


GRINS AND GROANS.

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Save your steps; buy your tickets via Great Western Fewer steps are necessary from almost al
down town" to the Great Western office Farnam Street is in the very heart of thing Great Weestern Heket sellers take the time an Groube to UNDERSTAND your exac
eoce your Pullman reservations: to
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lowest fare. They are travel experti. Mas mun
aEt there firs
f. bonorden,

1522 Farnam St., 0

##  Great Western

## Little Stories and Talks About Advertising

## Tm Too Small Yet to Advertise

a mercant says that, at once he ought sit down and consider how long the "yet" is going to
last. HOW LONG DOES HE WANT TO CONTINUE TO BE "SMALL
For is point of view is as logical as that of the man or that reason did nat he was in the ripest health an day he suddenly lost his health, and then he found that no company would take his risk
 na IT is the small business that needs advertis If you fael that your buetiness is "too small," advertising ts the
antrition to make ft grow. The proper plan to follow-the one followed by ever ge of your gross receipts to advertising, and if you ad vertise sensibly you will soon see a tangible growth.

The great businesses advertised now did not begin adertising when they grew big. In almost every case, they began advertising when thoy were comparatively small A representative of THE BEE will call upon requeat and give
dive and aseltance to intending advertisers. Phone Tyler 1000 .


