

OUTLOOK '64

Scale of Miles
0 5 10 15 20 25 30 35 40 45 50

Skis Turn Snow Into Millions \$\$\$

By W. W. Morgan

At the foot of a snow-covered slope in the Tri-State region which embraces Northeastern Minnesota, Northern Wisconsin and the western tip of Michigan's Upper Peninsula an imaginative skier admitted the gracefully serpentine descent of a dozen or more recreational skiers.

"Look," he exclaimed, "they're making dollar signs."

"Tracks left by skis are not true dollar signs, but in truth they do represent dollars—several million of them—spent in the region during a single skiing season."

The ski hills are becoming an integral part in development of year-around recreational centers in the area.

Only a part—though substantial—of the money expended by skiers is for skiing. Cash is paid out for lodging, meals, transportation, ski equipment and apparel and to satisfy the many other desires of the holidaying and traveling public.

Although there are many skiers in the Tri-State region itself, a major portion of the money is brought from such Midwestern centers as Chicago, Milwaukee and the Twin Cities, along with the communities surrounding these cities.

Followers of the sport also come from Ontario and the Dakotas and from farther distant points in Illinois, Indiana, Missouri, Kansas and Iowa, Southern Minnesota and Southern Wisconsin are well represented on Tri-State slopes.

Those traveling several hundred miles to the region's ski hills plan no less than weekend holidays. Winter vacations to include skiing are advancing in popularity. Many visitors spend a week or more and test the slopes at several ski areas. Tours are arranged by ski clubs or shops dealing in ski equipment and apparel. Each season several ski areas are given over to competitive events for junior skiers.

The impact on the Tri-State region of recreational skiing, described as the

fastest growing sport in America, is further illustrated by the following:

- Early one winter evening five automobiles, each bearing skis on car-top carriers, arrived about the same time at a service station in a nearby city. While the youthful attendant filled gasoline tanks, he was asked to what degree the skiers helped his sales. "Good," he grinned, "if it weren't for them business would be dead."

- In another city the owner of a new motel said his decision to build was reached when a nearby ski area demonstrated the need for more winter housing for travelers. Existing overnight accommodations at most Tri-State region ski centers are overtaxed. Most of the motels and resorts which previously closed in winter now remain open. Additional motels either are being constructed or are in the planning stage.

- A banker in a community with a new ski area said: "I feel this project is certainly going to be a benefit to our town and the surrounding area. It does help level out the economy during the slack winter months as far as the traveling public is concerned. Practically all of our business establishments, especially the hotels, motels and eating places, were very happy with the influx of outside people to our area to ski."

- Aggregate worth of the major Tri-State ski areas has been estimated at more than \$3 million and thus through real estate taxes alone they materially contribute to the region's income.

- Several hundred men and women are given seasonal employment by the ski industry and there are good prospects that the number of workers will be increased.

- As never before, recreational skiing is calling attention to the winter vacation advantages of this region. People are coming in increasing numbers during what once was called the off season. Recreational skiing is leading to the rediscovery of snow and ice.

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HOCKEY HELPS fill the recreational needs of Duluth youth in the winter. Duluthians David Lomdin, Butch Williams, Mike Randolph and Kimber Langdon practice.

It's Never Too Cold For Sports

By Davis Helberg

If volume of winter sports activity is any yardstick, it's never "too dang cold" for Duluthians.

Whether the sport is hockey, curling, ski jumping, ice fishing—you name it—participation is increasing steadily every year and the respective sports are thriving.

And, it seems, the colder the weather, the livelier the activity. While most stay-at-homes are lacing up their long woolies and hoping for at least one more day of Indian Summer, hockey fans are rooting for a cold spell and outdoor ice.

At the same time, the ski jumpers are waiting impatiently for snow, and a heavy snowfall at that.

The curious thing about this hardy breed of winter sports fans and fanatics is that its ranks swell continually.

Amateur hockey, for instance, breaks its participation records every year. Last winter, an estimated 1,500 boys and young men competed in the Duluth Amateur Hockey Association program, an increase of more than 100 over the previous season.

