

Season 1971- 1972

# ASPEN HIGHLANDS

Too Bad They Found Out About  
The Best Kept Secret in Town

History is rife with accounts of the under-dog and his identity problems: Alf Landon, Roger Maris, Avis.

Such, too, has been the lot of Aspen Highlands, languishing in the big shadow of the Aspen Skiing Corp. Life hasn't been easy for Aspen's independent. Up until now that is. But the Highlands seems to have licked its problem by, simply, trying harder.

Besides, it isn't easy to hide for long when your summit rises up to 11,800 feet at the top of Loges Peak. Or when there's 3,800 feet of vertical in-between, longest ski descent in Colorado. Or when your president is an affable eccentric named Whipple Van Ness Jones with enough of the gadfly in his blood to keep the whole town stirred up.

So now Highlands has been discovered — by a whopping 208,000 skiers last year. The visitors who used to bypass the place en route to Aspen Mountain, Snowmass or Buttermilk have unearthed one of Aspen's best-kept secrets — perhaps its only secret. They've found out about the shorter lift lines, deeper snow and casual, unsophisticated atmosphere. And as new members of the fan club, they're not telling.

Highlands is a fun place, so relaxed and friendly that it almost seems a put on. But it's real enough. The tone is one set by the ebullient Jones and the late Fred Iselin, a clown of a skimeister who directed the ski school for so long. It was impossible to keep a straight face in Iselin's presence and his spirit of frivolity has lived on. Even the lift attendants seem to have a good time here at 20 below.

Another reason everyone smiles at the Highlands (besides the lowest season ticket in town) is the mountain, a broad ridge honeycombed with ski trails of all descriptions. There are more than 50, most of them suitable for the interme-



diate and expert. Lesser skiers can show their stuff on the broad well-groomed runs near the middle of the mountain.

But there's more to Highlands than first meets the eye. For the ambitious skier on his way to the top there's one of skiing's grandest views. A stunning vista of three magnificent 14,000-foot mountains — Pyramid Peak and the two Maroon Bells — opens up at the top of Cloud Nine lift. Here skiers sometimes become so enchanted they forget to get off.

Then for the expert seeking a totally new experience, there's Maroon Bowl, a super-steep panorama of open powder skiing off the spiny ridge behind Loges Peak.

It doesn't quite compare to the glitter of Aspen, but Highlands even provides its own apres ski fare with a hard-rock blowout at the base lodge. The whole thing fits together in one pleasant picture: warm, unhurried, uncrowded — the sort of thing you don't expect at Aspen.

Too bad the tourists have found out.

# ASPEN HIGHLANDS

**SKYRIDE**

**OPEN  
DAILY**

**through Oct. 3**

lifts run 9 to 3 p.m.

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## **Color Tour**

Colorado's most spectacular sky-  
ride — Now you can enjoy beau-  
tiful FALL COLORS. Make your  
ride soon and often.

**HIGHEST VERTICAL  
RISE  
in Colorado**

**LONGEST** double  
chair lift in the world

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**Merry-Go-Round  
restaurant open  
for lunch & snacks**

Aspen Today  
September 9, 1971

## **Highlands sets ski lift rates**

Aspen Highlands this week announced its lift rates for the 1971-72 ski season.

A daily adult ticket will be \$9, up 50 cents from last year. An individual season pass is \$125 if bought before Thanksgiving, up from \$95 last year.

New this season will be a 10-trip ticket (must be bought prior to Dec. 1) for \$55.

School children through high school and faculty of the public school systems in Aspen, Basalt, Carbondale and Glenwood Springs, the Rocky Mountain School and Colorado Mountain College may purchase tickets at \$4 with proper school identification.

The complete rate schedule:

Daily Adult Ticket	\$9
Half-day Adult Ticket	\$6

Daily children (12 and under)	\$4
3-Day Ticket	\$24
Western Slope Adult daily	\$7.50
10-trip ticket	\$55
Season pass-individual	\$140
Season pass-family	\$280
Season pass-teenage	\$65
Season pass-12 and under	\$20

The family season pass is \$250 if purchased prior to Thanksgiving. (\$200 last year.) The first child 12 and under is free. All others \$10 each.

The Highlands rate schedule was approved by the Forest Service on July 9. Highlands official Bill Brehmer said, however, that the management reserves the right to revoke any type of ticket at any time.

Aspen Times August 1971



The Aspen Racing Association and Aspen Highlands are cosponsoring the Mountain States Motocross at the base of the Highlands ski area starting at 11 AM on Sunday, Aug. 29. (More details inside)

1971

# ASPEN HIGHLANDS

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Colorado's most spectacular skyride — Now you can enjoy beautiful FALL COLORS. Make your ride soon and often.

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Merry-Go-Round restaurant open for lunch & snacks

Aspen Times  
September 16, 1971



**ASPEN**  
**HIGHLANDS**

# ASPEN HIGHLANDS

**SKI THE BIG ONE THIS YEAR!**

(and at the same time, assure better free TV reception in Pitkin County)

Yes — you can do both by purchasing an Aspen Highlands Season Pass at the pre-Thanksgiving price of \$125.00.

Just send your check to Aspen Highlands, P.O. Box T, Aspen, CO 81611 by October 15th and we'll donate \$10.00 to the newly formed Roaring Fork TV Association.

To: Aspen Highlands  
Ticket Control

Enclosed is my check for \$125.00 for a 1971-72 season pass. Please make a donation of \$10.00 to the Roaring Fork TV Association.

Name .....

Address .....

Phone No. ....

NOTE — Check must be received by 10-15-71 to qualify for Highlands donation.



IN THE HEART OF SKI COUNTRY, U.S.A.

## GROUP ACTIVITIES PROGRAM

Ski clubs and groups have traditionally favored Aspen Highlands because of the warm, personal atmosphere and the wide variety of fun activities offered. Only one activity may be scheduled for your group per day. A group consists of 25 or more skiers.

**WINE AND CHEESE PICNIC . . .** This is really a must! Weather permitting, your group will eat and drink with a magnificent view of Maroon Bells in the background. *Complimentary.*

**SLALOM RACE . . .** Set-up for the general ability of your group, this fun event will be one of your Aspen vacation highlights. Patches, pins and posters are awarded to winners in our Base Lodge après-ski. *Complimentary.*

**OBSTACLE RACE . . .** New this year - for those groups that are more interested in fun than in competitive racing. Course includes zany obstacles and several "pit" stops where beer or wine must be consumed. Patches, pins and posters awarded to winners in Base Lodge après-ski. *Complimentary.*

**RACING CLINIC . . .** For those members of ski clubs that are seriously interested in competitive skiing. Expert instructors teach you the finer points of edge control, approach to gates, body position, etc. Limited to 25 skiers per clinic for two hours of instruction. *Complimentary.* (Personalized Racing Clinic Certificate available for \$1.00 each)

In addition, your group can run our NASTAR race course and win NASTAR pins. Cost \$2.00 each.

On request we will make our Base Lodge facility available to large groups of fifty or more in the evenings from 8:00 - 11:00 p.m. Minimum bar guarantee . . . \$2.00 per person.

For further information write: Aspen Highlands Group Activities Dept., Box T, Aspen, CO 81611, phone (303) 925-7302.

## ASPEN HIGHLANDS SKI MOVIE

Dick Barrymore produced "Ski Aspen Highlands" in 16mm color and sound in 1970. It is the first movie specifically on Aspen Highlands and makes an excellent visual piece for ski club meetings. Over 100,000 skiers have now viewed it.

The movie is 22 minutes long and shows the varied terrain at Highlands, with particular emphasis on our great new Maroon Bowl. Barrymore says that "Maroon Bowl offers the finest powder skiing in North America serviced by a lift."

Such fun activities as wine and cheese picnics, club races and après-ski parties are also featured.

Dick Barrymore and Earl Rickers are among the foremost ski photographers in the world. They've produced such outstanding films as "Last of the Ski Bums", "Aspenglow" and "The White Search."

Interested ski clubs and groups should write Aspen Highlands, Box T, Aspen, CO, 81611 for a print of the film.

Showings of our movie along with other fine films can be arranged in Aspen for showing in your lodge. Ski Instructor also available for "chalk talk." Complimentary.



IN THE HEART OF SKI COUNTRY, U.S.A.

## NASTAR RACING PROGRAM

One of the greatest attractions of sports at any age is the excitement that comes from extending your skill and physical coordination beyond what you've achieved before.

NASTAR is just that. And it's available in Aspen only at Highlands!

NASTAR is the National Standard Race, a program for the recreational skier. By entering NASTAR a skier establishes a handicap and for the first time can measure his ability against other skiers who enter NASTAR across the country.

Find out how much you have progressed from a learner to a real practitioner of the sport.

Enter NASTAR, the race for everyone regardless of age or ability. If you are in the snowplow class or an expert, you can measure your ability by entering NASTAR. If you are 4-40 or 80, you can enjoy this easy ski, open gate, giant slalom course which runs between 30-45 seconds.

You have the opportunity of winning a NASTAR pin by coming within a certain percentage of PAR in junior, regular and veteran classes — men-women, boys-girls.

NASTAR races at Aspen Highlands will generally be held on Wednesdays and Fridays - with a special Snowmass NASTAR day on Thursdays. However, we urge you to join our NASTAR racing clinics to be held earlier each week to improve your chances of winning a NASTAR pin. Expert racing instructors will work with you and critique your trial runs.

Get more fun out of skiing, race in NASTAR. In Aspen — only at Highlands!

Aspen Highlands, P. O. Box T, Aspen, CO 81611, (303) 925-7302

## ASPEN HIGHLANDS BUS SCHEDULE

### BUS STOPS

1. CORNER ASPEN AND MAIN AT PAEPKE PARK
2. CORNER GALENA AND MAIN — ACROSS FROM COUNTY COURT HOUSE
3. CORNER SOUTH ORIGINAL AND HYMAN
4. CORNER EAST DURANT AND ORIGINAL — ACROSS FROM MITTENDORF
5. CORNER SPRING AND DURANT — ACROSS FROM GLORY HOLE
6. CORNER MILL AND DURANT — ACROSS FROM HILLSIDE
7. CORNER MONARCH AND DURANT — ACROSS FROM BLUE SPRUCE
8. CORNER ASPEN AND DURANT — BY THE PINES
9. COOPER STREET BETWEEN ASPEN & GARMISCH — NEAR LITTLE RED SKI HOSTEL
10. CORNER HYMAN AND FIRST — ACROSS FROM THE BROWN ICE PALACE
11. CORNER MAIN AND FIRST — WEST OF ARTHUR'S RESTAURANT
12. MAIN AND FOURTH — ACROSS FROM SWISS CHALET
13. HALLAM BETWEEN SEVENTH AND EIGHTH — ACROSS FROM VILLA OF ASPEN

FREE blue busses leave for Aspen Highlands every 15 minutes from 8:15 through 11:00 a.m. . . . thereafter, every 30 minutes! Last bus leaves Highlands at 6:00 p.m.

Special busses are also available from the west Aspen area, including stops at Holiday Inn, Pomegranate Inn, and Park Meadows. Contact your lodge for further information.

New this year will be daily FREE Bus Service from Snowmass - Monday thru Friday. Busses will leave from the main bus stop in Snowmass at 8:00, 9:15, and 10:30 a.m. Stops will also be made at selected lodge and condominium stops between West Village and Crestwood. Returns will be at 3:30, 4:45, and 6:00 p.m. Check your lodge or condominium for further information. Don't forget — a special NASTAR race will be held each Thursday for Snowmass guests only.

Note: Variations may occur from schedule due to weather, etc. Please bear with us.

# ASPEN HIGHLANDS

IN THE HEART OF SKI COUNTRY, U.S.A.

## G.L.M. AT HIGHLANDS

Last year Aspen Highlands introduced the Graduated Length Method of ski instruction into its Ski School. The results were fantastic. Total Ski School revenue increased by over 22%! Quite a feat in light of a decrease in ski school revenue reported at nearby area ski schools.

The reaction on the part of students was most gratifying. Many people who had quit skiing years ago, came back "in the fold" as a result of GLM.

Highlands uses the techniques developed by the originator of GLM, Clif Taylor. Over many years, Taylor has refined and improved GLM instruction to the point it is now. His methods have been clearly demonstrated to be the best and only way to learn parallel skiing from the outset.

Many other so-called GLM systems are now available, but most of them skip the 3' and 4' stages of GLM and start the student out on 5' skis. Taylor feels that the most important parts of GLM are the 3' and 4' stages. He reasons that a skier might just as well start on traditional length skis since the snowplow and christie must be a part of a system that starts with 5' skis.

The Taylor "Direct Parallel" method as taught at Highlands is based on 13 parallel "Turning Power" exercises that are first taught on 3' short skis, then applied to 4', 5' and ultimately traditional length skis. The system is used to teach beginners a direct-parallel method immediately. It's also used to help intermediate skiers who are having problems with parallel technique. In addition, it can improve and sharpen the technique of experts and even junior racers.

Regardless of ability, all students are encouraged to first master the 13 parallel "Turning Power" exercises on 3' skis.

Aspen visitors who are considering learning or improving on GLM skis should know that the tried and true way to learn on short skis is available only at Highlands. No short-cuts by skipping short ski sizes. Also, no having to wear yourself out on tedious snow-plowing. Just a lot of fun learning skiing the easy way, the direct-parallel way, the Clif Taylor way, the Aspen Highlands way.

## NEW DEVELOPMENTS AT HIGHLANDS

### New Glory Hole Area Opened . . .

Designed for Powder Buffs, Glory Hole is glade skiing at its best. Glade skiing is like skiing through a forest after some of the trees have been thinned out. Located between the face of Cloud Nine and Grand Prix, this area will not be packed but will be left as powder. Serviced by two lifts, Glory Hole offers a 700' vertical drop.

### Extension of Merry-Go-Round Restaurant . . .

MGR is being widened to accommodate over 100 additional seats. Less waiting time to eat means more skiing time.

### Trail Grooming . . .

This summer a wide range of projects and improvements are underway, including widening and grooming of many runs, extensive leveling of Smuggler and lower Thunderbowl for Ski School instruction, and eliminating switch-backs on Floradora for smoother runs. Two new Tucker Sno-Cats will be deployed to fall to further improve grooming capability.

### Daily Bus Service from Snowmass . . .

This year Snowmass visitors are being offered daily free bus service from West Village to Highlands, Monday thru Friday. Busses will leave Snowmass at 8:00, 9:15, and 10:00 a.m., and will return at 3:30, 4:45, and 6:00 p.m.

### Snowmass NASTAR Day at Highlands . . .

In addition to our regular NASTAR days on Wednesdays and Fridays, we'll be offering a special NASTAR Race for Snowmass guests only on Thursdays. This, in conjunction with our free bus service from Snowmass, is designed to acquaint Snowmass visitors with the joys of skiing Aspen Highlands.

## SPECIAL EVENTS AT HIGHLANDS

- Rocky Mt. Junior Downhill Racing Camp  
11/28/71 - 12/18/71
- Winterskol . . . 1/21/72 - 1/23/72  
An annual Winter Carnival that's one of the most fun events you'll ever attend. Everything from races, parties, torchlight parades, hocky games, and fireworks.
- Junior Elite Giant Slalom Race . . . 1/22/72  
The best junior skiers in the Rockies will thrill you with their daring and ability.

# ASPEN HIGHLANDS

IN THE HEART OF SKI COUNTRY, U.S.A.

1971-72 SEASON  
11/25/71 - 4/16/72

## LIFT RATES

Half Day (starting 12:30) . . . . .	\$ 6.00
One Day . . . . .	9.00
Child, One Day (12 yrs. & under) . . . . .	4.00
Young-at-Heart, One Day (65 yrs. & over)	4.00
6-Day Pass (Good at all Aspen areas) . . .	50.00
3-Day Pass (Good at Highlands only) . . .	24.00
One Day (Four lower lifts only) . . . . .	7.50
One Day, Student (With I.D.) . . . . .	7.50
Ten-trip (Must be purchased by 12/1/71) . . .	55.00
Season - Individual . . . . .	140.00*
Season - Family (includes 1 child 12 & under)	280.00**
Family day (3 or more members) . . . . .	***

\* if purchased by 11/24/71

\*\* \$250.00 if purchased by 11/24/71

\*\*\* First member \$9.00, all others over 12 yrs - \$7.50 each.

## SKI SCHOOL RATES

Half Day . . . . .	\$ 7.00
One Day . . . . .	10.00
Three Day . . . . .	24.00
Six Day . . . . .	42.00
Child, one day . . . . .	6.00
Private Lesson, one hour . . . . .	15.00

**RENTAL EQUIPMENT-** Aspen Highlands Ski Shop  
P.O. Box 165  
Aspen, CO 81611  
Forrest Bertholf, owner

Advance reservations recommended  
Send height, weight, shoe size and a  
\$10.00 deposit per person

## DAILY RATES \*

Skis, Boots, Poles	Skis, Poles	Boots
5.00	4.00	2.00

\* 10% Discount . . . 4-7 days, except from 12/19/71 - 1/4/72

\* 20% Discount . . . 8 or more days, except from 12/18/71 - 1/2/72

Insurance against breakage 50¢ per day

ASPEN HIGHLANDS  
P.O. Box T  
Aspen, CO 81611  
303 925-7302

## ASPEN HIGHLANDS SKI SCHOOL INFORMATION

The Aspen/American technique, as taught in our Ski School, blends the best of two great techniques — American and French — into the most modern and progressive system taught anywhere. Less formal and more oriented to individual needs, it mixes in the warmth and fun of Aspen so that learning is truly an enjoyable experience.

The basic position is one of natural poise, with the body over the skis. This allows the skis and natural body rhythm to produce an efficient and relaxed skier.

Unlike more rigid and inflexible systems that dwell on form for forms sake and encourage stiff and unnatural positions, the Aspen/American technique develops a sound understanding of skiing that leads to quick improvement and a high degree of confidence.

This year we're expanding the Graduated Length Method of instruction into our over-all ski school — via the Clif Taylor Direct Parallel System. For those who prefer to learn on short skis before progressing to regular skis, G.L.M. offers a quick and easy method to confident skiing.

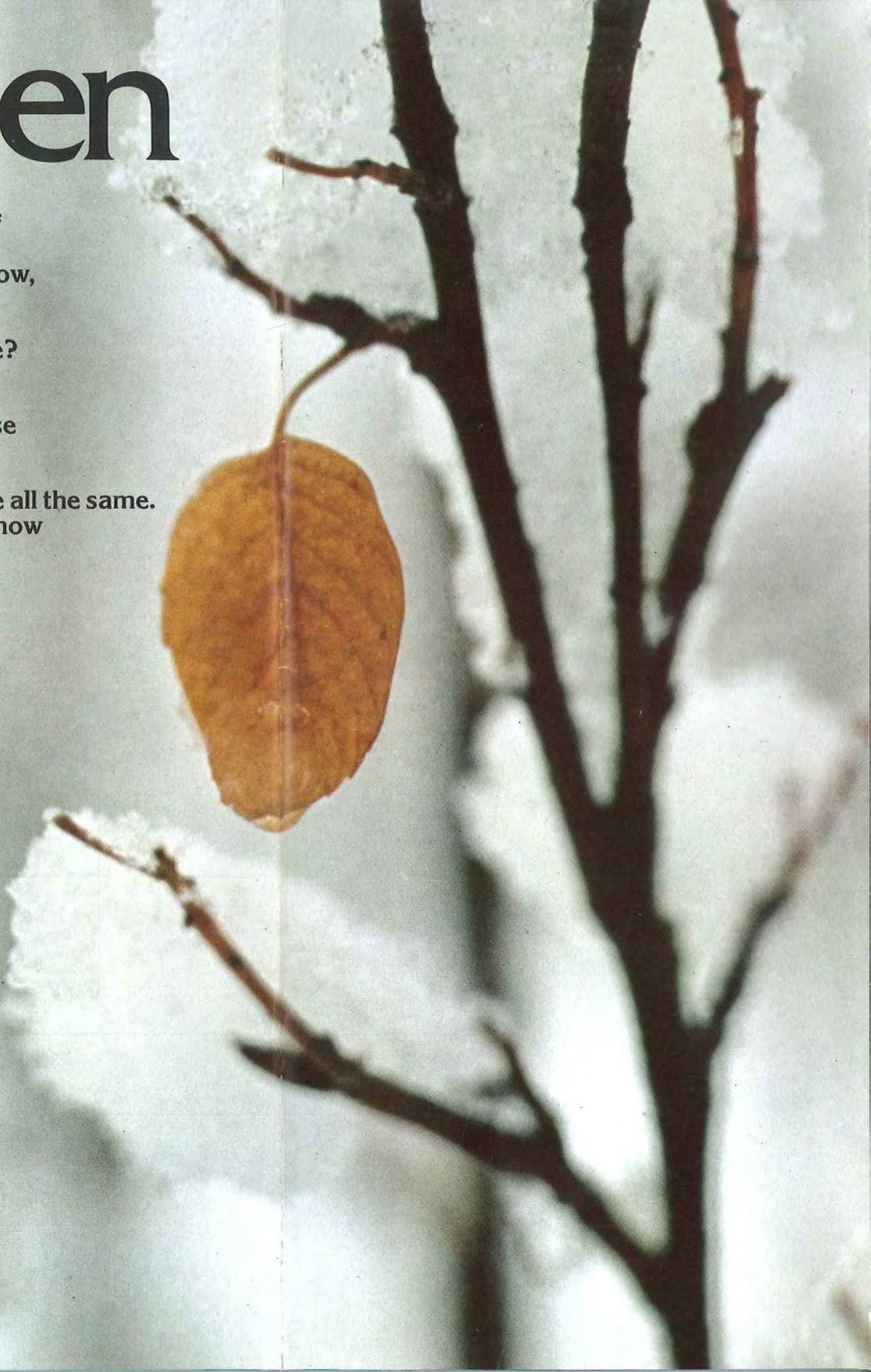
No matter which method you choose, you can be assured of the finest instructors available anywhere.

On your fourth day of lessons your instructor will host a wine and cheese picnic on the mountain for your class.

# Aspen

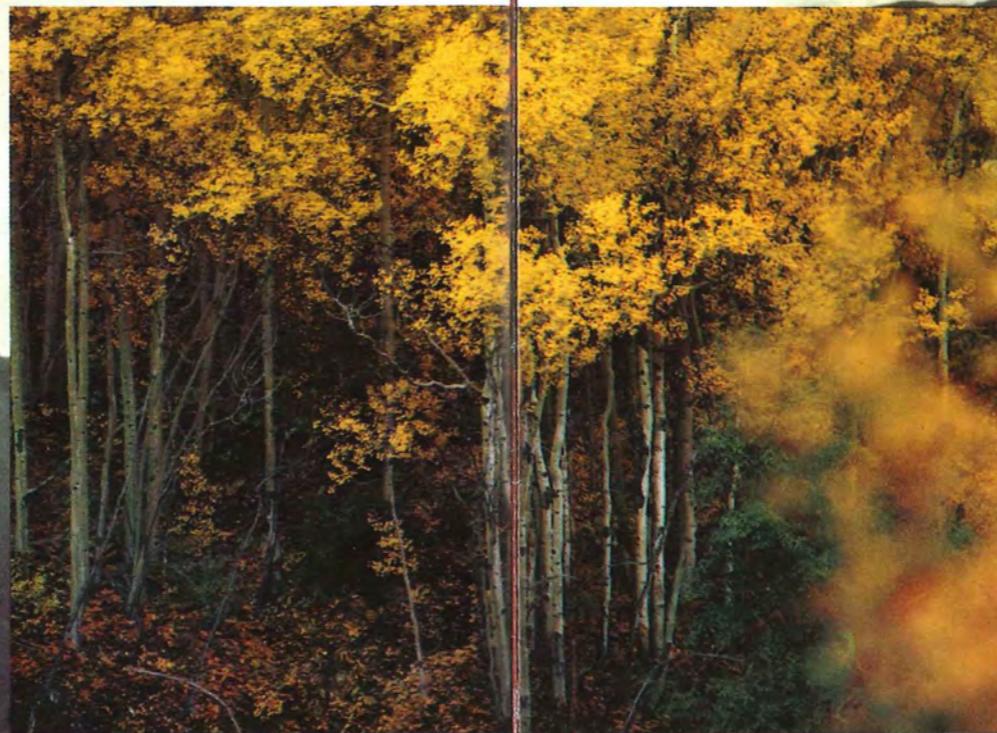
Why did Aspen put itself  
So far away  
From everything you know,  
When, after all,  
It could have been  
A part of something else?

The problem is, I guess,  
That Aspen can't be close  
To anything you know.  
Because, my friend,  
The things you know are all the same.  
While Aspen wouldn't know  
Quite how to be  
The slightest bit  
Like anything at all.

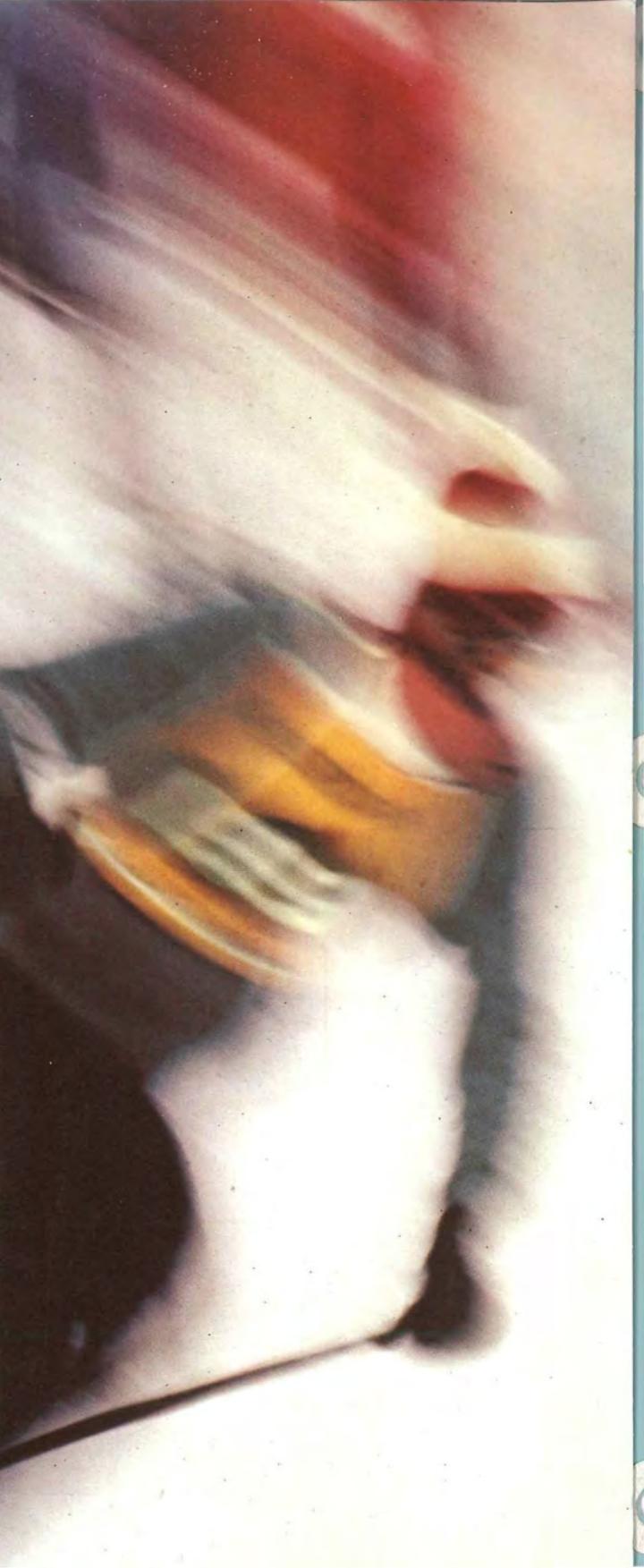
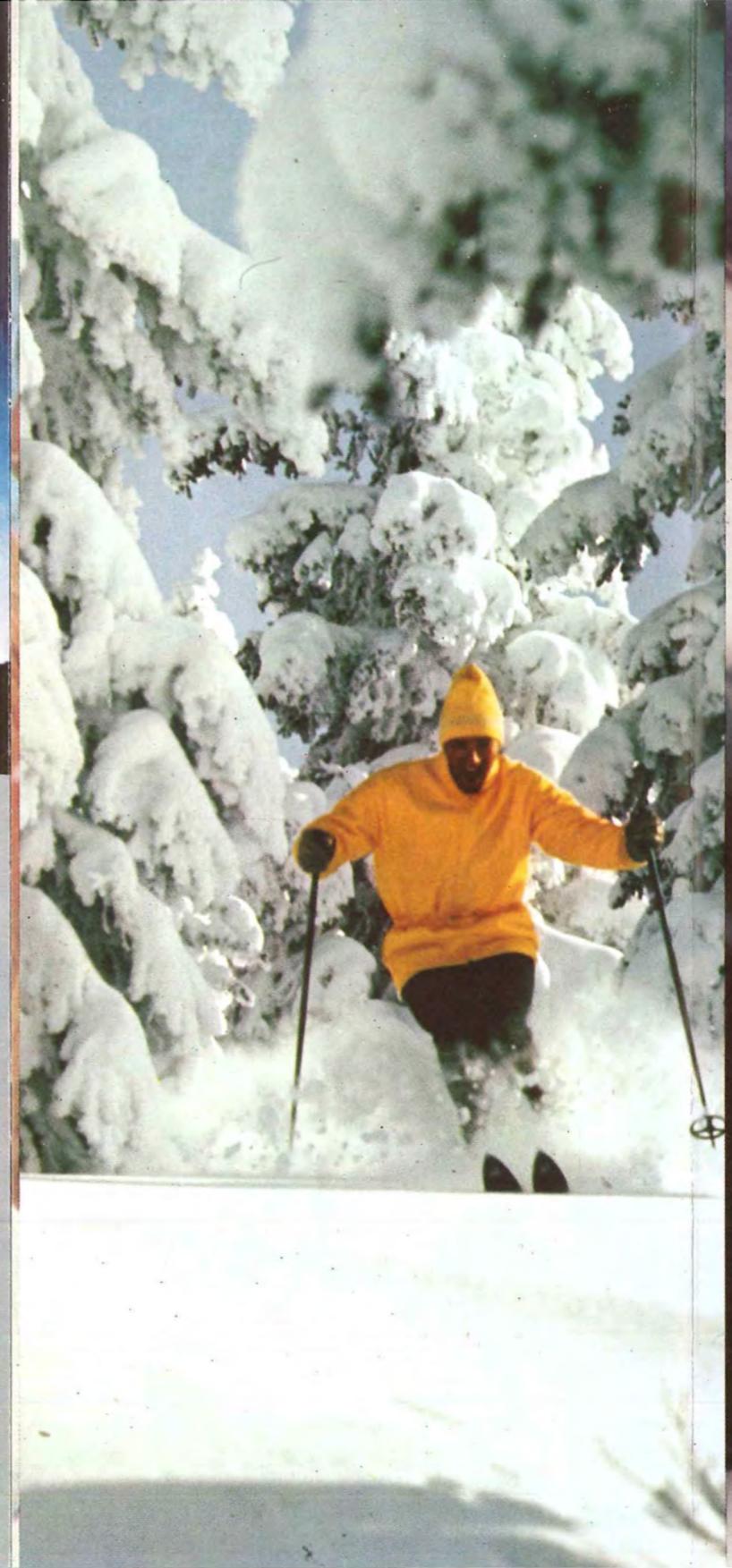
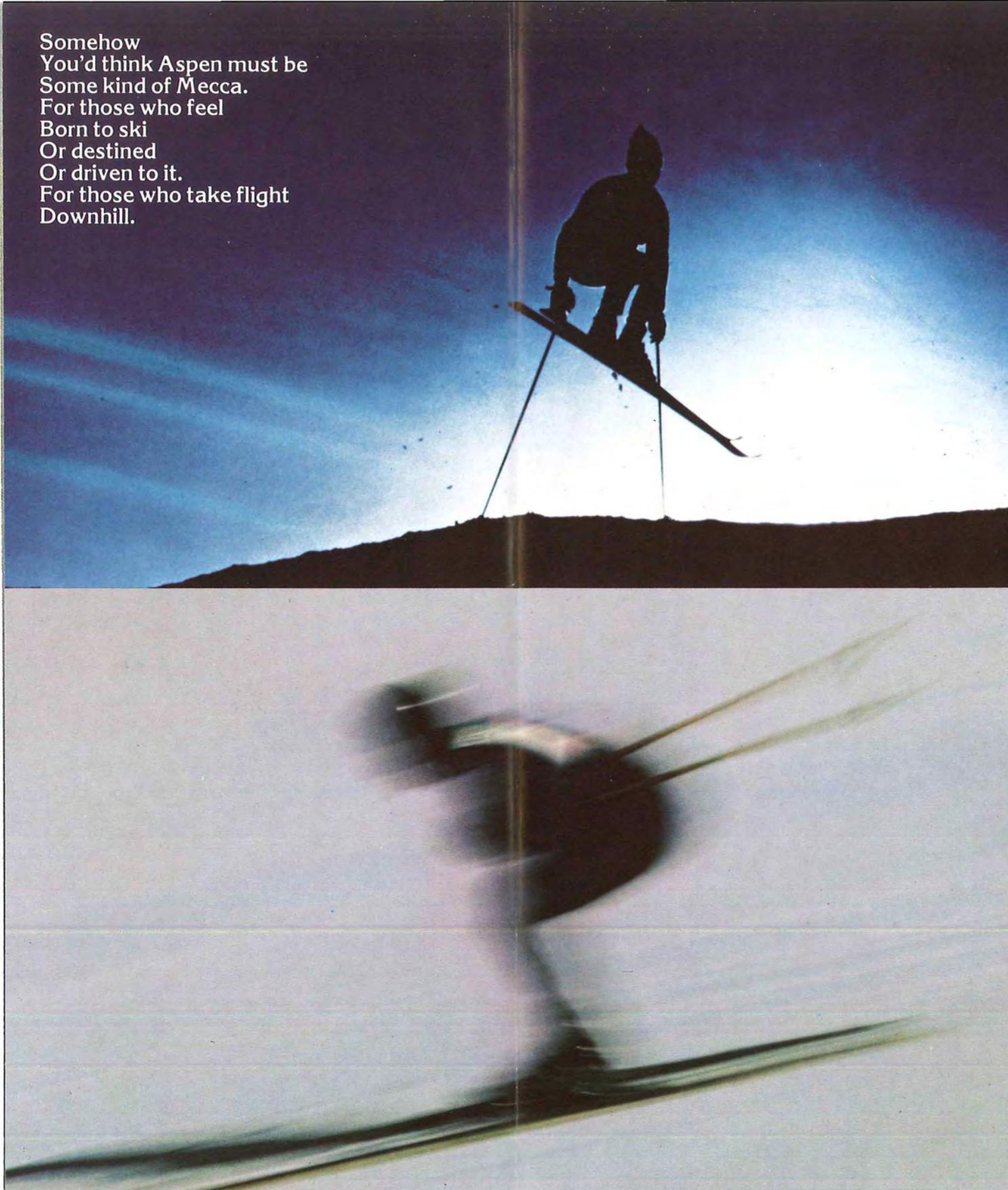


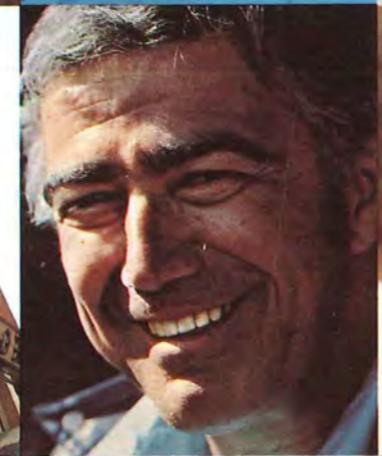
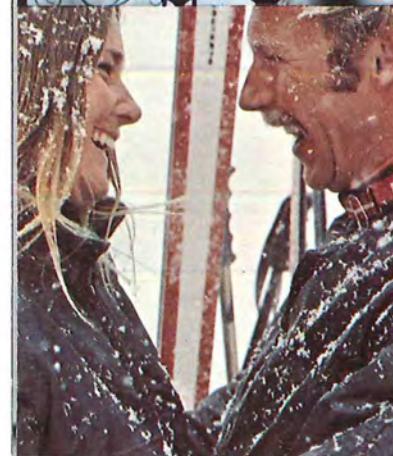
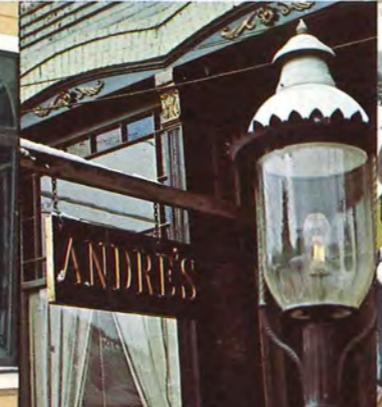
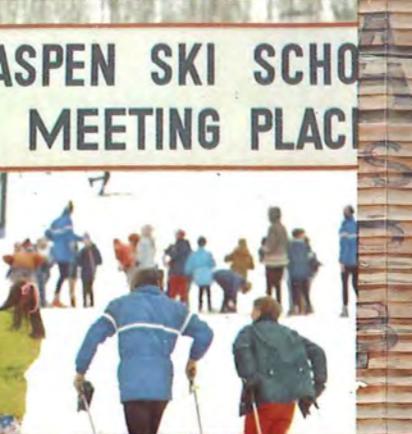
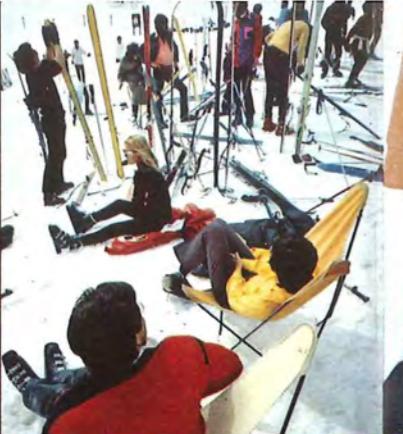


Somewhere shortly after  
The leaves stop being green,  
The sky gets filled  
With overburdened clouds.  
Then right on cue  
As though it's planned  
A place called Aspen  
Starts to happen.



Somehow  
You'd think Aspen must be  
Some kind of Mecca.  
For those who feel  
Born to ski  
Or destined  
Or driven to it.  
For those who take flight  
Downhill.







"Now just a minute, Charles,  
Isn't that the place  
Where super-experts ski?  
If that's the case,  
I think perhaps,  
That's not the place for me."

"Nonsense, Ethel,  
Whoever told you that?  
Aspen is  
What people are  
And that takes in a lot.  
There's Aspen-fast  
And Aspen-gentle,  
Aspen-big  
And Aspen-little,  
Which really means  
That best of all  
There's Aspen-Chuck and -Ethel!"



I heard a funny word  
The other day.  
It seems to me  
**Aspenglow**  
Is what it was.  
But then  
We spent an evening,  
You and I,  
An evening filled  
With things  
We almost never did  
Before.  
Like clinking glasses,  
Linking arms,  
And singing songs.  
What we did  
Was fall in love  
With everything  
On earth.

And then I wondered  
Why I'd thought  
That word I'd heard  
Was strange at all.  
We had discovered,  
You and I,  
How much it meant—  
This **Aspenglow**.

# ASPEN HiGHLANDER

THE BALANCED MOUNTAIN

- 3800' VERTICAL RISE
- 11 LIFTS
- G.L.M. INSTRUCTION
- NASTAR SKI AREA

Published by Aspen Highlands  
P.O. Box T, Aspen, CO 81611

303/925-7302

FALL 1971

## The Fun Way To Instant Parallel Skiing

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Regardless of ability, all students

(Continued on page 4)



HIGHLANDS NAME  
NEW OFFICERS

O. William Brehmer and George Don Robinson have been promoted to Corporate Vice Presidents at Aspen Highlands Skiing Corporation. The appointments were recently announced by Whip Jones, Highlands President and General Manager.



Bill Brehmer

Bill Brehmer, Vice President Marketing and Planning, will be responsible for advertising, promotion, sales, public relations and market planning. He joined Aspen Highlands in June of 1969 as Marketing Director after having worked in a variety of sales and marketing capacities with several major consumer products companies and a leading advertising agency.



Don Robinson

Don Robinson, Vice President and Mountain Manager will be responsible for lift operations, mechanical equipment, bus operations and the Highlands Ski Patrol. He has been employed by Highlands continuously since the summer of 1958 in a variety of assignments.

## "RACER ON THE COURSE"

When a ski area is selected to host both the Roch Cup and the U.S. Nationals on one weekend as well as the Western States Junior Championships, it's only for one reason; that mountain is qualified to handle such events.

Last season, Aspen Highlands was chosen as the site for these events. It was the first time in our history that such a comprehensive racing program had taken place at Highlands.

On Friday, March 12, the Downhill event in the Roch Cup and National Senior Alpine Championships was held. It was named in honor of Fred Iselin who died in February of this year. A trophy was presented to the men's winner, Bob Cochran, of the U.S. In the Woman's Downhill, the winner was Cheryl Beach also of the U.S.

Both the men's and women's Giant Slalom was held on Saturday. The winner in the men's division was again Bob Cochran. Laurie Kreiner of Canada captured the women's title.

On Sunday, the final day of competition, the slalom events were held. Otto Tschusi of Norway won the men's event and Barbara Cochran, Bob's sister, placed first for the women.

Besides being the combined Roch Cup and U. S. Nationals, the races were one in a number of point matches in the Canadian - American (Can-Am) series started last year.

The combined winner for the men's events was Bob Cochran with a total of 34.87 points. In the women's division, Judy Crawford of Canada led the field with a point total of 15.24.

The second most important Junior Alpine Skiing Competition in the United States, the Western States Junior Championship, was held at Highlands on April 17 & 18.

Second in importance only to the Junior National Championship, this meet was held in Aspen for the first time this year.

Teams composed of four girls and five boys represented the western states of Colorado, New Mexico, Wyoming, South Dakota, Montana, Nevada, Idaho, Utah, Oregon, Washington and California. In addition, Alaska, Illinois, Wisconsin, and Michigan sent teams and several Junior National racers from the Eastern states competed.

In the Boy's division, the combined championship was won by Oregon.



Take Your Mark



Watch Out Below

Colorado's Number 1 team won the Girl's Championship.

Although Aspenite Tom Simons won the GS on Sunday and was third in the Slalom on Saturday, not enough Colorado boys finished to give Colorado a standing in the meet.

This season Highlands will host the Rocky Mountain Division Downhill Racing Camp from 11/28/71 through 12/18/71. Over 300 of the top junior competitors from the Division will participate. Several additional regional races will be held at Highlands in January and April.

## New For Powder Buffs

Can the addition of one new run to a ski area make a difference? You bet it can when it's a glade-type area like the one Highlands is getting ready for this season. It's called Glory Hole and Aspen locals say that's just what it is — glorious skiing.

Glade skiing is like skiing through a forest after some of the trees have been thinned out. This type of run holds the snow better and is usually very challenging even to the expert skier.

The new run will have a vertical drop of about 700 feet and will be anywhere from a quarter to a third of a mile long. Because it has a Northwest exposure, the run should be a natural for fantastic powder skiing.

Glory Hole starts to the right of the Cloud Nine lift and drops over 700 feet into Grand Prix. It is serviced by either the Cloud Nine lift or Olympic lift. After a fresh snowfall Glory Hole will be at its best and you'll be in knee-deep powder — at least in the morning.

The basic principle that any ski area runs on is to provide its customers with as much variety as possible. Highlands has long been known as the balanced mountain in Aspen, and with the addition of this new run, expert skiing has not only been expanded at the mountain but also in Aspen itself.



Getting it on!

## Highlands Finishes Fifth in Total NASTAR Program



The Pause that Refreshes

Looking back on its first year in the National Standard Race Program (NASTAR), Aspen Highlands is very proud of its performance. Out of 70 ski areas participating in these races Highlands was fifth in total skier participation with 1,541 participants. Approximately 10% won gold pins, 20% silver, and 30% bronze.

NASTAR races were developed so that any caliber skier from beginner to expert could take part in a timed official race and win a medal. You might say it was developed for anyone with the competitive spirit.

This coming season, Highlands is expanding its NASTAR program to two days a week — Wednesday's and Friday's. This will give more skiers a chance to compete and will give each weekly visitor to Aspen two chances to win a medal.

We also plan to have a special Snowmass NASTAR day at Highlands every Thursday. Snowmass guests should plan to participate in this race.

All in all, we at Highlands feel that this year's program will prove to be even more successful than last year. We would like to be able to say, "We're number one."

October 7, 1971 The Aspen Times



This memorial to internationally-known ski maestro Fred Iselin, who died last winter, was erected by his friends at the top of the Cloud 9 lift at Aspen Highlands last summer. Iselin, famous for his efforts to keep the fun in recreational skiing, directed the Highlands ski school through the winter of 1969-70. Previously, he was associated with the Buttermilk and Aspen Mountain ski schools. Ted Ryan, one of three principals who tried to develop skiing in the Ashcroft area in the late 1930's, took the photo recently.

## **Aspen promoted at 15 ski shows**

Aspen will be represented with booths at fall ski shows in 15 cities, Curt Burton, marketing manager for the Aspen Skiing Corp., announced this week.

The show schedule begins Oct. 1 in San Francisco and ends Nov. 28 in Boston.

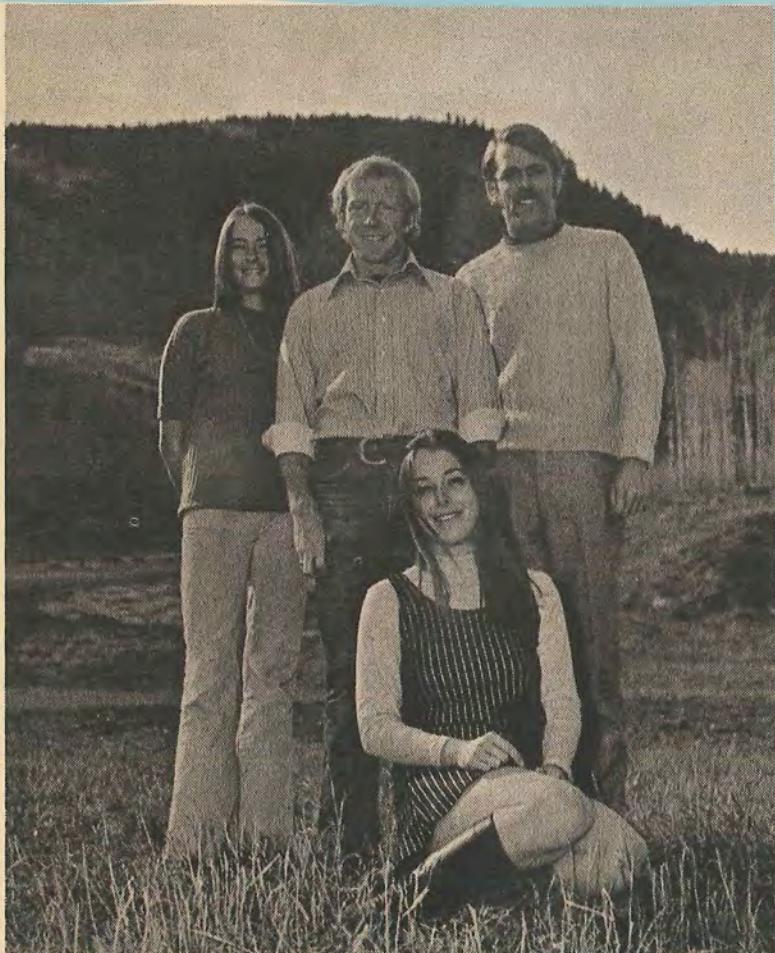
In some shows, Aspen will be promoted in two ski-areas booths and others which are sponsored by lodges here.

Both the Ski Corp. and Aspen Highlands are sharing space with a group of ski areas called Ski the Rockies. The group hopes to entice skiers who might be considering a European trip to the Rockies.

In addition, the Ski Corp. will have a special booth devoted to the new Elk Camp area at Snowmass-at-Aspen.

The 15 show cities are San Francisco, Los Angeles, Chicago, Detroit, New York, Washington, Minneapolis, Milwaukee, Vancouver, Seattle, Dallas, Ft. Worth, St. Louis, Kansas City and Boston.

Last year the Ski Corp. participated in the Colorado Ski Country USA booth. That organization will not have show displays this year because of budgetary restrictions.



Left to right, standing, Peggy Gribben, George Gordon, and Jake Baldwin. Seated is Claudia Richards.

## Aspen Highlands announces new marketing team

The new marketing team at Aspen Highlands, Peggy Gribben, George Gordon, Jake Baldwin and Claudia Richards, was announced this week.

Miss Gribben is the Racing Secretary, handling all NASTAR events and racing clinics, as well as special races at the Highlands.

She is a native of Colorado and worked for University of Colorado Ski Coach Bill Marolt before coming here.

George Gordon is the Racing Director, in charge of Junior and Senior racing clinics and will act as official NASTAR pacesetter. Before this, Gordon was a racing coach for the Aspen Ski Club and a member of the Denver University ski team and the U. S. Ski Team's Talent Squad.

Baldwin is Group Activities Manager, hosting all groups and clubs that come to the Highlands. A native of New York, Baldwin was an assistant in the group activities program last year.

Miss Richards is the Secretary for the Marketing Department and works in conjunction with Bill Brehmer, Highlands Vice President-Marketing. She is from California and has worked for the Highlands for the last six months in the same capacity.

# ASPEN HIGHLANDS

## LIFT AND SKI SCHOOL PRICES -- 1971 - 1972

### SEASON

Adult.....	\$140.00*
Family.....	\$280.00**
10-Day Ticket.....	\$ 55.00***
High School, Roaring Fork Valley.....	\$ 65.00
Child, Roaring Fork Valley.....	\$ 20.00

\* \$125.00 if purchased prior to 11/25/71

\*\* \$250.00 if purchased prior to 11/25/71. Includes one child under 13, all others under 13 - \$10 each.

\*\*\* Must be purchased prior to 12/1/71.

NOTE: Adult and Family Season Tickets include Summer lift privileges during 1972.

### DAILY

Adult.....	\$9.00
Adult - Western Slope.....	\$7.50
Adult - Half Day.....	\$6.00
Adult - 4 lower lifts only.....	\$7.50
Child - 12 and under.....	\$4.00
Young-at-heart (65 yrs. and over).....	\$4.00
High School - Roaring Fork Valley.....	\$4.00

### SKI SCHOOL

One Day.....	\$10.00
Three Day.....	\$24.00
Six Day.....	\$42.00
Child - one day.....	\$ 6.00
Private - one hour.....	\$15.00

NOTE: A special 12 half-day lesson book will be available to Season Ticket Holders only for \$42.00. These special lessons can only be used from 11/30/71 to 12/17/71 and from 1/3/72 to 1/28/72.

George Gordon, our Racing Director, will hold a series of 12 2-hour Racing Clinics for those season ticket holders who are interested in improving their racing technique. The total cost for this program, including a Season Ticket, is \$185.00. The entire amount must be paid prior to 11/25/71.

The Aspen Highlands Ticket Office will be open daily from 9 am to 4 pm in the Base Lodge.

NOTE: All prices subject to change without notice.

COLORFUL

ROCKY  
MOUNTAIN  
WEST

NOV./DEC. 1971

**COLORADO**

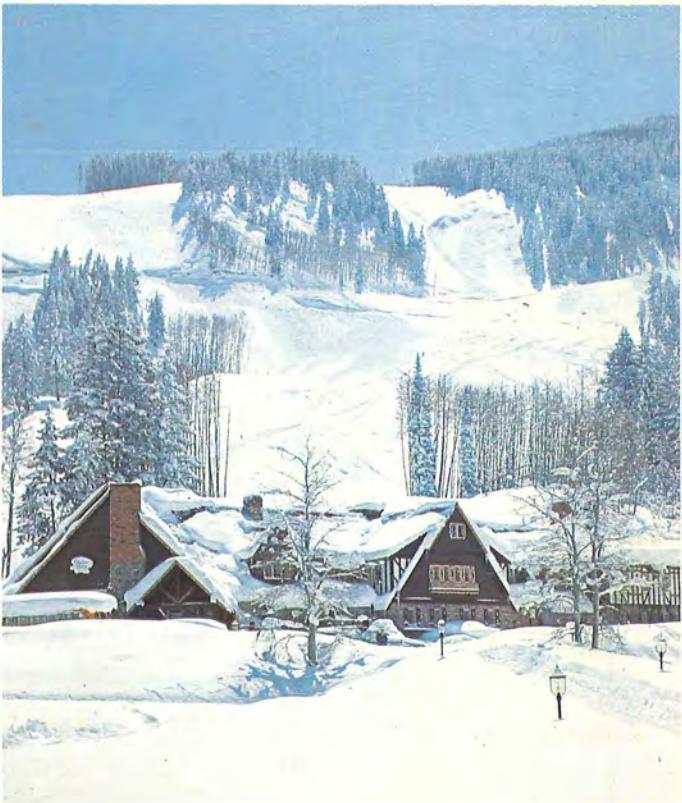
90c\*

NEW MEXICO, UTAH, WYOMING, MONTANA



# THE OTHER ASPEN

PHOTOS BY BUZZ SOARD



**P**SST! HEY, BUDDY. Wanna get an inside peek at the Other Aspen? Where they hang convention from the lift towers in an orgy of fun, frolic and even a little frivolity. Just phone 925-7302 and ask for Whip. Tell him Pete sent you.

Lest rampant excitement overcome the reader, it should be said that this mysterious place has nothing whatever to do with that furtive Aspen institution, the Underground Ski School.

Aspen's best-kept secret (perhaps her only secret) is simply nothing more than the wondrous goings-on at the Highlands, a giant mountain which the ski world almost forgot.

Highlands rears its majestic snow-capped crown 3,800 vertical feet skyward from the valley floor between Maroon and Castle Creeks. A broad ridge sweeps up to an almost-dizzying 11,800 feet and unlocks a vista unexcelled by any other ski mountain. And in between are miles and miles of that famous Colorado powder snow, the best of lifts and all

those other niceties which lure skiers to the Aspen area by the hundreds of thousands.

That Aspen Highlands has been allowed to bask in relative anonymity amid an unprecedented skiing boom is a testament to two rather overwhelming factors. The first is the omnipresence of the Aspen Skiing Corporation, that colossus of the industry whose vast operations monopolize the local spotlight. The second is embodied in Whip Jones, an engaging eccentric who founded the area in 1958 and ever since then has taken rare pains to insure that his mountain remain completely unique. In this endeavor, Jones has succeeded admirably.

For years Highlands was scorned by unknowing local skiers and shunned by the tourists. It was lost in a blitz of promotional ballyhoo, generally maligned and, most of all, ignored.

Thousands of skiers passed by daily, bound for the other Aspen slopes — Ajax, Buttermilk and, later, Snowmass. Some-





how they never got around to wondering what there was about Highlands a small clique of locals preferred. And the smarter Aspenites, reveling in Highlands' superior snow, uncluttered slopes, absence of lift lines and a warm, informal atmosphere, weren't about to pass the word around.

Now all that has changed. True, the crowds still are swallowed up by the mountain's great size and an ever-expanding lift network methodically devours the lines. But someone snitched. The news has gotten out. The tourists have found it. All of a sudden, Highlands swings.

You notice it first in the steady stream of autos normally bound for Buttermilk or Snowmass which now turn off the main highway onto the Maroon Creek road. You see it in the jam-packed shuttle buses and in the tasteful "No Vacancy" signs decorating the lodges at Highlands.

But most of all it descends in a crescendo of sound at the hard-rock Christian Endeavor Bar, which brings rollicking apres-ski closer to the mountainside than any other spot in town. Here you park your skis just outside the door before joining in the prescribed unlimbering exercises after a hard day on the slopes. It must be great, for you need a shoehorn to squeeze in.

The other sound heard most at Highlands is the jingling of the cash register. Last season, skier visits were up a whopping 45 percent in a poor snow season which saw the other Aspen areas in a losing battle to just stay even. Highlands' 208,000 skier days for the past year rocketed it to second place among the Aspen Four, still well behind Snowmass but ahead of Ajax and Buttermilk for the first time ever.

"It's really amazing," one Highlands regular notes. "In other years, not one car in ten turned in off the main highway. Now every third one is heading for Highlands. We are getting people who have been coming to Aspen for five years without skiing our mountain. All of a sudden, we've been discovered."

The reason? For one, someone decided that tourists are desirable creatures after all. Highlands still loves its locals, but recently has unplugged its promotional guns to pull in an increasing number of tourists and family groups. And it has as its hole card Peter Brinkman, a

---

*Maroon Bowl, located on the back side of Aspen Highlands Ski Area, offers 4,000 vertical feet of skiing adventure for the advanced skier. Guided descents are available by arrangement.*

# Ski the BIG ONE

# ASPEN

# HIGHLANDS



**Aspen Highlands!** The Friendly Mountain with more vertical, more lifts, more variety and that special "we care" attitude.

Yes, Aspen Highlands has it all! Over 50 miles of ski terrain, a 3800' vertical rise (largest in Colorado), 10 lifts, and above all, a warm and friendly atmosphere combine to make skiing Highlands a truly memorable and rewarding experience.

## COLORADO RESIDENTS

**FOR COLORADO RESIDENTS ONLY:** Aspen Highlands is introducing a special, get-acquainted 8-day lift ticket for \$48.00. This \$6.00 per day ticket is good on all lifts and can be used any 8 days during the 1971/72 season. It is non-transferable and only Colorado residents are eligible.

This new ticket represents the best skiing value in Aspen. . . . An ideal holiday gift for family and friends.

ASPEN HIGHLANDS, Dept. CR, P. O. Box T, Aspen, Colo. 81611 or Call Holiday Unlimited in Denver: 534-6141		1    9	17    25
I WANT TO RESERVE <b>COLORADO</b> RESIDENT 8-DAY TICKET (S), AND EN- CLOSED IS MY CHECK FOR \$ (\$48.00 each)		2    10	18    26
NAME _____		11	19    27
ADDRESS _____		12	20    28
CITY _____ STATE _____		13	21    29
		14	22    30
		15	23    31
		16	24
<b>GOOD FOR ANY 8 DAYS 1971-72 SKI SEASON</b>			
M. DEC. JAN. FEB. MAR. APR.			
ZIP _____			

**ASPEN**  
**HIGHLANDS**

polished ski industry veteran, as winter sports director — a position which challenges him to keep everyone happy at once.

Brinkman's success at this task is at least partially due to an attitude which has pervaded Highlands since the coming of the late Fred Iselin seven years ago. To Iselin, one of the sport's truly gifted and humorous men, skiing had a single purpose — to provide fun.

"You should ski with wings," Iselin frequently admonished his instructors. "You should feel like a fast jet plane. Even beginners at five miles per hour should be like birds. Skiing is a feeling, a ballet, a sensation, a floating spirit."

The mirthful tone established by this lovable nonconformist still reigns over Highlands even after his passing.

For openers, where else can you find a ski school run by not one, but four, avowed individualists, each dedicated to carrying on in the unfettered Iselin tradition? As a result, no one instructor is quite certain what the others are actually doing — except that the students ultimately will have one helluva good time.

"We're pretty informal," says Lefty Brinkman (no relation to Peter), one of the quadruprivate. "We don't quell individualism among our instructors. We're organized only enough to work efficiently. Not a whit more."

Brinkman feels the ski school has still another mission. "At Highlands we believe the tenor, the entire attitude of the area, is established by the ski school," he observes. "If the instructors are uptight and grumpy, then that's a sure sign of an unhappy ski area. We keep our operation free and easy."

It isn't at all unusual for a Highlands instructor to size up a class and then take them off cavorting on some adventure which will never be included on a printed itinerary. It's a learning experience and an *experience* all at the same time. And the students love it.

It's the sort of thing one might expect from a ski school stocked with enough resident characters to start a circus. Two years ago the staff even included six millionaires, including international jet-setter Lance Reventlow. Now the list is down to three — Novelist Leon Uris, Wilton Jaffe, Sr., and Wilton "Wink" Jaffe, Jr.

Qualifications for a millionaire ski instructor are relatively simple. Wink Jaffee claims all he had to do was purchase private lessons every day for ten years as a starter. Wilton Jaffe, Sr., is 68 years old, but this longevity doesn't even rate a second look at the Highlands school. Max



Bote, the real graybeard of the staff, will never see 70 again, and Dr. Harold Harvey turned to ski instruction only after retiring from Johns Hopkins Medical Center.

"These older guys are absolutely fabulous," Brinkman exudes. "They understand people and their motivations; they know about life. I wouldn't trade them for anyone else. If some hotshot Austrian racer came here looking for a teaching job, I wouldn't give him the time of day."

Why should he when there are people like Triva Thomas around? "She's an ex-Army sergeant and can be absolutely as tough as nails," Lefty laughs, "but when everyone else gives up on a class of slow learners, she'll sit them down under a tree somewhere and talk about the clouds, the snow, the mountains. First thing you know they'll be skiing, zap, right down the hill."

There are some 60 instructors in the Highlands school, a mere shadow of the giant Aspen Ski School with which it competes.

"We don't want to be big," Brinkman insists, adding a jibe to the running feud between the two. "When you get *that* big, you lose flavor and atmosphere."

Operation of the two ski schools has long been a major rivalry between Highlands and the Aspen Skiing Corp., just one of the local controversies which makes life in Aspen interesting. It all began when Iselin installed his Ski School Internationale, which teaches something of a modified French Technique featuring strong rotation. The Aspen Ski School is a staunch adherent to the American Technique, which for years emphasized exaggerated counter-rotation.

Taking his cue from Whip Jones, the impish Iselin delighted in twisting the tail of his giant rival.

"Weird, unrealistic, an outgrowth of fads and stunt skiing," Iselin said of the Aspen Ski School approach, as the sniping reverberated across the valley.

Really getting into the spirit of things, Iselin outfitted a dummy in complete ski gear and ceremoniously draped the luckless mannequin around a tree in a classic crash position. Attached was the notation "Graduate of Stein Eriksen's Aspen Ski School." That one kept 'em laughing for days.

Before the hippie invasion took the spotlight away, the Great Technique Debate at least gave Aspenites something to talk about. And in a very real way the conflict has been a virile tonic for both antagonists.

"I was discussing the matter with Darcy (David R. C. Brown, President of the Aspen Skiing Corp.) over drinks once," Jones recalls, "and we agreed that maybe the difference in our methods was a good thing. We were causing people to become interested in technique and taking lessons."

The differences between Jones and Brown go far beyond the bounds of ski school, permeating the very character of each operation. The men have been neighbors and once even shared joint ownership in a private plane. But apart from the fact that each man runs a ski area, they really have little in common.

Brown is conservative, almost straight-laced, and his Aspen Skiing Corp. is the classic representation of the town's "establishment." Jones, by contrast, is a maverick. He is mercurial, innovative and dedicated to the principle of being quite unlike everyone else. It is not by mere chance that his ski area marches along slightly out of step. But it was almost by accident that it began at all.

Jones purchased the land at the base of the Highlands in 1955 intending to raise thoroughbred horses. But Had Deane, a neighboring rancher, and Aspenites Pat and Virginia Henry prevailed upon him to help develop Sevier Mountain, just up the Maroon Creek Valley. The US Forest Service turned thumbs down on this project, but then recommended that Highlands be considered instead.

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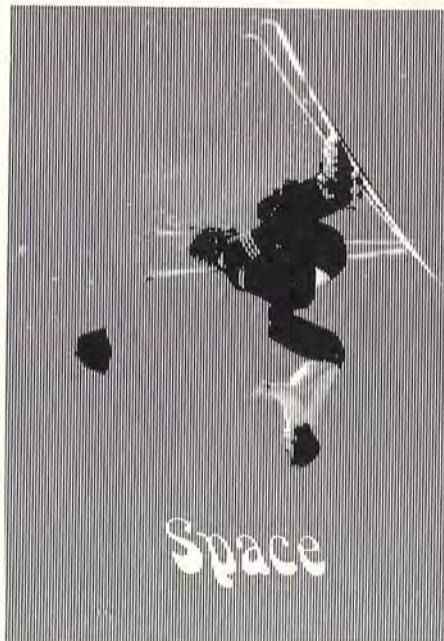
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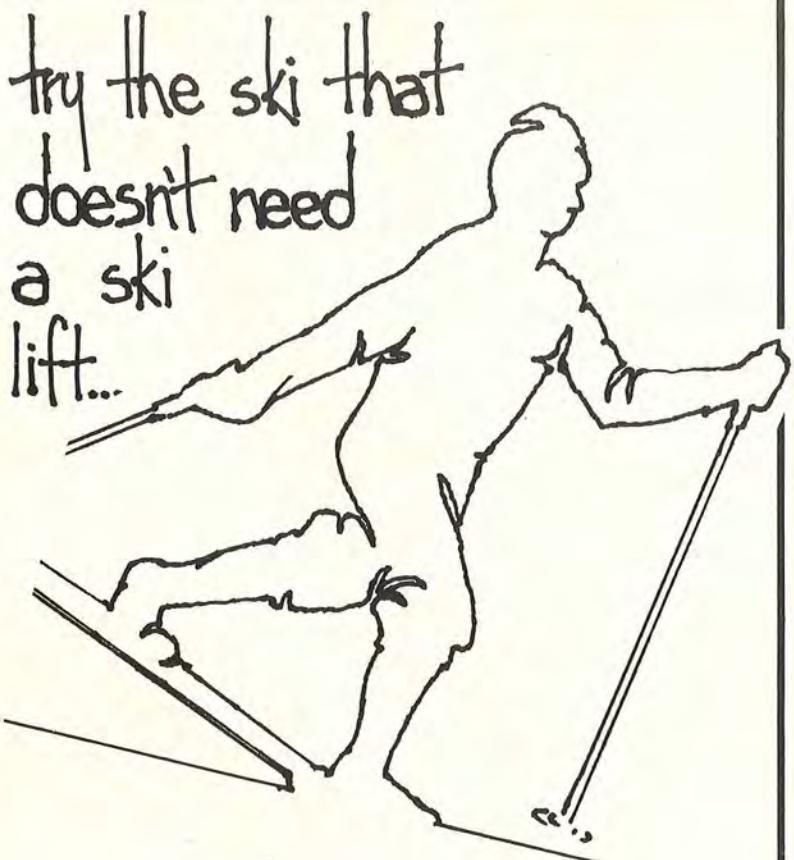


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By now the bug had bitten Jones and the erstwhile horse rancher became a ski area operator.

"Hell, I guess I've always been something of a nonconformist," he concedes. "I suppose it's because with a name like Whipple Van Ness Jones, I had to fight my way to school every day. Things just sort of progressed from there."

"You know," he chuckles, "now that I've gotten used to the idea, I rather like it. Whenever someone calls me a maverick, I take it as a real compliment. But, really, I don't pay attention to what other people are doing. We simply run the business in our own way."

The Highlands way may not be orthodox, but it's fun, it's loose and it's exciting. Not surprisingly, it attracts more than its share of those bronzed and beautiful young people for which Aspen is famous. Like Debbie Mead, for example.

Debbie is 24, a former New Yorker, a trick ski artist, ski school instructor and gorgeous. She makes Highlands her hangout "because of its informality. People don't care about money or status — they just come to have fun."

It is true that Highlands doesn't give a whit for the sophisticate, the jet-setter, the big spender with his \$40 Jeroboam of champagne. As a result it comes off with a sincerity best reflected in the people who work there.

Ken Williams is a 22-year-old with a big responsibility — a massive powder snow bowl off the back side of the ski area. Maroon Bowl, so named because of the spectacular view it affords of the famous peaks, is larger than many major ski areas. Because of the difficulty and constant avalanche danger, skiing in Maroon Bowl is by appointment only and with Williams as guide and snow expert.

"I like working the bowl. It's so damned vast and beautiful it sort of grows on you," he enthuses. "Highlands is going to develop it and I'd like to be a part of that."

"This mountain has the potential to be the best in North America," echoes Bill Gaechter, another

ski patrolman. "The bowls sweeping down off both sides of this ridge are twice the size of those at any other ski area in the state. You could put 20 lifts back there and hardly make a dent in the usable ski terrain."

"Our potential development is fantastic," says Peter Brinkman, the man who is planning to make it happen. "But the most exciting thing about this place is the imagination and innovation.

"There is tremendous enthusiasm among the management team," Brinkman continues. "You just don't hear the employees complaining about the corporation. Hell, we *are* the corporation. We have our offices right here on the hill. The president rubs elbows with the lift operators every day. Whip spends two or three hours on the mountain every day. He eats with the guys; he sees what's happening; and if anything is wrong, he does something about it."

The result is a certain loyalty, a concern, among the crew who, although free spirits, are not the type that go around blowing up lift towers. This attitude is perhaps best expressed by the long-haired youth who signed on as a slope packer and then turned up late his first day on the job.

"They still gave me a pass, even though I was late," the packer recounted, incredulously. "After that, I busted my tail to do a good job. I believe they care about me, and that's important."

This feeling, this spirit that is Highlands, continues to pervade all aspects of the area's operation. For the skier there is free video tape replay, daily picnics complete with wine and cheese, NASTAR races . . . the list goes on. The Avis of Aspen keeps trying harder.

And, as someone put it, "If you're properly humble and play your cards just right, there's even an advantage to being an underdog." But hardly an underdog any longer, the Other Aspen has emerged from the shadows on its way to the top. □

**AN OMINOUS POSTSCRIPT**

Aspen Highlands, Colo., reports for this coming season: "...improvements...including widening and grooming of many runs...a new parking lot, two new Tucker Sno-Cats.... Also, two new ambulances will be in operation by Thanksgiving."

# SKI AREAS

## OPEN TODAY

The new ski season gets underway today, November 25, with snow conditions at all three opening mountains considered better than last year.

Bill Brehmer of the Aspen Highlands and Tom Richardson of the Aspen Skiing Corporation made the snow observations earlier this week after the Aspen area received some two feet of snow on its mountain tops during the last eight days.

Aspen Mountain, Aspen Highlands and Snowmass-at-Aspen will all be operating lifts on Thanksgiving. Buttermilk, the Ski Corp's intermediate area near the airport, will open on December 18 as it has in the past.

On Aspen Mountain, all the lifts will be operating, including the Ruthie's lift, which traditionally is not open until later in the year. The change is because of the new Number 1A lift on the mountain which brings people to a point below midway, but feeding onto Ruthie's Run.

Snow depth on Aspen Mountain was estimated at 18 inches at the top by Richardson Tuesday, with lesser amounts farther down and a few rocks showing at the bottom, as there are at all three mountains.

Packers and snow maintenance machinery have been working on Corp mountains since November 18.

On Aspen Highlands, Brehmer said that as much as three feet of snow has been recorded at the top and the mountain has been packed and rolled down to quarter way.

The Exhibition, Cloud 9 and Lodges lifts will be operating, as will the Half-Inch poma at the bottom of the mountain for the ski schools.

Brehmer said that unless there is more snow before Thanksgiving, it might be wise for skiers to ride down from quarter way. He also said that the snow quality was the

best he has seen for this time of year in the three years he has been at the Highlands.

Busses will be running to the Highlands from Aspen at ten minute intervals during peak periods in the morning and afternoon and every half hour the rest of the day. They are free.

At Snowmass, Richardson said there was 24 inches of snow at the top and the skiing would probably be better there than at Aspen Mountain.

All the lifts will be open, including No.'s 6, 7 and 10 except for

5 over the weekend. On Monday, November 29 No.'s 6, 7 and 10 will be closed until December 18.

At Snowmass, Sam's Knob restaurant midway up the mountain and the Urllerhof at the bottom of Lift No. 4 will be open. The Rack, the new restaurant on the Elk Camp Slopes, will possibly be open, but will close on Monday when those lifts do.

At the Highlands, the Carousel Restaurant at Midway and the base lodge restaurant will be open and the Christen Endeavor Bar at the base will feature Swamp Root

playing apres ski from 4 PM until 6 PM.

The Sundeck on Aspen Mountain will be serving food on Thanksgiving, but Gretle's won't open until the Christmas season.

Ski Schools at all three areas have been warming up this week and full services are expected on opening day.

As Aspen readies for the official opening of the ski season Thursday, a number of local skiers have already managed to make it to the top of the mountains and have pronounced the skiing fine.

Nov 25, 1971



ED LYNCH, A SUPERVISOR AT THE ASPEN HIGHLANDS SKI SCHOOL, was pushing gas, not ski lessons, in 1963. With a fancy degree in petroleum engineering, he was the local manager of the Rocky Mountain Natural Gas Co. Lynch

(left) is shown looking official at one of the companies gas pumping stations near Sunlight Peak outside of Glenwood Springs.

Flyer photo

Aspen Flyer Nov 30, '71

Aspen Player Nov 30, 71



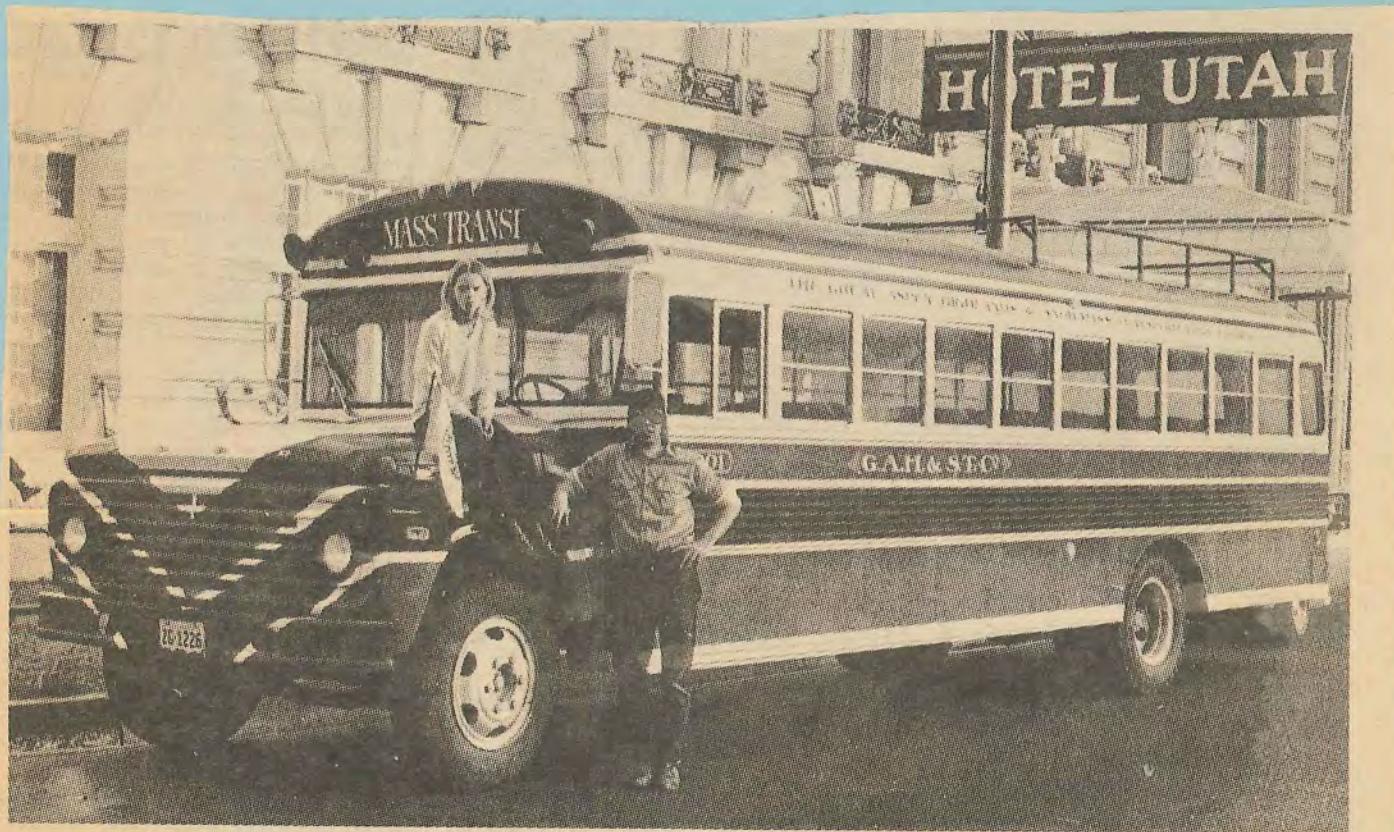
THESE ASPENITES WERE ALL DRESSED UP and ready to go on an inspection trip to the new Crested Butte area in 1963. The free-loading junket was arranged by Crested Butte which also chartered a Frontier airliner. Second and third from the right are Frankie and Johnny O'Rear, former Aspenites (now of Woodstock, Vt.) who wrote the

book called Chateau Bon Vivant, the story of a kooky ski lodge. Walt Disney Productions is now filming the story. Guess where? Right. Crested Butte. The O'Rears learned of the location through a story in the Aspen Times.

Crested Butte Chronicle photo

# 'Truckin' on

## the Mass Transit



In Salt Lake City, the bus paused in front of the Hotel Utah and the young lady in the photo posed atop the hood. Ken Carr, driver (or pilot) of the strange conveyance, assisted in her perilous ascent.

ran, almost literally, into some of the worst traffic, this side of the L.A. Freeway. The interstate highway, meant for 70-mile-per-hour traffic, crawled past three accidents in a three mile area.

The bus is the brainchild of Jerry

Jones, general manager of Snowmass Resort.

In addition to its gaudy exterior decoration, which included an unreachable luggage rack and a brake wheel, the bus is equipped with an amazing interior.

Across the full length and breadth of the ceiling is a black-and-white reproduction from the Sistine Chapel ceiling: God handing Adam a ticket to Aspen Highlands.

The bus has been equipped for stereo which made our trip a little easier

By Paul Stamsen

A quick hop by air from Grand Junction to Salt Lake City and the most outrageous bus trip of all time began for this reporter, last Wednesday.

The trip, from Salt Lake to Aspen via "The Mass Transit," was planned to be an easy jaunt, including well-considered pauses at Brigham Young University in Provo and Mesa College in Grand Junction.

It didn't happen that way.

The Mass Transit was enroute to Aspen from Seattle where the former Aspen Highlands bus had been getting a new look. Drivers, Steve Mara and Ken Carr arrived in Seattle Tuesday only to find sign painters still working on the bus. The full name, 'The Great Aspen Highlands and Snowmass Transportation Company' which flows in four-inch letters along both sides of the bus, wasn't quite to 'Transportation'.

So they waited.

When the paint was safely dry the two men, both Snowmass Resort employees, started towards Salt Lake to meet this writer-photographer. Steady driving, with stops only to eat and gas up, brought them into Utah about 4 p.m. Wednesday. They had been driving about 24 hours but were still two hours late.

The "Mass Transit" is not the fastest form of land transportation.

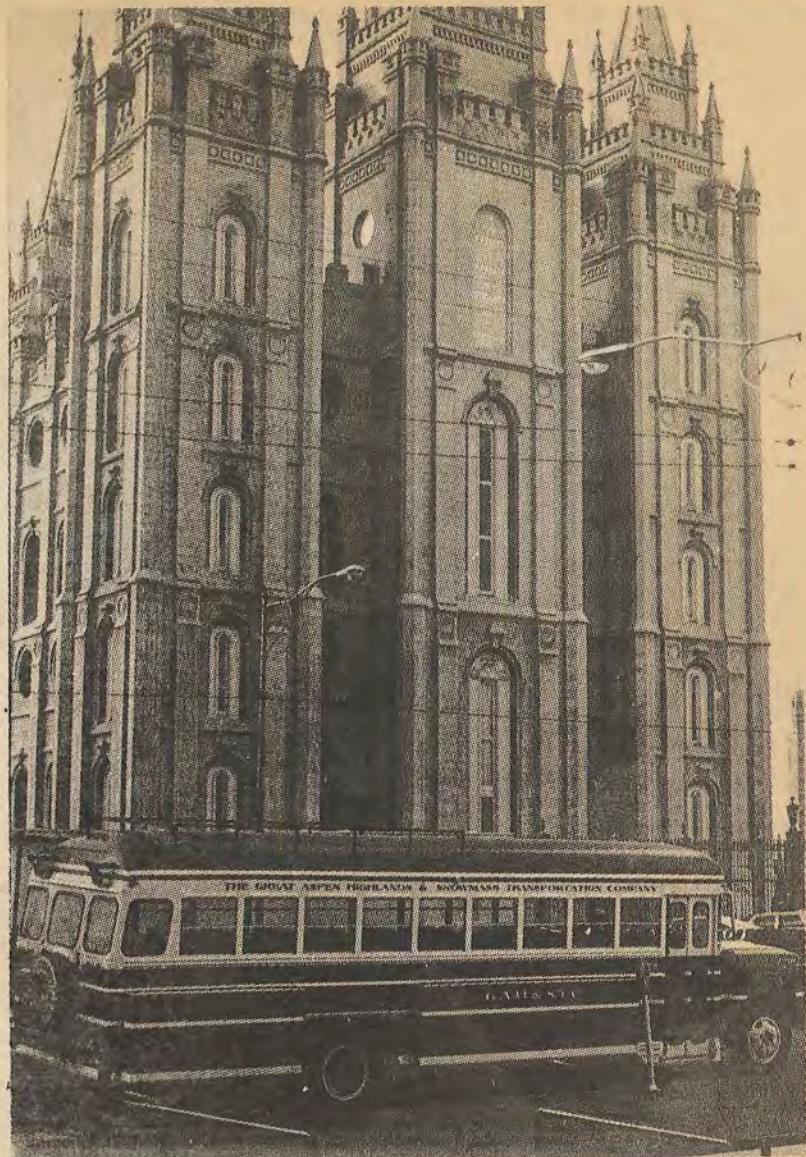
After a short layover, long enough for Mara and Carr to shower, we began the trip.

We left Salt Lake City, heading south toward Provo and immediately

— until we began to weary of the melodies on the only cassette tape we had.

Possibly the most outstanding item, on an unusual conveyance, is the cockpit. Across the front of the bus, from the ceiling to the windshield, is an array of aircraft controls — brightly lit by black light.

The late start forced cancellation of the publicity stops, the summer occupation of the bus. Plans are for the bus to travel across the country during the summer months to publicize both Snowmass Resort and Aspen Highlands, according to Jones. He noted the bus will be the only really active Highlands bus during the summer months.

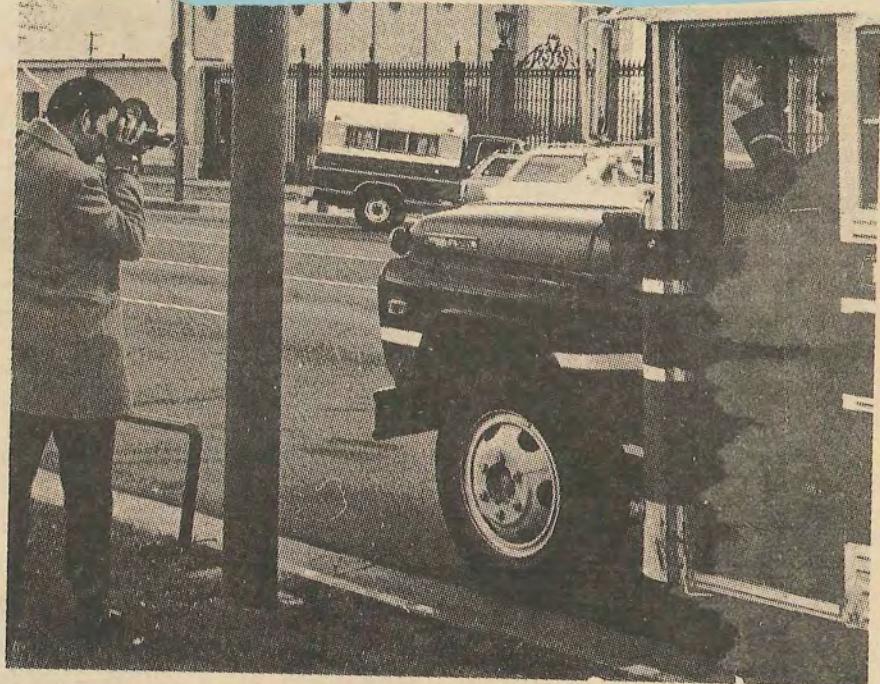


Like a duck out of water, "The Great Aspen Highlands and Snowmass Transportation Company Mass Transit" bus stands in front of the Mormon Temple in Snowless Salt Lake City. Citizens of the area complained of a lack of snow while Aspen was on the receiving end of a three-inch downfall.

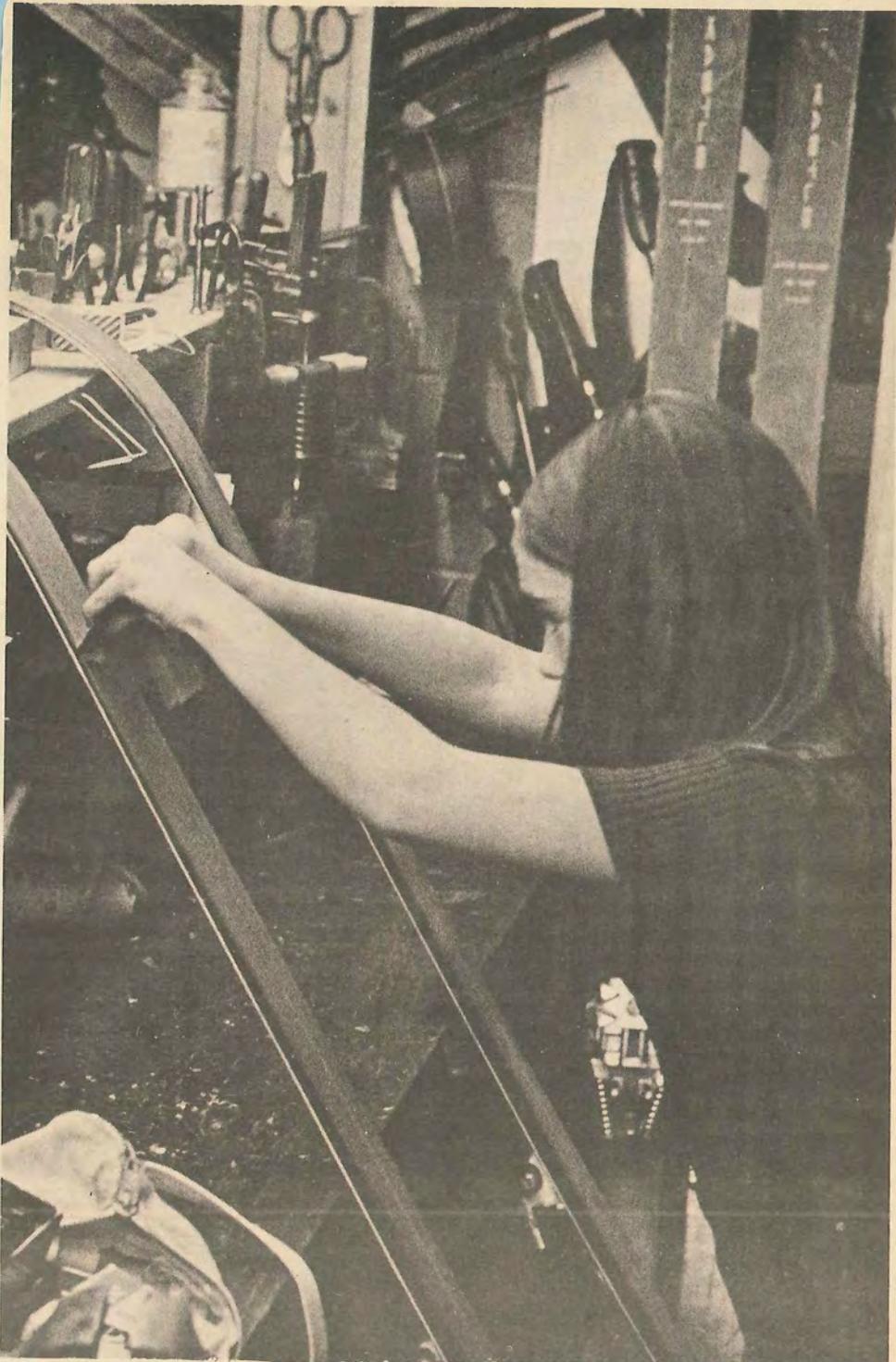
The winter occupation for the "Mass Transit," is transportation, logically. The customers will primarily be Snowmass guests wishing to ski at the Highlands and Highlands guests who want to try Snowmass skiing.

In the evening the bus will become a limousine for guests with dinner reservations in either Aspen, Snowmass or the Highlands.

Travelers on the strange vehicle will be treated to skits and songs by the "pilot" Ken Carr and the as-yet-to-be located stewardess. It will make stops at all the Aspen restaurants, on request, the central area at Aspen Highlands and the Mall at Snowmass Resort.



The "Mass Transit" attracted several stares from passers-by, most of whom found out what it was the next day. The photographer is filming the bus for a news show the following day over a local Salt Lake TV station.

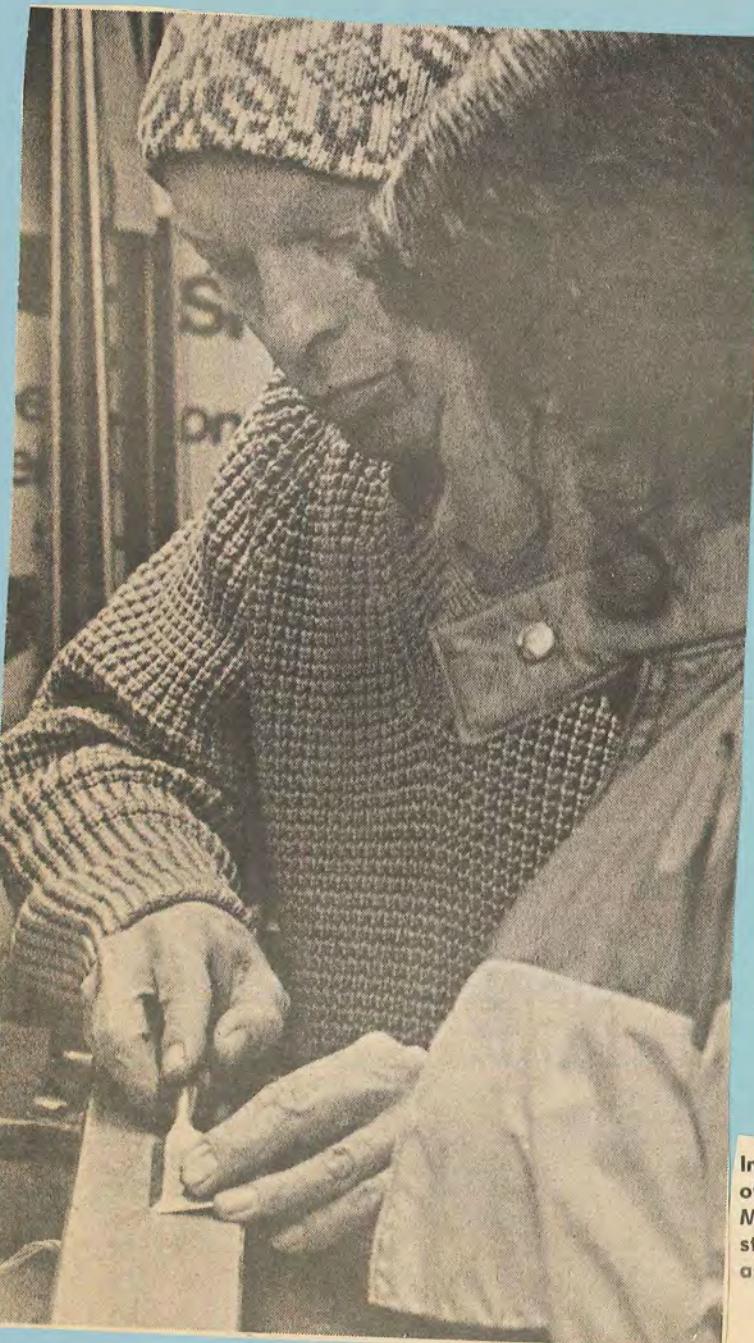


SOME OF THE BEST FIFTH-EIGHTH GRADE SKI RACERS in Colorado were in Aspen this week attending a downhill camp at Aspen Highlands under the auspices of the Rocky Mt. Division of the U. S. Ski Assn. In addition to skiing, the youngsters were taught how to take care of their boards. And, to gain experience, they put their new knowledge to the test every afternoon after slope workouts. A number of Aspenites opened their homes to the kids. Another training camp, this time for Elite racers, is scheduled next week.

Alison Ehrlich photo

Aspen Times Dec 3, 1971

# highlands hosts junior race camps

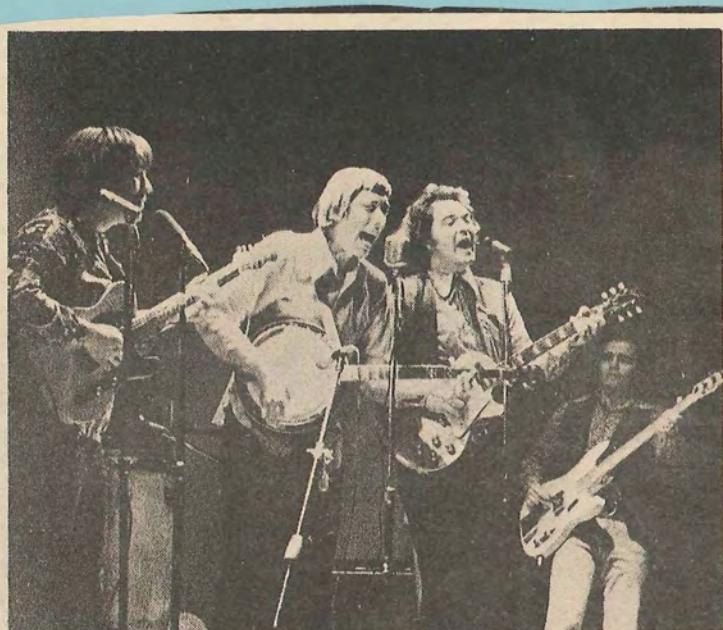


Invited Class III and IV racers took part this week in the first of a series of three downhill training camps at Aspen Highlands. Coaches Bill Marolt and Sim Thomas of the Aspen Ski Club were among the instructors. Learning how to take care of the skis was one of the lessons, as shown in these views at the Highlands ski shop.





Aspen Time Seed | 1971



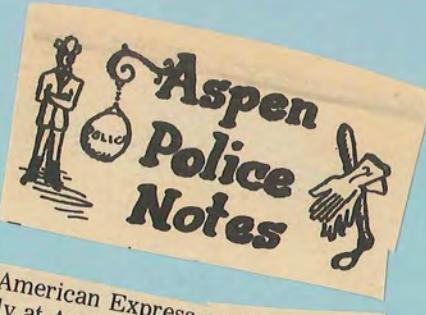
## SWAMPROOT

**ASPEN  
HIGHLANDS**

apres ski from 3:30 daily except Saturday

**The Christian  
Endeavor Bar**

base lodge Aspen Highlands



An American Express card was used  
illegally at Aspen Highlands.  
Shoplifting.

Aspen Today  
12/9/71

Aspen Flyer  
12/10/71

## Olympic hopefuls racing at Highlands

More than 30 top American ski racers will be among the 120 competing this Saturday in the Aspen Highlands Cup giant slalom on the Grand Prix course.

The race culminates a 12-day training camp for the U. S. Olympic Ski Team's talent squad that began in Vail and moved to Aspen last weekend.

Three members of the U. S. "A" team will also be racing. They are Steve Lathrop, Rosie Fortna and Patty Boydston.

Among the 29 members of the talent squad are Aspenites Andy Mill and Whit Sterling.

Awards will be presented for the top three places in both men's and women's races.

Race headquarters will be at the base lodge at Highlands. Chief of race is Jack Brendlinger; chief of course, Bill Marolt; and chief of timing Glen Daugherty.

The men's first run will be at 9:30 A.M. Saturday. The women's first run will be at 11:30 A.M. The men's second run is scheduled for 12:45 P.M.

## Highlands Cup race Saturday at 9:30

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Aspen Times 12/10/71

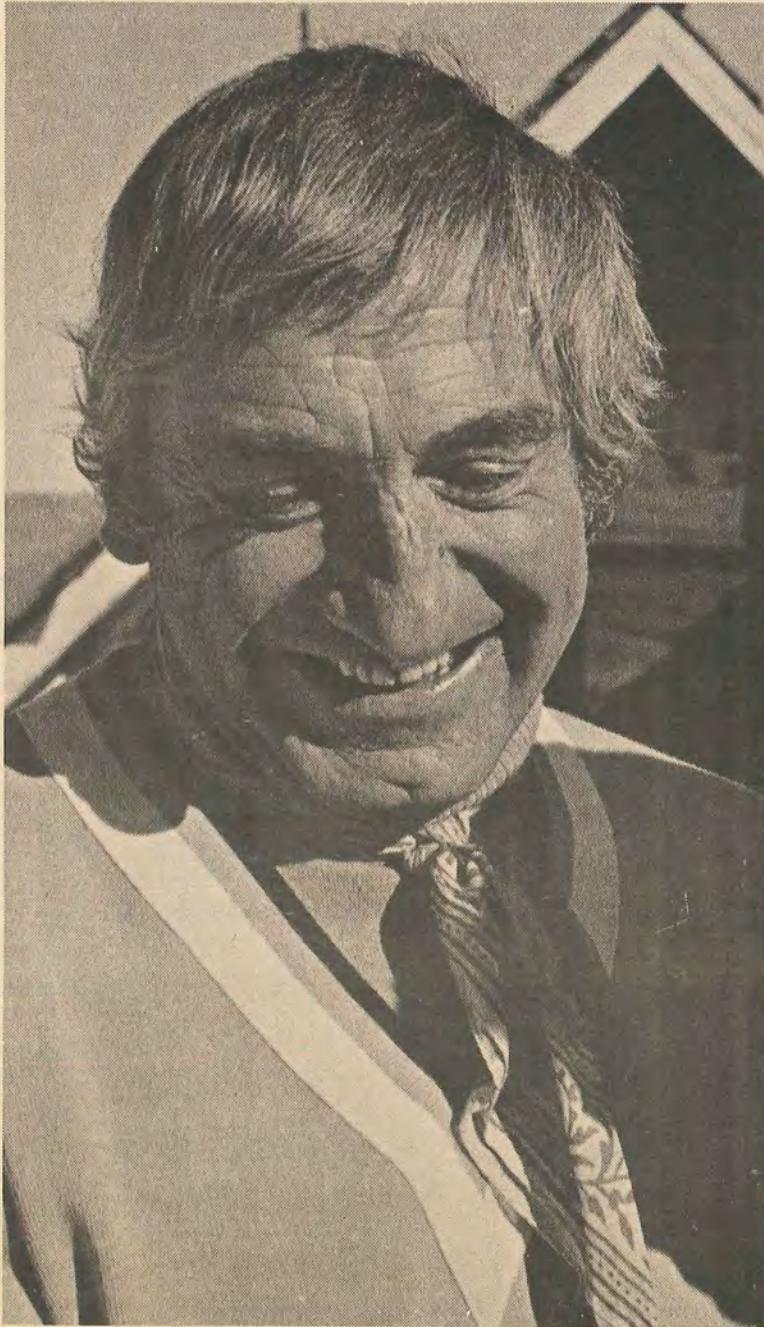
# Iselin named to

The late Fred Iselin of Aspen was elected this week to the National Ski Hall of Fame at Ishpeming, Mich., birthplace of the United States Ski Association.

Iselin was one of four persons honored posthumously. The others were Sigrid Stromstad Laming of Palo Alto, Calif.; Earle B. Little of Leavenworth, Wash., and John E. P. Morgan of White Bear Lake, Minn.

on celebrated downhill courses as was the Lognian Downhill which he also topped the same season.

Iselin came to America in 1939, racing Sun Valley in December of that year at which time he was assigned to coaching racing skiers and entered to represent the Sun Valley Ski Club in an extension of his FIS competitive career. His standout American placings in-



# Ski Hall of Fame

Three "skisport builders" were also elected, the Bakke brothers, Magnus and Hermod of Leavenworth, Wash., and Erling Strom of Banff, Alberta, Canada.

The seven bring to a total of 130 athletes, promoters, officials and builders of the skisport who have been elected to the Hall of Fame since 1956.

Iselin introduced thousands of Americans to skiing in the wake of a downhill racing career of formidable proportions in Europe and North America preceding World War II.

Fred was a racer in the Far West Kandahar, the Harriman Cups, the FIS International Championships of 1939 in California, the Silver Skis at Mt. Ranier, and many others.

Then came ski teaching and directorships of ski schools, first under Otto Lang at Sun Valley and then in the post-World War II era as co-director of the Aspen Ski School and Buttermilk Mt. Ski School, then his own ski school at Aspen Highlands.

Born in Glarus, Switzerland, Fred first put on skis at the age of four, skiing to school as a youngster. He rapidly learned the fundamentals and soon became an accomplished performer. At an early stage Fred became a teacher and gained valuable experience in Europe, serving at Arosa in his native country. He also spent considerable time in Austria, touring and guiding ski parties.

Fred's European racing record was brilliant, including wins in the Brevant-Chamonix and the Grand Prix de Chamonix at Glaziers in 1937. Both of these races were run

cluded winning the 1939 FIS-sanctioned International Championships at Cisco Ski Grounds of the Auburn Ski Club and a second place in the tourney downhill, the world-famous events sponsored by the Auburn Ski Club in conjunction with the World Fair that year on San Francisco's Treasure Island.

Otto Lang, former Sun Valley Ski School Director turned motion picture maker, wrote this eulogy of Fred:

"It is hard to think of Fred Iselin without a chuckle and a warm feeling on one's heart.

"He had the rare ability to make light of a seemingly serious situation, with his inimitable turn of a phrase or one of those patented expressive looks or gestures that only Fred could produce.

"I considered him a "natural" as a comedian and, next to skiing, acting in front of a camera was his passion. With the right type of material and proper direction, Fred could have been in a league with Fernandel and Peter Sellers.

"As to his prowess as a skier, let me assure you it was formidable. I have seen Fred slice through a thick crust of treacherous snow, or a gooey spring mush, as though it was fluffy powder snow or the manicured and packed slopes of Highland Mountain in Aspen.

"He was a forceful skier with a pair of the strongest legs I have known. But he also was wise and very cunning in dealing with different types of snow and terrain.

"He put all his thoughts down in a book entitled "Invitation to Skiing." It clearly explains everything there is to know about

skiing and now is in its fourth printing.

"Fred came from a skiing family. His father, Christopher Iselin, was the founder of the Swiss Alpine Troops.

"Born in 1914 in Glarus, Fred was surrounded by mountains. It was only natural that he would follow in his father's footsteps and take to snow and skis like a duckling takes to water naturally. He was exposed to a dose of higher education in the world-famous Rosay School for Boys at Zuoz. His tenure as a lieutenant in the Swiss army did not last long. Fred was not a militaristic type of man.

"In 1939 Fred came to the United States as a guest and personal skiing companion of an American couple who happened to reside in Yosemite National Park. But shortly thereafter Fred surfaced in Idaho's Sun Valley and became one of the top instructors. Then onto Aspen following World War II — to create a large following among the skiers of the past two decades.

"During the shooting of his last film in the Swiss Alps, Fred took a vicious fall and injured himself quite severely. After a lengthy and painful recuperation period he appeared at last well on his way to complete recovery of his physical strength when an embolism suddenly snuffed out his life at the age of 57.

"Fred had decided to retire from ski teaching and "live it up." Alas, it was not to be. Fred was truly a legend in his time. He will be sorely missed by all his friends, and even by the few enemies he might have had, as they have lost a priceless foil in Fred's often controversial ideas on skiing and teaching."

## **NASTAR races start at Highlands 2 times a week**

The NASTAR Races, open to all recreational skiers, started yesterday and will continue to be held twice weekly at Aspen Highlands throughout the season.

Scheduled for 12:30 PM every Wednesday and Friday afternoon, the races will be held on Golden Horn. Forerunners this year are Hans Schwartz and George Gordon, both holding a handicap of 6.

The NASTAR program is a national one designed to allow recreational skiers to compete against one-another without being classified.

Registration at the Highlands will take place from 3 to 5 PM the day before the race and from 8:30 to 11 AM on the day of the race.

Fees are \$2 for entry and \$1 for each re-run.

A special NASTAR race for skiers staying at Snowmass Resort will be held on Thursdays.

Aspen Times 12 | 16/71

The Denver Post • December 19, 1971

If the snow isn't too deep, there's something new to see at the top of the Cloud 9 ski lift at Aspen Highlands this year—a rock cairn memorializing the internationally known ski instructor, Fred Iselin, who died last winter.

The plaque on the memorial bears Fred's name and dates—1914-1971—and the phrase: "From the mountains, To the mountains."

# Ski areas' community service lauded

Aspen Ski Club president Jack Brendlinger this week offered a New Year's toast to the Aspen Skiing Corp. and the Aspen Highlands Skiing Corp. for past and continuing service to the community.

He called the opportunities presented for youth recreational and competitive skiing "phenomenal" and added that the companies "host more and better races than any other North American ski area."

Brendlinger's letter to Aspen Skiing Corp. president Darcy Brown and Highlands president Whip Jones follows:

"As president of the Aspen Ski Club and board member of the Aspen Skiers Education Foundation, I would like to take this holiday opportunity to express our gratitude and best wishes for a most successful 1972 to the Aspen Skiing Corporation, the Aspen Highlands Corporation, their related ski schools, and their employees.

The two skiing Corporations seldom receive the recognition for the many fine things they do for the children of our town.

In our mountains Aspen has the natural tool to combat our youths ennui attributed to the idleness that often leads to trouble. However, without the efforts and concern of such groups as the skiing corporations these tools would be largely useless.

The time, effort, and funds these corporations spend to insure both recreational and competitive skiing for our children is phenomenal. I would like to acknowledge some of these efforts.

The Aspen Highlands:

1. Allows any child in our competitive program to ski all their lifts absolutely free.

2. Runs their Thunderbowl lift for an additional hour each evening just so the competitors can make maximum use of the training time after school. Overtime wages and electricity to run the lift, plus the use of the Highlands bus system for transportation to and from school are all donated.

3. Allowed the Rocky Mountain Division to conduct three weeks of intensified downhill training for the youngsters from this area. Needless to say our Aspenites benefitted greatly.

4. Donates season passes to all our coaches and club officers.

5. Donates the use of the ski school co-director Dave Farny's snowmobile to pack all the clubs nordic and touring cross country trails.

6. Allows the use of their slopes and lifts for important international, national, and regional races. This year The Highlands hosted the first F.I.S. meet called The Highlands Cup, and also graciously presented the international Holiday Classic just one week later when Sun Valley had to cancel the race due to snow shortage.

The Aspen Skiing Corporation:

1. Donates 47 season passes to

the kids, coaches, and club officers.

2. Allows our unlimited use of the FIS slalom hill and donated equipment to pump water to the hill so we can make Aspen's ideal soft snow into hardpack snow ideal for racing.

3. Generated over a \$17,000 donation this year to the Aspen Skiers Education Foundation through the sale of the Family Season Passes sold only by the Aspen Ski Club.

4. Offers through Curt Chase's ski school the Aspenaut program, an excellent children's ski lesson program, and additionally runs after school an Aspenaut Racing program for any child who is interested in the competitive side of skiing ... all completely free. The ski school also donates two full time instructors to help with the coaching duties.

5. Allows the use of the Javelin run at Buttermilk-Tiehack for a downhill training camp during the Christmas rush; closing the run until 11 AM each day and allows us to board the lifts at 8 AM for maximum usage. We also use the Tiehack runs to run giant-slalom training the rest of the day.

6. Donation of over 400 lunches

for race officials by Rene Baudat's Buttermilk restaurants.

7. Allows and aids in the presentation of the Town Races sponsored by The Slope with all proceeds donated to the Education Foundation.

8. Each year presents many international, national, and regional races. This year they will host the National Downhill Championships and annual Rock Cup on Feb. 4 and 5.

In both lists I have left the hosting of races until last because I would like to mention just a few of the tremendous efforts involved.

In each race there is a great deal of course preparation necessary because of our soft snow conditions. The communications, course preparations, safety, of-

ficialing, and gate keeping are all, or in part, the responsibility of the ski areas.

The race expense to the ski corporations in free tickets plus machine and manpower can be staggering. Up to \$30,000 for major races.

In my opinion the ski corporations host more and better races than any other North American ski area.

For this one unheralded area of community service, I think it high time we give these ski corporations the accolades they justly deserve.

A magnum sized toast of thanks for a job well done!

Sincerely yours,

Jack Brendlinger, Pres.  
The Aspen Ski Club"

# ASPEN HIGHLANDER

THE BALANCED MOUNTAIN

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

1971-72 HOLIDAY ISSUE



## THE RACE FOR EVERYONE

Few moments in skiing compare to the thrill of competitive racing, when the skier extends his skill and coordination beyond anything he has achieved before. The challenge of this competition is no longer the private preserve of the Jean Claude Killys or the Kiki Cutters.

Whether 8 or 80, a snowplow or wedler, any skier -- man or woman, boy or girl -- can know the excitement of competitive ski racing through NASTAR, the National Standard Race, a program for the recreational skier.

Aspen Highlands is the sole NASTAR center for the Aspen area. Anyone can enter simply by signing up in the base lodge. Through a handicap system, you can measure your performance against skiers of similar ability across the nation.

On April 8 and 9, the Highlands will host the National NASTAR finals. Meanwhile, Highlands has expanded its NASTAR program to two days a week -- Wednesday and Friday -- with a special Snowmass NASTAR day on Thursdays for Snowmass guests only. Now more skiers will have the chance to compete, and the weekly visitor to Aspen will have two chances to win a medal and, if you wish, to establish a position in the regional competition that leads to the National Finals.

The course is an easy giant slalom marked out on Golden Horn. It runs between 30 and 45 seconds, comparable to courses at other NASTAR centers across the country. In the Highlands NASTAR clinic, held early each week, expert racing instructors will critique your trial runs to help you improve your skill and chances of winning a NASTAR pin.

Aspen Highlands is an enthusiastic NASTAR center. Last year, out of the 70 NASTAR ski areas, Highlands ranked fifth in total skier participation, with 1,541 participants. Approximately 10 per cent of these skiers won gold pins, 20 per cent won silver pins, and 30 per cent won bronze pins.

NASTAR is a program unique in the United States that gives every skier the chance to experience the thrill of competitive racing, to compete with his peers across the nation, or simply to measure his own performance and improvement from week to week.

So get more fun out of skiing. Race in NASTAR. In Aspen -- only at Highlands.

And don't miss the race for the Schlitz Cup, sponsored by Schlitz Brewing Company, at the Highlands NASTAR finals this spring, April 8 and 9.

**GLM** -- More than 150 ski schools in the U.S. are teaching the Graduated Length Method this year. More than 100 European ski schools in four countries are teaching it, also. Why? Because it works. It puts beginning skiers on the slopes at once. No more climbing around the bottom of the "bunny" hill. In five days an average new skier can take on all but the most difficult trails.

Aspen Highlands is the only ski school in the area to teach the original GLM method developed by Clif Taylor. The student starts off on three-foot skis, graduates to four-foot, five-foot, and finally full-length skis. Some ski schools try to skip the three- and four-foot stages -- the very stages Taylor says are most important. "If a skier starts on five-foot skis," says Taylor, "he might as well start with full-length skis."

The Taylor method is based on 13 parallel "turning power" exercises. The student learns the exercises first on three-foot skis and continues to do them as he graduates to longer skis and steeper slopes. The rhythm, balance, and coordination developed by the exercises are finally applied to full-length skis.

GLM can also help intermediate skiers trying to get rid of the last traces of a stem turn. Mastering the 13 "turning power" exercises can even help sharpen the technique of experts and junior racers. About 90 per cent of all skiers lack turning power, says Taylor.

So if you're a beginner, get off that "bunny" hill. If you're more advanced, don't panic at that mogul. GLM is the fun, wavy way to better skiing for all. And Aspen Highlands is the only ski school in the area offering the original, professional Clif Taylor way. At Aspen Highlands there is no cutting corners -- for skiing or for fun.

## SKIING EASY? YES!



January 6, 1972 The Aspen Times Pa

## **Highlands named site for finals of 1972 NASTAR**

Aspen Highlands has been chosen site for the 1972 NASTAR (National Standard Race) finals on April 8 and 9.

The two fastest skiers in each of six age brackets at five nationwide regional qualifying meets will win all-expense-paid trips to the Highlands for the finals.

Six winners — one for each age bracket — will be named in the Schlitz-sponsored competition.



**Love . . .**

*is patient and kind; love is not jealous, or conceited, or proud, or provoked; love does not keep a record of wrongs; love is not happy with evil, but is pleased with truth. Love never gives up; its faith, hope and patience never fail.*

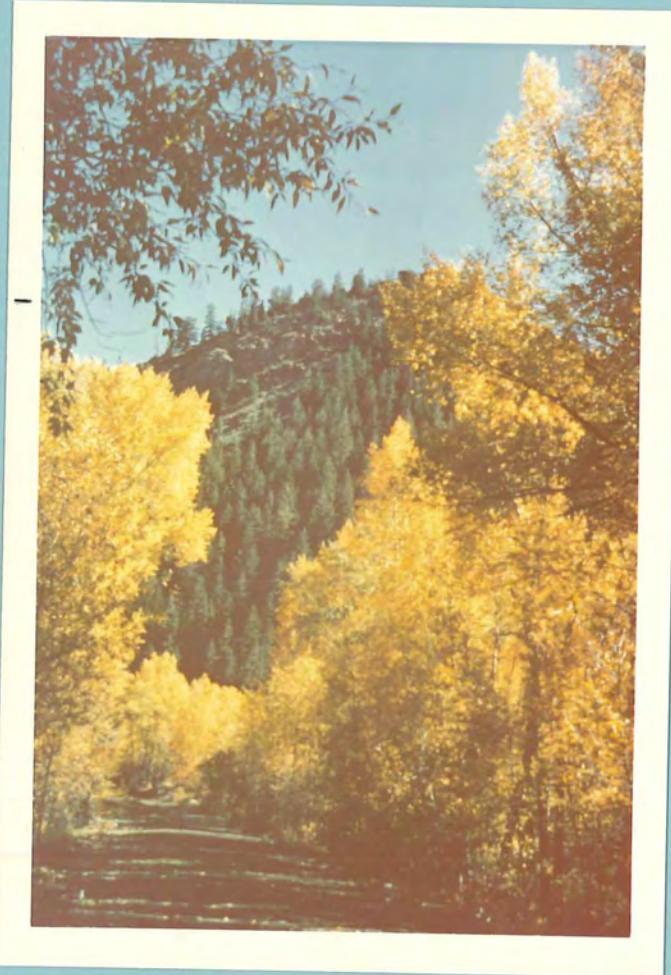
**1 CORINTHIANS 13**

**Thank you . . .**

*for taking time to share these precious moments with us and for witnessing our vows to each other.*

*Chip and Claudia  
January 12, 1972*

*Chip & Claudia  
Sullivan*



Aspen Fall 1971



Xmas 1971

Many Xmas

and a happy New Year!

Dear Mr & Mrs Jones

Thanks you for your  
very generous gift to all the  
AS/PEE Valley Hospital employees.  
We are all very grateful  
and for many years you  
have help us greatly enjoying  
skiing, a sport which would  
be out of reach for many  
of us. I hope you will  
have a good, very good season  
Suda C Gelas.

Xmas 1971

## Brehmer heads ARA; rating of lodges is due

Bill Brehmer, vice president of Aspen Highlands, has been appointed chairman of the new Aspen Resort Association. (ARA)

Other members of ARA are Curt Burton, director of marketing of the Aspen Skiing Corp.; Jerry Jones, general manager of Snowmass Resort; Bill Burton, treasurer of the Aspen Lodgeowners Association, and Fred Smith, manager of Chateau Blanc, representing the Aspen Condominium Managers Association.

The ARA has been running the reservation system for Aspen and Snowmass since August of 1971.

A lodge rating study will be administered soon by ARA. The study will rate all member lodges and condominiums in terms of skier-oriented services, benefits, and facilities and come up with a "quality index."

The study will begin late this month and be ready for publication by April 1.

Aspen Times  
Jan 13, 1972

## Highlands host for downhill this weekend

Aspen Highlands will host another major Rocky Mountain Division ski race this Saturday and Sunday, Jan. 15 and 16.

There will be two runs each day on the Grand Prix downhill. Women will start at 9:30 AM, the men at 11:30.

The division's top junior and senior racers will compete. The race will count toward FIS points, applicable to Junior National Team points.

Many Aspen Juniors will be taking part.

## for olympics

Aspen, Colorado

Denver Olympic Committee  
Denver, Colorado

Gentlemen:

This letter will serve as tangible evidence of our enthusiastic endorsement of the proposed Aspen bid to host the Alpine Events of the 1976 Winter Olympics.

If Aspen is fortunate enough to be selected as the site of these events, we will do everything humanly possible to assure that said events will be the finest ever conducted.

We look forward to an early and favorable decision on your part.

Sincerely,  
W. V. N. Jones  
President  
Aspen Highlands Skiing Corp

cc: Aspen Times

# ASPEN HIGHLANDS



ASPEN, COLORADO



Berk Photo

FEATURING NEW FRED ISELIN SKI  
SCHOOL • LONGEST VERTICAL  
DESCENT IN SKI COUNTRY U.S.A.

## ASPEN HIGHLANDS

is . . .

- Fun
- GLM \*
- 10 Lifts
- A Welcome Smile
- Christian Endeavor Bar
- 50 Miles of Skiing
- Club Room—Piano Bar
- NASTAR Race Center
- Mountain Misses
- Delicious Breakfasts
- Swamproot
- Merry-Go-Round Restaurant
- 3,800 Foot Vertical

\* Graduated Length Method of Ski Instruction—the fun, easy was to direct parallel skiing!

for more information  
Call 925-7302

Aspen Times

Jan 13, 1972

# ASPEN HIGHLANDS

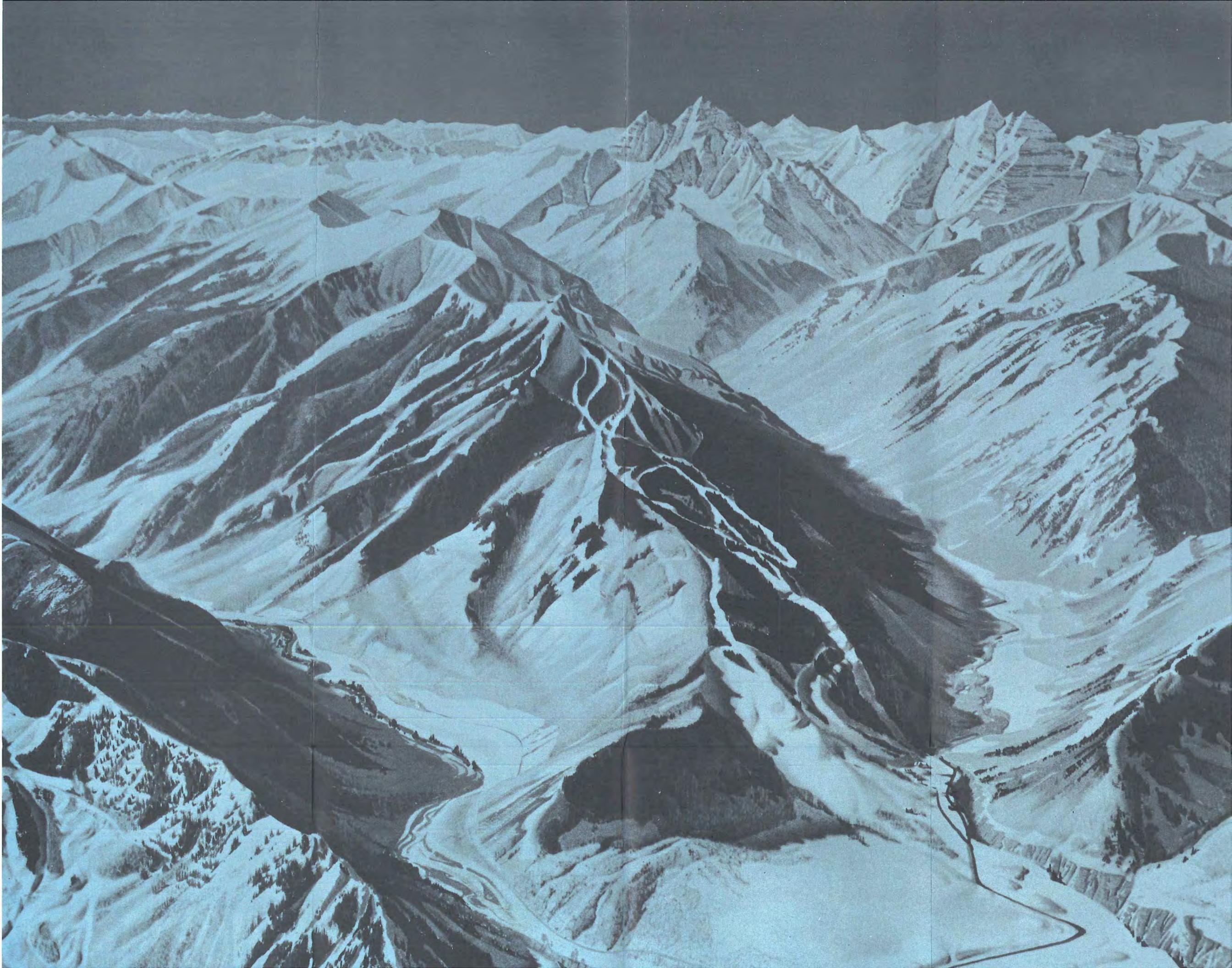


ASPEN, COLORADO



Berko Photo

FEATURING NEW FRED ISELIN SKI  
SCHOOL • LONGEST VERTICAL  
DESCENT IN SKI COUNTRY U.S.A.





For complete Aspen Highlands information, check items of interest and mail to: ASPEN HIGHLANDS, BOX T, ASPEN, COLORADO 81611.

- Tri-Aspen and Three-Area Ski       Fred Iselin Ski School Weeks  
 Group activities at Highlands       Fred Iselin Children's Ski Number in group \_\_\_\_\_ School (ages 5-12)  
 Rental equipment.       Lift rates.       Children's Playroom.  
 Lodge information. Choice of lodge if any \_\_\_\_\_ reservations. No. in party \_\_\_\_\_ Desired dates \_\_\_\_\_  
 Dorm.       3-6 per room.       2 per room.       Single room.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Aspen Highlands is highest of the three Aspen ski areas which form the largest and most celebrated winter resort in North America. Aspen's renowned ski complex offers 130 miles of slopes, the internationally famed Fred Iselin and Aspen Ski Schools, 19 lifts with virtually no lift lines. Superb powder skiing, sunny Colorado Rockies climate, spectacular alpine scenery. A complete ski town, winter home of movie stars, artists and writers, ski champions. No wonder Aspen is the goal of vacation skiers the world over.

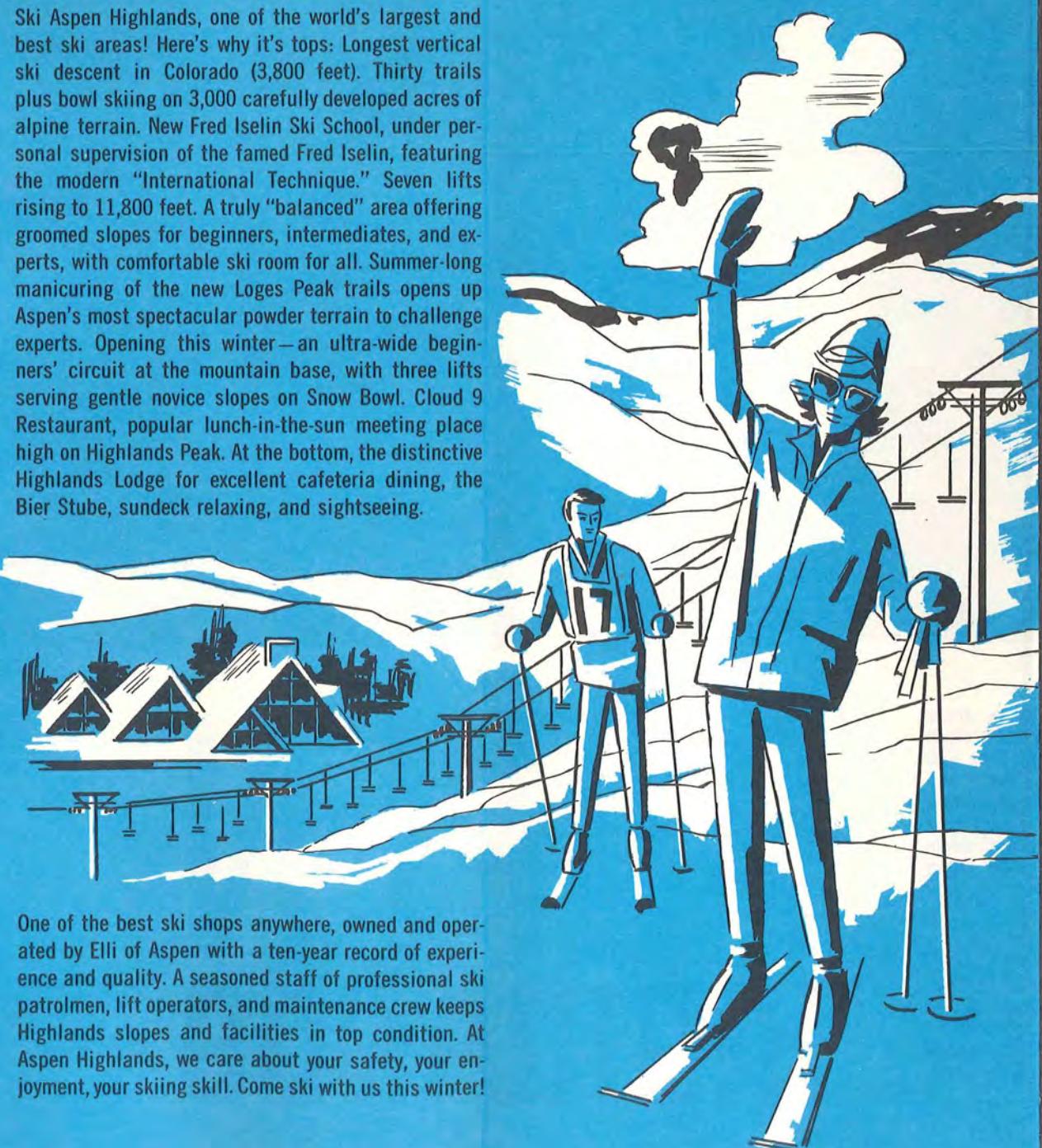
#### ASPEN HIGHLANDS TECHNICAL DATA:

Elevation base of lifts 8,000'. Loges Peak summit 11,800'. Cloud 9 Lift summit 11,100'. Highlands Peak summit 12,600'. Maroon Bells and Pyramid Peak in the distance over 14,000'. Total vertical descent 3,800'. Length of lifts base to summit 3 miles, about 40 minutes' ride. Length of runs base to summit 5 miles. More than 50 miles of trails served by seven lifts. Total lift capacity 4,400 skiers per hour.

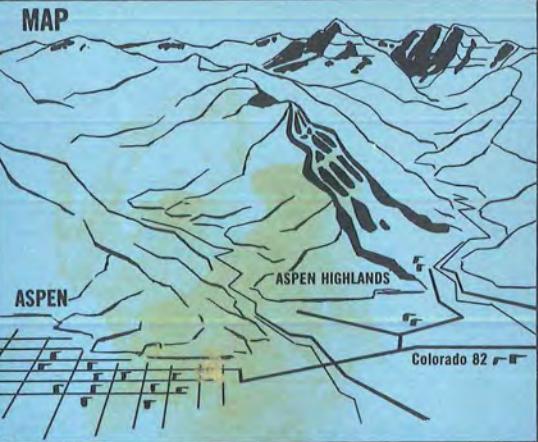
# ASPEN HIGHLANDS

## *skiing long remembered*

Ski Aspen Highlands, one of the world's largest and best ski areas! Here's why it's tops: Longest vertical ski descent in Colorado (3,800 feet). Thirty trails plus bowl skiing on 3,000 carefully developed acres of alpine terrain. New Fred Iselin Ski School, under personal supervision of the famed Fred Iselin, featuring the modern "International Technique." Seven lifts rising to 11,800 feet. A truly "balanced" area offering groomed slopes for beginners, intermediates, and experts, with comfortable ski room for all. Summer-long manicuring of the new Loges Peak trails opens up Aspen's most spectacular powder terrain to challenge experts. Opening this winter—an ultra-wide beginners' circuit at the mountain base, with three lifts serving gentle novice slopes on Snow Bowl. Cloud 9 Restaurant, popular lunch-in-the-sun meeting place high on Highlands Peak. At the bottom, the distinctive Highlands Lodge for excellent cafeteria dining, the Bier Stube, sundeck relaxing, and sightseeing.



One of the best ski shops anywhere, owned and operated by Elli of Aspen with a ten-year record of experience and quality. A seasoned staff of professional ski patrolmen, lift operators, and maintenance crew keeps Highlands slopes and facilities in top condition. At Aspen Highlands, we care about your safety, your enjoyment, your skiing skill. Come ski with us this winter!



**TRANSPORTATION** Aspen is 40 miles southeast of Glenwood Springs on Colo. Highway 82. California Zephyr trains from West Coast and Chicago connect daily with Glenwood-Aspen Stage buses, limousine, taxi service. Ten airlines connect Aspen Airways daily at Grand Junction and Denver's Stapleton Airfield. Aspen five hours by auto from Denver; ski rack-equipped rental cars available. For information, see your travel agent. Regular bus service free from town to Highlands.

**LODGING** Aspen has 60 lodges, hotels, motels to fit all budgets, accommodating 4,500 skiers. For details, write Highlands. Reservations should be made well in advance for peak periods December 15-January 1; February 1-April 1.

**RESTAURANTS AND ENTERTAINMENT** Uniquely for a village of 1,500 people, Aspen has 29 restaurants including ten of the first rank by New York standards. Ten night clubs feature entertainment, music for dancing, listening. Other attractions: dogsled trips, ice skating, sleigh rides, racing, Winterskol carnival in January, movies, galleries, shops.

**SKI CLUBS AND GROUPS** Highlands offers group facilities, special services, meeting room. Group package rates. Contact Highlands for tour information, assistance in coordinating group plans. Films of Colorado-Ski Country USA, including Aspen Highlands, available through Highlands.

**ASPEN SKI WEEKS** Ski Week packages now available the entire ski season, Thanksgiving through Easter. Includes seven days' lodging of your choice, interchangeable seven-day lift ticket good at all three areas, meal coupons from Aspen restaurants. Accommodations available from dorms to deluxe suites. Write Aspen Highlands for details or reservations, or mail coupon (reverse side).

**SKI SHOP AND EQUIPMENT RENTAL** Elli of Aspen, located at Highlands, offers latest ski wear and equipment, Head and Kneissl skis. Head ski rentals, repairs, ski storage.

## ASPEN HIGHLANDS

PHONE 925-7302 • BOX T • ASPEN, COLORADO

# ASPEN HIGHLANDS

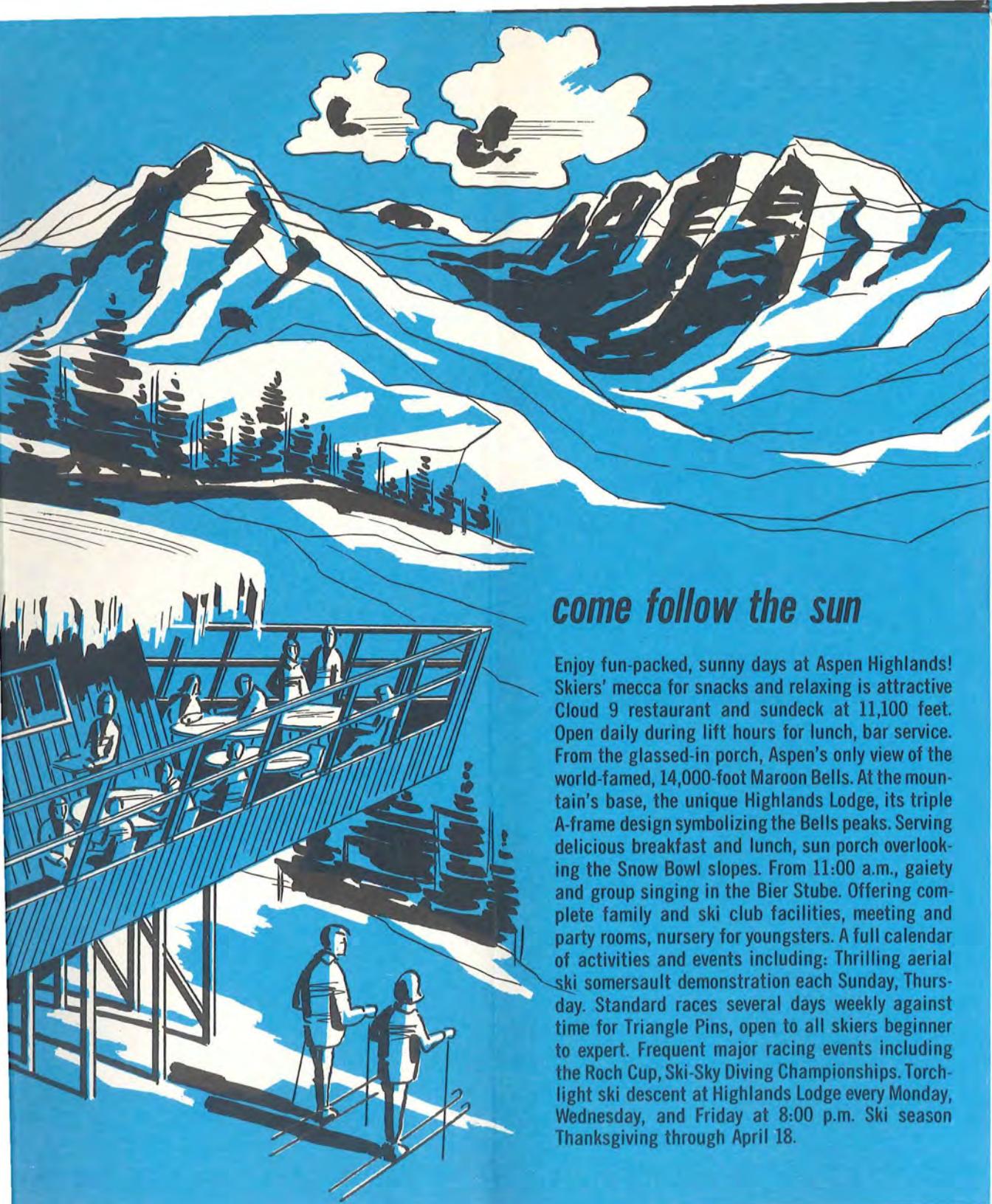


ASPEN, COLORADO



Bierko Photo

FEATURING NEW FRED ISELIN SKI SCHOOL • LONGEST VERTICAL DESCENT IN SKI COUNTRY U.S.A.



## come follow the sun

Enjoy fun-packed, sunny days at Aspen Highlands! Skiers' mecca for snacks and relaxing is attractive Cloud 9 restaurant and sundeck at 11,100 feet. Open daily during lift hours for lunch, bar service. From the glassed-in porch, Aspen's only view of the world-famed, 14,000-foot Maroon Bells. At the mountain's base, the unique Highlands Lodge, its triple A-frame design symbolizing the Bells peaks. Serving delicious breakfast and lunch, sun porch overlooking the Snow Bowl slopes. From 11:00 a.m., gaiety and group singing in the Bier Stube. Offering complete family and ski club facilities, meeting and party rooms, nursery for youngsters. A full calendar of activities and events including: Thrilling aerial ski somersault demonstration each Sunday, Thursday. Standard races several days weekly against time for Triangle Pins, open to all skiers beginner to expert. Frequent major racing events including the Roch Cup, Ski-Sky Diving Championships. Torch-light ski descent at Highlands Lodge every Monday, Wednesday, and Friday at 8:00 p.m. Ski season Thanksgiving through April 18.

## FRED ISELIN SKI SCHOOL

New at Aspen Highlands this year, featuring the up-to-date "International Technique." Similar to the French "projection circulaire," used by top skiers throughout the world. Designed to develop a dependable style of skiing for all types of terrain and snow conditions. Taught by a staff of the most outstanding and experienced instructors under the personal direction of Aspen's Fred Iselin, one of the world's foremost ski stylists. Author of the best-selling instruction book, "Invitation to Skiing."

Special trail and slope modifications including the new beginners area provide ideal teaching conditions, encourage the most rapid progression possible. Class or private lessons for all ages and abilities. Separate classes for children 5-12 taught by specially trained Iselin teachers combine fun, activities, and expert instruction. Ski School meeting places: Across the street from the Hotel Jerome in Aspen and at Highlands Lodge. Meet daily at 9:15 a.m.

## COMPLETE BEGINNERS AREA

A newly expanded area in front of Highlands Lodge offers a special beginners' chair lift, pomalift, and T-bar, plus wide slopes planned to fit the needs of the novice skier. This large "beginners' circuit" of tempting easy terrain is America's finest novice area. And for more advanced skiers, ski movie-maker Warren Miller calls the trails from Midway to Quarterway "the finest intermediate skiing in the world."

## PLAYROOM AND NURSERY

The Fireside Playroom, upstairs at Highlands Lodge, provides experienced supervision, games, special equipment and materials for children of all ages. Activities and projects for "pre-skiers" including outside playtime and rest period. Open daily 9 a.m. to 4 p.m. Hot lunch served. Cribs and play-pens. Family and weekly rates available to suit the needs of skiing families.

## THREE-AREA LIFT TICKET

The popular Aspen interchangeable lift ticket provides seven days of skiing at your choice of Aspen's three major ski areas. Ski the vast terrain at Aspen Highlands, Aspen and Buttermilk Mountains, with 19 lifts serving 130 miles of ski country. Three-area lift tickets available all ticket offices, provide substantial reduction over cost of daily tickets.





Xmas 1971

skii school supervisor  
1971/1972



Robert F. Caud

J. Fahey missing



C.W. Brinkman III



E. Lynch

## Our Readers Speak

### first aid

Scarsdale, N.Y.

Editor,  
Aspen Times,  
Aspen, Colo.

