

The Gold Rush sparked Seattle's imagination.  
The Yukon Territory wasn't the only place to strike it rich.  
Local shopkeepers cashed in, too.

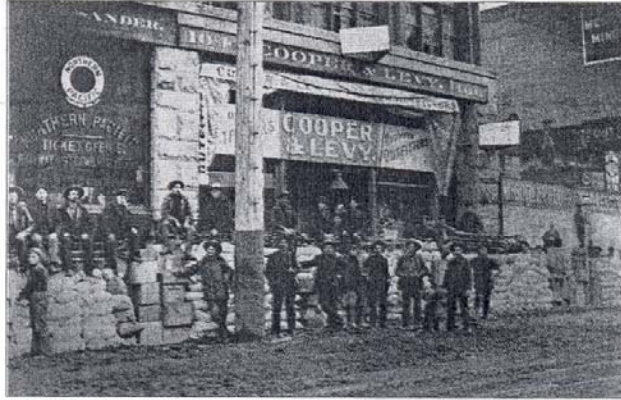
## Shopping for a year's worth of goods

The following food, clothing and other items are common goods packed up for the trek to the Klondike. Notice that these same brand names are still found on grocery shelves today. The next time you go shopping see how many brands you can find. Some of these companies developed new products or packaging techniques specifically for the Klondike. So the Klondike Gold Rush is still affecting you today.

*\*Denotes a business either based in Seattle or founded in Seattle and owning the major portion of its 1890s business to the Klondike Gold Rush.*

### FOODS

Cudahy Canned Meat  
Armour Canned Meat  
Swift's Meats  
Libby, McNeill, Libby  
Canned Goods  
Booth Fisheries  
Knox Gelatin  
Knorr's Dried Soups  
Mission Dried Goods  
Campbell's Soups  
Quaker Flour and Oats  
Grape Nuts  
Wheatena Cream of Wheat  
Farina Cereal  
Ralston Cereal



The demand for supplies was so great that Seattle businesses stacked goods along the street.

Del Monte Flour and Canned Goods  
Schilling's Spices  
Crescent Spices\*  
Eagle Brand Milk  
JJ Colman Mustard  
Stilton Cheese

Nestle Chocolate and milk  
Heinz Pickles and condiments  
Carnation Evaporated Milk\*  
Lea and Perrin's Worcestershire  
Log Cabin Syrup  
Cadbury's Chocolate  
Durkee's Spices

### CLOTHING

Goodyear rubber boots  
Hart, Schaefer, Marx Suits  
Levi Strauss overalls  
Carhart's overalls  
Stetson hats  
C.C. Filson Outerwear\*

### PERSONAL ITEMS

Ivory Soap  
Boraxo Soap  
Cuticura Soap  
Carter's Little Pills  
Doan's Pills

### PUBLICATIONS

Cosmopolitan  
Harper's Bazaar  
Ladies Home Journal  
Saturday Evening Post  
Seattle Post-Intelligencer\*

### OTHER PRODUCTS

Mason Fruit Jars  
Sherwin Williams Paint  
Singer Sewing Machines  
Gillette's Razors  
Vaseline ointment  
Primus Stoves  
Yukon Folding Stoves\*  
Rainier Beer\*  
Lipton Tea  
Chase and Sanborn Coffee

### BUSINESSES/OUTFITTERS

The Bon Marche\* (which also bought out Cooper and Levy, the major outfitter)  
Frederick & Nelson\*  
G.O. Guy\* (bought out by Pay 'N Save)

## A miner's advice to gold hunters

Red Price of Seattle was one of the lucky ones. He came back from the Klondike with several thousands of dollars in gold dust.

He also brought back some advice for those who hadn't yet gone to the gold diggings. He says:

*"I would advise anyone who is going to the mines to go in with plenty of provisions.*

*"There is gold all over, but it cannot be eaten and money or its equivalent cannot always buy food.*

*"Last year there was almost a famine up the river. And in the camps around Dawson City men were living on beans and flour.*

*"When the first steamer got in last spring I saw men buy canned goods and delicacies and sit right down and eat them.*

*"It will cost \$400 or more for a winter's outfit and nobody should take less. I would also advise not starting too late. Those who are going up now will have little if any advantage over the men who will go north in the spring.*

*"A trip up to the mines by river route will take 40 days by the way of Dyea and Skagway with an outfit, and crossing the summit the trip takes two months.*

*"It is a hard matter to find a location within 50 miles of Dawson City, everything has been staked out but not all the tributaries have been prospected yet."*

## Scurvy: Scourge of the north

Despair, starvation, frostbite, scurvy and death. These were too often the rewards of the sourdoughs.

A balanced diet was a problem in the frozen north. Several bottles of lime juice were on every stamper's list because of the vitamin C it provided.

Scurvy, a disease brought on by a lack of fresh fruit and vegetables, caused very grim physical changes. Early symptoms include loss of teeth and hair, thinning blood and fatigue.

Those in the late stages of scurvy became living corpses. One man, who had left the gold fields for a year, said on his return that he "could not recognize the people he had known the year before; they looked like scarecrow figures, with hair hanging like string to the shoulders, faces masked in matted beards, each man scabbed and frostbitten."



### TIPS FOR KLONDIKERS

from tent door as possible.

- Keep your sleeping bag clean. If it becomes inhabited, freeze the inhabitants out.

## GETTING THERE

About 40,000 people who set out for riches northward reached the Klondike gold fields. About 60 percent of those who set out did not make it to the Yukon. What happened to them? They got lost, discouraged, sick, robbed, died or found other ways to get rich along the way. Only half of those who made it even bothered to look for gold. The rest went to work for already successful miners or started their own businesses.

