



70 ARTHUR STREET
R.J. WHITLA & COMPANY BUILDING

City of Winnipeg
Historical Buildings Committee

May 2007

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING

Winnipeg in the early 1890s was, although few realized it, on the verge of a spectacular era of growth, development and maturity that would almost completely change it by World War I. But this comprehensive growth followed patterns established a decade earlier and resulted in specific districts within city boundaries even after this frenzied period of growth.

The real estate and construction boom of the early 1880s was intimately connected to the construction of the Canadian Pacific Railway (CPR) around Winnipeg and onto the western prairies. Land prices in the small capital city skyrocketed, the population soared and solid brick structures began replacing the small wooden shacks that dotted the mud streets and avenues. Perhaps more important, however, was the beginning of the segregation of the various sectors of the city – residential, commercial and industrial – and their specific buildings.¹ The huge advance in land prices along Main Street north of Portage Avenue necessitated the replacement of the earlier residential development with large commercial structures. Investors chose to locate near one of the most important buildings, City Hall, from which would come assistance in advancing both singular business interests and those of the community at large.

Commercial interests, both local and from Eastern Canada, were quick to locate in this area. The city rapidly assumed the role of wholesale hub for all of Western Canada. Companies like G.F. and J. Galt Company, Stobart, Eden and Company, George D. Wood and J.H. Ashdown were all organized and carrying on business prior to the CPR boom. The bust of 1882, while it seriously affected some parts of the local economy, did not have a devastating effect on the wholesale sector. This was mainly as a result of the expanding regional base of the wholesalers as settlement increased on the prairies and demand for goods grew. The areas east and west of Main Street, however, were undeniably developing as the warehouse district, slowly through the 1880s and 1890s and then rapidly after 1900 (Plate 1).

¹ R.R. Rostecki, "The Growth of Winnipeg, 1870-1886," unpublished M.A. Thesis, University of Manitoba, 1980, pp. 112-14.

In 1899, at century's end, wholesale dry goods dealer R.J. Whitla built his third warehouse in less than two decades in the Exchange District, choosing to locate on a prime corner lot in the heart of the district at McDermot Avenue and Arthur Street (Plate 2).

STYLE

This warehouse is an excellent example of the Romanesque Revival style, very popular in warehouse districts throughout North America from the 1880s well into the 20th century. The buildings were nearly always solid brick with a raised basement and featuring rusticated stone accenting around windows and doors and at roof level. Other elements that could be included were towers flanking the main façade, quoins, belt courses, corbelled brick panels, chevrons and flat rooflines, with or without cornices and entablatures. The most obvious feature of these structures was the use of the arch above windows and doors. Often, straight-topped windows located on the middle storeys were grouped under large arches on the upper floors.² Although the style was applied to private residences and on large public buildings, in Winnipeg it was almost exclusively used in the warehouse district, where the designs were somewhat more subdued. The massiveness and sturdiness of the style appealed to wholesalers looking to promote their businesses and portray the stability of their firms through the design of the structures they occupied.

CONSTRUCTION

The original warehouse was smaller than the present structure, with three bays or 18.9 metres along McDermot Avenue and seven bays (33.6 metres) along Arthur Street (Plate 3). The solid brick building rose five storeys in height and rested on a rubblestone foundation 76.2 centimetres wide. Brick wall throughout were 43.2 centimetres wide.³

² L. Maitland, et al., *A Guide to Canadian Architectural Styles* (Peterborough: Broadview Press, 1992), p. 84; and *Identifying Architectural Styles in Manitoba* (Winnipeg: Department of Culture, Heritage and Citizenship, Historic Resources Branch, 1991), p. 14.

³ City of Winnipeg Assessment Record, Roll No. 609140-12-2. Below as AR.

The first change to the original building came in 1902 with the construction of a long, two-storey metal-clad frame shed at the rear of the building.⁴ This structure was removed in favour of a large addition, seven storeys in height, added to the south end of the building in 1904. This new section added three bays or an additional 14.6 metres to the original warehouse. It also included a 3.4-metre dray way at its south end. At the same time, the original 1899 warehouse was brought to the same seven storey height as the new addition. Cost of this work totalled \$40,000 (Plate 1).⁵ The final addition to the building was completed in 1911; the building was extended two bays (11.9 metres) along McDermot Avenue (west), filling the entire block to King Street. Cost of construction was \$50,000.⁶ Although the 1899 building saw several major additions, sensitivity to the original design has resulted in remarkably unified façades on all three sides.

It appears from evidence in the basement and ground floor, that the original warehouse used cast iron posts as part of the support system, a common practice in pre-1900 warehouses in the city. The additions, 1904 and 1911, however, utilized the mill construction system – a square timber beam and post support system where beams were attached to the solid brick exterior walls and covered by wood plank flooring and a hardwood finish. This was a very popular system in warehouse districts throughout North America because of its sturdiness, the ease of adding additional storeys and its ability to suffer fire damage and not collapse.

DESIGN

The McDermot Avenue (north) façade begins at grade with a heavy, rusticated stone cladding, giving the massive superstructure a solid, sturdy base. The common clay brick walls of the superstructure rise above this base (Plate 4). Two doors are located on this façade, the original 1899 opening is arched, and the second is square headed (Plate 5). It is unknown when this second door was built; it does not appear in the original 1911 plans (Plate 6). The upper storeys are divided into five recessed bays, all with paired square-headed window embellished with stone lug sills and

⁴ BP #1/1902. Cost of construction of the 7.0 x 30.5-metre structure was \$1,300 and was designed and built by J.H. Cadham.

⁵ BP #229/1904.

⁶ BP #395/1911.

heads. The exception is the fifth floor; the windows on this level are arched. Above these arches is a band of corbelled brick that was the original roof line of the 1899 warehouse. It was left as an ornamental element when the top two floors were added and the 1911 architect chose to continue this band along the north side of the addition. The top two floors continue the layout of the lower levels, with five bays of paired, square headed windows. Above the seventh floor window heads are several rows of corbelled brick leading to the brickwork embellishing the flat roof.

Both the east façade (facing Arthur Street) and the west (facing King Street) continue the layout, materials and decoration of the front façade (Plates 7 and 8). Exceptions on the east side include an entrance with modern detailing and marquee in the fifth bay from the north (Plate 9), a delicate metal fire escape located in the sixth bay and the covered dray way in the southern most bay (Plate 10). On the west side, bays one, three, five, seven and nine (from the north) are windowless for the first five floors except for at grade, a small single window on level four and a larger square headed window placed under the arch of the fifth floor. For the top two floors, the first bay is windowless, the other odd-numbered bays feature single, rather than paired window openings. Another metal fire escape is located in the sixth bay and the south bay is the large dray way opening. The southern wall is a party wall with the neighbouring warehouse.

