

ADOLF W.



Plakate für ein Kinderfest

A.W. SAUTER is amazingly economical with regard to the means he requires for "scenic" effects in his work. It is truly astonishing what he achieves with the minimum of material. This is particularly noticeable in his shop-window decorations. These are of unusually rare and unique simplicity, a fact which already renders them conspicuous in precisely this branch of advertising art. Everyone knows what a difficult and at the same time what a thankless task it is to decorate the windows of chemists' shops. How is it possible to plan an effective decorative scheme with medicines? The query is immediately answered on inspecting the window decoration "Opium