

333 ST. MARY AVENUE
T. EATON COMPANY MAIL ORDER & CATALOGUE BUILDING

City of Winnipeg
Historical Buildings & Resources Committee
Researcher: M. Peterson
November 2016

This building embodies the following heritage values as described in the *Historical Resources By-law*, 55/2014 (consolidated update July 13, 2016):

(a) It was built in 1916 and 1920, during and after World War I and was an important addition to the T. Eaton's Company downtown Winnipeg presence and a tangible illustration of the importance of the city within the company's national organization;

(b) It is associated with Canadian retail giant T. Eaton's Company and the evolution of its important mail order and catalogue sector;

(c) It is an excellent example of a Chicago School or Sullivanesque Style building and was designed by one of the leading early 20th century Chicago, Illinois architectural firms, Graham, Burnham Company;

(d) Clad in brick with stone accenting on a heavy reinforced concrete support system, the block is an excellent example of the type of warehouse structure developed and built during this period;

(e) It is a highly conspicuous building within the downtown; and

(f) The building's exterior maintains much of its original architectural integrity.

333 ST. MARY AVENUE

T. EATON COMPANY MAIL ORDER & CATALOGUE BUILDING

Canadian retail giant T. Eaton Company was founded in Toronto in 1869 by Timothy Eaton (1834-1907), and had a long, prosperous history based on a number of innovative practices - cash sales and fixed prices replaced the common credit and barter system, money back satisfaction guarantees and extended business hours.

One of Timothy's sons, John Craig Eaton (1876-1922), convinced his father in the need for the company to establish and maintain a strong presence in Western Canada and specifically Winnipeg. It prompted the son to travel to Winnipeg in 1904 and convince his father to purchase Portage Avenue property (the final price for the property was nearly half a million dollars).[1] It was here the company built its massive, five-storey department store, officially opened on July 17, 1905 with the Eaton family in attendance (Plate 1).

The company was immediately one of the City's largest employers and once opened, the building proved too small, necessitating the adding of three more storeys before World War I (Plate 2). To the store, the company added a number of other buildings as its Winnipeg headquarters took on an increasingly large role in the company's regional business. These included (Plates 3 and 4): a warehouse on the northeast corner of Hargrave Street and Graham Avenue (1909, demolished); two-storey powerhouse, northwest corner of Hargrave Street and Graham Avenue (1910); one-storey garage, Hargrave Avenue, east side north of St. Mary Avenue (1913, demolished); four-storey stable building (1918, northeast corner of Hargrave Avenue and St. Mary Avenue (1918, demolished); four-storey garage, northeast corner Carlton Street and Graham Avenue (1926, demolished), one-storey bus depot,[2] south side of Graham Avenue between Carlton and Hargrave streets (1936, demolished, Plate 5); the connected

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1 R.R. Rostecki, "T. Eaton Company Store, 320 Portage Avenue," report for the Historical Buildings Committee, April 2000, pp. 1-4.

2 Eatons paid for the building, which was run by the Manitoba Bus Terminals Limited and was strategically placed so that visitors could walk across the street and be at Eaton's.

parkade (1956, west side of Hargrave Street south of Portage Avenue); and the printing plant and track warehouse, 130 Galt Street (1926-1927, Plate 6).

Through its department stores and mail order business, Eaton's supplied Canadians with a wide range of goods and services – from food, clothing, hardware, sporting and household goods, to buggies, automobiles and pattern-book homes and barns.

Another cornerstone of the Eaton's business was its catalogue, which began publication in 1884. Sometimes referred to in Western Canada as the "Homesteader's Bible" or the "Family Bible" because of its importance in the everyday lives of westerners, it grew in popularity, especially in the first half of the 20th century. Because of increase business it generated, especially in Winnipeg, the company required a separate building to handle the catalogue and mail order commerce- shipping and receiving the purchased merchandize (Plate 7). In 1916, the company built a large building across Graham Avenue from the store and then more than doubled its size four years later (Plate 8).[3]

STYLE

This building is an excellent example of the Chicago School or Sullivanesque Style, popular throughout North America from the 1890s to the 1920s. As the names suggest, the Chicago School was born out of the development occurring in that mid-western U.S. city, while the Sullivanesque Style was a variation of the school created by Louis Sullivan (1856-1924). Given the frequent turn-of-the-century comparisons made between Chicago and Winnipeg, it is not surprising that the latter city adopted the style for both office towers and warehouses.

This commercial architecture grew out of the technological advances that led to the steel skeleton frame. This, in turn, allowed architects to design taller buildings and to use windows to fill a large

[3] Archives of Ontario website, http://www.archives.gov.on.ca/en/explore/online/eatons/catalogues.aspx, Dec 2011. The catalogues for Western Canada were printed at the new Galt Street facility after 1926. Besides Winnipeg, catalogues were also printed in Toronto, Montreal and Moncton and each catered to the special needs of its region.

amount of wall space since exterior walls no longer had to bear tremendous structural weights.[4] Buildings became rectangular, with flat roofs and terminating cornices. Their exterior arrangement often expressed the internal skeleton through a variety of horizontal and vertical elements, creating a grid-like pattern of window openings in the middle floors of the structures.

It was Sullivan who designed skyscrapers in the form of a classical column consisting of a two-storey base (which included large display windows), a main shaft with vertical emphasis, and an elaborate capital, usually a "boldly projecting terra-cotta cornice."[5] Sullivan's buildings also employed low-relief foliate designs as ornamentation.

Winnipeg has several fine examples of this type of architecture including the Union Bank Building (Royal Tower), 504 Main Street (built 1903-1904), Grain Exchange Building, 167 Lombard Avenue (1906), Confederation Life Building, 457 Main Street (1912), Boyd Building, 388 Portage Avenue (1912) and Paris Building, 259 Portage Avenue (1915-1917). While its ornamentation does not rival these other, more embellished examples, the Eaton's Company Mail Order & Catalogue Building is the most massive of the group, giving the style more room for expression.

