

UTAH

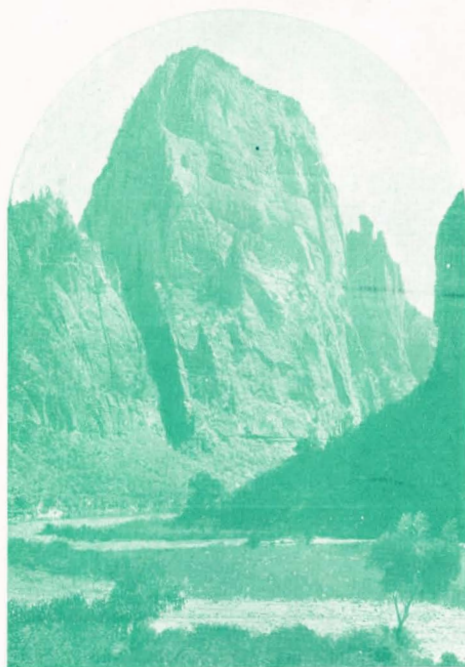
THE UNIQUE

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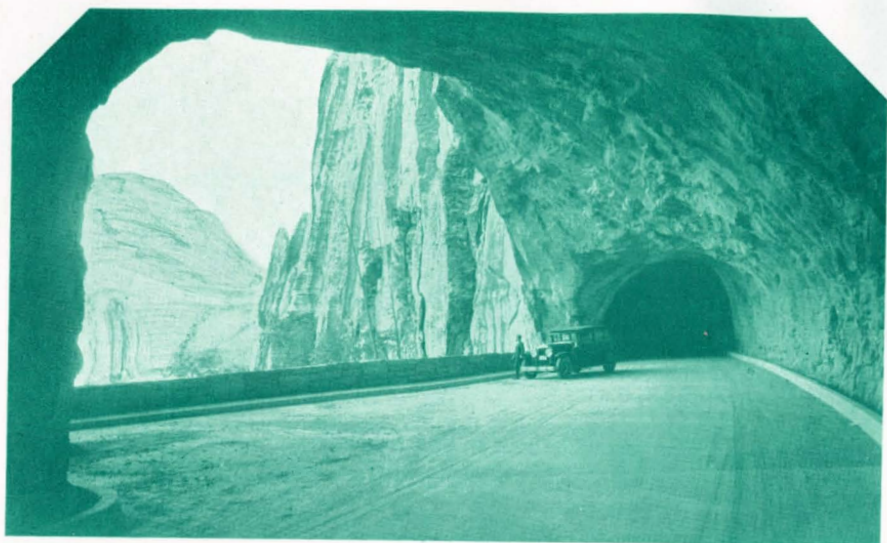
UTAH
and
SALT LAKE CITY
"Nature's Greatest Scenic Center"



Great White Throne, Zion National Park, Utah

Published by
The CHAMBER OF COMMERCE
OF SALT LAKE CITY
CHAMBER OF COMMERCE BUILDING

1930 Edition



The recently completed Zion-Mt. Carmel highway is unique and one of the world's wonders

IN ALL THE WORLD, unique is the new mountain tunnel, 5,607 feet long, extending south and east from Zion National Park in Utah. It offers an automobile drive into the heart of scenic Utah, with its fine inspirational views. The complete cut-off, extending from Zion National Park to Mt. Carmel, is approximately twenty-five miles in length. Some of the hardships encountered in building the road and tunnels can be visualized when it is realized that the construction company had to build three miles of pioneer road in order to get its equipment there. At five different points in the tunnel, ranging from 300 to 1,200 feet apart, openings have been cut to give views of the beautiful valley below, to furnish light for the motorists, and to act as ventilating outlets for the gases. The complete road of twenty-five miles will cost \$2,023,000, including the construction of two bridges. It is one of the new wonders of the world!

The view reproduced on the cover of this booklet is the artist's conception of what is seen from one of the five lookout points in the unique and impressive Zion-Mt. Carmel tunnel

Part One

UTAH and SALT LAKE CITY A Vacation Area of Unique Individuality

UNIQUE Utah and Salt Lake City! Here is one of the few cities of the United States with an outstanding historic pioneer past and a romance-awakening personality that has firmly established it in the mind of the American traveler as a center of unique interest, retaining, as it always will, the glamour of the "Old West." From it, rail lines, highways and trails radiate in all directions to peaceful valleys and brooding, colorful canyons; inspiring, diversified and satisfying to that universal soul-hunger for the peace of Nature's unspoiled outdoors.

This charmingly situated city of 150,000 people is built in the heart of the mountains, where cool, starry nights of peaceful rest, and balmy, sunny days of recreational variety, delight every whim of the traveler.

Salt Lake City is 4,300 feet above the sea-level, with a mean annual temperature of 54 degrees. Nearby mountain ranges act as a protection from severe winter cold, while cool breezes from their snow-capped peaks temper each summer day delightfully.

The outstanding feature of the Utah landscape is its mountains. There are flat lands and valleys, of course, and there are wide stretches of level desert lands which have an enchanting beauty of their own. But there is no spot on Utah's 84,990 square

miles where the horizon is not uplifted by the scalloped outline of lofty mountains. These are not mere rolling hills, but veritable giants in every imaginable form and every conceivable color. To the human eye and human soul there is nothing quite so impressive as great, stolid, colossal masses of earth and stone . . . the eternal mountains!

Down the center of the state stretches the picturesque Wasatch Range, on the western slope of which, between the mountains and Great Salt Lake, nestles Salt Lake City. Perhaps best known by the world at large for the unique manner of its founding and for the religious, cultural and politico-economic concepts of its founders, Salt Lake City never fails to impress the visitor today with the sheer delight of its physical beauty. In the phrases of famous writers, artists and world

travelers, here is a "jeweled citadel . . . one of the most beautiful cities on earth . . . tremendously favored by nature . . . a sparkling gem in a lordly setting!" From a vantage point on the east bench, and with the back to the snow-capped peaks of the Wasatch Mountains, it is easy to gaze across the thick forests of shade trees which now and then afford a peep of house tops; then let the eyes rest on the metropolitan skyline silhouetted against the gleaming waters of



Bubbling fountains of clear, pure mountain water in business district



*A wealth of beauty and a wealth of minerals! Alta, in Little Cottonwood Canyon
Alpine Highway, encircling Mt. Timpanogos The Hermitage, in picturesque Ogden Canyon
Logan Canyon—a northern Utah paradise Pinecrest, in historic Emigration Canyon*

Great Salt Lake! A never-to-be-forgotten panorama, whether seen in the early morning, at noon, sunset or in the star-lit blue of a clear Utah night! Through all this beauty shines Romance. A brilliant Pageant of Progress!

And then to stand at a corner downtown and see, through Salt Lake City's fine, wide, straight streets, the half-encircling wall of mountains which seem surprisingly near and startlingly immense. They are immense, and this, together with the clear air nearly a mile above sea level, deceives nine out of ten visitors as to their nearness. As a matter of fact, five or six miles of residential section intervenes between the city's center and the mountains, except in the northern part, where the mountain slopes upward but two or three city blocks from the skyscrapers.

Facing north and swinging clockwise through nearly half a circle can be counted seven separate canyons in the mountain wall surrounding Salt Lake City. In these canyons are innumerable camping places, where the Salt Laker takes his family for an afternoon, a week-end, or for a summer vacation next to nature, yet conveniently close to home. Two of the canyons boast large, modern mountain inns and individual cabins. A drive from Salt Lake City in any one of these gigantic ravines is like a sudden transition to another world, a world of overpowering natural grandeur.

Three distinct highways lead into the nearest of these canyons, City Creek Canyon—one by way of Capitol Hill and along the west wall of the defile; one up through the center, branching off from State Street just beyond the Eagle Gate; and the third by way of the Wasatch Boulevard, skirting the north bench and turning up the canyon along the east wall. These roads meet a mile or two from the mouth of the canyon, merging into one which continues upward in an ever-changing and always magnificent mountain gorge. Near the headwaters is Rotary Park, a favorite picnic ground given to the city.

Emigration Canyon, a deep cleft in the mountain wall directly east of the city, is one of the most beautiful and certainly the most historic of the seven canyons which surround

Salt Lake City. It was through this pass that Brigham Young and the advance guard of the pioneers entered the valley on that historic 24th day of July, 1847. Today a splendid automobile highway—"double-tracked" for much of its length—extends some fourteen or sixteen miles into the heart of the mountains, ending at Pinecrest, a commodious and well-appointed inn.

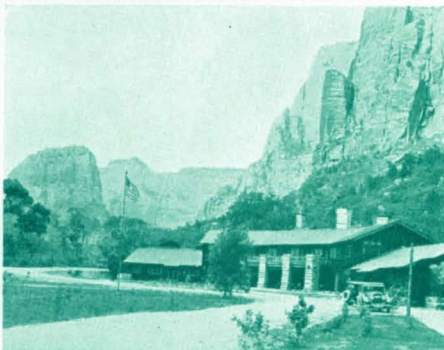
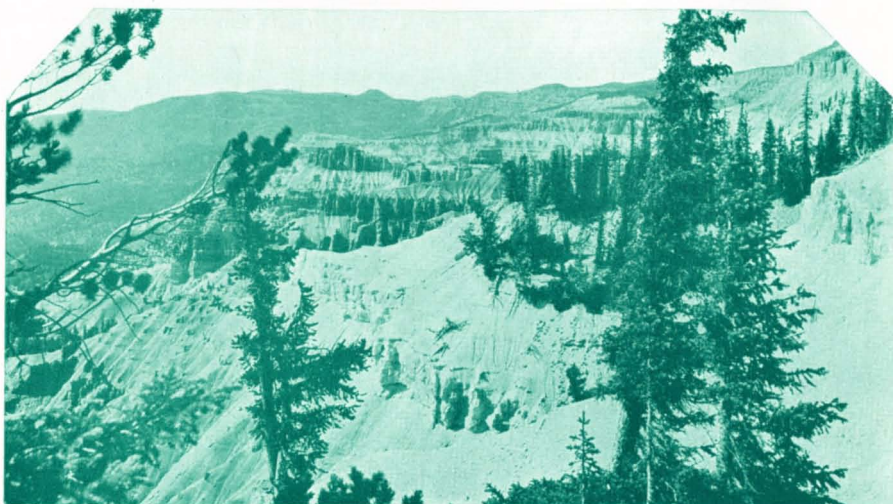
The next canyon to the southward is Parley's, through which one of the main transcontinental highways passes. A railroad line from Salt Lake City to the rich mining district in the Park City area also makes use of this canyon. Entrancing views at every turn!

