

They've never met -YET



WHETHER YOUR
INCOME IS
\$1,500 or \$15,000

ALL AGREE on ONE THING !

Different incomes, different interests — and they live in different worlds. Yet there is ONE thing all three of these Lane County women have in common. They all know how to live smartly, stylishly and well within their means. All three do their shopping in the Register-Guard.

Cake baking may some day give way to country clubs and sewing circles to social secretaries. Bank accounts may grow and living habits change through the years. But there is ONE habit that none of these women will ever unlearn. It is that habit of thrifty buying — of shopping REGULARLY through the ads in the Register-Guard.

\$1,500 a year or \$15,000 a year—smart living means smart budgeting either way. Washing machines or V-16's—the BIG THING is to get the most and best for your money and still have more money left over.

How to be stylish-thought-thrifty is every woman's problem. It is a problem with as many different answers as there are incomes and the Register-Guard ads give you all of them. The mere fact that this newspaper is read by nearly every shopper in town guarantees that YOU will get more for your money through the Register-Guard ads whether your buying allowance is \$500 a month or \$500 a year.

For if the Register-Guard reaches almost everybody (85.5% coverage in suburban area and 88.9% coverage in Eugene), the merchant who advertises in it isn't getting his full money's worth unless his story is interesting to almost everybody. And the one and only thing that every shopper everywhere is interested in is VALUE. Granted that Value is something of a Peas-Porridge-Hot proposition. Granted that some women like it spelled P-R-I-C-E and others spell it Q-U-A-L-I-T-Y. That just means the Register-Guard advertiser has to give plenty of both in his offerings. Since QUALITY plus a REASONABLE PRICE MAKE a Value, everybody is satisfied!

And speaking of satisfying everybody! The Register-Guard has been bringing more pleased customers to more merchants and a LOWER cost of BETTER living to those pleased customers for years. If that isn't keeping all Eugene happy, what is?

You'll Make It Buy More If You Read The Ads Regularly

In The Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER