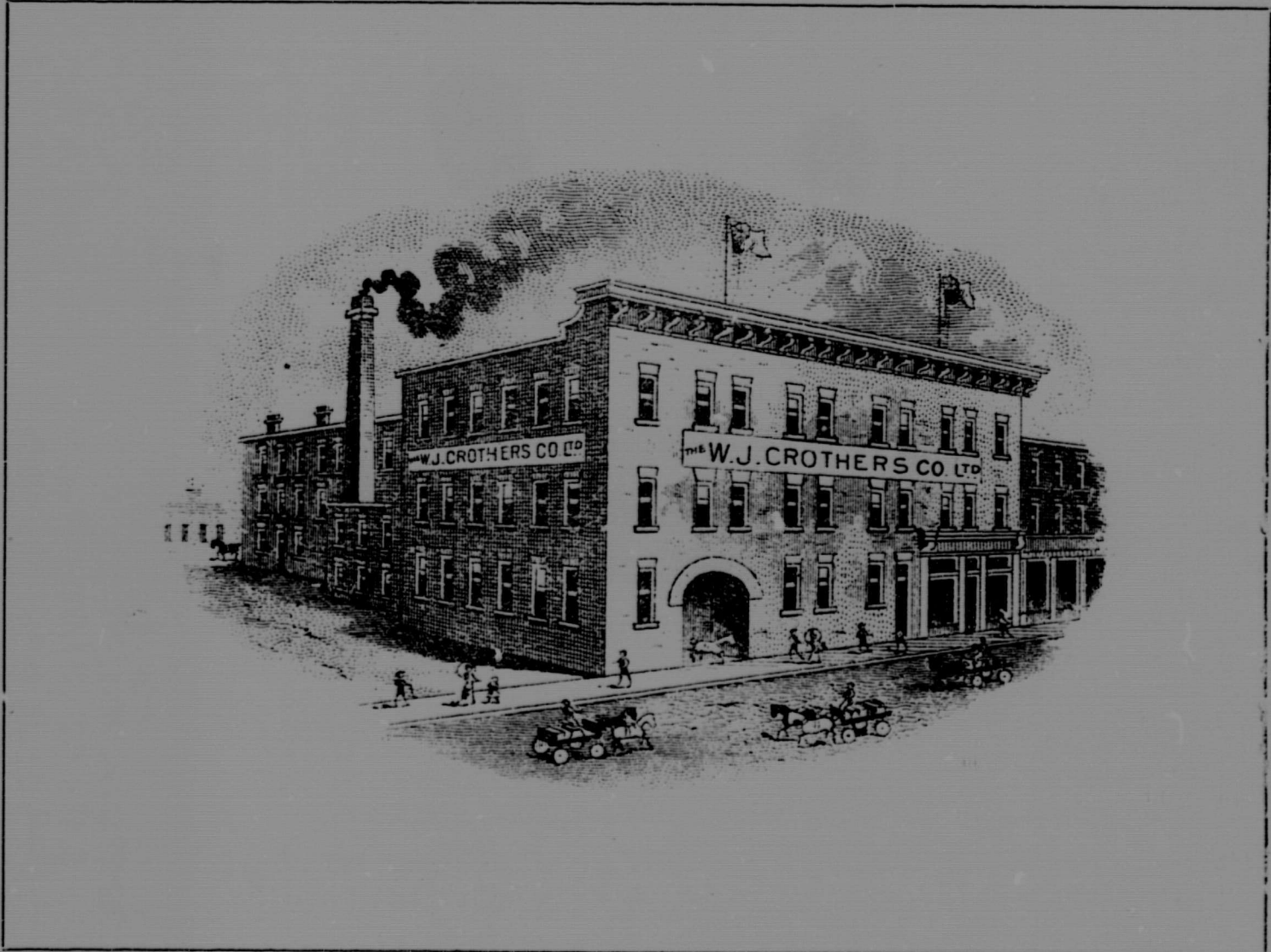


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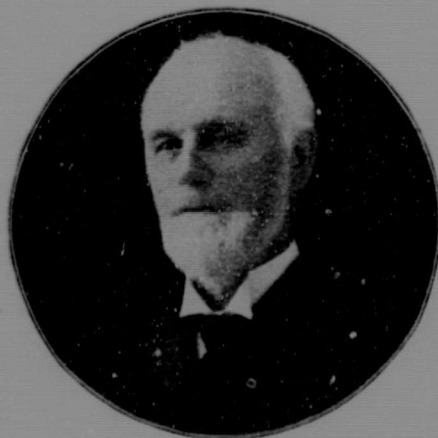
The W. J. Crothers Co. Limited

Manufacturers of Biscuits and Confectionery

Kingston, Canada

Forty years ago there was established in Kingston what has developed into an industry of vast importance in the city's commercial interests, and of benefit to the community in that it provides constant employment for from ninety to a hundred hands. This business, which embraces the manufacture of biscuits and fine confectionery, was established on the first of March, 1869, by Messrs. H. and W. J. Crothers. In 1894 Mr. H. Crothers retired from business, leaving Mr. W. J. Crothers as president and manager for the company, and in 1906 the company was incorporated.

The offices, warehouse and factory are located at 207 and 209 Wellington street, in a substantial three-storey brick building with frontage of ninety-five ft., and depth of a hundred and thirty-two feet, the building being the property of the company. The offices are neatly fitted up in modern style, and the factory is equipped with rotary ovens, mixers, cutters, and self-panning and self-scraping machines. The products are biscuits of all kinds, making a speciality of soda biscuits and fine confectionery, and they supply the retail dealers all through Eastern Ontario, going north as far as Cobalt, and as far east into



W. J. CROTHERS.

Quebec province as Quebec City. Eight commercial travellers are kept on the road looking after the interests of the company.

The business has been under practically the

same management for forty years, and throughout that time has steadily grown, until to-day it is one of the largest and best known in Ontario. The success may be attributed to the industry, enterprise and absolute integrity of the management from the very beginning, no misrepresentation of goods, cash and one price, and the money refunded if the goods are not satisfactory in every detail.

Mr. W. J. Crothers, the president and manager, is a native of this district, and has been a resident of Kingston for forty odd years. He is a public spirited man who has always shown a practical interest in the welfare of the city. For a number of years he was an influential member of the City Council. Associated in the business with Mr. Crothers are his three sons, William, Norman and Verner. Mr. William Crothers is in charge of the commercial travellers and sales department, Mr. Norman Crothers is manager of the manufacturing department, and Mr. Verner Crothers is foreman of the biscuit department. These gentlemen are thoroughly capable of handling their various departments and are rapidly coming to the fore among the younger Kingston business men.