"You can't really put your finger on just what makes it grow so much every year," said Baumgartner, "but it certainly does. If past years are any indication, I think the program will continue to increase from year to year indefinitely."

"One of the reasons may be that more dads get interested every season through their sons' interest. And the kids keep it alive by getting their friends interested. It's like a chain reaction."

Despite all this, though, the DAHA is not content to stand still. A juvenile class, for boys 16 and 17 years old, was reorganized this year, along with the first full scheduling of activity for Pony League players (boys through 10 years of age.)

Duluth had a juvenile league in previous years, but it was disbanded and combined with the Senior B program. With the Duluth Hornets returning to the Arrowhead Hockey League this season, how-

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Pick Your Hill

RECREATIONAL skiers can find a satisfying variety of slopes, trails, lifts, chairlifts and other facilities among the 23 major and secondary ski hills of the Tri-State area and Ft. William and Port Arthur, Ont.

In addition, four more hills are under construction in the region. Following is a listing of the ski areas and a brief rundown of the facilities of the major areas in the Tri-State region:

NORTHEASTERN MINNESOTA
Minn du Lac, Duluth—T-Bar lift; 4 tows, 4 slopes, 4 trails, NIE, Sch, P, Packer.
Lutsen Resort, Lutsen—Poma lift; 3 tows, 3 slopes, 12 trails, NIE, CC, Sch, S, P.
Lookout Mountain, Virginia—Double chairlift, 7 tows, 6 slopes, 6 trails, Sch, P, NIE, Packer.
Giants Ridge, Aurora-Bowabik—T-bar lift, 3 tows, 5 slopes, 7 trails, NIE, Inst, P.
Sager Hills, Grand Rapids—Two T-bar lifts, six tows, 19 slopes, trail, NIE, Sch, SM, Packer.
Buena Vista, Bemidji—WE, 5 tows, 5 slopes, 3 trails, NIE, J, Sch, P, Packer.
Hidden Valley, Ely—Two tows, 3 slopes, 2 trails, NIE, J, Inst, Packer.

NORTHERN WISCONSIN
Mt. Telemark, Cable—Three T-bar lifts, 10 tows, 10 slopes, 1 trail, NIE, S, Sch, Packer, P, SM.
White Cap Mountain, Hurley—Two T-bar lifts, 3 tows, 8 slopes, NIE, Sch, P, S, Packer.
Mt. Ashwabay, Bayfield—Five tows, 4 slopes, 6 trails, NIE, Sch, P, Packer.
Hardscrabble, Rice Lake—T-bar

UPPER MICHIGAN
Indianhead Mountain, Bessemer—Double chairlift, 2 T-bar lifts, 3 tows, 3 slopes, 8 trails, SM, NIE, Packer, Sch, P.
Porcupine Mountain, Ontonagon—Two T-bar lifts, 4 tows, 2 slopes, 6 trails, NIE, P.

AT THE LAKEHEAD
Loch Lomond, Ft. William
Mt. McKay, Ft. William
Mt. Baldy, Port Arthur

SECONDARY AREAS
Trout Valley, Bovey, Minn.
Mt. Itasca, Coleraine, Minn.
Pine Valley, Cloquet, Minn.
Lakewood, Duluth
Amnicon, rural Superior
Eagles Bluff, Hurley, Wis.
Mt. Zion, Ironwood, Mich.
Mt. Joy, Wakefield, Mich.

UNDER CONSTRUCTION
Quada Mountain, Hill City, Minn.
Mt. Rockwood, Silver Bay, Minn.
Mt. Powderhorn Mountain, Ironwood, Mich.
Little Norway, Ft. William, Ont.

KEY TO ABBREVIATIONS
Slopes—open slopes I—intermediate
S—skiing E—expert
T—tobogganing Packer—snow packer
Sch—ski school SM—snow machine
N—novice P—ski patrol
Inst—instruction available
WE—weekends and holidays only
CC—cross-country trails
Trails—downhill or runs

A BUSY scene at the Duluth Curling Club.