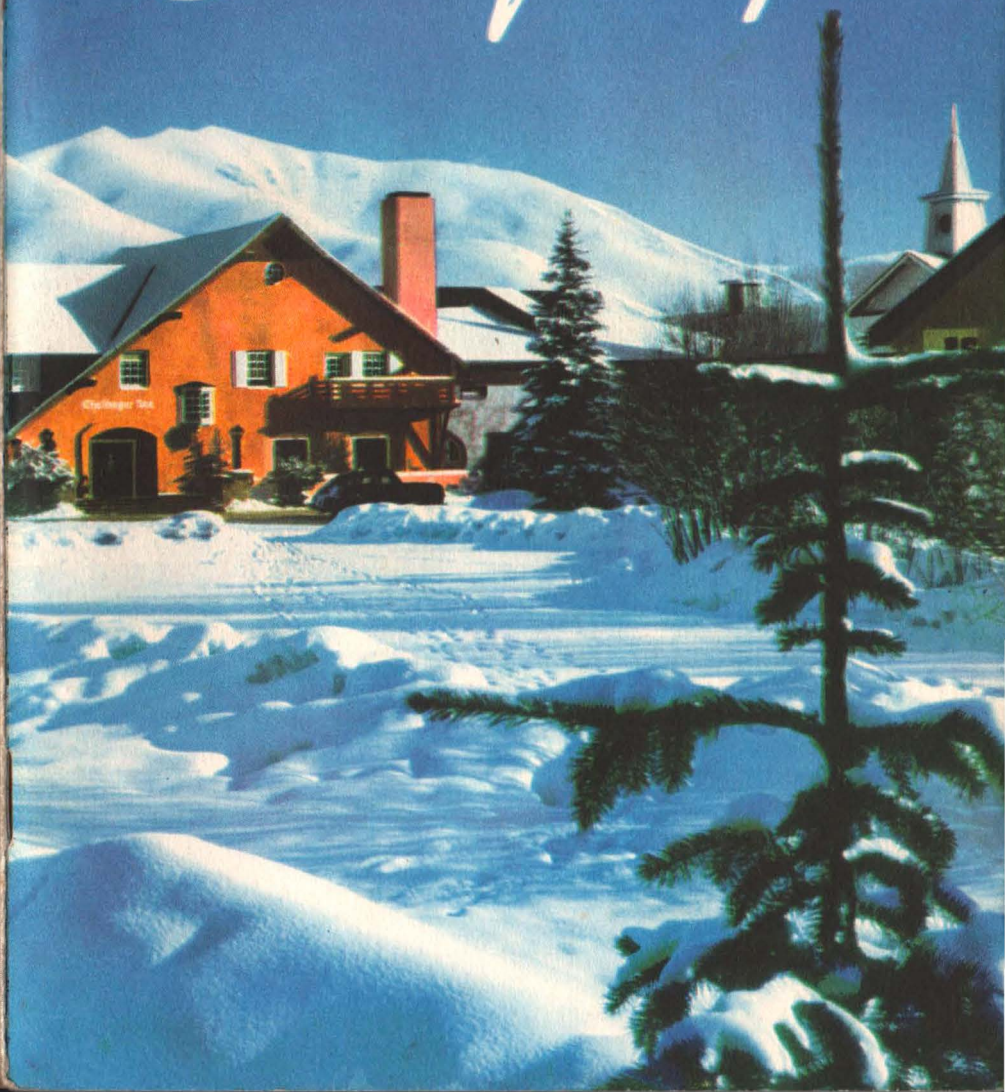


# Sun Valley

IDAHO

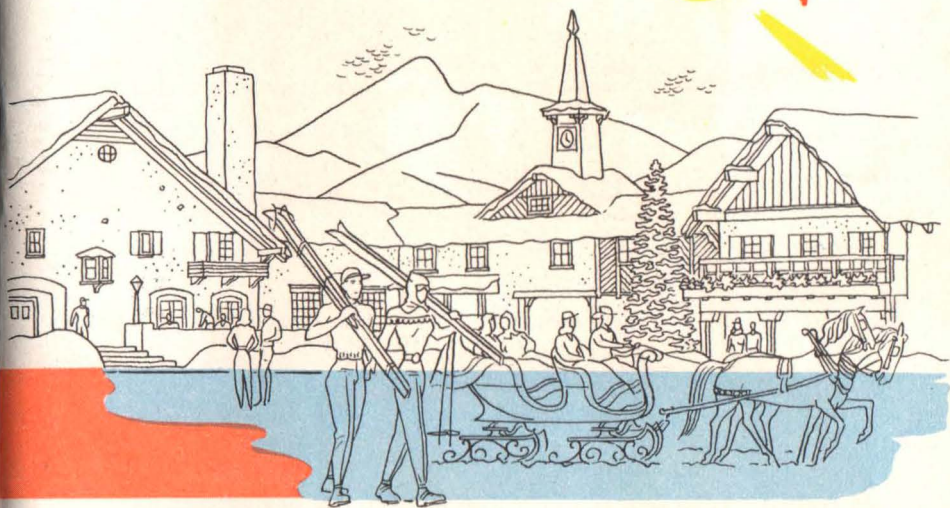




*America's Foremost  
Year 'round Vacation  
Center*



# Sun Valley



**S**parkling, warm winter sunshine . . . powdery white slopes stretching away . . . skiers swooping down well-packed trails . . . after-ski rooms to luxuriate in . . . fine food . . . good-fellowship . . . gay costumes . . . interesting people. That's Sun Valley in winter!

There's a cordial welcome awaiting you at Sun Valley. From the minute you arrive at Sun Valley Lodge or Challenger Inn and throughout your stay, you will find a gracious and friendly atmosphere. The competent staff has the knack of making you feel "at home," and you will sense a warm spirit of camaraderie among the guests. There are dozens of other reasons, too, why Sun Valley is acknowledged to be the winter sports capital of America. As you look through this book you will understand why this is so.







This night view of Challenger Inn conveys an atmosphere of the gay Holiday Season.



All the facilities for the proper care and waxing of skis are provided in the Ski Rooms.

The Ski School bulletin board tells where you meet your instructor and class for the day.







It is natural that skiing is king of winter sports at Sun Valley, for nowhere else in the world is there such a variety of ski terrain so easily accessible to the skier. This happy situation is brought about by the extended season for deep powder snow which covers the many slopes and mountains in the area. Eight electrically-operated chair ski lifts of modern design whisk skiers quickly and without effort to elevations permitting a maximum of downhill skiing each day. From the Halfway lift on Dollar Mountain for the beginner and novice, to the three-section lift

on Baldy Mountain, rising 3,200 vertical feet above the valley floor, there are abundant areas served by all of the ski lifts to satisfy the desires and test the ability of every type of skier.



The new Halfway lift serves the gentle lower slopes of Dollar Mountain.

Noonday luncheons, hot drinks and snacks are enjoyed in the warming hut at the foot of Dollar Mountain.





**P**roper skiing technique should be acquired to fully enjoy the sport in all its spine-tingling and thrilling sensations. At Sun Valley you will find an expert corps of instructors bringing their classes along with amazing speed. The beginner, after a few lessons, is usually surprised at his own mastery of the fundamentals and his skill in negotiating the gentler slopes with ease and confidence. Advanced skiers, also, profit by instruction in the Sun Valley Ski School.





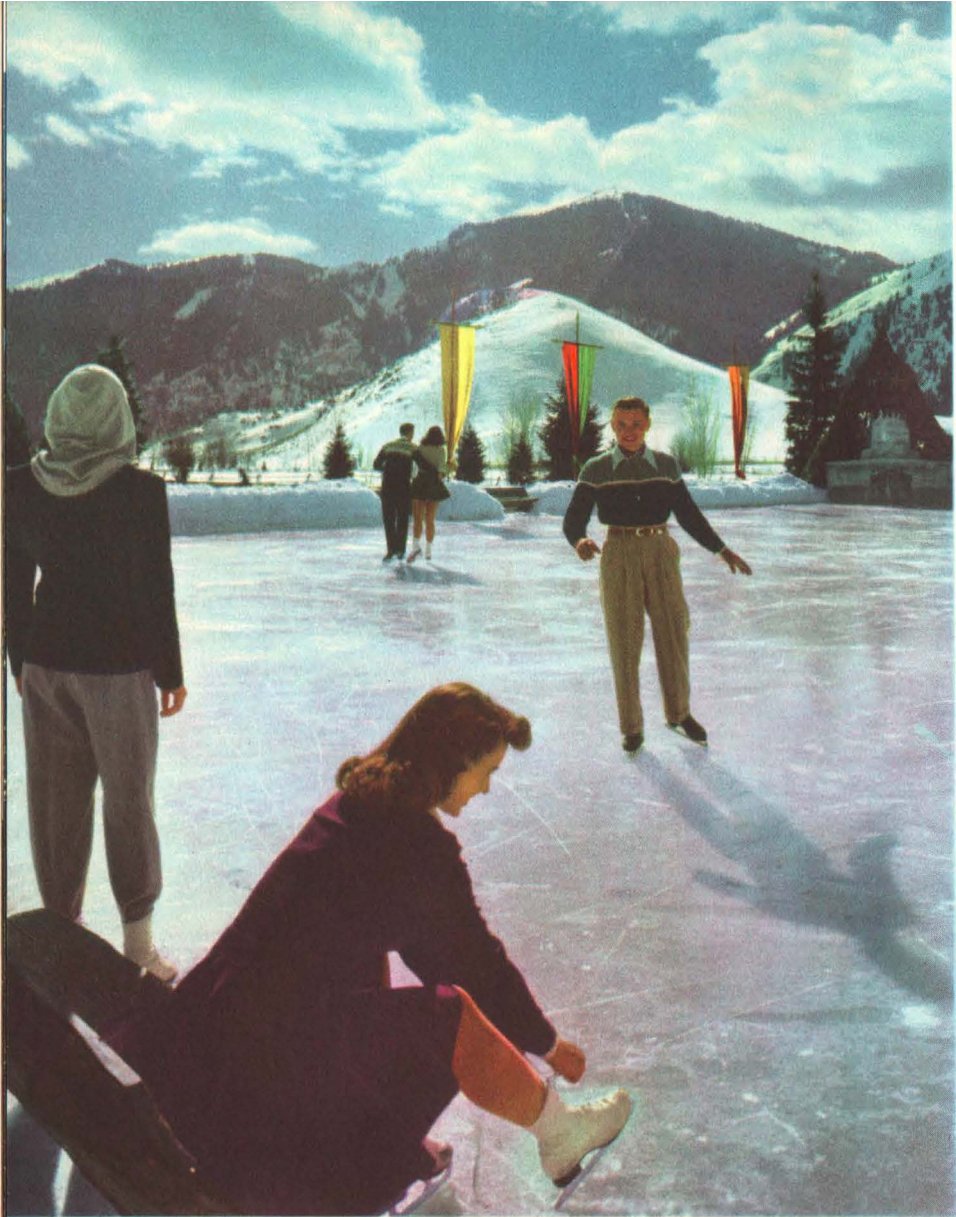
The Round House, near the top of the second section of the ski lift on Baldy Mountain, commands an inspiring view of the rugged Sawtooth Range.





