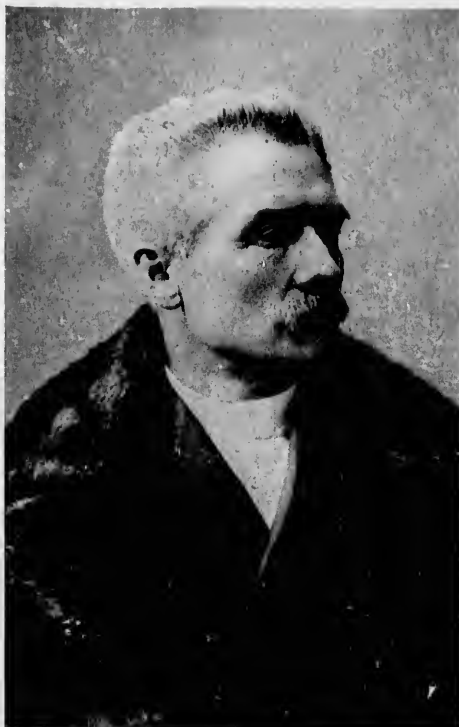


## J. Lawson Johnston.

Mr. J. Lawson Johnston, whose name is almost a household word in Canada, was the originator and patentee of "Johnston's Fluid Beef." A thorough Scotchman, he was naturally educated in Edinburgh, and during his early college days he displayed great ability in the study of dietetics and the chemistry of food. He left Scotland some twenty-five years ago and proceeded to observe and experiment in various parts of Europe and America, ultimately settling down in Montreal, and after having issued letters patent for Johnston's Fluid Beef in Canada, England, United States, France and Germany, he placed the preparation on the market. It was but a short time before "Fluid Beef" became the most popular beef preparation in the world, the sale of it increasing year by year. Either unfortunately or fortunately (so far as Mr. Johnston was interested) in the year 1884, the Fluid Beef Factory was burned down and before it could be rebuilt Mr. Johnston had an offer of purchase made him for the Canadian business. He decided to accept the offer, and in July of that year he left Canada and went to London, England. As soon as he arrived in London he commenced the manufacture of Fluid Beef under the name of "Johnston's Fluid Beef-Bovril Brand." He continued this business for a few years under his own personal superintendence, and through his well known energy and ability this business soon attained such magnitude that he found it was more than he could manage single handed. At this time Lord Playfair evinced considerable interest in Mr. Johnston's success and method of operation, which produced an extract combining the albumenoids with the stimulating properties of the beef, by many, up to the time of Mr. Johnston's inventions becoming known, being thought unattainable. Mr. Johnston then determined to form the business into a joint stock company, which he did most successfully under the name of "Bovril Limited." Lord Playfair became chairman, Mr. Johnston resigning in his favor.

The business grew so rapidly and successfully that it soon became one of the most successful in the country and in a few years attracted the attention of large capitalists. In July, 1896, Mr. Ernest T. Hooley offered the enormous sum of £2,000,000 (sterling \$2,740,000) for the entire business of "Bovril Limited," this offer was accepted by the company, and in November of the same year Mr. Hooley again floated Bovril Limited as a joint stock company on the English market for £2,500,000, sterling, or equal to twelve million one hundred and seventy-five thousand dollars, and within three days after opening the subscription lists every share was taken up, thus showing the high position which Bovril holds as a commercial enterprise. We have gone into these matters rather minutely, not to advertise Bovril, but to show what has been achieved by a late Montrealese, and who has shown that in the days of his prosperity he does not forget the town and country where he first introduced his inventions. Mr. Johnston (or rather the company of which he is vice-chairman) has recently bought back the business which he sold nearly thirteen years ago, and Bovril Limited, of London, are now proprietors of the Johnston Fluid Beef Company of Montreal. The trustees and directors of Bovril Limited, are His Grace the Duke of Somerset, the Rt. Hon. Earl de la Warr, The Rt. Hon. Lord Playfair, G.C.B., L.L.D., chairman; J. Lawson Johnston, vice-chairman; Viscount Duncannon, C.B., Sir Edmund Commorell, V.C., G.C.B., Frederick Gordon, Robert



J. LAWSON JOHNSTON.



COLIN McARTHUR.

Farquharson, M.D., M.P., G. Lawson Johnston, and Andrew Walker, managing director. The Illustrated London News, describing the success and operations of Mr. Johnston's Company, says: "It is instructive to note that in pre-Bovril days the hundreds of thousands of oxen which travellers through South America marvelled at, as the great droves of cattle wended their slow way to the saladeros of the Argentine and the Uruguay Republics, were slaughtered merely for the sake of their hides and tallow. Immediately the oxen are killed now, the whole of the superfluous fat and bone is removed, and the beef finely chopped, is placed in huge vats of cold water. The decoction is next strained and concentrated in a most elaborate manner until it becomes a paste—in other words, the extract of meat with which we are all familiar. This extract consists of the soluble salts of flesh, which give meat its flavor and odor. It is not a food, but simply a nerve stimulant possessed of the power of evoking latent vitality. The popular fallacy that extract of meat and Beef Tea are nutrients has been the deplorable cause of many thousands of deaths by starvation. It should be known to all that it is only as a stimulant and a tonic that extract of meat is useful, in fact, as an adjunct to more nutritious foods."

Mr. Johnston has a most charming residence known as "Kingswood," Sydenham Hill, about seven miles from London, and although he is a shrewd, active business man, he is very much attached to his home and family. Nothing gives him greater pleasure than to roam about the forty acre park which encircles his home, accompanied by some of his children, and caress the pet deer, sheep, etc., with which the park is liberally stocked. His happiest hours are when he is at home surrounded by his family. May he live long to enjoy these blessings.

## Colin McArthur,

whose name is famous as the first manufacturer of wall paper in the Province of Quebec, is a native of Glasgow, Scotland, where he was born in 1835. He was educated at St. Enoch's School of that city, and for sixteen years was associated with the firm of Wylie & Lockhead, wall paper manufacturers, being their manager a large portion of this time. It was on behalf of this firm that he came to Canada, living in Toronto for four years.

In 1870 he moved to Montreal, and established his present business. He brought skilled labor from the United States, but all his unskilled labor belongs to Montreal. Since the foundation of his business in Montreal it has steadily increased, until now it is the foremost in this country.

He introduces new patterns and designs in wall paper every year, to compete with England and the United States, and to-day has one of the largest assortments in America.

At all exhibitions and fairs where he has exhibited his goods he has invariably taken first prizes. The exhibitions held at Antwerp, Trinidad and Jamaica, may be especially mentioned, where Mr. McArthur swept everything before him.

During the recent investigation of the Tariff Commission Mr. McArthur's evidence proved conclusively that his papers were equal, if not superior, to the imported article, and that he feared the fair competition neither of Europe nor the United States. For the past nine years Mr. McArthur has been a member of the Board of Trade in Montreal, and is extremely active in all charitable movements.

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