CONSTRUCTION

The warehouse was built in two sections, the original western section was eight storeys tall, measured 36.9 x 66.7 metres and included six elevators, all located on the east side of the building and three sets of stairs.[6] Cost of construction in 1916 was listed at $600,000.[7] This price, paid during World War I, represents the largest City of Winnipeg Building Permit taken in

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4 Identifying Architectural Styles in Manitoba (Winnipeg, MB: Manitoba Culture, Heritage and Citizenship, 1991), p. 22; What Style is it? (Washington, D.C.: The Preservation Press, 1983), p. 72; and J.J.-G. Blumenson, Identifying American Architecture (Nashville, TN: American Association for State and Local History, 1981), p. 65.

5 What Style is it?, op. cit., p. 72.

6 Architect's Plans, #123/1916, courtesy of City of Winnipeg Archives.

7 City of Winnipeg Building Permit (below as BP), #123/1916.

1916 and nearly 30% of the entire Permit total for the year.[8] The ninth floor was added in 1926 at a cost of $150,000.[9]

The second section, completed in 1920 was attached to the east side of the original building, cost $2.5-million and measured the same 36.9 metres in width but was longer than the original, 103.3 metres (see Appendix I for more construction information).[10]

Both buildings rest on concrete foundations, feature 43.2-centimetre solid brick exterior walls and ceilings ranging from 5.5 to 6.4 metres. There is over 6,500 square metres of space on each of the upper floors[11] and according to the original plans, the east addition has a window well on the west side starting on the 3rd floor,[12] which has since been covered over at roof level. The buildings were connected to the store by a tunnel.[13]

In 1977-1978, a large, two-storey addition and parkade was built on the south end of the complex at a cost of $4 million.[14]

DESIGN

Located on the south side of Graham Avenue, the structure fills the entire north end of the block between Donald and Hargrave streets. Rising nine stories above the street, the first two floors on the north (Graham Avenue), east (Donald Street) and west (Hargrave Street) façades are clad in a dazzling bright limestone, originally designed with large windows on both floors separated horizontally by ornamental panels (Plate 9) and vertically by attached columns with heavy bases

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8 City of Winnipeg Building Permit Ledger Book, 1916.

9 BP #451/1926. Claydon Company was responsible for its construction, according to Manitoba Free Press, April 8, 1926, p. 5.

10 BP #286/1920.

11 City of Winnipeg Assessment Record, Roll No. 933841-12-1.

12 Architect's Plans, #286/1920, courtesy of the Winnipeg City Archives.

13 Manitoba Free Press, June 11, 1927, p. 5.

14 BP #3006/1977, $250,000 (foundation) and BP#3295/1978, $3,750,000 (superstructure).

and delicate heads. These window openings have now been filled in leaving only the columns visible (Plate 10). A stone belt course separates the lower from the upper floors, the latter clad in a dark-hued brick. The upper floors feature are divided into vertical bays, each holding windows in rectilinear openings grouped in sets of three joined by lightly coloured continuous sills and heads (Plates 11 and 12). The top floor is not ornamentally complex, as is usually the case with the architectural style, and the flat roof is highlighted by an ornate cornice (Plate 13).

The rear (south) façade includes newer triplet windows on the upper floors (Plate 14), replacing the original multi-paned industrial style windows (Plate 15).

The addition at the south end of the building include a one-storey retail area and the curved ramp of the parkade (Plate 16).

INTERIOR

A 1927 newspaper article described the interior of the building, with its dispatching activities on the ground floor fed by an "ever-moving belt" bringing "parcels for the city delivery rigs." Upper floors were given to storage of commercial items and the 8th floor held the offices of the advertising department, sample rooms, sales offices/cash rooms, merchandize testing room and order desks. The 7th floor was used for clothing manufacturing and the 3rd floor parcel distribution (mailing, express or delivery). The 2nd floor held the sub-post office.[15]

Today, the interior has been completely transformed with retail space on the first two floors and offices on the upper floors (Plates 17-19). One of the few original spaces remaining is a small washroom in the basement mezzanine with its marble cladding (Plate 20).

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15 Manitoba Free Press, June 11, 1927, p. 5.

INTEGRITY

The building stands on its original location and appears to be in good structural condition. Alterations to the exterior façades have been significant, including the filling in or altering of most of the first two floors on the north, east and west elevations and the replacement of the original window units on all elevations. An addition, including a parkade, is found on the building's southwest corner.

STREETSCAPE

This building, given its massive size, is an integral part of four major downtown streets in Winnipeg (Plates 21 and 22). It is surrounded by older and newer buildings in this constantly evolving area.

ARCHITECT/CONTRACTORS

The 1916 building and its 1920 extension were designed by Graham, Burnham Company of Chicago, Illinois, that city's leading architectural firms in the first half of the 20th century.[16] Daniel H. Burnham (1846-1912) was an American-trained architect whose private practice started in Chicago in 1873 as Burnham & Root, called "one of the preeminent firms in the history of American architecture."[17] It was Burnham and Root that came to the forefront of Chicago's rebuilding after the 1871 fire by designing taller and taller office structures – the first skyscrapers. The firm's ten-storey Montauk Block (1882-1883 – Plate 23) was the first to utilize reinforced concrete footings, tent-like structures and heaters to extend its construction in the winter and hollow tile subfloors and beam/column cladding to increase its fire resistance.[18]

Burnham's reputation led to his hiring as director of works for the World's Columbian Exposition in Chicago in 1893, overseeing the planning of the 240 hectare site and its 150

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16 "Graham, Burnham & Co." in Robert G. Hill, Biographical Dictionary of Architects in Canada, 1850-1950, online version, 2009-2016. Below as Graham, Burnham & Co.

17 J.P. McBrien, "Daniel H. Burnham, American Architect," in Encyclopaedia Britannica, online version, https://www.britannica.com/biography/Daniel-H-Burnham, 2016.

18 Loc. cit.

buildings. Burnham's fame was heighted by the overwhelming success of the Exposition. He incorporated his practice as D.H. Burnham and Company and spent the next 20 years designing many important buildings in the United States.

His death in 1912 gave rise to a new company, Graham, Burnham and Company formed by the principals of the D.H. Burnham and Company- Ernest R. Graham (1866-1936), Peirce Anderson (1870-1924), Edward Probst (1870-1942) and Howard J. White (1870-1936). In 1916, the firm was commissioned to build a massive, $10-million headquarters for the T. Eaton Company in Toronto, although the project was ultimately abandoned. The firm was renamed Graham, Anderson, Probst and White in 1917 and continued its role as an architectural leader until it ceased operations in 2006. Many of the company's work are considered icons of American Architecture: the 1920-1924 Wrigley Building, Chicago; the 1921 Field Museum, Chicago; the 1921 Federal Reserve Bank, Kansas City; Chicago's Main Post Office, 1922; and Terminal Tower, 1930, Cleveland (the second tallest building in the world when completed). The Eaton Company Mail Order and Catalogue Building is the only known project in Winnipeg designed by this firm and appears to be its only Canadian commission.

This is the first Graham, Burnham and Company/Graham, Anderson, Probst and White structure evaluated by the Historical Buildings and Resources Committee.

Two nationally renowned builders were responsible for the construction of this building: Carter, Halls & Aldinger of Winnipeg built the 1916 section and Peter D. Lyall & Sons of Montreal were responsible for the 1920 addition.[19] Both firms completed major construction projects throughout the country in the first half of the 20th century- Carter, Halls & Aldinger built the Banff Springs Hotel, AB (1926-1928), Peter D. Lyall & Sons built the present Welland Canal (1913-1932) and the Centre Block, Parliament Buildings, Ottawa (rebuild after 1916 fire).

[19] BP #123/1916 and 286/1920.

PERSON/INSTITUTION

Eaton's thrived locally and nationally until the 1960s, when changes in the retail sector affected its business. The Mail Order & Catalogue Building continued to operate within the changing system, by the late 1960s it was called the Eaton's Catalogue Clearance Centre (Plate 24) with main floor order desk, 4th floor retail shoe store and employment offices on the 2nd floor.

Eaton's mail order operation and the publication of its catalogue ceased in 1976 and ongoing financial problems and an economic downturn in the 1980s severely affected the company's prospects. Its Winnipeg properties, except the downtown store, were sold to satisfy creditors. By 1997, Eaton's was closing outlets across Canada and declared bankruptcy shortly after. The flagship Winnipeg store remained open until October 1999 and was subsequently demolished (Plate 25).

After more than a year of work, the new Eaton Place shopping centre and office building opened in October 1979 (Plate 26). Now renamed City Place, the building continues to be an important part of the downtown retail/business landscape.

EVENT

There is no known important historical event connected with this building.

CONTEXT

Built during and after World War I, the Eaton Company Mail Order and Catalogue Building's City of Winnipeg Building Permit represents more than 1/3 of the total amount of construction permits taken out in 1916. It was a testament to the strength of the T. Eaton Company and its primacy in the Canadian retail sector. Its construction and subsequent expansion also highlighted the continuing importance of Winnipeg as a distribution centre.

LANDMARK

Rising nine storeys from grade and nearly occupying an entire downtown city block, this structure is highly visible and combined with its public use, makes it a Winnipeg landmark building.

Historical Buildings & Resources Committee
THE CITY OF WINNIPEG

APPENDIX I

CITY OF WINNIPEG - Preliminary Report

Building Address: 333 St. Mary Avenue
(319 St. Mary Avenue & 234 Donald St.)

Building Name: T. Eaton Company Mail Order & Catalogue Building

Original Use: commercial

Current Use: retail

Roll No. (Old): 933841 (---)

RSN: 143777

Municipality: 12 Ward: 1 Property or Occupancy Code: ---

Legal Description: 1 St. John, Plan 129, Block 3, Lots 384-393 & Part 1 St. John, Lots 434/443

Location: St. Mary Avenue to Graham Avenue, Donald Street to Hargrave Street

Date of Construction: 1916 & 1920 Storeys: 9 **Heritage Status: NOMINATED LIST**

Construction Type: Brick and reinforced concrete

Building Permits (Plans available: **[CS]** City Storage; **[M]** Microfilm):

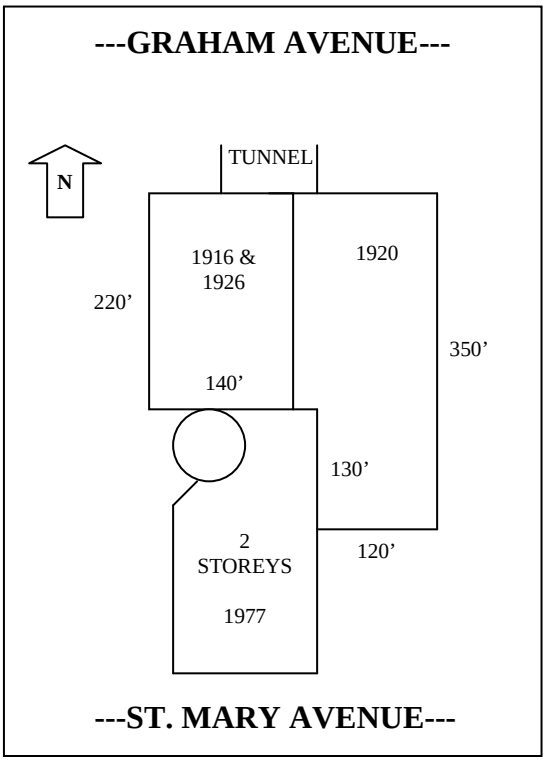
SEE NEXT PAGE

Information:

Graham, Anderson, Probst and White

ARCHITECT – GRAHAM, BURNHAM & CO. (1916) & GRAHAM, ANDERSON, PROBST & WHITE (1920)

CONTRACTOR – CARTER, HALLS, ALDINGER (1916) & P. LYALL & SONS (1920)



Building Permits (Plans available: **[A]** City Archives; **[CS]** City Storage; **[M]** Microfilm):

YEAR	NO.	PLANS	AMOUNT	DESCRIPTION
1916	123	**A**	$600,000	Superstructure (8 storeys)
1920	286	**A**	$2,500,000	Addition
1926	451	**A**	$150,000	Additional storey
1953	7875		$75,000	Alterations
1958	2593		$80,000	Alterations
1967	129		$75,000	Alterations
1967	3119		$1,800	Alterations
1970	7760	**M40**	$35,000	Interior alterations
1977	3006		$250,000	Addition (foundation)
1978	3295	**CS**	$3,750,000	Addition (superstructure)
1978	3296	**CS**	$6,000,000	Interior alterations
1979	---		$1,832,900	Interior alterations to retail spaces (68 permits ranging from $1,000 to $209,000)
1980	---		$2,900,500	Interior alterations to retail spaces (12 permits ranging from $2,000 to $1,000,000)
1981	---		$3,669,600	Interior alterations to retail spaces (20 permits ranging from $6,000 to $945,000)
1982	---		$1,080,000	Interior alterations to retail spaces (18 permits ranging from $2,000 to $550,000)
1983	---		$1,544,000	Interior alterations to retail spaces (20 permits ranging from $1,500 to $450,000)
1984	---		$1,243,000	Interior alterations to retail spaces (16 permits ranging from $1,500 to $750,000)
1985	---		$334,000	Interior alterations to retail spaces (19 permits ranging from $1,000 to $45,000)
1986	---		$53,500	Interior alterations to retail spaces (7 permits ranging from $2,000 to $20,000)
1987	---		$1,290,000	Interior alterations to retail spaces (16 permits ranging from $10,000 to $520,000)
1988	---		$12,000	Interior alterations to retail spaces (16 permits ranging from $10,000 to $520,000)
1988	---		$371,500	Interior alterations to retail spaces (8 permits ranging from $1,000 to $275,000)
1989	---		$616,000	Interior alterations to retail spaces (18 permits ranging from $6,000 to $120,000)
1990	---		$1,276,400	Interior alterations to retail spaces (28 permits ranging from $1,000 to $425,000)
1991	---		$252,800	Interior alterations to retail spaces (8 permits ranging from $3,000 to $175,000)
1992	---		$286,400	Interior alterations to retail spaces (16 permits ranging from $4,000 to $40,000)
1993	---		$24,500	Interior alterations to retail spaces (3 permits ranging from $2,000 to $15,000)

YEAR	NO.	PLANS	AMOUNT	DESCRIPTION
1994	---		$3,378,000	Interior alterations to retail spaces (17 permits ranging from $6,000 to $1,700,000)
1995	---		$7,222,700	Interior alterations to retail spaces (28 permits ranging from $10,000 to $3,200,000)
1996	---		$2,105,800	Interior alterations to retail spaces (15 permits ranging from $11,000 to $800,000)
1997	---		$958,700	Interior alterations to retail spaces (18 permits ranging from $4,000 to $360,000)
1998	410		$15,000	Interior alterations
1998	5714		$14,000	Interior alterations
1998	101673		$35,000	Interior alterations
1999	100140		$22,000	Interior alterations
1999	102251		$200,000	Interior alterations
1999	111931		$8,500	Interior alterations
2000	137288		$150,000	Interior alterations
2000	139738		$15,000	Interior alterations
2000	146686		$50,000	Interior alterations
2000	146700		$26,000	Interior alterations
2001	192888		$20,000	Exterior alterations
2002	207999		$30,000	Interior alterations
2002	216817		$150,000	Interior alterations
2002	220599		$200,000	Interior alterations
2002	229576		$80,000	Interior alterations
2003	318320		$46,000	Interior alterations (8th & 9th floor, 234 Donald St.)
2003	326982		$80,000	Interior alterations (234 Donald St.)
2003	108608		$3,000	Interior alterations (5th floor, 234 Donald St.)
2003	114286		$3,000	Interior alterations (234 Donald St.)
2004	115228		$58,950	Interior alterations (6th floor, 234 Donald St.)
2004	335612		$47,500	Interior alterations (6th floor, 234 Donald St.)
2005	118667		$15,000	Interior alterations (6th floor, 234 Donald St.)
2005	170412		$89,895	Interior alterations (6th floor, 234 Donald St.)
2006	156565		$445,000	Interior alterations (2nd floor, 234 Donald St.)
2007	144378		$18,000	Interior alterations (2nd floor, 234 Donald St.)
2007	160334		$121,870	Interior alterations (234 Donald St.)
2007	163311		$91,410	Interior alterations (Main floor, 234 Donald St.)
2008	110408		$250,000	Interior alterations (5th floor, 234 Donald St.)
2008	118174		$205,000	Interior alterations (234 Donald St.)
2008	118179		$110,000	Interior alterations (5th floor, 234 Donald St.)
2008	125457		$1,200,000	Interior alterations (5th floor, 234 Donald St.)
2008	126552		$20,865	Interior alterations (234 Donald St.)
2008	154492		$380,000	Interior alterations (5th floor, 234 Donald St.)
2008	156431		$250,000	Interior alterations (6th floor, 234 Donald St.)
2009	101130		$22,000	Interior alterations (8th floor, 234 Donald St.)
2009	101360		$91,240	Interior alterations (234 Donald St.)
2010	123359		$10,000	Interior alteration (Unit 75 – 333 St. Mary Ave.)
2010	127269		$152,860	Interior alterations (5th floor, 234 Donald St.)
2010	158767		$3,300,000	Parkade restoration
2010	166854		$35,000	Interior alterations (7th floor, 234 Donald St.)

