



ALONG THE OREGON COASTLINE NEAR CANNON BEACH

EKTACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

JANUARY • 1949

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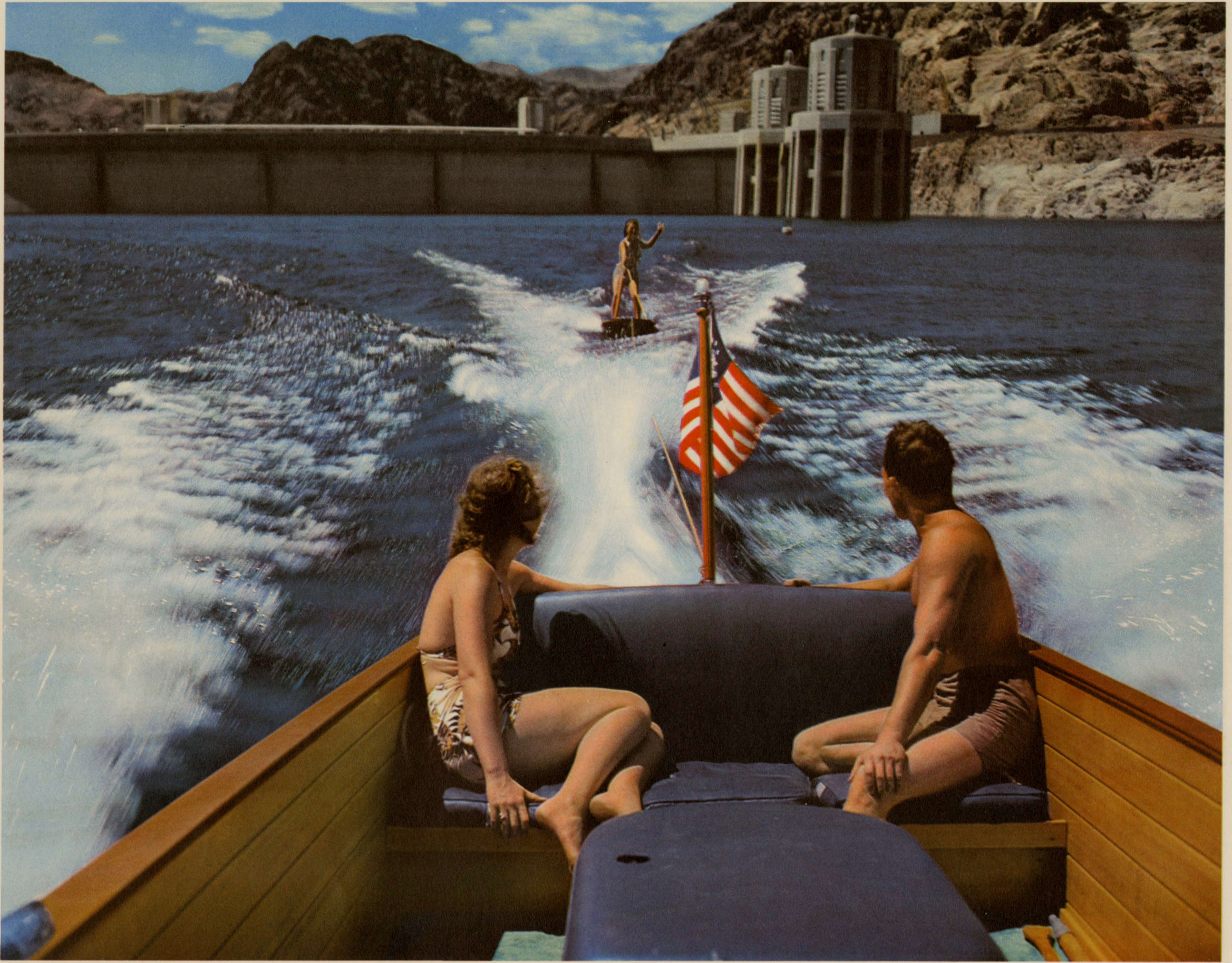


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BOATING ON LAKE MEAD, FORMED BY HOOVER DAM, NEAR LAS VEGAS, NEVADA

KODACHROME BY UNION PACIFIC

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FEBRUARY • 1949

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1949

JANUARY

MARCH

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THE INCOMPARABLE GRAND CANYON FROM POINT SUBLIME ON THE NORTH RIM

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

MARCH • 1949

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SUN VALLEY, IDAHO, A MECCA FOR SUMMER AND WINTER VACATION PILGRIMS

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

APRIL • 1949

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1949

MARCH

MAY

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ANGELS LANDING, A SPECTACULAR LANDMARK IN ZION NATIONAL PARK, UTAH

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

MAY • 1949

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KODACHROME BY UNION PACIFIC

AN ARTIST'S PARADISE IN ROCKY MOUNTAIN NATIONAL PARK, NEAR DENVER, COLORADO

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

JUNE • 1949

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BRYCE CANYON NATIONAL PARK, UTAH, WHERE EROSION SCULPTURES FANTASTIC, COLORFUL FORMATIONS

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

JULY • 1949

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JUNE

AUGUST

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TIPSOO LAKE AND MOUNT RAINIER IN RAINIER NATIONAL PARK, WASHINGTON

EKTACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

AUGUST • 1949

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DUDE RANCH PARTY ON A MOUNTAIN TRAIL IN THE SCENIC WEST

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

SEPTEMBER • 1949

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JACKSON LAKE, AND MOUNT MORAN IN GRAND TETON NATIONAL PARK, WYOMING

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

OCTOBER • 1949

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STREAMLINED UNION PACIFIC PASSENGER STATION, LAS VEGAS, NEVADA

EXTACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

NOVEMBER • 1949

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A "CHRISTMAS CARD" VIEW OF CHALLENGER INN, SUN VALLEY, IDAHO

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

DECEMBER • 1949

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1949

NOVEMBER

JANUARY

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SHEEP RAISING IS AN IMPORTANT INDUSTRY IN THE UNION PACIFIC WEST

KODACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

1950

JANUARY							MAY							SEPTEMBER						
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FEBRUARY							JUNE							OCTOBER						
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MARCH							JULY							NOVEMBER						
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UNION STATION BUILDING OF MODERN DESIGN AT OMAHA, NEBRASKA

EKTACHROME BY UNION PACIFIC

UNION PACIFIC RAILROAD

ROAD OF THE DAILY *Streamliners*

FIRST PAGE A colorful view of the historic San Fernando Mission, including a portion of the famous Gardens. The Mission was founded in 1797 by Fra Junipero Serra, seventeenth of the Franciscan mission chain he built and nurtured in California. The well-kept ruins seen today date from 1810. It is the fifth Mission in geographic order on El Camino Real (The King's Highway):

1/25 second, F11, Type B Kodachrome with corrective filter, 4 x 5 Speed Graphic 5" Ektar Lens.

SECOND PAGE This colorful irrigation scene near Aberdeen could be duplicated in a score of other places in Idaho or in other western states. There the storage and diversion of water for agricultural uses have reclaimed millions of arid acres, and literally made the desert to "bloom like a rose".

1/25 second, F11, Daylight Type Kodachrome, 4 x 5 Speed Graphic, 5 1/4" Zeiss Tessar Lens.

JANUARY This enchanting view is from a lofty point near Cannon Beach on the coast of Oregon. Here, where a forest of pines marches down to dip its roots in the waters of the Pacific, is a recreation spot of sheer beauty. This rugged shore line, opening into occasional wide beaches, furnishes a summer playground for many thousands of people.

1/5 second, F22, Daylight Type Ektachrome, 8 x 10 View Camera 13" Cooke Lens.

FEBRUARY The fame of Hoover Dam continues to grow as the number of its visitors increases each year. Here we see the upper face of the Dam which, 29 miles from Las Vegas, Nevada, holds back the Colorado River to form Lake Mead, and controls the flood waters of the raging stream, diverting their energy into industrial uses.

1/25 second, F14, Daylight Type Kodachrome, 4 x 5 Speed Graphic, 5" Ektar Lens.

MARCH Words do not well describe the Grand Canyon of the Colorado. The view each person has of it is colored by his own emotions. This is a long view, 12 miles or more, across the mile-deep abyss in northern Arizona from Point Sublime on the lofty North Rim. Grand Canyon Lodge, a few miles distant, is reached by a fine highway from Cedar City, Utah.

1/2 second, F36, Daylight Type Kodachrome, 8 x 10 View Camera, 16 1/2" Goerz Dogmar Lens.

APRIL Here is a fine summer view of Challenger Inn which stands like a Swiss mountain village, but with a truly western American atmosphere, in Sun Valley, Idaho. At the lower right is a corner of Sun Valley Lodge. Beyond the green foothills near the village, rise the towering Sawtooth Mountains.

