

**FOREST PARK TRAINING  
AND BREEDING FARM,  
LEXINGTON KENTUCKY**

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Forest Park Training and Breeding Farm, Lexington Kentucky by Various

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**VARIOUS**

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## MY VIEWS ON DEALING WITH THE PUBLIC AND SOME OTHER INTERESTING REMARKS IN RELATION TO BUSINESS.

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In presenting my annual catalogue for the season of 1884 to the public, I deem it necessary to make an explanation and give my reasons for presenting it in a form different in some respects from that adopted by some of the leading breeding farms. In compiling this catalogue I have endeavored to make the pedigrees as brief as possible, and have not extended the pedigrees farther than just enough to show the desirable strains of blood contained in each animal, and have been influenced more by a desire to present the facts in as brief form as the pedigrees will admit, than by a wish to spread them and make them appear *big on paper*. I much prefer one or two good crosses close up on the dam and sire's side of the animal catalogued, even though the pedigree appears short, than to have three or four pages devoted to the bringing to notice of all the great, great, great, great grand sires, grandams, cousins, uncles and aunts, tracing back almost to the identical progenitor of the race that found refuge in the Ark. To new beginners who are not familiar with what strains of blood have produced trotters, and are fashionable and to be desired in a pedigree, these long drawn out pedigrees are often misleading, and in purchasing an animal whose pedigree has been through *the lengthening process* they flatter themselves upon having secured a prize because the pedigree is long, and with a sense of great pride this *ancestral panorama* occupying several pages of an ordinary sized catalogue, is displayed before the wondering eyes of their uninformed neighbors and who are expected to patronize the horse should he have been bought for stud purposes. Any new beginner who is not familiar with the speed producing crosses, and who purchases one of these *long pedigreed articles* attached to three or four pages, of g, g, g, g, grand relations will, I fear, be sadly disappointed when he flatters himself that his long pedigreed stallion will command patronage from his neighbors, because, after giving the genealogy of about forty worthless generations, he traces back in his pedigree to this or that illustrious ancestor.

There is not a State or community in the Union (where it would pay to stand a horse), but what is reached by one or more of the reliable newspapers devoted to the interest of stock raising, and the people each year are becoming better informed as to which are popular and speed-producing

elements in a pedigree, and their credulity can not be imposed upon by a long string of worthless crosses that amount to nothing and which are only calculated to mislead the few uninformed. One good sire and dam, positively known as possessing individual merit, are worth more in a pedigree to me than four or five pages of a catalogue filled with the names of distant ancestors, and laboring under this belief has prompted me to refrain from extending the pedigrees in this catalogue to any very great extent, merely for the sake of making them look *big*.

I don't wish to impose upon or bore intelligent men with the repetition of a long roll of names that really amount to nothing, but have endeavored to present the breeding of the stock I offer for sale in as brief and concise a form as possible. Almost any pedigree, with the assistance of the valuable stud books can be extended and drawn out until it is made to assume "Jumbo-ic" proportions, and where it becomes necessary to get one up in this style, for the sake of making up for the deficiency in close up and good crosses, the party purchasing generally find they have an elephant on hand that is hard to dispose of.

As will be seen upon an examination of this pamphlet, I omit all foot notes, merely giving the color, age, records, and pedigrees of each animal so far as known and believed to be correct. The addition of foot notes, giving description, promise of speed, disposition, &c., may be regarded by some as one of the most essential things in a catalogue, and while I admit they are sometimes useful, in giving information to parties who contemplate purchasing a colt, still I think there is a better and more satisfactory way for the prospective buyer to get all the information he wants in regard to the animal he wishes to purchase, and that is for him to "come and see for himself."

