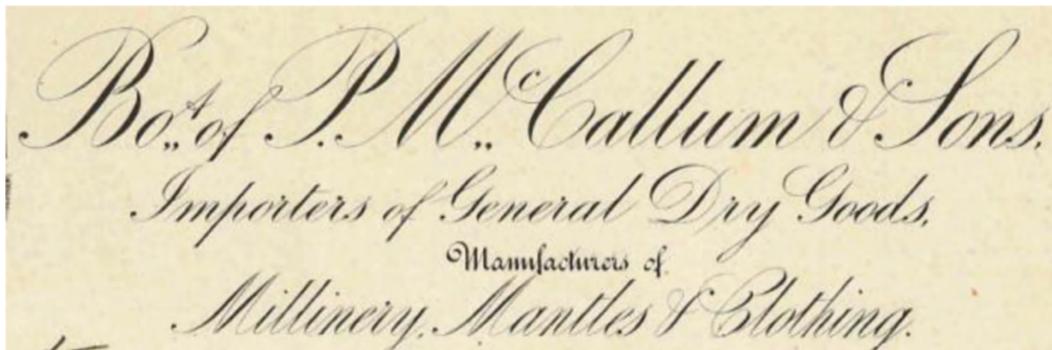


P. MCCALLUM AND SONS

DRY GOODS MANUFACTURE AND SALES



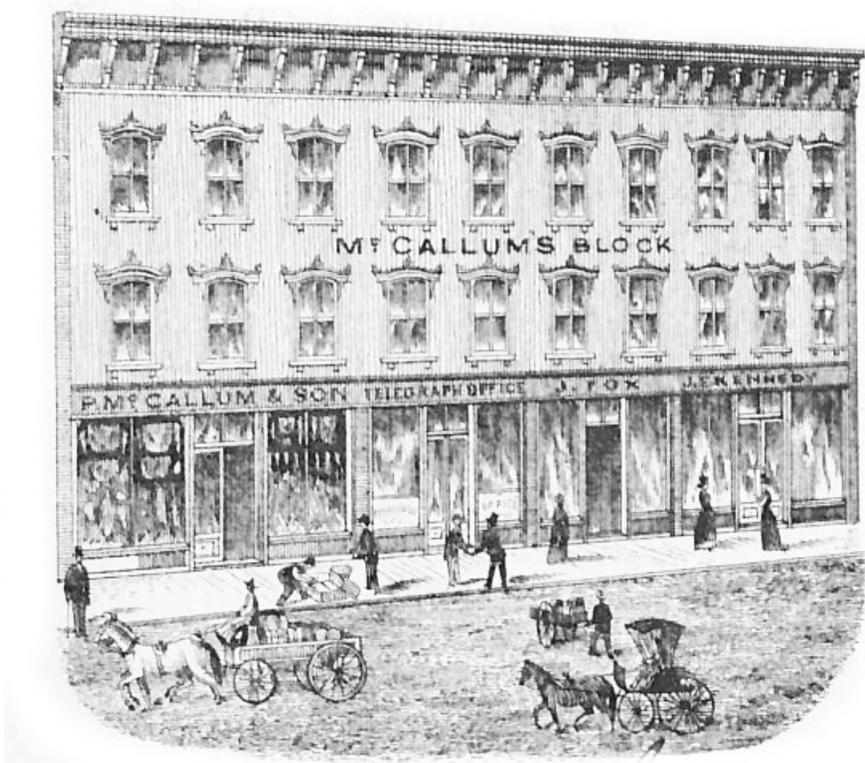
Peter McCallum opened his dry goods store in 1831, shortly after arriving in Cobourg from his native Scotland. Peter was a tailor by trade and McCallum and Sons remained as a family run operation well into the twentieth century.

In 1849, McCallum began to manufacture ready to wear clothing, which cost 25% less than was usually charged for shop-made articles. This made P. McCallum and Sons more than just a retail business, it was **now also a manufacturing business.**

After a fire in 1871, Peter **had 23-29 King Street West built, a building which still stands.** When the McCallum Block opened it was impressive. The store was thoroughly described in the *Cobourg Advertising World* in September 1871. The goods rooms were beautifully decorated and

"The walls lined with capacious shelving drawers, these shelves were surmounted by a beautiful cornice, ornamented with brackets, railings, and countless decorations rendering the effect quite complete".

The second floor was designed for carpets, oil cloth and clothing and the third was storage. The basement had been "comfortably fitted up for the tailoresses" and there was also a room for millinery. The number of rooms and their variety in purpose presents an active thriving business.





P. McCallum and Sons imported goods from a wide variety of specialized sources providing residents of Cobourg **an international selection of dry goods**. In 1889, P. McCallum and Sons was recognised in the *Toronto World*, with other Cobourg businesses, as doing immense trade in clothing **that no city firm could match**.

As well as being a dry goods store that sold a variety of products, P. McCallum and Sons was also well known for fancy materials and finished products. The stock they carried was very valuable. **They were robbed in November 1879 of \$1500 worth of silks.** *"The goods taken were principally silks and silk handkerchiefs, of which a large and valuable assortment had recently been imported. From the appearance of things in the store, it would seem as though the thieves had been interrupted and scared off by some noise, as they left six pieces of silk on the workshop table."* - Cobourg World 1879

In 1898 the store's millinery shop was presided over by a Miss Fowler. **Victorian fashion was rarely seen as complete without a head piece**, particularly for outdoor wear.



"Whatever is newest in hats and bonnets and fashionable for the season is sure to be found at P. McCallum and Sons millinery parlors, where Miss Fowler has presided for several seasons with much ability and artistic taste."
~ Cobourg World 1898

Peter and his elder son, Peter, both died in 1892. The store then passed to the younger son, Charles Young McCallum. C. Y. McCallum ran the store until his death just six years later when his son, also Charles, succeeded him. With Charles Jr's death in 1929 the family ownership of this very successful business came to an end.

