GLENBOW MUSEUM UNVEILS MULTI-MILLION DOLLAR GALLERY:
*Mavericks: An Incorrigible History of Alberta*

(March 7, 2007) Calgary, AB -- Media is invited to an exclusive preview of the new, permanent, $12 million gallery, *Mavericks: An Incorrigible History of Alberta* on Wednesday, March 21, 2007. *Mavericks* is the largest and most extensive exhibit Glenbow Museum has unveiled since opening in 1976. This new gallery tells the story of Alberta through the lives of 48 mavericks – colorful characters whose tenacious spirits and enterprising mindsets shaped who we are today – unique and proud people.

**WHAT:** A media preview of Glenbow’s new permanent gallery, *Mavericks: An Incorrigible History of Alberta*

**WHERE:** Glenbow Museum, Third Floor
130 – 9 Avenue S.E.

**WHEN:** Wednesday, March 21, 2007 – 10:00 a.m.

**INTERVIEWS:** Michale Lang, project manager for *Mavericks* gallery
Aritha van Herk, author of *Mavericks: An Incorrigible History of Alberta*, the book that inspired the gallery
Mr. Peter Lougheed, maverick
Mr. Melvin Crump, maverick
Ms. Alison Hart, daughter of maverick Stu Hart
Mr. Fred McCall, son of maverick Captain Freddie McCall

The gallery concept was inspired by Aritha van Herk’s award-winning book of the same title. Her historical narrative provides the backbone to the story of what it means to be an Albertan. *Mavericks* is a new and exciting approach for a museum exhibition. Glenbow has learned visitors are no longer content to look at artifacts in silent cases. They want to learn by doing as well as seeing, they want history to come alive and they want to be engaged in a dynamic, hands-on experience. In *Mavericks*, they can achieve this. *Mavericks* delivers a multi-sensory experience that engages visitors of all ages and cultures.

“This is an exciting, immersive experience. Our visitors will feel, hear, touch and even smell what it was like to live in those times,” explains Michale Lang, *Mavericks* project manager.

*Mavericks* goes beyond the traditional museum approach. Take one look at the objects and artifacts included in the gallery, like the 25-foot illuminated Telstar Drug sign, a landmark from Calgary’s Kensington community, and you’ll realize this is not your ordinary history exhibit.

The Mavericks gallery is relevant for everyone, Calgarians, Albertans, Canadians – and for people around the world. It uncovers the story of where we came from and how we grew into a community, helping visitors build an understanding of where we’re going.
“The maverick story of Canadian expansion into the west is a metaphor for what’s happening today as the west assumes its new role as an ideologic and political leader in the country,” notes Michael Robinson, Glenbow Museum’s president and chief executive officer.

Come to Glenbow Museum and experience our province’s story... *Mavericks: An Incorrigible History of Alberta*.

Please note media is also welcome to attend our **Public Grand Opening** on **Saturday, March 24, 2007** Open Noon - 5 p.m.  **Free Admission**

*Audacious and Adamant: The Story of Maverick Alberta*, a publication written by Alberta author Aritha van Herk, will accompany the exhibition and includes in its pages the stories of the 48 mavericks featured in the gallery, as well as over 80 images courtesy of Glenbow Museum.

This gallery was made possible by the following lead supporters:

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Glenbow Museum is one of Canada’s largest and most entrepreneurial museums. Through a variety of dynamic exhibitions and programs and a broad collection of artifacts, art, and historical documents, Glenbow Museum builds on a commitment to preserve western heritage while simultaneously providing visitors with a glimpse of the world beyond.

For more information contact:

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Meet some of Alberta’s Mavericks:

**Melvin Crump**

Music was the bridge Melvin Crump built between black and white.

First trained in saxophone, Crump’s lungs couldn’t take the strain and he switched to drums. Their rhythmic beat accompanied his trips across the country as a Canadian Pacific Railway porter.

Musicians worked full time and played full time. Jazz clubs were always located close to the railway tracks and, on trips to Montreal or Vancouver, Crump would sit in with the best musicians from the United States and Canada. He was one of the first blacks to play with white musicians, no small matter in the segregationist 1950s.

Closely tied to his music was his commitment to the rights of African-Canadians. Once insulted in a Montana restaurant, Crump led a group of “coloured” porters out and returned with someone who could demand that they receive service. He was president of the Alberta Association for the Advancement of Coloured People, and he refused to work on trains travelling south of the border if Blacks encountered racism.

Melvin Crump travelled Canada from sea to sea, but jazz was his imaginative destination.

**Stewart (Stu) Hart**

Stu Hart fought poverty as a child and then scrapped his way to the top of the wrestling world.

Although Stu Hart was a wrestler of Olympic calibre, his dreams were quashed when the Second World War broke out and the 1940 and 1944 Olympic Games were cancelled. Once the war ended, Hart left the Canadian Navy and decided to become a professional wrestler, eventually moving back to Alberta to start Stampede Wrestling in Calgary.

Hart destroyed his knees by doing a thousand squats a day, but even in his sixties, he could make strong men cry. The sounds that rose from “the Dungeon” – his training ring in the basement of the family home – still haunt the Hart name. His imaginative transformation of wrestling into entertainment laid the groundwork for the sport’s heroes and villains, stunts and sneers. As times changed, the theatre of “shock television” has become more drama than athletics, although that posturing, which resulted in the death of Stu’s son, Owen Hart, is dangerous too.

Hart’s 12 children were all somehow connected to wrestling, a family dynasty that continues to this day.

**Peter Lougheed**

“The whole concept of taxing the resources of the province…violates the whole spirit of Confederation.”
As persuasive in politics as he was on the football field, Premier Peter Lougheed, the “blue-eyed Arab of Saudi Alberta,” went toe to toe with Prime Minister Pierre Elliott Trudeau in a battle over federal/provincial resource control. Lougheed didn’t blink, and although Alberta suffered a nasty hangover from Trudeau’s National Energy Program (NEP), this province never lost jurisdiction over ownership of its resources.

Lougheed’s response to the NEP, which would tax gas and oil and give Ottawa the right to set prices, was to “turn down the taps” – reduce crude oil production to bring Ottawa to its senses. His passionate appeal to Albertans echoes to this day, “…it will be you…who will determine whether or not you want to see more and more of your lives directed and controlled in Ottawa or whether you want to see a fair portion of the decision-making determined by Albertans in Alberta”.

Lougheed re-affirmed Alberta’s autonomy, but also played an important role in the patriation of Canada’s Constitution and in political debates on provincial and federal jurisdictions.

His brilliant organizational ability and his charisma modeled for Albertans a new pride and character, sophisticated, urban and cultured.

**Captain Freddie McCall**

Airplanes were Freddie McCall’s skin and bones.

From the moment he enlisted, McCall demonstrated a fearlessness that made him a superlative flyer. He was enthralled with aviation, learned quickly and came home from the First World War well-decorated – the fifth-ranking ace in the world. He had shot down 37 planes.

After the war, stunt flying and barnstorming became McCall’s bread and butter and he and partner Wop May took passengers for rides; their aerial shows were a breathtaking part of Alberta fairs and exhibitions.

Planes then were temperamental, made of rudimentary struts and trusses, webs of air rather than the precise engineering of today. Pilots were the risk-takers of their time and were lucky to walk away from frequent crashes. There was no such thing as a smooth asphalt runway. Although flying those pioneer aircrafts was downright dangerous, McCall’s aerial adventures, his charming demeanour and nerves of steel were legend.

Air was his elixir. Fred McCall could flip and stall, roll and rock. No wonder his motto was, “Danger is Sweet.”
Mavericks: An Incorrigible History of Alberta

FAST FACTS:

1) What is Mavericks: An Incorrigible History of Alberta?

