

Ski Bowl to Open Thanksgiving Week End

Lodge Now Open To Sight-Seers; Tramway Started

Mt. Shasta, Calif.—The Mt. Shasta Ski Bowl, claimed to be the largest single skiing area with services and facilities in the world, will open "officially" Thanksgiving week end.

A "press preview" was held last week end for newspaper, radio and TV representatives, and members of skiing groups, suppliers and construction firms, at the new lodge at the 7,850-foot level.

No snow was on the ground, and the chair lift up to the 9,212 foot level was not operating Saturday, but the estimated 350 guests dined at the lodge in the evening, and on Sunday many of them took the lift up the mountain, or short rides in helicopters brought in for the party.

Snow Is Expected

Sufficient snow for skiing is expected by the opening date, and in the meantime the lodge is open to sight-seers.

The lodge, a box-like modernistic structure of concrete, wood and glass, was built at a cost of some \$300,000. It has no overnight accommodations, but motels are located at the foot of the mountain, in Mt. Shasta City, Weed and Dunsmuir.

The lodge is reached by the just-completed Everitt Memorial highway, a 15-mile paved road built by the bureau of public roads at a cost of about \$1,000,000. Siskiyou county will keep it cleared of snow all winter.

First of Three Tramways

The chair lift, first of three aerial tramways to be completed, cost an additional \$200,000. Later a second lift will go to the 11,130-foot level, near the top of the bowl itself, and a third lift, employing enclosed tram cars and designed mostly for sight-seers will cross the bowl to Shastarama point, 11,127 feet up, and only about 3,000 feet below the summit of the 14,161-foot mountain.

Completion of the second and third lifts is set for next year.

Meanwhile, the first season for the lodge is expected to attract skiers from all over the Pacific coast. The ski bowl a mile and a half long and a half mile wide, can hold 5000 skiers with mile slopes in the lower area for beginners and more challenging slopes higher up for experts. Rope tows will be available in the lower bowl and during heavy snow conditions ski trails through the forests below can be used, some of them all the way down to Mt. Shasta city.

Top Charge

Top charge for the use of the lifts and tows will be \$5 per person for all-day use, with lesser amounts for children, and for single trips.

The lodge was constructed and is operated by a privately-financed company, which leased the property from the U.S. forest service. Dining facilities, a snack bar, a ski shop for both sales and rentals, a bar, and other service facilities will be available. Two parking lots can accommodate 600 cars.

Mt. Shasta receives heavy snowfall in the winter, usually starting before Thanksgiving, and lasting until late in the spring, with sufficient amounts for skiing frequently lasting into June. Depths at the lodge level range up to



SHASTA SKI BOWL—The new \$300,000 Mt. Shasta Ski Bowl lodge is shown above, situated at the bottom of the bowl itself, which rises 1½ miles above the lodge and spreads a half-mile wide. The lodge is now open for sight-seers, and for skiers as soon as sufficient snow falls, although the grand opening is set for the Thanksgiving week end. The new \$200,000 chair lift rises up the mountain slope just to the left of the "penthouse" on the lodge, and its

upper terminal is indicated by arrow. More than 300 press, radio, TV and skiing house and construction representatives previewed the ski bowl last week end. The lodge is nearly 8,000 feet on the 14,161 foot mountain. Later, an aerial tramway will carry patrons to Shastarama point, in the upper right corner of the picture, at 11,127 feet in elevation.

Finland Signs Display Contract

Portland—UPI—Finland has signed a contract to display its wares in 1000 square feet of exhibit space at the International Trade fair to be held here next summer in conjunction with the celebration of Oregon's 100th birthday, the Centennial Commission announced yesterday.

John O. Virtanen, Portland, importer and owner of Finlandia House, signed the contract in Helsinki on behalf of the commission.

The commission said so far 12 countries have confirmed they will take part in the trade fair and 14 others have reserved space. Commission members are forecasting an attendance of six to eight million persons for the exposition and fair which opens in Portland June 10, 1959.

