

Skiing in New Era in Indian Head; Gaining Added Momentum as Sport for General Public

Like a snowball rolling down a northwestern Wisconsin slope, the ancient sport of skiing this year is gaining a momentum unparalleled in the area's winter sports history.

It isn't the scaffold-jump type of skiing pursued by would-be birdmen, either. This new era for snow sports in the Indian Head Country is made to order for actual participation of the general public.

Lengthy downhill slopes, both steep and gentle; cozy and comfortable cafe-chalets; and that boon to the gravity-bound downhill skier—the mechanical ski tow—are the things behind the increasing interest in white-blanketed hillsides and curved hickory sticks.

Since the end of World War II, each year has seen the development of more areas in this section of the state. In the 1950-51 season there were five ski areas operating. This year there will be eight.

Well-dispersed among the 15 Indian Head Counties, the ski areas are expected to attract more skiers than have ever before disported themselves among Northwest Wisconsin's pine forests. Week end skiers will be able to traverse a circuit providing distinctive variety in skiing conditions.

In seasons past, special trains and buses have brought metropolitan skiers to the established areas. It is expected that the coming season will bring an extension of this service to include other sections.

Among the older ski areas are the well-developed Tele-mark at Cable, Trollhaugen at Dresser, Ashwabay at Bayfield, Pinehurst at Eau Claire and Mont du Lac at Superior. All well supplied with tows and slopes, most also have cafes, ski schools, rental equipment and shops. The Pinehurst is in operation only on week-ends.

Expected to be in readiness for this season are three new areas, all of them offering the facilities noted above. The Silver Brook area at St. Croix Falls, Deepwood at Colfax, and Mt. Atlanta, in the Rice Lake-Bruce-Ladysmith triangle, will be new check points on skiers' maps.

The popularity of skiing, modern fashion, is not confined to any one age group, area operators declare. Although a good percentage of skiers fall into the high-school and college student class, other groups are also well represented. And as the operators are anxious to convert new disciples to the sport, they provide slopes for the beginner as well as the veteran.

Since downhill skiing has long outlived the "fad" designation in other sections of the country, it is anticipated that the sport will gain more participants from within the area than ever before. There are few places in the Indian Head Country more than an hour's drive from full-fledged ski areas.

According to officers of Wisconsin Indian Head Country, Inc., non-profit tourist promotion group, this expansion of the area's winter program is of two-fold benefit.

First, they say, it provides residents within the area the opportunity for greater enjoyment of the winter season.

And further, the enterprises bring into the area additional "outside money." This income helps swell the \$70-odd million total left by summer vacationists.

At Wedding Event

(Special to The Telegram.)

MELLEN—Mr. and Mrs. Ray Hoglund, Mr. and Mrs. Herman Peters and son Dick, Mr. and Mrs. Ervin Podhola and daughter Janet, Mr. and Mrs. Ted Boley, Mrs. O. J. Guerin and Mr. and Mrs. Vaner Nordquist attended the celebration of the John Peters silver wedding anniversary in Ashland Saturday evening.