

of still life or massed objects and Rosenberg's window displays. Here as there the mnemonic aspect of the show is an important factor. That which is not remembered has no advertising value.

Good black and white work is an important element in his displays. He sets his texts in dominating positions, and sees to it that the effect is clear, impressive and ornamental. The text is invariably a vital part of the decoration. He knows that for commercial art the purpose for which it is intended must be the highest law of its being. An artist with especial talent for drawing may aspire to complicated figure studies which may eventually serve admirably as advertising factors.

Rosenberg welcomes the advertising photo, now also set in the service of window displays, because it affords numerous possibilities of exercising a psychological influence upon the beholder.

Translated by E. T. Scheffauer

Schaufensterdekoration

HARALD ROSENBERG

Window Display



61