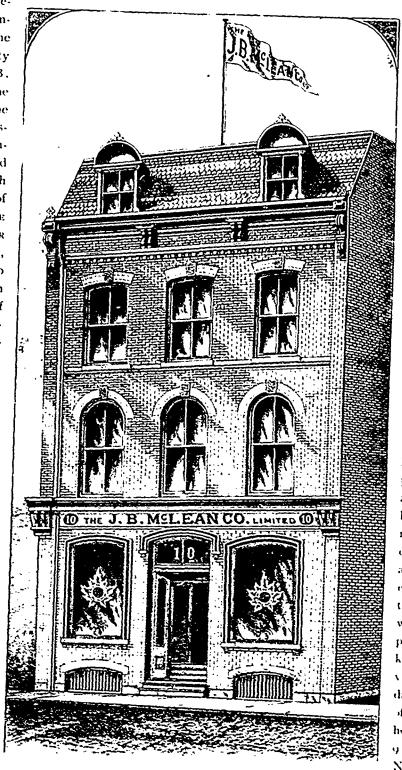
An Interesting Sketch of The J. B. McLean Publishing Co., Ltd.

"There is a tide in the affairs of men which taken at the "flood leads on to fortune." Shakespeare

The acknowledged wisdom of the great masters finds verification in the origin and success of The J. B. McLean Publishing Co. (Ltd.), of Toronto. Two country merchants one day in the month of August, 1887, were discussing in a Front Street whole-

unsatisfactory and inthen furnished by the ly deploring the scarcity ceries. Mr. J. B. cial Editor of "The ter the warehouse the more fully in his presjournal devoted excluthe Grocery and kindred gested itself to him With Within two months of the first number of THE General Storekeeper a monthly periodical, that were sent out to general storekeeper in it was the intention of the merchants of Canthe conveyance of reliand market reports. It the appeal for support initial copy met with ing success, one solitary sult of the mountains however, Mr. McLean, goal, with that sturdy characteristic of his race ultimate success, set The next two work. copies each, sent broad-Dominion with probably though anything but be stated that at this of Mr. McLean only, farious positions of proing solicitor, book. general utility man; a Pooh Bah without that emoluments; and the spirant for journalistic the modest space of a Jordan St. After the



sale grocery, the very adequate market reports daily papers, particularof items relating to gro-McLean, then Commer-Mail," happening to enmatter was discussed ence, and the idea of a sively to the interests of trades immediately sughim to think was to act. the date of discussion CANADIAN GROCER AND made its appearance as and the 10,000 copies every retail grocer and the Dommion show that the new concern to give ada a proper vehicle for able trade information must be confessed that that accompanied the anything but encouragsubscriber being the relabor. Nothing daunted having set himself a pluck and persistence and feeling sanguine of himself more firmly to issues consisted of 10,000 cast over the whole a little better success, encouraging. It might time the stiff consisted who occupied the multiprictor, editor, advertiskeeper, other boy, and veritable Journalistic distinguished Celestial's office where this new honors issued occupied 9 x 12 room at No. 5 November and Decem-

ber issues had made their appearance it was felt that a monthly paper was of very little benefit to the trade and a weekly issue was decided on, the first of which appeared on January 6th, 1888, since which time it has regularly made its appearance, brighter, newsier, more interesting and artistic than ever, and it is safe to say that no periodical on this