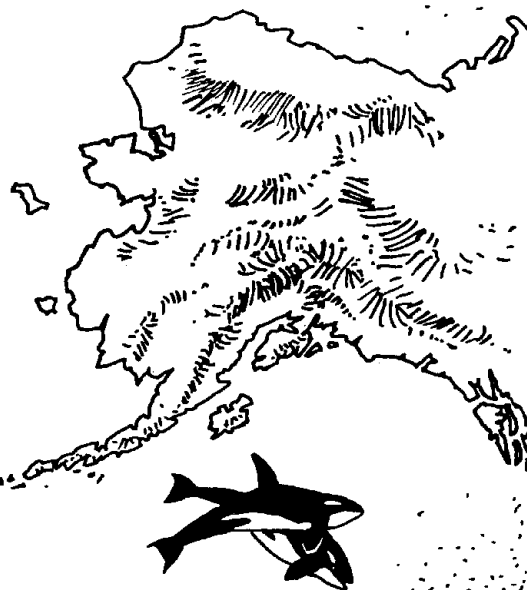
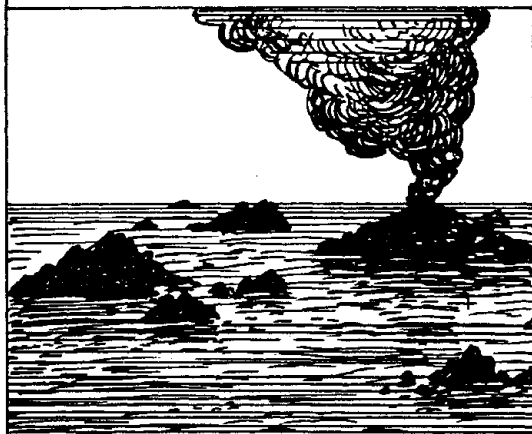


Episode I Aleut lives are shattered in:

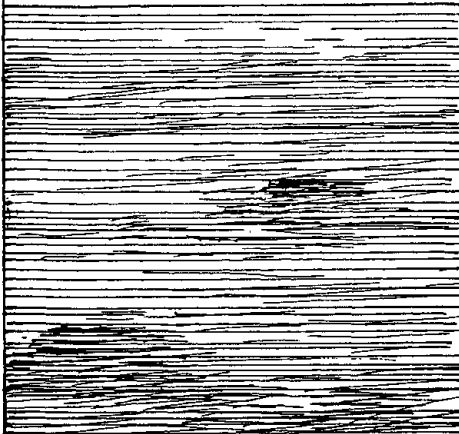
PILLAGERS OF THE NORTH



THE ALEUTIAN ISLANDS RISE
FROM THE WILD NORTH
PACIFIC LIKE BARREN CRAGS..



FOG SHROUDS THE ISLANDS
YEAR-ROUND, AND CRUEL
WINDS LASH THE SHORE.

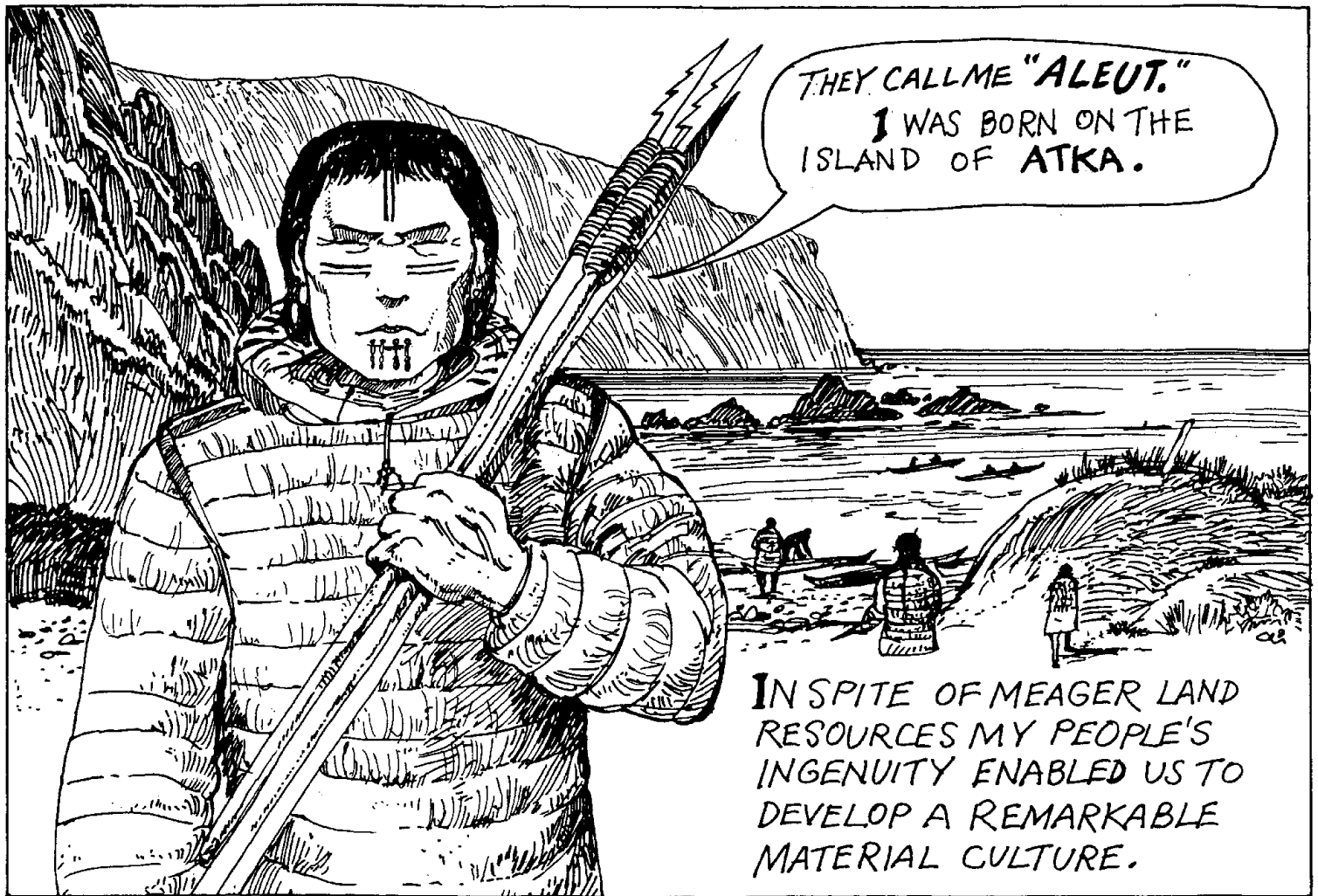


THE LAND IS WITHOUT TREES
AND PROVIDES FEW RESOURCES
TO SUPPORT HUMAN LIFE.



THIS IS MY HOME . I AM AN ALEUT.





THEY CALL ME "ALEUT."
I WAS BORN ON THE
ISLAND OF ATKA.

IN SPITE OF MEAGER LAND
RESOURCES MY PEOPLE'S
INGENUITY ENABLED US TO
DEVELOP A REMARKABLE
MATERIAL CULTURE.



"USING DRIFTWOOD, WHALE BONE,
ROCKS, AND SOD, WE BUILT LARGE,
UNDERGROUND HOUSES CALLED
BARABARAS."

OUR BARABARA WAS 20 X 30 FEET
AND WAS A COZY HOME FOR ME,
MY MOTHER, FATHER, LITTLE SISTER,
AND GRANDPARENTS.



THE BARABARAS WERE PERFECTLY
DESIGNED FOR LIVING IN A COLD,
WINDY ENVIRONMENT.



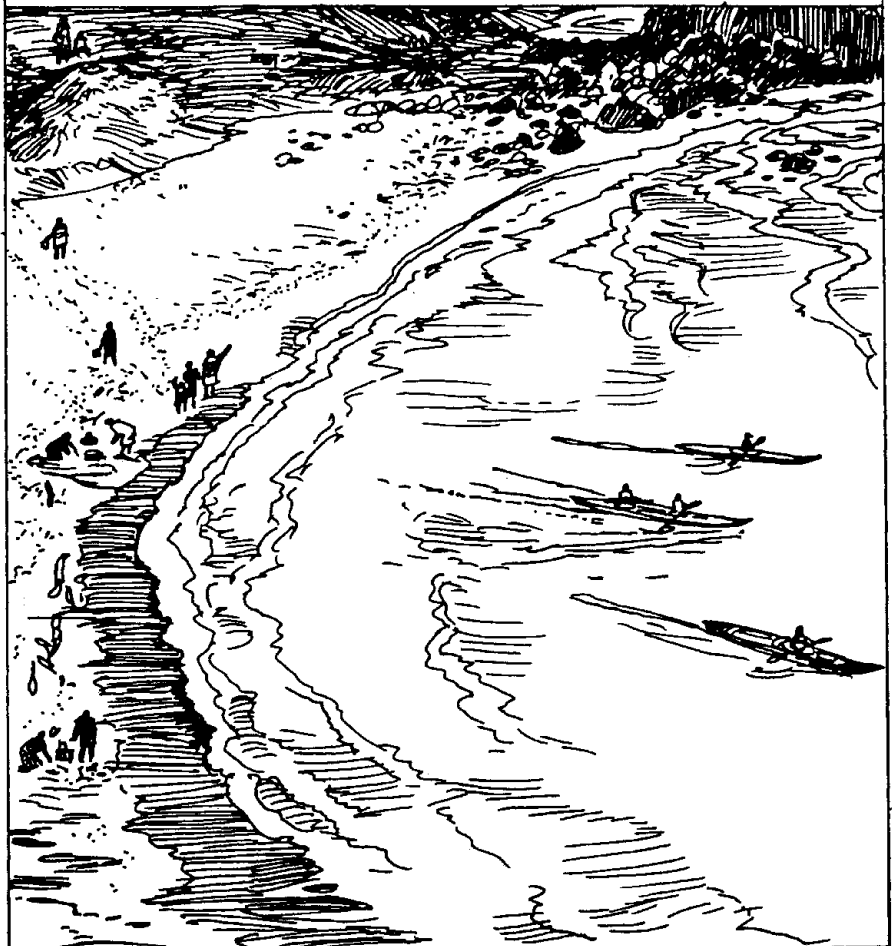
WE USED WHAT WE HAD VERY EFFICIENTLY, WASTING NOTHING. CLOTHING WAS SEWN FROM SEAL, SEA OTTER, AND EVEN BIRD SKINS. SINEWS FOR THREAD, BONE FOR NEEDLES.



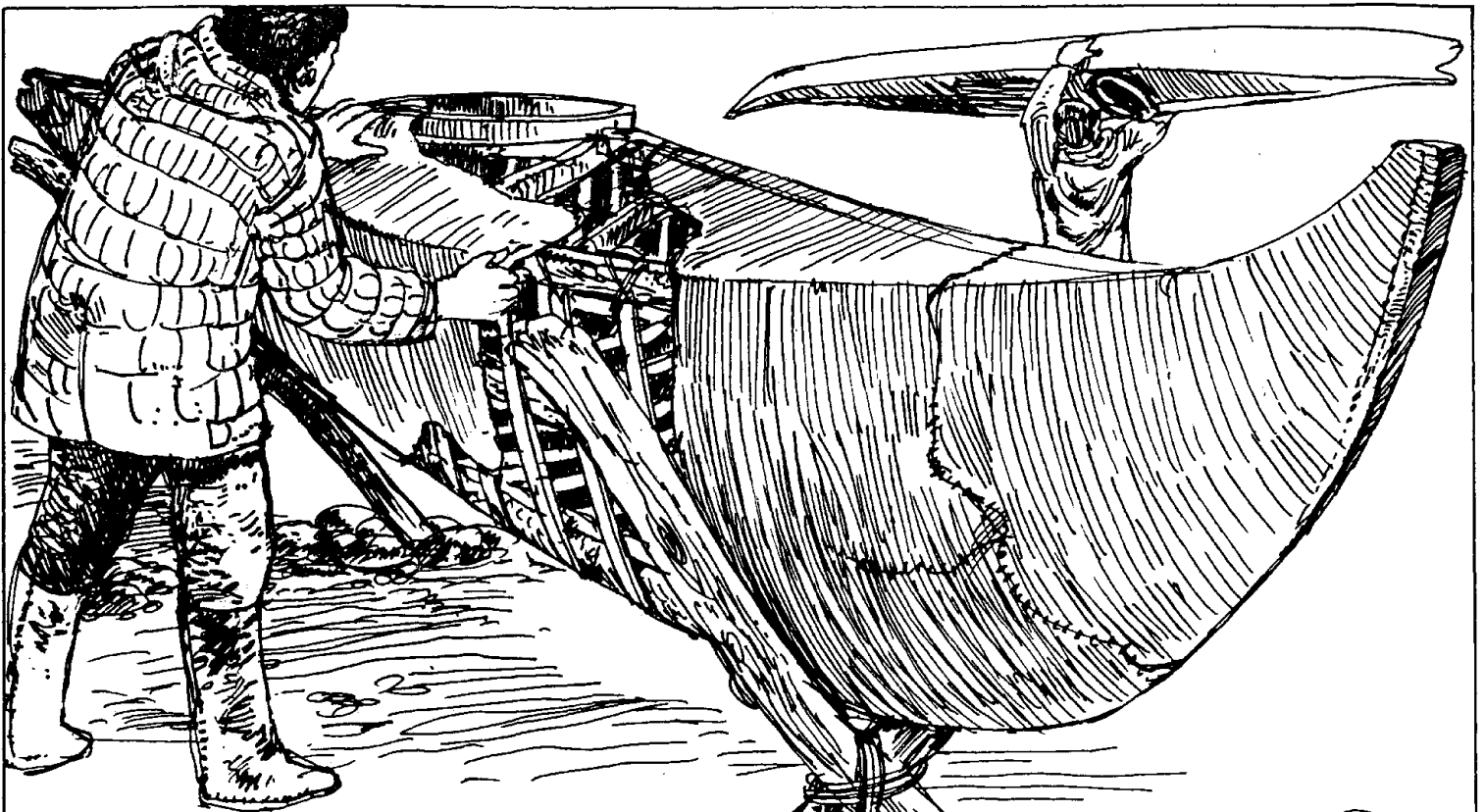
FOR FOOD WE RELIED ON THE BOUNTY OF NATURE. WE HUNTED BIRDS AND COLLECTED EGGS FROM NESTS BUILT HIGH ALONG STEEP CLIFFS.



WE HARVESTED SEA URCHINS, MUSSELS, AND CLAMS ALONG THE SHORE.



BUT THE OPEN OCEAN IS WHERE WE REALLY BELONGED, FOR WE WERE UNSURPASSED SEAFARERS



SINCE NATURE HAD FAILED TO PROVIDE TREES FOR BOAT-BUILDING, WE LEARNED TO MAKE A SPECIAL KIND OF BOAT - A SLEEK KAYAK THAT HAS BECOME KNOWN TO HISTORY AS THE "BAIDARKA." MADE OF DRIFTWOOD LASHED TOGETHER WITH THONGS AND COVERED WITH SEA-LION OR SEAL SKINS, THE BAIDARKA WAS 15 TO 20 FEET LONG AND WAS SO LIGHT IT COULD BE CARRIED BY A CHILD. THE BAIDARKA WAS PERFECTLY DESIGNED FOR OUR ENVIRONMENT.

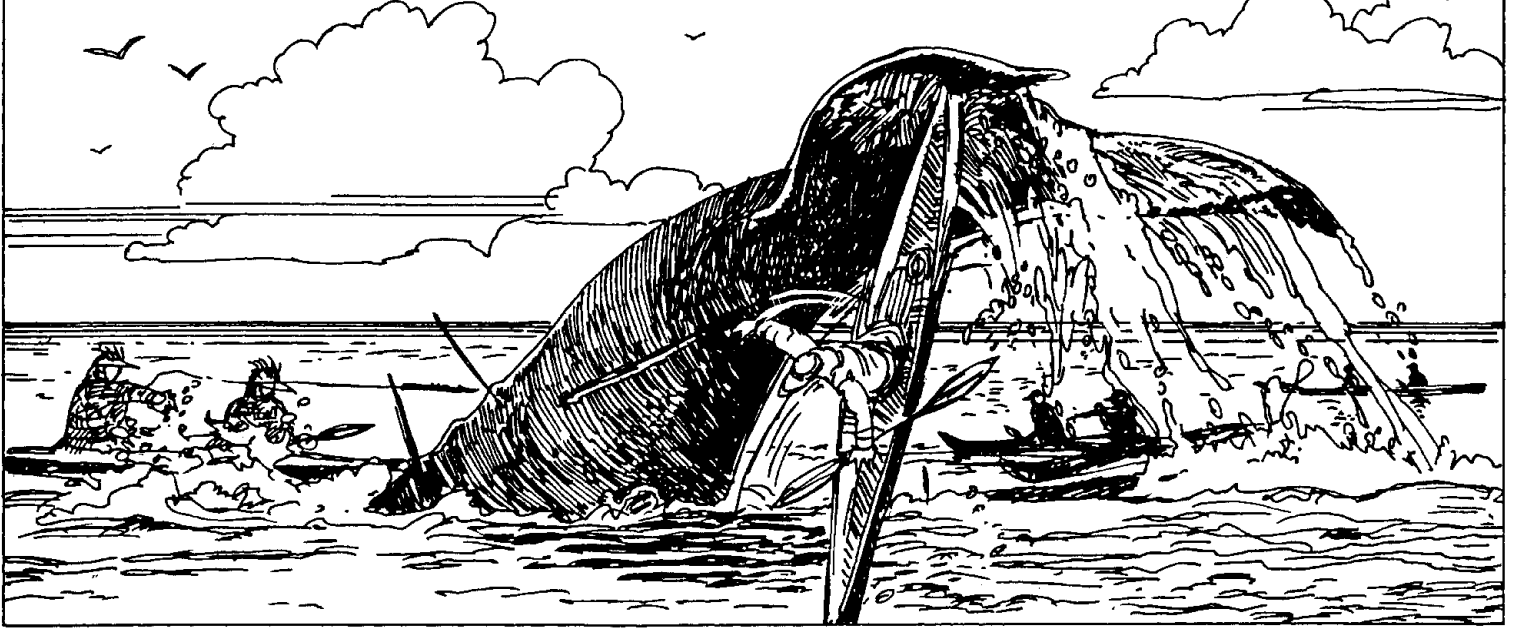
THEY WERE SO SWIFT THAT EVEN BIRDS COULD NOT OUTFRAN THEM,



SO MANEUVERABLE THAT EVEN THE EVASIVE SEA OTTER COULD NOT ESCAPE.



IN OUR BAIKARKAS WE RANGED HUNDREDS OF MILES FROM OUR VILLAGE TO KILL SEA OTTERS, SEA LIONS, AND EVEN **WHALES**, TO SUPPLY OUR VILLAGE WITH FOOD.



EVEN AS A BOY I WAS A RELENTLESS HUNTER. BEFORE I WAS 15 I HAD KILLED 10 WHALES. "ONE DAY WHILE WE WERE HUNTING WE SAW A SHIP FAR OFF. AT FIRST WE BELIEVED IT WAS A GIANT WHALE FESTOONED WITH HARPOONS, AND CURIOSITY DROVE US TO EXAMINE IT MORE CLOSELY."



"AS WE DREW CLOSER WE SAW THAT IT WAS NOT A WHALE BUT A STRANGE MONSTER, NEVER SEEN BEFORE. THE PEOPLE WERE WILD-LOOKING AND WORE STRANGE CLOTHES. WHEN WE SAW THAT THEY TOOK FIRE INTO THEIR MOUTH AND BLEW OUT SMOKE—WE KNEW NOTHING OF TOBACCO—WE WERE SURE THEY WERE DEVILS".



THESE STRANGE PEOPLE BECKONED FOR US TO CLIMB UP TO THEM. I WAS AFRAID BUT MY CURIOSITY WAS STRONGER THAN MY FEAR.





I WAS MADE WELCOME BY A
CUP OF WHAT I KNOW
NOW WAS BRANDY



IT BURNED
MY MOUTH.

