

50 Duluth News-Tribune, Sunday, Jan. 12, 1964

Skiing

Continued from Page 48

sports for general participation. With a few already pointing the way, ski hills ultimately are expected to be focal points for skiing, tobogganing, sleigh trails and other winter diversions.

The increased use of snow-making systems on the hills extends the season and improves snow conditions.

The region now has 14 major ski areas and eight minor ones and three more are under construction. In addition, there are three ski areas in the vicinity of Fort William and Fort Arthur, Ont., and several others to the south of the region.

In the growth of ski areas (though perhaps not in ski hill capacity), the Tri-State region appears to be keeping pace with the national rate of ski facilities expansion.

Two years ago there were three major and one minor ski areas in the region. Five years later three more major ski areas had been added. Extensive expansion is under way now at one ski area with corresponding work to start next Spring at another.

Whether the saturation point for ski hills ever will be reached is a moot question. The number of skiers increases each year both in the region and nationally. Existing ski areas are steadily being enlarged and furnished with additional facilities.

Last season the Tri-State region set a record in recreational skiing patronage although the weather was far from ideal. Ski areas without artificial snow-making systems were seriously handicapped by lack of natural snow. With a good break in the weather, another attendance high is anticipated for the 1963-64 season.

Aggregate attendance at the region's major ski hills was estimated at between 375,000 and 400,000 for the 1963-64 season. These figures, of course, are based on the fact that many of the same skiers patronized the ski hills as many as nine or 10 times during the season. The figures are not based on the number of skiers who used the slopes on the eight secondary hills in the region or the private hills, including UMD's Rock Court.

In addition, many youngsters and some adults found skiing pleasure on neighborhood hills or in cross-country trails.

It has been estimated that expenditures by skiers on Tri-State region major ski hills last season ranged between a million and a million and a quarter dollars. This does not take into account expenditures for ski equipment, transportation, lodging and meals, a total that probably approached four million dollars.

Attendance to ski hills is through purchase of tickets permitting use of mechanical tows which transport skiers to the top of hills. In the Tri-State region the regular price of one ticket for adults range from \$2 to \$5 per day. For juniors and children the cost is somewhat less. "Package deals" are

available to reduce costs. These can take in transportation, lodging and meals in addition to the tow fee.

It has been estimated the average skier pays out \$6 a day at the ski hill or in the chalet for tow fee and other services. The latter may take in meals and other refreshment and incidentals, including minor skiing equipment or repairs at the ski shop.

Major ski areas embrace a number of slopes and lifts of various kinds, snow-grooming equipment, ski schools, a ski patrol whose personnel gives aid to skiers (including first aid to accidents), and a chalet which includes an office, ski shop, restaurant, rest rooms and other facilities. The secondary ski areas may have some but not all of these services.

On the national scale, recreational skiing is described as having risen to a billion dollar business in the last decade, with about 25 million skiers now active. There are about 600 ski areas across the nation and on mountainous parts of the nation, at least triple the facilities of a dozen years ago.

The industry has barely begun to climb to its market potential, in the opinion of a New York Times writer, Harry Leonard, who has spent considerable time on the business side of the sport and has produced scores of ski stories.

He said skiing is fast closing in on bowling and golf as the nation's most popular family sport (and business). Ski hill operators will tell you that people take up the sport to be with their children and eventually find they like skiing for itself alone.

Outlets for ski equipment and apparel are expanding and growing in number. In the Tri-State region alone the number of ski shops selling ski equipment and clothing exclusively has more than tripled in the last decade. Many department stores have ski equipment and apparel departments and hardware stores offer ski.

In the face of this tremendous advance, the ski industry is suffering from growing pains.

Leonard said there is a lack of promotion by most segments of the ski business.

"Even though the industry multiplied twenty-fold in dollar volume in the 1950's," he said, "skiing has not yet

Best of the Midwest for Skiing Fun!

Special weekend package rates, and special "Learn-to-Ski" rates. Write or phone: 94 Telemark, Cable, Wisconsin • 739-3311

OUTLOOK '64

learned to market and promote just effectively.

The industry, according to Leonard, has been "the victim of its own growth," that is, most revenues have been plowed back into the industry instead of expanding the market. It will take aggressive promotion by companies involved in the sport to maintain its growth rate, he warned.

Public response to promotion was demonstrated last fall at the ski and outdoor sports show which drew crowds to the Minneapolis auditorium. Most of the major Tri-State region ski areas were represented, along with several of the ski shops. Booths were taken also by ski centers in the northern Rockies along with those in Southern Wisconsin and the region surrounding the Twin Cities.

The growth of recreational skiing is demonstrated in figures furnished by the Michigan Tourist Council. They show that the average skier last season paid out \$100 at the chalet. In other words, the aggregate number of skiers on the state's 45 slopes was 300,000 and the dollar volume of this participation was \$30,000,000.

