

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



339 QUEEN STREET EAST

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

29 October 2015

1. DESCRIPTION



Above: The Home Furniture Carpet Co., Ltd., 339 Queen Street East, at Parliament Street: showing the east and north elevations (*Heritage Preservation Services, 2015*)
 Cover: The Home Furniture Carpet Co., Ltd., 339 Queen Street East, 1914: showing the east elevation facing Parliament Street (*City of Toronto Archives, Fonds 1231, Item1295*)

Address and Name of Property	
ADDRESS	339 Queen Street East
WARD	28 – Toronto Centre Rosedale
LEGAL DESCRIPTION	PLAN 7A LOT 30 PT LOT 29 PT LOT 31
NEIGHBOURHOOD/COMMUNITY	Corktown
HISTORICAL NAME	The Home Furniture Carpet Co., Ltd.
CONSTRUCTION DATE	1907
ORIGINAL OWNER	The J. F. Brown Co., Ltd.
ORIGINAL USE	Store and Warehouse
CURRENT USE*	Vacant
ARCHITECT/BUILDER/DESIGNER	Henry Simpson
DESIGN/CONSTRUCTION	Steel Construction, Curtain wall and Brick Cladding
ARCHITECTURAL STYLE	Chicago School
ADDITIONS/ALTERATIONS	1925-6
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	n/a
RECORDER	Heritage Preservation Services: Marybeth McTeague
REPORT DATE	29 October 2015

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 339 Queen Street East, and applies evaluation criteria to determine whether it merits designation under Part IV, Section 29 of the Ontario Heritage Act. The conclusions of the research and evaluation are found in Section 4 (Summary).

i. HISTORICAL TIMELINE

Key Date	Historical Event
1793	The survey of the Town of York and the York Townships is undertaken. Queen Street, (then known as Lot Street) is laid out as the first Concession line and Parliament Street is established as the western boundary of the Government Reserve on the Don River.
1797	Town of York is extended westward to Peter Street and north to Queen Street
1834	City of Toronto is incorporated and the city boundaries are extend to Parliament Street. The subject property at 339 Queen Street East is now included within the city's limits.
1842	Cane's map indicates two parallel buildings on the subject property.
1862	Browne's plan indicates the subject property is located on Lot 30 as well as portions of Lots 29 and 31 which are part of Plan 7A.
1906	The properties at 339-345 Queen Street East are owned by the estate of James Beatty
1907	John Francis Brown purchases the properties at 339-345 Queen Street East Building Permit 78591 is granted to the Home Furniture Carpet Co. to erect a 3-storey brick store at the south-west corner of Queen and Parliament streets (343-45 Queen Street East) The architect is Henry Simpson.
1925-26	Assessment rolls indicate that the building at 343-345 Queen Street East has been extended westward along Queen Street. The Home Bowling Club occupies the second floor with an address at 339-341 Queen St E. The Home Furniture Carpet Co. occupies the first floor. The owner of both companies is John Franklin Brown.
1944	Building Permit 80245 is granted to remove the galvanized iron cornice and repair parapet.
1966	Building Permit 89593 is granted to cover the transom lights of the windows with board.
1978	Marty Millionaire Ltd. purchases the property, occupies the premises and closes down the bowling alley.
2014	Marty Millionaire Ltd. sells the property.
2015	Free the Children has purchased the property and is planning to rehabilitate it for its new headquarters and Global Learning Centre.

ii. HISTORICAL BACKGROUND

Corktown Neighbourhood

339 Queen Street East sits at the south-west corner of Queen Street East and Parliament Street which was a significant intersection in the Town of York from its earliest history. (Image 1) With the establishment of the Town of York in 1793, surveys were undertaken

allocating the land for settlement. Queen Street, then known as Lot Street until 1843, was the base-line for the survey which subdivided land to the north into a series of parallel concessions with 100 and 200 acre lots. Parliament Street originated as the west boundary to the Government Reserve, also known as the Government Park which was bound by Carlton Street to the north, the Don River in the east and the lake front. The Town of York was located to the south and west of this intersection and was composed of 10 blocks bound by today's George, Adelaide and Berkeley and Front streets. (Image 2)

Parliament Street and Corktown

The south-west corner of Queen and Parliament streets was originally distant from the town centre and then in 1797 the town boundary was extended north to Queen Street. The first Parliament buildings for Upper Canada were located just to the south, built between Parliament and Berkeley streets on the south side of Front Street in 1796. Two sets of parliament buildings were located here until 1824. The first Parliament site was then occupied by a court house and jail. (Image 3)

The surrounding area was developed with industries, community institutions and residential neighbourhoods. In 1822, St. Paul's Church was built one block east of Parliament Street on Power Street as a focal point of the growing Irish immigrant community. Little Trinity church (1843) and the Trinity School (1848) followed. In 1831, James Worst established his grist mill on the east side of Parliament at the waterfront. It expanded under the partnership of Gooderham & Worts including a flour mill, a wharf, dairy and a distillery, and is today known as the Distillery District.

Parliament Street became a significant traffic artery from the lake northwards to Don Vale and Cabbagetown. In 1819, following the end of hostilities with the Americans, the Government Reserve was released for development. In 1834 with the incorporation of the City of Toronto, Parliament Street became the city's new eastern boundary.

Queen Street had been the northern border of the town of York since 1797, but due to the flow of Taddle Creek remained impassible with small bridges built to provide access to the town from the Jarvis and Moss Park estates on the north side of Queen Street. By 1860, Taddle Creek had been submerged. Queen Street then became an important east-west route converging with King Street at the bridge over the Don to continue eastwards as the Kingston Road. Its importance was increased with the addition of street cars by 1892 and ultimately, access to the Don Valley Parkway

339 Queen Street East

The property now known as 339 Queen Street occupies Lot 30 and part of Lots 29 and 31 of Plan 7A which was divided into 44 lots and originally bound by Queen, Parliament, Ontario and Adelaide streets and bisected by Berkeley and Richmond streets.¹ This plan and the lot numbers could be seen on Browne's 1862 *Plan of the City of Toronto*. (Image 4) As early as 1842, Cane's map had already indicated the corner site was occupied by two parallel buildings. By 1880, Goads maps indicates two, two-storey, brick buildings

¹ Adelaide was originally known as Duke Street, and Richmond was known as Duchess.

on Queen Street East with a series of outbuildings and yards behind. (Image 5) The property currently known as 339 Queen Street was then composed of as a series of properties at 279, 281 and 283 Queen Street.

