

More Important Than Leadership Is The Reason Back Of It

A FACT WORTH ANY ADVERTISER'S CON-
SIDERATION WHEN PLACING NEWSPAPER
ADVERTISING.

SOMETHING ELSE WORTH CONSIDERATION
IS THE FACT THAT MORE LANE COUNTY
FAMILIES ARE REGISTER-GUARD READERS
AT THE PRESENT TIME THAN AT ANY TIME
SINCE SEPTEMBER, 1931.



Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS