

Bonneval Farm.

MOUNT CARROLL, ILL., Dec 3, '90.

THE HORSEMAN, Chicago, Ill.:—Please state in your next issue that box 200 has purchased a stallion through your paper and takes this method to stop the letters. I have received over one hundred letters from the advertisement.

Yours truly, G. C. KENYON.

Lockhaven Stock Farm.

BURBANK, CAL., Dec. 3, '90.

EDITOR HORSEMAN, Chicago, Ill.:—In answer to the advertisement in your paper I received some fifty replies. All sorts of horses and all sorts of prices were represented. I finally selected Ashwood and bought him without seeing him, and am perfectly satisfied. I shall avail myself of your columns under like circumstances.

Yours very truly, O. H. LOCKHART.

Oak Lawn Stock Farm.

COLUMBIA, TENN., Dec. 16, '90.

THE HORSEMAN:—I inclose check for accompanying bill. I have answered thirty-five letters in inquiry from fifteen States. Please insert the new "ad" one time in one inch and send bill. Respectfully,

T. N. FIGGERS.

Lynn Bros. Stock Farm.

THE HORSEMAN.

CANFIELD, O., Dec. 15, '90.

GENTLEMEN:—We wish to enter our testimony to THE HORSEMAN's value as a great advertising medium through which to sell a good horse. To our recent "ad," one issue we received sixty five replies from sixteen States, two territories and Canada. From New Hampshire in the east to Colorado in the west, Canada in the north and Louisiana in the south. This is positive evidence that THE HORSEMAN is a live journal, read by live horsemen and that the McGregor blood is in demand. Yours,

LYNN BROS.

Chas. W. Crossan, Attorney-at-Law.

BETHANY, Mo., Dec. 27, '90.

PUBLISHER HORSEMAN, Chicago, Ill.

DEAR SIR:—Please discontinue our "ad" in THE HORSEMAN for trainer. If I wanted to be president I would put an advertisement in your columns. I have enough applicants to supply the State of Missouri with trainers.

Very truly yours, CHAS. W. CROSSAN.

Norwood Stock Farm.

THE HORSEMAN.

NORWALK, O., Dec. 26, '90.

GENTLEMEN:—I find your paper the best advertising medium I have ever used and will use it again.

Yours truly, C. A. PAUL.

M. P. Longley, wholesale and retail grocer, of Lynn, Mass., under date of January 13, 1891, writes THE HORSEMAN's Eastern Department:—'Will you please state in your paper that Country Girl, 2:21½, has been sold to Virginia parties, and stop this avalanche of letters. I have received a basketful of them in answer to my advertisement in THE HORSEMAN, and still they come. I have not had time to answer all these letters, so please help me out, as I wish to be courteous to my correspondents.

Truly yours, M. P. LONGELY.

SOUTHPORT, CONN., April 11, 1891.

THE HORSEMAN, Chicago, Ill.,

DEAR SIR:—I have been very agreeably surprised at the result of my "ad" of "Nimbus" in THE HORSEMAN. I received a greater number of replies than from any similar advertisement in any other paper. The first man who came to inspect the horse took him at my price.

Yours very truly, CHAS. M. GILMAN.

NEW YORK CITY, March 9, 1891.

THE HORSEMAN,

GENTLEMEN:—Don't stop our advertisement of Hoof Stuffing, as it worth more to us than any "ad" we have ever had.

Yours, ATKINS & DURBROW.

MAYFIELD, N. Y., March 16, 1891.

THE HORSEMAN:—Please insert enclosed "ad" for one month. I advertised three last spring, receiving sixty-two letters in answer and resulting in selling the three head to a party who re-sold one for as much as he gave for the lot.

Yours truly, D. GETMAN, JR.

BENNINGTON, VT., March 2, 1891.

DEAR HORSEMAN:—I enclose three descriptions herewith, which please publish this week. My Christmas notice in THE HORSEMAN disposed of the horse "Sunlight" and the Green Mountain Stock Farm. Respectfully,

J. H. BARNEY.

SALEM, N. J., Feb. 10, 1891.

HORSEMAN NEWSPAPER Co.,

GENTLEMEN:—Your paper with Stallion announcement already to hand, as also inquiries for particulars of Bellman. THE HORSEMAN seems to be the boss medium for reaching first-class breeders. Respectfully yours,

CLARK PETTIT.

IF YOU HAVE GOOD STOCK THAT YOU ARE WILLING TO SELL FOR A FAIR PRICE, SEND YOUR ADVERTISEMENT TO "THE HORSEMAN."

WE DO NOT GUARANTEE TO FIND A PURCHASER, BUT WILL PLACE THE ANNOUNCEMENT BEFORE THOUSANDS OF HORSEMEN.