The current street numbering was achieved following the annexation of Riverdale to the City of Toronto in 1884 and the renaming of Kingston Road Queen Street East. This change, as well as a full representation of the buildings as they relate to Lots 29, 30 and 31, Plan 7A is indicated on Goads Atlas in 1890. (Image 6)

From 1880 – 1907 the buildings occupying the property retained a consistent built form with no indication of any substantial alteration. In 1906 the properties at 339-345 Queen Street were owned by the estate of James Beatty.² Tenants of the properties included Mrs. Margaret Brady at 339, George Parkin, labourer at 341, with 343 occupied by Sing T Yee, who operated a laundry business, and 345 occupied by James S. Large, a second hand furniture dealer. By May 1907, the properties at 339-345 Queen Street East had been purchased by the retailers, J. F. Brown Co. Ltd. All buildings were vacant except for 345 Queen Street East which is still occupied by James S. Large.

On June 1, 1907, a building permit to erect a three-storey, brick store at the south-west corner of Queen and Parliament streets was granted to the architect Henry Simpson.³ The new Home Furniture Carpet Co. Ltd. (HFCC) building was completed by the following June at 343-345 Queen Street East.⁴ The adjacent properties at 339 and 341 Queen Street East were also owned by J. F. Brown Co. Ltd. but were initially rented out⁵ and then, from 1920, they were used as storerooms for the HFCC.⁶

In 1925-1926, the HFCC building was extended to the west on Queen Street East taking over the properties at 339 and 341 Queen Street. Up until 1925 the properties were owned by J. Francis Brown, President of the HFCC. In 1926, the assessment rolls indicate the new owner is J. Franklin Brown, President. With the building's extension, the new president more than doubled the size of the existing building, with greater frontage on Queen Street East and extending deeper into the lot. He also incorporated a new recreational function: "The Home Bowling Club," which was located on the second floor. The bowling club was identified with a separate entrance and address at 339-341 Queen Street East.

The HFCC continued to occupy the property until 1977. By 1955 the bowling alley was known as "Riverdale Bowling Alleys." In 1978, another furniture retailer, Marty Millionaire Ltd., purchased the property. The bowling alley was closed down. Marty Millionaire continued to occupy the property until December 2014.

² Assessment Rolls recorded in May 31 1906 for 1907, Ward II, Division 1.

³ Building Permit 7859, 1 June 1907. The property owner was identified as the Home Furniture Carpet co. of 9 Queen Street East.

⁴ Assessment Rolls for Ward II, Division I, dated 1 June 1908

⁵ According to the Assessment Rolls for Ward II, Division I, dated 1 June 1908, 339 Queen Street East was occupied by Henriett T Hatton, a widow and 341 by William Hearn, a labourer.

⁶ City of Toronto Directories and Assessment Rolls for Ward II, Division 1

John Francis Brown, J. F. Brown & Co. and the Home Furniture Carpet Co. Ltd.

The American-born, John Francis Brown opened his furniture store, J. F. Brown & Co. in 1885. (Image 8) Located at the south-east corner of Yonge and Queen streets it occupied the 3-storey Imperial Bank building. In 1893 *Toronto Illustrated* praised it as "the leading furniture emporium in the city" and declared Mr. Brown to be "highly esteemed in trade and social circles."⁷ The emporium sold furniture as well as carpets, linoleum and other household goods. The stock was "well assorted... while the prices are the lowest."⁸ In 1894, the Robert Simpson Company opened a new, purpose-designed, six-storey department store, opposite Brown's, at the south-west corner of Yonge and Queen Streets. By 1900, Simpson's occupied the entire Yonge Street frontage between Queen and Richmond streets. Brown moved his business north of Queen to 193 Yonge Street in 1903. Here he had the architect, Henry Simpson, design a new 8-storey store for J. F. Brown & Co.⁹

Henry Simpson was engaged again by Brown in 1907, as the architect for the new store at 339 Queen Street East for the HFCC. A 1910 advertisement in the *Toronto Star* indicates the business had expanded from furnishings to include clothing, boots and shoes and in fact on this date was celebrating the opening of the "vastly augmented" clothing departments.¹⁰ As indicated above, recreational activity, in the form of bowling, was introduced by John Franklin Brown, when he took over the ownership of the property in 1925.

Marty Millionaire Ltd.

Marty Millionaire was first opened at Queen Street and Spadina Avenue in 1968 by Marty Nefsky. In 1978 it relocated to 339 Queen Street East. The company sold furniture but was especially known for its rentals to the film industry. The sons of Marty Nefsky, Norm and Marty, sold the property in December 2014 after occupying the location for 35 years. Including James S. Large who sold second hand furniture at the south-west corner of Queen and Parliament in 1906, the Nefsky's were the third furniture store company to occupy the site which had been dedicated to furniture sales for almost 110 years.

Henry Simpson (1864-1926), Architect

Henry Simpson was born in Toronto and articulated with the influential and well-known Toronto-architect, E. J. Lennox between 1883 and 1886. He then practised in New York returning to Toronto in 1888. Although he embarked on a number of partnerships over the years they were typically short-lived, lasting less than two years. He was a "talented and prolific architect"¹¹ and embarked on a wide range of building types in a variety of styles and locations including Toronto, across Ontario and as far away as Saskatchewan. One of his projects, the Pressed Metal Company showroom (1895-8), 1182-1190 King

⁷ *Consolidated Illustrating Co.*, p 150.

⁸ *Ibid.*

⁹ This property was designated under Part IV of the Ontario Heritage Act in 1985.

¹⁰ *Toronto Daily Star*, 22 July, 1910, p 10.

