



1964

SOURDOUGH RENDEZVOUS

WHITEHORSE ★ YUKON ★ CANADA

FEBRUARY 28 - 29 and MARCH 1.



WHAT IS THE SOURDOUGH RENDEZVOUS?

The Yukon's Sourdough Rendezvous has been held for three years now, but the Grandaddy of all winter festivals, the Mardi Gras in New Orleans was introduced by French colonists 250 years ago. They brought with them from Europe the traditional celebrations which originated in the Old Country generations before, a last fling before the Lenten period began.

Mardi Gras meant "Fat Tuesday" because it was on that day the fat oxen were ceremoniously paraded through the streets... we know it as Shrove Tuesday, and North Americans eat pancakes on that day.

Shrove Tuesday, before Ash Wednesday, the first day of Lent, was so called as the day on which "shridt" or con-

fession was made in preparation for the long Lenten fast, leading up to Good Friday and Easter celebrations. The Germans know it as "Fastdienstag." It has always been celebrated in religious festivals as the last day of carnival, with feasting and merrymaking. In England today, the eating of pancakes alone survives as a social custom.

In the United States, the festival season is associated with the big Mardi Gras in New Orleans, which begins with the New Year and terminates with parades, pageantry and a Ball on Shtove Tuesday. The custom goes back to 1702 when the French colonists began it in their new homeland, and soldiers at Fort Louis de la Louisianne, (the first site of Mobile,

Alabama) staged their own parades in 1857. King Rex rules over the city yearly.

Here in the Yukon, King Winter rules far too long, in the opinion of most residents, and to give him a little nudge, the Sourdough Rendezvous was organized. Everybody... and their dog... gets into the act. The program offers something for everyone, from dog races, through skiing, snowshoeing, beard-growing, queen contests, poster competitions, shooting, dart and crib games, to hockey, dances, Indian costumes, Days of '98 gambling, and all the trimmings.



Whitehorse Is Worth Seeing

WHERE CAN YOU STAY IN WHITEHORSE? There are good hotels, clean and comfortable motels, and trailer camps and camping areas, all readily accessible to the visitor.

WHERE CAN YOU GO IN WHITEHORSE? The suspension bridge over Miles Canyon is only a short drive from town and provides an awe-inspiring bird's eye view of the roaring rapids. You can take a trip on the "Schwatka" boat and explore the Yukon River. If you feel like a swim, Takhini Hot Springs offers you a large pool and dressing-rooms 20 miles north of town. Or there's the Lions' Swimming Pool right in Whitehorse, at the south end of Third Ave. If you're a fisherman, we have more Arctic grayling and rainbow trout than we know what to do with. If you're a rockhound, there are old copper mines easily reached by road. Azurite, malachite, malachite, tremolite, wernerite, orange-colored calcite, garnet and epidote are yours for the collecting from the old dumps. And for the less energetic, Whitehorse has two movie theatres and a good public library.

WHAT CAN YOU SEE IN WHITEHORSE? The McBride Museum has the finest collection of early mementoes of the North to be found anywhere. The Old Log Church at the corner of Third Ave. and Elliott St. was built in 1901, and contains exhibits from early church and missionary life in the Yukon. Sam McGee's Cabin is another picturesque building that tells its own story. And we've got a three-storey log cabin which any Yukoner will tell you is the only log skyscraper in existence! Don't go away without seeing the old sternwheeler river boats now resting ashore at the north end of First Ave. And be sure to

visit the two Indian cemeteries, one on the road into Whitehorse at the north town boundary and the other on the east bank of the river just north of the hospital. Some of the graves have spirit houses built over them and contain articles belonging to the dead, for use in their "happy hunting ground".

WHAT CAN YOU BUY IN WHITEHORSE? Indian crafts are sold in a little store run by the Indians for the Indians, just behind the McBride Museum. Genuine hand-made mukluks, moccasins, beadwork dolls, and dozens of unique items can be bought as souvenirs. Several local stores handle beautiful examples of gold nugget, Alaska jade and mastodon jewelry. And for a small budget, other stores offer a wide selection of color postcards and slides depicting Yukon scenes, and a whole range of low-priced souvenirs of your visit.

WHAT CAN YOU DO IN WHITEHORSE? First and foremost, we hope you'll have such a wonderful time that you want to come back again.

WHAT WILL YOU MISS IN WHITEHORSE? Snakes and poison ivy. We're fresh out of both. This isn't a big town and there may be other amenities lacking that Yukoners have grown accustomed to living without. But just relax and let the spell of the Yukon work its magic. Look at the hills, a riot of crocuses, lupin, beard-tongue, roses, bluebells (or snow) according to season. Watch for the rabbits, moose, bear, fox, lynx, and beaver. Listen to the lakes and rivers. Marvel at our wilderness, and -- if you will -- laugh at our eccentricities.

But when you leave, plan to come back to the welcome that's waiting in Whitehorse.



Once again it is my privilege to extend to you, visitor and participant alike, our sincere welcome to this year's Sourdough Rendezvous. May one and all reap pleasure from such a frolic and thereby assure its continuance in years ahead. Enjoy yourselves to the fullest, and partake of our Northern hospitality through this annual festive celebration.

G. R. Cameron,
Commissioner.



NORTHERN  COMMERCIAL
Company, Ltd.

Department Store

Whitehorse Motors

Machinery Division



WHITEHORSE, YUKON

YUKON'S PIONEER MERCHANTS

WHITEHORSE * DAWSON * MAYO

ALASKA CENTRES



Again a year has gone by and we find ourselves at that time of the year when we Northerners need something to fill the lull, or gap between the Christmas and New Year Season and summertime. This is well done by the Sourdough Rendezvous, a very festive occasion. We in the City of Whitehorse extend a warm welcome to all from far and near, and sincerely hope that your trip to this wonderful Winter Event will be marked on your personal calendar annually. Do stay as long as you can, see it all and enjoy yourselves.

Ed. Jacobs
Mayor

Construction of the Alaska Highway

June Franklin

(As a salute to the Northwest Highway System personnel in the Yukon, who will be turning over their duties to the Department of Public Works later this year, the Sourdough Rendezvous reproduces a summary of the Alaska Highway's history from The Whitehorse Star of October 28, 1963.)

It was 30 below zero on the evening of March 11, 1942, when troops of the 35th Engineer Regiment arrived at the end of the steel to start construction of the 1,530 mile Alaska Highway.

The railroad was a Dawson Creek, B. C., which was later to be designated Mile "O" on the Highway linking the south with Fairbanks, Alaska.

The enormity of the project could hardly be overestimated. If the world was the size of an orange, the Alaska Highway -- if it were broad enough to be visible -- would be an inch and a half long. If lined with bright lights it would be visible to an astronaut on the moon. Observers in 1942 freely predicted its failure, foreseeing a doomed successor to the "trail of '98".

Thousands Employed

For nine months and eleven days, 10,000 men from seven

engineer regiments and 54 construction companies worked in the wilderness to link together the various sections of the highway.

The last link was made on Nov. 20, 1942, at Mile 1061 near Klauane Lake in the Yukon Territory. Men and machines combined in concentrated effort on a grand scale, had done what everyone said was impossible.

Climate and terrain combined to make conditions for the roadbuilders exceptionally difficult. In many places, they were building on tundra, which is formed of partly decayed vegetation. It forms a springy carpet covering underlying fields of permanently frozen ground -- "permafrost". The tundra keeps the permafrost from thawing, on the same principle as insulation in a refrigerator. When the roadbuilders cleared it in places in order to lay a firm roadbed, the permafrost melted into a bog hundreds of feet deep, which had to be filled with rock and dirt and trees if nothing else was handy.

Sometimes the roadbed appeared to be solid, but would sink out of sight as thawing continued. No-one could tell for sure when the subterranean melting process would cease. The solution was to build wherever possible on top of the tundra, thus "insulating" the frozen

ground as an adequate roadbed. But there were many places where the matted covering of tundra had to be removed,

Supply Needs

Supplying the needs of the thousands of workers was another problem. Equipment was in short supply in wartime, and so, sometimes, were food and clothing. Some of the temporary machine shops set up along the way forged new parts to repair broken ones when there was no other way to keep going. Cooks learned to spice the chow with berries and an occasional bear steak.

But for many of the men, the toughest problem was how to cope with the scourge of mosquitoes. Perpetual buzzing and stinging made life a misery, as clouds of mosquitoes swarmed to the attack in defiance of netting and insect repellent. The men were thankful when the weather turned cold again, if only to say farewell to the mosquitoes.

On April 1, 1946, the Canadian Army took over from the U. S. Army responsibility for the 1221 miles of the Alaska Highway which lie in Canadian territory, from Dawson Creek to the Yukon-Alaska border at Mile 1221.4. A major feat of highway engineering had been completed, involving some 185

bridges and more than 6,000 culverts.

Landslides and the unpredictable nature of the alluvial rivers and streams in the north presented unusual problems in highway maintenance. In 1946, the trip was regarded as such a formidable undertaking that civilian travel was a mere trickle.

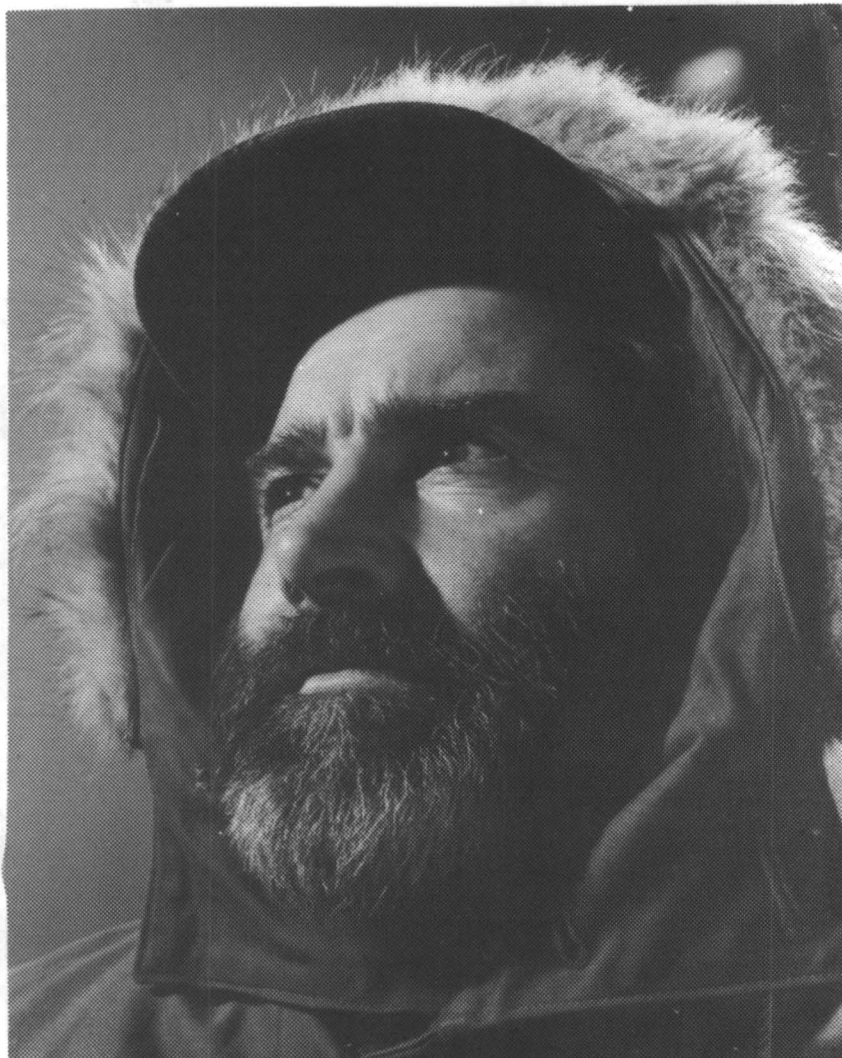
Today, the highway is improved to the point where it is usable at all times of the year. Nearly a million cars used it in 1961. Still, the wilderness that was traversed by the roadbuilders reclaims its own at every turn, making a trip over the Alaska Highway an unforgettable experience and a constant reminder of the "toil of the 10,000".

In April, 1961, the Northwest Highway System celebrated its fifteenth anniversary. On this occasion the commanding officer received this telegram: "To the Cheechakos in the Land of the Mosqueeter, Conquerors of the Donjek, the Slim and the Little Beaver, Masters of the Washout, the muskeg and the glacier, your Alberta brethren greet you for your fine unflagging efforts in the service of the nation".

The message from their fellow-workers should find an echo today, as the world's greatest highway prepares to change hands once again.



Dave Beaudouin, 17 Works, sporting his prize winning beard-1963.

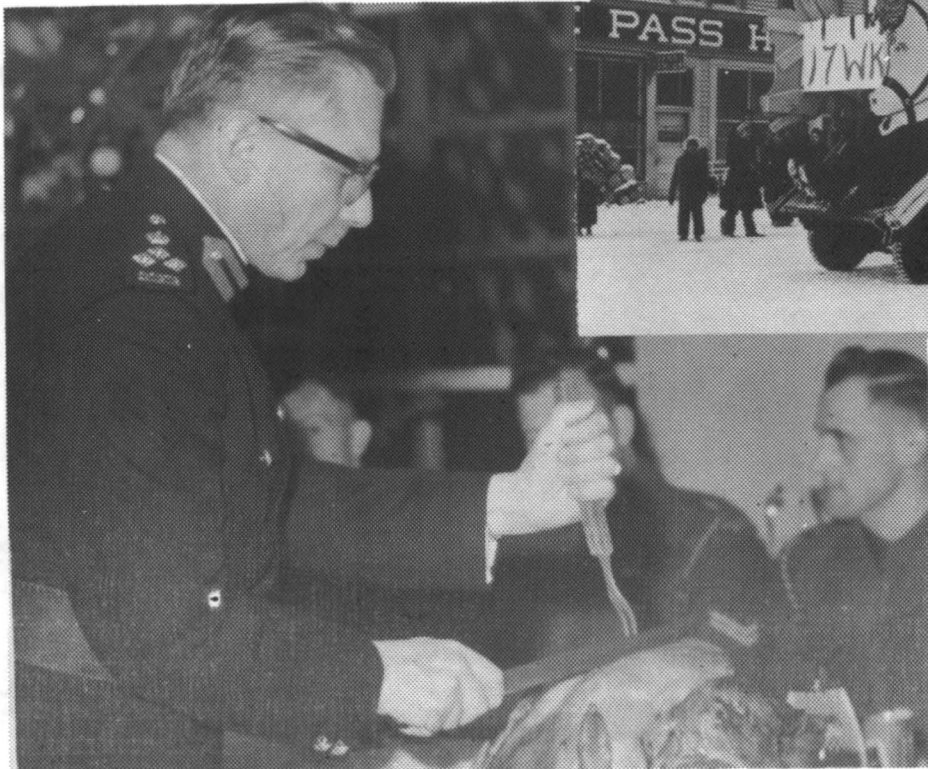


For many members of the Canadian Army stationed in the Yukon this will be the last Sourdough Rendezvous. Their civilian friends hope it will be one of the highlights of their stay in the North.

