



**MEN'S CLOTHING STORE, 1898**

During the Yukon Gold Rush many prospectors stopped for supplies at the branch store of Johnson, Kerfoot and Company at 326 West Cordova Street in Vancouver. Close to twenty-five articles and advertisements appeared in the twelve pages of the Vancouver Daily News-Advertiser, all of them aimed at Klondike-bound miners and prospectors, as the fledging city attempted to cash in on the Gold Rush Fever. The Yukon Gold Rush, touched off only the year before by the Seattle Post-Intelligencer's report "of a 'ton of gold' sailing into Seattle's harbour will bring thousands of prospectors and hopefuls through Vancouver, on their way north."

"This is undoubtedly the greatest mining camp the world has ever seen," exclaimed one article published that same week, and referring to Dawson City, "and there will be more gold shipped from here in the next two or three years than has ever been shipped from one camp... If prospects hold out, there is room within a radius of one hundred miles from here for two hundred thousand miners to be employed successfully."

"The rush has begun!" declared another. "There is plenty of gold at the other end. Every advice from there is more encouraging."

Perhaps the most tenuous advertisement appears toward the back of the paper, placed by the Cheeseborough Manufacturing Company.

"No man," it declared, "should start for the Klondyke without taking a supply of Vaseline."



**THE ARRIVAL OF THE SEATTLE NO. 1 AT DAWSON CITY**

Photographed at midnight with Moosehide Slide in the background. The steamship flies the American flag. As men ready themselves to disembark, others on shore gather waiting for the mail and news of home. Discarded tin cans lie strewn along the riverbank, 1898.

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