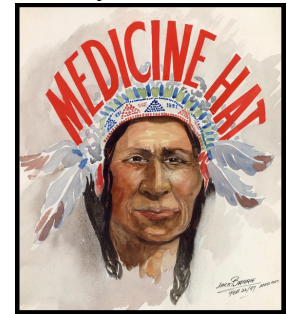


# HISTORICAL SOCIETY

of Medicine Hat and District Newsletter

Jack Barrie Artwork



M86.09.243

## President's Message

Medicine Hat and District Historical Society

**Next Meeting:**

**January 23, 2025**

**@7pm, Monarch Theatre**

Your Society has been invited by our sister organization, the South Eastern Alberta Archaeological Society, to have a display at their upcoming provincial conference from April 25 to April 27 at Medalta. It would be an opportunity to sell our publications and inform an interested audience about our work in the community. Should we accept, we would be taking part in a relatively small, but still important part of the burgeoning tourism industry in our community, province and country as visitors will be coming from across Canada, neighbouring provinces and internationally.

Tourism is a global phenomenon. While the news reports are filled doom and gloom, people are also peacefully travelling across the globe with their families to learn about other societies. They frequently visit museums, heritage and historic sites. Their impact is enormous. In 2023 it has been estimated that tourism generated \$11.39 trillion and that by 2032 it will reach 18.44 trillion.

Canada is a growing player in this industry. In 2024 we hosted 18.4 million tourist arrivals, the eighteenth ranked destination in the world. The Canadian federal government wants us to climb to the top ten by 2030 and to increase our revenues from the industry from \$140 billion to \$160 billion. The government of Alberta has said that it wants this industry to grow here too. In 2022 we hosted 34.7 million visitors who generated \$10.7 billion in expenditures. It is estimated that it created 80,000 full time jobs and put \$371 million in to the provincial coffers.

Medicine Hat's Destination Marketing Organization has recently responded favourably to a newly announced provincial strategy to promote tourism. If things go according to plan, we will be seeing more tourists in Medicine Hat in the near future. That will likely mean more visits to our heritage and historic sites. They will need support, in time and money, to handle the load. We in the Historical Society will be called upon to help. Get ready folks because company's coming and we need to get ready!

Warmest Regards;

*Bruce Shepard*

President  
Medicine Hat and District Historical Society

### In this Issue

- President's Message · 1
- Programs · 2
- Medal Awarded · 3
- Display Case · 4
- Medicine Hat's Logo · 5
- Con't · 6
- Board of Directors · 6

# Historical Society Upcoming Program

*The Future of the Past by Mike Onieu*

*R.B Shepard*

On Thursday, January 23, 2025 The Historical Society of Medicine Hat and District will host Mike Onieu, the Executive Director of the Friends of Medalta Society, or “Medalta,” at 7:00 PM at the Monarch Theatre. He will be speaking on The Future of the Past which will focus on developments at one of this community’s premier historical attractions. It promises to be an interesting evening.

An avid Roughriders fan, Mike is originally from Saskatchewan. He joined the Canadian Armed Forces, served as an Armour Officer, and rose to the rank of Lieutenant-Colonel. He served as the Base Commander, CFB Suffield, before transferring to the Reserves in 2019. He served as the Commanding Officer of the South Alberta Light Horse from 2020 to 2023. Mike became the Executive Director at Medalta in 2019.

He also serves on the Boards of several charities and not-for-profit organizations. He plays the drums in punk rock bands and with the South Alberta Pipes and Drums. He and his wife Carolyn make their home on the South East Hill with their two dogs, while their two adult children reside in Edmonton.



Mike Onieu

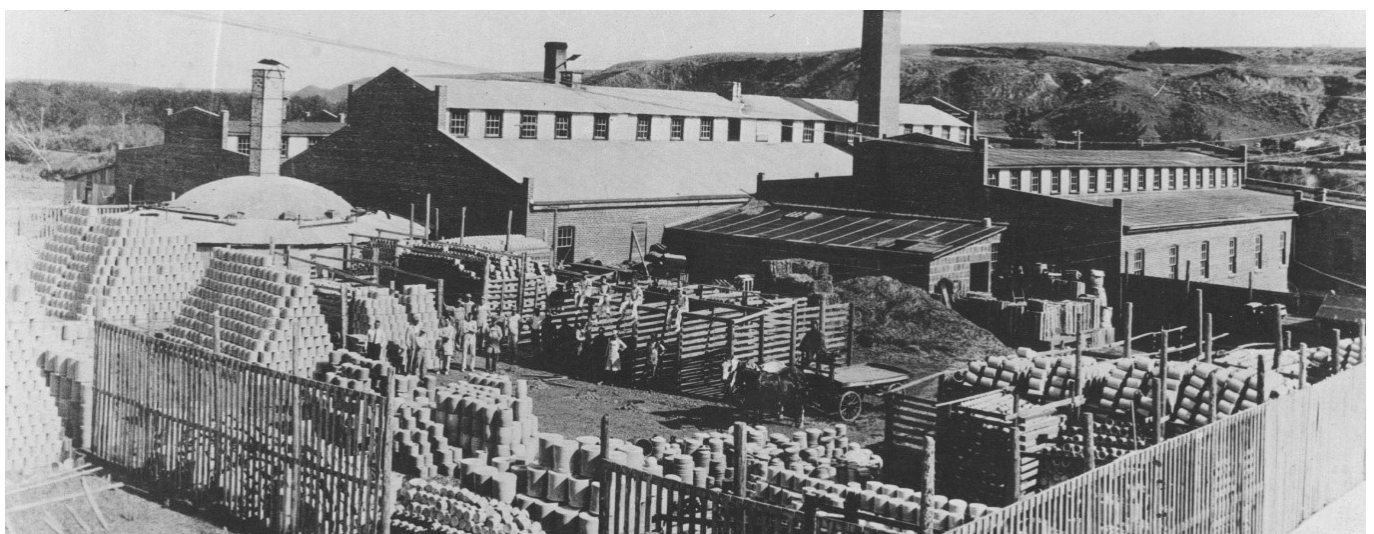
Credit: Medalta Potteries  
<https://medalta.org>

