

333 BROADWAY

MONARCH LIFE BUILDING

City of Winnipeg
Historical Buildings & Resources Committee
Researcher: M. Peterson
May 2017

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 an important illustration of the growth of Winnipeg as a regional/national headquarters for many companies after World War II and their need for modern office space and the growth of Broadway as one of the city's premier thoroughfares;

(b) It is associated with the Monarch Life Assurance Company a major regional concern in the insurance/finance sector since its incorporation in the early 1900s with a growing influence after World War II;

(c) It was one of the first and best examples of Modernist architecture that became an important part of the redevelopment of downtown Winnipeg in the late 1950s and 1960s and an important design of the influential local firm Smith Carter Searle Associates;

(d) Built of steel and reinforced concrete and clad in granite, this office tower is an excellent example of period construction methods and materials;

(e) It is a highly conspicuous building within the downtown; and

(f) The building's exterior has been altered, the most recent was completed with sensitivity to the original design.

333 BROADWAY – MONARCH LIFE BUILDING

One of Winnipeg's earliest and most exclusive residential districts was known as the Hudson's Bay Reserve, so named because of its long association with the fur trading company. This large block of land, 188 hectares, near Upper Fort Garry was granted to the company under the terms of the surrender of the Company's land rights in Western Canada (Rupert's Land) to the Government of Canada. The Reserve included the land west of the Red River as far as Colony Creek (present-day Osborne Street) and from the Assiniboine River north to Notre Dame Avenue (Plate 1). Cottages and other small structures appeared as early as 1873 and by the 1880s, many of the city's most prestigious families and opulent houses were found in the area.[1] In fact, one study of early buildings in Winnipeg locates over half of the city's 22 most luxurious dwellings in the Reserve.[2] Large churches, terraces and schools were also part of the building stock (Plates 2 and 3).

As new areas of exclusive residential development organized further from the expanding downtown – Armstrong's Point, Fort Rouge, Crescentwood, Wolseley and River Heights – many of Winnipeg's elite families relocated. In 1910, however, the Reserve still boasted fine homes on sizeable grounds with Broadway, a tree-lined, expansive street, running through its heart (Plate 4). And Broadway's signature building of the pre-1920 era, the Hotel Fort Garry, was completed just before the start of World War I in 1913 (Plate 5).

Through the War, much of the 1920s and into the Depression years of the 1930s, the pace of development in Winnipeg slowed to a near standstill and little new construction was found on Broadway and most other streets in the city.

This would all change after World War II. The worldwide economic boom translated into a demand for modern office space in downtown Winnipeg, with Broadway becoming the primary

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1 M. Peterson, "Glines House (Tremblay Apartments) – 55 Hargrave Street," Report for the City of Winnipeg Historical Buildings Committee, July 1989, p. 1.

2 R.R. Rostecki, "The Growth of Winnipeg, 1870-1886," unpublished M.A. Thesis, University of Manitoba, 1980, p. 11.

location for many large local, national and international firms seeking to establish new headquarters. Both sides of the street filled with new office towers, sleekly designed utilizing the newest technologies of the day.

The Monarch Life Assurance Company, a major regional insurance company founded in Winnipeg/Toronto in 1904, sought to create a new headquarters that would be a signature building. Two years of planning and study[3] led to the design and construction of its new office building facing Broadway that officially opened in early 1962 (Plates 6 and 7).

STYLE

> Internationally recognized as one of Winnipeg's landmark Modernist buildings, the Monarch Life Building was constructed amid much public interest and took its place among a growing number of modern buildings on both sides of Broadway and along the intersecting streets. The landmark design...was carefully selected to express the bold confidence and security of the corporation, its concern for its clients and employees, as well as its commitment to the economic development of the city of Winnipeg.[4]

The Monarch Life Building features many of the design elements associated with the International Style. 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

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3 "333 Broadway," Winnipeg Architecture Foundation website, http://www.winnipegarchitecture.ca/333-broadway/, 2017 (below as WAF website). The architects hired a New York City planning firm specializing in insurance office efficiency.

4 WAF website.

modules, the style stressed material and proportionality over ornamentation.[5] The use of glass and steel gave the style a "lightness" of appearance.[6]

Winnipeg in the 1950s featured a number of 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 and the Monarch Life Building would certainly be considered one of the best examples.

> 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.[7]

CONSTRUCTION

The building measures approximately 22.9 x 64.7 metres,[8] rising six storeys from grade with a penthouse. Built of steel and precast and cast in place concrete (Plate 8), the building is clad in 5.1-centimetre thick granite panels [9] quarried in Cold Springs, Minnesota. One of the unique aspects of its construction is the extensive use of stainless steel – 50 tonnes were used for curtain walls, doors, window frames and mullions and numerous interior elements – making it the largest use of the material in Western Canada at the time. The building cantilevers

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5 Identifying Architectural Styles in Manitoba (Winnipeg, MB: 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.

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

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

8 City of Winnipeg Assessment Record, Roll No. 12093421500. Below as AR.

9 Loc. cit.

approximately 4.0 metres over its 35.6-centimetre concrete foundation and the $4 million project took 20 months to complete.[10]

Contracts for the new building totalling $3 million were let in April of 1960 and construction began shortly after, continuing through the winter.[11] So interested was the general public in the construction, that bleachers were built to allow spectators a comfortable and protected viewing location.

DESIGN

Sitting on a wide pedestal of dark, smooth stone, the Monarch Life Building features front (south) and rear (north) façades of similar design. The smaller ground floor features extensive use of glass (Plate 9) while the upper floor are comprised of plain columns running from the pedestal to the roof line, the bays created filled with thin rectilinear window openings, angled and separated by dark spandrels (Plate 10). Topping the building are deeply recessed windows and a penthouse (Plate 11). The rear (north) façade faces a large surface parking lot (Plate 12).

The east and west façades are windowless (Plate 13).

A number of alterations occurred to the building over time including replacing of the original windows in 1995, the replacement of the front landing/stairs and the construction of barrier free access in 2007[12] and the addition of two new door openings on the north façade in 2009.[13]

In 2010, it was identified that building envelop replacement was necessary. The massive $7 million project,[14] completed in 2011 and 2012, entailed removal and repair of the over 4,000 granite panels, asbestos removal and new building envelop completed, replacement of the 1995

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10 WAF website.

11 Winnipeg Free Press, April 23, 1960, p. 3, May 31, 1960, p. 4 and November 10, 1960, p. 3.

12 City of Winnipeg Building Permit (below as BP), #153303/2007, $230,000.

13 BP #103175/2009, $120,000.

14 BP #171575/2010.

windows, new spandrel panels, new coping stones supplied by the original Minnesota quarry and reinstallation of the repaired granite panels (Plate 14).[15] The expanded envelop necessitated the design of stainless steel joints at six exterior locations (Plate 15).

