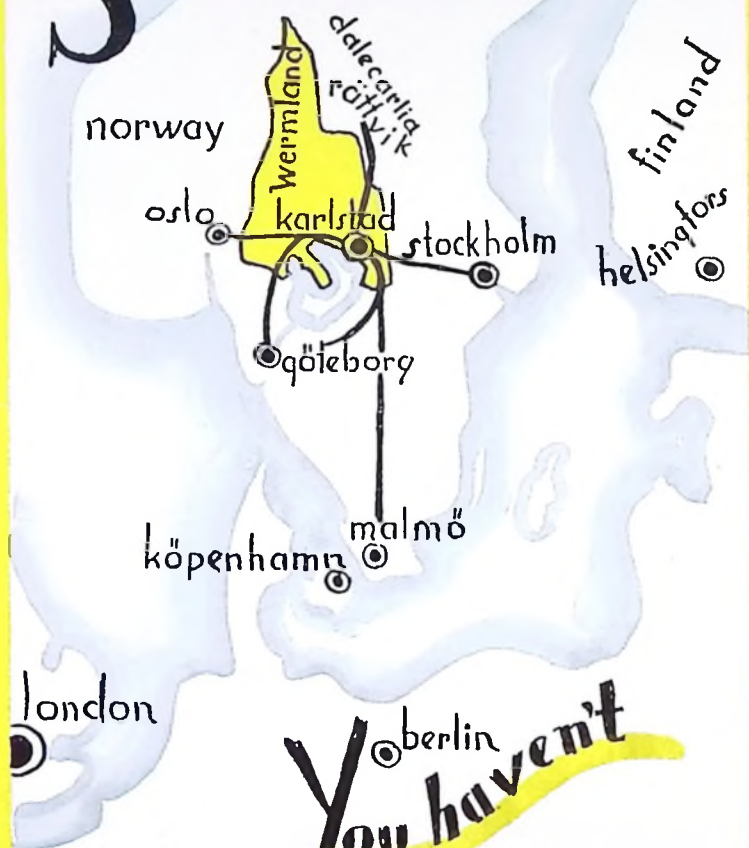


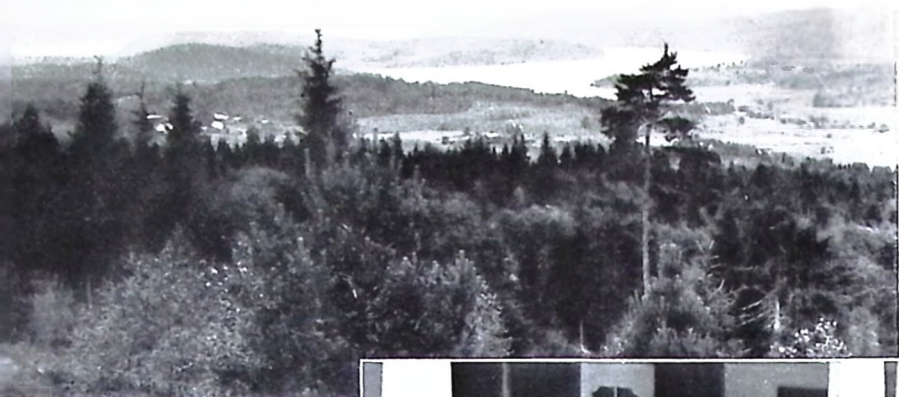
# SWEDEN WERMLAND KARLSTAD STADSHOTELLET



**You haven't**

seen Sweden until  
you have seen

the Crown of Sweden  
See it from **KARLSTAD**



Above: The Fryken lakes and valley.  
 Right: Doctor Selma Lagerlöf in front of her home at Mårbacka telling legends to young people of the neighbourhood.



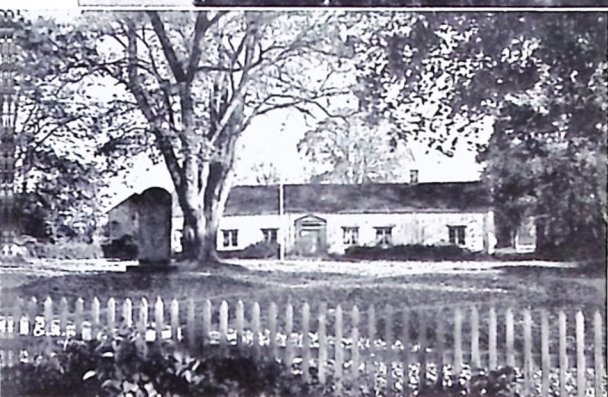
## Sweden

has many pretty spots and beautiful districts to tempt the traveller, and there is plenty of variety too, as might be expected of a country extending over so many latitudes. There are mountains and forests, gentle slopes and smiling valleys, rocky coasts and sandy beaches, and a great deal more that cannot be so casually defined. The difference does not lie in their natural charac-



Old "Sacter" on Frykdalshöjden belonging to Stadshotellet.

teristics alone. Some places have come to be regarded as regular tourist resorts, others as distant, glorious pictures.



Above: Lake Vingängssjön at Dalby.  
Left: Erik Gustaf Geijer's homestead at Ransäter.

Beautiful *Wermland*, "The Crown of Sweden's provinces", whose praise Swedes have sung for generations to one of the most haunting melodies ever composed, belongs to the latter class. "The Tale of Gösta Berling" by Wermland's famous daughter, Selma Lagerlöf, has spread another fairy veil over this province. After reading that eerie and fanciful story, who would not like to take a peep at the "long Löven lake", "Ekeby", where resided the resolute "Majoress" of the tale and the Fryken valley, still haunted by the shades of beautiful Marianne Sinclair, proud Ebba Dohna, and other favourite characters in this fascinating book? Wermland is justly proud of the fact that many of Sweden's greatest poets, writers and inventors were born in this province.



H. M. King Gustaf Adolf and the queen visiting the "saeter" at Fryksdalshöjden belonging to Stadshotellet.





*John Ericson's Mausoleum, Filipstad cemetery.*

Among the former may be mentioned: Esaias Tegnér, the author of «Fritiofs Saga», Erik Gustaf Geijer, the historian, Gustaf Fröding, the lyric poet, and, of course, Selma Lagerlöf. Where else could she be born than in the wide Fryken valley, that has given rise to all those legends so strikingly and masterly related in her book «Gösta Berlings saga»? Selma Lagerlöf died in 1940 but her home at Mårbacka is now a museum open to the public. From Wermland's mining district hails John Ericson, famous inventor of the screw propeller and constructor of the «Monitor», the ironclad, which defeated the Confederates' «Merrimac» in Hampton Roads, March 9th, 1862, and thus ended the Civil War. John Ericson died in New York in 1889, and the United States' Government honoured his memory by sending his body to his native country on board the battleship «Baltimore». He is buried at Filipstad, where a mausoleum, well worth seeing, has been erected to his memory. Another inventor is L. M. Ericsson of telephone-fame. — The natural aspect of northern Wermland is typically that of northern Sweden. There are tremendous stretches of forests and mountains and numerous tarns. The mountain land is cut by deep valleys, whereboisterousstreams carve their course. The landscape is simple, severe and grand. Farther south the valleys broaden, while the upland dissolves itself into se-



*The Windmill at Mariebergsskogen, Karlstad.*



*The old bridge, Karlstad.*

parate peaks, and the bright and smiling landscape of mid-Wermland, makes its appearance, with its wide expanses and blue lakes in mountain setting. Light birch groves alternate with dark pine woods, rippling lakes with green fields and meadows, solitary woodland paths with clusters of red houses among the green.

Three great valleys: the Fryksdalen, the Klarälvsdalen, and the Gillbergadalen, separated from each other by ranges of hills, contribute highly to the beauty of the landscape.

WERMLAND has also another aspect which might attract the visitor. This province has a great number of large industries — which, however, do not spoil the genuine beauty of the landscape. The most important of these is the Uddeholm's Aktiebolag, owners of extensive forests and iron-mines, with sawmills, factories and research laboratories at Skoghall, with steel works and rolling mills at Hagfors, Munkfors, Degerfors, Storfors, and Nykroppa. This large company, originating from a small iron works which was built at Uddeholm in 1668, is now exporting iron-ore and steel, paper and pulp etc. to all parts of the world. Other important manufacturers

to be mentioned are Billerud, Rottneros, Åmotfors, Lesjöfors, and Mölnbacka-Trysil. Lastly, let us not forget Karlstads Mekaniska Werkstad, the famous manufacturer of paper making machines.



*The Wermland Museum, Karlstad.*

*Karlstad*, the capital of Wermland called «The Town of Sunshine», is the oldest town in this province. During the Middle Ages it was known as Tingvalla and was then already an important trading centre as well as the annual meeting place of the provincial assembly. It got its charter in 1584 from Charles IX, who changed its name to Karlstad.

KARLSTAD is built on the embankments of the Klarälven River, close to Lake Vänern. It is an important tourist centre and the best starting point for excursions in Wermland and surrounding provinces.

Karlstad is also the principal port at lake Vänern with access to the North Sea through the Göta Kanal. Further, it is the centre of the Wermland timber, woodpulp, paper, iron, and steel export. The town is nicely laid out with wide and airy streets and fine parks. It has several interesting landmarks, a newly erected museum, harbouring representative paintings, fine sculptures and old relics. Karlstad has a theatre quite near Stadshotellet which during the winter often is visited by prominent theatre companies on tour, even from the Royal Opera in Stockholm. In summer their performances take place in *Mariebergsskogen*, a land reservation similar to the Stockholm Skansen, where an open air theatre has recently been constructed. In summertime very popular trotting races are

held at *Färjestad Race Track* neatly laid out on the embankments of the river just outside Karlstad.

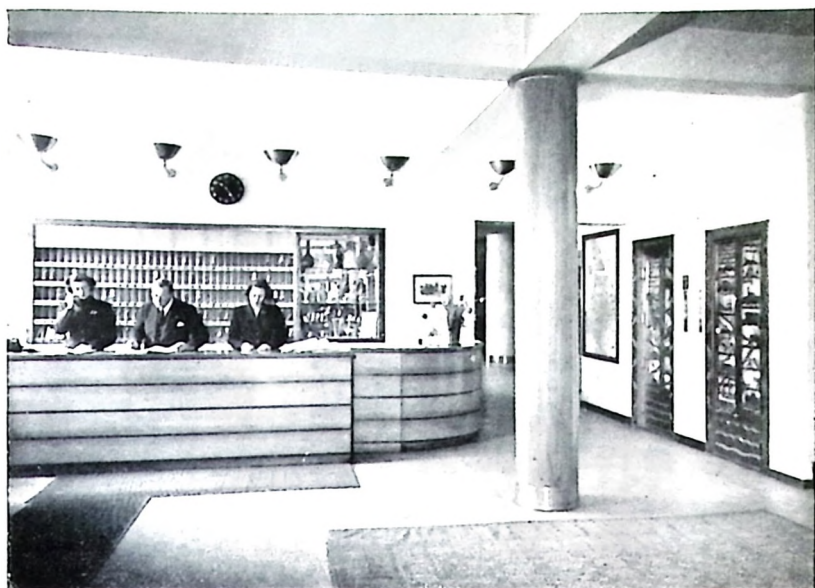
Clara E. Laughlin says in her book «Where it all comes true in Scandinavia»:

Above: Late King Gustaf V arriving at Stadshotellet.

Right: H. M. the King dining at Stadshotellet.







Reception Hall.

«Did you go to Karlstad? We feel that Karlstad is a beautiful and delightful place, and full of interest. Travellers ought to get there as early in their Swedish visit as possible», and Marquis E. Childs, the author of «Sweden, the Middle Way» who visited Karlstad in 1937 writes: *Karlstad is a place which travellers cannot afford to miss.* And in his new book «Sweden a model for a world», Hudson Strode says: «Few are the visitors to Scandinavia who do not stop for a few days at Karlstad making headquarters at the Stadshotell and taking excursions by motorcar, bicycle, buses or lakeboat». And recently S. F. A Coles writes in his book «The Lovely Land»: «The beauty of Wernmland entered my soul».

