

A WONDERFUL GROWTH.

THE PROGRESS OF THE ST. CROIX SOAP MANUFACTURING CO.

How It Began—What It Was Then and What It Is Now—The Extension of the Buildings and the Spread of the Thriving Business.

St. Stephen, an extended reference to which appears elsewhere in today's PROGRESS, has no industry known better throughout the maritime provinces than the St. Croix Soap factory; and yet a few years ago the works were scarcely known outside of Charlotte county.

In 1878 Messrs. J. H. and G. W. Ganong and James Pickett began the manufacture of soap on the St. Croix, their premises being a small building near the New Brunswick railway station, on Water street, St. Stephen. In 1884 Mr. W. G. Carson bought out Mr. Pickett's interest, and the St. Croix Soap Manufacturing company was soon afterwards organized, the members of the firm and Messrs. J. E. Ganong, A. A. McCloskey and Ed. B. Kierstead being the company. Early in 1888 Mr. C. W. Young purchased the interest of Messrs. Carson and McCloskey. Last year the company, and for that matter the whole province, sustained a very serious loss in the death of Mr. J. H. Ganong, one of the most pushing men who ever lived on the St. Croix. After his demise the company was reorganized with Mr. C. W. Young as president and Mr. J. E. Ganong as secretary and manager. Probably no establishment of its size and importance in Canada has at its head men so youthful in appearance as Messrs. Ganong & Young, but it is doubtful if two others of any age could be found more capable of discharging their important duties. In their hands the business of the company has greatly increased, and it would seem that they are determined to secure more of the soap trade of the Dominion than any other firm in it. In the words of the manager: "We make no boast about the quality of our goods, but if fair dealing and the putting on the market of the best articles that can be produced are appreciated by the public, and we have reason to believe they are, then we are strongly of the opinion

oils, resins, and other materials required, the lye is pumped into them from the vats below, and heat is applied by means of steam pipes. The boiling is continued for five or six days before the chemical processes are complete. Two more days are needed for cooling the mass until it reaches the proper temperature for "crutching."

The crutcher is a large vessel, into which the soap is taken from the large kettles, and in which it is stirred by means of machinery, until it becomes of the same consistency throughout. During this process the perfumes are added. The machinery is kept in motion by a 20 horse-power steam engine.

From an opening in the bottom of the crutcher, the soap, in a semi-fluid state, is drawn off into "frames," and carried on trucks to the cooling room. A frame may be described as a strong, heavy box of wood or iron, the bottom, sides and ends of which can be easily taken apart after the soap has cooled, leaving it in the form of a large oblong block, weighing about 1,200 lbs. There are 50 frames in use in the factory. The cooling occupies five or six days.

The blocks of soap, after the frames are taken off, are removed to the cutting-room, where they pass through two cutting machines. The first of these cuts them into horizontal slabs; the other, into bars of the size required. The bars are then lifted on racks and carried to the drying-room.

Drying the soap takes from two to five days, according to the condition of the weather.

The drying room is 70x80 feet and the racks are piled one upon another as high as a man can reach, in such a way that each bar is separate and the air can circulate freely about them. Among the improvements still in contemplation by the managers is the adoption of a drying apparatus that will make them independent of the weather in this respect.

When sufficiently dry the bars are taken to the pressing room. In the press the rough bar is changed by a single blow into the handsomely finished cake, stamped with the word "Surprise," "Sea Foam," or whatever may be its name, and is ready at once

facturing company. It is a white floating soap, for bath and towel purposes, and its sale is reported to be ever on the increase wherever it is known.

The company also manufacture "White Cross," a soap powder which is declared to be equal to, if not the superior of, Pearlina. It is used for general cleaning purposes.

The other brands manufactured by the company include "Favorite," "Royal," "Old," and "Imperial." They also make innumerable special brands for different wholesale grocers throughout the provinces.

The company, later on, will give more particular attention to the manufacture of the finer grades of toiletsoaps, their present aim being to stand without an equal in Canada in the lines they are now so energetically pushing to the front.

If they can secure good freight rates, the St. Croix Soap Manufacturing company have no doubt as to their ability to compete with western manufacturers at the doors of the latter and farther west. They have already introduced their goods into the upper provinces with most satisfactory results. The capacity of the factory is 50 tons per week, which is double what it was six years ago; and yet the present capacity is so unequal to the demand that another large kettle will have to be added at an early date.

The company are so satisfied that their soaps are superior to all others now on the market that they spend immense sums yearly in advertising, fully confident that the people all over the Dominion have only to once know their soaps in order to always purchase them. They, therefore, advertise largely through the newspapers and by means of cards, chromos and pictures, etc. They gave away a handsome engraving to every one sending 25 wrappers of "Surprise" soap and offer other inducements to purchasers of their other soaps. They have made a contract with the Montreal fence painters to do 40,000 square feet of painting for them this year in the lower provinces. It is by such various methods; by strict attention to business; by the production of the best qualities of soap; by, as already stated, fair dealings; and by continued

MANUFACTURING CANDY.

A VISIT TO MESSRS. GANONG BROS.' IMMENSE FACTORY.

A Business That Has Made Race-Horse Speed, Extending all Over the Dominion—How Confectionery is Made and Where Sold.

Ganong Bros., manufacturers of confectionery, have now the most complete establishment of the kind in the whole of Canada. They have long ago captured the candy trade of the lower provinces, and are making a most successful bid for the business of the west. Few persons, who have not been in St. Stephen lately, have any idea that the factory is nearly so extensive as it really is. In May, 1873, Mr. G. W. Ganong started to manufacture confectionery, his place of business being in the old corner building on Water street. In 1875 the firm's name was changed to that of Ganong Bros., the late Mr. James H. Ganong being admitted as a partner. In 1877 their premises were destroyed in the big fire. Mr. Nehemiah Marks erected a new building for them, Messrs. Ganong Bros. moving up town, temporarily, on the same afternoon as the fire. In 1885 Mr. James H. Ganong retired from the firm and took control of the St. Croix soap manufactory. The old name of Ganong Bros., however, was retained. They occupied the Marks building until 1886, when their business had so increased that it was necessary to find more extensive quarters. They accordingly bought a lot from the St. Stephen bank, on Water street, just above the bank building. The lot is 79x227, with an ell—extending from Water street to St. Croix street, the ell running to Marks' street, thus giving a frontage on three streets. In 1886 the firm erected a building 150 feet deep by 52 feet wide, three stories high and basement. It was a magnificent structure, of brick, and was considered one of the best in Canada for the purposes intended. On Nov. 21, 1888, the firm were again the victims of fire. They were not to be discouraged, however, nor allow the grass to grow under their feet. They, therefore, purchased what was known as the Goddard property, at the corner of Marks' and Water streets,

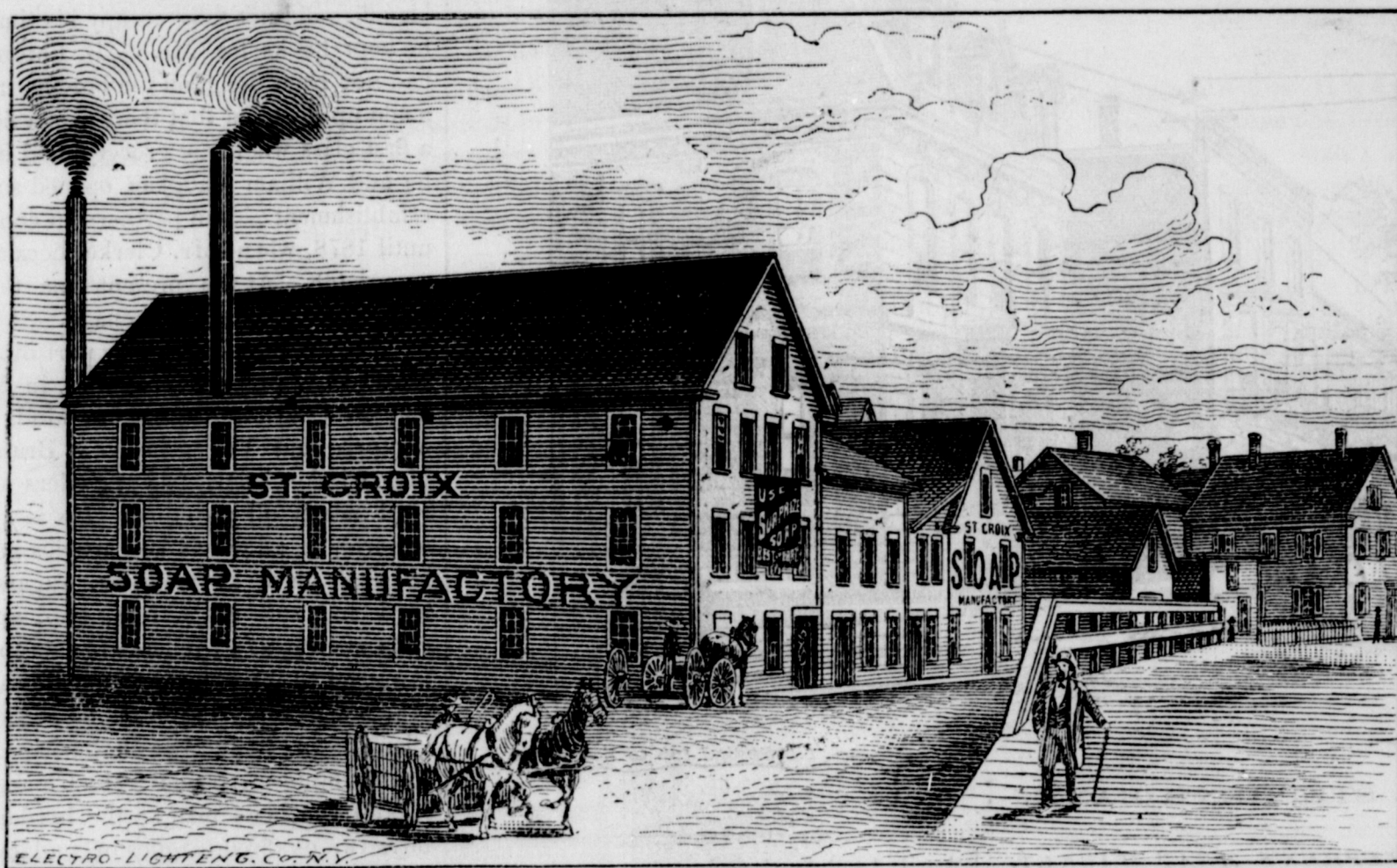
cocoanut work. Pan work is one of the most interesting features of the confectionery business. It varies in size from what is called nonpareil sugar, scarcely the size of turnip seed, to balls the size of playing marbles. Probably in no branch of the business can be turned out so great a variety of goods, without actual change of process in the manufacture, as in these pans. The pans are of copper, of globular form, with an opening 28 inches on one side, fitted with a coil of steam pipe surrounding them to keep them quite warm but not hot, and are attached to a shaft making about 40 revolutions to the minute. The opening stands at about an angle of 45 degrees, so that in revolving the goods will not be thrown from them. In these pans almonds, caraway and coriander seed and cloves are sugar-coated, the process being similar in all cases. After carefully selecting the seeds or centres upon which to build, they are placed in the revolving kettles and syrup and fine sugar added as the experience of the practical workman may find necessary. The revolution of the pans cause the particles in their motion to keep the original form and the heat of the pans harden the goods as they increase in size. When the goods have reached the required size they are usually finished in one of two ways—either by polishing them, which is done in a similar pan, but without heat, or by the pearling process, which puts a rough coating on them such as is seen in pearled cloves. The process referred to is for the more common classes of pan work and would seem to be simple enough, but in the manufacture of fine lines of these, as well as cream, jelly and other pan work it requires a man of long experience and fine judgment in the handling of his stock to produce first class goods.

The first section of the third flat is devoted to the manufacture of hand-made creams, rolling lozenges, packing of prize goods and packing of syrups. The middle section contains the drug room. 65x18 feet, and is also used for the manufacture of lozenges—the machine used turning out from 1600 to 1800 lbs. of lozenges every day. In this section are also made the wafer lozenges, the like of which are not made in

goods boiled in the large kettles have to be placed in the drying room for several days before being removed from the starch, from which they are separated by sifting and subjected to a blast from a steam blower. They are then rolled in sugar or crystallized as the consumer may desire. Here, also, are the steam jacketed mixers for marsh-mallow goods and jellies of every variety. These mixers are of the most approved patterns and are fitted to non-condensing kettles. Here are made the immense pieces of moonshine goods in imitation of marsh-mallow that, coated with chocolate, are the surprise and delight of the penny investors. The ground cocoanut, white as snow, is here cooked and then passed to the girls to be rolled into small balls and laid on pans to be baked into the popular cocoanut cakes. A good idea of the demand for these goods can be had from the fact that this firm bakes from 5000 to 6000 cocoanut cakes in a day. The cocoanut mass, after cooking, is also put into a great variety of color combinations and passed through a steam cutter that is so finely adjusted as to cut into strips less than an eighth of an inch in thickness.

For the past two or three years there has been a very great increase in Messrs. Ganong Bros. fine hand-made creams. New samples of this class of goods are being constantly added, including apricot, jelly, almond paste and other fancy bonbons, all of which experts declare to be equal to the goods of the celebrated manufacturers of the United States. The bonbon centres, after being fashioned, have to be dipped separately in cream coating, which is done by melting a small amount of cream in small steam jacketed kettles, placing the centres on a small wire spoon, immersing in the cream and placing on tins to cool; after which they are crystallized.

The sugar pulverizer is a great factor in the making of candy. Sugar, contrary to the general idea, is not ground, but broken by being dropped gradually into an iron cylinder through which a shaft fitted with spikes is revolved very rapidly, so that the sugar is thrown very violently. The pulverizer is so arranged that when the sugar has become fine enough it is blown from an opening in the cylinder through a tin



that this business, great as it now is, is really only in its infancy.

The original building of the company was 30x50 feet. Four additions have been found necessary, as the extent of their business increased—the first of 20, the second of 25 feet front, and the third a four-flat building, with 30 feet front and 70 feet in depth. The ground floor of these extensions is used for the storage of raw material and manufactured goods; and contains, at the present time, about \$15,000 worth of stock.

The fourth addition is a brick boiler house, 30x16 feet. It contains a 70-horse-power steel boiler, fitted with all the modern improvements. This boiler runs the steam engine, and furnishes all the steam required for boiling and for heating the rooms, so that no fires are needed in the main buildings. Since the completion of the St. Croix water works, water has been introduced; and a stand pipe, with a coil of hose on every floor, makes the danger from fire very slight indeed.

A short sketch of the processes employed in the manufacture of soap may not be uninteresting to readers of PROGRESS. The trade secrets are principally in the quantity and quality of the ingredients, and the skill and judgment required in superintending the work.

Making the lye is a very simple process. The caustic soda used is imported in large iron drums. It is broken up, and dissolved in water in iron vats made for the purpose, which now occupy the lower floor of the original building. Here it is diluted to the required strength, and allowed to stand till wanted.

To convert the greases and alkalis into soap, there are four large caldrons, or kettles, as they are called, two capable of holding 8,000 lbs. each of the mixture, and two more of 16,000 lbs. each. A fifth one is projected, with a capacity of 20,000 lbs. These kettles, of course, are fixtures. They stand on the foundation of the building; their tops reaching above the second floor. When they are filled with the fats,

for wrapping and packing. The wrapping is done by girls, who soon become very expert at the work.

