

Prospectus of Mt. Ashland Ski Development Available in Medford

Ashland-The Mt. Ashland Ski Development, sought by sportsmen and business people of the Rogue valley for a number of years, is close to realization today.

A prospectus of the ski facility, prepared by William Dawkins and Associates, tells the story in words, and a model of the area, created by Charles Collins of the California-Oregon Recreational Development Corporation, gives the details of the proposal to all who need visual aids to grasp the extent of the project.

Copies of the prospectus are available to all interested people at both downtown banks, the Medford branch of the U.S. National Bank, and the Medford branch of the First National Bank of Portland.

The model, with a miniature skier trying out the ski run, which progresses from an elevation of 5,920 feet to a 7,535 foot summit, is on display on the ground floor entrance to offices of Dawkins and Associates at the corner of Oakdale ave. and Eighth st.

A group of Ashland business and professional people have joined to form the corporation to build facilities on the mountain to forest service specifications. Included in this group are Lloyd Selby, Jim Busch, Dr. Harvey Woods, Dr. John Reid, William Dawkins, Thomas Parker, Edd Rountree, Dr. Elmo Stevenson, Mr. and Mrs. Irving Lord, Jack Pumphrey and Ed Singmaster. This group has pledged \$52,000 as an original investment to begin the development.

One Stock Class
There will be one class of stock, non-assessable common. No stock will be issued in trade for services, labor, or materials of any kind. All stock issued prior to the opening of facilities will be issued at the same price, including that held by the founders of the corporation. There will be no promotional stock.

The forest service has surveyed and designed a two-lane, paved, all-weather road from the summit of the Siskiyou on Highway 99 to the ski area on the north slopes of Mt. Ashland.

The Oregon and California County Association has appropriated \$463,000 from recreation road funds to construct this road next summer. An additional \$224,000 has been appropriated for paving in the

summer of 1964. Problems of snow removal have been worked out jointly among several government agencies.

The state highway department will include adequate access to this road at the summit of the Siskiyou in its further plans for Interstate 5.

First Phase Noted
The first phase of the project to be completed by autumn 1963 calls for expenditure of \$171,500. It includes construction of a lodge to house warming facilities, food facilities, ski patrol headquarters, restrooms, ticket booths, first aid station and ski shop. The proposed lodge will be a two-story, 3,900-square-foot building, which will cost \$58,500.

Other facilities included in the early construction costs are a pomalift, \$38,000; rope tows \$5,000; ski lodge equipment \$15,000; Sno-Cat and packing equipment \$10,000, sewer and water \$15,000.

Operating capital of \$5,000 and contingencies, \$25,000, also are included in the total figure for the first phase of the development.

The main building planned is 50 per cent larger than that required by the forest service.

Hope for Assistance
Members of the corporation have expressed the hope that, since this area receives great summer use, the Jackson county court will assist in development of the surrounding

area as a county park. If this is done the county would install sewer and water facilities.

They also have voiced the expectation that O and C road appropriation and, or, Jackson county will provide the necessary paved parking area to accommodate 500 cars. If these things are not done by the county they will be covered by the contingency item.

In the second phase of development, the prospectus anticipates completion of the following installations by the opening of the fourth season of operation: one additional pomalift \$38,000, contingencies and expansion \$10,000, or chairlift \$250,000, and contingencies \$50,000.

The area designated by the U.S. forest service for this development includes approximately 800 acres, varying in elevation from 5,500 to 7,533 feet on the northeast side of Mt. Ashland.

Free of Boulders
The ground is free of lava boulders, one of its greatest advantages since many of the slopes can be skied with a minimum of snowfall.

The terrain affords slopes for the beginning, the intermediate and the expert skier. The general area consists of some fairly large and many small open glades which by removal of a few trees, can

be tied together to provide excellent ski runs, the forest service has emphasized.

Many of the slopes are grass-covered. This area had 30 inches of snow and was skied during the middle of October, 1960. "Conservative estimates would predict skiing operations from Dec. 1 to May 1 each year," to quote the forest service prospectus on snow conditions.

A careful study of readings by the Talent Irrigation District for the Soil Conservation Service shows that snow reaches a minimum depth of 24 inches by Dec. 1, more than adequate for good skiing in this location.

Suited for Base Snow

On Oct. 1, 1960, there were 24 inches of snow at the 6,000 foot level. The snow was wet and heavy, ideally suited to base snow early in the season. Two weeks later, an additional 12 inches of snow was measured at the same location, and found to be of lesser water content, powdery in nature.

On May 1, 1960, snow measured 30 inches at the 6,000 foot level and 40 inches at 6,500 feet, with snow classified for skiing purposes as "corn." In the language of the skier, this is excellent snow for spring skiing. Expert skiers have classi-

fied the area as "potentially one of the best ski areas on the Pacific coast" because of its slopes, the scenery and its stable snow conditions year after year.

