

To overcome this handicap the local breeder has two courses open. He can quit business and beat the game that way, or extend the field of his operations until he has a market large enough to buy what he has for sale. In brief he should seek publicity for his stud, herd, or flock, by advertising. Farmers with only a few head of breeding stock may consider they are not warranted in going to the expense of advertising, but as a matter of fact they are the ones who should use advertising space in a good farm paper. Breeders who are exhibitors at national and international exhibitions gain publicity for their stock in this way or have earned the value of advertising in creating demand for their stock. Their selling field is as large as the area over which the journals circulate that carry their advertising. Their own locality is not depended on to provide purchasers year by year for all their surplus stock. The adoption and following out of this system of selling in the live stock business has built up practically every breeding establishment of repute in the Dominion. It can be followed as readily by the breeder with two head for sale as it can by the man with two hundred. It is a good thing to raise superior pure-bred animals but they must be disposed **of** to good advantage.