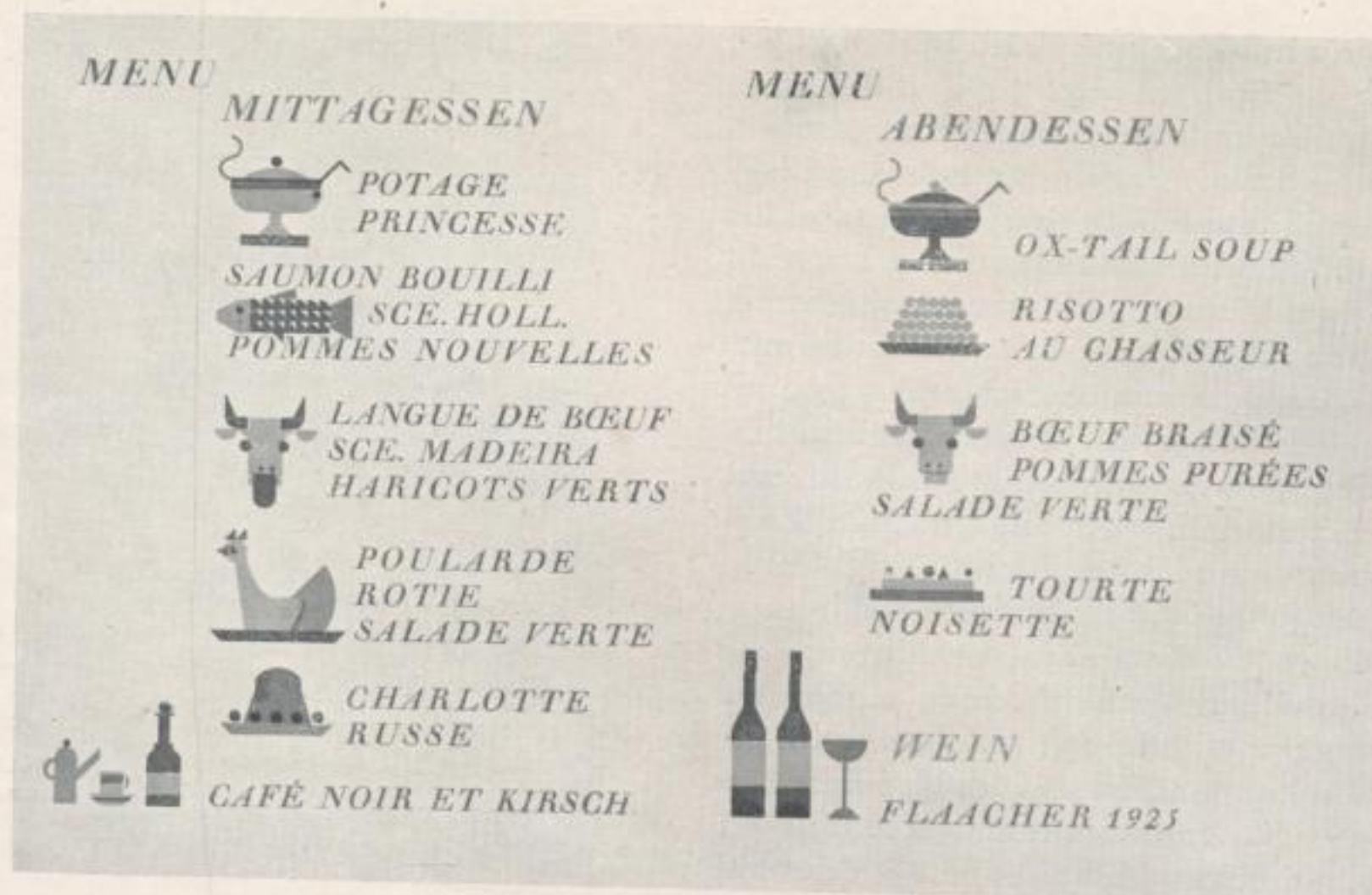
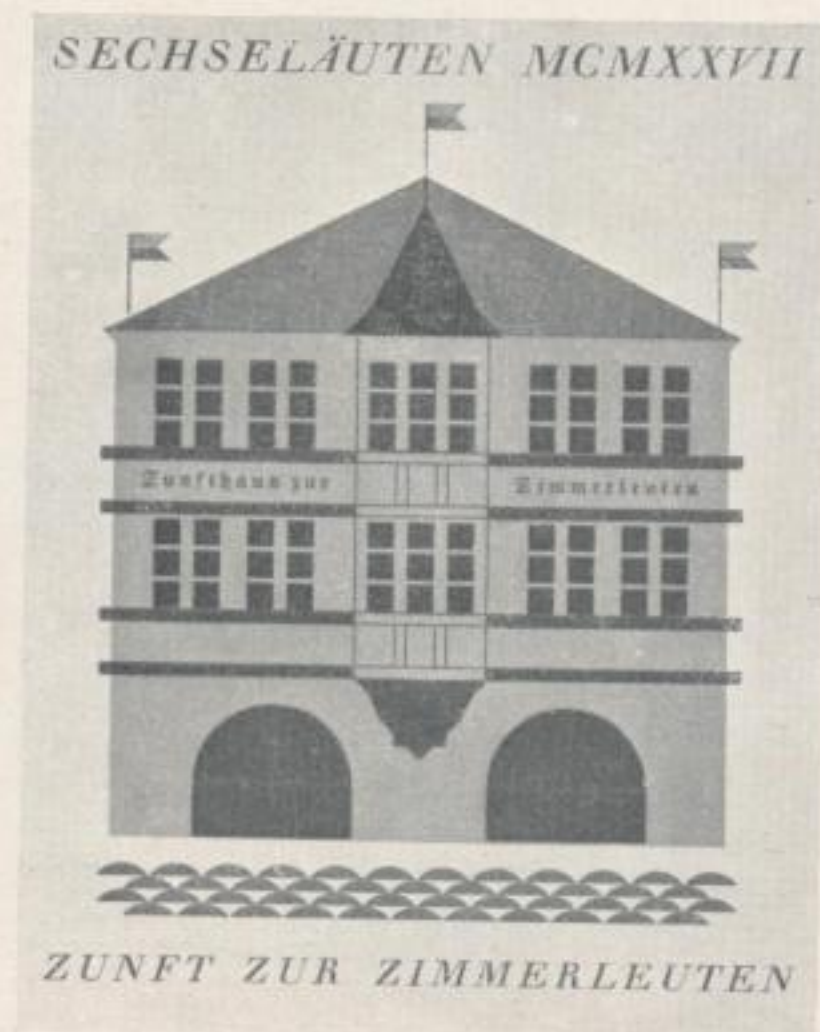


Dr. EBERHARD HÖLSCHER

MODERN MENUS AND WINE-CARDS

EVERY up-to-date menu or wine-card has a double task to fulfil: on the one hand it has to give a sober and objective report of everything that kitchen and cellar have to offer, and in addition to this realistic objective, it should impart a suggestive impression of the quality of everything offered. This must be suggested to the observer by the mere outward form of the card. To put the matter differently, it must present itself in attractive guise to the guest, appeal to his feelings, and stimulate his mood. If one take the pains to find out how far these two demands are being fulfilled at the present day, it will be discovered that the first is seldom taken into consideration and the second usually neglected altogether.

Every restaurant guest, especially the harried business man of the present-day, has a right to find what he wishes as quickly and easily as possible on a menu which is arranged for rapid inspection. In reality, however, the menus in the overwhelm-



Entwurf

WALTER CYLIAX

Design