Another reason why I omit foot notes is this: Take, for instance, the catalogue of almost any breeding establishment embracing from fifty to hundreds of head of stallions, mares and colts, and in scarcely any of the foot notes will you find a single word detrimental to the sale of the above animal, but each and every one possesses, in a remarkable degree, some desirable quality, is the "best gaited," the "most stylish," "very promising," "good bone," "sure to make a trotter," and such expressions and many more, make up the tone of foot notes. Now any man who is familiar with the business of conducting a breeding establishment knows from experience that where a whole stud of horses of a hundred head, or even a less number, are represented in the above terms, as is generally the case, that such cannot be a true statement of the facts, for out of so great a number there are always some that are not worthy of the mention made of them, still each and every one, are said, have one or more desirable qualities to commend it to buyers. Recognizing the fact that foot notes, as they are now generally used, are so little to be relied upon as giving a true description of the animal offered for sale, and as it appears to be "the style" to extol only the

good qualities and omit the bad, I prefer to "drop out of style" and omit foot notes altogether from this catalogue, and, as I said above, *Let the buyer come and see for himself*. If any one desires to purchase, and, upon examination of this catalogue, should find anything whose breeding suits them, they can get a close description of same by letter, giving price and all information pertaining to the animal, and should they wish to purchase without seeing the animal they can do so with the assurance that it will come fully up to the description in every particular; but I much prefer that parties who want to buy, should come and make a personal examination of my stock, or when not convenient for them to do so, I would suggest that they commission some friend, upon whose judgement they can rely, to come and select for them, which would be more satisfactory both to the purchaser and myself. I am at all times pleased to exhibit my stock to visitors (whether they desire to purchase or not), and thereby give men an opportunity to judge for themselves, and I am sure they will find that the stock corresponds with the prices; not all pedigree and no horse or mare with it.

I never have, and never will, pay any correspondent of a newspaper, magazine, or monthly, to write a complimentary notice of my stock and breeding establishment (although I have had many applicants). When I wish to advertise my business, I do so in a legitimate manner, and in such a way that the public can see it is an advertisement for which I pay, and I do not resort to the subterfuge of displaying my stock and business to the public by means of complimentary articles written for the press by some traveling correspondent, whose favorable mention is simply a matter of *dollars and cents*, and the more *dollars and cents* employed, in nine cases out of ten, the more the picture is over-drawn, and the public imposed upon and made to believe that such and such a man's stock are far superior to all others, when if the truth were known and the small matter of *dollars and cents* not brought to bear on the case, there are other establishments containing just as good, and in many instances a better stud of trotters than the ones so favorably commented upon, but whose proprietors having incurred the displeasure and ill will of some of these *Traveling Authorities* by a refusal to pay them to "*write up the place*" are made the recipient of their dirty slurs, and they scarcely ever get an opportunity pass in which to give him a *dab*. I presume it requires considerable time for them to recover from the disappointment in failing to get "*the job of writing up your place*," and from the little conscience displayed by some of them. I can't understand why it requires so much time to obliterate their hard feelings (as only gentlemen of character and principle are supposed to never forget an affront). I suppose they experience such a keen sense of chagrin and mortification, when after intimating that a *few dollars* would be a *rather strong incentive to work on*, the proprietor having *tumbled to their racket*, quietly informs them that he does not pay to have his place advertised in any but

the legitimate manner of so many words to the inch and at regular advertising rates.

Now I have, from time to time, been the recipient of many kindly notices in the leading newspapers of the country, and for which I feel highly complimented and thank my friends, the editors and correspondents, and am sincere in my appreciation of their kindness, and know that friendly motives prompted them, as the articles were unsolicited and not a mere matter of dollars and cents, but were written voluntarily and through true friendship.

From the above, it will be seen that I DON'T PAY WRITERS FOR BLOWING AND MISREPRESENTING MY STOCK IN PRINT, and am not, as some breeders, fearful that when the stock are led out for the inspection of visitors, some one should say, *they look better on paper* than on the ground, which, I imagine, would cause the owner to feel rather cheap and necessitate a considerable effort on his part to find plausible excuses for the stock not appearing as represented.

