

# S. J. McKee Archives



## A.E. McKenzie Seed Co. Ltd. fonds

<http://archives.brandonu.ca/en/permalink/descriptions4309>

Part Of: RG 3 A.E. McKenzie Company fonds  
Description Level: Fonds  
GMD: multiple media  
Date Range: 1887-1996; predominantly 1910-1974  
Physical Description: 7.47 m of textual records  
500 photographs

### History /

#### Biographical:

The A.E. McKenzie Seed Co. Ltd. originated with the McKenzie family Flour, Grain and Seed business, started by F. B. McKenzie in the early 1880's. When F. B. McKenzie passed away in 1896, his son, Albert Edward McKenzie, assumed control of the company, and renamed it The Brandon Seed House. With its main office and plant in Brandon, Manitoba, the company specialized in the production and sale of field seeds and service exclusively to seed buyers in the prairie provinces and British Columbia. In later years, a complete line of products including garden seeds, lawn grass, and other allied lines was developed for sale across Canada.

In 1906, the company underwent a change of name when A. E. McKenzie determined that the growth of the country demanded a larger seed institute than could be managed by one man. As a result, the company was incorporated under provincial statutes and the federal Joint Stock Companies Act as A. E. McKenzie Seed Co. Ltd., and new personnel were hired.

Under the Joint Stock Companies Act, A.E. McKenzie Seed Co. Ltd. was required to elect a Board of Directors of not less than three, and not more than nine individuals. Only shareholders of the company were eligible for election, and election was to take place yearly with each shareholder entitled to as many votes as shares owned in the company. The Act also dictated that the directors were, from time to time, to elect from among themselves, a president of the company. They were also able to appoint and remove all other officers of the company and to create company by-laws. The directors were not obliged to pay any dividend on shares if the company should become insolvent. Under the Act, the stock of the company was deemed a personal estate and was only transferable as such. In addition, the company could acquire, hold, and transfer real estate, and was required to submit annual statements.

A. E. McKenzie was elected President of the newly constituted company. For the remainder of his natural life he remained in this position and supervised the operation of the company. S. A. Bradford, who was given responsibility for various company departments, filled the position of General Manager. H. L. Patmore became the Vice-President, overseeing the nursery business, while W. A. McCracken was put in charge of the warehouse stock, and shipping department. McCracken also supervised the mail order department.

The Company was initially comprised of three divisions: The Brandon Seed House, Brandon Nurseries, and Brandon Greenhouses. Each division was registered under Dominion Patents. Later, the company was divided into Retail Mail Order, Wholesale and Commission Packet Trade divisions. It also undertook some export business.

By registering the divisions of the company under federal legislation affecting trademarks and industrial designs, McKenzie and the Board, were able to register both the company's trademarks and to protect the company's industrial techniques. The company could thus patent the methods and processes of its operations so that no other individual or business could duplicate them.

Located at 30 9th Street, the head office and plant of A.E. McKenzie Seed Co. Ltd. housed all the facilities and staff of the company, with the exception of the regional sales offices and warehouses. The business of the A. E. McKenzie Co. Ltd. was conducted from a frame warehouse until the current McKenzie building was constructed on the same site after a fire destroyed the original premises. Designed by architect Thomas Sinclair, and built by the Brandon Construction Company, the new building opened in 1911. In time, The A. E. McKenzie Co. Ltd. came to be known as Western Canada's Greatest Seed House.

During the 1930's, before a new building was erected in 1945, the A. E. McKenzie Co. occupied space at five different locations in Brandon, including the Massey Harris Building, the International Harvester Building and the Security Building. The last of these premises was destroyed by fire in 1972. As a result of its proximity to the Security Building, the main McKenzie Building also suffered heavy fire and water damage. A. E. McKenzie Co. Ltd. also utilized a warehouse on the north side of Pacific Avenue alongside the Canadian Pacific Railway tracks between 5th and 6th streets. This building and its contents were destroyed by fire (1946). In May of 1949, the company purchased and erected a Quonset structure on the west side of 15th Street between Rosser and Pacific Avenues.

In 1908, the first branch of the A. E. McKenzie Seed Co. Ltd. was established at Calgary. In the following sixteen years, additional branches were established in Edmonton and Saskatoon (1923), Moose Jaw, Toronto (1934) and Winnipeg (1935). Both the Edmonton and Saskatoon branches were seasonal, operating for a four-month period, March to June inclusive. Business in the Maritime Provinces of Prince Edward Island, Nova Scotia and New Brunswick further extended the company's operations by the mid 1940's. In 1946, the company purchased property in Gilbert Plains, Manitoba, 120 miles north of Brandon. This purchase enabled the company to handle larger quantities of Sweet Clover, a popular crop that was grown in the surrounding area. Additional offices were opened in Vancouver and Quebec City in rented premises by the early 1960's.

In the years 1944-1945, the McKenzie Foundation was created. Through the Foundation, arrangements were put in place to transfer shares of the company to the Manitoba Government for the benefit of higher education, specifically Brandon College. In return for this gift, which included 90% of all capital resources of the company together with all of the income earned each year, except for the amount retained annually to ensure sufficient operating capital, the A.E. McKenzie Co. Ltd. received exemption from paying Corporate Tax.

Prior to the establishment of the McKenzie Foundation, in 1945, the National Trust for the benefit of the College held the shares of McKenzie Seeds. On April 7, 1945 the Manitoba Legislature passed legislation whereby A. E. McKenzie retained effective management control of his company, but 1031 shares out of 1145 issued shares were gifted to the Provincial Government. In return, the government agreed that all financial benefits from the shares would go to Brandon College through the A. E. McKenzie Foundation. When Mr. McKenzie passed away in 1964, the primary responsibility of appointing the Board of Directors for McKenzie Seeds passed to the Provincial government.

The remaining 114 shares of the Company were turned over to the Crown on July 16, 1975 in accordance with an agreement between Brandon University, A. E. McKenzie Co. Ltd. and the Manitoba government. The same agreement also turned the McKenzie Foundation over to Brandon University. Therefore, since 1975 the crown has held all shares of the McKenzie Co. through the Province of Manitoba.

A.E. McKenzie died on September 25, 1964 at the age of 94 and was succeeded as President of the company by J. Lasby Lowes. When Mr. Lowes retired in 1968, A. R. Swanson was appointed by the government to fill the position and was responsible for all operations of the company under a Board of Directors comprised mainly of appointees of the government. It has proven impossible to establish a complete list of those individuals who held the positions of President/General Manager of McKenzie Seeds after 1964. A partial account is as follows: Anthony J. Maruca became President of A. E. McKenzie Co. Ltd. in 1972. In 1975, the Board of Directors appointed William Moore General Manager, creating a new position to relieve the President of the company from management of plant operations. At the same time, Pat Kelleher was named new interim President. Following the resignation of Kelleher, William Moore assumed the role of President as well. Moore left the company in the early 1980s. He was later convicted of criminal misconduct as President of the company. Keith Guelpa became President/General Manager in the mid 1980's; Raymond West was his successor.

Beginning in 1969, the A. E. McKenzie Seed Co. Ltd. began phasing out the Field Seed division of their company, including business related to forage crops and cereals. Seed cleaning equipment located in Brandon and the company's Calgary and Toronto cleaning plants was sold. The Company concentrated its resources on the production and sale of vegetable and flower seeds, and lawn and turf grasses. It acted as a wholesaler and conducted business through chain stores, grocery, hardware and general stores.

Late in 1971, A. E. McKenzie Co. Ltd. purchased its largest competition in packaged seeds - Steele Briggs Seed Co. from Maple Leaf Mills Inc. for two million dollars. At the time of the acquisition the company changed its name to A. E. McKenzie Co. - Steele Briggs Seeds, in order to benefit from the favorable reputation held by Steele Briggs Seeds across Canada. In the early 1970s, the acquisition of Brett-Young Seeds Ltd., a Winnipeg company that dealt exclusively in the production and sale of field seed, brought the A. E. McKenzie Co. back into the field seed market.

In 1994 the Manitoba Government sold the A.E. McKenzie Seed Co. Ltd. to Regal Greetings and Gifts, Canada's largest non-retail mail-order catalogue company, which is owned by MDC Corporation of Toronto.

In 2001, McKenzie Seeds is Canada's leading supplier of packaged seeds and related gardening products. It is divided into a Retail Consumer Products division which features well known seed brands including McKenzie Seeds, Pike Seeds and Thompson & Morgan Seeds from England. As well, this division also carries a complete range of lawn seeds and perishables. It also continues to ship the seed racks invented by A.E. McKenzie to numerous retail stores. The second division, Direct Mail, consists of the McFayden and McConnell catalogues which reach over 500,000 Canadian homes each year.

#### Custodial History:

Following the sale of the A.E. McKenzie Seed Co. Ltd. to Regal Greetings and Gifts, the records of McKenzie Seeds and its subsidiaries were retained in the McKenzie Plant on 9th Street. In April of 1997, the records were transferred to the McKee Archives at Brandon University. Because the company was a crown corporation, the records of McKenzie Seeds belonged to the Province of Manitoba and might have been placed in the Provincial Archives. However, Provincial Archivist Gordon Dodds permitted the retention of the records in Brandon at the S. J. McKee Archives. The minutes of the Board of Directors, previously transferred to the Provincial Archives, remain in Winnipeg. Until 1960 these minutes, by-laws of the Company, and the letters patent of incorporation (April 7, 1906) were in the possession of the Company's lawyers, Johnson, Garson, Forrester, Davidson, & Steen.

#### Scope and Content:

The fonds consists of textual records, photographs and artifacts from A.E. McKenzie Seed Co. Ltd. The textual records include minutes, documents, financial records, administrative records, by-laws, legal records, catalogues, sales literature, seed packets, newspaper clippings, appraisals, publications, scrapbooks and miscellaneous sections.

In addition, some of the records within the fonds relate to the operations of McKenzie subsidiaries -- Brett-Young Seeds, Steele-Briggs Seeds, Pike & Co. and McFayden Seeds -- and various properties owned by McKenzie Seeds.

Fonds contains approximately 500 photographs. These depict the operations and employees of McKenzie Seeds and the seed industry in general. Artifacts contained in the fonds include blueprints, newspaper clippings, copper printing plates, seed bags and plaques.

Fonds also includes an artificially created series of records dealing with Brandon College Inc., the A.E. McKenzie Foundation, the Brandon Allied Arts Council and the Brandon Board of Trade. These records stand outside the provenance of the McKenzie Seed Co.

Of particular interest within the textual records are the transcripts of various features of the company's history as dictated, researched and recalled by its second President/General Manager, J. Lasby Lowes. The fonds also contains a collection of company catalogue which is almost complete. Outside of the seed industry, the records dealing with both Brandon College Inc. and the McKenzie Foundation are significant records relating to the history of Brandon College/University and the City of Brandon.

Notes: Description written by Christy Henry (2001).

Name Access: A.E. McKenzie  
J. Lasby Lowes  
Irene Cullen  
Joseph Airey  
Alan R. Mundie  
Sandy Black  
Brett-Young Seeds/Sabetha  
McFayden Seeds  
Steele-Briggs Seed Co  
Pike & Co  
Davidson & Gowen  
Davidson Studio  
Frank Gowen  
Dean Photo Service  
Jerrett's Photo-Art Studio/Jerrett's Photo Service  
Crawford Drug Store  
Leech Printing Ltd  
Eastman Photographic Materials Ltd

Subject Access:	Seed Industry Seed Catalogues Brandon Business Seed Photographs Brandon Photographs Seed Packets Agriculture Women Workers Labour Relations A.E. McKenzie J. Lasby Lowes A.R. Swanson William Moore Anthony J. Maruca Pat Kelleher Keith Guelpa Raymond West Brett-Young Seeds Sabetha Steele Briggs Seed Co Pike & Co McFayden Seeds Seed Marketing Co Brandon Board of Trade Brandon Allied Arts Council McKenzie Foundation Regal Greetings and Gifts
Repro Restriction:	Because the A.E. McKenzie Seed Co. Ltd. was a crown corporation, the records in the fonds are subject to the Freedom of Information and Protection of Privacy Act (FIPPA).
Storage Location:	RG 3 A.E. McKenzie Company fonds
Related Material:	Additional records regarding A.E. McKenzie Seed Co. Ltd. are housed at the Provincial Archives of Manitoba. In order to gain access to these records it is necessary to contact the Archives of Manitoba.
Arrangement:	RG 3 A.E. McKenzie Seed Co. Ltd. Fonds  McS 1 Board of Directors 1.1 Documents 1.2 Minutes/Meetings 1.3 Management Consultant Reports 1.4 Miscellaneous 1.5 Financial Records  McS 2 Office of the President/General Manager 2.1 A.E. McKenzie 2.2 J. Lasby Lowes 2.3 Comptroller 2.4 Properties

- 2.5 Marketing
- 2.6 Reference Library
- 2.7 Miscellaneous Publications/Correspondence

McS 3 Acquisitions

- 3.1 Brett-Young Seeds/Sabetha
- 3.2 Steele-Briggs Seed Co.
- 3.3 Pike & Co.
- 3.4 McFayden Seeds

McS 4 Seed Marketing Co.

McS 5 Photographs

- 5.1 McKenzie Seed Co. Ltd. Executives
- 5.2 Construction at McKenzie Seed Co. Brandon (two files)
- 5.3 Exterior Photographs of the A. E. McKenzie Co. Building
- 5.4 McKenzie Seed Co. Plant Operations and Workers (2 files)
- 5.5 McKenzie Seed Co. Equipment and Plant - Head Office 1983
- 5.6 McKenzie Seed Co. Field Operations and Workers
- 5.7 McKenzie Seed Co. Strike 1944
- 5.8 Fires at McKenzie Seed Co. 1910, 1945, 1972
- 5.9 McKenzie Seed Co. Centennial Exhibition 1996
- 5.10 Miscellaneous McKenzie Seed Co. Photographs
- 5.11 People Connected to McKenzie Seed Co.
- 5.12 Princess Anne's Visit to McKenzie Seed Co. 1982
- 5.13 Onion Set Production Book
- 5.14 Irene Cullen Photographs - McKenzie Seeds Employee Photos
- 5.15 Josiph Airey Photographs - McKenzie Product Photos
- 5.16 Alan R. Mundie Seed Production Photographs
- 5.17 Steele Robertson/Steele Briggs Seeds Photographs
- 5.18 Seed Packet Display Units Photographs
- 5.19 Product Photographs
- 5.20 Parade Photographs
- 5.21 Oversized Photographs
  - 5.21.1 Drawer #1: Executive Photographs
  - 5.21.2 Drawer #2: Office and Equipment/Plant Photographs
  - 5.21.3 Drawer #3: Miscellaneous Oversized Photographs
  - 5.21.4 Drawer #4: Artifacts

McS 6 Miscellaneous

- 6.1 Centennial Exhibition
- 6.2 Miscellaneous Publications
- 6.3 Scrapbooks

MG 1 A.E. McKenzie Fonds

- 1.1 Brandon College Inc.
- 1.2 McKenzie Foundation
- 1.3 Brandon Allied Arts Council
- 1.4 Brandon Board of Trade
- 1.5 Miscellaneous

## RG 2 Provincial Exhibition of Manitoba Association fonds



<http://archives.brandonu.ca/en/permalink/descriptions4351>

Part Of: RG 2 Provincial Exhibition of Manitoba Association fonds  
Description Level: Fonds  
GMD: multiple media  
Date Range: 1884-1992  
Physical Description: 9.46 m textual records; 1919 photographs & graphics

History /

Biographical:

Brandon, Manitoba was incorporated as a city in 1881. In 1882, led by Charles Whitehead and a small Board of Directors that included J.W. Vantassel, Charles Pilling, George Halse, J.E. Smith, William Johnson, R.T. Evans, and Thomas Lockhart, it was decided to hold an agricultural exhibition. These men were all involved in the farm business in one way or another, and they wanted an opportunity to help residents realize the agricultural potential of the region. In October of that year, the fledgling community held its first agricultural exhibition. The fair was held in downtown Brandon at what was known as "Market Square." Market Square was two acres of land located on Princess Avenue between Eighth and Ninth Streets. Due to poor weather, and the fact that not many people were ready to show animals and grain, there was a relatively small turnout. The following year was much improved. There were 730 entries into the exhibition. By 1884, the Board of Directors of the Brandon Agricultural Society, which was in charge of the exhibition, realized that they were in poor financial shape, to the point of being personally out of pocket. It was realized that October was not the best time for farmers to be leaving their farms to go to an exhibition. In 1888, it was decided to move the exhibition to the summer time, when it was much easier for people to attend.

The first Brandon Summer Fair was held in July 1889, and it was a resounding success. The Board of Directors had added many items of interest to appeal to the entire public, not just agricultural people. In 1892, the Western Agricultural and Arts Association (WAAA) was formally established to take over duties from the Brandon Agricultural Society. However, it was not until 1897 that the WAAA held its first meeting. There is no explanation as to why there is a five year gap between the formation and the first meeting of this organization. 1897 was the turning point of the Brandon Exhibition. The fair was now firmly established in Brandon, and the Board of Directors was instrumental in ensuring that it remained so. This was done by petitioning to both the municipal and provincial governments for grant money. As well, the Board booked midway and grandstand acts that would bring the city dwellers to the agricultural exhibition.

There were also early attempts at holding an agricultural exhibition in the winter. The first such attempt was in 1884. There was also a Spring Stallion show held in 1891. By 1904, however, a petition by J.D. McGregor had gone out to formally establish a winter exhibition. This effort also failed, but by 1906, it was decided by businessmen, politicians, and farm representatives in Brandon, including McGregor, to organize a winter fair. Rather than seeing this new fair as competition, the Board of Directors of the summer fair felt that it would complement their exhibition. The new fair would remain primarily agricultural. The first winter fair was held in 1906. While the two fairs were not amalgamated, they did share the same secretary-manager. The secretary-manager was responsible for the day to day management of the fair, as well as keeping track of meetings and decisions reached by the various fair boards and committees. In 1907, the Brandon Winter Fair and Livestock Association (BWFLA) was formed to act primarily as a land-holding joint stock company. The following year the Provincial Winter Fair and Fat Stock Association (PWFFSA), an entirely separate organization from the BWFLA, was formed to manage the activities of the winter fair. The PWFFSA name was soon changed to the Manitoba Winter Fair and Fat Stock Association (MWFFSA).

By 1906, Brandon could boast two full size exhibitions, one in the summer and one in the late winter, both of which were considered to be premiere events. In 1908, the Brandon summer fair was renamed the Inter-Provincial Exhibition, and in 1912 it held its first Traveller's Day, an

event which would soon become an important addition to the fair and is still in existence today. It is thought that the name "Traveller's Day" came from the fact that it was held on a Saturday, a day when many people could travel to Brandon for the exhibition.

In 1913, Brandon was bestowed with the honour of hosting the Dominion Exhibition. This was a national exhibition sponsored by the federal government. It was held in a different city every year. There were several cities vying for the 1913 Dominion Exhibition, but it was Brandon that impressed the sponsors the most. With the government funds received for this honour, the Board of Directors supervised the building of a new grandstand, display buildings, and racetrack, as well as the general expansion and improvements to the fairgrounds.

In the spring of 1912, it was decided by the Board of Directors of the winter fair that the facilities they were currently housed in were inadequate for their needs. The mayor and city clerk of Brandon went to the provincial legislature in order to request that there be an amendment added to the Brandon city charter. This amendment would allow the city to guarantee bonds issued by the winter fair board to help pay for the construction of a new facility. This request was granted, and a \$70 000 addition was built next to the original winter fair building. The new building was opened in 1913.

Throughout the First World War, both the winter fair and Provincial Exhibition buildings were used for the war effort. There was one distinct difference however. The summer fair Board was able to negotiate a deal with the army that enabled it to reclaim the fair buildings during fair week. The winter fair, however, had to give up the idea of holding fairs in 1915 and 1916. It was not until 1917, that the winter fair was able to resume.

During this time, due to the financial problems that had beset the winter fair, the two exhibitions considered amalgamation. The Board of Directors of the winter fair felt that because they were the smaller of the two fairs, their interests would be swallowed up by the summer fair. The winter fair withdrew from the negotiations to amalgamate. With this rather sudden turn of events, the Board of Directors of the summer fair petitioned the government to be allowed to incorporate. This was granted, and in 1920, the WAAA was incorporated as the Provincial Exhibition of Manitoba. From 1920, the summer fair was officially known as the Provincial Exhibition of Manitoba. This was the first time that the summer fair was incorporated, and received the "status and financial assistance" that came with incorporation.

More problems beset the winter fair in the 1920s. In 1920, a fire burned down the winter fair pavilion, located at the south end of the winter fair buildings, and caused the Board to cancel the 1921 winter fair. It was not until 1922, that a new building was completed. By 1929, both fairs were well regarded throughout Canada. In 1929, a decade long Depression hit the west. While many fairs closed during this time, Brandon struggled to keep its open. The Directors of both fairs felt that the agricultural shows "encouraged excellence at a time when faith and enthusiasm were at a low ebb." The summer fair proved to be quite successful during the Depression, likely as a result of the few moments one was able to forget one's troubles while there. The winter fair was not quite as successful, although both fairs received government grants and work relief projects. There was little new entertainment in these exhibitions.

There were changes about to manifest themselves at the summer fair, however. While the winter fair had representatives from various associations on its Board of Directors, the summer fair Board of Directors was a small close-knit group of men. Citizens saw entry into this elite group as elusive and difficult. To ward off the possibility of the Board becoming a "self-sustaining clique," that only chose Directors from within, it was decided by several citizens to try and elect some new blood into the fair Board. In 1933, there was a general election for the Board. Instead of the usual men shuffling positions, there were forty-four nominations for the twenty positions. When the voting was all over, seven new men sat on the Board. Despite some inner rumblings, especially on the summer fair Board over the next few years, both exhibitions survived the Depression.



During the Second World War the fairs once again were forced to operate under adversity. Once again, the buildings were requisitioned for the army, although they were released during fair week. The summer fair was forced to make several concessions, and the winter fair was relocated to the summer fair grounds for the duration.

The winter fair did not survive the Second World War intact. Due to financial reasons, in December of 1945, the Board of Directors turned the winter fair buildings over to the City of Brandon. By 1946, the BWFLA, which was the joint-stock land holding company, had ceased operations because the city now controlled the winter fair land and buildings.

The next fifteen years would be a time of rebuilding for both of Brandon's exhibitions. Children especially were more active participants in the agricultural exhibitions. The summer fair continued to diversify and look for new ways of entertaining the public at large. The winter fair remained primarily agricultural. By the end of the 1950s the winter fair, which was used to struggling, was now both successful and stable; and the summer fair, a perennial success, was starting to fade.

By 1969, both the winter and summer fair Boards had realized that amalgamation was the best possible decision, both practically and financially, for the future of the two fairs. On 29 October, 1969, the two exhibitions amalgamated to become the Manitoba Exhibition Association. The reconstituted Provincial Exhibition of Manitoba was now responsible for both the winter and summer fairs. A new building was erected on the summer fair grounds to house both of the exhibitions. On 2 April 1973, the Keystone Centre was officially opened at the winter fair, although it had been in use since October of the preceding year.

In 1970, Manitoba's Centennial, it was decided that an organization in Manitoba would receive the title of "Royal," as a way to celebrate the centennial. Although many organizations applied for the honour, it was the Brandon winter fair that received the accolades. The winter fair was bestowed with the title "Royal", and became known as the Royal Manitoba Winter Fair.

In 1975, a third exhibition was added, this time a purely agricultural fall show known as the Agricultural Exhibition, or AgEx. This fair was partly organized on behalf of the cattle growers, who found that the summer and winter fairs did not give them adequate time and space to properly show their cattle. The return to a fall show, which had not existed since 1888, would be the return to a purely agricultural exhibition. This show was to be primarily a show and sale event. On 3 November 1975, the first AgEx was opened to resounding success.

The Provincial Exhibition of Manitoba, the Royal Manitoba Winter Fair and AgEx are all still in existence in Brandon. They are regarded as three of the most important events to take place annually in the city.

#### Custodial History:

These files were housed with the Manitoba Exhibition Association until c1986 when they were transferred to the S.J. McKee Archives at Brandon University.

#### Scope and Content:

The fonds consists of textual records and photographs comprised of the records from the three annual exhibitions that are held in Brandon, Manitoba: the Provincial Exhibition of Manitoba, the Royal Manitoba Winter Fair, and the Agricultural Exhibition (Ag-Ex). The textual records include prize lists, programs, minutes, financial, administrative files, original results, scrapbooks, tickets, news releases, contracts, by laws, documents as well as a miscellaneous section. There are approximately 1846 photographs that include scenes from these three exhibitions. These records provide a unique perspective on the development of agriculture and rural life in southwestern Manitoba. Fairs such as these have been and remain prime media of farm improvement, technological and scientific advancement in rural Canada, and the promoters of country living. These fairs also reflected the long tradition inherited from Britain and Europe of country fairs as centers of entertainment, social interchange and diversion. These records are a principal source of information about the most broadly based vocational, entertainment and social events held on an annual basis in southwestern Manitoba over the last century. The records are vital to academic research on agriculture or fairs, individual biography, or community history.

Notes:	The RG 2 Provincial Exhibition of Manitoba Association finding aid was created by Karyn (Riedel) Taylor with the exception of Series 9 and the accompanying database, which were created by Donica Belisle. This finding aid was created in August 1999.
Name Access:	Charles Whitehead J.W. Vantassel Charles Pilling George Halse
Subject Access:	Brandon Agricultural Society Provincial Exhibition of Manitoba Royal Manitoba Winter Fair Agricultural Exhibition Brandon Manitoba AgEx
Repro Restriction:	Researchers are responsible for observing Canadian copyright restrictions.
Finding Aid:	Available
Storage Location:	RG 2 Provincial Exhibition of Manitoba Association fonds
Storage Range:	RG 2 Provincial Exhibition of Manitoba Association fonds
Related Material:	Additional records regarding the Provincial Exhibition of Manitoba, the Royal Manitoba Winter Fair, and AgEx are housed at the Provincial Exhibition of Manitoba Association offices. To gain access to these records, it is necessary to contact the general manager of the Provincial Exhibition of Manitoba Association.

