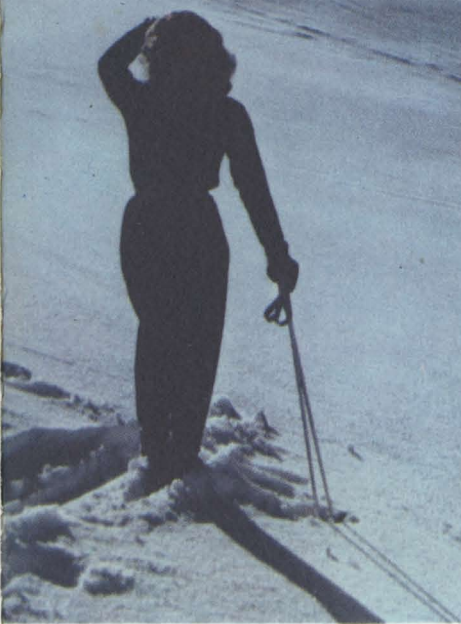


Sun Valley

IDAHO



America's Foremost



Winter Sports Center

It didn't just happen that "Sun Valley" spells perfection of pleasure to winter sports and fun enthusiasts the world over.

• Such factors as scenic setting, climatic conditions, and physical terrain were carefully considered in an exhaustive study, prior to Sun Valley's development. It was obvious that the Sawtooth Mountain Region of Idaho was the perfect location for a year 'round resort. Its picturesque peaks fringing the naturally formed valley; the many miles of smooth, ski-perfect slopes; the invigorating, moisture-free air and made-to-order snow—light and powdery—leave nothing to be desired • Add to this ideal setting the thoughtful comforts of the world's finest hotels . . . every conceivable facility for your convenience and pleasure . . . the friendly informality of the Old West . . . and you have life exactly as you like it—at SUN VALLEY!





Sun Valley's ski lifts are considered by experts to comprise the greatest single contribution to the enjoyment of skiing. In operation are eight fast, electrically-powered chair lifts, including one on Baldy Mountain in three sections, 11,005 feet long, and a new chair lift, 2,900 feet long, from Cold Springs Canyon to the Round House, with a vertical rise of 1,090 feet. There is also an additional new lift 1,200 feet long on Dollar Mountain for novices. These lifts, together with those on Proctor and Ruud mountains, assure a maximum of downhill skiing with a minimum of effort.

... on slopes of powder snow.

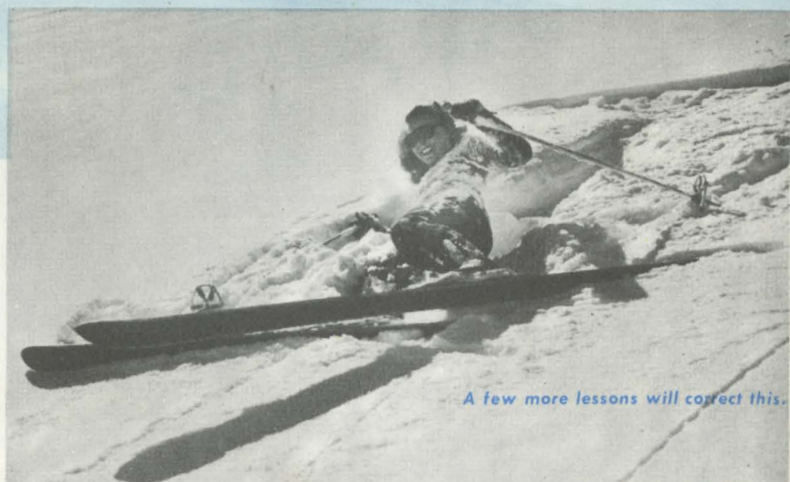
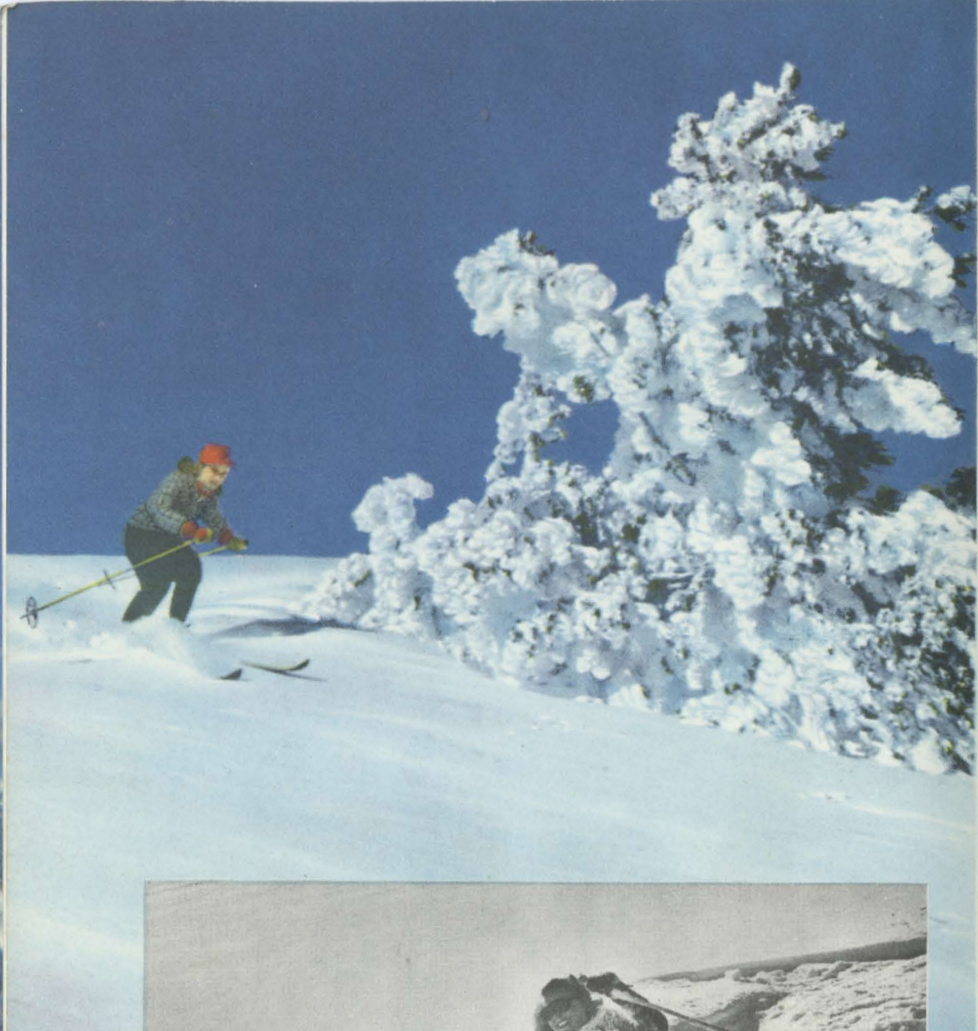




