

# S. J. McKee Archives



## A.E. McKenzie Seed Co. Ltd. fonds

<http://archives.brandonu.ca/en/permalink/descriptions4309>

Part Of: RG 3 A.E. McKenzie Company fonds

Description Level: Fonds

GMD: multiple media

Date Range: 1887-1996; predominantly 1910-1974

Physical Description: 7.47 m of textual records  
500 photographs

### History /

#### Biographical:

The A.E. McKenzie Seed Co. Ltd. originated with the McKenzie family Flour, Grain and Seed business, started by F. B. McKenzie in the early 1880's. When F. B. McKenzie passed away in 1896, his son, Albert Edward McKenzie, assumed control of the company, and renamed it The Brandon Seed House. With its main office and plant in Brandon, Manitoba, the company specialized in the production and sale of field seeds and service exclusively to seed buyers in the prairie provinces and British Columbia. In later years, a complete line of products including garden seeds, lawn grass, and other allied lines was developed for sale across Canada.

In 1906, the company underwent a change of name when A. E. McKenzie determined that the growth of the country demanded a larger seed institute than could be managed by one man. As a result, the company was incorporated under provincial statutes and the federal Joint Stock Companies Act as A. E. McKenzie Seed Co. Ltd., and new personnel were hired.

Under the Joint Stock Companies Act, A.E. McKenzie Seed Co. Ltd. was required to elect a Board of Directors of not less than three, and not more than nine individuals. Only shareholders of the company were eligible for election, and election was to take place yearly with each shareholder entitled to as many votes as shares owned in the company. The Act also dictated that the directors were, from time to time, to elect from among themselves, a president of the company. They were also able to appoint and remove all other officers of the company and to create company by-laws. The directors were not obliged to pay any dividend on shares if the company should become insolvent. Under the Act, the stock of the company was deemed a personal estate and was only transferable as such. In addition, the company could acquire, hold, and transfer real estate, and was required to submit annual statements.

A. E. McKenzie was elected President of the newly constituted company. For the remainder of his natural life he remained in this position and supervised the operation of the company. S. A. Bradford, who was given responsibility for various company departments, filled the position of General Manager. H. L. Patmore became the Vice-President, overseeing the nursery business, while W. A. McCracken was put in charge of the warehouse stock, and shipping department. McCracken also supervised the mail order department.

The Company was initially comprised of three divisions: The Brandon Seed House, Brandon Nurseries, and Brandon Greenhouses. Each division was registered under Dominion Patents. Later, the company was divided into Retail Mail Order, Wholesale and Commission Packet Trade divisions. It also undertook some export business.

By registering the divisions of the company under federal legislation affecting trademarks and industrial designs, McKenzie and the Board, were able to register both the company's trademarks and to protect the company's industrial techniques. The company could thus patent the methods and processes of its operations so that no other individual or business could duplicate them.

Located at 30 9th Street, the head office and plant of A.E. McKenzie Seed Co. Ltd. housed all the facilities and staff of the company, with the exception of the regional sales offices and warehouses. The business of the A. E. McKenzie Co. Ltd. was conducted from a frame warehouse until the current McKenzie building was constructed on the same site after a fire destroyed the original premises. Designed by architect Thomas Sinclair, and built by the Brandon Construction Company, the new building opened in 1911. In time, The A. E. McKenzie Co. Ltd. came to be known as Western Canada's Greatest Seed House.

During the 1930's, before a new building was erected in 1945, the A. E. McKenzie Co. occupied space at five different locations in Brandon, including the Massey Harris Building, the International Harvester Building and the Security Building. The last of these premises was destroyed by fire in 1972. As a result of its proximity to the Security Building, the main McKenzie Building also suffered heavy fire and water damage. A. E. McKenzie Co. Ltd. also utilized a warehouse on the north side of Pacific Avenue alongside the Canadian Pacific Railway tracks between 5th and 6th streets. This building and its contents were destroyed by fire (1946). In May of 1949, the company purchased and erected a Quonset structure on the west side of 15th Street between Rosser and Pacific Avenues.

In 1908, the first branch of the A. E. McKenzie Seed Co. Ltd. was established at Calgary. In the following sixteen years, additional branches were established in Edmonton and Saskatoon (1923), Moose Jaw, Toronto (1934) and Winnipeg (1935). Both the Edmonton and Saskatoon branches were seasonal, operating for a four-month period, March to June inclusive. Business in the Maritime Provinces of Prince Edward Island, Nova Scotia and New Brunswick further extended the company's operations by the mid 1940's. In 1946, the company purchased property in Gilbert Plains, Manitoba, 120 miles north of Brandon. This purchase enabled the company to handle larger quantities of Sweet Clover, a popular crop that was grown in the surrounding area. Additional offices were opened in Vancouver and Quebec City in rented premises by the early 1960's.

In the years 1944-1945, the McKenzie Foundation was created. Through the Foundation, arrangements were put in place to transfer shares of the company to the Manitoba Government for the benefit of higher education, specifically Brandon College. In return for this gift, which included 90% of all capital resources of the company together with all of the income earned each year, except for the amount retained annually to ensure sufficient operating capital, the A.E. McKenzie Co. Ltd. received exemption from paying Corporate Tax.

