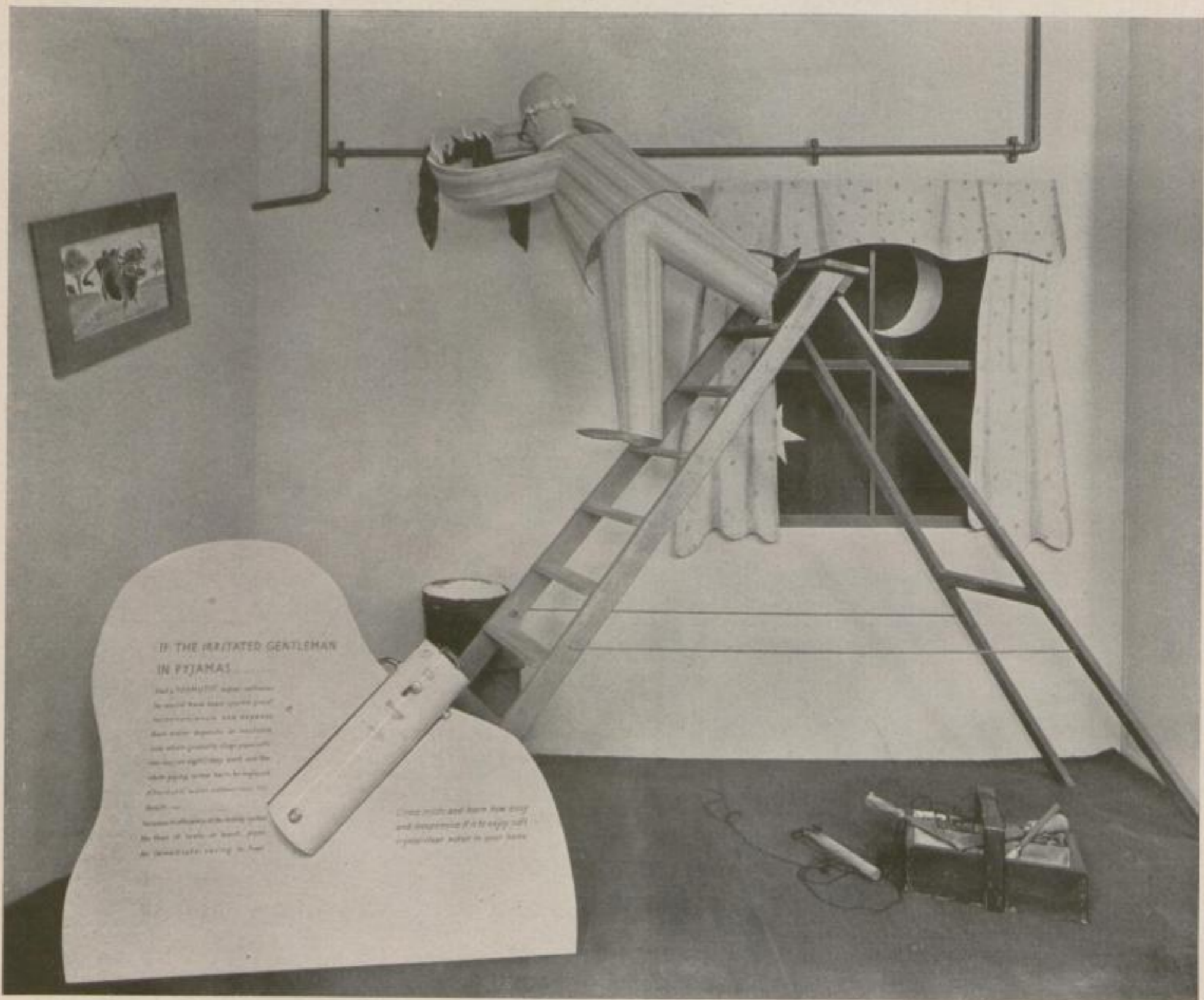


or the profits gained by the use of cash-registers, is certainly not an easy task. It is not enough to arrange the objects with skill, form must be given to the idea of their use and aims, and this must be done as convincingly and as vividly as possible. An elegant frock, a hat of bold design meets the window-designer half way. Such articles "make" the window. Their colour and form determine the fundamentals of the arrangement. The appearance of an apparatus for softening water, on the other hand, is completely insignificant as regards attracting potential customers. The whole idea is to demonstrate the aim of these objects, their use and their value. And how has such astounding success



Show window of the Parmutit Co. Ltd.

Entwurf

DRONSFIELD (GRACE & JACKSON)

Design

been achieved in these cases? To be exact, with all the means at the disposal of advertising art. These windows are simply meant to represent as it were three-dimensional posters. Herein lies the secret of the lightening speed with which the eye is arrested, and of the quick and all-powerful onslaught of the message on the mind of the observer. Taken singly, these windows vary according to the temperament of their designers. They may be dramatically impressive or of a poetic delicacy, or possess a compelling humour. These windows would have the same effect in any other land since they have reached such a pitch of artistic perfection easily comprehended by all who view them. These brilliant points of interest allow of further praise to be meted out to the grey old city of London.

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