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*Illustrated Guide
Winnipeg's Historic
Warehouse District*

Written by Kip Park



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HISTORIC WINNIPEG

GUIDED TOURS of the OLD MARKET SQUARE WAREHOUSE DISTRICT

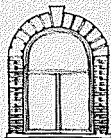
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(DURING JULY & AUGUST)**

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The Manitoba Historical Society; The Museum of
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The City of Winnipeg, Department of Environmental
Planning, Department of Parks & Recreation
(City Centre/Fort Rouge); Heritage Winnipeg



Welcome to Historic Winnipeg



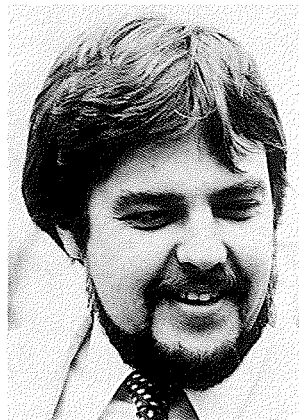
Every modern city had its beginning somewhere within what is now its downtown area. This was the heart of the new city, the central pulse, a vibrant core which contained the first hotels, saloons, stores and newspapers. Its buildings reflected the unique taste and character of the times.

If any district in Winnipeg has claim to this status, it is certainly the area designated as the "Historic Winnipeg Restoration Area", north of the corner of Portage and Main. Although ageing over the years is evident, the unique

character of its buildings and spaces remains. Through the efforts of the City of Winnipeg, the Province of Manitoba, Heritage Canada Foundation, the Old Market Square Association, and the Manitoba Historical Society, we are transforming the area into a vital and fascinating part of downtown Winnipeg.

Visitors to the area will see shops, entertainment and cultural facilities against a civic background of improved streetscaping with ornamental lighting, decorative paving, trees and benches. We hope you will enjoy this living urban museum, the Historic Winnipeg Restoration Area.

William Norrie, Q.C.
MAYOR.



Since prehistoric times, the site of Winnipeg has been the focus of many types of human activity. The junction of the Red and Assiniboine Rivers was an early site of habitation for plains tribes; afterward the area served as a focus for festive occasions and important meetings of the people of the forests and plains. With the arrival of European fur traders, the forks became an important trade and administrative centre. The arrival of the railroad made Winnipeg the first significant commercial centre in Western Canada.

As the Gateway to the West, Winnipeg's economic base grew after the 1880s. Its material prosperity was reflected by the substantial commercial buildings erected in the central business district. By 1920, when the building process was complete, Winnipeg possessed what is considered to be the finest warehouse district in North America.

These structures, some of the best of Winnipeg's early architecture, have been preserved and restored to their former grandeur by both private enterprise and government. The Historic Warehouse District stands as an outstanding monument to the early determination that built this city. The district is unique because, instead of being ignored, demolished and lost, it has been rediscovered and enhanced. I hope everyone who receives this guide takes the opportunity to explore this segment of Winnipeg's past and our cultural heritage.

Eugene Kostyra.
MINISTER OF CULTURAL AFFAIRS
AND HISTORICAL RESOURCES.

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History of the Business District

In 1869, Winnipeg's "business district" consisted of the Hudson's Bay Company post and two dozen buildings clustered around it. Only four years later in 1873, there were over 900 buildings and the settlement's population had jumped from about 100 to about 3,500. Winnipeg merchants began to carry on a wholesale trade, supplying the retail stores in new hamlets on the plains. By 1874, there were more than 20 private traders with premises on Main Street.

By 1878, a proper commercial district developed in what is now the historic warehouse district. A large market building was erected and various merchants began to locate in the area west of Main Street. A railway link between St. Paul and St. Boniface was built in 1878, sparking a boom that lasted for four decades. By 1881, there were 26 wholesalers in Winnipeg; by 1882, there were 50. Sales volumes and the range of goods doubled and redoubled...and still the demand for goods outstripped supply.

With the establishment of rail links between Winnipeg and the Lakehead, freight rates dictated shipping large quantities of goods during the season of open water; wholesale houses would bring in sufficient supplies during the summer to last until at least the next season. This practise, combined with important freight rate concessions from the Canadian Pacific Railway in 1886 and 1890, brought the development of Winnipeg's wholesale district into full bloom. By 1890, 12 separate railway lines converged on Winnipeg, and 90 wholesale firms made the city their base.

The grain trade was increasingly important; the Winnipeg Grain and Produce Exchange was formed in 1887 and soon achieved a commanding influence. Agricultural implement manufacturers, such as Harris and Company, the Massey Company, the Cockshutt Plow Company, and the Fairchild Company, erected buildings in the area, and companies associated with the grain trade, like the Lake of the Woods Milling Company, also established offices in Winnipeg. Until the turn of the century, all this activity took place around the Market Square area, west of Main Street.

The face of the city was changing. The growth of wholesale and manufacturing...and the fact that Winnipeg was the largest commercial centre between the Lakehead and the West Coast...brought the financial institutions, whose buildings were erected along Main Street. The future of the city was assured, and Winnipeg would become the "Chicago

of the Prairies." A great number of prestigious banks, office buildings and hotels were erected; in 1904, the value of building permits in Winnipeg was greater than any other city in Canada; in 1905, the volume of construction was greater than in any other city in North America of comparable size. It was taken for granted that Winnipeg would some day be a greater city than Toronto, just as the West would eventually surpass the East in economic importance.

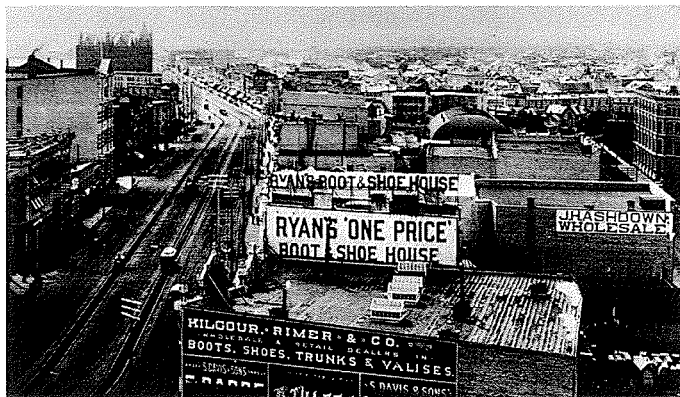
By 1910, more wheat was being delivered annually to Winnipeg than to any other market in North America. By 1911, a total of 24 railway lines radiated out from Winnipeg, giving the city a commanding position in Prairie trade. By 1913, there were over 200 firms in the wholesale trade in Winnipeg, with 14 banks maintaining regional offices in the city.

Architecturally, Winnipeg rivalled Chicago and Minneapolis for the quality of some of the buildings built after the turn of the century. The Bank of Commerce building, the Hamilton Bank building, and the Union Bank Building are sterling examples of this architecture, much of it found around the Portage and Main area, marking the shift of commercial activity away from the Albert Street area.

After 1918, most commercial construction occurred along Portage Avenue and parallel streets to the south. Very little new construction of substantial proportions occurred in the warehouse district bounded by Notre Dame on the south and Rupert Avenue on the North, Princess Street on the west and the Red River on the east, during the period from 1918 to the early 1960s.

Winnipeg's warehouse district and the buildings found therein are a unique collection of architectural styles, the trend-setters of their times. Architectural historians are continually amazed at the depth and range of building styles and in their generally good condition...many continue to serve the wholesale and manufacturing industries for which they were originally built over 80 years ago. The result is a healthy mixture of different uses all of which contribute to the economic vitality of the district.

In 1973, the City of Winnipeg had done a study of this historic warehouse area. In 1975, Heritage Canada, a national foundation involved in heritage conservation, became interested in Winnipeg's wholesale district, and commissioned a study by the Manitoba Historical Society which suggested



An 1895 view looking south from City Hall over the warehouse district



A view looking north along Main St. in 1930



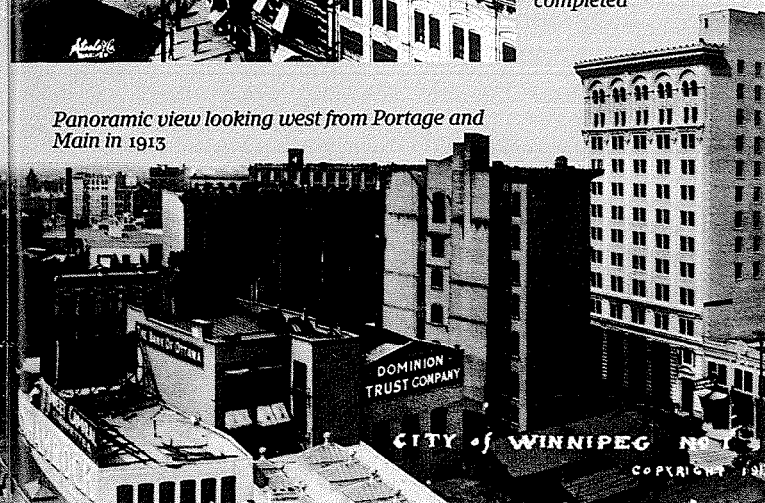
A 1903 view of "Newspaper Row" looking west along McDermot Ave.



1905 view looking west along Portage Ave. from the corner of Main and Portage with new Eaton's Store being completed



Panoramic view looking west from Portage and Main in 1913



Early Architects

the possibility of an area conservation program and outlined the heritage legislation which would be necessary. In 1977, a grant of \$500,000 was committed to the area by Heritage Canada, contingent upon a matching \$500,000 grant from the Province of Manitoba and the passing of heritage protection legislation by the City of Winnipeg and a similar financial contribution.

In the summer of 1976, a number of merchants and property owners in the area formed the Old Market Square Association and started operating a weekly outdoor market which attracts several thousand people each weekend to the area. The Association has played a vital role in the rehabilitation of heritage structures and general upgrading of the area.

In 1978, Heritage Winnipeg was formed to promote the restoration, rehabilitation and preservation of heritage resources, particularly in the Historic Winnipeg Restoration Area. Heritage Winnipeg initiates and promotes research, study, publicity and activities related to heritage preservation and provides information and assistance to individuals, organizations and government on conservation issues. The Board of Directors of Heritage Winnipeg represents all the groups actively participating in Winnipeg's heritage conservation program, including the Province of Manitoba, the City of Winnipeg, Heritage Canada, the Manitoba Historical Society, the Old Market Square Association and the Government of Canada (Parks Canada).

As part of the City of Winnipeg's commitment to the district, a 1.5 million dollar streetscaping project has been undertaken, involving the construction of the Market Square park, widened sidewalks, historic street lights, benches, trees and ornamental paving. The Old Market Square streetscaping is intended to catalyze private sector investment in the conservation area and upgrade a previously deteriorating inner-city commercial/industrial district.

The Winnipeg Core Area Initiative, a federal, provincial and city program is designed to further stimulate the district and proposes to spend about \$5 million on more street-scaping, to house arts groups in warehouse buildings and to provide various forms of assistance to building owners interested in renovation. □

Although Winnipeg's historic warehouse district contains some of the finest architecture in North America, few Winnipeggers remember the men who created those buildings. Winnipeg, at the turn of the century, had a group of the most imaginative architects...leaders in their field...working at the time. The buildings they designed now make up a "collection of terra cotta and cut stone buildings which is unrivalled in the world," says Toronto architectural historian Robert Hill.

Almost all of the buildings in the warehouse district were built between 1895 and 1914, a period when Winnipeg's economic boom was in full glory. To get an idea of how fast Winnipeg was growing in that period, consider that in 1904, a greater value of building permits was taken out in Winnipeg than in any other city in Canada. Winnipeg building permits had a total value of \$9.6 million, compared to \$5.9 million in Toronto and \$3.7 million in Montreal. By 1905, the \$12.8 million worth of building permits produced a greater volume of construction in Winnipeg than in any other city in North America of comparable size.