Dear Sir:

I had the misfortune on Christmas Eve to fracture my ankle on the chair lift at Aspen Highlands. The young man who shared the chair lift with me asked the lift operator at the top to get the ski patrol as I was unable to ski down the slope.

Within minutes, Frank and Bruce, from the ski patrol were getting me ready for the descent down the slope in the sled. They were competent, efficient and skillful in handling me which reassured me. They were concerned that I should get to the hospital as soon as possible without sustaining further injury. At the bottom of the slope was Bill, another member of the ski patrol, awaiting to drive me in an ambulance to the hospital.

Never before had I realized the important role the ski patrol plays and the necessity for having them.

As a skier, I believe all skiers should support the striking ski patrol at Ajax. The need for recognition is indeed a basic one and as far as I am concerned constitutes a reasonable demand by the employees.

I also believe that the Aspen Ski Assoc. is doing their customers a

grave disservice by operating their lifts when they do not have their highly trained ski patrol at work.

My thanks to Frank, Bruce and Bill of the Highlands Ski Patrol and the young man who helped me on the chair lift.

Kathleen J. Kisny R.N.

## 100 expected at NASTAR race Friday

Aspen Highland's second annual Winterskol NASTAR race is expected to attract the maximum 100 ski racers on Friday, the kick off day of the 1972 Winterskol celebration.

Last year's winner, Brian Whipple, now an Aspen Highlands ski instructor, will be back to defend his title. His name is engraved on the giant Winterskol Schlitz Cup that he won in 1971.

Bill Brehmer, Aspen Highland's vice-president, marketing, said "Our first NASTAR Winterskol race proved to be so popular that we're expanding it. We'll accept the first 100 skiers to sign up. Anyone over the age of 18, resident or visitor, will be eligible. The usual \$2 NASTAR fee will be eliminated for the 100 racers.

"You don't have to be a great ski racer to enter, as is true of any NASTAR race, but in this case, it will help. We expect that some really good racers will turn out."

The race, scheduled to start at 11 AM, will be held on Golden Horn. "Par" will be set by Aspen

Highland's NASTAR pacesetter, George Gordon.

Each racer will make one giant slalom run. The fastest will win the Schlitz Cup, which will be presented at a picnic for all racers at the base of Golden Horn.

This will be the first of Aspen Highland's two major NASTAR events this season. In the spring, the Schlitz NASTAR finals will be held at the Highlands.

# Olympics: "Who's in charge here"

Tuesday night's public hearing on whether Aspen city council should extend a bid for the alpine skiing events of the 1976 Olympics turned out to be a demonstration against solicitation of the bid.

An estimated 225 people jammed the Pitkin County district court room and at least another 50 were turned away for lack of space.

All but a few of the over 50 people who spoke were opposed to holding the events here.

At the request of members of the audience, the chairman of the session, Mayor Eve Homeyer, requested a show of hands for and against. Although a count was not taken, there seemed to be less than two dozen hands "for".

During the meeting, called by the city council, Mary Helen Cattell presented a petition bearing the names of 1500 people who are against the bid.

Tom Benton hinted that opponents may seek a referendum of residents to determine community reaction. He said that half of the required 200 or so signatures had been obtained, but that he hoped opponents would not have to force the city to go to the extra expense of an election.

At the end of the 2½-hour hearing, Mayor Homeyer announced that the council will hold a special meeting on the matter at 6 PM Thursday, Jan. 20. Discussion will follow another meeting, scheduled previously, on a planning and zoning subject.

The council will presumably vote Thursday on whether to make an official application for the events. There have been indications that the majority of the council favors offering a bid.

Because of the interest in the subject, the Grassroots Network

donated its channel 12 space on the television cable to broadcast the audio portion of the hearing.

The hearing followed a noontime membership meeting Tuesday of



the Aspen Chamber of Commerce at which the 121 businesses represented voted 2-1 in favor of soliciting the events.

Norman Brown, a member of the Denver Organizing Committee for the Olympics, was present at the chamber meeting and answered questions.

Although the DOC was advised of the public hearing that evening, Brown reportedly left town Tuesday afternoon and the DOC was not represented.

Those who favor the bid contend that the community might receive a number of improvements if the events are held here. These include a better highway, mass transportation system and expansion of Pitkin County Airport.

In addition, they believe the publicity associated with the Games would have a lasting good effect on local business.

In a letter read at the hearing, former Aspen Mayor Robert Barnard said the community could count on getting additional sanitation facilities, county-wide zoning and subdivision regulations, and a European-type "ski circus."

By Malone and Doug

8th. Jeff Adams, 79.57

l, fresh vegetable, rice or fresh w  
Scampi  
Pheas  
Chops  
Roast  
Saucep  
Prime Rib of Beef  
Alaska  
ork Sirloin



# winterskol motocross



Aspen Times Jan 29, 1972



In the 500cc Professional class Rick Jackson of Laramie, Wyoming took the prize money followed by Bill Hodges and George Shaw.

In the 250cc Professional class, Bill Ostoff of Denver won the honors followed by Don Kiese.

Amateur winners in the 500cc class were Aspeneite Joel Snyder followed by Hap Poschman and Tom Lopez. In the 250cc class first place went to Rich Moles followed by Rich Larson and Bill Lane.

Alison Ehrlich photos



These two "bikers," startled Aspen Highlands skiers by appearing over the top of Loges Peak and wheeling downwards with the utmost casualness. Showing an incredible amount of class and style, they both won silver medals by running the

NASTAR course and then rode off into the sunset. Although they remain unidentified, rumor has it that one of them shouted "Heigh-ho Silver! Away!" as they rode out of sight...

## **Highlands get tough with reckless skiers**

In an effort to crack down on reckless skiing, Aspen Highlands has organized a "special division" of its ski patrol to enforce safe-skiing practices.

Highlands marketing director Bill Brehmer said "members of this special group will ski the mountain during the entire skiing day and pull lift tickets of those skiers who violate accepted safety practices." The group began work Monday.

Tickets of daily-fee skiers as well as season-pass holders will be revoked for offenses, Brehmer explained. Season-pass holders can lose privileges up to two months, depending on the circumstances of the violation.

According to Brehmer, "this past weekend, numerous instances of reckless skiing were observed and appropriate action was taken."

In one of the instances, Brehmer's teenage daughter, Suzi, was the victim. She was knocked 30 feet downhill when she was hit by Aspenite Sam McMillan on the lower Thunderbowl slope.



Aspen Flyer  
Feb 4, 1972

# **Highlands to restrict**

February 3, 1972 The Aspen Times Page 5-B

## **reckless skiers**

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In one of the instances, Brehmer's teenage daughter, Suzi, was the victim. She was knocked 30 feet downhill when she was hit by Aspenite Sam McMillan on the lower Thunderbowl slope.

Witnesses said McMillan was traveling at an estimated speed of 40 mph in a tuck position when he

struck Miss Brehmer. She was not seriously injured.

"In order to protect the vast majority of courteous and safety-minded guests, the Highlands ski patrol will enforce the National Skiers Courtesy Code to the letter of the law," Brehmer declared.

In addition, "no blind jumping rules will also be enforced," Brehmer stressed. He detailed points of the courtesy code as follows:

1. All skiers must ski under



control. Control means skiing in such a manner that a skier can avoid other skiers or objects on the slopes.

2. When skiing downhill and overtaking another skier, the overtaking skier is responsible for avoiding the skier below him.

3. Skiers approaching each other on opposite traverses pass to the right.

4. Skiers will not stop in a location which obstructs a trail, or stop where they are not visible from above, or impede the normal passage of other skiers when loading or unloading from lifts.

5. A skier entering a trail or slope from a side or intersecting trail must first check for approaching downhill skiers.

6. A standing skier checks for approaching downhill skiers before starting.

7. When walking or climbing in a ski area, skis should be worn. Keep to the side of the trail or slope.

8. All skiers must wear safety

straps or other devices to prevent runaway skis.

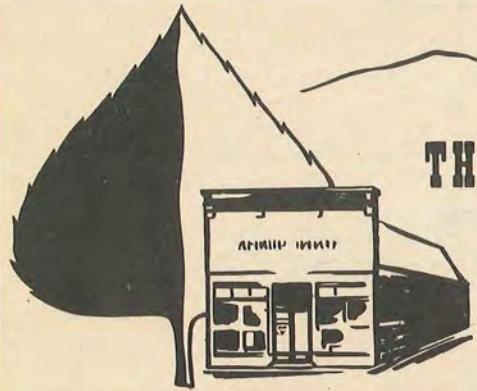
9. Skiers will keep off closed

trails and posted areas and observe all traffic signs and other regulations as prescribed by the ski area.

February 3, 1972 The Aspen Times Page 11-A



Dieter Grieser, left, and Doug McClure are pictured in front of the Base Lodge at Aspen Highlands. McClure, star of the TV series, "The Virginian," and numerous motion pictures, has been skiing at Highlands and taking lessons from Dieter for the past month.



# THE ASPEN TIMES

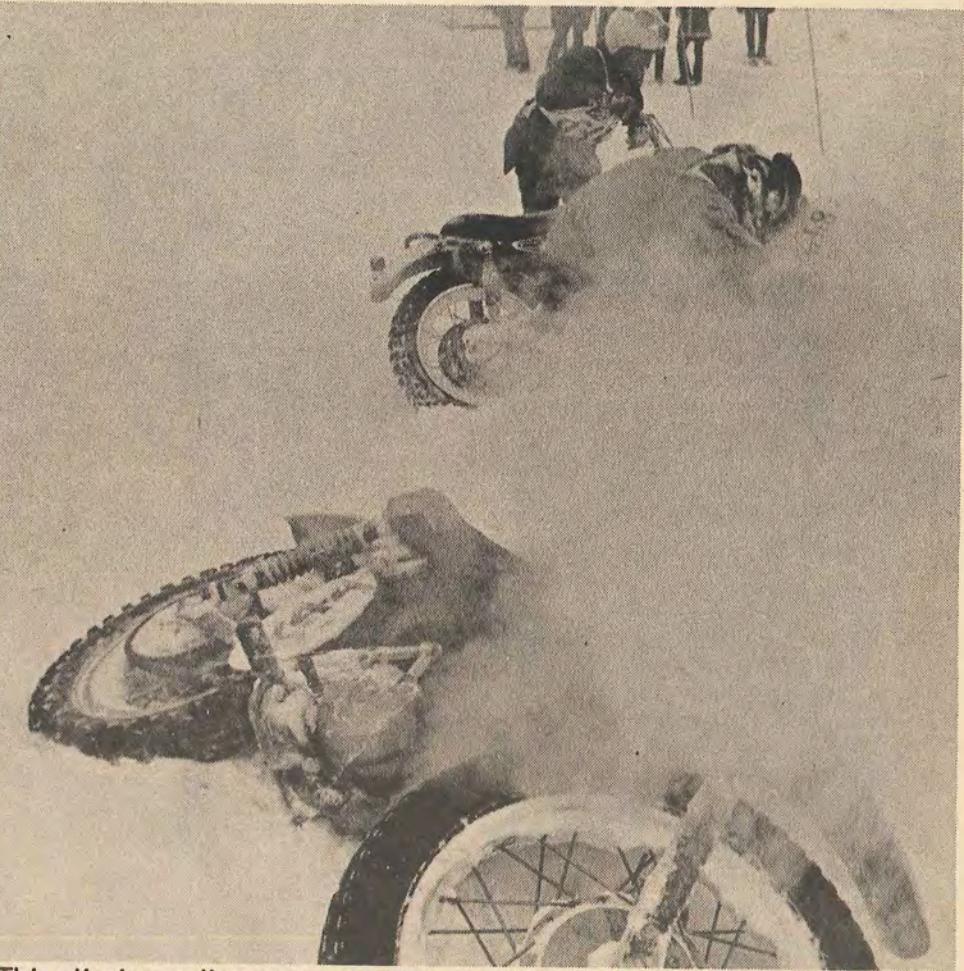
Section C



The Brinkman Rink, representing the Aspen Curling Club, finished runner-up in the Colorado State Curling championships last weekend at the Broadmoor arena in Colorado Springs. At the end of regulation play Aspen was tied with the Broadmoor

Rink for the championship. Aspen lost in a playoff. It was Aspen's first state and national competition. Members — all instructors at Aspen Highlands — are, left to right, Bill Keaveny, Lefty Brinkman, Bob Smith and Seymour Sievert.

7/26 10, 1972



This stirring action scene was taken at the motocross race held at Aspen Highlands during Winterskol. Racers disappear into ground blizzard at the start and are not seen again until they emerge at the finish.

Photo by Alison Ehrlich

Flyer Feb 10, 1972

# Profile . . . . .

## Fred Iselin

The history of skiing and the life of Fred Iselin are as inseparable as high mountains and snow.

A child of winter, he was born in Glarus, Switzerland on January 25, 1914. His father, Colonel Christopher Iselin of the Swiss Army has been called, with a small band of Swiss, Austrians and Frenchmen, an architect of alpine skiing. His major achievement was the formation of the Swiss Alpine Army Troops. He accomplished this in the face of ridicule and derision.

In the early years of this century, the Swiss used snowshoes to move across the white reaches of their mountains. Skis were thought to be instruments of fools and madmen. Undaunted, Colonel Iselin and his troops first used skis surreptitiously, training at night and in remote locations. Eventually they were not only accepted but emulated by the Swiss who went on to make skiing a national sport.

Young Iselin, who had two sisters, began skiing when he was four and it became the central theme of his life and his work. On graduating from college in Zouz, he went into the Swiss Army, following a family tradition. But Lieutenant Iselin found military life less than congenial and the lure of the slopes irresistible. In the mid-thirties, he became a ski instructor and guide at Chamonix, France. Thirty-five years later, when he broke his hip there while making a film, he said facetiously, "My career began in Chamonix and it is ending here."

During those years, he also raced and won some impressive victories. He led the field in the Grand Prix de Chamonix at Glaziers, the Brevant-Chamonix and the Lognian Downhill. Perhaps his most impressive win was in the Grand Prix de Aiguille du Midi. Of it, he said, "It was a killer-diller thing, you know." He set a record which has never been broken and never will be as the race is no longer run. Ski officials decided that it was simply too dangerous.

For all his racing ability, experts are unanimous in agreeing that it was not as a racer, but as an instructor and stylist that Fred

Shone. During his tenure as coach of the French National Women's Team, he developed the techniques

which led Harper's Bazaar to say of him ten years later, "Iselin is a really matchless ski stylist."

While at Chamonix, Fred performed as a skiing standin for the star of the film, "Le Grand Elan," in 1938. It is likely that this experience ignited his lifelong interest in film. He also worked as an avalanche starter for the movie company. It was a job which required both delicacy and courage. Unaccompanied, he would go to the top of a steep slope and ski across its face, triggering a slide in a predetermined place at a predetermined moment.

In 1939, accompanied by his close friend Willy Meyer, who paid for Fred's passage, he came to America and went almost immediately to Yosemite. Soon afterwards, Friedl Pfeifer, who had known Fred in Europe, invited him to join the Sun Valley Ski School. He accepted the invitation on the condition that young Meyer — despite his lack of experience — be included. Pfeifer agreed and so the two Swiss went to Sun Valley where Pfeifer and Iselin began their collaboration on the slopes which was to run — almost uninterrupted — for nearly a generation.

Iselin raced in America, as he had in Europe, taking second place in the Kandahar Combined in Yosemite in 1939, first place in the FIS slalom and second in the downhill in 1940, third in the Silver Skis meet at Mount Rainier in 1940 and fifth in the Harriman Cup Combined at Sun Valley in 1941. That same year, he became assistant director of the Sun Valley Ski School, a far more significant event.

During World War II, skiing was a luxury that Iselin, still a Swiss citizen, decided to give up. He joined the International Red Cross and supervised the transport of food on an IRC ship, loaned by Sweden, to prisoners of war in America and Europe. American foodstuffs were assembled and taken to our men in prison camps abroad and German foods were assembled and brought to the German prisoners being held in this country.

After the war, Iselin returned to the slopes, spending the winter at

Snow Valley, Vermont. The following winter, he went back to Sun Valley. He and Elli Stiller, a

former member of the Austrian National Women's Team who had

come to Sun Valley in 1939, to teach

skiing, were asked to run an Idaho

dude ranch in the summer of 1946.

Insisting that they have a liquor

license, Iselin went into town.

When he returned, he said, "I must

have gone to the wrong

office. I got a marriage license."

The story was picked up by a

ski publication and eventually

reached Europe. When Mrs.

Iselin's mother read it, she was

horrified and immediately wrote

her daughter, "So this is how you

got a man."

Pfeifer, now in Aspen working on

the formation of the Aspen Skiing

Corporation, asked the Iselins to

join him here. They arrived at

Christmas, 1947, and Fred became

co-director of the ski school. But

his prodigal energies spilled into

other areas, too.

He plumped strongly for an

airport in Aspen and worked with

the late Walter Paepcke on its

design and construction. During

1948 and 1949, he and his wife ran

the Four Seasons Club — located

on what is now the Aspen Music

School campus. During the Goethe

Bi-Centennial in 1949, perhaps the

most glittering assemblage of

international literary and musical

luminaries ever held, he became

friends with the imperious com-

poser Igor Stravinsky, playwright

Claire Booth Luce and the Bi-Centennial's star, Dr. Albert Schweitzer.

It was Dr. Schweitzer's first and only trip to America and he was much sought after. It was Fred's role to shepherd Schweitzer through the crowds who wanted a word with him and to serve as translator. In 1949, Fred also made his first film, "Snow Carnival" with Gary Cooper, then a part-time Aspen resident, for Warner Brothers. It was the beginning of another facet of his life in skiing.

When the Iselins arrived in Aspen, the ski school had seven instructors. With several hundred

instructors now on call and Aspen

Mountain, Buttermilk and

Snowmass-at-Aspen to serve, it is

now one of the largest in the world

and there is no question that Fred

as a kind of catalyst was a pivotal

figure in the rebirth of Aspen.

In 1950, the Iselins opened Aspen Travel Service which they ran until

1954 when they opened a sports

shop, Elli of Aspen. Though Fred

did not take an active role in the

business, his influence was felt

there. Mrs. Iselin says that he gave

her valuable advice in the design of

the shop and its distinctive am-

bience and in the selection of

merchandise. In fact, it was he who

acquired Pucci fashions for the

shop. Now a familiar name, Pucci

was then virtually unknown in

America, but Fred had skied with

him in Europe and persuaded him

to introduce his unique fashions to

America through Elli of Aspen.

The shop has remained a pace-

setter in fashion.

Fred himself was always one of

the sartorial wonders of the slopes,

consistently managing to be

several years ahead of everyone

else. His love of color and radical

designs were legendary. Most of

his seemingly avant-garde ideas

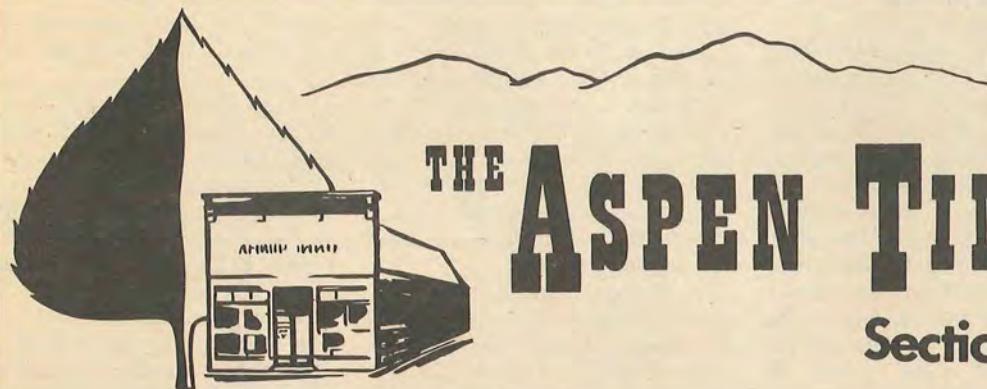
have now become standard on and

off-slope gear and he was a leader

in the move to wrench ski fashions

Continued on page 2-B

February 10, 1972 The Aspen T



# THE ASPEN TIN Section

mr. ski

Kitchburg, Switzerland

Editor

Aspen Times

Aspen, Colorado

To the people of Aspen:

Since weeks and month I heard from poor dear Elli what people of Aspen are going to do for my beloved brother Fred — making a beautiful memorial museum and I am so thankful to you showing great hearts of sympathy to Fred, so that I nearly can't find words to express my deepest admiration to Everybody. I know well that Fred was beloved by all Aspener and if Fred could see you all busy working in devotion he would take it to heart.

For me it is a deep grief having lost my only brother, it gives me a good feeling that Fred found the last resting on his beloved mountain Highland Earth. Please take all my deepest thank for the wonderful memorial room and monument which you all have created during month and month in memory to your unforgettable, "Mr. Ski."

In great thankfulness  
Yours ever  
Helen Wiffwer Iselin



Any audience would stimulate an ever-smiling Fred Iselin to live up to his reputation for humor, and an audience of pretty girls could turn him into a comic genius. Here he demonstrates his International

technique, used in his ski school at the Aspen Highlands, for pleasing pulchritudinous bunnies in the spring sunshine.

Robert Bishop photo

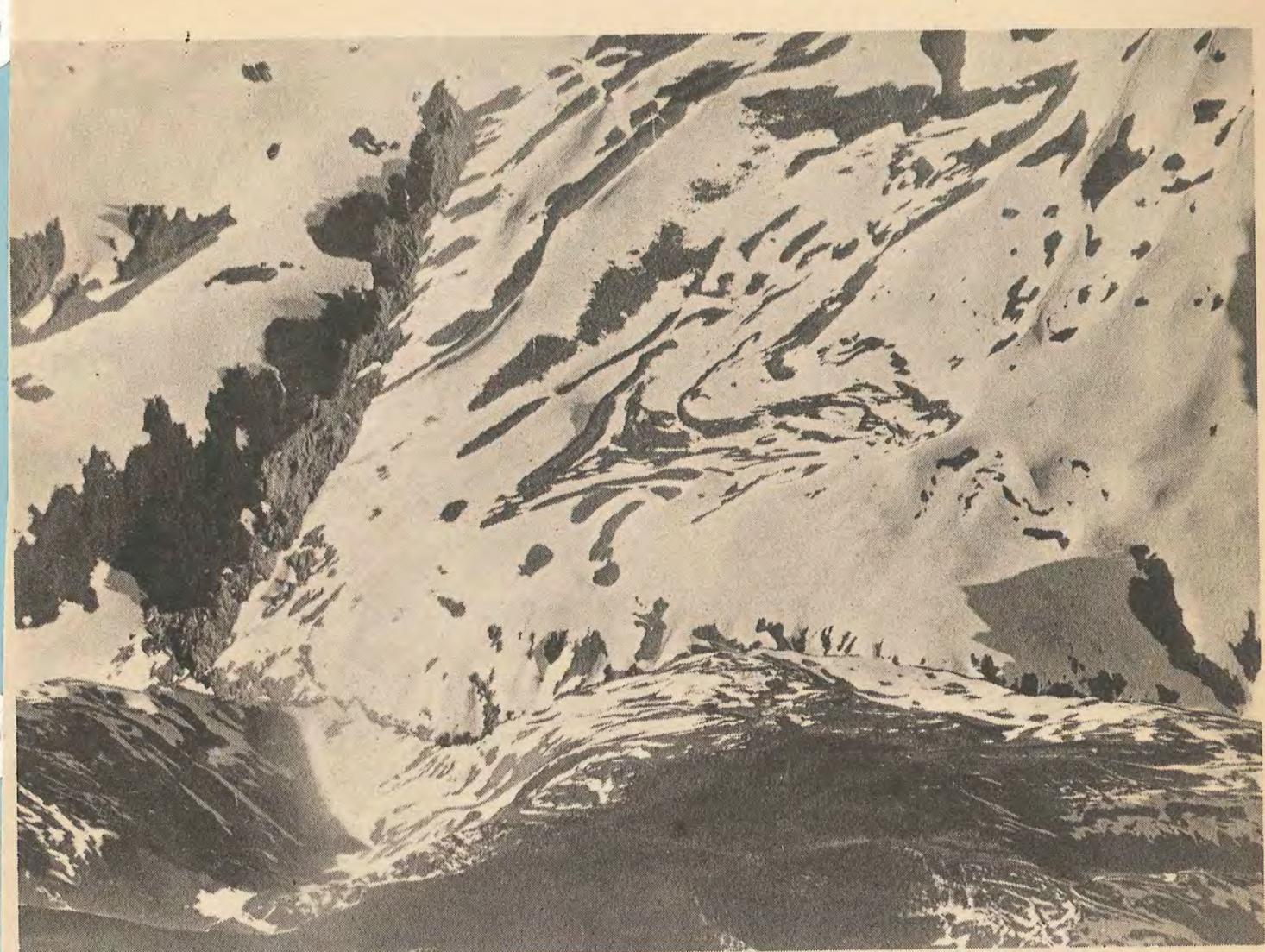
OOoooooooooops



Thursday, February 10, 1972

Photo by Alison Ehrlich





Front Page Photo

Aspen Highlands instructor Dan Pierce has perfected a new flip. He leaves his boots unbuckled and just catapults out of them. Much easier than bringing the skis along. Photo on opposite page shows what it looks like to Pierce at this point.

# Helicopter

February 10, 1972 The Aspen Times Page 15-B

## evacuates hurt skier Sun.

Marcia Howell, about 25, of Basalt was evacuated by helicopter from Aspen Valley Hospital to St. Joseph's in Denver on Sunday.

Miss Howell had suffered a skull fracture in a skiing accident earlier in the day at Aspen Highlands.

Dr. James Bascom accompanied Miss Howell in the helicopter. A neuro-surgeon operated on her after her arrival at St. Joseph's.

Miss Howell was getting up after a fall on "The Wall" at Highlands when she slipped and — apparently because she was wearing a "wet-look" parka — was unable to stop. She continued to slide until her head hit a tree, according to reports.

The helicopter was supplied through the Military Assistance to

Safety and Traffic (MAST) program at Ft. Carson.

The MAST program has been under test at Ft. Carson and four other military bases for the past year. Just this week, Ft. Carson authorities were told that the rescue program will continue as a permanent project.

The approval came from the Defense, Health, Education and Welfare, and Transportation Departments of the federal government after evaluation at Ohio State University and Stanford Research Institute.

The Ft. Carson MAST program was begun in August, 1970, and operates under the command of the 78th Medical Detachment.

Records show that last year 226 persons were evacuated to hospitals, most of them in Denver, from all parts of Colorado and from outside the state.

A total of 208 missions were flown in the UH-1 "Huey" helicopters, the same type flown by Army rescue crews in Southeast Asia.

Most calls for helicopter airlift come from the Denver Emergency Operations Center, but some come directly from Colorado State Patrol officers at crash scenes and from doctors who decide their patients need to be transferred to a Denver hospital.

"It's the best value for a taxpayer's dollar I can think of," Dr. Bascom said this week.

## **Highlands leads all NASTAR in participation**

Aspen Highlands last week had one leader in the competition now under way at 79 NASTAR ski areas to determine finalists in the program of racing for recreational skiers.

Marjorie Lott of Chicago was first in her age group (40+) for the Rocky Mountain region.

Sixty finalists (12 from each of five regions) will qualify for expense-paid trips to Aspen Highlands, where the finals will be on April 7-9.

Figures released last week from

NASTAR headquarters show that Aspen Highlands leads all the NASTAR ski centers in participation. A total of 827 skiers had run in races there as of last week.

Mt. Snow, Vt., was in second place with 569 and Cannon Mt., N.H., third with 518.

In other NASTAR news this week, two Aspenites received awards for improving their handicaps. They were Jerry Klarsfeld, whose handicap dropped from 38 to 29 in the Men 21-39 division and David Mease. His handicap dropped from 77 to 47 in the ski area personnel over 21 division.

Aspen Times Feb 24, 1972

## **3 Aspenites get awards from NASTAR**

Three Aspen residents were awarded Doral-NASTAR handicap improvement awards recently for their performances in races at Aspen Highlands.

The awards are given weekly to skiers who improve their handicap in the national standard race program.

The Aspenites were Marguerite Cunningham, from 44 to 35 handicap; Joel Caplan, from 145 to 51, and Rik J. Mikkelsen, from 23 to 15.

# ASPEN HIGHLANDER



## Fun and Games for Clubs and Groups

Ski clubs have discovered that Aspen Highlands' unique facilities and warm, personal atmosphere are especially geared to meet the needs of large groups seeking a fun-filled vacation.

With over 55 miles of ski terrain, more than 50 carefully groomed runs and a 3,800-foot vertical, Highlands can easily accommodate as many as five ski clubs and large groups per day.

In addition to general facilities, special activities such as wine and cheese picnics and slalom races can be arranged through Jake Baldwin in the Highlands office. New this year -- the Obstacle Race. More fun than competition, the course includes zany obstacles and several "pit" stops where beer or wine must be consumed. Patches, pins, and posters are awarded to winners in Base Lodge apres-ski.

## HIGHLANDS HOSTS NASTAR FINALS

This spring, racing competitors from across the nation will converge on Aspen Highlands for the NASTAR finals on April 8 and 9. Sixty men and women -- winners in their respective age brackets from the five NASTAR regions -- will race for the Schlitz Cup and the NASTAR gold, silver, and bronze medals. The entire tab -- transportation, food, and lodging for the competitors -- will be picked up by NASTAR and Schlitz.

Throughout the ski season, Aspen Highlands is the sole center in the Aspen area for NASTAR -- the National Standard Race for recreational skiers. The easy, open-gate, giant slalom races are held at Highlands every Wednesday and Friday and are open to everyone from eight to eighty.

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

LATE WINTER - 1972

## WINTERSKOL NASTAR RACE . .

### Whipple Wins Again

Brian Whipple again captured the winning time of the annual Winterskol NASTAR race in competition at Highlands January 21st. Winterskol, the annual 3-day celebration of Aspen, festivities were highlighted by this race sponsored by Schlitz and NASTAR. The pacesetter was Hans Schwartz with a par time of 27.7 seconds. Brian's winning time was 30.7. Second place in the men's division was Bill Leakey with a 31.4 and Alan King was third with a 31.9.

In the women's division, Nancy Bogle was first with a 36.3, Marguerite Cunningham was second with a 39.9 and Ann Cunningham was third with a 41.3.



All this, courtesy of Aspen Highlands, the friendly mountain, with more lifts, more vertical, and more apres-ski fun.

All you need, the saying goes, is "two skis and two dollars." A handicap system allows skiers of any ability to compete against others in the same age bracket.

NASTAR clinics are held early each week, where instructors will help you improve your racing skills and your chances of winning a NASTAR pin or the Doral-NASTAR handicap improvement award.

From the beginning of the season through January, Highlands had a 100 per cent increase in NASTAR participation, compared to last winter. Last year, out of 80 NASTAR centers across the country, Highlands ranked fifth in total skier participation. This winter our eyes are set on being Number One.

# Hot Dog contest off; party is on

Dick Barrymore's second annual Hot Dog Contest is officially off because the Aspen Skiing Corp. won't let him hold it where he wants — on the ridge of Bell Mt.

However a mysterious note appeared at the Times office and other places in town. The note announced that a party might be held on the ridge of Bell Friday from 10 AM to 3 PM.

"Anyone desiring to show off his free style ability and hot dog technique shall be welcome," according to the note, signed "The Fantom."

Barrymore's contest was to have been split in two parts this year — runs through the moguls on Bell

Mt. and aerial stunts in a separate contest at Aspen Highlands.

The Highlands portion of the contest went off on schedule at noon today, Thursday, on Floradora. Combined awards were planned for the best score in both hot dog and aerial contests.

Barrymore asked the Aspen Skiing Corp. for permission to hold the contest in Magnifico Gully and lower Magnifico originally, but snow conditions deteriorated in that part of the mountain until he felt they were unsuitable.

Tom Richardson, Skiing Corp. vice president, said the corporation was quite willing to permit the contest on that side of

the mountain where the speedy 1A lift could handle the competitors and spectators.

Richardson said that many skiers complained last year that congestion on the ridge of Bell was so great they could not ski. (An estimated 3,000 persons watched last year's event.) The corporation, therefore, decided that they would not permit the contest on the Bell Mt. ridge because of the limited lift capacity there and congestion that would result.

"We were willing to cooperate in any way possible on the other side of the mountain," Richardson said.

This year, Barrymore's contest was to be sponsored by the Head ski company. Aspenite Norm Clasen was joint host with Barrymore. More than 80 competitors were likely.

## FIS approves Aspen Highlands for competition

The International Ski Federation (FIS) has confirmed Aspen Highlands ski area an approved mountain for international ski competition.

