

# Tschanz Rare Books

## List 90

# *Skiing*

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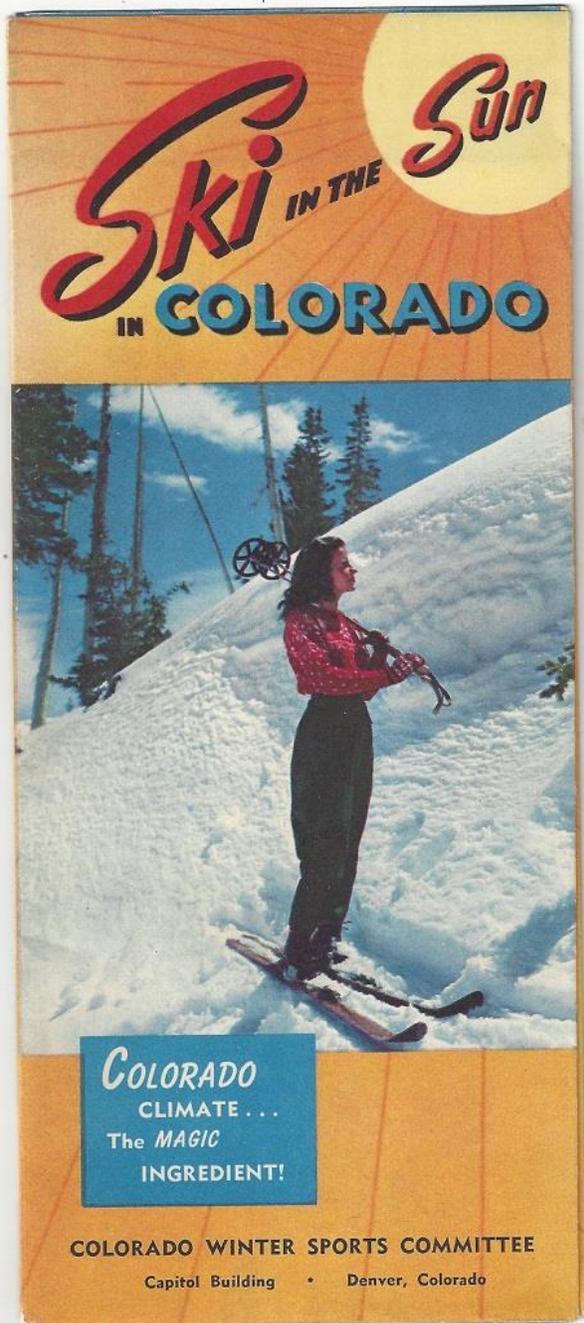


1- [Skiing]. **Nevada: Gateway to the 1960 Winter Olympics.** Carson City, NV: Nevada Department of Economic Development, (c.1954). Single sheet [22 cm x 30 cm] printed on both sides in blue, gray and black that folds to pamphlet size [22 cm x 10 cm] Very good. Two vertical folds as issued.

*Early skiing in Nevada promotional item that promotes the active skiing areas in the state at the time: Reno/Tahoe, Mt. Charleston (Las Vegas), Ward Mountain (Ely!), Lamoille Canyon (Elko) and Pequop Summit (Pequop) Likely produced to promote the then recently announced awarding of the 1960 Winter Olympics to neighboring Tahoe (on the California side) ski area, Squaw Valley.*

*"Nevada and skiing have been closely identified since early days of the West when legendary John (Snowshoe) Thompson first packed the mail over the Sierras, skimming over huge snow packs on long skis. Now the Gateway to the 1960 Winter Olympics."*

\$85

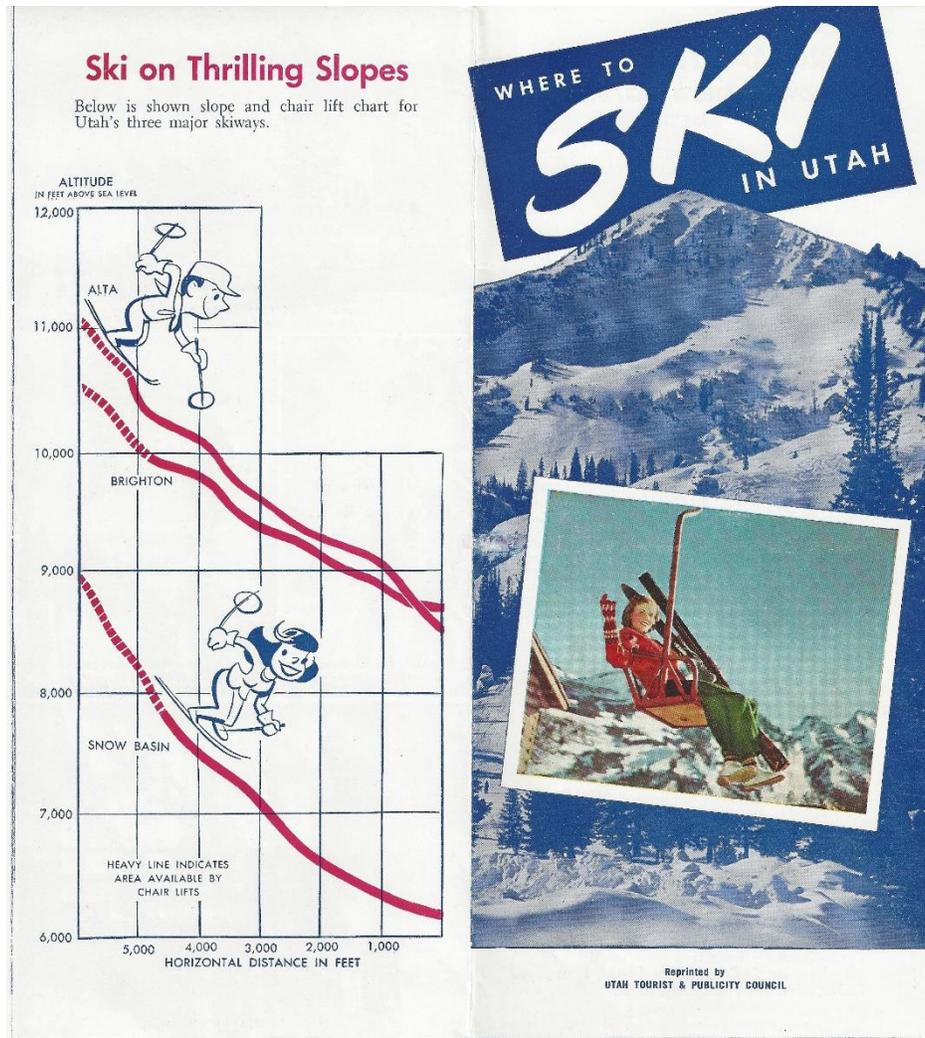


2- [Skiing]. **Ski in the Sun in Colorado.** Denver: Colorado Winter Sports Committee, (c.1950). Single sheet [40 cm x 46 cm] printed on both sides in color that folds to pamphlet size [21.5 cm x 9 cm] Very good. Folds as issued.

*Nice early Colorado skiing promotional item that features a map [30 cm x 26 cm] of the state with 32 ski areas located bookended with brief descriptions of each on left and right. Contains numerous ski areas that are no more (Stoner, Tenderfoot, Apex, Rock Creek, etc.). Reverse contains photographs (most in color) with captions.*

*"Variety of Terrain! Ten thousand square miles of powder snow fields, unlimited variety of slopes from breathtakingly steep mountain sides for schuss experts to long, gentle trails winding through virgin, unobstructed terrain for beginners."*

\$80



3- [Skiing]. **Where to Ski in Utah**. Salt Lake City: Utah Tourist & Publicity Council, (c.1945). Single sheet [23 cm x 60 cm] that folds up [23 cm x 10 cm] Better than very good. Folds as issued. Twelve panels (six to a side)

*Charming and early attempt to promote skiing for the entire state of Utah. One side of the sheet features Alta, Brighton and Snow Basin, with two panels devoted to each (one panel features a description of the resort and the other features captioned images.) The opposite side features short descriptions of fourteen other places to ski in Utah with images and illustrations: Park City, Dry Fork, Little Mountain, Clear Creek, Ephraim Canyon, Bruin Mountain, Beaver Mountain, Kolob Ski Site, Timpanogos Haven [Sundance], Cedar Canyon [Brian Head], Fillmore Ski Area, Ecker Hill and Tooele.*

*"A Skiing we will go. Utah offers skiing in every section of the state. The following ski areas extend a cordial invitation to all winter sports enthusiasts to ski our slopes."*

\$65

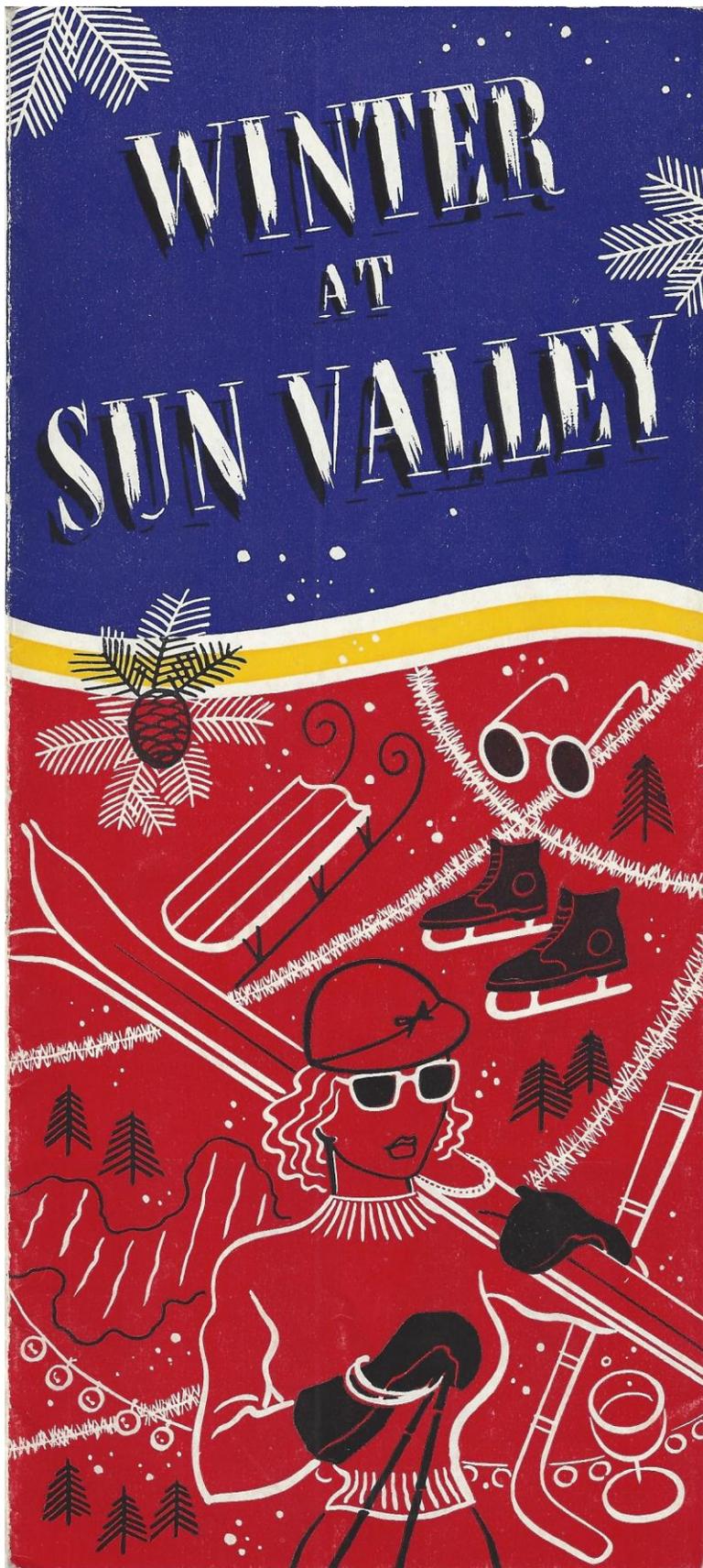


4- Florence, Henry. **Ski or See Utah's Brighton**. Brighton, UT: Alpine Rose Lodge, (c.1956). Single sheet [23 cm x 40] printed on both sides and folding to pamphlet size [23 cm x 10 cm] Fold as issued. Near fine.

*Early promotional for the Brighton Ski Area and Henry Florence's Alpine Rose Lodge, includes black and white views of the interior and exterior of the lodge, as well as views of the Millicent chairlift and run and people enjoying same.*

*"Winter or summer you'll enjoy the magnificence of Brighton, Utah. Brighton is an all year resort. Splendid for the skier in the winter, and during the summer months this superior resort offers horseback riding, fishing, hiking, picnicking, and riding on the lift."*

\$75



5- [Union Pacific] [Skiing]. **Winter at Sun Valley.** [Omaha]: [Union Pacific Railroad], [1939]. Single sheet [23 cm x 40 cm] printed on both side and folding to pamphlet size [23 cm x 10 cm] Folds as issued. Better than very good.

*Early Sun Valley promotional piece by the Union Pacific, that touts the amenities and facilities offered at Sun Valley and their service to same. Illustrated with black and white views and a small map of the area.*

*"The snow-covered valley is protected from biting winds by the towering Sawtooth Mountain Range. The sun radiates a remarkable warmth and during the day the temperature averages between twenty and forty degrees above zero. Beautiful Sun Valley Lodge provides superbly appointed accommodations together with the facilities and service of a modern metropolitan hotel. And in quaint Challenger Inn are comfortably and attractively furnished."*

\$75

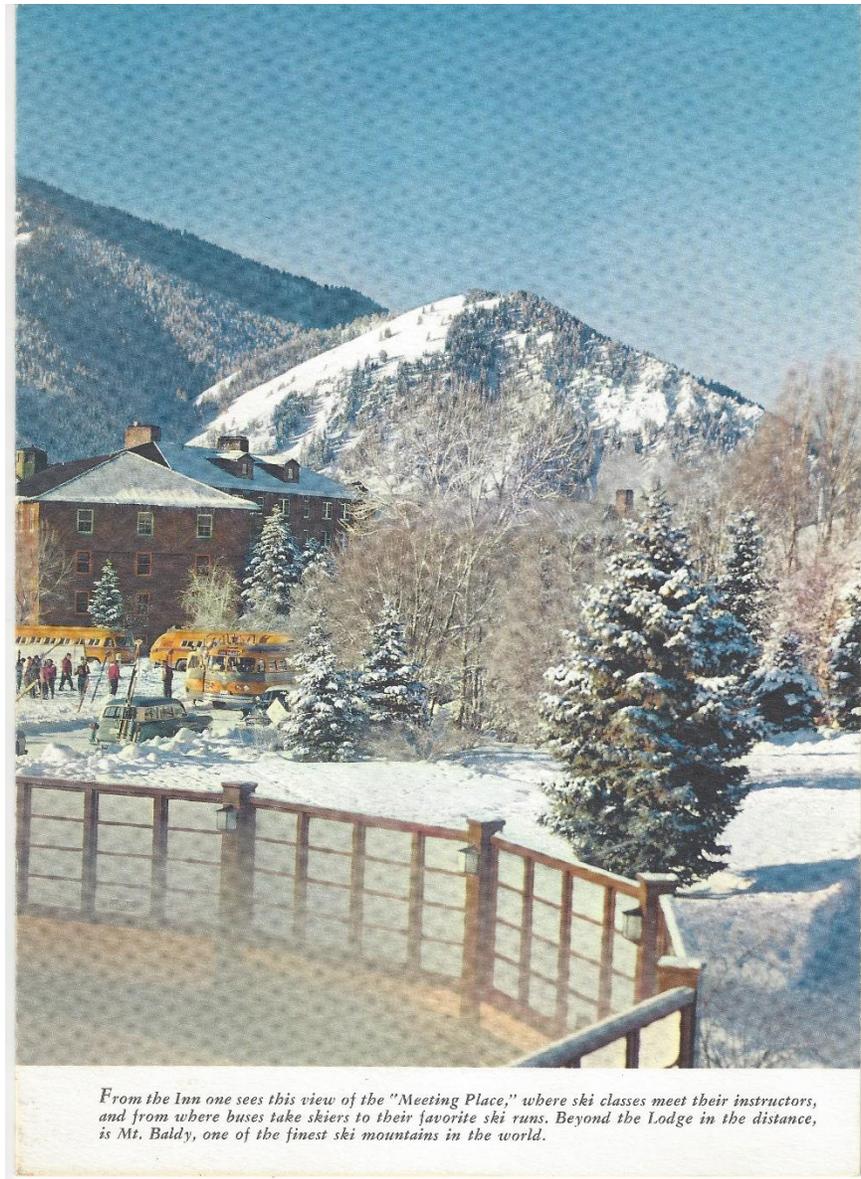


6- Bishop, Charles O. **Aspen - Hotel Jerome. Summer, 1950.** [Aspen, CO]: [Hotel Jerome], 1950. Single sheet [22 cm x 40 cm] printed on both sides and folding to pamphlet size [22 cm x 10] Folds as issued. One of the folds is split at the head otherwise very good.

*Promotional item for the Hotel Jerome and Aspen, which was just emerging as a ski destination in the Roaring Fork Valley of the Colorado Rockies. Descriptions of the area, activities, transportation and accommodations.*

*"The variety of summer recreation, scenic grandeur, atmosphere of the Old West combined with the new and vital life of the present day all blend to make summer in Aspen a holiday to be remembered by the weary city dweller seeking peace or the energetic vacationer looking for adventure."*

\$50



*From the Inn one sees this view of the "Meeting Place," where ski classes meet their instructors, and from where buses take skiers to their favorite ski runs. Beyond the Lodge in the distance, is Mt. Baldy, one of the finest ski mountains in the world.*

7- [Sun Valley]. **Union Pacific Railroad Menu.** Omaha, NE: Union Pacific Railroad, [1964]. Bifolium. Single sheet [24 cm x 35 cm] folded in half and printed in color. Near fine.

*Menu for the Cariboo County Railcruise Tour aboard Union Pacific, that is dated Wednesday, September 2, 1964. Cover shows school busses in front the Sun Valley Lodge with Mt. Baldy in the background. Reverse contains a description of Sun Valley.*

*"Skiing is the most democratic of sports, however, so in 1937 the Challenger Inn was built to house young skiers and families with thinner skiing wallets. With the addition of the chalets, where college students and skiers on tight budgets find very adequate housing on tight budgets find very adequate housing in four-bunk rooms, Sun Valley, can honestly say that it has accommodations to suit every purse."*

\$35

BY BUSES — Grayhound Buses (Inland Stages) from Los Angeles or Reno go to June Lodge Junction near June Lake.

**SKI**

**JUNE LODGE RESORT**

\* IN THE HIGH SIERRAS

June Lake  
Mono County  
California

GEO. W. CONN, Owner  
Phone: Leevining 482

RESERVATIONS—If accompanied by \$10 deposit accommodations will be held. No deposit refund unless cancellation notification is received at June Lake 5 days before reservation date. For information and reservations, write or phone June Lodge Resort, June Lake, Mono County, Calif.; George W. Conn, owner; Mr. Foster travel bureaus; Peck Judah Co., Arcade Bldg., Los Angeles or any travel bureau. Telephones: Direct to Lodge, Leevining 313; Los Angeles, TRinity 1544; San Francisco, GAfield 3505.

CHALFANT PRESS, LONE PINE

8- Conn, George W. **Ski June Lodge Resort, In the High Sierras**. Lone Pine, CA: Chalfant Press, (c.1947). [4pp] Bifolium [23 cm x 20 cm] Better than very good.

*Promotional item for the June Lodge Resort at June Lake near Mono Lake and Yosemite National Park. Interior offers a description of the lodge, nearest ski hills, the evening night life and rates. Map of the area on the rear panel.*

*"June Lodge. Here in a magnificent setting is a new Mecca for winter sports enthusiasts. The novice and expert alike find what King Winter really has to offer. It is a country for Toboggan - Skis - Skates - Snowshoes. For long hikes through crystal snow. Here, tingling with health at the day's end, you will find a peace, new friends...and, joining the group around the mammoth four sided fireplace, you discover the homey friendliness that is a real part of the resort."*

\$65

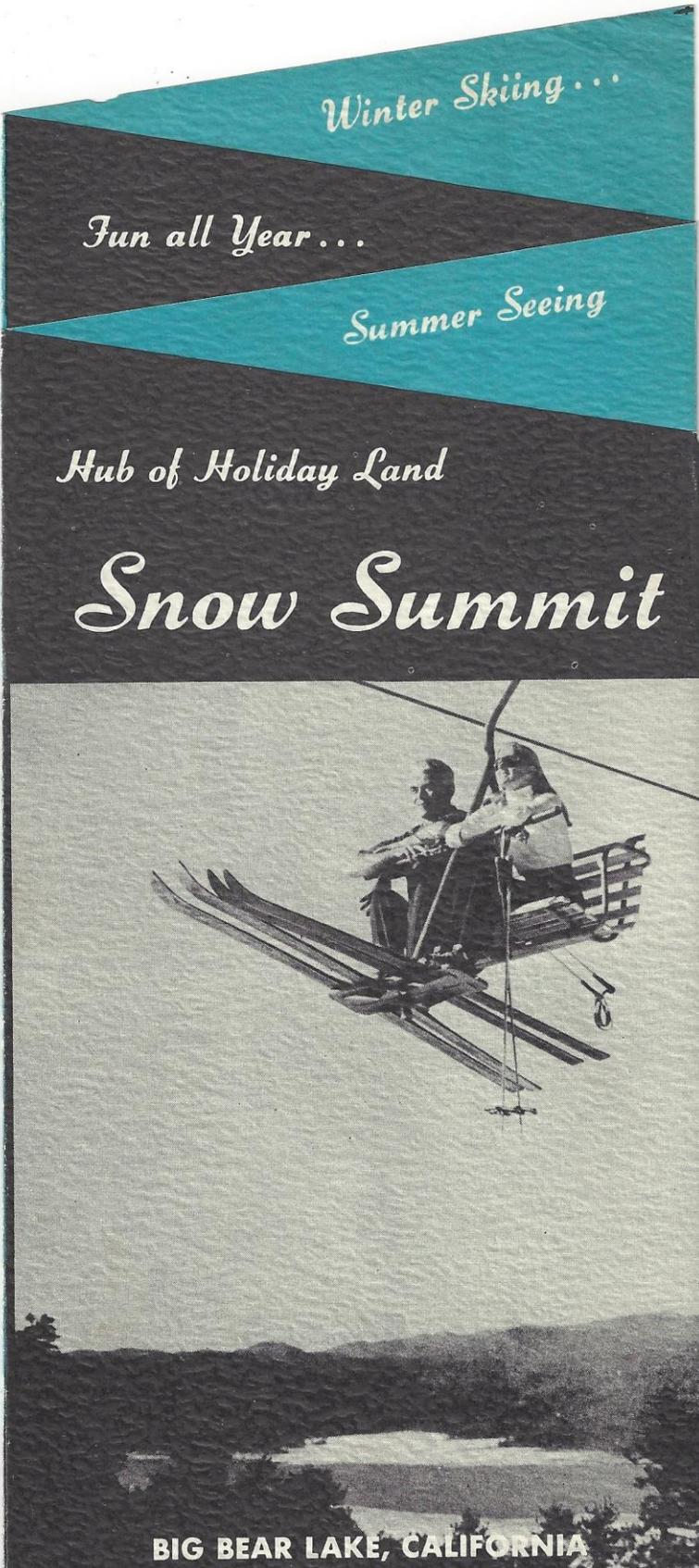


9- High Sierra Wintersports Association. **Ski Apres Ski**. San Francisco: High Sierra Wintersports Association, (c.1957). Single sheet [23 cm x 40 cm] printed on both sides that folds to pamphlet size [23 cm x 10 cm] Folds as issued. Near fine.

*Promotional item from the High Sierra Wintersports Association touting the ski areas and resorts that dot the area around Lake Tahoe: Squaw Valley, Heavenly Valley, Alpine Meadows, Mt. Rose, and Slide Mountain. Groovy color map of the area over two-panels.*

*"Sure, the skiing's great. And you've got a wide choice of housing. But what's for apres-ski? That's where the High Sierra excels, abounds. More Apres than anywhere in the world, here on the California/Nevada border. What's your pleasure? The wonderful whirl of casinos? Great shows? Top Cuisine? Dancing? Cocktails? They're all here, and lots more!"*

\$40



10- Tyndall, Tommi. **Snow Summit: Winter Skiing - Fun all Year - Summer Seeing - Hub of Holiday Land.** Big Bear, CA: Snow Summit, (c.1950). Single sheet [17-23 cm x 40 cm] printed on both sides that folds to pamphlet size [23 cm x 10 cm] Near fine.

*Promotional piece for Big Bear's Snow Summit to tout their season pass 'Summit Club,' with a description of the perks of membership and the area. Illustrated with black and white views and a two-panel pictorial map of the area with legend.*

*"Snow Summit is unique. There is nothing else quite like it. Located within a mile of Big Bear Lake, the largest mountain village in the country at 7,000 ft. elevation, its center attraction is a mile long, scenic chairlift that delights skiers - thrill sightseers, who can enjoy the most magnificent view in the San Bernardino Mountains for over a half hour of steady riding. In addition, there are literally scores of other vacation attractions nearby or made available through this large-scale recreation development which bring year-round pleasure to all those fortunate enough to know about them."*

\$65

# SEEING <sup>AND</sup> SKIING

during 1952  
**WINTER OLYMPICS  
IN NORWAY**



**WIDE TRAVEL  
AIR TOUR**

via SCANDINAVIAN AIRLINES SYSTEM

PERSONALLY CONDUCTED BY  
**OLOF RODEGARD**  
SKIING INSTRUCTOR AT SUN VALLEY

11- Rodegard, Olaf [Olympic Games].  
**Seeing and Skiing during the 1952  
Winter Olympics in Norway.**

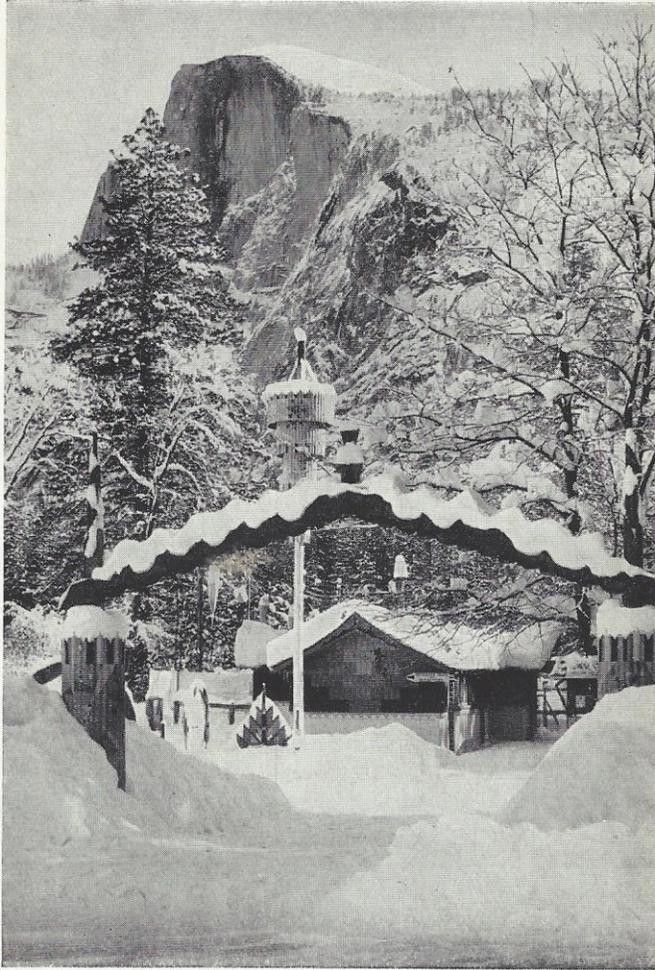
Portland, OR: Wide Travel, 1952.  
Single sheet [23 cm x 30 cm] printed  
on both sides that folds to pamphlet  
size [23 cm x 10 cm] Folds as issued.  
Near fine.

*Promotional item from a Portland,  
Oregon, travel agency promoting ski  
trips to Norway during the 1952  
Winter Olympics, guided by Olaf  
Rodegard. Work lists the official  
program for the Games; the itinerary  
for the offered tour; what the tour  
includes; documents needed; the  
tourist's responsibilities; and rates  
from New York.*

*"Who is Olaf Rodegard, the tour  
conductor? Mr. Rodegard, well known  
ski instructor at Sun Valley, Idaho,  
came to the U.S. in 1929 and took  
part in national competitions. he  
became known as one of the best all  
around skiers. In 1939, along with  
winning numerous races in the West,  
he took third place in national 4-way  
combined. In 1940, after passing the  
exams for certified ski instructors, he  
became head instructor of the  
Timberline Lodge Ski School. In 1941,  
he joined the U.S. Army and he taught  
and trained troops in skiing and  
mountaineering all during the war."*

