



The Game Room has bowling... a popular place during late afternoon and evening hours.



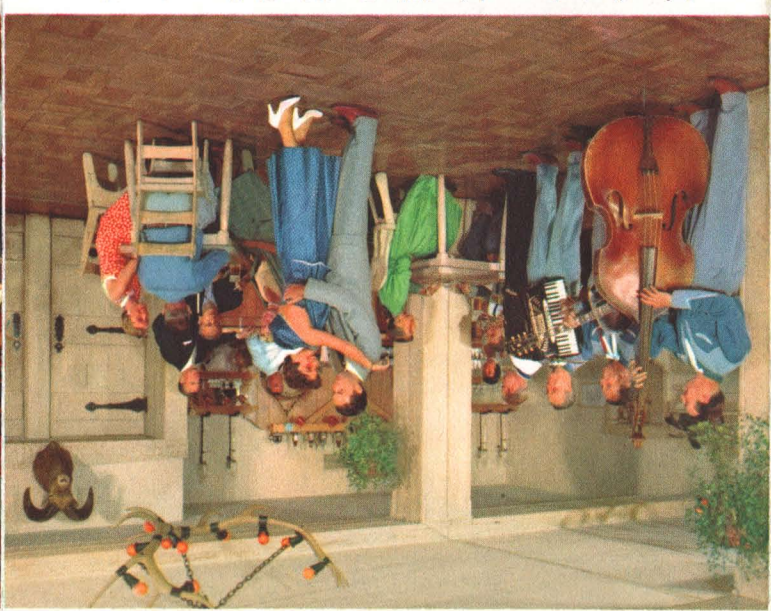
The General Store in Challenger Inn Village carries a complete line of sports attire and rents fishing equipment.



The Duchin Room, located in the Lodge, is available to all guests. Here, dancing to good music is an every-night attraction.



The Continental Buffet combines good food with fast service all hours of the day from early to late.



Informality is the word for "The Ram" in Challenger Inn. The trio is famous for its smooth, danceable music. Food and refreshments are tempting, too.



If you should need anything in the way of sportswear, Picard's Shop in the Lodge is just a few steps from the lobby.



VACATION FUN

Sun Valley

IDAHO

spring and summer rates and accommodations

spring and summer rates and accommodations

Sun Valley

INVITES YOU TO

FIND OUT FOR YOURSELF
what an ideal place it is
for an all-around family vacation.

For over 20 years it has solved the "where to go" problem for many families, and many return year after year.

If dad wants to fish or play golf, if mom likes to swim, sun-bathe, or ride horseback, and the youngsters want a variety of activity from morn to night... they all find what they desire at Sun Valley, Idaho.

