian government very tough and also exasperatingly slow to decide exactly how they were going to shape their control over this national asset.

In contrast to Norway's tough rules for development, in Britain a Conservative government under Prime Minister Edward Heath first invited the oil companies to open up and go flat-out for North Sea oil. Then Harold Wilson's Labour government took over. Now the British are trying to emulate in some way the more careful, controlled, socialistic policies which Norway has followed in dealing with the problem from the start. Of course Britain's need for North Sea oil is far greater and more urgent than Norway's. But ironically enough, the cautious and slow-moving Norwegians were quicker than the British to supply North Sea oil to Britain by undersea pipeline. Because of an undersea landscape feature known as the "Norwegian trench," it is all but impossible to pipe oil or gas back to Norway from the fields which have so far been discovered. This has caused much political as well as technical anguish in Norway, but there is no getting around, or even through, the Norwegian trench. So the first North Sea pipeline was built from Norway's Ekofisk field to a point in the north of Britain at the mouth of the river Tees. The first oil arrived through the pipeline last October, two months before a British pipeline opened up from the Forties field, on the 40th parallel of the North Sea, to a point in Scotland north of Aberdeen.

The Norwegian pipeline is now delivering about 350,000 barrels a day to Britain, and this will increase steadily to upwards of a million barrels daily as other wells come into production and

NORWAY

are plugged into the pipeline system. Meanwhile a second Norwegian pipeline carrying natural gas from the Ekofisk wells to Emden on the north coast of Germany is scheduled for completion this summer. The Norwegians collected about \$51 million from their oil in 1975 and this will leap to around \$400 million this year. Since Norway operates on an annual budget of approximately \$10 billion, nearly 5 percent of government spending will be covered by oil revenues in 1976.

Norwegians have already had their first income tax cut as a result of North Sea oil revenues, and given the extremely high tax rates here, there is plenty of room for more. In the main, the government intends to channel money into improved social services and social benefits: better old-age pensions, homes, and care; housing; education; local spending on civic amenities such as swimming pools and libraries; and bigger spending on equipment for the Norwegian armed forces. The government commission study estimates that Norway's oil income will be somewhere in the neighborhood of \$3 billion annually by the 1980s, when production will probably level off; but less than half of that can actually be spent and absorbed in Norway itself without causing more economic problems than it will solve. As far as using this surplus wealth is concerned, the commission report states that "Norway must show responsibility for the poor countries of the world"; the Africans, Asians, Latin Americans, and others are already starting to beat pathways to Oslo.

Gloomy streak

In the meantime, however glittering the pot at the end of the North Sea rainbow, Norway's immediate problems have been more than enough to satisfy the gloomy streak in the Norwegian character. The major industries of shipbuilding and shipping have been hit hard by the global recession. In the spring of this year, about 110 tankers and cargo vessels of Norwegian ownership were laid up in the safe waters of the fjords—a total of 32 percent of all Norwegian merchant tonnage and 10 percent of the Norwegian fleet. The unemployment this represents is bad enough, but the overall economic effect has been staggering.

Norwegian shipowners have always followed a policy of turning their ships over fast, keeping their fleets modern and up-to-date. Most ships have a life of twenty years, but the average vessel under the Norwegian flag is usually only eight or nine years old. The Norwegians try to sell off their used ships while they can claim a good price and offer good value to somebody else. But this means that when the shipping slump hit the world, Norwegian owners were caught with a lot of ships not yet paid for. Hence the slump has put a double strain on Norway's balance of payments, making it necessary to borrow money abroad to pay off construction loans for ships which are not earning money.

As a result Norway, for all her economic success, plunged another \$2 billion deeper into debt in 1975. The country is now carrying a total foreign debt of around \$12 billion, which is 9 percent of the gross national product, higher in relative terms than that of any other OECD member state. Of course when this is measured against the anticipated flow of \$3 billion in annual oil revenues in a few years' time, Norway is a pretty good credit risk. But reduction of overseas debt will be a first priority for Norway's surplus oil money.

