

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 wholesale grocery, the very unsatisfactory and inadequate market reports then furnished by the daily papers, particularly deploring the scarcity of items relating to groceries. Mr. J. B. McLean, then Commercial Editor of "The Mail," happening to enter the warehouse the matter was discussed more fully in his presence, and the idea of a journal devoted exclusively to the interests of the Grocery and kindred trades immediately suggested itself to him. Within two months of the date of discussion the first number of THE CANADIAN GROCER AND GENERAL STOREKEEPER made its appearance as a monthly periodical, and the 10,000 copies every retail grocer and the Dominion show that it was the intention of the merchants of Canada to give a proper vehicle for the conveyance of reliable trade information and market reports. It must be confessed that the appeal for support that accompanied the initial copy met with nothing but encouraging success, one solitary subscriber being the result of the mountains of labor. Nothing daunted having set himself a pluck and persistence and feeling sanguine of his ultimate success, set himself more firmly to work. The next two issues consisted of 10,000 copies each, sent broadcast over the whole Dominion with probably a little better success, though anything but encouraging. It might be stated that at this time the staff consisted of Mr. McLean only, who occupied the multiparious positions of proprietor, editor, advertiser, solicitor, book-keeper, other boy, and general utility man; a veritable Journalistic Pook Bah without that distinguished Celestial's emoluments; and the office where this new aspirant for journalistic honors issued occupied the modest space of a 9 x 12 room at No. 5 Jordan St. After the November and December 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, newer, more interesting and artistic than ever, and it is safe to say that no periodical on this

