

ALASKA'S SALMON INDUSTRY MOVES INTO THE BIG FIGHT

Packers, with higher operating and selling costs, double advertising in States to maintain Canned Salmon sales and protect Territory's prosperity

QUESTION: *What is behind the slowing down in packers' sales of Canned Salmon since last summer?*

ANSWER: A year ago, wholesalers in the States foresaw higher prices on Alaska's Canned Salmon and other food products, due to higher wages and production costs. They bought heavily for future needs. The 1937 pack came into a market already well supplied with Canned Salmon. *Result:* the Industry has not been able to sell the normal volume from this last summer's pack.

QUESTION: *What does this mean to the Salmon Industry and to Alaska?*

ANSWER: Unless sales are greatly increased, the Industry faces the possibility of entering a new pack season with heavy supplies on hand, and a consequently depressed market. Packers may have difficulty in moving their output at reasonable prices . . . and the Industry's capacity to share in supporting the Territory may be restricted.

QUESTION: *What are the salmon packers doing about it?*

ANSWER: They have *doubled* their war chest for the battle to increase the use of Canned Salmon among U. S. families. The Industry's national advertising, which has been boosting sales steadily for two years, is being *doubled* in 1938. It will be the largest campaign in the Industry's history. With over 143,000,000 salmon selling messages in Sunday newspaper supplements and leading magazines, plus additional daily newspaper, outdoor and radio advertising.

Thus a far greater number of American housewives than ever before reached by salmon advertising will be sold on serving Canned Salmon more often. For only by stepping up Canned Salmon consumption in this way can the log jam of unsold stocks be broken—and the way be paved for further protecting the future of the Salmon Industry and its friends here in Alaska.

Canned Salmon Industry

FLY WITH PACIFIC ALASKA AIRWAYS INC.

WINTER SCHEDULE
Nome to Fairbanks—Every Mon. & Thurs.

(Thursday Electra connecting with Juneau Schedule)
Radio-Equipped Lockheed Electras
SEATTLE NOW WITHIN FIVE DAYS TRAVELING TIME OF NOME

PIONEER WATER CO.

BEST WATER. BEST SERVICE IN NOME

A. POLSON, Mgr.
—PHONE BLACK 44—

Do Not Be Handicapped In Your Mining By Lack of Machinery

CATERPILLAR Is The Right Machine And Can Be Purchased on Terms

FOR PARTICULARS—SEE

NOME MOTOR CO.

Agents For—Caterpillar Diesel Tractors, Power Units, Bucyrus-Erie Draglines, Pumps, Generators, Air Compressors, Bulldozers and Winches

Northern Light & Power Co.
AND
Alaska Telephone & Telegraph Co.
Second Avenue and Lane's Way
LIGHT, POWER AND ELECTRICAL SUPPLIES
LOCAL AND LONG DISTANCE TELEPHONE SERVICE

Situation Summed Up After Seven Months War

SHANGHAI, Feb. 7, (AP)—Here's the Chinese and Japanese war picture after seven months hostilities, summoned up by the Associated Press Special correspondent at the war front:

Chinese and Japanese forces are locked along the Hwai River north of Nanking in a battle which may decide the fate of vast areas of China's richest territory and the control of her major railway lines, since the war began on July 7, 1937.

Japanese forces from the North swept southward along the Tientsin-Pukow Railway approximately three hundred and fifty miles, then spread out from the sides of the railway parallel with the Peiping-Hankow line.

The Japanese now dominate all or most of Shantung, Shansi and Hopeh Provinces, and most of Peiping. They have captured the key cities of Chahar and Suiyuan Provinces.

Japanese forces marching north west from Shanghai, have covered approximately 320 miles, leaving 182 to 200 miles between northern and Shanghai armies as a battle-ground along the Lunghai Railway, China's main East-West transportation line.

The Japanese invaders also gained control of the capital of Nanking and her greatest city, Shanghai; also the important cities of Peiping, Tientsin, Tsingtao, Hangchow, and hold the lower Yangtze Valley, most of Yellow River, and the Grand Canal of China.

Most observers are agreed that the dead and wounded total more than one million, and that war damage runs into untold millions.

Queen Contest Begins in Nome Tuesday Feb. 8

With the opening of business tomorrow, Tuesday, Feb. 8, the annual Queen of the Trail contest will begin under the auspices of the Nome Kennel Club. Already six candidates are listed and will seek your support. The one chosen to represent our city at the Fairbanks Ice Carnival depends upon you. Here is how the contest will work.

For each dollar cash you spend for merchandise or pay on account, you will receive FREE CONTEST VOTES. These votes may be cast by you for the candidate of your choice, at the various business houses where ballot boxes are located.

Tabulation of these votes will be made each day prior to the printing of the Nome Nugget, which will publish the official count handed in by the committee.

Below are listed the names of the candidate, and firms where votes may be secured:

- Candidates**
Lorene Hagen
Betty Calkins
Alice Martin
Margaret Scott
Geraldine Rude
Eileen Stangroom

Contest Votes are Being Given by the Following Firms and Stores:

- A. Polet, Main Stores
Polet's Branch Store
North Pole Bakery
Yenney Water Delivery
Front Street Laundry
Nevada Grill
Nevada Bar

- Nevada Liquor Store
Bon Marche Store
Bon Marche Liquor Store
Nome Barber Shop
The Nome Nugget
Mirrow Air Service
Lichtenberg Hardware Store
Pioneer Sheet Metal Works
Jack Seidenvrg Store
Nome Drug Store
Cavey Cafe and Bakery
Cavey Liquor Store
The Dream Theatre
Phyllis' Beauty Shoppe
Nome Motor Company
The Nome Hotel
Nome Liquor Store
Mayfair Tavern
Arctic Beer Parlor
Walsh's Dairy
Cliff Allyn Water Delivery
The Potter Studio
B. J. McConaghy
White's Restaurant
Pacific Alaska Airways
Other to be announced later.

Britain Demands Stop Attack On Neutral Vessels

LONDON, Feb. 2, (AP)—The British government drafted a note to insurgent Spain demanding the cessation of attacks on neutral shipping, and full compensation for the freighter Alcira, sunk by aerial bombs off the coast of Barcelona. General Franco also warned that the British anti-piracy patrol has been ordered to sink on sight any submarine seen in the shipping lanes.

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Colder Weather Lessens Danger Polar Ice Camp

MOSCOW, Feb. 6, (AP)—Colder weather minimized the danger to the Soviet Polar Party on the Arctic ice cap. The breakup of floes being thereby halted, the party is able to continue scientific observations for the approach of rescue ships, which are now 250 miles southeast of the floe and 100 miles East of Greenland.

Subscribe for the Nugget

FOODS, FACTS and FOIBLES



SALMON OIL IS A RICH SOURCE OF VITAMIN D. THERE IS A LARGER TOTAL QUANTITY OF THE SUNSHINE VITAMIN CONSUMED IN THE FORM OF CANNED SALMON THAN IN ANY OTHER FOOD—INCLUDING ALL EDIBLE OILS



BRING IT ALL—EGGS TO APPLES
ANYHOW I WON'T BE CAUGHT NAPPING!

THE ROMAN EQUIVALENT TO OUR "FROM SOUP TO NUTS" WAS "FROM EGGS TO APPLES"
THE SALMON IS ONE OF THE FEW VARIETIES OF FISH THAT NEVER SLEEP

MEN OPERATING SALMON TENDERS IN ALASKA COMMUNICATE WITH THE CANNERY BY MEANS OF RADIO PHONES. HENCE, THE CANNERY AVOIDS AN OVER CAPACITY OF FISH

FAMOUS GOURMETS OF HISTORY

RABELAIS WAS AN ADVOCATE OF GOOD BREAKFAST FOR EFFICIENCY. HE SAID, "BREAKFAST MAKES GOOD MEMORY."

WHO WILL BE THE QUEEN OF NOME ?



VOTES GIVEN AWAY FREE AT STORES

Queen of Nome to be Presented with Wardrobe And Trip to Fairbanks to Compete in "Miss Alaska" Contest. Selection Miss Nome Take Place at Carnival, March 5th

START YOUR FAVORITES

NOME'S DAUGHTER WAS —MISS ALASKA IN 1937— WHY NOT IN 1938 ?

WATCH FOR ANNOUNCEMENTS

SPONSORED BY THE NOME KENNEL CLUB