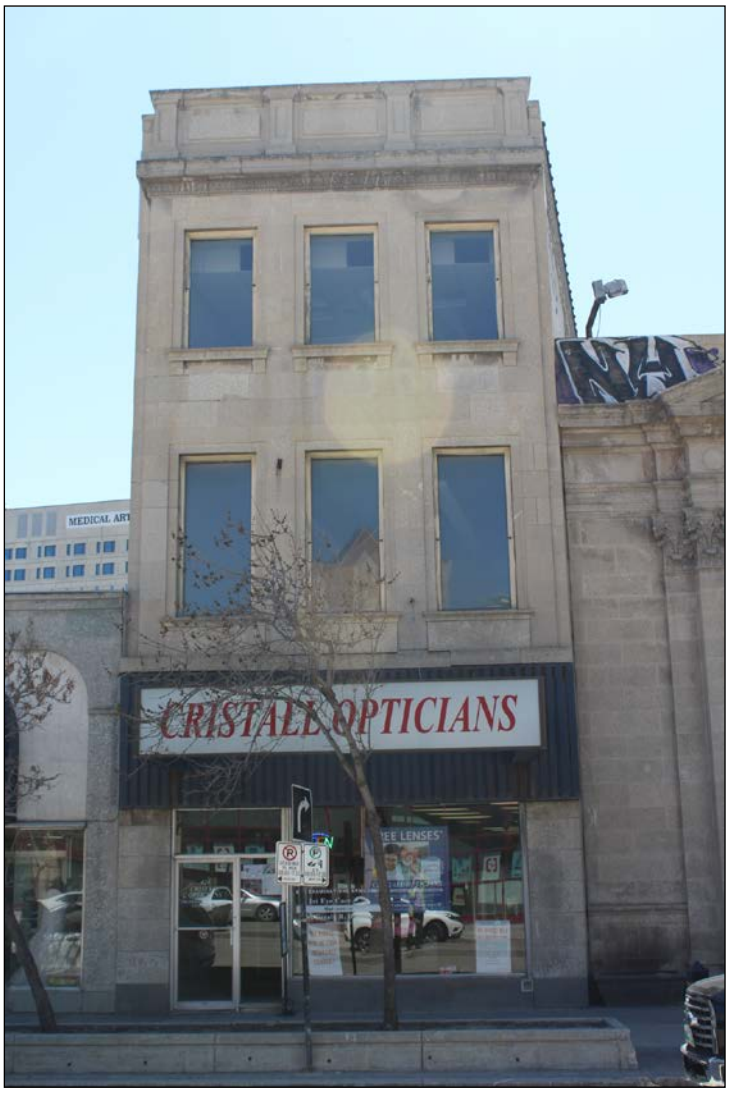


424 PORTAGE AVENUE

SINGER SEWING MACHINE BUILDING

City of Winnipeg
Historical Buildings & Resources Committee
Researcher: M. Peterson
May 2019

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

(a) It was built at the beginning of the Great Depression and at the end of the expansion phase of Winnipeg's prime commercial thoroughfare, Portage Avenue, as it filled with a variety of retail and office structures;

(b) It is associated with the Singer Sewing Machine Company, who expanded its Winnipeg presence with the opening of new branches throughout the City and the construction of this new headquarters on Portage Avenue;

(c) It was designed by local architects George W. Northwood and Cyril W.U. Chivers and built by local stonemasons and building contractors Finlay Fraser and Alexander Macdonald;

(d) It is designed in the Neo-Classical or Classical Revival style, popular for public buildings of the pre-World War I period;

(e) It is a contributor to its downtown streetscape; and

(f) The building's exterior has suffered little alteration.

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING

Winnipeg's first retail district was actually the Hudson's Bay Company's (HBC) fur trading post, Upper Fort Garry, at the foot of Main Street. It had served as the commercial centre for the small community since its construction in the 1830s. By the 1850s and 1860s, the beginnings of a commercial district had begun to develop around the corner of Portage Avenue and Main Street. The HBC finally began selling off its Main Street frontage south of Portage Avenue in the 1870s. It was then that this area began to fill with small- and medium-size commercial enterprises (Plate 1).

In 1883, the Clarendon Hotel was built on the northwest corner of Portage Avenue and Donald Street. It was one of early Winnipeg's best-known structures, surrounded for many years by bald prairie and small buildings. The hotel (Plate 2) was a massive brick and stone structure, five storeys high with retail space on the ground floor of both the Donald Street and Portage Avenue frontages. Built in the Second Empire style, the building was finished with a mansard roof and corner turret. It was, for many years, one of only a handful of significant buildings not located in the Exchange District or on Main Street and virtually the only major building on Portage Avenue's north side.

Soon after the turn-of-the-century, fundamental changes occurred to focus the retail sector onto this thoroughfare. In 1904, the federal government announced plans to build a new Post Office at the corner of Portage Avenue and Garry Street, replacing the 1886 building located on the northeast corner of Main Street and McDermot Avenue.[1] Many citizens and businessmen saw this as an abandonment of the traditional retail section of the city. The editorial comment in the Winnipeg Morning Telegram no doubt echoed the sentiments of many when it labelled the decision "a political land deal and without doubt cut and dried long ago."[2] Merchants and wholesalers, who were concentrated on both sides of Main Street north of Portage Avenue,

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1 M. Peterson, "315 Portage Avenue – Former Canadian Bank of Commerce," report for the Historical Buildings Committee, p. 1. The new Post Office was opened in 1908.

2 Winnipeg Morning Telegram, March 29, 1904.

objected to the inconvenience of the building's location – so far removed from Main Street and their shops and warehouses.

It was not long after that the T. Eaton Company purchased a large tract of land on the south side of Portage guaranteeing that future commercial development would focus on this avenue.[3] Adjacent land values soared, paving the way for the construction of large retail/office buildings all along the frontage (Plate 3).

