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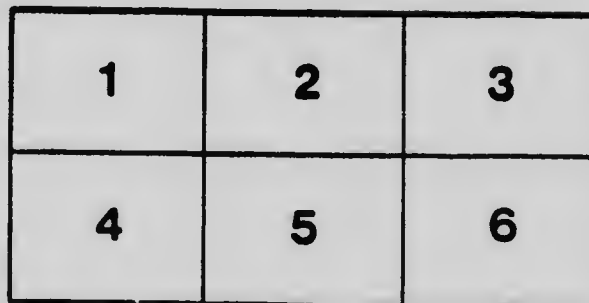
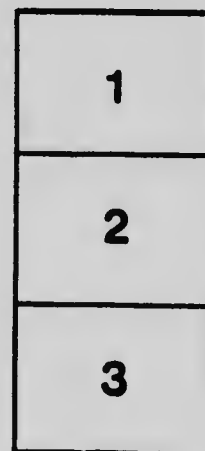
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THE JOURNAL
More than a newspaper

**AN INSTITUTION
IN OTTAWA**

PUBLIC
WORKS

FINANC



OTTAWA
CANADA

Capital City of the Dominion



Some Account of
Its People, Its Possibilities
and
THE OTTAWA JOURNAL
NEWSPAPERS

*TWO SOURCES OF OTTAWA'S UNLIMITED ELECTRIC POWER—
BOTH WITHIN THE CITY LIMITS.*



*LESS THAN ONE-THIRD OF THE AVAILABLE POWER AT PRESENT
DEVELOPED FROM THESE FALLS*

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.

OTTAWA Its Geographical Position

OTTAWA—the Capital City of Canada—has enjoyed for a little more than half a century a record of continuous progress and expansion. For in the year 1867, the Seat of Government was moved to Ottawa, and it was only natural that in the development of this Great Dominion of Canada, the Capital City should share in the country's growth to full nationhood.

As the waves of civilization pushed back her boundaries west and north—as the manufacturing, agricultural, mining and transportation interests grew and flourished—so the Departments of Government became more numerous, and more diverse, till at the moment there is in Ottawa a stable population of Civil Servants that form the backbone of this flourishing community.

Geographically, Ottawa is located 112 miles from Montreal, the metropolis and principal seaport of Canada, and 256 miles from Toronto, Capital of the Province of Ontario, and Canada's greatest manufacturing city.

Situated on the banks of the mighty Ottawa at a point where two other rivers of considerable size—the Rideau and Gatineau—join the larger stream, the surroundings of Ottawa are of surpassing beauty.

The noble pile of the new Parliament Buildings, erected on the site of the disastrous fire of 1916, and now completed, stand on the summit of the steep cliffs of the Ottawa River bank and are flanked by the Rideau Canal, built by the Royal Engineers in 1829, to cut off the unnavigable part of the Rideau River and give access to Lake Ontario at Kingston. A little upstream are the famous Chaudiere Falls now partly harnessed and providing ample power not only for the huge industrial plants at both sides of the river, but also for the lighting of the City and operation of the Street Railway System.

OTTAWA RANKS HIGH IN WEALTH, ABILITY AND EDUCATION

NEITHER by counting the heads of the population, nor by studying statistics of the wealth of a city can the buying power of a community be determined. It can only be ascertained if it is understood what kind of people live in the community—what are their aspirations, recreations, and intellectual attainments.

And it is when we come to appreciate the kind of people that go to make up the citizens

of Ottawa that we realize the buying power of the Capital City.

OTTAWA

Noted for its Architecture

The Parliamentary and other Government and Public Buildings, together with many elaborate Commercial Premises, Retail Stores, and Private Residences, have all contributed to make Ottawa one of the most beautiful Capital Cities in the World.

The Buildings shown are all constructed from splendid native stone and brick.



STREET SCENES IN THE DOWN TOWN SECTION

The "Journal" Newspapers Dominate

the Ottawa Valley and Central Canada

OTTAWA AS AN EDUCATIONAL CENTRE

THE Educational Institutions of the Capital reflect in a marked degree the class of people that comprises, to the largest extent, its population—a people that sets the highest possible store on intellectual attainments.

The School and College Buildings, are, in many cases, models of their kind, and the standard of the Teachers and Professors is kept on the highest plane.

In the City, there are 24 Public Schools, and 29 Separate Schools, an undenominational Model and Normal School, the Ottawa Ladies' College, a Collegiate Institute, and splendidly-equipped University. In addition, there are a large number of private institutions

offering first-class education to the boys and girls of the community in Business and Civil Service Subjects, Music and a variety of other artistic attainments.

In this connection, and as evidence of the exceptional interest that is taken locally in Technical education, it is worthy of note that the enrolment for the evening classes at the Technical School for the present term is 2,182, or an increase of 546 over the same period in 1918.



A GLIMPSE OF ONE OF OTTAWA'S DRIVEWAYS

THE CIVIL SERVICE—WHAT IT MEANS TO OTTAWA

FIRST on the list must be placed the stable Civil Service Population, which has been attracted from all parts of the Dominion by the many lucrative Government positions. Many of its members are men and women of high technical skill, who demand the best of living conditions for themselves and dependents, and the most extended and up-to-date facilities for the education of their children.

There are more than 13,000 Civil Servants in Ottawa, and the average salary earned by these Government Employees is very much greater than that obtaining in any other walk of life. In addition, 64 per cent of the Civil Servants are now participating in the Government Bonus to meet the increased cost of living, which varies

from \$150.00 for a single person to \$420.00 per annum for a married man.

These Civil Servants constitute an asset which no other city in Canada enjoys—a permanent population whose prosperity is in no wise jeopardized by whatever unfavorable conditions may prevail in other Canadian Cities.

THE RETURNED MAN IN THE CIVIL SERVICE

THE Civil Service is being recruited from the fine body of returned soldiers—good living men and good spenders—and it is reasonable to expect that in a great many cases the rate of pay of Civil Servants will be increased when the re-classification comes into effect.

There does not seem any prospect of the many war departments being reduced in staff to any extent for some years to come, and in every case, so far, where

staffs have been reduced, there has been no reported difficulty in absorbing those let out in the commercial life of the community.