Skiers on Baldy Mountain gather at the Round House for luncheon each day; some to dine outdoors with the Sawtooth Mountains providing the background. Others prefer the comfort of the rustic interior, enhanced by four large fireplaces.





Smooth-as-glass natural ice skating rinks adjoin both Sun Valley Lodge and Challenger Inn. In addition, an artificial rink at the Lodge assures skating even on unusually warm winter days and in the spring. Lessons for beginners and advanced figure skaters are offered by a competent corps of instructors.





Some prefer an occasional inactive day while vacationing at Sun Valley, and for them there is plenty of lounging space for quiet games, a good book, or watching the more active in the out-of-doors. Deep-cushioned divans and easy chairs invite lazy relaxation, while an attentive staff caters to your wants.



You can actually swim out-of-doors during the winter months at Sun Valley. Two glass-enclosed, open-top, warm water swimming pools—one adjoining Sun Valley Lodge and the other adjoining Challenger Inn—invite a refreshing swim after a day on the ski slopes. There is no charge for the use of either pool.



## Trail Creek Cabin

Just 2½ miles from Sun Valley Village, in the most picturesque and romantic spot you can imagine, nestles Trail Creek Cabin. It is a popular goal for private bobsled parties who wish to enjoy refreshments, entertainment and dancing after a moonlight ride.

Of peeled log construction, its rustic interior is ideal for games and dancing. Arrangements for its use must be made in advance.