INTERIOR

The interior, as it was organized in 1899, was well-described in a local publication.⁷ Upon entering through oak doors, to the right of the vestibule was R.J. Whitla's private office. The remainder of this floor was used for stocks of wool and cotton except for the loading docks at the rear of the building.

Blankets and sheets were stored in the basement; the second floor held dressed goods from Britain, Germany and France, as well as silks and velvets and carpets and linoleum. Small wares, fancy goods and gents' furnishings were found on the third floor and the packing operations occupied

⁷ "New Dry Goods Warehouse" The Commercial, February 17, 1900, p. 749, quoted in S.C. Grover, "70 Arthur Street – (Formerly) R.J. Whitla & Co. Building," report for the Historical Buildings Committee, 1982.

most of the fourth floor. The top level was used for reserve stock. All ceilings, except those on the top floor, were covered in ornamental pressed tin (much of which is still present today – Plate 11).⁸ The first major change was the 1911 opening of two passageways on all floors, second to seventh, in the south wall of the 1899 building to internally connect the original structure and the addition.⁹ Metal fire doors were added to these openings for protection (Plate 12).

In the 1930s, like many other warehouses in the Exchange District, the garment trade began to occupy large amounts of space in the Whitla Building. By the early 1940s, the building had been reorganized with a number of small offices on the first and second floor and the upper floors holding one or two tenants per level engaged in garment and clothing manufacturing and wholesaling.

Since this time, extensive renovations have continued on the interior as the building's main use has continued to evolve. In 1965, to facilitate the use of the building as an office structure, the stairwells were enclosed on each floor for fire protection and doorways cut through to allow interior passage from 54 to 70 Arthur Street (Plate 13).¹⁰ Now used almost entirely for offices, the hardwood floors on the upper storeys have been refinished and floors partitioned into offices located on both sides of the O-shaped main hall. Most of the offices and the hallways include the original high, tin clad ceilings (Plate 14). Several freight and passenger elevators service each floor as well (Plate 15).

The basement holds a restaurant and the large boiler room (Plate 16) and the ground floor includes a modernized main lobby, a 1960s-era rear hallway (Plate 17) leading to the loading docks (Plate 18) and a photography gallery in the McDermot Avenue (north) end (Plate 19).

⁸ “New Dry Goods Warehouse.” The Commercial, February 17, 1900, p. 749.

⁹ BP #395/1911.

¹⁰ BP #264/1965.

INTEGRITY

The building stands on its original site and appears to be in good structural condition. Alterations have ranged from two large additions to the renovation of the east side entrance. These changes have not significantly affected the overall originality of the layout or design on the exterior and many of the original finishes remain on the interior.

STREETSCAPE

The R.J. Whitla & Company Building is one of the unique warehouses in the Exchange District, it defines and is an integral part of three separate streetscapes – King and Arthur streets and McDermot Avenue (Plates 20 and 21). This warehouse, like the others in the district, have been recognized as a group as a National Historic District by the Historic Sites and Monuments Board of Canada. All buildings in the Exchange District are an essential part of the historic streetscape and as such, the Historical Buildings Committee has given them 60 points.

ARCHITECT/CONTRACTORS

James H. Cadham, Ontario born architect, designed this warehouse, as well as its neighbour, the Robinson, Little and Company Building (Plate 22). Cadham was one of a number of self-trained designers who worked in the city in the late 19th century, Cadham being one of the most prolific (see Appendix II for biographical information and Plate 23). He has received 20 points from the Historical Buildings Committee.

The 1899 warehouse was built by Philip Burnett and C.H. Simpson, well-known local contractors who would work for Cadham (either in partnership or alone) on a number of other warehouses in the district including the Bedford Block, 281 McDermot Avenue (1903 – Grade III) and Frost and Wood Warehouse, 230 Princess Street (1906 – Grade III), Plate 24.

The addition/extension in 1904 was also designed by Cadham and built by Burnett and Simpson, the 1911 western addition was designed by J.H.G. Russell, another well-known and prolific local architect. It was built by Malcom Brothers contractors.¹¹

PERSON/INSTITUTION

This warehouse represents the third warehouse built in the Exchange District by merchant R.J. Whitla (Plate 25). Whitla was born and educated near Belfast, Ireland in 1846.¹² He immigrated to New York City and then to Ontario (ca.1869), establishing a store in Arnprior, 60 kms. west of Ottawa in the Ottawa River valley. This first business, according to his personal records, was not financially successful.¹³

Arriving in Winnipeg in 1878, Whitla established a retail store on Main Street known as “One Price House” (Plate 26). In 1882, the business was reorganized as R.J. Whitla and Company and he took on Dawson Kerr Elliott as a partner. Elliott, who had worked with Whitla in Arnprior, had come west in 1879 and joined Whitla in his new enterprise. Elliott would assume control of the business after Whitla’s untimely death and rose to be considered one of the city’s leading businessmen.¹⁴

The wholesale business operated firstly from a small warehouse on McDermot Avenue, one of the earliest warehouses in the district, but these premises were soon outgrown and in 1882, Whitla completed the stylish warehouse at the southwest corner of McDermot Avenue and Albert Street, known as 70 Albert Street (Plates 27-29). Despite the bust of the real estate boom and subsequent economic downturn in the early 1880s, Whitla’s venture saw modest growth. An 1886 publication

¹¹ BP #395/1911.

¹² F.H. Schofield, The Story of Manitoba (Winnipeg: S.J. Clarke Publishing Company, 1913), Vol. II, pp. 22-28. It is interesting to note that although dead for nearly a decade, Whitla still ranked as one of Winnipeg’s important businessmen and is a prominent inclusion in this 1913 collection of biographies. Also in G. Bryce, A History of Manitoba (Toronto: Canada History, 1906), pp. 310-11; and Winnipeg Tribune, May 20, 1911. Information from <http://www.ghosttowns.com/canada/alberta/whitla.htm>: Whitla, Alberta (32 kms. southwest of Medicine Hat) is named after him (he had visited the area in 1885) and is now a ghost town.

¹³ “MG11- C43,” Archives of Manitoba, General Ledger, R.J. Whitla & Co. Ltd., Folio 20, 1874-1877, quoted in S.G. Grover, op. cit.

¹⁴ F.H. Schofield, op. cit., Vol. II, pp. 241-42; and Winnipeg Free Press, September 28, 1966.

describing Winnipeg's businesses observed that Whitla's company was "at the head of all similar establishments in Manitoba" and continued by saying:

Here may be found at all times a very complete assortment of staple and fancy dry goods, foreign and domestic, embracing a wide range in the varied departments of textile fabrics and affording an opportunity for selection rarely attainable outside of the great markets of the country, the goods having been selected with a perfectly comprehensive knowledge of the business and a nice discrimination as to the exact requirements of the trade.¹⁵

For the remainder of the 1880s and the first half of the 1890s, Whitla utilized a network of travelling salesmen and an annual catalogue to provide "British and Foreign" dry goods to retailers in cities and towns as far west as the Rocky Mountains and see slow and steady growth.¹⁶ By the late 1890s, Whitla's business was again booming, forcing the purchasing of land and the construction of a newer warehouse, one block west on McDermot Avenue.

