



**457 MAIN STREET**

**CONFEDERATION LIFE BUILDING**

City of Winnipeg  
Historical Buildings & Resources Committee  
Researcher: M. Peterson  
April 2020

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

- (a) This building was completed by 1912 during the early years of Winnipeg's dramatic growth phase that lasted until 1915;
- (b) It is associated with Confederation Life Association, influential international insurer;
- (c) It features a wealth of architectural detailing and is an excellent example of the Chicago Style of architecture with Sullivan-esque detailing;
- (d) It is an important example of steel and reinforced concrete construction and terra cotta cladding;
- (e) The building stands within the Exchange District National Historic Site and has defined its rounded corner of Main Street since construction; and
- (f) The building's exterior has suffered little alteration.

## 457 MAIN STREET – CONFEDERATION LIFE BUILDING

Winnipeg's Main Street had its beginnings as a winding, approximately 32.0-kilometre trail, 40 metres wide, running north-south along the Red River connecting the Hudson's Bay Company (HBC) posts of Upper Fort Garry and Lower Fort Garry.<sup>1</sup> Referred to as the King's Highway, the Garry Road and Garry Street, it was used by horses and Red River carts during the fur trade era to automobiles in the 20<sup>th</sup> century.<sup>2</sup> Regardless of the mode of transportation on it, Main Street developed into one of regions most important commercial thoroughfares.

Until 1849, the HBC enjoyed a complete monopoly on trade in the region, which prohibited citizens from operating private commercial ventures. But small-scale operations, with the knowledge of the HBC, were nonetheless organized by Andrew McDermot, James Sinclair, Alexander Ross and Robert Logan. These early stores were not located on the tradition trail but found close to the banks of the Red River, north of present-day Portage Avenue East, grouped along a trail that ran north and east from the present-day intersection of Main Street and St. Mary Avenue. Again, it was only a short period before this area expanded and began to compete with the HBC post for economic primacy in the area (Plate 1).

By the City's incorporation in 1874, Main Street had seen extensive commercial development (Plate 2). The street's importance was solidified with the construction of City Hall in 1876 (Plate 3) and the new Post Office, opened in 1886 (Plate 4), north of the Portage Trail (the other main route of the fur trade trail that today is known as Portage Avenue).

It was also in 1874 that Main Street saw the construction of the first major banking building at the southeast corner of Post Office Street (Lombard Avenue). The Merchants Bank of Canada,

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<sup>1</sup> Harry B. Brehaut, "The Red River Cart and Trails: The Fur Trade" in MHS Transactions, Series 3, Number 28 (1971-72 season), online version, n.p.

<sup>2</sup> R.R. Rostecki, "Portage and Main – A Short History," report for the Historical Buildings Committee, August 2003, p. 1.

Winnipeg's first chartered bank, constructed a three-storey brick building<sup>3</sup> (Plate 5) that was the harbinger for the creation of Bankers' Row, a four-block strip along both sides of Main Street from Portage Avenue to William Avenue where the opulent headquarters of Canada's major banks were built (Plate 6).

In the early 20<sup>th</sup> century, Main Street began to develop into the City's financial centre, just as Portage Avenue was taking over as its commercial/retail centre. Pushing out the older small-scale retail/residential structures that lined Main Street were the opulent banking halls of Canada's major banks. The introduction of new technology – reinforced concrete and steel – allowed for the construction of much taller buildings, the skyscraper (Plates 6 and 7).

In October of 1911, the local newspapers, under the heading, “Another Main Street Skyscraper” detailed the latest tower to be built in the city, the new regional headquarters of insurance giant Confederation Life (Plates 8-11).<sup>4</sup> By December of 1912, the building was nearly finished at the company was advertising for tenants (Plate 12).<sup>5</sup>

## STYLE

The Confederation Life Building is an excellent example of the Chicago School style.<sup>6</sup> It was popularized in major centres across North America from the late 1890s to the 1920s. The use of skeletal steel and reinforced concrete was outwardly express by tall structures with flat roofs and a “grid-like organization of windows and wall surfaces.”<sup>7</sup>

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<sup>3</sup> Ibid., p. 6.

<sup>4</sup> Manitoba Free Press, October 7, 1911, p. 16.

<sup>5</sup> Manitoba Free Press, December 10, 1912, p. 3.

<sup>6</sup> Identifying Architectural Styles in Manitoba (Winnipeg, MB: Manitoba Department of Culture, Heritage and Citizenship, Historic Resources Branch, 1991), pp. 22-23; and Leslie Maitland, et al., A Guide to Canadian Architectural Styles (Peterborough, ON: Broadview Press, 1992), pp. 124-131.

<sup>7</sup> L. Maitland, op. cit., p. 124.

These buildings, most often commercial/office structures, were divided into three sections, the ground floor devoted to large glass windows for displays, a central portion consisting of the bulk of the floors, and an attic or top floor finished with a heavy cornice. The top and bottom floors received the majority of the ornamental treatment, usually in sculpted stone or terra cotta.

In the case of this building, the terra cotta is Sullivanesque in style. It is named for Louis Sullivan (1856-1924), prominent Chicago, IL architect who took the Chicago School style and added elaborate and exuberant ornamentation, often in terra cotta and based on floral motifs and stylized foliage.<sup>8</sup>

There are several exceptional examples of the style in Winnipeg built in the pre-1920 era, including Union Tower, 504 Main Street (built 1904), the Boyd Building, 384 Portage Avenue (1912) and the Paris Building, 259 Portage Avenue (1915-1917) – Plate 13.

## CONSTRUCTION

The building's construction was unusual in a number of ways, especially its shape: a rounded front façade to fit the curve in the lot line and an L-shaped superstructure that increased window area on the rear façades. There are 395 square metres of space on each floors from the 2<sup>nd</sup> to the 10<sup>th</sup> (see Appendix I for more technical data).<sup>9</sup>

The building is supported by steel frame and a reinforced concrete foundation, a structural system that by 1911 was being widely used in the city to provide excellent rigidity which allowed for taller buildings and increased fire resistance. Common brick clad all but the front façade and according to the City of Winnipeg Building Permit, caissons were sunk nearly 17 metres to bedrock to ensure building stability.<sup>10</sup>

<sup>8</sup> “Sullivanesque Style 1890-1930,” in Pennsylvania Architectural Field Guide, <http://www.phmc.state.pa.us/portal/communities/architecture/styles/sullivanesque.html>, 2015; and “Sullivanesque Style,” in Architecture styles, <http://architecturestyles.blogspot.com/2008/03/sullivanesque-style.html>, no date.

<sup>9</sup> City of Winnipeg Assessment Record, Roll No. 523015-12-2.

<sup>10</sup> City of Winnipeg Building Permit, #3164/1911.

According to the City of Winnipeg Building Permit, the structure cost \$400,000, making it the 3<sup>rd</sup> largest permit taken out in 1911.<sup>11</sup>

## DESIGN

The symmetrical main (west) façade begins at grade with a brown, smooth granite base leading to the cream-coloured terra cotta cladding of the superstructure (Plate 14 and 15). As is a key element of the Chicago Style, the overall design of this façade is based on a classic column- base, shaft and capital. The first two storeys, providing the “base” for the structure, feature garlands and egg-and-dart detailing (Plates 16 and 17). Columns separate the floors into five bays, the central bay holding the main entrance’s double doors topped by a set of three windows embellished with the words CONFEDERATION LIFE BUILDING carved into the complete entablature that divides the base from the upper storeys (Plate 18). This entablature is supported by the ornately detailed capitals of the columns and hold stylized lettering “CLA” (Confederation Life Association – Plate 19) except framing the entrance which hold “AD” and “1912”.

Above the two-storey base is the main part of the building, the “shaft” of the column. Floors 3 to 9 consist of five bays, separated by slender pilasters. Within each bay are sets of three windows in rectilinear openings, except the outer two bays which hold paired windows (Plate 20). The openings of the outer two bays are accented with raised terra cotta frames and keystones above the 9<sup>th</sup> floor openings.

Another complete entablature separates the main building visually from the attic or tenth floor and then the building is topped by one of the city’s most spectacular cornices, this metal element heavily bracketed and returned on both side walls (Plate 21).

The south façade of the front portion of the building features windows in arched openings on levels 5 to 10 (Plate 22) and arched openings on all levels on the rear portion (Plate 23). The rear (east)

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<sup>11</sup> Ibid.; and City of Winnipeg Building Permit Ledger Book, 1911.

façade includes arched window openings on all levels, many of which have been bricked in and a one-storey section.

The north façade includes fewer window openings, all located at the west end of the elevation and an open metal fire escape at the rear (Plate 24).

## **INTERIOR**

Many of the original interior spaces were also opulently finished: white marble on the walls, ornamental plasterwork, oak trim, marble tile floors, copper accented elevator doors and copper-plated steel elevator cages (later closed in) – Plates 25-29. Some of these spaces have remained unaltered.

## **INTEGRITY**

The building stands on its original site and appears to be in excellent structural condition. Alterations have occurred over time, upgrading interior systems, renovating finishes and changing layouts as new tenants occupied space. Much of the exterior has remained unchanged. In 1984, \$1.5 million was spent upgrading and modernizing the building by the new owner.

## **STREETSCAPE**

The Confederation Life Building has defined its section of Main Street for over a century and is an integral part of the streetscape (Plate 30).

## **ARCHITECT/CONTRACTORS**

The architect for the Confederation Life Building was James Wilson Gray (1864-1922), Scottish-born designer from Toronto, ON. J. Wilson Gray, as he was often referred to, was born in Edinburgh, Scotland in 1864 and immigrated to Canada in 1885, settling in Toronto, ON and

training as a draftsman with Alan MacDougall prior to becoming a partner in 1886.<sup>12</sup> Gray became the Toronto City Engineer in 1887 and also opened his own architectural office, which would operate for over three decades. His list of projects in Toronto is long and includes every type of building: residential, commercial, industrial, institutional and ecclesiastical. In Winnipeg, it appears his only commissions were this structure and the Salvation Army Citadel, 221 Rupert Avenue, built in 1900 (Plate 31).

He died in Toronto on March 28, 1922.

The Alberta Iron Works completed the steel work on the building;<sup>13</sup> the general contracting was the responsibility of local firm Carter-Halls Aldinger. This firm completed commission across Western Canada (see Appendix II for biographical/corporate information).

## **PERSON/INSTITUTION**

Confederation Life Company was founded in Toronto, Ontario in 1871 by John Kay Macdonald (1837-1928), Scottish-born businessman, youngest of 10 children, who was sent to a farm northwest of Toronto in 1845. Macdonald founded the life insurance company Dominion Life Association in 1869 as one biography observed, “as an instrument of social benevolence” – an important facet of his corporate and personal identity his entire career.<sup>14</sup> Two years later, the name was changed to Confederation Life Association and the company incorporated with a Board of Directors that included Canada’s finance minister, Ontario’s lieutenant governor and a Senator. The company grew quickly; by 1877 it was second largest in the country, with over 5,000 policies and nearly \$7,500,000 in insurance. In 1892, the company opened its magnificent

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<sup>12</sup> “Gray, James Wilson,” in R.G. Hill, Biographical Dictionary of Architects in Canada, 1800-1950, online edition, 2019.

<sup>13</sup> Winnipeg Free Press, May 25, 1912, “Western Section” p. 2. The company was also completing the steelwork for Winnipeg’s “Isolation Hospital,” King George Hospital, Morley Avenue.

<sup>14</sup> “Macdonald, John Kay,” in Dictionary of Canadian Biography, Vol. XV (1921-1930), online version, [www.biographi.ca/en/bio/macdonald\\_john\\_kay\\_15E.html](http://www.biographi.ca/en/bio/macdonald_john_kay_15E.html), University of Toronto/Université Laval, 2005-2020.

Toronto head office at the corner of Yonge and Richmond streets, designed by American firm Knox (Wilm), Elliot (John H.) and Jarvis (E. Beaumont) – Plate 32.

In 1878, Daniel McDonald,<sup>15</sup> the founder's older brother, joined the company, becoming its general agent in Southern Ontario before being sent to the Maritimes. In 1882, the company sent him to Winnipeg to set up their western office and oversee the company's expansion to the Pacific Ocean.<sup>16</sup> He would be the face of Confederation Life in Winnipeg and Western Canada for more than three decades (Plate 33), helping steer the company through its frantic growth in the early 1900s. . He died in 1918 in his early 80s at his home at 45 Lily Street,<sup>17</sup> which was built for him in 1893 (Plate 34).

The company's office in Winnipeg began with rented space and then, in 1890, the company bought and extensively upgraded the former Biggs Block, which had been built in 1878-1879 just south of the curve in Main Street (Plates 35 and 36).<sup>18</sup>

The construction of their new premises in 1912 marked another phase in the company's history in Western Canada, providing it with ample space in which to conduct its rapidly expanding business. Growth continued and at its peak, it provided a variety of financial services and insurance in Canada, Bermuda, the United Kingdom and the United States.<sup>19</sup> After World War II, with the industry changing, the company no longer required its Main Street office building (which it had sold in 1951)<sup>20</sup> and in 1960, moved into new space at 390 York Avenue (Plate 37).

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<sup>15</sup> The brothers spelt their surnames differently.

