

# 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

