



# Exhibition ARRIVALS

## George Hope & Son

Importers of and Dealers in all kinds of

German and English Canaries, Singing Birds, Fancy Birds,  
Parrots, Monkeys, Squirrels, Guinea Pigs,  
Rabbits, Fancy Pigeons, etc.  
Goldfish, Fish Globes, Aquariums, Bird Cages, Seeds, etc.

**BIRDS AND ANIMALS STUFFED AND MOUNTED TO ORDER.**

**BIRDS SHIPPED TO ALL PARTS OF CANADA AND U.S.**

Send for Price List. Pet animals and birds procured at shortest notice if not in stock.

**This month, Cuban Parrots a Specialty, \$5  
109 Queen St. W., Toronto**

slick and clean, so that not a scrap of paper was to be left to indicate that it ever had a former existence, the mere name would be worth a million dollars. Why? Because of the clientage, the reputation, the good name that it has built up during the last twenty-five years or more.

I am not one to maintain that newspaper advertising is the only kind of advertising worthy of consideration. I do say positively and emphatically that I believe it to be by far the best, the most economical and the most lasting in results. The successful man succeeds because he has succeeded first in advertising himself thoroughly. He may not have done this in the newspapers, but most likely his advertising has come through the newspapers. You can, without much trouble, call to mind a breeder of your particular fancy who stands out head and shoulders above his competitors. Why? Simply because you know him better. He has been advertised to you either through the press or by his friends or business con-

tact. In some way the fact has been made known to you, which is nothing more or less than advertising. You probably at the same time can recall another in your line of business, well advertised, but in whom you have no confidence. That is the bad kind of advertising; the serpent-like style that deceives and destroys rather than builds up.

As to the efficacy and power of advertising I need say nothing more; it is self-evident.

In my experience in the advertising business I have been privileged to start a goodly number along advertising lines. I confess that I have never yet attempted to launch a customer on the advertising sea without more or less doubt. My confidence has increased year by year as I see the good results coming from careful work on the part of the advertiser. I deal in advertising just as your grocer deals in sugar, tea, etc., or as your dry goods merchant sells cotton, calico or any other staple. To me it has a fixed and established value just as real as if I could feel it be-