



FORM AND FUNCTION
A style suggestion for a pharmacy from Shop America; right, the cover of the book.

Fashion Forward

Shop America, out next month from Taschen, captures the optimism, opulence, and commercialism of mid-century America by showcasing a compendium of storefront designs from 1938 to 1950. The illustrations are "reminders of a time when stores were sacred shrines for the congregation of American shoppers." The images reflect a shopping experience unparalleled by today's mega-malls and eBay bids.

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PHOTOGRAPHS BY DAN CHAVIN (CHARMANT)