

Alpine Meadows Opens Los Angeles Office

NOW SKIJORING EXCURSIONS TO ALPINE

With nearly four-feet of snow on the ground, dozens of people visited Alpine Meadows for the first time in the early part of December. Some made the trip in by skijoring. That is they travelled by ropes extending from Alpines new weasel.

Similar skijoring trips are now scheduled every weekend throughout the winter. Interested persons are urged to contact either our San Francisco or Los Angeles office. Or, if you are in the Lake Tahoe area, arrangements have been made for you to contact Mr. or Mrs. Byrd at the Powder Bowl, gateway to Alpine Meadows, telephone JU 3-4432. There weasels will take off between 9 and 9:30 every Saturday and Sunday morning on the 2-1/2 mile journey to Alpine.

'BUILDINGS' ALREADY FINISHED IN MEADOW

Two ski chalets are already finished at Alpine Meadows and ready for occupancy this winter. Alpine President John Reilly recently sold his home in Squaw Valley and immediately "planted his roots" in the new area by contracting for the construction of the two new homes. Entry will be by weasel from highway 89 at Powder Bowl.

The chalets are privately owned and do not have anything to do with the public offering of Alpine Meadows' stock, the proceeds of which are to be used to build ski facilities in Alpine Meadows.

A NEW OFFICE HAS BEEN OPENED

to handle inquiries in Los Angeles, at 3757 Wilshire Boulevard Suite 101, Telephone DUnkirk 2-2301

LOS ANGELES OFFICE • 3757 Wilshire • DU 2-2301
SAN FRANCISCO OFFICE • 420 Market • YU 1-0575
BERKELEY OFFICE • 2571 Shattuck • TH 5-7131



Weasel Skijoring at Alpine Meadows.

A Skier's Report On Alpine Meadows

This represents only a part of Mr. Klaussen's report. For the complete letter ask at your Los Angeles or San Francisco office.

Dear Mr. Reilly:

You have requested a written report of my opinions as a skier of the potential development to be known as Alpine Meadows of Tahoe. My qualifications for such a report are based on 12 years of skiing in New England and the West at some 25 major ski areas.

For the past two years I have appraised the Bear Creek basin, the area to be developed as Alpine Meadows, in regard to its suitability as a major new ski area, making six winter and some twenty summer excursions into the valley. First it is necessary to decide if the general loca-

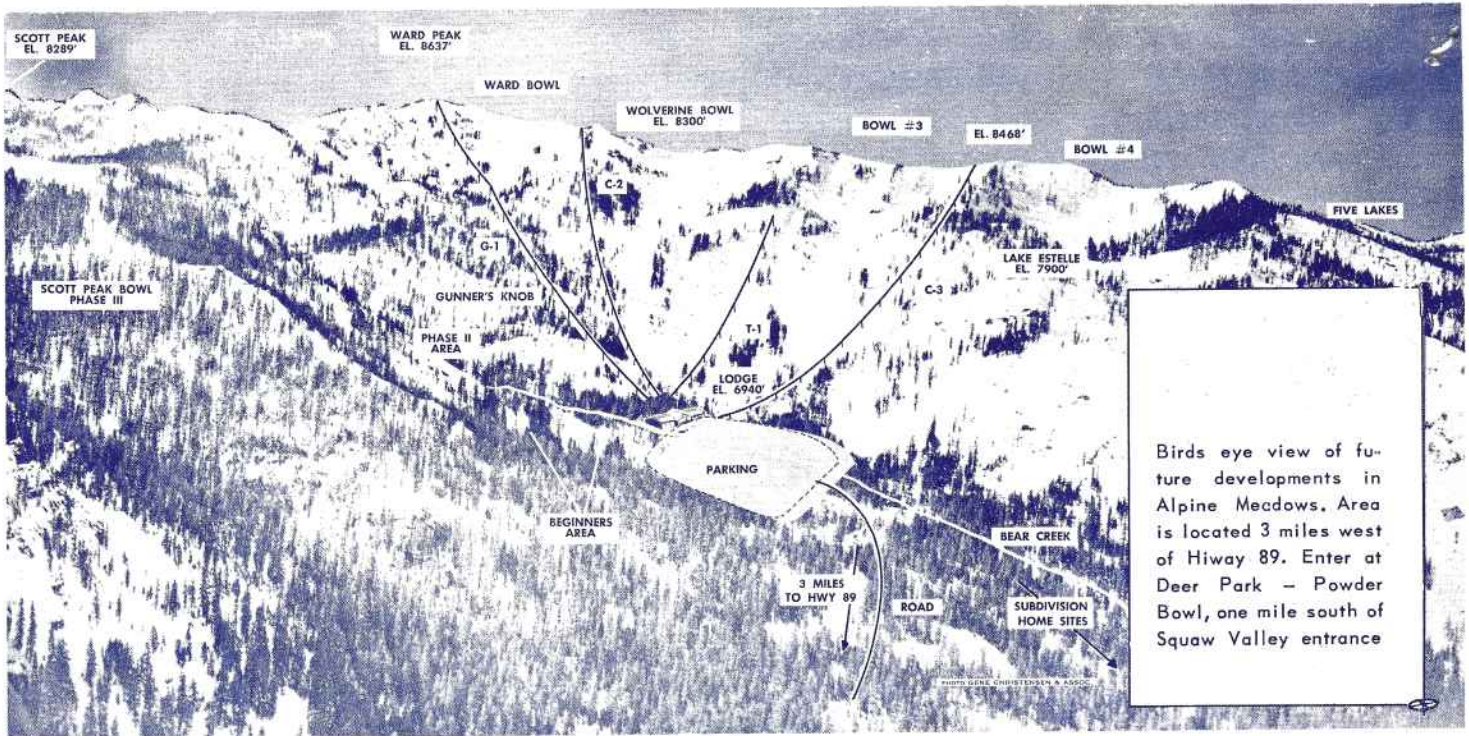
tion is desirable and then analyze the actual terrain and snow conditions to determine whether major development is indicated.