New Schedule for Air Mail Listed

A new schedule for air mail from Medford has been announced by Postmaster Moore Hamilton. The change in flight times is due to the nation returning to standard time.

Three northbound flights will leave daily carrying mail with closing times at 11:15 a.m., 4:20 p.m. and 5:10 p.m. Two flights will leave daily southbound at 9:40 a.m. and 5:10 p.m.

A 5:30 a.m. flight for northbound mail will leave daily except Sundays and holidays. For mail delivered to Crescent City-Eureka closing time for a southbound flight is at 5:10 p.m. daily except Sundays and holidays.

40 feet some years. Members of the official, but volunteer, Ski Patrol will be on duty during the winter. Instruction will be available.

The panoramic view from the lodge, and from the higher points reached by the aerial tramways, is one of the most spectacular on the west coast. On clear days one can see hundreds of miles over the Sierras, Cascade and Siskiyou.



CHECKING CATALOGUES—Looking through one of the numerous catalogues and building trade magazines available at Cal-Ore Builders Exchange, South Fir and Eighth sts., are Myers D. Jones, valley general contractor, (left) and Charles Connolly, manager of the exchange office. At right is

Gordon Taylor who first thought of starting a builders exchange in the valley. Organized less than two years ago, the exchange mails a weekly newsletter to nearly 300 members. This is the only builders exchange between Portland and San Francisco.

Stock Market In Big Week As Business Waxes Bullish

By ELMER C. WALZER
UPI Financial Editor

New York—UPI—This was a big week for the stock market, which nearly set a new record high, but the real bullish statistics came from business.

Building for September showed a gain of 26 per cent to a new record for that month.

Manufacturers orders rose and were well above a year ago.

Automobile production got into action as strikes were settled and output set a new high for eight months. A much better showing is foreseen for next week. Steel output and car loadings slipped a bit, reflecting labor strife in autos.

Reports Of Profits

The big corporations and many small ones issued their reports for the third quarter. Many of the reports showed gains over a year ago, and added to these reports were several dividend increases or extras.

The stock market closed moderately higher on the week. The industrials were at 543.22 in the Dow-Jones average, up 3.70; rails 148.56, up 0.80; utilities 83.22, up 0.94; and 65 stocks 188.29, up 1.38.

Among the reports showing gains over 1957 were Westinghouse Electric, Philip Morris, Gulf Oil, Continental Oil, Best Foods, Corn Products, Borden's Copperweld Steel, Wheeling Steel, National Steel, Beckman Instruments, Zenith Radio, American Can, Blaw Knox, Pfizer, Carter Products, Kaiser Aluminum, Bridgeport Brass, Celanese, Beaunit Mills, U. S. Rubber, Brunswick Balke, Procter & Gamble, and Texas Gulf Sulphur.

Improved dividends were set by Emerson Radio, Copperweld Steel, Bell Aircraft, Blaw Knox, American Machine & Foundry, Deere & Co.,

and Johnson & Johnson.

American Motors High

American Motors led the market in volume and rose to a new high. Late in the week it encountered considerable profit-taking. It rose as high as \$36 a share, contrasted with the year's low of \$8.

Open House Slated At CW Domiciliary

Monday, Nov. 10, has been designated as Veterans administration "open house" throughout the country, according to Banks I. Paul, acting manager of the Camp White Domiciliary.

Open house will be held at Camp White, where guided tours starting at the administration building will begin at 10 and 11 a.m. and 2 and 3 p.m., Paul said.

The "planned living program" at Camp White is designed to rehabilitate the veteran for return to his own community, Paul noted, and invited residents to visit the Domiciliary to observe the program.

Ex-Park Naturalist Gets Special Award

Donald S. Libbey, superintendent of Hot Springs National Park, Arkansas, and former associate park naturalist at Crater Lake National Park, has been granted a special award of \$750 for an idea he conceived at Hot Springs park.

Libbey conceived the idea for a physical medicine center to replace the government free bathhouse at the park, which corrected uneconomical operations of the bathhouse, provided adequate facilities for indigents and made underwater therapy available for all seeking such treatment.