¹¹ *Biographical Dictionary of Canadian Architects*, "Henry Simpson"

Street West, was declared a National Historic Monument in 1984. Other notable commissions include the Cooke's Presbyterian Church, the J. H. McGregor House, and the Aluminum & Crown Stopper Co.

iii. ARCHITECTURAL DESCRIPTION

The HFCC store building had all of the essential features of the Chicago School style when it was completed in 1907 to Henry Simpson's design.

The Chicago School style is a term applied to commercial buildings which emerged in the flurry of reconstruction after the Chicago fire of 1871 relying on fire-proof steel-frame construction and championed in the work of the innovative architect, Louis Sullivan. A grid of structural support created by steel columns and beams supporting concrete slabs meant that internal space, free of structural walls, could be open and unobstructed. Facades, which were now also unnecessary for the building's support, could be covered in "curtain walls." This term indicates the non-structural function and the use of a variety of materials, including glass and terracotta, as cladding. The steel structure, the curtain wall and the addition of an elevator provided the essential characteristics of a skyscraper. It was also an ideal formula for the newly-emerging large-scale department stores.

Architecturally, the building style favoured large glazed openings on the lower two floors, a middle section that had more wall surface and smaller windows, and a top with a distinctive attic storey and a great, overhanging cornice. The influence of the Chicago Exhibition of 1892 brought a distinctly classical flavour to the detailing of the elements especially the cornices which were reminiscent of Renaissance merchants' palazzos. Under Sullivan, the classical style was reinterpreted with his exuberant organic ornament, which allied with contemporary Art Nouveau style sensibilities.

The Robert Simpson Company store embodied the Chicago School style and was the first example of skyscraper construction in Toronto. Designed by Edmund Burke and completed in 1894 with a height of six storeys, it burned down due within a year due to lack of proper fire protection. Simpson commissioned Burke and his partner Horwood to re-build which they did in 1895 with further extensions in 1899-1900. The significant elements of the building included large areas of glass allowing an extensive wall of display to the street and permitting maximum natural light in the interior, especially at the first two floors. The façade was indicated the regular grid of the structure within and, following Sullivan's example, combined brick cladding with terracotta panels with elaborate decorative relief. True to form, the store featured smaller windows at the upper storeys and a differentiated attic storey with a great overhanging classical cornice. (Image 9)

In 1903, J. F. Brown embarked upon his own eight-storey skyscraper, two storeys higher than Simpson's, and designed by the architect Henry Simpson. The resultant building was similar to Burke and Horwood's, as a current photograph indicates. (Image 10) Both

featured large, glazed openings at the lower two stories, yellow brick and decorative terracotta panels framing the windows, tripartite Chicago School style windows on the upper storeys, an attic storey with smaller windows and a deep, classical, projecting cornice topping off the whole composition.

One distinctive difference between the Simpson's and Brown's stores was the original detailing of the first two storeys. A contemporary perspective drawing shows that, unlike Simpson's store which expressed the structure in a series of massive piers from the ground upwards, Brown's first two storeys were completely glazed, with only a minimal expression of structural support for the glass framing and a narrow spandrel panel providing signage between the two storeys. (Image 11)

The same approach to the Chicago School style was employed by Henry Simpson in the 1907 design for J. F. Brown's HFCC store at the intersection of Queen Street and Parliament Street. (Image 12) Here, he had the advantage of a corner site with maximum opportunity for window display along both streets. An advertisement from 1910 with a perspective sketch of the building shows the three-storey building with a narrow three-bay façade on Queen Street East and a longer six-bay elevation extending on Parliament Street, capped by a dramatic overhanging classical cornice. The two lower floors are completely glazed with the only masonry structural support being expressed in the square piers at the corners. On Queen Street East, two broader bays, each with three transom lights were set on either side of the recessed entrance. On the Parliament Street elevation the glazing was laid out in a regular pattern; between each structural frame were two large glazed panes, with pairs of transom lights above each. The third floor features more solid wall, with a regular rhythm of windows centred above the glazing panels below.

Photographs of the store's street elevations from the period illustrate the rigorous clarity of the design, rhythmic composition and proportion of the elements combined with, what must have been in 1907, a startling, minimal amount of material and detail which put an emphasis on the display of merchandise. (Images 13 and 14)

The principal entrance on Queen St. East is set within a recessed, glazed entrance bay which tapers in plan as it reaches the door. The door is wood with a long, glazed panel whose rectangular form is modified with curving sides. The wood trim surrounding the glazing features curved elements at each corner all of which indicate the influence of contemporary Art Nouveau style. (Image 15)

The "rear" elevations of the building facing the back of the lot were designed for functional efficiency and were primarily brick clad with a vertical row of paired, double-hung sash windows.

When the HFCC building was extended in 1925-1926, the design of the original building was replicated closely. (Image 16) At the far western end of the building a new entrance to the bowling club was included. The new entry featured an entablature supported on

two brackets with a projecting curved cornice which would have complimented the classical style of the original building cornice.

While the 1925-6 extension and inclusion of the Home Bowling Club had been sensitive to the original building, other changes since that time have been less so. In 1944, a building permit was granted to remove the galvanized metal cornice.¹² (Images 17 and 18) In 1966, a building permit was issued permitting the covering over of the transom lights with board.¹³ Drawings submitted for the permit indicate existing glass, steel beams and masonry were to remain unaltered. At an unknown date the original awnings have also been removed. Blue paint has also been applied to the entire building. However all of these items are reversible and the essential qualities of the building are still intact.

iv. CONTEXT

The former HFCC building sits on the south west corner of Queen Street East and Parliament Street. As discussed, both streets are significant markers of the evolution of the Town of York and the City of Toronto. This portion of Queen Street and portions of Parliament Street to the north and south retain a mid-late 19th century commercial streetscape, typically composed of two-storey gable roofed buildings, three-storey mansard roofed buildings and flat-roofed two-three storey early 20th century buildings. All were designed for or have been adapted to commercial use. These buildings along Queen Street East co-exist with institutional buildings, two churches and a corner bank, creating a cohesive human scale. (Images 19 and 20) Recently new development at the intersection of Queen and Parliament has included a two-storey Shoppers Drug Mart on the south-east corner and a one-storey Subway outlet on the north-west corner which has replaced the former three-storey Rupert Hotel and has modified the streetscape. (Image 21)

The HFCC building fit within the late 19th century context and scale when it was constructed in 1907 and expanded in 1925-6 as it re-affirmed the character of the area with its three-storey heights and brick cladding. However, with its flat roof terminated by a dramatic cornice and the striking extent of its glazed walls on the first two storeys at the corner of Parliament and Queen, it would have been a remarkable new addition to the neighbourhood. Today, in spite of the removal of the cornice and awnings and the boarding up of the transom windows it continues to contribute to the historic character and scale of the Corktown community and is a prominent local landmark.