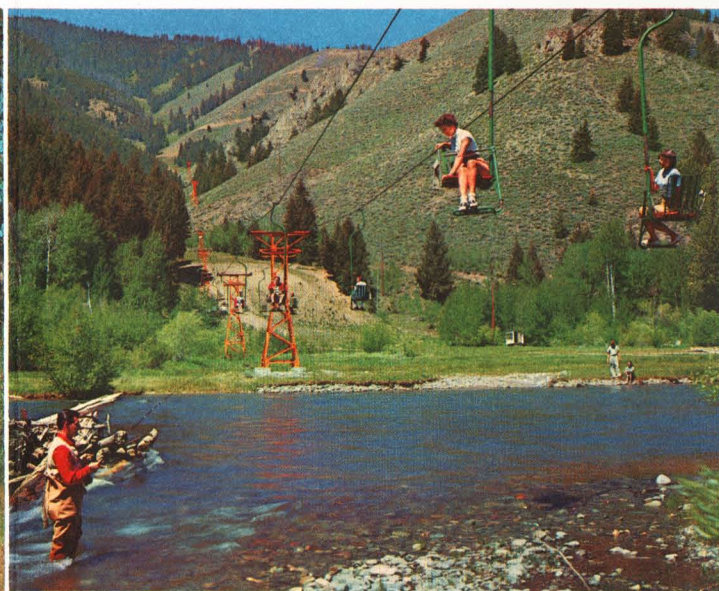
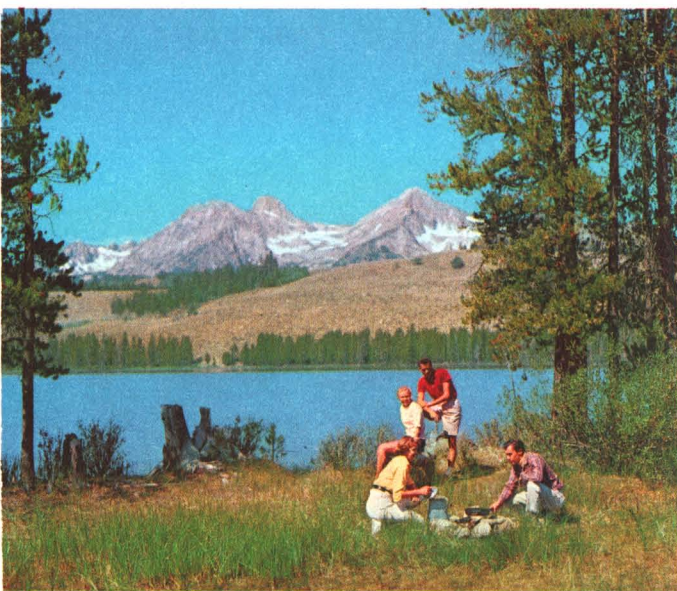
OWNED AND OPERATED BY UNION PACIFIC RR.

Carefree Vacation Travel . . . by Union Pacific

YOU'LL ENJOY your Sun Valley holiday more if you go by train. Your vacation begins the minute you step aboard . . . there's no problem of where to eat or sleep, and you're not fighting congested highway traffic all day. You don't need a car at Sun Valley, but if you want to explore nearby regions there are "Drive Yourself" cars available.

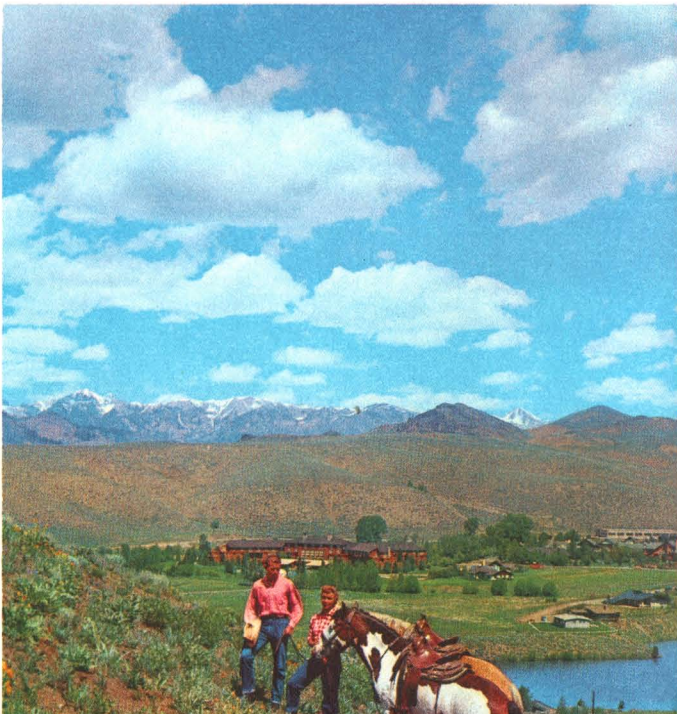
Union Pacific Domeliners and Streamliners, from both East and West, take you to Shoshone, Idaho, from whence it is a short, but scenic ride by Union Pacific bus to Sun Valley. Your family will enjoy the added thrill of a Domeliner vacation trip. Why not treat them to the finest, *it costs no more.*

Here's the street scene of Challenger Inn Village which houses the fine hotel, gift shop, post office, The Ram, Continental Buffet, telegraph office, drug store, general store for smart sportswear, and camera shop.



