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Migdol

Boston University
School of Public Relations and Communications
Thesis

COMICS AS A PUBLIC RELATIONS TOOL
IN COMMUNICATIONS

by

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(B.A., University of Buffalo, 1959)

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requirements for the degree of
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CHAPTER I

THE PROBLEM AND DEFINITIONS OF TERMS USED

Comics, once a newspaper feature purely for entertainment purposes, have become a public relations tool for promoting ideas on everything from economics to the use of specific products. They are now used in industry for employee relations, community relations, and sales promotion. Commercial organizations have put comics to work to inform the public about banking and insurance. Comics have found a place in public enterprise, serving government, trade and professional associations, and philanthropy and welfare.

I. DEFINITIONS OF TERMS USED

Comics. The subject of this study has been referred to as: "comics, comic books, commercial comics, special purpose comics, picture books, cartoon narrative," etc. These terms shall generally not be used here. Comics are misnamed- they are no more comic than most of the so-called newspaper comics. We say something is "comic" if it promotes mirth. The subject of this investigation does more than promote mirth. Because "comics" have been misnamed and to have a common frame of reference, the author has coined a new term--promics--PR (public relations) plus the last five letters of "comics."

Promics. Promics consist of panels utilizing a series of pictorial representations designed to build good will or understanding. That is, they attempt to earn public understanding and acceptance of the sponsor's policies and practices. The narrative sequence in pictures is usually accompanied by dialogue enclosed in "balloons." This study is primarily concerned with promics in booklet form.

Public relations tool in communications. The public relations man helps management to communicate clearly and factually with its various publics. The public relations man asks: What message does management desire to be delivered? To whom? How? This study is concerned with a part of the "how"- a format to transmit a message.

II. THE PROBLEM

Statement of the problem. Although promics are widely used for purposes other than entertainment, information about them in literature has been limited to short articles in periodicals. It was the purpose of this study to categorize and evaluate the use of promics as a public relations tool in communications. The research has attempted to uncover such information as who uses them and in what endeavors, the number of copies printed and means of circulation, and how effective they are.

Study procedure. This study is the result of a literature search, conferences with promic producers, and analysis of completed questionnaires which were returned by 36 users of promics. Questionnaires were mailed to 102 companies and organizations who have used promics in the past. Information from these questionnaires is channeled throughout this study and is summarized in the Appendix.

Organization of the study. The topic has been divided into four chapters in addition to this introduction: (1) Promics in Industry (e.g. manufacturing), (2) Promics in Commerce (e.g. banking and insurance), (3) Promics in Public Enterprise (e.g. government and non-profit organizations), and (4) Summary and Conclusions.

CHAPTER II

PROMICS IN INDUSTRY

I. EMPLOYEE RELATIONS

Promics are studied here as a communication tool to earn employee understanding and acceptance of industry's policies and practices. Employees constitute an important public relations target because little publicity or promotion will find a favorable public opinion reaction if good will of the employees is missing.

Managements' problems of an economic educational booklet that is never read, the annual report for employees that confounds rather than illumines, the health and welfare message that is ignored- may be solved through promics.

Economic and Political Education

Several companies have found it especially difficult in the past to get over to employees the problem of economic and management issues. The promics are proving an excellent outlet for such programs.

Justifying advertising. Lever Brothers (New York) was faced with the problem of acquainting employees with the economic soundness of its multi-million dollar investments in advertising- money their employees would rather

have had in their pay envelopes. To tell the story of why money was being spent on advertising and not increased wages, the public relations department prepared "What About Lever Advertising?" The promic technique showed their 8,000 employees how advertising increases markets, facilitates production, and lowers costs, resulting in better pay for the workers.¹

At various stages the booklet, prepared by Johnstone and Cushing, was copy tested with plant managers, foreman, and other employees, including union committeemen. A questionnaire was distributed asking the employees whether they liked the booklet, wanted to know more, etc. The response was most encouraging to Lever Brothers. A high percentage of those returning the questionnaire signed their names and gave suggestions about the promic and Lever's advertising.

It was so successful that four printings were required to meet demands within the company and from other sources.

A Lever spokesman stated:

We receive a continual stream of requests for copies for schools, colleges, libraries, clubs and other groups, and from firms considering issuing something of the same nature. There is no doubt in our minds as to the effectiveness of this particular piece.²

¹Etna M. Kelley, "Look Who's Buying Comics Now!", Sales Management (New York: March 1, 1951), 71.

²Ibid.

Advertising Age said the promic "is one of the best jobs which any company has done to explain the function and importance of its advertising to its employes."³

Teaching free enterprise. Economic and political education are taught by discussion group, reading rack, and films. Management's authority to provide such information has often been contested. However, numerous companies have hired friendly cartoon characters to do the talking with the hope that this makes the message more believable and more trustworthy. Promics have also been able to stimulate readership and interest where conventional pamphlets have failed. The key to success of promics in the reading racks is the voluntary nature of the program.

The Bemis Brothers Bag Company, manufacturer of bur-lap, cotton, and paper bags, became concerned about the dangers of inflation. In 1951 Bemis (St. Louis) and Pictorial Media (New York promic publisher) prepared a promic on "How Stalin Hopes We Will Destroy America." It dramatizes the damage and potential disaster of inflation, establishes deficit financing by the government as the basic cause, and suggests the reader write his Congressman, instructing him to vote against further deficit spending.

³"Text of Lever Ad Book for Employes is Shown," Advertising Age (Chicago: August 16, 1948), 48.

Three full-page advertisements in Time plus ads in forty business periodicals recommended that employers distribute it to employees. The promic was offered at ten dollars for 100 copies; down to three cents per copy in larger quantities.⁴

The Indianapolis Chamber of Commerce ordered 3,000 copies to distribute to teachers at the annual Business-Industry-Education Day. During the first year of publication 850,000 copies were sold to over 3000 business organizations for distribution to employees and customers.

Bemis had Dr. Henry C. Link, then with the Psychological Corporation in New York, test the promic's effectiveness in the Peoria, Minneapolis, and Kansas City plants.⁵ The following excerpts from the test report shows the booklet changed attitudes regarding the causes of and remedies for inflation. Among several questions were the three shown below. Interviewees were shown five possible answers and were asked to check the two most important ones. The answers below were stressed as most important in the promic.

⁴Harry C. Kenney, "Comics With A Purpose," The Christian Science Monitor (Boston: October 8, 1952), 9.

⁵"There Is Something You Can Do About Inflation!", Bemis Brothers Bag Company (St. Louis, Missouri: n.d.); See also, Edward J. Dever, Jr., "You Can Help Fight Inflation With This New Comic Book," Printers' Ink (New York: June 22, 1951).

	<u>People Who Read None</u>	<u>People Who Read All</u>
1. "What things are most to blame for high prices?"		
Government spending more than it receives in taxes	60%	84%
Government adding a lot of new, extra money	28%	42%
2. "What things can YOU do to keep the dollar from being worth less?"		
Write to your Congressman	20%	40%
Pay higher taxes	5%	28%
3. "What can the GOVERNMENT do?"		
Cut down unnecessary government expenses	73%	82%
Raise taxes to pay-as-we-go	10%	46%

According to Dr. Link: "Workers exposed to the book were found to have a significantly higher appreciation of recommended ways to stop inflation than did workers who did not see it."⁶

⁶"There Is Something You Can Do About Inflation!", Bemis Brothers Bag Company (St. Louis, Missouri: n.d.).

Pictorial Media, who prepared Bemis' picture continuity, has produced numerous other free enterprise promics. "We Hit The Jackpot" was distributed by more than 300 companies and sold over 1.3 million copies. It was revised by "You Hit The Jackpot."⁷ In "How To Live Better" a recently arrived immigrant learns that the "secret" of America's high standard of living is better production and teamwork, based on free enterprise.

Pictorial Media's president, Harry E. Childs, who was in public relations with the National Comics Group, offers a promic strip which appears in dozens of house organs.⁸ "Jimmy and Burrhead" (formerly "Jimmy's Jobs") is aimed toward creating a better understanding about job, company, and economic attitudes. They have been used by such companies as International Harvester, Union Carbide and Carbon, Remington Rand, and Alcoa.

A good example of how easy-to-grasp promics have educated workers on economic issues is their use in explaining the Taft-Hartley act. Claude Robinson, of Opinion Research Corporation (Princeton), found in a national survey of workers that only 31 per cent favored the law as a whole.

⁷See page 115.

⁸"Comics Content Can Do Serious Job, Firm Finds," Advertising Age (Chicago: December 22, 1947).

Yet, when employees were quizzed on separate sections of the law they appeared to be solidly for it. Thus, it was concluded that workers' dislike of the Taft-Hartley act was due to misunderstanding and lack of information.⁹

General Electric gave employees "Ann Gets The Answer," a promic on the Taft-Hartley Law. To test its effectiveness G.E. went to Dr. Link (Who also studied the Bemis booklet). Visits were made in Pittsfield, Massachusetts to 100 homes of G.E. workers and 100 homes of non-G.E. workers, who were questioned on the Taft-Hartley Law. Residents in G.E. homes were better informed on the law than others.¹⁰

Yale & Towne Manufacturing Company interviewed its employees and found that more than half read such promics as "Free Men vs. the Union Closed Shop." However, not all the promics they distribute are "heavy." Others include "Handyman," "Your Social Security," and "How to Pick a Used Car."

Company Earnings and Benefits

Company earnings. According to Dr. Otto Lerbinger, Boston University's School of Public Relations and Communications, more and more companies have come to realize

⁹Alex Osborn, Your Creative Power (New York: Dell Publishing Company, 1961), 316

¹⁰Etna M. Kelley, "Lock Who's Buying Comics Now!", Sales Management (New York: March 1, 1951), 71.

the importance of presenting financial data to employees. Financial information demonstrates the company's faith in its trusteeship function and also serves to make employees more cost conscious and competitor conscious.¹¹ "Issuing a separate annual report to employees can be effective if the message is translated into figures, language, and charts that are understandable," he added.¹² This quotation is important because few employees are trained accountants. We should help them to understand what the figures mean. Some companies give employees the same financial statement as received by stockholders; others prepare a revised report or hold "jobholders" meetings; and a few have used promics. These reports improve employee understanding of the company's purpose and, hence, build esprit de corps.¹³

The Marquette Cement Manufacturing Company (Chicago), in an effort to make its financial statements understandable, mailed a promic to all its employees. The 16 page booklet, "Tom, Dick and Harry, The Marquette Team," presented and analyzed the company's balance sheet and income statement.

¹¹Otto Lerbinger, "Employee Communications," Handbook of Public Relations, Howard Stephenson, editor (New York: McGraw-Hill Book Company, 1960), 451.

¹²Ibid., 452

¹³Note that all the letters that are in "corps" are in "promics."

Marquette had Business Research Corporation (Chicago) conduct a survey to determine how the promic was received, how it was used by employees, and what it accomplished.¹⁴ The survey was conducted at two plants- Oglesby, Illinois and Nashville, Tennessee. It was understood by the 114 employees interviewed that their identity would not be recorded in any manner.

A large majority of employees read or looked through the booklet. At both locations there were expressions of family participation and interest in the report. No responses or comments expressed disapproval. Employees gave the promic credit for having brought them new information about the company's financial affairs and size. About 81 per cent of the interviewees expressed an interest in receiving regular information about the company. Jack K. White, Marquette's director of public relations, was very pleased with the results of the survey.

American Type Founders (A.T.F.) has issued several promic-styled annual reports to employees. These are separate from the regular stockholder reports. Thompson Products, The Murray Corporation of America, and the Illinois Central Railroad also used this type of report.

¹⁴"Employee Reaction to Marquette's Comic-Book Styled Report, 'Tom, Dick and Harry, The Marquette Team'," Business Research Corporation (Chicago: September 1, 1949).

Employee benefits. General Electric has issued promics for their employees dealing with employee stockholder and pension plans, and insurance and health benefits. In "Joe Becomes A Stockholder" the savings and bonus plan that has been available to employees is discussed.

"What's In It For Me?" is the 8-page promic of Republic Aviation (Farmingdale, Long Island), illustrating that there are good things at Republic in addition to the pay envelope. It discusses their vacation, insurance, and pension benefits, and educates employees on why there are deductions from the gross wages.

Recruiting. Grit is a weekly national newspaper with a 1 million circulation, which serves towns having less than 2,500 population and no newspaper. In 1959 Grit replaced a letter and conventional pamphlet with a promic to recruit newsboys in the 11-14 age group. Initially, 250,000 copies of "You've Got to Have Grit" were produced by Custom Comics, Inc. (New York). They found that returns over the former method of recruiting went up 50 per cent. It was reprinted six times, totalling 4 million copies. "Grit Wins Out" was a second promic, distributed in 1960. It went through two print runs totalling one million copies. Grit has circulated 5 million promics in a year and a half. The books have been so successful in soliciting newsboys that new

titles are being prepared in 1961.¹⁵

General Motors Corporation, in an effort to recruit personnel for their dealers, had Johnston and Cushing compile "The Taylor Twins In Double Deal." The Taylor twins join the automobile business after learning about its opportunities.

Health, Safety, and Welfare

Charles D. Bell, of Pepperell Manufacturing Company's advertising department, found in a readership survey of the company's house organ, that cartoons ranked first and 95 per cent of their employees read them. They were accordingly reprinted in "Play It Safe Comic Book."¹⁶

Dwight Folsom, of Will, Folsom and Smith (New York), used a promic in a fund-raising campaign for the Greater Cleveland Hospital. Superman was loaned for the task of reaching employees of Cleveland's industrial plants. The Cleveland News recognized the part Superman played- "average contribution from employees was \$11.65."¹⁷ The author does not know how well this compares to other campaigns.

¹⁵Ted Sanchagrín, "Comic Books," Advertising Requirements (Chicago: February, 1961), 92.

¹⁶Etna M. Kelley, "Look Who's Buying Comics Now!", Sales Management (New York: March 1, 1951), 72.

¹⁷Louis P. Birk, "How Comic Booklets Are Used In Advertising and Public Relations," Printers' Ink (New York: August 13, 1948), 41.

Employee and Dealer Training

Archeologists believe that pictorial narrative drawn in southern France 17,000 years ago give evidence that pre-historic man used drawings as visual aids in teaching young hunters where to strike their prey. They cite pictures showing animals' vulnerable spots pierced by arrows.¹⁸ It seems only natural then, that modern man would devise promics to indoctrinate personnel.

How to sell. According to Julien J. Proskauer, formerly president of Wm. C. Popper & Co. (promics printer), promics were originated by their first sale to Seagram's Distillers Corporation in July, 1936. David M. Davies, then Seagram's advertising manager, ordered 3 million copies of "Seagram's Merrymaker" for the 1936-37 Christmas season. Seagram's has used "Seagram's Selling Secrets" for several years to train their salesmen and dealers. Daniel J. Mahoney, copy director, said the booklets were studied during training courses and examinations given to salesmen indicate the booklets have been effective.¹⁹

¹⁸Oscar Schisgall, "The World's Earliest Paintings," The Reader's Digest (Pleasantville, New York: January, 1961), 226.

¹⁹Julien J. Proskauer, "The Idea That Led To Millions In Sales," Wm. C. Popper & Co. (New York: n.d.).

Southern States Cooperative performs a manufacturing, purchasing, processing, and distributing service on feed, seed, fertilizer, and other farm supply items for its farmer-members. To emphasize the importance of farm agents visiting farmers on their farm, Southern States published "Farm Visits," the story of Sam Martin, a make-believe agency manager, who faces realistic everyday problems when he visits farmers. T.K. Wolfe, Southern States' director of distribution, claims the reception to "Farm Visits" was outstanding. He quotes what the agencies have said about it:

It visualizes and inspires....it's eye-catching.... it's attractive....it's different....it is just what we need....it's readable....it's right down our alley.... it's clever....it is well prepared....it caught my eye and I read it through and through...excellent presentation....creates much interest....we are using it.²⁰

Two other "how to sell" promics are "How Jim Got His Big Break," distributed by North American Philips Company to teach selling techniques for Norelco shavers, and "How To Clock Up Extra Sales" for Telechron. The Telechron salesman gives a salesgirl the history of the clock, shows her how it works, and demonstrates how to sell them effectively.²¹

²⁰T.K. Wolfe, "Comic Book Training Farm Agents To Sell More Supplies," Printers' Ink (New York: October 6, 1950), 46.

²¹"Telechron's Comic Book Teaches Clock Selling," Drug Trade News (August 7, 1950), 8.

Product information. One of the newest users of promics is the Atlas Powder Company. Atlas puts a copy into each carton of its activated Darco. The company hopes the "man-in-the-back-room" at each dry cleaning plant will read the promic and thus learn painlessly how to use the product most effectively.²²

The Great Atlantic and Pacific Tea Company (A&P) has used "Andy Preston Makes the Grade" and "Andy Preston Gets Fresh" for indoctrinating new employees. In the first one, Andy learns that A&P uses fine ingredients, carefully prepared, and sold at modest prices. In the second, Andy is informed of the need for cleanliness and stock rotation.

At the gas station. Cities Service, through "Dealer Information Visuals," discusses 26 topics from "A Clean Station" to "Station Management." Over a year of research and field testing among 300 dealers went into the program to develop leaflets that were readable and informative.²³

Sections of the booklet were sent by direct mail to dealers for 26 weeks. Cities Service has received favorable response from questionnaires sent to its service dealers by Petroleum Advisers, Inc. and for their efforts

²²News item in the Wilmington Journal (June 20, 1960).

²³"Sales Education and Comedy Scrambled In Comics Sold to Dealers," Printers' Ink (New York: June 3, 1949), 27.

received the D.M.A. (Direct Mail Advertising Association) "Best of Industry Award." The promic was produced by Brevity, Inc., whose president, Louis P. Birk, doubled as a public relations counselor and media consultant.

A DuPont promic is "How Joe Smith Made a Steady Customer by Knowing What Makes A Gasoline Good." A gas station attendant sells a motorist on premium gasoline. DuPont also prepared "Tank Talk" which is concerned with the safe procedures for entering gasoline storage tanks, and particularly with safe methods for removal and disposal of sludge.

II. EDUCATION RELATIONS

Industry feels that the good will of the youngsters may pay off in sales at the present and in later years. Further, the good will of the children helps to win the good will of the parents. There is also some indication that corporations have come to recognize their responsibilities as citizens.

The attraction children find in the "comic" format is evidenced by the increased circulation of Boys' Life, the official magazine of the Boy Scouts of America, since they inaugurated their "comic" insert in 1952. Circulation has zoomed from 650,000 when they first called on Johnstone and Cushing to prepare the insert, to over 2 million in 1961. The Hempstead, New York Board of Education and Dell Publishing Company recently completed a study of "comic" book readership of nearly 1,000 grade school children. The results indicate that 86 per cent were "comic" readers. Three-fourths pass the "comics" on to their friends when they are finished. The research indicated 4.2 readers per "comic" sold.²⁴ That is to say, buyers of "comic" books are not the only ones who read them before they are discarded.

²⁴William F. Callahan, Jr., "Kids Like Comics!", Newsdealer (New York: July, 1960), 8.

Teachers have long found promics to have a high potential value, not only because their form is acceptable to children, but because people pick up ideas much faster and retain them a great deal longer when they are illustrated with pictures. Sidonie Matsner Gruenberg, director of the Child Study Association of America, has said:

Comics can serve the educator as well as the propagandist, the missionary as well as the advertiser. They have taken their place alongside newspapers and photography, motion pictures and the radio. And, like these others, have become an integral part of the progressive democratization of our culture.²⁵

Hence, industry has adopted and adapted "comics" to educate the nation's school children.

Since December, 1952 Scholastic Magazines has had a special department to boost the use of promics in their magazine. Scholastic Magazines, with a circulation of over 2.3 million, has a department to write, draw, and process the promic inserts. For this work and space Scholastic has charged its advertisers three cents per copy; two and a half cents if advertisers prepare everything but the plates.²⁶ Such industrial leaders as General Electric, Eastman Kodak B.F. Goodrich, the National Association of Manufacturers, and the American Association of Railroads have used Scholastic.

²⁵Nathan R. Abelson, "Comics Are A Serious Business," Advertising & Selling (New York: August, 1946), 92.

²⁶"Scholastic Comic-Type Ads Set Trend In Youth Mag-

While promics have invaded the class room several schools and universities have become interested in exploring the use of this modern American medium. Harvey W. Zorbaugh, a leading sociologist of New York University, taught a college course, "Workshop on the Cartoon Narrative." In 1949 twenty-six men and women studying for masters' degrees in the university's School of Education took the course. They worked under the joint guidance of the university' art, sociology, and communications departments.²⁷

The School of Visual Arts, a resident art school teaching cartooning, was founded in New York in 1947. At the September 21, 1960 meeting of the Newspaper Comics Council in New York, Tom Gill, cartoonist and chairman of the journalistic and television art department, said teaching how to make promics is an important part of the curriculum.²⁸

In October, 1959 a three-year socio-cultural investigation of "comics" was launched under the auspices of the Communications Research Center of Boston University's School of Public Relations and Communications. The sum of \$37,500 was allocated for the research project by the Newspaper

azines," Tide (New York: May 9, 1953).

²⁷"Course In Comics Seeks Social Good," The New York Times (November 19, 1949); T.W. Kiehlen, "Big Business Awakes to Value of Comic Book," Houston Press (April 22, 1948).

²⁸Tom Gill, address to the Newspaper Comics Council Meeting (New York: September 21, 1960).

Comics Council of New York City. Dr. Edward J. Robinson is chairman of the Communications Research Center. The principal investigator for the research is Dr. David Manning White. Robinson and White have been aided by Dr. Francis E. Barcus and graduate students.

Teaching Science

General Electric, a trail blazer in the use of promics in the class room, is the largest industrial user of promics. G.E.'s program of the educational promic began in 1945- a time when parents and teachers were voicing disapproval of "comic" books. The first printing of 300,000 copies of "The Generation of Electricity" has led to requests from teachers for 71.5 million promics about science over the past fifteen years. Promic distribution to schools in 1960 was between 5 to 6 million copies.²⁹

Distribution has been primarily through direct mail to teachers. Offers of promics were first made three times a year, but as teachers became familiar with the program and began sending in their own requests for copies without the stimulus of direct mail, these mailings were cut to twice, and then to once a year. At present half of the requests for books come in unsolicited. All 17 million boys and girls in grades seven to twelve are G.E.'s promic public. They

²⁹Letter from Dwight Van Avery to author (November 11, 1960).

claim to reach 70 per cent of them each year and about 90 per cent at sometime during their high school years. The books are given without charge to teachers; other companies and organizations are charged a nominal fee of three cents per copy. G.E. says that even thirty "big name" colleges use "Inside The Atom" (which has a total circulation of 10.2 million) for review purposes.³⁰

All nine class room promics which have been produced to date come under the heading of "Adventures In Science Series." Reproduction rights for some of these titles³¹ have been granted to publishers in foreign countries by the United Nations Educational, Scientific & Cultural Organization (UNESCO). Some of these booklets, which are supplied by Pictorial Media, have been translated and published in India, Brazil, Argentina, Uruguay, Pakistan, Norway, Finland, England, Australia, and Vietnam.

In 1960 G.E. spent about \$60,000 just for the printing of class room promics. Including distribution, they estimate each copy costs them about three cents. Using this figure as a base, this venture has cost them over \$2 million since 1945.

³⁰Francis K. Smith, "Comic Books: Why They Can Be A Key Public Relations Medium," Printers' Ink (New York: February 24, 1956), 97.

³¹The titles are: "Our Place In Space," "The Generation of Electricity," "The Distribution of Electricity," "Jet Power," "Inside the Atom," "The Story of Light," "Electronics," "Science In Your Future," and "Engineering In Your Future."

How successful has the program been? While Dwight Van Avery, manager of educational relations materials, asserts "very effective," a number of independent surveys confirm that General Electric's educational promics have had a significant influence on the attitudes of young people toward G.E. and its products. In 1961 Advertising Requirements remarked: "GE has proved that comic books, intelligently prepared and merchandised, can be powerful teaching aids and public relations tools."³²

The school publication, Young Catholic Messenger, has conducted a survey every three years and asked: "Please name two large companies doing national business that you think are outstanding." To this free-association question, 4 per cent mentioned General Electric in 1948, 12 per cent in 1951, 17 per cent in 1954, and 20 per cent in 1957. G. E.'s biggest competitor, Westinghouse, had a score ranging from 3 to 4 per cent over these twelve years.³³ Of course it is impossible to ascertain what affect promics alone had in influencing responses to these questions.

In the 1954 Young Catholic Messenger survey, the question was asked: "When you are ready to go to work, for

³²Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 88.

³³This data is from "Resume of the G.E.-Pictorial Media Educational Program, (1945-1959)," Pictorial Media (New York: 1959) (mimeographed).

what large company doing a national business would you like to work?' The response was as follows:

General Electric.....	15.5%
General Motors.....	10.1%
"Telephone Companies".....	7.4%
Westinghouse.....	4.9%
DuPont.....	2.3%
Ford.....	2.2%

In 1954 Scholastic Magazine asked senior high school teachers: "Which company is doing the best job of industry-education cooperation?" The teachers answered:

General Electric.....	57%
General Motors.....	22%
Bell Telephone.....	10%

Gilbert Youth Research asked high school students their brand preferences for a variety of consumer products such as radio and television sets and correlated their answers with whether or not the students recalled having used General Electric's educational booklets in their schooling. This correlation served to establish that the "exposed" students had a better impression of General Electric products than those not exposed to them. The exact results of the survey were as follows:

<u>ITEM</u>	<u>EXPOSED TO G.E. EDUCATIONAL LITERATURE</u>	<u>NOT EXPOSED TO G.E. EDUCATIONAL LITERATURE</u>
A	22%	18%
B	36%	29%
C	9%	5%
D	40%	33%
E	28%	22%
F	32%	26%
G	17%	12%

The class rooms are not the only place where G.E.'s science promics appear. G.E.'s dozens of plants are always hard put to develop their own booklets for reception rooms, open houses, career days, etc. Dwight Van Avery, manager of educational relations, says the promics gain a lot of company good will and have been a very effective educational device. He adds that thousands of unsolicited letters from teachers prove it.

Westinghouse Electric Corporation distributed two 16-page promics entitled "George Westinghouse" and "How Does It Work." Their first venture in promics was a series of fourteen one-page advertisements in educational magazines in 1944 and 1945. Reprints were offered to teachers and students, and in two years more than 750,00 were distributed. In 1946 they produced the "George Westinghouse" (Fun in Science) pamphlet, issued on the 100th anniversary of his birth. Donald L. Miller of Westinghouse school service reports:

For four years, it has received more individual requests from teachers than any of our other 80 teaching aids. In 1950 we published a new kind of cartoon book, called "How Does It Work." It gives the history and operation of atomic energy, jet propulsion, electric lighting, electric power, electric motors, radio and television. It is offered in quantities for classes. Within two months after it was published, we had requests for more than 420,000... Many teachers who are opposed to the ordinary "comics" have accepted "How Does It Work" as a serious visual teaching aid.³⁴

³⁴Etna M. Kelley, "Look Who's Buying Comics Now!", Sales Management (New York: March 1, 1951), 70.

In light of the 1961 bid-fixing law suit judgment adverse to G.E. and Westinghouse,³⁵ perhaps an expanded community relations program is in order to show that they are good citizens.

A notable promic for the class room program has been carried on for thirteen years by B.F. Goodrich Company. In 1948 "Wonder Book of Rubber" was unveiled, which contains a succinct history of rubber and explains how it is produced and used. It also gives instructions for making toys that are operated by rubber.³⁶ Of the 4 million copies printed, 3.8 million were distributed to schools and the remainder was utilized by the company's plants for visitors. It was revised in early 1961.

In 1954 the company distributed 4 million copies of "Tommy Gets the Keys," a 32 page promic on safe driving. It covered the problems and temptations encountered by teenage Tommy Johnson and his parents as he learned to drive. Woven into the plot was an ideal driver-training course. The book was revised in 1960. Between 1948 and 1955 Goodrich distributed nearly 15 million promics as teaching aids for junior and senior high schools.

³⁵Robert F. Kennedy, "Robert Kennedy Examines the Electric Company Scandals," Life (New York: February 24, 1961), 30-36.

³⁶Advertising Age (Chicago: June 14, 1948).

Goodrich's publication of educational promics and their free distribution to school children was recognized by the American Public Relations Association (now Public Relations Society of America) as 1954's outstanding public relations achievement.³⁷

Sold on their good will efforts, B.F. Goodrich published 2 million copies of "Johnson Makes the Team," a 32 page promic which was circulated along with a teacher's manual for use in upper grades of elementary school and high school. The promic interprets the results of the American democratic system. For example, the booklet shows how workers, investors, and customers share in the benefits of a competitive system. It calls for a free democratic system to preserve the nation's economy. In saluting Goodrich for this endeavor, Nation's Business commented: "The results demonstrate that an American art form, properly used, is an excellent medium for telling the American story."³⁸

In 1960 "Tommy Looks at Farming" was released with an initial print order of 3 million copies to tell the vital role of agriculture in our health, economy, and security.

It's interesting to note that although the Goodrich books fit perfectly in the author's definition of "comics"

³⁷Journal of Commerce (New York: May 3, 1955).

³⁸Nation's Business (Washington: August, 1952).

and promics, James McCready, of their public relations department, says they are "cartoon books- not comics."

The Leslie Salt Company of Sans Francisco used "The Story of Salt" to educate children from ten to sixteen on how salt is produced by solar evaporation. After showing the necessity of salt the pamphlet ends by explaining how Leslie Salt is drawn from the Pacific Ocean.

The fascinating story of the evolution of human habitation--from tree-top houses and cave dwellings of prehistoric time to the present--has been dramatically told in "Shelter Through the Ages." Classics Illustrated, publishers of educational "comic" books, collaborated with the Ruberoid Company, manufacturers of asphalt and abestos cement building products, to produce the promic.

Toward an understanding of nuclear energy, what it has wrought, and the new scientific, economic, and social worlds to which it points the way, General Dynamics (New York) has presented "The Atomic Revolution." The 32 page promic has a forward by Gordon Dean, former chairman of the United State's Atomic Energy Commission, who is the corporation's senior vice president. The booklet is a simple but comprehensive story of the development and promise of atomic enterprise.

In 1960 Edmund Scientific Company (Barrington, New Jersey), producers of science project kits, prepared "Astronomy

and You." It develops an interest in amateur astronomy as a hobby and indirectly creates more demand for the products they sell which are used by astronomers.

According to Nigel O'C. Wolff, director of Edmund's science projects division, it met with such enthusiastic reception from museums, planetariums, and schools that the first printing of 100,000 copies was exhausted in six weeks. The second printing of 300,000 was almost gone after another ten weeks, and they ordered a third printing, this time for half of a million copies.

Wolff confesses that at first he was hesitant to use promics, but has not had a single adverse criticism on that score. "On the other hand," he reports, "we have received hundreds of exuberant compliments for the booklet."

Another effort to educate children on science began in October 1960 with national distribution of a weekly "comic" strip, "Science Today." The column explains the significance of various scientific developments and their present or potential impact on society. The author, Professor James A. Coleman, Department of Physics at American International College in Springfield, Massachusetts, was the author of "Relativity for the Layman."³⁹

³⁹"New Weekly Column About 'Science Today'," Editor & Publisher (New York: October 8, 1960), 65.

Teaching About Automobiles

The automobile manufacturers have produced promics to tell about automobile production, safety, and of course, boost their own products. General Motors has used "The Leader Comics," which discussed a thrilling race at Akron and driving safety for Chevrolet. However, Ford and Chrysler have had a much more extensive promic program.

Ford. Professor Harvey W. Zorbaugh, the first social scientist to seriously study "comics" and promics, has edited promics for the Ford Motor Company. "The Story of Steel" was devised to help students understand the processing of steel as they saw it on their tour of the Ford River Rouge Plant.

Ford has distributed promics to the Detroit Public Schoolson "The Story of Mass Assembly" and "The Story of Mass Production." They have also printed 2.5 million copies of "How To Be An Expert Driver."

Chrysler. In 1944 Chrysler unveiled their first promic, "All American Highway." The unusually long (52 page) booklet, prepared by Johnstone and Cushing, suggests a tour through the Americas. It tells about the history and culture of the various countries and offers travel trips. Plymouth was mildly advertised.

There seems to be a thirteen year lag in promic pro-

had a different one every year since then. In 1957 it was a 700,000 order for "Driving the Torture Track" which showed that their products are well built. The following year they came out with "A Behind-the-Scene Story at Chrysler Corporation." Then it was "The 1959 Cars of the Forward Look" which had a million copy distribution. In 1960 they asked Johnstone and Cushing for 2 million copies of "Things That Even Dads Don't Know About." J.R. Barlow, Chrysler's manager of product advertising, has been so pleased with the demand and effectiveness of the booklets that he ordered 2 million copies of a driving safety promic in 1961.⁴⁰

Teaching Health And Safety

A case study of International Paper Company's successful use of promics for a southern forest conservation program can illustrate how one company found promics to be more valuable than just a teaching aid. Forest conservation has great economic importance to small woodlot owners, the southern community, and of course, the company.

In 1946 International widely distributed a conventional booklet, "Report to the People of the South," which dealt at length with the company's forestry operations. The pro-

⁴⁰ Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 88.

gram enjoyed only a limited success because many farmers had little or no interest in trees as a crop and even resented what they considered interference in their business.⁴¹ Realizing that the "New South" will be a product of the present children, the company decided the story could best be told through the schools and with promics.

"How Money Grows On Trees" is about the Davis family's inheritance of a neglected farm. A conservation forester tells the family about the paper industry's contribution to local prosperity. The reader learns how to do scientific tree farming, fight fire, and prevent forest fires.⁴²

International, who keeps close contact with state governments in their regular conservation work, visited the departments of education in each of ten Southern states to show outlines of the booklet and multigraphed copies of their teacher's guide. They received an enthusiastic response and lists of county and city school superintendents and names and addresses of teachers in elementary and secondary schools were given. The booklet was put on the recommended lists of

⁴¹"Public Relations: International Paper Fights Fire With Comics," Tide (New York: January 30, 1954).

⁴²"Comic Book Clicks For Paper Firm," Today's Advertising (Baltimore: January 10, 1950).

Before the promic reached its final stage, a "dummy" of it went out to educators for criticism and to eliminate any taint of commercialism. When the suggestions came in they were incorporated into the finished work. In this interval the distribution system was set in motion- labels typed, endorsement letters printed on state letterheads, and everything prepared for the books to roll off the presses. Four carloads of paper (eighty-five tons) were shipped to New York for Pictorial Media to produce 1.5 million copies of the promics and teacher's guides.

Finally, actual distribution began to schools. Supplemental mailings were also made to Southern newspapers, bankers, brokers, state officials, radio commentators, stockholders, employees, paper manufacturers, dealers, and others. In 1950 an International Paper spokesman announced:

Today, even with the high hopes it had for the booklet, International Paper finds it hard to grasp the size of the response. The flood of letters has not been the usual formal thank-you variety. Specific points about the booklet have been mentioned again and again. The company has been praised for its public spirit and foresight. Stockholders have asked for copies to be given to youngsters in their own neighborhood. County agents want copies for 4-H Clubs. Future Farmers of America and the Boy Scout Groups have also requested additional copies. Southern transportation concerns have asked for copies to distribute.⁴³

⁴³"How Comics Booklets Do A Successful Public Relations Job," Printers' Ink (New York: February 17, 1950), 30.

There was response thousands of miles from the original distribution area. A superintendent of schools in West Virginia asked for 6,000 copies. Teachers all over North America, state and national foresters, and conservation societies deluged the company with requests for books. The teacher's reactions ranged from "I could hardly make myself believe what I was seeing, your booklet was so good" to "My pupils were much more interested in the comics booklet than in the old run of material. I hope you distribute a million copies of the booklet in my state alone."⁴⁴

Out of the many letters received, the company found one from a rural fifth grader as heart-warming as any:

Dear Sir:

We liked your booklet of "How Money Grows On Trees." It learned us how to protect forests. It learned us not to throw things around that would start fires. We would like for you to send us another booklet. We thank you.⁴⁵

International's image was promoted with comments in many newspapers and their success story was contained in such periodicals as Printers' Ink, Tide, and Today's Advertising. Paper Industry and Paper World said:

Since this method of presentation is so easily digested, along with its other obvious advantages, it seems likely that more "comics" will come as time goes on. And they'll be welcome, for we must say that it pleases us to see members of our industry keeping up with modern trends.⁴⁶

⁴⁴Ibid.

⁴⁵Ibid.

⁴⁶"How Money Grows On Trees," Paper Industry and Paper World (Chicago: December, 1949).

"How Money Grows On Trees" was so successful that International has used the promic technique in subsequent school literature, retaining the same characters and theme, but changing the story line. They released "The Little Trees That Went To School" and "How Money Goes Up In Smoke."

International set up an honorary society of junior forest fire wardens, chief of which is Jackie Davis. To join the club, children write to International who sends them a membership card and pledge which must be signed by both pledgee and a parent or teacher. Each junior warden has become a "pint-sized press agent" for the company, officials say. They get friendly letters and a fancy silver badge. The response, according to public relations director John L. Tower, is "almost overwhelming."⁴⁷

In conclusion, the promics have done more than to educate children on forest conservation. They have increased employees' awareness of what the company does and why individual jobs are important to the Southern economy. They have shown stockholders that the company is concerned with its civic responsibilities as well as financial profit, and it has let millions know that International Paper Company is working hard to be a good neighbor.

⁴⁷Public Relations: International Paper Fights Fire With Comics," Tide (New York: January 30, 1953). In 1956 "How Trees Put The Rain To Work" was released to explain watershed control. "The Trees That Are Marked For Market" explained scientific forest management.

Swift & Company (Chicago), seeking to create greater appreciation for the need of a proper diet, sponsored "Eat Right To Win."⁴⁸ Bob Turner, a likeable high school student, misses the key basket in a game because of fatigue. A teacher blames poor eating habits for his lack of vitality. He takes a trip through the "Nutrition Exhibit" where he learns the components of a wholesome diet.

Earlier, Swift traced the progress of meat "from open range to kitchen range" in "The March to Market." It was promoted through direct mail and ads in school publications, and drew requests for 4 million copies.

Swift is not the only one who believes these promics have been an effective public relations tool. Food Marketing congratulated Swift:

In both booklets the "commercial" was wisely played in a minor key. Thus, Swift not only created good will for itself, but also did a public relations job for the whole meat packing industry.⁴⁹

The Wildroot Company (Buffalo) put out "Your Hair Can Be Lovelier," which was largely distributed through school home-economics departments. Unlike most other promics for class room use, this one is commercial.

⁴⁸"Swift Publishes Comic Book Picturing Plight of Boy Stymied By Malnutrition," Food Field Reporter (New York: September 8, 1952).

⁴⁹"Food Companies Use Comics- But Not For Laughs," Food Marketing (August 13, 1953), 19.

The Superior Coach Corporation, America's largest producers of school buses, has long been a prominent sponsor of safer transportation for youngsters. Their recent concern for greater school bus safety can best be explained by the tremendous increase between 1950 and 1960 of youngsters riding school buses- from 5.5 million in 1950 to well over 12 million today. The problem of how best to present their safety message was solved by promics. They chose Casper the Friendly Ghost to act as their school bus safety spokesman.

Alfred Harvey, Harvey Publications president, states:

The same youngsters who read millions of Casper comic magazines, see his motion picture cartoons and follow his weekly cartoon adventures on the ABC-TV show, *Matty's Funday Funnies*, ride the school bus. It seems natural then to have Casper talk to the kids in their own language to get across this important message. If Casper says it's smart to get into the safety spirit, then the kids will listen.⁵⁰

Two million copies of "Casper the Friendly Ghost Rides the School Bus" and teacher's guides were distributed to the company's 100 local franchise dealers who circulated them to schools. Copies of the promic, which has been accepted by The National Safety Council, were also distributed to parent groups for their own safety campaigns. Local newspaper publicity appeared in each community as local schools received

⁵⁰"School Bus Safety Campaign Stars Harvey Comics' Casper," *Playthings* (New York: May, 1960); Ted Sanchagrin, "Comic Books," *Advertising Requirements* (Chicago: February, 1961), 92.

their booklets.⁵¹

Harvey Publications made a one-minute public service announcement available for ABC-TV with Casper as narrator. This is said to have produced \$5 million worth of free time. ABC-TV's public relations department also used the safety promotion, with mailings to TV editors of newspapers and magazines.⁵²

In 1949 Harvey produced 6 million similar promics entitled "School Bus Safety Tips" for Superior Coach. Ham Fisher's Joe Palooka took children to school along sidewalks, avoiding trucks and autos, showing how to behave on the bus, and being obedient to the driver and patrol captain.⁵³ In an allied effort, Standard Oil (Ohio) distributed "Playing It Safe" for Ohio school children.

Eli Lilly and Company, pharmaceutical house, has produced a 16 page promic which an eight year old can understand. It's not distributed in schools; it may not sell more goods- but public relations-wise it has won Lilly the respect of the medical profession and those families having a child with diabetes. The primary purpose of the booklet is to teach the youngsters how to live with a disease- diabetes.

