

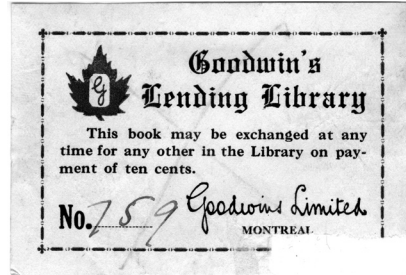
Attention, Shoppers

ST. CATHERINE STREET IN Montreal has a rich history of fashion and department stores stretching back to the turn of the 20th century. Those who grew up in the city have fond memories of the window displays in Ogilvy's and the store restaurants where one could take a break from shopping to socialize. This bookplate from Goodwin's Ltd. department store is an opportunity to recall some of the glory years of Montreal's downtown retailers.

S. Carsley Co. Ltd. opened its first store on Notre-Dame Street in 1871. It was one of the first major retailers in Montreal, and it also issued Canada's first mail-order catalogue in 1882. Along with pre-eminent English-language retailers such as Morgan's, Scroggie's, Murphy's, Hamilton's and Ogilvy's, Carsley's helped move the main shopping area from Old Montreal to St. Catherine Street.

In 1909, Toronto-based A.E. Rea & Co. purchased Carsley's and expanded the store. The business sold again two years later. Prominent Montreal businessman J.W. McConnell invested in the store and brought on board veteran retail managing director W.H. Goodwin, who had previously worked for competitors Murphy's and the T. Eaton Co. The store became Goodwin's Ltd. Goodwin's touted high-end fashion as well as other department store goods, including books. Like its predecessor, Goodwin's published a catalogue. However, unlike Carsley's, Goodwin's English and French catalogues were smaller and printed on better paper to meet the expectations of its clientele.

Goodwin's also made a splash on the social scene. Placing itself in the category of such globally recognized stores as New York's Wanamaker's and Chicago's Marshall Field's, Goodwin's nevertheless aimed to serve all shoppers. Announcing the opening of the new Goodwin's Ltd. on April 19, 1911, the *Montreal Gazette* boldly declared, "In Montreal, where the dividing lines are somewhat sharply drawn



in social life, there will be no dividing line in Goodwin's store, either behind or in front of the counter, and such an atmosphere will be created as to make the place an institution belonging to and representing the whole of Montreal."

During World War I, Goodwin's hosted wives of prominent local businessmen to work as saleswomen and raise money for local groups supporting the war effort. The store continued to employ women after the war and worked to continually support the community.

W.H. Goodwin retired in 1924. In 1925, the T. Eaton Co. purchased the store and property to establish a presence in Montreal. Eaton's was a major department store founded in Toronto in 1869, and it started a significant mail-order catalogue business just a few years after Carsley's. Eaton's purchase of Goodwin's brought together the story of two pioneering Canadian brands. Eaton's established distribution in Montreal, constructed new storefronts, and began producing French and English mail-order catalogues. The brand thrived across Canada until its acquisition by Sears in 1999, but St. Catherine Street remains a shopping destination to this day.

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