<sup>16</sup> According to an 1886 source, the insurance company had set up a branch office in Winnipeg in 1879. W.T. Thompson and E.E. Boyer, The Industries of Winnipeg (Winnipeg, MB: The Commercial, 1886), p. 102, quoted in R.R. Rostecki, "457 Main Street, Confederation Life Building," Canadian Inventory of Historic Building, Parks Canada Manuscript Report Number 389, Vol. II (1974-1977), p. 292.

<sup>17</sup> Winnipeg Free Press, June 26, 1918, p. 2.

<sup>18</sup> R.R. Rostecki, "457 Main Street, Confederation Life Building," Canadian Inventory of Historic Building, Parks Canada Manuscript Report Number 389, Vol. II (1974-1977), pp. 288-289.

<sup>19</sup> Information from Life Cover, [www.lifecover.ca/confederation-life](http://www.lifecover.ca/confederation-life), no date.

<sup>20</sup> City of Winnipeg Assessment Roll, Roll No. 627765-12-2, PC 40, 1915-1994.

By the 1990s, the company employed over 800 across Canada and listed annual premiums of \$1 billion.<sup>21</sup> But the company was also experiencing severe financial difficulties and when a last minute bail-out failed in the summer of 1994, the company was forced into liquidation.

Tenancy in the building, beyond Confederation Life, was varied over the years, including other insurers, lawyers, publishers, social agencies and business of every description and the provincial and federal governments. Today, the City of Winnipeg occupies the building.

### **EVENT**

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

### **CONTEXT**

The Confederation Life Building is one of downtown Winnipeg's best illustrations of the growth of the Western Canadian economy between 1900 and 1914 and Winnipeg's central role in this growth. The building represents the type of expansion enjoyed by hundreds of businesses that chose Winnipeg as their western headquarters, the need for modern office space and the considerable local capital and design/construction expertise necessary to complete a large project such as this.

### **LANDMARK**

The Confederation Life Building is an iconic downtown Winnipeg structure, well-known to most Winnipeggers because of its location, scale, ornamentation and unique curved façade.

The building was designated a National Historic Site of Canada in 1976.<sup>22</sup>

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<sup>21</sup> Reuters, "Manulife Financial to Buy Confederation Life Assets," [www.joc.com/manulife-financial-buy-confederation-life-assets\\_19940831.html](http://www.joc.com/manulife-financial-buy-confederation-life-assets_19940831.html), August 31, 1994.

<sup>22</sup> See [https://www.pc.gc.ca/apps/dfhd/page\\_nhs\\_eng.aspx?id=138](https://www.pc.gc.ca/apps/dfhd/page_nhs_eng.aspx?id=138).



## APPENDIX I

### *CITY OF WINNIPEG - Preliminary Report* Assessment Record

Building Address: 457 Main Street

Building Name: Confederation Life Building

Original Use: office building

Current Use: office building

Roll No. (Old): 13062776500 (11164)

RSN: 154154

Municipality: 12

Ward: 2

Property or Occupancy Code: 40

Legal Description: 7/8 St. John, Plan 29002, Lots 16/19, Lot 21

Location: east side between Market & Bannatyne avenues

Date of Construction: 1911

Storeys: 10 and 11 + penthouse

Construction Type: steel frame & concrete, terra cotta and brick

#### **HERITAGE STATUS: GRADE II (June 16, 1980)**

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

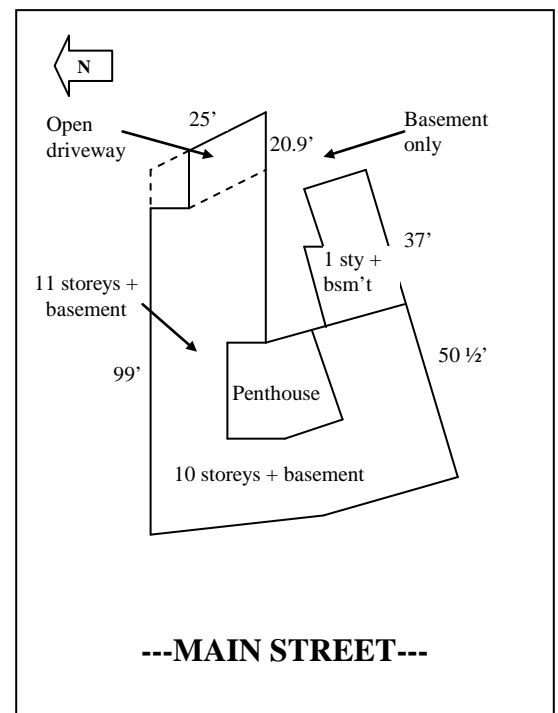
**SEE NEXT PAGE**

#### Information:

- Exterior – Terracotta, polished granite base; balance face brick
- 1941 – Building in excellent condition
- 1944 – minor changes in offices – asphalt tile floors replacing some maple flooring
- 1944 – slight cracks in south wall of 1 storey section, and south wall of NE wing
- 1946 – some fluorescent lighting, some partitions moved; elevators reconditioned
- 1954 – 10<sup>th</sup> floor changed into offices
- 1984 – Renovation work
- 03/20/85 – minor fire damage Permit 10052/83. Most partitions, heat, electrical, elevators and plumbing removed from building. New windows, roofing, fluorescent lighting, sprinkler system, staircase & decorating.

**ARCHITECT: JAMES WILSON GRAY**

**CONTRACTOR: CARTER HALLS ALDINGER CO.**



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

<b>YEAR</b>	<b>NO.</b>	<b>PLANS</b>	<b>AMOUNT</b>	<b>DESCRIPTION</b>
1911	3164		\$400,000	Original
1939	3223		\$15,000	Alterations
1940	972		\$3,000	Alterations
1963	6913		\$1,800	Tower
1963	5726		\$12,000	Alterations
1964	795	<b>CS</b>	\$4,000	Alterations
1964	8767		\$3,500	Aerial tower
1983	10052		\$5,000	Alterations
1984	5283	<b>CS</b>	\$1,500,000	Alterations
1984	8592		N/A	Information missing
1986	11828	<b>CS</b>	\$2,000	Government offices
1987	2845	<b>CS</b>	\$20,000	Alterations
1988	9078	<b>CS</b>	\$30,000	Government offices
1989	1818	<b>CS</b>	\$18,000	Alterations
1995	3860		\$25,000	Alterations
1995	4428		\$450,000	Alterations
1999	100177		\$30,000	Interior alterations – 8 <sup>th</sup> , 9 <sup>th</sup> , & 10 <sup>th</sup> floors
1999	103215		\$100,000	Interior alterations – basement & 7 <sup>th</sup> floor
2000	165830		\$10,000	Interior alterations – 10 <sup>th</sup> floor
2000	167417			Mural on north side of building
2002	233242		\$20,000	Interior alterations – 8 <sup>th</sup> & 9 <sup>th</sup> floors
2005	144467		\$113,000	Exterior alterations – south foundation wall
2007	111888		\$2,255	Interior alterations – 7 <sup>th</sup> floor
2009	117013		\$425,285	Interior alterations – construct fire walls in basement
2013	164238		\$50,000	Interior alterations
2016	113621		\$26,245	Interior alterations – 4 <sup>th</sup> floor
2017	117046		\$700,000	Exterior repairs to masonry on main (west) façade

