

KAISER'S KAFFEE-GESCHÄFT  
 KAISER'S COFFEE HOUSE AT VIERSEN

IT is one of the characteristic features of trade in the Rhineland not only to strive for commercial success with the means at one's disposal but also with their help to clothe that economic success in a striking form. This view gave rise to the inception of a sequence of cultural historical collections by a number of firms such as—to mention only a few—Farina, Feinhals or Neuerburg, and which were centred round special kinds of wares. The recently arranged collection of articles connected with the consumption of coffee, tea and cocoa gives the visitor a delightfully vivid and lively picture of a small provincial shop in the eighties and nineties of last century, in which, besides groceries, all sorts of other wares were offered for sale including soap or even clogs. Such a shop with all its appurtenances, windows, old packages, wares, containers, prospectuses and posters extolling both its own business and those of its suppliers, was reconstructed from mementos of bygone days, pictures of a past epoch, drawings and old material coupled with a not inconsiderable skill in the use of patina. And with it was reproduced, valuable from an economic and cultural standpoint as a specimen of a retail business, the replica of a shop and dwelling of the owner faithfully copied from the original, and characteristic of a period hitherto but inadequately represented in our museums. This was doubtless

due to the fact that many excellent things of that age were almost completely absorbed by the sudden and vital changes that took place at the beginning of the 20<sup>th</sup> century. And when lingering in the "original house" of the Kaiser concern, our eye takes in the reconstruction of an old shop in the setting of its own particular epoch, we feel it has been done with very good reason, not merely as illustrating a particular instance and the desire of a private commercial enterprise to give expression to its ideas, but it is also characteristic of the trend of the expression of our views to-day.

Translated by Flora Salmond-Volkmann



Wohnstube

Living-room

Photos:  
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