YEAR	NO.	PLANS	AMOUNT	DESCRIPTION
2011	141163		$261,000	Interior alterations (9th floor, 234 Donald St.)
2012	117759		$100,000	Construct rooftop patio
2013	110529		$48,000	Interior alterations (2nd floor, 234 Donald St.)
2013	136579		$515,000	Interior alterations (Unit 88, 234 Donald St.)
2013	160630		$200,000	Exterior alterations (north wall)
2015	104871		$1,726,991	Fire alarm upgrade (234 Donald St.)
2015	157189		$550,000	Interior alterations (7th floor, 234 Donald St.)
2016	139404		$300,000	Interior alterations (234 Donald St.)
2016	150360		$80,000	Interior alterations (234 Donald St.)

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Plate 1 – T. Eaton Company Store, 320 Portage Avenue, 1908. (Reproduced from University of Alberta Library, Peel's Prairie Provinces. Postcard No. 11551.)

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Plate 2 – Looking east along the south side of Portage Avenue, 1914, the T. Eaton Company Store in the centre. (Library and Archives of Canada, Arthur Conan Doyle Tour of Canada, Album 47.)

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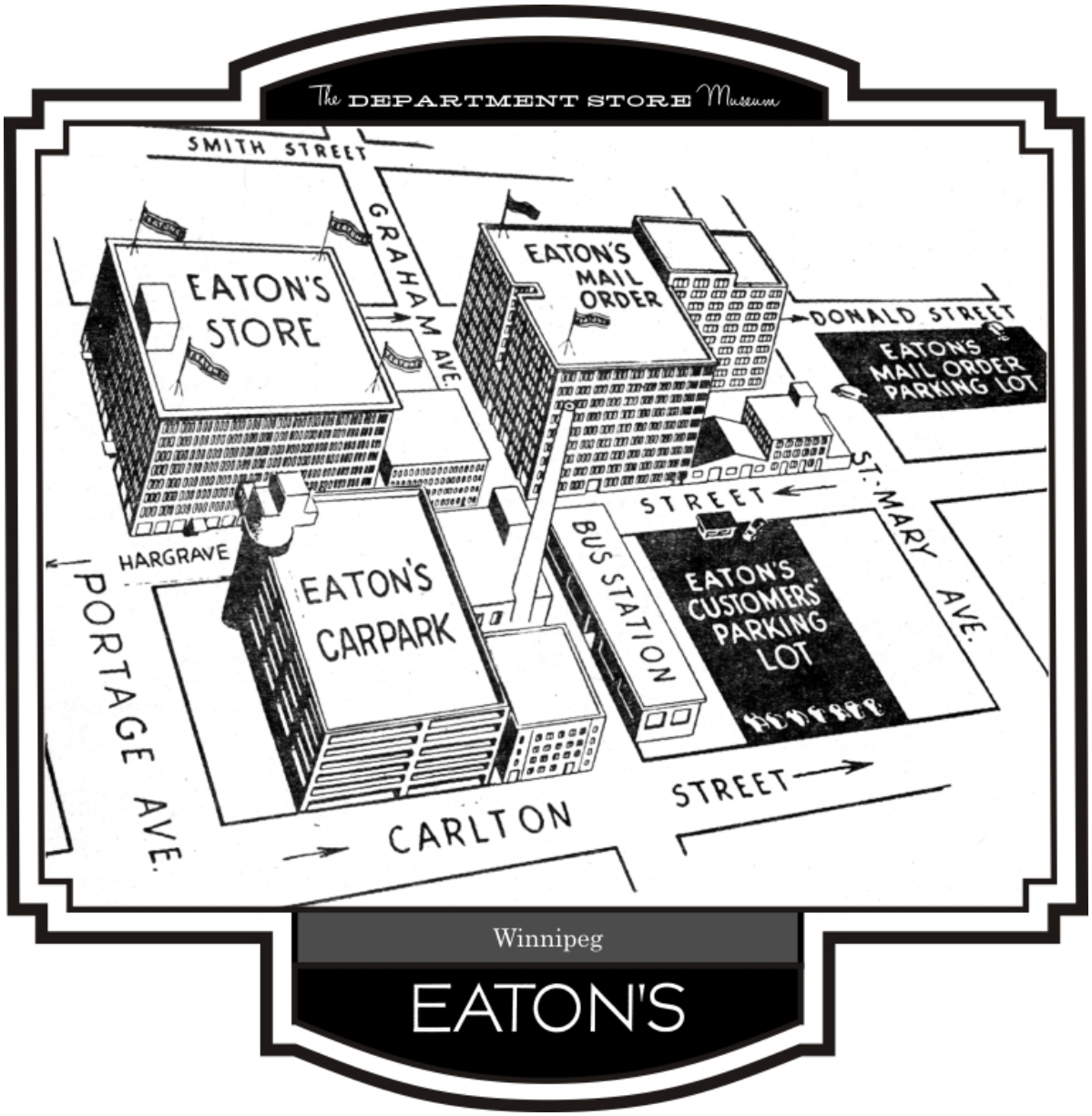


Plate 3 – Eaton's complex, post-1936, with Carpark on Portage Avenue, Powerhouse to the south, the bus station west of the Mail Order Building and the small garage/stable at Hargrave and St. Mary Avenue. (Reproduced from The Department Store Museum, www.thedepartmentstoremuseum.org/2010/06/t-eaton-co-ltd-winnipeg-manitoba-canada.html, no date.)