## APPENDIX II

### Carter-Halls-Aldinger Company

The principals of the Carter-Halls-Aldinger Company (CHA) were William Henry Carter (1874-1962), a contractor; Frank Ernest Halls (1872-1950), a fire-proofing expert; and Albert Henry Aldinger (ca.1876-1942), a civil engineer.<sup>1</sup> CHA had its origins with the arrival in Winnipeg in 1903 of Carter, who was representing the William Grace Company, a Chicago contracting firm that was building the Bank of British North America, 436 Main Street. Carter worked for Grace until February 1907 when he joined with Halls and Aldinger to found the new firm. By 1915, CHA was well-known throughout Western Canada with such Winnipeg buildings to its credit as the McArthur (later Childs) Building, 211 Portage Avenue (1909 – demolished); Confederation Life Association Building, 457 Main Street (1912 – Grade II); the Winnipeg Electric Railway Building, 213 Notre Dame Avenue (1912-1913 – Grade II); the Manitoba Free Press Building, 300 Carlton Street (1913 – Grade II); the Olympia (later Marlborough) Hotel, 331 Smith Street (1913 – Grade II); and the Minto Armouries, 969 St. Matthews Avenue (1914). The firm also had contracts in Moose Jaw and Saskatoon, SA, Calgary and Edmonton, AB and Prince George, BC.

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

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<sup>1</sup> R.R. Rostecki, "450 Portage Avenue – Hudson's Bay Company Store," report for the City of Winnipeg Historical Buildings Committee, October 2002; Historical Buildings and Resources Committee files; and M. Peterson, personal files.

retirement from the Greater Winnipeg Transit Commission in 1956. Carter Construction remained in business until 1972 as a St. Boniface firm.

Major Winnipeg projects:

Security Storage Building, 583 Ellice Avenue (1909)  
Campbell House, 140 Roslyn Road (1909)  
Childs (McArthur) Building, 211 Portage Avenue (1909) – demolished  
Casa Loma Building, 644 Portage Avenue (1909) – Grade II  
Oldfield, Kirby Gardner Building (North West Trust), 234 Portage Avenue (1909) – Grade II  
Grand Garden Restaurant, 224 King Street (1910) – demolished  
Hudson's Bay Co. Mail Order Building, 111 Fort Street (1910) – demolished  
Sterling Bank Building, 283 Portage Avenue (1911) – List of Historical Resources  
Richards and Brown Warehouse, 132 James Avenue (1911) – List of Historical Resources  
Manitoba Agricultural College (St. Vital), 139 Tuxedo Avenue (1911) – portions designated  
University of Manitoba (Manitoba Agricultural College), 1911-1913:  
    Administration Building, 66 Chancellors Circle – List of Historical Resources  
    Home Economics Building (Horticulture and Biology Building, now Faculty of Human Ecology), 35 Chancellors Circle  
    Tache Hall, 150 Dafoe Road  
    Agricultural Engineering Building, 75B Chancellors Circle  
    Barn (Art School Barn), 21 Service Street 3S  
    President's House (Chancellor's Hall, now National Centre for Truth & Reconciliation), 177 Dysart Road  
    Earth Sciences Building (Fitzgerald Building, School of Art), 55 Chancellors Circle  
    Dairy Building (Dairy Science), 110 Dafoe Road  
    Stock Judging Building (Agriculture Lecture Block, now SIMTReC [Structural Innovation and Monitoring Technologies Resource Centre] Canada Building), 96 Dafoe Road  
De Laval Co. Warehouse, 128 James Avenue (1912) – List of Historical Resources  
Strand (Beacon) Theatre, 559 Main Street (1912) – demolished  
Confederation Life Building, 457 Main Street (1912) – Grade II  
Osborne Theatre, 108 Osborne Street (1912)  
Western Glove Building (Finnie and Murray Block), 321 McDermot Avenue (1912) – Grade III  
Turner-Walker Block, 425 Henry Avenue (1912) – Grade III  
Winnipeg Electric Railway Co. Building, 213 Notre Dame Avenue (1912-1913) – Grade II  
Quebec Bank Building (Montreal Trust Building), 216 Portage Avenue (1913) – demolished  
St. Charles Hotel, 235 Notre Dame Avenue (1913) – Grade III  
Marlborough (Olympia) Hotel, 331 Smith Street (1913) – Grade II  
YMCA, 301 Vaughan Street (1913) – Grade II  
Free Press Building, 300 Carlton Street (1913) – Grade II  
Minto Armouries, 969 St. Matthews Avenue (1914)  
Ford Motor Company Plant, 1181 Portage Avenue (1915)  
Paris Building, 259 Portage Avenue (1915) – Grade II  
Eaton's Mail Order Building (Eaton [City] Place), 333 St. Mary Avenue (1916)  
Union Bank Building (Musker Engineering Institute), 1515 Main Street (1919) – demolished

Carter-Halls-Aldinger Company contracts (continued):

Santa Furs (former Merchants' Bank), 842 Corydon Avenue (1919)  
Marshall-Wells Co. Warehouse, 490 Des Meurons Street (1919)  
Portage Village Inn (Clarendon Hotel), 311 Portage Avenue (1920) – demolished  
Grain Exchange Annex, 153 Lombard Avenue (1920) – demolished  
Manitoba School for the Deaf, 500 Shaftsbury Boulevard (1921)  
Nurses' Residence, 1 Morley Avenue (1921) – demolished  
Union Bank Annex, 500 Main Street (1921) – Grade II  
Joseph A. Lozo Locksmith Shop, 58 Albert Street (1921) – Commemorative List  
Winnipeg Film Exchange Building, 361 Hargrave Street (1922) – Grade III  
Hudson's Bay Company Store, 450 Portage Avenue (1926)  
Johnston Terminal Building (National Cartage & Storage Building), 25 Forks Market Road  
(1928) – Grade III  
Power Building, 428 Portage Avenue (1928) – List of Historical Resources  
Northern Electric Building, 65 Rorie Street (1928) – Grade III  
SS Kresge Store, 368 Portage Avenue (1929)  
Greater Winnipeg Gas Building (CGE Building), 265 Notre Dame Avenue (1930) – Grade III  
Winnipeg Civic Auditorium, 200 Vaughan Street (1933)  
Federal Building, 269 Main Street (1936)  
Cinema Centre Building, 281 Colony Street (1937)  
Mall Hotel, 465 Portage Avenue (1938)

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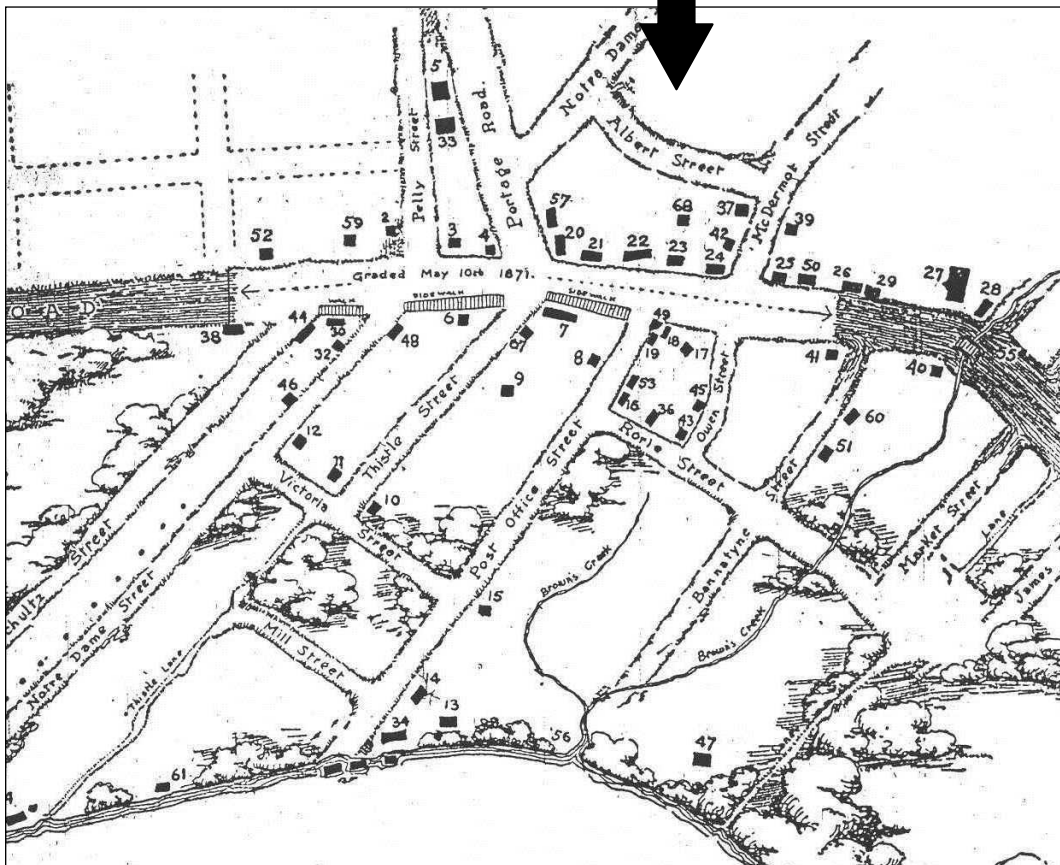
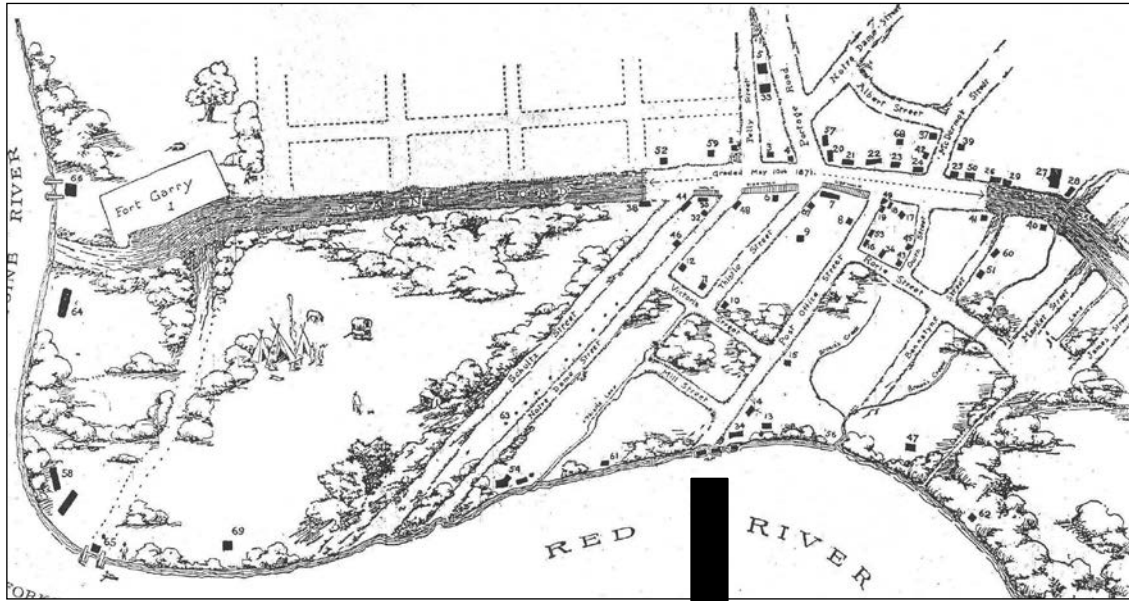


Plate 1 – Map of Winnipeg, 1872. Streets have been laid out east of Main Street (which was “Graded” in May 1871) and commercial ventures are occupying lots on both sides of the street. (Reproduced from Manitoba Free Press, November 9, 1922, p. 22.)