The main automobile roads from Oslo to Stockholm and from Gothenburg to Rättvik run through Karlstad. Distances are as follows:

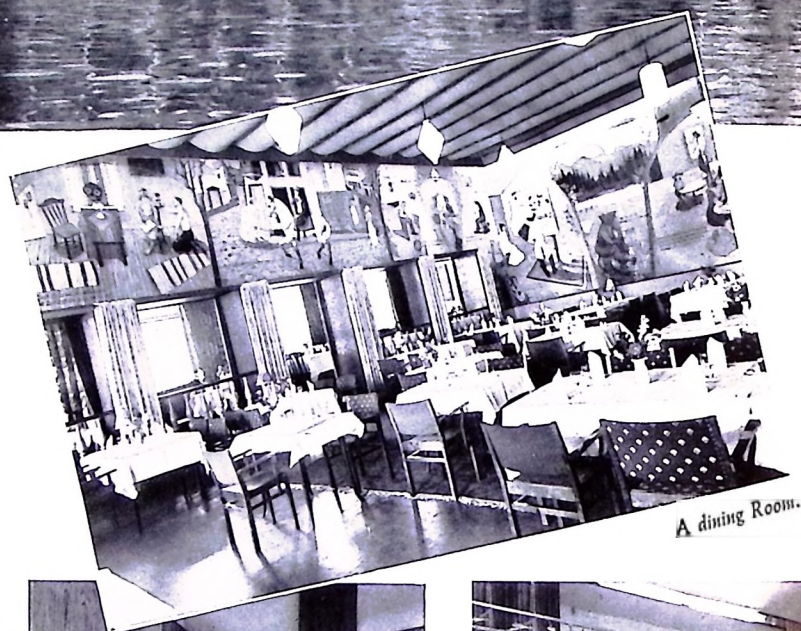
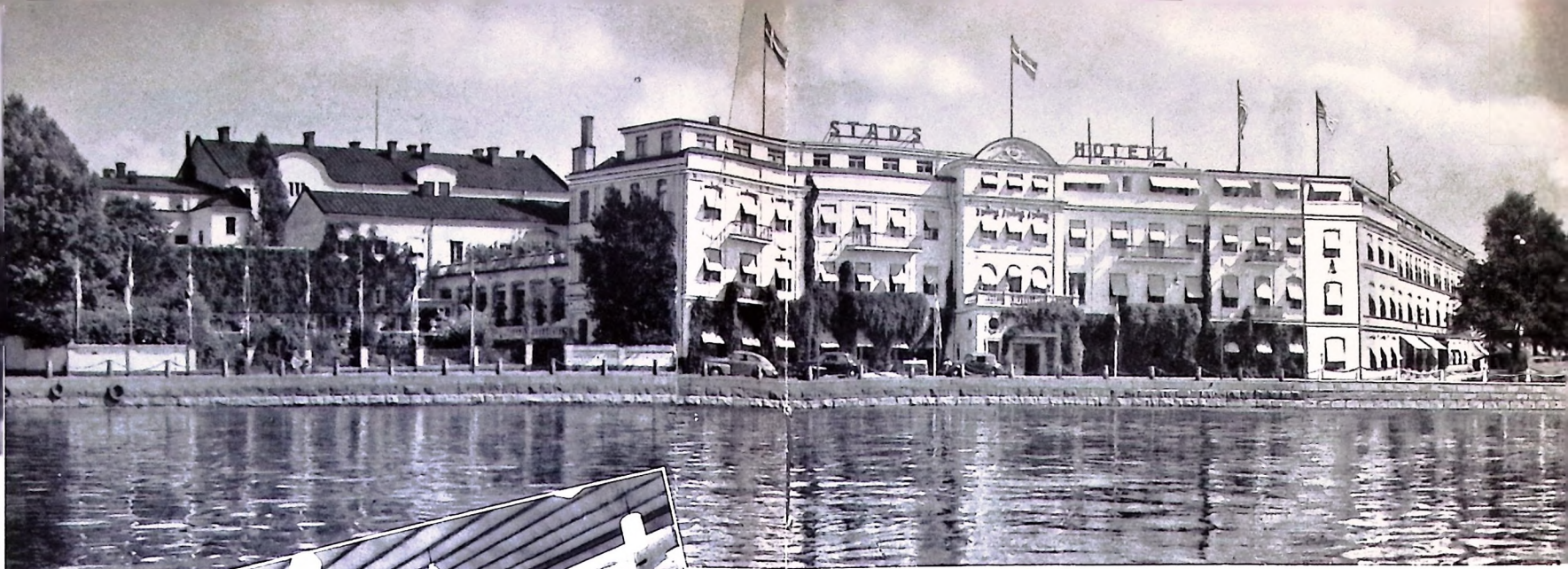
Karlstad—Oslo	..... 250 km.	Karlstad—Gothenburg	267 km.
Karlstad—Stockholm.	332 km.	Karlstad—Rättvik	... 307 km.