Prior to the establishment of the McKenzie Foundation, in 1945, the National Trust for the benefit of the College held the shares of McKenzie Seeds. On April 7, 1945 the Manitoba Legislature passed legislation whereby A. E. McKenzie retained effective management control of his company, but 1031 shares out of 1145 issued shares were gifted to the Provincial Government. In return, the government agreed that all financial benefits from the shares would go to Brandon College through the A. E. McKenzie Foundation. When Mr. McKenzie passed away in 1964, the primary responsibility of appointing the Board of Directors for McKenzie Seeds passed to the Provincial government.

The remaining 114 shares of the Company were turned over to the Crown on July 16, 1975 in accordance with an agreement between Brandon University, A. E. McKenzie Co. Ltd. and the Manitoba government. The same agreement also turned the McKenzie Foundation over to Brandon University. Therefore, since 1975 the crown has held all shares of the McKenzie Co. through the Province of Manitoba.

A.E. McKenzie died on September 25, 1964 at the age of 94 and was succeeded as President of the company by J. Lasby Lowes. When Mr. Lowes retired in 1968, A. R. Swanson was appointed by the government to fill the position and was responsible for all operations of the company under a Board of Directors comprised mainly of appointees of the government. It has proven impossible to establish a complete list of those individuals who held the positions of President/General Manager of McKenzie Seeds after 1964. A partial account is as follows: Anthony J. Maruca became President of A. E. McKenzie Co. Ltd. in 1972. In 1975, the Board of Directors appointed William Moore General Manager, creating a new position to relieve the President of the company from management of plant operations. At the same time, Pat Kelleher was named new interim President. Following the resignation of Kelleher, William Moore assumed the role of President as well. Moore left the company in the early 1980s. He was later convicted of criminal misconduct as President of the company. Keith Guelpa became President/General Manager in the mid 1980's; Raymond West was his successor.

Beginning in 1969, the A. E. McKenzie Seed Co. Ltd. began phasing out the Field Seed division of their company, including business related to forage crops and cereals. Seed cleaning equipment located in Brandon and the company's Calgary and Toronto cleaning plants was sold. The Company concentrated its resources on the production and sale of vegetable and flower seeds, and lawn and turf grasses. It acted as a wholesaler and conducted business through chain stores, grocery, hardware and general stores.

Late in 1971, A. E. McKenzie Co. Ltd. purchased its largest competition in packaged seeds - Steele Briggs Seed Co. from Maple Leaf Mills Inc. for two million dollars. At the time of the acquisition the company changed its name to A. E. McKenzie Co. - Steele Briggs Seeds, in order to benefit from the favorable reputation held by Steele Briggs Seeds across Canada. In the early 1970s, the acquisition of Brett-Young Seeds Ltd., a Winnipeg company that dealt exclusively in the production and sale of field seed, brought the A. E. McKenzie Co. back into the field seed market.

In 1994 the Manitoba Government sold the A.E. McKenzie Seed Co. Ltd. to Regal Greetings and Gifts, Canada's largest non-retail mail-order catalogue company, which is owned by MDC Corporation of Toronto.

In 2001, McKenzie Seeds is Canada's leading supplier of packaged seeds and related gardening products. It is divided into a Retail Consumer Products division which features well known seed brands including McKenzie Seeds, Pike Seeds and Thompson & Morgan Seeds from England. As well, this division also carries a complete range of lawn seeds and perishables. It also continues to ship the seed racks invented by A.E. McKenzie to numerous retail stores. The second division, Direct Mail, consists of the McFayden and McConnell catalogues which reach over 500,000 Canadian homes each year.

#### Custodial History:

Following the sale of the A.E. McKenzie Seed Co. Ltd. to Regal Greetings and Gifts, the records of McKenzie Seeds and its subsidiaries were retained in the McKenzie Plant on 9th Street. In April of 1997, the records were transferred to the McKee Archives at Brandon University. Because the company was a crown corporation, the records of McKenzie Seeds belonged to the Province of Manitoba and might have been placed in the Provincial Archives. However, Provincial Archivist Gordon Dodds permitted the retention of the records in Brandon at the S. J. McKee Archives. The minutes of the Board of Directors, previously transferred to the Provincial Archives, remain in Winnipeg. Until 1960 these minutes, by-laws of the Company, and the letters patent of incorporation (April 7, 1906) were in the possession of the Company's lawyers, Johnson, Garson, Forrester, Davidson, & Steen.

#### Scope and Content:

The fonds consists of textual records, photographs and artifacts from A.E. McKenzie Seed Co. Ltd. The textual records include minutes, documents, financial records, administrative records, by-laws, legal records, catalogues, sales literature, seed packets, newspaper clippings, appraisals, publications, scrapbooks and miscellaneous sections.

In addition, some of the records within the fonds relate to the operations of McKenzie subsidiaries -- Brett-Young Seeds, Steele-Briggs Seeds, Pike & Co. and McFayden Seeds -- and various properties owned by McKenzie Seeds.

Fonds contains approximately 500 photographs. These depict the operations and employees of McKenzie Seeds and the seed industry in general. Artifacts contained in the fonds include blueprints, newspaper clippings, copper printing plates, seed bags and plaques.

Fonds also includes an artificially created series of records dealing with Brandon College Inc., the A.E. McKenzie Foundation, the Brandon Allied Arts Council and the Brandon Board of Trade. These records stand outside the provenance of the McKenzie Seed Co.

Of particular interest within the textual records are the transcripts of various features of the company's history as dictated, researched and recalled by its second President/General Manager, J. Lasby Lowes. The fonds also contains a collection of company catalogue which is almost complete. Outside of the seed industry, the records dealing with both Brandon College Inc. and the McKenzie Foundation are significant records relating to the history of Brandon College/University and the City of Brandon.

Notes: Description written by Christy Henry (2001).

Name Access: A.E. McKenzie  
J. Lasby Lowes  
Irene Cullen  
Joseph Airey  
Alan R. Mundie  
Sandy Black  
Brett-Young Seeds/Sabetha  
McFayden Seeds  
Steele-Briggs Seed Co  
Pike & Co  
Davidson & Gowen  
Davidson Studio  
Frank Gowen  
Dean Photo Service  
Jerrett's Photo-Art Studio/Jerrett's Photo Service  
Crawford Drug Store  
Leech Printing Ltd  
Eastman Photographic Materials Ltd

Subject Access:	Seed Industry Seed Catalogues Brandon Business Seed Photographs Brandon Photographs Seed Packets Agriculture Women Workers Labour Relations A.E. McKenzie J. Lasby Lowes A.R. Swanson William Moore Anthony J. Maruca Pat Kelleher Keith Guelpa Raymond West Brett-Young Seeds Sabetha Steele Briggs Seed Co Pike & Co McFayden Seeds Seed Marketing Co Brandon Board of Trade Brandon Allied Arts Council McKenzie Foundation Regal Greetings and Gifts
Repro Restriction:	Because the A.E. McKenzie Seed Co. Ltd. was a crown corporation, the records in the fonds are subject to the Freedom of Information and Protection of Privacy Act (FIPPA).
Storage Location:	RG 3 A.E. McKenzie Company fonds
Related Material:	Additional records regarding A.E. McKenzie Seed Co. Ltd. are housed at the Provincial Archives of Manitoba. In order to gain access to these records it is necessary to contact the Archives of Manitoba.
Arrangement:	RG 3 A.E. McKenzie Seed Co. Ltd. Fonds  McS 1 Board of Directors 1.1 Documents 1.2 Minutes/Meetings 1.3 Management Consultant Reports 1.4 Miscellaneous 1.5 Financial Records  McS 2 Office of the President/General Manager 2.1 A.E. McKenzie 2.2 J. Lasby Lowes 2.3 Comptroller 2.4 Properties

- 2.5 Marketing
- 2.6 Reference Library
- 2.7 Miscellaneous Publications/Correspondence

McS 3 Acquisitions

- 3.1 Brett-Young Seeds/Sabetha
- 3.2 Steele-Briggs Seed Co.
- 3.3 Pike & Co.
- 3.4 McFayden Seeds

McS 4 Seed Marketing Co.

McS 5 Photographs

- 5.1 McKenzie Seed Co. Ltd. Executives
- 5.2 Construction at McKenzie Seed Co. Brandon (two files)
- 5.3 Exterior Photographs of the A. E. McKenzie Co. Building
- 5.4 McKenzie Seed Co. Plant Operations and Workers (2 files)
- 5.5 McKenzie Seed Co. Equipment and Plant - Head Office 1983
- 5.6 McKenzie Seed Co. Field Operations and Workers
- 5.7 McKenzie Seed Co. Strike 1944
- 5.8 Fires at McKenzie Seed Co. 1910, 1945, 1972
- 5.9 McKenzie Seed Co. Centennial Exhibition 1996
- 5.10 Miscellaneous McKenzie Seed Co. Photographs
- 5.11 People Connected to McKenzie Seed Co.
- 5.12 Princess Anne's Visit to McKenzie Seed Co. 1982
- 5.13 Onion Set Production Book
- 5.14 Irene Cullen Photographs - McKenzie Seeds Employee Photos
- 5.15 Josiph Airey Photographs - McKenzie Product Photos
- 5.16 Alan R. Mundie Seed Production Photographs
- 5.17 Steele Robertson/Steele Briggs Seeds Photographs
- 5.18 Seed Packet Display Units Photographs
- 5.19 Product Photographs
- 5.20 Parade Photographs
- 5.21 Oversized Photographs
  - 5.21.1 Drawer #1: Executive Photographs
  - 5.21.2 Drawer #2: Office and Equipment/Plant Photographs
  - 5.21.3 Drawer #3: Miscellaneous Oversized Photographs
  - 5.21.4 Drawer #4: Artifacts

McS 6 Miscellaneous

- 6.1 Centennial Exhibition
- 6.2 Miscellaneous Publications
- 6.3 Scrapbooks

MG 1 A.E. McKenzie Fonds

- 1.1 Brandon College Inc.
- 1.2 McKenzie Foundation
- 1.3 Brandon Allied Arts Council
- 1.4 Brandon Board of Trade
- 1.5 Miscellaneous

## McS 5 A.E. McKenzie Seed Co. Ltd. photographs



<http://archives.brandonu.ca/en/permalink/descriptions4332>

Part Of: RG 3 A.E. McKenzie Company fonds  
Creator: Known creators of the records include:

PHOTOGRAPHERS AND PHOTO SERVICES:

Alan R. Mundie  
Britain Photo  
Davidson & Gowen - Brandon, Manitoba  
Davidson Studio - Brandon, Manitoba  
Dean Photo Service - Grand Junction, Colorado  
Frank Gowen - Brandon, Manitoba  
Gibson Photos - Saskatoon, Saskatchewan  
H.H. Allen - Brandon, Manitoba  
Hi-Art Artists Illustration Boards  
Irene Cullen  
J.H. MacDonald-Partners Ltd.  
Jerrett's Photo-Art Studio/Jerrett's Photo Service - Brandon, Manitoba  
Josiph Airey  
Lorne Burkell - Calgary, Alberta  
O.K.W.D.W.  
R.M. Coleman - Brandon, Manitoba  
Sandy Black - Brandon, Manitoba  
Seattle Filmworks  
Smith Carter Partners, Architects, Engineers, Planners  
Sun Roska Photo  
The Topley Studio - Ottawa, Ontario  
W.B. & I.  
Winsor & Newton's Illustration Boards

PRINTING SERVICES:

Crawford Drug Store - Brandon, Manitoba  
Eastman Photographic Materials Ltd. - Winnipeg, Manitoba  
Leech Printing Ltd. - Brandon, Manitoba

Description Level: Series  
Series Number: McS 4  
GMD: graphic  
Date Range: 1906-1996  
Physical Description: 497 photographs  
2 negatives  
1 slide

History /

Biographical:

Customers and employees of A.E. McKenzie Seed Co. Ltd. donated some of the records in this series. Others were taken for insurance purposes, while some of the records involve McKenzie subsidiaries. Some of the records may have been taken as advertisements or for promotional reasons. Most of the records were generated by the company itself and deal exclusively with McKenzie Seeds and its business operations or the seed industry.

Custodial History:

Photographs in sub-series 5.14, 5.15, 5.16 were donated to McKenzie Seeds by Irene Cullen, Josiph Airey, and Alan R. Mundie respectively.

See fonds level description of custodial history of A. E. McKenzie Seed Co. Ltd.

Scope and Content:

Series consists primarily of black and white photographs pertaining to A.E. McKenzie Seed Co. Ltd and the seed industry. Included are photographs of the McKenzie Building, plant and field workers and equipment, executives, particular events at McKenzie Seeds and product photographs. A complete list of categories can be found below.

The series is arranged as follows:

- 5.1 McKenzie Seed Co. Ltd. Executives
- 5.2 Construction at McKenzie Seed Co. Brandon (two files)
- 5.3 Exterior Photographs of the A. E. McKenzie Co. Building
- 5.4 McKenzie Seed Co. Plant Operations and Workers (two files)
- 5.5 McKenzie Seed Co. Equipment and Plant - Head Office 1983
- 5.6 McKenzie Seed Co. Field Operations and Workers
- 5.7 McKenzie Seed Co. Strike 1944
- 5.8 Fires at McKenzie Seed Co. 1910, 1945, 1972
- 5.9 McKenzie Seed Co. Centennial Exhibition 1996
- 5.10 Miscellaneous McKenzie Seed Co. Photographs
- 5.11 People Connected to McKenzie Seed Co.
- 5.12 Princess Anne's Visit to McKenzie Seed Co. 1982
- 5.13 Onion Set Production Book
- 5.14 Irene Cullen Photographs - McKenzie Seeds Employee Photos
- 5.15 Josiph Airey Photographs - McKenzie Product Photos
- 5.16 Alan R. Mundie Seed Production Photographs
- 5.17 Steele Robertson/Steele Briggs Seeds Photographs
- 5.18 Seed Packet Display Units Photographs
- 5.19 Product Photographs
- 5.20 Parade Photographs
- \*5.21 Oversized Photographs
  - 5.21.1 Drawer #1: Executive Photographs
  - 5.21.2 Drawer #2: Office and Equipment/Plant Photographs
  - 5.21.3 Drawer #3: Miscellaneous Oversized Photographs
  - 5.21.4 Drawer #4: Artifacts

Notes:                      \* The term "drawer" in the Scope and Content Filed for sub-series 5.21, refers to the oversized map drawers in the McKee Archives reading room.

Errol Black's article on the strike at McKenzie Seeds (sub-series 5.7) titled "25c an hour; 48 hours a week; more toilets; less cats: the labour struggles of the "girls" at the A.E. McKenzie Company in Brandon," was published in Prairie Forum, spring 1992 vol 17 no 1 pp. 33-59.

Finding Aid:              An inventory is available for the artifacts, as well as each of the photograph sub-series.

Storage Location:      RG 3 A.E. McKenzie Company fonds  
McS 5 Photographs



Related Material:

MG 1 (A.E. McKenzie Fonds), sub-series 1 (Brandon College Inc.) of the A.E. McKenzie Seed Co. Ltd. fonds contains photographs relating to the History of Brandon College Inc. booklet.

Series 1 (Board of Directors), sub-series 5 (Financial), of the A.E. McKenzie Seed Co. Ltd. fonds contains some photographs in the file entitled Steele Briggs Spring Campaign for Edmonton. The pictures are part of a sales booklet.

Steele Briggs related photographs are located in the scrapbook in Series 3 (Acquisitions), sub-series 2 (Steele Briggs) of the A.E. McKenzie Seed Co. Ltd. fonds.



## Provincial exhibition of Manitoba photographs

<http://archives.brandonu.ca/en/permalink/descriptions4361>

Part Of:

RG 2 Provincial Exhibition of Manitoba Association fonds

Creator:

Known creators of the records include:

#### PHOTOGRAPHERS AND PHOTO SERVICES

Ayers Photographs  
Bob Evans  
Donald Huskins  
Earl Kennedy Specialized Photographic Services, Winnipeg, Manitoba  
Ernie Tayler, Brandon, Manitoba  
Frank Gowen, Brandon, Manitoba  
H. M. Salisbury, Brandon, Manitoba  
H. R. Hoffman Ltd., Brandon, Manitoba  
Harold K. White  
Hildebrand  
Hungry I. Agency  
Jerrett's Photo  
Lawrence Stuckey, Brandon, Manitoba  
Mid-Co.  
Pugh Mfg. Co. Ltd., Toronto, Ontario  
R. M. Coleman, Brandon, Manitoba  
Smith K. C. Mo.  
Stovel Co.  
Turofsky, Toronto, Ontario  
Western Engravings  
Wilkinson Photography, Newmarket, Ontario

#### NEWSPAPERS

Brandon Sun, Brandon, Manitoba  
Winnipeg Free Press, Winnipeg, Manitoba

#### PRINTING SERVICES

Leech Printing Ltd., Brandon, Manitoba  
Crawford Drug Store, Brandon, Manitoba

#### GOVERNMENT

Department of Industry and Commerce, Manitoba  
Frank Royal of the National Film Board

Description Level:	Series
Fonds Number:	RG2SF1
Series Number:	1.9
GMD:	graphic
Date Range:	1885-1988
Physical Description:	793 photographs and other graphic materials

## History /

### Biographical:

Many of these records were donated to the Board by exhibitors and participants in the fairs. Some are advertisements sent to the Provincial Exhibition Board by businesses such as Conklin Shows. Professional photographers, who were likely hired by the Board, generated others. As well, Brandon Sun photographers took a large number of the photos throughout the century. In the 1980s, the Sun photos were reprinted and then the reprints were added to the Exhibition's collection. Privately owned photos were also reprinted and added. Publishing houses generated some photographs, probably as services to participants and organizers of the fairs. Finally, the Canadian and Manitoba governments created a few of the photos.

### Custodial History:

Exhibitors and participants in activities at the summer fair donated many of these records to the Provincial Exhibition Board. The Manitoba Provincial Archives in Winnipeg housed other records, of which the McKee Archives acquired copies. Most of the records were stored in the offices of the Provincial Exhibition Association of Manitoba until they were brought to the McKee Archives ca. 1986.

### Scope and Content:

Series consists primarily of black and white photographs pertaining to the Provincial Exhibition. Subjects of the records vary over the century, but overall subjects included are buildings and grounds, horses, livestock, exhibits, youth activities, entertainment, and dignitaries. Almost all of the materials are in excellent condition.

## BUILDINGS AND GROUNDS

The graphics that depict the buildings and grounds of the summer fair are both ground and aerial photos. From the records generated between 1900 and 1930, there are pictures of the Crystal Palace, the Wheat City Arena, the Experimental Farm, the horse barns, the racetrack, and the grandstand. The pictures dating from the forties through the sixties are of the racetrack, the grandstand, the Provincial Display Building, the Trade Fair Building, and the Main Gate. The records from the 1970s and the 1980s feature the Keystone Centre, cattle buildings, and horse stables.

## HORSES

Graphics from the 1890s through the 1980s feature various light and heavy horses, from single horses to eight-horse teams. Pictures dating from the first fifty years of the fair are of stallion and purebred shows. Also depicted are racing events such as chuck wagon, bike, and single rider races. Graphics of equestrian events like jumping and hackney classes date from World War II until the 1980s. Dating from the fifties to the seventies are photos of children's events like costume classes and pony competitions. Finally, pictures of barrel racing and horse pulling competitions date from the 1970s and 1980s.

## LIVESTOCK

Livestock photos, which date throughout the twentieth century, are mostly of cattle and swine, but there are a few pictures of buffalo and sheep. Cattle photos depict purebreds such as Holstein, Jersey, Hereford, and Angus. Swine pictures are of Yorkshire sows and boars, as well as of market hogs.

## POULTRY AND EGGS

Graphics depicting poultry and egg shows date between 1950 and 1985.

## EXHIBITS

Photos of exhibits taken throughout the century feature home craft displays such as clothes

Photos or exhibits taken throughout the century feature home-craft displays such as clothes and quilts. Tack rooms, farm implement shows, and club displays, like those of the Brandon Lion's Club, are also consistent throughout the period. Other graphics of exhibits are particular to certain years: in the late 1940s through the 1950s auto shows are featured; and from the fifties to the eighties commercial exhibits are prominent.

#### YOUTH ACTIVITIES

Graphics of children and teens' activities form a large part of MG 1. From the 1920s and 1930s, there are pictures of boys and teens who attended the Farm Boys' Camp. Photos taken at the Agricultural and Homemaking School in the late 1940s and early 1950s depict male teens learning about mechanics, welding, and electricity. Photos of female teens at the camp depict weaving, sewing, and cooking classes. In the records dating from 1957 to the 1980s, photos feature both pig and calf scrambles. As well, some pictures are of male teens participating in seed, poultry, and judging courses. Photos of female teens during these years show them participating in such activities as clothes-making, 4-H Queen contests, and fashion shows.

#### ENTERTAINMENT

Entertainment pictures include graphics of the midway, the carnival and travelling acts, parades, and miscellaneous events. Pictures of the midway are both aerial and ground photos, and date from 1913 to the 1970s. Ferris wheels and carousels are the main rides featured until the 1960s, after which many motorized rides like the Wild Mouse and the Tidal Wave are prominent.

