

Visitors Invited to State

Approximately 60,000 potential tourists were invited to visit Alaska as a result of the postcard campaign waged by the Association of Pacific Fisheries this year, it was announced recently.

Through advertisements in Alaska's daily and weekly newspapers and commercials on radio stations, the Association, spokesman for the canned salmon industry, offered a packet of six postcards to any resident who would be willing to send it to a relative or friend.

There were two versions—each illustrated with a carved totem pole at Saxman Indian Village near Ketchikan.

One bore the legend "Come Visit Us in Alaska" and was designed for out-of-state mailing by residents. The other, captioned "I'm Having a Great Time in Alaska" was designed for visitors to mail home.

In its announcement, the Association said that it hoped results of the campaign would be felt for many vacation seasons ahead.

"We in the salmon business are interested in doing anything we can to help the state prosper," the Association continued. "As the major industry in Alaska, a healthy economy is important to us as well as to others in the state."