We Hope to see you all there.

Warmest Regards;

*R.B Shepard*

Program Coordinator, Historical Society of Medicine Hat and District



Medalta Stoneware Co. Ltd.; [ca. 1916]  
Credit: Esplanade Archives, 0055.0866

# King Charles III Coronation Medal Awarded

*Wes Krause honoured for his service*

*by J. Barrientos*

Our very own Past President, Wes Krause, was recently honoured by receiving a King Charles III Coronation Medal. Always modest, I asked Wes to tell me more detail about receiving this great honour.

Wes tells this: “The backstory was that the past President of the South Alberta Light Horse Regimental Association, Greg Yanda contacted me about two months prior. He asked a lot of odd questions: organizations I am involved with, how long have I been collecting, how long I have been Regimental Museum Curator, Legion involvement on Remembrance Day, etc. I finally asked why he was asking all these questions...he stated the Association is nominating me for the award. I actually dropped my cell phone, picked it up and told him I do not deserve that in any way shape or form. He laughed, and said: ‘that is the reply we expected from you, you are far too modest!’ I thanked him and never said anything after that...not expecting anything to come out of it. I got the call from the President of the Association Jason Watt, who congratulated me. I told him thanks...but, for what, by the way? He explained I was one of four that were nominated and accepted by the Governor General's office for the King Charles III Coronation Medal.”



On December 14th Paul Mast, a former Officer of the SALH and Regimental Association Medicine Hat liaison and Wes Krause received their King Charles III Coronation medals from the Commanding Officer of the South Alberta Light Horse Lt. Col. Thomas Bradley, during the annual SALH Soldier's appreciation night. A well-deserved honour.

## Display Case

*From Sketch to Symbol*

*by J. Barrientos*



Lorine Marshall has once again done a wonderful job with our Historical Society Display case. The topic this time is “From Sketch To Symbol” and further showcases the many symbols of “The Medicine Man”: the icon of Medicine Hat. The artefacts displayed are available to view in the Lobby at the Esplanade. If you are interested in your artefacts being a part of an upcoming display, please contact Lorine to discuss further.

# Unmasking the Medicine Man

*The Story Behind Medicine Hat's Iconic Logo*

by J. Barrientos

If you've ever walked the streets of Medicine Hat, you've likely encountered the 'Medicine Man'—a logo so iconic it's become synonymous with the city itself. It appears on everything from police cars and city flags to souvenirs and knickknacks. But have you ever wondered who created it or what it symbolizes? A chance question from a visiting researcher recently sent me on a fascinating journey to uncover its origins.

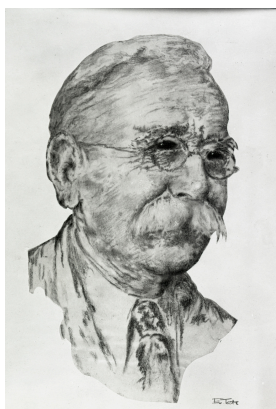


*City of Medicine Hat flag. Image Courtesy of medicinehat.ca*

The researcher, hailing from the United States, was browsing archival materials when they asked: Who made that logo? That question launched a deep dive, starting closest to the source: The City of Medicine Hat. Interestingly, the city's official flag is gold, featuring a gas lamp with three flames below—a design many residents might not even recognize. The blue and white flag that prominently features the Medicine Man logo came into use in 1974, through an agreement with the *Medicine Hat News*. But what about earlier than that?

The first documented use of the 'Medicine Man' logo was February 28, 1959, in the top left corner of the *Medicine Hat News* front page. Strikingly, it appeared without any fanfare—no article, no explanation, and no attribution. I now had a date. The next step was to uncover the artist. Reaching out to my network, I received a tip from a former News employee: the artist in that era was likely an "older English gentleman." Another lead pointed me to Mr. Ted Tate, a Yeovil, England-born artist whose obituary in 1992 modestly noted: "his talents can be seen in the form of the 'Medicine Man' as the newspaper's logo and on the City of Medicine Hat's flag." At last, the artist's identity was revealed!

