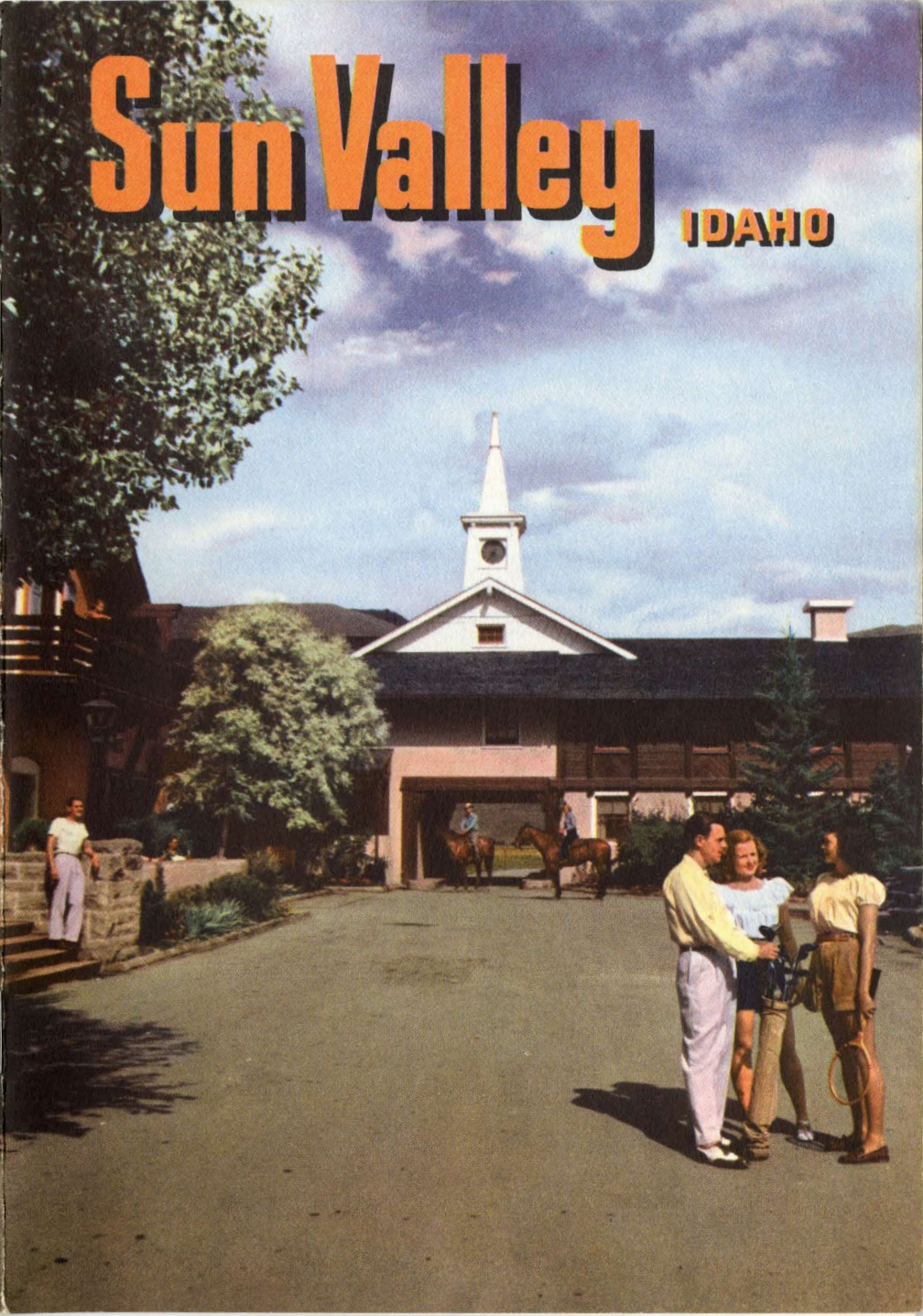


Sun Valley

IDAHO





America's
Most Famous
Vacation
Playground

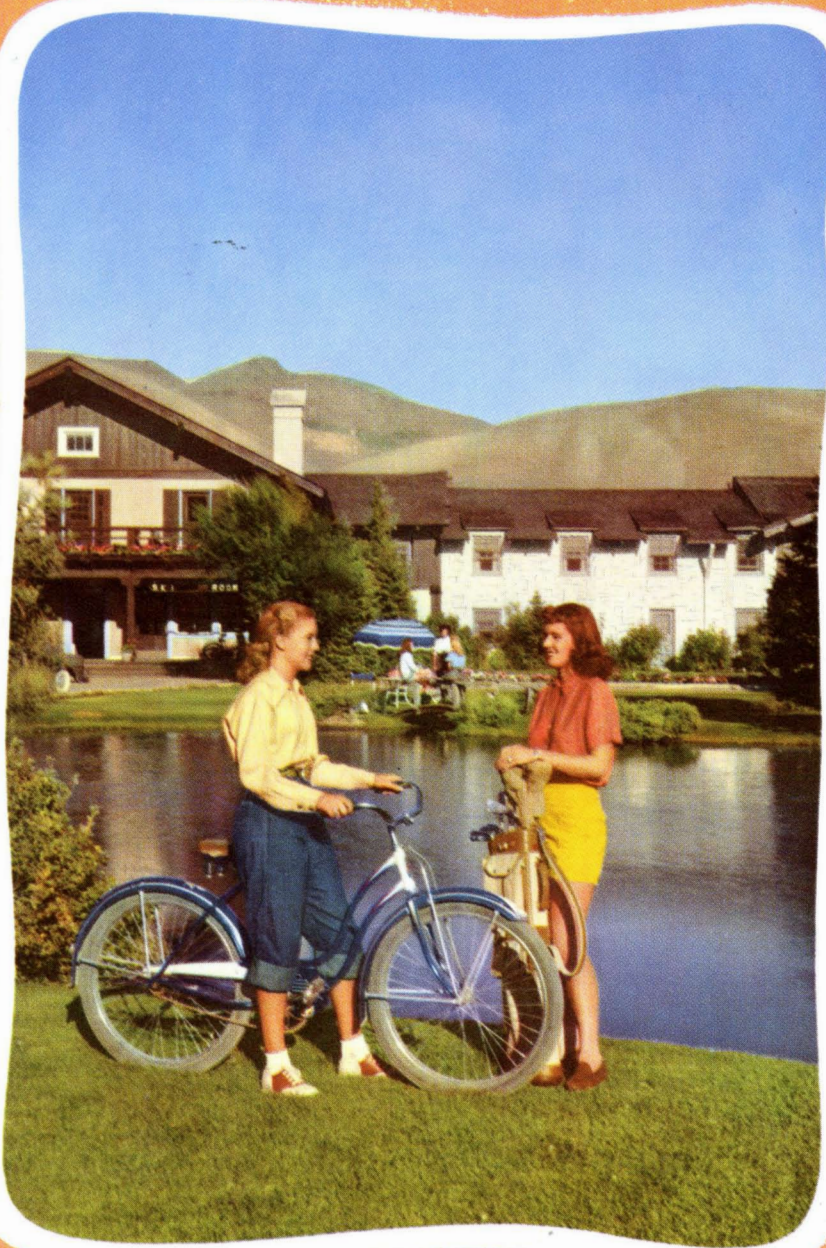


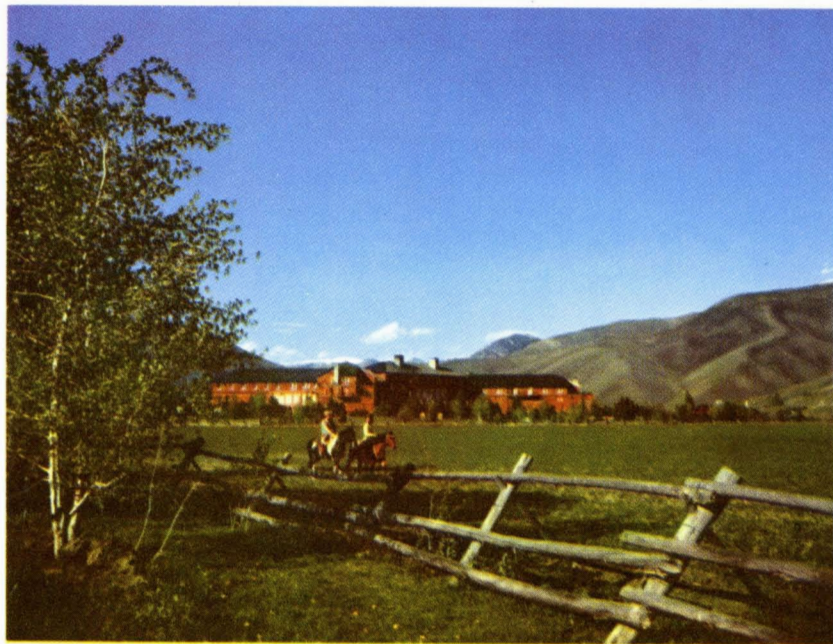
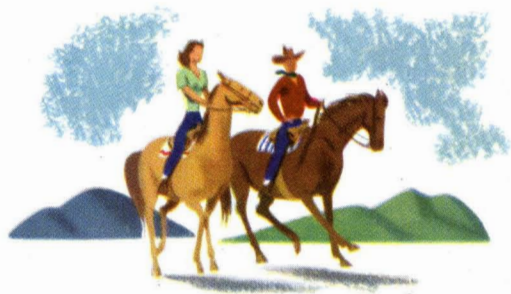
Sun Valley

IDAHO

Even though known world-wide as a winter resort, it may surprise you to know that Sun Valley spells only summer fun to many people.

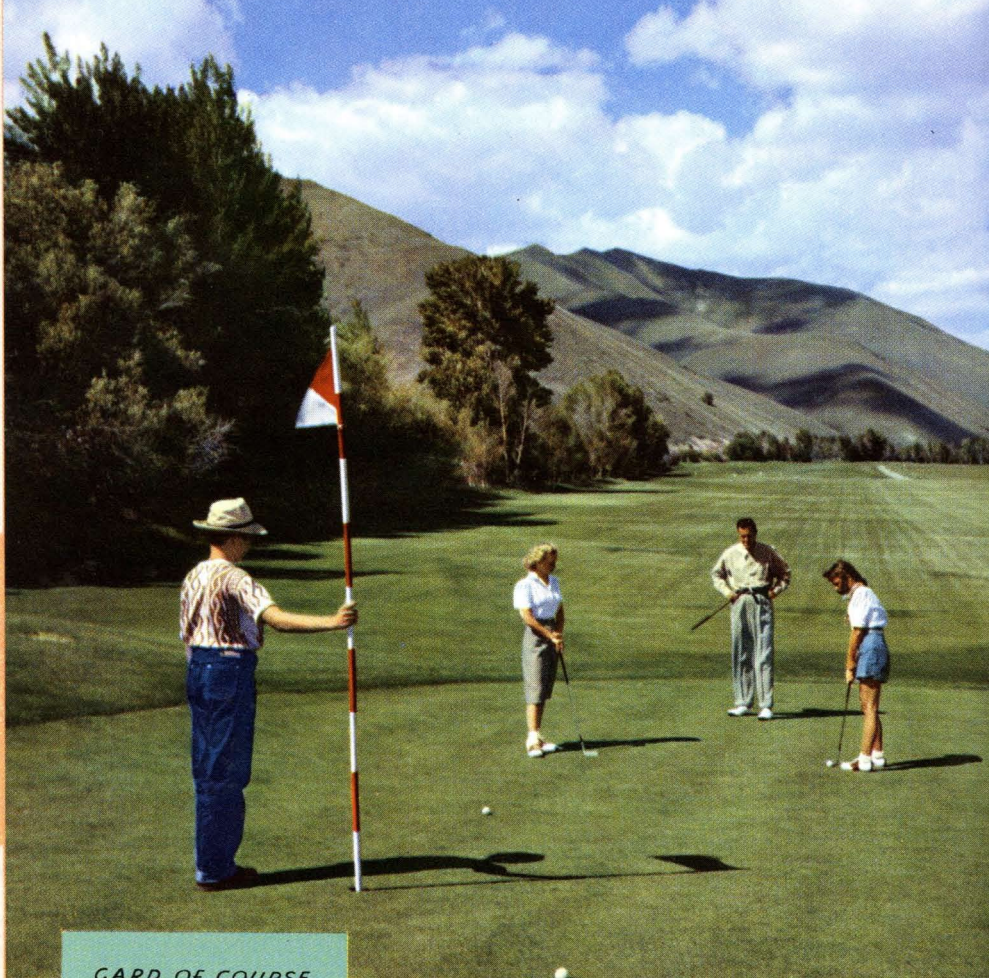
But, after leafing through these pages, you will understand why first-time summer visitors frequently remark, "We're coming back next year—we couldn't possibly enjoy everything there is to do and see in one visit."





Summer Comes to Sun Valley

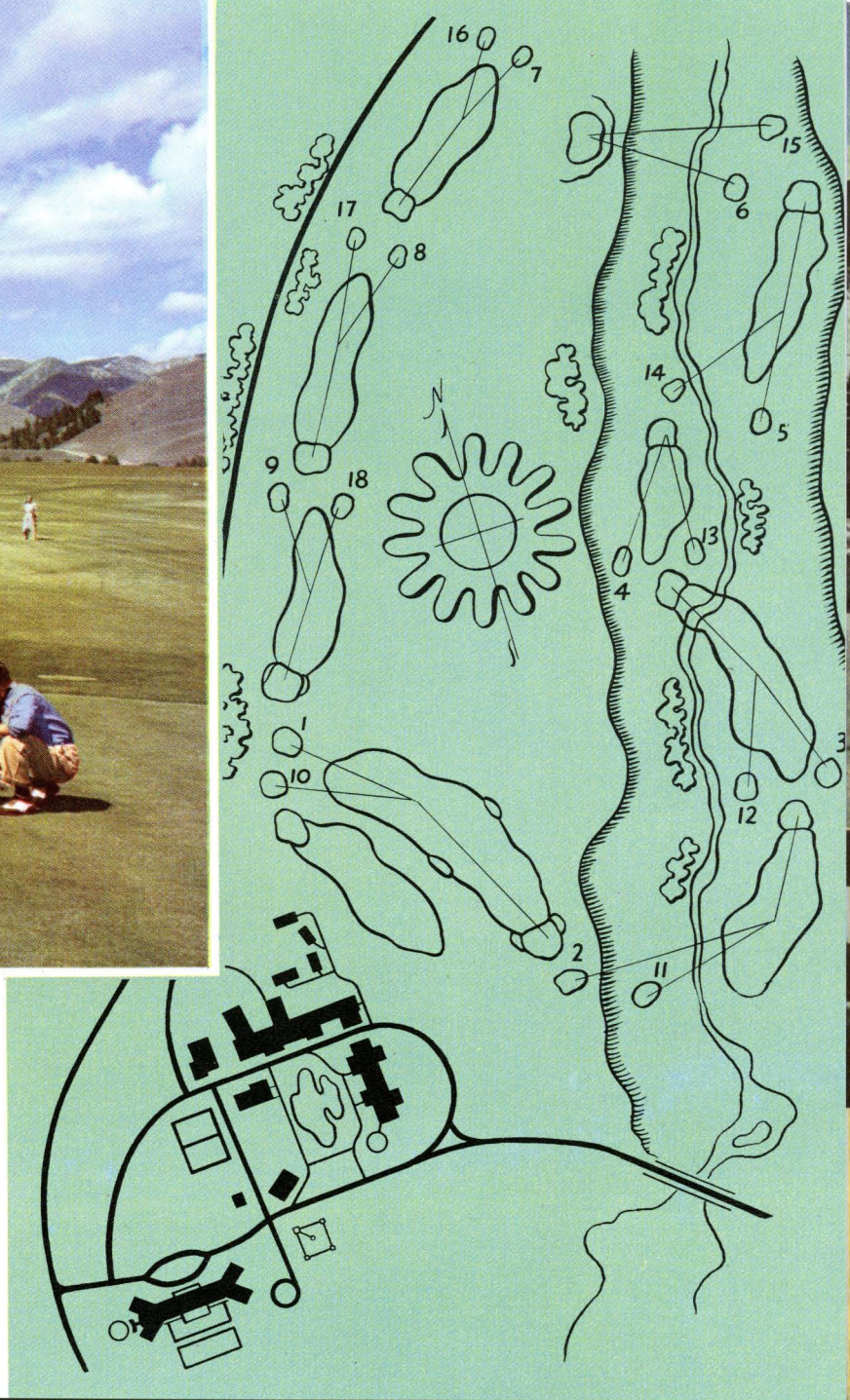
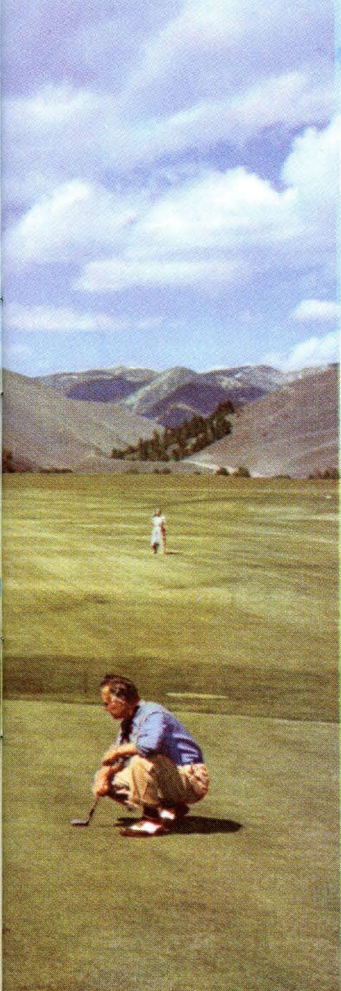
Picture the setting! A cool, green-carpeted valley, dotted with gay-colored flowers . . . busy mountain brooks and placid lakes . . . all centered in the scenic Sawtooth Mountains. Perfect? Just wait 'til you see it!



GARD OF COURSE

NO	YARDS	PAR	NO	YARDS	PAR
1	375	4	10	365	4
2	405	4	11	385	4
3	350	4	12	337	4
4	180	3	13	194	3
5	500	5	14	495	5
6	100	3	15	130	3
7	390	4	16	410	4
8	550	5	17	560	5
9	400	4	18	380	4
3250		36	3256		36
		TOTAL			72

The Golf Course... But even here, beauty isn't everything. It's what you can do and enjoy that really counts. If your play-at-home hours are mostly spent on the golf course, you'll have even more zest for the game after one round on these beautiful bluegrass fairways and creeping bent greens.

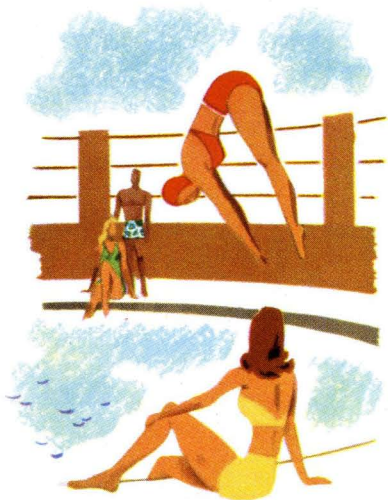




Unusual feature of the course is the way it's laid out, with 9 holes and 18 tees. It's no "pushover" for the best of them.

The Swimming Pools

While there's no guarantee that they will always be as delightfully decorated as shown here, the circular, open air swimming pools adjoining the Lodge and Challenger Inn are indeed inviting for a refreshing plunge. And, if you prefer to do



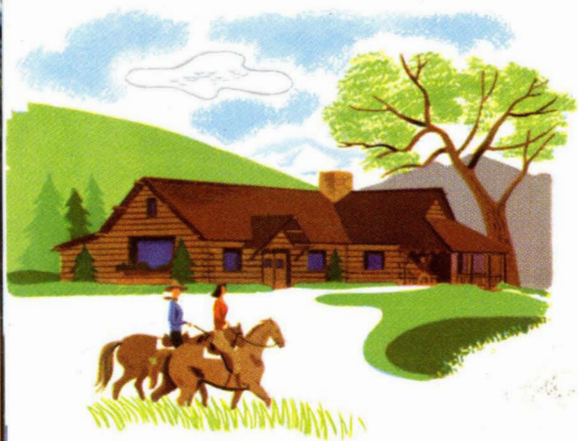
your swimming from the sidelines, just stretch out on a soft-cushioned lounging chair under a friendly sun and bask in the surroundings of real western beauty. Chances are, you'll go home with the best-looking coat of tan you've ever worn.





On the Trails

Whether you're a brief, before-breakfast rider or an ardent horseman who goes in for long, exploring horseback expeditions, you'll find the many mountain trails a never-ending succession of wonderful scenic beauty.

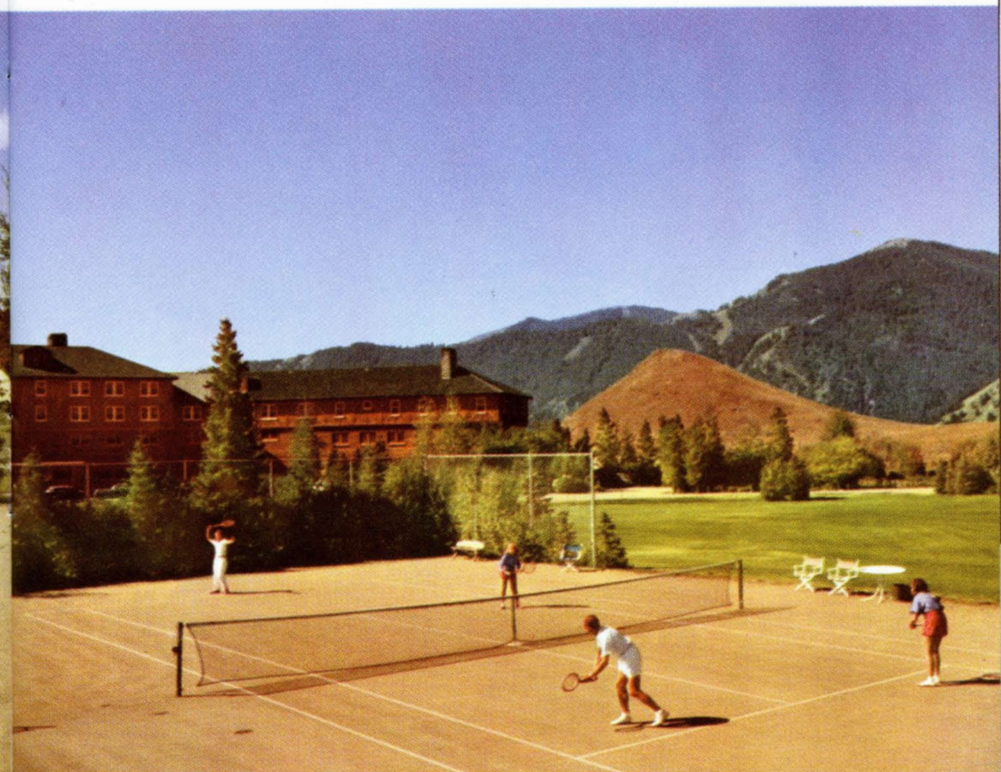


Fact is, many Sun Valley-ites have taken a turn in the saddle for the first time, after a quick course of instruction at the Sun Valley riding ring.



Tennis

If it ever would be worth while to travel any distance just to play tennis (if you did nothing else), Sun Valley is the place in point. There's something about the crisp, cool mountain mornings; the ever-present sparkling sunshine that adds extra zip to your game. A lesson or two from an expert instructor will make your game razor-sharp.





If you've never tried it, you'll be surprised to learn how fascinating archery can be. Nice thing about it, everyone in the family can take part.



Not usually on the "guest activity" agenda, but fun to watch are the daily employes' softball games, with plenty of good-natured rivalry.

Like to canoe? You can do that here, too.





Summer skating on a real open-air ice rink is a thrill you can enjoy only at Sun Valley. The secret is the smooth, mechanically frozen rink in front of the Lodge. The strains of rhythmic musical accompaniment aid in attaining the grace so sought for by present-day skaters.



Colorful ice-skating spectacles rate high on the list of attractions.





Trail Creek Cabin, a short distance from Sun Valley, is a popular place for outdoor picnics and barbecues; indoor supper and evening parties.





Scenic Chair Lift

Closest thing to a modern magic carpet is the exhilarating sensation of a ski lift ride up Baldy Mountain. Simply relax in a chair suspended from an overhead cable and glide smoothly, silently up the mountainside. You rise 3,200 feet with the breath-taking panoramic view of the entire valley spread out below, like a toy village.

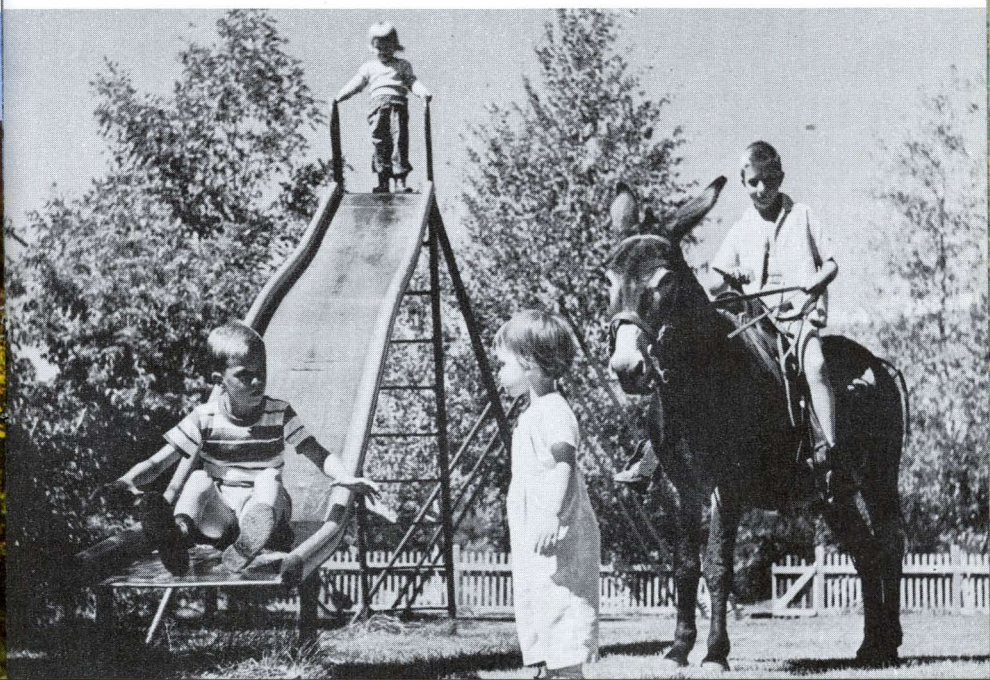


...and for the
Children

How many times have you selected a vacation spot, then changed your plans because it wasn't suited for the children? Just one of the many reasons for Sun Valley's popularity as a place to take



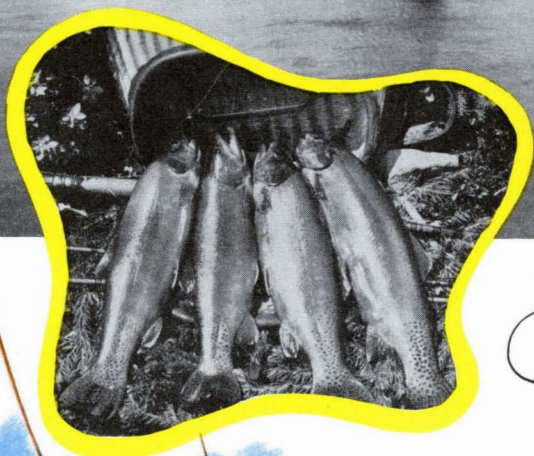
the family is the children's playground with a capable attendant in charge. There are swings, slides and many entertaining games to make every day another fun-filled experience for the youngsters. Older children, of course, enjoy the other activities in this healthful, scenic paradise.



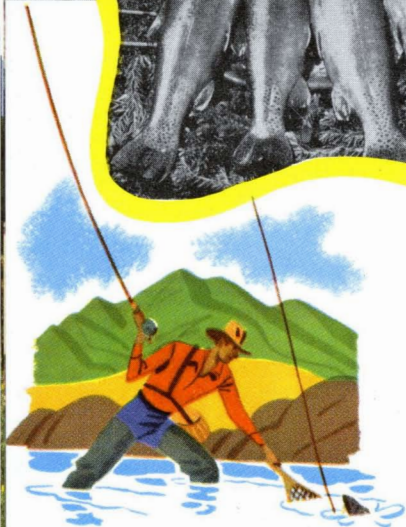




Sun Valley, Idaho

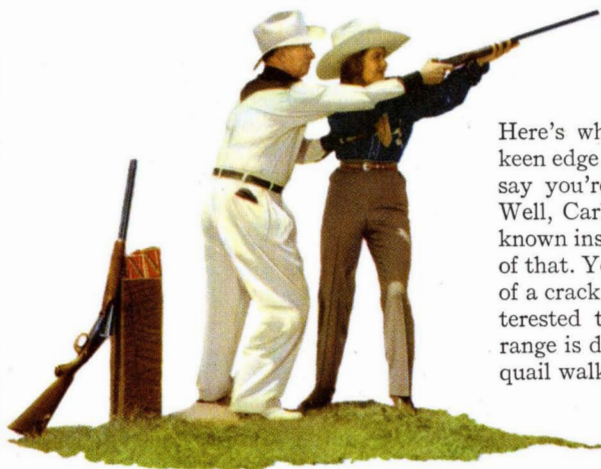


Fishing



Many areas are known for one kind of fish or another, but for real variety—Rainbow, Eastern Brook, Cutthroat Trout, Salmon, Chinooks or Steelheads—no place in America can match the western frontier country around Sun Valley. Experienced guides will show you where they are.

Skeet and Trap shooting



Here's where the expert can put a keen edge on his marksmanship. You say you're not familiar with guns? Well, Carl Bradsher, internationally known instructor, will soon take care of that. You might have the makings of a crack shot. Old hands will be interested to know that the modern range is designed for skeet, trap and quail walk-up shooting.



Hunting and Fishing Calendar

JANUARY

Rainbow Trout. Snake River. Weigh usually half pound to two pounds, but up to four or more occasionally. Taken usually on spinner or bait but occasionally rise to flies on bright days.

