



**644 PORTAGE AVENUE**

**CASA LOMA BUILDING**

City of Winnipeg  
Historical Buildings Committee

December 2003

## 644 PORTAGE AVENUE – CASA LOMA BUILDING

The evolution of Portage Avenue into Winnipeg's primary commercial thoroughfare was a gradual process. Originally, commerce was concentrated at Upper Fort Garry, all trading taking place within its walls. Main Street was simply a trail, connecting this fort with the Hudson's Bay Company's other major post, Lower Fort Garry, before heading northward to the bay and ultimately to England. The real estate boom of the early 1880s led to an expansion of much of Winnipeg's society, including its retail sector. Logically, many business owners chose Main Street to sell their wares. Business blocks of all sizes and descriptions lined both sides of the street north of the old fort, and by the beginning of the 20<sup>th</sup> century, there were few empty lots between the fort and Portage Avenue.

But the new century brought dramatic change to the city. And this was keenly felt on Portage Avenue. The Clarendon Hotel, built in 1884 on the northwest corner of Donald Street, "stood out almost alone as a landmark on the north side of the avenue"<sup>1</sup> as one reporter described the area. Nearly 20 years later, the hotel was still one of the only major buildings on the street. But the rumour and then the 1905 completion of the T. Eaton Company store at 320 Portage Avenue changed everything. The avenue witnessed a dramatic increase in the amount of pedestrian and vehicular traffic and businessmen were quick to take advantage. Offices, retail stores and banks began to line the street and Portage Avenue slowly began to usurp Main Street as the commercial centre of the burgeoning capital city. By 1915, the Somerset Building (1906), Bank of Nova Scotia (1908), McArthur (Childs) Building (1909), Boyd Building (1912) and Paris Building (1915) had all been added to the growing stock of magnificent Portage Avenue buildings. When the Hudson's Bay Company completed its massive store at Vaughan Street in 1926, it marked both a symbolic and a tangible move away from Main Street for Winnipeg's retailers.

The improvement in roads, the extension of the street railway system and later the advent of the personal automobile all combined to foster development of areas farther and farther away from the city's central business district. In 1909, a local real estate developer constructed a large brick

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<sup>1</sup> Manitoba Free Press, September 4, 1909, p. 5.

retail/apartment block known as the Casa Loma Building at the southeast corner of Portage Avenue and Sherbrook Street.

## **STYLE**

Although on a much larger scale than normally seen, this building exhibits the elements of a classically detailed two-part commercial structure (Plate 1). Seen in most downtowns around the world, the style entails the vertical division of the exterior into two distinct sections, mimicking a similar division of use on the interior. The application of different materials is another method of heightening this separation.

The ground floor is often heavily ornamented and includes large windows for the display of retail goods. A belt course is used to separate the ground floor from the upper floors, which are usually two to four storeys in height. The latter section is often much plainer than the ground floor. The rooflines of these buildings often include a cornice and other ornamental treatments.

## **CONSTRUCTION**

Common for the time period, this five-storey block rests on a 76.2-centimetre (30-inch) stone foundation on concrete footings. The solid dark-coloured brick walls above vary in thickness: 43.2 centimetres (17 inches) on the ground and second floors, and 33.0 centimetres (13 inches) on the top three levels. Stone was used as accenting around doors, windows and the roof. In total, 140 cords of stone, 870,000 bricks and nearly 240 cubic metres (309 cubic yards) of concrete were used in the construction of the block, at a total cost of \$106,000.<sup>2</sup>

## **DESIGN**

Because it was built on a corner, the Casa Loma Building features two public façades, which contain similar ornamentation (Plates 1 and 2). As originally built, the ground floor was a mixture of brick walls, large display windows, doors, and squared, attached stone pilasters (Plate

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<sup>2</sup> City of Winnipeg Building Permit, #520/1909.

3). The Portage Avenue (north) façade was divided into four bays by means of these pilasters on the ground floor, and by brick pilasters running from the sills of the second-floor windows to the architrave of the complete entablature at the roofline. Squared stone bases and capitals finished these upper pilasters. The three stores at the east end of the building included traditional inset entrances flanked by large display windows. The bank, located in the northwest corner, featured smaller three-over-one window with stone lug sill and keystone.

The ground floor of the west façade was divided into five bays. The most northerly three held windows of similar design to the bank window on the front elevation. The southern two bays held a doorway (providing access to the residential suites – Plate 4) and a window (providing light to the living room of the one-bedroom suite beyond), both finished with unique stone accenting. A stone belt course ran above the ground-floor windows.

The upper floors contained paired windows with ornamental stone or lug stone sills. Above the second- and third-floor windows on both the front and west façades, ornamental brick panels with stone accents and diamonds were located in the spandrels.

On the west elevation, a large, centrally located open court interrupted the upper floors and an ornamental stone and brick balustrade was placed above the belt course at this location. Plain rectangular windows within the court were finished with stone lug sills (Plate 5). The use of courts such as this was a common practice designed to increase the amount of natural light and ventilation available to the residents of interior suites.

A full entablature with heavy overhanging cornice and stone-capped brick parapet completed the building. The words “CASA LOMA BUILDING” were placed in the architrave of the north façade.

The east and south façades were built of common clay brick, their intermittently placed windows underscored by stone lug sills (Plates 2 and 6). Two narrow light wells were inserted into the upper four floors of the east façade, again to increase natural light and ventilation for the residential suites.

## **INTERIOR**

The original retail space has been renovated over the years, much of the original tin on the high ceiling has been covered by acoustic tiles drop ceilings with fluorescent lights, although some tin is visible in the centre space and the rear of the eastern store (Plates 7 and 8).

The residential space is well designed. The hallways are wide, with high ceilings and wood accenting around doors and staircases (Plates 9 and 10). Inside the suites, again the ceilings are high (Plate 11), the rooms are small but comfortable, many still contain working Murphy beds in the living room, cleverly designed to look like fireplaces when not in use (Plate 12). Transom windows are used to increase light and air circulation within the suites and the original dark wood accents are found throughout the space.

## **INTEGRITY**

The building sits on its original location at the southeast corner of Portage Avenue and Sherbrook Street and appears to be in good structural condition. Alterations to the ground floor by retail tenants have affected the original design, especially on the west side where the windows in two of the bays have been replaced by unsympathetic materials and a third now holds a door (Plates 13 and 14).

## **STREETSCAPE**

The Casa Loma Building has been an important anchor at this intersection for over 90 years. Buildings of similar age, scale, construction and style can still be found on both sides of Portage Avenue to the east and west of this structure, although many of its contemporaries have been removed in favour of modern buildings.

## **ARCHITECT/CONTRACTOR**

J.H.G. Russell, a well-known local architect, was responsible for the design of the Casa Loma Building (Plate 15). He set up a private practice in 1895 and for nearly half a century designed

some of Winnipeg's finest buildings. He has been given 20 points by the Historical Buildings Committee.

The general contractor for the block was the firm of Carter-Halls-Aldinger Company Limited (CHA).<sup>3</sup> The principals of CHA were William Henry Carter (1874-1962), a contractor; Frank Ernest Halls (1872-1950), a fire-proofing expert; and Albert Henry Aldinger (ca.1876-1942), a civil engineer. CHA had its origins with the arrival in 1903 of Carter, who was representing the William Grace Company, a Chicago contracting firm that was building the Bank of British North America, 436 Main Street. Carter worked for Grace until February 1907 when he joined with Halls and Aldinger to found the new firm. By 1915, CHA was well-known throughout Western Canada with such Winnipeg buildings to its credit as the McArthur (later Childs) Building, 211 Portage Avenue (1909); Confederation Life Association Building, 457 Main Street (1912); the Winnipeg Electric Railway Building, 213 Notre Dame Avenue (1912-13); the Manitoba Free Press Building, 300 Carlton Street (1913); the Olympia (later Marlborough) Hotel, 331 Smith Street (1913); and the Minto Armouries, 969 St. Matthews Avenue (1914). The firm also constructed works in other places such as Moose Jaw, Saskatoon, Calgary, Edmonton and Prince George, British Columbia.

Their clients included the Dominion Government, as well as the Canadian Pacific, the Grand Trunk Pacific and the Canadian Northern railways. They also worked on the new Hudson's Bay Company stores in Calgary (1912), Vancouver (1913), and Winnipeg (1926), the Banff Springs Hotel and later the Winnipeg Civic Auditorium (1933). The firm specialized in bridges, subways, railway works, steel frame and other fireproof construction, as well as heavy masonry foundations and caisson work as found in the new Hudson's Bay Company store at Winnipeg. CHA was placed in voluntary liquidation in 1944, and was reorganized as two firms, Commonwealth Construction Company Limited and the Carter Construction Company of Toronto. This latter firm relocated to Winnipeg in 1950, being managed by W.H. Carter after his retirement from the Greater Winnipeg Transit Commission in 1956. Carter Construction remained in business until 1972 as a St. Boniface firm.