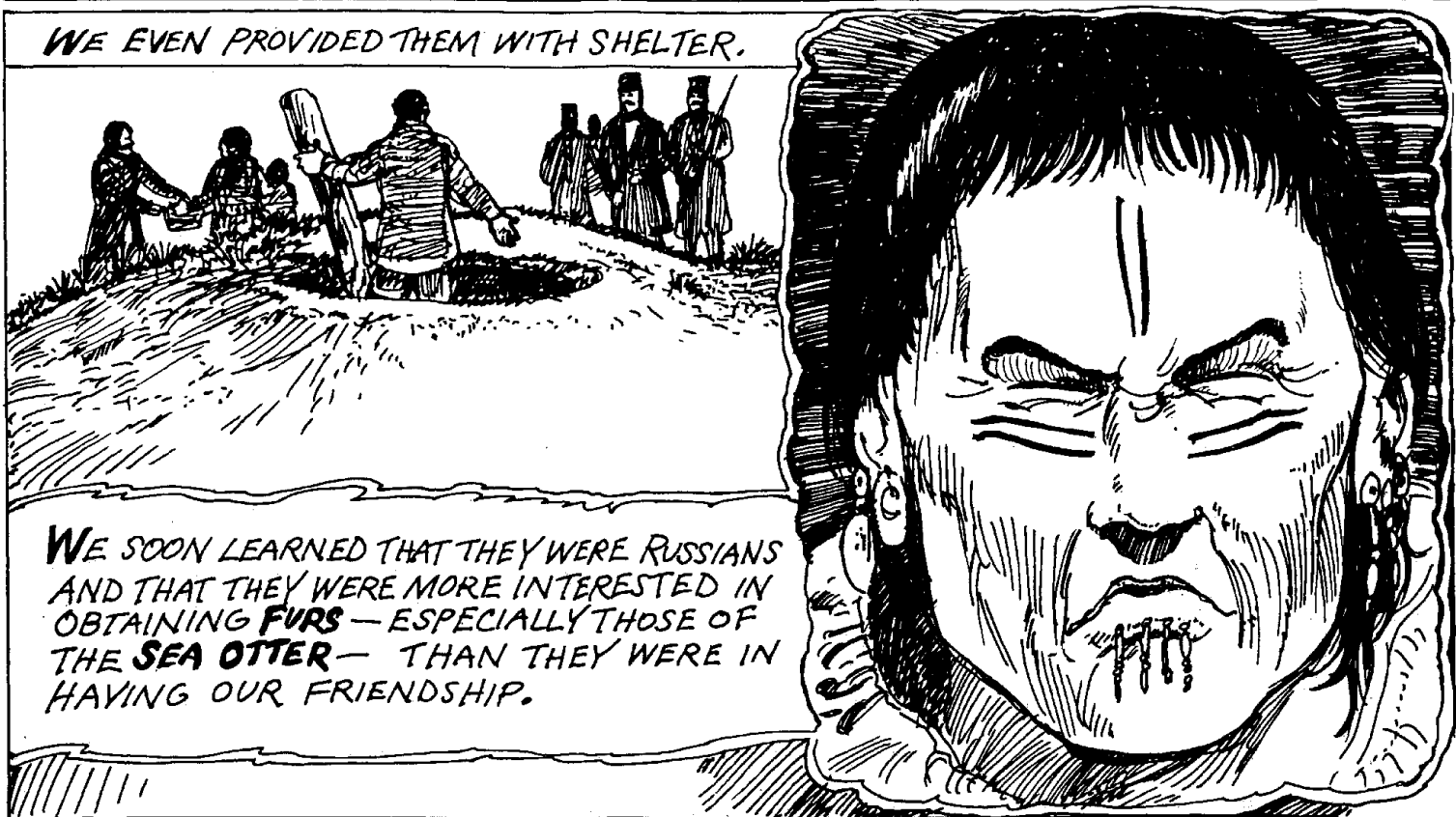
THE STRANGE-LOOKING DEVILS LOWERED BOATS AND ROWED ASHORE TO OUR VILLAGE.
WE MADE THEM WELCOME WITH GIFTS OF CRANBERRIES IN CANDLEFISH OIL, BUNDLES
OF DRIED SALMON, AND WHALE MEAT.



WE EVEN PROVIDED THEM WITH SHELTER.



WE SOON LEARNED THAT THEY WERE RUSSIANS
AND THAT THEY WERE MORE INTERESTED IN
OBTAINING **FURS** — ESPECIALLY THOSE OF
THE **SEA OTTER** — THAN THEY WERE IN
HAVING OUR FRIENDSHIP.



THEY WANTED FURS. AT FIRST THEY COAXED US WITH OFFERINGS OF NAILS AND OTHER BITS OF METAL. THEY EVEN OFFERED KNIVES.

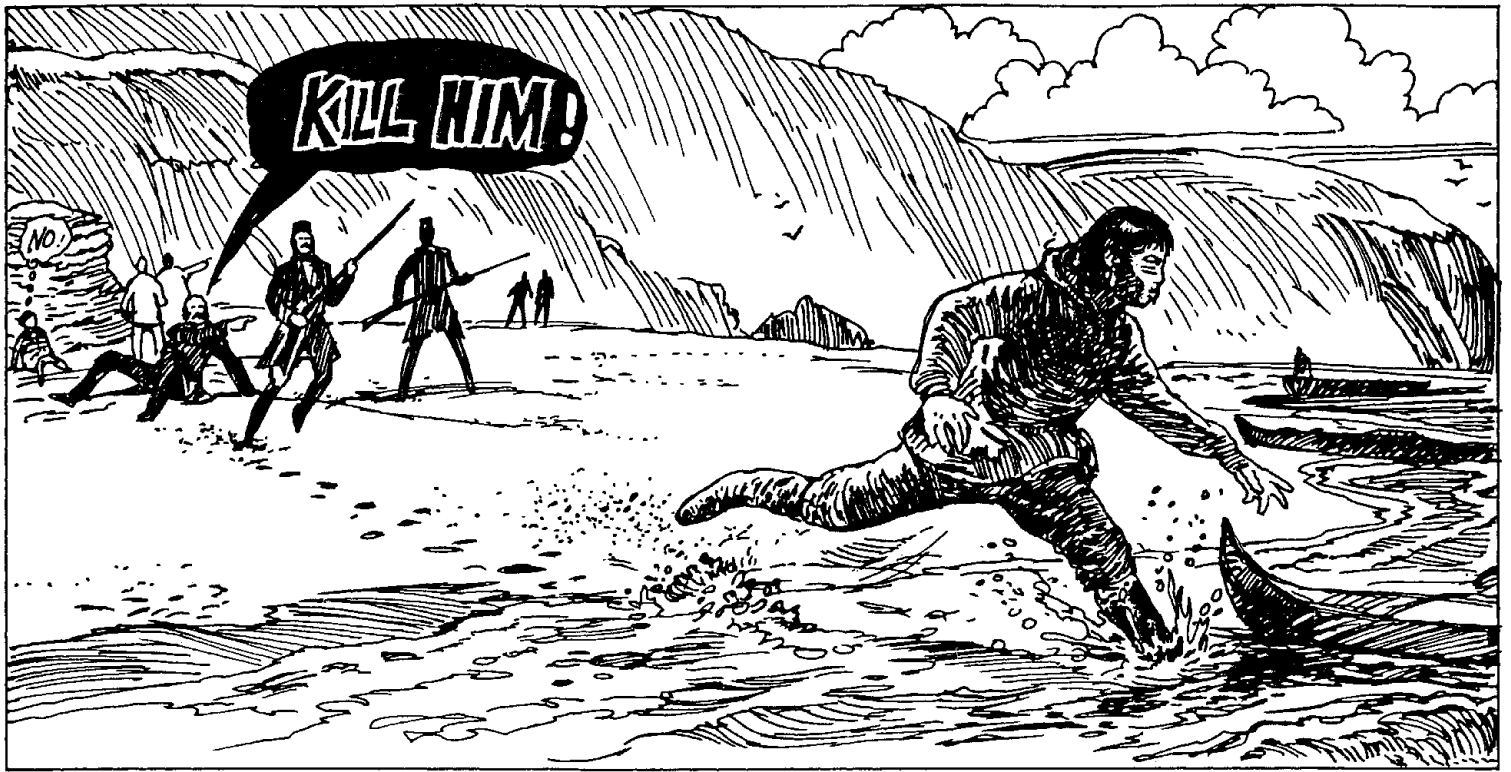


FINALLY, WHEN WE WOULD NOT TRADE FURS, THEY GREW **ANGRY!**



MEN, INCLUDING MY FATHER AND I, WERE FORCED AT GUNPOINT TO HUNT FURS. WIVES, MOTHERS, AND SISTERS WERE HELD AS HOSTAGE TO INSURE OUR RETURN. WE HAD BECOME **SLAVES IN OUR OWN LAND!**





Pillagers of the North

No one knows for certain when or how the first humans came to North America. Our best guess is that between 10,000 and 30,000 years ago the ancestors of Alaska's Eskimos and Aleuts followed herds of bison, caribou, and woolly mammoth eastward across the land bridge that connected Asia and North America. Over hundreds of years, they trickled slowly into the area that is now called Alaska.

By the time Russian explorers discovered Alaska in the eighteenth century, about 80,000 natives lived in Alaska. Alaska's native people shared a number of characteristics, yet each developed unique ways of life based largely on the natural resources available to them.

All Alaska natives were hunters but the animals they hunted varied among groups and regions. The Aleuts of the Aleutian Islands, for example, hunted whales, otters, sea lions, and porpoises. The Athabaskan Indians of Alaska's interior, on the other hand, killed caribou, moose, and rabbits for their food.

All native groups used boats as their main mode of transportation and built them out of materials at hand. The Tlingits made sturdy dugout canoes by hollowing out the huge cedar trees that grew in the coastal areas of Southeast Alaska. The Aleuts, who lived on treeless, windswept islands, built sleek boats called "baidarkas" out of driftwood covered with the skins of seals and sea lions. Athabaskans traveled the lakes and rivers of the interior in canoes covered with birch bark.

Nothing, however, illustrates how various native groups adapted their lifestyles to local resources better than the construction of dwellings. The Southeastern natives used their giant fir trees to build large rectangular houses of wooden planks. The Aleuts lived in houses dug into the earth and covered with sod. Inland Inupiat Eskimos, who lived above the Arctic Circle, made dwellings from bones and antlers covered with animal skins.

All the native groups used **capital resources** to make their hunting, fishing, and other activities easier and more productive. **Capital resources** are man-made

things that enhance production. Tools, spears, and cooking utensils are examples of capital resources that were used by Alaska natives. Machines, trucks, and computers are modern examples of capital resources.

The Aleut baidarkas and the Tlingit dugout canoes were capital resources that enabled native hunters and fishermen to be more productive. Eskimo seal hunters used wooden scrapers, or “paws,” to scratch noises on the ice, luring seals to air holes where they could be speared. Athabaskans herded caribou into corrals made of spruce logs, where they could be killed easily with spears or bows and arrows. These capital resources took time to produce but were worth it because they produced extra food, better dwellings, and warmer clothing.

In addition to **natural resources** and **capital**, the natives of Alaska used skilled **labor** to produce the things they used. Tlingit wood carvers produced elaborate totem poles to commemorate events such as births, deaths, and marriages. The Yupik Eskimos of Alaska’s southwest coast fashioned stunning wooden masks that were worn by dancers at various celebrations. Inupiat Eskimos were skilled at making everything from bone tools to carefully-fitted clothing of fur and animal skins. These and other complex skills such as hunting, fishing, and boat-building were developed over thousands of years and taught by each generation to the next.

Alaska’s native people combined **natural resources**, **labor**, and **capital** to produce the things that helped them thrive. Their lives were changed dramatically, however, when Russian explorers and hunters came to Alaska in the mid-eighteenth century.

EPISODE II : THE ALEUT MEETS BARANOV IN

LORD ^{OF} ALASKA



I PADDED EASTWARD AND ARRIVED AT THE ISLAND OF UNALASKA, COLD AND EXHAUSTED.



I AWOKE IN A BARABARA . I WAS
SAFE OR SO I THOUGHT ?



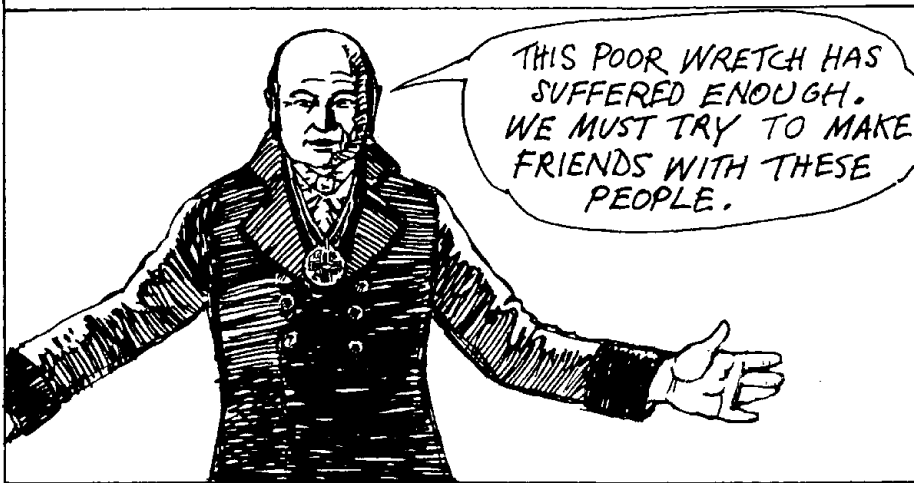
I HAD LANDED RIGHT IN THE MIDDLE OF A GROUP OF RUSSIANS.



THEY WANTED TO KILL ME. THEY KNEW THAT THE HOLE IN MY SHOULDER MUST HAVE COME FROM A RUSSIAN MUSKET.



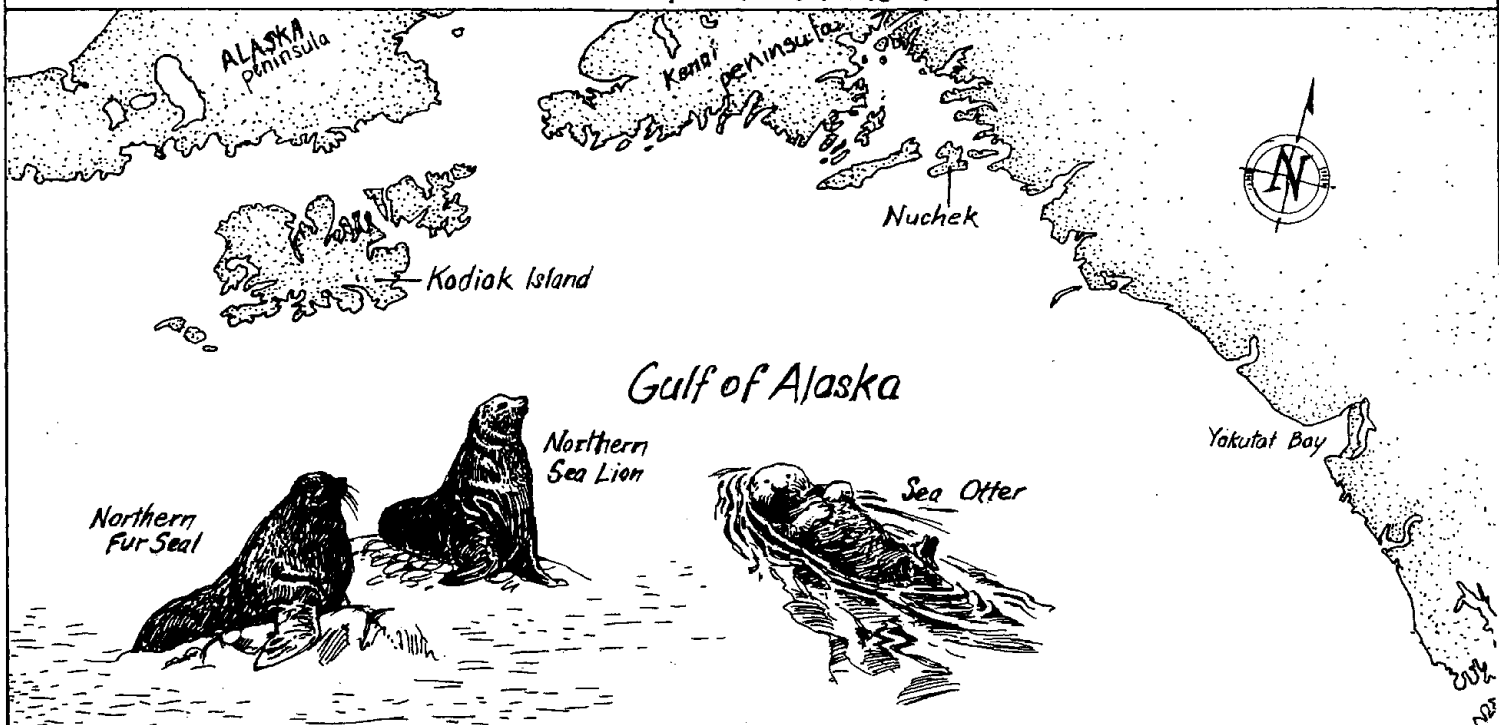
THE LEADER OF THE RUSSIANS WAS MORE SYMPATHETIC.



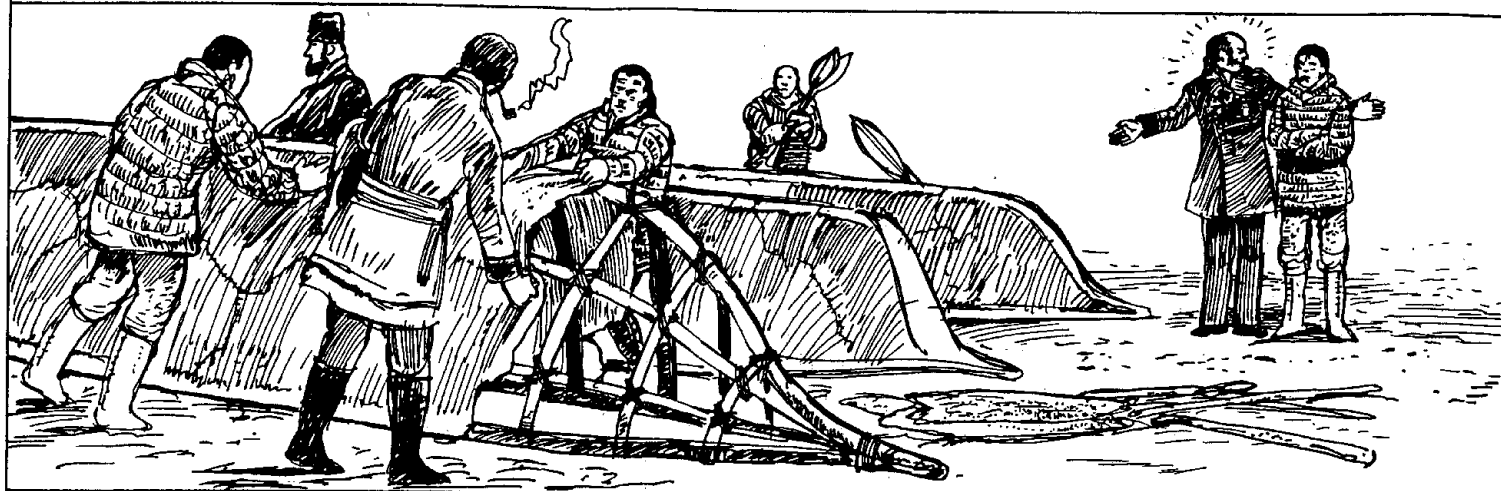
THE RUSSIANS HAD BEEN SHIPWRECKED. THEY HAD CRACKED UP ON THE ROCKS EN ROUTE FROM RUSSIA TO KODIAK. THEIR LEADER WAS ALEXANDER BARANOV. HE HAD BEEN SENT BY A RUSSIAN FUR COMPANY TO MANAGE THE STRUGGLING COLONY ON KODIAK.



FROM THIS COLONY, CALLED THREE SAINTS, THE RUSSIANS HOPED TO GATHER FURS ALL ALONG THE SOUTH COAST OF ALASKA.



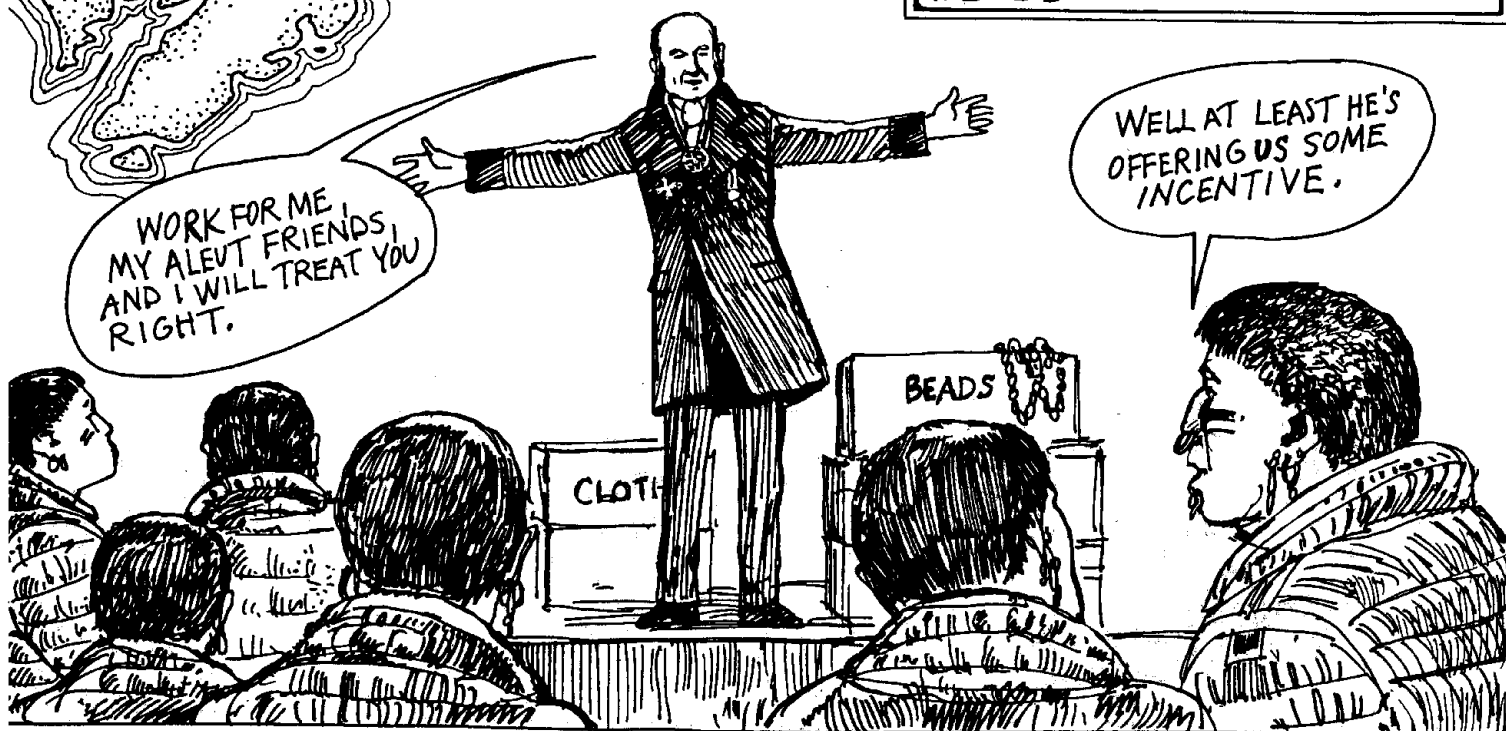
BARANOV WAS KIND TO ME. I HELPED HIM AND HIS MEN BUILD THREE SEAL SKIN BOATS IN WHICH TO SAIL TO KODIAK.



