



85 PRINCESS STREET

HALLMARK RESTAURANT

City of Winnipeg
Historical Buildings & Resources Committee
Researcher: M. Peterson
February 2015

This building embodies the following heritage values as described in the *Historical Resources By-law, 55/2014* (consolidated update July 13, 2016):

- (a) This modest restaurant building was completed in 1959, replacing a turn-of-the century warehouse – a unique modern addition to the city’s warehouse district;
- (b) It has been used as a restaurant since its construction;
- (c) It was designed and built by the local firm R.J. Dupuis Construction Company Limited;
- (d) Its use of the International Style makes it unique in the Exchange District;
- (e) Its corner location and design heighten its conspicuousness, even though it is dwarfed by the neighbouring warehouses; and
- (f) The building’s exterior has suffered little alteration.

85 PRINCESS STREET – HALLMARK RESTAURANT

Winnipeg in the early 1890s was, although few realized it, on the verge of a spectacular era of growth, development and maturity that would create, by World War I, a large, modern city with all the amenities. But this comprehensive growth followed patterns established decades 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. This development led to the creation of specific districts within the city – residential, commercial and industrial – and their related building-types.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 came 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, partially because of its central location and partially because of the preferential freight rates negotiated with the CPR that made it cheaper for manufacturers to ship their goods to Winnipeg, unload them and then send them west to the growing markets on the prairies. Companies like G.F. and J. Galt Company, Stobart, Eden and Company 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

¹ R.R. Rostecki, “The Growth of Winnipeg, 1870-1886,” unpublished M.A. Thesis, University of Manitoba, 1980, pp. 112-14.

developing as the warehouse district, slowly through the 1880s and 1890s and then rapidly after 1900 (Plate 1).

One of the west warehouse district's main thoroughfares was Princess Street, a wide, north-south roadway that ran the entire length of the district (Plates 2 and 3). It saw some of the district's first major warehouse construction and during the first decade of the 20th century was one of the busiest in terms of new building.

In 1910, the Kilgour-Rimer Company, a wholesale boot and shoe company founded in the 1870s and by 1900 one of the Winnipeg's largest footwear wholesalers,² replaced the small residential/retail buildings on the northeast corner of the Princess Street and McDermot Avenue (Plates 4 and 5) with a large brick and stone warehouse just south of its own 1901 headquarters (Plates 6 and 7) which effectively filled the entire block on Princess from McDermot to Bannatyne (Plate 8).³

Using the property as rental space, it saw a number of tenants including Lamontayne Limited, harnesses, trunks and leatherwork, Barish and Company, wholesale clothing and men's furnishings, Western Smallware and Stationary Company and was even used as barracks in the 1940s by "D" Company of the 2nd Canadian Pioneer Battalion.⁴ This building stood until being destroyed by fire on December 9, 1956.⁵

In 1959, the vacant corner lot was redeveloped, owners Morriss Goldstein and Chiara (also as Chaim) Tabachnik opened the Hallmark Restaurant in early 1960 (Plate 9).

² F.H. Schofield, The Story Of Manitoba (Winnipeg: Clarke Publishing, 1913), Vol. II, pp. 142-43; G. Bryce, History of Manitoba, (Toronto: Canada History, 1906) pp. 430-31; and Winnipeg Telegram, December 13, 1907.

³ City of Winnipeg Building Permit (below as BP), #225/1910 and #1503/1910.

⁴ Winnipeg Free Press, 1910-1960.

⁵ Winnipeg Free Press, December 10, 1956, p. 3.

STYLE

Although small, this restaurant is an excellent example of an International Style structure. The style dates to the early 1930s, although its widespread popularity throughout Europe and North America did not occur until after 1950. Seen as a reaction to the historically based styles of the late 19th and early 20th centuries, it strove to reinterpret architecture using modern construction materials and technologies, especially steel framing and reinforced concrete. Architects could design buildings without the need for load-bearing exterior walls – the walls could be designed and built as mere “curtains” covering the steel/concrete structural system and could be constructed almost entirely of glass if desired. Through its use of hard, angular edges, severely plain surfaces, large areas of glass and square or rectangular modules, the style stressed material and proportionality over ornamentation.⁶ The use of glass and steel gave the style a “lightness” of appearance.⁷

Winnipeg in the 1950s featured young, well-trained Modernist architects, a population and economic boom, ready capital and a lack of modern office and institutional space. Over the next two decades, some of the country’s finest Modernist buildings were designed and completed in the city to meet the demand for space.

The Modern era was...considered to encompass the years from about 1930 to about 1975; that is, from the period when a faith in a better future *independent* of the past began to take hold and find expression in a significant number of buildings, to the period when Canadians’ faith in a better future untethered to the past began to fade, replaced by the *rooted* architecture of the heritage conservation and post-Modernist movements.⁸

⁶ Identifying Architectural Styles in Manitoba (Winnipeg: Manitoba Department of Culture, Heritage and Citizenship, 1991), pp. 34-35; and L. Maitland, et al., A Guide to Canadian Architectural Styles (Peterborough, ON: Broadview Press, 1992), p. 178.

⁷ J. Thorsteinson, Brutalist Architecture in Winnipeg (Winnipeg, MB: Winnipeg Architecture Foundation, 2012), p. 9.

⁸ National Historic Sites of Canada System Plan: Commemorating Canada’s Built Heritage of the Modern Era (Ottawa: Parks Canada, 2001), p. 4.

CONSTRUCTION

This one-storey building measures approximately 14.6 x 11.3 metres includes a partial basement and is constructed of concrete block, 30.5 centimetres thick on the north and east walls and 20.3 centimetres on the south and west walls (see Appendix I for more construction information).⁹ Cladding, according to the original plans, included limestone, split rock bricks and transite panels with vertical metal joints and an aluminum marquee.¹⁰

DESIGN

As designed the building featured two main façades- south, facing McDermot Avenue and west, facing Princess Street (Plate 10). The elevations met in a recessed entrance covered by an overhanging marquee that ran along both main façades. The architect used a variety of claddings to add colour and texture to the design. Large windows were also located on these two elevations. The north wall abutted the neighbouring warehouse and the rear wall included a single window and entrance door.

Today, the building's exterior does not appear to have suffered major exterior renovation (Plates 11 and 12). Much of the original stone and brick cladding is present, although it is unknown if the square tiles above the marquee are original or a replacement of the original material and the marquee has been reclad. The rear wall has been painted with a mural by noted local artist Kenneth Lavallee (Plate 13).

INTERIOR

As originally laid out, the interior of the restaurant include a partial basement, used for storage, the furnace and staff areas (Plate 14). The main floor featured the dining room with small bar in the south end and washrooms and the kitchen in the north (Plate 15).

⁹ City of Winnipeg Assessment Record, Roll No. 609461-12-2 (PC 30).

¹⁰ Architect's Plans #3179/1959, courtesy of the City of Winnipeg, Records Management Branch.

Today, the ground floor is taken up by a bar and the kitchen in the northwest corner, washrooms to the rear and restaurant space (Plates 16 and 17). Access could not be gained to the basement.

INTEGRITY

The building stands on its original site and appears to be in good structural condition for its age. Despite numerous tenant changes, the building's main exterior façades have not significantly changed over time.

STREETSCAPE

This structure is located in the heart of the Exchange District National Historic Site (EDNHS). It has been part of the Princess Street and McDermot Avenue streetscapes for many years (Plate 18). Because all buildings within the EDNHS are essential parts of their historic streetscapes, the Historical Buildings and Resources Committee has given them 60 points.

ARCHITECT/CONTRACTORS

It appears from the original plans that the R.J. Dupuis Construction Company Limited was both designer and builder of the restaurant, with University of Manitoba graduate Joseph George Broda (?-1979),¹¹ its structural engineer.¹²

Dupuis Construction was organized ca.1940 and for much of its early years built small residential structures. The company built stores/offices at 403 Graham Avenue, renewed the floors of the Capitol Theatre, 313 Donald Street (1948 – demolished), renovated the Empire Hotel, Main Street (1948 – demolished), alterations to the Hollinsworth Block, 386 Portage Avenue (1948), Broadway Florists, 277 Portage Avenue (1948), Crosstown Electric Company Building, 887 Main Street (1950), renovations to the Grand Theatre, 209 Notre Dame Avenue (1950) and the Lyceum Theatre,

¹¹ [Winnipeg Free Press](#), February 21, 1979, p. 29.

¹² Architect's Plans #3179/1959.

292 Portage Avenue (1951), remodelled the Shanghai Restaurant, 240 King Street (1952) and built the Pagoda Restaurant, Portage Avenue and Arlington Street (1952). One of its larger contracts was the conversion of the Roxy Theatre, 385 Henderson Highway, into the Roxy Bowling Lanes in 1960.¹³

Neither R.J. Dupuis Company nor J.G. Broda has been evaluated by the Historical Buildings and Resources Committee.

