

BOOM-REPUTATIONS.

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R.I.

A BOOM-REPUTATION is one that is secured by a persistent course of advertising, not only in the advertising columns of the press, but in the columns devoted to reading matter. This advertising, when it is not wilfully false, is nevertheless false in its effects, for it is the skilful misrepresentation which springs from the statement of some truths and the suppression of others. The favorable facts are stated, the unfavorable are suppressed, and the conclusion is therefore misleading. It is as if one should state that the Dorking was an admirable table-fowl, of the most tractable nature, a perfect setter and good mother, and clothed in an attractive plumage, all of which would be true, but the facts against it: its very moderate prolificacy, the delicacy of the chickens, and the deadly effect

of dampness upon it, are kept from view. If all the facts are stated one can then judge whether the fowl is suited for his purposes, but if a portion only, and that the favorable part, is stated, he may be led to select a fowl utterly unsuited to his needs. But in most cases when booming is resorted to, there is either an absolute fabrication of facts, or such an exaggeration of the favorable ones that it is as bad as if everything were false.

Boom-reputations are fleeting. They rest, not on the genuine foundation of merit, but on the quicksands of untruth. They cannot abide. They may force the fowl for a short time upon the public, but the test demonstrates the falsity of the claims and the fowl drops out of sight.

They work a great injury to even meritorious breeds, for they induce people to buy them for what they are not, and as soon as they discover the fowls lacking in this quality, they believe them de-

ficient in all qualities. No worse fate can befall a breed than to fall into the hands of those for whose use it is not adapted. If one should buy the Dorking for layers or the Leghorn for table-fowls, having been led by misrepresentations to believe that in these respects the respective breeds are very superior in merit, he would discard them after a short trial and announce to all his acquaintances that they were worthless fowls.

Consider the history of breeds which have had a boom in our day. The silver Wyandotte is a good example. It was more talked about and more written about, and more misrepresented than any fowl before its days. Impossible statements were backed up by impossible pictures. The fowl boomed. Its buyers were numerous. It was a good fowl, had real merits but the unblushing falsehoods which brought it into popularity, worked it great harm. It fell from its high pinnacle, and has not yet fully recovered its prestige. It is thought by some to be slowly retrieving its fallen fortunes, but it will be a long time before it receives the favor that it really deserves.

The white Wyandotte followed in its steps, but it was less persistently boomed and it shared the public favor with other white fowls—Plymouth Rocks and Javas—so that it did not receive so serious a setback as its predecessor. Yet, despite its great merits, a reaction set in, and for a period it was held in but small favor. Its merits have, however, served to bring it back, and it now enjoys a high degree of popularity. Then came the Indian Game, a magnificent fowl, but for which some claimed merits that it was impossible any fowl should possess. It boomed; everybody bought Indian Games. But the boom died, and the Indian Game came near dying with it. It lost almost all its popularity.

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