

certain space in such a way that a harmonious picture is presented when seen from the street.

Fundamental rules which determine every form of structure, and hence also window-dressing, can be taught without difficulty.

The arrangement of the goods, the treatment of the various categories of goods, and the emphasizing of their special qualities by displaying them in rows, groups, combinations and on different levels can also be taught.

It is also possible to teach the decorator how to write the texts and titles in the shop-



window, and how to sketch an idea on paper (in two dimensions) and to realize it in space (in three dimensions).

In addition to this, attention must be devoted to developing the advertising idea which ought to form the basis of all window-dressing, in order to emphasize the difference between a display window and merely putting the goods on view.

It would be to the credit and advantage of all concerned and of great use to the public if shopkeepers and window-dressers would realize that they ought to pay somewhat more attention to what can be taught regarding shop-window advertising in which the arrangement plays a decisive part.

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