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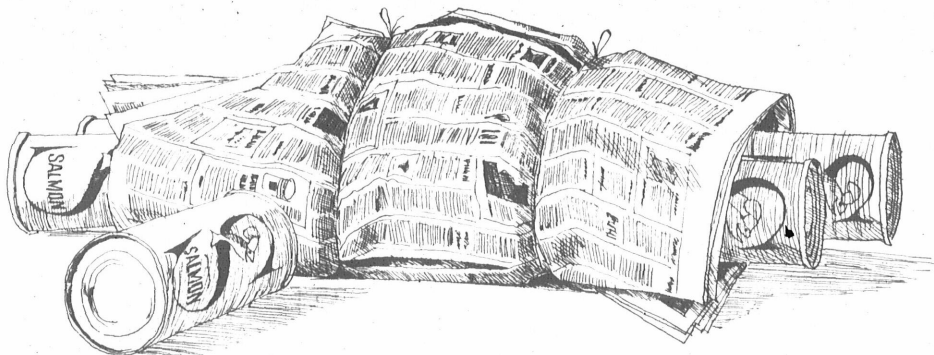
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**Who ever heard of putting
canned salmon in a newspaper?**

(528 million readers!)

Canned salmon is found in more and more newspapers and magazines every year—thanks to the efforts of the Canned Salmon Institute, the promotion arm of the Association of Pacific Fisheries!

Last year, under the Institute's direction, a record number of food pages across the nation urged housewives and commercial users to buy and serve this nutritional food from Alaska. More than 8,656 publicity

stories appeared for a total of 81,236 inches of space. Publications featuring tempting canned salmon dishes reached a total circulation of 528 million!

It's this kind of promotional effort that is helping to assure the success of the salmon industry and the stability of Alaska's economy.

By putting canned salmon in newspapers, the Association is working for Alaska... and for you!

Association of Pacific Fisheries