

ROY MINTER

REPORT
ON
YUKON'S GOLD RUSH JUBILEE
1898 - 1958

October, 1958

YUKON GOLD RUSH JUBILEE COMMITTEE

October, 1958

President
Whitehorse Board of Trade
Whitehorse, Y.T.

Dear Sir:

The JUBILEE is over and there is a general sigh of satisfaction and relief.

Much has been accomplished this summer in many and varied fields of endeavour. The idea that Yukon could be developed as a great tourist area gained a few supporters. The problems, pitfalls and rewards of tourism came into clearer focus. The personal, community and government responsibilities connected with the development of the Tourist Industry became more sharply defined. There is no question that we have just emerged from a unique experience, which has produced tangible results.

The GOLD RUSH JUBILEE was something created and sold for a specific purpose. That purpose was to convince Canadians that Yukon is part of Canada, and that Yukoners are a part of Canadian culture. This is a good motive. It is an ideal motive. However, we must be honest and admit that, lurking in the background, there is a less noble but extremely practical second motive which is to create a new source of income for Yukon's economy.

Tourism is big business. It's one of the biggest businesses in the world. Non-resident-spending is the chief source of income for many States in America. But accepting this non-resident-spending concept as a source of income is one of our biggest stumbling blocks. Tourism simply does not seem real. But it is real. The attached proceedings

(Appendix A) of the 1957 Tourist Association Convention attests to this. The "Canadian Tourism" newspaper (Appendix B) adds weight to the argument. The booklet "Tourism is YOUR Business" (Appendix C) relates the business of the tourist trade to the individual. The folders (Appendices D, E & F) give evidence of the type of thinking that is going into the promotion of Tourist travel and ways of attracting the tourist to a given area. All these things point up the fact that Tourism is big business and enjoys considerable stature throughout the Nation and the whole world.

It is with these thoughts in mind that I tackle the problem of writing a report on YUKON'S GOLD RUSH JUBILEE. It would be simple to handle it as a report on a rather large community social affair, but it was not just a large community social affair. It had considerable National impact. Someone once said that "One should be careful when dreaming dreams because they might come true". In a sense this has happened to us. The GOLD RUSH JUBILEE more than accomplished its ends and we are now "stuck with its success". In view of this I feel it would be wrong to cover the JUBILEE as a "local party". I feel it should be handled as a major project and the facts reported accordingly.

This report will be as full and complete as possible for two primary reasons. First - public funds were used to finance the work of the YUKON GOLD RUSH JUBILEE. Second - a record of activities, errors and accomplishments will assist in making an assessment of the JUBILEE and provide a guide for future area promotion projects.

The JUBILEE REPORT is broken down into six major divisions -

- (a) THE IDEA
- (b) THE FUNDS
- (c) THE SYSTEM

- (d) THE JUBILEE
- (e) THE RESULTS
- (f) THE CHALLENGE

To emphasize or support certain points Appendices have been attached. Unfortunately it is not possible to attach all appendices to all reports as, in some cases, the supply is limited. However, there is a complete set with copy 'Number One' of this report which has been placed in the hands of the Whitehorse Board of Trade. This report however is not specifically directed to the Whitehorse Board of Trade. Rather it is directed to all Communities, Committees and Agencies which participated in YUKON'S GOLD RUSH JUBILEE.

The burden of sparking future Yukon adventures into the world of tourism will rest on these Communities, Committees and Agencies because without their interest, guidance and support, the opportunity to develop a new Yukon industry will be lost.

Respectfully submitted.



Roy Minter
Director
YUKON GOLD RUSH JUBILEE

See Distribution List Attached

<u>Distribution List</u>	<u>No. of copies</u>
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Yukon Gold Rush Jubilee Committee	5
Haines Junction, Gold Rush Jubilee Committee	2
Mayo Chamber of Commerce	2
Carcross, Gold Rush Jubilee Committee	2
Atlin, Gold Rush Jubilee Committee	2
Whitehorse Gold Rush Jubilee Committee	2
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Mr. John W. Fisher, Canadian Tourist Association	1
Mr. Robert W. Kelly, Canadian Tourist Association	1
Mr. "Dutch" Derr, Alaska Visitors' Association	2
Miss Kay Kennedy, Chief News Bureau, A.V.A.	1

THE IDEA

History

The idea of developing the Tourist Trade in Yukon is not a new one. It is a matter of record that a reasonably healthy Tourist season was enjoyed during the nineteen twenties and thirties. The war stopped it short. After the war, rising costs, loss of ships, adverse highway publicity and lack of promotion contributed to the general decline of Yukon's Tourist Trade.

The idea of reviving and developing the Tourist Trade was given expression and subsequent encouragement by the Whitehorse Board of Trade. In 1956 a survey was completed which indicated to the Board of Trade that the Yukon merchants were interested in developing some means whereby tourists could be encouraged to come to Yukon for their holidays.

A committee was convened by the Board of Trade to investigate the possibility of creating a Yukon Tourist organization. To this end a representative of the Alaska Visitors' Association was invited to address the Board of Trade on the subject of Tourist promotion. Subsequently the committee reported that the idea of a Tourist Promotional organization seemed both desirable and feasible. They recommended that a public meeting be held with "interested citizens" attending. The purpose of this meeting was to form a second committee to investigate the matter further and report back to the "interested citizens". In effect this meeting was sponsored by the Whitehorse Board of Trade but the responsibility of proceeding with Tourist development was placed in the hands of this loosely-knit group known as "interested citizens", which was mostly made up of Board of Trade members. This general meeting authorized the Second Committee to advance the Tourist Trade project.

The Second Committee accomplished four things as follows:

- (a) Assisted the Chamber of Commerce in setting up the Visitors' Information Center during the summer of 1957.
- (b) Created the constitution and by-laws for a Tourist Promotional organization to be known as the Yukon Visitors' Association.
- (c) Authorized legal council to proceed to register the Yukon Visitors' Association under the Societies Act.
- (d) Elected the following persons to the Yukon Visitors' Association Board of Directors in May, 1957. (Board members were requested to stand and approval was received prior to election.)

Don MacWilliam	- Whitehorse
Frank Schoepel	- Whitehorse
John Phelps	- Whitehorse
Don Davis	- Whitehorse
Al Clarke	- Whitehorse
John Bakke	- Haines Junction
Bud Simson	- South Highway
Mike Comadina	- Dawson City
Clair White	- Mayo District
Jan Montgomery	- Whitehorse
Aubrey Simmons	- Carcross
Charles West	- Seattle

An attempt was made to hold a Board of Directors' meeting in June, 1957, to proceed with the work of organizing the Yukon Visitors' Association. Unfortunately, due to various circumstances, the Directors were unable to hold this meeting. It would appear that the first attempt to officially launch the Y.V.A. failed, however, individuals carried on with the work and the idea was kept alive.

During the Winter of 1957 the Board of Trade continued to express interest in the Tourist Trade and demonstrated this interest by forming a Tourist Committee. This Committee confined its effort to the local Whitehorse scene. It worked to improve local conditions for visitors and to promote a genuine local interest in Tourism.

During the Fall and Winter of 1957 the writer and ex-members of

the Second Committee chatted informally about the failure of the Y.V.A. to materialize and related Tourist subjects. The fact that 1958 was the 60th Anniversary of the Trail of '98 was examined from time to time. Its promotional possibilities could not be denied. Here was a "news hook" that could conceivably put Yukon on the map plus stimulate interest in the Tourist Trade within the Yukon itself.

During a trip to Ottawa, Montreal, Toronto and way points I discussed, with many people, the fact that Yukon was a forgotten corner of Canada. The possibility of a GOLD RUSH JUBILEE was also mentioned. The response seemed to make the project a natural one. The press and radio wanted more information but at that time there was none to give because there was no JUBILEE.

Would Yukon support such a project? Could the money be found to finance it, if support was offered? Could Government participation be considered? What should the program be? Would some communities support the idea only to have it rejected by others? These and dozens of other questions required answers and yet no answers came. It soon became obvious that the only way to find the answers was to have a JUBILEE.

On 10 January, 1958, a letter was written to Rolf Hougen, President of the Whitehorse Board of Trade and excerpts are recorded here: -

. . . Why don't we shoot for the works? Why don't we set up a Jubilee Committee or use the framework already established by the Y.V.A.? Why don't we establish a program of JUBILEE entertainment by letting our imaginations run riot? Why don't we just create some pie in the sky and make it come true?

We won't have another chance like this for 40 years . . . First - let us decide to make 1958 a "GOLD RUSH JUBILEE". Then let's obtain the support of our member of Parliament and through him obtain support from the Minister of Northern Affairs. If the Department wants to build, advertise, develop and contribute to the Northern economy, here is its chance.

Let's obtain approval in principle from the Territorial Government with subsequent financial assistance.

Then let's design a program which would consist of publicity leading up to a "DISCOVERY FESTIVAL" in August, 1958 with DISCOVERY DAY being a major event at Dawson City. *KLOLDIKE FESTIVAL - KLOLDIKE DAYS YUKON DAYS*

Yukon's DISCOVERY FESTIVAL (or another name) could and *GOLD RUSH FESTIVAL* should involve every organization in Yukon. Each organization could accept one part of the program which could include:

1. Festival dances.
2. Festival gambling nights and bingos.
3. Decorations (all cities and towns).
4. Beard growing by all males.
5. Population dressing up as old-timers for the month of August.
6. Festival excursions to Skagway, Dawson, Atlin, Carcross.
7. Dedication of plaque at Skagway commemorating those who lost their lives on the Trail of '98.
8. Visit of Army and Air Force bands.
9. A visit or a message on tape from Robert Service.
10. Request that Princess Margaret include Yukon in her B.C. Centennial itinerary.
11. Invitations to Alaska to participate.
12. Re-enactment of Trail of '98 with say fifty or one hundred men crossing the White Pass on foot. (With TV coverage).
13. Invitations to Prime Minister of Canada, Governor of Alaska, Premiers of British Columbia and Alberta and other dignitaries.
14. Find the two U.S. Army drivers who drove the first trucks over the Highway - or the men who cut the ribbon -- and bring them up for a ceremony. Perhaps a general or two who were involved could be asked to come.
15. Have the Whitehorse Drama Club recreate the Shooting of Dan McGrew -- or some other play.

16. Erect a set-up by the river to pan for gold, using brass nuggets.
17. Obtain C.B.C., newspaper and magazine publicity, this to include TV, radio and printed word.
18. Sponsor a "SMALL CAR CAVALCADE" over the Highway. Perhaps a "SPORTS CAR CAVALCADE" should be considered too.
19. Promote creation and sale of Indian art.
20. Promote an Exhibition showing what is produced in Yukon now. What it is all about -- what its plans are for the future -- Mining, Power, Transportation, Products.
21. Expand the Flower Show to include "HOMECRAFTS", "COOKING", "DISPLAYS BY BUSINESSES".
22. Involve all the transportation companies, auto clubs and travel agencies.
23. Print "TOP OF THE WORLD" certificates and give one to each tourist certifying that he is a "SOURDOUGH".
24. Invite Sourdough Associations in Vancouver and Seattle to hold their annual meeting in August or participate in some appropriate manner.
25. Ask businesses to print letterheads showing it is the 60th Anniversary of the Trail of '98.

. . . we could go on and on. A Committee would think up more and better ideas to create a first-rate DIAMOND JUBILEE or ANNIVERSARY and DISCOVERY FESTIVAL.

Whatever course the plan takes we would have almost six months to get ready for the DISCOVERY FESTIVAL. This six months could be used for planning, organizing and publicity.

It will mean a lot of work but I'm convinced that with the right approach it could be a howling success and the total result would immeasurably benefit the Yukon, its future and economy . . .

Kindest regards,

Roy Minter.

RSM/emb

10 Jan. 1958

Thanks to the wonderful support from so many different organizations, businesses, institutions and persons, most of the program set out in the above preliminary letter was accomplished - and a lot more besides. A summary of the actual accomplishments is set out under "THE RESULTS".

On my return from Eastern Canada, Mr. Al Clarke and I were given opportunities to speak to many individuals and groups of people about the proposed GOLD RUSH JUBILEE. This included Commissioner Collins, Brigadier J.R.B. Jones, Wing Commander T.T. Scovill, the Kiwanis, the Transportation Bureau of the Board of Trade, the Retail Merchants, plus a luncheon group composed of many business men. At this luncheon meeting I was named Director of YUKON'S GOLD RUSH JUBILEE. In addition we spoke before the City Council and dozens of smaller meetings of interested people. We spoke to many individuals whose opinions were valued. During all of these talks we were given every courtesy plus an endorsement of the JUBILEE PLAN.

With this encouragement we felt safe in making our first public announcement during February concerning "YUKON'S GOLD RUSH JUBILEE". This had to be done at this point to ensure CBC participation. We were obliged to compete with Princess Margaret's visit and the B.C. Centennial for CBC program coverage. Once we had made this first announcement, the JUBILEE had to come off because engineers, announcers and producers were quickly scheduled to cover the JUBILEE events.

The preliminary announcements also brought inquiries from the press which started to schedule writers into the area. It was not long before the JUBILEE committee was faced with the problem of dealing

with the various media about a JUBILEE that didn't exist, with no real organization to bring it into being.

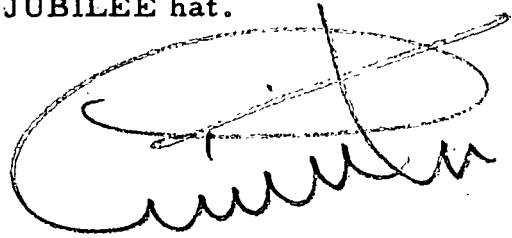
The YUKON GOLD RUSH JUBILEE COMMITTEE immediately invited all communities to participate. The response was very slow and a little discouraging. It was therefore decided to embark on a speaking tour. Public meetings were held in Dawson, Whitehorse, Carcross, Atlin, plus meetings with JUBILEE COMMITTEES formed by the Canadian Army and the R.C.A.F. Haines Junction responded to our invitation and a Committee was formed by mail. Mayo responded by saying that they could not take part this year but would give consideration to participation in the development of the Tourist Industry in 1959. Keno, Calumet and Watson Lake did not participate.

By March 15, the framework of the JUBILEE organization was beginning to take shape and it appeared that at long last something specific was happening and we were actually coming to grips with the problem of establishing the Tourist Industry in Yukon.

The foregoing events provide a quick picture of Yukon's attempts to create a Yukon Visitors' Association and the subsequent failure of that attempt. Revealed also is the primary structure of the GOLD RUSH JUBILEE. This organization frankly ignored procedure and details. It worked on the basis that well motivated, direct action would be best under the circumstances. Those of us who were closely associated with the hour-by-hour problems were aware of the dangers but could find no other course that provided better odds on winning - so the COMMITTEE threw the dice and worked to create the luck.