Carnival pictures throughout the century include shots of aisles along which several attractions are set up. Photos of clowns and other costumed people are numerous. Graphics of travelling acts depict parachutists (1920s), follies (1950s), exotic dancers (1950s), trained animals (1950s-1970s), singers and bands (1970s-1980s), and trapeze artists (1970s).

Parade photos date throughout the century, and feature pipers, horses pulling carriages, people riding horses, clowns, soldiers, floats, and members of various clubs.

Miscellaneous events graphics include pictures of horseshoe throwing competitions, square dancing shows (1950s), fiddling contests (1970s), smash-up derbies (1980s), and tractor pulls (1980s).

#### FIRST NATIONS PEOPLE

There are seven photos of First Nations people at the summer fair. In all but one of the pictures, they are in traditional costume. Depicted are pow-wows, parades, a female teen sewing a mukluk, and tee-pees. These records date from 1914 to 1969.

#### DIGNITARIES

Pictures of dignitaries are of members of the Provincial Exhibition committees and boards; federal, provincial, and municipal politicians who attended the summer fair; and various business, medical, and judicial representatives. Especially notable are the group photos of the Board of Directors for the years 1894, 1900, 1941, 1949, 1951, 1952, and 1968.

The graphic materials of RG2SF1 are useful for many purposes. For one, they offer a rich visual history of the fair. Agricultural historians will find poultry, horse, livestock, horticultural, and farm implement images informative. Such images describe how farming has changed through the last century. The records offer many clues into the cultural history of Brandon and surrounding area. The nature of the carnival, for instance, changes. At the turn of the century, attractions of various booths were not advertised overtly; one had to pay before they were

given hints as to what they were going to view. By the Second World War, however, attractions' exteriors were more garish. Because the carnival was more open in its advertisements, one can determine that the boundaries between the private and public shifted in the first forty years of the twentieth century.

The pictorial history of the exhibits at the fair reveals much about the city's culture. The pictures from the post-World War II era, for example, are indicative of the period's climate of consumerism: a commercial display building was built and commercial exhibits were added to the displays of the fair. Also signified in the postwar photos is the emphasis upon family values that pervaded the fifties; for instance displays of home-crafts became prominent in these years.

Social historians will find in these records a vibrant portrait of the social composition of twentieth-century Brandon. The community's leaders, for example, are represented in the pictures of the Boards of Directors. From these photos, one can ascertain the social characteristics of Board members: white, male, and middle class. Parade photos are also indicative of social composition, as organizations from all classes of society participated in parades. Agricultural clubs, unions, women's organizations, and church groups are just a few of the entries featured in the parade pictures.

Historians of gender will find that throughout the fairs' years definitions of femininity changed. In the early fairs, women are shown in their booths at home shows, demonstrating their association with the private sphere. During the Second World War, some photos start to appear of women doing secretarial work. After World War II, however, gender norms constricted. Pictures of female teens taking classes at the Agricultural and Homemaking School depict them learning about how to run a well maintained home: they learn about sewing, cooking, and weaving. In the seventies, gender boundaries again shifted: for example, female teens began to participate in the previously male-only calf scramble events.

Finally, these records are useful for any historian of Brandon and area history. There are thousands of people from the region featured in these records. Different places and buildings in Brandon are also a prominent part of the collection. Together, the pictures of RG2SF1 offer a vivid history of both Brandon and the Provincial Exhibition.

Storage Location:	RG 2 Provincial Exhibition of Manitoba Association fonds RG2SF1 Provincial Exhibition of Manitoba
Related Material:	Pictures of the Provincial Exhibition may also be found on the National Archives of Canada website. The Western Canadian Pictorial Index in Winnipeg, Manitoba, houses additional graphic records of the summer fair.

#### Arrangement:

Item-level descriptions of the graphics of RG2SF1 through RG2SF4 are located on a searchable database. This database is entitled "Brandon Photographs" and can be read using Microsoft Access. "Brandon Photographs" is located on a 3½ floppy disk entitled "Provincial Exhibition Association of Manitoba fonds Series 9" included in this finding aid. The description of each photograph on this database includes the following information: accession number, title, date, place, physical description, scope and content, notes, creator, and copyright. By searching the database, individual photographs can be located easily. See the printed finding aid for instructions on how to use the photograph database.

Graphics for RG2SF1 through RG2SF4 are located in boxes. Graphics larger than 24 x 35 cm are located in the image mapcase, which is located in the reading room. The graphics are filed chronologically by accession number. The arrangement is as follows:

Provincial Exhibition of Manitoba Association fonds; RG2SF1-RG2SF4, Series 9  
Boxes 1 through 15, as follows:

Box 1 EX0001 to EX0125  
Box 2 EX0157 to EX0263  
Box 3 EX0265 to EX0399  
Box 4 EX0400 to EX0499  
Box 5 EX0500 to EX0599  
Box 6 EX0600 to EX0699  
Box 7 EX0700 to EX0799  
Box 8 EX0800 to EX0899  
Box 9 EX0900 to EX0921  
Box 10 EX1000 to EX1099  
Box 11 EX1100 to EX1199  
Box 12 EX1200 to EX1299  
Box 13 EX1300 to EX1399  
Box 14 EX1400 to EX1499  
Box 15 EX1549 to EX1859



## Manitoba winter fair photographs

<http://archives.brandonu.ca/en/permalink/descriptions4373>

Part Of: RG 2 Provincial Exhibition of Manitoba Association fonds

Creator:

