

# How Would You Dress This \$40,000 Window



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**T**HE United Cigar Stores Company is said to pay a yearly rental of \$40,000 for a two-sided corner window in the Flatiron Building in New York City.

Astounding! You say. Yet we all know the United Cigar Company are a mighty progressive and keen business organization. They certainly would not pay such an enormous sum for a window if it did not return them actual profit on the investment.

It hardly seems necessary to say that this window display is changed frequently and much attention and thought given to its arrangement.

You dealers may not have \$40,000 rentals, but the mere fact that store rentals are figured on a front foot basis shows how important the front show windows are.

Your windows may not cost you \$40,000, but they are valuable. More than ten people pass your store to every one who enters. Attractive window displays not only bring more customers into your store but often decide a sale before they come in.

Much time, thought and expense are put into the O-Cedar posters, window cards, and signs that are offered to you to make your displays attractive, and we will gladly help you or give suggestions, if you desire, to make your O-Cedar display a real business getter.

Dealers find that a frequent O-Cedar window display serves to focus the attention of the buying public who have read of O-Cedar Merits in the papers and magazines; in which a steady and extensive advertising campaign appears.

**O-Cedar**  
Polish

**Channell Chemical Co., Limited, Toronto**