

All Records Smashed

FOR THE CIRCULATION OF THE

MEDFORD MAIL TRIBUNE

Full United Press



Full Associated Press

OUR BARGAIN DAYS SHATTERED ALL PREVIOUS MARKS - SETTING A NEW ALL-TIME "HIGH" FOR PAID SUBSCRIBERS - HERE ARE THE SEPTEMBER FIGURES

6793

NET PAID DAILY SUBSCRIBERS - PRESS RUN 7132

Figures for Friday, Sept. 17 - This Is for Daily Edition Only and Does Not Include Our Weekly Buyers Guide

An Increase of Over

81%

IN THE PAST 5 YEARS!

MORE PEOPLE in Medford, Jackson County and other communities of southern Oregon and Northern California are DAILY reading the MAIL TRIBUNE than ever before in the history of this newspaper!

Over 27,000 Readers

... Day by day, month by month and year by year the MAIL TRIBUNE grows into a bigger, better newspaper. Today, it is accepted by 6793 families as the leading newspaper in this retail trade area - This means that 27,172 people daily read the MAIL TRIBUNE - We have more net paid circulation than ALL OTHER NEWSPAPERS IN JACKSON COUNTY COMBINED! And still our family of readers grows! The popular acceptance of the MAIL TRIBUNE means to you, Mr. Reader, a larger, more interesting newspaper. To you, Mr. Advertiser, it means more advertising contacts, more assurance that YOUR advertising message is read and your merchandise sold!

WE APPRECIATE -

... the splendid response to our annual BARGAIN DAYS subscription event on the part of the people of Medford, Jackson County and surrounding area. Bargain Days returns far exceeded our expectations and evidenced the fact that our efforts to publish the finest newspaper possible have been successful to a gratifying degree.

Oregon's Fastest Growing Newspaper

SEPTEMBER 1936

5851

ABC NET PAID

SEPTEMBER 1935

5386

ABC NET PAID

SEPTEMBER 1934

4983

ABC NET PAID

SEPTEMBER 1933

4431

ABC NET PAID

SEPTEMBER 1932

3745

ABC NET PAID

It is the sincere hope of the publishers and staff of the Mail Tribune that they may continue to publish a newspaper fine enough to merit the confidence and enthusiasm inspiring this steadily increasing number of readers. . . . As the list of subscribers and volume of advertising increases, so increases the quality of this newspaper!

MEMBER AUDIT BUREAU OF CIRCULATIONS - Your Guarantee Of Honest Figures