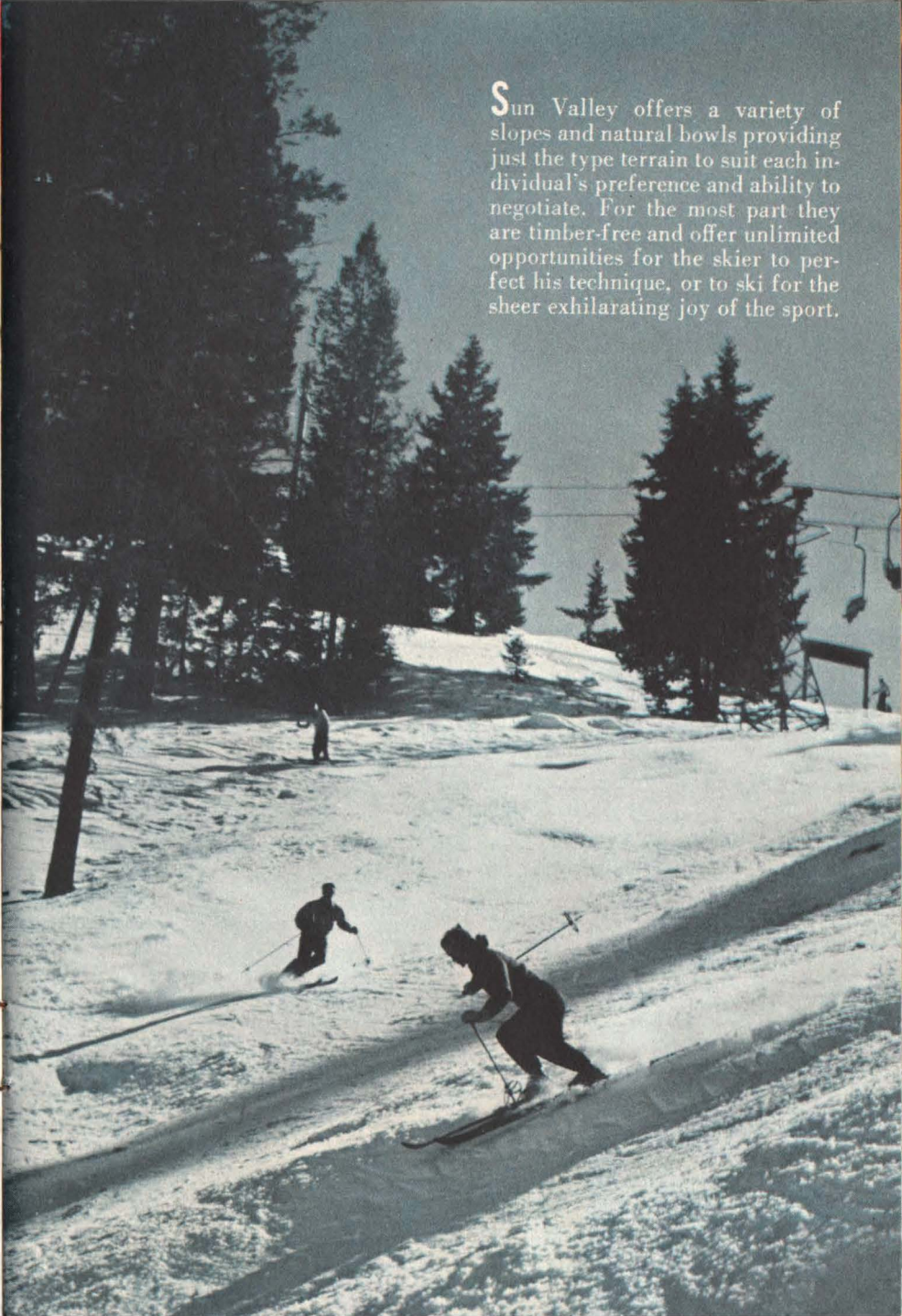


Two large stone fireplaces send their friendly warmth throughout the cabin. From the walls, mounted heads of native animals look down in wide-eyed wonder at the merry goings-on. There's a charm to Trail Creek Cabin that can't be matched.






Sun Valley offers a variety of slopes and natural bowls providing just the type terrain to suit each individual's preference and ability to negotiate. For the most part they are timber-free and offer unlimited opportunities for the skier to perfect his technique, or to ski for the sheer exhilarating joy of the sport.





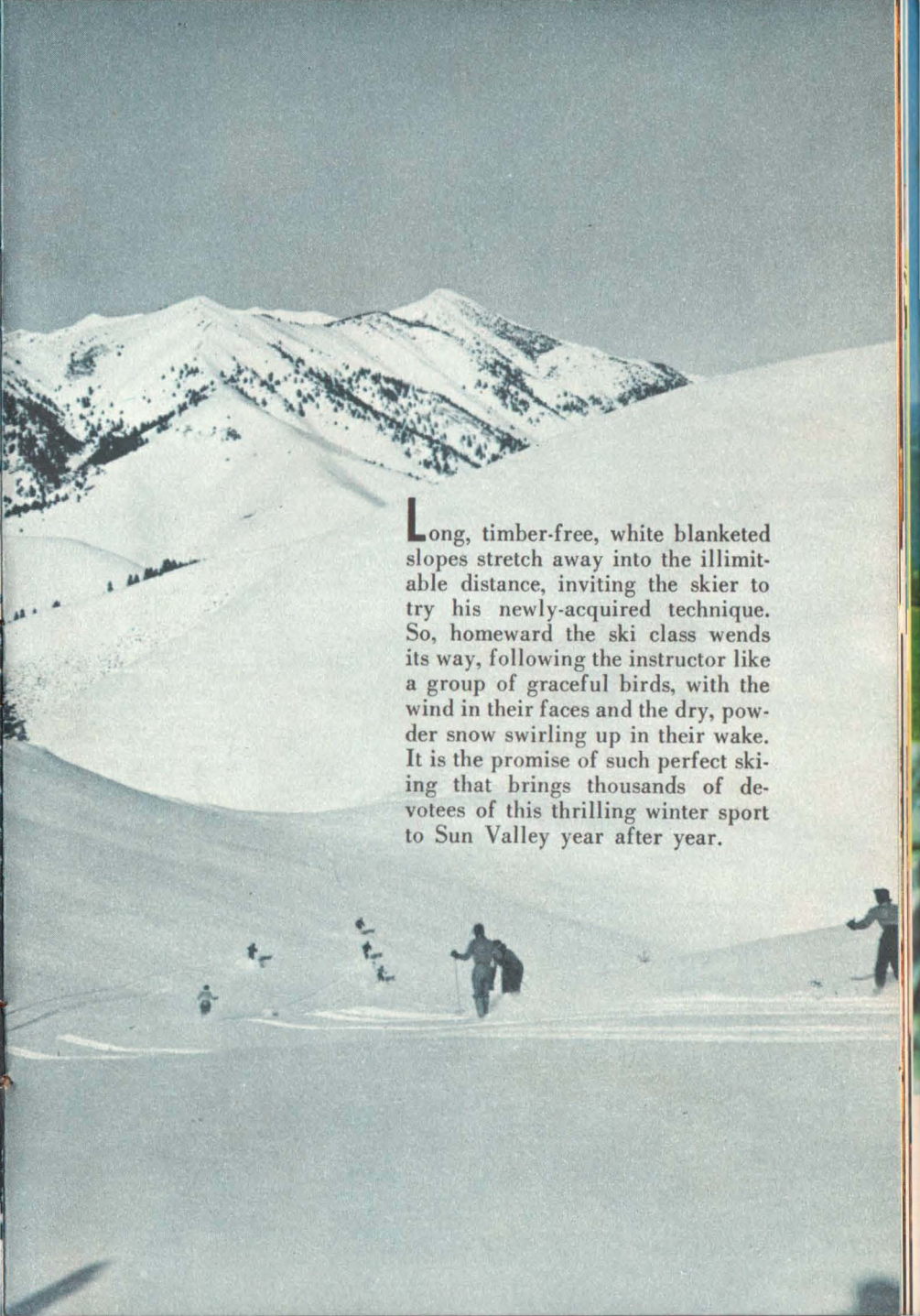




**T**here is no haphazard skiing at Sun Valley. Good sportsmanship and thoughtful consideration for the "other fellow" is the watchword. Ski School instructors stress the value of "controlled" skiing to their pupils, and a corps of 15 carefully selected expert skiers comprise the Ski Patrol. They are constantly alert for the safety of all skiers.







