

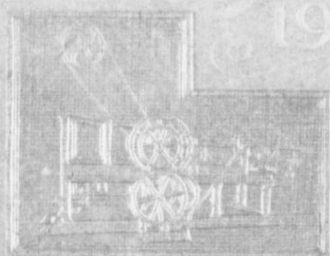
1844

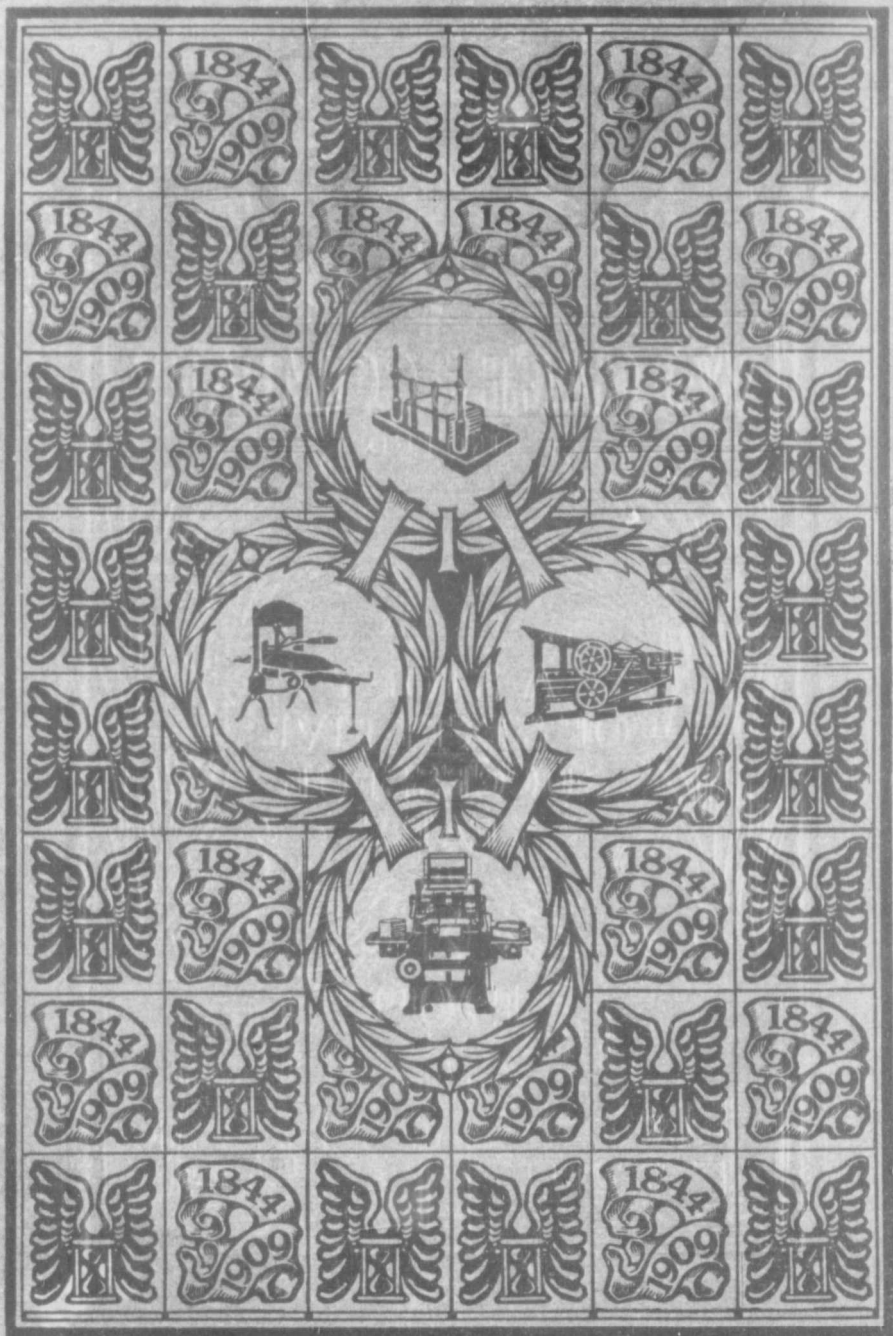
W.J. GAGE & COMPANY
