

# S. J. McKee Archives



## RG2SF1 Provincial Exhibition of Manitoba

<http://archives.brandonu.ca/en/permalink/descriptions4352>

Part Of: RG 2 Provincial Exhibition of Manitoba Association fonds

Description Level: Sous-fonds

Fonds Number: RG2SF1

GMD: multiple media

Date Range: 1903-1991

Physical Description: 3.47 m textual records; 793 graphics

History /

Biographical:

The Provincial Exhibition of Manitoba has been an institution almost as long as Brandon has been a city, although under the guise of several different names. The idea of an exhibition came from Charles Whitehead, who was the founder and first president of the fair. Whitehead was one of the earliest and most prominent businessmen in Brandon. The first Brandon fair was organized in October of 1882, by the Brandon Agricultural Society (BAS). The Board of Directors of the BAS offered up two hundred dollars in prize money, but poor weather and a subsequently small turnout of people and exhibits to the downtown location caused the fair to do poorly. Undeterred, the Board of Directors began to make plans for the second fair, in what was to become an annual event. This time, due to generous grants from the city, district, and province, the Board of Directors was able to purchase land just south of the city to hold the fair on and built a Crystal Palace to hold exhibits in. In October 1883, there were seven hundred and thirty entries, and the fair, the first to be held on the new fair grounds, was considered successful.

The Brandon Exhibition was not financially sound however, and by 1888, the Directors knew that major changes had to be made if they wanted to continue the fair. It was decided that October was not the best time to hold an agricultural exhibition because most farmers were in the middle of harvesting and did not have time to leave their farms for an exhibition. A decision was made to move the exhibition to the summer, when most farmers could get away for a few days. In July 1889, the first Brandon summer fair was held. The Directors had managed to revamp the fair in order to appeal to the wider public. The fair was a huge success, with both city and rural people attending.

The Board of Directors formally established the Western Agricultural and Arts Association (WAAA) in 1892 to take over management duties of the fair from the BAS. However, the first meeting of the WAAA was not until 1897. There is no explanation for the five year delay. The WAAA received generous donations from the various governments, and the citizens of Brandon. In 1897, the Board of Directors purchased another 42 acres of land from the city that was located beside the fair grounds. They erected a grandstand and new stables. Prize money was increased, there were special prizes offered for the first time, and special exhibition trains were available to transport fair goers at a reduced rate.

The 1897 fair was the major turning point for the Brandon exhibition. The fair appealed to both urban and rural dwellers. The Board wanted to put Brandon on the map, and accordingly, they brought forward events and entertainment that would do so. The first Traveller's Day, still running strong today, was put on in 1912. The parade associated with it was unlike any

Brandon had seen before. Despite the attractions, carnivals and midways that were beginning to dominate the fair, organizers insisted that it was still primarily an agricultural event. The promotion of agriculture was still prominent at the exhibition. As local historians have written, "the exhibition symbolized the accomplishments and potential of the region, and encouraged all agriculturists to strive towards higher standards."

By 1912, all outstanding loans had been paid off, and the Board of Directors could boast an eleven thousand dollar surplus in funds. As well, the physical assets available to the summer fair were expanded dramatically in 1913. In 1913, Brandon was granted the honour of hosting the Dominion Exhibition. From the funding that came in for this prestigious event the Board of Directors was able to build a new grandstand, erect new display buildings, replace the racetrack, and generally expand and improve the fair grounds. Another 80 acres of land was bought from the city for the summer fair. The Brandon Dominion Exhibition was declared open on 15 July 1913 by Manitoba Premier Rodmond Roblin. Although it was a resounding success, the Directors ended up having to pay for parts of it out of their own pockets.

Canada entered World War One in the late summer of 1914. The WAAA reached an agreement with the military that the army could use the fairgrounds during the year if they allowed the WAAA use of the grounds for the fair week. Because of limitations put on the fair because of the war, the Brandon exhibition became more involved with the Western Canada Fair Circuit. This organization enabled the summer fair to join in the exhibitions that worked together to bring events like the midway to their exhibitions.

