

## MEN OF THE TIMES.

### MR. G. W. GANONG.

The fruit that does so quickly waste  
Thou comfistest in sweets to make it last.

—COWLEY.

Many people who are reasonably open to conviction, and who are prepared to admit that a rose would smell as sweet if called by any other name, will dispute the statement that a bon-bon or a cream chocolate will give equal delight to the palate if it bore any other mark than the letters "G. B." These two consonants appeal in this connection less to the hearing than to the taste, and though they may not be the sweetest-sounding in the alphabet, they are voted by a large body of candy epicures to be the sweetest-tasting. These letters are the initials of Ganong Bros., the well-known confectionery manufacturers in St. Stephen, N.B. The brand G. B. is a certificate of excellence, which in every case is confirmed by the goods that bear it. This is the only way whereby it is possible to make a brand significant of quality; it will mean good, indifferent or bad to people, according as the wares bearing it prove themselves good, indifferent or bad. When the test of time has brought it into mental association with one or other of these attributes in the public or commercial regard, it will mean as much if quoted in an invoice or an advertisement as if attached to the goods.

Mr. G. W. Ganong is the senior partner in the firm of Ganong Bros. The other member is Mr. E. B. Kierstead. The style is the survival of a time when the composition of the firm accorded with the firm-name. Mr. Ganong is a native of Springfield, in King's County, New Brunswick, where he was born in the year 1851. There he also received his education. At the age of 17 he became a school teacher. Four years afterwards he abandoned this calling and went into produce and commission trading. His next step, taken three years later, was into the manufacture of confectionery. This was in the year 1874. He started on a modest scale, employing but one man, and limited his output to hard candy goods, doing at the same time a fair-sized jobbing business. He was getting along very well when his progress was suddenly and disastrously checked by a fire, in

which he lost about all that he had made. This misfortune befel him in the same year as the city of St. John was devastated, by a fire which has now become historical. Two years later Mr. Ganong and his brother James H., a sketch of whom appeared in an earlier part of this series, went into partnership in St. Stephen, for the manufacture of confectionery, the firm name being that under which the business goes on to-day. The two brothers continued together until 1885, when James H. left to start the St. Croix Soap Company's business. Mr. G. W. now carried on the business alone for some time. In 1887 his trade had outgrown his



MR. G. W. GANONG.

premises, and he bought from St. Stephen Bank the site of his firm's present manufactory. Here he constructed a fine large building 100 feet in depth, and had got it nicely into running order when he ran up against another reverse from his old enemy the fire fiend. The new factory was burnt to the ground. In 1889 he built on the same spot the factory in which his firm does business now. In the same year Mr. Kierstead came in

The present premises of the firm are ample in space, and constructed with an eye to protection from the scourge of fire, which has twice touched with disaster the fortunes of

the founder of the house. The factory covers an area of 200 x 52 square feet and is three storeys high, with a spacious basement under it. Throughout its entire height the building is divided into three sections by fire-walls. The basement is used for storage and chocolate making. On the first floor the retail store and offices take up a full section, the stock and shipping department require another, and the third is the boiler and engine room. On the second floor, one section is given up to help and dressing room, another to packing and hard candy making, and the other one to cocoanut and pan work. On the third floor handmade creams are produced in one section, the second section is the room for lozenges, moulded goods, and marsh-mallow goods, the third section is occupied by a starch room and the manufacture of gum and grain work. An annex building for paper and wooden boxes completes the establishment. This fine factory is heated by steam, lighted by gas and traversed from basement to top storey by steam elevators. The works need to be large, the warehouse space commodious and the staff of employes numerous to maintain the supply of the firm's choice confectionery, now in request all over Canada. The processes through which the raw material goes to become the finished product are complex, scientific and interesting, but cannot be compressed into the space allotted to a sketch. One or two things may be noticed. Cooling is done not only by means of marble slabs but also by cold water. An interesting thing is a patent marker for chocolate goods and bon bons, to impress upon them with a rubber plate the letters G. B. Cream goods are moulded not only in starch but also in rubber, by a process which goes by the name

of the Coleman Patent Rubber Mould, which the firm control in the Maritime Provinces. They make a specialty of high class creams and chocolates, in the manufacture of which, as their reputation shows, they excel.

The force that is behind this business of huge volume and wide distribution is strong in the character and ability of its principal. Mr. Ganong showed himself a man who could buffet with adversity and not come out second best in the end. The spirit of the majority of men in the same circumstances would have collapsed after the first fire, and few would not have knocked under to the second. But Mr. Ganong was made