PERSON/INSTITUTION

Goldstein and Tarachnik owned and operated the Hallmark Restaurant for only a short time, John Ediger (1915-1991) and his wife Katherine (Kay) purchased the business in 1965,¹⁴ renaming it Kay's Hallmark Restaurant. In 1976, the restaurant became the Philippine Village Restaurant¹⁵ but by 1980, the House of Siam was advertising at 85 Princess Street.¹⁶ Over the next decade, the restaurant took on a number of names and menus: New Peking Restaurant (1987 – Plate 19); Paul's Place (1992); Ox (1993); Happy Garden (1996); and Princess Grill (2003).¹⁷ It was also operated as the Beautiful Flower Restaurant (Plate 20). Today it is Deer + Almond, operated by Chef Mandel Hitzer.

EVENT

There is no known significant historical event connected with this building.

¹³ Winnipeg Free Press, 1930-1990.

¹⁴ Winnipeg Free Press, January 28, 1991, p. 26.

¹⁵ Winnipeg Free Press, October 30, 1976, p. 174.

¹⁶ Winnipeg Free Press, September 6, 1980, p. 43.

¹⁷ Winnipeg Free Press, 1980-2005.

CONTEXT

This structure, built in the late 1950s, is an example of a developer seeking to supply a demand in the warehouse district for modern restaurant space. The downtown, and especially the warehouse district, was on the cusp of a major program of revitalization, developing through an increase in activity in the needle trades and other small-scale industries choosing to locate in the area. An increase of activity meant a demand for services, including restaurants, cafés, retail shops, etc.

LANDMARK

Although dwarfed by some of the massive warehouses that surround it, this small restaurant is well-known because of its public use, its location on a busy downtown intersection and its contrasting architecture.



APPENDIX I

CITY OF WINNIPEG - Preliminary Report

Assessment Record

Building Address: 85 Princess Street

Building Name: Hallmark Restaurant

Original Use: restaurant

Current Use: restaurant

Roll No. (Old): 609461 (---)

Municipality: 12

Ward: 2

Property or Occupancy Code: 30

Legal Description: 6/7 St. John, Plan 33009, Lot 15

Location: northeast corner McDermot Avenue

Date of Construction: 1959

Storeys: 1

Construction Type: masonry

HERITAGE STATUS: ON NOMINATED LIST

Building Permits (Plans available: [CS] City Storage):

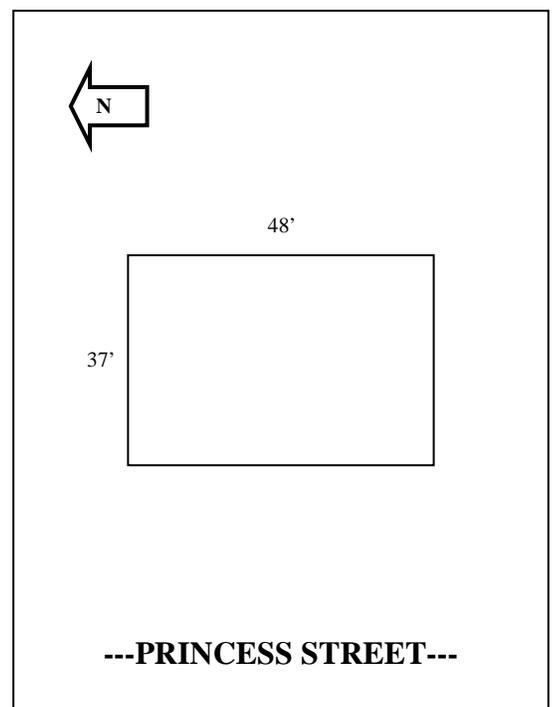
- 3179/1959 [CS] \$30,000 (original - 48 x 37); 891/1972 \$25,000 (interior alteration); 891/1987 [CS] \$25,000 (alter restaurant); 113126/2012 \$8,200 (interior alterations)

Information:

- 48 x 37 x 12 = 21,312 cu. ft.
- exterior wall finish – Tyndall stone
- North and east walls – 12” concrete block
- south & west walls – 8” concrete block
- Basement wall – partial reinforced concrete
- 1960 Inspection – Building finished & occupied
- 1965 – Building in excellent condition.
- 1978 – no change – “good condition”, well-constructed
- 1991 – present tenant no knowledge of work – suggest NAV
- 1998 – Fire Damage Permit – no real damage from Aug 18/97 fire.