AN INDUSTRIAL AND COMMERCIAL CENTRE

AS an industrial and commercial centre, Ottawa stands in the very front rank. The climate is delightfully healthy and invigorating, and notwithstanding that some of the largest industries of their kind in the world are under full blast within the city limits, Ottawa is second to none in regards cleanliness, beauty and health-giving home conditions. This may be attributed in no small measure to the use of electricity and the absence of smoke. The manufacturing population is, necessarily a large one, and there is no indication of wages, which reached a high figure during the war, being reduced.

The Manufacturer and Capitalist enjoy all the advantages and benefits of the social centre of all Canada.

OTTAWA SPECIALLY FAVORED WITH FINE RETAIL STORES

The best evidence of the kind of people who live in the Capital City is to be found in Ottawa's Retail Stores, which are second to those of no other city of its size in America.

Ottawa people are thoroughly metropolitan in character. For the same reason that they demand good newspapers, good education facilities, good amusements and good civic service, they demand and maintain good retail stores.

They are abreast of the fashion and have the money to satisfy their desires.

In addition, the attractions of the Capital City invite a large floating population, from the Atlantic to the Pacific, of those who come to do business with Government Departments, of visitors from other countries, and of Tourists and Members and others connected with the Canadian Parliament, and the needs of these classes of well-to-do people are satisfied largely in Ottawa's particularly fine and varied retail stores.

Then, too, as the geographical centre of an extremely fertile belt of country—the Great Central

Dairy Belt of Canada—Ottawa's Retail Stores cater to the wants of the prosperous and progressive farmers of the surrounding territory and their families, and their annual visits to Ottawa for the Central Canada Exhibition, The Tractor Demonstration and Ploughing Match, The Winter Fair, The Horse Show and the Automobile Exhibition, are the occasions of filling every kind of household need of the country-dweller.

LIST OF LEADING RETAIL STORES IN OTTAWA

Automobile Dealers, Accessories, Supplies, etc.....	24	Furriers	16
Bicycle Dealers.....	9	Furniture Dealers	21
Boot and Shoe Dealers.....	41	Garages	23
Clothing and Men's Furnishings.....	29	Groceries	323
Confectioners	63	Hardware	23
Department Stores	6	Jewellers	27
Druggists	55	Musical Instruments	16
Dry Goods Stores.....	51	Office Supplies	11
Electric Supplies.....	18	Stationers	37
		Photographers	21

POWER AND LIGHT

Civic Scale

DOMESTIC LIGHTING:

Service Rate: A service charge of 3 cents per 100 square feet of floor area per month, nearest 100 square feet to be used, together with a

Consumption Rate: (1) For all consumption up to 3 K.W. hours per month for each 100 square feet of floor area at the rate of 2 cents per Kilowatt Hour.

(2) For a further consumption up to 3 K.W. Hours per month for each 100 square feet of floor area at the rate of 1 cent per Kilowatt Hour.

(3) For all remaining consumption at the rate of one-half cent per Kilowatt Hour.

Prompt payment discount 10 per cent on bills paid within 15 days of rendering of account. Minimum net bill 25c. per month. No meter rental.

COMMERCIAL LIGHTING:

Consumption charge of 5 cents per K.W. hour for the first 30 hours monthly use of connected load.

2 1/5c. per K.W. hour for the next 70 hours monthly use of connected load.

1/2c. per K.W. hour for all monthly consumption in excess of the first 100 hours' use.

Prompt payment discount 10 per cent. Minimum net bill 50c. per month.

Minimum charge (gross) \$1.00 per K.W. connected load per month. No meter rental.

POWER RATES:

Service charge, \$1.00 per month per h.p. of connected load or maximum demand, where Consumer installs a suitable maximum demand meter. Consumption charge 1.8c. per K.W. hour for the first 50 hours' use per month of connected load, 1.2c. per K.W. hour for the second 50 hours' use per month of connected load, and 0.15c. per K.W. hour for all additional consumption.

These base power rates shall be subject to the following Class discount:

Class A Power—24 hour unrestricted service. No discount.

Class B Power—24 hour unrestricted use of power not in use during restricted hours, 10 per cent discount.

Class C Power—10 hour unrestricted use of power during ordinary hours, i.e. from 7 a.m. to 6 p.m., 10 per cent discount.

Class D Power—10 hour restricted use, power not in use during restricted hours, 33 1/3 per cent discount.

Local discount, 15 per cent. Monthly bills shall also be subject to a prompt payment discount of 10 per cent.

No meter rental. Minimum power factor when operating consumers' maximum load shall be 80 per cent for motors up to 10 h.p. and 85 per cent above 10 h.p.

CENTRAL CANADA EXHIBITION, OTTAWA

THE Great Central Canada Fair, held annually early in September in the spacious Lansdowne Park, easily broke all records in this 1919 Peace Year, and established itself firmly as second only in number and variety of exhibits and in attendance to the celebrated Toronto Exhibition.

The following figures speak for themselves:

Number of Visitors exceeded.....	300,000	Agricultural	113
Gate Receipts	\$106,000	Dairy	129
Exhibitors:—		Pure Food and Automobile } over	150
Poultry	165	Manufactured Goods	64
Livestock	61	Machinery	92
Handicrafts and Arts.....	150		



THE JOURNAL'S STAND AT THE 1919 PURE FOOD SHOW

The "Journal"—More than a Newspaper—

An Institution in Ottawa and District

THE PURE FOOD SHOW

THE OTTAWA JOURNAL, realizing the importance of purity and quality in the food stuffs of the nation, put the whole weight of its influence behind the Pure Food Show at the 1919 Central Canada Exhibition.

In taking a measure of the credit for the undoubted success of this Pure Food Show, by reason of the large amount of space in its columns devoted to missionary and educational work, The Ottawa Journal has only given further proof of its policy to support every move-

ment which has for its object the betterment and uplift of the community at large.

It is gratifying to be able to report that this co-operation was highly appreciated by the national exhibitors, by the public, and by the Exhibition authorities.



GENERAL VIEW OF THE PURE FOOD SHOW
CENTRAL CANADA EXHIBITION, 1919

The "Journal" Newspapers Dominate

the Ottawa Valley and Central Canada

PER CAPITA SAVINGS OF CANADIANS

AT the close of September, 1919, Savings Bank Deposits in Canadian Chartered Banks totalled 1,227 million dollars, or an approximate average of \$153.50 for every man, woman and child in Canada.

The above figure exceeds by 200 million dollars the total Saving Bank Deposits at the same date in 1918.

At a recent date Ottawa's Bank Clearings show an

increase of 95.9 per cent over the corresponding week in 1918, and were fifth in total amount of all cities in the Dominion.

VICTORY LOAN

THE complete records of Ottawa's contribution to the 1919 Victory Loan, which followed two similar loans, show that a total of \$12,419,700 was subscribed or 137 per cent of the objective of \$10,000,000.

This amount was distributed among 21,730 individual subscribers, and as this is, approximately, the number of homes in Ottawa, it means that, on the average, every home in Ottawa subscribed for a Bond.

The City of Hull—part of the Capital from the commercial viewpoint—also made an unqualified success of its Victory Loan Drive. Its objective was fixed, originally, at \$600,000, and later raised to \$800,000, while

the final amount raised was \$1,157,550.

Every province in Canada exceeded its objective, the Province of Ontario alone raising \$354,624,500, and in the entire Dominion, with an objective of three hundred million dollars, the magnificent amount of \$673,199,170 was raised; when the final returns are to hand, the amount is expected to exceed \$700,000,000.

BUILDING ACTIVITIES

BUILDING activity, which was largely restricted during the war, has been resumed to an unusual extent in Ottawa to meet, first the very insistent requirements of the Canadian Government for office accommodation—secondly, the demand for retail and commercial buildings resulting from the enlarged trade possibilities of the Capital and to supply the need of homes for the greatly-increased Government Staffs.

At the moment of writing, two large buildings costing over one and a half millions are going up on one of the leading retail thoroughfares. On the same street, last year a large department store building was completed, while the Hunter block, a large Government Office Building is just finished and occupied.

The new Parliament Buildings will continue to give

employment to a large number of skilled workmen for many months to come, and the abnormal prosperity prevailing throughout Ottawa is resulting in a decided activity in home construction, despite the high prices.

Building permits for the month of October, 1919, totalled \$2,519,953, an increase of \$324,263 over the corresponding month of 1918.

FIVE hundred and ninety-eight Building Permits were issued in Ottawa during the year ending October 31st, 1919, this being 228 more than in the previous year.

In addition during the same period 925 water tests were finally passed as being satisfactory, an increase of 230; 524 smoke tests compared with 431; 812 plumbing complaints investigated compared with 925; 112 new tile drains and 90 cast iron drains installed as against 97 and 52 respectively.

82 old buildings have installed modern plumbing conveniences as against 82 last year.

POPULATION AND ASSESSED PROPERTY VALUES

POPULATION and Property Values show steady increases.

The population of the City of Ottawa according to statistics compiled by the City Assessment Department was at 1st of October, 1919 107,732. At the similar date in 1918, the figures were 104,007, so that 1919 shows an increase of 3,725 over the previous year.

To this must be added an estimated population of more than 30,000 in the City of Hull and the suburbs of Ottawa outside the City limits, making a grand total of the twin cities of upwards of 140,000.

The following table shows at a glance the growth of population and assessed value since Federation, at which date Ottawa became the Capital of Canada.

Year.	Population.	Assessed Value of Property.
1867 -----	18,700	\$ 5,011,000
1877 -----	25,700	13,100,000
1887 -----	37,000	12,763,000
1897 -----	53,700	21,947,000
1907 -----	76,200	41,318,000
1917 -----	101,500	109,695,000
1918 -----	104,007	114,392,261
1919 -----	107,732	120,878,899

The individual increases of 1919 over 1918 in assessed values of property are as follows:

Land and Buildings -----	\$1,960,032
Business -----	787,579

Income, regular ----- \$ 918,688
Income, Civil Servant ----- 2,820,339

The increase in income assessment is \$3,739,027, which includes \$2,820,339 from Civil Servants and others drawing Government salaries.



TELEPHONE SERVICE

OTTAWA was one of the first places in which the Bell Telephone Company established exchanges after its Incorporation, the first local exchange being opened in 1880.

In April, 1900, a new type of switchboard was installed (the first of its kind in Canada) and the Rideau Exchange was opened in 1912, to be followed by Carling in 1914, and Sherwood in 1919. Subscribers' Stations have increased from 500 in 1888 to 21,318 in January of this year.

The daily average number of local calls is now 153,000, and of long distance calls 4,550. The Company employ 686 men and women in Ottawa.

The "Journal"- More than a Newspaper—

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OTTAWA ELECTRIC RAILWAY

THE almost unlimited electric power at the disposal of the City's Street Railway serves to keep it at a high point of efficiency, and not only was it the first electric railway to be operated in Canada, but it is still spoken of by many critics as the best.

A total mileage of fifty-five (single track) is now in operation, but as nearly all of this is double track, the total trackage operated is over 100 miles. The total number of passengers carried during the year 1919 was 31,500,000.

The street cars for Ottawa are built in Ottawa, as are many for other Canadian Cities, and they are models of comfort besides being electrically heated in winter. The Company building them constructed the first "pay-as-you-enter" cars on the continent.

TRANSPORTATION FACILITIES

Railroads

OTTAWA is a great Railroad Centre being served by all three Transcontinental Lines and all trains reach the City by a common entrance at the Central Station.

Eleven Branch Railroad Lines radiate in all directions, and include the Ottawa Terminus of the New York Central, and Shops are maintained by all these lines, as well as train crews, as the city is a Divisional Headquarters of each.

With such transportation facilities, the Railroad Pay Roll is naturally a heavy one, and amounts to well over \$3,000,000 a year.

Freight Rates

The Industrial Centres of Western Ontario—Toronto, Hamilton, London, Woodstock, Welland, Windsor, and others have no advantage in freight rates to the great markets of Western Canada over Ottawa, as the rates in all cases are identically the same. But with the advantage of one-half to two days quicker service from Ottawa to Western points by reason of direct haul without trans-shipment, as is necessary on consignments of freight from points not on the main lines, Ottawa has a

very considerable advantage over the Western Ontario Cities.

On eastbound and export traffic, both in rates and time of haulage, Ottawa has also a very distinct pull over all other Ontario and Western Canadian Cities, by reason of location and more direct lines and transportation facilities between this point, the United States and the Canadian Atlantic Ports.

LOCAL INDUSTRIES

LOCAL industries are provided with cheap electric power from the magnificent waterfalls within the City Boundaries, for within eight miles of Ottawa are located Falls capable of developing 228,000 H.P. based on a minimum flow the year round. Only 75,000 H.P. of this is developed to-day.

The manufactures of the city are of a most varied character, and comprise Pulp, Matches, Fibreware, Cardboard, Sash, Doors and Interior Finishing, Bank Notes, and Bonds, Beaver Board, Cement, Washing Machines,

Electric Appliances, Structural Steel, Marine and Fire Appliances, Metal Roofing, Printing, Meat Packing, Pianos, Cars and Wagons, Oils, Paints and Varnishes, Tents, Awnings and Clothing.

The "Journal" Newspapers Dominate

the Ottawa Valley and Central Canada

OTTAWA HAS 237 ACRES OF PLAYGROUNDS AND 2,000 ACRES OF NATURAL PARK LANDS

and from this area, she provides her citizens, young and old, with healthy, wholesome, out-of-door pastime. Five municipal rinks and toboggan slides and three swimming pools, as well as a number of the Public School rinks are kept open in their respective seasons under the supervision of the Ottawa Play-grounds Association.

The Experimental Farm and Rockliffe hills, within a short distance of the city are the glory of those who ski. Hills for the amateur and the professional may be found in any number, while splendid jumps in both places, provide the necessary thrills for the venturesome.

The Amateur Sport of the city in all its branches is governed by the Ottawa Amateur Athletic Federation, a recently-formed and comprehensive body of leading sportsmen, imbued with the sole idea of fostering clean amateur sport.

NEWS SERVICE OF THE JOURNAL DAILIES

IT is well to compare the News Services of THE JOURNAL DAILIES with those of the Dailies of other Canadian Cities.

Through THE JOURNAL offices pass the two leased wires of Canadian Press Limited—the one extending from Halifax to Vancouver, picking up at all points, and passing on immediately, the news of the various Canadian districts; the other from New York to Toronto, with a full American Associated Press Cable and Telegraph Service, placing Ottawa on a parity with New York in the matter of the whole world's latest news. These leased wires are operated day and night. In addition, THE JOURNAL DAILIES receive special cables from London and the United States, and exclusive articles from correspondents located in the chief Canadian Centres. THE JOURNAL DAILIES send special writers wherever the big story develops, as in the case

of the Halifax disaster; and when newspaper syndicates are arranged, they are included always with the most important newspapers in the largest cities of the continent. As for the Ottawa District, it is combed for news "with a fine-tooth comb" by correspondents using the telephone, the telegraph and the mails. THE JOURNAL DAILIES are also alive to the magazine and comic features and illustrations which readers have learned to expect in metropolitan newspapers, and these are obtained through membership in the American Associated Newspapers and similar organizations made up of the leading publications on the continent. No expense is spared to give readers the best.

Located at the Capital of the Country, THE JOURNAL DAILIES have, of course, advantages in securing political news which are superior to those of newspapers not so fortunately situated, but, politically, THE JOURNAL DAILIES are not under obligation to any Political Party.

INDUSTRIAL SITES

SPLENDID industrial sites, with trackage and power are available—suitable, convenient and comparatively cheap.

The tract of ground known as the Bayswater Property within the City Limits, and comprising 359¼ acres, was set aside by a Special Act passed in 1908 for Industrial Sites.

This property has a very low assessment, and by this Special Act is exempt from Taxation for a period of twenty years.

LABOR

APART from one or two minor labor disputes during recent months, the labor situation in Ottawa has been remarkably free from strife.

The Department of Labor officials report that local labor conditions are most satisfactory, there being a remarkably small proportion of unemployed. Some industries are even clamoring for extra help in the skilled

mechanic class, and the large orders on hand are a guarantee that there can be no lessening of the demand for many months to come.



MAJOR'S HILL PARK WITH THE PARLIAMENT BUILDINGS IN THE BACKGROUND

The "Journal" Newspapers Dominate

the Ottawa Valley and Central Canada

PROMOTION AND SERVICE DEPARTMENT

THE much-abused word "Service" takes on an entirely new meaning when applied to the co-operation with advertisers given by the Promotion and Service Department of **THE OTTAWA JOURNAL NEWSPAPERS**.

Interest in clients by no means ceases on the signing of the contract—it is merely heightened by that happy consummation, for it **THE OTTAWA JOURNAL'S** honest desire and intention to make every advertising dollar invested 100 per cent efficient.

The co-operation given, as the name of the department implies, comes under two main heads—Promotion and Service.

Any manufacturer who contemplates opening a Canadian Factory will be advised fully of the unique opportunities offering here—any firm already located in Canada and desirous of expanding business can receive an unbiased and reliable report on the possibilities of the Ottawa Field.

Effective Distribution

THE problem of effective distribution is given close attention—on more than one occasion, **THE JOURNAL** has assisted in remedying defective distribution and has not hesitated to advise the holding-over of advertising till the necessary distribution had been established.

Co-operation With Retailers

Retailers are kept advised of forthcoming national campaigns and are urged to co-operate to the fullest extent with counter and window display, and proofs of

current ads are provided when effective use is assured of such publicity.

Trade Reports

A LARGE number of National Advertisers and Advertising Agencies have taken advantage of **THE JOURNAL'S** Trade Reports in a variety of lines of trade.

For example, **THE JOURNAL** reported on the various brands of chewing gum sold locally and on the comparative demand for each brand—a high grade line of Jams and Jellies was found to be little in demand owing to lack of publicity—a Safety Razor with an international reputation was found to be well and favorably known locally and assurance of the fullest co-operation in a forthcoming campaign was promised—local druggists were found to be short on stocks of a certain patent medicine and the demand was stimulated by newspaper publicity—a manufacturer of a Roofing Shingle received a full report on local building activities as they would affect his product.

Reliable lists of wholesalers and retailers in any line are always available and experienced copy men are retained whose advice and practical skill is at the service of the advertiser inexperienced in the local field.

"**JOURNAL**" merchandising service has supplanted guesswork and offers the manufacturer, advertiser and agency first-hand information and specific details regarding the Ottawa Territory and its merchandising problems.

Enquiries, which will in no way obligate you, are earnestly solicited.

A FEW EXPRESSIONS OF APPRECIATION OF THE SERVICES WE ARE RENDERING TO ADVERTISERS AND ADVERTISING AGENCIES

A leading Agricultural Implement Maker writes:

"We greatly appreciate this type of co-operation "

A prominent New York Magazine Publisher says:

"We are most grateful for the very hearty co-operation that you gave to us on the November issue. You seem to have tackled co-operation with a Capital C. Pretty work and we thank you for it."

A Toronto Agency says:

"We have to thank you very much for the manner in which you received our suggestion. We feel that your co-operation should result in good business all round."

Our New York Agents write:

"The co-operation you have been giving this firm is excellent and as far as we can see could not be more suited to their needs and wants."

The Canadian Representative of a big American House writes:

"My New York office has just forwarded me your correspondence covering the splendid promotion work you are doing. You have certainly got the right idea."

The Agents for a new brand of tea entering the Canadian Market with whom we were able to co-operate write:

"We wish to thank you for the hearty co-operation which you have extended to us in helping to launch this campaign."

The leading Canadian Advertising Agency writes:

"The information contained in this letter is very complete and it is very gratifying indeed to have this kind of co-operation from your Promotion and Service Department. It won't be out of place to say right here that **The Journal Dailies are leading everything in Canada**, in our estimation, on this line of work."

The following is the record of average Circulation of all editions of THE OTTAWA JOURNAL DAILIES during January, 1920:

	Morning.	Evening.
Total City and Suburban.....	3,112	18,414
Country	1,552	2,534
Total	4,664	20,948
Total (both Morning and Evening)		25,612

ADVERTISING BY THE ZONE SYSTEM

MUCH of the failure attributed to advertising in the past has been due to a lack of consideration of the distribution of population and to the manner in which any particular locality is served by the daily papers circulating in that territory.

The Ottawa DAILIES are more favorably placed in these respects than any other papers in Canada, for in the field they cover, which may be described roughly as a territory within a 50 miles radius of the Capital, they have practically no competition.

The big national dailies of Toronto and Montreal are not serious competitors for the reason that in general news service they do not excel the Ottawa DAILIES, and because of their distance from the Capital, it is impracticable for them to maintain local news services, in which the Ottawa Press specializes very largely.

The greatest fallacy is for an advertiser to use, solely, the so-called "largest circulation" papers to the omission of the dominant local medium in each zone.

The DAILIES in Canada are necessary to advertising success, and there are many instances where, by their

use alone, the problem of the successful merchandising of a product has been solved.

This is peculiarly true of Ottawa, where a liberal use of daily newspaper space is certain to produce a response from the local retailers.

In the Capital City THE JOURNAL DAILIES, because of their well-organized co-operation with the local merchants, and the favor with which they are regarded in the better homes of Ottawa, have been particularly successful in attracting national advertising to their columns, because they have the proven power of localizing national campaigns.

JOURNAL COMMUNITY SERVICE

IN every movement tending to the general welfare of the community, THE OTTAWA JOURNAL NEWSPAPERS have always taken a leading part.

The Good Roads Movement

In their columns a continuous campaign for better highways is kept up, both for permanent Motor Vehicle roads and Country roads where the traffic is not so heavy.

This movement for improved highways was started several years ago by THE OTTAWA FARM JOURNAL, when it actually constructed 10 miles of country road just to demonstrate how it should be done.

Last June, THE OTTAWA JOURNAL NEWSPAPERS revived the annual Motor Reliability Tour to New York State, which had not been held on account of the war during the previous year.

A large number of participants took part in this highly-successful tour, and came back enthusiastic for

good roads, and ready to use their influence with public men and private bodies to boost the Good Roads Movement.

An agreement has just been made whereby the city assumes joint responsibility with the adjacent counties for all the principal roads leading into the city for a certain distance.

The Development of Amateur Sport

YET another instance of the way in which THE OTTAWA JOURNAL NEWSPAPERS are continually rendering Community Service of the highest kind is to be found in the recent appointment of Captain E. B. Archibald as Associate Sporting Editor and Superintendent of Amateur Sports in the city.

During the war, Capt. Archibald was appointed by General Currie as Director of Athletics to the Canadian Corps in France and rendered very signal service in this position in maintaining the morale and physical condition of the troops.

THE OTTAWA JOURNAL has provided at its own cost, a complete set of athletic equipment and Capt. Archibald is devoting all his time to the development of

every kind of healthy amateur sport, covering each section of the community from the Ottawa school boy to the Olympic aspirant. There is "no money" in this for THE JOURNAL, but it is one of our practical methods of Community Service.

There can be no doubt that the effect of good clean amateur sport upon the whole life of the community will be very beneficial.

The Journal Conference Room

THE setting apart of a large Conference Room on the ground floor of the handsome Journal Building has filled a long-felt want in the community life of the Capital City.

This room is at the service, gratis, of any organization which is doing community work, and here men and women of the widest variety of interest meet to discuss plans and carry on the many movements for the general

good of the community. Thus THE JOURNAL is literally the very heart centre of the betterment movement in Ottawa.

THE JOURNAL AND THE AUTOMOTIVE TRADE

THE JOURNAL has held an outstanding position with regard to its interest in automotive and good roads features. The Journal has actually become a part and parcel of automotive activities. In addition to being the only newspaper in the Canadian Capital to carry automobile and good roads' pages regularly as a portion of its Saturday issues, The Journal has continued to conduct its annual Inter-City Good Roads Automobile Reliability Tour and has also become firmly established as a staunch advocate of highway improvement. Its policy has always been to push vigorously for the extension of permanent road surfaces throughout Eastern Ontario and the construction of the Ottawa-Prescott Highway, which is to be known as the Prince of Wales' Highway, is an example of the splendid results achieved so far with the active assistance of The Journal.

Recently The Journal has been able to lead in securing another local development. This has been the organization of the Automotive Trade Association of Ottawa, which is made up of all the leading automobile, tire, storage battery and accessory dealers and service stations. The first head of this association has been the automotive editor of The Journal. The Automotive Trade Association of Ottawa has taken up a number of important subjects affecting local trade conditions, street traffic, civic developments and other details. The

association is also supporting The Journal in preliminary arrangements for the proposed 1920 Journal Inter-City Good Roads Automobile Reliability Tour.

The consensus of opinion among the automotive interests of Ottawa is that The Journal holds a premier place in encouraging and directing interest in automobile and good road matters. This friendly support of The Journal is exemplified by the following statement which has received endorsement on the part of leading men in the automotive field of Ottawa.

"As leading representatives of the automotive trade of Ottawa, we desire to go on record as being highly favorable in our attitude toward THE JOURNAL because of its continued application of interest toward subjects affecting automotive, good roads, and kindred developments, and because of its leadership in arousing general enthusiasm and support for worthy objects of general importance to the community. It is highly apparent that the stand taken by THE JOURNAL in these matters has made a substantial difference with the results obtained, and our thanks are due to THE JOURNAL for its co-operation both as a newspaper and as a community institution.

"As advertisers in THE JOURNAL NEWSPAPERS, we know that this newspaper is widely read and respected. We take this means of expressing our appreciation of the interest of THE JOURNAL in the welfare of the automotive trade. THE JOURNAL has always been an acknowledged leader."

Signed on behalf of the
AUTOMOTIVE TRADES ASSOCIATION OF OTTAWA.

Ottawa Motor Sales—Dodge Bros. Motor.
per F. L. Murphy.

Just Motors, Limited—Authorized Ford Dealers.
per L. M. McCoy.

Beach Motors, Limited—Nash Distributor.
per J. B. Dobson.

Reo Ottawa Sales—Reo and Stutz Cars.
per Walter Deisher.

Pink & Blackburn Co., Limited—McLaughlin and Franklin.
per George Pink.

J. G. McGuire—Chevrolet Distributor.
per J. G. McGuire.

Ottawa Car Garage—Hudson and Essex Cars; Republic Trucks.
per W. M. Arnold.

F. B. Carling—Cole, Paige and Hupmobile Cars; Stewart Trucks.
per Tom Corling.

Dixon Motors (Ottawa) Limited—Studebaker, Maxwell, Marmon, Briscoe Cars, etc.
per J. R. Dixon.

Emerson Motor Sales—Cadillac, Jordan, Willys-Knight and Overland Trucks.
per Eddie Emerson.

Austin G. Cowan—Cleveland Cars.
per Austin G. Cowan.

Keyes Supply Company—Tires and Accessories; Willard Storage Batteries.
per Corliss G. Keyes.

S. C. Cooke & Co.—Automobile Tires.
per Sidney C. Cooke.

Canadian Fairbanks-Morse Co.—Accessories.

A. Workman & Co., Limited—Accessories.

Goodyear Tire & Rubber Co.—Tires.
per D. A. McKinnon.

Dunlop Tire & Rubber Goods Co.—Tires.
per C. M. Woodburn.

Gutta Percha & Rubber, Limited—Tires.
per H. G. Greene.

Dominion Rubber System—Tires.
per Joseph Harper.

Charles B. Edmondson—Body Tops, etc.
J. C. MacDonald—Tires.

AN APPRECIATION OF THE JOURNAL DAILIES

Weldon J. Graham, Leading Druggist, uses THE JOURNAL exclusively and has doubled his business. Under date January 16th, 1920, he writes as follows:

"In the development of my business, I am satisfied that the publicity obtained from the columns of THE JOURNAL has proven a very important factor.

"During the recent Christmas Shopping Season, I ran a series of advertisements in half-page space, exclusively in THE JOURNAL, with the result that my 1919 Christmas trade more than doubled that of 1918. This was in no small measure due to the forceful copy and excellent lay-outs prepared by the JOURNAL Promotion and Service Department.

"I have followed with the greatest interest the stand taken by THE JOURNAL in every movement tending to the betterment of the community, and am satisfied that THE JOURNAL is the one paper in Ottawa that goes into the homes of the people. The announcements of any firm in its columns carry added weight because the prestige and good-will which THE JOURNAL has earned from all classes have given it a dominating position in the Ottawa field.

"I wish THE JOURNAL the continued success which it deserves, and desire to voice my appreciation of the splendid service it is rendering to all sections of the community."

THE OTTAWA JOURNAL DAILIES

THE following is a comparative record of the total Advertising lineage carried by THE OTTAWA JOURNAL DAILIES during the years 1918 and 1919:

1918 JOURNAL DAILIES—

	Local.	Foreign.	Classified.	Total.
January	294,448	123,732	28,210	446,390
February	260,204	101,654	24,626	386,484
March	313,348	160,300	29,260	502,908
April	303,618	126,518	29,582	459,718
May	303,576	159,264	29,470	492,310
June	291,858	145,745	27,370	464,982
July	308,028	110,054	26,670	444,752
August	295,050	110,796	26,376	432,222
September	326,284	127,666	26,824	480,774
October	306,818	152,598	30,114	489,530
November	386,678	175,812	32,508	594,998
December	416,122	151,396	30,184	597,702
	3,805,432	1,645,544	341,194	5,792,170

1919 JOURNAL DAILIES—

	Local.	Foreign.	Classified.	Total.
January	333,984	137,438	32,242	503,664
February	309,778	179,396	29,596	518,770
March	372,897	212,576	34,315	619,788
April	401,202	213,995	35,435	650,632
May	450,484	242,841	37,826	731,151
June	366,673	174,539	34,549	575,761
July	343,450	150,080	34,263	527,793
August	322,190	142,969	35,188	500,347
September	406,739	194,290	37,228	638,257
October	447,437	298,602	39,724	785,763
November	434,778	271,940	35,484	742,202
December	532,923	218,115	35,400	786,438
	4,722,535	2,436,781	421,250	7,580,566

An increase for the year 1919 in total advertising carried in THE OTTAWA JOURNAL DAILIES of 1,788,396 lines.

OTTAWA—THE MECCA OF THE THE TOURIST AND SPORTSMAN

OTTAWA and vicinity is irresistible to the Tourist—**ALL THE YEAR ROUND**—and the District, of which Ottawa is the only gateway, is a veritable paradise for the Sportsman.

Every conceivable kind of sport, pastime and recreation is provided. Here may be enjoyed all the glories of nature throughout the changing seasons of the year.

The Ottawa River, Gatineau Valley, Rideau River and Lakes provide delightful little side trips into an enchanting wonderland.