This then was the background of YUKON'S GOLD RUSH JUBILEE which grew out of an idea. This idea was based on the simple proposition

that before people would visit us they had to know we existed. To learn about us people had to read about us and hear about us. Before anyone would print, broadcast or photograph us we had to have something "special" to offer. The 60th Anniversary of the Trail of '98 was the obvious peg - and on this "news hook" we hung our JUBILEE hat.

A handwritten signature in cursive script, appearing to read "C. W. ...". The signature is written in dark ink and is positioned to the right of the main text block. Below the signature, there is a small, dark mark that looks like a stray ink dot or a small flourish.

Yukon Gold Rush Jubilee Committee

After receiving a mandate to proceed with the JUBILEE the first problem was money to finance the project. We had little hope of ever raising the required amount by voluntary investments.

Our first stand was that "donations" would not be accepted under any circumstances. We felt that GOLD RUSH JUBILEE COMMITTEES throughout Yukon should only accept "investments". This seems a small point but actually it's an extremely important one because the whole principle of tourist promotion is based on it. If a donation is accepted it means someone is giving something to a cause and expecting nothing in return. We believe that money directed to tourist promotion brings accountable returns, therefore financial participation must be an investment and not a donation.

The YUKON GOLD RUSH JUBILEE COMMITTEE determined that adequate funds had to be obtained and used for four specific purposes:

- (a) To promote Yukon outside its borders.
- (b) To promote the JUBILEE inside its borders.
- (c) To assist Communities in establishing or repairing community tourist attractions.
- (d) To create a JUBILEE program.

It was estimated that ten thousand dollars would be a reasonable amount to carry out the Yukon Promotional program. Additional funds would be required by the Communities. Subsequently the YUKON COMMITTEE was received by the Commissioner and the Territorial Council and at this gathering the entire matter of JUBILEE financing was discussed. The YUKON COMMITTEE received every courtesy from the Commissioner

and the Council members. They asked searching questions and satisfied themselves that the project was a reasonable one. Their faith in the JUBILEE did much to encourage the YUKON COMMITTEE.

During this meeting the subject of paying the fare and living expenses of a Tourist expert was discussed. The YUKON GOLD RUSH JUBILEE COMMITTEE was most anxious to have the assistance of a qualified Tourist man throughout the summer. It was agreed by both the Council and the YUKON GOLD RUSH JUBILEE COMMITTEE that having such a person to assist during the summer would be a very desirable thing. It was finally determined that two thousand dollars would cover his expenses.

While the meeting was not constituted to authorize these expenditures we were assured that \$10,000 for general use plus \$2,000 to cover the expenses of the Tourist expert, would be provided when the Council officially met. This was subsequently done and the way was clear to proceed with the promotion of the JUBILEE.

It should be recorded that the co-operation and interest displayed by the Commissioner and Council was greatly appreciated. Without their understanding of this great community project, nothing could have been accomplished. They, in effect, undertook that work which is normally done by Provincial Governments in financing Provincial Tourist Bureaus.

The YUKON GOLD RUSH JUBILEE COMMITTEE subsequently received two \$5,000 cheques from the Territorial Government. These funds were spent according to a budget which had been created to ensure a balanced spending program. This included

- (a) Printing and Stationery
- (b) Stenographic help

- (c) Advertising and Promotion
- (d) Travelling Expenses
- (e) Community Grants
- (f) Promotions 1. Trek over the Trail of '98
 2. National School Essay and Map Drawing Contest
- (g) Reserves for Contingencies
- (h) Reserve for Continued Development.

Local Gold Rush Jubilee Committees

Local committees used a variety of methods to raise the necessary funds to promote their local JUBILEE events plus qualifying for the YUKON GOLD RUSH JUBILEE COMMITTEE grants (see (e) above).

Whitehorse made a direct approach to the business people and sold the JUBILEE on the basis of it being an economically desirable project. No specific amounts were requested but businesses were asked to make a JUBILEE investment. Response appeared to be reasonable and the returns were commensurate with the intensity of the fund raising campaign. Whitehorse qualified for a \$2,000 YUKON GOLD RUSH JUBILEE grant by raising this amount.

Dawson raised its funds as a community project and did not make a direct approach to businesses. Dawson has had considerable experience in raising funds for tourist promotion and did not deviate from its normal plans this year. Dawson qualified for a \$2,000 grant from the YUKON GOLD RUSH JUBILEE, by raising a like amount. These funds were spent on TOURIST PROMOTION in the Dawson area.

The smaller communities relied on local community fund-raising projects to qualify for YUKON GOLD RUSH JUBILEE grants. These

efforts usually revolved around previously organized Community Clubs which served as local GOLD RUSH JUBILEE COMMITTEES. One way or another funds were raised - the community grants were earned and local JUBILEE plans went forward.

While this pattern of fund-raising was satisfactory for the JUBILEE, a more positive and responsible program would be required for a Yukon-wide Tourist Organization. However, this first year's JUBILEE program worked well and there was general satisfaction in all quarters.

The problem of raising funds for future Tourist promotions is not as serious as it would appear. If the Tourist Industry is worthwhile then the responsibilities are crystal clear. The funds must come from local community businesses and from a Government Treasury. The problem of attracting attention to Yukon is a large one and it does not seem right that businesses should do it alone. Conversely, it does not seem reasonable that creating a favourable tourist climate should be a sole government responsibility. There seems little doubt that responsibility rests on both business and government. If this is true, then future promotions could be based on this formula. There would appear to be little hope of permanent and expanding development of the Yukon Tourist Industry without this concept being accepted by all concerned.

The financial aid given by the Territorial Government has established the fact that there is definite official interest in the development of Yukon's Tourist Industry. This evidence should be a comfort to those who receive direct and indirect benefit from Yukon's Tourist Trade. If this comfort is accepted, then a portion of the responsibility of Tourist development must be accepted also.

Organizing the JUBILEE was not an easy task because at the beginning few people knew what it was for. At times the YUKON COMMITTEE wondered the same thing.

It was obvious that some sort of relation had to be maintained between what the outside media viz. press, radio, TV, mags, etc., were told about the JUBILEE and what the local areas were prepared to do to back it up. This, in a sense, was a project in reverse. The very nature of the problem caused us to talk about a JUBILEE that didn't exist even in the minds of Yukoners. Caution had to be observed as it would have been disastrous if the Yukon had failed to respond to a JUBILEE authorized by a number of Yukon businessmen and officials. This was our dilemma. We had a mandate to proceed but no authority and no responsible group to which we could turn for advice or support. Everything that was accomplished was created by the "hard sell" method. This made the project doubly exciting for all concerned because everything that was done was done because there was simply no other course to take. Resistance at various times was inevitable under these circumstances but it was never serious.

By moving steadily on, the YUKON GOLD RUSH JUBILEE COMMITTEE MEMBERS gradually gained authority. More people and communities accepted our guidance, promises and even instructions, and our sphere of influence widened. The authority to do things was gained because we assumed this authority and fortunately, it was accepted. For this we are most grateful to all the communities involved.

THE YUKON GOLD RUSH JUBILEE COMMITTEE had two primary jobs:

- (a) Sell the Yukon outside
- (b) Create a JUBILEE inside.

It can be seen that one could not proceed without the other. Some sort of a system was required. In order to ensure that the JUBILEE took place it was necessary to sell the concept of the JUBILEE to each community. This was done at public meetings and direct mail follow-up. Gradually the local Communities recognized the YUKON GOLD RUSH JUBILEE COMMITTEE as the central JUBILEE authority. This phase of the project was a time-consuming one and it was not until June that the YUKON COMMITTEE enjoyed the confidence of all participating Yukon Communities.

There is a lesson to be learned here and that is a Tourist Promotion Committee must be free to devote itself to the work for which it was created and not squander its time trying to establish its identity and authority. This situation existed during the JUBILEE but it was no one's fault. It was a problem built right into the project. However, the problem was there and this difficulty can only be overcome by establishing a Yukon-wide tourist organization with its roots in every Yukon community. In this way, policy and authority can be accepted by all concerned because it would be something each community helped to create.

Just prior to the JUBILEE actually starting on August 1st, solid lines of communication were established between all communities and the YUKON GOLD RUSH JUBILEE COMMITTEE. A spirit of complete friendliness and cooperation prevailed throughout the JUBILEE month of August.

There was also a strong financial tie between the "YUKON" and "LOCAL" GOLD RUSH JUBILEE COMMITTEES. The YUKON GOLD RUSH JUBILEE COMMITTEE agreed to make grants to each community up to a

specific amount provided each community raised an equal amount by voluntary effort. In addition, it was required that the grants be used specifically for the promotion of the Tourist Trade and that at least seventy-five per cent of the grant be used to provide continuing facilities for the visitor.

Grants were authorized for the following communities:

- (a) Dawson
- (b) Whitehorse
- (c) Carcross
- (d) Atlin
- (e) Haines Junction

These grants were paid on receipt of a letter from the community concerned stating that it had raised a certain number of dollars for the purposes of Tourist promotion. These dollars were matched by grants up to a previously agreed upon amount. The actual amounts granted to each community are set out in the YUKON GOLD RUSH JUBILEE COMMITTEE Financial Statement. Reserves were set aside for other Communities but, as their options were not exercised, the money was used for other JUBILEE purposes and the budget adjusted accordingly.

The YUKON GOLD RUSH JUBILEE COMMITTEE created a large JUBILEE umbrella over the whole of the Yukon, under which all the Yukon Communities participated. Each Community in turn created a program of JUBILEE entertainment by inviting the local clubs and organizations to take part. This system worked out very well.

The real struggle was developing the idea, seeking cooperation, creating the organization, selling tourism inside plus promoting a non-existent JUBILEE outside -- all at the same time.

There is no doubt that there must always be a central committee

which has the twofold problem of organizing the summer project inside plus promoting the Yukon outside its borders. The central authority must always accept this twofold job. However, the central committee in future must exist by consent of the communities and agencies it will govern.

During the summer's JUBILEE program the basic system worked, however the central organization which was, in this case, the YUKON GOLD RUSH JUBILEE was forced to impose its will on communities which in fact never consented to its existence in the first place. The generosity of the various communities never made this condition a serious threat. However, much time was lost in selling ideas and reasons, that should have been known by all concerned before the project started. This problem did not come as a surprise because we realized our position when the YUKON COMMITTEE was formed.

Now that the idea of promoting a "Summer" has been proved practical, consideration should be seriously given to forming an association that will create its own authority and direct its Chairman to develop an agreed plan. This way the plans will have been approved by the participating parties prior to the start of the project.

That our JUBILEE organization worked and succeeded, is a credit to the generosity and understanding of the many people with whom we had to deal -- and who had to deal with us -- throughout the Spring and Summer.

It seems reasonable to assume that a continuing Tourist Organization can be built on the rough framework which was established this summer. This record of how the JUBILEE system worked will be of little value unless it is used. It is hoped by members of the YUKON GOLD RUSH JUBILEE COMMITTEE that the thoughts contained here will help in some measure to promote and establish a proper Yukon-wide Tourist Organization.

*Paul - assets business address
group*

Using the methods employed during the JUBILEE as a guide, establishing such an organization does not seem to be an impossible task.

The actual GOLD RUSH JUBILEE was celebrated in Yukon, throughout the month of August. August was selected because it was the month in which gold was first discovered on what is now known as Bonanza Creek, in the Klondike Area.

The importance of making the point of a project clear can be learned from the fact that one of the YUKON JUBILEE COMMITTEE'S main problems was convincing people that the JUBILEE was commemorating the 60th Anniversary of the epic Trail of '98 and NOT celebrating the Discovery of Gold in 1896. It was found that advertisements in the newspapers plus newspaper stories failed to completely sell the story of what the JUBILEE was actually celebrating. Future projects of this type should give much thought to the problem of dispensing information to the local inhabitants. It is wrong to assume that printing an advertisement or a newspaper story or getting spot announcements on the radio will give the coverage expected or produce the required results. Even today the actual purpose, design and organization of the GOLD RUSH JUBILEE is not completely understood despite the tremendous amount of local publicity the subject was given through the local press, radio and direct mail advertising. Our local Yukon campaign of public enlightenment on the JUBILEE was heavy but not heavy enough. Needless to say -- selling such a vast program in such a short time was not an easy task.

Generally speaking the actual JUBILEE events in the various participating communities were very successful. Brief notes on community events are listed below:

Dawson City

The NUB of YUKON'S GOLD RUSH JUBILEE was Dawson City's Discovery Day Festival on 17 August. The program of events over the long weekend was expanded over normal years as part of Dawson's contribution to the GOLD RUSH JUBILEE.

One of the most significant things about this year's Discovery Day was the unusual number of people from Whitehorse who travelled by car, 'plane, boat and bus to the City of Gold to take a neighbourly interest in Dawson's JUBILEE party.

This inter-City cooperation should be expanded to all lines of endeavour, particularly those relating to the Tourist Industry. There is no doubt that names like Dawson, Klondike, Bonanza Creek, Midnight Dome and many others are pure magic to the visitor from outside. Dawson is the historic centre of Yukon because that's where most of the history was made. Every community in Yukon should help sell Dawson to the visitors. A visit to Dawson can be a rewarding experience for the traveler -- an experience that can be transmitted to others "back home" and thus ensure a steady flow of word of mouth advertising.

Dawson celebrated the 62nd year of the Discovery of Gold and emphasized this feature by having buttons printed which they had every right to do. However, the fact that the 60th Anniversary of the Trail of '98 was featured nationally as the "news hook", and the 62nd Anniversary of the Discovery of Gold was featured in the Dawson Area, some confusion was created. It is emphasized that Dawson's plans were advanced before the JUBILEE was underway. The point is raised to illustrate that when a national promotional plan is designed, every community in the area to be

Key
NAME

Roller!

promoted must agree on the basic theme. In this case Dawson's theme and the Yukon's theme were at variance and this should be avoided in the future. This can only be accomplished by a Yukon-wide Tourist Organization made up of people from all Yukon communities who agree on a territory-wide program, and then develop it in complete understanding.

Dawson City's program is set out below:

PROGRAM

(
(Pioneer Crest)
()

YUKON ORDER OF PIONEERS

62nd Anniversary of Discovery Day
Sunday

Dawson, Y.T., Saturday, August 16th, 1958.

3 - DAY PROGRAMME

SATURDAY, AUGUST 16th, 1958.

Saturday Afternoon - Swimming Events.
Saturday Afternoon - Softball Games.
Saturday Night - Klondike Night & Dance commencing
at 8.00 p.m.

.....

SUNDAY, AUGUST 17th, 1958.

Yukon Order of Pioneers Dedication Services
in the morning at:-

St. Paul's Anglican Church
-and-

St. Mary's Roman Catholic Church.

Sunday Afternoon - Ladies' Ball Game and Men's Ball Game
Sunday Evening - Giant Barbecue at Trail Gulch
commencing at 6.00 p.m.

.....

MONDAY, AUGUST 18th, 1958.

PROGRAMME OF EVENTS AND EXHIBITION ENTRIES

PARADE:- Starts at 12. Noon. Route: Assemble at Pioneer Hall on King Street. Parade will proceed down King Street to Third Avenue, along Third to Church Street, up Church Street to Fifth Avenue, along Fifth Avenue to Exhibition Ground.

