

VI.—R. C. Purdy, Ltd,
750 Robson Street and 715 Georgia Street.
Gifts that please and satisfy.

While many people are liable to purchase gifts for their relatives and friends that are neither useful nor ornamental, others are alert to give gifts that may be none the less acceptable though they are "perishable."

With so much cheap confectionery in the market, it is sometimes difficult to know when "candies" are really good, and perhaps there is no class of goods in this line more difficult to judge than chocolates. After a visit to one of Purdy's shops and a sampling of their stock of home-made sweetmeats, people who put purity and quality first will not expect to find better fare anywhere. If chocolate, covering nuts, cream, dates, ginger, etc., etc.—all made with the utmost cleanliness and with the purest ingredients, forms a staple article of these stores, it is not the only form of dainty and attractive sweetmeats available, as a glance into any of the windows will reveal.

Young men readers and others who wish to give gifts that will satisfy in the present and please for the future may have the confectionery put up in silk-lined boxes or baskets which are certainly things of beauty and which should be a joy for all the year round at least.

Such sweetmeats have the advantage, too, of being among the best foods, and if they are also something of a luxury to many, they form all the more suitable a gift for the home folks—and others.

VII.—Rae the Shoe Man
139—141 Hastings Street West.

Leather for All Weather—Footwear for Everywhere.

There may be many RAES, but there is only one "Rae the Shoe Man." Because of his form of advertising his business in various publications we had had that fact impressed upon us previously, but it was impressed in a totally different way when we called on him with the view of getting information in connection with this department.

This department concerning "Businesses Worth While" would not exist if it were not independent, and as it is primarily for our readers, we may take them into our confidence. It happened that when calling by arrangement, our representative had in his hand an instrument for the printer, and this incidentally led to a discussion of the whole question of advertising and the kinds of advertising which should be accepted by reputable publications. The subject itself is a debatable one, and from the publishers' point of view is not free from difficulties. We imagine, however, that that applies to the conducting of all businesses worth while.