From 1900-1914, Winnipeg's economy boomed and R.J. Whitla and Company mirrored this unprecedented growth. Despite the death of its founder in 1905, the company continued to prosper under former partner D.K. Elliott, who reorganized the company around a board of directors that included his son-in-law J.B. Coyne and prominent local businessmen.¹⁷ In 1906, the company opened a subsidiary garment factory on McDermot Avenue at Kate Street,¹⁸ and prior to World War I had opened a warehouse in Edmonton, Alberta.¹⁹ The company ceased operations in 1931.

The building stood vacant for several years after 1931, but during the mid-1930s, several Building Permits were taken out to renovate the interior space into various sized offices. As with other

¹⁵ Thompson and Boyer, The Industries of Winnipeg, (Winnipeg: The Commercial, 1886), p. 109.

¹⁶ Henderson's Directory, 1886-1888. In 1886, Whitla's company is listed with one travelling salesman, three local salesmen and a total of 12 employees. Two years later, of the 14 employees, two are travelling salesmen and five salesmen covered Winnipeg.

¹⁷ "MG11-C43," op. cit.

¹⁸ Manitoba Free Press, December 6, 1906, p. 28.

¹⁹ Winnipeg Free Press, August 28, 1966.

warehouses in the Exchange District in the 1940s and beyond, the garment trade was at the forefront of the new occupancy. The building took on a number of small tenants including a number of manufacturers' agents and other small businesses on the first two floors, with large ventures on the top floors. Named companies in the early 1940s included S.D. Dreman, dry goods (Room #101), Universal Button (#202), Empire Wholesale Tobacco (#212), Sterling Cloak Company (3rd floor), Hercules Manufacturing Company and Windsor Junior Garments (4th), United Garments (5th), Brill Hat and Cap Company and Gunn Garment Limited (6th) and National Cloak Limited and Cambridge Knitwear (7th).²⁰

Representative of R.J. Whitla continued to own the warehouse at 70 Arthur Street until 1946, although the company had long since vacated the building. In 1947, the building was purchased by Harry Silverberg, manufacturer and president of Silpit Industries Limited, Canadian Sportswear Limited and Gunn Garment Limited.²¹ Silverberg, besides being a leading local sportswear manufacturer, was very active in the Jewish community, receiving several local, national and international awards for his efforts.²² His estate continued to own the property until 2006.²³

EVENT

There is no known event connected with this building.

CONTEXT

The R.J. Whitla & Company Building is an excellent example of the turn-of-the-century development of Winnipeg as Western Canada's premier wholesale and distribution hub, a development that brought the capital city to the fore of the Canadian economy until World War I. The transformation of this entire area – the Exchange District – from an early residential

²⁰ Henderson's Directory, 1930-1950.

²¹ City of Winnipeg Assessment Rolls, Roll No. 609140-12-2 (below as ARo), 1900-1950.

²² Winnipeg Free Press, December 3, 1962 and August 16, 1966; and Western Garment Industry and Wholesalers Review, Spring & Summer Edition, 1955.

²³ ARo, 1950-present.

neighbourhood into a hectic warehouse district mirrored the growth of Winnipeg's economy. Eastern Canadian manufacturers and importers rushed to locate in the area, on both sides of Main Street, to take advantage of the spur lines that criss-crossed the area and allowed the rapid loading and unloading of railway cars full of goods destined for Western Canadian markets.

It is also a perfect representation of the type of growth some early local businesses enjoyed as Western Canada's population grew and the need for goods and materials expanded. Companies locating here prior to the construction of the CPR were often at the fore of expansion after the completion of the rail line. Although the two decades after 1882 had several economic peaks and valleys, established companies in 1900 could look forward to a decade of almost unbridled expansion. R.J. Whitla and Company was one of these businesses and its warehouse, which was added to on several occasions, is an example of this.

LANDMARK

Part of one of the largest warehouse complexes in the Exchange District, the R.J. Whitla & Company Building is conspicuous within the area.



APPENDIX I

CITY OF WINNIPEG - Preliminary Report Assessment Record

Building Address: 70 Arthur Street
(264-266 McDermot Avenue)

Building Name: R.J. Whitla & Company Building

Original Use: warehouse

Current Use: offices

Roll No. (Old): 609140 (10093)

R.S.N.: 147690

Municipality: 12

Ward: 2

Property or Occupancy Code: 50

Legal Description: 6 St. John, Plan 16, Lot 4; 5/6 St. John, Plan 33006, Lot 5

Location: south side of McDermot Avenue between King and Arthur streets

Date of Construction: 1899

Storeys: 7

Construction Type: Mill

HERITAGE STATUS: ON INVENTORY

Building Permits (Plans available: [A] Archives; [4th] 4th floor, 65 Garry Street; [M] Microfilm):

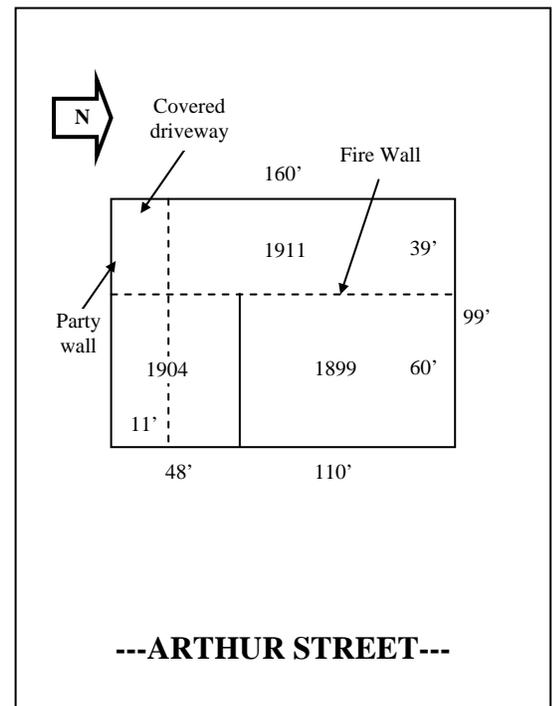
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Information:

- 98 x 160 x 100 + = 1,625,250 cu. ft. (originally 60' wide, 5 storeys)
- Basement, rubblestone below grade, rock-face ashlar above grade
- Upper Wall Thickness 17" common clay brick, 26" pilasters
- Firewall – basement - 32", 1st Floor - 26" Brick
- Permit 229/1904 – 7-storey 62' x 48' addition & 2 additional storeys
- Permit 395/1911 – 39' x 165', 7 storey addition
- 1941 – General condition of building very good
- 1951 – Office alterations, 6th & 7th floors, new partitioning, fluorescent lighting
- Permit 2244/1953 – Acoustic tile ceilings, partitions moved
- Permit 2671/1961 – New steel stairs to basement
- Permit 4085/1961 – New passenger elevator installed
- 1961 – Building fairly well maintained, roof needs repair
- Permit 264/1965 – 2 Fire doors installed
- Permit 2362/1978 – Old stairs removed 2nd to 7th floors
- Permit 7696/1980 – Suspended ceiling, fluorescent lighting, sprinklered
- 1995 Inspection - Building in "fair condition"

ARCHITECT – J.H. CADHAM

CONTRACTOR – PHILIP BURNETT & C.H. SIMPSON



CITY OF WINNIPEG BUILDING PERMITS:

AVAILABLE PLANS: (A=Archives; 4th=Fourth Floor, 65 Garry St.; Mi=Microfilm)

YEAR	NO.	PLANS	AMOUNT	DESCRIPTION
1902	1		\$1,300	2-storey metal clad shed addition (south side)
1904	229		\$40,000	7-storey addition
1911	395	A	\$50,000	Addition – 39' x 165'
1935	2216		\$26,000	Alterations
1936	14		\$5,000	Alterations
1939	232		\$200	Alterations
1940	1393		\$450	Alterations
1946	2470		\$200	Alterations
1951	8601	A	\$2,500	Alterations – 2 nd floor
1951	8810		\$2,000	Alterations – 5 th floor
1953	2244		\$3,000	Repairs
1955	1484	4 th - V01B10	\$4,000	Office alterations
1955	3091	4 th - V01B09	\$4,000	Alterations
1958	757	4 th - V02D10	\$5,000	Alterations
1961	2761		\$5,000	Interior alterations
1961	4085		\$3,000	New passenger elevator
1962	218	4 th - B22A01		
1962	272		\$300	Repairs
1965	264		\$2,000	Fire door
1975	9934		\$5,000	Alterations
1976	10149		N/A	Partitions, acoustic ceiling
1978	2362		\$1,500	Stair alterations
1980	7696	4 th - M01A09	\$20,000	Office alterations – 2 nd floor
1981	6825	4 th - M02C07	\$43,000	Alterations
1984	6916		\$7,500	Interior alterations
1994	5763		N/A	Information missing
1994	5764		\$3,000	Interior alterations
1995	5117	4 th - M17A14	\$35,000	Alterations
1998	2730		\$20,000	Interior alterations
1998	4185		\$3,500	Interior alterations
1998	2995		\$2,800	Interior alterations
1998	2996		\$2,300	Interior alterations
2005	115688		\$3,000	Interior alterations – 3 rd floor emergency lighting

APPENDIX II

James Henry Cadham

James H. Cadham was born near London, Canada West (Ontario), on August 31, 1850, the son of Thomas and Eliza Cadham, both English-born settlers of the area. Thomas operated a sash, door and blind factory in London. J.H. Cadham left public school at the age of 16 to learn the carpenter's trade.¹ In 1870, Cadham answered the call to arms in Eastern Canada by the Dominion government to protect its rights in the recently ceded territory that would become the Province of Manitoba. He was a private in No. 1 Battalion under Captain Cooke, part of the 1,200-man force that included 400 British Regulars and 800 Ontario and Quebec militiamen and would become known as the Wolseley Expedition.²

Cadham arrived with the rest of the force in late August to find the uprising led by Louis Riel and his followers had ended. Cadham, unlike many of the other militiamen, decided to stay after his discharge on March 4, 1871 and began working as a carpenter and contractor. Little is known about his early work in the city, although he apparently had enough experience by the mid-1890s to begin practice as an architect. In this capacity, Cadham had a profound effect on Winnipeg's skyline. He was responsible for many warehouses in the district before and after 1900. So highly regarded was Cadham that builders would often consult him about a new structure even though he was not the architect of the building.³ He was an ardent hunter and was a Mason and a member of the Independent Order of Odd Fellows. Cadham continued to work up until a few weeks before his death from pneumonia on December 10, 1907. He left a wife, three sons and two daughters.

¹ Biographical information on Cadham from: Manitoba Free Press, December 11, 1907, p. 5; Winnipeg Telegram, December 11, 1907, p. 11; Manitoba Library Association, Pioneers and Early Citizens of Manitoba (Winnipeg: Peguis Publishers, 1971), pp. 39-40; F.H. Schofield, The Story of Manitoba (Winnipeg: S.J. Clarke Publishing, 1913), Vol. II, pp. 331-32; and G. Bryce, A History of Manitoba (Toronto: The Canada History Company, 1906), pp. 493-94.

² Canadian Encyclopedia (Edmonton: Hurtig Publishers, 1988), Vol. 3, p. 1837.

³ Manitoba Free Press, December 11, 1907, p. 5.

A partial list of his work includes many of the Exchange District's most outstanding structures (marked with an “*”):⁴

McLaughlin Carriage Building, 200 Princess Street, 1893
*W.F. Alloway Building, 179 McDermot Avenue, 1898 (Grade III)
*Whitla Building, 70 Arthur Street, 1899
* G.D. Wood & Company Building (Merchants Building), 250 McDermot Avenue, 1898
*Daylite Building, 296 McDermot Avenue, 1899 (Grade II)
*Imperial Dry Goods Building, 91 Albert Street, 1900 (Grade III)
*G.F. Stephens Warehouse, 176 Market Avenue, 1901 (and additions) - demolished
Alloway & Champion Block, Portage Avenue, 1901
Moss (Kantor) House, 218 Roslyn Road, 1901
*Anne (Blue Ribbon Company) Building, 87 King Street, 1901 (Grade III)
Jerry Robinson Department Store, 49 Albert Street, 1902
Gregg Building, 52 Albert Street, 1903 (Grade III)
Elim Chapel (St. Stephens Presbyterian Church), 546 Portage Avenue, 1903
R.J. Whitla Factory, 371 Hargrave Street, 1903
Dingle and Stewart Warehouse, 263 Stanley Street, 1903
Robinson, Little Company Building, 54 Arthur Street, 1903
Prairie Lumber Company Warehouse, foot of Henry Avenue, 1903
Rat Portage Lumber Company Warehouse, 101 Higgins Avenue, 1903
Gaylord Block (Kemp Building), 111 Lombard Avenue, 1903
Winnipeg Saddlery Block, 284 William Avenue, 1903
Galt Building Annex, 92 Arthur Street, 1903 (Grade II)
Bedford (Stobart) Building, 275 McDermot Avenue, 1903 (Grade III)
Scott Furniture Building, 274 Main Street, 1904
Stobart Company Overall Factory, 327 Cumberland Avenue, 1904
G. Velie Warehouse, 183-87 Portage Avenue E, 1904
Miller, Morse and Company Warehouse, 317 McDermot Avenue, 1904
Telfer Brothers Warehouse, 156 Lombard Avenue, 1904
Avenue Block, 261 Portage Avenue, 1904
M. Fortune and Company Block, Smith Street, 1904
G.F. and J. Galt Building, 103 Princess Street (addition), 1904
Alloway and Champion Building, 667 Main Street, 1905 (Grade III)
Genser's Furniture Building, 289 Portage Avenue, 1905
West Hotel, 786 Main Street, 1905
H. Leadley Warehouse, 298 Ross Avenue, 1905
Manitoba Medical College, Bannatyne Avenue (corner Emily Street), 1905 – demolished
Trees, Spriggs Company Warehouse, 312 Ross Avenue, 1905
Kemp Manufacturing Company Warehouse, 117 Lombard Avenue, 1906
J.H. Cadham House, 336 River Avenue, 1906
Grose and Walker Warehouse, 261 Stanley Street, 1906