It was also during this time that moral reform became more prevalent in Canadian society. Due to this growing concern with moral purity and the desire for social reform, the Directors had to find ways to ensure that the summer exhibition did not cross the boundaries of good taste. There was a short-lived protest in 1913 against horseracing, but by 1916, then-president of the fair, R.M. Matheson, cast the tie breaking vote in favour of letting both the horseracing and the betting continue. By 1917, the Board had decided against allowing betting, but the horseracing was allowed to continue.

After the war ended, financial stress on the part of the winter fair brought forward a proposal to amalgamate the summer and winter fairs. The provincial government stated that they were interested in supporting an amalgamation, and the two fair boards resolved to consider the option. In spring of 1920, the winter fair backed out the deal because they felt they would lose out to the WAAA in the deal. Not to be deterred, the WAAA applied for incorporation with the provincial government. On 3 April 1920, the WAAA was incorporated as the Provincial Exhibition of Manitoba (PEM). In 1920, the official title of the summer fair was changed from the Inter-Provincial Exhibition to the Provincial Exhibition of Manitoba.

After incorporation the Board of Directors was increased to a membership of twenty. The provincial exhibition continued to increase and change with the times. The directors tried to make each fair interesting and stimulating for the people of Brandon and the surrounding areas. A Manitoba Government Building was opened in 1927, by Premier John Bracken, and an Automobile Building opened in 1927. By 1929, the Provincial Exhibition was one of the leading summer exhibitions in Western Canada. Unfortunately, 1929 was also the beginning of a decade-long Depression throughout Canada and the United States. The exhibition continued though, although at a less grandiose level. The exhibition was the site of some work relief programs throughout the thirties, but the grants were generally small.

It was also during the 1930s that people began wanting a change in the management of the Board. For many years, almost since the inception of the fair, the Board had been run by the same group of men who took turns in the various positions. In 1933, there were several men brought forward to run against the Directors at the annual general meeting. A total of forty four nominations went up for the twenty positions. After the dust had settled, seven new faces took seats around the Directors table.

During World War Two, the Provincial Exhibition managed to continue. The Board made an agreement with the military that while their buildings could be used by the military during the war, the fair would be able to take control of the buildings for fair week. While the fair remained open, its exhibits were hampered by the war. In 1942, for example, the Wartime Prices and Trades Board declared that farm machinery could not be exhibited for the duration. This was one of the fair's bigger draws, and its absence was felt greatly. As another concession to the war, the livestock show had to be reduced from five days to three, although this decision was met by protest from many of the directors. Despite these impediments, the entries into the agricultural exhibits continued to increase. Horse racing, long a bone of contention among members of the Board was almost eliminated in 1942, but a compromise was made and the Directors allowed one day of racing at the 1943 fair.

After the war, the prize money increased by up to twenty-five percent in an effort to increase the number of exhibitors. Many new events were added to the fair roster, including an annual 4-H show and farm camps for children. A Trade Show was added in 1952 and became a large success. The fair always enjoyed support from the City of Brandon, although there were the occasional tensions between the two. In 1955 the Board approved a proposal by R.A. Hodges to sponsor a Dream Home contest. While the attraction was a big success, the Directors evidently did not receive the cut of the proceeds that Hodges had promised them. The fair Board ended up fifty-five hundred dollars in debt.

In 1958 an attempt was made to break the all male hold on the directorate. While no women were elected to the Board itself, a Women's Advisory Committee was created to provide input into fair activities. The original committee was made up of Mrs. D. Elviss, Mrs. D. Graham, Mrs. G. McRae, and Mrs. F. Heeney.

It was also during this time that the Board began to face more direct competition from Winnipeg. The Red River Exhibition had been operating for several years, and its Board of Directors wanted their exhibition to be admitted into the Western Canadian Association of Exhibition. This would not have been particularly good for the Brandon Provincial Exhibition. Partly due to the Brandon Board's vigorous protests, Winnipeg was only granted an associate membership.

By the end of 1958, the Brandon fair was once again facing financial difficulties. The Provincial Exhibition was at its peak at the end of the 1950s. By 1961 the fair recorded a net loss of sixty-five hundred dollars. Because of financial problems, the fair Board had to mortgage its property for \$50 000. As well, the Royal American Shows left Brandon for Winnipeg in 1966, leaving the Directors scrambling to find another midway. It took several years and several different companies before the Directors settled on the Conklin Brothers Shows. To make matters worse, the grandstand was condemned in 1974, leaving the fair without a place to hold its grandstand show. This show was replaced by the Western Canada Rodeo Circuit, in an attempt to regain patrons.

By 1966 both the summer and winter fair Boards had decided that one facility could be used to house both the summer and winter fairs. Both financially and practically, it became an increasingly good idea to merge the two fairs together. In 1969, the Provincial Exhibition of Manitoba and the Manitoba Winter Fair were amalgamated to become the Manitoba Exhibition Association. Ground was broken a few years later on the summer fair grounds, and by 1972, the Keystone Centre was open for business. The official opening was at the 1973 Winter Fair. From then on, the Provincial Exhibition, Royal Manitoba Winter Fair and, later, AgEx, were housed in the same building, and run by the same board of directors.

#### Custodial History:

These files were housed with the WAAA, the PEM, and the MEA until c1986 when they were transferred to the S.J. McKee Archives at Brandon University.

#### Scope and Content:

The sous-fonds consists of textual records and photographs from the Provincial Exhibition of Manitoba. The textual records include prize lists, programs, minutes, financial, contracts, by laws, administrative files, original results, news releases, scrapbooks and tickets. The photographs include animal shows and events, dignitaries, entertainment, attractions, ceremonies, buildings and other events.

It has been divided into eleven series, including: (1) Documents; (2) Minutes; (3) Financial records; (4) Administrative files; (5) Prize lists and programs; (6) News releases; (7) Original results; (8) Tickets; (9) Photographs; (10) Scrapbooks; and (11) Miscellaneous.

Storage Location: RG 2 Provincial Exhibition of Manitoba Association fonds  
RG2SF1 Provincial Exhibition of Manitoba



## RG2SF2 Manitoba winter fair

<http://archives.brandonu.ca/en/permalink/descriptions4364>

Part Of: RG 2 Provincial Exhibition of Manitoba Association fonds  
Description Level: Sous-fonds  
Fonds Number: RG2SF2  
GMD: multiple media  
Date Range: 1908-1992  
Physical Description: 2.65 m textual records  
780 graphics

#### History /

#### Biographical:

The first attempts to hold a winter agricultural fair in Brandon happened in 1884, when a show was held in the buildings owned by A. Harrison and Company. However, this did not become an annual event. There were also several unsuccessful attempts to establish annual Stallion Sales in the late spring by horsemen in the area. In 1904, J.D. McGregor petitioned Brandon City Council for a winter fair. The petition was accepted by the city, and in 1906 Brandon's first winter fair was held. It was a big success, and the Board of Directors looked forward to it becoming an annual event. The summer fair, which had been in operation since 1882 welcomed this new exhibition. The Board of the summer fair felt that a winter fair would be complementary to the summer exhibition. Although the two fairs were not amalgamated, they did share a secretary-treasurer and several Board members.

In 1907, the Cattle Breeders Association decided to make the Brandon Winter Fair the site of its annual stock sale. With this support, it was felt that the winter fair would become an annual event. A joint stock company was created in 1907 entitled the Brandon Winter Fair and Livestock Association (BWFLA), to be used primarily as a land-holding company. Land was purchased at Tenth Street and McTavish Avenue in order to erect a winter fair building.

The following year, the Provincial Winter Fair and Fat Stock Association was created to manage the winter fair. The name was soon changed to the Manitoba Winter Fair and Fat Stock Association (MWFFSA). Unlike the summer fair, the winter fair was solely an agricultural event. The Board felt no need to please the citizens with carnivals and midways. The winter fair was "by and for the farmers...[and]...the primary functions of the Brandon Winter Fair were to educate the agricultural community and to honour the community's accomplishments."

Additional land was bought on Eleventh Street and Victoria Avenue to build a new winter fair building. The building opened in 1913. By this time, the Brandon Winter Fair was one of the

best livestock and agricultural exhibitions in the province.

When the First World War broke out, the winter fair buildings were requisitioned by the military for troop accommodation and eventually as a detention centre for Ukrainian internees and other "enemy aliens." Unlike the summer fair, which was allowed to use their buildings during fair week, the winter fair buildings were not released for the exhibition. This led to the cancellation of both the 1915 and 1916 winter fairs.