Ties strengthened over a quarter of a century cannot be cut in days, or weeks, or months. Everyone of the NWHS personnel posted to Yukon since the beginnings of the Alaska Highway in wartime has contributed something. Most of them have taken happy memories and new friendships with them.

Working side by side on the Rendezvous committee have been Army and townfolk, as they have on many other occasions. Turnover of maintenance of the Alaska Highway to another government department will mean saying goodbye to good friends, never a happy thing. You will be missed!

Brigadier E. H. Webb, DSO, C.D. carves the turkey.



Winter Carnival 1947.

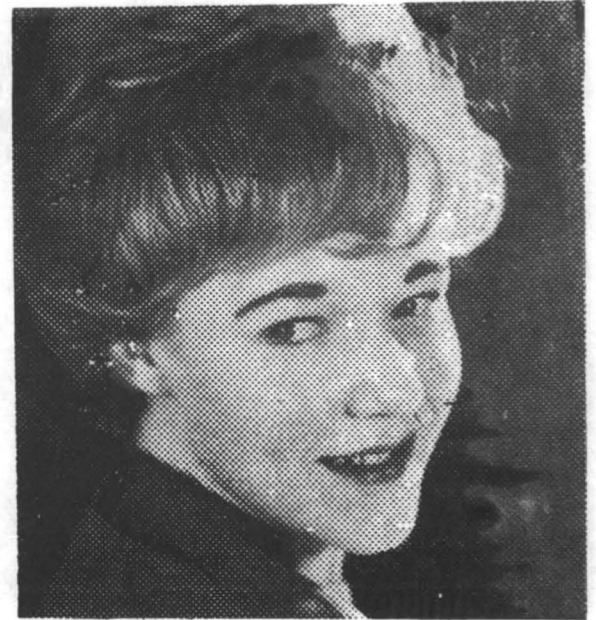


SOURDOUGH

1964 Queen



Teresa Porter
Haines



Diana McNeil
Royal Canadian Legion



Marilyn Westfall
RCAF

Gloria Blindheim
Mayo



RENDEZVOUS

Contestants



Kristin Lee
Skagway



Louise Millen
Dawson City



Sharon Gay
Camp Takhini



Bubbles Fraser
Teen Town





Murdoch's

Gem Shop Ltd.

gold nugget -

jade - ivory -

black diamond jewelry

Manufactured on Premises

See your souvenirs being made

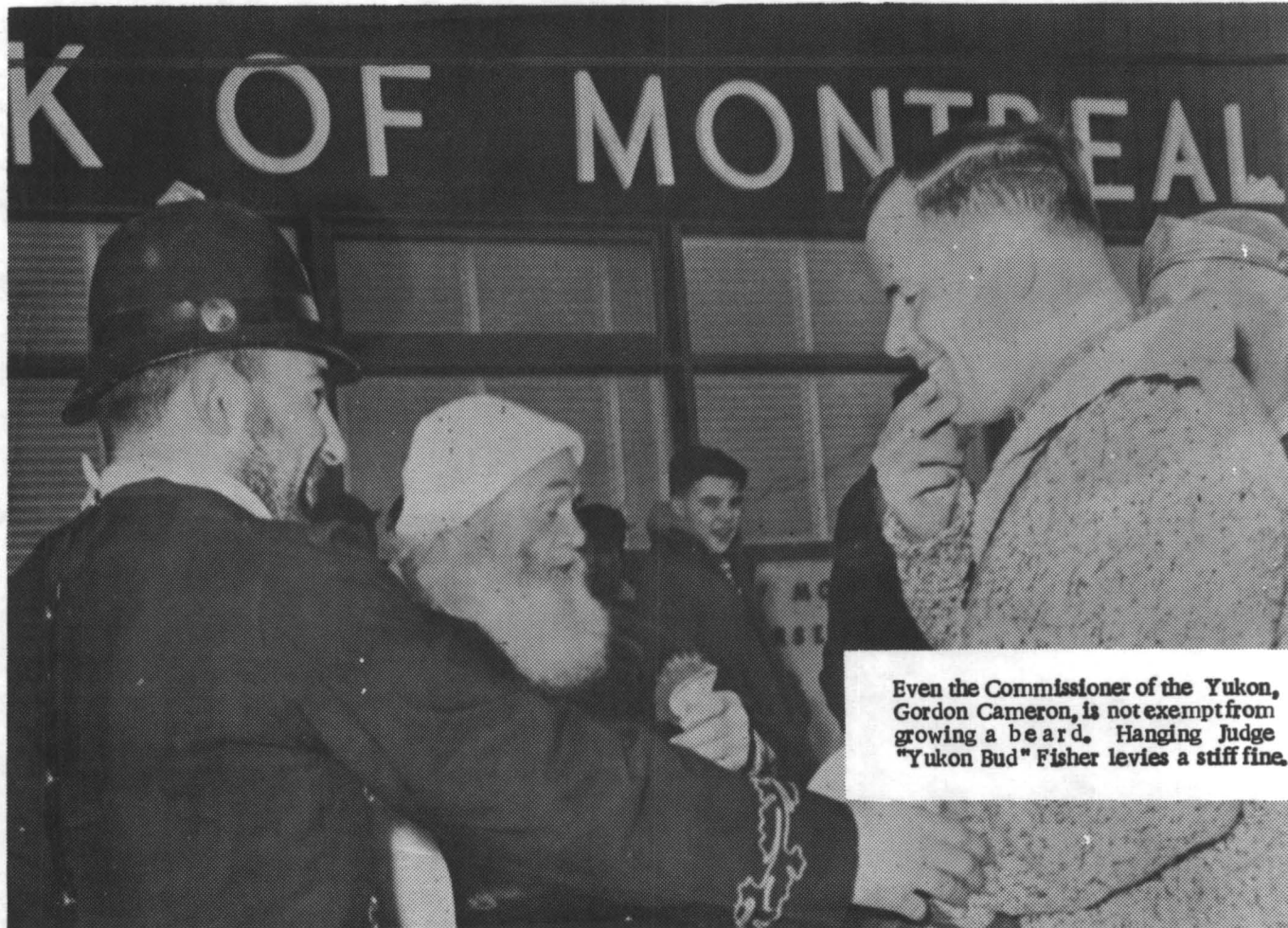
PRE - HISTORIC MASTODON TUSKS AND BONES ON DISPLAY

HISTORIC PHOTOS & 35mm SLIDES OF KLONDIKE GOLD RUSH

ENGLISH BONE CHINA — IRISH BELLEEK

LADIES' EXCLUSIVE SPORTSWEAR

BOX 238, WHITEHORSE YUKON, PHONE 7-7403



Even the Commissioner of the Yukon, Gordon Cameron, is not exempt from growing a beard. Hanging Judge "Yukon Bud" Fisher levies a stiff fine.

"98" HOTEL
"Where the Sourdoughs Meet"




OLDTIME ATMOSPHERE
 With Your Hosts
CHRIS & ELIZABETH VAN OVEREN
 Unique Rifle Collection
 Modern Rooms

210 WOOD 7-2641 P.O. BOX
 WHITEHORSE 154

**CASINO
 BILLIARDS**

Between 2nd & 3rd on Main



Perfect Tables -
 Pleasant Atmosphere



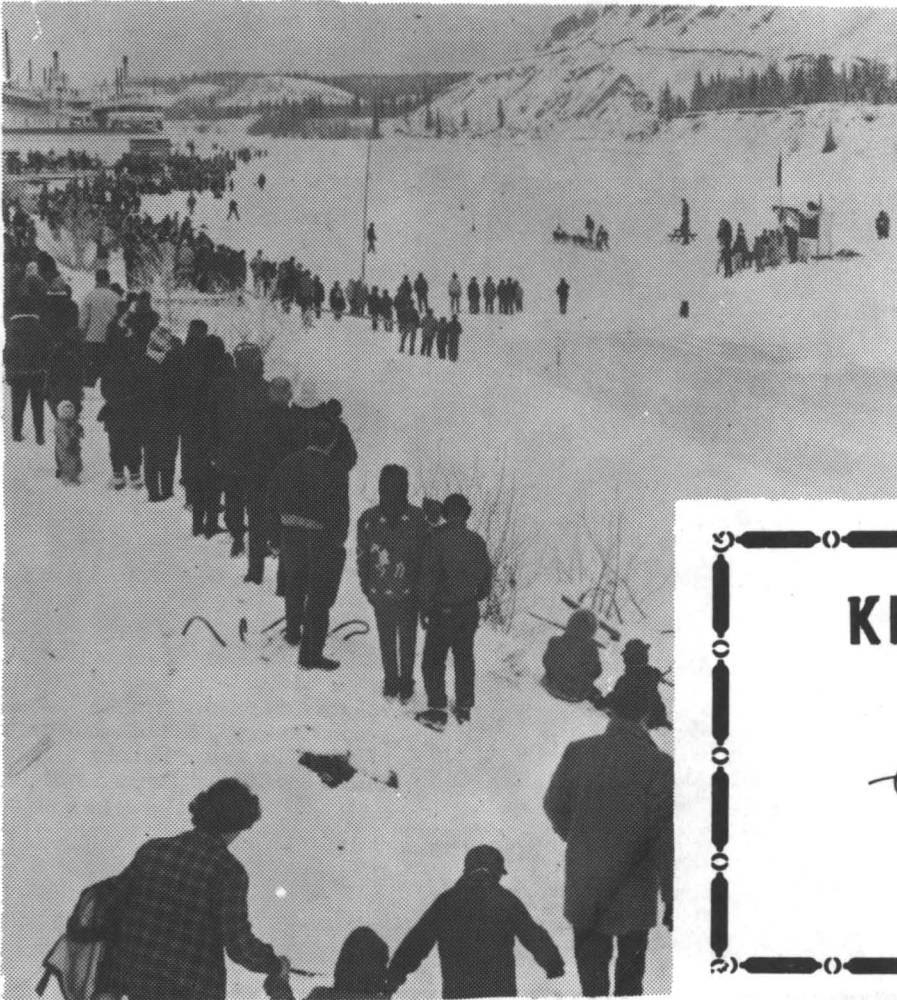
**BREAD
 Like
 Your
 Mother
 Made**

**INN
 BAKERY**



Whitehorse

Phone 7-7501



In winter months, Yukoners invite visitors to enjoy their curling, skiing, snowshoeing, hockey, basketball and dozens of other activities...all included in the big annual Sour dough Rendezvous. Whether its the season for panning gold or mushing a dogteam, the International Drama Festival, water-skiing and canoe races or summer camps, the Yukon calendar of events is always full.

This is your invitation to come and see for yourself. Come in the winter, or the summer, but COME!


KIM'S MARKET
FRESH & CURED MEATS




RIGHT DOWNTOWN
WHITEHORSE

Edgewater
Hotel
The Most Modern Hotel in Town

- Restaurant
- Tavern
- Dining Room



Phone 7-7422 - 1st & Main St.
On the Banks of the Yukon



NELSON'S
LIMITED
HARDWARE
PLUMBING & HEATING CONTRACTORS



"Friendly Service"

— QUALITY MERCHANDISE —

Phone 7-2346

P.O. Box 10
 WHITEHORSE, YUKON
 Canada

Celebrating Our
63rd Year
Serving the Yukon
Since 1899



It Started Around A Campfire

In 1897-1898, when the magic words "Klondike Gold" flashed to all corners of the world, two young Englishmen, one in Western Australia and the other in Ontario, heard the call and left for the gold fields Yukon, via the Ashcroft Trail.

In making this arduous trip, each in different parties, the two Englishmen, Isaac Taylor and William S. Drury, met one night at one of the camping sites on the Trail and chatted around the campfire while their pack horses grazed nearby.

Next morning the hike to the Klondike was resumed over a long, long trail. They afterwards renewed their short acquaintance in Glenora, ten miles from Telegraph Creek, in northern British Columbia.

Isaac Taylor spent the winter of 1898 in Skagway, Alaska, and W. S. Drury at Telegraph Creek, B. C.

In the spring of 1898, Isaac Taylor happened to be travelling from Discovery, near Atlin, B. C. to a new gold strike, when he met W. S. Drury on the trail, travelling from Teslin to Discovery. Mr. Taylor did not continue his journey, but returned to Discovery with Mr. Drury. As conditions seemed suitable for opening a business at Discovery, they decided to go in together as Taylor and Drury, General Merchants.

After the first busy season in Discovery was over, an opportunity appeared for establishing a store in Bennett, B. C., to provide the necessary clothing and supplies for men working on the construction of the railway then being built from Skagway to Whitehorse.

When the White Pass and Yukon Railway was completed in 1900, they moved to Whitehorse at the end of the railroad. Their business in Whitehorse grew steadily and as they were brought into close contact with the Indians, trappers and prospectors, they decided to go after this out-of-town business.