**L**ong, timber-free, white blanketed slopes stretch away into the illimitable distance, inviting the skier to try his newly-acquired technique. So, homeward the ski class wends its way, following the instructor like a group of graceful birds, with the wind in their faces and the dry, powder snow swirling up in their wake. It is the promise of such perfect skiing that brings thousands of devotees of this thrilling winter sport to Sun Valley year after year.













## Ski Meets . . .

**W**ith the abundance of superb skiing features and facilities it is only natural that Sun Valley is a favored site for various meets of national and international importance throughout the winter and early spring seasons. The annual Harriman Cup races, usually held the latter part of March when the spring snow is at its best, attract a brilliant field of skiers and thousands of fascinated spectators.

# Spring Skiing

**W**hen spring returns to the floor of the Valley and the snow disappears from the lower elevations, skiing still goes on for Sun Valley guests. Baker's Creek area provides fine skiing through April and after that skiers move to the higher Galena area and into lofty Boulder Basin.





# Boulder Basin

**N**ot far from Sun Valley—18 miles, to be exact—on a site near an abandoned mining camp, devotees of late spring and early summer skiing can enjoy their sport long after the winter season. Here, in a truly frontier setting of primitive, unspoiled mountain beauty, good skiing can be enjoyed all through the month of June and into early July.

The trip to Boulder Basin is a thrilling experience in itself. Only the doughty "jeep" can negotiate the rugged, winding mountain road which leads to the 9000-foot elevation. The view from this road, all the way to the

very rim of the bowl, is breath-taking and affords many sweeping vistas of the jagged Sawtooth Mountains and neighboring ranges, with deep-furrowed valleys between. When grass and flowers carpet the floor of Sun Valley, it is a delightful contrast to leave summer behind and within a very short time climb to winter's snow and excellent skiing.

The Basin also offers countless opportunities for the rock climber to test his skill.

Trips to Boulder Basin, for a day or longer, can be arranged on arrival at Sun Valley.

## AVERAGE TEMPERATURES

AVERAGE DAILY MAXIMUM TEMPERATURES AT SUN VALLEY, IDAHO

Month	1946	1947	1948
November	40.8	41.0	37.4
December	34.3	36.9	26.7
	1947	1948	1949
January	28.0	33.3	19.5
February	41.9	36.9	33.8
March	45.9	39.3	42.6
April	55.4	49.3	59.0
May	68.1	61.0	66.0



**S**winging down the varied slopes of Boulder Basin, a group of skiers descends in graceful christies to the edge of the lagoon which lies in the middle of this natural bowl. Skiing is done under the warming rays of a late spring and early summer sun. This picture was taken in July.





The lobby lounge on the main floor of Sun Valley Lodge is the scene of gay afternoon teas and cocktail parties.

The Lodge dining room where the atmosphere, service and cuisine leave nothing to be desired.





The Duchin Room in the Lodge offers after-skiing relaxation in deep-cushioned lounge nooks or at the sparkling, copper-trimmed bar.







The Ram in the Challenger Inn is a favorite gathering place for dinners, after-ski entertainment and dancing.



# Facilities, Services etc.



*The Sports Desk at Challenger Inn*

In an effort to anticipate your needs and desires while a guest at Sun Valley, many services and facilities are offered to make your stay more pleasant and enjoyable. You are invited to make use of these facilities and services when you come to Sun Valley.

## **Beauty and Barber Shops**

Serviced by experienced attendants. Located conveniently on the first floor of the Lodge.

## **Church Services**

Protestant and Catholic Church services are held each Sunday in the Opera House.



### **Children's Supervisors**

Competent daytime and evening supervisors may be engaged to take care of the children.

### **Drug Store**

Located in Sun Valley Village. Complete supply of drugs, cosmetics, candy, magazines and sundry other articles. Fountain and sandwich service. Registered pharmacist.

### **Flowers**

Cut flowers, corsages and plants may be obtained at the greenhouse near Challenger Inn.

### **Gift Shop**

Located in the Village. Novelties, souvenirs, Indian handiwork and miscellaneous gifts appropriate for special occasions.

### **Hospital-Physician**

A resident physician and surgeon is constantly available. Complete, modern hospital and medical facilities.

### **Therapy Rooms**

On the ground floor of the Lodge are two Physio-Therapy rooms, one for women and one for men. Equipment consists of electric cabinets, infra-red lamps, massage tables, showers and dressing rooms. Expert masseurs are in attendance.

### **Movies**

First-run features, short subjects, and newsreels are shown daily at the Opera House.

### **Photo Shop**

Located in the Village. Complete stock of films and equipment. Expert developing, printing and enlarging. Special photographs taken on request if arrangements are made in advance.

### **Transportation—Telegraph—**

#### **Post Office**

Ticket and telegraph offices on first floor of Lodge and Inn. U. S. Post Office adjacent to the Inn.





**C**onclusive proof of Sun Valley's superb ski-training facilities is evidenced in the accomplishments of Gretchen Fraser.

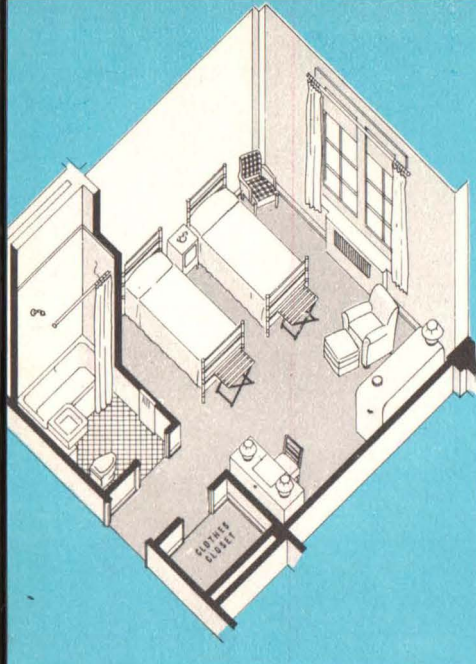
On the United States Women's Team in the 1948 Olympic Winter Games at St. Moritz, Switzerland, she took first place honor in the special slalom, second in the combined slalom and eleventh in the combined downhill, an achievement never before attained by an American skier.





Sports apparel and accessories may be purchased at the smart "Picard of Sun Valley" shop (above) in the Lodge, and Lane's "General Store" (below) in the Inn.





**S**un Valley Lodge is designed throughout for genuine homelike comfort and gracious living. As you relax in your spacious, handsomely-appointed accommodations, you will forget, for the moment, that you are at the edge of one of America's last frontiers.

Rooms are equipped with downy-soft twin beds, with adjoining bath. An experienced staff is in constant attendance to serve your every need. You are made to feel that you are indeed a welcome guest at Sun Valley.

• • •  
 The drawing at left illustrates the floor plan of a large room at Sun Valley Lodge. Note the attractive arrangement of furnishings; the convenient bath, and wardrobe space for extra clothing.

• • •  
 Detailed rates for various types of accommodations at Sun Valley Lodge are shown in the insert in the back of this book.

## TYPICAL SUN VALLEY LODGE ACCOMMODATIONS





**D**edicated to comfortable and enjoyable vacation living, at reasonable cost, Challenger Inn lives vividly and pleasantly in the memory of thousands of former guests. It is remembered for its distinctive atmosphere, fine service, cordial hospitality, and the high quality of food and drink enjoyed by its guests. That is the measure of an outstanding hotel.

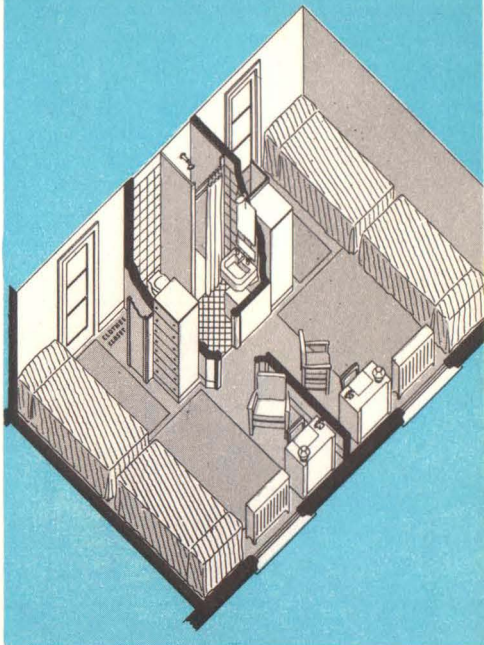
Rooms are ample and are styled in modern design. They are furnished with a discriminating eye to comfort and convenience.

• • •

The drawing at right illustrates a popular accommodation at Challenger Inn — adjoining rooms which share the same, conveniently located shower room. Such rooms cannot be assigned to provide exclusive use of shower.

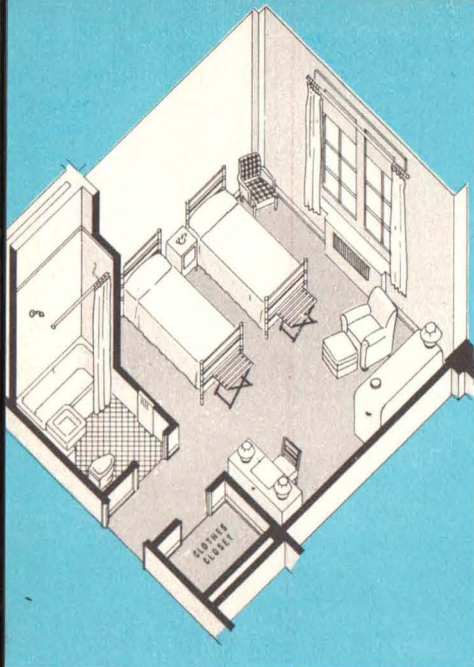
• • •

Rates for all types of accommodations at Challenger Inn may be found in the insert in the back of this book.



## TYPICAL CHALLENGER INN ACCOMMODATIONS





Sun Valley Lodge is designed throughout for genuine homelike comfort and gracious living. As you relax in your spacious, handsomely-appointed accommodations, you will forget, for the moment, that you are at the edge of one of America's last frontiers.

Rooms are equipped with downy-soft twin beds, with adjoining bath. An experienced staff is in constant attendance to serve your every need. You are made to feel that you are indeed a welcome guest at Sun Valley.

The drawing at left illustrates the floor plan of a large room at Sun Valley Lodge. Note the attractive arrangement of furnishings; the convenient bath, and wardrobe space for extra clothing.

Detailed rates for various types of accommodations at Sun Valley Lodge are shown in the insert in the back of this book.