The nearly unbridled growth of downtown Winnipeg paused during World War I as economic focus, materials and manpower shifted to the war effort. After the cessation of fighting, Winnipeg's economy rebounded and while it never again reached the level of the pre-1915 period, the early 1920s did see significant construction and growth. Most importantly for Portage Avenue was the commencement, in the fall of 1925, of the massive HBC Department store between Memorial Boulevard and Vaughan Street, and when officially opened on November 18, 1926, added an important component to the commercial district (Plate 4).

Between the two massive department stores, both sides of Portage Avenue developed with all types of business blocks, office buildings and retail space – over $10-million worth of City of Winnipeg Building Permits between Main Street and Memorial Boulevard from 1900-1926.[4]

The block on the south side of Portage Avenue between Kennedy and Vaughan streets bucked this trend, by 1918 the block had four empty lots, a modest 2½-storey mixed use retail/residential structure and the Dominion Bank on the corner of Kennedy Street.[5] This would not change significantly until the late 1920s (see Table 1). In 1930, a modern commercial structure was built mid-block for the Singer Sewing Machine Company (Plate 5).

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3 A.F.J. Artibise, Winnipeg: A Social History of Urban Growth, 1874-1914 (Montreal, PQ: McGill-Queen's University Press, 1975), pp. 154-155; and The Winnipeg Telegram, July 7, 1904, p.7. This article described Eaton's choice: "Experts were employed for weeks, before anything was announced, to look the city over and to make a study of its business district for the purpose of hitting upon the centre of trade, not alone at the present but in the future. They looked and studied and finally chose Portage Avenue."

4 City of Winnipeg, Building Permit Ledger Books, City Archives.

5 Fire Atlas, City of Winnipeg, Vol. I, Sheet 101, February 1918.

TABLE ONE – PORTAGE AVENUE BUILDINGS
SOUTH SIDE BETWEEN KENNEDY & VAUGHAN STREETS

NO.	NAME	DATE OF CONSTRUCTION
412-416	Clifford's Store	1958
420	Store	1936
422	Store	1933
424	Singer Sewing Machine Building	1930
426	Bank of Montreal	1927
428	Power Building	1928

STYLE

The Singer Sewing Machine Building is a modest example of the Neo-Classical or Classical Revival style, which as the name suggests, was a redefinition and revisiting of classical architecture form and ornamentation. Popular from 1900 into the 1930s in North America, its designs included columns, capitals, pediments and Greek or Roman embellishments.[6] Main façades were normally symmetrical, cladding smooth and rooflines flat. Windows and doors were placed in both lintelled and arched openings; the latter was especially prevalent in the most ornamentally complex variant of the style, Beaux-Arts Classicism.

Examples in Winnipeg are numerous and range from complex to simple: Thomas Scott Memorial Orange Lodge, 216 Princess Street (completed in 1903), Imperial Bank of Commerce, 441 Main Street (1906), the Bank of Nova Scotia, 254 Portage Avenue (1910) and the Bank of Montreal, 335 Main Street (1913). Government buildings also used the style extensively: Provincial Land Titles Building, 433 Broadway (1903-1904), Law Courts Building, 411 Broadway (1912-1916), the Legislative Building, 450 Broadway (1913-1920) and Powerhouse, 219 Memorial Boulevard (1914).

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6 Identifying Architectural Styles in Manitoba (Winnipeg, MB: Manitoba Department of Culture, Heritage and Citizenship, 1991), pp. 18-19.

CONSTRUCTION

This structure measures approximately 33.6 x 6.7 metres and cost $84,000 to complete.[7] The building rests on a concrete foundation and all upper floors are comprised of 38.1-centimetre brick walls clad, on the main (north) façade in smooth-cut limestone (see Appendix I for addition construction information).

The use of Tyndall stone for cladding was part of a province-wide trend to take advantage of this locally quarried material. Of course, the HBC Store to the west was another excellent local example, it was estimated that 3,540 cu. m. of Manitoba cut stone was used in its construction.[8] When the T. Eaton Company renovated its Portage Avenue store to the east, the newly designed ground floor was also clad in Tyndall stone.[9] It marked a major rise in popularity of Tyndall stone as a construction material which lead to increased demand across the country.

DESIGN

The front (north) façade is entirely clad in smooth cut limestone; the ground floor features an entrance offset to the east and a large display window (Plate 6). A metal marquee and metal cladding have been added above these openings. The second and third floors feature large windows in rectilinear openings. The sills of the second floor openings are wide and fairly plain; the upper storey sills are more detailed and include stone brackets (Plate 7). The flat roof is finished with a modest cornice supported by decorative floral moulding and an intricately designed stone parapet with attached columns (Plate 8).

The west façade is nearly completely covered by the neighbouring building; the visible portion is built of common clay brick (Plate 9). The east façade is windowless and also built of common clay brick (Plate 10) and the rear (south) façade includes a metal fire escape and numerous window and door openings (Plate 11).

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7 City of Winnipeg Building Permit (below as BP), #4755/1929.

8 Western Canada Contractor and Builder, Volume XXIII, December 1926, p.21.

9 Western Canada Contractor and Builder, Volume XXIV, May 1927, p.15.

The Singer Sewing Machine Building was built to match three other buildings to its immediate west and all built at approximately the same time: the Bank of Montreal Branch, 426 Portage Avenue (1927); the Power Building, 428 Portage Avenue (1928); and the Hudson's Bay Company Store, 450 Portage Avenue (1926). All are clad in limestone and all feature classically inspired detailing and ornamentation in varying degrees of complexity (Plate 12).

INTERIOR

As originally designed, the interior featured the east side entrance with vestibule leading to the shop/public space and the stairs to the upper floors (Plate 13). Also on the ground floor was a used machine area, workrooms to the rear, a passenger elevator mid-building on the east side and a freight elevator (only to the second floor) in the southeast corner. The second floor held washrooms in the middle with a "Purchasers' Demonstration Room" in the front and a "Manufacturing Trade Department" area at the rear. The third floor was given to a large general office and smaller private office at the rear.

A freight elevator was placed at the rear (south) end of the building and a passenger elevator was placed on the east side, mid-building. Neither of these is operational at the present time.

Many changes have occurred over the years, today the basement is used for general storage, the ground floor is retail space and the upper two floors are vacant. Original finishes still present include: limestone walls on the ground floor of the east side staircase; elements of the original passenger elevator including metal car; and terrazzo and tile flooring on the second floor hallway (Plates 14-16).

INTEGRITY

The building stands on its original site, appears to be in good structural condition for its age and has suffered little exterior alteration.

STREETSCAPE

The Singer Sewing Machine Building is an important contributor to its downtown streetscape and a block of similarly designed and clad commercial buildings (Plates 17 and 18).

ARCHITECT/CONTRACTORS

This building was designed by the local architectural partnership of Northwood and Chivers. The firm, founded in 1924, operated for three decades and was responsible for numerous fine buildings (see Appendix II for biographical information). The partnership has been given 20 points by the Historical Buildings and Resources Committee.

Stonemasons and building contractors Finlay Fraser and Alexander Macdonald were listed as the builders of this structure. Fraser was born in Scotland in 1879 and came to Canada in 1902.[10] Macdonald does not appear in the Canada Census for Winnipeg in 1911. The pair worked with each other and with other builders from 1907 to 1914 when they formed a company which remained in business until mid-1957, despite the death of its president F. Fraser in 1948.[11]

A list of structures built by the firm would include:[12]

Trinity Baptist Church, 549 Gertrude Avenue (1907)
St. John's Library, 500 Salter Street (1914) – Grade II
Medical Superintendent's Residence, Municipal Hospital, 594 Eccles Street (1914)
Reformed Presbyterian Church, 946 Winnipeg Avenue (1916)
Imperial Bank of Canada Branch, 869 Westminster Avenue (1919)
Sir John Franklin School, 386 Beaverbrook Street (1921) – demolished
Mindell Block, 607 Main Street (1925)
Trivoli Theatre, 115 Maryland Street (1927)
Eastman-Kodak Building, 287 Portage Avenue (1929) – demolished
Singer Sewing Machine Building, 424 Portage Avenue (1929)
Singer Sewing Machine Building, 590 Portage Avenue (1939) – demolished
Shriners' Hospital, 633 Wellington Crescent (1947)

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10 Canada Census, 1911.

11 Winnipeg Free Press, February 4, 1948, p. 24.

12 Historical Buildings and Resources Committee files.

PERSON/INSTITUTION

In 1850, Issac Merritt Singer (1811-1875) of New York invented the first practical sewing machine. I.M. Singer and Company was founded a year later and within two years was leading manufacturer in the U.S.[13] By 1855, the Singer Company had expanded to Paris, France and was the world's leading manufacturer. Expansion across the globe led to the company's claim in 1890 that it had obtained an 80% worldwide market share in sewing machines.

In Canada, a manufacturing plant opened in 1873, followed by several others in Eastern Canada and the company began opening showrooms/stores in major population centres. In Winnipeg, an office was opened in the early 1880s on Main Street and for many decades operated a shop at 306 Main Street opposite Pioneer/Water avenues. A major expansion occurred in 1929 – not only the new headquarters on Portage Avenue, but branch stores were opened on Notre Dame Avenue near Princess Street and in Elmwood on Kelvin Street (now Henderson Highway).[14] These new sewing centres followed the lead of the company, which had introduced them in New York City in 1927.[15]

By 1945, the company operated out of its Portage Avenue headquarters, a new building at 590 Main Street (completed in 1939 – Plate 19)[16] and a shop at 1815½ Portage Avenue.[17] The company owned 424 Portage Avenue into the 1970s, although they were still listed as occupants of part the building in 1980.[18] Other tenants of the building have included Thomas Cook Travel, Impulse Records and Cristall Opticians.

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13 Singer Sewing Company website, www.singerco.com/company/history, 2003-2013. Below as Singer website.

14 Henderson's Directory, 1920-1930.

15 Singer website.

16 BP #2579/1939. The 1939 building was, like 424 Portage Avenue, designed by Northwood and Chivers and built by Fraser and Macdonald.

17 Henderson's Directory, 1945.

18 City of Winnipeg Assessment Rolls, Roll No. 12-093684000, 1930-1990; and Henderson's Directory, 1930-1990.

EVENT

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

CONTEXT

This commercial structure was built at the beginning of the global economic crisis of the late 1920s and early 1930s. In spite of this, some companies, like Singer Sewing Machine, were able to expand their business because of the nature of their product. In Winnipeg, this meant sewing centres to both educate and market the company's goods.

This building is also part of the development of Portage Avenue into the city's commercial centre, a process that began in the early years of the 20th century and continues to the present.

LANDMARK

The building is located on one of Winnipeg's busiest streets, although its modest scale and ornamentation reduce its conspicuousness.

Historical Buildings & Resources Committee
THE CITY OF WINNIPEG

APPENDIX I

CITY OF WINNIPEG - Preliminary Report

Building Address: 424 Portage Avenue — Building Name: Singer Sewing Machine Building

Original Use: retail — Current Use: retail

Roll No. (Old): 936840 (---) — R.S.N.: 141763

Municipality: 12 — Ward: 1 — Property or Occupancy Code: ---

Legal Description: 1 St. John, Plan 19168, Lot 1

Location: south side between Vaughan and Kennedy streets

Date of Construction: 1930 — Storeys: 3

Construction Type: Reinforced concrete, brick and stone

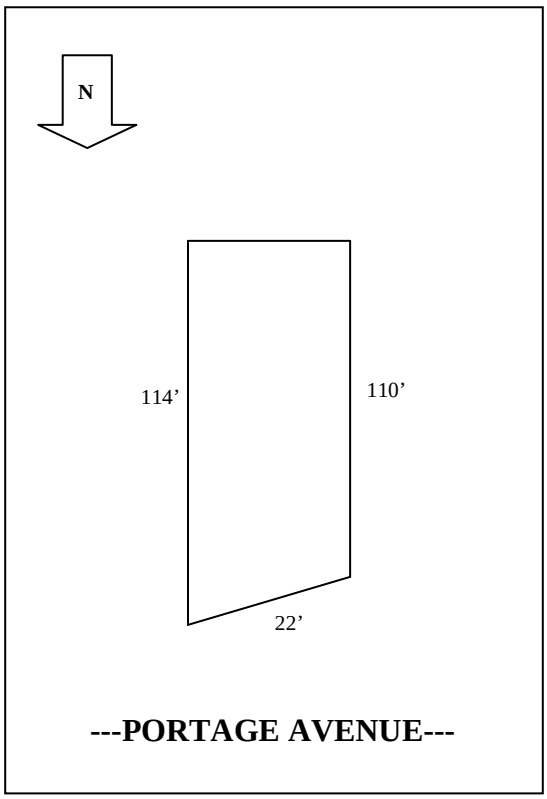
Heritage Status: ON NOMINATED LIST

Building Permits (Plans available: **[CS]** Department Storage; **[M]** Microfilm):

SEE NEXT PAGE

Information:

- Plan area: 2,408 sq. ft.; total floor area: 10,062 sq. ft.
- ceilings: B- 9’; 1st- 14’; 2nd- 12’; 3rd- 11’
- exterior walls: B- concrete; 1st-3rd- 15” brick



ARCHITECT – NORTHWOOD & CHIVERS

CONTRACTOR – FRASER & MACDONALD

CITY OF WINNIPEG BUILDING PERMITS:

AVAILABLE PLANS: (CS- Department Storage; M- Microfilm)

YEAR	NO.	PLANS	AMOUNT	DESCRIPTION
1929	4755	**CS**	$84,000	Superstructure
1949	1883	**CS**	$8,000	Alterations
1963	4031	**M 855**		Interior alterations
1969	2197		$2,000	Alterations
1981	6485	**CS**	$8,000	Interior alterations
1982	883	**CS**	$1,200	Interior alterations
1982	1085	**CS**	$1,000	Interior alterations
1982	1985		$1,000	Interior alterations
1982	5081	**CS**	$7,500	Interior alterations
1990	1329		$5,000	Interior alterations

APPENDIX II

George William Northwood (1876-1959) and Cyril William Upton Chivers (1879-1969)

Major G.W. Northwood was born in 1876 and came to Winnipeg in 1905 as a graduate of McGill University, Montreal, PQ. At the time, he was affiliated with Werner E. Noffke of Ottawa, under the name Northwood and Noffke. For several years, this firm was the corporate architect for the Winnipeg-based Northern (later Northern Crown) Bank and responsible for the design of the company's banks prior to 1912.[19]

Shortly after his arrival in the city, Northwood formed a short-lived partnership with William Wallace Blair (1852-1916), an Irish-born designer 24 years his elder. This short-lived partnership, known as Blair and Northwood, lasted only the construction year of 1906. By 1907, the pair was working individually according to the City of Winnipeg Building Permit Ledgers. Northwood continued working alone for over a decade, designing a number of large and small structures. In 1919, Northwood formed a four-year partnership with local architect Raymond Marwood-Elton Carey (1883-1975).

Northwood worked alone after 1922 until 1924 when he joined with fellow World War I veteran, Brigadier Major C.W.U. Chivers, who had briefly worked with Northwood as Northwood Noffke and Chivers in 1905.[20] Chivers was born on April 11, 1879 at Avebury, Wiltshire, England and completed studies in drafting at the London Polytechnic Institute. He arrived in Winnipeg in 1897 and took a job in the office of local designer S. Frank Peters and a year later was working for George Browne. He was employed as a draftsman for the Canadian Pacific Railway from 1901-1908 and then opened his own architectural office. Chivers served with the First Canadian Mounted Rifles in World War I and returned to Winnipeg and renewed his practice. He was a life member of the Engineers' Institute and a Charter member and fellow of the Royal Architectural Institute of Canada. He was an Honorary Life Member of the Manitoba

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19 R.R. Rostecki, "St. John's Telephone Exchange - 405 Burrows Avenue, Winnipeg, Manitoba," report for the City of Winnipeg Historical Buildings Committee, August 1991, p. 17.

20 Manitoba Free Press, July 12, 1905, p. 7.

Association of Architects after having served as its president in 1928 and 1940.[21] He died in 1969.

Northwood's career also included a seat on the Board of the Manitoba Association of Architects, membership in the Royal Architectural Institute of Canada, and the presidency of the Manitoba Club. He died in 1959.[22]

Northwood and Chivers was an extremely successful partnership that lasted into the 1950s and included Philip M. Casey[23] and Chivers' son John.