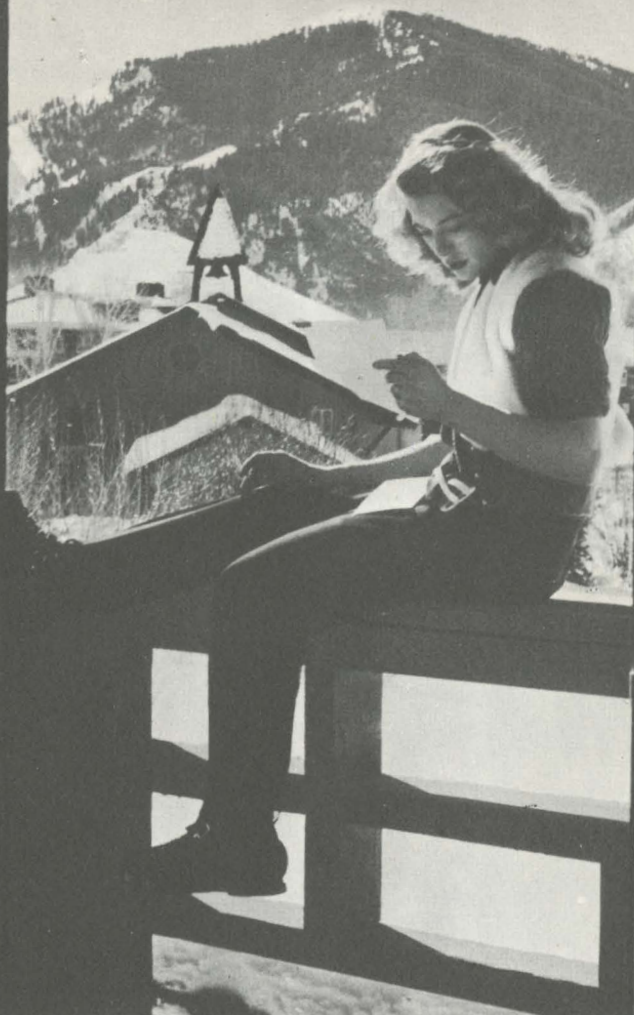
A glance at the guest book offers conclusive evidence of Sun Valley's wide, universal appeal. It not only attracts discriminating vacationists from the earth's far corners, but fun-fans of all ages as well. Swimming, ice-skating, sleighing and dog sledding follow skiing in close succession on the popularity list. Guests of all ages also enjoy the opportunities to just bask in the warm sun and acquire an enviable, healthy tan.

"Young America" takes up a new sport.





A few more lessons will correct this.



The Opera House as seen from a shop in Challenger Inn Village.

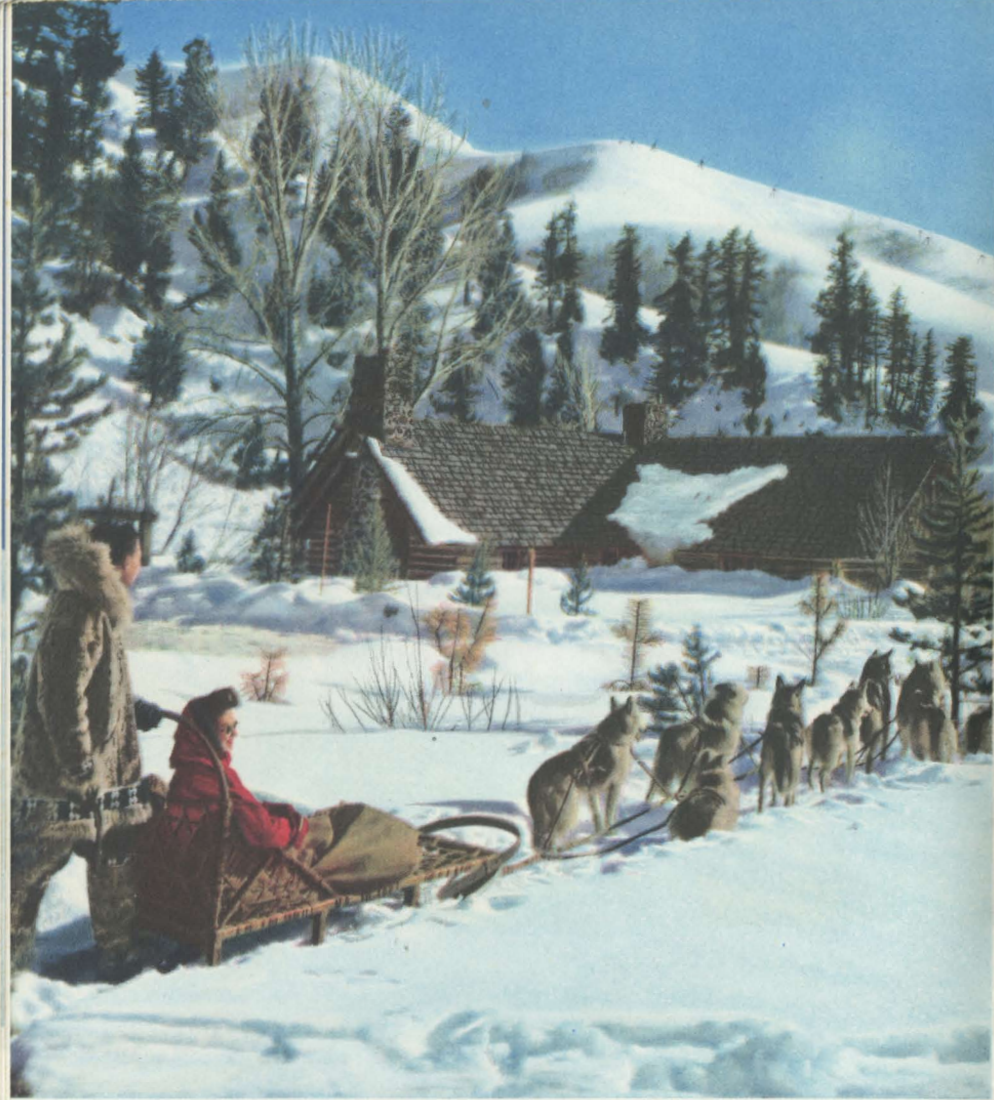
Guests may, if they wish, plan each hour of their stay and have practically every moment filled with activity. Or, they can forget about plans and schedules . . . live each wonderful day in restful relaxation . . . and enjoy the most carefree vacation they've ever known.



The Sun Valley Ski School, in charge of Otto Lang, executive director, with Toni Matt, head instructor, is internationally known for its ability to give beginners a grasp of controlled skiing fundamentals. If you've never skied, but always wanted to, Sun Valley is the ideal place to learn. By following the competent instructor's directions you will be amazed to find how quickly you can master basic skiing principles—how soon you will ski with confidence and in perfect safety. Many, at Sun Valley, find themselves enjoying this greatest of all winter sports thrills, on ordinary terrains, after a single week of lessons.



The frosty tinkle of sleighbells adds a delightful note.



Trail Creek Cabin

In equipping the two hotels, Sun Valley Lodge and Challenger Inn, nothing has been overlooked for your absolute comfort and convenience. Distinctly different, each meets requirements of the most exacting guest. The Inn, styled to resemble a com-



A feast for the eyes as well, from Trail Creek Cabin.

plete mountain village, is especially colorful, and the Lodge enjoys the reputation of being the finest hostelry of its kind in the country. Both are operated on the European Plan.

