

Moore and McLeod Ltd. Build Entire New Front

Local Firms Prominent In Remodelling Work Of Moore & McLeod Ltd.

Some eleven firms in all combined to produce the attractive new store front and remodelling of the interior of Moore and McLeod's Ltd. to bring it up to a standard hardly equalled in the Maritimes. The store practically extends the modern trend, well-lighted, spacious, and compact with the various departments ideally laid out to suit the every convenience of the shopper.

The architect Mr. James E. Harris prominent in city building and remodelling work had charge of the plans and supervised the construction work in the renovation of the store.

Mr. Albert E. Baker, general building contractor, connected locally and elsewhere in the province with many fine edifices actively took charge of the "face lifting" operations and completed the work as per schedule.

Chappell & Co. in charge of the lighting installation employed the

most modern methods with special fixtures to produce the desired effect and give finesse to a well decorated and artistically arranged window display. The indirect lighting system is designed to abolish glare and shadow. The effect on passers-by in regard to the work in this connection is particularly pleasing.

Pilkington Bros., Halifax, supplied the "vitrolite" structural glass, widely becoming popular on all commercial fronts and used extensively in all modern and up-to-date buildings. The Halifax firm also supplied the heavy plate glass and Krawneer metal moulding.

Three prominent city hardware houses directly and indirectly played a part in the operation. Stanley, Shaw and Peardon installed the new building equipment which called for considerable extension work. Rogers Hardware and Fennell and Chandler shared in the supply of

Remodelled Building Enhances Appearance Of Business District

Attractively Designed Store Gives Maximum Window Display.

general hardware, paints and varnishes.

The two well-established firms of Macdonald-Rowe and L. M. Poole and Co. supplied all the necessities in the construction materials, including lumber, finish, cement and brick.

Fred Waller, interior decorator had charge of the painting in connection with the new front, and judging from the fine remarks on the appearance of the finished job has greatly enhanced his reputation in this regard. Linked also in this connection was J. Alfred Doyle, general painter and decorator, who supervised the interior redecoration of the store.

Structural steel for the job was furnished by the well known firm of Bruce-Stewart and Co.

On the first of January 1893, 44 years ago, the firm of Moore & McLeod opened for business in one small store on the present location. They had taken over the business and staff of Perkins & Sterns. The first partners were Mr. G. M. Moore and Mr. S. A. McLeod. The following year Mr. W. A. Stewart and Mr. J. P. Gordon were admitted to the firm. All had been employed previously with Perkins & Sterns. The four men are still active in the business and are to be seen any business day, hard at work.

As business increased the firm bought out the adjoining building at that time occupied by Goff Bros. Now in addition to the two buildings, which have been combined into one, the firm occupies the two upper floors of the building to the north.

When Moore & McLeod opened business in 1893 the whole staff, including members of the firm, numbered nine; now the staff numbers forty.

Some idea of the business that has been built up through the years may be gained when it is learned that sales during December 1936 were \$10,000 greater than the total sales during the first year of business.

The heads of the firm too, have witnessed almost revolutionary changes in the dry goods business. When Mr. Moore and Mr. McLeod began business towards the close of the 19th century there was not a ladies ready to wear dress or coat made in Canada although there was a small concern making ladies white-wear. Consequently most of the ladies goods were bought in Europe.

Men's clothing manufacturing was fairly well established but the utility of the goods was not high class.

Mr. McLeod who did the buying, made his first trip to Europe in 1893, the year the firm opened, and continued to cross the Atlantic twice a year for ten consecutive years.

Meanwhile Canadian manufacturing industries were growing and for nine years following 1903 Mr. McLeod crossed only once a year. By 1911 the firm was able to buy its requirements in this country and after that year the buying trips to Europe were discontinued. In all Mr. McLeod made 58 crossings of the Atlantic.

In 1916 the firm was made a limited liability company and the late Mr. C. S. Drew made a director. On his death Mr. Fred Moore was admitted to the directorate.

Composing the present board of directors are: Messrs. G. M. Moore, president; Mr. S. A. McLeod, vice-president; Mr. J. P. Gordon, secretary treasurer; and Mr. W. A. Stewart and Mr. G. F. Moore.

Having celebrated 44 years of successful operations the enterprising firm decided to continue its policy of business aggressiveness

which had won its envied position in the community, and entered upon an extensive re-modelling of its always up-to-date store.

The entire front from foundation to coping was taken down and replaced with a modern front. Black Vitrolite with silver trim was used on the first story and faced brick on the second and third. With the new show windows and entrances the front is among the finest in the Maritime Provinces.

Mr. James E. Harris was the architect and Mr. Albert E. Baker the general contractor. Other contractors were: Chappell & Co. electrical work; J. A. Doyle and Fred Waller, painting. Firms supplying materials were: Pilkington Bros., Halifax, plate glass; Rogers Hardware Co. Ltd., Stanley Shaw & Peardon, and Fennell & Chandler, general hardware; L. M. Poole & Co., and Macdonald-Rowe Woodworking Co., building materials; and Bruce Stewart & Co., structural steel.

Materials were purchased locally where possible. And the job furnished 4351 hours of labor, for which local union wages were paid at a time of the year when men needed it most. The above hours of labor were in addition to the painting, plumbing and electrical work.

A brick partition between the two buildings composing the store was removed and a large steel beam used for support making possible a large central window with attractive side windows. The two entrances have been retained. Eight large show windows with attractive surroundings brickwork feature the second floor and third floors.

In addition to the remodelling of the front considerable work has been done to the interior. On the first floor the front has been filled in below the windows with mahogany to match the furnishings. The floors have been refinished and polished. The store now has 1400 square feet of selling floor space.

The large firm sign, MOORE & MCLEOD LTD., of primrose Vitrolite cut out and cemented to the black background stands out prominently.

Former Ogpu Head Slated For Trial?

MOSCOW, April 4—(AP)—Dismissal of Genrikh Yagoda from the commissariat of posts and telegraphs "because of criminal activity" was announced today.

Yagoda formerly was head of the Ogpu (secret police).

Informed sources interpreted the dismissal as making certain Yagoda would have to face trial soon.

He was transferred last September from the post of commissar of internal affairs, which carried control of the secret police, to the relatively unimportant commissariat of posts and telegraphs.

His dismissal from the latter post had long been expected by informed sources.

SINGLE OAR SAVES THREE

AREMA Trinidad, April 4—(CP)—A single oar acted as the proverbial straw that three drowning men clutched to keep themselves afloat after their row-boat had capsized off the coast at nearby Blackiseuse.

For more than 30 minutes, the men kept afloat until help came, fighting angry waves with the oar their only support. Residents of the little village on the North coast of Trinidad lined the shore as they watched the drama, powerless to help, until another row-boat reached the men and took them aboard.

The men had started from shore with a load of copra for a sloop anchored in the harbor when heavy seas upset their craft.

CRITICALLY ILL MONCTON, N. B. April 4—(CP)

—Suffering an acute stage of lymphatic leukaemia, rare and deadly disease which turns blood to water, Miss Martha LeBlanc, was reported in a critical condition to night. She is a daughter of Mr. Justice A. T. LeBlanc.

Diagnosis of the illness was made by specialists who examined blood specimens rushed to Toronto by airplane

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COLONY PREPARES FOR CORONATION

NASSAU Bahamas, April 4—(CP)—Anticipating a late season this year, the British Colony is preparing to make festivities in connection with the coronation of King George VI and Queen Elizabeth a gala event.

Several tons of fireworks have been imported from England. It is estimated the celebration will cost nearly three times the amount expended on the coronation of the late King George V. It is planned to arrange special excursions from the United States for the occasion. The celebrations will be directed by Hon. J. H. Jarrett, Colonial Secretary, who will be administering the government at the time. Governor and Lady Clifford will be in London for the Coronation.

200-POUND TURTLE CAUGHT IN EERMUDA

HAMILTON, Bermuda April 4—(CP)—A 200-pound turtle, described as a rare catch for Bermudian waters, was captured here by Fred Mitchell at the foot of the Lane near the harbor mouth; but all Mitchell has is the shell now. Catches of turtle are rare around Hamilton, and the capture of such a large specimen in the waters of Hamilton Harbor is even rarer.

When the reptile was brought ashore, it was found to be covered with leeches. Obviously sick from the depredations of its passengers the big turtle was put in a pond, but died the night after it had been brought ashore.

So now Mitchell is proud owner of the shell, which is more than three feet in length.

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