PRIZES FOR FLOATS: First Prize, \$65.00; Second Prize, \$45.00; Third Prize, \$25.00; Special Prize, \$15.00.

BICYCLES: First \$5.00; Second \$3.00, Third \$2.00, all others \$1.00.

RECEPTION COMMITTEE: DAWSON LODGE Y. O. O. P.

ADDRESS OF WELCOME: 1.00 p.m., Mayor M.J. Comadina.

ADDRESS BY THE COMMISSIONER: 1.15 p.m.

FIELD SPORTS: Following Address.

FINAL SOFTBALL GAME: (Prize to Championship Team).

HOT DOGS, COFFEE, SOFT DRINKS: 1.00 p.m. to 5.00 p.m.

BINGO GAMES-GRAND PRIZES - 18th August, 8.00 p.m. to 10.00 p.m.

DAYS OF '98 PIONEER BALL - COMMUNITY HALL, 10.30 p.m.

18th August, 1958.

Whitehorse

Staging large Festivals is not new to Whitehorse. In years past week-long Winter Carnivals have been run very successfully.

Organizing a committee large enough to direct the efforts of a Community the size of Whitehorse is no easy job. One of the major problems which had to be tackled was finding an able person with the time and ability to be chairman of the WHITEHORSE GOLD RUSH JUBILEE COMMITTEE. It was a wearisome task and the writer interviewed thirteen local businessmen who certainly had the ability but none had the time to undertake the local Chairmanship. Two or three days were required for each businessman to analyse the magnitude of the task and then decide. It is emphasized that it was not disinterest that caused these thirteen gentlemen to turn the Whitehorse Chairmanship down; it was simply lack of time plus the pressure of other activities.

Finally Mrs. Ken Garvice undertook the Chairmanship of the WHITEHORSE GOLD RUSH JUBILEE COMMITTEE and she proceeded to work so hard that she was eventually forced to retire due to complete exhaustion.

Whitehorse was again without a chairman. After giving the matter serious consideration at a joint meeting of the YUKON and WHITEHORSE GOLD RUSH JUBILEE COMMITTEES, the WHITEHORSE JUBILEE COMMITTEE decided to employ a chairman and Mr. Alec Arthur undertook the job as a paid Director of the local program.

A valuable lesson was learned during this crisis and that is large community projects of this type require the full time attention of a capable Director. Normally, people have livelihoods to make which precludes their continuous participation. Therefore, plans for large promotional programs should include provisions for a paid Director.

This does not necessarily apply to small communities but it does apply to large communities who are developing substantial promotions of their area.

Generally speaking the various organizations in the Whitehorse area worked very well under the overall authority of the WHITEHORSE GOLD RUSH JUBILEE COMMITTEE. Some difficulty was encountered when local groups failed to accept the WHITEHORSE JUBILEE COMMITTEE as a correlating body with authority. At times individuals or organizations would start or stop commitments without thought of the problem they were creating for the local JUBILEE COMMITTEE.

This situation was not the result of inter-group friction. It was simply a manifestation of that thorny problem of circulating information to all concerned on organization and responsibilities. A great deal of attention

should be given to this problem before future community group functions are put in hand. A large local coordinating meeting at the start of the project would serve to advise all concerned about the community objectives and the organization designed to reach them.

The Whitehorse program is set out below:

WHITEHORSE GOLD RUSH JUBILEE EVENTS

- Friday, July 25 Parade and Official Opening of Jubilee; Opening Dance.
- Saturday, July 26 Walk over the Trail of '98.
- Sunday, July 27 Eagles Barbecue at Marsh Lake.
- Monday, July 28) Charlie Chaplin film "The Gold Rush" showing at
- Tuesday, July 29) the Yukon Theatre.
- Friday, August 1 Open-air Carnival and Bazaar at Catholic Church.
- Sunday, August 3 Dedication Sunday -- special services at all churches.
- Monday, August 4 Morris Dean's Concert High School.
- Tuesday, August 5 Film at Auditorium.
- Wednesday, August 6 Bean Supper and entertainment at Old Log Church.
- Saturday, August 9 Army Day -- outdoor bandstand and Static Display Sports car rally to Dawson and Fish Fry at Carcross.
- Sunday, August 10 Old Log Church special service -- sourdough breakfast after service.
Car Cavalcade and Picnic to Atlin, B. C.
- Monday, August 11 Film at Auditorium.
- Tuesday, August 12) Drama Club Play at Auditorium.
- Wednesday, August 13) Official opening Lions Swimming Pool.
- Thursday, August 14 Public Concert -- Lord Strathcona Horse Band.
- Friday, August 15
- Saturday, August 16) DISCOVERY DAY FESTIVAL, DAWSON
- Sunday, August 17) CITY
- Monday, August 18)
- Monday, August 18) Arts and Crafts Show at Auditorium.
- Tuesday, August 19)
- Wednesday, August 20)
- Thursday, August 21) Kiwanis Summer Fair Arena.
- Friday, August 22)
- Saturday, August 23 Truck Rodeo.
- Monday, August 25 Film at Auditorium.
- Tuesday, August 26 Fashion Show and Tea; Civic Dance.
- Thursday, August 28) National Film Board film "City of Gold", showing
- Friday, August 29) at Yukon Theatre.
- Saturday, August 30)
- Friday, August 29) Gold Rush Nights by the Elks.
- Saturday, August 30)

PLUS MANY OTHER ACTIVITIES AND EVENTS

Handwritten notes:
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Carcross

The Community of Carcross staged an excellent sports day plus played host to the Lord Strathcona's Horse (Royal Canadian) Band. The local Community Hall was used to stage a number of dances, but these dances were not advertised as JUBILEE events. The general opinion is that there is an increase in tourist activity in the Carcross area, particularly since more private boats are being used than before. Other Carcross activities are recorded elsewhere in this report.

Haines Junction

A JUBILEE dance, a Fish Derby and a visit from the Lord Strathcona's Horse (R. C.) Band were three of Haines Junction's major contributions to the JUBILEE. Like all communities, it took Haines Junction some time to absorb the general information on the JUBILEE and then act on it. This community worked hard with the facilities available and are still working to create an atmosphere of welcome to visitors who stop at their tidy community. The Experimental Farm is becoming a major point of interest. Additional progress at Haines Junction is recorded elsewhere in this report.

Atlin

Atlin confined its activities to a community clean-up plus a re-organization of its tourist attractions. Also Atlin was part of two programs, viz. B. C.'s Centennial and YUKON'S GOLD RUSH JUBILEE. While no actual JUBILEE program of entertainment was staged, much was accomplished in this "Switzerland of the North". Additional Atlin progress

is recorded elsewhere in this report.

Cdn. Army (Headquarters North West Highway System)

The Canadian Army community in the North staged an "Open House" and invited the citizens of Whitehorse to visit. A static display of Army equipment was on view. Also a first class band concert was held during "Open House" which was a delight to the hundreds who attended the event. Refreshments were served by the Army to all guests.

In addition the Lord Strathcona's Horse (Royal Canadian) Band visited many Yukon communities and gave concerts wherever they went.

Special mention must also be made of the excellent cooperation and support the Canadian Army gave to JUBILEE events that were not military in nature. The Army supplied trucks, men, equipment and supervision for many of the civilian JUBILEE events. For this support, all JUBILEE COMMITTEES were most grateful.

R. C. A. F. (Whitehorse Station)

The R. C. A. F. played a major part in events during the summer. They assisted in the negotiations for the flooring and provided men, material and equipment in support of the JUBILEE affair.

The R. C. A. F. also made available the facilities of the Station for the truck Road-e-o staged as a JUBILEE event. The R. C. A. F. Cadets participated in several JUBILEE functions.

Armed Forces General

A special word of thanks is recorded in this report to the officers, NCO's and men of the Canadian Army and the R. C. A. F. for their splendid

cooperation throughout the entire JUBILEE. My own associations with the Services added to their burden because whenever we were in trouble I asked them for help. Never once did the Army or the R. C. A. F. fail to heed our calls for assistance. We owe the Services a deep expression of gratitude and we discharge this by simply saying, "Thank you".

General

Books could be written on the JUBILEE program. So much was done by the men who ran the community programs, the kids who helped by selling tickets and putting up chairs, the Churches, the businesses, the organizations who worked to carry part of the program load. The ladies who spent hours making beautiful costume dresses and displaying them. The teas, the lunches, the shows, the million and one details which went into these events will never be properly known. However, suffice to say the effort is understood and deeply appreciated. To all the ladies, gentlemen, children, businesses and organizations who carried the JUBILEE program in such magnificent style, we say, "Thanks for a job very well done."

It is the opinion of the YUKON GOLD RUSH JUBILEE COMMITTEE that the JUBILEE programs conducted by the Communities of Yukon were very successful. While it is not thought advisable to attempt another month-long summer program, it is recommended that a "Summer theme" be developed which will help promote future Tourist Seasons.

This section of the JUBILEE REPORT deals with the results of the summer activities. Many different items fall into this category and they are not necessarily related. In most cases, they would not have happened had it not been for the JUBILEE.

These items are recorded so that future promotional work loads can be estimated, by using the 1958 JUBILEE as a basis of assessment. They are also recorded to assist in judging the degree of success obtained for the effort expended.

Many individuals and communities were involved in creating this roster of accomplishments. Much more could be done with a Yukon-wide Visitors' Organization.

NEWSPAPERS AND MAGAZINES

The printed word is a penetrating way of delivering a message to the public. In this respect YUKON'S GOLD RUSH JUBILEE was most successful; in fact the response of newspapers and magazines to the JUBILEE was quite sensational. A list of known newspapers and magazines which published stories directly related to the JUBILEE are recorded below. Stories are still being published but for report purposes, stories printed after 26 September have not been included.

Newspaper Stories on Jubilee

<u>NAME OF PAPER</u>	<u>PROVINCE</u>	<u>TOTAL COL. INCHES</u>
Joliette Journal	Quebec	1-1/4
Quebec Chronicle-Telegraph	Quebec	12
Granby LaVOIX De L'Est	Quebec	7
Quebec L'Evenement-Journal	Quebec	7-1/4

<u>NAME OF PAPER</u>	<u>PROVINCE</u>	<u>TOTAL COL. INCHES</u>
Rouyn-Noranda Press	Quebec	8
Montreal La Presse	Quebec	6
Montreal Le Devoir	Quebec	6-1/4
Sherbrooke La Tribune	Quebec	1-1/2
Vancouver Province	British Columbia	58
Winnipeg Free Press	Manitoba	76-1/2
Brockville Recorder and Times	Ontario	14
Nelson Daily News	British Columbia	10
Peterborough Examiner	Ontario	15
Winnipeg Tribune	Manitoba	24
Whitehorse Star	Yukon	922-3/4
Ottawa Evening Journal	Ontario	67
Calgary Herald	Alberta	5-1/2
Prince Albert Daily Herald	Saskatchewan	20
Lethbridge Herald	Alberta	10
Brandon Daily Sun	Manitoba	87
Woodstock-Ingersoll Sent-Rev.	Ontario	10
Montreal Star	Quebec	10
Timmins Daily Press	Ontario	39-1/2
Owen Sound Sun-Times	Ontario	23
Hamilton Spectator	Ontario	9
Brantford Expositor	Ontario	12
Regina Leader-Post	Saskatchewan	10-3/4
Fredrickton Daily Gleaner	New Brunswick	22
Cornwall Standard-Freeholder	Ontario	48
Bridge River Lillooet News	British Columbia	20
Grand Prairie Herald Tribune	Alberta	12
The Financial Times	Quebec	84-1/2
Edmonton Journal	Alberta	66-1/2
Montreal Gazette	Quebec	11-1/2
The Financial Post	Ontario	9-1/4
Chatham Daily News	Ontario	9
Moncton Transcript	New Brunswick	9
Moose Jaw Times Herald	Saskatchewan	8-1/2
Windsor Daily Star	Ontario	27
Dailia, Alta. Times	Alberta	5
The Saskatchewan Bulletin	Saskatchewan	7-3/4
Penticton Herald	British Columbia	7-1/2
Stettler Alta. Independent	Alberta	17
Sudbury Daily Star	Ontario	54
St. Catherines Standard	Ontario	56
Orillia Daily Packet and Times	Ontario	21-1/2
Kirkland Lake Northern News	Ontario	23
Sarnia Canadian Observer	Ontario	24
Kitchener-Waterloo Record	Ontario	28-1/2
Amherst Daily News	Nova Scotia	11
Saskatoon Star-Phoenix	Saskatchewan	10-1/2
St. Thomas Times Journal	Ontario	9-1/2
Halifax Mail-Star	Nova Scotia	8

<u>NAME OF PAPER</u>	<u>PROVINCE</u>	<u>TOTAL COL. INCHES</u>
New Glasgow Evening News	Nova Scotia	10
Kingston Whig-Standard	Ontario	48
St. John Evening Times-Globe	New Brunswick	20-1/2
Quebec Chronicle-Telegraph	Quebec	10
Daily Bulletin, Sioux Lookout	Ontario	20
Niagara Falls Evening Review	Ontario	27-1/2
Canadian Weekly Editor	British Columbia	2-1/2
North Bay Daily Nugget	Ontario	26
Fort Williams Times-Journal	Ontario	10
Port Arthur News-Chronicle	Ontario	10
Medicine Hat News	Alberta	11
Charlottetown Patriot	P. E. I.	10-1/2
Belleville Ontario Intelligencer	Ontario	10
Broadview Sask. Express	Saskatchewan	5
Canadian Weekly Features	Saskatchewan	5
Toronto Telegram	Ontario	35-1/2
Strasbourg Sask. Mountaineer	Saskatchewan	5
Sask. Climax	Saskatchewan	5
Hope Standard	British Columbia	15
Kentville Advertiser	Nova Scotia	20
Seattle Times	U. S. A.	5-1/2
Ottawa Citizen	Ontario	20
Kelowna Courier	British Columbia	13
Summerville Journal & Pioneer	P. E. I.	6
Galt Evening Reporter	Ontario	10
Portage La Prairie Graphic	Manitoba	15-1/2
Kamloops Sentinel	British Columbia	22-1/2
Vancouver Sun	British Columbia	143-3/4
Grimsby Ont. Independent	Ontario	34
Indian Head News	Saskatchewan	4
Oshawa Daily Times-Gazette	Ontario	14
Highland Echo	British Columbia	5
Charlottetown Patriot	P. E. I.	14
Calgary Herald	Alberta	28
Pembroke Observer	Ontario	15
The Northern Miner	Ontario	16
Nanaimo Free Press	British Columbia	14
American Express	U. S. A.	1-1/2
Sydney Cape Breton Post	Nova Scotia	14
Courier	British Columbia	18-1/2
Trail Daily Times	British Columbia	22
Star Weekly	Ontario	39
Toronto (Daily) Star	Ontario	8
Stratford Beacon-Herald	Ontario	97
Dunnville, Ont. Chronicle	Ontario	18
News of the North		15
Hamburg Times	Germany	16
Total		3,021-1/4 col. inches

To appreciate the number of "story impressions" this represents, it would be necessary to multiply 3,021-1/4 by the combined circulation of the 100 newspapers which printed the stories.

