

Up:

Yes, up. That's where the contestants in the in the Rolling Stone-US Pro Freestyle Competition at Highlands were last Friday. Read about it on page 1-B

Down:

Is how five out-of-state skiers said to have been caught skiing a closed run felt after being busted for safety act violations at Highlands earlier this week. Page 11-A.

Vol. 111 * No. 1

January 4, 1990 * Aspen, Colorado

35 cents * 3 sections

THE ASPEN TIMES

it's time to put Aspen on the couch

This town needs a shrink!

by Paul Andersen

She sauntered into the office 20 minutes late and the doctor checked his appointment book. The new patient went by only one name, and that name was "Aspen." How affected, he thought.

She looked young and trim, surprisingly well-preserved for her age.

"Hi ya, Doc," she said flippantly, without even looking at him. "How's it goin'?"

"You're late," he reprimanded as she polished bright red fingernails on her sweater.

"Late? Ha!" she laughed. "I've always been way ahead of my time."

"That's one opinion," said the doctor, "but you're late for this appointment."

"You should appreciate the fact that I'm here at all instead of criticizing me, doctor," and she formed her almost perfect face into a pout. "I'm paying the bill, after all."

"Tell me something about yourself Miss . . . uh, Aspen."

She wrinkled her brow. "Well, I was born about 100 years ago into a state of nature and never knew my real parents. My first intimacy was with a wealthy silver miner. But ours was an abusive relationship. He exploited me, and when it broke off I went through about 40 years of depression."

"Then I met a businessman from Chicago and we had a little fling. He was vastly wealthy and showed the world to me. Well, he's gone now and I'm on my own again. I am successful, intelligent and wealthy, but I really don't know who I am."

"I see," said the doctor, who jotted in his notebook: Identity Crisis. "What is your history of treatment?"

"Oh, whatever has been the trend. I've gone through group

therapy, primal scream, conflict resolution, Insight, Driker's, rolting, EST, DMA, TM, and now the EPA. But nothing seems to work. I attended a co-dependency program once but became dependent upon it. I can't win."

"Tell me about your drug and alcohol use, Miss Aspen."

"I enjoy getting high, but only for special occasions, like Columbus Day, Bastille Day, Ground Hog Day, Guy Fawkes Day, Prince Andrew's birthday, the anniversary of the Crimean War . . . whatever's happening at the moment."

"I see," said the doctor, who wrote in his notebook: Addictive

Personality. "Do you have any religious preferences?"

"No. I've been everything from Buddhist to Baptist and found that religion doesn't give any answers, only more questions: the eternal WHY? All that pondering gives me a headache."

"Do you feel all right? You look rather tired."

"Tired!" and she turned to glare at the doctor. "I've never felt better. Tired? Look at me. I'm the most beautiful thing you've ever seen," she said, stretching out on the couch and raising one arm, the wrist cocked. "I've got assets I haven't even used yet."

"I see," said the doctor, who wrote in his notebook: Narcissis-

tic. "Then what's the problem? If you feel so self-assured, why do you need to see me?"

"Because I'm not at all self-assured. I have a tug of war going on inside of me. My feelings change so quickly I can't define myself or understand the complexities of my personality."

(continued on page 13-A)



Embattled, bitter, polarized, confused — Aspen needs psychoanalysis.



city/county

SECTION **A**

Meadows plan moving:

After months of talk — and sometimes argument — a plan for the treasured property that suits the city and the non-profits appears headed toward approval. **Page 4-A.**

Recall fight shapes up:

Petitions demanding a recall election have sufficient signatures, city clerk says; councilman Steve Crockett says he's ready to fight to keep his seat. **Pages 6-A and 7-A.**

Ski Challenge challenged:

Philip Morris says the Marlboro-sponsored ski race is good fun for a good cause, but an activist doc says it's nothing more than advertising cigarettes to kids. **Page 10-A.**

Divine Silence:

Father Thomas Keating of St Benedict's Monastery wants you off the treadmill and on the road to inner peace. Start looking for it on page 2-C.



Doc attacks 'Barfboro' ski challenge

says cig makers direct ad effort at kids through sporting events

by Mark Huffman

When Dr Alan Blum wanted to make a point about sponsorship of sports events by tobacco and alcohol sellers, he invented the "Emphysema Slims Tennis Tournament."

When Miller Lite advertised its sponsorship of a Who concert for more than a year with the slogan "We're Having A Party," Blum printed T-shirts for "Killer Lite" with the slogan "We're Pushing A Drug."

Now his sights are set on an Aspen event, the Danny Sullivan Marlboro Celebrity Ski Challenge, being held today and Friday on Aspen Mountain.

Blum, a family physician in Houston, is urging local kids to "skip the challenge," and is calling the Philip Morris-sponsored event "Danny's Barfboro Cele-

brity Cigarette Sell-Out."

The target, Blum says, is the increasingly common association of alcohol and tobacco with sports events, a link he thinks instills in young minds an acceptance of drinking and smoking.

An Unhealthy Link

It does that, Blum said, by associating those things with healthy athletes who are admired and emulated by children.

"They take a big, brawny linebacker and defensive tackle and they say they drink Lite beer or link them with smoking, they take the opposite of what it does for you and make the link," Blum said. "They can't tell you about bronchitis and phlegm and yellow teeth and cancer and zoo-breath," Blum said.

"I think the kids get a gradual

association that cigarettes and sports go together," Blum said. "The Marlboro Ski Challenge is a cigarette promotion for young people, plain and simple."

