

Business Leaders in Every Line

Is YOUR Line Represented Yet?

BUSINESS TRAINING—Success Business College.
COAL MERCHANTS—Marpole Coal Co. Ltd.
ELECTRIC SUPPLY TO CITY AND HOME—
 The B. C. E. R. Co. Ltd.
ESTATE MANAGEMENT, WILLS, ETC.
 Canada Permanent Loan Corporation.
 The B. C. Permanent Loan Co.
 The Toronto General Trusts Corporation.
FLORISTS, SEEDSMEN, &c.—Brown Bros. & Co.
 Ritchie Bros. & Co.
FOOTWEAR—The Ingledew Shoe Co.
FUNERAL SERVICE—Center & Hanna, Ltd.
GENERAL MERCHANDISE—Hudson's Bay Company.
GROCERS—
 (Wholesale) The W. H. Malkin Co.
 (Retail) J. McTaggart & Son.
JAMS, SPICES, COFFEES, Etc.—Empress Manfg. Co.

LADIES' WEAR—Gordon Drysdale, Ltd.
LINES OF COMMUNICATION—
 The B. C. Telephone Co. Ltd.
 Canadian Pacific Railway
MOVING AND STORING—
 Independent Van & Storage Co. Ltd.
PAINT MANUFACTURERS—National Paint Co.
PHOTOGRAPHER—Geo. T. Wadds.
PLASTERING, FLOORING FOR BASEMENTS, ETC.
 Stoneite Products. (This company is not long in
 operation, but investigation is invited).
SAFE THIRST QUENCHERS—Thorpe & Co.
UMBRELLA MANUFACTURERS—Graham & Co.
UPHOLSTERERS—The N. Nelson Co.
WHOLESALE STATIONERS—
 Smith, Davidson & Wright, Ltd.

Businesses Worth While:

INDEPENDENT IMPRESSIONS

IV. R. C. PURDY'S, VANCOUVER

As a city grows, there are certain businesses in the retail, as well as wholesale sections of it that become institutions. In Vancouver, R. C. Purdy's, now at 675 Granville Street, is one of these.

According to their superficial or more intimate knowledge of this business man, citizens generally may have different impressions of him, but it may be stated without fear of contradiction that there is only one opinion of Purdy's chocolates and other candies, and that is that they bear the hall mark of Quality. They are the product of an establishment which the reputation of years has demonstrated to be not only a leader in its line, but THE leader.

It will readily be recognized that as the city expands there is room for several leaders in every line, but sensible folk, who learn to see life and work in truer proportion with the passing years, give due respect to the pioneers in progress.

It is wearing on for a score of years since Mr. Purdy began business at the Coast. For a few years his headquarters were in the city of New Westminster, but about fourteen years ago he opened a store in Robson Street, Vancouver, and "Purdy's" had already become a synonym for the very best in all kinds of candies when the business was moved to his present premises four years ago.



Last year the store accommodation was practically doubled, and extensive alterations were made which trans-

formed his establishment into one of the most commodious and attractive on the Pacific Coast—not excepting, we believe, the United States portion of it.

Because of their unquestioned quality, and the dainty way in which they are put up, a packet or box of chocolates, caramels, or other candies from this shop makes an always-acceptable gift for home and friends. But it would be a mistake to write as if the name "Purdy's" were associated only with such choice sweets. Light lunches and afternoon teas are also purveyed at the main store, and ice-cream refreshments are the order of the day and the evening all the year round, but particularly in the summer season.

Whatever other interests may attract or hold R. C. Purdy, he remains his own chief-of-staff, and so far as his manufacturing plant is concerned he may be found on duty in the factory when he is not supervising or otherwise taking part in the sales department. He is now ably seconded in the business management by Mr. Elder.

As in the case of many other businesses, Mr. Purdy's was seriously affected by war conditions. He not only "won through," however, but while the war was still running its course, unostentatiously earned for himself a commendable reputation among returned men for kindness demonstrated in a way which left no doubt of the genuineness of this purveyor's patriotism. The store's treatment of returned citizens was in keeping with the character of this business man who, whatever limitations or errors of judgment he may, in common with others, be subject to, is hearty, genial and responsive to "the other fellow's" viewpoint and position. So much is this the case, indeed, that the writer of this independent impression believes it is a reasonable assumption that the difficult times which beset most businesses during the war and since, must have been specially trying for such a business as Purdy's because of the natural generosity and goodwill of the principal of it. We do not doubt, however, that the unselfish exercise of these very qualities is now re-acting on the maintenance and development of this business.

For years Mr. Purdy has been a consistent advertiser in the BRITISH COLUMBIA MONTHLY, but as this Magazine is being conducted on BRITISH EMPIRE principles and methods, no business man can buy such an impression as this—which, like its predecessors, is written as much in the interests of our readers as for the sake of freewill publicity
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