

CHICAGO TRIBUNE, FRIDAY, JANUARY 6, 1967

### ALPINE VALLEY TO START NEW 4 CHAIRLIFT

#### Wisconsin Resort Has Indoor Pool

BY JAMES FITZGERALD  
Tomorrow should be a red letter day for the Alpine Valley Ski resort near Elkhorn, Wis. Alpine Valley, the only Wisconsin resort with overnight accommodations right at the area, plans to put its four-place chairlift into operation for the first time this week-end. The four-place is the only one of its kind in the Midwest, although several resorts farther north have three-place chairlifts.

Alpine Valley is one of the babies of Chicago's ski resorts, having been in operation only since December of 1964. The area features three chairlifts, two doubles and the four-place, plus five rope tows serving six runs and several acres of open trails. The longest run is 3,000 feet with a vertical drop of 225 feet.

Has 21 Rooms  
The resort has 21 rooms with double beds for overnight guests and those visiting ski week-ends or weeks. There is an indoor swimming pool for guests plus a large restaurant and lounge.

Owned by Mrs. Suick and Joseph Kozick, Alpine Valley was rolling farmland before it became a ski resort in 1964. The main hill was called Kettle Mountain and the valley had the picturesque name of "Shank's Mare."

Alpine Valley has a new manager this year in Fred Cimino, former manager of the Stonebriar Country club in Stonebriar, O. Cimino seems to have taken over at the right time as Alpine Valley had its biggest December business in three years of operation.

"It was simply fantastic over the Christmas holidays," Fred said, "and we look for the best year we've ever had at Alpine Valley. First of all, the early snow helped us and then I think that the enthusiasm for skiing is growing by leaps and bounds. We had more than 2,000 people on the 20th of December and slightly more than 2,200 used our facilities on the 21st of January."

Also only about two hours from Chicago by car and as miles from the Loop, Alpine Valley is not the easiest place to reach. It is located on Wisconsin county road D near Elkhorn (see map). From the Loop, take the Kennedy



expressways into the Tri-State highway, exiting the highway at Wisconsin route 11 heading west. Go thru Burlington and into the town of Spring Prairie. In Spring Prairie, turn right on Wisconsin county road G and follow it into Wisconsin county road D. County road D runs right into the resort.

Rates at Alpine Valley are \$4 a day and \$1 at night during the week for all lifts. On weekends, the tariff is \$6 during the day and \$3 at night. Rooms are \$15 per night with two persons to a room, according to Cimino. These rates are in effect from Dec. 1 to April 1.

Uses Golf Course  
During the summer, Alpine Valley is kept busy with convention groups and regular summer visitors. The chief attractions during the warmer months are an 18-hole golf course, an outdoor swimming pool, and horseback riding. There is also shuffleboard, badminton, and other outdoor sports during the summer.

"We also run the chairlifts all year long," Cimino explained, "so many of our summer visitors can get a free chairlift ride and see some of the finest views in southern Wisconsin. Many of those who ride the chairlifts for the first time during the summer come back during the winter for a ski vacation."

### Bring On The Tribune Ski School



Some of the instructors at Wilhoit Mountain ski school get together before start of Tribune ski school Tuesday at Wisconsin resort. With Director Helmut Teichner (fourth from left, top row) are some of the instructors who will handle classes. They include (bottom row, left to right) Macey Shapiro, Norman Johnsons, Bob Harris, Harry Gorman, Dr. Earl West, and Ron Parody. Top row (left to right) are Cal Beiswenger, Joe Beiswenger, Ed Becvarik, co-director, Teichner, Pamela Teichner, Rene Kauffman, Irv. Buchholz, Ray May, Tom Kilroy, and Al Weiss.

### Cochrans Begin Ski Dynasty

#### Immediate Goal Is Olympics

Richmond, Vt., Jan. 5 (Special)—Vermont is courting its old flame, the winter Olympics, with the best skiing family ever to hit the international ski scene.

The state, which gave the nation its first two ski Olympic medal winners—Andrea Mead and Billy Kidd—is cultivating more, but this time it's an entire family, the four skiing Cochrans of Richmond.

And the same formula which produced Vermont's first two Olympic winners—train them in their own back yard where they can eat, sleep, and live skiing—is working again.

This was made clear last March when two Cochran sisters won national titles at the United States Junior Alpine competition in Colorado, while another sister and brother gave warning they are not far behind.

Typical Parahouse  
Just south of this northern village is a typical seven-room farmhouse, two stories high, colonial in style, with a steeply pitched roof that lets snow slide off. The house is flanked on one side by the Winookill river and on the other by rolling pasture that climbs steeply into woods.

Under a casual inspection, there seems nothing particularly special about the home, except when nightfall arrives. Then, the back hills are brightly lit by floodlight and peppered with youngsters riding up a rope tow, skiing rapidly downhill and practicing slalom techniques.

This small ski area is in the back yard of the Gordon (Mickler) Cochran home, and there certainly is something special about the Cochran family.

The four youngsters, Marilyn, 18; Barbara Ann, 15; Bobby, 12; and Lindy, 11, are the skingest, raciest, winningest ski family in the country and could become the fastest ski family ever to hit the winter Olympics.

Get Red Carpet  
Last March, Marilyn, Barbara Ann, and Bobby returned from the national Alpine meet, held in Winter Park, Colo., and received the red-carpet treatment from their staid Vermont neighbors.

Barbara Ann took the giant slalom, and Bobby, an 11th grader racing against older skiers, placed 10th in the boys' slalom.

At the same time, Lindy, too young to race in the national meet, skied in Vermont and won the Tri-State Junior Slalom seven seconds for her seventh triumph of the year.

The Cochrans have a number of advantages. They live in the heart of the Vermont ski country, within 30 miles of Madeline Mountain, Sugarbush, Mad River, Glen Ellen, and Sugarbush—five of the east's biggest ski areas.

Race Regularly  
They race every week-end of the winter in Vermont, and practice practically every night on the small slope behind their home. As members of the Madeline Mountain Junior ski squad, they receive excellent coaching and racing competition from a network of local race clubs, organized somewhat along the line of Little League.

Their father, an engineer who works in nearby Burlington, is their coach. He coached the girls' eastern junior ski team in Winter Park and is a volunteer junior coach at Madama. Their mother, Ginny, organizes lullipop ski races for youngsters 8 years and under, and also

#### Ski Tips

BY JAY JOHNSON



Ski point, to be used effectively by the average recreational skier, should be about armpit height when standing with bare feet. This length may vary an inch, more or less, since ski poles are not made in one-size variations.

If your ski pole is too short, it is hard to push away from a chairlift. If too long, you may be disconcerted when dismounting. Two long ski poles become ungainly and tire some, and even dangerous in the hands of the average skier.

Light weight aluminum poles are the best, especially if a skier is trying the wedge maneuver. However, something must be sacrificed for the light weight and aluminum poles will bend quite easily in a fall.

Steel poles, while heavier, will take much more abuse and have much less tendency to bend, particularly if they are the step-down variety.

Without this training, they could get hurt, and they also couldn't be good racers."

Even so, the Cochran children obviously don't get enough exercise. In between calisthenics and skiing, they manage to find time to even play tennis, water ski, hike, and ride bicycles. Bobby also is an adept soccer player, a popular sport with Vermont schoolboys.

At school, the Cochrans maintain B-plus to A averages. Marilyn, in her junior year at Richmond High school, is an honor student. She and Bobby continually win their school's annual spelling bees.

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