Surprisingly, only about 20 architects or architectural firms were responsible for designing the buildings that went up during that boom period. Some architects designed only one or two buildings, but five architects were responsible for most of the major buildings in the warehouse district...indeed, for most of the significant buildings erected in Winnipeg during that 20-year period. The buildings they designed changed the face of the growing city and influenced the architectural styles of settlements across the west. They were leading innovators in their field, working with construction concepts which had only recently been developed. Their mastery of these construction techniques...the iron framework of the "Chicago School"...has left a legacy of superb architecture, which annually attracts thousands of visitors on walking tours of Winnipeg's warehouse district.

One of the earliest of these architects to work in Winnipeg was *Charles F. Wheeler*, who was born in England in 1838. He studied music at a Birmingham college, and architecture in London; he, his wife and six children arrived in Winnipeg in 1882.

The Galt Building, at 103 Princess Street, was one of his first commissions. Although completed in 1887, the Galt Building is important because it foreshadowed the style of buildings

erected after 1900. Architectural historian Leonard Eaton says the Galt Building is a fine example of Romanesque revival, and shows the symbolic value of solid, well-built structures in brick and stone.

Wheeler also designed the Holy Trinity Church at Smith Street and Graham Avenue, and "Dalnavert," the late Victorian home of Sir Hugh John Macdonald, the son of Canada's first prime minister. Wheeler joined the firm of James Chisholm & Sons shortly before retiring from architecture in 1912 to become music critic for the Winnipeg Tribune. He died in 1917.

James Chisholm was described by his contemporaries as a man "whose skill as an architect has been a factor in the improvement and adornment of Winnipeg," and was responsible for a number of important buildings in Winnipeg's formative years.

Born in Paris, Ontario in 1840, he came to Winnipeg in 1877 and designed the A. Harris Son, and Co. Block at 154 Princess Street in 1882...one of the earliest buildings in Winnipeg still standing.

Chisholm and his company by 1907, were ranked extremely highly in architectural circles, and did a great deal of work throughout Western Canada.

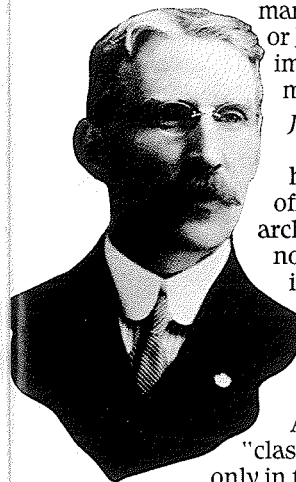
James Henry Cadham was another architect whose skills improved the face of Winnipeg. Born in 1850 near London, Ontario, Cadham learned the carpenter's trade from his father, coming to Winnipeg in 1870 with General Wolseley to help suppress the rebellion led by Louis Riel in 1869-70. After his discharge (with the rank of sergeant), Cadham became active as a builder, and then as an architect after 1895.

His first major work was probably the George D. Wood warehouse (now the Merchant's Building) at 250 McDermot Avenue, built in 1896. This was one of the first real giants among Winnipeg warehouses, with more than adequate floor space for the gigantic amounts of shelf and heavy hardware being sold in Winnipeg at that time.

The early years of this century saw a spectacular growth in the jobbing trade in Winnipeg, necessitating even more warehouses. Cadham designed many of these, including the F. W. Stobart, Sons & Co. warehouse (now Brownstone's Sportswear) at 275 McDermot Avenue, the Gregg Building at 52-56 Albert Street, the Imperial Dry Goods Block at 91 Albert Street, and the R.J. Whitla Block at 70 Arthur Street.

Two architects were responsible to a great extent for establishing the face and character of Winnipeg, as it developed after 1900. The two were John Hamilton Gordon Russell and John D. Atchison, and their buildings dot Winnipeg's cityscape with astonishing frequency.

While responsible for the design of the buildings, their inspiration came from the aggressive and far-thinking businessmen who had flocked to Winnipeg before 1900 to make their fortunes. And many of these men did strike it rich, through hard work and diligence in supplying a burgeoning market in the growing west. Men like R.J. Whitla or J.H. Ashdown, to name but two of the many imaginative and daring businessmen who made Winnipeg what it is today.



John H. G. Russell was born in 1862 in Toronto, where he was educated and gained his first architectural experience in the office of H. B. Gordon, a prominent local architect. He visited Winnipeg in 1882 but did not stay; instead, Russell went south, working in such centres as Chicago, Spokane, Tacoma and Sioux City. He returned to Winnipeg in 1893 and when he opened his office in 1895, he was immediately successful.

According to his contemporaries, he became "classed with the most capable architects not only in the province, but in the Dominion as well," and "many of the finest structures of Winnipeg stand as monuments to his skill and ability." In recognition of this, he was elected president of the Royal Architectural Institute of Canada in 1912...the first Manitoban to be so honored.

Russell's first building appears to be the J.H. Ashdown warehouse, at 157-179 Bannatyne, built first in 1895 (sometimes attributed to J.H. Cadham) and rebuilt by Russell after a disastrous fire in 1904 which destroyed \$400,000 worth of stock for the Christmas trade. Russell was also responsible for additions to the Ashdown warehouse in 1906 and 1911, to bring the structure to its present massive seven storeys, with a 207-foot frontage along Bannatyne.

It is a tribute to Russell's architectural skills that despite the varied history of the building, the continuity of design is

remarkable. The same structural system...wooden post and beam...is used throughout, and the unified structure is a superb example of a "Chicago-style" warehouse in the Richardsonian mode.

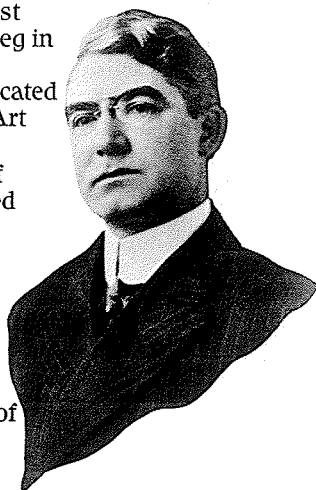
Russell designed many buildings throughout Winnipeg, including the Lake of the Woods building at 212 McDermot Ave. (1901) the Hammond Building at 63 Albert St. (1902), the Silvester-Willson building at 222 McDermot (1904), and many others in the warehouse district. He also designed Westminster United Church at Maryland and Westminster, and Knox United Church at 400 Edmonton St.

John D. Atchison was probably the most influential architect to work in Winnipeg in the early part of this century. Born in Monmouth, Illinois, in 1870, he was educated in that city and attended the Chicago Art Institute.

In the 1890s, he worked in the offices of William Le Baron Jenney, who designed the first true steel-framed skyscraper, a step that completed the most radical transformation of construction techniques since the development of the Gothic system in the 12th century. Jenney's 1884 design for the Home Insurance Building in Chicago made him one of the best-known designers of commercial buildings in that city, at the time, the hub of North American architecture.

Atchison opened his own office in Chicago in 1895 and practised there until 1905, when he came to Winnipeg on business. He remained here, opening his own office, and by 1906, had become the city's leading architect with as much work as he could handle.

One of Atchison's first buildings was the Fairchild Building, at 110-120 Princess St., built in 1907. It was a radical departure from the styles of other architects, such as J. H. Cadham, reflecting Atchison's Chicago experience. It was built for the Fairchild Co., manufacturers of agricultural equipment. Since farm machinery was a public attraction, Atchison opened the facade at ground level to allow the public to see the latest in farm equipment.



This metal-framed building uses windows extensively to provide natural light...the whole rear facade was opened by glass, a technique which did not become common for another 20 years. Instead of heavy stonework, the buff brick is high-lighted by terra cotta monogram accents influenced by the designs of Chicago architect Louis Sullivan, the founder of the "Chicago school of architecture."

Many of Winnipeg's most handsome buildings were designed by Atchison. The Maltese Cross Building at 66 King St. (1909) was designed to be completely fireproof...no wood was used, and the floors are concrete and window frames are metal. The building gets its name from the extensive use of an unusual medieval emblem...a Maltese Cross...the trademark of the building's first owners, Gutta Percha and Rubber Co. Ltd. of Toronto, manufacturers of "Maltese Cross" and "Lion" brands of rubber footwear.

Atchison also designed the impressive Great-West Life Building (now the Chamber of Commerce Building) at 177 Lombard Avenue (1909-12), the magnificent Union Trust Building at 387 Main Street (1912) and the stately Hamilton Building at 395 Main St. (1916). As well, he designed the first building of the Winnipeg General Hospital and the Boyd Building at 388 Portage Avenue, plus numerous churches and private residences.

Through the efforts of these famous men, Winnipeg's architecture is well-known throughout North America, and especially the architecture in the historic warehouse district. Now the challenge is to preserve these legacies from the past. □

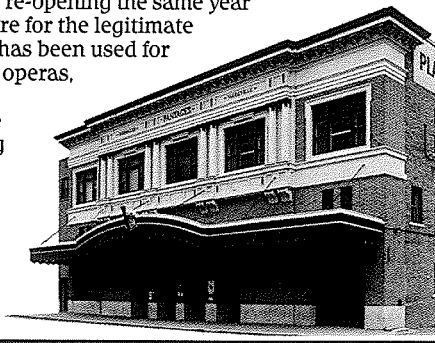
1 PLAYHOUSE THEATRE (Pantages)

180 MARKET AVE.

1914 *Marcus Prireca, architect*

Live theatre has always been important in Winnipeg—as early as 1866, the Red River Settlement had its own amateur theatre group. But by 1914, the city's growing population spurred better facilities, and on February 9 of that year, the Pantages opened its doors for the sole purpose of presenting "Unequaled Vaudeville." The Pantages provided three shows a day and the most exotic entertainment Winnipeg had to offer.

The Pantages was owned by Alexander Pantages, a Greek immigrant to the United States who struck it rich in the Klondike; by 1914 he had built 17 theatres across the United States and Canada, and the "Pantages Circuit" was one of the most prestigious in North America. But vaudeville could not compete against the movies and the Pantages closed in 1923, re-opening the same year as The Playhouse Theatre for the legitimate stage. Over the years it has been used for concerts, recitals, films, operas, school productions, the Winnipeg Little Theatre and the Royal Winnipeg Ballet. Taken over by the City of Winnipeg in the 1940s for tax arrears, the Playhouse continues as a vibrant theatre and concert hall.

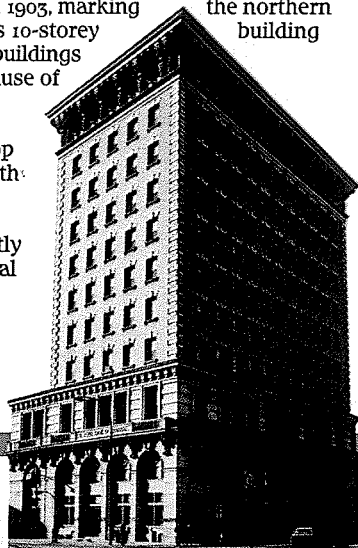


2 ROYAL TOWER (Union Bank Building)

504 MAIN STREET

1903 *Darling and Pearson, Toronto, architects*

The Union Bank established a branch in Winnipeg in 1882 and built the West's first skyscraper here in 1903, marking the northern edge of the business district. This 10-storey building was one of the first steel-framed buildings in Winnipeg, and is notable because of its extensive use of terra cotta to the third floor and the 16 terra cotta-encased windows on the top floor. The Union Bank merged with the Royal Bank in 1925, which occupied the building until 1974, when it was sold and subsequently rehabilitated, preserving its original character.