INTERIOR

Design considerations on the interior were as carefully completed as the exterior. Interior design was completed by Allison Bain of Toronto, with furnishing (Plate 16) and fabrics by Montreal's Karen Bulow Limited.[16]

The structure is built utilizing 1.7-metre square module construction "...in electrical, mechanical and acoustic systems so that all services are integrated for maximum flexibility in partition arrangements and maintenance."[17] Total floor area of the building is nearly 11,500 square metres.[18]

The floors were individually designed depending on the tenants (Plate 17), with a combination of private offices and general offices and public space. A full kitchen and dining room was found in the basement. The kitchen has been closed and repurposed, but the tile walls still exist (Plate 18).

Most of the office space on the upper floors has been remodelled/updated over the years (Plate 19), although the metal-accented staircases have not seen major renovation. The main floor, however, features a wealth of original detailing including the volume of space in the central lobby area (Plate 20), metal accenting around windows and doors, stone-clad columns (Plates 21 and 22) and the lighting (Plate 23).

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15 Information provided by G. Gross, 1 x 1 Architecture Inc.

16 WAF website.

17 Loc. cit.

18 AR.

INTEGRITY

The building stands on its original site and appears to be in excellent structural condition. Renovations over the years have been extensive on both the interior and exterior. The most recent upgrades and repairs to the building's envelop have been recognized for their innovation and sensitivity to the original design and materials.[19]

STREETSCAPE

This block of Broadway has been developed since the 1890s: Frederick W. Thompson (1862-1912), manager of the Ogilvie Mill Company and president of the Winnipeg Grain Exchange, built a mansion on the northeast corner of Carlton Street ca.1895 which was sold to Scott Griffin, Canadian Northern Railway superintendent of the express and telegraph department in 1902 and was known as 353 Broadway (Plate 24).[20] James H. Ashdown, well-known retailer/wholesaler built a magnificent brick and stone mansion at the corner of Hargrave Street (Plate 25). Numbered 347 Broadway, it was the home to one of the City's richest businessmen and his family until 1913 when he moved to his new house as 529 Wellington Crescent. The Broadway property was sold to the Adanac Club which had been founded in 1909. The Club made major alterations and an addition to the structure in 1913[21] and occupied the building for many years.[22] The building also served as the Music and Arts Building, with a performance venue on the second floor and was utilized by the Men's Music Club. St. John's College took over the building in 1945 and remained until 1959. Monarch Life, who had purchased the property in 1955, demolished the building in the early 1960s to make way for their new office tower.[23]

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19 The work, designed by 1 x 1 Architecture Inc. in collaboration with Smith Carter, received the Cornerstone Awards for Building Heritage in 2013 and Heritage Winnipeg's Preservation Award of Excellence in 2014.

20 "Frederick William Thompson," Memorable Manitobans, Manitoba Historical Society website, 2016; Manitoba Free Press, various, 1890-1905.

21 City of Winnipeg Building Permit, #1974/1913, cost of work $55,000, designed by Pratt and Ross, built by National Construction Company.

22 "Adanac Club," Manitoba Historical Society website, 2013; Manitoba Free Press, various, 1912-1915.

23 Winnipeg Free Press, March 2, 1960, p. 15; and Lillian Gibbon, Stories Houses Tell (Winnipeg, MB: Hyperion Press, 1978), p. 92.

By the mid-1960s, Broadway and the immediate vicinity had been extensively converted from a residential neighbourhood to Winnipeg's new financial and business centre. Joining the Monarch Life Building were a number of other fine Modernist Style office towers: Investors Syndicate Building, 280 Broadway (built 1956 and additional storeys 1963); the provincial government's Norquay Building, 401 York Avenue (1960); Sovereign Life Building, 287 Broadway (1956); Imperial House, 379 Broadway (1961); Premier Life Building, 360 Broadway (1962); Britannia House, 338 Broadway (1963); and IBM Building, 373 Broadway (1963). Add to this list three buildings from the 1970s – Centennial House, 310 Broadway (1970); Wawanesa Building, 191 Broadway (1976); and Manulife House, 386 Broadway (1977) – and Broadway's transformation was complete (Plate 26).

The Monarch Life Building, raised above street level, resting on a smooth dark stone base and filling the entire block, continues to be an important contributor to the Broadway streetscape.

ARCHITECT/CONTRACTORS

Architects for this landmark building were the Winnipeg firm Smith Carter Searle Associates (SCS), with Arthur James "Jim" Donahue principal designer and Grant Marshall, interior design.[24] SCS formed in 1947 with Ernest John Smith, Dennis Carter and Walter Katelnikoff and was at the fore of the modernist movement in the City and Canada (see Appendix I for biographical information). This firm has been given 20 points by the Historical Buildings and Resources Committee.

The Regina, Saskatchewan-born Donahue (1917-1996) studied architecture at the University of Minnesota and Harvard University, becoming the first Canadian to complete a degree at the latter's Graduate School of Design. He was hired as a professor of architectural design at the University of Manitoba in 1947 and "showed a keen aptitude and interest in furniture design."[25] Donahue

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[24] S. Keshavjee, ed., Winnipeg Modern: Architecture 1945-1975 (Winnipeg, MB: University of Manitoba Press, 2006), p. 135.

[25] "Donahue, Arthur James (Jim)," Winnipeg Architecture Foundation website, http://www.winnipegarchitecture.ca/ a-j-donahue/, 2017.

partnered with Smith Carter Searle in 1959 in an unsuccessful submission for Winnipeg's new City Hall. He also partnered with the firm on its 1959 designs of the Monarch Life Building and the J.A. Russell Building, Dafoe Road, University of Manitoba Campus (Plate 27) and it is generally accepted that he took the role of principal designer on both projects. Donahue left Winnipeg for Nova Scotia in 1963. He lived just outside of Halifax, NS until his death in 1996.[26]

Engineers on the project were H.H. Angus from Toronto, with Winnipeg firms Bowyer Boag and Kunmen-Shipman Limited providing the mechanical and electrical engineering respectively.[27]

General contractor was Bird Construction Company Limited. The company was founded by Hubert J. Bird as Bird, Woodall and Simpson Limited, general contractors, in Moose Jaw, SA. Incorporated in Regina, SA in 1930 as Bird Construction Limited, relocating its head office to Winnipeg in 1938. The company was an integral part of the Wildwood development in the mid-1940s and helped build the Winnipeg Floodway and other post-1950 flood abatement projects. It continues today to be a major Canadian contractor.[28]

PERSON/INSTITUTION

The Monarch Life Assurance Company was formed by Act of Parliament in 1904 and immediately began advertising for agents and provincial and district managers.[29] By 1906, it listed capital of $2 million and an impressive list of directors that included politicians, businessmen and bankers from Manitoba, Ontario and Quebec.[30]

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26 Loc. cit.

