

Anchorage Times Invests \$2 Million in Offset Conversion; Construction to Begin in May

Construction of a new building as part of a \$2 million expansion program by the Anchorage Daily Times will begin by May 1.

The program will bring conversion to full-color offset printing for the Times, Alaska's largest newspaper. The new building will

house four units of the newly designed Metro offset web press which is scheduled for delivery in October, said Robert B. Atwood, editor and publisher.

Construction will include a three-story wing east of the existing plant in downtown Anchorage, featuring blue marble, white concrete finish and bronze trim.

The new plan will give the paper 47,000 square feet total working space.

Forecasts indicate that the Times circulation, now at 32,000 will be 40,000 by the time the new press begins production.

With a 64-page capacity, the new press can print at least 60,000 papers an hour and can complete an entire run without stopping because it has such modern equipment as automatic paper roll changers.

If the new press were in operation today, the Times could print its 32,000 papers in 32 minutes!

The decision to undertake the \$2 million expansion and improvement program involved much travel and study by three members of the newspaper staff.

Atwood, Bernie Kosinski, executive editor, and Jack Ebenal, mechanical superintendent, visited many newspaper plants to study the photographic equipment and attended dozens of lectures on newspaper production problems.

The conversion to offset printing was not possible for the Anchorage Times to initiate until last October

when the Goss Company started production of the new Metro press.

The decision to switch to offset was a major one because of the money involved plus the knotty problems of establishing new systems to use the fascinating techniques of photographic reproduction.

In replacing its letterpress operation by October, the Anchorage Times is rushing to complete in one year what normally takes two years to accomplish.