In addition to the above, seventy-five times more "copy" was printed about Yukon Territory, which dealt with subjects other than the JUBILEE. This included stories of fires, 'planes, Provincial status, Council, elections, marriage laws, drinking habits and dozens of other subjects. Many of these additional stories were printed because of the JUBILEE publicity. The biggest single news item was the JUBILEE!

Editorial Comment on the Jubilee

The following newspapers covered YUKON'S GOLD RUSH JUBILEE on their editorial pages. Most of these editorials commented on Yukon's demands for recognition from their fellow Canadians. All the editorials were friendly and leaned heavily in support of Yukon's effort to teach Canada about Yukon's part in Canada's life and development. They all contained the JUBILEE theme.

<u>Name of Paper</u>	<u>Province</u>	<u>Space & Type</u>
Vancouver Sun	B. C.	8-1/4" editorial
Charlottetown Guardian	P. E. I.	9" editorial
Sudbury Daily Star	Ont.	16" editorial
* Cornwall Standard-Freeholder	Ont.	22" editorial
Barrie Examiner	Ont.	7" editorial
* Toronto Telegram	Ont.	15" editorial
* Galt Evening Reporter	Ont.	22" editorial
Kamloops Sentinel	B. C.	11" editorial
Victoria Times	B. C.	5-1/2" letter comment
Welland-Port Colborne Tribune	Ont.	11" editorial
o Vancouver Sun	B. C.	9" editorial
St. John's Daily News	Nfld.	7" editorial
Ft. Williams Times-Journal	Ont.	2-1/4" editorial
Bracebridge Herald-Gazette	Ont.	4" editorial
o Truro Daily News	N. S.	5-1/2" editorial
o Kamloops Sentinel	B. C.	16" editorial

<u>Name of Paper</u>	<u>Province</u>	<u>Space & Type</u>	
Nanaimo Free Press	B. C.	12"	editorial
Calgary Herald	Alta.	5-1/2"	editorial
Winnipeg Free Press	Man.	10"	editorial
St. Catherine's Standard	Ont.	6"	editorial
Whitehorse Star	Yukon	14-1/4"	editorial
Ottawa Citizen	Ont.	9"	editorial
Charlottetown Patriot	P. E. I.	11-1/2"	editorial
Penticton Herald	B. C.	18"	editorial
Total		274-3/4 Col. inches	

- * Published two separate editorials
 o Touches on Jubilee and then talks of development

SPECIAL NEWSPAPER JUBILEE FEATURES

Toronto Globe and Mail

(a) Mr. Bruce West, top Globe feature writer spent 12 days in Yukon gathering material for a special series on the Yukon Territory. His articles were published as follows:

<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
19 June, 1958	'Plane ride into Yukon.	20"	None
20 June, 1958	Whitehorse, robust City bustling with activity. Valuable tourist industry. Good description of Whitehorse today.	99"	1. Three-storey log cabin. 2. New housing development. 3. Panorama of Whitehorse. 4. Dam site. 5. Fire engine.
21 June, 1958	Whitehorse is a friendly and informed capital City.	24"	None
23 June, 1958	Travel on the Alaska Highway.	55"	1. Car on Highway. 2. Capt. C. Scot-Brown.
24 June, 1958	Travel on the Alaska Highway.	39"	1. Evelyn Black - Worthing.

<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
25 June, 1958	Trip to Atlin and the Gold fields - visit with Piccolo brothers on McKee Creek - visit with Mike Tadich.	48"	1. Luigi and Guiseppe Piccolo. 2. Big Mike.
26 June, 1958	Trip to Experimental Farm at Haines Junction. Description of activities.	55"	1. Supt. W. H. Hough. 2. Joe Taukamoto. 3. Experimental sapling.
27 June, 1958	All-night drive to Mayo and Keno on an ore-carrying truck. No lights used during drive.	26"	None
	Description of Keno Hill mines - its operation - its living conditions and description of neat dwellings.	73"	1. Al Pike and sign post. 2. Mrs. C. D. N. Taylor and green-house. 3. Peter Smidt.
28 June, 1958	Preparations for Gold Rush Jubilee - Dawson - Minter-population - wild flowers Yukon River.	33"	1. Gorham Weldon Roy Minter
2 July, 1958	'Plane ride and helicopter jump to Eagle Plain and arrival at air drilling and wellsite.	49"	1. 'Plane and party waiting for helicopter at Eagle Lake, Yukon.
3 July, 1958	Description of air search at the Eagle Plain wellsite.	90"	1. Prospectors. 2. A. Collins. 3. Spud McMurphy. 4. Palmer Lake & 'plane.
9 August, 1958	Feature in coloured Magazine Section on the White Pass and Yukon Route. ALL IN COLOUR.	305"	1. Magazine cover picture of Engine. 2. Panorama of Whitehorse. 3. Klondike. 4. Lake Bennett. 5. Skagway Station. 6. Skagway. 7. Two oldtimers. 8. Conductor Bill Beitinger.

<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
9 August, 1958 (Cont'd)			9. Luigi and Guiseppe Piccolo with gold. 10. Otter Falls. 11. Dam site.

All the above articles are attached as Appendix G.

The writer accompanied Mr. West for eight days covering Carcross, Atlin, Alaska Highway, Skagway and the Whitehorse area. This included arranging interviews and transportation to Dawson, Eagle Plain and Aklavik.

Mr. R. B. Bond, feature writer for Toronto Globe and Mail completed a Yukon feature which was published as follows:

<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
28 June	"I sold Robert Service to the Public". Deals with R. Service's poetry.	120"	1. Chilkoot Pass. 2. Robert Service's cabin with Bruce West. 3. Galley proof of poem "Dan McGrew". 4. Service yesterday. 5. Service today. 6. R. B. Bond.

The Star Weekly Magazine

Early in July Mr. Harold Hilliard, "Star Weekly" feature writer and a photographer, Bob Lansdale, arrived in Yukon to do feature articles. Arrangements were made for Mr. Hilliard's transportation to Dawson plus provision of guides and transportation in the Dawson area. Several articles have been released to date. The most important are listed below:

<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
26 July, 1958	Those Were The Boisterous Days.	96"	1. Alec Adams. 2. Old time bar picture. 3. Dawson City Steamboat Scene. 4. Lousetown Girls. 5. General scene of Dawson City in 1899.
26 July, 1958	The Yukon Has A Birthday.	72"	1. Early Dawson scene. 2. Dawson City plaque. 3. Helicopter. 4. Early entertainer. 5. Agnes Shaw. 6. 1918 Discovery Day. 7. Early Dawson Hotel. 8. Eldorado sluice box. 9. Bonanza Dredge.

The above articles are attached as Appendix H.

Calgary Herald

29 May, 1958	Hazards of Northern prospecting.	34"	1. Tom Brooks - Carcross.
10 May, 1958	Report on Alaska Highway.	25-1/2"	None
15 May, 1958	Yukon Rail Agent-Carcross (This article has been repeated in 30 papers.)	48"	1. Mrs. McMurphy throwing switch. 2. Mrs. McMurphy at desk.
10 May, 1958	Pictures of Stern Wheelers - Whitehorse.	30"	1. Bow of Klondike. 2. Stern Wheels of whole fleet.

SPECIAL MAGAZINE FEATURES

Newsweek (Appendix I)

18 August, 1958	Lure of the Yukon (60th anniversary of Gold Rush) (incorrect) <u>Note</u> Generally this	32"	1. Dawson Creek. 2. Old time Dawson City. 3. Old time sourdough.
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<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
18 August, 1958 (Cont'd)	article under "The Americas" was good. It had the usual errors including an incorrect picture of Dawson today.		
<u>Time (Appendix J)</u>			
1 September, 1958	Yukon Reawakening (60th anniversary of Gold Rush) (incorrect) Note - this article under "Canadian Affairs" was good.	23"	1. Jubilee stagecoach with Commissioner and ladies.
<u>Liberty</u>			
August, 1958	Cross Canada feature quote by R. Minter.	1"	None
<u>Maclean's</u>			
24 May, 1958	Yellow pages "Background" Poo-poos Jubilee.	1-1/2"	None
<u>Canadian Teacher (Ontario) (Appendix K)</u>			
June, 1958	Jubilee essay contest - description - and invites readers to enter.	12-1/2"	None
<u>Tourism (Toronto) (Appendix L)</u>			
August, 1958	New Gold Rush in Yukon for tourist dollars.	7-1/2"	None

Public Relations News (New York) (Appendix M)

<u>Date Published</u>	<u>Subject</u>	<u>Copy Inches</u>	<u>Pictures Used</u>
18 August, 1958	Complete description of Yukon Gold Rush Jubilee promotional technique. Yukon Gold Rush Jubilee praised for program.	10"	None

JUBILEE radio coverage was carried by Local, National and International radio facilities. The details of this coverage are recorded hereunder by category.

(a) Local (C. F. W. H.)

The Management and Staff of the Armed Forces Radio Station cooperated in every way by publicizing local JUBILEE events plus informing their listeners on the scope and purpose of the JUBILEE. The following methods were used:

Station Breaks - During the JUBILEE month of August -

CFWH station breaks were aired as follows:

"THIS IS C. F. W. H. - YOUR JUBILEE STATION"

Spot Announcements - Due to the general importance of the JUBILEE as a National event, the station relaxed its rule and gave many additional spot announcements covering local events.

Informal Observations - Announcers used the JUBILEE events as "fillers" and observed on various aspects of the JUBILEE during their 'record breaks'. This was most evident on the Breakfast Club program conducted by Mr. Joe Craig.

Special Events - The special events Department and Producer Joe Craig covered many of the JUBILEE events as "special events features". This on-the-spot method of covering the JUBILEE events did much to advise, inform and entertain the listening audience and helped create general acceptance and enthusiasm for the GOLD RUSH JUBILEE.

Round Table Discussions - The station took its listeners into

planning committee meetings and interviewed the committee heads on plans, problems and progress. This gave listeners an intimate peek into the GOLD RUSH JUBILEE and made it more personal.

Inter-station Liaison - C.F.W.H. station personnel advised one hundred selected private radio stations about the GOLD RUSH JUBILEE. Information and brochures were provided by the YUKON VISITORS' ASSOCIATION and station personnel made up "information packets". This resulted in "air time" on outside private stations about Yukon's GOLD RUSH JUBILEE.

(b) C.B.C. National Network (French and English)

In January 1958, Mr. Dick Halhed and the writer met at C.B.C. Headquarters, Toronto. The possibility of C.B.C. National Network covering the proposed GOLD RUSH JUBILEE was discussed. Mr. Halhed who is Assistant Supervisor, Outside Broadcasts for C.B.C., was both helpful and encouraging. After my return to Yukon Mr. Halhed and I continued to correspond which culminated in him arranging C.B.C. network coverage of our GOLD RUSH JUBILEE.

Mr. Dave Cruickshank, C.B.C. Outside Broadcasts and Mr. Stan Ewert, C.B.C., Recording Engineer arrived via Canadian Pacific Airlines Thursday, 7 August and proceeded to record the local scene.

This team recorded the following program material:

- (i) Recorded dozens of interviews with people from all walks of life.

- (ii) Recorded descriptions and interviews covering the following:

The people, Yukoners at work, Yukoners at play, Yukon cultural life, Yukon stores, local newspaper, history of Whitehorse and Yukon, McBride Museum with Bill McBride, business life, the Power project and Dam, special feature on fish ladders, JUBILEE events including Army Day, Drama Club play, opening of Lions' Club swimming pool, Discovery Day festivities at Dawson City, special trip to Skagway which included interviews with Mayor Coyne and other Skagway officials.

During the course of their stay in Yukon, Mr. Cruickshank and Mr. Ewert recorded over three miles of tape on a portable tape recorder.

This team stayed in Yukon a total of twelve days. Except for a two-day plane trip to Dawson, the writer accompanied them on every project.

Results

- (1) Under general title "Canadian Scene" and sub-title 'Yukon Gold Rush Jubilee', a half-hour show was broadcast over the full Trans Canada Network on August 31. This full network show brought out the history of the Gold Rush plus facts on life in Yukon today.
- (2) Scheduled for September 15th, is a full network feature documentary report on Northern Canada Power Commission Hydro Dam at the Whitehorse Rapids.
- (3) Scheduled for September 25th, is a full network "Roving Reporter" broadcast on food supplies in general and the reprocessing of milk at Whitehorse Dairies.
- (4) Scheduled for later in the fall is a full network "Roving Reporter" broadcast on Yukon transportation and the White Pass and Yukon Route.
- (5) C. B. C. Farm Broadcast Department has requested use of material

gathered at the Haines Junction Experimental Farm for full network farm broadcasts.

- (6) Recorded material now being studied by all C. B. C. Departments including "Talks" for material that will be used throughout the Winter.
- (7) All material now recorded is placed in C. B. C. central recording library for future use.
- (8) National Thanksgiving Farm Broadcast to include 15 minutes on Northern farming. (Oct. 8)
- (9) T. V. "Country Calendar" Telecast on Northern farming with still pictures. (Oct. 11)
- (10) C. B. C. "Women's Commentator" - Cruickshank is interviewed using tape illustrations on Yukon life and attitudes.

It is far too early to assess the final results but broadcasts scheduled to date more than justify the effort made in recording the material. Many more programs are planned, using the material obtained during the JUBILEE recording sessions.

C. B. C. Talks

Mrs. Flo Whyard of Whitehorse contributed the following "Talks" on Yukon's Gold Rush Jubilee as requested by the C. B. C.

- (i) On-the-Spot interviews with the JUBILEE '98ers after their trek over the White Pass. This feature was completed, accepted and broadcast on C. B. C. "Points West" program.
- (ii) Completed a script to accompany three reels of Television film taken by Mr. "Blondie" Hougen who was the official C. B. C., T. V. photographer on the "walk over" from Skagway

to Lake Bennett. This script was used on Cross Canada T.V. coverage of 1958 "walk over" by the JUBILEE '98ers.

- (iii) Wrote and taped a 'Talk' on "A Trip To The Klondike Today". This talk will be aired on Trans Canada Matinee, Monday, October 6th.
- (iv) Wrote and taped a 'Talk' on "The Women Who Came Over The Trail of '98". This talk will be aired on Trans Canada Matinee, Monday, September 8th.
- (v) Wrote and taped a 'Talk' on "Women in the Yukon Today". This talk will be aired by the Trans Canada Matinee show Monday, October 13th.

(c) C. B. C. International Service

In January 1958, Mr. Perc Tallman, Head, English Section Canadian Broadcasting Corporation (International Service), and the writer met in Montreal, Quebec. The possibility of the C. B. C. (IS) covering Yukon's GOLD RUSH JUBILEE was discussed at length. The fact that Yukon has representatives from many ethnic groups, made the idea particularly inviting because the C. B. C. (IS) broadcasts to many countries throughout the world.