The dollar volume figure, explained John A. Maters, supervisor of the council's publicity division, does not include expenditures for clothing and equipment.

This table shows the growth of ski areas, skiers in aggregate and dollar volume in Michigan in the last five seasons:

Area Skiers Dollar Vol.
1959-60 10,000 \$1,000,000
1960-61 12,000 \$1,200,000
1961-62 15,000 \$1,500,000
1962-63 18,000 \$1,800,000
1963-64 22,000 \$2,200,000

Michigan continues to claim the largest number of skiers in the nation. The total for 1963-64 is 45, according to the tourist council. Rev. Louis C. Rupp, president of the council, said that the number of skiers is expected to be nearly 50 million in 1964.

The Wisconsin Conservation Department lists 44 ski areas doing business in the state. The current season while Minnesota has 31, including two under construction. There are the ski facility at the Quaden Mountain year-round resort at Hill City and the Mt. Rosier.

SKI SALE
On Authentic
SKI GOODS
Famous Name Brands
SKI LOFT • EAST ST.

MOUNT TELEMAR
CABLE, WISCONSIN

Special weekend package rates, and special "Learn-to-Ski" rates. Write or phone: 94 Telemark, Cable, Wisconsin • 739-3311



JOANNE HOHOLIK tests out her skills at a Tri-State ski slope.

wood ski area being built near Silver Bay by Frank Moschetti.

The figures for the three states embrace both the minor and major ski areas. On the same basis, New York state ranks second in the nation in number of ski areas with 41.

A 1962 study of the economic significance of recreational skiing in Wisconsin indicated that the investment required to duplicate existing ski facilities in the state was \$3,200,000. At that time there were 27 major and minor ski areas in the state, seven fewer than the currently reported number.

The investment figure today is appreciably greater not only because of the increase in the number of ski areas but also because of the subsequent improvements to established ski areas and the general increase in all values.

NEW FEATURES
THIS YEAR AT
MONT DU LAC
(YOUR FINE FAMILY AND LOCAL HILL)

3 FREE BUZZES each Saturday at 9 a.m. from Ski Hut at 11th St. E. and 4th St. E. from Civic Center in Duluth.

NEW FAMILY RATES—Big family, full price, others in family 1/2 price (dinner and evening) with minimum of 3.

NEWLY REMODELED BIG SKI SHOP for expert skiers.

CALL NE 4-1991 for latest snow reports directly from Mont Du Lac.

OUTLOOK
CUPON IN
COSMOPOLITAN
SECTION

WISCONSIN'S nearby hills are beckoning. This year there are new lifts, new runs, more runs, improved facilities. Some hills will open all week, some of last week's season. Some hills will be open for nighttime skiing. The key word this year is improvement—better skiing in Wisconsin than ever before.

Send coupon to: WISCONSIN CONSERVATION DEPARTMENT, Room 54, Box 450, Madison, Wis. 53701. Please send me your Wisconsin Winter Sports Kit.

Winter Sports

Continued from Page 48

ever, the juvenile program was brought back.

This is geared primarily for boys not quite good enough to make their high school teams, yet who still want to play hockey," said Paul Madson, a DAHA official who directs the program. The interest has been very encouraging and I'm certain the league will do well.

The Hornets' return meant that several fine Senior B players left that program, thus leaving the door wide open for the return of the juvenile squad.

Pony league hockey has been a feature in the DAHA for many years, but there was no official schedule. There is now and a playoff tournament will be held at the end of the season.

In between the "ponies" and juveniles the DAHA has its strongest classifications. These are the classes for pee wees (ages 8-11), bantams (12-13) and midgets (14-15).

In all, 17 risks, averaging seven teams apiece, are operating throughout the city.

"The depth of our program is showing up on the college level now," Baumgartner said. You'll notice many UMD players are products of our system. I believe homegrown talent should be a continuing thing from now on at the area colleges. In fact, the program should be a real boon to local college hockey."

Curling interest received a

big shot in the arm last March when the U.S. National Brier was held at the Duluth Curling Club. The interest had been there in the first place, but it's soaring now as a result of persons becoming more aware of the sport through the well-publicized Nationals.

Jack Remington, general manager at the Curling Club, said about 70 men's risks are active this year, compared with 60 last season. The number of women's risks has climbed from 20 last year to more than 30.

"We're getting a lot of new, young curlers," Remington said. "High school and college boys seem to have taken to the sport real well, and we're also getting some fellows down from the Duluth Air Base. As a matter of fact, many of the young guys are giving the old-timers a real run for their money."

Remington said the "new atmosphere" at the Curling Club has helped to further popularize curling, also. The clubrooms underwent a complete renovation in the summer of 1962.

The top event still on tap this season is the annual Duluth International Brier. Feb. 21-23 at the London Road site, largest permanent indoor curling facility in the nation.

Perhaps the most ambitious winter sports group in the area is the Duluth Ski Club, where the goal is nothing short of world ski jumping supremacy, according to president Ray Wick.

"We want to make the Du-

luth Club the front in international competition," said Wick. "Our goal is eventual world ski jumping supremacy — and that doesn't seem too far out of line when you consider ten members of the year's greatest Olympic team are from Duluth."

He referred to Gene Kolack and Dave Hicks, who will be competing in the Winter Games at Innsbruck, Austria, beginning Jan. 28.

The ski club is completing what Wick termed "the big project we've ever attempted."

The slide at "Big Chester" in the Chester Bowl ski area is being remodeled at a cost of more than \$10,000. The remodeling, which involves removing 10 tons of rock from the base of the hill, is designed to give young jumpers a "realistic" facility in Duluth.

In the past, a young jumper's second season under the guidance of the Duluth ski jumping Association and its coaches was about 18 feet, would graduate to Big Chester and its 125-foot maximum, and then tackle Fond du Lac, where jumps of 200 or more feet are possible.

And it's never "too dang cold," in fact, the colder the better seems to be more appropriate.

"The step from Big Chester to Fond du Lac was simply

too drastic," said Wick. "Big Chester is now designed for 160-foot jumps at the maximum and fits in to the intermediate hill we've needed."

The Duluth Invitational Tournament highlights the remaining Duluth Ski Club schedule this season and is due next month.

As if amateur hockey, curling and ski jumping are not enough for Duluth's winter sportsmen... well, it just isn't.

There's basketball — ranging from grade school leagues and the Duluth Basketball Association's youth programs to high school, college and city amateur levels. And all along, as witness recent UMD championships in the Minnesota Intercollegiate Athletic Association and Cioque's second place finish in last year's state high school tournament.

There's speed skating — launching its second season under the guidance of the Duluth speed skating Association... and ice fishing... and ice boating... and cross-country skiing... and bobsled... and on and on.

And it's never "too dang cold," in fact, the colder the better seems to be more appropriate.

"The step from Big Chester to Fond du Lac was simply

too drastic," said Wick. "Big Chester is now designed for 160-foot jumps at the maximum and fits in to the intermediate hill we've needed."

The Duluth Invitational Tournament highlights the remaining Duluth Ski Club schedule this season and is due next month.

As if amateur hockey, curling and ski jumping are not enough for Duluth's winter sportsmen... well, it just isn't.

There's basketball — ranging from grade school leagues and the Duluth Basketball Association's youth programs to high school, college and city amateur levels. And all along, as witness recent UMD championships in the Minnesota Intercollegiate Athletic Association and Cioque's second place finish in last year's state high school tournament.

too drastic," said Wick. "Big Chester is now designed for 160-foot jumps at the maximum and fits in to the intermediate hill we've needed."

The Duluth Invitational Tournament highlights the remaining Duluth Ski Club schedule this season and is due next month.

As if amateur hockey, curling and ski jumping are not enough for Duluth's winter sportsmen... well, it just isn't.

There's basketball — ranging from grade school leagues and the Duluth Basketball Association's youth programs to high school, college and city amateur levels. And all along, as witness recent UMD championships in the Minnesota Intercollegiate Athletic Association and Cioque's second place finish in last year's state high school tournament.

There's speed skating — launching its second season under the guidance of the Duluth speed skating Association... and ice fishing... and ice boating... and cross-country skiing... and bobsled... and on and on.

And it's never "too dang cold," in fact, the colder the better seems to be more appropriate.

"The step from Big Chester to Fond du Lac was simply

too drastic," said Wick. "Big Chester is now designed for 160-foot jumps at the maximum and fits in to the intermediate hill we've needed."

The Duluth Invitational Tournament highlights the remaining Duluth Ski Club schedule this season and is due next month.

As if amateur hockey, curling and ski jumping are not enough for Duluth's winter sportsmen... well, it just isn't.

There's basketball — ranging from grade school leagues and the Duluth Basketball Association's youth programs to high school, college and city amateur levels. And all along, as witness recent UMD championships in the Minnesota Intercollegiate Athletic Association and Cioque's second place finish in last year's state high school tournament.

There's speed skating — launching its second season under the guidance of the Duluth speed skating Association... and ice fishing... and ice boating... and cross-country skiing... and bobsled... and on and on.

And it's never "too dang cold," in fact, the colder the better seems to be more appropriate.

"The step from Big Chester to Fond du Lac was simply

too drastic," said Wick. "Big Chester is now designed for 160-foot jumps at the maximum and fits in to the intermediate hill we've needed."

