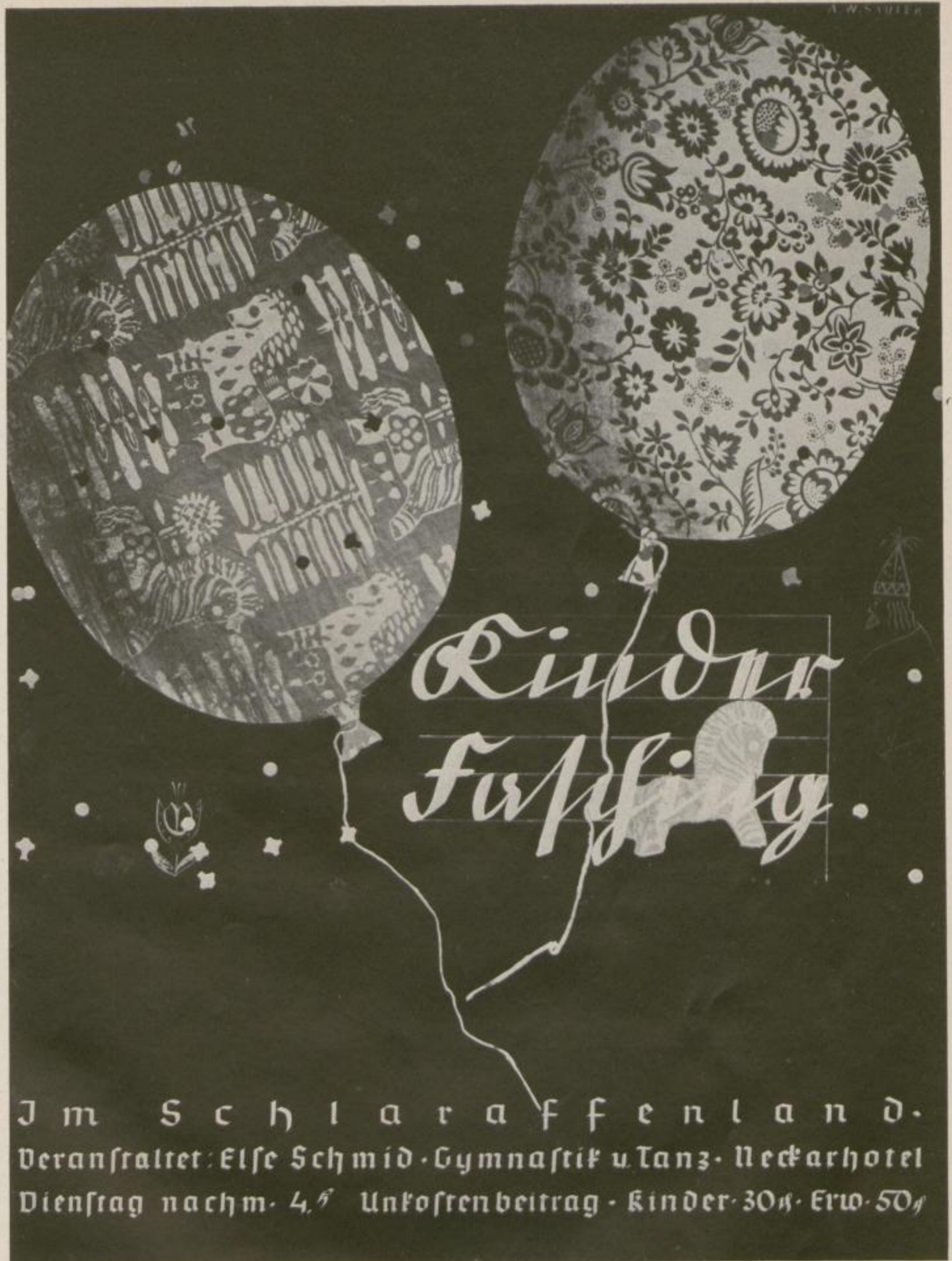


SAUTER



Posters for
a children's festival

as a Stimulant", reproduced in this issue. Most convincing is the scientific method used in combination with a scheme of highly exclusive design in which the use of superfluous material has been avoided with astounding results.

Sauter's other shop-window decorations display the same touch, and it is not in the least surprising that his windows "Medicinal Herbs", "Ointment" and "Pill Prescriptions" were awarded the I. Prize in Germany in the competition of 1937. The same restrained dignity and assured simplicity are distinctive features of his packets, decorative designs for letters and trade-marks. In the case of packets of medicine it is by no means a negligible factor that the exterior decoration