

# ***Marketing of Native Hand-crafted Items***

**JUNEAU** — A program to aid in the marketing of Alaska native hand-crafted artifacts is being launched jointly by the state of Alaska and the federal government, Governor William A. Egan announced.

The effort is aimed at helping establish the authenticity of Alaskan handiwork as a basis for commanding higher prices than inexpensive copies which are imported from other states and nations.

The program is funded in part by the U.S. Department of Commerce and is being administered through the Alaska Department of Economic Development.

Cornerstone of the effort is establishment of a symbol — a drawing of a hand on a metallic silver background — which will be affixed to all genuine hand-crafted Alaska Native items by the artisan himself or by the retailers selling the articles.

Items which are merely "finished" by Alaskans do not qualify, nor do items produced within the state by non-natives.

Lynn Chambers, coordinator for the program in the Economic Development Department, said a public educational program is planned to introduce the seal.

She said the effort sprang in part from a study conducted last year which showed that a strong identification program for Alaskan native arts and crafts would eventually become self-supporting, due to the higher prices which genuine Alaskan-made items would command.

"These items are a major source of income, in some cases virtually the only source, for many of Alaska's native people," she said.

Egan said that "joint co-operation by the artist and the dealer is essential if the program is to be effective. The buyer must be assured as to the authenticity of Alaskan native handicraft articles for it to succeed."