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<sup>3</sup> Biographical and construction information from R.R. Rostecki, "450 Portage Avenue – Hudson's Bay Company Store," report for the City of Winnipeg Historical Buildings Committee, October 2002; and M. Peterson, personal files.

## PERSON/INSTITUTION

The Casa Loma Block was built as a speculative venture for realtors MacMillan and Vollans. Neil T. MacMillan (Plate 16) came to Morden, Manitoba, from Ontario at the age of 24 with \$30 in his pocket and no job. He established a grain elevator in Winkler and in 1903 moved to Winnipeg, co-founding a grain business under the name Dunsheath-MacMillan. Moving into the real estate sector, he partnered with Robert Vollans and formed the very successful MacMillan and Vollans, real estate and insurance company. In 1912, the company was reorganized as the N.T. MacMillan Company and included his brother John J. MacMillan as secretary and treasurer. In 1909, he also organized the Security Storage and Warehouse Company, erecting several large warehouses in the Ellice and Sherbrook area.<sup>4</sup>

According to civic records, City Securities Company was the owner of the block from 1915-30. Residential tenants in 1930 numbered 87, with 4 being between the ages of 6 and 16.<sup>5</sup> City Securities appears to have been another company organized and run by MacMillan and Vollans; the latter was listed as its manager in 1924.<sup>6</sup> Morris Goldberg owned the block ca.1950-74, residing in it ca.1965-74. Casa Loma Investments was listed as the owner/resident from 1984-94.<sup>7</sup>

The Dominion Bank was an original tenant of the building. The bank was founded in 1871 in Toronto and opened its first branch west of Ontario in Winnipeg in 1897.<sup>8</sup> The Dominion Bank, and later Toronto-Dominion, operated a branch at this site into the 1990s. Other retail tenants have included Alex Hendry, grocer (1930), G.H. Wood & Company “Sanitation for the Nation” (1940-50) and Alfonso’s Colour Centre, Linn Signs & Shodor Industries (1959). Present tenants are The Rosery (florists) and Hairstory Beauty College.<sup>9</sup>

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<sup>4</sup> F.H. Schofield, The Story of Manitoba (Winnipeg: 1913), Vol. II, pp. 694-698.

<sup>5</sup> City of Winnipeg Assessment Roll, Roll No. 905921-12-1. Below as ARo.

<sup>6</sup> Henderson’s Directory, 1924.

<sup>7</sup> ARo.

<sup>8</sup> TD Bank Financial Group history, [www.td.com](http://www.td.com) (no date). The Dominion Bank and the Bank of Toronto amalgamated in 1955 to form the Toronto-Dominion Bank.

<sup>9</sup> Henderson’s Directory, 1912-2002.

## EVENT

On Saturday, April 14, 1928, fire broke out in an upper-floor apartment and men and apparatus from Stations 1, 2, 10 and 14 raced to the Casa Loma Building (the former Station 5 just across Portage Avenue on Sherbrook Street had been closed by the City as part of its consolidation plans).<sup>10</sup> The fire was believed to have started in a rubbish pile in the basement near the elevator shaft that funnelled the smoke and fire up to the upper floors (Plate 17). Five people, including veteran fireman David Yeddeau, lost their lives in the disaster, but the day was also filled with acts of heroism as firefighters struggled to reach tenants on upper-storey window sills.<sup>11</sup>

The civic fire commission's report on its investigation of the fire blamed both the civic and provincial governments for not adequately enforcing building regulations. The City's building by-laws had been revised in 1913 and 1927, but none of the new rules were made retroactive. The commission went on to state that while the City did not have the power to make the new codes applicable to existing buildings (they would soon get that power), the provincial commission could and should have done so.<sup>12</sup> In the case of the Casa Loma Building, outside fire escapes had been removed in 1925, the block's fire equipment was poorly maintained, garbage had been allowed to build up in the basement by the elevator shaft and the elevator itself, an old-style hand-pulley type, was located in a wooden shaft – all of these factors, in the opinion of the commission, contributed to the loss of life. The report concluded by suggesting that the two governments strike a committee to properly “define the limits of the duties of the respective provincial and civic departments dealing with the inspection of buildings in connection with fire hazards.”<sup>13</sup> A contemporary article on the fire and subsequent investigation concluded with:

Perhaps the lack of application of new revisions in building codes to prior erected buildings is one of the chief contributing factors in permitting conditions to exist which endanger human lives. It is somewhat of a sad commentary, in view of present day engineering science and fire proof methods, that fires of this kind continue to occur.<sup>14</sup>

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<sup>10</sup> V. Leah, Alarm of Fire (Winnipeg: Firefighters Burn Fund, 1982), pp. 65-69.

<sup>11</sup> Ibid., p. 66.

<sup>12</sup> Manitoba Free Press, May 24, 1928, p. 1.

<sup>13</sup> Ibid., p. 2.

<sup>14</sup> Construction, Vol. XXI, No. 4 (May 1928), p. 148.

## **CONTEXT**

The Casa Loma Block fits into several broad patterns in Winnipeg's development. Firstly, its construction was representative of the type of investment made during the city's major growth phase, 1900-12. With the wide spread economic expansion came increased profit for many citizens. Extra capital was used in many ways; one of the most popular was real estate investment. The construction of offices, retail blocks, apartments and single-family residences was commonplace and the Casa Loma fits into this pattern.

Secondly, Winnipeg's growth meant an expansion of services, including street railway lines and later, improved roads for the automobile. New areas of residential development grew as the historic residential neighbourhoods of downtown were replaced by large warehouses and office towers. The Casa Loma addressed the demand for good quality residential space near to downtown employment on a major thoroughfare.

Finally, this block is one of hundreds of apartment block and mixed retail/apartments built in Winnipeg in the pre-World War I era. The popularity of this type of residential building in Winnipeg had many factors: the climate, the high number of transient or recently arrived citizens, and the high numbers of "part-time" residents (especially salesmen who served the entire western region from a Winnipeg headquarters). Whatever the reason, demand for suites was high and Winnipeg built more apartment blocks than any other Canadian city during this period.

## **LANDMARK**

The Casa Loma Building is located on an extremely busy intersection, thousands of cars passing it every day. Its size and degree of ornamentation relative to the neighbouring buildings amplify its conspicuousness.



## APPENDIX I

### CITY OF WINNIPEG - Preliminary Report

Date: 03 November 2003

#### Assessment Record

Prepared By: M. Peterson

Building Address: 644 Portage Avenue      Building Name: Casa Loma Building  
(646, 650 Portage Ave. and 309 Sherbrook St.)

Original Use: mixed (retail/residential)      Current Use: mixed (retail/residential)

Roll No. (Old): 905921 (15674)      RSN: 141776

Municipality: 12      Ward: 1      Property or Occupancy Code: 20

Legal Description: 79 St. James, Plan 34190, Lots 11/12 & Plan 49, Lots 346/347 (Original: 79 St. James, Plan 49, Lots 346/347: part Lots 343/344)

Location: southeast corner Sherbrook Street

Date of Construction: 1909      Storeys: 5      **Heritage Status: ON INVENTORY**

Construction Type: Brick, stone and stone foundation

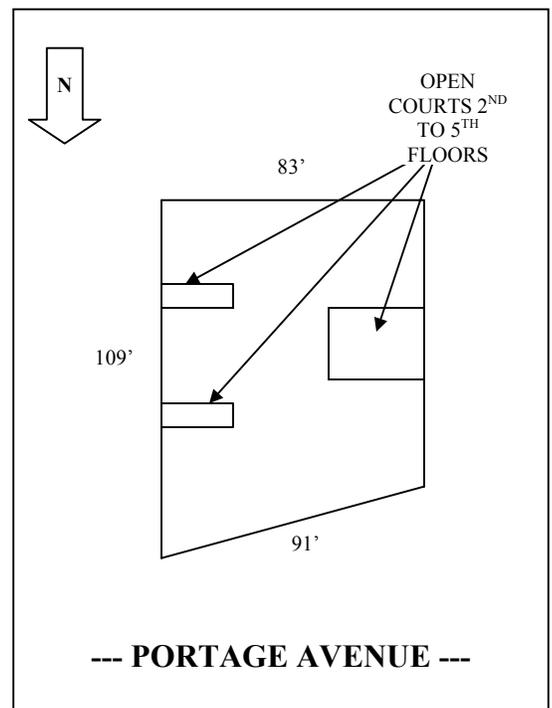
Building Permits (Plans available: [A] Archives; [M] Microfilm; [4<sup>th</sup>] 4<sup>th</sup> floor, 65 Garry Street):  
- 520/1909 [A] \$106,000 (original); 14/1915 \$800 (fire repairs); 4334/1968 \$4,900 (office alterations);  
6417/1968 \$40,000 (bank alterations); 884/1975 [M 704] \$12,000 (elevator alterations); 7983/1976 \$5,000 (fire  
upgrade); 5855/1985 [4<sup>th</sup>- B01A05] \$35,000 (interior alterations); 6340/1995 \$10,000 (interior alterations);  
5359/1996 \$1,000 (interior alterations)

#### Information:

- 83 x 109 x 65 + = 556,895 cu. ft.
- 41 suites
- original owners MacMillan and Vollans

**ARCHITECT: J.H.G. RUSSELL**

**CONTRACTOR: CARTER-HALLS-ALDINGER**



## APPENDIX II

### John Hamilton Gordon Russell

J.H.G. Russell was born in Toronto, Canada West (Ontario), in 1862, the son of a dry goods dealer. After attending school in that city, he went to work for H.B. Gordon, a prominent area architect. Russell was with Gordon from 1878 until his departure for Winnipeg in 1882.<sup>1</sup> From 1886 to 1893, Russell travelled throughout the United States, learning civil engineering, surveying and architecture in centres such as Chicago, Illinois, Spokane and Tacoma, Washington, and Sioux City, Iowa.<sup>2</sup>

In 1895, two years after returning to Winnipeg, he set up his private practice, coinciding with the city's period of unbridled growth. His designs were (and are) scattered throughout the city, province and Western Canada, covering a variety of building types, sizes, costs and uses. His business continued to be steady during World War I and after, when many architects struggled to find commissions.

Russell was president of the Manitoba Association of Architects (1925) and served for three terms as the president of the Royal Architectural Institute of Canada (1912-15). His chairmanship of the Presbyterian Church Board of Managers<sup>3</sup> and his devotion to Presbyterianism partially explain the large number of churches he designed for the denomination in Winnipeg and Western Canada. Russell died in 1946.

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<sup>1</sup> G. Bryce, A History of Manitoba (Toronto: The Canada History Company, 1906), p. 480.

<sup>2</sup> Ibid., p. 480; and M. Peterson, "The Wilson House (Klinic), 545 Broadway," report to the Historical Buildings Committee, May 1990, Appendix I, n.p.

<sup>3</sup> M. Peterson, op. cit., n.p.

A complete list of his designs would be lengthy indeed. Many of his earlier works have been demolished and therefore usually are no longer included in inventories of his portfolio. Among his projects were:

Outside Manitoba-

Knox Presbyterian - Prince Albert, Sask.  
Knox Presbyterian - Kenora, Ont.  
St. Andrew's Church - Moose Jaw, Sask.

Manitoba-

Starbuck Presbyterian (United) - 1904  
Treherne Presbyterian (United) - 1907-08 (originally Chambers Presbyterian)  
Pilot Mound Public School  
Killarney Public School  
Foxwarren Public School

Winnipeg-

Churches- Augustine Presbyterian (United), 444 River Avenue, 1903-4  
Crescent-Fort Rouge Methodist (United), 525 Wardlaw Avenue, 1906-11  
Westminster Presbyterian (United), 745 Westminster Avenue, 1910-12  
(Grade II)  
Robertson Memorial Presbyterian (United), 648 Burrows Avenue, 1911  
Robertson Memorial Presbyterian Institute, Burrows Avenue, 1911  
Knox Presbyterian (United), 400 Edmonton Street, 1914-17  
Home Street Presbyterian (United), 318 Home Street, 1920  
St. John's Presbyterian (United), 250 Cathedral Avenue, 1923 (Grade III)  
Riverview Presbyterian (United), 360 Oakwood Avenue, 1925