They opened their first fur trading post at Hootalinqua in 1901, where the Hootalinqua (now known as the Teslin) and Yukon rivers meet. From the outcome of this several fur trading posts were built as years went on, the farthest being for years at Pelly Banks, a distance of six hundred miles from the head office in Whitehorse.

In 1909, a small steamer, "The Kluahne", was built to deliver merchandise to their fur trading posts, and later, as more branch stores were opened, the steamer "Thistle" and the motor-

boat "Yukon Rose" were acquired. These boats could push a barge with fifty tons of merchandise on board. In those days a return trip to Ross River Post took about three weeks.

At one time Taylor and Drury had seven branch stores or trading posts in addition to their Whitehorse store. Today, they have stores at Whitehorse, Garmacks Mayo and the Hillcrest Store in the Air Force area.

Twenty years ago Taylor and Drury went into the automotive business, but in 1962 increased and enlarged a new service and sales division with General Motors and Standard Oil by opening a modern and up-to-date location on newly developed property on Second Avenue, with modern equipment and display room.

Taylor and Drury carries on with family management of the business with the Directors being the sons of both founders.

TAYLOR & DRURY LTD.

WHITEHORSE,

The Family Shopping Centre

TWO FLOORS OF SPARKLING NEW MERCHANDISE

- ★ Womens Wear and Mens Wear
- ★ Childrens Wear and Shoes
- ★ Home Furnishings and Sporting Goods
- ★ Hardware and Foods

Branches at Mayo and Carmacks — Wholesale Dept.




 "Where The Slick Chicks Buy"
 JACK AND MURIEL NEEDHAM
KEE! KEE! KEE!
KEE BIRD STORE

We fill every prescription with professional precision.
 
PRESCRIPTIONS

Main Street Pharmacy
 Phone 7-7304 204 Main Street

• **Wien**
 Alaska Airlines
 •



**TWICE WEEKLY
 PROP JET FLIGHTS
 TO FAIRBANKS!**

Two weekly flights (Monday and Friday) that whisk you to Fairbanks in delightful F27 Propjet comfort . . . make connections in Fairbanks to all parts of Alaska. Fly in safety . . . in F27 Propjet comfort . . . fly Wien Alaska Airlines!

Alaska's Senior (and friendliest) Airline
Wien Alaska Airlines
 In the Whitehorse Inn — Phone 7-2411





another

YUKON SOURDOUGH

ON THE JOB SINCE 1901
TO HELP YOU ENJOY YOURSELF

SKATING

CURLING

SKIING

RACING

DANCING

GAMES



"Serving Whitehorse, Watson Lake, Haines Junction, Carcross, Carmacks, Teslin, Beaver Creek, Destruction Bay .

The

YUKON ELECTRICAL



Co. Ltd.



YELLOW CAB (Y.T.) LTD.

(Formerly Inn Cabs)

Also Agents for Schwatka Sightseeing Cruise

EXCLUSIVE AIRPORT LIMOUSINE SERVICE AND SIGHTSEEING TOURS

"LOCAL 24 HOUR SERVICE"

PROPRIETOR — T. MYLES

Inn Hotel Bldg.

7-2666

PHONES

7-2211

P.O. Box 329
Whitehorse, Y.T.



The powerful engines of the paddlewheelers burned a cord of wood an hour. The trip from Whitehorse to Dawson was made in 40 hours, the return journey up-stream took four days.

Taku HOTEL

★ FINE FOODS FROM RESTAURANT

★ SUPERB COCKTAILS IN ULTRA MODERN LOUNGE

Phone 7-2541

Box 2320

WHITEHORSE, YUKON

4th Ave. & Main



All Rooms Completely Modern, with . . .

- ★ TELEPHONE
- ★ PRIVATE BATH
- ★ ROOM SERVICE

"Your Home Builders Dept. Store"

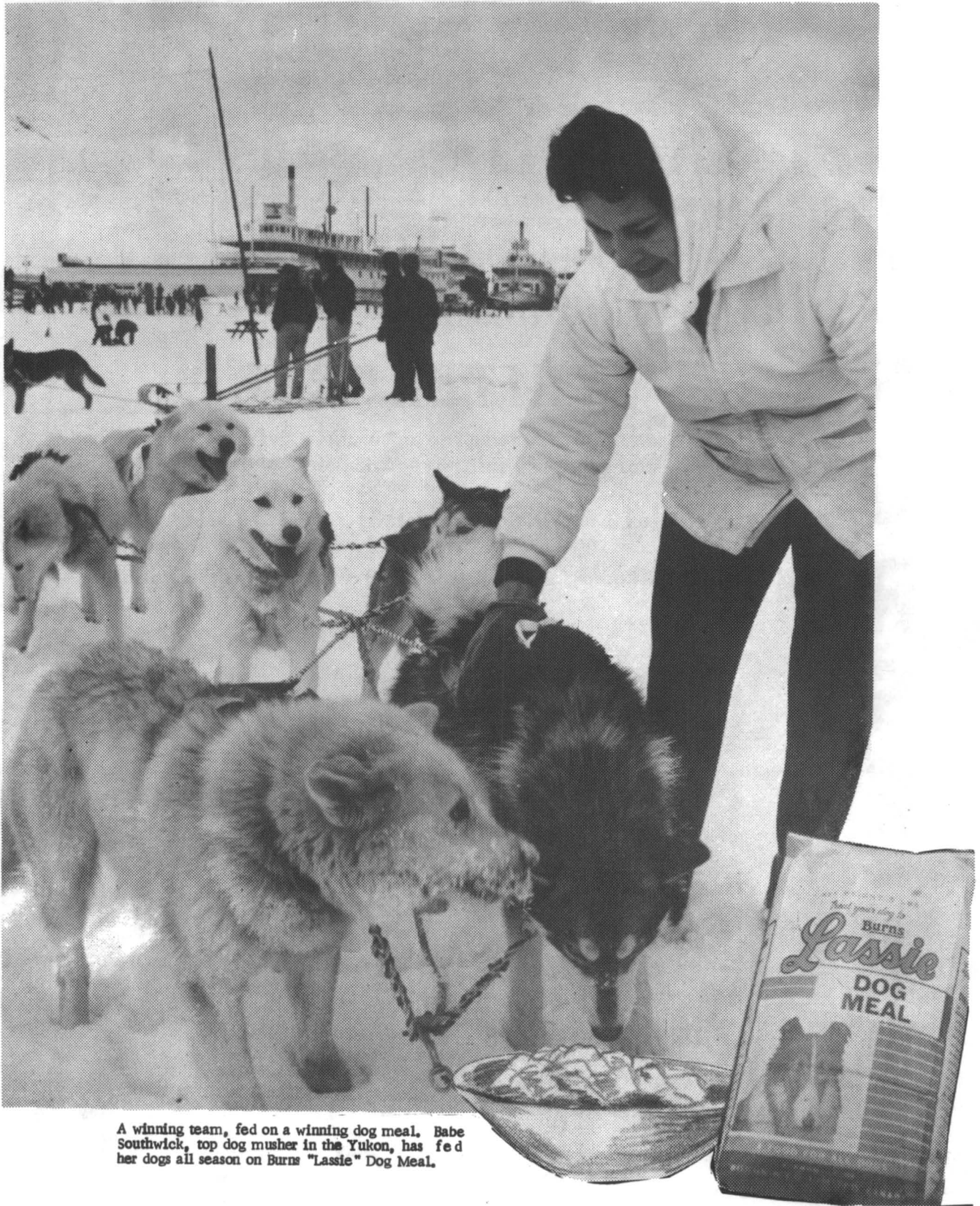


PHONE 7-601
7-602



Box 308
Whitehorse, Yukon

Burns



A winning team, fed on a winning dog meal. Babe Southwick, top dog musher in the Yukon, has fed her dogs all season on Burns "Lassie" Dog Meal.



**W
H
I
T
E
H
O
R
S
E
I
N
N**



Upon Your Arrival in

WHITEHORSE

bed down at the Whitehorse Inn or Tourists' Services — Good bed, good grub and plenty of just plain Yukon friendliness.

Complete Modern Hotel and Motel

Modern Rooms, Cocktail Lounge, Bowling Alleys, Television



Tourists' Services

Next door to Yukon's
Finest Food Centre

and Tourists' Services





**TAKE YOUR NEXT COFFEE-BREAK
IN AN ORIENTAL TEAHOUSE**



**OH TO BE IN ENGLAND
(AT ANY TIME OF YEAR)**



**WHEREVER YOU WANDER
THERE'S NO PLACE LIKE ROME**



**WRITE YOUR NEXT LETTER
IN THE SAND AT WAIKIKI**



**FIESTA? SIESTA?
IT'S UP TO YOU DOWN MEXICO WAY**



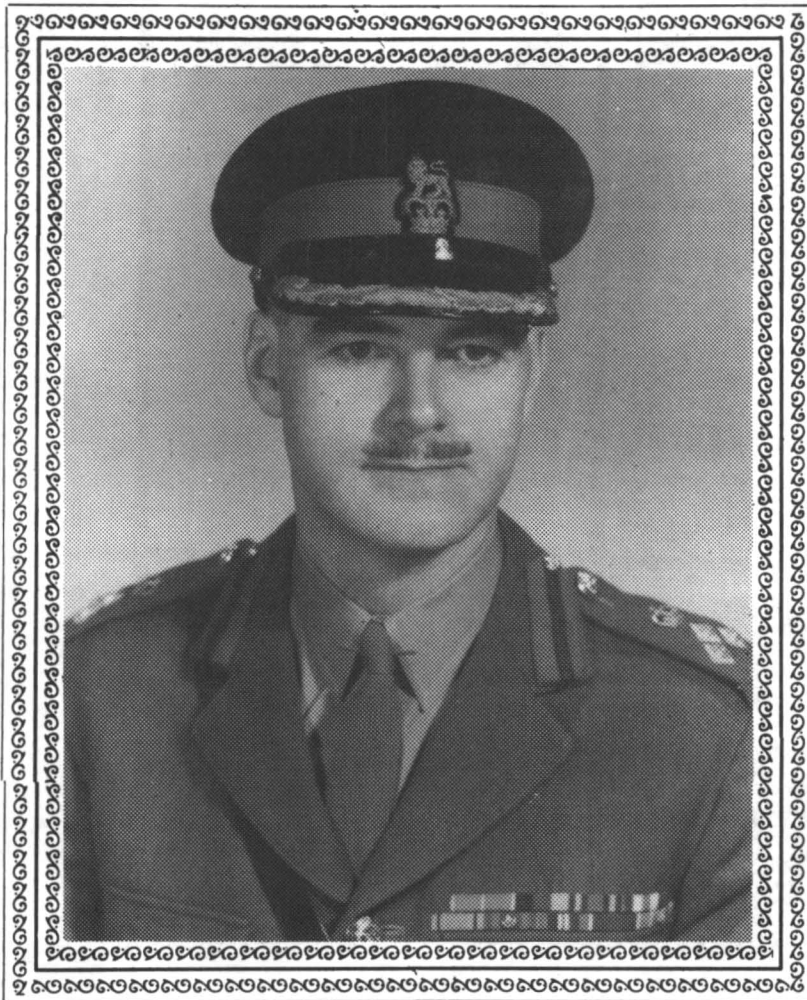
**NO RAIN IN SPAIN TODAY
(OR IN PORTUGAL EITHER)**

SEE THE MANY FACES OF THE WORLD WITH CANADIAN PACIFIC AIRLINES!

A world of holiday fun and adventure is yours to enjoy on Canadian Pacific Super DC-8 Jet and Jet-Prop Britannia Empresses between five continents. You can choose from the widest range of fares of any airline! And enjoy traditional care, comfort and cuisine that has won acclaim for Empress service all around the world! See your Travel Agent or any Canadian Pacific office.

FLY *Canadian Pacific*

TRAINS / TRUCKS / SHIPS / PLANES / HOTELS / TELECOMMUNICATIONS
WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM



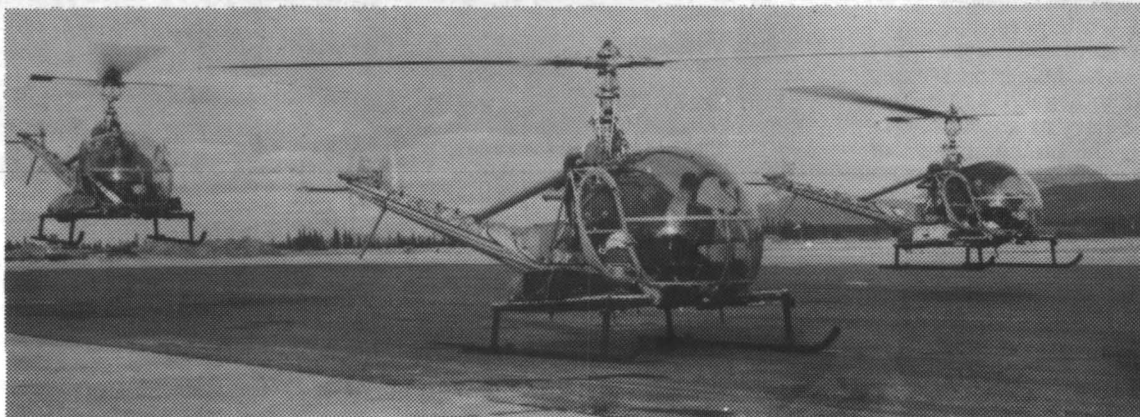
Brigadier G. H. Spencer, O.B.E., C.D.

Commander
Northwest Highway System

I speak for all members of the Northwest Highway System when I say that we welcome opportunities to provide both moral and practical support to community activities. Of such activities, an ambitious undertaking such as the Sourdough Rendezvous clearly presents a unique challenge and merits a special effort from everyone. Best wishes for every success to the Third Annual Sourdough Rendezvous.