⁴ Compiled from local newspaper building lists, 1874-1908; The Exchange District. Part 1: A Property Survey (Winnipeg: City of Winnipeg, 2001); and City of Winnipeg Building Permit Ledger Books, 1900-07.

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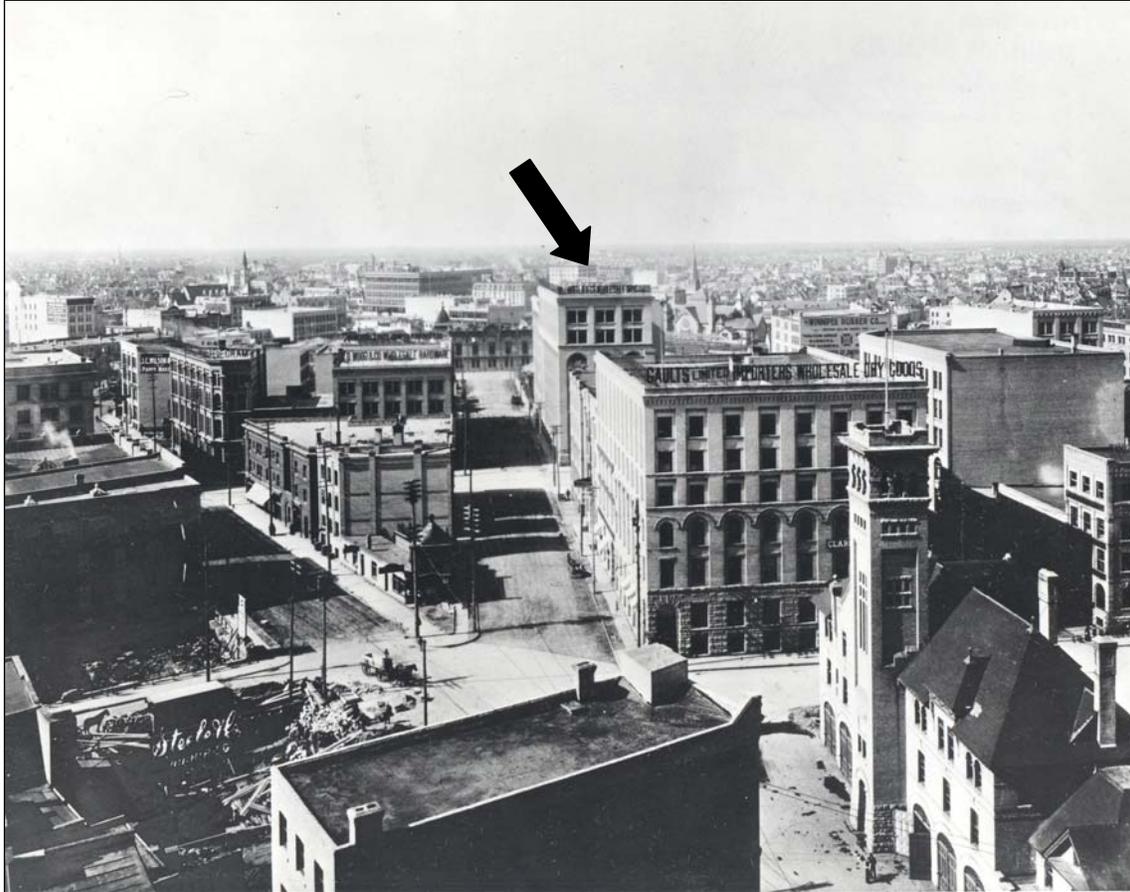


Plate 1 – Looking south along Arthur Street from Bannatyne Avenue into the heart of Winnipeg’s Exchange District west of Main Street, ca.1905. This view shows the R.J. Whitla and Company Building with its south extension and the additional two storeys built on the original warehouse, but not the west extension (built in 1911). (Courtesy of the Archives of Manitoba, Winnipeg- Views c1905- 2.)

