

Belle Daily Sun
C. M. REID, May 31, 1895

IT goes without saying that such an immense trade as that of the firm of George Ritchie & Co. could not be successfully carried on without capable and competent gentlemen at the heads of departments, and such a person has been secured in the general manager of the store, Mr. C. M. Reid. This gentleman has been with the firm for upwards of twelve consecutive years, and it is needless to say that he thoroughly understands the business in all its details. Mr. Reid is an exceptionally clever buyer, attending altogether to the Canadian goods, and has also been to Europe in the interests of the firm he represents. Mr. Reid makes a point of keeping au fait with the latest styles and fabrics, and he has the prices of the different classes of goods at his fingers' ends. Every business man knows that one of the leading elements of success lies in the buying, the purchaser requiring a knowledge not only of the goods offered, but the demands of his customers, so that he may act as an intelligent middleman between the producer and the consumer, utilizing his knowledge to the benefit of both. In this line of work Mr. Reid excels, and as a consequence the customers of George Ritchie & Co. have the advantage of selecting from goods of the latest styles and of the best quality, produced direct from the manufacturers on the most favorable terms. But Mr. Reid's duties and responsibilities do not end here. He is chargeable for the proper keeping and selling of the stock, and it also falls to his lot to oversee the conduct and demeanor of the salesmen when they are on duty. That he is efficient in this regard every one who has ever visited the store is well aware. All customers are treated politely and courteously, whether their purchase shall amount to a few cents or mount into the thousands of dollars. Mr. Reid is a native of Tweed, Hastings county, and enjoys a wide acquaintance throughout the district. He is a son of the late deputy postmaster, and a nephew of Sir Mackenzie Bowell, one of the oldest newspaper men in the country, and the present popular Premier of the Dominion of Canada, whom Belleville is proud to claim as a citizen. Outside of his business Mr. Reid is a public-spirited citizen, a member of the Bridge Street Methodist Church, which is known to the denomination by reputation all over the Dominion, and a prominent director of the Young Men's Christian Association. Mr. Reid well deserves the confidence that has been placed in him, and in return he gives most valuable service to the firm that has been so fortunate as to have at its disposal the best labors of a gentleman so well qualified for the position he holds. Personally Mr. Reid enjoys a large degree of popularity, being well known to all our citizens as a gentleman in every sense of the word.



MR. C. M. REID.

W. H. GORDON.

BY no means the least important position—and many would regard it as the most important—in such a mercantile establishment as that of George Ritchie & Co. is the post of financial manager. In fact, were one writing solely for business men, there would



MR. W. H. GORDON.

be no occasion to speak of this point, for it is thoroughly understood in commercial circles. The financial man may make or mar the success of any commercial enterprise, and the mere fact that a man holds such a position is in itself prima facie evidence of his ability and qualifications. Mr. W. H. Gordon, who holds the

position of financial manager for the firm of George Ritchie & Co., enjoys to an exceptional degree the confidence of his principal, and fully merits the trust that is reposed in him. Mr. Gordon has had the advantage of a thorough business training, which may be said to be in some measure inherited. Mr. Gordon is a son of Mr. Robert Gordon, manager of the private banking firm of Murphy, Gordon & Co., Tweed, and first entered the office of George Ritchie & Co. as book-keeper as far back as 1876, remaining with the firm ever since. During these nineteen years he has witnessed the growth of the business to a three-fold proportion. That is to say, though it was a large concern for those days when he became connected with it, it has now assumed treble its size. Mr. Gordon may be said, in a sense, to have grown up with the business, and he is in consequence thoroughly conversant with all the details. Mr. Gordon has for several years held a power of attorney to act in all the financial affairs incident to the firm's extensive business. This state of affairs is no less creditable to Mr. Ritchie than to Mr. Gordon. The former had the penetration to discover a worthy and reliable man in whom to place his trust, and Mr. Gordon has shown by his conduct the soundness of the judgment that prompted his selection for the responsible position. It was not to be expected that a gentleman of Mr. Gordon's business qualifications and known probity of personal character could long be overlooked in the search for efficient public servants, and it was but natural that he should have been asked to place his services at the disposal of his fellow-citizens. Mr. Gordon's municipal record covers one term as a member of the board of education, while he is now serving his third term as an alderman. In his public and private life Mr. Gordon has made a host of friends, who recognize in him the many sterling qualities that go to make up a good man and public-spirited citizen. He is a prominent member of the Tabernacle Methodist Church, having been for years president of the Epworth League and superintendent of the Sunday school.