

## MEN OF THE TIMES.

## MR. JOHN McELDERY.

"Examples demonstrate the possibility of success."—COLTON.

Prominent among the successful retail merchants of Canada, stands J. E. McEldery, proprietor of the noted tea store, No. 2, Day's Block, Guelph, Ont. The question is often asked, Do retail men make money? A glance at Mr. McEldery's business career not only answers the question in the affirmative, but gives a word of encouragement, and a few pointers to young men starting out in life.

The subject of this sketch was born in Toronto in 1848. His father, Mr. E. McEldery, was a prominent dry goods merchant at that time, and afterwards filled the important position of emigrant agent for Upper Canada. Mr. McEldery moved to Guelph with his parents in '61. He was educated in the separate schools of the city, and at the age of 15 entered the employment of James Massie, now warden of the central prison, then wholesale and retail grocer in Guelph. While there the young man laid the foundation of his future business career, which has been so successful. After mastering the details of the business, at the age of 20 he went into business for himself with a capital of \$300, backed up with good habits, good health, and a determination to succeed. His motto was "There is room at the top." In twenty years he has earned a competency and is yet in the prime of life. He established his credit by meeting his engagements promptly and by applying every available

dollar on open accounts and notes maturing, never keeping money in the bank that he owed any man. As the name of the store would indicate, Mr. McEldery paid special attention to teas. In fact he made them his leading line, and let the consumer know it in every legitimate way. He was, and still is, noted far and near for his choice blends, and is a firm believer in a liberal and judicious use of printers' ink to let the public know what he has to sell.

He subscribes to all the first class trade journals, keeps himself well posted on every thing pertaining to his business, and is recognized as a close buyer and a first class judge of goods. The following are some

of the elements that tended to his success: Love of work, system and order, the will that to-day's work be done to-day, treating all customers alike—a child being able to transact business as satisfactorily as an adult,—waiting on as many customers as possible himself and recognizing them all in some way, never speculating outside of his own business, selling good goods and insisting that they be well kept.

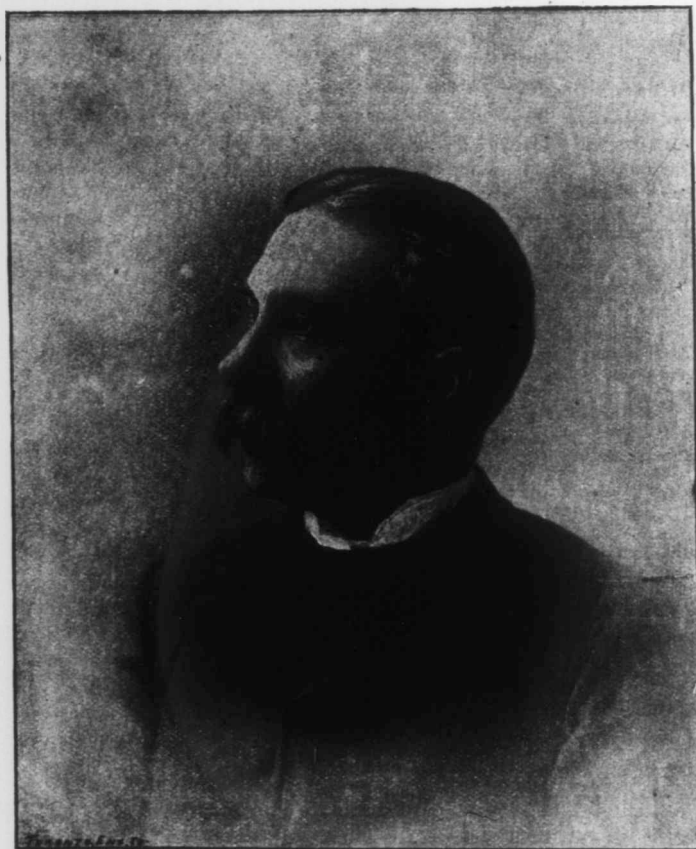
Mr. McEldery took a genuine interest in the welfare of his employes, always doing what he could to assist them, and has the satisfaction of seeing most of his former men in places of trust. He gets credit for turn-

rector. He is also a member of the council of the Board of Trade and acted as secretary last year. He takes a special interest in the Retail Grocers' and Bakers' Association, of which he was one of the prime movers, and the association has recognized his services by electing him president for this year.

Mr. McEldery is a strict temperance man, and a leader in all moral movements and educational matters, acting as trustee and secretary of the Separate School Board. He is a firm believer in life insurance, and acts as city agent for the Mutual Life Insurance Co., of New York, carrying a large amount on his own life. He believes an endowment policy the best investment a young man can make. He is married to the eldest daughter of ex-mayor John Harris of the city and has two children.

The growth and prosperity of the fair inland city in which Mr. McEldery has pursued his career are due to the sum of efforts made by those of its citizens who are of his stamp. He belongs to that useful class of men whose accumulations represent enterprise that has benefited his community as much as himself. The extent to which his name as a trader is known through the country surrounding his city is as great as that of any businessman in Guelph, and he has helped in a large degree to place that district under tribute to Guelph trade, the merit of his goods, the honesty of his dealings and the attractiveness of his store having made his stand on its own account, a place to which a very large body of outside custom gravitates. This brought people to Guelph who had no other primary motive to come to Guelph, but who being there would have secondary objects

pressed upon their attention, and would buy in other lines from other dealers. Thus his business was an agency in the building up of the fine market Guelph has to-day. A man who has trained so many men for the road gives signal evidence in that record alone of a high order of business ability, and the fact that he is looked to as a commercial father by those whose business powers he has helped to unfold points to personal characteristics of the utmost value to business men. In fact his personal and his business character are inseparable. There are men who are urbane in social intercourse and brusque in business. Mr. McEldery's nature is the same in all relations, and tells powerfully to his advantage in the regard of the people.



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ing out more commercial travellers than any other retail man in Ontario and is proud of that credit. Among others prominent on the road, who were schooled in Mr. McEldery's store are: R. W. Gowanlock with Perkins, Ince & Co., J. A. McCrea with Davidson & Hay, John Hayden with Sloan & Crowther, E. McEldery with a New York house.

While Mr. McEldery has declined all overtures to enter municipal politics, he has taken a lively interest in all that pertains to the welfare of the city. On account of his good business tact and executive ability, he has rendered valuable services to the Guelph and Ontario Loan Society, of which he is a di-