



him, he could neither live nor work without it. The various rooms in his factory were fitted up both technically and architecturally as perfectly as was possible at the time. He wished all his co-workers to live and labour in the same atmosphere as that in which he himself lived and worked. Therefore he chose Willi Jäckel, a very young painter at the time, to decorate the walls of the workmen's dining-room with great paintings which made a sensation and were not without influence upon post-impressionistic painting in Germany. Again a proof of the fact that the best art is also the best propaganda. Bahlsen lavished especial care upon the outward appearance of his wares. Bahlsen wrappings represent an idea to us to-day, and we can hardly measure the significance of the first appearance of the Leibniz-Keks wrappers on the market.

At that time such packings were a very hunting-ground of romantic fantasy. The buyer of biscuits

Entwurf

Design

Martel Schwichtenberg