Residences- J.H.G. Russell, 237 Wellington Crescent (demolished)  
L.L. Lang, 62 Roslyn Road, 1901  
R.R. Wilson, 545 Broadway, 1904 (Grade III)  
G.H. West, 124 Nassau Street North, 1906  
J.D. Clark, 511 Stradbroke Avenue, 1906  
N.T. MacMillan, 412 Wardlaw Avenue, 1908  
H. Archibald, 176 Roslyn Road, 1909  
Ormsby, 119 Campbell Street, 1910  
J.H. Ashdown, 529 Wellington Crescent, 1913 (Grade II)  
R.R. Wilson, 680 Wellington Crescent, 1925

J.H.G. Russell designs (continued):

- Commercial- Addition to J.H. Ashdown Warehouse, 157-179 Bannatyne Avenue, 1899-1911 (Grade II)  
Lake of the Woods Building, 212 McDermot Avenue, 1901 (Grade II)  
Carnefac Block, 188 Princess Street, 1901  
Hammond Building, 63 Albert Street, 1902 (Grade III)  
Porter and Company Building, 368 Main Street, 1902-03 (demolished)  
McKerchar Block, 600-02 Main Street, 1902-03  
Additions to McClary Building, 185 Bannatyne Avenue, 1903 & 1904 (Grade III)  
Thomson Block, 499 Main Street, 1903 (demolished)  
Adelman Building, 92-100 Princess Street, 1903 (Grade II)  
Bole Warehouse, 70 Princess Street, 1903  
Additions to the Bright and Johnston Building, 141 Bannatyne Avenue, 1903 & 1907 (Grade III)  
Silvester and Willson Building, 73 Albert Street, 1904  
Green and Litster Block, 235-7 Fort Street, 1904 (demolished)  
Franklin Press, 168 Bannatyne Avenue, 1904 (Grade III)  
Addition to Daylite Building, 296 McDermot Avenue, 1904 (Grade II)  
J.H. Ashdown Store, 211 Bannatyne Avenue, 1904 (Grade III)  
Allman Block, 592-4 Main Street, 1904  
Porter Building, 165 McDermot Avenue, 1906 (Grade III)  
Child's (McArthur) Building, Portage Avenue, 1909 (demolished)  
Casa Loma Building, Portage Avenue, 1909  
Whiting Hardware Building, 106 Osborne Street, 1909  
Glengarry Block, 290 McDermot Avenue, 1910 (Grade III)  
Dingwall Building, 62 Albert Street, 1911 (Grade III)  
Chatsworth Apartments, 535 McMillan Avenue, 1911  
Great West Permanent Loan Company Building, 356 Main Street, 1912 (demolished)  
Eastman Kodak Building, 287 Portage Avenue, 1930 (demolished)
- Other- Gladstone School, Pembina (Osborne) Street, 1898 (demolished)  
YMCA, Selkirk Avenue, 1911  
YMCA, 301 Vaughan Street, 1911-13, with Jackson and Rosencrans of New York (Grade II)  
Guelph Apartments, 778 McMillan Avenue, 1912  
Addition to the Marlborough (Olympia) Hotel, 321 Smith Street, 1921-23 (Grade II)  
Odd Fellows Home, 4025 Roblin Boulevard, 1922  
Canadian National Institute for the Blind, Portage Avenue, 1928  
Hugh John Macdonald School, William Avenue, 1929  
Aurora Court Apartments, 543 Ellice Avenue, n.d.  
Central Park Block, 389 Cumberland Avenue, n.d.  
Johnson Apartment Block, 524 Sargent Avenue, n.d.

**APPENDIX III  
DESIGNATED APARTMENT BLOCKS**

<b>ADDRESS</b>	<b>NAME</b>	<b>YEAR BUILT</b>	<b>GRADE</b>	<b>COST PER SUITE<sup>1</sup></b>
Broadway, 314	Princeton Apartments	1915	II	\$3,636
Hargrave Street, 55	Tremblay Apartments	1906	III	N/A*
Hargrave Street, 379	Ambassador Apartments	1909	III	\$3,925
Home Street, 272	Thelma Apartments	1914	III	\$3,333
Hugo Street, 220	Passadena Apartments	1912	III	\$2,708
Lenore Street, 72	Bellcrest Apartments	1928	II	\$3,947
McMillan Avenue, 758	Anvers Apartments	1912	II	\$4,400
Preston Avenue, 828	Rothesay Apartments	1912	III	\$2,778
Qu'Appelle Avenue, 366	Warwick Apartments	1908	II	\$2,206
River Avenue, 300	Congress Apartments	1910	II	\$3,103
Roslyn Road, 6	Lilly Apartments	1913	III	N/A**
Wardlaw Avenue, 544	The Wardlaw (Wardlow) Apartments	1905	II	\$4,167
Wardlaw Avenue, 626	DeBary (Highgate) Apartments	1912	II	\$3,667

\* -originally a single family dwelling

\*\* -originally a duplex

<sup>1</sup> The Casa Loma Building cost \$2,650 per suite.

