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Letter from Ottawa

— « We are buying more and more merchandise from Switzerland », says Mr. David Morgan, Manager of Morgan's Ottawa store.

Henry Morgan's is Canada's oldest department store ; it was founded in 1845 and is still owned and operated by the same family. The main office is in Montreal where there are four Morgan stores ; it also has two others in Toronto and one in Ottawa.

The administrative capital of Canada is a city of 250,000 people. It is growing rapidly into one of Canada's most beautiful cities. The Ottawa public loves to shop ; the great majority of the city's purchasers are members of the Civil service, but the many Embassies and Legations add a strong touch of the cosmopolitan to Ottawa.

In Canada many shoppers complain that they find the same goods in just about every store. That is why Morgan's have made a particular effort to bring their customers products they wouldn't see in any other store,



Ottawa-Centre block of Canada's Parliament Buildings with the Peace Tower.

Photo : National Film Board of Canada

The women's department on the ground floor of Morgan's in Ottawa. (In the foreground a Swiss blouse.)

Photo : Newton Associates, Ottawa



buyers to Europe to purchase beautiful dresses from such famous Swiss firms as Marty, El & El and Algo. In addition many of the dresses they buy in the Canadian market are made from Swiss fabrics. They also buy blouses directly from Switzerland and find they sell well. Although Swiss products cannot compete in price or variety with the quantities available in the Canadian and U. S. markets, they can and are doing a wonderful job of making products very saleable because of their design, quality and uniqueness », says Mr. David Morgan, who is an authority to be listened to when it is remembered what a prominent position his firm occupies in the Canadian market and the fact that it has always been known for the quality of the merchandise it stocks.

S. C.

Morgan's Ottawa store, in Spark Street.

Photo : Newton Associates, Ottawa

and Swiss merchandise is high on their list of this type of goods. « Our customers », says Mr. Morgan, « like this merchandise as it is different from the usual Canadian and U. S. products which make up the bulk of our stocks. They like Swiss goods for their quality and their design. Over fifty per cent of all the men's ties we sell are made from Swiss fabrics. Our parent firm in Montreal sends



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