Three miles distant from Sun Valley Lodge and Challenger Inn is charming Trail Creek Cabin, a popular center of activity. It's a perfect place for private parties of twenty to thirty persons.





Spacious skating rinks are closely adjacent to Sun Valley Lodge and Challenger Inn. There are natural ice rinks at both hotels, and in addition, there is an artificial rink at the Lodge which assures skating even on unusually warm winter days and in the late spring.

Sunny days find diners taking luncheon on the terrace overlooking the ice rink at the Lodge.

Lessons for beginners and advanced figure skaters are offered by a competent corps of instructors, who stage a graceful exhibition on the Lodge rink each afternoon for the entertainment of guests.

The Round House, high up on Baldy Mountain and reached by ski lift, is a delightful place to pause for lunch or a hot beverage. Reached by a short walk from the summit of the second section of the chair ski lift, it is a rendezvous for skiers on Baldy Mountain. The inviting interior is warmed by four fireplaces. The sun decks surrounding the main building are popular lounging places on sunny days where a flattering winter tan can be acquired. From this lofty vantage point, an inspiring view of the rugged Sawtooth Mountains is obtained.

The Round House on Baldy Mountain commands an inspiring view.





One of Sun Valley's two year 'round swimming pools.

No publicity "stunt" but actually one of Sun Valley's most popular winter pastimes is swimming in the two outdoor, warm-water pools. Enclosed in glass walls, they are open at the top to give swimmers and sun-bathers full benefit of the unusually warm winter sun.



Sun Valley, IDAHO





Above . . Excellent meals, expertly served, are routine in the main dining room at the Lodge, also in the Ram, Continental Cafe and the Skiers' Cafe at Challenger Inn.



Left . . The Redwood Lounge in the Lodge is smartly modern, yet intimate and inviting.

When evening falls, lights glisten across the snow and the entire village is transformed into a different, exciting world. Don comfortable sports clothes for dinner. Later you'll join friends in the Lodge Duchin Room where a popular orchestra plays for dancing. The versatile trio of musicians at The Ram, Challenger Inn, add to the air of gay informality there.



Harl Smith's Orchestra, maker of melodies.



Activities

Listed below are activities and facilities at your command while you are a Sun Valley guest.

Ski Lessons Ski instruction in groups or classes \$5.00 per day, \$3.50 per half day, \$12.00 for three days or \$22.00 for six lessons to be taken within ten consecutive days, including Sundays. Private lessons, when instructor available, \$8.50 per hour; \$3.00 for each additional person using same instructor.

Ski Lifts Ski lift tickets, including transportation to lifts, \$4.00 per day; \$22.50 per week; \$75.00 per month; \$150.00 per season. Ticket good for three consecutive days, \$11.25. Single ride on Baldy Mountain Ski lift, \$3.00.

Ice Skating Instruction available, private lessons by appointment, \$4.00 per lesson for beginners, \$5.00 per lesson for advanced students. Use of natural ice rinks, 75¢ per day, \$3.75 per week—artificial ice rink, \$1.50 daily, \$7.50 weekly. Skate rental, \$1.00 per day.

Dog Sleds Available at \$4.00 per hour, \$3.00 per half hour. Charge includes driver.

Bobsleds, Sleighs and Cutters Double cutter, \$6.00 per hour. Bobsled parties, minimum of ten persons, \$1.00 per hour, per person. These charges include driver.

Skeet, Trap, Rifle, Pistol Shooting Skeet and trap shooting grounds are completely equipped. \$3.00 charge for string of 25 birds includes shells and service of attendant. Gun rental, 75¢ per day. Instruction available.

Bowling Alleys—Pool Six excellent alleys are in the game room of the Lodge. Bowling, 40¢ a line. Pool, 75¢ per hour.

Music and Dancing Available in the Duchin Room at the Lodge and in The Ram at Challenger Inn every evening.

Opera House Conveniently located to Sun Valley Lodge and Challenger Inn, this 500-seat movie theatre shows first-run pictures nightly and Sunday afternoon.

Stores and Shops Winter sports equipment, clothing, ski paraphernalia, skates, swimming suits and accessories may be purchased at stores in the Lodge and Challenger Inn. Ski rental, \$1.50 per day or \$6.00 per week.

There's also a curio-gift shop, photo shop, greenhouse and a drug store in Sun Valley Village.

Beauty and Barber Service Completely equipped beauty parlor and barber shop are located in Sun Valley Lodge.

Physio-Therapy Department The two treatment rooms are equipped with electric cabinets, infra-red lamps, massage table, shower and dressing rooms. Experienced attendants for Physio-Therapy, Diathermic and Infra-Red treatments.

Hospital Facilities and Doctor's Service There's a full-time resident physician and surgeon available, with a completely equipped office and trained staff at his disposal.

Western Union and Post Office Western Union service is available at both hotels. A U. S. Post Office in Challenger Inn serves all the village.

