

Commemorative plate

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Metal plate engraved with inscriptions commemorating Canada's 100th anniversary 1867-1927.

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Marchand Simpson

Date 1927 c

Materials metal, tin

Measurements 1,8 x 30,2 cm

Historical context

This plate designed by the Simpsons company commemorates Canada's 60th anniversary in 1927. The center features the company's three service centers, located in Regina, Toronto and Halifax, engraved on a map of Canada and accompanied by a short text. The text celebrates the jubilee and the development of the country to which Simpsons has contributed as an "all-Canadian" company.

In 1858, Scottish immigrant Robert Simpson (1834-1897) opened his first store in Newmarket, Ontario, selling groceries, shoes and haberdashery. After several misadventures, including a fire, Simpson declared bankruptcy in 1871, but managed to transfer his business to Toronto, where it prospered until his death in 1897.

By the middle of the 19th century, department stores were appearing in Canadian urban centers, transforming people's shopping habits, thanks in part to the postal shopping service. Among these department stores, Simpsons established itself as a solid pillar of retailing.

With no heirs, the company was taken over by three Canadian

businessmen. The takeover enabled Simpsons to expand its activities, notably with the mail-order service. Following the acquisition of the John Murphy Co. a warehouse was opened in Montreal on Front Street to meet the needs of the mail order service. By 1913, however, the service had moved to a larger building on Spadina Avenue in Toronto. Later, warehouses were also opened in Regina and Halifax. In 1951, Simpsons joined forces with Sears, before becoming part of the Hudson's Bay Company in 1978. In 1991, the full integration of Simpsons was officially completed, and the company came under the banner of The Bay.

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