

THE TOURIST TRAFFIC SOCIETY OF STOCKHOLM CITY AND COUNTY
Office: Gustaf Adolfs Torg 18



*Shopping
and
Pleasure
in*



STOCKHOLM

Distributed by:

SUMMER 1939

SHOPPING GUIDE

When in Sweden see "SWEDISH MODERN"!

Sweden has for many years been an undisputed leader in arts and crafts, and Swedish textiles, glass, ceramics, and furniture have come to mean perfection in technical quality and design.

In recent years, however, Swedish industrial arts has entered a new phase of its development, and significant advances are being made in all fields of applied art, which no cultured person can afford to miss. It is a new departure, a new esthetic conception of material, beauty and form which is making itself felt. This new movement, closely integrated with the social building work going on in Sweden, has already become internationally recognized and under the name of SWEDISH MODERN is exciting the interest of the English speaking world.

Many of the workshops and designing studios where Swedish Modern was born are located in Stockholm, and no visitor should miss the opportunity of investigating the work now going on there. Naturally, there is no obligation to buy, although no gift can possibly compare in interest and value with the products of these workshops and firms. Whether it be a handcrafted textile, a piece of glass or ceramic, or a collector's item, the buyer can rest assured of obtaining full value for his money.



CERAMICS and CHINA

Gustafsbergs Porslinsfabrik. Exhibit:
Regeringsgatan 5.



FURNITURE and INTERIOR DECORATION

A.B. G. A. Berg, Kungsgatan 35.
A.B. Elsa Gullberg, Hamngatan 7.
Hantverket, Exposition: Brunkebergstorg 13.
A. E. Hjorth, Kungsgatan 30.
Hyresgästernas Möbelfärr, Brunkebergstorg 14.

Carl Malmsten, Norrmalmstorg 12.
A.B. Nordiska Kompaniet, Hamngatan 18—20.
Svensk Hemslöjd, Norrmalmstorg 1.
Svenskt Tenn A.B., Strandvägen 5 A.



GLASS

Nordiska Kristallmagasinet, Kungsgatan 9,
Drottninggatan 71 A.
Svenskt Glas, Birger Jarlsgatan 8.



HOME CRAFT

Hemslöjdsförbundet för Sverige, Kungsgatan 31.
Stockholms Stads och Läns Hemslöjdsförening, Hornsgatan 82 B.
Svensk Hemslöjd, Norrmalmstorg 1.



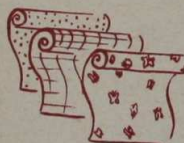
HANDMADE LEATHER GOODS; TRAVELLING BAGS; SADDLERY

J. Palmgren, Sibyllegatan 17.



SILVER AND OTHER METALS

A.B. K. Anderson, the Opera House.
W. A. Bolin, Sturegatan 12.
Baron E. Fleming, Atelier Borgila, Sturegatan 24.
C. G. Hallbergs Guldsmeds A.B., Drottninggatan 6.
Svenskt Tenn A.B., Strandvägen 5 A (pewter).



TEXTILES, RUGS

A.B. Elsa Gullberg, Hamngatan 7
Hemslöjdsförbundet för Sverige, Kungsgatan 31.
Carl Malmsten — Märta Måås-Fjätterström, Norrmalmstorg 12.

A.B. Nordiska Kompaniet, Textilkammaren, Hamngatan 18-20.
Stockholms Stads och Läns Hemslöjdsförening, Hornsgatan 82 B.

Studio Ars, Smålandsgatan 17.

Svensk Hemslöjd, Norrmalmstorg 1.

USEFUL ADDRESSES

The following firms are members of the Tourist Traffic Society of Stockholm City and County. They welcome your visit and will do their very best to please.

Are you interested in ART?

Eddagalleriet, Hamngatan 38.

A.B. Fritzes Kungl. Hovbokhandel, Fredsgatan 2.

Do your BANK-ing business through

Skandinaviska Banken A.B., Gustaf Adolfs Torg 22—24.

When in need of a good BEAUTY PARLOUR visit

Helena Rubinstein Salong (no hairdressing), Birger Jarlsgatan 16.

Meeths Hygieniska Salong, Kungsgatan 51.
Nordiska Kompaniet, Hamngatan 18—20.
Vivåga, Hamngatan 22.

BOOKS about Sweden, literature in all languages at
A.B. Fritzes Kungl. Hovbokhandel, Fredsgatan 2.