\$75

# YOSEMITE WINTER SPORTS



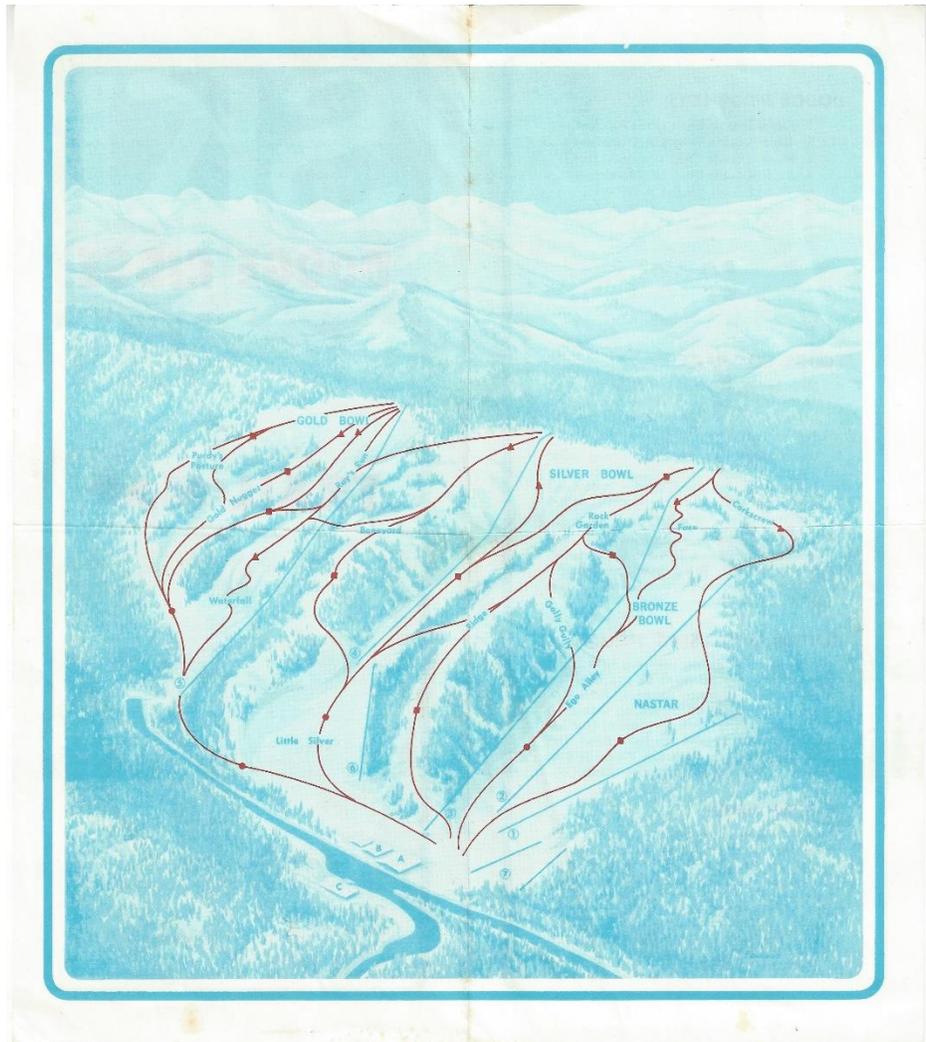
Conveniently Reached at  
YOSEMITE  
NATIONAL PARK  
California

12- [Skiing] [Winter Sports].  
**Yosemite Winter Sports,  
Conveniently Reached at  
Yosemite National Park,  
California.** San Francisco:  
Yosemite Park and Curry Co.,  
(c.1929). Single sheet [37 cm x  
40 cm] printed on both sides  
that folds to pamphlet size [23  
cm x 10 cm] Folds as issued.  
Near fine.

*Promotional item from the  
Yosemite Park and Curry  
Company to promote winter  
activities in the Park, that offers  
the prospective tourist  
descriptions of available  
activities and transportation and  
lodging suggestions, along with  
rates. Illustrated with black and  
white views.*

*"Nothing quite like it in America!  
Yosemite is setting the pace for  
winter sports! A Yosemite winter  
visit is irresistible! World-famous  
scenery, its beauty accentuated  
by snow and frost on every lofty  
crag and peak - glistening along  
the streams and sparkling on the  
meadows - is in itself compelling.  
But when it becomes the setting  
for the most comprehensive of  
winter sports programs..."*

\$60



13- Helm Family. **Ski Dodge Ridge: Trail Map.** [Pinecrest, CA]: (c.1980). [4pp] Bifolium [23 cm x 20 cm] about very good.

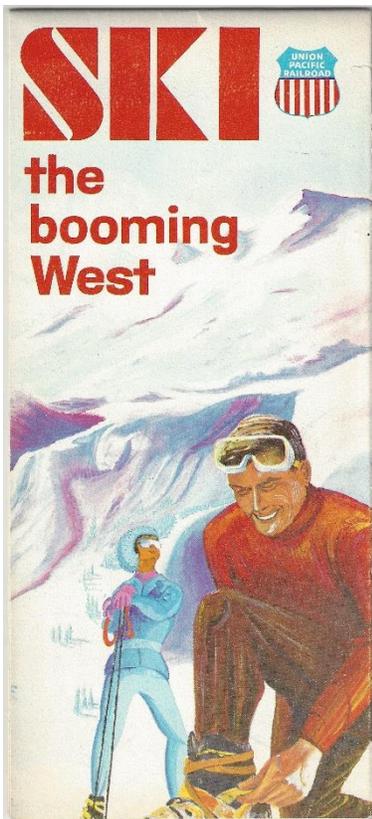
*Interior contains a trail map for the small family owned operation, Dodge Ridge in Tuolumne County, California. Rear panel offers a list of the chairlifts; a brief description of the lodge complex; how to buy tickets; and a brief description of the NASTAR races.*

*"NASTAR RACES: NASTAR guest giant slalom races Sunday afternoons at 2 o'clock, January through March. The rules are simple: The day of the race, go to the ski school ticket office, sign up and pay your \$2.00 entry fee. You will receive your NASTAR race bib and go to the starting gate. The race course is located on the NASTAR run in the Bronze Bowl."*

\$35



**The best skiing  
in the west  
is reached by  
Union Pacific  
&  
it's SKI-rific!**

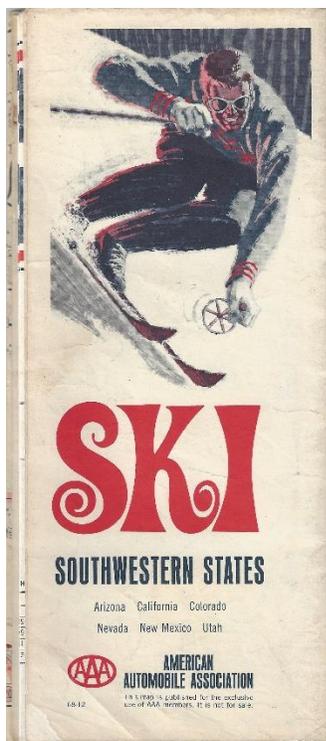


14- [Skiing] [Winter Sports]. **Ski the Booming West.** Omaha: Union Pacific Railroad, (c.1960). Single sheet [46 cm x 70 cm] printed on both sides that folds to pamphlet size [23 cm x 10 cm] Folds as issued. Near fine.

*Promotional item from the Union Pacific touting their service to the ski areas of the west. Brief description of the skiing in the various states: Colorado, Idaho, Washington, California, Oregon, Nevada, Wyoming, and Utah. After each state's description is a list of the areas and resorts in that particular state with contact information. Reverse contains an excellent map that shows the U.P. lines across the west with the resorts and ski areas printed between each state's borders.*

*"Union Pacific Domeliners, that's the smart way to travel, especially if you are a skier. Generous baggage allowances plus the safety and comfort of Domeliner travel makes going Union Pacific a wise choice."*

\$85

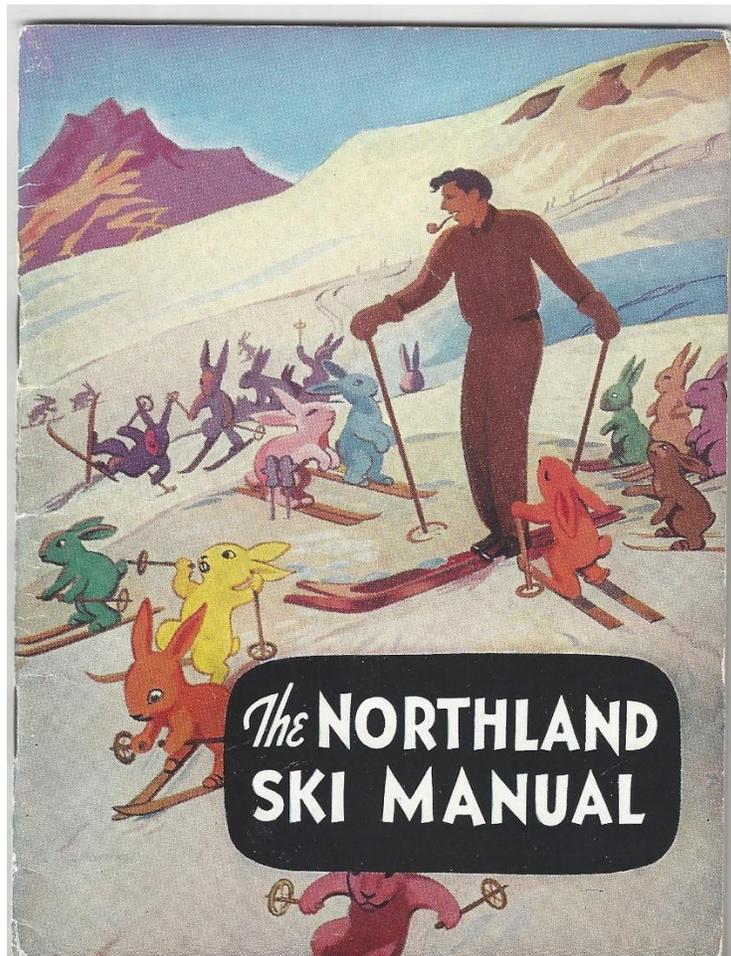


15- Automobile Association of America [Skiing] [Winter Sports]. **Ski Southwestern States: Arizona, California, Colorado, Nevada, New Mexico, Utah.** Washington DC: Automobile Association of America, 1968. Single sheet [63 cm x 88 cm] printed on both sides that folds to pamphlet size [21 cm x 8 cm] Folds as issued. A few small splits at the folds and minor discolorations to covers.

*One side contains a western road map from the AAA with a route marked in by hand in marker. Reverse lists the represented states and lists the resorts and areas in each (with corresponding locating data to map on the reverse) with useful information to the prospective visitor: name & location; telephone number; operating season dates (for 1968-69); days open; night skiing; vertical drop; number of slopes, trails, lifts, bars, rope tows; daily fees; rentals; patrol;; ski school; ski shop; other sports.*

*"Millions annually greet the approach of winter not with gloom, but enthusiasm. Spurred by the promise of snow - natural or manmade - bright days in the crisp air and the warmth of apre-ski firesides, each autumn skiers launch into a flurry of activity. Wisely, they attack their pre-season exercises with extra verve, check equipment for soundness, wax skies and perhaps pour through booklets and brochures for a new winter Eden."*

\$50



16- Schneider, Hannes. **Northland Ski Manual**. Saint Paul, MN: Northland Ski Manufacturing Company, (c.1940). 48pp. Sextodecimo [15 cm] Illustrated wrappers. Better than very good.

*Manual from the Northland Ski Company that offers descriptions on equipment, maintenance of same, and how-to instructions for a variety of skiing maneuvers and techniques (turning, jumping, racing, etc.)*

*"The purpose of this book is to give you, insofar as the space permits, the most essential fundamentals of skiing. Written by our expert, it was completely edited by the late Hannes Schneider who had about the finest reputation in the world as an authority on skis, technique and instruction. The Northland Ski Manual will help you immensely by making skiing clear to you, and by pointing out improvements in your technical knowledge of skiing."*

\$60

Tourists—Sightseers—Camera Fans



**NEW  
HIGHER  
THAN  
EVER**

**RIDING  
THE SKY  
CHAIR**

**SQUAW  
VALLEY**

Operating Daily 10 A.M. to 5:30 P. M.

Adults \$2.00 ● Children \$1.00

**LAKE TAHOE, CALIFORNIA**

17- [Skiing] [Winter Sports].

**Squaw Valley: New Higher than Ever - Riding the Sky Chair.** Tahoe City, CA: Squaw Valley, (c.1950). [4pp] Bifolium [16 cm x 17.5 cm] Better than very good.

