

window. A single frock, perhaps, two hats either poetic creations or else of provocative pertness, in short, sparse but carefully selected suggestions of what the interior conceals. Excellent indeed for those who can afford it! If, however, reproduced a million times and in inferior qualities, these displays have no appeal. Such is the aspect of these London streets behind the panes of their shop-windows. Distinctive arrangement alternates with piled-up goods. On the whole just rather disappointing to those who had expected so much from the marvels of precisely London shop windows. And yet—here and there—like refreshing oases, certain shop-windows suddenly break in upon the monotony of the scene. It is simply amazing how they arrest and hold the attention of the observer! Still more astonishing is the fact that their appeal is for articles which are pre-eminently, even baldly practical or technical. To demonstrate in the decorations of a shop-window the advantages of using more gas, or the pleasant effects of softened water,

*Schachmatt. Ein Schaufenster, das zeigt, wie die modernen Registrierkassen-Figuren den altmodischen König in die Enge getrieben haben. Von dem König aus führen Fäden nach den im Hintergrund befestigten Schriften, die alle seine Nachteile auflisten.*

*Checkmate. A shop-window which shows how modern cashregister figures have cornered the old-fashioned king. Threads run to the inscriptions in the background enumerating all "his" disadvantages.*

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Shop windows of the National Cash Register Company Ltd.