Railroad Information—Reservations A competent Union Pacific representative is on hand to assist guests in arranging for tickets, securing reservations and furnishing other railroad information.

Church Services Catholic and Protestant services are held each Sunday.

Ski Meets



With 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. Among these exciting, competitive events to be held during the 1947-48 winter season are:

Sixth Annual Intercollegiate Ski Meet

Seventh Annual Mid-Winter Sports Carnival and Interstate Ski Meet

Sun Valley Ski Club Meet

Eighth Annual Open Competition for the Harriman Cup and National Downhill and Slalom Races

Idaho American Legion Junior Championships

Sun Valley also offers the popular, low-cost "Learn To Ski" weeks for beginners and advanced students, as follows: January 4-10 inclusive; January 11-17 inclusive and January 18-24 inclusive.

Other featured sports spectacles during the winter-spring season are the colorful Ice Skating Carnivals and the Sun Valley Snow and Spring Sports Meet.





Spring Skiing



Boulder Basin, where winter's lingering snow defies the summer sun.

Boulder Basin

Not far from Sun Valley—18 miles, to be exact—on a site near an abandoned mining camp, comfortable guest accommodations have been set up in refurbished, rustic log cabins for devotees of late spring and early summer skiing. Here, in a truly frontier setting of primitive, unspoiled mountain beauty, just as it has remained for centuries, good skiing can be enjoyed all through the month of June and into early July.

The trip to Boulder Basin is a spine-tingling thrill in itself. Only the doughty "jeep" can negotiate the rugged, winding mountain road which leads to the 9,000 foot elevation. The

view from this road, all the way to the very top of the peak, 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.

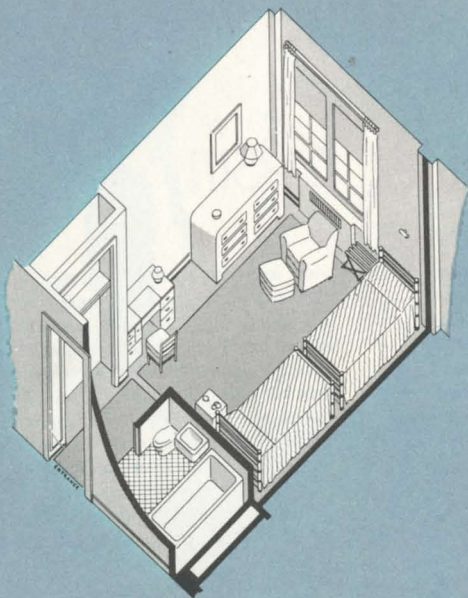
The Basin also offers many opportunities for the rock climber to test his ability.

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

AVERAGE TEMPERATURES

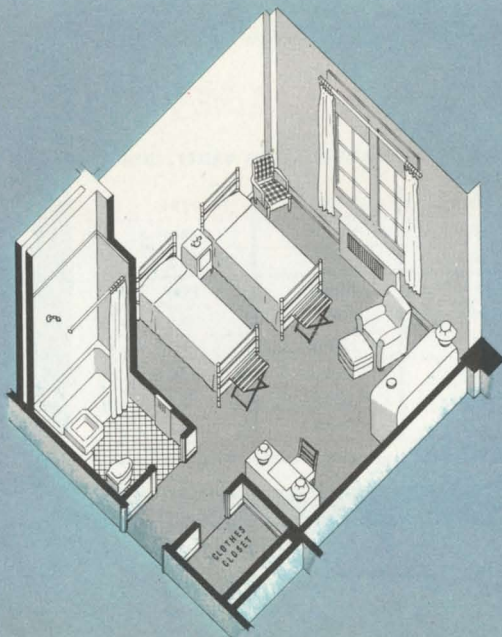
AVERAGE DAILY MAXIMUM TEMPERATURES AT SUN VALLEY, IDAHO

Month	1944	1945	1946
November	38.7	41.3	40.8
December	33.2	29.0	34.3
	1945	1946	1947
January	36.4	30.8	28.0
February	35.3	35.3	41.9
March	41.4	44.1	45.9
April	47.9	57.5	55.4
May	62.9	63.6	68.1



The drawing at left illustrates a typical room with private bath at Sun Valley Lodge. The rate for this room is \$12.00 per day single, and \$16.00 per day double. All rates are European Plan—meals not included. A la carte service is offered in the Lodge dining room.

TYPICAL SUN VALLEY LODGE ACCOMMODATIONS



This drawing illustrates the floor plan of a larger room than the one above. Note the tasteful arrangement of furnishings; the convenient bath, and plenty of wardrobe space for extra clothing. The rate for this room is \$16.00 per day single, and \$20.00 per day double.

