

LETTERHEADS FROM THE "FELDMÜHLE" - COMPETITION

Feldmühle Paper and Cellulose Co., Stettin

"The Feldmühle Competition had as its object the creation of a number of ideal letterheads for notepaper and envelopes, employing only a box of types, in order to demonstrate the possibilities inherent in the art of type-setting in combination with Feldmühle special bank-post paper..." The task set the competitors was to compose a letterhead for notepaper and an envelope for 27 firms and corporations and 5901 designs were received. Of the prize-winning designs, 23 are contained in one of the booklets before us and 12 in another. In addition, 25 designs are printed on loose sheets of paper. The results are extraordinarily interesting, inspiring and instructive, especially as it is possible to compare several prize-winning designs for the same firm or corporation. Once again one is forced to the conclusion that a good trade-mark is a host in itself. There is no doubt that the most striking and beautiful letterheads are those in which it was possible to make use of artistic trade-marks or signets. On the other hand, we find prize-winners engaged in a heroic struggle with extremely obdurate, not to say impossible symbols. Special recognition must be accorded to the admirable fashion in which one or the other prize-winner made the most of the restriction to two colors. Here good taste and inventiveness came into play. These publications are intended to serve as propaganda for printers and wholesale consumers of printed matter. Everyone who feels that good printed matter can only be effective on good paper will consider this collection with the interest which it deserves and will resolve to use only the best paper for good printing in the future.

Trans. by E. T. Scheffauer

