

Souch Block

399 Aberdeen St

Lot 13 Block 87 Plan 636 Date of construction: **1912**

Historical address: 601-603 Braemar St.

Nov. 1900: "B.F. Souch is hired to work in Albert Hughes Drug Store" (The City Drug Store, 210 South Railway St./demolished) **MH Times**

Apr. 1, 1901: B.F. Souch and partner E.M. Cawker purchased the City Drug Store from Albert Hughes.

1902: Cawker and Souch relocate to the recently built Robert Mitchell Block, the first tenants to occupy the first floor of the west half of the new building at 384 Toronto St. (628-3rd St. S.E.). Cawker and Souch soon dissolved partnership and Toronto St. business became Souch's Drug Store. Gordon Souch, also a pharmacist, joined his brother Bertram in the drug store.

The Glenbow Museum Archives records that this photo was taken between 1903 and 1905. That would place this store at 384 Toronto St. (628-3 St). Glenbow identifies B.F. Souch as man behind the counter to the left.

0615.0001*



Sep. 27, 1912: Permit #499 is issued to owner B.F. Souch to build a brick store and apartments, 40' x 50' on Lot 13. Builder is James Kennedy of Scanlon, Hall and Kennedy.

On the **1913** Fire Insurance Map*, the building is shown with the east side (#601) as a drug store; the west side (#603) as a grocery store, with a common doorway in the centre north side. Second storey, "apartments upper". In 1913, B.F. Souch is listed as a druggist at both the Toronto St. address and the Braemar St. address. He is also listed as the proprietor of the grocery store.

1914: Gordon Souch operates the 3rd St. drug store. Besides his Aberdeen St. drug store/grocery business, B.F. Souch is also a realtor with "Souch and Kennedy" as recorded in the following 1914 Henderson Directory listing:

Souch Bertram F Phm.B. (Souch & Kennedy) r 638 Main
Souch Gordon P propr Souch's Drug Store h 638 Main
Souch Helen Mrs r 638 Main

SOUCH & KENNEDY.
(B. F. Souch, G. R. Kennedy.)
Real Estate Brokers. City Property.
Farm and B.C. Fruit Lands.
Royal Bank Bldg., 4th Ave. Phone 1025.

SOUCH'S DRUG STORE.
G. P. Souch, Propr.
Pure Drugs, Optical Goods, Stationery, Etc.
384 Toronto. Phone 80.
(See adv. at Classified Druggists.)

1913-1915: Souch leased out the pharmacy to Richardson's Drug Store but retained proprietorship of the Aberdeen Grocery. The upper apartments are called the **Souch Block**.

1915-1918: Souch operated both the Aberdeen Drug Store and Grocery.

MH News Feb. 10, 1917

Aberdeen Stores

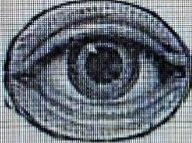
395-399 ABERDEEN ST. R. F. Souch, Phm.B. PHONE 2717.

GROCERIES	DRUGS & STATIONERY
<p>We have added a SUNDRY DEPARTMENT—Paints, Varnishes, Stains, Enamels, Kalsomine, Brushes, Floor Wax, Crockery, Tacks, Hammers, Flat Irons, Brooms, Mops, Scrub Brushes, etc., all at lowest prices.</p>	<p>35c Paper and Envelopes at 25c 35c Writing Tablets at25c 15c Writing Tablets at10c 75c New Novels at60c Nelson's Classics and Novels 25c Paper Napkins, per dozen .. 5c</p>

WHY WE CAN GIVE LOWEST PRICES:
 No rent. One delivery for two stores. One phone. By dividing the staff we save one clerk. No bookkeepers to pay. All this is saved to our customers.

1919-1922: Souch leased out the grocery Store to Alfred Newell. Continued to operate the drug store with emphasis on his optical business.

Sep 1922, AGT



Optician

B. F. SOUCH, Phm. B.
Optometrist and Optician
Phone 3218 Aberdeen Drug Store

1923-1931: John King leases the Aberdeen Grocery.

MH News Jan 31, 1924

Get the Big Special
 at
THE ABERDEEN GROCERY



2 Packages of
 Quaker Oats
 and a
 Double Boiler
 All for \$1.75

Aberdeen Grocery
 J. A. King
 Phone 2717. Free Delivery

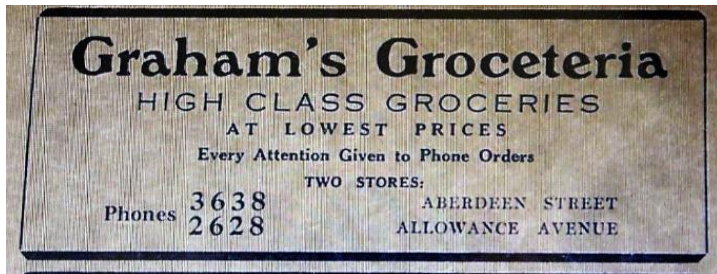
Dec. 12, 1931: Aberdeen Drug Store hold-up. B.F. Souch writes a letter to the Editor of the Medicine Hat News to thank Police Chief Taylor and his staff for “prompt action.” By this time, the grocery store is under the management of A.K Johnston who renames the business, the Aberdeen Groceteria.

