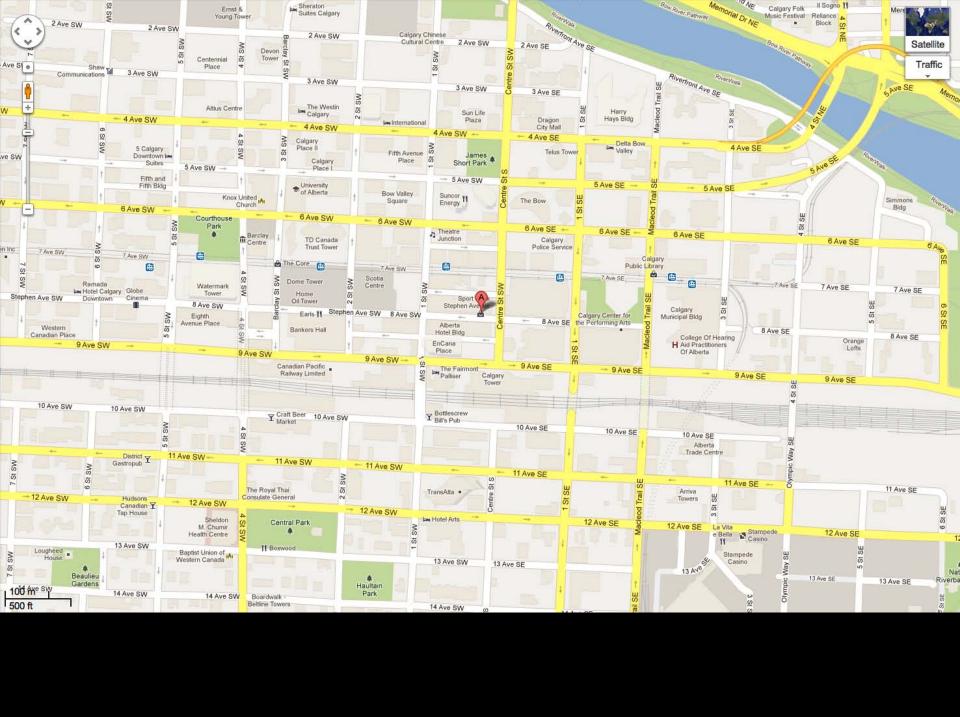
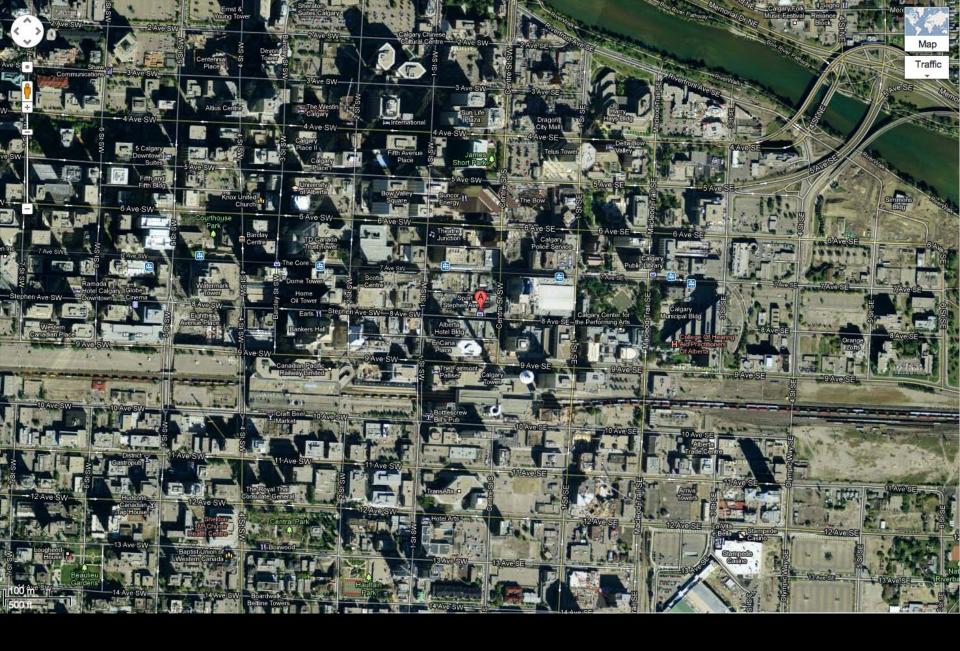
"Stephen Avenue is a superb illustration of the central role that retail streets have played and continue to play in the Canadian Urban Experience. As a well-preserved commercial street the avenue bears eloquent witness to the emergence of the modern retail sector in Canada from 1880 to 1930...."

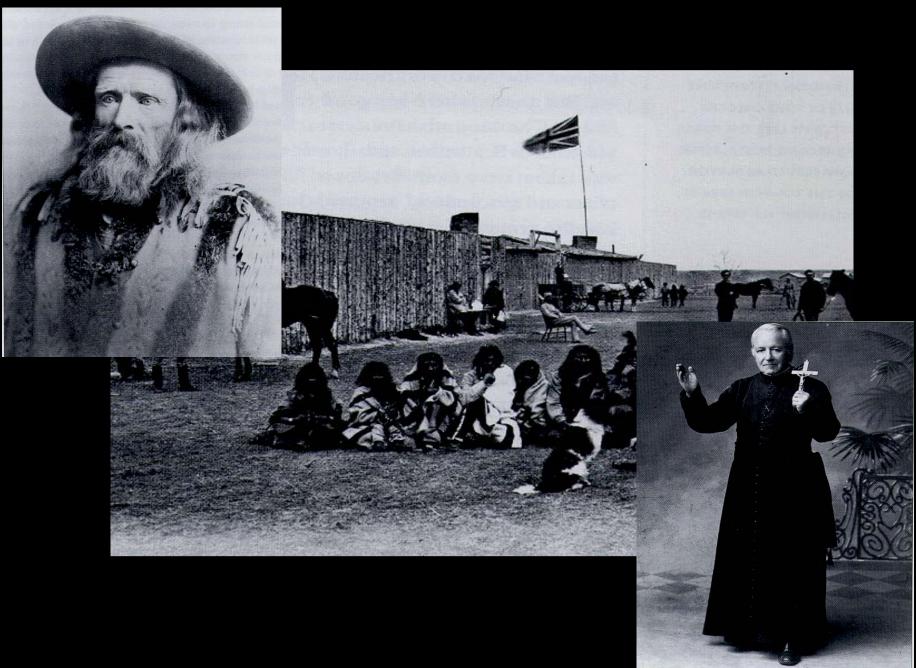
Photo Credits The Glenbow Calgary Public Library The Internet





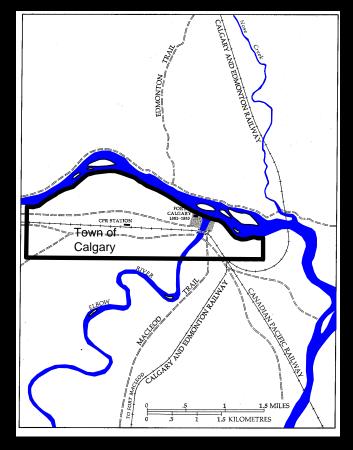


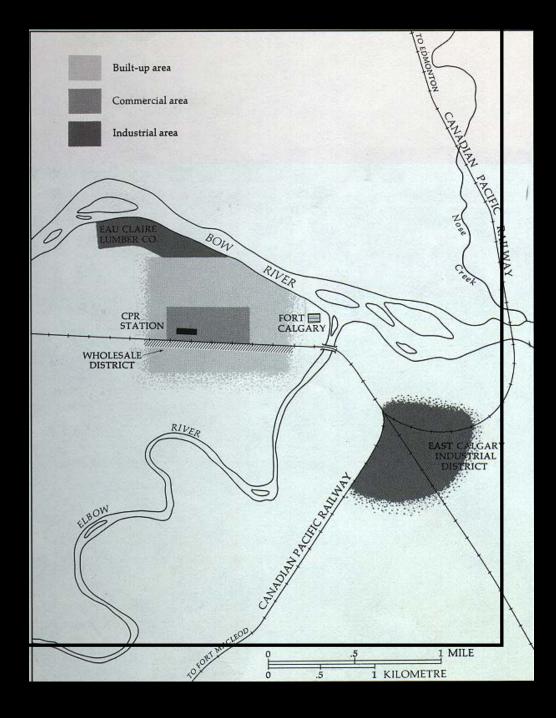


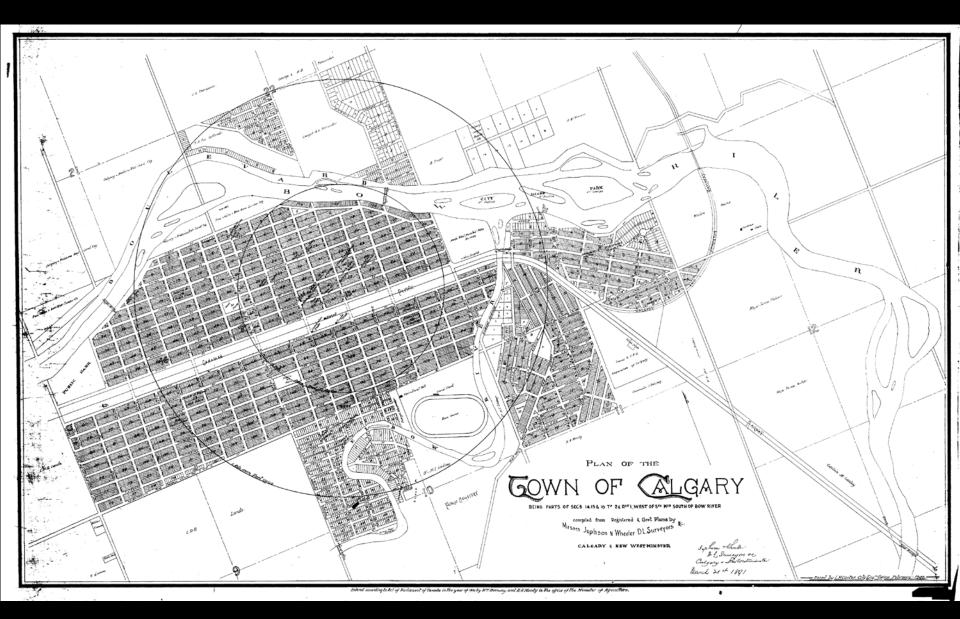


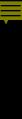
















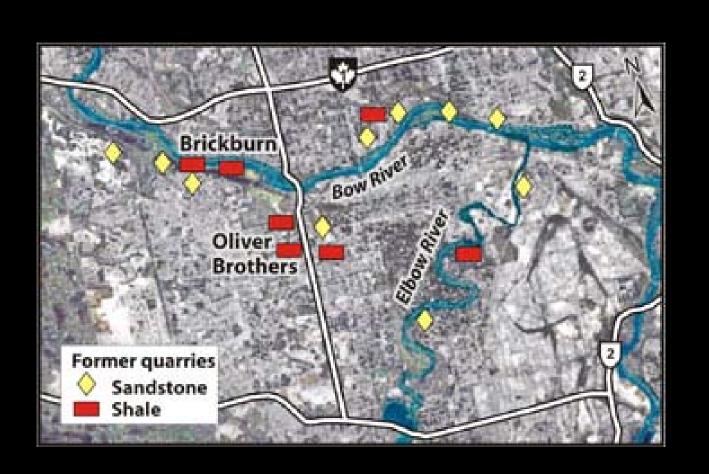


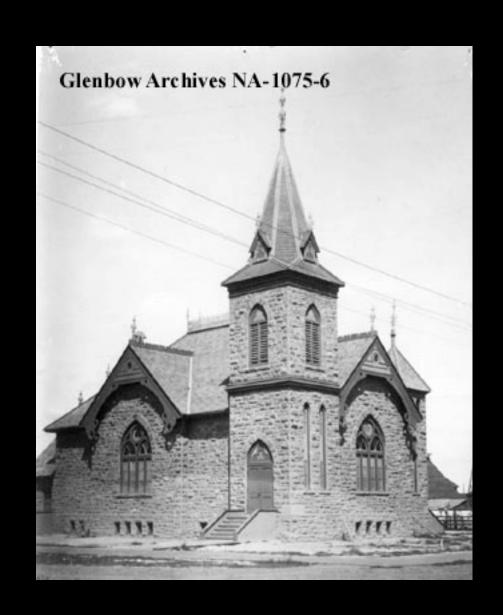


