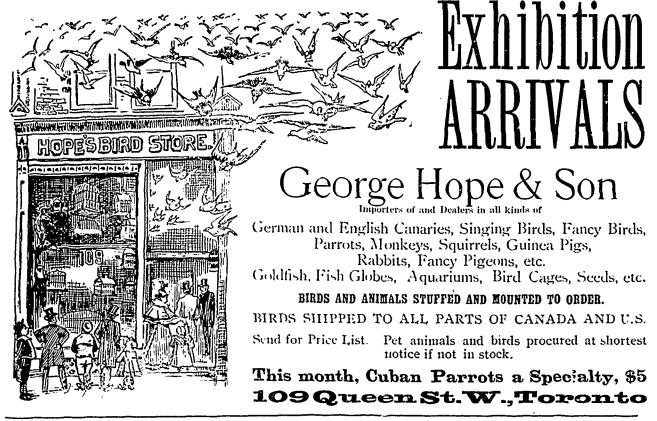
ANADIAN POULTRY YEVIEW.



left to indicate that it ever had a former existence, good name that it has built up during the last twentyfive years or more.

I am not one to maintain that newspaper advertis- destroys rather than builds up. ing is the only kind of advertising worthy of consideration. I do say positively and emphatically that say nothing more ; it is self-evident. 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 deal in advertising just as your grocer deals in sugar, his competitors. Why? Simply because you know tea, etc., or as your dry goods merchant sells cotton, him better. He has been advertised to you either calico or any other staple. To me it has a fixed and through the press or by his friends or business con-Jestablished value just as real as if I could feel it be-

slick and clean, so that not a scrap of paper was to be tact. In some way the fact has been made known to you, which is nothing more or less than advertising. the mere name would be worth a million dollars. You probably at the same time can recall another in Why? Because of the clientage, the reputation, the 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

As to the efficacy and power of advertising I need

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