**ARCHITECT/CONTRACTOR: R.J. DUPUIS
CONSTRUCTION COMPANY**

ENGINEER: J.G. BRODA



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Plate 1 – Looking south along Arthur Street from Bannatyne Avenue into the heart of Winnipeg’s warehouse district west of Main Street, ca.1905. (Courtesy of the Archives of Manitoba, Winnipeg- Views c1905- 2.)

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Plate 2 – Princess Street, looking north from McDermot Avenue, ca. 1903. ([Archives of Manitoba, “Winnipeg-Views 133/387,” N3249.](#))

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Plate 3 – Princess Street, looking north from Bannatyne Avenue, ca.1912. (Archives of Manitoba, “Winnipeg- Streets- Princess- 16,” N9659.)

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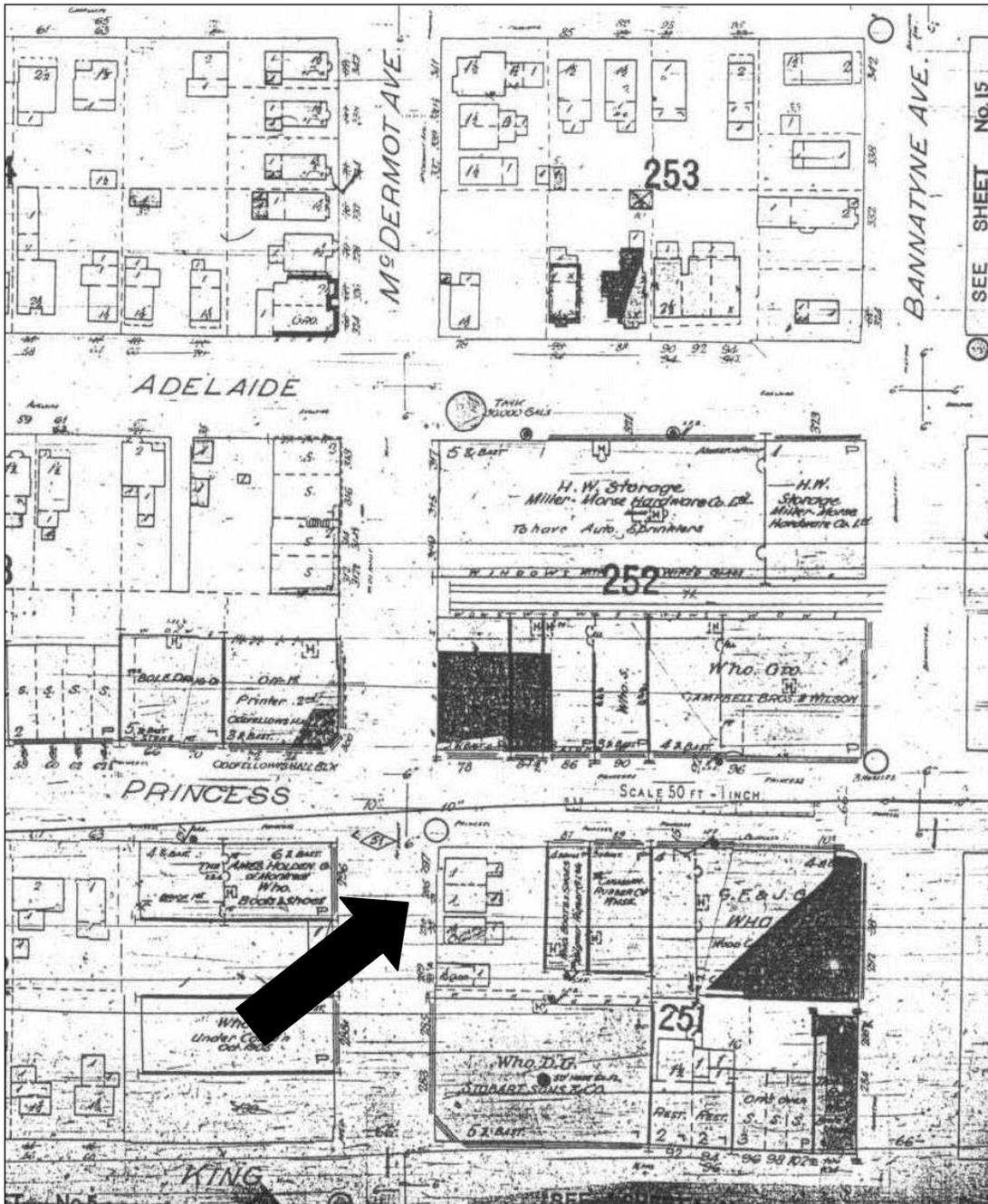


Plate 4 – Charles Goad, Fire Atlas of Winnipeg, 1895 (revised 1905), Sheet 14. Location of 85 Princess Street at arrow. (Courtesy of City of Winnipeg Archives.)

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Plate 5 – McDermot Avenue looking east from Adelaide Street, ca.1905. The property at the northeast corner of Princess Street is occupied by a small residential/retail structure (arrow). (Courtesy of the Public Archives of Canada.)

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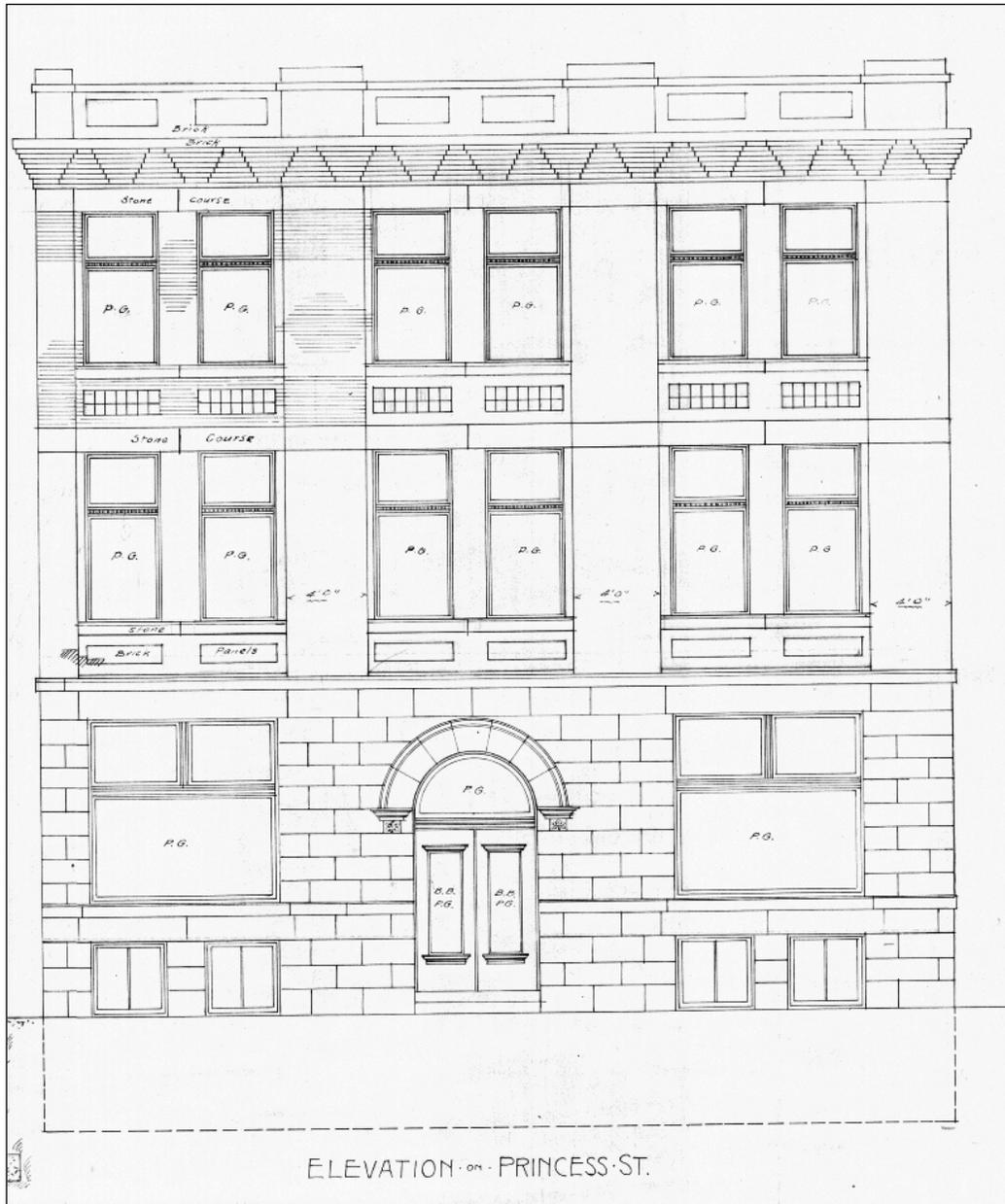


Plate 6 – Architect’s plans for the Kilgour-Rimer Block, 85 Princess Street, “Elevation on Princess St.”, Plan #1503/1910. (Courtesy of City of Winnipeg, Records Management Branch.)

