

IT PAYS TO TRADE IN SOUTH BEND

As the LOGICAL metropolis of Northern Indiana and Southern Michigan, South Bend naturally looks BEYOND her own CIVIC BORDERS for expansion and prosperity.

The merchants, business men and professional men of South Bend are doing all they CAN to build up their city.

Their whole FUTURE is linked with its development.

Thousands of families that live in the prosperous and progressive outlying territory of which South Bend is the normal center have played a BIG PART in making South Bend a REAL SPOT in the business world.

Upon the CONTINUANCE of your friendship, and upon an INCREASE in the NUMBER of outside friends, depend our HOPES for future growth.

This is the big outstanding REASON why South Bend seeks to TREAT you fairly and generously—and this explains the spirit of good-fellowship and the absolute business integrity of South Bend's merchants.

South Bend's business and professional men are what you would call MIGHTY GOOD FELLOWS when you get to KNOW them—and they are alert and progressive in their respective callings.

And this suggests another thing about South Bend: It has all the facilities requisite for putting through any kind of business deal on your PROGRAM.

South Bend can supply any professional advice or business service that any man may want—you need not go elsewhere for ANYTHING—come to South Bend.

South Bend wants to establish CLOSER RELATIONS with you—and it will PAY you to KNOW South Bend!

Contributed by the NEWS-TIMES to our many broad-minded, wide awake merchants who offer the many bargains to our neighbors in Northern Indiana and Southern Michigan.