

Journal Square, Milwaukee 1, Wisconsin

THE MILWAUKEE JOURNAL



FOR NEWSPAPERS

Telephone BR 1-6000, Teletype 414-273-4319

March, 1963

Dear Travel Editor:

Free color mats to picture the new Alaska State ferries now in operation are immediately available for your editorial use.

Color mats are released under the auspices of the State of Alaska Division of Marine Transportation.

Order all color mats from The Milwaukee Journal R O P Color Service, Journal Square, Milwaukee 1, Wisconsin. When ordering color mats, please furnish a layout made to your newspaper's printed page size. A tear page with the illustration pasted in place or color area marked off will serve as an adequate layout.

A black-and-white mat of the copy area will be provided should you choose to run the copy as is. As there is no black ink in the color register area, black-and-white copy can also be set locally to fit around the color area.

If there are any questions, do not hesitate to contact us.

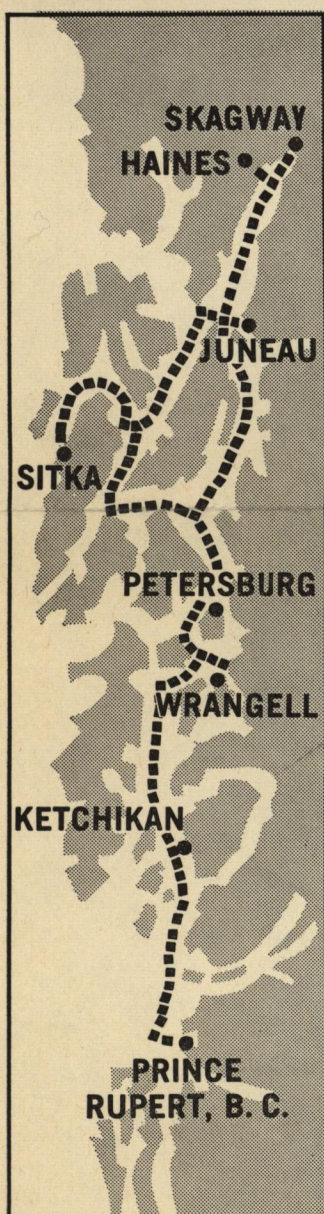
Sincerely,

A handwritten signature in cursive script that reads 'Clifford A. Wenthur'.

Clifford A. Wenthur
Manager
R O P COLOR SERVICE
The Milwaukee Journal

CAW:jm

Att: Mat No. 2-13



The Alaska State Ferries...newest way to reach the fabulous 49th state

The first of Alaska's large, modern ferries is now in service, sailing the 450 miles from Prince Rupert, British Columbia to Skagway, Alaska. The trim ship, proudly sporting the state's blue and gold colors, carries 500 passengers and 108 cars. It has a dining room, snack bar and cocktail lounge, all decorated with panels depicting Indian legends. Sleeping accommodations include staterooms and airplane-type reclining chairs.

The ferry winds through the calm, protected waters of the "Inside Passage," past towering mountains, fishing villages, fjords and glaciers. Passengers may stop off at any port en route: salmon-famous Ketchikan, scenic Wrangell and Petersburg, and the capital city of Juneau. From Haines a good highway leads to the state's interior. Many motorists will drive the Alaska Highway in one direction and take the ferry in the other, cutting 624 driving miles off their round trip.

The ferry voyage takes 30 hours one way, with 14 hours added when the ship stops at picturesque Sitka, the capital when Czarist Russia owned Alaska. By June three ferries are expected to be in service. They'll call at Sitka three times a week and the other cities six days a week, from both directions.

The northern terminal of the ferry system is the Gold Rush town of Skagway. But travelers who turn back here will only have seen a fourth of this large, diverse state. Those who continue north will find many other attractions. For instance, there's Mt.

McKinley National Park, where the highest mountain in North America soars majestically to 20,320 feet. In the park's spruce forests and glacial valleys, visitors can see mountain sheep, grizzly bear, caribou — and 112 kinds of birds!

Alaska's largest city is Anchorage. It has night clubs, TV stations and parking meters. Yet golf course rules remind players that moose and bear have the right of way at all times! Fairbanks, too, exhibits the contrasts so typical of Alaska. The town was born in the gold rush of 1902 and still retains its frontier atmosphere, while nurturing the modern University of Alaska, founded in 1922.

Eskimo country is, of course, unique. At Nome, Kotzebue and Barrow, visitors can watch Eskimo dances, and purchase delicate carvings made from walrus tusks. The friendly Eskimos will take tourists for a dog sled ride or a short boat trip in a walrus-hide umiak. It's not unusual to see a hunter arriving with the week's groceries — only instead of beans and bacon it's walrus, seal, whale and polar bear. Hotel accommodations are clean and comfortable, and the food is good.

Alaska is different from any other state in the union — because it's America's last frontier. It's rugged and untamed and indescribably beautiful. More and more vacationers are going up for a look.

For travel information, write Dept. ROP, Alaska Travel Division, Juneau, or contact your travel agent or automobile club.

FREE color mats are offered through the auspices of State of Alaska, Division of Marine Transportation, through The Milwaukee Journal ROP Color Service in cooperation with Bozell & Jacobs, Inc.

SUPER BISTA ROP COLOR MATS

ROP Color Service furnishes Lake Shore SUPER BISTA direct casting Hot Molded (NO SHRINK) mats consisting of a yellow, red and blue mat of the color area. As there is NO BLACK INK in the color register area, you set your black plate copy in the same manner as you would a black and white page. As this black plate copy overprints or prints around the color area, you can pre-cast, rout, nickel and makeready your color press plates well in advance of publication date. As an additional time-saver prior to casting, the color mats you receive will be pre-registered, pre-madeready and made to your newspaper's exact casting specifications.

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