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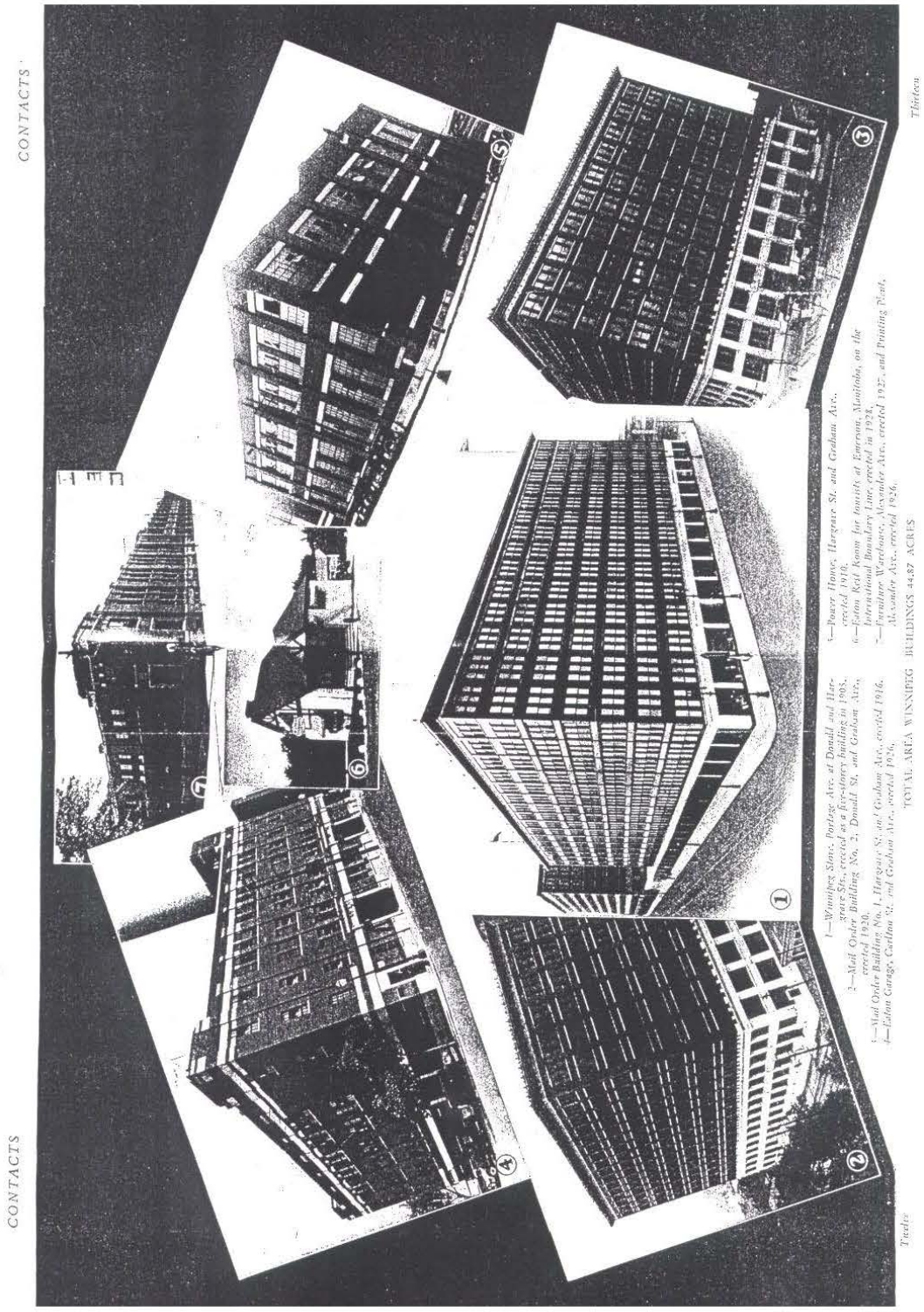


Plate 4 – T. Eaton Company Buildings, Winnipeg, 1934. (Courtesy of the Legislative Library of Manitoba, Contacts, July 1934.)

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Plate 5 – Looking north on Carlton Street from St. Mary Avenue, no date, bus station to the right. Eaton's paid for the station so out-of-towners were dropped right by their store/catalogue buildings. (William A. Luke photograph.)



Plate 6 – T. Eaton's Company Printing Plant & Track Warehouse, 130 Galt Avenue, south and west façades, 2015. (M. Peterson, 2015.)



Plate 7 – Eaton's packing department, ca.1909, Portage Avenue store. (Archives of Manitoba.)

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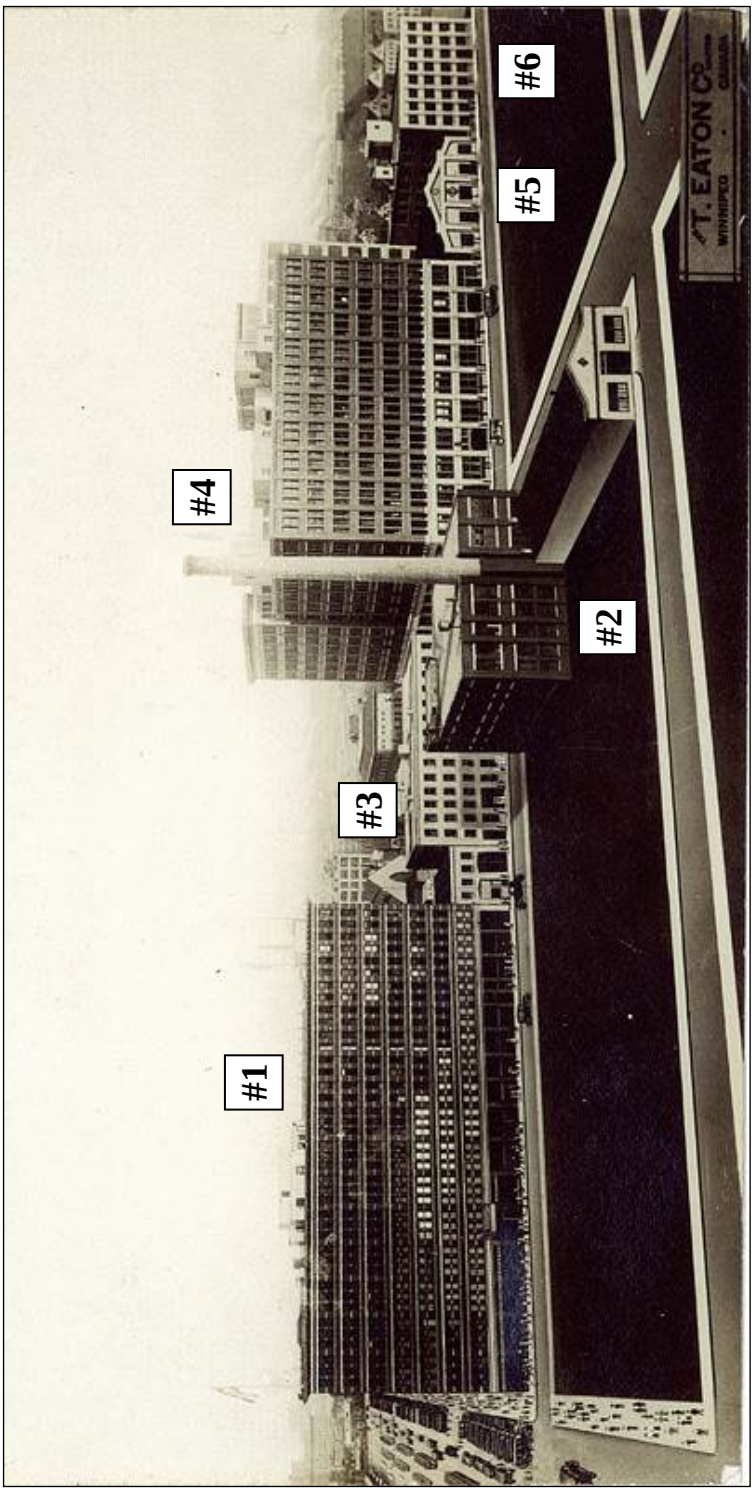


Plate 8 – The Eaton's Company complex from the west, ca.1925. Pictured are: #1- store; #2- Powerhouse; #3- Warehouse; #4- Mail Order and Catalogue Building; #5- Garage; and #6- Stable. (Reproduced from University of Alberta Library, Peel's Prairie Provinces. Postcard No. 11551.)

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Plate 9 – Eaton's Mail Order and Catalogue Building, St. Mary Avenue (north) and Donald Street (east) façades, no date. Note the original fenestration on the ground and second floors. (University of Manitoba, Architectural Library.)



Plate 10 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, detail of ground floor window alteration, north façade, 2016. (M. Peterson, 2016.)

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Plate 112 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, north and west façades, 2016. (M. Peterson, 2016.)

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Plate 12 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, north façade, upper floors, 2016. (M. Peterson, 2016.)



Plate 13 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, detail of roof cornice, north side, 2016. (M. Peterson, 2016.)

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Plate 14 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, rear (south) and east façades, 2016. (M. Peterson, 2016.)

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Plate 15 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, rear (south) and east façades, 1978. (City of Winnipeg, 1978.)

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Plate 16 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, 1970s addition in the foreground, 2016. (M. Peterson, 2016.)



Plate 17 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, original basement staircase, 2017. (M. Peterson, 2017.)

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Plate 18 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, ground floor retail space, 2017. (M. Peterson, 2017.)

333 ST. MARY AVENUE
T. EATON COMPANY MAIL ORDER & CATALOGUE BUILDING



Plate 19 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, 7th floor hallway, 2017. (M. Peterson, 2017.)



Plate 20 – Eaton's Mail Order and Catalogue Building, 333 St. Mary Avenue, basement mezzanine washroom, 2017. (M. Peterson, 2017.)



Plate 21 – Graham Avenue looking east from Carlton Street, 2016. (M. Peterson, 2016.)



Plate 22 – Hargrave Avenue from the west, 2016. (M. Peterson, 2016.)

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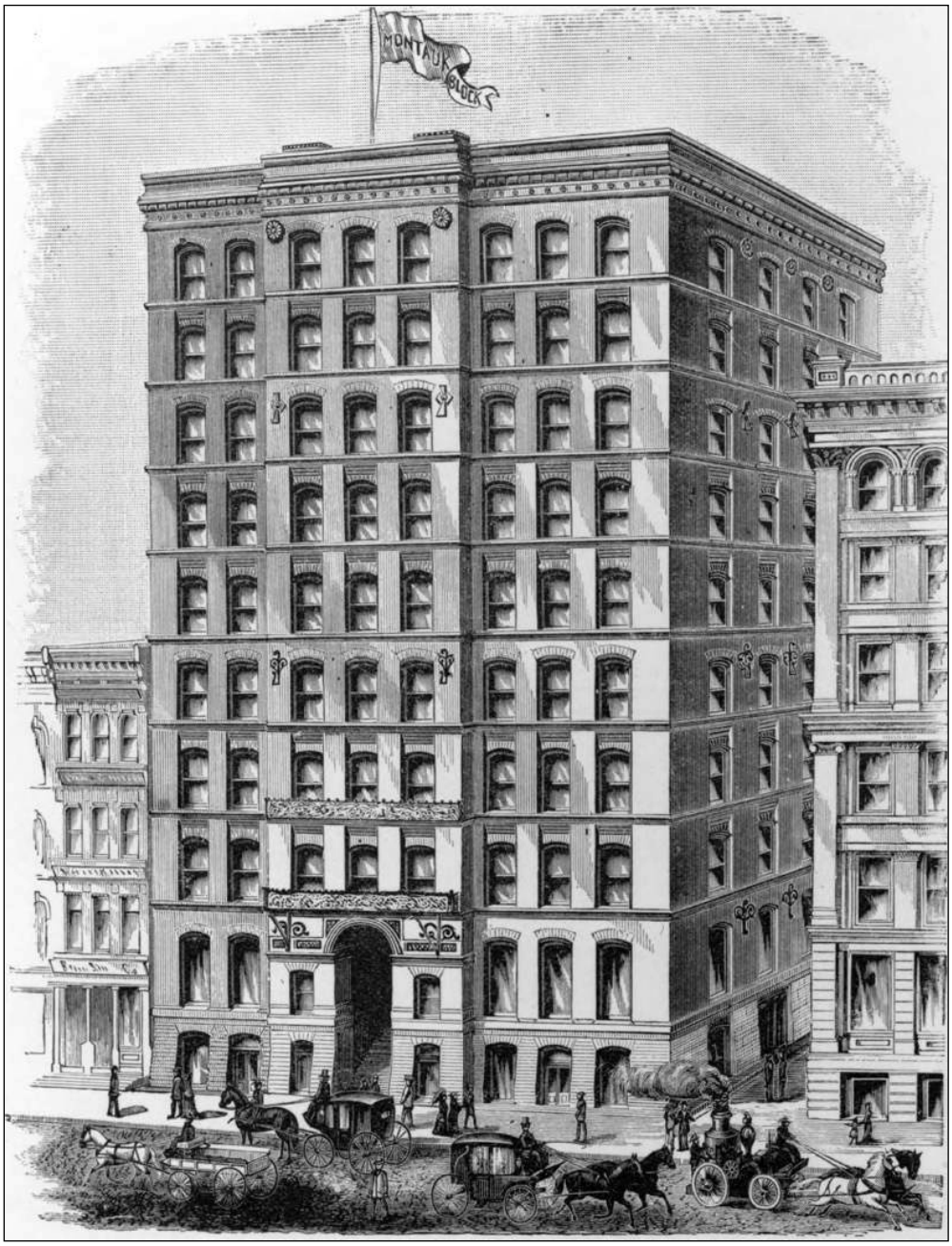


