Fefferman Building

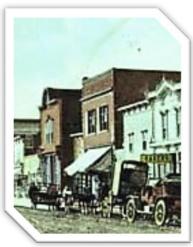
228 South Railway Street Lot 21 Plan 1491 Block 14 Date of Construction: 1917

Historical address is 226 South Railway Street

**1913**: E.C. Metzner Real Estate occupies the one-story building located between the historic 2-storey frame LB Cochran building (right) and the two-storey brick Montana Block/Royal Bowling Alleys (left).

At that time, the address for the building is #224 South Railway; the LB Cochran store (right) is #228, the Royal Bowling Alley is #218 and the Montana Block apartments (left) are #220.

0525.0294\* 1910



**1914:** The street names change in Medicine Hat. South Railway maintains its historical name but the addresses change. The building, now vacant, becomes #228, the former LB Cochran store is now #230, the Royal Bowling Alley is #220 and the Montana Block Apts. are #222. Henderson Directory lists the Fefferman Bros. Clothing at 619-3 St. S.E.

**1915-16:** By 1916, The Fefferman Bros. Clothing Store has relocated to 228 South Railway.

Jan. 11, 1917: Fefferman Brothers begin a hard-sell print media campaign that lasts for weeks. They announce they are "selling to quit business". According to the announcement, they had been in business for 6 years. The brothers, Sol and Morris also had separate individual businesses.

**Feb. 14, 1917**: "Fefferman Brothers" announced the store is coming down on March 1. It is likely that the neighbouring LB Cochran store which dated back to the 1880's

was also demolished at the same time.





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**March 6, 1917**: Permit #5 is issued to owner M. Fefferman on Mar. 6, 1917 for new 28' x 75' store. Builder is Morton Fulton (*builder of the Corona Hotel*). Estimated cost \$5000.

**Jul. 9. 1917**: "Feffermans", now run solely by Morris Fefferman advertises the new business, now located in the new building, originally the site of the old store, "Fefferman Bros."

Morris Fefferman was born in Russia in 1883. He and his wife Sara and daughter Eva emigrated to Canada from the USA in 1909.

**Sep. 18, 1917**: Only a few months after being in business, Morris Fefferman announces he has decided to "quit the merchandise business." The National Sales. Co. sells off the stock. Unusual for the times, the store stays open every night until 9 o'clock during the stock liquidation sale.

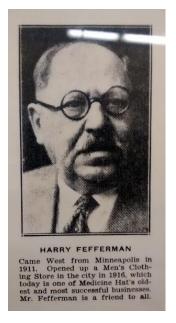
**1918:** Ads appear for the "The Hub Clothing Store" located "next door to "Boyd & Reids". The Hub has replaced Fefferman's.

1920: Morris Fefferman has sold the building to Abram Wyman.





By the early 1920's, Harry Fefferman, cousin of Morris, had taken over the proprietorship of The Hub. Harry's newspaper advertisements carried on the hard sell Fefferman style as reflected in this Oct 14, 1931 ad.





Harry operated The Hub on his own until the late 1940's at which time he took on partner William Klasky. Harry and Bill jointly managed The Hub until 1959.



Ad featured in the 1953 Farm Directory (logo on ad matches logo on photos)



Right: Street view 0055.0936\* 1953



After Fefferman's death in 1955, Klasky continued to operate the store in the same location. By 1960, Klasky had relocated The Hub to 656-3 St. S.E.

The Harry Fefferman Memorial Award for academic scholarships was funded from his estate in the late 1950's to the early 1960's.

Farmer Stockman Supply occupied the building from 1964-1973.\*



Prepared by Sally Sehn Heritage Resources Committee May 5, 2017

Sources: Esplanade Archives, Asst. archivist: Kim Unrau Medicine Hat Public Library, Canada Census

Fefferman Bldg. 2017

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