I SAILED WITH HIM.



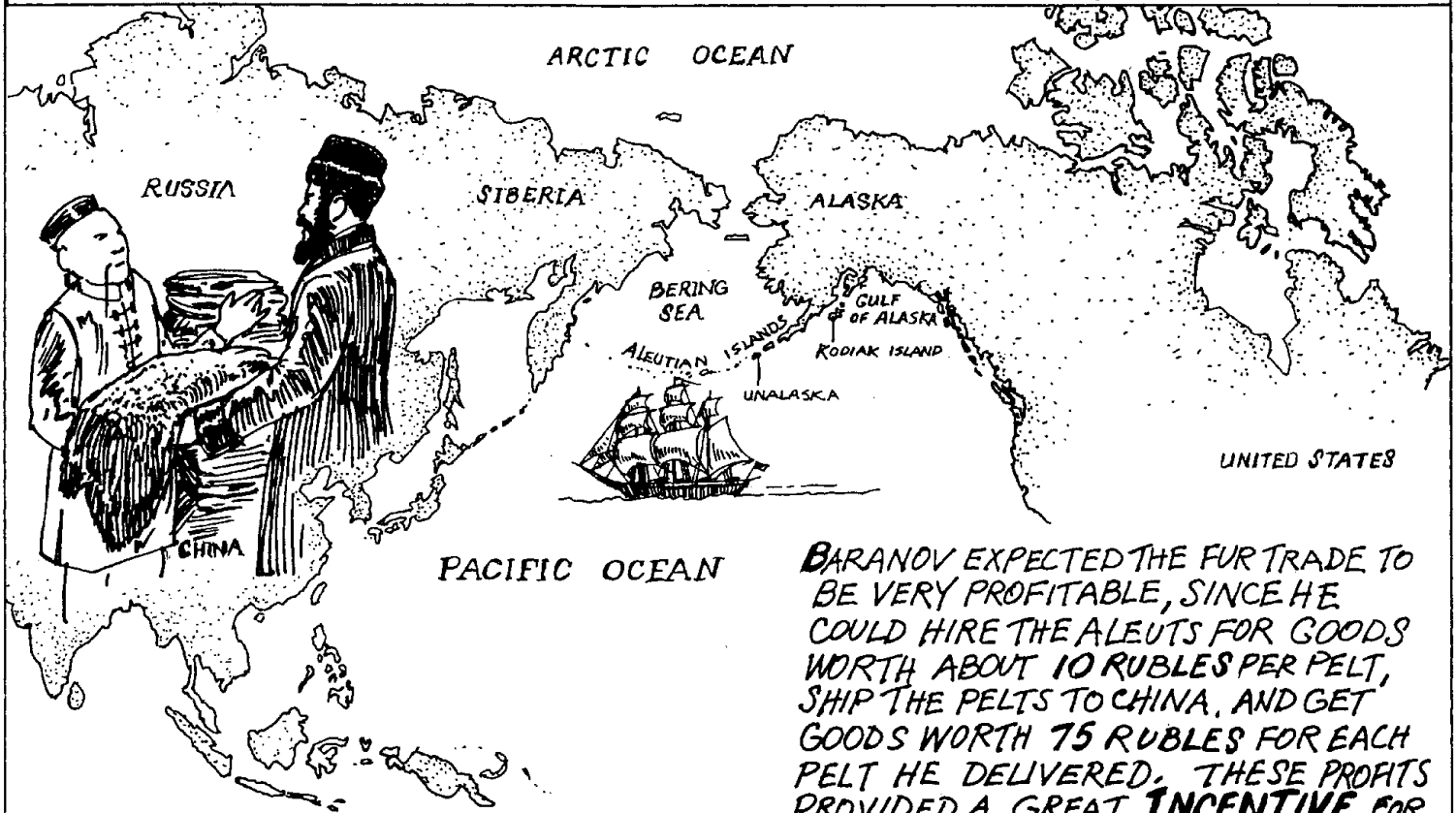
WE ARRIVED AT KODIAK THREE MONTHS LATER. BARANOV BEGAN PREPARING FOR THE BIGGEST FUR HUNT EVER. HIS BIGGEST PROBLEM WAS A SHORTAGE OF SKILLED LABOR - ONLY ALEUTS KNEW HOW TO KILL SEA OTTERS EFFICIENTLY. HE SENT OUT WORD THAT HE WOULD HIRE HUNDREDS OF ALEUTS TO COLLECT FURS. HE PROMISED TO TREAT THE ALEUTS WITH RESPECT AND KINDNESS AND TO PAY THEM IN GOODS, SUCH AS IRON, CLOTH, AND BEADS.



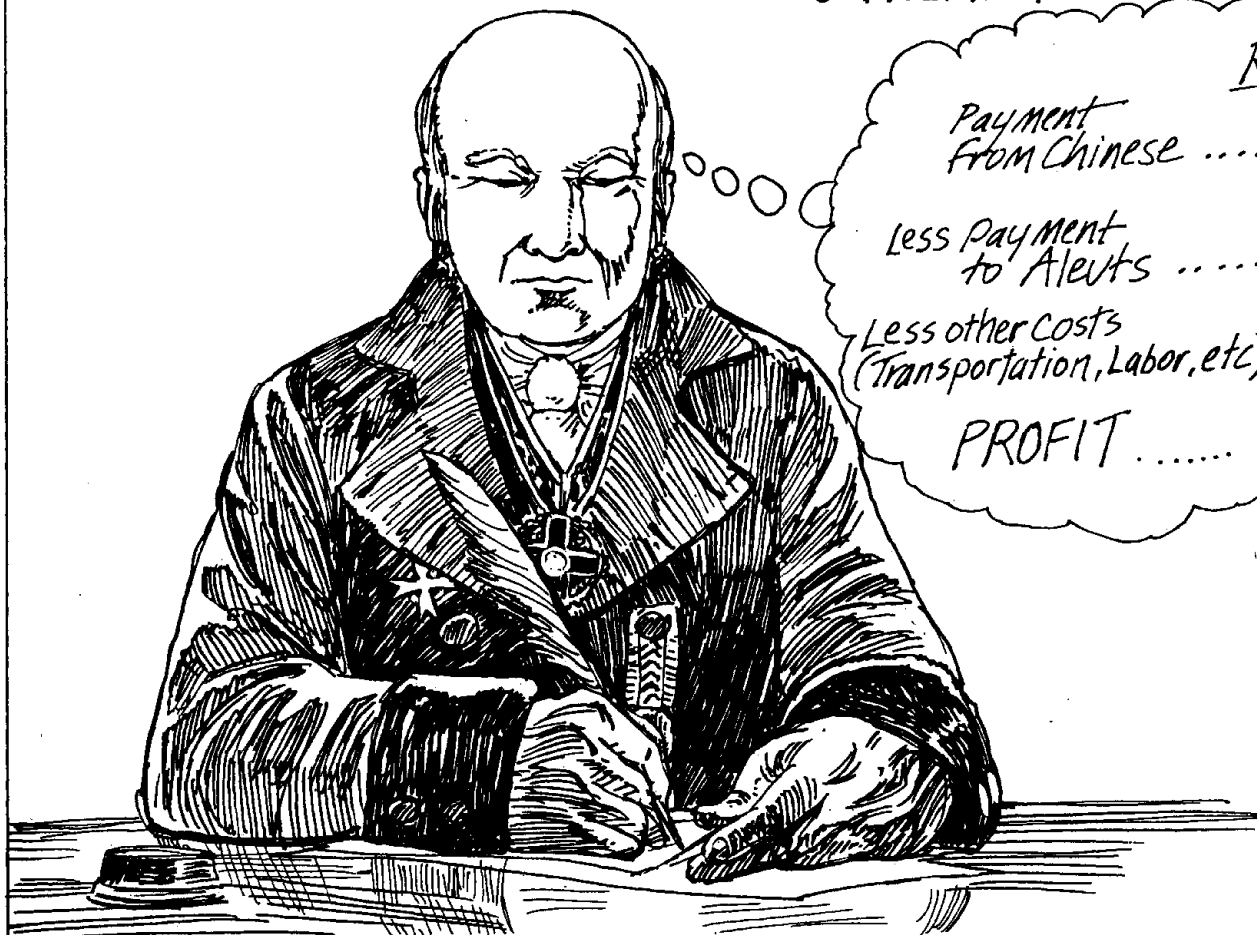
WORK FOR ME, MY ALEUT FRIENDS, AND I WILL TREAT YOU RIGHT.

WELL AT LEAST HE'S OFFERING US SOME INCENTIVE.

THE FURS WOULD BE SHIPPED TO RUSSIA AND TRADED TO CHINESE MERCHANTS. THE CHINESE VALUED THE FURS— ESPECIALLY SEA OTTER PELTS — FOR CLOTHING AND ROBES. IN RETURN, THE CHINESE OFFERED TEA, SILK, AND OTHER GOODS.



BARANOV EXPECTED THE FUR TRADE TO BE VERY PROFITABLE, SINCE HE COULD HIRE THE ALEUTS FOR GOODS WORTH ABOUT 10 RUBLES PER PELT, SHIP THE PELTS TO CHINA, AND GET GOODS WORTH 75 RUBLES FOR EACH PELT HE DELIVERED. THESE PROFITS PROVIDED A GREAT **INCENTIVE** FOR RUSSIAN EXPLORATION AND SETTLEMENT.



	<u>RUBLES</u>
Payment From Chinese	75
Less Payment to Aleuts	10
Less other costs (Transportation, Labor, etc)....	15
PROFIT	50

FINALLY, BARANOV WAS READY FOR THE BIG HUNT. HUNDREDS OF BAIKARKAS SET OUT FROM KODIAK TO FIND FURS.

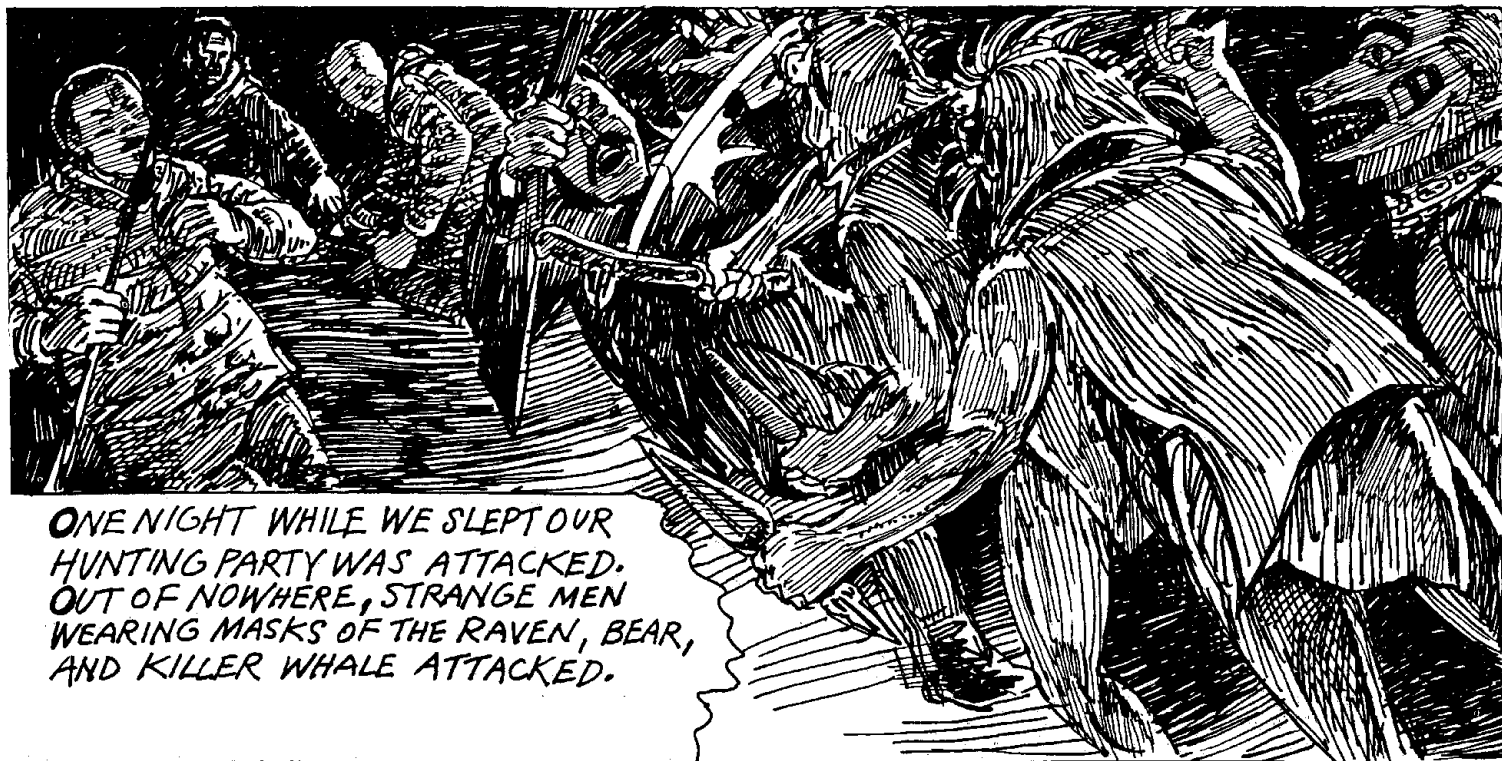


THE BAIKARKA FLEET PADDLED OVER THREE HUNDRED MILES, FROM KODIAK TO PRINCE WILLIAM SOUND.

WE BUILT A BASE AT NUCHEK ISLAND AND BARANOV SENT OUT MANY HUNTING PARTIES TO FIND FURS ALL ALONG THE COAST.



BUT OUR TROUBLES WERE NOT OVER.



ONE NIGHT WHILE WE SLEPT OUR HUNTING PARTY WAS ATTACKED. OUT OF NOWHERE, STRANGE MEN WEARING MASKS OF THE RAVEN, BEAR, AND KILLER WHALE ATTACKED.

SOME OF THE ALEUTS RECOGNIZED
OUR ATTACKERS AS **TLINGITS** —
FIERCE PEOPLE OF THE SOUTHEAST
COAST. **WE WERE AFRAID.**



WE FOUGHT BACK BUT THEY WERE POWERFUL
FIGHTERS. SUDDENLY SHOTS RANG OUT
FROM THE DIRECTION OF THE SEA. IT WAS
ANOTHER OF OUR HUNTING PARTIES.



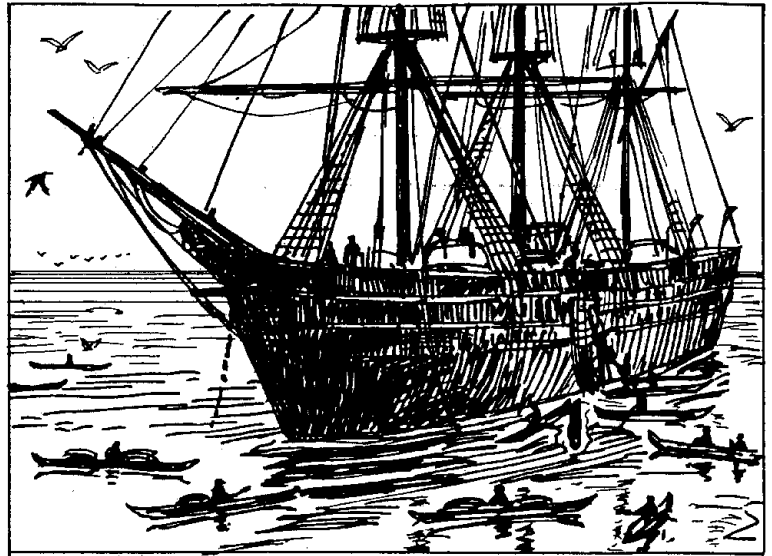
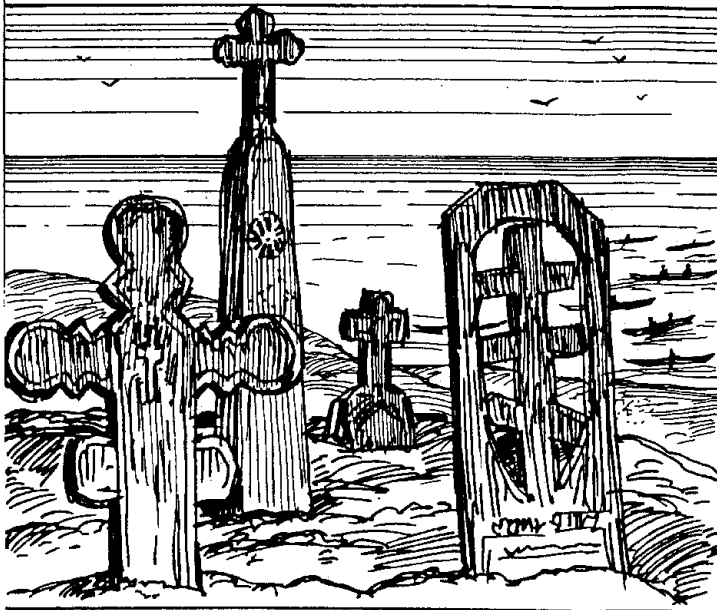
THE TLINGITS FLED.



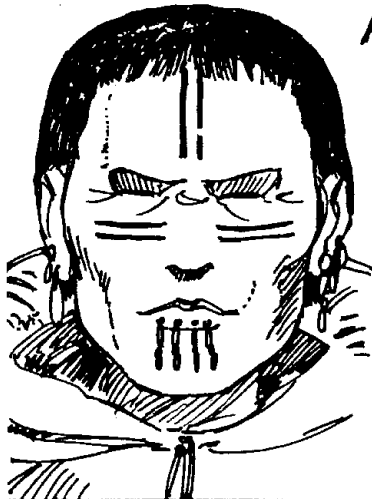
BUT NOT BEFORE MANY ALEUTS AND RUSSIANS LAY DEAD OR BADLY WOUNDED.



IN SPITE OF OUR CASUALTIES, BARANOV WAS UNDAUNTED. WE BURIED OUR DEAD AND PUSHED ONWARD, LOOKING FOR FURS.



THAT YEAR AND THE NEXT WE KILLED MANY SEA OTTERS. THEIR FURS WERE SENT TO RUSSIA ON BOARD LARGE RUSSIAN SAILING SHIPS.



AS WE KILLED MORE AND MORE OTTERS THE SUPPLY OF FURS DWINDLED. WE HAD TO RANGE FARTHER AND FARTHER FROM OUR BASES ON KODIAK AND NUCHEK ISLAND TO GET FURS. THE FARTHER SOUTH WE HUNTED, THE MORE DANGER WE FACED FROM ATTACKS BY THE FIERCE TLINGITS AND THE MORE EXPENSIVE IT BECAME FOR BARANOV TO GET FOOD AND OTHER SUPPLIES OUT TO THE HUNTING PARTIES. MANY ALEUTS WANTED TO RETURN HOME. THE HUNTING WAS VERY DANGEROUS.



ESPECIALLY WHEN WE FOUND OUT THAT THE TLINGITS HAD GUNS!

THE SOURCE OF THE GUNS WAS ONE CAPTAIN HENRY BARBER-
RED BEARD HE WAS CALLED. CAPT. BARBER UNDERSTOOD
ECONOMIC INCENTIVES AND KNEW THAT THE TLINGITS
WANTED GUNS. BARBER DID
A BOOMING BUSINESS
TRADING GUNS AND
CARTRIDGES—EVEN
SMALL CANNONS—
FOR FURS.



WHEN THE ALEUTS SAW WHAT THE TLINGITS
WERE GETTING FOR THEIR FURS THEY
DEMANDED THAT BARANOV PAY THEM
MORE. COMPETITION WAS DRIVING
UP THE PRICE THAT BARANOV HAD
TO PAY.

WHEN BARANOV REFUSED, THEY WENT ON
STRIKE.

BUT AREN'T
WE FRIENDS?

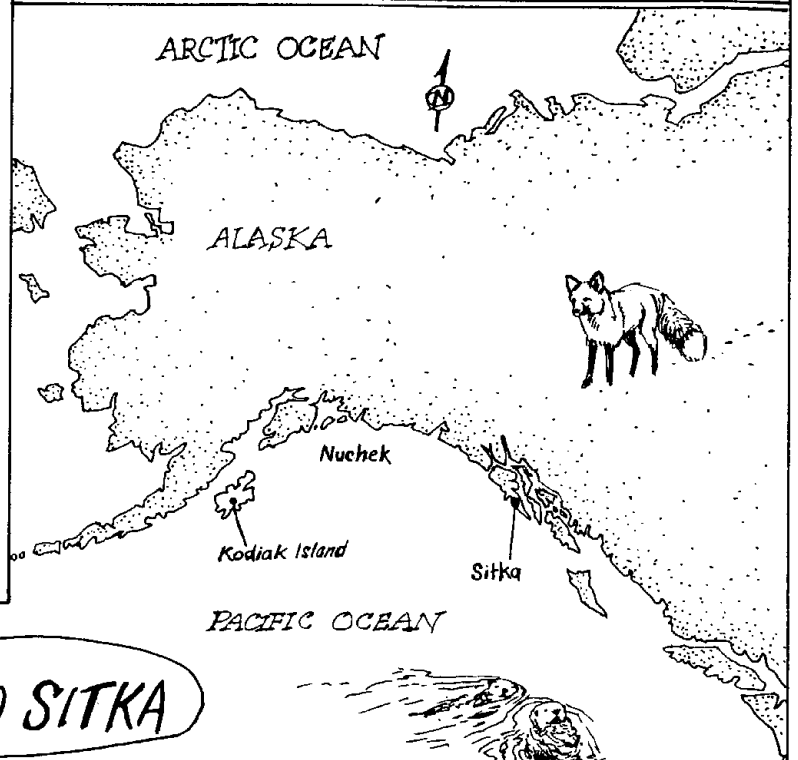
FRIENDSHIP WON'T
PAY MY BILLS.



FINALLY BARANOV AGREED TO PAY MORE FOR EACH FUR - NO GUNS, BUT MORE CLOTH, IRON TOOLS, AND BEADS. COMPETITION, IT SEEMED, WAS GOOD FOR US!

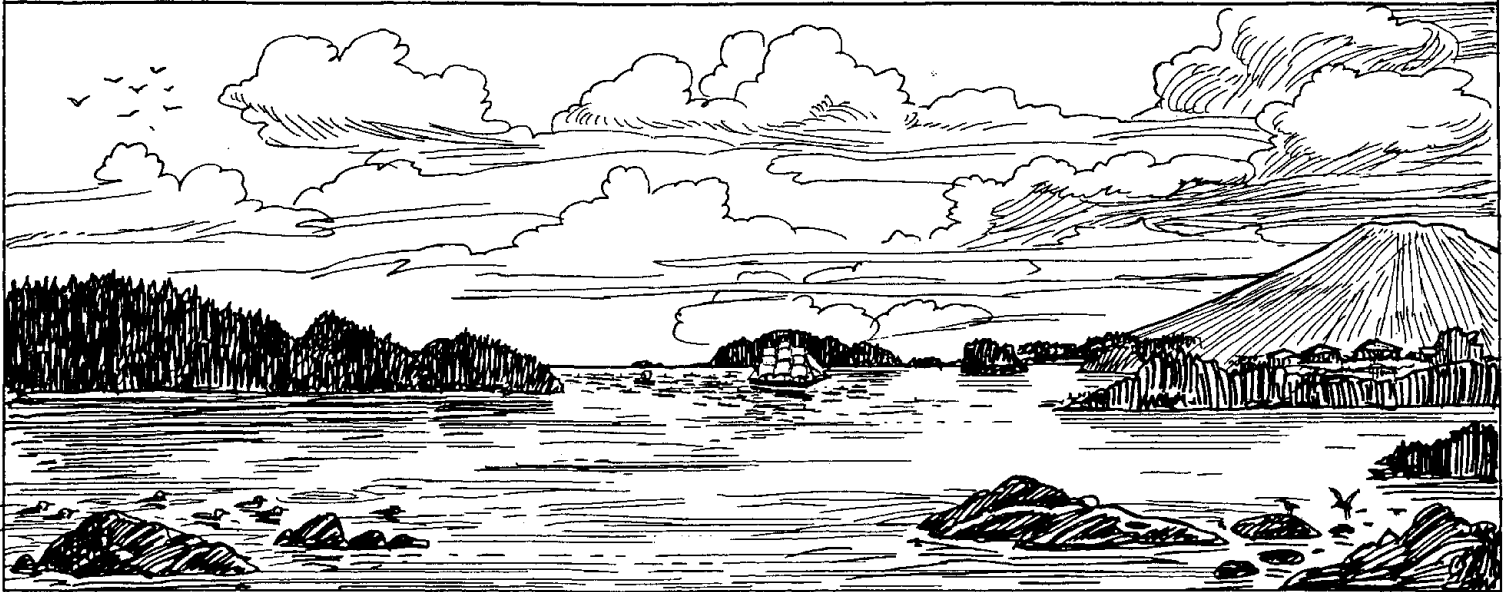


AS THE PRICES THAT BARBER, THE RUSSIANS, AND THE NEWLY-ARRIVED YANKEES PAID FOR FURS WENT UP, BOTH WE AND THE TLINGIT HUNTED THE COAST BARE OF OTTER, FOX, AND BEAVER. FARTHER AND FARTHER SOUTH WE WENT TO FIND FURS. AS FAR SOUTH AS CALIFORNIA. BARANOV FINALLY REALIZED THAT IN ORDER TO KEEP UP WITH HIS COMPETITION HE WOULD HAVE TO ESTABLISH A BASE FARTHER SOUTH THAN NUCHEK. HIS CHOICE FOR A NEW COLONY WAS **SITKA**, RIGHT IN THE MIDDLE OF THE MIGHTY TLINGIT EMPIRE.



NO NORMAL MAN WOULD HAVE EVER CONSIDERED LOCATING A COLONY IN THE SITKA REGION. TLINGIT VILLAGES WERE ALL AROUND. BUT BARANOV WAS NOT A NORMAL MAN. HE WAS BOLD AND DARING.

WITH A LARGE FLEET OF BAIDARKAS, BARANOV SAILED INTO SITKA SOUND.



A LINE OF TALL, POWERFUL TLINGIT WARRIORS MET HIM, LED BY THEIR CHIEF.

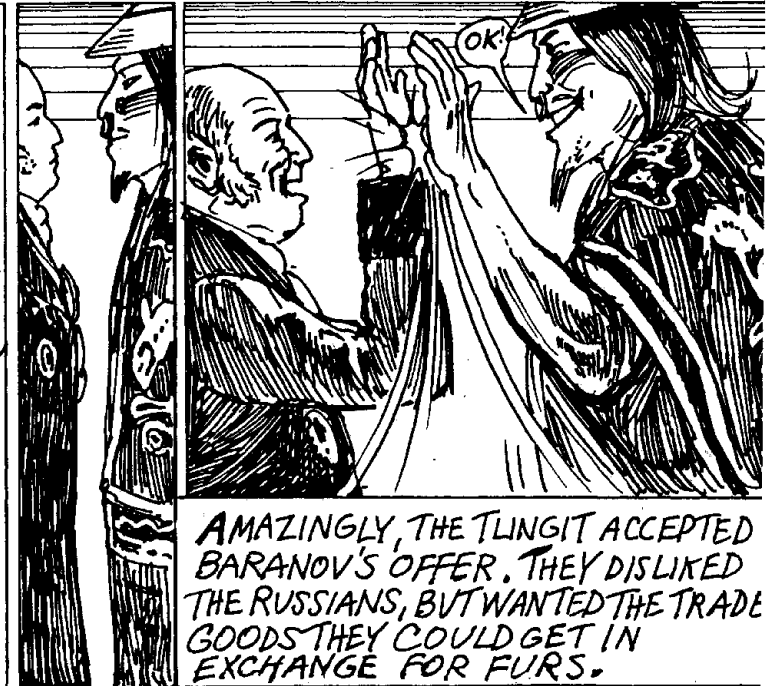


I AM BARANOV, LEADER OF THE RUSSIANS! I COME IN PEACE.

WHAT DO YOU WANT?



WE WANT TO BUY TLINGIT LAND. WE NEED A PORT FOR OUR SHIPS AND A BASE FOR OUR HUNTERS. WE OFFER YOU MANY TRADE GOODS IN EXCHANGE BUT IF YOU REFUSE WE WILL FIGHT.



AMAZINGLY, THE TLINGIT ACCEPTED BARANOV'S OFFER. THEY DISLIKED THE RUSSIANS, BUT WANTED THE TRADE GOODS THEY COULD GET IN EXCHANGE FOR FURS.

BARANOV IMMEDIATELY SET US TO WORK BUILDING YET ANOTHER NEW SETTLEMENT OVERLOOKING SITKA SOUND.



UPON COMPLETION OF THE SETTLEMENT, WHICH WAS MORE FORTRESS THAN TOWN, BARANOV LEFT TO RETURN TO KODIAK.

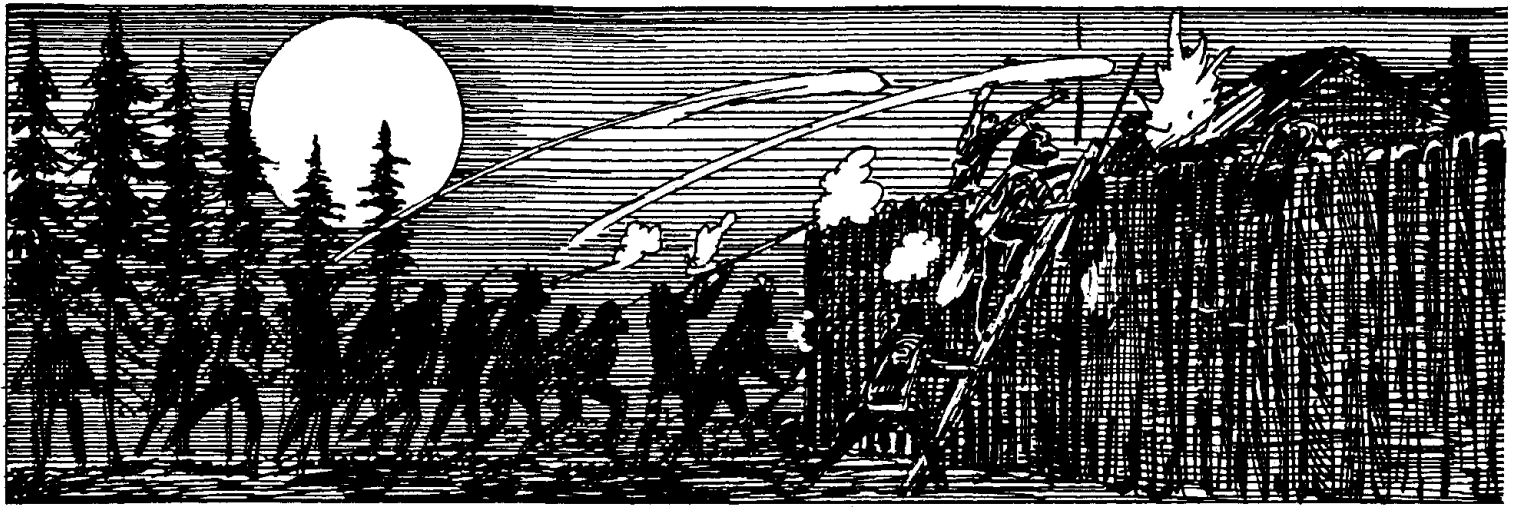


FOR A TIME THINGS WERE PEACEFUL AT SITKA. WE GOT ALONG WITH THE TLINGIT AND THEY WITH US.



ON A WARM SUMMER'S AFTERNOON, THE TLINGITS ATTACKED





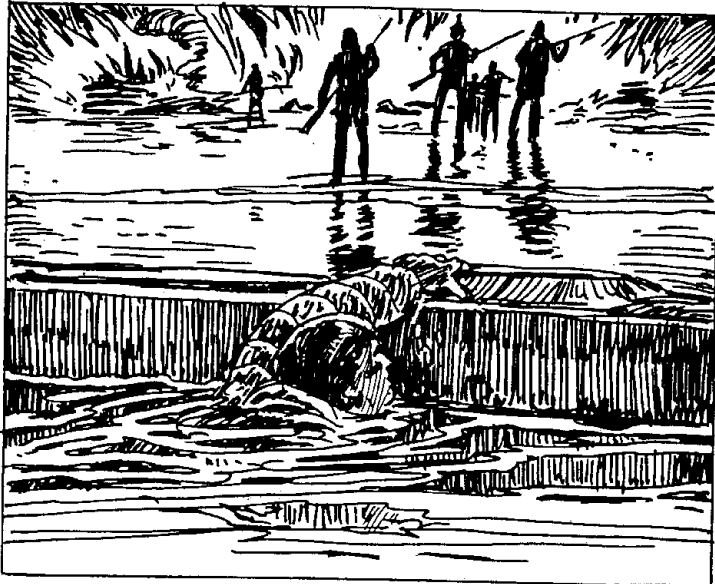
THE TLINGIT WARRIORS RAN FROM THE FOREST, FIRING THE GUNS THEY HAD GOTTEN FROM CAPTAIN BARBER. THEY BREACHED THE WALLS AND THREW BLAZING FIREBRANDS ONTO THE ROOFTOPS. WE WERE GREATLY OUTNUMBERED. THERE WAS NO HOPE.



I FOUGHT MY WAY TO THE BEACH



I FOUND A BAIDARKA AND PADDLED TO KODIAK



BARANOV CRIED WHEN HE HEARD THE NEWS OF THE MASSACRE.



BARANOV GATHERED TOGETHER A STRONG FORCE TO GO BACK TO SITKA AND TAKE REVENGE ON THE TLINGIT.



I STAYED BEHIND

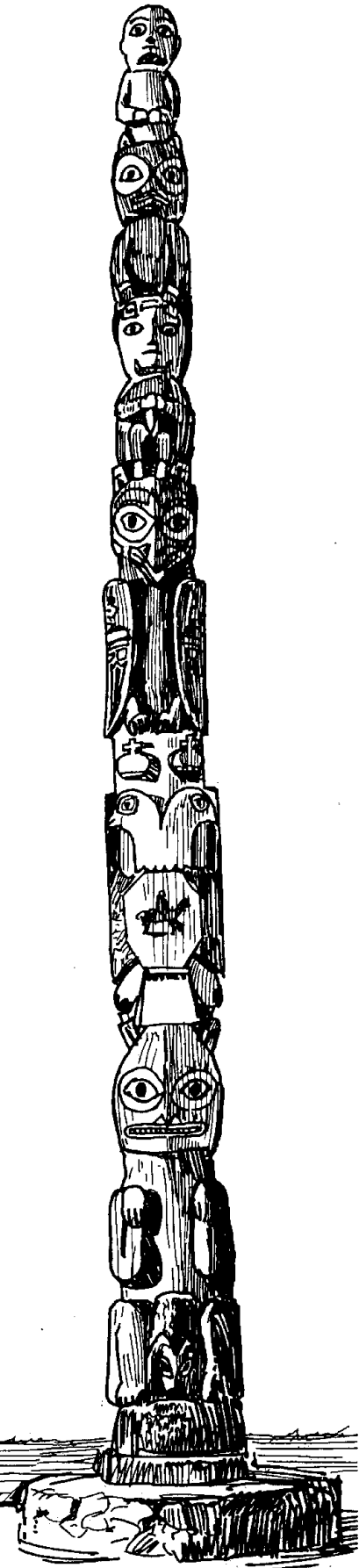




I HAD SEEN ENOUGH FIGHTING. I ALSO SYMPATHIZED WITH THE TLINGITS. HADN'T THE RUSSIANS TAKEN THEIR LAND, JUST AS THEY HAD TAKEN THE LAND OF MY FATHER AND MOTHER? I FELT SORRY FOR EVERYBODY - THE RUSSIANS, THE TLINGITS, AND MY OWN ALEUT PEOPLE.

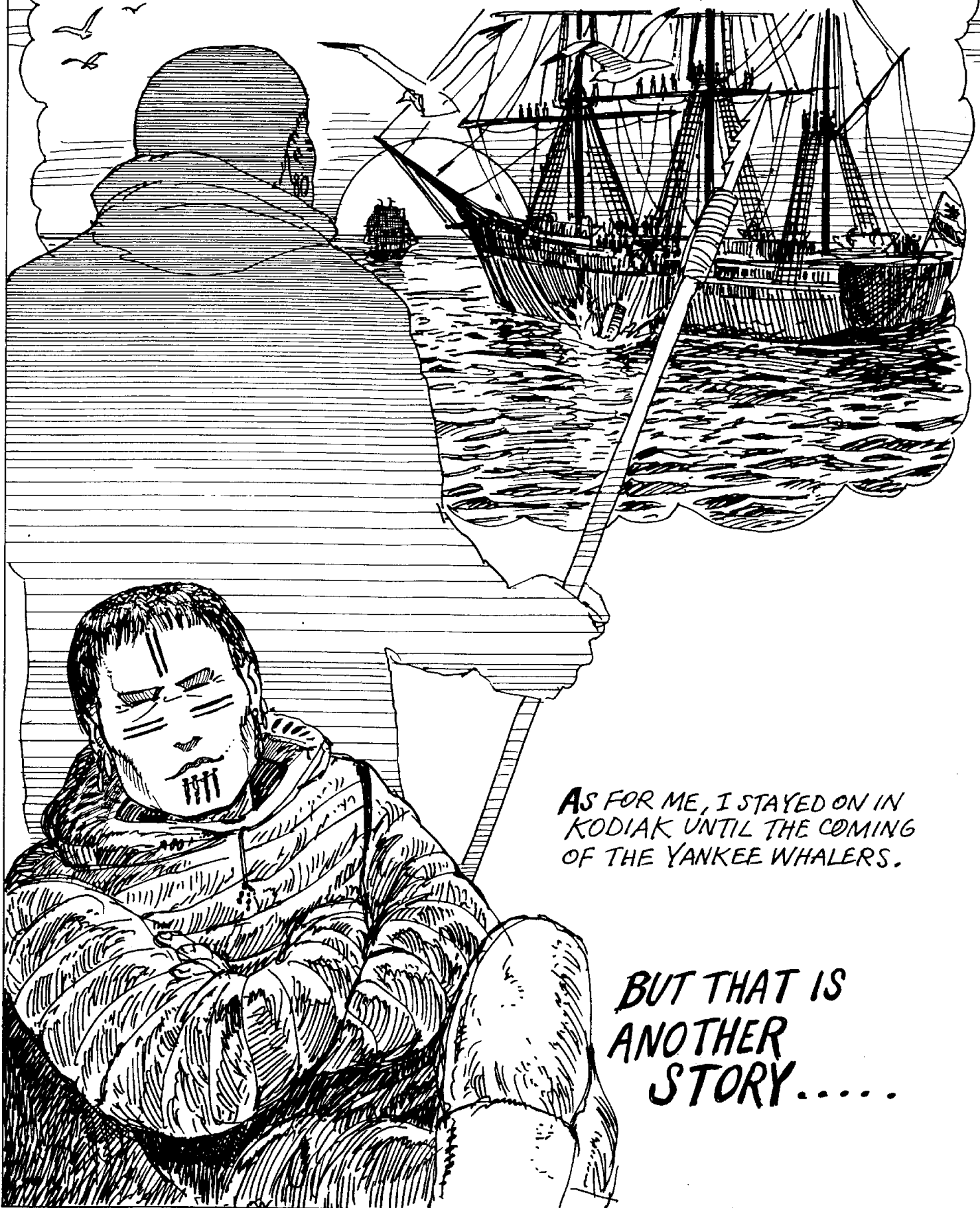


OF COURSE WE ALL KNOW THAT BARANOV GOT HIS REVENGE. WITH THE HELP OF TWO SHIPS ARMED WITH CANNONS AND A FLEET OF BAIDARKAS, BARANOV AND HIS MEN RETOOK SITKA.



THE TLINGIT FOUGHT HARD, AND TODAY THE UNITED STATES' PARK SERVICE HAS A MONUMENT AT THE BATTLE SITE, COMMEMORATING THE LAST STAND OF THE SITKA WARRIORS.

FOURTEEN YEARS LATER, THE SEA OTTERS, HAVING BEEN DEPLETED FROM ALL OF HIS TERRITORY FROM KODIAK TO CALIFORNIA, BARANOV LEFT SITKA TO RETURN TO HIS NATIVE RUSSIA. HE NEVER MADE IT. OLD AND FRAIL, HE DIED EN ROUTE AND WAS BURIED AT SEA.



AS FOR ME, I STAYED ON IN KODIAK UNTIL THE COMING OF THE YANKEE WHALERS.

BUT THAT IS ANOTHER STORY.....

EPISODE II

Lord of Alaska

Russian explorers and hunters began arriving in Alaska soon after Vitus Bering discovered Alaska in 1741. Bering had been hired by the Russian czar to seek a trade route to Europe and to determine whether Asia and North America were connected by land. On his second voyage Bering sighted the Aleutian Islands and briefly explored the coastline of southeastern Alaska. Bering and many members of his crew died of scurvy on the trip, but the survivors returned to Russia with news of Alaska and its many wonders—especially the millions of sea otters whose fur was the most expensive on earth.

Russian hunters had already killed most of the sable and fox in Siberia, and the world's supply of fur was dwindling. Fur pelts were highly prized in China and Europe for making clothing and hats, and people wanted more. With supply down and demand up, fur prices were high. Russians realized they could get rich by harvesting the vast populations of sea otters in Alaska.

In the years immediately following Bering's discovery of Alaska, Russian hunters and traders made numerous voyages across the Bering Sea to the Aleutians. They enslaved the Aleuts and forced the men to hunt sea otters by holding their wives and children hostage. When the Aleuts resisted the Russians, they were massacred. Spears were no match for muskets.

As the Russians killed more and more otters they moved farther and farther eastward along the Aleutian chain in search of fresh killing grounds. Soon Russian ships were reaching Kodiak and the Alaska mainland.

By the 1780s fur hunting had become an expensive, large-scale enterprise. Russian merchants raised large sums of money to hire men, buy supplies, and build special ships to carry furs back to Russia. Finally, a shrewd businessman named Grigor Shelekhov decided to build a permanent colony in Alaska. People at the colony could grow their own food, erect warehouses to store furs through the winter, and build ships out of native timber. The first colony was established on Kodiak Island.

The Russians continued to mistreat the Aleuts, forcing them to pay "taxes" in the form of furs and requiring Aleut men to participate in long hunting expeditions

which brought large profits to the Russians. Russian hunters, however, never really learned to handle the baidarkas, hunt sea otters, or process the furs. The Aleuts, by virtue of their superior hunting skills, gradually gained bargaining power with the Russians and demanded trade goods like cloth and iron tools in return for their services.

In 1790 Shelekhov chose a truly remarkable man to run his colony. His name was Alexander Baranov. Baranov ran the colony, established others along the Gulf of Alaska, and sent hunting expeditions as far south as California.

Baranov was sympathetic to the Aleuts, learned their language, and was tactful and friendly in his dealings with them. The Aleuts trusted him and he was able to use persuasion rather than sheer force to get them to travel farther and farther south in search of furs. Baranov was a powerful personality who, in his years as manager of the Russian American Company, earned the nickname "Lord of Alaska."

By 1800 the Russians and Aleuts had almost wiped out the sea otter populations from Kodiak to Yakutat. Furs were harder to find and hunting expeditions became longer and more expensive. Both the English and Americans had entered the fur trade and were offering high prices to the coastal Indians—the Tlingit and Haida—in exchange for furs. Where the Russians had formerly purchased furs for a few pounds of old iron, the Americans now offered two yards of cloth, a gun with ten cartridges (left over from the American Revolution), or four pounds of lead and gun powder for one otter skin. Competition was driving Aleut and Indian wages sky high!

The fact that the coastal natives now had guns bothered Baranov a great deal. He knew they harbored resentment against the Russian, American, and English interlopers and that it was simply a matter of time before their resentment would erupt.

The explosion came in 1802 when the Tlingits, who had been trading furs with the Russians, attacked the Russian fortress that Baranov had built at Sitka. The fort was burned and 408 of the 450 defenders were killed. Baranov returned two years later with warships and guns and drove the Tlingits from Sitka.

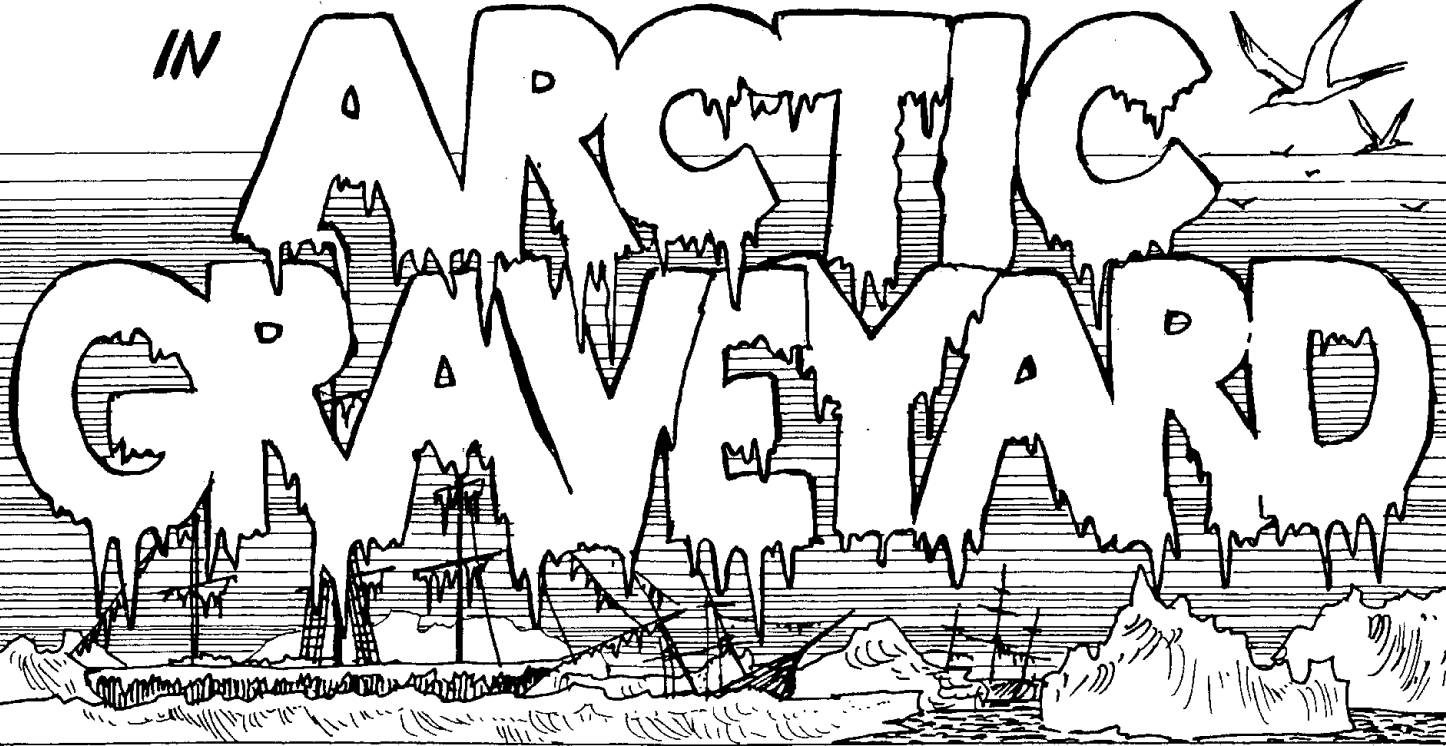
The fur trade promoted the exploration of Alaska, resulted in the founding of the first white settlements, and brought natives into contact with whites—often with disastrous results. Constant and intensive hunting depleted the populations of all furbearing animals in Alaska.

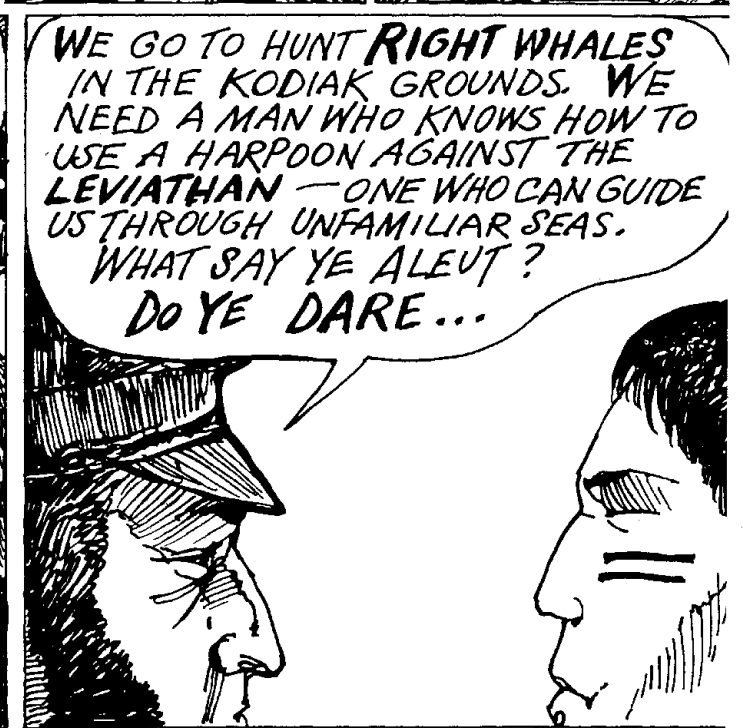
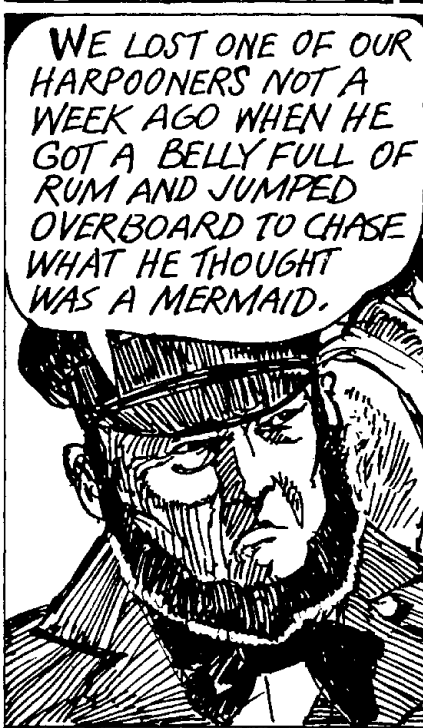
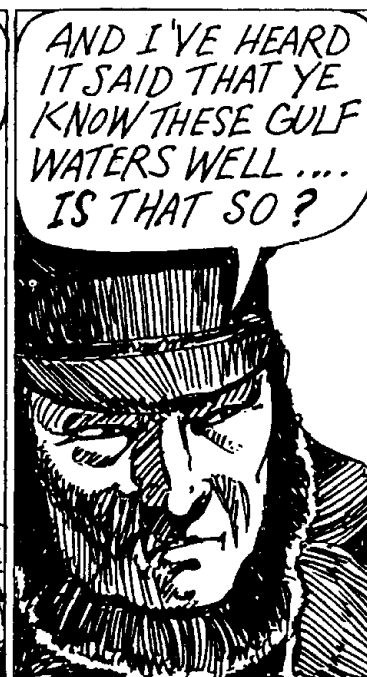
The history of the fur trade in Alaska is a classic example of what happens to **common property resources** such as the sea otter. A **common property resource** is a resource for which rights are held in common by a group of individuals, none of whom has a transferable ownership right. Since no one owned the sea otters, no one had an incentive to conserve them and anyone could hunt them for private gain. The American buffalo, like the sea otter, was a **common property resource** that was hunted to near extinction.

Even today we worry about whales, bald eagles, and other wild birds and animals becoming extinct. On the other hand, we never worry about chickens or cattle suffering the same fate. Why? The answer lies in the fact that individuals own chickens and cattle and protect their private property. They are not **common property**.

EPISODE II : THE ALEUT HUNTS WHALES

IN



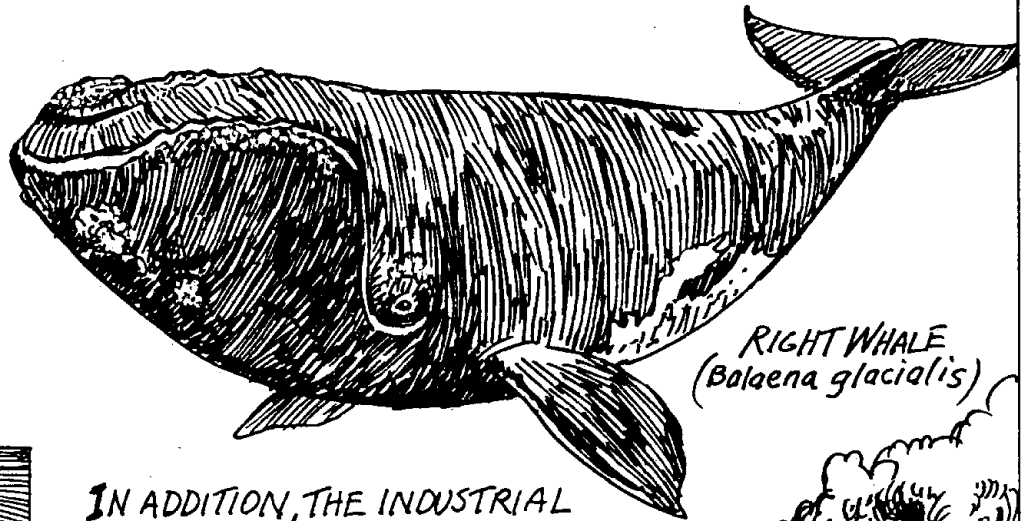


AND SO I WAS AT SEA AGAIN, THIS TIME WITH A MOB OF YANKEE WHALERS WHO HAD SAILED HALF WAY 'ROUND THE GLOBE TO RISK THEIR LIVES IN SEARCH OF RICHES - RICHES TO BE FOUND IN OIL OF THE ALASKA WHALE.



THE OCEAN WATERS AROUND KODIAK—THE "KODIAK GROUNDS" AS THEY WERE CALLED—TEEMED WITH RIGHT WHALES, WHO MIGRATED BETWEEN THE BERING SEA AND THE GULF OF ALASKA.

THE WHALES WERE HUNTED FOR THE OIL CONTAINED IN THEIR FAT. IN A WORLD BEFORE ELECTRICITY AND EVEN BEFORE PETROLEUM, WHALE OIL WAS A MAJOR SOURCE OF LIGHT.



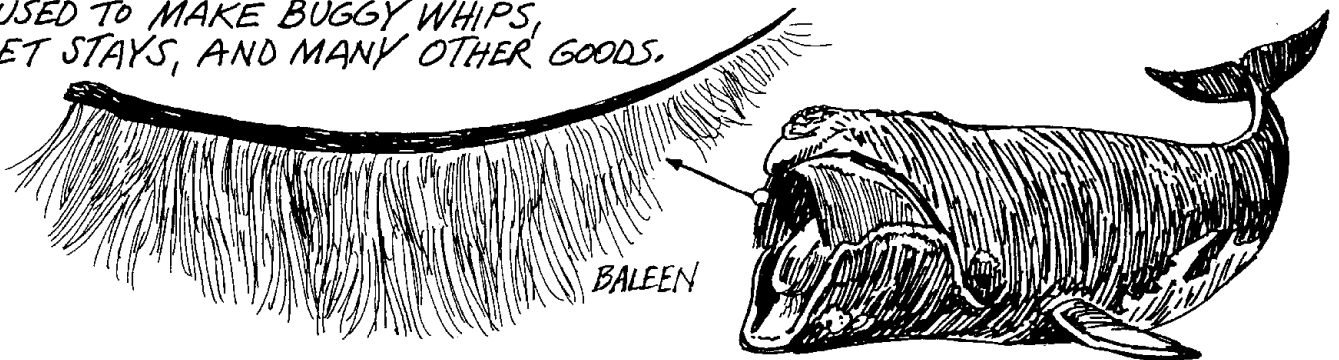
RIGHT WHALE
(*Balaena glacialis*)



IN ADDITION, THE INDUSTRIAL REVOLUTION IN EUROPE AND AMERICA CREATED A BIG DEMAND FOR LUBRICANTS TO OIL THE WHEELS AND LOOMS OF INDUSTRY.

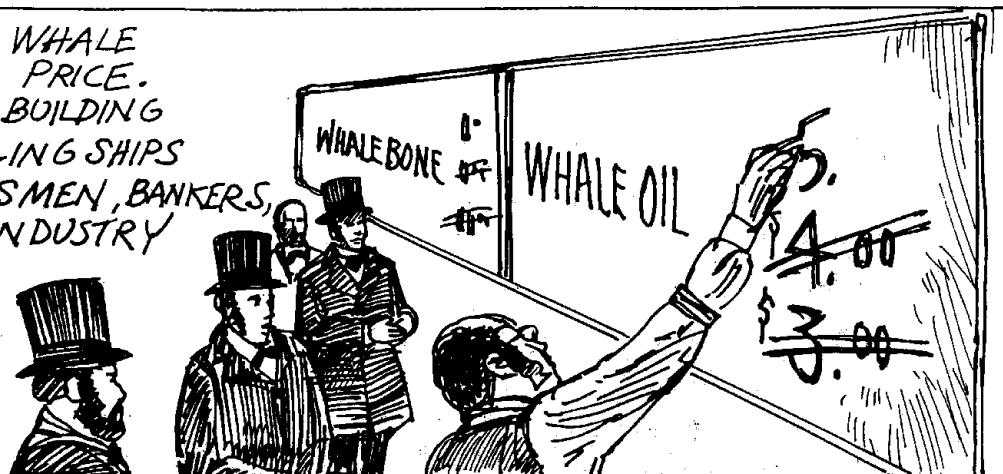


SOME WHALES, INCLUDING THE RIGHT WHALE, CONTAINED WHALE BONE OR "BALEEN." BALEEN REFERS TO THE LONG PLATES THAT HANG FROM THE WHALE'S UPPER JAW AND ALLOW IT TO FILTER ITS FOOD—MOSTLY PLANKTON AND SHRIMP—FROM THE WATER. BALEEN WAS USED TO MAKE BUGGY WHIPS, CORSET STAYS, AND MANY OTHER GOODS.



BALEEN

AS THE DEMAND FOR WHALE OIL ROSE, SO DID ITS PRICE. THE PROFITABILITY OF BUILDING AND OUTFITTING WHALING SHIPS SOARED, AND BUSINESSMEN, BANKERS, AND CAPTAINS OF INDUSTRY JOINED THE RUSH.



OTHER MEN CAME TOO. THESE WERE THE SAILORS. MOST OF THE CREW OF THE JEZEBEL WERE FROM NEW ENGLAND. BUT THERE WERE OTHERS ESPECIALLY THE OTHER HARPOONEERS.



FIRST OF ALL WAS **SCAR**, A FULL-BLOODED COMMANCHE INDIAN. HE HAD HUNTED BUFFALO ON THE GREAT PLAINS OF AMERICA, AND WHEN THERE WERE NO MORE BUFFALO TO KILL, HE WENT WHALING.



NEXT WAS **GIGANTIC** IN HIS VOLUNTA BOARD A



DAGGOO A AFRICAN WARRIOR. YOUTH DAGGOO HAD RILY SHIPPED ON A WHALER LYING IN LONELY BAY ON HIS NATIVE COAST. HE HAD LIVED HIS ADULT LIFE AMONG THE WILD AND ROWDY PAGAN HARBORS FREQUENTED BY WHALEMEN. EVEN THE WILDEST WHALER WAS RESPECTFUL OF THE MIGHTY DAGGOO.

MY FAVORITE MEMBER OF THE CREW WAS THE CABINBOY, WILLIAM PERRY. WILLIAM WAS VERY YOUNG, ONLY THIRTEEN. HE WAS VERY EAGER. HE WAS ALWAYS WILLING TO WORK, ALWAYS ANXIOUS TO PLEASE. HE WAS SUCH A HARD WORKER THAT SOME OF THE SAILORS TOOK ADVANTAGE OF HIM



..... AND MADE FUN OF HIS FEAR OF WATER.



HE LOVED ME TO TELL HIM STORIES ABOUT BARANOV AND OF THE GREAT DAYS OF THE FUR TRADE. I TOLD HIM ALL I HAD LEARNED ABOUT SUCCESS IN BUSINESS.

AND ALL I KNEW ABOUT WHY THE GREAT FUR-BEARING ANIMALS HAD BEEN HUNTED TO THE VERGE OF EXTINCTION.

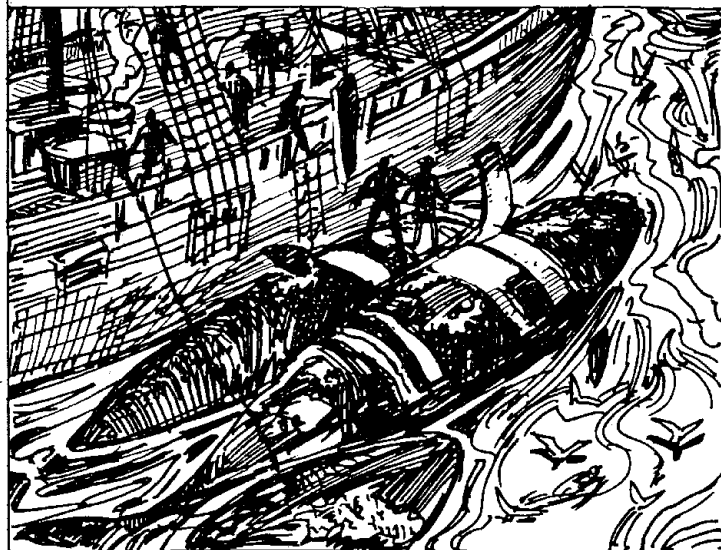
BUY LOW,
SELL HIGH

WILD ANIMALS ARE OWNED BY NO ONE. SINCE NO ONE OWNS THEM, NO ONE HAS AN INCENTIVE TO PROTECT THEM FROM EXTINCTION. THAT'S WHY BUFFALO ARE NEARLY EXTINCT WHILE CATTLE CONTINUE TO FLOURISH.

I ALSO TRIED TO TEACH WILLIAM ABOUT WHALING. I TOOK HIM IN THE WHALE BOAT WITH ME.

FOR SEVERAL YEARS WHALING IN THE KODIAK GROUNDS WAS GOOD. WE TOOK MANY WHALES...

AND ABOVE ALL ALWAYS STAY WITH THE BOAT-NO MATTER WHAT!! THE BOAT WILL FLOAT, YOU WON'T.



RENDERED THE BLUBBER INTO OIL IN THE TRY WORKS ON DECK.....

AND TOOK THE OIL AND WHALEBONE TO HAWAII WHERE THEY WERE PUT ON LARGER TRANSPORTS AND SHIPPED BACK TO NEW ENGLAND.



HAWAII WAS JUST THE PLACE TO TAKE ON FRESH SUPPLIES OF WOOD, WATER, AND FRESH FOOD.... AND FOR A LITTLE REST AND RELAXATION.



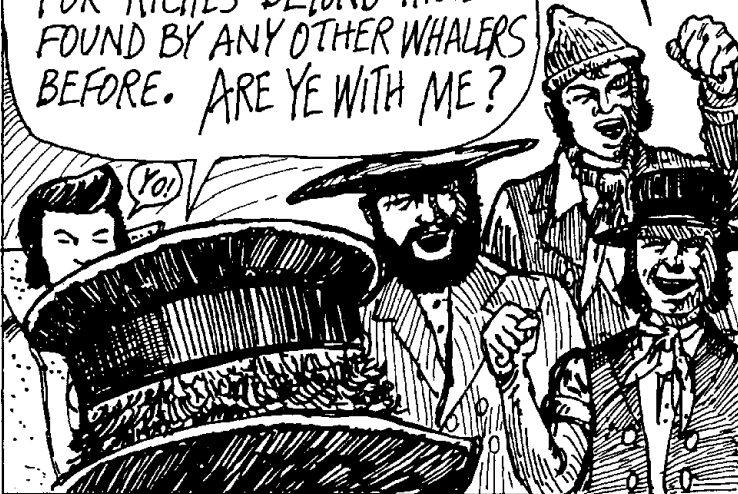
AS TIME PROGRESSED THE REDUCED POPULATION OF RIGHT WHALES MADE THEM HARDER AND MORE COSTLY TO KILL. ONE DAY UZIAH SPOKE.

MEN, THE KODIAK GROUNDS ARE BARREN OF WHALES. WE'VE HAD A GOOD GO OF IT BUT IT'S TIME TO HARVEST OTHER FIELDS.

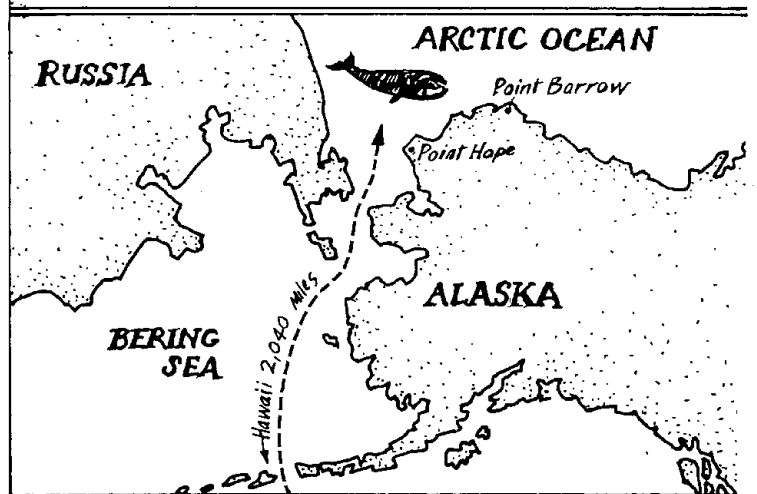


OLD RUSSIAN LEGENDS SAY THAT NORTH OF HERE LIES A FERTILE WHALING GROUNDS. WE CAN BE THE FIRST YANKEE WHALERS TO ENTER THESE GROUNDS. IT WILL BE RISKY AND DANGEROUS BUT WE HAVE A CHANCE FOR RICHES BEYOND THOSE FOUND BY ANY OTHER WHALERS BEFORE. ARE YE WITH ME?

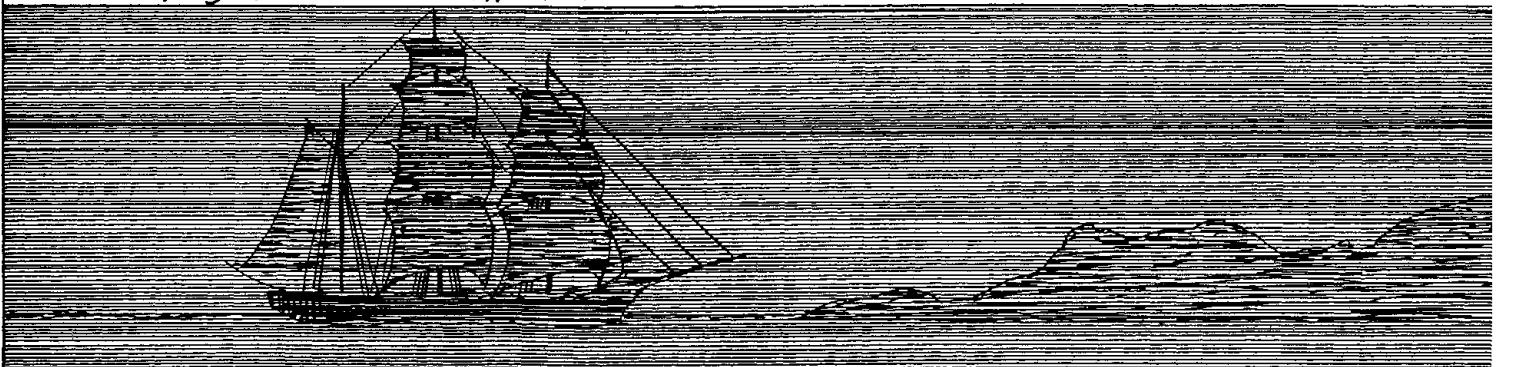
YAY!



I KNEW OF THE GREAT WHALING GROUNDS BEYOND MY HOME ISLANDS. THE BERING SEA WAS THE SUMMER HOME OF THE GREAT **BOWHEAD WHALE**. THE BOWHEAD WAS THE PERFECT WHALE. IT'S BLUBBER CONTAINED FAR MORE OIL THAN MOST OTHER WHALES AND ITS BALEEN WAS FAR LONGER (12 FEET) THAN THAT OF THE RIGHT WHALE.



AS WE SAILED NORTHWARD PAST THE ALEUTIANS, THE AIR GREW COLDER. SOON WE WERE ENVELOPED IN FOG FOR DAYS ON END.



ONE DAY THE FOG PARTED AND WE KNEW
WE HAD MADE A GREAT DISCOVERY.
WHALES WERE ALL AROUND US.

WE SPRANG TO THE CHASE.

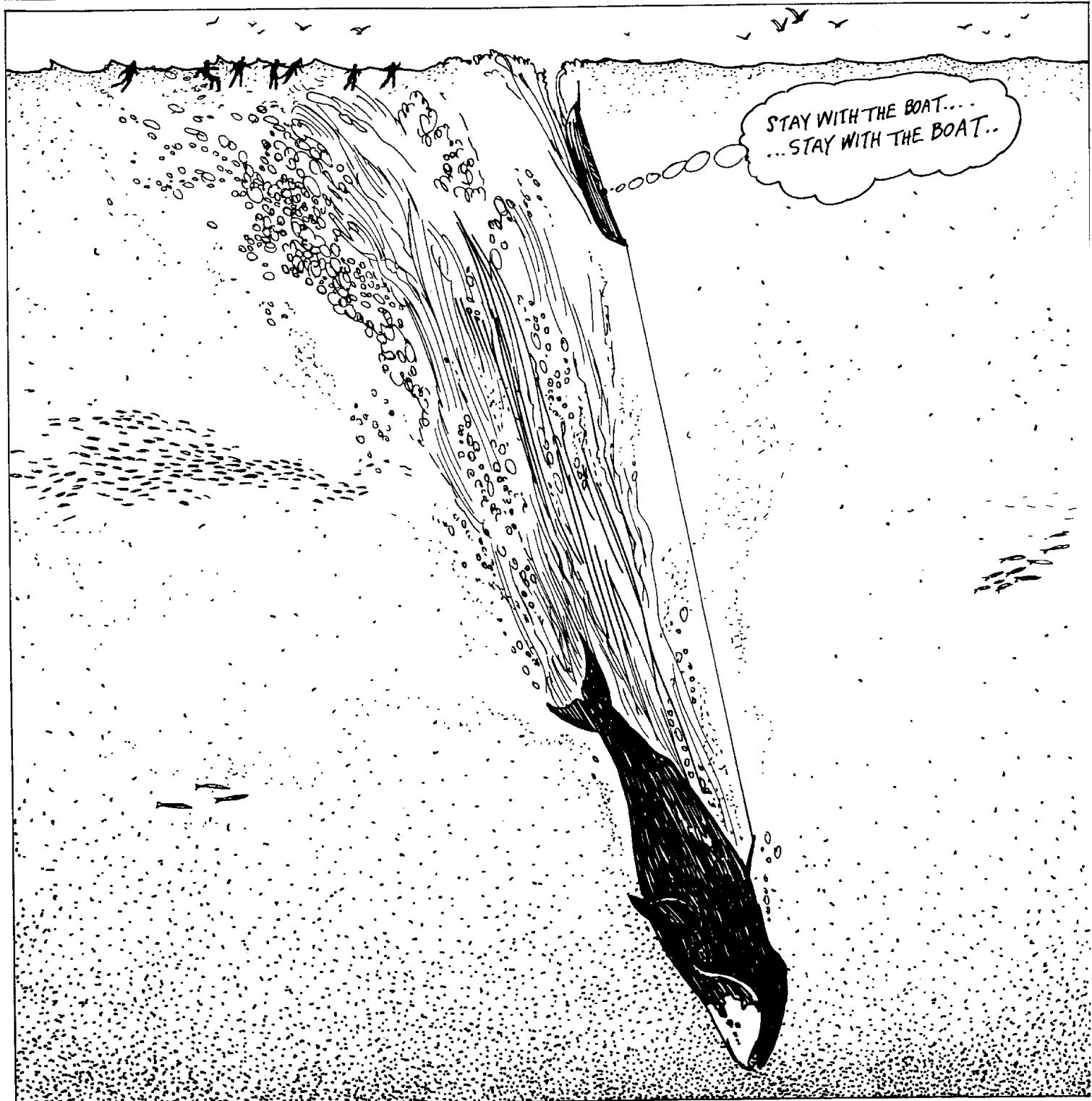
WILLIAM WENT IN MY BOAT.
HE WAS VERY EXCITED.

WE STRUCK A
GIGANTIC BOWHEAD.

HE SOUNDED

AS THE WHALE LINE
PLAYED OUT, A KINK
JAMMED IN THE FRONT
CHOCK.

THOK



LUCKILY MOST OF US WERE
SAVED.... ALL BUT ONE.



WILLIAM HAD TAKEN MY
ADVICE TO STAY WITH
THE BOAT AT ALL COSTS.
WE SEARCHED FOR HOURS AS
THE FOG ROLLED BACK IN
AROUND US.



HE WAS GONE.

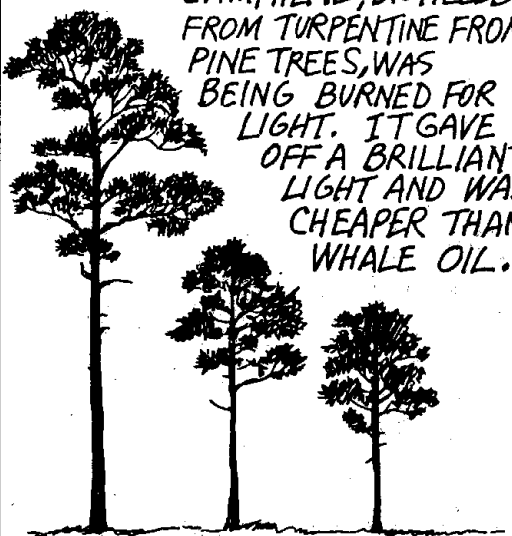
AFTER WILLIAM'S DEATH MY HEART
CLOSED ITSELF. WHALING HAD
LOST ALL ITS ALLURE. THE CREW
OF THE JEZEBEL WENT INTO A
SLUMP. THE ENTIRE INDUSTRY
SEEMED TO BE FAILING.



SUBSTITUTES FOR WHALE OIL
HAD SIPHONED OFF DEMAND AND
PRICES FOR WHALE OIL BEGAN
TO FALL.



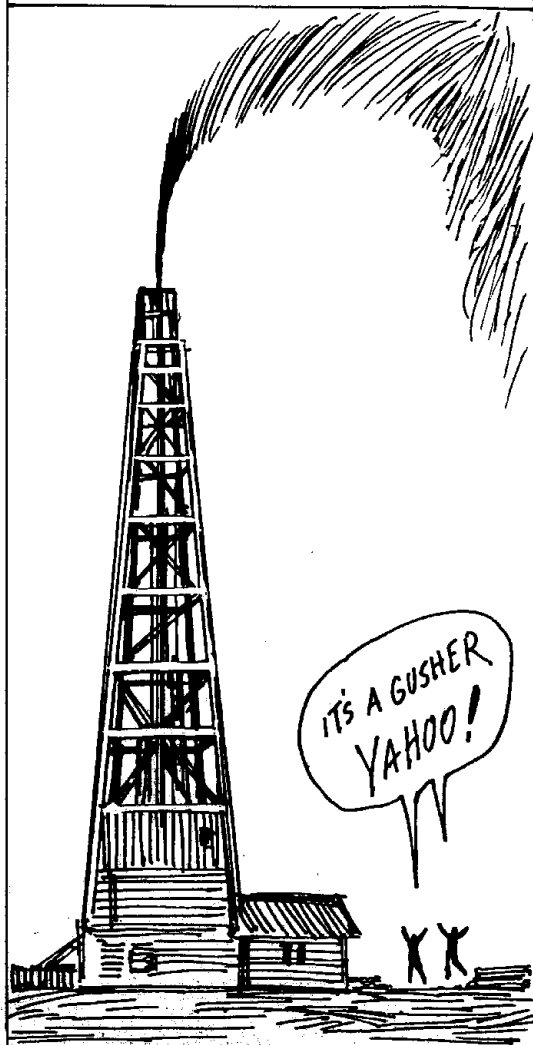
CAMPHENE, DISTILLED
FROM TURPENTINE FROM
PINE TREES, WAS
BEING BURNED FOR
LIGHT. IT GAVE
OFF A BRILLIANT
LIGHT AND WAS
CHEAPER THAN
WHALE OIL.



COAL WAS BEING
DISTILLED TO MAKE
GAS, WHICH WAS
BURNED FOR
ILLUMINATION....



AND IN 1859, PETROLEUM
WAS DISCOVERED IN
PENNSYLVANIA.



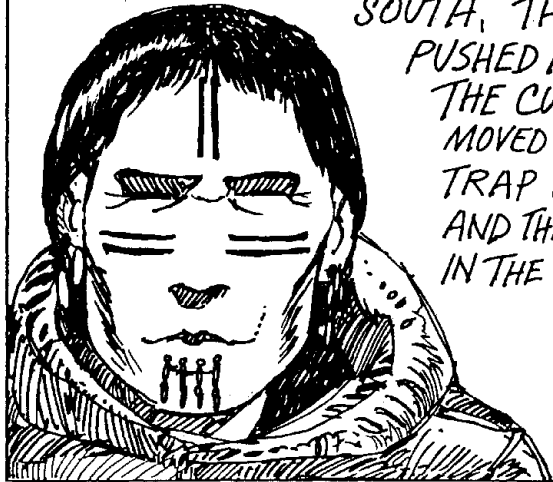
AT THE SAME TIME MORE AND MORE SHIPS ENTERED THE BERING SEA. THE NUMBER OF WHALES TAKEN DECLINED, JUST AS IT HAD IN THE WORLD'S OTHER GREAT OCEANS. FRUSTRATED BY THE EMPTY SEAS, WE SAILED FARTHER AND FARTHER NORTH AND TOOK GREATER AND GREATER RISKS IN THE SHIFTING PACK ICE IN ORDER TO TAKE WHALES.



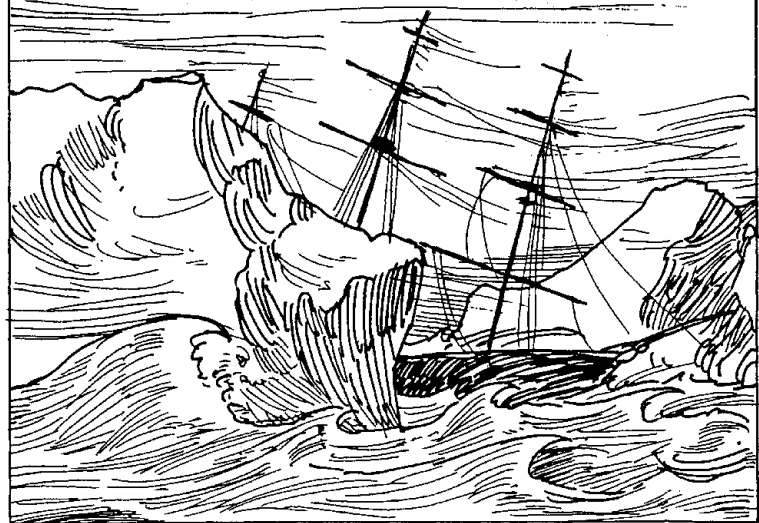
THUS IT WAS THAT IN THE SUMMER OF 1871 WE FOUND OURSELVES PART OF A LARGE FLEET OF OVER FORTY WHALING SHIPS IN VERY HIGH LATITUDES BETWEEN ICY CAPE AND POINT BARROW. AT FIRST THE HUNTING WAS GOOD. WE WERE HAPPY. MORE WHALE OIL AND WHALE BONE MEANT MORE MONEY FOR US ALL.



WE STAYED THROUGH AUGUST AND NEARLY HAD A FULL LOAD OF OIL WHEN DISASTER STRUCK. TWO GIGANTIC ICE FLOES, ONE BLOWN SOUTH, THE OTHER PUSHED NORTH BY THE CURRENT, MOVED IN TO TRAP OUR SHIP- AND THE OTHERS IN THE FLEET.



SOON A GALE BLEW UP. THE WIND SHRIEKED AND THE ICE MOVED AND PITCHED VIOLENTLY.



FROM INSIDE OUR SHIP WE HEARD THE SICKENING NOISE OF SHATTERING TIMBERS. THE ICE WAS CRUSHING THE JEZEBEL LIKE AN EGG.



UZIAH GAVE THE ORDER TO ABANDON SHIP.

SHE'S DOOMED!
ABANDON
SHIP.



WE CARRIED THE LIFE BOATS OFF THE ICE AND MADE OUR WAY SLOWLY THROUGH ICY CHANNELS.



AFTER 26 DAYS OF COLD AND NEAR STARVATION WE SPIED AN ESKIMO VILLAGE



WE WERE GREETED WARMLY AND GIVEN FOOD



THAT NIGHT AROUND THE FIRE IN A HOUSE MADE OF WHALE RIBS AND WALRUS SKINS, THE ESKIMOS TOLD STORIES OF OTHER SHIPWRECKED MARINERS.



THEY SPOKE OF THE **ORCA**, SUNK WHEN A HUGE WHALE RAMMED HER...

AND THE GHOST SHIP **MINERVA** WHICH TURNED UP, AFTER BEING MISSING FOR EIGHT YEARS, WITH ONLY DEAD MEN FOR A CREW.

AND THEN THEY SPOKE OF A YOUNG BOY...



HE CAME OUT OF
THE FOG, FLOATING
ON DEBRIS.

THEY DESCRIBED A BOY WHO HAD SURVIVED
MANY DAYS AT SEA CLINGING TO WHAT WAS
LEFT OF A WHALE BOAT. WHEN THEY TOLD ME
OF HIS FIRST WORDS, I KNEW THE BOY WAS
WILLIAM PERRY.

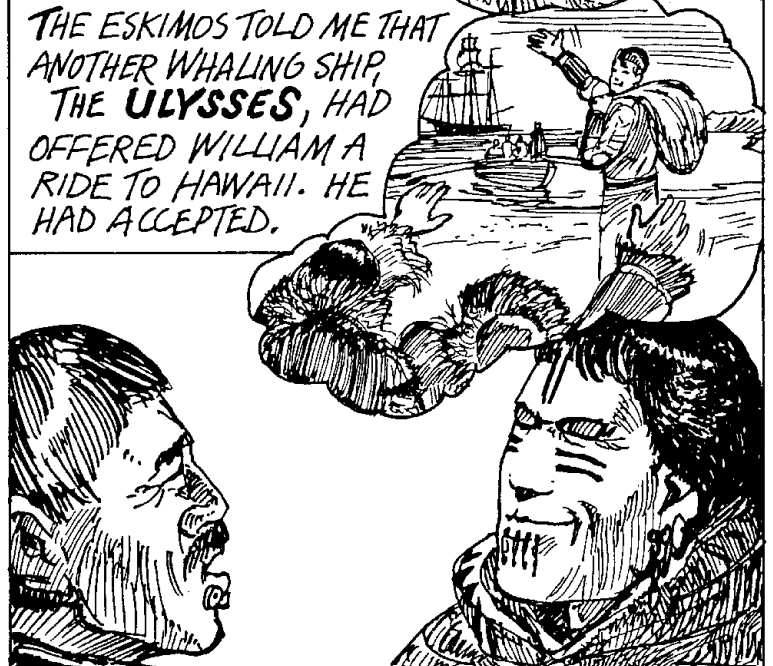


ALWAYS STAY WITH THE
BOAT. IT WILL FLOAT,
YOU WON'T....

I WAS VERY HAPPY.



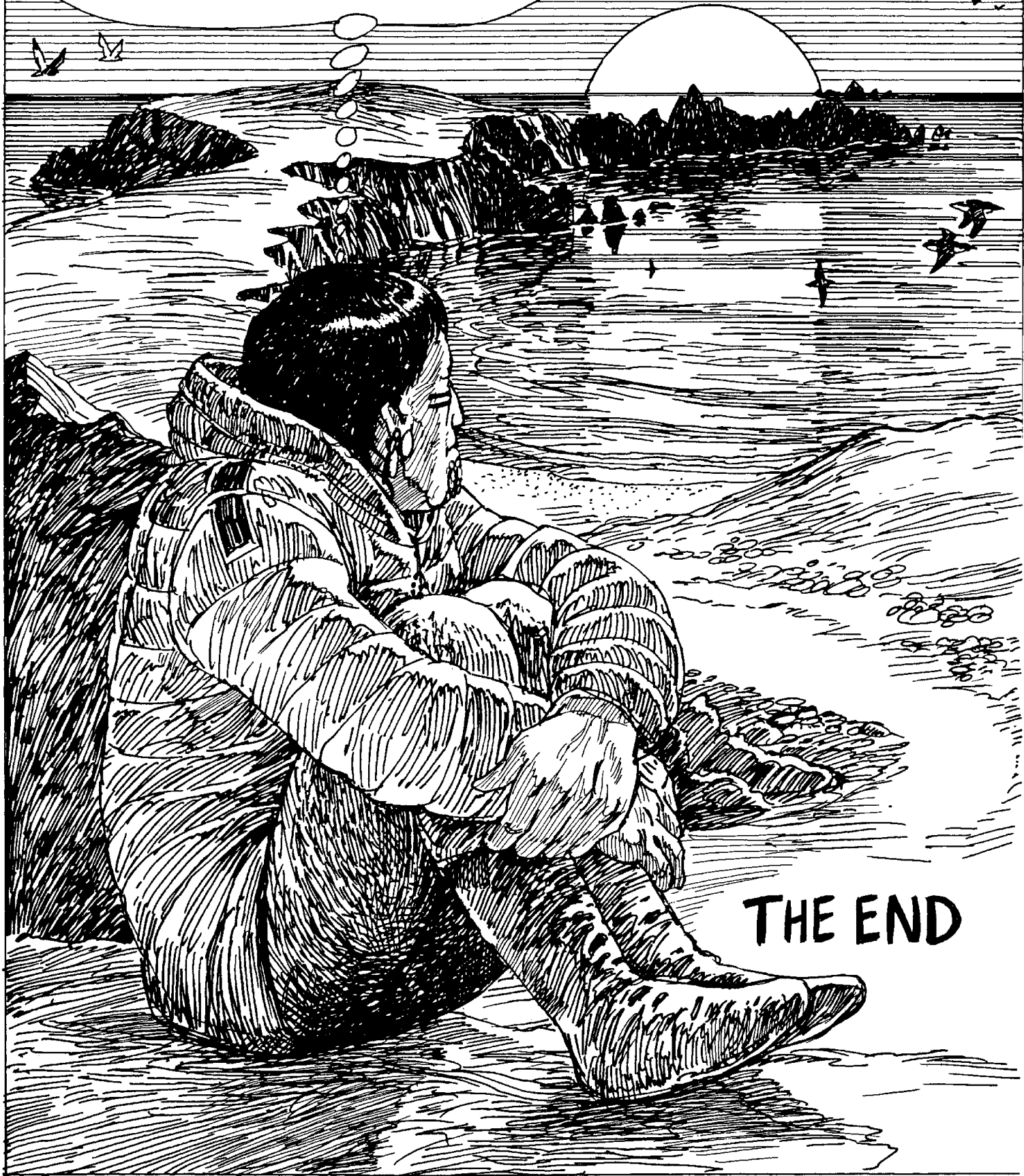
THE ESKIMOS TOLD ME THAT
ANOTHER WHALING SHIP,
THE **ULYSSES**, HAD
OFFERED WILLIAM A
RIDE TO HAWAII. HE
HAD ACCEPTED.



