

Bush Circulation

Tundra Times covers a huge area of Alaska and then wanders far afield to many other areas of the world. In this manner, we reach thousands of people who in turn pass around the newspaper for others to read. This is especially true in the outlying settlements in our state. As a result, our readership increases tenfold and more in the Bush. This is the situation that exists and we know it to be a fact.

In view of this, we would like to point out to the business communities of Fairbanks, Anchorage and elsewhere, that there has not been enough advertising aimed toward the villagers in the outlying areas. Contrary to the beliefs of many, one is often amazed at the amount of money circulating in villages. Many of the men work during summer construction seasons and take the money earned back home. This money lasts well through the winter months because the men supplement it by hunting for the rest of the year. The hunters usually get additional cash from furs, seals and other animals.

Cities like Fairbanks and Anchorage are the centers that have merchandise which is not available in villages. The outlying settlements are material hungry for new things and would spend money for them. If more advertising was aimed toward the Bush, this could funnel more revenue into the hub centers therefore improving the economy and it would be a further fulfillment of supply and demand. It would enrich the villages as well in comfort and well-being. In turn, the people in the outlying communities should heed our advertisers who are doing business to benefit Tundra Times and themselves, as well as benefit the people out there. This is one way to work together for mutual gains.

The Tundra Times will become a weekly in the near future and will reach twice as many people thereafter. With the doubling of our readership everywhere, advertising with this newspaper should become more rewarding to all concerned.

Vista Volunteer—A youngster sent out to teach Indians how to live but ends up learning how to live the Indian way of life.

Newest fad is the banana and coconut diet. It doesn't help you lose weight, but after two weeks you can climb any tree in America.