

## A Fund of Information That You Should Have



DISRAELI, who for six years was prime minister of England, said: "It has been my observation that the most successful man in any undertaking, is the man who has the most information."

It doesn't require any particular information just to go out and buy something. But to buy the best of that something at a price that is satisfactory to you—that is a successful purchase. And to make successful purchases you must have information.

Advertising gives you just that kind of information. It tells you where to go in order to get the best of anything you want at a fair price.

That is why it is a paying proposition for the man or woman who handles a pocket book to study the advertisements in this newspaper—regularly—every day.

To those who use it properly, newspaper advertising is a source of economy and satisfaction that never runs dry. It is a watch-dog of dollars—a guarantee of satisfaction.

If you would learn the facts about the things you need to make you comfortable and happy,

**read the advertisements  
in The Chronicle**