

## **MOCCASIN TELEGRAPH – 166th Edition – July 2, 2006**

Created by Sherron Jones [sherronjones@shaw.ca](mailto:sherronjones@shaw.ca)

To use an e-mail address from the MocTel, replace the \* with @.



**Twin Lake – Klondike Highway – June 9, 2006**

**To the naked eye the patches of lighter coloured water is a beautiful Jade Green.**

Photo courtesy Bill Jones [ve7yi@shaw.ca](mailto:ve7yi@shaw.ca) (In Vernon)

### *The Call of the North*

by Alf Bilton

The snow is drifting deep tonight  
And the lights are sweeping low;  
The pines are etched in silver and pitch  
On the North Wind's lonely soul.

The lynx are not asleep tonight,  
Just gazing up in awe  
At shimmering silken drapes of light  
The Arctic night has drawn.

Even the wolves are silent now,  
Though the moon is round and bold;  
The hissing drifts slide all alone  
Through a world of crackling cold.

In a faraway land of dust and heat,  
I start at a distant moan,  
And the ghostly touch of a frosty night  
... the North Wind's lonely soul.

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[Alf Bilton](#)

Whitehorse, Yukon



Grade 4 – 1954 – Whitehorse Elementary School

Photo courtesy Maribeth (Tubman) Mainer [mainerm1@shaw.ca](mailto:mainerm1@shaw.ca) (In Burnaby)

Laverne Little far left, back. I think Jane Wilson next to her. 5th from left is Carol Parker. Next girl over is Lee Willis, then Diane Bidlake, Maribeth Tubman, and probably Candy Bissell. Next row, 3rd from right in smocked dress is Sally Greenwood, 2nd is Vivian Irvine. Front row, 2nd from right is Lorne White. Striped shirt is Jon..., then John Wilson, maybe Marshall Perrin, then John Rowan.

Maribeth (Tubman) Mainer [mainerml\\*shaw.ca](mailto:mainerml*shaw.ca) (In Burnaby)

## **Pack Dogs to Helicopters**

Author Pat Callison – copyright.

### **CHAPTER 1**

#### **EARLY YEARS (cont'd)**

The summer of 1929 I got a contract for carrying the mail between Fort St. John and Hudson Hope B.C. a distance of 65 miles on the Peace River. I had to make one round trip a week for the 2 years I had the contract.

I made the first two trips with packhorses but decided the river would be faster and smoother travelling so traded a couple of pack- horses for a riverboat and a Johnson outboard motor. I knew a lot about horses and dogs but I sure had a lot to learn about machinery. However, I managed to keep the outboard running and the boat intact and got the mail through on time. I came so close to drowning myself more than once, I wonder how I survived.

The land trail for the first 7 or 8 miles out of Fort St. John was farmland, then went through bush country to the first settlement at Cache Creek, 20 miles out.

The first family on the route was the Freers, six children in the family, all hard workers and their ranch showed it. They shipped their cattle and produce on the sternwheeler river boat and I guess cattle shipping time was something of a naval exercise. I looked forward to getting to the Freers who had the farm and the Post Office and I was sure of getting a good meal, and a warm barn for the horses. There was a school at Cache Creek and the teacher was a Mrs. Jean Gething whose husband, Wes, was the son of the man who had discovered coal in the Peace River Canyon and I used to buy about 1,000 pounds of it and take it out on my boat and sell it to blacksmith shops at Fort St. John, Dawson Creek, and at Hythe in Alberta.

Just a short distance upriver were the Dopps, two brothers, one married, with two children. Four miles farther along lived the Robin- son family with 2 sons, good land and a nice herd of cattle, working hard to make a living.

Another 10 miles upriver at the mouth of the Halfway River lived the Thompkins family who also had the Half Way River Post Office. The Thompkins with 8 children had a large mixed farm, a ranch and a good size herd of cattle.

I enjoyed my stopovers with the Thompkins and always marveled how well behaved the children were. Mr. Thompkins would cook breakfast and as soon as it was ready all the kids (and I included) would line up at a long table for sort of an inspection, hair combed etc. then we would all sit down and eat.

Watching these well disciplined children I thought of the Callison kids who used to roar off into the lake for a swim when they were supposed to be hoeing the garden.

The Thompkins who were respected by their neighbours all did very well for themselves.

Then there were the Ardells, 8 miles from Halfway River, who had come to the Peace River country soon after World War I. Jack was Irish and Mrs. Ardell Dutch. With their 4 children they made an excellent ranch out of a wilderness. The Ardells still live in that same area.

One of my favourite stops was another 10 miles upstream at the Guy Robinsons, who were older than the other families on the homesteads. The first time I went into their home I noticed a pair of old fashioned police suspenders hanging on the wall. When Guy saw me looking at them he told me the reason for their hanging there.

In 1925 when the sternwheeler riverboats were operating between Peace River Crossing and Hudson Hope, one was tied up for the night at Old Fort St. John. A poker game was going on in town and a man off the boat called Cap Haight decided to sit in on the game which Guy Robinson and several other local fellows were playing. The booze flowed freely and the stakes were getting high and Cap was losing heavily. He accused Guy of cheating which immediately precipitated a fight. Cap had the reputation of being a pretty tough fighter but he hadn't tangled with Guy before and soon realized that he was being beaten. Muttering his opinion of local ranchers in general he left the room and the others resumed their game. All at once the door burst open and there stood Haight with a 30.30 rifle. Before anyone could move, Haight fired, and the bullet hit the centre of the buckle on Guy's suspenders. It went through Guy and came out the back of his shoulder. That was why the old police suspenders, one buckle with a neat, round hole in the centre adorned the Robinson's living room wall.

Six miles below Hudson Hope at Lynx Creek was the McDougall family, 3 boys and 2 girls, I really thought the younger one, and 16 year old Jean was very special. So the 19 year old mail carrier used to burn up some of his profits taking Jean for rides in his boat. Jean, married a friend of mine, Jim Ross and had 4 boys who have all done very well for themselves.

I must admit there was something special about being the mailman. In this time of daily mail delivery, radio and TV news broadcasts, young people cannot possibly imagine how important the mail was. People would be waiting for me on the river bank in the summer, outside their houses as soon as they heard the horses in the spring and fall. They were always eager to help with the unloading, feeding me, caring for the horses if I were staying overnight. My arrival was their only contact with the outside world. There was an excitement to mail day, the mail bags had to be taken to the post office, officially delivered, received and sorted. There was so much anticipation - parcels from the mail order stores, containing material for a party or wedding dress, a pair of shoes, a horse collar, the precious papers and magazines, the sturdy catalogues what would eventually be put to use in the outdoor "reading room," and the heavy parcels that gurgled.

