



By GENE ALLEMAN

Michigan has its own "pin-up" girls this winter.

The war-time GI had the age-old recognition of feminine beauty as a masculine ideal, is a colorful and eye-filling feature of winter sports festivals in that spacious part of Michigan known as the "North Country."

Youth reigns at winter sports. There is the traditional queen, some pretty and winsome lass of the community, who receives a ruffled cardboard crown at a shindig glorified as the "coronation ball." Some visiting dignitary from out-of-town presides at the ceremony.

Thus Michigan royalty is created amid Hollywood glitter and pomp. The youngsters like it. And the grown-ups too.

As a guest of the East Michigan Tourist association, we journeyed on a recent week end in a chartered bus to winter sport centers in the northeastern section of the lower peninsula. And then to obtain a state-wide roundup of winter sports activities, we wired friends for additional information. Here's the 1946 picture, as we see it.

The winter sport boom is fairly new. Grayling's million dollar park is only a few decades old. Caberfae and Silver Valley are by-products of the last depression when U.S.C.C. camps were located in federal forests. Other recreational developments are, for the most part, still in their swaddling clothes.

While winter sports appeal primarily to youth, they offer a color-

ful appeal to older people from the viewpoint of spectators. The bright colors of winter sports attire, for example, constitute a tonic for the blues.

Handicapped by Michigan's short summer seasons, resort proprietors see an opportunity to extend the season past fall hunting time into an otherwise dull and unproductive snowbound period.

Our first observation, after visiting a half dozen winter sports parks, is this: Sell yourself before you try to sell others.

Winter sports should be justified, in the beginning, as a recreational asset to the local community for use of its own people. The investment cost should be so precluded.

Take Grayling, for example. This sports park, readily accessible by train and highway, was developed and popularized by Grayling merchants and citizens. Without solicitation of Grayling promoters, the state conservation commission appropriated funds one year for the Grayling park maintenance, and it has been doing ever since. Harry H. Whitely, of Dowagiac, veteran member of the conservation commission, made the difference.

We suspect that some Michigan communities, now trying to promote winter sports, have yet to sell themselves as the value of winter sports as a community asset. They are jumping into the field prematurely, utilizing press agency of ballyhoo, too often induced by free food and liquor, in the hope of attracting city dollars and week-end tourists. If the hotel rooms are frigid at night (as was our unfortunate experience at Alpena), enthusiasm of tourists is going to cool—and inevitably so.

At Silver Valley, 10 miles west of East Tawas, the East Tawas citizens are pioneering a winter sports program that is bound to prosper. The county probate judge, a two-hour volunteer for toboggan duty, tilted our toboggan as we

PROMOTED

Caberfae, 17 miles west of Cadillac on M-55, is also (like Silver Valley) in the national park system. Here is one of the finest areas in the lower peninsula: all types of skiing, senior and junior toboggan runs with a tow for returning toboggans, and a fine community house where lunches and refreshments may be obtained.

Ionia has its Bertha Brook Park west of the city on M-21 (ski slides, toboggan runs, community house for refreshments); Nowaygo county has a winter sports park in "Little Switzerland" with a log community house, toboggan run, skating rink on the lake, snowshoe and ski trails and fishing through the ice.

And then mention should be made of Petoskey's two ice rinks and toboggan runs; East Jordan's ice fishing; Boyne City's "Ice Village," largest in the nation; and ice fishing at Holland, Muskegon, Whitehall and Leanington.

Promotion of Clifford E. Armstrong, formerly grocery merchandiser, to merchandise manager of Detroit Branch of the Kroger Grocery and Baking company, has been announced by Ira O. Shy, branch manager in charge of the firm's operations in this area. Armstrong started with Kroger as a stock clerk in 1928, later becoming chief store auditor. In 1935, he became a student grocery manager and later a store manager. He was promoted to assistant district manager in 1935 and in 1945 became assistant produce merchandiser. As merchandise manager he will supervise buying and sales promotion of all types merchandise handled by Kroger stores in the Detroit area.

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found, has a novel "snow train" pulled by a tractor for transportation of winter sports guests.

Concluding comments: Winter sports can be made self-supporting after the local community underwrites the original investment. With good attendance, use fees are productive of income, and maintenance expense can be met without recourse to government aid. Snowtime vacations will pay dividends in health and dollars.