A short drive north of Sun Valley, over the scenic Galena Pass, toward the historic Stanley Basin are many things to see . . . ranches, the rugged Sawtooth Range and picturesque lakes such as Redfish Lake, pictured above. Here is a foursome from Sun Valley on a picnic, or you may wish to go boating or lake fishing.

No, the riders on the ski lift are not spotting trout for the fisherman in Wood River, altho they could. One of the summer thrills is riding the ski lift up to the Round House on Baldy Mountain. You ride over a flower-carpeted mountain side and your camera gets a work-out.



Scenic riding trails are almost unlimited. This rider's-eye-view from Dollar Mt. shows Sun Valley Lodge on the left, Challenger Inn on the right, and Sun Valley Lake in the foreground. Along the shore of the lake are private homes of those who have chosen this Shangri-La for a year 'round home.



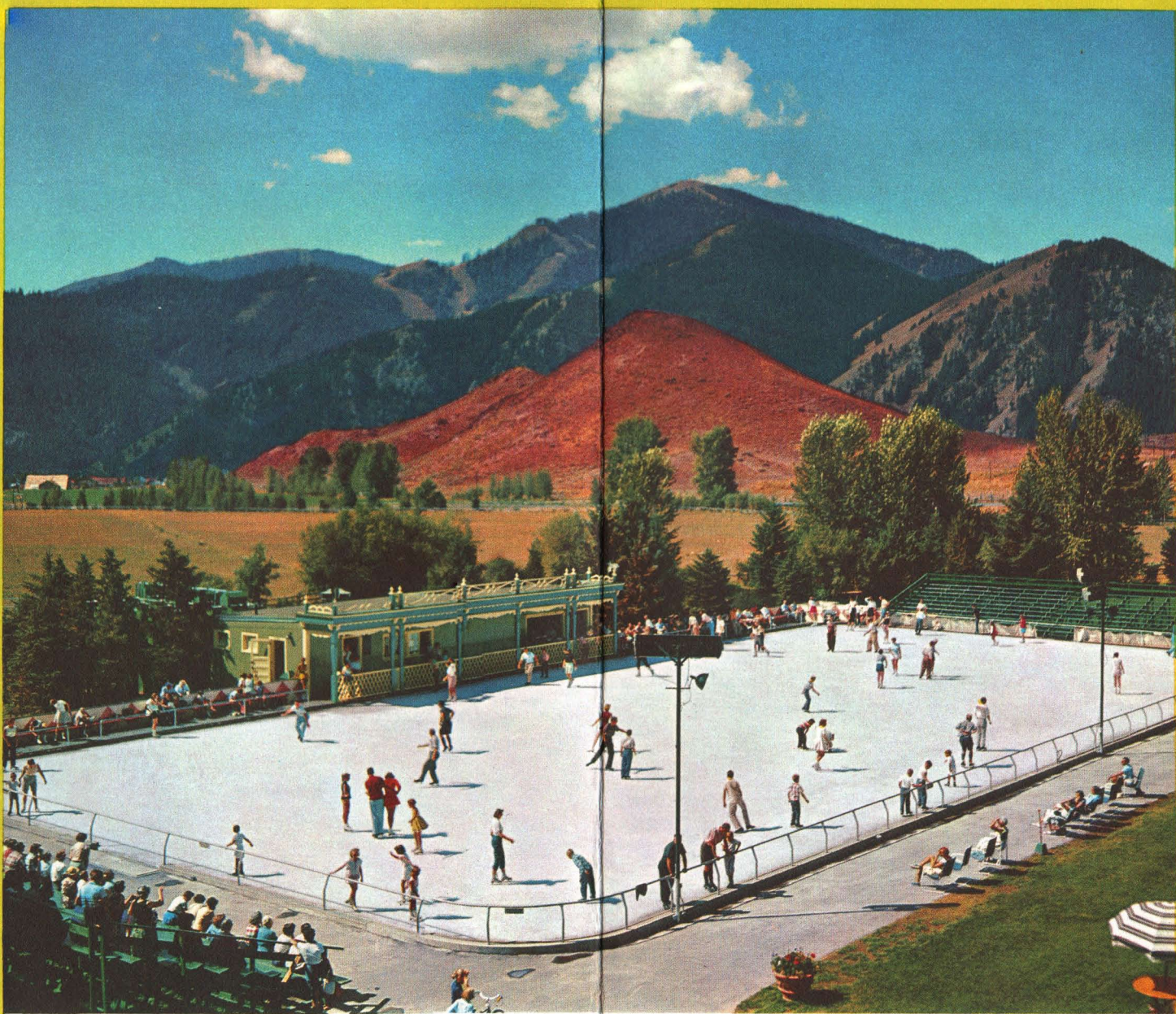
Here's the place where beginners get started right and old hands at skeet or trap improve, under the instruction of Rudy Etchen, photo above, North American Champion and All-American, assisted by Fred Etchen and Ben Hurrig. For rates and detailed information ask for our folder on skeet and trap shooting.



