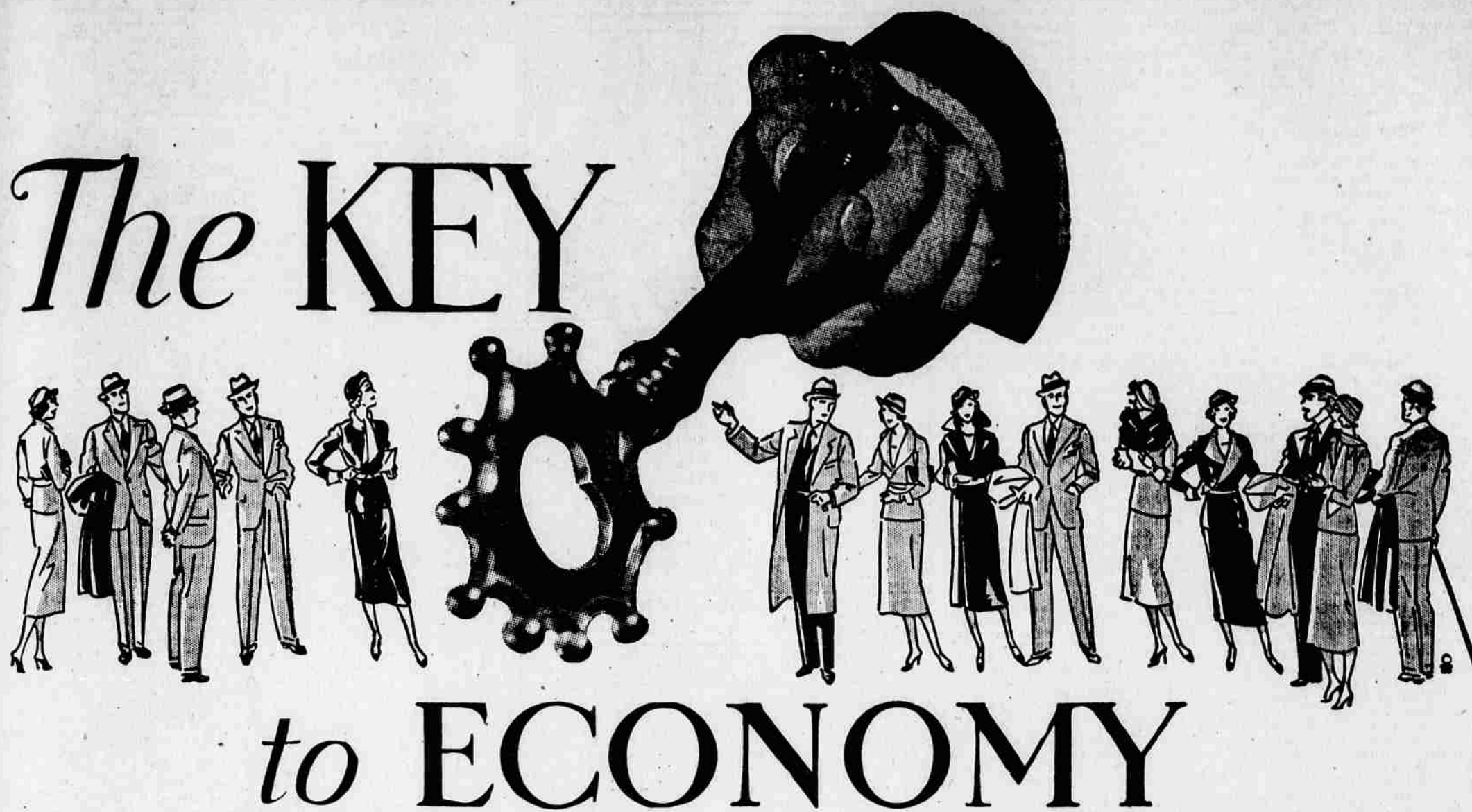




for CONSUMERS

As a purchaser of goods, materials, and services you are chiefly interested in getting the most and the best that your money can buy. It is also to your advantage to be able to buy with CONFIDENCE in the Quality of your purchase and with the expenditure of a minimum amount of time.

THE REGISTER-GUARD IS YOUR KEY FOR ACCOMPLISHING THESE ECONOMIES IN TIME AND MONEY

Its advertisements provide you with the means whereby you can plan sensibly and spend wisely. They provide you with the necessary information as to the market price of the things you need and tell you WHEN, WHERE, and HOW they may be purchased to result in the greatest economy in time as well as money.

The advertisements act equally as an assurance that the things you buy will measure up to your expectations and that your purchases will be backed by service. The advertisements are your key to Economy—and failure to use them is something you simply cannot afford.

for ADVERTISERS

As the responsible head or agent of a business your chief interest is the selling of your goods, materials and services. Your problem is to find the most economical means whereby your products can be introduced to an ever widening circle of buyers.

THE REGISTER-GUARD PROVIDES A MARKET THAT IS BOTH COMPLETE AND ECONOMICAL

It provides you with the means for presenting your product to an interested audience who have formed the valuable habit of reading the ads BEFORE they buy.

The Register-Guard recognizes a definite responsibility to readers and advertisers and has for years given comprehensive service to both. This policy has resulted in mutual confidence... the readers KNOW FROM EXPERIENCE that advertisements in the Register-Guard, read and acted upon, result in their own profit and enjoyment... and advertisers KNOW FROM EXPERIENCE that their advertisements when placed in the Register-Guard, have the confidence of its readers.



THE EUGENE REGISTER - GUARD

THE LARGEST CIRCULATION IN OREGON OUTSIDE OF PORTLAND