

Aspen Meadows - Aspen Highlands



Aspen Highlands trails 1968



When Aspen Highlands decided to publicize its female lift operators this week none were on hand for the pre-season effort, nor was there any natural snow for the photographs. Undaunted, public relations director Mack MacPherson hauled a truck load of ice to the top of Thunder Bowl from the Brown Ice Palace and asked Obermeyer Sports for the use of three models. This winter the female lift operators, only ones in the country as far as anyone knows, will be outfitted in Obermeyer clothing. Above, MacPherson and Claus Obermeyer shovel snow while Mike Burton packs. Below, Rita Clausen, left, and Ursula Freudiger, right, pose on the lift with Burton, center.

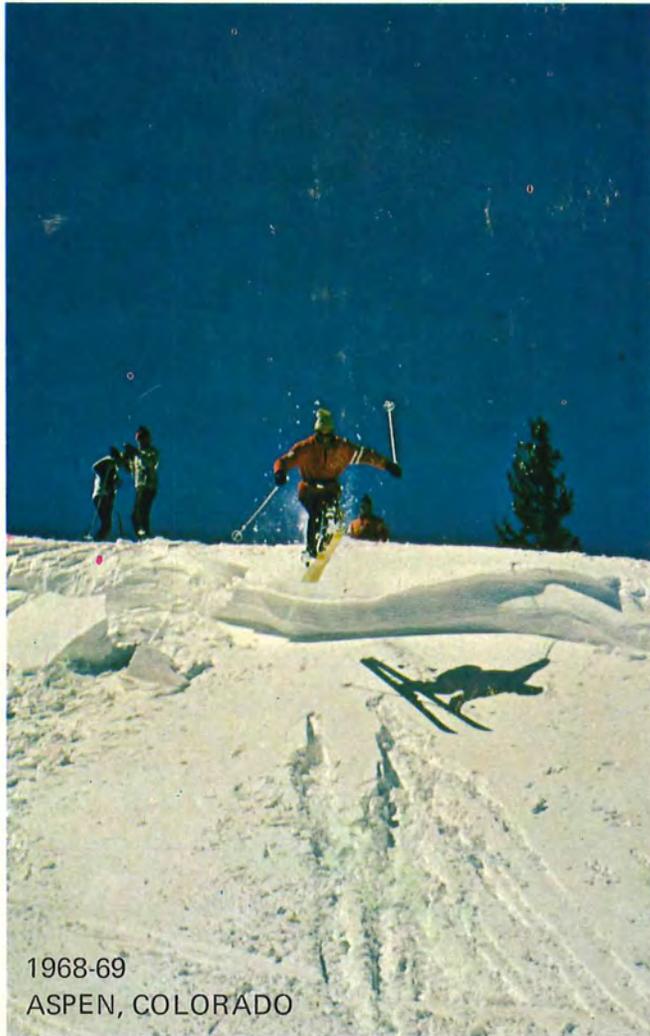
Aspen Highlands photos



Aspen Times - Sept 7, 1968

Ski

ASPEN
HIGHLANDS

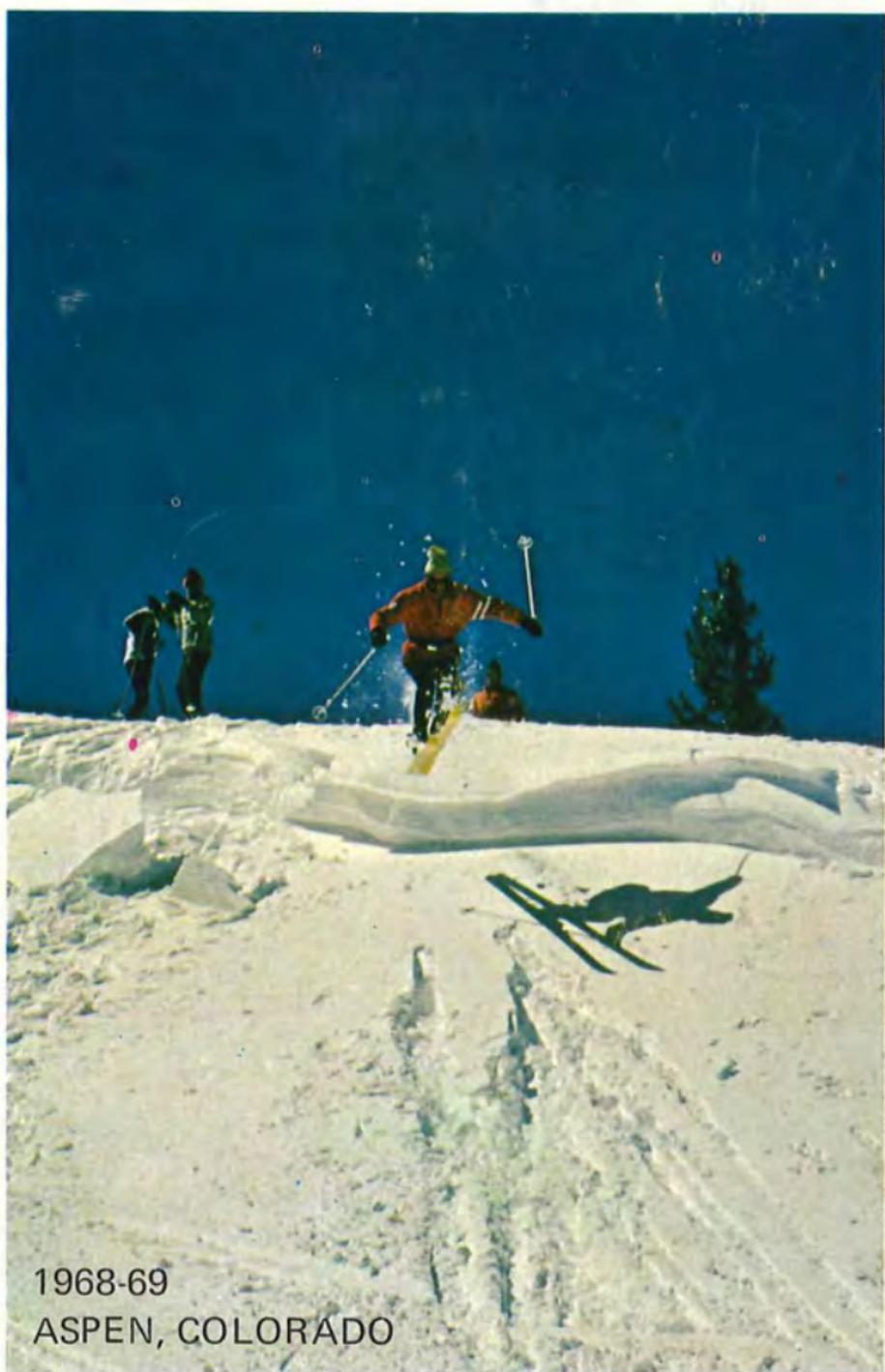


1968-69
ASPEN, COLORADO

1968 - 1969

Ski

ASPEN HIGHLANDS



1968-69

ASPEN, COLORADO



ASPEN HIGHLANDS!

Over 55 miles of ski area stretching from an 8,000' base elevation to an exhilarating 11,800' atop Loges Peak for the longest vertical rise in Colorado . . . 3,800' of total skiing. The up-to-date facilities at Aspen Highlands give everyone a wide choice of snow bowls, slopes and trails . . . with no crowding.

The biggest and best beginners area in Aspen is conveniently located in the Aspen Highlands base lodge area. Thousands of children and adults have started their skiing fun here . . . progressing quickly to Exhibition Lift for some of the finest intermediate skiing found anywhere. Advanced skiers thrill to the many slopes leading from Thunderbowl and Cloud 9 Lifts, while scenically spectacular Loges Peak Lift takes experts to the ultimate in skiing. More than enough for all.

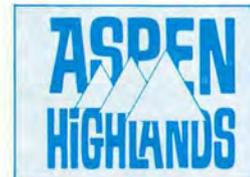


ASPEN HIGHLANDS!

Learn to enjoy skiing, and have fun learning.

For the Aspen Highlands visitor the Fred Iselin Ski School International conducts daily class and private lessons. Instruction for any level of proficiency is available, including powder snow skiing.

Outstanding instructors assist Fred in teaching the proved and easiest method to achieve the greatest results in the shortest time. Continued, close supervision of classes assures a maximum of progress for each student.



ASPEN HIGHLANDS!

The choice of those who know the best.

Aspen Highlands is the highest of the four Aspen ski areas, and helps form the largest and most celebrated winter resort in North America. It is a superbly designed ski area placed on unusually fine natural terrain . . . creating a balanced mountain of skiing to suit all ability levels. A visit here gives you the finest skiing plus the thrill of discovering the variety of entertainment, meals, shops and accommodations available throughout the Aspen area.

Combine the special friendliness at Aspen Highlands with an abundance of dry powder snow and a northwest exposure for sunshine skiing through the very last run, and you too will have skiing at its best.





**ASPEN
HIGHLANDS**

Aspen Highlands is located 1½ miles southwest of Aspen on Maroon Creek Road. Free bus transportation runs regularly every few minutes between the town of Aspen and the Aspen Highlands Ski Area.

The Merry-Go-Round Restaurant serves lunch and snacks at the top of Exhibition Lift. In the base lodge, the Aspen Highlands Restaurant serves breakfast and lunch; the Bar there, is a popular spot for after skiing relaxation. A professional ski patrol is always at your service on the mountain. Aspen Highlands Ski Shop and Rentals provides a wide selection of equipment, clothing and incidentals.

**FOR MORE INFORMATION
MAIL THIS COUPON TO:**

**ASPEN HIGHLANDS SKIING CORP.
P. O. BOX T, ASPEN, COLORADO 81611**

Please send information about:

- Aspen lodging accommodations.
 Aspen Ski Week.

Travel by Car Air Bus Train

Name _____

Address _____

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ASPEN HIGHLANDS! Lifts you out of the crowd.

Five Double Chair Lifts. Three Poma Lifts.
Longest vertical rise in Colorado . . . 3,800'.

THE BEGINNERS CIRCUIT:	Length	Rise	Capacity Per Hour
Half Inch Poma	300'	40'	500
Little Poma	400'	75'	500
Smuggler Double Chair	1,600'	240'	800

INTERMEDIATE AND EXPERT COUNTRY:

Thunderbowl Double Chair	3,000'	1,000'	850
Exhibition Double Chair	8,800'	2,000'	750
Upper Poma	1,600'	600'	600
Cloud 9 Double Chair	3,000'	900'	850
Loges Peak Double Chair	3,300'	900'	850

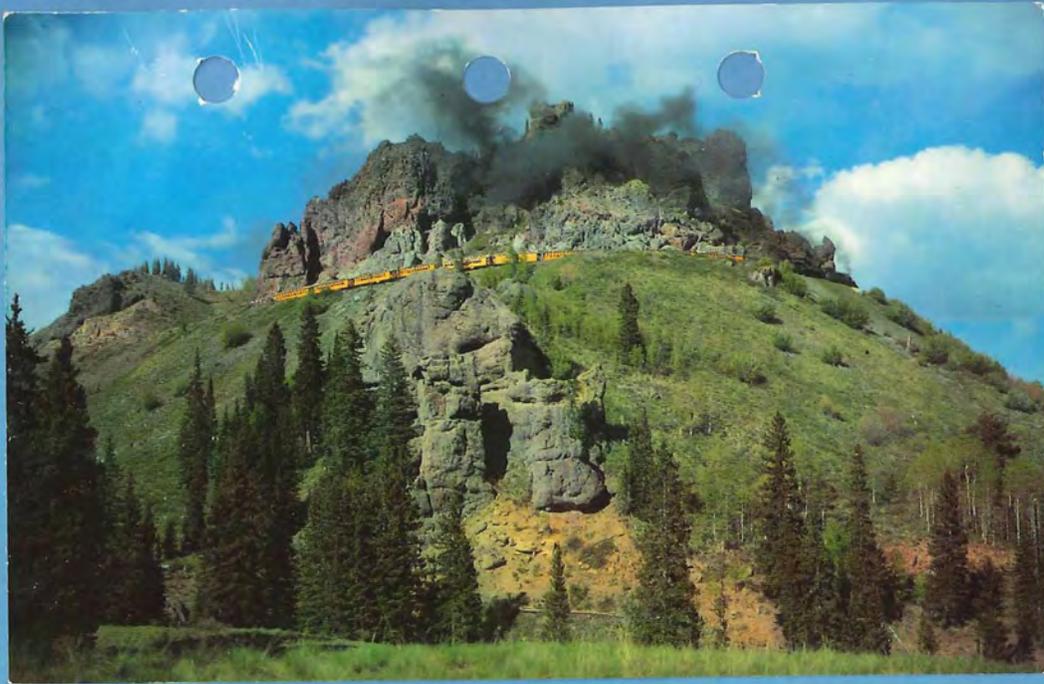
Up-to-date facilities give a wide choice of snowbowls, slopes and trails to suit all ability levels. Over 55 miles of fine ski terrain with no crowding.

**ASPEN HIGHLANDS SKI SEASON
NOVEMBER 28, 1968 thru APRIL 13, 1969**

For more information on rates, ski films,
ski packages, group activities and services, write:

**ASPEN
HIGHLANDS**

P. O. BOX T
ASPEN COLORADO 81611
Phone (303) 925-7302



Silverton Narrow Gauge Railroad



Jerome Hotel - evening winter

County develops airport plans and hears....

20-story complex at the Highlands

Pitkin County Commissioners yesterday (Wednesday) agreed to purchase about 30 acres of land along Highway 82 at the airport, created an Airport Authority, and heard a planner's preliminary report on steps needed to consider the future use of land between the Castle and Maroon Creek bridges.

But the most interesting item came near the end of the day-long session. Commissioners were shown sketches of a \$15-\$20 million condominium complex in the Maroon Creek valley below Bavaria Park that would have six buildings, the highest of which would soar 20 stories to just above ground level.

A 600-car parking garage would serve the 600 units which would be started and completed in 1972. Unique construction methods require that the entire complex be undertaken at one time.

An elevator system would be employed to stack autos in the parking structure, big-city style. Two-hundred-foot high apartment units would be linked by a ½-mile monorail system.

Ski lifts at Aspen Highlands would extend to the entrance of the development. According to County Building Inspector Marvin Reynolds, the facility could house 2000 or more people, about as many as live within the city limits of Aspen now.

Aspen Highland President Whip Jones and planner Tom Reck showed plans to the County Planning and Zoning Commission in the morning, and to Commissioners in the afternoon.

It was noted that the land is now zoned Accommodations and Recreation, and Agriculture and Forestry. A zoning change would be needed to permit construction.

The P & Z board and Commissioners were not asked to approve plans. However, they decided that Boulder, Colo. planner Trafton Bean should consider the project in his investigation of the use of land between the Castle and Maroon Creek bridges.

63 lodge owners attend Highlands picnic "thank you"

Sixty-three lodge owners and operators and other invited guests attended Aspen Highlands' first annual "Thank You Day" Wednesday, Sept. 18.

The activity consisted of free lift rides and a ham buffet lunch at the mid-slope Merry-Go-Round restaurant.

According to Highlands Public Relations Director Mac McPherson, the ski area's order for perfect fall weather was filled by the weatherman.

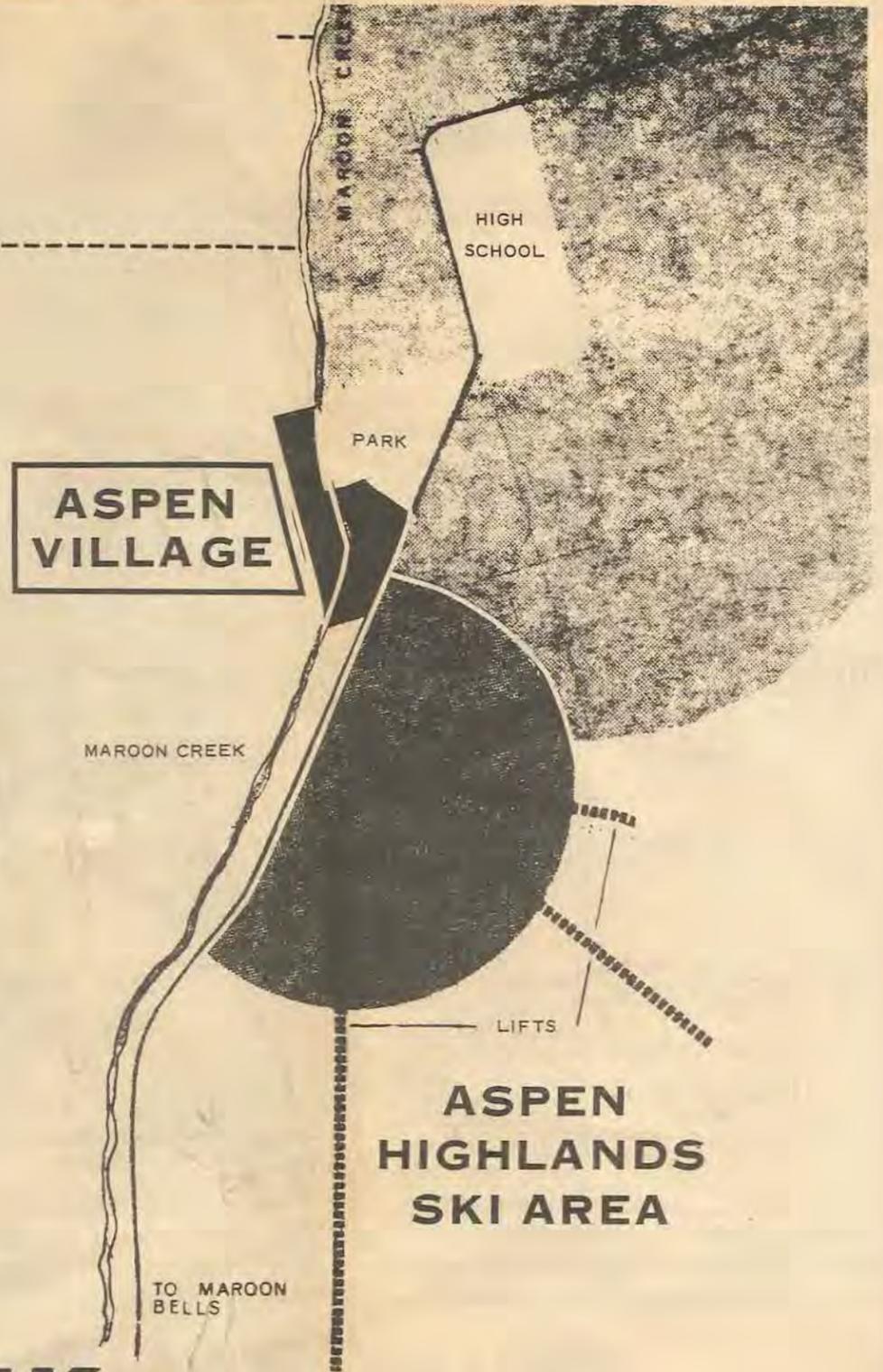
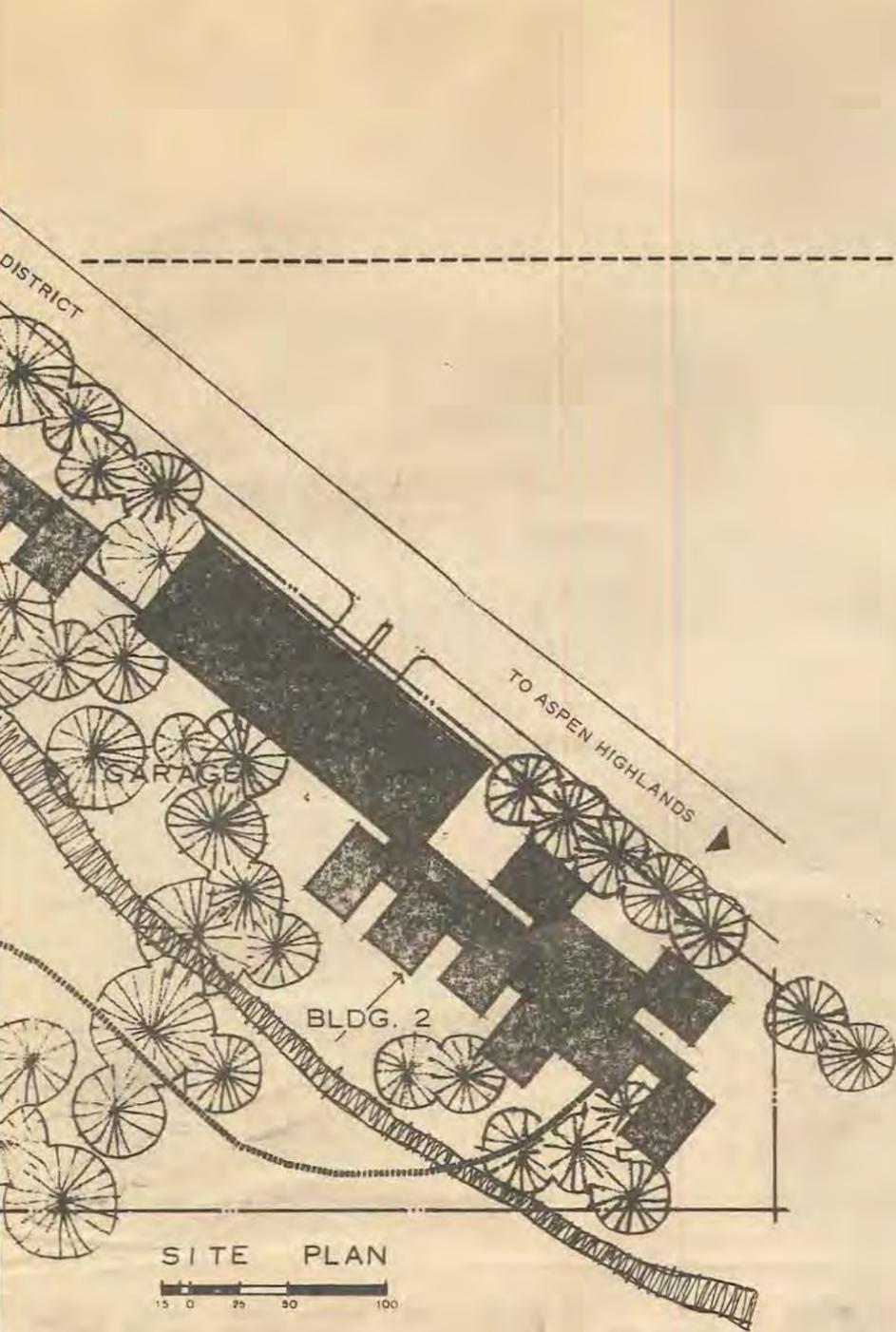
During the afternoon, Snowflake Lodge owner Bill Goodnough led a hiking party out on the ridge of Highland Peak.

Rumor wrong, United Air has no Aspen plan

Despite rumors now circulating in Aspen, United Airlines has not purchased a business or resort in Aspen and does not intend to, the Aspen Times learned this week.

In a telephone conversation Wednesday Don Cannalte, regional publicity manager for the airline told the Aspen Times that he had checked the rumor all the way to the top of the company and there was no foundation to it.

"We have no intention at this time to buy property, a business or a resort in the Aspen area," Cannalte stated. "There is absolutely no foundation to the rumor that we have bought or are buying the Aspen Highlands or the Aspen Airways, or any other property in Aspen."



MAROON CREEK

according to Jones, and would have to be constructed all at one time due to the problems involved in building in the valley. No word was given on where the financial backing would come from, but Jones denied a local rumor that United Airlines was behind the project. Nor were the airlines buying the Highlands, said Jones.

When finished, hopefully in 1972, the community would house approximately 2,000 people. They would reach their apartments in true 21st century style. An automated garage for all vehicles would be located at road level. Residents would leave their car and board an elevator which would lower them approximately 17 stories. Disembarking, they would be able to board one of several automated monorail cars which would whisk them to the high rise of their choice.

The monorail system linking the six 20-story buildings is really the unique feature of the plan. It will make it possible to completely eliminate roads along the sides of the valley, thus keeping wilderness density at 75 percent in the area. The natural area will be kept exactly as is, said Jones, and this is another reason for building up and down.

A walkway will be constructed on top of the monorail system to

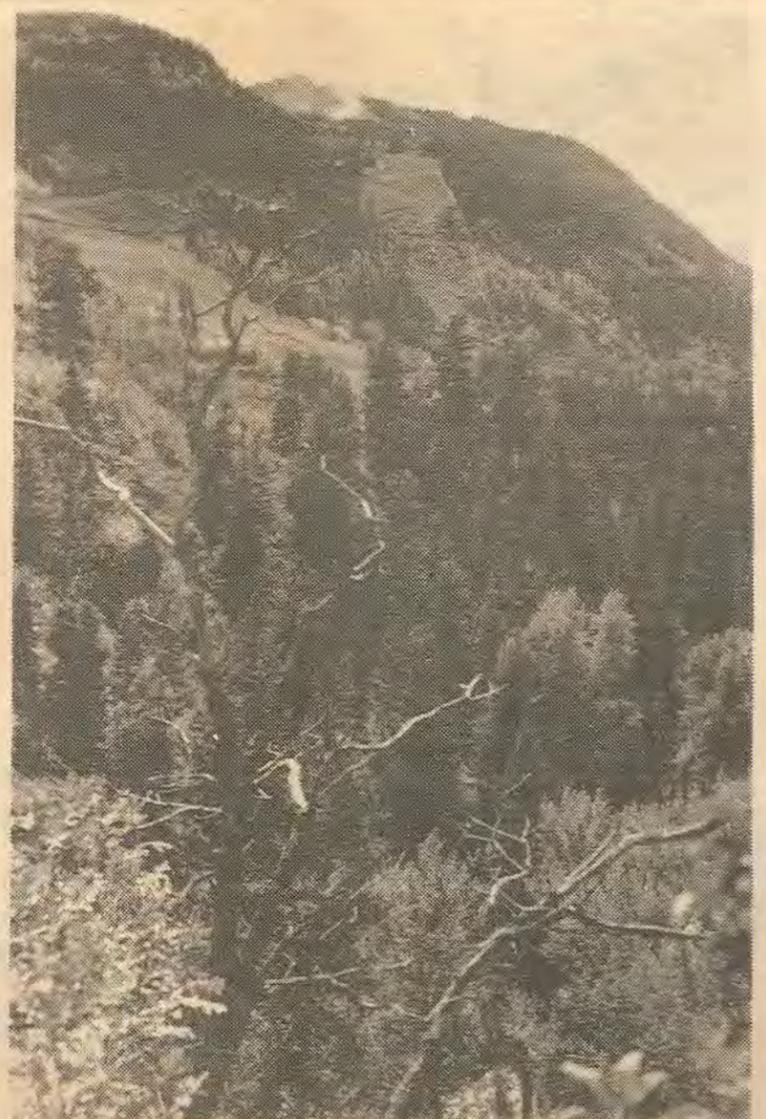
allow residents to take advantage of the scenery.

Also proposed was the construction of a ski lift directly from the village to the Highlands ski area.

What did the commissioners think of the idea? Orest Gerbaz thought it was "just great". Tom Sardy voiced no opinion, but also no objection. J. Sterling Baxter noted that this would surely make necessary a consideration of all the philosophical problems surrounding condominium construction in the area. It seems, said Baxter, that there is much to be discussed as to whether condominium ownership is hindering or helping the Aspen area.

A zoning change would be necessary to permit construction of the complex at Maroon Creek but it was not formally requested at this time. Since Trafton-Bean Planners of Boulder are presently studying the Maroon-Castle Creek area west of town in order to recommend possible planning and zoning changes, the commissioners suggested that this project be taken into consideration.

Jones said a building permit would not be requested until next February at the earliest.

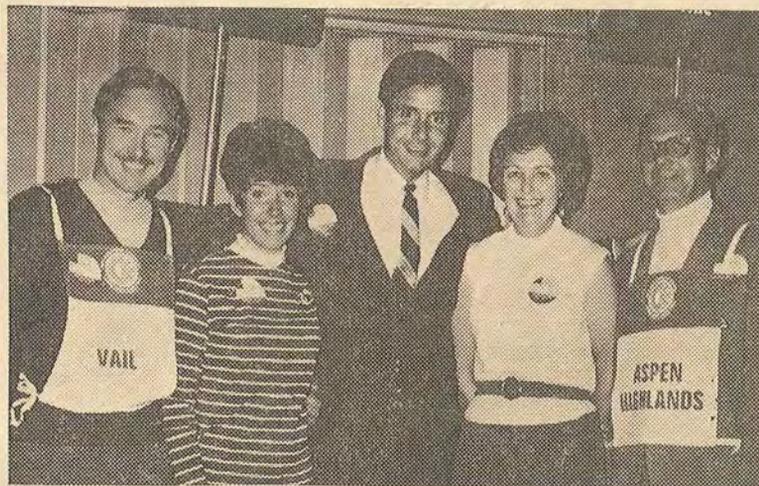


Site of Aspen Village with Aspen Highlands Ski Area.



Sara Sue Kappeli (foreground) of Aspen Highlands is one of the representatives of Western ski areas who speaks at travel-agent seminars sponsored by Western Airlines. Also at this session last week at Palo Alto, Calif. were sales people of the airline. The promotional effort includes a booth at ski shows, advertising in national magazines, and receptions for the press, ski club officials and travel executives. Highlands Public Relations

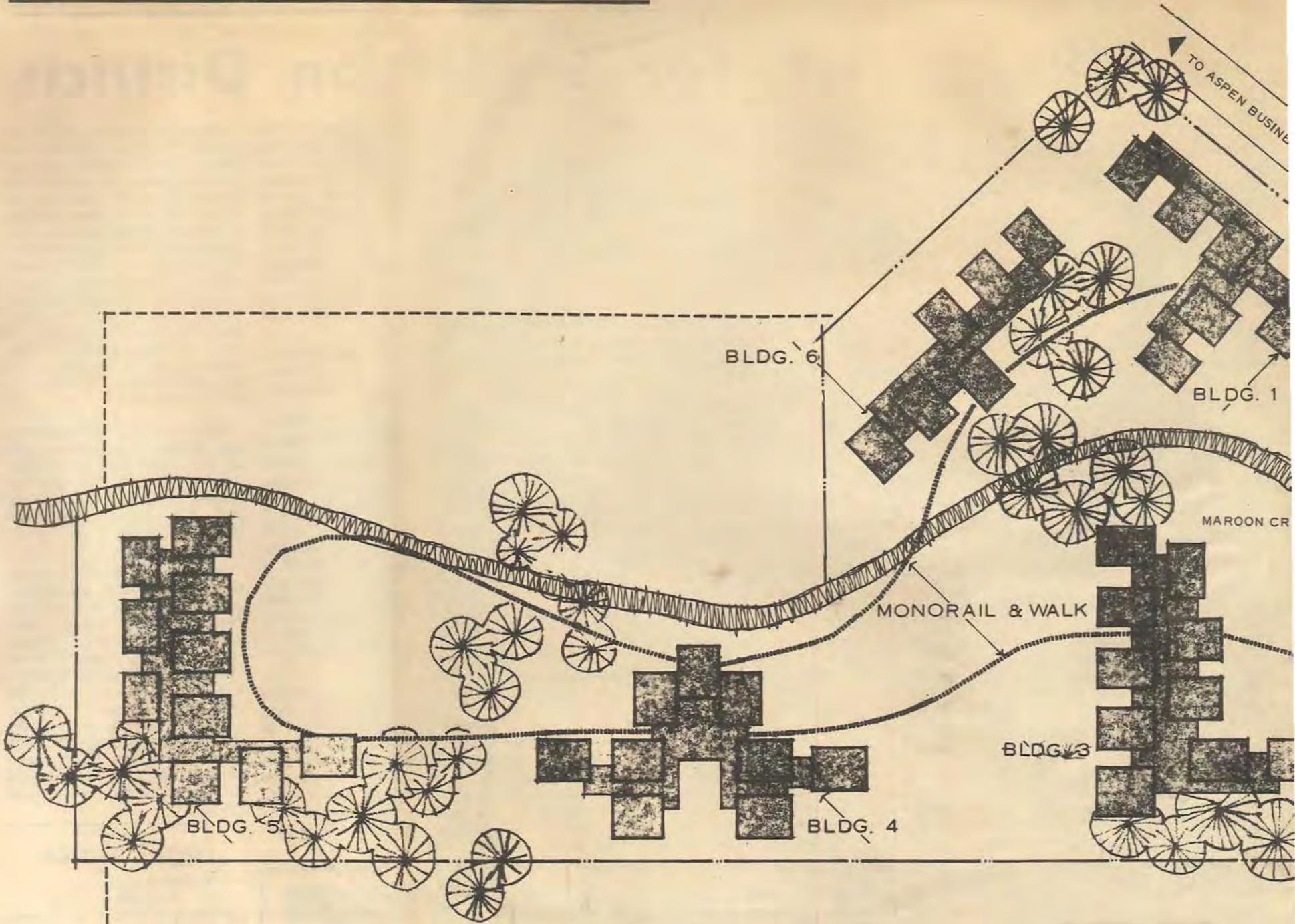
Director Mac McPherson, who is also on the tour, reported that the Western Airlines booth won first place at last week's San Francisco ski show. Across the aisle, Charles Paterson was the Aspen representative for the Colorado Ski Country USA exhibit. This week, the 15-ski area Western Airlines promotion moved to San Diego, Newport, Santa Monica, the San Fernando Valley, and the Los Angeles ski show. Aspen Highlands photo



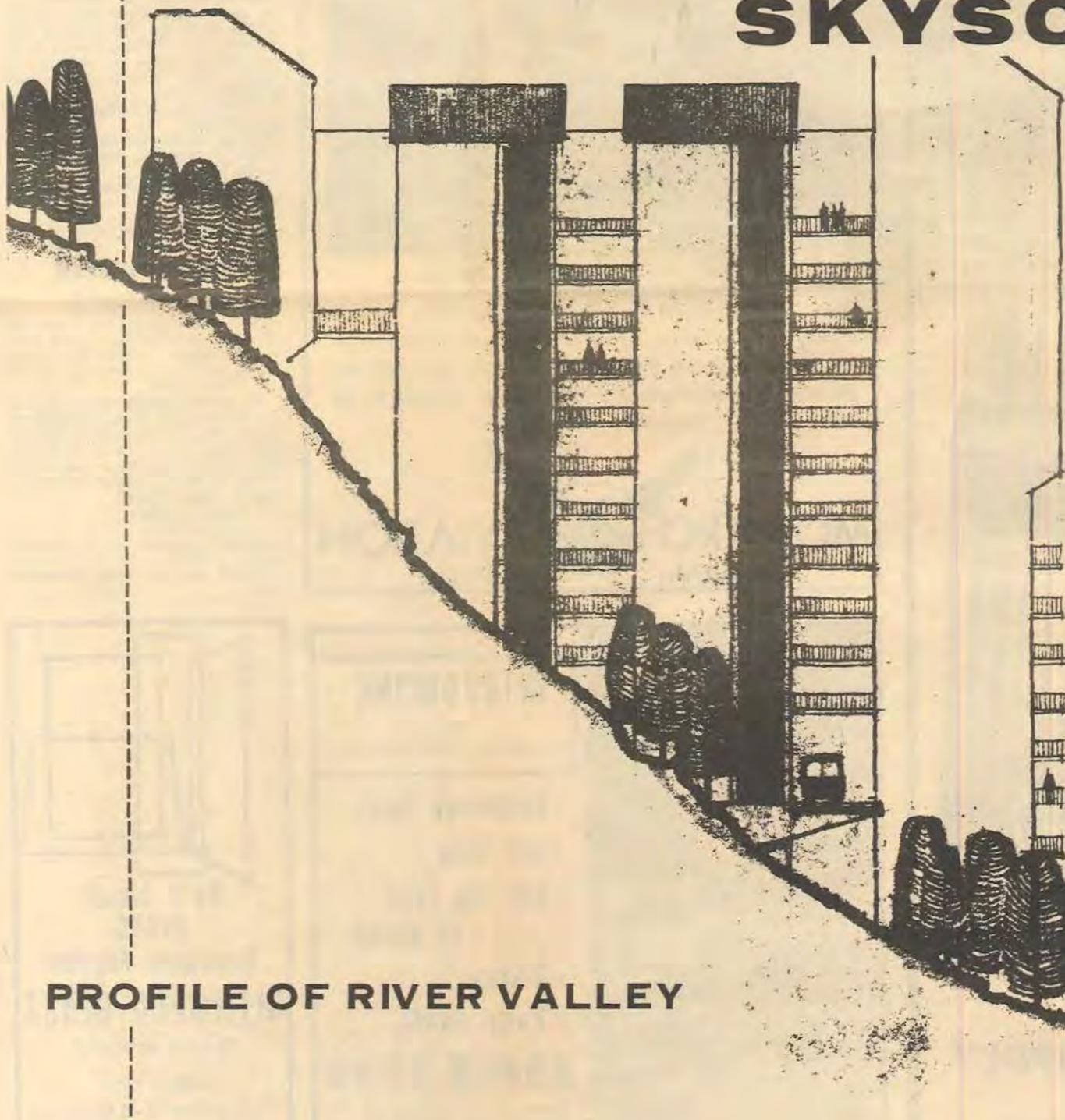
Attending Western Air Lines' Ski Western America seminar in San Francisco were, above left to right, Bob Parker, vice president of Marketing for Vail Associates, Inc., WAL stewardess Kathy Bunnell; Larry Smith and Barbara Braasch of Sunset Magazine and Lou McPherson, public relations director for Aspen Highlands.

THE VAIL TRAIL

October 18, 1968



SKYSCRAPERS ON



PROFILE OF RIVER VALLEY

Just north of the new Bavarian Park a canyon drops 125 feet down from the road to Maroon Creek. There is no way down but to slip and slide on the loose rocks which slope from almost 90 degrees to about 45 degrees. The canyon floor is approximately 100-150 feet in width and is densely wooded. What can be done with this land?

The owner, Whip Jones, of the Aspen Highlands Ski Area has an answer. Years ago, when architect Herbert Bayer sat on the County Planning and Zoning Commission, he made a statement to the effect that he didn't care if anyone built a 20 story building in the county, as long as 18 of them were underground. Well, that is close to Jones' plans.

Plans for a six-building, 600-unit condominium complex to be built down the sides of the canyon were presented by Jones and architect Tom Reck of Denver at the last meeting of the Pitkin County Planning and Zoning Commission. The County Commissioners were briefed on the project at their meeting the same afternoon.

The housing complex would cost between \$15 and \$20 million.

Ski Aspen Highlands

Aspen Highlands has the longest double chairlift in Colorado. It has the greatest vertical drop in Colorado. It has eight chairlifts, serving more than thirty runs (plus a few bowls) adding up to 55 miles.

Ask a beginner and he'll tell you Aspen Highlands is a great novice mountain. Ask an intermediate and he'll tell you it was made for intermediates. Tell the expert what the other two said, and he'll wonder where they've been skiing—then he'll climb onto his chairlift to start skiing one of the most extensive, longest networks of expert runs in the country. They're all correct.

Clearly, Aspen Highlands is one big mountain.

At the base there are four (count 'em, 4!) novice chairlifts, with one—the Thunder Bowl double chair, graded so that the upper part of the run is intermediate. Not that novices are restricted to these. The Exhibition double chairlift has a halfway station (called "Quarter Way"—which gives you an idea of how high the mountain is) which is the start of a long, gentle, novice run called "Park Avenue." But Quarter Way is also the start of one of the mountain's most rugged expert runs, the Lower Stein Eriksen.

This surprising complexity obtains all over Aspen Highlands. An

intermediate who wants to do his skiing from the top down, will find a lovely run, Meadows, starting at the very top. It runs into another intermediate trail, Coachlight Catwalk, which, in turn, swoops (gently) to the top of the Exhibition chairlift,

from which there are so many intermediate trails there just isn't much point in listing them.

On the other hand—although our imaginary intermediate can go all the way to the top—one should note that the upper two lifts, Loges Peak and Cloud Nine are mostly for the advanced and expert skier. And for them, the choice of runs is just as delightfully bewildering as for the intermediate.

One, Grand Prix, runs almost all the way down the mountain! Others turn into (or run into) intermediate



WORLD'S LARGEST SKI MAGAZINE

SKI

INCORPORATING SKI LIFE NOVEMBER, 1968

EFFECTIVE: January 26 through March 29, 1969.

IRM
6.00
1.00
termilk

IT-ASP-L

Rates per person:	LOW SEASON SPECIAL				DORM
	PERSONS PER ROOM				
	1	2	3	4	
Minimum rate	\$ 80.00	\$ 59.00	\$ 59.00	\$ 63.00	\$ 58.00
Maximum rate	\$199.00	\$143.00	\$108.00	\$134.00	\$ 94.00

INCLUDES: Seven nights lodging, six days ski lifts at Aspen Highlands, Aspen Mountain, Buttermilk and Snowmass-at-Aspen.

EFFECTIVE: November 28 through December 22, 1968; January 1 through January 25, 1969; March 30 through April 6, 1969.

HOTELS: Agate, Alpine, Applejack, Apres Ski, Aspen A's, Aspen Cortina, Aspen Inn, Aspen Manor, Aspen Shadows, Bavarian Lodge, Bell Mountain, Blue Spruce, Boomerang, Buckhorn, Bunkhaus, Chateau Kirk, Christiania, Christmas Inn, Coachlight, Continental Inn, Copper Horse, Dormez-Vous, Edelweis, Elk Mountain Lodge, Floradora, Gasthof Evert, Glory Hole, Guido's Crestahaus, Hearthstone, Heatherbed, Hillside, Holiday House, Innsbruck, Limelite, Little Red Ski Hostel, The Lodge, Molly Gibson, Mountain Chalet, Norway, Nugget, Pines, Pomegranate, Prospector, Redstone Lodge-Redstone, St. Moritz, Smuggler, Ski Vu, Skier's Chalet, Snow Chase, Snow Eagle, Snowflake, Swiss Chalet, Ullr Lodge, Vagabond, Villa of Aspen. Apartments and Condominiums also available on request.

NOTE: Choice of hotel will determine price of tour. Rate confirmation will be made on tour request.

OPERATOR: Aspen Association.

TRANSPORTATION: For transportation between Denver Airport and Aspen see Hertz Ski Week plan in this brochure.

*whip
I had extra one
of these I thought
you might enjoy it.*

J.

town's many night spots.

There are, incidentally, over 80 lodges in Aspen (counting apartments and condominiums). Again, you name it, when it comes to price and style. Seven nights, with six days skiing, can cost as little as \$55!

There is continuous free bus service between the town and the slopes. And if you're serious about skiing, that's a ride you can't afford to miss.

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One, Grand Prix, runs almost all the way down the mountain! Others turn into (or run into) intermediate runs; still others simply plunge from the top of the lift to the bottom of the lift. And "plunge" is exactly the right word.

Sunning is a regular feature of skiing Aspen Highlands. Although the average snowfall is some 300 inches a season, it seems to do it mostly at night, because it is a rare day when the sun isn't shining at least until mid-afternoon.

And in Aspen at night, you won't notice what the weather is doing; you'll be doing too much yourself. Like deciding which of the 50-odd restaurants to have dinner in. Or what to do after dinner. Like disco-dancing, movie or sports watching; skating, swimming, sauna-ing, or being entertained in one of the town's many night spots.

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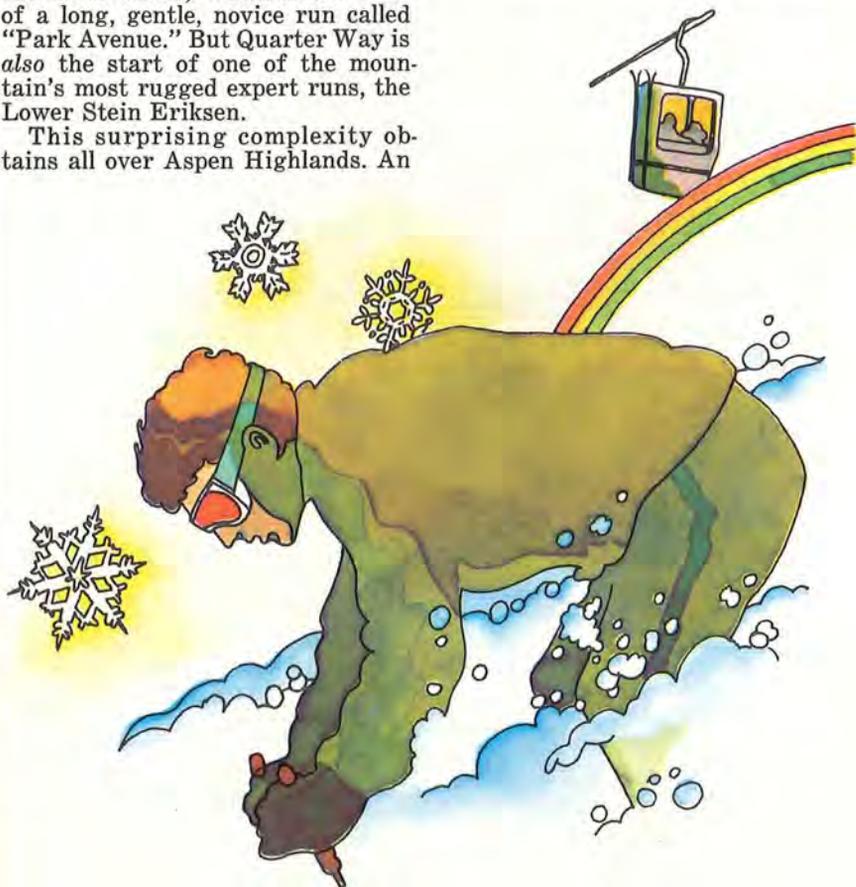
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ASPEN HIGHLANDS

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Aspen, Colo. 81611
Phone (303) 925-7302

CELEBRATE!

SEASON TICKETS FOR '68

INDIVIDUAL

Increases to \$100.00 on November 28, 1968

\$75.00

FAMILY PLAN

Increases to \$200.00 on November 28, 1968
Includes one or both parents and
children, 12 years and under

\$150.00

TEENAGERS

For 13 years through High School whose
parents buy the family plan.

\$45.00

WESTERN SLOPE RESIDENT RATES

Adult, 1 day \$5.00
Child, 1 day \$2.00
(12 years and under)

ASPEN SCHOOL CHILDREN

(through High School)

\$2.00

All rates subject to change without notice.

Highlands lift rates

Ski lift rates for the coming season at Aspen Highlands were announced this week and include family plans and special rates for Western Slope residents.

Individual season tickets for adults are \$75 if purchased before Thanksgiving, Nov. 28. After then, the rate is \$100.

Under the family plan, one or both parents and all children in the family 12 and under may purchase a season pass for \$150 before Nov. 28, with the rate to increase to \$200 after.

For teenagers whose parents have family plan passes, the rate is \$45 each. This covers youths aged 13 through high school.

Special daily rates for Western Slope residents are \$5 for adults and \$2 for children 12 and under.

The fee for all Aspen School Students, kindergarten through twelfth grade is \$2.

The regular daily rate for non-area residents is \$7.

Aspen Times

October 30, 1968

\$2.2

million 'breather'

Nov. 10, 1968 • EMPIRE MAGAZINE

COLORADO'S ski industry sort of caught its breath the past summer, meaning that no new areas were built. It provided the chance to take stock of a feverish decade of expansion that has produced more than \$42 million worth of facilities. The figure reflects only the investment in lifts, lift buildings, trail clearing—the actual base and hill facilities of the ski areas. Not included is the much larger investment in ski-related businesses, residences, stores and service establishments.

Even during the summer "breather," the areas spent a total of \$2.2 million in improvements. And anyone who might suggest the ski boom is finally leveling off would first have to explain away the latest in a long series of remarkable facts of Colorado ski economics:

Lift ticket sales last year increased one-third over the previous year! Among the success stories was Snowmass-at-Aspen which in its very first year handled a skier load more than double that predicted. Lake Eldora, thanks to snow-making equipment and an aggressive management, boosted its business 200 per cent. Sunlight gained 60 per cent; Mt. Werner 50 per cent; Ski Broadmoor 47 per cent; Geneva Basin 31 per cent.

Literally dozens of sites in the Colorado Rockies are under study for ski development. Unless something wholly unpredictable should suddenly make people quit skiing, it's certain some new ski areas will be built next summer.

Steve Knowlton, executive director of Colorado Ski Country—an association of ski area operators—summed up the outlook with a simple statement of fact:

"Things never looked better."

Skiers heading back to the slopes this November will find some changes. Perhaps the most obvious will be those at Mt. Werner, Steamboat Springs' five-year-old ski area named in memory of the town's ski racing great, Bud Werner.

Manager Gordon Wren supervised the construction of two new double chairlifts, one 3,560 feet long and with a vertical rise of 1,300 feet. The other is a 1,000-foot model built especially for beginners on the beginner's slope.

Seven new trails have been cut on



The ski scene at Aspen Highlands will include charm in a place skiers seldom look for it. Lift operators were never like this!

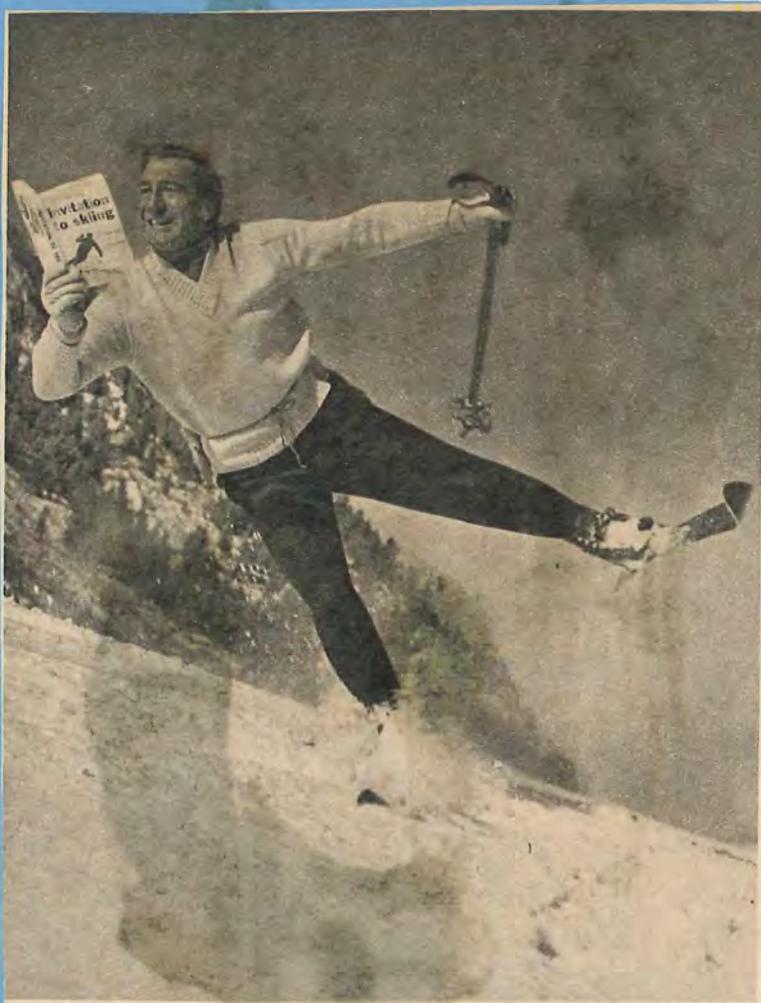
Mt. Werner, bringing the total to 26. The improvements give the area a total vertical (the difference between the base elevation and that of the highest lift-served terrain) of 2,850 feet, placing it among the state's "big mountain" elite. Only four other ski areas have more vertical—Aspen Mountain, Aspen Highlands, Snowmass and Vail.

Other improvements at the Mt. Werner area include a new 39-unit condominium and two lodges. One of the lodges, now under construc-

tion, is a unique Scandinavian style hostelry that will specialize in Nordic skiing sports.

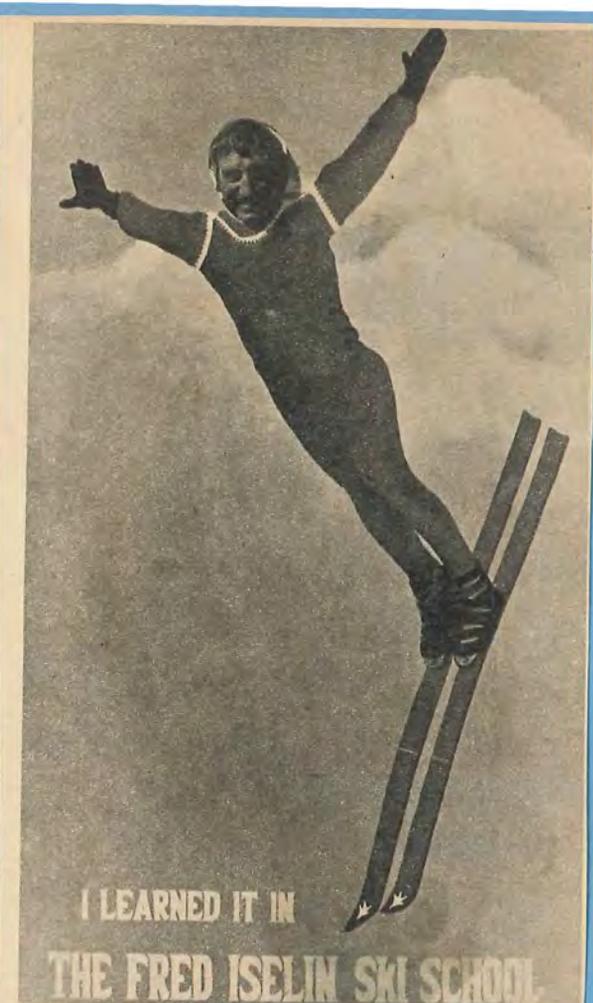
Another area with a major new lift is Crested Butte. Hampered by limited lift capacity in previous years, the area now has a new 6,500-foot long double chairlift in addition to its gondola, T-bar and J-bar lifts. The new lift opens up 1,000 vertical feet of new terrain especially suited to beginner-intermediate skiers.

Monarch also opens the season



Ted Dutton Associates

The happy part of skiing is still what it's all about to Fred Iselin, ski school chief at Aspen Highlands.



I LEARNED IT IN
THE FRED ISELIN SKI SCHOOL

C. Craig Dawson

In ski teaching, Iselin is short on dogma and long on "spirit" and "go."

with a new lift—a 3,300-foot double chairlift—and five new trails, the longest 4,800 feet.

Loveland boosted its snow-making capacity this year, providing a much larger area for its skiers on the mid-October opening.

At Arapahoe Basin, the Pomalift on the practice slope has been extended 900 feet into the North Glade area, where new trails have been cut. Hidden Valley has added a new T-bar lift, bringing the area total to three T-bars and two rope tows.

Aspen Mountain has a new expert trail called "Aztec," and the old No. 3 chairlift has been replaced with a new high speed chairlift.

At Aspen Highlands owner Whip Jones, who is seldom colorless in his approach to skiing, will have a crew of girl lift operators this season. Highlands also has a new intermediate-expert trail.

Snowmass-at-Aspen has cut several more trails, and a new parking lot will permit skiers to use the No. 5 chairlift for uphill transportation in

the mornings. The area also has an expanded tour skiing service.

Improvements at Vail include a new super-expert run called Prima in the northeast bowl. Vail village improvements include street paving and three new lodges.

At Winter Park, two new slopes have been cut in the Looking Glass area, and a base building added for office facilities and a nursery.

Powderhorn on Grand Mesa has a new two-mile-long intermediate trail this season, and an enlarged rental shop. New facilities at Purgatory include a condominium apartment building. Pikes Peak has a new rental shop and restroom improvements. Fun Valley boasts a new Pomalift, swimming pool and snow-making machinery.

All of Colorado's 20 daily and 7 weekend ski areas concentrated the past summer on those "bread and butter" improvements which have helped make the state America's skiing leader—widening, grooming and improving trails and slopes.

+ + +

Skiing's still fun for Fred

FRED ISELIN is one of those many people for whom the ski business appears to be more fun than it is business. His big, grinning, leathery visage framed with a thick mane of hair a lion could be proud of is as familiar a sight around Aspen as the old No. 1 chair lift.

Iselin came to this country from Switzerland, via Chamonix, France. He helped Friedl Pfeifer organize and run first the Sun Valley Ski School and later the Aspen Ski School. Both men, true pioneers in the American ski industry, have branched out into other fields from time to time. Iselin now has the ski school at Aspen Highlands; has tried his hand with success at film-making; has co-authored two books about skiing, and writes a weekly column in ski season for the *Aspen Times*.

A raconteur of vast talent, Iselin hypnotizes listeners of all ages with a flowing, softly guttural speech.

The words come out sculptured and accented like small works of art, and seem to have reasons for existing apart from what they say.

Along with them goes an incredible syntax at once grossly ungrammatical and wonderfully descriptive. Examples:

"Great organized" — the Roch Cup races were.

"Fantastic miserable" — the Vietnam war is.

A measure of the worth of his talk is that it stands up even without the accent, the big grin and the gentle tones of his actual speech. Earthy and sophisticated, here is some Iselinese on particular subjects:

On skiing:

"My father was a pioneer in Swiss skiing, and there is a museum in Bern where all his things are exposed. He used to sneak out at night and ski because everyone thought he was an idiot.

"Skiing has changed (chaintcht) a lot. In the 1940s people came to Sun Valley like they would go to Kenya on safari. It was new, challenging, an adventure. It's more commercial now, there's a little less glamor but there's no way to replace that. Anyway, it's better now because it's for the masses and then it was only for the people who were wealthy.

"Snowmass is the big new ski area, and one of the things . . . it's increased the business in the Aspen area. They ski here (at Highlands) and they ski at Snowmass and so on. There is room for a half dozen more Snowmasses right in this area."

On teaching skiing:

"I teach the International Technique—that is MY technique and we argue a lot with other people. I always ask them where they come from and if they say Chicago I say they know much more than I do be-

cause Chicago has produced the greatest skiers in the world. It's even better if they come from Peoria.

"I pretend to work hard. I watch the classes and ski with people. We loosen people up with talk, and we ski and laugh. People change their personality here. They like the atmosphere, the spirit, the free thing. It's not like golf where you walk between holes and talk business. If you talk business between turns you fall down.

"Skiing is an inspirational sport. You have to have spirit and GO! When Lenny Bernstein came here he was a very poor skier. I said 'imagine you were in the chorus of *West Side Story*—you are a hooper in the chorus.' Then he got bouncy, he got drive, he got motion. It's now fun to ski with him—when he makes a turn he really goes."

On girls:

"Girls in ski clothes look better

than naked. Naked they look like birds. Like slacks by Bogner, which gives every girl automatically a Jane Fonda fanny.

"Girls are very important. They can make a day for you, or a night. Some of them like me and take pictures of me because I'm the ugliest guy.

"American girls are fabulous. In Europe a girl with 30 years is an old woman, and here in America a girl who's 40 is a young kid."

On helicopters at a ski area:

"Helicopters are fine. Something is happening up there in the skies. It makes plup-plup-plup-plup — excitement. No? Val d'Isere has three helicopters, and you make reservations two days ahead. You have expensive mountains for \$30 and medium priced mountains and Macy bargain basement mountains at \$19.95. St. Moritz doesn't let them fly over town.

"Here in Aspen people like to come here and then Buttermilk and then Snowmass and it's exciting. Some people say they don't like the noise. I like the excitement. We need more helicopters."

On personalities at Roch Cup parties (from the *Aspen Times*):

"About 150 people in a room of 150 square feet. Very successful.

The only way to make real contact . . . Bugsy Barnard the mayor had a speech. Big ovation and back to the parties . . . Bob Beattie, making deals there . . . Lowell Thomas, the man who made radio, television and Cinerama famous . . . Everybody was there, or should I say Killy (Jean-Claude) was there, and two French girls, teammates of his protecting him from the teeny weeny set, like a couple of Jewish mothers."

On politics:

"He is really a terrific guy our John Love. Vote for him. Or more than that. Make him president. I have no political ambitions but if I already campaign now for John I might get a caretaker's job at Fort Knox. I only like things I can touch and grab."

On Colorado's Olympic bid:

"I saw the presentation in color for the Olympic games. Beautiful put together and convincing. If the Olympic Committee doesn't accept they should be thrown in front of the lions."

On Europe:

"I go there once every year and it's not so bad for two or three weeks. But it's pushy and old. Everything looks like the cemetery. Everything is lush and green and

the people are old. You open the newspaper and they always have the obituaries in big black — not like here a little bit on the back page. They make a big thing out of it. It's morbid, you know."

On music:

"I love (lawf) music. I could play a few tunes on the violin when I was a kid. Then I had an older guy who taught me. He always had a little saliva in the corner of his mouth, and it dripped into this thing — it looks like a little bathtub — a chin piece, you know. Then he'd hand it to me and say OK boy, try it. You know, if it hadn't been for that I might have become a great violinist."

"I'm a rock-and-roll fan. The Beatles they are the greatest. Geniuses. Melodic tunes like *Yesterday*. Original, fabulous."

"Mexico has wonderful music too, you know. The mariachis going and all this live stuff. OK, I like that. You go to Sweden or Norway, you die, you know. No music, no spirit. It's flat. It's terrible. Music makes a country."

On young people:

"Most of the kids are OK. They smoke some marijuana and that's bad. LSD is worse. If it weren't for the wars. They think 'Why should I build up something to do this or

that. It's useless, let's live it up.' They see no future."

"Here's a way to make the kids change. The parents should all become hippies and the problem could be solved. The kids would go straight. They can't stand to be like the grown-ups."

On the Vietnam war:

"We get too much involved. Why don't we play it like Switzerland? That's the only good part Switzerland ever did. It works. Keep the frontiers strong, don't mingle around, do business with everybody. Draw a line and defend it, to the teeth. A war in Asia — you fizzle out the power. It gets weaker and weaker."

On a life style:

"Contrast is important. Skiing is wonderful, but in the off season I like to go to Acapulco, swim and dive and rest. I'm a beachcomber, too, you know. Skiing and the beach — mountains and ocean. Wonderful contrast."

"Most of the time I like the GO business. How I love to go to Nevada — driving across the desert, Las Vegas coming up, freeways, excitement. It's great, it's motion, it's young."

So is Fred Iselin. Great talented. Tremendous adjusted. Fantastic nice. — Cal Queal

Our readers speak **thank you, AH**

Aspen, Colo.

Aspen Times

Dear Sir:

Hurrah for Whip Jones
Whip Jones for Mayor a Whip
Jones fan club.

It looks like I get to ski this
winter -- no thanks to the Ski
Corp.

Jones' recent decision to
provide \$75 season passes at the
Highlands is the best thing to
happen since he refused to sell out
to his all powerful competitor.

I feel certain that a lot of locals
will rediscover the Highlands this
winter -- and so will many
additional tourists as a result.

It still amazes me that the Ski
Corp thinks the backbone of this
town should pay \$175 to ski the
mountains they have made
famous.

Let me put it another way.
Aspen's working masses operate
the lifts, restaurants, lodges,
shops, taxis, etc., which make
such a nice profit for the
establishment.

Yet we are restricted
financially from skiing here
because of the abuses of last
winter's local passes by that very
establishment (employers).

Sure, they'll raise our salaries
\$175 a year so we can afford a
pass. Maybe when the snow melts
on the mountains in mid-January
-- or Guido puts a "welcome
hippies" sign in his window.

But why should we sweat it?
We've still got the Highlands
haven't we -- thank heavens, and
thank you Whip Jones.

Tom Jackson

Our readers speak **lift passes**

Aspen, Colo.

Aspen Times

Dear Sir:

I'd like to reply to Tom
Jackson's letter last week
concerning comparative ski pass
rates at Aspen Highlands and for
the Aspen Skiing Corporation
complex.

First of all, let us remember
that A.S.C. offers us three
diversified areas for their cost of
\$175.00 and all that Mr. Jones
can offer is one area.

Secondly, by comparison to
other top-notch areas throughout
the country, our A.S.C. season
pass offers unsurpassed value -- in
fact, 130 days of skiing for
\$175.00, or \$1.35 per day. Try
and beat it.

I agree that the employee ski
pass situation leaves a lot to be
desired but not only the
employers in this town were at
fault during the last few years for
taking advantage of the privilege
offered by the A.S.C., many
employees tried to make money
on their passes, too.

So, one can hardly blame Mr.
Brown for withdrawing the passes
to employees since they have been
the cause of so much trouble.

Sincerely,
Ann Clasen

Aspen, Colo.

Dear Mr. Jackson

The opportunity of choice in
Aspen is obvious. If you want to
buy an Edsel, buy one. If you
want to buy a Porsche, buy a
Porsche. For twice the price it's a
hell of a deal.

Sincerely,
Norm Clasen

cc: Aspen Times

Aspen, Colo.

Aspen Times

Dear Sir:

Who is Tom Jackson?

Sincerely,
Allan MacKinnon

MISSING SOMETHING?
DISCOVER

**ASPEN
HIGHLANDS**

and
The Fred Iselin Ski School International

Monday, December 2, 1968

IT HAPPENS AT

**ASPEN
HIGHLANDS**

and
The Fred Iselin Ski School International

SKI YOUR BEST
AT THE BEST

**ASPEN
HIGHLANDS**

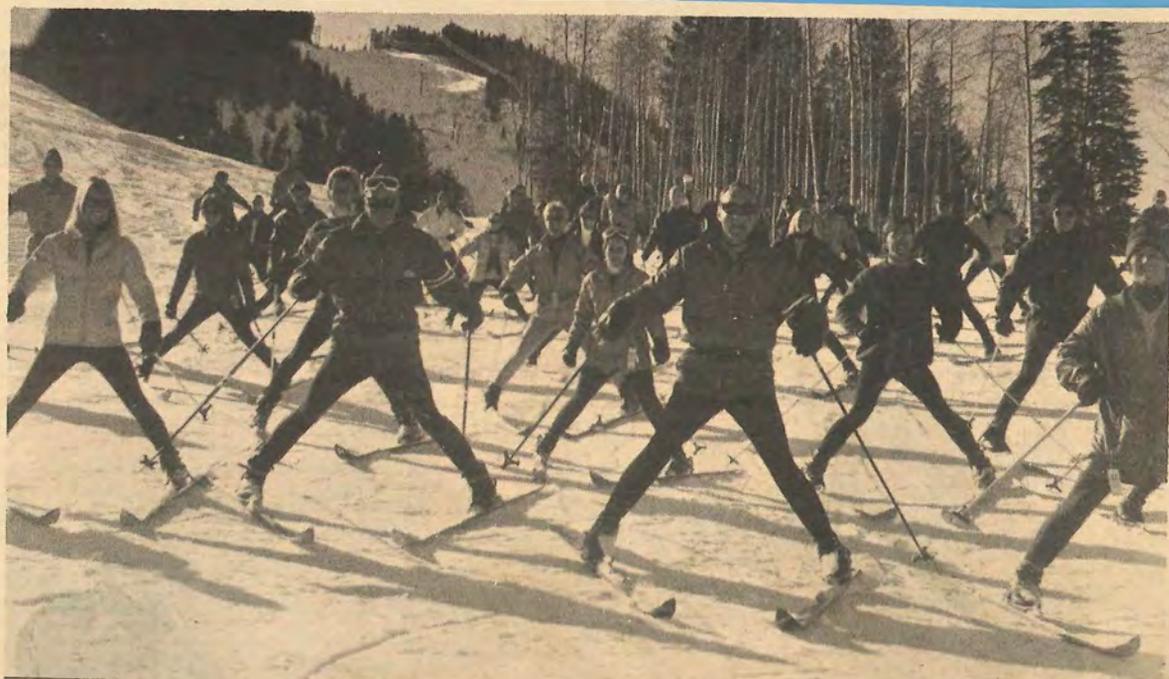
and
The Fred Iselin Ski School International



Fred Iselin, left, director of the Ski School International at Aspen Highlands, welcomes Anderl Molterer to the Highlands ski program. Molterer's new racing school was recently initiated there. Molterer is a world and Olympic medalist. Nicknamed the "Blitz from Kitz," he is still one of the foremost racers. Highlands said the racing classes will help to extend the youth programs now emphasized there.

Ken Jenkins photo

The Aspen Times December 5, 1968



Participants in the skiing clinic conducted by the Fred Iselin International Ski School at Aspen Highlands this week are shown going through the

paces. The annual event was attended by would-be instructors and skiers wishing to improve their technique.

Ted Rufe photo

YOURS TRULY!

**ASPEN
HIGHLANDS**

The Fred Iselin
Ski School International

FEEL THE DIFFERENCE!

**ASPEN
HIGHLANDS**

The Fred Iselin
Ski School International

Aspen Flyer

December 12, 1968

SKI HAPPILY EVER AFTER AT

**ASPEN
HIGHLANDS**

The Fred Iselin
Ski School International

Killy to 'gelande' in contest Thurs. at Aspen Highlnds

Visiting French celebrity Jean Claude Killy will take to the air tomorrow, Thursday, in a Gelandesprung Contest at 12:20 PM at the Aspen Highlands.

The event will be filmed by Warren Miller for a CBS television special entitled "The Killy Style." The Frenchman has been in Aspen for several days filming a segment of the show called "Jean Claude Killy visits Aspen."

Originally scheduled to take place today, Wednesday, on Aspen Mountain, the jump will be open to all comers. The site of the contest will probably be at Midway just above the Merry-Go-Round Restaurant, according to Highlands officials.

"Gelandesprung" is a German word meaning, literally, terrain jump. It is done with ordinary alpine skis, and in a contest, a leap is measured by how high and how far a skier goes.

Free skiing Friday at AH for ski club

Although it is traditionally a day of ill omen, steeped in superstition and fraught with fears of hexes, Friday the 13th this week is a lucky day for Aspen Ski Club members.

Ski club members may obtain the complimentary lift ticket by showing their ski club cards at the ticket window.

Aspen Highlands has invited them to enjoy a day of free skiing Friday, to indulge in beer and pretzels "on the house" and to register for a "door prize" — a pair of Kneissl skis.

Beer and pretzels will be served on the sundeck outside the Merry-Go-Round Restaurant from noon to 1 PM.

A pair of Kneissl White Star Standards will be given away, compliments of Forrest Bertholf's Aspen Highlands Ski Shop and Aspen Highlands Skiing Corp.

Winner of the skis will be announced Friday night at the Good Luck to Winterskol party at the Aspen Inn. (Complete story on the party appears elsewhere in this issue of the Aspen Times.)

Aspen Highlands

Jon "Falling Rock" Locke returns to the Aspen scene Sunday, Dec. 15 with a season-long engagement in the newly named Hunt Room in the base restaurant building at Highlands.

Appearing solo, the chief Headhunter will conduct a "Buffalo Hunt" every afternoon from approximately 3:30 to 6:30 PM.

Locke says, "The audience is highlighted in the fun we present, they will be the star this year, I'm just going to help."

Assisting Locke in the stage antics will be his dog, Klyde, one of the original Buffalo Hunters who does impressions of Lon Chaney turning into a werewolf. New to this act this season is Klaude, son of Klyde.

Locke employs many "instruments" in his act which he enlists audience members to play, such as the ever popular gut bucket, a Hart ski tip "which became popular here during Interski when played by one of the Italian instructors," and various and sundry other sound and music makers.

Some of the songs featured in the act are: "Gentle on My Mind," "Tiny Bubbles," "Sweet Someone," "Those Were the Days" and "Bottle of Wine."

Locke says, "Actually, we feature quite a few wine songs, come to think of it."

Since the Headhunters' last engagements in Aspen last spring, at the Onion and the Leather Jug, they have appeared singly and as a group at a variety of clubs and for private parties. They provided the entertainment for the two-day festivities accompanying the dedication of the Buffalo Bill Museum in Cody, Wyo. over the Fourth of July.

They just finished a two day engagement at Lake Havasu where they played for the World Championship Outboard Motor Boat Race events.



Sponsors of Tuesday evening's Aspen Association educational party for Aspen lodge owners are evident in this photo of Sara Sue Kappeli, one of the organizers. An estimated 350 local residents saw "Outer Limits," one of the most exciting, most dramatic and most beautiful ski films ever made, which was created for TWA, Hart Skis and Ski Magazine by Summit Films, Aspen and Vail. The film was sent to the party by Ski Magazine, as were free magazines. The cocktail party following the lectures was given by Tanqueray.

Frank Bering photo

Killy jumps at Highlands

Visiting French celebrity Jean Claude Killy took to the air today in a Gelandesprung Contest at Aspen Highlands.

The event was filmed by Warren Miller for a CBS television special entitled "The Killy Style." The Frenchman has been in Aspen for several days filming a segment of the show called "Jean Claude Killy Visits Aspen."

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LOTS of PARKING LOTS

AT the LIFTS

**ASPEN
HIGHLANDS**

The Fred Iselin
Ski School International

Killy watches Gelande at Aspen Highlands

Winner of the Gelandesprung Contest at Aspen Highlands on Thursday, Dec. 12 was Pat Cushman of Maine.

In second place was Aspen Highlands Ski patrolman Bill Flannigan, and in third, Aspenite Don Lemos.

The event was filmed by Warren Miller as a segment for a TV special entitled "The Killy Style." Frenchman Jean Claude Killy watched the jumping and was filmed with the Ski School Director Fred Iselin. About the area, Killy commended on the friendly people.

Judging the Gelande were Iselin, Bob Card, Lefty Brinkman and Lance Reventlow.

December 14, 1968



December 14, 1968

THE FRED ISELIN SKI SCHOOL INTERNATIONAL clinic for instructors at Aspen Highlands a week ago was more than international. It was inter-planetary. Everyone was there. Iselin is the 92nd from the center of the photo. Aspen Highlands photo

Aspen Flyer Dec 16, 1968



GELANDESPRUNG CONTESTS were the big thing here last week. Jean Claude Killy watched one at Aspen Highlands Thursday and a big crowd showed up to watch Killy. Not to be outdone, Jean Claude Bidwell, who does most of his skiing on the

porch of his Mountain Shop, dressed his employees in the latest fashions and forced them to watch him leap over Guido's from his balcony. The surfer on the left said it was great fun.

Disc Team in 1936 is the youngest of the

Monday, December 16, 1968



SKIING IS GREAT at Aspen Highlands, by George. Conditions were listed as good to excellent at the end of last week by the Colorado Ski Information Center. But it's still wise for schussers

to brush up on their technique early in the season. This fellow is combining doing and learning with a famous ski bible.

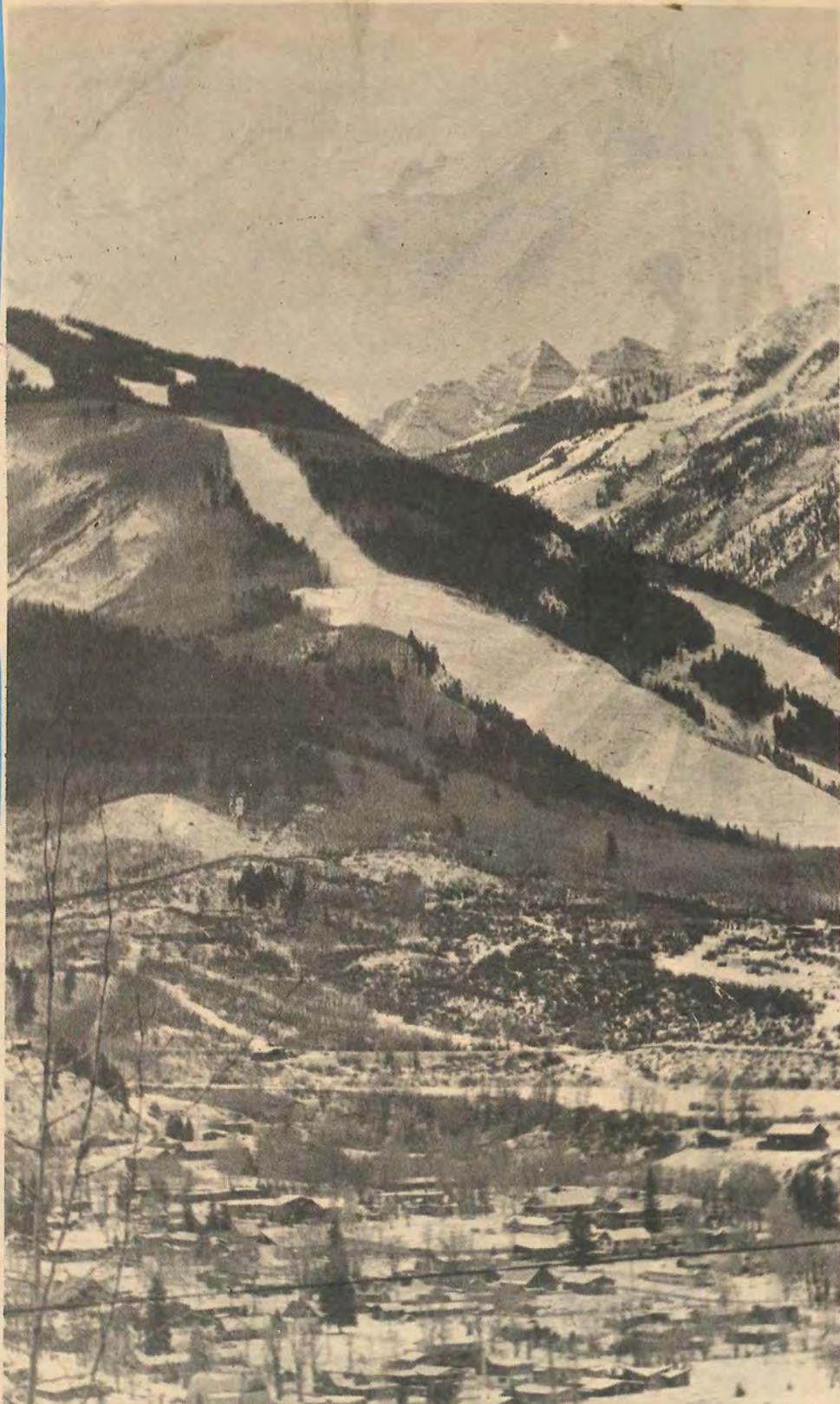
Friday, December 20, 1968



NEXT TO SANTA, who do the kids love best? It ain't Dean Martin. Its — why, of course — Art Linkletter who put aside the cares of his hula-hoop factory and skied Aspen Highlands and

other slopes here with his wife a week ago. If this was a color picture, you'd see why Linkletter is a colorful character. He's also a colorful skier. We saw him crash colorfully on Grand Prix.

LEW photo



GET HIGH IN ASPEN and what do you get — scenery. Those are the famous Maroon Bells at 14,000-plus feet sticking up over the Aspen Highlands ski area. The shot was taken from Red Mountain on Aspen's north side.

Flyer photo

YUMPIN' YIMMINIE

skiers' gazette

DECEMBER 24, 1968

Pat Cushman, (below), an Aspen visitor from Maine, entered the gelandesprung contest at Aspen Highlands last week and won with the split shown here. In second place with a high-climbing style was Bill Flannagan, (above), a ski patrolman at the Highlands. With judges Fred Iselin, left, ski school director at the Highlands; Lance Reventlow, center, Highlands instructor, is visitor, Jean-Claude Killy.

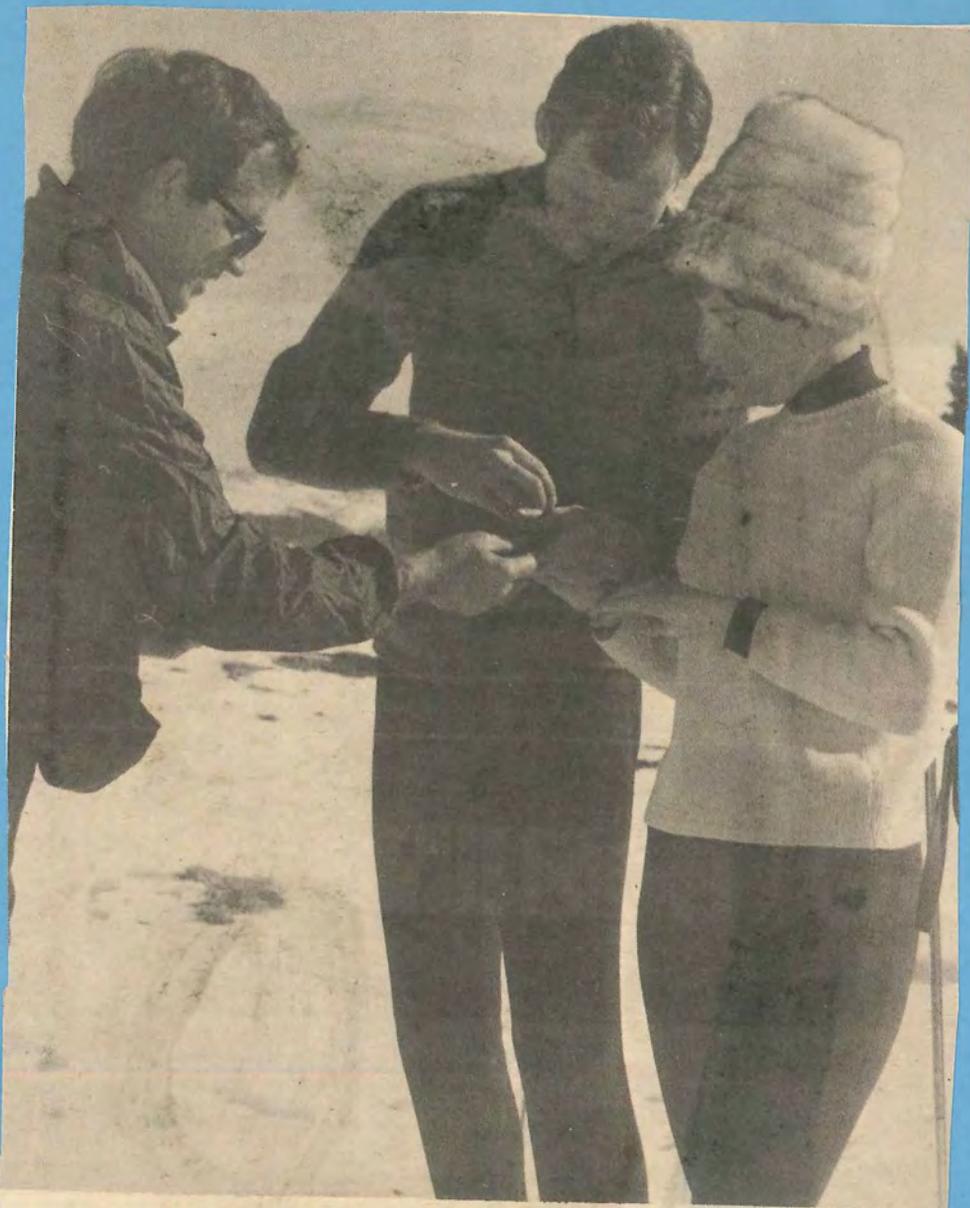


May you drink happily ever after —



A TOAST TO THE CURRENT SKI SEASON by the two men who run the local slope show — Whip Jones (l.), president of Aspen Highlands, and Darcy Brown, president of the Aspen Skiing Corp. The two gentlemen were doing the toasting at a lodge party two weeks ago. The result, of course, was increased storm activity and top ski conditions. See what cooperation wrought.

Frank Bering photo



SOME PEOPLE LIKE COLD WEDDINGS. William Whitehill, a Denver engineer, and Jacqueline Porter, a Denver special education teacher, do. They were married on top of Loges Peak at Aspen Highlands on the cold morning of Dec. 14. Rev. Frank Harvey (left), pastor of the Aspen Community Church, tied the knot. The Whitehills met last summer while both were employees of the T Lazy Seven Guest Ranch on Maroon Creek, just past Highlands.

Ted Roof photo

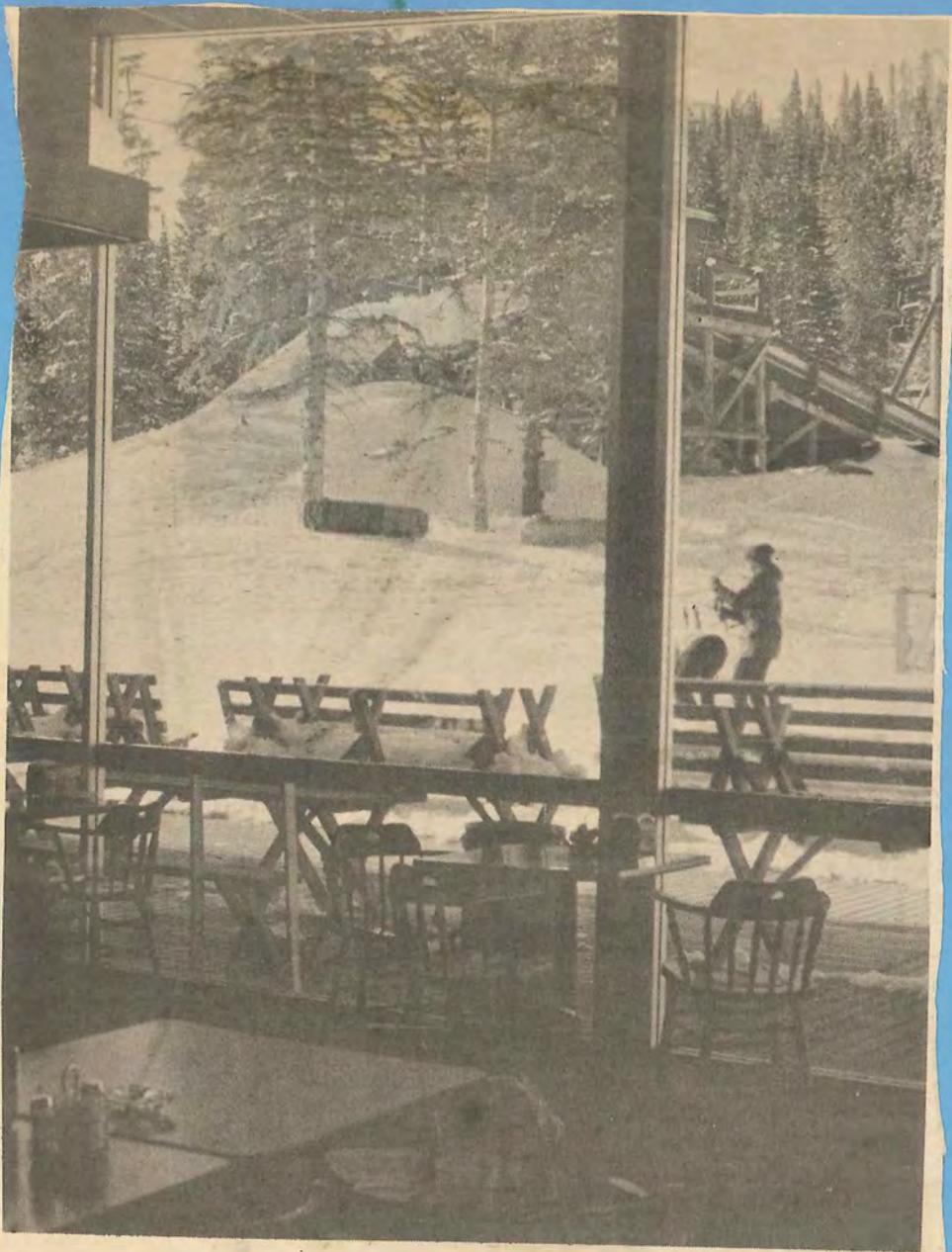
December 1968



PUT JEAN CLAUDE KILLY (l.) and ski maestro Fred Iselin (r.) in one photo and its pretty difficult to notice anyone else. But

she's noticeable. In fact, we almost didn't notice Killy and the Aspen Highlands ski school director. They were applauding results of the gelundesprung meet at Highlands a while back. And she was just trying to keep her ear warm. Sorry, the photographer didn't learn her name. The photographer is Lewis E. McPherson, Highlands public relations director. Tsk, tsk.

Dec 1968



SKI CONDITIONS look great from the mid-slope Merry Go Round restaurant at Aspen Highlands. And they are. They were, too, when this photo was taken — last April 14 when the area closed. What a winter. And what an April. The snow reached right to the bottom of the slopes into May.

Flyer photo

Friday, January 3, 1969

Happy Ski Year

from

**ASPEN
HIGHLANDS**

The Fred Iselin
Ski School International
and
Anderl Molterer Racing Classes



OF ALL PEOPLE TO WIN A FREE PAIR OF SKIS, they picked Steven Evans (center) of the University of Denver ski team who probably gets all his skis free. All Evans did was to attend a free skiing day for Aspen Ski Club members at Aspen Highlands before Christmas, and his name went into the hat. Mac McPherson, Highlands public relations director, does the congratulating. Forest Bertholf, Highlands ski shop owner, scowls approval. He and Highlands donated the boards. Ted Roof photo

January 10th 1969 Aspen Flyer

Thank You -



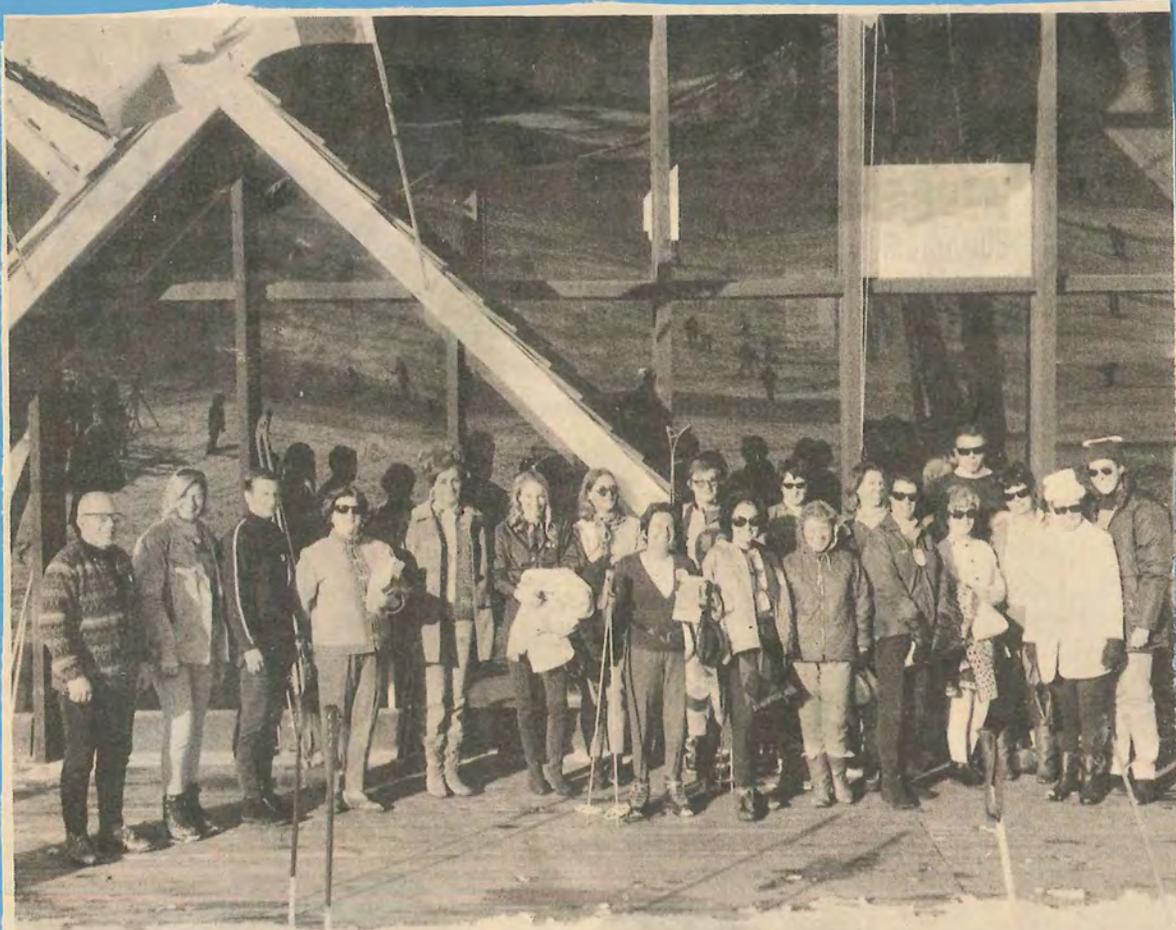


Jan 16, 1964 Aspen Times

Racing classes for Aspen and Basalt youngsters are now underway at Aspen Highlands, directed by Highlands supervisor Dave Farny. Classes, which are free of charge, meet Mondays, Tuesdays, Wednesdays and Thursdays from 4 to 5 PM and all day on Saturdays. Farny said there is a lot of potential in the classes. "Aspen has a good chance of being represented well in the future by

these young folks. It's the start of a new season and the kids are already excited by the progress they have achieved in just a few weeks." A similar program is being conducted by Curt Chase, director of the Aspen Ski School.

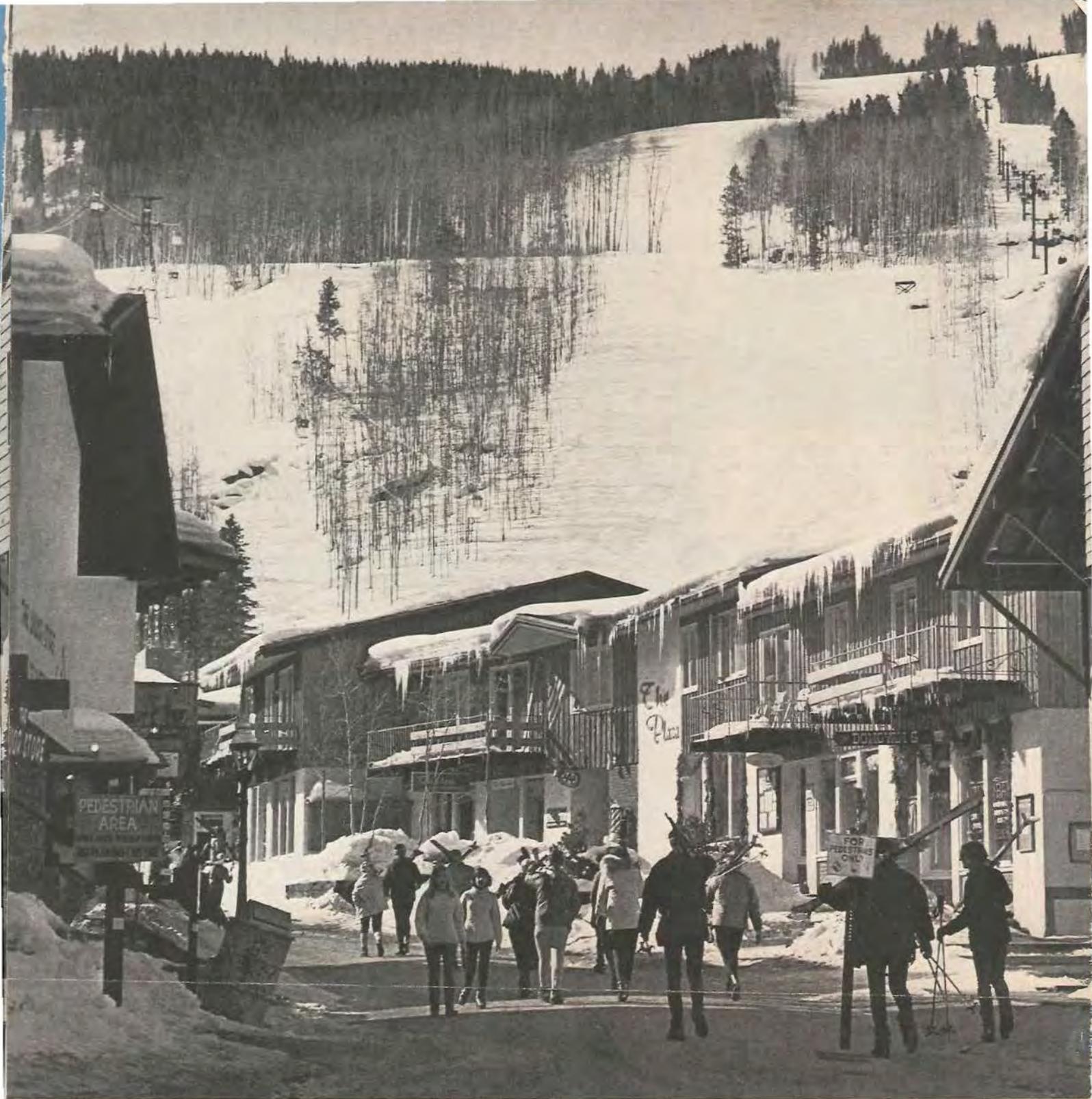
Ted Roof photo.



Three groups of United Air Lines travel advisors visited Aspen in December for seminars and on-the-spot inspection of the community's vacation facilities. Sponsored by the Aspen Chamber and Visitors Bureau, the tours are held

annually. They include presentations by lodge and ski area personnel, sight-seeing trips, and skiing. The travel advisors came from throughout the country.

LEW photo



In early morning, long before the shops of Vail have opened, the streets echo with the sound of ski boots thumping towards the slopes

To cold Colorado...for the joys of

Sunset

THE MAGAZINE OF WESTERN LIVING FEBRUARY 1969



DON NORMARK

Just what is "powder" snow?

When Pacific air moves eastward, it collides with and loses moisture to coastal and inland mountain ranges, then moves on in drier drafts to the massive Rockies. Here it is uplifted and cooled again, in winter forming bits of ice and snow that float back through the dry, cold atmosphere to alight as uncompacted, fluffy "powder." Colorado climatologists have determined that snow falls on the region most often in the very early morning hours when the air is coldest. West Coast skiers visiting the Rockies are advised to bring a warm parka, and to sign up for powder snow classes—or at least a session on how to right yourself after a tumble in the Colorado fluff.



A chance to ski the powder draws West Coast skiers to the Colorado Rockies. The dry snow, and resorts that operate at full efficiency all week and offer plenty to do after skiing, combine to provide a ski holiday that can't be matched at the ski areas closer to home.

The resort complex at Aspen and the village and slopes of Vail are the main attractions. In addition, along U. S. Highway 6 between the gateway cities of Denver and Grand Junction are a series of ski areas little known outside Colorado that are worth some of your time.

U. S. 6 winds along the Colorado River and up over Loveland Pass (11,992 feet) and Vail Pass (10,603 feet). Although it is the principal trans-Colorado highway, its filling stations and places to eat are few enough that you must keep in mind the distances between towns. Except where ski prosperity has had its impact, the towns look somnolent; buildings with ornamented cupolas rise silently above the banked snow, and smoke drifting from chimneys is often the only sign of life. The town of Aspen is 42 miles southeast of U.S. 6 on State 82, making it about 215 highway miles from Denver and 130

from Grand Junction. The four ski areas around Aspen are generally acknowledged to offer the widest variety of terrain and the most extensive lift development in the Colorado Rockies.

Aspen burst into life in 1879 with the search for silver, languished with the move to the gold standard at the turn of the century, then—after the WPA built a tow on Aspen Mountain in the 1930's—gradually reawoke in response to another kind of silver: ski money. Today, despite a strong challenge from two-year-old West Village at Snowmass, it is still the town of Aspen that gives the area its character and is the center of after-ski activity.

Skiers who knew Aspen 20 years ago and who remember when just getting there was an adventure—and when skiing was all there was—may resent the changes that affluence has bestowed on "their town." They are likely to scorn the motels with heated pools that keep crowding up the mountain, and the beginning skiers who snowplow the powder off the runs.

Some of the more tasteful new developments include the Design Primarily gallery; the Paragon Restaurant (where the cuisine is French and each party of guests

powder skiing



Your stay in Colorado... how expensive?

lifts. The two uppermost serve most of the expert terrain. Intermediates take over at the 10,000-foot level. The beginners ski off to the side at the bottom of the mountain. Lift tickets cost \$7.

Buttermilk-Tiehack. Here the runs on packed snow are designed for beginners and intermediates. Three chair lifts and two T-bars serve the slopes. Top elevation is 9,840 feet, so the ski season at Buttermilk is shorter by about a month than at the other three areas, all of which reach 11,000 feet.

Snowmass-at-Aspen. Last year in its first season, Snowmass—9 miles southwest of town—sold 166,000 lift tickets, drawing more skiers than any other Aspen ski area. Patrons found the slopes well patrolled, mostly of intermediate difficulty, with runs from the five chair lifts long enough to provide some fine, uninterrupted skiing. Even non-skiers have heard of the head of the Snowmass ski school: Stein Eriksen.

The developers of West Village at Snowmass (five more villages are on the drawing board) have tried to coordinate skiing, lodging, and meals, and cut down the time and distance you must travel between. In the morning you can step into your skis and coast down to the on-ramp of the chair lift. Lunch in the village is just a few steps from the beginners' slope called Fanny Hill. Pedestrians and skiers have the right of way (cars are parked off to one side).

There are no inexpensive rooms at Snowmass; rates are about \$22 a night for two. This tends to attract a clientele many of whom are on vacation from desk jobs, and who don't care to ski downhill and ride back up, over and over, from 9 A.M. until 4 P.M. To fill the day and to exercise other muscles, the Snowmass Sports Department also offers skijoring (you're towed on skis) and cross-country skiing; and non-skiers can ice skate, snowshoe, sleigh-ride, or take a dinner snow trip.

Sunlight. Ten miles south of Glenwood Springs, Sunlight ski area operates two chair lifts and one Pomalift (ticket: \$5.75).

THE RESORT AT VAIL

The architecture of Vail Village (110 miles west of Denver, 150 miles east of Grand Junction) has been described as instant Bavarian, but the efficiency with which the ski hill runs is American. Markers direct skiers to runs they can handle, and maps are handed out at ticket booths; patrolmen are everywhere; food served on the ski hill is tasty and reasonably priced; and the runs are as impeccably maintained as a country club green.

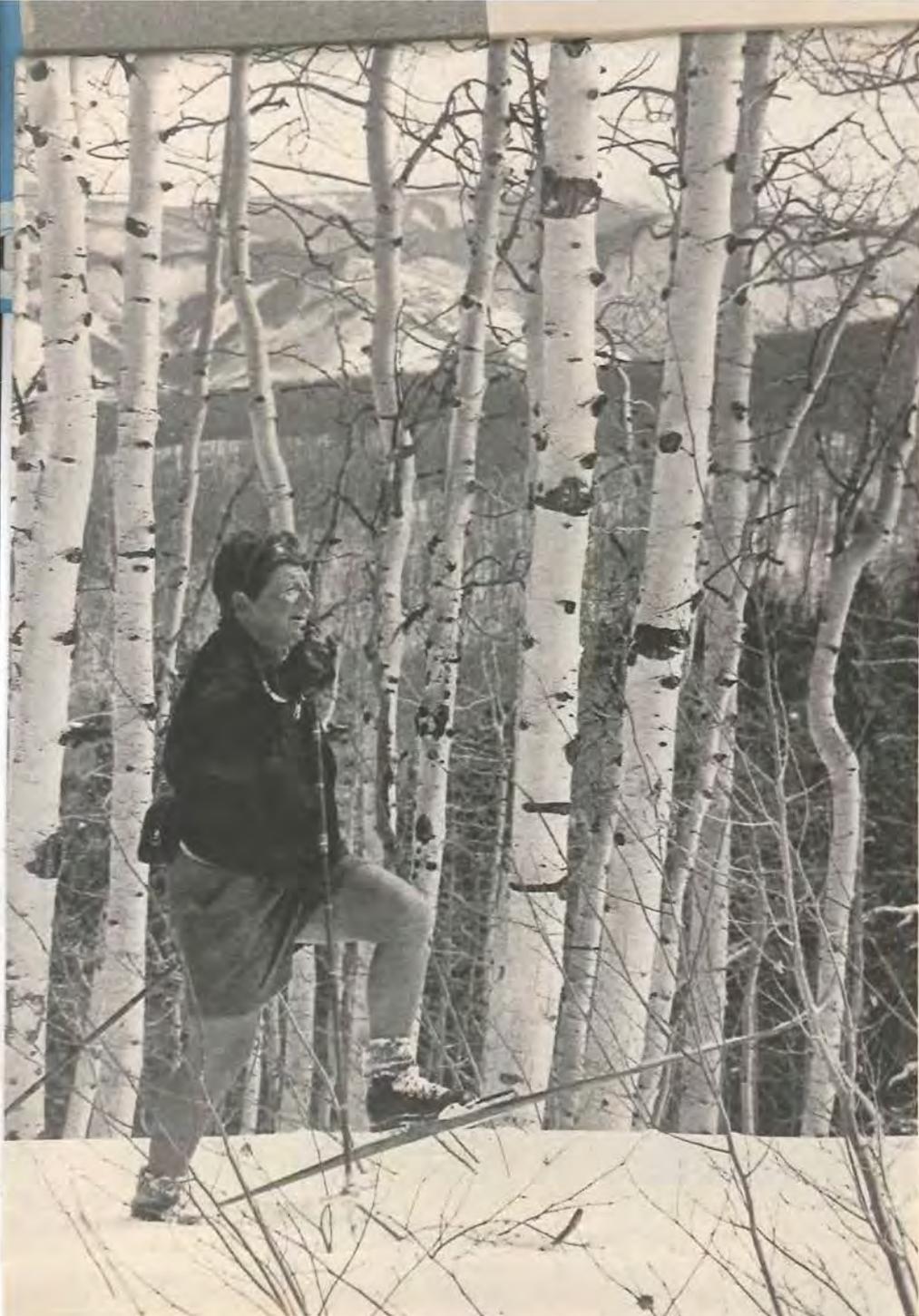
When the back bowls have powder they are a delight. If (like many "heavy snow" West Coast skiers) you are unsure in the powder, you'll find areas of the bowls

Visitors spending three or more days at a resort enjoy savings on accommodations, lifts, ski lessons. At Aspen Highlands, seven nights' lodging and six lift tickets cost \$75 to \$160 per person (double occupancy). A similar plan at Vail costs \$85 to \$175 per person. At Snowmass, a family with two children 12 or younger renting a condominium with a kitchen must pay \$60 a day. At Vail, the same family in a smaller house would pay \$40 a day. In the town of Aspen, bargain hunters can find satisfactory older lodgings at much lower cost. Since this is a working town, not just a resort, there is a range of prices for dining out. Generally, places farther from the slopes are less expensive. In Breckenridge, you can spend five weeknights, ski, and eat breakfast and dinner for \$87 per person (two to a room). Late in the season, most overnight costs drop.

DON NORMARK



Falling snow softens glow of gas lights along row of Victorian-era store fronts, promises powder skiing tomorrow for Aspen visitors window-shopping on way to dinner



Cross-country skier (note loose heel binding) mashes through snow in an aspen grove DON NORMARK

Some climb through the aspens,
 some ski-bike down the slopes,
 some sit below to wait and watch

wish, picking up speed and confidence as you improve your powder technique. Lift tickets are \$7.50 at Vail this season. Vail enjoys the same sense of compactness as Snowmass, with the added advantage that the lifts at the edge of town are operated by the developers of the village. Within a few days you know your way around, recognize the employees in the village because you saw them earlier on the slopes, and in general enjoy the sort of camaraderie you might expect in a small European ski village.

It's different on weekends. Then, suddenly, the resort is stretched to capacity. Vail is only a 3-hour drive from Denver; on Saturdays and Sundays, into the village, up the six lifts and gondola, and onto the slopes stream a thousand additional skiers. Lines lengthen, tempers shorten, and week-long visitors tend to feel that their village is under invasion.

Vail plans to cope with the problems and advantages of proximity to Denver by adding a new gondola next season and additional parking away from town for weekend skiers who want to go directly to the slopes. For now, the best solution for vacationers is to spend the weekend traveling to or from Vail.

Meadow Mountain. Four miles to the west is the Meadow Mountain beginners' ski area (lift: \$4.75).

SKI AREAS NEARER DENVER

Closer still to Denver along and just off U.S. 6 are four more ski areas oriented to families, but with plenty of challenging terrain. On weekdays they're uncrowded and tempting to the passing skier. Prices for lodging and lifts are generally below



At Vail, exotically hatted and shod visitors sit in sun seeing and hoping to be seen

SUNSET

Lunch break on the lofty Sundeck ... music after skiing and after dark

the ski rack—locks are not provided.

Whether you drive your own car or rent one, expect to make slower time on Colorado's U.S. 6 than you might on Interstate 80 over Donner Summit in the Sierra Nevada, or Interstate 90 in the Cascades. Except where Interstate 70 is completed, U.S. 6 is a two-lane mountain road. A planned tunnel under Loveland Pass is still two years from completion.

United and Frontier airlines serve Grand Junction. United has one-stop service to Grand Junction from Los Angeles that is less expensive than the Los Angeles-Denver fare. From other West Coast cities and Phoenix, fares are \$10 to \$20 more to Grand Junction than to Denver. Once at

DON NORMARK



Sunday night in Georgetown, skiers pause on way to Denver to relive day's heroics



Just pump the pedals and out of this old piano comes rinkytink music for singing

Grand Junction, however, no high mountain passes remain between you and Aspen or Vail.

Rental cars are available at the Grand Junction airport.

Perhaps the most leisurely and reliable way to go is by Western Pacific Railroad. The California Zephyr leaves daily at 10 A.M. from Oakland, follows the Feather River Canyon, crosses the Sierra Nevada and the intermountain region, and arrives at Glenwood Springs, Colorado, at 1:15 the next afternoon. Round-trip fare with bedroom is about \$300 for two on a special husband-and-wife plan. From the train station at Glenwood Springs, a bus takes you to Aspen by 3:45 P.M. Or you can rent a car in Glenwood Springs to drive to Vail.

Write to Colorado Visitors Bureau, 225 W. Colfax Ave., Denver 80202, for a *Colorado Skiing* brochure to help you plan your vacation. Travel agents and airline travel desks can also provide assistance.

From The Sundeck Restaurant at Aspen you look up from lunch to the runs at Aspen Highlands



Breckenridge. This ski area, 90 miles west of Denver, lies alongside State Highway 9 about 10 miles south of U.S. 6. Just beyond walking distance is the town, once a center for gold mining. Today its old buildings house a variety of enterprises with colorful names: El Perdido, serving spicy Texas-Mexican food; Briar Rose, run by a noted English chef; a steakery called The Mine; the Dirty Shame, Red Rooster, and Gold Pan Inn, all taverns; for shopping, the Gosh Awful, Red Ugly, and Norway Haus (a fine ski tog shop); and the Ore Bucket Hotel, with The Par-lour restaurant downstairs, and Brecken-ridge Inn, the town's largest.

Three chair lifts, three T-bars, and two Pomalifts fan out from the lodge. Lift fees are oriented toward families; for two par-ents and one child the price is \$12.50 a day, plus \$3 registration fee, with \$3 for each additional child. Nursery service costs \$2.50 for the entire day.

Lines on weekends are so long that the operator hires a clown to entertain wait-ing skiers.

Arapahoe Basin and Loveland. These two lofty ski areas occupy opposite slopes of Loveland Pass. Loveland, only 56 miles from Denver, is the first ski area west of that city; Arapahoe claims a higher alti-tude (10,800 at the base to 12,500 feet) and longer season (November to June). Both provide extremely challenging ter-rain, the equal of anything at Aspen or Vail. Three chair lifts and five Pomalifts can carry 6,000 skiers an hour uphill at Arapahoe. At Loveland Basin (advanced and intermediate area, open daily) and Loveland Valley (a weekends-only oper-ation for beginners), there are a total of

and one Pomalift.

Winter Park. Located near U.S. Highway 40, this resort is 67 miles from Denver across Berthoud Pass (11,314 feet). Four chair lifts and four T-bars service the area. You'll also find sledding, skating, ski jumping, and cross-country skiing, and you can rent the equipment for all these activities at Winter Park. There's a fam-ily ski plan package similar to that at Breckenridge.

GETTING THERE

Most West Coast skiers will pass through Grand Junction on the west or Denver on the east en route to the Colorado ski areas. Denver has more frequent air serv-ice than Grand Junction, but it is sepa-rated from Vail and Aspen by two often-snowbound highway passes more than 10,000 feet high. Round-trip jet excursion fares to Denver are about \$90 from Los Angeles and Phoenix, slightly higher from San Francisco and Portland, about \$110 from Seattle.

Five airlines—Continental, Frontier, TWA, United, and Western—go to Den-ver from the West.

From Denver, in good weather, Rocky Mountain Airways and Aspen Airways offer five daytime flights to Aspen. Aspen Airways charges \$25 with a reservation (\$15 on standby, without reservation) for the one-way 55-minute, non-stop flight. Rocky Mountain charges \$23.50 for its one-stop flight to Aspen (the stop is at Eagle, Colorado, 30 miles east of Vail). The cost from Denver to Vail is \$22.

A Continental Trailways bus leaves Den-ver's airport daily at 3 P.M. for the 5½-hour trip to Aspen. Cost is \$10 one way.



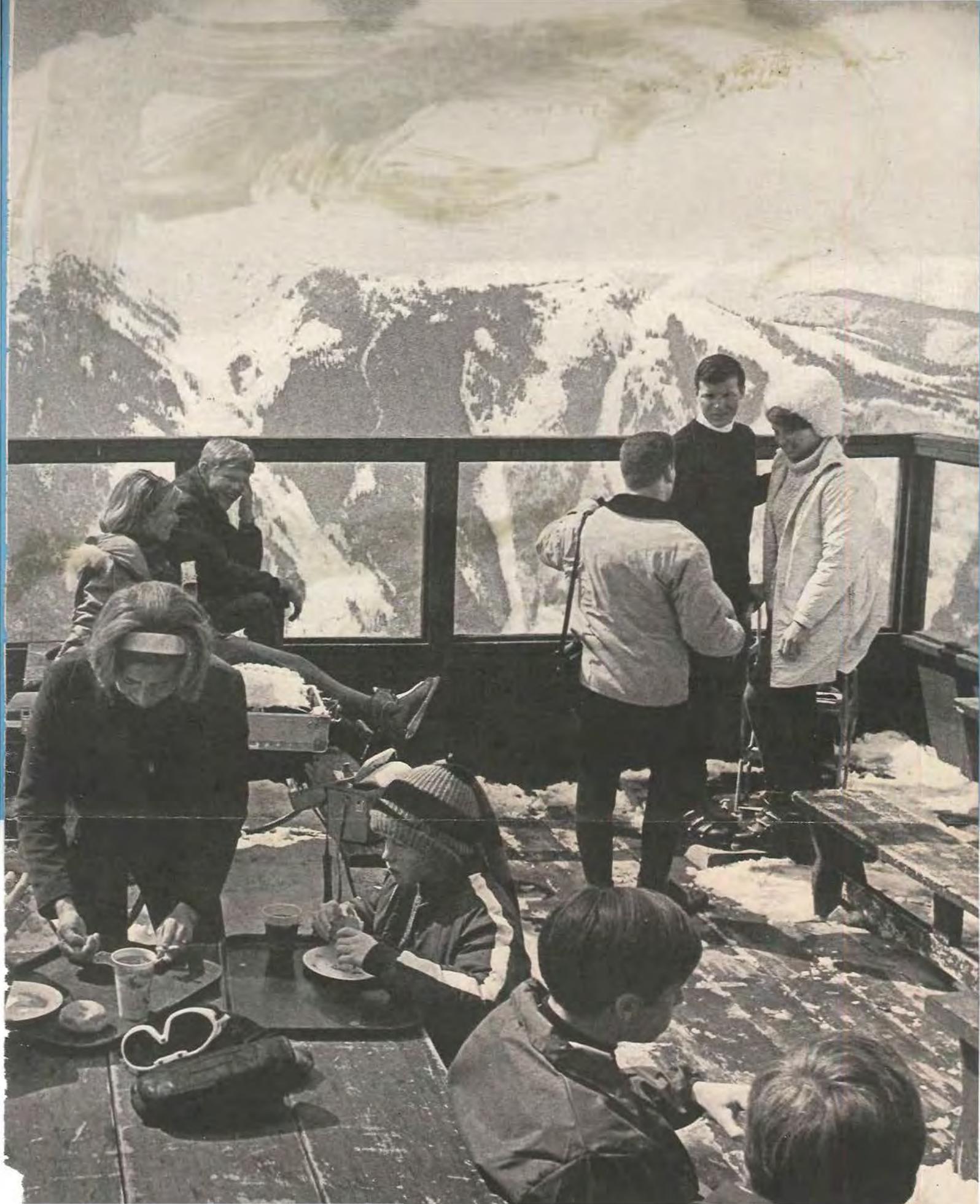
Ski bike turns with handlebars and body English, stops with dragged ski or spill

You can also take a Continental bus from the airport to Vail on Fridays and Satur-days. Fare is \$6.05 for the 3-hour trip. Reservations are recommended for either service.

If you would like to take advantage of the ski areas between Denver and Vail and Aspen, the most convenient way is to rent a car at the airport (be sure to reserve it in advance). Request snow chains and a ski rack; bring a padlock for

With the support of tight ski pants, skier (with partly seen pal) appears to defy gravity while "relaxing" in sun at Aspen Highlands





ASPEN HIGHLANDER

HOME OF THE
LADY LIFT OPERATORS

3 LIFTS DEVOTED TO BEGINNERS

The Weekly Newspaper for Aspen Highlands

February 3, 1969



Lucky skiers will enjoy another first at Aspen Highlands Ski Area this year. Lovely girl lift operators dressed in the latest Sport-Obermeyer fashions will add their appealing charm to a job that usually goes unnoticed. Please men, keep the lift line moving.

Lift Lassies

"Women are a decorative sex," Oscar Wilde once said, and Aspen Highlands in Colorado seems to have taken this quite literally.

Aspen Highlands seems to be first in what will probably be an innovation in the ski industry — "Lady Lift Operators."

By placing lovely lasses in strategic places as lift operators, they have succeeded in giving their guests more to look forward to at the end of their lift ride than just acres of excellent skiing.

Management at Aspen Highlands claims that besides enticing their skiing guests to ski more, it has pepped up area morale.

It all started at a brain-storming session of department heads on ways to shape up the area. The Lady Lift Operators, outfitted in the latest ski wear by Sport-Obermeyer, Ltd., range in age from 20 to 30. All seem more than normally endowed with that thing known as "sex appeal!"

Their job description issued by Aspen Highlands reads, "to maintain com-

Iselin, Instructors Are Men of Reknown

Ski stars and ski instructors are often much more than just glorified "Ski Bums." Fred Iselin, one of the "originals" of American skiing is renowned for his many achievements during his skiing career. Iselin has been working director of at least three ski schools. Along with Friedl Pfeiffer, Iselin started the ski schools at Sun Valley, Aspen Mountain and Buttermilk Mountain. Iselin has starred in many films, and he's produced many others. During "idle moments" throughout the years, Iselin has acquired a substantial fortune in the stock market.

The supervisors of Iselin's ski school have achieved recognition both in skiing and in other fields.

Bob Card is well-known in skiing circles throughout America. Before coming to Aspen, he spent numerous years in Sun Valley and Alta. Card,

with his wife, Pat, and their four children, spends summers on the beaches in Southern California.

Ed Lynch is a pipeline engineer, and has recently spent his summers laying pipelines in Turkey, Saudi Arabia, and South America. He is also an Aspen property developer and a pilot.

One of the great stylists of skiing today is Dave Farney. Besides being one of the most dedicated of instructors, Farney is well known for his devotion to young people. He is director of the Ashcrofters Summer Camp and the Aspen Highlands Children's Racing Program.

Lefty Brinkman might be known as "Mr. Projects." His known interests, at present, besides supervising the Ski School and playing the stock market, involve being the Avis Rent-A-Car dealer for Aspen, owner of The Lodge, tennis pro for Aspen Meadows, Manager of the Brown Ice Palace, Aspen Yacht Club Commodore, and dealer in boats, motorcycles, and et cetera.

Sports and ski figures notoriously fade as "names" once their competitive careers near completion — but not Anderl Molterer. Molterer, also known as "The Blitz from Kitz," was the finest skier in Europe for five years, and won a Gold Medal in world competition. Molterer is now a renowned instructor of racing classes at Aspen Highlands.

Eric Zeller is the top instructor of Fred Iselin's Ski School. An ex-Austrian racer of Olympic and world potential, he builds Aspen homes as a sideline in the summer.

Watch for more information on Iselin's instructors in future issues of The Highlander.

Jon Locke Featured Bar Entertainment

The Wilshire Boulevard Buffalo Hunter, Jon "Falling Rock" Locke, is the currently featured Apres-Ski entertainment at the Aspen Highlands. Daily, between 3:30 p.m. and 6:30 p.m., Locke entertains in the new Hunt Room of the Base Lodge.

This zany, hilarious entertainer plays everything from the Banjo to the Kazoo. His repertoire of songs includes many old favorites and many new renditions. He is well known for audience participation on the 101 instruments provided by Locke.

A star of both films and T.V., and Head Hunter of the Wilshire Boulevard Buffalo Hunters, Locke decided to spend a winter in Ski Country with the Ski World he loves.

Locke also stars evenings at the Moonshiner's Cave, in Aspen's Continental Inn.

munication by telephone with the rest of the hill and management, particularly with the other lift operators of their particular lift" . . . "to consistently maintain awareness of the

Continued

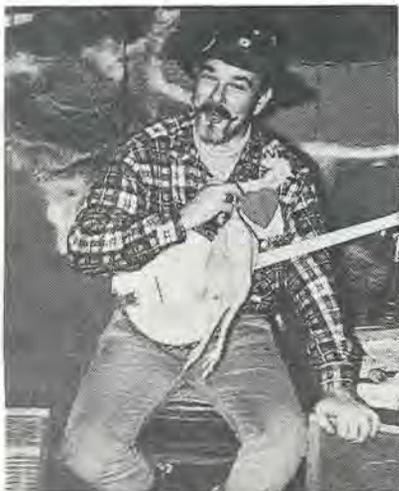
People on the Hill

Lots of People & Lots of Snow . . .

Loges Peak received four feet of snow in 48 hours last week, but no one seemed discouraged. Many people connected with the ski industry schussed the Highlands' slopes recently, including GEORGE BAUER, Vice-President for advertising of SKI Magazine . . . MR. AND MRS. HAL MORSE — he's Western Advertising Director for SKI Magazine . . . and, the grand ERNIE BLAKE — Area Operator, Manager, and General Flunkee of Taos Ski Area in New Mexico. . . MARTHA MITCHELL — the girl in charge of ski tour reservations for T.W.A., also seen on the hill.

JESS BELL, President of Bonne Bell Cosmetics, in from Cleveland with CHIS HALLE of Halle Department Stores, and Ed Doyle. Jess seemed to be checking out the Lady Lift Operators — to see if they were using Bonne Bell Cosmetics!! LANCE and SHERYL REVENTLOW were seen skiing with MR. AND MRS. LEON URIS . . . also, MR. BOB WHITTAKER, and the lovely MRS. WHITTAKER, trailing daily down Highlands' slopes.

The University of Southern California Ski Club traversing, en masse, and taking advantage of the variety of



John Locke

Lift Lassies

Continued

state of all lift passengers in the event the lift must be stopped or started for their safety" . . . "to assist skiing guests in boarding or getting off the lift" . . . "to keep the loading and unloading ramps in top condition by removal or addition of snow" . . . this involves shoveling snow, but it is great for the figure, we are told . . . "to always be pleasant, friendly, helpful, and appealing" . . . It's got to be a hit, because when has a pretty girl ever been a failure?



Just before Christmas, Art Linkletter, famed television star, skied at Aspen Highlands. He is shown above with Mac Macpherson, Aspen Highlands' Public Relations Director.

activities offered to clubs and groups by Aspen Highlands . . . other clubs scheduled for races and parties this week are: the American Youth Hostels of Chicago; University of Nebraska Ski Club; University of Illinois Ski Club; Beach City Ski Club of California; Richmond Ski Club of Virginia.

Improvements at Aspen Highlands

Several major improvements have been made on the slopes at the Aspen Highlands this year in addition to the usual careful trimming and grooming. At Quarterway loading station, a new easy to walk-up ramp has been installed in order to make the ever popular beginner and intermediate runs down from Midway an even more pleasant skiing experience.

A new run that will appeal to experts and intermediates has been cut on the upper side of Grand Prix near the top of Cloud Nine Lift, and leads to Picnic Point and back to the Merry-Go-Round Restaurant at Midway. Picnic Point will be used often this winter as a gathering place by those who enjoy eating out in the snow and the sun.

Of special interest to the regulars at Aspen Highlands will be the widening, grading, and connecting of Gunbarrel and Deane's Trail which make these slopes more versatile and more visible from the huge picture windows in the Merry-Go-Round Restaurant.

HIGHLANDS HIGHLIGHTS

SLOPE CONDITIONS — All slopes in excellent condition. Best powder skiing of the season, also packed trails. All lifts operating. Highlands offers Aspen's best snow conditions with more hours of sun to keep snow soft, due to exposure of mountain.

SKI SCHOOL — The Fred Iselin Ski School International conducts daily class and private lessons. Instruction for any level of proficiency is available, including powder snow skiing. Classes begin at 9:30 a.m. Afternoon classes at 1:30 p.m. Continued, close supervision of classes assures a maximum of progress for each student.

FREE BUS SERVICE — Continuous free bus service from 8:30 a.m. to 6:00 p.m. Seven bus stops in town. Buses run every 15 minutes during peak periods.

BEGINNERS AREA — The biggest and best beginners' area in Aspen is conveniently located in the Aspen Highlands base lodge area. 3 lifts devoted to beginners. Students quickly

progress to Exhibition lift for intermediate skiing. Warren Miller, famed film photographer, claims that slopes between Midway and Quarterway offer some of the finest intermediate skiing in the country.

FOOD and DRINK SERVICES — Hot food is available in the base lodge and at the Merry-Go-Round Restaurant at the top of Exhibition lift. 2 bars in the base lodge. Beer available at Merry-Go-Round.

ENTERTAINMENT — Jon "Falling Rock" Locke entertaining daily in the Hunt Room from 3:30 p.m. to 6:00 p.m.

CLUBS and GROUPS — Special activities are available including races, beer parties and special rate ski lessons. Arrangements can be made by contacting Mac Macpherson in the Information Office at Aspen Highlands or by calling 925-7302 or 925-2165 evenings.

RENTAL SKIS — Largest line of rental skis anywhere in Aspen, available at the Aspen Highlands Ski Shop, 925-2464.

ASPEN FLYER

Wednesday, February 12, 1969

try a **CHALLENGE!**

ASPEN

HIGHLANDS

3,800 ft. vertical

- Loges Peak
- to Olympic
- to Grand Prix
- to Lower Stein Eriksen

NOT for beginners

4,400 ft. vertical

- Loges Peak
- to Meadows
- to Boomerang
- to Prospector
- to Nugget
- to ¼ Way Poma
- to Thunderbowl
- to Limelight

LIVE IT UP, EXPERTS!

FOR TODAY'S MAN

A FAWCETT PUBLICATION

FEBRUARY 1969

TRUE



March 6, 1969 *



It's about 4000 vertical feet down a back bowl at Aspen Highlands — from near the summit of Highland Peak to the Maroon Creek valley. And it's like this all the way, according to a group that

tried it last Saturday. Check with the ski patrol before taking off. Also, write mother.

Ken Jenkins photo

ASPEN HIGHLANDER

HOME OF THE
LADY LIFT OPERATORS

3 LIFTS DEVOTED TO BEGINNERS

The Weekly Newspaper for Aspen Highlands

P.O. Box T, Aspen Colo. 81611, 303/925-7302

March 8, 1969

Aspen Highlands Announces Plans for Two New Lifts

Plans for two new lifts to be built this summer for use in the 1969-70 winter season were announced this week by Whipple Van Ness Jones, President of Aspen Highlands.

The two new lifts will almost double lift capacity between the base and the top of Exhibition.

One new lift will ascend from the top of the existing Thunderbowl double chairlift to the top of Golden Horn.

The second lift will parallel the existing lift from Quarterway to Midway thus providing alternate routes to the upper slopes and also make many areas more accessible.

The lift beginning at the top of Thunderbowl will be approximately 2850 feet in length with a rise of about 680 feet.

The lift paralleling the lift from Quarterway to Midway will be ap-

proximately 5100 feet in length with a rise of 1160 feet.

Construction of the new lifts will begin as soon as weather permits probably on or about June 10. The winter season at Aspen Highlands closes April 13. Summer season will begin June 14.

The two new lifts will provide Aspen Highlands with a total of 10 lifts. Existing lifts presently have an uphill capacity of 5000 skiers per hour and serve over 50 miles of ski terrain. The new lifts will add an additional capacity of 1400 skiers per hour.

Mike Thomas Plays Daily in Hunt Room

Opening last Sunday in the Hunt Room for a three week engagement is Mike Thomas, well-known guitar and banjo player.

Featuring folk music, soft-rock, and singalongs, Thomas will play daily from 3:00 to 6:00 p.m.

Thomas closed Saturday night from a 3 week engagement at the Loser's Lounge in Denver. He has previously played in Los Angeles and New York.

He is a graduate of Oklahoma State University, where he received a B.S. in Psychology.

Picnic Point Opens to Picnickers

In preparation for the lovely, sunny days of Spring, Picnic Point has been designated as the actual picnic area at Aspen Highlands. Tables and benches have been moved to the area to accommodate skiers who wish to rest from their skiing with "a loaf of bread, a jug of wine, and a thou."

The area is reached from the top of Cloud 9 lift by skiing down the Pyramid Peak trail. There is a scenic view offered from Picnic Point, with the Maroon Bells and Pyramid Peak looking like cardboard cutouts placed in a stage setting.



LOOK FAMILIAR?

Sheri Huega, the "real girl" model for Bonne Bell, the ski cosmetic, recently spent a week in Aspen. She is shown in the photo above at Aspen Highlands with the famed Fred Iselin, ski school director.



THE STARTOFF VIEW FROM LOGES PEAK.

“SHANGRI-LA”

VIEW OF MAROON BOWL.



SUNFACING SLOPES WITH CHUTES COMPARABLE TO TERRAINE AT ALTA.



REIDAR LUNDH SKIING MAROON BOWL.



JOHN MACINTYRE, FOREGROUND, AND REIDAR LUNDH ON AN INITIAL EXCURSION INTO THE BOWL.

Aspen Highlands Opens Maroon Bowl

With the opening of Maroon Bowl this week, powder buffs will have an opportunity to really “do their thing.”

Served by the Loges Peak lift the bowl is over a mile wide with a vertical descent of about 4000 feet. For the remainder of this season the bowl will be open to escorted tours. Daily operation of the bowl is planned next year.

Bob Chamberlain, well known ski photographer, was one of the first persons to ski the bowl. According to Chamberlain the Northwest facing side of the bowl has good light and will hold the snow. The Southwest facing exposure will be excellent Spring skiing — with good corn snow.

“The Maroon Bowl offers the greatest powder skiing in Colorado and some of the best anywhere” says Chamberlain. “The opening of this bowl puts Aspen Highlands way ahead and brings real powder skiing back to Aspen.”

The bowl is entered from the top of Loges Peak. The round trip takes

about two hours and is only recommended for excellent skiers with some powder skiing experience. The bowl never closes in on the descent and at the bottom opens into a near brush-free gully nicknamed “zig-zag ally” — which ends about ½ mile above the T-Lazy 7 Ranch headquarters. Skiers are presently being brought out by snowmobile in about 5 minutes.

Aspen Highlands has announced that arrangements to ski the bowl can be made by calling the Information office at Aspen Highlands. Plans are being made to run buses from the base of the bowl to Highlands for the convenience of skiers.

The view from the ridge leading to Highlands Peak behind Loges Peak offers a panoramic view of the entire area.

The bowl offers much varied terrain — from wide open bowls, slopes and chutes to deep, tight skiing through trees, both fir and burned deadwood. There are flats and rolling hills.



JOHN MACINTYRE FIGURE-EIGHTING TRACKS MADE BY PHOTOGRAPHER BOB CHAMBERLAIN.

A PORTION OF THE FLATS OF MAROON BOWL.



DESCENDING THROUGH ZIG-ZAG ALLEY



FIVE MINUTES OUT BY SNOWMOBILE.



All Photos by Bob Chamberlain

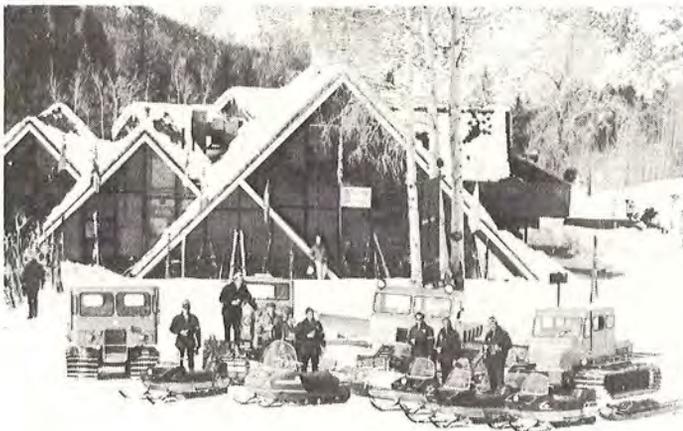


Jean Claude Killy, Sheryl Reventlow, and Fred Iselin, ski school director at Aspen Highlands, applauded the gelundsprung meet at Highlands a while back. Killy was at Highlands being filmed by famed ski cinematographer, Warren Miller, for CBS's television series. Photo by Ken Jenkins.



The above photograph, taken by Bob Chamberlain, dramatically shows shadows and trees in the old burn area of Maroon Bowl at Aspen Highlands. The bowl, with a vertical descent of about 4,000 feet, opens this week for escorted tours.

The view from Cloud Nine Patrol Deck at Aspen Highlands provides one of the most panoramic views of the Maroon Bells and Pyramid Peak anywhere in Aspen. Photo by Jony Poschman.



Men and equipment from the Slope Maintenance and Rescue department of Aspen Highlands were recently photographed in front of the base lodge. Slope grooming and maintenance is an around-the-clock venture at Aspen Highlands, with men and equipment working continuously to keep the hill in top condition for skiers. The Snowmobiles are used for ski rescue as part of Aspen Highlands mechanized ski patrol system. Photo by Ken Jenkins.

Wide-open skiing on gentle, flowing slopes is pictorially shown in this photograph of lower Thunderbowl at Aspen Highlands. Photo by Jony Poschman.

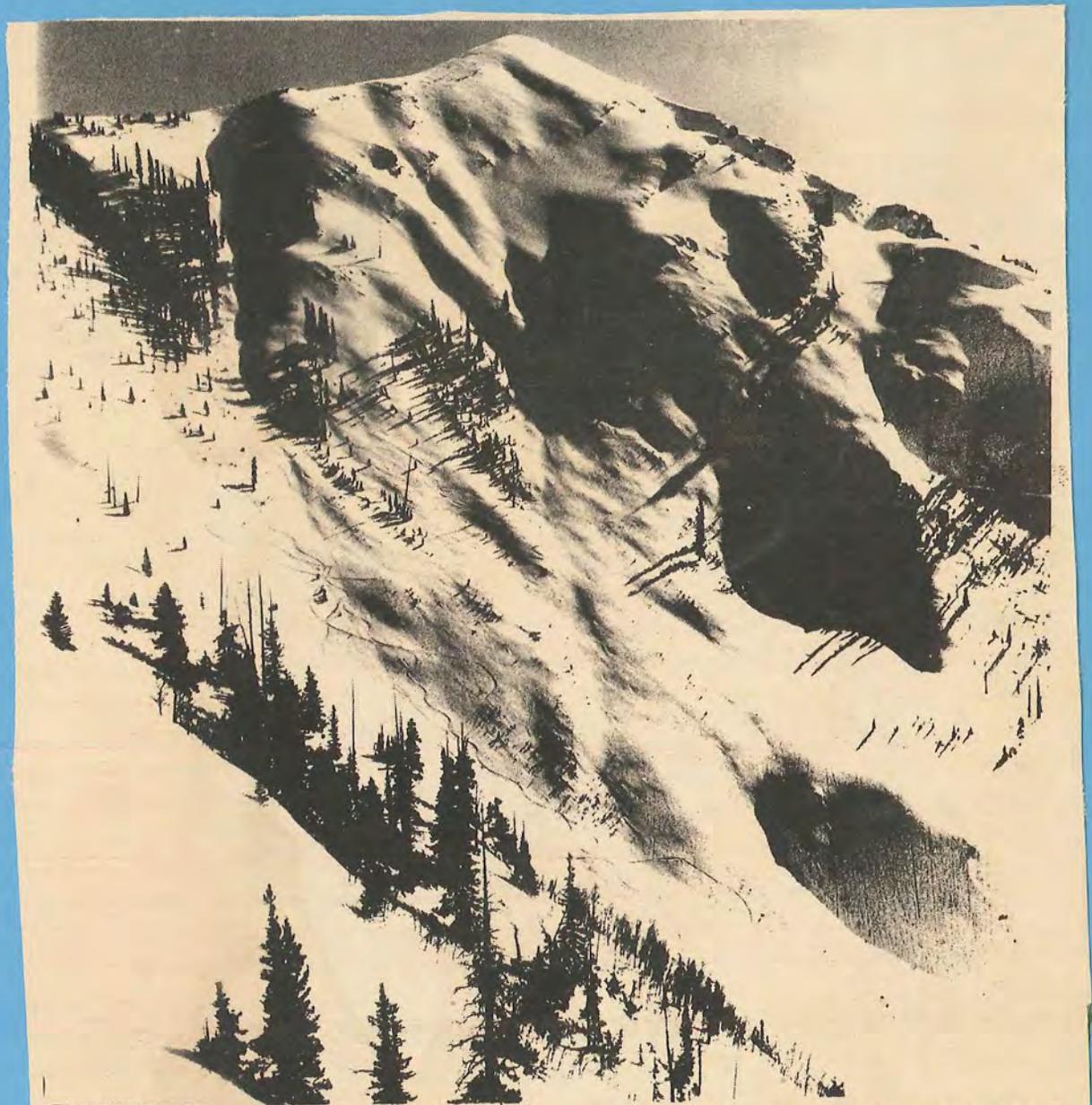




NEVER ON MONDAY, TUESDAY AND SUNDAY—but on every other day of the week there's at least one Standard Race someplace in the Aspen area. For the full schedule, see the What's Going On Regularly column on page 2 of this issue. The race shown above is at Aspen Highlands. Aspen junior racer Ann Harvey (right) is the starter—5, 4, 3, 2, 1, GO!

Flyer photo

Escorted bowl tours



This is the upper portion of a back bowl at Aspen Highlands where expert skiers are now being offered free, escorted tours down the 4000 vertical feet into the Maroon Creek valley.

Ski patrolmen conduct the tours twice daily for participants who make reservations a day in advance at the Highlands Sports Desk. The summit shown is Highlands Peak.

Bob Chamberlain photo

at Highlands

Aspen Highlands skiers are now offered free, escorted tours down its back bowl—from near the summit of Highlands Peak to the Maroon Creek valley about 4000 vertical feet below.

Public Relations Director Lew McPherson emphasized that reservations a day in advance are required at the Highlands Sports Desk, but that there is no extra charge to skiers using the Highlands lifts.

John Macintyre and two other ski patrolmen escort the tours at 9:45 AM and 1 PM from the top of the Cloud 9 lift. Parties are met at the end of the plowed road, at the T Lazy 7 Guest Ranch, by Highlands buses.

The round trip requires about two hours. Participants should be expert skiers with some powder skiing experience, McPherson said.

Skiers enter the bowl from the top of the Loges Peak lift, and depending on their courage, climb for about 15 minutes up the saddle between Loges and Highland Peak.

Most of the descent consists of a long, steep pitch through open slopes and trees, but there are also

flats and knolls, McPherson explained.

The bowl never closes in. At the bottom, it opens into a nearly brush-free gully nick-named "Zig Zag Alley."

Skiers end the run about a half mile above the T Lazy 7. The walk out to the bus requires 15 minutes.