Jack Rabbit and Canadian Varying Hare. Hunted on skis or snowshoes. Rifle. Very plentiful and sporting.

FEBRUARY

Same as January.

MARCH

Rainbow Trout. Same as January, but use more flies.

Jack Rabbit and Canadian Varying Hare. Same as January.

APRIL

Trout. Steelhead trout of maximum size for that species (up to 24 pounds) can be taken in the Salmon River and tributaries. Rainbow trout in Snake River. Trout season opens June 4 for all streams except Silver Creek.

MAY

High water in most streams until about the 15th of June. Rainbow trout in the Snake River. Use flies.

JUNE

Woodchuck shooting excellent, Apr. 6—Sept. 1. After 15th of month, excellent fly fishing.

JULY

Trout. Excellent fishing everywhere. Pack trips to high streams and lakes. **Jack Rabbits.** Hunted with rifle. Excellent training for big game hunting.

AUGUST

Trout. Good trout fishing in nearly all streams and lakes.

Grouse. Usually open season August 15 to 25.

SEPTEMBER

Trout. Excellent fishing except in fly fishing water of high altitude. Good month for large trout.

Antelope. Antelope shooting is allowed. Limited number by permit.

Elk. Special hunts often allowed in late September.

Dove. Dove season open about September 1.

OCTOBER

Trout. An excellent month for big trout in the larger, lower altitude waters. Season ends about Oct. 31, except on Snake River.

Duck. Season opens middle of October.

Deer. Season open during October and November.

Elk.

Mountain Goat. Season open latter part of month.

Pheasant. Season about Oct. 26 through Nov. 11. Excellent shooting. Limit of three birds, cocks only.

Hungarian Partridge. Season about Oct. 26 through Nov. 11.

NOVEMBER

Trout. Snake River. Mostly spinners. Sometimes flies.

Pheasant. Good shooting until approximately November 15.

Deer. Elk.

Ducks. Good shooting throughout the month. Usually jump shooting along the smaller streams, rather than from blinds. Blinds can be placed if desired.

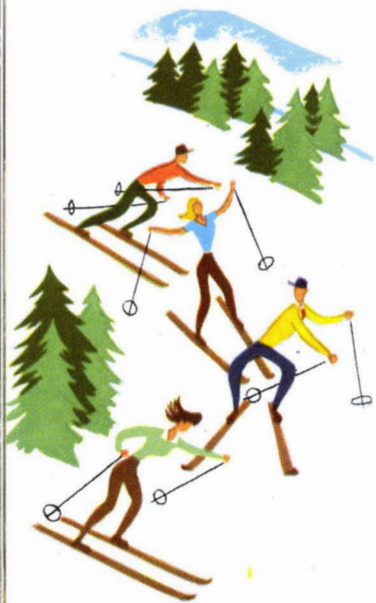
DECEMBER

Rainbow Trout. Same as January.

Hunting

Talk about happy hunting grounds and you're speaking of Sun Valley. To name just a few of the plentiful feathered variety, there are pheasants, ducks, partridges, quail, doves and the like. Deer, elk and bear are there for the larger-game enthusiast. For the seasons, just check the calendar on the opposite page.





Boulder Basin

You think of skiing as a winter sport? Then here's something you must see to believe. Even as late as July, you'll find skiers practicing their favorite sport in Boulder Basin. That's because it's 9,000 feet above sea level and perfectly protected by surrounding mountains.



Imagine a morning of skiing in summer sports attire; then boating in the afternoon, with a picnic lunch as a gay interlude. Fantastic? Not here, thanks to the way nature has provided a lovely alpine lake at the bottom of the basin, with a wealth of gorgeous natural beauty—all just 18 miles from Sun Valley.





For fun on the informal side, rent a bicycle. While Challenger Inn and Sun Valley Lodge are but about a city block apart, it's great sport to wheel around the grounds and explore the many fascinating trails on a bike.





Can you conceive of a more restful spot than the richly-appointed Redwood Lounge in the Lodge? It invites restful relaxation, in monastic solitude; pleasant conversation, or your favorite game of cards, with no kibitzers.



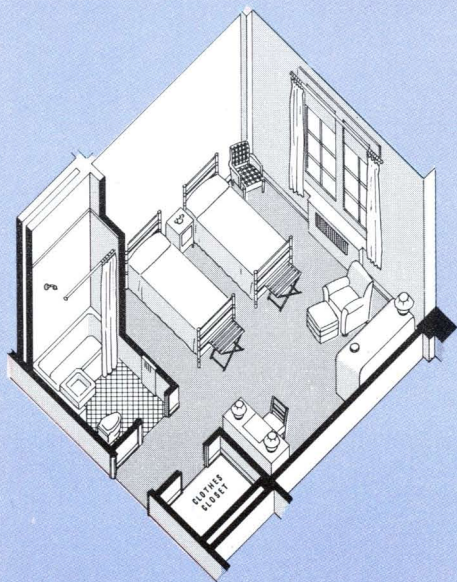
(Above)—Dining and dancing . . . a perfect combination that adds to the complete contentment of Lodge guests. (Below)—Although not quite so “lush” in its furnishings, the attractive Cafe Continental in Challenger Inn has a distinctive charm all its own.





*Fun's the thing, always, in the Ram, where the popular trio entertains nightly.
Dancing, refreshments and an ever-gay atmosphere
tell the story of the Duchin Room, Sun Valley Lodge.*



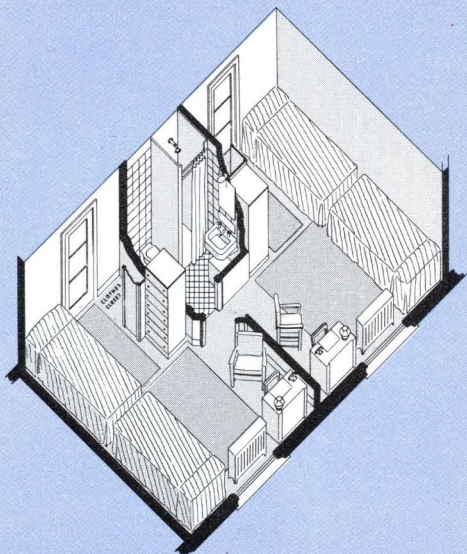


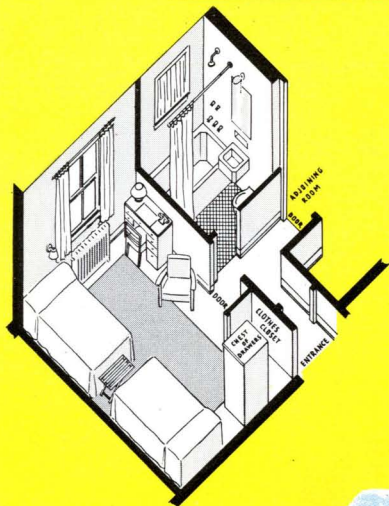
Sun Valley Lodge Accommodations

You'll feel perfectly at ease in your room at the Lodge. Comfortable beds and cool, summer nights conspire to keep you from awakening—'til you're ready, of course. Diagrammed is a typical room arrangement and there are, of course, various other types of accommodations.

Challenger Inn Accommodations

There's something really homelike about a Challenger Inn room. It's the kind of spot to which you're happy to return after an enjoyable, fun-packed day. The diagram shows connecting rooms with bath between . . . just one of several types of accommodation available.





The Cottage

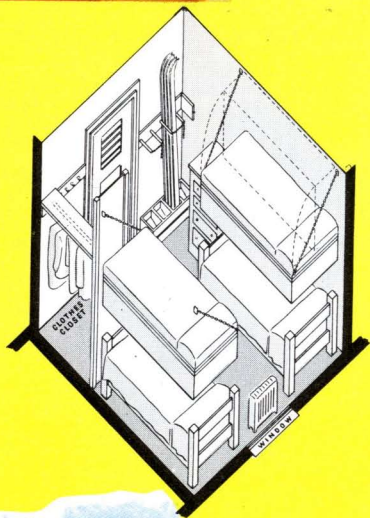
Wish to live alone and like it? The Cottage, adjacent to Challenger Inn, is ideal for individuals or groups who want a certain degree of privacy. Only connecting rooms, sharing bath and shower, are available.





The Chalets

The attractive Chalets originally were designed to house contestants during winter-spring sports events. When not so occupied they're open to any guests. With central bathrooms for men and for women, the rates are extremely low.





Apparel Shops "What in the world will I wear?"

How often do we hear the remark, when planning a trip to any region for the first time? Forget that problem when you go to Sun Valley, for Picard's shop and Lane's General Store carry a varied line of up-to-the-minute sportswear and other attire, as well as accessories, suitable for every occasion.



Facilities Services etc.

In an effort to anticipate your needs and desires while a guest at Sun Valley, many services and facilities are offered to make your stay more pleasant and enjoyable. You are invited to make use of these facilities and services when you come to Sun Valley.

Beauty and Barber Shops

Serviced by experienced attendants. Located conveniently on the first floor of the Lodge.



Church Services

Protestant and Catholic Church services are held each Sunday in the Opera House.



Children's Supervisor

Competent daytime supervisor may be engaged to take care of the children.



Drug Store

Located in the Village. Complete supply of drugs, cosmetics, candy, magazines and sundry other articles. Fountain and sandwich service. Registered pharmacist.



Flowers

Cut flowers, corsages and plants may be obtained at the greenhouse near-by Lodge and Inn.





Hospital-Physician

A resident physician and surgeon is constantly available. Complete, modern facilities.

Therapy Rooms

On the ground floor of the Lodge are two Physio-Therapy rooms, one for women and one for men. Equipment consists of electric cabinets, infra-red lamps, massage tables, showers and dressing rooms. Expert masseurs are in attendance.



Movies

First-run features, short subjects, and newsreels are shown daily at the Opera House. There is a Sunday matinee.



Photo Shop

Located in the Village. Complete stock of films. Expert developing, printing and enlarging. Special photographs taken on request if arrangements are made in advance.

Gift Shop

Located in Challenger Inn Village. Novelties, souvenirs, Indian handiwork and miscellaneous gifts appropriate for special occasions.

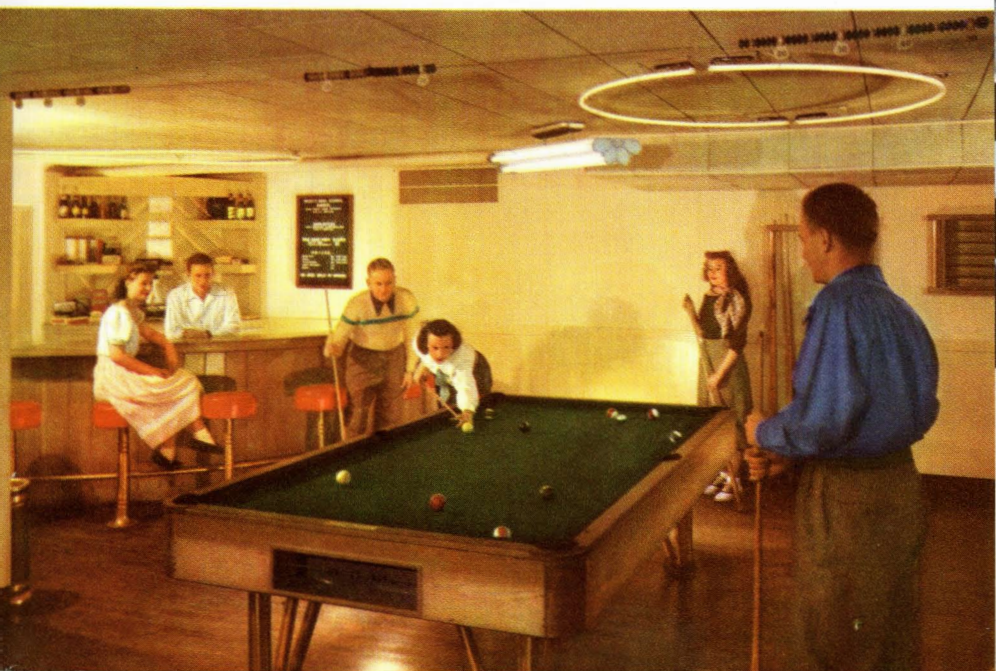


Transportation—Telegraph—Post Office

Ticket and telegraph offices on first floor of Lodge and Inn. U. S. Post Office adjacent to the Inn.



