

University of Manitoba Archives & Special Collections

Finding Aid - Eaton's Department Store fonds (Mss 292 (A.09-34))

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Language of description: English

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Eaton's Department Store fonds

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Summary information

Repository: University of Manitoba Archives & Special Collections

Title: Eaton's Department Store fonds

ID: Mss 292 (A.09-34)

Date: 1941 (date of creation)

Language: English

Physical description: 4 pamphlets.

Administrative history / Biographical sketch

Note

Eaton's department store was created in Toronto, 1869 by Timothy E. Eaton. In 1905, after mail-order success in western Canada, a Winnipeg retail location was built at Portage Avenue and Donald Street making it the second store of what became a household-name retail chain across Canada. The Winnipeg retailer became the most successful outlet in Canada in relation to its market dominance. Beginning in December of 1905, the annual Eaton's Santa Claus Parade took place in Toronto. The Winnipeg and Montreal locations also began the tradition in the following years. In 1907, Timothy Eaton died, leaving his son John Craig Eaton to run T. Eaton Co. Limited. Subsequent development of outlet stores and mini-mall expansions led to reduced sales in the mid-1900s. Due to poor marketing strategies, economic recession in the early 1980s, opening of markets to foreign capital that same decade and suburban sprawl, the Eaton's brand name became less dominant in the Canadian marketplace by the late-20th century. By 1997, T. Eaton Co. Limited filed for bankruptcy. The majority assets were purchased by Sears Canada. A large civic debate began regarding the future uses of the once famous Winnipeg landmark building. The Winnipeg Eaton's location was demolished in 2002 to make way for what is presently the MTS Centre, which currently displays a statue of Timothy Eaton, a designated cultural heritage object by the province of Manitoba.

Custodial history

The University of Manitoba Archives & Special Collections acquired the fonds from Jim Anderson in 2005.

Scope and content

The fonds contains four Eaton's pamphlets printed on colored paper. The pamphlets are titled: "##A Girls Guide to Hosiery",## "##Recent Additions to the Eaton's Lending Library", and two from May 8 and 15

of 1941 titled "##Our Own Fashion Teas in the Grill Room.## The textual records display the events and information provided to the public about the goings on at the Eaton's Winnipeg location.

Notes

Title notes

Restrictions on access

There are no restrictions on this material.

Finding aids

Finding aid is currently unavailable.

Accruals

Further accruals may be expected.

Other notes

- **Publication status:** published
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Access points

- (documentary form)
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Collection holdings