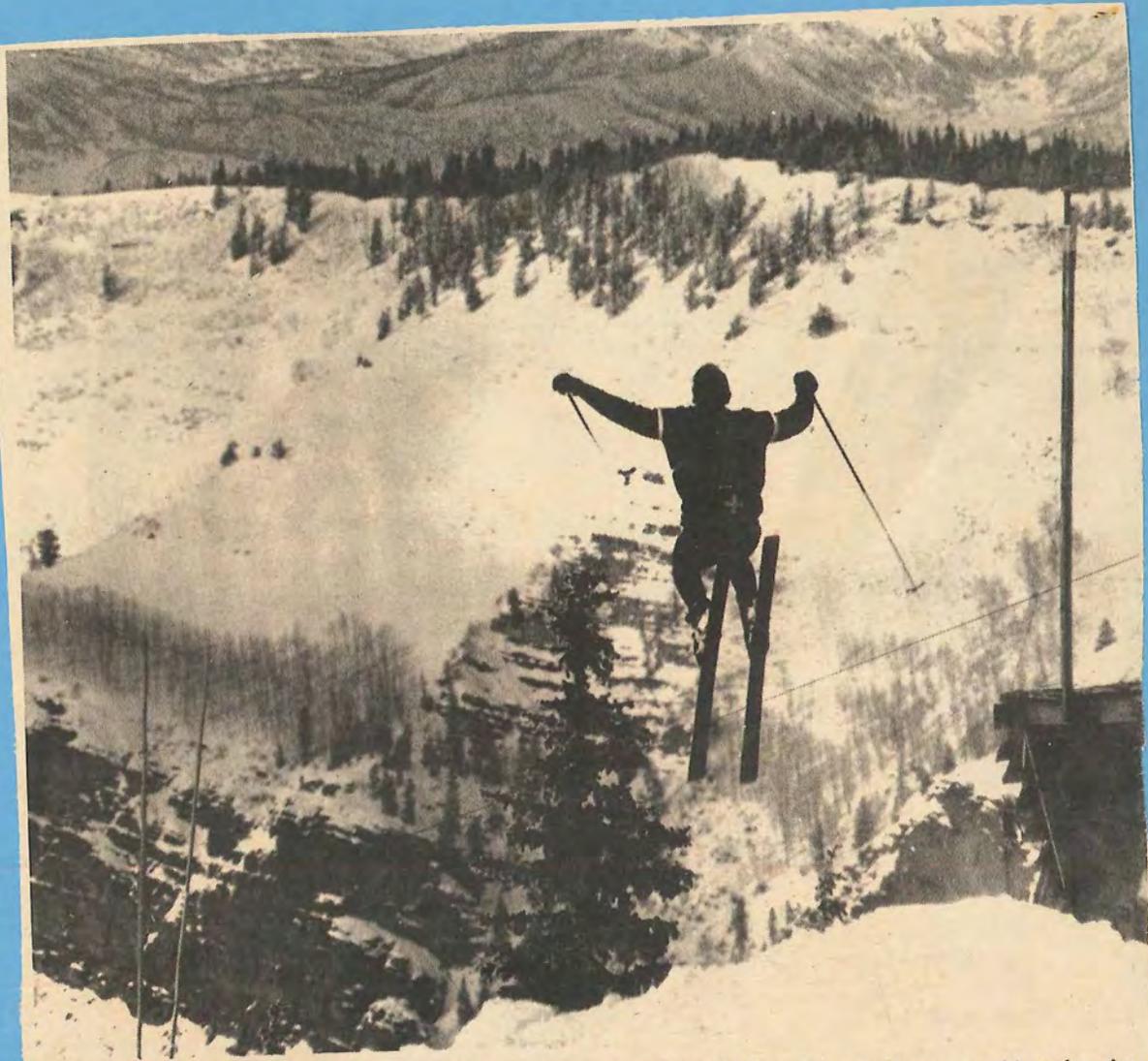
Some participants have made arrangements with the T Lazy 7 for snowmobile transportation and lunch, McPherson noted.

According to Aspen photographer Bob Chamberlain who was one of the first persons to use the slope, the mile-wide bowl has facings that permit excellent powder and corn-snow skiing.

Since the tours started last week, at least one trip has been made each day. They will continue until Aspen Highlands closes on April 13.

Daily operation of the program is planned all next winter, McPherson stated.

Chamberlain said, "The Maroon bowl offers the greatest powder skiing in Colorado and some of the best anywhere."



It's a long way down on the other side of the ski patrol hut at the top of the Cloud 9 lift at Aspen Highlands. But it isn't as far down as this long-lens photo would make it appear. A jump like this actually takes a skier to the Grand Prix trail. This week Highlands

announced that ski patrolmen would make the circus jumps a free, public event every Sunday and Monday at 1 PM. Making the leap above is Highlands ski patrolman John Macintyre.

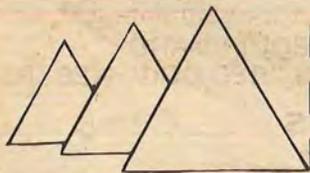
Ken Jenkins photo

WE'RE HIGHER THIS YEAR

Popular?? Yes!!
But still exclusive!



We'll stay that way by installing



MORE LIFTS
MORE RUNS
MORE SERVICE for YOU

**ASPEN
HIGHLANDS**

IF YOU ARE MAKING OLD FRIENDS IN LONG LIFT LINES,
YOU SHOULD GET ACQUAINTED IN OUR SHORT LIFT LINES.

Over \$1 million will be spent this summer and fall by Aspen's four ski areas to provide five new lifts and a variety of major trail improvements by next winter.

Announcement of plans were made this week by Aspen Highlands President Whipple Van Ness Jones and Aspen Skiing Corp. President D.R.C. Brown. Brown explained final decisions for Ski Corp. projects will be made at a March 29 meeting of the company's board of directors.

New facilities include:

* Two lower-slope double chairs at Snowmass-at-Aspen, expansion of Big Burn runs and enlargement of Sam's Knob restaurant.

* A double chair for the Tiehack area at Buttermilk Mountain.

* Major slope improvements at Aspen Mountain for the Snowbowl on Ruthies Run and the North Star and Gentlemen's Ridge trails.

At Aspen Highlands, a 2850-ft. Poma lift rising 680 feet from the top of Thunderbowl to the Golden Horn ridge will give skiers another way of getting to upper slopes. New trails will be cut from Golden Horn down to the Quarterway terminal of the existing Exhibition lift.

Highlands' new double chair will parallel 5100 feet of the Exhibition lift from Quarterway to Midway. Consideration is being given trail tie-ins with the Grand Prix run.

The two new lifts will make a total of 10 at Highlands, and will add additional capacity of 1400 skiers an hour for a total uphill capacity of 5000 riders an hour.

Jones, who said he is against long lift lines, added that the route down from Quarterway to Jerome Park will get extensive widening. While he did not reveal cost estimates, he said work would begin about June 10.

Aspen Times March 15, 69

It's

SPRING

Monday, March 10, 1969





March didn't come in to Aspen this year like a lion or a lamb. Instead, it entered like a shivering puppy. In spite of what the thermometer in the Flyer photo above says, the mercury didn't get above 26 degrees in town Sunday. However, Jony Poschman's photo at right of people lounging in the sun at noontime gives a better assessment of local weather. Temperatures are wintry but warm—warm, that is, when the sun shineth. Both photos were taken recently at the Merry Go Round restaurant at Midway of Aspen Highlands. In spite of the chilliness, we know it's spring because Highlands has only five more weeks of operation. It closes April 13. Aspen Mountain and Snowmass-at-Aspen shut down April 6, and Buttermilk Mountain folds for the season on March 31. For more weather data, see back page.

MIKE THOMAS SINGS

daily, 3 pm to 6 pm

ASPEN HIGHLANDS

A New Personality
now sings with you
in the jumping New Hunt Room
after skiing the best
at Aspen Highlands —
where the action is!



Leave it to Fred Iselin. He can take a doggy beginner and turn him into a doggy expert.

Ken Jenkins photo

I LEARNED IT IN
THE FRED ISELIN SKI SCHOOL

*Room
Flyer*

WE'RE HIGHER AGAIN



Popular?? Yes!!
But still exclusive!

We'll stay that way by installing **MORE LIFTS**
MORE RUNS
MORE SERVICE for YOU

ASPEN

HIGHLANDS

OPEN 'TIL APRIL 13, 1969
THUNDER BOWL LIFT RUNS DAILY 'TIL 5 PM
MIKE THOMAS SINGS APRES SKI IN THE HUNT ROOM
DAILY GUIDED DEEP POWERT TRIPS TO MAROON BOWL
ENJOY YOUR BREAD, YOUR WINE and YOUR THOU AT PICNIC POINT

Aspen Flyer mar 14, 1969

Five new lifts

due here next year

Skiers who plan to return to Aspen next winter got a pre-St. Patrick's Day present this week.

Local ski companies announced that five more lifts will be built this summer. Including major trail work and slope restaurant expansion, the package comes to well over \$1 million.

Construction plans were made public by Aspen Highlands President Whip Jones and Aspen Skiing Corp. President Darcy Brown.

Here are the details:

* At Aspen Highlands, a Poma lift from the top of the Thunderbowl double chair to the Golden Horn ridge. New trails from Golden Horn down to Quarterway of the Exhibition Lift. A double chair paralleling Exhibition Lift from Quarterway to Midway. Widening of the lower run-out from Quarterway to Jerome Park.

* At Snowmass-at-Aspen, two double chairs. One, for beginners, in the meadow east of the present Fanny Hill area. The other, much longer and for intermediate and advanced skiers, from the top of the new beginners lift, angling off toward Burnt Mountain (east of the Big Burn.) Slope clearing of the eastern portion of the Big Burn. Enclosing of the sun deck on the ground level. Note: the West Village mall will be extended to the east side of existing lifts this summer.

* At Buttermilk Mountain, a double chair to replace the Tiehack T-bar. It will run from below the lower T-bar terminal all the way to the Cliff House restaurant. Cliff House will be moved to accommodate the upper terminal. A new trail east of Tiehack. Eventually, this lift will have its own base parking lot. Note: this lift is in the planning stages, and, if everything goes according to plan, will be finished by next winter. All Aspen Skiing Corp. projects still need final approval of the board of directors who will meet here March 29.

* At Aspen Mountain, slope grooming of the Snowbowl on Ruthie's Run, as well as on the steep upper portions of North Star and Gentlemen's Ridge.

ASPEN HIGHLANDER

HOME OF THE
LADY LIFT OPERATORS

3 LIFTS DEVOTED TO BEGINNERS

The Weekly Newspaper for Aspen Highlands

P.O. Box T, Aspen Colo. 81611, 303/925-7302

March 15, 1969



Skiing into spring in the above photo is Buck Deane of the T Lazy 7 Ranch. Buck is also an Aspen Highlands bartender. Shown in the background of the photo are the scenic Maroon Bells, Aspen Highlands Photo.

Skiing Into Spring

Warm, sunny, windless days; lovely, error-proof corn snow; picnics of bread, cheese, sausage, wine and fruit; lazy siestas resting on your skis in the sunshine. What more can a body ask? Clean air, healthful food, exhilarating skiing — it's heaven on earth.

Picnic Point, on Pyramid Peak Trail, offers a peaceful, secluded spot for your mouth-watering fiesta. And there's a tremendous alpine view of Maroon Bells and Pyramid Peak.

Or, if you didn't bring your own picnic lunch, you can laze in the sun on the patio at Merry Go Round restaurant. There you can dine on a hamburger charcoal-broiled right there on the patio, and watch the skiers coming down the mountain before you.

And, don't forget, there's still great skiing in the untracked, un-packed powder of Maroon Bowl. Arrangements can be made for this fun skiing by calling the Highlands 24 hours in advance.

by Chris Angelo

Skiing Into Evening ...

As the days get longer and the season shorter, many of us are reluctant to end our day in the middle of the afternoon.

So, to further your enjoyment of the sunshine and tremendous spring skiing, the Thunderbowl lift at the base of Aspen Highlands will be open daily until 5:00 p.m. from now till the end of the season.

The Highlands ski area will remain open through April 13.

From Skiing To Swinging

Mike Thomas, talented guitar and banjo player, entertains daily in the Hunt Room from 3:30 to 6:00 p.m. His act features folk music, soft rock, and rousing sing-alongs. Come join us!

Skiing Into Powder

Marron Bowl, newly opened powder area, has got to be the thrill of a lifetime.

Served by the Loges Peak lift, the bowl is over a mile wide with a vertical descent of about 4000 feet. And it's all fresh, unpacked, untracked powder!

The round trip takes about two hours and is recommended for excellent skiers with some powder skiing experience.

Ski Patrolmen serve as guides, and arrangements must be made by calling the Highlands 24 hours in advance.

1970

ts for next year, construction to begin early this summer, were announced recently by Whipple Van Ness Jones, President of Aspen Highlands.

One of the lifts will start from the top of the existing Thunderbowl double chairlift to the top of Golden Horn, thus creating another access route to the Quarter Way Loading Station, leading to the top of the mountain.

The second lift will parallel the existing lift from Quarterway to Midway, to provide an alternate route to the upper slopes.

The lift beginning at the top of Thunderbowl will be approximately 2850 feet long, with a rise of about 680 feet.

The new lift from Quarterway to Midway will be approximately 5100 feet long, with a rise of 1160 feet.

The new lifts will make a total of ten lifts at Aspen Highlands, serving over 50 miles of ski terrain. Existing lifts presently have an uphill capacity of 5000 skiers per hour; the new lifts will add an additional capacity of 1400 skiers per hour.

Aspen Highlands is jumping into spring-time. Shown above is Reidar Lundh of the Highlands Ski Patrol flying through the air over the Cloud 9 Sundeck. Ken Jenkins photo.



Sun-bathing, people-watching, dining on freshly charcoal-broiled hamburgers, watching the super-skiers come down Flora Dora — all these spring-time activities take place daily on the patio of the Merry-Go-Round Restaurant. Photo by Jony Poschman.

HIGHLANDS HIGHLIGHTS

SLOPE CONDITIONS — All slopes in excellent condition. Best powder skiing of the season, also packed trails. All lifts operating. Highlands offers Aspen's best snow conditions with more hours of sun to keep snow soft, due to exposure of mountain.

SKI SCHOOL — The Fred Iselin Ski School International conducts daily class and private lessons. Instruction for any level of proficiency is available, including powder snow skiing. Classes begin at 9:30 a.m. Afternoon classes at 1:30 p.m. Continued, close supervision of classes assures a maximum of progress for each student.

FREE BUS SERVICE — Continuous free bus service from 8:30 a.m. to 6:00 p.m. Seven bus stops in town. Buses run every 15 minutes during peak periods.

BEGINNERS AREA — The biggest and best beginners' area in Aspen is conveniently located in the Aspen Highlands base lodge area. 3 lifts devoted to beginners. Students quickly

progress to Exhibition lift for intermediate skiing. Warren Miller, famed film photographer, claims that slopes between Midway and Quarterway offer some of the finest intermediate skiing in the country.

FOOD and DRINK SERVICES — Hot food is available in the base lodge and at the Merry-Go-Round Restaurant at the top of Exhibition lift. 2 bars in the base lodge. Beer available at Merry-Go-Round.

ENTERTAINMENT — Mike Thomas entertains daily on his guitar and banjo in the Hunt Room from 3:30 p.m. to 6:00 p.m.

CLUBS and GROUPS — Special activities are available including races, beer parties and special rate ski lessons. Arrangements can be made by contacting Mac Macpherson in the Information Office at Aspen Highlands or by calling 925-7302 or 925-2165 evenings.

RENTAL SKIS — Largest line of rental skis anywhere in Aspen, available at the Aspen Highlands Ski Shop, 925-2464.



NATIONAL SMILE DAYS for lift operators, unsung heroes of every first-class ski area, are every day all winter long. This is O.J. Cerise, long-time chair-provider on the lower terminal of the Exhibition Lift at Aspen Highlands. For truly professional service to both children and adults, the Flyer rates his work five stars plus. That's our highest rating. Flyer Photo

March 20th - 1964



SPRING OFFICIALLY ARRIVED here shortly after noontime on Thursday. Now it's perfectly correct to lunch either inside or outside (as has been the case for over a month.) This is the Merry

Go Round restaurant at Midway on Aspen Highlands.

Flyer photo

March 22, 1969

March 27, 1969 *



Aspen Highlands is waging war on potential avalanches that might roar down its back bowl under Highland Peak -- even though the bowl will probably be closed to skiing for the remainder of this season. The operation is for training purposes, looking toward next winter when twice daily tours

will be conducted from the ridge above Loges Peak down 4000 vertical feet to the Maroon Creek valley. Shown manning the gas-powered Avalauncher is Highlands Area Superintendent Don Robinson. Story and more pictures inside.

Ken Jenkins Photo



Lawrence Jump, Poma Agent, Whipple V.N. Jones, President of Aspen Highlands Corp., Art Gould and Don Robinson of Aspen Highlands (left to right) approach

the site just above Midway Restaurant at Aspen Highlands where top of new mile-long poma lift will be constructed.

up, up and away

Engineering work began this week on the first of Aspen Highlands' two new chair lifts to be erected during the coming summer. Lawrence Jump, President of Arapahoe Basin, and agent

for Poma Lifts in this region since 1954, arrived in Aspen to assist Whipple Van Ness Jones, Presi-

dent of Aspen Highlands, in final surveys for the coming construction.

Lift components will be supplied by Poma, and will be approximately 5,100 feet in length, with an elevational rise of 1,160 feet. Construction work will be handled by Aspen Highlands' personnel.

In addition, uphill capacity will be speeded up considerably.

Assisting Jones and Jump in the survey work this week were Don Robinson, Area Superintendent at Aspen Highlands, and Art Gould. Work included the blazing of trees to mark the route of the new lift, clearing brush, setting stakes and continuous coordination with survey maps showing the construction route.

Pictured on these pages are illustrations of the area to be covered by the longer of the two new lifts, specifically the one which will parallel the existing chairlift from Quarterway to Midway, providing alternate routes to the upper slopes and making many more areas accessible.

Many improvements in the Poma type of lift construction will be incorporated into this particular job, Jump pointed out. One is the addition of a new trip release which will afford a much smoother start for the skier using the facility.



"Whip" Jones paints blazed trees marking the new lift right-of-way at Aspen Highlands.



Lawrence Jump, President of Arapahoe Basin and Agent for Poma Lifts, left, checks map marking route of new mile-long lift with Highlands President "Whip" Jones.

Blasting slides...for next winter

At southern training camps, it's called the Fireball and it shoots baseballs past batters.

On top of Aspen Highlands, it's the Avalauncher and it lobs rockets into potential slide areas on the bowls under Highland Peak.

Both are essentially the same machine, a product of Diamond King Industries.

Use of the device at Highlands could also be considered a training camp. The huge bowl which drops 4000 vertical feet from near the summit of 13,000-plus-foot Highland Peak to the Maroon Creek valley floor has been closed for more than a week.

According to Highlands Publicity Director Lew McPherson, the bowl will probably remain closed for the remainder of this season because of avalanche danger and other problems.

But next winter — that's what Highlands personnel are setting their Avalauncher sights on.

In the 1969-70 skiing season, McPherson said the bowl will be open all winter, until spring arrives again. Escorted tours mornings and afternoons will be offered at no additional charge to the lift ticket price.

Furthermore, Highlands will construct a bridge over Maroon Creek, at the end of the mile-long run. That's one of the problems this spring.

The trip down the bowl to the



creek has received rave notices, McPherson explained. But getting across the stream to the Maroon Creek road is appreciated only by skiers who have learned the knack of walking on water.

This season, some parties hired snowmobiles at the T Lazy Guest Ranch, where the plowed road ends, to make the exodus only five minutes long. Walking out takes about 15 minutes.

Highlands is going to look into this problem for next winter. Area officials are also going to have bus pick-up service from the ranch back to the lifts.

In the meantime, Area Superintendent Don Robinson and his ski patrol are training with the Avalauncher. This spring, Robinson will go to the famed avalanche control school at Alta, Utah.

Above: Aspen Highlands Area Superintendent Don Robinson, left, and Ken Barnes sight in with the Avalauncher which Highlands is now using to blast possible avalanches above the big bowls under Highland Peak. Because of spring snow conditions, the bowls will probably remain closed for the remainder of this ski season. But next winter, Highlands officials say, they'll see twice daily excursions until spring arrives again. In the meantime, Robinson and Barnes are training with the apparatus.

Ken Jenkins photo

The Avalauncher is a gas-power machine that runs on a tank of liquid nitrogen. Pressure in its chamber reaches more than 200 pounds per square inch.

It can shoot a rocket up to 1200 yards. Length of the barrel is increased by adding sections.

The rocket itself is two feet long and 3½ inches in diameter. It carries a 2,3, or 4-pound charge of DuPont Tetron and leaves the muzzle at 1200 feet per second.

Aspen will have five new lifts next winter. Two of them are planned at Highlands. Snowmass-at-Aspen will get two and another will go in at Buttermilk Mountain.

But many expert skiers show more anticipation for the opening of the avalanche-free Highland Bowl sometime in December.

March 27, 1969 The Aspen Times

Ski Day for Aspen Kids

Every Thursday and Friday the Aspen Highlands hosts Aspen schools' special education teacher Sue Gruber's elementary and middle school students for a free afternoon of skiing and instruction.

The more experienced skiers meet their Highlands instructor at Cloud 9 on Thursday afternoons, while the littler skiers go with Miss Gruber on Friday, usually accompanied by a parent.

Miss Gruber feels that good education "includes physical and social development."

The skiing program helps "children know what their bodies can do and to develop physical strength and coordination."

It also gives them an opportunity to work and play at the same time in a group, as well as to appreciate, respect and cooperate with adults.

And, she says, of course the result of good education is for the students to respect themselves and grow as individuals.

Photos by Janet Landry and Chris Landry





March 27, 1969



Trick jumps scheduled at Highlands weekly

Sunday and Mondays, weekly, the Aspen Highlands ski patrolmen make circus jumps from the ski patrol hut at the top of the Cloud 9 lift.

A free, public event, the leaps take the skier to the Grand Prix trail, not the valley, as might appear.

Aspen Highlands has a reputation for spectacular leaps for spectator viewing. These promise to be no exception, according to Highlands officials.

iselin- at-aspen

by FRED ISELIN

Lift rides are boring. What can you say to your lift companion on a double chair when riding long stretches? The other day I was riding up on Exhibition lift at Highlands. The guy next to me looked somewhat "avant gardish" and "progressive." Usually I ask silly, normal questions like: where are you from? and they ask me the same. Well, anyway, I thought this is a trip where I will ask serious questions like — what would you like to be when you are reincarnated?

And he said: "I would like to be a disc on a platter puller (Poma lift) on a bunny slope in Wisconsin."

"That doesn't count," I said, "you have to be an animal in your second life—not a material."

So he thought and came up with being a poodle, living at a Park Avenue New York address with the necessary help and so on.

I thought that this was very confined and restricted and full of obligations, et cetera, et cetera. "If you want to be something in your second life," I said, "you only should be a sea gull." You can land on water and you can land on land, I explained. If you are a sea gull you can be on an Italian ship, sitting around on railings, watching swimming pools

and the promenades, eating the best Italian food. But if you get bored in mid-Atlantic, you can switch over to another ship. Maybe you'll like a Swedish smorgesbroad on the Gripsholm or filet Maxime on the *Ile de France*. It's all yours.

"Thanks for the good idea," he said while he skied down the ramp on Midway station, and he vanished into the Cloud Nine lift line.

Some years ago the phrase was: Kilroy was here. Today it's: Killy was here. The whole troop of film makers led by Warren Miller came over to Highlands and shot a segment for the Chevrolet Killy show (Sundays on CBS): Jean-Claude, Leo LaCroix and myself wiggled and waggled, jumped and made Chaplin-esque steps through the bumps. . . . Killy's idea on skiing and on the instruction approach is just perfect. Real basic. Veerry interesting. The general ski instruction around the country was years and years behind the time. And now comes Killy and helps me. Thanks, Killy, thanks. After all, you only can ski good and solid in one way. Like golf or tennis, it's international. Experience has proven it. Outside hand in the turn is leading. Okay? Also the arms are out to give stabilization. Okay? Angulation doesn't become a major production. In fact it is a little frowned upon — now. Skiing is not a beauty contest, it's supposed to be fun. Et cetera. Crazy flying around a mountain. Okay? West Side Story looseness, I call it.

But what impressed me most about Killy is his refined and suave ways and at the same time he is very natural and rather modest and shy. I would give him another three gold medals. One for personality, one for attitude and one for poise.

Three masked men entered the house of Cheryl Reventlow here. They made her raise her beautiful arms and commanded her to open the house safe. They were after her fabulous jewelry. The safe

was empty. The very same day she had all her jewelry put into the Bank safe. Lucky and beautiful Cheryl! The three left her unharmed and fled. . . . The Mother Lode is one of the most successful inexpensive dinner places in Aspen. Spaghetti dinners! Also good red wine. They served, I figured, 60,000 miles of spaghetti on the 29th of Dec! . . . The tragedy of ski boots is unbelievable. The more they cost, the bigger the blisters and agony. Each time I buy new boots I feel like a robot. All the boots are definitely too high. (P.S. I heard that the Arab High Command is considering issuing plastic ski boots to war prisoners to break 'em down physically and mentally.) . . . The right marrying age for a boy? It's twice the girl's age minus 7 years.

And parties — parties — parties! The Marilyn and Lee Henry party at the Aspen Alps Club. This one really started going around 11 p.m. At 1 a.m. two groovy West Coast girls with guitars suddenly appeared and played soul music — everybody went ga-ga! . . . The Jeanette Bohlen and Louise Bucknell cocktaileruni, also impressive, had tons of good looking people. . . A beautiful sit-down dinner for 30 at Wink Jaffee's ranch house. By the way — in this ranch house Wink has installed a direct line with the N.Y. Stock Exchange. Bunkorama computers. . . . The 9:30 a.m. ski wedding on Lodges Peak—Bill Whitehill versus Jackie Porter. . . . The shing-ding which ends all the shing-dings forever was of course the Bob Colen party in his lovely house on Pitkin Green. When I drove up with my car I had to walk half a mile. So many cars were there already. And getting closer to the house, it sounded like a sea lion convention was going on inside. Delicious buffet, catered by Al Stromberg and hundreds of velvet and silk people, talking-talking-talking. . . . And a fiesta was given by Hank Pedersen in honor of Tuckey and Dick Cleveland. . . . Number One perfume at all these affairs was *Chant d'Aromes*.



Here I am with Jean-Claude at Aspen Highlands preparing to wiggle and waggle for a segment of his CBS-TV show.



What am I doing slinking away from those lovely girls, Marian Lyeth and Barbara Vought. They were at the après-ski get-together at Kay and Roy Reid's chalet, and the party was only for the *société anonyme d'Aspen*.



WHERE ELSE CAN YOU PHOTOGRAPH FOUR LIFTS at one time? Answer: at the bottom of Aspen Highlands (count 'em.) Actually, there are five lifts near the Highlands base lodge — three

double chairs and two Pomas. The other double chair (Exhibition Lift) is just over Chateau Kirk lodge at the left.

Flyer photo



WILL ASPEN HIGHLANDS HAVE MORE POWDER this season? Of course. April is usually a relatively snowy month. This question is: will the snow come before the lifts close on Sunday, April 13? Not that Aspen ski areas need more snow. It's just that

springtime powder can sometimes be great. Shown skiing at Highlands about a month ago is Gordon Whitmer.

Rick Lindner photo

Friday, April 4, 1969



GOOD SKI INSTRUCTORS need early training. That's the word at Aspen Highlands. The Fred Iselin Ski School International instructor is Adelaide Andrews. She's coaching her daughters,

Adelaide (center) and Valerie. Sorry, kids — you can't enter next week's clinic in the International Technique. It's only for parallel skiers.

Lew McPherson photo

April 4, 1969



IT'S ALMOST TIME to stack 'em up for the season. Almost. Aspen Mountain, Buttermilk Mountain and Snowmass-at-Aspen close after Sunday's operation. But Aspen Highlands rolls on until Sunday afternoon, April 13. Several Aspen ski areas saw

attendance records broken this week. With five additional lifts scheduled for construction here this summer, those records won't last long next winter.

Flyer photo

Monte Pascoe at M-G-R April 1969



Bottom Cloud Lift
1969 being



Fred Iselin took advantage of a few springtime capers. As usual, when only Highlands is operating in the Aspen area, ski school director Iselin will mix springtime
As Highlands' half a foot of snow Wednesday to execute a frivility of the season. Next week,

hi-jinx with serious ski business at the third annual certification clinic for the International Technique. The clinic starts Monday, April 7 and concludes with examinations the following Friday.

April 3, 1969 *

Photo by Lucia Heyerdahl

44 graduate from clinic



Participants in the third annual International Ski Technique Clinic last week at Aspen Highlands exhibited a variety of poses and expressions. Certification officials from the Fred Iselin Ski School judging candidates are (l. to r. in left and right photos) George Parry, Max Bote and Connie Harvey.

Ken Jenkins photo



Gold pins symbolizing excellence were awarded five ski instructors who attended last week's third annual International Technique Certification Clinic at Aspen Highlands.

Among the five were Tim Brater and Fletcher Thompson who were making their first effort at obtaining the coveted award. The others were Bill Owne, Al Lauer and Bill Comstock, each of whom had been awarded a silver pin in a previous clinic.

Silver pins went to 24 skiers while 15 students received apprentice pins. Among the participants were a Unitarian minister, insurance agent, stock broker, lodge manager, and restaurant manager.

Fred Iselin, whose Highlands ski school sponsored the clinic, said he was pleased with the ski ability of those attending.

Iselin personnel who conducted the four days of review and demonstrations were Dave Farny, Lefty Brinkman, Rick Rosen and

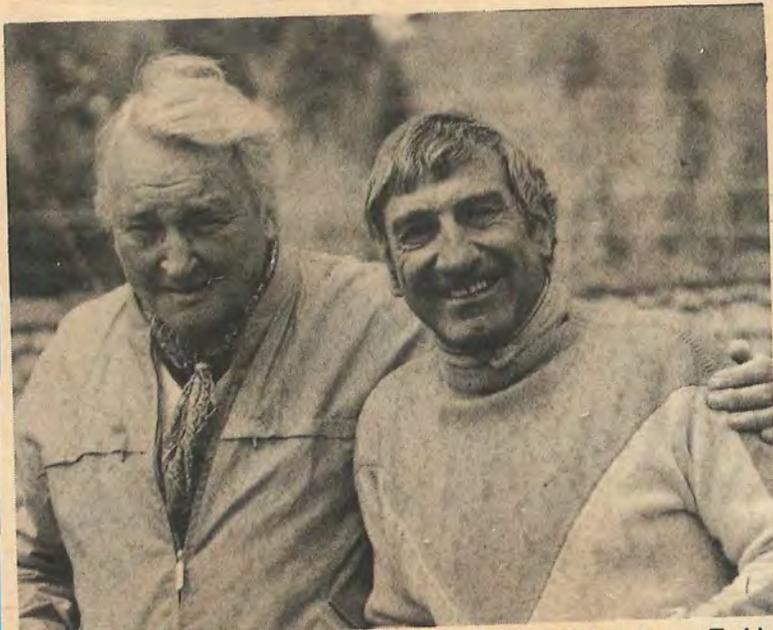
George Parry. Examiners included Treva Thomas, Connie Harvey, Max Bote and Dave Steele.

A review clinic is planned Dec. 1-5 at Highlands. Another certification clinic is scheduled a year from now.

Winners of silver pins are: T. Freedley, Adelaide Andrews, Jane Kassebaum, Duane Arnold, Murry Heminger, Jr., Dan Harris, Robin Ferguson, Jerry Hobgood, John Stanowski, Gary McDowall, Marty Keller, Jack E. Schuss, Jerome Ostenowski, Miki Lusk, Kendaly Bleau, Darlyne Woodward, Wilton Jaffee, Sr., Rosalind Farnam, Robert Mana, Wilton K. O'Neal, David Stiles, James Mokres, Cheryl Trumbill and Hank Tomilson.

Those awarded apprentice pins are: Jack W. Jenkins, Bill Cast, Donna Adelman, J.B. Fain, Mike Kinney, Tomothy Schneider, Florence Henn, Ferry Marquand, Coliene Bryson, Leon Uris, Karen Uris, Minday Stanford, James Campbell, Arthur Howe and Karen Nelson.





A recent guest of ski maestro Fred Iselin at Aspen Highlands was Teddy Stauffer, sometimes known as "Mr. Acapulco." Stauffer, a Swiss native, was instrumental in the development of the Mexican resort in the early 1940's and owns the Villa Vera Racquet Club there. At Highlands this winter, Iselin wrapped a dummy around a tree on the super-steep lower Stein Eriksen run and placed a sign next to the scene which said, "Next time try Acapulco or the Fred Iselin Ski School." It is rumored that Stauffer, returning the compliment, plans to put a sign on the 110-foot high cliffs used by native divers at his resort saying, "Next time try Aspen."

Ken Jenkins photo

The Aspen Times June 19, 1969

program. In the summer of 1970, it plans expansion into the Nevada side of the mountain.

The McPhersons have a son and daughter. Both are married and live in California.

Highlands PR director gets Calif. position

Lew "Mac" McPherson, Public relations director at the Aspen Highlands ski area for the past two years, has resigned effective June 30 to take a position at the Heavenly Valley ski area, South Lake Tahoe, Calif.

He will be assistant to Heavenly Valley President Hugh Killebrew.

McPherson and his wife, Marge, a receptionist at Aspen Highlands, came to Aspen in September, 1967 from Denver where he was vice president of the McPherson Corp., a non-ferrous foundry.

Last winter, McPherson served on the Winterskol Carnival committee and coordinated the two Warren Miller ABC-TV programs with Jean-Claude Killy at Highlands.

Highlands had one of the greatest increases in skiers of any ski area in the country last winter.

Heavenly Valley, one of the largest ski areas in California, is in the midst of a five-year expansion

ASPEN HIGHLANDS SKY RIDE

THREE DOUBLE CHAIRLIFTS



Summer 1969

A memorable experience and one of Aspen's foremost attractions awaits you at Aspen Highlands, just 1½ miles from Aspen on Maroon Creek Road. Three double chairlifts with Colorado's highest vertical rise will take you in easy stages from 8,000' to 11,800' through ever changing levels of scenery. The entire ride is a photographer's dream come true.

First, Exhibition chairlift takes you to 10,000' and the Merry-Go-Round restaurant where lunch and snacks are served. Then, Cloud Nine chairlift raises you to 10,900' where Aspen's only alpine view of the famous Maroon Bell Peaks first appears. Finally, Loges Peak lift elevates you to 11,800' and a spectacular view of the surrounding mountains and valleys of Colorado. Located at the tip of Loges Peak (a short ten minute walk) is a U. S. Forest Service register and a display explaining the panorama now viewed in its fullest grandeur.

Your visit to Aspen Highlands may be as long or as short as you choose. The round trip time for each chairlift is shown on the back of this brochure. A hike to the summit of Highlands Peak at 12,600' from the top of Loges Peak lift averages two hours round trip time. Shorter hikes through the pines and quaking aspen of the White River National Forest may be taken from any of the chairlifts and are always interesting and enjoyable.



A myriad of flowers in Spring and Summer forms a pastel palette covering the ground. In Fall, the forest glows as the changing leaves burst into a breathtaking pageant of riotous colors.

Numerous varieties of birds and animals may be seen from the chairlifts or while hiking. The larger wildlife includes deer, elk and Bighorn sheep. Chipmunks and birds will gladly share a meal with you.

Let a visit to Aspen Highlands be the highlight of your Colorado tour.

August 6, 1969 — Aspen Illustrated News

2 New Lifts For Highlands

Two new Poma lifts were recently delivered to Aspen Highlands for installation this summer.

The Golden Horn Poma, rising from the top of Thunderbowl chair lift to the top of Upper Poma lift, will provide a second route from the base of the mountain to Quarterway. The lift is 2300 feet long, rises 650 vertical feet, and will accommodate 600 skiers per hour.

The new Grand Prix Poma lift will provide a second connection from Quarterway to Midway and allow direct return from the bottom of Grand Prix run to Midway. The Grand Prix lift is 4800 feet long, rises vertically 1100 feet, and will accommodate 650 skiers per hour.

This new combination of lifts furnishes two independent routes from Base to Midway in anticipation of major growth for the next five years.

Other improvements at Aspen Highlands this summer include major widening and grading of Park Avenue trail from Quarterway to the base lodge, and extensive widening and grooming of existing trails and slopes. An estimated one million yards of dirt are being moved, making the project resemble major mountain highway construction.

Maroon Bowl, Colorado's newest and most unique ski run, will be open next season to parties of expert powder skiers. The bowl, up to a mile wide, drops 4000 feet from near the top of Highlands Peak to the Maroon Creek Valley.



O. William Brehmer

Jim Domke photo

Highlands has new director of marketing

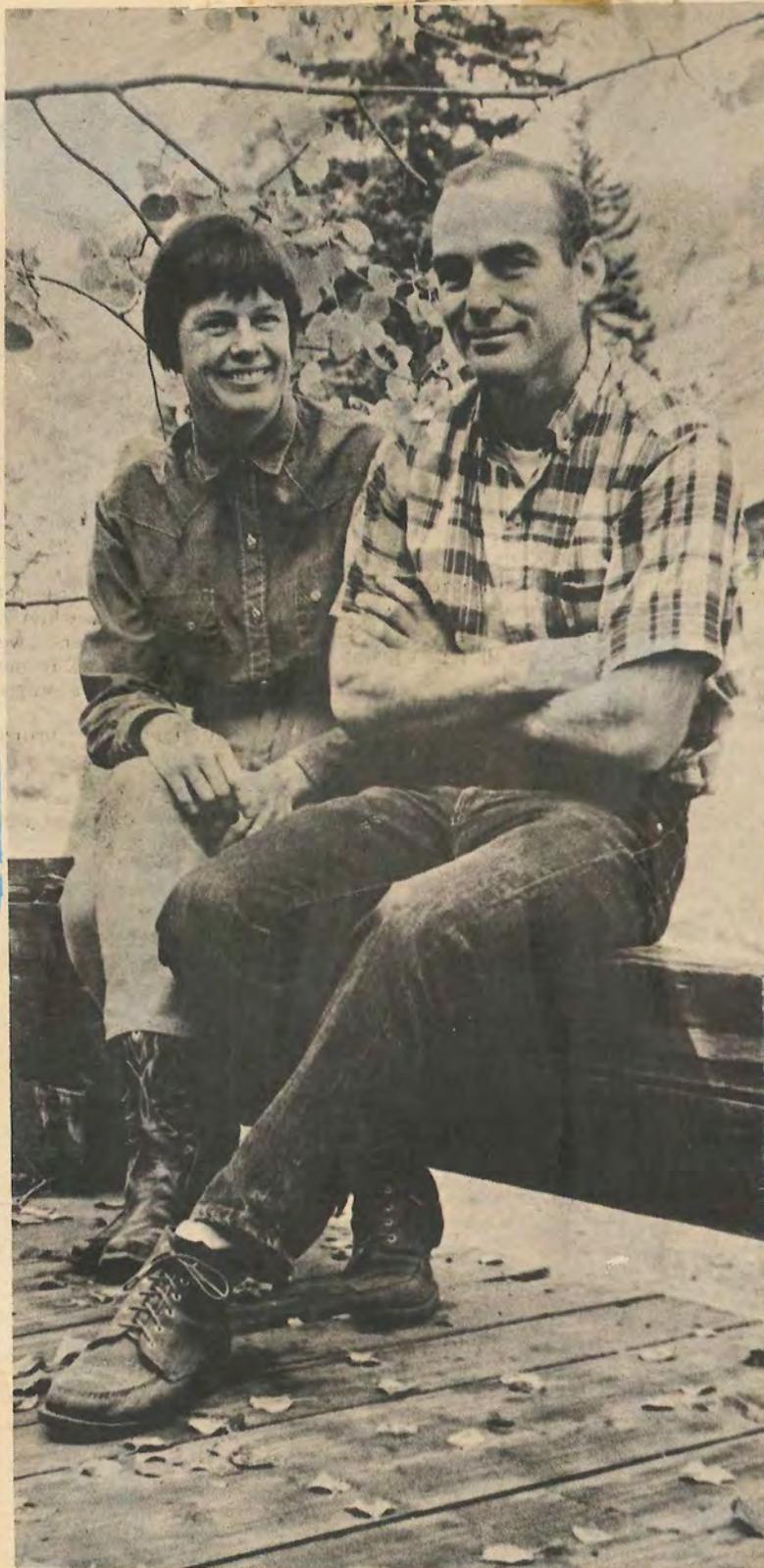
O. William Brehmer is the new director of marketing at the Aspen Highlands ski area.

The appointment was announced recently by Whip Jones, Highlands president and general manager.

Brehmer is a native of Montclair, N.J. and a graduate of Colgate University at Hamilton, N.Y. He has worked in marketing capacities with several major consumer products corporations and a leading advertising agency.

His assignments have included sales management, promotion and advertising, research, and product development. At Highlands, he will be assisted by Miss Christie Harrison, former manager of the Villa of Aspen and the Nugget Lodge.

Brehmer replaces Lew "Mac" McPherson who joined the Heavenly Valley ski area at South Lake Tahoe, Calif. on June 30. McPherson and his wife, Marge, also a Highlands employee, have been Aspenites for two years.



Mr. and Mrs. Everett Peirce, former restaurant operators at the Buttermilk Mountain ski area, will manage the restaurants at Aspen Highlands this winter. According to Highlands, the Peirces will take over both the base-lodge restaurant and the Merry-Go-Round at mid-slope. They expect to hire from 25-30 people, mostly local residents. From 1962 through the 1967-68 season, the Peirces ran the base restaurant and Cliff House at Buttermilk. In the summer and fall, they operate their Snowmass Lodge on Snowmass Creek. Last winter, the Peirces and their three children — Fred, Tom and Melanie — lived in Isla Morada, Fla. where Mr. and Mrs. Peirce directed food service at the Plantation Resort.

Aspen Highlands photo

Season ski ticket \$80 at Highlands

A season ski ticket for an individual at Aspen Highlands will cost \$80 if purchased prior to Thanksgiving Day, it was announced this week.

From Thanksgiving on, the price goes up to \$100. According to Highlands officials, the special rates apply to residents of Aspen, Basalt, Carbondale and Glenwood

Springs, as well as to condominium and other property owners.

Before Thanksgiving, the family price is \$160. Children under 12 years of age are included in family tickets.

An additional \$50 per child is charged for youngsters 12-18 years old. Skiers over 18 years of age are considered adults and will pay the \$80 individual fee.

The family rate after Thanksgiving is \$200.

Daily tickets this winter for residents of the Roaring Fork valley will be \$6. Last year, residents of the Western Slope were charged \$5 for a daily ticket.

Skiing Sept 1969

Aspen Highlands

One of the largest areas in the U.S. in terms of vertical (although the top 800 feet are only of limited interest and for experts only). The area's forte is intermediate skiing and this year it will be even further improved with the addition of two new chair lifts to provide more uphill capacity for the most popular terrain. Better skiers might find the Highlands a bit tame, although the sheer physical scope of the mountain is suit-



ably impressive. The Fred Iselin ski school teaches what it calls the French International Technique; it's lots of fun and not nearly as unconventional as it sounds.

Location: 2 mi. from Aspen **Lifts:** 5 double chairs, 5 Pomas **Terrain:** 36 open slopes; 3 beginner, 2 intermediate trails; longest run, 5 mi.; vertical rise, 3,800 ft. **Open:** daily **Lift fee:** \$8 **Ski school:** Fred Iselin, Dir.; 40 full-time, 40 part-time instructors; French Int'l. Tech. **Facilities:** cafeterias, bars, restaurant, rentals, ski shop, nursery (Amer. Exp., Diners' Club, Carte Blanche, Bank-Americard) **Information/Snow reports:** 925-7302, 925-3945.

ASPEN

Skiers Gazette OCT 14, 1969

Two new Poma lifts were installed at Highlands this

two independent routes from Base to Midway in what the area terms "anticipation of major growth."

A new Golden Horn poma rises 650 feet in 2,300 feet from the top of Thunderbowl lift to the top of the Upper Poma, providing a second route from base up to Quarterway.

The second new lift, Grand Prix Poma, provides a second connection from Quarterway up to Midway and allows direct return from the bottom of Grand Prix run to Midway.

Highlands also reports extensive widening and grooming of existing trails and slopes. There was major widening and grading of the Park Avenue trail from Quarterway down to Base.

The Maroon Bowl on the northwest face of Highlands Peak will be opened this season to small parties of expert powder skiers for guided runs: 4,000 feet, top to bottom.

The new Highlands lifts raise the total lift capacity to 6,950 skiers an hour.

The Highlands is offering a much expanded group activities program this year under the direction of Tim McNally. Day time programs include races; wine and cheese picnics on the mountain, and apres-ski parties. In the evening, groups can participate in curling or a snowmobile party. The base lodge will be available for private parties.

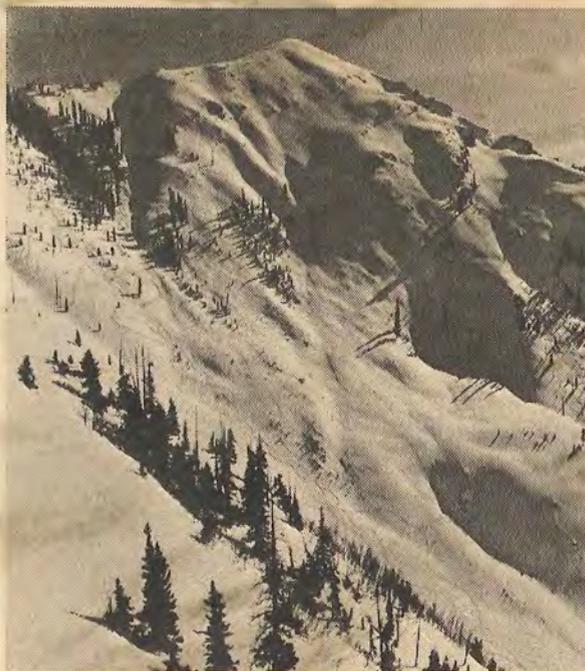
ASPEN HIGHLANDER

Published by Aspen Highlands
The Balanced Mountain
 P.O. Box T, Aspen, Colorado 81611
 Phone 303/925-7302
 November, 1969

**ASPEN
HIGHLANDER**
 An advertisement

Our Goal

The Aspen Highlander is published for the sole purpose of keeping you, the skier, informed as to what's going on at Aspen Highlands. We will endeavor to print only newsworthy and interesting facts that will be of use to you when in Aspen or when planning a trip to Aspen. We welcome your comments and suggestions regarding our facilities and activities. We pledge that we will do our best to make Aspen Highlands the finest and most fun ski area in the U.S.



