



Schaufensterblickfang

Originality and real mother wit have never at any time failed to secure publicity entire success. The truth of this assertion is evident in the advertisements and shop-window decorations reproduced in this number and which together with other media of propaganda were employed in a big publicity campaign launched by the "Weisser Schwan" Stores in Prague. These newspaper advertisements animated and vigorous from the graphic point of view are remarkable for their healthy, popular, attention-drawing quality and at times present distinctly amusing themes.

