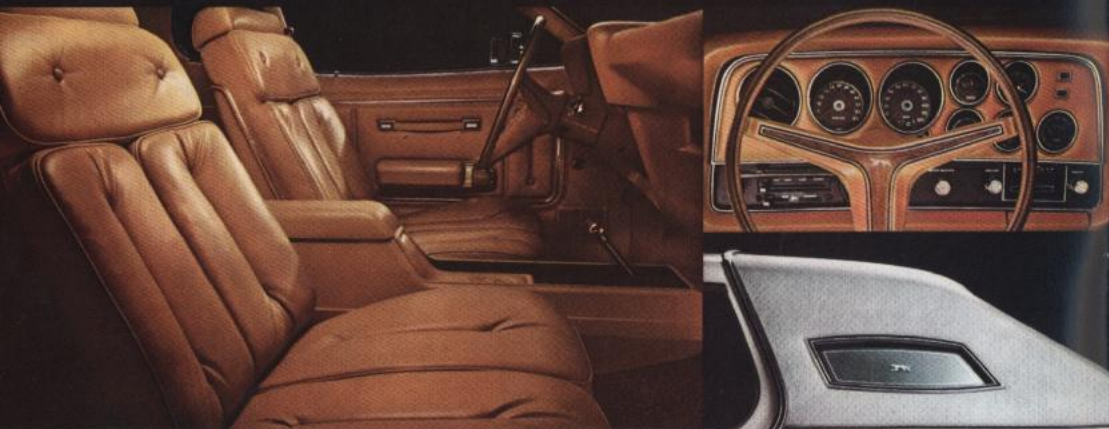




THE  
**CONTINENTAL**  
MAGAZINE

Winter 1973-74

Sun Valley—Mellow and Elegant  
America's Wonderful Country Hams



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## THE CONTINENTAL MAGAZINE

Vol. 14 No. 1

Winter 1973-74



An airborne skier soars between the camera and a brilliant sun at Sun Valley, Idaho. Photograph courtesy Sun Valley Company

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# Sun Valley

## —the Grandest Lady of the Rockies

Founded because of her superb slopes, she now has four-season elegance. As Shakespeare said, "Age cannot wither her"

by William O. Johnson  
Photos courtesy Sun Valley Company

THERE IS AN UNMISTAKABLE air of genteel self-containment and genuine self-contentment at Sun Valley in the winter. It is a kind of land-locked Idaho pleasure island, full of its own special sense of elegance and venerability, the oldest ski resort in the American West and, to nearly all knowing skiers, quite simply the grandest ski mountain on the North American continent. Sun Valley seems to come devoid of bite or chill in winter, a stunning combination of the ragged, looming Sawtooth Mountains smiled upon by the softest of suns; some winter days those stony old peaks seem as radiant and balmy as a beach on the Caribbean Sea.

Because of the richness of its appointments and the fame and wealth of much of its clientele, Sun Valley is often compared to the world's most aristocratic resorts: St. Moritz, Deauville, Palm Beach. Perhaps it should be ranked with them in some ways, but unlike those more formal vacation spots, Sun Valley maintains a fresh Western down-home friendliness which sets it apart from jet-set centers—as well as apart from some of the more impersonal ski resorts of New England and even some of the more sprawling big-business areas of the West.

Perhaps the special geniality of Sun

Valley was best synopsized when its owner, William Janss, a relaxed and casual former Californian, said recently, "You know, I like the three-seat chair lifts here better than the others because they give more people a chance to chat and mix and make friends while they're going up the mountain. Skiing is a friendly sport and that's the way we want it at Sun Valley."

The former silver mining village of Ketchum, which is barely a mile away, and Sun Valley itself are the fastest-growing municipalities in Idaho. This is due almost entirely to the boom in recreational enterprises in the region. Yet there is nevertheless a profound sense of wilderness tranquility in the area which no amount of human expansion can really disrupt. The snow lies deep and silent along the Wood River Valley where Ernest Hemingway once hunted and fished, and the snow reaches high into the Sawtooth peaks, spreading grandly over Bald Mountain, the dowager queen of skiing in America, and over the lower, gentler, slopes of Dollar Mountain.

At the queen's feet lies the resort itself, a clean and sumptuous expanse of condominiums, homes and fine shops, with the famed old Sun Valley Lodge as the centerpiece. The lodge was built in



Left: Elkhorn at Sun Valley, latest expansion of the Sun Valley complex, consists of handsome condominiums in a broad valley. Right: Two young skiers off in early morning to catch a bus to the slopes