LIMITED

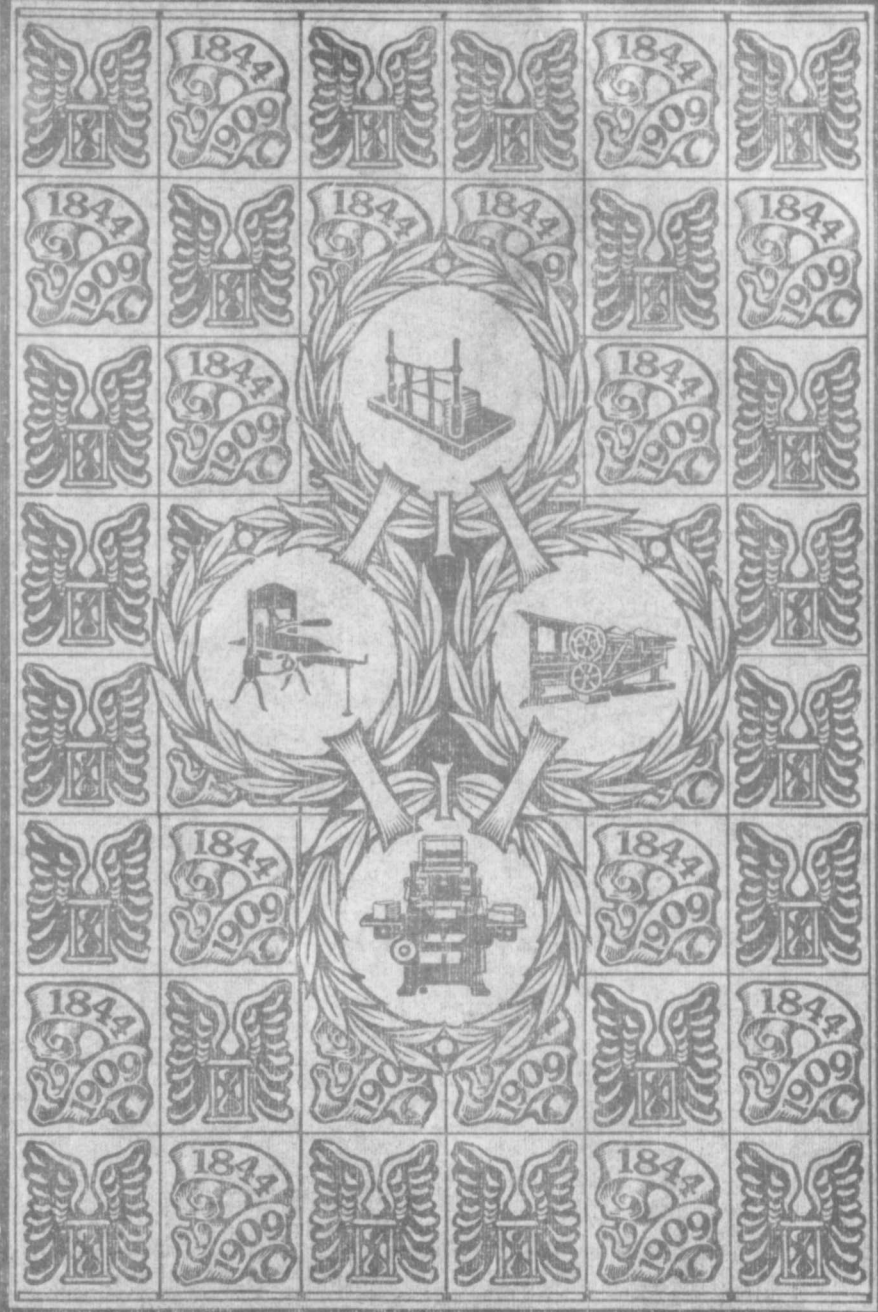
**A STORY
OF SIXTY FIVE
SUCCESSFUL
YEARS**

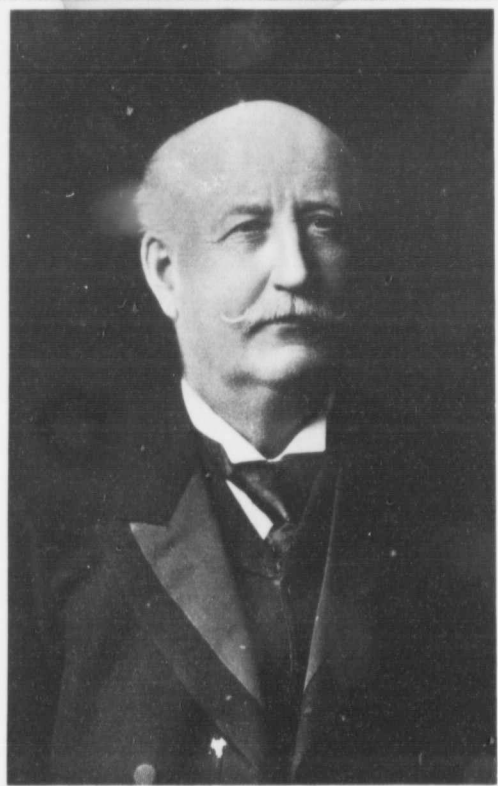


1909









W. J. GAGE, President



·W·J·GAGE & C·

LIMITED



A · STORY · OF
SIXTY · FIVE
SUCCESSFUL
YEARS



· · ·
1844

1909



·TORONTO · CANADA·



ADAM MILLER
Founder of the Business



MRS. ADAM MILLER



1861-1871
62 King Street East

1871-1884
11 Wellington Street West

A Story of Sixty-five Successful Years

THE business of W. J. Gage & Co., Limited, dates back to 1844, when its founder, the late Mr. Adam Miller, entered into partnership with his brother, Mr. Robert Miller, in Montreal, the business being conducted under the firm name of R. & A. Miller, Booksellers and Stationers.

In 1860 R. & A. Miller purchased the book and stationery business in Toronto which had formerly been conducted by W. C. Caverhill, at 87 Yonge street, and the firm became known to the trade as R. & A. Miller, Montreal and Toronto.

In 1861 the Toronto Branch was moved from Yonge street to larger premises at 62 King street east, and shortly afterwards Mr. Adam Miller came from Montreal to Toronto and took charge of it.



GEO. SPENCE
Vice-President



W. P. GUNDY
Gen'l Manager and Treasurer

1910
1911
1912
1913
1914



1884-1904

52 to 58 Front Street West and 1 to 3 Piper Street

In 1863 a dissolution of partnership took place, Mr. Robert Miller retaining the Montreal and Mr. Adam Miller the Toronto business.

In 1871 the business was moved from King street to Front street west, near Yonge street. Up to this time it had both wholesale and retail departments, but with the removal from King street, the retail department was discontinued and the business continued as a publishing, wholesale and manufacturing concern only.

Within a very short time after the removal to Front street a more suitable building was secured at 11 Wellington street west, a warehouse that for a number of years was familiar to the trade in all parts of the country.



H. F. E. KENT
Superintendent



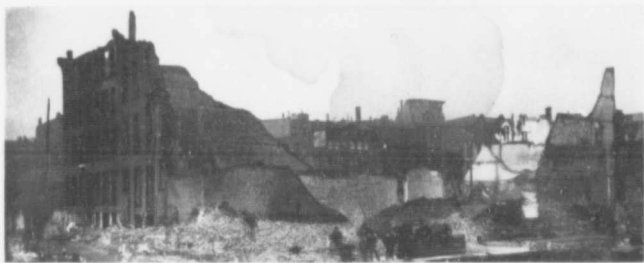
J. G. F. ANSLEY
Educational Representative



A. G. PARKER
Secretary



GEO. McDONALD
Assistant Supt.



Ruins of Buildings on Front and Piper Streets after the Great Fire
of April 19th, 1904

MR. W. J. GAGE ENTERS THE FIRM

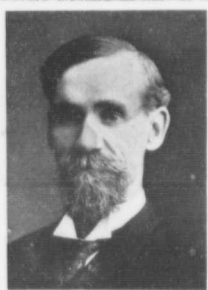
IN 1874 Mr. W. J. Gage became a member of the firm of Adam Miller & Co. The business then, as now, embraced that of publishers, wholesale booksellers, bookbinders, and manufacturing stationers.

The Publishing of School Books, all through its long history, has been an important department of this house. One of its early associates, in recounting his experiences when railroads were few, tells of travelling in the summer of 1860 by horse and wagon, introducing school books into the different school sections of the province.

The list of school books, bearing successively the name of R. & A. Miller, Adam Miller & Co., and W. J. Gage & Co., Limited, would cover many pages of this booklet. There is, perhaps, not a community throughout the Dominion where the school books published by this house have not found a place, for not only in Ontario, but in all the Provinces of Canada, they have met with favor from parents, teachers and trustees.

Mr. Adam Miller died in 1875, at the age of sixty-four years, all of which, from his youth up, had been spent in the occupation of a bookseller and stationer.

On the death of Mr. Miller, the business was conducted by Mr. Gage, in partnership with Mrs. Miller, until the year 1878, when Mrs. Miller retired and Mr. S. G. Beatty



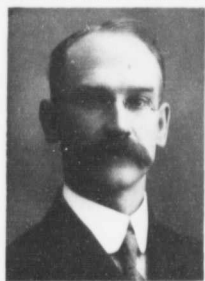
JOSHUA KNOX
Manufacturing Department



C. J. CAMPBELL
Manager, Stationery Dept.



T. M. GAVIN
Manager, Bindery



W. D. JONES
Manager, Printing Room



GEO. BEARE
Manager, Envelope Dept.



Berkeley St. Freight Sheds

Victoria Rink

Temporary Factory and Warehouse, April to December, 1904

became a member of the firm, the business still being conducted under the name of Adam Miller & Co.

Mr. Beatty withdrew from the partnership in 1880 and the name of the firm was then changed to W. J. Gage & Co.

The building at 11 Wellington street west, though extensive additions had been made to it, became too small for the growing business of the firm, and in 1884 larger and better premises were secured at 52 and 54 Front street west.

THE COMPANY INCORPORATED

IN 1893 the business was incorporated as a joint stock company under the style of *W. J. Gage & Company, Limited*, when Mr. Geo. Spence and Mr. W. P. Gundy, who had for many years taken an active part in its management, became members of the company.

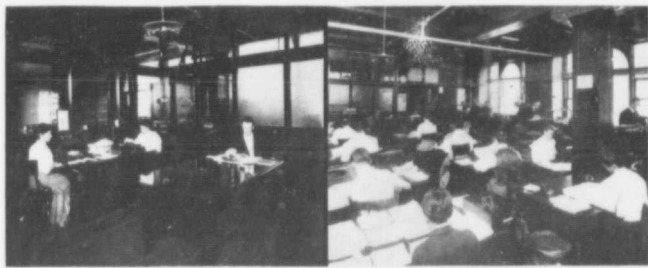
Within a few years after the removal to the larger buildings on Front street, these were found to be too small for the requirements of the increasing business, and the adjoining buildings, 56 and 58 Front street west, were purchased and added to the premises.

Although this addition more than doubled the space occupied by the warehouse and factories of the company, it was necessary in a short time to make still further addi-



82-94 Spadina Avenue

where the company's offices, warehouse and factories are now located. The building is of mill construction, has five flats, and contains 90,000 square feet of floor space, laid out to handle the business in the most systematic and economic way possible.



Board Room

General Offices

tions, by extending through to Piper street, so that when the disastrous fire of 1904 occurred, the company had the largest establishment of its kind in Canada.

OUT OF THE ASHES

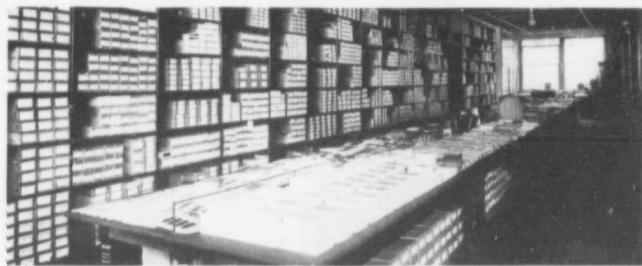
IN the disastrous fire that swept over the wholesale section of Toronto on the 19th of April, 1904, the large warehouse and factories of W. J. Gage & Co., Limited, on Front and Piper streets, were completely destroyed. Within a few hours of the destruction of the buildings, and before the firemen had left the scene, an executive meeting was held and representatives of the company had been sent to purchase stock and new machinery, that business might be resumed as quickly as possible.

It was a difficult matter to secure any place to locate, even temporarily, for the reason that scores of wholesale and manufacturing concerns were in the same plight—absolutely without a business home. For nearly a year, while new buildings were being constructed, the business offices and warerooms of the company were at the Victoria Skating Rink on Huron street, and the factories in the old Berkeley street freight sheds of the Grand Trunk Railway.

Little time was lost in replacing the buildings on Front street by one of the largest and most completely equipped warehouses in Toronto. At the same time,



Mr. Gage's Private Office



Sample Room

following the trend of trade westward, valuable property was purchased on Spadina avenue, immediately north of King street—one of the most desirable business sites in the city—where the company had buildings erected of a size and character that enabled them to consolidate at one place their offices, warerooms and factories. To these buildings, the business which had been located in the new warehouse on Front street was removed in 1905.

THE EXECUTIVE AND GENERAL OFFICES

ONE is impressed at the outset, when entering the warehouse of W. J. Gage & Co., Limited, with the attractive executive and general offices. Care has been taken to make these such as to help materially in the management of the large business of the company.

On one side is to be found the large *General Office*, in which works the staff of bookkeepers and clerks necessary to the handling of such an extensive business. These are under the direction of Mr. A. G. Parker, *Secretary* of the company, whose desk is conveniently located to give supervision to the work.

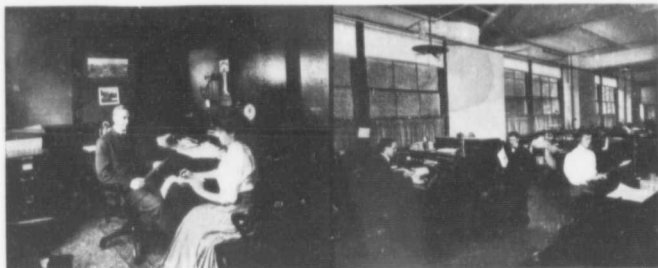
To the north of the general office is the *Board Room*, used for executive meetings, and leading from this room are the handsomely appointed *Private Offices* of the officers of the company, viz., Mr. W. J. Gage, *President*;



Mr. Gundy's Private Office



Mr. Spence's Private Office



Superintendent's Office

Heads of Departments

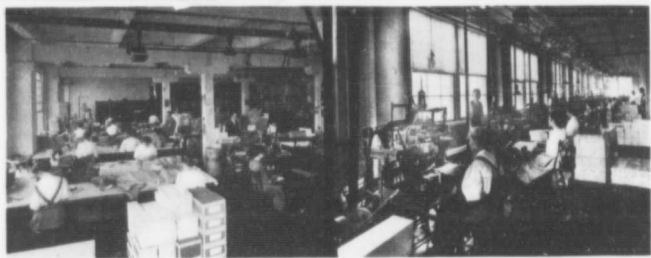
Mr. Geo. Spence, *Vice-President*, and Mr. W. P. Gundy, *General Manager and Treasurer*.

Occupying the space along the south side of the building are the desks of the heads of the various departments, with that of Mr. H. F. E. Kent, *Superintendent*, immediately to the rear, enabling him to be in direct and easy communication with all the departmental managers.

The large *Sample Rooms*, in which are displayed the immense range of goods manufactured and handled by the company, are also on this floor.

TOURING THE HOUSE

NO better plan can be adopted to get an idea of the kind and volume of business done by W. J. Gage & Co., Limited, than to tour the *Warehouse and Factories* throughout their many departments. This was the method followed a short time since by His Excellency Earl Grey, who honored the company with a visit and showed much interest during his inspection of the business and manufacturing sections.



Two Sections of the Envelope Factory



A Corner in the Receiving Room



Papeterie Department

RECEIVING ROOM

THE volume of business handled is well illustrated by a short time spent in what is termed the *Receiving Room*, where all the supplies and raw materials are received.

Here, in addition to supplies of many kinds, a carload of blank paper is received every day. This paper is distributed to the stock rooms, or direct to the various manufacturing departments. Some goes into *School Text-Books*, some into *Envelopes*, *Blank Books*, *Writing Tablets*, *Papeteries*, and the many other lines manufactured.

ENVELOPE DEPARTMENT

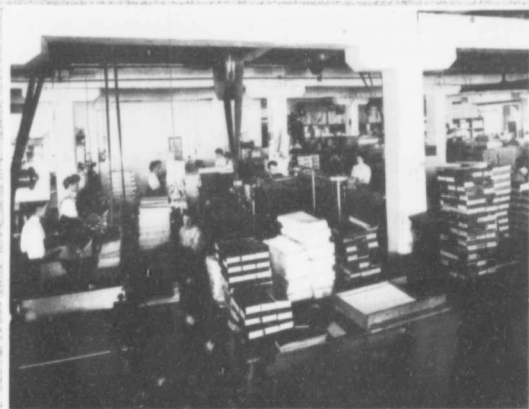
THE *largest Envelope Factory* in Canada and the largest output is what can be said of this interesting section of the business.

Here may be seen the fastest and most modern machinery, and more of it than is to be found anywhere in the Dominion. Old machines are discarded when anything more up to date is available.

The process of making envelopes is interesting. The paper is first taken to the cutting machines, where it is cut. Steel dies of many standard sizes are used for that purpose, as well as adjustable dies, so constructed as to cut any special size required. From here these blanks are



School Book Bindery



Work Book Department



Blank Book Bindery

taken to the envelope machines. These machines receive the blanks and turn the completed envelopes out, folded, gummed, sealed and counted, ready to be banded and put into the waiting boxes.

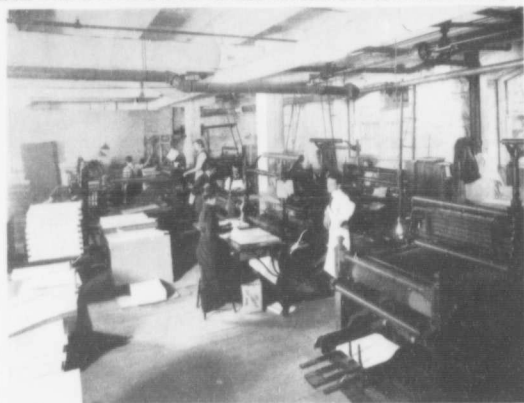
MAKING PAPETERIES

ANOTHER section is taken up with the manufacture of *Papeteries*, a great many different sizes and shapes being made. Many of the boxes, particularly those for the Christmas trade, are marvels of beauty and workmanship.

The making of the boxes is an interesting operation. First the cardboard is scored and shaped, then the corners are stayed, leaving them ready for the fancy paper covers.

Instead of the old method of pasting the covers on by hand, this is done by machines, which smooth down the sides and corners and drop out the boxes, ready to be filled with ribbon-banded packages of note paper and envelopes.