By train Karlstad may be reached in about

5 1/2 hours from Stockholm	4 hours from Gothenburg
(through-train)	
5       »       »       Oslo	8 1/2   »       »       Rättvik
(through-train)	10   »       »       Malmö

The A/B Aerotransport maintains an office in Stadshotellet where tickets can be bought to all parts of the world. The Karlstad airport is situated 3 km. from Stadshotellet.





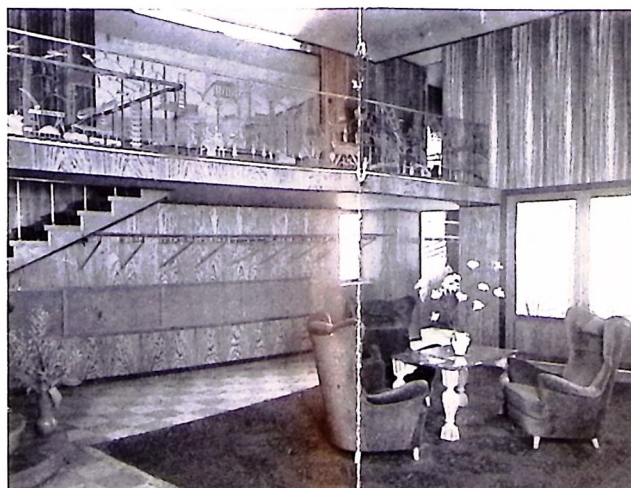
## *Stadshotellet, Karlstad*

MANAGING PROPRIETOR HENRY F. ODÉN

at a distance of only three minutes walk from the Railway station, is the largest provincial hostelry in Sweden. It occupies an unusually open and beautiful site, at the corner of Kungsgatan and Älgatan, with a very wide view of the Klarälven River and the surrounding country. The Hotel possesses 165 well furnished modern rooms, all with private toilet and many of them with private bath.



*The passage between the Restaurant Entrance and The Reception Hall.*



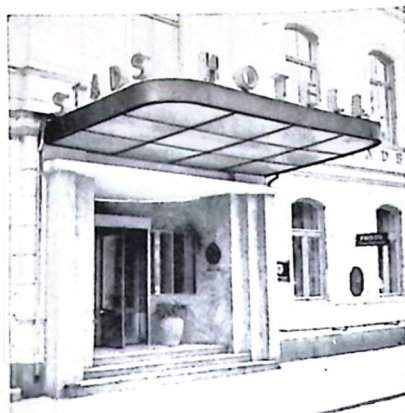
*The Restaurant Entrance, showing in metal old and new Värmland.*



*Liftdoors showing in wrought iron the Klarälven river flowing through Värmland into the lake of Vänern.*



The Hotel has a beautiful Reception Hall, elegant Summer and Winter restaurants, fine Banquet Halls, splendid terraces with facilities of accomodating up to 2,000 persons and a lovely garden. A newly inaugurated room on the ground floor called *Hybelejens salong* is of special interest. It is dedicated to the memory of C. J. Hublein († 1808) and Anna Maria Holtz († 1828), two famous and legendary persons from bygone times. Vivid mural paintings depict their history. Concerts by prominent artists the whole year round. The Hotel, more than 75 years old, has been under the management of members of the same family for more than 50 years and their aim has always been to give their guests the best of service and to make them feel at home at Stadshotellet. They are well aware of the fact that "Tradition obliges".



