

Sun Valley IDAHO

... WHERE EVERY DAY'S A HOLIDAY

SUN VALLEY, one of the ski areas of which America can be justly proud, celebrated its Silver Anniversary during the 1961-62 winter season. Sheltered by the high Sawtooth Mountains skiers find ideal terrain with long, timber-free ski runs, plenty of dry powder snow and sunshine. Since Sun Valley is a complete ski village, with the two hotels and chalets, ski lifts, ski school, and many after-ski entertainment features, under one ownership . . . it is easy to see that its guests have fun in the snow and sun, and during the glamorous evenings that follow.

But the finest of winter sports facilities and accommodations is not the whole story. Sun Valley has gained a wide reputation for its informality and friendliness, which is the very heart of its delightful atmosphere and charm. This is the ideal place for your winter sports *holiday*.



THE SKI SCHOOL

The Sun Valley ski school has a world-wide reputation for the efficiency with which it teaches both beginners and experts. Most novices learn to ski safely in a week's time and the experts who polish their technique on Baldy Mountain are among the best pleasure skiers in the world.

Director Sigi Engl has a staff of over 70 of the foremost American and European ski instructors.

The Ski Patrol, the largest paid patrol in the country, has a fleet of "Sno-Cats" with equipment to groom the ski slopes and prevent moguls from forming.

RESERVATIONS

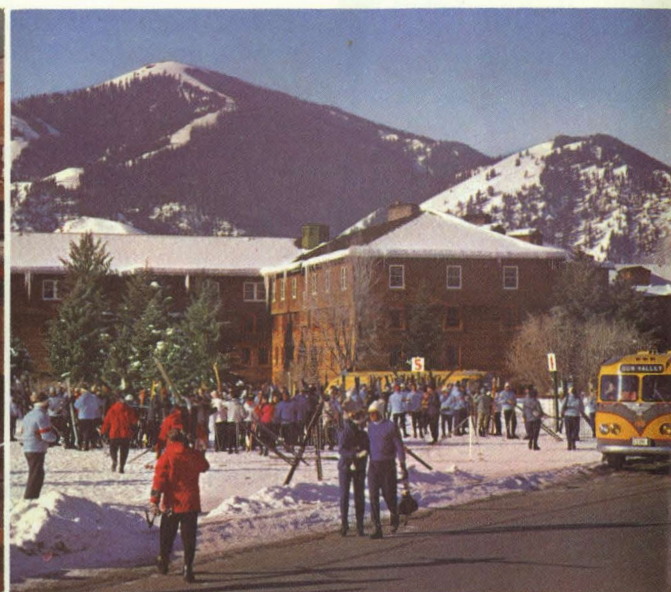
The winter season is about December 20 to early April. For reservations address Mr. Winston McCrea, Manager, Sun Valley, Idaho (phone 726-3311, Area Code 208), or Passenger Traffic Manager, Union Pacific Railroad, Omaha, Nebraska 68102, or any Union Pacific office or your local travel agent.

Sun Valley

didn't "just happen" to become America's most popular winter sports resort . . . it was planned to be the best. At Sun Valley you can get in more hours of skiing per day than anywhere else in the world. Eight electric chair-lifts and more than 50 ski runs are available. There's a ski slope for a skier of any ability from the "snow bunny" beginner to a world's champion.

One of Sun Valley's many "firsts" is its "Learn to Ski" Weeks . . . and, after more than two decades, it is still the favorite of such ski programs in America. (Ask for the "Learn to Ski" Weeks folder)

Children are welcome at Sun Valley . . . there are ski and skating classes for them, and a nursery where they may be left while parents ski.

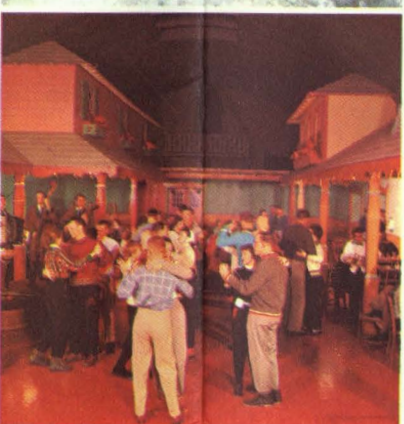
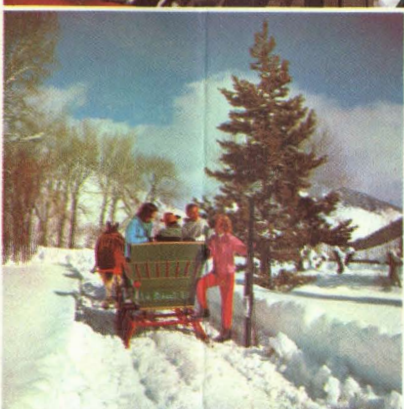
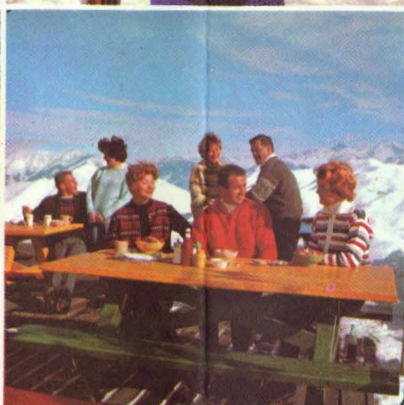


The "Meeting Place" . . . Pictured above is the "Meeting Place," conveniently located between the Lodge and Inn, where ski instructors meet their classes each day. From here continuous bus service whisks skiers between the village and the chair lift to their favorite ski runs.

Picard's Shop . . . in Sun Valley Lodge since 1939 . . . has out-fitted international celebrities as well as Olympic teams. Apparel and accessories from Picard original designs are imported from all over the world and found exclusively in the Sun Valley shop. (Photo upper left)

Pete Lane's . . . are specialists in the field of skiing. The newest and best in ski equipment and apparel from the finest European and American sources are found in this store. Each skier's needs receive the personal attention of an experienced staff. (Lower left)

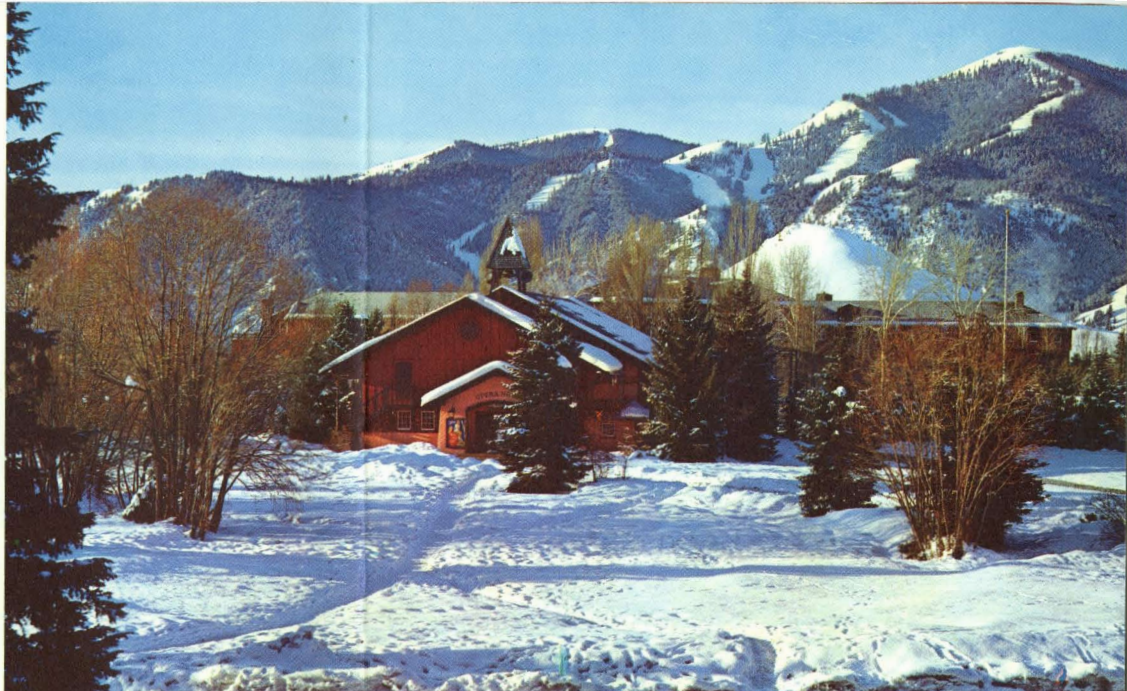
What a Wonderful Way to Spend a Winter Holiday! Nice thing about Sun Valley . . . so many things contribute to every wonderful hour of your visit. Skiing "Yes" . . . plus ice skating, sleigh rides, swimming in heated outdoor pools, a variety of "after ski" fun: dining and dancing at Lodge and Inn, bowling, ping pong, movies and parties galore.





