

Lodge Draws Skiers

How Michigan hunting lodges can double their incomes—and make customers happy—is demonstrated by Werner's Rustic Lodge, at Lewiston.

For the first time, the lodge is catering for ski business—and getting it. Instead of hunting, they ballyhoo the Sheridan Valley ski area—two slopes and both 600-foot and 1,000-foot tows. Detroiters call VEnice 9-6716.