Then comes Mill Creek Canyon, a delightful ravine of charming beauty. Just beyond, opening into a suburb of beautiful country homes, is Big Cottonwood, one of the most magnificent gorges in the entire West. On both sides of the highway the mountain walls rise almost sheer—rugged, gaunt, imposing, sublime. At the headwaters is the picturesque summer resort, Brighton, where cottage and hotel accommodations are available. The elevation of Brighton is nearly 9,000 feet; the days are balmy and the nights, even in midsummer, are decidedly cool.

The last canyon in the great circle is Little Cottonwood—a glacier-gouged gorge which is even more rugged and wild than its sister to the north. Here, on the great granite boulders, big as a house, may be seen the scratches made by the moving river of ice which in the long-ago carved this U-shaped defile. A foaming, tumbling stream of melted-snow water presents pictures of fascinating interest at every turn of the road.

From Salt Lake City good highways and railroad lines lead to such scenic splendors as are not to be found elsewhere in the wide world. This region has been appropriately called "Scenic America," and it extends on a radius of about six hundred miles from Salt Lake City, its center.

Utah is richer in geological phenomena than any other area of similar size known to man, and, moreover, these phenomena are more exposed than are those of other regions, thus



*Scores of vantage points on the rim of Cedar Breaks give you pictures of astonishing grandeur
The world's mightiest chasm yawns below
you at the Grand Canyon
New Lodge at north rim of Grand Canyon*

*Through "The Narrows" to the Mountain
of Mystery in Zion National Park
Lodge Center in Zion National Park*



revealing their astounding beauty freely to all who may come to see, to admire and enjoy!

With somewhat hazy anticipations of seeing unparalleled grandeur (hazy because the scenes have never been adequately described and perhaps never will be), the visitor setting out for Zion and Bryce National Parks, Cedar Breaks and the Grand Canyon of the Colorado, is first charmed by the picture of Salt Lake Valley. This vale presents a combined pastoral and rugged aspect, with its rich farms and orchards in the flats and on the gentle slopes, and its background of high mountains capped with snow the year round.

Beyond Salt Lake Valley lies the fruitful Utah Valley, with its large lake, which empties its surplus into Great Salt Lake to the north, through the Jordan River, so named because it, like its Palestine prototype, flows from a fresh-water lake into a "dead sea." It is from Utah Valley that the magnificent canyon drive enters what is known as the Alpine Scenic Highway, which circles through American Fork Canyon up around old Mt. Timpanogos and back through Provo Canyon, "Utah's Yosemite." While in American Fork Canyon it is very much worth while to visit Timpanogos Cave, and see one of the most beautiful and weird caverns in the West.

The city of Provo, third in size in Utah, is of singular interest for its picturesque beauty. With its gardens and orchards, where are grown some of the very finest peaches, pears, strawberries and other fruits, Provo is known as "The Garden City." Not far to the west is the shore of Utah Lake, where boating and fishing are enjoyed.

A few miles beyond Provo is the plant of the Columbia Steel Corporation, where pig iron is made from Utah ore, coking coal and limestone. This is the birthplace of the iron industry, on a commercial scale, in Utah, and provides an interesting contrast to the agricultural and scenic aspects of the country round about.

Southward through Utah Valley for nearly a hundred miles, the paved highway, paralleled by the railroad, traverses highly cultivated land, with here and there a cannery or

a beet-sugar factory. But soon the towns get farther and farther apart and gradually comes the realization that one is truly in the "great open spaces," surrounded by an abiding peace.

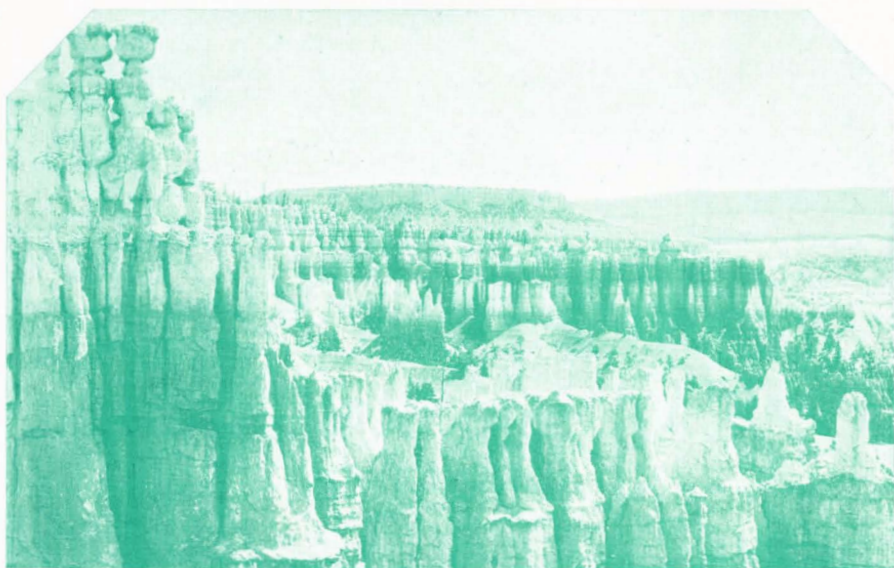
When approaching those stupendous scenic marvels—Bryce National Park, Cedar Breaks, Zion National Park and the north rim of the Grand Canyon of the Colorado—there is a feeling akin to reverence. Like a mighty drama building its way to a smashing climax, the landscape inexorably builds up interest and suspense every mile, to end in a pulse-quickening tableau that is nothing short of overwhelming. It grips the senses majestically!

Men have been known to tremble and to silently weep at the sheer overpowering grandeur of these spectacles. It is not to be wondered at, then, that the Indians who once overran this country attached supernatural meaning to them! Many legends grew up about them. It is said that no Indian dared to spend the night in the shadows of the imposing Temple of Sinawava in Zion Canyon. Other monumental, rough-hewn and queerly colored pyramids and pillars in this canyon became, in their eyes, the Altar of Sacrifice, the Mountain of Mystery, Angels' Landing and similar hallowed spots, all full of symbolic meaning.

Zion Canyon, the chief and most spectacular gorge in Zion National Park, is about fourteen miles long and varies in width from one mile to scarcely more than a man's reach with outstretched arms. It is cut through more than 3,000 feet of white and red sandstone, and the creative processes are estimated to cover a period of more than ninety million years! A naturalist at Zion Lodge explains.

Until a comparatively few years ago, Zion Canyon had been seen only by the Indians, a handful of "Mormon" pioneers and a few artists and adventurous travelers; the place was far off the beaten path. It had been called *Mukuntuweap* by the Indians, a name variously interpreted to mean "Straight canyon," "Place of the gods," "Place of many waters," and "Rock-lover's land."

When the pioneers arrived there and set about reclaiming the fertile bottom lands through which coursed the Virgin River, they



Bryce Canyon—"most marvelous of sights man ever beheld!"
On the way to Bryce Canyon
Fish Lake, a mountain gem

One of the Granddaddy Lakes
Fruita Natural Bridge



called it Little Zion; and the area roundabout was set apart as a National Park by the government in 1919 under the name of Zion National Park. Today it is easily accessible by means of a splendid road branching off from the great highway connecting Los Angeles and Salt Lake City, or by rail to Cedar City and from there by auto bus. Camps and lodges are provided in the very shadows of the gigantic cliffs, and horseback and foot trails lead to points of vantage. Here the Mt. Carmel highway, opened to traffic for the first time in 1930, is destined to become one of the greatest scenic attractions in the world.

Cedar Breaks is entirely different from Zion Canyon, a difference that illustrates the almost unbelievable contrasts revealed in this comparatively small area of scenic Utah. Zion Canyon is entered at the bottom, while at Cedar Breaks the first view flashes all at once into sight as the visitor comes suddenly to the brink of its mammoth amphitheatre, whose forested rim is 10,400 feet above sea-level. Covering approximately sixty square miles, Cedar Breaks contains within its apparently limitless formations tableaux that might well have been taken from a giant's Arabian Nights—Titans storming ancient castles—fabled monsters crouching stealthily—whole cities with magnificent spires and palaces and queer mosques—splashed with all the colors of the spectrum! A rustic lunchroom and camping facilities are at the rim, in the shade of stately trees.

Bryce National Park is similar in general form and color to Cedar Breaks, but it is smaller and seems to contain a thicker array of strange, weird forms—castles, galleries, towers, buttresses and a hundred and one other architectural fantasies. Its flaming brilliance under the noon-day sun has given rise to the appellation "the canyon of fire!" A glory burns there! It, too, is viewed from the rim, but there are good trails leading down into its mysterious depths, whence unsuspected vistas in turn bewilder, charm, frighten and please the visitor. A marvelous emotional experience! At Bryce, well-appointed lodges provide accommodations, or the motorist will find every convenience at the free public camp grounds.