Maroon Bowl

Maroon Bowl — High, Wide and Handsome

The 1969/70 season will mark the first full year of skiing in our great new Maroon Bowl. Opened late last spring it quickly gained a reputation for super powder skiing. World famous skier and ski photographer, Bob Chamberlain, says "Maroon Bowl offers the greatest powder skiing in Colorado . . . puts Aspen Highlands way ahead . . . and brings real powder skiing back to Aspen."

Served by the Loges Peak lift, the bowl is over a mile wide with a vertical descent of 4,000 feet. It is only recommended for expert skiers with powder skiing experience. Near the bottom the bowl opens into a near brush-free gully named Zig-zag Alley, which ends about ½ mile above the T-Lazy 7 Ranch where after-ski drinks are available. Skiers will be returned to the Highlands base area by bus and snowmobile.

Fred Iselin to again direct Ski School

World famous Fred Iselin will again direct his Ski School International at Aspen Highlands this year. Fred has taught over one million skiers his French International Technique. This technique is now recognized as the most modern method of ski instruction. Group and private lessons will be available 7 days a week. If you are a parallel skier and you want to brush up on your technique we urge you to attend Fred's annual Ski Instructors clinic to be held the first week of December. See coupon below for details.

THIS COUPON PLUS \$60
 ENTITLES YOU TO ATTEND
 THE WORLD FAMOUS

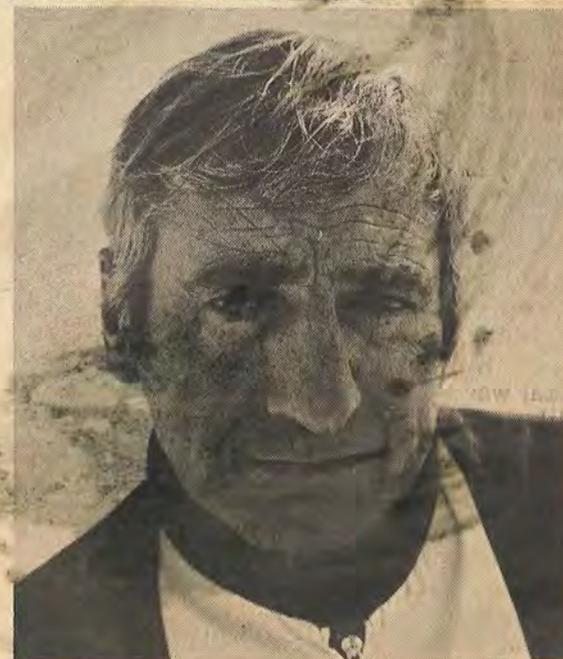
FRED ISELIN

SKI INSTRUCTORS CLINIC

December 1
 through
 December 5

5 solid days of instruction in the
 newest and most progressive skiing
 method available anywhere.
All parallel skiers invited.

SEND \$20 DEPOSIT TO:
 FRED ISELIN SKI SCHOOL
 BOX T
 ASPEN, COLORADO 81611
 303/925-7302



Fred Iselin

Highlands Highlights

Restaurant Operations

We are pleased to announce that Everett and Freddie Peirce will operate both the Base Lodge restaurant and Merry-Go-Round restaurant located at the top of Exhibition Lift. The Peirces have a long and successful food service background and have a great deal of experience in ski area restaurants, having operated the Buttermilk Ski Area restaurants from 1962 to 1968.



Everett and Freddie Peirce

College Rate

Aspen Highlands will offer a special \$7.00 daily lift rate to all college students during the coming season. Three day and six day special rates are also available on request. College I.D.'s are required.

Skier Day Increase

Aspen Highlands registered an 80% increase in skier days during the 1968/69 season. To assure ample skiing facilities new lifts and runs have been built.



Free Bus Service

Continuous free bus service will again be available from town to Aspen Highlands. Buses will operate from 8:30 AM to 6 PM seven days a week. During peak periods they will run every 15 minutes.

1969/70 Season

1969/70 Ski Season at Aspen Highlands will run from Nov. 27, Thanksgiving Day, through April 19, 1970. Lifts will run from 9 AM to 4 PM.

Beginners Area

The biggest and best beginners area in Aspen is conveniently located in the Aspen Highlands base lodge area. 3 lifts devoted to beginners. Ski School students quickly progress to Exhibition lift for intermediate skiing. Warren Miller, famed ski film photographer, says that slopes between Midway and Quarterway offer some of the finest intermediate skiing in the country.

Group activities coordinator appointed

Aspen Highlands has taken an exciting step closer to being the number one ski area in the country for ski clubs and groups. A new member of the marketing team, **Tim McNally**, will be working full time to make group skiing at the Highlands more exciting than ever before. Tim will report to **Bill Brehmer** our Marketing Director.

Again this year, slalom and giant slalom races will be offered free of charge to clubs and groups. These courses are set up by members of our ski school staff specifically for the skiing ability of your group. Obstacle races will also be part of our racing program.

Wine and cheese picnics on the mountain will also be available to groups along with our famous apres ski parties in the base lodge. Incidentally, the base lodge will also be available for private parties, movies and lectures by our ski school staff. If your group is interested in using this facility please contact Tim.

Two exciting additions to our group activities are in the process of being finalized. In cooperation with the T Lazy 7 Ranch we will be offering an evening snowmobile party for groups. Hot and cold beverages and a roaring bon fire will round out the evening. The other addition is curling, a traditional Scottish game that's growing in popularity in this country by leaps and bounds. Curling is played on ice and is similar to

shuffleboard. The Brown Ice Palace in Aspen, in cooperation with the Highlands staff, will be offering this fun sport.

Clubs and groups coming to Aspen are encouraged to write or call McNally in advance of their trip for further details on group activities.

Now, 10 lifts

Two new high speed lifts are in the process of being built at Aspen Highlands and should be ready by the opening of the new ski season. This makes a total of ten lifts in all . . . more than any other Aspen area mountain.

The new lifts will double lift capacity between the base and Midway. One new lift — **Golden Horn** — will ascend from the top of the existing Thunderbowl lift to the top of Golden Horn run. It will be 2850 feet long with a vertical rise of 680 feet.

The second lift — **Grand Prix** — will parallel the existing Exhibition lift from quarterway to midway thus providing alternate routes to the upper slopes. It will also make many excellent runs more accessible. This lift will be 5100 feet long with a rise of 1160 feet.

Slopes have been widened and new runs have been built. All this means better service, less crowded conditions, more lift capacity and greater skiing for you — our customers.

Area Photography

Aspen Highlands will be among the first ski areas in the U.S. to offer color 8x10 prints of skiers, clubs and groups on a next day basis. This year skiers will receive the pictures they ordered the day after they're taken at a comparable cost to traditional black and white prints. Camera rentals and film will also be available near the base lodge.

FOR MORE INFORMATION

Mail this coupon to:

ASPEN HIGHLANDS

P.O. Box T, Aspen, Colorado, 81611

Please send information about:

- Ski Club and Group Activities
- Ski School
- Trail Map & Brochure
- Please send my personal copy of The Aspen Highlander to:

Name

Address

City

State

Zip

**ASPEN
HIGHLANDS**

Highlands Golf Tourney

Jack Brendlinger, owner of The Applejack Inn, won the first annual Aspen Highlands-Lodgeowners Invitational Golf Tournament, held at the Aspen Golf Course last Wednesday, Sept. 24.

Brendlinger's gross score was 42 for 9 holes, and his net score was 37.

There was a tie for second place between Bill Wheeler of the Aspen Alps and Don Horton of Maroon Creek Lodge. Their net score was 38.

In addition, Chris Lewis of the Hillside Lodge won a prize for being closest to the flag on the 3rd hole. Bill Brehmer of the Highlands had the longest drive on the 9th hole.

First prize was a Season's Pass to the Highlands. Other prizes were selected by the winners from the Pro Shop.

Brendlinger wins Lodge golf toumey

Jack Brendlinger, owner of The Applejack Inn, won the first annual Aspen Highlands-Lodgeowners Invitational Golf Tournament at the Aspen Golf Course on Wednesday, Sept. 24.

His gross score was 42 for nine holes and his net score 37.

There was a tie for second place between Bill Wheeler of the Aspen Alps and Don Horton of Maroon Creek Lodge. Their net score was 38. In addition, Chris Lewis of the Hillside Lodge won a prize for being closest to the flag on his drive at the third hole. Bill Brehmer of the Highlands had the longest drive on the 9th hole.

Brendlinger won a season's pass to the Highlands for his winning effort. He won a golf bag cover, a pair of Continental Airliner shoes. Other prizes were selected by the winners from the Pro Shop, operated by Yvan Ta...

The Aspen Times
October 2, 1969

October 9, 1969 The Aspen Times



A new nature trail, with informative signs, has been cut at the top of Loges Peak at the Aspen Highlands by the U.S. Forest Service. Legends give hikers facts on the terrain, flora and fauna. For instance:

"Foliage at 11,800 feet is equivalent to that at the Arctic Circle in Northern Canada." The trail can be reached on foot, or via the Highlands chairlifts.



MARLIN MAN

The face above (Fred Iselin's) belongs to the man doing the "I feel like a marlin" jump in the September issue of *Ski* and was photographed while he lectured a group of ladies (in Acapulco) on "how to play with a cornice while looking into a mirror and asking 'who is the cutest terrain-jumper of them all?'" Need he ask?

SPORTS

Highlands team off on ski show circuit

October will be a busy traveling month for the three members of the Aspen Highlands marketing staff. They will be attending six major ski shows as well as meeting with numerous ski clubs, travel agents and airline personnel.

Bill Brehmer will travel to San Francisco, Los Angeles and New York. Chris Harrison will visit Chicago, Detroit and Minneapolis.

Tim McNally, newly appointed group activities coordinator, will be giving talks to many ski clubs in the midwest and southwest. He will be using slides, brochures and movies to supplement his effort. The movies have been graciously loaned to the Highlands by the Aspen Skiing Corp.

"Aspen
and sweet and clear, and Loma.

Aspen Highlands Ski Area

Welcomes Hunters

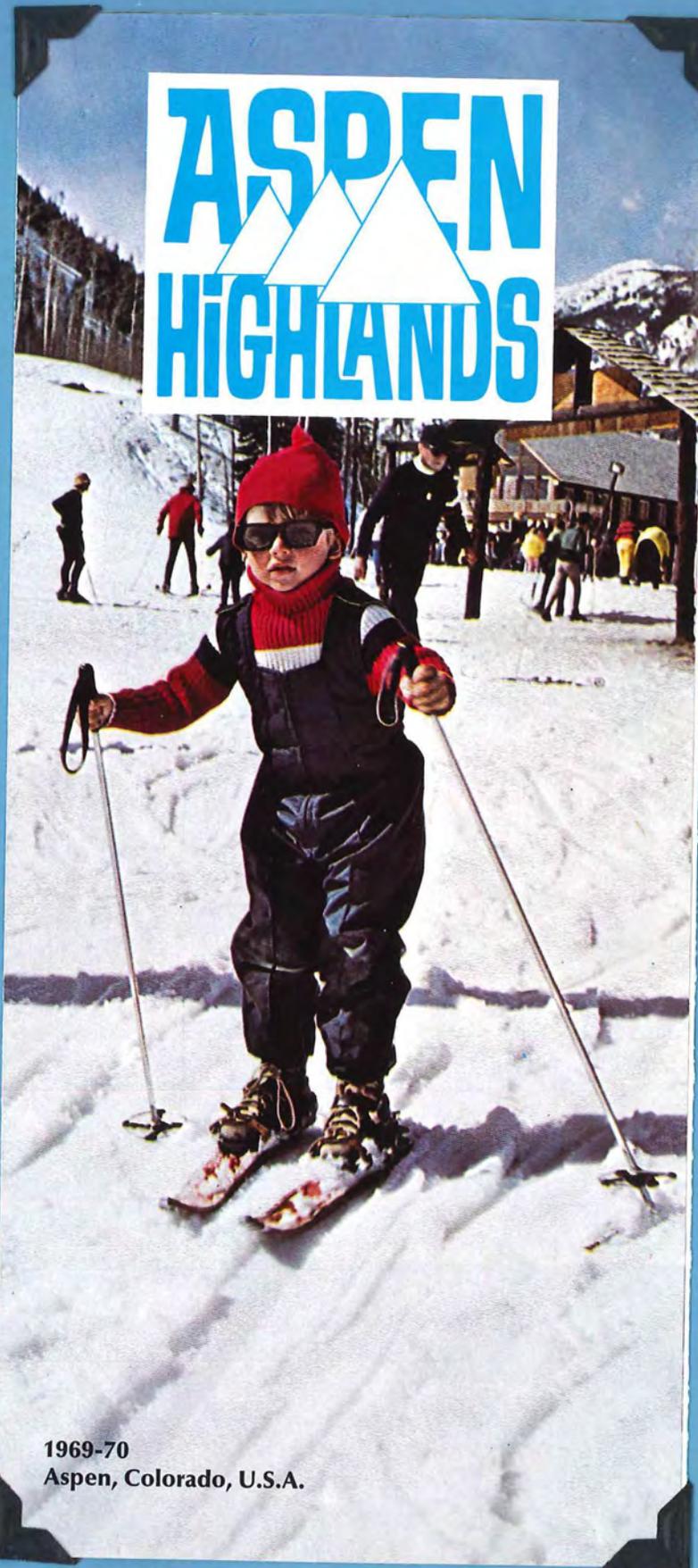
Saturdays and Sundays

Area access roads are closed weekdays due to construction

Thank you —

The Aspen Highlands

ASPEN HIGHLANDS



1969-70
Aspen, Colorado, U.S.A.

Brochure 69-70

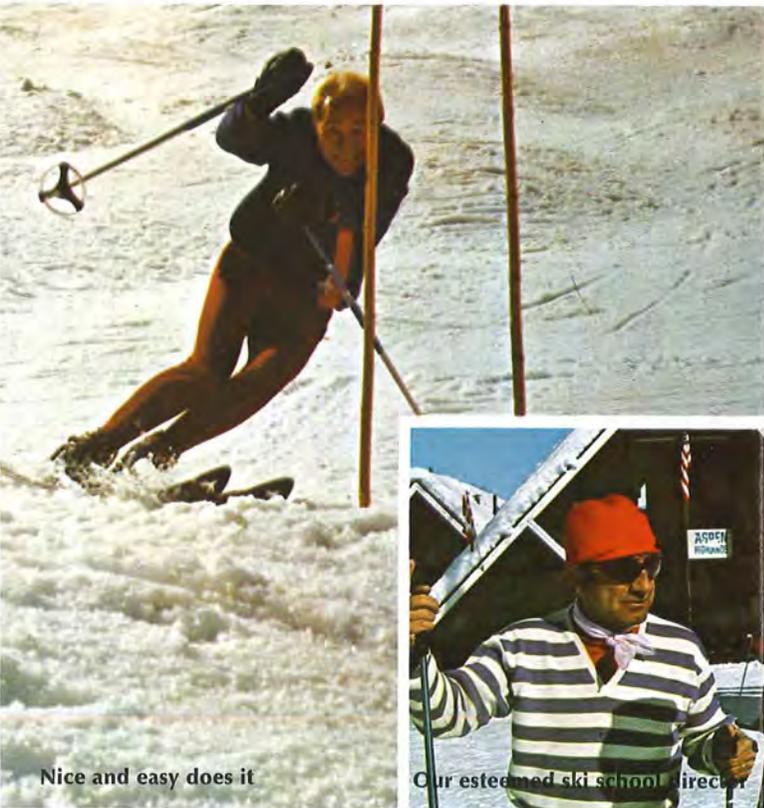
ASPEN HIGHLANDS



1969-70
Aspen, Colorado, U.S.A.



Doing what comes naturally



Nice and easy does it



Our esteemed ski school director



Dear Gang—love these gentle slopes!

ASPEN HIGHLANDS

Aspen Highlands is proud to be part of the world's greatest skiing complex. The Highlands is a "Balanced Mountain" in that it offers the greatest variety of terrain, suitable for all types of skiers from novice to expert.

Three of our ten lifts serve beginners exclusively and are located in the base lodge area . . . convenient to the Fred Iselin Ski School. Grand Prix, Moment of Truth, and Upper & Lower Stein Eriksen offer the most challenging expert skiing in the country. And our Exhibition, Meadows and Red Onion runs make for superb intermediate skiing.

Over 55 miles of ski terrain, more than 40 runs and bowls, a 3800-foot vertical rise, greater lift capacity, gentle beginner slopes, challenging intermediate slopes, and demanding expert slopes—all combine to make skiing Aspen Highlands a joyful and fulfilling experience for everyone of every ability. We call it the Balanced Mountain. We'd like to share it with you.

Fred Iselin's International Technique has come to be known as the most progressive method of teaching available in the United States. The Iselin technique is being widely recognized and imitated as the best method of skiing under any and all snow conditions. Ski school instruction is offered to people of all skiing abilities, from rank beginners to aggressive racers. C'mon and join us for the best and most fun learning experience you'll ever have.

Open spring 1969, our great new Maroon Bowl offers powder skiing buffs the ultimate opportunity to "do their thing". World famous skier and ski photographer Bob Chamberlain says, "Maroon Bowl offers the greatest powder skiing in Colorado . . . puts Aspen Highlands way ahead . . . brings real powder skiing back to Aspen."



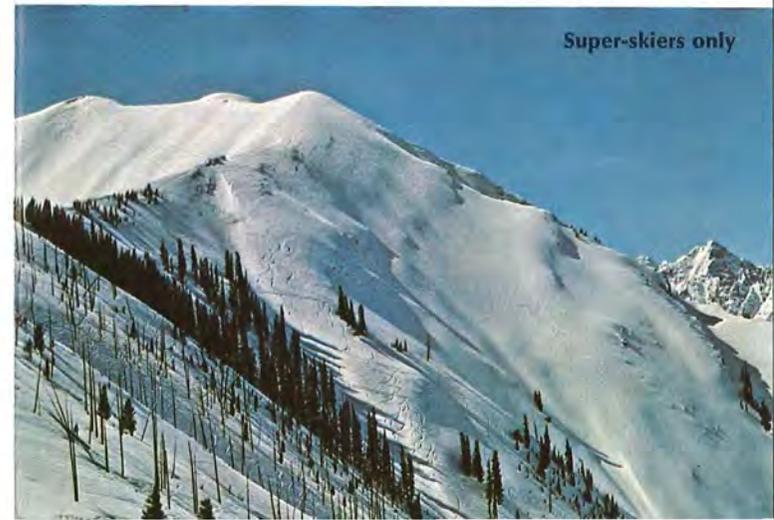
Magnifique!



Ho-Hum



Over the meadows and through the woods . . .



Super-skiers only

Eat, Drink, and Be Merry

Everett & Freddie Peirce, long-time Aspen restaurateurs, run our base lodge restaurant and Merry-Go-Round Restaurant at Midway. Great food and a warm, convivial atmosphere await you.

After an exhilarating day on the slopes, a hot buttered rum, a cocktail or beer hit the spot in one of our bars. Musical entertainment and sing-a-longs are offered daily.



Clubs and groups have traditionally favored Aspen Highlands because of the warm reception and personal atmosphere. This year, more than ever, a wide variety of activities during the skiing day and in the evening are being offered. The special busses to pick up groups, the beer parties, wine and cheese picnics, slalom races and obstacle races all combine to make Highlands the fun place to ski.

Our group activities coordinator has the sole responsibility of making your visit to Aspen Highlands the best ski time you ever had. We want you to think of him as your man in Aspen.

Free busses run every 15 minutes between Aspen and the Highlands, with stops all over the town of Aspen. We'll even pick you up at the competitive mountains!

Rental equipment, repair service, ski equipment, and the latest in ski apparel are all available at the Aspen Highlands Ski Shop.



For your convenience and skiing pleasure we've installed two new lifts, making a total of ten lifts in all—more than any other Aspen mountain. More lifts mean less waiting in lines and more skiing. And that's what we're here for—to offer you superb skiing—and more of it than anywhere else.

Lift Statistics:	Length	Rise	Capacity
BEGINNERS CIRCUIT—			
Half Inch Poma	400'	45'	500/hr.
Little Poma	490'	90'	500/hr.
Smuggler Double Chair	1600'	300'	800/hr.
INTERMEDIATE AND EXPERT—			
Thunderbowl Double Chair	3000'	900'	850/hr.
*Golden Horn Poma	2300'	650'	600/hr.
Exhibition Double Chair	8800'	2000'	750/hr.
*Grand Prix Poma	4800'	1100'	650/hr.
Upper Poma	1600'	600'	600/hr.
Cloud 9 Double Chair	3000'	900'	850/hr.
Loges Peak Double Chair	3300'	900'	850/hr.
Total Lift Capacity, skiers per hour—6,950			
*New—1969/70 season.			

Elevations:		
Base—8,000'	Midway—10,000'	Top—11,800'

Ski School Instructor Clinics are held twice a year—the first week in December and the last week of the season. They're open to all parallel skiers. If you want to put the finishing touches on your technique, join Fred Iselin and the rest of the pros. Fee is \$60.00; call or write for more information.

ASPEN HIGHLANDS

SKI SEASON
November 27, 1969,
through
April 19, 1970

Open daily
9:00 a.m. to 4:00 p.m.

For more information, write P.O. Box T, Aspen, Colorado 81611. Phone 303/925-7302.

Printed in U.S.A.

ASPEN HIGHLANDS



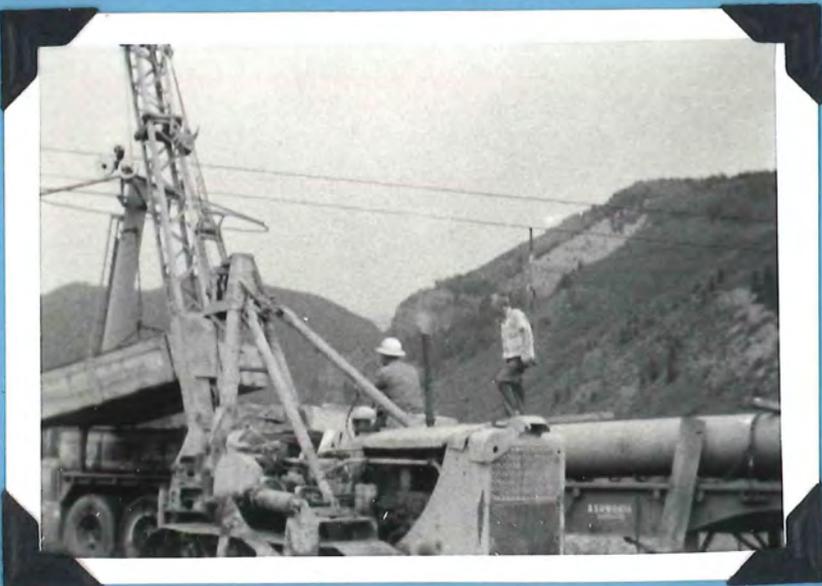
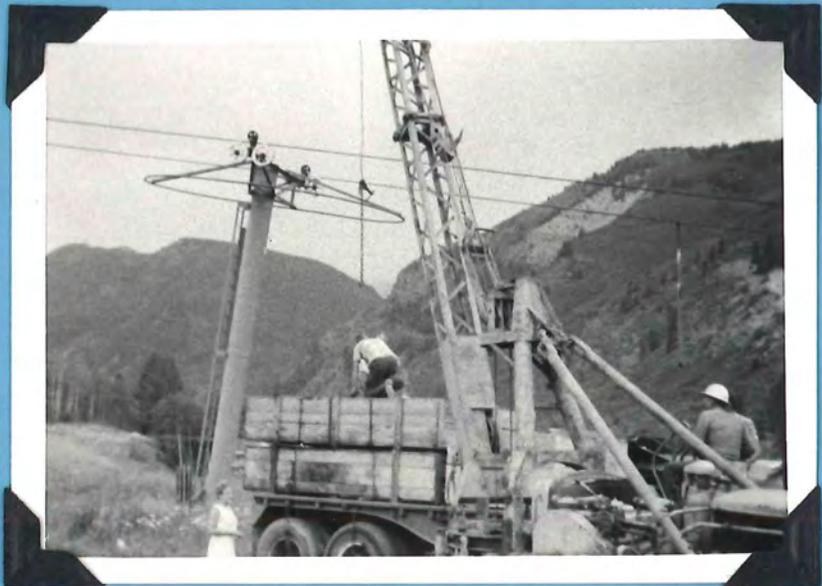
1969-70
Aspen, Colorado, U.S.A.

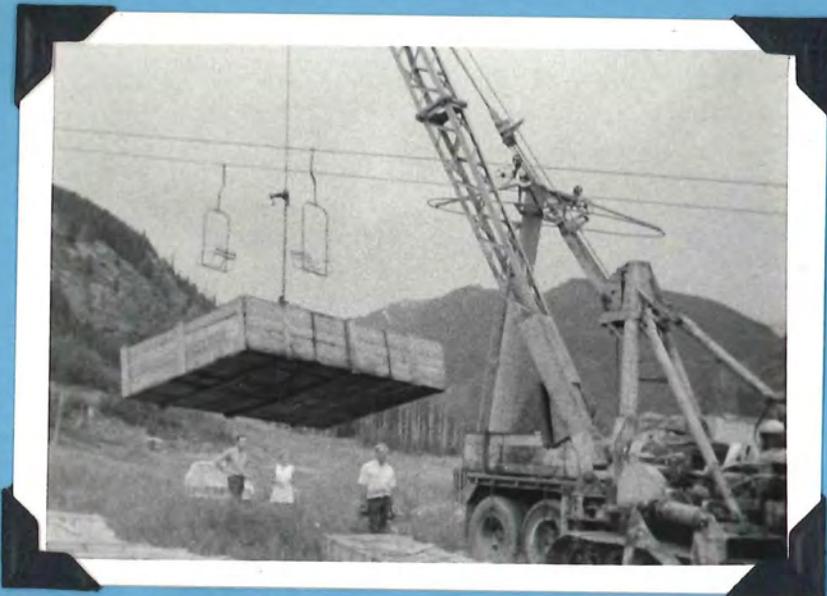
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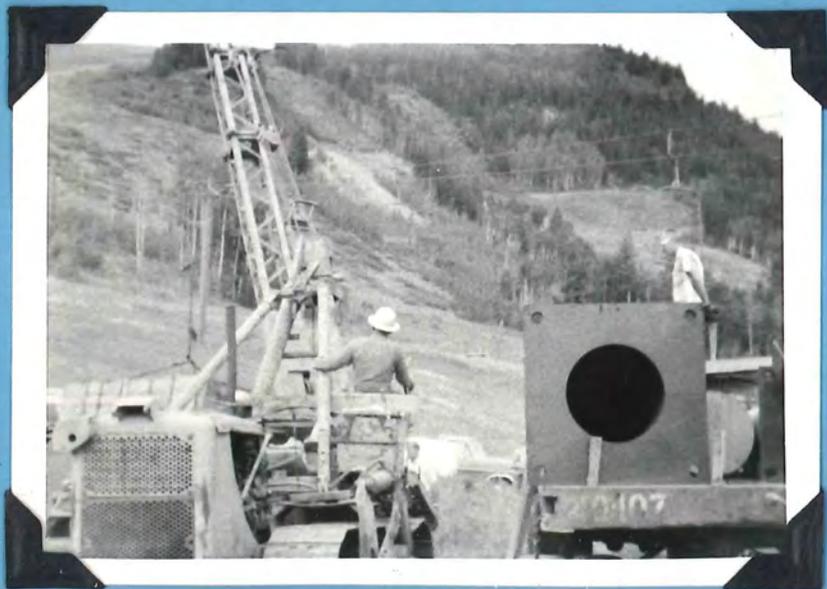
G. McLine Tom Deal

Summer 1969





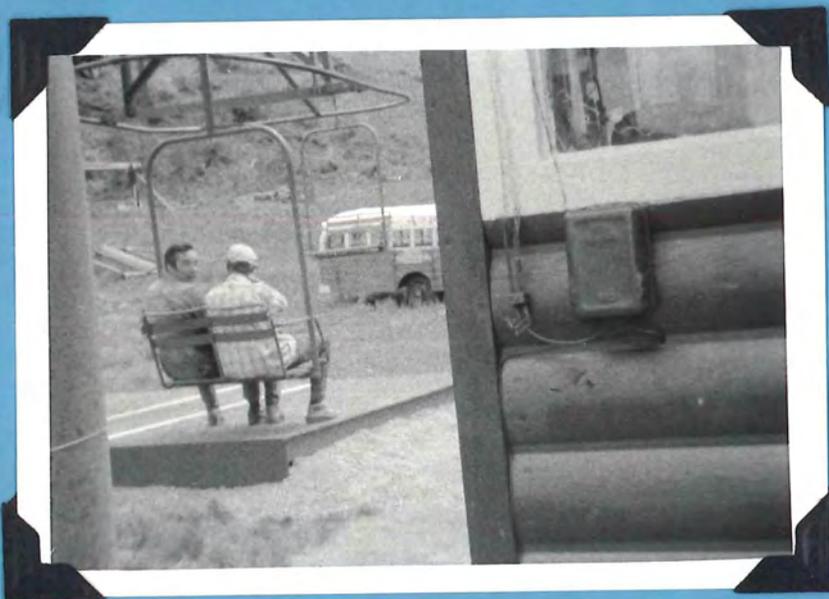
Unloading
Pomahji —





Tom Neal Eric Zeller

Bottom of Exhibition



Summer 1969



Snowbirds, estimated at 5-million, have made skiing a \$1.1-billion market.

Recreation

Big money plays in the snow

Snow reports are being read with as much enthusiasm in corporate board rooms these days as they are by snow bunnies. Skiing has become big business. And more and more major corporations are schussing for a spot in the burgeoning ski resort field.

Last month, LTV Aerospace Corp. joined the snowballing trend. In a \$3.5-million deal, the Ling-Temco-Vought, Inc., subsidiary acquired Mt. Werner at Steamboat Springs, Colo. And other recent buffs include American Cement Corp., International Paper Co., Boise Cascade Corp., Ralston Purina Co., St. Regis Paper Co., Weyerhaeuser Co., Scott Paper Co., and Johns Manville Corp.

What they are all looking for is a piece of an estimated \$1.1-billion market. According to some sources, there are close to 5-million skiers in the U.S., and frequently their needs go unfulfilled. James J. Ling, president of LTV, reportedly became aware of the business opportunities in skiing when he tried to get last minute Christmas accommodations at Aspen and Vail last year and was turned away.

The prospects. "Ski areas are like electronics companies 15 years ago," says Charles D. Lewis, former executive vice-president and treasurer of Vail Associates, Inc., a ski resort developer in Vail, Colo.



The LTV bet is \$3.5-million put on a "sleeper", the Mt. Werner ski area in Colorado.

"Maybe the future investment is in this type of thing," he says.

LTV seems to agree. Many skiers consider Mt. Werner a "sleeper." It has excellent terrain, but lacks base facilities (lodges, restaurants, and night spots), and has been underpromoted. LTV plans to fill that breach—and then some. Its \$3.5-million package included \$500,000 in cash, 65,000 shares of aerospace stock, and assumption of liabilities. It also acquired an option to purchase \$3.5-million worth of adjoining land and committed itself to spending an additional \$4-million to \$5-million in the area over the next five years. Next season alone it plans to spend \$1.5-million on a gondola that will double ski lift capacity.

"I don't classify this as an experiment," says LTV Aerospace President Paul Thayer; "We haven't been known to spend this kind of money on an experiment."

Romantics move over. The romance of skiing may have lured earlier investors, but industrial corporations are more hard-nosed. "The profit motive is pretty high," says Thayer, in explaining his own company's interest. "There is no question in my mind that the recreation market is important as income increases and leisure time increases. We'll have a four-day week one of these days."

American Cement got into ski resort development three years ago for many of the same reasons that now motivate LTV. It bought 50% of Snowmass-at-Aspen from the developer, Janss Corp., for \$1.5-million. Last winter, it bought the second half, but by then the price had gone up to \$2-million. Mt. Werner's original developers turned a neat profit by selling to LTV for \$3.5-million what it cost them to develop for \$1.5-million to \$2-million.

For wood products companies, who own vast tracts of timberland, ski resort development is a natural. Both

Weyerhaeuser and International Paper were lured into the field when nearby ski areas increased the value of their holdings.

The bait. Weyerhaeuser's Jay Peak in northern Vermont was originally laid out by a group of ski enthusiasts as a small-to-middle-sized area on government land adjacent to the company's tree farm. The group tried to get the company to invest in 1966. The company took a look, and ultimately bought 99% of the resort with more than \$7-million invested at present. And ski development on other Weyerhaeuser properties is a possibility. Tracts in Washington have been described as "excellent Alpine skiing terrain."

International Paper, like Weyerhaeuser, is actively diversifying into the shelter industry, and its ski resort development at Stratton Mountain, Vt., fits neatly into its plans. Last year, IP acquired American Central Corp., a Midwest developer of second-home communities. This year, it added Spacemakers, Inc., a Boston-based manufacturer of prefabricated vacation homes.

The company owns 6.5-million acres of land in the U.S. (about 4.5-million in the southeast). Cornelius C. Rose, Jr., IP's vice-president for resources development, says: "For a long time we suspected we had land with a higher economic use than just growing timber. One of the most obvious was Stratton, where we owned 23,000 acres surrounding Stratton Mountain."

Bufs start it. Nine years ago, a group of executive ski buffs from southern Connecticut bought several hundred acres to develop what Rose calls a "small but very exclusive" ski resort. As a result of the values they created and the general uptrend of southern Vermont as a year-round resort area, Stratton became one of the obvious pieces for IP to develop," Rose says. The company is also considering ski re-

sorts at other Vermont parcels it owns—several thousand acres within five miles of Mt. Snow, and on land near Killington.

Boise Cascade opened its first ski area, Ski-Incline, in 1965 as an adjunct to Incline Village, a year-round recreation area on the north shore of Lake Tahoe. With the addition of ski lifts and snow-making machines this season, BC's investment comes to more than \$2.5-million. The company so far has not used its own properties for ski areas, but it does not exclude the possibility. Says one official: "We're looking for the highest value of the land."

Scott Paper Co. has bought \$25,000 worth of stock in Squaw Mountain Corp., which owns and operates Squaw Mountain ski area near Moosehead Lake in Maine, and has swapped some of its holdings adjacent to the mountain for land farther away. Scott owns land near Sugarloaf (also in Maine), but has no plans to build or invest in other ski areas at the present time. In addition:

- Ralston Purina Co. owns 50% of Keystone, a new ski area proposed for central Colorado.

- Bankers Bond & Mortgage Guaranty Co. of Philadelphia reached for a piece of the ski action in a joint venture with Philadelphia developer Donald Cohan. It formed Mt. Washington Development Co., and bought the venerable Mt. Washington Hotel in Bretton Woods, N.H., two small motels and 9,000 acres nearby.

- Leander McCormick Trust of Chicago owns 17% of Copper Mountain, an area not far from Vail that has been designated as an alternate ski site in Colorado's 1976 Winter Olympics bid. Other Copper Mountain partners include executives of Metro-Goldwyn-Mayer, Inc., and Coming Glass Works.

An increasing number of executives of major corporations are buying into this market on their own. Madonna Mountain Corp., developer of the Village at Madonna Mountain in Jeffersonville, Vt., was spearheaded by a group that included three top officers of International Business Machines Corp.—Thomas J. Watson, Jr., Arthur K. Watson, and George B. Beitzel.

The problems. Despite this new enthusiasm for ski area investments, the run has not been all that smooth for corporate skiers. Rounds and Porter Lumber Co. in Wichita, Kan., spent \$2-million to \$3-million between 1960 and 1966 trying to develop a ski resort at Breckenridge, Colo. The company still owns the area but has leased the ski lifts and lodging operations. Problems were many but the basic one may have been the lack of ski resort savvy. Says a former employee: "They tried to run it like a lumber company."

And Walt Disney Productions, Inc., has run afoul of the Sierra Club in its projected transformation of California's Mineral King area into ski dollars. The conservation group does not want anyone to run Mineral King like anything but what it is—a wilderness. **End**

COME SKI WITH US!

at

ASPEN HIGHLANDS

SPECIAL RATES FOR WESTERN SLOPE RESIDENTS

	Individual	Family*	Teenager+
Season Pass — until 11-26-69 _____	\$80	\$160	\$50
Season Pass — after 11-26-69 _____	\$100	\$200	\$50
Five Trip Ticket— good all season _____	\$25		\$25

*Children 12 or under free

+In conjunction with Family Pass only

ASPEN HIGHLANDS — THE FRIENDLY AREA

Over 58 Miles of Trails

10 Lifts

3800' Vertical Drop

Fred Iselin Ski School

2 Restaurants - 2 Bars

Aspen Highlands
Box T
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Highlands plans

November 27, 1969 The Aspen Times Page 1-C

national ski board

Prominent skiers from Atlanta to Los Angeles will meet at Aspen Highlands Dec. 5-7 for the first session of the Aspen Highlands Advisory Board, a unique organization which hopes to give the public a voice in ski area management and related industries.

According to Highlands marketing director Bill Brehmer, the scope of the Advisory Board will be skiing as a whole.

Information and recommendations which come out of the sessions will be available at no cost to other ski areas, ski equipment suppliers, and travel companies.

Brehmer said Charles Paterson, president of the Aspen Chamber and Visitors Bureau, would serve as the board's Aspen representative.

Vance Packard, executive director of the U.S. Ski Assn., has indicated that he is interested in the formation of the board and its activities.

Brehmer said one of the purposes of the board is to bring skiers into direct contact with most of the industries that affect

skiing — from equipment and apparel firms to travel agents, airlines and ski media executives. representatives of these firms will act as consultants to the board.

Highlands officials claim that this is the first national attempt to bring skiers into the policy making level of ski area management.

In effect, Aspen Highlands will offer its facilities and personnel as a test laboratory for new ideas, techniques and methods which will ultimately make skiing an even more enjoyable and rewarding experience, according to Highlands.

Results and tests — both successes and failures — will be made available to other U.S. ski areas in the hopes that they may learn from the experiences of Aspen Highlands.

Highlands also hopes the board can serve as an articulate and informed consumer panel for ski related industries. Acting in this capacity, the board has the ability to evaluate new products and services that are being, or are about to be, marketed to the skiing public.

Aspen Highlands officials said they feel that ski areas and related ski-oriented industries must keep the skier uppermost in their minds if they are to continue to grow as an industry.

The Dec. 5-7 meeting will draw skiers from Los Angeles, Seattle, Denver, Houston, Kansas City, Chicago, Minneapolis, Cleveland, Atlanta, Washington, D.C., and Boston.

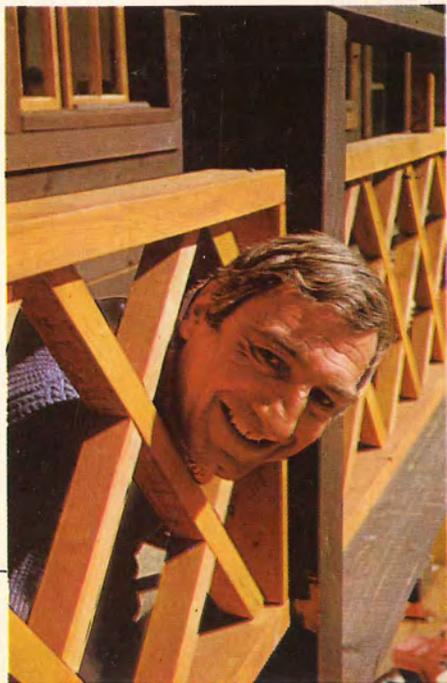
SKI AREA CAPSULE REPORT

A SPEN HIGHLANDS

Aspen Highlands is the damndest place you will ever ski. Built up the steep backbone of a dinosaur of a mountain, the terrain runs off to both sides, often compelling a long, flat run back to the backbone to get down. The most awesome run on the continent—visually, at least—is the razorback down from the apex Loges Peak, going down under its double chair. For the space of a quarter mile, you are on a knife-edge about 30 feet wide, with great avalanche slopes off to both sides. It's no more than advanced in difficulty, but the mental hazard is terrific. It is marked on last season's Highlands map as an intermediate run; it isn't. The Highlands itself has some great skiing. It has the world's longest chair, with some excellent intermediate and beginner terrain. Occasional stretches of good expert skiing exist on the upper mountain, but mostly the terrain ranges from intermediate to advanced. The big exception is the Maroon Bowl that can be run for its steep powder chutes in the Spring, because there are fewer experts to clean off the powder, for one thing. For another, the advanced and intermediate terrain holds powder very well and is a ball to ski in powder conditions. One of the good new things that has happened to Highlands is a second lift from Quarterway to Midway, to enable skiers to avoid the flat, lower part of the mountain yet still enjoy the excellent intermediate trails from Midway. Another advantage for the skier at Highlands is the small crowds—but this is an advantage owner Whip Jones would like to eliminate.—*Morten Lund*



The unique photograph, above, of Aspen Highlands was taken by George Wilkinson, who double-exposed the mountain through red and blue filters on infrared film. Right, Fred Iselin is probably watching a well-filled pair of ski pants saunter down a Highlands byway. The Highlands itself is part of the four-mountain Aspen complex and uses the same group of lodges and restaurants.

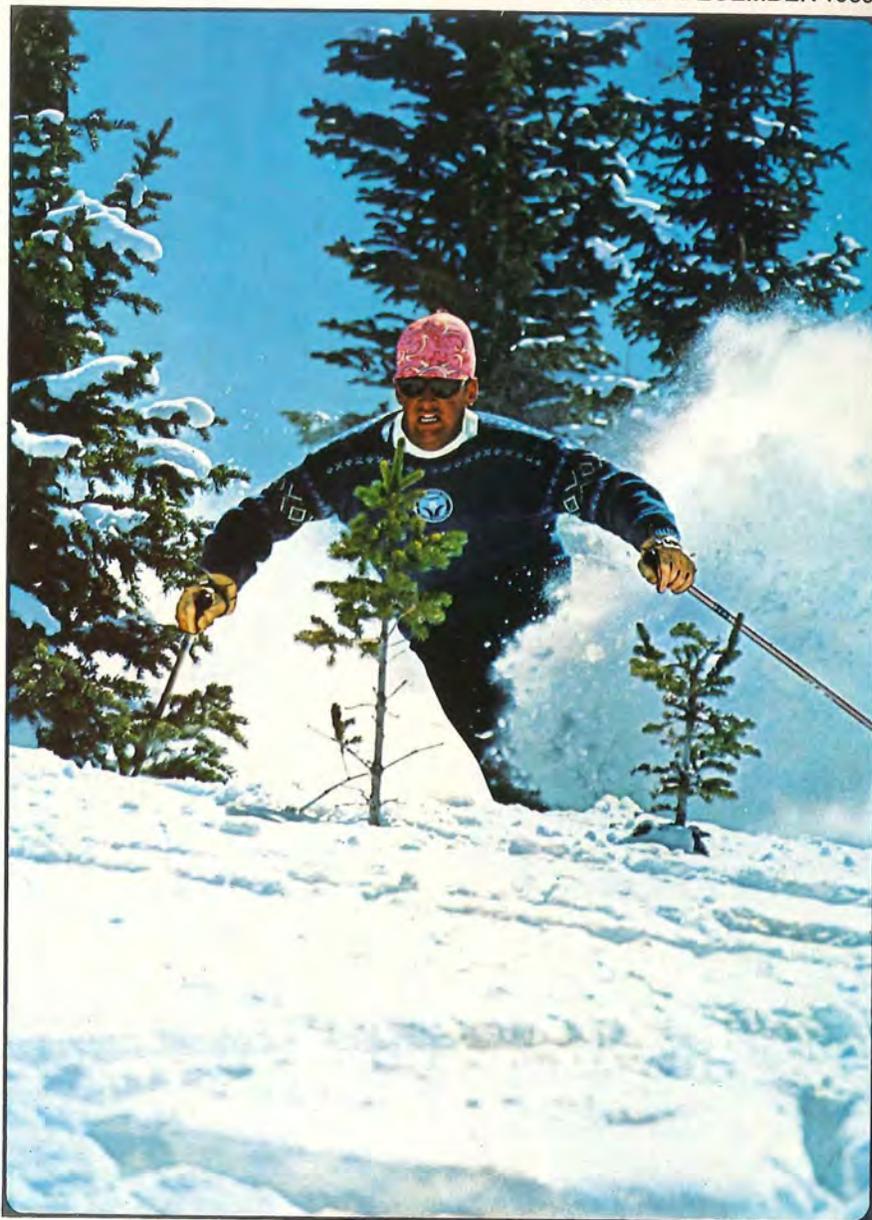


A...

ASPEN, COLORADO, HAS MORE ski bums than Canada has U.S. draft resisters, more ski luminaries than a Warren Miller film, and more snow-crazy dogs than Nanook of the North. It's got two of the country's finest restaurants—priced to match—and as Fred Iselin says, "If it only had a decent hotel, it would be the chic-est ski resort in the world." A town of nearly 3,000 permanent residents and about 15,000 transients a week, it's got an abominable public transportation system, a river polluted by raw sewage, and a parking problem. To get there from Denver, you either pay \$25 per to fly, or you drive 210 miles over Loveland and Vail passes—one of which is bound to be snowed in.

Nevertheless, Aspen is the uncrowned queen of North American skiing, as it was once the silver queen. Aspen miners once wrenched from the ground a silver nugget weighing more than a ton; Aspen mountains now wring from the sky powder snow so light and dry, it's like skiing on a cloud. It is blessed with a superabundance of Colorado sunshine and a season which lasts from December through April 15—right into the summer if you're willing to forego lifts and climb or the snow. The four Aspen ski areas—Buttermilk, Aspen Mountain, Snowmass, and Aspen Highlands—offer 30 lifts and more than 200 miles of trails,

(continued on next page)



Beautiful mountain, beautiful snow, beautiful skier. Aspen. Beautiful!

NORM CLASSEN

...IS FOR ASPEN

By DINAH B. WITCHEL

The group of skiers on the right is standing on the top of Snowmass. From here, there's over four thousand vertical feet of magnificent downmountain meandering to be had. But for now, the summit of Snowmass is accessible only by snow cat or climbing. It's worth the trip, for often there's powder to smoke up of the sort the skier on the far right is almost burying himself in. Beneath him—Deer Park and Gretl's on Aspen mountain. Find the ski class.



ranging in difficulty from Fanny Hill at Snowmass, which is only slightly steeper than a skating rink, to Silver Queen at Aspen, which is only slightly flatter than a waterfall. There is no other area in North America which contains so much developed terrain with such reliable snow and weather conditions.

