

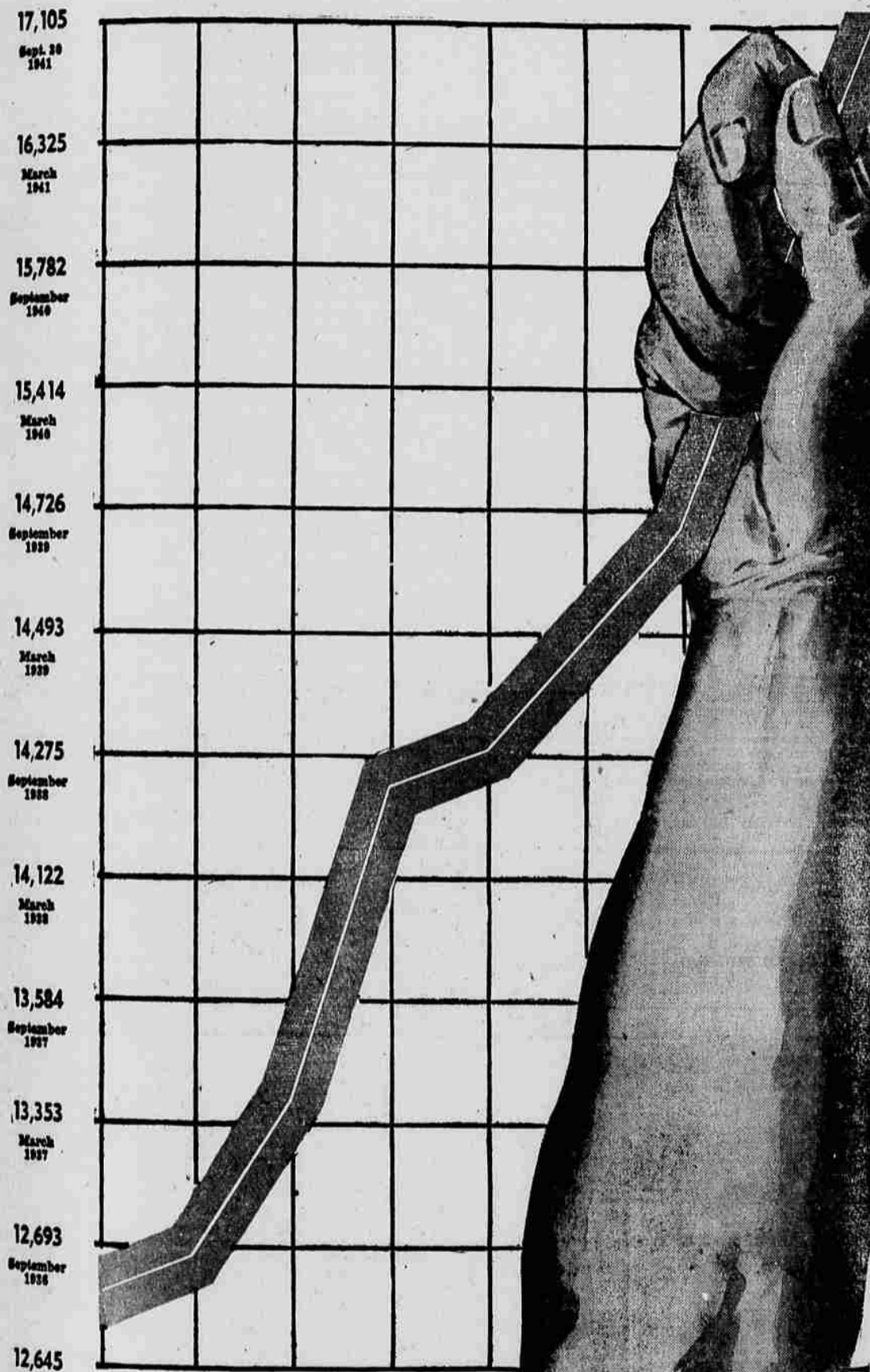
# EUGENE REGISTER-GUARD CIRCULATION

## REACHES ALL-TIME *High!*

TOTAL DAILY NET PAID CIRCULATION

# 17,105

6 months average—ending Sept. 30th, 1941



DAILY NET PAID CIRCULATION

CARRIER AND INDEPENDENT DEALERS	6,988
TOTAL CITY	7,195
SUBURBAN	8,093
CITY AND SUBURBAN	15,228
ALL OTHERS	1,877
TOTAL	17,105

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Without the stimulation of any type of "pressure selling" and without the offer of any premiums, Register-Guard circulation has forged steadily ahead and continues to increase daily at a pace that exceeds Eugene's trading area population gains. More than 89% (89.02%) of the Register-Guard's record circulation is concentrated in the "retail trading zone"—a concentration that permits the advertiser to cover this great market through the use of the Eugene Register-Guard alone.

This all-time high circulation represents gains of 40.8% in the Register-Guard city carrier delivered, 85.1% in suburban deliveries over March 31, 1936. Behind this circulation growth is the Register-Guard's editorial leadership and a product recognized by 17,105 families (daily) as a "good newspaper."

**Register-Guard home delivered circulation is greater than any other newspaper in Oregon outside of the city of Portland.**

**The circulation of the Eugene Register-Guard is today at an all-time high—greatest in this newspaper's 75 year history.**

**Eugene Register-Guard**  
LANE COUNTY'S HOME NEWSPAPER