BY WARD MARKET, WHERE THE CONSUMER BUYS DIRECT FROM THE PRODUCER

THE OTTAWA FARM JOURNAL

WHAT THE OTTAWA JOURNAL DAILIES are to the thriving and intelligent populace of the Capital City, THE OTTAWA FARM JOURNAL is to the progressive and prosperous farmers of the Great Central Dairy Belt.

This fertile territory, comprising the Twenty Counties of Eastern Ontario and Western Quebec, is covered by THE OTTAWA FARM JOURNAL like the proverbial blanket—no farm paper in Canada has so concentrated a circulation as THE OTTAWA FARM JOURNAL, a circulation by many thousands greater than any other farm medium in the territory which it covers, and none is in closer touch with, or is more favorably regarded by its clientele.

From this territory into which the OTTAWA FARM JOURNAL goes by mail into over 22,000 rural homes twice every week, over one hundred million dollars is produced each year from dairy, field and herd, and one-half of the cheese exported annually comes from this Central Dairy Belt, as well as allied products and general farming produce.

Its large and high grade dairy herds, which are being supplemented constantly from the world's best breeders, are noted throughout the Dominion, while the Dispersion Sales of the Ottawa Valley Breeders are attended by buyers from every section of Canada.

The money value of these cattle, and the high standard of breeding attained, is instanced by the fact that a single animal has sold in recent years at a price of upwards of Ten Thousand Dollars.

The interest shown by the farmers of the Great Central Dairy Belt in every machine that will improve the business of farming, and in every appliance that will tend to the betterment of farm home conditions, is evident by the record attendance at this year's Central Canada Exhibition and at the Interprovincial Tractor Demonstration, both held in Ottawa during recent months.

From a recent questionnaire THE FARM JOURNAL sent out to its readers, the following facts, which show in an unmistakable manner the way in which the Ottawa Valley farmer is employing the most up-to-date methods in his business, and the extent to which he is purchasing comforts and luxuries for his home, were obtained:

- 24% have Automobiles.
- 22% have Gasoline Engines.
- 3% have Tractors.
- 3% have Milking Machines.
- 28% have Litter Carriers.
- 89% have Cream Separators.
- 13% have Incubators.
- 41% have Pianos and Organs.
- 24% have Gramophones.
- 2% have Cement Silos.
- 22% have Cement Barn Floors.
- 44% have Telephones.
- 80% have Washing Machines.
- 49% have all Wire Fences.
- 51% have all, or partly wooden fences.
- 13% have all Metal Covered Buildings.
- 76% have all Wood Buildings.
- 22% have all Metal Stable Fittings.

The day has long passed when anything was good enough for the country dweller—that is so far as the clientele of THE OTTAWA FARM JOURNAL is concerned—and advertisers will find these Ottawa Valley inhabitants discriminating purchasers of every kind of necessity and luxury once considered the perquisites of the men and women of our Cities and Towns.

A FARM AND HOME PAPER

THE OTTAWA FARM JOURNAL is essentially a Farm and Home Paper, devoted to the needs of the great dairying and extensive mixed-farming country, which it serves.

Its mission does not end here, however, for its sections maintained in the interest of the mothers and daughters of the farm have helped to win for it a very warm place in the affection of the Ottawa Valley people.

Owing to its peculiar advantages as a member of THE JOURNAL family of Newspapers, THE OTTAWA FARM JOURNAL is able to present its readers twice a week with the best of the world's news, and its semi-weekly market reports are a feature that is very much appreciated.

No Canadian Rural Medium has anything like the concentrated circulation of THE OTTAWA FARM JOURNAL.

Its average circulation during January, 1920, was 22,195, made up as follows:

Paid Circulation by Rural Mail Route	21,337
Service Copies	56
Free Copies	802
	<hr/>
	22,195

and of this paid circulation less than 500 copies circulate elsewhere than in the Seventeen Counties of Eastern Ontario and the Three Counties of Western Quebec.

In this prosperous territory, THE OTTAWA FARM JOURNAL has by several thousand a greater circulation than any Canadian Rural Medium.

It is an accepted fact that advertising concentrates in those papers which produce the best results per dollar of advertising investment, so that it is not surprising that generous use is made of its columns not only by Ottawa merchants, but by a very large percentage of our leading national advertisers.

In fact, for some months past, THE OTTAWA FARM JOURNAL has led all Canada in the volume of advertising carried.

The figures as given by "Marketing" for the month of September, 1919, of the six leading Canadian Farm Papers are as follows:

	Agate Lines
The Ottawa Farm Journal	114,970
Grain Growers' Guide	85,359
Family Herald and Weekly Star	78,292
Farmers' Advocate (Winnipeg)	58,361
Farmers' Advocate (London)	56,767
Nor' West Farmer	54,074

Total lineage for January, 1920, shows an increase of 14,409 lines over the same month in 1919.

THE OTTAWA FARM JOURNAL'S RECORD

THE work of THE OTTAWA FARM JOURNAL during recent years in the interests of the farming community of the Ottawa Valley has been productive of the most gratifying results, and has earned for this Journal a good-will that renders its columns of exceptional value to Canadian National Advertisers.

Here is a partial list of the work done:—

1. Conducted the first series of Orchard and Dairy meetings.
2. Formed the first Circuit of Fairs.
3. Built 12 miles of Model Roadway.
4. Organized the first Live Stock judging classes in the East.
5. Has given away more than 3,200 pure bred pigs and poultry.
6. Started the first Seed Grain Fair in Eastern Ontario.
7. Formed three big associations: The "Eastern Ontario Fairs Association," the "Farmers' Municipal Rights Association," and the "Farmers' Produce Association."
8. Organized deputations urging the Government to give certain protection on cheese and butter.
9. Inaugurated a movement to improve rural cemeteries.
10. Helped promote the Interprovincial Ploughing Match and Tractor Demonstration in Ottawa and was largely responsible for its enormous success.