27 WAF website.

28 Bird Construction Company website, http://www.bird.ca/Company/History-timeline.html, no date.

29 Report of the Royal Commission on Insurance: Minutes of evidence [March 5-Nov. 24, 1906] (Ottawa, ON: S.E. Dawson, 1907), p. 3 (below as Commission); and Manitoba Free Press, September 17, 1904, p. 10.

30 Manitoba Free Press, August 18, 1906, p. 22.

But the company, which had been called before a Royal Commission on Insurance in the fall of 1906, appeared to have circumvented provisions of its founding Act. It was forbidden from commencing business prior to certain levels of cash being paid into the funds of the company. Claims made when the company applied for its license (July 1905), according to testimony from various company officials, were false, leading the Commission to conclude:

> The persons concerned showed no respect for the Act of Parliament, the provisions of which were deliberately violated. As pointed out later, there is some doubt whether the executive committee which passed this resolution was validly appointed.[31]

Equally concerning to the Commission was the fact that company agents had used the promise of relocating its head office to Winnipeg to sell stock subscriptions in the Manitoba capital (the Act stipulated Toronto as its headquarters) and that the company's first manager, Thomas Marshall Ostrom, according to the Commission, exploited "...the company for his personal benefit" with the help of several directors, whose own compensation for their promotional work for the new company was called "a disproportionate reward".[32] Shortly after his testifying before the Commission, Ostrom resigned from the company.[33]

In December, the company, finally headquartered in Winnipeg, announced that experienced insurance man John W.W. Stewart (1868-1936)[34] had been appointed general manager and its officers were:[35]

- President: James T. Gordon (also President of Gordon, Ironside and Fares, meatpacking);
- 1st Vice-President: Hon. Robert Rogers (Manitoba Minister of Public Works); and
- 2nd Vice-President: Edmund L. Taylor (lawyer, educator and M.L.A.).

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31 Commission, p. 112.

32 Loc. cit., pp. 113 and 115.

33 Manitoba Free Press, October 26, 1906, p. 13.

34 "Steward, John William Willoughby," Memorable Manitobans, Manitoba Historical Society website, 2013.

35 Manitoba Free Press, May 14, 1907, p. 7.

On more stable footing, Monarch Life Assurance began to expand and grow, tied to the economic growth of the region. Originally located in the Ashdown Block, Main Street at Bannatyne Avenue, it moved to the Boyd Building by World War I and the Electric Railway Chambers, 213 Notre Dame Avenue, by the 1940s. An industry leader, the company continued to flourish, ultimately being bought by North American Life which was acquired by Manufacturers Life.

In 1999, Monarch Life's headquarters on Broadway became the head office for the Worker's Compensation Board which continues to occupy the building.

EVENT

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

CONTEXT

The Monarch Life Building is one of several excellent examples of the cutting edge development of modern office space in Winnipeg's downtown in the late 1950s and throughout the 1960s. Innovation and creativity were at the fore during this period in Winnipeg's building sector, with many nationally and internationally recognized designs being built.

It also highlights the evolution of the Broadway neighbourhood from older residential district to financial centre during this same period.

LANDMARK

The Monarch Life Building was a finalist for the Royal Architectural Institute of Canada's 1964 Massey Medal, a national program recognizing excellence in Canadian architecture.

Now the Workers Compensation Board Building, it has been a landmark building in downtown Winnipeg since construction began and continues to be a recognized structure.

Historical Buildings & Resources Committee
THE CITY OF WINNIPEG

APPENDIX I

CITY OF WINNIPEG - Preliminary Report

Building Address: 333 Broadway

Building Name: Monarch Life Building

Original Use: offices

Current Use: offices

Roll No. (Old): 12093421500 (---)

RSN: 130052

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

Legal Description: 1 St. John, Plan 129, Block 3, Lots 461/466, 470/473 & 554/560, Plan 7325, Lots 1/2, Plan 10291, Parcel A and Plan 24410, Lots 15/20

Location: north side from Hargrave Street to Carlton Street

Date of Construction: 1961 Storeys: 6 + penthouse **Heritage Status: NOMINATED LIST**

Construction Type: steel, stainless steel, granite and reinforced concrete

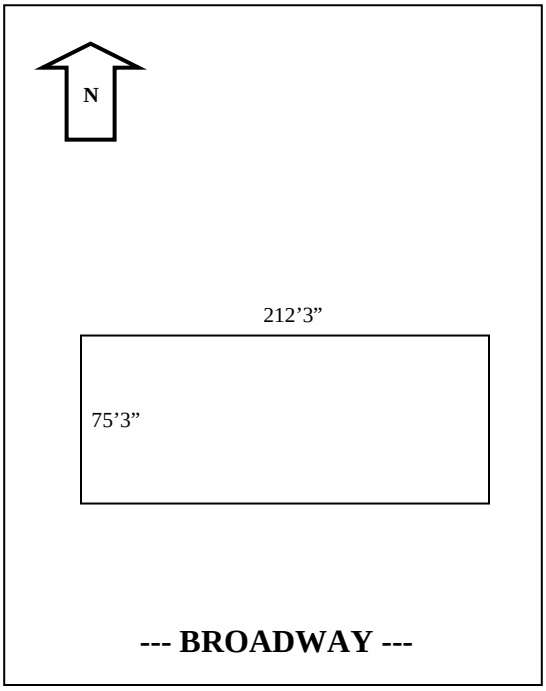
Building Permits (Plans available: **[CS]** City Storage; **[M]** Microfilm; **[Mi]** Microfiche):

---SEE NEXT PAGE---

Information:

ARCHITECT – SMITH CARTER SEARLE ASSOCIATES

CONTRACTOR – BIRD CONSTRUCTION



BUILDING PERMITS:

AVAILABLE PLANS: (Plans available: **CS** -City Storage; **M** -Microfilm; **Mi** -Microfiche)

YEAR	NO.	PLANS	AMOUNT	DESCRIPTION
1960	1021	**CS**	$3,000,000	Superstructure
1960	2297	**CS**	---	Electrical plans
1965	1075	**M505**	$31,000	Interior alterations
1968	2922	**M146**	$10,400	Interior alterations
1981	304	**CS**	$28,000	Interior alterations
1981	958	**Mi**		Interior alterations
1985	699	**CS**	$150,000	Interior alterations
1986	2574	**Mi**		Interior alterations
1986	2594	**CS**	$36,000	Interior alterations
1988	8119		$3,000	Interior alterations
1988	8864		$1,000	Interior alterations
1990	850	**CS**	$15,000	Interior alterations
1990	4170	**CS**	$140,000	Interior alterations
1990	10048	**CS**	$225,000	Interior alterations
1991	117	**Mi**		Interior alterations
1991	4220	**CS**	$285,000	Interior alterations
1991	5907		$7,700	Remove in-ground tanks
1991	6631	**CS**	$210,000	Interior alterations
1991	7214	**CS**	$200,000	Interior alterations
1994	5546	**CS**	$40,000	Interior alterations
1997	4287	**CS**	$50,000	Interior alterations
1997	4289	**CS**		Interior alterations (sprinklers)
1997	5217	**CS**	$350,000	Interior alterations
1997	5875	**CS**	$1,000,000	Interior alterations
1997	6593	**CS**	$56,000	Interior alterations
1997	6673	**CS**	$1,800,000	Interior alterations
1998	147	**CS**	$10,000	Interior alterations
2007	153303		$230,000	Exterior alterations (replace front landing and stairs and new barrier free access)
2009	103175		$120,000	Exterior alterations (2 new door openings on north elevation)
2010	171575		$7,000,000	Exterior alterations (weather sealing)
2013	163527		$95,000	Interior alterations (demolition and reconfiguration of interior partitioning)
2016	166988		$49,174	Interior alterations (main floor)

APPENDIX II

Smith Carter Searle Associates

Formed in 1947 by three recent University of Manitoba Architecture graduates as Smith Carter Katelnikoff, the firm, which operated for many decades as Smith Carter and today operates as Architecture 49, was one of Winnipeg's most prolific and influential firms in the post-World War II era.

Ernest John Smith was born in Winnipeg and won the Royal Architectural Institute of Canada Gold Medal at the University of Manitoba, moving on to receive his Master's Degree from the Massachusetts Institute of Technology. Joining with Dennis Carter and Walter Katelnikoff to create Smith Carter Katelnikoff, Smith also taught at the University of Manitoba while the practice was being established. Beyond this practice, Smith was also influential through his board work, including: President of the Manitoba Association of Architects (1956-1961); Chairman of the National Joint Committee on Construction Materials (1963-1965); and Dean of the College of Fellows (1972-1975) and Chancellor of the Royal Architectural Institute of Canada (1979). Smith remained as managing partner of the firm for 38 years, retiring in 1985. He died in 2004.[1]

Dennis Carter was born in Montreal, PQ in 1920 but spent his youth in England, before being sent to Canada during World War II. He graduated from the University of Manitoba with a Bachelor of Architecture in 1945 and was, like partner E.J. Smith, awarded the Royal Architectural Institute of Canada Gold Medal. He died in 2012.[2]

Walter L. Katelnikoff was born in 1918, graduating with his Bachelor of Architecture degree from the University of Manitoba in 1944. He worked for a year in the offices of Moody and Moore and then, with Ernest J. Smith, worked for the firm of Northwood and Chivers. In 1947, Smith Carter Katelnikoff was formed and its commissions grew throughout the 1950s. In 1958,

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1 Winnipeg Free Press, October 25, 2004.

2 Winnipeg Free Press, June 30, 2012.

Katelnikoff left the firm and joined with associates John Stuart Allison and James P. Lewis to established Walter L. Katelnikoff and Associates. Katelnikoff died in 1974.[3]

The firm grew steadily in the 1950s on the strength of commissions for several large schools throughout the city and in rural Manitoba and Western Canada where large, modern centralized facilities were replacing the local one-room school.[4] As a result, the firm took on a fourth partner, E. Fitz Munn in 1954, although he only stayed with the firm for two years.[5] In the late 1950s, Jim Searle joined the firm, which became Smith Carter Searle Associates.[6] In 1969, the firm merged John B. Parkin Associates of Toronto to become Smith Carter Parkin.

In 2012, the firm, which had become Smith Carter Architects, was acquired by Genivar Inc.[7] and in 2014, merged with five other Canadian firms to create Architecture 49.[8]

Smith Carter, in all its various forms, is a world-renowned design firm. Among their more notable work are (all buildings Winnipeg unless otherwise noted):

École Varennes, 22 Varennes Avenue (1951)
Norwood Collegiate Institute (now Nelson McIntyre Collegiate), 188 St. Mary's Road (1955)
Rae and Jerry's Steak House, 1405 Portage Avenue (1957)
Monarch Life Building, 333 Broadway (1959-1963) – Massey Medal winner
J.A. Russell Building (University of Manitoba Faculty of Architecture), 83 Dafoe Road (1959) – Massey Medal winner
Knowles School for Boys, 2065 Henderson Highway (1960)
Medical Arts Building Parkade, 218 Edmonton Street (1961)
Canadian Wheat Board Building, 423 Main Street (1962)
Royal Bank Building, 220 Portage Avenue (1965)

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3 "Walter L. Katelnikoff," in Winnipeg Architectural Foundation website, http://www.winnipegarchitecture.ca/walter-katelnikoff/, 2013 (below as WAF website). Katelnikoff lived for many years at 762 South Drive, a street that was also home to architects Roy Sellors, Allan Waisman, Dennis Carter and John Russell.

4 Smith Carter website, 2014.

5 WAF website.

6 Smith Carter website, 2014.

7 Winnipeg Free Press, March 15, 2012, online edition.

8 Canadian Architect, May 26, 2014, online edition.

Smith Carter designs (continued):

Pan Am Pool, 25 Poseidon Bay (1967)
Entrance to Expo ‘67, Place d’Accueil, Montreal, PQ (1967)
Richardson Building, 1 Lombard Place (1967-1969)
Manitoba Centennial Centre, 555 Main Street (1967-1972)
Lombard Garage, 136 Lombard Avenue (1969)
Winnipeg Inn (Westin, Lombard Hotel, Fairmont Hotel) and Lombard Concourse, 175 Portage Avenue East (1970)
Canadian Chancery Building, Warsaw, Poland (1970)
Canadian Grain Commission Building, 303 Main Street (1970)
Bank of Canada Building, 161 Portage Avenue East (1971)
Woodsworth Building, 405 Broadway (1973)
Carlton Club, 280 Fort Street (1976)
Credit Union Central Plaza (IKON Building), 215 Garry Street (1976)
Great-West Life Assurance Company Building, 60 Osborne Street (1979)
Trisec Building, Scotia Bank Building & Winnipeg Square, Portage & Main (1980)
Great-West Life Assurance Company Building, 60 Broadway (1981-1983)
Air Canada Building, 355 Portage Avenue (1984)
Portage Place, 393 Portage Avenue (with Number Ten Architectural Group), 1986
St. Boniface Hospital Research Centre, 351 Avenue Taché (1986)
John Buhler Research Centre (Health Sciences Centre), 715 McDermot Avenue (ca.1990)
Kermanshah Technical Training Centre, Iran (date unknown)
Canadian Embassy Building, Moscow, Russia (date unknown)

333 BROADWAY – MONARCH LIFE BUILDING

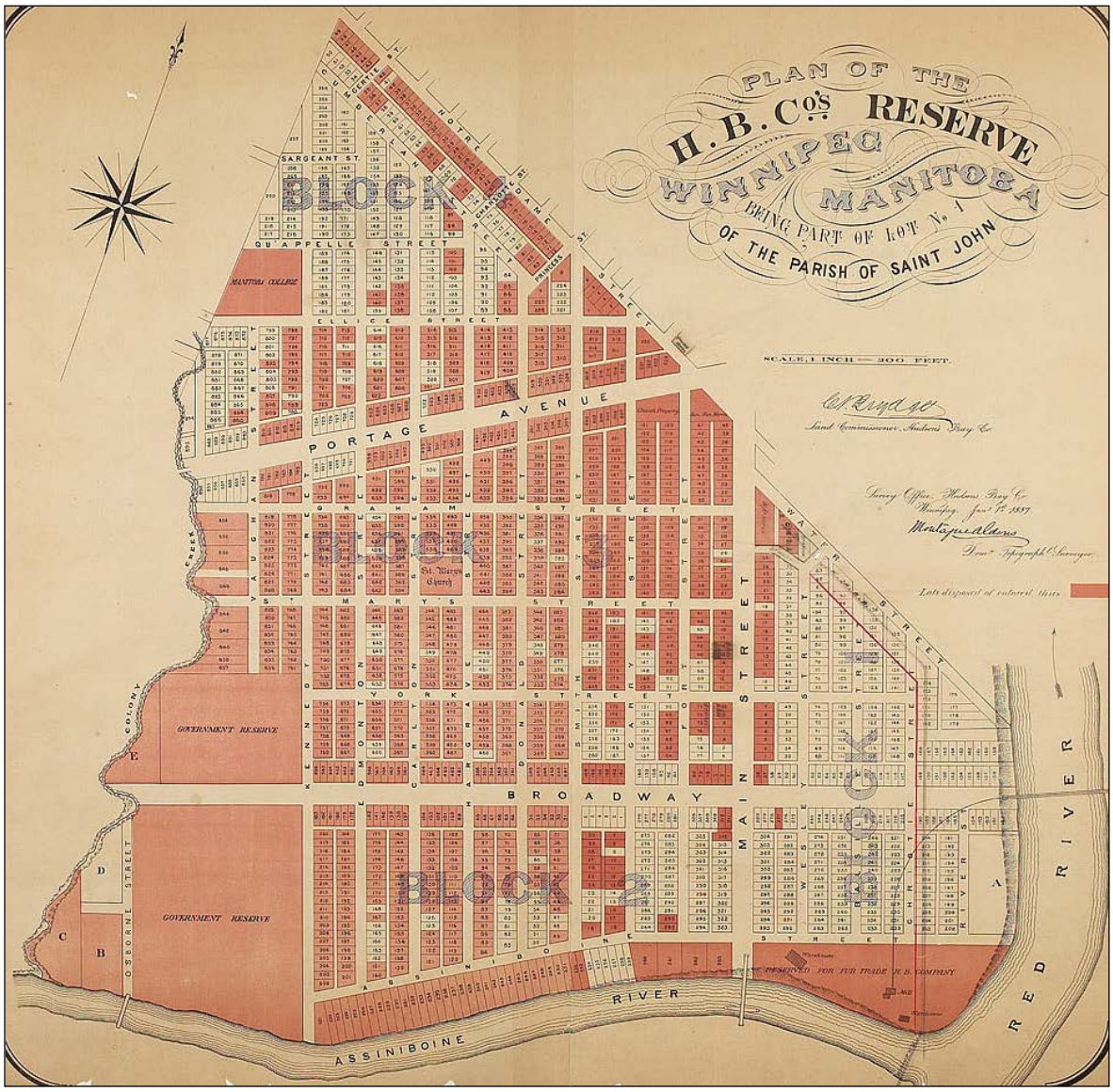


Plate 1 – "Plan of the Hudson's Bay Company Reserve," Winnipeg, Manitoba, by C.V. Brydges, 1887. Block 1 would later be converted into rail yards. (Reproduced from Library and Archives Canada, Ref. No. E-000007937, www.collectionscanada.gc.ca/canadian-west/052920/05292064_e.html.)



Plate 2 – Broadway, 1900. (Reproduced from William H. Carre, Art Work on Winnipeg, Manitoba, Canada [Winnipeg, MB: William H. Carre Company, 1900], Part 6, Page 5.)



Plate 3 – Broadway, 1905. (Reproduced from Winnipeg Public Parks Board Annual Report, 1905, courtesy of City Archives.)

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Plate 4 – Broadway, looking west from Donald Street, ca.1910. (Courtesy of the Archives of Manitoba.)



Plate 5 – Construction continuing on the Hotel Fort Garry, Broadway, 1912. (Archives of Manitoba, "Winnipeg- Hotels- Fort Garry 9," N1464.)

333 BROADWAY – MONARCH LIFE BUILDING



Plate 6 – Monarch Life Building, 333 Broadway, 1961. (University of Manitoba Archives, Henry Kalen Collection.)

333 BROADWAY – MONARCH LIFE BUILDING

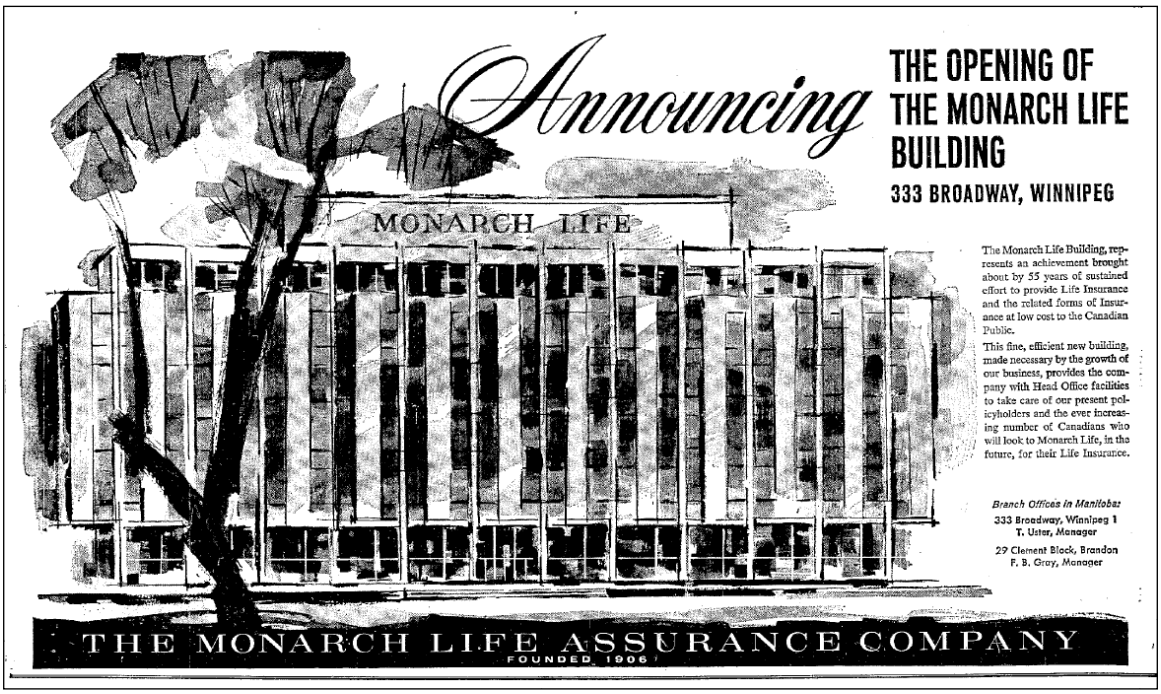


Plate 7 – Announcement of the opening of the Monarch Life Building, 333 Broadway, 1962. (Reproduced from the Winnipeg Free Press, January 16, 1962, p. 5.)

333 BROADWAY – MONARCH LIFE BUILDING





Plate 8 – Monarch Life Building, 333 Broadway, during construction in 1961. (Archives of Manitoba, "Winnipeg- Buildings- Business- Monarch Life 1 [N25162] and 2 [N25163]".)

333 BROADWAY – MONARCH LIFE BUILDING



Plate 9 – Monarch Life Building, 333 Broadway, pedestal and ground floor, front (south) façade, 2016. (M. Peterson, 2016.)



Plate 10 – Monarch Life Building, 333 Broadway, detail of front south) façade, 2016. (M. Peterson, 2016.)

333 BROADWAY – MONARCH LIFE BUILDING



Plate 11 – Monarch Life Building, 333 Broadway, detail of roof line, front (south) façade, 2016. (M. Peterson, 2016.)



Plate 12 – Monarch Life Building, 333 Broadway, north and east façades, 2016. (M. Peterson, 2016.)

333 BROADWAY – MONARCH LIFE BUILDING



Plate 13 – Monarch Life Building, 333 Broadway, west façade, 2016. (M. Peterson, 2016.)



Plate 14 – Monarch Life Building, 333 Broadway, during removal of granite cladding, front (south) façade, March 2011. (M. Peterson, 2011.)

333 BROADWAY – MONARCH LIFE BUILDING

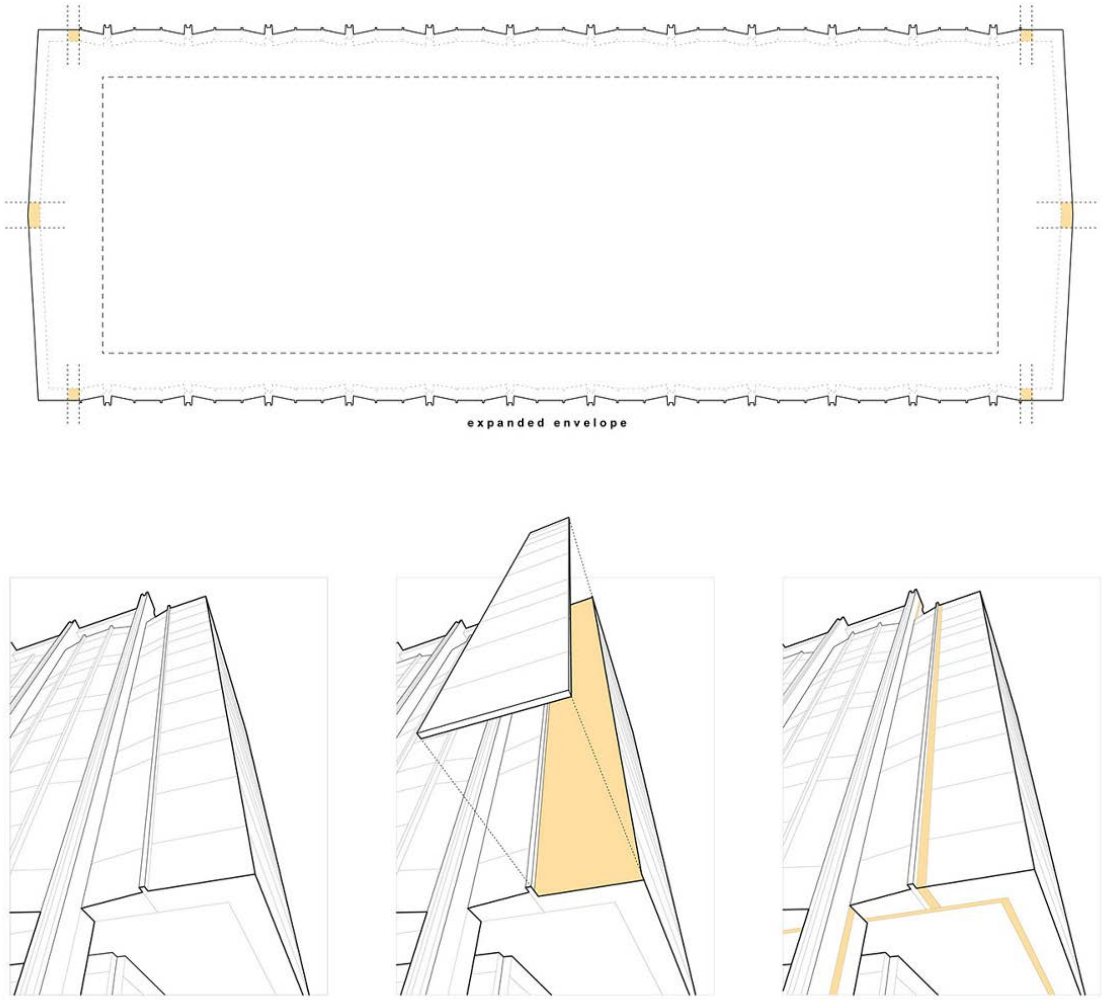


Plate 15 – Monarch Life Building, 333 Broadway, design and location of 2011 stainless steel exterior joints. (Reproduced from 1 x 1 Architecture website, 1x1architecture.ca/following/1x1architecture.ca/Workers-Compensation-Board, no date.)



Plate 16 - Monarch Life Building, 333 Broadway, 1961 interior photograph with furniture by Swiss designer Robert Hausssmann. (Henry Kalen Photograph, 327F1.1-35 reproduced from S. Keshavjee, ed., Winnipeg Modern: Architecture 1945-1975 (Winnipeg, MB: University of Manitoba Press, 2006), p. 135).

333 BROADWAY – MONARCH LIFE BUILDING

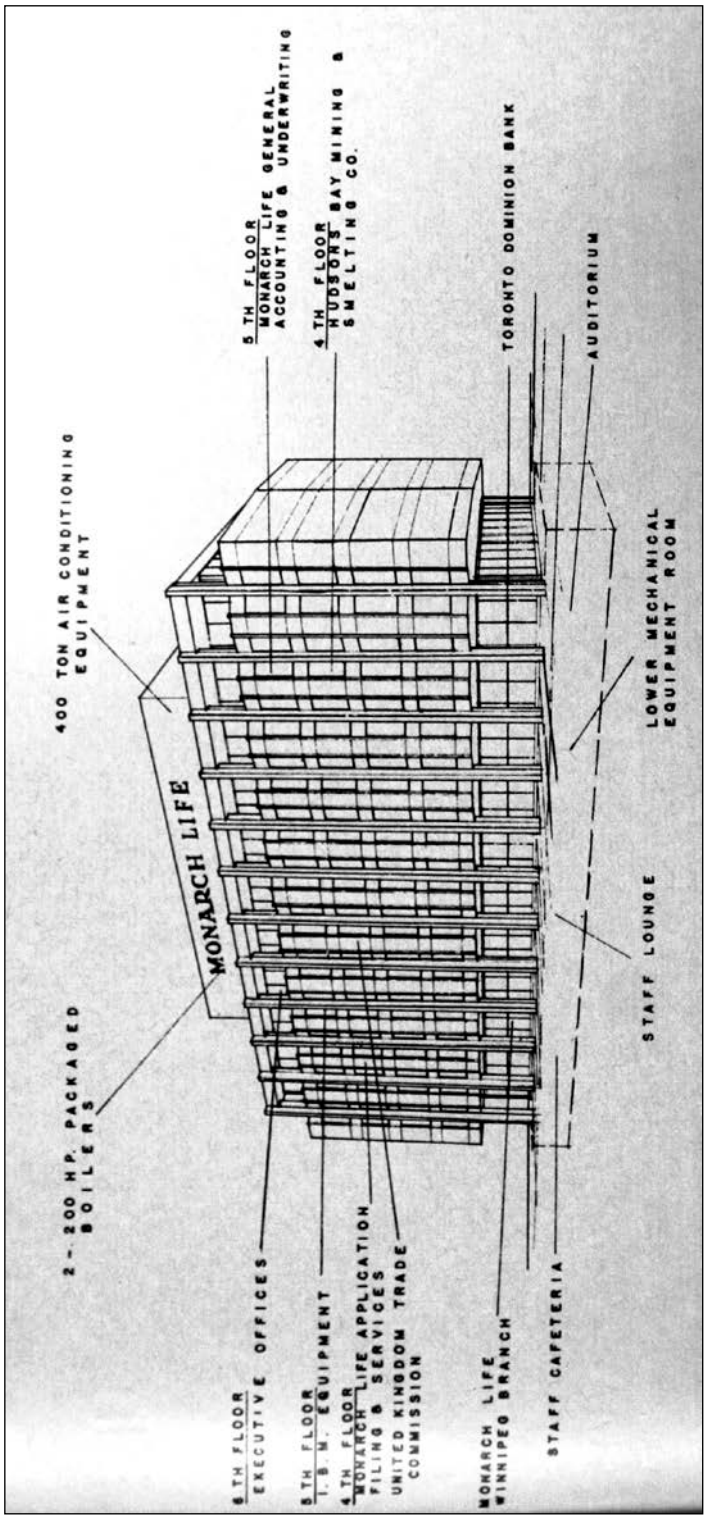


Plate 17 – Monarch Life Building, 333 Broadway, mechanical and interior details, showing tenancy of the various floors, 1962. (Reproduced from Western Construction & Building, January 1962, p. 11.)



Plate 18 – Monarch Life Building, 333 Broadway, original kitchen (now office/storage), 2017. (M. Peterson, 2017.)



Plate 19 – Monarch Life Building, 333 Broadway, office space, third floor, 2017. (M. Peterson, 2017.)

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Plate 20 – Monarch Life Building, 333 Broadway, lobby area, 2017. (M. Peterson, 2017.)



Plate 21 – Monarch Life Building, 333 Broadway, main floor, north wall, east end, 2017. (M. Peterson, 2017.)



Plate 22 – Monarch Life Building, 333 Broadway, detail of metal door to main floor staircase, 2017. (M. Peterson, 2017.)



Plate 23 – Monarch Life Building, 333 Broadway, main floor lobby lighting, 2017. (M. Peterson, 2017.)

