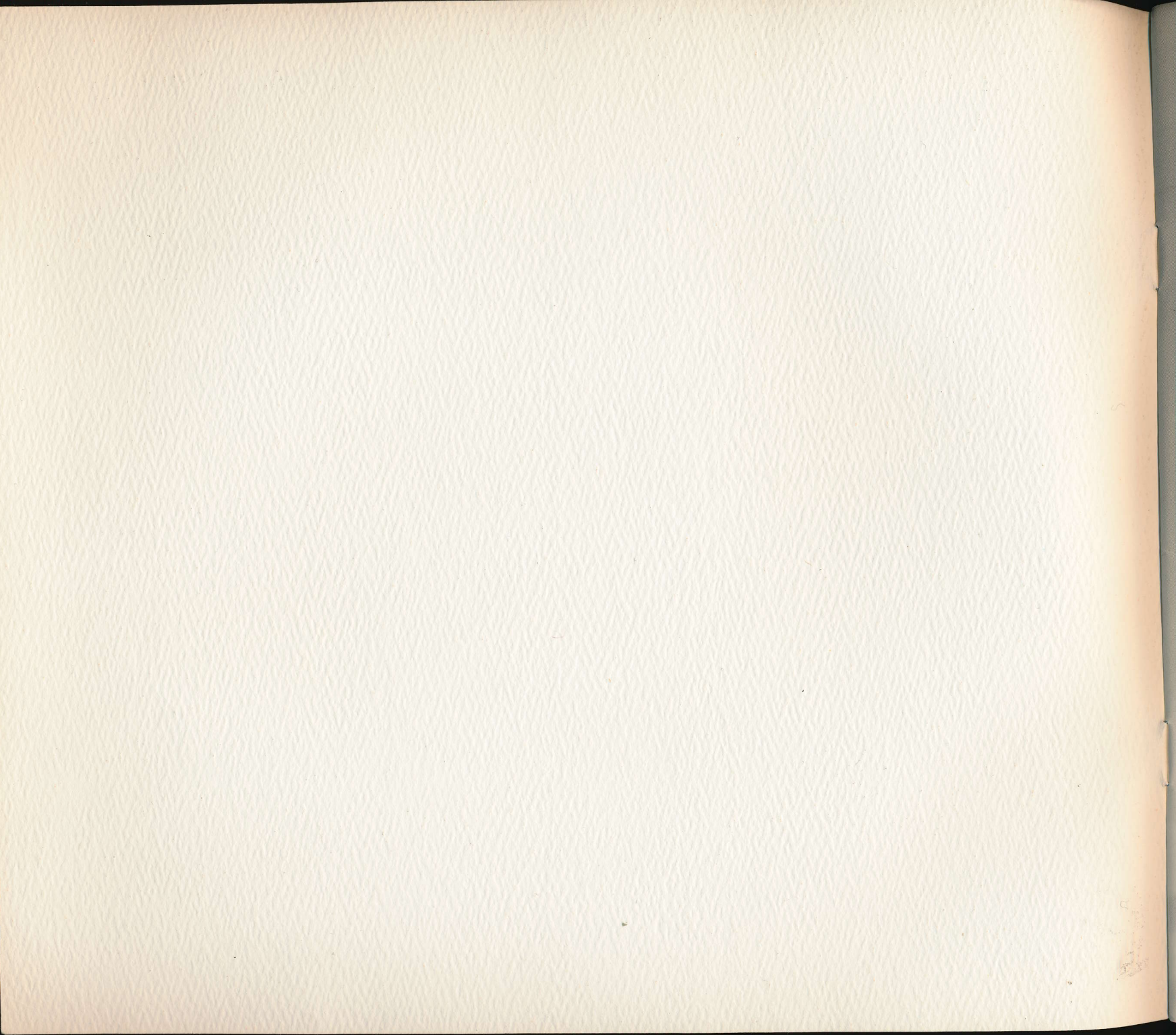
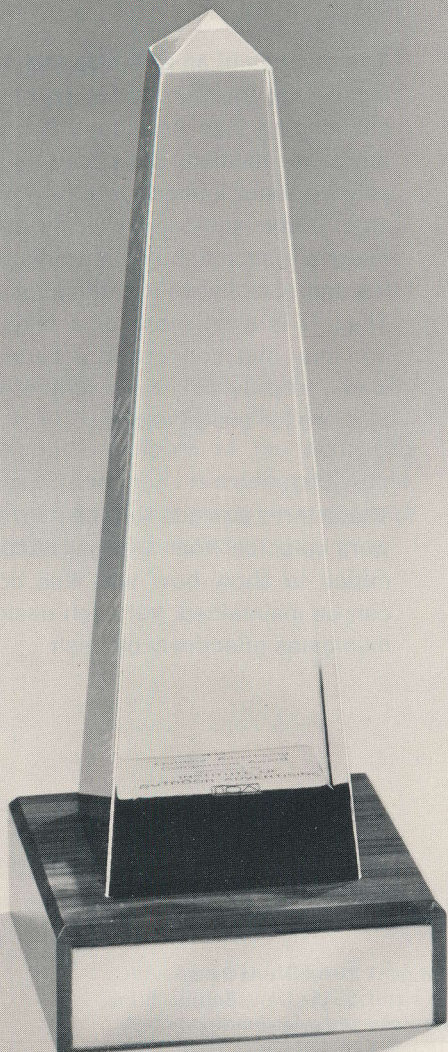


FORTIETH
OUTDOOR
ADVERTISING
COMPETITION



40th OUTDOOR ADVERTISING COMPETITION



The change in format of the annual Outdoor Advertising Competition which was inaugurated in 1971 proved to be so successful that it was continued in 1972, the 40th Outdoor Advertising Competition. Basically, the change was simply to eliminate categories in which entries were judged, categories based on the physical form of the Outdoor industry such as Posters and Bulletins. It had been suggested by individuals in agencies and advertising companies across the country that the *idea* was more important than the physical form in which it appeared in the medium.

So, again this year, entries were separated only as advertising messages and Public Service messages. They were judged on the basis of Composition, Total Concept and Communication Ability. Entries were restricted to standardized Outdoor Advertising messages which appeared in the United States during the calendar year 1971 without any restriction on local, regional or national products or services. In short, it is the *idea* that counts, and *how* it is presented.

CONTINUITY OF DESIGNS RECOGNIZED

The judges (please refer to Page 26 for details) were drawn from Advertisers, Agencies and the Outdoor medium itself. Each is in the position of being responsible for creating or approving of Outdoor creative work. As they judged the entries this year, it became apparent that the outstanding entries had one thing in common, *continuity*. These were not single outstanding designs. The idea or theme was carried on through several variations. Space limitations do not permit us to reproduce all designs in any series, but in many instances more than one design has been shown to demonstrate this continuity, although a single award is made to the design idea.

A total of 42 Advertisers and their Agencies will receive awards from the Institute of Outdoor Advertising; 5 will receive awards for their Public Service designs; and one, an Outdoor Plant Operator, will receive the coveted Kerwin H. Fulton Medal for outstanding Public Service design. (A directory of the Advertisers is shown on Page 36).

The 40th Outdoor Advertising Competition is sponsored by the Institute of Outdoor Advertising, the Marketing Division of the Outdoor Advertising Association of America. This is an industry organization whose purpose is the development of research, creative ideas, promotion and effective use of the Outdoor medium and is a central source of information on Outdoor for Advertisers, Agencies, Member Plants, Sales Organizations and the General Public.

Hit us when you're down.



The Arizona Bank Loan Officers

Sock it to us.



The Arizona Bank Savings Tellers

We won't hold you up.



The Arizona Bank Tellers

The creation of an effective and outstanding design for Outdoor is perhaps more challenging than creating advertising for any other medium. This may be the reason we react immediately to a good design. It communicates *quickly and effectively* a reason to buy the product or service and establishes identification quickly. Thus, it is even more of a challenge to continue that concept in a series of designs, to provide a *continuity of communication* for the advertiser.

These three designs for The Arizona Bank were selected from a larger number submitted to show how well this continuity can be maintained, yet each design communicates effectively by itself.

Advertiser: **The Arizona Bank**
 Agency: Doyle Dane Bernbach Inc.
 Art Directors: Bob Matsumoto
 Stan Jones
 Copywriter: Elizabeth Hayes

In this series of designs created by the same agency, Doyle Dane Bernbach Inc., by different members of the staff, this same *basic continuity* is evidenced. Again, space permits only a few of the series of designs to be reproduced.

Advertiser: General Telephone
Directory Co.
Agency: Doyle Dane Bernbach Inc.
Art Director: Marvin Levy
Copywriter: Bob Derene

PLUMBERS

ARE ON TAP in the



DRY CLEANERS

**ARE EASILY SPOTTED
in the**



BICYCLES

**HAVE SPOKESMEN
in the**





Advertiser: Georgia Power Company
 Art Director: Bob Bragg
 Copywriter: Barbara Pryor

The Georgia Power Company created these outstanding designs in their house agency. Over the years, their work has been outstanding and is so recognized by the judges this year.



On these pages are examples of the direct and simplified approach used in Outdoor by Public Utilities across the country. Because many maintain year-round schedules, continuity is absolutely essential to the success of their campaigns. Al-

though the subject matter may be different within the same campaign, the approach usually is the same. Whether presenting economy, convenience, good citizenship or any other attribute, the design *maintains continuity of identification.*

Advertiser: **General Telephone**
Agency: Doyle Dane Bernbach Inc.



Art Director: Stan Jones
Copywriter: Confidence Stimpson

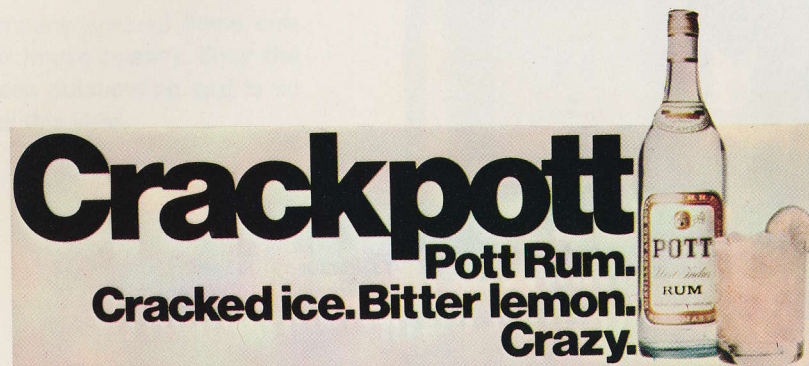


Art Director: Si Lam
Copywriter: John Annarino

These designs, just two examples of a large number in the series, were created by different creative teams at DDB, yet they maintain this same corporate image and identification with the desired continuity of approach.



Advertiser: **Pott Rum**
 Agency: Ingalls Associates
 Art Directors: Milt Wuilleumier
 Jim Bennette
 Copywriters: Ken Henderson
 Corso Donati

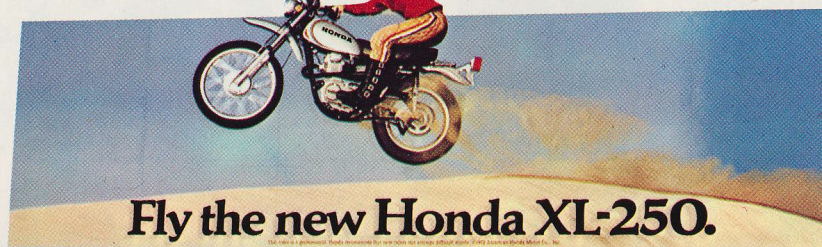


Many advertisers have utilized Outdoor as a principal medium in the introduction of a new product or label, recognizing the *extremely high reach* and *frequency* which Outdoor attains in a marketing area. In the highly competitive field