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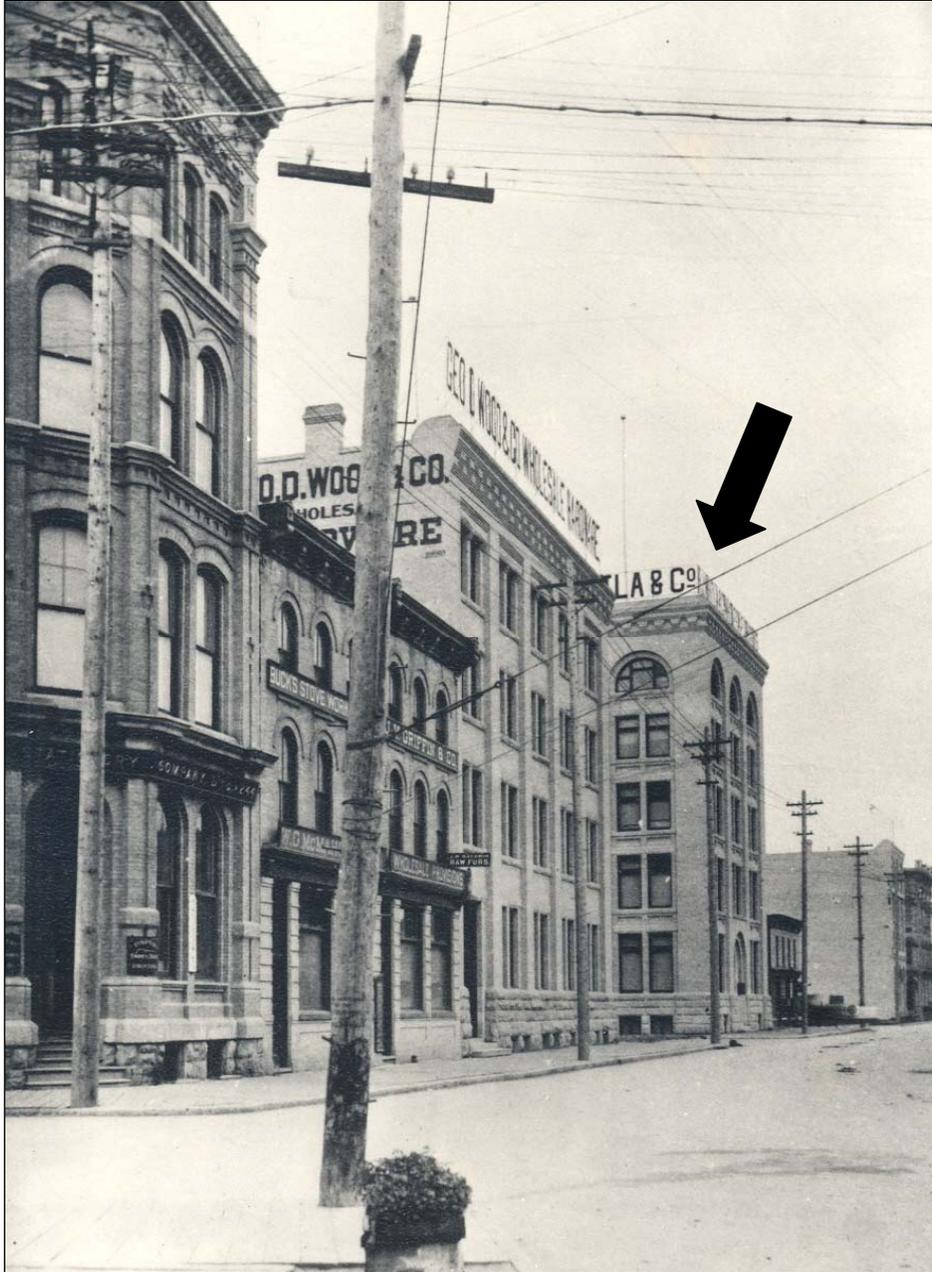


Plate 2 – Looking west along McDermot Avenue from Albert Street, ca.1900. The five-storey R.J. Whitla and Company Building is seen at the arrow. (Courtesy of Historyworks.)

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Plate 3 – R.J. Whitla Building, 70 Arthur Street, ca.1900, as originally built. (Courtesy of the Archives of Manitoba, Outsize 133/409, N3255.)

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Plate 4 – R.J. Whitla & Company Building, 70 Arthur Street, north façade, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 5 – R.J. Whitla & Company Building, 70 Arthur Street, north façade entrances, 1899 (left) and post-1911 (right), 2007. (M. Peterson, 2007.)

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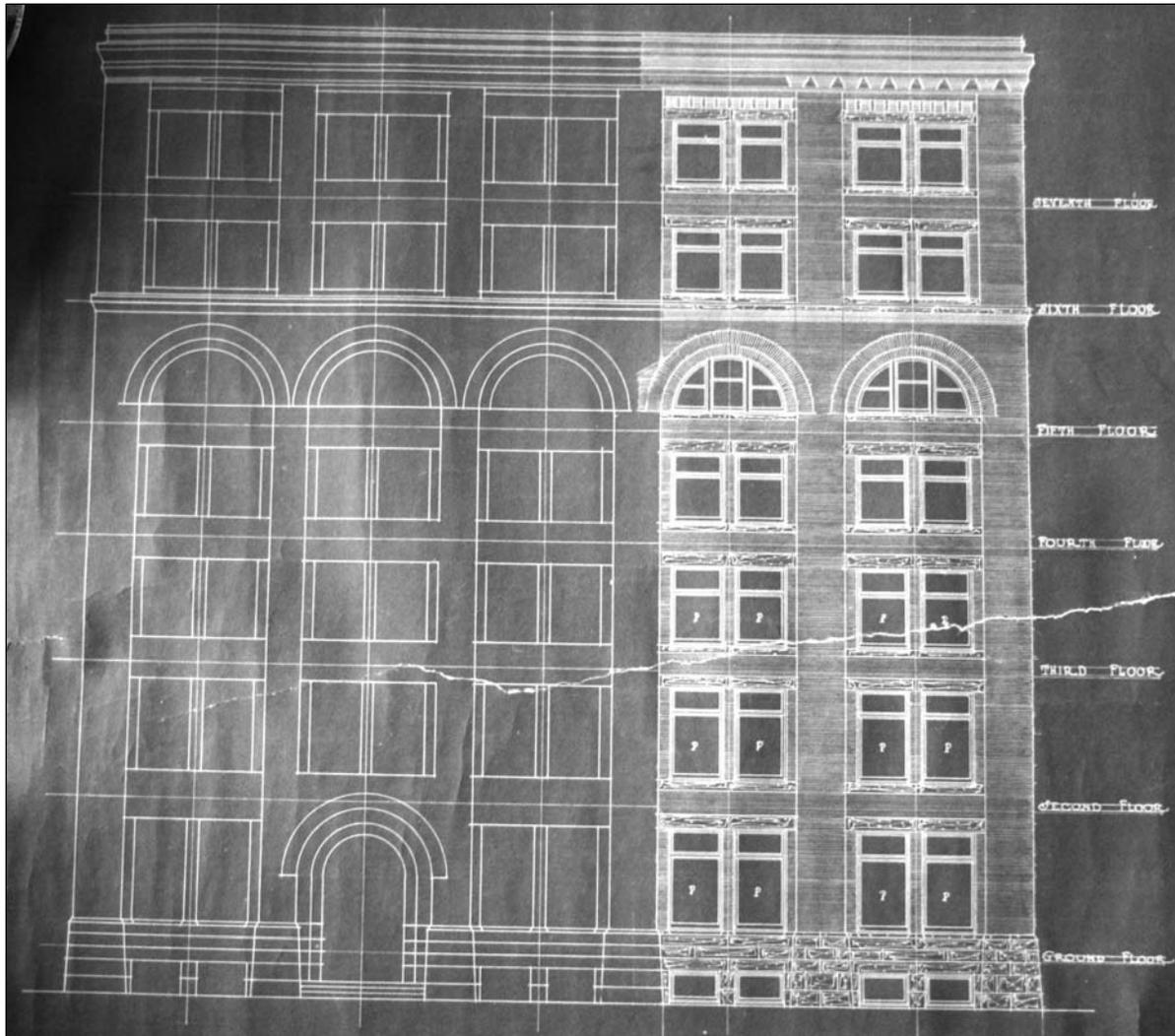


