



## Morton's 8-Year-Old Gets Facelift

One of the most successful lasting "idea" sessions in the early days of advertising probably took place as far back as 1911, shortly after the salt agency headed by Joy Morton was incorporated as the Morton Salt Company. From a "routine" advertising presentation came the exchange of ideas which resulted in the first Morton Salt Umbrella Girl and the slogan that is now an American byword.

Back then, Morton Salt Company had decided to embark on the first national consumer advertising campaign for salt to promote its new product: a free-running salt in a round blue package with a patented pouring spout.

The advertising agency selected, N. W. Ayer & Co., was asked to submit a series of 12 dif-

ferent ads to run in consecutive issues of Good Housekeeping magazine. The agency's account executives brought 12 proposed ads — and three possible substitutes — to the Morton offices in Chicago's Railway Exchange Building.

Sterling Morton (Joy Morton's son, who was then secretary of the newly formed company) was immediately interested in one of the substitutes: a little girl, holding an umbrella in one hand to ward off falling rain and, in the other, a package of salt tilted back under her arm . . . spout open and salt running out.

("Here was the whole story in a picture—the message that the salt would run in damp weather was made beautifully evident," Mr. Morton recalled later.)

Still, it needed something. The planned copy, which read: "Even in rainy weather, it flows freely," was appropriate but too long.

"We need something short and snappy," Sterling Morton remarked.

Suggestions came for "flows freely," "runs freely," "pours" and then, finally, the old proverb, "It never rains but it



pours." When this was vetoed as being too negative, a positive rephrasing resulted in "When It Rains It Pours."

In 1912, "It Pours" in a diamond-shaped frame was added to the label, together with the words "Free Running." The picture of the Morton girl and the slogan, "When It Rains It Pours," first appeared together on the blue package of table salt in 1914.

Unlike Little Orphan Annie,

the ageless Morton Umbrella Girl has been given new dresses and hairstyles to keep her fashionable throughout the years. She was "redone" in 1929, 1935, 1945, 1956 and now, in 1968.

Her message and her appeal to American consumers have remained undiminished by fashion's fickle fads or changes in advertising techniques. Each year she appears in parades, at costume parties and in schoolrooms throughout the country, brought to life by youngsters and adults alike who feel her spirit and impact. She is a favorite illustration for student science projects about salt, too.

Widespread curiosity about her origin and history has prompted thousands of letters over the years. She is so much a part of the daily lives of Americans that many people see a resemblance to a sister, cousin or niece, and they often write and ask the name of the model (there has never been one).

The Morton package also has been modernized through the years, although it still incorporates the two most prominent features of the original: the pouring spout and the dark blue label. A patented shaker top has been added to the package and, of course, the label has been redesigned a number of times.

### NAT'L PLOWING CONTEST

HARRISBURG — Commercial demonstration plots of corn and sorghum-sudan hybrids will be a feature of the National Plowing Contest at Hershey Aug. 27, 28, and 29.

Jack R. Grey, contest chairman and deputy secretary of the Pennsylvania Department of Agriculture, said 30 seedsmen have been asked to provide hybrids for the demonstrations.

He said similar forage demonstrations were a top attraction when the national contest was held at Hershey in 1958.



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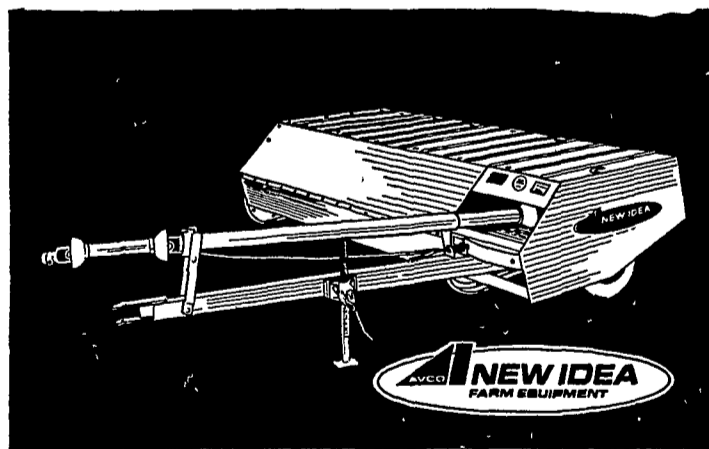
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