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(Sun Valley Idaho) Panoramic Perspective of the Area Adjacent To Sun Valley, Idaho. Served Exclusively by Union Pacific Railroad . . .

Stock#: 77178
Map Maker: Willmarth
Date: 1936
Place: Sun Valley, Idaho
Color: Color
Condition: VG
Size: 30.5 x 26 inches
Price: \$ 1,200.00



Description:

Rare Early Sun Valley / Ketchum Promotional Map Published by The Union Pacific Railroad

Rare early pictorial map promoting summer recreation in and around Sun Valley, Idaho.

This map, designed by William Willmarth, highlights the summer sports opportunities of the Sun Valley resort area. The map promotes the newly opened Sun Valley Lodge, which opened in 1936, and the Challenger Inn, which opened in 1937.

The map traces the course of the Wood River down to its junction with the Salmon River near the Oregon Border. Numerous fishing holes, hiking trails, and other outdoor places of interest are marked. An inset shows the downtown Sun Valley area, with its nine-hole golf course. The verso includes numerous photographs showing what the Sun Valley area was like in the early 20th century.

Willmarth also created a similar winter sports map of the same area, in addition to a number of promotional images for other Union Pacific destinations. These were produced as part of the Union Pacific's marketing of its leisure and tourism travel options to the west in the 1930s.

Detailed Condition:

Folding map.