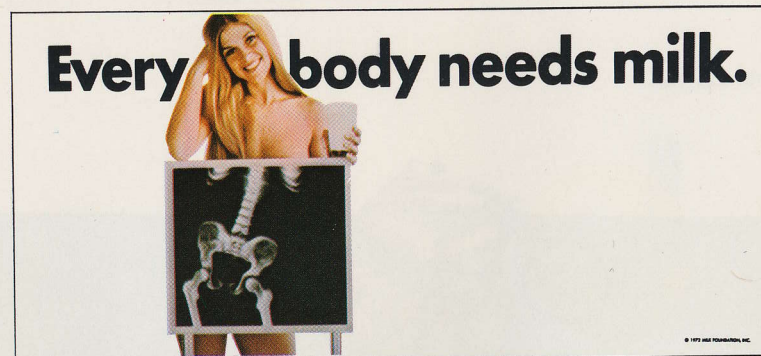
of alcoholic beverages, Pott Rum was able to attain a high level of identification in a short time, using both *Posters* and *Bulletins* with a variety of designs, each of which promoted a different combination using their product.



Advertiser: American Honda Motor Co., Inc.
 Agency: Grey Advertising, Inc.
 Art Director: Norman Friant
 Copywriter: Lee Livingston

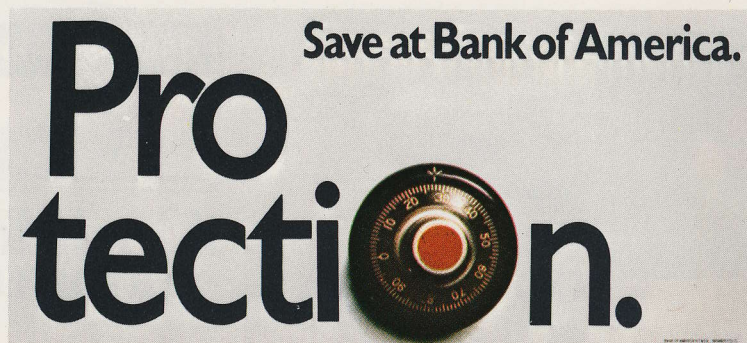
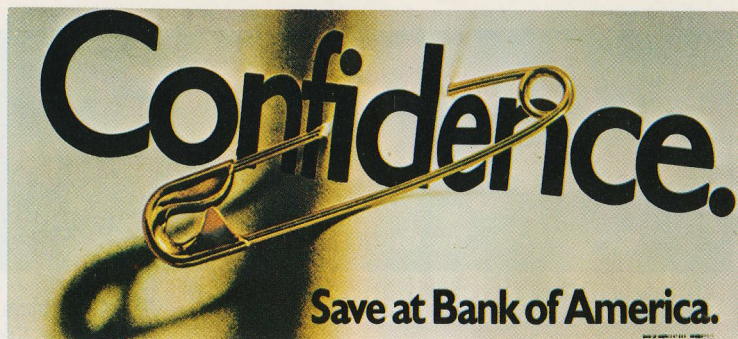


The top illustration shows the Honda Poster and the lower one shows the same design adapted to a Bulletin with extensions. Quite often, by *extending a portion of the design* beyond the normal boundaries of the Bulletin a dramatic effect is achieved, as seen here. Yet, the same illustration and copy are effective in either form.



Advertiser: **Milk Foundation of Twin Cities**
 Agency: Campbell-Mithun, Inc.
 Art Director: Tom Weyl
 Copywriter: Helene Burton

Continuity of communication in advertising is by no means restricted to a few months. The Milk Foundation has *maintained an effective campaign* in Outdoor over many years. Here are just two of the most recent designs, each of which received high ratings from the judges.



Advertiser: **Bank of America**
 Agency: Grey Advertising, Inc.
 Art Director: James Wicker
 Copywriter: Courtenay Moon

Continuity does not depend on physical similarity, but rather on *purpose and theme*. Here, three different approaches by different creative people still follow the basic appeal to the selected market.

Art Director: Ren Wicks

Advertiser: **State of Maine**
Agency: Hill, Holliday, Connors, Cosmopoulos

The State of Maine, through its Boston agency, has maintained a continuity aimed at the tourist traffic by using the kind of brief but engaging humor shown here.

**April showers
bring Me. flowers**

The Great State of Maine.

Art Directors: Jim Sinatra
Stavros Cosmopoulos
Copywriters: Tony Winch
Jay Hill

Love Me.

The Great State of Maine.

Art Director: Stavros Cosmopoulos
Copywriter: Jay Hill

Après Me.

Ski the Great State of Maine.

Art Director: Stavros Cosmopoulos
Copywriters: Jay Hill
Tony Winch

Advertiser: **National BankAmericard**
 Agency: D'Arcy-MacManus
 Art Directors: Adrian Taylor
 Alan Lefkort
 Copywriter: Gerald Hainstock

**Think of it
as money.**



For the home.



**Think of it
as money.**

Airlines do.

The various services rendered by BankAmericard are featured in individual Outdoor designs with the same format on a continuing basis. Here are just three of nearly two dozen designs created for this campaign.

**Think of it
as money.**



For the unexpected.



Grin Belt.

Copywriter: Roger Feuerman



Grain Belt 6

Thirst 0

Copywriter: Ken Oelschlager



The egg and ahhhh.

Copywriter: Mike Vukodimovich

Advertiser: Grain Belt Breweries
Agency: Knox Reeves Advertising
Art Director: Tom Donovan

A regional beer which has become No. 1 in its marketing area has *maintained a continuity of performance*, as exemplified by these three designs, just a few of those created for the year. It is interesting to see that a different copywriter contributed the line to each of those shown.