3. EVALUATION CHECKLIST

The following evaluation applies Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. While the

¹² Building Permit 80245, 26 February 1944.

¹³ Building Permit 89593, 13 April 1966.

criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, the City of Toronto uses it when assessing properties for inclusion on the City of Toronto Heritage Register. The evaluation table is marked “N/A” if the criterion is “not applicable” to the property or X if it is applicable, with explanatory text below.

Design or Physical Value	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	X
ii. displays high degree of craftsmanship or artistic merit	N/A
iii. demonstrates high degree of scientific or technical achievement	N/A

The former HFCC building, at 339 Queen Street East, has design value as a fine representative of the Chicago School which was a dominant architectural style for commercial buildings between 1895 and 1910 and was a precursor to 20th century steel and glass skyscrapers. The chief characteristics included a steel, post-and-beam structural system which permitted extensively glazed, curtain-wall façades on the lower floors and typically featured more traditional windows combined with masonry cladding on the upper storeys. The 1925-1926 extension was faithful in repeating the original style and detail. The building has been altered with the removal of its cornice, the addition of temporary boarding over of its transom windows, and to a lesser extent the removal of the awnings. However all of these alterations are reversible and the building's integrity remains as a significant example of the Chicago School style.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	X

The property has value for its association with John Francis Brown, founder of J. F. Brown Co. and subsequently the Home Furniture Carpet Co., Ltd., a department store business in operation in Toronto from 1885 until 1977. The property is also associated with Marty Millionaire Ltd., a well-known furniture sales and rental emporium which provided props for Toronto's film industry from 1968 and was located at 339 Queen Street East from 1978-2014.

The property is valued as it demonstrates the work of the innovative and prolific Toronto architect, Henry Simpson (1864-1926), who was eulogized as "one of the best known Toronto architects in the era of building expansion."¹⁴ Simpson began his career as an intern of the architect E. J. Lennox, and then practised in New York, before setting up practice in Toronto in 1888. He is credited with designing over 120 buildings including the Metallic Roofing Co. showroom, which has been identified as a National Historic

¹⁴ Henry Simpson obituary, *Toronto Star*, 17 December 1926, p 13.

Monument. Simpson also designed J. F Brown's first retail building, at 193 Yonge Street, which is designated under Part IV of the Ontario Heritage Act.

The store's location, the south-west corner of Queen and Parliament, is valued for its association with the evolution of the Corktown area from being situated on the outer edges of the original town of York and the adjacent sites of the first institutions including the first parliament buildings, courthouse and goal, to its transformation as an important intersection where Parliament Street connected waterfront industry with northern residential communities and Queen Street became a significant artery connecting the city with the communities of Riverdale, Leslieville etc.

Contextual Value	
i. important in defining, maintaining or supporting the character of an area	X
ii. physically, functionally, visually or historically linked to its surroundings	X
iii. landmark	X

Contextually, the property at 339 Queen Street East has value as it supports the historic character of this important intersection as it evolved from being on the limits of the town of York to the early 19th century Corktown neighbourhood to being the crossroads of two significant 20th century city arteries: Parliament and Queen streets. The former HFCC building is physically and visually linked to its surroundings. The intersection of Queen and Parliament Streets is associated with the earliest history of the town of York and the City of Toronto. Situated on the south-west corner of the intersection, its Chicago School style form and detail with the two storey of curtain-wall glazing have made it a distinctive local landmark within the Corktown neighbourhood for more than a century.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 339 Queen Street East has design, associative and contextual values.

The design values are evident in the building's representation of the Chicago School style which was a predominant style for commercial buildings from c. 1895-1910. The building is valued for its association with the well-known architect, Henry Simpson. It is also valued for its association with J. F. Brown and the Home Furniture Carpet Co., Ltd. which occupied the site from 1907 until 1977. It is also associated with the Marty Millionaire Ltd. furniture emporium and well-known supplier of props for Toronto's film industry which occupied the property from 1978-2014. Located at the south-west corner of Queen Street East and Parliament Street, the former Home Furniture Carpet Co., Ltd. building has been a long-standing local landmark and an important contributor to the historic character of the Corktown neighbourhood.

