

ID Tags Tell Buyers

"Made In Alaska"

ANCHORAGE, AK. — The Alaska Division of Economic Enterprise's Native Arts and Crafts Identification Program began last year. Since then, use of the Silver Hand as a symbol of authentic Native Handicraft has exceeded the hopes of its coordinator.

"Our original order called for 76,000 tags, and the use of these tags by retail outlets and Native craftsmen has reached the 90,000 level," says Lynn Chambers, Coordinator of the program. "Naturally, we are very happy about the response and are projecting larger quantities for use during the 1974 tourist season."

In addition to producing the tags, the Division of Economic Enterprise seeks to have Silver Hand stickers placed on all Native craft, so that the tourist or other buyer will be assured a genuine, made in Alaska, piece of Native artwork. Too often, buyers are confused between

original handiwork and mass produced items. The Silver Hand is their assurance that the article purchased has been hand-crafted in Alaska, by Native artisans.

To supplement the tags and stickers, Silver Hand counter cards, brochures, and posters are distributed to participating dealers. "The program has been very widely accepted," says Chambers.

The counter cards let retailers announce to their customers that they have authentic products in their store. For the tourist and other buyers, the brochure explains what the label means, and tells what arts and crafts products are made in different parts of the state. Large posters produced by the Division advertise the Silver Hand in airports, hotels, tourist information centers, and other places tourists frequent.