

MEN OF THE TIMES.

MR. JOHN YOUNG REID.

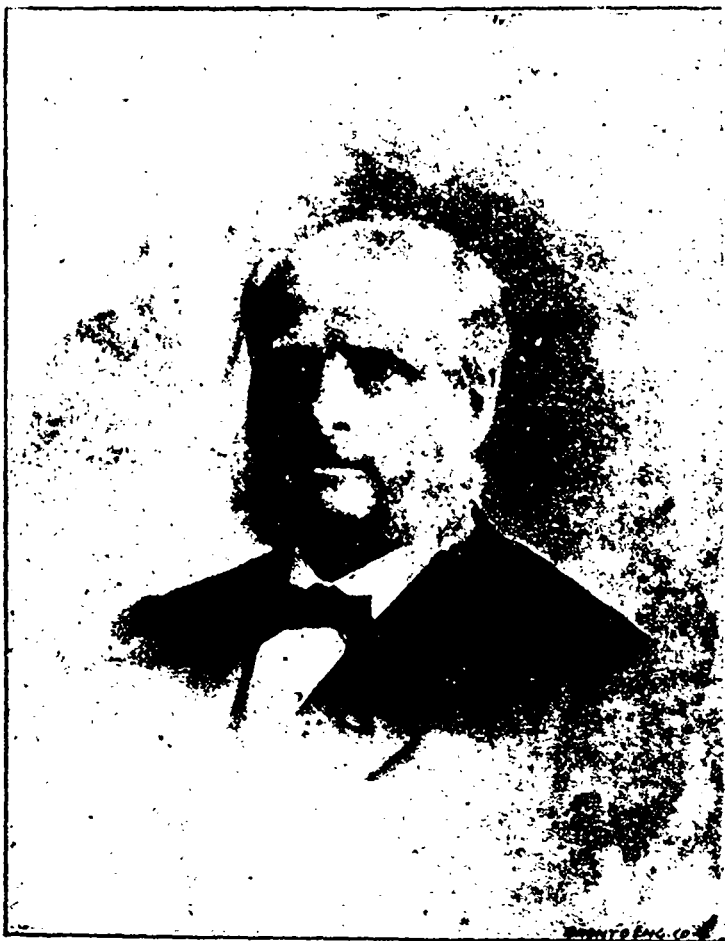
*In the wind and tempest of her frown,
Distinction, with a broad and powerful fan,
Puffing at all, winnows the light away;
And what hath mass or matter, by itself
Lies rob in virtue and unmingled.*

From 1845 to 1891 is a long time to be spanned by a single business career. It is given to few to fare so long on the highway of trade without halting or turning from the direction in which they set out. The limits of life itself usually confine men to a much shorter period of independent business experience, and men's shortcomings as managers of their own affairs make the average duration of commercial enterprises a small fraction of forty-five years. Given a score of men starting at the same age in variously unequal circumstances of fortune, health, habits and character, how many would be affluent or eminent at the end of forty-five years? Perhaps not one. It would speak well for their moral habits and the strength of their constitution if half a dozen of them should be alive. It would testify to a rare principle of progress and tenacity of purpose in them, if two of these men should reach commanding positions in commerce or any other department of human activity. For, though forty five years is a long spell, and one in which vast accomplishment is possible, it is also one in which many adverse vicissitudes are possible.

It was in 1856 that Mr. John Young Reid, after holding the position of manager in Hamilton for two years, became a partner in the house of Buntin Bros. & Co., now well known under the style Buntin, Reid & Co. In the same year they opened an office and warehouse on the corner of Colborne and Yonge streets, in this city, where their Toronto business was transacted for about thirty-three years. Two years ago they moved to their present handsome quarters at 29 and 31 Wellington street west. The composition of the firm has not been modified by any addition since Mr. Reid began his connection as a member of it. James Buntin died in 1861, leaving Alexander Buntin, Mr. Reid and George Boyd surviving partners. In 1877 Mr. Boyd retired, and in 1881 the house took its pre-

sent style. Mr. Alexander Buntin lives in Montreal, where he looks after the eastern branch of the business and the mills, which have been established at Valleyfield as long as the house has existed. His associate partner, Mr. Reid, has directed the Toronto business for many years.

Buntin, Reid & Co. stand in the very forefront of the stationery trade of the Dominion. They do an enormous and widely-extended business. They are one of the wealthiest concerns in the country, as they rank at the very top of the commercial agencies' rating.



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This financial and commercial position, one of the proudest in the country, was not reached at a stride. It was developed from a comparatively small beginning, and is the consummation of a steady series of efforts. The course of the business was widened as it advanced. Branch after branch was added, and the firm never ceased to hold its own, or for a moment to pay less than 100 cents in the dollar. As wholesale stationers, paper makers, blank book manufacturers, envelope makers, their success has been uninterrupted.

The cardinal principle on which this record of success hinges is integrity. In that Mr. Reid is a firm believer, and his life's

work illustrates the soundness of his business creed. As well as contributing so much to the building up of a great house, his sterling worth has won him a place among the most honored citizens of this country. By his own example, too, he gave abundant evidence of his belief in what Carlyle calls the "gospel of work." A healthy and vigorous constitution enabled him to carry it out.

Mr. Reid is a Scotchman, he was born in Berwickshire. He joined the house he is connected with the very year he came to the country, that is, in 1846. His apprenticeship had been served in the old country. He is the Nestor of the stationery trade in this country, being in years the oldest man in it, and probably the longest connected with it. He is a director of the Globe Printing Company, of the British American Assurance Co. and a member of the Board of Trade.

The lesson which Mr. Reid's success teaches to those who have their future before them, as he had his half a century ago, is that solidity is the thing to work for after all, not display. Perhaps the success of his first five years would have been the ruin of the majority of young men. There are plenty of people who can stand the treadmill of arduous work long enough to attain to a competence, but who, when that is realized, want to display it, either in the expensiveness of their habits or in embarkation upon some enterprise too great for their puny financial strength. With such men success is the precursor of failure. Many of that kind have risen and fallen since Mr. Reid began his career. A meteor-like existence in the world of commerce is not only short in itself, but is usually final. The failures that are

caused by success, to use a seeming paradox, are not often repeated in the life of the same man. They dishearten him and spoil him for further effort. Evolution, not revolution, is the process in stable fortune-building. It is not easy for some people to take to and stick at commonplace plodding even when the spur of need is applied. It is harder when their circumstances have become easy and appear to exempt them from the necessity of working. Those in whom a sense of duty and responsibility suffices to keep them busy are the kind that will make headway, for a moral basis underlies their efforts. Mr. John Young Reid is such a man.