

# 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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## Fred McGuinness and Peter Gzowski

<http://archives.brandonu.ca/en/permalink/descriptions14192>

Part Of: Fred McGuinness collection

Description Level: Item

Series Number: McG 9

Item Number: 1-2015.261

Accession Number: 1-2015

GMD: graphic

Date Range: [1980s]

Physical Description: 6" x 4" (colour)

Custodial History:

After the cancellation of McGuinness' CBC Radio broadcast "Neighorly News from the Prairies" that he hosted from 1980 to 1983, McGuinness continued working with the CBC. He was popularly known for his work as the prairie essayist for CBC Radio's Morningside with Peter Gzowski, a position he held for 17 years.

Scope and Content:

Photograph shows Fred McGuinness (left) and Peter Gzowski (right) having coffee in a restaurant.

Notes: Writing on the back of the postcard reads: Baron! Dear Fred - okay, okay so the photos aren't great...these are your copies anyways! How you are well - Love Shelley (the Countess)

Name Access: Peter Gzowski

Fred McGuinness

Frederick George McGuinness

Subject Access: Radio Broadcasts

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

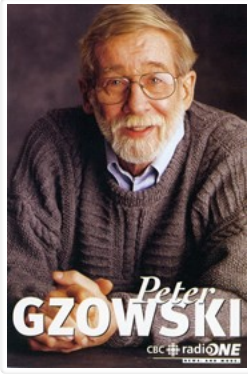
Arrangement:

RR#8 photos

### Images

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## Peter Gzowski

<http://archives.brandonu.ca/en/permalink/descriptions14191>

Part Of: Fred McGuinness collection

Description Level: Item

Series Number: McG 9

Item Number: 1-2015.260

Accession Number: 1-2015

GMD: graphic

Date Range: [1980s]

Physical Description: 4 " x 6" (colour)

Material Details: postcard

Scope and Content:

Photograph shows a promotional shot of CBC Radio host Peter Gzowski for CBC Radio One.

Notes: Writing on the back of the postcard reads: Baron! Dear Fred - okay, okay so the photos aren't great...these are your copies anyways! How you are well - Love Shelley (the Countess)

Name Access: Peter Gzowski

Subject Access: Radio Broadcasts  
advertising

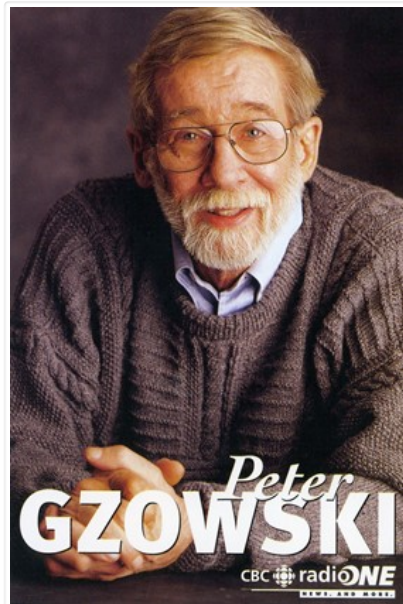
Storage Location: RG 5 photograph storage drawer 2 (hanging photos)

Arrangement:

RR#8 photos

### Images

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## Palmolive's Happy Gang Family Foto

<http://archives.brandonu.ca/en/permalink/descriptions13973>

Part Of: Fred McGuinness collection

Description Level: Item

Series Number: McG 9

Item Number: 1-2015.44

Accession Number: 1-2015

GMD: graphic

Date Range: [1949]

Physical Description: 8" x 8" (b/w)

History /

Biographical:

According to the Canadian Old-time Radio Alliance website, the Happy Gang radio show was established by Bert Pearl for the CBC in 1937. The show remained on the air until 1959.

Colgate Palmolive was the radio show's first sponsor. Other sponsors included Carnation Milk, Mills' Flower, and Red Rose.

Custodial History:

Photograph sent to Fred McGuinness from Lillie S. Wilkins of Killarney, MB

Scope and Content:

Photograph shows a group portrait of the "The Happy Gang" family. The promotional photograph was produced for the 143rd anniversary of the Colgate-Palmolive company.

Notes: Members of the Happy Gang are identified on the back of the photograph along with "a message" from Bert Pearl, the M.C. for the Happy Gang.  
Date of photograph determined from Colgate-Palmolive company history.

Name Access: Palmolive's Happy Gang Family

Colgate Palmolive Company

Bert Pearl

Subject Access: portraits

advertising

Radio Broadcasts

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

Arrangement:

McG RR #1 - loose (see McG 1.2 File 33)

### Images

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## Fred McGuinness and Shirley in a sound booth

<http://archives.brandonu.ca/en/permalink/descriptions14177>

Part Of: Fred McGuinness collection

Description Level: Item

Series Number: McG 9

Item Number: 1-2015.246

Accession Number: 1-2015

GMD: graphic

Date Range: [1980s]

Physical Description: 7" x 5" (colour)

Custodial History:

Photograph was sent to Fred McGuinness from Shirley

Scope and Content:

Photograph shows Fred McGuinness seated in a recording room with a female colleague.

Microphones and recording equipment can be seen on a desk behind the pair.

Name Access: Frederick George McGuinness

Fred McGuinness

Subject Access: Radio Broadcasts

building interiors

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

Arrangement:

RR #1 loose, see McG 1.2 File 1

### Images

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