

**Shop America/Edited by Jim Heiman/
Published by Taschen, £29.99**

Subtitled "Midcentury Storefront Design, 1938—1950", this is a genteel book full of beautifully illustrated designs for shopfronts, from banks and florists to beauty salons and candy stores. The drawings are taken directly from old catalogues, and every design is elegant and modern, with the emphasis on bold typography and clean lines. Each drawing is accompanied by a technical spec listing all the materials to be used, and each storefront is treated as a picture frame, with the various elements artfully arranged within. With an introductory essay by Steven Heller, this is a fascinating yet quite unexpected collection of consumerism at its slickest and most seductive best.