

When they *Notice* your Store Front



... they'll soon be in to Buy!



THE store front that attracts attention is the front that brings in business. People naturally shop in stores that appeal to them. And what better way to make your drug store inviting to prospective customers than with a modern front that promises quality merchandise, fair price and good service.

Remodel your drug store with a Pittco Front . . . and watch business improve! For a Pittco Front is always sparkling and new-looking. Gleaming glass and metal, it eliminates most maintenance problems . . . can be cleaned just as you clean your windows. Rapidly becoming recognized as the symbol of better business, Pittco Fronts are winning new customers and keeping old ones for stores of every description from coast to coast.

Keep your drug store ahead of competition. Modernize it with a



HERE'S *another*
PITTCO
STORE FRONT
Compare it with the old

A front like the one on this drug store in Flemington, N. J., is sure to catch the eye of shoppers because it stands out from others on the block. Its modern, gleaming surfaces command instant attention . . . offer a striking setting for displays.

Pittco Front. See your architect to assure an economical, well-planned job. Our staff of experts will gladly cooperate with him in planning a Pittco Front to suit your needs. You can use the convenient Pittsburgh Time Payment Plan—just 20% down, the balance out of income. Mail the coupon—now—for your copy of the Pittco Store Front Book.

At the New York World's Fair plan to see the full-size Pittco Store Fronts on the "Street of Tomorrow" in the "Forward March of America" Build-

ing, and the miniature Pittco Fronts in the Glass Center Building; or, at the Golden Gate International Exposition, see them in the Homes and Gardens Building.

Pittsburgh Plate Glass Company,
2209-9 Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation, your new book entitled "Producing Bigger Profits with Pittco Store Fronts."

Name

Street

City State

PITTSBURGH PLATE GLASS COMPANY