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This man represents Alaska's most important source of revenue—canned salmon. He's getting ready to bring home the bacon.

He's counting on a good season. So are we. But even with all the modern biological data available, no one knows for sure. It's a gamble . . . a multi-million dollar gamble.

The Association of Pacific Fisheries has been trying for years to reduce this gamble.

We've had good success. Better methods of catching, canning, conservation, quality control—strong consumer promotions to insure a stable market for canned salmon—are but a few of our accomplishments.

The gamble may never be eliminated . . . but we'll keep trying. By working for the canned salmon industry, APF is working for Alaska . . . and you!

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