Arrangement:

The fonds is divided into sous-fonds by exhibition. There is a Provincial Exhibition sous-fonds, a Royal Manitoba Winter Fair sous-fonds, an Ag-Ex sous-fonds, and a Miscellaneous sous-fonds that holds information that could not be easily broken down into one exhibition. The arrangement is as follows:

RG 2 Provincial Exhibition Association of Manitoba fonds

RG2SF1 Provincial Exhibition of Manitoba

- 1.1 Documents
- 1.2 Minutes
- 1.3 Financial Records
- 1.4 Administrative Files
- 1.5 Prize Lists and Programs
- 1.6 News Releases
- 1.7 Original Results
- 1.8 Tickets
- 1.9 Photographs
- 1.10 Scrapbooks
- 1.11 Miscellaneous

RG2SF2 Royal Manitoba Winter Fair

- 2.1 Documents
- 2.2 Minutes
- 2.3 Financial Records
- 2.4 Administrative Files
- 2.5 Prize Lists and Programs
- 2.6 News Releases
- 2.7 Original Results
- 2.8 Tickets
- 2.9 Photographs
- 2.10 Scrapbooks
- 2.11 Miscellaneous

RG2SF3 AgEx

- 3.4 Administrative Files
- 3.5 Prize Lists and Programs
- 3.6 News Releases
- 3.7 Original Results
- 3.9 Photographs

RG2SF4 Miscellaneous

- 4.1 Documents
- 4.2 Minutes
- 4.3 Financial Records
- 4.4 Administrative Files
- 4.9 Photographs
- 4.10 Scrapbooks
- 4.11 Miscellaneous

Western Manitoba Philharmonic Choir fonds

<http://archives.brandonu.ca/en/permalink/descriptions14288>



Part Of: RG 5 Western Manitoba Manuscript Collection  
Description Level: Fonds  
Accession Number: 8-2001, 13-2016  
GMD: multiple media  
Date Range: 1965-1980, predominant 25 May 1965 - 30 September 1976  
Physical Description: 12 cm textual records  
6 b/w photographs (loose)  
1 artefact  
Physical Condition: Some of the items in the scrapbook have come loose from their pages, some documents are stained from a liquid, likely coffee

#### History /

#### Biographical:

In 1965, Chris Verhoef, member of the Overture Concert Association, Allied Arts Centre, and Brandon Citizens' Committee for the Performing Arts, called for a meeting of Western Manitoba citizens interested in the prospect of a Philharmonic Choir for the region. The meeting took place on 26 May 1965; the steering committee that gathered, led by Margaret Goodman, undertook the formation of the Choir. The Choir would have an Executive consisting of at least four members, and a committee consisting of a minimum seven members. Each executive member would be elected on an annual basis. The Choir's executive, in collaboration with the conductor, would determine the choir's repertoire for the year. The establishment of the Western Manitoba Philharmonic Choir (WMPC) sought to encourage amateurs to sing for enjoyment, provide the opportunity for a choir to perform choral compositions in collaboration with a symphony orchestra and promote and sponsor the musical arts in the Western Manitoba region. Membership to the choir would be open to all citizens of the region, and members would be accepted based on the discretion of the conductor. The first meeting of prospective members took place on 27 September 1965 in St. Matthews Cathedral parish Hall where more than 90 people gathered and registered to become a member of the WMPC.

Chris Verhoef led the Western Manitoba Philharmonic Choir into its first season as President of the choir's Executive Committee. For the organization's first season, the WMPC hired two members of the Brandon College School of Music: Lucien Needham for the position of conductor and Louise Chapman for the position of accompanist. Brandon College, as well as other donors sponsored the choir for its first season. The Choir held its debut performance in collaboration with the Winnipeg Symphony Orchestra (WSO) on 12 March 1966, and the Choir's performance of Vivaldi's Gloria and Handel's Dettingen te Deum attracted an audience of more than 1400 people. The performance was well received by the public. The debut performance's success earned the Choir a recommendation for a grant from the Manitoba Centennial Corporation that would sponsor a special concert during the centennial year. Furthermore, the Canada Council supported the Winnipeg Symphony Orchestra, by the means of special funds, to make the Symphony's appearance with the Philharmonic Choir possible.

For the WMPC's second season, membership rose to 111 amateur singers. Verhoef remained as President of the Executive, while the Brandon Citizens' Committee for the Performing Arts provided sponsorship. Following the Choir's performance of Schubert's Mass in Eb Major on 17 November 1966, the membership increased to 132 singers. On 20 January 1967, the WMPC's first taped broadcast was released over CBC and CKX. The broadcast's success resulted in an offer from CBC to record another broadcast for a similar release. The Kiwanis Club of Rivers invited the Choir to perform in Rivers on 25 January 1967. On 7 April 1967, the Choir performed Haydn's oratorio, The Creation, in the Brandon College Gymnasium.

The choir elected Murray Ames as President to lead it through its third and fourth seasons. In its third season, the WMPC, conducted by Leonard Mayoh, performed Handel's Messiah on

22 November 1967 in the Brandon University Gymnasium. The Choir's spring concert, name the "Chris Verhoef Memorial Concert," in honour of Chris Verhoef who had passed away December 1967, featured works by Bach, Brahms and Perry. Held on 9 March 1968, in the Brandon University Gymnasium, the concert featured Brandon university student James Stewart as soloist and was received with great praise. In addition to the memorial concert, the WMPC also established a \$500 scholarship for a Brandon University music student to honour Verhoef's substantial contribution to the community.

The first concert of the Western Manitoba Philharmonic Choir's fourth season was held on 10 December 1968, in the J.R.C. Evans Lecture Theatre at Brandon University and featured selections from Handel's Messiah. A piano trio comprised of Francis Chaplin (violin), Malcom Tait (cello) and Gordon Macpherson (piano), as well as a brass trio, also performed at the chori's winter concert. In its fourth season, the WMPC performed two concerts in the second half of its season. On 15 February 1969, in cooperation with CKX Radio and Television, the choir performed works by Mozart, Hindemith, and Mahler in collaboration with the Winnipeg Sympony Orchestra conducted by George Cleve. Later in the season, the choir performed Brahms' Requiem Mass, once again in collaboration with the Winnipeg Symphony Orchestra.

Dr. R. Parker filled the position of President of the Executive for the duration of the Choir's fifth, sixth and seventh seasons. The fifth season saw the WMPC performing four concerts. Conducted by Leonard Mayoh, it opened its season on 11 October 1969 with a performance at the Grand Finale of the Grand Opening of the Western Manitoba Centennial Auditorium, performing the overture to Mozart's The Magic Flute and Beethoven's Symphony No. 9. Their Christmas concert, also conducted by Mayoh, took place on 10 December 1969. The Choir's third concert of its fifth season was held on 31 January 1970, in cooperation with CKX Radio and Television, and featured works by Mendelssohn, Ravel, and Schubert, in collaboration with the WSO under the direction of conductor George Cleve. The season concluded with another concert in collaboration with the WSO on 7 March 1970, conducted by Leonard Mayoh. This concert featured works by Vaughn Williams, Handel and Poulenc.

Seasons six and seven consisted of two concerts each. The Choir held its fifth annual Christmas Concert on 5 December 1970. Led by Leonard Mayoh, it performed its spring concert on 10 April 1971 in collaboration with members from the Winnipeg Symphony, featuring selections by Bach and Mozart in the Western Manitoba Centennial Auditorium. In its seventh season, the Choir performed Bach's Christmas Oratorio on 4 December 1971 in the Central United Church. For its final concert of the year, the WMPC revisited a piece that had been the main focus of its second season: Haydn's oratorio, The Creation. The Choir performed this Haydn masterwork on 8 April 1972 under the direction of Piero Gamba.

Helen Riesberry led the choir through its eighth and ninth seasons as President of the Executive. In its eighth season, the WMPC held its annual Christmas concert on 12 December 1972 in collaboration with the Winnipeg Symphony Orchestra in the style of a sing-along led by Mitch Miller. The choir's spring concert featured another masterwork, Beethoven's Missa Solemnis, conducted by Piero Gamba. The WMPC and members of the WSO performed the Requiem Mass on 28 April 1973 at the Western Manitoba Centennial Auditorium. Despite the lack of attendance at rehearsals since the Christmas concert, the WMPC presented an overall effective performance of the challenging Requiem Mass.

In its ninth season, Derek Morphy took over the position of conductor from Leonard Mayoh. Morphy had his debut performance as conductor with the WMPC at the annual Christmas concert on 17 December 1973. In March 1974, in collaboration with members from the WSO, Morphy led the Choir in its performance of Mendelssohn's oratorio, Elijah, in the Western Manitoba Centennial Auditorium. Later in the season, the choir performed a concert entitled "Reflections," a choral programme for Lent and Easter, accompanied by organist Arthur Bower.

Nearing the end of its ninth season, the Philharmonic Choir encountered severe financial

challenges. The Choir released a notice in the newspaper that the anticipated \$3000 grant from the Manitoba Arts Council had been cut to \$1000, leaving the Choir \$3100 in debt. The notice explained that the Choir needed funds in order to enable operation and continue hiring the WSO for concerts. The WMPC executive and committee held a Leonard Mayoh Night in an attempt to gain funds and donations. Although the Manitoba Arts Council raised the grant to \$2000 and the City of Brandon contributed \$500, the Choir's financial situation remained in a dire state as its ninth season came to a close.

The Choir elected Edith Hayden to lead it through its tenth and eleventh seasons as President of the Executive. The opening of the tenth season challenged the WMPC. In addition to its financial woes, the Choir's Executive struggled to overcome the lack of attendance at rehearsals and the shortage of male voices. The WMPC had experienced membership issues in earlier seasons as well. In its third season, despite a membership of 130 individuals, the choir had struggled to create a balanced sound due to a lack of male membership and therefore a lack of lower voices. In its sixth season, the Choir opened their concert year with an appeal for members. In an effort to improve the choir's financial affairs, the Choir Executive and conductor decided against hiring the Winnipeg Symphony Orchestra for the time being. In an attempt to improve the situation, Derek Morphy wrote a letter to the members of the Choir outlining his concern that he may not be meeting their expectations as a conductor but hoped to generate positive and hopeful prospects for the future of music-making together.

The Choir's annual Christmas concert featured a collaboration with the Brandon School Division Music Department and Brandon School Orchestra and Band Association, as well as dancers choreographed by Barbra Enhes. The WMPC performed Haydn's Mass in D minor at its spring concert on 27 April 1975, accompanied by Arthur Bower. By the end of the season, the Western Manitoba Philharmonic Choir's financial situation had begun to improve.

The WMPC hired conductor Peter Allen to lead the Choir through its final season of operation. The Choir held its annual Christmas concert in the Central United Church on 7 December 1975, and featured Vivaldi's Gloria, accompanied by pianist Barry Anderson. The choir performed Deller's Psalm 148, Telemann's Cantata for the Fourth Sunday after the Feast of the Three Kings, and Dvorak's Stabat Mater at its spring concert held at the Central United Church on 25 April 1976.

Despite its best efforts, the Western Manitoba Philharmonic Choir's first rehearsal of its twelfth season saw just 26 members in attendance. As a result of lack of membership, the Choir Executive decided to disband the WMPC for its 1976/1977 season, with plans to reassess the situation in September of 1977 for the prospect of a 1977/1978 season. Matters were further complicated by financial considerations; by June 1977 the choir's financial situation had worsened as a result of the administrative fees that the WMPC covered for the duration of its unexpected inactive 1976/1977 season. Unlike past years, there were not any ticket sales to cover such expenses.

