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# Ski Boom

## Reported

## In Aspen

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Colorado's Aspen is experiencing a great resurgence, a boom founded not on the silver of its early days, but on snow.

This is reported at length in the midwest edition of the Wall Street Journal.

The news article reports in detail how ski enthusiasm has built prosperity in the old mining community by attracting thousands of persons seasonally, many of them from distant places. It quotes Charles Saul, manager of the Aspen Co., hotel operators:

"The crowds are unprecedented. Skiers started pouring in here long before the start of the regular peak season. Business in the whole community is probably running 50 pct. ahead of last year."

And William Hodges, president of the Aspen Skiing Corp., developer of the area:

"We're expecting about 130,000 skiers here this season compared with about 100,000 last season. We're doing over \$100,000 a month this season. Our first winter 10 years ago we only did \$35,000 for the whole season."

### MANY NOVICES

The ski school in Aspen now is packed with more than 400 novices, it is related, and there now are 60 instructors while 10 years ago there was not enough business to keep one instructor busy.

"Of Aspen's 17 hotels and lodges, all but the Jerome Hotel have opened since 1948. And all report they are booked to capacity.

"The ski boom is being felt farther afield from the ski resorts. In nearby Denver, the jumpoff spot for many ski areas in the Rockies, the ski fever often overshadows talk of oil and uranium.

"Any visitor (in Denver) finding the Ski Information center closed in the evening can usually pick up reports of ski conditions over the radio or from such people as the night manager of the staid Brown Palace Hotel.

"Railroads, airlines, bus systems, who do their big business in the summer, report a winter boomlet from the skiers."