

Suggestions that Should Be Heeded

Eugene Foley, Assistant Secretary of Commerce, gave the Alaska 67 officials here strong suggestions that should be heeded by those who are responsible in the planning of the program for the Centennial next year. He was obviously aware of the successes, or lack of them, in the Worlds Fairs of the past. He was clear in his utterings that important basic cultures of the countries represented were never fully exploited for the benefit and enjoyment of the visiting public.

We of this newspaper fully concur with the ideas of Eugene Foley, having contended in the past that to out-of-state people, Alaska conjures in their imaginations as a land of the Eskimos and gold. Perhaps the two, by their very prominence in the thoughts of people outside the state, do not always do justice to other segments of the population and other resources. But, we cannot deny that the popular image has been firmly established. When people travel to Alaska, they expect to see both while seeing other peoples, scenic beauties of our state and our natural resources. The visitors who come to see the Eskimos and gold also get to see our other rich cultural heritages. They come to see the two prominent facets of Alaska that have fancied their imaginations and while doing so, they enrich themselves by seeing our other fascinating cultures and resources.

The Alaska 67 in Fairbanks and its counterparts in other parts of Alaska are the prime opportunities for Alaskans to show to the world that we do have a state that has within its borders some of the most unique conditions in the world. We have a state that has climates ranging from near temperate zones to the frigid zones all within a single state. This is a fascinating heritage all Alaskans should be particularly proud of. It has something to offer to the visitors from all countries of the world. Each climatic area has something a little different to offer to visitors they can enjoy.

If the Alaska 67 officials have not done so, because they are established popular attractions, perhaps a little more emphasis could be put into the native facets of the Centennial program and more zip and color to the romantic, golden past of the 49th State.