Above the packing room, on the third floor, is a room used for making boxes. Here men are kept at work putting up and labelling the boxes as fast as they are required by the packers. In another room on this floor are hands constantly employed in cutting up the trimmings, or waste pieces of soap from the cutting machines, to be returned to the crutcher when the next lot of the same quality is made.

In the third story of the main building is a new room, so arranged that it can be easily kept at the right temperature for the manufacture of fine toilet soaps. "Surprise" is the leading soap made at the St. Croix Soap manufactory. It is astonishing how this soap has grown in public favor. Only a short time ago its sale was confined solely to Charlotte county. Now "Surprise" is a household word in the maritime provinces and promises to find its way into thousands of homes in the west. It is perhaps unnecessary to say that it is a leading laundry soap. President Young, when asked what made "Surprise" so popular with housekeepers, said: "It would be out of place for me as a member of the St. Croix Soap Manufacturing company to puff our own goods, but here is an extract from a letter just received from one of the largest retailers of soap in the lower provinces, [whose name he mentioned] in which he says:

"I have decided to buy no other laundry soap than SURPRISE. It is no use for me to do so. The people ask for SURPRISE and will take no other for laundry purposes. Judging by its immense sale here and the high opinions of housekeepers regarding it, I should judge that SURPRISE before long will drive out all other laundry soaps in every part of the Dominion."

"That, of course, is the most flattering letter we have yet received regarding the excellence of our leading soap, but it is only one of hundreds that we are in receipt of, bearing testimony to the good quality and popularity of "Surprise."

"Sea Foam" is another well known soap manufactured by the St. Croix Soap Manu-

energy and determination that the members of the St. Croix Soap Manufacturing company have won a front place among the soap manufacturers of the Dominion and it is by a continuance of such that they hope at no distant day to be worthy of being recognized from one end of the Dominion to the other as Canada's leading soap manufacturers.

The St. Croix Soap Manufacturing company are continually giving surprises. No opportunity presents itself to advertise their favorite soap, "Surprise," which is not seized upon and utilized. Only a short time ago, when there was a carnival in this city, and tens of thousands of strangers thronged the streets and watched the parades, "Surprise" soap was to be seen and heard in the procession. The description of the huge van laden with boxes of soap has been read by thousands already, and the fact that one of the best bands in the province came to St. John simply to advertise this soap excited much wonder. Such enterprise is rare. Not only did the people see them in the procession, but all one evening a huge silken banner—"Surprise Soap Banner"—floated to the breeze on King square, in the face of thousands, while the band gave a delightful concert.

Again, and there seems to be no rest, the virtues of "Surprise" now adorn every prominent advertising wall in the country. Every person who ascends Mill street from the railway station, the greatest thoroughfare in the united city and the connecting link of old and new St. John, must read that "Surprise Soap is the best self-washer, etc."

No display advertisement has attracted half the attention of this, and PROGRESS doubts if, in any spot in the three provinces, the company has as good a position as that is.

But why talk of enterprise in advertising elsewhere when there are the pages of PROGRESS to look at to-day?

continuing there the manufacture of confectionery, until they had rebuilt and reopened in the front section of their present splendid building. In January of the present year they moved into the front section of their present premises, where they did business until the completion of the whole building.

The present building, of which the cut below gives a fair idea, is of brick; is 185 feet deep by 52 feet wide; is three stories high, with basement. An additional boiler house has been built, making the building extend from Water to St. Croix street—a distance of 227 feet in all. The basement has a cement floor and is used for storage as well as the manufacture of all kinds of chocolate goods.

The building is divided into three sections by fire walls with fire doors. The first section on the first floor is used as a retail store, for offices, as well as for the storage of cigars, pipes, etc. The middle section of this floor is the general stock room, packing and shipping room. The steam elevator is in this section and is chiefly used for carrying the raw stock from the basement to the upper flats, or manufacturing stock to the stock room. In the rear section is located the oven for the baking of bread, the sugar pulverizer as well as a 35 horse-power engine. This apartment is also devoted to the manufacture of pop corn goods. Between the rear section and St. Croix street is the boiler room, containing a 60 horse-power boiler. The first section of the second flat is used as dressing rooms for the help, the females having one apartment and the males another. Each apartment is nicely fitted up with wash stands and closets. The entrance and exit for all the help is on the east side of the building. The middle section of this flat is used for the packing of goods after they have been manufactured and for the manufacture of all hard candy, chewing goods, caramels, etc. The rear section is occupied by the steam pans, and is also used for the mixing of chocolate coatings and manufacture of all classes of

any other part of Canada. Fine moulded cream goods are also manufactured in this apartment. They are moulded in rubber moulds by a new patent process, Messrs. Ganong Bros. having bought the right to use it in the maritime provinces and Newfoundland at an expense of \$2,500. Formerly all such goods had to be moulded in starch. By the new process time and labor are saved and a much better article is produced. The rear section is devoted to starch work.

Of course it is impossible to describe the process of manufacture of the hundreds of kinds of candies made by Messrs. Ganong Bros. In addition to the pan work, already referred to at some length, some idea may be given of how work is carried on in a few of the many departments in the factory. In the apartment in which hard candies and chewing goods are made the visitor finds several furnaces used for the boiling of this class of goods. Directly in front of them there are some 20 large marble slabs, used for cooling the candy so that it may be handled. These have iron rods placed around the edges to prevent the candy running off, and in some classes of candy, to grade the thickness of the sheet. Parallel with these are a number of long tables on which the candy is drawn out to be cut or rolled into the desired shapes. Each of these tables is furnished with a steam radiator for keeping the hatches warm while handling. The work of handling these great hatches requires good muscle and active brain. In this room immense quantities of caramels are made, cut into the various sized little squares, by machines purposely devised, with parallel adjustable knives, neatly wrapped in waxed paper and packed in boxes ready for shipment.

In the department devoted to starch work all the goods are boiled in steam jacketed kettles and moulded principally in corn starch. Eight of these large kettles are ranged near the rear wall, two of them being capable of boiling 1000 and 1200 pounds respectively. Near by are the long tables for moulding and running the goods. The

tube into a large receiver, which being covered with cotton cloth holds the fine particles but allows the wind generated by the blower to pass through. These fine particles gradually settle to the bottom of the receiver, when the pulverized sugar is removed through a slide into barrels.

No one visiting St. Stephen should fail to visit Messrs. Ganong Brothers' immense establishment.

The firm is at present composed of Mr. G. W. Ganong who attends to all the buying and has a general superintendence over the whole business. Mr. E. B. Kierstead who has charge of the books, and Mr. A. A. McCloskey who has charge of one of the routes of travel. Four travellers are employed in the maritime provinces. After the last fire the firm were obliged to drop their trade with Quebec and Ontario. Travellers will again be put on that territory almost immediately, the factory being again in a position to supply the trade in all parts of the Dominion. Messrs. Ganong ship goods as far west as Winnipeg, and as far east as Newfoundland.

The present building is fitted with steam, gas and water, and is also provided with fire ladders.

Mr. George H. McAndrews, well and favorably known in St. John, has charge of the manufacturing departments.

Asked how he accounted for the great increase in their trade Mr. Ganong said: "The explanation is simple. Our motto is to manufacture only the purest of goods. We make no number two goods. The public are not slow to find out what firm makes a good article, and these are the reasons that our trade has grown in a few years from a local business to almost a Dominion one. We had 132 hands the day before the last fire. Since then we have not employed more than 50. Now that our new premises are about completed we will increase the number to 100 hands in two weeks. Our new premises give us 6,000 additional feet of floor surface, and we will soon be able to do double the amount of business than we ever did before."

Messrs. Ganong Brothers do business on business principles. Their goods can be depended upon and they are sure to gain at no very distant day, as great a footing in Quebec, Ontario, and the other Western provinces as they already have in the Maritime provinces.