Stadshotellet.

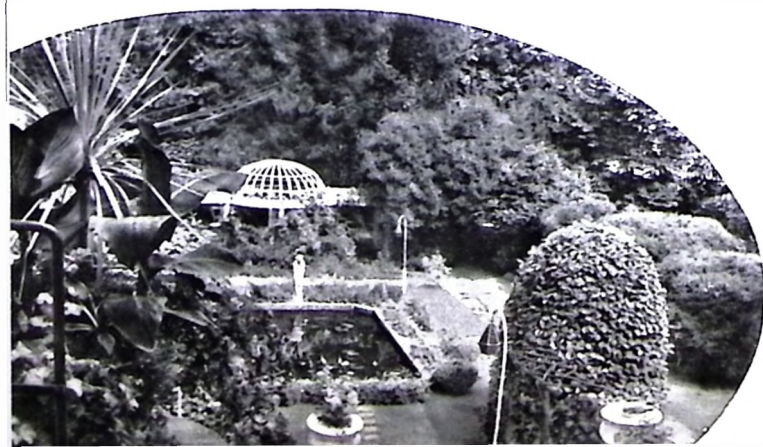
Hotel Entrance.

During the season *excursions* by comfortable private motorcars and with English speaking guides are arranged daily. There are two standard excursions as below which we have chosen from experience but they may be altered to suit the wishes of private parties.

Rotarians meet  
at Stadshotellet  
Mondays  
at 12,30



They start from STADSHOTELLET in the morning.

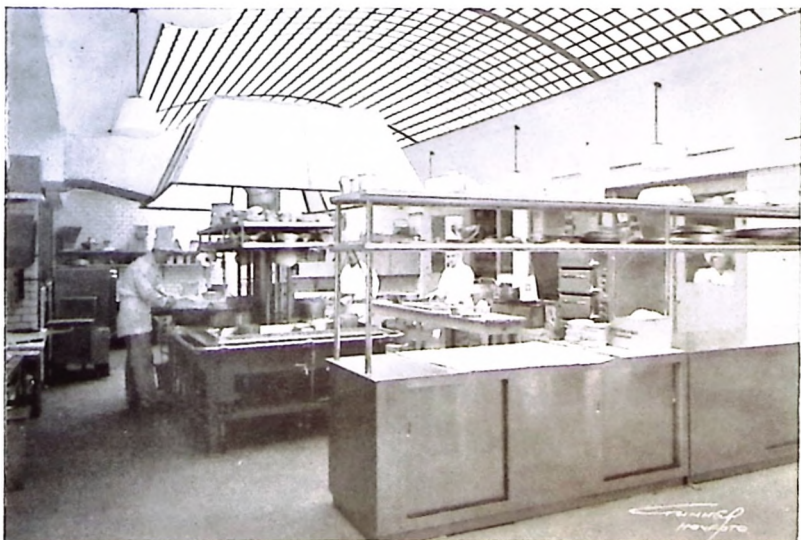


Part of the  
gardens.

A part of the Restaurant  
Entrance-Hall,

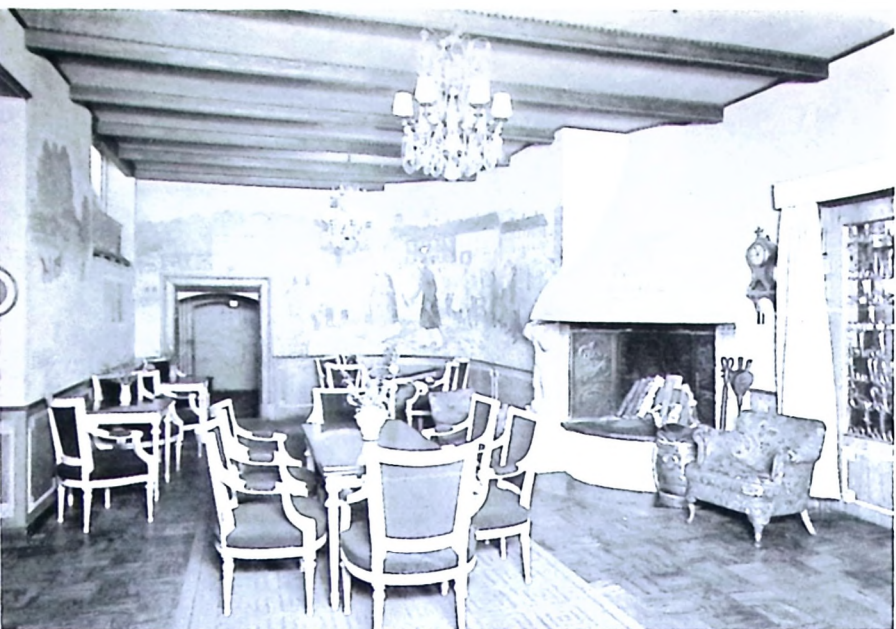


A cosy corner.



One part of the kitchen — everything working by electricity and everything in stainless steel and bricks.





Above: The Hybelejen Room used for official meetings and private parties.

Below: Stadshotellet by night.



Parts of "The Monk", restaurant in the old church vaults from 1653, a cosy little restaurant belonging to Stadshotellet with "help yourself" service.



## Excursion 1., round the Fryken lakes,

goes to Apertin, Fryksdalshöjden, Rottneros ("Ekeby" in Gösta Berlings Saga), Gräsmark (an old church newly restored to its original beauty), Sunne, Mårbacka (the home of Selma Lagerlöf), Ransäter (Geijer's homestead), Dejefors and back to Karlstad.

## Excursion 2. takes in the following places:

Alster (the Fröding monument and homestead), Gunnerud Village, Alster Old Church (erected by Russian war prisoners), Molkom, Brattfors, Filipstad, (John Ericson's mausoleum) and Långban, (his birthplace).

Each excursion takes about 6 hours and luncheon baskets are provided. Fare for each tour, luncheon basket included Kr 35: —.

Same excursions as above slightly shortened, morning or afternoon between meals Kr. 25: — per person.

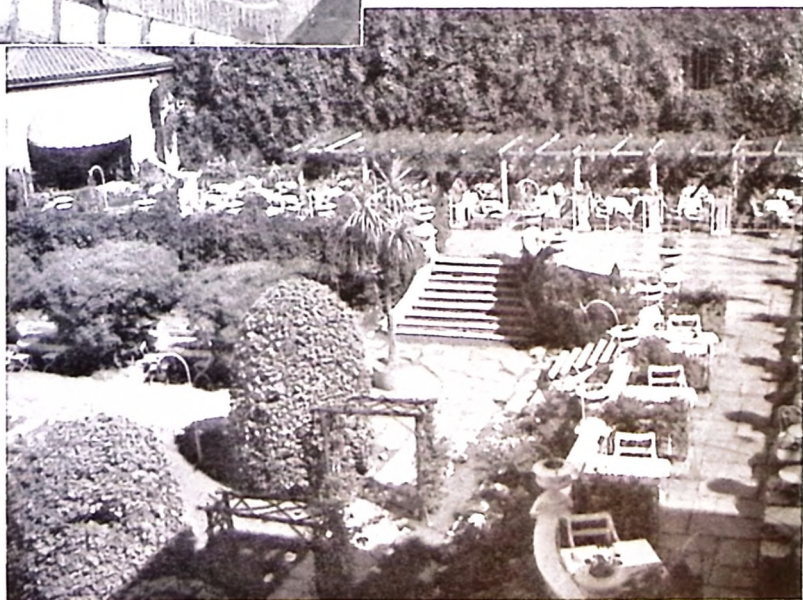
**Above prices subject to changes.**

In addition, shorter excursions to numerous places of interest are arranged.

