

# CAMP & TRAIL

*X* Classic Camping Notes



# Treasures From The Attic

## By David Wescott



### Cloche

From *The Forest* Stewart Edward White

*League after league, rising and falling and rising again into ever bluer distance, forest covered, mysterious, other ranges and systems lifted, until at last, far out, nearly at the horizon-height of my eye, flashed again the gleam of water.... Like swamp-fire, it lured the imagination always on and on and on through the secret waterways of the uninhabited North. It was as though I stood on the dividing ridge between the old and the new.*

*I followed down a narrow but well-beaten trail, and so at the end of a half-mile came to the meadow and the post of Cloche. The building itself was accurately of the Hudson Bay type a steep, sloping roof greater in front than behind, a deep recessed veranda, squared logs sheathed with whitewashed boards.*

*Now came the Indians I had seen at the lake to barter for some flour and pork. I was glad of the chance to follow them all into the trading-room. A low wooden counter backed by a grill divided the main body of the room from the entrance. It was deliciously dim. All the charm of the Aromatic Shop was in the place, and an additional flavor of the wilds. Everything here was meant for the Indian trade. Bolts of bright-patterned gingham, blankets of red or blue, articles of clothing, boxes of beads for decoration, skeins of brilliant silk, lead bars for bullet-making, stacks of long brass-bound "trade guns" in the corner, small mirrors, red and parti-colored worsted sashes with tassels on the ends, steel traps of various sizes, and a dozen other ar-*

*ticles to be desired by the forest people. And here, unlike the Aromatic Shop, were none of the products of the Far North. All that, I knew, was to be found elsewhere, In another apartment, equally dim, but delightful in the orderly disorder of a storeroom.*

*Afterwards I made the excuse of a pair of moccasins to see this other room. We climbed a steep, rough flight of stairs to emerge through a sort of trap-door into a space directly under the roof. It was lit only by a single little square at one end. Deep under the eaves I could make out row after row of boxes and chests. From the rafters hung a dozen pair of snow-shoes. In the center of the floor, half overturned, lay an open box from which tumbled dozens of pairs of moose-hide snow-shoe moccasins.*

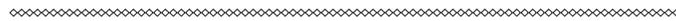
*Shades of childhood, what a place! No one of us can fail to recall with a thrill the delights of a rummage in the attic; the joy of pulling from some half forgotten trunk a wholly forgotten shabby garment which nevertheless has taken to itself from the stillness of undisturbed years **the faint aroma of romance**; the rapture of discovering in the dusk of a concealed nook some old spur or broken*



*knife or rusty pistol redolent of the open road. Such essentially commonplace affairs they are, after all, in the light of our mature common sense, but such unspeakable ecstasies to the romance-breathing years of fancy. Here would no fancy be required. To rummage in these silent chests and boxes would be to rummage, not in the fictions of imagination, but the facts of the most real picturesque. In yonder square box are the smoke-tanned shoes of silence; that velvet dimness would prove to be the fur of a bear; this birch-bark package contains maple sugar savored of the wilds.*

*Buckskin, both white and buff, bears' claws in strings, bundles of medicinal herbs, sweet-grass baskets fragrant as an Eastern tale, birch-bark boxes embroidered with stained quills of the porcu-*

*pinies, bows of hickory and arrows of maple, queer half-boots of stiff sealskin from the very shores of the Hudson Bay, belts of beadwork, yellow and green, for the Corn Dance, even a costume or so of buckskin complete for ceremonial - all these the fortunate child would find were he to take the rainy-day privilege in this, the most wonderful attic in all the world. And then, after he had stroked the soft fur, and smelled the buckskin and sweet-grasses, and tasted the crumbling maple sugar, and dressed himself in the barbaric splendors of the North, he could flatten his little nose against the dim square of light and look out over the glistening yellow backs of a dozen birchbark canoes to the distant, rain-blurred hills, beyond which lay the country whence all these things had come.*



When I was in my teens, a friend of mine (George Kepley) and I traveled the powwow circuit of the northern US and southern Canada. George was a pipe smoker and the smell of his tobacco became one of my favorite aromatic memories. We found ourselves in many remote places...places lost in time..."ridges between old and new." Trading posts were still for trading - I acquired a fine pair of sinew sewn and beaded hard-sole moccasins at such a place (I wore those mocs on the cover of the 4th edition of Larry Olsen's Outdoor Survival Skills). My dance outfit was - and still is to this day - packed with braids of sweet grass and tobacco, and whenever I get the urge to open it, the aroma entangles me like cobwebs - the smoky smell of buckskin, the pungent background scent of porcupine hair and deer tail, as well as the sweet grass and tobacco. Without moving an inch I am transported back to the high plains of the South Dakota and Alberta; back to 1966.

I have felt that same rush as I have worked around the chapter hut. The previous owner was a packrat - much like me. He was also an outdoorsman, so it's no surprise that stashed here and there are treasures from the campsites of long ago. Lanterns, tent poles - there's a set marked "7' Miner's Tent - Sugar City Hardware - Teton, Idaho" - buck saws, a variety of stove parts, and much more. One peculiar item, a long-handled contraption with jaws that snap closed went unidentified until I obtained

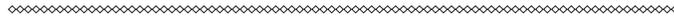
a 1910 copy of the Abercrombie and Fitch catalog. And there it was on page 432, a "Norlunds'" Automatic Gaff. (I'm not going to point it out. Connect the dots by locating the resources yourself - half the excitement of this trail is the personal discovery).

Treasures from the attic - are they simply survivors of a bygone era, or trail markers that, when picked up and followed, will lead the traveler to places of excitement and adventure? Of course seekers of collectibles would cringe at refurbishing a 1910 electric flasher and using it on a campout, or boiling one's tea water on a brass Primus that had seen 100 years. But we are not collectors in the same way - we look for items, not for their value or collectibility, but for their utility and connection to the old style - Ah, The Old Style. We search for treasures, not to put them in a case or hang on the wall, but to use as vehicles to new learning and ways of living in the outdoors. What can a canvas pack sack or a kerosene lantern teach me about my surroundings - about me? What does this piece of technology share with me that I can't get from a AAA battery-powered headlamp or modern nylon contraption? These treasures hold secrets - and it is the "map" to these secrets that the treasures help unlock. This is backwards from most quests. Usually the map is the key that leads you to the treasure. In our case, we sometimes have the map - a catalog or book reference - and we search for or build the item described. But the greatest lessons seem to come when we have

the item, and search for clues. The answers to how it worked and why it was important in a certain place and time, is what enriches us – the discovery and the

changes it creates, both a new appreciation of our surroundings and understanding of ourselves, is the reward at the end of the trail.

*“[Classic] Camping has two purposes: to make us acquainted with our own souls, and to renew our acquaintance with each other [including the land]. To camp badly, is to frustrate both”*



**nostalgia** – a wistful desire to return in thought or in fact to a former time in one’s life, to one’s home or homeland, or to one’s family and friends; a sentimental yearning for the happiness of a former place or time; excessively sentimental sometimes abnormal yearning for return to of some past period or irrecoverable condition. Coined in 1668.

### The Anachronism

Stop here for a minute and skip down to the sidebars entitled *The JanSport Dome* and *Why Does Anyone Care About Old Gear*. Take a minute to also look at the collection of “vintage” JanSport ads from *Backpacker Magazine* 1974-79. They’re great ads. I also included one of my favorites from A-5.

Now that you’re back, the following will have context and make more sense.

**anachronism** - a chronological misplacing of persons, events, objects, or customs in regard to each other: one from a former age that is incongruous in the present: **something that is inappropriate for the time.**



**The “hoop tent” on the south polar ice with Shackleton in 1914. Who was the true innovator? Who really invented the dome tent?**

*Nostalgia (from **nostos** – return home, and **algia** – longing) is a longing for a home that no longer exists or has never existed. Nostalgia is a sentiment of loss and displacement, but it is also a romance with one’s own fantasy. Nostalgic love can only survive in a long-distance relationship. A **cinematic image of nostalgia is a double exposure, or a superimposition of two images** – of home and abroad, past and present, dream and everyday life. The moment we try to force it into a single image, it breaks the frame or burns the surface.*

*It would not occur to us to demand a prescription for nostalgia. Yet in the seventeenth century, nostalgia was considered to be a curable disease, akin to the common cold. Swiss doctors believed opium, leeches, and a journey to the Swiss Alps would take care of nostalgic symptoms. By the twenty-first century, the passing ailment turned into the incurable modern condition. The twenty-first century began with a futuristic utopia and ended with nostalgia. Optimistic belief in the future was discarded like an outmoded spaceship sometime in the 1960s.*

**The Future of Nostalgia**  
Scetlana Boym, 2002

*Nostalgia no longer considered a medical malady 1915*

I love the JanSport ads. In fact when I worked for Outward Bound in 1975 I carried one of the brand new D-2 adjustable packs. It was huge – this after carrying a 10 pound blanket pack for 4 years. I still think their whole image was smart and well timed. The problem we encounter comes from two points: 1. The double exposure concept from *The Future of Nostalgia*, and; 2. The history of camping and the idea that “vintage” starts in 1960.

When JanSport created their double exposure campaign by superimposing modern gear into historic contexts, the juxtaposition of the contrasting overlays resulted in a very subtle, but explosive combination. Here you have romance and reality in contrast – the romance of visiting history with the benefit of modern gear, vs the reality of these being very harsh environments, and the actual people in the photos having no such gear to make their life easier. The breakdown occurs when we try to force these contrasts into a single picture. The outcome is that those times were harsh and that the romance of historic times isn’t really what it seems. What you need in today’s world is good gear – not know-how, not an understanding of the land – but gear...modern gear. When overlaid on a background of history, it’s not the modern gear that’s anachronistic, it’s the historic context that looks foolish and inappropriate for our time.

Secondly, is the idea that camping did not exist until the concept of modern backpacking arrived in 1960. *The Alien Test* has proven over and over that the average modern outer has no idea that camping has a history older than 50 years. They have zero knowledge about the masters of Classic Camping – and if you mention “woodcraft”, the soul of their patron saint, Harvey Manning, will rise up and smite you. Their knowledge of the wild outdoors stops at the door or zipper of their Gore-tex cocoon.

Hence, vintage is now anything born in the 60s. 1945 is the buffer or transition zone through which the old ways evolved to blossom full flower as the modern backpacking ethos we have today. Classic camping has been left for dead. It’s the crazy aunt kept in the attic that no one admits to.

The attic! Wait a minute, weren’t we just there?

## Why Does Anyone Care About the Old Gear?

From - <http://www.oregonphotos.com/Backpacking-Revolution1.html#anchor2557>

“... Why does anyone care about the old gear? The old backpacking gear from the 50s, 60s & 70s represented an era of freedom for a lot of people - **a freedom** to get out and explore anywhere from the woods behind your house and to the highest mountain ranges, a freedom to expand one’s inner mind to unlimited boundaries and a chance to get back to the beauty this world has to offer. The old gear also represents **an era of innovation**, a willingness of companies to strike out and try different designs and materials in pursuit of the perfect product--be it a backpack, sleeping bag, tent or clothing. These companies each had an ethic that is hard to find in gear today - to make the highest quality backpacking gear of that era and for all time. Who can not love the loft one found in a Trailwise Slimline chevron-baffled down sleeping bag, the quality and durability of a Kelty Tioga external framepack, the versatility of a Sierra Designs 60/40 Parka and the sweeping lines of a North Face Oval InTention tent? Holubar, Gerry, Ski Hut, Rivendell, Class 5, Camp 7, Alpenlite, Hine/Snowbridge, Schonhofen, Maran, Snow Lion, Caribou, Adventure 16, Warmlite, Early Winters, Alpine Designs, Bishop, Petzoldt, Sunbird, Universal, Great Pacific Iron Works, Bugaboo Mountaineering, Forrest, MEI, Synergy, Alpine Style, Wilderness Experience, early Lowe, JanSport, Gregory, Cannondale, Camp Trails, EMS (Eastern Mountain Sports), REI, Eureka, the early MountainSmith, Bristlecone Mountaineering, and others I’ve forgotten - all these companies turned out gear that truly has been **unsurpassed in its functionality, its appeal, its originality and its excellence**. Sure, nostalgia is part of this vintage gear appreciation - the memories of trips past - but one needs a historical record of a time when quality was truly quality, and of those pioneers who sewed up the gear that started a revolution in backpacking, mountaineering and spinoff pursuits that continue to this day. **We owe the ‘gear pioneers’ the recognition and appreciation they deserve by preserving and restoring the equipment they created for our enjoyment!** “

## The JanSport Dome

*From - The Hippies Guide to Climbing The Corporate Ladder*

By Skip Yowell, Co-Founder of JanSport

*With the proper poles and fabric pattern, we constructed the first dome tent. Boy, did it attract attention. It was a free-standing thing that looked like an alien space ship. Once assembled, we found that you could pick it up, turn it upside down, and shake it out while retaining its shape. While not exactly a selling feature, the ability to hold the tent with one hand demonstrated the lightweight, yet structural integrity, of the design.*

*Naturally, before we went public, we tested the dome tent in nearly every weather condition imaginable. Lou Whittaker, among others, got involved by taking the tents up on Mt. Rainier where he found that the sloped sides of our dome held up better in adverse weather - better than an A-frame tent with all that surface area. We also sampled a variety of fabrics and settled on the Dacron used in the exterior walls due to its exceptional strength and its ability to resist the sun's ultraviolet rays better than just about any other material on the market.*

*A few months after the Blewett Pass epiphany, we were ready to take our new creation to the market. But would the outdoor community get it? After all, most of us grew up with these trig Sears cotton, canvas tents - usually in a drab Army green or dark blue fabric. Admittedly, those tents developed holes and were often smelly; putting them up and trying to assemble them in the dark was an absolute nightmare. However, they were the industry standard.*

*By contrast, we were a couple of hippies trying to peddle a newfangled, futuristic looking tent in a bright orange or yellow dome shape. talk about a radical departure from what I had as a kid growing up. Still, our gut told us we had a winner and, refusing to be constrained by tradition, we weren't afraid to try something radical. We just hoped the consumer would catch the vision, too.*

*We decided to approach Dave Chantler who had traveled with us on that fateful winter ski trip. Dave, who just happened to be the tent buyer*

*for REI, gladly agreed to meet and check out our product. We demonstrated how quickly the Trail Dome tent could be assembled. We explained the tub floor design which would help prevent water from rolling in around the edges. Of special interest was the ability of the dome tent to stand up without the need for staking or guying wires except for extremely high wind conditions. I could sense that we were getting through to him.*

*At that point, we assured Dave that this, like all JanSport products, had been heavily field-tested and was as rugged as well. After all, hell is basically what we had to go through to learn how to make the Trail Dome tent.*

*Maybe Dave felt sorry for us after our prototype A-frame tent attempted to kill us the year before, although I'd like to think he was more of a visionary. Whatever the reality, Dave gave us a shot by buying the first 50 JanSport dome tents for his store. Guess what? They blew out the door without any advertising. Murray, Jan and I were elated. Dave ordered more, and more, and more.*

*Within a year, we began taking orders for the Trail Dome tent from across the country. In fact, we were so slammed with orders that we had to sell tents on an allocation basis for many years because we could never make enough. This invention was the product that put JanSport on the map. Interestingly, the overnight popularity of the Trail Dome tent enabled us to leverage our JanSport pack sales. You know, buy our framepacks and daypacks and we'll provide a supply of dome tents.*

***Keep in mind that the concept of a dome was not new. In fact we traced its origins back to pre-Ice Age man. But it was JanSport that introduced this tensioned dome structure to the backpacking community - and since its introduction into the market in 1972, our Dome (with external pole system) has in one form or another been adopted throughout the industry. Come to think of it, the dome tent has practically replaced the A-frame tent for outdoor use.***

*I'd say that's not bad for a bunch of hippies. But the story doesn't end there.*

## Everything Old Is New Again

**The Golden Age** - comes from Greek mythology and legend, but can also be found in other ancient cultures. It refers either to the earliest, and most ideal age, or to a time in the beginnings of humanity which was perceived as an ideal state, or utopia...usually ends with a devastating event: a time period when some activity or skill was at its peak.

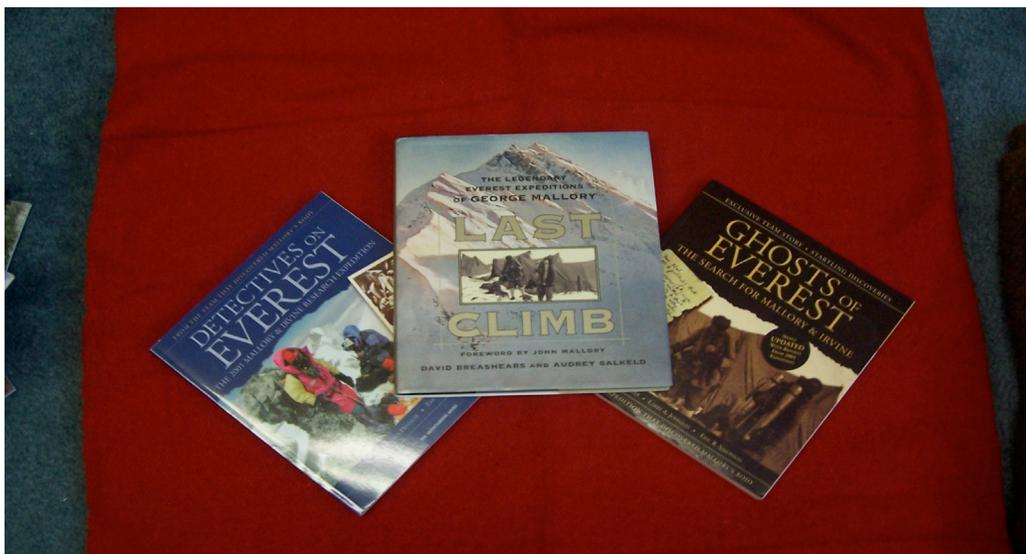
When George Mallory and Sandy Irvine made their fateful attempt on the summit of Mount Everest in 1924, they were doing so as members of the British Everest Expedition – an endeavor that was part of the waning Age of Discovery...part of the golden age of exploration and adventure. Everest was considered one of the last crown jewels to be conquered. The other two were the north and south poles. The records that were kept on these expeditions are amazingly precise, with only a few blurred edges.