(Continued on Page 2)

"SHOW ME" MEETINGS SET FOR LOS ANGELES AND SACRAMENTO

Due to many inquiries from the Sacramento area, a general meeting will be held in the Capital City on Wednesday, January 18. The Alpine Meadows development seems to have a particularly strong appeal to skiers in this area since they are more than a hundred miles closer to it. The January 18th meeting will be held at Goodwin & Cole Ski Shop, 1315 Alhambra Street, at 8:00 p.m.

Still another big meeting is scheduled for Los Angeles on January 12th, at McCulloch Auditorium, 6101 West Century Blvd., Los Angeles. While the distance from Los Angeles to Alpine Meadows is great, its skiers don't seem to mind traveling long distances for good snow conditions. They've long been going to Alta, Sun Valley, Aspen and other far away points. (Forty Los Angelinos skied Squaw last weekend.)



Birds eye view of future developments in Alpine Meadows. Area is located 3 miles west of Hiway 89. Enter at Deer Park - Powder Bowl, one mile south of Squaw Valley entrance

FACTS ABOUT ALPINE MEADOWS

The Following Material is Quoted from the Supplement Dated Oct. 20, 1960.
For Full Details See the Prospectus and Supplement.

A complete ski development is planned to be built in the valley adjoining Squaw Valley with the \$850,000 representing the proceeds of this financing. Initial facilities will include one chair lift, one T-bar, one rope tow, and other installations as detailed in the Statement of Use of Funds on Page 4 of the Supplement. These facilities constitute Phase I of a planned \$1,400,000 installation further described in the 22-page Prospectus dated February 26, 1960 which this circular amends and supplements.

Phase II of the over-all development is planned for completion in the second or third year of operation of the corporation, and it is proposed to include an enclosed Gondola lift of the type popular in New England and Europe as a part of this phase. It is planned that financing for the Gondola, additional T-bars, rope tows and added parking will be obtained without the necessity of further stock sales.

Studies in the summer of 1960 by the engineers for the project indicated that the anticipated business would produce sufficient revenues to justify a reduction in the initial financing from \$1,400,000 to \$850,000. This reduction will accordingly reduce the stock to be outstanding at the close of the offering by approximately one-third, and will accordingly reduce the operating expenses for the initial years if the installation of further facilities are de-

ferred to Phase II of the development. Omitting initially the installation of the Gondola, studies indicate that the chair lift and other facilities described in the Statement of Use of Funds will provide for 1,770 skiers per day which is 2% above the peak requirements estimated by John Graham and Company on week-ends and holidays.

The original engineers and economic

A SKIER'S REPORT (Cont.)

Lake Tahoe will, without doubt, become America's outstanding winter and summer resort due to its unbeatable combination of attributes: natural beauty, numerous high peaks, dependable snow, pleasant weather, varied activities, abundant lodging and Olympic impetus.

Alpine Meadows has the finest ski terrain I have seen, has abundant snow of good consistency and has the variety to delight skiers of all abilities.

Ward Peak (8640 ft.) forms the largest, highest bowl and from its summit ranges a magnificent panorama including most of Lake Tahoe. Although quite steep (38%), it can be handled easily by intermediates because the open, consistent slope has few obstacles. The lower slopes round out to provide excellent terrain for beginners and instruction. Northward from Ward the bowls become progressively more precipitous -- a real challenge to the rapidly improving skill of advanced skiers.

PETER KLAUSSEN

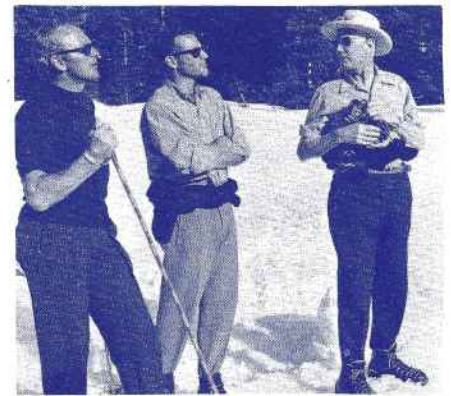
feasibility study, and the Supplement dated September 6, 1960, prepared by John Graham and Company are available for examination by prospective investors. In brief, these studies estimate that 52,000 skiers per year, which is 15% of all skiers attracted to the Lake Tahoe region, will patronize Alpine Meadows in the first operating season, producing lift and other revenues in excess of \$200,000. In the second year they estimate that 18% of the skiers in the Lake Tahoe region will come to Alpine Meadows. It is believed by the Board of Directors of the Corporation that the revenues produced by these skiers will provide income to the Corporation which, together with debt financing, maybe sufficient for the installation of the additional planned facilities and eliminate

ALPINE MEADOWS EXPANDS OFFICE IN SAN FRANCISCO

Increased activity in Alpine Meadows San Francisco office has forced an expansion. The office now has been moved upstairs to Room 606 of Tilden Sales Building at 420 Market Street.

Sales Manager John Reily, District Chief Jack Beglen and Judy Essig, our perky secretary, will now have more room in which to maneuver.

The mailing address and phone number remain the same - 420 Market Street and YU 1-0575. Just change the room number from 418 to 606.



Willie Schaeffler, John Hudson and John Reily at the Press Helicopter Picnic last April.

THREE ROUTES INTO ALPINE FROM SQUAW VALLEY

Three different inspection trips of Alpine Meadows are available from the lifts in Squaw Valley and by skijoring behind the weasel. They have been taken in previous years by the hardier cross country minded but the long haul on the flats going out has discouraged wide-spread use.

Now it is possible to go into the area from the top of Squaw lift #2, the tram, KT-22, or Papoose, with varying exposures. Only experienced skiers in good condition should go in groups because of the absence of patrols. However the weasel is available on reservation to pull groups out to the Powder Bowl. Just phone Larry Bird at JUniper 3-4432.

From the top of the chair lifts on Papoose or KT-22, a good view of the area is available. Easy runs to the floor of the valley open up better vistas and bring you to the weasel road. You can thumb a ride or skijor behind any passing vehicle. Weasels can go to the base terminal area at the foot of Gunner's Kob at all times. Under ideal conditions they can go into the bowls but cannot carry much of a load above the lodge area.

Any skiers interested in trying the slopes in Ward or Wolverine Bowl can reach the summit of Ward Peak in an hour or two across Five Lakes. From the top of KT-22, the tram or Squaw #2 go down to the lakes, staying as high as possible crossing them. From Five Lakes elevation 7550 feet a long easy traverse around the west side of the four bowls reaches the 8640 ft. summit of Ward Peak. Less climbing is required by those who go to Lake Estell at elevation 7950 ft. and then work across the bowls descending to the lodge area in one of the bowls.

These trips should only be taken under the leadership of skiers experienced in cross country and mountaineering as there are dangers of avalanche in some locations.

An open letter to Alpine Meadows of Tahoe, Inc. from Mr. Willy Schaeffler, Olympic Ski events director.

April 16, 1960

Alpine Meadows of Tahoe, Inc.

Gentlemen:

This is not supposed to be a report but merely my impressions of the Ward Peak area accumulated since my first visit to the area on a tour with the Denver University Skit Team in 1952. Since then, I have visited the area both in the summer and winter time annually from 1956 till 1960.

Over the years, I have become more enthusiastic about this area for the following reasons.

(1) Ward Peak is the highest summit in this area, and has four different draws or bowls with East and North exposure which is almost ideal for skiing purposes. The skiing terrain which will be opened by the one lift line from the proposed ski lodge site to Ward Peak alone is more varied and suited for all types of skiers than in any other area I know in the United States.

(2) The snow surveys made by your company and the U. S. Forest Service speak for themselves. The early and late even snow pack in the area indicates very little wind action. The entire Ward Bowl is surrounded by high peaks which are responsible for the wind protection in the bowl and for the even snow deposit. There are, undoubtedly, indications of avalanches and slides, however, with our modern means of avalanche control this problem can be overcome.

(3) The terrain I found in the Ward Peak area is ideally suited for the needs of modern ski teaching of all classes of skiers, including racers, since there is a vertical drop of almost 2,000 ft.

