

# Pleasure Valley Begins Shaping Up as Year-Round Sports Mecca



—State Journal Staff Aerial Photo by John Newhouse  
Though it may resemble, from the air, a crater in the moon, the circular earthworks shown above is planned as a gigantic amphitheater near Blue Mounds.  
Next year, it is planned, it will be the site of a six-day bicycle races, motorcycle races, and dancing under the stars. A New York fight promoter has asked the use of the amphitheater for matches.



—State Journal Staff Aerial Photo by John Newhouse  
Pleasure Valley, planned as a winter and summer recreation area of the state, is shown in aerial view above. At the top of the picture is the village of Blue Mounds, with a pavillion at the brow of the hill between the village and the valley. A ski tow is to be put up in the valley this winter, and ski trails run from the seven hills adjoining the valley.  
The white area on the valley floor is the location of a midget racing track, where the tiny cars will race next year.

lage, too, for these are included in the plans of the doctor.

**Dancing, Too**  
And there will be dancing under the stars, with a tarpaulin pulled over the amphitheater in the case of bad weather.

And the doctor may put colored lights to playing on a fountain in the center.

"From Highway 18, the amphitheater will look like a flaming volcano when we put on the red lights," says the doctor.

That is just one of the projects of the doctor . . . just the beginning.

**Pavilion Nearly Ready**  
There's a pavilion on the brow of a hill overlooking Pleasure Valley that's been building the summer long. It will be in operation in another month, the doctor hopes.

From the top of the pavilion, it's planned, will start a toboggan and bobsled run, one of the sportiest in the country, with a three-quarter-mile run assured.

Into the valley tumble seven hills, cut through with trails for skiing which have been slashed out during the summer and early fall. The hills on one side tower 200 feet above the valley, and 100 on the other side.

**Ski Meet Scheduled**

On Jan. 4 — and that isn't so very far away — a national meet of the Central Ski assn. will be held at the valley, and that is going to bring a flurry of excitement to the village.

The electric poles are already going in to supply power for the ski tow, and the ski tow itself — they have been told — is now being built in a foundry.

**And if there is no snow . . .**

"Sawdust," says the doctor.

"We'll use sawdust. We've got a lot of it in sight, and it is an excellent material for ski runs or jumping."

"Or we could use straw. We had a straw ski jump last August, and it was very successful."

A maximum leap of 200 feet should be possible from the big jump to be erected on the east side of the valley this year, he said. Next year it is planned to erect a larger jump, with leaps up to 300 feet possible.

**Midget Races Booked**

On the floor of the valley is the race track for midget cars, and the people of the village have learned that midget auto racing is already contemplated for next Memorial day and that races may be held there earlier.

The track will also provide another amphitheater, seating "a hundred thousand like nothing in the hills around and beating Soldier's Field hollow for capacity."

As a means of routing pleasure seekers to the valley, Dr. Quisling has a Pleasure Planning Co., with offices to be opened within the next three weeks at 417 State st. in Madison. The office will plan parties for the valley or to any other place which its patrons would like to visit for a pleasurable time, the doctor said.

Dr. Quisling has owned the 200 acres of Pleasure Valley since May, he said.

And, during that time, there have been some changes made . . .

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## Crater to Be Amphitheater, Dance Spot

The people of the village of Blue Mounds are a little startled at what is a-building out in their back yard and what it will probably mean to the village.

If things pan out as planned, the little village is going to be a mecca of summer and winter sports lovers, with outsiders striding up and down the streets in winter sports clothes or summer play clothes, asking the way to Pleasure Valley.

Pleasure Valley, being created by a Madison doctor, is just at the edge of the town. The villagers have been watching it take shape and grow all summer.

Out on the road to the top of the Mounds, just across the tracks, there's a crater-like hole in the ground, some 300 feet across and with an inner crater 40 feet across partly filled with water some 30 to 40 feet deep.

**It'll Be Amphitheater**

By next summer, due to the alchemy of men and machines and the imagination of Dr. Sverre Quisling, of Madison, the crater will be turned into an amphitheater which will seat thousands.

The fight crowd may come to Blue Mounds, for a New York promoter has already asked to sign up the amphitheater.

Six-day bicycle racers may be whirling around the big bowl, and the roar of motorcycle racers may be heard clearly in the vil-