

"Look Under the Hood" In Selecting A Newspaper... *says Kenneth Collins.*

(Executive Vice - President, Gimbel Brothers)

"A newspaper, after all," says Mr. Collins, "is a moving van—moving goods from store to consumer. Some of these vans go 20 miles an hour, some 40. Some cost \$25 a day to operate, some \$35.

"In selecting a newspaper, it is vital to look under the hood and inside the body, to ascertain how fast it can travel and what it can carry in large volume."

To lift "The Hood" of newspapers apply the A. B. C. Formula (based on actual net paid circulation) and see how your goods can be moved most quickly, and economically too, to the Eugene and Lane County Market.

Move your goods to the customer in the moving van which

goes "40 miles and hour" and which is most economical to use.

Concentrated within an average radius of 22 miles from Eugene are 12,095 families, or 79.2 per cent of Lane County's total 15,253 families. This same area contributed approximately 90 per cent of the \$16,264,425.00 spent in Eugene's retail stores during 1930.

Comparing U. S. Government Census figures with present-day circulation figures, the Eugene Register-Guard covers this area by more than 85.2 per cent. In the city of Eugene the Register-Guard offers 91.4 per cent coverage.

The Eugene Register-Guard's circulation methods are governed by A. B. C. regulations, which guarantee that advertising dollars buy NET PAID circulation, for which there is no substitute.

Concentrate Your Advertising Where Greater Sales Can Be Made

Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER

MEMBER  NEWSPAPER