After my return to Yukon, Mr. Perc Tallman and I exchanged a considerable volume of correspondence dealing with the GOLD RUSH JUBILEE and programming material for overseas broadcasts. Finally, Mr. Perc Tallman and Mr. Gerd Pick, Head, German Section C. B. C., arrived Whitehorse via Canadian Pacific Airlines 10 June to start recording.

This team recorded the following program material:

- (i) ENGLISH (Perc Tallman) a complete record of life in the Yukon covered by both description and interviews.

This material covered history, the past, the present, the future of Yukon. It included interviews with notable people, some of whom came over the Trail of '98. The material also included descriptions of business life, transportation, mining and dredging operations in the Dawson City area.

- (ii) GERMAN (Gerd Pick) In his own words, Mr. Pick described his trip to Yukon as "most fruitful, and provided an abundance of excellent recorded material for future broadcasts and transcriptions". Plans include doing a documentary on the Yukon and a special show on Robert Service.

Results

To date the following has been scheduled for broadcast through the facilities of the B. B. C., and S. F. B. Berlin, Sueddeutscher R. D. F. K. Stuttgart, Germany.

<u>SUBJECT</u>	<u>TIME</u>
Interview with Stewardess Margit Moser and Steward Edgar Fuerst on flight Vancouver-Whitehorse"	12'50"
<u>Broadcast date:</u> August 24th BBC and August 26th, 3.30 PM	
Interview with Werner Quanter, recent immigrant at Whitehorse, Yukon"	8'00"
<u>Broadcast date:</u> August 28th, 3.30 PM and August 29th BBC	
Interview with Bert Doll, Whitehorse (living there 4 years) . . ."	4'00"
<u>Broadcast date:</u> September 3rd, BBC and September 4th, 3.30 PM	
Interview with Mrs. Gisela Quanter, Whitehorse, on house-keeping"	8'00"
<u>Broadcast date:</u> Sept. 9th, BBC and Sept. 11th, 3.30 PM	
Interview with Erich Wienicke, Edith Wienicke, Miss Erna Trompeter, all Whitehorse residents"	13'00"
<u>Broadcast date:</u> September 7th, BBC and Sept. 8th, 3.30 PM	
Interview with Miss Grete Vieten at Carmacks (hamlet) originally from Berlin, just arrived in Yukon"	5'30"
<u>Broadcast date:</u> September 15th, BBC and Sept. 16th, 3.30 PM	
Interview with Miss Hanna Best and Helga Heidecker, hitch-hiking nurses on Mayo Highway"	8'00"
<u>Broadcast date:</u> September 21st, BBC and Sept. 22nd, 3.30 PM	

<u>SUBJECT</u>	<u>TIME</u>
Interview with Mrs. Kate Maclellan (oldtimer in Dawson, Yukon) in three parts, with sound and musical inserts"	31'10"
<u>Broadcast date:</u> Part I. October 5th, BBC and Oct. 6th, 3.30 PM	
Part II. October 6th, BBC and Oct. 7th, 3.30 PM	
Part III. October 7th, BBC and Oct. 8th, 3.30 PM	
 Actuality description of Gold dredging (contemporary process of Gold Washing in Bonanza Creek) dur"	2'30"
<u>Broadcast date:</u> September 29th, BBC and Oct. 1st, 3.30 PM	
 Talk with Erich Wienicke, on Gold Placer mining (old Gold Washing process)"	3'45"
<u>Broadcast date:</u> Sept. 29th, BBC and October 1st, 3.30 PM	
 Interview with Teddy Watsch, Yukon Pioneer of Gold Rush days at Dawson"	15'00"
<u>Broadcast date:</u> October 19th, BBC and Oct. 20th, 3.30 PM	
 Interview with Hans Rehkatsch, Whitehorse on present City"	13'30"
<u>Broadcast date:</u> October 26th, BBC and Oct. 27th, 3.30 PM	

Trips Diary (Gerd Pick)

<u>Diary Number</u>	<u>Subject</u>	<u>Time</u>
No. 6	Flight to Yukon	4'00"
No. 7	Whitehorse	8'00"
No. 8	Trip to Dawson City	8'00"
No. 9	Dawson City	8'00"

Broadcast dates of trip Diary

No. 6	July 31 and August 1 - BBC
No. 7	August 3 and August 4 - BBC
No. 8	August 5 and August 6 - BBC
No. 9	August 10 and August 11 - BBC

This material in German and English is now available for replay or future use by both the Domestic and International Networks of the C.B.C.

Mr. Perc Tallman and Mr. Gerd Pick were in the Yukon for twelve days. They were accompanied by the writer during this time.

C. B. C. (International Service) Continued

On 23 June, Mr. Perc Tallman advised me by letter that the second C. B. C. (IS) team would arrive via Canadian Pacific Airlines Monday, July 21st. This team arrived on schedule and consisted of the following personnel:

Alec Bollini	CBC (IS) Special events
Roger Lacoste	CBC (IS) Recording Engineer
Jean Lacroix	CBC (IS) French Section Producer
Pedro Bilbao	CBC (IS) Spanish Section Producer
Omilon Batchinsky	CBC (IS) Ukrainian Section Producer

The following schedule was followed which provided for the maximum amount of recording in a minimum amount of time:

- July 22 - Proceeded to Mayo via Canadian Pacific Airlines.
Recorded in Mayo area and proceeded Elsa for lunch.
Recorded until 5.00 P.M. Proceeded to Dawson via Mayo.

Taxi arriving midnight:
- July 23 - Recorded in Dawson area.
- July 24 - Recorded in Dawson and departed Dawson via Canadian Pacific Airlines. Arrived Whitehorse and continued recording.
- July 25 - Recorded in Whitehorse area all day.
- July 26 - Proceeded to Skagway via White Pass and Yukon Route with the Jubilee '98ers who walked in over the Trail of '98.
- July 27 - Recorded "take-off" of people walking over Trail of '98.
Returned to Whitehorse via White Pass and Yukon Route speeder.
Recorded along the way.
- July 28 - Recorded in Whitehorse area.
- July 29 - Departed for Vancouver via Canadian Pacific Airlines.

The team recorded the following program material:

Interviews with people living in the Yukon who have immigrated from other countries were completed in the following languages: English, French, Ukrainian, Spanish, German, Hungarian, Portuguese, Polish, Austrian.

Descriptive material on many aspects of Yukon life including geography, economy, topography, people, history and future prospects were recorded.

This team remained in the Yukon eight days and was accompanied by the writer on all recording projects.

Results

The great mass of material gathered by these four Producers will take time to put in order for subsequent broadcasts. To date the following can be reported as scheduled or phased for future broadcasts:

Spanish Section

For September Release - A 30-minute transcription called "El Pais de las Auroras" (The Aurora Borealis Country)

For September Release - Three 15-minute documentaries as follows:
 "La Carrera del Klondike" (The Klondike Gold Rush)
 "El Espejesmo Dorado" (The Golden Mirage)
 "El Remanso" (The Backwater)

The following Spanish programs have been approved for C. B. C. production for later release:

- 13 - ten-minute talks on Yukon. These talks started September 1, 1958 and will be aired every Monday through September, October and November. These programs will be broadcast on the following bands: 15.19 Mc/s, 19.75 metres, and 11.76 Mc/s, 25.51 Metres. The time is 0010 GMT. This series will be broadcast to twelve Spanish-speaking countries. The Spanish Department C. B. C. is forwarding a complete set of these transcriptions to the Yukon Visitors' Association for its files.

- 12 - Dramatized travelogues and documentaries covering, geography, history and the future of Yukon. These shows will be scripted by Pedro Bilbao and acted by professional Spanish-speaking actors. They will be transcribed and released for fall and winter broadcasts. A complete set of transcriptions will be forwarded to the Yukon Visitors' Association for its files.

Ukrainian Section

Mr. Omilon Batchinsky has completed several productions which are still at the C.B.C. translation department. One program is complete and runs for 21 minutes. Mr. Batchinsky has made provisions to have his completed programs and schedule forwarded to the Yukon Visitors' Association as soon as writing, recording and scheduling is completed.

In addition to the Ukrainian language, Mr. Batchinsky recorded several interviews in other European languages which have been forwarded to their respective departments for future transcriptions.

French Section

Completed by Jean Lacroix, a 30-minute half-hour French language program on Yukon's past, present and future. The program includes seven French language interviews recorded in Whitehorse and Dawson City. It is dramatized with thirteen narrations with bright - and where necessary - dreamy music. This show was broadcast to the Canadian C.B.C. French network on Sunday, 24 August.

The show has been shipped for broadcast to the National Radio networks of France, Belgium, Switzerland and Monaco plus Canada's Armed Forces Radio Station in Germany. In addition it has been sent as part of a package to fifty radio stations all over the world.

The speech delivered by Mr. Paul Choquette (in French) at the

official opening of the GOLD RUSH JUBILEE in Whitehorse was sent throughout the world on a special French broadcast. This speech was also carried over the Canadian C.B.C. French network..

Information gathered during Jean Lacroix's visit to the Yukon will form the basis for additional programs during the Fall and Winter.

Scandinavian Section, C.B.C. (IS)

During the last week in August the Yukon JUBILEE was covered by Mr. Omholt-Jensen, the Scandinavian language Producer. The Yukon JUBILEE events were covered in Norwegian, Swedish and Danish languages. This Producer related the mountains of Yukon to the ranges of Norway and Sweden. He gathered a tremendous amount of material that is at this time being prepared for International release. He followed leads to Vancouver and completed his Yukon recording session in that area by talking to old-timers of the Yukon who have Scandinavian backgrounds.

The Yukon was indeed fortunate in being covered by Television during the GOLD RUSH JUBILEE. Many of the colourful events were recorded on film for later release. Other filming covered current productions on planned shows. T.V. coverage in Yukon the Summer of 1958 was as follows:

(a) C.B.C.-T.V.

Mr. Gerald Richardson, C.B.C.-T.V., Director with a six-man C.B.C.-T.V. crew located in Yukon to do a film for the C.B.C.-T.V. show called "Folio". The script was written by Pierre Berton with J. Frank Willis as narrator. Filming continued for twenty-five days. The script took the crew to Skagway, Lake Bennett, Whitehorse, Miles Canyon, Dawson, Klondike and the Gold Fields. The film's title "The Trail of '98" dealt with the very subject which the GOLD RUSH JUBILEE was celebrating -- namely The Trail of '98.

Mr. Richardson stated that he would like to return next year and do a sequel on the modern Yukon. He stated further that the cooperation he had received from the people of Yukon had made his work much easier and his time more productive. The show is scheduled for release this fall.

This team was accompanied by Mr. Norman Chamberlist throughout the shooting schedule.

(b) Bill Burrud Productions

Leland W. Hansen, Producer for the television show "Wanderlust" arrived in Whitehorse to shoot scenes of the Yukon. Two days' shooting captured many Whitehorse scenes including Miles

Canyon, Rapids, the Highway and the usual attractions within Whitehorse itself viz. shipyards, Log Church, Sam McGee's Cabin, Indian Graveyards, Museum, plus the day-by-day scenes of people living out their lives in the North. The Wanderlust show claims over two million viewers.

(c) C.B.C.-T.V. News

Mr. "Blondie" Hougen accompanied the JUBILEE '98ers as C.B.C. official T.V. photographer during their trek over the White Pass Trail of '98. His film of this interesting event was subsequently shown on Canadian T.V. stations from coast to coast. Narration was written by Mrs. Flo Whyard of Whitehorse.

JAMES FITZPATRICK (Travelogue)

During the early part of the JUBILEE, James Fitzpatrick called on Whitehorse on his way north to Alaska. He was met by Al Calford's stage and outriders. The ladies also donned their days of '98 costumes and added atmosphere to the arrival scene. Mr. Fitzpatrick was so impressed with the arrangements made for his arrival, that he created several scenes on the spot and photographed them for use in his Northern Travelogue. These scenes include the Stagecoach, the ladies and gentlemen in their '98 costumes, the White Pass Depot, T & D, N C Company, Whitehorse Inn, Taku Hotel plus a long shot of Whitehorse from across the river.

In addition to the above, a Radio and T.V. interview was completed with Mr. S. Enderton and Mr. D. McWilliam.

For future Yukon photography, Mr. Fitzpatrick appointed Mr. "Blondie" Hougen as his official photographer.

1. General Cleanliness

According to reports available on the subject, tourists respond to clean, tidy places that have a unique character. There is no doubt that Yukon communities have the character but they are not exactly clean and tidy. During the summer, Yukon was visited by a member of Vancouver's town planning committee. She observed on the obvious battle that is going on in Whitehorse between those who are trying hard to make clean and tidy dwellings and those who aren't. This town planner, plus many tourists have expressed their interest in the log cabin dwellings about the City of Whitehorse. These cabins represent the old Yukon. This is desirable. However, they also modify their enthusiasm by observing on the piles of debris that surrounded many of the old, and some of the new, houses in the community of Whitehorse.

There are many splendid examples about Yukon which demonstrate beyond any doubt whatsoever that dwellings and property can be kept clean. There is no doubt however, that much remains to be done.

The YUKON GOLD RUSH JUBILEE COMMITTEE does not presume to advise communities on their cleanliness. However, the Committee feels that it is only right to record the gist of most observations by tourists which is -- "wonderful country - wonderful people - but things are so dirty". We wish to emphasize that this is not the YUKON COMMITTEE's opinion. It is merely an opinion expressed by many tourists. The YUKON COMMITTEE, in cooperation with the WHITEHORSE COMMITTEE, gave expression to this opinion by organizing a bus tour of Whitehorse and vicinity Thursday, May 29 for the purpose of organizing a clean-up of the Whitehorse area.

Approximately 20 people whose positions gave them authority to act made the tour. Excerpts from the report dealing with cleanliness are recorded below:

(a) Item 1. Main Street

Request City by letter to remove rocks and pebbles, as they are already doing on 4th Avenue.

(b) Item 2. Sidewalks and Business Buildings

Inasmuch as the sidewalks and areas immediately in front of business buildings were covered with litter and stones, and the buildings themselves were dirty, it was decided that the City Clerk would notify business organizations by letter of a plan to keep businesses and the areas immediately in front of them clean. This plan consists of every business doing a complete clean-up each Wednesday morning between the hours of 8:30 a.m. and 10 a.m., this clean-up to include sidewalks and windows and the areas immediately in front of the sidewalks, where cars park. It was emphasized that this clean-up should be done more often, if necessary.

It was suggested that the City might arrange for an inspection to take place, to see if this was being carried out.

(c) Item 6. The Lane

Certain areas in a lane were inspected by the group and found to be in deplorable condition, with garbage, junk and masses of rotting material strewn about. The stench in the general areas was nauseating. This area was inspected as a representative area of many other areas in Whitehorse where the same conditions prevail.

Mr. G.I. Cameron stated that he will instruct the owners of the property in this lane to clean it up immediately.

This area will be inspected June 5th by a representative group to view the progress made.