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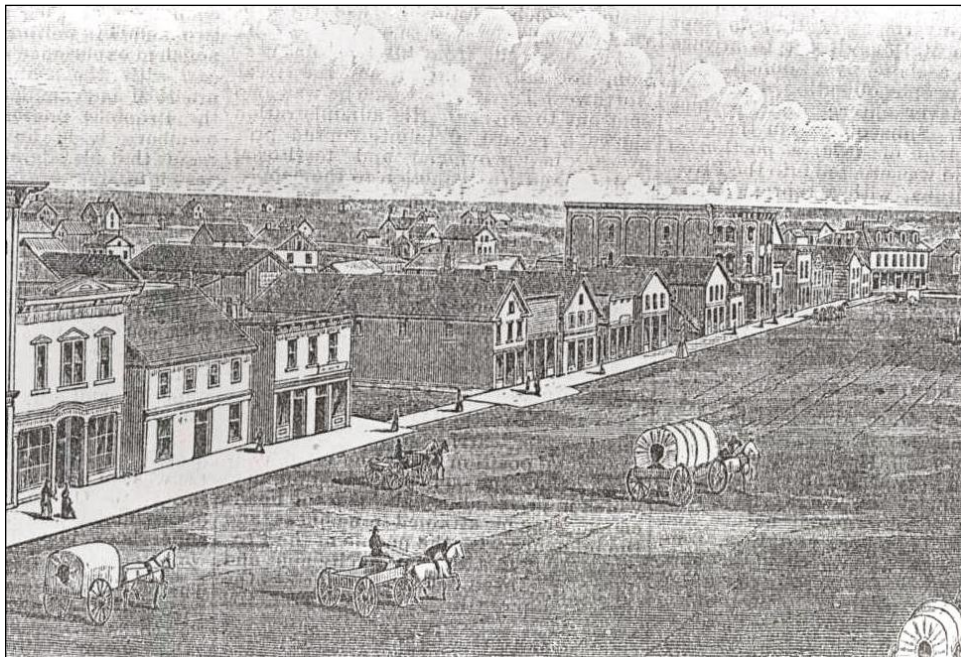
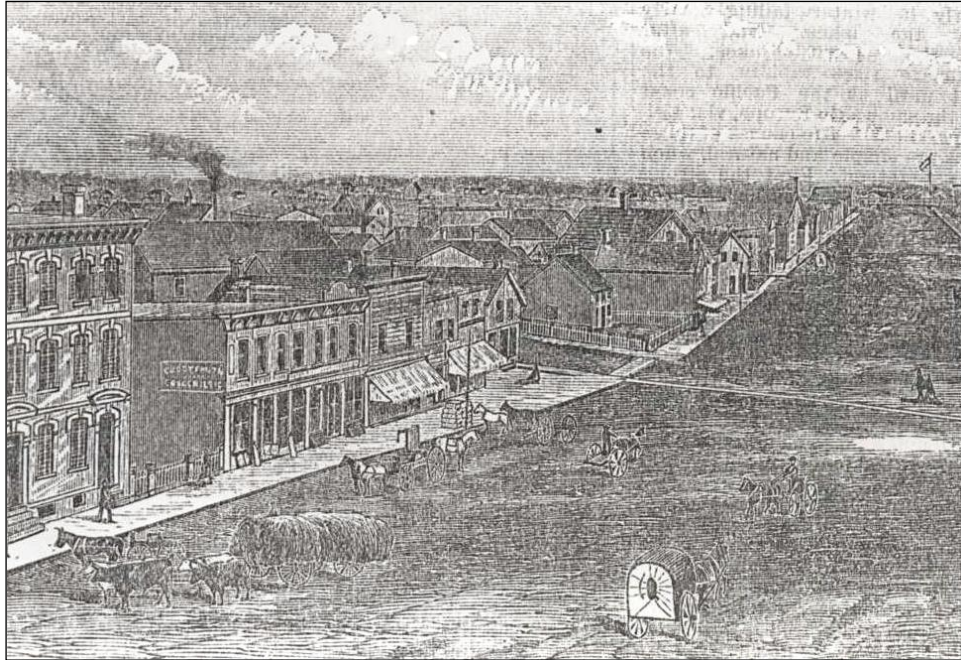


Plate 2 – Main Street, ca.1877 looking south (top) and north (bottom). (Western Canada Pictorial Index, 604-18896 [top] and 604-18894 [bottom].)

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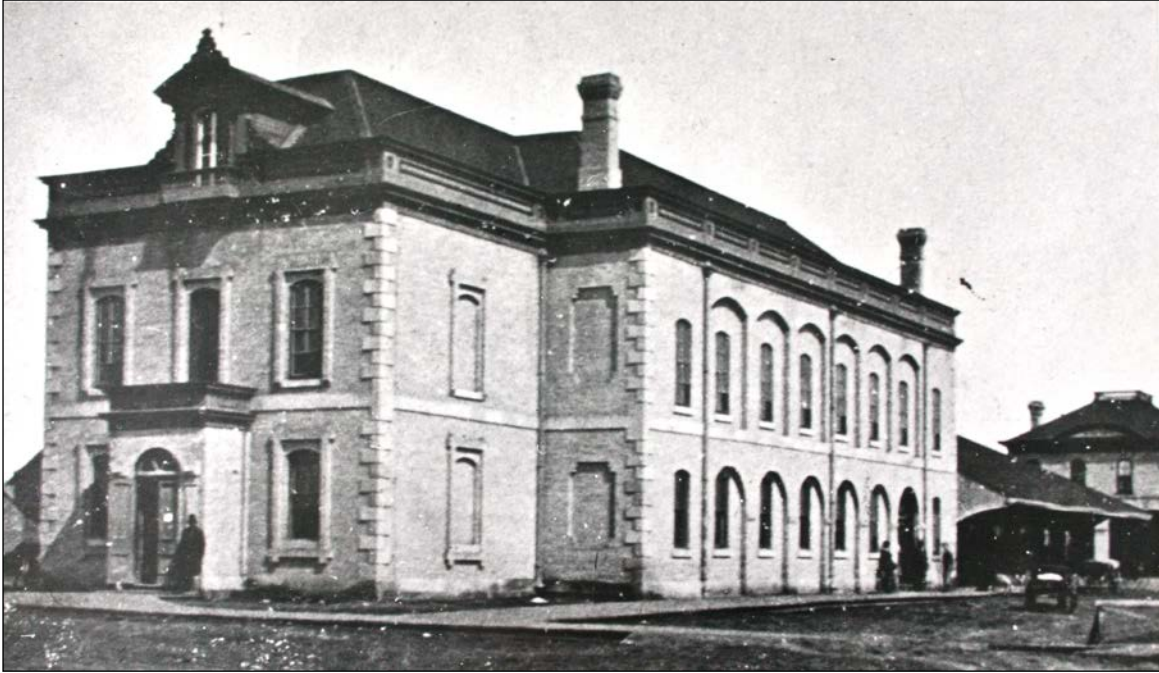


Plate 3 – Winnipeg's first City Hall, Main Street, ca.1877. (Archives of Manitoba, "Winnipeg-Buildings- Municipal- City Hall 1875-1, N118.)

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Plate 4 – Winnipeg Post Office, 401 Main Street (northeast corner of Owen Avenue [now McDermot Avenue]), no date. Winnipeg's fifth main post office building, it was used until 1908 when the new building at 236 Portage Avenue was officially opened. It then underwent \$42,000 of renovations (City of Winnipeg Building Permit, #144/1910) and became the Canada Customs Building. It was finally used by the Wheat Pool prior to its demolition in the early 1960s. (City of Winnipeg Public Library, McInnes Postcard Collection, #678.)