Sun Valley Lodge and Challenger Inn each has a circular, outdoor swimming pool available to guests without charge.



Sun Valley has one of the finest shooting layouts in the West, and each season sponsors more competitive shooting, including popular week-end tournaments for guests. Adjoining the skeet field are seven electrically-operated traps for the challenging game of "Wing".



Here's the biggest ice skating attraction in America. Sun Valley has the only all-seasons, outdoor, Olympic-size rink in the world. Daily patch, figure, dancing and free style sessions are held with either class or private instruction available. Imagine . . . 16,200 square feet of smooth skating surface on rink 90' x 180'.



Welcome...

This is one place where the word has a meaning. The personal attention from our own people . . . the warm, friendly greetings from fellow guests . . . in this colorful mountain valley of sun and flowers, all add up to a truly hospitable western welcome.

ACTIVITIES

NICE THING about a Sun Valley summer, you don't have to be a hardy athlete to enjoy its many charms. There's a wide and wonderful variety of fun for all — from outdoor ice skating, riding, tennis and swimming for the more active . . . to golf, fishing, ski lift riding and just good relaxation on the more leisurely side. Evenings are gay and informal, with music, dancing and movies.

Other popular pastimes include skeet and trap shooting, bicycling, photography, bowling, shuffleboard and horseshoe pitching. And on lazy afternoons, chances are you'll find yourself cheering your favorite softball team on to victory. The children will find great delight in the well-equipped playground supervised by a capable trained attendant; baby-sitters are available when desired.

ACCOMMODATIONS

YOU ARE SURE to find just what you want, from the wide variety of room accommodations. Luxurious SUN VALLEY LODGE and comfortable CHALLENGER INN are situated a short distance apart. Both Lodge and Inn are operated on the European plan. The Lodge dining room, the Continental Buffet and the Ram at Challenger Inn, and Trail Creek cabin offer fine dining diversion. The Duchin Room in the Lodge and The Ram at Challenger Inn provide music, dancing and gaiety during evening hours. During the spring months and until June 30, also after Labor Day to October 15, rooms are available at the Lodge but meals are taken at Challenger Inn.