In 1999 an expedition was launched to locate the remains of Mallory and Irvine and determine whether or not they were the first to summit Everest. The proof was hoped to have been recorded on a pocket camera Mallory kept in his vest. When Mallory was indeed located, numerous articles were recovered including fabric samples from his clothing, but no camera. The mystery remains. However, extensive research has been done on his clothing and the fabrics used to protect him under such harsh conditions.



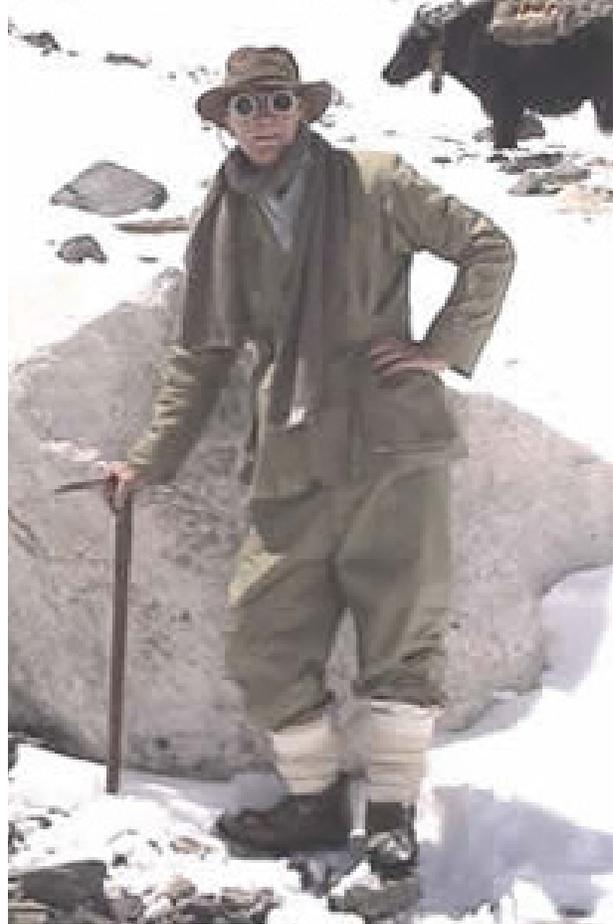
Replicas of his seven layer clothing system were tested in actual field conditions on Everest, and this is what was found:

*“The replicas address the popular misconception that George Mallory was climbing Everest dressed poorly for the elements. “Mallory was wearing clothing that was some 20% lighter than modern mountaineering gear... Mallory’s total clothing weight on Everest in 1924 was 4.160g, compared with Al Hinkes’ 4.825g on the mountain in 2005. He was wearing a very effective layering system that allowed for very free movement. Our research has shown that the 1924 expedition’s equipment was very much part of the evolutionary path from the po-*



*lar exploration years to the successful 1953 Everest expedition....There is nothing about Mallory's clothing or footwear that would have in itself prevented a successful ascent of Everest – indeed the lightweight clothing he was wearing was an advantage...*

Today's ultra-lite backpacking movement uses the words of Nessmuk to motivate their followers... words penned in 1884 in a book entitled "Woodcraft." The most modern and efficient stoves on the market today use a burner plate designed in 1900. MSR uses the exact same technology developed by Primus over 100 years ago. The field of traditional winter camping, wooden canoe camping, packing on horses and mules, and campfire cookery are all alive and well...surviving the years with traditions in place and virtually unchanged from their pioneering roots. It's time for the real pioneers to be recognized and for the skills they taught to be mentored to a new generation.



*Mr. and Mrs. George Mallory*

*Replicas of his seven layer clothing system were tested in actual field conditions on Everest*



*Primus 96 (1920s), Svea 123 (1960s), MSR Fire Fly (1980s).*

## “Not Intrinsicly Bad”

If you go into any modern day woodchuck shop or backpacking purveyor, and asked them what they thought of cotton as a useful outdoor fabric, the unanimous response would be – “COTTON KILLS.” It’s like a mantra for them.

In 2005, the BBC recreated the race to the south pole between Robert Falcon Scott and Roald Amundsen. The results of the race were the same in 2005 as they were in 1911 – Amundsen won. The only difference was that in 1911 Scott and his team’s loss was sealed with their deaths on the ice. It was assumed for years that poor gear and planning on Scott’s part were the blame for the fatal outcome. Recent research, including this reenactment and detailed reproduction of their gear and clothing, have shed new light on the real reasons for Scott’s failure. Studies of climatic records show that an unusual temperature inversion of -20° created conditions that did not allow sled runners to create the friction required to melt snow and develop an ice layer needed for the sleds to run on, thus reducing drag for the haul team.

The other discovery was that, once again, their gear and clothing – including items made of cotton – were totally suitable for the task at hand. As quoted by one of the safety advisors for the reenactment, “Although what they are wearing is alien to snow in the modern age, it is still good if it’s used in the right way. Any clothing that you wear, any system that you have, will work provided you understand the properties of it.... They are not intrinsicly bad. But to those that haven’t used them they could be problematical. ...”



