

# A Regional Breakdown Of Ontario Ski Centres

This province's booming ski industry has come a long way from the herring-bone climb and common rope tow. Operators in the past year alone have spent \$1,607,100 on lifts and slope improvements, bringing to \$7,109,300 the amount invested thus far, not including lodges.

Last season a total of 742,400 lift tickets were sold in the six different ski regions — up a good 40,000 over the previous year. Figures are not available to show precisely what impact skiing has on the province's tourist economy, but it would easily exceed \$3,000,000 annually.

A RECENT SURVEY conducted by "Ski Runner," a magazine published by the Toronto Ski Club, revealed that the average Ontario skiing family (4.8 persons) spends \$545.75 a year to pursue this ever-broadening pastime. The breakdown: \$103 on equipment, \$22.85 on

toggery, \$123.30 on lifts, and \$236.50 on travel.

It gives a fair indication of just how solidly skiing has entrenched itself as a winter fun sport in Ontario, and new activity to develop here in the past year is outlined region by region:

**Northwestern Ontario—Area 1**  
Up at the Lakehead, majestic Mount McKay is getting another face-lifting as Fort William Ski Club members extend their chairlift another 550 feet up the mountain to stretch the vertical drop to 1,250 feet.

At Kenora, Ontario's most westerly fun-in-snow club, members have plans for a new mechanical lift. Loch Lomond members at Fort William open the season with more lift capacity and improvements to runs and chalet. The Aurora Ski Club at Sioux Lookout is looking for a new location. The Kincora Ski club at Manitowadge is now incorporated and plans

include construction of a new side-by-side. The project cost \$110,000.

Big news in the Lakehead, however, is Fort William's Little Norway resort. While still in the development stages, Knute and Tor Hansen's brainchild will come to life this year with three rope tows and a chalet. Future plans at this site call for two T-bars, a chairlift, 40 and 90 metre jumps, a skating area and a large chalet. One T-bar is expected to be in use this year.

**Northern Ontario—Area 2**  
The Onaping Ski club at Le rack plans a new T-bar. In North Bay, the Laurentian Ski Club has built a hilltop chalet, added lights for night skiing, and a ski school will operate this winter. The Kirkland Lake Ski Club has developed two new downhill runs and also hopes to have night skiing this season.

At nearby Timmins Club, a \$25,000 development is taking place including lights for night skiing. And Englehart Ski club, inactive for some years, is back in business again this season — thanks to the local Kinsmen's club which has spent \$45,000 on improvements.

Near Powassan, a North Bay group has opened a resort named Nipissing Ski Area, and a fine hill with a vertical drop of 370 feet and runs up to 4,000 feet, is ready for use. It is planned as a family centre and features a ski school.

**North Central Ontario—Area 3**  
Big things have happened this year in the Muskoka Lakeland area. Bill Waterhouse, manager of Hidden Valley, near Huntsville, has installed another chairlift on a 300 foot slope on the opposite side of the busy valley. Rainbow Ridge at Bracebridge has extended motel facilities for 20 additional guests to accommodate a total of 90 skiers. And Tally-Ho and Britannia near Huntsville have improved their chalets and slope runs.

**Central Ontario—Area 4**  
This area, where much activity took place five years ago, is on the move again. At Mansfield Skyways, near Alliston, a field Skyways, near Alliston, and improvements to runs on the way Joe Weider's Blue Mountain Ski Resorts at Collingwood now offers 20 new motel units with an indoor swimming pool.

At Collingwood's Craigieith Ski club, a new 3,100-foot T-bar has been installed. Devil's Glen at Glenora is making additional improvements to trails, and the new Talisman club at Kimberley has put on a new 24-room addition to its Swiss-type chalet. Mountain View Ski Hills at Midland has improved its Poma lift as well as slopes and runs. Valley Schuss at Orangeville has improved its runs. And Owen Sound's Lou Georgas, not to be outdone by all the development surrounding him, has replaced all four rope tows with four single chairlifts — 175 to 550 feet — at his Bay Motor Hotel.

Alpine at Collingwood has a new clubhouse and plans a new lift. The Omemece Ski club plans a new T-bar and Peterborough's Kemps Hill has another rope tow. The Walkerton Ski club is installing lights, while the Paisley club is planning to move its location to a better hill five miles away.

As for brand new developments in the Central Area, Austrian professional Josef Ruter is introducing a centre to be known as Mount St. Luis. Located 18 miles north of Barrie on Highway 400 extension, it will be primarily a family operation with two T-bars running

## South and Southwestern Ontario Area 5

South of Peterborough, at Bethany, the Devil's Elbow Ski club has cleared additional trails to accommodate an expected boom in that area. It also intends to build a new lunch room and install mechanical snow-packing equipment. At the Bethany Club itself, a bombardier is now working to further groom its slopes. Down the line at Cobourg's Northumberland Forest Ski club, older rope tows have been improved and a T-bar planned and the Cambridge club at Cobourg plans extension to its tow facilities for operation this season.