Do you collect OLD COINS? Then visit
D. Holmbergs Mynthandel, Regeringsgatan 44.

Modern DEPARTMENT STORES
A.B. Paul U. Bergström, Drottninggatan 72—78.
A.B. Herman Meeths, Kungsgatan 34—36.
A.B. Nordiska Kompaniet, Hamngatan 18—20.

Develop and see your FILM at
Bennos Fotomagasin A.B., Drottninggatan 15. Special projection room for small film.

FLOWERS speak in any language. Get them at
La Fleuriste, Malmtorgsgatan 6.

Swedish FURS are among the best in the world.
A.B. Lindahls Pälsmodeaffär, Biblioteksgatan 7.

GARAGE and SERVICE at
Bergengrens Bil-bärgning, Adolf Fredriks Torg 5.
Phone Be-Be-Be.
Garage A.B. Continental, Sveavägen 49. Phone 23 38 05.
Freys Hyrverk, Gumshornsgatan 5. Phone Hyrverket Frey.

Most representative display of GLASS and CHINA at
A.B. Th. Elmgren, Kungsgatan 15.
Nordiska Kristallmagasinet (glass only), Kungsgatan 9,
Drottninggatan 71 A.

Smart KNITTED CLOTHES at
Oscar Baeckman, Kungsgatan 10, Hamngatan, 10, Drottninggatan 60.

The latest fashions in LADIES WEAR
A.B. Paul U. Bergström, Drottninggatan 72—78.
A.B. Herman Meeths, Kungsgatan 34—36.
A.B. Nordiska Kompaniet, Hamngatan 18—20.
A.B. John Sörman, Biblioteksgatan 11.
A.B. K. Williams, Hamngatan 8.

You can get excellent MEN'S FURNISHINGS in Sweden
A.B. Paul U. Bergström, Drottninggatan 72—78.
A. F. Bodecker, (hats) Fredsgatan 6.
A.B. Nordiska Kompaniet, Hamngatan 18—20.
Silvanders A.B., Drottninggatan 29.
A.B. John Sörman, Biblioteksgatan 11.

OLD BOOKS, MAPS at
A.B. Klemmings Antikvariat, Malmskillnadsgatan 26.

When in need of a good OPTICIAN go to
Firma Clara Ekström, Jakobstorg 3.

Complete selection of French and Swedish
PERFUMES, TOILET REQUISITES

Parfumerie Antoinette W. Nordling, Hamngatan 12, Birger Jarlsgatan 16.

Cameras, Film, complete PHOTOGRAPHIC SERVICE
Bennos Fotomagasin A.B., Drottninggatan 15.
Molander & Son, Regeringsgatan 13.

First class PRINTING done by
Esselte A.B., Vasagatan 16.

The latest in RADIOS at
Molander & Son, Regeringsgatan 13.

For SOUVENIRS visit
A.B. John Sörman, Biblioteksgatan 11.
A.B. K. Williams, Hamngatan 8.

For all kinds of STATIONARY go to
Svanström & Co. Pappershandels A.B., Shops: Drottninggatan 18—20, Hamngatan 8.

Complement your TRAVEL REQUISITES at
A.B. F. Gahm, Drottninggatan 26.

Art work in WOOD
Konst-Trä-Hantverk, Hamngatan 22.

PLEASURE GUIDE

What to do during the day

CINEMA

Spegeln, Birger Jarlsgatan 16, has a program of short films running daily 1—7 PM.

OPEN-AIR CONCERTS

In the **City parks** concerts are arranged several times weekly. At **Skansen** the **Royal Navy Band** plays every evening and Sun. in the afternoon.

EXHIBITIONS

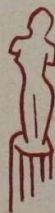
The Academy of Fine Arts, Fredsgatan 12, arranges a comprehensive exhibition of *Modern Swedish Art* from July 1st to Sept. 10th. Open wkds 11 AM.—5 PM., Sun. 1—5 PM. Tues., Fri. 7—9 PM. Admission Kr. 1:—.

At Skansen in **Solliden Restaurant** a collection of paintings with Stockholm motives is exhibited for sale. Information from head waiter.

"Sculpture in nature" an outdoor display of sculpture, held at Skansen from May 17th.

