

**Last Week We Suggested
a Plan by which**

\$52,000.00

**could be put in circulation
in Bend This Year**

***What Have You Been Doing
to Help Actuate This Plan?***

"Bend Every Effort For Bend"

What a fitting slogan for Bend. A little world all by itself, set apart from other communities, dependent entirely upon its own resources to thrive and prosper, or, of its own choice, miserably fail. That slogan, chosen by the Bend Commercial Club, tells the story in its simplicity. In cooperation only lies the secret of the future of Bend. Honest, true home spirit spells success. Without it Bend must fail. Success to Bend as a city means success to every individual in it—and success is the one goal we all strive to reach.

This plan as formulated has afforded a splendid opportunity to every family in the city to prove their loyalty to Bend—to materially aid financial conditions and by so doing never once inconvenience themselves in any way.

THE HOME SPENT DOLLAR

As the old saying goes, "Money don't grow on bushes." It must have some channel through which to travel or it cannot come to Bend. And if it is sent out as fast as it comes in the capital which Bend needs to build its buildings, pave its streets and maintain its businesses is never available. **THE HOME SPENT DOLLAR** is its only salvation. The dollar that is brought here through the channels of industry is kept here by the patronizing of home industry.

MRS. HOUSEWIFE--

Every loaf of Portland bread bought by you with money received from industries that bring capital to Bend, compels your grocer to immediately send it out again—and it has helped no one. When if you would spend the same money for the Bend made product it would go into the hands of a Bend man, who in turn would give it to his landlord for rent, his help for wages, the city for taxes, the butcher for meat, the merchant for clothes, the grocer for groceries, etc., these men each one in turn spending it in Bend, and that same dollar spent by you in the proper way would materially help.

The same is true about every other commodity you buy. Spend the money you earn in Bend with merchants who are in business in Bend, for bread made in Bend, and you will be able to earn more money in Bend and help to build a Bigger, Greater Bend.

When you go to the telephone to order your groceries for tomorrow, ask your grocer for Bend made bread. When he sees you are behind him he will follow his better judgment and spend his dollars in Bend where they have some chance to help build up the town.

There is absolutely no excuse you can offer for serving a foreign made bread on your table. Your **BEND BREAD** is equal in quality; identical in price, and it—

keeps the dollars at home.

AMERICAN BAKERY

BAKE-RITE BAKERY