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Plate 5 – Main Street, looking south from Lombard Avenue, 1876. The brick Merchants Bank of Canada is at the arrow. (Archives of Manitoba.)



Plate 6 – Main Street looking north from Bannatyne Avenue, ca.19. (City of Winnipeg Public Library, Martin Berman Postcard Collection, No. 3479.)

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Plate 7 – Looking north along Main Street from Portage Avenue through Bankers' Row, 1919.  
(Courtesy of the City of Winnipeg.)

457 MAIN STREET – CONFEDERATION LIFE BUILDING

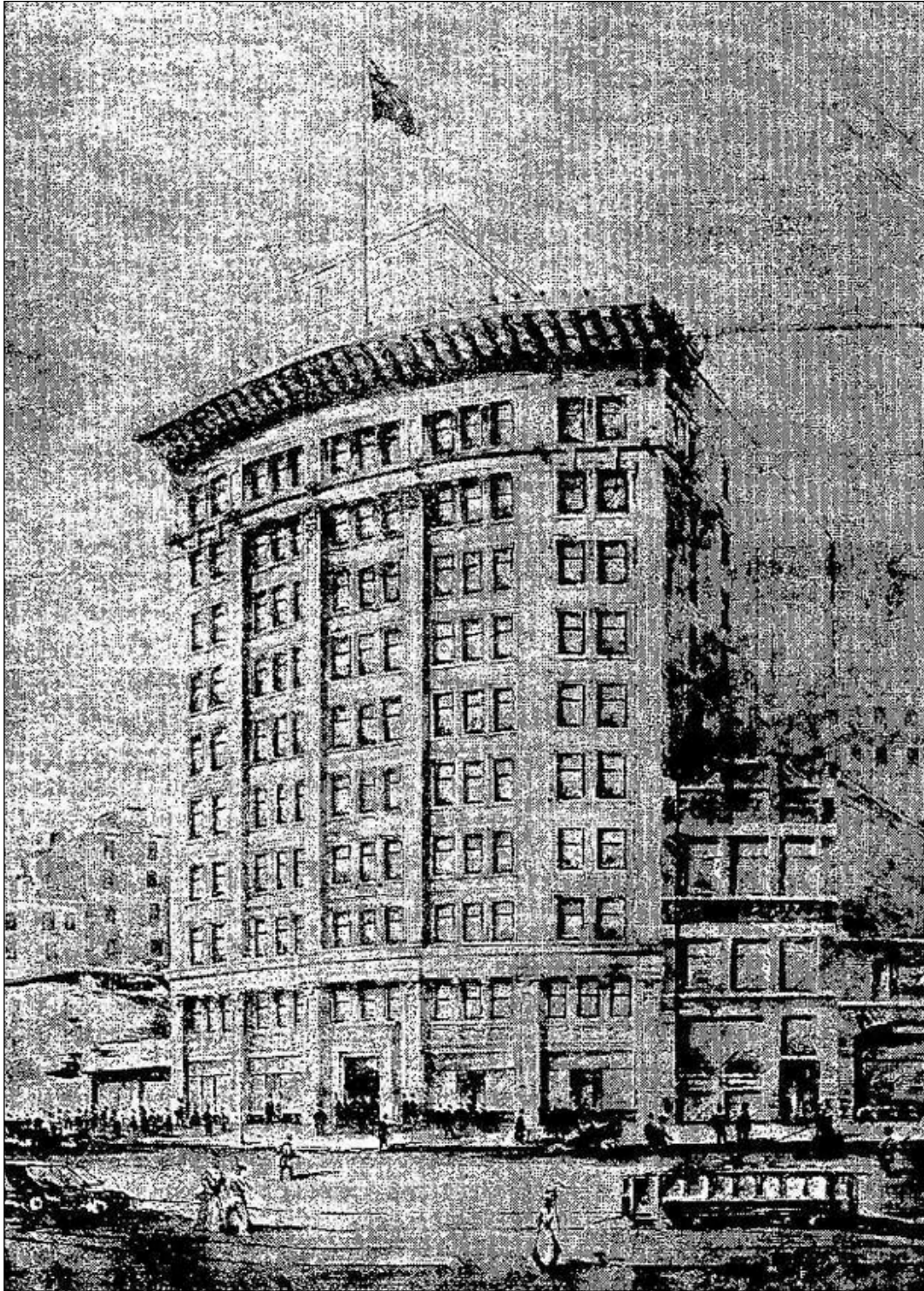


Plate 8 – Architect's rendering of the new Confederation Life Building, Main Street, Winnipeg, 1911. (Reproduced from Manitoba Free Press, October 28, 1911, p. 31.)

