

The Ottawa Journal
Evening Morning

OFFICE OF THE MANAGING DIRECTOR

Ottawa, Ontario,
September 25th.,
1930.

Dear Sir Arthur:-

I hesitate to trouble you about advertising matters but frankly I have been at a loss recently to understand why McGill University is using for advertising purposes The Ottawa Citizen to the exclusion of The Ottawa Journal.

The Journal is invariably the first selection for educational advertising reaching as it does that constituency of readers in Ottawa and surrounding district which lends itself most responsively to the cause of higher education.

I do trust we may be favored with your next advertising order, feeling confident that you appreciate personally what The Journal represents in this field from the standpoint of educational advertising.

Yours sincerely,

Gen. Sir Arthur Currie,
Principal McGill University,
Montreal, Que.

R. F. Sawchenko