Blum's interest was first spurred by his father, a doctor involved in the 1964 Surgeon General's report that linked smoking and cancer. While still

drinking and smoking as a result of such sponsorships is real. A DOC member in Jackson Hole, Wyo, Dr Brent Blue, surveyed third and fourth grade students at that resort and found they had begun to associate Marlboro as the favorite cigarette of their ski racing heroes.

"The Marlboro Ski Challenge is a cigarette promotion for young people, plain and simple."

— Dr Alan Blum

a student, Blum formed DOC — Doctors Ought to Care — which now has about 5,000 doctors contributing to his satirical guerrilla war against sporting event sponsorships by alcohol and tobacco manufacturers.

Not Considered Drugs

Blum said the acceptance of

Blum worries that the makers of beer and cigarettes have managed to separate themselves from other drugs, sidestepping criticism of sports sponsorships and ads Blum said are aimed at youth.

Blum points out that deaths from tobacco and alcohol are

"more than 100 times" that of all illegal drugs combined, but said elected officials and the business community have for the most part remained silent in the face of promotion to young people of beer and cigarettes.

Many people are saying "just say no to drugs," Blum said, but at the same time refusing to interfere with "just say yes to Marlboro on the ski slopes."

Banned In Canada

Sponsorship of sports events by brewers and tobacco sellers has been banned in Canada, and Blum said he's certain a similar law will eventually end the Marlboro Ski Challenge and all other such sponsorships in the United States.

"Eventually we will do what they did in Canada, we will say we can't have this association anymore," Blum said. "I know it will happen one day, but not without an awful, disgusting fight and with a lot of people selling out."

Philip Morris: 'shrill' doc is wrong about cig promotion

Alan Blum is a "harsh and shrill ... FAX machine zealot" who "doesn't like smoking and doesn't like smokers," according to a Philip Morris spokesman.

And his dislike is so strong that he's missed the point entirely, according to Steve Weiss, manager of media relations for the giant cigarette maker.

Does Philip Morris target youth through sports sponsorships as Blum charges? Weiss says no, and says there's no proof cigarette advertising induces anyone to smoke.

Weiss wonders if car ads makes non-drivers buy Fords, or if vegetarians crave flesh after a Beef Council commercial. He doesn't think so.

What Philip Morris advertising is for, Weiss said, is to guard old customers and stake out new customers from among the 55 million to 60 million adult Americans who do choose to smoke.

"We advertise, first, because the cigarette business is very competitive and we want to retain brand loyalty, and, two, because we want to attract adults who have chosen to smoke other manufacturer's brands," Weiss said.

He points to the declining

number of American smokers as proof that advertising is useful only when it comes to cutting up the pie, not in making it bigger.

Weiss also cites a statement by former Attorney General Everett Koop, who said in 1989 as he left office that "there is no scientifically rigorous study available to the public that provides a definite answer to the basic question of whether advertising and promotions increase the level of tobacco consumption."

Blum also ignores, Weiss said, the fact that sponsorships of events such as the Marlboro Ski Challenge is in many cases the only way athletes can compete in their sports, that Philip Morris is paying costs no one else is willing to pay.

And, Weiss said, it's not true that Philip Morris wants young people to become its customers. At least not while they're young.

"We don't want underage people smoking; smoking is an adult choice," Weiss said.

He noted that Philip Morris helps fund a program called "Helping Youth Decide" that aims to discourage smoking by youth.

Blum's idea that sponsorships equal smoking by young people is, Weiss said, "nonsense."

RECYCLE NOW!

Rip labels and cellophane windows from empty non-glossy envelopes for recycling with your ledger paper.

ASPEN'S ONLY EXCLUSIVE BUYERS' BROKER

We work for buyers, not sellers.

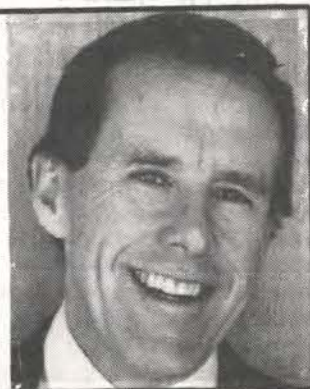
Know who works for whom.

buyers'
realty

evenings by appointment

923-6947

Michael Cooper



RETREAT FROM THE WORLD TO A DRAMATIC AERIE OVERLOOKING ASPEN

Imagine yourself in a quiet, relaxing retreat surrounded by commanding views of Ajax and Aspen, just a short stroll from The Aspen Club and the center of town.

This is a special home, flooded with light and full of warm, inviting spaces. Magnificent views are the focal point of the spacious and elegant living room. The kitchen, designed for those who like to cook, features white-washed ash floors, tile counters and top-of-the-line appliances. The tranquil master suite is a personal refuge with a private deck, separate dressing areas with walk-in closets, whirlpool tub, steam shower and an adjoining study overlooking a peaceful wooded grove.

Additional features include a media room, two guest suites with private baths, a two-car garage and an outdoor hot tub. Due for completion in December 1989, this 3100 sq ft, 4 bedroom/4 bath home is offered furnished for \$1,200,000.

Located just off McSkimming Road, this is the best kept secret in Aspen.



Barbara Adams
Broker/Associate

**SNOWMASS
REAL ESTATE
COMPANY**

P.O. Box 5000, Snowmass Village 81615 • (303) 923-2006



The Best "Little" Management Service in Aspen

We care about
your home and
commercial property.

Beck Management Services
920-2434