He was at Crater Lake National park twice between June, 1931 and March, 1934.

Some of the textiles met favor as that industry has joined the groups making a better showing after a long recession. Rails received attention from investors in several sessions. So did selected oils.

Optimistic statements on the future of the steel industry helped that group for a time. Building equipment shares were sustained by the favorable construction figures. Oils got a lift from estimates that petroleum demand will rise more than four per cent next year.

Auto shares paid but little attention to favorable reception of the new models.

The industrial average hit its all time high on Oct. 17 at 546.36. It then declined in six sessions through last Monday and showed a loss of 11.36 points. Then it turned up this week on Tuesday, Wednesday and Thursday and slipped a fraction on Friday. The three day rise amounted to 8.31 points or 73 per cent of the loss.

Trading reached 20,736,560 shares for the week and brought the October sales total to 95,087,904 shares, biggest October since 1929 when the record high was set for the month.

Inspection Bureau Supervisor in Florida

Frank D. Salyers, district supervisor for the West Coast Lumber Inspection bureau at Medford, left last week for a three-week inspection trip to Florida. He is making a study of the state prior to a four-month tour of duty beginning Jan. 1.

Salyers believes Clarence Payne, district supervisor at Eugene, who has been representing west coast mills in Florida for a number of months. While in Florida, Salyers will contact lumber dealers, will supervise grading of west coast species, will work with building authorities and will, when necessary, act for the bureau at re-inspection of lumber shipments.

Local Business Firm Thrives On Providing Free Services

Builders Exchange Completes Second Year in Medford

By PEGGYANN HUTCHINSON
Mail Tribune Staff Writer

A Medford business which thrives on giving free services recently completed its second year in the valley. The firm, Cal-Ore Builders Exchange, South Fir and Eighth sts., aids individuals who wish to build and serves as a clearing house for architect's plans, blueprints, or specifications for all types of construction.

The business, started by Gordon Taylor, supplies free service to builders just for the asking. Whether building a new structure or remodeling an old one, from swimming pool, patio, dog house or home, the Exchange can direct the inquirer to dependable contractors and sub-contractors.

Refer to Architect

Let's say you, John. Public, wishes to build a new dog house for Fido. And since Fido isn't just any dog, but your dog, you want a really nice home for him. By contacting the Exchange they can refer you to an architect or get prepared plans for you. Then even arrange bids on the project, if you like. The cost to you is nothing, unless you contracted an architect to draw the plans.

Exchanges of this nature are found in many parts of the country, according to Taylor. The valley needed an Exchange due to the distance from Portland and San Francisco, he explained. "We have now expanded," he added, "having branch offices in Klamath Falls, Redding, Eureka, and Ukiah."

Get Full Coverage

Taylor went on to explain that by having a Builders Exchange it allows architects and issuing bodies, such as highway departments and school districts, to get full coverage with fewer copies of plans.

This, he added, means savings to both the issuing body and contractor.

The exchange now has on file plans for such diversified projects in the area as a government ranger station, telephone line construction job, and new Sears Roebuck and company building here. Other plans that have been handled by the firm include bridges and highway construction.

May View Plans

Interested persons may view the plans with no waste of time in chasing them down, Taylor stressed. These savings will be passed on to the individual in the bid submitted.

We now have plans on all major construction projects within Oregon and northern California, Charles Connolly, office manager, explained. These projects also include the local jobs each area where there is an office.

The organization operates with a membership consisting of contractors, sub-contractors, material supply dealers and manufacturers. Members pay a flat fee to join, he said, plus a small monthly fee to cover a weekly newsletter and individual services supplied during the month. At the present time the newsletter is mailed to more than 300 firms, Taylor said.

Service Application

The service application filled out by each member includes a list of more than 144 classifications. The particular classifications suitable to that particular member is checked. These are then cross filed at the Exchange for handy reference.

The newsletter which is mailed to members, includes a list of plans on file at the Builders Exchange, advance construction news, building permits issued in various towns, and recent bid openings.

Members of the Exchange may use the facilities of any branch office of the Cal-Ore Builders Exchange. Plans may be checked at the office where space is available to spread them out, or they may be checked out overnight or for a week end.



PLANS AVAILABLE—Building blueprints and specifications which are available at Cal-Ore Builders Exchange, South Fir and Eighth sts., may be studied by sub-contractors and interested persons in the plan room at the exchange office where space is available to spread out the large sheets. Taking advantage of the free service are (left to right) H. D. Hollingshead, project en-

gineer for Buttress and McClellan, Los Angeles construction firm; Henry Padgham, Padgham Glass and Millwork; and Allen Smith, Smith-Dyngre Lumber company. The exchange handles blueprints and specifications for all major construction projects in Oregon and northern California. Their services are free to all persons interested in building.

Volunteers Receive Awards for Work In Cancer Society

Dr. C. Todd Jessell, Portland, chairman of the executive committee, American Cancer Society, Oregon division, presented awards to 14 Jackson county volunteers at the annual meeting of the county unit here last week.

Eighteen directors were named and officers elected for the coming year at the meeting. Five-year awards were presented to Mrs. L. S. Ellis, Mrs. Ray L. Casterline, Mrs. Ralph Thompson, Mrs. R. S. Fish, all Medford; Mrs. Willard L. Huffman, Prospect; Mrs. J. Richard Bartuss, Mrs. Glenn Hale, Mrs. Earle Jossy, all Eagle Point; Mrs. Hazel Engle, Rogue River; and Mrs. Mahr Reymers, Ashland.

Ten-year awards went to Mrs. G. R. Barnes, Mrs. B.

Brandt Bartels, Mrs. Earl Lawson, all of Medford, and Mrs. E. W. Seggesman, Shady Cove.

Directors Elected

Directors elected for three-year terms include Miss B. J. Larsen, 400 Highland dr., Medford; Glenn D. Bessonne, 2607 Hillcrest rd., Medford; Floyd Eastwood, Medford branch, U.S. National Bank of Portland; Darrell Miller, 317 South Groveland ave., Medford; Mrs. Betty James, route 3, box 218D, Medford; Mrs. J. R. Bartuss, Shady Cove; Mrs. Iola Beman, Goid Hill; Miss Lotus M. Eaton, 825 South Peach st., Medford; the Rev. Escl Hiser, Church of the Brethren, Medford; Mrs. L. K. Morris, 1717 Lenora dr., Medford; and Dr. R. W. Schwahn, 1025 East Main st., Medford.

A director for three years also will be appointed to represent Rogue Valley and Sacred Heart hospitals.

Mrs. Casterline, 45 South Modoc ave., Medford, and Dr. Thomas J. Tinsley, Sacred Heart hospital, were named to two-year terms on the board of directors to fill vacancies. Mrs. W. T. Dawkins, 140 Ridge rd., Ashland, Mrs. C. B. Collins, 71 Black Oak dr., Medford, and Clifford Ayres, manager of the Central Bank branch, First National Bank of Oregon, were named to fill vacancies for one year.

Officers elected were Dr. Robert Buck, president; Bessonne, first vice president; Miller, second vice president; Miss Frances Klink, secretary; and Floyd Eastwood, treasurer.

Dr. Jessell reviewed the origin, history and future course of the American Cancer Society in the featured talk of the meeting.

Vote For Stan STARK



For Councilman 4th WARD

STAN STARK will bring his wide experience in finance and business to the Medford City Council in the interest of sound, economical government for ALL citizens and taxpayers. He has lived in Medford for the past 26 years and has been in business here for 21 years.

STAN STARK has served as a member of the city budget committee for 3 years, the last year as chairman. He is qualified and competent to serve YOU well as a councilman.

FOR COUNCILMAN - Fourth Ward
136-X- STAN STARK

Pd. Adv.—Stark for Councilman Committee, Darrell Miller, chairman, 317 So. Groveland, Medford.

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