

Tour Division Awarded

The Division of Tourism, Department of Economic Development, has been notified that Certificates of Merit have been awarded two of DOT's 1972 advertisements. The honors were announced by the Seattle Art Directors' Society.

The first of the honored ads was a four-color page of magnificent mountains, which ran in an early 1972 edition of *READER'S DIGEST*. The sec-

ond, a remarkable sunset picture, told of the delights of our September season in *SUNSET* magazine.

Guy Russo, Director of DOT, commented that these honors are merely the latest in a long string of advertising successes enjoyed by the state of Alaska.

The award-winning ads were created for the Division of Tourism by the Kraft, Smith & Lowe agency in Seattle.