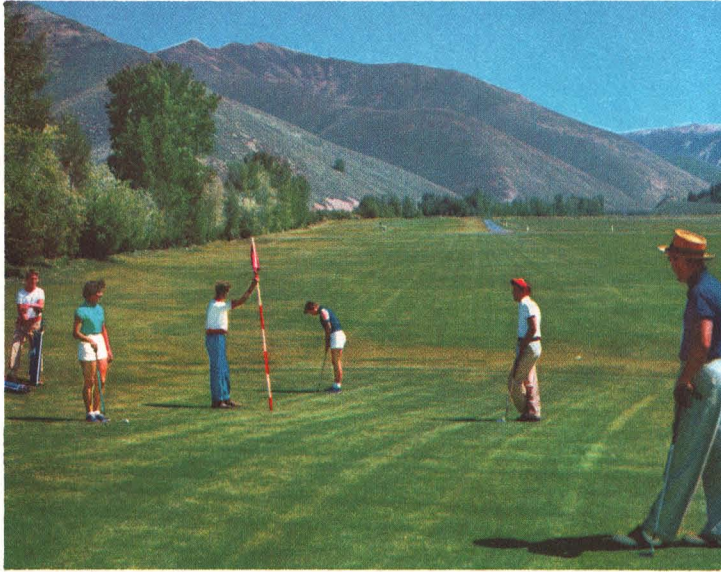
The "Chalet-Dormitories", with four beds to a room, are popular with budget-minded families, student groups, etc., as they provide comfort at little cost. There are central bathrooms for men and for women in each Chalet. While the Chalets are all separate and distinct from the Inn and Lodge, they are a part of the Village and Chalet guests have access to the same dining and sport facilities as other guests.



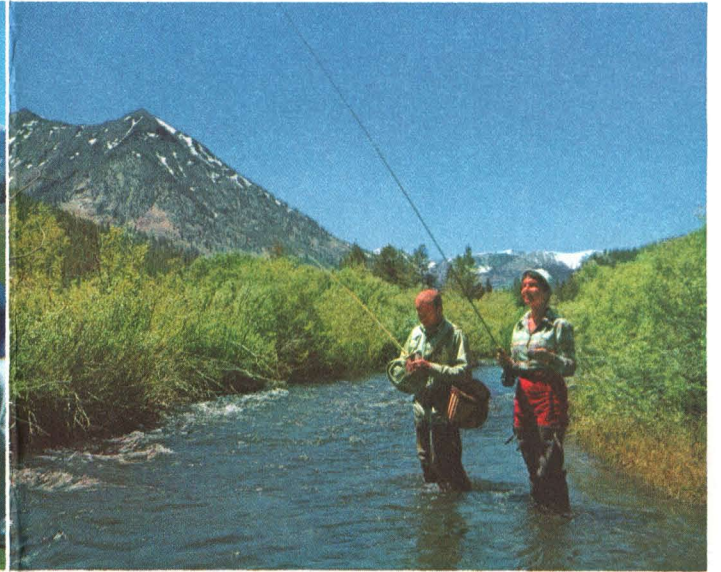
What family wouldn't like to start the day with breakfast on their own private sun-deck at the Lodge. And at the same time enjoy watching the skating to music on the rink below. In the evening it is also fun to watch the skating under lights . . . and especially when one of the famous ice shows is staged.



And if you like your fun on the leisurely side, rent a bike for an hour or two. You'll be rewarded with your share of views like the one above, showing a glimpse of Challenger Inn from the Opera House.



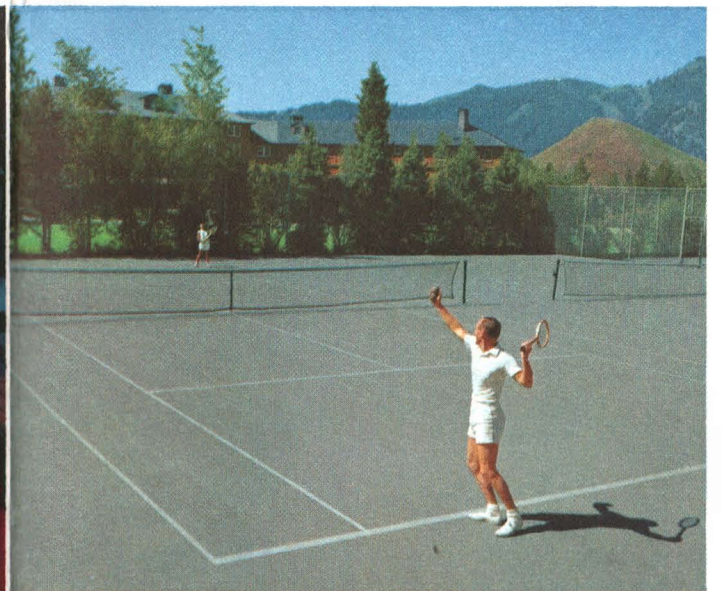
You'll find the golf course, laid out with 9 holes and 18 tees, so beautiful it really is hard to keep your eye on the ball.



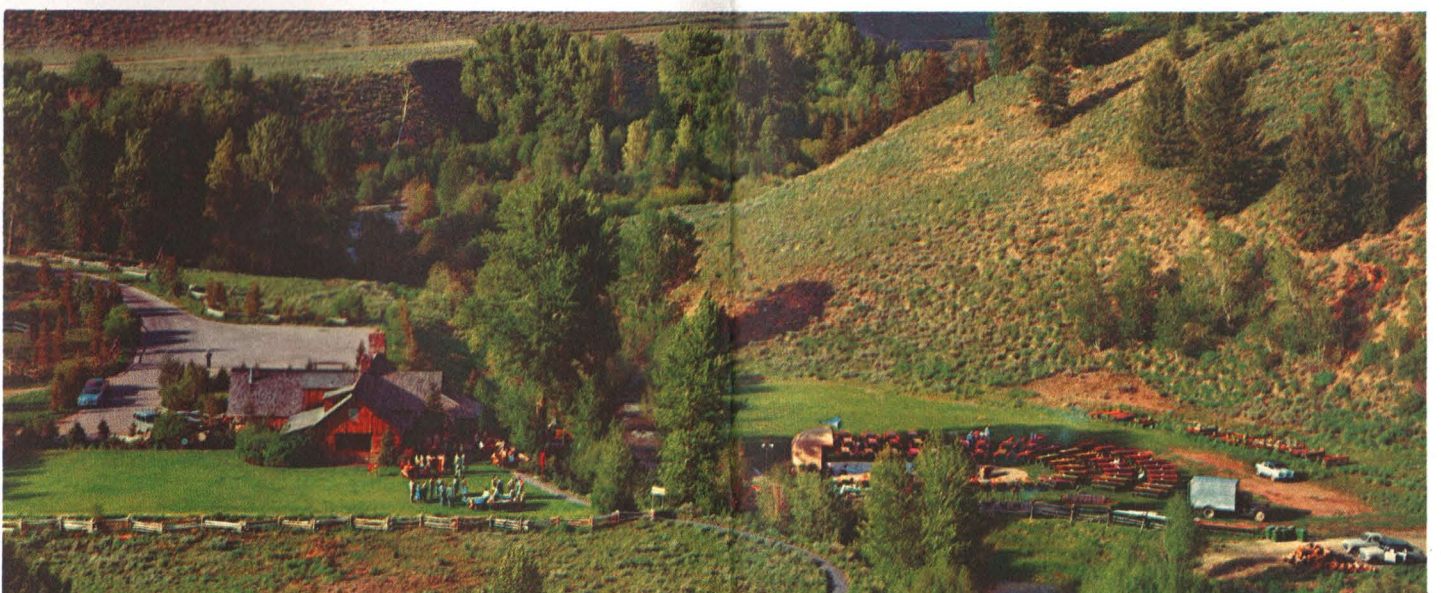
Fishing's the finest . . . and with scenery like this, how could you lose? Hundreds of primitive lakes and miles of streams seldom fished before can be reached by car.



Ever been to a barbecue followed by a course of dancing in the moonlight? Chances are you will at Sun Valley. They happen often at Trail Creek Cabin.



Tennis, anyone? The courts are hard to beat and so will your game be, in the invigorating climate of this more-than-a-mile-high mountain playground.



Trail Creek Cabin, just two miles from Sun Valley Village, is a rendezvous for many. You will enjoy a before-breakfast horseback ride to the Cabin, with breakfast along the babbling Trail Creek. After a day of golf, fishing or other sport, you may find yourself back at the Cabin for cocktails and dinner in the evening. Or you may come back on an old-fashioned hay ride followed by a barbecue. . . . There's fun 'round-the-clock.

Sun Valley... a wonderful holiday... in color!