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**Ironwood has its own winter sports queen, parades, ice revue, cross country races, down hill and slalom races, ski jumps.**

At Sault Ste. Marie ice skating has become a year-round sport, thanks to a community house which offers an artificial rink for summer tourists. Every county in the Upper Peninsula has its winter sports program. It was the county assembly recently at Houghton for selection of the "Queen of the North."

Blaney Park, now open year

**STORE-GAZING IN BIRMINGHAM**

Now that it is difficult to buy really lovely silver, your old pieces... especially antiques, are more valuable than ever. KINCAID'S, the jewelry shop in Mortimer's, have asked their silversmith to come to Birmingham to look at your silver and advise you on its possibilities for replating and repair. On Saturday, March second, this expert will be in the shop between 1:00 and 6:00... so bring in those pieces you've been wondering about; and he will give you thoughtful advice on their restoration... as well as an estimate of the cost.

The damp, rainy season will depend on us any day now... the time when a durable raincoat is essential. The JAY SHOP has some that are extremely good-looking... besides being practical. Smoothly tailored in a trench coat style, they have slight back fullness, button-on belts, and large pockets with side slits. In a wonderful rayon saaten with a satiny gloss... treated to be water repellent... they come in powder blue, red, or black... sizes 10 to 20... \$16.95. In cotton twill, also water repellent, the same style in powder blue or beige is 10.95.

They're doing more marvelous things with aluminum all the time... and LaBELLE'S have a collection of awfully smart things. A wonderful and original gift idea is their matching ashtrays and caddies. Beautifully handwrought... with a duck design... the roomy ashtrays are two for 1.00... the coasters to match eight for 1.25... an excellent buy! They also have stunning sets of spoons, and bowls, dressing spoons, candy boxes, and trays... all hand-hammered, and with handsome, simple designs: 3.50 to 7.50. What's more, the finish lasts, and is non-tarnishable.

It's been hard to find a wide choice of really distinctive neckties... so it's good news that PECK'S has a splendid selection of good-looking ones. There's quite a color range in those nice Ranger ties... the plain, all-wool ones that are wrinkle-resistant... and that look so smart with tweeds. There are only 1.00... and come in several shades of brown, tan, maroon, green, and blue. Woven rayon patterned ties give you your choice of conservative or gay designs... 1.00 to 3.00.

Spring hat excitement is in the air... and for a really lovely and flattering creation you'll go to a custom shop, such as the BESSIE KORBAY MILLINERY SHOP. Mrs. Korbay designs with taste and imagination... and an eye to the newest smart styles. Her workroom is filled with lovely straws and fabrics... and delectable trimmings... and they do expert work. If you can get a piece of material to match your spring suit or coat, bring it in, and she'll whip up something smart and individual to make you an integrated costume. She also has a constant stock of stunning pattern hats.

Did you know that the SINGER SEWING MACHINE SHOP now has a fine selection of good looking sewing cabinets? These have been very scarce... and the ones they have are extremely useful... with drawers fitted with thread, pin cushions, and other sewing essentials, as well as compartments. They're sturdily built of solid maple, walnut, or mahogany... beautifully designed to look nice in any room... 5.95 to 19.95. They also have folding tables to hold portables, sewing benches with folding tops, and are some new business. Of course, you know you can have hemstitching done here, and buttonholes made... and they repair all makes of sewing machines and vacuums.

Here's news of something else that was hard to get during the war... Autopoint pencils are being enthusiastically welcomed back by businessmen, students, and anyone who can write! SHAIN'S have them... and they're among the best automatic pencils you can buy. Extra dependable, they have a special Grip-Tite-Tip which keeps lead from wearing or falling out. You'll make yours your constant companion. 1.25. A good gift idea is the Autopoint fineline version for thin lead. With gold-filled tip and point, 3.75. You'll also find Ever-sharp Repeaters here; 1.60.

Every day we hear more delighted reports about the new Sanderizing Salt at the HARPER METHOD SHOP. Here they have a perfectly marvelous system for reducing... one which involves practically no effort on the part of the customer. You simply stretch out comfortably in one of the attractive bunks... have pads attached in the right places... and enjoy a relaxing steam-bath, which removes fat without breaking down muscles. You'll come out feeling soothed and refreshed as well as slyphable. One treatment, 3.00... a course of ten, 25.00.

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