

# S. J. McKee Archives



## O-Pee-Chee Chewing Gum truck

<http://archives.brandonu.ca/en/permalink/descriptions13785>

Part Of: Fred McGuinness collection  
Creator: Photographer: Davidson and Gowen, Brandon  
Description Level: Item  
Series Number: McG 9  
Item Number: 20-2009.96  
Accession Number: 20-2009  
GMD: graphic  
Date Range: 1913  
Physical Description: 9.5" x 7.5" (b/w)

### Custodial History:

Photograph was in possession of Mrs. Ruby Miles, who passed the image on to Fred McGuinness. McGuinness makes reference to Mrs. Miles and this photograph in his Sunbeams column (Brandon Sun 14 September 1978).

### Scope and Content:

Photograph shows a truck advertising O-Pee-Chee Chewing Gum parked in front of Brandon College's Clark Hall. The truck has been identified in the Stuckey collection as a Ford "Model T" delivery wagon. Its windshield is covered with a large advertisement that says, "Equipped with Dunlop Traction Tread Tires." Its license plate reads 1913 #2945. The truck is facing south on 18th Street. A middle-aged man is standing in front of the wagon; a box of gum rests on the truck's right fender. The driver, sporting a gadsby cap and tie, is propping up a box of gum on the driver's side door. Three young men, wearing suits, ties, and gadsby caps, are standing behind the wagon while holding open boxes of chewing gum.

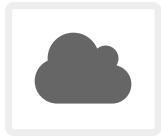
Notes: Writing on the back of the photograph reads: Mrs. R. Miles. The photograph is stamped Davidson & Gowen, Photographers, Brandon, Man.

Name Access: Brandon College  
O-Pee-Chee Chewing Gum  
Davidson & Gowen Photographers  
18th Street

Subject Access: universities  
colleges  
advertising  
Trucks  
Transportation  
delivery services

Storage Location: RG 5 photograph storage drawer 2 (hanging photos)

Related Material: Lawrence Stuckey collection 1-2002.3.1L7  
Ruby Miles collection 14-2003, File 2



## Gerry Beaubier collection

<http://archives.brandonu.ca/en/permalink/descriptions13541>

Part Of:	RG 5 Western Manitoba Manuscript Collection
Description Level:	Collection
Accession Number:	11-2013
GMD:	electronic records
Date Range:	1916-1917
Physical Description:	35 digital photographs
Material Details:	JPEGs

## History /

### Biographical:

Gerry Beaubier was born in Wainwright, Alberta to Beatty and Babe Beaubier. He completed his high school in Saskatoon, before receiving a BSc in Geography from Brandon University.

Before attending university Gerry served in the army as a special reserve, while working as a night clerk at the Bessborough Hotel in Saskatoon. His post-graduate career consisted primarily of work for Canada Agriculture, under the PFRA Branch (Prairie Farm Rehabilitation Administration). Later he would work as an Executive Manager, helping develop forage and range management programs for several post secondary schools, including, Assiniboine Community College, as well as schools in Red Deer, Lethbridge, and Saskatoon.

Gerry Beaubier married Joyce Abercrombie, of Saskatoon. Together they had two sons: Neil and Dean. Neil, an Account Advisor for the Royal Bank, was born in Regina, and currently works in Swift Current. Dean was born in Swift Current, received his PhD in Education and currently lives in Forrest working at Elton Collegiate.

The Beaubiers, who were originally from Ireland, emigrated to the Canadian West, making Gerry part of the fourth generation of his family to call the region home. His great-grandfather, along with his grandfather and great uncle were amongst the first one hundred settlers in Brandon. Together they first built the Beaubier House, a boarding house for early settlers and travellers. After it burnt down they began construction on the Beaubier Hotel, which stood at the corner of 8th Street and Princess Avenue in Brandon until August 17th, 2008. His grandfather, David Wilson Beaubier, continued to build and operate hotels throughout the prairies, including the Empire Hotels (of Brandon and Saskatoon) and The Park (Moose Jaw).

David Wilson Beaubier served as a secretary of the Orange Lodge of Manitoba. As an Orange Lodge Colonel, he worked with other Orange Lodge members, to recruit throughout the prairies for the purpose of World War One. For his efforts, David was promoted to Lieutenant Colonel, and later Captain of the 99th Manitoba Rangers. David's sons (Gerry's father, at University of Manitoba, and uncle at McGill), were both working towards undergraduate degrees when war broke out in 1914, and each would leave school to join their father at Camp Hughes.

### Custodial History:

Gerry Beaubier collected these photos primarily in the years 2000-2011, largely from family and friends who knew of his interest in the topic. They were donated to the S.J. McKee Archives in 2011.

### Scope and Content:

Collection consists of digital photographs of those who trained for battle in World War I at Camp Hughes and in Brandon, Manitoba. It also includes a digital copy of the cover of the Nominal Roll of Officers, Non-Commissioned Officers and Men, who departed from Brandon in 1917.

The photos, taken primarily at Camp Hughes, are of a number of battalions, including the 34th, 100th, 108th, 181st and 214th. The photo, PT in England, is a postcard sent home from Beatty Beaubier. The Massey Harris building seen on the right side of, WW1 B parade0001, was used to house troops throughout the war. The man standing alone at the front of the parade in, 181 Parade, is David Wilson Beaubier.

Notes: Information for the biographical and custodial histories was provided by Gerry Beaubier on September 25, 2013. Description by Dustin Lane (October 2013).

Name Access: Gerald Beaubier  
Gerry Beaubier  
Beaubier family

Camp Hughes  
Brandon, MB  
Lieut. D. Slemin  
Capt. C. Smith  
Capt. J. Strong  
Capt. Ridgeway  
Lieut. W. Smith  
Lieut. T. Williams  
Lieut. H. Craig  
Capt. S.R. Wallace  
Lieut. D.H. Beaubier  
David Wilson Beaubier  
Capt. E.L. Abbott  
Major E.R.C. Wilcox  
Major N.F. McCahey  
Lt.-Col. Sutherland  
Lt.-Col. Foster  
Major Lawless  
Major Collier  
Capt. J.D. Young  
Capt. A.E. Vanderpump  
Capt. J.E. West  
Capt. Munro  
Lieut. Watson  
Lieut. Johnstone  
Lieut. McIntosh  
Lieut. Cherry  
Lieut. Bryan  
Lieut. J.L. Evans  
Lieut. J. Kavanaugh  
Lieut. I. Vipond  
Capt. Rutherford  
Lieut. Cluff  
Capt. Maples  
Lieut. Lane  
Lieut. E.C. Whitehead  
Lieut. R. Carleton  
Lieut. B.F. Beaubier  
Fincher  
Lieut. Beaver  
Lieut. McCool  
Lieut. A.P. Milk  
Lieut. Joseph Hardy  
Lieut. K. Spencer  
Lieut. J. Faulkner

Lieut. F. Keall  
181st Battalion  
181st Brandon Overseas Battalion Band  
A. Gov. Lines 108th  
No. 13 Platoon 108th Battalion  
184th Battalion  
34th Fort Garry  
100th Battalion  
214th Battalion  
108th Signallers  
Stretcher Bearer Section 108th  
Machine Gun Section 108th Battalion  
181st Brandon Overseas Battalion  
Subject Access: armed forces  
military personnel  
barracks  
public ceremonies  
downtown  
historic sites  
railroads  
military services  
parades  
regional parks  
passenger trains  
Veterans  
railway stations  
train stations  
restaurants  
food services  
war  
World War I  
World War One  
First World War  
The Great War  
Storage Location: T: drive/shared 02/web photos



## Gilmore Advertising Company wagon

<http://archives.brandonu.ca/en/permalink/descriptions13787>

Part Of: Fred McGuinness collection  
Creator: Photographer: Davidson and Gowen, Brandon  
Description Level: Item  
Series Number: McG 9

Item Number: 20-2009.98  
Accession Number: 20-2009  
GMD: graphic  
Date Range: 1913  
Physical Description: 9.5" x 7.25" (b/w)

Custodial History:

Photograph was in possession of Mrs. Ruby Miles, who passed the image on to Fred McGuinness. McGuinness makes reference to Mrs. Miles and this photograph in his Sunbeams column (Brandon Sun 14 September 1978).

Scope and Content:

Photograph shows a wagon displaying advertisements for Taylor's Infants-Delight Toilet Soap and Dyson's Red Cross Baking Powder. The Gilmore Advertising Company appears to be responsible for the advertising and the wagon is numbered "No.3". The horsedrawn wagon is facing north on 18th Street and is parked in front of Brandon College's Original Building. An elderly man is seated at the reigns of the wagon and another man is seated at the rear. Standing to the left of the wagon is a man holding a can of Dyson's baking powder. Standing to the right of the wagon is a young man holding a cardboard ad of an infant holding a bar of soap in a wash basin.

Notes: Writing on the back of the photograph reads: Mrs. R. Miles. Cover shot. The photograph is stamped Davidson & Gowen, Photographers, Brandon, Man. Note: The two men standing in the photograph appear to be in another photograph where they are advertising O-Pee-Chee gum (see 20-2009.96).

Name Access: Brandon College  
Davidson & Gowen Photographers  
18th Street  
Gilmore Advertising Company  
Taylor's Infants-Delight Toilet Soap  
Dyson's Red Cross Baking Powder

Subject Access: universities  
colleges  
advertising  
Trucks  
Transportation  
delivery services  
wagons

Storage Location: RG 5 photograph storage drawer 2 (hanging photos)

Related Material: Lawrence Stuckey collection 1-2002.3.1L5  
Ruby Miles collection 14-2003, File 2

## Images

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