



Artist: Susan Doherty Art Director: Myron C. Perley, Hans Szart
 Agency: Levens & Mitchell, Inc. Client: Tide Water Associated Oil Co.

We reproduce here a few pages selected from the 17th Year Book of American Advertising Art which has just been published, and which again contains a rich abundance of carefully chosen, and in many cases coloured reproductions of pictures representative of all kinds of publicity appeal.

Translated by Flora Salmond-Volkman

Artist: Sydney E. Fletcher Art Director: Walter B. Geoghegan Agency: Calkins & Holden Client: Sanderson & Porter



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Artist: Melbourne Bendie
 Art Director: Lloyd H. Myers
 Agency: Bowman Deane Cummings Inc.
 Client: Hawaii Tourist Bureau



medal for the best black and white illustration

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 REKLAMEKUNST**