In the natural bridges of Utah, of which the one at Fruita is the most accessible, may be seen tremendous examples of the fantastic and seemingly inexplicable work of erosion. The Fruita Natural Bridge is 134 feet wide and 117 feet high. Others in Utah are even larger. All are in settings of incomparable ruggedness of form and brilliancy of color.

Only through Utah is it possible to get to the lofty north rim of the Grand Canyon of the Colorado. The road winds for fifty miles through the Kaibab National Forest, America's largest virgin forest, in which roam thousands of deer. Here also is the habitat of the white-tailed squirrel. It is a most beautiful and never-to-be-forgotten drive, culminating at Bright Angel Point with the world's greatest chasm yawning abysmally below! Here a new lodge has recently been completed by the Union Pacific System, an attraction in itself.

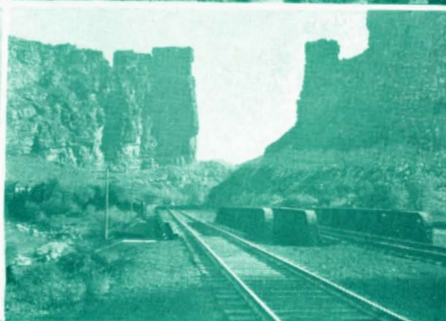
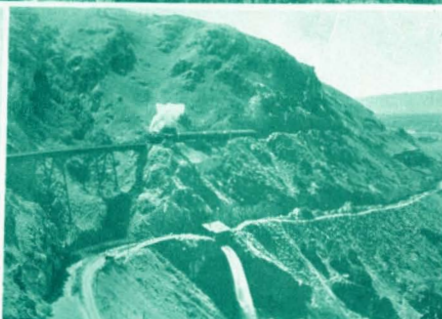
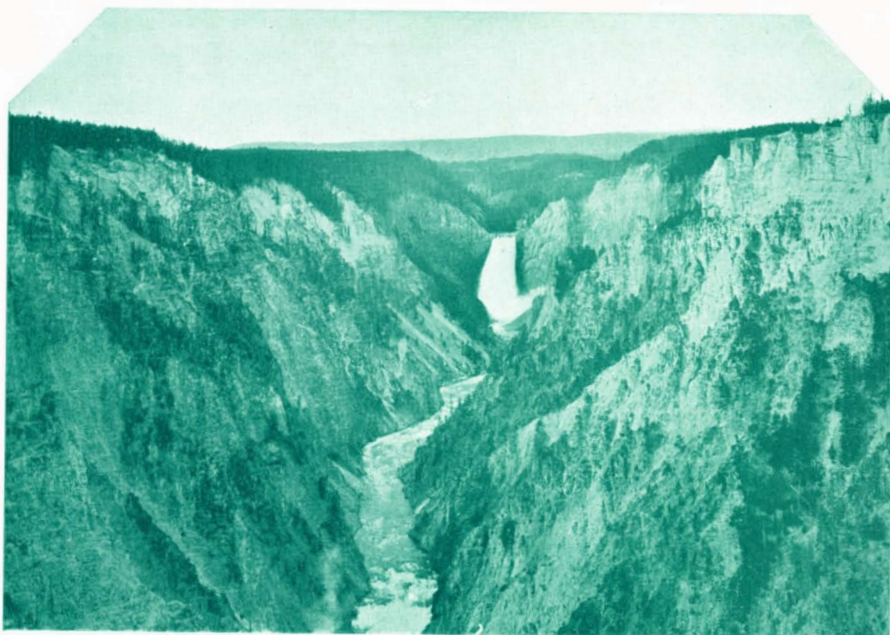
All these—and more—are south of Salt Lake City. To the north are other scenic spots, each world-famed for its individual attractions. Yellowstone Park needs no introduction to the sightseeing public. Its geysers, grottos, grand canyon, lakes, wild life and encompassing beauty have been heralded throughout the world for years. Salt Lake City, but twelve hours by rail, or a day and a half by automobile, from Yellowstone, is the recognized gateway to this charmed vacation land.

Between Salt Lake City and Yellowstone are several places well worth a long visit—Ogden and Ogden Canyon; Logan and Logan Canyon; Bear Lake—each distinctive in its appeal to the visitor seeking new beauty.

Ogden, the state's second city in size, is an important railroad and industrial center. A few minutes from the center of the city is one of the West's most magnificent gorges—Ogden Canyon.

At Logan, the center of a rich farming and dairying section, is the Utah Agricultural College. The drive through Logan Canyon, to Bear Lake, is a spectacular scenic treat.

Yet these are merely a few of the scenic attractions and vacation opportunities found in Utah. Something *new*, something *different*, at every turn of the road, is Utah's gift!



*Grand Canyon of the Yellowstone, to which Salt Lake City is the gateway
Southern Pacific trains on the Great Salt Lake Cut-off
Oregon Short Line (Union Pacific) trains through Bear River Canyon
Western Pacific crossing Great Salt Lake
Denver & Rio Grande Western, Castle Gate*

Part Two

WORLD FAMED FOR ITS DRAMATIC HISTORY

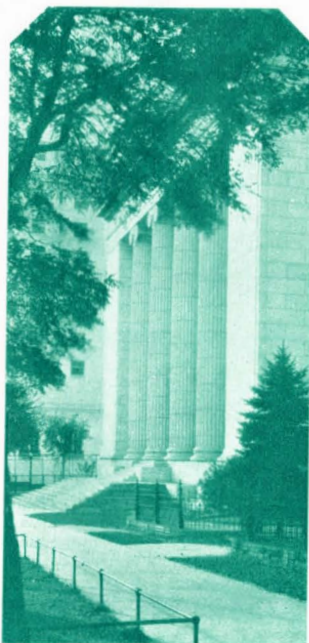
FEW cities in the history of the world have had their inception in such forces as those which brought about the founding of Salt Lake City. Few cities have had, as a consequence, such a rich and dramatic history as Salt Lake City has had in the eighty-three years since its founding. Few cities today have the wealth of historic lore which Salt Lake City holds out to the visitor.

On July 24, 1847, Salt Lake City was founded by "Mormons" seeking sanctuary from a world unfriendly to their faith. For several years prior to that time this people had projected a move westward, where, as the original settlers in an isolated and little frequented section, they might be free to work out their own salvation in both temporal and spiritual affairs. Early in 1846 they started. That spring they moved across Iowa and were preparing to send an advance expedition to the Rocky Mountains when their plans were interrupted by a federal request for a volunteer infantry battalion to trek overland to Santa Fe and California for service with the Army of the West in the war with Mexico. This "Mormon" Battalion, though hostilities had been concluded before their arrival on the coast, made a heroic march, "not surpassed in the annals of infantry marches," now commemorated by an imposing

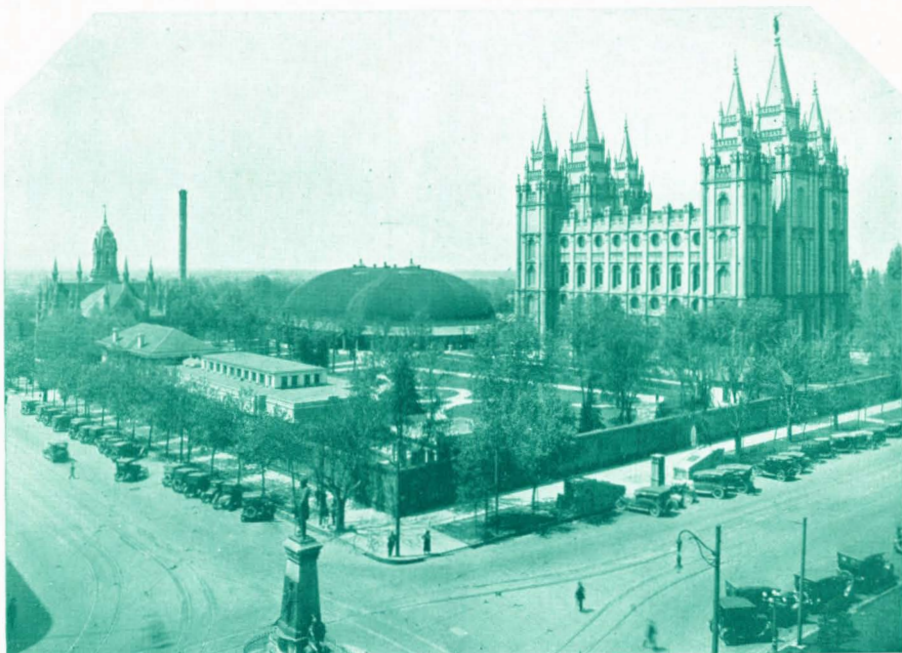
monument on the Utah State Capitol grounds. The "Mormons" remained during 1846 in the vicinity of Council Bluffs, whence the pioneer company headed by Brigham Young set out the following April. And on July 24th, 1847, this company entered the Salt Lake Valley through the pass now known as Emigration Canyon, and their leader spoke the memorable words: "This is the place!" A monument near the mouth of this canyon commemorates this event on the proximate spot where it occurred.

They found in this Valley of the Great Salt Lake a soil of exceptional fertility robbed of its potential productivity by lack of moisture.

Water! Water! That was the need of this parched and barren land; and, even before the main body of the first train arrived, members of its advance guard had found a solution to the problem. One fork of the stream flowing from what is now known as City Creek Canyon—the mouth of which is being converted into Memory Park—coursed diagonally across the site of the present city. On its banks, at a point approximately coincident with the intersection of First South and Main Streets and extending on to the land now occupied by the Deseret National Bank Building, members of this advance guard eagerly endeavored to get in a crop. Owing to the extreme dryness of the soil, plowing was



Classic beauty distinguishes facade of Church Administration Building



*The historic square, inclosing the Mormon Temple, Tabernacle, Assembly Hall
Utah State Capitol stands on a commanding
eminence overlooking the entire valley
The oldest house in Utah on display in
Temple Square, Salt Lake City*

*Utah's first capitol at Fillmore is presented
in its original condition
Cove Fort, once used to protect pioneers from
Indians, is a Southern Utah feature*



at first difficult and more than one plow was broken in the hard, sunbaked earth. But a dam having been placed in the creek and the surrounding soil well flooded, the work was rendered comparatively easy; seeds of grain and potatoes were then planted. Thus began irrigation by Anglo-Saxons in America! Thus began the reclamation of the desert!

