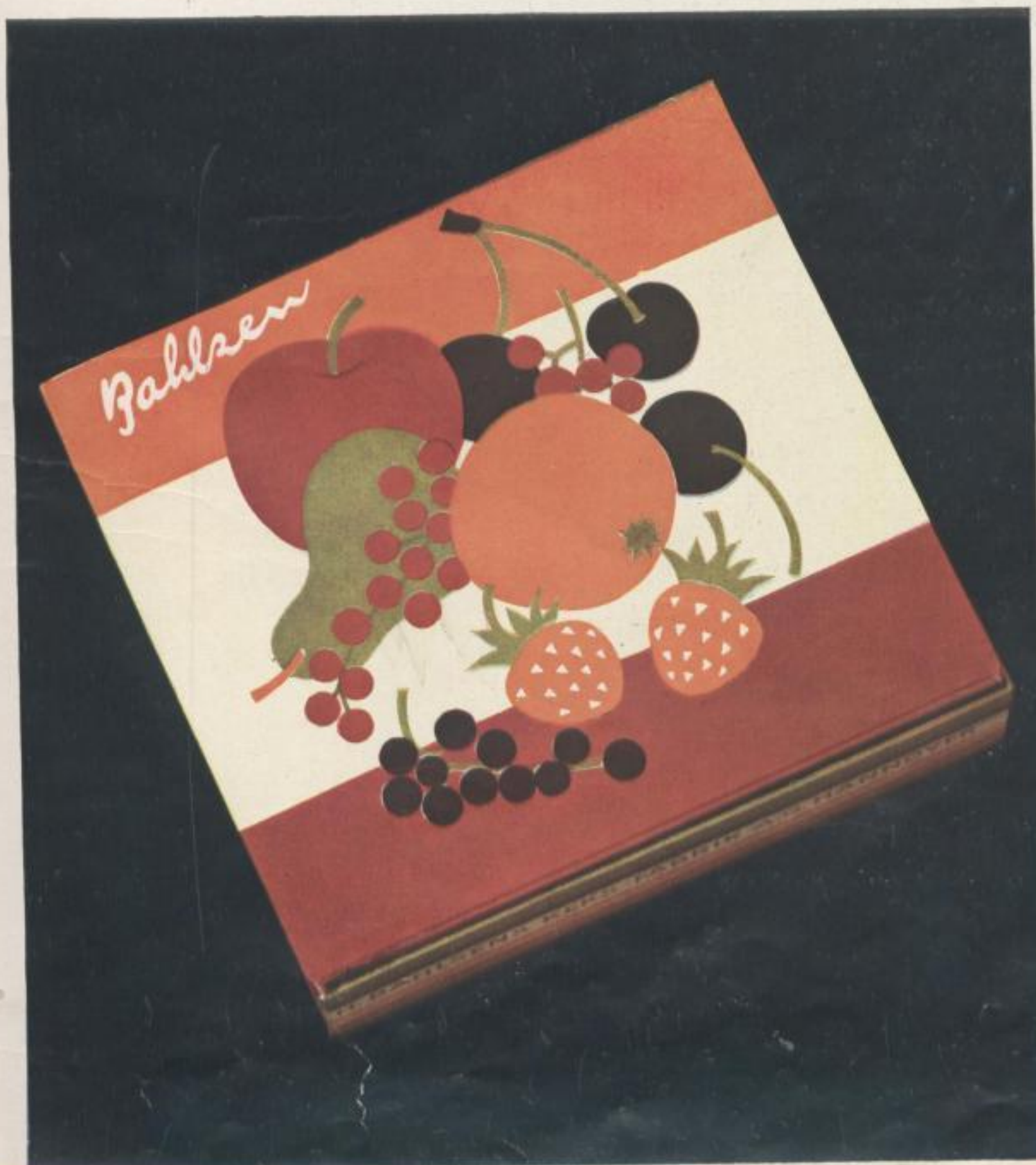


which this inscription should be cast. In all later Bahlsen-wrappers we plainly perceive as fundamental principle of the decoration the cubic form of the package itself. The aesthetically irreproachable form of these older Bahlsen-wrappers, most of which are no longer in use to-day, became a veritable sign of the firm.

The purely flat decoration of the wrappers with the name of the goods as label, was correct as long as there was little competition to fear. It was safe to surmise that the consumer was well aware of the contents of the various packets. As competition became continually more keen, a new measure became necessary, and a picture of the contents of each package was reproduced on its cover. Thereby the decorative form already achieved was carefully preserved. With a very few exceptions, all Bahlsen wrappers are the work of a woman artist, Martel Schwichtenberg. In a masterly manner she has contrived to keep the designs up to their original high standard all these years.

It is a sign of wise business instinct that the directors of the Bahlsen Stock Company to-day hold fast to the Bahlsen style which has become a tradition, for the same motto applies to the company as to the individual manufacturer: It does not suffice to satisfy practical needs; the goods must appeal to the feelings and tastes of the great masses.

Trans. by E. T. Scheffauer.



Entwurf

Martel  
Schwichtenberg

Design