The Horseman:
Eastern Dep't.
E. C. WALKER, MANAGER,
TEMPLE COURT BUILDING, NEW YORK.
P. O. Box 1850.

NEW YORK N.Y. APR 23 7 PM 1892

E. B. Emory, Esq
Centreville
Md.

E. C. WALKER, (VERITAS,) MANAGER, E. D.

D. J. CAMPAU, PRESIDENT.
FRED. W. BAKER, SECRETARY.

The Horseman:

Eastern Department.

1035 TEMPLE COURT BUILDING, 121 NASSAU STREET, COR. BEEKMAN,

NEW YORK, April 23, 1892 1891.

E. B. Emory, Esq.,
Centreville, Md.

My dear sir:

Your favor of 20th inst before me and I note carefully all you say. I have entered the ad. for one month from issue 28th inst, $34., being lowest net rate for 1/4 double col., same as copy you sent me. I have already advised W.R. Janvier of Gaunt & Janvier, Agent for Pears' Soap, 365 Canal St., this city, to breed ~~all~~ some of his best mares to Happy Russelland gave him circular ~~of~~ our friend Brooks sent me. His only objection was that the horse is a pacer, but I told him that he invariably gets trotters and is intensely trotting bred himself. From Mr Moore's latest letters I judge he has changed his base and will stick to Di~~ctator~~rector only as his tested sire and will take two young stallions highly bred Wilkes and Electioneer stallions to bring out as sires. I argued with him that the surest way is to breed to tested sires and have written an article on that point for next issue in which I have pointed to Happy Russell among others. I will quietly submit your proposition to Mr Moore in a confidential way and report progress. I am glad to hear of ~~his~~ Happy Russell's success and hope and he will live long and make you richer. Any items of a track, road or breeding nature of general interest that you may send me will be cheerfully published.

Yours most truly, E C Walker

(Emory, 2)

Memo: I recast the form of ad. without disturbing the facts you bring out. I make the top lines more catchy and add something which shows Happy Russell's breeding at a glance. I end the ad. by stating he is making the season at $150 etc. at Poplar Grove Stock Farm, so as not to take up valuable space at the top. The main thing is to let the public know at first glance that Happy Russell (4) 2:21 1/2, sire of Happy Bee (4) 2:17 1/4, etc., is in the stud, and then breeders will read on for particulars. I think you will like the ad.

Yours,

E. C. W.