While this particular area is not specifically involved with the tourist industry, it is an area into which tourists go to take pictures. It was the general view of those present that tourist industry or no tourist industry this area and this type of thing was a danger to the health of the people of Whitehorse, and that immediate action must be taken to clean it up.

(d) Item 9. Junk Yards & Auto Wrecks

It was decided that a letter must be written to the City, requesting that they look into the matter of Junk Yards and Auto Wrecks which are distributed all around the City. It was felt that necessary instructions for controlling the habit of surrounding houses with wrecked cars must be issued and action taken immediately.

No decision was made as to who was to write the letter, but it is thought that it would best come from the Board of Trade, with supporting letters from the Yukon Visitors' Association and the Whitehorse Gold Rush Jubilee Committee. Some progress was made in each of the above categories, but

of course there is much to be done.

Reports have been received which indicate that other communities completed special clean-up jobs by removing truckloads of junk from the built-up areas. This will be a continuing problem but tidiness and cleanliness must be achieved before visitors will feel properly at home in our midst.

2. Tourist Attractions

Much was accomplished in creating Yukon tourist attractions and the known results, financed in part by the YUKON GOLD RUSH JUBILEE COMMITTEE, are listed below:

(A) Whitehorse - (McBride Museum)

(a) White Pass Engine

- (i) Moved from "wye" area to Museum grounds by Eagles.
- (ii) Proper track laid and engine placed on tracks.
- (iii) Cab constructed and fitted to engine.
- (iv) General clean-up of engine.

(b) Copper Slab

- (i) Movement expedited from White River area and brought to Museum grounds.
- (ii) Slab properly mounted on cement and steel base.
- (iii) Sign erected giving history of slab.

Sleigh and Wagon

- (i) Placed on proper cement blocks and tied down to prevent them being stolen.
- (ii) Repainted both sleigh and wagon.

(c) Museum Yard

- (i) Proper fence erected and painted.
- (ii) Yard cleaned up, including removal of old boilers and junk.

(d) Wooden Tramway Car

- (i) Mounted on a track in the museum yard and set up for display.

(e) Indian Graveyard

- (i) Entrance walk graded with decomposed granite.
- (ii) Retaining wall constructed to prevent disintegration of graves near the walk.

(f) Wooden Railway Reconstructed

- (i) 200 feet of wooden railroad reconstructed on the original site, East side of the Yukon River.

- (ii) Complete wooden railway car reconstructed and fitted to the wooden tracks with original double flange wheels.
- (iii) Complete carved signs and sign standards pointing to the reconstructed wooden railway.

(g) Tourist Information Signs

- (i) Hand and finger signs pointing to the Visitors' Information Centre -- painted and erected. (Visitors' Information and Parking) (V.I.P.)

(h) Sam McGee's Cabin

- (i) Repaired roof.
- (ii) Rechinked logs.
- (iii) Built wire mesh corridor to permit entrance by visitors.

(B) Dawson

Dawson continued with its annual development program of tourist attractions and facilities. The addition of YUKON GOLD RUSH JUBILEE COMMITTEE's grant of two thousand dollars enabled the Dawson program to be considerably expanded this year. The Dawson program produced the following tangible results:

(i) Promotion

As usual Dawson launched a first-rate promotional program which included posters - calendars and buttons. These advertised the Dawson-Klondike area and the posters could be seen in every highway stopping place.

(ii) Signs

This year a great deal of time and effort was spent in painting and erecting signs around the Dawson area. These signs point out the interesting spots to the tourists and guide them on their way. This program included the erection of a large, painted City map in the centre of town to enable visitors to find their way about.

(iii) Auto Court

Development work was continued on Dawson's Free Auto Court. This included graveling, leveling, and repairs to the toilet facilities. This Auto Court is a popular stopping place right beside the historic Klondike River.

(iv) Museum

Work continued on the development of Dawson's Museum although only \$3.00 of Jubilee funds were spent on this project. The remainder of the funds were raised by independent means. A great deal of work is being done on this Museum and the excellent display is becoming a popular spot to visit while in the Dawson area.

(v) Tourist Facilities

Tables that can serve a dual purpose, both as tourist lunch tables and tables for the community hall were completed. The development of this type of facility is extremely important in the Northern area where a large influx of summer visitors stretches normal living facilities to the breaking point.

(vi) Robert Service's Cabin

This famous landmark, which was the Yukon home of Robert W. Service, was beginning to show the ravages of time. The GOLD RUSH JUBILEE COMMITTEE is extremely proud that it was able to underwrite the cost of a considerable portion of the renovation of this historic monument. New foundations have been placed and repair work is continuing on the roof. Consideration may have to be given to obtaining a

special Government grant to completely restore the cabin which was the home of "The Bard of the North". A considerable amount of gratis time has been donated to date by Dawson citizens in advancing this work.

(C) Atlin

This area did much work on their tourist attractions which included:

(i) Reappraisal of Atlin's scenic beauty as a tourist attraction.

(ii) Created list of local attractions which include:-

Warm Springs and Grotto:

Professional signs made and erected pointing to this area. Plans discussed regarding making the warm springs into a swimming pool. Present springs cleaned up and made accessible.

Mineral Spring:

These springs which are in the centre of town have been cleaned out and made accessible to the tourist. Signs have been erected pointing the way. A small summer garden house located next to the spring has been straightened up ready for more repairs next spring. Sample of water prepared for analysis and results will be on information sign at the spring site.

Discovery Area:

Some preliminary clean-up work started at this famous ghost town. Plans include development of a museum of gold rush day relics of the area. Professional signs have been completed and erected pointing the way to this interesting location.

McKee Creek - Spruce Creek:

Signs erected pointing the way to hydraulic gold operations. Tourists can now proceed around the area without getting lost.

Consideration being given to a general clean-up of Atlin's historic cemetery, the Indian Graveyard, Discovery Graveyard.

Seventeen professional signs completed and erected to assist the tourist in finding his way about. This includes a large "Welcome" sign on the outskirts of Atlin, plus two large "ATLIN" signs at the intersection of the ALASKA HIGHWAY and the ATLIN CUT-OFF.

(Picture of 20 Atlin signs fixed to original report.)

A brochure written, multilithed and stapled for tourist giveaways. This brochure covers the past, present and future of Atlin. It is an excellent piece of work which was written by Lyman Sands and multilithed by the YUKON GOLD RUSH JUBILEE COMMITTEE.

(D) Carcross

Carcross became aware of the importance of inviting the tourists to their area and making it inviting. Carcross' major project was constructing a tourist shelter near the beach and cleaning

up the beach area. This work was done as a joint effort of the Community Club and the GOLD RUSH JUBILEE COMMITTEE. This building, plus the JUBILEE program which is recorded elsewhere in this report, make up a commendable effort for the small community of Carcross.

(E) Haines Junction (MP 1016)

The HAINES JUNCTION GOLD RUSH JUBILEE COMMITTEE raised sufficient funds to qualify for a one hundred, ninety-eight dollar and fifty cent grant (\$198.50). Their effort this year was confined to manufacturing a "Visitors Welcome" sign which will be put up on the south side of the town. A second sign is being planned for the north end of town.

While these items may look small they are in effect accumulative. A sign here and a sign there soon does wonders in making the visitor feel at home.

(F) General

The YUKON GOLD RUSH JUBILEE COMMITTEE noted the large increase in lawns this year and suggests that this be made a special project. Perhaps a lawn or gardening contest should be considered as a means to develop civic pride.

The general progress made in creating and improving tourist attractions has been most gratifying. Much more remains to be done and a plan to complete this work should be made during the winter months.

One of the major items financed by the YUKON GOLD RUSH JUBILEE was the operation of the Junior Chamber of Commerce VISITORS' INFORMATION CENTER. This CENTER was located in the Board of Trade Office, White Pass and Yukon Route Depot.

This INFORMATION CENTER did great service to the whole Yukon Territory. The fact that it was operated by a Whitehorse organization did not mean that tourist help was restricted to the Whitehorse area. This CENTER quickly became the Headquarters for any and all Yukon inquiries. The Staff made up "information packages" which were used in answering the many inquiries about Yukon which came from all over the Continent. Packages were also made up for press and radio. In addition the staff participated in the distribution of the Special JUBILEE EDITION of the WHITEHORSE STAR.

The work done by the Staff of the VISITORS' INFORMATION CENTER this summer was invaluable. Tourists who would have normally left town after gassing up were sold on the idea of taking side trips in the Yukon. One of their major selling points was the circle tour to Dawson and over the 60-mile road and return via the Alaska Highway. Carcross, Skagway, and Atlin were also visited by people who had been introduced to these interesting places by the VISITORS' INFORMATION CENTER's staff. This kept visitors in the Yukon extra days and put more dollars into Yukon tills.

The YUKON GOLD RUSH JUBILEE COMMITTEE provided the INFORMATION CENTER with the following:-

- (a) Funds to cover Staff Salaries for June, July and August
- (b) Two thousand each of the following fourteen brochures:

Special Yukon Information	Yukon's Emblem - Fireweed
Tourist Camp Grounds	Modern Prospecting
Flowers of the Yukon	Short course in Yukon history
Mammals of the Yukon	Jubilee Alphabet A-Z
Population of the Yukon	Atlin-Switzerland of the North
Yukon Power Resources	Covering letters (children)
Transportation in the Yukon	Covering letters (adults)

In addition, the YUKON GOLD RUSH JUBILEE COMMITTEE was successful in having the Northern Affairs and National Resources booklet "ALASKA HIGHWAY" completely revised and brought up to date. All untrue or halftrue information was removed. Also the writing which was slanted against the Highway was balanced up so that a reasonably accurate assessment could be made of Northern travel by the prospective visitor. Hundreds of these booklets were rushed to the printers and forwarded to the Y.V.A., by the Canadian Government Travel Bureau. These in turn were forwarded to the VISITORS' INFORMATION CENTER for distribution. Copy of the revised booklet is attached as (Appendix N).

Hougen's Ltd., in cooperation with the publishers of the MILEPOST TOURIST GUIDE made three hundred and fifty MILEPOSTS available for distribution. These were sent out with the general information packets. A copy of Milepost is attached as (Appendix O).

The White Pass and Yukon Route provided hundreds of coloured booklets plus other Yukon promotional material. These are attached as (Appendix P, Q & R).

The Whitehorse Board of Trade provided thousands of copies of the JUBILEE edition of the WHITEHORSE STAR for free distribution. This item was a favourite with visitors and it has been widely distributed throughout North America. A copy of the JUBILEE edition of the Whitehorse Star is attached hereto as (Appendix S).

The Department of Northern Affairs' revised booklet, YUKON --

ITS RICHES AND ROMANCE was printed by the Queen's Printer and twenty-five thousand copies were forwarded to the Territorial Government. The Y.V.A. obtained thousands of these booklets for the VISITORS' INFORMATION CENTER. These booklets were used as handouts and also included in all information packets. A copy of YUKON--ITS RICHES AND ROMANCE is attached as (Appendix T).

General Tourist Information Material

The VISITORS' INFORMATION CENTER (Whitehorse) also stocked many items of general interest which included postcards, Tourist Guide books, notepaper, photographs and other items of interest for tourists.

General Information

The staff of the INFORMATION CENTER dispensed information on train, bus and 'plane schedules. They also promoted local shows and club activities which always had a good smattering of visitors in their audiences as a result of this VISITORS' INFORMATION CENTER interest in Club affairs.

Road Reports

Canadian Army road reports were brought to the INFORMATION CENTER daily and posted on the Notice Board for the information of motorists. This service was most appreciated.

Signs

Special and more attractive signs pointing the way to the VISITORS' INFORMATION CENTER were completed under the direction of the Whitehorse

GOLD RUSH JUBILEE project engineer, Mr. Floyd Campbell. These attractive signs have been stored ready for the next year's operation.

Staff

A special note of appreciation is included in this report for the splendid work carried out by the Junior Chamber of Commerce through the following INFORMATION CENTER staff -

Mrs. Bea McLeod	Mrs. Alice Ravenhill
Mrs. Ila McAllister	Miss Lynda Gorham

Their cheerful cooperation was often talked about by the many people who used these worthwhile facilities.

Statistics

The Whitehorse VISITORS' INFORMATION CENTER records of the summer operation reveal the following information:

Total guests who signed book	1,194
Number of countries represented	9

Statistics on Visitors Who Signed Book

Canada, by Provinces and Months -

	<u>June</u>	<u>July</u>	<u>August</u>	<u>Total</u>
British Columbia	6	20	37	63
Alberta	6	15	53	74
Manitoba	1	5	6	12
Nova Scotia		2		2
Newfoundland	1			1
Ontario	8	18	30	56
Saskatchewan	2	11	10	23
Prince Edward Island		2		2
Quebec		2	3	5
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total	24	75	139	238

U.S., by States and Months -

	<u>June</u>	<u>July</u>	<u>August</u>	<u>Total</u>
Alabama		1	4	5
Alaska	10	24	30	64
Arizona		4	3	7
Arkansas		1	1	2
California	46	77	74	197
Colorado	4	9	11	24
Connecticut		5	2	7
D. C.	2			2
Florida	2	14	6	22
Georgia	1			1
Illinois	9	22	21	52
Idaho	7	9	7	23
Iowa	4	1	19	24
Kansas		10	11	21
Kentucky			4	4
Louisiana		1	1	2
Maine		1	2	3
Massachusetts		4	2	6
Maryland			4	4
Michigan	4	25	15	44
Minnesota	2	8	25	35
Mississippi		1	6	7
Missouri	4	4	6	14
Montana	1	7	6	14
Nebraska	1	3	12	16
New Jersey	2	6	1	9
New Hampshire	1	2	3	6
New Mexico		2		2
New Orleans		3		3
New York	3	20	12	35
Nevada	3		2	5
North Carolina			5	5
North Dakota	2	1	14	17
Ohio		14	11	25
Oklahoma		11	2	13
Oregon	13	14	20	47
Pennsylvania	4	14	5	23
Rhode Island	1		1	2
South Carolina	1			1
Tennessee	2	2		4
Texas	6	14	27	47
Utah		2	3	5
Virginia	2		3	5
Washington	7	21	25	53
West Virginia			1	1
Wisconsin	7	15	9	31
Wyoming	1	1		2
Total	152	373	416	941

Other Countries -

	<u>June</u>	<u>July</u>	<u>August</u>	<u>Total</u>
Australia		1	9	10
Agana Guam		1		1
England	1	7	4	12
Germany	1			1
Scotland	2			2
Switzerland	1			1
New Zealand	<u>1</u>	<u>—</u>	<u>2</u>	<u>3</u>
Total	6	9	15	30

Top Nine Areas Represented

California	197
Alberta	74
Alaska	64
British Columbia	63
Washington	53
Illinois	52
Oregon	47
Texas	47
Michigan	<u>44</u>
	<u>641</u>

Main Tourist Observations (Whitehorse)

- (a) Why doesn't Whitehorse do something to preserve the River boats?
- (b) Many wish to be permitted to go aboard the ships (or at least one) on a conducted tour.
- (c) Suggested that a ship be made into a "Boatel" like the one in Skagway.
- (d) Suggested that the Museum be moved to a river boat and admission charged.
- (e) When are you going to clean up the town?
- (f) When are you going to pave the streets?
- (g) When will the Alaska Highway be paved?
- (h) Why isn't there a road map of Yukon issued?
- (i) The tourists want to purchase samples of Yukon minerals.

