

## Real Boosting

The advertisement on the opposite page originally appeared in the Chicago Sunday Tribune of June 13th.

It is real boosting in behalf of the St. Joseph Valley--and South Bend in particular.

The appeal to the manufacturer, cooped up in close quarters in the city, to come out where there is breathing space is a reasonable one, and should get results.

Supposing several manufacturers answer this call from the St. Joseph Valley, *who benefits?*

The manufacturers who come? Yes, certainly. The Indiana & Michigan Electric Co.? Yes, directly or indirectly. But these are not the only ones--far from it.

South Bend would benefit---and that means *all of us*---every manufacturer, every merchant, every jobber, every professional man, every employer and every employe, every home owner and every home builder. Each factory, small or large, that comes to South Bend is a direct and definite benefit to the city---means a *bigger and busier South Bend.*

South Bend is a live town, a going town, a town worthy the enthusiasm of all of us. So, let's be enthusiastic about it---*let's boost.* And let's boost together.

Only by joining forces and working unitedly will South Bend become the bigger and busier city of our mind's eye. We must pull strong and together---"*one for all and all for one.*"