Nor has Norway been immune from the problems which have hit every other industrialized state in Europe—inflation (currently 12 percent), falling exports, and unemployment which pushed up to 2 percent but is now dropping. This is not a figure which would cause much upset for most governments, but it is enough to send a shudder through Norway's Labor party and cabinet. In short, however good the future looks, there is plenty to worry about in the present.

The new middle

The real impact of the new affluence in Norway has been not so much on the character of the Norwegian people, or even their way of life, but rather on the politics of the country and Norway's social-political demography. The Labor party's long dominance of Norwegian politics (since 1935) has been based on the electoral strength of the industrial workers, the small farmers, fishermen, and forestry workers. But the growing wealth of the last two decades has meant a steady erosion in these trades and occupations, and a steady growth of employment in white-collar jobs, the

service industries, the civil service, social services, distributive trades, and in the professions of law, teaching, and medicine. At the same time, the growth of Norway's industry—small but efficient and well-diversified manufacturers of electronics, motors, shipping gear, television sets, boats, sporting equipment, light consumer products—has added greatly to the country's managerial class as well. Holding these votes for Labor is the party's biggest political problem as the other votes slip away. The Labor party, it might fairly be said, is a victim of its own success in managing Norway's affairs and providing so many years of solid economic growth.

The heaviest political blow to the Labor party and government came in September 1972, when Norwegian voters in a national referendum rejected membership in the European Common Market by a decisive 53 percent. It was not merely a defeat; it was a deeply divisive and wounding political struggle in a country where politics and political issues usually remain mild and moderate, one that split all of the political parties, the Labor party most of all. Premier Trygve Bratteli, who fought hard to take Norway into the Common Market, stepped aside for a year to allow a minority coalition, led by the Conservative party, to take over and negotiate an association agreement with Brussels, on what turned out to be surprisingly generous terms.

In September 1973, the Norwegians went to the polls, as they do every four years, to elect a new legislature. Labor, still smarting from the referendum battle, took a pounding, losing around 11 percent of its vote, primarily to a leftist group known as the Socialist People's party, which had opposed entry into Europe. Nevertheless, Bratteli was able to form a new government with 62 out of 155 seats in the Storting and support from the extreme Left. When Norway's regular quadrennial municipal elections came around two years later, Labor regained a good portion of its losses, but it still failed to make much headway in attracting and holding support from the newly affluent white-collar voters, support it will need if it is ever to return to its former political dominance in the country.

The time had come for a political change. Soon after the municipal elections Bratteli announced that he would step down from the leadership, which he then did in January of this year, turning over the premiership to fifty-

year-old Odvar Nordli, who comes from the agricultural county of Hedmark. Bratteli, who was imprisoned in a Nazi concentration camp during the war, is one of the great men of Norwegian politics, one of the builders and shapers of modern Norway. But he knew when it was time to go. Nordli gained his ascendancy in the party through his effectiveness as its floor leader in the Storting. Tall and somewhat gangling, slow-spoken with a ready smile and a careful manner of weighing what he says, Nordli is of the postwar generation of the party's leadership. He believes that the extreme leftist group's popularity, which cost the Labor party so heavily in 1973, has now faded, and he is certain to shape party policy to make a greater appeal to the new affluent class. Bratteli felt the same, but he also sensed that the younger generation of the party leadership would be better placed to chart the new course.

Nordli made few changes in the Bratteli Cabinet when he took over in January, and he has until September 1977, when the next regular parliamentary elections are held, to work for a solid Labor comeback at the polls. In addition to offering a new leadership image for the party, he has two further advantages. First of all, whatever the problems Labor has been having in the loss of its dominance, the four rightist parties that formed a coalition government from 1965 to 1970, and again in 1972 for a year after the Common Market referendum, remain diffuse and ineffectual, a weak opposition when it comes to picking up political opportunities. There is a lot of informal talk among the parties about possible coalition policies, but so far nothing has come of it. The Labor party therefore remains the only really solid political force in the country.

Nordli's greatest advantage, of course, is North Sea oil. It gives him room for economic maneuvering, and in the spring, after only three months in office, he made his first move. He completed a deal with the trade unions, farmers, and employers—a step typical of the way in which Norway manages its economy—which combines tax relief and social security improvements with wage restraint. The overall aim of the deal will be to give wage-earners an increase of about 3 percent in disposable income this year and again in 1977; at the same time, it ought to cut the inflation rate back to 9 percent. In return for wage restraints on the part of the

trade unions, the government will cut income taxes, reduce the social security contributions of both employers and employees, increase social security allowances for children, and improve old-age pensions. Finally, a special allocation of about \$40 million will be set aside for increased food subsidies, which will hold down food prices while at the same time paying the farmers more for their products.

A constant concern of all Norwegian governments is sustaining the country's farming population—not merely for economic or political reasons but also to maintain an equitable distribution of population in this thinly populated land. Norway worries constantly about the drift to the cities and strives in particular to make life as economically attractive as possible, with tax breaks and other incentives, for people in such areas as the towns and farms north of the Arctic Circle.

Nordli has used this first injection of the growing oil revenues primarily in support of well-trying, existing policies and programs. There will be no giveaway or splurge with oil money in Norway; in fact the large foreign debt will take a good cut of the earnings for some years to come.

Norway is probably the most classless, naturally social democratic country in Europe. When it gained its peaceful independence from the Swedish crown in 1905, there was no landed gentry, no royalty or aristocracy (in that year Norway's first modern king, Haakon VII, a Danish prince, was invited by popular acclaim to ascend the throne), no concentration of industrial wealth, and indeed not much of an economy at all. It was a nation of farmers, seamen, and fishermen. Even today, except for its shipowners, who are determinedly unostentatious (and not doing all that well right now), Norway still lacks an upper class. Distribution of wealth rather than concentration of wealth or acquisition of wealth has been the hallmark of Norway's economic development. Everybody started at about the same economic level and progressed uniformly. Today this means that most of the Norwegian city and town dwellers have tiny summer cottages off in the rocky hills overlooking a fjord, and almost certainly a boat down below on the water. There is contentment without smugness, satisfaction without arrogance.

Given the economic outlook and the kind of people Norwegians are, it should not be difficult for a Labor gov-

ernment under Nordli to give a bigger slice of the national cake to the center without affronting the Left. Most prime ministers in Western Europe would probably be glad to trade their own problems for those facing Nordli and the Norwegians.

—DON COOK

GUATEMALA

After the *Terremoto*

Adobe dust is everywhere in San Martín. It has been much the same in every town throughout the Guatemalan highlands since the *terremoto*—the earthquake—struck on February 4. But in San Martín the dust is so thick that tiny Indian children walking through it leave deep footprints. The weeds and the bushes are brown with it. Chickens and pigs wander through the rubble camouflaged, the same color as the crumbled bricks.

No one escapes the dust. Those who survived the collapse of their homes now choke in the crushed adobe. The smallest breeze swirls it into a dense haze that cuts the sunlight into dirty yellow shafts. The dust collects in the creases of the skin, cukes on the lips, in the nose. It has a sweet taste and smells like talc. It is also quite deadly, consisting largely of pumice that rasps through the lungs with each breath. The Indians tie bandannas tightly around their noses and mouths. A few even wear surgical masks. Women try to shield their babies, carrying them on their backs wrapped, heads and all, in their handwoven shawls. In the best of times, a Guatemalan Indian child has less than a fifty-fifty chance of reaching his first birthday; now the odds are even worse.

"Our greatest need"

Twenty-five thousand Guatemalans died in the earthquake, 3000 of them in San Martín—one out of every ten people who lived in the town. It lasted only thirty-nine seconds, but it leveled San Martín as effectively as if the town had been carpet-bombed. Not one house was still standing on February 5, not even one wall of a house. Everywhere only low mounds of rubble remained, and under them, 3000 bodies. It took many days to find and bury them all.

The earthquake set off landslides that blocked the road through the mountains