

Visit

FINLAND



HELSINKI
YLOJISTON
KIRJASTO

KRISTO
YLORSTON
HELMIN

FINLAND - SUOMI

LAND OF LAKES AND ISLANDS

BEAUTIFUL, PEACEFUL, HOSPITABLE



PUNKAHARJU

M A N Y

CONVENIENT ROUTES LEAD TO

Finland is easily accessible. Modern air liners have brought the country into daily communication with the other European countries, and nowadays Helsinki, capital of Finland, can be reached from London or Paris in 10 hours. Steamship routes connect Finland with most of the North European termini for Atlantic liners, or routes combining rail and steamship travel can be used.

DIRECT SEA ROUTES

Hull—Helsinki via Copenhagen, weekly service.

Hull—Turku via Copenhagen, fortnightly service.

Copenhagen—Helsinki, see above.

Copenhagen—Turku, see above.

Stockholm—Turku, daily.

Stockholm—Helsinki, 3 sailings each week.

Stettin—Helsinki, twice weekly.

Lübeck—Helsinki, fortnightly.

Lübeck—Turku, fortnightly.

Kiel/Holtenau—Helsinki, weekly.

Zoppot—Pillau—Helsinki, weekly.

Danzig and Gdynia—Helsinki, weekly.

Antwerp—Helsinki, weekly.

Such regular routes, sea or sea and land combined, lead to Finland from England, the Scandinavian countries, Germany, Holland and Belgium, and Estonia. And from other European countries the extra distance is mostly only a question of hours.

Finland can also be reached direct from the U.S. by freight and passenger steamer.

AIR ROUTES

All European capitals via Stockholm and Tallinn (Reval).

London—Amsterdam—Copenhagen—Stockholm—Turku—Helsinki, 10 hrs.

Paris—Amsterdam—Copenhagen—Stockholm—Turku—Helsinki, 10 $\frac{1}{2}$ hrs.

Copenhagen—Stockholm—Turku—Helsinki, 5 hrs.

Stockholm—Turku—Helsinki, twice daily, 2 $\frac{1}{2}$ hrs.

Berlin—Danzig—Königsberg—Kaunas—Riga—Tallinn—Helsinki, 8 $\frac{1}{2}$ hrs.

Hamburg—Helsinki via Stockholm, 5 $\frac{1}{2}$ hrs.

Tallinn—Helsinki, 3 times a day, $\frac{1}{2}$ hr.

Warsaw—Vilno—Riga—Tallinn—Helsinki, 6 hrs.

Connections with Central European air lines at Berlin and Warsaw.

BY THE FASTEST ROUTES,

excluding air travel, Helsinki can be reached from Paris in 60 hours, London 64 hours, Brussels 53 hours, Berlin 38 hours, Oslo 40 hours, Stockholm 19 hours.

FINLAND

FINLAND

HELSINKI



LAKES AND FORESTS — THE KEYNOTE OF THE FINNISH LANDSCAPE

60,000 lakes, streams and rapids innumerable, and the densest archipelagoes in the world add picturesqueness to a country of whose area 70 per cent is forest.

Enchanting panoramas of forests and lakes under a sky astonishingly clear and vibrant — that is Finland.

There is unending variety in the Finnish scene. Only one finds these main components everywhere: forests of pine and spruce, the delicate green and silver of birches and the middle tints of aspen, alder and rowan; lakes island-strewn; quiet meandering rivers and foaming rapids; stark folds and knobs of granite thrusting upward through the forests; and, winding ribbonlike across still waters, gravel ridges where the glaciers of a remote Ice Age, having swept the bedrock clean, deposited their plunder.

Moreover, there are the wider changes in the character of the landscape as one moves northward from the rocky archipelagoes and white-sand beaches of the southern shores through fertile farming regions to the labyrinthine lakeland of the interior with its swift changes from idyllic to wildly romantic scenes; past the neat cultivated plains of the west coast and the vast forests in the east; beyond the Arctic Circle to the fells, moors and rapids of Lapland — a region of mystic solitude.