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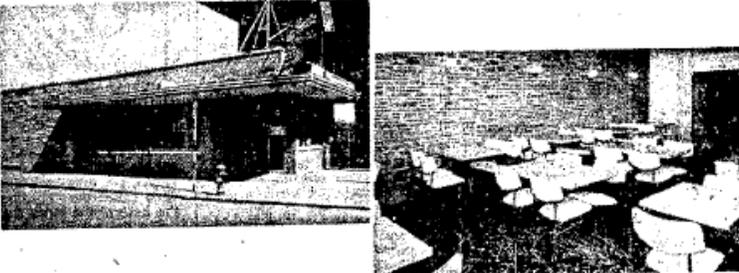


Plate 7 – Architect’s plans for the Kilgour-Rimer Block, 85 Princess Street, “Elevation on McDermott [sic] Ave.”, Plan #1503/1910. (Courtesy of City of Winnipeg, Records Management Branch.)

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NOW OPEN—for fine food—
The HALLMARK RESTAURANT

MR. MORRIS GOLDSTEIN and MR. C. H. TABACHNIK invite you to visit their new HALLMARK RESTAURANT at Princess and Bannatyne, in the heart of downtown Winnipeg. They will be happy to see all their old and new friends and customers.



They will FEATURE THE FINEST KOSHER AND CANADIAN DISHES, skilfully cooked and appetizingly served for the most discriminating diner. For lunches and quick snacks, comfortable booths and a lunch bar are at your service.

AMPLE PARKING is available for dining before, or a snack after your evening entertainment.

The following firms aided in creating this beautiful restaurant:

SUBTERRANEAN (MAN.) LTD. 1380 WALL ST. SP 5-8291	Wpg. Drapery & Upholstery Service 1336 MAIN ST. JU 2-3239 — JU 2-1829	ARMSTRONG TILE & CARPET 721 FLEMING ED 4-2714	Peterson Plumbing & Heating Co. Ltd. 203 OSBORNE ST. S. GL 3-3931
JOHN BLACK DECORATING 1000 LYNN AVE. SU 3-1668	CHICAGO KOSHER SAUSAGE CO. 358 FLORA AVE. JU 9-6266	Joe's Refrigeration & Soda Fountain SERVICE 35 VANSKOY VE 2-1543	"A WELL-WISHER"
LEVIT SIGN CO. LTD. NEON Sales & Service 1695 Sargent Ave. SP 4-3401	R. J. DUPUIS CONSTRUCTION LTD. 412 McINTYRE BLDG. WH 2-1393	WEIDMAN BROS. LTD. Wholesale Grocers 244 JARVIS AVE. JU 9-4387	
SILVERWOODS DAIRIES LTD. NOTRE DAME & PRINCESS ST. WH 2-4411	CITY BREAD CO. 312 STELLA AVENUE JU 9-5765	JANSEN BROS. Wholesale Vegetables 298 ROSS AVE. WH 3-8446	

● INTERIOR DESIGN ● FURNISHINGS & FIXTURES ● AIR CONDITIONING
 ● RESTAURANT EQUIPMENT & SUPPLIES

By
THE WILLIAMS Restaurant Supply LTD.
 278 RUPERT AVE. WINNIPEG 2, CANADA Phone WHitehall 3 7941

Plate 9 – Opening announcement for the Hallmark Restaurant, 85 Princess Street, 1960. (Reproduced from the Winnipeg Free Press, May 7, 1960, p. 30.)