How green is our valley



Lincoln Savings Riverside at Woodman

Lincoln Savings and Loan Association Main Office, Los Angeles, 6th at Hope

Advertiser: **Lincoln Savings & Loan**
Agency: Honig-Cooper & Harrington
Art Director: Robert Butler
Copywriter: Karen Cole

The judges expressed amazement at the variety of approaches exhibited by various agencies handling banking accounts, since the services and rates are regulated and it must be continuity of image promotion that can make the difference.

Orange aid



Lincoln Savings
Bristol at 17th

Lincoln Savings and Loan Association Main Office, Los Angeles, 6th at Hope

Civic cent-er



Lincoln Savings
6th at Hope

Lincoln Savings and Loan Association Main Office, Los Angeles, 6th at Hope

You can afford to be choosy.

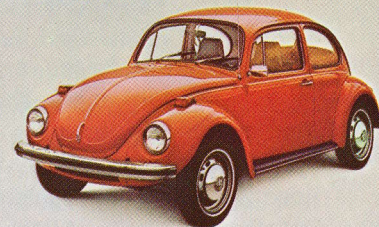


Art Director: Ross Van Dusen
Copywriter: Elizabeth Hayes

Advertiser: **Volkswagen**
Agency: Doyle Dane Bernbach Inc.

Perhaps the longest running nation-wide campaign in Outdoor is that of *Volkswagen*, created and always outstandingly rendered by Doyle Dane Bernbach. Originated by Si Lam, many others are now contributing to this great series of designs.

It majors in economics.



©VOLKSWAGEN OF AMERICA, INC. 1972

Art Director: Si Lam
Copywriter: John Annarino

They said it couldn't be done.



Art Director: Ross Van Dusen
Copywriter: Janet Boden

One good thing after another. \$1.59



Sizzler.

**Get a great deal.
T-bone \$1.99**

Sizzler.



Advertiser: **Sizzler Family Steak Houses**
Agency: Hall Butler Blatherwick Inc.
Art Director: Tom Kelly
Copywriter: Barbara Jones

Appetite appeal is certainly exemplified in the handsome food photography used in this series of designs. As in the case with many advertisers who are well known in their own marketing area, an abbreviation of the full identification or a symbol or logo may be used with confidence that it will be recognized.

Swing a Cutlass

(we'll help)

First National Bank Auto Lease

Advertiser: **First National Bank of San Jose**
Agency: Rock, Bergthold & Wright, Inc.
Art Director: Charles Fillhardt
Copywriter: Curtis Wright

Enjoy the Riviera

(we'll help)

First National Bank Auto Lease

Corral a Mustang

(we'll help)

First National Bank Auto Lease

Here again, space does not permit reproduction of the entire series of imaginative designs on behalf of the Auto Lease plan of the First National Bank of San Jose. Although the design is simple, using a single color and "bleed" size, extending to the frame on all sides, it offers the intrigue of "what will they do next month?"

Advertisers continually find new ways to use Outdoor. Some post several designs in the same market at the same time, termed a "split showing." Shown on the facing page are seven designs which were displayed in progression along the travel routes in Florida leading to Miami. Each promised the Bahamas. Each offers an intrigue as to what will be next, and when. The pay-off, of course, is "Turn left at Miami. Bahamas."

**You've come too far to turn back now.
BAHAMAS**

**Straight ahead.
BAHAMAS**

**You're almost there.
BAHAMAS**

**Turn left at Miami.
BAHAMAS**

**Where is the Bahamas?
You're getting warmer.**

BAHAMAS
Only 50 miles away. So what are you doing here?

BAHAMAS
You could almost swim from here to there.

Advertiser: Bahamas Ministry of Tourism
Agency: McCann-Erickson, Inc.
Art Director: Reggie Troncone
Copywriter: Richard Gaetano Ferrelli

**Seagram's 7
fits right into
your world.**

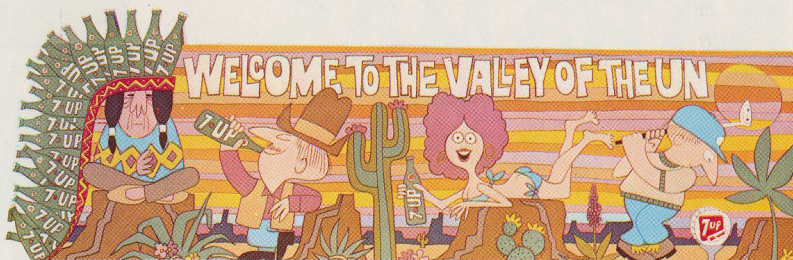


Advertiser: **Seagram Distillers Company**
Agency: **Warwick & Legler, Inc.**
Art Director: **Charles Lloyd Kintzing**
Copywriter: **Tony DeGregorio**

A continuing campaign has its problems as well as its benefits, particularly for creative people. How to keep coming up with fresh, new, imaginative ideas? Seagram 7 is an outstanding example of successful creative work over the years.

Advertiser: **7-UP Bottling of Phoenix**
Agency: **Jennings & Thompson**
Art Director: **Barry Wickliffe**
Copywriters: **John Scher**
Jim Winters

Use of contemporary art style on behalf of 7-UP has now carried on through a series of many designs in Outdoor over a period of years. The style has been utilized by a local bottler in this design with results judged outstanding by our panel.



...but give her Arpege!
LANVIN



Advertiser: **Lanvin-Charles of the Ritz**
Art Director: **Sid Rothberg**

Some campaigns which have been so well established through continuity over the years are able to use only part of their full slogan or claim. *Arpege is an excellent example.*

Hills Bros. Coffee used Outdoor Advertising to open new markets as they moved from the West Coast into Eastern markets in 1965. Surveys showed that awareness of this unknown brand rose to 49.3% in the 6 New England states in which Outdoor Posters were displayed. Since that time, Hills Bros. has continued not only to open new markets with Outdoor, but to maintain an *awareness* and a *preference for their product* through the use of tasteful and effective designs such as these, selected for an Award by our judges.

Made for each other.

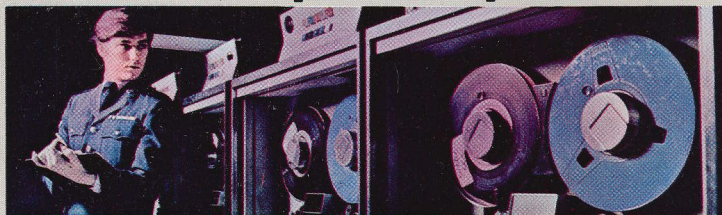


Advertiser: Hills Bros. Coffee, Inc.
 Agency: Doyle Dane Bernbach Inc.
 Art Director: Si Lam
 Copywriter: John Annarino

PERK UP THE HOLIDAYS



Air Force Today. Industry Tomorrow.



Call 800-631-1972 Toll Free.

Advertiser: **U.S. Air Force**
 Agency: D'Arcy-MacManus
 Art Director: Howard Friedman
 Copywriter: Mike Denny

Nurses here is your ward.



Call Toll Free 800-631-1972.

Art Directors: Gil Rosoff
 Howard Friedman
 Copywriter: Mike Denny

A feature of these designs is the inclusion of a telephone number to call, something which some people might regard as unusual for the Outdoor medium. Yet, many advertisers have found that if the message is communicated effectively and interest aroused, the telephone number will be remembered and used.

**Mayor White prescribed treatment
for drug pushers. Rough treatment.**



**Mayor White's Peace Corps:
400 more police on the street.**



**Mayor White's
new Police Academy:
the toughest law school
in town.**

**Mayor White prescribed
treatment for drug pushers.
Rough treatment.**

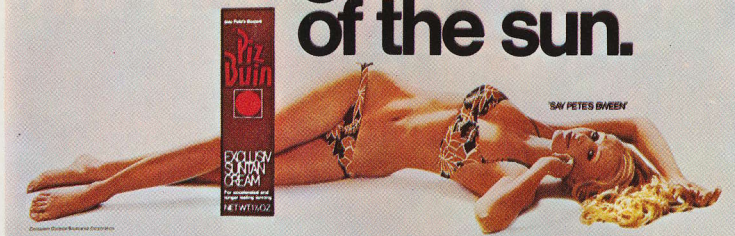
**Logan Airport planned to tear up
Boston. Mayor White tore up the plans.**



Advertiser: **Kevin White for Mayor**
Agency: Hill, Holliday, Connors, Cosmopulos
Art Directors: Dick Pantano
Stavros Cosmopulos
Copywriter: Jay Hill

Local issues, displayed in giant photographs with a brief but pungent sales message. This is part of the series of Outdoor designs which helped elect Kevin White as Mayor of Boston.

Piz Buin gets the best of the sun.



Advertiser: Brunswick Corporation
 Agency: Bliss/Grunewald, Inc.
 Art Director: Philip Hornstein
 Copywriter: Robert Unger

A new product with a new name that is difficult to pronounce, difficult to remember, introduced through Outdoor.

Advertiser: Society of American Florists
 Agency: Henry J. Kaufman & Assoc., Inc.
 Art Director: Phil Sabatino
 Copywriter: William T. Merkel

These extremely colorful designs have been carrying the Florists' message to consumers in a variety of styles for many years.



GET YOUR KID A DOG.



Advertiser: Selecto
 Agency: Burton-Campbell
 Art Director: Bill Aydlotte
 Copywriter: Bill Aydlotte

Here is an example of good type selection, short words, short copy, which makes the point quickly and effectively.

Advertiser: **Crown Zellerbach**
Agency: D'Arcy-MacManus
Art Directors: Adrian Taylor
Alan Lefkort
Gerald Hainstock

Crown Zellerbach is a consistent user of Outdoor with consistently *excellent designs* such as this.



Chiffon blooms in the bathroom.

Advertiser: **Terminix**
Agency: Doyle Dane Bernbach Inc.
Art Director: Si Lam
Copywriter: Janet Boden

A good example of how Outdoor can be used to "*demonstrate.*"



Advertiser: **Wells-Fargo, Inc.**
Agency: McCann-Erickson, Inc.
Art Director: Lee Ruggles
Copywriter: Len Alaria

A symbol which has identified *Well-Fargo* for many years is used in a variety of ways in Outdoor.



Home delivery.

Wells Fargo Real Estate Loans.



Advertiser: **First National Bank of Little Rock**
 Agency: **Cranford/Johnson/Hunt and Assoc.**
 Art Director: **Jim Johnson**
 Copywriter: **Jim Johnson**



A specialized form of Outdoor Advertising structures is shown here. It is termed "*Tri-Vision*" or "*Multi-Vision*." All or part of the design area is made up of triangular panels which rotate every few seconds to display a new message.

The First National Bank of Little Rock also received an award for the imaginative use of this Outdoor form last year.



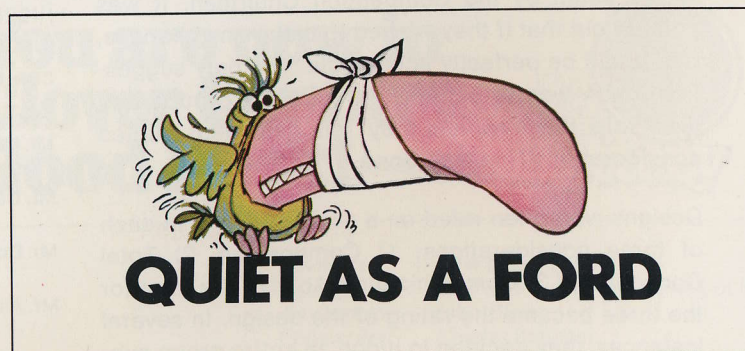
Advertiser: **BBF Restaurants, Inc.**
 Agency: Tracy-Locke, Inc.
 Art Director: Ron McQuien
 Copywriter: Pete Rosler



Advertiser: **Heublein-Black Velvet**
 Agency: F. William Free & Co., Inc.
 Art Director: Paul Hodges
 Copywriter: Dick Williams



Advertiser: **Ford Dealers of Southern California**
 Agency: Myers, Bateman & Wartnik
 Art Director: Marvin Wartnik
 Copywriter: William L. Bateman



JUDGING THE FORTIETH



L. to R. William Herzog, C. E. Zaccardi, Alan Rockmore, Carl W. Nichols, Jr., G. Emerson Cole, Donald Rivers

The 40th Outdoor Advertising Competition was judged on July 12, 1972 by a panel composed of experts in the field of advertising who are associated with Agencies, Advertisers and the Outdoor medium.

