

HANNOVER



Design

Martel  
Schwichtenberg

or chocolate in pound or half-pound packets must first remove a picture by Watteau or the imitation of an old English engraving before he got down to the purchased goods. Bahlens set up the very proper preliminary thesis that the primal purpose of every wrapper is to protect the goods in the most practical fashion and present them for sale in a handy manner. This sales packing did not represent to him an object which must be pasted up with pictures on all six sides; as a merchant who was convinced of the value of his goods, he printed nothing more on his packets than the name of the goods and of the manufacturing firm. But he engaged an artist to create the form in