

Finland as a Holiday Resort.

Do you want to spend a holiday off the beaten track?

Do you want to fish in waters teeming with trout of weights unknown in other countries?

Do you want to shoot, explore, hike, bike or motor under ideal conditions where good roads abound and excellent accommodation is provided at delightful tourist inns situate in the midst of picturesque birch forests or within the sound of mightily rushing waters?

Finally, do you want to go where your £ goes further than anywhere else in the world?

If so

COME TO FINLAND

the land of 60,000 lakes and innumerable rivers and streams, where cleanliness is an obsession, where quietude reigns supreme — not only at night is the sounding of motor horns forbidden in the towns but during day time also — where orderliness and thoroughness challenge you at every turn and where the Englishman is specially welcome.

VISIT TO VALAMO MONASTERY BY CAR. PERSONALLY CONDUCTED
Embarking on one of the luxuriously appointed steamers of the Finland Line which leave Hull every Wednesday, the traveller reaches Helsingfors in the early morning of the following Monday after a delightful voyage across the North Sea, through the Kattegat Sound and up the tideless Baltic. A feeling of buoyancy and alertness marks his entry into Finland for nowhere in the world is the air so fresh and invigorating as in this land of immense forests of birch and pine.

The British Agency for Finland Ltd. is able to offer exceptional facilities to visitors. On arrival at Helsingfors the boat is met by a representative of the Agency who will render any assistance required, take charge of luggage and conduct the visitor to an hotel where accommodation has already been reserved for him. It is not possible within the compass of this small leaflet to give details of all the various tours open to the visitor but the following may be taken as typically representative of many.

A between boats excursion for those whose time is limited to eight days i.e. from date of arrival of one boat until the departure of the next the following week. For such visitors the British Agency for Finland Ltd. has devised a special tour embracing an unique program of sight seeing.

Leaving Helsinki (Helsingfors) the road is taken through the quaint old town of Borgå, through Kouvola where a stop is made for lunch, and further through Lappeenranta to Tiuruniemi arriving in time for dinner.

Tiuruniemi is a private estate comprising 250 hectares of forest land on the banks of lake Saima, the largest and most picturesque waterway of the interior. Here a halt is made of two days which may be spent in boating, bathing, fishing, or exploring the many beauty spots of the forest. During the spring lilies-of-the-valley grow in great profusion on the islands of the lake, whilst on the mainland besides many varieties of wild flowers, whortleberries and cranberries may be gathered in the summer and unlimited supplies of mushrooms in the autumn. From September 1st. good bags of blackcock may be shot.

Leaving Tiuruniemi the next objective is Sortavala on the western bank of lake Ladoga the largest lake in Europe. En route the road passes through Imatra renowned for its rapids which have been harnessed to supply electricity to the whole of southern Finland.

Arrived at Sortavala the road is temporarily abandoned whilst a visit is paid to the Russian Monastery on the island of Valamo standing in the middle of lake Ladoga. The voyage across the lake takes about 3 hours and the night is spent at the Guest-House of the Monastery.

Returning to Sortavala next day the journey by road is continued to Punkaharju and Savonlinna (Nyslott). This is one of the most picturesque roads in Finland winding through forests, fields, on the shores of lakes, passing over ferries and narrow watersheds, and as the trip is made towards evening, the beauty of the scenery is enhanced by the setting sun.

The night is spent at Savonlinna and the next day the journey continues to Viipuri (Viborg) where a visit to the old castle is of interest. The following morning return by the coast road to Helsinki (Helsingfors) arriving in the evening.

This tour takes 7 days in all, and the cost for parties of 4 is £ 16 for each person. For other numbers by agreement. It is advisable to book well in advance in order to avoid disappointment.

FISHING. The best grounds are in Lapland:

VIRTANIEMI, THE PASVIK RIVER.

Trout, lake trout, grayling, gwinard, perch, pike.

Season. From the end of June to the 15th. September.

Fishing from boat and from shore.

Motorboat for excursion to Lake Inari, the haunt of the big lake trout.

Record fish 40 lb. trout, 34 lb. pike, 7 lb. perch.

YLÄLUOSTARI, THE PETSAMO RIVER.

Salmon, salmon trout of the heavy Arctic species, average weight 30 lbs. and 10 lbs. respectively.

Season. From the end of June to the 15th. September.

Fishing from shore only, fly and spinner. Water swift, but not too broad to be spanned in most places by cast.

KOLTTAKÖNGÄS, THE PASVIK RIVER.

Salmon of the heavy Arctic species, average weight from 30 to 50 lbs. record fish 74 lbs. Up river good trout and grayling water. Season from the end of June to the 15th. September, best month July. Fishing mostly from boat, fly and spinner.

Virtaniemi is the trout fishers paradise. This year (1934) a visitor from India caught more than 1,000 trout in 3 weeks.

The journey from Helsinki to Virtaniemi takes about 48 hours. Leaving Helsinki at 11 a.m. in a comfortable carriage (sleeper) the traveller arrives at Rovaniemi, the rail head at 1.14 p.m. the following day where he has time for lunch before continuing by bus along the great white road 531 kms. in length leading to the Arctic Ocean. The bus reaches Ivalo at 11 p.m. where the night is spent in the Finnish Tourist Associations new inn built on the banks of the Ivalo river. Next morning after breakfast the journey is continued to Virtaniemi arriving there about mid-day.

Perhaps the first surprise which greets the visitor is the fact that nearly everyone speaks English, indeed the girl waitresses are mostly undergraduates from one of the Finnish Universities spending their long vacation in Lapland just for the fun of the thing and the opportunity it offers them of acquiring greater proficiency in speaking foreign languages.

The inn at Virtaniemi has recently been considerably enlarged but even so, owing to its popularity accommodation is not always available unless reserved in advance, the same may be said of the inns at Yläluostari and Kolttaköngäs.

The inclusive cost of one month's holiday is £ 42. This sum includes: 1st. class return passage Hull—Helsingfors, two days stay in Helsingfors, railway fare (sleeping car) to Rovaniemi, route expenses to Virtaniemi, 16 days actual fishing there, board and accommodation, fishing rights, tips, and return fare to Helsingfors.

For Yläluostari and Kolttaköngäs an extra £ 3. must be added for the length of the journey.

For particulars of the above and of shooting, camping, motoring, apply: The British Agency for Finland Ltd., Skatuddsgatan 3, A 2, Helsingfors, tel. 36007.

TIURUNIEMI, PRIVATE ESTATE, NEAR IMATRA, ON LAKE SAIMA, PAYING GUESTS. OPEN THROUGHOUT THE YEAR.

A particularly comfortable holiday can be spent here: boating, bathing, fishing in Summer, skiing in Winter. Climatic conditions ideal. The house stands on high ground above the lake, large airy rooms, beautiful views from every window. Indoor sanitation, bathrooms, central heating. Excellent cuisine. English, French, and German spoken.

Prices: Stay of 14 days or longer 10/— 12/— a day; shorter stay 12/— a day. Cost of railway fare from Helsingfors by day train 11/6, by night train 16/6. (sleeping car).

Day train leaves Helsingfors at 12.20. arrives Rauha 18.20.

Night train leaves Helsingfors at 23.20, arrives Rauha 7.35.

Rauha station is but 3 kilometres away from the estate.

Apply: The British Agency for Finland Ltd., Skatuddsgatan 3 A 2, Helsingfors, tel. 36007.

In England all details may be obtained from Messrs John Good & Sons Ltd., Hull.

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