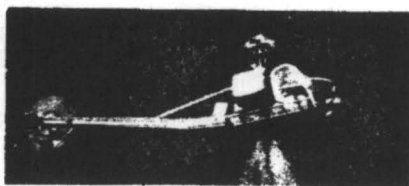
This is regrettably the last Rendezvous in which members of the Army will participate in full force. We will miss the warm friendliness of association with the members of our Yukon communities. It is our hope that, as a true reflection of the aspirations and efforts of the citizens of Whitehorse and district, successive years will see the Rendezvous move from strength to strength.





KLONDIKE HELICOPTERS LTD.

★ *Charter & Contract Flying*



**BELL G2'S & HILLER 12E
HELICOPTERS**

Pat Callison — President

**Airport D.O.T. Hangar Phone 8-2212 Whitehorse
Bases at Dawson City, Watson Lake and Whitehorse**

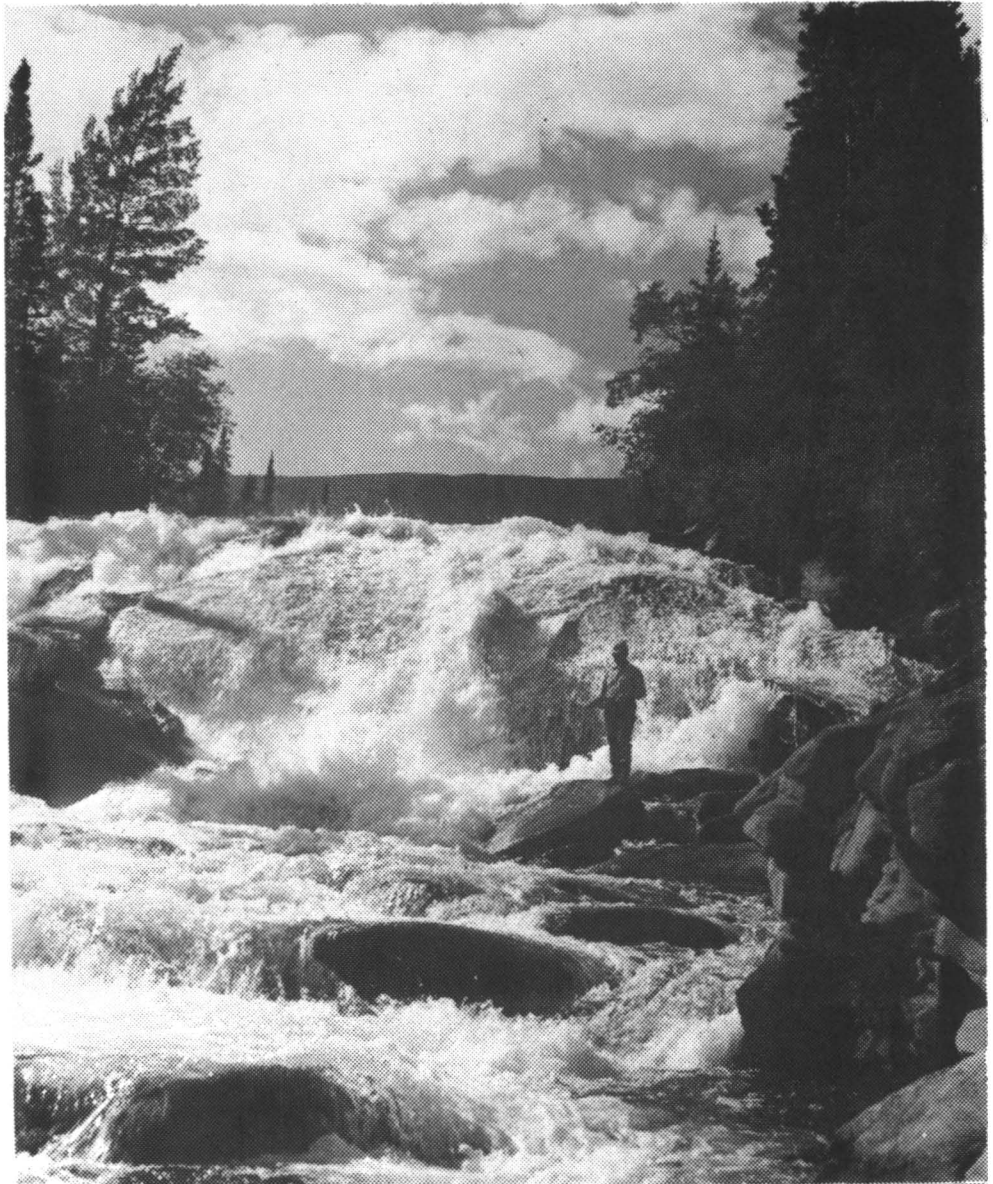
Not only during the Sourdough Rendezvous, but all year 'round, the Yukon is exciting tourist country! At every season of the year there are new attractions in this land of mystery and enchantment. Even without man-made events and the friendly people living in the Territory, there are always majestic mountain ranges, birch-clad river valleys and silent treelined, fish-filled lakes. Big game hunters come from every part of the world for record-breaking trophies in the Yukon.

Camera enthusiasts discover scenic splendours and action shots unsurpassed anywhere in the world.

The legendary history of the Klondike Gold Rush and the Trail of '98 still lives in places made famous by countless stories and poems of the Bard of the Yukon, Robert W. Service. Giant sternwheelers are on display at Whitehorse, Dawson City and Carcross. Indian burial grounds with their traditional Spirit Houses can be seen at several locations along the highways. A suspension bridge across the treacherous Miles Canyon, near Whitehorse, gives visitors a chance to view this unusual gorge in the Yukon River, traces of the Old Log Trainway, built to transport supplies around the Whitehorse rapids during the rush of '98, are still visible. The MacBride Museum and the Old Log Church preserve the story of the past. Dawson City, the famed centre of the Klondike, has many reminders of the gold rush days. The restored Palace Grand theatre, the Red Feather Saloon, the Flora Dora, Madame Tremblay's, the old hardware stores, Robert Service's little log cabin, the museum and many more landmarks are fascinating to all visitors.

Good accommodation is available throughout the Yukon at prices only slightly higher than in other parts of Canada. In addition, over thirty government campgrounds are visited by thousands of tourists each year. Each campground provides cooking and other facilities and is usually located on one of the countless lakes, rivers or streams for which the Yukon is renowned.

Travel-weary visitors enjoy a refreshing dip in the pool at Takhini Hot Springs, near Whitehorse, or a restful river voyage on board the modern MV Schwatka. The family can go swimming at the big outdoor pool operated by the Lions Club at Whitehorse, while Dad goes fishing in nearby streams.



Yukon Sourdough Rendezvous Directors

Mr. Rolf Hougen	Chairman
Mr. Jim Cameron	Vice Chairman
F/Sgt. Les Plummer	Past Chairman
Mr. Peter Hudson	Treasurer
Mr. Joe Estock	Major Stan Goat
Mr. (Bud) Fisher	Mr. Gordon King
Mr. Al Prince	Mr. Art Meiser
Mr. Frank McCall	Mrs. A.H. Parker
Mrs. H. Konow	
Rendezvous Manager - Dave Robertson	
Rendezvous Secretary - Daisy Phillips	

Organizers of Events

Basketball Tournament - Jerry Bell, John Dumas, "Buz" Hudson.
Rifle Shoot - (Whitehorse Rifle and Pistol Club) Bob Brand, Joe Waltiz, Harry Sorenson, Kit Squirechuk
Teen Dances - Ed Retzlaff, Jim Good, Capt. Howard Schoening, Capt. Art Parker, Peter Eastwood
Rendezvous Dances - Peter Eastwood, Gary McLaughlin, Gordon Coventry.
Junior Talent Show - (Legion) Don Carpenter.
Queen Contest - (Kiwanis) Capt. Howard Schoening, Capt. Art Parker, Ron Davis, Al Clark, Don Bruce, Paul Couillard.
Kangaroo Court - (Elks) Morris Carswell
Bingo - (Eagles) Al Jamieson
Skiing - (Ski Club) Pete Thompson
Snowshoe Races - John Lammers, Chris Wright, Bill Evans, Jack Fraser
Ice Palace - Drama Club
Sourdough Breakfast - (Fish & Game Association) Mrs. A.K. Christenson.

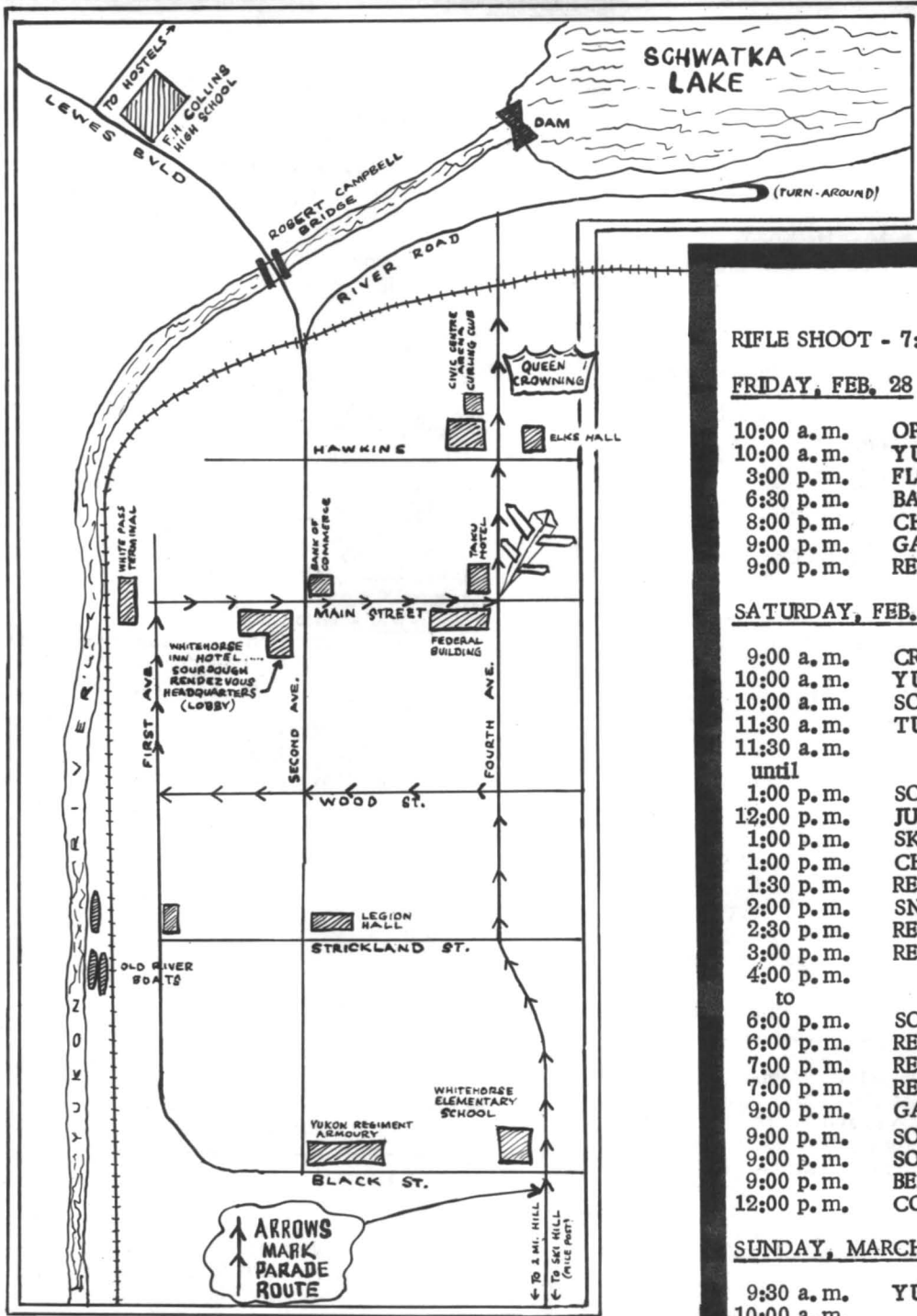
Flour Packing Contest - T&D Ltd. and N.C. Co.
Games of '98 - Lions Club, Curling Club
Street Decorations - Yukon Forestry Service, City of Whitehorse.
Parade - Vic Hoy, Al Prince
Snooker Tournament - Chris Bonagofski
Bowling Tournament - Sid Gautier, Dean Taylor.
Dog Sled Races - Yukon Dog Musers Association and Yukon Forestry Service, "Fitz" Fitzgerald, Alex Van Bibber, Babe Southwick, Harry Gordon Cooper, G. I. Cameron.
Tug-O-War - Pete Hudson
Ice Show - (Senior Hockey Commission) Bert Wybrew
Barbecue - (Army) Carl Bucci
Senior Hockey - (Senior Hockey Commission) Bert Wybrew
Beard Contest - Elks
Costume Contest - Elks
Junior Dog Races - (Oddfellows) Bill Reid, Roy Graham.
Pester Contest - Miss L. Farley

Rendezvous Booklet

Editor - Mrs. James Whyard
 Secretary - Mr. Jack Connelly
 Advertising - Mr. Pete Eastwood

Co-operation of the entire staff of the Whitehorse Star made this booklet possible.

