

14 New Ski Areas

Winter Sports Season Booming Along

Michigan's winter sports season is well under way in northern areas despite mild weather that has reduced snow and ice in some districts.

Michigan's weather-conscious winter resort operators have geared up their facilities for another expanded cold weather sports season. By March an estimated 100,000 enthusiasts from all over the midwest will have skied the hundreds of slopes in Michigan and spent some \$10,000,000 in the state.

Could Be Best Year

"This could be our best season yet," said Robert J. Furlong, executive secretary of the Michigan Tourist Council.

"Skiing in Michigan has shown a phenomenal growth," he said, "and there is every indication this growth will continue. This year 14 new ski areas have or will make their debut in the state. Literally hundreds of thousands of dollars have been spent improving and expanding existing facilities. Certainly that is proof positive of the continuing interest and growth in our winter sports business."

And new areas aren't confined to the north country alone, the tourist chief pointed out. "They are scattered over the entire state, from the Porcupine Mountains and Copper Country of the Upper Peninsula to Pontiac and Kalamazoo in the southern Lower Peninsula."

Represent 4 Regions

The 14 newcomers to Michigan's skiing scene represent all four of the state's tourist regions. East Michigan will offer 23 winter sports centers, seven of them new this year: Lovell's Winter Playland, 15 miles northeast of Grayling; Houghton Lake Snow Bowl, 5½ miles southwest of Houghton Lake; Pioneer Hills, 3½ miles northwest of Roscom-



S-W-I-I-S-H—Skiing in Michigan's state parks is growing more popular each year. State workers report that an increasing number of outdoor enthusiasts are busy this winter in many of the state's 58 parks and recreation areas. This scene is at Porcupine Mountains state park in the western Upper Peninsula.

mon; Woodbridge Ski Area, 5 miles north of Lewiston; Silver Beach Ski Resort, 6 miles northwest of Lewiston; Gay El Rancho Ranch & Ski Club, 4 miles southeast of Gaylord; and Black Mt. Ski Area, midway between Rogers City and Cheboygan.

Of 22 West Michigan ski areas, four are new: Ward Hills, 23 miles east of Ludington on US-10; Harbor Highlands, 3 miles north of Harbor Springs; Brady's Hill, 53 miles northeast of Grand Rapids on M-46 between Lakeview and Amble; and Mt. McSaubia, 1 mile north of Charlevoix.

Southeastern Michigan's total is now five with the addition of the Mt. Holly Ski Club, 48 miles north of Detroit on US-10, which will feature artificial snow.

In Upper Peninsula

Ten Upper Peninsula ski areas

include the new Mt. Kimberly, 11 miles north of Marquette and Ski Brule Mt., 7 miles southwest of Iron River.

Mr. Furlong said that a ski-map folder containing detailed information on all of Michigan's winter sports centers has been prepared by the Michigan Tourist Council for distribution.

Since the close of last season, already established centers have expanded and improved their offerings to handle the increased demand that developed last year, the tourist chief said.

Most of Michigan's ski centers feature special beginners' slopes, cross-country trails and ski jumps. Many also offer toboggan slides and skating rinks as well as spectator sports events throughout the ski season.



The schedule of Solunar Periods, as printed below, has been taken from John Alden Knight's SOLUNAR TABLES. Plan your days so that you will be fishing when the fish are biting.