*But there are disadvantages for the twenty-first century polar traveler returning to the Heroic Age. Almost all the equipment secured for the re-enactment is a modern replica, or as close a copy as can be conjured up nearly a hundred years on, and neither of the modern teams has the same affinity with it as their predecessors. The Norwegians may have vastly more experience of the cold, but they have never traveled in sealskin anoraks before. No one understands the need to get clothing right more than Geoff Somers. Before the ban on non-indigenous species in Antarctica, he was part of an international team that in 1989-90 drove three dozen-strong teams of dogs for 220 days across nearly 4000 miles from the north end of the Antarctica peninsula through to McMurdo Sound. Somers is a safety adviser on the re-enactment.*

*Although what they are wearing is alien to snow in the modern age, he says, ‘it is still good if it’s used in the right way. Any clothing that you wear, any system that you have, will work provided you understand the properties of it. Some people doing mammoth journeys a hundred years ago fell by the wayside and died but a lot also did these journeys without injury. During Scott’s trip they got superficial frost injuries, but none of them lost any limbs. So Scott, Amundsen, all these guys had either furs or they had cotton and wool. They are not intrinsicly bad. But to those that haven’t used them they could be problematical. They can all be used to do the job, but it’s going to be a big learning curve. On the kit side there is almost no comparison. The Norwegian team have far superior gear. They have three alternative sets of clothing. The British team have one. They will be able to mix and match to the conditions that are out there. Norwegians are born with skis on their feet. They have been brought up to understand snow, the properties of snow and the properties of kit. The Norwegians have a colossal advantage.*

**From *Blizzard: Race To The Pole***

I have used cotton gear at  $-50^{\circ}$  and enjoyed the experience. Cotton didn't kill me because I knew how to use it and applied the proper techniques and technologies to keep me comfortable under extreme conditions. Classic Camping teaches you to understand the properties of simple gear and how to apply skills that relate directly to the land in which you operate, rather in spite of it.

Blizzard: Race to the Pole is a BBC production and available on DVD in England. If anyone knows how to get it, I would love to acquire a copy. The book is woefully lacking on information regarding the replication of the gear and clothing. Any follow-up text to that endeavor would be welcome as well. DW



*My Thompson Brothers Ranger canoe purchased in 1977 from Kamp Paddle Trails in Bethel, Oklahoma for \$100. It's still the same as I bought it 30 years ago - so little time. They had wooden canoes stacked like cordwood out back - each slightly damaged but repairable. I wish now I had gotten a few more, but I only have room in the attic for one.*

### **What is Vintage Fashion?**

People are constantly querying what exactly are vintage clothes. There's no doubt that whether or not an item is Vintage is in the eye of the beholder. Essentially it must belong to another era, and most usually because of limited supply, a particular 18th, 19th or 20th century decade that someone thinks is collectible for them.

It's not necessarily haute couture vintage only that sells as vintage, but often just good brand names or custom made garments that are either unusual examples of an era's fashions or more often very typical items of an era that have a certain style and design value, making them the staple of the vintage trade today.

Such items have that elusive quality that made them just as desirable in their heyday. So you may be shocked to learn that many collectors of used quality clothing define items as 70's vintage or 80's vintage. **A vintage purist will tell you that anything within the past 15 years should be referred to as contemporary. I have to agree.**

One factor that is always important whatever the garment's age, is quality and desirability combined with worth owning. Just because an item is old, does not mean that it is a desirable vintage item. As a consumer or seller it is important to think why a vintage item is desirable. Usually quality shines through. A moth eaten half faded 1940's wool dress is far less desirable to the vintage collector, who may well acknowledge it is a 1940's original, but the fact is, it is still a damaged original.

### **How the Term Vintage Originated**

Vintage originally related to the year a wine or oil was bottled. Then the word passed into general usage to mean the year a

particular item was made. First it was used to describe vintage cars, meaning cars that were at least 50 years old.

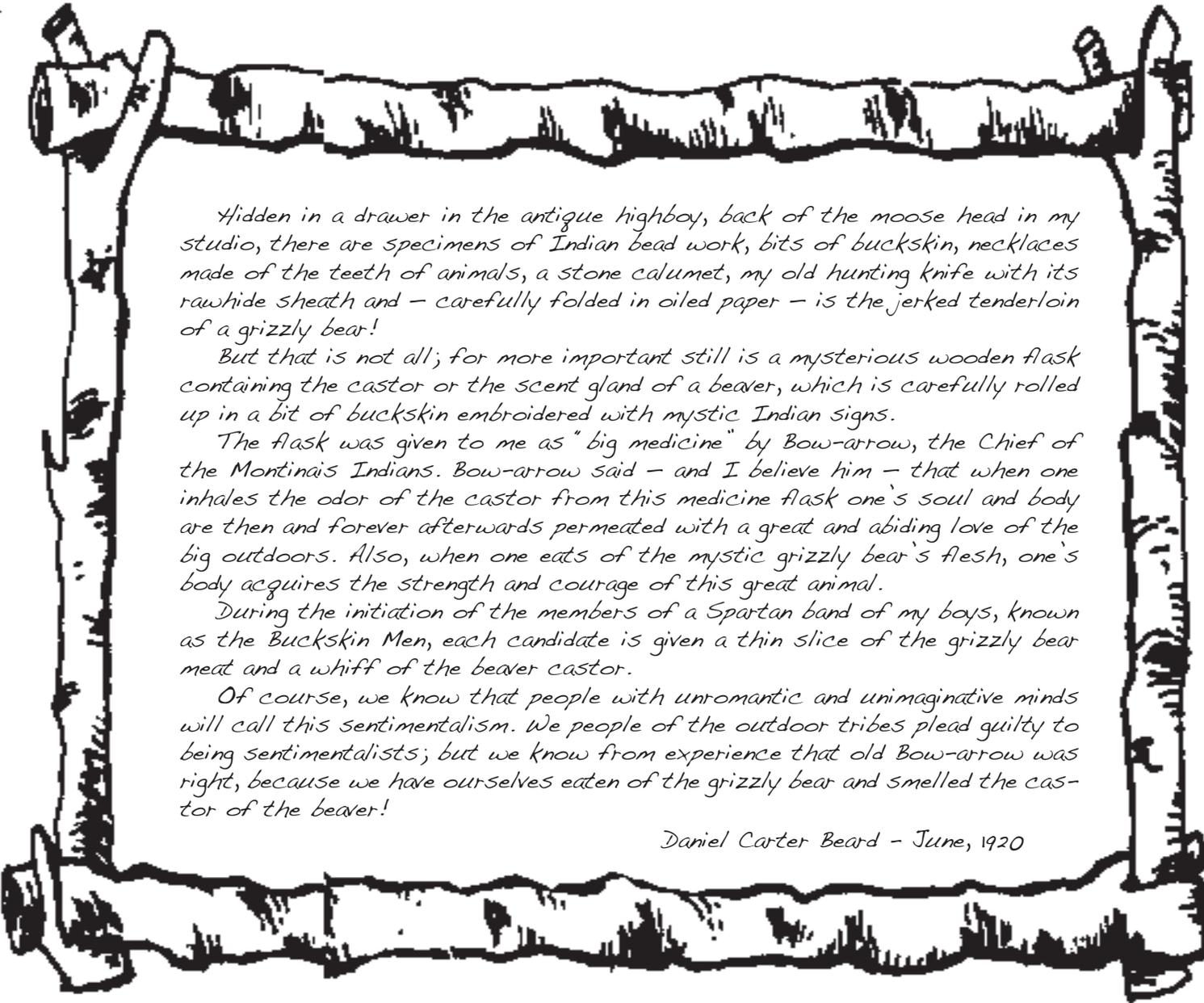
Next dealers of second hand clothing took this a stage further and used it describe older clothes. Now many sellers and buyers use vintage as a term to describe almost all previously owned second hand clothing of 25 years or more years age. More recently and particularly with the rise of internet trading, others have begun to include 1980's items of clothing and accessories. The market has become confused, yet more high profile at the same time.

