



**Shop America:
Midcentury
Storefront Design
1938-1950**

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Window-shopping
all but disappeared in

America with the creation of the mall. But one can always hope that developers and designers will come to their senses and Main Streets will be revived—and, with them, the culture of pedestrian street life that flourished when store windows held their own. This book of vintage “style suggestions” resurrects the lights, color, and graphic punch of signage, and the artistic fantasy that played out in displays of hats, shoes, and candies. Commerce drove the design strategies, and architects complied with such inventive