It's the snow which keeps Aspen green and Aspenites know it. When Aspen's silver mines finally closed down at the turn of the century, they had produced more than \$100 million worth of ore. Aspenites today put in as much effort and ingenuity mining the pockets of skiers as they once did mining the silver. There is no skier's whim which would go unsatisfied: from Malassol caviar on toast points to corned beef on rye, from a pousse café in a penthouse to an underground tea party. A sealskin jump suit? Aspen has it. Scruffy Levis. Aspen has them too. Fiberglass boots to match your fiberglass skis, a pop poster, Indian artifacts, a dinner plate painted with JFK's portrait. Aspen's got them all, including a medical clinic staffed by outstanding orthopedic surgeons. Just bring money and lots of it. Because what Aspen has, it is not giving away.

Some great part of Aspen's attraction

is that it is a real town, not one of those freeze-dried pseudo-Tyrolean affairs to which you add three lifts and four and a half quarts of snow and zap!—Instant Ski Village. Aspen goes back nearly 100 years, and it pulses with all the conflict and history of a Rocky Mountain Peyton Place. For instance, the president of the Aspen Skiing Corporation, D.R.C. Brown, Jr., is the son of a grocery clerk who trekked over a high pass to Aspen and became one of Colorado's legendary mining millionaires. Descendants of others of those feisty first families still live in Aspen. Those who immigrated later tended to be of the same maverick stripe, attracted by the skiing bonanza and the isolated beauty of the Roaring Fork Valley.

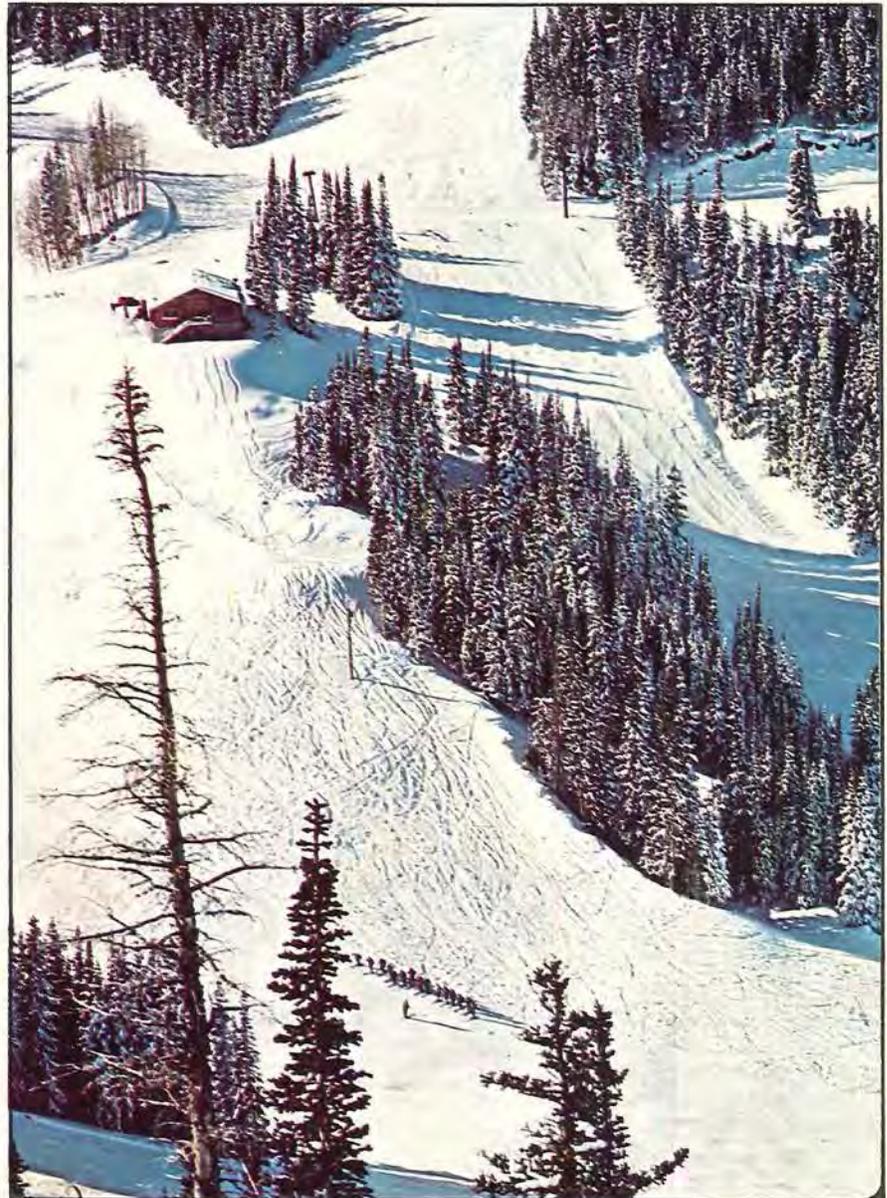
Not that Aspenites were rejecting civilization; far from it. They brought it with them. Aspen is host, for instance, to the Aspen Institute for Humanistic Studies, set up by Walter Paepeke so that business and political leaders could revitalize themselves in discussion of something besides profit and loss. It also hosts the spring Design Conference, annual summer Aspen Music Festival, and a fall jazz festival—affairs which help keep the off-season revenues flowing.

Still, the pioneer spirit runs strong in Aspen town. Of the 30 lifts that clamber up and down the mountains, over canyon and precipice, a great majority are open chair lifts—many without either safety bar or footrest. It may be that the Aspen Skiing Corporation considers it a moral duty to return America's pampered and paunchy millions to firm-muscled and glowing health via this kind of shock treatment. But it does not seem a request for undue coddling to wish wistfully for a gondola, a tram or even a thin plexiglass screen when the icy wind and snow are blowing furiously on the unprotected summits.

Also a throwback to pioneer days was the frontier fury turned against the hippies who sought haven in Aspen. At one point, the town was almost turned into an armed camp. On one side were businessmen—the most vocal of them, innkeeper and ex-judge Guido Meyer—who considered the flower children anathema to tourists. On the other side—with liberal *Aspen Times* editor Bill Dunaway as chief spokesman—were those secure in the belief that sticks and stones may break the bones, but beards will never hurt one. The encounter might be considered a draw, although occasional flak still issues



PHOTOS BY NORM CLASSEN

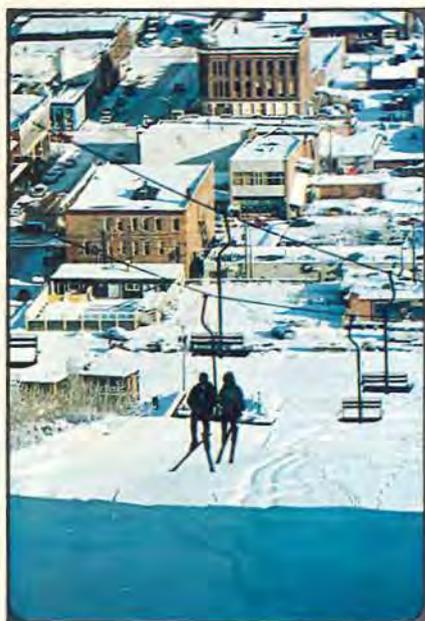


from both sides and beards are taboo on Ski Corporation employees.

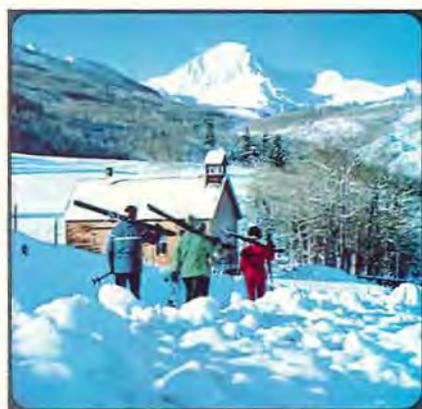
Dunaway has also taken up the cudgels against the dogs of Aspen, dogs present in such numbers that they must propagate by spontaneous generation. They romp freely on the streets and on the mountain, undeterred by efforts to license, leash, or curb them.

Actually Aspen has more serious problems than the dogs. Pollution of the river, soon to be relieved by a new filtration plant, is one. Zoning is another. Stringent zoning came too late in the town, as it does in almost every town. Condominiums have sprouted like fungus on every available square foot of space. A strip of land along the base of Aspen mountain, which the Corporation neglected to claim as a barrier, is now an architectural salad, with condominiums crowded so close to the base, that they look like they're trying to board the next chair. Crowded as it may be, Aspen's new architecture is, at its worst, inoffensive; at its best, breathtaking. That's thanks in great part to the efforts of Aspen architect Fritz Benedict who, since his arrival post World War II, has set high standards in mountain housing.

Another veteran around town is
(continued on next page)



And in the upper left hand corner, we have the inimitable Fred Iselin, internationally renowned mentor of an easy way to learn to ski. He directs the school at Aspen Highlands, where Loges Peak chairlift (above) swings—sans safety bar or foot rest—over some spectacular dropaways and instructor Dave Farney. At left, Aspen's Little Nell lift. At right, the combination that keeps Aspen country green—skiers, snow, and the Rockies.



Aspen highlands Ski School director Fred Iselin. Iselin is Swiss, although he once told a reporter he was born in Omaha, Neb. He is one of Aspen's highly visible attractions. Belted sweaters like red, purple, and yellow and a cigarette magnetized to his lips make him look like a French Apache dancer. The cigarette doesn't interrupt the flow of a conversation peppered with outrageous statements. Who else would dare suggest that Aspen, which is paved with hotels, lodges, and condominiums, doesn't have a decent hotel? Iselin would, and he's right. Because what he means is a hotel on the order of the Palace in St. Moritz where a Jackie Onassis could move in with her retinue and be provided with the myriad services which she and her entourage require. There is no such place in Aspen and consequently no international jet set to speak of. There is Robert McNamara, who has a vacation home at Snowmass, and Leon Uris, who makes Aspen his permanent home, as does author of Westerns, Luke Short. Many Hollywood types ski at Aspen on a regular basis, notably

Kim Novak and Jill St. John. And, of course, there is Stein Eriksen. Stein, who has turned his Olympic medals, his bronzed Nordic good looks, and his country's handmade sweaters into a national symbol, has just become the Aspen Skiing Corporation's Director of Skiing. What exactly a Director of Skiing does is somewhat unclear, although the press release announcing his appointment made reference to public appearances and ski tours with VIPs. If one must have a front man, Stein is a good choice. He skis like melted butter and he never makes outrageous statements. If there is no "decent" hotel, there is the historic Hotel Jerome. The Jerome was founded back in 1889 by Jerome Wheeler, who gave up the presidency of New York's R. H. Macy & Co. to come to Aspen and ride the silver boom. His bubble burst in the silver crash at the turn of the century, but the Hotel Jerome and the Wheeler Opera House still stand as models of Victorian architecture and monuments to him. Behind the corseted Victorian facade of the Jerome lurks the soul of a

libertine, as many the survivor of a ski club bash can testify. The Jerome basement may also be the site of a new discothèque, a plan propounded by Fred Iselin. Iselin's proposed discothèque may replace Galena Street East, one of Aspen's In night spots where, it was said, you could turn on just by inhaling the smoke-filled air. The Elks Club refused to give Galena Street East another lease. Too much noise, said the club, which has instead installed as new tenant a steak house (no entertainment) called the Starboard Tack. Have no fear, however. Aspen doesn't lack for after-ski activity. With the lifts closing down at 3:30 P.M., there's got to be something to fill the time. For those who have any energy left, there are saunas, swimming pools, and dog sledding, ice skating and hockey at the Brown Ice Palace, and workouts at the Aspen Health Center, run by U.S. Ski Team trainer, Tage Pedersen. For conspicuous consumers, there are the shops. Ski shops, art shops, jewelry shops, children's shops, leather shops, antique shops, Mother's Tea



BOB CHAMBERLAIN

Although there are 28 lifts in Aspen country, it is full of great, secret places to ski, like Maroon Bowl and Difficult Creek. Maroon (left) is accessible from the top of Aspen Highlands' Loges Peak lift. It's a walk back to the lift after you've skied to the bottom. Difficult, and that it is, requires several minutes of easy climbing from Aspen Mountain Roundhouse, and several miles of hiking to return to town once you get to the bottom.

Parlor and Natural Food Shoppe. Besides tea, Mother's features organically grown fruit and vegetables flown direct from California. Stein Eriksen has a ski shop with a branch in Snowmass; Saks Fifth Avenue has a ski shop which last season featured a fur inexplicably imported from Red China; Fred Iselin's wife has a ski shop called Elli of Aspen. Therese David ("crazy clothes for matching people") has the fur jump suit; Impressions of Aspen has the posters, the finest collection of skiing posters extant.

There is also eating and drinking. Eating and drinking could become a full time occupation in Aspen. Calorie for calorie, the place has more fine restaurants than any town of comparable size in this country, maybe even the world. The Paragon and the Copper Kettle are outstanding even among that elite. The Paragon is a throwback to the Victorian rendezvous, with Tiffany glass and private dining rooms. Thus you and your companion, following an aperitif at the intimate bar, will be escorted to a small alcove discreetly curtained from prying eyes. A bell summons your waiter, who ap-

pears only at your command in black tie. Missing, alas, are the silken chaises longues, so important an aspect of Victorian tête-à-tête dining. The food is superb, running to five or six courses. The menu is set, with a selection of no more than two entrees, but varied each night. Price is fixed from about \$10 per person up, depending on the menu, and not including liquor. There are two seatings each night—no one is rushed at The Paragon—and alcoves to accommodate from two to 12. Reservations are imperative; call the first night you arrive in Aspen or better yet, write ahead.

Reservations are also imperative at The Copper Kettle, less intimate, but equally as elegant. Some say the food is even better. The Copper Kettle also offers a set menu, featuring food from a different country each night; it is also expensive.

Not so expensive is The Shaft, which offers ribs and/or chicken served on tin plates and beer in icy mugs from about \$3 per. Also moderately priced are The Mother Lode for Italian fare and Pinocchio's for meal-size hamburgers and other sandwiches. There's

the Chart House for teriyaki steak, the House of Lum for Chinese, The Refectory at Snowmass for steak and lobster in a medieval atmosphere. The Hotel Jerome and the Timbers at Snowmass have Sunday evening buffets; Arthur's has zingy breakfasts including a General Eisenhower special—steak, eggs, and tomatoes.

Drinking can be carried on at any of the above or at The Aspen Center at the base of Little Nell. After the lifts close, The Center packs them in with hard rock and cold beer. The Tippler at the Copper Kettle rocks in the afternoon, fox trots (*fox trots?*) at night. The Aspen Inn reverberates at \$1 cover; The Red Onion cools it with jazz, and the Crystal Palace's singing waiters alternate serving with improvising on musical comedy. Two shows a night at the Palace; make reservations.

Fashion note: Dress is informal in Aspen. Slacks and sweater will do; a silver lamé pajama outfit will not.

As for sleeping, Aspen has 15,000 beds, 3,500 in Snowmass, the remainder in Aspen and environs. Most of them are filled during the season. Some of

(continued on next page)

The skiing at Aspen, left to right:

- Aspen Mountain** (also called Ajax, which was its original name): 11,212 feet high, 3,300-foot vertical drop, 7 chairlifts, 50 miles of trails.
- Aspen Highlands:** 11,665 feet high, 3,800-foot vertical, 8 chairlifts, 1 Pomalift, 55 miles of trails.
- Buttermilk:** 10,003 feet high, 2,000-foot vertical, 4 chairlifts, 1 T-bar, 35 miles of trails.
- Snowmass:** 12,700 feet high, 3,500-foot vertical (soon to be more than 4,000), 7 chairlifts, more than 60 miles of trails.



the where-to-put-the-bodies pressure will be relieved in a couple of years by a multi-million dollar development to be called Aspen Wildcat going in near Snowmass. There will be a few beginner lifts at Wildcat, but mostly it will be apartment accommodations, with a total of 10,000 new beds available by 1976. Until then, putting a roof over your head can cost anywhere from \$5 a night for a bunk at the Alpine Lodge in Aspen to \$25 a night for a queen-sized bed, sauna, heated swimming pool, Continental breakfast, and balcony overlooking Fanny Hill at the Silver Tree Inn in Snowmass.

If you are vacationing with family or friends, a condominium is by far the best buy. Even with such luxuries as pop-out ice cubes and maid service, a studio which will sleep six in a pinch (and it will be a pinch) runs as low as \$30 a day. You can fix your own breakfast, dinner, and box lunch if you're so inclined. For a complete list of places to stay and help in booking, write the Aspen Chamber and Visitors Bureau, Box 739, Aspen, Colo. 81611.

If you fall prey to Aspen fever, as almost everyone who skis there does, and decide you want to make it your home, there are several reliable real estate agents. Support yourself by starting a bus and shuttle service which runs on time. It may not make you rich, but it will provide a much-needed service to the community.

AS FOR THE SKIING

Buttermilk mountain sits toe to toe with Route 82, a little more than a mile northwest of Aspen. It's one of three areas run by the Aspen Skiing Corporation; the other two are Snowmass and Aspen Mountain. Although it's considered the easiest mountain in the Aspen complex, Buttermilk is no rinky-dink beginners hill. It has a 2,000-foot vertical with some 22 runs totalling more than 35 miles. Buttermilk itself divides into three areas. There's Buttermilk proper, served by two double chairs which climb to the 9,840-foot summit; Buttermilk West, a pleasant collection of "easier" and "more difficult" trails served by a double chair; and a mini area called Tiehack, served this year by a new double chair and tough enough for even the National Ski Team to get some good out of practicing on it.

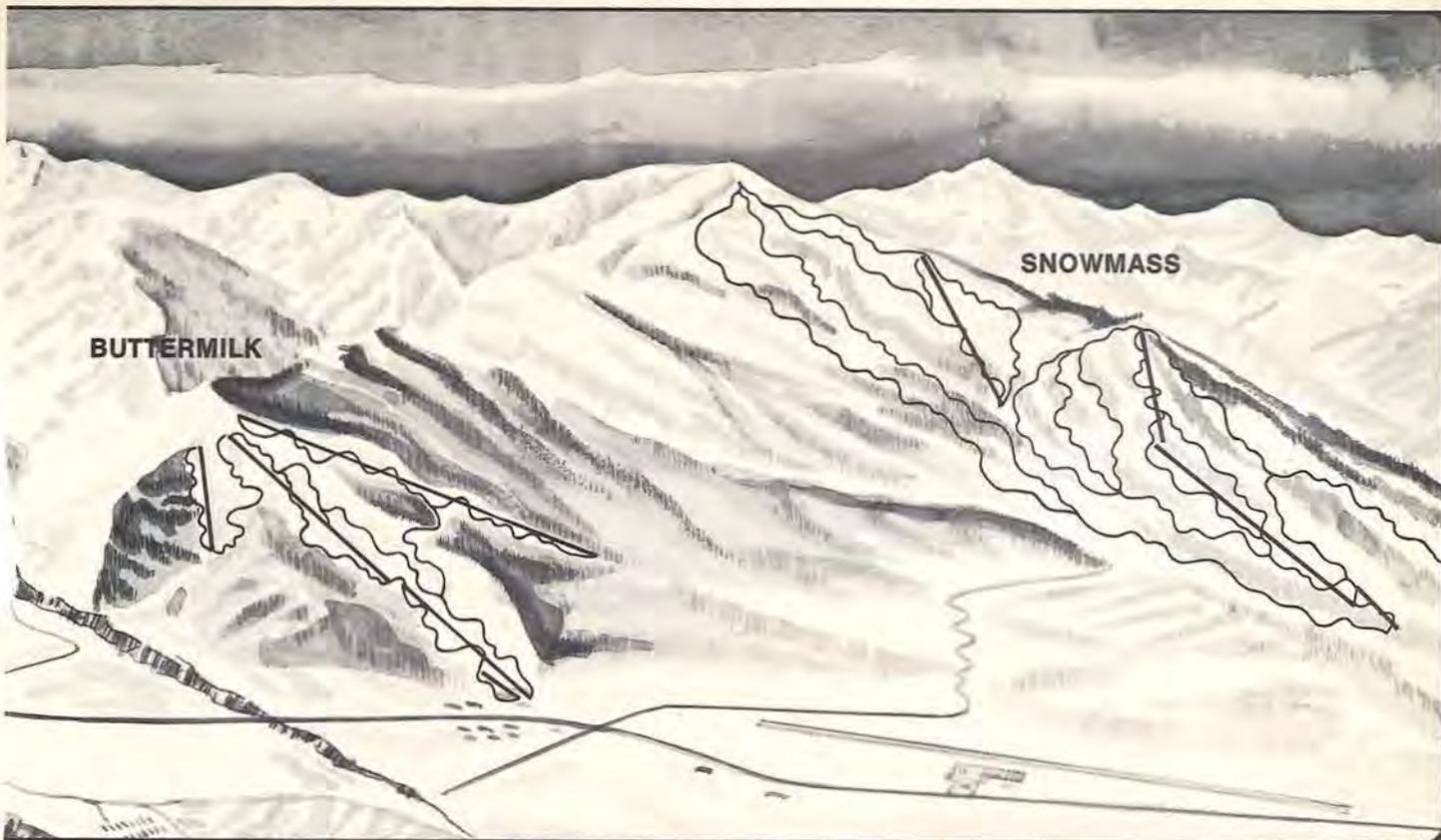
Because Buttermilk is set on one end of a relatively gentle ridge, it is Aspen's "teaching" area. The branch of the Curt Chase Ski School which operates there takes on everything from rank novices, for whom there is a small T-bar, to experts polishing their wedel or short-swing. On a first visit to Aspen, Buttermilk is a good place to spend the first day. Warm up your ski legs, get your lungs accustomed to the altitude, break in your equipment, and enjoy the *crêpes* and beer served at A La

Crêpe Suzette at the bottom of Buttermilk West.

Buttermilk is also the place to ski if the weather is bad. Even with fog or blowing snow, the trails are for the most part easy enough to negotiate safely. And at Aspen prices, you don't want to miss a minute of skiing.

Snowmass-at-Aspen opened two seasons ago and probably even to management's surprise took off like Kentucky Fried Chicken. It is a self-contained area with its own complex of condominiums, inns, shops, and restaurants. Snowmass Village is one of those Instant Ski Villages, but minus the gingerbread.

The chief attraction at Snowmass is a mile-wide swath of powder at the summit called the Big Burn. The Big Burn is just that, acres of land ravaged by a forest fire back in the mining days. Today it is a broad bowl of snow broken only by clumps of struggling fir and the denuded, weather-and-fire-worn spear-like shafts of standing-dead trees—just enough of them to give a skier something to turn around and keep him from becoming completely disoriented when the light is flat. Start down with a group of skiers from the top of the Burn—11,900 feet up—and it's like being in Kansas City when the cattle drive hits town. You never heard so much yipping, yahoing, and whoopeeing. If you have enough oxygen to spare, three or four swooping



turns across that powder prairie and you'll be yahooing too.

To get to the Burn, you take No. 1 and No. 2 chairs to Sam's Knob, then ski down Sunnyside to Max Park and the base of the No. 4 chair. Ride No. 4 to the top, push over the little bump which separates the lift terminal from the Burn—and stop. Spread out before you is ridge after ridge of Rocky Mountain, covered with snow and laced with those sharply defined purple shadows which make every vista look like a Hal Shelton painting. Take it all in. It is pure purple mountains majesty—America the Beautiful.

Then the Burn is all yours. Sip it up in long, slow traverses or gulp it in a straight swoop down to the base of No. 4 and start all over. At lunchtime take the catwalk called Lunchline back to Sam's Knob restaurant.

There are days when the Burn isn't so much fun. Flat light can be treacherous; the wind can send the powder flying blindingly and sometimes sets the chairs swinging so badly the lift is closed. But because most of the time it's so much fun, many of the skiers at Snowmass stick to the Burn and miss some of the area's best terrain—the Campground territory. Campground is set on the backside of Sam's Knob and it's what Snowmass classifies as most difficult. That's fairly accurate although the experts I know called the Campground terrain merely advanced. But

then, the skiing philosophy of these experts is Rooseveltian. "The only thing you have to fear is fear itself," they say, and then plummet out of sight down the Powderhorn, a mile and a half of gulches, 45-degree pitches, and narrow catwalks, which now qualifies as an FIS downhill course.

Lifts are being added to Snowmass this year, with the old Sterner T-bar from Buttermilk scheduled to go on top of the Burn, adding enough vertical to bring Snowmass to more than 4,000 feet. Two or more chairs are opening up some beginner and intermediate terrain east of the present area. Construction started on a new village this year too, all part of an overall plan which will eventually link Snowmass and Buttermilk.

If Buttermilk is smooth, and Snowmass exhilarating, then Aspen (or Ajax) is a revelation. That is a mountain, man, not a styrofoam display. At Snowmass, for instance, a little looseness in your technique won't necessarily have serious consequences. That terrain is, as they say, "forgiving." But don't get sloppy at Aspen. That terrain is deceiving. The trails are generally wide and well groomed and evenly pitched, but take a fall on some of them, and you can leave a sitzmark 1,000 feet long.

Standing at the base of Ajax and looking up gives you only a hint of the ridges, gulleys, and gulches, catwalks,

bowls, and banks that are to come

Take the No. 1 chair and you'll be shuttled 8,500 feet to Midway (actually three-quarter way). Ruthie's Run peels off from there. It's classified intermediate at Aspen, but it's so much wiggling fun that all the experts show off on it, particularly late in the day. The International and the F.I.S., both expert, drop from Midway; the Midway road leads to Tourtelette Park. Tourtelette Park is a gentle bowl where the ski school gives lessons, cheered on by the sunbathers on the deck of Gretl's Restaurant. From Midway, the No. 2 chair climbs to the summit, 11,212 feet.

Another route from the base is via the No. 4 chair over Little Nell. Little Nell is a mogully bit of a hill where you can warm up, practice, or demonstrate your superlative form to the skiers riding overhead. Get off at the mid-station and ski over to the No. 5 chair. That will take you right over Bell Mountain ("Memorable Mountains," November, 1968). Ski down Sunset (tough) or Deer Park (easy) to the No. 3 chair and head for the summit.

From the top, there is almost an unlimited selection of ways to get down. Aspen has 47 named trails, and they cut in and out of each other so that routes down are virtually unlimited. So are the dangers of taking the wrong trail. Trail marking at the Aspen areas is not always crystal clear. The easier

(continued on page 162)

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ASPEN (continued from page 91)

trails are usually packed; the tougher ones left fluffed or roughed with powder; but if in doubt, ask.

Almost everyone spends the day skiing the top of the mountain, riding to the summit on No. 3 or No. 6, which rises from Spar Gulch to Midway. They lunch in the snow or on the summit Sundeck or at Gretl's. Take Gretl's if it's not too crowded. The food, considering it's an on-mountain cafeteria, is superb. At the end of the day, although there are several ways down, almost the whole population heads for Spar Gulch. It's the easiest route, but it calls for those roller coaster turns, bouncing from bank to bank. When it's crowded with tired skiers, you're liable to be bouncing from body to body. If you're not a hotshot, start down early and take it easy. If you are one, wait till late, when the pack has moved off the mountain, then burn up the slope with swoops to your heart's content.

Aspen Highlands is the maverick of the Aspen areas. It was started by a Scotsman from St. Louis, Mo., named Whipple Van Ness Jones, amid dour predictions that it would shortly be absorbed by the Aspen Skiing Corp. To this day, it has remained stubbornly independent, even down to Fred Iselin's ski school. Iselin's theory is that skiing should be fun, and he teaches a modified rotation technique which he describes as "flying like a bird." This year, he's calling it the French International Technique.

After the slightly awe-inspiring efficiency with which the other Aspen areas operate, it brings you back to hometown reality to experience the noisy ebullience with which the Highlands gets along. The area has been described as a series of intermediate slopes built on sidehills set on a precipice. It's true that the main chair runs up the spine of a steep ridge, and as a result the area is somewhat narrow with trails cutting back and forth in ambiguous fashion across the ridge. Nevertheless, at the bottom is a series of intriguing teaching hills; midway up under the Cloud 9 lift is the splendidly mogulled Floradora; and on top, Loges Peak. One suspects that the chair which unloads on top of 11,800-foot Loges was put there simply so Aspen Highlands could claim the most vertical in Colorado—3,800 feet. Since it's there, however, don't miss it, unless as the sign at the base of the lift warns ominously, you're subject to acrophobia. It is not a long ride, but it's an open chair, of course. Halfway up, Loges's knife-sharp ridge drops away on both sides, and you are looking down, if you dare, 3,500 feet into Maroon Creek Valley. All that is between you and the creek is a few thin slats

of icy board. The view from the summit, if you're still conscious, is spectacular, including 14,100-foot Pyramid Peak, Maroon Bells, and a panorama of the Elk Range.

Getting down from Loges doesn't inspire one with confidence either. The only exit is via a catwalk which straddles the 3,500-foot drop. The catwalk itself is wide enough to negotiate safely even via snowplow or sideslip; it's only an illusion that you're walking a tight-rope. Once over the catwalk, the trip down is a pleasure, with wide stepped slopes you can take straight or in long, easy traverses. You can spot the Iselin students on the way down, all with their arms extended like wings, "flying like birds."

Miscellaneous Pieces of Information Which Didn't Seem to Work in Elsewhere

When to ski Aspen: Spring! Late February, March, early April. The sunshine is almost constant, and there are still nightly flurries of powder.

The best buy in Aspen is the lift ticket: \$8 a day. Tickets for Snowmass, Buttermilk, and Aspen are interchangeable. The Vacation Special—six days lift, six days ski school—is \$75. Children 12 years and under and the "Young at Heart," 65 and over, can ski for \$2 a day.

The altitude may or may not be troublesome. Aspen sits at a base altitude of 8,000 feet above sea level; the summits of Aspen, Snowmass, and Aspen Highlands are all well above 11,000 feet. The air is unpolluted but thin on oxygen. Take it easy the first day and let your lungs get adjusted.

The same goes for your ski legs. It is possible for shaky intermediates to negotiate some trails from the summits of Aspen or Snowmass, but it is a long way, baby, to the bottom. Be sure you have not only the skill, but the stamina to make it.

Take along sunscreen lotions and use them. High altitude sun burns can be painful and dangerous.

On a warm, sunny, shirtsleeve-skiing day, do not succumb to the temptation to leave your parka at the base lodge. It can be 10 to 20 degrees colder at the summit, and windy besides.

ROVING REPORTER

YOU MUST HAVE
GREAT COURAGE TO
RIKE DOWN THAT SKI
JUMP AND SCAR
200 FEET IN THE AIR...

NO, BECAUSE I
NOT GOING
DO IT...



Highlands announces formation of advisory board

Aspen Highlands Skiing Corp. has announced the formation of an advisory board of ski club and association officers from throughout the United States to "enable the skiing public to have a voice in ski area management."

The board held organizational meetings in Aspen Dec. 5, 6 and 7. Skiers from Los Angeles, Seattle,

Denver, Houston, Kansas City, Chicago, Minneapolis, Cleveland, Atlanta, Washington, D.C., and Boston were represented.

Highlands officials claim the board represents the first national attempt to bring skiers into the "policy making level of ski area management." They said that, in effect, Aspen Highlands will offer

its facilities and personnel as a "testing ground for new ideas, techniques and methods which will ultimately make skiing even more enjoyable and rewarding."

Additionally, it will bring skiers in contact with most of the industries that have an effect on skiing — from equipment and apparel firms to travel agents, airlines, and ski media executives. Representatives of these firms will act as consultants to the board.

All results and tests, both successes and failures, will be made available to all ski areas throughout the U.S., a Highlands official said.

The board can also serve as an articulate and informed consumer panel for ski-related industries, he said. Acting in this capacity, it would have the ability to evaluate new products and services that are about to be marketed.

Industry representatives wishing to keep abreast of the board's findings should contact William Brehmer, Aspen Highlands, P.O. Box T, Aspen, Colorado 81611.

December 18, 1969 The Aspen Times



The Aspen Highlands Advisory Board met last week, Dec. 5-7, for the first time at the Highlands. The Board is an attempt to give the public a voice in ski area management and is composed of prominent skiers from around the country. One of

the purposes of the board will be to bring skiers into direct contact with the industries that affect skiing, such as equipment and apparel firms, travel agents and airlines and ski media executives.

Joan Simon photo



Employees at Highlands rewarded weekly

Each week the employee who did the best job toward guest relations in the eyes of the Aspen Highlands management, receives an award of \$25.

Employees can qualify by continuous outstanding performance or by a single outstanding incident.

Winners so far this season have been O.J. Cerise, lift operator at the base of Exhibition lift; Danny Lovisone, lift operator at the top of Exhibition lift; and Oscar Canaday, Aspen Highlands security officer.

ASPEN HIGHLANDS

Fred Iselin teaches
The EASY way to ski
The FUN way to ski
The ONLY way to ski

Group lessons start at 9:15
at
ASPEN HIGHLANDS

*Listen to Aspen Highlands Live on
KSNO on Sat & Sun. afternoon and
Mon. & Tues. morning*



The newest addition to Fred Iselin's staff

Wednesday, December 24, 1969

skiers' gazette

December 23, 1969

3



John Clendener of Barrymore Films flies over the patrol shack at the top of the Cloud Nine lift at Aspen Highlands last week as part of a sequence in a new Dick Barrymore film. Barrymore's crew has been filming at the Highlands for several days. (Photo by Jony Poschman.)



QUARTERWAY AT ASPEN HIGHLANDS is quarterway up the Exhibition Lift. But it's probably about an eighth of the way up the mountain which offers the longest descent in Colorado. However, it's the Exhibition Lift's ascent which is

making news this week. The lift now has foot rests so that your (censored) boots won't hurt as much on the way up as on the way down.

Flyer photo

The Mad Bomber of Half Inch Hill



**Mad like a fox,
Cause look who
ends up with
the pretty girls**

"My first reaction was that a blue dwarf had blasted by me.

"Later I had the feeling I was skiing with a group of professional and unsanforized racers."

The skier who made those comments was both a novice to the sport and a newcomer to the Half Inch Hill at Aspen Highlands.

However, her reaction was not unusual.

Aspen children get on their skis early and many of them, particularly the very tiny ones, tend to ski with little technique but a great deal of bravado.

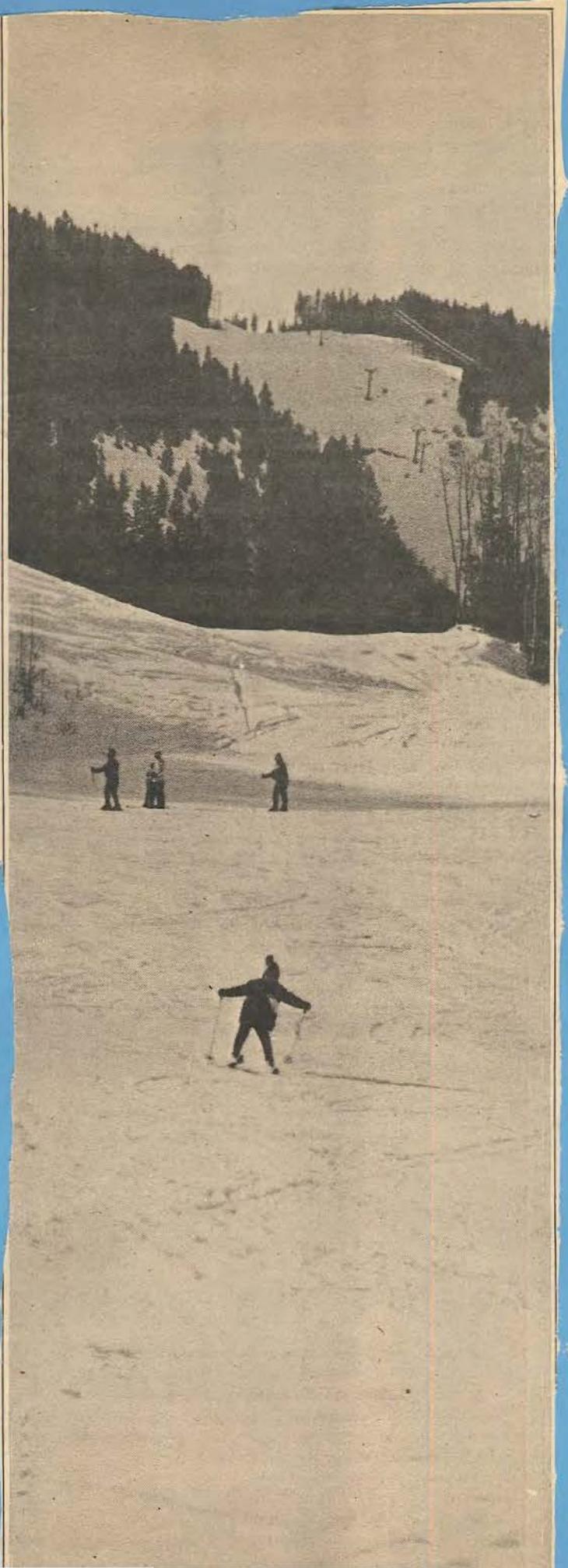
Four-year-old Sandy Maple, son of Mr. and Mrs. Chuck Maple of Aspen, is probably typical of the miniature skiers who are to be found challenging almost any slope in the Aspen area.

While more mature skiers battle lift lines, steep runs, and unfamiliar mountains, the "blue dwarfs," as they were tagged by our visitor, seem to enjoy a rare life.

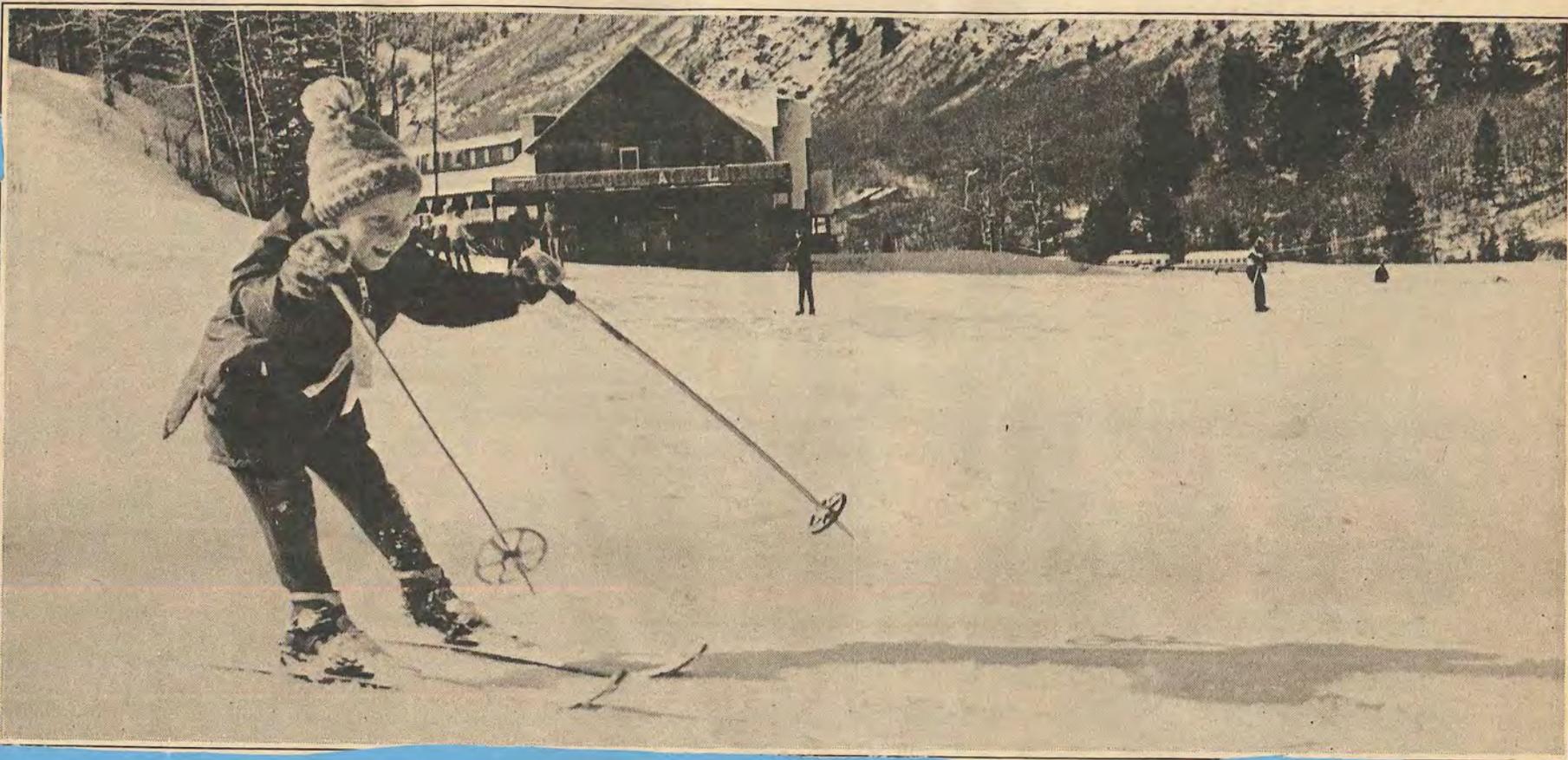
Not only do they ski without fear, cut most of the lift lines they face (who would hit a kid?), it seems they attract every pretty girl on the mountain. And most of them are so young they don't even have to worry about school.

It must be nice!

Photo by Joan Simon



Sandy Maple



Highlands begins award program

Aspen Highlands has a new employee incentive program this year.

Each week, the employee who did the most toward improving guest relations in his job is awarded \$25.

Employees can qualify by continuous outstanding performance or by a single outstanding incident.

For example, security officer Oscar Canaday discovered a man who sold his non-transferable lift ticket to a young lady for \$4 after he had broken one ski. Ordinarily, the security officer would simply seize the ticket and prevent the unsuspecting purchaser from using it. Canaday, however, went an extra step. He got back the \$4 which the young lady had paid, and gave it to her, explaining that transfer of tickets is not permitted.

Other winners this season have been O. J. Cersie, lift operator at the base of Exhibition lift, and Danny Lovisone, lift operator at the top of Exhibition.

FOR
RENT:

8

LIFTS

at

ASPEN
HIGHLANDS

Daily Rental \$8.00
3 Day Rental \$22.00
6 Day Rental \$42.00
Season Rental \$100.00

* 3800' Vertical
* Fred Iselin Ski School
* 2 Bars
* 2 Restaurants

ASPEN
HIGHLANDS

"Aspen Highlands is the damndest place you will ever ski..."

Morten Lund
SKI - Holiday issue, 1969

"The trails from Midway to Quarterway at Aspen Highlands are the finest intermediate skiing trails in the country..."

Warren Miller
ski film photographer

"Skiing at the Highlands is never cold, work nor up-tight nerves. It's groovy. It's fun. It swings..."

Bill Rollins
SKI - November, 1969

"Aspen Highlands gets more sun, yet retains the snow better than any other mountain in Aspen..."

Dick Barrymore
ski film photographer

"Aspen Highlands is GR-O-O-O-VY..."

Fred Iselin, Director
Ski School at Aspen Highlands

FUN & TOGETHERNESS:

(Editor's note: Aspen Highlands invited Associate Editor Bill Rollins to play George Plimpton for a week recently during the instructor's clinic — Paper Lion to Bogey Man to Abominable Snowman. Rollins taught skiing for eight years. Having been to three clinics in the Eastern division of the USSA to become a PSIA-certified instructor; and another with Horst Abrahams on Aspen Mt., he was, admittedly, a ringer. The experience, however, gave him a basis for comparison and also proved a hassle in that he was socked in to a different technique, by habit and inclination.)

Story by Bill Rollins

Every year, before Christmas and the tourists, most ski schools hold a clinic for instructors. The old ones brush up their technique; new ones are wooed and trained to take the place of those who quit or went crazy the previous spring; and some come just because it's the cheapest and best private lesson you can get. Then there are those who do it for the social aspects or prestige (?).

It's a concentrated form of indoctrination; a seduction; a forced feeding of philosophy; an exchange of the area atmosphere in microcosm. Each area puts its own special stamp on the clinics.

It is this subtle blending of technique and philosophy that makes each area's atmosphere unique. The blending depends on the personalities involved. Sound complex? It is.

The chief blender at Aspen Highlands is Fred Iselin. Fred is at ease with young and old, with rich and poor in any situation. He seems to grow more sophisticated and more original as time goes by. But Fred has been at it a long time, and these days he delegates most of the administration of the school so the blend filters down a bit diluted. There's nothing like getting a straight dose.

"Come closer," Fred said, in his soft, persuasive voice.

It was Dec. 1, the first day of the clinic. About 60 participants were scattered over the beginner's area nervously checking out each other's skis, trying to loosen up. It was sunny and warm, like spring. More than half of them wore red. (Ever notice that about instructors?) A few, near Fred, heard his invitation and formed a semicircle around him.

"Closer," Fred said, still softly. "Come closer." There was a circle now of maybe 20 persons.

"Come closer," Fred said. The skiers crowded together laughing.

"Togetherness," Fred said, "that's what we want."

"Schtein?" Fred said, looking carefully at the faces in the group, "Are you here?"

FRED ISELIN

Chief blender of the Highlands spirit, Fred's hair is getting a little long by instructor's standards.



"Stein who?" someone named Stein asked.
"Curt Chase? Where are you?" Fred asked, examining the faces again.

Then, with everyone's rapt attention, he launched an exposition of the philosophy, something that would be repeated and reinforced in filtered fashion throughout the week.

"We have the most progressive ski school in the world," Fred said. "When Jean-Claude Killy came here last year, he told me I was the originator of the 'Killy Style.' We ski pretty, groovy, like a bird, loose. . ."

"You are all millionaires," Fred said on another morning, "Millionaires, without the headaches. You girls have those pretty guys. You guys have all those pretty girls. You can ski all day. You dance all night. You have everything. So don't ask for money."

Money, however, was definitely a concern for some of the young hopefuls in the clinic. I rode up the lift with a candidate from Seattle who was sleeping in his VW bus and had \$12 to get through the week. At the other end of the range was author Leon Uris. It became apparent quickly that anyone who wanted to teach would be used — during the holiday period anyway. About three-quarters of the group did well enough in the final test.

The selective process began during the first run down from Loges Peak, a frightening experience for some — nervous, stiff, worried about making it; skiing on a strange trail, down through the mousetrap, the chute with the big drop on both sides, examiners watching.

On the basis of performance during this run, the group was divided into smaller ones led by top Iselin instructors and supervisors — Dave Farny, Bob Card, Lefty Brinkman, George Perry, Rick Rosen, Eric Zeller, Dave Steele, Jim Bare, Jack Holst.

Each group worked with two or three leaders before the week was over. This, of course, has a strong effect on an individual's impression of the clinic.

The top group of 19 was led by Rick Rosen, who came to the Highlands two years ago from Taos, perhaps the most challenging mountain in the world.