There were stories told of a mail carrier whose packhorses seemed to have a habit of banging their packs against the trees and the results would be a leaky package, so the carrier would set the parcel in a bucket until the contents all drained out - a D.O.A. sort of delivery.

When using horses this trip would take me 6 days. When using the boat in summer I took two days to go upriver and one day return downstream, so with the spare time of 4 days I drove taxi between Hythe, Alberta and Fort St. John.

It seems to me that Callison's Taxi Service didn't show as much profit as it should have. At 19, I had it made - a 1930 model A Ford, the prettiest girls in the country must have lived between Fort St. John and Hythe and a car ride was a big event in a girl's life in those days.

There were two schools between Fort St. John and Hudson Hope and one at Hudson Hope, so that meant that there were 3 young school marms on my route and everyone made a fuss over the man who delivered the mail, especially when it only came once a week.

Because the school teachers had to board at the homes of their students the teachers' board money meant an income of possibly \$15.00 a month to the host family, but some of these rural teachers found themselves in questionable accommodations. The Department of Education arranged for a woman inspector to visit the rural schools during the year to see that the teachers had reasonably good living conditions. I have never heard of an inspector of this type before or since.

The inspector was a Miss MacLeod who had to get to Hudson Hope on her inspection trip and the only transportation was for her to travel with the mailman, one Pat Callison. When we met to make the arrangements for her transportation she sized me up and I got the impression that she wasn't too happy at the prospect of trusting her life to a nineteen year old kid at the wheel of a beat up old river boat. The kid in turn hoped that this old lady, who looked as though she must have been close to 40, could stand the trip.

Anyway she didn't have any choice, so we started out on one of the biggest rivers in western Canada; the Peace is a very wide stretch of moving water.

All went well until we were about 30 miles out of Fort St. John about one half mile below Halfway River. Right in midstream, a long way from either shore my engine caught fire. Within seconds there were flames shooting 10 feet in the air - talk about a fire at sea!

Without another thought I disconnected the engine from the boat and dropped it overboard. The fire was taken care of but the motor was at the bottom of the river. Miss MacLeod looked at me and said "Well, young man, what do we do now"? I had a feeling that it was a good thing for me that I had a rope attached to the motor and anchored to the boat just in case I did accidentally drop the motor overboard, so I hauled the motor up and got it into the boat then paddled like hell to get the boat to shore and tie it up. I explained to Miss McLeod that I would have to dry out the magnetos before I could make any attempt to start the motor. I found the gas tank had a hole in it, had leaked gas onto the exhaust and that was what had started the fire. I took the gas tank and the mags and lugged them along the shore upriver to the settlement's post office where I put the mags in the postmistress' oven and dried them out. Next I had to repair the tank, and after trying for at least four hours, that was the day I learned that one cannot solder aluminum. I found a 12 gallon barrel, mounted it on the side of the boat and ran a small hose direct to the carburetor. It worked so well I ran it that way all the rest of the summer. I don't think Miss MacLeod was at all impressed with my ingenuity.

Anyway, by the time we got back to Fort St. John we had become good friends even if she did have to spend 4 days sitting in an open boat on the river with a dozen chances of being shipwrecked before the trip was over.

To be continued....



*Clockwise from top left:  
Pat Callison. Two deer tied on saddle horse. 1928  
L. to R.: Father, Lynch, Pat. 1927 on trap line.  
Crossing Pine River, 1928. Father in front, Lynch and Pat.  
Pat at trapping cabin. 1928*

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Lithographed in Canada by Evergreen Press Limited, Vancouver, B.C.



From the top of the Dome looking out over Bonanza Creek.  
(This shot includes some of two phases of industrial subdivision bearing Pat Callison's name.)

Photo courtesy Bill Jones [ve7yi@shaw.ca](mailto:ve7yi@shaw.ca) (In Vernon)



Moving to the right from the last photo is a view of Dawson, the Klondike River in the foreground mixing with the muddy Yukon River coming from up river. We were told the dirty water is coming from the White River.

Photo courtesy Bill Jones [ve7yi@shaw.ca](mailto:ve7yi@shaw.ca) (In Vernon)



Continuing to rotate to the right this view is of the Top of the World Highway which rises from river level where you ferry across from Dawson City and can travel to Alaska or to Forty Mile. See the road top center.

Photo courtesy Bill Jones [ve7yi@shaw.ca](mailto:ve7yi@shaw.ca) (In Vernon)



Continuing to move to the right this is the view from the Dome in the direction of Forty Mile which is down river.

**The island in the centre of the river is Dog Island, the one on the far left, with only part of it visible is Sisters Island. Sisters Island is presently owned by Rick Zimmer and is the first island down river from the campground. Ms Jones is correct that the name relates to the Sisters of St. Anne's farm. – Sebastian Jones, Dawson**

**Community Steward**

Photo courtesy Bill Jones [ve7yi\\*shaw.ca](mailto:ve7yi*shaw.ca) (In Vernon)

## **SISTERS ISLAND**

“Leaving Dawson on this early July morning, I got my best look so far at the Moosehide Slide as we passed beneath that giant gash in the mountain that looms over the town. We paddled past the First Nations community at Moosehide and then Sisters Island, **where nuns used to grow vegetables to supply the Catholic hospital.**”

*A quote from an online river paddling story –*

***Paddling the Yukon Yields Fortymile's Story***

*By george fetherling*

*Publish Date: 13-May-2004*

*<http://www.straight.com/content.cfm?id=2571>*

## **A Packed Council Chamber Welcomes a New Town Council**

by Dan Davidson

June 26, 2006

A packed council chamber burst into applause on the evening of June 26 as each member of Dawson's newly elected city council was introduced to the public by Trustee Leo Chasse, and each one took his or her place at the council table.

The last time a swearing in ceremony took place was on November 10, 2003. Six months later the town was facing bankruptcy and the council was removed.

Two years and two months later, after two trustees, seven committee members, and a lot of pressure from both the town's citizens and other communities (through the Association of Yukon Communities) Dawson held new elections on June 15.

The new council, consisting of Mayor John Steins and councillors Diana Andrews, Ashley Doiron, Ed Kormendy and Adam Morrison, signed the oath of office as administered by notary public Rhonda Taylor.

The sixty or so people crowded into the council chambers alternately applauded and laughed as each new council member signed the papers.

Minister of Community Services pronounced this “a happy day for all of us, especially me” as he began his address to the new council.

He praised everyone who had run for office and offered the best wishes of the Yukon government to those who were elected.

“Each of you has an individual strength and hopefully you can work together and cooperate and develop a relationship with yourselves and the Yukon government and we can work together to smooth over the future and improve the situation for Dawson.”

There was some banter between Steins and Hart, who noted that the former had been “a little vocal” in his comments about the government’s handling of Dawson affairs since April 2003.

“Oh, you noticed,” Steins, the host of the cityofdawson.com discussion forum, shot back. Hart continued, “I appreciate that you’ve stepped up to the plate when the call for leadership was put out. I have no doubt that you will bring that same energy to the new mayor’s office.

“The elected councillors,” Hart continued, “represent a good cross section of the community and I trust that the.... concerns and views of all the community will be represented.”

Hart extended his thanks to the two trustees, Ray Hayes (who was present) and Leo Chasse, for their work on behalf of the town and the government. He also thanked the current members of the advisory committee - Bill Bowie, John Wierda, Corrine Gaudet, Helmut Schoener and Frank Narozny - and presented each with a special Yukon pen as a memento.

“I believe that the advisory committee was an important element to assist these two gentlemen in getting the job done while we (the government) were working on the new financial plan for the City of Dawson.”

He also made special mention of acting city manager David Skidd who served during the first six months, and for Paul Moore, who took over the job just over a year ago.

“Looking forward,” Hart said, “I want to assure you that we support local government. We believe in and support Dawson’s desire for locally elected representatives and we want this town to succeed at every level possible. Our government will do everything we can to insure that it happens.”

Among the challenges facing the town, Hart said, remain the need for tight and effective budgeting as well as a process to heal the rifts that personality politics have created here. YTG has already identified \$1.5 million in special infrastructure funding for the town. Part of the purpose of this visit was to have YTG staff consult with Dawson’s staff on how best to spend that money.

Hart indicated that YTG had approved some funding for minor renovations on the Art and Margaret Fry Recreation Centre if the new council wishes to proceed with that.

Later this week, YTG lawyers will stand with Dawson's before Judge Heino Lilles to explain what progress has been made in meeting his December 2008 deadline for a solution to the secondary sewage treatment issue.

"We will be taking the lead on the sewage project and we will continue to work towards an affordable and sustainable solution on that long standing issue."

Hart then presented Mayor Steins with a key to the city, a symbol of the "trust, freedom, and responsibility."

Mayor Steins took the podium to reply to the minister.

"Thanks for coming up for this momentous occasion. I'm feeling like Dawson City is embarking on a whole new era. As everyone obviously knows the past two years have been very, very difficult and ... there's one of us, at least, who has made quite a bit of noise about that. I won't say who.

"I'm looking at the council here and I'm just absolutely thrilled with the way our citizens selected during the elections. I think we have a great talent pool that will move this town forward."

Steins felt that the issues of the past could comfortably stay in the past, except for lessons which might be learned from them.

"I think I can speak for council when I say that we're looking forward to working with Minister Hart, his department, and other parts of the government.

"I think our main goal here is going to be to heal any rifts in town and move our town forward and advance our issues and our interests."

Steins thanked the government for both the election and the financial package as well as taking over the burden of the sewage issue.

"I think Dawson is headed for a great time. I think the next three years are going to be very exciting."

In an ironic touch, as the ceremony came to an end, Minister Hart received a gift from the new mayor. Unbeknownst to either of them, the contents of the gift wrapped box turned out to be a matched set of beer glasses, often known as steins. None of the staff who purchased and wrapped the mugs would admit to having realized the joke.



• Members of the Trustee's Advisory committee look on as their role comes to an end. Left to right are Bill Bowie, John Wierda, Corrine Gaudet, Helmut Schoener and Frank Narozny.



• The newly elected Dawson City council takes its place at the table.



• In a crowded council chamber the new council members wait to be sworn in. Front row, left to right, are Ed Kormendy, Adam Morrison, Diana Andrews, Ashley and John Steins.



• Ray Hayes smiles as he watches events unfold. It seems likely that his refusal to accept yet another extension to his term as trustee was one of the deciding factors in causing the

government to act on the Dawson file as soon as it did.



This photo was taken in Whitehorse in around 1951 or so. My grandfather is the first man on his knee left side. His name was **Basil Ristau**. He was in the Canadian Army in Whitehorse to help with the highway project. We have no other info so maybe there are some people that can give more information on this photo.

Mike Paolera [mpaolera@telus.net](mailto:mpaolera@telus.net) (In Osoyoos)



**One of the original White Pass Containers –**  
displayed in front of the Pan Pacific Hotel, Vancouver, on November 24<sup>th</sup>, 2005.  
Standing in front – l to r – George Adams, Chairman, Port of Vancouver, John Geisbrecht, one of the first Seaman who served on M.V. ‘Clifford J. Rogers’. Capt.

Gordon Houston, President and CEO, Port of Vancouver, Dick Sladden, Retired White Pass Ocean Division Manager.

Photo courtesy Dick Sladden [dsladden@telus.net](mailto:dsladden@telus.net) (In Vancouver)

## **INTERMODAL ‘CONTAINER TRANSPORTATION’**

On November 24<sup>th</sup>, 2005, the Port of Vancouver celebrated ‘50 years of Containers’. The era of Intermodal Transportation of Containers commenced in Vancouver on November 26<sup>th</sup>, 1955 with the sailing for Skagway, Alaska of the White Pass ship M.V. ‘Clifford J. Rogers’. The ‘Rogers’ was the first container ship built in the world and she was the ocean leg of the intermodal container system designed by the White Pass and Yukon Route. The system was designed around a container which was 8’ x 8’ x 7’ which was a size deemed suitable for the needs of the Yukon. The White Pass rail division renovated their rail cars to fit the containers and the highway division did likewise with some of their trucks. Little did the White Pass realize at that time that they were sowing the first seed of the worldwide intermodal container system that we see today.

On the first voyage the ship was loaded with 165 containers of freight destined for the Yukon – some of these containers were loaded and sealed by the Shipper and were delivered in Whitehorse to the Consignee still under seal – this started the concept of door to door delivery.

To celebrate the occasion, the Vancouver Board of Trade had a luncheon at the Pan Pacific Hotel at which Capt. Gordon Houston, President and CEO of the Port of Vancouver was the Guest Speaker. He paid tribute to the White Pass for their contribution, to what has become a worldwide system, built around a 20’x 8’ x 8’ container. At the front of the Pan Pacific Hotel was displayed one of the original White Pass containers – this container was donated by the White Pass to the Vancouver Maritime Museum. Inside the container there was a display of photographs showing various views of the ship and its container handling. The Vancouver Maritime Museum did a great job of setting up the display. In addition the Port Authority had displays of the ‘Clifford J. Rogers’ at their Head Office, together with photos showing the way the industry has progressed over the last 50 years.

At the luncheon the Port Authority arranged a special table for their guests who were Dorothy Graham and her husband Doug (Dorothy is a niece of Mr. Clifford J. Rogers), Graham Best (Dorothy’s Grandson), John Giesbrecht (one of the first seamen to sail on the Rogers) and Dick Sladden (Retired Ocean Division Manager of the White Pass). Also at the table were various Port employees who had arranged the celebrations.

For those who were not around in the 1950’s – Mr. Clifford J. Rogers who the ship is named for, was the much respected President of the White Pass – he joined the company in Dawson City in 1904 and died in Seattle at age 90 in 1978.

Submitted by Dick Sladden – June 23<sup>rd</sup>. 2006. [dsladden@telus.net](mailto:dsladden@telus.net) (In Vancouver)

## VANNERS IN GRANDE PRAIRIE TOO

Interesting reading about the VAN girls. They used to stop at our little Anglican church about 50 km west of Grande Prairie and we would have a week of Sunday school. It was great we were amazed at their van with beds etc. Everyone invited them for supper and it was a real occasion every summer We never thought about where they were going.

Enjoyed reading about it. Thought we would get to the picnic but I'm working.

Look forward to meeting you sometime.

Mary Ellen MacGregor [mmac1952@telus.net](mailto:mmac1952@telus.net) (In Vernon)

## KOEPKE OR KEOBKE

*Each time I type these names I should check the list for the correct spelling. When saying that we saw Shirley and Neil 'Bucky' Keobke this trip I booped and used a 'p' instead of a 'b'. Sorry about that Shirl and Bucky. As for Neil vs Bucky, Shirley always refers to him as Bucks, so Bucky is all I have ever called him.*

*Then had we also seen Tim & Jan Koepke and not just their cabin next to Don & Penny Sipple's I would have had to reverse the eo to oe and the 'b' to 'p'.*

*Well at least the error got a story out of Henry. – Sherron*

Hi Sherron, I was just reading the special on the Commissioner's tea [covering e-mail] and spotted an error. Bucky Keobke: Actually the name Neil as a given name would be correct, and when we were together with NCPC I always addressed him as Neil. I have known the family since 1936 when Neil Sr. came to Mayo in charge of the YTG road crew. It was he that had the job of cleaning up the mess left by the 1936 flood at Mayo. The river had cut beside the fire hall, leaving a ditch across First Avenue, and you would have seen a photo of the fire hall tumbled into it. The T&D warehouses west of the fire tower were floated away, creating an open space. It is surprising that the hose drying tower remained upright. Up to that point, Jim McNeil of Dawson had been taking care of YTG Mayo from Dawson. Neil Keobke had a massive job to do, and YTG bought two 2-ton dump trucks that year and a 1/2 ton pickup for the road work.

There were Neil Keobke of Mayo, Slim Keobke of Whitehorse, Tim Koepke who was a surveyor up there during the 15 years you were up there, and Al Kapy who put together the helicopters and fixed wing aircraft flying out of Whitehorse. So strange that Al never learned to fly, just keep them flying.

Now, we get to the Bucky part of Neil Jr. I guess there was too much confusion with two Neil's in the family, and as Daisy, Neil Jr.'s mom's surname was Buckway, that is where the Bucky came from. Daisy was a fantastic lady to know and meet, and so was Neil Sr. My goodness, only one small error and it near comes back as a near story. Cheers,

Henry Breaden [hjbreaden@shaw.ca](mailto:hjbreaden@shaw.ca) (In Nanaimo)

## **Yukon – Canada’s True North**



We found the statement on the tourist signs “**Yukon, Canada’s True North**” warm and thought of Canada’s National Anthem.

Photo courtesy Bill Jones [ve7yi@shaw.ca](mailto:ve7yi@shaw.ca) (In Vernon)

In Dawson we saw a new statement, recently introduced; which is puzzling in its meaning - “**Larger Than Life**”, set in a lime green oval background with a yellow (? A Sunshine ?) above the words. It definitely didn’t conjure up warm feelings; the phrase seems a little reminiscent of content of many lude or rude unwanted spammed e-mails. If you Google the term you get **232 million** hits. Its use includes a movie by the name and a song by the name. Anyone have any idea what this phrase means to Yukon?

– Sherron Jones [sherronjones@shaw.ca](mailto:sherronjones@shaw.ca) (In Vernon)

*I sent the above photo and message to Jackie Pierce at the Whitehorse Star to see if she thought I might be shot for **voicing my concern** on this topic. – Sherron*

Your photo says it all. Why on earth Tourism had "Canada's True North" changed to the much over used phrase "Larger than Life" in the first place is beyond comprehension. Not

only that but Tourism paid dearly (\$200,000) to an advertising agency in Calgary to think it up.

If you go to Google, type in "Larger Than Life" - thousands of topics come up. And you're right about the spam, would you open an e-mail with that subject line? "Land of the Midnight Sun" or "Home of the Klondike" was very descriptive for the Yukon too but in my opinion, "Canada's True North" is the best.

I don't think anyone will shoot you for your opinion and photo on this subject. I bet most Yukoners are all of one mind on this.

