

Between the canyons of the streets flows the stream of traffic that feeds them, the crowd of passers-by. The important matter is to set the business houses at such an angle that the stream of traffic must surge up against them and serve to drive the business just as streams of steam and water drive a turbine engine. The shop-windows are rightly faced when they meet the stream somewhat obliquely, like the blades of the turbines. The stream runs against them in its full breadth—the wares strike us, as it were, broadside. The idea of setting doors and windows somewhat oblique is thus gaining steadily in popularity. This method considerably enlarges the “contact surface”; the region in which the shop-front can make its mark and claim the attention of the passer-by. In order to play the wares in the truest sense of the expression, into the public’s hand, I have constructed a running belt, or moving conveyor in the street of shops at the Advertising Fair in order to display shoes. On the exterior of the shop-window there are levers for “Stop”, „Right” and “Left”, so that one can call a halt on the moving shoes and also fetch them back for purposes of comparison. Thus the beholder disposes of the goods even before he has bought them, and so becomes the more disposed to purchase. Trans. by E. T. S.



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## SALESMANSHIP BY MOVING CONVEYOR



Window Display with rotating decoration