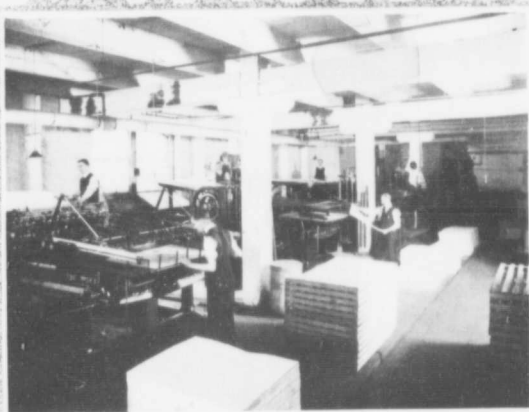
The making of visiting cards is another important department of this floor, the cards being cut and put up in attractive boxes made on the premises, instead of in paper wrappers, as of old. The *Envelope* and *Papeterie* departments are in charge of Mr. George Beare.



A Section of the Ruling Room



A Section of the Tablet Department



A Corner in the Press Room

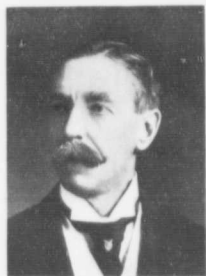
PRINTING DEPARTMENT

THIS department has been equipped with a view to doing printing work of the very highest order. The magnificent Miehle presses register with such nicety the three-color and duotone illustrations required for the attractive *School Text-Books* published by the company, that the results secured are not excelled anywhere in the United States or on the continent.

Here also are printed the artistic covers in many color and embossed effects, which add so much to the attractiveness of this extensive range of papeteries, tablet covers and school blanks.

No job work is done, and printing orders are not sought, the entire plant being fully occupied with the printing required for the various departments of the business.

Mr. W. D. Jones is in charge of this department.



JAS. IMRIE
Province of Quebec



H. H. McKAGUE
Northern Ontario



L. B. McCAMMON
City of Toronto



A. M. BARKWELL
Northwest Provinces



S. E. HESSIN
Western Ontario



W. E. BUCK
Eastern Ontario



Blank Book Stock Room

School Book Stock Room

BINDING AND RULING DEPARTMENTS

HERE are made the *School Books*, *Blank Books*, *Memorandum Books*, *School Blanks* and the many other lines so well known in the book and stationery stores throughout the country. Modern machinery plays a large and important part, most of the operations in making these books being done by machines.

In connection with the bindery, the company has one of the largest and best equipped ruling plants in the country. The ruling machines, several of which are large double rulers, fed by automatic feeders, rule the paper for the immense line of *Blank Books*, *Writing Tablets*, *Etc.*, made in the bindery, as well as the bill heads, letter heads, etc., for the *Printers' Supply Department*.

Mr. T. M. Gavin and Mr. Joshua Knox are in charge of these departments, the latter having been continuously with the house for thirty-five years.

THE WAREHOUSE

THE five large floors of the warehouse contain the immense stocks of *School Books*, *Envelopes*, *Paperies*, *Writing Tablets*, *Blank Books*, etc., which the company manufacture, together with many sundry lines which go to make up a complete stationery stock.



K. A. SMEED
Northwest Provinces



F. A. SYMONS
Maritime Provinces



GEO. MACLEOD
Northwest Provinces



G. WATTS
Northern Ontario



W. M. ROBERTSON
City of Toronto



G. C. DERICK
Province of Quebec



A Section of the Shipping Room

SHIPPING ROOM

IT is in this room that all the varied lines of goods required to fill customers' orders are gathered together, charged and packed, and it is from here they are shipped to every part of the Dominion.

TRAVELLERS

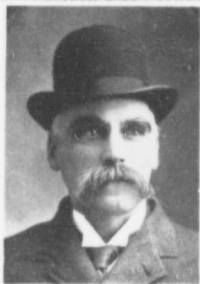
THERE is not a town of any importance between the Atlantic and the Pacific oceans which is not visited several times a year by one of the twelve travellers representing *W. J. Gage & Co., Limited*. Some of these men have been with the house for a quarter of a century and longer, others have grown up through the various departments, and all, while loyal to the company, have a keen eye for the best interests of their customers.