<p>Enjoy a Sourdough breakfast. Authentic Sourdough Pancakes prepared for pleasurable gluttony with real butter, Yukon syrup and smoked bacon. Eat all the Sourdoughs you want for \$1.00. 10:00 a.m. to 1:00 p.m. Saturday and Sunday, First and Strickland.</p>	<p><u>FLOUR PACKING CONTEST</u></p> <p>Be present to enter. N. C. Co. and T. & D. are supplying the flour, winner take all.</p>
<p><u>QUEEN CANDIDATE PRIZES</u></p> <p>QUEEN - All expense one week trip to Fairbanks (transportation donated by Wien Alaska and accommodation provided by the Kiwanis Club and the Community Recreation League of Fairbanks).</p> <ul style="list-style-type: none"> - \$200.00 gold poke - Ladies Hudson's Bay blanket coat donated by Hudson Bay Co. - Sunvalley dress donated by Hougens - Lingerie set donated by Northern Commercial. <p>Runners Up - \$50.00 gold poke. ALL CANDIDATES will receive a Rendezvous Broach donated by Murdock's.</p>	<p><u>INTERNATIONAL SKIING MEET</u></p> <p>Cross country. Junior and senior men's and women's slalom. Junior and senior men's and women's giant slalom. Entries from all over the Yukon, Alaska and B.C.</p>
<p><u>BEARD CONTEST</u></p> <p>Prizes for the bushiest, best trimmed, queerest and mutton chops beards. Also, prizes for the fullest and best trimmed mustaches. Be there to enter.</p>	<p><u>BARBEQUE</u></p> <p>Eat out at the Queen crowning ceremonies. Appetizing, filling, genuine Yukon food. The corn is imported specially. Show up hungry.</p> <p><u>FIREWORKS</u></p> <p>The official windup of events. A dazzling display from the top of the bluff overlooking the Queen crowning ceremonies. Eat at the barbeque and stay for the fun.</p>
	<p><u>COSTUME CONTEST</u></p> <p>Prizes for the best men's and woman's costumes. Be there to enter.</p>



PACKAGE T

Buy a package ticket. On ice, Keebird Men's Wear and Adults: \$7.00 value Teens: \$5.00 value Includes: Rendezvous Dance novelty show, talent show, Sourdough breakfast, a target and an extra bingo card.

1964 Rendezvous

RIFLE SHOOT - 7:00 - 10:00 P.M., February 24, 25, 26 and

FRIDAY, FEB. 28

- 10:00 a.m. OPENING BANG - The official opening ceremony
- 10:00 a.m. YUKON SLED RACES - Yukon River, by the Yukon
- 3:00 p.m. FLOUR PACKING CONTEST - First Ave. at Main St.
- 6:30 p.m. BASKETBALL OPENING GAME - F. H. Collins High School
- 8:00 p.m. CHILKAT DANCERS - Whitehorse Elementary School
- 9:00 p.m. GAMES OF '98 - Whitehorse Curling Club
- 9:00 p.m. RENDEZVOUS DANCES - Elks Hall, Legion Hall

SATURDAY, FEB. 29

- 9:00 a.m. CROSS COUNTRY SKIING - Yukon River
- 10:00 a.m. YUKON SLED RACES - Yukon River by the Yukon
- 10:00 a.m. SOURDOUGH BREAKFAST UNTIL 1:00 p.m.
- 11:30 a.m. TUG-O-WAR - JUNIOR and SENIOR - Main Street
- 11:30 a.m. until SOURDOUGH LUNCH SPECIAL AT YOUR FAVORITE RESTAURANT
- 1:00 p.m. JUNIOR DOG SLED RACES - Main between Main and Strickland
- 1:00 p.m. SKIING - JUNIOR and SENIOR, MEN AND WOMEN
- 1:00 p.m. CHILKAT DANCERS - Whitehorse Elementary School
- 1:30 p.m. RENDEZVOUS BINGO - Inn Ballroom
- 2:00 p.m. SNOWSHOE RACES - Schwatka Lake
- 2:30 p.m. RENDEZVOUS BOWLING TOURNAMENT - Legion Hall
- 3:00 p.m. RENDEZVOUS GALA NOVELTY SHOW - V.I.P. Ballroom
- to SOURDOUGH DINNERS AT YOUR FAVORITE RESTAURANT
- 6:00 p.m. RENDEZVOUS BINGO - Inn Ballroom
- 7:00 p.m. RENDEZVOUS TALENT SHOW FINALS - V.I.P. Ballroom
- 7:00 p.m. RENDEZVOUS ICE SHOW AND HOCKEY GAMES OF '98 - Whitehorse Curling Club
- 9:00 p.m. SOURDOUGH DANCES - Elks Hall, Legion Hall
- 9:00 p.m. SOURDOUGH TEEN DANCE - Camp Tahkoo
- 9:00 p.m. BEARD CONTEST - FINALS - Elks Hall
- 12:00 p.m. COSTUME JUDGING FINALS - Elks Hall

SUNDAY, MARCH 1st.

- 9:30 a.m. YUKON SLED RACE FINALS - Yukon River
- 10:00 a.m. to SOURDOUGH BREAKFASTS - First and Strickland
- 11:00 a.m. YOUR CHURCH INVITES YOU TO A SOURDOUGH BREAKFAST
- 12:00 a.m. to SOURDOUGH LUNCHES AT YOUR FAVORITE RESTAURANT
- 12:30 p.m. CHILKAT DANCERS - Whitehorse Elementary School
- 1:00 p.m. SKIING - GIANT SLALOM - JUNIOR and SENIOR
- 1:00 p.m. RENDEZVOUS ICE SHOW AND HOCKEY GAMES OF '98 - Whitehorse Curling Club
- 2:30 p.m. RENDEZVOUS GALA NOVELTY SHOW - V.I.P. Ballroom
- 3:30 p.m. SUPREME KANGAROO COURT - Lot 19.
- 3:30 p.m. RENDEZVOUS BARBECUE - Lot 19.
- 3:30 p.m. PARADE OF QUEENS - See map for route followed by - announcement of queen - followed by - presentation of major prizes - money - followed by - lucky draw for parade - followed by - spectacular fireworks display

RIFLE SHOOT

Whitehorse Elementary School.

- Matches: Off hand
- Arm rest skill
- Arm rest luck
- Lucky Draw

Prizes: Engraved custom 30-30 Winchester Model 94. Engraved .22 cal. Ithaca model 49. 2 1/2 power bushnell scope. Consolation prizes for 2nd and 3rd. Use own rifle or a club rifle.

We hope to see you again next year.

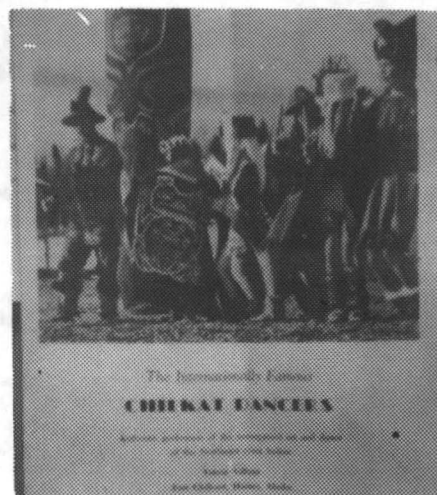
TICKETS

Available at Rendezvous Office and Jim's Gift Shop. Advance tickets for \$4.00, regular for \$2.50. Includes ticket, entrance to basketball games, and refreshments at the rifle shoot.



ICE SHOW

Six stars from the Vancouver Capilano Winterclub to entertain you. Two appearances with advance tickets available at the Rendezvous Office, Kee Bird Mens Wear and Jim's Gift Shop. Rush seats 15 minutes before performance. Do not miss this rare opportunity to see truly great skating.



CHILKAT DANCERS

Internationally famous professional group of native dancers. \$15,000.00 in costumes. Three performances. Advance tickets on sale at Rendezvous Office, Kee Bird Mens Wear and Jim's Gift Shop. Rush seats at door.

Programme

at 27 Whitehorse Elementary School.

Consists of four consecutive explosions. 1. River Boats. 2. Main Street. 3. Hines School. 4. Primary School.

at Hall, Yukon Regiment Armouries

River Boats. - First and Strickland Street between Second and Third

FAVORITE EATING PLACE. 4th and 8th Avenues. WOMEN, SLALOM - Ski Hill Primary School

OPENING - Inn Bowling Alley Whitehorse Elementary School

TE EATING PLACE.

Whitehorse Elementary School. NAME - "Escapades on Blades" Civic Centre Arena.

Hall, Yukon Regiment Armouries. ni Upper Mess Hall

by the River Boats

Strickland DOUGH SERVICE (Come as you are).

TE EATING PLACE.

Primary School. SENIOR, MEN and WOMEN - Ski Hill. NAME - "Escapades on Blades" Civic Centre Arena. Whitehorse Elementary School.

- Followed by opening of queen crowning ceremonies. Followed by - Queen crowning - followed by - speeches - followed by - Lucky draw for \$1,000.00 in prize - followed by - more barbecue and fresh air dancing - marking the end of the 1964 Sourdough Rendezvous.



NOVELTY SHOW

Two hours of specialty acts by local and visiting talent. Music, singing, fun and laughs. Two performances, each with different material.

TALENT SHOW FINALS

The best of local junior talent competing for the grand prizes. Eliminations have been conducted throughout February. Guest professional appearances.



SUPREME KANGAROO COURT

Court will sit in judgement across from the Civic Centre on Sunday, March 1, at 3:30 p.m. Be there to watch the fun and perhaps take home an official certificate.

YUKON SLED RACES

Three days of racing. 18 mile course. \$1,950.00 in prizes. Entries from all over the Yukon.

Winners at the 1963 Rendezvous

CRIB TOURNAMENT:

Senior:

1st - Stan Horner, Charles Lindquist, 2nd - Mrs. J. Worsell, D.F. Tessier, 3rd - Mrs. Helen Hugo, Peter Gorst.

Junior:

1st - Ricky Chamberlist, 2nd Pete McLoughlin.

FLOUR PACKING CONTEST

1st - John Craike and Eric Grui-ss. (Tied for first).

ICE FISHING CONTEST:

1st - Ross Anderson, 2nd Harry Johannes.

SNOOKER TOURNAMENT:

1st - Roy Wabisco, 2nd - Bobby Joe.

SNOW SHOE RACES:

Senior:

1st - Wilfred Charley, 2nd - John Craike, 3rd - Denny Jackson.

Junior:

Age 8 - 1st - Jacob Beckley, age 10, 2nd - Guy Ormson, 3rd - Diana Jennings.

Junior: Age 8 - 10

1st - Jacob Beckley, 2nd - Guy Ormson, 3rd - Diana Jennings.

Junior: Age 10 - 12

1st - Darlene Beckley, 2nd - Ernie Jamieson, 3rd - Fred Privett.

Junior: Age 12 - 14

1st - Joe Hortie, 2nd - Billy Mammars, 3rd - Gerald Mitchell.

HAIR STYLES:

1st - Irene Fisher, 2nd - Carol Mungo, 3rd - Pat Rawlinson.

TALENT SHOW:

Adult:

1st - June Mosher, 2nd - Joe Craike, 3rd - Art Freeman.

Junior:

1st - Linda Magnusson, 2nd Heather Laughland, 3rd - Patricia Wilburn & Brenda Turner.

COSTUMES:

Men:

1st - Mr. McAllister, 2nd - Kit Squirechuk.

Ladies:

1st - Mrs. Roy Jamieson.

ICE SCULPTURE:

1st - Mary Ellen Whyard and Nancy Parker (Husky Dog) 2nd - Mrs. Randell (Miner panning gold) 3rd - Lambert Street Teacherage (Polar Bear).

CHILDREN'S EVENTS:

Best Turned Out Dog:

1st - Bill Barrett, 2nd - Stanley Fordyce, 3rd - Leslie Williams.

BEARD CONTEST:

Quietest: 1st - Bob Choate, 2nd - Hank Ramsden, 3rd - S. Borgundvaag.

Best Trimmed: 1st - Joe Smith, 2nd - Steve Frinsko - 3rd - Ron Whitehouse.

Queerest: 1st - Ron Taylor, 2nd Alex Kizuk, 3rd - Herb Taylor.

Mutton Chops: 1st - Mike Waddel, 2nd - Pete Gorst, 3rd - Chuck Beaumont.

MUSTACHES:

Fullest: 1st - George Davis, 2nd - Lloyd Dunbar, 3rd - Colonel Besley.

Best Trimmed: 1st - Brigadier Webb, 2nd - Major Evans, 3rd - Mr. Samsen and Mr. Ross.

RIFLE SHOOT:

1st - Kit Squirechuk - 2nd - Joe Bakika.

TUG-O-WAR:

1st - F. H. Collins High School.

POT BOILING CONTEST:

1st - 6th Co. Boy Scouts, 2nd - Camp Takhini Boy Scouts.

R. DOG RACE:

Best Turned Out Dog & Sled: 1st - Bill Barrett, 2nd - Stanley Fordyce, 3rd - Leslie and Michelle Williams.

Juniors:

1st - Billy Collins, 2nd - Paul Besley, 3rd - Randy Carlyle.

Intermediate:

1st - Billy Drury - 2nd - Greg Phillips, 3rd - John Henke.

Senior:

1st - Esta Sparkes - 2nd - Pat Moore.

SENIOR DOG RACES:

Best Turned Out Dogs: 1st - Father Rigaud, 2nd - Alex Van Bibber, 3rd - Wilfred Charlie.

Gee & Haw:

1st - Babe Southwick - 2nd - Wilfred Charlie, 3rd - Steven Frost.

Races:

1st - Father Rigaud - 2nd - Steven Frost, 3rd - Andy Smith.

Other Teams: Paul Southwick, Alex Van Bibber, Wilfred Charlie, John Brown, Fred Chambers, Louis John, Fred Stribal.

SKIING:

Cross Country Ski:

1st - Isaac Thomas.
2. Erwin Linklater
3. Phares Thomas

Ladies Cross Country Ski:

1. Susie Linklater
2. Doris Njootli
3. Gail Bakken

Men's Sr. Slalom:

1st - J. Abel, 2nd - Ed Schiffkorn, 3rd - Don Merrill.

Women's Sr. Slalom:

1st - H. Vetter, 2nd - J. Whyard, 3rd - A. Konow.

Boy's Jr. Slalom:

1st - Mike Van Oeveren, 2nd - Bob Konow, 3rd - A. Mitchell.

Girl's Jr. Slalom:

1st - A. Johnson, 2nd - B. Wilson, 3rd - C. Labar.

Grand Slalom:

Boy's Jr.

1st - M. Van Oeveren, 2nd - B. Konow, 3rd - J. Hazen.

Girl's Jr.

1st - Judy Whyard, 2nd - H. Johnson, 3rd - B. Wilson.

