

New Wallace Building Smart And Attractive

Many existing business properties in Prince Rupert are the same age as the city itself, approximately 40 years, and are located in the same business district that witnessed the early establishment of stabilized business. The problems then of modernizing are complicated by location and the natural geographical conditions which are identical over our whole area.

In the case of Wallace's Department Store building, the problem then was to start at the very ground level and go through every phase of reconstruction through to the roof.

The old post and piling foundations were removed in their entirety and replaced with conventional concrete foundations bearing on rock which guarantees for this building a further life of 30 to 40 years. The structural walls, beams, floor joists, roofing, etc., have been strengthened or replaced to carry out the reconstruction throughout. When all this was done, the problem then was to rearrange the sales areas and office areas so that all modern methods of merchandizing could be initiated by the management and enjoyed by the buying public throughout the whole public area.

MODERN TECHNIQUES

The most modern materials and construction techniques have been used, providing a colorful pleasing atmosphere. These materials go beyond decoration. They are of a type whose appearance will last for many years.

The electrical installation has been carried out by Grant & Newton. It incorporates the installation of the most modern lighting fixtures and provides excellent illumination of the modern flat type required by this, the most critical type of business.

The heating problem as well has been solved by electricity by the use of modern blower units recessed in walls or fixtures.

Flooring is represented by the introduction to this area of Floerver Tile, which is a Vinyl Plastic, impervious to dirt and resistant to the abrasive wear of our business district.

The decoration by R. Palmer, Decorating Contractor, has involved the application of custom mixed colors supplied by Pittsburgh Paint Company of Canada.

Modular, display fixtures in the newly created Men's and Boys' Department were manufactured by Comeran-McIndoo Ltd., a national organization.

All sanitary facilities throughout were installed by Saanich Plumbing & Heating Limited of Prince Rupert.

The exterior of the building is highlighted by the installation of large areas of sparkling plate glass set in gleaming anodized aluminum trim of the highest quality available.

FELSENTHAL PLAN

The master plan for this work is the product of years of careful

planning by L. M. Felsenthal in conjunction with his architect, Mathew B. Ehrlich, Philadelphia, Pennsylvania.

The upstairs portion of the old Wallace Building provides the receiving and warehousing accommodation required by this modern establishment and access for stock is provided by freight elevator at the rear of the building.

The remaining portion of the upper floor, facing on to Fulton Street, has been utilized for an owner's suite and a series of most modern offices, served by adequate wash room facilities.

The street entrance to these offices has been so designed as to provide a warm friendly welcome to those who use it. The wide, well-lit hall, floored again with Vinyl Plastic Linoleum, gives access to bright airy offices, decorated in a bright, refreshing style.

All in all, the renovation of the entire building has involved the expenditure of a very considerable amount of money, but has produced a business block which certainly is a credit to the City of Prince Rupert and does represent a very definite compliment to the buying public.

One need not ask where such



L. M. FELSENTHAL—Head of Wallace's whose ambition is achieved with new building.

premises are to be found. They are emblazoned WALLACE'S on the day and night skyline of Prince Rupert by its largest Neon sign, supplied by Neon Products of Western Canada Ltd., and installed by Northern B.C. Power Company Ltd.

Best Wishes to WALLACE'S DEPARTMENT STORE

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Wallace's Department Store

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and

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Wallace's Department Store
Is a Decided Improvement to
The City. We Can Be Justly
Proud of This Building on
Our Main Thoroughfare.

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Best Wishes
and
Congratulations

TO

WALLACE'S
DEPARTMENT
STORE

We are pleased to have been General Contractors
for this modern structure, a credit to the
management of Wallace's and an
asset to the City of Prince Rupert.

Northwest Construction LTD.

General Contractors

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