Jackie Pierce (In Whitehorse)

*During our evening at the Commissioners' Ball in Dawson June 10<sup>th</sup>, we had the pleasure of sitting with the Deputy Minister of Tourism & Culture Sally Sheppard, and her husband Peter. Sally has been in Yukon for 2 1/2 years and was formerly in charge of communication for the province of Ontario.*

*If you would like to voice your thoughts about changing Yukon's 'Brand', the phrase itself or about having people in Calgary do the job, you could contact Sally at [Sally.Sheppard@gov.yk.ca](mailto:Sally.Sheppard@gov.yk.ca) or the Minister [Elaine.Taylor@gov.yk.ca](mailto:Elaine.Taylor@gov.yk.ca) (substitute @ for \*) or at the address or phone numbers below.*

*Have also forwarded this material to Sally Sheppard who said she would have the Director of Tourism explain the 'Brand' to me. – Sherron*



**MINISTER'S OFFICE - Tourism & Culture**

Yukon Government Administration Building

Fax: 393-6252

A-4

Minister

TAYLOR Elaine

667-8641

**DEPUTY MINISTER'S OFFICE - Tourism & Culture Centre**

Tourism & Culture Centre 2nd Floor - 100 Hanson Street Y1A 6C2

Fax: 667-8844

L-1

Deputy Minister

SHEPPARD Sally

667-5

*After consulting the Deputy Minister with the material above she asked the Director of Tourism Pierre Germaine to contact me with an explanation.*

*I first found online a press release that had been issued last April to announce the Branding program.*

<http://www.gov.yk.ca/news/2005/05-185.html>

FOR RELEASE #05-185

July 8, 2005

**YUKON TOURISM BRAND STRATEGY BEING DEVELOPED**

*Moge has since found another press release online*

<http://www.gov.yk.ca/news/2006/06-088.html>

FOR RELEASE #06-088

April 19, 2006

**YUKON TOURISM BRAND LARGER THAN LIFE**

*While Tourism Director Pierre Germaine has the following messages of explanation. Thank you very much Pierre for explaining the process.*

Hi Sherron.

My name is Pierre Germain and I am the Director of Tourism for the Yukon Government. I was asked by my Deputy to contact you regarding our new Yukon Tourism brand and associated tagline "Larger than Life". I would be more than happy to share with you the process we followed in developing our new brand and the extensive research we conducted with both Yukoners, past visitors and prospective visitors. As part of that process, we also tested the tagline "Larger than Life" and it tested very positive with over 86% of those surveyed (sample of 1713 prospective visitors) saying the tagline resonated positively with them.

I can be reached at (867) 667-3087 and would be more than happy to set up a time at your convenience to walk through with you all that we have. We also have a website ([www.yukontourismbrand.com](http://www.yukontourismbrand.com)) that contains alot of information on the process that lead to the development of the brand.

I look forward to your call.

Cheers.

PG

Hello Pierre

Thank you very much for enlightening us to the process used and to the brand web site itself.

After reviewing the web site information and the details in your e-mail, it seems to me that the process may not have put as much effort into seeing how Yukoners felt about the image as you did potential visitors. I know your focus is visitors but they do not have the same investment in their reply to the question as Yukoners do.

Just for your information, I did live in Yukon from 1968 - 1983. Also, I have been preparing a weekly newsletter for Yukoners for the past 3 and half years. The newsletter is information shared with the group by Yukoners past and present who have joined us. (about 600 at present). The original intention when forming the group was that I would simply act as a repository of e-mail addresses in order to provide an opportunity

for former Yukoners to re-connect. That evolved almost immediately into including those who remained in Yukon and into a newsletter when I starting asking if I could share the information they were sending to me. The information was recognized as worthy of Yukon Archives and has been archived since the beginning.

I do not normally initiate material but simply compile that which is sent to me. It was only because I was called to Yukon by the Commissioner to accept a Commissioners Award that I was exposed to the material I sent to Sally Sheppard.

It is surprising to me that this group of 600 Yukoners, past and present either did not hear of your process or draw it to the attention of this group. Since more than one of us has now become aware of it and have some thoughts and opinions to share we will do so. Please do not consider this a campaign against your brand, but as awareness by this group and as encouragement to have Yukoners voice their thoughts. Pro or Con.

I can't help but think that the site you have about the Brand could easily have substituted the words you already had in place which have ever so much more uniqueness and heartfelt meaning. ie Yukon - Canada's True North. It truly touched my heart when I read the sign.

Then you could have expounded on the patriotism aspect as well as used other words from our National Anthem that the phrase evokes like *Strong and Free*.

While I have your ear I would like to add that it also seems like Yukon is doing much of its business outside the Yukon for example in the award of this contract to a Calgary firm. Yukon does have talented people past and present and I met one of those on Sunday; Lynn Lambert. Lynn designed the Yukon Flag in a competition which was held among Yukon people.

Thank you once again for your reply.  
Sherron Jones (In Vernon BC)

Hello Sharron.

Thanks for your prompt reply and review of the branding website.

I can appreciate and understand your fondness of "Canada's True North". During our research we heard from some Yukoners who were in favour of it and many who challenged its authenticity in comparison to the "True North" aspect of the Northwest Territories. We also heard from individuals who still liked "The Magic and the Mystery" which was discontinued as a tagline back in 2000. In the end though, after almost 6 months of research with input from approx. 4700 people, including over 660 Yukoners through on line surveys, computer kiosks and in depth interviews, the Yukon attributes of scenic beauty, natural phenomena (midnight sun and northern lights) and vast wide open pristine wilderness were best represented by the tagline "Larger than Life".

The Yukon truly is a land that is "Larger than Life". The Yukon speaks to the five key assets that Yukoners and past visitors have said sets us apart from all others. They are:

- **Our Geography** - The Yukon is a large place. There are fifteen square kilometers for every man woman and child living here. Yukon is home to Canada's Mt. Logan and the largest non-polar icefield in the world on Kluane national Park. The Yukon is also home to some of North America's greatest rivers like the Yukon, Tatshenshini, Alsek, Peel, wind and the Bonnet Plume.
- **Our Wildlife** - The Yukon is home to the largest porcupine caribou herd in North America and has the greatest concentration of grizzly bears in North America in Kluane National Park. We are also home to an abundance of moose fish and birds that would rival any jurisdiction in North America.
- **First Nations** - The Yukon is home to 14 separate and distinct First Nations who believe they were placed here by the creator to be stewards of the land. Their spiritual link to the land is steeped in tradition that lives today.
- **Our History** - Over 10,000 years ago, the Yukon was connected to Asia through the Beringia land bridge. We were in fact the gateway to North America for civilization as we know it today. As recently as the last century, the Yukon was home to arguably the greatest Golf Rush the world has ever known in the Klondike. The challenges faced in building the Alaska Highway marvel engineers today.
- **Our People** - Our greatest asset. The people of the Yukon and the characters who have defined it are immortalized in the writing so f such world renown authors as Robert W. Service, Jack London and as recently as Pierre Berton.

