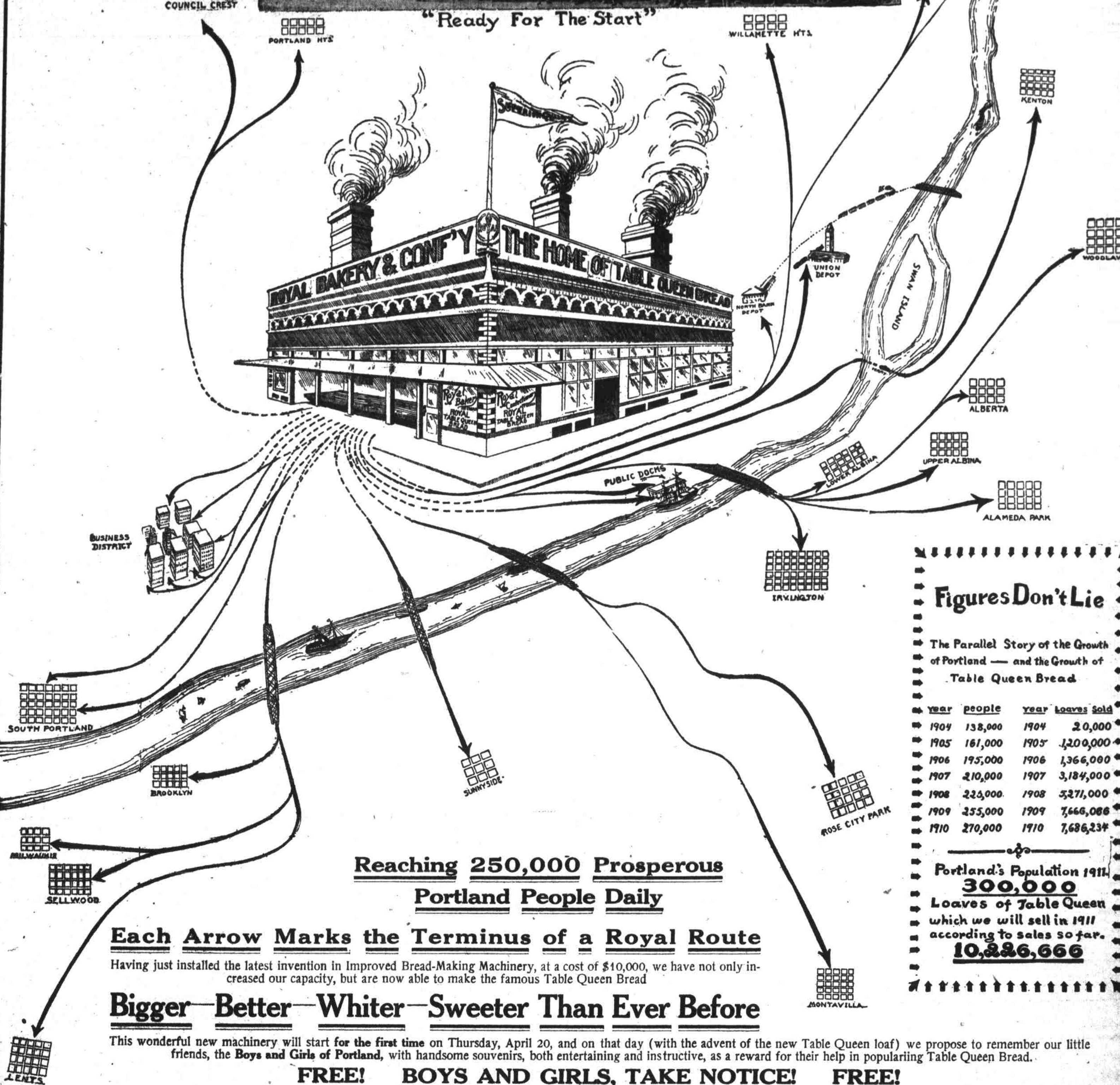


The Source of Portland's Bread

All the (Table) Queen's Horses and All the (Table) Queen's Men.



**Reaching 250,000 Prosperous
Portland People Daily**

Each Arrow Marks the Terminus of a Royal Route

Having just installed the latest invention in Improved Bread-Making Machinery, at a cost of \$10,000, we have not only increased our capacity, but are now able to make the famous Table Queen Bread

Bigger—Better—Whiter—Sweeter Than Ever Before

This wonderful new machinery will start for the first time on Thursday, April 20, and on that day (with the advent of the new Table Queen loaf) we propose to remember our little friends, the Boys and Girls of Portland, with handsome souvenirs, both entertaining and instructive, as a reward for their help in popularizing Table Queen Bread.

FREE! BOYS AND GIRLS, TAKE NOTICE! FREE!

ROYAL SOUVENIR DAY, THURSDAY, APRIL 20

On the above date we will give, absolutely free, with every loaf of Table Queen Bread purchased, your choice of a beautiful Red Riding Hood Drawing Book or a Whirling Colorscope. Place your orders at once with your dealer, as his capacity will surely be taxed.

FREE! Remember the Day, Thursday, April 20 FREE!

CAUTION—ORDER NOW

ROYAL BAKERY & CONFECTIONERY, INC.

Always Look for the Word "Royal" on the Bottom of the Loaf

Figures Don't Lie

The Parallel Story of the Growth of Portland — and the Growth of Table Queen Bread

Year	people	Year	Loaves Sold
1904	138,000	1904	20,000
1905	161,000	1905	1,200,000
1906	195,000	1906	1,366,000
1907	210,000	1907	3,184,000
1908	225,000	1908	5,271,000
1909	255,000	1909	7,666,066
1910	270,000	1910	7,686,234

Portland's Population 1911

300,000

Loaves of Table Queen which we will sell in 1911 according to sales so far.

10,226,666