



ENTHUSIAST UNDER TOW ON GRAYLING HILL.
Resort offers three powered tows, two huge ice disks

IT'S 900 FEET TO THE BOTTOM OF ISHPEMING'S FAMOUS 'SUICIDE HILL.'
Last year the world's top skiers met here for the National Slugging Tournament

WINTER WEEK-ENDS WILL BE ACTION-PACKED IN MICHIGAN
Resort owners of the State are giving Eastern proprietors a run for their money

Michigan's Snow Country Ready for Banner Year

BY ARTHUR JUNTUNEN
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SCHUSS, figure-eight, mariana or plain downhill—you can take your pick of winter sports in Michigan this winter. All reports show we're heading into the biggest winter sports season in the state's history.

Statistics gathered by the Automobile Club of Michigan, the Michigan Tourist Council and allied agencies prove that winter sports addicts have "discovered" Michigan.

THIS YEAR alone approximately 500,000 skii, toboggan,

skating and ice fishing fans will spend more than \$5,000,000 trying not to crack their skulls.

In all, Harry Bogan, Auto Club travel manager, predicts that more than 1,000,000 men, women and children will partake of winter fun in some form or other. Bogan and other experts aren't at all afraid to make predictions like that—they're more afraid of "being too conservative."

The overall figure indicates that approximately one out of every four inhabitants of the state has given up curs-

ing the snow to take advantage of it. . . .

THE TREND toward winter vacations has been so definite that many resorts that once closed right after Labor Day will remain open.

Robert J. Furlong, administrative secretary of the Michigan Tourist Council at Lansing, estimates that there will be 30 per cent more resorts open this winter than last.

Rates, of course, will be greatly reduced from summer price schedules, but services will be the same.

NOW THAT Michigan is out to give the fabulous Western and New England winter spots a run for their money, construction of winter sports equipment has been accelerated.

A rough guess is that \$100,000 will have gone into building of new facilities and improving the old before the season opens officially Jan. 2.

Winter sports organizations throughout the snow belt have increased their advertising budgets by 10 to 25 per cent. Throughout the eastern half of the Lower Peninsula, the

energetic East Michigan Winter Sports Council is lining up its fullest schedule of events. . . .

DRUM BEATERS are talking up the new construction along with snow and hills at Ogemaw Hills, West Branch; Pioneer Hills, Roscommon; Sheridan Hills, Lewiston; Silver Valley, the Tawas Cliffs; Lookout Mountain, Alpena; Ski Village, Waters; and Snow Valley, at Otsego Lake near Gaylord.

Grayling's 600-acre Sports Park is expected to have all the snow and glamour of Sun Valley.

The West Michigan Tourist Association at Grand Rapids announced the opening of two new major areas for snowtime recreation.

One is the Boyne Mountain Ski Club at Boyne Falls and the other the Elberta Mountain Winter Sports Park in the sand hills between Elberta and the Lake Michigan shoreline in Benzie County.

THE ELBERTA ski jump is considered one of the highest in the state. It has a natural jump sufficient for leaps of 200 feet or more.

Ski runs on the new Boyne Falls project range from 500 to 2,500 feet in length and the club boasts of the only chair lift in the Midwest.

Two new permanent ski tows have been installed at the famous Caberfae Winter Sports Area, 16 miles west of Cadillac, where 60,000 persons were registered last season.

THE CABERFAE area, developed by the United States Forest Service, has 14 ski runs, a 18-acre slalom bowl, seven ski tows, cross-country trails for skiing and snowshoeing, two heated shelter houses and a mile-long toboggan slide.

Approximately \$3,000 is being spent on improvements at the Newaygo County Winter Sports Park north of Newaygo.

Ludington sports enthusiasts are putting finishing touches on the State Park area, for toboggan and ski fans, and for skating spots on Hamlin Lake.

New ski tows, shelters and runs also are being prepared at Ionia, Petoskey, Harbor Springs and Sugar Loaf Mountain in Leelanau County.

Ice fishing in snow country lakes is expected to top every past season in scope of attendance if not catches.