90 ANNABELLA STREET

J.R. WATKINS COMPANY FACTORY & WAREHOUSE

City of Winnipeg
Historical Buildings & Resources Committee
Researcher: M. Peterson
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This building embodies the following heritage values as described in the *Historical Resources By-law, 55/2014* (consolidated update July 13, 2016):

(a) It is one of Point Douglas’s largest warehouses, built in 1914 and illustrative of the type of industrial development occurring in the neighbourhood during the first two decades of the 20th century;

(b) For 70 years, it was associated with one of North America’s pre-eminent manufacturers and retailers of home cleaning and health remedies, the J.R. Watkins Company and this structure was its Canadian headquarters for that period;

(c) It is an excellent example of the Chicago School style of architecture and was designed by the local architectural partnership of Woodman and Carey;

(d) Built of dark brick with stone accenting, this massive building is supported internally by a reinforced concrete slab system not commonly used in Winnipeg that provided exceptional load capacities;

(e) It is a highly conspicuous building within its residential neighbourhood; and

(f) The building’s exterior has suffered little alteration.
The Selkirk Settlers, finding the land at “The Forks” occupied by the North West Company’s Fort Gibraltar, chose to locate their post, Fort Douglas, further north on a triangular piece of land formed by a meander of the Red River that had been partially cleared by an earlier fire. The fort was begun in 1813 in an area that would become known as Point Douglas.¹

Settlement occurred around the fort, which was eventually abandoned. By the time of the creation of the Province of Manitoba in 1870, the Point Douglas area was home to many of the Settlement’s most prestigious political, religious and business leaders including James H. Ashdown, Honourable J. Schultz, Alexander Logan, Thomas Lusted, W. G. Fonseca, W.W. Banning, Thomas Lusted, Reverend A. McDonald, Duncan Sinclair, Stewart Mulvey, Andrew McDermot, Andrew Bannatyne, John Higgins, Robert Logan, E.L. Barber, Henry Hallet, Reverend Fortin of Holy Trinity Church, J. H. Mulvey and Dr. J. O'Donnell.² Churches, schools, stores and other businesses also located in the area and along the “Main Road” (today’s Main Street), which connected the Hudson’s Bay Company’s Upper and Lower forts. The area continued to grow slowly like the rest of the community and region until the coming of the Canadian Pacific Railway (CPR) in the early 1880s. The route of the Canada’s first transcontinental railway’s right-of-way dissected Point Douglas in half, created the North and South Points (Plate 1).

The coming of the railroad and the construction of the Louise Bridge created a flurry of activities, especially in the Point. Ogilvie Flour Mills and Brown and Rutherford Lumber both located in the Point in the early years of the 1880s to take advantage of spur lines of the CPR as did foundries, cement plants, a soap factory, furniture companies, warehouses and farm implement manufacturers.

² Ibid., n.p. There are approximately 40 residential structures built prior to 1885 located throughout Point Douglas.
Another important early business was the Sprague Lumber Company, founded by Daniel Eames Sprague in 1882, which took trees from southeastern Manitoba and the Red Lake district of Minnesota\(^3\) and produced thousands of board feet of finished lumber at his sawmill and retail site at the east end of Point Douglas (Plate 2). By 1902, the complex included saws, several planning mills, an automatic wagon loader and a drying kiln (the only “modern” kiln in Western Canada), all located on 8.1 hectares of property and employing 125 workers.\(^4\) By 1918, the sawmill had closed, but the retail lumberyard remained for many years.\(^5\)

Most of the large businesses were located in the southern area; the north Point saw mostly residential development along its many streets. With the coming of the railway and the associated industry, the area’s occupants changed from its earlier wealthy, British-born leaders and businessmen to immigrant labourers – Ukrainians, Germans, Scandinavians and others – and their families.

Another major development in the Point was the construction, from 1904-1905, of the CPR station on Higgins Avenue and the connected Royal Alexandra Hotel (Plate 3).

In 1914, with the world on the verge of war, a health remedy manufacturer headquartered in nearby Minnesota, the J.R. Watkins Company, chose Winnipeg as its Canadian headquarters, building a modern factory/warehouse backing onto the CPR tracks in the heart of Point Douglas (Plate 4).

**STYLE**

This factory/warehouse is an excellent example of a Chicago School style structure, named for the American city where the style flourished from the 1890s to the 1930s.\(^6\) These large,

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\(^5\) “The Lumber Industry in Manitoba,” Province of Manitoba, Historic Resources Branch, no date, p. 28.

commercial buildings developed out of new construction techniques, especially steel framing and reinforced concrete, which allowed for taller and taller buildings and gave rise to a new building form – the skyscraper. The steel frame allowed designers to increase the area of windows throughout the building. The style is identified not only by height but by its vertical emphasis, the grid-like arrangement of its rectangular windows and its straight clean lines. Although it utilized modern materials and techniques, its overall design was still based on the classic form-detailed base, followed by less ornate middle floors and a heavily ornamented top floor.

CONSTRUCTION

This eight-storey brick, stone and concrete structure was built to three storeys in 1914 at a cost of $81,000. The upper five-storeys were completed in 1921 at a cost of $100,000. At 29.9 x 26.5 x 32.0 metres, it stands as one of the largest pre-1930 warehouses in Winnipeg, with over 7,100 square metres of floor space. Ceiling heights are 3.1 metres in the basement, 3.3 metres on the first floor and 3.7 metres on the remaining seven levels. The raised basement wall is clad in stone of varying heights, the remainder of the building in darkly hued Sidney brick.

This factory/warehouse was designed utilizing the Turner four-way flat-plate slab and mushroom column system or “Spiral Mushroom System” (Plate 5). This system was developed in 1909 and originally patented in 1911 (Plate 6) by Claude Allen Porter Turner (1869-1955), bridge engineer and reinforced concrete pioneer. The system made for extremely thin floors (which reduced the amount of concrete needed), made mechanical and electrical installations easier because of

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7 City of Winnipeg Building Permit (below as BP), #2346/1914.
8 BP, #2156/1921.
9 City of Winnipeg Assessment Record, Roll No. 13-091365100.
10 Architect’s plans, #2346/1914 and #2156/1921, courtesy of City of Winnipeg.
11 The Gulf Island Guide (2004) reproduced in www.gulfislandsnationalpark.com/national-park/sidney-island.htm. This type of brick was manufactured between 1906 and 1915 by the Sidney Brick and Tile Company at Sidney Spit, at the north end of Sidney Island, five kilometres (by sea) from Sidney, British Columbia at the south end of Vancouver Island. St. Edward’s Roman Catholic Church, 836 Arlington Street, completed in 1913, is another building utilizing this type of brick.
the lack of beams and joists and reduced construction time and therefore labour costs because formwork for the beams was unnecessary.\textsuperscript{13}

The T. Eaton’s Company Printing Plant and Track Warehouse, 130 Galt Avenue (1926-1927), also utilizes this system.

**DESIGN**

As originally designed in 1914, the factory/warehouse featured a raised, stone clad foundation wall, brick clad superstructure, all elevations including windows in large rectilinear openings on all floors (Plates 4 and 7). An employee entrance was located on the east elevation at the south end (set in a smooth-cut stone frame), the public entrance originally on the south side at the east end. Loading doors were also found on the south side and the north façade, facing the tracks, included large windows in rectilinear openings under a central ornamental arch on the third floor. Modest stone belt cornices were used as continuous sills and heads for the third storey window on the entire east and west façades and the first east and west bays of the south façade. The middle four bays of the east side included stone framed windows on the ground floor and windows in arched openings on the second floor.

The east and west façades also included ornamental herringbone patterned brickwork panels between the third storey window openings. The flat roof was modestly adorned.

The 1921 addition was designed to continue the design and materials of the original structure. Herringbone brickwork was used at the north and south ends of the east façade and the rectilinear window openings on all elevations were placed in a grid-like pattern. The track side (north) façade included a central bay with windows in rectilinear openings separated by wide stone panels and topped by an arched window. A stone belt course between the seventh and eighth floors ran the length of the east and west façades and a short distance on the south façade with a wide flat band of stone connected the two ends. Raised, checkerboard brickwork panels were

placed between window openings on the top floor and this ornamentation was also found in two rectangular panels from the fourth to the seventh floor at the corners of the east façade. The new flat roof was highlighted by an oversized, ornate metal cornice that ran the length of the east and west facades and wrapped around and ran a short distance on the north and south façades.

An open reinforced concrete loading dock ran the entire width on the ground floor of the north (trackside) façade.

In terms of originality, the building as it stands has not been severely altered since completion of the top floors in 1921 (Plates 8-12). One original element of particular note is a metal light fixture above the door near the southeast corner of the building (Plate 13).

**INTERIOR**

The original 1914 interior included vaults and a two-boiler mechanical room in the basement, a general office along the east side of the ground floor with open space to the west and the second floor (which was at track level on the north side) and the third floor undivided space. Stairs were located in the southeast and northeast corners.

The 1921 upper floors were drawn undivided, to be used as factory and/or warehouse space.

Today, the building is use for storage and many of the original elements are present, including corrugated concrete ceilings and mushroom capital columns, east and west staircases, office and change room/washroom spaces on several floors and walk-in safes in the basement and on the ground floor (Plates 14-17).
INTEGRITY

The building stands on its original site and appears to be in good structural condition for its age. Alterations to the exterior have not seriously affected the original design nor significantly altered original building materials or ornamental elements.

STREETSCEAPE

This building has seen a remarkable change in its neighbourhood since its original construction. Annabella Street, which was intersected by the CPR railway right-of-way, was known as Rachel Street north of the tracks until 1952 when it all became Annabella Street.14 The right-of-way, for many years, was a level crossing affecting traffic along Annabella/Rachel Street. In 1903, City and CPR officials signed an agreement outlining the construction of a new railway station and hotel and also plans for a “subway from Annabel [sic] to Rachel street…”15 Construction on the subway began in 1905 but a legal injunction was filed by a neighbouring land owner which took nearly three years to deal with. The subway opened sometime in 1908.16

A year later, Annabella/Rachel Street was again in the news, this time as Winnipeg’s second sanctioned Red Light District of the 20th century.

In 1904, the City of Winnipeg’s police department raided and closed the Thomas Street (today’s Minto Street) brothel district.17 Five years later, however, the Winnipeg Police Commission was told the situation had steadily gotten worse because of a lack of control over the activity. In response, Police Chief McRae established a new Red Light District on Annabella/Rachel and MacFarlane streets. By 1910, it was reported that over 50 brothels were operating on the two Point Douglas streets and regulation included medical examinations for prostitutes every two weeks. It

14 Winnipeg Free Press, April 9, 1952, p. 15.
15 Agreement quoted in Manitoba Free Press, March 9, 1903, p. 10.
wasn’t until the Great Depression and World War II that the area’s role changed back into a quiet residential neighbourhood.\textsuperscript{18}

It was against this backdrop that the J.R. Watkins Company established and then expanded in Canadian manufacturing and shipping headquarters on Annabella Street and the structure has been a conspicuous part of the streetscape for over 100 years (Plates 18-20).

**ARCHITECT/CONTRACTORS**

The architects for the 1914 building were John Woodman and Raymond Carey, a partnership that formed in 1911, lasted six years and produced a wealth of fine buildings in the City (see Appendix II for biographical information). They have been given 20 points by the Historical Buildings and Resources Committee.

The J.R. Watkins Company was listed on the original City of Winnipeg Building Permit as the contractor in 1914 and as the architect for the 1921 addition. The Winnipeg construction firm B.H. Stahr Company was responsible for the construction of the upper floors in 1921.\textsuperscript{19}

**PERSON/INSTITUTION**

This building had a long-time connection with an influential international retailer, the J.R. Watkins Company. It was founded in Plainview, Minnesota in 1868 by Joseph Ray Watkins (1840-1911 – Plate 21), one of the first American natural medical remedy companies sold directly to consumers by company employees. The company offered the first money-back guarantee (1869) and expanded during the last decade of the 19\textsuperscript{th} century. The product line expanded as well, to include gourmet foods from around the world, cleaning products and even veterinary supplies. In 1913, the company sought to expand to Canada and chose Winnipeg as

\textsuperscript{18} James H. Gray, op. cit., pp. 26, 56-76.

\textsuperscript{19} BP #2346/1914 and 2156/1921.
its headquarters,\textsuperscript{20} building the Annabella Street warehouse/factory on the south side of the CPR’s main line.

In 1915, J.R. Watkins Medical Company had become the world’s largest direct selling company. Ownership of the company continued in the Watkins family until its sale in 1978\textsuperscript{21} and its use of the Winnipeg facility, mainly in the manufacturing of cleaning compound and as the Canadian distributing warehouse, continued into the 1980s (Plate 22).\textsuperscript{22}

In 2001, the fourth floor was converted into the C. Brancusi Art Studio. The building is now used for storage.

**EVENT**

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

**CONTEXT**

This massive factory/warehouse is an excellent example of the important and prime role played by Winnipeg in the Canadian economy in the pre-World War I era. Utilizing its central location, railway connections and ample labour force, the city was able to attract a number of national and international companies, which set up warehouses and headquarters in Winnipeg. Although the city’s place in the national economy lessened after the War, many of the businesses stayed, including J.R. Watkins, well into the 20\textsuperscript{th} century.

\textsuperscript{21} Loc. cit.
\textsuperscript{22} City of Winnipeg Assessment Rolls, Roll No. 913651-12-2, 1910-90.
LANDMARK
As one of the city’s largest old structures and located on the edge of a residential district, the J.R. Watkins Company Factory and Warehouse has been a conspicuous structure in its neighbourhood for over 100 years.
APPENDIX I

CITY OF WINNIPEG - Preliminary Report

Building Address: 90 Annabella Street

Original Use: factory/warehouse

Roll No. (Old): 913651 (14465)

Municipality: 12

Legal Description: 14 St. James, Plan 14, Part of Lots 23/4, 25/8 and 29/30

Location: west side between Higgins Avenue and the C.P.R. tracks

Date of Construction: 1914

Construction Type: reinforced concrete, concrete block and brick

Heritage Status: ON NOMINATED LIST

- 2346/1914 [M] $81,000 (original); 2156/1921 [CS] $100,000 (5-storey addition); 2853/1953 (interior alterations); 3613/1953 [CS] (addition); 584/1965 $900 (office alteration); 177176/2001 $1,500 (interior alterations)

Information:
- 98 x 87 x 105 = 895,230 cu. ft.
- west wall: cut stone to 2’, Sidney brick 1’6”, stone belt courses and sills, metal cornice
- south wall: cut stone to 2’, Sidney brick, stone sills, metal cornice
- east wall (front): cut stone to 5’, Sidney brick, stone sills, metal cornice, cut stone casing around 4 windows, vestibule has plaster walls, red tile floor
- 1971 inspection: excellent condition, basement used for storage, boiler, machine shop; 1st- offices & shipping; 2nd- shipping; 3rd to 8th- manufacturing & storage (plant serves all of Canada, plant in Minnesota serves all of U.S)
- BP 177176/2001 – convert 4th floor to art studio
APPENDIX II

John Woodman and Raymond Carey

The Winnipeg architectural partnership of Woodman and Carey had a successful, albeit short career, designing numerous buildings of every size, description and use.

John Woodman was born in Oshawa, Canada West (Ontario) in 1860, moved to Winnipeg in the employ of the Canadian Pacific Railway (CPR) in 1880, and by the late 1890s had risen to the post of chief engineer, western division. In the late 1880s, he also worked for the Northern Pacific and Manitoba Railway as an engineer and superintendent of construction.¹

In 1901, he retired from the railway to establish a private practice. He was a pioneer in the new technique of reinforced concrete construction, new in the sense that it was not popular in Winnipeg, although it was being used extensively elsewhere in North America.² He formed a partnership with Raymond Carey in 1911 and over the next five years they designed many structures in the city.³ In 1917 Woodman entered a new partnership with A.E. Cubbidge. From 1904-20 he was also one of the Hudson Bay Company's principal architects.⁴ He retired from active practice in 1927 although he designed at least one building after and died in Winnipeg in 1944.⁵

Little is known about Raymond Carey, although he is still mentioned as an active architect in 1939.⁶ Carey is listed as the architect for the Union Bank of Canada Building, 409 Selkirk Avenue (1917), the six-storey addition to the Paris Building, 259 Portage Avenue (1917), major renovations to the Walter Moss House, 218 Roslyn Road (1917 and 1927), Nurses’ Home at Children’s Hospital, 131

³ City of Winnipeg Building Permit Ledger Books, 1910-1917.
⁴ Hudson’s Bay Company Archives, “Architectural Drawings in the Hudson’s Bay Company Archives.”
⁵ Winnipeg Tribune, May 18, 1944.
⁶ “Western Winter: Winnipeg has Spacious Homes” in Canadian Homes & Garden, XVI, May 1939, pp. 34-37.
Aberdeen Avenue, J.H. McDonald house, Tuxedo Park (1926) and the G. Harold Aikins House (ca. 1939).\(^7\)

An incomplete list of structures designed by one or both these men includes:\(^8\)

- Northern Pacific and Manitoba Railway Engine House, The Forks, 1889 (Woodman)
- Winnipeg Electric Street Railway Complex (various buildings), Main Street at Assiniboine Avenue (1900-1904) - demolished (Woodman)
- T. Eaton Company Store, 320 Portage Avenue, 1904- demolished (Woodman)
- Allen or Wilson Building, 288 McDermot Avenue, 1905 - Grade III (Woodman)
- Grace Hospital (Salvation Army), 200 Arlington Street - demolished (Woodman)
- Layton House, 101 Stradbrook Place, 1905 (Woodman)
- G.F.R. Harris House, 117 Stradbrook Place, 1905 (Woodman)
- McLean’s Block, 592½ Main Street, 1905 (Woodman)
- Somerset Building, 294 Portage Avenue, 1906 (Woodman)
- Breadalbane (Ambassador) Apartments, 379 Hargrave Street, 1909- Grade III (Woodman)
- Manitoba Cold Storage Building (2 additional storeys), 151 Higgins Avenue, 1910- demolished (Woodman)
- Sidney E. Lang House, 967 Grosvenor Avenue, ca.1911 (Woodman and Carey)
- Hudson's Bay Company Wholesale Building, Retail Store & Garage, 77-93 Main Street, 1911 (Woodman and Carey)
- Lorne Cameron House, 265 Dromore Avenue, 1912 (Woodman and Carey)
- G.H. Miller House, 638 McMillan Avenue, 1912 (Woodman and Carey)
- Lindsay Building, 228 Notre Dame Avenue, 1911 and 3-storey addition in 1912- Grade II (Woodman and Carey)
- C.P.R. Station (addition), 181 Higgins Avenue, 1911 – demolished (Woodman and Carey)
- Winnipeg Free Press Building, 300 Carlton Street, 1911-1913 – Grade II (Woodman & Carey)
- Goldin and Company (Blackwood's Ltd.) Building, 415 Mulvey Avenue East, 1912 - demolished (Woodman and Carey)
- J.B. Carter (Blackwood's Ltd.) Building, 421 Mulvey Ave. East, 1912 – demolished (Woodman and Carey)
- Clark Brothers Warehouse, 50 Charlotte Street, 1912- demolished (Woodman and Carey)
- Union Stock Yards, Administration Building and Powerhouse, 780 Marion Street, 1912-1913 – demolished (Woodman and Carey)
- Smart Woods Company Warehouse, 145 Pacific Avenue, 1913 (Woodman and Carey)
- Dominion Express Company Stable, Alexander Avenue, 1913 (Woodman and Carey)

\(^7\) J. Wade, Manitoba Architecture to 1940 (Winnipeg, MB: University of Manitoba Press, 1978); and City of Winnipeg Building Permit Ledger Books, 1899-1926 (below as Ledgers).

\(^8\) Compiled from Ledgers; J. Wade, op. cit.; Winnipeg Tribune, May 18, 1944; and Western Canada Contractor and Builder, July 1920, October 1922, September 1923 and May 1927.
Woodman and Carey designs (continued):

- Rodgers (Heubach) house, 64 Nassau Street, 1913- Grade III – demolished (Woodman and Carey)
- Watkins Company Factory & Warehouse, 90 Annabella Street (Woodman and Carey)
- St. Luke’s Anglican Church School House, Stradbrook Avenue, 1914 (Woodman and Carey)
- Paris Building, 257 Portage Avenue, 1915-1917- Grade II (Woodman and Carey)
- Stovel Printing Company Building, 365 Bannatyne Avenue, 1916- Grade III (Woodman and Carey)
- T. Eaton’s Company Printing Plant and Track Warehouse, 130 Galt Avenue, 1926-1927
- Graham Apartments, 399 Graham Avenue, 1929\(^9\)
- Vaughan Apartments, 219 Vaughan Street, 1929 (Woodman)\(^{10}\)

\(^9\) Manitoba Free Press, April 21, 1928, p. 19.
\(^{10}\) Architect’s Plans, #251/1929.
Plate 1 – Bird’s Eye View of Winnipeg, 1882, Point Douglas in the foreground. Included in the picture are: 1- CPR Louise Bridge; 2- Ogilvie Mills, Higgins Avenue; and 3- CPR Yards. (Reproduced from Library and Archives Canada, online, www.collectionscanada.gc.ca, C-011764.)
Plate 2 – Looking towards the City of Winnipeg from the Red River, no date. In the foreground is the Sprague Lumber Company mill and lumberyard, the trees to the left are the residential properties along Grace and Boyle streets and Dewdney Avenue and the Ogilvie Mills in the background. (Rob McInnes Post Card Collection, WP0138, courtesy of the City of Winnipeg Library Department.)
Plate 3 – A 1915 funeral cortège passing in front of the Royal Alexandra Hotel (foreground) with the CPR station in the background. (Courtesy of the Archives of Manitoba, N1792.)
Plate 4 – “Annabella Street Elevation,” Architect’s Plans No. 2346/1914. (City of Winnipeg.)
Plate 5 – “Typical Floor Reinforcement Turner Mushroom System,” Architect’s Plans No. 2346/1914. (City of Winnipeg.)
Plate 7 – “South Elevation” (top), “Curtis Street Elevation” (middle), and “Elevation to Track” (bottom), Architect’s Plans No. 2346/1914. (City of Winnipeg.)
Plate 8 – J.R. Watkins Company Warehouse, 90 Annabella Street, east façade (facing Annabella Street), 2015. (M. Peterson, 2015.)
Plate 9 – J.R. Watkins Company Warehouse, 90 Annabella Street, detail of east façade showing herringbone and checkerboard brick panels, 2015. (M. Peterson, 2015.)
Plate 10 – J.R. Watkins Company Warehouse, 90 Annabella Street, south and east façades, 2015. (M. Peterson, 2015.)
Plate 11 – J.R. Watkins Company Warehouse, 90 Annabella Street, west façade, 2015. (M. Peterson, 2015.)
Plate 12 – J.R. Watkins Company Warehouse, 90 Annabella Street, east and north (trackside) façades, 2015. (M. Peterson, 2015.)
90 ANNABELLA STREET – J.R. WATKINS COMPANY FACTORY & WAREHOUSE

Plate 13 – J.R. Watkins Company Warehouse, 90 Annabella Street, ornate metal light above the southeast corner entrance, 2015. (M. Peterson, 2015.)
Plate 14 – J.R. Watkins Company Warehouse, 90 Annabella Street, ornate ground floor, walk-in safe with original lettering for the “J.R. Watkins Medical Co.”, 2016. (M. Peterson, 2016.)
Plate 15 – J.R. Watkins Company Warehouse, 90 Annabella Street, ground floor columns and corrugated ceiling, 2016. (M. Peterson, 2016.)
Plate 16 – J.R. Watkins Company Warehouse, 90 Annabella Street, east side staircase, 2016. (M. Peterson, 2016.)
Plate 17 – J.R. Watkins Company Warehouse, 90 Annabella Street, 8th floor, 2016. (M. Peterson, 2016.)
Plate 20 – Looking west towards the J.R. Watkins Company Warehouse, 90 Annabella Street, 2005. (M. Peterson, 2005.)
Plate 22 – J.R. Watkins Company man “braving the cold weather in Winnipeg, ca.1930.”
(Reproduced from www.watkinsonline.com/history/timeline.cfm.)