

PURCHASE, Gregory Richard (Greg) [UNTD CHIPPAWA '49 U-61560] (1931 - 2002) Age: 71

GREGORY RICHARD PURCHASE Beloved husband of Dorothy Kristjanson Purchase; father of Caroline, Geoffrey, and Catherine; passed away peacefully at home on November 20, 2002. Gregory leaves to treasure his memory, sister Helen Gayner and brother Gerald of Ottawa, brother Ross of Englewood, Colorado, and sisters-in-law, Evelyn Downey and Doris Kristjans9on of Winnipeg. Gregory received his Bachelor of Science from the University of Manitoba in 1953, and his M.B.A. from the University of Western Ontario in 1956. Gregory was an Executive with the T. Eaton Company Ltd. A Service of Remembrance and Celebration will be held at the Ridley Funeral Home, 3080 Lakeshore Blvd. W. (between Islington and Kipling Avenues at 14th Street, 416-259-3705) on November 26 at 2:15 p.m. In lieu of flowers, should friends so desire, contributions may be made to the Multiple Sclerosis Society of Toronto. Messages of Condolence may be placed at www.RidleyFuneralHome.com
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His UNTD/NavRes record is somewhat unclear. He appears only in the 1950 White Twist but in the Spring of '53, his U Manitoba BSc Grad write-up refers to the UNTD.

Also at that time he expressed an interest in Post-Grad Geology, but what he actually did do was attend UWO in London, ON and received an MBA there in 1956.

Returning to Winnipeg, by 1974 he was the T Eaton Co. Vice President, Western Stores.

By the 80s he was Eaton's Exec Vice President, Toronto and Ontario Stores, and by the late 80s was the Eaton's COO, operating as a triumvirate with Fredrik and George Eaton.

Greg resigned in 1991, at the age of 60, for health reasons. That same year Fredrik Eaton also resigned to become the Canadian High Commissioned to the UK. Thus began a decade of decline which saw the demise of that iconic company by 1999.

In 1996 Greg Purchase co-authored with his wife Dorothy, a self-published book; *Hard Rock Merchandising*, focused on his Eaton's experience.

In 2003, the Ivey Business School at University of Western Ontario established the; "Gregory Purchase 125th Anniversary Alumni MBA Award (Faculty of Graduate Studies, Business Administration)" It is currently valued at over \$9,000 per annum.

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