"WHITE NIGHTS" AND THE MIDNIGHT SUN

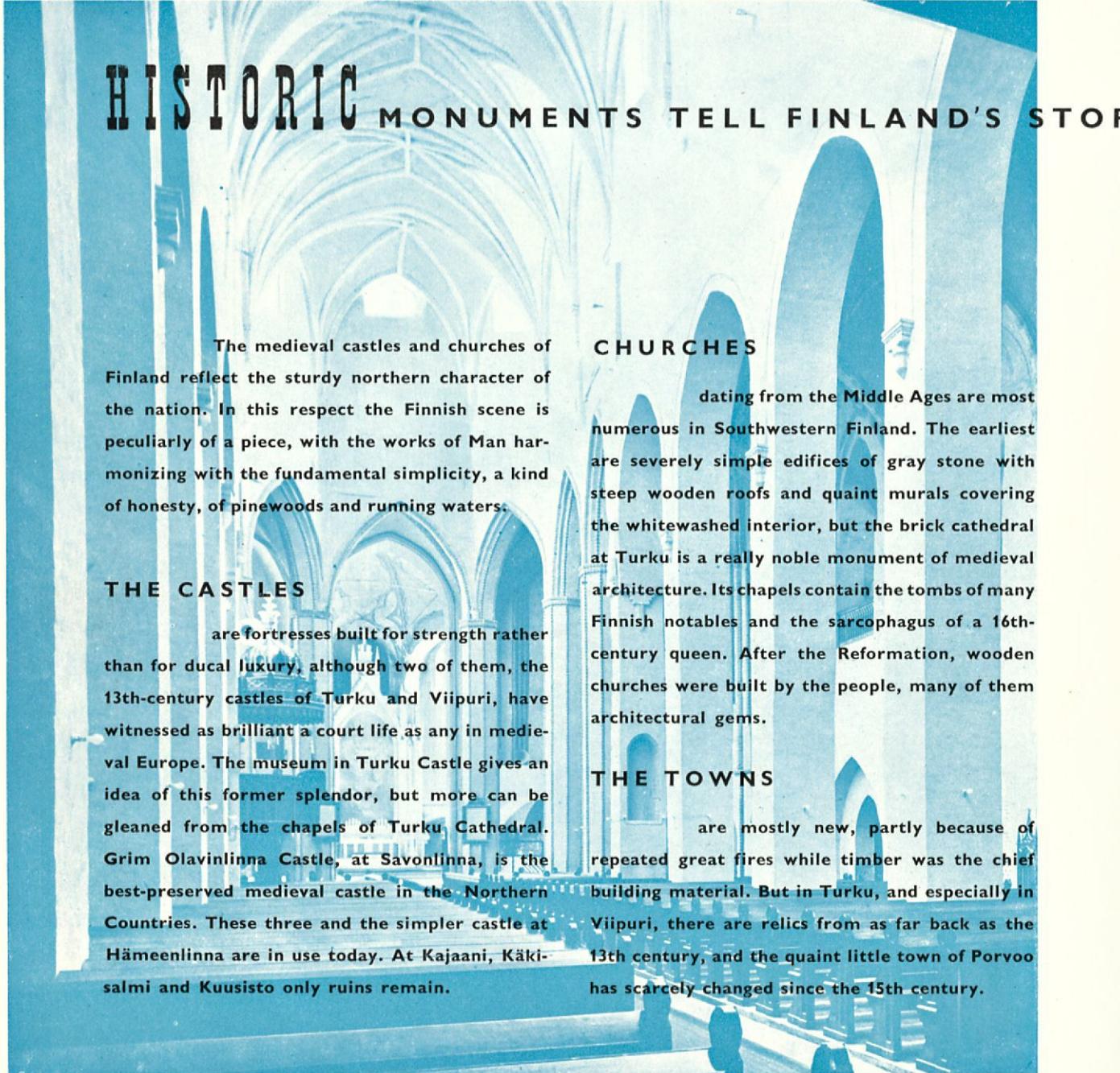
An added charm is the crystal-clear friendly northern sunshine, which warms but does not parch the land. And most bewitching of all, there are the »white nights» of the North — in Southern Finland a fairy twilight and in Northern Finland, where the Midnight Sun shines for two full months, a long magic sunset effect, sunset and dawn clasping hands.



MIDNIGHT SUN IN LAPLAND

SAIMAA





HISTORIC MONUMENTS TELL FINLAND'S STORY

The medieval castles and churches of Finland reflect the sturdy northern character of the nation. In this respect the Finnish scene is peculiarly of a piece, with the works of Man harmonizing with the fundamental simplicity, a kind of honesty, of pinewoods and running waters.

THE CASTLES

are fortresses built for strength rather than for ducal luxury, although two of them, the 13th-century castles of Turku and Viipuri, have witnessed as brilliant a court life as any in medieval Europe. The museum in Turku Castle gives an idea of this former splendor, but more can be gleaned from the chapels of Turku Cathedral. Grim Olavinlinna Castle, at Savonlinna, is the best-preserved medieval castle in the Northern Countries. These three and the simpler castle at Hämeenlinna are in use today. At Kajaani, Käikisalmi and Kuusisto only ruins remain.

CHURCHES

dating from the Middle Ages are most numerous in Southwestern Finland. The earliest are severely simple edifices of gray stone with steep wooden roofs and quaint murals covering the whitewashed interior, but the brick cathedral at Turku is a really noble monument of medieval architecture. Its chapels contain the tombs of many Finnish notables and the sarcophagus of a 16th-century queen. After the Reformation, wooden churches were built by the people, many of them architectural gems.

THE TOWNS

are mostly new, partly because of repeated great fires while timber was the chief building material. But in Turku, and especially in Viipuri, there are relics from as far back as the 13th century, and the quaint little town of Porvoo has scarcely changed since the 15th century.

VIIPURI

OLAVINLINNA



TURKU

FINLAND

FINDS HERSELF AS A REPUBLIC

The Finland of today is a twenty-year old republic. The Finns, however, came into their present territory nearly two thousand years ago. Converted to Christianity by Swedish missionaries in the 12th century, they shared fortunes with Sweden for nearly seven centuries. In 1809 defeat in a war with Russia, coupled with the desire of the Finns to remain undivided, resulted in the transfer of Finland to Russia as an autonomous Grand Duchy.

FINLAND COMES INTO HER OWN

As a Grand Duchy, Finland already had her own customs frontiers, her own finances, her Lutheran Church, her postal system, her administrative system. The present House of Representatives has existed without a break since it replaced the ancient Diet of four Estates in 1906. On that date suffrage was extended also to women. Independence thus found Finland fully equipped with the machinery of a modern state. With the Czar's powers of veto removed, which had hitherto con-

stituted a brake on democratic government, rapid development followed in all spheres of national life. The Finland the visitor sees today, with her well-planned towns, modern factories, highly developed social services and public utilities, her solid finances, is the result. As in the old pioneer days the Finn achieves most when his liberty is greatest and the responsibility his.