5. SOURCES

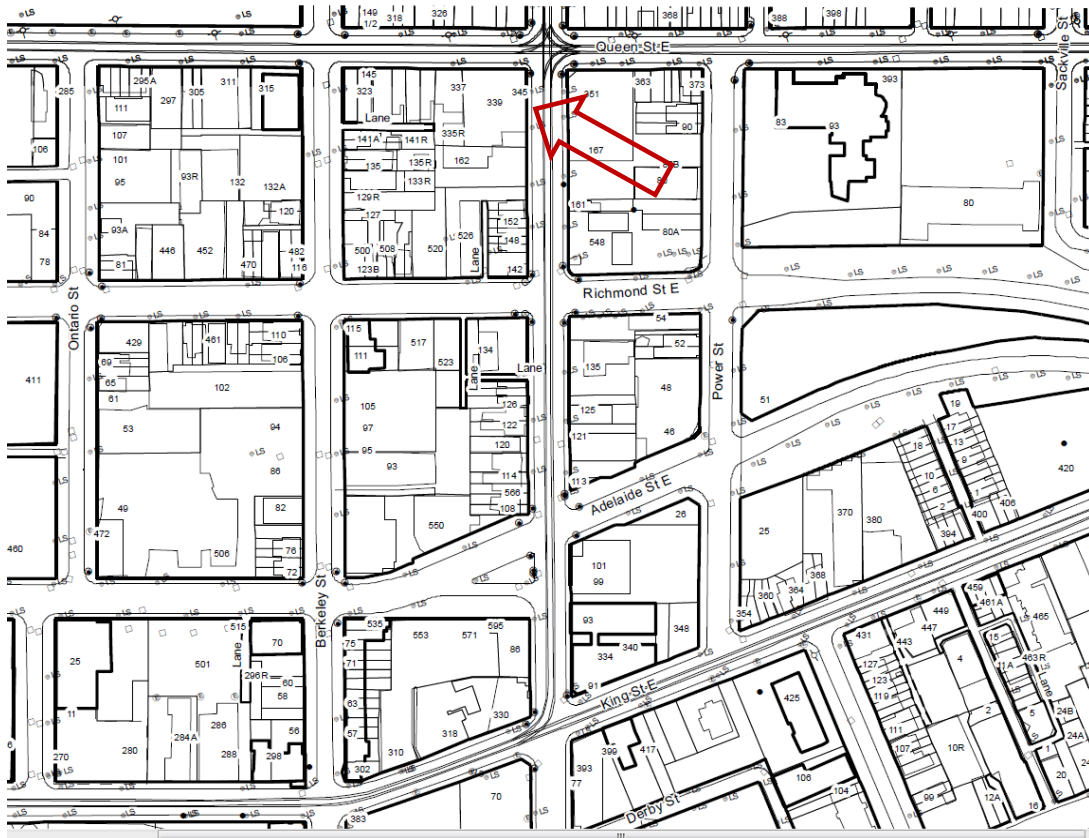
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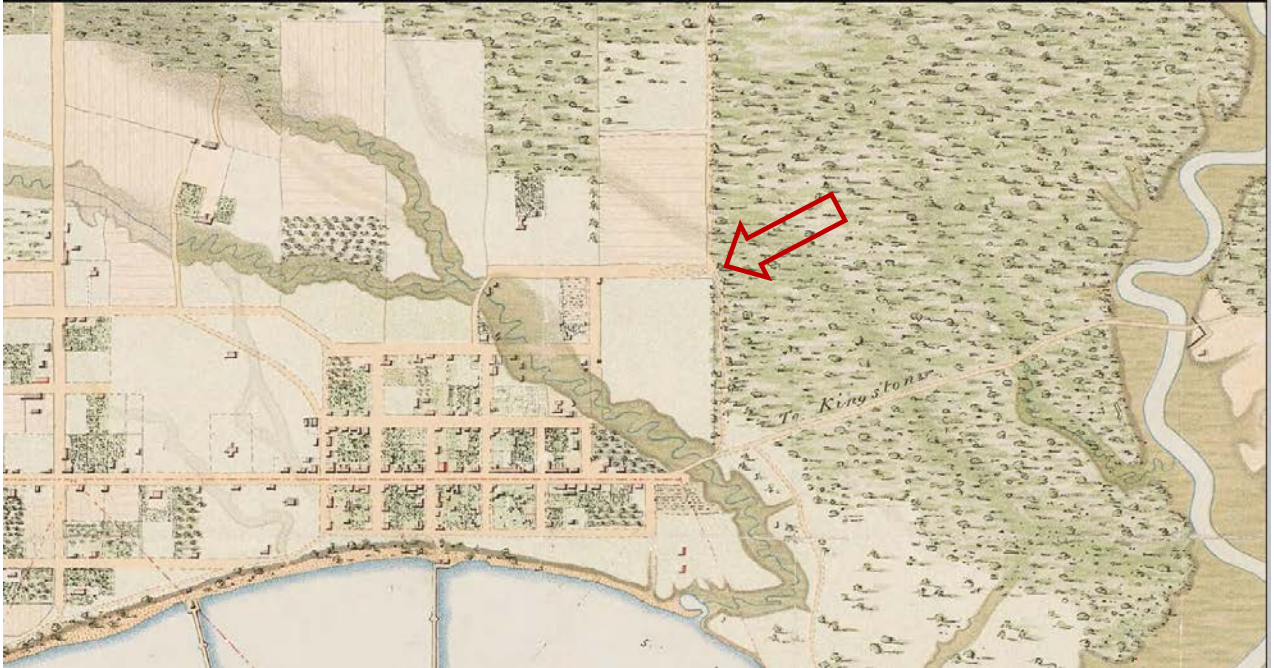
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6. IMAGES: the **arrows** mark the location of the subject property unless otherwise indicated. *Unless otherwise indicated north is always at the top of the image.*



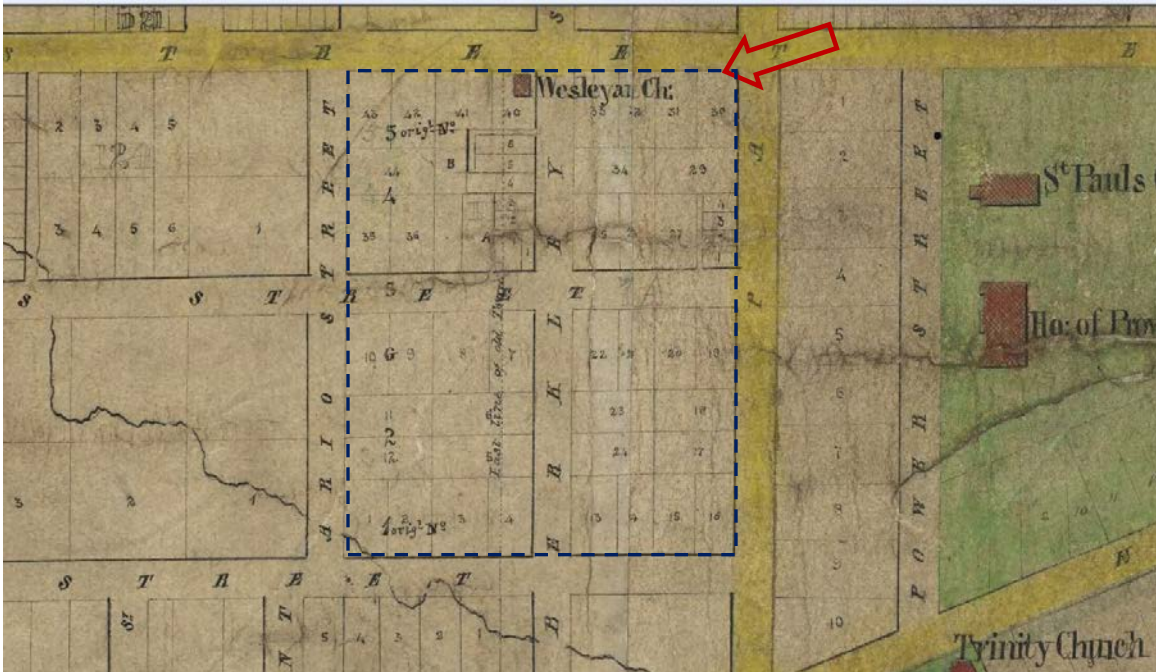
1. City of Toronto Property Data Map: showing the location of the subject property at the south-west corner of Queen Street East and Parliament Street.