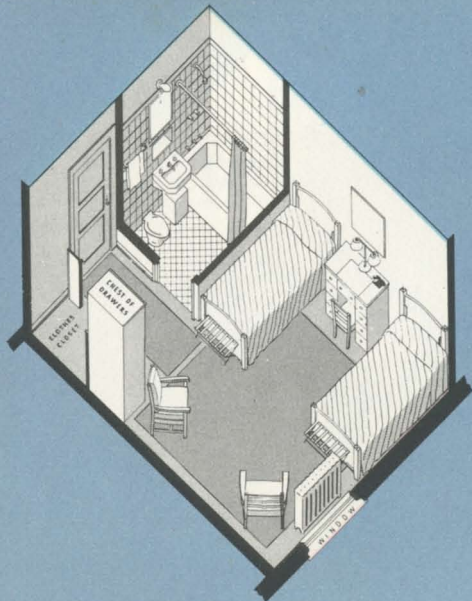
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Detailed rates for other type accommodations at Sun Valley Lodge may be found on page 30.



Guest rooms in the Lodge are modern, spacious, richly appointed.

Ultra modern, yet comfortably homelike is the keynote of guest room design at Sun Valley Lodge and Challenger Inn. They are so smartly appointed, so luxuriously furnished that it's really hard to realize you are at the edge of America's last primitive wilderness. That's gracious living—in the Sun Valley manner.

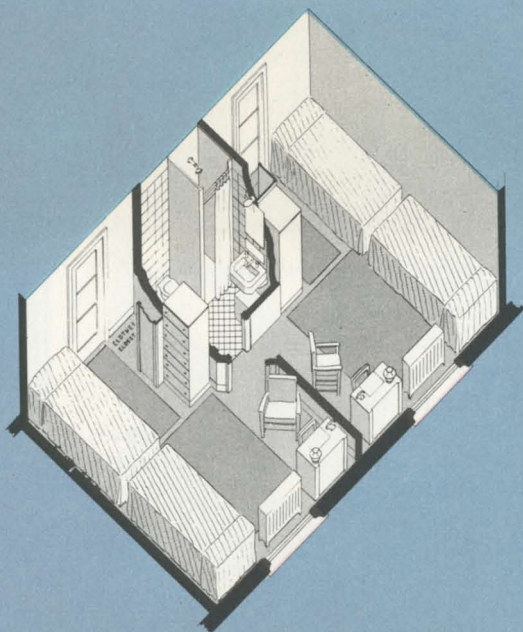


Illustrated at left is a typical room at Challenger Inn with private bath and shower room. The rate for this type of accommodation is \$10.00 per day single, and \$14.00 per day double.

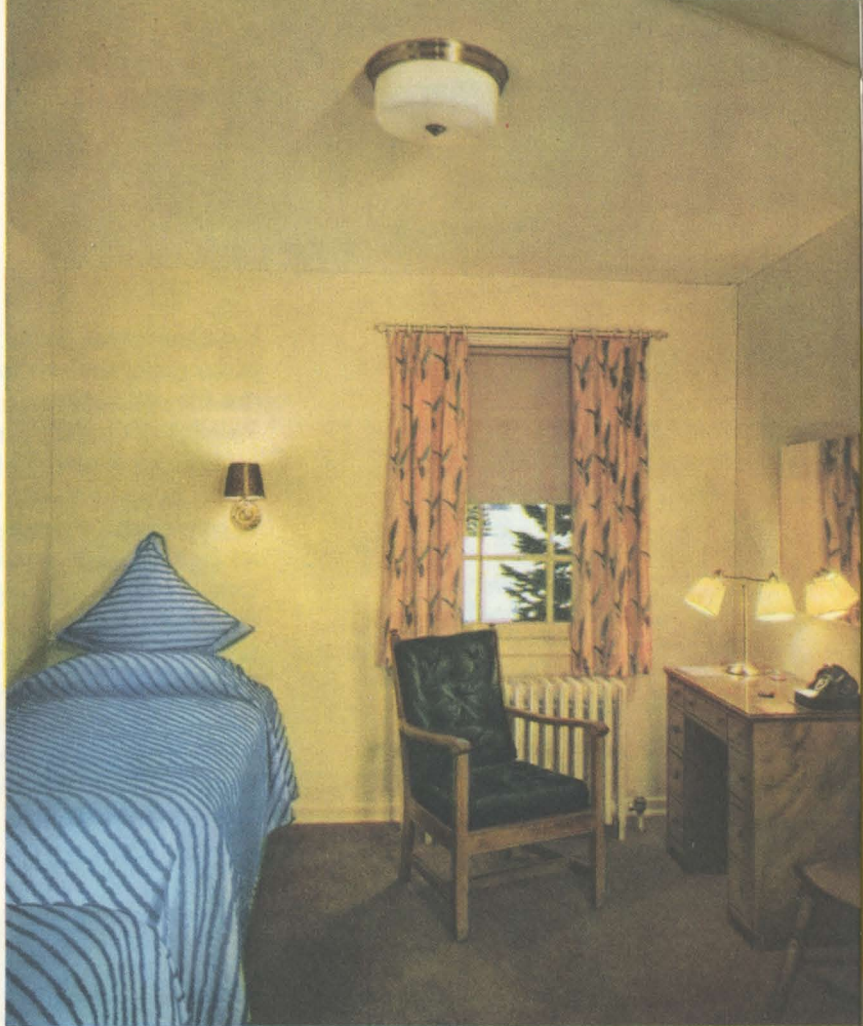
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Detailed rates for other type accommodations at Challenger Inn may be found on page 31.

