

There's No Business Like Snow Business

By DAN RYAN

Harold Moore is one guy who just loves snow. When it falls as it has around here for the past couple of weeks, Moore would like to take off his shoes and walk around barefoot in the stuff except for one thing—he's too busy helping people slide on it.

Moore is the man with the biggest smile, (unless it thaws), on the 14 acres of Echo Valley, Michigan's southernmost snow resort. Moore is also the owner, which explains his refrigerated rapture.

For the past 19 winters Moore and his wife have lived with one eye on the thermometer and one on the skies over their resort on Eastland drive near Campbell Lake.

A good share of the time the view in both directions has been bad, as far as the Moores were concerned. A run of mild winter weather such as Michigan has drawn in the last few years makes a snow resort as lonely as a buggy whip factory.

But Harold Moore is a dedicated man. All his life he has wanted to run a snow resort and he's doing it, snow or no.

Last Sunday Moore was just about the happiest man in town. It was cold, there was snow and winter sports fans flocked to his establishment in a day-long stream which broke all his attendance records.

"We had just about 1,500 folks pay their way in to ski, skate and use the toboggan runs," he says. "And I figure we must have had another thousand just out to see the fun. We don't charge for spectators."

If the weather holds as forecast, Moore hoped to better that mark next Sunday. He may do it. Winter sports have become a big thing in Michigan and Echo Valley has quietly grown with the craze. Starting with one high hill and higher hopes, Moore has built his resort to a \$70,000 investment which attracts visitors from all over the middle west.

The big deal for most folks is the four-chute toboggan run. Moore claims that the first 95 feet of the run drop at a 70 per cent grade. Any of the screaming customers will dispute this. They say it drops straight down.

Anyway, after leaving the top of the hill and swooping down the ice-coated concrete chutes, the toboggans race another 1,500 feet under a bridge crammed with spectators and finally around a steeply banked turn to the end of the line.

Moore has a fleet of 185 toboggans. Last Sunday every one of them was in use during the afternoon. For those who prefer skating, Echo Valley offers a fine rink and music for both waltzing and falling.

Skiers, and there are lots of them, zoom down a hill next to the toboggan chutes. A motorized ski tow hauls them back up and gives a lift to the toboggan riders and other hikers.

At the foot of the hill, Moore has a warming house where skaters don their blades and others warm up with a hot dog and coffee.

There's also a 60 foot high ski jump rising from the top of the hill. Moore says it's in no danger of being worn out by eager jumpers.

"This is really wonderful entertainment for the whole family," says Moore. "We get 'em all ages out here. They love it and we want 'em all to have a good time. We charge 80 cents a head for everyone planning to use any of our facilities and the one fee entitles them to use everything all day. We are glad to have the folks who just like to watch drop in free. Sooner or later we'll get 'em on the slide."

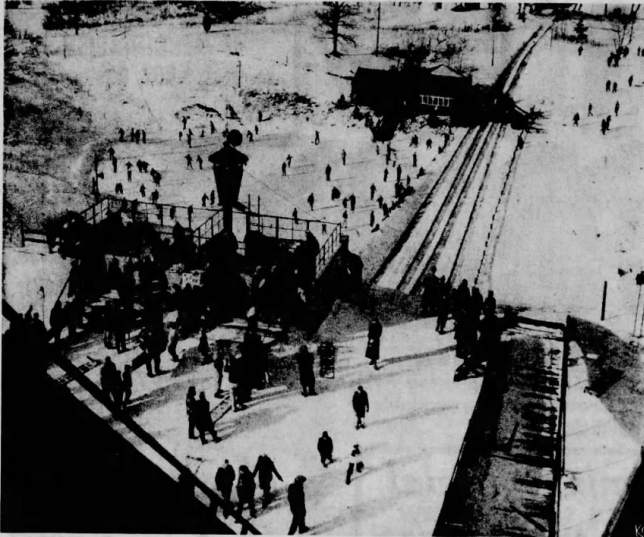
"Our first 10 years were the toughest. Folks just wouldn't believe there could be a winter resort this far south. And when, like two winters ago, we got exactly five days of good snow, we often felt like trading the whole thing in on an orange grove."

"But I work as a contractor on the side and we figure if we get four or five good weekends a winter it's worth staying with it. Watching everyone have so much fun is pay of a sort."

"We are beginning to get more and more special excursions from Detroit and other cities. School kids mostly. We think that's good for Kalamazoo."

Echo Valley may lack the glamour of famed Sun Valley but its thrills and spills satisfy thousands of Kalamazoos and Moore can prove it with cold facts. Unless it thaws.

KALAMAZOO GAZETTE
THURSDAY, FEBRUARY 3, 1955 SECTION 2—PAGES 11-20



WINTER SPORT FANS FLOCK TO ECHO VALLEY NEAR CAMPBELL LAKE FOR FROSTY FUN
Above, Toboggan Riders Line Up at Chutes. Skaters Enjoy Rink Below



CARS FILL PARKING LOT AS 2,500 VISIT KALAMAZOO SNOW RESORT LAST SUNDAY
They Came from All Over Michigan, Indiana and Illinois to Set One-Day Record



MR. AND MRS. HAROLD MOORE, THE OWNERS
She Holds Armload of the Stuff They Love



AND AWAY WE GO ON 1,500 FOOT SLIDE
Four Toboggan Chutes Give Jet-like Thrill



MOTORIZED TOW ROPE HELPS SKIERS, SLIDERS BACK UP THE STEEP HILL
Michigan's Southernmost Snow Resort Provides Fun for the Whole Family

Space Satellite Wouldn't Be Military Asset, Claim

Would Be 'Sitting Duck' for Enemy Missiles, According to H.H. Goode, State Scientist.

By LEE LINDBERG

YPSILANTI, Mich., Feb. 3 (AP)—A scientist who says it won't be long before man flies to the moon warned today the country would gain little from a military standpoint by assembling its own space satellite. A platform circling the earth on a fixed orbit would be nothing more than a "sitting duck" for enemy guided missiles, said Prof. Harry H. Goode in debunking a popular theory that the first nation to build a satellite would gain unchallenged control of the world. More important, 100 trained photo-

DEMS CONSIDER 2 CONVENTION BIDS

WASHINGTON, Feb. 3 (AP)—A subcommittee of the Democratic national committee had under consideration today bids from Chicago and Philadelphia for the party's 1956 nominating convention.

Chairman Paul Butler of the full committee said there may be an announcement of a choice today. Whatever recommendation the subcommittee makes, he said, will be subject to approval by the full committee. Bids from Chicago and Philadelphia were received yesterday and no offers were received from any other city. These two cities

Wilson to Get Odd Chickens From Nippon

Roosters' Tails Grow As Long as 20 Feet.

WASHINGTON, Feb. 3 (AP)—Thanks to the Japanese ambassador, a well known farmer named Charles E. Wilson, who also is Secretary of Defense, is about to receive a pair of the world's most unusual chickens. The ambassador, Sadao Iguchi, is completing the arrangements needed to fly the unusual Yokohama chickens here.