99.1 % LITERATE

Centuries ago, illiteracy was considered a disgrace in Finland. Today, Finland boasts the lowest illiteracy rate in the world, and that despite the fact that education was not compulsory until 1921. In proportion to the population, more books are published and sold annually in Finland than in any other country in the world.

The arts and sciences are zealously fostered and flourish accordingly, constantly nourished by the new talent that seems to spring full-fledged from the Finnish masses. In music Sibelius stands supreme, but several younger composers are reaching the stage of international recognition.



FINNISH HOSPITALITY IS TRADITIONAL

The Finn is a real »rugged individualist«. Hardy, unassuming, with the spirit of the trail-blazing pioneers, he has always insisted on his rights as an individual — and as a nation. So strong was the democratic tradition in Finland that, during a century-long connection with Russia, the nation was permitted to retain its parliamentary government — the only autonomous unit in the otherwise autocratically ruled empire.

THE LATCHSTRING IS ALWAYS OUT

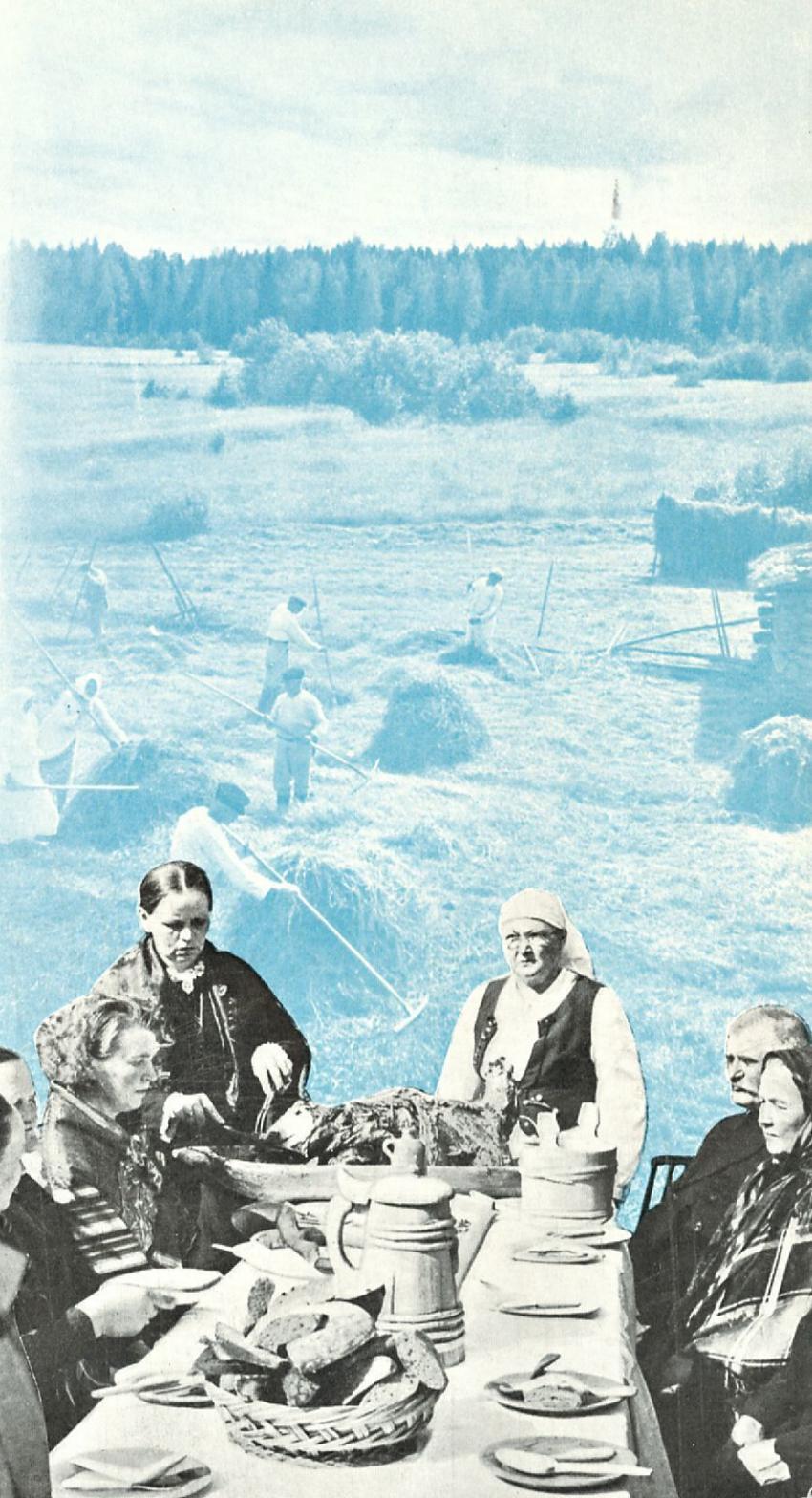
Despite his insistence on his own rights, the Finn has a great respect for the rights of his fellow men — a genuine spirit of neighborliness and hospitality. Finnish love of independence played a large part in the settlement of the Finnish wilds. Alone in the woods, a man was his own master. But the settler's door was never locked. Any stray night wanderer could walk in and make himself comfortable on the wallside benches. And only after he had eaten his fill in the morning would questions be asked.

