

Blooded-Stock

If you were buying a horse and he was just a horse you would have to take for granted the things the owner said, and then wait for experience to show if he had spoken the truth.

But if you bought a horse of blooded stock that had a pedigree, you would not need to take the man's word for it. The pedigree would show his ancestry and race and give you an idea of the animal's capacity for speed and endurance.

It's the same in buying advertising space. Some publications sell "just a horse" and you have to take their circulation statement with a pinch of salt.

The EAST OREGONIAN is blooded stock. An A. B. C. statement is the pedigree that tells you what to expect in the way of speed and endurance.