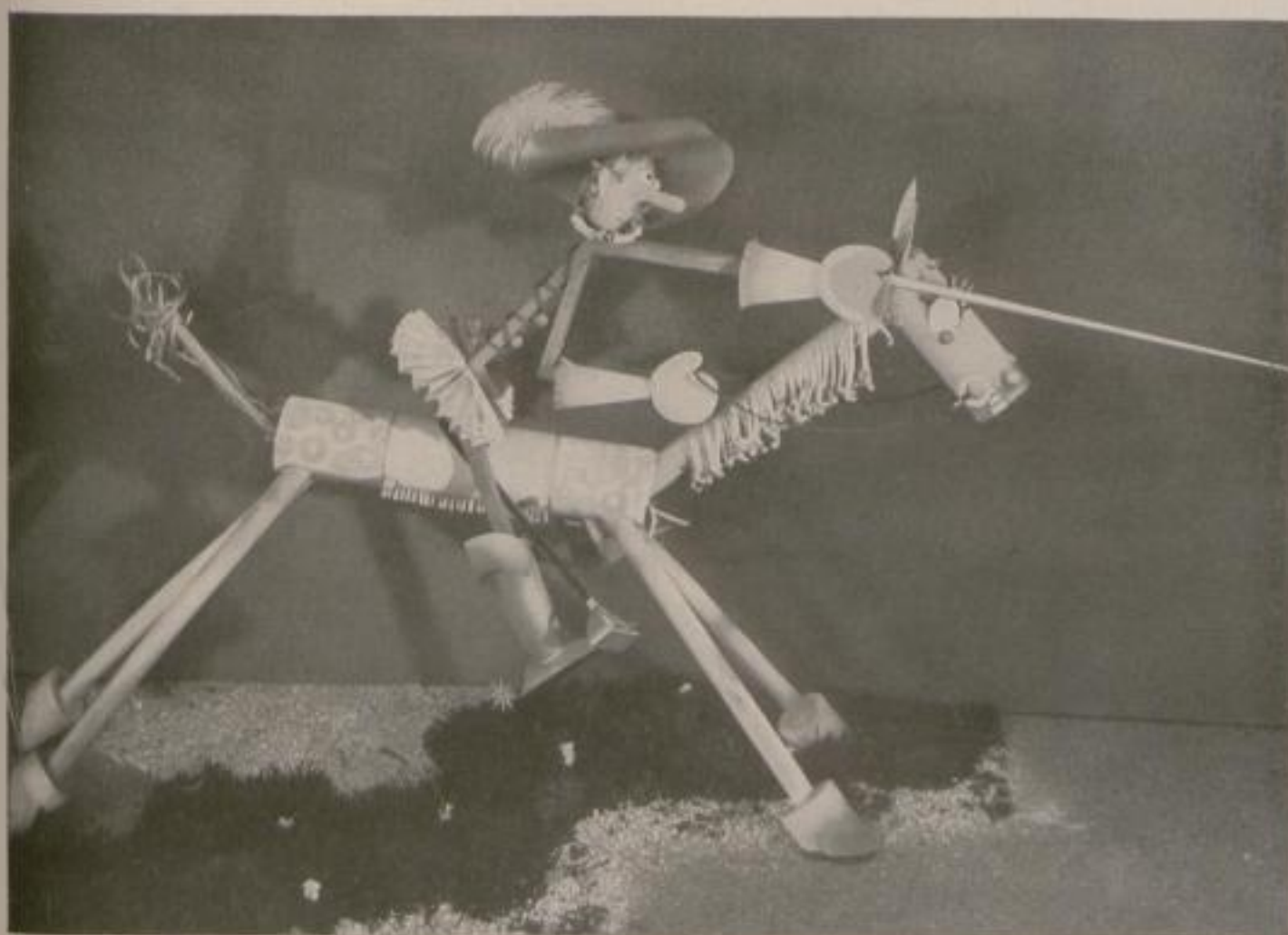




It is indeed an art to decorate shop-windows effectively; yet there are some who imagine they are adepts at this sort of appeal. But the curious thing is that one rarely meets with anything really good in this form of publicity. A few examples of these shop-window displays are shown in the accompanying illustrations. In many respects the results are interesting, above all, because the work is really good, and because the decorations were done for a big Prague shop. Curiously enough the general opinion still prevails that such windows must contain as much as possible. However, the "White Swan", a big Prague store has made experiments in the oppo-

site direction with the result that the arresting appeal of its plastic shop-window decorations has far exceeded all expectations. Now the reason for this is



DESIGNS

FR. BERNARD
AND J. UJLAKI