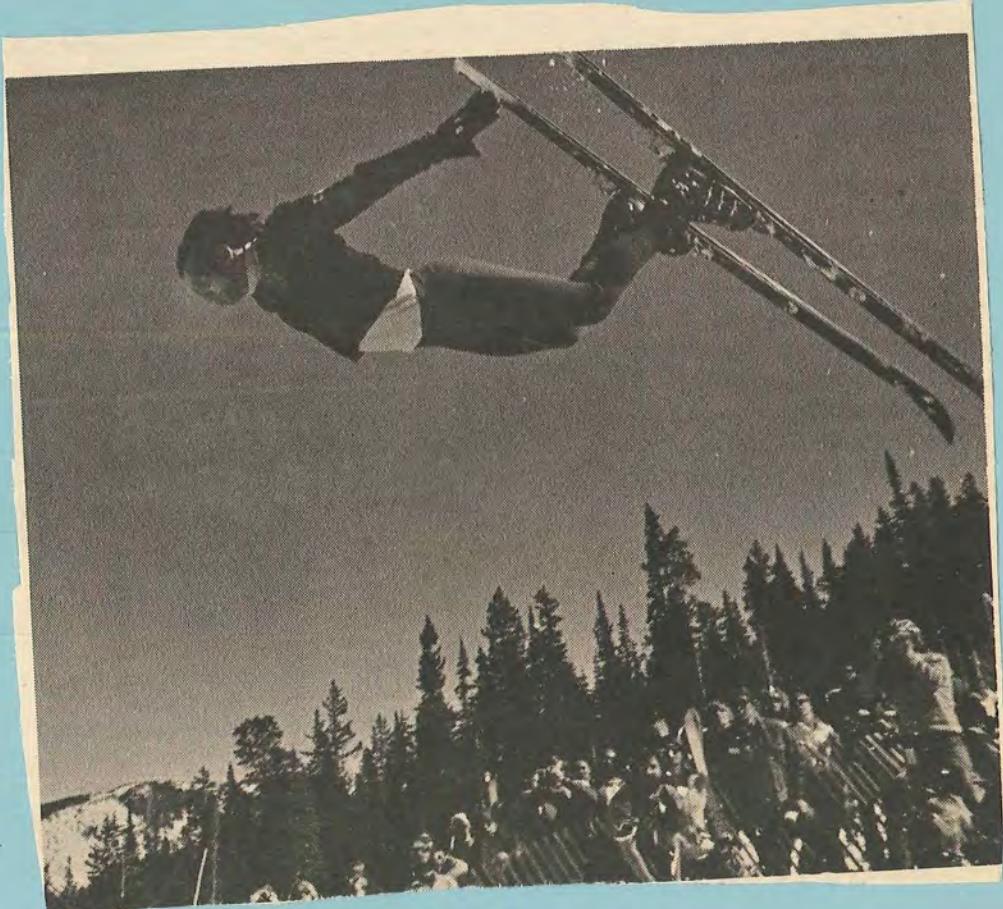
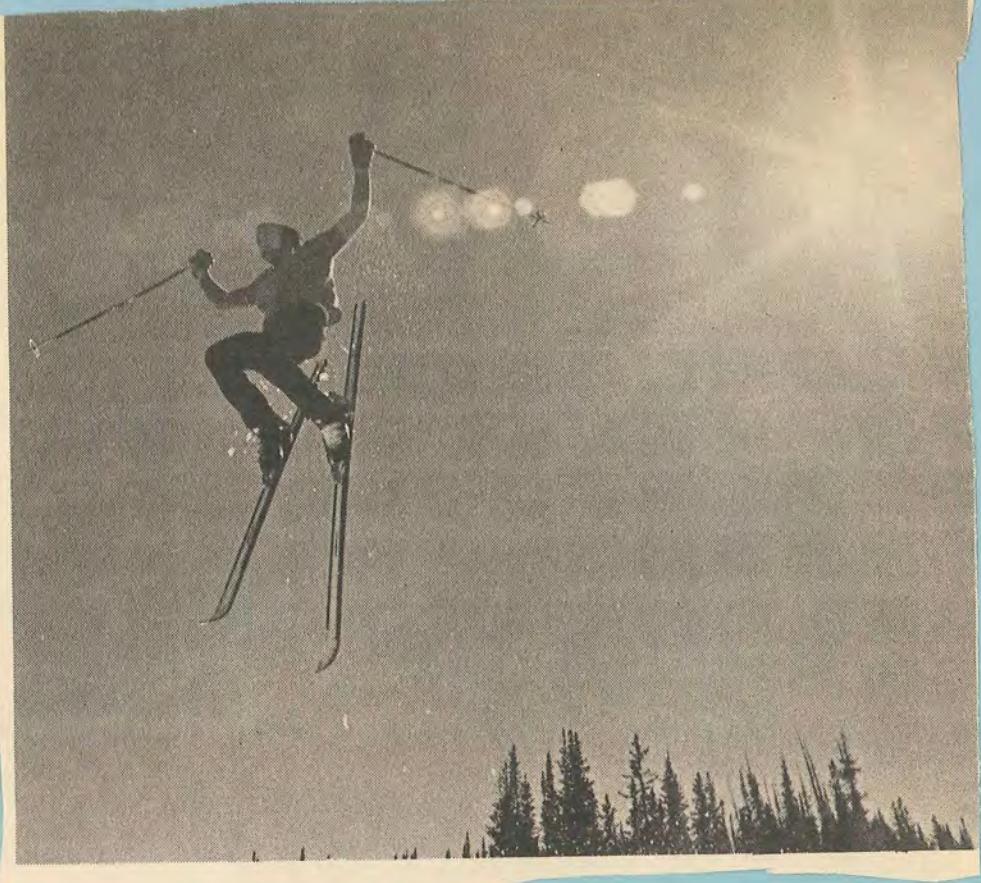
Under new FIS rules, all ski areas to hold international races must be approved in terms of necessary vertical elevation and length of runs.

Highlands, one of the first ski areas in the country to get approval, was found satisfactory for downhill, giant slalom and slalom races.

The approval for downhill — the hardest to get because of the elevation requirements — was easy for Highlands, one of the few ski areas in the country with more vertical elevation than the maximum limit set by the FIS.

Aspen Times March 9, 1972





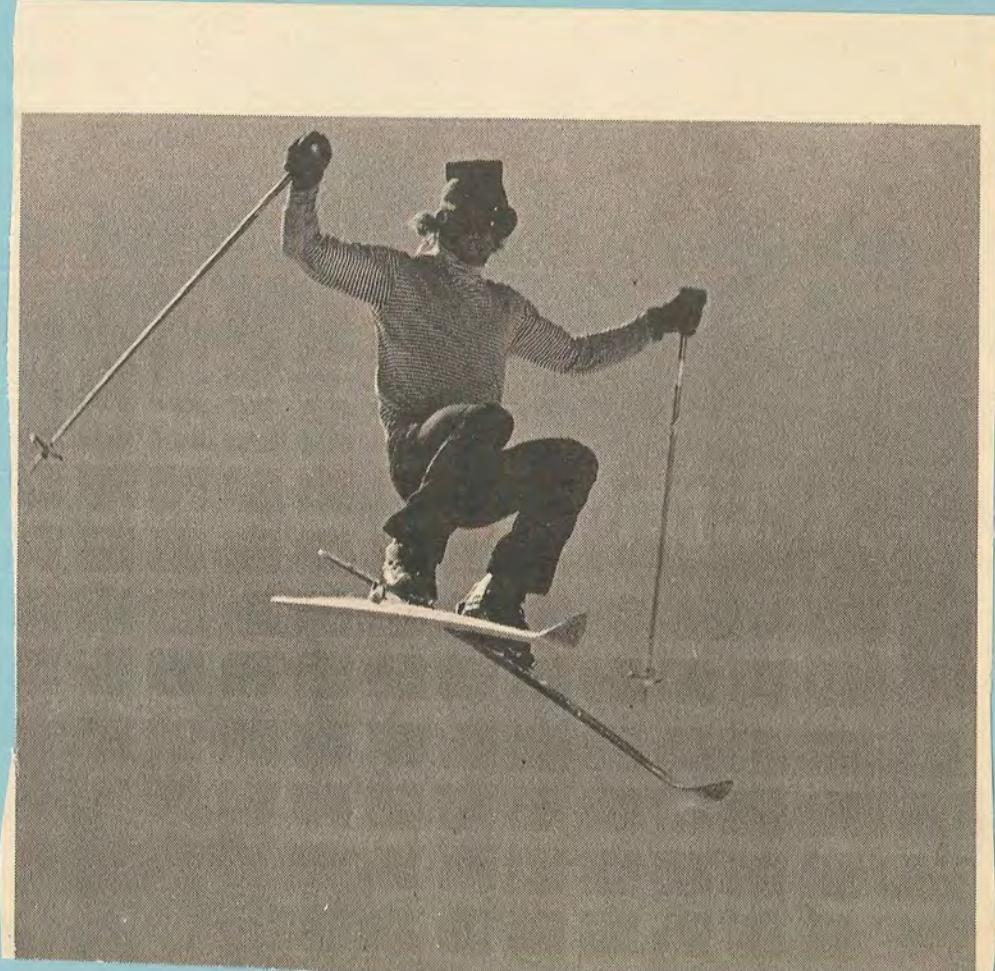
Aspen Flyer  
March 18, 1972



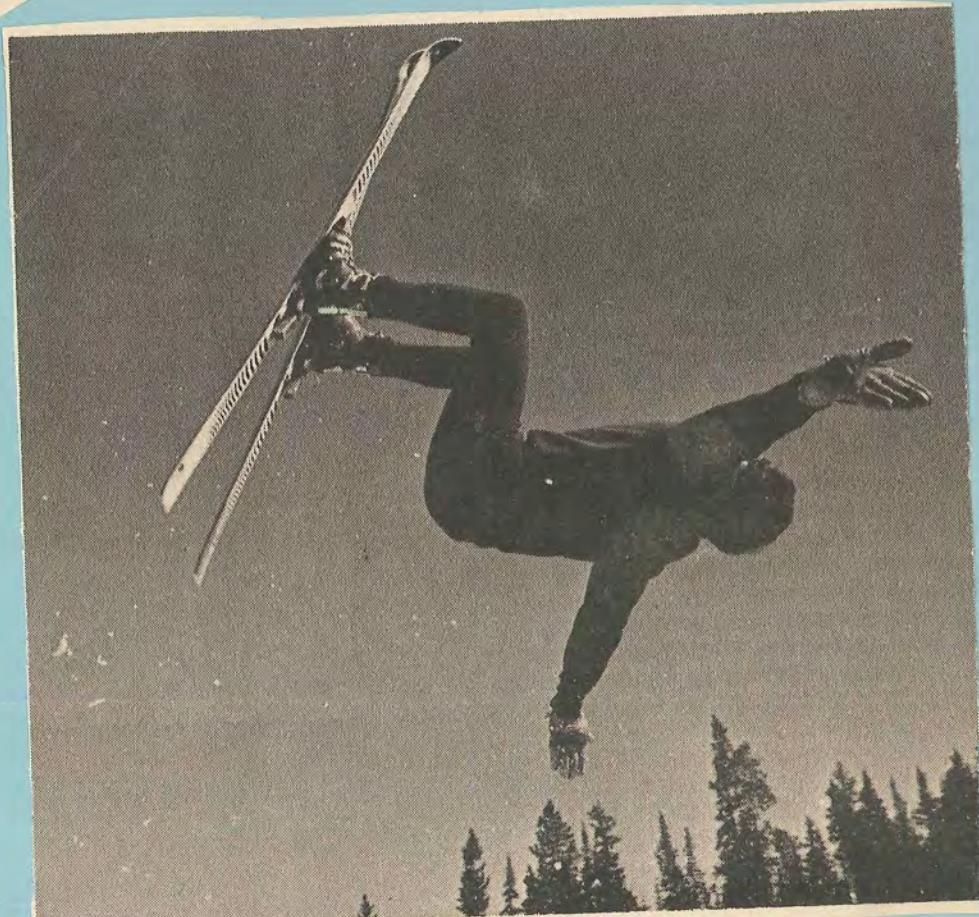
April 26  
May 17, 1982

Most of the photographs in this issue of the Flyer were taken by Alison Ehrlich at Dick Barrymore's aerial performance half of the second

annual Hot Dog Contest. The jump was set up on Floradora at Aspen Highlands last Thursday.



**hot dog and aerial performance  
and unofficial T-shirt contest**

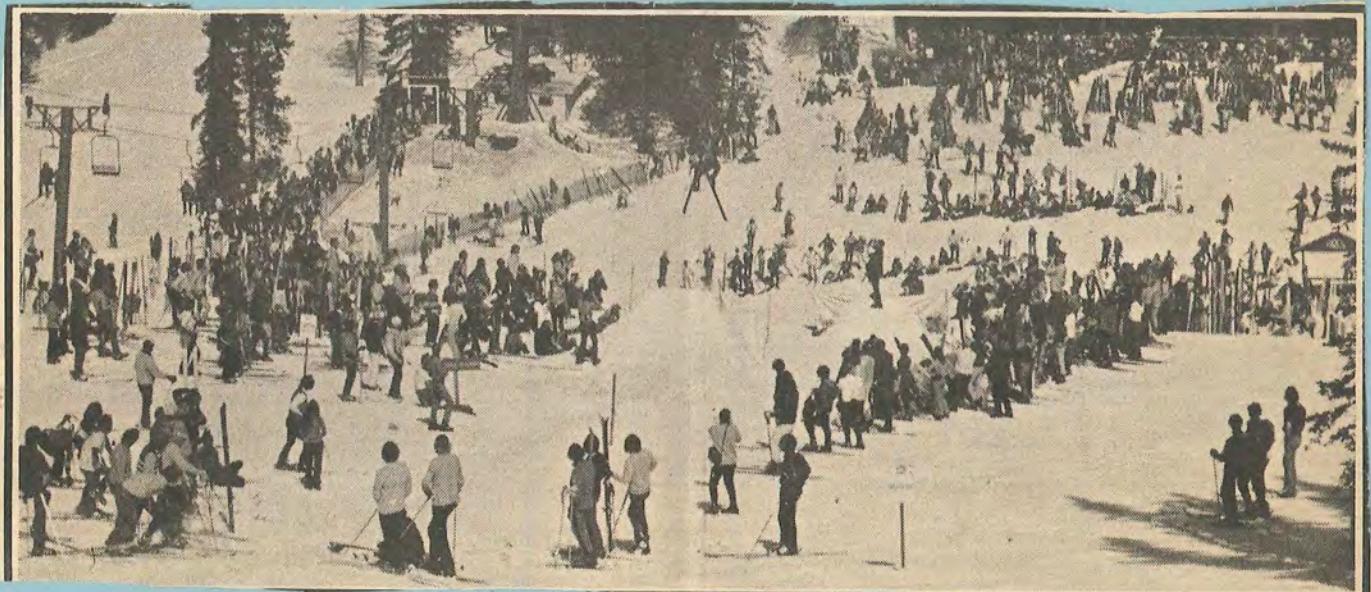


Photos by Alison Ehrlich

The Aspen Times March 16, 1972



midway  
near merry-go-round



the 2nd annual  
dick barrymore





midway

The second annual Hot Dog Contest sponsored by Dick Barrymore ran into some difficulties when the Aspen Skiing Corp. refused to permit it on the ridge of Bell.

Undaunted, the sponsors held it there anyway — unofficially — in perfect weather last Friday. The day before an aerial performance contest was held on Floradora at Aspen Highlands. The two events counted toward a combined title. And another unofficial event — a T-shirt contest — was held Friday night at the Red Onion. That counted toward a combined title for the girls..

Here are the (unofficial, too) results:

AERIAL PERFORMANCE:

1. John Cruise \$250 (Sun Valley);
2. Ted McCoy \$150 (Sun Valley);
3. Mike King \$100 (Sun Valley);
4. Read Bolder, Highlands Ski Pass;
5. Debbie Mead, \$50 (Denver);
6. Jim Leigh, \$25 (Aspen).

HOT DOG SKIING:

1. Squirrel O'Connell, \$250 (Aspen);
2. Mike King, Head HRP's and Tyrolia bindings, (Sun Valley);
3. Joni Irvin, \$50, Smith goggles, Demetre sweater (Sun Valley);
4. Dave Wheeler, \$50 (Sun Valley);
5. Gerry Shimer \$50 (Aspen).

T-SHIRT CONTEST:

1. Shirley Metz of Newport Beach, Calif. — \$100 outfit from Safari, HRP Head skis; \$175 from Danny's; \$100 from the Red Onion, and \$100 from Sam Pierson.

2. Marie Harlow — two dinners at the Pomegranate, two days at Vail; one week of food at the Shrimp Basket in Mazatlan.

3. "I.C." — Most talented, \$100.

COMBINED WINNERS:

Mike King of Sun Valley — \$200, HRP skis and Tyrolia bindings. Sue Whitaker, women's top combined (skiing and T-shirting).





Ford Truck - Aspen Highlands



Parking Lot from  
Chateau Kirk

Feb 1972

Exhibition Parking Lot.



Bottom of Exhibition

## NASTAR finals

Skiers all over the country are making final attempts to lower their handicaps and qualify for the Schlitz-NASTAR finals at Aspen Highlands April 7 and 8.

March 25 will be the final day for qualifying runs although many areas will continue to run NASTAR races until they end their seasons.

Those leading in the Rocky Mt. Region (one of five) include four who qualified at the Highlands and one Aspen resident.

Bruce R. Munch of Aspen is in second place in the division for men, 19-29.

## NASTAR race brings bunnies to Highlands

A special NASTAR race — co-sponsored by Doral and Playboy Magazine — will be held at 12:30 p.m. Saturday at Aspen Highlands.

Playboy bunnies will be on hand for the event which will be limited to the first 100 entrants.

There is a \$2 entry fee. Contestants can sign up at the Highlands information office.

The entry fee includes a free cocktail party at Park Meadows after the race. The bunnies will be at the party too.

Regular NASTAR medals will be presented to the winners.

Aspen Times

March 24, 1972



Playboy Bunnies Phyl, left, and Judy, right, pose with chaperone Emeline Bushma at Aspen Highlands last Saturday where Playboy joined Doral in sponsoring a special NASTAR race. The last NASTAR race of the season will be this Friday, March 31.

Photo by Mike Shandrick

# ASPEN HIGHLANDS

is . . .

- Fun
- GLM \*
- 10 Lifts
- A Welcome Smile
- Christian Endeavor Bar
- 50 Miles of Skiing
- Club Room—Piano Bar
- NASTAR Race Center
- Mountain Misses
- Delicious Breakfasts
- Swamproot
- Merry-Go-Round Restaurant
- 3,800 Foot Vertical

---

\* Graduated Length Method of Ski Instruction—the fun, easy way to direct parallel skiing!

---

*Our ski school also features traditional ski length instruction via the French Technique.*

for more information  
Call 925-7302

Aspen Times  
March 30, 1972

## Sunrise Services set at Highlands

The Rev. Frank Harvey of the Aspen Community Church will hold his annual Sunrise Service at Aspen Highlands on April 2, Easter Day. The service will be at about 5:45 AM on the deck outside the Merry-go-Round restaurant.

Exhibition lift will start to run at 4:30 AM and the ride to Midway will cost \$1 — free to season pass holders.

After the service, a special breakfast will be served for \$1.35. It will consist of scrambled eggs, ham, coffee and a traditional hot-cross bun.

Those attending the service will be allowed to ski down the mountain.

Regular daily rates will apply for those wishing to ski Highlands for the day after the normal lift opening at 9 AM.

### HIGHLANDS BUSES TO RUN FOR SUNRISE SERVICE

Aspen Highlands ski buses will transport worshippers to the Easter Sunrise Service at Highlands, Highlands marketing director Bill Brehmer announced this morning.

Buses will follow their normal route through town starting at about 4:15 AM.

Brehmer also explained that the special \$1 lift pass for the service can be applied to a daily lift ticket for people who want to continue to ski at Highlands after the service.

Full details on the service is contained in another story in this issue.

## Three qualify or NASTAR finals at Highlands

The names of 60 recreational skiers who qualified for the Schlitz NASTAR finals to be held at Aspen Highlands this weekend were announced this week.

The 30 men and 30 women from all over the U. S. won expense-paid trips to compete for Schlitz Cups. They are the best of thousands of skiers who competed at 79 NASTAR ski areas this season.

Twelve finalists (six men and six women in three age groups) qualified for the finals from each of five regions.

Finalists from this area: (They qualified at Aspen Highlands. Home address and handicap are listed.)

- + Keith A. Long, Ontario, Canada; 4. Men 19-29.
- + Mary M. Scribner, N. Y., N. Y., 23, Women 30-39
- + Blossom Ost, Elisabeth, N. J., 37, Women 40+.

Aspen Times

April 6, 1972

## Aspen Highlands sponsors clinic this weekend

Aspen Highlands will sponsor a clinic and examination in the International Technique from Monday, April 10, through Friday, April 14.

Open to all parallel skiers, the instructional week will be climaxed by a test on the last day. Those who pass will be certified instructors in the technique.

It is a "long-ski" certification, although Graduated Length Method (GLM) will be introduced.

The tuition is \$60 (\$30 for season pass holders). Sign up early at the base lodge.



Aspen Ski School instructor Ed Lucks skis with Marcella Fresquez and Muriel Frei, two of five blind students who came to Aspen on their senior trip last week as part of the Aspen BOLD program.

Photo by Art Franklin

## Blind students enjoy senior trip in Aspen

Five 19-year-old blind students — the senior class of the Colorado School for the Deaf and Blind, Blind Division — came to Aspen last week to take part in the Aspen BOLD program.

The students were Lupe Caprio from Greeley, Marcella Fresquez

of Brighton, Steven Davis of Glenwood Springs, Mike Rivera of Durango and Mark Meusborn from Fort Collins.

They were chaperoned by teachers Virginia Nelson and Mary Ann Lawless.

The students were thrilled by

their first taste of skiing — at Highlands and at Snowmass, and skating at the Brown Ice Palace. They dined out at the Coachlight, the House of Lum, the Ptarmigan and Pinocchio's during their stay.

Steve Davis was invited to join the combos at the Bi-Plane and the Tippler on the bass when the group went there in the evening.

Whip Jones, president of the Highlands Skiing Corp., and Gen. W. K. Martin, president of the Snowmass American Corp., were on hand to welcome the students to their areas.

The five were very enthusiastic about their senior trip and the Aspen Lions Club spokesman thanked all those who cooperated in making it a success, particularly the Aspen Skiing Corp., the Highlands Skiing Corp. the Aspen and Highlands Ski Schools.

Aspen Times  
April 6, 1979

# NASTAR finals here

April 6, 1972 The Aspen Times Page 13-A

## this weekend

Sixty of the nation's best recreational ski racers will compete for the Schlitz Cups this weekend at the fourth annual Schlitz NASTAR finals at Aspen Highlands.

The races will be Friday and Saturday, April 7 and 8. Each of the 30 men and 30 women racers will make two giant slalom runs, beginning at 10 AM each day.

Pepi Stiegler, the Austrian Olympic medal winner and now ski school director at Jackson Hole, Wyo., has been named official pace-setter for the finals.

Stiegler for the past three seasons has been NASTAR's "zero" pace setter. His time in early season races became "par" against which thousands of skiers competed at 79 NASTAR ski areas across the country.

O. William Brehmer, Aspen Highlands vice-president, said: "We're delighted that NASTAR chose the Highlands for this important event. We'll put on the greatest NASTAR finals ever seen."

"NASTAR, in its four years on the ski scene, has become a significant program by introducing actual ski racing to tens of thousands of skiers who otherwise would never have raced. NASTAR has also given these recreational skiers an awareness of the fun and challenge of ski racing, and this awareness will undoubtedly help the whole racing scene."

Paul E. Storin, merchandising manager for the Jos. Schlitz Brewing Company's Schlitz brand, said: "This is Schlitz's fourth year as a NASTAR sponsor. We have found it to be a successful program, both for skiing and for us, because it works. Skiers love it, and NASTAR's growth has been sensational."

NASTAR's other sponsors are Bonne Bell, Doral, and Pepsi-Cola with junior development program.

Finalists qualified by establishing the lowest handicaps in three age groups: 19-29, 30-39 and 40 and over.

NASTAR's 79 member ski areas were divided geographically into five regions. The top two men and two women in each age group, from each region, qualified for expense-paid trips to Aspen. Schlitz NASTAR Cups will be presented at an awards banquet Saturday night, April 8.

Bob Beattie, NASTAR commissioner, announced that he would introduce at the finals the NASTAR parallel challenge matches. These will be strictly "fun" races, Beattie said, and will not be part of the finals competition. Identical courses will be set for racers skiing side-by-side. The system was highly successful in Beattie's professional circuit for the International Ski Racers Association.

NASTAR (National Standard Race), originated by Ski magazine and sponsored by Schlitz was launched in the 1968-69 season with only eight ski areas. By the 1970-71 season it had grown to 75 ski areas at which nearly 60,000 NASTAR runs were made. There is also a nordic NASTAR, consisting of cross-country racing, but this program will not be represented at the finals.

The first NASTAR finals were held at Heavenly Valley, Calif., the second at Vail, and last year's at Mount Snow, Vt.

This is Aspen Highlands' second NASTAR season. In that short time, it has grown to be one of the top NASTAR areas in numbers of participants.

## New Hampshire wins NASTAR; nation's best at Highlands

Jack Armstrong, 43, from Plymouth, N.H., won the Schlitz Gold Cup Saturday in the 40-plus age group at the NASTAR "citizen skier" fourth annual finals held at Aspen Highlands.

This is the fourth season that Armstrong, a real estate executive, has qualified for the finals but the first time that he won the top prize.

Last year, he was runnerup to George Hovland, 45, of Duluth, Minn., who placed second this year and won the Schlitz Silver Cup.

Armstrong was one of six Gold Cup winners — three men and three women — out of 60 finalists who qualified from ski areas all across the United States snow belt. Each finalist made two runs of giant slalom on the Highlands' challenging Gunbarrel trail.

Other Gold Cup winners, and their age groups: Dennis Johnson, Benzonia, Mich. (age 30-39); Charles Carlberg, Duluth, Minn., (19-29); Barbara Gardenier, Chagrin Falls, Ohio, (40-plus); Sue Cobb, Lafayette, Calif., (30-39); and Betty Morrell, Greenville Jct., Maine (19-29).

NASTAR was originated by Ski Magazine. It is designed for recreational skiers to try their skill at Alpine ski racing and to compare their times through giant slalom courses with the sport's champion racers. More than 45,000 skiers raced NASTAR at 79 ski areas this season. Bob Beattie, former U.S. ski coach, is NASTAR commissioner. The brewers of Schlitz sponsor the NASTAR finals.

No Aspenites raced in the competition.

Aspen Times  
April 12<sup>th</sup> 1972



Tom Snyder ended the season with a bang at Aspen Highlands last Sunday. He apparently had his bindings too loose when attempting a flip. The skis fell

off and Snyder landed on his back. He was fortunately uninjured.

Photo by Chris Cassatt

Aspen Times  
April 20, 1972

## appreciation

Aspen, Colorado

Mr. W. V. N. Jones  
Aspen Highlands Ski Area  
Aspen, Colorado

Mr. D. R. C. Brown  
Aspen Skiing Corporation  
Aspen, Colorado

Dear Sirs:

The Aspen Education Association wishes to express their appreciation to the Aspen Highlands Ski Area and the Aspen Skiing Corporation for your continued support of school ski programs and reduced rate skiing for students and faculty.

The opportunities you have made available to the students and staff through Aspennauts, Special Education Ski Program, Middle School Exploration, Elementary School Ski Days, and free lessons, have been a great benefit to the community as well as the schools.

It has been another good year.  
Thanks again.

Sincerely,  
Janet McLellan  
President  
Aspen Education Association

cc: Aspen Times

ski patrol

Aspen Times April 20, 1972

# Final races held at the Highlands

Boys and girls teams from seven states competed last weekend in the Western States Championship slalom races at Aspen Highlands. The Colorado No. 2 team took first place in the boys slalom, followed by Oregon and New Mexico. Minnesota won the girls slalom, followed by New Mexico and Colorado No. 2. The first three in the girls slalom: Cindy Stone, Buckhill, Minn., 82.27; Patti White of Jackson, Wyo., 84.31, and Kathryn Campbell, Sierra Blanca, N. M., 85.31. Belinda Brownell of Aspen was 7th with a time of 91.75. Susan Spence of Aspen finished 13th with a time of 98.04. The races were held in snow Saturday on the Gunbarrel trail. The snow was wet, hardpack. The top three in the boys slalom: Brian Skinner of Sierra Blanca, N. M., 81.04; Ted Marolt of Loveland, 81.28, and Jon Gustafson of Casper, Wyo., 81.55. Chapin Wright of Aspen finished 4th with a time of 83.01 and Ned Ganz of Aspen was 7th. His time was 84.11. Keith Adams of Aspen finished 17th with a time of 97.67. The Colorado girls and boys (No. 2) team put enough points together in the Sunday giant slalom to win both combined championships. Aspen girls on the Colorado team are Susan Spence and Belinda Brownell. Aspen boys on the team were Chapin Wright, Keith Adams and Ned Ganz. The winner of the girls GS was Kathryn Campbell of New Mexico. Susan Spence was the first Aspenite, in 10th place. The boys GS was won by Lonnie Vanatta of the Colorado team. Ned Ganz of Aspen was 3rd and Chapin Wright 5th.



The lifts closed at Aspen Highlands last Sunday, ending the most successful season in history for all of the Aspen area mountains — in terms of numbers of skiers and revenue. Just after closing,

photographer Chris Cassatt looked up the mountain and saw two pairs of skis and melting snows symbolizing the finish.

Photo by Chris Cassatt

Aspen Times April 20, 1972



The Great Aspen Highlands and  
Snowmass Transportation Company

Season 71/22

## Highlands plans building addition

A VIP Room, additional office space, a space for the new reservations system will be built into a planned addition to the Aspen Highlands Marketing building in Maroon Creek.

The addition will be built as a second story for the building, according to Marketing director Bill Brehmer.

The Highlands will offer their own package plan next year and will administer the system from their new offices. In 1971-72, Highlands participated in a package with the Aspen Ski Corp.

The VIP Room will be for the use of visiting ski writers and members of the press. Other dignitaries will also use the facilities. Brehmer said it would probably have typewriters for the use of reporters.

A new office for the marketing department will also be located in the addition.

Aspen Times April 28<sup>th</sup>  
1972



Erich Zeller building  
new "ladies" & "men"  
bottom of exhibition  
April 1972 —





Jan Watson  
residence  
June 1972

## New trail planned

The Aspen Highlands Skiing Corp. has donated a quarter-mile right-of-way for another segment of the Brush Creek Trail which was announced recently by the Forest Service.

Aspen District Ranger John Burns said Highlands' president Whip Jones authorized the donation.

The trail, when completed, will link the city of Aspen's Iselin Memorial Park with the existing trail extending from Buttermilk ski area to Snowmass Creek in the Maroon Bells Wilderness.

Construction of the \$15,000 trail and bridge across Maroon Creek is tentatively scheduled for next summer.

The Aspen Highlands land involved is not part of the ski area, but is a tract located on the west side of the Maroon Creek Canyon opposite the ball park and swimming pool, Burns explained.

Jones' donation leaves a one-quarter mile segment on city land to be completed. Earlier, a half-mile segment was donated by Art Pfister of the Lazy Chair Ranch at the junction of Maroon Creek and Highway 82.

City officials are currently reviewing a draft agreement for the city portion.

Aspen Flyer  
July 18, 1972

# Highlands donates to Brush Creek trail

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Aspen Times July 22, 1972



Paving July 1972



Bren Van Duzer  
Ticket Control



Summer 1972



Bottom of Exhibition

Note uniforms



Gail Sullivan  
Gail and  
Rich Zeller





Marketing Building West

July 1972



North side



South side



South exposure



Marketing Building East



East Deck



Todd Haberman



Philip Gordon  
and Andrew

July 1972



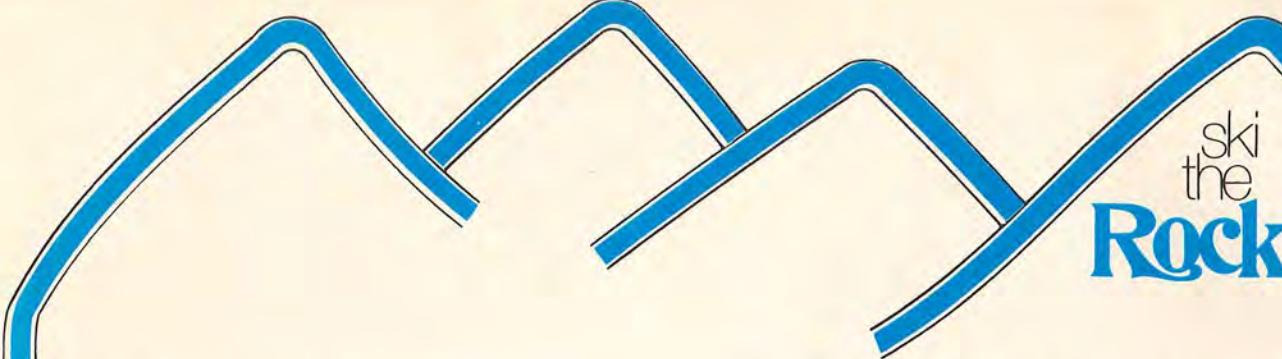
Merry go round excavation

July 1972



Bottom of Cloud 9





# ski the **Rockies**

In this age of bigness, Taos is a bastion of carefully-planned smallness and warmth: a friendly tiny village of ten lodges and shops encircling the main chairlift terminal, but surrounded by the high peaks of the snow-laden Rockies.

In its early years, Taos was haven for serious, expert skiers. Last year it added a whole new mountain dedicated to easy, ego-building skiing on wide open slopes in a very alpine setting much like the Switzerland's Engadine.

But despite expansion, Taos remains small and cordial, a totally non-commercial world where the Spanish-American lift attendants have a friendly word and smile for every guest. Here, there is no waiting, no crowded slopes. The skies are bluer here, the snow deep and dry, and unlike the Alps, there are no cloudy days, fog, white-outs or bitter cold.

At Taos, the lodges are run by ski instructors who provide the bond which keeps the special flavor of Taos. The lodges vie for leadership by importing the finest chefs. The Fondue Neuchateloise at the

Hondo, the flambé dishes at the St. Bernard or the wine-cellars of the Thunderbird would be hard to match anywhere.

At Taos, guests usually stay for at least a week. Everyone is in ski school—in small classes. Taos keeps it fun because progress comes fast. Beginners use GLM and by the third day, they are taken to the very top. The Taos method of "stepping" from ski to ski makes skiing easy and fun. Wendy Blake's *Kinderkaefig* teaches tots to christie when the sun is bright, or to build, paint, or sing when it is snowing outside.

Taos (both town and ski area) is really a world of its own: of Spanish and Indian life-styles; of 700-year-old pueblos;

Spanish fiestas and Indian dances; and as a haven for painters, writers, weavers, and sculptors.

Taos is easily accessible by new, all-paved highways. Fly either to Denver or Albuquerque, hop a Ross Aviation commuter plane. Rent a car, or utilize the limousine service which can be arranged by any of Taos' ten lodges.



man-sized bumps. For ski tourers, there are charming trails.

The excitement and fun doesn't stop when the lifts close down either. Winter Park after dark offers a variety of restaurants, swinging night spots, entertainment and night activities. There are accommodations for more than 4,000 ranging from economy to plush. Through the years, Winter Park has developed a reputation for dependable snow, friendliness and low prices. Lift tickets, instruction (both downhill and touring), lodging, even home-made meals are available at bargain package rates.

Families with toddlers will enjoy the convenience of the area's seven-day nursery. For older children, Winter Park's ski school has an all-day program, including a hot lunch at noon. Non-skiers can get a taste of the mountain. Every hour a heated and enclosed wide-windowed snow vehicle tours them up the winding trails to the summit of the area.

It's breathtaking fun—almost enough to tempt the non-skier to try skiing. But that's Winter Park for you.



**winter park**

Tyrolian-style Vail Village and contemporary-style Lions Head. Twenty-nine restaurants, 11 lounges with live entertainment, 18 fascinating shops and boutiques with every conceivable customer service.

Finally, take the Vail ski school: Director Jerry Muth has over 100 certified instructors on call to provide helpful, common-sense lessons for every skiing problem. There are also ski-touring instruction and guide programs under Steve Rieschl.

Impressive, yes, but most important is the way everything in Vail meshes together. No long cat tracks, no long walks and climbs, no bus rides. Lodges, lifts, ski schools and shops are where they are most convenient. And services are available when needed. That's an integrated ski complex! Vail is easily accessible via the Denver, Colorado Springs or Grand Junction air gateways. Direct bus and rent-a-car services are augmented by the Denver to Eagle/Vail air shuttle on Rocky Mountain Airways.

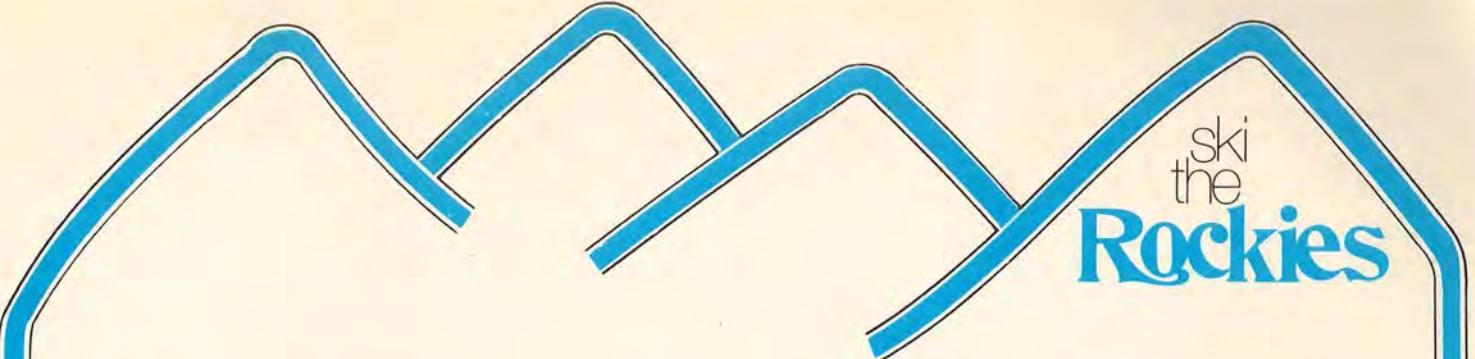
Ten-year-old Vail was the first really modern American ski resort to offer a completely integrated mountain-and-village complex. Few other resorts in the world have as much of everything in one convenient package.

Take Vail Mountain, for example: ten square miles (6400 acres) of lift-served ski terrain. One-of-a-kind alpine bowl skiing and steep fall-lines plunges for the experts; miles of ballroom trails for intermediates, a separate beginners' mountain. Total vertical: 3,050 feet. Shortest distance from summit to base: three miles as Jeff Jobe flies, four to five miles for most skiers.

Take Vail lifts: two gondola tramways, both offering 2,000-foot vertical ascents and a two-mile ride in enclosed comfort. Nine double chairs (including two new this year). A covey of ski school ground lifts. Total lift capacity: 12,600 skiers per hour.

Take Vail's village: two villages, really, both right at the foot of the ski slopes and humming with life. Accommodations of all types for over 9,000 between





# ski the **Rockies**

Breckenridge started as a mining town, and it's never quite forgotten its heritage. Street strollers will find Victorian-style homes contrasting with avant garde sports shops . . . stretch pants with work pants . . . Porsches with horses . . . new double chair lifts with weathered mine timbers.

Breckenridge has all the modern amenities, five lodges as well as dormitories, family chalets, condominiums and town houses to choose from. But it's also still old-fashioned in its hospitality, with people as warm-hearted as they were back in the days when a man could pan a day's wages from the dust on the city streets.

Breckenridge is on two mountains—Peak 8 and Peak 9—with 2,213 feet of vertical drop. After having chosen the one they like best, skiers can then select the terrain that suits them best: beginners' slopes for the novice, a great variety of intermediate trails, and for the more stout of heart, expert runs like aptly named Mach I. This network of trails are served by seven double chair lifts, two T-bars and two

With the highest vertical rise in Colorado—3,800 feet—Aspen Highlands offers a combination of fun and a large mountain with real skiing versatility.

Last year Highlands was up 30 percent for the second straight year and most of this success story is attributable to the engaging man who founded the area in 1958, Whip Jones. Jones and his staff pursue two major goals in managing the mountain: to offer people the best skiing possible; and to make absolutely sure everyone has one helluva good time.

One key to the fun is the Highlands ski school, which has the oldest GLM program in Aspen. Unlike in other schools, skiers are not taught by hot shots at the Highlands. Highlands instructors are people like Dr. Harold Harvey, a retired staff member of John Hopkins Medical Center or ex-WAC sergeant Trivia Thomas, who's been known to sit under a tree with beginners and talk about clouds, snow, and the mountain. Then, somehow before you know it, she has her charges skiing.

It's hard to know where to start describing Aspen. For sheer size and scope, there's nothing like it in the Western hemisphere.

Born of silver in 1881, Aspen learned early to live with fame. Probably because Aspennites know how lucky they are, they don't take themselves too seriously. No one created the great mountains, nor the great western breezes that drain the moisture out of the snow. No one created the Roaring Fork Valley, where Aspen holds forth as a skiing mecca.

It all started on Aspen Mountain, that giant peak at Aspen's doorstep. With seven chair lifts, it's a model of its kind with its special powder sub-mountain and its fascinating intermediate runs. But that isn't all. With the same lift ticket you can ski Buttermilk/Tiehack, the novice-to-high-intermediate haven, and Snowmass, where gentle slopes and breathtaking plunges blend into sheer skiing delight.

The fun doesn't stop when the sun sets. In the

Poma lifts, including a new chair lift which links Peak 8 and Peak 9. To help you have fun and master the challenges, the Breckenridge ski school teaches conventional technique and GLM.

Breckenridge has its share of good restaurants—some warm and cheerful, others electric with excitement. There's a variety of shops, where people haven't forgotten how nice it feels to hear the words "thank you."

For a change of pace, Breckenridge offers ice skating, cross-country skiing and spectacular guided snowmobile trips. The whole family can participate, or if adults want to be alone, there is bonded baby sitting service.

Breckenridge is easy to reach from Denver; it's only 80 miles—less than two hours. Breckenridge amenities may be as modern as tomorrow, but its frolicsome spirit goes back to 1859 when Alexander Sutherland summoned his guests to dinner by blowing the same bugle he had used to start the charge of the Light Brigade at Balaclava.



**breckenridge**

Among other excitement to be found on Highland's 55 miles of trails and slopes are NASTAR Races, the nationally organized handicap race for all recreational skiers. Highlands has the exclusive rights to this race in the Aspen complex and has added some extra, personal touches . . . a new timing gate and video tape system with instant replay.

Although there is enough variety at Highlands to keep skiers occupied for weeks, it offers other joys for the senses. There are matchless vistas of the spectacular Maroon Bells and Pyramid Peak. To provide the right atmosphere Highlands offers wine and cheese picnics with a view that seems to include the whole world. For after-ski excitement, skiers wind down at the two Aspen Highlands base lodge bars where live entertainment is offered daily. Whatever your inclination—dining, entertainment, relaxing—Aspen has it. Aspenglow Reservations, Inc., thinks enough of Aspen Highlands to feature it for three days in its six-day package of Aspen skiing . . . one day of which may be spent at Vail.



authentic American mining town setting, you dine by candlelight with everything from Alaskan to French cuisine. Or tackle pizza and beer. Or jump with the groovy set or listen to some of the world's finest jazz.

But the big news this season comes from Aspen's famous ski school, headed by Curt Chase. At Buttermilk and at Snowmass, it will offer GLM instruction to beginners in a low-priced six-day package it calls "Discover Skiing in Aspen" for only \$25 over the regular six-day lift ticket price. Now, there is no reason for skiers to wait until they're "good enough" to ski Aspen. Great instruction, great snow, great terrain, and now, a great bargain.

Difficulty getting to Aspen? A thing of the past. Through Denver, both Aspen Airways and Rocky Mountain Airways serve Aspen airport with numerous flights daily. From Grand Junction, air connections are through Western Air Stages and Aspen Airways, pending approval. Buses and rental cars are available at both gateway cities.



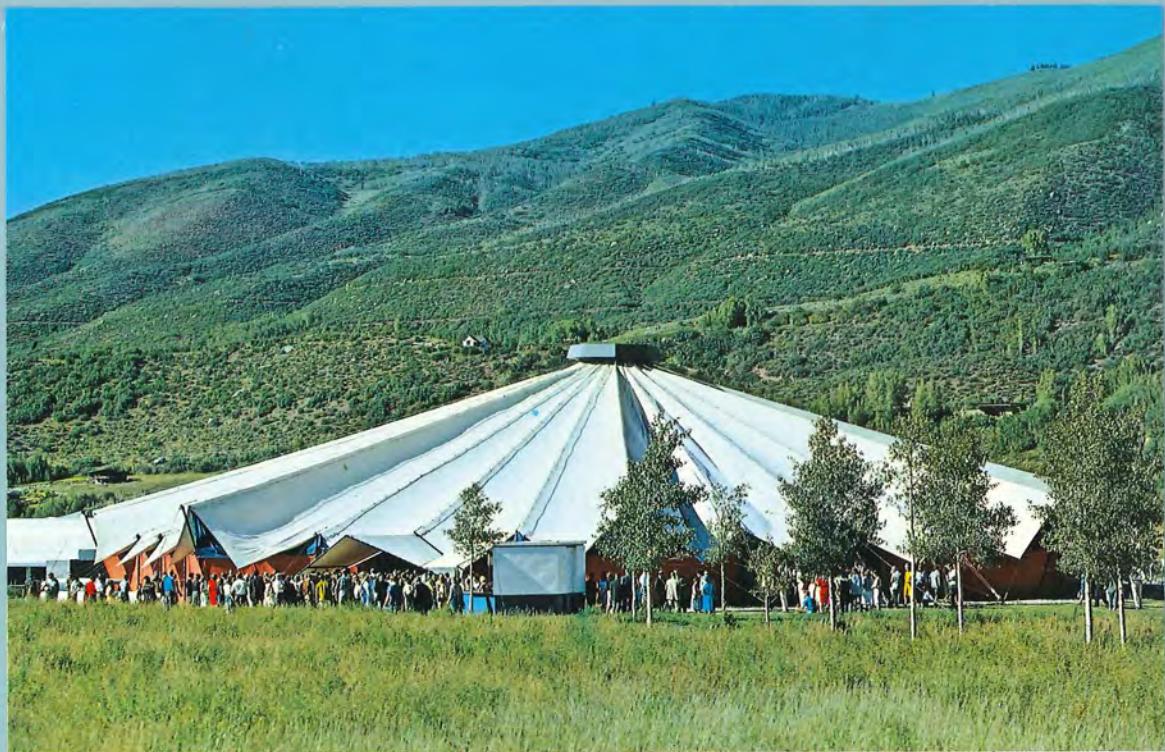


Ruedi Reservoir

Summer 1972



Chairlift on Aspen Mountain, Aspen, Colorado.

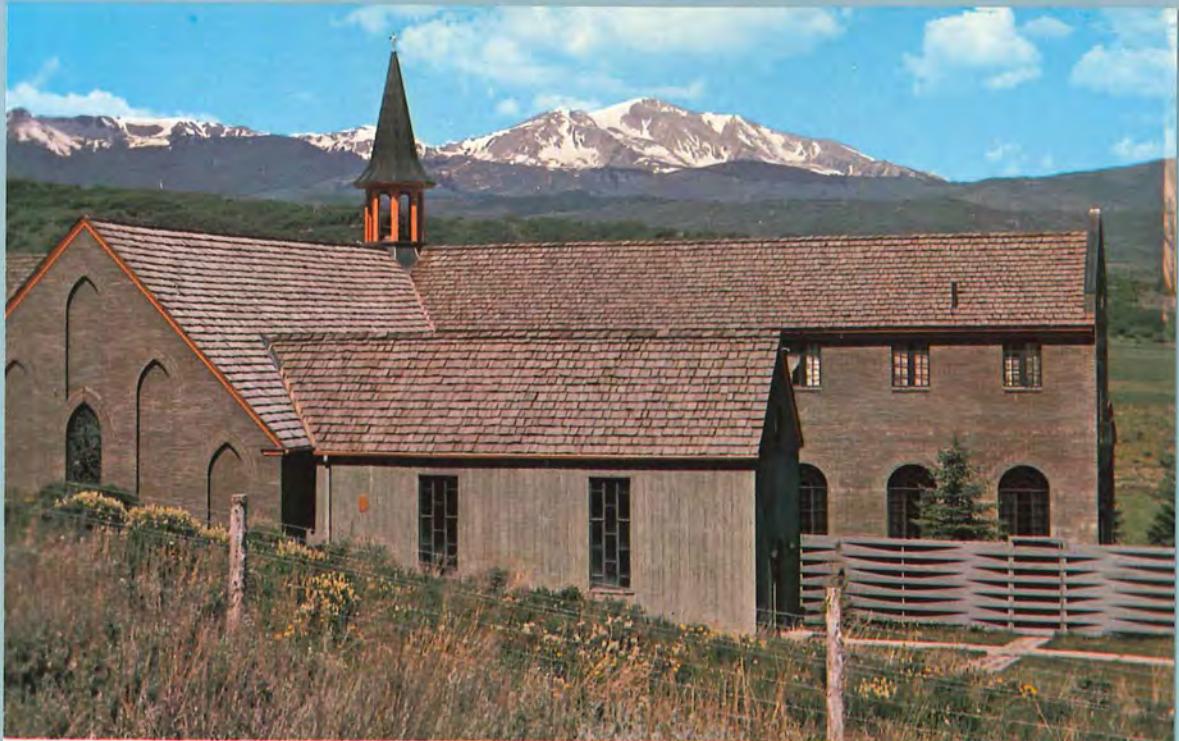


Music Tent

Photo by Tony Gauba

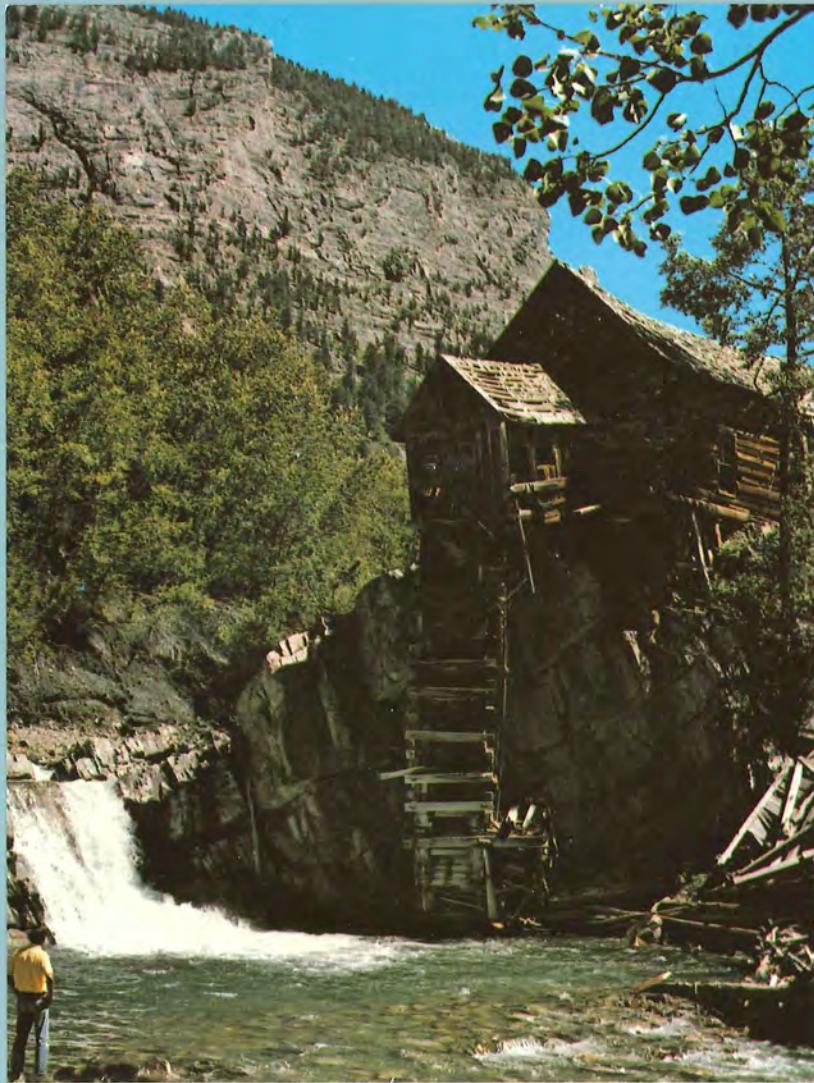
Summer 1972





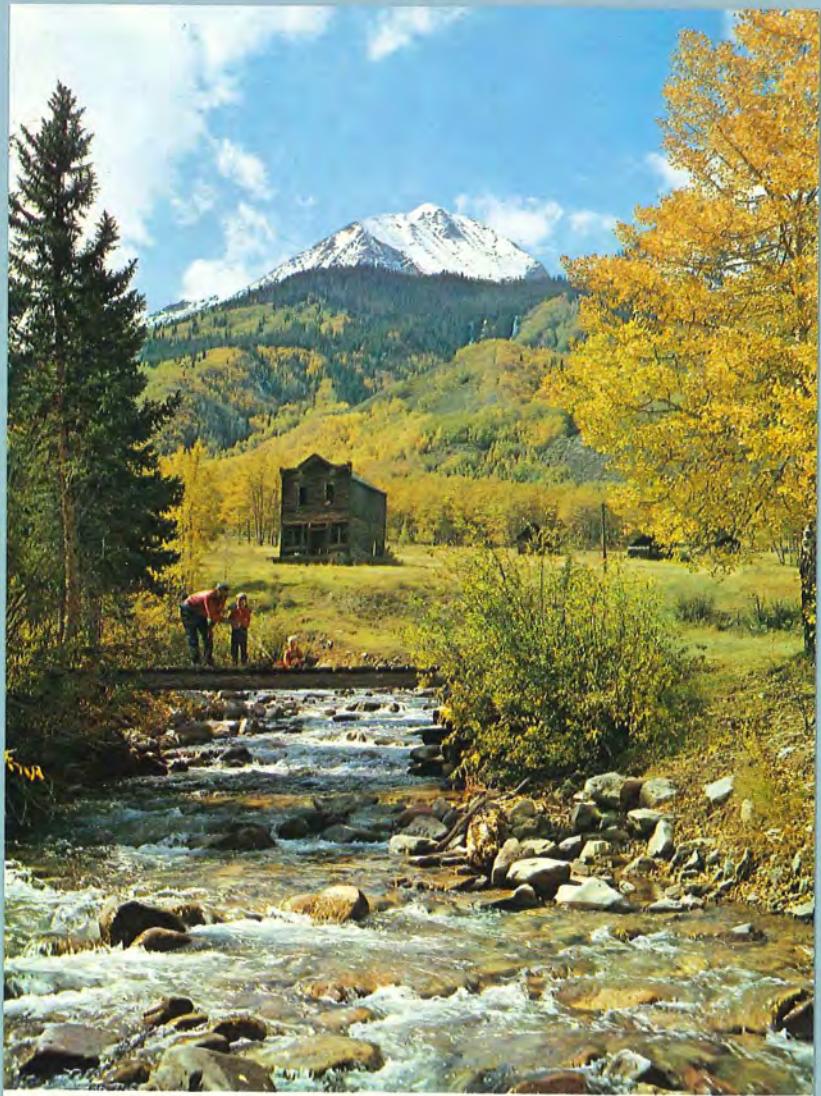
*St. Benedict's Monastery*

Photo by Maureen Gauba



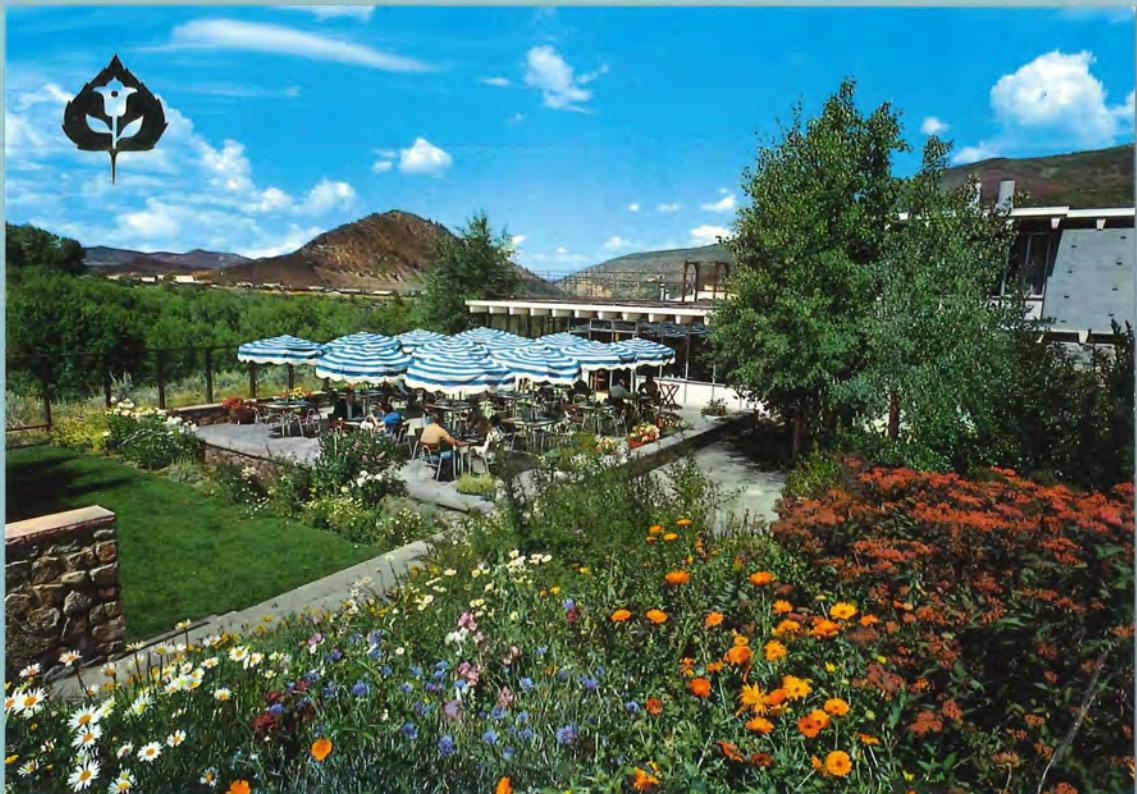
*Crystal Mill*

Photo by Maureen Gauba



Castle Creek

Photo by Tony Gauba



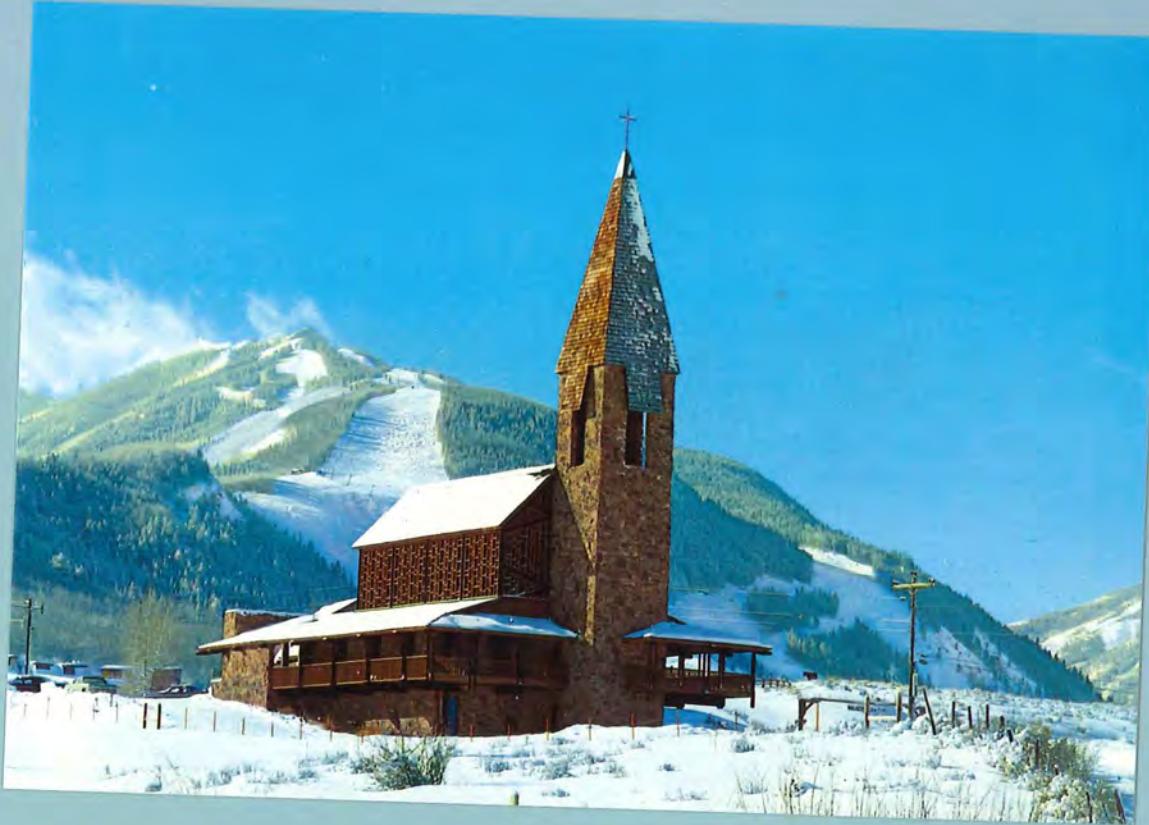
Aspen Meadows



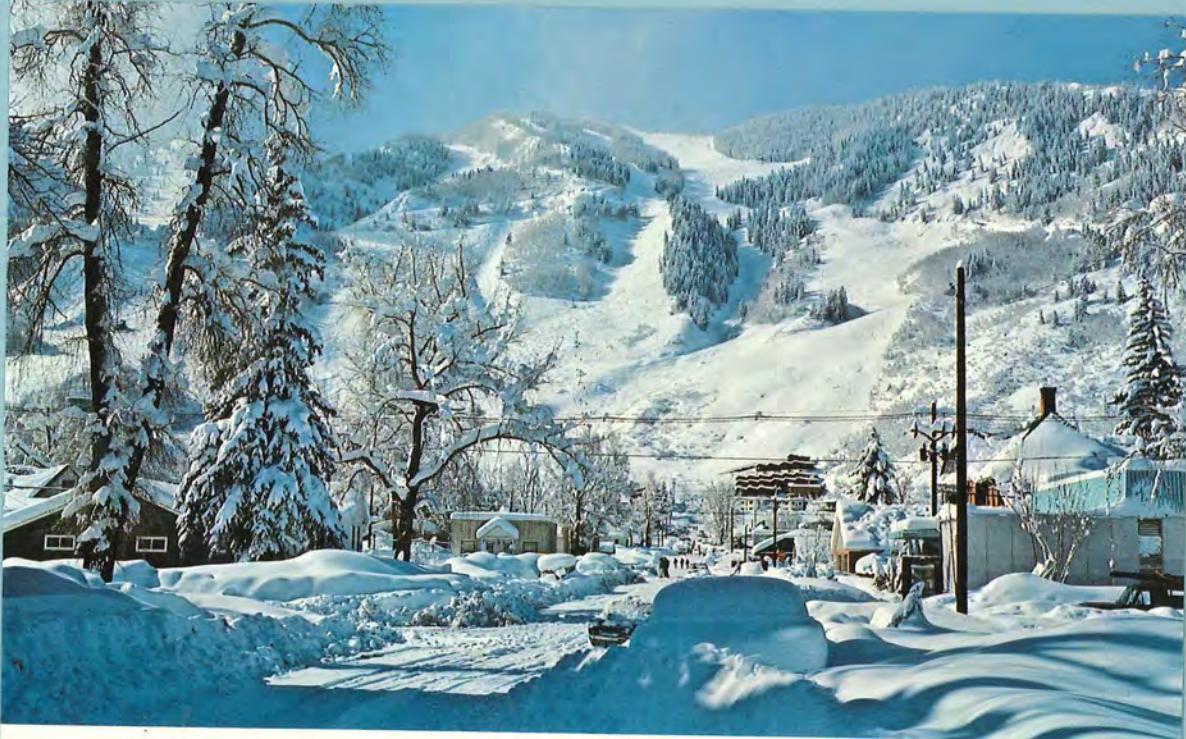
Opera house



mill and main

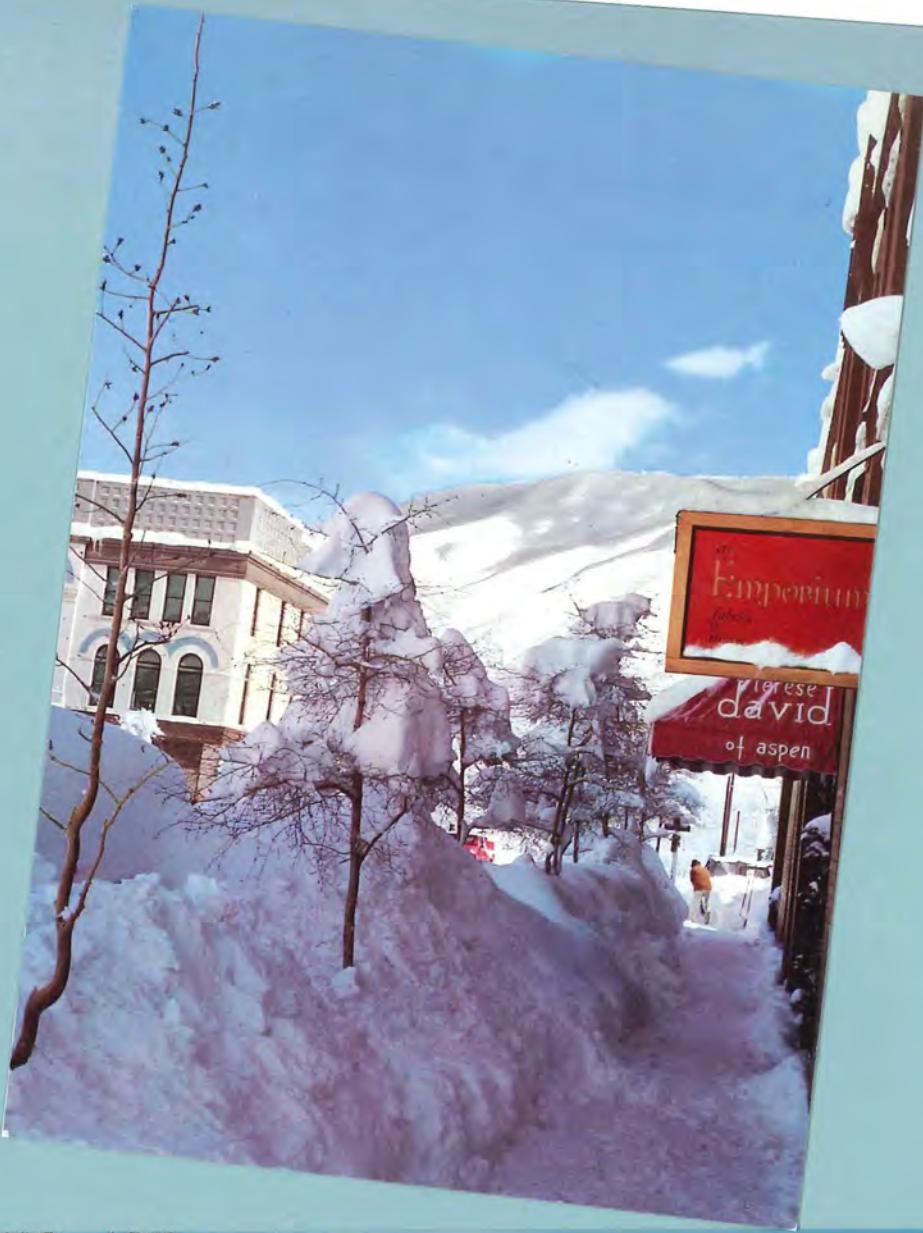


Prince of Peace Chapel



Aspen, Colorado

Photo by Tony Gauba



Aspen, Colorado

Photo by Tony Gauba

Winter

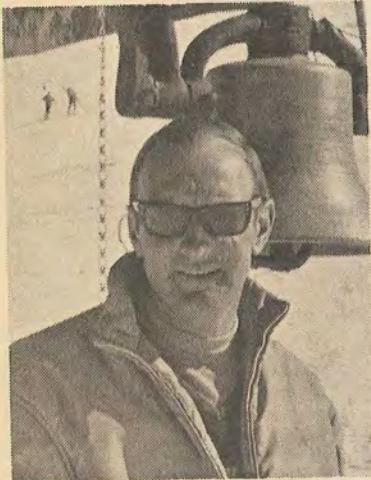


Frank Jones House  
Aspen Highlands Subdivision  
July 1972

## Brinkman to direct Highlands Ski School

Charles W. "Lefty" Brinkman, II, one of four owners of the Aspen Highlands Ski School, has been named ski school director at Highlands.

The announcement was made



"Lefty" Brinkman

this week by Whipple Van Ness Jones, president of the Aspen Highlands Skiing Corp.

Brinkman's partners in the ski school, incorporated as the BCFL Corp. for the initials of the partners, will be assistant directors.

The other partners are Bob Card, Dave Farny and Ed Lynch. Each has an equal share in the partnership. The four men take turns in acting as officers of the corporation.

According to Jones, the appointment of Brinkman will not affect the policies of the ski school or the structure of the BCFL Corp.

The school is a pioneer in the promotion of the Graduated Length Method of skiing, starting with shortee skis, and provides certification for GLM instructors.

Brinkman said that International Method of skiing developed by the late Fred Iselin, Highlands ski school director until 1970, will be continued. The BCFL Corp. took over the school when Iselin retired.

Brinkman, Card and Lynch, all Aspen residents since the 1950's served in the Aspen Ski School under Iselin and Friedl Pfeiffer, and under Iselin at Buttermilk Mountain.

They joined Farny, a 12-year Aspenite, when Iselin moved to Highlands in 1965.

Brinkman, a former top national figure skater, also manages the Brown Ice Palace and the Aspen Meadows Tennis Courts. He is a founder of the Aspen Yacht Club, co-owner with George Parry of the Aspen-Newport Boat Co. national commodore of the Skipjack sailing class, a property developer and rental-home manager.

At Gloucester, Va. last June, he became national champion for the Skipjack Class.

Ski school directors are now making plans for the early-season instructors' clinic which is scheduled over six days during the first week in December.

# **Highlands to close;**

August 31, 1972 The Aspen Times Page 3-C

## **major work due**

The Aspen Highlands sky ride, the only chairlifts operating in Aspen this summer, will close for the season Labor Day evening to permit major improvements in the skiing facilities.

Highlands marketing director Bill Brehmer said the sky ride must shut down earlier than usual to allow ski-slope workers to complete preparations for winter.

Summer chairlift rides are normally offered through the height of the fall color season, the last weekend in September, Brehmer explained.

One of the most noticeable changes for skiers will be splitting up the Exhibition Lift, billed as the longest double chairlift in the world, into two high-speed lifts.

Most of the concrete for the 19 new lift towers required has already been poured, Brehmer stated.

The change will provide much greater uphill capacity and shorten or eliminate the waiting line at the bottom of the slope, according to Brehmer.