The list of buildings attributed to Northwood and Chivers would include:[24]

Gordon Bell Junior High School, 3 Borrowman Pl. (1925)
William A. Smith House, 111 Park Blvd. (1925)
All Saints Anglican Church, 521 Osborne St. (1926)
Manitoba Cartage Building, 345 Higgins Ave. (1926)
Tuxedo School, 2300 Corydon Ave. (1926)
St. Ignatius Catholic Church, 255 Stafford St. (1928)
Canadian Wheat Board Building, 423 Main St. (1929) – List of Historical Resources
Robert H. Smith School, 500 Kingsway (1929) – demolished 1992
Assiniboine Park Pavilion (1929) – Grade II
Singer Sewing Machine Company building, 424 Portage Ave. (1929)
Imperial Bank, Invermere, B.C. (1929)
Hall Building, Howe Street, Vancouver, B.C. (1929)
Riverbend School for Girls Junior School (Balmoral Hall School), 630 Westminster Ave. (1930)
Canadian General Electric Building, 265 Notre Dame Ave. (1930) – Grade III
Women's Tribute Memorial Lodge, 200 Woodlawn St. (1931) – Grade II
Queenston School, 245 Queenston St. (1931)
High School, Kenora, Ontario, 1931

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21 See Manitoba Association of Architects File on C.W.U. Chivers; Winnipeg Free Press, August 12, 1969, p. 25; and John Chivers (son), "A History of the Manitoba Association of Architects," unpublished manuscript, ca.1966, pp. 26-27.

22 Winnipeg Free Press, December 15, 1959, p. 38.

23 According to Manitoba Association of Architects records, Philip McHugh Casey was born in Winnipeg, March 23, 1923 and graduated from the School of Architecture, University of Manitoba, in 1946. Casey designed the 1960 addition to Government House, Kennedy Street (Winnipeg Free Press, May 21, 1960, p. 5). He died in Halifax, N.S. on September 17, 1977 (Winnipeg Free Press, September 19, 1977, p. 70).

24 City of Winnipeg, Historical Buildings & Resources Committee files; author; and Winnipeg Architectural Foundation website, www.winnipegarchitecture.ca, 2013.

Northwood and Chivers designs (continued):

Public school, Ninette, Manitoba, 1932
Civic Auditorium, 444 St. Mary Ave. (1932 – member of Board of Design)
Bank of Toronto, 420 Academy Rd. (1934)
Federal Building, 269 Main St. (1935 – member of Board of Design)
T. Eaton Company Department Store, 101st St. at 102nd Ave., Edmonton, AL (1938)
Singer Building, 590 Main St. (1939)
John Deer Plow Co. Office & Warehouse, Livingston St., Yorkton, Saskatchewan, SA (1941)
St. John's Telephone Exchange, 405 Burrows Ave. (1946 addition)
Bank of Montreal, 676 Main Street (1948)
Winnipeg General Hospital, Bannatyne Ave. at Emily St., Maternity Pavilion (1948-1950)
Imperial Bank of Canada, Winnipeg, 1950
Royal Hotel, Flin Flon, MB, major addition (1950)
Bank of Toronto, 215 Portage Ave. (1950-1951) – demolished
Bank of Toronto, 1460 Corydon Ave. (1951)
Assiniboine Gordon Hotel, 1975 Portage Ave. (1951)
Manitoba Medical Service Building, 208 Osborne St. North (1951-1953)
St. Andrew Bobola Roman Catholic Church, 541 Marion St. (1953 – Northwood, Chivers, Chivers & Casey)
Thomas D. McGee Funeral Chapel, 124 Donald St. (1954 – Northwood, Chivers, Chivers & Casey)
Misercordia Hospital, 99 Cornish Ave., addition and nurses' residence (1954-1956 - Northwood, Chivers, Chivers & Casey)
Charleswood Collegiate Institute, 505 Oakdale Dr. (1955-1956 – Northwood, Chivers, Chivers & Casey)
Manitoba Motor League Building, 175 Carlton St. (1956 – Northwood, Chivers & Casey)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING

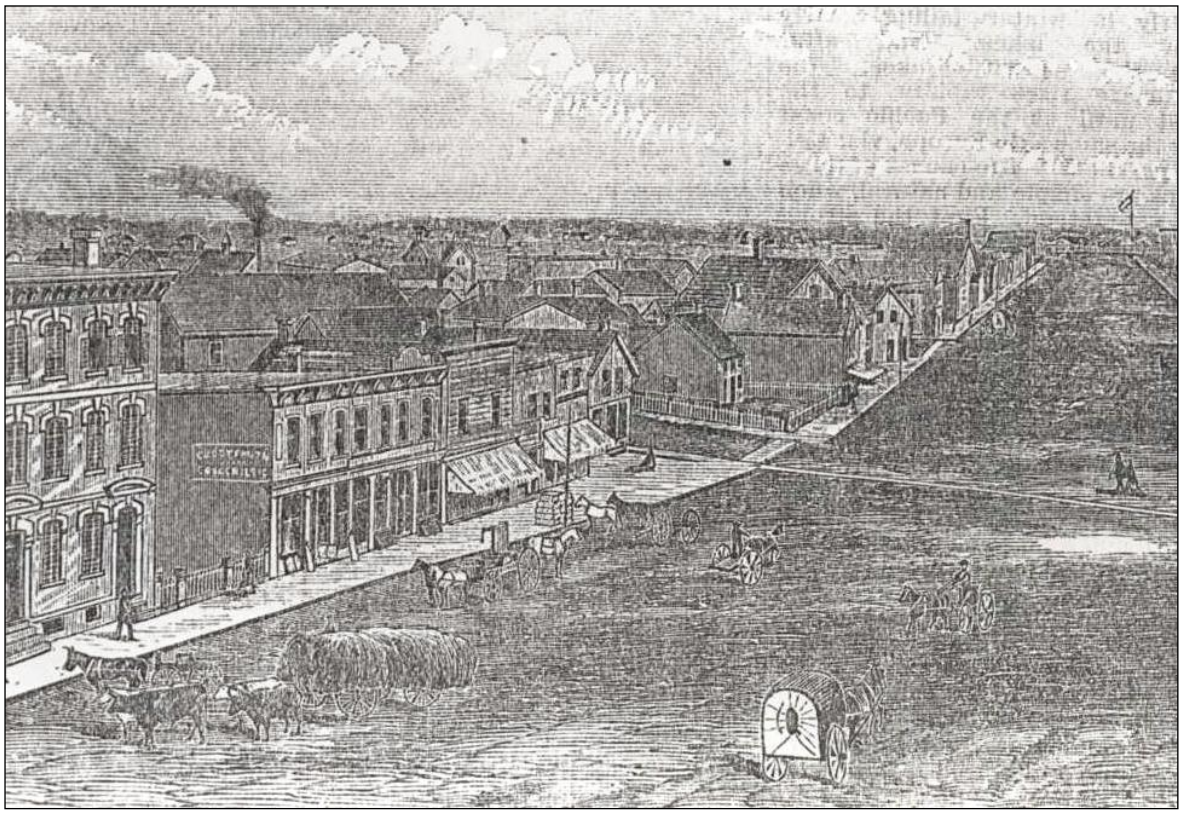


Plate 1 – This sketch from ca.1877, shows the east side of Main Street looking south from near Portage Avenue. The flag in the upper right corner flies over Upper Fort Garry. (Reproduced courtesy of Western Canada Pictorial Index, 604-18896.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 2 – The Clarendon Hotel, northwest corner of Portage Avenue and Donald Street (#311), ca.1905. (M. Peterson Collection.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 3 – Portage Avenue looking east from Hargrave Street, ca.1915. Eaton's (right foreground) towers over the smaller buildings on the north side of the street. (Archives of Manitoba, N12614.)



Plate 4 –Hudson's Bay Company Store, 450 Portage Avenue, during construction, August 23, 1926. The parking lot that would become the Power Building is seen to the left. (Hudson's Bay Company Archives.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING

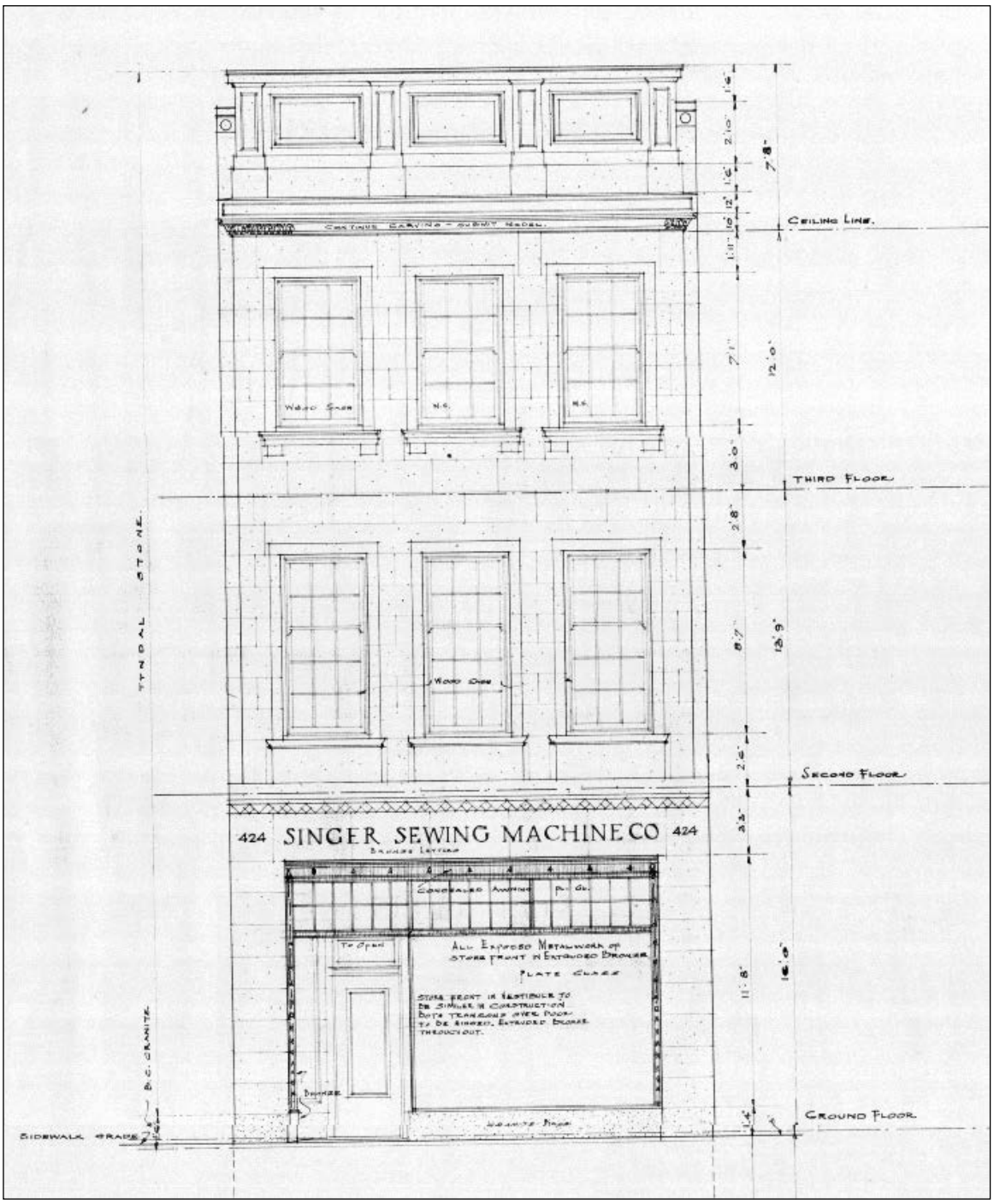


Plate 5 – Architect's plans, "Front Elevation," Singer Sewing Machine Building, Portage Avenue, 1929. (City of Winnipeg, Plan #4755/1929.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 6 – Singer Sewing Machine Building, 424 Portage Avenue, front (north) façade, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 7 – Singer Sewing Machine Building, 424 Portage Avenue, detail of upper floors, front (north) façade, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING

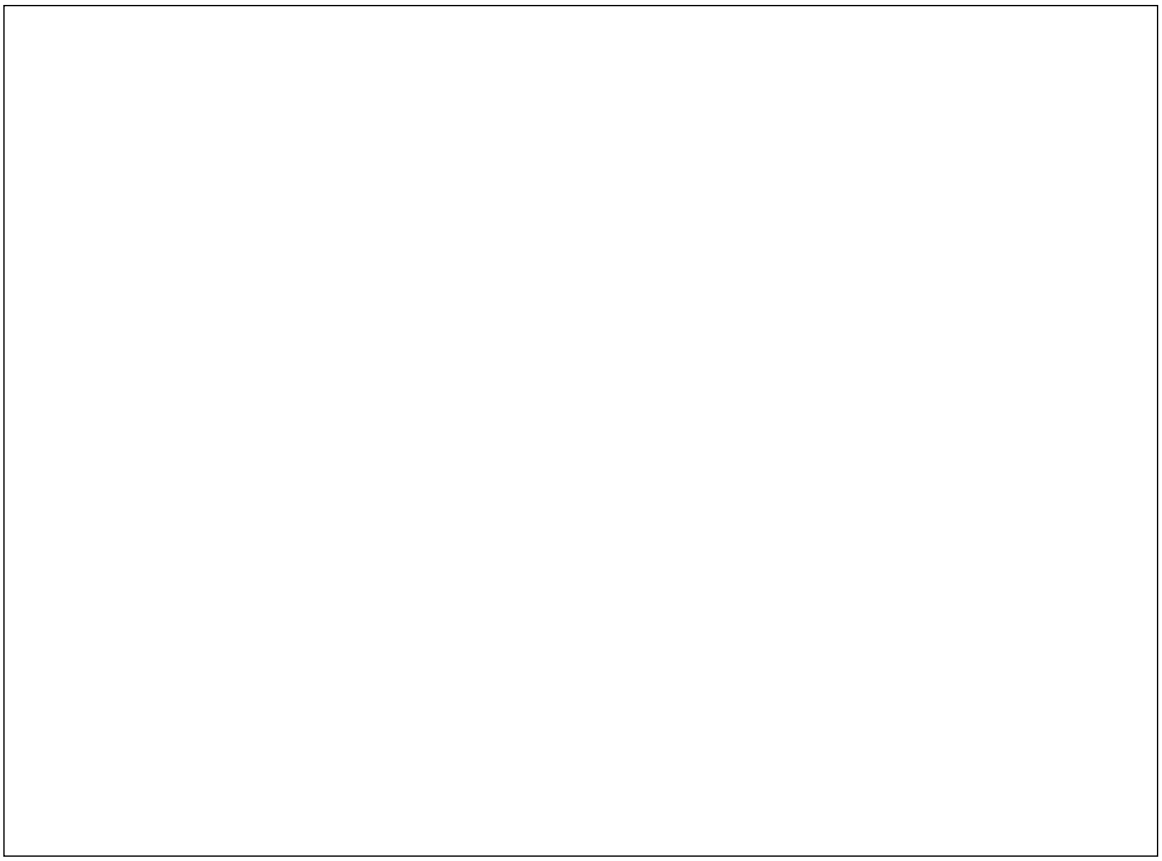


Plate 8 – Singer Sewing Machine Building, 424 Portage Avenue, detail of front (north) façade, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 9 – Singer Sewing Machine Building, 424 Portage Avenue, front (north) and west façades, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 10 – Singer Sewing Machine Building, 424 Portage Avenue, east façade, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 11 – Singer Sewing Machine Building, 424 Portage Avenue, rear (south) façade, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 12 – Singer Sewing Machine Building, Portage Avenue west of Kennedy Street, 2015. (M. Peterson, 2015.)

