

ALRED JOYCE.

The proprietor of the store opposite, was born 1837, in England at Dunmow in Essex, a place famous in English History and remarkable for the old custom of "the Flich of Bacon." He was educated there, and came to Canada, Montreal, in 1857. He commenced business in Montreal in 1861, and is now perhaps the largest retail merchant in his line. He married in England, 1857, a Miss Mumford. He was the first who commenced business in the upper part of the city beyond Beaver Hall, by building a store in St. Catherine street, and though small, was the commencement of all the stores which have since sprung up in that part of the city. From this small beginning may be attributed much of the

rise of property in that locality. Then, land might be purchased at a few cents per foot; now, from the circumstance of business having been brought to that section mainly through Mr. Joyce's commencement years ago of his store, the price has risen a hundred fold. So rapidly did he acquire a considerable competency that in a few years he became the proprietor of a large part of one side of Phillip's square and along St. Catherine street opposite the English Cathedral, besides acquiring considerable property on Dorocher street, &c. In a few years Mr. Joyce will become one of our richest citizens, having acquired his property through persevering industry and energy.