## TYPICAL SUN VALLEY LODGE ACCOMMODATIONS





**D**edicated to comfortable and enjoyable vacation living, at reasonable cost, Challenger Inn lives vividly and pleasantly in the memory of thousands of former guests. It is remembered for its distinctive atmosphere, fine service, cordial hospitality, and the high quality of food and drink enjoyed by its guests. That is the measure of an outstanding hotel.

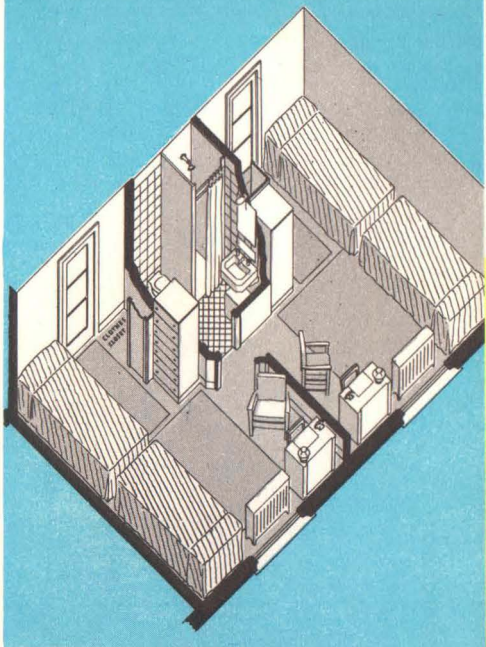
Rooms are ample and are styled in modern design. They are furnished with a discriminating eye to comfort and convenience.



The drawing at right illustrates a popular accommodation at Challenger Inn — adjoining rooms which share the same, conveniently located shower room. Such rooms cannot be assigned to provide exclusive use of shower.



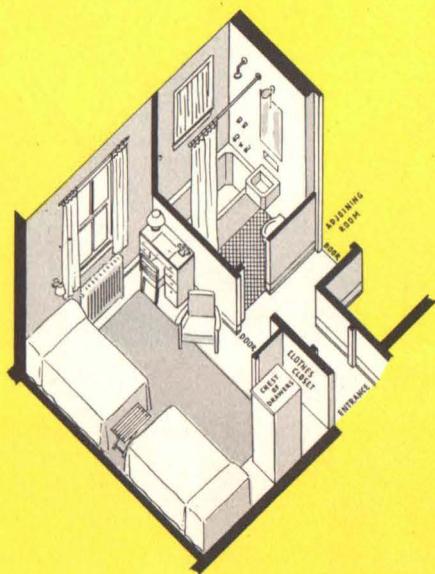
Rates for all types of accommodations at Challenger Inn may be found in the insert in the back of this book.



## TYPICAL CHALLENGER INN ACCOMMODATIONS



# The Cottage...



**F**or those who prefer more privacy, yet wish to be near the life and activity of Sun Valley Village, The Cottage is ideal. Set apart from Challenger Inn proper, it is within convenient distance from all facilities such as skating rink, swimming pools and the Opera House. The Cottage has accommodations for 40 persons in 20 rooms sharing bath and shower. Illustration at left shows arrangement of furnishings in a typical room.

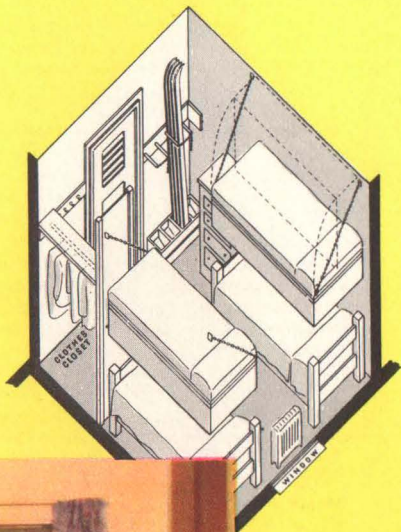




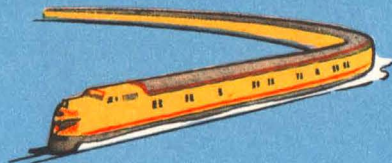
## The Chalets ...

**T**he Chalets are attractive, comfortable buildings near Challenger Inn. They were designed primarily for contestants participating in various winter sports events during winter and spring seasons. When no events are in progress, they are open to the public, at especially reasonable rates.

The illustration at right shows the arrangement of beds and other equipment in a room in The Chalets.



## PLAN YOUR TRIP WITH EXPERT HELP



**R**eservations for any type of accommodations at Sun Valley can be made direct through W. P. Rogers, general manager, Sun Valley, Idaho, or any Union Pacific representative at offices listed below. Write, phone or call at any of these offices for assistance, or see your local travel agent.