(4) The area also has almost unlimited possibilities for immediate and future development in the surrounding mountains - Scott Peak, Twin Peak, etc.

I have always had a great personal interest in this area, however, I was in no financial position to take steps to develop it on my own. I also want to state here that this not a letter of endorsement, but my true and honestly evaluated opinion of this area, since I made so many survey trips in connection with my duties as Director of Ski Events for the Olympic Organizing Committee to look for possible alternate alpine Olympic trails.

Nobody can estimate right now what a tremendous impact the 1960 Olympic Winter Games had and will have on skiing in the United States, and especially California. Over sixty million people were able to see the Winter Games on TV. Since the sport is very young in this part of the country, my opinion is that the number of skiers will at least double in the next ten years. The many letters received by CBS as well as the Olympic Organizing Committee are very sober indications of this trend.

In case Alpine Meadows, Inc., still want me to make a detailed survey report on every phase of the development, please contact me by calling Tahoe City Olympic 8-4124.

With best wishes and good skiing for your young company,

Sincerely yours,
Willy J. Schaeffler

1960 Winter Olympic Games

Air Schedule Los Angeles to Reno

NORTHBOUND

	UAL 699 1st Class	UAL 587 Coach	UAL 591 Coach	UAL 683 1st Class	UAL 595 Coach	UAL 357 1st Class	UAL 695 1st Class	UAL 581 Coach
L.A.	7:00 a.m.	9:15 a.m.	3:15 p.m.	4:00 p.m.	5:15 p.m.	D 5:00 p.m.	D 7:00 p.m.	8:55 p.m.
Sacto.	8:45 a.m.	11:00 a.m.	5:00 p.m.			6:58 p.m.	8:45 p.m.	10:40 p.m.
S.F.				5:40 p.m.	6:55 p.m.			
S.F.				6:10 p.m.	7:45 p.m.			
Reno	9:50 a.m.	12:00 a.m.	6:00 p.m.	7:20 p.m.	8:55 p.m.			11:40 p.m.

SOUTHBOUND

	UAL 570 Coach	UAL 354 1st Class	UAL 592 Coach	UAL 696 1st Class	UAL 580 Coach
Reno	7:45 a.m.		4:30 p.m.	5:25 p.m.	8:10 p.m.
Sacto.	8:45 a.m.	L 1:00 p.m.	5:40 p.m.	D 6:40 p.m.	9:15 p.m.
L.A.	10:30 a.m.	2:55 p.m.	7:25 p.m.	8:25 p.m.	11:00 p.m.

Fares each way are:

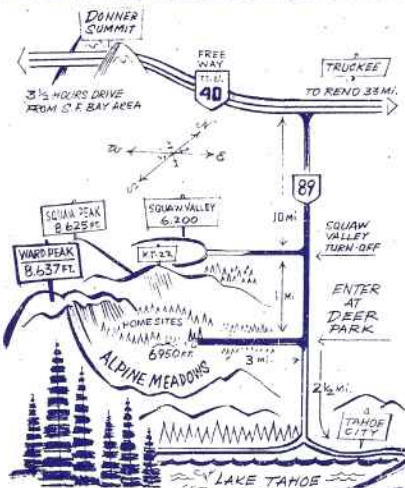
	Coach	1st Class	Plus Tax
L.A. - Sacramento	\$18.70	\$25.25	
L.A. - Reno	27.70	34.55	

Air Travel to Tahoe

The Lake Tahoe area is the closest to Los Angeles in point of time for skiers who fly. In a little over four hours it is possible to be on the slopes by several different routes. The Reno airport is one hour from Squaw Valley and other areas by car and only two hours and 45 minutes from Los Angeles by airline. Sacramento is only one hour and 45 minutes from L.A. by air and 2-1/2 hours from Alpine Meadows by car. It is also possible to fly by way of San Francisco and Las Vegas in about the same time at the same fares.



One of the two ski chalets built in Alpine Meadows for our Prexy, John Reily on private property, not owned by Alpine Meadows of Tahoe Inc.



FILL OUT AND MAIL TO

ALPINE MEADOWS OF TAHOE, INC.
420 Market Street 3757 Wilshire Blvd.
San Francisco 11, Calif. Los Angeles 5, Calif.

If you have names of persons who would like to be included in the Alpine Mailings, please print the information and include with this coupon!!!!

- Please send me a prospectus on Alpine Stock.
- I would like to take a show me trip into Alpine Meadows on _____ 1961.
- Please send me a subscription blank.

Name _____ Phone _____

Address _____ City _____

There are being offered to the public 85,000 shares of the \$10 par value Capital Stock of Alpine Meadows of Tahoe, Inc. at a public offering price of \$10 per share and in units of not less than 100 shares. All shares are subject to a selling expense not to exceed 15% of the purchase price of the shares.