As in the past, the basis for judging was suggested to the panel by the Competition Chairman. It was pointed out that if they wished to make any changes, this would be perfectly acceptable. The only suggestion made was to screen the slides in groups and then rate those which they felt deserved studied consideration. This was done.

Designs were then rated on a scale of 0 to 5 in each of three considerations: 1) Composition, 2) Total Concept and 3) Communication Ability. The total for the three became the rating of the design. In several instances, they decided to judge an entire group submitted by one advertiser in which continuity of idea was demonstrated, then select two or three for reproduction in this Annual.

The Institute of Outdoor Advertising is most grateful to the judges for their conscientious and detailed examination of every design submitted in the 40th Competition. Their knowledge of Advertising and of the specific challenges inherent in Outdoor Advertising Design was demonstrated in depth during the judging session. Each entry can be assured of complete and professional consideration. Each winner can be proud of having been selected.

The judges are:

Mr. William Herzog Vice President/Creative Director
O'Mealia Outdoor Advertising Corp.

Mr. Carl W. Nichols, Jr. Chairman of Board
Cunningham & Walsh, Inc.

Mr. Donald Rivers, Creative Director
Quality Bakers of America Cooperative, Inc.

Mr. Alan Rockmore Senior Vice President,
Assoc. Creative Director, S S C & B

Mr. C. E. Zaccardi Creative Director,
Donnelly Advertising Corp. of Florida

Competition Chairman:

Mr. G. Emerson Cole Vice President/Creative Director,
Institute of Outdoor Advertising



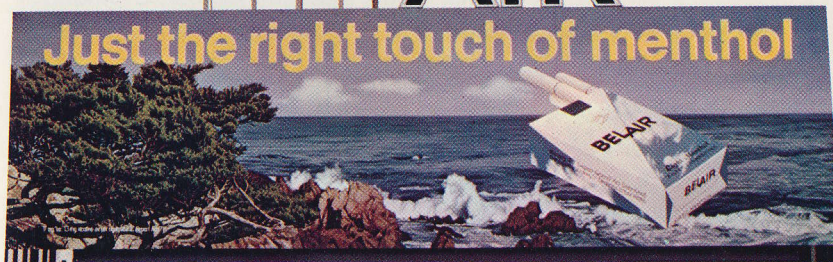
Kal Kan for cats.
Meat eater's
choice.



Advertiser: **Kal Kan Foods**
Agency: Honig-Cooper & Harrington
Art Director: Fred Kaplan
Copywriter: Buddy Weiss

BELAIR

Just the right touch of menthol



Advertiser: **Brown & Williamson Tobacco**
Agency: Post-Keyes-Gardner
Art Director: Charles Tweed
Copywriter: Al Dobson

**You are now in
Clover Country.
Good Luck!** TICKETS 50¢



Advertiser: **New Jersey Lottery**
Agency: Bofinger-Kaplan Advertising of N.J.
Art Director: John Glenn
Copywriter: Charles Bofinger



Advertiser: The Detroit News
 Agency: W. B. Doner
 Art Director: Steve La Gattuta
 Copywriter: Jim Dale



Advertiser: Stroh Brewery Company
 Agency: Doyle Dane Bernbach Inc.
 Art Director: Dave Clark
 Copywriter: Bob Coburn

Illustrated on Pages 27, 28 and 29 are what are known in the Outdoor Advertising industry as **Embellished Bulletins**. In the Kal Kan design, a plaque has been mounted on the unit and this portion of the design was changed to different illustrations, with the product and message remaining the same. Belair increased identification by mounting letters above the standard Bulletin area. The Detroit News design, one of many featuring personalities, extends the heads to gain attention. Stroh, Rainier and Royal Crown are able to enlarge the package itself by using extensions. The Canada Dry design uses extensions and excellent painting of the shadow to achieve a 3-dimensional effect for the product.



Advertiser: Canada Dry Ginger Ale
 Agency: Sonder, Levitt & Sagorsky
 Art Director: Harry Wilkins
 Copywriter: Vic Sonder



Baby It's Bold Inside

Advertiser: Rainier Brewing Co.
 Agency: Maxwell Arnold Agency
 Art Director: Ray Der
 Copywriter: Maxwell Arnold



Cans don't litter... people do. So please.

Advertiser: Royal Crown Cola
 Agency: Marketing Communicators, Inc.
 Art Director: Doug Lew
 Copywriter: Doug Lew


Your best times to Miami.



DELTA 747s
9:10am
12:15pm
9:00pm

Advertiser: **Delta Air Lines**
 Agency: **Burke Dowling Adams/BBD&O**
 Art Director: **Herb Boston**
 Copywriter: **Al Boam**

"Tom Moran tickles me."



WIP/610
 tickle. tickle.

Advertiser: **WIP Radio**
 Agency: **Brownstein Advtg.**
 Art Directors: **Betty Reynolds**
 Bernard Brownstein
 Copywriter: **Bernard Brownstein**

PUBLIC SERVICE IN OUTDOOR

The Outdoor Advertising industry has been a major contributor to public service advertising campaigns for many many years. *The value of the space alone which is donated in a year exceeds \$3,500,000.* Public Service designs are exhibited free of charge on behalf of local, regional and national causes, several of which are illustrated on the following pages.