In this connection it is interesting to recall that the settlers were advised by their leaders to till the soil rather than prospect for mineral resources, the richness and extent of which offered shortcuts to material wealth. Brigham Young argued that quick wealth was unhealthy and tended to break down the sturdy character he set up as a mold for this people. He saw in an agricultural community the stabilizing influence of the soil, and combated the contamination of discontent and avarice which his mind envisioned as the natural reaction to lust for precious metals.

But, in the 1860's, dissenters from his view, emboldened and much encouraged by non-"Mormons" of the community, began the development of Utah's mineral wealth.

Most of the wealth from Utah mines has gone to non-"Mormons," while the wealth of "Mormons" has come mostly from tilling the soil, raising sheep and cattle.

Among the first things done in the new settlement was the selection of a Temple site; the present Temple Square was indicated by Brigham Young and the boys of the "Battalion" were put to work on construction of a bowery to accommodate their needs of a sheltered place of worship.

Meanwhile a survey had commenced to lay out the city in ten-acre blocks, each of which should be measured into eight lots and separated from each other by the wide streets and spacious sidewalks preserved until today. The principal streets of Salt Lake City are 132 feet wide from curb to curb—a needless waste of space, perhaps, in the early days, but the envy of every other city in America today!

Those first years of the colony were made desperate by circumstances attending the reclamation of any new land, by visitation of pests and crop failures which limited the ra-

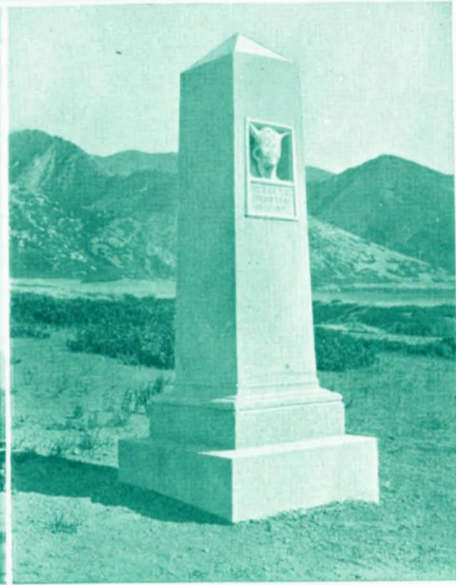
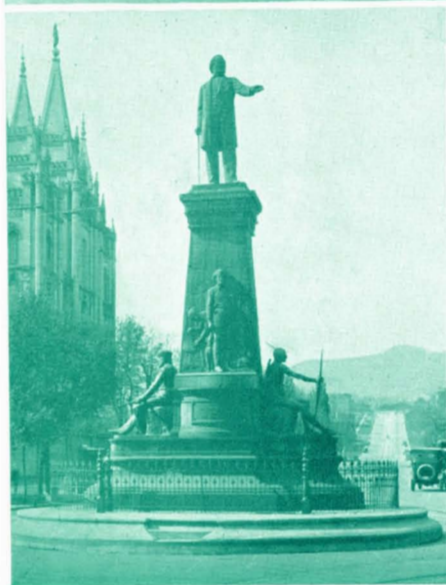
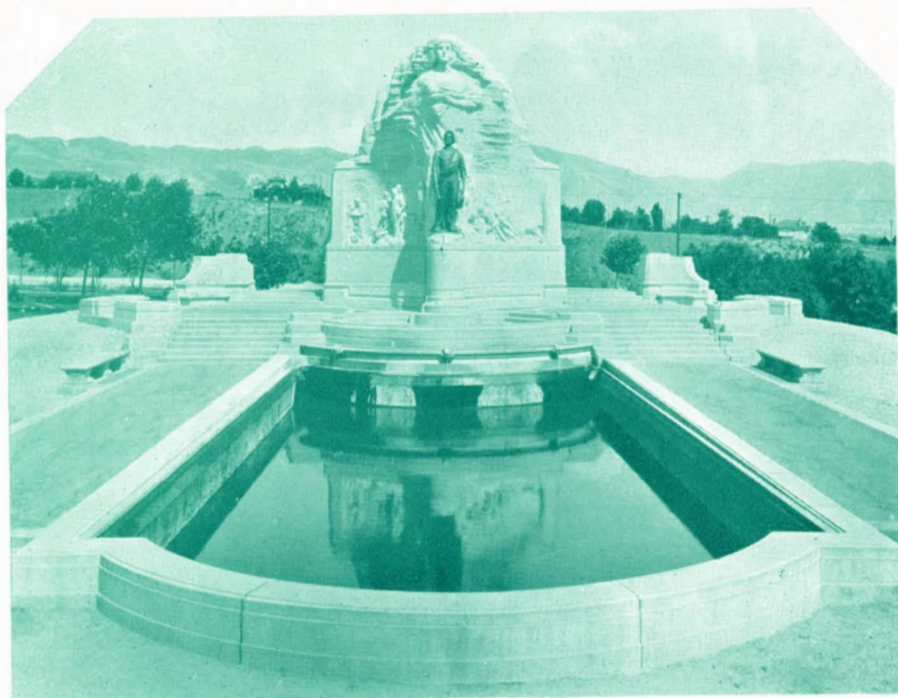
tions and taxed the endurance of the people. On Temple Square today stands a monument to seagulls, erected in memory of those birds which, when crickets threatened devastation of all vegetation, swarmed down to devour the pests. This is said to be the only monument to wild bird life in the world.

Some members of the "Mormon" Battalion who had not yet rejoined the main body of the colonizers were present on the historic discovery of gold in California. This was the most severe blow dealt the "Mormon" hopes for isolation, for almost instantly the caravans of treasure seekers set out across the plains and mountains in the gold rush of '49. Salt Lake City was in the direct route of their passage. Here, during those historic days, merchandise was abandoned or sold for trifling prices, to lessen the burden of the feverish people hurrying westward. And California gold was brought into Utah for minting almost before the news of the discovery had spread generally across the land. The old mint stood in the tithing yard enclosure, near where now are the steps of the "Mormon" Church Administration Building.

From the earliest days of Salt Lake City much attention has been given to wholesome amusements. Among the first acts of the settlers, after the necessary work of providing shelter and tilling the soil, was the building of recreation facilities, for these were fun-loving people as well as earnest, hard-working pioneers. And from that day to this Salt Lake City has been known as a recreation center. Today its theatres, dance halls, parks and playgrounds rank with the finest to be found anywhere in the country.

In the growth of the city from a crude settlement to a metropolis of some 150,000 people, many of the ancient landmarks necessarily have been engulfed by the demands of progress. But many still remain to remind the resident of days that are gone, and to witness to the visitor one of the strangest and most colorful episodes in western history.

Nearly every visitor first gives his attention to the Temple Square. This far-famed ten-acre plat is open daily. A Bureau of Information is



Symbolizing the epic march of the "Mormon Battalion," this impressive monument occupies a prominent position on the State Capitol grounds

Pioneer Monument stands at the meridian of the city's street system

A simple granite shaft marks the spot where it was said, "This is the place"

maintained just inside the south gate, and guides are available to point out the various objects within the enclosure. Each week-day at noon an organ recital is given, free of charge, in the huge, dome-roofed Tabernacle, where everyone is cordially welcome. The Temple is reserved for sacred ceremonies and may not be entered by non-members.

At South Temple and Main Streets, the meridian of the city's street system, stands the Pioneer Monument, a massive granite pedestal surmounted by a bronze figure of Brigham Young. One block to the east the famous Eagle Gate spans State Street. In early days this gate was the entrance to Brigham Young's private estate, which comprised all that section lying north and east of this corner. Immediately west of Eagle Gate are the Beehive and Lion Houses, Brigham Young's residences, now used for offices of certain auxiliary organizations of the church. And just west of these is the modern building housing the general offices of the "Mormon" church. This is an imposing edifice of simple and beautiful Greek architecture. Its interior is magnificent with panels of rich onyx and embellishments of clear marble.

At the head of State Street is Utah's Capitol, occupying a most commanding location, overlooking the entire city and valley. Of particular interest is the exhibition of pioneer relics in the Capitol. Here will be seen such things as the first spinning wheel used in Utah, and the first pianoforte hauled a thousand miles across the plains by ox team. Here are many tangible reminders of the pioneers' fortitude and cheerful endeavors to make the best of isolated frontier life. Some of the present-day specimens of Utah's tremendous mineral and agricultural wealth are also displayed at the Capitol, and these provide a sharp contrast to the picture suggested by the relics of those first years of hardship. By all means, a visit to the Capitol should be made to know more of the graphic story of Utah.

Not only for comparatively recent happenings is Utah interesting, but also for the story of those remote ages known as geologic history. Within the past few years discoveries

have been made which indicate that Utah is richer in geologic treasures than is any other place on earth. For example, more fossil dinosaurs have been taken from the quarry at Jensen, Utah, than from any other place of equal size in the world. The dinosaurs formerly inhabited the marginal areas of a river which passed through this region. Scores, likely hundreds, of the carcasses that were carried by this ancient stream became stranded on a shallow sandbar that marked the site of the present quarry. Later, when the skeletons were buried at great depth, the sands were converted into solid rock. Still later the fossils were uncovered by erosion, to be discovered by man.