”THE GUEST IS THE HONOR OF THE HOUSE”

That old folk adage is the keynote of Finnish hospitality. The Finn, a stickler for equality, is never the equal of his guest. The place of honor, the first helping, are always for the visitor. To describe food as »guest food« is to imply that there could be no better.

”WELCOME” IS THE FINNISH GREETING TO THE VISITOR

Courtesy may restrain the Finn from thrusting his hospitality on the visitor from abroad, but his ever-ready helpfulness is a direct expression of it. No country in Europe is easier to learn to know from within than Finland. Nowhere are homes more open to the stranger. And nowhere is social life less formal and more natural.



FINNISH ARCHITECTURE IS INTERNATIONALLY

Nine Finns out of every ten can satisfactorily hold down jobs as carpenters. The Finns are not only born builders but they have a gift for architecture as a fine art. Many of the wooden rural churches built by self-taught local men show a classical sense of form, proportion and mass, and the true artist's feeling for the relation between form and material.

It is not surprising, therefore, that one of the »sights» of Finland is Finnish architecture. For behind the creators of modern Helsinki, behind Eliel Saarinen, of Michigan's Cranbrook Academy fame, and the other Finnish architects who have won reputation abroad is a long tradition.

THE EARLIEST FINNISH ARCHITECTURE,

rugged, simple, sparingly ornamented, is adapted to the primeval Finnish landscape and to the frugal, dangerous life of the times when Finland was the battlefield between East and West. Even the manor houses are fortresslike, until in the 18th century a note of restrained luxury, a dignified northern grace, creeps into the style.

IN HELSINKI

special architectural sights begin with the monumental Suurkirkko Church, which with the University and the State Council Building on either side of the nobly planned square, is the work of a genius of the neo-classical school, C. L. Engel. The period that followed was one of mixed styles. Then, towards the beginning of the 20th century a strongly romantic national movement arose which culminated in Saarinen's famous Railway Station. Post-war buildings include the imposing rose-gray granite Parliament Building by J. S. Sirén and the fine office and bank buildings of the business quarter, the modern blocks of apartments, the magnificent hospitals and schools that give Helsinki its ultramodern appearance.

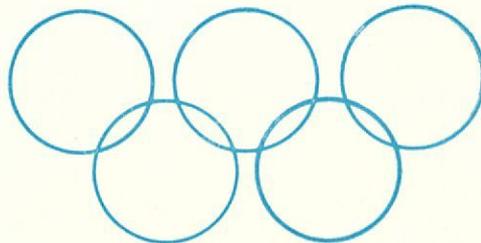
MODERN COMFORT AND USEFULNESS

is the keynote of new buildings all over the country. But for all his regard for present-day hygiene and interior planning, the modern Finnish architect is as sensitive to beauty as ever.

FAMOUS



HELSINKI OLYMPIC HOST IN 1940



Helsinki, the world's northernmost capital, is a lively, prosperous, fast-growing city, now listing 300,000 inhabitants. Founded in 1550, it succeeded Turku as the capital in 1812, but its main development falls within the 20th century. It is pleasantly situated on an irregular peninsula thrusting out into the Gulf of Finland and protected from storms by a girdle of islands. The nearest of these constitute the old Suomenlinna fortress — once called the »Gibraltar of the North«. Sheltered harbors on all three sides of the peninsula enable ships to penetrate into the very heart of the city, giving Helsinki all the picturesque activity and glamour of a busy seaport.

THE "WHITE CITY OF THE NORTH" EXTENDS A GAY WELCOME

With its surrounding blue waters, dotted with the white sails of yachts, its many light-colored buildings, trim parks and boulevards,

and its generally well-scrubbed look enhanced by the crystalline northern sunshine, Helsinki wears a shining, festive air in summer. Happy, healthily tanned crowds frolicking at the municipal beaches add to the permanent holiday aspect. It is a peaceful, prosperous city, as its well-dressed people, its good shops, its busy restaurants and cafés clearly denote. There are no slums in Finland's white capital.

HELSINKI HUMS WITH OLYMPIC PREPARATIONS

A prominent landmark in the profile of Helsinki is the soaring white tower of the stadium, which will be the scene of most of the events of the 1940 Olympics. Other stadiums and competition sites are feverishly building. New hotels, new summer restaurants and amusement places are also under construction. Everywhere is the bustle of preparation as Helsinki plans accommodation and recreation for its thousands of guests during the Olympic Games of 1940.