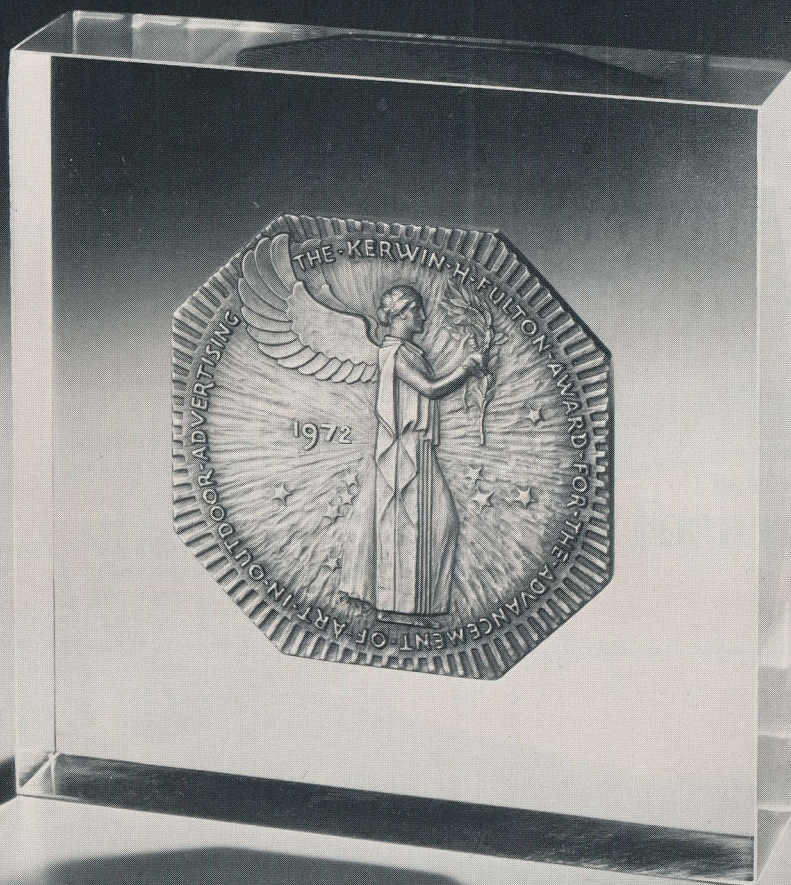
One of the outstanding leaders in the Outdoor industry was *Kerwin H. Fulton*. In 1934, he established The Fulton Medal, to be awarded for outstanding excellence in Outdoor design. It has become a tradition to make this award in the field of Public Service. The esteem in which this award is held is evidenced by the fact that on occasion the panel of judges has withheld it, feeling that the designs submitted were excellent, but not up to the standards established by Mr. Fulton. Such was the case in 1971.

In 1972, the panel of judges agreed unanimously that the Kerwin H. Fulton Medal should be awarded to the design created by Mr. Allen Appel, Creative Director of Naegele Outdoor Advertising Company in Minneapolis, Minn. The design, the medal and some information about the Naegele Public Service Campaigns are included on the next two pages.

THE KERWIN H. FULTON AWARD



Advertiser: Naegele Outdoor Advertising Co., Inc.
Copywriter: Allen Appel
Art Director: Allen Appel



Since 1934, when Naegele Outdoor was founded, the company has been actively involved in many areas of social concern in the twin cities of Minneapolis and St. Paul. In 1969, they decided to launch an Outdoor Social Commentary Series. It was so powerful, requests were received from other parts of the country to use some of these designs in other cities. Naegele cooperated completely in providing artwork and suggestions to Outdoor companies across the United States.

Recently, Naegele began researching the Drug Abuse problem and has worked closely with Minneapolis Public Health officials as well as two local groups to develop a Drug Commentary Series. It is directed to young people who are drug users, or about-to-be-users.

Allen Appel has been Creative Director at Naegele since 1968, with prior experience with the Hedstrom/Blessing Studio and with General Mills in Minneapolis. He was born in New York City and educated at the N.Y. Community College in Brooklyn. Mr. Appel, as the credits indicate, is both Art Director and Copywriter of the design which this year receives the highly valued Kerwin H. Fulton Medal.

PUBLIC SERVICE AWARDS



Advertiser:
Agency:
Art Director;
Copywriter:

First National Bank of Arizona
Bozell & Jacobs/Eller Outdoor
Doc Olender
Pete Yurkovich

Advertiser: **Los Angeles Chamber of Commerce**
Agency: Botsford, Ketchum, Inc.
Art Director: Forrest Sigwart
Copywriter: Ken Bernsohn



Advertiser: **Christian Children's Fund**
 Agency: Cabell Eanes, Inc.
 Art Director: Don Ritter



**HUNGER
IS ALL SHE
HAS EVER
KNOWN**

Christian Children's Fund, Inc.  **Richmond, Virginia**

Advertiser: **U.S. Treasury Dept.
The Advertising Council, Inc.**
 Agency: Leo Burnett Co., Inc.
 Art Director: Jack Brink
 Copywriter: Harry Crayton



Buy U.S. Savings Bonds

For a rainy day.