Plate 23 – Montauk Block, 64-70 W. Monroe Street, Chicago, IL, no date. Completed in 1883, the building was demolished in 1965. (Reproduced from "Chicagology," https://chicagology.com/ goldenage/goldenage012/, 2016.)

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Plate 24 – Advertisement for the Eaton's Catalogue Building Clearance Centre, 333 St. Mary Avenue, 1972. (Reproduced from the Winnipeg Free Press, April 3, 1972, p. 44.)

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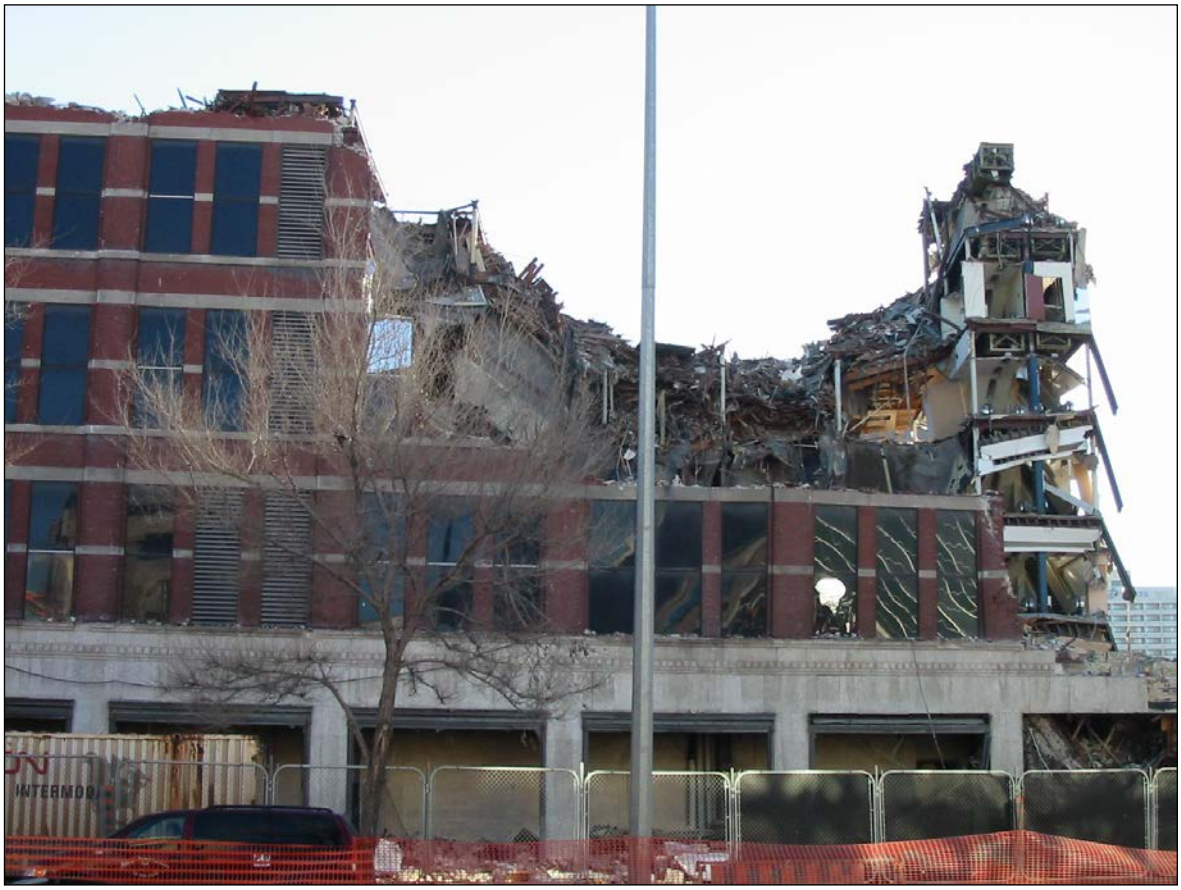


Plate 25 – Demolition of the Eaton's Store, 320 Portage Avenue, January 2003. (M. Peterson, 2003.)

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Plate 26 – 1979 advertisement announcing the grand opening of Eaton Place. (Reproduced from Winnipeg Free Press, October 6, 1979, p. 8.)