

SECTION B—DETROIT FREE PRESS—Sunday, March 7, 1948

Skiing Hits New High in Popularity in State with More in Prospect

BY GEORGE S. BUSH

Free Press Staff Writer

SKIING IS THE up-and-coming sport in Michigan. The winter now passing proved that even to the skeptical.

If its popularity continues, it is predicted that a few years from now almost as many people will take their vacations in winter as do in the summer.

U.S. Firms Hunting Ore Abroad

BALTIMORE — (AP) — The United States steel industry — maintained since its start by native materials — is out today digging holes in South America, and a lot of other places that offer mining potentialities.

It is digging these holes to supplement its present iron ore supply. Its greatest single source, Minnesota's Mesabi range which now supplies a fleet of Great Lakes freighters, is running out.

When foreign ore becomes an important factor in the industry, the Bethlehem Steel Corp.'s Sparrows Point plant in Maryland will be found occupying a strategic position.

HERE AT the head of Chesapeake Bay ore can be unloaded directly from ships to furnaces of the largest tide water steel plant in the world.

The industry realizes the end of its present profitable production of open pit mining in the Lake Superior region is in sight.

For that reason, steel's geologists have been scouting every continent to find the richest ore fields, particularly fields where the ore is sufficiently pure to use in its furnaces without the expense of refining.

Right now there is only one discouraging factor for week-end skiers: Most resort owners haven't as yet caught on.

The majority of cabins and hotels are closed after hunting season. Many of them could not stay open, however, without extensive alterations. They don't have the proper heating facilities and insulation.

IN SPITE OF this, 1948 was the biggest ski season to date. It stacked up like this:

1—Most skiers drove to resort areas. They preferred places close to home, although in some cases they had to be content with inferior facilities.

2—Greyhound Lines started all-inclusive two-day tours to Grayling and Silver Valley. Rex D. Billings, regional tour manager, said the experiment was successful. He said the service will be extended next year.

3—Snow trains, however, did not make a comeback after the war-time layoff. Not a single one ran this year.

4—TOURIST AGENCIES reported more inquiries than ever before. The Michigan Tourist Council alone had 5,000 written inquiries. They didn't bother to count telephone calls. There were too many.

5—The most popular areas were Grayling, Silver Valley (near Tawas), Otsego, Ogemaw Hills, Sugarloaf (near Traverse City), Caberfae (near Cadillac) and Petoskey.

6—Skiers averaged 12.4 days at areas away from home.

7—Attendance at most resorts has more than doubled since last year. There were a good many visitors from near-by states.

Promoters feel they haven't even scratched the surface. In East Michigan, five new areas will be developed to take care of next year's rush. That will bring the total up to 16 for that region.

FRANK DAVIS, secretary of the East Michigan Winter Sports

Council, estimated that Silver Valley had 42,000 visitors this year.

Ogemaw Hills Sports Park, started this year by West Branch business men, showed an attendance of 19,500, he said.

The interest in the "new" sport—it started as a necessity in Scandinavia centuries ago—got its first boost in 1939 with a frontal attack of high-power advertising.

Within two seasons, many people learned to ski. They loved it. Then came the war, gasoline rationing and higher prices.

INSTRUCTORS and experts schussed into the mountain troops. Novices put away their boards and hoped for better christies in the years to come.

Now they are here. Aware of this interest, the Automobile Club will publish a comprehensive pamphlet next year, according to Harry Rogan, travel department manager.

Resort information may be obtained from the following agencies: Southeast Michigan Tourist and Publicity Association, Majestic Building; Michigan Tourist Council, 19 Cadillac Square; East Michigan Winter Sports Council, Bay City; West Michigan Tourist and Resort Association, Grand Rapids, and the Upper Peninsula Development Bureau, Marquette.

In Det

BY BUD LANKER

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THERE BEING NO mountains provide the atmosphere and back it, you might think there was a fear feudin' from your neighbors.

Don't be deceived. There's plerin' and a fussin' in Detroit, but a weapon hereabouts is a lawsuit a squirrel rifle.

Ask any Wayne County Coroner and he'll tell you that you tree, your fence, your children or Aunt Emma can get you involved at the drop of a summons.

TAKE THE CASE of the Detroit inspector and his good friend next