



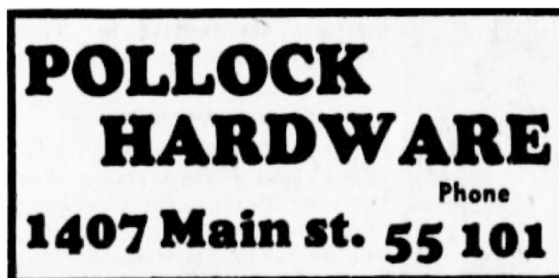
After returning from war, Pollock set his sights on larger undertakings, including large apartment buildings. In 1926, he bid on and was awarded the contract for an apartment block on Edmonton Street across from Central Park. The block was built at a cost of \$80,000, featured 32 suites, and was designed by architect Alex Melville. This apartment would come to be known as the Pollock Apartments.



Just two years later in 1928, he won the contract to build a larger 3 storey apartment block further south on Kennedy Street, near Assiniboine Avenue. The building, called the Willingdon Apartments, featured 41 luxury suites and was built at a cost of \$150,000.



In 1929, Pollock began his ever largest undertaking by buying the Albert Clements Killam mansion at 1 Roslyn Road and applying for the permit to demolish it and build new. The resulting two luxury apartment buildings, called the Locarno Apartments A and B, were built at a cost of over \$400,000 and featured a total of 71 suites between the two.



In 1922, Pollock built a three unit commercial block on Main Street. The building featured a symmetrical exterior of brick and four parapets. The northern most unit was first used by Forrest Keller for Keller's Hardware but by the late 1920s, Pollock took the business over and became the owner and operator of the hardware store. After his death in 1957, the business was taken over by Alec Ingram. Eventually, it was sold to Wayne and Lois Cash. The Cash family ran the business for decades but when they tried to sell, they could not find a buyer. In 2007, the business closed but through the work of the community, the business re-opened in 2008 as a cooperative.

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Seven Oaks Historical Society

presents

Foundation to Frame: The Alex Pollock Walking Tour



*A look at the life and times of the
neighborhood craftsman*

Hosted by Kenneth Ingram





Built in 1911, 31 Lansdowne Avenue was the first home Alex Pollock built as an independent contractor and architect. He built it for him and his wife Maud Gertrude Conklin in the new development called Lincoln Park after the two were married. Built with a budget of \$1900, it features a gable roof, shiplap and shingle siding, and a gable dormer window to the east.



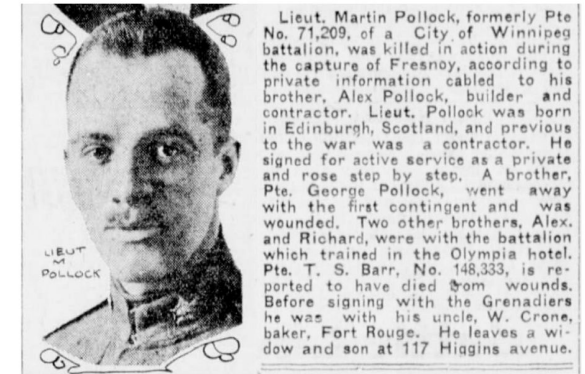
In 1911, he purchased several lots on Matheson Avenue near Cochrane and began building several similar houses, including 156, 158, and 160 Matheson Avenue. They were slightly larger, including a third storey and at a cost of \$2800 each. Upon completion, him and his wife moved to 160 Matheson.



Later on in the late 1920s, he and his wife related to 114 Cathedral Avenue, which was the only long-term home he lived in that he did not build and where he spent the rest of his life. It features two and a half storeys, gable roof ends with wood fish-scale shingles, a second story bay window, and enclosed front porch.



In 1912, he built 135 and 139 Machray Avenue. The two were some of his largest and most expensive undertakings at that point, with both being two and a half stories tall and around 2500 square feet at a cost of \$7000. The homes feature an exterior of red clay brick, Manitoba tyndall stone window frames, and a third storey front window with curved shingle design.



In 1914, the First World War broke out and several of Pollock's brothers immediately enlisted to fight overseas. Pollock scaled down his work and eventually enlisted in early 1916 as part of the 184th Overseas Battalion. In May 1917, his younger brother Martin (pictured) was killed in The Battle of Fresnoy in France. In August 1918, his older brother George succumbed to wounds from the Battle of Festubert in May 1915.

O'Meara St., St. John's

Beautiful new home, never been occupied, solid brick, 10 rooms, hardwood finish, separate toilet, stationary wash tubs; every comfort, reasonable terms.

A. POLLOCK,
160 Matheson Ave. Phone St. J. 2092.

Some of Pollock's final and most prolific residential buildings were 9 and 11 O'Meara. Built in 1913, 11 O'Meara was built with a budget of \$9000 and with "every comfort," including a solid brick exterior, front porch, and 10 large rooms featuring a hardwood finish.