



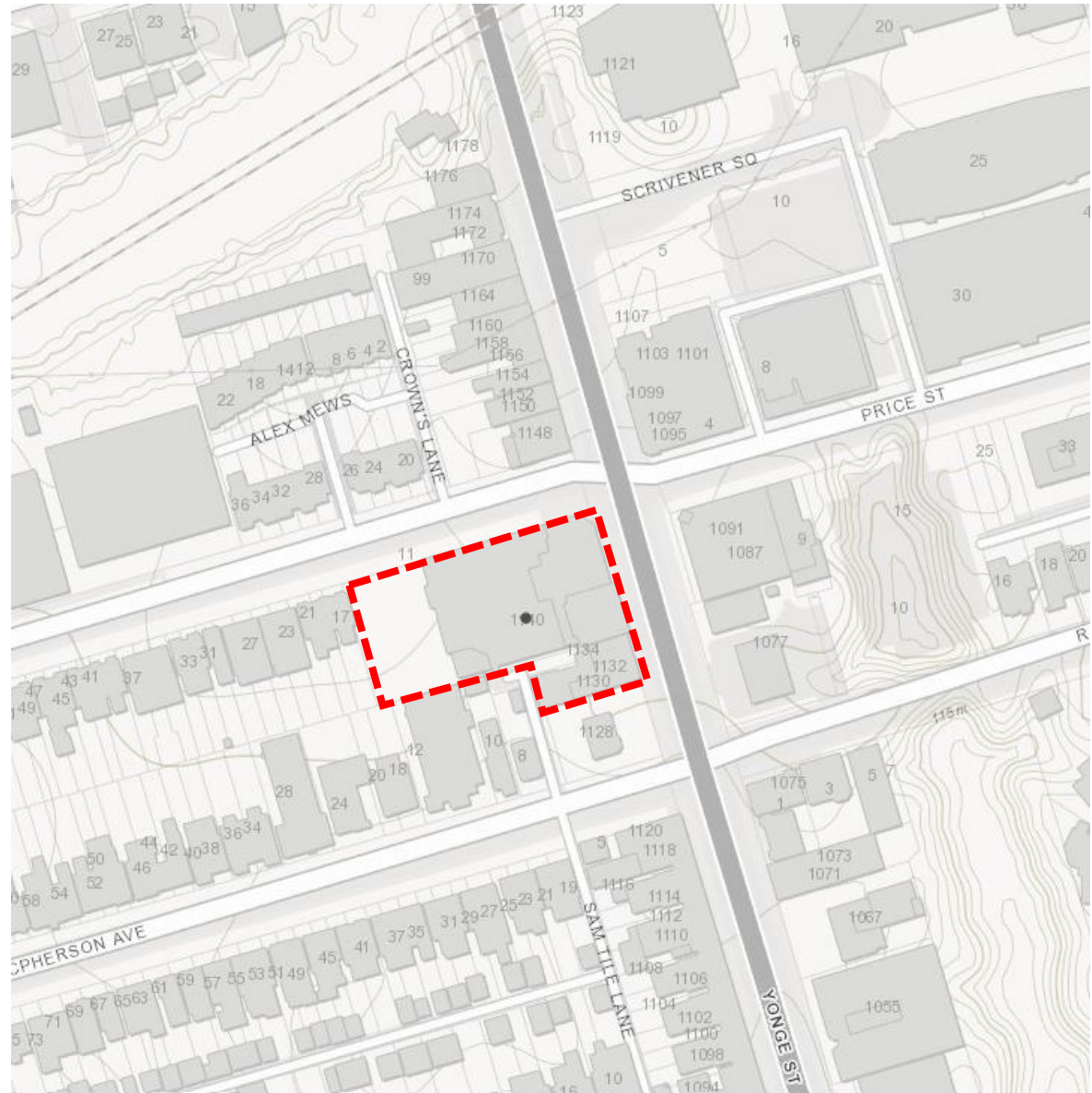
PB26.3

**1130-1134 and 1140 Yonge Street -
Notice of Intention to Designate a
Property Under Part IV, Section 29 of
the Ontario Heritage Act**

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1130-1134 & 1140 Yonge Street

This location map is for information purposes only; the exact boundaries of the property are not shown. The arrow marks the location of the site.



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1130-1134 & 1140 Yonge Street



Current photographs of the adjacent properties at 1130-1134 Yonge Street (left) and 1140 Yonge Street (right). [Heritage Planning, 2021]

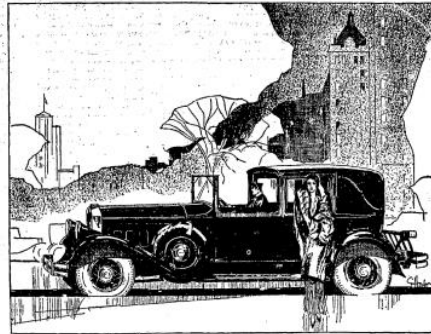
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1130-1134 & 1140 Yonge Street



Current photographs of the principal (east) elevations of 1130-1134 Yonge Street showing the openings, the brick and stone detailing and the loss of the roof cornice and parapet at 1130 and 1132. [Heritage Planning, 2021]

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1130-1134 & 1140 Yonge Street



Another Name for
the Finest in Motor Cars:
PIERCE - ARROW

WHEN the first Pierce-Arrow was built, early in the century, it was the finest car of its day. Scores of other fine cars have since come and gone—and the finest car of its day is still *Pierce-Arrow*.

The Pierce-Arrow name, however, was not earned cheaply. It was born of stern, uncompromising ideals. It has endured through reverence of fine tradition—and a determination to preserve always the patrician quality.

Does this sound idealistic? Then look at the rare hand-tailored fabrics—the specially created colorings—the exquisite appointments that are the newest expressions of Pierce-Arrow.

Compare the low-swing, slender grace of the new Pierce-Arrow models—and their luxurious loveliness of interior—with the richest foreign car ensemble you know.

Try the new Pierce-Arrow transmission, with its silent gear-shift, at any speed—and an intermediate with a capacity of 60 miles an hour, without the usual noise or vibration.

And understand finally why, beyond all its features, the greatest element in Pierce-Arrow is *Pierce-Arrow*—and why the name has long been synonymous with *America's finest motor car*.

In the purchase of a car from income, the average allowance on a good used car usually more than covers the initial Pierce-Arrow payment.

Three New Groups of Straight Eights

Group A: 112 Horsepower	144-inch Wheelbase	\$6000 to \$9400
Group B: 125 Horsepower	134 and 139-inch Wheelbase	\$4755 to \$6000
Group C: 135 Horsepower	132-inch Wheelbase	\$4075 to \$4350

(All Prices, Tax, Tonnage)

All models have Silent Gear-shifts, Non-shatterable Glass, Hydraulic Shock Absorbers, Super-safety Brakes, Pierce-Arrow or Buckle Headlamps optional without extra charge, Pierce-Arrow Engineering and Coachwork throughout.

H. E. GIVAN, LTD.

1140 YONGE STREET

MIDWAY 3587-3588

1930 advertisement for H. E. Givan's Pierce-Arrow business and showroom, newly relocated from 684 to 1140 Yonge Street. [The Globe]



Top: 1930 sketch of the newly completed Pierce-Arrow showroom at 1140 Yonge Street. Note the additional storey above the garage space at the west end of the building, which remained unrealized. [The Globe]
 Bottom: 1930 archival photograph of the recently completed Pierce-Arrow showroom. Note the projecting gargoyles by Merle Foster in the arcade spandrels, now lost. [CoT Archives]

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1130-1134 & 1140 Yonge Street



Left: Detail of a cast stone arcade column with decorative sculptural detailing by artist, Merle Foster. [Heritage Planning, 2021]

Centre and Right: Details showing cast stonework by Merle Foster, whose work was both Classically-inspired (man with car and tire, centre) and Medieval (imp-like creature at the springing joint above (right)). [Heritage Planning, 2021]

PB26.3 1130-1134 & 1140 Yonge Street



Left: 1971 archival photograph showing the closed in arcade during the building's time as a film production studio for the CBC. At left is the adjacent commercial row at 1130-1134 Yonge Street. [CoT Archives]



Right: 1990s archival photograph showing the building under ownership by The Business Depot, later Staples Canada. At this time, several of the arcade openings on the east and north elevations were re-glazed. [CoT Archives]

PB26.3 1130-1134 & 1140 Yonge Street



Contextual view looking northwest, showing the heritage properties on Yonge Street north of Marlborough Avenue (left) and view looking southwest (right). [Heritage Planning, 2021]