

GEORG FISCHER:

## CAN WINDOW-DRESSING BE TAUGHT?

This is a question which many of those interested in advertising have pooh-poohed. How could it be taught, they say, and for what purpose.

The shopkeeper says: "I display my goods in my shop-window in the way that the public likes to see them. Not too little, but rather something more, for the man who shows much also offers much. We have always done that, and we are experienced. My shop-window pleases my customers, and after all, there is no reason to make experiments in the shop-window which might affect the day's takings."

The advertising artist says: "Window-dressing—what's the good of that? An advertising artist who is able to design a decent poster—and every advertising artist believes that he can—solves the problem of dressing a window in no time, on paper of course. What is there to teach about that?"

The average window decorator says: "I know how to deal with my goods. No-one can teach me anything about that, and besides, my boss likes it. I dress the shop-window the way he likes to have it, and, after all, he is solely responsible."

These views are typical of many people who take the responsibility for the arrangement of the shop-windows of retail dealers.

Yet all those who have to do with display windows doubtless claim to possess a certain degree of culture in their private lives. They also know that one must have certain fundamental knowledge in order to build a house, lay out a garden, create a work of art, whether a plastic work or a picture, write a piece of prose and arrange it properly, to take only a few examples. In all these cases it is not merely a question of the subjective feeling of the individual, for he must have fundamental knowledge. Just like the smallest schoolboy who learns to read, he must first master the A B C of his vocation. And that

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