KINLEITH PAPER MILLS
St. Catharines, Ont.



F. HERBERT GAGE
Sales Agent



A. A. BRIGGS
Superintendent



C. STEWART PATTERSON
Secretary-Treasurer



Rag Room

These are the girls who
sort the rags at the Kinleith Paper Mills,
St. Catharines

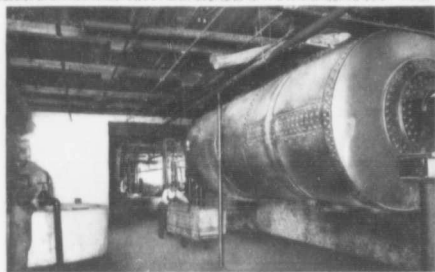
THE KINLEITH PAPER CO., LIMITED ST. CATHARINES, ONT.

THE W. J. Gage Company has a great advantage over all others in Canada. They make their own paper in their paper mill, known as the Kinleith Paper Co., Limited, St. Catharines. They thus control the raw material which is the basis of all they manufacture. From the raw materials of rags and pulp, from which paper is made, to the beautifully illustrated books, artistic lines of fine stationery, and the many lines of such staple goods as blank books, envelopes, writing tablets, etc., which they manufacture, all are produced by this one great corporation and under one management.

This mill, controlled by members of W. J. Gage & Co., Limited, is one of the largest paper mills in Canada, its capacity being 30,000 lbs. of *High-Grade Book, Lithograph and Writing Papers* per day.

The Executive Officers are: W. J. Gage, *President*; W. P. Gundy, *Vice-President and Managing-Director*; F. H. Gage, *Sales Agent*; C. Stewart Patterson, *Secretary-Treasurer*; A. A. Briggs, *Superintendent*.

This is the Rotary which cooks the rags sorted by the girls at the Kinleith Paper Mills, St. Catharines.



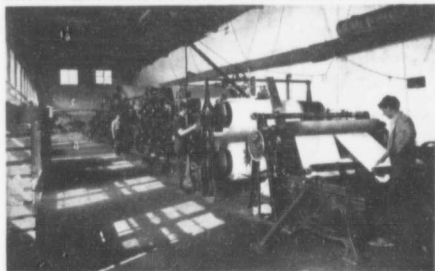
Rotary Boiler
At Kinleith Paper Mills



These are the Beaters which grind the pulp, made from the rags cooked in the Rotary and sorted by the girls at the Kinleith Paper Mills, St. Catharines.

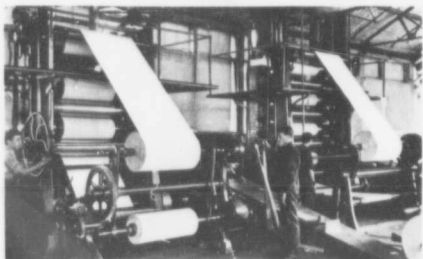
One of the Beater Rooms
At Kinleith Paper Mills

These are the Machines which make the paper from rags ground in the Beaters, cooked in the Rotary and sorted by the girls at the Kinleith Paper Mills, St. Catharines.



One of the Paper Making Machines
At Kinleith Paper Mills

These are the Super-Calenders which give the fine finish to the paper made on the machines, from rags ground in the Beaters, cooked in the Rotary, and sorted by the girls at the Kinleith Paper Mills, St. Catharines.



Stacks of Super-Calenders
At Kinleith Paper Mills



These are the Cutters which cut the paper finished on the Super-Calenders, made on the Machines from rags ground in the Beaters, cooked in the Rotary and sorted by the girls at the Kinleith Paper Mills, St. Catharines.

Cutting Machines
At Kinleith Paper Mills

This is the Paper ready for shipment, which was cut on the Cutters, finished on the Super-Calenders, made on the Machines from rags ground in the Beaters, cooked in the Rotary and sorted by the girls at the Kinleith Paper Mills, St. Catharines.



A Section of the Stock Room
At Kinleith Paper Mills

