

Alaska Visitors Assn., Agencies, Seek Historical Symbol

A special sign symbol committee has been established by several state governmental agencies and the Alaska Visitors Association. This group proposes to select a symbol to be used on directional and information signs throughout Alaska depicting historical, scenic and visitor points of interest.

The sign committee, identified as the "Trailblazers", has

established basic guidelines for a Statewide contest in which any Alaskan resident may submit their rendering of what they believe this symbol should consist of.

Bob Larsen, Committee Chairman and Alaska Visitors Association representative on the Committee, stated, "Our Alaskan historical, scenic and visitor points of interest signs need to be clearly identified by an appropriate Alaskan symbol.

"Our Committee members have met several times and have agreed upon basic guidelines for a contest. We will begin in approximately two weeks to distribute details concerning this contest and how Alaskan residents may go about entering their rendering."

Larsen continued, "We are pleased to announce that the prize for the winner of this contest will be a 'Grand Tour of Alaska' for two with all accommodations and transportation provided by various members of the Alaska visitor industry.

"The contest entry information will be distributed to Alaskan art and historical groups, educational institutions, chamber of commerce offices, and of course, they will be available from several state governmental offices, including the Division of Parks, Department of Highways, Division of Tourism, as well as the Alaska Visitors Association Inc. office in Anchorage."

Larsen went on to say "Simplicity in design and color are two of the committee's basic guidelines to be used in selecting the winning symbol. The design must fit appropriately onto a trapezoidal shaped sign.

"The sign will be used primarily on highways and we have several federal regulations to contend with wherever the sign is used on federally funded roads."

The deadline for the entries to be submitted will be December 15, 1974 and the committee

advises they plan to announce the winner and display the winning design by January 15, 1975.

Contestant entry materials will be available from the above mentioned offices on or before October 1st. Any individual that wishes additional information after that date should contact the Alaska Visitors Association office in Anchorage (P.O. Box 1479) or a member of the Committee.

Committee members include:

Bob Larsen, Committee Chairman, Anchorage Westward Hotel; Jack Spake, District Engineer, Department of Highways; Laurie Herman, Fairbanks Chamber of Commerce; Guy Russo, Director, Division of Tourism; Maurice Wilson, Department of Highways; George Hall, Past President, Alaska Historical Society; William Hanable, Alaska State Parks Division; and William Sachcheck, Director, Alaska State Parks Division.