By 1917 the winter fair was allowed to open again, but by this time both the BWFLA and the MWFFSA were experiencing financial difficulties. It was at this time that the proposal first went out regarding an amalgamation of the summer and winter fairs. The provincial government approved of the idea of an amalgamation, and both fair Boards considered the proposal. However, in early 1920 the winter fair Board pulled out of the discussions, as it felt that the winter fair would lose out to the WAAA. The winter fair Board decided to struggle on independently.

Financial problems heightened Board concerns that the winter fair was not exciting enough to keep the public interest. To add to the financial concerns of the winter fair board, in the fall of 1920, the old winter fair pavilion caught fire and burned. Forty six horses were killed and the fair Board had to cancel the 1921 winter fair. When the new winter fair building opened in 1922, it was greeted with enthusiasm. The Directors, in an attempt to ease the increasing financial burden they were feeling, tried to keep the buildings open year round for other events.

In 1929, the Depression began in Canada. While the winter fair continued to run, its buildings were once again requisitioned by the government, this time to house men looking for work. The winter fair Directors were conscious of the problems that the citizens of Brandon were facing, and they offered free admission to those on relief. The fair received grants from the government to provide work relief programs, but these were often small or canceled. The Board members may have resorted to helping to pay for the fair out of their own pockets.

Despite financial problems, the winter fair managed to survive the Depression. Unfortunately, as Brandon recovered from the Depression of the 1930s, the Second World War broke out. For the third time in as many decades, the government requisitioned the winter fair buildings. This time, however, instead of canceling the fair as in previous years, the winter fair went on as scheduled, although it was held on the summer fair grounds.

By 1945, the directors were at a loss financially. They decided that the best course of action in order to keep the fair going was to turn over the buildings to the City of Brandon. By the fall of 1946 the BWFLA had ceased operations.

While the Manitoba Winter Fair and the Provincial Exhibition of Manitoba were still not amalgamated, they continued to share the same secretary-manager and several Board members. After the cessation of the war, the Directors knew they had to become more appealing to the wider public. There were promotional events held and more entertainment was offered to attract the public. These additions led to dissension among Board members, as some wanted the fair to remain purely agricultural. The appeal for the greater good of the fair, even if it did include some non-agricultural attractions, eventually won out.

The fair was still to be plagued with difficulties though. In 1952 the fair had to be canceled because of an outbreak of hoof and mouth disease. Despite setbacks such as this, the Board persevered. The following year a 4-H seed show was created and sponsored by the provincial agronomist, P.F. Ford. A carcass class was added in 1957. Soon the fair was successful and stable and rapidly outgrew its facilities.

It was decided by 1966 that the winter fair and the summer fair should be housed in one building. In 1969, the respective Boards went one step further and decided to become one organization. The Manitoba Winter Fair and the Provincial Exhibition of Manitoba

organization. The Manitoba Winter Fair and the Provincial Exhibition of Manitoba amalgamated in 1969 to become the Manitoba Exhibition Association. In 1970, the year of Manitoba's Centennial, it was decided that an organization in the province would receive the designation "Royal" by Queen Elizabeth II. After much consideration by the province, the Manitoba Winter Fair was chosen, and in 1970 it became known as the Royal Manitoba Winter Fair. In 1972 the construction of a common facility was completed, and the 1973 winter fair was the occasion of the official opening of the Keystone Centre. The winter fair continues in this facility and under this designation to this day.

Custodial History:

The records were housed at the MWFFSA, the MWF and the MEA until c1986 when they were transferred to the S.J. McKee Archives at Brandon University.

Scope and Content:

The sous-fonds consists of textual records and photographs pertaining to the Winter Fair. The textual records include prize lists, programs, minutes, financial, administrative files, original results, news releases, scrapbooks, and tickets. The photographs include animal shows and events, dignitaries, entertainment, ceremonies, buildings, and other events.

The sous-fonds has been divided into eleven series, including: (1) Documents; (2) Minutes; (3) Financial records; (4) Administrative files; (5) Prize lists and programs; (6) News releases; (7) Original results; (8) Tickets; (9) Photographs; (10) Scrapbooks; and (11) Miscellaneous

Storage Location: RG 2 Provincial Exhibition of Manitoba Association fonds