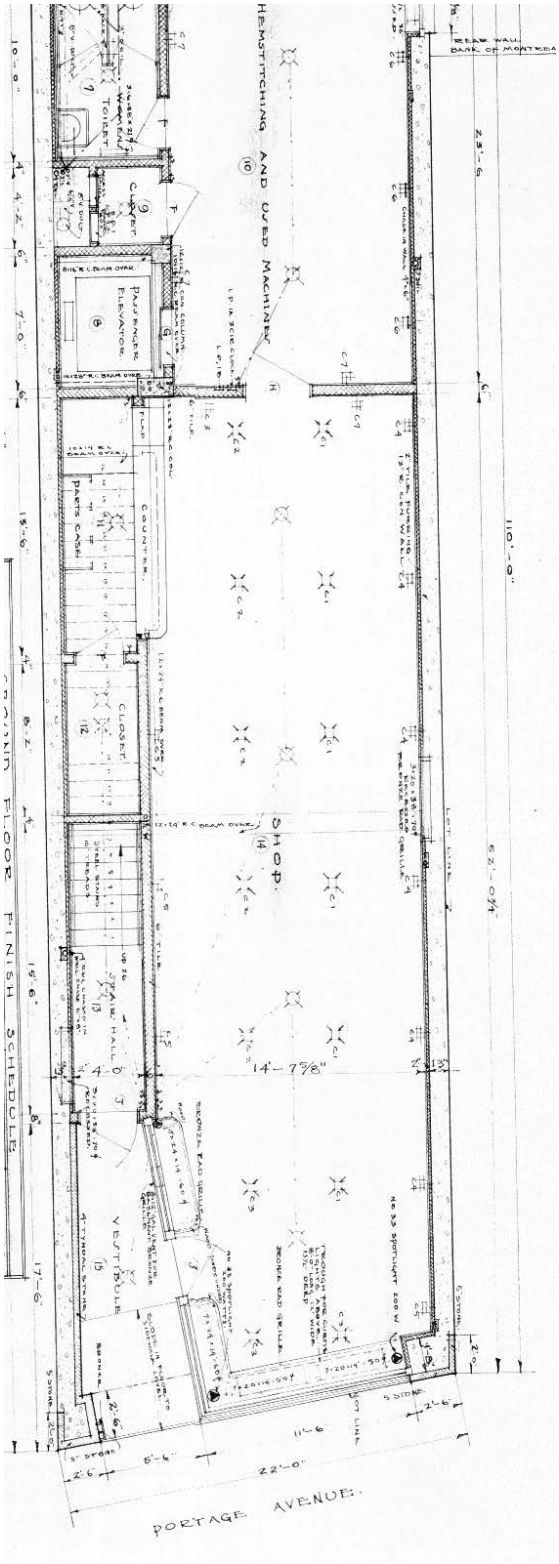


Plate 13 – Architect's plans, "Ground Floor Plan," north portion (left) and south portion (right), Singer Sewing Machine Building, Portage Avenue, 1929. (City of Winnipeg, Plan #4755/1929.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING

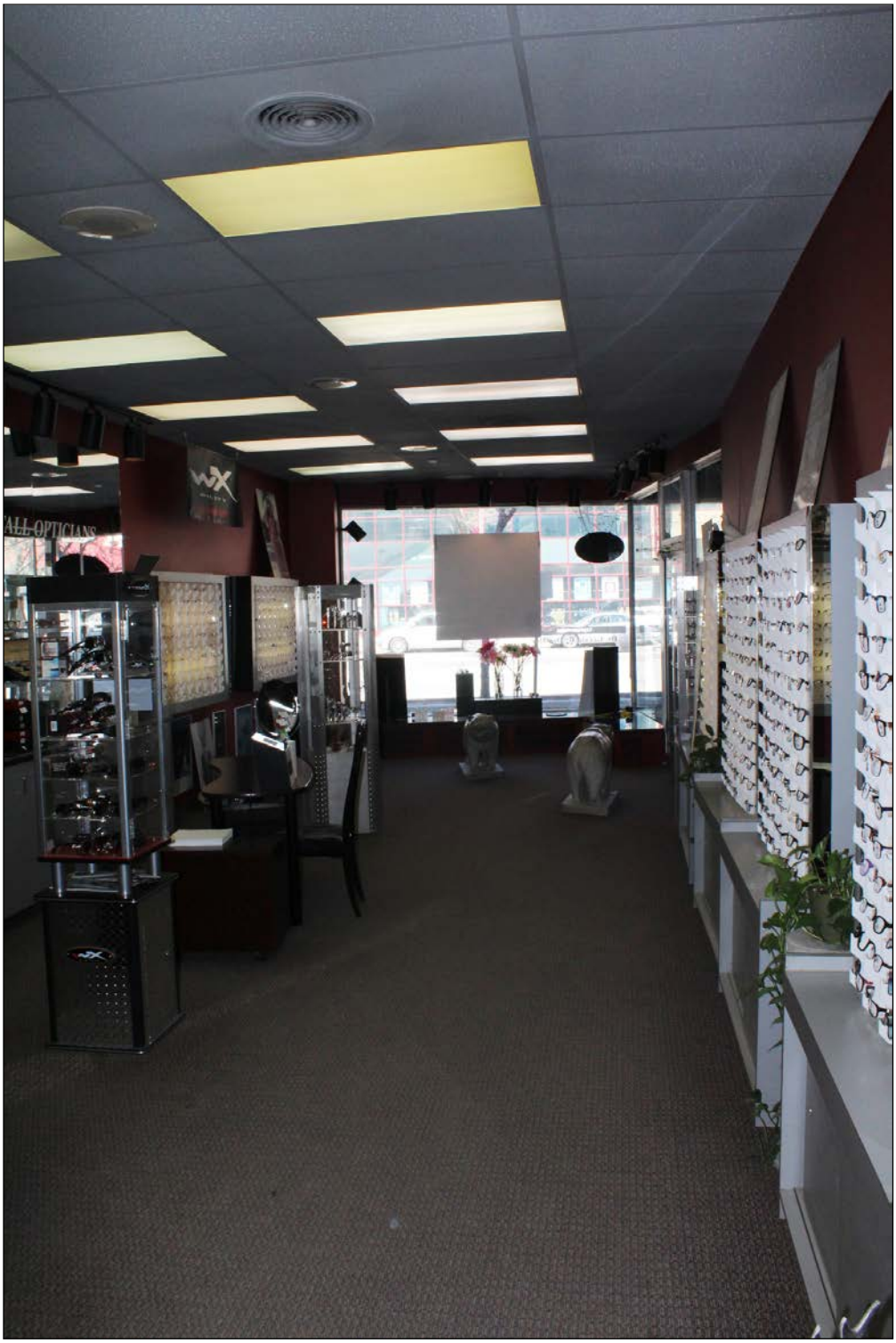


Plate 14 – Singer Sewing Machine Building, 424 Portage Avenue, main floor retail space, 2019. (M. Peterson, 2019.)



Plate 15 – Singer Sewing Machine Building, 424 Portage Avenue, main floor stone cladding, east staircase, 2019. (M. Peterson, 2019.)



Plate 16 – Singer Sewing Machine Building, 424 Portage Avenue, second floor terrazzo and tile hallway flooring, 2019. (M. Peterson, 2019.)



Plate 17 – Portage Avenue, looking east from Vaughan Street, 2019. (M. Peterson, 2019.)

424 PORTAGE AVENUE – SINGER SEWING MACHINE BUILDING



Plate 18 – Portage Avenue, looking west from Kennedy Street, 2019. (M. Peterson, 2019.)



Plate 19 – Singer Sewing Machine Building, 590 Main Street (arrow), ca.1967. (City of Winnipeg.)