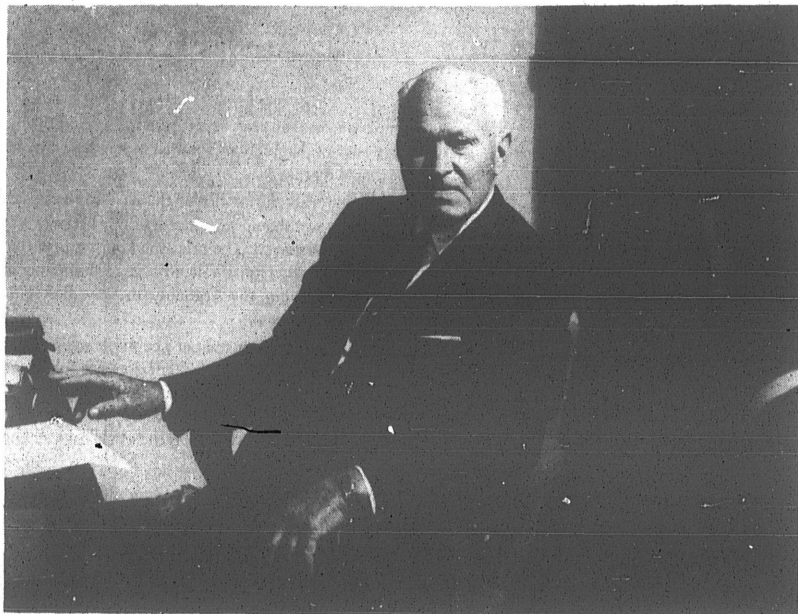


At ADLER'S BOOK SHOP
Fairbanks, Alaska



"MR. GRAHAM, WHY ARE THE CANNED SALMON INDUSTRY AND ITS ASSOCIATION IMPORTANT TO ALASKA?"

Their first and foremost concern was for a quality control program which would establish an irreputable image for their product and for Alaska. This is still the Association's most important job—but not

"Why is the Association important to Alaska? I would say that if it hadn't been for the Association, the demand for Alaska canned salmon would be so small that the importance of the industry would be negligible. But through their constant efforts, salmon continues to be Alaska's most important product!"

Association of Pacific Fisheries

—Serving Alaska Since 1939—