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Sprechstunde: nachm. 3- $\frac{1}{2}$ 7 - außer Samstag nachmittag

S a m t l i c h e K a s s e n

Besuchskarte und
Rezeptformular eines Arztes

Card and form for medical
prescriptions of a physician

MITGLIED DES ZENTRALVEREINS
HOMÖOPATH. ARZTE UND DES
DEUTSCHEN NATURARZTEBUNDES
Sprechstunde: nachmittags 3- $\frac{1}{2}$ 7 Uhr
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and design should suggest to the patient that the packet contains an important remedy under scientific supervision. Sauter's packets are economical, restrained as to colouring and of outstanding distinction with regard to graphic design. But not only in this connection are they among the best of their kind, they are of psychological value as well. Noble simplicity is always being advocated, but how rarely is it actually applied! Why? Not least of all because the simplest works of art are generally the most difficult to execute. Ornate and ostentatious designs may attract the eye through the wealth of material employed, and the details of the composition may appear of lesser importance. Where, however, simplicity is used in decoration every detail must be perfect; one single blemish in form and line will make what is simple into something inadequate and scanty.

Translated by Flora Salmond-Volkman