Men's Sr.

1st - J. Abel, 2nd - P. Thompson, 3rd - D. Beatty.

Women's Sr.

1st - J. Whyard, 2nd - A. Konow, 3rd - A. Johnson.

SNOWSHOE RACES

3 mile race - Men 16 and over. \$115.00 in prizes. (Hougen's Trophy). 1 Mile race - Men 16 and over. \$45.00 in prizes. Three legged race - couples 14 and over. Trophies. Children's 100 yard races: 6 and 7 years, 8 and 9 years, 10 and 11 years, 12 and 13 years, 14 and 15 years. Prizes: Trophies plus: 1st - \$5.00, 2nd - \$3.00, 3rd - \$1.00. Enter at RENDEZVOUS OFFICE. Snowshoes provided.

SNOOKER TOURNAMENT

Enter at Casino Pool Hall.

BOWLING TOURNAMENT

Enter at Inn Bowling Alleys. Individual Bowling for trophies. Closing date for entries is Feb. 27.

BASKETBALL TOURNAMENT

International invitational tournament for the Yukon Sourdough Rendezvous challenge trophy. Teams from all Alaskan points to meet Yukon teams.

JUNIOR DOG RACES

Open to boys and girls 16 and under.

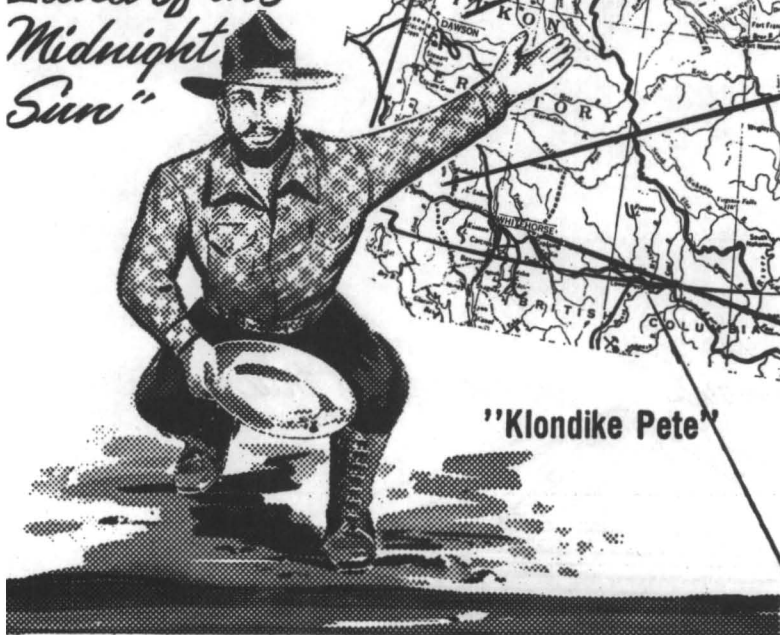
Races: Under 8 years, one dog
8 to 12 years, one dog
13 to 16 years, one dog

Open to 16 years, two dogs (T&D trophy)
\$150.00 in prizes. Enter at Sourdough Rendezvous Office.

YOU DON'T REALLY KNOW THE YUKON UNTIL YOU'VE SEEN IT ALL

DISCOVER
YUKON
CANADA

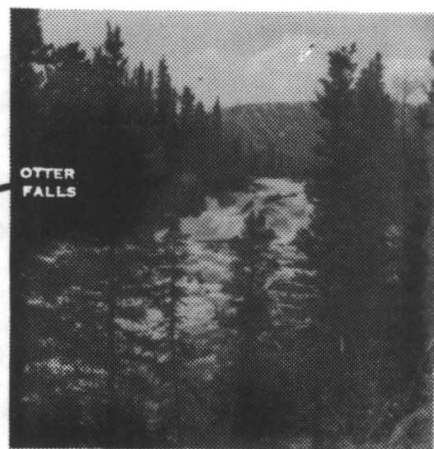
*"Land of the
Midnight
Sun"*



"Klondike Pete"



PALACE
GRANDE



OTTER
FALLS



LDS
CHURCH



WATSON
LAKE

Yukon is yours to discover.

Wherever you go you will find generous hospitality — history — romance — and unsurpassable scenic splendor. With gun or camera you can stalk Big Game . . . or pause by the Yukon's lakes and streams to challenge the fighting Arctic Grayling, Trout and Northern Pike. Explore the pages of history over the Trail of '98 . . . from the shores of Lake Bennett to the fabled Klondike River. Pause a while to enjoy the many modern facilities where friendliness is a tradition jealously preserved.

This is the land of broad horizons and the Yukon is yours to discover. "Welcome partner! Welcome to Golden Holiday Adventure on the Trail of '98."

YUKON DEPARTMENT OF TRAVEL & PUBLICITY

Another rendezvous on the right track



Cameras get a special work-out at the Sourdough Rendezvous, with so many colorful spectacles on all sides, but the most popular assignment is photographing the dog-team races on the frozen surface of the Yukon River. Experienced camera types try to get a shot like the one on our cover, catching the dog-team as it races past the old abandoned riverboats. For they were a very real and important part of the Klondike's early and later history.

The sternwheelers photographed by thousands of visitors each year at Whitehorse, and glimpsed in the cover picture, are the WHITEHORSE, CASCA, AKSALA and KLONDIKE. They were part of a fleet of some 250 riverboats which plied the water route of the 1,980-mile Yukon River. Originally wood-burners, they were gradually converted to oil by 1947. Yes, they were still running then... for it was not until construction of the road to Dawson that their days of monopoly were ended.

The KLONDIKE was not beached until 1955, the last to run on the river with passengers cruising from Whitehorse to Dawson. Launched in 1937, the second bearer of the name KLONDIKE, the sternwheeler is 210 feet long, with a 44 foot beam. For years it was used as a freighter, with very little passenger accommodation. In 1945 extra staterooms were added, and in 1953 a bar and lounge were provided. The KLONDIKE, CASCA and WHITEHORSE, are to be preserved by the Government of Canada and eventually located in a riverside park as museum pieces.

The AKSALA was sold and was to be converted into a highway lodge, but plans have now been postponed. Built by Alaska Yukon Navigation in Whitehorse in 1913, 642 tons, and first named ALASKA, it was transferred to Canadian registry and re-named.

The CASCA seen at Whitehorse today is the third ship of that name. The first was dismantled in 1911; the second was wrecked July 9, 1936, in Rink Rapids on the Yukon River. It was a total loss except for machinery. CASCA 111, 1300 tons, was built in Whitehorse in 1937 by British Yukon Navigation Company, the river division of the White Pass & Yukon Route which still operates railroad, bus and truck lines throughout the Territory.

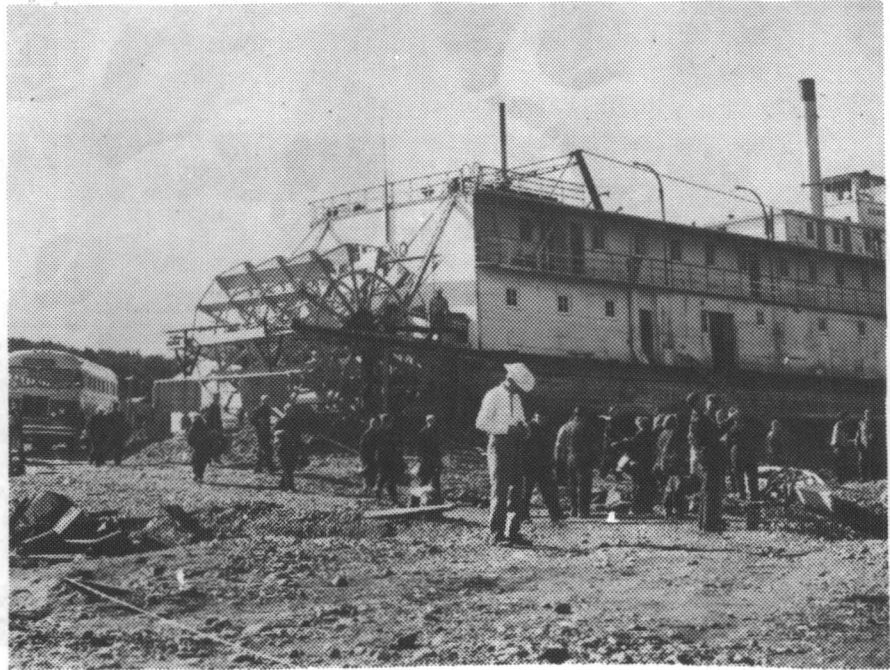
Other sternwheelers located in the Yukon are the TUTSHI seen at Carcross, which formerly carried thousands of happy visitors up the Mares and Tagish Lakes, through the Taku Arm to visit the beautiful gardens at Ben-my-chree. At Dawson City, the S. S. Keno is restored and preserved as a National Historic Site and may be visited during the summer months. A "graveyard" of old sternwheelers may also be seen along the banks of the Yukon River near the gold capital of the Klondike.

JAMIESON'S STORES

Open Evenings
4th Ave. & Alexander
in Whitehorse

☆
Porter Creek

Just North of Whitehorse
Complete Supplies For
Campers & Trailer Travelers



- DAWSON
- ELSA
- MAYO
- BEAVER CREEK (1202)
- DESTRUCTION BAY
- HAINES JUNCTION
- WHITEHORSE
- TESLIN
- WATSON LAKE
- CASSIAR
- FORT NELSON
- INUVIK

C F W H

Whitehorse

YUKON NETWORK

CBC NORTHERN SERVICE

THE KEE BIRD STORE

(Needham's Limited)



MAIN STREET PHARMACY

The oldest & largest curio store in the Yukon. Gold Nugget jewelry, Black Alaska diamonds & Alaska jade jewelry, prehistoric mastodon ivory, curios & souvenirs. Hand made Italian sweaters of pure virgin wool. Imported English Bone china & crystal. Canadian pottery made exclusively for the KEE BIRD. Copies of authentic Klondike gold rush pictures, slies & post-cards, also Yukon color slides.

— Catering to the travelling family. Prescriptions, cosmetics, perfumes, toiletries, baby needs. A registered Pharmacist is on duty at all times.

Store hours 9:00 AM - 9:30 PM

Jack & Muriel Needham — Owners-Operators

PHOTO CREDITS

Page 1 - Quong
 Page 2 - Quong
 Page 3 - Star
 Page 5 - Star
 Page 6 - Quong
 Page 7 - Quong
 Page 11 - Star
 Page 12 - Quong

Page 13 - Star & Quong
 Page 16 - Quong
 Page 17 - Quong
 Page 22 - Travel & Pub.
 Page 29 - Travel & Pub.
 Page 30 - Star
 Page 31 - Star
 Page 33 - Conners
 Page 34 - Star

Page 37 - Star
 Page 39 - Star
 Page 40 - Scott
 Page 41 - Hougens
 Page 43 - Star
 Page 44 - Star
 Page 45 - Hougens
 Page 46 - Star
 Page 47 - Hougens

Growing with the Yukon since 1901

LITHO D BY THE WHITEHORSE STAR

The WHITEHORSE STAR

The largest newspaper in the Yukon

Circulation 3300



CALL FOR.. CALGARY EXPORT LAGER

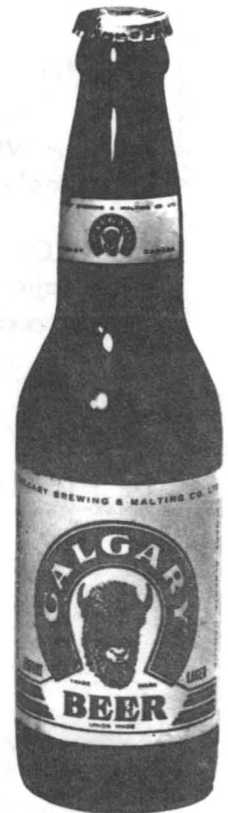
When Carnival fun gives you an old-fashioned thirst—man, you've a treat in store. Call for a Calgary . . . pour it . . . hold it up to the light . . . admire that clear golden color . . . but don't spend too much time just lookin'—Calgary Export's meant for drinkin'!

CALGARY BREWING & MALTING CO. LTD.

Calgary

Alberta

Edmonton



Regina Hotel

J. O. Erickson, Proprietor

"Where Comfort and Service Await You"

ROOM WITH OR WITHOUT BATH
COCKTAIL LOUNGE AND TAVERN
DINING ROOM

Phone 7-2100

Cor. 1st and Wood, Whitehorse, Y.T.

WHTV - Channel 4

P.O. Box 1163
WHITEHORSE, YUKON

Canada's Most Northerly Station

"Coin Operated"

Open 24 Hours

KLONDIKE

Laundromat

and

DRYCLEANERS

First in The Yukon

Do It Yourself or We Do It

4th Ave. at Steele Street

Phone 7-7697 - 7-2829

"We Clean Everything But Your Pocketbook"



Father Rigaud of Ross River, winning Musher of 1963 Sourdough Rendezvous.

POLAR AIR REFRIGERATION
& ELECTRICAL

Refrigeration — Motor Rewind
Furnaces & Appliance Repair
Electrical Contracting

BOX 123 PHONE 7-7389
WHITEHORSE, Y.T.

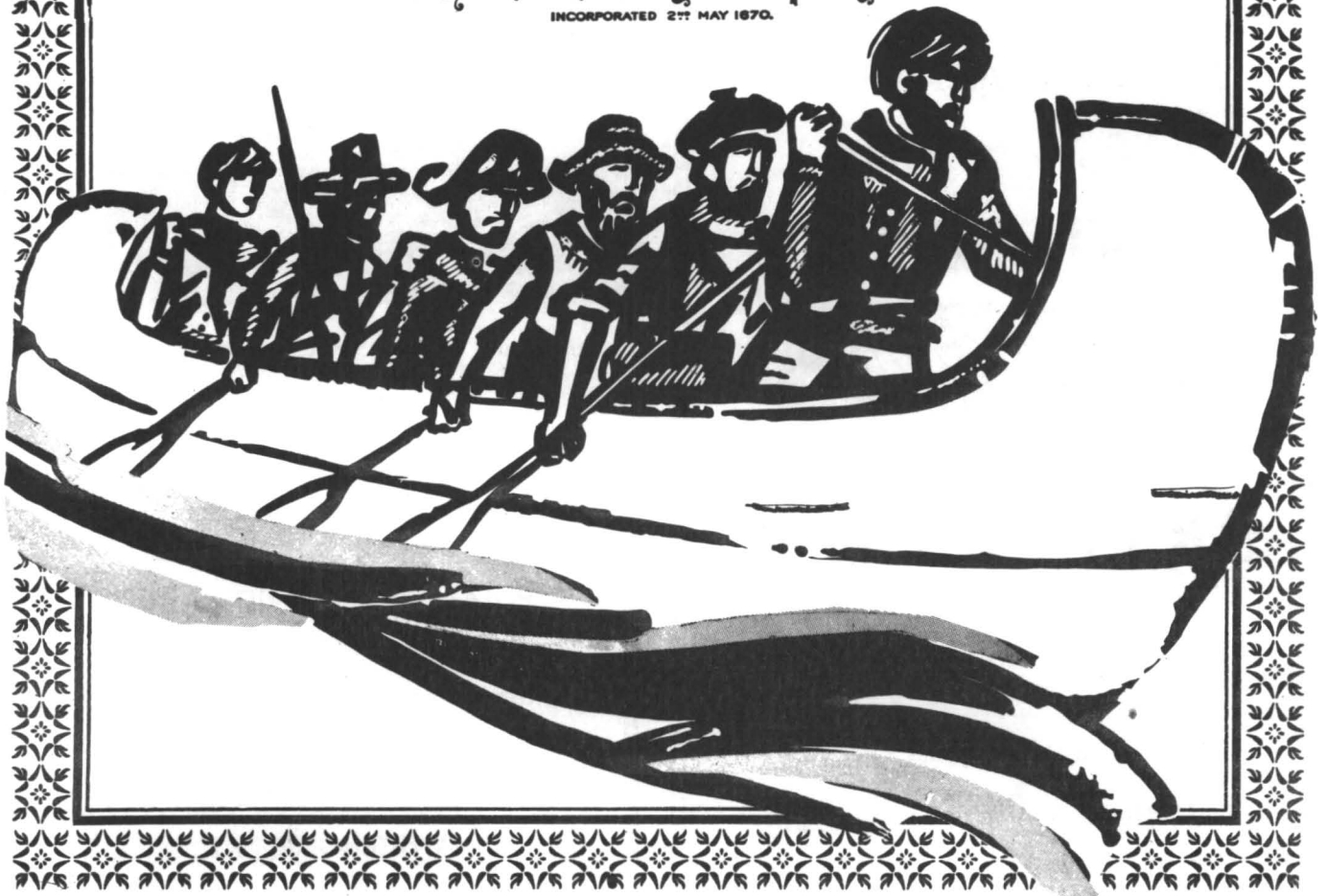
WE'RE BACK IN THE YUKON

Much of the early history of this territory is interwoven with the record of fur trade explorations, when the intrepid men of the Hudson's Bay Company helped push back the frontiers of the new land.

We're proud of the past accomplishments, prouder still to be part of today's exciting development of the Yukon That's why we have opened our new store in Whitehorse, with its friendly staff, wide selection of merchandise, and modern facilities and services.

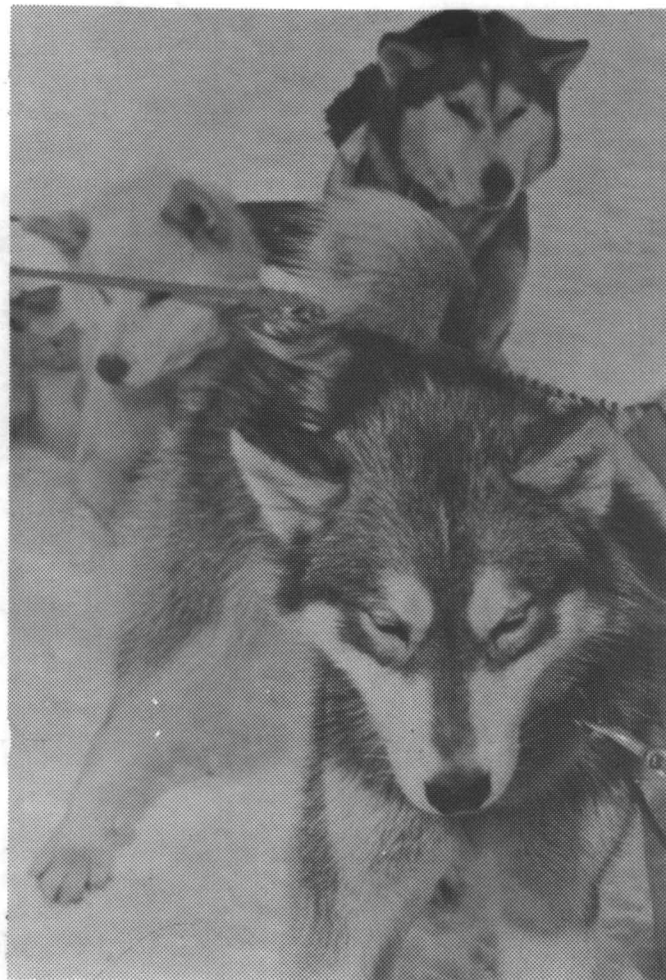
Hudson's Bay Company.

INCORPORATED 27TH MAY 1670.



Terry's Radio - T.V. Communications Service

Phone 7-2010 Box 94
Whitehorse, Yukon



Rendezvous Time is Party Time

Dance To "The Northerners"

Dance Band

Bill Reid Manager — 412 Jarvis St.
Box 734 — Ph. 7-7507

Whitehorse, Yukon



Yukon's Complete Building
Supply House

CAMPBELL'S LTD.

PHONE 7-2631

P.O. Box 280

4th & Alexander

YUKON

WHITEHORSE

Town Toggery

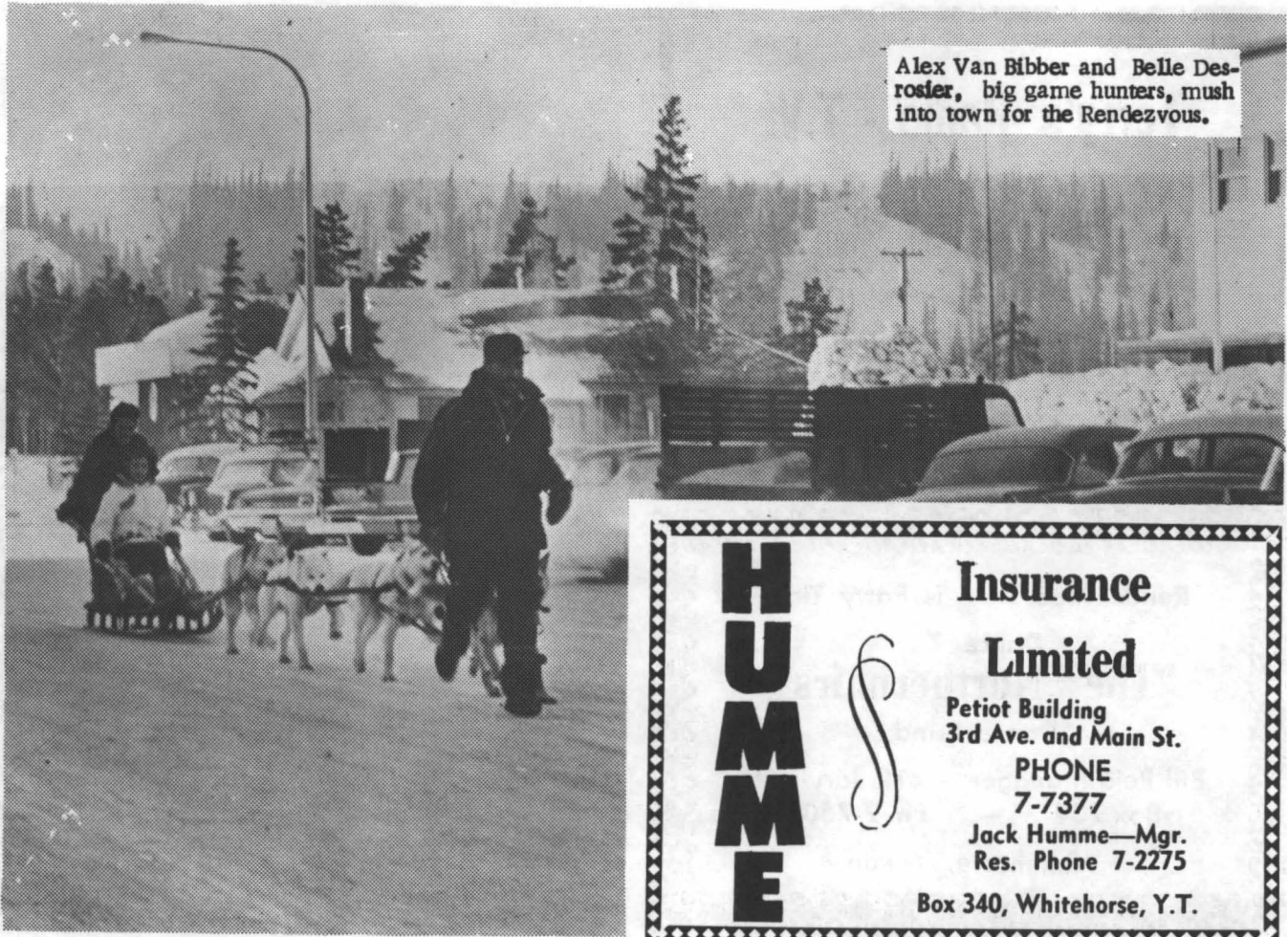
The Home of
Jonathan Logan Styles

223 Main Street. at 3rd Avenue

Phone 7-2216



Whitehorse



Alex Van Bibber and Belle Desrozier, big game hunters, mush into town for the Rendezvous.

**H
U
M
M
E**



Insurance

Limited

Petiot Building
3rd Ave. and Main St.

PHONE
7-7377

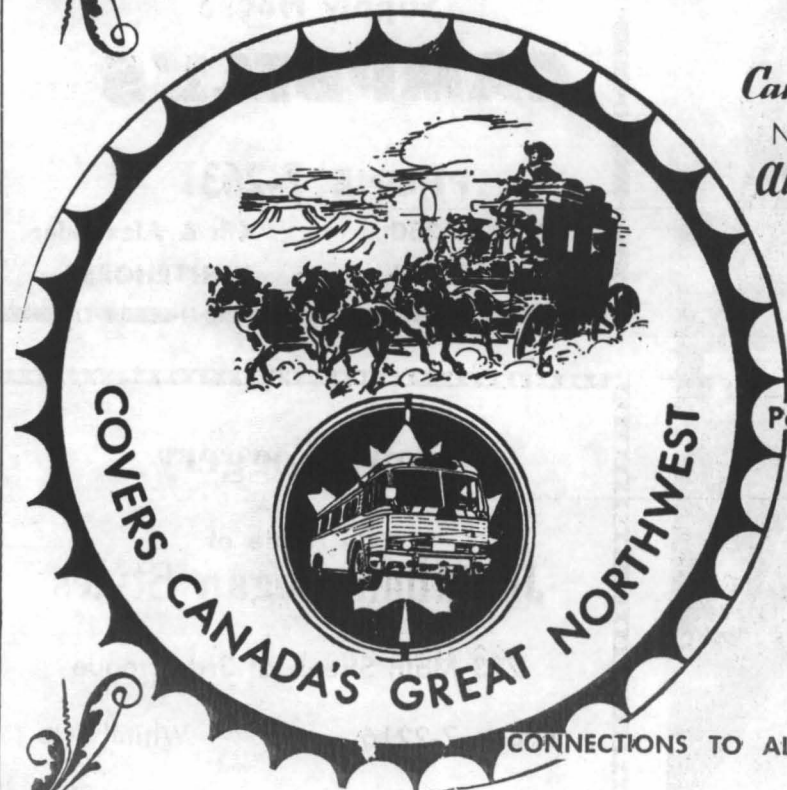
Jack Humme—Mgr.
Res. Phone 7-2275

Box 340, Whitehorse, Y.T.

Box 2009

211 Wood St.

Coachways System



Canadian Coachways Ltd.

NORTHERN STAGES LTD.

Alaskan Coachways Ltd.



Passenger

Phone

Express

7-2223

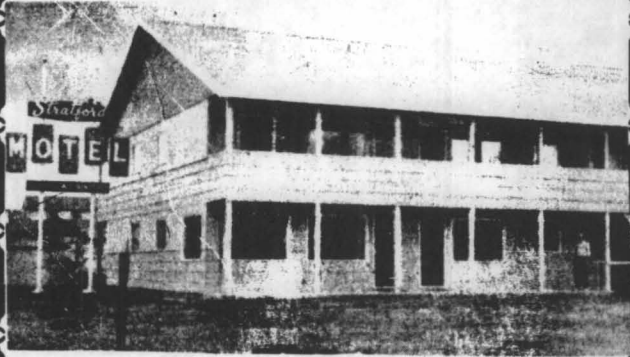
and Charter Service

Direct Service to Alaska

CONNECTIONS TO ALL MAJOR CITIES IN CANADA & USA

A Cordial Welcome Awaits You at the

STRATFORD MOTEL



NEW, FULLY MODERN UNITS,
ALL WITH BATH & SHOWER
KITCHENETTES AVAILABLE

Service Station and Eating House Adjacent

4th Ave. & Jarvis Phone 7-2733

WHITEHORSE, Y.T.



RYDER'S FUEL SERVICE

Three Generations Have

SERVED

THE YUKON



Martha Benjamin, of Old Crow, champion woman cross country skier of Canada - 1963.