2. Lieut. Philpotts, *Plan of York*, (detail) 1818: The plan shows the original ten-block town of York with the red, dashed line marking King Street. Two new blocks are shown to the West between George and New Streets (now Jarvis). At this period, Lot Street (now Queen Street), marked by the red arrow, is interrupted by Taddle Creek which cuts across Ontario and Berkeley streets as well as it flows south-east. Note the pattern of 100-acre Park Lots north of Queen. Parliament Street starts just north of the Kingston Road and Taddle Creek marking the boundary between the town and the park lots to the west and the Government Reserve/Park to the east. Yonge Street is at the far left and the Don River at the far right. (*City of Toronto Archives*)



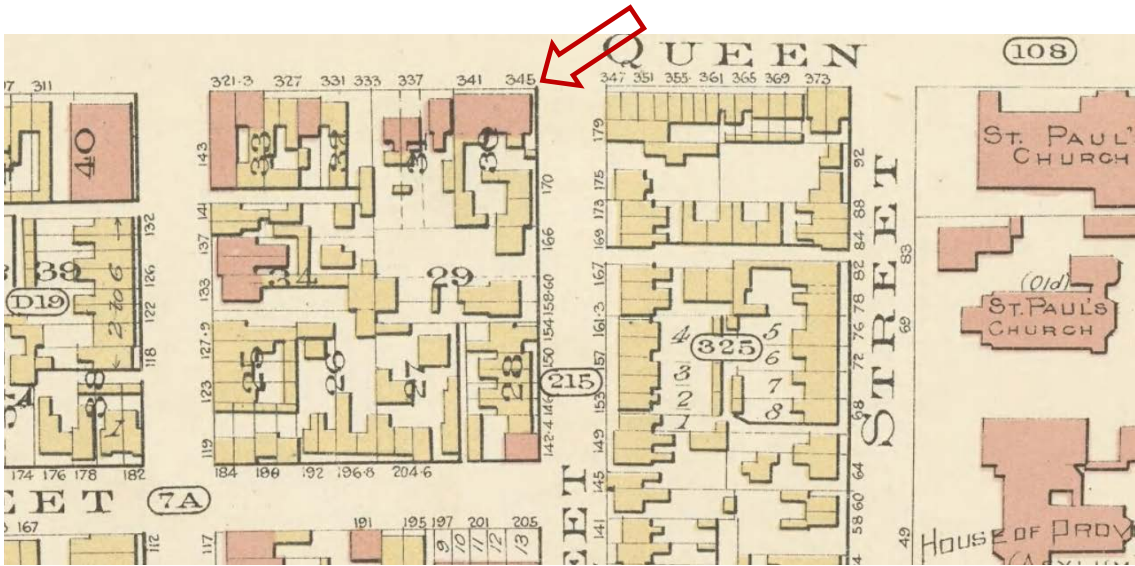
3. James Cane, *Topographical Map of the City and Liberties of Toronto, (detail), 1842:* showing two long buildings constructed on the property at 339 Queen Street East, the extension of Parliament Street all the way to the lake front where on the west side the new court house and gaol have been constructed. To the east of Parliament, a windmill indicates Gooderham and Worts facilities on the lake. Further north, the government reserve has been released for development and the streets Pine (now Sackville), Sumach and River running parallel to Parliament have been laid out. St Paul's Roman Catholic Church, 1822, (black arrow) has been built. Lot (Queen) Street is still impassible at the Jarvis and Moss Park estates (marked with stars). The dotted line at the top of the map indicates the City Limits as of 1834. (*City of Toronto Archives*)



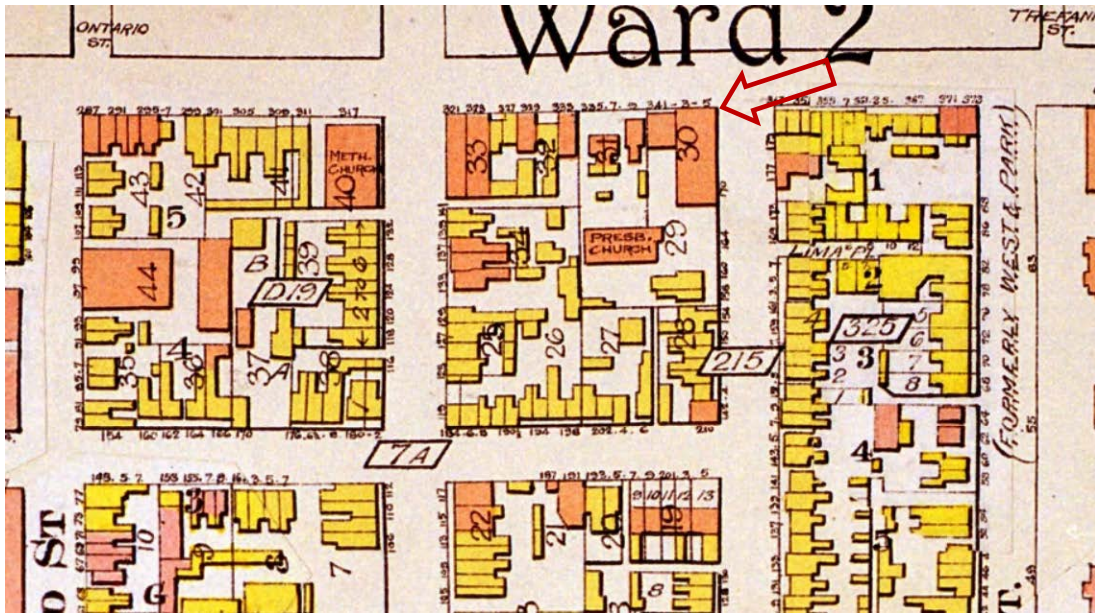
4. H. J. Browne, Plan of the City of Toronto, (detail) 1862: showing the plot of land bound by Queen, Parliament, Duke (now Adelaide) and Ontario streets and bisected by Berkeley and Duchess (Richmond) streets known as Plan 7A. The lots are numbered 1-44. The subject property occupies lots 29-31. St. Paul's Church, the House of Providence, 1857 and Trinity Church, 1843, (known as Little Trinity) to the east of Parliament as well as the Wesleyan Church to the west on Queen indicate development of the neighbourhood. (*City of Toronto Archives*)



