

Stand für Borg Warner
auf der Weltausstellung
in Chicago

Exhibition Stand for
Borg Warner at the
Chicago World's Fair

JENTER YORK



Those who have ever seen the various works, placards and exhibition stands of Martin Jenter, can easily understand that his name is already a conception, and he realizes in the eyes of connoisseurs their idea of typified representation. Jenter is a great exhibitor, the manner and method of his exhibits is on a grand scale. It is by no means a hard task to arrange smaller works of art in a manner pleasing to the eye. It is however a feat to arrange vapid things so that they excite admiration by means of their arrangement. Jenter possesses the necessary insight for all the possibilities of catching the eye of the public whether as a propaganda for olive oil, and mustard sauce, or for aluminium or blades of finest tempered steel. The fascination does not lie alone in the originality or representation of a picture or a composition, nor in the surprising and fascinating