MOTORING IN THE LIGHT OF THE MIDNIGHT SUN

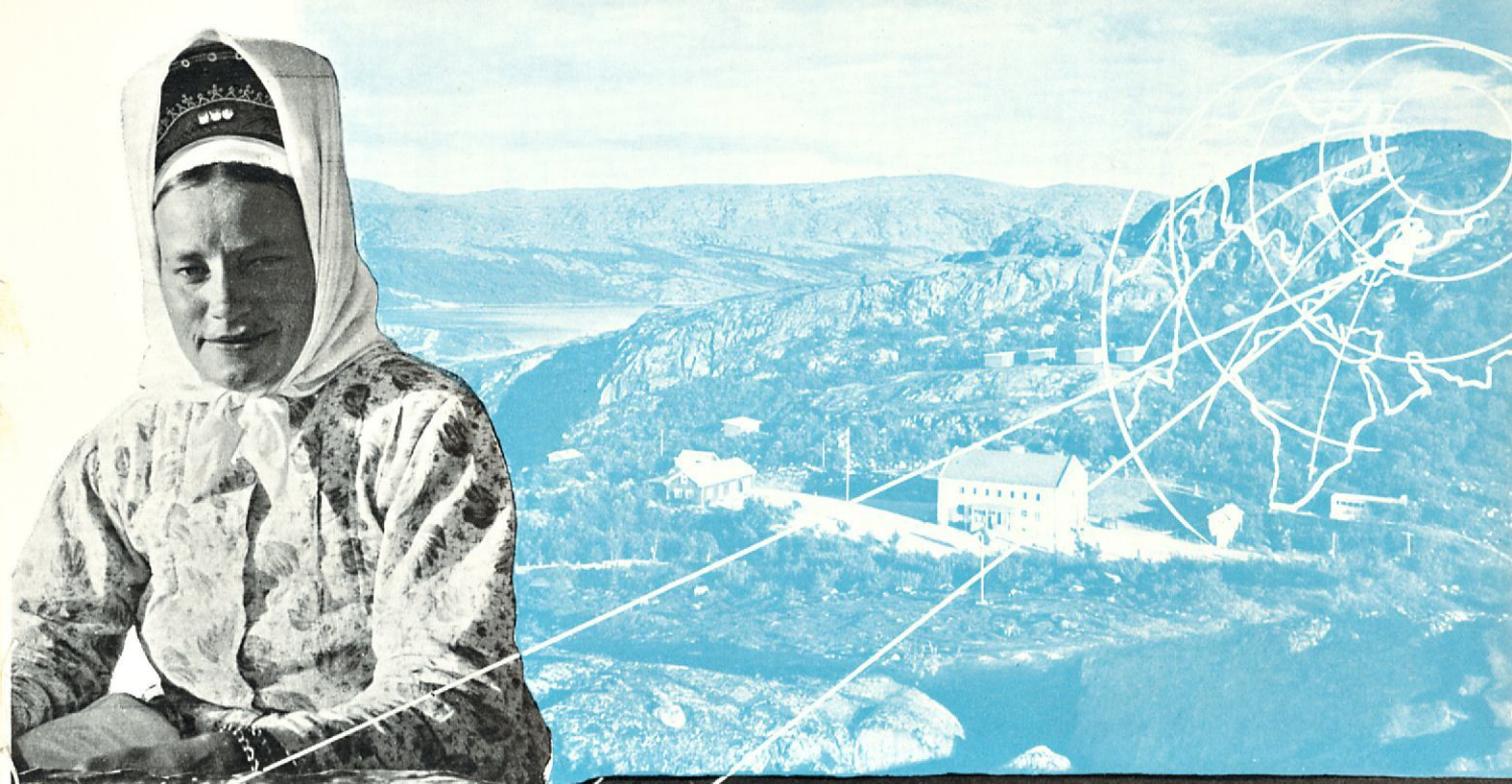
Finland can be toured from end to end in comfort by car. For years the Finnish road network has been undergoing reconstruction to meet the demands of modern automobile traffic. Facilities making for easy and safe driving have been provided — filling and service stations everywhere, traffic signs, legible signposts, good roadmaps, etc. Complete motoring information can be found in a booklet published in English by the Association »Finland-Travel« (free at the travel bureaus).

NO GLARING HEADLIGHTS IN THE NORTHERN NIGHTS

The motorist, free to stop anywhere to picnic or linger over a view, appreciates the claim that Finland in summer is one huge holiday camp. The marvelously clear air increases his delight in the unrolling panorama of forest and lake scenery. Nor does nightfall bring sightseeing to an end. After a warm day it is a rare treat to drive in the grateful cool of the night, through a world glowing in a phosphorescent light of its own, or actually lit by the low-lying Midnight Sun.

THE GREAT ARCTIC HIGHWAY — UNDER THE MIDNIGHT SUN

But Finland's unique attraction is the Great Arctic Highway through Lapland to the Arctic coast — the only automobile road in the world leading to the Arctic Ocean. Starting from Rovaniemi, Lapland's bustling capital, one drives across the Arctic Circle past the corn line and the tree line into the Arctic fells. The climate, however, is by no means Arctic, for the Gulf Stream and the Midnight Sun ensure Lapland a fragrant, flowering summer. But if the Arctic Highway lacks the romance of Polar snows in summer, it pierces a region rich in romance of another kind, a land of vast open spaces, lonely fells and moors, streams abounding in fish, wandering herds of reindeer — a region so fascinating that the guest books of the comfortable tourist inns tell of visitors who come back year after year.



FINLAND FOR A HEALTHFUL HOLIDAY

The pure, ozone-filled air of Finland, fresh as only the air of sea, forest and lake can be, has a tonic, rejuvenating effect on the visitor. Warm, but not relaxingly hot in summer, cold, but not excessively so in winter, the Finnish climate is pre-eminently a healthful one, the climate of a vigorous, active race.

THE SUMMER CLIMATE

is perfect for out-of-door life throughout the twenty-four hours. Bathing in sea or lake, boating, canoeing, yachting, fishing, hiking, camping, these are the normal summer pleasures of every Finn. Good canoeing and hiking routes have been mapped, and all equipment for this pleasurable mode of travel can be bought at the main tourist centers. Every town has its Lido, natural or artificial.