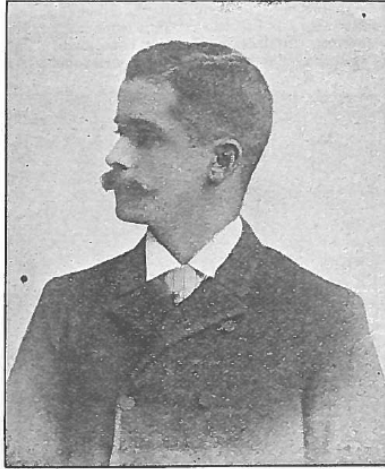
5. Goad's Atlas (detail) 1880 showing: the occupation of the site currently known as 339 Queen Street East with two-storey brick buildings facing Queen, addressed as 281 and 283 with outbuildings and yards behind (*City of Toronto Archives*)



6. Goad's Atlas (detail) 1890: showing the buildings with the same pattern of built form identified in relation to Lot 30 and Plan 7A on the south-west corner of Queen Street East and Parliament Street renumbering of the street following the annexation of Riverdale to the City of Toronto. (*City of Toronto Archives*)



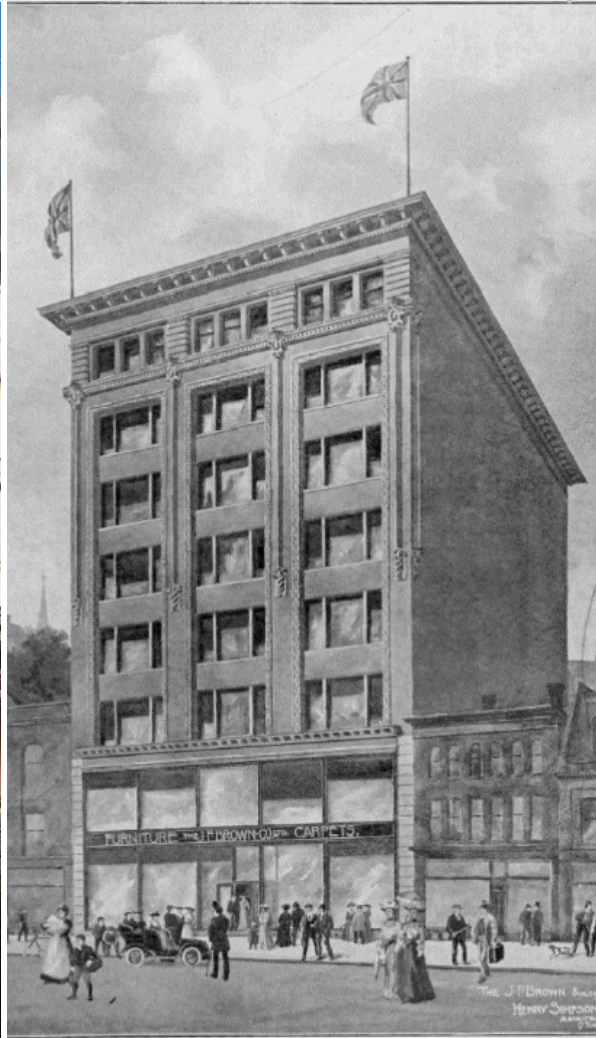
7. Goad's Atlas (detail) 1913: showing the redevelopment of Lot 30 with the new Home Furniture Carpet Co., Ltd. (HFCC) store at 343-345 Queen Street East (*City of Toronto Archives*)



8. John Francis Brown, 1893. (*Consolidated Illustrating Co., p 150.*)



9. The Robert Simpson Company, 176 Yonge St, Edmund Burke (1894-5), Burke & Horwood (1899-1900), Horwood & White (1922-4): showing the large glazed openings at the first two floors, smaller windows at the upper floors, differentiated attic floor and overhanging cornice. A combination of granite with brick and decoratively relieved terracotta panels is employed for cladding. (*TOBuilt*)



BUSINESS PREMISES, YONGE STREET, TORONTO
HENRY SIMPSON, ARCHITECT

10. J. F. Brown, Furniture Building, 1903, 1910, 1985: (above left) showing the building at 193 Yonge Street with the 1985 modifications to the façade by Rasch and Au architects, which included the addition of the granite cladding at the first and second floors. (*TOBuilt*)
11. J. F. Brown Building, 1903: (above right) showing the J. F. Brown Company second premises, relocated to 193 Yonge Street as originally designed by Henry Simpson and exemplifying the Chicago School style. (*Canadian Architect & Builder, October 1903, pl 1.*)

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CLOTHING DEPARTMENTS VASTLY AUGMENTED

CASH OR CREDIT

The Home Furniture Carpet Co. Limited



The Home Furniture Carpet Co. Limited

Latest Fashions Far Below Cost

\$85,000 Worth of LADIES' & GENTS' CLOTHING, BOOTS & SHOES
Just added to our previous complete stocks, making us **the largest Clothing Store east of Yonge Street**

MUSIC AT TO-MORROW'S BIG FORMAL OPENING
One of the Finest Ladies' Garment Depts. in the City of Toronto

