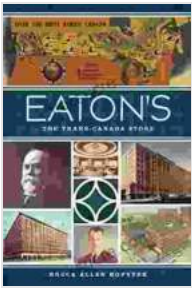


Eaton's: The Trans Canada Store - A Landmark in Canadian History



Eaton's, the iconic Canadian department store chain, was once a beloved landmark in cities across the country. The company's flagship store in Toronto, known as The Trans Canada Store, was a particularly impressive and well-known establishment. This article will explore the history, architecture, and cultural significance of Eaton's The Trans Canada Store, providing a glimpse into a bygone era of Canadian retail and urban development.



Eaton's: The Trans-Canada Store (Landmarks)

by Bruce Allen Kopytek

★★★★☆ 4.7 out of 5

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Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 464 pages



The Early Years

The Eaton's story began in 1869 when Timothy Eaton, an Irish immigrant, opened a small dry goods store in Toronto. The business quickly grew, and by the turn of the century, Eaton's had become one of the largest department stores in Canada. In 1913, the company purchased a large parcel of land on Yonge Street, in the heart of Toronto's downtown core, with the intention of building a new flagship store.

The design of The Trans Canada Store was entrusted to the architectural firm of Ross and Macdonald. The building was a massive undertaking, and its construction lasted for several years. The store finally opened its doors to the public in 1927, and it quickly became a popular destination for shoppers and tourists alike.

Architecture and Design

The Trans Canada Store was a remarkable example of early 20th-century architecture. The building was designed in the Beaux-Arts style, which was

popular at the time for its grandeur and symmetry. The facade of the store was made of limestone and featured elaborate carvings and sculptures. The interior of the store was equally impressive, with high ceilings, marble floors, and a grand staircase.

One of the most distinctive features of The Trans Canada Store was its large central rotunda. The rotunda was topped by a stained-glass dome that allowed natural light to flood into the space. The rotunda was also home to a massive pipe organ that was used for concerts and other events.

The Trans Canada Store was more than just a department store; it was also a cultural and social hub. The store featured a variety of amenities, including a restaurant, a tearoom, and a hair salon. The store also hosted a variety of events, such as fashion shows, art exhibitions, and book signings.

Cultural Significance

Eaton's The Trans Canada Store was a beloved landmark in Toronto for many years. The store was a popular destination for shoppers, tourists, and locals alike. The store was also a symbol of Canadian pride and prosperity.

In the 1970s, Eaton's began to face increasing competition from newer, more modern shopping malls. The company also struggled to keep up with the changing tastes of consumers. As a result, Eaton's closed The Trans Canada Store in 1977.

The closure of The Trans Canada Store was a major loss for Toronto and for Canada as a whole. The store was a beautiful and historic building that

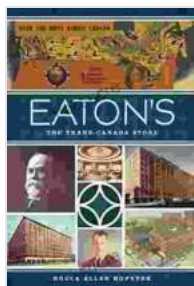
had been a part of the city's fabric for over 50 years. The store's closure also marked the end of an era in Canadian retail history.

Legacy

The Trans Canada Store may be gone, but its legacy lives on. The building is now home to the Toronto Eaton Centre, one of the largest shopping malls in Canada. The mall retains some of the original features of The Trans Canada Store, such as the grand staircase and the stained-glass dome.

Eaton's The Trans Canada Store was more than just a department store; it was a cultural and social landmark. The store was a place where people could shop, socialize, and be entertained. The store was also a symbol of Canadian pride and prosperity. The closure of The Trans Canada Store was a major loss for Toronto and for Canada as a whole, but its legacy continues to live on.

Eaton's The Trans Canada Store was a remarkable building that played an important role in Canadian history. The store was a beautiful example of early 20th-century architecture and a popular destination for shoppers, tourists, and locals alike. The store's closure in 1977 was a major loss for Toronto and for Canada as a whole, but its legacy continues to live on.



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