



Schaufenster-Ausstattung
Shop-Window Decoration

Less formal and even more arresting, however, is the humour shown in the forest motifs of a number of shop-windows dressed for the autumn season. Here material that is easily obtainable and above all inexpensive has been used for this purpose. Thus, for instance, the figure motifs after the designs of the painter, J. Ujlaki, are simply made of paper-covered cardboard lids and imitation wood (wallpaper) with the further addition on occasion of trunks of trees, branches, bark, moss, autumn leaves or fir cones cut into small pieces. Thanks to the ingenious use of these inexpensive materials no fewer than forty shop-windows have been dressed with arresting eye-catchers that have

created a real sensation among shoppers. Moreover, the fashion displays designed by the Advertising Manager of the Store, Frantisek Bernard, give evidence of the Firm's obvious and extremely successful efforts to make the most of all the means at its disposal and so to achieve these original and amazingly good window dressing which compel passers-by to linger and admire them.

Translated by Flora Salmond-Volkman

