

WORLD HEALTH
ORGANIZATIONORGANISATION MONDIALE
DE LA SANTÉ

EXECUTIVE BOARD

EB7/AF/1

Seventh Session

2 November 1950

ORIGINAL: ENGLISH

AMERICAN DESIGN AWARD (LORD & TAYLOR)

It is recalled that at the sixth session of the Executive Board some doubt was expressed as to the desirability of accepting an award made to WHO by the "American Design Awards" of Lord & Taylor, as it might be supposed that some commercial advantage could be sought in similar circumstances by business houses.¹

From investigations made by the Surgeon General of the United States Public Health Service, it appears that the firm of Lord & Taylor established a voluntary organization in 1937 with the title of "American Design Awards". This organization makes citations and gives financial awards to outstanding individuals and organizations each year. Nominations are made by a committee of 30 people, which includes such outstanding persons as Mr John Gunther, Mrs Albert D. Lasker, Mr Nelson Rockefeller, Brig. General David Sarnoff, Mrs Juan Trippe, Dr Harold Urey and others. Members of the Executive Board may be satisfied therefore that "American Design Awards" is a philanthropic organization and that acceptance of its prize has no commercial tinge.

¹ EB6/Min/3, 8-10; Off. Rec. World Hlth Org. 29, Resolution EB6/R/6