

Preparation of the first All-Alaska directory in the history of the Territory was announced today by the General Telephone Directory Company, of Long Beach, California.

"The need for an All-Alaska Telephone Directory, officials emphasized, is based upon the use of the airplane for transportation. Residents of Alaska think of distances between cities in terms of air minutes rather than in miles. Even though Nome is 1,400 miles from Sitka, there is extensive use of long distance telephone service between the two communities. Therefore, the new All-Alaska Telephone Directory, along with improved telephone and Airplane service will do much to advance this vitally important territory."

In addition to covering more area than any single telephone directory in the world, it was pointed out, the Alaska directory will be unique as a new type of merchandising highway between Alaska and the United States.

Besides the regular sections devoted to the local Alaskan exchanges served, the directory will contain a special "Stateside" section composed of listings and advertising for firms in the United States who are doing business in the Territory.

It is expected that the new directory will be ready for distribution by February and listings will be closed on December 28th of this year.

The All-Alaska directory is being published under contract for the Alaska Telephone Corporation by the General Telephone Directory Company, which publishes telephone directories in twenty-seven states servicing more than 4,000 communities.

"Even before formal announcement of the plan to publish the Alaska Telephone Directory, "officials declared, "considerable interest has been shown in the project. Our offices have already received a number of inquiries from business firms throughout the country."