Among these a visit to Hammarö Church erected in the thirteenth century, with interesting paintings from the middle ages 7 km. from Karlstad is recommended. The steamer to Löfnäs or the regular bus from Karlstad takes you there.

A lovely bathing beach at Lake Vänern is found at a distance of 15 minutes by bus. Tennis courts near the hotel.

*"Runner-Nisse" from the musical show "The Värmlanders", decorating the open fireplace of the Hybelejen Room.*



*Terrace and Garden.*





Above: Dining Room in Stads-hotellet.

Right: Summer Restaurant facing the Gardens and Klarälven River.



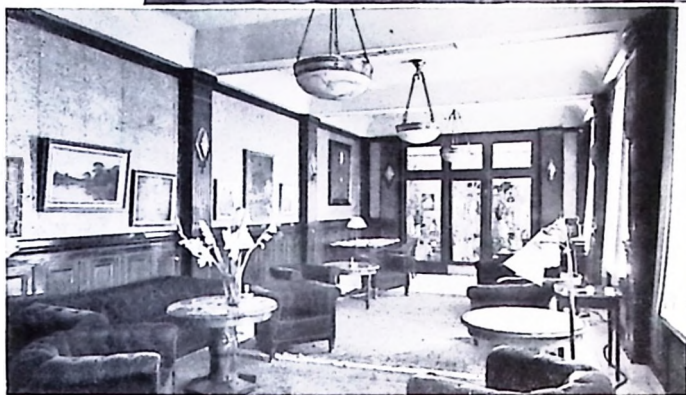
## Example of a Sixteen days tour to Sweden

as arranged by the Travel Agencies.

*Departures:* From London every Saturday during Summer Season.

### ITINERARY

- 1st Day Passengers leave St. Pancras Station for Tilbury Pier. Swedish Lloyd steamer sails from Tilbury.
- 2nd Day At sea.
- 3rd Day Arrive GOTHENBURG morning. Afternoon is free for local sightseeing. Dinner and bedroom at hotel.
- 4th Day After breakfast train for KARLSTAD in Wermland. Dinner and bedroom at Stadshotellet.
- 5th Day Day is at passenger's disposal, Many excursions in Gösta Berling's country can be made from Karlstad. Breakfast, dinner and bedroom at hotel.
- 6th Day Breakfast at hotel. Leave by train to RÄTTVIK in Dalecarlia. Dinner and bedroom at hotel.
- 7th Day In RÄTTVIK. An excursion via Leksand round Lake Siljan is suggested.
- 8th Day Breakfast, dinner and bedroom at hotel each day.



Above: The tea rooms of Stadshuset in old church vaults from 1653.

Left: Reading-room and Flower shop.

- 9th Day Breakfast at hotel. Visitors are recommended to view the church assembly of peasants in national costume. Leave by train for Stockholm. Dinner and bedroom at hotel.
- 10th and 11th Day In STOCKHOLM. Visitors will find the Swedish Capital a city of considerable architectural and general interest. Breakfast, dinner, and bedroom at hotel each day.
- 12th Day Breakfast and leave via Gotha Canal steamer for GOTHENBURG. This part of the tour traverses some of the finest scenery in Sweden. The Gotha Canal is nearly 350 miles in length and with the aid of many locks reaches at certain points an altitude of 300 ft. above sea level.
- 13th Day En route.
- 14th Day Arrive GOTHENBURG. Dinner and bedroom at hotel.
- 15th Day Breakfast at hotel. Leave early evening by Swedish Lloyd steamer for Tilbury.
- 16th Day At sea.
- 17th Day Arrive Tilbury and proceed by connecting train to destination.





The trembling note from a long birch-bark horn flows mystically through the glass-clear summer night across sleeping valleys and spruce-clad mountains. A lovely «saeter» girl is calling her flock to pasture . . . The heart of Sweden speaks to you. Here is a province of dreams and deeds, the birthplace of poets and painters, of statesmen and inventors. A treasury of natural beauty, oldtime customs, unspoiled traditions. The goal of seasoned travellers.

Booking through all recognized Travel Agencies.

Early booking recommended.

Travellers' cheques accepted.