Following its year off, membership interest in the Western Manitoba Philharmonic Choir did not increase and the decision was made not to return for another season. In 1980, the WMPC revoked its registration as an organization and officially ceased to exist.

#### Custodial History:

Records in the 8-2001 accession were donated to the McKee Archives in 2001, by three representatives of the Philharmonic Choir: Dr. Bill Paton, Botany Department, Brandon University; Mrs. Edith Hayden, WMPC President; and Mary Davidson WMPC Archives Committee. Records in accession 13-2016 were given to Terry Stamper in the School of Music by Marilyn Hayden and then transferred to the McKee Archives on September 21, 2015.

#### Scope and Content:

Fonds consists of records that document the origin, activities, and ultimate disbandment of the Western Manitoba Philharmonic Choir. These records were created and accumulated during the eleven year existence of the WMPC.

Records include: the organization's constitution and history from 1965-1968; financial records, which include grants received from the Manitoba Arts Council, Canada Council, and City of Brandon, as well as materials documenting the organization's financial struggles from 1974-1976; minutes from executive and committee meetings from 18 June 1973 to 24 June 1974; correspondence in the form of letters between the president of the executive and the choir members, and between the conductor of the choir and its members; membership lists from each season of the WMPC; and concert programmes from every major Christmas and Spring concert that the organization performed. Fonds also contains newspaper notices, advertisements and reviews of various performances, as well as posters advertising performances of the WMPC in the 1967/68, 1970/71, 1971/72 and 1973/74 seasons; the posters advertise the choir, collaborators, patrons and featured works.

Also included in the fonds is a scrapbook detailing the choir's history. Each page of the scrapbook is decorated with hand painted images of plants native to the southwestern Manitoba region. The scrapbook includes concert programs and photographs of the choir from all years of the organization's operation. The scrapbook also contains an assortment of informal photographs from various WMPC events. There are also six black and white group photos of the WMPC from various seasons.

Finally, the fonds contains one artifact, a leather bag/zippered file folder with "WMPC" printed on it.

Notes: History/Bio information was provided by representatives of the Western Manitoba Philharmonic Choir. Copies of the history can be found in the fonds. Description by Jessi Gilchrist (October 2016).

Name Access: Chris Verhoef  
Margaret Goodman  
St. Matthews Cathedral  
Lucien Needham  
Louise Chapman  
Manitoba Centennial Corporation  
Canada Council  
Winnipeg Symphony Orchestra  
Brandon College  
Kiwanis Club  
CKX  
Helen Reisberry  
Mary Donovan  
Tom Inglis  
Humphrey Davies  
Muriel Bain  
H.V. Kidd  
Eileen Christ  
Brandon College Auditorium  
CBC Radio  
J.M. Donovan

Murray Ames  
Dr. R. Parker  
Henry Stein  
Ernie Pearn  
Gerry Streuber  
Dorothy McLean  
Mayme Tucker  
Margaret George  
Bob Blair  
Bud Keenan  
Marilyn Johnston  
Sister Mary Rose  
Lou Brown  
Jeanine Baker  
Muriel Patmore  
Leonard Mayoh  
Jim Cory  
Eric Davies  
Phil Ricou  
Elaine Dechka  
Lester Spinaze  
Archie Miller  
High Rest  
Lorna hamilton  
Ruth Cutforth  
Ollie Timkiw  
Thelma Findogasson  
A. Bayne  
Dick Vanderveen  
Lee Donnelly  
M. Rogosin  
Ken Nichols  
Manitoba Arts Council  
Piero Gamba  
Mary Graham  
Reuben Gurevich  
Leonard Stone  
Brandon Area Foundation  
Arthur Bower  
Derek Murphy  
Judy Pringle  
Irma Peters  
John Martens  
Robert Publow  
Brandon Citizens' Committee for the Performing Arts



Brandon Musical Supply  
P.A. Kennedy  
Bond Books  
Brandon Public Library  
Phylis Thomson  
Hilda Miller  
Arthur Janzen  
Walter Deller  
Nora Needham  
Jean Dorian  
Margaret hammond  
Eileen Blain  
Brian Bailey  
Brandon College Gymnasium  
Brandon University School of Music  
G.R. Rowe  
Sylvia Richardson  
Peter Koslowsky  
Nelson Lohnes  
James Stewart  
Francis Chaplin  
Malcolm Tait  
Gordon Macpherson  
J.R.C. Evans Lecture Theatre  
Lorne Watson  
Donald Henry  
Lawrence Jones  
Alice Hekster  
Walter Hekster  
Hilda Dridger  
Elizabeth Grant  
Dorothy Froese  
Robert Ford  
James Mendenhall  
Colin Cooper  
Allison Ryles  
Joy Crawford  
Audrey Farnell  
Maxine Miller  
Smith Miller  
Brandon Sun  
Barbra Ehnes  
Brandon School Division Music Department  
Brandon School Orchestra and Band Association  
Barbra Landry

Subject Access:	philharmonic choirs amateur choirs amateur musicians symphony orchestra philharmonic classical music performance ensemble cultural organizations music community organizations
Storage Location:	2001 accessions
Related Material:	School of Music records Lorne Watson collection Lawrence Jones collection Brandon Women's Musical Club fonds Francis Chaplin collection Brandon Festival of the Arts fonds Fred McGuinness collection CKX fonds Music and the Brandon Community collection