BATHING RESORTS

Of good beaches and sands there is no end in Finland, but at specially suitable and attract-

ive sites regular bathing resorts have arisen. Popular seaside resorts are Hanko, Naantali and Terijoki. Lappeenranta, Savonlinna and Heinola are lake resorts with similar attractions, sands, etc. Spas offering modern ray and medical treatments, massage, baths, exist at most of the bathing resorts. Finnish baths »sauna», a form of steam bath, to which Finns attribute their good health, can be taken in town or country.

OTHER TOURIST RESORTS

Specially scenic or noted sites with organized accommodation for tourists are Punkaharju and Tolvajärvi, gems of idyllic lake scenery; the Koli Heights, an epitome of Finnish scenery at its grandest; Aulanko, lake scenery in fertile cultivated country; Suursaari, a high rocky island in the Gulf of Finland; Lapland, the far north of Finland, with hotels or tourist inns at Rovaniemi, Ivalo, Inari, Liinahamari, Pallastunturi, etc.



WELL-STOCKED WATERS INVITE THE



The 60,000 lakes and countless streams and the island-girdled coasts of Finland abound in coarse fish such as pike, perch, roach, bream, burbot, etc. In many of the rivers and some lakes there are salmon and sea trout, trout, grayling and char for the sportsman for whom fishing is an art.

Fishing rights accompany landownership, but except in the vicinity of towns and in some densely populated districts no restrictions are placed on rod and line or spoonbait fishing for coarse fish, nor is any license required for such fishing. Most country inns provide coarse fishing and lend the necessary tackle.

THE BEST SALMON-FISHING WATERS

are in Lapland. As the State owns the fishing rights there, the license fees are very moderate, usually 25 marks a day per rod. There are fishing inns at all of the favorite waters, and boats and boatmen are available at fixed rates. One

fishes mainly from boats because the nature of the banks of most of the rapids makes it impossible to cast from shore.

THE SALMON-FISHING SEASON

lasts from the beginning of May to September 15th (for fly-fishing; for other forms of salmon-catching the close season begins on Sept. 1st), but for Lapland, where spring comes late, May is too early for comfortable fishing.

FULL INFORMATION

regarding fishing sites, species, methods, the best flies and lures for the different waters, accommodation, prices, etc., is contained in a booklet »Fishing in Finland« published by the Association »Finland-Travel«. This can be obtained free from any travel bureau. To avoid disappointment it is advisable to reserve fishing permits and accommodation in advance.

ANGLER





REINDEER-JORING IN LAPLAND — A WINTER

The Finns are ardent winter sports enthusiasts. Practically everybody skis, and the high standard of the sport in Finland is apparent from the string of trophies garnered at Olympic Winter Games, European Championship meets etc.

THE WINTER CLIMATE

is eminently suited to winter sports. In the south of Finland the snow usually lasts from the end of December to the beginning of April, but the farther north one goes the longer the snow period. The coldest month is February; mean temperature 20–21° F in Helsinki, and 18° to 14° F in Central Finland. The early winter is likely to be cloudy, but the late winter is a singularly beautiful season. From the end of February on the sun gains in brilliance and the weather remains fine for long periods.

WINTER SPORTS IN SOUTH AND CENTRAL FINLAND

The best time for skiing holidays is late February and March, when the sun is bright

and the snow firm and deep. There are many excellent winter resorts such as Hyvinkää, near Helsinki; Lahti, site of big international meets; the Koli heights, majestic landscape; and Kuopio, in Central Finland's lake region. Most of these have lighted trails for night skiing.

Skating is equally popular in Finland. Rinks, requiring professional care, are confined to the towns.

LAPLAND IS IDEAL WINTER SPORTS COUNTRY

— abundant snow, long, unbroken slopes, and a brilliant alpine sunshine in March and April. Thrilling, novel diversions for the skier in Lapland are ski-joring behind a galloping reindeer, and driving with reindeer in the curious, low-slung »pulkka» sleigh over the snow-clad moors. First-class accommodation is available at Rovaniemi and Pallastunturi, and there are a few smaller inns and shelters. Additional accommodation is being planned, for Lapland's mysterious Northern Lights are as fascinating as its summertime Midnight Sun.

SPORTS NOVELTY



FINNISH TRANSPORTATION SERVICES — EFFICIENT AND COURTEOUS

THE STATE RAILWAYS

extend to a point beyond the Arctic Circle. They are efficiently managed; trains run punctually, and politeness is a tradition of the service. No railroad official accepts tips. For porters there is a fixed charge of 2 marks a package. On the main lines there are I, II and III class compartments. All coaches are corridor-built. Dining cars are attached to the chief day trains and sleeping cars to night trains. Seats on express trains are numbered and reserved; the small reservation fee is the only extra charge for express trains.