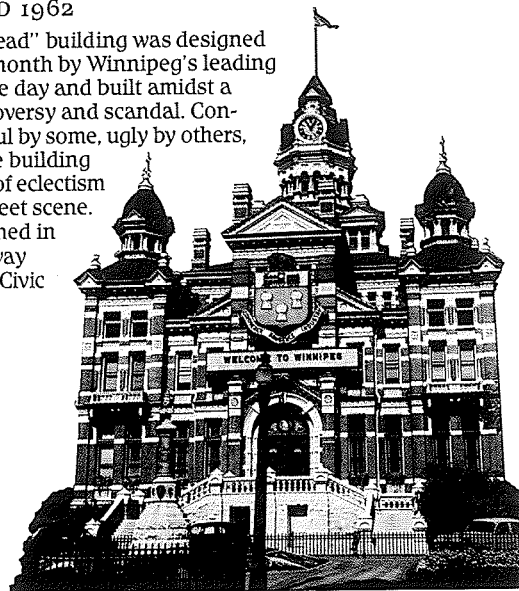
3 OLD CITY HALL

1883-86 *Barber and Barber, architects*

DEMOLISHED 1962

This "gingerbread" building was designed in less than a month by Winnipeg's leading architects of the day and built amidst a storm of controversy and scandal. Considered beautiful by some, ugly by others, the remarkable building added a touch of eclecticism to the Main Street scene.

It was demolished in 1962 to make way for the present Civic Offices.



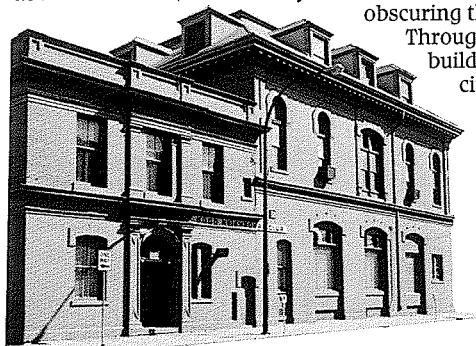
4 JAMES AVENUE POLICE STATION

223 JAMES AVE.

1882 *Barber and Barber, architects*

This overscaled "Georgian" building was designed to serve as a police station, courthouse and jail, and was one of the first substantial buildings in this area. But Winnipeg's growth soon strained the resources of this structure and in 1907, a new police station was built on Rupert Avenue. Renovations to the James Avenue building during 1907, with J.D. Atchison as architect, removed the distinctive towers and chimney, replacing them with a plain cottage roof and dormer windows; a two-storey addition was built in 1910, further obscuring the original design.

Throughout its life, this building has served as civic offices, and is an excellent example of the number of uses a building can be made to serve.



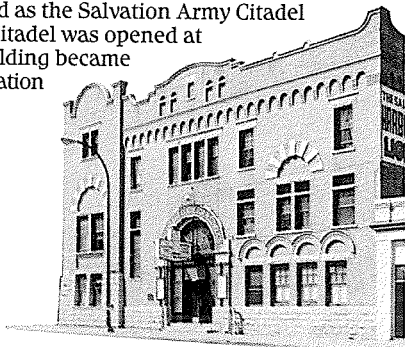
5 SALVATION ARMY CITADEL

(Harbour Light Centre)

221 RUPERT AVE.

1900 *J. Wilson Gray, architect*

The first meeting of the Salvation Army was held in 1882 in London, Ont., and it established its first Winnipeg chapel in 1886. This building is similar to Army buildings elsewhere in Canada, with its distinctive design dominating the streetscape. Influenced by late Victorian and Flemish Renaissance architecture in London, this is one of the most interesting buildings in the area with its high brick window arches and irregular roof line. It served as the Salvation Army Citadel until 1960, when the new Citadel was opened at 400 Colony Street. This building became the Harbour Light Rehabilitation Centre for Men in 1961.



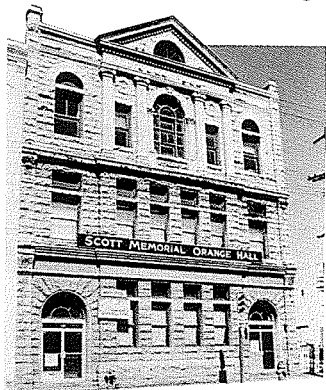
6 THOMAS SCOTT MEMORIAL ORANGE HALL

216-218 PRINCESS ST.

1902 *J. McDiarmid, architect*

The Orange Lodge first came to Manitoba in 1870 with the Wolseley Expedition sent to quell the "uprising" led by Louis Riel. The lodge developed a strong presence in the city, and by 1902, had grown to the point where it could build this rusticated stone structure for the Provincial Grand Lodge of the order. Its primary purpose

has been to provide meeting rooms for the lodge, and to serve as a centre for social functions. A major fire in 1943 destroyed the interior, but the solid structure was rebuilt.



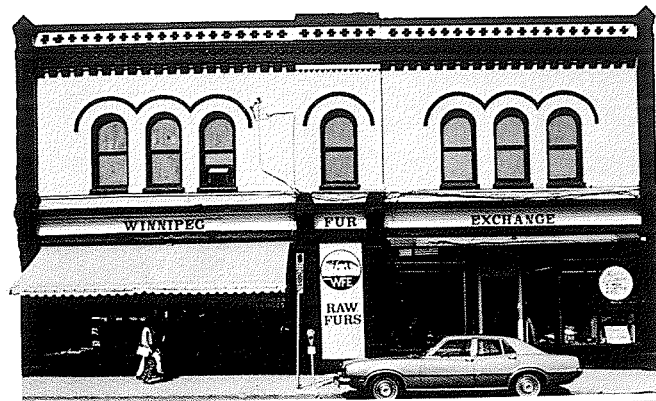
7 MacGREGOR BLOCK

180-182 PRINCESS ST.

1882 *George Brown, architect*

Erected by livery stable operator David MacGregor as a revenue block, this building has Roman-arch windows, heavy-looking sheet metal ornamentation and interesting brickwork patterns which are trademarks of the Victorian Eclectic architectural style popular at the time.

The MacGregor block was first occupied by Alexander "Sandy" MacDonald, then mayor of Winnipeg, for his thriving grocery business. MacDonald later went on to become president of the Great-West Life Assurance Co., the Edmonton Cement Company, and the Tribune Publishing Co. Over the years, 180 Princess has been occupied by a number of firms, including the McCormick Harvesting Co., but most tenants stayed less than five years. In 1974, the Winnipeg Fur Exchange took over the entire floor. This is a good example of the modest commercial building of the 1880s and the 1890s.



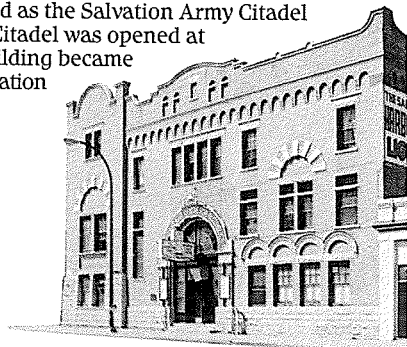
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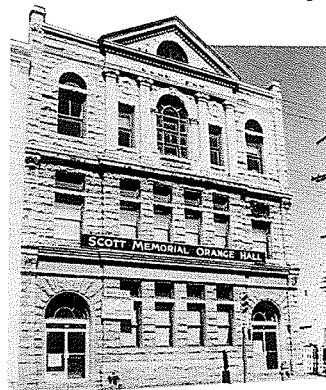
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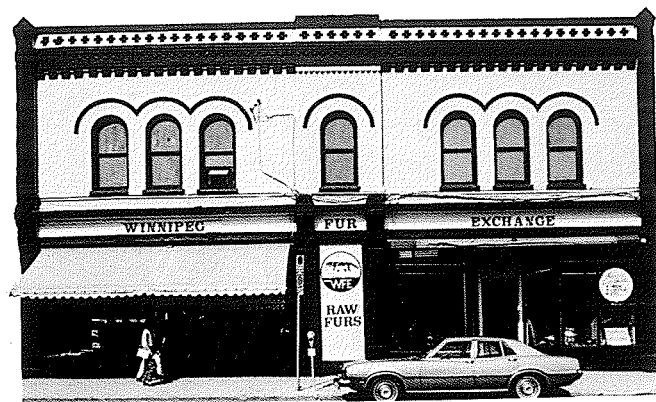
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Erected by livery stable operator David MacGregor as a revenue block, this building has Roman-arch windows, heavy-looking sheet metal ornamentation and interesting brickwork patterns which are trademarks of the Victorian Eclectic architectural style popular at the time.

The MacGregor block was first occupied by Alexander "Sandy" MacDonald, then mayor of Winnipeg, for his thriving grocery business. MacDonald later went on to become president of the Great-West Life Assurance Co., the Edmonton Cement Company, and the Tribune Publishing Co. Over the years, 180 Princess has been occupied by a number of firms, including the McCormick Harvesting Co., but most tenants stayed less than five years. In 1974, the Winnipeg Fur Exchange took over the entire floor. This is a good example of the modest commercial building of the 1880s and the 1890s.



8 UTILITY BUILDING (Bawlf Block)

164-166 PRINCESS ST.

1892 Charles A. Barber, architect

9 EXCHANGE BUILDING

160 PRINCESS ST.

1898 Samuel Hooper, architect

10 THE HARRIS BUILDING (Hochman Building)

154 PRINCESS ST.

1882 James Chisholm, architect

11 HOUSE OF COMOY (Bawlf Block)

148 PRINCESS ST.

Barber and Barber, architects

12 DRAKE HOTEL (Benson Block)

146 PRINCESS ST.

1882 Barber and Barber, architects

This block of buildings reflects the building boom of 1882 and expansion during the next 20 years. The south three are visually related in style and design while the northern two are in later brick, stone and terra cotta styles, as befitted the prestigious Grain Exchange.

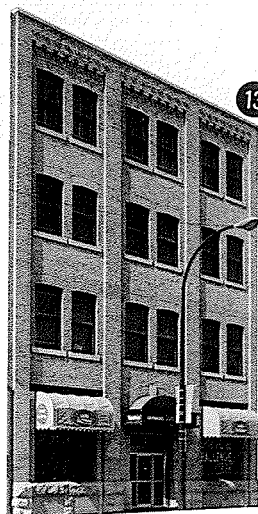
164-166 Princess St. was built by Nicholas Bawlf, one of the founders of the Grain Exchange which was housed in here and later in 160 Princess. It also provided offices for the "grain men" of the city, and showrooms for agricultural implement dealers. The 1902 fourth floor addition was connected to 160 Princess. In 1908, the Chamber of Commerce took it over. From 1930 to 1950, the Hudson's Bay Fur Company occupied the lower floors. In 1945 the Utility Glove Co. bought it and established a glove factory in the upper floors.

160 Princess St. provided a beautiful interior for the second Grain Exchange until 1908 when the Exchange moved to Lombard St. It now provides inexpensive space for theatrical, dance and cultural groups.

154 Princess St. The Ontario firm of Harris Implement expanded to here in 1882, complete with a statue of Ceres, the goddess of fruitfulness in the niche in the top centre of the building. After the 1891 merger with Massey Manufacturing, the building was leased to the Cockshutt Plow Company until 1903, when it became a wholesale boot and shoe warehouse. After a variety of tenants, Hochman's are again wholesaling footwear. The facade was redone in 1982.

146-148 Princess St. A joint venture of liveryman Joseph Benson and Nicholas Bawlf, a wholesale grocery occupied 146 and became a hotel in 1894. The Chicago hotel name of "Drake" was applied in 1944, and the 1946 first floor "modernization" is in contrast to the full facade of 148, with the enriched Victorian surface effects. It has housed various commercial ventures, with the Holden Company, electrical tool distributors being the tenant 1915 to 1962.





