UNION PACIFIC RAILROAD

Memphis 3, Tenn.... Milwaukee 3, Wis... Minneapolis 2, Minn.

... Union Pacific Bldg... Yakima, Wash.... 890 Northwestern Bank Bldg. Walla Walla, Wash.. First Mat'l Bank Bldg. Washington 5, D. C....600 Shoreham Bldg. Winston-Salem 3, M. C.. 632 Reynolds Bldg .814 Warner Bldg . 1137 Sterick Bldg. Las Vegas, Nev.....Union Pacific Station
Lewiston, Ideho.... Room 7, Union Depol
Linicoln 8, Nebr......... 234 S. 13th St.
Long Beach 2, Cal........144 Pine Ave.
Long Hoseles 14, Cal......th and Olive Sts. Kansas City 6, Mo..... 2 E. Eleventh St. Hollywood 28, Cal..6702 Hollywood Blvd. Huntington Park, Cal....7002 Pacific Blvd. Glendale 3, Cal..... 4041/2 N. Brand Blvd. Fresno I, Cal............ 207 Rowell Bldg. East Los Angeles, Cal. 5454 Ferguson Drive. Eugene, Ore......163 East 12th Ave. St. Joseph 2, Mo.... St. Louis 1, Mo.... 12 bn S. W 181... Reno, Mev..... Riverside, Cal... Cincinnati 2, Ohio 303 Dixie Terminal Bldg. Pasadena 1, Cal....Union Pacific Station
Philadelphia 2, Pa...904 Girard Trust Bldg.
Pritaburgh 22, Pa....1419 Oliver Bldg.
Pocatello, Ida.....Union Pacific Station
Pomona, Cal.....Union Pacific Station
Pomona, Cal..... Cheyenne, Wyo...... 120 W. 16th 5t.
Chicago 3, III........ 5. LaSalle 5t. Oakland 12, Cal... 215 Central Bank Bidg. Ogden, Utah.... Ben Lomond Hotel Bidg. Omaha 2, Nebr... Cor. 15th & Dodge Sts. or 1614 Farnam St.

Aberdeen, Wash...3 Union Passenger Sta. Alhambra, Cal......51 So. Gardield Ave. Astoria, Ore......438 Commercial St. Astoria 3, Ga.....1432 Healey Bldg. trip. Write, phone, or call at any of the Union Pacific offices listed below. find his helpful suggestions will add materially to your enjoyment of the you with the details of your trip. There is no cost to you and you will Let one of Union Pacific's courteous and informed representatives assist

UNION PACIFIC TRAVEL OFFICES

of a courteous, well-train ood, prepared and serve will tind it tasty, appetizing and what you wish. You You can eat just about when' tood products are featured. ng delicious meals. Western IN inviting dining cars serv-All Union Pacific trains car-Lounge cars provide pleasant relaxo Streamliner dining car like atmosphere prevails. rent periodicals. A homerepresentative list of curradio, writing desks and a cars offering refreshments cific trains carry lounge Angeles". Most Union Pahe Streamliner "City of Los Pictured is a lounge car on

Union Pacific also offers through land, Tacoma and Seattle.

Luxurious lounge cars provide fa- coaches, or in Pullmans upon paycoaches with modern leg-rest seats. schedules. Tickets are good in Pullmans, also deep-cushioned each direction, are on convenient private room and open-section Federal tax. Four trains daily, in Chicago and Los Angeles. It offers Vegas of only \$12, round-trip, plus ates on a daily schedule between between Los Angeles and Las liner "City of Los Angeles" oper- Union Pacific has a special fare California, and Las Vegas, the For patrons living in Southern with through cars for Los Angeles.

sleeping cars, lounge and dining carries modern coaches, Pullman Lake City and Las Vegas. It serves Kansas City, Denver, Salt Louis and Los Angeles. En route it through Streamliner between St. Louis" (no extra fare) is the only The Streamliner "City of St. dining car. commodations, lounge cars and

provides coach and Pullman ac- Angeles and San Francisco. travelers for many years, which change, from New York to Los Angeles Limited," a favorite with sleeping car service, without There is also the famous "Los deit and courteous.

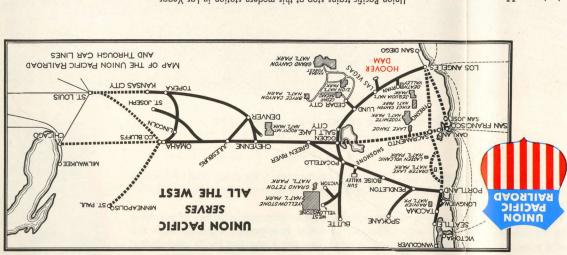
of quiet refinement. The service is East to San Francisco, also to Porttime tood, served in an atmosphere direct, through service from the dining cars present the ultimate in In addition, Union Pacific has cilities of a fine club. Streamliner ment for berth space occupied. The famous, extra tare Stream-

Los Angeles stop at Las Vegas. All Union Pacific trains to and trom Mead National Recreation Area. Express" is another fine daily train vada and the Hoover Dam-Lake Chicago the "Gold Coast-Pony schedules, serving Las Vegas, Ne- Kansas City to Los Angeles. From tine, tast trains on convenient coach and Pullman service from Over Union Pacific rails speed The "Pony Express" has through



Streamliner "City of Los Angeles"-modern transportation at its best.

Union Pacific trains stop at this modern station in Las Vegas.



Las Vegas, costs \$2.88 including Iy Union Pacific links the East and Dam, Lake Mead and return to map above shows how complete Las Vegas to Boulder City, Hoover reational regions of the West. The other tickets, the side trip from serves many other scenic and recand Southern California. On all Hoover Dam area, Union Pacific ern California; or Huntington, Ore., In addition to the Las Vegas-Leavenworth, Kans., and South- tioned elsewhere in this folder sas City, Mo., St. Joseph, Mo., or the Dam and its facilities, mention between Omaha, Nebr., Kan- ments to take the guided tour of Pacific all the way in either direc- arrival at the Dam, make arrangeroad ticket routed via Union Dam on motor coach may, on in connection with through rail- Passengers arriving Hoover return to Las Vegas when issued

> portation from Las Vegas to No charge is made for transthe Dam en route to or from Hoover Dam makes it easy to visit Las Vegas to Boulder City and Area. Connecting bus service from Hoover Dam and the Lake Mead Las Vegas, Nevada, gateway to daily from East and West, serve poth sleeping cars and coaches, our fine Union Pacific trains with

Hoover Dam-Lake Mead and

HOM TO VISIT LAS VEGAS-HOOVER DAM

FAST, CONVENIENT UNION PACIFIC TRAIN SERVICE

LAS VEGAS LAS VEGAS AND LAKE MEAD HOOVER DAM . LAKE MEA NATIONAL RECREATION AREA NATIONAL RECREATION AS UNION PACIFIC UNION PACIFIC RAILROAD

LAS VEGAS

Favored Vacation Package of Western America



other Nature pulled the neatest trick city fathers had to armend a city law of the centuries when she laid out the geoto more nearly conform to this slogan. graphical attractions of the Las Vegas So valuable has ground space become area of southern Nevada and man has it was necessary to remove the four-followed to make it the favorite vacation story height limit on citty buildings. Las package of the West...to the count of Vegas is indeed "growing up." From hued mountains here, turned on the sunshine, and man built the city and

made the laws liberal to allow more freedom than anywhere else in America. Radiating from Las Vegas in every direction is scenery, sports and fun for the whole family. Eastward, Lake Mead of square miles for cruising. Black bass answer the lure of the fisherman and season is never closed. Rainbow rout in the Colorado River and new Lake Mohave, below the dam, make der, draws millions of visitors yearly. tent, ski on its snowy slopes. In sum-

On past Mt. Charleston, off the highway to Death Valley, is the Atomic Energy Commission's proving grounds at Yucca Flat and Frenchman Flat, where fall is under five inches annually, and broadcast to all America.

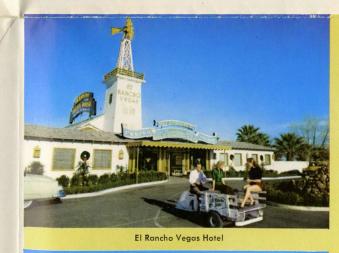
a Las Vegas slogan, but recently the climate.

a population of only 9,0000 ten short years Nature put the desert and the purple- ago, the city has grown in 1953 to ap-

Here can be found the multi-million dollar resort hotels which atttract movie stars and notables from all over the world, dude ranches with weestern hospitality available the year 'round, and downtown commercial hotels. The latter are located near famous Fremont Street, known as the "gay

white way of the West." It is here that flashing neon signs of all descriptions and colors light the desert sky all night long and casinos never close. for an entirely different type of sport fishing. Hoover (Boulder) Dam, a comboasts excellent stores, schools and The well-managed city of Las Vegas bined public utility and sightseeing won-churches, and has a long range program to develop its industry and mining To the west, Mt. Charleston rises in resources. It has four radio stations with piney beauty 11,000 feet. In winter you network affiliations, television approved can skate, toboggan and, to some ex- for 1953, and two daily newspapers. Between Las Vegas and Boulder City mer it's a hiker's heaven up among is Henderson, Nevada, location of a dozen chemical and processing plants including one which produces the revolutionary metal, titanium.

the "atomic mushrooms grow." Several the average mean temperature is 62 atomic tests have been televised and degrees. Dry desert air and low humidity combine with the sun to make for a The sky's the limit" has long been healthful and comfortable year 'round





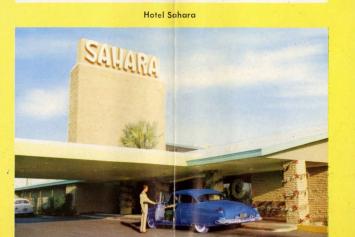


LAS VEGAS' World Renowned "Strip"

A long the famous "Strip," located on the edge of Las Vegas, is an arch-lighted "Boulevard of Dreams" stretching for five miles. It is often called he "Broadway of the Sagebrush." Here are the uxurious resort hotels whose grandeur and vastness cannot be matched by any place in the world. High living at low prices amidst plush accommo dations, sparkling pools, green patios and nightly loor shows characterize each of these palaces o

By day guests bask in the sun, swim in glit-tering pools, golf at Wilbur Clark's Desert Inn Country Club 18-hole course, go horseback riding or sightseeing. Adjacent to the "Strip" is the race track of the Las Vegas Jockey Club which plans thoroughbred racing each fall and spring. As the sun sinks behind the purple mountains the "Strip" starts to hum with activity of the casinos and night clubs. Visitors dine in the exciting atmosphere of soft lights, dance to name bands and enjoy stage shows by stars of movies, stage, radio, TV and even opera... a gamut of show world personalities from the Ritz Brothers or Tony Martin, for example, to Lauritz Melchion or Ezio Pinza. With never a cover or minimum charge, and the motto "come as you are," folks dressed in western garb or sports apparel mingle with those in evening dress. The secret of Las Vegas' popularity is the informality which prevails at all times.





Hotel Last Frontier







LAS VEGAS

A Scenic Sportland — Where "Every Day's a Holiday"

lodge, resort or quest ranch accommodations from which to choose

as Vegas is the "hub" of a vast scenic and sports wonderland, as the map shows, rasting desert and mountains, inland lakes, national recreation areas and parks where visitors enjoy a holiday spirit all year. There is a wide range of hotel,



Florence Chadwick (below), noted channel swimmer, is shown at the new pool of Hotel Last

Floor shows, as above, at all resort hotels are un







Boulder City, and beyond, Lake Mead

FACTS CONCERNING

power allottees.

revenue of almost \$107 million dollars.

HOOVER DAM

Down in the rock-walled recesses of one of the most appealing features of the Black Canyon of the Colorado River the Boulder Canyon Project was the stands one of the greatest engineering plan to amortize the entire cost of the accomplishments of all time—Hoover dam and powerplant (less 25 million dol-Dam. Constructed and operated by the lars allocated to flood control) through Bureau of Reclamation, this huge structhe sale of electric energy over a period ture was begun in 1931, and the dam of 50 years. and power plant were completed in 1936 Before construction started it was nec-

two years ahead of contract schedules. essary that the Secretary of the Interior Hoover Dam is great, not only from the have contracts negotiated that would asstandpoint of engineering techniques, sure the repayment of all costs to the but in the far-flung results which have Government within the amortization peaccrued to the economy of the South- riod. These contracts were secured, and west. By impounding the waters of the the States of Nevada and Arizona, the Colorado during the flood period it has City of Los Angeles Department of Waeliminated yearly threat of flood dam- ter and Power, the Metropolitan Water age to the fertile regions below it. And District of Southern California, the Southas the floods are prevented, the water ern California Edison Company, the thus stored assures a stable supply for California Electric Power Company, and irrigating hundreds-of-thousands of acres the California cities of Pasadena, Burof land in southern California and southbank, and Glendale are the principal western Arizona.

In addition, supplies of domestic water During the late war Hoover Dam behave been made available to 47 incorcame one of the key installations in the porated cities and to large and pop- Nation's war effort. Its energy flowed to alous unincorporated areas in the south- airplane plants, shipyards, synthetic rubern California coastal plain. And, fi- ber factories, aluminum plants, steel nally, while serving all its major objecmills, and many other industries ditives, vast amounts of hydroelectric rectly engaged in war-time production. power are being generated. Today the In the 16 years between its first gen-Hoover Dam power plant is the second eration of power in 1936 and May 31, 1952, Hoover Dam power plant produced

largest in the world. Thus, Hoover Dam is not only a mon- more than 66 billion kilowatt-hours of ument to the skill of the engineer, but electrical energy. Sale of electrical enmore notable it is a monument to the ergy during this same period returned vision, zeal, and courage of those who to the United States Treasury a gross

WORLD'S HIGHEST DAM

Hoover Dam has the distinction —enough to pave a standard twoof being, by far, the world's high- lane highway from San Francisco est dam. Rising 726.4 feet above to New York City. bedrock it is as high as a 60-story

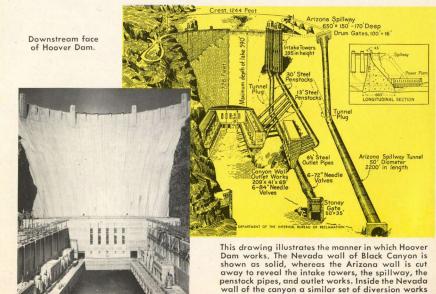
The dam is of the arch-gravity skyscraper. With a base thickness type, in which the water load is the combined length of two normal residential city blocks. It is 45 feet in thickness at the crest, and 45,000 pounds per square foot. the length of crest from canyonwall to canyon-wall, is 1244 feet— Hoover Dam was built to raise

cubic yards of concrete was used level would be raised 581.4 feet.

carried by both gravity and hori-

ter pressure on the dam's base is

nearly one-quarter of a mile. the water level 589 feet. However Hoover Dam contains more than at this elevation both spillways three and one-quarter million would be carrying near maximum cubic yards of concrete, and in discharge. With the spillwaybuilding the dam, power plant and gates raised and no water being all appurtenances nearly 4,400,000 released over the gates the water



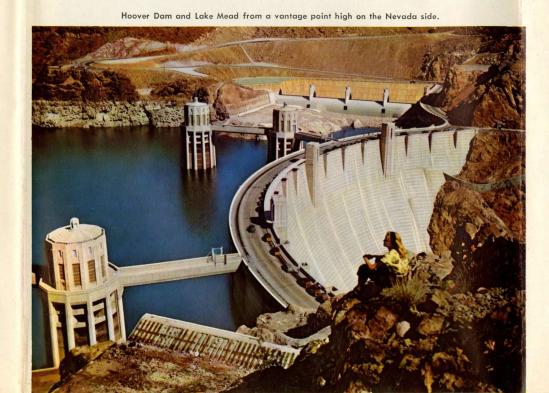


Observation gallery affords visitors a good view of inner workings of the Dam.

Visitors are conducted through the Dam and power plant, and the principles of the whole project are explained by well-trained and courteous guides. These facilities are available every day of the year. In addition to the guided tour, an exhibit building, with a topographic model of the Colorado River Basin and a scale-model of a generating unit on display, is open to visitors. Tours through Hoover Dam and powerhouse operate continuously 8:00 a.m. to 5:00 p.m. U.S. Bureau of Reclamation guides take visitors by elevator 528 feet down into the Dam, and thence to vantage points roughout the mammoth structure. Prices or the 45-minute tour are: Adults 30c each,

Guided Tour of Dam

including tax; children under 12 years of



OOVER DAM-LAKE MEAD

National Recreation Area

Set in the midst of the brown, red, and purple mountains and mesas of the Southwest, shining in the brilliant western sun, a great inland sea has been formed behind Hoover Dam. It is Lake Mead. Measured by volume it is the largest artificial lake in the world. This lake now gathers to itself,

the wild, muddy floods of the Colorado, so destructive before the building of Hoover Dam. The lake has a storage capacity of 31,047,000 acre-feet of water—enough to store round activity as there is no closed cover the entire state of New York catfish. one foot deep.



more than 2 years of the Colo-season and the lake abounds in rado's average flow—enough to black bass, bluegill, crappies, and

Lake Mohave, newest link in the Through the efforts of the Na- chain of man-made lakes along tional Park Service, Lake Mead the lower Colorado, is also inhas become a popular playground, cluded within the Lake Mead Naattracting about two million visitional Recreation Area. It reaches tors annually. The lake, when filled, from the Hoover Dam tailrace to is 589 feet deep, has a shoreline Davis Dam, 67 miles downstream. of 550 miles, and a surface area of Although it has been in existence 163,000 acres. It extends 115 miles only since 1950, Lake Mohave has above the dam, and has opened already become a top attraction up hitherto inaccessible vistas of for sport fishing. Its bass fishing scenic beauty. Water sports such rivals that of Lake Mead and thouas boating, fishing, surf-boarding, sands of rainbow trout have been and swimming are popular planted in its depths and are flourthrough the long summer season. ishing in the clear, cold water re-Fishing, however, is a year- leased from Lake Mead.

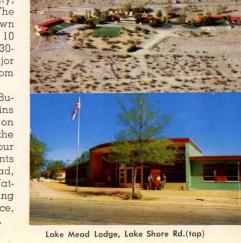


All forms of water sports are enjoyed on Lake Mead.

VISITORS' BUREAU

At the Visitors' Bureau in Boulder City the official government film entitled "The Construction of Hoover Dam" is shown free of charge daily from 7 a.m. to 10 p.m.; last show starts 9 p.m. This 30minute sound film shows all major phases in the building of the Dam from beginning to completion.

Also distributed at the Visitors' Bureau are the free Visitors' Daily Bulletins which contain up-to-date information on where to go and what to see in the Dam area, including the guided tour through the Dam, the lookout point overlooking the Dam, and Lake Mead National Park Service Museum and Nat uralist Service, beach facilities, fishing boat trips, airplane sightseeing service, and a detailed map of the Dam area.



(bottom) Administration Bldg., National Park Service, Boulder City

BOULDER CITY

Seven miles southwest of Hoover Dam, ministrative control of the Bureau of Recon a high summit overlooking Lake lamation, is located entirely on Govthis modern desert oasis. Here is a city real-estate taxes. Boulder City, which is under the ad- of Nevada.

Mead, rests Boulder City. There comes ernment-owned land. Lots are leased to to the traveler, who has crossed hun-home owners or to those who have been dreds of miles of barren desert, a disgranted business permits, and land rent tinct thrill as he comes suddenly into is collected from lessees. There are no of well-paved streets, modern homes, Designed as a construction camp for green lawns, trees and spacious parks. workers on Hoover Dam, and later used It is completely equipped with stores, as operating headquarters, the town has

restaurants, theatre, an excellent air-con- become a community of about 4,000 peoditioned hotel, churches, school, hospiple. The Bureau of Reclamation is now tal, government museum, tourist camps, taking action to end Boulder City's status water and electric systems. The peace- as a Government-owned and adminisful and gracious atmosphere of this tered community, and lead to its evenpleasant little town offers an excellent tual incorporation as a self-governing place of relaxation for the traveler. community under the laws of the State

