



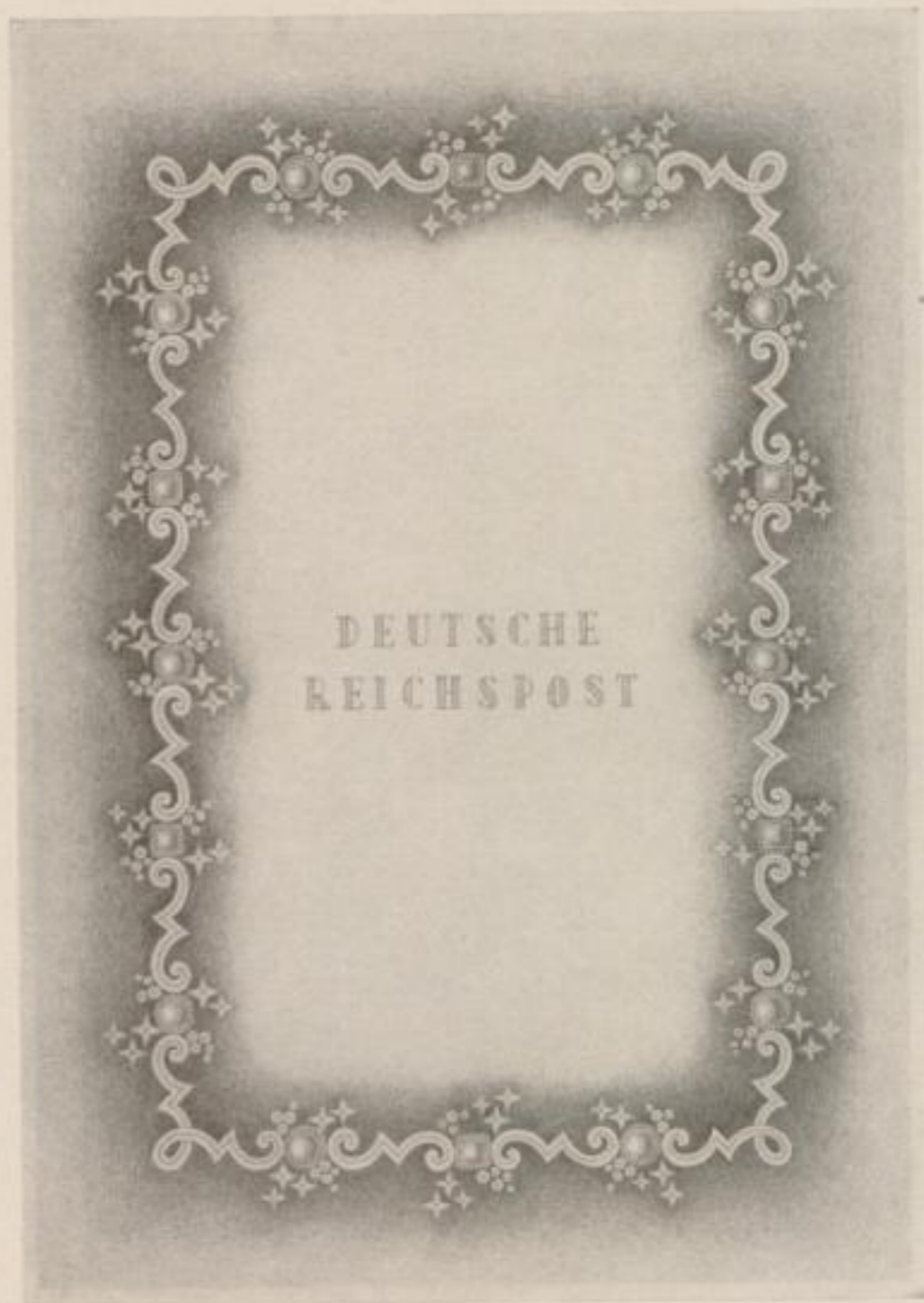
Entwurf Design
 ANNELIESE SCHÜTT

ANKÄUFE

DECORATIVE TELEGRAMS FOR THE GERMAN REICHSPOST-OFFICE

In the autumn of last year the German Society of Goldsmith's Art inaugurated a competition for the purpose of acquiring titlepages for decorative telegrams of the German Reich Post Office. The results of the competition were only announced recently, the original date having had to be postponed for perfectly valid reasons. Approximately 120 designs had been sent in, a goodly number in view of the fact that many advertising artists have today been called to the colours. The work sent in shows that although the majority of competitors had expended much care upon their difficult task much of it, as far as motifs were concerned, stuck all too closely to lines laid down by the goldsmith's craft. The result was that designs frequently lacked the imposing character that is absolutely essential to official decorative telegrams. Of the three first prizes awarded unanimously by the Jury two were gained by advertising artists (women) who unknown to each other had designed a medieval bridal cup, a well-chosen symbolical motif.

Translated by Flora Salmond-Volkmar



HONOURABLE MENTION

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