**644 PORTAGE AVENUE – CASA LOMA BUILDING**



Plate 1 – Casa Loma Building, front (north) façade. (M. Peterson, 2003.)



Plate 2 – Casa Loma Building, rear (south) and west façades. (M. Peterson, 2003.)

644 PORTAGE AVENUE – CASA LOMA BUILDING



Plate 3 – Casa Loma Building, shortly after completion, 1912. (Reproduced from Construction, Vol. V, No. 5 [April 1912], p. 49.)



Plate 4 – Detail of door, Sherbrook Street. (M. Peterson, 2003.)

644 PORTAGE AVENUE – CASA LOMA BUILDING



Plate 5 – Casa Loma Building, detail of west-side court. (M. Peterson, 2003.)

**644 PORTAGE AVENUE – CASA LOMA BUILDING**



Plate 6 – Casa Loma Building, front and east façades. (M. Peterson, 2003.)



Plate 7 – Tin ceiling in centre retail space. (M. Peterson, 2003.)

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Plate 8 – Tin ceiling at rear of florist shop (eastern retail space). (M. Peterson, 2003.)

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Plate 9 – Second-floor hallway. (M. Peterson, 2003.)

644 PORTAGE AVENUE – CASA LOMA BUILDING



Plate 10 – Staircase from second to first floor. (M. Peterson, 2003.)

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Plate 11 – Second-floor suite. (M. Peterson, 2003.)

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Plate 12 – Closed, partially open and fully open Murphy bed, second-floor suite. (M. Peterson, 2003.)

**644 PORTAGE AVENUE – CASA LOMA BUILDING**



Plate 13 – Detail of exterior of the Portage Avenue retail space. (M. Peterson, 2003.)



Plate 14 – Detail of exterior of the ground floor facing Sherbrook Street. (M. Peterson, 2003.)

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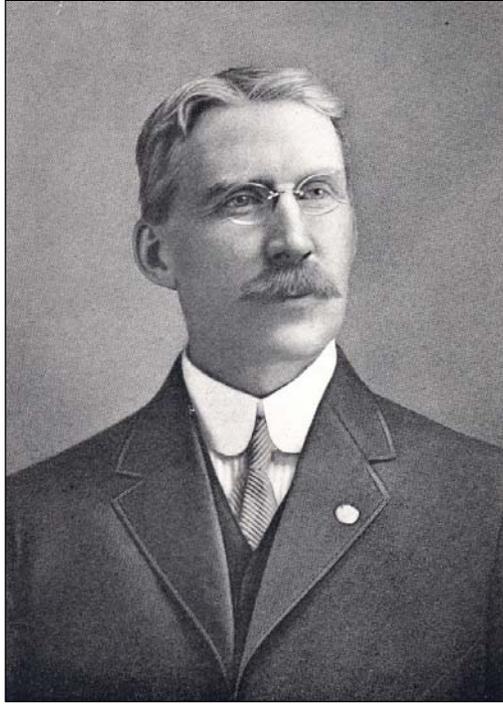


Plate 15 – John Hamilton Gordon Russell, 1913. (Reproduced from F.H. Schofield, The Story of Manitoba [Winnipeg: 1913], Vol. II, n.p.))



Plate 16 – Neil T. MacMillan, ca. 1913. (Reproduced from F.H. Schofield, The Story of Manitoba [Winnipeg: 1913], Vol. II, n.p.))

644 PORTAGE AVENUE – CASA LOMA BUILDING



Plate 17– Onlookers watch as smoke billows from upper-floor windows at the Casa Loma Building, April 14, 1928. (Reproduced from V. Leah, *Alarm of Fire* [Winnipeg: Firefighters Burn Fund, 1982], p. 69.)