Those of us who lived through the 1970s will always find it hard to think of these clothes as vintage. The fact is that the term vintage designer is being used more and more for more recent, living or dead designer garments. It can be taken to mean a not new, quality designed fashion item or accessory, still showing great flair and capable of making an original style statement. Purists are rightly unhappy with this, but the main thing is to understand there are differences and you must be vigilant in finding out more about any items you buy under the term vintage.

Generally there are more specific categories and many often define them far too loosely, but this is my understanding of vintage bearing in mind my love of costume. The differences include:-

**Antique - over 100 years old** would be the strict definition. But now often taken to mean anything from 1920 or earlier when referring to clothing. As they become rarer these garments and accessories are frequently the type of items museums like to get their hands on. Museums like to fill gaps in their collections. They also like to create themes or collections based around an art movement like Art Deco or Baroque.

From - [http://www.fashion-era.com/Vintage\\_fashion/](http://www.fashion-era.com/Vintage_fashion/)



Hidden in a drawer in the antique highboy, back of the moose head in my studio, there are specimens of Indian bead work, bits of buckskin, necklaces made of the teeth of animals, a stone calumet, my old hunting knife with its rawhide sheath and — carefully folded in oiled paper — is the jerked tenderloin of a grizzly bear!

But that is not all; for more important still is a mysterious wooden flask containing the castor or the scent gland of a beaver, which is carefully rolled up in a bit of buckskin embroidered with mystic Indian signs.

The flask was given to me as "big medicine" by Bow-arrow, the Chief of the Montinaiis Indians. Bow-arrow said — and I believe him — that when one inhales the odor of the castor from this medicine flask one's soul and body are then and forever afterwards permeated with a great and abiding love of the big outdoors. Also, when one eats of the mystic grizzly bear's flesh, one's body acquires the strength and courage of this great animal.

During the initiation of the members of a Spartan band of my boys, known as the Buckskin Men, each candidate is given a thin slice of the grizzly bear meat and a whiff of the beaver castor.

Of course, we know that people with unromantic and unimaginative minds will call this sentimentalism. We people of the outdoor tribes plead guilty to being sentimentalists; but we know from experience that old Bow-arrow was right, because we have ourselves eaten of the grizzly bear and smelled the castor of the beaver!

Daniel Carter Beard — June, 1920

# JANSPORT

The three JanSport Dhaulagiri packs are equipped with a gold mine of features for expedition packers. The D2 shown here has panel access, removable hip suspension, padded hip belt, and JanSport's famous flexible frame. Drop in at the nation's most serious backpacking shops for a look. Or send us your name and address and we'll forward our new catalog, free. JanSport also offers two giant posters: the Yukon Portrait and a Nawang Gombu poster for \$2 each. New JanSport t-shirts are \$4.50, and don't forget to specify small, medium, large or extra large.

JanSport, Paine Field Industrial Park, Everett, Washington 98204



**Tents:** Light enough to propel a Klondike sailer, but better suited to keeping hikers and mountaineers warm and dry in the most extreme conditions. Three models, three sizes. Check them out at the best backpacking shops, or we will be pleased to send along our catalog with complete specifications. Just forward your name and address. We also have two giant posters: the Yukon Portrait, and a Nawang Gombu poster, for \$2 each.

# JANSPORT

Paine Field Industrial Park, Everett, Washington 98204



Jansport marketing ads 1974-1979 in Backpacker Magazine issues 3-35



*During the late Sixties and early Seventies, the outdoor industry was in its infancy. Manufacturers and retailers of wilderness gear relied upon catalogs to showcase their wares. Recognizing the value of this must-have tool, our first piece of advertising was the creation of a catalog. But not just any catalog, mind you. Ours had to be different - radically different to attract attention amongst the slick, full color promotional pieces created by the competition. Besides, as I've said previously, if something is worth doing, it's worth having fun with.*

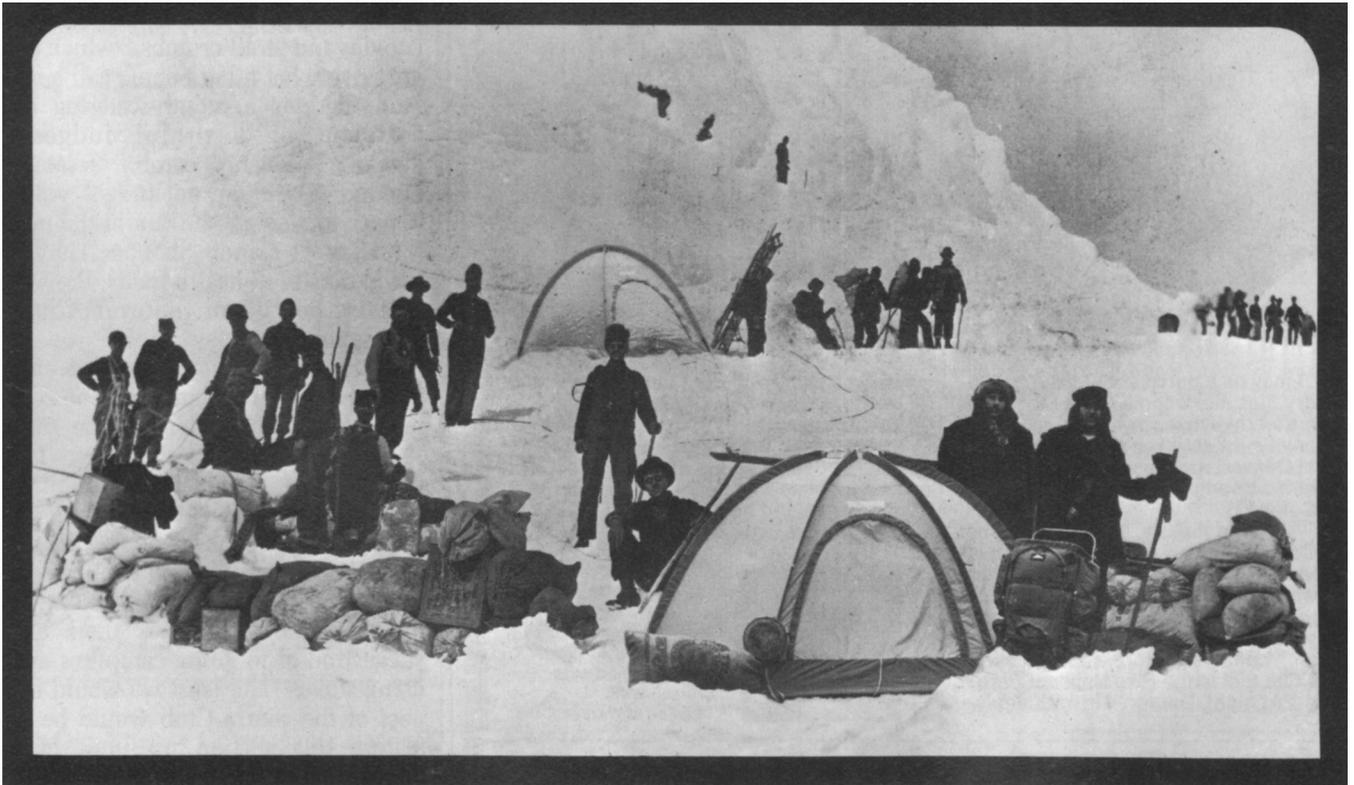
*Given our connection to the Wild West and the shared*

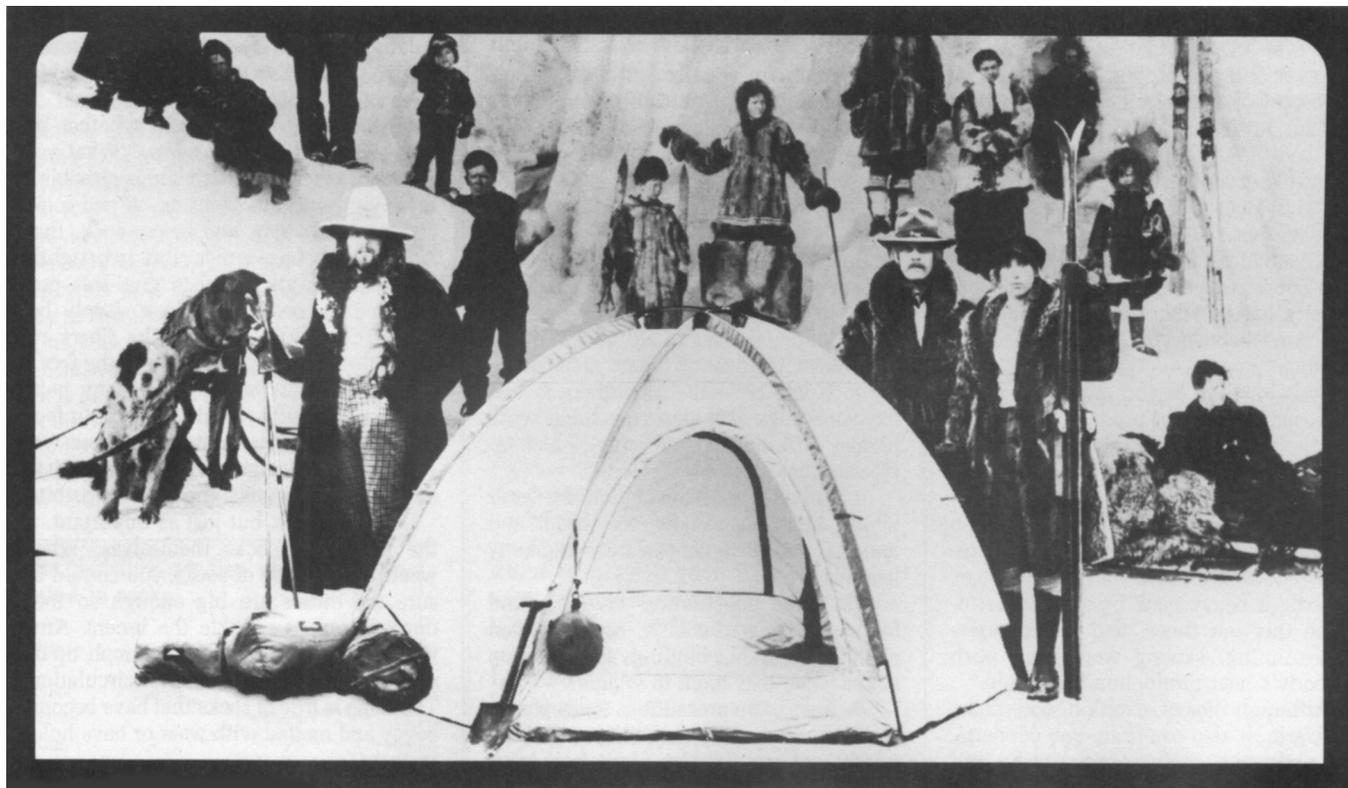
*rowdy history of our grandfathers, Murray and I decided each catalog would tell a story and it would rely upon a western motif. Those initial catalogs were a real homespun project. Rather than pay professional models to pose with our products, we did the modeling. Murray, Jan, and I would track down the costumes and props, take the pictures, layout the pages, and write the copy.*

