

Advance Publicity for “Lady Flora Eaton and Canada’s ‘Royal Family’ ”

Flora McCrae (1880-1970) from Omemee Ontario, near Peterborough, was a failed student nurse when she met and married John (later Sir John) Craig Eaton, the son and heir of department store magnate Timothy Eaton. Together they raised a family but tragically, Lady Flora became a widow at a very young age. Undaunted, she turned herself into the power behind the throne at Eaton’s, creating superb in-store restaurants, assisting Eaton employee organizations as well as many charities and eventually promoting her son, John David Eaton, to the company presidency. During her lifetime the Eaton family was regarded by many as Canada’s “Royal Family”. This is a story of tragedy and achievement, untold wealth and the glamour of a bygone age.

Richard Jordan is a former President of the Etobicoke Historical Society and a former **Toronto Star** local history columnist. His feature articles on historical subjects have also appeared in the **Saturday Star** and the **Sunday Star**.

The photos below show (left) Flora Eaton with husband John and two of their children and (right) twenty years later with her son John David Eaton at the opening of Eaton’s College Street store. She was a small-town girl who had to re-invent herself several times to fill the complex roles that she married into.