THE OTTAWA FARM JOURNAL

THE following is the comparative record of Advertising lineage carried during the years 1918 and 1919:

1919—

	Local	Foreign and Live Stock	Classified	Total
January	14,434	29,344	5,768	49,546
February	14,378	41,832	5,404	61,614
March	19,838	74,648	7,658	102,144
April	20,174	57,792	8,764	86,730
May	21,924	49,696	6,174	77,794
June	17,990	35,042	5,908	58,940
July	17,458	30,310	11,410	59,178
August	26,530	37,352	9,254	73,136
September	38,080	47,054	6,930	92,064
October	20,706	51,914	7,028	79,648
November	27,412	50,680	7,392	85,484
December	35,560	37,674	8,148	81,382
	274,484	543,338	89,838	907,660

1918—

	Local	Foreign and Live Stock	Classified	Total
January	28,812	40,040	6,398	75,250
February	21,784	53,718	7,294	82,796
March	20,388	73,514	7,487	101,389
April	19,642	64,912	9,595	94,149
May	29,871	63,095	7,317	100,283
June	22,980	44,237	5,397	72,614
July	15,324	25,353	12,664	53,341
August	27,222	34,792	12,675	74,689
September	50,392	57,099	9,436	116,927
October	27,191	84,665	8,465	120,321
November	16,688	46,403	6,660	69,751
December	32,484	51,042	9,395	92,921
	312,778	638,870	102,783	1,054,431

An increase for the year 1919 in total Advertising carried in THE OTTAWA FARM JOURNAL of 146,771 agate lines.

Such, then is Ottawa, Capital City of the Dominion of Canada—such are her characteristics, her people, her pursuits and attainments, her industry and her trade.

And such are her leading newspapers—THE MORNING JOURNAL, THE EVENING JOURNAL, and THE OTTAWA FARM JOURNAL. Taken by every conceivable test, they demonstrate themselves as dominant advertising media in their field.

But it is as NEWSPAPERS and institutions of influence in the Capital and the Ottawa Valley that THE JOURNAL NEWSPAPERS rank the highest.

It is as Newspapers and as media of sane and balanced yet progressive editorial thought that they wish to be known. By this test the reason for their exceptional value as advertising media is especially emphasized.

The flat advertising rates, the fair and square dealings, the surety of thoroughly covering the field, make THE OTTAWA JOURNAL NEWSPAPERS the favorite "Try Out" ground for national advertisers and Agencies.

In the last analysis it is the esteem and respect in which THE JOURNAL NEWSPAPERS are held by the great mass of the people—the prestige and goodwill that is theirs through long years of sterling service—which has placed them in their present dominating position in the Ottawa Field.

On the following pages are included some letters of appreciation of JOURNAL result-getting and JOURNAL Service which leading Ottawa merchants have been good enough to forward. Space precludes the inclusion of more letters.

Ottawa's largest advertiser says he has found his money well invested in THE JOURNAL. Under date January 16th, 1920, Mr. A. J. Freiman writes:

"I wish to inform you that I have found my money to be well invested when expended for advertising in your newspapers. The increased space I am taking this year speaks for itself. We always increase our advertising in proportion to the increase in our business.

"I could make a few more flattering remarks anent the value of your medium, but I will not do so for fear you may take it into your head to raise the rates."

Liggett's Allen and Cochrane, the Rexall Stores, operate six drug stores at strategic points throughout the city. They form a part of the largest chain of retail drug stores in Canada and are the largest retail drug advertisers. Their letter signed by J. I. Phillips, the Advertising Manager, and dated January 16th, 1920, follows:

"We have for years used THE JOURNAL for our advertising, believing that THE JOURNAL DAILIES carried our message into the homes of the better class of buyers in Ottawa.

"Results have proven our selection worthy and the service given us by your Advertising Department merits an acknowledgement."

Steadfast Energy and Spirit of Service have brought success to THE JOURNAL DAILIES.

Charles Ogilvy, Limited, per Charles Ogilvy, who have been JOURNAL advertisers for many years, write (January, 1920) THE JOURNAL DAILIES as follows:

"Since we commenced to use THE OTTAWA EVENING JOURNAL as an advertising medium many years ago, our business relations with this paper have proved most satisfactory.

"Our aim has been to serve the citizens of Ottawa to the very best of our ability. This we know to be your purpose, too, and we congratulate you upon the steadfast energy and spirit of service which have brought you success. We hope that as the City of Ottawa grows and develops, your paper may grow too, and continue to be an influential factor in that development."

Not a single issued missed in 35 years. The Home of the "Fair Beautiful" gives practical proof of THE JOURNAL'S peculiar value to advertisers of high-grade goods. The R. J. Devlin Co. Limited, write on January 17th, 1920, as follows:

"In reply to your request that we give you our candid opinion of the value of THE JOURNAL NEWSPAPERS from a commercial point of view, we take pleasure in making the following statement:

"For considerably over thirty-five years our advertisement has appeared in the top editorial position of your paper without missing one single issue. Further, since you brought out your morning edition we have occupied the same position both morning and evening in each daily issue.

"We are sure that the above record speaks for itself and that you need no further recommendation from us.

"With best wishes for the continued success of THE JOURNAL publications."

Bryson-Graham's Departmental Store finds THE JOURNAL a factor in the successful business of 1919. Mr. J. J. Pedder, Advertising Manager, writes:

"We have always found THE JOURNAL DAILIES highly satisfactory as advertising mediums.

"The successful business of 1919 has further increased our regard for the JOURNAL DAILIES, for we have no doubt that the advertising we inserted in those papers was a factor in our success.

"From the service point of view—we believe it could not be bettered, having found the management at every turn imbued with a spirit of attentiveness and watchfulness for their clients' interests."

Murphy-Gamble, Limited, Fancy and Staple Dry Goods, have "gone to press" continuously with THE JOURNAL DAILIES since commencing operations.

"Murphy-Gamble, Limited, make a business of dressing a woman for all occasions of life. As distributors of Women's and Children's furnishings, their modern Sparks street store represents a confederation of women's specialty shops operating under one roof. The policy of the management is to make it Commercial Enterprise's best gift to a prosperous community as a shopping centre for women's costuming. Their Tea Room with its Business Man's Lunch is an additional boon. Providing the best, they naturally adopt the best publicity media to keep patronage informed of daily happenings. The fact that they have 'gone to press' with THE JOURNAL continuously since they commenced operations is sufficient proof of their confidence in its achievements."



Printed by The
DADSON-MERRILL PRESS LIMITED
240 Sparks Street . . . Ottawa