WATER ROUTES

The coastwise vessels ply mostly through the sheltered waters of the beautiful archipelagoes. Popular coastwise trips are those from Helsinki to Suursaari in the Gulf of Finland and to Porvoo. Lake steamers run through especially delightful parts of Finland and no tour of the country is really complete unless it includes a

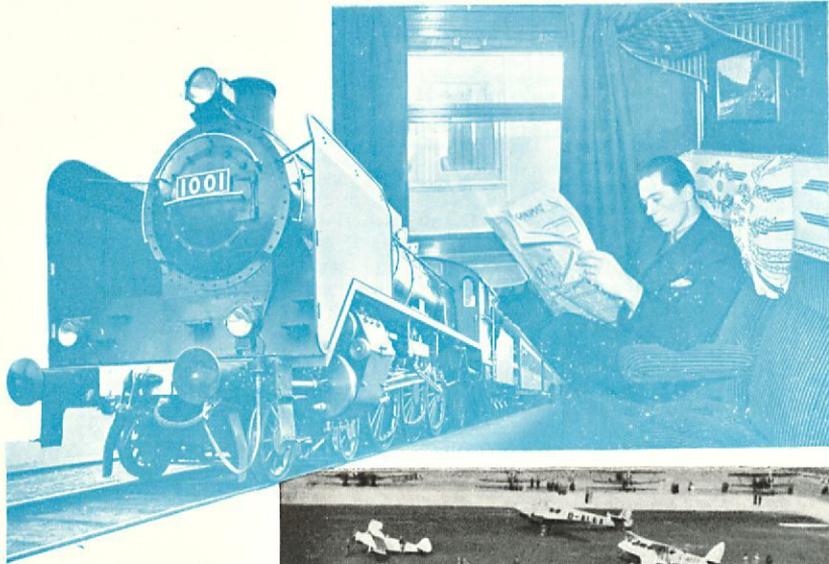
lake-steamer trip. These vessels, equipped with restaurants and cabins for overnight use, are specially built for sightseeing.

MOTORBUSES

are common everywhere in Finland. There are regular services on all the main roads and more particularly in remote districts. Practically every village in Finland can be reached by bus. The buses are mostly of American make, covered single-deckers.

AIR TRAFFIC

affords a quick way of getting about in Finland, though so far internal air traffic is confined to the routes Helsinki—Turku (Helsinki—Stockholm planes), Helsinki—Viipuri, and the Arctic Air Express route, which is eventually to be extended to the Arctic coast, but at present covers only the stretch Helsinki—Tampere—Vaasa—Oulu—Kemi.



MODERN HOTELS AND RESTAURANTS CATER TO THE TRAVELER

Hotel and restaurant life in Finland is wholly in keeping with the modern note struck by Finnish architecture and Finnish life in general. The highest international standard is the aim: comfort, modern conveniences, skilled service, a cuisine suited to an international public. The new hotels are fully up-to-date, and older establishments have had to modernize to meet the competition. Under a recent law the terms »hotel» and »restaurant» may be used only by establishments that conform to an official standard of modern conveniences, hygiene, etc.

GOOD MODERN HOTELS

accommodate the tourist in all the chief towns, and at all the main tourist resorts there are comfortable hotels or inns, many of them run by the Finnish Tourist Association. Helsinki leads, of course, with a long list of really fine hotels, but the biggest provincial towns have equally good ones. Rates are low (see section on

travel costs). The Association »Finland-Travel» publishes an annual hotel and restaurant list giving full details and prices.

FINNISH RESTAURANTS

are European in character, their menus covering a wide selection of standard European dishes. A specifically Finnish feature is the well-stocked hors d'oeuvres table, a groaning board of tempting dishes from which every one takes what he likes and as much as he likes as a first course at lunch. Another Finnish culinary novelty is curdled milk as an alternative to soup at dinner in summer. To be rated first class, restaurants must meet strict standards, rigorously enforced by the authorities. But there are many large popular restaurants that are surprisingly good for the prices charged. All alcoholic beverages, including beer and wines, are served at prices fixed by the Government Alcohol Monopoly.

**POHJANHOVI HOTEL
ON THE ARCTIC CIRCLE
AT ROVANIEMI**



HOTEL TAMMER AT TAMPERE



**BRÄNDÖ
STRAND
HOTEL IN
HELSINKI**



THE DOLLAR TRAVELS FAR IN FINLAND

600 miles for \$5 is the Finnish State Railways' idea of a normal charge — for a second-class ticket, at that.

Circle-tour tickets cost even less during May—September, and groups of 10 or more can buy group tickets at 25 per cent off the regular fare.

It is obvious that even compared with the reduced tourist rates of other European countries railroad travel is astonishingly cheap in Finland.

The rate of exchange depends on the dollar-sterling rate, for the Finnish mark is pegged to sterling at a fixed rate of 227 marks to the pound sterling. Normally the U.S. dollar exchanges for about 46 Finnish marks, though since the autumn of 1938 it has been worth 48—49 marks. Even at the normal rate a dollar goes a long way, as the following examples indicate.

Hotel rooms at first-class hotels cost 60—120 marks, double rooms 90—180 marks.

Lunch at first-class restaurants 15—25 marks, dinner 20—40 marks, supper 20—50 marks (depending on whether a floor show and dancing are included). No tips — an inclusive service charge of 10—15 per cent is added to the bill. Pension terms proportionately cheaper and simpler hotels and dining rooms very much so.

Bus fares range from 40—70 penni a mile, on long runs less. Thus the 330-mile run through Lapland, from Rovaniemi to the Arctic coast, costs 117 marks (less than 2½ dollars).

Lake-steamer travel is equally inexpensive. A first-class ticket from Savonlinna to Kuopio, or from Vesijärvi to Jyväskylä, both favorite tourist routes, costs 95 marks. The distance in each case is about 100 miles.

