



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

EDITED BY Jim Heimann

ESSAY BY Steven Heller

Taschen, 246 pp., \$50

A modern bakery. An exclusive hosiery shop. A cocktail lounge. A furrier. These are some of the places of business that, in the sunny world of midcentury America, demanded elegant and eye-catching storefront designs—a service that enterprising “storefronteers” were happy to provide. This monograph collects nearly 100 examples of the hand-illustrated “style suggestions” that designers circulated to business owners, exhorting them to make use of floodlit display windows, cantilevered flower boxes, and ribbon-type metal lettering to lure customers. Who, after all, could resist a dairy bar “sure to excite favorable comment” thanks to a human-size cow’s head in colorful Carrara glass, winking and wagging its tongue at curious passersby?