

FOREWORD

WITH a view to giving a fuller insight into the wonderful possibilities of the Ottawa and Central Canada Fields for further profitable merchandising—to supply reliable information on the people of this territory, of its resources and its products—to tell in part of the opportunities offered by THE OTTAWA JOURNAL NEWSPAPERS for the intensive and effective advertising of worthy merchandise—this booklet has been prepared and is offered for your favorable consideration. The information contained herein has been derived from carefully-selected official sources, and any statements that would savor of exaggeration have been studiously avoided.

Facts are what the Canadian Manufacturer and Merchant desire. The plain unvarnished truth carries conviction and emphasizes, to the full, the exceptional fertility of the Ottawa Field.

Our aim is to help you gauge aright the Trade Possibilities of the Capital City, and to demonstrate the way in which THE OTTAWA JOURNAL NEWSPAPERS dominate the district.

MORE THAN A NEWSPAPER—AN INSTITUTION

THE OTTAWA JOURNAL recently celebrated its thirty-fourth birthday.

During all these years, the growth of THE JOURNAL NEWSPAPERS has been steady and persistent—a continued expansion year by year founded on merit. The influence exercised by THE JOURNAL NEWSPAPERS on the civic, commercial, social, political and athletic interests of the Capital has been very pronounced because a ready ear has always been lent to any movement that makes for the betterment of the community.

THE JOURNAL is an institution to an extent that often amazes its Editors and Managers, its Reporters and Canvassers. It is the literal centre for almost every movement proposed for the betterment of the community, and as the centre of a community such as is described in

this booklet, surely THE JOURNAL is worthy of special consideration by the advertisers of worthy merchandise, who aim to get in touch with its prosperous citizens.

Many men, many circumstances, have contributed in the course of years to place THE JOURNAL in its enviable position, but there has been no change in the ideals to which these men have aspired, no faltering under altered circumstances.

JOURNAL readers are not always in accord with THE JOURNAL's editorial views, but they have learned to recognize the sincerity and honesty of purpose which have marked this paper's activities in the industrial, commercial, and social progress of Ottawa.

The "Journal" Newspapers Dominate

the Ottawa Valley and Central Canada