It took more than mountains, sun and snow to make Sun Valley a world renowned place to ski. Its many well planned runs are served by fast chair lifts . . . and the new

double-chair lift on famous Baldy Mountain (part of the National Forest) paralleling No. 3 lift (which has increased the per hour carry from 500 to over



Look like a Winter Sports Paradise? It is. The "Opera House," midway between Challenger Inn and Sun Valley Lodge, features first-run movies nightly. It also serves as a church each Sunday morning. In the distance you can see some of the ski runs on famous Baldy Mountain (in Sawtooth National Forest).

LEGEND

DOLLAR MOUNTAIN

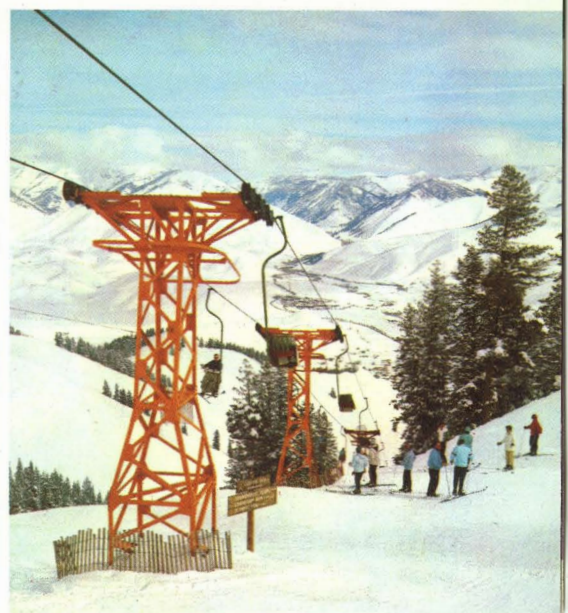
- 1 Face Run
- 2 Old Bowl
- 3 New Bowl
- 4 Dollar Backway
- 5 North-Face Run
- 6 Elkhorn Bowl
- 7 Dollar Cabin
- 8 Dollar Lift
- 9 Half-Dollar Lift
- 10 Sun Valley Village

BALDY MOUNTAIN

- 11 College Run
- 12 Ranger Trail to Roundhouse
- 13 Cat Trail to Warm Springs
- 14 Ridge Run
- 15 Christmas Bowl
- 16 Easter Bowl
- 17 Lookout Bowl
- 18 Mayday Bowl
- 19 Lefty Bowl
- 20 Broadway Run

- 21 Ridge Run Cutoff
- 22 Canyon Run
- 23 Exhibition Run
- 24 Olympic Run
- 25 River Run
- 26 Warm Springs Run
- 27 New Canyon Run
- 28 Seattle Ridge (Spring Skiing)
- 29 No. 1 Baldy Mt. Lift
- 30 No. 2 Baldy Mt. Lift

- 31 No. 3 Baldy Mt. Lift
- 32 New No. 5 Baldy Mt. Lift
- 33 Broadway Lift (No. 4)
- 34 Roundhouse
- 35 Warming Hut
- 36 Forest Service Lookout
- 37 Bus Station
- 38 Bus Station
- 39 Holiday Run
- 40 Ketchum
- 41 Central Park



(in Sawtooth
ee F), has in-
er 1,100 skiers.

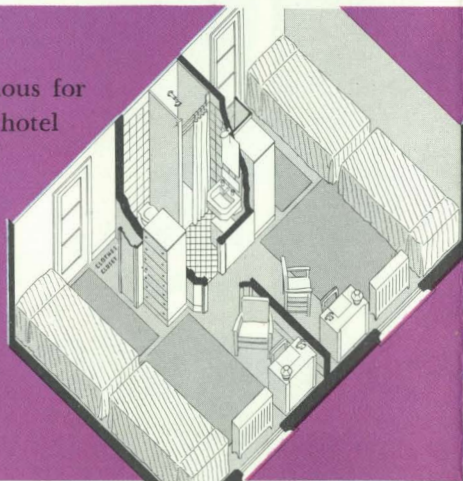


A Christmas-card view of Inn



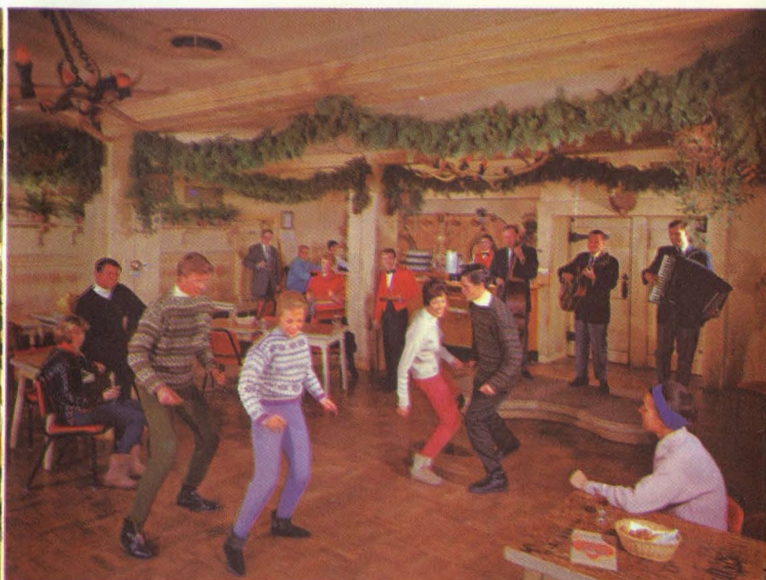
The Continental Buffet at Inn

Challenger Inn is famous for informal living. The hotel is designed like a rambling Alpine village and guest rooms reflect their own brand of charm.



The INN

Outside it resembles a charming old-world Alpine hamlet; inside, Challenger Inn Village houses such facilities as a General Store for the latest in sports apparel . . . ski shop . . . gift shop . . . drug store . . . post office and Western Union . . . transportation office . . . the Ram (and nearby Holiday Hut) for dancing, music and refreshment . . . Continental Buffet and snack bar . . . and a circular, outdoor, heated swimming pool. The attractive and popular "Chalets" are located just back of the Inn, as is the Holiday Hut . . . and the new, modern and completely staffed Community Hospital.



The Ram . . . for after ski fun and evening dancing



A room at the Inn

The LODGE

Smart Sun Valley Lodge, which opened in 1936, was the first facility in this now internationally-famous resort. Its accommodations and service please the most discriminating guest. Here, for your comfort and pleasure, you'll find such facilities as beauty and barber shops . . . a smart sports apparel shop . . . bowling alleys . . . physiotherapy rooms . . . dining room . . . attractive lounges . . . the informal Duchin Room where the famous Sun Valley orchestra plays for dancing . . . and, another heated swimming pool.



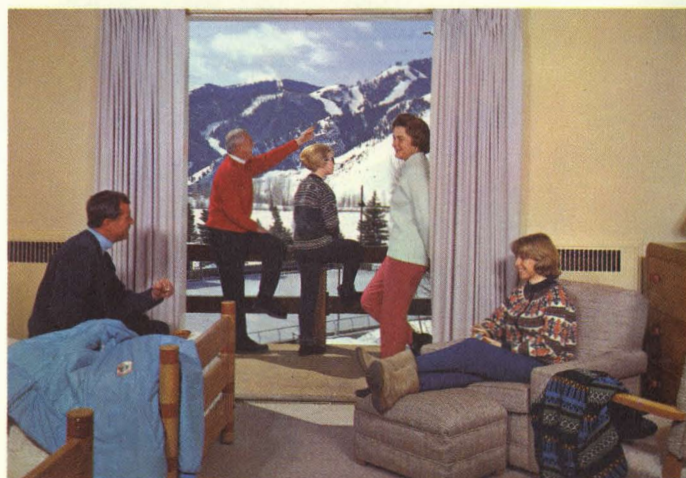
"Tea Hour" at the Lodge



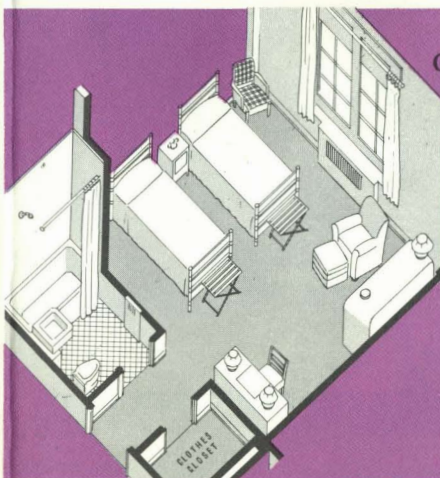
Dinner dancing in Lodge main dining room



. . . also later in the popular Duchin Room



A Lodge room with sun-deck



Guest rooms in the Lodge combine comfort with luxury. As the diagram shows, they are large and smartly furnished . . . whether in a room or suite you'll enjoy living in the Lodge.

WORLD FAMOUS

Sun Valley

IDAHO

WINTER RATES AND ACCOMMODATIONS



OWNED AND SERVED BY UNION PACIFIC RAILROAD

WORLD FAMOUS

Sun Valley

IDAHO

WINTER RATES AND ACCOMMODATIONS



OWNED AND SERVED BY UNION PACIFIC RAILROAD