



Jury of Awards
Outdoor Advertising Design
Competition New York

Left to Right: Walter D. Teague
Earnes Elmo Calkins
H. K. McCann
Paul B. West
Henry T. Ewald

The other judges were:
Mr. D. Barton
Mr. P. L. Cornell
Mr. T. Jones
Mr. Raymond Loewy
Mr. J. Sic
Dr. E. G. Steinhof



An initial and pioneering step in the interests of American poster design has been sponsored by Outdoor Advertising Incorporated. (This corporation represents a national sales and business contact between the advertiser and organized American outdoor advertising.) An important exhibition of this type of poster has attracted much attention in American advertising circles.

The basis of this exhibition of one hundred and fifty poster designs has been founded upon a jury selection from one hundred and ninety-nine posters submitted in a national competition, conducted according to American advertising technique. Due to the fact that in America posters are a unit of an advertising campaign, utilizing many media, the American method of poster creation differs from the European. The function of the American advertising agency and the problem of this agent's art director is to coordinate outdoor advertising posters to other media used by an advertiser. For that reason, the creative liberties extended to the European poster artist are not