

**The Real McCoy—****Reinhardtius Hippoglossoides  
Shoved Out of Classification  
By Hippoglossus Stenolepsis**

JUNEAU — Gov. Walter J. Hickel's office had good news this week for Alaska's halibut fishing industry.

It came in the form of an announcement that the U. S. Food and Drug Administration has issued an order prohibiting the labeling of any fish as "halibut" other than true Atlantic halibut—"Hippoglossus Hippoglossus"—or Pacific halibut—"Hippoglossus Stenolepsis"—which is harvested in Alaska waters.

In a directive published in the Federal Register, Food and Drug Commissioner Herbert L. Ley, Jr., specifically objected to the labeling of "flounder" or "Northern Flounder" as "Greenland Halibut" in interstate commerce.

"The name 'Greenland Halibut' has been accepted in the scientific community as the name for food fish of the species Reinhardtius Hippoglossoides, which is a variety of the fish commonly known as flounder," Ley said.

"For this reason the Food and Drug Administration in the past has not objected to the use of the name 'Greenland Halibut' in the labeling of this species of fish.

"There is now, however, sufficient information available to the administration to show that the ordinary individual who prefers the true, and more expensive, halibut may purchase fish labeled as 'Greenland Halibut' under the impression that it is a kind of halibut, which is not the case."

Ley continued, "The Food and Drug Administration therefore concludes that the food fish...labeled as 'Greenland Halibut' or with any other name which includes the name 'halibut' is misbranded within the meaning...of the Federal Food and Drug and Cosmetic Act.

"The labeling of such fish

shall bear either the name 'flounder,' or, since the species is caught in circumpolar waters, the name 'Northern Flounder.'"

As Ley's announcement was made public, a statement hailing the federal decision was released by William S. Gilbert of Seattle, president of the Halibut Association of North America. Gilbert said efforts to halt the mislabeling of flounder had been a "long struggle which appears to have at last yielded significant results."

He added, "The Halibut Association, Deep Sea Fishermen's Union, and the Fishing Vessel Owners Association are certainly grateful for the extremely valuable assistance we have had from so many sources in preparing the evidence and making the presentation to the Food and Drug Administration."

Legislation on the state level to prohibit the misbranding of halibut was penned into law by the Governor during the last

session of the Alaska Legislature.

The measure, House Bill 623, was sponsored by Reps. Ernie Haugen, Petersburg; William K. Boardman, Ketchikan; Dick Borer, Cordova, and Pete Cessnun, Ketchikan.

Pete Shoup of Juneau, Alaska manager for the Association of Pacific Fisheries, also praised the food and drug decree this week, saying:

"This so-called Greenland Halibut is an inferior fish that has been misrepresented to the consumer as true North Pacific Halibut, which is a far superior product.

"With the importation of this misbranded product, one of the most stable North Pacific fisheries was almost jeopardized.

"We are very pleased to see the federal government follow the lead established by state leaders in Alaska, and also Oregon and Washington, to eliminate this misrepresentation."

**New Public Telephone at Pt.  
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(From POINT HOPE NEWS)

switches.

The new public telephone installed here in month of June is the pride of Point Hope people. Not only did it link Tigara with the outside world, but its major advantage is emergency calls to Kotzebue hospital and elsewhere.

Point Hope obtained this simple package telephone from Alaska Communication System and Air Force. It works by means of micro-short waves which eliminates the use of direct wiring.

The similar station was installed to nearby Cape Lisburne than linked to Fairbanks switchboard. There are three telephones with three-way selector

Many calls were made since the operation of the phone, for example, calls were made so far to Kotzebue, Nome, Barrow, Anchorage in Alaska, and to Seattle, Wash., Honolulu, Hawaii, Utah, and to many parts of the world.

The rates are reasonable and we welcome calls from all over the world.

Our grateful appreciation to Sen. Bartlett and to Dan Lisburne who have done much to achieve this modern means of communication for our village.

The City Council of Point Hope was placed authority over the new telephone. And with ACS maintenance just in case of any problems or malfunction.

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