Prefabricated cottages — "Magic Houses" — completely furnished are shown at Fridhemsgatan close by Västerbron. Exhibit, arranged by the City of Stockholm, exemplifies types used in garden towns. Open daily wkds 2—9 PM., Sun. Noon—9 PM.

Weekend Cottages at Stallmästaregården. About 25 different types. Open daily 11 AM.—6 PM.



Excursions by air



See the isles of Stockholm from the air. Daily joy flights from the Bromma air port (Sw. Cr. 8: — pr person) — Bus 77. During your stay in Stockholm you can also make many other interesting excursions by air:

- 1 Visby, the city of ruins and roses, only one hour's flight.
- 2 Mariehamn, seaside resort on the Åland Islands in the Baltic, 45 min.
- 3 Åbo, Helsingfors and Tallinn, Estonia. Three times daily.
- 4 Moscow via Riga in 7 hours. Only existing air service to Soviet Russia.
- 5 Malmö and Copenhagen in 2¹/₄ hours, Amsterdam in 5 hours, Paris and London in 6¹/₂ hours and Berlin in 3 hours.

ABA - Swedish Air Lines

A E R O T R A N S P O R T



FOLK DANCING

The Folk Dancing Group of Skansen gives performances every Mond., Wedn. and Frid. 7 PM. Sun. 6.15 PM.

The PALACE GUARD

arrives at Gustaf Adolfs Torg and the Royal Palace wkds about Noon, Sun. about 1.10 PM.

SPORT

Bathing.

Flatenbadet (bus 72).

Solviksbadet (tram 12 to Smedslätten).

The Sport Palace at St. Eriksbron, largest indoor swimming-pool in Northern Europe. Open wkds only 7 AM.—6 PM.

Tranebergbadet, Fredhäll (tram 2, bus 57).

Vanadisbadet open-air swimming-pool at Sveavägen (bus 55, tram 3 and 14).

Saltsjöbaden (30 min. by train from the lift at Slussen).

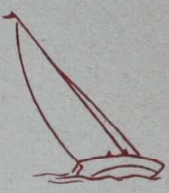
Boating.

Motor boats for hire from

Båt-Tjänst, N. Mälarstrand 78, Phone 23 50 10.

Sight-Seeing Stockholm A.B. Phone 11 10 85.

Sail boats for hire and trips arranged by Båt-Tjänst, adr. see above.



SIGHTSEEING STOCKHOLM A.B.

GUSTAF ADOLFS TORG 18

TELEPHONE:

11 10 84, 11 10 85



Golf

Visitors are welcome to the following clubs:

Fee Kr. 4—5:— per day.

Stockholms Golfklubb, Kevinge, 18 hls. (bus 1 and 2 from Jarlaplan 15 min).

Djursholms Golfklubb, Djursholm, 18 hls. (trains from Engelbrektsplan to Eddavägen st:n 30 min.).

Lidingö Golfklubb, Sticklinge, 18 hls. (tram 20 from Humlegården to Dalängen st:n 30 min).

Saltsjöbadens Golfklubb, Tattby (trains from the lift at Slussen to Tattby 30 min.)

Motoring

Cars for hire from

Garage A.B. Continental, Sveavägen 49, Phone 23 38 05.

Freys Hyrverk, Gumshornsgatan 5, Phone Hyrverket Frey.

Hyrverket Packard, Bältgatan 1, Phone 23 18 05.



Tennis

Good outdoor tennis courts at Tennisstadion, Planterhagsvägen, Phone, "Tennisstadion".

Racing

Course located at Ulriksdal 5 km. outside Stockholm. 7 races Sat. 3:30 PM. Sun. 2 PM. May—June and Aug.—Nov. Totalizator.

Special trains from Central Station, busses from Norra Bantorget, taxis from Engelbrektsplan and Odenplan. (Taxi fare about Kr. 4:—)



For evening entertainment

Stockholm may be poor in night clubs, but the northern summer night puts on a show equal to that of any night spot. A summer evening here is something to remember.

The sun, only slightly below the horizon, makes the whole sky vibrant with colour, and in the long twilight the magic beauty that is Stockholm's comes into its own. A visitor should not miss this nightly spectacle of the north as seen from Skansen, Västerbron, or some other vantage point.



DANCE SCHEDULE

Following restaurants (addresses given in "The Gourmet's guide") arrange dances according to the schedule below and stay open dance nights until 2 AM. No admittance after 12 midnight.

