



allowed the American. As in all phases of American industry, their art is a coordinated unit of product manufacture, merchandising and sale.

In America the origin of graphic publicity generally depends upon the advertising agency art Director. This man, in most cases an artist, is responsible for the design and make-up appearance of the advertisement. From his basic lay-out and his selection of artists, American Outdoor Advertising is created. For this reason Outdoor Advertising Incorporated recognized the art director as the influence of origin and

director of execution of these designs created for the Competition.

This poster Competition, conducted with this procedure in mind, was opened to advertising art directors throughout America. Outdoor Advertising Incorporated offered the following awards.

1 st Award	— \$ 3,000
2 nd Award	— \$ 1,000
3 rd Award	— \$ 500
4 th & 5 th Awards (each)	— \$ 250
10 Awards (each)	— \$ 100

