

can be taught in every case, but the extent to which this can be done depends on the aptitude and application of the learner.

It is only in display windows, of which the special mission should be to spread culture, that there is a lack of any adherence to rules and of attention to the necessary fundamental principles.

The shopkeeper, who is otherwise so careful to take everything into account, and those who collaborate with him in window-dressing behave as if other people's culture was no business of theirs, but forget that a great part of the public is guided in examining the goods and making purchases by a highly developed feeling for the way in which the goods are displayed. The "personal note" of the retail dealer or his window-dresser very frequently encounters the resistance of the beholder just because the simplest rules are neglected.

