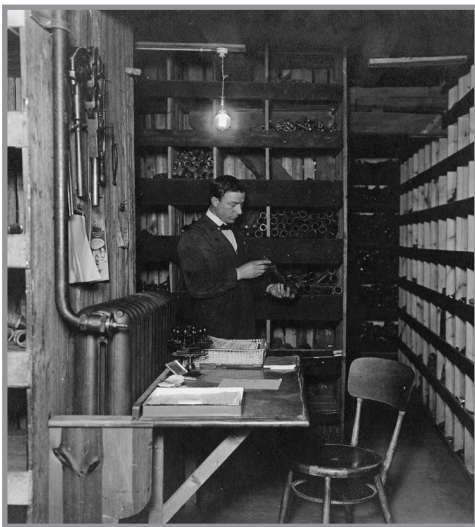


# Trace Ahlsell's history; establishments in the 1910s



Here is the second historical article on account of Ahlsell's 130-year anniversary this year. Here we tell the history of when the company expanded at the beginning of the 20th century in Malmö.

In May 1913, Ahlsell & Ahrens decided to establish its very first branch outside of Stockholm, in Malmö. The company had already contributed to the establishment of a similar company in Gothenburg two years earlier, and now it was time to get a foothold in southernmost Sweden. In the beginning the Malmö branch was a pure sales office, but already in 1914 a proper warehouse was established. The address was Kanalgatan 3, but the pipes were stored in a separate warehouse at the Citadellskajen.



The image of the interior was taken from Ahlsell & Ahrens warehouse on Kanalgatan in 1922. Mr. Gustaf Svensson inspects small pipe parts. These were narrow spaces with wooden shelves and bare ceiling lights. Judging from all the photos of the time, it was normal that men worked in the warehouse and in the board rooms, while receptionists and other office staff were women. Even the accountants, i.e. those who were in charge of the cash books, were often men. According to a product catalogue from 1927, Ahlsell & Bernström sold sanitary wares, small tools, fittings, pumps, cast pipes and forged pipes. Most articles seemed to be for sale in the Malmö branch as well. Orders could be sent by telegram among other means, and remarkably enough you could choose between two different telegram addresses after 1922, either "Ahlseells" or "Bernströms".

The image on the right shows the office section of the branch facing Södra Tullgatan. Ahlsell & Bernström, as the company was called since May 1922, moved at the beginning of the 1930s to new premises with a pompous front facing the street. The famous Malmö photographer Otto Ohm probably took the photo just after the company had moved in and put up the facade sign. The office was located in the same quarter as the old premises by Kanalgatan. It would take until the mid-1940s before Ahlsell & Bernström found a more appropriate warehouse in Industrihamnen.



*Centrum för Näringslivshistoria helped us with finding documents, images and lots more to tell Ahlsell's history. In the following articles, you'll meet people, environments, products and lots more which all line our history over 130 years.*