MONDAY:

Atlantic
Operakällaren
Piperska Muren
Strand Hotel

TUESDAY:

Berns Salonger
Blanch's Café
Hasselbacken
Metropol
Stallmästare-
gården
Saltsjöbaden

WEDNESDAY:

Grand Hotel
Mosebacke
Dalarö
Djursholm
Foresta
Vaxholm
Utö

THURSDAY:

Berns Salonger
Hasselbacken
Metropol
Piperska Muren
Stallmästare-
gården
Strand Hotel
Saltsjöbaden

FRIDAY:

Aston
Atlantic
Grand Hotel
Mosebacke

SATURDAY:

Gillet
Gondolen
Operakällaren

Rosenbad
Stallmästare-
gården
Dalarö
Djursholm
Foresta
Saltsjöbaden
Utö
Vaxholm
Årsta

SUNDAY:

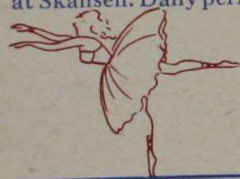
Aston
Blanch's Café
Gillet
Rosenbad
Dalarö
Djursholm
Foresta
Saltsjöbaden
Utö
Vaxholm

THE ROYAL OPERA

is one of the oldest operas in Europe and acclaimed for the excellence of its staging and world-famed singers. The season starts at the beginning of August. Ordinary prices: Kr. 1:10—7:70.

OPEN AIR THEATRE

at Skansen. Daily performances 8.00 PM. of the operetta "Lyekoflickan" (La Mascotte) by Audran. Prices Kr. 1:65 — 4:95.

**CHINA VARIETY THEATRE**

Berzelii Park, daily performances 7:15 and 9:15 P. M. International stars.



During your stay in Sweden don't forget to drink every day the world-famed mineral water

Ramlösa

to be had everywhere.

MIDNIGHT CONCERTS

are held in the National Museum the following days: June 29th, July 13th, 27th, Aug. 10th, 24th, 10—11.30 PM. Admission Kr. 2:—.

MOTION PICTURES

A number of big cinemas are open: "Royal", "Röda Kvarn", "Saga", "Skandia", etc., many of them interesting as examples of modern architecture and interior decoration. Performances daily 7.15 and 9.15 PM.

AMUSEMENT PARK

Gröna Lunds Tivoli, Djurgården (tram 14). Daily concerts by Military Bands, Performances by 1st class artists, excellent Dance orchestras, good Restaurants. Open wkds 7—12 PM., Sun. 1—12 PM.

SUMMER COURSES

Two courses in **Gymnastics** for English speaking people are arranged at Lillsved July 25th—Aug. 4th and Aug. 7th—20th. **Weaving-courses** are given during the summer by the Home Craft Society of Stockholm City and County, Hornsgatan 82 B.

Johanna Brunssons Weaving School, Kungsgatan 70, arranges courses in **Vegetable Dyeing** and **Spinning** June 16th—30th and Aug. 15th—28th.

At the **Vigbyholm School** (25 min. by train, 40 min. bus): **Practical courses** July 3rd—29th in wood- and metal sloyd, weaving, bookbinding, pottery-making.

International Friendship League has a Student meeting July 23rd—Aug. 19th.

SPORT EVENTS

Track Meets: Sweden vs. Finland, held in Stadium July 27th and 28th.

Swedish Championships, held in Stadium Aug. 19th and 20th.

Soccer: Sweden vs. Germany, Aug. 27th.

Sweden vs. Denmark, Oct. 1st.

Yacht Racing: "Round Gotland", start in Visby July 7th, finish at Sandhamn.

International Races and the "Sandhamn Week" July 30th—Aug. 6th.

SPECIAL FESTIVITIES Summer 1939

June 6 — **National Flag Day.** Parades and festivities at Stadium and Skansen.

June 11 — **Farmers' Day,** celebrated at Skansen.

July 26 — **Bellman's Day.** In commemoration of Sweden's most popular poet, K. M. Bellman. Parades, choral singing, etc. at Djurgården and Skansen.

Aug. 1—6 **International Meeting for Folk Dancing and Folk Music.** Performances at Skansen.

Aug. 31— **Children's Day.** Parades and Festival Plays at Sept. 3 Stadium, Skansen and the City Hall.

For all information about Stockholm apply to the

TOURIST INFORMATION OFFICE

GUSTAF ADOLFS TORG 18

Tel. 11 12 13