457 MAIN STREET – CONFEDERATION LIFE BUILDING

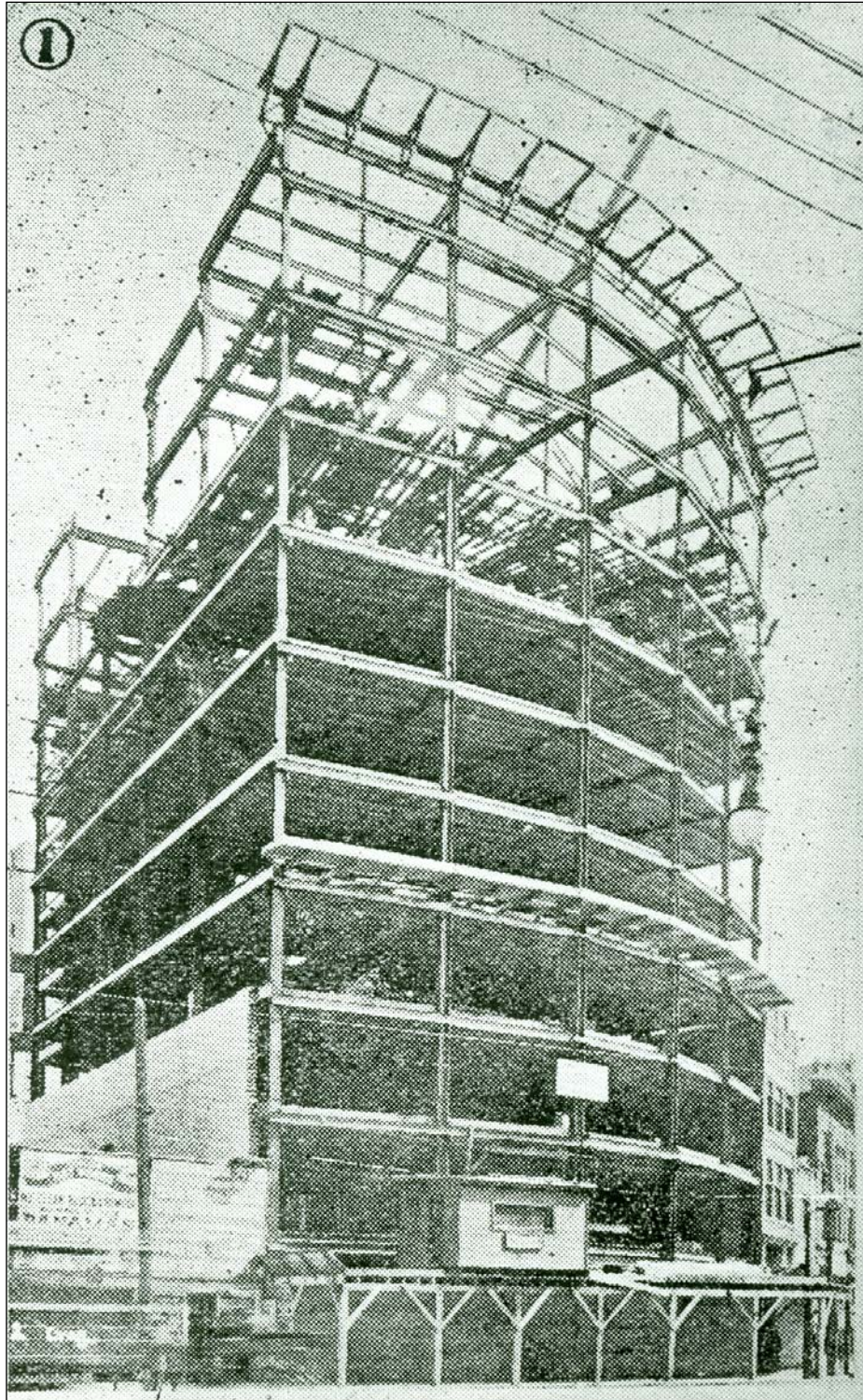


Plate 9 – This image of the Confederation Life Building under construction was published in the Winnipeg Saturday Post, June 8, 1912 (p. 34) and shows the steel framing and metal cornice support. (Archives of Manitoba, “Winnipeg- Buildings- Business- Confederation Life (2)- 2,” N897.)

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Plate 10 – Confederation Life Building during construction, 1912. (Archives of Manitoba, “Winnipeg- Streets- Main c1912- 3.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 11 – Main Street looking south from James Avenue across the small park in front of City Hall, ca.1913. The Union Bank Tower, 504 Main Street at William Avenue (right) and the recently built Confederation Life Building (left), tower over the street. (City of Winnipeg Public Library, Martin Berman Postcard Collection, Binder 4C.)

*New Confederation Life Building*  
**OFFICES TO RENT**

This building is almost ready for occupation, and the space available to rent is rapidly diminishing. Inspection invited. For full particulars apply to

**F. W. GILL**

Secretary, Confederation Life Association,  
445 MAIN STREET, WINNIPEG.

Plate 12 – Advertisement in the Manitoba Free Press, December 10, 1912, p. 3.

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 13 – Some examples of Winnipeg’s Chicago Style commercial buildings: Union Tower, 504 Main Street, built 1904 (top left); Boyd Building, 384 Portage Avenue, built 1912 (top right); and the Paris Building, 259 Portage Avenue, 1915-1917 (bottom). (M. Peterson.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 14 – Confederation Life Building, 457 Main Street, front (west) façade, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 15 – Confederation Life Building, 457 Main Street, front (west) façade, ground floor detail, 2020. (M. Peterson, 2020.)



Plate 16 – Confederation Life Building, 457 Main Street, front (west) façade, terra cotta detail, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 17 – Confederation Life Building, 457 Main Street, front (west) façade ground floor entrance detail, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 18 – Confederation Life Building, 457 Main Street, front (west) façade, main entrance detail, 2020. (M. Peterson, 2020.)



Plate 19 – Confederation Life Building, 457 Main Street, front (west) façade, terra cotta detail 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 20 – Confederation Life Building, 457 Main Street, front (west) façade detail, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 21 – Confederation Life Building, 457 Main Street, front (west) façade cornice, date unknown. (City of Winnipeg.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 22 – Confederation Life Building, 457 Main Street, south façade, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 23 – Confederation Life Building, 457 Main Street, rear (east) and south façades, 2020.  
(M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 24 – Confederation Life Building, 457 Main Street, north façade, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 25 – Confederation Life Building, 457 Main Street, original barber shop in the basement, date unknown. ([Archives of Manitoba.](#))



Plate 26 – Confederation Life Building, 457 Main Street, original ground floor elevator lobby with open elevator shaft, date unknown. ([Archives of Manitoba.](#))

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 27 – Confederation Life Building, 457 Main Street, main floor, updated elevator lobby, 1940. (City of Winnipeg.)



Plate 28 – Confederation Life Building, 457 Main Street, main floor, showing the curve of the building's west wall, 1940. (City of Winnipeg.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 29 – Confederation Life Building, 457 Main Street, main floor office, ca.1940. (City of Winnipeg.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 30 – Main Street, looking south from William Avenue, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 31 – Salvation Army Citadel, 221 Rupert Avenue, not long after its completion, ca.1901 (top) and in 2018. (Top: Archives of Manitoba, N1540; bottom: M. Peterson, 2018.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 32 – Confederation Life Building, 20 Richmond Street East, Toronto, Ontario, no date.  
(Reproduced from UrbanToronto, <https://urbantoronto.ca/forum/threads/evocative-images-of-lost-toronto.11018/page-146>.)

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Plate 33 – Daniel McDonald, ca.1913. (Reproduced from The Leading Financial, Business & Professional Men of Winnipeg (Edwin McCormick, publisher, Stone Limited, printer, ca.1913.))

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 34 – Daniel McDonald House, 45 Lily Street, front (west) and north façades, 2020. (M. Peterson, 2020.)

**457 MAIN STREET – CONFEDERATION LIFE BUILDING**



Plate 35 – Main Street looking south from William Avenue, ca.1902. The Confederation Life Building (arrow) is located just south of the curve in Main Street. (City of Winnipeg Public Library, Martin Berman Postcard Collection, #3494.)



Plate 36 – Confederation Life Block, 471 Main Street, ca.1900. (City of Winnipeg.)

## 457 MAIN STREET – CONFEDERATION LIFE BUILDING



Plate 37 – Confederation Life Building, 390 York Avenue, 2019. Built in 1959-1960, designed by Schafer Plumton & Nipper (Minneapolis, Minnesota, and Winnipeg); Fraser Construction Co. Ltd., contractors. (G. Cline, 2019.)