13 MASSEY BLOCK

296 WILLIAM AVE.

1885 *George Browne, architect*

1904, *addition*

J. Frank Peters, architect

Originally built as the regional headquarters of Massey and Company, implement dealers, the first three-storey building was described as one of the most solidly constructed and handsome building blocks in Winnipeg when first opened. The Winnipeg branch of this eastern Canadian company was established in 1881, the beginning of the great land boom, but the depression in 1883-84 brought about the merger with A. Harris, Son and Company in 1891

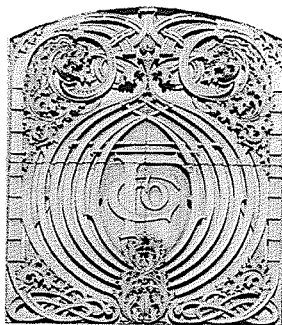
to form the Massey-Harris Company. By 1904, business had grown because of the immigration boom and two wooden buildings were razed and a four-storey addition was built to the east of the original building. The Market Square area began to lose its prestige as a business district in 1908 when the Lombard Avenue Grain Exchange Building was opened, but Massey-Harris remained in this building until 1944, when it was sold to the Dominion Soudack Fur Company. The brick exterior of this wooden post and beam building, in the manner of the Italian Renaissance, was cleaned in 1976.

14 FAIRCHILD BUILDING

110-120 PRINCESS ST.

1907 *Hubert B. Rugh, architect*

Westbrook and Fairchild, established in 1877, were one of the first agricultural implement dealers to be permanently established in Winnipeg, becoming F.A. Fairchild and Company in 1887. The company merged with the John Deere Plow Company in 1909, when that company took over what was one of the first "modern" warehouse buildings in the city, breaking the Richardsonian-Romanesque tradition seen in the Whitla, Ashdown and Gault buildings. This building incorporates modern window treatment on the facade, and the terra cotta company monogram accents show the influence of Chicago architect Louis Sullivan. The building is unique because about 85 percent of the rear facade is glass, providing natural lighting for the work and storage areas. The building was acquired by the Sterling Cloak Company in 1953, and was cleaned in 1974.



15 BRANDY'S (Maw and Company Garage)

291 BANNATYNE AVE.

1906-7 *W.H. Stone, architect*

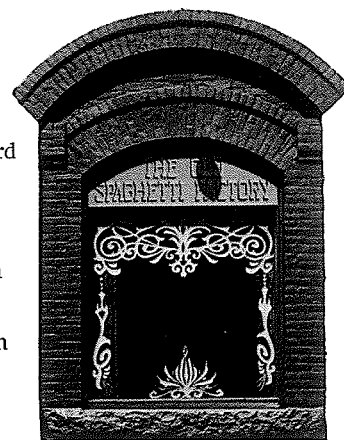
OLD SPAGHETTI FACTORY (Sanford Building)

291 BANNATYNE AVE.

1890 *Charles H. Wheeler, architect*

Although joined to form a single structure, these are actually two buildings with interconnected histories. The Sanford Building was a three-storey stone and brick warehouse housing goods for the wholesale clothing company, Sanford and Company, a leading Canadian manufacturer and supplier. It was designed by British architect, Charles H. Wheeler, who won prestige in Winnipeg for his design of the Holy Trinity Church on Donald St. and "Dalnavert," the Victorian mansion of Sir Hugh John Macdonald, now preserved as a museum on Carlton St. A fourth floor was added in 1903 and the entire building became part of the Maw and Company Garage in 1906. The top three floors of the Sanford buildings were destroyed in a fire in 1942.

Joseph Maw was an Ontario businessman who came to Winnipeg in 1882 as an agent for the Massey Manufacturing Company and subsequently formed his own carriage company. An enthusiastic pioneer motorist, he built his garage to sell, service and store 145 cars, something of a technological feat for the time because it contained no supporting posts...the interior span was supported through steel girders and trusses. The King St. entrance was originally finished with a large amount of plate glass. Together, these buildings house Brandy's and the Old Spaghetti Factory, one of the first businesses to revitalize the old warehouse district.





ELGIN AVE.

RUPERT AVE.

PACIFIC AVE.

STREET

WILLIAM AVE.

GRAVE ST.

BANNATYNE AVE.

ST.

DERMOT AVE.

ADELAIDE ST.

PRINCESS ST.

KING ST.

ARTHUR ST.

NOTRE DAME AVE.

ELLICE AVE.

ST. HILL

GARRY ST.

PORTAGE AVE.

McDERMOT AVE.

LOMBARD AVE.

PORTAGE AVE., E.

WESBROOK

MARKET AVE.

ELGIN AVE.

BANNATYNE AVE.

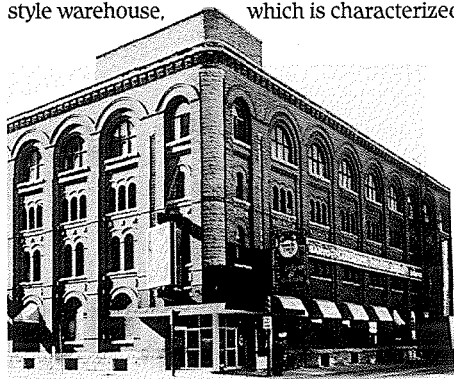


16 GALT BUILDING 103 PRINCESS ST.

1887 *Charles H. Wheeler, architect*

1904, *addition J. H. Cadham, architect*

The G. F. and J. Galt Company were importers and dealers in teas, cigars, wines, brandies, and general groceries, and established the Blue Ribbon line of teas and coffees. The building is a "pre-Richardsonian" warehouse in the early English baronial style, but the 1904 addition of another storey and extension along Princess St. designed by architect J. H. Cadham, transformed the building into a Richardsonian style warehouse,



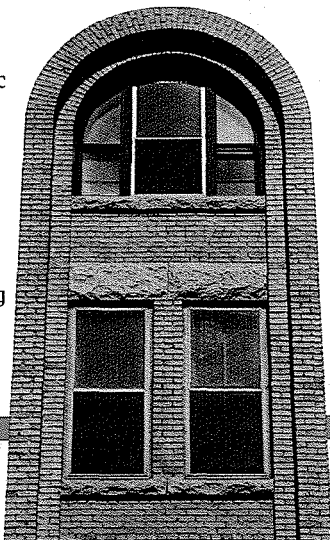
which is characterized by the repetitive form of the arches, the strong expression of the structure through the piers, and the vigour of the building material. This is an important example of a successfully-altered building.

17 SINCLAIR BUILDING

92-100 PRINCESS ST.

1903 *J. H. G. Russell, architect*

This is a good example of the large-scale warehouses built during Winnipeg's period of rapid expansion, between 1886 and 1906. Designed by one of the city's foremost early architects, it was built originally for Sutherland and Campbell, one of the city's oldest and largest jobbing houses. In the front, near the centre of the building on Princess St., was a covered driveway, allowing horse-drawn vehicles shelter while loading and unloading goods. The three loading doors at the rear of the building opened directly to a Canadian Pacific Railway spur line, giving excellent loading facilities for up to three railway cars at once. A two-storey addition in 1912 also converted the front driveway and loading bays to glass-clad show rooms. The building is now occupied by Penthouse Interiors, and extensive renovations were done in 1969, including cleaning of the building later in 1979.

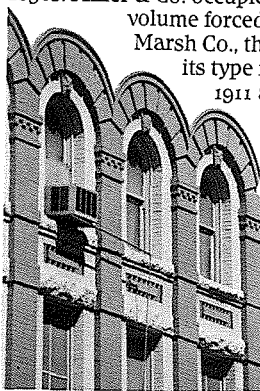


18 C. A. DE FEHR CO. (Miller Morse Block)

86-88 PRINCESS ST.

1887 *George Browne, architect*

This was originally a three-storey brick building, with a galvanized iron cornice, built for Miller, Morse & Company, a Winnipeg wholesale hardware firm established in 1881. It was doubled in size in 1892 because of the company's tremendously increased business volume, reflecting the pace of Winnipeg's economic activity in the 1890s. Miller & Co. occupied the building until 1903 when business volume forced it to seek new quarters. The William A.



Marsh Co., the largest shoe and footwear wholesaler of its type in Canada, occupied the building between 1911 and 1914, and it had various tenants until the De Fehr company purchased it in 1974. This building is a fine example of a solidly-built warehouse of the Chicago School of architecture from an era prior to steel construction in Winnipeg, and is a reminder that carrying capacity and strength can be aesthetically melded with appearance.

19 MALTESE CROSS BUILDING

66 KING ST.

1909 *John D. Atchison, architect*

This seven-storey limestone and brick building gets its name from the generous use of an unusual medieval emblem...the Maltese Cross...at the corners, on pier capitals, above entrances and on interior detailing. The emblem is the trademark of the original building owners, Gutta Percha and Rubber Co. Ltd. of Toronto, which manufactured "Maltese Cross" and "Lion" brands of rubber footwear and clothing. While this building shows strong influences of the Chicago School of architects, it also contains elements of the Italian Renaissance palazzo style. Of interest is the Beaux Arts iron grill-work surrounding the McDermot Avenue doorway and the heavy bronze canopy over the King St. side entrance. The building was designed to be completely fireproof, with no wood used in its construction. It is one of the best-built buildings of the period, designed by Winnipeg's most prominent turn-of-the-century architect.



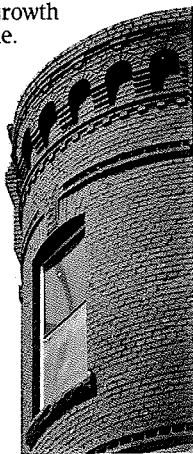
20 KAY BUILDING (Stovel Building)

245 McDERMOT AVE.

1893 *Hugh McCowan, architect*

Originally, this was a three-storey building built for Stovel Printing and Lithographing Company, one of the largest pioneer printing companies in Canada, printing commercial and other journals distributed throughout the West. The firm had three-color engraving equipment which provided highly specialized printing services no other printer in Canada could provide. An extension and a two-storey addition in 1900 reflected the company's growth and the economic activity in Winnipeg at the time.

Stovel moved to new quarters in 1916, shortly before the building was gutted by fire. But the walls were sound, and the interior was rebuilt, to be used by the T. Eaton Co. as a warehouse until 1920. Clothing manufacturers used the building until 1942 when Kay's Limited purchased it and changed its name. The finial-tipped exterior columns and rounded corner entrance are unusual. Because of its prodigious size, the building has been adaptable to other uses, and remains a centre point to the warehouse district.



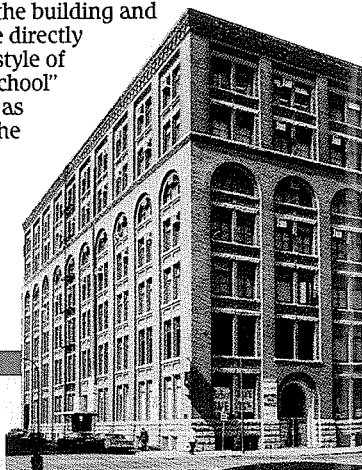
21 WHITLA BLOCK 70 ARTHUR ST.

1899 *J.H. Cadham, architect*

1911 *Two-storey addition, J.H.G. Russell, architect*

Massive in size and scale, the Whitla Block was the first building of its type in the area, establishing Albert Street as a wholesale district. R.J. Whitla and Company was a giant in the western wholesalers business, established in Winnipeg in 1878, establishing Winnipeg as a jobbing centre, and Whitla was an important community leader.

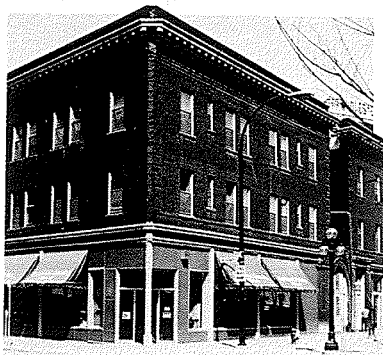
Architecturally, the simple geometry of the building and its straight-forward limestone lintels are directly influenced by the Romanesque Revival style of H.H. Richardson and the "First Chicago School" of architectural style, hence it is classed as Richardsonian-Romanesque. However, the two-storey addition in 1911 beyond the original five lacks the strength and vigour of the earlier portion.



22 ALBERT BLOCK 86 ALBERT ST.

1901 *Fremont D. Oroff, architect*

To provide accommodation to the hundreds of commercial travellers who made Winnipeg their headquarters in the early part of the century, this three-storey red brick and stone building was erected as an apartment block, containing 18 bachelor suites, with storefronts on the main level. One of the original owners was James Stewart Tupper, son of the Hon. Sir Charles Tupper.



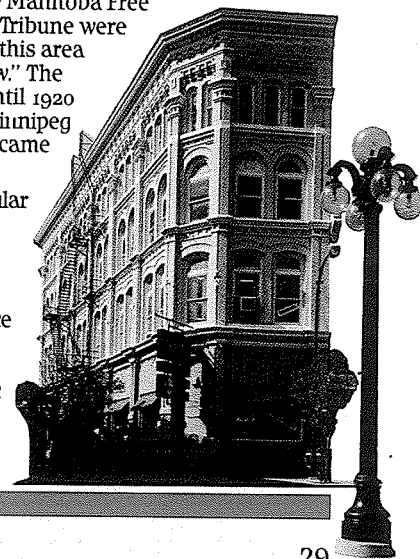
The Albert Block was converted in 1903 to a hotel by Corsican-born Frank Mariaggi. His hotel contained over 40 suites, richly furnished with leather-covered chairs and couches, oriental divans and richly ornamented brass beds, and included a basement grotto with the longest bar in the west. It was said to be so luxurious that it had no equal anywhere in Manitoba.

23 TELEGRAM BUILDING 70 ALBERT ST.

1882-84 *Architect Unknown*

Built for R.J. Whitla, this four-storey building was a warehouse and office for his dry goods business, and was one of the first large buildings in what was then a mainly residential area. By 1899, Whitla had moved to a bigger warehouse at 70 Arthur St. and the building was purchased by the Telegram Printing Company, publishers of the staunchly conservative Telegram daily and weekly newspapers. Because the Telegram, the Manitoba Free Press, and the Winnipeg Evening Tribune were all located on McDermot Avenue, this area became known as "newspaper row." The Telegram occupied the building until 1920 when the paper merged with the Winnipeg Tribune and the building again became a dry goods warehouse.

This four-storey, irregularly rectangular building is exuberant and picturesque in its Victorian eclectic architectural elements, including English Tudor, Continental Romanesque and Italian Renaissance details. It was one of the first conversions in the Historic Warehouse District to keep the historic integrity of the building and now houses Modernage Furniture Ltd.

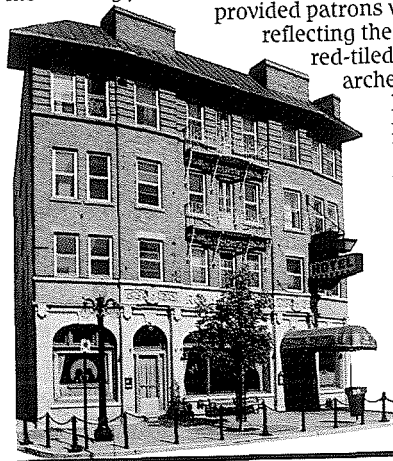


24 ROYAL ALBERT ARMS

48 ALBERT ST.

1913 *E.D. McGuire, architect*

Built during Winnipeg's boom years, the Royal Albert Hotel opened at the same time as the Fort Garry Hotel, but because of its location the Royal Albert attracted mainly salesmen and visiting businessmen. With 54 rooms, a large cafe and a handsome bar, the hotel provided patrons with European-style service, reflecting the Mediterranean flavor of its red-tiled roof, iron fretwork and arched main floor windows. The hotel has become a popular night spot and its renovated bar and cafe maintain quite closely its original style.

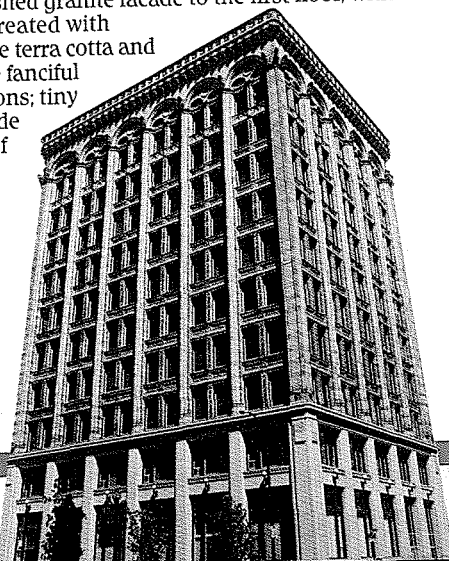


25 ELECTRIC RAILWAY CHAMBERS

213 NOTRE DAME AVE.

1913 *R.B. Pratt & D.A. Ross, architects*

When completed, the Electric Railway Chambers building was described as "the latest word in office building construction," although the exterior treatment appears to be modeled directly after Louis Sullivan's Bayard Building (1897-98) in New York City. This steel-framed building has a polished granite facade to the first floor, with the remaining 10 storeys treated with delicately molded but ornate terra cotta and polished granite. There are fanciful Italian Renaissance additions; tiny lights are found on each side of the piers and at the top of each pier, are lion-masked gargoyles. The building is well-maintained and has been extensively modernized over the years.



26 HAMMOND BUILDING

63 ALBERT ST.

1902 *John H. G. Russell, architect*

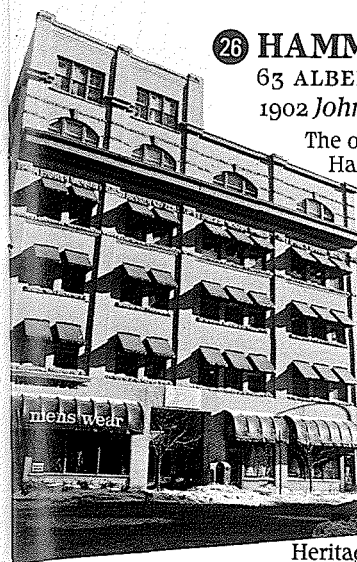
The original building owner, William J.

Hammond, was a Toronto fur and hat

merchant who moved to Winnipeg in 1896 and intended the first two-storey building as a warehouse for his Main Street hat firm. By 1898, Hammond had formed the pioneer Winnipeg financial house of Osler, Hammond and Nanton. Throughout its history, to the present, the Hammond Building has housed manufacturers' agents and sales representatives.

The unusual nature of the construction of this building makes it noteworthy, as it has had three major additions and two complete renovations in its existence. It was purchased by

Heritage Canada in 1978 and revitalized in 1981.



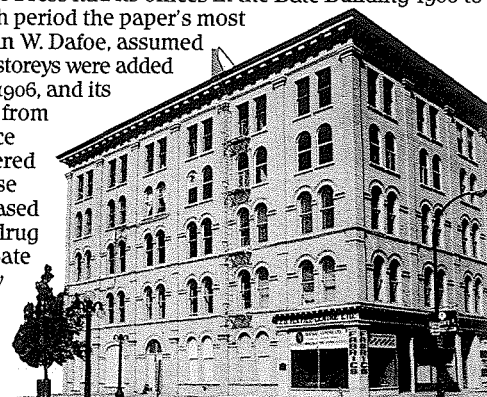
27 BATE BUILDING 217-225 MCDERMOT AVE.

1883 *Blackstone, architect*

1906 *John H. G. Russell, architect (two-storey addition)*

This was one of the first buildings in Winnipeg to be renovated and change function. This elegant example of Victorian eclectic architecture was built first as a three-storey structure "as solidly as possible for the purpose of holding heavy goods," for the firm of Lyon, MacKenzie and Powis, dry goods merchants. The founder of that company, William Lyon, came to Winnipeg in 1859 and was one of the first free merchants who fought the Hudson's Bay Company trade monopoly.

The Manitoba Free Press had its offices in the Bate Building 1900 to 1905, during which period the paper's most famous editor, John W. Dafoe, assumed that position. Two storeys were added to the building in 1906, and its function changed from warehouse to office building...considered quite a feat in those days. It was purchased by the wholesale drug firm of Bate and Bate in 1942 and is now an office building looking forward to a major renovation.



28

CRITERION HOTEL

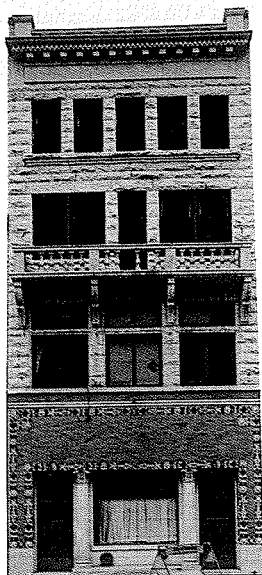
214 McDERMOT AVE.

1903 *H. S. Griffith, architect*

Although now standing empty, the Criterion Hotel is architecturally unique. The windows have been designed to create interest in the facade and offset the vertical shape, and the limestone facing material is accented by a parapet and balcony. Its best feature is the softly-colored terra cotta detailing on the ground floor which is both beautiful and rare and gives a touch of elegance.

But even in its heyday in 1912, it was no more than one of the better medium-class hotels in Winnipeg, with good food and reasonably-priced rooms. Because of its proximity to Newspaper Row, the Criterion for many years was a watering hole for journalists. But the decline of the warehouse district, combined with its lack of modern

conveniences, reduced its status and it closed its doors in 1979. It now awaits a sensitive renovation.

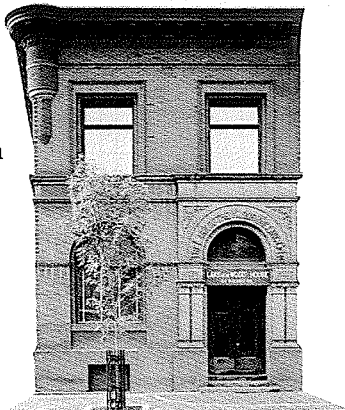
**29 LAKE OF THE WOODS BUILDING**

212 McDERMOT AVE.

1901 *John H. G. Russell, architect*

Built with an aura of solidity, this three-storey building in the Romanesque Revival style, is unusual in its use of brick and red sandstone, a material not commonly found in Manitoba buildings. The Lake of the Woods Milling Company was the largest milling concern in Canada at the turn of the century, operating the country's largest mill at Keewatin, Ont.

Although a Montreal-based company, it had a large warehouse, purchasing department and manufacturing capacity in Winnipeg, and the building was convenient to both the original Grain Exchange on Princess St. and the New Grain Exchange building erected on Lombard St. in 1906-08.



30

NEWMAC BUILDING

(Royal Trust Building)

436 MAIN ST.

1903 *McKim, Mead and White, New York, architects*

Built for the Bank of British North America, the rusticated stone finish is rare in Manitoba and it adds variety to this neo-classical design, common to many banking institutions around the turn of the century. The Ionic columns support an interesting large pediment, which is flanked on both sides with a balustrade crowned with urns. The Bank of British North America merged with the Bank of Montreal in 1918, and the building was occupied by the Royal Trust Company from 1919 to 1964. The

prominent Winnipeg law firm of Newman, MacLean and Associates purchased the building in 1966 and has partially renovated it, restoring the main floor to its original appearance.

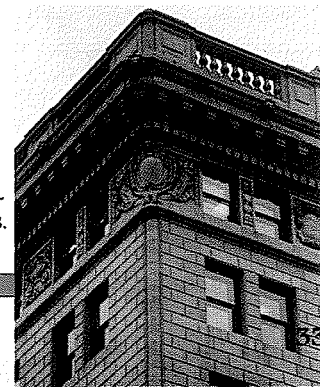
**31 HAMILTON BUILDING**

395 MAIN ST.

1916-18 *John D. Atchison, architect*

One of the city's finest buildings, the Hamilton Building was the last major structure erected downtown during Winnipeg's early building boom. The Bank of Hamilton arrived in Winnipeg in 1908 and merged with the Canadian Bank of Commerce in 1923. After it was historically designated, the building has been leased by the City of Winnipeg and was renovated in 1982.

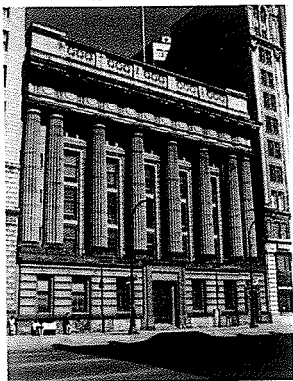
It has been called "the last major office tower done in the grand style of the Edwardian era." It has been praised because it stands beside the neighboring mass of the Bank of Commerce but is not outclassed by the great scale of the bank's colonnade. Instead, window treatment and stone detailing emphasize the solidity of the masonry, and the high arched doorway is rendered impressive by its simplicity. It is basically a Renaissance Italian palace stretched vertically to clothe a tall office building; the ground floor and cornice contain common elements with the Italian palace, and the intervening floors are made massive by the square sinkage in the Tyndall stonework. The interior features Botticino marble floors and an impressive elliptical stairway, with bronze hand-rails and delicately-turned spindles.



32 BANK OF COMMERCE

389 MAIN ST.

1910 *Darling and Pearson, Toronto, architects*



A fine example of bank neo-classicism, the Bank of Commerce contains one of the most magnificent banking halls in North America. Its design exemplifies Winnipeg's commercial and financial stature in the first decades of this century, and was envisaged as the city's first monumental banking hall. The impressive facade used Quebec Stanstead granite and eight huge Doric columns, each four storeys high, support the entablature. An ornamented balustrade tops the building.

A pair of richly ornamental bronze doors flank the entrance to the marbled foyer; past this is the magnificent banking hall, 50 feet high, topped by a giant circular stained glass skylight 52 feet in diameter. The interior of the building is one of the best examples of Beaux-Arts classicism on the prairies.

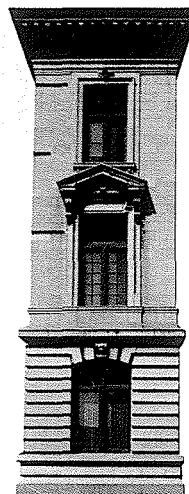
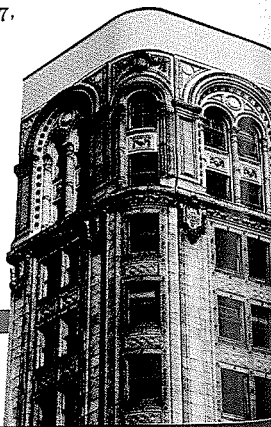
Changing customer habits caused the closing in 1969, when the Canadian Imperial Bank of Commerce moved its head office to the nearby Richardson Building. Only protests of heritage conservationists and the determination of city council saved the bank from the wrecker's ball. The City of Winnipeg now leases the structure for \$1 a year, and is planning extensive renovations.

33 UNION TOWER BUILDING 191 LOMBARD AVE

1912 *John D. Atchison, architects*

In February, 1912, construction began on the 13-storey Union Tower building, solidly placed on 26 concrete piles driven to bedrock after previous soil difficulties with the site. The Union Bank, which had been attracted to Winnipeg in 1882, continued to occupy this white terra cotta building until 1947, when it was purchased by the Great-West Life Assurance Co. as an annex to its crowded head office, then at 177 Lombard Ave. That company sold the building in the late 1950s, when their new headquarters on Osborne St. was opened.

The building has been well-maintained and most of the original finishes remain, although the cornice was replaced by the present white parapet in 1953.



34 CHAMBER OF COMMERCE BUILDING

(Great-West Life Building)

177 LOMBARD AVE.

1909 *John D. Atchison, architect*

Originally a four-storey steel frame building, a three-storey addition was erected in 1923 to serve the growing needs of a burgeoning Winnipeg company, the Great-West Life Assurance Co., which made it its headquarters until 1959. This ornately detailed structure is finished in Kootenay marble from British Columbia, and is a good example of the Renaissance Italian palazzo style of architecture. The interior, with its white Italian marble, has been well-maintained and contains many of the original features. Part of the building has been renovated to house the offices

of the Provincial Department of Cultural Affairs and Historical Resources.

35 BANK OF MONTREAL

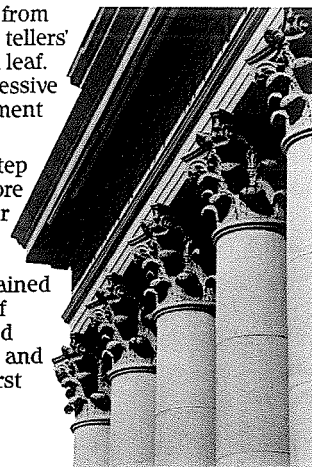
PORTAGE AND MAIN

1913 *McKim, Meade and White, New York, architects*

Designed by America's leading neo-classic architects, the Bank of Montreal dominates one of Canada's most important intersections, as a Roman temple in its purest form. The six unfluted Corinthian columns, each weighing 12 tons, rise 50 feet above street level, and invite further inspection of the exterior, built with granite quarried at Bethel, Vermont. This building epitomizes early 20th century Bank of Montreal architecture, and is one of the most grandiose examples...primarily because of its unique location.

Only the best materials were used for the interior; Botticino marble imported from Italy, American-made bronze for the tellers' desks, and a ceiling finished in gold leaf. The two-storey banking hall is impressive in its size, yet its architectural treatment is warm and cheerful.

The Bank of Montreal took a bold step in 1975, spending \$2.4 million to restore the building to its 1913 form. Exterior walls were cleaned; interior marble finishes were refurbished and back-lighting installed behind the four stained glass windows bearing the images of the Bank of Montreal, Manitoba, and Canada. Today, Winnipeg's Portage and Main landmark proclaims its pre-First World War magnificence.

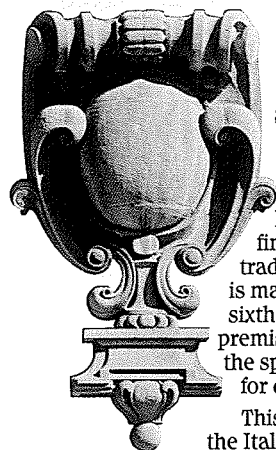


36 GRAIN EXCHANGE BUILDING

165-167 LOMBARD AVE.

1906 *Darling and Pearson, Toronto, architects*

1913 and 1916 *Jordan and Over, architects (additions)*



Designed by Winnipeg's foremost architects of the day, this is Winnipeg's third Grain Exchange Building. It signalled a significant shift away from Old Market Square to the Portage and Main vicinity.

The first and second storeys are cloaked with cut Bedford stone, and the rest of the building is faced with yellow brick highlighted by stone trim and ornate terra cotta finishing at the corners. The position of the trading room, crucial to the thriving grain trade, is marked by a row of arched windows on the sixth floor. The trading room has moved to premises in a modern nearby office building with the space now used by the Chamber of Commerce for dining rooms and club purposes.

This building is another fine example of using the Italian Renaissance palazzo style to clothe a

high-rise structure, and until the First World War, was the largest building in Winnipeg.

37 LOCK, STOCK AND BARREL

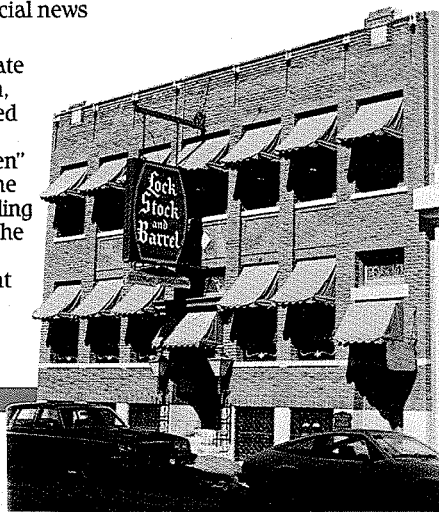
(Dawson Richardson Building)

165 MCDERMOT AVE.

1921 *Charles S. Bridgeman, architect*

Dawson Richardson, the original owner of the building, was a grain broker turned publisher and this modestly-treated two-storey brick building housed his printing plant, which produced the Grain Trade News; the Western Gardener, Beekeeper and Poultry Magazine; and the Musical Life and Arts Magazine. This represents an era when the grain trade came of age in Winnipeg, to the point where a special news service was required.

In 1971, as part of a private urban renewal program, Richardson Realty Limited undertook to renovate a number of "weatherbeaten" buildings in the area...the Dawson Richardson Building was the first building in the area to be recycled. It is now a popular restaurant and lounge.



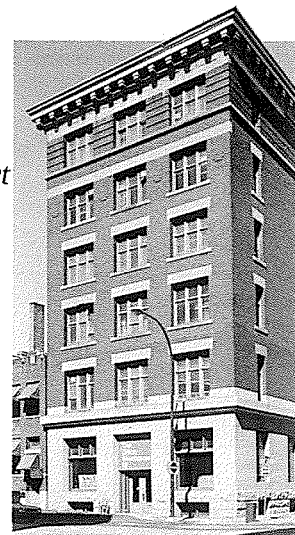
38 WILLSON OFFICE WAREHOUSE

(Galpern Candy Building)

165 MCDERMOT AVE.

1906 *John H. G. Russell, architect*

This handsome six-storey warehouse building, designed by one of Winnipeg's most prestigious architects, was built for James Porter and Company, wholesale dealers in crockery and chinaware, at a time when the city's economy was booming. Its location was prestigious because of its proximity to the new Grain Exchange Building on Lombard Ave., and it was intended the building would be converted to offices within a few years. This plan was thwarted by the First World War, and the conversion has yet to take place. For many years, the building was occupied by the Galpern Candy Co. and the main floor was leased to the pioneer office equipment company, Willson's, in the 1960s.



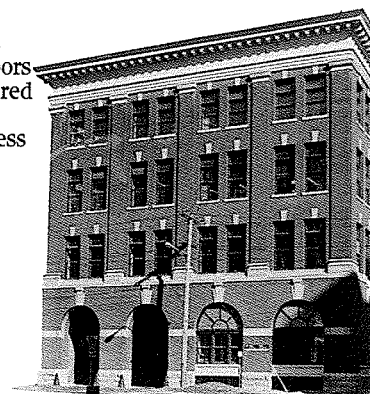
39 CUSTOMS EXAMINING WAREHOUSE

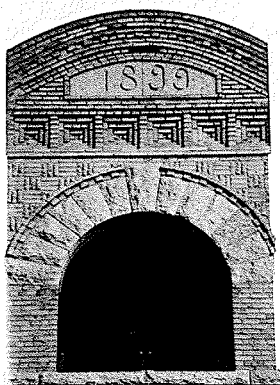
145 MCDERMOT AVE.