Another point which I desire to call attention to in this card is this: As is well known to all proprietors of stock farms, gentlemen of means, who desire to purchase, are frequently accompanied by a so-called friend, or judge of horse flesh, and feeling that they are not competent to judge for themselves, rely principally upon what this pretended friend and expert may advise in regard to making a purchase, and if he should say buy this one, or that one, they put up the money without the least hesitancy, relying upon the superior judgement of their experienced companion to select that which will best answer their purpose. Perhaps, by giving a history of the "*inside workings*" of such cases, it may be the means of saving some gentleman of capital from being robbed out of a handsome commission in this friendly manner. Now, it is frequently the case that this *experienced friend* will tip the proprietor the wink and calling him aside, inquire in an undertone what is the price of such an animal, and being informed of the price, will say to the proprietor, "*Now, see here, I would like to make a little out of this myself; this man don't care for the money; you just add ten or twenty per cent. on your price for my commission, and I will be instrumental in making a sale.*" In such cases the additional per cent. always comes out of the pocket of the buyer, as the seller can well afford to pay a handsome commission and still realize more from the sale of the animal than it is really worth. Now, the above I know to be facts, as I have been approached on this subject and given to understand that by entering into an arrangement of the above nature, would be the means of accomplishing a sale. I am happy to say, however, that *overtures of the above kind are never made to me more than once by the same party*, and I am well aware that in these instances I have missed making sales, but I have the satisfaction of knowing that I have never been guilty of practicing this system of robbery, and gentlemen who negotiate with me for any thing in



this catalogue, can rely upon one thing, and that is the price asked on all occasions is the *lowest dollar* that will buy the animal, and they are privileged to investigate the matter and see if my prices are not the same to all parties at that date; of course, where more than one animal is purchased, there may be some reduction made in the price.

In connection with the above, let me state here, for the benefit of that class of men who accompany gentlemen of means, with the expectation of robbing them whenever a favorably opportunity presents, **THAT I PAY NO COMMISSIONS**, and would advise them to waste none of their valuable time by calling at Forest Park.

In conclusion of this subject, let me say to gentlemen of capital, who never having had opportunities to become a good judge of horse flesh, and feeling that they cannot rely upon their own judgment, engage the services of some expert to counsel and select for them. I say, *be cautious gentlemen, as to whom you employ, and select only a man with whom you are personally acquainted and whose integrity is beyond question*, for, if you pick up a party here and there, you are liable to be robbed by your "*experienced*" friend.

It is not my desire to cast any reflection whatever upon the gentlemen engaged in the regular live stock commission business, for I have many friends engaged in this business who are reliable and honorable men, and their manner of conducting business is legitimate, and I can heartily endorse them as fair dealers and men upon whom the stranger can rely. The foregoing condemnatory remarks are intended solely for that class known in Kentucky as *Leggers* and *Backcappers* who, for the sake of making a few dollars out of the stranger (*who is unfortunate enough to fall into their hands*) will induce him to purchase that which they know to be worthless, and which is not what the purchaser is looking for. I **EMPLOY NO "LEGGERS" EITHER AT HOME OR ABROAD**, and when visitors come, if they feel they are not competent to select for themselves, let them bring some reliable and honest man of their acquaintance with them, and I have no fear but that my stock will show for themselves and be judged according to their merits, and should I have nothing to suit the visitors, I will feel satisfied in knowing that my stock have not been "*backcapped*," but have been inspected for what they are worth.

When I started in business I made it my motto never to refuse to price any thing I owned, and to make the rates asked on all occasions reasonable, so that no one would ever be able to say that he did not receive the value of his money. I expect to abide by these rules as long as I continue to trade and remain connected with my present calling.

The foregoing remarks will make it evident that everything in this catalogue is for sale. Moreover, I do not hesitate to say that the prices are as reasonable, and as much will be given at all times for the money as any similar establishment in the country, where animals are warranted as repre-

sented. With horses, as with most other commodities, the best are generally the cheapest; and the man who wants a first-rate article should at all times be willing to pay in proportion to quality; and indeed, in these days, unless he is willing, the demand is such that he will have to go without. Take for example two colts of the same age. One of these might be cheap at \$10,000 and the other dear at \$200.

As I am constantly selling, so also I continue purchasing as opportunities offer, and thus keep up supply. I will keep on hand and for sale TROTTER PAIRS for gentlemen who desire driving teams, either for the road or track. And also persons wishing mares bought here in Kentucky, with a view to have them bred to any of my horses, can have my services in purchasing free of charge. I have frequently acted in this capacity, and the result in every case has been eminently satisfactory. This, which I confess is a source of much gratification, is due to the fact that I never buy for another what I would not buy for myself—for the same purpose.

It will be hardly necessary for me to add that every thing in this catalogue is believed to be correct and reliable in every particular; but should an error be found, and the proof be such as to convince me that it is not as represented, then no man will take greater interest or more pleasure in correcting it than

L. HERR.

## REMARKS ON BREEDING THE TROTTER.

I will make a guess to see how it will hit it in 1890. Now the record is in favor of high bred ones—Maud S., 2:10 $\frac{1}{4}$ , and Jay-Eye-See, 2:10 $\frac{3}{4}$ , grandams thoroughbred—and I predict that in 1890 the credit of the best record in repeating heats will still be in favor of a high bred one—that either the dam or grandam will be thoroughbred.

Some who are fighting high breeding may argue that the above were mere accidental hits; but the dam of Maud S., 2:10 $\frac{1}{4}$ , also produced Nutwood, 2:18 $\frac{3}{4}$ , and other good ones by different sires. Many others could be named that have a thoroughbred cross, either in the dam or grandam. There is no use squirming, it can't be got over, Maud S. and Jay-Eye-See (grandams thoroughbred), have beaten all the theories and crosses that have been made since the world began, either by judgement or accidental hits, to say nothing of the innumerable chances against it, very few until late years having had confidence to breed so high in blood. If the number of chances stood as much in favor of high breeding for the last fifty years, it would make a vast difference in favor of high breeding. It is like one chance against five thousand, and still the short side has beaten the long

one. Some have tried and failed breeding thoroughbred mares for trotters, starting on all pedigree and no mare.

My favorite foundation for trotters is a tried trotting sire to a thoroughbred mare of the right form and square gait, and that has produced a trotter herself in 2:30 or under, then we have a strictly thoroughbred mare (the dams of Fisk's Mambrino Chief and Lady Prewitt for example) and the trot to start on, and a good prospect for a trotter in the first or second produce. I have now a select number of brood mares who have either dams or grandams thoroughbred, and in quality are an ornament to any breeding establishment.

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## ANNOUNCEMENT.

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In view of the great and accumulating number of well bred trotting stallions, from all the popular families, and being located in all the States, I reduce the price of services of my stallions as follows:

MAMBRINO PATCHEN (full brother to Lady Thorn)	Insurance \$100
SIR WALTER, record 2:25½, by Aberdeen . . . . .	Insurance 70
ARNOLD, by Goldsmith's Abdallah . . . . .	Insurance 50
MAMBRINO ABDALLAH, by Mambrino Patchen . . .	Insurance 25

First-class pacing mares, and mares having produced trotters, or "trotters themselves," can be bred on the shares—colts equally divided at a year old.

Mares received and delivered, at any of the railroad depots, without charge. All stock at owner's risk.

Mares kept on grass, and regularly attended to horses, at \$5.00 per month. My personal attention to all mares bred, &c.

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## SUCCESSFUL TROTTING SIRE

Must be uniform breeders, getting a great number of colts that can trot in three minutes or less, and frequently a first-class trotter. We must breed where there are many prizes to the blanks. It is bad policy to run or take the risk of breeding a valuable mare to a horse that breeds too many blanks