A more fascinating collection of pretty summer Dresses, Wash Suits, and shirts, has never been seen in Toronto at such price reductions. Every garment has been marked down regardless of cost. Read every item. Every garment as advertised.
200 WASH SUITS, done up New York, neatly embroidered and lined in **DAINTY BELL AND LINGERIE DRESSES**, beautiful embroidered and lace trimmed, all new effects. Just here, others where they don't. **REG. \$12.00. Special 9.95**
100 WASH DRESSES, makers' to make, New York designs. all the new effects, none of them above **REG. \$2.00. Special 1.95**
100 WASH SHIRTS, made of the finest flax and pure linen. **REG. \$2.25. Special 2.25**
CLEARING ALL OUR SUMMER MILLINERY. Hats, up to 25% off. **Special clearing at 25% off.**

Some Example Furniture Bargains--Saturday

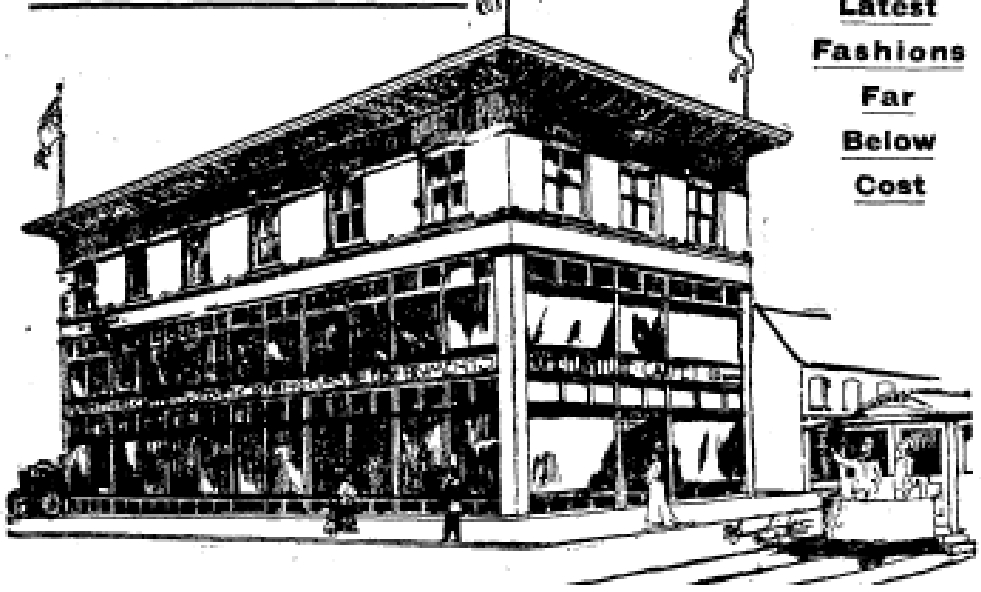
37.50 Buffet (Just like cut) in early English or golden finish, colonial design. **REG. \$115. Special 26.75**
30.00 2-piece Parlor Suite, mahogany finish, seats and backs covered with French velvets in floral or flock pattern. **REG. \$95. Special 19.90**
10.00 Iron Bed, Spring, and Mattress, complete set, with new mattress, with patent spring. **REG. \$25. Special 5.95**
14.75 Extension Table, in mahogany finish, in early English or golden finish. **REG. \$25. Special 9.75**

THE HOME FURNITURE CARPET CO., LIMITED
345 and 347 QUEEN EAST - Cor. of Parliament



Store Open Till 10 Tomorrow Evening

CASH OR CREDIT



Latest Fashions Far Below Cost

12. The HFCC 1910 advertisement with enlarged detail below: showing the building with the fully glazed lower two floors and solid walls with punched window openings at the third storey. Note the dramatic overhanging cornice, as well as the adjacent building and the streetcar. (Toronto Star, July 22, 1910, p 10)



13. HFCC, east façade on Parliament Street , 1914 (detail): showing the details of the glazing on the two lower floors, with the large glazing panels grouped in pairs between the minimal vertical structural supports with transom lights divided into pairs above each large pane, and the narrow paired panels at grade. At the third floor segmental arched windows contain a pair of double-hung sash. Note the brick entablature and moulding between the second and third floor and the narrow signage panel between the first and second floors. (*City of Toronto Archives, Fonds 1231, Item 1295*)



14. HFCC, east elevation on Parliament Street , 1913 (detail): showing the awnings, a glimpse of the extent and substance of the overhanging cornice and the late Victorian context across the road. (*City of Toronto Archives, Fonds 1244, Item 7308*)



15. HFCC, Queen Street Entrance: showing the recessed glazed entrance bay, tapering in plan towards the door and the wood door with its curved glazed panel with circular corner ornaments that reveals the influence of the more organic Art Nouveau style during this period. (HPS 2015)



16. HFCC, north elevation on Queen Street : showing the extension with the wider bays to the west of the original store with the new entrance to the bowling club and the covering of the window transoms with board. (HPS, 2005)



17. HFCC, south and east elevations facing Parliament Street : showing the east elevations with the window transoms covered over with boards and the south elevations indicating the extent of the original 1907 and the larger extension of 1925-6 (left of photo). (HPS 2015)



18. North West corner of Parliament and Queen Street E, August 1959: showing the north elevation of HFCC after the cornice has been removed. (City of Toronto Archives, Series 372, Item 0376)



19. Queen Street East looking east from Sherbourne Street towards Parliament St, May, 1934: showing the mid-late 19th century context that persists into the 20th and 21st centuries. (*City of Toronto Archives, Fonds 16, Series 71, Item 10307*)



20. Queen Street East looking west from Parliament Street towards Sherbourne Street , 2015: showing the mid-late 19th century context that persists into the 20th and 21st centuries. (*google maps, <https://www.google.ca/maps/@43.6556304,-79.3643402,3a,75y,256.14h,97.74t/data=!3m6!1e1!3m4!1so7SMxdidyP58IRv3WZQv7A!2e0!7i13312!8i6656!6m1!1e1>*)



21. Looking east across Parliament Street 2015: showing the early 20th century and late 19th century streetscape intact on the north-east corner and beyond with a new Shoppers on the south-east corner and a Subway on the north-west corner. (*google maps, as above*)