The Game Room in the Lodge offers bowling—as well as pool and ping pong.





Plan Your Trip with Expert Help

Reservations for any type of accommodations at Sun Valley can be made direct through W. P. Rogers, general manager, Sun Valley, Idaho; any Union Pacific representative at offices listed below, or your local travel agent.

UNION PACIFIC TRAVEL REPRESENTATIVES

Aberdeen, Wash.—3 Union Passenger Station
Alhambra, Calif.—51 So. Garfield Ave.
Astoria, Ore.—438 Commercial.
Atlanta 3, Ga.—1232 Healey Bldg.
Bend, Ore.—112 Oregon Ave.
Birmingham 3, Ala.—701 Brown-Marx Bldg.
Boise, Idaho—Idaho Bldg., 212 North 8th St.
Boston 8, Mass.—294 Washington St.
Butte, Mont.—609 Metals Bank Bldg.
Cheyenne, Wyo.—120 West 16th St.
Chicago 3, Ill.—1 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 Street
Des Moines 9, Ia.—407 Equitable Bldg.
Detroit 26, Mich.—612 Book Bldg.
East Los Angeles, Calif.—5454 Ferguson Dr.
Fresno 1, Calif.—207 Rowell Bldg.
Glendale 3, Calif.—404½ North Brand Blvd.
Hollywood 28, Calif.—6702 Hollywood Bldg.
Huntington Park, Calif.—7002 Pacific Blvd.
Kansas City 6, Mo.—2 East Eleventh St.
Las Vegas, Nev.—Union Pacific Station
Lewiston, Idaho—Room 7, Union Depot
Lincoln 8, Nebr.—130 So. 13th St.
Long Beach 2, Calif.—144 Pine Ave.
Longview, Wash.—Freight Station
Los Angeles 14, Calif.—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 5th Ave.
Oakland 12, Calif.—215 Central Bank Bldg.
Ogden, Utah—Ben Lomond Hotel Bldg.
Omaha 2, Nebr.—Corner 15th and Dodge Sts. or 1614 Farnam St.
Pasadena 1, Calif.—Union Pacific Station
Philadelphia 2, Pa.—904 Girard Trust Bldg.
Pittsburgh 22, Pa.—1419 Oliver Bldg.
Pocatello, Idaho—Union Pacific Station
Portland 5, Ore.—701 S. W. Washington St.
Reno, Nev.—131 West 2nd St.
Riverside, Calif.—Union Pacific Station
St. Joseph 2, Mo.—516 Francis St.
St. Louis 1, Mo.—1223 Ambassador Bldg.
Sacramento 14, Calif.—217 Forum Bldg.
Salt Lake City 1, Utah—Hotel Utah, Main and So. Temple Sts.
San Diego 1, Calif.—320 Broadway
San Francisco 2, Calif.—Geary at Powell St.
San Jose 7, Calif.—206 First Nat'l Bank Bldg.
San Pedro, Calif.—805 South Pacific Ave.
Santa Ana, Calif.—305 North Main St.
Santa Monica, Cal.—307 Santa Monica Blvd.
Seattle 1, Wash.—1300 Fourth Ave.
Spokane 8, Wash.—727 Sprague Ave.
Stockton 6, Calif.—207 California Bldg.
Tacoma 2, Wash.—114 So. Ninth St.
Toronto, Ontario—201 Canadian Pacific Bldg.
Tulsa 3, Okla.—823 Kennedy Bldg.
Walla Walla, Wash.—First National Bank Bldg.
Washington 5, D. C.—600 Shoreham Bldg.
Winston-Salem 3, N. C.—632 Reynolds Bldg.
Yakima, Wash.—Union Pacific Bldg.

UNION PACIFIC RAILROAD



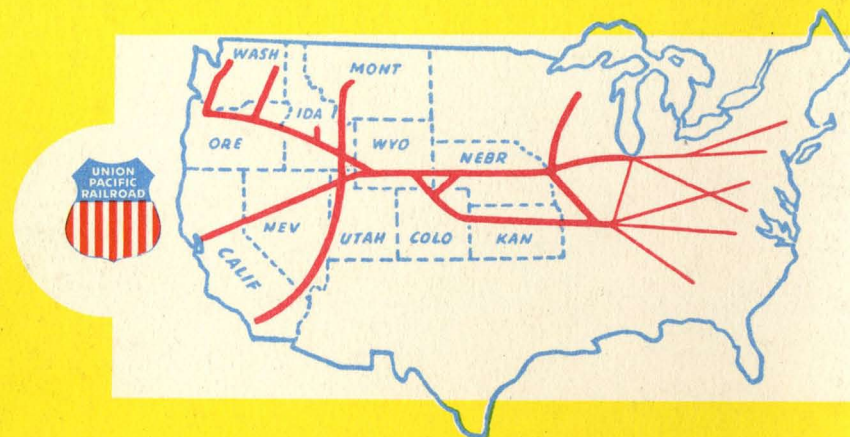
LEGEND

- | | | |
|---------------------|---------------------------|---------------------------|
| 1. Sun Valley Lodge | 8. The Chalets | 15. Greenhouse |
| 2. The Terrace | 9. Corral | 16. Softball Diamond |
| 3. Ice Skating Rink | 10. Tennis Courts | 17. Stables |
| 4. Swimming Pools | 11. Golf Course | 18. Arena |
| 5. Challenger Inn | 12. Golf Pro Shop | 19. Baldy Mt. Scenic Lift |
| 6. The Cottage | 13. Children's Playground | 20. Union Pacific Station |
| 7. The Opera House | 14. Garage | |



With the first fall of snow, Sun Valley is transformed into a glistening white wonderland and the winter sports followers come into their own. Skiing is king and there's also skating, sleighing, dog-sledding, even swimming in open-air, warm-water pools, to make this your all-perfect choice for a wonderful winter holiday.

THE SEASONED TRAVELER GOES BY TRAIN



FOR DEPENDABLE TRANSPORTATION

Be Specific ... Say "UNION PACIFIC"