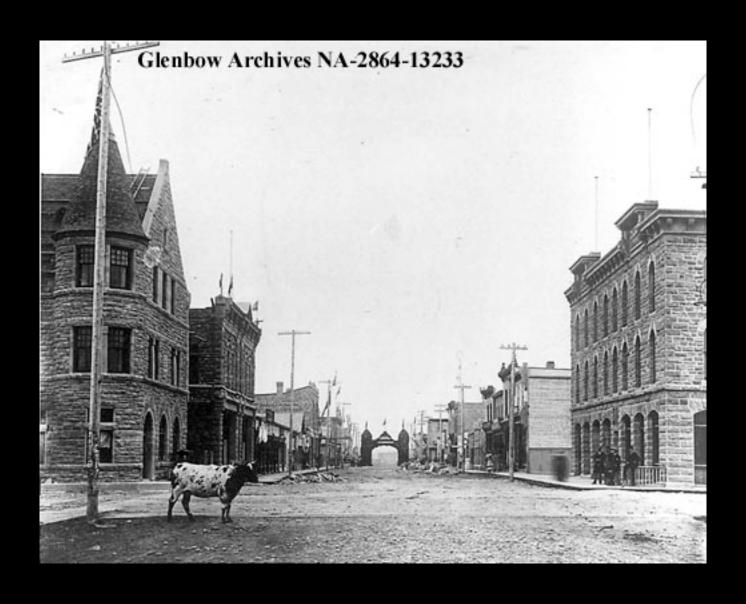












NORMAN BLOCK THERE'S VERDICT ROBINSON'S CLOTHES SHOPS FOR RENT Arcade

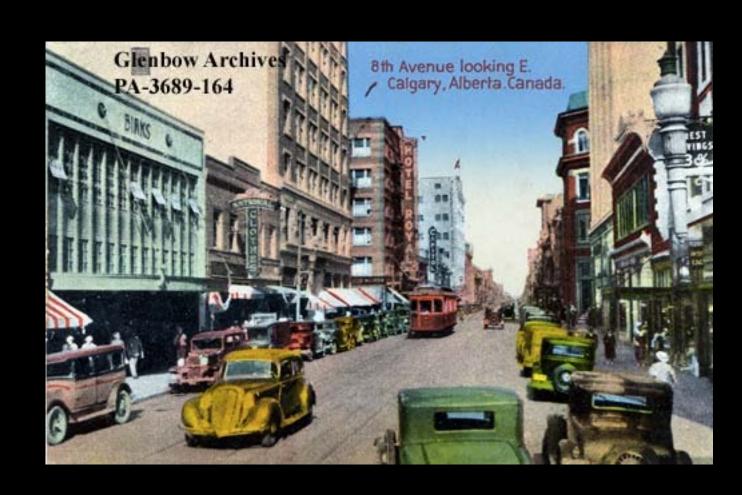






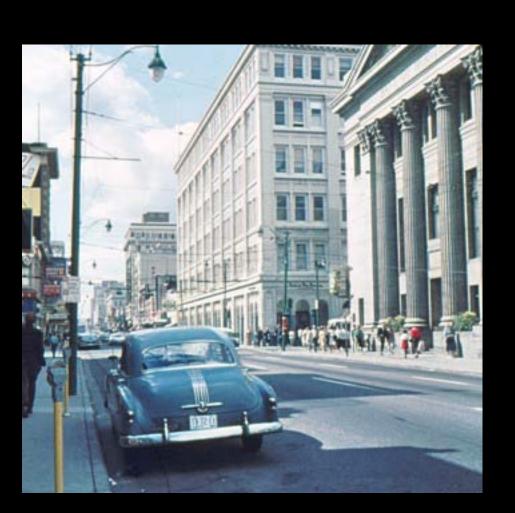














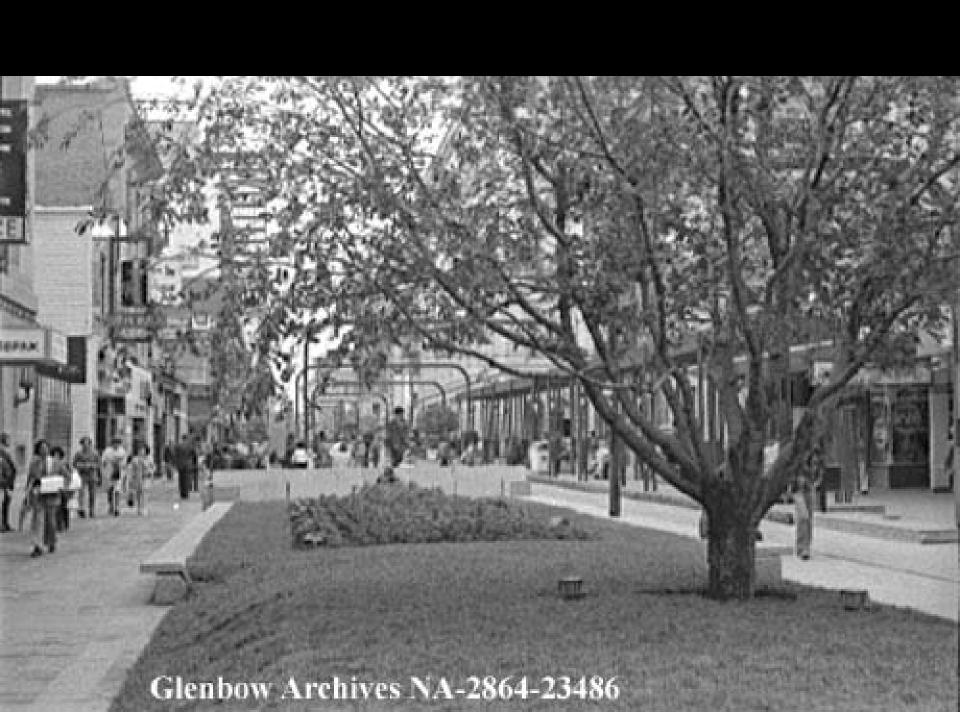


















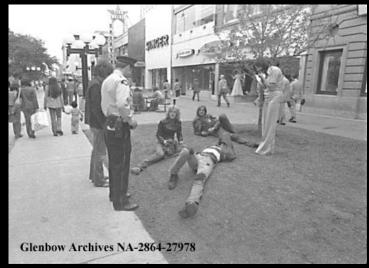


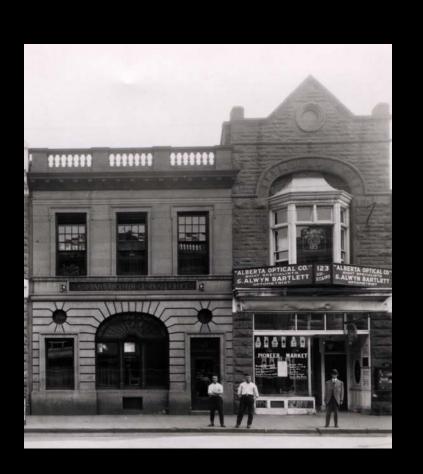








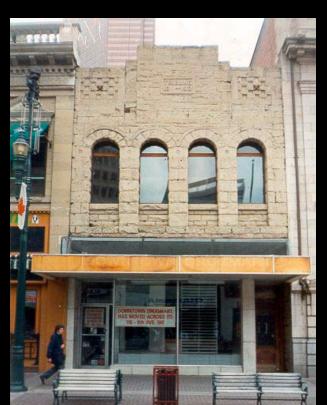




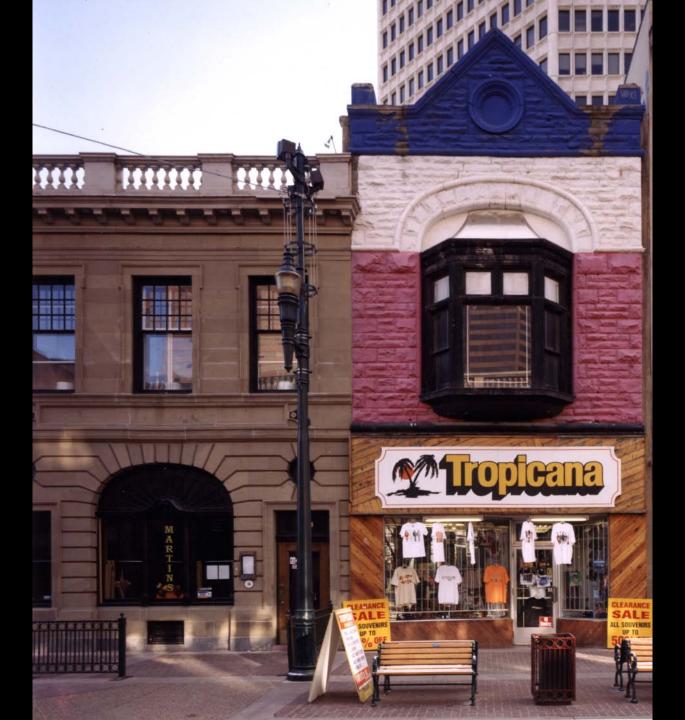










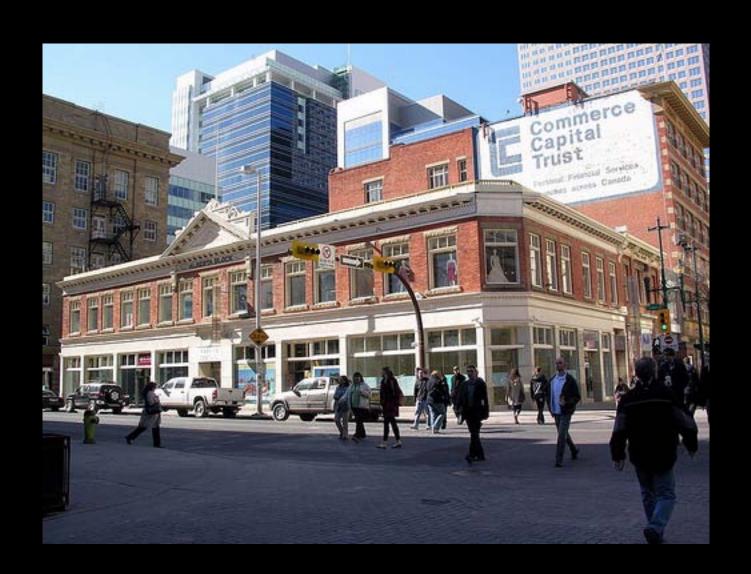


















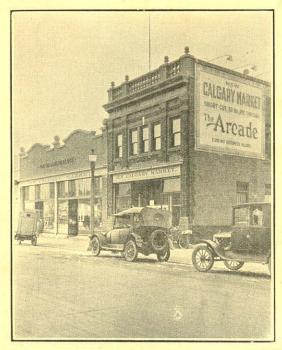


Calgary's First +15 and Shopping Mall



Page Nine

ALL ROADS LEAD TO THE ARCADE, IN THE CENTRE OF CALGARY'S RETAIL SHOPPING DISTRICT.

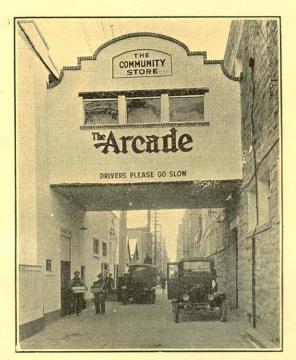


THE SEVENTH AVENUE ENTRANCE THROUGH THE MARKET SECTION.

An elevator has been provided to move incoming stock from the cartage drays to a general opening room, where it is distributed to the individual storage rooms. In a similar manner, a general delivery room has been provided where all goods are collected and

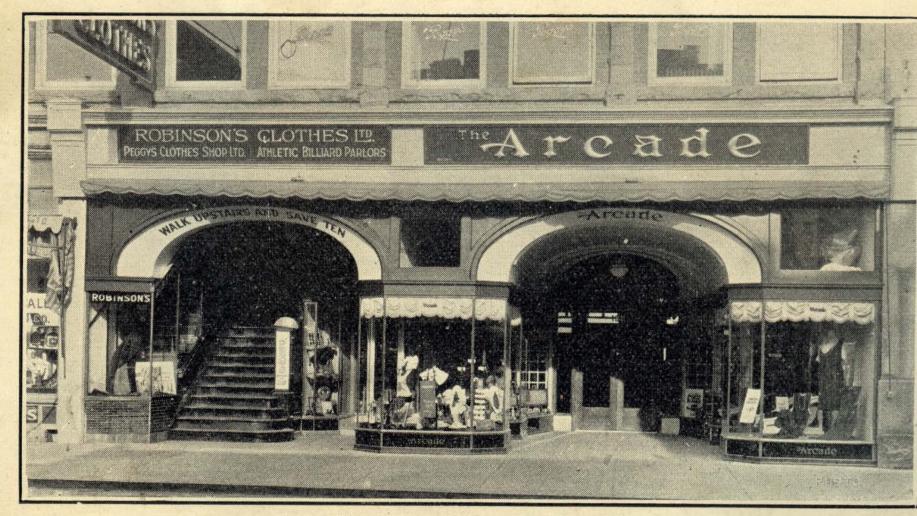
placed, awaiting delivery vans to take them to their destination.

The opening of the Calgary Arcade by the Acting Mayor of the City was attended by hundreds of interested visitors, and many of them for the first time saw and realized



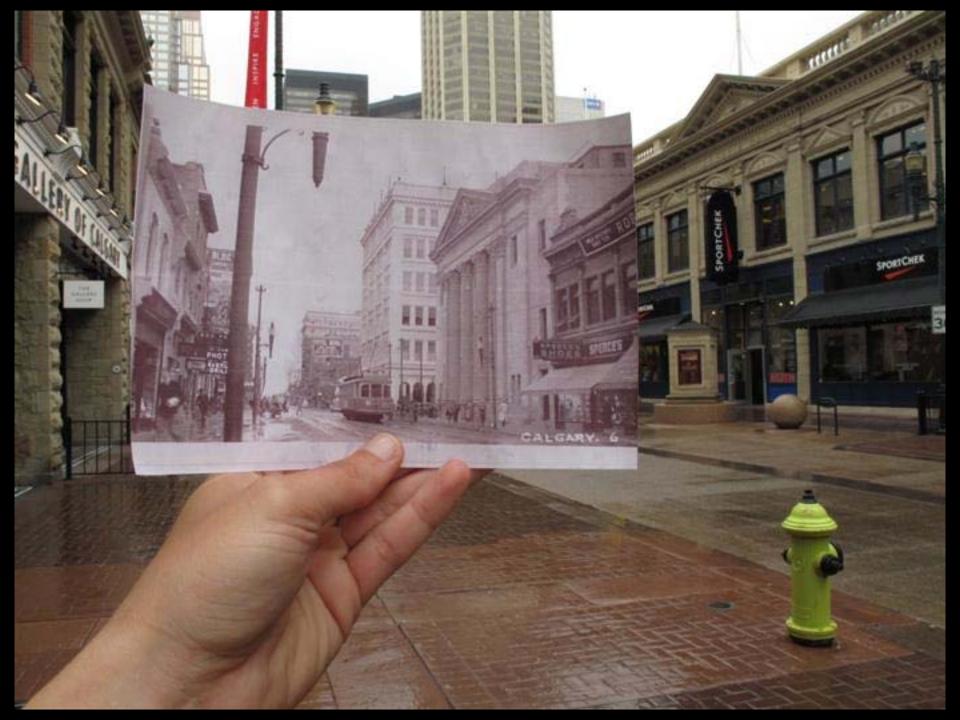
THE CONNECTING OVER-HEAD BRIDGE JOINING THE SEVENTH AVENUE MARKET AND THE EIGHTH AVENUE ARCADE PROPER.





MAIN ENTRANCE ON EIGHTH AVENUE WEST







THANK YOU

You have to be an optimist to be a Heritage Planner.

Make everyone a Heritage Planner

Be the Developer's best friend.

We are not the heritage police.

You have to care, but not that much.

You can never be cynical enough.

Larry