



ALASKA LINE

*...an old friend
with a new look*

A lot of water has gone by our bows since the first Alaska Liner docked at her first Alaska port in 1895.

The gold rush... Alaska's first copper era... railroad construction... Mt. Katmai eruption... World War I... planting the Matanuska Colony... developing Alaska's famous fisheries... building Alaska defenses... World War II... modern highway construction... oil discovery and development... the timber industry... Statehood... the Good Friday Earthquake... reconstruction...

We are proud of the part we have played in Alaska's past and, thus far, in her future... in the development of Alaska's modern ocean shipping systems... spearheading containerization and mechanized cargo handling... stimulating the development of modern trainship transportation... bringing Alaska its first full vanship operation...

Indicative of the force and direction of our efforts, we've modernized our flag, sign and symbol and have given our signature a new forward thrust—all in Alaska gold and blue—to more completely relate to the Great Northern State. (The "A" and the field of the flag is gold, the rest is blue.)

This is our new look as we look north to a great future.

**ALASKA
STEAMSHIP
COMPANY**

