

## WINDOW DISPLAYS FOR LOCAL STORES

For the last few days before the date of the Caravan, the Committee could get some worthwhile publicity with little effort by asking all the important stores in town to work the Caravan in one way or another into their window displays. The simpler the idea suggested to him, the more likely the store owner is to cooperate. Three uncomplicated ideas are suggested on this and the next couple pages.

### First Display Idea

This will require the cooperation of the local newspaper (the editor is on your Committee, you know). From the paper's photo collection, photographs could be obtained showing Army bombers and Army guns - preferably heavy artillery - in action, if possible. The paper should be asked to make up enlargements of these pictures (the ordnance plant footing the bill) which can be distributed to all the prominent stores in town - perhaps three or four to each store, depending on the number of its windows.

The store need disturb its merchandise display only to the extent of placing the enlargement in the front of its window along with an appropriate display card. If the photo can have a sentence or two describing the action in the picture (for instance, "U.S. Army's 'Long Tom' Blasts Nazis in Italy"), so much the better.

About 14 by 20 inches is a good size for the window card. It could be worded something like this:

When It Comes to

FIREPOWER

the U.S. Army

has what it takes!

See the

F I R E P O W E R

C A R A V A N

place - date - hour

Free!

- 10 -