TYPICAL CHALLENGER INN ACCOMMODATIONS



The drawing at left 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. The rate for this type accommodation is \$6.00 per day single, and \$10.00 per day double.

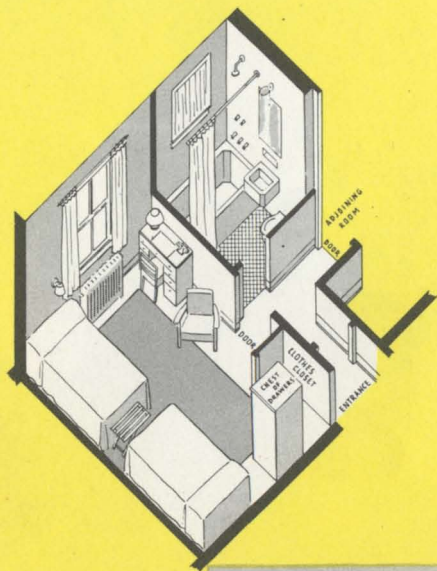


Challenger Inn guest rooms are designed for comfortable living.

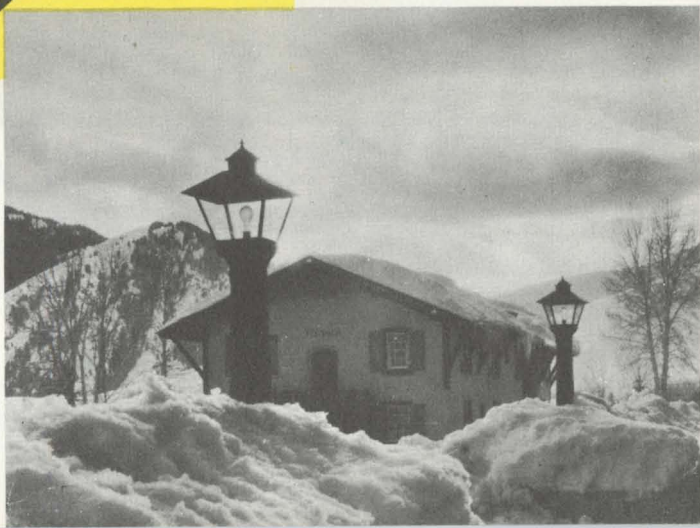
The Challenger Inn assures guests of economical and delightful vacation living. It resembles an Alpine village, both in architecture and appointment. Accommodations are styled in modern design, cheerful and comfortable in every respect.

Challenger Inn has three places where meals can be procured—The Ram, the Cafe Continental, and the Skiers' Cafe. Swiss chefs prepare special dishes that are in keeping with the charming Tyrolean atmosphere.

The Cottage



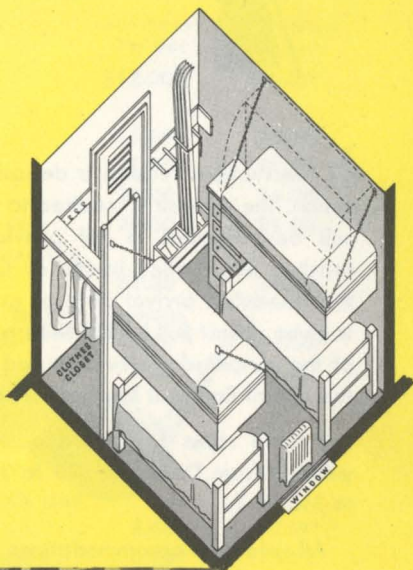
For those who prefer more privacy, yet wish to be near the life and activity of Sun Valley Village, The Cottage is ideal. Set apart from Challenger Inn proper, it is within convenient distance from all facilities such as skating rink, swimming pools and the Opera House. The Cottage has accommodations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



The Chalets

The 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.





RATES AND INFORMATION

All reservations require a deposit upon receipt of deposit notification. The deposit is credited to the guest's account. Such deposit will be refunded in full provided notification of cancellation reaches Sun Valley Lodge or Challenger Inn 30 days prior to the scheduled arrival date of guest. If less than 30 days' notice is given, effort will be made to resell the space for the full period of the cancelled reservation and all but whatever sum represents the actual financial loss on the space will be rebated.

Double rates for single occupancy will be charged during periods from December 20 to January 3 and from January 25 to March 1.