But the story didn't end there. The second piece of the puzzle was the inspiration for the logo itself. Social media led me to an intriguing clue: a "Logo Contest" hosted by the Chamber of Commerce in January 1947. Proposed by H.H. Hutchinson, the contest sought a symbol to advertise Medicine Hat. The Chamber specifically referenced a buffalo-horned headdress, describing one such example displayed at the Museum of the Plains Indian in Browning, MT.



*Ted Tate Self portrait (far left). ca. 1979. Archives Image 2663-B.*

*Original Medicine Hat News Logo, by Ted Tate, ca. 1959. (centre).*

*Medicine Hat News Logo, present day. (right).*

# Medicine Man, con't.

*Tracing the Roots of Medicine Hat's Iconic Symbol*

by J. Barrientos

The contest winner, Jack Barrie—then curator of the Medicine Hat Museum—submitted four designs (featured at the front of this newsletter), one of which depicted a Medicine Man wearing a buffalo-horned headdress. Although the winning design differed, this marked the first documented use of the buffalo-horned headdress as a local symbol.

That discovery led me to consider whether Ted Tate's 1959 logo drew inspiration from any specific individual. One name stood out: Chief Walking Buffalo (Tatanga Mani). A Stoney-Nakoda leader, statesman, and philosopher, Chief Walking Buffalo made international headlines in 1959 for promoting world peace and Indigenous culture. His striking buffalo-horned headdress became an enduring image, and he was no stranger to Medicine Hat.

In 1955, he visited the Historical Society to provide critical information about Indigenous artifacts held by the museum. The minutes from that visit specifically note Chief Walking Buffalo's contributions, in relation to the War Deeds Skin donated by Thyrsa Burkitt in 1951.

While it's difficult to confirm whether Chief Walking Buffalo directly inspired Ted Tate's design, the parallels are compelling. The Medicine Man logo's visual elements echo the cultural significance of the buffalo-horned headdress, which carries deep symbolic meaning in Indigenous traditions.

Ultimately, the *Medicine Hat News* logo represents more than a simple artistic design. It's a bridge between the city's history, its evolving identity, and its connection to the cultural heritage of the region. Whether directly inspired by Chief Walking Buffalo or influenced by broader representations of Indigenous culture, the logo's story reminds us of the enduring power of symbols to connect a community to its roots.■



Medicine Hat News, November 14, 1959. Chief Walking Buffalo meeting Prime Minister Diefenbaker (left)

Chief Walking Buffalo, pastel on skin. Courtesy of Fred Hauck (right)



# Membership Dues

Join the Historical Society of Medicine Hat and District

by Lynne Rance

Membership dues for 2024-2025 are now past due.

Your \$10 membership to the Historical Society of Medicine Hat and District allows you to cast your vote on deciding factors at our meetings, as well as receive 5 editions of our Historical Society Newsletter via email or printed copy. As a reminder, our dues for 2024-2025 year are now almost 8 months overdue! You can pay your \$10 membership dues by cheque by mail to the address below. Please make cheques payable to:

## The Historical Society of Medicine Hat and District

401 1 Street SE  
Medicine Hat, AB  
T1A 8W2

### *This day in History*

February 22, 1965

Medicine Hat's First Annual Jam Pail Bonspiel (curling) was held from February 22 to February 26, 1965. Arranged by the City of Medicine Hat's recreation commission, it joined together students from 17 schools for the five day long curling competition, to find the top winners.

The Jam Pail Bonspiel's name was derived from the type of stones used. Regulation curling rocks were out - taking their place were literal jam cans filled with ice! The event still occurs annually, and will hopefully happen again in February of 2025 for its 60th year.



Helen Beny Gibson (right) presents trophy to Jam Pail Bonspiel winners. Archives Image 0752.0052, circa 1965.

## Word of Thanks

The Historical Society of Medicine Hat and District partners with the Esplanade Archives in preserving and promoting our rich heritage. The Archives are a valuable resource for family research and local historical information. To make an appointment at the Archives, please call 403-502-8582, or email Jennifer Barrientos at [jenbar@medicinehat.ca](mailto:jenbar@medicinehat.ca). The Archives are located at 401 1 Street SE, Medicine Hat, AB T1A 8W2, and as always, are free for you to use.

The Historical Society of Medicine Hat and District website: [www.histsocmedhat.ca](http://www.histsocmedhat.ca)

## Board of Directors

<b>Bruce Shepard</b>	<b>President</b>
Judy Morris	Past President
Malcolm Sissons	1st Vice President
Earl Morris	2nd Vice President
Laurel Schlaht	Secretary
Jillian Koch	Treasurer
Sheila Tiegs	Book Sales
Lynne Rance	Membership
Lorine Marshall	Director-At-Large
Nick Martin	Publicity
Jenni Barrientos	Newsletter Editor