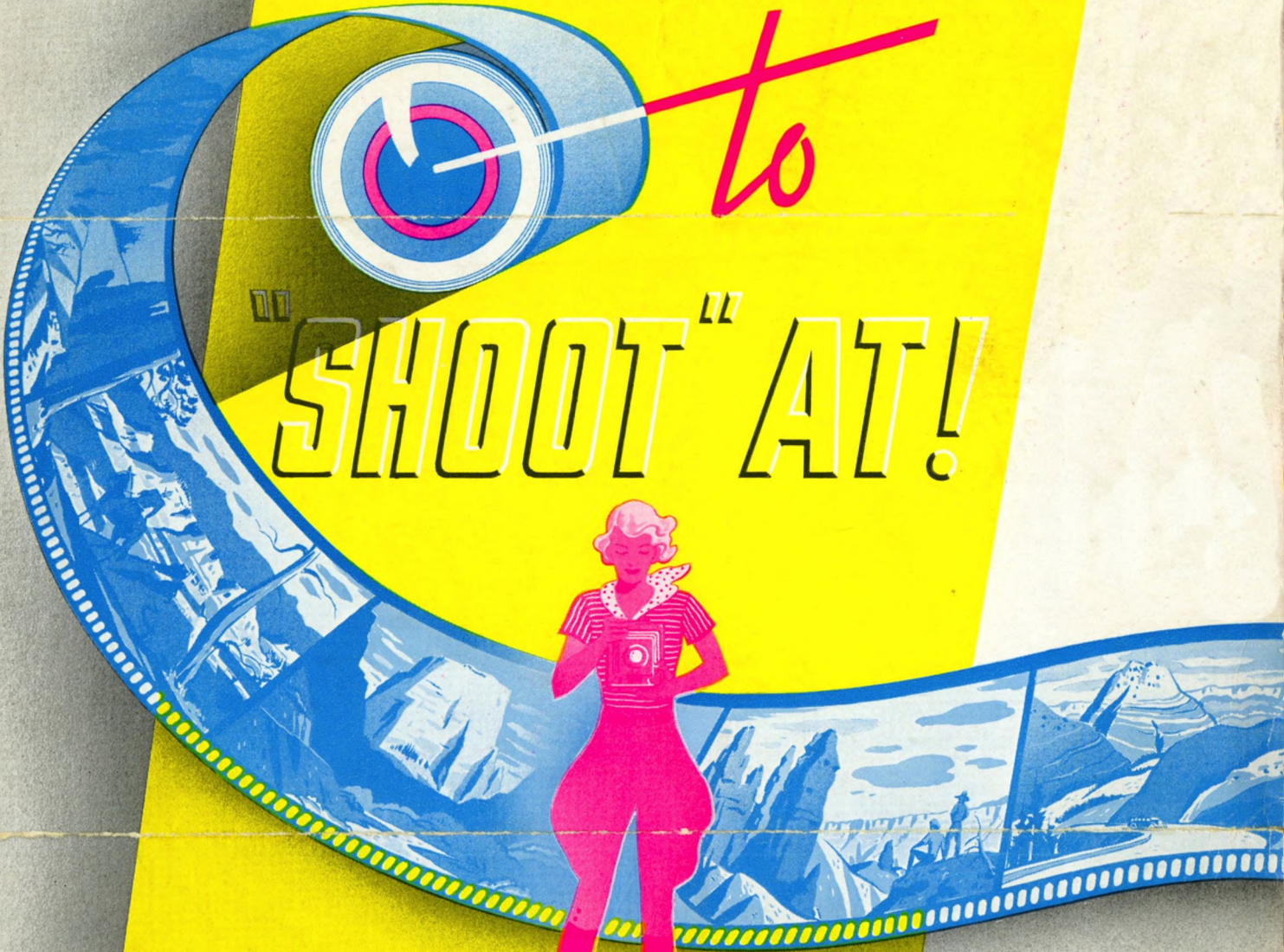
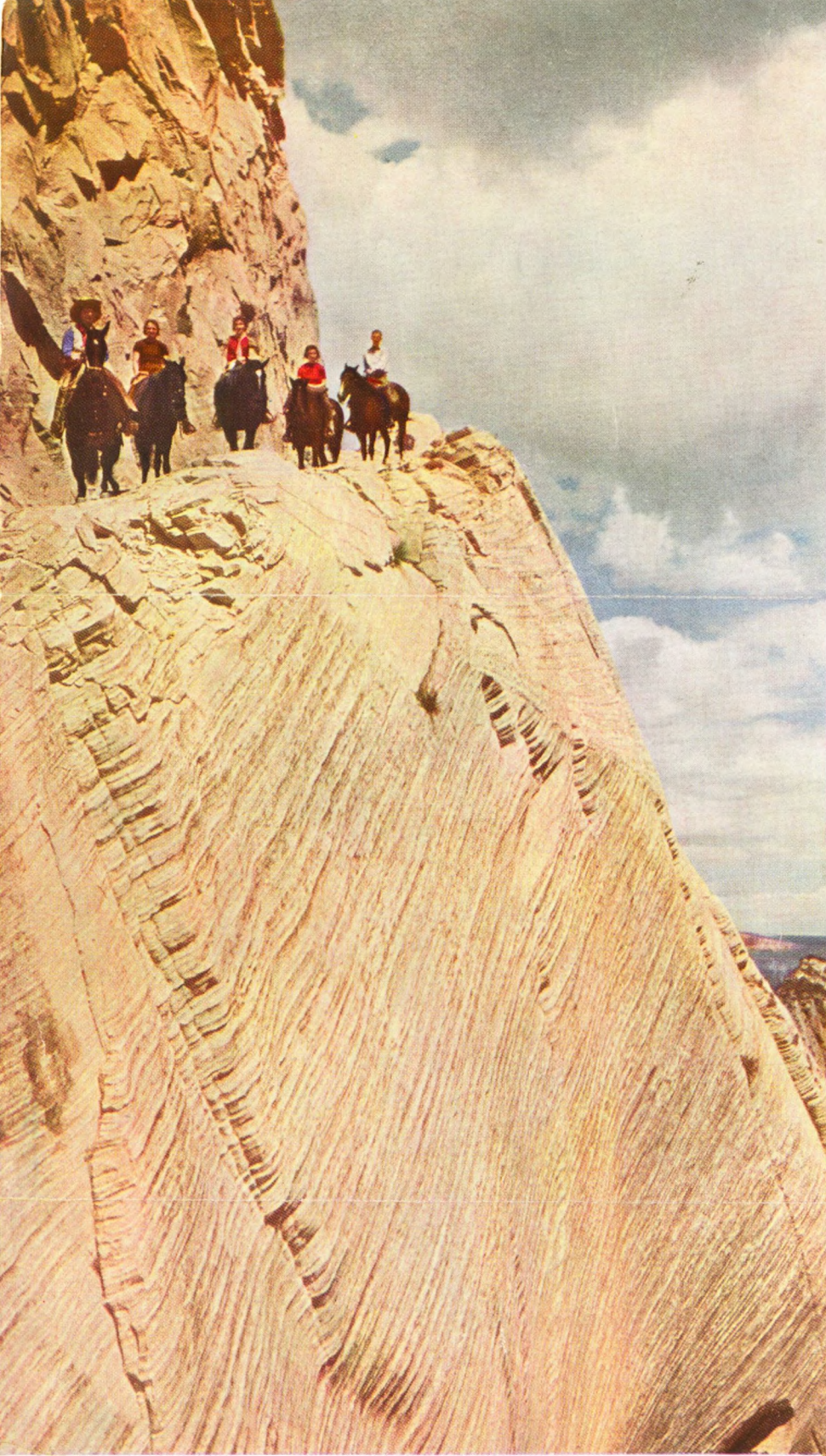


PLENTY

to

"SHOOT" AT!





Wherever you turn .
from wherever you

A NEW PICTURE

presents itself in

UTAH-ARIZONA NATIONAL

● Tell your patrons what a country this is. You don't have to spend all day looking for a picture. You can close your eyes, point your finger anywhere and snap your shutter on a picture. Nowhere else in America will you find a picture of such incredible variety, such color, such astonishment.

● And whether your picture will be taken! It will be one's head with a picture a day to be stored. You will never forget the picture with purples and blues, the shimmering bewitching forest of friendly green, the rainbow brilliance, the fun that was there, the people that were there, everyone says it's a wonderland country. Utah, the gateway to a fascinating realm. 6-day motor bus

ZION NATIONAL PARK presents a thrilling new picture at every turn of its fascinating mountain and valley trails . . . and what a joy it is to explore its wonders like this, seated safely on a trusted trail-horse.



...
you are ...

ATURE

the ONAL PARKS

is for camera fans.
ng for a "picture."
our camera most
a scene of beauty.
nd such inexhaust-
ishing formations.

er cameras are carried or not, pictures
Those two little lenses in the front of every-
ill be clicking a thousand mental pictures a
red in memory's treasure house. ● Who can
those mighty walls of Zion boldly varnished
and reds and whites — the cosmic spacious-
hammering colors of Grand Canyon — the
forms and pastel loveliness of Bryce — the
glades of the Kaibab Forest — and the rain-
e of Cedar Breaks. ● And who can forget the
had on a trip like this and the interesting
were met. "Yes, it certainly was worth it,"
s. ● The cost of a vacation in this thrilling
can be very reasonable. Fares to Cedar City,
teway, are low this summer and all the
regions may be seen easily on an inexpensive
us tour.



GRAND CANYON viewed from the towering heights of the famous North Rim, which your patrons can visit on a Union Pacific tour, has been called the most sublime spectacle on earth. Its color and vastness are indescribable.

BRYCE CANYON is the gem of all our National Parks. Its millions of weird and lovely formations are magic to the imagination. Bryce Canyon is an experience no one should miss.





Strawberry Cactus
Echinocereus coccineus



Cactus
Opuntia rhodantha



Beavertail Cactus
Opuntia basilaris

UNION PACIFIC'S

"BIG 3" IN NATIONAL PARK VACATION'S

Can be visited easily - inexpensively
on an

ALL-EXPENSE • ESCORTED TOUR

WHEN telling your patrons about the scenic glories and interesting vacation possibilities of the Utah-Arizona Wonderlands, be sure to tell them how simple it is to visit them on a Chicago & North Western-Union Pacific Department of Tours all-expense tour.

One low cost covers everything. Your patrons will see the best of scenic attractions and meet the most interesting people. They'll find it's fun to travel this care-free way with no worries or responsibilities; and people are recognizing this fact more and more every year.

Tours are arranged so that your patrons can visit these three National Parks as a complete vacation or they can include them on a tour to Yellowstone, or Colorado.

Many of your patrons en route to or from California will be glad to stop over at Lund and see Zion, Bryce and Grand Canyon. Tell them how easily it can be done. And don't forget to mention a stopover at stupendous Boulder Dam and Lake Mead, the West's newest attractions.

If you haven't your copy of the 1936 Zion Red Book write for it today.

A. J. SEITZ
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Salt Lake City, Utah

A. V. KIPP
Assistant Traffic Manager
Los Angeles, Calif.

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Assistant Traffic Manager
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Union



Pacific

THE BOULDER DAM ROUTE