

Ever Watch a Tug Pull in a Big Liner?



It's thrilling to see the force behind a small tug when it handles a liner many times its own size. It's an outstanding example of concentrated energy.

Many a business has been led into safe channels by a small, but similar concentrated tug, in the form of Register-Guard advertising.

Concentration of advertising in the Register-Guard does two important things: It covers the market adequately, and does it at a one newspaper cost—no duplication, no waste.

Well planned advertising addressed to the 12,743* families in the Eugene area who are daily readers of the Register-Guard will and does bring results to advertisers.

*Register-Guard circulation as of August 20, 1935. The Register-Guard is a member of the Audit Bureau of Circulations which affords the advertiser an accurate means of measuring the length, width and breadth of the circulation he buys from A. B. C. newspapers.

Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER