



Grand Leader

111 Houston
City

The House that Bargains Built

Was a house that advertised. But they did not treat their advertisement as a feature of mediocre importance. It was THE feature; it was judicious advertising, and it will upbuild every mercantile business. A cardinal feature of final results is the medium. Just why Telegram advertisers make money on their investment most everyone knows. But if YOU don't, will you favor us with an opportunity to tell you why. Incidentally, we get there every day and if we are the least bit late there's a howl from our readers, who would rather miss a meal than the "news"—the knowledge of what's going on. What are YOU telling the public today?

*The Telegram
for Results*

The others for experiments
and promises.