Aug. 34, 1935: Souch sold his drug store stock valued at around \$5000 and “retired from the drug business carrying on in the optical Department only”. A.F. Coffin purchased the drug store business and leased the premises from Souch.

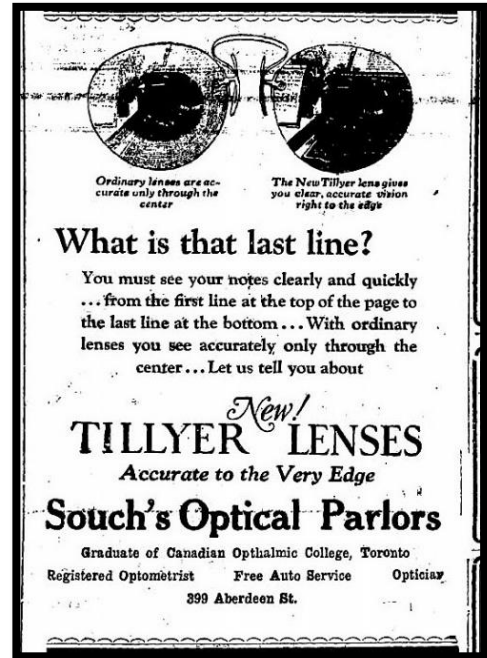
A year later Souch relocated “Souch’s Optical Parlors” to 237 – 6 Ave.

1946: B.F. Souch retired but kept ownership of of the building. He also owned the vacant lot (Lot 12) to the immediate west of the building.

1934-1951: Graham’s Groceteria may have been the last grocery store.



July 1935 AGT



MH News Nov. 25, 1931

1955: The upper apartments are now called **Aberdeen Block**.

1963: Following two other pharmacists, Samuel Titchner became the last pharmacist in the building. In 1973, Titchner relocated the Aberdeen Pharmacy across the street to 398 Aberdeen St.

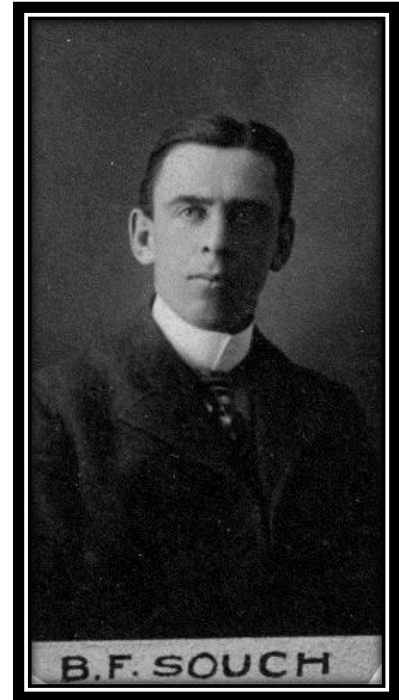


The Souch Block 2017, as Aberdeen Spirits, Hill Salon

* Additional information and digital copies of photos may be available by contacting or visiting the Esplanade Archives.

Bertram Freeman Souch (1877-1957)

Bertram Souch was born in Enfield, Ontario. He graduated from the Ontario School of Pharmacy in 1900, and was also a qualified optometrist. In 1903, he married Helen Kennedy. They had three children, Edythe, Bertram Jr. and John. The Souchs lived in a turn of the century home located at 304 - 2 St. S.E., the site currently occupied by the Legion Manor. His father-in-law, John Kennedy lived with them for awhile. Bertram remarried after the death of Helen. Edythe Souch continued to reside in the 2nd St. home for many years. Souch was on the Medicine Hat School Board from 1914-1934, serving as chairman in the early 1930's.



0222.001*

Souch also had real estate interests. He owned considerable property in Central Park Subdivision and ½ section in City View. ("City View" was between the Purmal subdivision/Seven Persons Creek and Norwood and included the Stampede grounds). He was president of the Central Park Land Company and active in the Beaver Real Estate Co.* An early "homestead" belonging to B.F. Souch was located near Dunmore.

"Souch Bay" in the Southridge subdivision is named after B.F. Souch, in recognition of his involvement in the early development of the Medicine Hat Exhibition and Stampede.

*Prepared by Sally Sehn
Heritage Resources Committee
May 7, 2017
Sources: Esplanade Archives, Asst. Archivist Kim Unrau
Medicine Hat Genealogical Society for AGT
Medicine Hat Public Library, Canada Census*