Plate 6 – R.J. Whitla & Company Building, architect's plans #395/1911, "McDermot Avenue Elevation." (Courtesy of City Archives.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 7– R.J. Whitla & Company Building, 70 Arthur Street, east façade, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 8 – R.J. Whitla & Company Building, 70 Arthur Street, west façade, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 9 – R.J. Whitla & Company Building, 70 Arthur Street, modernized entrance on the east façade, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 10 – R.J. Whitla & Company Building, 70 Arthur Street, west façade, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 11 – R.J. Whitla & Company Building, 70 Arthur Street, example of pressed tin ceiling (fourth floor), 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 12 – R.J. Whitla & Company Building, 70 Arthur Street, arched doorway with metal fire door on the seventh floor connecting the 1899 building and the 1911 addition, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 13 – R.J. Whitla & Company Building, 70 Arthur Street, sixth floor hallway. This view looks north, the two steps mark the join between the two buildings, #54 Arthur Street in the foreground and #70 Arthur Street beyond the steps. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 14 – R.J. Whitla & Company Building, 70 Arthur Street, typical hallway (fourth floor), 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 15 – R.J. Whitla & Company Building, 70 Arthur Street, freight elevator, fifth floor. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 16 – R.J. Whitla & Company Building, 70 Arthur Street, basement boiler room. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 17 – R.J. Whitla & Company Building, 70 Arthur Street, first floor hallway, looking south.
(M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 18 – R.J. Whitla & Company Building, 70 Arthur Street, first floor loading dock. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 19 – R.J. Whitla & Company Building, 70 Arthur Street, Janzen Photography, 264 McDermot Avenue. Note the slender, cast iron post. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 20 – Looking north along Arthur Street, R.J. Whitla & Company Building to the left, no date. (Courtesy of Historyworks.)

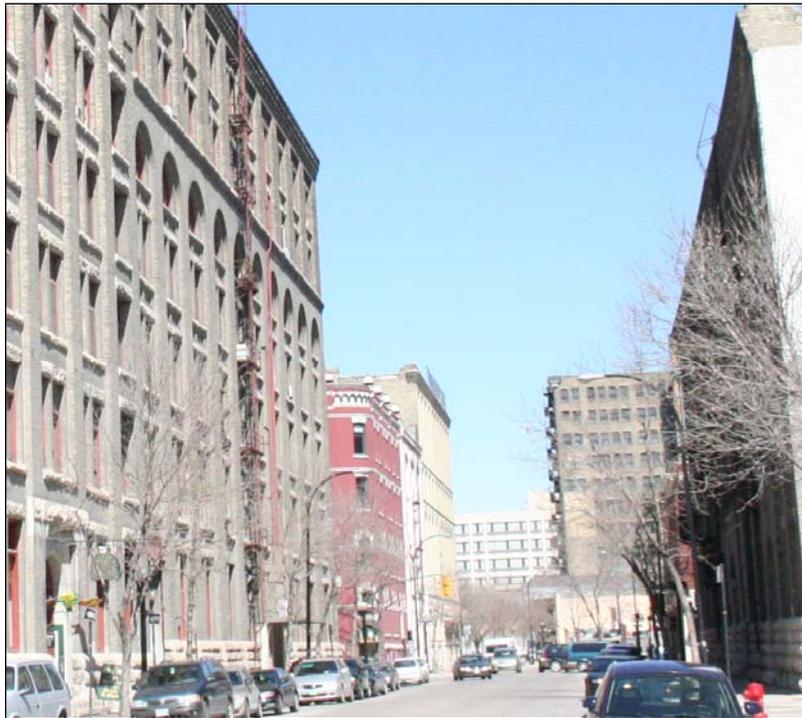


Plate 21 – The same view of Arthur Street, 2007. (M. Peterson, 2007.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 22 – James Henry Cadham (1850-1907), ca.1907. (Winnipeg Telegram, December 11, 1907, p. 11.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING

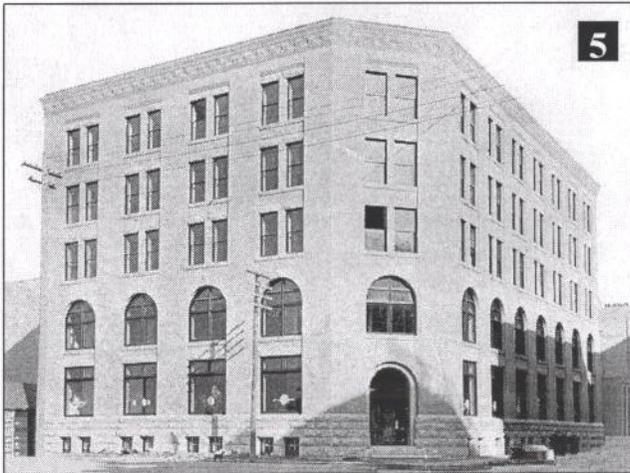
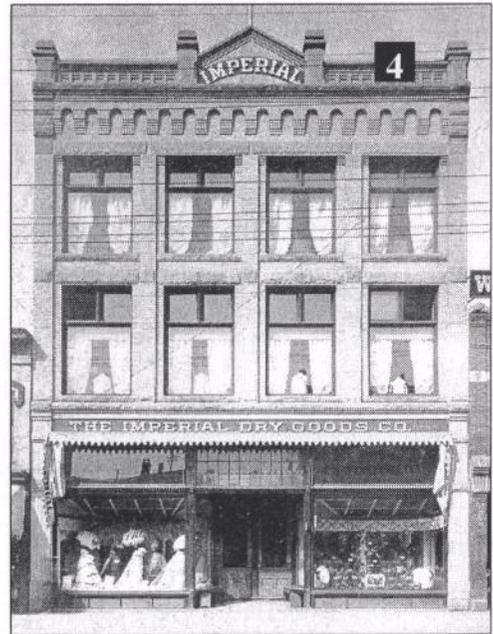
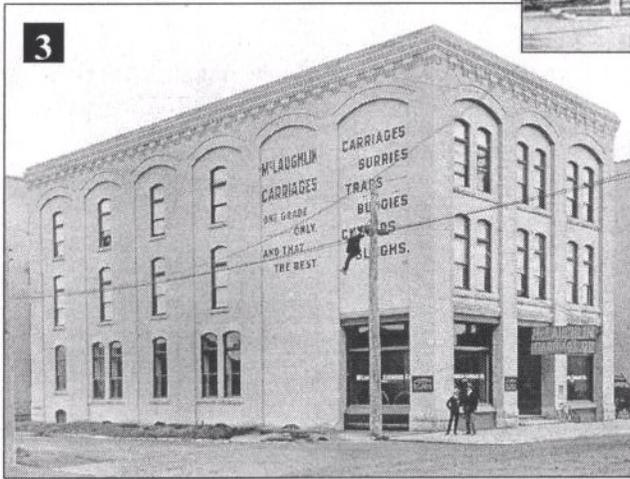
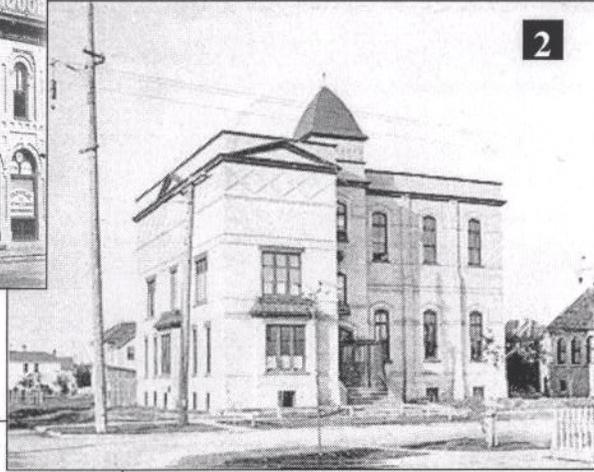


