



THE STANDARD, MONTREAL  
April 10, 1948

### **Marmalade Family**

By Kate Aitken

Walk down the tree-shaded streets of Niagara-on-the-Lake any day and you will notice two things.

The first is the beauty of the old white clapboard houses.

The second is the pungent bittersweet fragrance of cooking marmalade which hangs over the street the Greaves live.

An unpretentious brick house, the lower floor is host to one of the most successful small businesses Ontario has seen.

It all started with Grandma Greaves and her famous recipe for orange marmalade. Passed around from relative to relative, the recipe soon became famous.

Daughter-in law, Mrs. William Greaves, chatelaine of the charming farmhouse near Niagara, got the recipe and turned it into marmalade one day when she got a crate of oranges cheap.

Tasting the sharp, golden sweetness she said "William, we could sell this marmalade for real money."

Always one for doing and not talking, William said "Go to it."

That was all the encouragement Mrs. Greaves needed. With small sample jars in her bag and using street cars for transportation, she traveled here and there throughout Toronto carefully selecting her customers for their financial rating.

"We delivered all the marmalade personally," said Mrs. Greaves, "and collected the cash before we left. We needed the money to make more marmalade and couldn't carry on with extended credit."

The system proved so satisfactory that the Greaves never abandoned it, although their deliveries now extend far from home. They still deliver 90 per cent of their output—and still get paid in cash.

"It saves bookkeeping," say Mrs. Greaves, "and makes the business transactions simpler."

Marmalade led to jams and jellies and expanding the business led to leaving the farm.

However, two sons took over and still work the old homestead.

A family business, the Greaves enterprise uses the labor of William Greaves, his wife and their four sons. Indeed, when things get hot and heavy in the little factory the wives also come along and lend a hand.

Mailing Address: Greaves Jams & Marmalades Ltd. Box 26, Niagara-on-the-Lake, Ontario L0S 1J0  
Tel: 905-468-3608 – Fax: 905-468-0071

Website: [www.greavesjams.com](http://www.greavesjams.com) – Email: [greaves@greavesjams.com](mailto:greaves@greavesjams.com)  
Factory/Office: 1 Walker Rd, Niagara-on-the-Lake



Constant surprise to the neighborhood is the amicable way the whole family effort is meshed into marmalade.

“We’ve always worked together,” explained Mrs. Greaves, “and our minds seem to function along the same lines.

“We don’t kill ourselves—life isn’t worth it—but we do turn out about 2,000 jars of our products daily and we do find ready sale for them.”

It is agreed by the family that Mrs. Greaves is the logical saleswoman.

“She likes to talk and she’s a better talker than I am,” is the succinct way her husband sums up the situation.

Just returned from a 12 week selling campaign, Mrs. Greaves is optimistic about the future of their business. “We’ve never lost a customer,” she proudly declares, “and it’s largely because we’ve never let down the quality.”

Although she’s proud as punch of her shiny new car, Mrs. Greaves still thinks the street car jaunts were more fun.

It’s a small business, but secure. Its factory and five contributing families are not crowded into a large city. No, the whole enterprise is part of the beautiful and tranquil farming district. And perhaps that’s why the Greaves are so happy.

(Under Top Picture)

GRAPEFUITS, LEMONS AND ORANGES are cut by hand. The big farm room is airy, unpretentious and immaculately clean. Local women help with the slicing. Each day’s boiling is completed and canned daily.

(Under the Bottom Picture)

CHARMING, WHITE-HAIRED Mrs. William Greaves is salesman for the family firm. No customer has ever been lost.