EVENTUALLY, A SHIP PICKED US UP.
I WAS REUNITED WITH MY SISTERS ON
ATKA. I BID FAREWELL TO WHALING
FOREVER.



I ALWAYS WONDERED WHAT HAD
BECOME OF WILLIAM. I HOPE HIS
LIFE, LIKE MINE, WAS HAPPY.



THE END

EPISODE III

Arctic Graveyard

The first Yankee whalers entered the Bering Sea in 1848. They were a long way from their home ports in New England for a very good reason. They had scoured first the Atlantic and then the Pacific oceans for whales to satisfy the world's soaring demand for whale oil and whale-bone. Whales were becoming harder and harder to find, and the icy waters of the Bering Sea held great promise.

The Yankee whalers were not in the Bering Sea for the sheer joy of sailing. They were there to make a profit. Profits were the *incentive* that drove New England merchants to send hundreds of whaling ships into the Bering, Chukchi, and Beaufort seas in the last half of the nineteenth century. The whaling ships represented large *capital* investments. They were floating factories that killed and butchered the whales, processed whale fat into oil, and cut whalebone into strips. The oil and bone were stored below deck for transport back to New England.

The heyday of the Western Arctic whale fishery was in the 1850s, when as many as 250 whaling ships per year sailed into the Bering Sea. They moved steadily northward above the Arctic Circle looking for whales. In 1871 a great tragedy struck. The whaling fleet was trapped in moving ice and thirty-three ships were crushed. Most of the ships were valued at more than one million dollars each. Miraculously, no lives were lost, but the disaster was a heavy blow to the New England ship owners.

In 1900, fewer than twenty ships entered the fishery. By then most of the whales had been killed and a variety of substitutes for whale oil, including coal and petroleum products, had been successfully developed and marketed. The whaling industry was caught in a squeeze. On the one hand whales were more and more expensive to kill, and on the other declining demand was depressing prices.

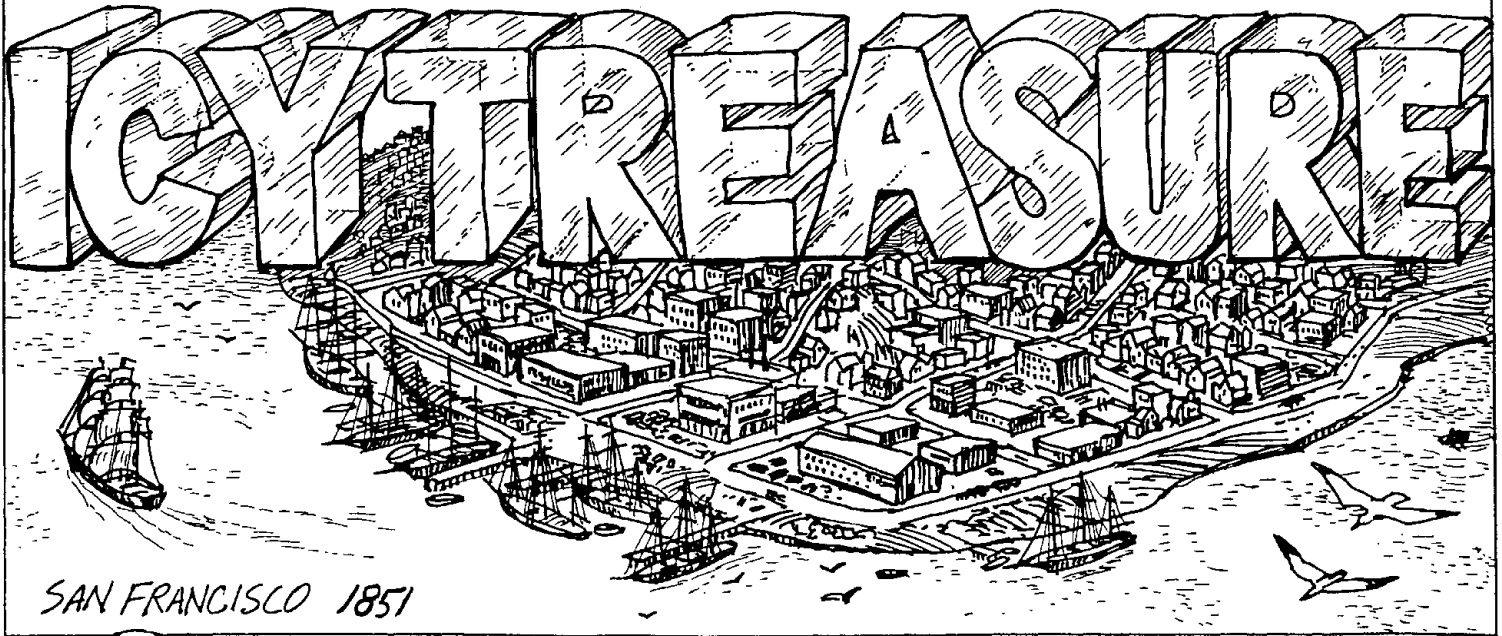
The development of substitutes had also depressed the market for whalebone. Spring steel, Celluloid, and "featherbone" made from goose quills were suitable—and cheaper—alternatives in the production of buggy whips, umbrella tines, and other items. When slim ladies' figures became

more fashionable than the exaggerated “hour-glass” look of the Victorian era, boned corsets became unfashionable and the bottom dropped out of whalebone sales.

Commercial whaling had a profound effect on the Eskimos who lived along Alaska’s western and northern coastlines. Eskimos traded warm clothing, food, and ivory to the whalers in return for manufactured goods such as tools, cloth, needles, and guns. Some Eskimos worked on whaling ships as harpooners or seamstresses and others sold whalebone to the Yankees.

The whalers, however, also traded rum and other alcoholic beverages to the Eskimos, introduced new diseases to the native populations, and killed hundreds of thousands of walrus that the Eskimos could have used for food. Life in the native villages would never be the same after commercial whaling.

Episode IV William Perry Finds Something Better than Gold in :



SAN FRANCISCO 1851



NEWS OF THE MOMENTOUS 1849 GOLDRUSH REACHED ME IN HAWAII. THE THOUGHT OF GOLD NUGGETS THE SIZE OF MY FIST, AND THE FORTUNE THEY WOULD BRING, WAS INCENTIVE ENOUGH FOR ME. I JUMPED SHIP AND IMMEDIATELY BOOKED PASSAGE TO CALIFORNIA.

BY THE TIME I REACHED CALIFORNIA ALL OF THE CLAIMS HAD BEEN STAKED. THERE WOULD BE NO CHANCE TO FIND THOSE NUGGETS AND MAKE MY FORTUNE.

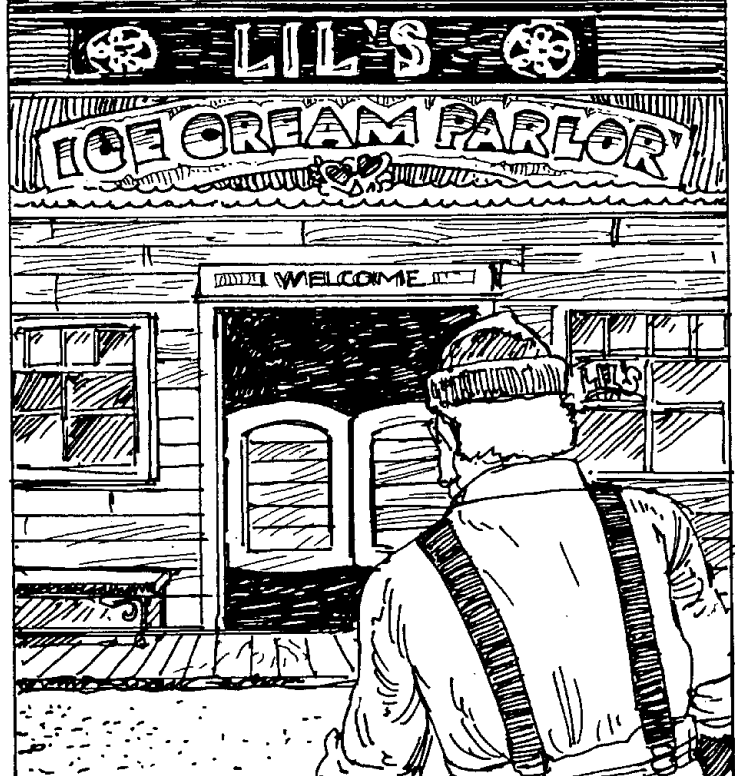
THINKING THAT ALL WAS LOST, I DECIDED TO DROWN MY SORROWS IN A QUADRUPLE SCOOP CHOCOLATE ICE CREAM SUNDAE, BUT

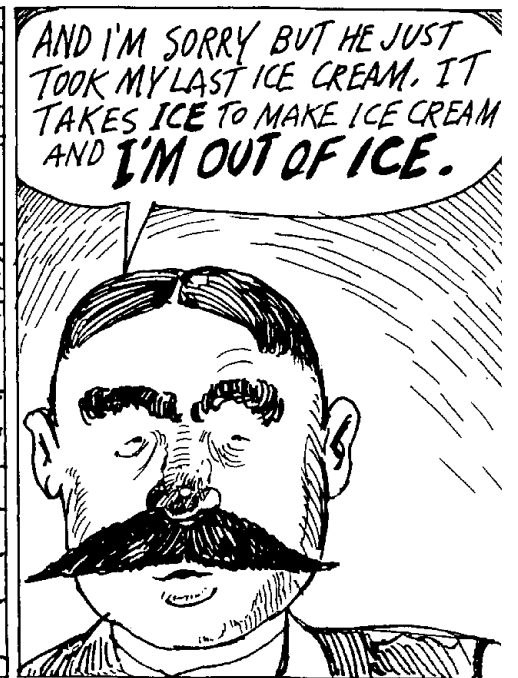
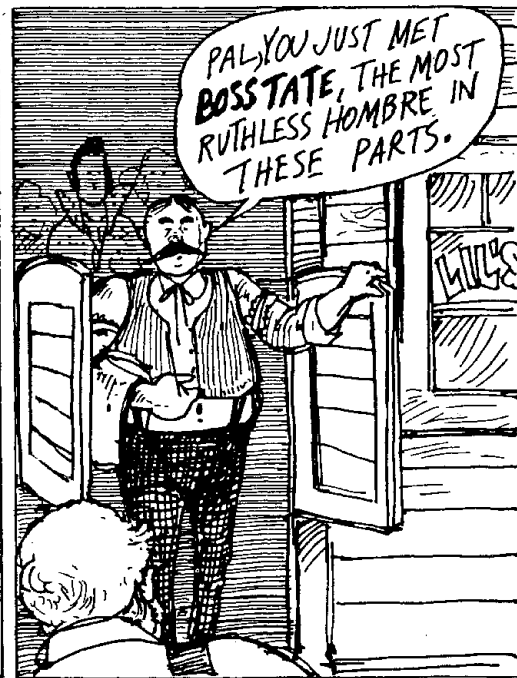
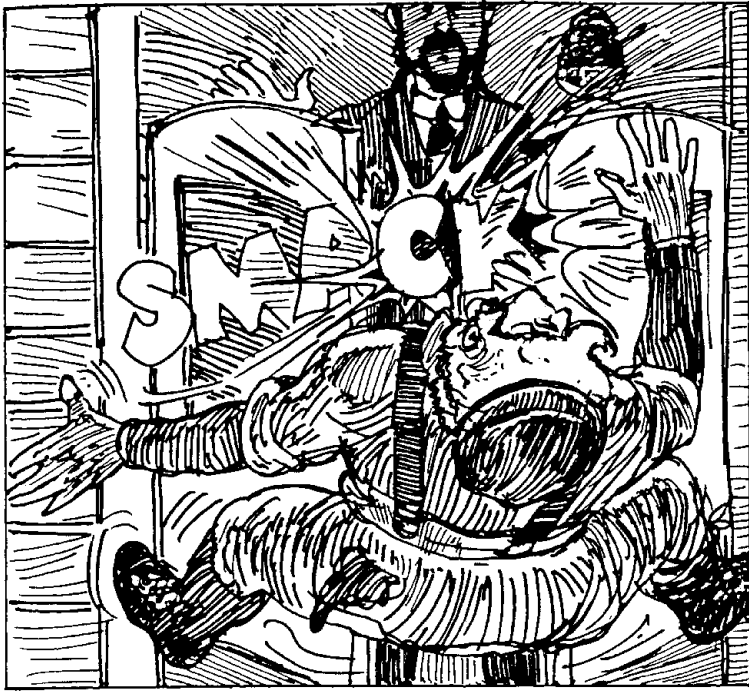
CLAIMS OFFICE

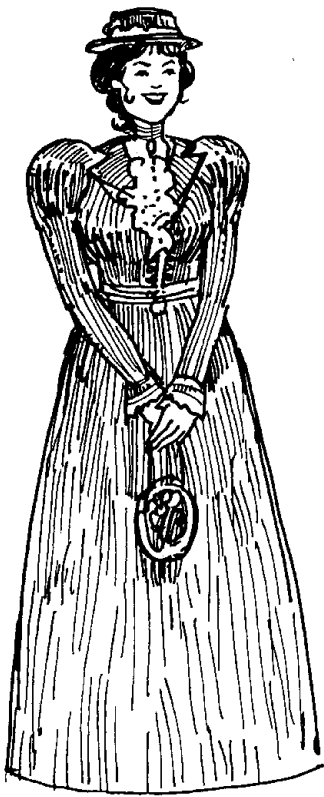
NO MORE CLAIMS!

I GAVE UP A GOOD WHALING JOB FOR THIS!?

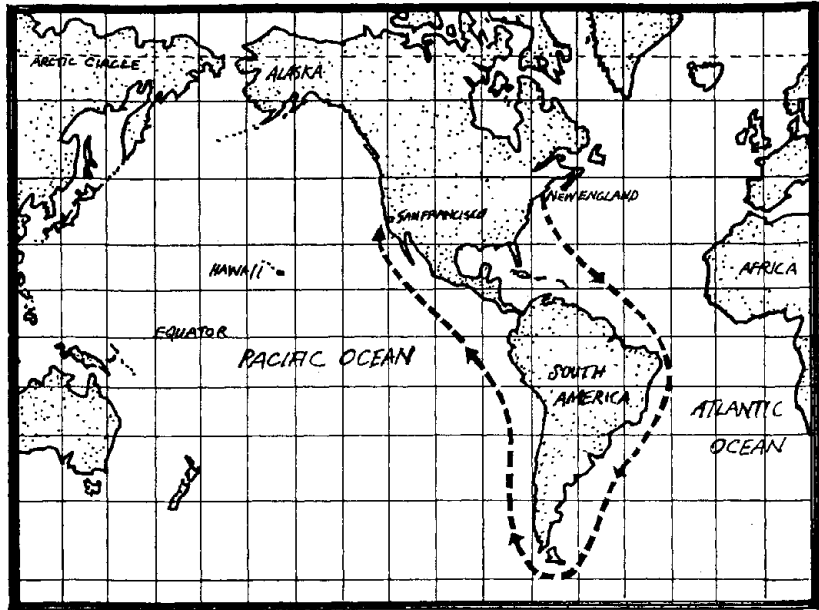
I'D SPENT MY SAVINGS ON THE BOAT TRIP TO CALIFORNIA! WHY DIDN'T I THINK MORE OF THE COSTS!



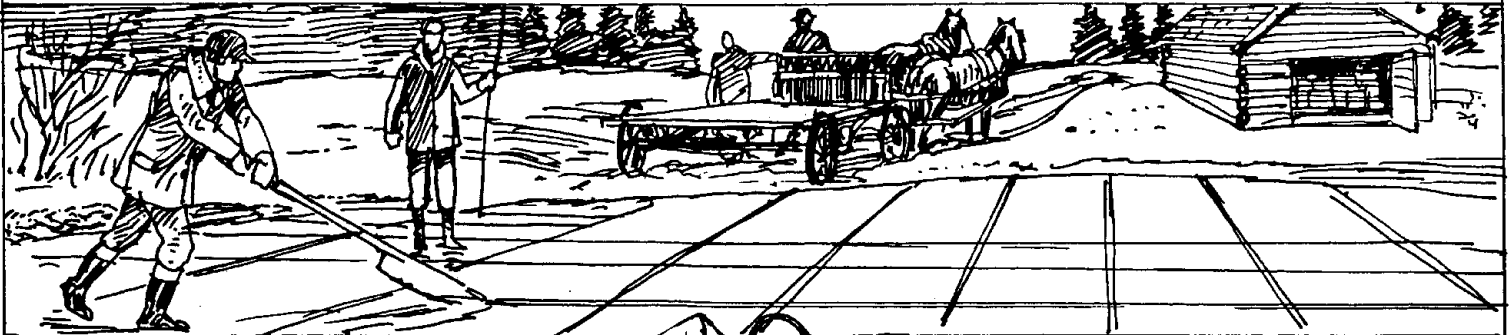




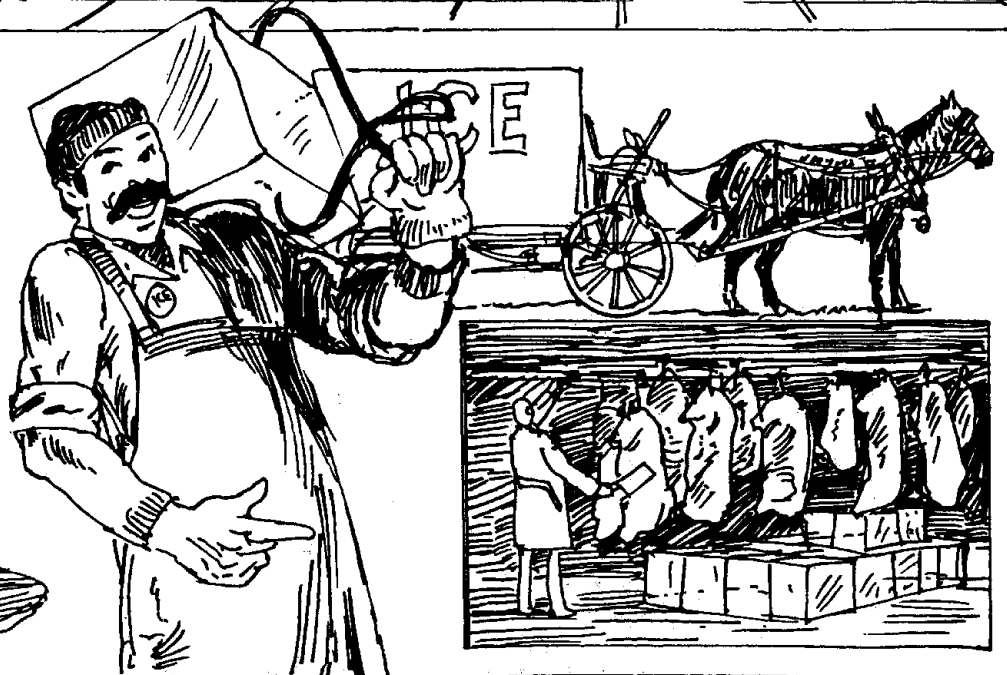
TIFFANY EXPLAINED THAT ICE CREAM MAKERS NEEDED ICE TO PRODUCE ICE CREAM, AND ICE HAD TO BE BROUGHT ALL THE WAY FROM NEW ENGLAND BY BOAT. WHEN THE ICE FROM ONE SHIPMENT WAS GONE THERE WAS NO ICE AND NO ICE CREAM UNTIL THE NEXT SHIP ARRIVED.



ICE WAS PRODUCED IN NEW ENGLAND FOR SHIPMENT ALL OVER THE WORLD. IN THE COLD NEW ENGLAND WINTER, POND ICE WAS CUT INTO BLOCKS AND STORED FOR SHIPMENT TO PLACES WHERE THE WEATHER WAS TOO WARM TO MAKE ICE.



WHEN THE ICE RAN OUT ICE CREAM WAS NOT THE ONLY PRODUCT AFFECTED. THERE WERE MANY USES FOR ICE.....





ICE WAS NOT ONLY SCARCE IN SAN FRANCISCO, IT WAS ALSO EXPENSIVE. THE PERSON WHO COULD PROVIDE SAN FRANCISCO AND THE GOLDFIELDS WITH CHEAPER ICE WOULD BE A RICH MAN. WHY WAS ICE SO EXPENSIVE? IT HAD TO BE THE COST OF BRINGING THE ICE TO SAN FRANCISCO. IF ONLY WE HAD A CLOSER SOURCE OF ICE.



MY CHANGE OF MOODS SPOOKED TIFFANY. I WAS THE MAN TO SOLVE SAN FRANCISCO'S ICE PROBLEM AND IN THE PROCESS MAKE MY FORTUNE

I KNEW WHERE ICE COULD BE FOUND IN A PLACE CLOSER THAN NEW ENGLAND
— ALASKA!



I GAVE TIFFANY A BIG KISS AND MADE A DATE FOR DINNER.



WHO NEEDS GOLD WHEN YOU HAVE WHAT THE GOLD MINERS WANT! IF I WAS TO MAKE MY FORTUNE IN ALASKA ICE THERE WAS PLENTY TO DO. I HAD TO SECURE CAPITAL FOR MY INVESTMENT. IF I COULD CONVINCE OTHERS OF THE POTENTIAL PROFITS, THIS WOULD BE THE INCENTIVE FOR THEIR INVESTMENT.