Plate 23 – Some of J.H. Cadham’s designs, ca.1905: 1. G. Velie Wholesale Wines and Liquors, 183-187 Portage Ave. E (1904); 2. Manitoba Medical College, Bannatyne Ave. (1905); 3. McLaughlin Carriage Company Building, 204 Princess St. (1902); 4. Imperial Dry Goods Building, 91 Albert St. (1899); and 5. Stobart Building, 275 McDermot Ave. (1903). (M. Peterson Collection.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 24 – Top: Bedford Block, 281 McDermot Avenue (1903 – Grade III); and Bottom: Frost and Wood Warehouse, 230 Princess Street (1906 – Grade III). (M. Peterson, 2004.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 25 – R.J. Whitla, ca.1905. (Reproduced from F.H. Schofield, The Story of Manitoba [Winnipeg: S.J. Clarke Publishing, 1913], Vol. II, p. 331.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING

THE ONE PRICE HOUSE.

R. J. WHITLA,
IMPORTER,
WHOLESALE AND RETAIL DEALER IN
STAPLE & FANCY DRY GOODS, CARPETS,
Ready-made Clothing, Hats, Caps and Gents' Furnishings

DRESS-MAKING A SPECIALTY.

311 MAIN STREET, - - - OPPOSITE POST OFFICE.

Plate 26 – Advertisement for R.J. Whitla’s “One Price House,” 1881. (Reproduced from Henderson’s Directory, 1881, p. 7.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING

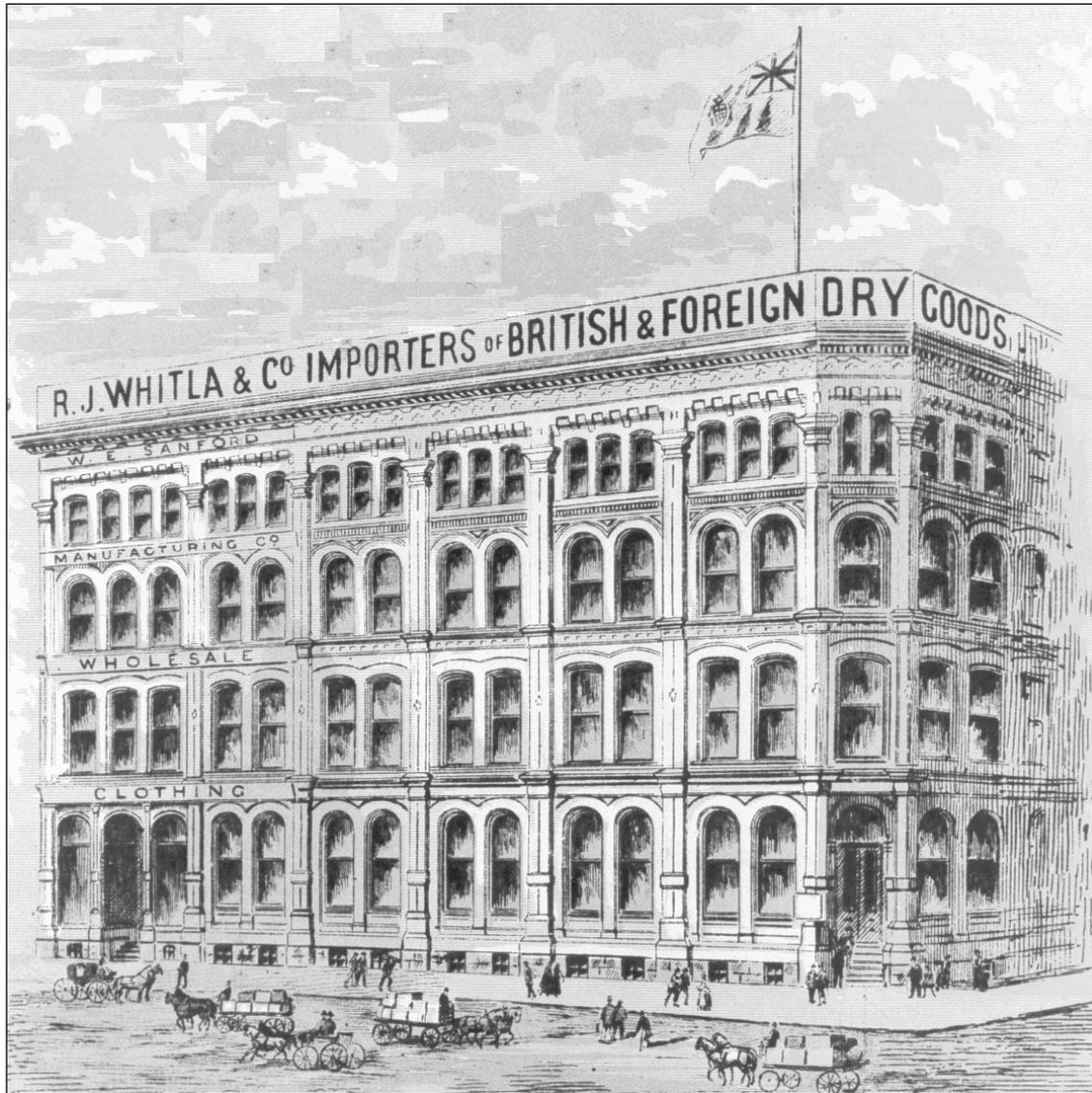


Plate 27 – Drawing of the Whitla Building in the Winnipeg Sun, 1888. (Courtesy of the Archives of Manitoba, N902.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 28 – Looking south down Arthur Street, ca.1885. The R.J. Whitla and Company’s new warehouse (now 70 Albert Street) is seen at the arrow. (City of Winnipeg, Historical Buildings Committee.)

70 ARTHUR STREET – R.J. WHITLA & COMPANY BUILDING



Plate 29 – R.J. Whitla Warehouse (Telegram Building), 70 Albert Street, no date; built in 1882, designed by W. Hodgson (Ottawa, Ontario). (M. Peterson, no date.)