*Promotional item for the then new, Sky Chair at Squaw Valley ski area. Small map at the head of the two interior pages.*

*"Mountain Climbing In An Armchair! Imagine gliding effortlessly up one of the world's most spectacular mountains. Silently, and in the utmost comfort and safety, you float up and up. Giant Ponderosa pines bend a bow to greet you in all their majesty. Crossing wildly gushing streams, you hover over brilliant plunging waterfalls. You literally soar up precipitous mountain cliffs. Finally, at the top you are rewarded over and over with the most breath-taking panorama imaginable, centered with sparkling blue Lake Tahoe.*

\$35



18- Atomic Skis. **Atomic Grand Slam** [Promotional Flag]. [Salzburg, AUS]: Atomic Ski Company, 1985. White nylon flag [98 cm x 70 cm] screen printed in yellow and blue ink on one side. Rope hanger attached at the head. Creases from longtime storage. Otherwise nice.

*"The One Ski that Does It All: 1985 SL, GS, DH and Overall Men's World Cup Champion"*

\$25



19- [Lange, Bob]. **Lange** [Promotional Flag]. [Isere, FR]: [Skis Rossignol S.A.], [1990]. Gray nylon flag [58 cm x 136 cm] screen printed in orange and black ink on one side. Grommets at the corners for hanging. Creases from longtime storage. Otherwise nice.

Promotional flag from the long-time ski boot maker (Lange were the first manufacturer of a plastic ski boot).

\$25



20-[Skiing] [Winter Sports]. **Rossignol: Let Others Compromise [Promotional Flag]**. [Isere, FR]: [Skis Rossignol S.A.], [1990]. Black nylon flag [36 cm x 120 cm] screen printed in gray on one side. Grommets at the corners for hanging. Creases from longtime storage. Otherwise nice.

*Promotional flag from the longtime ski maker.*

\$25



21- Vaugh, C.B. **CB Sports [Promotional Flag]**. Bennington, VT: CB Sports, [1990]. Blue nylon flag [45 cm x 88 cm] screen printed in red and silver on one side. Grommets at the corners for hanging. Creases from longtime storage. Otherwise nice.

*Promotional flag from this ski apparel and outerwear brand*

\$25



22- **Utah's Olympics Everyone Wins.** [Salt Lake City]: [Utah Olympic Bid Committee], (c.1991). Bumper sticker [8 cm x 25 cm] printed in black and blue. Unused with the sticker back cover present.

*Souvenir bumper sticker produced by the Utah bid committee for the 1998 Winter Olympics, with Nagano (Japan) ultimately selected for the 1998 games. Salt Lake was awarded the 2002 games after what later turned out to be a scandal laden bid.*

\$20



23- [Skiing]. **Park City Ski Area: Trail Map.** [Park City, UT]: Park City Ski Area, (c.1989). Color poster [49 cm x 81 cm] Near Fine. A few light folds (as issued?) 'B' condition.

*Trail map poster for Park City Ski Area, that touts the new access to the summit via the Pioneer Chair. Map also shows the then new Prospector and Crescent chair lifts.*

\$40



**BIG  
COTTONWOOD  
CANYON**

**In the  
Rocky Mountains  
near  
Salt Lake City  
Utah**

**Connecting  
Salt Lake City  
with Brighton,  
a summer and  
winter recreation  
spot at  
8700 Ft. Elevation**



F6389

24- Frasher, Burton. **Big Cottonwood Canyon**. Pomona, CA: Frasher Foto, (c.1950). Real photo postcard [9 cm x 14 cm] Divided back. Nice condition.

*"Big Cottonwood Canyon. In the Rocky Mountains near Salt Lake City Utah Connecting Salt Lake City with Brighton, a summer and winter recreation spot at 8,700 ft. Elevation."*

*Burton Frasher Sr. (1888-1955) began his commercial photography business in Lordsburg (now LaVerne) California in 1914. In 1921, he moved his studio to Pomona, California, where he began to sell his own increasingly popular picture postcard views of the Southwest. By the end of the 1920's, what had begun as a sideline became Frasher's main business focus. He traveled extensively through California, Arizona, New Mexico, Colorado, Utah, and Nevada, ranging up through Oregon, Washington, and Alaska, and down through Baja, California and Sonora, Mexico, taking pictures of whatever subjects he thought would prove commercially viable on his postcards. By the time of his death in 1955, Burton Frasher was considered the Southwest's most prolific photographer.*

\$25



  
**BIG  
COTTONWOOD  
CANYON**

In the  
Rocky Mountains  
near  
Salt Lake City  
Utah  
Connecting  
Salt Lake City  
with Brighton,  
a summer and  
winter recreation  
spot at  
8700 Ft. Elevation



F6388

25- Frasher, Burton. **Big Cottonwood Canyon**. Pomona, CA: Frasher Foto, (c.1950). Real photo postcard [9 cm x 14 cm] Divided back. Lower right corner bumped.

*"Big Cottonwood Canyon. In the Rocky Mountains near Salt Lake City Utah Connecting Salt Lake City with Brighton, a summer and winter recreation spot at 8,700 ft. Elevation."*

*Burton Frasher Sr. (1888-1955) began his commercial photography business in Lordsburg (now LaVerne) California in 1914. In 1921, he moved his studio to Pomona, California, where he began to sell his own increasingly popular picture postcard views of the Southwest. By the end of the 1920's, what had begun as a sideline became Frasher's main business focus. He traveled extensively through California, Arizona, New Mexico, Colorado, Utah, and Nevada, ranging up through Oregon, Washington, and Alaska, and down through Baja, California and Sonora, Mexico, taking pictures of whatever subjects he thought would prove commercially viable on his postcards. By the time of his death in 1955, Burton Frasher was considered the Southwest's most prolific photographer.*

\$20



26- [Skiing]. **National Ski Patrol Beer Stein.** [Milwaukee, WI]: Joseph Schlitz Brewing Company, (c.1975). Ceramic mug [15 cm x 9 cm] with handle. Nice condition.

*Commemorative beer mug for the National Ski Patrol "Be Wise - Ski Safe" from the Joseph Schlitz Brewing Company "Do it. With Gusto."*

\$40

