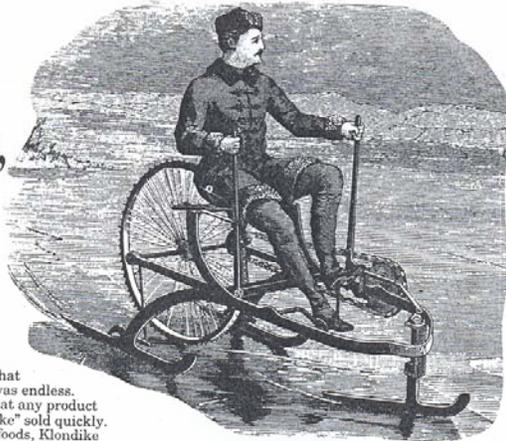


AGE 10

INNOVATIONS & INVENTIONS

New challenges called for new thinking in Seattle during the Gold Rush. Although hucksters made money preying on the adventurers, many improvements came with the race north.

THINGS THAT WORKED, THINGS THAT DIDN'T



The list of potential supplies that could be used in the Yukon was endless. Outfitters soon discovered that any product bearing the magical word "Klondike" sold quickly. Here were Klondike evaporated foods, Klondike beer, Klondike clothes, Klondike stoves and even special Klondike medicine kits.

The general feeling that gullible stampedeers could buy anything attracted a wide variety of confidence men and shady operators. They promoted an assortment of useless paraphernalia and get-rich-quick schemes.

The ultimate gimmick was stock being sold in the "Transalaskan Gopher Co." - a firm that planned to train gophers to retrieve gold nuggets underground.

Some are some of the Gold Rush "inventions" that don't live up to their billing:

- bicycles
- steam powered sleds
- automatic gold pans
- one year's supply of food dehydrated to weigh 13 lbs. (one year's supply normally weighs 1,200 lbs.)

- Portable cabins and sawmills
- Slot machines that took nuggets instead of coins
- Boat-sleds
- An X-ray machine that could identify buried gold

But not all the innovations that came out of the Klondike Gold Rush were designed to fool the buyer. There were also many successful improvements and inventions that came out of the drive for gold:

- Improved food canning and drying techniques
- Use of sled dogs by non-native Americans
- Mass media and advertising strategies
- The concept of "outfitting," or simply placing an order with a vendor for all your Klondike needs.
- Improved mining techniques

WHAT WOULD YOU INVENT?

What would you take to live in a tent on frozen ground for a year?

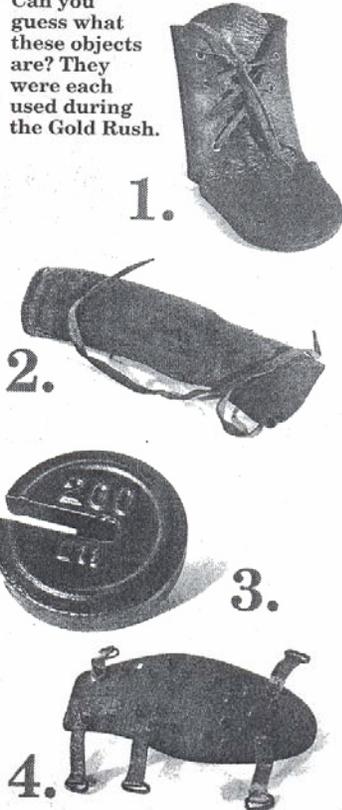
How were stampedeers cheated?

The negative end of outfitting included the substitution of cheaper items for the more expensive models selected (early bait-and-switch techniques).

From the book "The Klondike Fever" comes the story of one mining party: "A party bought 100 lbs. of evaporated eggs from an agent who poured some yellow powder out of the sack and cooked it before their eyes to demonstrate his honesty. It tasted like scrambled eggs. But when the party reached Alaska and opened the sack, they discovered that the salesman, by sleight of hand, had substituted yellow cornmeal."

WHAT IS IT?

Can you guess what these objects are? They were each used during the Gold Rush.



Answers on page 16

SAUL BROMBERGER/P1 photos

NEW TERMS

Drifting

Because the ground was frozen all year around miners would thaw out dirt under their cabins by building fires. During summer they would wash out the prepared dirt.

Can you find the word on these pages?



ESTELLA'S JOURNAL

About midnight we had a very exciting experience. We awoke and heard dreadful cries of "Murder! Murder! Help! Police!" So we rushed to the door and peeked out, but all we could see were hands, arms and feet in a real scramble.

Then we heard three shots. It was a burglar and one of the guests of the hotel, who was now near the stairway. The burglar got away and rushed out of the house.

The police were called, but did not get him. That was the last we saw of him. We did not sleep much more that night. The next day we took our baggage and went over to the other hotel. One morning we climbed a

hill near Skagway. The road was steep, but the flowers, ferns and scenery were beautiful.

When we reached the top, we came to a large reservoir that supplies Skagway's drinking water. Reid Falls and the Skagway River were among our other visits. Twelve days spent in this way soon passed. We did not care very much for Skagway because it was so muddy and windy, but some of the scenery was beautiful.