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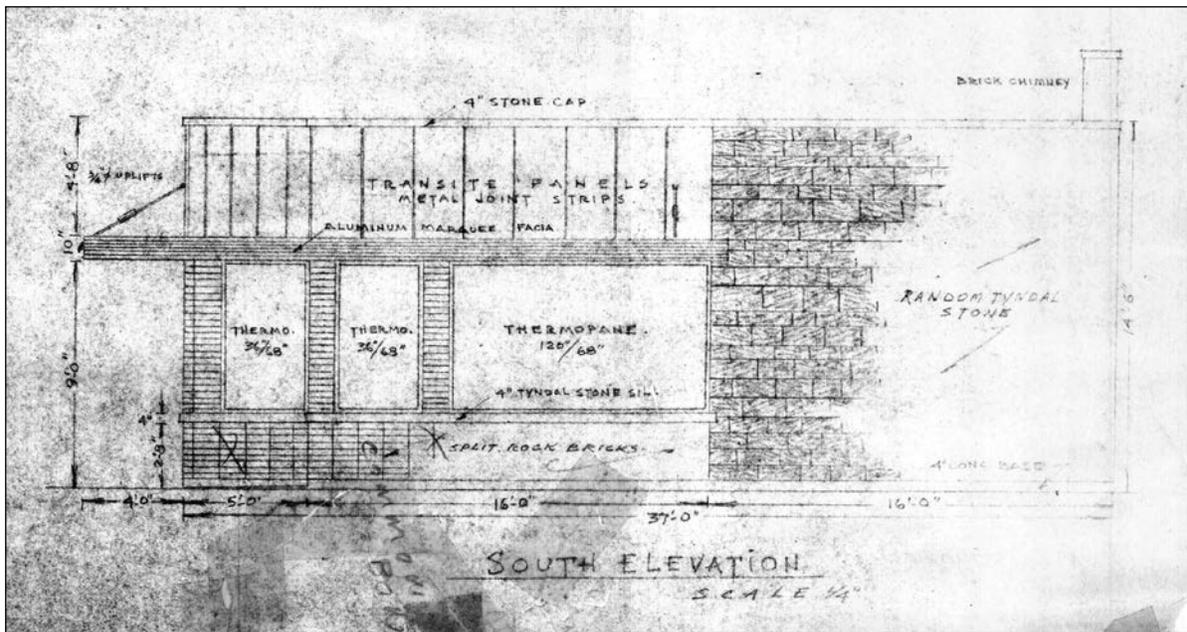
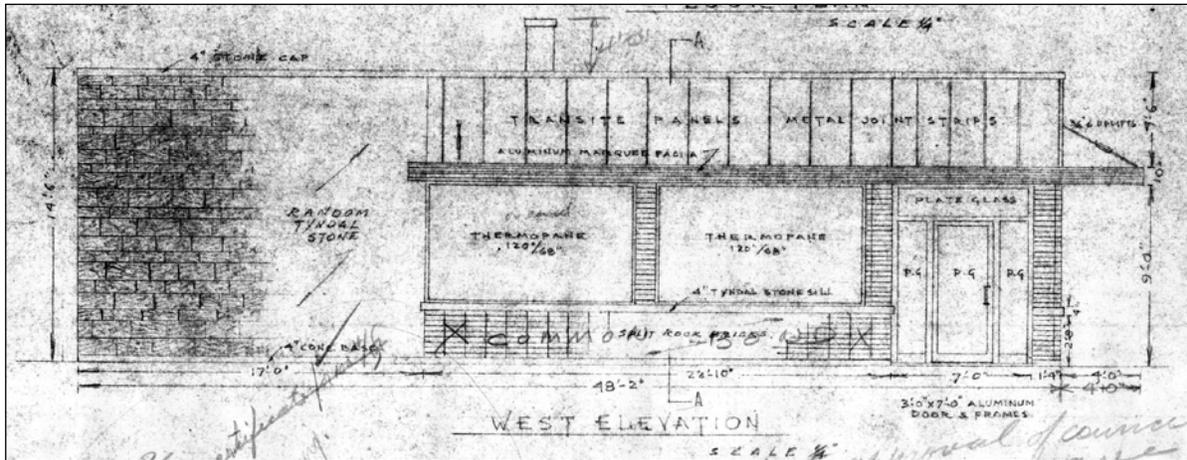


Plate 10 – Architect’s Plans, Hallmark Restaurant, 85 Princess Street, “West Elevation” (top) and “South Elevation” (bottom), Plan #3179/1959. (Courtesy of City of Winnipeg, Records Management Branch.)

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Plate 11 – Hallmark Restaurant, 85 Princess Street, west façade, 2014. (M. Peterson, 2014.)



Plate 12 – Hallmark Restaurant, 85 Princess Street, south façade, 2014. (M. Peterson, 2014.)

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Plate 13 – Hallmark Restaurant, 85 Princess Street, east façade with Kenneth Lavallee mural, 2014. (M. Peterson, 2014.)

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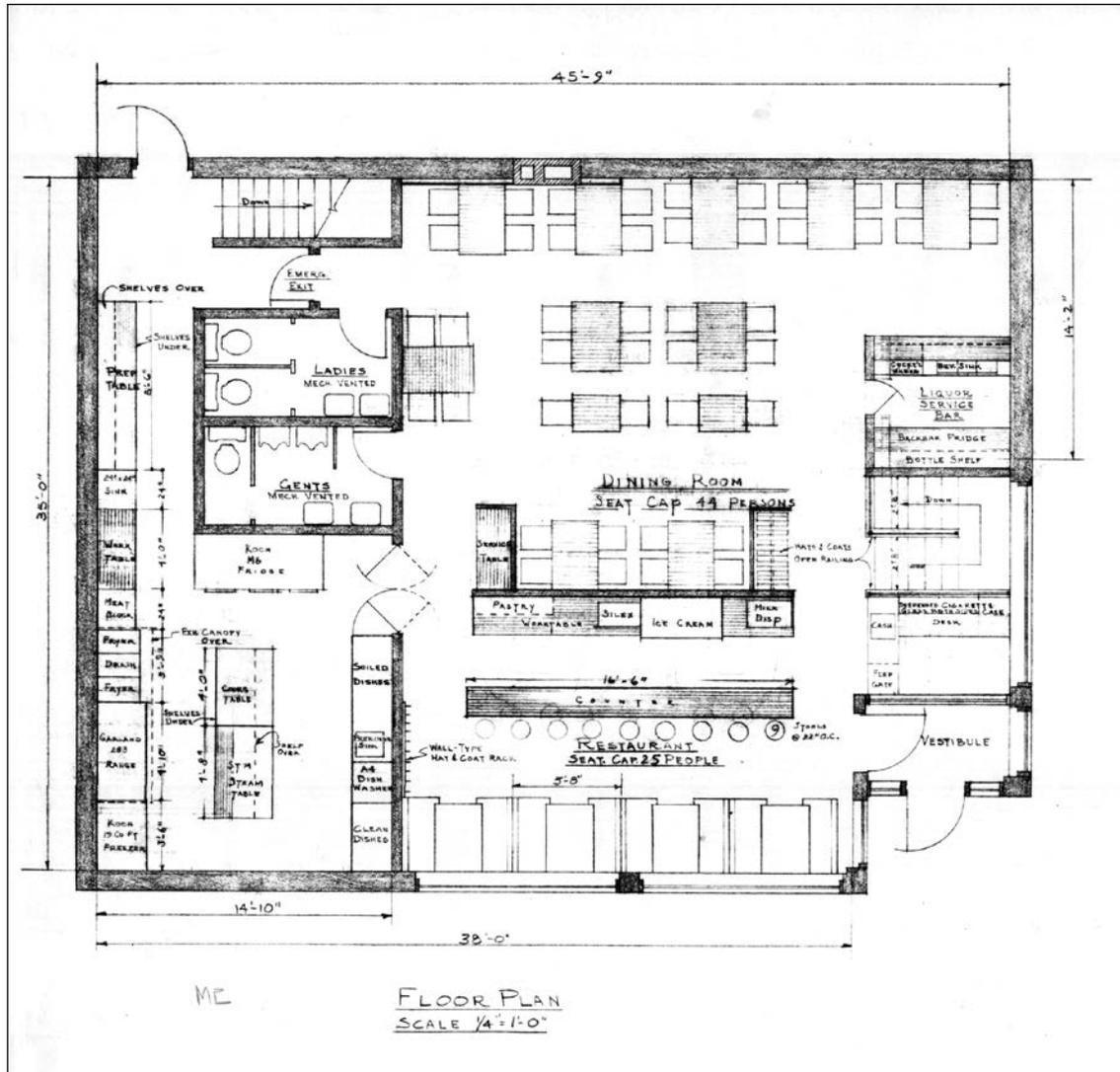


Plate 15 – Architect’s Plans, Hallmark Restaurant, 85 Princess Street, “Foundation and Basement Plan”, Plan #3179/1959. (Courtesy of City of Winnipeg, Records Management Branch.)

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Plate 16 – Hallmark Restaurant, 85 Princess Street, restaurant space, 2015. ([M. Peterson, 2015.](#))



Plate 17 – Hallmark Restaurant, 85 Princess Street, restaurant space and vestibule, 2015. ([M. Peterson, 2015.](#))

85 PRINCESS STREET – HALLMARK RESTAURANT



Plate 18 –Princess Street looking north from McDermot Avenue, 2014. (M. Peterson, 2014.)

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Plate 19 – New Peking Restaurant, 85 Princess Street, 1978. (City of Winnipeg.)



Plate 20 – Beautiful Flower Restaurant, 85 Princess Street, no date. (City of Winnipeg.)