

Mount Shasta Ski Bowl Ready — Waits For Snow



YOU ARE A LONG WAY UP the mountain when you get to the new lodge at the Mt. Shasta Ski Bowl. This picture was taken from the porch of the big new lodge above Mt. Shasta and shows the long vista of mountains

dropping away to the west. Visitors are already jamming the new bowl despite the lack of early season snow.

By **BILL JENKINS**

What with this whole blooming country turning into a banana belt the ski outlook as this is written is not only poor, it is non-existent.

But there are some bright spots to the picture and the people down at the Mt. Shasta Ski Bowl are making the most of all of them. Namely, they are using the good weather to do construction work this winter that was scheduled to start late next spring. So there is at least a remnant of silver lining.

Plus the fact that any way you look at it the Shasta operation is bound to be a smashing success. Even without snow it is a spectacular sort of thing. Spectacular enough that over the long Thanksgiving holiday an average of 1,500 cars per day drove up to Panther Meadows to look it over. The chair lift, running up the slopes of the mountain from the new lodge, is running and affords riders a splendid view.

The project, which has been on the drawing boards and in the planning stages for a long time, is the culmination of a dream. It is the hub of the recreation area long called the Shasta Cascade Wonderland.

If you take a look at your map you will see that the ski bowl itself is located northeast of the town of Mount Shasta. It lies in Panther Meadows at an elevation of 7,850 feet. From here the first ski lift carries you to an elevation of 9,625 feet on a vertical rise of 1,776 feet. Another lift is planned that will carry sight-seers from this terminus to Shastarama Point at an elevation of 11,127 feet. On any sort of a normal year this will provide a ski season of many months, last-

ing at least until May of each year. When work started at the lodge there was a pack of 22 feet. Best ski conditions will be found in the spring.

Swing a circle around that point and you will find, in one degree or another, boating, camping, fishing, golfing, hiking, horseback trails, ice skating, mountain climbing (about 80 people a year climb Mount Shasta), swimming and, of course, skiing.

Nor do you have to go far to find any of the things listed. Shasta Lake is rapidly becoming famous for its fishing and offers in addition 356 miles of shoreline for exploration, picnics and general summer outings. It lies but a short distance to the south. There are literally hundreds of lakes in the area as well as a good many well-stocked trout streams.

Swing a little wider circle and you can see the multiple use principle in action. A family can visit the ski bowl and find winter sports there; those who wish can drive north to the Tulelake region and take in a little duck and goose shooting or, if they desire, can drive a handful of miles to the

SIGNS OF THE TIMES

Some signs of the times: On a country store near Batesville, Miss.: "Ice cold ice." In a New York City book store: "Come in and browse but don't touch — the salesgirls." On a Chicago taxi: "Pass left — or pass on." In a Rochester, N.Y., toyshop: "Yes we have hoops — darn it!" In a Cincinnati supermarket during a rearrangement of the window display: "We trim our windows — not our customers." On a Volkswagen in Connecticut: "Help us, stamp out Cadillacs."

south and find golf at Redding and Red Bluff.

Even when the snow is gone there will be plenty of activity at the ski bowl. There will be hiking and mountain climbing in the summer months, fishing, and golf at Weed and McCloud.

The distances are not great in any direction. The ski bowl is an easy two hours from here. In miles it is 244 miles from Reno, 234 from Sacramento, 383 from Portland. For those who wish to fly their own planes there is Mott Field between Mount Shasta and Dunsuir, a 4,800 foot, lighted field that has just been resurfaced. All in all it looks like a natural.

THE COVER

There really isn't a n y such place as pictured on t h i s week's cover. Due to the lack of snow around the area, a n d particularly at the Mt. Shasta Ski Bowl which is featured, photographer Don Kettler had to resort to a collection of old winter scenes, the scissors and the paste pot. But it gets over the idea that winter will be coming along one of these days and with it the ski season.

If only the snow would come.

But for right now the outlook is still good. The dining room at the lodge is open daily from 8 a.m. until 6 p.m., stays open until 8 o'clock in the evening on Saturdays, Sundays and holidays. The lift is in operation and gives you the best view obtainable today from the easy-way heights of Mount Shasta. And you can always stand on the roof, heated by radiant means, of the lodge and scan the skies for snow.

Other facts of interest: Mount Shasta is 14,161 feet high. Incidentally, if any skier wants to climb all the way to the top, or be carried by helicopter perhaps, he can have an open run all the way from that summit to the town of Mount Shasta at 3,400 feet, perhaps the longest ski run in the world.

Mount Shasta is believed by some, the Rosicrucians, to be the home of a superior race called the Lemurians.

There are five living glaciers on the mountain, hot springs near the summit and 64 square miles of mountain above timberline.

The Mount Shasta Ski Bowl will

BUT IT'S PAPA WHO PAYS
ANN ARBOR, Mich. (UPI)—Between a quarter and a half of all the major economic decisions made by American families are shared equally by husbands and wives, according to Dr. Elizabeth H. Wolfgang of the University of Michigan Research Center.

But where the decisions are not reached jointly, she said, the husband is more important in deciding when to buy a car while the wife has more to say about saving, handling the bills and buying household goods.

accommodate 5,000 skiers at a crack without any crowding.

The parking lot will accommodate 600 cars.

Helicopter service will be available soon from the bowl to Lake Shasta.

It is bound to snow soon.

BRAIN-STORMING

SKOKIE, Ill. (UPI) — Almost every employe at the Rolled Steel Corp. here participates twice a month in a brain-storming session. Vice president Ralph C. Herdrich said that more than 200 suggestions have come out of the last eight such meetings and that more than 10 per cent of them were put into effect. Company officials exclude themselves from the session so they can be as informal as possible. All suggestions are tape recorded and presented to management.

JUMBO RADAR

ITHACA, N.Y. (UPI) — Cornell University scientists are working on a gigantic radar system that might gather data which once seemed accessible only to artificial earth satellites. The system, twice the size of a football field, is not expected to substitute for the satellites but will free them for other work, its designers say. Defense Department authorities are considering two possible locations for the proposed space radar, one in Puerto Rico and the other in Texas. The radar will be used to obtain information that might aid man in becoming a space traveler. The 1,000-foot dish will probe the thick cloud cover around Venus and is also expected to provide information about Mars and the sun.