Open 24 Hours
Daily

Full Course
Meals
Fresh Pastries
Daily

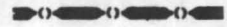
**Circle
Truck Stop
Cafe**

Stop in & Enjoy
Our Northern
Hospitality

Orders To Take
Out
Phone 8-5656



MAC'S NEWS STAND



Magazines -
Tobaccos -
Greeting
Cards



Box 222 -



Phone 7-2358

WHITEHORSE,
Yukon



Don't Let a Long Trip

Enjoy the shimmering softness, the easy
manageability of a Salon Permanent.

Go To Your Hair ...



Phone

7-7308

Modern

BEAUTY PARLOUR

OPEN DAILY
9:00 A.M. - 6:00 P.M.

AND WEDNESDAY FROM
12:00 NOON UNTIL 9:00 P.M.

404 Wood

Whitehorse, Y.T.

P.O. Box 2171



MAR-BECK
"Flower & Gift Shop"

SERVING THE YUKON

PHONE 7-2408
WHITEHORSE, YUKON



Marilyn Westfall and her R. C. A. F. supporters invade the town - beardless, they are all thrown into the Crow Bar Hotel.

The

*Starlight
Lounge*

COMFORTABLE
RELAXING
RELAXING

★
Cal & Marty
Miller



CAPITAL HOTEL

Whitehorse Phone 7-2566 — 7-2565 Yukon



With the compliments of the

I·A·C GROUP OF COMPANIES

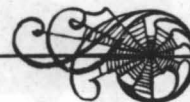
NIAGARA FINANCE COMPANY LIMITED

INDUSTRIAL ACCEPTANCE CORPORATION LIMITED

MERIT INSURANCE COMPANY



*Specialized Financial and Insurance Services
for Canadians and Canadian Business.*

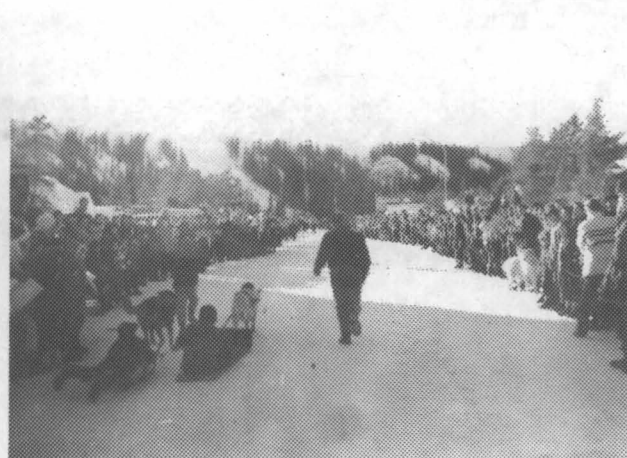


EXECUTIVE OFFICES: 1320 GRAHAM BOULEVARD, MONTREAL 16

Box 2680 Whitehorse




A spontaneous Indian Dance in front of the Sourdough Rendezvous Ice Palace.



The Jr. races always draw a crowd.


FOUR STAR MOTORS
 Phone: 7-2405 Limited
 7-2406
 and
CHILKOOT MOTEL
 Phone 7-2379



4th & Ogilvie
Whitehorse

MARWELL AREA MILE 1024
 WHITEHORSE Alaska Highway
 PHONE 8-2248 Phone 2056

N.M. Keobke



— Agent —

Best in Petroleum Products
 "Clean Across Canada"

BOX 2959 WHITEHORSE



**THE ROYAL INSURANCE
 COMPANY LIMITED**
 -- WAS THERE --

When "Yukon" Bud Fisher went to Ottawa in May, 1963, to attend their Klondike Night, he took with him "Skookum Jim's" Gold Nugget Watch Chain, now the property of The Kee Bird Store. This expensive and rare article of jewellery had to be insured so the "Royal" were contacted through their local agents, T. A. Firth & Son Limited and when "Yukon Bud" arrived in Vancouver, a policy was waiting for him. Mr. J. L. Main, Joint Manager of the Royal-London-Lancashire Group and Mr. A. E. Davies, Agency Superintendent, are shown with local representative, Mr. H. W. Firth and our "Yukon Bud" Fisher, wearing this historic watch chain.



A boat ride on the Yukon River is a trip to remember —
A trip through Miles Canyon is a thrill to remember
A trip on W.V. Schwatka gives you both.
Write YUKON INDUSTRIES LIMITED, WHITEHORSE
Tickets obtainable at Yellow Cabs or on the boat.





EATON'S OF CANADA



**The
CORNER STORE**

5th Ave. & Strickland St.
Whitehorse, Yukon
Frank and Cec Sarles

Open daily 9 a.m. to 9 pm.

Hundreds of the Yukon's 2,000 Indian people take part in the Sourdough Rendezvous. . . young and old perform in the Indian dances with colorful native costumes, others compete with their dog-teams or on skis or snowshoes. They are an important part of the Rendezvous and their candidate was crowned the first Queen, Miss Alice Martin, now Mrs. Bala.

The present Whitehorse Indian population includes members of the Tagish, Tlinket, Kutchin and Loucheux tribes, although in the early days of the fur traders, no Indians lived right here. Today, the Yukon Indian Agency, comprising the whole of the Yukon and a part of Northern B. C. is administered from offices in the Federal Building at Whitehorse.

The Skookum Jim Hall, in Whitehorse, is a reminder of the man who was co-founder of the Klondike Gold Strike, and who left his estate for the benefit of his own people; it is a club for all people of Indian ancestry and their guests.

Alice Martin - First Indian girl to ever be queen of the Sourdough Rendezvous, presents Andy Smith, of Teslin with first prize for dog mushing - 1962.



Happy
Sourdough
Rendezvous



from the
**House
of
Charm
Beauty
Salon**

☆

For Appointments Phone 2-2414

**NORTHERN METALIC
SALES (YUKON) LTD.**

STEEL CORD TIRES
WIRE ROPE - CHAINS
AND ACCESSORIES



MICHELIN

Ph. 8-2444
Ph. 7-2020



— Automotive Wholesale —

4th Avenue Box 1136, Whitehorse, Yukon

Box 1040 - Phones 7-2217 & 7-2004

YUKON WHEEL ALIGNMENT

Whitehorse, Yukon
BRAKE SERVICE - MUFFLERS
RADIATOR & GAS TANK REPAIR

LUBRICATION

COMPLETE STEERING REPAIR
JOE JAMES - HARRY PARKER

REMEMBER!

We are open 24 hours at McCrae for
Cafe and Service Station.

Full Course Meals Served

11:30 A.M. to 8:00 P. M. Daily

McCrae Highway Services

TAVERN, MOTEL, GARAGE, DIESEL
MILE 910



There were no thermometers in Circle City until Jack McQueen invented his own in 1897. It consisted of a set of vials fitted into a rack. One contained quicksilver, one contained the best whisky available, one had kerosene and one had "Perry Davis Pain Killer." These liquids congealed in the order named, and a man starting on a trip first consulted this "oracle." If the quicksilver froze, he set off with a light heart. If the whisky froze, he still went. If the kerosene froze, he'd hesitate, but when the Pain Killer quit, any sensible man dived back into his cabin and laid down.

Between the fall of 1897 and the spring of 1898, 22,000 men had climbed in single file up the summit of Chilkoot Pass.



CARMACKS HOTEL



CARMACKS HOTEL MILE 102

ON WHITEHORSE- MAYO HIGHWAY

ROOMS (new 1960) CAFE TAVERN GAS
Leta and Walter ISRAEL



Our
BODY and FENDER
Shop

IS SECOND TO NONE

Free Estimates Without Obligation

TAYLOR & DRURY
MOTORS LTD.

"Home of Guardian Maintenance"

WHITEHORSE, Y.T.

Phone 7-2525

FIRST & LAMBERT

things go
better
with
Coke
TRADE MARK REG.



Whitehorse Beverages (1961) Ltd.

Your bottler of Coca-Cola, Fanta and all fine flavors
extends a hearty welcome to all our visitors.

The overland stage journey
from Whitehorse to Dawson City
took five days, with stops to ch-
ange horses every 20 miles for
passengers about every 60 miles.



"Swiftwater Bill" Gates, a
legendary Klondike figure, got
his nickname because he was
terrified of swift water. He's
known to have walked around the
Five Finger Rapids, which
weren't nearly as dangerous as
Miles Canyon rapids.

Lumber from the sawmills
set up at Lake Bennett during
the gold rush sold for \$250.00
per 1,000 feet. In spite of the
exorbitant cost, on May 30,
1898 more than 800 boats start-
ed out for the Klondike, the
first contingent of an armada
of thousands.



It used to take a whole hour
to winch the stern wheelers th-
rough Five Finger Rapids, near
Carmacks. The famed rapids
can be seen clearly from today's
modern highway linking White-
horse and Dawson City.





TOPS IN ENTERTAINMENT
Whitehorse Theatres Ltd.

YUKON
Yukon — 404 Wood St.

HOWARD HAWKS PRESENTS
YATARI!
Filmed in Tanganyika Africa in
TECHNICOLOR®

NORTH TO ALASKA

HAL WALLIS PRESENTS
Wild Is The Wind

CAPITOL
Capital — 303 Main St.

HART-JOSEPH CALLEIN
GE CUKOR - Some Story and Screen Play by
and directed by Bruce Mitchell



In 1897 you could buy a complete mining outfit, including six months' food, an axe, pick, shovel and so on, for \$196.75 in Seattle. The same outfit in Dawson City at that time cost \$1,000.

To bypass the wicked Miles Canyon, a wooden tram line was built around the dangerous bit of river, from Canyon City a mile above the canyon, to a point about five miles downstream at "Whitehorse," not far from the present F.H. Collins Secondary School. Freight was hauled over the tramline for 5¢ a pound.

In 1898 the Yukon was created a separate territory by an act of Parliament, and provision was made for local government composed of a chief executive, styled the "Commissioner" and a legislative council. Prior to that time, the Yukon had been a part of the Northwest Territories.

ED JACOBS MOTORS

OPERATING
"MODERN MACHINE SHOP"
— WELDING —
OXYGEN - ACETYLENE

SERVICE STATION

• GAS • OIL • TIRES • REPAIRS

Phone 7-2288 Phone 7-2287
4th & Strickland, P.O. Box 241, Whitehorse, Y.T.
Authorized Dealer — British Motor Products
and STUDEBAKER Cars & Trucks



YUKON MOTORS LTD.

Authorized Dealers For
PONTIAC, VAUXHALL, BUICK
and **ACADIAN CARS and G.M.C. TRUCKS**
GENERAL MOTORS PARTS AND ACCESSORIES



ALL AFFILIATED
CREDIT CARDS

Operators of Circle Service at Traffic Circle

- Washing ● Greasing ● Motor Tune-up
- Brake Service ● Motor Overhaul ● Battery Service

YUKON MOTORS TIRE and RADIATOR CENTRE

Manager — Vern Malkin
Corner 4th and Ogilvie Phone 7-2382
GOODYEAR, FIRESTONE, DOMINION - ROYAL TIRES
Vulcanizing and Retreading

The Home of GOODWILL USED CARS and TRUCKS

All vehicles are completely reconditioned
Backed up by a 7 day 100% money back guarantee in writing and
a 90 day 4,000 mile warranty

"YOU MUST BE A SATISFIED CUSTOMER"

If you are, please tell others — If you are not, please tell us


Whitehorse

PHONE

7-2434
7-2435
7-2436



600 Lbs. of flour - that's a lot of packing - winner gets to keep what he can pack at the Sourdough Rendezvous.




TESLIN MOTEL

Mile 804 — Alaska Highway
On the Banks of Teslin Lake

● Auto Repairs
● Welding
●

Gas ● Oil
● Tire Repairs

Your Host **BOB FLEMING**



Simpsons - Sears Limited

"Your Whitehorse Department Store"

S

- FURNITURE
- FLOOR COVERINGS
- ELECTRICAL APPLIANCES
- PLUMBING & HEATING ESTIMATES
- RADIO
- HARDWARE
- SPORTING GOODS
- HOUSEWARES
- DRYGOODS
- TIRES and BATTERIES

"Satisfaction or Your Money Refunded"

Dial 7-2587
Credit Enquiry 7-2588

Corner 2nd & Main, Whitehorse

TAKHINI

HOT SPRINGS

- ★ SWIMMING
- ★ CAMPING
- ★ SNACK BAR
- ★ CABINS
- ★ PICNIC TABLES

Relax and swim away the dust . . . soak those travel-weary bones in the welcoming waters



A Scenic 17 Mile Drive From Whitehorse



The Only Thing
OLD FASHIONED
 at
HOUGEN'S LIMITED
 is that
OLD FASHIONED SERVICE

For Everything Photographic

We like to serve you . . .
 whether you are thinking of buying,
 have bought, want advice . . .
 or are just looking.

**DROP IN AND SEE OUR DISPLAY OF
 CAMERAS**



**FOR WINTER
 OR SUMMER**

SPORTING ACTIVITIES

See Hougen's

SPORTS LODGE

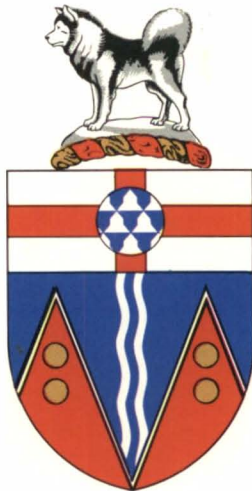
Visit any of Hougen's Departments and
 See Your Dollars go Further

- ★ Sports Lodge ★ Mens Wear
- ★ Photo ★ Ladies Wear
- ★ Hardware ★ Appliances
- ★ Furniture ★ Shoes ★ Yard Goods
- ★ Stationery ★ Souvenirs
- ★ Beauty Shop ★ Tots to Teens

HOUGEN'S

DEPARTMENT STORE

Box 400 Whitehorse Yukon



YUKON TERRITORY