He said other improvements include adding 60 more chairs to the Olympic lift, doubling the capacity of the mid-slope Merry-Go-Round Restaurant and

widening the ridge trail under the Loges Peak Lift by 40 feet.

Increasing capacity of the Exhibition Lift is expected to be a boon to skiers in high season, as

well as in early December when the best snow is on the upper slopes.

The same holds true for expansion of the Merry-Go-Round

Restaurant, it was explained.

Widening of the Loges trail should make the lift considerably more popular by providing better access to the upper mountain area.

## Our Readers Speak

### aerial ride

St. Louis, Mo.

Editor

Aspen Times

Aspen, Colorado

Dear Sir:

Yesterday my two children and I

went up the chair lift from Aspen Highlands, and my experience — which I reflected on all afternoon — compels me to put before you some urgent observations:

1. We were not witnesses to the accident which involved two small children; we saw the children after the accident, further up the lift when they were being taken down to go to the hospital; but in view of

t the general laxity at the starting point, I am not surprised that there  
d was an accident: I am only sur-  
a prised that there were not more  
g accidents.

e 2. The boy who works at the  
e starting point not only failed to  
e instruct us to lower the bar — I did  
e the whole first stage without the  
e bar — but on my way down,  
e halfway towards the end, I noticed  
e a man going up with a very small  
e child on his lap and another by his  
e side — without the bar! — and I  
e called out to him to lower it. He  
e asked me how, and I tried to show  
e him as we passed one another.  
e Surely that was information that  
e should have been given at the  
e beginning — carefully, explicitly,  
e and courteously.

3. The laziness and disregard of  
the public's safety displayed by the  
boy at the starting point of the lift  
were matched only by his  
sullenness and courtesy. May I  
add that he sat in his hut while we  
tried to get off, that he did not offer  
us his hand. Perhaps what he was  
reading inside the hut was more  
interesting.

If his services were obtained  
gratis, surely he could still be  
enjoined to reach a minimal  
standard of responsibility and  
courtesy; if he is being paid, surely  
there is even less excuse for his  
being there, in view of the high rate  
of unemployment, with many,  
many competent and pleasant  
people looking for jobs. May I add  
that the man and the woman at the  
second and third stages were  
satisfactory — notably the woman,  
who gave the most precise  
instructions of all.

4. I suggest that pre-school  
children be allowed only if there is  
one adult in charge of every child.  
This may cut into the profits, but I  
have no doubt it is in the interest of  
the public safety.

Thank you very much.

Yours truly,  
(Mrs.) S.J. de l'Eraing

Aspen Times  
August 31, 1972

**Saturday September 2, 1972**

## **Sky ride set to close**

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He said other improvements include adding 60 more chairs to the Olympic lift, doubling the capacity of the mid-slope Merry-Go-Round Restaurant and widening the ridge trail under the Loges Peak Lift by 40 feet.

SUCCESSFUL  
PICNIC -

Our sincere thanks to Whip and Vivienne Jones for their gracious hospitality in the use of the premises and buildings of the Aspen Highlands for our picnic. It was a perfect summer day and the picnic was well attended. Thanks, too, to Riggs and Jane Sullivan, Bill Mason, and Whit Miller, and others for their efforts in preparation. The students and John McCollum of the Aspen Music School sang their last service in worship with us for the summer.

CHRIST CHURCH MONTHLY BULLETIN FOR SEPTEMBER, 1972



Top of Cloud 9

July 1972



Cloud 9 construction  
July 1972

North side



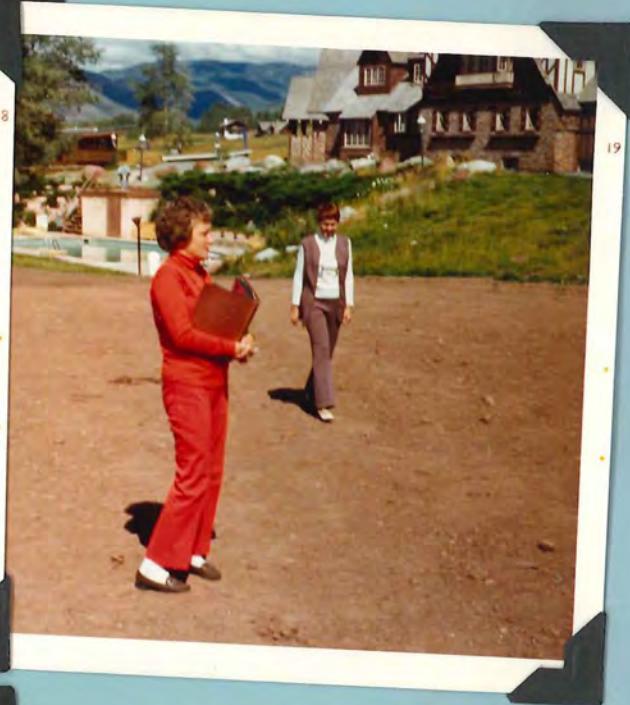
east side





Chateau Kirk

August 1972



Sandra Williams





6

Marketing Building  
August 1972



5

from top of Hoeflach



4



Marketing Bldg -

Under construction



East side



# SKIING AREA NEWS

THE MAGAZINE FOR SKI AREA OPERATORS

SUMMER 1972

\$1.00

attend and compete . . . Of 60 finalists in NASTAR's annual championship competition held at **Aspen** in April, **Aspen Highlands** was first in number of entrants, **Mt. Snow** was second, and **Peek'n Peak**, Clymer, N.Y., was third. Eighty ski areas participated in the racing program this past season.

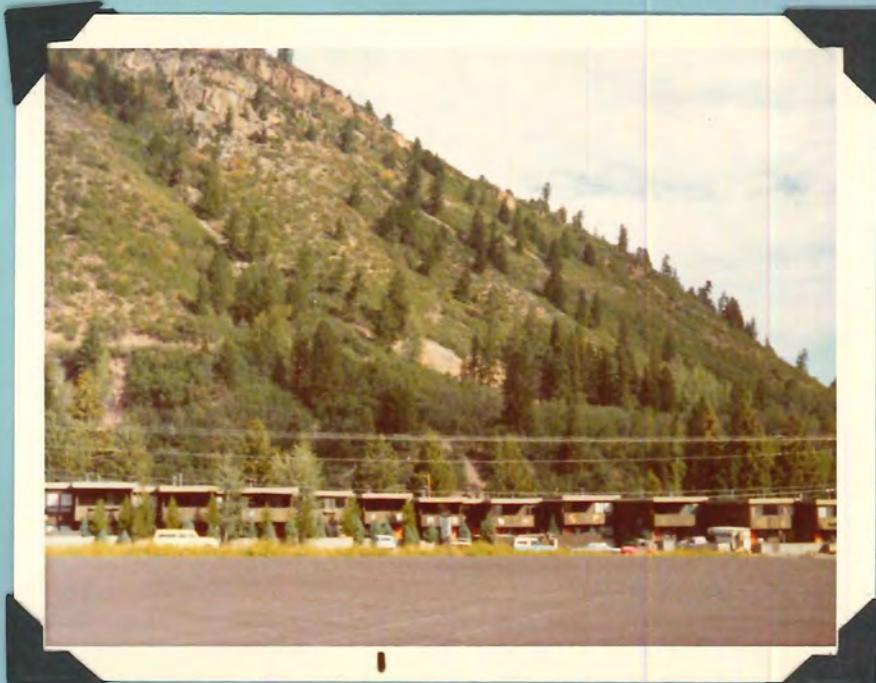
Aspen Highlands  
Sports Shop  
remodelling



← sport shop

September 1972

Le Chamonix  
apartments  
sept 1972





Chateau Kiske

September 1972



Sign at entrance



Fencing

Base Lodge  
September 1972

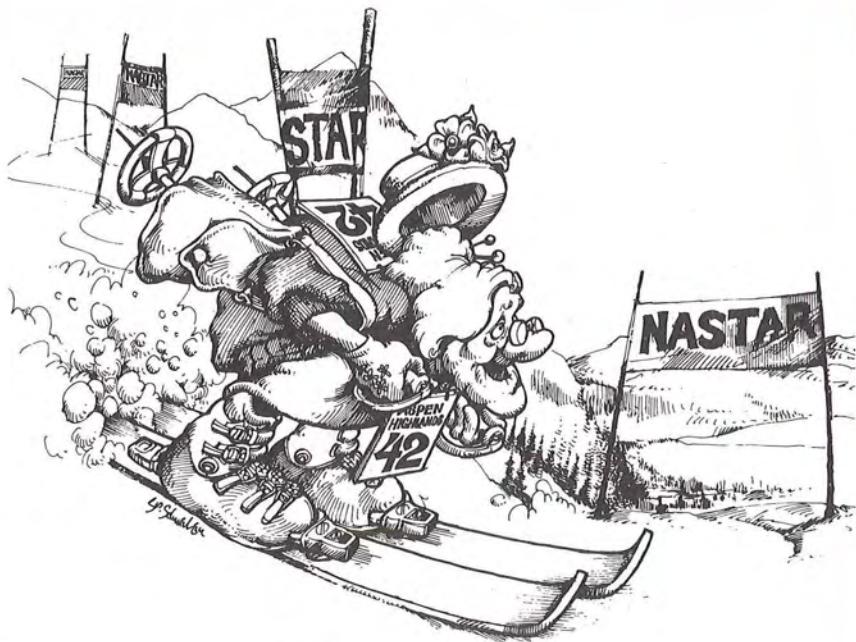


New  
Marketing Bldg  
before staining



after staining  
September 1972





*NASTAR. The fun race for everyone.*

Twice a week at Aspen Highlands.

These nationally sanctioned downhill races are held exclusively  
at the Highlands for the Aspen area.

You're given a handicap according to your ability, so anyone can win.

Colorado's highest vertical rise. New speed timing gate.

Wine and cheese picnics on the slopes.

The Highlands isn't quite like any mountain you've ever skied before.

**ASPEN HIGHLANDS/THE OTHER ASPEN**

## AFTER YOU, GASTON

Politeness is now the order of the day at **Aspen Highlands**. In fact if you're not a well-mannered skier the ski patrol just might lift your lift ticket.

According to Bill Brehmer, the Highland's marketing director, "Members of a special ski patrol will ski the mountain the entire day and pull lift tickets from those skiers who violate accepted safety practices."

First victim of the new **safety crack-down** was Sam McMillan who was seen traveling in excess of 40 miles-per-hour in a tuck position down the mountain. With the ill-luck that befits all wrongdoers he piled into none other than Bill Brehmer's daughter, Suzi. Neither was hurt, and informed sources tell us Sam is a reformed skier.

The Rocky Mountain Ski Area Operators have backed up **Aspen Highlands** with an edict that lift tickets should be removed from the person of all ski speeders as determined by the ski patrols of the respective resorts. And **Vail** (ha, always out there in front!), is employing an electric speed gun which gives an instant reading on a distant skier's rate of travel. Vail couples this with the time-honored traffic cop tactic of having one man clocking you and radioing ahead down the road to another man who makes the pinch. The added force of this tactic is that when you run out of hill you run out of gas.

75¢

WORLD'S LEADING SKI MAGAZINE

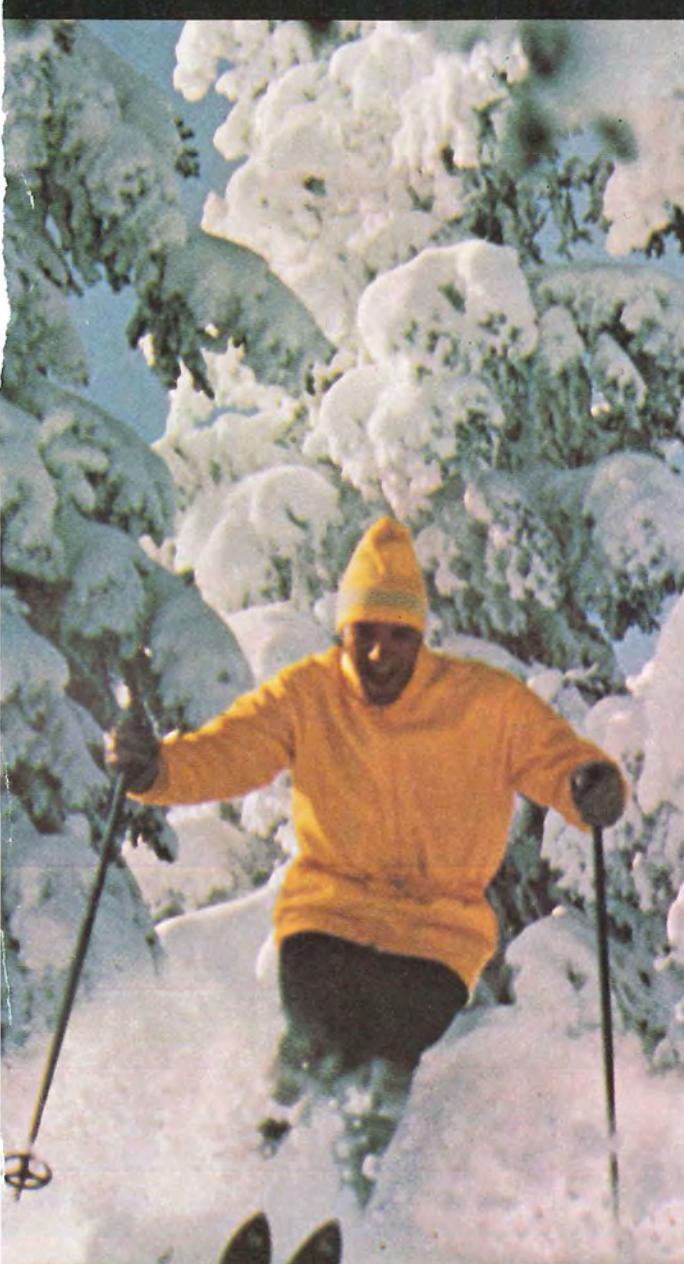
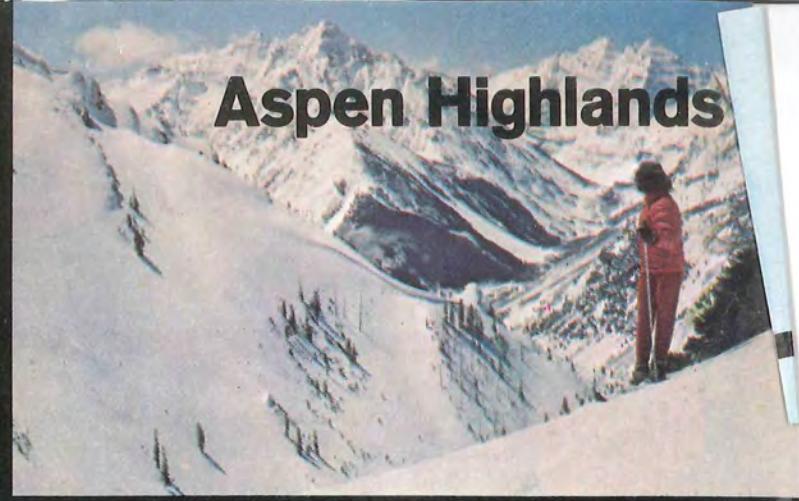
SEPTEMBER 1972  
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ASPEN SKIING CORP 4  
BOX T  
ASPEN CO 81611

SK-

SEPTEMBER, 1972





ASPEN  
HIGHLANDS

When Whip Jones founded Aspen Highlands in 1958, it was with faith in a deceptively simple two-point concept. He wanted to develop the best skiing possible, and to do his damnedest making sure everyone who came there had a good time.

Anyone who looks at his operation today would have to guess the Jones formula is a winner. Highlands has seven chairlifts, five Pomalifts, and the highest vertical rise (3,800 feet) in Colorado. The ski school is the international headquarters of GLM originator, Clif Taylor. And in the highly competitive world that is Aspen skiing, Highlands is more than holding its own at the ticket windows.

The Highlands character is by no means a carbon copy of anything. Throughout the organization there is an individuality directly traceable to Jones, a man with a wide and well-deserved reputation as a free spirit.

There's not a single hotshot, for example, in the entire ski school. What there is is a lot of people like Dr. Harold Harvey and Treva Thomas.

Dr. Harvey is a retired staff member of Johns Hopkins Medical Center, and has an especially nice trail-side manner with skiers. Treva has been known to sit under a tree with beginners and talk about clouds, snow and the mountain. Somehow, it helps get her novices shooting down the hill almost before they know it.

In the Aspen complex, Highlands has the exclusive rights to Nastar racing, and supports the program with enthusiasm and some rather special equipment. There's a new electronic speed timing gate, for instance, and instant replay video tape. Altogether, Highlands version of Nastar provides an excellent system for all skiers to measure themselves against the experts.

The imagination that goes into skiing management at Highlands is reflected in all the area's associations with the public, including package plans. Under the Aspenglow Reservations, Inc. plan, skiers spend three of six Aspen days at Highlands. Thrown into the deal is entry in a Highlands Nastar race, wine and cheese picnic, a drink at one of two Highlands bars, a run through the new speed timing gate, a ski lesson discount, and an optional day at Vail—lift ticket and transportation included.

For a clincher, Highlands offers guests its stunning, wide-angle scenic view from the top. No extra charge, says Whip Jones.

Information and reservations: (303) 925-4000

Aspen is more than a resort; it's an experience. Last winter, the experience drew over a million skier visits to Aspen Mountain, Buttermilk-Tiehack and Snowmass—the three complexes operated by Aspen Skiing Corporation. The sheer magnitude of the place is awesome. Four great mountains, 250 miles of carefully groomed runs and trails. It's no wonder Aspen has earned a reputation for excellence among the world's most sophisticated skiers.

But there's no need for anyone to wait until they're "good enough" to ski Aspen. New this year is a full-scale GLM package at Buttermilk and Snowmass offering beginners six days of instruction and all rental equipment, for just \$25 more than a regular six-day lift ticket.

And Aspen really shines after the sun sets. A gourmet's delight and a mecca for swingers, it boasts more than 40 restaurants and nightspots, some of them famous. The Red Onion and Copper Kettle restaurants are consistently ranked among the nation's best. Skiers with modest tastes and budgets can tackle a pizza and beer at one of Aspen's new delis. Elegant dining by candlelight, with a wide variety of exotic cuisine, is just as available.

There's dancing, of course, and really good jazz. The Aspen experience includes distinctive shops, hockey matches, skating in a covered rink, riding a horse-drawn sleigh or even a dogsled.

Aspen has more than 80 lodges, including those in Aspen's newest development at nearby Snowmass. But the Aspen experience is more than lodging and skiing. Sooner or later, everyone learns to appreciate the special mystique of this unique Victorian Village in the Colorado Rockies.

Getting to Aspen, from either Grand Junction or Denver, is easy. Grand Junction is only two hours away by car, for example. Numerous flights from both gateway cities make it possible for visitors to leave home and ski the same day.

Lift tickets on all three Aspen Skiing Corporation mountains are fully interchangeable. The lifts open Thanksgiving Day and close April 15. In between those dates, Aspen has an extra measure of those wonderful things skiing is all about.

Information and Reservations: 1 (800) 525-4204  
[toll free]

# Don't be deceived!

In past years the term "Aspenglow" has been used by the Aspen Skiing Corporation to advertise ski packages which included skiing on Aspen Mountain, Buttermilk/Tiehack and Snowmass... the three mountains we operate in the Aspen complex.

Please be advised that the parties now using this term have no arrangement with the Aspen Skiing Corporation which will permit the inclusion of Aspen Mountain, Buttermilk/Tiehack or Snowmass in their packages.

For packages which permit you to ski any of our three mountains on a fully-interchangeable lift ticket, call your airline or travel agent. Or call (303) 925-1056.



ASPEN SKIING CORPORATION



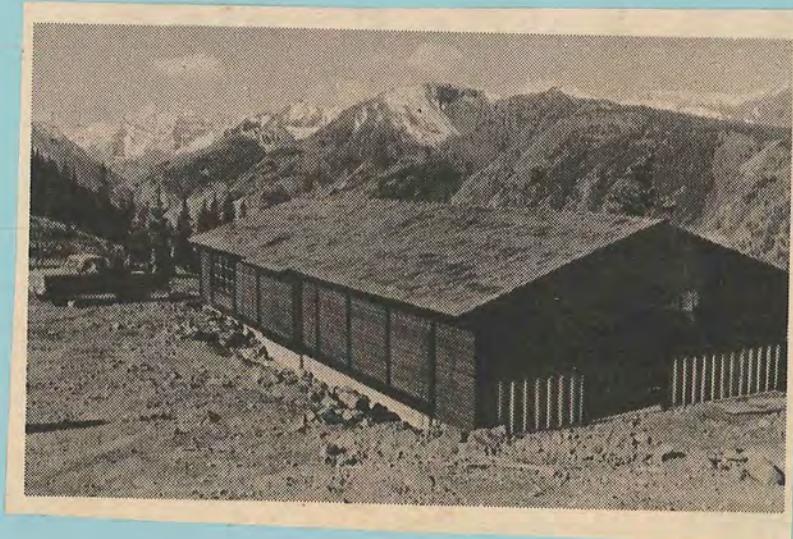
# *What's new at Aspen Highlands?*

**\$700,000 worth of  
new improvements  
and construction**

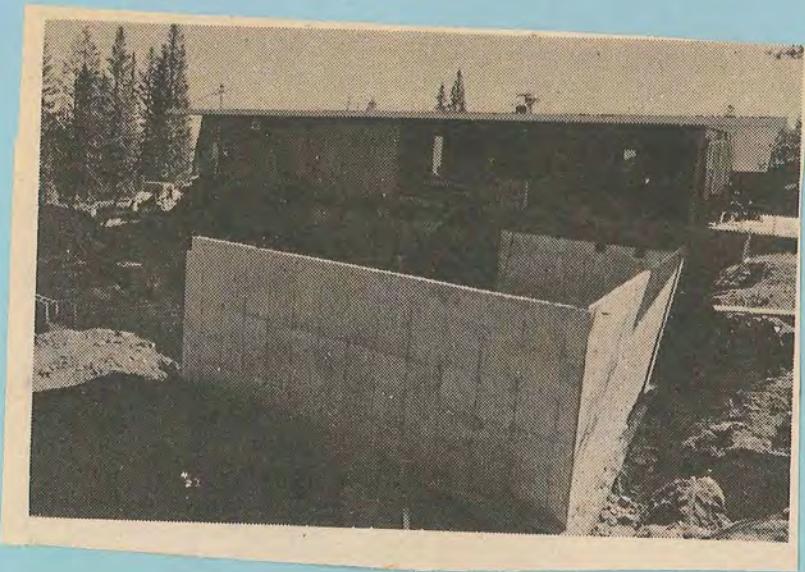
Remember standing in the long lift lines to ride the world's longest chairlift at the Aspen Highlands or trying to find a seat in the Merry-Go-Round Restaurant at lunch time? This situation will be greatly improved for the coming ski season. When the Exhibition lift was built in 1958 a capacity of 700 an hour was sufficient, but with the modern boom in skiing this capacity proved inadequate. This fall, Exhibition lift's capacity is being increased to 1,200 an hour and the lift is being split at Quarterway. Seventeen new lift towers are being erected between existing towers to support the added chairs and weight. Shown at left is one of the new towers going up.

Page 9 ASPEN TODAY Wednesday, September 27, 1972

Photos and text  
by Doug Lee



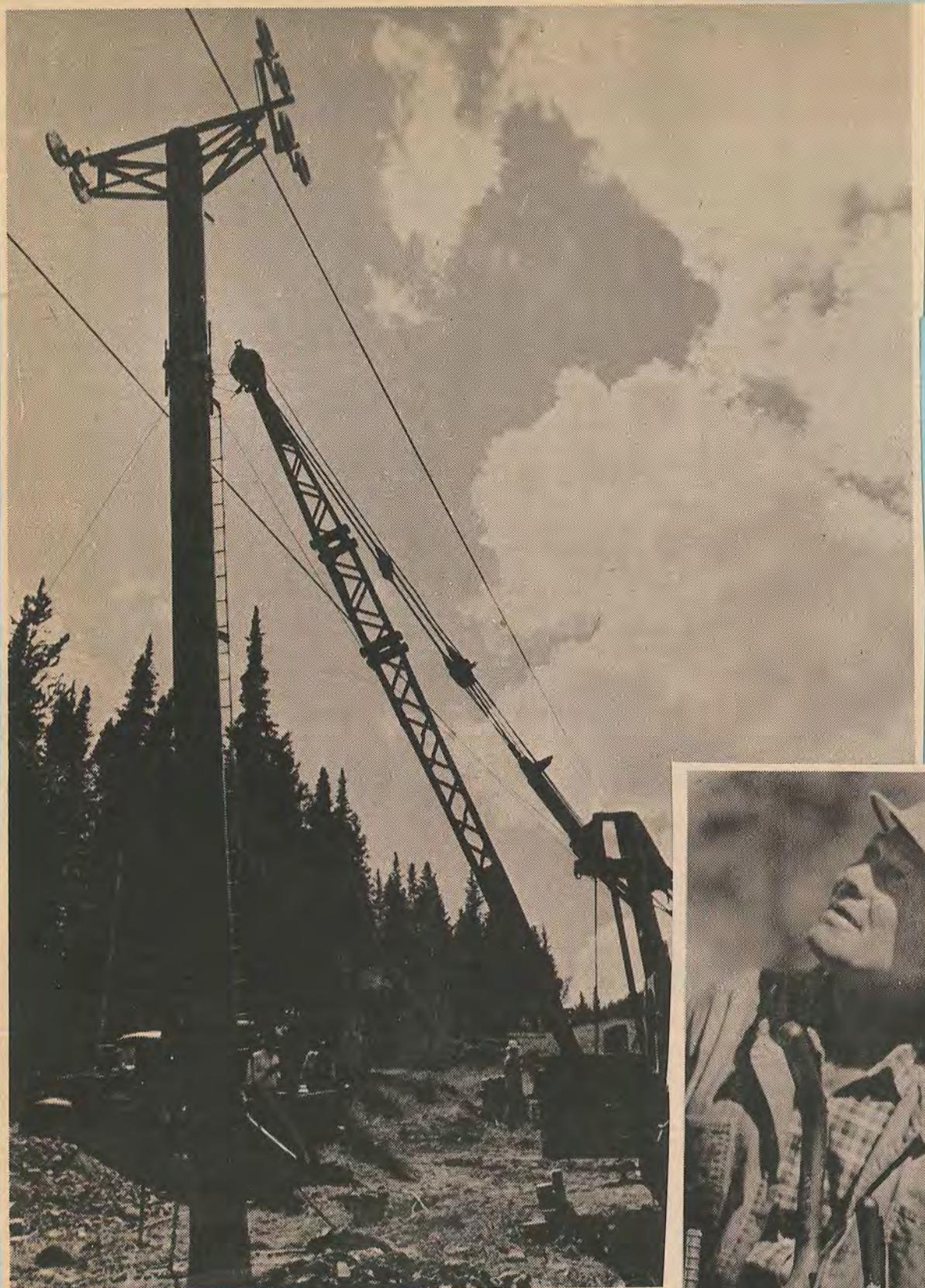
Cloud 9 -



M-q-R



Ski shop



Crane operator George McKuen applies a gentle touch to the controls in the photo above. The top of the new towers must be aligned precisely with the existing towers.

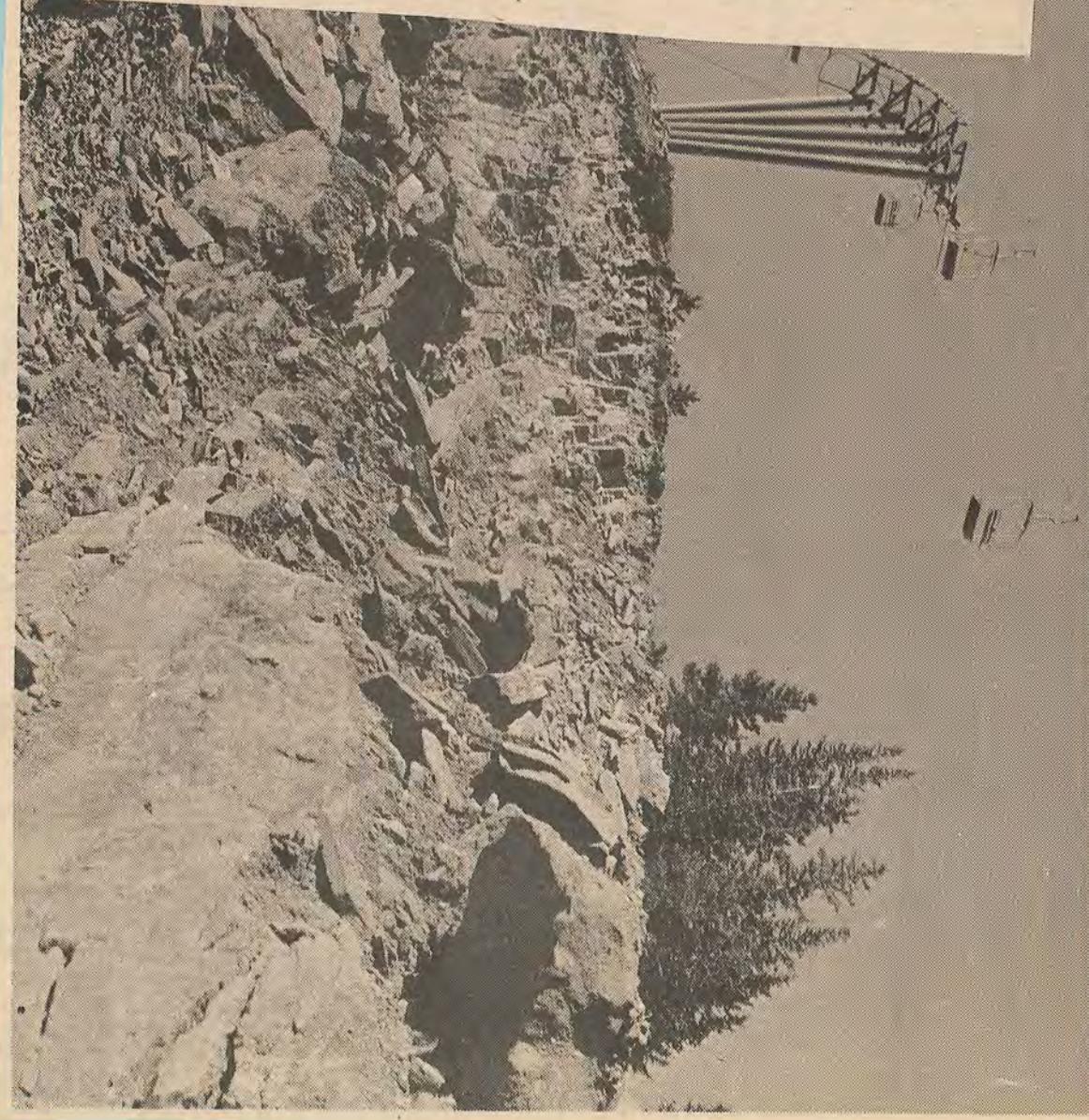
The Highlands Ski Shop is also getting a face lift. At left, is the new ski shop being built on top of the present ski rental facilities.

# *Mousetrap becomes Broadway*

The seating capacity at the Merry-Go-Round Restaurant will be doubled. At right, is the concrete foundation of the new structure. The Aspen Highlands corporation is also expanding its headquarters. A second story has been added to the old building at the base of the mountain to create more office space and house the new reservation's service called "Aspenglow" which began operations this summer.

The ski run from the top of Loges peak will be widened from 20 feet to 60 feet to make it a less difficult descent for skiers. Hopefully this improvement will make Loges a more popular lift. Shown in the picture above is some of the debris that will be cleared away to form the new run. The workers have to cut through 40 feet of rock to widen the run. Formerly appropriately called the Mousetrap, the widened run will be called Broadway.

At right is the new ski patrol warming hut and ski club party room available to the public.





# Aspen Valley Hospital

W - p/SC W/ce

HARRY M. WEIR  
ADMINISTRATOR

P. O. Box H  
Aspen, Colorado  
PHONE 925-1120

September 14, 1972

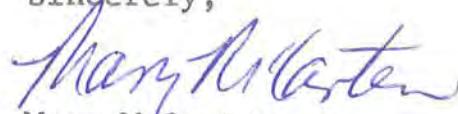
Aspen Highlands  
Box T  
Aspen, Colorado

Gentlemen:

About two weeks ago a "jello drop" was made at the hospital, and the person in charge of operation jello just said "The Highlands" as he was leaving.

If there is one thing the hospital kitchen uses, it is jello! Thank you so much from the staff and the patients at Aspen Valley Hospital.

Sincerely,

  
Mary McCarten  
Dietitian

MM/eh

# THE ASPEN TIMES

Vol. 91 \* No. 38 \* September 21, 1972 \* Aspen, Colorado 81611 \* 15 Cents

Page 6-C The Aspen Times September 21, 1972

## Local ski areas in "Aspenglow" battle

A request for relief filed by the Aspen Ski Corp. against Aspenglow, Inc and Aspenglow Reservations was denied by District Court Judge Litweiller last week.

The Corporation filed the request on July 21, 1972 claiming that the defendant's use of the word "Aspenglow," - used in Ski Corp. promotional material in 1967 - was having an adverse effect on the plaintiff.

Aspenglow, Inc. and Aspenglow Reservations are wholly owned subsidiaries of the Aspen Highlands Ski Corp.

The Corp. asked the court to enjoin the defendant from using the name, to request the defendant to pay over any profits realized by the sale of goods, or services using the name, and to enjoin the defendant to cancel the trade mark and service mark.

A trial to court will be set at a later date.

The controversy has been pursued in the press by both the plaintiff and the defendant. A full page advertisement in the October issue of SKIING was headlined, "Don't Be Deceived!"

It went on to say, "In past years the term 'Aspenglow' has been used by the Aspen Skiing Corporation to advertise ski packages

which included skiing on Aspen Mountain, Buttermilk-Tiehack and Snowmass...the three mountains we operate in the Aspen complex.

"Please be advised that the parties now using this term have no arrangement with the Aspen Skiing Corporation which will permit the inclusion of Aspen Mountain, Buttermilk-Tiehack or Snowmass in their packages.

"For packages which permit you to ski any of our three mountains on a fully-interchangeable lift ticket, call your airline or travel agent. Or call (303) 925-1056

A news release from Aspenglow Reservations, received by the Times this week, was headlined: "We Do Not Practice Deception."

It went on to say, "Notwithstanding statements and advertisements of the Aspen Skiing Corporation we guarantee 4 area skiing availability under our several 4 area package plans.

"Usage of Aspen Skiing Corporation facilities will be made available by ticket or by cash to the package plan holder. Our package remains the same and for your information the plan is being enthusiastically received, as indicated by the number of reservations already confirmed. If you need further information call us on our toll free Wats line: 1-800-525-4204.