

# Winter Sports Areas Snowballing

## New Resorts, Improvements Pushed to Meet Record Demand

Additional snow machine coverage, new ski and toboggan runs, expanded housing and dining facilities and enlargement of uphill lift facilities highlight the expansion program for the 1962-63 winter sports season in West Michigan.

The winter vacation area will offer visitors a record 96 winter sports centers and resorts, three more than last year.

The West Michigan Tourist Association reports that the new west Michigan ski centers include Chimney Corners on Crystal Lake near Frankfort, McGuire's Winter Sports Area at Cadillac, Pleasant Valley near East Jordan and Timber Ridge, 15 miles northwest of Kalamazoo.

The 14 ski slopes of the new areas will increase West Michigan's total to approximately 200, ranging up to a mile and a half in length and with maximum vertical drops of up to 500 feet. The area's ski and toboggan runs are served by more than 100 uphill lifts, including double chairs, Poma-lifts, T-bars, J-bars and rope tows.

**THE EXPANSION** effort is to meet the anticipated demands of some 200,000 skiers. State Tourist Council estimates are that these skiers will average three or more ski trips in Michigan during the coming winter season.

This represents a sharp increase from the 1961 estimate of 120,000 persons who made the same number of trips.

Tourist income from the skiers is expected to increase in like amount. The estimate of expenditures from the 180,000 skiers last year was \$18 million. Winter sports enthusiasts are expected to spend \$20 million in Michigan this year, not including equipment purchases.

Two of the new areas, Chimney Corners and McGuire's, are established year-around resorts which have recently added ski runs and tows.

The expansion projects, either completed or planned for the new season, include the following:

**Boyer Mountain Lodge, Boyne Falls**—Addition of 23 rooms to its Edelweiss lodge to increase guest capacity to nearly 500 and enlargement of cafeteria. Boyne will stage its third International Ski Professionals race March 8.

**Caberfae, Cadillac**—Addition of a new run to increase the huge area's total to 24 and blacktopping of the parking area. Two new motels, both with indoor swimming pools, and with a total of nearly 100 units have been built in the Cadillac area. Three of West Michigan's ski resorts have outdoor, heated pools.

**Goshorn Hills, Saginaw**—Addition of a ski run and tow to existing toboggan facilities.

**Hi-La Heights, Hudsonville**—Addition of two ski runs to existing toboggan facilities.

**Brady's Hills, Lakeview**—Installation of electric rope tows and snow-making machine.

**Manistee Ski Area, Manistee**—A change of name to the "Big M" ski area and addition of two runs. Manistee installed a new T-bar and snow machine late last season.

**Echo Valley, Kalamazoo**—Addition of two new 1,500-foot toboggan runs to increase its total to eight. Echo Valley is one of the very few toboggan centers in the nation with a snow-making machine. Eight West Michigan ski centers have snow-making equipment.

**Crystal Mountain, Thompsonville**—New beginners' ski area and chalet housing.



—Photo by W. Mich. Tourist Assn.

**UPHILL FUN**—Hooking a ride on the rope tow back up the slope is enjoyable too, this gleeful threesome finds. The scene soon will be repeated at the numerous winter sports centers now catering to an ever-growing host of snow enthusiasts.

**Little Switzerland, Three Rivers**—Alpine lounge, cafeteria and snow-making machine.

**Thunder Mountain, Boyne Falls**—Run improvements and T-bar installed last year.

**SLOPE IMPROVEMENTS** and additions are also under way at Nob's Nob, Harbor Springs; Holiday, Traverse City; Ward Hills, Branch; Eskar Ski

Slopes, Middleville; Mount Manicelon, Manicelon; Birch Hills, Big Rapids; Walloon Hills, Walloon Lake, and Avalanche, Boyne City.

Other West Michigan centers include Hickory Hills, Traverse City; Grand Haven Ski Bowl; Bear Hills, Bear Lake; Missaukee Mountains, Lake City; Harbor Highlands (operation uncertain), Harbor Springs; annual winter festival.



**SKIN DIVER HONORED**—Charles Rowe, 80 Oak St., center, receives trophy as "Diver of the Year" in the Battle Creek Skin Diving Club from Shirley Hamlin, left, new president of the club. Charles, who was re-elected treasurer, also holds the plaque for best slides in the club's photo contest, presented by James Sams, contest chairman.