As I am sure you can agree, whether speaking about our geography, wildlife, First nations, history or our people, the Yukon is a place that offers everyone an experience that is *Larger than Life*.

Regarding the awarding of the contract to a Calgary firm, you should be aware that the Request for Purchase for the development of the brand was publicly tendered. Zero Gravity, a Calgary based advertising agency, in partnership with Cameron Strategy (a research firm from Calgary), Aasman Design (an advertising agency from Whitehorse), Data Path Systems (a research firm of Whitehorse) and Pawlovich and Associated (a consultant from Whitehorse) were selected by an advisory committee made up of Yukon businesses. I agree that Yukoners are bright and talented and for that reason, the three Yukon firms involved in the development of the brand contributed greatly to the success and accuracy of the project and ensured benefit to the Yukon's economy.

Cheers.

Pierre Germaine Pierre.Germain@gov.yk.ca (In Whitehorse)

I am fine with you sharing my message with the group. Also, please encourage them to give me a call to speak about it in person if you wish. If you have any questions, please don't hesitate to call me at (867) 667-3087.

Cheers.

PG

## YUKON SIGNS

Many outstanding people have come out of Yukon, Martha Louise and George Black, along with the Berton family and many others. Just go into the history of Joe Boyle during WW1 and the part he played in world history. You have to have lived in Yukon to appreciate what it really means, and especially during the days of the steamboats and

overland trail. There are still some around from those days, and I am sure that many of them could come up with a better sign head. I like the blue colour and present setting, but to replace it with something that is unpleasant and says nothing I find distasteful.

My choice would be the present sign as the True North Strong and Free that it depicts, or The True Klondike. But please, not something without meaning.

My Father told me a long time ago, "If something is working well, don't try to fix it." He was brought into the Territory from Vancouver in 1899 at the age of 2 years, and except for WW1, Yukon was his home till his retirement. I think this applies to the present signs that we are discussing. Is there any change needed? I don't think so as Sherron conveyed that it gave her a warm feeling to see "Yukon *Canada's True North*" at the top of the sign.

Henry Breaden [hjbreaden@shaw.ca](mailto:hjbreaden@shaw.ca) (In Yukon 1927-84) (In Nanaimo)

## **LARGER THAN LIFE**

The territories is way bigger than the Yukon so there goes size out the window. The Mackenzie and Nahanni make any of the Yukon rivers look like creeks. The NT has just as many natives as the Yukon including Inuit. The caribou cover the territories as well as the Yukon. Polar bears make grizzlies look small. Hello where is larger here sounds like they're blowing a horn that doesn't belong to them. So let's get with the character of the Yukon.

660 Yukoners polled verses 4700 other people that don't really have a clue how to use an outhouse. Dawson City has Outhouse races each year.

As far as history - the first white man there was Russians in 1740. The first white man to the territories, in 1715 William Stewart arrived for the Hudson's Bay Company. Robert Campbell in the Yukon with Hudson's Bay Company arrived in 1840. Territories beats our history also.

Samuel Hearn was in what is Yellowknife 1771, long before Campbell came to Yukon in 1840.

The greatest gold rush was in California in 1849. The last gold rush was The Yukon 1896.

Why wouldn't they put something like that out as a contest, or poll the people of the Yukon for their ideas. Larger than life just does nothing for the Yukon.

The statement Larger than Life is commonly used as a remark made to define something that was thought missing.

I.e. 'I thought I 'd lost my rabbit for good but there he was *Larger than Life.*'

Is this the concept we want people to think of the Yukon???

Like my Dad a long time Yukoner said, if it works leave it alone.

Mogey Mogenson [elgolfo\\*shaw.ca](mailto:elgolfo*shaw.ca) (In Yukon 1962-93) (In Cranbrook)

## **YUKON 'BRAND'**

Sherron, I'd like to voice my opinion on the proposed Brand for the Yukon.

As you know I subscribe (online) to the Whitehorse Star. Over the last several months there have been numerous discussions in the paper regarding this new slogan. Some comments are for the new slogan and others, like Klondike MLA, Peter Jenkins, definitely against it. I personally dislike it and feel we should stay with "Home of the Klondike" or "Canada's True North".

While visiting Yukon residents from May 31 to June 14 this year, one of the discussions we had did include this very subject. Everyone I talked to about it was in agreement that it is a slogan not suitable to the Yukon and should be discarded. However, that being said, they also indicated it would be something that would grow on Yukoners and tourists' will eventually accept. In my personal opinion I don't agree as I saw what happened in Edmonton with their "Klondike Days". I recall as a young adult when Edmonton adopted their new slogan for their Exhibition Days. As a former Yukoner I was outraged and wrote a letter to the Edmonton Journal indicating my disapproval. After my letter was printed several more disgruntled readers wrote into the paper in agreement with my concern. As you know, the City of Edmonton stuck with this slogan and just recently replaced it with "Capital X". More letters of disapproval came in with that one and numerous Edmontonians wanted to stick with "Klondike Days" because it said something, unlike "Capital X" that says nothing. Over the years every time "Klondike Days" were celebrated in July comments from local residents and tourists alike came in stating Alberta was NOT the home of the Klondike and why "steal" the slogan from where it belongs? People worldwide associate "Klondike" with the Yukon so why change it for something that we have to "learn" to associate with the Yukon. The "Klondike" is the Yukon along with "Canada's North" which was learned and accepted over time.

I understand the key assets that brought about this name proposal:

Geography: Yes, the Yukon is a large place in that context. At least larger than Britain and certainly larger than some countries but there are places larger than the Yukon so the slogan, "Larger Than Life" doesn't really apply here.

Wildlife: One can say the largest porcupine caribou herd in North America and use whatever verbiage you want such as *greatest concentration* of grizzly bears, *abundance* of moose, fish and birds but those words can also be used to describe the caribou herd. Besides, once the pipeline goes in the word *largest* will probably not be applicable anymore.

First Nations: The First Nations spiritual link is not questioned here but to be honest, it's a fact that the Russians were the first over the Beringia when the bridge was still connected.

Our History: Yes, the Yukon is steeped in history but it is mostly known because of the Gold Rush, not because of the Beringia land bridge or its civilization or the building of the Alaska Highway. The Yukon is known for the Klondike and the Gold Rush of 1898. "Larger than Life" does not apply here at all.

Our People: One of the Yukon's greatest assets is its people for without the likes of Robert Service and Jack London who brought forward the history of this great land most of the history would probably not have ever been known. The current elders are getting up in years and we are quickly losing what has made the Yukon so very special. "Larger Than Life", again, does not apply here.

Lets not forget the expression, "Land of the Midnight Sun". This saying conjures up endless day of sunshine during the Yukon's spring and summer months. So much to see and do that there is no way than one can do it all. They must come back, year after year to experience it all. "Larger than Life"? No, we have one life to live and it's neither large nor small, it's just 'life'.

The Yukon needs people who have its best interest at heart and obviously the persons involved with this project do not. The persons who know what is best for the Yukon are it's long time residents and to those who, even though no longer live there, love this mighty land and would never jeopardize it's uniqueness. If "Larger Than Life" was the proper slogan then why does it rub people the wrong way? If I was careful and chose the right people to respond to a survey I could also tip the scales in my favor so they would respond the way I wanted them to. I think that is what happened in choosing, "Larger Than Life".

We need to speak up with how we feel about not only contracting this project out to an outsider, in this case, Calgary, but also this proposed slogan. Just because we no longer LIVE in the Yukon does not take away the fact that we CARE about the Yukon and the direction it is going.

To the powers-that-be, please do not change what we know the Yukon as: "***Land of the Midnight Sun***", "***Canada's True North***" and more importantly, "***Home of the Klondike***". We have enough slogans that work just fine. It is who we are and we want to stay that way. The Yukon means so much to us and we wish to stay as a Yukoner, not an

Outsider. There have been enough changes from non-Yukoner's that I am not in agreement with so please, leave our slogans as they are.

Donna Clayson [ytdogteam\\*telus.net](mailto:ytdogteam@telus.net) (In Ardrossan, AB)

### **STERNWHEELER FOOTAGE – NEED HELP !!!**

I have purchased off e-bay a 20 minute 16mm film on the Sternwheelers on the Yukon River. I am looking for someone to transfer the film onto VHS or the like. If anyone is interested I could then make copies for the cost of the tape. Can anyone help me? - Donna Clayson ([ytdogteam@telus.net](mailto:ytdogteam@telus.net)) (In Ardrossan AB)

### **OK PICNIC PHOTOS**

The pictures were very interesting! I would never have recognized a number of the people I knew during their time up here. I just can't figure out how come everyone is getting older except for me??? The enclosed picture of Lee and I was taken at our Steve's (son) wedding a year ago.



Lee & Stan Marinoske

Stan Marinoske [smarinoske\\*klondiker.com](mailto:smarinoske@klondiker.com) (In Whitehorse)

### **MESSAGE FROM MYRNA BUTTERWORTH IN DAWSON**

Sherron, great pictures, good to see Ethol Colbourne; she was also an artist as well as Hairdresser. She was a friend of our family. Also good to see Donna Lambert; haven't seen her since she left Dawson.

Sorry I didn't get a chance to spend more time talking to you and Bill.

A group of our local seniors went down to Eagle Alaska on the Yukon Queen on Sunday; it was a great trip, the weather was sunny on the way down but quite stormy on the way back. There were 29 of us, we got a really good rate, and the crew and staff were really great.

I don't know where our summer went June is over and the days are going to get shorter everyday.

Must go, take care Myrna Butterworth [myrnab\\*northwestel.net](mailto:myrnab*northwestel.net) (In Dawson)

*I commented to Myrna that I had just learned Barry Ravenhill had lived in Dawson too.-S*

I do remember Barry I think he was at our last school reunion in 1997. His sister Ann and I went to school together for a few grades. Alice Ravenhill and Chuck stood up for my parents when they got married. That was a long time ago. – Myrna

## **MESSAGE FROM SHEILA BECKER IN PENTICTON**

Hi Sherron: The pictures of the Okanagan Yukoners Picnic held June 25th were very good and it was very disappointing to Norman and myself (Sheila) Becker to have missed it.

On June 23rd I had an accident when I fell and fractured my left foot and also broke my right ankle. I really did a job on the ankle so will be held up in cast for the summer. It was so great to have the pictures of everyone who attended the picnic and will look forward to the pictures from the August 17th picnic.

Congratulations to Henry on his recovery and wish him all the best.

Thanks for your weekly Moc Tel and enjoy everyone I receive. You do a fantastic job putting these together and send congratulations on your Award at the Commissioner's Tea in Dawson. It's a compliment to ALL Yukoners that we can make such "good read".

Many thanks,  
Sheila Becker [snbecker\\*shaw.ca](mailto:snbecker*shaw.ca) (In Penticton)

## **OKANAGAN PICNIC PHOTOS**

I would dearly love to come to that Yukoners "do". There are still a lot of people we know and have not seen for a very long time. Thought for sure Ruby and Ted would be coming this way this summer. They both look great. Maybe one of these years we will make it, but always seems some occasion is happening in the family- new great grandchildren or birthdays that must be celebrated!!

Thanks again for the memories. Talk to you soon.

Shirley Keobke [mistyonmarsh\\*northwestel.net](mailto:mistyonmarsh*northwestel.net) (At Marsh Lake)

## MESSAGE FROM ROY & ELLEN EBY

We're enjoying the Moccasin Telegraph very much.

I taught school in Lower Post in 1954 – 55, & Watson Lake (Wye) 1955 – 56 under my maiden name Ellen Haugland.

My husband Roy worked at the Watson Lake Airport 1950 – 56.

I remember the “Brownies” very well and so many other names that appear. We were married in Watson Lake in ‘56’ and stayed in the north. We’ve resided in Whitehorse since 1969.

Roy & Ellen Eby [elneby@klondiker.com](mailto:elneby@klondiker.com) (In Whitehorse)

## MOSQUITO REMEDY

Pass this on to anyone who likes sitting out in the evening or when they're having a cookout. So you don't like those pesky mosquitoes, especially now that they have the potential to carry the West-Nile Virus? Here's a tip that was given at a recent gardening forum:

Put some water in a WHITE dinner plate and add a couple of drops of "Lemon Fresh Joy Dish Detergent". Set the dish on your porch, patio, or other outdoor area. I'm not sure what attracts them, the lemon smell, the white plate color, or what, but mosquitoes flock to it, and drop dead shortly after drinking the Lemon Fresh Joy/water mixture, and usually within 10 feet of the plate.

Check this out --- it works just super!!! And pass it along to your mailing list...

Rusty Reid [rustyreid@northwestel.net](mailto:rustyreid@northwestel.net) (In Whitehorse)

*Sorry can't check this out in our area; mosquitos are not a problem here. But have heard this remedy is also used to keep wasps away from the dinner table if you are eating outside. Wasps we do get and they head for the meat first. – Sherron*

## MEMORIES OF CARCROSS

Joyce Yardley has submitted some memories of her days in Carcross and ideally I would like to get a similar submission from more of you who lived in Carcross at one time or other. Joyce has written about the early 1940's to mid 1950's.

I am not looking to intersperse any material but just supply a special edition with as many

memories of life in Carcross as I can get from you. So if you only have one, fine. If you lived there for some or many years that is good too.

To give you an idea what would be nice to hear is - when you lived there, where you lived, what family members were added while you lived there. Who your friends and neighbours were. Where you went to school or church. Who operated what business. So younger folks, that means your memories too.

Sherron [sherronjones@shaw.ca](mailto:sherronjones@shaw.ca)

## ANOTHER MOCTEL CONNECTION

Just phoned Marc Steinbach in Kelowna, to confirm that he is the son of Rudolf and Anneliese Steinbach. Anne Domes first met them when she first came to Yukon. - Sherron

## ARTISTIC TALENT



"Comox Lake Condo" Comox Valley, V.I  
By Norm Paulson [backrdhaven@shaw.ca](mailto:backrdhaven@shaw.ca) (In Courtenay)

## OBIT

**Christine Mary Schink, born August 10, 1955 in Dawson City, Yukon Terr.** to Ernest and Kathleen Schink. Christine passed away peacefully Wednesday, June 21 with her beloved sister Maureen and brother-in-law Vern Buchholz by her side. Christine faced many challenges throughout her life with determination and enthusiasm. She had a joy for living which was an inspiration to all who knew her. She will be greatly missed by Maureen and Vern, brother Allen Schink (Sheila), as well as nieces Leah and Erin, and nephews Christopher, Sean, and Adam. She was especially fond of her grand-niece Grace

Buchholz. Christine also held a very special place in the hearts of the tenants and staff of False Creek Residence. A celebration of Christine's life will be held Sunday, June 25 at 11am at False Creek Residence, 1167 Forge Walk, Vancouver. In lieu of flowers, please make a donation to a cause of your choice. Published in the Vancouver Sun on 6/24/2006.

**BERG, Mary Louise Mary** was born September 17, 1918 in Strongfield, Saskatchewan and died June 23, 2006 in Victoria, BC. She was predeceased by her husband, Enok Berg; three brothers: David, Larry and Arthur Finnerty. Mary is survived by two brothers: John (Dorothy) and Edwin Finnerty, four children: Eleanor Reimer (Jeffrey), Leonard Berg (Paulette), Lynn Bruvold (Alan), Jeanette Olson (Larry), eleven grandchildren and nine great-grandchildren. Mary taught school for forty-two years touching the lives of many students. In Saskatchewan she taught in Coterie, Mudie Lake and Pierceland. **In 1967 she moved to the Yukon and taught in Carcross and Teslin until her retirement in 1983.** She considered students more important than policy. She found innovative ways to capture imagination and engage young minds in an enriched curriculum. Mother, Grandmother, Great-Grandmother, Mary loved and cared for the interests of her family until the end. In her journal which she kept until a month before her death, she spoke lovingly of her family, recording the daily events of children and grandchildren. We, her family, surrender her with thanksgiving. She will be dearly missed. A celebration of her life will be held at 10:00 AM on Wednesday, June 28, 2006 at First Memorial Funeral Services, 4725 Falaise Drive. Burial will immediately follow at Royal Oak Burial Park. A reception will take place at First Memorial after the interment. 262693

Published in the Victoria Times-Colonist on 6/27/2006.

## QUOTE OF THE WEEK

*The highway of life is full of flat squirrels that couldn't make up their minds.*

## RECIPE OF THE WEEK

*The following recipe from a recipe book mailed in by Dave Perchie. It had belonged to his mother. The book was compiled by O.E.S. Yukon Chapter No. 1 and Whitehorse Chapter No. 2. – Sherron*

### Toasted Snow Squares

One envelope of Knox's gelatine soaked in 4 teaspoons of cold water, add 1 cup boiling water and stir until dissolved. Add 2/3 cup sugar and dissolve. Let cool slightly. Add 3

unbeaten egg whites, ¼ teaspoon salt, 1 teaspoon vanilla. Beat with egg beater until thick like cream. Turn into pan 9x9x2 inches and let set.

Sauce:

Beat yolks of 3 eggs until thick and lemon colored, gradually add 1/3 cup sugar, continuing to beat add 1/3 cup melted butter, 1 teaspoon of lemon rind and 2 teaspoons lemon juice. Blend well and fold in 1/3 cup whipped cream. Chill.

Cut gelatine mixture into squares and roll each one in rolled graham cracker crumbs.

Serve with sauce.

Mrs. Pat Callison  
Dawson, Y.T.

## **DATES TO REMEMBER**

Island Yukoners Picnic Aug 12<sup>th</sup> at St Mary's Hall in Nanoose Bay.  
For further information contact Blanche & Gus Barrett at [sourdoughs2@shaw.ca](mailto:sourdoughs2@shaw.ca)

## **SIGN UP TO RECEIVE THE MOCCASIN TELEGRAPH**

If you have received this copy of the Moccasin Telegraph from a friend and wish to sign up to receive future editions yourself, the criteria is that you **are or were a Yukoner**. The goal of this project is to provide an opportunity for folks to reconnect.

– Sherron Jones [sherronjones@shaw.ca](mailto:sherronjones@shaw.ca)

## **CONTACT INFORMATION**

**Moccasin Telegraph**  
c/o Sherron Jones  
9205 Orchard Ridge Drive  
Vernon, BC V1B 1V8  
(250) 549-2736 (phone or fax)