Most interest is shown in samples of hematite, lead, zinc, copper and silver.

- (j) Large demand for picture postcards of points of interest in and around Whitehorse at a reasonable price. They want a card with the picture of Sam McGee's cabin with the Cremation of Sam McGee printed underneath.

Conclusions

The operation of this Center was a major contributor to keeping people in Yukon for extra days during the 1958 season. This year's operation was a big improvement over last year's first attempt. It is hoped that this worthwhile civic project will continue to improve and expand its service. The Jr. Chamber of Commerce's VISITORS' INFORMATION CENTER was a real service to both the visitor and Yukon's businessmen.

Production of Literature

Answering letters of enquiry can be a tedious job if each letter has to be dealt with on an individual basis. Until June, 1958, all letters were answered by this method. Between 1 February and 31 May the writer answered over three hundred letters which came in from all Provinces of Canada and States of the Union. Many of these letters were from school children who were engaged in "Yukon Projects" at School. Others were referred enquiries from the Canadian Government Travel Bureau. Many of these letters required two and even three typewritten page answers.

It became obvious that letters of enquiry would have to be answered in a routine manner to keep up with the demand. Brochures on various Yukon subjects were required as quickly as possible as none were available.

The following Brochures were written, multilithed, stapled and stacked in about a five-week period. These Brochures are attached hereto as (Appendix U).

<u>SUBJECT</u>	<u>Revised or Written by</u>
Special Yukon Information	R. S. M.
Covering letter (children)	R. S. M.
Covering letter (adults)	R. S. M.
Tourist Campgrounds	R. S. M.
Flowers of the Yukon (revised)	R. S. M.
Mammals of the Yukon (revised)	Dr. W. A. Fuller
Population of the Yukon (revised)	R. S. M.
Yukon Power Resources (revised)	"Edge" King & R. S. M.
Yukon Climate	R. S. M.
Yukon Mineral Resources (revised)	Dr. R. Skinner
Transportation in the Yukon	R. S. M.
Yukon's emblem - Fireweed	Flo Whyard
Modern Prospecting	Flo Whyard
Short Course in Yukon History	Flo Whyard
Jubilee Alphabet (Place Names A-Z)	Flo Whyard
Atlin - Switzerland of the North	Lyman Sands

Approximately 2000 of each of the Brochures were produced and

were used as follows:

- (a) Part of publicity packages to Radio Stations, writers, schools, magazines, newspapers and tourist bureaus.
- (b) Handouts to visitors at the Visitors' Information Center.
- (c) Information sheets and answers to letters of inquiry.
- (d) Information sheets to Yukon citizens who wanted facts on Yukon.
- (e) Copy for magazine articles and radio scripts.

It should be emphasized that these Brochures were a stopgap only. They were adequate for general information but a fresh, two-colour folder with a picture or two is required to include in the general tourist letter answering packet. This will take time but eventually we must consider getting into quality material even if it's only one, two-colour folder produced for a start.

It is interesting to note that producing these Brochures involved handling over 120,000 individual sheets of paper. The problem of handling mass coverage is a serious one but it can always be solved provided the time and effort is there.

Yukon is now faced with a specific problem. How will it handle next year's load of mail which will be very much larger than it was this summer? This question must be tackled now, if the demands are to be properly met next spring. More and better Brochures are required. They must be written, produced, and ready by January 15, 1959. That's the day the mail gets heavy and it mounts daily until the end of May.

1. "Walk over" Trail of '98

In keeping with the JUBILEE theme a promotional "walk over" the original White Pass trail was arranged. The walk was composed of thirteen tried and true JUBILEE boosters, who made their way from Skagway to Lake Bennett. This event was organized by Mr. Ted Lattin, who also acted as trail leader. A special "thank you" is directed to this hardy band for their noble effort. Special Certificates are being printed for each member of the group, attesting to their historic walk over the White Pass trail.

CBC authorized Mr. "Blondie" Hougen to act as official CBC TV photographer. Mr. Hougen did excellent work and the walk was shown on CBC TV right across Canada.

CBC also requested Mrs. Flo Whyard to interview the JUBILEE '98ers for radio release. These interviews were completed and each "walker" told his story into CBC's mike. These interviews have since been broadcast coast to coast although the program was cut considerably from its original twenty minutes.

To illustrate the problems encountered in promoting a story, not one Canadian newspaper (outside of the Whitehorse Star) printed the story of the interesting event. However, coverage was well worth the effort in that radio and TV gave Yukon full support.

This might well be an annual event which could provide much good Yukon publicity, plus give adventuresome persons an interesting hike, with considerable historic significance.

2. Yukon School Essay Contest

One of the most successful promotions was the School Essay Contest which was open to all school children in Canada. The topic of the essay was "THE IMPORTANCE OF YUKON IN CANADA'S FUTURE".

The purpose of this promotion was to urge school children to study Yukon and examine its relationship with the rest of Canada. This resulted in many schools conducting "Yukon Projects". The requests for information by school children eventually became so heavy that a special "students'" covering letter was produced for this purpose.

In addition a Map Drawing Contest was conducted. The purpose of this contest was to draw attention to Yukon's geographical location and its main topographical features.

Both of the above contests were divided into Junior and Senior Divisions. The contest was open to all school children in Grade IV to XII inclusive.

Prizes were as follows:-

Senior Essay Contest:

A top prize of \$100.00 was given to the best 750-word essay written by a Grade IX to XII student. In this category a second prize of \$75.00, a third prize of \$25.00 and five Honourable Mention prizes of \$10.00 each were distributed.

Junior Essay Contest:

A top prize of \$75.00 was given to the best 500-word essay written by a Grade IV to VIII student. In this category, a second prize of \$50.00, a third prize of \$20.00 and five Honourable Mention prizes of \$5.00 each were distributed.

Senior Map Drawing Contest:

A top prize of \$50.00 was given to the student in Grade IX to XII who drew the best map of Yukon. In this category a second prize of \$25.00, and a third prize of \$10.00 and five Honourable Mention prizes of \$5.00 were distributed.

Junior Map Drawing Contest:

A top prize of \$25.00 was given to the student in Grade IV to VIII who drew the best map of Yukon. In this category a second prize of \$15.00, a third prize of \$5.00 and five Honourable Mention prizes of \$2.00 each were distributed.

Over eight hundred students from every Province in Canada responded to the invitation to write or draw. The prizes have been awarded, and the names are recorded in the YUKON GOLD RUSH JUBILEE files.

A special tribute is paid to Mr. Harry Thompson, Superintendent of Schools in Yukon, Canada for his excellent work on this project. He accepted the task of organizing this contest and carried out all the administrative details connected with making the contest known throughout Canada. In addition he received all of the submissions and had them rated by his committee of judges, composed of himself, Mr. Fred Lucas, Mr. Harry Boyle and Mr. Jack Hulland. THE YUKON GOLD RUSH JUBILEE COMMITTEE extends a special "thank you" to these gentlemen for their good work.

The YUKON COMMITTEE suggests that the value of a school contest should not be underestimated in that most students involve their parents in their projects. Also contests make good "copy". This particular contest received wide comment from many of Canada's largest daily newspapers.

This contest was a first-rate success from every point of view.

During a trip to Ottawa, Mr. Allan Field, Director of the Canadian Government Travel Bureau was contacted. This Agency concerns itself with advertising and publicizing Canada throughout the world. For this reason, little of their work is known here because their message is directed outside the Borders of Canada.

Mr. Field was sympathetic to Yukon's tourist position and he pointed out that his Bureau was eager to obtain information and pictures which would assist his Staff in counselling tourists about Canada's Northland. The only manual they had was the old Alaska Highway booklet with the picture of the Customs man on the cover. Mr. Field immediately set up a meeting to revise this booklet when he was advised that it contained false information. This booklet has now been rewritten and republished and it reflects a true picture of Yukon and the Alaska Highway.

Mr. Field then called a meeting of his Department Heads, who in turn called in their Staffs. The writer had an opportunity of talking to twenty-five Travel Bureau Counsellors and publicity people. This conference lasted for one complete afternoon. Further and more detailed talks took place with each Department throughout the following day.

In addition, the following was accomplished:

- (a) Travel Bureau recognition of the Yukon Visitors' Association as a "point of contact" in the Yukon.
- (b) The Travel Bureau agreed to clear all Yukon publications through the Y.V.A., prior to publication.
- (c) The Travel Bureau agreed to forward Tourist inquiries to the Y.V.A. for detailed answers.
- (d) The Travel Bureau agreed to promote Yukon through their news releases to 1500 outlets throughout the world provided the Y.V.A. supplied them with a steady flow of good Tourist copy.

All the above is now an accomplished fact. The routine as outlined has been going on day after day since February 1st, 1958.

In addition to this program, the Travel Bureau agreed to a limited promotion of Yukon's GOLD RUSH JUBILEE if the Yukon decided to sponsor such an event. Subsequently -- Yukon businessmen authorized the JUBILEE plan and the Travel Bureau lent its support by sending out news releases to its worldwide outlets.

It subsequently appeared to the writer that the only way to sell Yukon to Canada and the world, was to have material with which to sell it. We had none. Also we had neither the time, money nor skills in sufficient quantities to get it.

With this in mind, the writer dispatched a letter to Allan Field asking for the loan of an expert Tourist man to live in the Yukon for four to six weeks. This expert could gather the required material on Yukon and thus fill the files of the Travel Bureau with authentic Yukon information. After a considerable exchange of correspondence, Mr. Field agreed to send the man provided the Y.V.A. could pay his fare in and out, plus his living expenses for the six-week Yukon stay.

Two thousand dollars for this purpose was obtained by presenting the case to the Commissioner. The Commissioner-in-Council set up the necessary machinery to cover the expenses on presentation of proper receipts. With this problem solved the way was clear for the expert to come.

Mr. Roly deGrosbois, Chief Canadian Government Travel Bureau Publicity Section was selected and he arrived 20 July, 1958.

Mr. deGrosbois immediately set to work:

(e) Taking Black and White and Colour pictures

- (f) Reporting on all aspects of life in Yukon which has a bearing on the Tourist Industry.
- (g) Assisting in publicizing the GOLD RUSH JUBILEE.

During his six-week stay in Yukon, Mr. deGrosbois took his camera, pencil and notebook into every corner of Yukon. He covered Carcross, Atlin, Atlin Gold Fields, Alaska Highway, Dawson-Mayo Road, Mayo, Elsa, Keno, Dawson, Dawson Gold Fields, 60-mile Road to Tok Junction, Haines Road, Cathlene Lakes, Skagway, Whitehorse, plus all the Hamlets, garages, and coffee shops in between. During this period he travelled well over 2,000 miles by car. He took hundreds of pictures. He reported on quality of meals, quality of motels, hotels, cleanliness of cafes, attitudes of staffs, scenery, service station service, prices, tourist attractions, information center, plus the strengths and weaknesses of the Y.V.A. He is a trained observer and he knew what to look for -- both good and bad. Without question, he found both. His findings will undoubtedly be available to us if the Y.V.A. should ask for them.

A complete set of black and white pictures have been received by the Y.V.A. Each picture is numbered. In future if we are asked to supply pictures we can do so by requesting the Travel Bureau to forward the selected picture, designated by a number. This alone is a tremendous boost to our system of dispensing information about the Yukon. In addition, there are coloured pictures available for reproductions in magazines and newspaper weekend editions.

Today -- for the first time, there is a bulging file of information on the Yukon available to the writers and Counsellors of the Canadian Government Travel Bureau. It is felt that this one fact alone was worth the summer's effort.

This report would be incomplete if it did not include a special "thank you" to the Canadian Government Travel Bureau. Mr. Allan Field, its Director, deserves special mention because without his keen understanding of our plight, we would never have had a tourist expert in our midst all Summer long. Also the expert who turned out to be Mr. Roly deGrosbois was by far, the nicest "expert" we have ever met. He didn't act like one. He acted like one of us. Roly deGrosbois not only did a thorough job, he also endeared himself to hundreds of Yukoners. It is generally accepted by all that he can come back to the Yukon any time he likes and there will be a warm and enthusiastic welcome for him.

On looking back, it is hard to imagine receiving better cooperation anywhere, than that we have received this year from the Canadian Government Travel Bureau.

American Automobile Association

On August 20, Mr. George Burns of the American Automobile Association, Washington, D. C., U.S.A. called to request information on Yukon Territory in general and the Alaska Highway in particular. This fact-finding tour was not originally scheduled by the A.A.A. for this year. However, the news that Alaska had been made the 49th State brought thousands of requests to A.A.A. Washington Headquarters for information on the Alaska Highway. This included condition, accommodations, garages, road conditions, scenery and general information on the Territory.

Our own Y.V.A. efforts had convinced the A.A.A. that their own publication on the Alaska Highway was out of date and was in need of drastic revision. Mr. George Burns and the writer worked for two days on this revision, which is now complete. In addition, he was introduced to Canadian Army officials. The Army road maintenance program was thoroughly explained during a tour of Canadian Army Headquarters and maintenance facilities.

Mr. George Burns is a trained observer and he has now covered the Alaska Highway mile by mile. A complete report on every detail which would affect a tourist has been written by Mr. Burns for A.A.A. records. This report includes observations on road conditions, weather, scenery (picture record included), accommodations, cleanliness of businesses and operators, meals, garages, attitudes, operators' knowledge of own country and major and minor points of interest. This report is similar in content to the one written by Mr. Roly deGrosbois of the Canadian Government Travel Bureau.

A letter from Mr. Burns is set out below because it emphasizes the

need for constant work to correct popular misconceptions plus a requirement to keep up with the growing interest in Yukon, and the Alaska Highway.

AMERICAN AUTOMOBILE ASSOCIATION

Washington 6, D. C.
August 22, 1958

Mr. Roy Minter
Yukon Visitors' Association
Whitehorse, Y. T.
Canada

Dear Mr. Minter,

Please accept my thanks, both personal and in behalf of the over six million American automobile owners who are members of the American Automobile Association, for your most valuable assistance in preparing material for our publications in your area.

Our association, through its more than 700 offices throughout Canada and the U.S. has received a sudden and surprising amount of inquiry about the Alaska Highway. The unprecedented rise of interest in this subject is undoubtedly due in the main to the recent publicity attending Alaska's statehood, but I believe in significant measure also, to the awareness of people of the north-west of the vast potential, as yet barely tapped, in tourism to this section, and their promotion of the area to tourists.

It was because of the unexpected demand for more information that I am making this trip to Alaska, to send back first-hand reports on the highway and the new state itself. I have quickly learned what is already common knowledge to you: that there is a great deal of misconception and misinformation regarding the highway.