All rates for accommodations at Sun Valley are based on the European Plan—meals not included.

Children 8 years of age and under are entitled to half-rate on room accommodations and meals (reduced portions) at the Lodge and Inn. This does not apply to Chalet rooms.

Personal servants assigned to room with running water, no private bath—\$6.00 per day. Meals provided at staff tables—30 per cent discount. If regular accommodations are provided, standard guest rates apply.

Sun Valley Lodge opens December 20 for the winter season. Challenger Inn is open the year 'round.

Reservations for any type of accommodations at Sun Valley can be made direct through W. P. Rogers, general manager, Sun Valley, Idaho, or through any Union Pacific representative. See list of offices on page 32.

SUN VALLEY LODGE	One Person Per Day	Two Persons Per Day
Room with private bath	\$12.00	\$16.00
Larger room with private bath		
(North exposure)	16.00	20.00
(South exposure)	18.00	22.00
Large corner room with private bath	20.00	24.00
Large room with bath and private sun deck . .	24.00	28.00
Two-room suite (large room with connecting sitting room)	32.00	36.00
Deluxe suite with bedroom, bath, parlor and sun deck	40.00	44.00
Room with running water, no private bath . .	8.00	12.00
CHALLENGER INN		
Room with private tub and shower bath . . .	10.00	14.00
Room with running water, sharing tub and shower bath	8.00	12.00
Room sharing shower with connecting room . .	6.00	10.00

CHALET ROOMS WITH RUNNING WATER

Daily rate: \$2.50 per bed, per person

CHALET ROOMS WITHOUT RUNNING WATER

Daily rate: \$2.00 per bed, per person

THE COTTAGE

Room sharing tub and shower bath

Single, \$8.00 per day . . . Double, \$12.00 per day

UNION PACIFIC TRAVEL OFFICES

Let one of Union Pacific's courteous and informed representatives make your reservations at Sun Valley and assist you with the details of your trip. There is no cost to you and you will find his helpful suggestions will add materially to your enjoyment of the trip. Write, phone, or call at any of the Union Pacific offices listed below.

Aberdeen, Wash. 3 Union Passenger Sta.
Alhambra, Cal. 121 W. Main St.
Astoria, Ore. Foot of 11th 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
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 & 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.
Pomona, Cal. Union Pacific Station
Portland 5, Ore. 701 S. W. Washington St.
Reno, Nev. 25 Cladianos Bldg.
Riverside, Cal. 7th & Vine Sts.
St. Joseph 2, Mo. 517 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 Don Burton 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.
Yakima, Wash. Union Pacific Bldg.

UNION PACIFIC RAILROAD

Printed by Poole Bros., Chicago, Ill.

U.S.A.—10-47



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|-----------------------------|------------------------------|
| 1 Sun Valley Lodge | 9 Stables |
| 2 Challenger Inn | 10 Rodeo Arena |
| 3 The Cottage | 11 Skeet & Trap Shooting |
| 4 Opera House | 12 Trail Creek Cabin |
| 5 Chalets | 13 Proctor Mountain Ski Lift |
| 6 Warm Water Swimming Pools | 14 Ruud Mountain Ski Lift |
| 7 Ice Skating Rinks | 15 Dollar Mountain Ski Lift |
| 8 Garage | 16 Ketchum |
| 17 Baldy Mountain Ski Lift | |

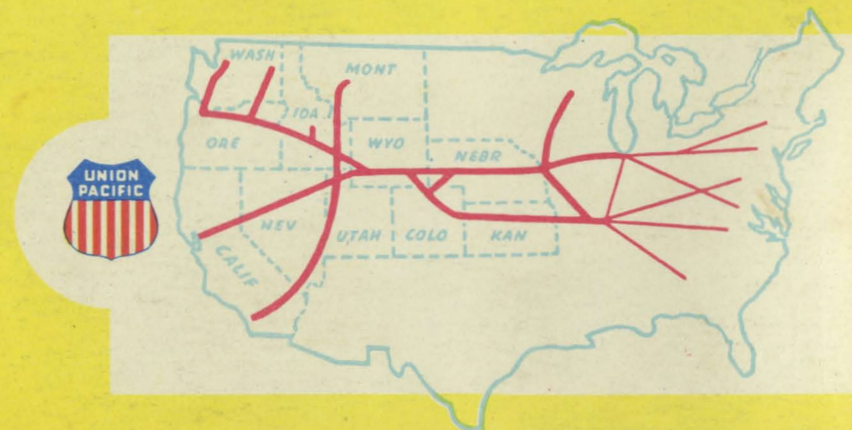


Above . . There's bowling, pool and ping pong in the Lodge Game Room.

Below . . The trio entertains nightly in The Ram.



THE SEASONED TRAVELER GOES BY TRAIN



FOR DEPENDABLE TRANSPORTATION

Be Specific . . . Say "UNION PACIFIC"