

# There's Money to be Spent this Fall.....



## Better Merchandise... Better Values Are Here...

Manufacturers, Jobbers and Retailers have learned that the cheaper, shoddy merchandise of the past several months has not held up. Better merchandise is the answer. Consumers can now buy with the assurance of better quality at low prices.

Now is the time for merchants to advertise... Schools soon to open, commodity prices ascending, Fall season approaching, and with it slight increases in cost of merchandise which is bound to soon affect re-sale prices.

## Eugene Merchants Have An Efficient Advertising Medium...

The Eugene REGISTER-GUARD reaches practically every home in this trading territory—and reaches all those homes in the EVENING, at a time of day when the entire family has time to read.

The Eugene REGISTER-GUARD offers merchants a complete Advertising Service: Meyer-Both cut service, copy and layout suggestions, and above all a complete circulation coverage at ONE cost. Now is the time to advertise!

### Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER

MEMBER OF AUDIT BUREAU OF CIRCULATIONS—A DEFINITE, KNOWN AND APPROVED INDEPENDENT AUDIT BUREAU