Aberdeen, Wash.....3 Union Passenger Sta.  
Alhambra, Cal.....51 S. Garfield Ave.  
Astoria, Ore.....116 Twelfth St.  
Atlanta 3, Ga.....1232 Healey Bldg.  
Bend, Ore.....112 Oregon Ave.  
Birmingham 3, Ala.....701 Brown-Marx Bldg.  
Boise, Idaho.....Idaho Bldg., 212 N. 8th St.  
Boston 8, Mass.....294 Washington St.  
Bremerton, Wash.....228 First St.  
Butte, Mont.....609 Metals Bank Bldg.  
Cheyenne, Wyo.....120 W. 16th St.  
Chicago 3, Ill.....One S. LaSalle St.  
Cincinnati 2, Ohio.....303 Dixie Terminal Bldg.  
Cleveland 13, Ohio.....1407 Terminal Tower  
Dallas 1, Texas.....2108 Mercantile Bank Bldg.  
Denver 2, Colo.....535 Seventeenth St.  
Des Moines 9, Ia.....407 Equitable Bldg.  
Detroit 26, Mich.....612 Book Bldg.  
East Los Angeles, Cal.....5454 Ferguson Drive  
Eugene, Ore.....201 Ardel Offices  
Fresno 1, Cal.....207 Rowell Bldg.  
Glendale 3, Cal.....404½ N. Brand Blvd.  
Hollywood 28, Cal.....6702 Hollywood Blvd.  
Huntington Park, Cal.....7002 Pacific Blvd.  
Kansas City 6, Mo.....2 E. Eleventh St.  
Las Vegas, Nev.....Union Pacific Station  
Lewiston, Idaho.....Room 7, Union Depot  
Lincoln 8, Nebr.....130 S. 13th St.  
Long Beach 2, Cal.....144 Pine Ave.  
Los Angeles 14, Cal.....Union Pacific Bldg.  
Memphis 3, Tenn.....1720 Sterick Bldg.  
Milwaukee 3, Wis.....814 Warner Bldg.  
Minneapolis 2, Minn.....  
.....890 Northwestern Bank Bldg.  
New Orleans 12, La.....504 Canal Bldg.

New York 20, N. Y., Suite 350.....  
.....Rockefeller Center, 626 Fifth Ave.  
Oakland 12, Cal.....215 Central Bank Bldg.  
Ogden, Utah.....Ben Lomond Hotel Bldg.  
Omaha 2, Nebr.....  
Cor. 15th and Dodge Sts. or 1614 Farnam St.  
Pasadena 1, Cal.....Union Pacific Station  
Philadelphia 2, Pa.....904 Girard Trust Bldg.  
Pittsburgh 22, Pa.....1419 Oliver Bldg.  
Pocatello, Idaho.....Union Pacific Station  
Pomona, Cal.....Union Pacific Station  
Portland 5, Ore.....701 S. W. Washington St.  
Reno, Nev.....25 Cladianos Bldg.  
Riverside, Cal.....7th and Vine Sts.  
St. Joseph 2, Mo.....516 Francis St.  
St. Louis 1, Mo.....1223 Ambassador Bldg.  
Sacramento 14, Cal.....217 Forum Bldg.  
Salt Lake City 1, Utah.....  
.....Hotel Utah, Main and S. Temple Sts.  
San Diego 1, Cal.....320 Broadway  
San Francisco 2, Cal.....Geary at Powell St.  
San Jose 7, Cal.....206 First Nat'l Bank Bldg.  
San Pedro, Cal.....805 S. Pacific Ave.  
Santa Ana, Cal.....305 N. Main St.  
Santa Monica, Cal.....307 Santa Monica Blvd.  
Seattle 1, Wash.....1300 Fourth Ave.  
Spokane 8, Wash.....727 Sprague Ave.  
Stockton 6, Cal.....207 California Bldg.  
Tacoma 2, Wash.....114 S. Ninth St.  
Toronto, Ontario.....201 Can. Pac. Bldg.  
Tulsa 3, Okla.....823 Kennedy Bldg.  
Walla Walla, Wash.....First Nat'l Bank Bldg.  
Washington 5, D. C.....600 Shoreham Bldg.  
Winston-Salem 3, N. C.....632 Reynolds Bldg.  
Yakima, Wash.....Union Pacific Bldg.

# UNION PACIFIC RAILROAD



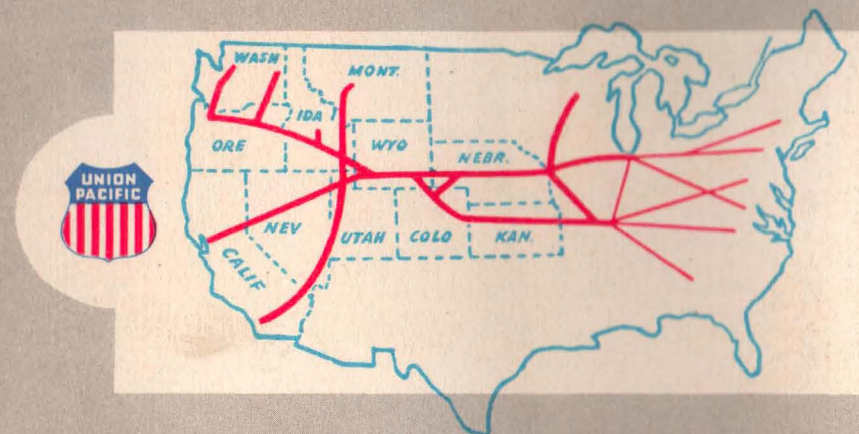






Sun Valley, likewise, is an ideal summer vacation destination. It is the only American resort offering outdoor ice-skating in summer. Other sports include golf, tennis, fishing, swimming, riding, archery, skeet, trap, rifle and pistol shooting. With an ideal summer climate, outdoor dining and dancing are featured. Electric chair lifts provide scenic rides to mountain tops.

THE SEASONED TRAVELER GOES BY TRAIN



FOR DEPENDABLE TRANSPORTATION

**Be Specific . . . Say "UNION PACIFIC"**