The University of Utah has taken five almost complete dinosaur skeletons from the quarry at Jensen, four herbivores and one carnivore. Ninety thousand pounds of dinosaur bones and the attached rock were brought to the University by a caravan of nineteen wagons, over a distance of 225 miles. The fossils are now being removed from the rock matrix, on the University campus. The largest of the creatures is nearly 90 feet long, and when alive weighed close to forty tons. Its head alone measures more than three feet in length, and in comparison to the entire body the head is relatively small!

These five gigantic creatures when mounted for display will constitute the finest collection owned by any university in the world.

Another record of Nature's workings in this region of phenomena, and one which may be readily seen from almost any part of Salt Lake Valley, is the terraced shoreline of ancient Lake Bonneville, of which Great Salt Lake is the present-day remnant. As that prehistoric lake receded, it left definite markings along its shores, now plainly discernible against mountains hundreds of feet above the valley floor.

Such extraordinary physiographical and historical surroundings, combined with the modern aspect of today, invest Salt Lake City with an individuality and charm seldom found anywhere. Here are not only the conveniences, comforts and pleasures of metropolitan life, but also an enchanting though unobtrusive atmosphere of interesting tradition.



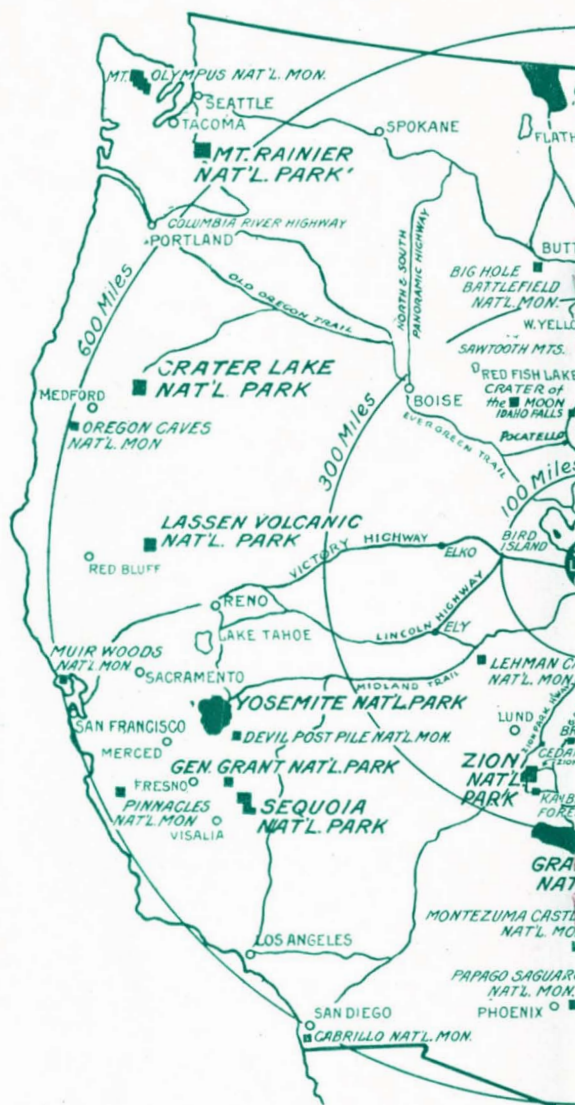
SITUATED at the geographical center of the magnificent western region containing sixty-two national monuments and parks, Salt Lake City has come to be known as the headquarters for tourists in Scenic America. Railroads and automobile highways interconnect this entire glorious vacation land.

Directly south of Salt Lake City lies the Kaibab National Forest, with the road forming an aisle beneath the vault of tall overhanging pines; fifty miles of it, ending at the brink of the Grand Canyon of the Colorado. For rail travelers, auto stage service is available between Cedar City and all the scenic Utah and northern Arizona wonderlands.

To the northwest is Mt. Rainier National Park, an area of striking mountain scenery where winter sports in midsummer are featured.

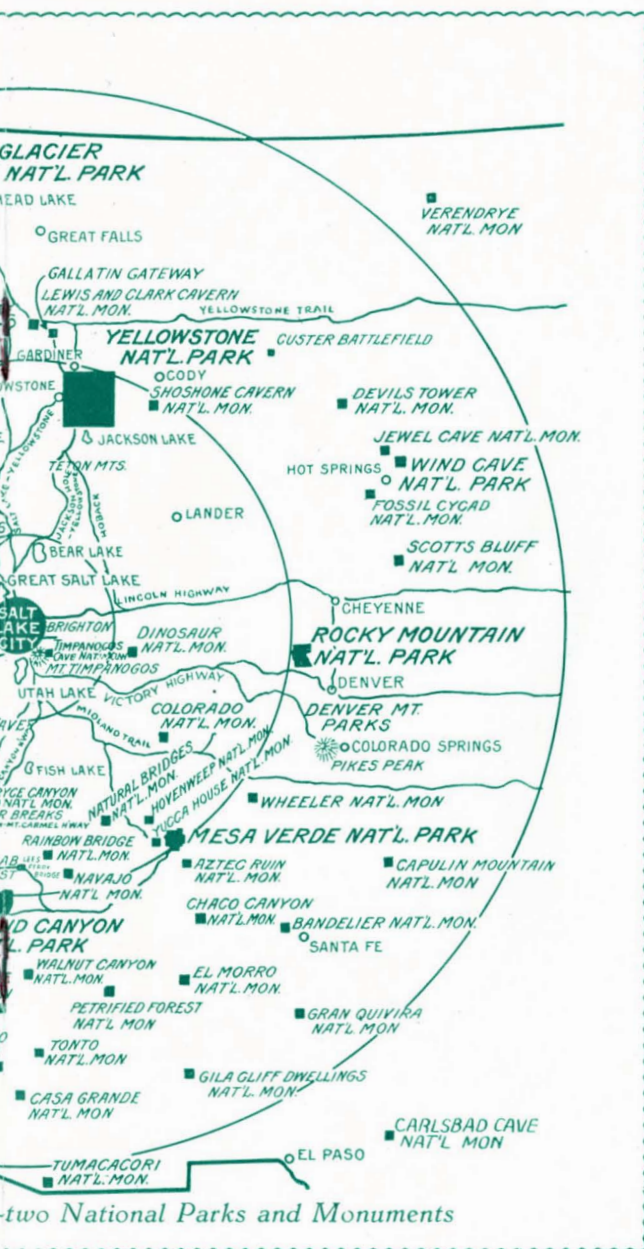
At all the renowned scenic attractions of the West, modern hotels and camps are ready to minister well to the guest's comfort. Impromptu entertainment and dancing add to the pleasure of the congenial groups.

Something entirely different and unique in vacations — that is the thing about this country! Along with the new scenes is a new atmosphere — an invigorating atmosphere that will put new life in the veins and bring a new enthusiasm to the whole being. And the beauty of it is that such a vacation need not be expensive in either time or money. In fact, it can be arranged in connection with a trip to or from the Pacific Coast by merely asking for the stopover privileges granted by all railroads; or, if traveling by automobile, it is of course easy to decide as to routes and stopovers. The itinerary in this summer playground may begin or end at Salt Lake City, but it should not, from the standpoint of convenience or of interest, fail



Salt Lake City, the center of sixty-

two America's most individual cities. Study the map carefully. Bear in mind that not only are the national parks and monuments distinctive



rivers of ice. Farther south is the Yellowstone, famous area of primitive beauty and queer phenomena. Geysers spout their high columns of white, hot water; great terraces and hot pots incite amazement; wild animals become tame because they roam unmolested there, add interest to this strange region.

The north rim of the Grand Canyon of the Colorado, accessible only through Utah, affords the view of a lifetime! At Bright Angel Point the gorge is about fourteen miles wide and nearly a mile deep. The north rim is about 1,000 feet higher than the south rim. Plan to stay here at least 24 hours and see the great chasm in all its changing moods. Guides take parties across by mule-back, a trip requiring about two days.

Every year increasing numbers of vacationists come to Salt Lake City to satisfy a real curiosity, remain to marvel, and return home enriched beyond measure by their unique experiences. Many of them, noting the favorable opportunities for living and working in Salt Lake City, come back and make their permanent homes here. It's a new country, one looked upon with increasing interest more and more by the Pacific Coast as its best source of supply for the mineral products required by its growing industry and commerce. The observant visitor will notice these things while he is enjoying a vacation fascinating and thrilling in its variety of new things to see and new things to do. Even those who have circled the globe find that a vacation in and near Salt Lake City becomes, and remains, one of the high lights of their travel experiences.

for scenes of grandeur, but that the in-between country also has appealing charm and beauty.

On the Canadian border stands Glacier National Park with its mighty forests and

And there are many who, whenever business or pleasure brings them this way, invariably stop over and spend as much time as possible here, enjoying new delights.



*The most thrilling aquatic experience of your life awaits you at Saltair
Fresh water plunge—one of Lagoon
Resort's attractions
Mueller Park is a secluded spot in the
heart of the mountains*

*Municipal Baths provide warm mineral
water bathing
A glimpse of the Wasatch Mountains
from Liberty Park*

Part Three

WHERE RECREATION TAKES ON A UNIQUE MEANING

NATURE has given to Salt Lake City an exclusive endowment for the entertainment of its people and visitors. Alone among all cities in the western hemisphere, this city offers recreation of a kind that is unduplicated and that never can be duplicated elsewhere—bathing in the Great Salt Lake, near the city.

It is nothing short of phenomenal. Don a bathing suit at Saltair Resort—built right over the water a mile from the shore—take a few steps down from the pavilion floor to the water and . . . feel literally lifted off your feet. Sink? It's impossible! The water, a solution of 22 per cent salt, buoys the bather up as though he were a feather. The gentle waves rock him as in a cradle while he lies on his back and rests. He doesn't have to know how to swim; he can't possibly do anything else in this marvelous water. An amazing experience!

Saltair, reached over two highways or by electric cars from Salt Lake City, is one of the finest amusement resorts in the West, even aside from its unique bathing. It boasts the largest unobstructed dance floor in the world. Along its midway are all manner of amusement devices for old and young.

Lagoon Resort, located half-way between Salt Lake City and Ogden, along the paved highway, and also reached by electric cars, is another favorite recreation spot and offers dancing, boating, bathing, with filtered fresh water in one of the largest pools in the West, water tobogganing, picnicking and various resort attractions.

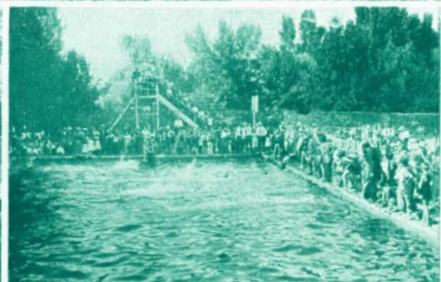
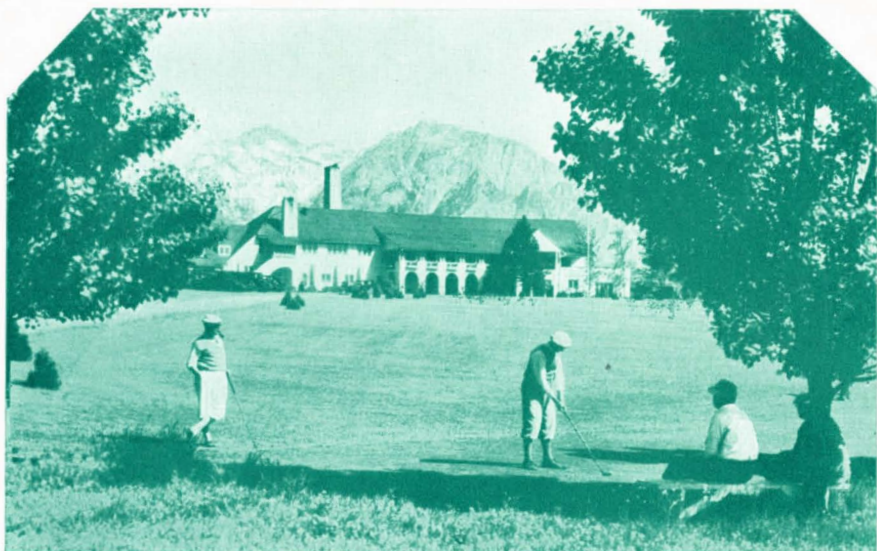
The Municipal Baths, large pools of warm mineral water piped from nearby hot springs, is another example of Salt Lake City's extensive provisions for the health and recreation of its residents and visitors.

And golf! Devotees of the ancient and honorable game will find a challenge to their skill on Salt Lake's courses that will add zest to a round already made invigorating by the refreshing air nearly a mile above sea-level. There are four splendid golf courses in the city, at least one of which is accounted among the sportiest in America. Hazards have been supplied accommodately by nature, and intensified by man. And, in the background, the Wasatch Mountains, with their rugged slopes and lofty peaks, silently look on, inspiring, stimulating, steadying with stately beauty.

Salt Lake City has sixteen parks and playgrounds, exclusive of the resorts operated by private individuals. Liberty Park, the largest of these, covering nearly 110 acres, is beautifully landscaped, and has swimming pools, a lake for boating, a zoo, conservatories, tennis courts, picnic facilities and amusement devices. Free band concerts are held in the open air during the summer months.

There is fishing! Fishing to bring the tingle of excitement to even the most hardened devotee of the rod and line sport, at scores of streams and lakes within easy motoring distance of Salt Lake City! Particularly at Fish Lake, about a six-hour drive from the city, is the fishing good. This is a beautiful mountain lake, about seven miles long by about a mile in width, of great depth and of water the clearest blue and cold as ice. Mackinaw trout weighing 25 and 30 pounds and measuring a yard or more have been taken here. Boats may be hired, and, if desired, guides. Even the tyro finds it easy to catch his "limit"—ten pounds in any one day.

In the tops of the Uintah Mountains are the Granddaddy Lakes, reached by automobile from Salt Lake City. This is one of the little



The Salt Lake Country Club occupies an inspiring and beautiful area at the mouth of a canyon, with the stately Wasatch Mountains in the background

Nibley Park is a charming nine-hole municipal golf course

Aquatic sports are featured in the city's public park system

The lakes and streams of Utah are well stocked with game fish

Deer hunting, in season, is one of Utah's unsurpassed outdoor attractions

known regions of the state, due to its inaccessibility before the completion of the highway, but now five of the thirty-seven lakes can be reached directly by motor car. Most of the lakes have been stocked with trout—and fishing is excellent. Splendid camping places are located at all of the lakes. A visitor is up in the air in the Granddaddy Lakes region, the basin being at an elevation of about 9,000 feet and the surrounding mountain peaks rising to 14,000 feet and more. King's Peak, the highest in the Uintahs, is 14,498 feet high.

Several resorts and clubs are operated in the suburbs of Salt Lake City, offering dancing, golf and other sports. Among these is one built on the site of the first paper mill in the West, occupying an enchanting spot in the mouth of Big Cottonwood Canyon. The Old Mill originally was built in 1861 by Brigham Young, and manufactured paper until 1893, when a fire destroyed everything but the massive granite walls, which now form the nucleus of an interesting and picturesque club.

A network of highways interconnecting the centers of population and reaching out into the remote but astonishingly beautiful scenic areas of the state, make motoring here one of the universally popular recreations. From the shores of "the inland sea" a drive may be taken over deserts of purple sage, through fruitful farming lands, or into cool mountain retreats—as fancy dictates. And it is done with certain knowledge that no matter in which direction the car is turned new scenic delights along every mile of the road will be seen.

Variety! That's the thing! One moment the bustling activity of an industrial community; a few miles farther the breath-taking grandeur of monumental canyon walls that rise almost sheer two or three thousand feet; still farther a secluded camping spot at the side of a singing stream—and then, a stop for a glorious picnic in the great outdoors!

Mountain sports, naturally, in this region of wonderful mountains, are part and parcel of the vacation attractions near Salt Lake City. It is difficult to find a more enjoyable day's pleasure than that afforded by an automobile ride over the Alpine Scenic Highway, a loop

trip around Mr. Timpanogos. And if hiking is desired, try a climb to the "top of the world"—a mountain climbing expedition over America's farthest-south glacier and on up to the craggy crest of Timpanogos, 12,000 feet above the sea, whence can be seen hundreds of miles over the turbulent ocean of mountain peaks! This hike is a regular summer event, conducted by experienced guides and participated in by hundreds of Salt Lakers and visitors.

In the northern slope of Mt. Timpanogos is the weirdly beautiful Timpanogos Cave. This subterranean grotto is reached by a zig-zag foot trail from the American Fork Canyon highway. Electrically lighted inside, the cave presents a succession of fairyland pictures which never fail to excite the admiration of the beholder. Guides explain the formations.

Such winter sports as bob-sledding and skiing find settings and facilities made to order in the mountains surrounding Salt Lake City. Although the winters in this city are never severely cold, there is always plenty of snow and enough freezing weather for coasting and skating during a few weeks each year.

Not far from Salt Lake City are some of the finest duck-hunting grounds in the United States. These are the famous Bear River marshes, at the northeastern end of Great Salt Lake. The duck season is from October 1st to December 31st each year.

Deer hunting is usually very good in some of the sparsely settled sections of the state, which are, however, readily accessible by automobile. The open season is from October 20th to October 30th.

Salt Lake City enjoys an enviable reputation as a convention city. Here are all the accommodations which make for comfort and enjoyment—splendid hotels and restaurants—as well as auditoriums ample in size for large gatherings. Needless to say, delegates to conventions like to come to Salt Lake City for the many interesting sidelights offered here.

Along with its widely-heralded beauty and its unique historical background, Salt Lake City offers the vacationist a recreation thrill obtainable nowhere else, the sinkless swim, and puts new zest into old favorite sports.



*Salt Lake City's downtown skyline shows the metropolitan character of the city
Residence district extends to the very
foot of the Wasatch Mountains
The Federal Reserve Bank Building
occupies an historic corner*

*Airview looking west toward the city's
industrial district
Salt Lake's Airport is a scene of activity
every day of the year*

Part Four

MANUFACTURING AND DISTRIBUTING CENTER OF INTERMOUNTAIN REGION

MANY FACTORS in recent years have caused the eyes of American manufacturers and capitalists to turn more and more toward Utah and Salt Lake City. Probably the chief factors are the growing importance of the country west of the Rocky Mountains as a commercial and industrial entity, as well as the correlative importance of Utah's rich, apparently inexhaustible and highly necessary mineral products, combined with Salt Lake City's strategic location in the intermountain territory for factories and for the distributing offices of manufacturers serving this growing market.

Practically every mineral needed in modern manufacture is found in Utah. The more important ones, such as copper, lead, silver, iron, coal, limestone, asphalt, arsenic and zinc, occur in tremendous quantities and are readily accessible. Scientific advancement is constantly lifting others of the 210 known minerals of Utah to commercial importance.

So far as raw materials are concerned, the manufacturer in Salt Lake City enjoys unique economic advantages that are not surpassed in any other section of the country.

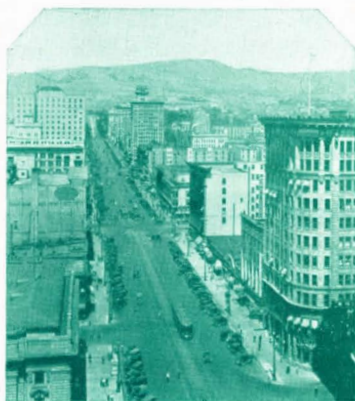
The coal resources of Utah are enormous. One-fifth of the entire state is underlaid by coal, and the recoverable amount is estimated to be about 196,458,000,000 tons, with an additional 318,000,000,000 tons classified as "difficult to mine." So far as quality is concerned, Utah coal, a high-grade bituminous, is

the equal of any coal produced in the United States. Utah produces enough coal to supply all her own needs, and ships enough out of the state to bring an annual revenue of some eleven millions of dollars. The outside markets are chiefly the six western states—Idaho, California, Washington, Oregon, Nevada and Montana. A small amount is shipped by vessel out of San Francisco.

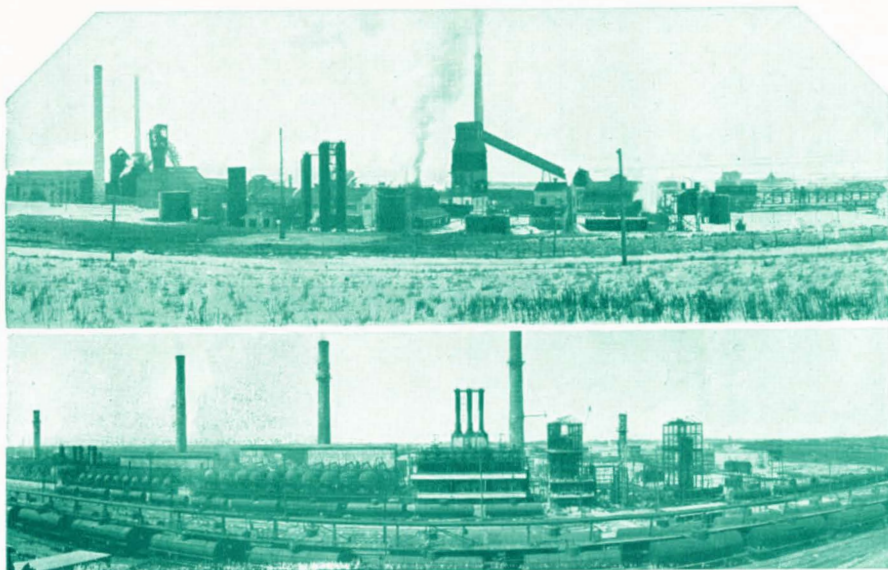
Natural gas has recently been introduced to several Utah communities and has proved a stimulus to industry and a convenience to residents. The gas is piped from Wyoming fields.

Drilling activities in the southeastern part of the state, where several productive horizons have been pierced, prove that petroliferous shales, regarded as the source of all oil, exist in Utah. In addition to the importance of oil and gas showings in these wells, remarkable potash resources were impressively indicated here. The large deposits of oil shale ledges in the Uintah Basin, in eastern Utah, show an aggregate thickness of from 20 to 400 feet.

Conservative estimates of known shale in the Basin place the contents at more than forty billion barrels of crude oil, with some five hundred million tons of ammonia sulphate as a by-product of the shale oil distillation. Careful sampling over an area of approximately 500 square miles indicates an oil content of nearly twenty-five billion barrels. This shale averages 42 gallons of oil per ton, and forms most valuable reserves for the future.



Main Street, Salt Lake City, 132 feet wide from curb to curb



ABOVE: The beginnings of the western steel industry are under way at the Columbia Steel Corporation's plant, Ironton, Utah. BELOW: The plant of the Utah Oil Refining Company at Salt Lake City is one of the largest industrial enterprises in the intermountain west

Iron ore, limestone and coking coal, found in Utah in vast deposits within a short distance of each other, insure the success of the recently established steel industry, which promises to make Salt Lake City the iron and steel center of the intermountain West.

This industry, termed the basic manufacturing industry of the country, has gained considerably more than a foothold in Utah with the construction, within the past six years, of a blast furnace near Salt Lake City. This plant, using iron ore, coking coal and limestone from nearby deposits, has a maximum daily consumption of coal of 1,500 tons. The maximum daily production of coke ovens is 800 tons. Output of pig iron in 1930 is expected to be about 150,000 tons. In the wake of this newly developing industry has already come related activities such as a car wheel manufacturing plant now operating in Salt Lake City, and a cast-iron pipe factory, which is in operation near the blast furnace.

There are approximately 250 factories in Salt Lake City, engaged in the manufacture of a great variety of products.

Fuel and power requirements are amply provided by the practically unlimited coal deposits in the state and by the hydro-electric resources. Coal has already been mentioned, while as for water power, it is estimated that the mountain streams in Utah can develop 1,472,230 horse-power, less than one-tenth of which has been developed to date, a condition which indicates ample reserves for the future.

In addition to this solid foundation of basic resources, there are special advantages inherent in Salt Lake City's location, transportation facilities and the living and working conditions. These have resulted in the city's sound, steady growth.

It must be remembered that Salt Lake City is the largest city between the Pacific Coast and Denver. It is the converging point for six railroad trunk lines, which serve all sections of what has come to be called the Salt Lake marketing territory. This territory, an area of about 516,000 square miles, taking in all of Utah, most of Idaho and Montana, western Wyoming, a slice of western Colorado and eastern Nevada, has a population of

nearly 2,000,000. Salt Lake City is at practically the center of it, from the geographical, as well as the commercial standpoint.

Taking advantage of this city's strategic location in the center of this market, more than 100 leading national firms have recently established distributing offices or branch factories here, the logical zone headquarters.

Within a radius of fifty miles of Salt Lake City are seventeen cities and towns ranging in population from 1,300 to 44,000. The average population is more than 7,000. These communities are all connected to Salt Lake City by improved highways and rail lines.

Such a concentrated market at the very doors of the city gives wholesalers and retailers here opportunities not restricted to the size of Salt Lake City alone. Trade naturally gravitates to this city from the nearby communities, which, since the coming of the automobile and good roads, have been drawn in to form, for all practical merchandising purposes, one unified market.

Industrial housing facilities in Salt Lake City are adequate in capacity and modern in character. Warehouses and other structures ready for immediate use are available at reasonable rates, and there are hundreds of acres of land within easy reach of railroad tracks, ideal for industrial and commercial purposes. Rent, lease or purchase terms are made attractive to incoming industries.

Labor conditions here are well-nigh ideal, making for low cost production and year-round work. The delightful four-season climate, which is never severe, and the opportunities for education and recreation, during every month of the year, serve to make Salt Lake people proud to live and work here.

Expansion in manufacturing is occurring all along the line in Salt Lake City, but of greatest interest is the fact that further increases in production are chiefly to meet the demand in markets outside of the state, thus drawing an increasing flow of wealth to Utah in the form of bigger payrolls, larger earnings and more certain and stabilized prosperity.

Utah factories function as a source of supply to every western state, for most commodities

produced here; considerable percentages are distributed throughout the nation, and a portion finds its way into export and world trade. A notable case in point is that of radio speakers. The fame of Utah-made radio speakers is known in every community of any size in the land where entertainment is "on the air."

Being the largest city, and the center of the business life of the territory, Salt Lake City naturally is the financial center. The Federal Reserve Bank, a branch of the Federal Reserve Bank of San Francisco, occupies its own building, built on a historic corner, in Salt Lake City. This branch was established here April 1, 1918, the fourth branch to be established in the Twelfth District. The territory served includes Utah, thirty-one counties in Idaho and four counties in Nevada.

Sixty-six per cent of Utah's half a million population is contiguous to Salt Lake City, and is served by electric interurban lines and improved highways.

The latest method of commercial transportation—by airplane—naturally finds its western headquarters at Salt Lake City, which has become the largest air mail center in western United States. Through this city all air mail and express en route to or from the East and the Pacific Coast is handled. The Boeing Air Transport, Inc., operating the transcontinental air line westward from Chicago; Western Air Express, operating between Los Angeles and Salt Lake City; National Parks Airways, Inc., operating between Great Falls and Salt Lake City; and the Varney Routes, in operation between the Northwest and Salt Lake City, all join the air mail network at Salt Lake City. Thus comes present-day recognition of Salt Lake's advantageous location as a distributing point, a distinction that began 'way back in pony express and stage coach days, when the settlement was the most important station between the Missouri River and the Golden Gate.

Salt Lake's Airport was financed by the citizens of the community, who early realized the importance of air transportation in the commercial picture of the present and the immediate future. It may be assumed that this enthusiastic airmindedness is here to stay.



*Twenty-eight miles from Salt Lake, at Bingham, is America's great copper mine
Silver King Coalition mine is a heavy producer Carbon County mines tap enormous deposits
Park Utah Consolidated silver mines are among the state's greatest
Tintic Standard is another productive silver property*

*Part Five*AMERICA'S UNIQUE METAL MINING
AND SMELTING CENTER

VERY MANY interesting mines will be seen near Salt Lake City, some of them world-famous and all of them outstanding for the picturesqueness of their surroundings and the wealth of minerals they produce. Utah for many years has been the leading mineral state of the West, and, in 1929, ranked first among all states of the Union in silver production, second in copper, third in lead, fourth in zinc and fifth in gold. During the past sixty years the mountain ranges of Utah have yielded base and precious metals valued at more than \$1,500,000,000.

Mining as an industry of Utah had its inception in the activities of United States soldiers who came to Salt Lake Valley in the fall of 1862, under the command of General P. E. Connor, founder of Fort Douglas. Many of these soldiers had just come from California and naturally employed their spare time prospecting. Although their military status prohibited them from making locations in their own names, they assiduously prospected the region in accordance with their own knowledge and with what information was given them by Indians and others. Their efforts were encouraged by their commander, who thereby fairly earned the title of father of the industry which has meant so much to Utah's welfare.

One of the most remarkable features of Utah mining is the longevity of the state's mineral deposits. Utah mines, which have been mined as long as those of neighboring states, are producing more silver and more lead today than they have produced at any time during their sixty years of steady production.

The coal resources of Utah stagger the imagination. It is estimated that Utah has enough coal to supply the entire United States at the present rate of consumption for 250 years.

Within the past six years Utah has won recognition as the steel state of the West. A blast furnace is in operation near Salt Lake City, making pig iron from Utah iron ore, of which there are apparently unlimited quantities near at hand. The bulk of Utah pig iron is shipped to the Pacific Coast and the Orient, but increasing proportions of it are used in many manufacturing plants in this state, which have the advantage of a nearby supply.

With such activity in mining within the state, it is only natural that a great smelting industry should develop. And this has been the case. Within fifty miles of Salt Lake City are grouped the concentrating mills and smelters which together comprise the largest non-ferrous smelting center in the world.

One of the most amazing sights of its kind in the world is America's largest surface copper mine at Bingham, about 28 miles from Salt Lake City. Here will be seen a mountain being actually removed by giant steam and electric shovels, working on a score of terraces. More material is dug and dumped into railroad cars here every day than was moved during the digging of the Panama Canal in any one day of the most intensive operations on the isthmus.

At Park City, an easy two-hour drive from Salt Lake City, is a typical and thriving western mining town and some of the world's most productive silver-lead mines. The Tintic district, a half-day's drive from the city, is famed for its silver-lead properties.

There are 210 known minerals in Utah, metallic and non-metallic. Only a very small percentage of the state's mineral wealth has been developed to date, but new innovations are constantly being made and new wealth is being discovered in this mineral storehouse.



Scenes such as these greet you in Utah's fertile valleys and extensive sheep and cattle ranges. Agricultural products returned \$39,000,000 to the farmers of Utah in 1929. Salt Lake City is the center of one of the country's most important livestock areas, noted for the quality of its pure-bred Rambouillet sheep, a most profitable wool-producing breed

Part Six

UTAH OFFERS UNIQUE ADVANTAGES TO THE FARMER AND STOCK GROWER

AGRICULTURE has been one of the principal industries of Utah ever since the success of the early pioneer projects in irrigation. Although the past quarter century has witnessed very remarkable progress, the agricultural development of the state is scarcely beyond its infancy, and today offers exceptional opportunities in many diversified activities. The future here is indeed bright.

The climate of Utah is admirably suited to the production of practically every product of the land, except tropical fruits and vegetables. The soil is generally rich, and the mountain ranges afford protection against blizzards, tornadoes and other destructive forces of nature.

In recent years Utah's canning industry has developed to imposing proportions. There are thirty-seven packing plants in this state. Apples, apricots, cherries, peaches, pears, gooseberries, raspberries and strawberries are the principal fruits and berries now being packed. The vegetables produced for canning include tomatoes, beets, celery, peas, pumpkins, string beans and Lima beans. The largest pea packing plant in the world is located in Utah; this plant has packed 24,623 cases in a single day. Utah celery, tomatoes, peas and fruits have a national reputation for high quality.

The state is nationally famous as a producer of alfalfa seed, which is one of the important "cash crops" of Utah. Over a five-year period this state led all northern states in yield-per-acre of alfalfa seed. It also ranks high in yield-per-acre of sugar beets, another staple crop which annually returns millions of dollars to the Utah farmers.

With her fertile valleys, verdant mountain ranges, clear water and invigorating climate, Utah is a promising field for those engaged in the livestock breeding or feeding business.

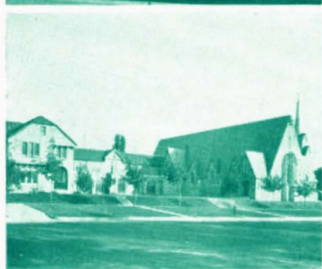
Here, during the winter months, even the deserts feed sheep numbering more than 1,500,000 head. Utah leads all states in the Union in the number and quality of pure-bred Rambouillet sheep, the most profitable range and wool-producing breed. The Jericho, Utah, woolpool is the largest single offering of wool in the United States, going a million pounds or over every year.

Cattle, both for beef and for dairy purposes, do exceptionally well in Utah. It is a recognized fact that the feed produced on Utah's limestone soils contains a greater proportion of bone-building material, so necessary in the production of thrifty breeding stock, than almost any other section in America.

Conditions here are remarkably favorable for the feeding and finishing of hogs for the market. Utah barley-fattened hogs are in great demand because of the flavor and texture of their meat. The market is practically unlimited.

Eight years ago Utah was an egg-importing state. Today the poultry business is one of the important industries. Utah provides all that is necessary and vital to the production of poultry products—an abundance of wheat, oats and barley; great natural deposits of calcite (pure calcium carbonate) to take the place of oyster shell; meat meal from Utah packing plants; dried buttermilk from local creameries; sunshine the year around. All these, coupled with a high altitude and a mountain atmosphere conducive to the health, vigor and contentment for the hens, make Utah pre-eminent an inviting place in which poultrymen can advance.

Turkey raising, although enjoying an enviable reputation, is still in its infancy. All things considered, the farmer or stockman in Utah enjoys advantages not found elsewhere.



*The University of Utah occupies an inspiring location; Fort Douglas in background
East High School Typical grade school*

*The six bottom views are of representative denominational churches and include
Unitarian, Methodist Episcopal, Roman Catholic, St. Paul's
Episcopal, Congregational and Immanuel Baptist*

Part Seven

A DELIGHTFUL PLACE IN WHICH TO LIVE

BESIDES offering vacation delights of unusual interest to thousands of visitors every year, Salt Lake City is a home city of more than ordinary attractiveness. The residential districts reflect a desire and ability on the part of the citizens to live as well as any urbanites in the land.

In the homes of a community will be seen outward evidences of the character of the people. Nowhere is there to be found a larger proportion of distinctive and charming homes than in a drive through Salt Lake City's residential areas. On spacious lawns bordered with flowers and shrubbery, and shaded by stately trees, most of the homes here possess that air of hospitality and suggestion of comfort that seem to say, "Here, truly, life is full of joy!"

To the great surprise of visitors, real estate prices in Salt Lake City are one-third to one-half less than the prices of similar property in other cities of comparable size. Construction costs, too, are low. In every respect Salt Lake City is ideal as a place in which to make a permanent home. It is a city of home owners.

Educational facilities in Salt Lake City (in fact, in all of Utah) rank among the best in the nation. One of the first acts of the pioneers after their arrival here in 1847 was the establishment of schools, and the University of Utah, then called the University of Deseret, founded in 1850, is

one of the oldest institutions of higher learning in the West. In either public or private schools the youth of the state are given advantages not surpassed anywhere in the United States.

A splendid public library system; frequent art exhibitions; and several entertainments every year by talented musical organizations contribute to the cultural life of the community.

The churches of Salt Lake City, by their number, character and the variety of religious denominations they represent, typify the broad and tolerant spirit of the West. Practically every creed is represented here, and services are as a rule well attended, evidencing the admirable moral tone of the community. Salt Lake City has no slums; the people generally enjoy high standards of living and have every cultural influence.

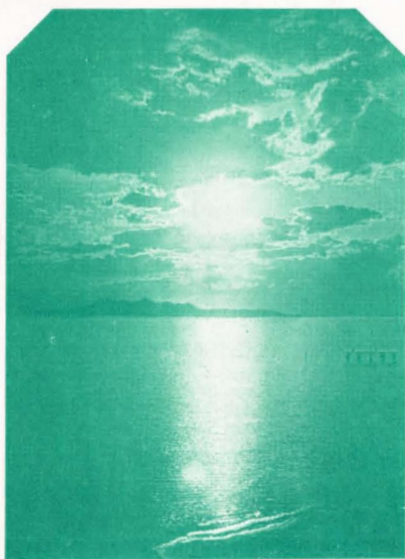
In every respect a metropolitan center, Salt

Lake City yet is not so big as to be congested and overcrowded. It does not take half a day for the Salt Laker to reach his golf course, tennis courts or amusement resorts. A drive of half an hour, at the most, will take him from the business and hotel district to these places. The traffic problem is minimized by Salt Lake City's wide streets. The advantages of a large city are to be had here without any of the disadvantages, which, in the opinion of many, makes it an ideal place.



One of the twin entrance gates to the University of Utah campus

THERE IS, indeed, much to see and much to do in Salt Lake City and Utah. To be complete, a trip across the country should include provision for a stopover here of not less than three days and preferably ten days. Glimpses of the West that was—an appreciation of the West that is—the permanent marks of a strange and mighty drama—the boundless opportunities for recreation in truly stupendous settings, for living and growing in a region whose wealth in natural resources staggers the imagination—crowded hours of new and interesting experiences—what finer vacation could one honestly hope for! Come this year with thousands of other vacationists, pleasure-bound!



A sunset lays a path of gold across Great Salt Lake—the end of a perfect day!

In addition to this book, the Chamber of Commerce, a completely departmentalized institution, publishes books containing up-to-date information, under the following titles: *7 One-day Trips in and Around Salt Lake City and Utah*; *Salt Lake City—Manufacturing and Distributing Center of the Intermountain West*; *Mines and Minerals of Utah*; *Agriculture and Livestock in Utah*. Any of these, or special data pertaining to individual problems, will be sent on request.

Address: THE CHAMBER OF COMMERCE, Salt Lake City, Utah

THIS BOOKLET gives only a
glimpse. Utah invites the visitor
to come and see. A cordial welcome
will be received from people hospitable
by nature and training.