

The time was when an advertiser could well afford to patronize all turf papers, as the number was limited, but keen competition in his own line of business, and the large number of papers published, has already taught the **shrewd, successful breeder and business man** to place his advertising in a more limited number of mediums and base his selections on cold **facts**. Circulation is considered before sentiment, and popularity given the preference over age; the **cost** of an advertisement is the last consideration, the ground covered and returns to be obtained the first.

We freely admit the prices charged in THE REVIEW are higher than any other turf paper printed, but they are based on the number of our subscribers, and, circulation considered, it is cheaper advertising than can be obtained for the same amount of money in any other way.

That the **cost** will keep a large number who look at advertising as money thrown away, or that class where cheap prices are the only consideration, from advertising in THE REVIEW there is no doubt, and as a result there will be a smaller amount and less number of advertisers.

The man who selects **choice** animals and breeds to the **high class** stallions; who does not let **price** interfere too much with the aim sought, will make **more money** than he who breeds **cheap mares** to **non-standard** horses, because the **first outlay** is not so great, and the same rule holds good in selecting an advertising medium.

THE REVIEW not only has the largest circulation, but spares no pains or expense to give its readers all the news at the earliest date possible, and that, too, at a price per year within the reach of all interested in the trotting horse. As a result, the high and the low, rich and poor, watch each week for THE REVIEW, and its popularity, circulation, appearance and interesting contents is beyond that of all other and higher priced journals. It is taken not only by those who take the higher-priced papers, but by thousands throughout the country who do not care to pay \$4 or \$5 per year, but who do take THE REVIEW at \$2 per year.

The careful man in placing his advertising has many things to consider, not the least of which are the facts above. Should THE REVIEW receive a share of your valued favors, everything possible will be done to make the returns to your entire satisfaction and profit, and warrant your favoring us with a share of your future patronage.