

For Immediate Release



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Pigtails and Pinafore Gone —

The Story Behind America's 'New' 8-Year-Old

One of the best-known and loved young misses in America, Morton Salt Company's little girl with her umbrella, has received her fifth change of fashion.

In her first facelift since 1956, she wears her hair short. Gone are the pigtails, bobby sox and pinafore. Her former yellow and white umbrella now is lavender and white.

The salt package she identifies has been modernized, too, and made more attractive. Changing the yellow top and bottom to white accents the purity of the salt, but the pouring spout and patented shaker top are retained. The color of the package has returned to the original rich blue.

Little Miss Morton has been marching through the rain and into the hearts of millions for more than a half century. She has helped make her product the nation's favorite salt, one of just a few items available in nearly every grocery outlet across the land.

Back in 1911, the Chicago-

based salt company began national promotion of its new product: the original free-running salt in a round blue package with a patented pouring spout.

A proposed series of 12 ads — along with three possible substitutes — was brought to the company. Attention turned immediately to one of the alternates: a little girl with curls, holding an umbrella and a tilted package of salt. She told the entire story in a picture: the salt would pour in damp weather.

The intended slogan, "Even in rainy weather, it flows freely," was appropriate but not short and snappy. When the old proverb, "It never rains but it pours," was vetoed as too negative, it was rephrased into, "When It Rains It Pours."

She and her slogan first appeared on the package in 1914.

Unlike Little Orphan Annie, the ageless Morton umbrella girl has been given a new wardrobe and hair style from time to time to keep her fashionable. The first change came



in the 20's. In the 30's she appeared in "Shirley Temple" curls, so popular then. Pigtails first were seen in the 40's and in the 50's she took on her jaunty look that lasted until this year.

The 1968 change reflects the modern appearance of America's eight-year-old "girl next door."