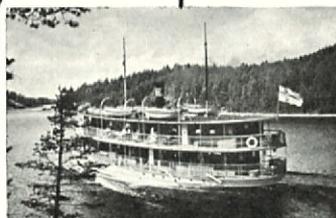
Taxi rates are also low. Runs within a city area rarely exceed half a dollar, and one can ride quite a distance for less than a quarter.

No currency restrictions.

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SUGGESTED TOURS IN FINLAND

Numerous round tours have been planned to enable visitors to see the most of Finland in the shortest time and in the greatest comfort. Details of such tours can be obtained from the Finnish Travel Information Bureau in New York. The travel bureaus in Finland — or your own local travel agent — will arrange any of them on an all-inclusive basis. Below a brief indication of the types of tours available.

Helsinki—Viipuri—Imatra—Savonlinna—Punkaharju—Kuopio—Vaala—Oulu—Tampere—Hämeenlinna—Turku. Time 10 days. The tour includes Viipuri (historic old city, medieval castle), a leisurely voyage through lovely Lake Saimaa, the island city of Savonlinna (popular health resort, medieval castle), Punkaharju (famous scenic ridge), the Savonlinna—Kuopio lake route (one of the finest in Finland), the thrilling descent of the Oulujoki Rapids by rapids-boat, Oulu (busy northern seaport), Tampere (cleanest industrial city in the world), a bus trip through beautiful lake country, Aulanko (idyllic tourist resort) Hämeenlinna (country town, old castle) and the former capital Turku (old cathedral, castle).

Helsinki—Lahti—Jyväskylä—Savonlinna—Punkaharju—Savonlinna—Imatra—Viipuri—Turku. Time 5 days. This tour includes many of the above places and lake voyages through the famous lakes Päijänne and Saimaa.

Helsinki—Viipuri—Imatra—Sortavala—Valamo—Koli—Joensuu—

Savonlinna—Punkaharju—Helsinki. Time 9—10 days. Included in this tour, besides places already described are a trip into Lake Ladoga to the unique Valamo island monastery, picturesque survival from Russian days; Koli, Finland's scenic beauty at its height; bus trip Koli—Joensuu; and lake steamer trip Joensuu—Savonlinna—Punkaharju.

Helsinki—Hämeenlinna—Tampere—Turku. Time 3 days. This short tour includes the principal sights of southwestern Finland.

A tour through Lapland to the Arctic coast and back can be added to any tour that takes one as far as Oulu. Time 6—7 days from Oulu and return. The Lapland tour can also be made by proceeding direct north by rail via Oulu to Rovaniemi.

Any number of interesting detours can be added to the main tours, as for example a trip by bus to Tolvaharju Ridge and other points in the vast northeastern forests. Shorter tours can be arranged to include at least Lake Päijänne, an exceedingly beautiful and varied lake route. Other interesting tours can be made through the prosperous southwestern section of Finland, the oldest settled area, including Turku, the former capital of Finland. The tours can also be made in any direction or combined with other tours. The regular scheduled tours have been planned with an eye to the best possible connections, variety of sights and proper accommodation at overnight stopovers.

INFORMATION SERVICES ABROAD AND AT HOME

Finland's information service begins already in the United States, where the Finnish Travel Information Bureau at Rockefeller Center, 630 Fifth Avenue, New York City, answers all questions relating to travel in Finland free of charge.

IN FINLAND

The Finnish Tourist Association (Helsinki, 7a, Aleksanterinkatu), founded in 1887 to develop tourist travel by organizing easy travel facilities and providing information and advice, maintains several branch information offices. These, like the head office, furnish free, impartial advice on all matters pertaining to travel in Finland. The Association also controls hotels, inns and restaurants, etc.

The Worker's Travel Association (Helsinki, 3, Paasivuorenkatu) organizes cheap tours especially for working class people.

The Association »Finland-Travel» is the central organization for tourist

travel publicity abroad. The pamphlets published in English by this non-commercial body, which include guide booklets for motorists and fishermen, lists of hotels and restaurants with prices, etc., are strictly reliable. This Association does not answer private inquiries.

Guidebooks and guides. Guidebooks are available in English covering the whole of Finland or separate regions such as Lapland. The biggest municipalities publish their own booklets in English. Reliable guides can be obtained through the Finland Travel Bureau and the Travel Bureau Kaleva, both in Helsinki and both offering full travel service, bookings to all parts of the world, hotel coupons, organized all-inclusive tours, etc. Further, there are complete travel bureaus at Turku, Tampere and Viipuri.

The language difficulty is practically non-existent. At hotels and restaurants, banks and many shops, English is spoken. All offices of the Tourist Association can be addressed in English. Besides, knowledge of English is remarkably common everywhere in Finland.

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PHOTOGRAPHS BY AHO & SOLDAN, H. IFFLAND, ILMAVOIMAT,
E. MÄKINEN, P. PETROWSKY, F. RONEBERG, A., N., O. AND
V. PIETINEN, B. SANDBERG, R. SCHAUMAN

PUBLISHED BY THE ASSOCIATION »SUOMEN-MATKAT»/»FINLAND-TRAVEL» AND THE
FINNISH SECTION OF THE NEW YORK WORLD'S FAIR

PRINTED IN FINLAND BY SUOMALAISEN KIRJALLISUUDEN SEURAN KIRJAPAINON OY

- 1944

4p 139

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