Be assured our offices will do their best to correct this by providing accurate information, and I have surely gained a personal admiration for your efforts along these lines. What with returning tourists exaggerating their rigors to impress their neighbors back home with their adventure on the Alaska Highway, or travelers who encounter real emergencies due to poor preparation or poor driving habits, your task of furnishing the true picture of the trip is going to be a large one, and we hope we shall be able to help it.

The Alaska Highway is probably taking on more interest from the point of view of tourism now than ever before; if only a small percentage of those who have taken interest in the route actually take the trip, it should mean quite a good deal of traffic. And I am certain that all those who do, will be everlastingly impressed with the

grandeur of the country and the friendliness of the people of Yukon,
as I am.

Cordially,

(Sgd) George Burns

George E. Burns
Field Supervisor.

We were extremely fortunate in having this visit from the A.A.A.'s Mr. George Burns during our JUBILEE year. His interest in Yukon was sparked by a new Northern flavour that was not in evidence during previous visits. Mr. Burns was more than impressed with the growing interest in Yukon's Tourist Trade. His letter reflects his enthusiasm for what Yukon has accomplished this year.

During discussions he took particular pains to point out the need for tourist facilities in Yukon, to handle the increased travel to the new state of Alaska. This possible increase should be given consideration because if it does come it will have to be handled well - or we will receive a "bad press" from one end of the country to the other.

A copy of the unrevised A.A.A. booklet is attached hereto as (Appendix V). Much of the information in this booklet is being changed in favour of Yukon. However, wherever conditions are doubtful this booklet will reflect those conditions truthfully.

During the summer it was found that the Canadian Broadcasting Company broadcasts a daily road report, plus a weekly road report review. All the major highways in Canada were covered, except the Alaska Highway.

Arrangements were made with HQ, NWHS to forward Alaska Highway daily road reports to CBC's program director so that they could be included in the roundup.

I have been advised by the CBC that the Alaska Highway is now represented on all CBC road reports. This serves two purposes:

- (a) Corrects misinformation about the Alaska Highway,
- (b) Advertises the Alaska Highway and Yukon.

The Alaska Highway road reports are now a routine which will be continued as a regular CBC feature.

On September 12th, 1958, Mr. William A. Wallace, Editor and Publisher of THE MILEPOST, called on the writer and discussed tourism in general. It is interesting to note that this energetic and imaginative man has been a friend of the Yukon for many years. At the end of each tourist season he travels the entire Highway to ensure that his MILEPOST publication is up to date. It is not the intention of this report to promote any business venture. However, special consideration is given to the MILEPOST because it is the only publication available that gives a complete picture of what the traveler will find as he drives the Highways -- north or south.

Last spring, Mr. Wallace gave Yukon free coverage on the GOLD RUSH JUBILEE. Mr. Wallace has kindly offered to provide the same space in next year's publication. He stipulates, however, that the required copy must be in his hands prior to press deadline -- November 15th.

It is recommended that if it is decided to continue the work of publicizing the Yukon, this generous offer should be accepted and copy forwarded as requested.

Mr. Wallace subsequently covered his offer with a letter which is set out below:

" September 15th, 1958.

Mr. Roy Minter,
Director Yukon Gold Rush Jubilee,
Whitehorse, Yukon, Canada.

Dear Mr. Minter:

We are very pleased that you liked the publicity we gave to the "Jubilee" in the Milepost, also, there has been much favorable comment locally on the space we allotted to the newly formed "Yukon Visitors' Association".

We shall be glad to again make available to you, and to the business

people of Whitehorse, the necessary space in our publication for the promotion of these efforts in the forthcoming 1959 edition of our publication. We shall look to you for the necessary material for this purpose, and should have it before our press deadline, November 15th.

It will doubtless interest you to know that in our travels throughout Alaska, the Yukon, Alberta and British Columbia this season, we have observed a marked increase in interest in the Yukon, and most of it is directly attributable to the competent publicizing of the "Jubilee Year" and to the friendly reception accorded to tourists in the new information office in the White Pass & Yukon Depot.

In the course of our annual travels, during which we collect new information for our yearly edition of the "Milepost" we talk with hundreds of tourists, organizations handling travel and tours, and also handle a very large volume of correspondence on the subject through our California office. It has proved of great assistance to us to have the authentic data which you have gathered and compiled, and we urge that this fine effort is continued and enlarged upon. We believe that the end result will be manifest in a most valuable contribution to the economy of the Yukon.

Sincerely yours,

Wm. A. Wallace,
Editor & Publisher.
Milepost. "

Mr. Wallace continues to hammer home the theme that the work accomplished to date should be continued as "the end result will be manifest in a most valuable contribution to the economy of the Yukon".

This section in THE MILEPOST is included because obtaining free advertising is "a result" and because Mr. Wallace's observations are worthy of consideration due to his vast experience in Tourism in the Yukon area.

Were the results of the GOLD RUSH JUBILEE worthwhile? Was anything of value accomplished?

If the answer to these two questions is "no" then it should be accepted and further work in the tourist promotional field terminated. If, on the other hand, the answer is "yes" then a great deal of feverish activity must start immediately, provided it is Yukon's desire to see these worthwhile things continued. However, it should be emphasized that if it is the desire of the Yukon businessman to continue this work, then a very heavy load of responsibility falls on his shoulders. It would not be wrong to conclude that tourist promotion would be an excellent thing, but that the demands on the individual are too heavy. It would be best to make this appraisal rather than support such a program in spirit without advancing the required substance in thought, labour and funds to carry it out.

Naturally it would be unreasonable to assume or expect all men to agree. Some will believe in the tourist trade and some won't. If the believers decide to proceed they will have to try and convince the nonbelievers. Further, the nonbelievers may have some very valid reasons for not supporting a program of Tourist Trade development and they should be heard. Whatever occurs it will be the results of an appraisal made by competent men who are prepared to say "we advise proceeding" or "we advise against proceeding".

The first problem is how to make up one's mind. How does one arrive at a conclusion? Perhaps a few facts gathered from various authentic sources will assist in appraising this difficult question.

- (a) Tourism is Canada's THIRD LARGEST Industry.
- (b) A portion of every Yukoner's income comes from Visitors to Yukon.

- (c) Tourism is the most effective means by which Canadians can learn about Yukon.
- (d) Visitors to Canada spent \$362,000,000 in 1957.
- (e) Canadians spent hundreds of millions of dollars travelling in Canada in 1957 (actual figure not yet available).
- (f) What is Yukon's share of (d) and (e) above?
- (g) Who gets the dollar spent by Tourists?

Food and Beverages	31%
Lodgings	24%
Retail Stores	20%
Transportation	16%
Entertainment	9%

(Special Federal Government survey 1956)

- (h) Tourism does not use up Natural Resources.
- (i) Tourism does not ship goods. The "market" pays its way to YUKON.
- (j) Since 1953, Europe has gained the largest share of American Tourist dollars. Is Yukon helping Canada to regain first place?
- (k) U.S. Tourist spending has doubled in all countries outside of United States since 1949 except in Canada which shows only a 23% increase.
- (l) Canadians travelling in United States took more than ONE-HALF BILLION DOLLARS out of Canada in 1957.
- (m) Since 1948 Canada has dropped from enjoying a net profit from Tourism of \$145,000,000 to carrying a Tourist Trade deficit of \$165,000,000 in 1958.
- (n) Can Yukon play a part in reversing this trend by:
 - (i) Advertising, promotion and publicity?
 - (ii) Improving tourist attractions, accommodation, services, personnel, recreation?

While the evidence above is not conclusive, it suggests very strongly that tourism has a great deal to do with Canada's economy and that it could have a great deal more to do with the economy of the Yukon.

If it should be decided that this vast industry has a part to play in our

community and personal success, what should we do about it? Deciding to participate in this exciting adventure is one thing but really doing something about it is quite another. It is reasonable to say that those who decide to do it will have to see that it's done. A group of people are needed to give the signal to proceed and then become personally involved in the work load which their signal will create.

Having reached this point, we can turn to experience -- the teacher. It is unreasonable to assume that promoting the Tourist Trade is a job for the businessman alone. If such thinking is correct then the Canadian Government Travel Bureau wouldn't exist. Some highly organized body must reach out over the borders of Canada and deliver a sales pitch to the prospective visitor. Creating this vast tourist market therefore requires Federal Government participation.

After the prospective foreign Tourist decides to take a Canadian trip, then the Provincial Travel Bureaus attempt to sell the visitor on the wonders of their respective Provinces. Here again we see Government participation in attracting visitors to a given area.

On arrival in a Province then the visitor is invited by many different cities to visit and enjoy the unique atmosphere of their particular brand of civic attractions. Again we see the principle of Governments -- in this case civic -- assisting their own area to promote the Tourist Trade and, incidentally, participating in the profits derived from this valuable market.

The point is obvious; to successfully create a Yukon Tourist Trade, Government participation is a prerequisite. If this participation is accepted as a basic requirement for successful area promotion, then the Territorial Council must be considered and advised in all matters pertaining to the Tourist Trade. It would probably be impractical for either the

businessman or the Government to move too far without each accepting a specific portion of the development responsibilities. There is little doubt that this "business-government" partnership is a necessary ingredient to further the Tourist Trade and the promotion of the area.

An alternative to the above plan would be to have the Government open a tourist and information office. This would require office space with a proper staff to handle inquiries and promotion. In the event that the businessmen do not endorse Tourist Trade promotion then at least some provision will have to be made to answer the normal types of inquiries that have been looked after by the writer of this report since 2 February 1958. As an example, at this time (1 Oct.) the following letters of inquiry are waiting for special action. The dates of the letters and the type of material required indicate the extent of the work involved in answering them.

<u>Date of Letter</u>	<u>From</u>	<u>Inquiry</u>
2 Sept.	Mr. C.E. Polikowsky Happy Camp, California	Fishing information and what to do during a six weeks' holiday. Want detailed map showing roads - trails - information on boats required.
2 Sept.	Parade Magazine	Information on Yukon for editorial staff.
3 Sept.	Lorna M. Bohn Harrisburg, Oregon	Complaint against a garage in Whitehorse.
4 Sept.	"Dutch" Derr AVA Juneau	Requires Yukon licence plate.
5 Sept.	Selecciones Ilustradas Barcelona, Spain	Require information on the ambient of the 1740 plus other detailed information.
8 Sept.	Noble Wright Moses Lake, Wash. U.S.A.	Information on the Gold Rush plus social life of Yukon.

<u>Date of Letter</u>	<u>From</u>	<u>Inquiry</u>
8 Sept.	Haskell Russell Hollywood, California	Fishing information and maps plus licence information.
9 Sept.	Canadian Government Travel Bureau Ottawa, Ontario	Requirement for 100 brochures.
9 Sept.	Flagg Films Inc. Hollywood, California	Information and research for TV Film script.
9 Sept.	Men's Magazine Newsletter circulation 7,000,000 copies	Complete hunting and fishing information required.
10 Sept.	Paul T. Elliston Buffalo, N. Y.	Information required on Daw- son City including what inhabitants do for a living.
10 Sept.	Whitehorse Jr. Cham- ber of Commerce	Letter re YVA participation in a B. C. Travel Bureau Con- ference.
10 Sept.	L. C. Yates Virginia, U.S.A.	Information on Highways, etc.
13 Sept.	Albert Anthony Vancouver	Information on Yukon.

This is only a small portion of the letters of enquiry and other duties which have to be done. It can be seen that to answer these letters will take a great deal of research, work and time. This work is now increasing because more people are hearing about the Yukon. Unfortunately there is no one to answer the letters anymore.

In addition to the above, the Tourist Bureaus and "package tour" companies want information on Yukon's 1959 Tourist program so that it can be included in their 1959 promotional material. Railway, Steamship, Airline and Bus Companies are also interested in 1959 Yukon Tourist plans.

Canadian Broadcasting Corporation, newspapers and magazines want stories. The Canadian Government Travel Bureau and the Canadian Tourist Association are interested in our 1959 plans and want to hear of them. What shall we say? Who will say it?

Information should be forwarded to newspapers, radio stations and magazines now. These "press packets" should include pictures, press stories, data and general information. In addition to this, there must be a competent letter and inquiry answering service to forward replies the same day the inquiry is received.

The above work can be done. It was all handled during the GOLD RUSH JUBILEE but the load was far too heavy for a few hands. A proper staff devoted to this work alone is urgently required if it is intended to continue promoting the Yukon.

This serves to introduce the real need. Like any major project, positive supervision is needed. To promote the Yukon's Tourist Trade and draw visitors into Yukon, a well qualified tourist Director is required. This Director could undertake to organize and supervise the vast complexity which is the tourist industry. This Director would require a considerable amount of sales ability. He would also need administrative knowledge to set up the various departments and Specialized Services involved. An ability to mould groups of people into a cooperative organization would be high on the list. A knowledge of writing, advertising, publicity and promotion would be essential. A man of the stature and ability of Mr. Roly deGrosbois of the Canadian Government Travel Bureau is required. He understands the Tourist business, our requirements and the Yukon. Whoever undertakes the task of organizing the Yukon's Tourist Industry should certainly possess his qualifications. If the man selected does not possess them, he should at least have the potential to become a skilled Tourist Trade administrator.

Where do we go from here?

If, after reading this report, it is considered advisable to proceed with Tourist Trade development, then a heavy load of responsibility falls on the shoulders of those who decide. If it is decided to do nothing at all, Yukon will be safe because nothing will be expected. However, if those interested decide to proceed with a tourist promotional program, a large list of requirements must be met; some of them immediately. Perhaps a portion of this list should be examined.

Requirements (General)

- (a) Establish a Yukon-wide Tourist Organization to promote the Yukon Inside and Outside its borders.
- (b) Provide a paid Tourist Director to work under the authority of a Yukon-wide Tourist Organization.
- (c) Establish a formula for cooperation between a government and the Yukon-wide Tourist Organization.
- (d) Establish a formula for financial participation between a government and the businessmen of Yukon.

Other Requirements

- (a) Establish "theme" and "program" for a 1959 Yukon area promotion.
- (b) Write, prepare and produce the required brochures.
- (c) Write, prepare and produce "press kits". Example attached as (Appendix W).
- (d) Establish a letter answering service.
- (e) Prepare budget for operating the 1959 promotional program.
- (f) Establish an "internal" and "external" publicity program.

It will not be necessary to go into the details here. The contents of this report will indicate the type of work that must be done to discharge the responsibilities built into the above requirements. In view of this, it is strongly recommended that great attention be given to the workload entailed in discharging any Yukon promotional commitments, which may be undertaken.

The challenge is there. If accepted, could a sleeping giant be nudged into action? Could Tourism pump new wealth into Yukon's economy? Is Yukon ready to receive visitors on their way to the 49th State? If Yukon feels that Tourism would be profitable, should Yukon move to earn the riches?

Whether to move or not must be decided after some hard thinking by all Yukon businessmen and officials. However, our experience in the YUKON COMMITTEE has been that one can "think" for only so long. Gaining the misty golden goals seems to depend on blind faith and hard work. Hard work, scenery and history is all we have. Perhaps it's all we need.