The Mavericks gallery is Glenbow’s new 24,000 square foot permanent gallery on the third floor of the museum. It replaces the outdated Southern Alberta history galleries. Niitsitapiisinni: Our Way of Life Blackfoot Gallery will remain as is.

2) When will the Mavericks gallery open?

Saturday, March 24, 2007

3) Where did the idea of Mavericks come from?


4) Who are Mavericks?

Glenbow defines a Maverick as: a unique character, an inspired and determined risk-taker a forward-thinker; creative, eager for change and someone who propels Alberta in a new direction or who significantly alters the social, cultural and political landscape of our province.

It is this definition Glenbow used to identify 48 Albertans to tell the story of the province through their personalities and experiences. These individuals represent Alberta men and women from diverse ethnic, cultural and social backgrounds – from prominent figures to ordinary people.

5) How is the Mavericks gallery different?

Unlike a traditional history gallery that lists dates, names and events, Glenbow will illustrate the history of Alberta by featuring maverick personalities from every walk of life who have contributed to the development of our province. With these characters in mind, Glenbow developed this gallery in a non-linear, non-chronological way. The lives of these fascinating people drive the gallery narrative with artifacts, art, photographs and multimedia.

6) What will be in the Mavericks gallery?

Mavericks: An Incorrigible History of Alberta is divided into 12 distinctive exhibits that trace the development of our history. Please see the attached document for a full description of each of the exhibits.

- Exploration and Fur
- Uninvited Guests
7) How is the **Mavericks** gallery part of Glenbow’s long term plan to expand?

Glenbow Museum is one of the most entrepreneurial museums in Canada. It has consistently sought opportunities to enhance its exhibitions and programming by offering content and experiences that are relevant to our audiences. The Mavericks gallery is a major project breaking new ground in the way a museum gallery is developed. It positions Glenbow to take the next step in achieving its long-term goal to enhance our model.

8) Who paid for the **Mavericks** gallery?

This $12 million gallery is funded by:

$5 million Government of Canada Initiatives in Alberta through Western Economic Development

$4 million Province of Alberta’s 2005 Centennial Legacies Grant Program

$3 million The following community supporters:

Lead Maverick donors ($500 000 +)
Randal L. Oliver
EnCana Corporation
Imperial Oil Limited
Anonymous

Secondary Mavericks ($25 000 - $100 000)
Joan Snyder
The Gallagher Family
RBC Foundation Canada
A Guide to *Mavericks* 12 Galleries:

Exploration and Fur

Long before Alberta became a province, curious outsiders visited.

Nowhere were the stars brighter, the furs thicker, and the waters clearer. Here was bountiful space and geography, open to discovery.

Fur traders came eager to exchange guns, blankets and kettles for the skins of beaver and buffalo. The useful goods that the First Peoples acquired from the pedlars would not compensate for their later losses, but early trade was mutually beneficial. The result was both friction and cooperation between the First Peoples and these uninvited guests.

The English Hudson’s Bay Company enjoyed a long monopoly (dating from 1670) over “Rupert’s Land” until challenged by the French North West Company’s (1779) entrepreneurial infiltration. Eventually the two companies merged under the banner of the HBC (1821).

Most important, those same traders were also the first to map the contours of the land. Their quest for fur opened the door to mapping and exploration, another way of seeing and reading the West.

*The Mavericks: David Thompson, Charlotte Small*

Uninvited Guests

Turbulence followed the footprints of the fur traders.

Wanting unrestricted trade, they had no desire to promote settlement. But over time, political anxiety about who would control the West – Americans or Canadians – opened the door to scientific experts bent on studying the land’s potential for agriculture and development.

Mapmakers and surveyors drew the curves of the rivers. Geologists prospected for mineral wealth. Botanists and biologists recorded plant and animal life. The West was a cornucopia of new discoveries.

Adventurers and hunters came for the thrill of the chase. Whisky traders sold firewater. The great herds of buffalo dwindled because of the buffalo robe trade. Missionaries and teachers sought to educate and convert. The West was inspected, robbed and reveled in. Greed and generosity competed.

Finally, in 1870, the Hudson’s Bay Company surrendered this territory to the newly united nation that resulted from Confederation and the British North America Act of 1867. The territory became the North-West Territories, part of Canada.

*The Mavericks: Captain John Palliser, D.W. Davis, Mother Mary Greene*
Mounties and Mustangs

The North-West Mounted Police were created to control a territory that threatened to turn renegade.

After infiltrating Americans and unscrupulous whisky traders precipitated the Cypress Hills Massacre of 1873 (in which 20 Nakoda men, women and children were killed), the Canadian government determined to form a mounted police force that would stabilize the West.

The Mounties’ one thousand-mile March West included 310 horses, 275 men, 114 Red River carts, 73 wagons, two nine-pounder field guns, portable forges and field kitchens. The journey was brutal. Water was in short supply. Thoroughbred horses could not digest prairie grass and died. The men ate dry biscuits and walked more than they rode. And when they finally reached Fort Whoop-Up, the whisky traders had de-camped.

Recruits had joined a force meant to dispense justice and civility, but they faced turbulent times. The disappearing bison meant the people were starving. With Métis and First Nations guides and interpreters, the Mounties built posts and set out to earn the people’s trust. They served as postmen, doctors and judges to the sparse population.

Over time, these raw men became a myth, irresistible to storytellers and Hollywood alike. They helped secure a Canadian west defined by law and order instead of bloodshed and violence.

*The Mavericks: James Farquharson Macleod, Mary Macleod, Jerry Potts, Frederick Augustus Bagley*

Building the Railway

Before the railway changed the land forever, the prairie was one vast sweep.

Prime Minister John A. Macdonald’s vision of a united Canada required a transcontinental rail link. The Canadian Pacific Railway was formed in 1881 to serve as this instrument of national policy. In exchange for $25 million and 25 million acres of land, the company would complete the 2000 mile transcontinental line in five years, less than half the projected time.

But the venture was troubled and delayed. Money, equipment and time melted into thin air until William Van Horne was hired to oversee construction. Getting the job done required astute planning and intensive labour, much of it immigrant toil. First came engineers and surveyors, then bridge gangs, then grading crews, then track gangs who hammered the iron into place. With determined speed, the rail itself brought supplies forward and laddered west, an unfolding assembly line.

The telegraph line stretched alongside the railway, wire and steel together symbolizing communication and commerce. Civilization was tracking down the West.

*The Mavericks: Sir William Cornelius Van Horne*
Settlement and Scenery

The Canadian Pacific Railway’s arrival changed every siding and settlement.

Trains brought the outside world closer, made it possible to ship grain east and order a new pair of shoes from the catalogue. When the track reached Calgary in 1883 only a few hundred people lived here. One year later, Calgary’s population reached 1000.

The railway represented a vast network of land sales, grain elevators, freight and passenger services. Its success was circular. The CPR needed to attract settlers and needed agricultural communities to use and promote rail traffic. The railway increased settlement, the West needed people and people needed transportation.

But the CPR did not stop there. Grand hotels were developed to pamper wealthy passengers who enjoyed luxury berths and silver service. Quick to foresee the lure of the Rocky Mountains, the CPR marketed Canada’s scenic beauties to the world. At the same time, the train carried penniless immigrants and frugal settlers eager to fulfill the West’s promise of prosperity.

When the last spike was hammered into place on November 7, 1885, a train whistle announced the arrival of an inescapable future.

The Mavericks: Mary Schäffer Warren, William Pearce, John Palliser

Ranching

The herds of buffalo that had vanished from the prairie left behind an idea: this grassy land could support the raising of cattle.

After the McDougalls brought the first herd of cattle to southern Alberta from Fort Edmonton, small stockmen ran cattle on the “free grass” of the open range. Then the federal government approved a grazing lease system in 1881. Leasing 100,000 acres for 21 years cost only a penny an acre a year. Far-flung investors and absentee companies anticipated huge profits and large herds were trailed in from the United States.

Ranching in Alberta adapted to the climate and geography. Tenacity was essential, but even successful outfits struggled with debt. Always a risky business, ranches survived at the mercy of the weather and the banks. Experienced cowboys were rare, good ones invaluable. Ranches that grew crops, raised livestock and responded to environmental conditions did best.

Incoming settlers and fencing and land disputes, finally brought the large leasehold era to an end. The golden age of ranching lasted less than 30 years but branded southern Alberta forever. We celebrate the spirit and the skills of the cowboy in small town rodeos and in “The Greatest Outdoor Show on Earth,” the Calgary Stampede.

The Mavericks: Sam Livingston, John Ware, Mildred Ware, George Lane, Tom Three Persons
Fighting Injustice

Before becoming a province, this part of the North-West Territories fought hard for autonomy.

The railway brought settlers, growth and initial prosperity, but taxes and tariffs imposed by central Canada led to disaffection, a keenly felt sense of grievance and growing demands for provincial autonomy. Albertans wanted independence and worked toward that end, becoming a province in 1905.

Alberta’s political movements have run the gamut from agrarian populism to social and religious idealism to grassroots conservatism. Albertans revel in economic experiment, protest and change, even though some argue that our habit of electing single-party governments is evidence of thoughtless mass behaviour rather than questioning citizenship.

Our culture of dissent goes back to our reaction to being a colony of Canada. A political conundrum, we still fight to assert our independence.

*The Mavericks: Frederick Haultain, Bob Edwards, Henrietta Muir Edwards*

Grassroots Politics

Economic booms and busts instigate a culture of political dissent.

Albertans test limits and demand changes. They promote campaigns for social and political reform, suffrage, prohibition and direct democracy.

In 1905, Albertans elected a Liberal government. But when Alberta’s agricultural base saw power shifting to the cities, farmers became a political force, arguing for a farm credit program and cooperative power. The United Farmers of Alberta held political power between 1921 and 1935, only to be swept out by the charismatic political evangelism of Social Credit, which promised to cure the suffering wrought by the Great Depression. Social Credit governed until 1971 when the Conservatives swept into power. The federal Reform Party, which became the Canadian Alliance Party before merging to become the Conservative Party of Canada, was born here, reflecting the same spirit.

Albertans are suspicious of the economic elite and yet eager to embrace the power of the market. We practice a contradictory version of protest politics. Our voting patterns reject central Canada but react to central Canada.

One thing is certain. Politics in Alberta is always unpredictable.

Newcomers

Albertans have migrated here from all over the world. Every citizen of Alberta, except for the First Peoples, is a relative newcomer.

Once the railway was built, Canada began to market the West as a destination for those who dreamed of making a fresh start. A homesteader could acquire a quarter section of land (160 acres) for a $10 registration fee. The campaign advertising “The Last Best West” persuaded many immigrants to come to Alberta for “free” land, and the open range gave way to sodbusters and settlers.

Newcomers did not simply step off the train and prosper. Ill prepared for the harsh climate or the hardships that awaited them, they suffered loneliness and isolation. Canada’s immigration policies were at first selective, based on race. British and American settlers were regarded as most desirable, a hierarchy followed by northern, then eastern and then southern Europeans. But Italians, Jews, Ukrainians, Hungarians, the land-starved and the displaced came, bringing distinctive perspectives and religions. Many faced exclusion and racism, but they persevered. In the first decade of the twentieth century, Alberta grew from 73,000 to 374,000 people.

These new Albertans shaped the future, becoming fragments in the mosaic of a multicultural land.

The Mavericks: James Mah Poy, Emilio Picariello, Filumena Losandro, Thomas Gushul, Lena Gushul, Barons Josef and Endre Csavossy

War and the Home Front

The Wars altered Alberta’s character.

Albertans were quick to enlist, to support the war effort at home and far away. Albertans shed blood in battles around the world, and know both bitter loss and the happiness of greeting returning soldiers.