*Skip Yowell, Co-Founder of JanSport  
The Hippies Guide to Climbing The Corporate Ladder*



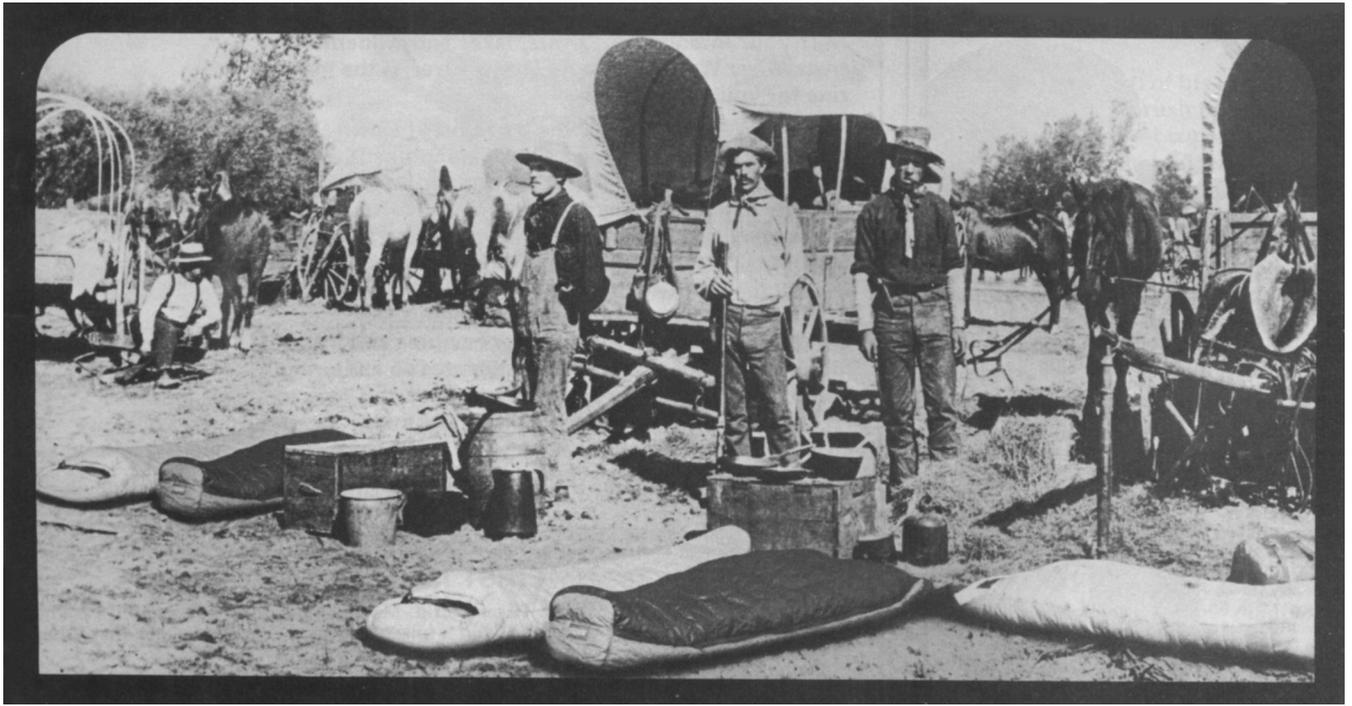




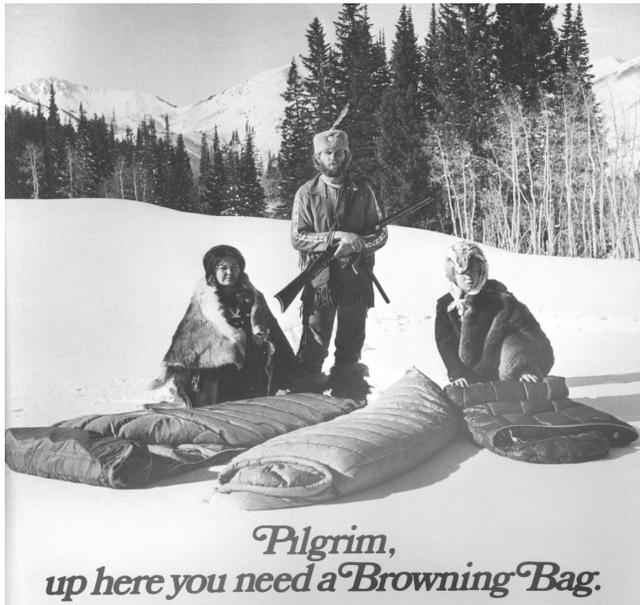








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*Pilgrim,  
up here you need a Browning Bag.*

Browning's copy cat style doesn't work at all.



“JanSport formed in late 1960s by Murray Pletz and his cousin Skip Yowell, and was contemporary with the early days of such well-known companies as Sierra Designs, North Face, and Frostline [and Trapper Nelson]. It was founded in Washington State in 1967. This company stands out in memory for their very creative and unusual catalogs.

JanSports’ early catalogs were marked by a very fresh and personal approach. A favorite of the fledgling company was cover photography which featured one or more of the founders and their modern gear artfully pasted into historical photographs. Often the images seemed to be from the Alaskan pioneering era. In the 1980 catalog, for example, we find Jan and Skip having fun in an imaginary historical setting with reindeer herders of the Far North!”

From *The Backpacking Revolution, Gear Pioneers 1945 to the Present* at <http://www.oregonphotos.com/Backpacking-Revolution1.html#anchor119186>.





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