



Cover Paper for Bar Wine-Card
and interchangeable stickers for the
Menu-Card

GEORGE G. KOBBE

Works for the

• ATELIER •

The word "Atelier", the "Studio" has nothing to do with an artist's studio, but is the name of an exclusive restaurant in Berlin's west-end (Bruno Fiering, jun., proprietor). George G. Kobbe designs and superintends all the propaganda for the "Atelier". No task is too trivial for his attention. The artistic aspect of the menu is as vital to him as its culinary aspect to the gourmet. He takes the greatest pains in selecting paper, color and script. Let us take an example: There is a large mural painting in the "Atelier" representing a "culinary landscape". The prevailing note in this painting is brown, and the same tint is intentionally repeated in the wine-card and in the menu-cards. The French type which lent so characteristic a note to the printed matter initially issued by the "Atelier", is still in use—and not without purpose. Everyone knows that "Repeat, repeat!" is one of the advertiser's ten commandments. Another commandment demands unity, the only means of emphasizing repetition