I TALKED TO A BANKER



A SUCCESSFUL MINER



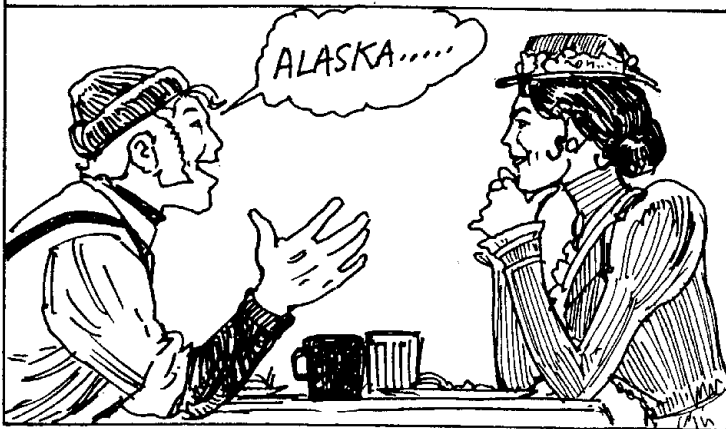
AND A LEADING MERCHANT



WE POOLED OUR CAPITAL TO FORM THE RUSSIAN-AMERICAN ICE COMPANY.



AT DINNER I TOLD TIFFANY EVERYTHING—HOW ICE FROM ALASKA WOULD MAKE MY FORTUNE.

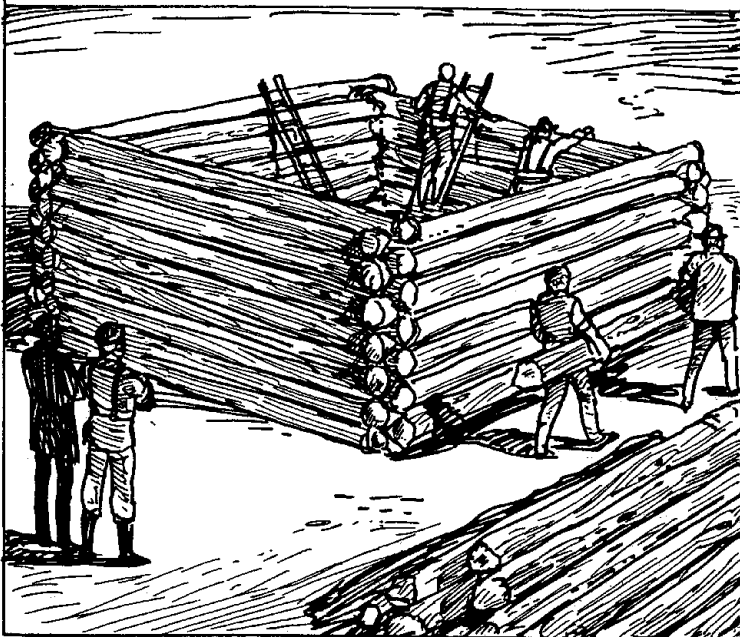


SOON AFTER DINNER I FOUND THAT I WAS BETRAYED. TIFFANY WAS THE GIRLFRIEND AND PARTNER OF BOSS TATE. SHE TOLD HIM MY PLANS AND SUDDENLY... COMPETITION.



THE BOSS KNEW THE FIRST ONE TO THE ICE FIELDS WOULD QUICKLY MAKE A LOT OF MONEY, SO HE SECURED THE SLEEKEST, FASTEST CLIPPER SHIP— **THE SEA HARE**. AND OFF TO ALASKA HE SAILED.

MY PARTNERS URGED ME TO DO THE SAME, BUT I HAD TWO THINGS TO DO BEFORE I WOULD LEAVE. I WOULD NOT LEAVE UNTIL CONSTRUCTION BEGAN ON AN ICE HOUSE FOR STORING THE ICE.



AND I HAD TO VISIT THE RUSSIAN CONSULATE. RUSSIA OWNED ALASKA, AND I WANTED TO SECURE THE EXCLUSIVE RIGHTS TO ALASKA ICE.



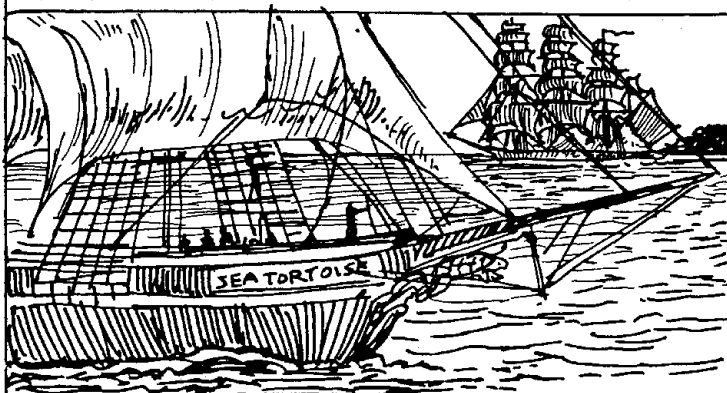
WHEN I TOLD THE CONSUL THAT I WOULD BE WILLING TO BUY THE RIGHTS, HE LAUGHED IN MY FACE. HE SAID ICE WAS NOT BOUGHT OR SOLD IN ALASKA—THERE WAS SO MUCH ICE YOU COULDN'T GIVE IT AWAY.



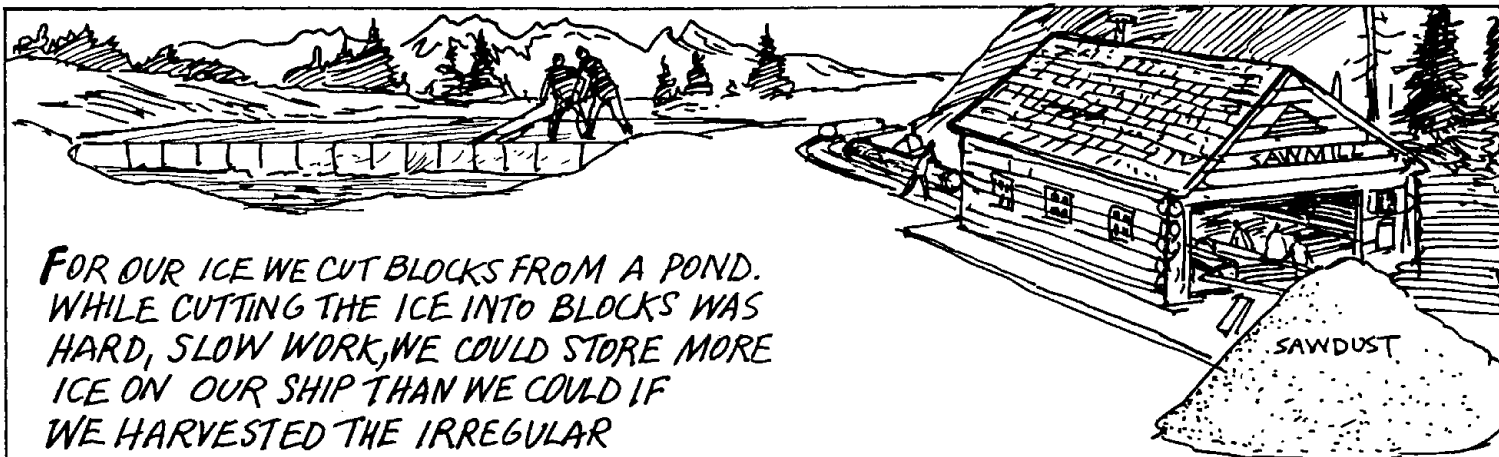


I EXPLAINED THAT IN SAN FRANCISCO THE OPPOSITE WAS TRUE. RELATIVE TO THE WAYS PEOPLE WANTED TO USE ICE, THERE WAS SO LITTLE AVAILABLE THAT ICE WAS VALUABLE MORE VALUABLE THAN GOLD! WITH THE RUSSIAN CONSUL'S RELUCTANT WILLINGNESS TO TAKE MY REQUEST TO ST. PETERSBURG AND THE BEGINNING OF THE ICE HOUSE, I BID MY PARTNERS FAREWELL. I LEFT NOT IN A SLEEK, FAST BOAT BUT IN A HEFTY ONE — ONE THAT COULD CARRY LOTS OF ICE.

BY THE TIME I REACHED SITKA, BOSS TATE WAS HEADING BACK TO S.F. WITH HIS HARVEST OF GLACIER ICE AND ICE BERGS.

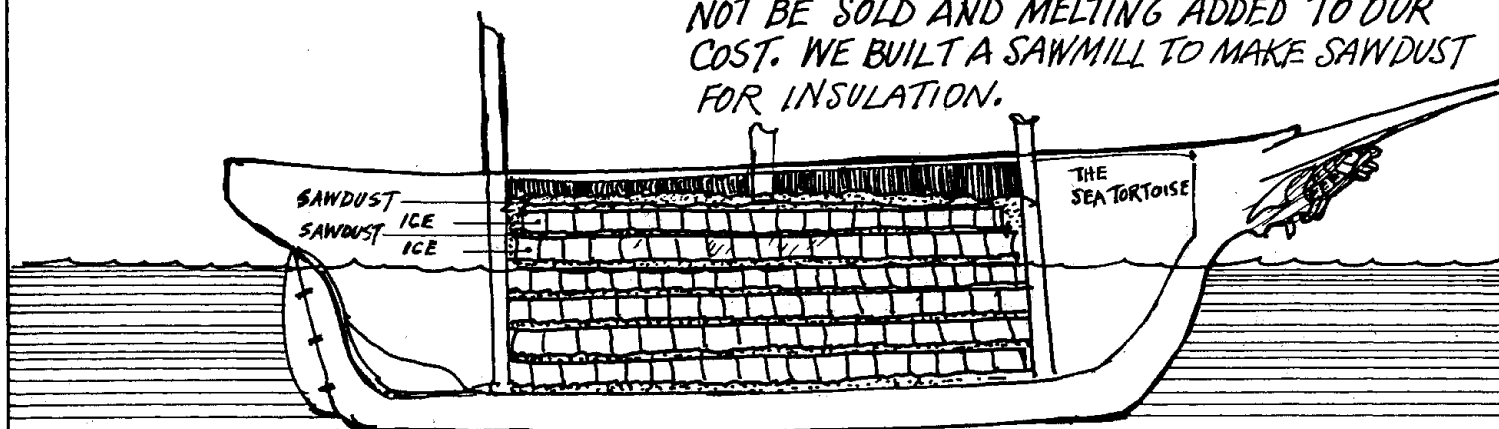


MY CREW STARTED TO COMPLAIN THAT THE RACE WAS LOST.

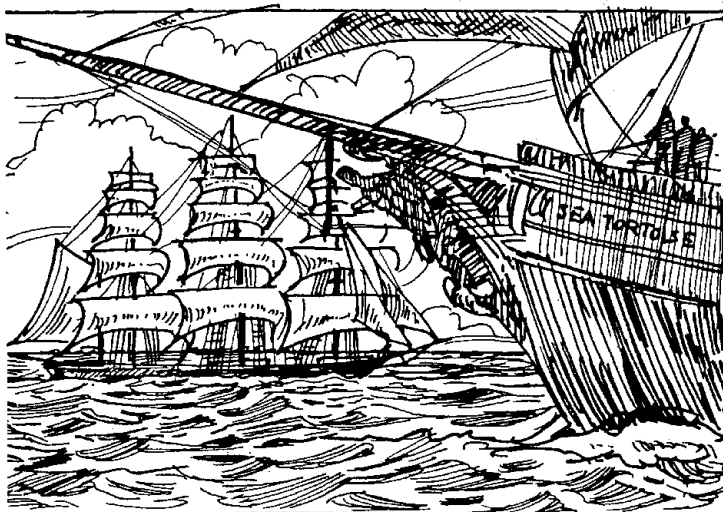


FOR OUR ICE WE CUT BLOCKS FROM A POND. WHILE CUTTING THE ICE INTO BLOCKS WAS HARD, SLOW WORK, WE COULD STORE MORE ICE ON OUR SHIP THAN WE COULD IF WE HARVESTED THE IRREGULAR SHAPED ICE BERGS.

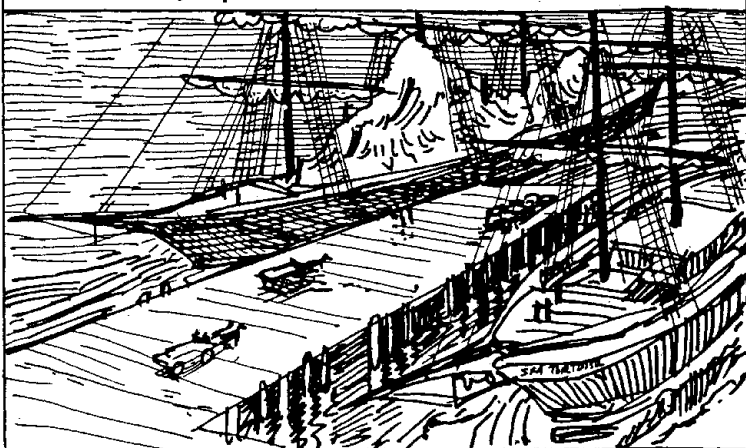
WE INSULATED THE ICE SO LESS WOULD MELT DURING THE TRIP BACK. MELTED ICE COULD NOT BE SOLD AND MELTING ADDED TO OUR COST. WE BUILT A SAWMILL TO MAKE SAWDUST FOR INSULATION.



WITH THE BOAT LOADED WE SAILED FOR HOME. BOSS TATE SAILED PAST US ON HIS SECOND TRIP TO THE ICE FIELDS.



AS WE ARRIVED IN THE MIDSUMMER HEAT, THE BOSS ALSO SAILED INTO PORT. HIS PREVIOUS TRIP HAD MADE HIM THE ICE KING OF SAN FRANCISCO. MY PARTNERS DESPAIRED, BUT I HAD A PLAN.



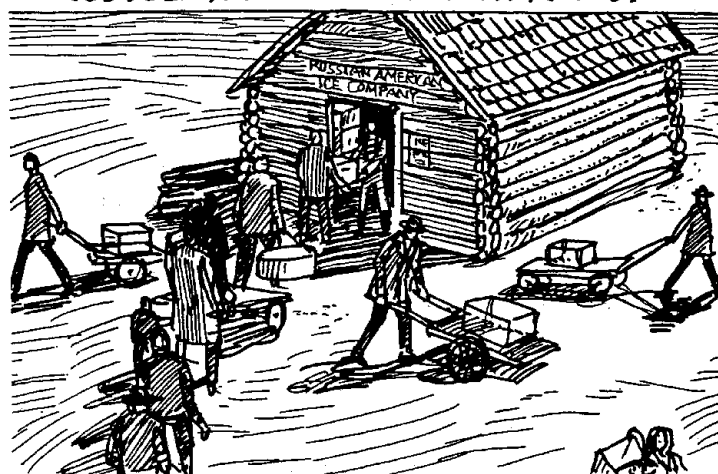
BOSS TATE SOLD ICE AS FAST AS HE COULD UNLOAD IT BUT THE SMALL LAKE AROUND HIS ICE WOULD BE A SOURCE OF TROUBLE. TROUBLE I WOULDN'T HAVE BECAUSE MY ICE WAS SAFE IN THE COOL ICE HOUSE.



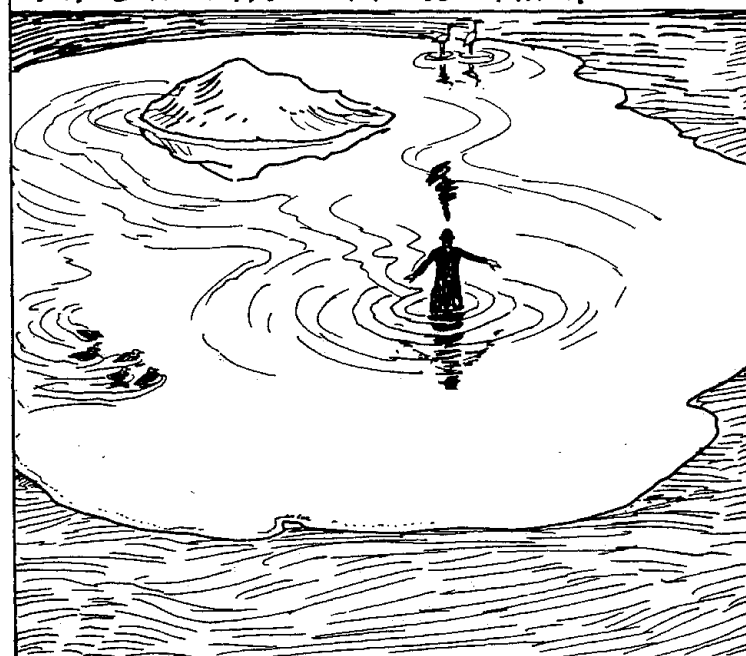
WITH MY ICE SAFELY STORED AWAY I OPENED FOR BUSINESS.



LOWERING MY PRICE BELOW BOSS TATE'S SOON CREATED A LINE AT MY ICE HOUSE. I WAS A HERO BECAUSE I BROUGHT THE PRICE OF ICE DOWN. MY INVESTMENT OF TIME AND RESOURCES ALLOWED ME TO PRODUCE THE ICE AT A LOWER COST.



MY COMPETITION MELTED AWAY.





MY SUCCESS SHOWED THE RUSSIANS THAT WHAT THEY COULDN'T GIVE AWAY IN ALASKA WAS VALUABLE SIMPLY BY MOVING IT TO SAN FRANCISCO. THE CONSUL GLADLY SOLD ME EXCLUSIVE RIGHTS TO ALASKA ICE AND MY WORRIES ABOUT COMPETITION SEEMED TO BE OVER.

I GOT VERY RICH. MINERS AND OTHERS WERE MORE THAN WILLING TO GIVE UP THEIR GOLD FOR ICE. I HAD FOUND A WAY TO MAKE MY FORTUNE FROM THE GOLD FIELDS WITHOUT MINING, AND SAN FRANCISCO HAD FOUND A WAY TO KEEP COOL.



I ALSO GAINED A NICKNAME — **ICE BOX PERRY**



MANY THINGS CHANGED DURING MY TIME IN SAN FRANCISCO - INCLUDING THE SALE OF ALASKA TO THE UNITED STATES IN 1867.

DO YOU KNOW WHAT DID IN MY ICE BUSINESS? COMPETITION. NOT ANOTHER ICE COMPANY BUT A NEW INVENTION - THE REFRIGERATOR. THIS MACHINE ACTUALLY MADE ICE FROM WATER. BUT A WISE MAN STAYS AHEAD OF THE TRENDS. I SOLD THE ICE BUSINESS AND GOT INTO THE REFRIGERATOR BUSINESS. I WONDER IF I SHOULD CHANGE MY NAME.

PERRY'S HOUSE OF REFRIGERATION



EPISODE IV

Icy Treasure

When gold was discovered in California in 1848, most of the people in the United States lived east of the Mississippi River. Made up of small towns and ranches, California was a new territory of the United States. San Francisco was a small whaling port. The discovery of gold changed all that!

The promised riches of the gold field provided the **incentive** for thousands of people to leave their jobs and homes and move to California. The people who came to California in the gold rush were called the “California 49ers” because most of them came in 1849. Over 85,000 people became 49ers and moved to California.

Although 49ers came to California from all over the world, most came from the eastern U.S. The trip from the East to the gold fields was long, expensive, and dangerous. Forty-niners had to choose between a risky trip in a wagon across the Great Plains and the Rocky Mountains or a costly trip in a clipper ship around the tip of South America. Although the **costs** were great, the California 49ers, like William Perry, felt that the rewards of working the gold fields were likely to be even greater.

One result of the California gold rush was the growth of San Francisco into a large city. Its population grew by almost 35,000 in just one year. This growth came in spite of the fact that there was no gold in San Francisco. The growth of San Francisco was a **secondary effect** of the discovery of gold.

The growth of the population of California meant an increase in the **demand** for goods. More people meant that more food, clothes, shoes, wagons, and other goods could be sold. It also meant an increase in the demand for people providing services—like lawyers, barbers, doctors, and firefighters. San Francisco became the center for supplying these goods and services to the gold miners.

The demand for ice in San Francisco grew for the same reason as it did for other goods—more people. In the 1840s ice was produced in the ponds of New England and shipped all over the world. The price

of ice in San Francisco was high because of the cost of shipping; it was almost 13,000 miles by sea from Boston to San Francisco.

Ice sold for \$75 a ton in 1852. The people of San Francisco were willing to pay a high price for ice and this provided an incentive for the **entrepreneurs** behind the Russian American Ice Company. Alaska's ice was closer—it was less than 2,000 miles from Kodiak to San Francisco—so it cost less to bring to market than New England ice. The difference between the price of ice in San Francisco and the cost of bringing it from Alaska provided the entrepreneurs a profit.

In our story, when William Perry first approached the Russian consul with his idea, the consul couldn't understand what made the ice valuable. The ice wasn't valuable in Alaska. Besides, hadn't the ice been around a long time? What made it so valuable in 1850? The **value** of any good depends on how much of it there is and how much people want to use it. In other words, value depends on **scarcity**. Ice wasn't valuable in Alaska because there was a lot of it and few people to use it. Ice became more valuable in San Francisco because the number of people wanting to use it increased.

The first ice shipment from Alaska to California used ice cut from a Sitka pond, but the winters in Sitka were too warm and the ice company eventually moved to Kodiak. The production of ice required the construction of a sawmill to make sawdust to insulate the ice.

Ice was produced in Alaska until 1880, when other, less expensive ways to provide ice were introduced. Ice was brought from mountains closer to San Francisco and refrigeration was introduced. Reducing the cost of providing ice in San Francisco reduced the value of Alaska ice. Production stopped because the costs of production could no longer be recovered.

The most important change for Alaska during the time of the ice company was a change of ownership. Russia sold Alaska to the U.S. in 1867. Although Americans knew little of Alaska, it must have seemed like a good deal at the time. Alaska's price was only two cents an acre.