

Advertising and Selling Stock.

Next in importance to having good pure-bred stock, kept in good condition, especially those one wishes to dispose of, is by judicious advertising to let it be known that one has such for sale. There are two principal methods of advertising pure-bred stock. One is to show representative specimens of one's herd or flock at the fairs, taking chances of winning a share of the prizes, thus securing attention and more or less publicity, according to the character of the exhibition at which one competes. If it is a show of provincial importance, the stock may be seen by visitors

that the visiting public judge of the comparative popularity and usefulness of the several breeds largely by the number and character of the exhibits in each, and for this reason loyalty to the breed of his choice and his interest in the dissemination of that breed should be an incitement to every breeder to fit and exhibit something good enough to be creditable to himself and the breed. While, therefore, we hold that breeders should, in their own and the country's interest, sustain the fairs by exhibiting, we just as strongly contend that the show-yard is not the best place to sell breeding stock in the best breed-

the class of men most likely to want what he has to sell. Many of the importers and breeders who have been among the most successful in making sales of their stock, and a reputation for themselves, do not exhibit, some of them, indeed, never having done so, and yet have found no lack of buyers. Their business has grown into large dimensions, mainly through correspondence resulting from judicious advertising, but also to a considerable extent through personal visits at their homes by men who have noticed their advertisements.

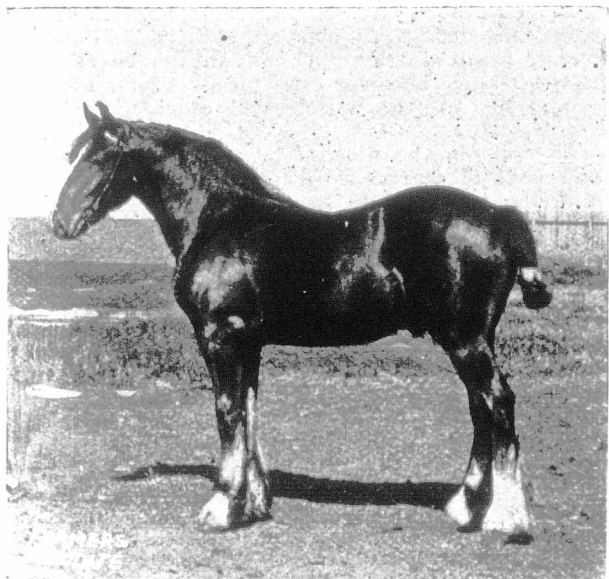
One of the advantages of advertising is that it is cumulative; that is, it is not for the present only, but a man's name and address as a breeder of a certain class of stock having been for a time before the public as such, it becomes fixed in the mind of the reader, and when that class is wanted the name recurs unconsciously to the memory, and besides, the more one is talked of in that connection the wider his reputation grows, like the ripple in a lake caused by the casting in of a pebble. People are apt to get the impression that advertising rates in first-class papers are high, and to doubt whether the returns will justify the cost, but they forget that advertising by exhibition is much more expensive and the field much more circumscribed. Does it never occur to these people that the papers having the highest standard of rates have the largest circulation, and are read by the largest number of farmers and patronized by the most enterprising breeders and business men, who have studied the various methods of advertising, and learned from experience the most advantageous. These men have realized that not infrequently by attracting one good customer, and often in one sale, they have been more than repaid the whole cost of their advertisement for a year, and this has also in many cases been the experience of smaller breeders, who often have quite as good stock for sale as some who make more pretentious claims. It is due to the increasing advocacy of the advanced agricultural press that the farming community generally has come to appreciate the outstanding value of improved live stock.

A continuous yearly advertisement, in the opinion of the writer, as the result of experience and observation, is the most profitable and satisfactory, since it stands to reason that parties desiring to purchase stock will look up the list of advertisers of the breed they are interested in, and the occasional advertiser not being found in the list receives no enquiry in that case, while his neighbor, who is advertising steadily, may secure valued customers by this means.

Much of the benefit of advertising may be lost through indifference in the wording of the announcement, or by failure to order changes necessary to make it attractive and seasonable and keep it up to date. Carelessness and lack of promptness, too, in answering correspondence is often accountable for failure to reap the best returns from advertising. When an enquiry is received it should be carefully read, and the points on which information is asked noted in order that they may be all covered as explicitly in the answer as can reasonably be expected, the description and breeding being fairly and clearly stated. As the enquirer in many instances has little idea of the location of the advertiser, it is well to make this clear in the advertisement as nearly as possible, and also upon one's letter-heads or envelopes. Every breeder who expects to do business with the public should also have an atlas or map of the country in his house, if it be only a railway map, as by this and the mileage statement on the time tables, he can form an approximate idea of the distance his correspondent is from him, and can, by enquiring of the railway agent, give him an idea of what the freight or express charges will be, which may be the means of securing a sale, and if a price can be quoted, including the expense of transportation, so that the buyer may know just what the animal will cost him at his own station, business may be much facilitated. To a Canadian breeder a copy of the Canadian Almanac, which contains, besides much other useful information, a list of all the post offices in the Dominion, and the nearest railway station, will be found to be very convenient and helpful. Care and attention to shipping stock comfortably and in good condition, in order that the animals make a good impression on arrival at their destination, is also important, as

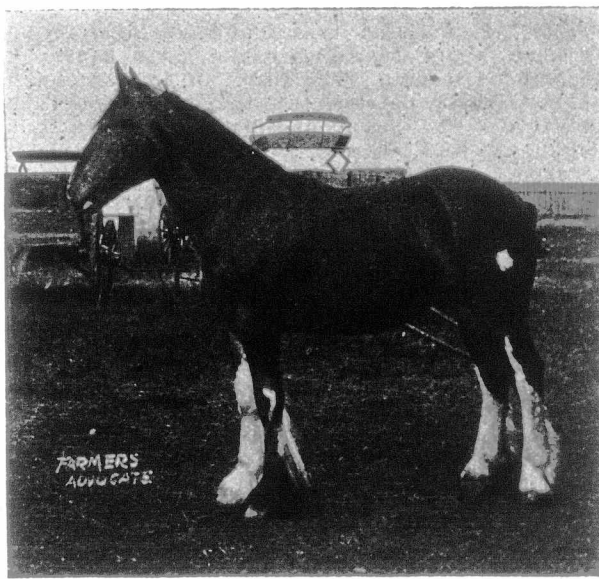


LORD BANFF, ASCOTT MAYFLOWER, LADY WATERLOO B. 2nd, EMPRESS 12th, AND CICELY AS A CALF.
IMPORTED SHORTHORNS IN THE HERD OF W. D. FLATT, HAMILTON, ONT.



LORD ROBERTS.

Second-prize yearling Clydesdale stallion at Winnipeg Industrial. By Imp. Heirworth 5086, out of Gipsy Queen.
OWNED BY D. FRASER & SONS, EMERSON.



LITTLE BOBS.

First-prize yearling Clydesdale stallion, Winnipeg Industrial.
BRED AND OWNED BY J. E. SMITH, BRANDON.

from a comparatively large territory, and if prizes are won, the list being published by the more enterprising papers, a more or less wide circulation may be given to the standing of the stock competing. The successful exhibitor may win sufficient in prize money to pay the expense of preparing his stock and placing it on exhibition, and if very successful may win more than that. The unsuccessful gain some knowledge from experience and observation, and, profiting by this, may make a better record later on. In the interest of the breed, and that means the interest of the breeder, it is desirable that a strong representation be brought out to the fairs, for there is no doubt

ing condition. Stock in that condition taken to the fairs compares badly with highly-fitted animals, and is not likely to be estimated at its true value by intending purchasers. For this reason we find a very much smaller number of animals taken to the fairs for sale than formerly, though, as a rule, more carefully selected and fitted, breeders more and more availing themselves of the advertising columns of the agricultural and stock journals to inform farmers and breeders of what they have for sale. And this is the medium which at all seasons of the year, over a vast territory extending as widely as the circulation of the paper, brings a man's stock to the notice of just