The Duluth Invitational Tournament highlights the remaining Duluth Ski Club schedule this season and is due next month.

As if amateur hockey, curling and ski jumping are not enough for Duluth's winter sportsmen... well, it just isn't.

There's basketball — ranging from grade school leagues and the Duluth Basketball Association's youth programs to high school, college and city amateur levels. And all along, as witness recent UMD championships in the Minnesota Intercollegiate Athletic Association and Cioque's second place finish in last year's state high school tournament.

SKI GIANT'S RIDGE
Blowout and Aurora, Minn., with Manager Bob Berggren

Near...
• 30x17' Chalet • 22 Sleeping Rooms • 24x30' Constan T-bar Lift • Complete New Restaurant — "The Ridge Lodge"

Statistics...
• 467 Vertical Feet • 3,000' Longest Run • Separate Beginners Area and Chalet • 3 Rope Tows

GIANT'S RIDGE
AURORA, MINN.—JUST 45 MILES SOUTH OF DULUTH
Open Every Friday, Saturday, Sunday and All School Holidays

SKI LOOKOUT MOUNTAIN
ON HWY. 169 & 53
VIRGINIA, MINN.

• Double chair lift serving the main area
• Electric rope tow which serves the beginner's hill and the longest of the slopes main run
• Double deck Chalet housing the ski shop, rental, first aid room, lunch counter, lounge and changing area
• Skies lighted with Vitens mid-light security vapor lamps for night skiing... lights bright enough for skiers to ski
• Area will operate during the week, three nights — Tuesday, Thursday and Friday
• 50 skiers, 100 skis and all skis. Snow-grooming, snow blower and Magic carpet for good grooming of slopes
• "Where Families Have Fun"
Virginia, Minnesota—Phone 740-1810—Area Code 218

Everything for Every Sport
See Your Exclusive Sporting Goods Dealer

TRI-STATE Sports INC.
208 West Superior St. RA 7-5051

• BASEBALL
• ARCHERY
• BASKETBALL
• BADMINTON
• CAMPING
• FISHING
• BOWLING
• HOCKEY

TRI-STATE OFFERS YOU WHAT EVERYBODY WANTS—QUALITY... PRICE... SERVICE

• FOOTBALL
• HUNTING
• TENNIS
• SWIMMING
• SKIING
• GOLFING
• SKATING
• TRACK
• TROPHIES

• PLAYGROUND EQUIPMENT
WHOLESALE RETAIL

SKI WHITE GAP MOUNTAIN
488 Acres to Enjoy You
• 2 T-Bar Lifts
• 2 Rope Tows
• 7 Runs
• 2 Slopes
• 5 Miles of Skiing
• 8-Acre Parking Lot
• 1000' of Ski Lifts per Day

WHITE CAF MOUNTAIN
Northern Wisconsin's Best Skiing, Eating and Ski Resort
Located 11 Miles West of Harley, Wis.

SKI WEEK SPECIAL!
Sunday evening to Friday afternoon
Five days of fun, lodging, meals and ski rental for \$69.00
Weekend Per person—\$100.00

GREATEST VERTICAL DROP IN THE MIDWEST
Season's average snowfall OVER 12 FEET
Write for FREE Brochure

INDIANHEAD MOUNTAIN
Special weekend package rates, and special "Learn-to-Ski" rates. Write or phone: 94 Telemark, Cable, Wisconsin • 739-3311

SKI WISCONSIN
Wisconsin's nearby hills are beckoning. This year there are new lifts, new runs, more runs, improved facilities. Some hills will open all week, some of last week's season. Some hills will be open for nighttime skiing. The key word this year is improvement—better skiing in Wisconsin than ever before.

Beside skiing, many of the area offer ice skating, ice fishing, ice boating, tobogganing and sledding. Good times for the whole family. Wide choice of accommodations—at or near the ski areas.

SEND COUPON to: WISCONSIN CONSERVATION DEPARTMENT, Room 54, Box 450, Madison, Wis. 53701. Please send me your Wisconsin Winter Sports Kit.

Name.....
Street Address.....
City.....State.....

Everything for Every Sport
See Your Exclusive Sporting Goods Dealer

TRI-STATE Sports INC.
208 West Superior St. RA 7-5051

• BASEBALL
• ARCHERY
• BASKETBALL
• BADMINTON
• CAMPING
• FISHING
• BOWLING
• HOCKEY

TRI-STATE OFFERS YOU WHAT EVERYBODY WANTS—QUALITY... PRICE... SERVICE

• FOOTBALL
• HUNTING
• TENNIS
• SWIMMING
• SKIING
• GOLFING
• SKATING
• TRACK
• TROPHIES

• PLAYGROUND EQUIPMENT
WHOLESALE RETAIL