1/25 second, F14, Daylight Type Kodachrome, 4 x 5 Speed Graphic, 5" Ektar Lens.

MAY Erosion, the tireless sculptor in nature's processes, carved Zion Canyon from the red and white sandstone cliffs of southern Utah. Along its walls were left many beautiful rock temples. Unique among them is Angels Landing which rises nearly 2,000 feet above the canyon floor. Not far away is comfortable Zion Lodge, reached by highway from Cedar City, Utah.

1/5 second, F25, Daylight Type Kodachrome, 8 x 10 View Camera, 13" Cooke Lens.

JUNE People in search of healthful recreation in settings of scenic beauty turn in larger numbers each year to Colorado. Here is exquisite Nymph Lake, a delightful spot in the inner recesses of Rocky Mountain National Park. The view looks toward the noble crest of Longs Peak, loftiest in that region.

1/5 second, F29, Daylight Type Kodachrome, 8 x 10 View Camera, 13" Cooke Lens.

JULY This panoramic view of a large sector of Bryce Canyon is from a high point of vantage on the rim of the bowl. The canyon, more truly a bowl-shaped amphitheatre, has been etched by erosion into the pink and white cliffs of that region. Countless delicate formations, towers, spires, figurines and statuary groups, give the scene a cameo-like loveliness.

1/2 second, F45, Daylight Type Kodachrome, 8 x 10 View Camera, 13" Cooke Lens.

AUGUST Beyond the rugged Tatoosh Range of low mountains rises the noble crest of glacier-clad Mount Rainier, 14,408 feet. This isolated giant of the Cascade Range is the central object of Rainier National Park. The Park has fine guest accommodations and is reached by highway from Tacoma, Seattle and Yakima gateways.

1/5 second, F22, Daylight Type Ektachrome, 8 x 10 View Camera, 16 1/2" Goerz Dogmar Lens.

SEPTEMBER To ride the trails in the mountains and along the tumbling streams and crystal-clear lakes of the West: that is the desire and the fulfillment of those who plan dude ranch vacations. In western states there are many fine dude ranches that provide healthful outdoor activities for paying guests. The scene shown here is in the Rockies near Grand Lake, Colorado.

1/5 second, F25, Daylight Type Kodachrome, 8 x 10 View Camera, 13" Cooke Lens.

OCTOBER The Teton Mountains with their cathedral-like spires, rise abruptly from the valley land of western Wyoming. A chain of lovely lakes, of which Jackson is the largest, parallels them. The valley land, known as Jackson Hole, is cattle country and the location of many fine Dude Ranches. Highways reach it from Victor, Idaho, and from Rawlins and Rock Springs, Wyoming.

1/25 second, F14, Daylight Type Kodachrome, 4 x 5 Speed Graphic, 5" Ektar Lens.

NOVEMBER This handsome, air-conditioned building of modern design is of outstanding interest to travelers. The entire picture is in harmony with the Las Vegas slogan, "Streamlined City of the West". Las Vegas, 25,000 population, is a recreation center and the gateway to Hoover Dam and Lake Mead. It supplies a large mining territory, and is in a rich artesian belt which gives the soil a high productivity.

1/25 second, F11, Daylight Type Ektachrome, 4 x 5 Speed Graphic, 5" Ektar Lens.

DECEMBER Healthful sports activities and wholesome social life engage the attention of the winter visitor to Sun Valley, Idaho. This charming night view, reminiscent of a Swiss alpine establishment, gives a hint of the picturesque beauty of the entire Challenger Inn village in its mountain setting.

Multiple flashbulb exposures, F8, Daylight Type Kodachrome, 4 x 5 View Camera, 5" Ektar Lens.

15th PAGE A substantial part of the food and clothing supplies of the world originate in the grazing regions of the American West. This pastoral view of sheep feeding on the lush forage of a range near Lima, Montana, could be duplicated in numerous places in the eleven western states served by the Union Pacific Railroad.

1/25 second, F11, Daylight Type Kodachrome, 4 x 5 Speed Graphic, 5 1/4" Zeiss Tessar Lens.

16th PAGE Among the great passenger stations of the world, the one at Omaha, completed in 1931, ranks with the finest in point of beauty and utility. Its architecture is of American modernistic design, and its interior finish and decoration are in keeping with the sturdy exterior. Omaha, gateway to the historic West of American tradition, is the headquarters of the Union Pacific Railroad.

1/5 second, F12, Daylight Type Ektachrome, corrective filter, 8 x 10 View Camera, 14" Ektar Lens.