During the South African War (1899-1902), Albertans joined the Canadian Mounted Rifles and Lord Strathcona’s Horse, regiments entirely recruited in Western Canada. These wild colonial boys were experienced horsemen, equipped with stock saddles and lassos, who could ride and shoot with skill.

When the First World War (1914-18) broke out, men enlisted in a wave of support for the mother country, Britain. They served in the great battles of Ypres, the Somme and Vimy, and many did not return. Some joined Britain’s Royal Flying Corps to become air aces.

The Second World War (1939-1945) saw bases scattered throughout the southern part of Alberta. The first air station under the British Commonwealth Air Training Plan opened at Lethbridge and aircrew from around the world trained there. The Calgary Highlanders were one of the first military units to be mobilized. Women too donned uniforms, and the general population experienced the side effects of war – drills, patrols and rationing.

One of the shadows of war was intolerance. Both the First and Second World Wars saw the internment of enemy aliens in Alberta, and the mandatory resettlement of Japanese Canadians in the Second World War underlined how racism and mistrust are woven into the fabric of war.
Although the battles took place far from Alberta’s skies and soil, they still shook our foundations. The wars matured the population and made us citizens of the world.

*The Mavericks: Samuel Benfield Steele, Frederick McCall, Mary Julia Dover, Ryutaro Nakagama*

**Oil and Gas**

Oil and gas run in Alberta’s veins.

The rich remains of ancient marine animals compressed and cooked into fossil fuel are part of our inheritance.

When strike fever hit Turner Valley in 1914, even clerks and housewives invested in oil companies. Although only a handful of wells came into production, by 1920 Calgary had become a fossil fuel centre. Bust followed the boom.

In 1930, Alberta gained control over her natural resources, and not a minute too soon. When Leduc No. 1 spewed oil in 1947, Alberta’s economy was transformed. Boom followed bust.

Hydrocarbon wealth changed the character of the province from a rural agricultural base to a highly urban power. Although Premier Ernest Manning tried to get central Canada to invest, by 1963 Americans controlled 62 percent of Canadian oil and natural gas.

This led to volatile pricing, inter-provincial competition and the federal attempt to gain control over domestic oil through the National Energy Program. Premier Peter Lougheed wanted to maximize Alberta’s profits, while the rest of Canada demanded that Alberta sell her resources for less than market price. The result was a pitched battle that contributed to Alberta’s powerful mistrust of central Canada intervention. Bust followed boom.

Oil and gas still flow, and Alberta still rides the maverick bronc of a boom and bust economy.

*The Mavericks: William Stewart Herron, Bill Herron, Charles Stalnaker, Helen Belyea, Ted Link, Jack Gallagher, Peter Lougheed*

**Post Haste**

The speed of change in the twentieth century altered Alberta’s complexion. Overnight we transformed from a sleepy agrarian paradise to a bustling neon metropolis.

The end of the Second World War trumpeted euphoria and optimism. Highways and roads spider-webbed, schools and universities exploded. The discovery of oil at Leduc in 1947 created an influx of new Albertans, post-war immigrants and economic migrants from other parts of Canada. Americans came to partner in the oil patch. Suburbs spread and skylines punched holes in the clouds. Building booms made *cranus constructus* our official bird. A place that had once conducted business on a handshake now brokered international deals, tossing the dice on land, oil and economic confidence.
Trampoline bounces between boom and bust measured growth’s upheavals. Every pleasure and prejudice spoke. Culture and the arts flourished and the attention of the world shone on Calgary’s 1988 Winter Olympics.

Wealthy and expectant, Alberta is both generous and thoughtless. But the legacy of our past points toward a bountiful future where new prosperity and old traditions vie with old stories and new customs.

The Mavericks: Eric Lafferty Harvie, J.B. Cross, Marion Nicoll, Melvin Crump, Regina Cheremeteff, Stuart Hart, Bill Pratt