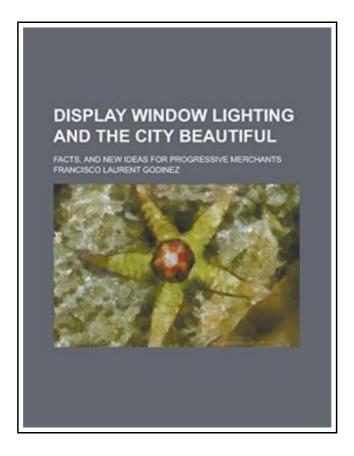
## Display Window Lighting and the City Beautiful; Facts, and New Ideas for Progressive Merchants



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## Reviews

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## DISPLAY WINDOW LIGHTING AND THE CITY BEAUTIFUL; FACTS, AND NEW IDEAS FOR PROGRESSIVE MERCHANTS



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Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1914 edition. Excerpt: .of modern gas lighting, and what attracted us was the sharp contrasts of the black and white in the ermine and the luster of the black furs. We find that Welsbach white light mantles giving absolutely true color value have been used on reflex lamps with opal angle cones, and are pleased with the low silk curtain which has been dropped to conceal the mechanism of the thing from detracting. Our comment on the display arrangement is that every object is visible, and that the first impression of overcrowding is superficial. But what horrid sight is this that now confronts us? (Fig. 54.) Dark specters rear, threateningly, and hold rigidly aloft labels of some sort. This we note after an upward glance which nearly blasts our sight, for on a ceiling, which is one huge mirror, sprout huge lamps at regular intervals of one foot. The inside of the store is dark-like the windows. With smarting eyes we hurry on, glad to escape. We shall look the other way next time. At the next corner we pause and look back. Our action in abrupt departure proves the rule, not the exception. The pedestrian approaches; the glare of light provokes a side glance, and with lowered eyes he passes on. Lighting of this sort is of the past and is practiced only through ignorance or malicious intent to misrepresent. Still at the corner our glance travels down the side street. An optician s window meets...

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