

UNION PACIFIC *REVOLUTIONIZES*

Yesterday... We didn't like our train coaches any better than you did! They were safe, on time, and reasonably comfortable, but the fact that they weren't all that they should be, bothered us. So Union Pacific decided to change the picture. Travelers were consulted, questions asked, likes and dislikes analyzed. And the result—another amazing Union Pacific innovation—The CHALLENGER, America's first ALL Coach-Tourist Sleeping Car train!

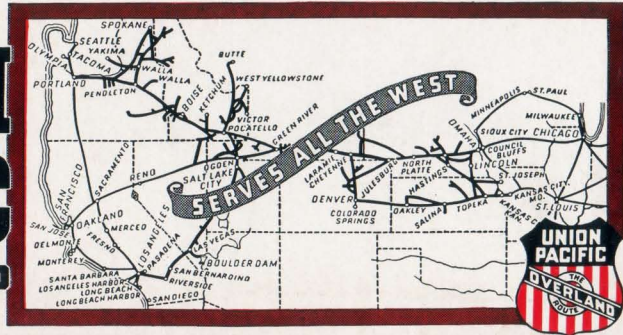
...Today

We're proud of our new coaches, which have quickly superseded the old ones . . . and the results justify our pride. The CHALLENGER has become a universal favorite—"Everybody's Limited." A sensational combination of travel comfort and economy never before attained. In service every single day of the year between Chicago and Los Angeles, it demonstrates again how Union Pacific meets tomorrow's needs today.

THE
PROGRESSIVE

UNION PACIFIC RAILROAD

SHIP AND RIDE UNION PACIFIC



COACH TRAVEL...

The CHALLENGER'S air-conditioned coaches are gaily and attractively decorated and have the latest type of reclining seats, soft blue night lights, porter service, free pillows. Its Pullman Tourist Sleeping Cars are comfortable, easy-riding. A smart Coffee Shop Dining Car features substantial, low-priced meals, deliciously cooked—breakfast, 25c . . . lunch, 30c . . . dinner, 35c. There are coaches exclusively for women and children. A registered nurse serves as stewardess and looks after the welfare of all passengers.

and Tomorrow...

... *early tomorrow*—will come a still finer service! Forty new Challenger coaches and five kitchen-dining units (two articulated cars to each unit) now being constructed of new light-weight metal, and of even greater luxury and comfort, will be in service this summer . . . the products of the minds of a great corps of workers in the executive offices, research departments, laboratories, shops. These and other plans anticipate the transportation needs of the future . . . and will be made into accomplished fact. Today's progress is tomorrow's stepping stone to new Union Pacific achievements in railroading—because Union Pacific always pioneers!



The Challenger

Union Pacific's ALL Coach-Tourist Sleeping Car Train