Known creators of the records include:

PHOTOGRAPHERS AND PHOTO SERVICES

Aberdeen-Angus Cattle Society  
Allen Photo  
Avalanche Photographics  
Benny Mighall  
Canada Pictures Ltd., Toronto, Ontario  
CKX-TV, Brandon, Manitoba  
Ernie Tayler  
Fred's Photo Finishing, Brandon, Manitoba  
Gilbert A. Milne Photography  
H. M. Salisbury, Brandon, Manitoba  
H. W. Doleman, Brandon, Manitoba  
Harold K. White, Winnipeg, Manitoba  
Holstein-Friesian Journal  
Jack Hiebert  
Jerrett's Photo, Brandon, Manitoba  
Jim Rose, Livestock Photographer, Toronto, Ontario  
Ken Bullock, Brandon, Manitoba  
Leech Printing Ltd., Brandon, Manitoba  
Novelty Manufacturing  
Photo Studios of Bulman Brothers, Ltd., Winnipeg, Manitoba  
R. M. Coleman, Free Lance Photographer, Brandon, Manitoba  
R. M. McNaught, Hamilton, Ontario  
Rabinsky  
Sargent, Memphis, Tennessee  
Singer Studio, Britton, South Dakota  
Strohmeyer  
Verna Allison, Beechy, Saskatchewan  
Wilkinson's Photography, Newmarket, Ontario

NEWSPAPERS AND PRINTING SERVICES

Winnipeg Free Press, Winnipeg, Manitoba  
Brandon Sun, Brandon, Manitoba  
Leech Printing Ltd., Brandon, Manitoba

GOVERNMENT

Frank Royal for the National Film Board of Canada

Description Level:

Series

Fonds Number:

RG2SF2

Series Number:

2.9

GMD:

graphic

Date Range:

1902-1984

Physical Description:

780 photographs and other graphic materials

## History /

### Biographical:

Exhibitors and participants in the fairs donated many of these records to the Winter Fair Board. Professional photographers, hired by the Board, generated others. As well, Brandon Sun photographers took a large number of photos throughout the twentieth century. In the 1980s, the Board reprinted them and then added the reproductions to their own photograph collection. Publishing houses generated some photographs, probably as services to participants and organizers of the fairs. Finally, the Canadian government created a few of the photos.

### Custodial History:

Exhibitors and participants in activities at the winter fair donated many of these records to the Winter Fair Board. The Manitoba Provincial Archives housed other records and later transferred them to the McKee Archives. Most of the records were stored in the offices of the Provincial Exhibition Association of Manitoba until they were brought to the McKee Archives ca. 1986.

### Scope and Content:

Series consists primarily of black and white photographs either taken at the Winter Fair or owned by the Winter Fair Board. Subjects included are buildings and grounds, horses, livestock, poultry and eggs, exhibits, youth activities, entertainment, and dignitaries. Almost all of the materials have been excellently preserved.

## BUILDINGS AND GROUNDS

Several of the pictures of the buildings and grounds are aerial photos; these date from 1949 through the 1980s. Photos taken between 1908 and 1952 depict the winter fair building, the livestock arena, the Wheat City Arena, the horse barns, and the swine barn. Photos taken from the 1960s to the early 1980s show horse barns, the Keystone Centre, and quonsets.

## HORSES

Photos of horses and horse events comprise the largest number of the graphics of RG2SF2. Unlike other winter fair pictures, types of horse photos do not change throughout the twentieth century. There are many pictures of heavy horses, including Clydesdales, Belgians, and Percherons. They are usually in harness and in teams of two, four, six, and eight. They pull wagons, landaus, and carts. Heavy horses appear in photos of shows, sales, parades, ceremonies, and draft horse competitions.

Light horse photos are also numerous. There are many photos of owners and drivers with award-winning horses. Depictions of races form a prominent part of the light horse pictures; these include portrayals of chuck wagon, chariot, bike, and barrel races. Also featured are competitions like cutting, jumping, pole bending, western riding, musical chairs, hackney, costume, unicorn, and fault and out. Finally, there are many photos of ponies, including hackney, harness, and pleasure ponies.

## LIVESTOCK

There are three types of livestock shown in the photos of RG2SF2: cattle, swine, and sheep. Depicted are both sales and shows of these animals. As well, there are pictures of these animals' carcasses.

In the first forty years of the fair, people took few pictures of cattle, but after World War II, pictures of cattle became a prominent part of the Winter Fair Board's graphic records. Featured are purebred cattle such as Angus, Hereford, Shorthorn, and Simmental. Dairy cows like Jersey and Holstein-Friesian are also notable. Some pictures depict people grooming their cattle.



Photos of swine date from 1927 through the 1980s, and include Yorkshire sows and boars, as well as market hogs. Sheep are depicted throughout the twentieth century. While most sheep photos are of shows and sales, there are some photos of sheep-shearing contests taken in the 1950s.

#### POULTRY AND EGGS

Poultry photos date between the 1950s and the 1970s. Featured are both chickens and game birds. Pictures of egg shows and competitions date from 1966 through the 1980s.

#### EXHIBITS

There are four types of exhibit photos: commercial, award, seed, and Baby Fair. Commercial exhibits date from the 1940s through the 1980s. They feature agricultural implements made by Ford, John Deere, Massey Ferguson, and Case. Photos dating from the 1970s depict commercial booths owned by such companies as Badger and Sprayer Monitor.

Award exhibits date throughout the twentieth century, and feature ribbons, plaques, and trophies. Placed on tables, these awards are mostly for winners in horse and livestock competitions.

Seed exhibits date from the 1950s through the 1970s. Included in the seed exhibit pictures are prize-winning wheat, potato, and canola seed pictures.

Baby Fair, or petting zoo, photos comprise a large portion of the graphic records of MG 2. Dating primarily from the 1970s, Baby Fair pictures depict chicks, pups, lambs, piglets, and other baby animals.

#### YOUTH ACTIVITIES

Most of the youth activities' photos are of calf and pig scrambles, and date from the 1950s through the 1980s. 4-H Club activities are prominent, and include pictures of boys and male teens learning how to show and judge livestock and seed. Depicted also are fashion shows put on by female 4-H members. Finally, pictures of a hula-hoop competition dating from the 1950s are notable.

#### ENTERTAINMENT

Entertainment graphics date from the 1950s through the 1980s, and include ceremonies, rodeos, parades, and contests. Pictures of ceremonies depict the opening and closing ceremonies of the Winter Fair. Featured in these photos are winners of horse events, pipe and drum bands, and dignitaries giving speeches.

Rodeo pictures date only from the 1970s. Featured are men riding bucking broncos and cattle round-ups.

Parade photos, which date throughout the twentieth century, depict floats, six-horse teams pulling wagons, people riding horses, club entries—such as the Lions' Club and the Neat and Nifty Sewing Club, and marching bands.

Contest pictures include fiddling competitions and dog shows. The Winter Fair Board sponsored fiddling contests sporadically, and photos of such contests date from the 1950s through the 1970s. Dog show pictures also appear intermittently in the records, such as the Mutt Show photos of the 1950s.

#### DIGNITARIES

Photos of dignitaries, which date throughout the twentieth century, are mostly of men. Depicted both individually and severally are members of Winter Fair Boards, municipal and provincial politicians, and local professional and business representatives. In these pictures they are usually giving speeches, signing documents, and holding meetings. Notable are the pictures of members of associations that held meetings at the winter fairs, including the Cattle Breeders Association (1960s).

The graphic materials of RG2SF2 are useful for many purposes. For one, they offer a rich visual history of the Winter Fair. From these pictures, one can ascertain the ways in which the fair has changed and expanded throughout the twentieth century. By viewing the photos of newly built buildings, for instance, one can determine that the fair expanded in size over the years.

Also valuable is the history of western Canadian agriculture that is contained in these pictures. Over the years, the types of exhibits changed at the winter fair, thus indicating the changing nature of farming. Photos of cattle, for example, reflect the changes in types of breeds raised in the west. Exotics like Simmental only appear after the late 1960s, thus indicating that this breed began to flourish in western Canada only in the second half of the twentieth century.

The number of people contained in these pictures is formidable, and the pictures of people are valuable in many ways. By studying the pictures of dignitaries associated with the fair, one can determine who the leading agricultural personalities were over the twentieth century in Brandon. As well, the photos of exhibitors offer a wide cross section of the rural residents of southwestern Manitoba and southeastern Saskatchewan. From the pictures of exhibitors, one can establish who were the farmers and ranchers of this region, where they lived, and in what field they specialized.

The photographs of the Winter Fair, then, are valuable for many researchers. Not only do they offer a rich history of the fair, but they also offer a vivid history of the people and agriculture of southeastern Saskatchewan and southwestern Manitoba.

Notes:	Item-level descriptions of the graphics of RG2SF1 through RG2SF4 are located on a searchable database. This database is entitled "Brandon Photographs" and can be read using Microsoft Access. "Brandon Photographs" is located on a 3½ floppy disk entitled "Provincial Exhibition Association of Manitoba fonds Series 9" included in this finding aid. The description of each photograph on this database includes the following information: accession number, title, date, place, physical description, scope and content, notes, creator, and copyright. By searching the database, individual photographs can be located easily. Detailed instructions on how to use the database are located in the printed finding aid.
Storage Location:	RG 2 Provincial Exhibition of Manitoba Association fonds RG2SF2 Manitoba Winter Fair
Related Material:	Pictures of the Winter Fair may also be found on the National Archives of Canada website. The Western Canadian Pictorial Index in Winnipeg, Manitoba, houses additional graphic records of the Winter Fair.

Arrangement:

Graphics for RG2SF1 through RG2SF4 are located in boxes. Graphics larger than 24 x 35 cm are located in the image mapcase, which is located in the reading room. The graphics are filed chronologically by accession number. The arrangement is as follows:

Provincial Exhibition of Manitoba Association fonds; RG2SF1-RG2SF4; Series 9  
Boxes 1 through 15, as follows:

Box 1 EX0001 to EX0125  
Box 2 EX0157 to EX0263  
Box 3 EX0265 to EX0399  
Box 4 EX0400 to EX0499  
Box 5 EX0500 to EX0599  
Box 6 EX0600 to EX0699  
Box 7 EX0700 to EX0799  
Box 8 EX0800 to EX0899  
Box 9 EX0900 to EX0921  
Box 10 EX1000 to EX1099  
Box 11 EX1100 to EX1199  
Box 12 EX1200 to EX1299  
Box 13 EX1300 to EX1399  
Box 14 EX1400 to EX1499  
Box 15 EX1549 to EX1859