

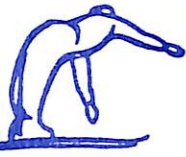
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The Mount Van Hoevenberg Bobsled Run



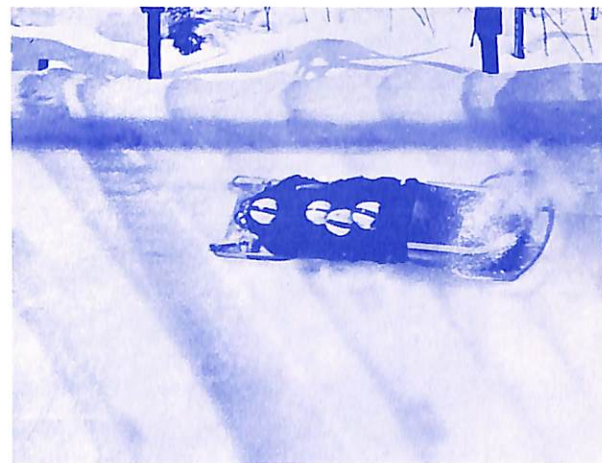
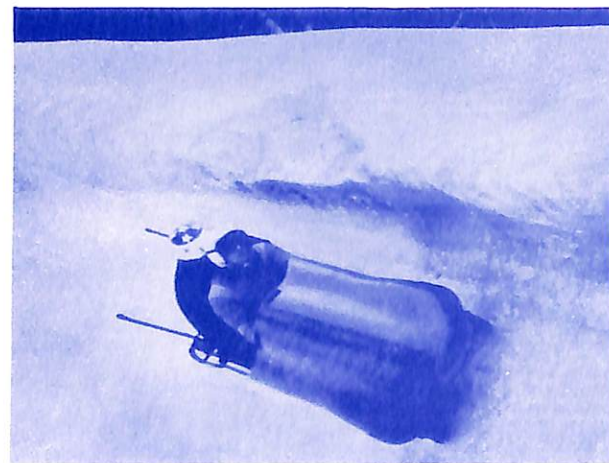
One of the problems in promoting bobsledding which can give you, "the rarest thrill in the world of sport," is to convince the public that bobsleds in no way resemble toboggans. Each four-man sled weighs 485 pounds and the two-man sled 352 pounds. The cost upwards of \$1,500.00 each, steer like an automobile and are engineered to the fraction of an inch.

The mile run on Mount Van Hoevenberg, eight miles from the Village of Lake Placid on Route 73, was built in 1930 for the 1932 Olympics. A two-man record was set on the run in 1960 by Eugenio Monti of Italy with Gary Sheffield as brakeman in the U.S. National Races, it stands at (1) minute and (12) seconds. The four-man record is held by Stanley Benham of Lake Placid (1) minute, 8.88 seconds.

Stan Benham has competed in ten World Championships and January 14 of this year set a new record for the half mile of 38.03.

Bobsledding was invented by two Americans in 1890 and first introduced in Europe where there are many famous runs. The 1964

Winter Olympics will be held at Innsbruck in Austria. The Mount Van Hoevenberg Bobsled run is located on property owned by the Lake Placid Club and it is operated and maintained by the New York State Conservation Department. Since its construction it not only attracts thousands of visitors in winter, to take the trip from the half mile with licensed drivers and brakemen, but it has proven to be a great Summer tourist attraction. The chute is six and a half feet wide on the straightaways and varies from ten to twenty-two feet on the curves. Built with blocks of ice from Adirondack Lakes, it is maintained with a mixture of snow and ice. After each days racing it is sprayed with 20,000 gallons of water. There are plenty of vantage points for spectators this year with bleacher seats on the curves and a walk ramp the entire length of the run. Trucks transport the heavy sleds back to the top of the mountain after each run. GREENBRIAR Station Wagons from General Motors are being used to transport the teams to and from Lake Placid.



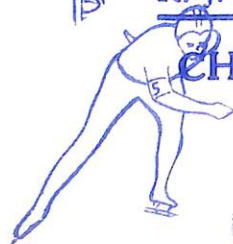
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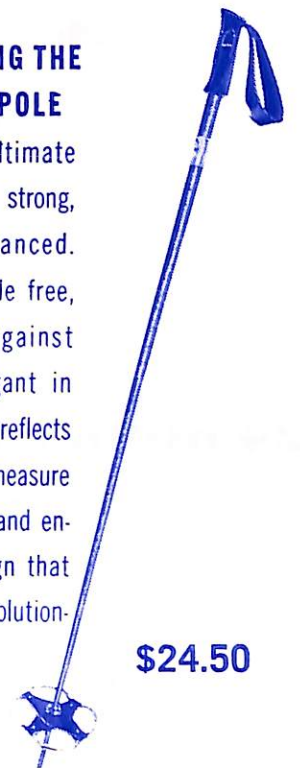
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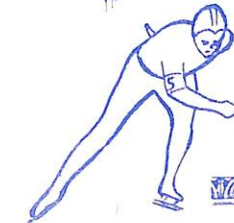


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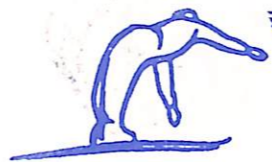
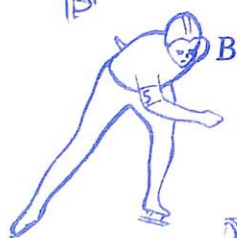
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The North American Festival

The 6th Annual North American Festival is the most ambitious and comprehensive program ever sponsored by Lake Placid and its people. Its success will depend on the cooperation of the weather but the spectacle you see is the result of many months of planning by dedicated individuals and committees. Mayor Robert Peacock, Town of North Elba Supervisor William Hurley, and the members of their Boards, have supported the efforts of the organizing committee to a remarkable degree. Lake Placid will invite America to be its guests during 1961.

Visitors here for a short time will be interested to know that the Columbia Broadcasting System will present an hour-and-a-half long Sports Spectacular, Sunday afternoon, March 12th. It will feature bobsledding and skiing so be sure to watch.

The outdoor skating rink on Mirror Lake is the largest in North America. February 4 and 5 Olympic Style speed skating will be seen for the first time in this area. The North American Outdoor Speed Skating Championships will be staged in a setting unmatched

in the world with towering Whiteface Mountain as a backdrop. This skating rink will be maintained throughout the winter season.

The High School Carnival is the biggest and best you could hope to see with the emphasis on hockey games in the Olympic Arena and ski jumping from the 25 meter hill at the High School.

The Coronation of the King and Queen of the North American Festival will take place at the Mirror Lake Ice Palace. The public is cordially invited to use the backdrop for picture taking.

Stanley Benham, world famous bobsled racer and manager of the North Elba Park District and James Sheffield, a Lake Placid insurance man and sports enthusiast, have served as co-chairmen of the North American Festival since it began as their brainchild back in 1954. Their reward is the public support of these events. Traditional Lake Placid hospitality is exemplified by their wish that you come back again, in any season of the year and enjoy an Adirondack vacation.



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North Elba Park District

The North Elba Park District was formed in 1929 by act of the New York State Legislature for the purpose of financing the 1932 Winter Olympic Games in Lake Placid. Primary financial responsibility was carried by the Town of North Elba through the issuing of Olympic bonds and made possible the construction of the Olympic Stadium, the Olympic Arena and the practice hills for Olympic Ski Jumping. The Park District was also responsible for the construction of the Olympic Cross Country Ski Trails which were later redesigned for the 1950 F I S Nordic Ski Championships.

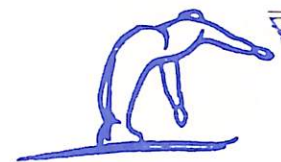
Down through the years since the 1932 Olympics the North Elba Park District has maintained these excellent facilities and used them in the development of a winter sports program which is the largest in the nation. The North American Winter Festival which is built around these facilities annually attracts over 1500 winter sports competitors and crowds of 8000 spectators to the approx-

imate dozen major sports events which make up its schedule.

In the summer the Park District is host to the largest summer ice skating program in the world with a staff of nine professional instructors and outstanding competitive amateurs from all over the United States and Canada. Participants in this skating program read like a Who's Who of Figure Skating and include every Olympic Figure Skating Champion since Sonja Henie in 1932.

Also in the summer the North Elba Park District operates the Craig Wood Golf Club, an 18-hole championship course just three miles from the heart of Lake Placid which has been the scene of many golf tournaments.

The North Elba Park District is under the trusteeship of the North Elba Town Board consisting of William J. Hurley, Supervisor, Paul Dupree, Justice, Jack Shea, Justice, and Councilmen Favor Smith and J. Bernard Fell. Manager of the Park District is Stanley Benham.



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Lake Placid Ski Club

The LAKE PLACID SKI CLUB, is the pioneer ski club of America, having been founded in 1921. Ronald M. MacKenzie, Postmaster of Lake Placid, a past-President of the Club, continues to be its most active member as the Chairman of the organizing committee for the North American Alpine Ski Championships March 3-4-5.

The late Harry Wade Hicks, Lake Placid Ski Club Secretary, organized a meeting at Saranac Lake in 1922 that brought together skiing enthusiasts from New York, Vermont and New Hampshire that resulted in the formation of the Eastern Amateur Ski Association.

Otto Schneibs, now at the Whiteface Ski Center, emigrated from Germany to Boston as a watchmaker, gained fame with the Appalachian Ski Club and as a coach of the Dartmouth Outing Club. It was Otto and Ron MacKenzie who first recognized the ski development possibilities of Whiteface Mountain where they helped cut the Wilderness Trail in the winter of 1936-37.

Jack LaHart is the 1960-61 President of the Club. Under his leadership the membership now numbers over four hundred and an

excellent spirit of co-operation exists with the Sno Bird Ski Club at the Lake Placid Club as well as with the North Elba Park District whose Youth Commission sponsor many of the junior ski program events in co-operation with the Kiwanis and Lions Clubs.

Your prayers to the Snow God Ullr are respectfully requested by the co-chairmen of the National Junior Nordic Ski Championships March 15-18. J. Vernon Lamb, Jr. and Edward C. Welles are confident that the cross-country and the jumping events can be staged with spectator comfort in March to wind up the "Little Olympics" which got underway December 30th, confirming to America that Lake Placid is the Winter Sports and vacation capitol of the East.

Ski Jumping July 4th has been an annual event in the Summer program for many years. Crushed ice on the 40 meter hill with the jumpers attaining distances of over one-hundred feet, being admired by an audience in light summer clothing is a 'different' kind of sports spectacle that will add to your enjoyment of our Adirondack scenery, beautiful lakes, charming native hospitality. Please come again. Often.



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Spectators may wonder at the use of the term "Olympic Style" in descriptions of the races. American speed skaters compete nationally under a set of rules completely different than those which they face in international competition. In Olympic and other international meets, participants race in pairs on a split lane track against time alone. If forty skaters enter an event, twenty races are run, with two competitors per race. To beat one's opponent means nothing unless your time is fast enough to better that of competitors in other pairings.

Speed skating in the United States for the

most part, however, is conducted similar to track events or, as we call it, "horse race style". In this type of competition the field is divided into heats or eliminations. The number of athletes competing is gradually narrowed down to from six to ten qualifiers who then compete in "finals".

We are indebted to Lamar E. Ottesen, technical adviser to the 1960 Olympic organizing committee for the information in our opening paragraphs. North American Festival Chairman James Sheffield has announced that the February 4 and 5 events on Mirror Lake will be skated "Olympic Style". Thanks to last year's television coverage of the Olympics at Squaw Valley, California, both spectator and competitor interest has increased in spectacular fashion. Three or four hundred entries in the events held for ladies and men, boys and girls, is not unusual at Eastern skating meets. The Eastern Seaboard Indoor Speed Skating Championships will be held in Lake Placid's Olympic Arena March 4 and 5, 1961.



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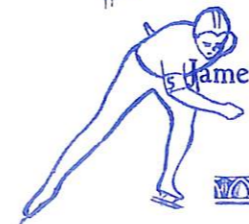
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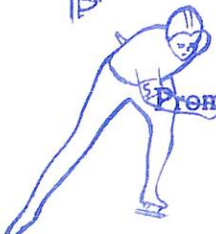
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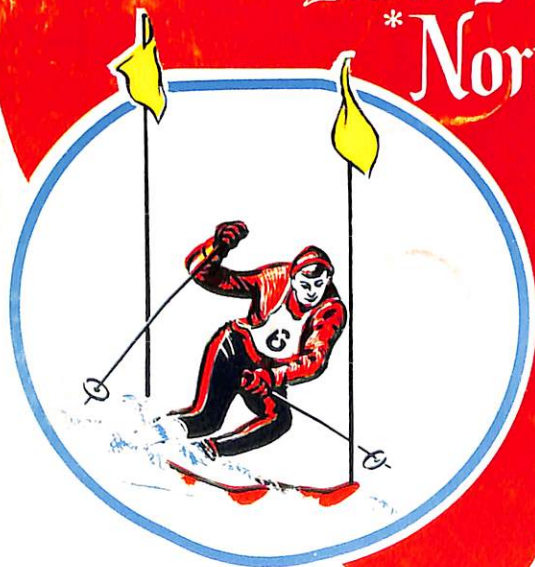
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