Rick wears "Red Hot" boots and a red sweater, and likes to ski the fall line. He has the rugged build and face of a middleweight boxer; the curly hair and gentle Latin soul of a Feliciano. His voice isn't like Feliciano's at all.

Continued on Page 12



LEFTY BRINKMAN

"We have certain standards here. When you work for us, you have to meet those standards."



Sketches by
Gail
Nachtigal

Photos by
Bob
Krueger



THE HIGHLAND'S

It's more like Humphrey Bogart with laryngitis — shouting. He uses a strong, direct teaching approach, with few words.

"Here I am," Rick says, at the start of a demonstration. People on the chairlift 500 yards away turn and stare. "I go DOWN," Rick continues, "Now I'm HERE. And I come UP, and AAAARROUND in the turn. Then I'm HERE, and I go DOWN, and then I come UP and together."

"Talk about it, people," he tells us. "Say what you're doing. And for God sakes, do what you're saying."

He's a little nervous, too. There's a member of the Hart Demonstration Team in our group, some experienced teachers, and a couple of former racers.

We try the demonstration, self-consciously, mumbling into our chins, saying "UP" when we're coming "DOWN".

"Is THAT the way I did it?" Rick asks. "Come on, now. Do you want me to do it again. What was wrong with that? Come on. Who can tell me how to correct that?"

And so it goes. Little by little, we talk louder. We go down when we say down, and become less self-conscious. Rick is a little more relaxed too.

Eric Zeller takes over the group. He seems to be about 68 years old — until you see him ski. The classic, old-school instructor, voice heard all over the mountain, German accent, and "follow-me" style.

"When you get an advanced class," Eric says, "you have to schki, huh? Odervise, they schki to the bottom and you're still at the top, no? So let's do a little chumping. Going up is easy, huh? You chust go up. But coming down. That's the hard part. Be like me. I never fall once."

We jump a bump. Then Eric does some linked royal christies and a 360-degree tiproll. No one can match him. He proves his point. But it does more for Eric's ego than ours.

Each leader contributes his own particular style and personality. Farny, skiing from group to group, is the smoothest of all; Perry is the most lucid in his explanations; Bare, the most sympathetic; Brinkman, skiing and teaching as he does everything, with incredible energy and gusto. Each adding something.

We don't want you all to ski alike, they tell us. Every person is built differently. We don't look alike. We don't walk alike. Why should we all ski alike? The emphasis is on fun. "It will be nice if they can learn to ski a little," Farny says, "but most of all we want them to have fun."

The individual treatment that students get at the Highlands, however, doesn't extend fully to the instructors.

"If you want to teach here," Lefty Brinkman told the group the second morning, "get your haircut."

"We don't care what you do in your personal life," he said, "but we have standards here, and when you work for us, you have to meet those standards. If you can't, there's a bus leaving in 15 minutes. Those of you who want to teach for us will have to be clean and neat. You don't have to wear Bogners, but we don't want Thrift Shop clothes either. And get your hair cut. I'm sorry. But that's the way it is."

Fred — whose hair isn't exactly crew-cut — wasn't around that morning. Nine members of Rick's group had hair that didn't meet the standards. We were going down when we should have been coming up.

One of the older Highlands instructors told me, "I cut my hair at the beginning of the year and then let it grow. They don't worry so much about it later on. It grows out pretty fast."

"There's a certain dichotomy," another one said, "a self-righteousness; a 'do like I say, not like I do' thing happening."

"We are all the best," Fred said. "If anyone asks you about another instructor here, you tell them, 'He is the best.'"

The haircut edict would be assumed as a matter of fact at the other Aspen areas, incidentally, and most everywhere else. It caused only mild resentment at Highlands. Those who wanted to teach showed up with shorter hair, more of them day by day.

Rotation is a good word at the Highlands. If you watch the instructors or the products of the ski school it is probably the one style element that stands out. The arms swing in a circle with the turns.

They like to say that skiing should be as easy and natural as walking and the arm movement makes sense from that point of view. When you get down to basic mechanics and ask them what they're doing, you discover that — in a left turn, for example — the right arm comes forward, the hand is almost over the skis, BUT the shoulder doesn't go beyond the square, natural, over-the-skis position. It's the opposite of the Kruckenhauser devotees, whose outside arm hangs back in the turn.

If you have tried both ways, you will find, I think, that the extremes are to be avoided; the natural, always over-the-skis position something to be achieved. When you're making



DAVE FARNY

Most of all, we want people to have fun.

ED LYNCH
Jolly supervisor.

RICK ROSEN

A voice like Humphrey Bogart with laryngitis — shouting.



SKI SCHOOL CLINIC

quick turns down the fall line you can't move your arms and upper body too far either way or you'll be out of position for the next turn. Instructors know that, but they get in the habit of exaggerating.

Arguments about which technique is best are wasteful and, mostly, meaningless. Having progressed through the Arlberg, Swiss, Austrian, American, French and International, I have come to certain conclusions:

1. What's good for you (like love) is where you find it.

You can learn something from each system, each school, each instructor. Whatever you learn will help. The old Arlberg school taught the abstem — stemming the downhill ski — just as the Highlands school does. If you need a little check or a better platform before a turn, it works very well. I sometimes use it instinctively, even though I normally stem the uphill ski as taught in the other systems.

An instructor (in any system) may tell you to stop looking at your skis. This is not particularly exciting technically, but it may be one of the most valuable tips you can get.

2. At the top level, all the techniques are essentially the same.

Racers are only concerned with efficiency — getting there as fast as possible. Form follows function. The differences come in the early stages, often in the exercises.

3. Don't dismiss a system because of a part, an instructor because of a phrase.

Sometimes you have to tell a student to jump, for example, leap in the air, in order to get him to make an up-motion of a half inch. You don't really want him to jump, it's just a teaching method. Skiing is 90 per cent in the head.

If you switch from school to school and technique to technique in the beginning stages, you're asking for trouble. You'll be going down when you should be coming up. The International technique taught at the Highlands teaches you to unweight your skis with an up motion right from the start, when you go into the straight running position from the snowplow. This up-unweighting is consistent throughout the teaching sequence up to the parallel turns. Whenever you stem, it is with the downhill ski.

If you learn in the Aspen Ski School, you'll unweight with an up-motion too, but you'll stem the uphill ski. There are arguments for both, but it's best to stick to one in the beginning.

"We want people to have fun," Dave Farny said to the instructor candidates. "We hope they will learn to ski a little bit too, but most of all we want them to have fun."

This is the right perspective and emphasis.

As the clinic progresses, the fear that the other members of your group may be super hot-shots who will make you look silly is gradually replaced by a kind of team spirit. You sympathize with them when they make mistakes, cheer their improvement, and build camaraderie. The ski school will give the successful candidates a pin and build this spirit into a pride in the school later. Your fear comes back on the last day of the clinic, however, when you're alone for the test.

The test was not as thorough or critical as those given for certification, rather a simplified version to show candidates how they stand in relation to other members of the group.

Four stations were set up corresponding to various stages of the teaching sequence. Examiners questioned the candidates at each

station and asked them to perform various finished form demonstrations. The maximum score obtainable was 235 points. Actual scores ranged from 95 to 215. Brinkman said that three-quarters of the 56 candidates who were examined scored high enough to teach.

If you're a hot skier but can't teach snowplow, your score will suffer. On the other hand, if you're a great teacher of the stem turn, but can't look good coming down a steep slope, you will be penalized too. The Highlands test seemed fair and free of "politics," which is more than I can say for some clinics at other areas.

After the test, the instructors waited for their scores at a first aid lecture. Highlands supplied the beer for the final celebration.

Comparing the Highlands clinic with the others I have experienced, I would say that it was much more relaxed (good); less disciplined (mixed); fun (excellent) and worthwhile.

The emphasis is on caring about the student (Highlands, with a new hyper-active PR staff this year, is a little like Avis), and not on turning out people who ski alike.

If you're groovy enough (like Lance Reventlow) they might not even make you cut your hair to teach there.

If you ski Aspen, the Highlands should definitely be on your agenda. The powder lasts longer. You can ski your own way without worrying about a hundred super-skiers all around you, and you can be sure that fun is the most important thing.

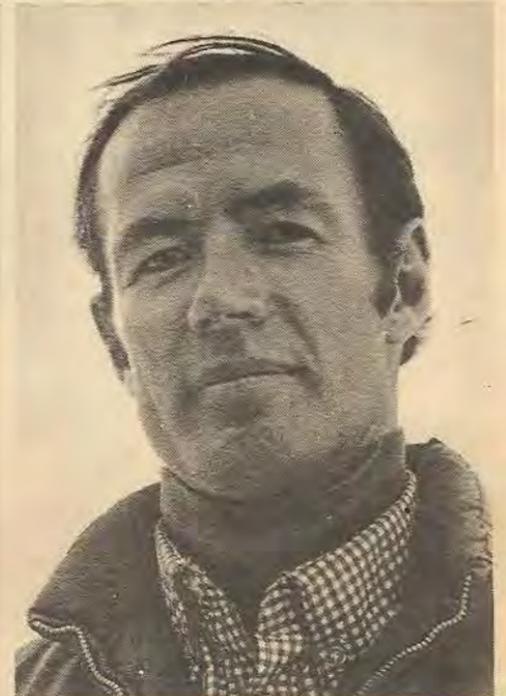
(Editor's note: Rollins, in his role as abominable snowman, was going down when he should have been coming up in the test. His score, 180, was fifth highest.)



DAVE STEELE
One of the younger, more
mod teachers.

BOB CARD
The real boss of the Iselin Ski School.

JIM BARE
An abundance of empathy.





Killy Beats Sefen Kalin

In the continuing effort to capitalize on the name Jean-Claude Killy, and to keep skiing's racing hero on the slats, where he is a star, CBS-TV has launched an eight-part series matching Killy against a group of known and unknowns. Part two was filmed at Park City last week, in a schedule shuffle caused by lack of snow in other areas. Needless to say, drama was sustained.

The way this Lone Ranger to-be-continued-next-week goes is as follows. Killy's old French racing team buddy, Leo LaCroix, no slouch on the slats himself, sets a pair of GS courses using a line of red poles and a line of blues. Racers go against each other like a match horse race, two at a time. The idea is to go left rightleft etc. down whatever line you win on the flip. You get to run both courses and your time is properly recorded by Mr. Chrondek, the standby of the dragstrips.

Uncle Leo runs the course, and since he and J.C. are apparently about the same, his time is considered "scratch" and handicap for the best of the four challengers. The hotdog in this case was Stefen Kalin, from Switzerland, a tall, goodlooking guy who was well liked by the young folk who have declared Park City "home" for the snow season.

Naturally, the weather changed just as the first filming of practice runs began. The course down Payday, (one of America's best ten according to the gospel, *Sports Illustrated*) was set by LaCroix and was as hard as rock. The two previous snowfalls were skied down to the tops of last summer's grass, but Park City groomers and Woody Anderson's snowmakers put down some stuff that Eastern skiers would call powder. It was great for a race course. CBS's sixteen man crew trucked their gear to various locations on the slope in snow vehicles. . . only two were on skis, in spite of Doug Barrymore's expertise in employment recommendations. Telephone lines were laid and final revisions were determined in the line.

An inch of snow fell, it clouded over and the light was lousy. It looked like more snow and the more director Dave Vowell scowled, the more Woody's eyes twinkled.

Stefen bettered his three friends, (Jim Barrier, Paul Pfosi, Manfred Kringe). They picked up their \$500 and no expenses and were last seen skiing to the bottom to await the February show to see where they goofed.

Stefen, now in line for \$2,500 or \$10,000, relaxed a bit, hiked the line with Killy, chatted amiably and sopped up a few beers at the Cozy with the ski kids and his beautiful blonde Schweitzerin. And then they got set for the real thing. The morning of the giant slalom, at the ski shop in the basement of the activity center, a defeated Jim Barrier, talks with Skiing editor Doug Pfeifer. "Jim needs coaching this year," quips Pfeifer.

Enter a new Killy. The clown of yesterday (he pretended to lick the movie cameras lens and thoroughly upset the camera man) has a new countenance. He's uptight. He is serious. It's like this is big.

He loosens after hiking the course and Stefen seems relaxed. They start with the drag strip lights blinking down; the Swiss racer with his handicap. Killy shoulders a gate with a clatter, sweeps through a couple more, then hooks a gate with his arm, almost dumping, recovers miraculously as only Killy can, and sweeps through the finish ahead, applauded by the Park City School kids. The kids were released for the day to watch the race. The President couldn't have attracted a larger crowd.

Killy skis the second run on the other (smoother) course obviously a slower course on the bottom half. Stefen wins and naturally the tension rises. "Will Killy be beaten?" One of the big-wigs doing the flick admitted they'd like that once or twice during the eight weeks, but there wasn't much doubt that they didn't want it on the second show. And, of course, it didn't happen.

J.C. came through and everybody was happy and the snow came tumbling down.

A slalom was set on Thaynes and the snow fell. Footpackers were called for and it snowed some more. The CBS boys slept late and rumor was that they like the snow conditions so well, that they were going to stay right in Utah and shoot another series. It will undoubtedly be Alta with a new group of challengers.

It all begins Thursday at Highlands

Winterskol 1970 — 2002 - an Aspen Odyssey — gets underway with all of its annual foolishness and fun, its swinging and singing, at 9:30 a.m. Thursday when the Winterskol Queen candidates get together with Fred Iselin, director of the Highlands Ski School, to ski Aspen Highlands' Thunder Bowl.

Thursday is Aspen Highlands Day, the first of four Winterskol Carnival Days.

Restaurant Team Races —

The first actual event of Winterskol will begin at 10:30 a.m. with the Restaurant Team Races, dual slaloms, on Thunder Bowl. Entries for the event close today at noon in the ACVB office.

Each team is to have four racers. The event was won last year by a team from the Scarlet Scallion.

At noon, the team members will retire to discuss the race at an awards party sponsored by Miller High Life Beer which will be

conducted in the Highlands Downstairs Bar.

Lodge Team Races —

Then, at 1:30 p.m., the Lodge Team Races, also dual slaloms on Thunder Bowl, will be conducted. The Dorm team won the event this past winter, but officials have declared that The Dorm does not qualify as a "lodge" and cannot enter a team this winter.

Miller High Life also will throw an awards party for the Lodge Teams following the conclusion of their events. It is to begin at 3 p.m., also to be held in the Downstairs Bar.

Fun-Obstacle Race —

While the restaurant and lodge racers are inside enjoying the rewards of competitive ski racing, a Fun-Obstacle Race is scheduled for all skiers on Highlands' Half-Inch Hill. Under the direction of Tim McNally, the obstacle event will begin at 3:30 p.m.

That is the final event now scheduled for the day at Highlands.

Refectory Wins Winterskol Drink Contest

Bob Watson of the Refectory at Snowmass won the Winterskol drink contest last Monday, making the refectory a winner for the second year in a row with a mixture called "The Monk's Delight."

The drink was coffee, $\frac{3}{4}$ ounces of creme de cacao and $\frac{3}{4}$ ounces creme de menthe.

In second place was George Theodore of the Red Onion for "Zorba Coffee." Third was Jeff Powers of the Anchorage.

Receiving honorable mention was Neil Johnson of Aspen Highlands with a drink called "The Smuggler."

There were 14 entries this year, up from eight last year.

Aspen Raiders will play

The Aspen Highlands
Box T
Aspen, Colorado 81611

Gentlemen:

With reference to your letter addressed to the Aspen Mountain Ski Patrol, we are happy to inform you that not only Aspen Mountain, but also Buttermilk and the Snowmass Ski Patrols as well as several powerful ice hockey players among our other employees, will accept the challenge of "the other area."

We feel it only fair to warn you to let your boys rest up for their trying ordeal of Saturday night, January 17. We will try to be gentle and dispatch your team with the swiftness and skill for which we are renowned!

I know we can join you in admiring the ladies in their long awaited "Battle of the Pill" while we rest on our laurels between periods.

Sympathetically,
THE ASPEN RAIDERS

P.S. Will you then be called "The Highland Hamburgers?"

cc. Aspen Illustrated News
Aspen Times



Aspen answers Highlands' ice hockey challenge

Saturday night at 8:30 p.m., all of the Winterskol activity moves into the Brown Ice Palace for two major ice events, plus the presentation of awards to those who built winning floats.

With nary a twinge of fear (but a great deal of hesitation), the Aspen Ski Raiders have accepted the heavy challenge dropped by the Aspen Highlanders for an ice hockey game.

The Highlands group issued their challenge to the Aspen Skiing Corporation on Dec. 17. Following the formal challenge, quiet settled over Pitkin County. Not a word from the Aspen Skiing Corp. group until this week.

Now they have not only accepted the challenge, but did so in language which may set the tone for Saturday night's game. In a letter to the editor (see Page 3) the Aspen

Raiders asked: "Will you then be called 'The Highland Hamburgers?'"

Rated "O," (for audiences with nothing else to do) doors for the big ice hockey game will open at 8:15 p.m. Admission is a Winterskol button plus a \$1 donation.

And, in addition to the violent action and high quality skating expected in the Aspen vs. Highlands match, hockey fans also see the exciting and annual "Pill Game."

Matching the Unwed Mothers against the Aspen First Nighters, the girls will mix it up in a broomball game. The contest is scheduled between periods of the main event.

Al Stromberg will captain the Unwed Mothers, he is reported to have put his team on a "brownie" diet, and Ralph Jackson, everyone's underground skier, will direct the attack of the Aspen First Nighters.

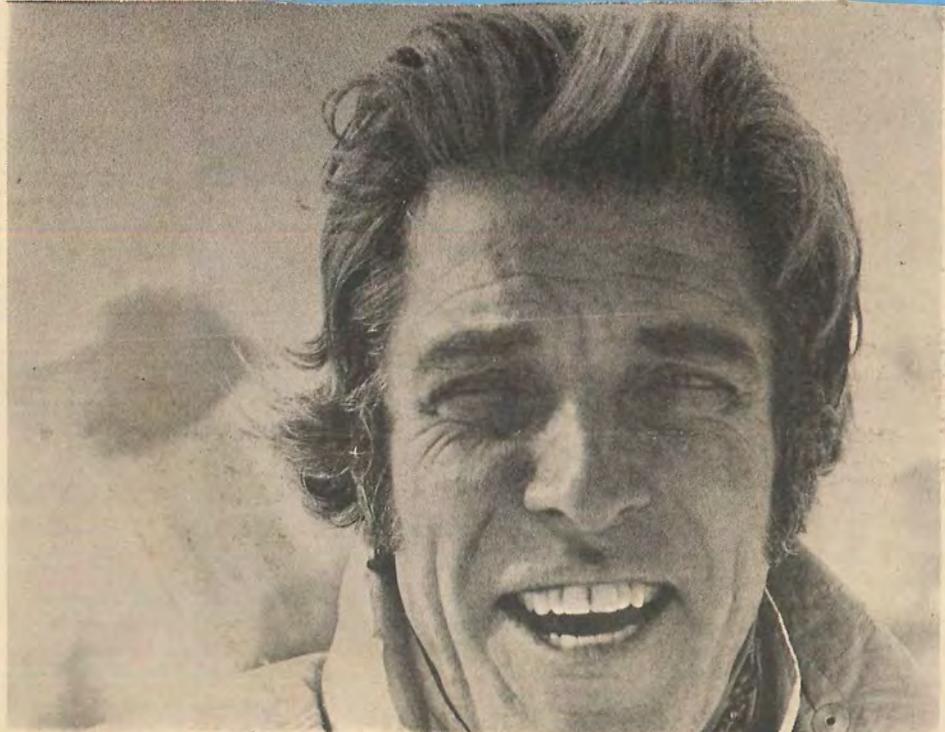
CONGRATULATIONS to TIM McNALLY, new Assistant Director of Marketing who replaces CHRISTIE HARRISON, since she left for a new position with Bear Valley in California . . . for sure Tim deserves it, after those delightful ads for Aspen Highlands, and for thinking up Aspen Highlands Live

... and to JIM CAMPLIN, who replaces Tim as Coordinator of Club and Group Activities, after earning experience under Tim's guidance since opening day at Aspen Highlands.

1970 Winterskol



Highlands President Whipple V.N. Jones, Aspen Ski Corps Penny Oneigan Winterskol King James McArthur and Georges Odier.



YOU'VE ALSO SEEN HIM ON TV. And if you've seen him on the slopes, you know he's a boomer. He's former Canadian National Ski Team member Pierre Jalbert. For five years, he was in the TV cast of "Combat." Over the years, he has taught skiing at Aspen, Sun Valley, Mt. Baldy, Squaw Valley and Quebec. This year he is teaching at the Fred Iselin Ski School International at Aspen Highlands. Aspen Highlands Photo

SKI AREA MANAGEMENT

WINTER 1970

Advisory board to have a voice in area management

A skiers' advisory board has been organized at Aspen Highlands to make recommendations aimed at improving the Colorado resort. Composed of leading ski club and ski association officers, the group will also serve to give the skiing public a voice in ski area management. According to Aspen Highlands Skiing Corp., this voluntary consumer board is the first of its kind in the ski industry.

Aspen Highlands will in effect offer its facilities and personnel as a test laboratory for new ideas, techniques and methods which will make skiing more enjoyable. Results of the work will be made available to all U.S. ski areas.

The board will also serve as an informed consumer panel for ski-related industries, evaluating new products and services. Representatives of these firms will in turn act as consultants to the Aspen group.

Your Lift Man Turns Skiers Off —And Away

By Lee Fowler

Old Joe may be colorful, but today's skiers want the same treatment they get on airlines — attractive, courteous, smiling service.

A company is only as good as the people who work for it. Unfortunately, many ski areas only put this philosophy to use when hiring men for top echelon management jobs, forgetting that it is the ticket seller, the cafeteria workers and the lift attendants who form the customer's impression of a ski area. If the lift attendant sneers at Allen Awkward when he sprawls on the snow like a paralyzed spider, it makes little difference what the bright young man

in the PR office says in his press release. Allen Awkward wants compassion and service, not a sales pitch. And there is no better place to start promoting service than at the bottom of the lift.

Everytime a skier takes a run, he is helped on and off the lift by a representative of the mountain—an average perhaps of 20 opportunities to make a good or poor impression. The ski area that neglects to train its attendants is neglecting to train the person most frequently in contact with the public. At best they have missed an opportunity to demonstrate their concern for customers. At worst they are alienating them.

One of the few areas to stress the lift attendant's role is Aspen Highlands, where women have been used to check tickets. Don Robinson says there have been significant advantages. Men are less likely to get angry when a woman catches them without a ticket or when she asks for the fifth time if they have one. The girls also keep the skiers doubled up with a minimum of complaints and disgruntlement, increasing lift capacity.

However, Aspen Highland's program adds up to more than a friendly smile and a pretty face. The girls receive two or three days' training and, once on the job, they are competing with other area service employees for a \$25 weekly bonus to the top worker.

Vernon Valley, N.J., is another area where women are the keynote in a lift line public relations campaign. The program began when Vernon Valley had trouble finding men, but is so successful it has become a permanent part of the ski scene. Women load chairs as well as check tickets and the customers like it.

Vernon Valley marketing manager Al Olsen says, "People are tired of having Little Abner helping them on and off the lift. In describing this type of attendant one woman told me, 'He looked so unclean I didn't even want him to touch the chair.'" The presence of women has produced a far different response, "Do you go along with the chair?" one customer asked. Another quavering voice pleaded, "Hold my hand, I'm afraid. I've never been up one of these things before."

While women make more attractive promotion material, Vernon Valley is not coasting on aesthetics. There is a thorough training program to teach attendants how to guide skiers onto the lift, what to do if someone falls and how to operate

See ATTENDANTS, page 50



ATTENDANTS, from page 31

the controls. Bob Blinis, lift manager, says there is "no problem with women operating lift equipment. It involves no more than an on-off switch and guiding people into lines."

Mt. Snow manager, John Christie, doesn't agree that women are competent to run lifts — "They're machines and should be run only by men" but he is first to admit the lift attendant's job is more than just a mechanical operation. "The best or worst public relations people are the people at the bottom of the lift."

Mt. Snow's management emphasizes service and Christie feels it is up to management to set the example. When the staff sees owner Walt Schoenknecht park his car in one of the far lots so a customer can have the space near the hill, they can't help but get the message.

Even if the program a mountain undertakes is small in scope, it can nevertheless be effective with the right emphasis. At Mt. Telemark, a sign is posted at each lift station

with the attendant's name. Result is each man takes more pride in his job —he is no longer a cog in the machine but an individual with an important job to do. If service is discourteous, the customer can report the employee to the management.

A spokesman for Sugarbush expresses the philosophy of selling service best when he said, "We're selling an environment."

This year Sugarbush is running two seminars, compulsory for every staff member. In the first, the mountain's philosophy will be discussed, especially what sort of environment the area hopes to provide. The second session covers the practical politics of dealing with the public. By recognizing each individual's importance in a successful season, the Sugarbush staff has a sense of involvement and responsibility. If you tell a man his job is to run a lift, he'll do just that. If you tell him what he must do and why his help is needed, the lift attendant will be doing far more than loading chairs.

WORLD'S LEADING SKI MAGAZINE

SKI

INCORPORATING SKI LIFE

FEBRUARY, 1970

Aspen Highlands

Connect TWA in Denver with Rocky Mountain Airways or Aspen Airways into Aspen. Or ride the Continental Trailways express bus. Skierized rental cars are available at Denver's Stapleton Airport or the Aspen Airport. Aspen Highlands has ten lifts leading to over 55 miles of open slopes, runs and trails up to five miles long, with the longest vertical rise in Colorado — 3,800 feet. Special activities are planned for ski clubs and groups — wine and cheese picnics on the mountain, apres-ski parties, races, curling, movies, etc.

ASPEN HIGHLANDS — the friendliest and most fabulous

place you'll ever ski. And it swings — the two bars offer great apres-ski fun, with live entertainment. The Fred Iselin ski school swings, too — Fred's instructors teach the International technique — and it's oh, so easy. The mountain offers an unusual variety of trails to challenge your skiing ability — in fact, we call it the "Balanced Mountain". Whether you're just beginning or an expert super-skier, you'll find terrain tailored just to suit you. Warren Miller, famed ski film photographer, says that our Exhibition Runs offer some of the finest intermediate skiing in the country. Spring skiing at Aspen Highlands is world-famous, and Maroon Bowl, opened last spring, offers 4,000 vertical feet of superb Colorado light powder skiing. And the night life in Aspen—wow! The best in the world! For brochure, "Show & Tell" trail map, rates, Highlander, write P.O. Box T, Dept. FSM, Aspen, Colo. 81611.



A skiers' lunch at Aspen Highlands, Colorado

This Spring...

SKI the big ones with TWA

ASPEN HIGHLANDER

THE BALANCED MOUNTAIN

Published by Aspen Highlands
P.O. Box T, Aspen, Colo. 81611
303/925-7302

JANUARY, 1970

Highlands Plays Santa (In January)

Christmas may be December 25th but you can't convince the Cheyenne, Wyoming Central Highschool Ski Club of that fact.

After planning a three day trip to Aspen since late fall there was a mix up on bus transportation at the last minute. They had planned to use a school bus but the principal vetoed that idea the day before their departure. Since they had already paid a \$140.00 deposit on their rooms they were almost in hysterics about the sudden cancelation.

Enter Aspen Highlands! Three hours after the trip leader from Central called Aspen a big blue Highlands bus with Jim Camplin at the wheel was on its way.

At 4:00 o'clock Thursday afternoon, the bus pulled away from Central Highschool with 29 delighted skiers headed for Aspen and three days of skiing and fun at the Highlands.

A wine & cheese picnic, a trip to the Brown Ice Palace to watch a Winterskol Hockey game, and other activities were scheduled for the group.

Highlands' bus drivers logged over 1,200 miles for the free charter to and from Cheyenne. Among the parents who waved good by as the blue bus headed for Aspen was Governor & Mrs. Stan Hathaway of Wyoming.

MAROON BOWL TO OPEN SOON

The muffled roar of the Aspen Highlands' Avalancher (a cannon designed specifically for blowing avalanches) caused many Highlands visitors to turn their heads in the direction of the Maroon Bowl early this month.

John MacIntyre, leader of the Maroon Bowl patrol, has been conferring almost daily with Whip Jones, President of the Highlands, for the "green light" to begin tours into the famous bowl area.

After months of planning and study Highlands' personnel have put a formula of operation together that should provide exciting powder skiing on a high level of safety.

Monty Atwater, probably the foremost authority in avalanche control, came to Aspen at the invitation of the Aspen Highlands and the Aspen Skiing Corporation. Atwater conducted seminars on avalanches at the Highlands for the four ski patrols in the Aspen area.

A new product developed for 10 minute rescue of avalanche victims, called a Skadi, will be available for those powder skiers who want it with them in the bowl.

If you are interested in going into Maroon Bowl on one of the guided tours, sign up at the Information Office at the Highlands.



Monty Atwater discussing avalanche control with Whip Jones.

SKIERS — EXPRESS YOUR OPINION . . .

The National Skiers Action Board, representing itself as "the consumers' voice to the industry", held its first meeting at Aspen Highlands in December. The group was originally called the Aspen Highlands Advisory Board.

The Board, composed of leading skiers, ski club officials, and U.S.S.A. members from all over the United States, covered a wide variety of subjects at their first meeting, ranging from ticketing practices and problems, improved communications and travel considerations, to better reservation systems, improved safety standards and more functional equipment and apparel. Specific recommendations and proposals to various segments of the ski industry will be implemented sometime this year.

The Highlands acts in a consultant capacity to the Board, and has offered its facilities to serve as a "showcase" ski area. The Highlands will test some of the following concepts during the current ski season.

1. A coupon book system of ticketing with varying numbers of coupons required at each lift; this would complement the daily lift pass.
2. Provide a morning ticket which is ideal for those leaving the area at midday.

Additionally, the Board recommends that blow-ups of ski maps be installed at the top of every lift which will help orient the skier. Also, lift times along with lengths and vertical rise should be prominently displayed at the base of each major lift.



Snowmass employee housing

Jan 1970



Employee Housing



Snowmass

Restaurant - Bottom of #6



This group of happy high school students owes a bit of its glee they apparently enjoyed on their ski vacation to Aspen Highlands. The Highlands came to the rescue of the Central High School Ski Club

in Cheyenne, Wyoming when the bus scheduled to bring the group to Aspen for a vacation suddenly fell through. One of the Highlands blue buses was dispatched to get the kids and the four day ski trip went off as planned. Aspen Highlands Photo

Highlands bus travels miles for skiers

An Aspen Highlands shuttle bus drove over 600 miles last week to make possible a three-day ski visit for 29 students of the Central

High School in Cheyenne, Wyoming.

Reservations for the trip had been made early in the season by the high school ski club but were headed for cancellation when school authorities rescinded permission to use a school bus for the trip.

Ski Club President Craig Cohen phoned the Aspen Highlands to explain the situation and to say how disappointed his fellow students would be to miss the trip and lose the \$140 hotel deposit.

Two hours after the phone call members of the Aspen Highlands Public Relations Department arranged to have one of the area's blue buses make the trip to the Wyoming city to pick up the high school skiers.

And on Sunday, Jan. 18, after three days of skiing, the bus took the young ski club members back to Cheyenne. Cohen told members of the Highlands staff

that the Aspen trip was the most unforgettable he and his high school buddies had ever taken

Aspen Times
Jan 29, 1970

The Aspen Times January 29, 1970

ASPEN HIGHLANDS

"Aspen Highlands is the damndest place you will ever ski..."

Morten Lund
SKI - Holiday issue, 1969

"The trails from Midway to Quarterway at Aspen Highlands are the finest intermediate skiing trails in the country..."

Warren Miller
ski film photographer

"Skiing at the Highlands is never cold, work nor up-tight nerves. It's groovy. It's fun. It swings..."

Bill Rollins
SKI - November, 1969

"Aspen Highlands gets more sun, yet retains the snow better than any other mountain in Aspen..."

Dick Barrymore
ski film photographer

"Aspen Highlands is GR-O-O-O-VY..."

Fred Iselin, Director
Ski School at Aspen Highlands

*Listen to Aspen Highlands live on
KSNO Monday and Tuesday, AM
Saturday and Sunday PM.*

**'TAKE A 21 MINUTE EXCURSION
'AROUND THE HORN' "**

at

**ASPEN
HIGHLANDS**

Aspen Highlands newest fully automatic high speed poma lift now operating on Golden Horn...provides immediate, easy access to Midway via:

THUNDER BOWL
GOLDEN HORN
CAKEWALK
NUGGET
GRAND PRIX POMA

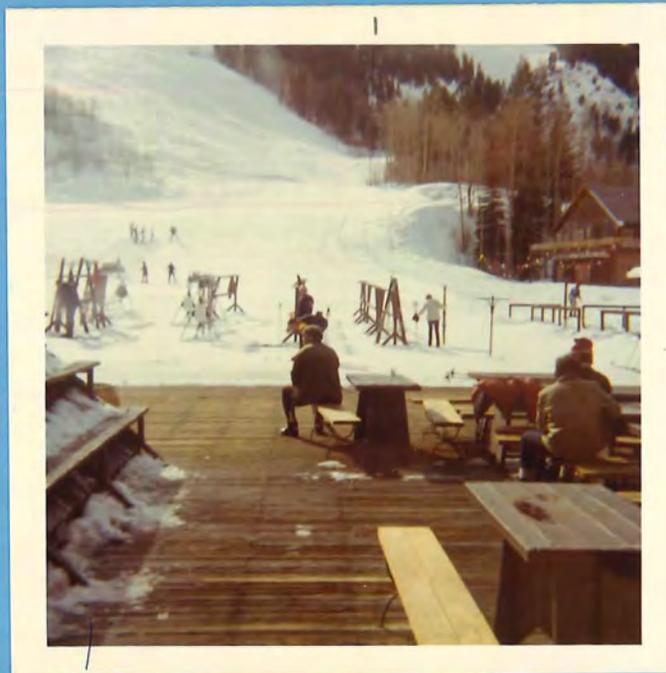
Get your Aspenglow on the mountain - not in lift lines!

Enjoy more skiing time at Aspen Highlands!

If lift line is crowded, we suggest you try this great new route to Midway.

Feb 1970

64



Deck at Base

WESTERN

SKI

*** JANUARY 1970 / 50¢

TIME

WCS

Aspen Highlands Sets Up Board to Give Public A Voice in Management

In an attempt to give the public a voice in ski area management, Aspen Highlands has formed an advisory board composed of ski club and ski association officers from all over the United States.

The group's initial meeting was Dec. 5-7 in Aspen.

William Brehmer, director of marketing for Aspen Highland, his resort, is, in effect, offering its facilities and personnel as a test laboratory for new ideas, techniques and methods which will ultimately make skiing an even more enjoyable and rewarding experience.

All tests and results — both successes and failures — will be made available to all ski areas in the U. S. and Brehmer said he hopes an ever-increasing number of new ski areas will use the information as they make their plans and devise their programs.

The board can also serve as a consumer panel for ski-related industries, to evaluate new products and services, Aspen Highlands officials said.

"Ski areas and ski-oriented industries must keep the skier uppermost in their minds if they are to continue to grow as an industry," Brehmer said, noting that this is the first national attempt to bring skiers into the policy-making level of ski area management.

Highlands plays good samaritan

Aspen Highlands has frequently offered to go the extra mile for guests who come to Aspen, but never, until last week, has the "extra" meant 1,200 miles of driving.

The incredible journey for two Aspen Highlands' employees and one of the familiar blue busses began Wednesday afternoon, January 14. Craig Cohen, president of the Central High School Ski Club in Cheyenne, Wyoming, called the public relations office at the Highlands to cancel a four-day trip which the club had planned earlier in the season.

Cohen explained that just that day the principal of the school had refused the club the use of a Cheyenne school bus that had earlier been committed for the trip. Cohen went on to explain that the 29 students were extremely disappointed and that a \$140 deposit to a local Aspen lodge would also be lost.

At that point a member of the Highlands public relations team asked if it would be possible for the Highlands to send one of its busses to Cheyenne to make the ski trip possible for the students.

After a few moments of laughter, it became apparent that the plan wasn't so impractical. Insurance clauses and the Colorado and Wyoming State Highway patrols were thoroughly checked, and a decision by the Highlands' management was made.

At 7 p.m. on Wednesday, January 14, or two hours after the phone call from the disappointed Cheyenne ski club, a blue Highlands bus was on its way for the 303-mile trip to Cheyenne, Wyoming.

Three days of fun and skiing followed for the 29 members of the Central High School ski club. The hassle that began their ski vacation was quickly forgotten once they hit the 55 miles of runs at the Highlands. And on Sunday afternoon, January 18, 29 exhausted but happy students climbed back on a big blue Highlands bus for the return to Cheyenne . . . the return from the most unforgettable ski trip a group of high school students could ever have.

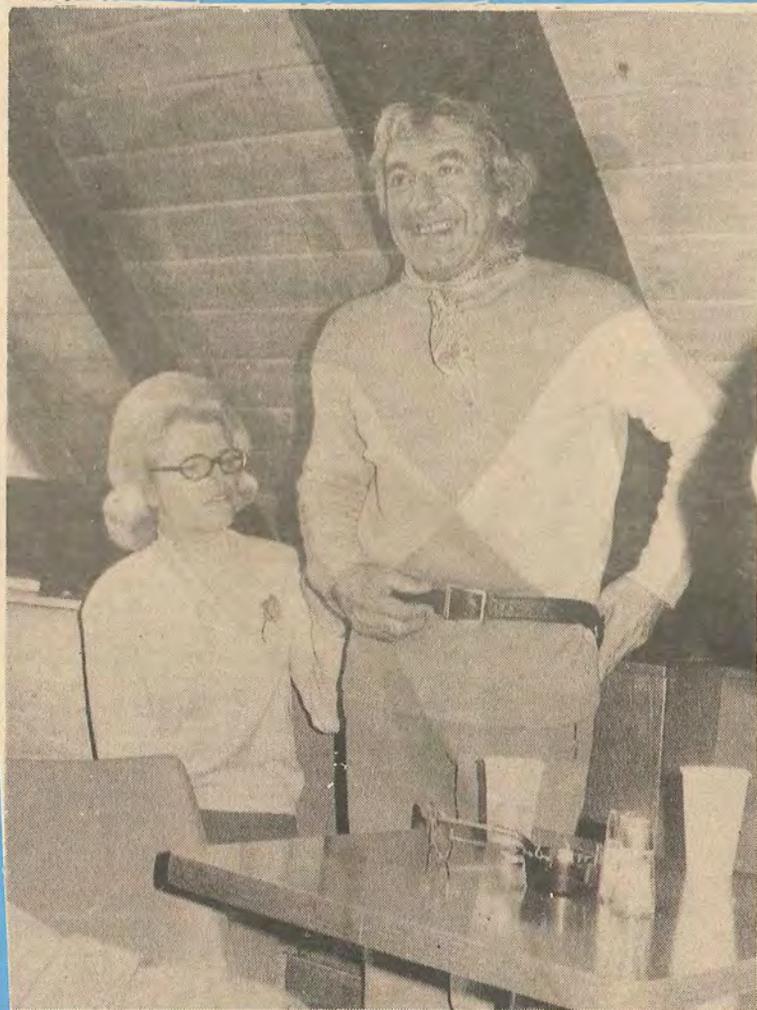
nice job

Aspen Highlands did a very nice thing a few weeks ago and it deserves note. (See story on Page 10.)

The ski area offered one of its buses to the Cheyenne High School Ski Club so that the group would be able to ski Aspen as planned.

The four trips to and from Cheyenne covered about 1,212 miles. Not bad for an old, blue bus, and not a bad gesture for a ski area that has a reputation for being groovy. You can be groovy and still be nice.

February 5, 1970 The Aspen Times



They told Aspen Highlands ski school Director Fred Iselin how great he was at his recent birthday party. They told him how much he has contributed to skiing. But no one said how old Iselin is. Iselin is shown with Highlands ticket chief Inga Zeller. Black and white photography doesn't do justice to his Technicolor outfit.

Jony Poschman photo



ASPEN HIGHLANDS' FRED ISELIN (left) enjoys playing host to visitors from smaller ski areas. These skiers are from a town in Colorado called Vail. From left to right, they are: Vail VP Bob Parker, Marlyn Clark, Vail Director of Skiing Roger

Staub, and John Francis. Iselin said there is no truth to the rumor that the quartet was skiing Highlands because of crowding or some other problem back home.

Aspen Highlands Photo

February 26, 1970 The Aspen Times

N HIGHLAND



Joe Cerroni of Watertown, N.Y. and his mother, Mrs. Mary Ann Cerroni, are skiing Aspen this week because the youth told Readers Digest he wanted to ski here. Well, it wasn't quite that simple. Joe is the winner of national contest sponsored by the magazine. His letter on why he wanted to ski at Aspen was selected from over 6500 entries. Other resort choices included Caracas, Miami, Bermuda, Disneyland and San Juan. Joe is a senior at Watertown High School. He's been accepted at Syracuse University on a full scholarship.

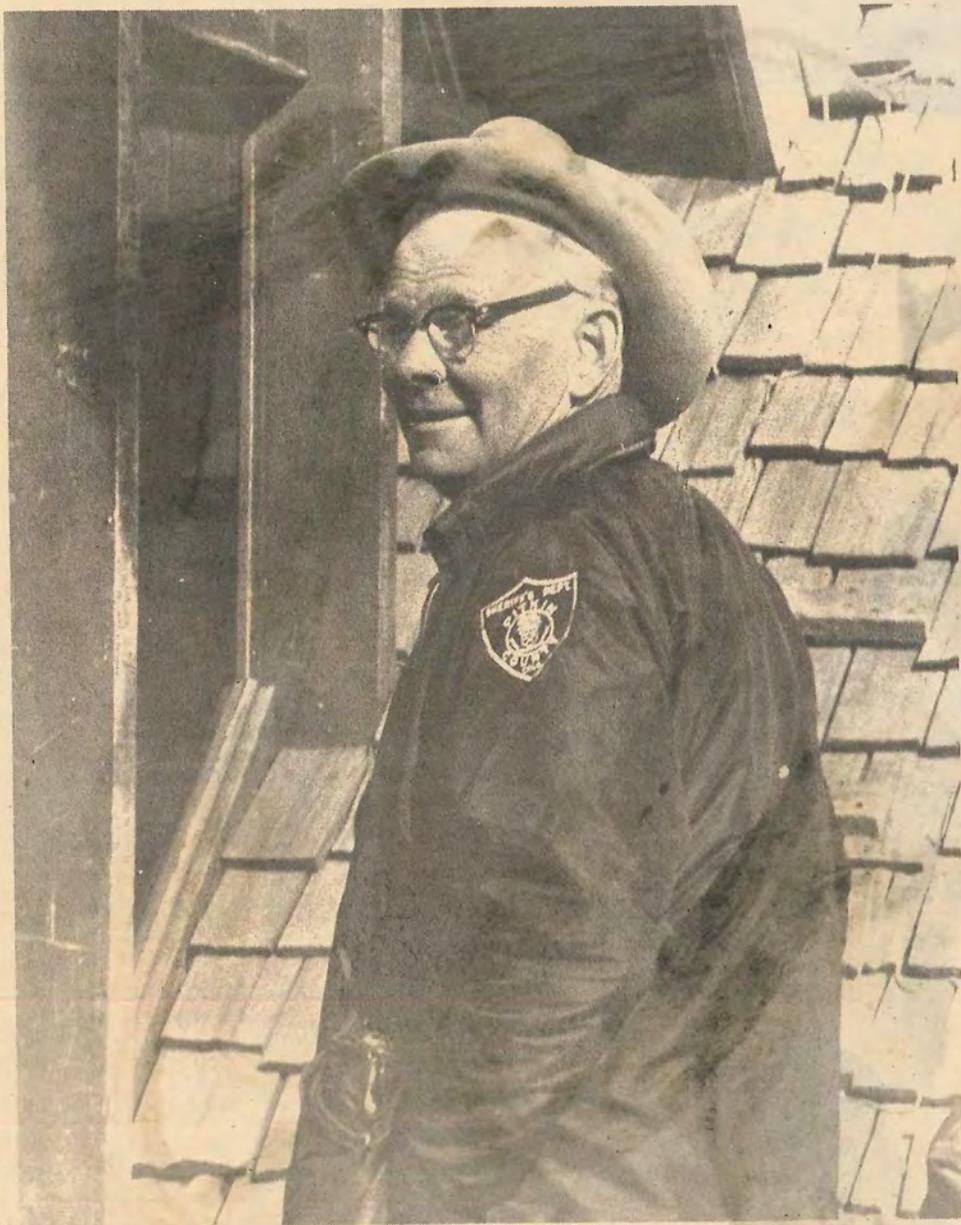
Aspen Highlands photo



FREDDIE PEIRCE (in hat) is above her husband, Everett, at Aspen Highlands. That is, Freddie operates the mid-slope Merry-Go-Round restaurant and Everett is in charge of the base-lodge restaurant. Profits go into the same pocket. Whose pocket wasn't revealed.

Jony Poschman photo

Coho salmon in Coho



WHO'S THE BEST KNOWN PERSONALITY at Aspen Highlands? Highlands President Whip Jones? Ski school director Fred Iselin? Exhibition Lift supervisor O.J. Cerise? Or could it be Highlands' own private eye, Oscar Canady, who, Highlands tells us, "watches for skis, poles, ticket scalpers and pretty girls — not necessarily in that order."

Jony Poschman photo

Monday, March 23, 1970



Keith Merriman, former pastor of the Aspen Community Church lead this Easter Sunrise Service several years ago on Aspen Mountain. He is

pictured above at the extreme left. This year's service will be held at Aspen Highlands.

Ted Dutton photo

500 attend 20th annual Sunrise rites

An estimated 500 worshippers attended Aspen's 20th. annual Easter Sunrise Service.

According to Rev. Frank Harvey of the Aspen Community Church who officiated, there was a large number of young people in the crowd.

The service was held near the mid-slope Merry-Go-Round restaurant at Aspen Highlands. A year ago at the Sundeck restaurant atop Aspen Mountain, the estimate of the size of the crowd was about the same.

There was no sun when the service started at 6 AM. However, the skies brightened as the rites progressed.

Rev. Harvey was assisted in the service by Jim War, Joe Hewhard, Sally Tarr and Sue Gruber. Following the service, most worshippers had breakfast, at the Merry-Go-Round restaurant.

Next year, the rites are expected to return to Aspen Mountain.

500 at Sunrise Service

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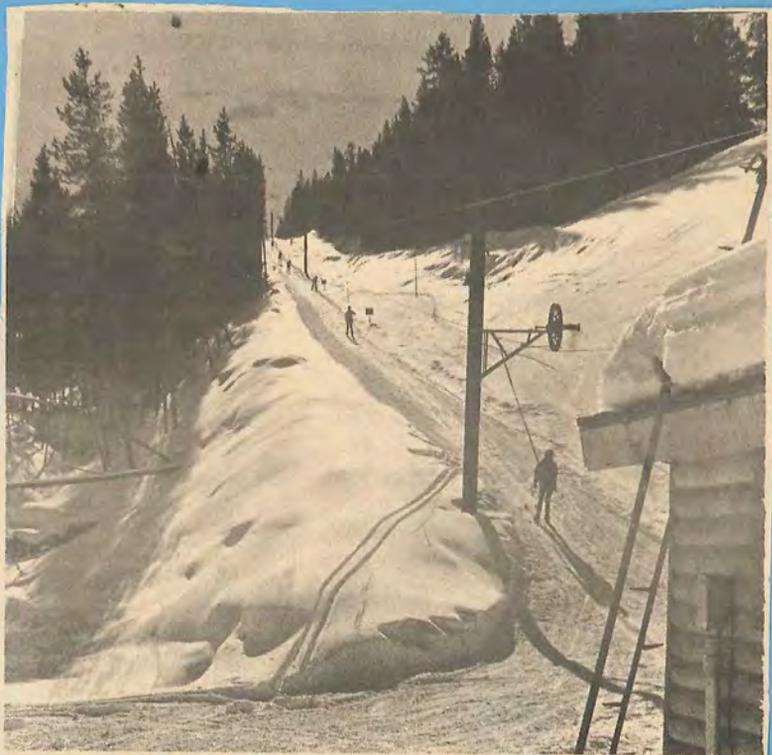
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There was no sun when the service started at 6 AM. However, the skies brightened as the rites progressed.



HE WAS THE 1970 WINTERSKOL CARNIVAL KING and he evidently can't get enough of Aspen. He's James MacArthur, son of Helen Hayes and co-star of the Hawaii Five-O TV series, and he's back on a real vacation this time. And he's shown with Inge Zeller, manager of ticket sales at Aspen Highlands, who is as pleasant with customers as MacArthur is talented. Aspen Highlands photo

Wednesday, April 1, 1970



Aspen Highlands' two new Poma lifts, the first automatic ones in the United States, are transporting skiers faster than Highlands' chairlifts. This Poma parallels the upper section of the Exhibition double chair, and it serves the middle portion of the mountain as well as the Grand Prix trail on the Maroon Creek side. A second automatic Poma is on the Golden Horn slope, above the Thunderbowl double chair. Since the bugs were worked out at mid-season, the Pomas have been working smoothly. Jony Poschman photo

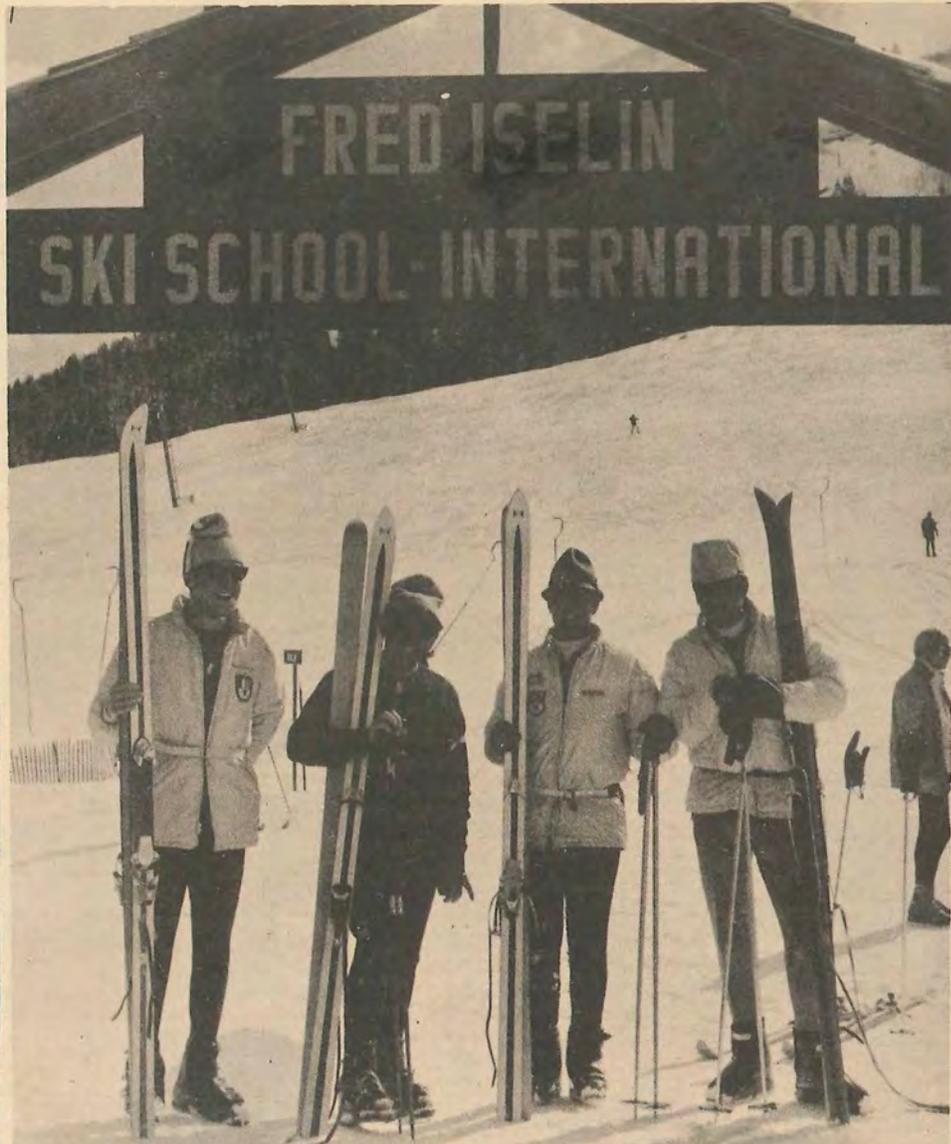
Fred Iselin International
Ski Instructors
Certification
and
Clinic

Beginning Mon.
April 6 Through Fri.
April 10

Sign up by 9 AM
April 6

Price
\$60.00

**ASPEN
HIGHLANDS**



THESE HANDSOMELY TANNED MONSTERS (is that you, Lefty?) are the four Fred Iselin Ski School supervisors who will direct next week's fourth annual certification clinic in the International Technique. For both potential instructors and other parallel skiers, the clinic starts Monday morning, April 6 and ends with exams on Friday. Registration deadline is 9 AM Monday, the fee is \$60.

Photoaaphique, Ltd. photo by Bob Payne

Annual Fred Iselin International Ski Instructors' Certification & Clinic

Monday, April 6 – Friday, April 10

Sign up by 9 A.M. April 6

Fee: \$60

**ASPEN
HIGHLANDS**



IF THE "COOL CAT IN THE INDIAN HAT," as his embossed business card describes him, seems to have more zap than the other two skiers, that's because he eats Heath candy bars. Not THE Heath Bar but Jack Heath (that's him) candy bars. Jack Heath's

mother produces Jack Heath Bars. Jack Heath is considering marketing them publicly. Jack Heath produces polished skiers. He's a private-lesson instructor in the Fred Iselin Ski School International at Aspen Highlands. Got it straight?

Jony Poschman photo



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Annual Fred Iselin International Ski Instructors' Certification & Clinic

Monday, April 6 – Friday, April 10

Sign up by 9 A.M. April 6

Fee: \$60

**ASPEN
HIGHLANDS**

The Aspen Flyer

FREE

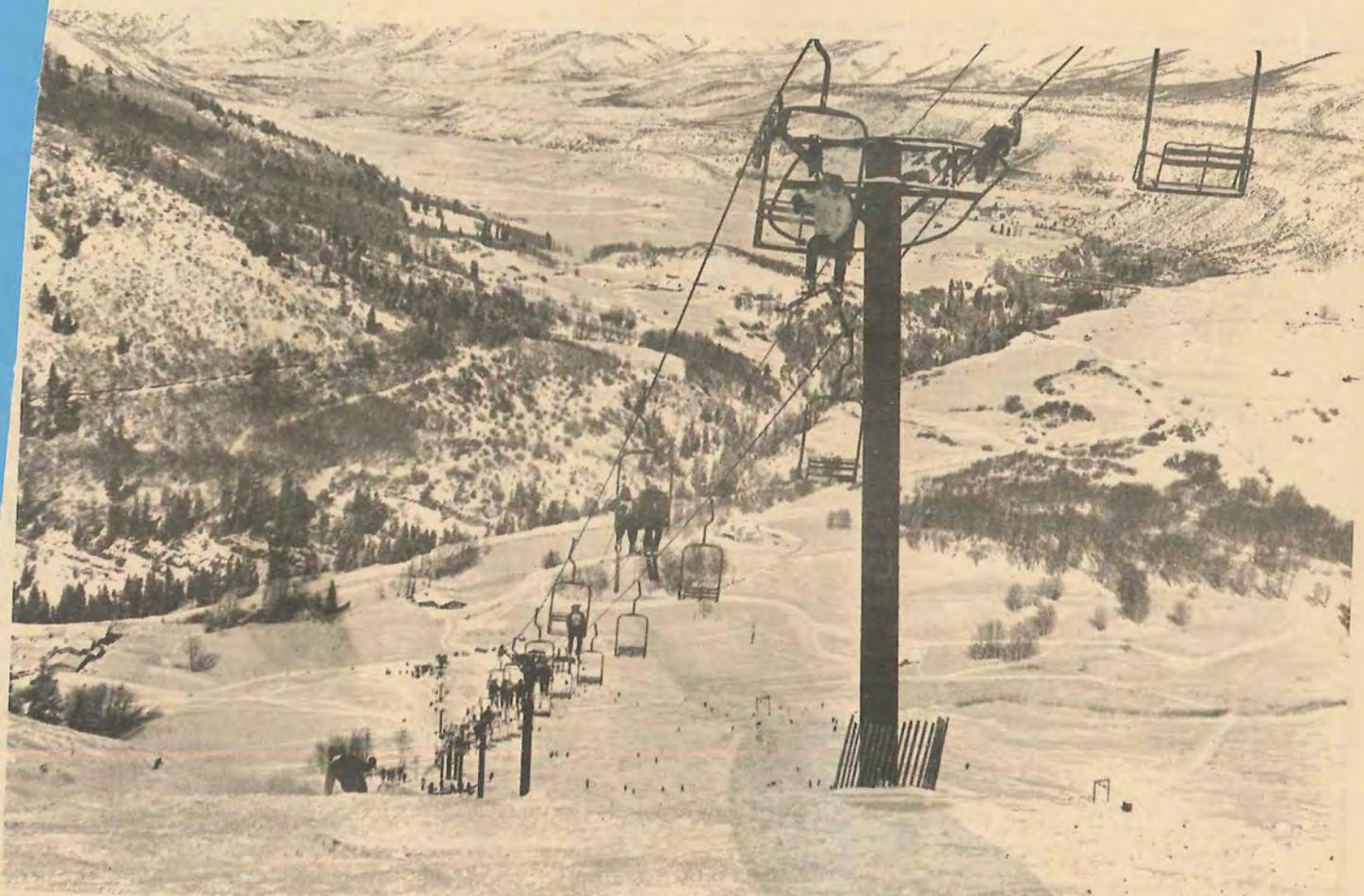
Friday, April 3, 1970



THIS IS SPRING SKIING; Nope, it's winter skiing on April Fool's Day in 10 inches of powder under the Cloud 9 lift at Aspen Highlands. According to some Aspen powder hounds, April 1 was the best day for wailing this season. Aspen itself got 6.6 inches of snow to mark what we think is the second biggest storm of the winter (Aspen gets a lot of little storms — not a few big ones). Prospects are for more snow this weekend (according to the USWB) and, therefore, maybe more wailing. Incidentally, Highlands closes April

19, a week after Aspen Mountain and Snowmass-at-Aspen shut down. Incidentally again, the latest bulletin from the Colorado Ski Information Center in Denver lists every area in the state as "excellent" except Winter Park which is "very good to excellent." And another incidentally, if you turn this photo upside down, the furrows in the powder look like ridges. Very interesting.

Jony Poschman photo



QUICK, WHERE ARE YOU? You may think you are on Thunderbowl at Aspen Highlands. But, if you are on this chairlift, you aren't. The lift was moved to Loges Peak a

number of years ago and replaced by another double chair. The photo was snapped in 1961.

Flyer photo

ASPEN HIGHLANDER

THE BALANCED MOUNTAIN

Published by Aspen Highlands
P.O. Box T, Aspen, Colo. 81611
303/925-7302

APRIL, 1970

JEAN-CLAUDE KILLY SKIS THE HIGHLANDS FOR UNITED



B.B. welcomes J.C.K.



Concentration.



The pause that refreshes!



One, two, three — turn.

Jean-Claude Killy thrilled thousands of Highlands' skiers in late February when he was in the area filming a promotional movie for United Airlines, "Come Fly With Me". Often billed as the greatest racer in the world today, Killy cavorted around the mountain for 2 days displaying

his incomparable form to one and all. It was particularly gratifying to the Highlands which is one of the few areas in the U.S. to teach the French International technique in their Fred Iselin Ski School.

Lift Coupon Books Being Tested at Highlands

An alternative to the daily lift ticket is being tested at Aspen Highlands during the balance of the season. Although not as good a value as the daily ticket it does offer great flexibility to the skier who is just starting, or who can only ski part of the day.

Coupon values have been established for each lift in relation to its length and rise. Shorter lifts require one coupon, longer ones, two coupons and Exhibition lift, three coupons. A study to be done this spring will determine if the Coupon Book will be a permanent feature at the Highlands.

POWDER PAR EXCELLENCE

Powder skiing 7 days a week . . . Miles & miles of untracked snow! Helicopters instead of chair lifts! Sound incredible? Well, to Iselin ski school supervisor, Lefty Brinkman, and instructor, Bill Comstock, the Bugaboos in Canada offered a thrilling and fabulous week of powder skiing. Both accumulated over 85,000 vertical feet in the powder, praising the Iselin technique every foot of the way!

Barrymore to Produce Highland's Movie

Dick Barrymore and Earl Rickers have been at Aspen Highlands frequently during the current season shooting thousands of feet of film in order to produce a movie for Aspen Highlands. This will be the first movie specifically about the Highlands and will be available after August 1, 1970 for showing throughout the U.S. and Canada.

Dick Barrymore is one of the foremost ski photographers in the world, having produced such outstanding films as "Last of the Ski Bums" and "Aspenglow".

Interested groups such as ski clubs, airlines, travel agents, and business groups should contact Aspen Highlands, Box T, Aspen, Colo. 81611 or call (303) 925-7302.

Elite G.S. Held at Aspen Highlands

Golden Horn and Thunderbowl runs set the stage for a giant slalom race featuring the top ranked junior racers in the Rocky Mountain, Eastern, and Intermountain divisions of the U.S.S.A. This Elite G.S. at Highlands was one of the qualifying races for the Junior National Alpine Championships at Park City, Utah in March. Racers and race officials hailed the course at the Highlands as one of the best giant slaloms of the year.

Two boys from Aspen, Jeff Grow and Tom Simons, did well enough to qualify for the Jr. National Alpine Championships at Park City in March.

FURTHER REPORT ON N.S.A.B.

The latest recommendations to come out of the National Skiers Action Board which Aspen Highlands helped organize are directed to the Airline industry. Three specific proposals are as follows:

1. Airlines should install ski racks with locks at major ski destination airports for short term storage.
2. Airlines should design and provide ski boot cartons similar to the widely used ski cartons.
3. Airlines in conjunction with airports should provide a reception and information center to assist and inform skiers and make them welcome.

Groups Skiing the Highlands

Space City Ski Club, Houston; University of Illinois; Harvesters group; Avalanche Ski Club, Milwaukee Wisconsin; Singles Ski Club East, New York; Singles Ski

Club, Los Angeles; Globe Trotter Travel, University of So. Calif.; Northern Illinois Univ.; L.S.U.; Omaha Sports Club; Univ. of Nebraska at Omaha; Illinois Ski Club; Snowbounders, Anaheim, Calif.; Long Beach Ski Club, Calif.; S.&H Ski Club, Michigan; Westwood Ski Club, Calif.; Kansas City S.C.; McConnell Douglas Snowflinders; Lockheed, Los Angeles; Balboa Ski Club, Calif.; Dallas S.C.; Madison Ski Club, Wisconsin; G.E. Ski Club; New York; Huntington Beach Ski Club, Calif.; Chicago Lawn, Lake Shore Ski Club, Sandburg Ski Club, Chicago; Iowa State Univ.; Tannenbaum Ski Club, Penn.; Invaders Ski Club, Minn.; Oak Park S.C., Illinois; Columbia Daily Tribune; Regis Cup races; Atlanta Ski Club; Sitzmark Ski Club, Wisconsin; Fort Wayne Ski Club; Missouki Club, Lansing, Michigan, Upper Canada Skiers, Toronto.

Two Routes Up the Mountain

With the opening of the new, hi-speed, automatic, Golden Horn Poma lift, Aspen Highlands now has two separate routes up to Mid-way. Exhibition double chair lift offers a non-stop 21 minute ride, this, incidentally, is the longest double chair ride in the world — 8800 feet. The other route starts with Thunderbowl chair, new Golden Horn Poma, Cakewalk trail to Nugget, Exhibition run, and new Grand Prix Poma to Midway. Although the latter route sounds longer, it actually is just as fast and allows you to ski as well.

HIGHLANDS HIGHLIGHTS

PHOTOGRAPHY — Available black & white 20"x 30" posters. Have a group photo taken or a shot of yourself skiing. They make great momentos or gifts.

SLOPE CONDITIONS — All slopes in excellent condition. Great skiing no lift lines in early spring.

BEGINNERS AREA — The biggest and best beginners' area in Aspen Highlands base lodge area. 3 lifts devoted to beginners. Students quickly progress to Exhibition Lift for intermediate skiing. Warren Miller, famed film photographer, claims that slopes between Midway and Quarterway offer the finest intermediate skiing in the country.

FREE BUS SERVICE — The Highlands offers continuous, free bus service from Aspen to the Highlands. Buses run from 8:15 am to 6:00 pm seven days a week. During peak periods they run every five minutes. New daily bus service, direct to the Highlands, from those lodges situated between the airport and town. Buses run Wednesdays and Thursdays to and from Snowmass for those skiing the Highlands.

ENTERTAINMENT — Apres-ski entertainment in the "Upstairs" Bar provided by The Inside Edge featuring Jim, Glen and 'Tiger' Folk-songs, sing-a-longs, ballads and zany stories. daily except Saturday.



Bob Cutting in the great Highlands powder

SKI TV — See yourself ski . . . Video taping is available at the Highlands each day . . . Tapes are taken of skiers on the slopes between Midway and Quarterway and during ski club races. The tapes are then shown in the "Upstairs" Bar apres-ski.

Trick Skiing

Grand Moses

This week's trick is recommended for the skier who's done everything. The flip is a whole different phase of trick skiing and represents the aerial region of stunt skiing.

Most of these stunts are performed entirely aloft and include such "crazies" as the forward flip (top photo), the gainer or back flip (lower photo), the doubles, back and forwards, the Moebius flip, (a full forward flip with a full twist) the gelandesprung and acrobatics in general, like trying to fly off of cliffs and that sort of thing.

The flip as far as I know has been performed as long as there have been skis. The intentional flip has been recorded as early as 1940 with people as Stein Erikson, Reudi Wylsch, and Art Furrer performing them. Later the arrangements of doubles, gainer and the Moebus flip have been added by Tom Leroy and Herman Gollner.

In the Aspen area now there are only two "kickers" (a flip jump) set up. Both of these are atop beautiful Loges Peak at Highlands ski area.

Due to the fact that the forward flip is done the first time only with guts out bravado and little style there are no illustrations this week other than the photos included.

The forward flip is initiated the same way as it

is off a diving board with a downward movement of the arms and a tucking movement of the body. The rest is simply follow through. Poles are generally left behind for safety sake. And again, as with most stunts, the difficulty arises only in the mental trauma of doing it. i.e., it's all in your head, man.

As was mentioned above, both of the flips

pictured were done at Highlands on the kickers set up only for that purpose. The forward flip (above) was done by me. The gainer (below) was done by Kendall Williams of the Aspen Highlands Ski Patrol.

Like a lesson? Give me a ring at 925-7901 — Thanx.



skin care

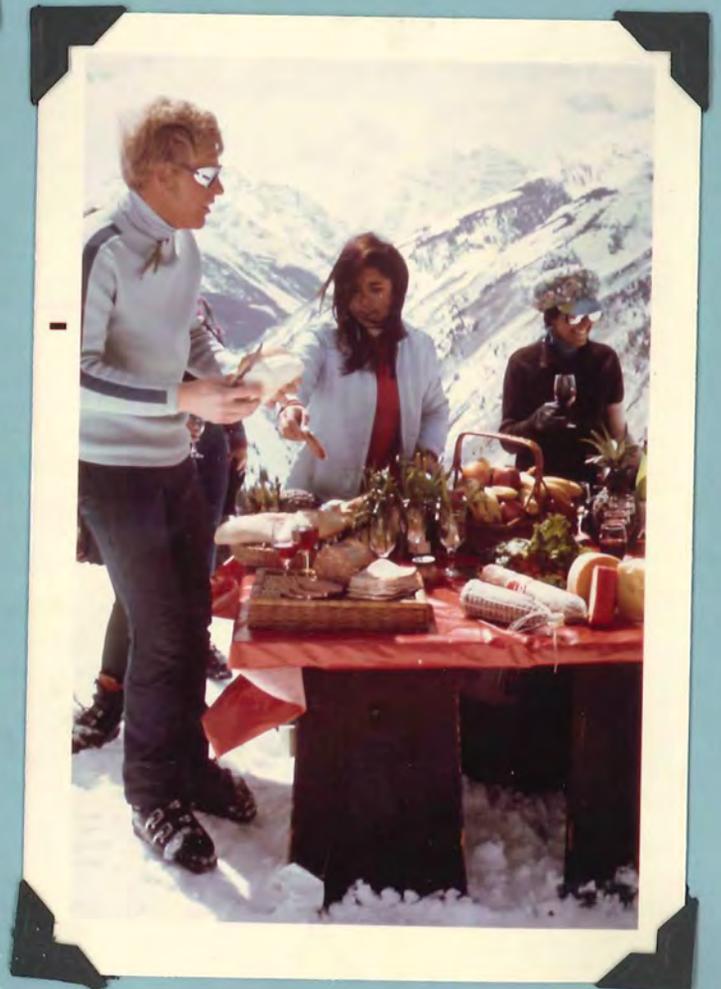


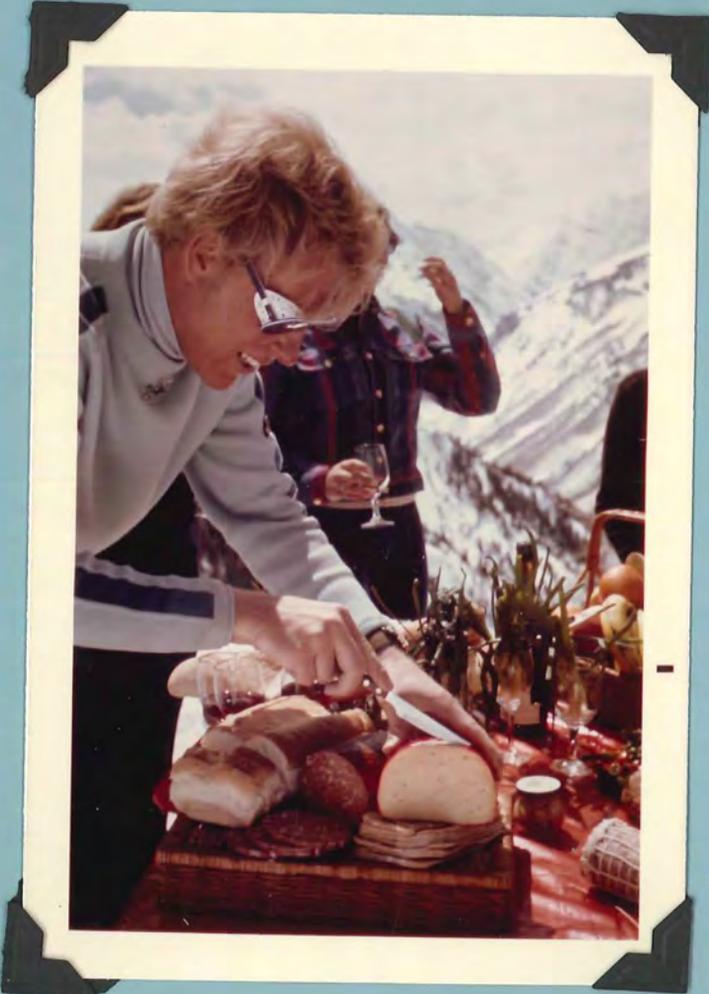
Picnic Point

Picnic for
Aspen Highlands
movie

by Dick Barrymore

W. Johnson
Donna Adelman
Chris Zekus





A. Andrews B. Adams



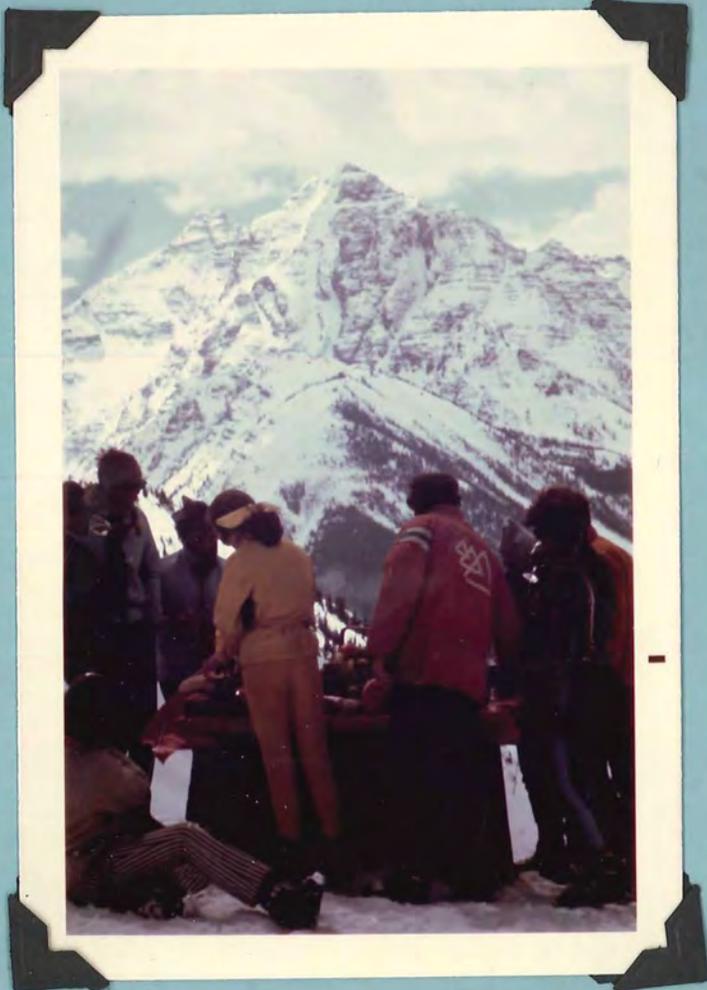
Lefty Brinkman

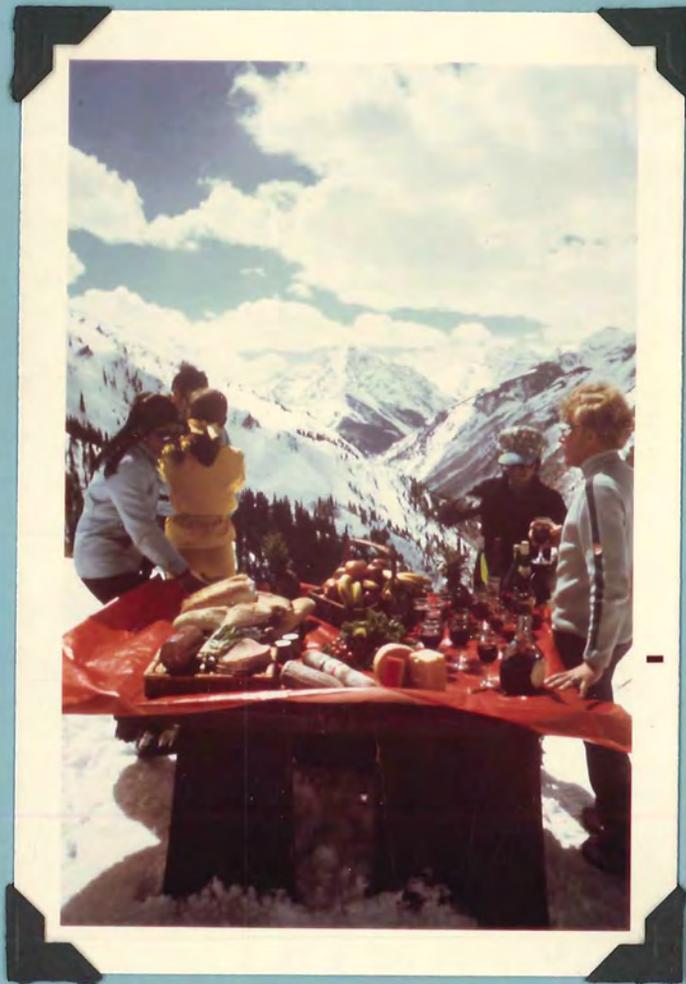






Le Picnic
march 1971
Picnic Pour





Fred Iselin is hurt while skiing in film

Aspenite Fred Iselin, director of the Ski School at the Aspen Highlands, fell recently in France while skiing in a scene for "The Great Ski Chase" and broke his thigh, the Aspen Times learned this week.

Started last winter in Vail and Aspen, "The Great Ski Chase" is a ski film being directed by Roger Brown, Summit Films.

The accident occurred near the bottom of the Bossons Glacier above Chamonix, France. He was taken to the hospital at Chamonix, where X-rays revealed a broken femur.

In an account of his accident, a French newspaper listed Iselin's birthdate as January 25, 1914. Place of birth was Clarus, Switzerland, the paper stated.

Iselin was for many years co-director of the Aspen Ski School, which he helped start with Friedl Pfeifer in 1946. He became director of the Aspen Highlands ski school several years ago.

Skiing with Iselin in the "Great Ski Chase" are former Olympic gold medalist Roger Staub, Art Furrer, Corky Fowler, Tom LeRoy and Suzy Chaffee.

The script, a comedy, is about an international ski thief, who pulls a job in Aspen and is chased by a host of international agents in various ski resorts around the world.

Although a French newspaper said that Iselin's accident came when the film was three fourths completed, Iselin told the Aspen

Times in a letter that it had been finished.

"It's a great finish although it hurts like hell," he said.



April 21, 1970
riding down Exhibition!



SPRING ISN'T THE ONLY SEASON for crazy hats. This was a competitor in a Winterskol Carnival race at Aspen Highlands last January.

Joan Simon photo

Monday, April 6, 1970

Ski Prof. Iselin quits ski teaching

Renowned ski teacher Fred Iselin will become a professor emeritus after Aspen Highlands closes on Sunday, April 19.

With the expiration of his six-year contract at Highlands, Iselin is taking down the shingle for his Fred Iselin Ski School International. A replacement has not been announced.

Iselin said he turned down two propositions for an extension of the contract. His future plans include finishing up the ski movie he is now making, possibly making more ski movies, and undertaking other un-named pursuits — but not directing a ski school.

The working title of the 26-minute film Iselin is completing is "The Great Ski Chase." Like most of his other films dating back to the

mid-1950s, it is a comedy.

Summit Films of Denver is producing the movie for TWA airlines, Bonne Bell ski cosmetics, American Express and Hart skis. Scenes were shot in Aspen and other Western resorts this winter, and the crew will move to Europe this spring.

For the past two years, supervisors at Iselin's ski school have had a major hand in its operation. The supervisors are Bob Card, Lefty Brinkman, Ed Lynch and Dave Farny.

This week at Highlands, Iselin's fourth annual certification clinic in the International technique drew 75 registrants.

Not only is Iselin giving up ski teaching but he plans no revision of his well-known book, "New Invitation to Modern Skiing." According to Iselin, the ski bible is "technically strong."

He said he is pleased to see that, as he predicted a number of years ago, other ski techniques — particularly the American Technique — are coming back to the principles he has been teaching for years.



THE ASPEN TIMES

Section B

Commenting on his school's contribution to Aspen Highlands, he said it has made the area "one of the major areas in Colorado, in spite of increased competition."

Since he took over the Highlands ski school from Stein Erikson six years ago, business has increased several hundred percent, Iselin explained.

The Ski Maestro, sometimes known as Aspen's Mr. Ski, came

here from Sun Valley in 1947. He was co-director with Friedl Pfeifer of the ski schools at Aspen Mountain and Buttermilk Mountain for 16 years.

The Swiss native is also a former Aspen Times columnist. His "Ski School Confidential" of several years ago was one of the most widely quoted, supported and rebutted columns the paper has ever run.

Iselin said he considers his

greatest contribution to Aspen Highlands was in providing a pleasant and relaxed atmosphere, and firing up the spirit of ski instructors. He said he thinks he was successful in making Highlands "a fun place to ski."

Iselin, known as a swinger addicted to bright colors, is associated with Fredrico's Le Club discotheque, which has the same image. He wife owns Elli of Aspen sport clothes shop.



Ski Maestro Fred Iselin (in cap) is retiring this spring as director of the ski school at Aspen Highlands. But he'll probably continue in his role as a ski movie mogul. He's shown in a scene from a 26-minute film which has the working title "The Great Ski Chase." Chasing him

down a Vail run are (l. to r.) Tom LeRoy, Beth Annabelle, Roger Staub and Corky Fowler. Footage was also shot at Aspen and there will be more work this spring in Europe. A fall release date is planned.

Barry Stott photo

April 1970

Iselin ski school sets certification clinic next week

The fourth annual certification clinic for instructors in the International Technique is scheduled next week by the Fred Iselin Ski School at Aspen Highlands.

The registration deadline is 9 AM

Monday, April 6, the first day of the program. Certification exams are planned the following Friday.

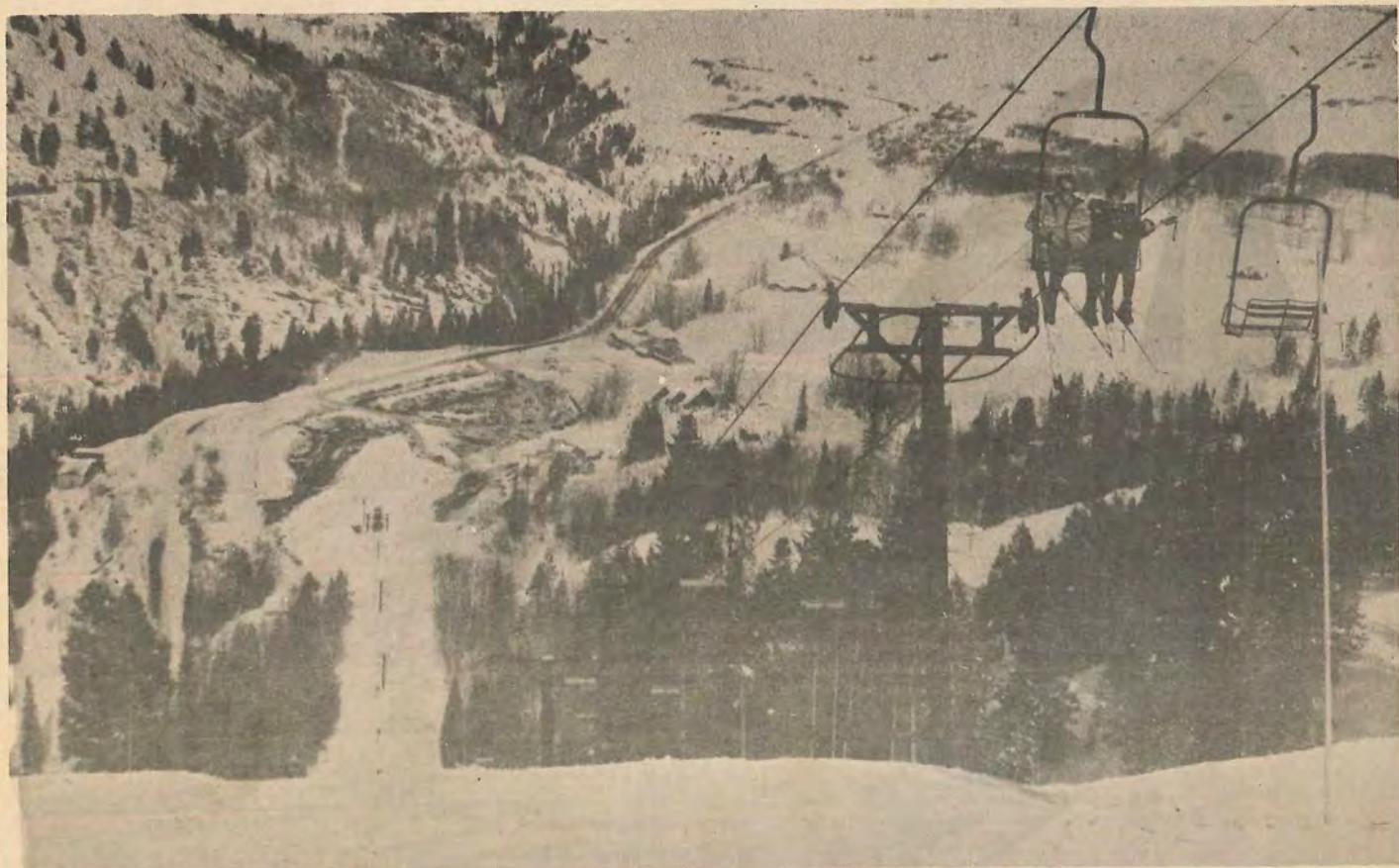
Iselin announced that the fee for the five-day clinic is \$60. The program is open to parallel skiers, including those who intend to become instructors as well as those who simply want to brush up on their technique.

Sessions will be conducted by Iselin supervisors Bob Card, Lefty Brinkman, Ed Lynch and Dave Farny, and by Iselin's top

instructors.

Most instruction is given by small classes. Pupils are taught ski technique as well as methods of handling classes.

Pins signifying several degrees of instruction proficiency are awarded graduates.



IT APPEARS THAT THERE HASN'T BEEN MUCH CHANGE in this view of Aspen Highlands. But look again. The photo was taken in 1961.

Flyer photo

April 1970



Inge Zeller - Kelly —

Merry Go Round

Aspen Highlands
March 1970



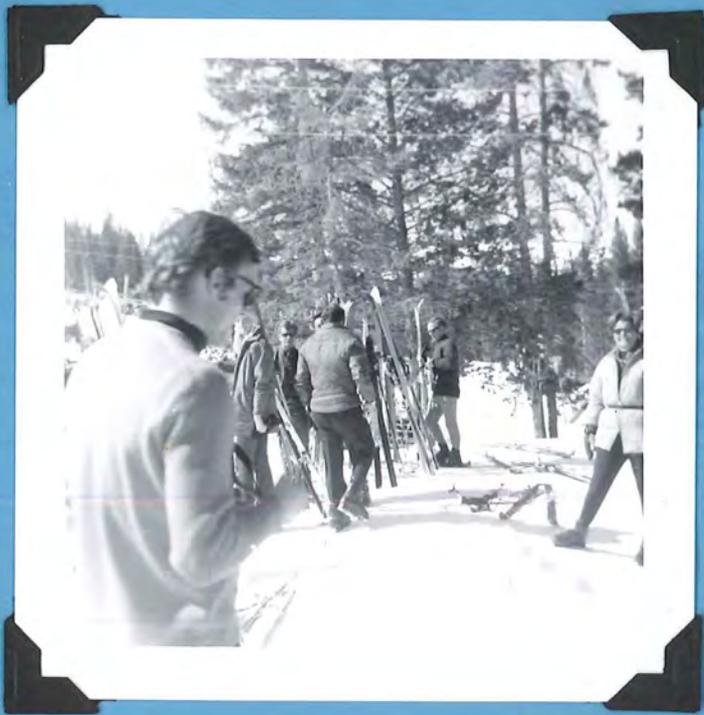


J. Kelly B. Behmer

midway



Sean Oand



At Mary
Go
Round





UES — March 1970

Midway

ASPEN HIGHLANDS

LONGEST VERTICAL DESCENT IN COLORADO

IN THE HEART OF SKI COUNTRY, U. S. A.

To our customers:

April 1970

In appreciation for all you have done to help support Aspen Highlands this ski season, we will remain open through April 19. You helped make this season the best ever for the Highlands and for this we thank you!

We look forward to an even better season next year — for you, for us, and for all of Aspen. Any ideas or suggestions to make Aspen Highlands an even better ski area will be most welcome.

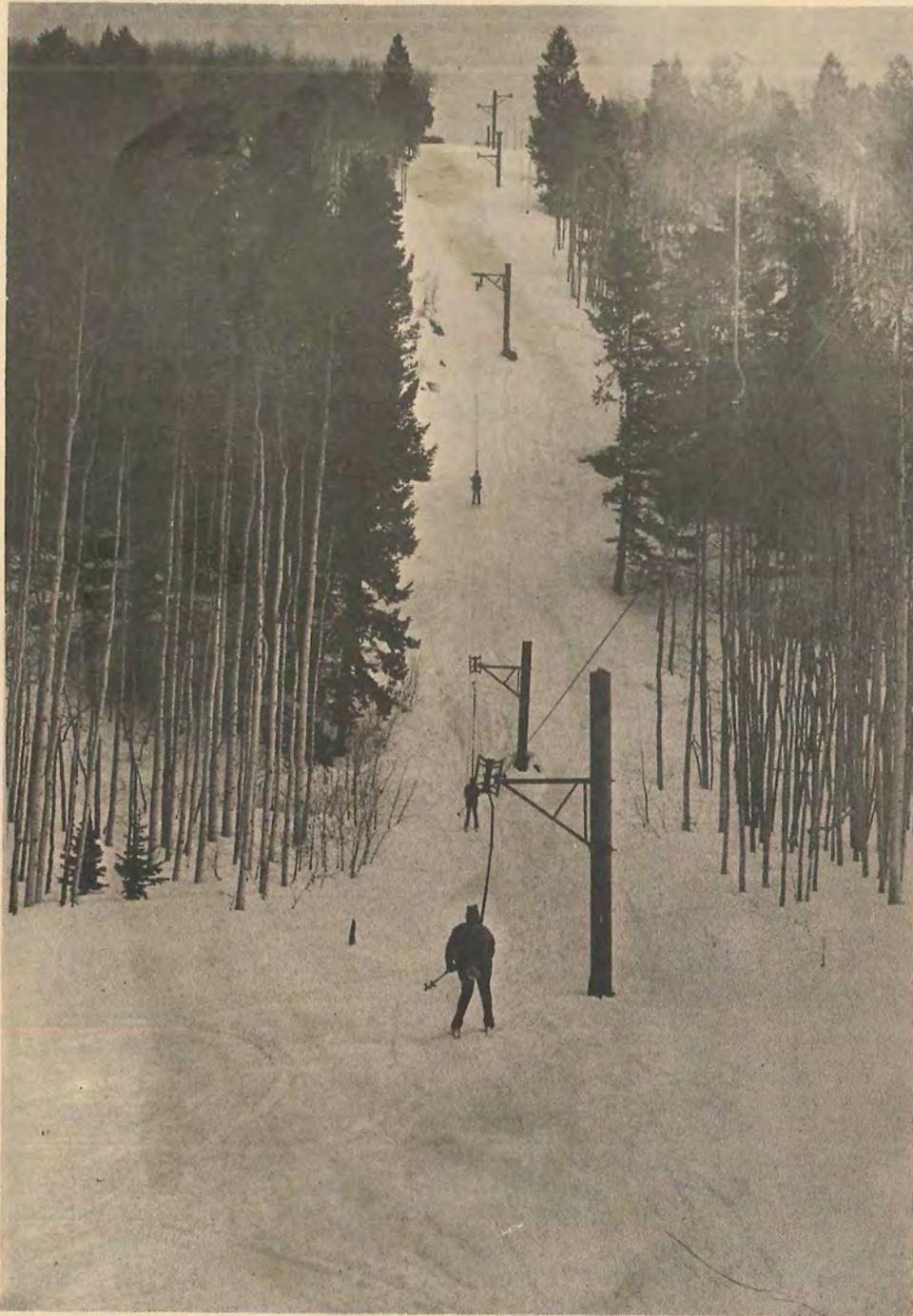
Again, thanks for your support, and we'll look forward to seeing you again next winter.

Cordially,

Aspen Highlands Skiing Corporation

BOX T ASPEN, COLORADO 81611 U.S.A.
AREA CODE 303 TELEPHONE 925-7302

April 1970



WE HELD OUR BREATH waiting for this Poma lift to run this winter at Aspen Highlands, and we are now rather blue in the face. As it turns out, the lift wasn't needed — you can get to the top of the Golden Horn slope by a newer Poma. This tram used to be known as the Upper Poma. Now it could be called the Second Middle Poma, Better yet, let's just call it quits.

Flyer photo

Aspen 8, 1970

75 skiers take certification test at Highlands Friday

After an intensive week of training with the Ski School Instructors Clinic at Aspen Highlands, seventy-five skiers attempted to pass the certification test Friday, April 10.

The skiers received points from four stations, which, when combined with an attitude score, placed them in one of the following categories: 90-100 gold, 80-90 silver, and 70-80 apprentice.

The following is an alphabetical list of those who did receive pins in the clinic:

Gold: Duane Arnold, Bill Clark, Jon Eymere, Pat Henry, Jerry Osentowski, Dave Stiles, Cheryl Trumbull.

Silver: Scott Berrett, Maurice Beck, John Bruegger, Bill Burton, Jim Clare, Don Coder, Pepper Gomes, Ginny Henry, Jack Jenkins, Annette Keller, Marty Keller, Steve Kentz, Joe Kohler, Tom Kimbell, Mike Kinney, Bill Leakey, Jim Mokres, Wilton O'Neal, Bob Payne, Chet Perkins, Jim Sailors, Rich Stacks, Mindy Stanford, Jim Worrell.

Apprentice: Dave Bernhagen, Bill Cast, Rob Dietz, Rich Duggan, Alison Ehrlick, Sarah Ellsworth, Henry Filip, Carol Fischer, Jim Fitzpatrick, Dave Hopkins, Don Horton, Alison Ickes, Ruth Krasenics, Jennifer McCrey, Steve Naumburg, Art Preusch, Alexis Scharff, and Hans Thompsen.



Kite films
at 12,000'

Fordyce Todd

Loges Peak

March 1970

