On the first of the year we hope to be at home in our building. We shall then have as handsome a publication office as any horse paper published, and probably considerably handsomer. Here we shall be pleased to welcome our visitors, subscribers, advertisers, and anyone who is in any way, shape or manner connected with the trotting horse.

La reine est mort, vive la reine! Last year Sunol wore the purple, and people thought that many a day would pass and many a heat be trotted before her record of 2:08¼ over a kite shaped track would be lowered. Now the peerless Nancy Hanks is queen and mark the difference: 2:08¼ — 2:04! Four great, big, fullgrown, elegant seconds chopped off the record, and best of all, Mr. Bonner does not own the mare. That last is a mercy, if it were not so it would be Good-bye Nancy, as it was Good-bye Maud! And a long farewell at that!

The following are the trotters and pacers that have gone in 2:10 or better: Nancy Hanks, 2:04; Kremlin, 2:07¾; Martha Wilkes, 2:08; Stamboul, 2:07½; Sunol, 2:08¼; Maud S., 2:08¾; Palo Alto, 2:08¾; Allerton, 2:09¼; Moquette, 2:10; Alix, 2:10; McKinney, 2:10; Nelson, 2:10; Jay-Eye-See, 2:10. Pacers—Mascot, 2:04; Hal Pointer, 2:04½; Direct, 2:05½; Flying Jib, 2:05¾; Johnston, 2:06¼; Jay-Eye-See, 2:06¼; Guy, 2:06¾; W. Wood, 2:07; Silkwood, 2:07½; Roy Wilkes, 2:07¾; Blue Sign, 2:08¼; Storm, 2:08½; Vinette, 2:09¼; Manager, 2:09¾; Robert J., 2:09¾; Crawford, 2:09¾; Winslow Wilkes, 2:09¾; Cricket, 2:10; Major Wonder, 2:10; Gambrel, 2:10.

November 17th, 1892.

Dear Sir—Your kind favor covering the request of The American Horse Monthly for my photograph for publication purposes is received. I thank you and them for the compliment, but I would have to have a photograph made to order and re-touched in lines and shades of beauty in order properly to hold my own in such a gallery of likenesses of good looking men as they propose to print. They can quite consistently leave me out as the others have all reached the honors of editorship, while I still lay behind, an humble correspondent. Please extend my thanks to The American Horse Monthly. Very truly yours,

"Hark Comstock."

The above letter from Mr. P. C. Kellog (Hark Comstock), will explain to our readers why we do not present a photograph of this well-known writer in connection with the group on another page.

ADVERTISING STALLIONS.

The breeding of stallions is to a certain degree a matter of opinion, for whereas one man may fancy the blood lines of a certain horse another may not. A is a young stallion bred in a certain way, B is another bred in different lines. One man might far rather prefer A to B, and *vice versa*. You cannot dispose of your stallion's services as you can corn or pork. He must be brought before the thousands in a prominent way and his peculiar points of excellence brought out. Almost every stallion will breed more profitably to a certain class of mares than others, and his productiveness will depend largely to finding that class of mares. This can only be done by advertising. Indeed, no man can expect to get mares from a distance unless he do advertise, for prominent as his stock may be and of unquestioned ability to produce speed, we must always remember that every one does not know our stallion as well as we do ourselves. Examine the books of some of the stallions which are advertised, and what will you find? You will see mares from all over the country, and if the stallion be prominent, well bred mares. The result of this will be good colts which will do the horse credit and very likely prove trotters. No man will send a poorly bred mare any great distance, as if she be not well bred he will not be as particular to what class of a stallion he breeds her, and very likely can find something that will suit him near by. It is well known that the better the brood mare the better the colt, for the breeding of the dam has almost as much to do with the production of speed as the breeding of the sire. A good stallion can get good drivers from an ordinary mare, but to get a trotter from a cold-blooded or poorly bred mare is a freak of nature. And as trotting freaks are few and far between, we should do everything in our power to avoid them. Get the very best brood mares you can, and the only way to do this is to bring the qualities of your stallion before the people, and if he has merits he will get mares whose breeding will be in proportion to his merits. A gentleman once told the writer that as his stallion had been a prominent winner and was standard bred he could get plenty of good mares without advertising. He got lost sight of, however, in the crowd for a season or two, and only came to the surface by well written ads. It is an old saying that we cannot dispose of anything unless we let people know we have it. Any advertisement will not do, nor will any advertising medium pay. Your advertisement must be made in some way distinctively prominent, and an advertisement writer can do this best.

It costs money to patronize the columns of all papers, so we must use only those which will be profitable to us. We should always see that the paper and those running it are, to use a trite word, *hustlers*. There are some papers that are run in too mechanical a fashion. They contain nothing live, fresh, bright and cheery. They have too much of the dictionary style to them, and contain little but ponderous records and uninteresting advertisements. Few men realize that the advertising part of a paper can be made enjoyable to look at. This is so, however. There is life, at least we think so, in a painting, but that life is inanimate paint and dead canvas blended so as to appear animate.