Advertiser: **Detroit Police Officers Association**
 Agency: Eller Outdoor of Michigan
 Art Director: Pete Karagianis
 Copywriter: Fred Stafford

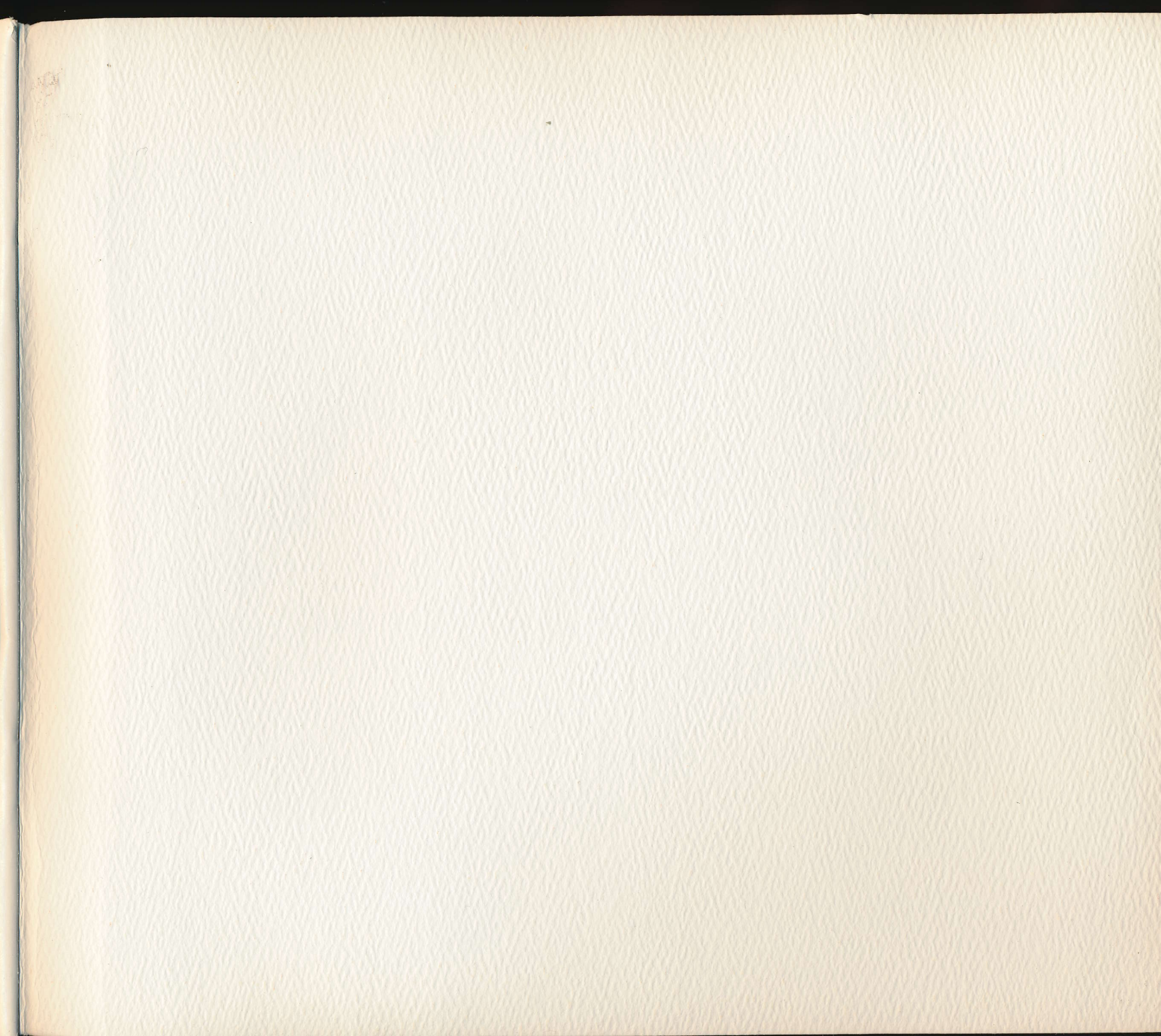


Walk in our shoes ... just once.

DETROIT POLICE OFFICERS ASSN

AWARD-WINNING ADVERTISERS

ADVERTISER	PAGE	ADVERTISER	PAGE
<i>The Advertising Council, Inc.</i>	35	<i>Kal Kan Foods</i>	27
<i>American Honda Motor Co., Inc.</i>	7	<i>Lanvin—Charles of the Ritz</i>	18
<i>The Arizona Bank</i>	2	<i>Lincoln Savings & Loan</i>	13
<i>Bahamas Ministry of Tourism</i>	17	<i>Los Angeles Chamber of Commerce</i>	34
<i>Bank of America</i>	9	<i>Milk Foundation of Twin Cities</i>	8
<i>BBF Restaurants, Inc.</i>	25	<i>National BankAmericard</i>	11
<i>Brown & Williamson Tobacco</i>	27	<i>New Jersey Lottery</i>	27
<i>Brunswick Corporation</i>	22	<i>Pott Rum</i>	6
<i>First National Bank of Arizona</i>	34	<i>Rainier Brewing Co.</i>	29
<i>First National Bank of Little Rock</i>	24	<i>Royal Crown Cola</i>	29
<i>First National Bank of San Jose</i>	16	<i>Seagram Distillers Company</i>	18
<i>Canada Dry Ginger Ale</i>	29	<i>Selecto</i>	22
<i>Christian Children's Fund</i>	35	<i>Seven-Up Bottling of Phoenix</i>	18
<i>Crown Zellerbach</i>	23	<i>Sizzler Family Steak Houses</i>	15
<i>Delta Airlines</i>	30	<i>Society of American Florists</i>	22
<i>The Detroit News</i>	28	<i>State of Maine</i>	10
<i>Detroit Police Officers Association</i>	35	<i>Stroh Brewery Company</i>	28
<i>Drug Abuse</i>	31	<i>Terminix</i>	23
<i>Ford Dealers of Southern California</i>	25	<i>U.S. Air Force</i>	20
<i>General Telephone and Electronics</i>	5	<i>U.S. Treasury Dept.</i>	35
<i>General Telephone Directory Co.</i>	3	<i>Volkswagen</i>	14
<i>Georgia Power Company</i>	4	<i>Wells-Fargo, Inc.</i>	23
<i>Grain Belt Breweries</i>	12	<i>Kevin White for Mayor</i>	21
<i>Heublein—Black Velvet</i>	25	<i>WIP Radio</i>	30
<i>Hills Bros. Coffee, Inc.</i>	19		



INSTITUTE OF OUTDOOR ADVERTISING
625 MADISON AVENUE, NEW YORK, NEW YORK 10022