

# S. J. McKee Archives



## Medicine Hat Exhibition and Stampede - Parade Day 1

<http://archives.brandonu.ca/en/permalink/descriptions14142>

Part Of: Fred McGuinness collection  
Creator: Photographer: Howard Heid, Medicine Hat News  
Description Level: Item  
Series Number: McG 9  
Item Number: 1-2015.211  
Accession Number: 1-2015  
GMD: graphic  
Date Range: 1962  
Physical Description: 10" x 8" (b/w)

### History /

### Biographical:

The Medicine Hat Exhibition and Stampede Parade Day was held on Thursday, July 19, 1962, at 9:30 a.m. The local newspaper reported that approximately 24,000 people were in attendance to see parade marshal Rod Ashburner leading 175 entries consisting of 90 floats, 75 horses, and 10 bands. There were 19 parade categories eligible for \$12,000 in prize money and included: junior and senior cowboys and cowgirls; fancy and Shetland ponies; sulky class open; comic, commercial, industrial and organizational floats; decorated cars; special ranch class; 4-H Clubs; and a non-competitive class.

The parade route started at Second St. and Allowance Ave., from Second St. to Ash Ave., north on Ash to First St. SE., from First St. S.E. to Fourth Ave., south to Second St. to South Railway St., south on South Railway St. to Third St., with a finish at McLeod Trail. A route map was published in the Medicine Hat News the day before the parade.

Aerial photographs of the parade were taken by Medicine Hat News photographer Howard Heid (1930-2005) from the private helicopter of John Bourn. Bourn was a pilot from Woodville, Wisconsin, who chartered his four-seater helicopter for sight-seers at exhibitions and stampedes across the county.

(Sources: Pat Currie, "Let 'Er Go!," Medicine Hat News, 19 July 1962,1; Harald Gunderson, "'Eye in the Sky' Best Parade View," Medicine Hat News, 19 July 1962,1; "Parade Starts at 9:30 Sharp," 18 July 1962)

### Scope and Content:

Photograph shows an aerial view of the Medicine Hat Exhibition and Stampede Parade route, with a focus on Second Street SE. A residential area showing homes with extensive backyard gardens can be seen. The South Saskatchewan River can be seen on the right of the photograph.

Notes: This photograph shows the neighbourhood before rezoning and commercial development.

Name Access: Medicine Hat  
South Saskatchewan River

Subject Access:       parades  
                             floats  
                             aerial photography  
                             aerial views  
                             street scenes  
                             gardens  
Repro Restriction:    Subject to Canadian Copyright Law  
Storage Location:     RG 5 photograph storage drawer 2 (hanging photos)  
Arrangement:  
                          BR #3 Family photos

## Images

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### Rosser Avenue, north side 900 block

<http://archives.brandonu.ca/en/permalink/descriptions13799>

Part Of:               Fred McGuinness collection  
Description Level:    Item  
Series Number:       McG 9  
Item Number:         20-2009.108  
Accession Number:    20-2009  
GMD:                 graphic  
Date Range:           1882  
Physical Description: 7.25" x 4.25" (b/w)  
Material Details:     On matting  
Physical Condition:   Photograph has pen markings and publishing mark-up notes on front and back of matting

#### Scope and Content:

Photograph shows the north side of the 900-block of Rosser Avenue, facing west from 9th Street. All the shops appear to be woodframed buildings; the sidewalk has yet to be installed and wooden planks have been laid down in front of the shops. Visible storefronts include: (left to right): Leask & Rose, general merchants (at the 11th Street intersect); Fortier & Bucke - Manufacturers' Agents and CPR Express Co.; The New Era - real estate office; Imperial Bank of Canada; Durand & Macdonald Law Office, T.D. McLean - jeweller; Deacon & Hooper - grocers; and J. Barker Vosburgh - Surgeon & Dentist. The building in the foreground has Rosser Avenue and 9th Street street signs affixed above the entrance to the building. A chuckwagon is parked in front of Fortier & Bucke.

Notes:	Writing on the front of the photograph reads: Brandon.
Name Access:	Rosser Avenue Leask & Rose Fortier & Bucke Commision Agents The New Era Imperial Bank of Canada T.D. McLean W.A. McDonald soliciter J. Barker Vosburgh Deacon & Hooper 9th Street
Subject Access:	Brandon business buildings & facilities before 1940 store exteriors street scenes jewellers jewelry stores jewelry stores signs and signboards grocery stores general stores banks surgeons dentists lawyers grocery trade hardware stores wagons
Storage Location:	McGuinness oversize storage drawer (1-2015)
Related Material:	Lawrence Stuckey collection 1-2002.3.1C18

#### Images

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