



PLASTISCHE SCHAUFENSTER-BLICKFÄNGE

decoration is to see to it that every passer-by stops abruptly, his attention arrested. Even people who are in a great hurry (often those with the most time on their hands) must be induced to pause and linger, and those who had perhaps intended to shop elsewhere.



When shop-windows are decorated in such a way as to cause the "experienced" client to tear his hair and cry reproachfully "We've never had anything like this before!" then it is pretty certain that this goal has been nearly attained. Translated by Flora Salmond-Volkman

