

Renovated Commercial Hotel Distinctive Place

Best Wishes, Mr. Helgerson!

FIRST-RATE MATERIALS USED IN ITS ALTERATIONS ENHANCE
THE APPEARANCE AND CONVENIENCE OF THE RENEWED

COMMERCIAL HOTEL

FINISHED LUMBER, SASHES & DOORS, and MODERN PLYWOODS

were supplied by

ALBERT & McCAFFERY LTD.

Phones 116, 117 and 58

Attractive and Modern

The smart, new fire place and tile work
in the renewed

Commercial Hotel

were installed by

JAMES BREMNER

Plasterer — Brickwork — Tilework

Green 952 Box 1136 951 Hays Cove Ave.

Congratulations

to

HAROLD HELGERSON

on the opening of the modernized Ladies' Parlor

in the

COMMERCIAL HOTEL

It has been a pleasure to have designed,
made the necessary structural alterations
and carried out the project as General
Contractors.

Northwest Construction Ltd.

Box 1381

Phone 563

Beverage Room, Guest Quarters Are Modernized

Purchase of the Commercial Hotel by Harold Helgerson, one of the city's progressive, young businessmen, has resulted in the pioneer hostelry's modernization, making it, in some respects, the most up-to-date in central British Columbia.

First phase of the modernization program was completed at the week-end and the Commercial Hotel today presents to the public its smart, new ladies' beverage parlor and renovated rooms, product of a month of reconstruction at a cost of more than \$12,000.

"Our aim," says Mr. Helgerson, "is to make the Commercial a hotel in which even the most critical person will feel at ease and find comfort. I think that so far, we have succeeded."

Renovation work so far, has included the ladies' beverage parlor, which Northwest Construction Co., the general contractors, describes as the finest in central B.C., brightening of the lobby and renewal of many of the rooms, some of which now have attached bathrooms with complete plumbing.

A feature of which both Mr. Helgerson and Northwest Construction Co. are proud is the fact that the whole job was done with local labor, including several local firms who worked as sub-contractors.

In addition to Northwest Construction Co., which designed the beverage parlor and also did the work, there were Saanich Plumbing and Heating Co. which installed new heating and plumbing; Woodbilt Products, makers of desks and furniture for the lobby and rooms; Refrigeration and Electric Service, which installed the modern, indirect lighting and outstanding roof sign; James Bremner, plasterer and tile and brick layer; Albert and McCaffery, suppliers of the finished building materials, and Andrew Anderson, painter and decorator.

Effect created by the beverage parlor is one of smartness and ease. This is pointed up subtly by the low "honeycomb" ceiling in pale green, by the glowing fireplace of Roman brick and by the cool, indirect lighting which brings out the full atmosphere aimed at by the paneled walls and hearth.

The walls are of straited fir plywood grooving of which has been laid with clever "woven" pattern on one side and "heringbone" pattern on the other. Above the hearth is a striking, three-dimensional pattern. Laid with excellent workmanship, the walls demonstrate the versatility of such material.

Jack Martin, of Northwest Construction Co. was in charge of carrying out the designs which the company developed.

The modernization has been extended to the bar, which is of Westpac Marwood plastic construction, part of which is on the men's side and part in the parlor for ladies and escorts. An alcove behind the bar features another straited plywood effect described by Mr. Martin as "three-dimensional overlay."

The floors are covered with Kemtile block surfacing in maroon marble pattern.

More than 300 lineal feet of cold cathode neon tubing provide indirect lighting in the beverage room. This Neolite tubing was installed by Harry Fernie, of Refrigeration and Electrical Service, who also supplied the large roof sign which will shine in two directions, over the harbor and toward the city.

Lettering on the sign is partly 24 inches in height and partly 27 inches tall.

Renovation of the upstairs rooms has included redecoration, new furniture and installation of modern bathrooms for three of the rooms. Future plans call for the placing of more private bathrooms.

Preparatory to the upstairs alterations, Northwest Construction Co. renewed the substructure of the building, putting in concrete foundations and making

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We Salute . . .

the modernized

Commercial Hotel

'A Pleasant Place to Stay'

We are happy to build and install the new counters
in the lobby and parlor and to have modernized much
of the room furniture.

WOODBILT PRODUCTS

Harry Woodsford

341 Second Ave.

Blue 95

Congratulations

Harold Helgerson

We were pleased to install the New Private

BATHROOM UNITS and
CONVECTION RADIATION

in the modern, comfortable

COMMERCIAL HOTEL

Saanich Plumbing and Heating

Corner 4th Ave. and McBride

Phone Blue 84

Ultra-Modern Illumination

• Indirect Neon Lighting • Neon Roof Sign

FOR THE MODERNIZED

COMMERCIAL HOTEL

were supplied and installed by

Harry Fernie's

Refrigeration and Electrical Service

Phone Red 701

AGENTS FOR

Box 1609

NEOLITE LTD.

Modern Neon Signs and Neon-Flourescent Lighting