

GOING UP

Over the years skiing has grown bigger and better, as has the cost. In 1955, SKI Magazine sold for 35 cents at the newsstand, and a one-year subscription was \$2. This season the newsstand price is \$3.99 and a year's subscription is \$12.95 (but you get a free SKI T-shirt).

In the Fifties, Rossignol's new plastic-covered hickory skis with steel edges were a steal at \$79.50. Forty years later, Rossi's top-of-the-line skis are listed at \$719.

The first edge sharpener in the Sixties (the Sauson Ski Edge Sharpener, by Han Sim Ltd.) cost the ski elite \$3.95. By the Nineties, with better tuning technology, the sharpener evolved into the likes of the DMT Multi-Tuner, by Tognar, with a diamond stone and side- and base-edge filing and bevel control for smooth bur-less edges. Cost: \$34.95.

Even pre-season preparation has become more high-tech and more expensive. For practicing balance in 1955 the Bongo Board, which balances on a tube, was \$14. The Flex Wedge, a spring-loaded incline for stretching, sold for \$15 in 1976. The Skier's Edge, an arched step slide so you can carve at home, now sells for \$695.

The moral of the story: As technology advances, prices will continue to go up, but so will quality and variety of gear. —CASSI CLARK

THE PRICE COMPARISON

1950s

2000

SKI MAGAZINE (NEWSSTAND PRICE)

\$0.35

\$3.99

BLISTEX

\$0.39

\$1.59

LIFT TICKET AT KILLINGTON, VT.

\$10

\$41

LIFT TICKET AT SQUAW VALLEY, CALIF.

\$5

\$54

CARRERA GOGGLES

\$3.98

\$90

ROSSIGNOL SKIS

\$79.50

\$719

TYROLIA BINDINGS

\$5.95

\$230

NORDICA BOOTS

\$39.95

\$645