

A Thing of Beauty —A Joy Forever

¶ Around Christmas every good Canadian grocer excels all past year's efforts in window display. The Christmas window must be the best on the street and if possible in the town. It becomes a "thing of beauty."

¶ Why not have the Christmas window photographed? Each year for a good many in the past Canadian Grocer has offered \$20 in prizes to the best dressed windows sent it. There are always six fortunate winners. If you have never yet done so, come in this year on the contest.

¶ The contest is divided into two classes, A and B. Class A includes cities with population over 10,000, and Class B, all places under 10,000. The first three winners in each class receive prizes of \$5, \$3, and \$2, respectively, making a total of \$20.

¶ The only conditions are that the windows be dressed with Christmas goods, by dealers or clerks and that photographs be mailed before December 31. A description in brief of each window entered is required. This may be written on back of photo or on separate sheet. Mounted picture not necessary.

¶ Windows will be judged from standpoints of Selling Power, Attractiveness and Originality.

¶ See that you get the Christmas window photographed this year and make it "a joy forever."

Address:

The Editor, The Canadian Grocer

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