333 BROADWAY – MONARCH LIFE BUILDING

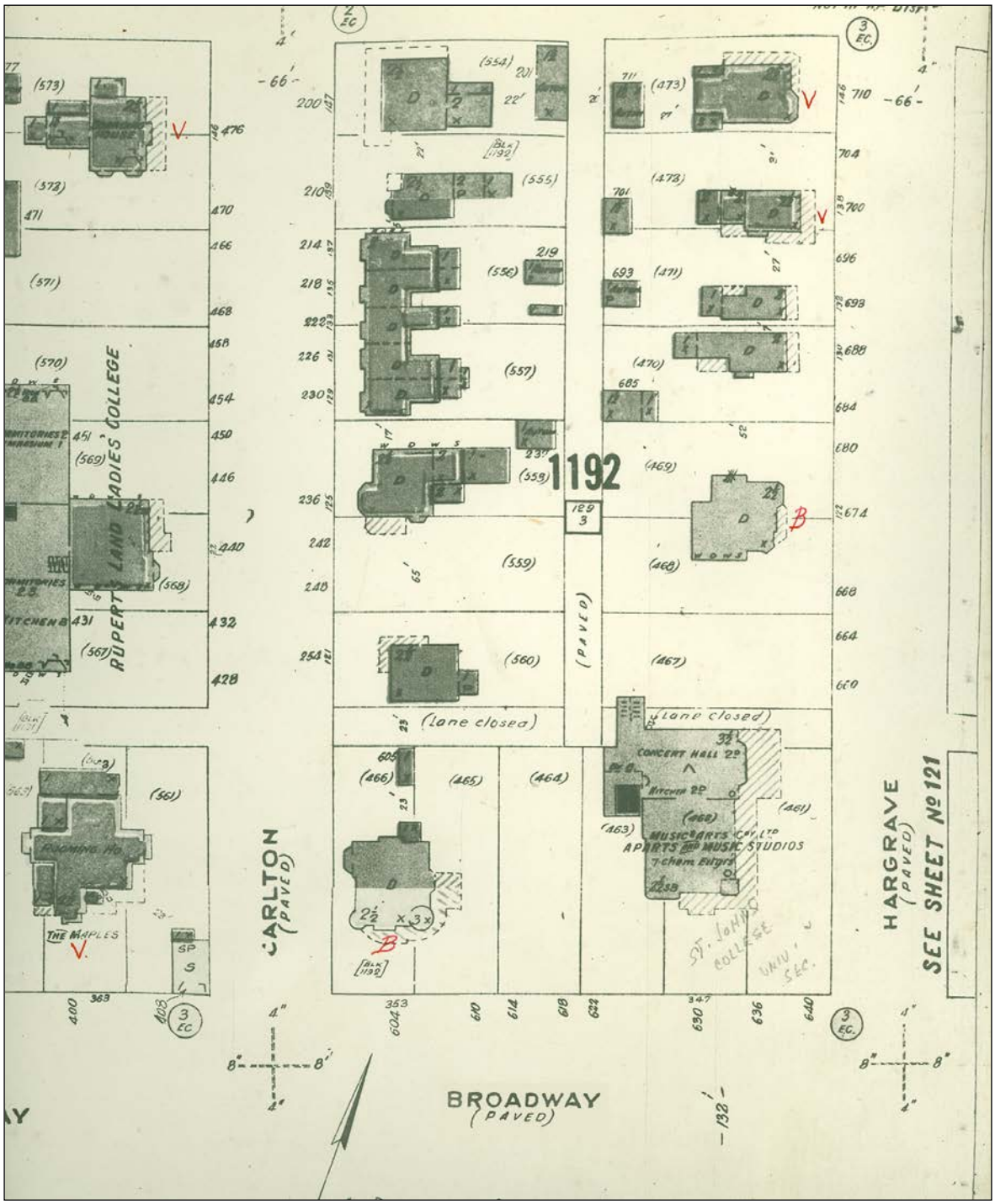


Plate 24 – City of Winnipeg Fire Atlas sheet showing the former Ashdown and Thompson/Griffin houses, 347 and 353 Broadway, respectively, 1919. (City of Winnipeg Fire Atlas, Vol. I, Sheet 119, February 1918.)



Plate 25 – James H. Ashdown House, 347 Broadway, northwest corner Hargrave Street, 1905. (Archives of Manitoba.)



Plate 26 – Some of Broadway's Modernist Style Buildings (2014 except where noted); #1- Investors Syndicate Building, 280 Broadway; #2- Sovereign Life Building, 287 Broadway, 2002 prior to recladding; #3- Britannia House, 338 Broadway; #4- Premier Life Building, 360 Broadway; #5- IBM Building, 373 Broadway; and #6- Imperial House, 379 Broadway. (M. Peterson.)

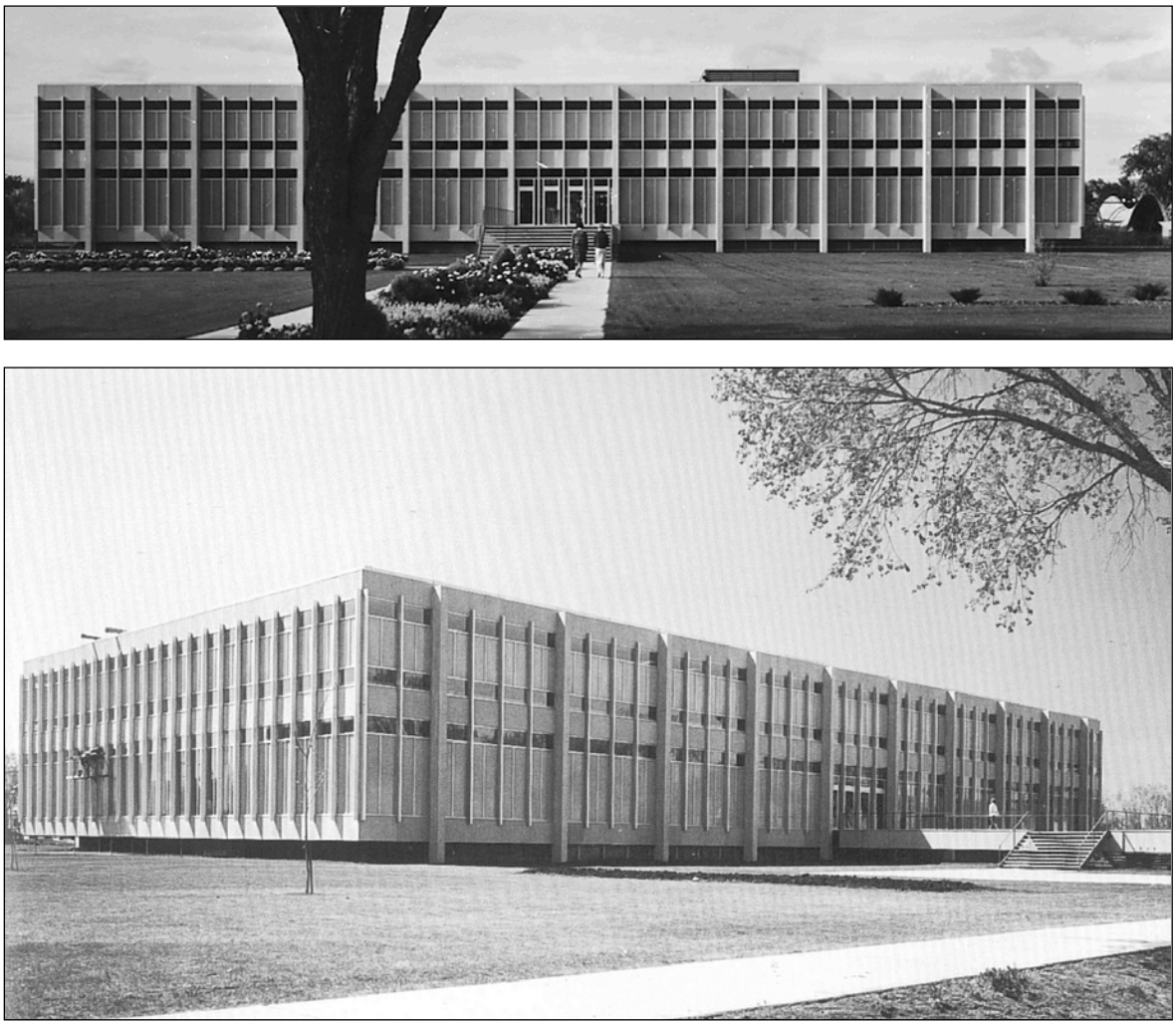


Plate 27 – Two views of the J.A. Russell Building, 83 Dafoe Road. The top (north façade) is from 1957 and the bottom (north and east façades) is from 1962. (Top: Reproduced from Smith Carter website, http://www.smithcarter.com/our_history/1947__1960/; and bottom: University of Manitoba Archives, Henry Kalen Photograph, 249D5.2-31.)