

NEW YORK WORLD'S FAIR 1939

The Exhibition Management of the New York World's Fair which will be opened in Spring, invited a limited number of competitors, five in all, to design posters with a strong publicity appeal. Joseph Binder of Vienna was the winner of the competition. Two other

Entwurf ALBERT STAEHLE Design



Entwurf JOHN ATHERTON Design

designs by John Atherton and Albert Staehle respectively were awarded prizes with honourable mention. All three designs will be reproduced by the million for distribution, and apart from their use as posters for the Exhibition are intended to stimulate American poster artists to new efforts in their creative work.

Translated by Flora Salmond-Volkman