Accessibility is another leading advantage enjoyed by this area. It is to be reached by a paved road intersecting Highway 99 at the summit of the Siskiyou. The road follows the south side of the mountain to give ease to snow removal and to avoid excessive grades.

Study Possible Use

A study made by forest service recreation officers through a number of seasons indicates that for a "captive" or small radius population of about 50 miles the average ski facility can expect 30 man-days of skiing per season for each 100 persons in the population.

Applying this formula to the Mt. Ashland ski development, the area should experience 37,650 man-days of skiing annually after the completion of the facilities, for Jackson county's population is listed at 80,000, Josephine county's at 37,500 and that of Siskiyou county in California at 8,000, a total of 125,000 people.

A development in Oregon quite comparable to the proposed Mt. Ashland Develop-

ment had operating costs in the last fiscal year totaling \$31,000 against a gross return of \$63,000, the prepared prospectus points out.

Using this as a guide, the Mt. Ashland Corporation has made the following estimates of operating costs: manager \$7,200; employees and labor \$10,000; power, operation and maintenance of equipment \$6,000; insurance, \$3,000; telephone and other office expense, \$3,000; upkeep of buildings and grounds, \$3,600; forest service lease, \$1,000; promotional and miscellaneous expense, \$6,000; a total of \$41,800.

Economic Value

After considering all these contributing factors in an effort to arrive at the area's true potential, the original investors in the Mt. Ashland

Corporation concluded that the development will have a great economic impact on the Rogue valley and over the years the facility should prove a good investment.

They do not assure dividends to stockholders, however, and have made it clear that the "likelihood is that,

if the project is profitable, such profits, for a number of years, will be put back into expanded and improved facilities."

"Anyone considering investment," the incorporators state in concluding their prospectus, "should keep this in mind."

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Morse Discusses Progress Alliance At Student Event

Eugene — Too many Americans continue to think like King Canute's admirers that someone on the fourth floor of the State Department can "wave a government in or out of office" in Latin America," Sen. Wayne Morse told the convention of Oregon High School International clubs meeting here.

"In the end it will be the people of Latin America who will make the Alliance for Progress a success or failure," Morse declared, "just as it was the people of Cuba who cheered Castro into unlimited power in Cuba in the early months of 1959. The most urgent task in these countries is to strengthen the social and economic fabric so it will be tough enough to resist subversion, strong enough to insure stability, and flexible enough to permit change," he said.

Building Pressures
Population growth, due more to falling death rates than to rising birth rates, is building up pressures which the old institutions of Latin America cannot accommodate, the Senator explained. Rigid control of arable land by a small handful of landowners keeps down food production and drives hundreds of thousands of landless people into the city.

"Far from having jobs for these people, the cities beckon simply as an alternative to the hopeless stagnation of the rural areas," Morse continued.

The major targets of the Alliance for Progress are to stabilize commodity markets, improve agricultural production, diversify the economy, maintain stable price levels, develop low cost housing, control disease and eliminate adult illiteracy, Morse emphasized.

Festival Theme To Be Expanded

"Pears on Parade," theme of the 1963 Pear Blossom Festival, scheduled for April 29, will be expanded by several additional events this year.

The Crater Lion club has planned to hold an Annual Sports Fair with exhibits and entertainment at the Medford Armory on the same week end with emphasis to be given the pear industry.

The Veterans Administration Domiciliary at White City will present the Annual Hobby Fair in keeping with the "Pears on Parade" theme.

Plans also are being made for a competitive art show and display to be held during festival week, it was announced at the recent meeting of the Pear Blossom Festival committee at the Hotel Medford.

Thos. W. (Bill) Duggan, president of this year's committee, announced the fourth meeting of the group will be held Thursday, Feb. 21, at 7 a.m. at the Medford hotel.

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15'x8'11" Wool	217.50	149.50	12'x12'5" Nylon	142.50	89.50
12'x10'11" Wool	209.50	129.50	15'x17'10" Wool	395.00	229.50
15'x13'6" Nylon	214.50	159.50	15'x13'2" Wool	298.50	149.50
15'x9'8" Nylon	156.56	119.50	9'x11'10" Wool	59.50	39.50
15'x15'11" Nylon	225.00	139.50	12'x8'4" Wool	139.50	84.50

Size	Reg.	Sale	Size	Reg.	Sale
15'x11'5" Wool	199.50	149.50	12'x9'2" Wool	129.50	89.50
12'x9'2" Wool	129.50	89.50	12'x15'10" Wool	309.50	199.50
12'x15'10" Wool	309.50	199.50	12'x12'3" Wool	237.50	169.50
12'x12'3" Wool	237.50	169.50	12'x9'7" Wool	172.50	119.50
12'x9'7" Wool	172.50	119.50	15'x11'3" Nylon	159.50	89.50
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