

Wholesale Grocers.

MESSRS. G. MICHIE & CO.

One of the oldest houses in Toronto, in fact, we may say, one of the oldest in the province, is that of Messrs. G. Michie & Co., No. 1 Front Street. It has been in operation for a third of a century, though it has not during all that time been under its present name. It was formerly the house Alex. Ogilvie & Co., a name well known to the old business men of Canada. The house was opened about thirty-three years ago, and though many firms have come and gone since that time, it has remained and has held its position as one of the leading establishments of the country. Under the present firm of George Michie & Co., it occupies an enviable position. We need scarcely say that the line of trade in which the firm is engaged is that of general groceries, wine and liquors. George Michie & Co., rely upon no one for their supplies but the foreign dealers, or manufacturers, from whom they import direct. They are, in fact, one of the oldest importing firms in Canada, and were engaged in the importation of groceries long before many of the firms around them came into existence. The trade they do is sufficient proof of the excellence of their importations. Having been for so many years in operation they know exactly what is suited for this market, and never make the mistake, which some merchants who do not know the requirements of our people do, of bringing into the country many articles for which there is no demand, thereby involving a loss under which more houses than one have gone down. George Michie & Co. keep constantly on hand a stock of general groceries, embracing everything in their line required by the people of Canada. The business they do is a very large one, and is in connection principally with the old retail firms of the province, with whom they have traded for many years. Their connections in this respect are substantial and reliable, and ensures for them as good a trade as is enjoyed by any house in the province engaged in the same line. The position they occupy amongst the commercial community is an enviable one. We know of no house possessed of a better standing, or having a more honorable reputation. It is pleasing to find these old houses still flourishing amongst us, and keeping pace with their younger competitors, which, at the same time they show beginners what may be won by perseverance, industry and honest dealings. We trust that the long-established house of George Michie & Co., will continue to flourish and prosper, and that at the end of another thirty-three years it will occupy a still higher and more enviable position.

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