

Alaska Travel Ads Slated In 14 Foreign Magazines

Senator Gruening was advised recently by the United States Travel Service that its spring advertisements featuring Alaska will appear in a total of 47 leading national magazines in England, France, Germany, Mexico, Australia and New Zealand, and in international magazines circulated throughout Latin America.

When the campaign is completed at the end of May, USTS ads will have run in publications with a total circulation of 17½ million customers.