1908 *Dept. of Public Works, architects*

A fine example of a building meant to stand alone and dominate its surroundings, the Customs Examining Warehouse is finished in the same fashion on all four sides. The original customs house was built in 1874 near Upper Fort Garry on Main St. By the time a new facility was needed, the focus of the business district had shifted, and this location was convenient for all.

This well-built and handsomely-designed structure was built for strength, with main floor walls 28 inches thick, and was capable of taking additional floors should demand warrant. Covered driveways on each side of the building allowed sheltered access during inclement periods.





40

THE BROKERAGE (Bain Building)

115 BANNATYNE AVE.
1899 *J. J. McDiarmid, architect*

This structure, whose general design is typical of most turn-of-the-century warehouse buildings, is made up of two component buildings. The five-storey western portion of the structure was built for Merrick-Anderson and Company, manufacturers' agents for several lines of stoves, ranges, furnaces and other heavy hardware. The

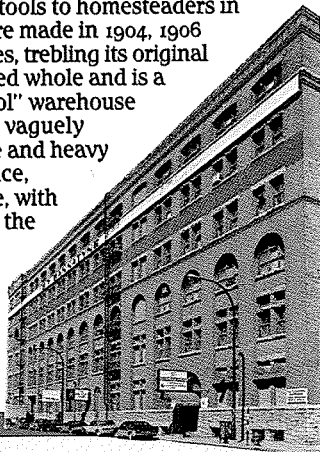
three-storey eastern portion was built for Edward Nicholson's wholesale grocery brokerage firm, which became Nicholson and Bain in 1905. In 1917, Bain became the sole owner and the business was renamed the Donald H. Bain Company. Bain, who was the 19th member of the International Hockey Hall of Fame, bought the neighboring building in 1920 and made interior renovations which joined it to his building. Bain and Company occupied the building until 1970.

In 1976, the new owners cleaned the exterior and made massive renovations to the interior—one of the first buildings in the area east of Main St. to be renovated for office and showrooms—and the building was renamed The Brokerage.

41 J. H. ASHDOWN WAREHOUSE

167 BANNATYNE AVE.
1895 *John H. G. Russell, architect*
1904, 1906, 1911—*additions*

The original large warehouse "the first wholesale house west of the Great Lakes," built by pioneer Winnipeg hardware merchant J. H. Ashdown in 1895, soon proved to be too small for the burgeoning business that supplied the tools to homesteaders in the growing West and additions were made in 1904, 1906 and 1911. Although built in four stages, trebling its original size, the massive structure is a unified whole and is a superb example of a "Chicago School" warehouse in the Richardsonian mode, with a vaguely Romanesque style. This brick, stone and heavy timber building is still used for office, manufacturing and wholesale space, with a popular restaurant and lounge on the main floor...an interesting example of the diverse uses to which older buildings can be put.



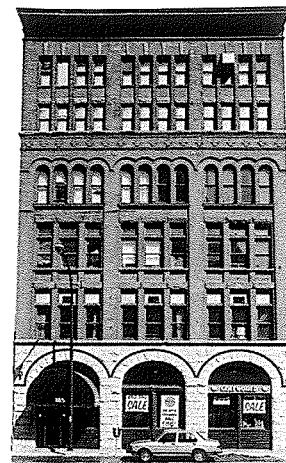
42 McCLARY MANUFACTURING BUILDING

185-187 BANNATYNE AVE.

1899, *with additions in 1903, 1908, 1912*

Architect possibly John H. G. Russell

The McClary Manufacturing Company of London, Ont. was one of the largest stove manufacturers in the British Empire at the turn of the century. The Winnipeg wholesale office had opened in 1882, but the four-storey warehouse built in 1899 soon proved to be too small for the volume of trade the company experienced, and a two-storey addition was built in 1903. A one-storey brick annex was added in 1908, and a six-storey addition to that was built in 1912. The building is stylistically quite badly proportioned and it is obvious that it has received many additions. The McClary Co. occupied the structure until 1928, and various wholesale and manufacturing firms have been tenants since.

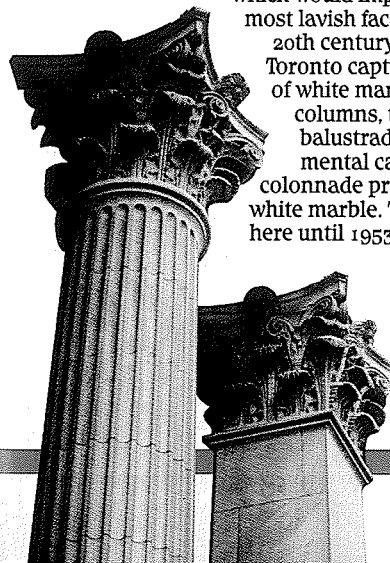


43 BANK OF TORONTO 456 MAIN ST.

1905 *H. C. Stone, architect*

The Bank of Toronto was a latecomer to the Winnipeg financial scene, and to attract customers from the already-established Bankers'

Row, it was decided to build a neo-classical bank which would impress businessmen with the city's most lavish facade. Although typical of early 20th century structural design, the Bank of Toronto captures attention because of its use of white marble in the four Corinthian columns, the entablature, cornice and balustrade. Heavy—and costly—ornamental cast ironworks behind the colonnade provided a vivid contrast to the white marble. The Bank of Toronto remained here until 1953, when the building was sold to a trust company.



44 ROYAL BANK OF CANADA 460 MAIN ST.

1911 *Carrere and Hastings, New York, architects*

The side walls of this building are the original walls of the Imperial Dry Goods Block, at 91 Albert St. The Royal Bank acquired the site in 1908, and Carrere and Hastings of New York...pioneers of the American Renaissance School of architecture...were commissioned to design a building which would rival the neighboring Bank of Toronto at 456 Main St. The Main Street two-thirds of the Imperial Block was gutted, a party wall erected to divide the two buildings, and the new Royal Bank built to reflect a sense of solid affluence.

The exterior, finished with tooled pink Milford granite, reflects the architects' interest in Renaissance detailing; massive solid bronze grills guard the entrance and windows. The interior was lavishly and expensively finished, with walls and counters of the banking hall finished in Hauteville marble. When completed, it was immediately one of Winnipeg's most prestigious buildings. The Royal Bank

remained here until 1928, and the Canadian Colonization Department was the chief tenant from then until 1950, when the building was sold to the real estate firm of Aronovitch and Leipsic. Major renovations were undertaken in 1959.

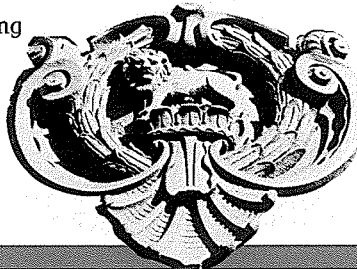


45 IMPERIAL BANK OF CANADA BUILDING

441 MAIN ST.

1906 *Darling and Pearson, Toronto, architects*

The monumental headquarters of the former Imperial Bank, built in the general style of the Bank of England, is in the heart of Bankers' Row. To maximize benefits of a crossroads location, architects Darling and Pearson designed a structure with two highly visible elevations. The Main St. facade typifies the architecture of the Imperial Bank—one of the first major eastern banks to recognize the potential economic development of Winnipeg. The recessed entrance is flanked by two fluted Ionic columns which rise smoothly to the unembellished third storey entablature. Above the low main floor windows are pedimented Palladian windows with pseudo balustrades. The Bannatyne Ave. facade has identical pedimented Palladian windows at the eastern and western ends of the building, separated by two-storey-high windows illuminating the banking hall. Of the monumental banking halls along Main St. today, only the Imperial Bank, the Bank of Montreal at Portage and Main, and the former Union Bank at 504 Main St., continue to be used for financial purposes.



46 CONFEDERATION BUILDING

457 MAIN ST.

1912 *J. Wilson Gray, Toronto, architect*

This building and the Royal Tower across Main St., form a northern gateway to Winnipeg's downtown and when completed, the Confederation Building was considered one of the city's finest office towers.

The Toronto-based Confederation Life insurance firm established its Winnipeg operation in 1879, and erected this structure on the site of its first office building. Built during a period of rapid urban expansion, the 10-storey building follows the example of Louis Sullivan and the "Chicago School" of architecture;

proclaiming its skeletal frame instead of hiding it. Sheathed in white terra cotta with a base of polished granite, the structure mimics a classical column with a base (the ground and mezzanine floors), the shaft (the offices set behind piers and large windows), and an ornamented capital (the attic and cornice). The curved facade, which follows the bend in Main St., is unique and impressive.

Occupied by lawyers, manufacturers' agents and financial companies until the Second World War, the Confederation Building became increasingly vacant in post-war years as the centre of Winnipeg's financial district shifted. It was sold in 1960 by Confederation Life and has since declined, now standing empty. Parks Canada has plans for a complete renovation.



47 TREND INTERIORS (Imperial Dry Goods Block)

91 ALBERT ST.

1899 *J. H. Cadham, architect*

The original building was erected in 1899, as a retail outlet for the R. J. Whitla Company, and originally extended through to Main St. Two-thirds of the building was converted into the Royal Bank of Canada at 460 Main St., and the Albert St. portion developed as a warehouse, with John H. G. Russell as architect.

In 1935, the building was converted to house the Young Men's Hebrew Association with a gymnasium and small theatre in the clear span

of the third floor. The YMHA occupied the building until it moved to its new quarters at 370 Hargrave St. in 1952, when the Imperial Block was rented to a firm of auctioneers. The building was allowed to deteriorate until acquired by Trend Interiors in 1975 and completely renovated, one of the first buildings in the Old Market Square area to be recycled.





48

WESTERN BUILDING

90 ALBERT ST.

1901 *Samuel Hooper, architect*

This plain, four-storey brick building was built for Andrew Schmidt's brass foundry, machine shop and showrooms. Schmidt's brassworks was the first of its kind between Minneapolis and the Rocky Mountains and produced brass, oxydized nickel and bronze fittings used in buildings throughout the West. Schmidt's brass railings were said to be "of the most artistic patterns for banks and offices."

Used as a warehouse, the building was not well-maintained during

the 1940s and 1950s and was empty in 1971. It was used as a private club between 1972-79, when it was acquired by Vintage Properties and renovated to retail space. The third and fourth floors have been converted to a loft for a commercial photographic studio.

49 GAULT BLOCK 92-104 ARTHUR ST.

1899 *George Browne, architect*

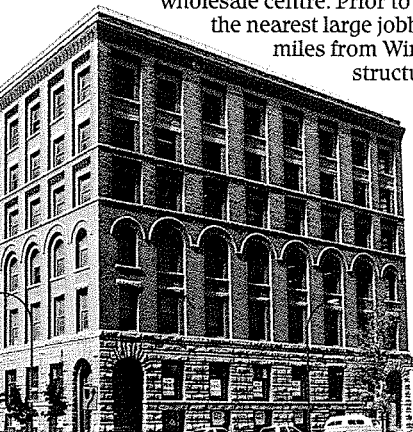
1903 two-storey addition, *James H. Cadham, architect*

This massive building was erected at the height of Winnipeg's boom period by the Montreal-based A. F. Gault and Company, dry goods wholesaler, and was pivotal in the development of Winnipeg as a wholesale centre. Prior to the opening of the Gault Block,

the nearest large jobbing source for dry goods was 1,500 miles from Winnipeg, but this commodious

structure allowed storage of the vast amount of goods needed by the

developing West. A two-storey addition in 1903, with James H. Cadham as architect, was sensitively treated, and the building is an intriguing focal point of the Old Market Square area, and a good example of a Richardson-Romanesque warehouse structure.



