



# Barry Lawrence Ruderman Antique Maps Inc.

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## Sun Valley

**Stock#:** 103833  
**Map Maker:** Looart Press  
**Date:** 1968  
**Place:** Colorado Springs  
**Color:** Uncolored  
**Condition:** VG+  
**Size:** 21 x 30 inches  
**Price:** \$ 345.00



### Description:

Iconic 1960s ski poster for Sun Valley, Idaho, by famed poster art company Looart of Colorado Springs.

Established in 1936, Sun Valley is America's oldest ski resort. Upon discovering the location, its founder, Count Felix Schaffgotsch, was overwhelmed by the area and wired his employer, saying: *"This combines more delightful features than any place I have ever seen in Switzerland, Austria or the U.S. for a winter resort."*

### Detailed Condition: