

MEN OF MARK.

MR. FREDERICK WYLD,
(Of Wyld, Grasett & Darling.)

"On their own merits modest men are dumb."
—G. COLKMAN (The Younger).

Among men who have made an honored name for themselves in the commercial life of Canada none stands out with greater brilliancy than Mr. Frederick Wyld, head of the firm of Wyld, Grasett & Darling, corner of Bay & Wellington streets, Toronto. Mr. Wyld was born at Sciston Park, Queens ferry, Scotland, on Dec. 24th, 1832. His father, William Wyld, was a partner in the house of James Wyld & Co., merchants, Leith. He was educated at Irvine Academy and afterwards received a thorough business training in Edinburgh and Glasgow. At the age of twenty two he came to Canada to push his fortune and located in Hamilton, the then centre of the dry goods trade for Western Canada. He engaged in business in that city and remained there till 1872, the firm then being Wyld & Darling. In that year, however, they removed to Toronto, and seven years afterwards the firm name was changed to Wyld, Brock & Darling. In 1887 this firm dissolved partnership and Mr. Wyld entered into a new partnership under the firm name of Wyld, Grasett & Darling. The new firm erected one of the finest and most imposing warehouses in the Dominion, which will be referred to later on.

Mr. Wyld can honestly boast of a most successful record, all the firms he has been identified with having prospered to an exceptional degree. He is essentially a business man, and as head of the firm has always made his name felt. He has a commanding presence and his manner is always such as to invite confidence and respect. It is not too much to say that no living merchant in Canada has a more general or wider range of business experience than Mr. Wyld or one whose personal character stands higher in commercial circles. He has had many years experience in the English markets where he is known and appreciated as one of the shrewdest business men in Canada and one of the keenest buyers. He is blessed with a most retentive memory—a very great help to a business man—and is possessed of that grand combination of intelligence, perseverance and industry, qualities which constitute the leading elements of what we commonly term genius. In private life Mr. Wyld is esteemed for his geniality and liberality, which have surrounded him with many warm personal friends. He

has never had any ambition to enter the political arena, which we venture to say is a matter to be regretted for obvious reasons. It is such men as he, who have risen to positions of eminence in commercial life by their marked individuality and natural force of character, who can make their voices felt to advantage in the councils of a nation. It is almost needless to say that he has been prominently identified with the commercial, financial and insurance interests of Toronto, where his ripe experience, rare judgment and keen intellect are recognized at their true value. He is among other things a director of the Standard Bank, the London and Ontario Investment Company, and the Toronto Land Investment Company, and President of the Fire Insurance Exchange. As a Scotchman, proud of the land of his birth, he is an honored member of St. Andrew's Society, though in matters of national well-being and sentiment he

is essentially a Canadian.

The magnificent warehouse of Wyld, Grasett & Darling, deserves more than passing mention. Its splendid exterior, with its huge arched doorways fronting on Bay and Wellington, cannot fail to strike the eye and impress the mind of the visitor to the city. It consists of four storeys and basement, and covers an area of 60 feet by 120, or a floor space of 36,000 square feet. It has numerous broad and lofty windows upon three sides, affording it all the light necessary for inspecting fabrics, and judging of colors and textures. To render the building the more perfect in all its appointments and convenient for the wants of every department of the business, no forethought and expense have been spared. It is ventilated and heated by the most modern and approved methods, and in its sanitary arrangements both health and comfort have been consulted. On every floor are found powerful and roomy freight and passenger elevators, and speaking tubes and parcel elevators are supplied wherever convenience requires them. All facilities for shipping and receiving goods are most perfect. The business offices and reception parlors of the firm as well as the private



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rooms of the partners, are fitted up with a quiet and tasteful elegance which bears testimony that the modern business man no longer considers the comfort of himself and those with whom he associates in business hours a matter of no consequence. The basement is utilized as an entry and shipping room; the first floor is devoted to staple goods, the second floor to domestic and imported woolens and tailors' trimmings, the third floor to smallwares and men's furnishings, and the fourth floor to dress goods and mantlings. Each department is supervised by a thoroughly trained expert in that particular line and it would be difficult to find a more courteous and obliging staff of superintendents than in this establishment. The marked success which has attended the business of the firm is not surprising when it is considered that it has command of large capital, varied experience in every branch of the trade, and its partners are men trained from youth in business and of high personal worth.