50 TOWNSITE

(Traveller's Building)

283 BANNATYNE AVE.

1906 *Darling and Pearson, Toronto, architects*

This handsome six-storey brick building was erected to house the Northwest Commercial Travellers Association, which had been formed in Winnipeg in 1882 to act as a protective union for the several thousand commercial travellers who made Winnipeg their base. At the time, Winnipeg was the centre of a huge supply area that extended from the Lakehead to the West Coast; the Travellers Building was convenient to the head offices and warehouses of dozens of supply industries located in the city's warehouse district, and contained Turkish baths, a barber shop, a restaurant, club rooms, smoking rooms and reading rooms for the weary salesmen.

With its hand-cut stone archway reaching to the second floor giving a sense of massiveness to the front, the building was occupied by the Travellers Association until 1945, when the Unemployment Insurance Commission offices were located there. In 1976, it was redeveloped as a vertical shopping centre with specialty shops, galleries, and restaurants and is now being further renewed for office uses.

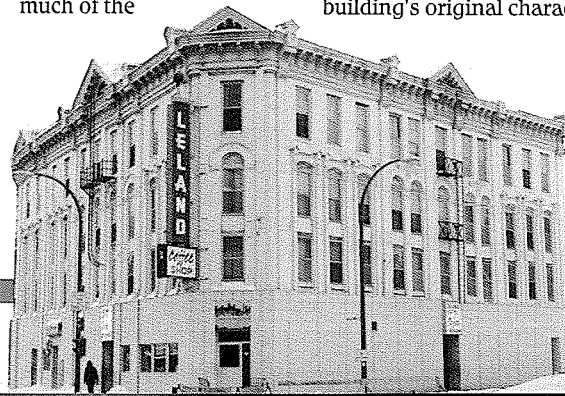


51 LELAND HOTEL 218-222 WILLIAM AVE.

1883 *architect unknown*

This was one of Winnipeg's leading hotels from 1890 to 1913, and the elite of the city celebrated under the mansard roofline of the seven-storey gabled structure, which boasted 130 bedrooms. The country's leading suffragette, Nellie McLung, stayed here often while battling the male-dominated bastions of government.

A fire in 1913 destroyed the top three floors of the hotel and they were removed, leaving the building much as it appears today... although unsympathetic renovations over the years have destroyed much of the building's original character.



52 BOGART'S (Union Bank Annex)

139 ALBERT ST.

1921 *Northwood and Carey, architects*

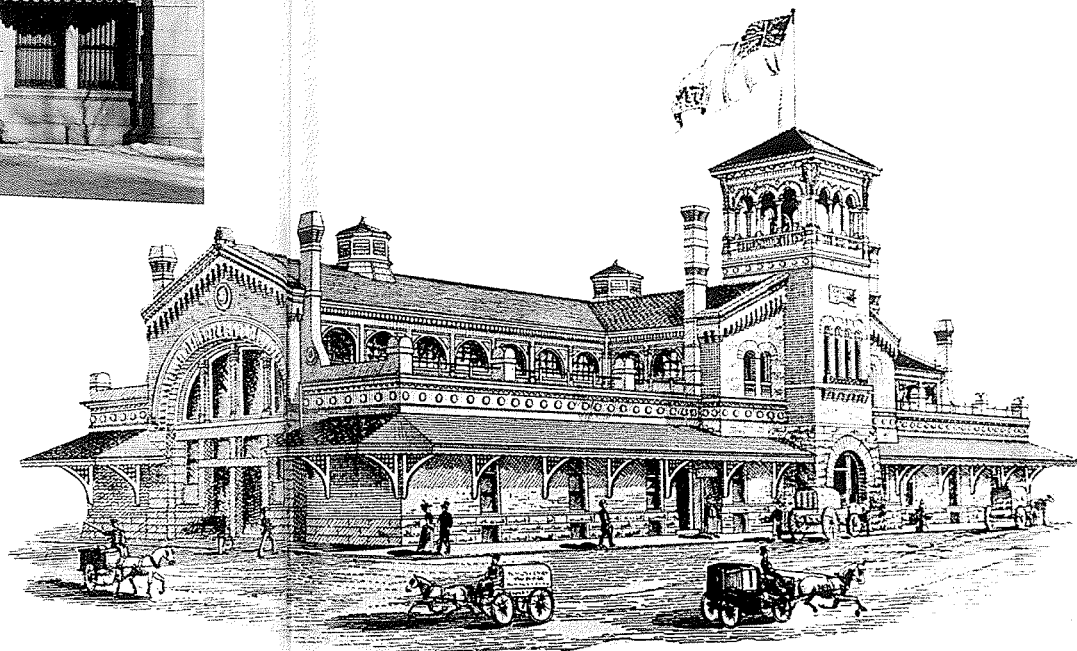
The importance and vitality of Old Market Square are shown by the construction of this building, a savings annex to the Union Bank of Canada, whose head office was on Main St. The annex served customers visiting the old City Hall and the City Market Building, as well as workers in the area. Featuring some excellent terra cotta detailing on its facade, the annex was vacant for almost ten years until converted in 1976 to a restaurant, and later to a popular discotheque.



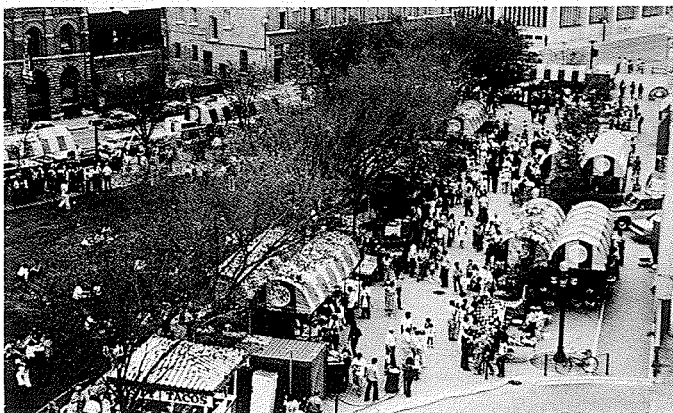
53 MARKET SQUARE

The first market building was established in 1877 on the site currently occupied by the Public Safety Building. Space within the market was rented to butchers and "hucksters", as other vendors were known, whose stalls displayed a cornucopia of goods including many varieties of meat, poultry, pickerel, whitefish, country cream, dry cottage cheese, vegetables, fruits and preserves.

Between 1876 and 1919, the market was an important enough civic institution that it merited a committee of council to manage its affairs. Called the Market Committee or Market Court, its responsibilities included setting and revising stall rents, policing short weight and unclean premises by stall keepers, and settling claims for



Old Central Market Building 1890.



spoiled meats. Like a good property manager, it authorized gradual improvements such as gas lighting in 1886, updating it to electricity in 1890. Due to general deterioration and damage by fire, the original building required replacement. Much of the Market Committee's 1889 agenda dealt with plans for a new market building. Proposals varied from a building 55' x 115' at a cost of \$15,000 to another of 63' x 156' with a hall on the second floor at a cost of \$27,000. The second plan was apparently proceeded with and, while the date is not entirely certain, evidence suggests it was rebuilt in 1890.

Towards the close of World War I, the day of the market was nearing an end. The City considered using part of the Market Building as a garage in 1917 and in February of 1919, it announced its plans to close the building and convert it to civic offices. Operating a market was no longer seen as a civic responsibility. The City had become a busy administrator to an emerging metropolis and needed the Market Building for offices. By 1920, there were many commercial sources of food, citizens had become more spread out over wider parts of the city, and they were more mobile. It may also have been that the market had served too well as a gathering place for "soapboxers" and other "agitators" during 1919, the year of the Winnipeg General Strike.

With the addition of two floors, the the Market Building was converted to civic offices. Vendors continued to bring their produce and wares to the perimeter of the building for another three decades and many Winnipeggers will remember buying produce and bedding plants well into the early 1960's. Finally in 1964, the Market Building was demolished to make way for the new Public Safety Building and Civic Centre complex.



In 1976, a group of merchants and property owners in the area, called the Old Market Square Association, decided to recapture the atmosphere of the old market during turn of the century days, by initiating the operation of a weekly outdoor farmers' market. Active on weekends during the summer months, the market is located on a landscaped site bounded by King St., Bannatyne Ave. and Albert Mall, which had originally served as the location of the old Central Fire Hall. The summer market provides fresh fish, vegetables, fruit, plants, home baking, arts, crafts and "collectibles". It has been a popular event drawing seven or eight thousand people to the area on pleasant weekends. This attraction of both resident Winnipeggers and tourists alike, has provided a boost to merchants and restaurants of the area.

A study is currently underway to consider establishing a year round market building somewhere in the historic district. Other cities like Toronto, Ottawa and Vancouver, have several colourful and thriving markets. Indications from the operation of the summer market here are that it would be very popular. It remains to be seen whether there is still a "market" for a year round market in today's competitive spectrum of shopping facilities.

The market is open Saturdays 8:00 am to 4:00 pm and Sundays and holidays 11:00 am to 5 pm.

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Heritage Winnipeg is a non-profit corporation established and funded by the Province of Manitoba's Department of Cultural Affairs and Historical Resources. Heritage Winnipeg is active in conservation, education, promotion, research and action to improve Winnipeg's Historic District.

The Winnipeg Core Area Initiative is a \$96 million, tri-government agreement designed to improve economic social and physical conditions in the heart of our city. Between 1983 and 1986, \$5 million of the budget will be spent in the 20-block Historic Winnipeg area. This money is intended to stimulate private investment through incentives for building rehabilitation, business creation, and residential conversion of existing buildings. A portion of the budget will also be available for accommodation of the City's arts community.

We hope this brochure creates interest in the area's buildings and in the forces that made the district grow at the turn of the century. We also hope to provide some encouragement to owners and investors to continue to make these wonderful buildings useful for today's and tomorrow's needs, while remaining sympathetic to their architectural heritage.

ACKNOWLEDGEMENTS.

Heritage Winnipeg would like to thank the following organizations and individuals for their contribution to this brochure:

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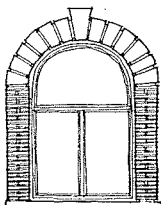
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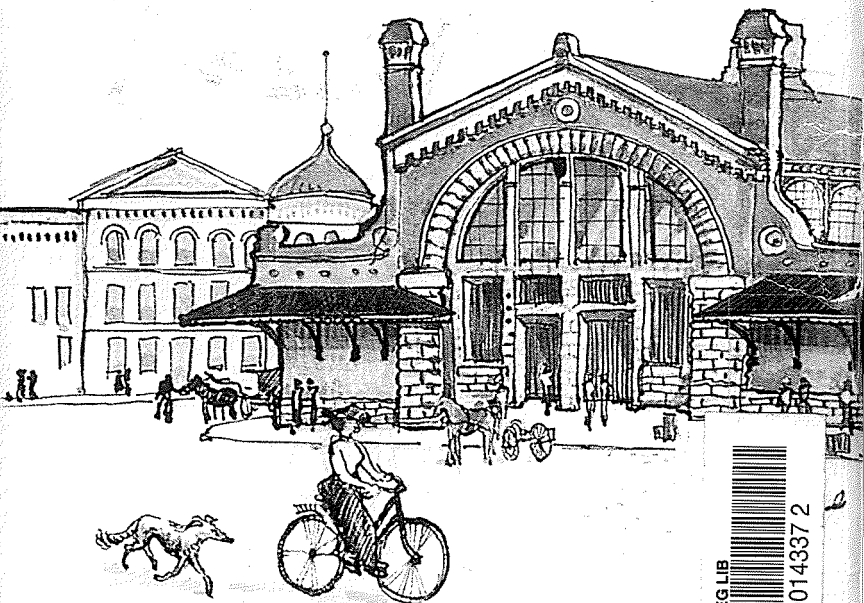
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