The Oshawa club reports improvement to present facilities and a membership of 2,000 with a waiting-list. A new area has been developed near Grand Bend north of London on Lake Huron and is called Walker Hills.

A new T-bar and snow-making equipment have been installed at Kitchener and this club is now operated by the Grand River Conservation Authority to protect the slopes from the ever-expanding city. Two rope tows transport skiers and a tractor assists tobogganers.

London Ski club has added to its chalet and cleared a hill for instructional classes. Over at Shakespeare, the Hide-A-Way club has provided new rest room facilities, and the Ski-Hi Club at Thamesford has installed snow-making equipment. Near Maple (just north of Toronto) — the Honey Pot Ski Valley centre has two new lifts and a mechanical toboggan tow for this season.

Hamilton's entry into the picture was a marked success last year and encouraged by this, it has added another T-bar and a toboggan run. Artificial snow equipment has also been expanded to cover both ski runs and tobogganing areas.

**Eastern Ontario—Area 6**  
Here, in Ontario's eastern ski region, a new area, called the North Star club, will greet ski fans this winter at Arden on Highway 7, north of Napanee. This new site has a rope tow on a 300-foot elevation with runs up to 3,000 feet. A new rope tow at Campbellford will grace its newly developed slope. And farther north, Candiac Skyways at Dacre, has added another T-bar lift at its fine location on Mount St. Patrick, west of Renfrew.

This is a sampling of improvements to Ontario's major ski areas, and the odds for plenty of snow in 1965 appear to be good.



celebrates its 400th anniversary in 1965 — South American Travel Organization photo

## and Preening with Anniversary

Year 'round, beaches sparkle; the boites dazzle all night with lively Brazilian music and top Brazilian entertainers; and endless numbers of restaurants in all degrees of elegance, offer cuisine pleasing to the most particular of European palates as well as to those pining to try delicious typical Brazilian dishes.

**COSTS OF LIVING**, sight-seeing, nightlife, and transportation are reasonable. Shopping bargains abound. There are fine woods, leathers and crystal; fashionable boutiques for both men and women; colonial antiques; exquisite jewelry; and myriads of other articles, all to be bought at considerable savings.

Yacht clubs, jockey clubs and golf courses are open to visitors. In the city, some of South America's most interesting museums and churches can be seen. The breathtaking views from the top of Sugar Loaf Mountain, 1256 ft., (Rio's landmark); and the Christ of Corcovado are not to be missed.

In 1964, Rio, in all of her radiant splendor, will make every effort to welcome visitors from throughout the world. Everyone is invited to join the Brazilians at the birthday party for the capital which they refer to as "Marvellous City" (Cidade Maravilhosa). Why don't you come along and join the fun? It's sure to be an unforgettable travel experience.

International Music Festival; a Festival of Wine and Gastronomy; an especially collected exhibition of 50 years of Brazilian Art; an International Jewelry Exposition (Brazil is famous for gemstones); a European Common Market Exhibition; and endless numbers of sports activities ranging from special thoroughbred horse races to 400th Centennial soccer games.

The schedule is also crammed with Regional Festivals, Folklore Festivals, Popular Music Festivals, and special national celebrations such as the Fourth Anniversary of the State of Guanabara (Dis de Tiradentes) of which Rio is the capital; and the Festival of St. Justas Tadeu.

However, these are just a few of the attractions which have been programmed by the State of Guanabara. Plans for many more are still in process.

**ANY WISE TRAVELLER** planning a business or vacation trip to Latin America in 1965 will certainly include Rio de Janeiro in his itinerary. A visit to Rio is guaranteed to be greeted with warm Brazilian hospitality and a bonanza of unusual travel bargains and experiences which will be available for the first time.

In addition to the many advantages and rare opportunities provided by the 400th Centennial celebration, Rio will continue to offer her usual exceptional array of things to see and do.

## Travel Topics And Tips

A SUBSTANTIAL increase in the number of tourists visiting Israel during August has been reported. There were 28,967 tourists this past August compared to 23,000 a year ago.

**VIKINGLAND'S** capital city, Oslo, has introduced a truly unique community service which is greatly appreciated by thousands of foreign tourists. The public relations department of Scandinavian Airlines Systems reports a number of young boys and girls have volunteered to act as tourist pilots. Riding on their motor scooters, they escort motoring tourists through city streets.