⁵¹Sanchagrín, Ibid.

⁵²Ibid.

⁵³Beverly Bowie, "The Comic Book Industry- We Can Do Anything! Anything!", The Reporter (New York: May 15, 1951), 38.

The book also shows them how to administer their own insulin injections. Over 100,000 copies have been distributed to physicians to give to afflicted children.⁵⁴

Lilly spokesmen said many children, when only half informed about the nature of the illness, become despondent and sometimes imagine themselves as semi-invalids excluded from normal games and play.⁵⁵ The promic helps to allay the child's fears by telling about famous athletes who have overcome the handicaps of diabetes to become stars.

Entitled "Keith and Ellen Win A New Look On Life," the booklet relates how young diabetic Ellen explains to Keith--who has just discovered that he too has diabetes--that he can live a fairly normal life if he does what his doctors tell him to.

Teaching Economics

Children in elementary grades are not too young to enjoy and profit from materials which tell the story of basic economic concepts of free enterprise, according to General Mills. "Freedom of Choice" tells how an American boy,

⁵⁴"Comic Book Tells Diabetic Kids How To Live, Give Injections," Drug Topics (May 31, 1954), 42.

⁵⁵"Book To Take 'Comic' Look At Diabetes," Chicago Tribune (June 21, 1954); "Comic Book Tells Diabetic Kids How To Live With The Disease," American Druggist (New York: June 7, 1954).

Jim Adams, chooses to buy a yo-yo in a neighborhood store and sets in motion a chain of economic events that provide work and incentive for people all over the world- the store-keeper, the yo-yo manufacturer, his employees, and his far-flung suppliers. General Mills' products are not even vaguely involved in the story.

The stories emphasize that the choices of people, when they are permitted freedom to choose, determine production and consumption patterns. A teacher's guide-book was furnished and before-and-after tests were made available so that the teacher could measure the promics' effectiveness. John Burger, director of educational services for General Mills, says a sampling of test scores showed there was a significant improvement in understanding basic economic concepts by those students who read the booklet.⁵⁶

Distribution of the booklets was accomplished partly by a newsletter to 8,500 school superintendents, publicity in educational publications, and a mailing of 2,500 promics with a covering letter to members of the Public Relations Society of America. The promics were used by 3,000 teachers in 47 states.⁵⁷

⁵⁶"Elementary Economics Taught Through Comics-Book Units," New York World-Telegram & Sun (April 9, 1954).

⁵⁷Thomas M. Jones, "How Company-Sponsored Project Helps Teach Economics In Schools," Printers' Ink (New York: June 19, 1953).

General Mills sponsored a workshop at which teachers designed new promics in 1953 at the University of Chicago and the University of Wisconsin. General Mills paid the tuition and gave each workshop teacher a \$50 expense allowance. The teachers received six and two-thirds hours of graduate credit. In 1953 twenty-seven elementary school teachers participated.

Why does General Mills keep its public relations personnel busy in this program costing thousands of dollars each year? Samuel C. Gale, General Mills vice president and director of advertising, gives this explanation:

We believe that an understanding of the basic factors that have made our nation great is vital to a continuance of the growth and expansion of our moral and physical values. Furthermore, we believe this understanding can best be achieved in terms of the daily experiences that are a part of the growing child. If this unit helps carry the economic story of America to tomorrow's citizens, we shall feel richly rewarded.⁵⁸

⁵⁸Ibid.

III. MERCHANDISING AND SALES PROMOTION

The category of merchandising and sales promotion promics can be thought of as being two types: (1) for premiums, and (2) sales promotion. Premiums consist of promics which are given as a reward or recompense for purchasing a product. They are an inducement for a sale and goods are usually only indirectly advertised. Sales promotion promics deal with how to use the product, how to afford one, or how they work. The promic combines a sales talk with entertainment and action. They have recruited new customers by adding the valuable element of news to static ads, demonstrating and glorifying the products, and making the customers less vulnerable to other competitive inducements.

In 1950 the Brevity promic consulting firm had a library of 222 different promics which were issued by 101 corporations and other organizations. Of these, 66 can be categorized as for sales promotion and merchandising. Nearly all of the remainder were for purposes more closely associated with public relations.

Manufacturers of products purchased by or for children have learned the wisdom of offering the youngsters promics. According to the 1960 census, there are nearly 50 million Americans between the ages of 5-19.⁵⁹

⁵⁹ Harry Hansen (ed.), The World Almanac and Book of

"Few premiums can rival the wide acceptance enjoyed by comics among our kids- or the variety available to the advertiser who uses them to promote his products," Premium Practice and Business Promotion said.⁶⁰

Promoting Food

Soft drinks. Typical of the use of promics as a premium was the Canada Dry promotion in 1953. Three 36 page "Terry and the Pirates" booklets were given free with cartons of Canada Dry Ginger Ale- one with each carton purchased. An advertising drive which included advertisements in well-known periodicals, news-stand "comic" books, and television commercials were used to launch the promotion. According to Wilbur M. Collins, sales manager, "Nothing has more kid-appeal than a comic book, and 'Terry' is one of the best."⁶¹ In 1960 Canada Dry again used three promic premiums. They distributed 2 million books featuring the Swamp Fox. At that time Canada Dry sponsored a Walt Disney television series of the same name.⁶²

Facts, New York World Telegram and the Sun (1961), 463.

⁶⁰Premium Practice and Business Promotion (New York: December, 1952), 1.

⁶¹"Canada Dry Launches Comic Book Promotion," Food Trade News (Philadelphia: February 18, 1953).

⁶²Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 92.

The Coca-Cola Company has told the story of "Refreshment Through The Ages."⁶³ Uncle John tells his nephew, Tommy, how mass production has brought soft drinks within the reach of everyone. Among the drinks, of course, is Coke. Coca-Cola also produced "Having A Wonderful Time This Vacation" which suggests things for the children to do. Franklin Garrett, director of office information, calls them "picture continuity books." Two million books have been circulated to date through schools and plant visits. He feels the books have been very effective with the children. Coca-Cola is not alone with this thought. The Orange-Crush Company (Chicago) claims that sales have risen when its Li'l Abner promics have been used as a premium.⁶⁴

Frankfurters. Promoting frankfurters is another task given to promics. The Wm. C. Popper Company received the top award at the Premium Industry Club of Chicago exposition in 1955 for its part in increasing frankfurter sales 91 per cent for 37 meat packers with package inserts. In Boston, the New England Provision Company, makers of Nepco frankfurters, packed a promic in every pound package.⁶⁵

⁶³ Stanley Kligfeld, "Superman's Kin," The Wall Street Journal (New York: May 20, 1952).

⁶⁴ Box Office (Kansas City: April, 1951); Premium Practice and Business Promotion (New York: April, 1951).

⁶⁵ Packaging Parade (Chicago: March, 1954).

Visking Corporation wanted to increase sales of skinless frankfurters. "The Tender Family," their answer, contained "comic" strips, a sequence on processing of frankfurters, and four pages of recipes. Over a million promics were purchased by retailers for consumer distribution.

"While we have no actual figures to show sales increases, we are pleased with the results and consider the use of the books worthwhile," said W.R. Hemrich, sales promotion head.⁶⁶

Grain Products. General Mills launched one of the biggest premium campaigns to date with promics. One of four well known titles--"Whiz Comics," "Captain Marvel," "Flash Comics," and "Funny Stuff"--was banded between two packages of Wheaties. They used 7.2 million copies in selling over 14 million packages.⁶⁷ In 1954 General Mills used "3-D" Walt Disney promics with 3-D glasses built right in the front panel of Cheerios. In 1961 they returned to promics. General Mills offered a "Classics Illustrated" comic (that sells for fifteen cents) free, with box tops from General Mills cereals. Post Cereals, not to be outdone, offered a series of "Captain Jolly" promics to boost "Corn-Fetti."

⁶⁶"Food Companies Use Comics- But Not For Laughs," Food Marketing (August, 1953), 19.

⁶⁷Julien J. Proskauer, "Comics Mean Business," Premium Practice and Business Promotion (New York: August, 1949), 32.

In 1952 International Milling Company, miller of Robin Hood Flour, offered two Walt Disney promics, taking advantage of Disney's movie, "The Story of Robin Hood."⁶⁸ Ward Baking Company used "Tennessee Jed" to introduce its radio program of the same name. They previously used "Dick Tracy" to promote Tip Top Bread. Meanwhile, Krug Baking Company issued "The Adventures of Peter Wheat" for sales promotion.

Milk Products. The Franklin Co-Operative Creamery Association of Minneapolis produced its story in "Teamed For Progress." Frank, the Friendly Salesman, takes the youngsters on a tour of the milk plant and presents information about its community relations program.⁶⁹

Frozen Foods. The "Birds Eye Kids" series were four 16 page promics released by Timely Illustrated Features (New York) for General Foods.⁷⁰ They were distributed to the tune of 2 million copies in supermarkets. Birds Eye's promic campaign won prizes in 1958 from both the Student Marketing Institute and the Premium Industry Club.

Food Store Openings. Promics have been used to publicize food store openings. Dominion Stores of Canada pro-

⁶⁸cf. post p. 59.

⁶⁹American Milk Review (New York: October, 1950).

⁷⁰The titles are: "The Birds Eye Kids Give A Party," "The Birds Eye Kids In The Kitchen," "The Birds Eye Kids Go Fishing," and "The Birds Eye Kids Go Shopping."

duced a black and white promic, suitable for coloring by children, depicting the manager showing a customer and her daughter through the new store. Manufacturers had products pictured and shared in the cost.⁷¹

Promoting Restaurants. The Big Boy chain of drive-in restaurants has 200 franchise establishments throughout the country. This is the fifth year on consecutively monthly promotional promics for Big Boy. The astounding total of fifty different promics, averaging 300,000 copies each, give a total distribution of 14.7 million copies. They are distributed by cashiers and drive-in giveaways. Copies in Los Angeles and Pittsburgh carry advertisements plugging the company's television programs.⁷²

Howard Johnson's Restaurants initiated promics in 1961. One million copies of "The Wonderful World of 28 Flavors" was the start of a long-range promic production program. It contains games, stories, and a menu in the center. The stories are built around Simple Simon and the Pieman, the restaurant chain's symbol. Copies are being distributed in 600 Howard Johnson's restaurants.⁷³

⁷¹Progressive Grocer (New York: November, 1951).

⁷²Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 89.

⁷³Ibid., 92.

"Comic" Strips Influence Food Habits. Popeye's spinach eating became so influential in making America spinach conscious that the citizens of Crystal City, Texas, a spinach growing center, erected a statue of Popeye.⁷⁴ In 1961 Buitoni (South Hackensack, New Jersey) featured Popeye in its advertising and packaging of their spinach macaroni product. They advertise it as:

Extra nutrition of spinach, Popeye's favorite!... Macaroni that looks like Popeye!... Toy comic figures & Popeye cutouts with every box!... Exclusive "Popeye" record offer from RCA Camden on box!...⁷⁵

When Joe Palooka revealed that he trained on cheese, the sales of cheese rose so sharply that the National Cheese Institute crowned creator Ham Fisher "Cheese King of 1937." When Polly called one of her pals a "poor prune," the California Prune Growers Association, aware of the influence of "comics" and concerned about its image, protested vigorously against using "prune" with derisive connotations.

Promoting Clothing

Shoes. One of the largest promic dealer give-away programs was instituted by the Buster Brown Division of the Brown Shoe Company twelve years ago and is still going strong in 1961. "Buster Brown Comics," 32 page, seven by ten inch

⁷⁴ Houston Chronicle (November 2, 1947).

⁷⁵ Advertisement in Life (New York: March 17, 1961), 142.

promics, are designed chiefly to entertain. Buster Brown has distributed over two dozen different titles to dealers at about four cents apiece. They are offered by radio and television and through newspaper advertisements. Their most recent release (1961) is "Buster Brown Easter Fun Book." The covers carry the dealer's imprint and the call letters of the company's radio or television programs.

Printing orders have increased from 750,000 copies per issue to 1.5 million.⁷⁶ Between 50 and 75 million promics have thus far been printed.⁷⁷ C.G. Reichers of Buster Brown's advertising department is confident that the promics bring children and parents into the dealer's store:

We use adventure stories, but keep the violence and particularly the bloodshed to a minimum....The millions of books we have distributed have brought us less than ten letters of criticism from parents or Buster Brown consumers.⁷⁸

The Melville Shoe Company (Thom McAn) has used "A Man and A Plan" to tell their "quality-at-low-price" story. Pictorial Media printed 2 million copies of this promic.

Melville retained Pulse, Inc., New York research organization, to check its effectiveness. Pulse conducted a mail

⁷⁶Louis P. Birk, "How Comic Booklets Are Used In Advertising and Public Relations," Printers' Ink (New York: August 13, 1948), 41.

⁷⁷Sanchagrin, op. cit., 90.

⁷⁸Etna M. Kelley, "Look Who's Buying Comics Now," Sales Management (New York: March 1, 1951), 68.

survey of a cross-section of Melville's customers who had received the promic to measure readership and effectiveness as a public relations tool. The following are the highlights of the responses to the questionnaire which were completed by 28 per cent of those who received it in the mail. (The total sample is not mentioned in the summary report).

Pulse found that 54 per cent of the respondents read all of the promic; 24 per cent read some or most of it; and 22 per cent read none. They report that in those homes where at least some of it was read, there were 2.2 readers per copy. Those who might think of "comics" as "kid stuff" will be surprised to learn that 55 per cent of all readers were 21 years old and over.

There were no significant differences between readers and non-readers in answers to: "Do you think that Thom McAn has succeeded in giving more people better shoe value for less money?" and "Do you think that Thom McAn shoes cost less because the company has worked out better methods of producing large quantities of shoes?" The response to both questions were highly favorable from readers and non-readers.

In answer to the question, "Do you consider Thom McAn as satisfactory a shoe as anyone could want" 27 per cent of the non-readers said "yes" while 44 per cent of the readers replied "yes." In answer to the question, "If a young man you knew wanted to get into the shoe business, would you

think that Thom McAn would be a good company for him for?" 55 per cent of the non-readers said "yes" but a sizable 84 per cent of the readers replied affirmatively.

J. Brent Wells, Melville vice president, concluded that readership was higher than anticipated and readers believed what they read. He added that no other technique of presentation could make their institutional story so interesting, so convincing, and so well read. Consequently, Melville continued their Pictorial Media promic promotion with 4.5 million copies of "Are You In This Picture?" and 3 million copies of "The Inside Story." All booklets were used as package inserts and were distributed through retail outlets.

Several other shoe companies have become promic customers. Poll Parrot Shoes issued "March of Comics- Oswald the Rabbit." The Kinney Shoe Company gave away a 24 page booklet entitled "Your Presidents" and International Shoe Company (Red Goose shoes) presented "Half the Fun of Having Feet," a 48 page book, for their customers.

Other apparel. Blue Bell, Inc. puts a promic on **each pair of** Wrangler Jeans. In the past five years they have produced 35 titles; 45 million copies. The series features well-known rodeo cowboys, all of which wear Wrangler Jeans. Utica Knitting Co. boosted apparel with "Jolly Jumping Beans."

⁷⁹Sanchagrín, loc. cit.

"Dick Tracy," Chester Gould's "comic" strip character, was named for special recognition for being among the best hatted men in America in 1960 by Harry Rolnick, chairman of the board of Byer-Rolnick Hat Corporation. Dick Tracy received the award for "consistently appearing on America newspaper comics pages wearing a good looking hat for more than 29 years." "Dick Tracy is seen wearing a hat by millions of Americans every day and that's a lot more than many famous people can say," declared Rolnick, who added that the famous detective has done much for the hat industry.⁸⁰

Promoting Toys

Starting in ~~May~~ 1960 every Halsam toy retailing for one dollar and up contained a promic packed with it. Halsam believes promics to be a most effective silent salesman and will serve to bring in additional business from the dealer's "best prospects, the kids."⁸¹ Maco toys also promoted their products with adventure promics. U.S. Time Corporation told the "Story of Time" in a promic to promote childrens' watches.

Numerous other companies have used promics to promote toys and sporting goods. As early as 1936 the Daisy Manufacturing Company produced "Daisy Comics," Remington Fire-

⁸⁰"Syndicate Sentences," Editor & Publisher (New York: October 8, 1960), 67.

⁸¹"Sixteen-Page Comic Book Packed With Every \$1-Plus Halsam Toy," Playthings (New York: May, 1960).

Arms Company put out "How to Shoot" in 1952. A.G. Spalding and Brothers issued at least four promics.⁸² The retailers have come up with their own sales promotion promics- W.T. Grant Company ("Jo-Joy"), F. W. Woolworth Company ("Santa Claus Funnies"), and Kresge's are but a few.

Bicycles. The bicycle companies have used huge quantities of promics to promote bikes and accessories, teach bike safety, and show how the children can earn a bike.

The United States Rubber Company, manufacturers of U.S. Royal Bike Tires, has collaborated with Pictorial Media to produce "Bike Comics." The series teach safer bicycling, and proper maintenance, and provide product information.⁸³

Arnold, Schwinn and Company, the largest bicycle manufacturer, issued "Schwinn Bicycle Book" and "Schwinn Bike Thrills" which include stories on the history of bikes, maintenance, product information, and bicycle races. In ten months, 1.25 million copies were used. They are distributed by dealers and in response to coupons appearing in Dell Comics. Shelby Cycle Company published 250,000 "Bobby Shelby Comics" to teach bike safety and promote the product. Distribution was on a shared-cost basis with their dealers.

⁸²The titles: "Inside Football," "Sports Show" (1948), "Circling the Bases," and "Sports Show" (1949).

⁸³In 1960 U.S. Rubber Company had Johnstone and Cushing produce "How to Fish Like an Expert."

The most unusual promic to build the bike market was published by the Huffman Manufacturing Company of Dayton, Ohio. Their problem was how to interest children in earning their own bicycles. The solution was "101 Ways You Can Earn A New Bicycle." At the time of the printing (1952) "Huffy-Bykes" only accounted for 11 per cent of the United State's bicycles. However, the company's strategy was: "If the booklet sells more bikes for the industry, it will sell our bikes, too."⁸⁴

Huffman believes "because kids love comics" the promics are an ideal medium to build up a strong "I-want-a-bike urge" and show them how to earn it. In addition, the company hoped to build good will with parents by instilling thrift and helpfulness. It points out that children owe an obligation to parents that involves good behavior at home- and not at a price.

Huffman also expected the promic would persuade dealers to stock Huffy-Bykes. Huffman sold the promics to dealers, who also received posters and mailing cards for their prospect lists. Dealers then sold 200,000 copies of this unusual book to youngsters for ten cents each. This booklet is a good illustration of how public relations and sales promotion can work hand-in-hand.

⁸⁴"Huffy Find 101 Ways To Build The Bike Market," Sales Management (New York: July 15, 1952), 28.

Promoting Home Improvement, Household Goods

"Ask the Expert" was prepared by Johnstone and Cushing in 1958 for DuPont's filaments marketing section. The book shows how to select the proper paint-brush, paint like a professional, achieve decorator effects, and make brush cleaning easier- while it promotes DuPont's Tynex brushes.

D.C. McSorley, advertising manager, reports that it has gone through three printings (the latest in December 1960) and 4 million copies have been distributed. McSorley says the promic treatment was decided on after consideration of the most effective method of communication for the market involved, the need for telling the story visually as well as in words, and the need for a large quantity of booklets at low cost. He adds that the demand for copies, coupled with the favorable comments received, has convinced him that promics are very effective.

National Lead Company utilized the promic technique for a similar purpose. Their first edition of "How To Paint Right," used to boost Dutch Boy Paint, was distributed to dealers in late 1950. A new edition came out a year later. National charged its dealers six cents a copy and put the dealer's imprint on the cover. The cover quotes a price of twenty-five cents but T. Howard Sarine, advertising manager, said they were usually given free to promote good will. Why were promics used? "The comic book technique was employed

because we felt that the information could be presented attractively in this way," he said.

Certain-Teed Products Corporation (Ardmore, Pennsylvania) had Pictorial Media produce "Room For One More." This is a "do it yourself" promic that apparently illustrates better than straight prose could, how to build a new room in the house. Also in this line of books, Allied Chemical Corporation used "The Case of the Skeptical Home Owner" to promote Barrett roofing supplies. Sandran advertised their stainless vinyl floor covering through promics.

Allis-Chalmers (Milwaukee), manufacturer of heavy electrical generating equipment, began their promic program in 1955 and have been very satisfied with their use of the technique since then. "The Ghost Town That Came To Life," their first promic, explained how electrical power is made. It was translated into French and a total of 2 million copies have been distributed.

Next it was "Pop Go The Fuses" which had a distribution of 3 million in 1956-57. It was used to tell the importance of electrical power in the home. It pointed out that many homes are not adequately wired for the amount of electricity being consumed by modern appliances. The book was revised with a new cover and title in 1958 as "The Case of the Blown Out Fuses" and nearly 2 million more copies were circulated, including a French translation for Canada.

Allis-Chalmer's best example of a public relations use of the technique was "Better Tomorrows Begin Today at Allis-Chalmers." This 32 page, extremely attractive booklet, tells the story of their company from 1847 to 1959. About 200,000 copies have been distributed to employees and the general public at exhibits and meetings.

A.R. Tofte, assistant to the manager of their advertising department, claims that his company's promics have been very effective. They constantly order promics from Johnstone and Cushing because they have found the books are well received by a mass audience and readers attain understanding.

The sales value of using promics for promotional literature is pointed up in the Lewyt Corporation's "Home Cleaning Made Easy." In the booklet--which traces the history of home cleaning from the Dark Ages to today--a salesman shows the housewife how to properly use the company's vacuum cleaner and attachments.

It was offered to homemakers who sent in coupons from the firm's national advertisements, was featured in Lewyt's television advertising, and 75,000 copies were distributed to home economics classes.⁸⁵ Lewyt's dealers also used the book in direct mail campaigns and as "take-along-a-copy" counter literature. In six months, 1.25 million were used.

⁸⁵Journal of Commerce (New York: October 20, 1950).

Lewyt used promics before this one, which featured Alan Ladd, the movie idol.

Donald B. Smith, advertising and sales promotion manager of Lewyt, stated:

We adopted this medium because we felt it enabled us to compress a great deal of information colorfully and economically, into one booklet....It is a good sales training tool for dealer sales staffs. It is our belief that this has been one of the most effective advertising tools we have ever used.⁸⁶

In 1958 the Bissell Carpet Sweeper Company turned out their own promic, "Carpets and Upholstery," which was very similar in purpose to Lewyt's booklet. Bissell's director of advertising reports that the Johnstone and Cushing promic served a worth-while purpose in their promotional campaign.

When Walt Disney's movie, "Peter Pan," had its premiere in February 1953, Admiral gave away "Peter Pan" promics via its dealers. Bendix used the "New Adventures of Snow White" to promote its automatic washer. Also promoting appliances, General Electric's promics, "Greatest Show On Earth," urged people to buy television sets generally and then proceeded to show their own models. Tung-Sol Electric, Inc. used "TV Is My Business" to boost sales of their tubes and transisters in 1960. In 1955 "The Light That Failed" promoted its headlamps.

The Minnesota Mining and manufacturing Company issued

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Etna M. Kelley, "Look Who's Buying Comics Now," Sales Management (New York: March 1, 1951), 72.

"Tape It Easy" in 1952 and have also been very successful with cowboy and Indian promics featuring Scottie McTape as the hero. They have even been used abroad. Borden's has used "Elmer's Glue-All Fix-It Book."

Diamond Chemical, producers of weed killers, issued three promics in 1961: "Crop Rider 45," "Fence Rider 45," and "Line Riders 45." The promic characters were suggested by Fuller, Smith & Ross (Cleveland) to promote weed killer for crops, brush killer along fences and rights of way, and weed killer along utility lines, railroad beds and highways. The booklets are aimed at 4H club members and young farmers. About 250,000 booklets are being circulated by farm area hardware and feed dealers. Because promics are inexpensive, they claim this is a method of competing against DuPont, Monsanto, and Dow, who have larger advertising and public relations budgets.⁸⁷

In 1950 Procter and Gamble offered promics covering adventures from westerns to Li'l Abner. Customers sent in box-tops from soap powders for the 32 page premium booklets. In April 1961 they sponsored a contest which was promoted by Li'l Abner promic strips sent by direct mail. One who studies promics is amazed by the extensive use of Li'l Abner for advertising and public relations purposes.

⁸⁷Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 92.

Promoting Vitamins

Commercial Comics, Inc. (Washington), well known for their political promics, produced "The Magic of Vitamins" for McKesson & Robbins in 1953. One million copies were reprinted in 1960. It educates children on the need to get essential vitamins by telling the history of vitamins. Drug stores are distributing them.

"Granpa" shows his grandson how our knowledge of vitamins has reduced disease and improved our health. He points out the incidence of scurvy among sailors in the eighteenth century and beri-beri among prisoners during the Spanish-American War. The boy is led to a drug store and the pharmacist explains in greater detail what the various vitamins are, what a deficiency in them will produce, and how to get an adequate supply of them.

McKesson & Robbins does not encourage everyone to take their Bexel vitamins. The pharmacist says:

Yes, vitamins are essential. You should always try to get them by eating a balanced diet of wholesome foods. Your doctor will tell you what foods are best and if it seems necessary he will prescribe the additional vitamins needed!⁸⁸

Promoting Machinery, Industrial Supplies

Caterpillar Tractor Company (Peoria, Illinois) has

supplied its dealers with a 24 page promic called "Maintenance Guide For Track-type Tractors." It depicts a tractor owner and a service technician comparing job notes. They discuss methods of making tractors last longer and do better work at lower cost. Operating adjustments are simply explained, as is the proper care of components, such as tracks, seals, fuel systems, and filters.⁸⁹

Caterpillar also produced a 32 page "Operator's Handbook," showing how to operate bulldozers, scrapers, rippers, and cable controls, giving data on high speed hauling, loading, and grade stakes.⁹⁰ "A Look To The Future With Sanitary Landfill" is a third caterpillar promic. It describes community health problems and various methods of refuse and garbage disposal. There is a discussion of how a typical community determines the proper method and equipment in solving proper garbage and refuse disposal.⁹¹ In 1953 it was revised with "The Story of Mid-City- and Its Sanitary Landfill."

Ford Motor Company (Dearborn, Michigan) has publicized its tractor line in "What One Farm Family Found Out." The Hyster Co. (Portland, Oregon), maker of tractor tools and

⁸⁹Tide (New York: May 16, 1952).

⁹⁰"Comics Promote Heavy Machinery," Tide (New York February 23, 1951).

⁹¹Michigan Contractor & Builder (Detroit: April 10, 1951).

earthmoving equipment, also had promics tell of their tools' uses. The Hyster booklet illustrates how tractor-mounted tools benefit railroading, mining, construction, etc.⁹²

"The Wonders of Wire Rope" has been distributed to wire rope users and potential users throughout the country. It was produced by the Performed Wire Rope Information Bureau, which is sponsored by American Chain & Cable Company to promote its patented wire rope and to serve other companies who make the rope as patent licensees.⁹³

The strength of the rope is dramatized by the story of how the rope saved a boy's life. The variety of the product's uses is told by means of such stories as how a cable car at a quarry was used to catch a thief.

The promic was not aimed at children, but for equipment operators and field men- "men on the job who are less influenced by the extensive periodical advertising yet who have something to say when their companies purchase wire rope."⁹⁴ The bureau's strategy was that the men are interested in newspaper "comics" and curiosity about its treatment of an industrial product would get it read.

⁹²"Heavy Machinery Company Dons Comic Book Approach," Modern Industry (New York: August 15, 1952).

⁹³"Can Comic Books Sell Industrial Supplies?" Industrial Marketing (January, 1949), 40.

⁹⁴Ibid.

"The Wonders of Wire Rope" was initially distributed to 100,000 customers and prospects by the bureau and nineteen companies who are licensed to sell the wire rope. Response was such that 100,000 additional copies were produced to meet the demand.⁹⁵

Ludlow Papers (Needham Heights, Massachusetts) issued 100,000 copies of a promic in 1960 to promote a paper which prevents rust. It was produced by Johnstone and Cushing. The back cover has a space for the dealer's imprint and a coupon for those desiring more information. Robert C. Hiley, advertising director, states that its initial reaction is "excellent" and the book is expected to do the job.

The National Carbon Company, division of Union Carbide and Carbon Corporation (New York), offered its dealers "Under the Hood Cartoons" to promote their "Prestone" anti-freeze. It was made available to dealers for two dollars per hundred copies.

Many oil companies have used promics in advertising and public relations. Standard Oil (New Jersey) published "Black Gold, The Fascinating Story of Oil," which was distributed to customers by Esso dealers. Also, they printed 2 million copies of their story of synthetic tolvane, "Blockbusters from Oil." Ohio celebrated its sesquicentennial

⁹⁵"How One Industrial Advertiser Is Using A Comic Book To Reach On-the-Job Workers and To Supplement Its Publication Advertising," Tide (New York: July 9, 1948).

in 1953. Standard Oil (Ohio) joined the celebration with its "Land of the Pioneers," the story of Ohio. A half million copies were distributed through an advertisement in a magazine, Ohio Schools, with a coupon for ordering.

Sinclair Oil produced "The Miracle In Your Gas Tank." Richfield recently issued "It's The Work That Counts" and the Ethyl Corporation produced "Fire Power."

Promic Characters In Advertising

The topic of "comic" characters and continuity strips in advertising deserves a major study in itself. A recent article in Sales Management exclaimed: "Some of the nation's biggest advertisers are throwing their consumer sales voices to animated pen-and-ink people."⁹⁶

Perhaps the most recent notable capitalization on the popularity of "comic" characters has been the use of "Peanuts" by Ford Motor Company. Since 1960 Peanuts has been used exclusively for Falcon automobiles in newspapers, magazines, television, direct mail, outdoor and various other sales promotion programs.

G.E. Nezark, car advertising department, says Ford uses Peanuts as part of its advertising for Falcon to increase readership in the advertisements themselves and

⁹⁶"Do Cartoon Characters Really Sell?", Sales Management (New York: February 17, 1961), 35.

because the Peanuts characters add a warmth and charm that Ford feels fits the personality of the car.

Ford has a sound basis for choosing Peanuts. A 1960 study by Dr. Edward J. Robinson and Dr. David M. White at Boston University's School of Public Relations and Communications indicated that "Peanuts" was most frequently mentioned in answer to the question: "What strip or strips do you read?"⁹⁷ Also, a recent study by the Westport (Connecticut) Town Crier showed that 86 per cent of the poll's respondents "usually" or "always" read the strip.⁹⁸

It is not surprising then, that when Ford was asked by this author how successful Peanuts has been, Nazark replied:

Very successful. All readership research which we have seen indicates that Peanuts has enhanced the readership of all Falcon advertising in which this popular comic strip has appeared.

General Electric uses Mister Magoo, the near-sighted star of movie short subjects, as its chief salesman. This past fall, G.E. spent a million dollars in Magoo television spots. It invested another \$100,000 in accompanying promotion among its dealers⁹⁹ plus an untold amount in General Electric magazine advertising.

⁹⁷Ray Erwin, "Intellectuals Read Comics Regularly," Editor & Publisher (New York: October 1, 1960), 54.

⁹⁸"'Peanuts' Whips 'Phantom' Et. Al. For Comic Title," Westport Town Crier (October 2, 1960).

⁹⁹Sales Management, loc. cit.

Robert V. Corning, marketing manager for G.E.'s large lamp department commented:

The question of whether to select a cartoon character or a similar humorous treatment, for commercial messages isn't a problem resolved by a simple look at cartoon versus conventional treatment. It starts with basic marketing objectives, with what you want to accomplish. The opportunities of a cartoon character offered us flexibility. We could implement our POPS (Point-Of-Purchase Selling system) effectively with Mister Magoo treatments on bulb merchandisers, displays and other point-of-purchase sales aids that would be easily identifiable and support the broad advertising program.¹⁰⁰

Leonard Kimball, public relations director of The Flying Tiger Line, (Burbank, California), used promic strip advertising to promote their air freight shipping service in 1952. Sales increased over 40 per cent. According to Western Advertising, the promic-type ads was a major factor in the company's growth.¹⁰¹

Borg Warner, makers of parts for 1,000 manufacturers, uses promic-type advertising of the "Believe-It-Or-Not Technique" originated by Ripley. Starch readership surveys indicated that such an ad in The Saturday Evening Post ranked first of 68 advertisements in one issue, with 28 per cent of the men having read most of the copy, and that it ranked second out of 64 advertisements in Time.¹⁰²

¹⁰⁰Ibid., 36

¹⁰¹Don Parmelee, "Cartoon-Type Advertising Puts Financial Smiles on the Face of the Tiger," Western Advertising (San Francisco: December, 1952).

International Harvester has called on Pictorial Media, promic publishers, for 4 page advertising inserts in periodicals. A starch report on Harvester's heavy machinery advertising in Engineering News-Record revealed that the promic ad attracted greater readership than its conventional advertisements.¹⁰³

The cereal-makers have especially utilized "comic" characters in their advertising. Kellogg has borrowed Dennis the Menace and Huckleberry Hound; Nabisco called on The Little King; Cream of Wheat has used Li'l Abner.

Many of these promic-type ads appear in Puck, The Comic Weekly and other Sunday "comic" sections of newspapers. Here, one notes, Kleenix regularly utilizes Little Lulu and other uses range from cartoons for Air France to Vaseline Hair Tonic. As one would expect, the "comic" magazines contain a great deal of promic-type advertisements.

¹⁰²Charles S. Davis, "'Lost Product' Maker Seeks Name Identity Through Advertising," Sales Management (New York: August 15, 1948), 100 et seq.

¹⁰³"Industrial Ads In Comics," Printers' Ink (New York: September 10, 1954).

CHAPTER III

PROMICS IN COMMERCE

The topic of promics in commerce has been divided into six areas: (1) Insurance, (2) Banking, (3) Stocks, (4) Utilities, (5) Transportation, and (6) Mass Communications. These groups, selling a service as opposed to a tangible product, have found promics to be as effective for education and persuasion as the manufacturing firms.

I. **INSURANCE**

Insurance Information

The Institute of Life Insurance, the public relations arm of the business, has had an extensive program of promic production with "The Man Who Runs Interference" (attempts to sell the insurance field as a career) and "Frontiers of Freedom" (story of American's struggle for freedom to build better lives and futures for their families). Both arrived at the schools with a teacher's guide. The first one had an initial printing of one million and a second printing of another million.

Mr. R. Wilfred Kelsey, who was director of the educational division, reported on two surveys made after the first booklet was distributed. One survey was of **the** teachers and the other covered life insurance companies and agents who

distributed the promic to the public. Both groups were enthusiastic about them and requested more promics on other phases of life insurance. Kelsey commented:

Young people, and adults too, are for the most part regular readers of the comics, and therefore we should make use of this inherent interest to give these people worthwhile information which they might not otherwise secure.¹

Philadelphia's Associated Hospital Service won first prize at the fifth annual Blue Cross public relations awards contest in 1950. Blue Cross featured a detective, "Sam Shrewd," who moralizes about hospital plans while sleuthing.²

The Cuna Mutual Insurance Co. of Madison, Wisconsin has told the story of credit unions through a promic. It is a 16 page promic produced in 1952 by Wm. C. Popper & Co.

The Great Central Insurance Co. issued a sales promotional promic which boiled down 22 insuring agreements to fit 14 pages. They tested their booklet in Peoria before introducing it to agents at the company's 1952 convention. Salesmen called on 400 merchants there who were mailed copies. John A. Gelish, manager of publications, declared 70 per cent of those receiving it had read it when the salesman called; 25 per cent had laid it aside for future reading;

¹Louis P. Birk, "How Comics Are Used In Advertising and Public Relations," Printers' Ink (New York: August 13, 1948), 41.

²"Public Relations: Selling Health Insurance," Tide (New York: August 4, 1950).

only 5 per cent had discarded it. The mailing resulted in sales to 4 per cent of those receiving it.³

When the Farm Bureau Insurance Companies of Columbus, Ohio opened a new office they desired a "giveaway" for adults and children who visited the building. The result was "Farm Bureau's Carnival of Fun."

In 1953 Pictorial Media (New York) produced 4 page insurance promics with a space for a company's message on it. They provided a capsule view on benefits from group life insurance and hospital insurance. Still other insurance promics have been turned out by the Travelers.

Teaching Safety

Fire safety. "Skipper and His Pal" tells a safety story for the Northwestern Mutual Fire Association (Seattle). Fire prevention groups have endorsed this promic. It has mainly been distributed to school children.

In 1958 Manufacturers Mutual Fire Insurance Company (Providence) issued "How Flame The Fire Prevention Cat Got His Name." The National Board of Fire Underwriters used "What Do You Know About Fire" as a child's guide to fire safety. Non-profit groups have sponsored similar promics.⁴

³John A. Gelish, "This Business Comic Book Gets 70% Readership, 4% Sales," Printers' Ink (New York: October 10, 1952), 39.

⁴See pp. 99, 123.

Traffic safety. "The Case of the Accused Driver" was issued in 1954 by Liberty Mutual Insurance Company (Boston). It shows what a truck driver should do to prevent an accident and tells what to do if an accident does occur. "Peter and the Whiffle-Hound" was also issued in 1954 by Liberty Mutual. This promic is aimed at teaching young children traffic safety. Liberty has a film by the same name, whose message is the same as the booklet. After seeing the movie the children read and discuss the promic. They are used by classes up to the fifth grade. The company receives 400 to 500 individual requests a month for the promic in addition to 2,000 copies used per month in conjunction with the film. Margarie Steele of Liberty's public relations department is enthusiastic about the booklet's effectiveness.

Aetna Casualty and Surety Company offered a promic-strip to newspapers in 1954 to teach highway safety. The series, entitled "Look Who's Driving," consisted of 5 strips which were furnished free by Aetna's public education department. Star of the series was Charlie Younghead, an average driver who became puzzled by the childlike antics of other motorists. Previously, Aetna produced "Who's Zoo on the Highway," which was used by over 800 newspapers throughout the country.⁵

⁵"PR Roundup: Aetna Life Offers Dailies Comic Strip," Editor & Publisher (New York: October 2, 1954).

II. BANKING

The American Bankers Association created "Peter Penny and His Magic Dollar" to tell the story of banking, its functions, and history.⁶ A.B.A.'s member banks distributed more than a million copies. C. Edwin Heming of the A.B.A. commented:

Banks found it an excellent means of doing an educational job in the schools. It was well received by educators, by the pupils themselves and by parents as well.⁷

The Savings Bank Life Insurance Councils of New York, Massachusetts, and Connecticut distributed one million copies of "Mr. Bigg Drops A Hint." It is a 4 page promic, aimed at adults, which discusses the benefits of savings bank life insurance. In 1960 the Savings Bank Association of the State of New York prepared "Saving To Win."

In response to requests from secondary schools for information on check collection, the Federal Reserve Bank of New York issued "The Story of Checks." It traces the history of checks, explains the role of the Federal Reserve, and offers instruction on how to write a check. Carl Madden, manager of the bank's information department, chose

⁶Julien J. Proskauer, "Comics Mean Business," Premium Practice and Business Promotion (August, 1949), 32

⁷Louis P. Birk, "How Comics Are Used In Advertising and Public Relations," Printers' Ink (New York: August 13, 1948), 41.

the promic technique because of its universal appeal. "The comic book is the popular idiom of our times," he said.⁸

III. STOCKS

Bache & Co., the New York investment broker, took advantage of a "comic" strip, "Penny." Penny asked her father questions about stock which he couldn't answer. Father suggested Penny ask her economics teacher. Bache received permission to reproduce it for a mailing piece and tacked on: "Why bother your economics teacher, Penny? Why not read the enclosed study of commodity futures markets?"

Morrie Brickman, a one-time Chicago public relations man, started a promic strip about the stock market in 1960. "Blue Chips" appears on business and financial pages in newspapers. The cast includes Bartlett, the broker, Rolls Roycemore the big operator, and Pigeon the investor.⁹

We are not the only country using the "comic" format in commerce. E.F. Herbert, cartoon editor of the London (England) Daily Mirror, reports that his newspaper carries a strip called "Keeping Up With The Joneses."¹⁰

⁸"Comic Book Tells Check's Story," New York Herald-Tribune (October 1, 1958), 55.

⁹Newsweek (New York: July 18, 1960).

¹⁰The Newspaper Comics Council, Inc. Meeting minutes (New York: September 21, 1960).

Its object is to tell young people how to manage their money. It is a sort of guide to the stock market. We have a young couple called Joe and Prudence Hope, who live in an apartment in a basement. They have a motor scooter and they have Uncle Forsythe, who is the sort of Voice of God in this thing, and who gives them the facts. We have taken Joe and Pru through opening a bank account and running a stock market investment club in the firm... This strip has caused a lot of interest in the city.¹¹

IV. UTILITIES

The American Telephone and Telegraph Company has always been troubled by youngsters monopolizing party telephones. "Bobby Gets Hep" tells how Bobby's prolonged chatter imperiled his father's life by almost preventing a fire call from getting through. Over 1.3 million copies were distributed as handouts at school lectures and telephone company demonstrations.¹² Other copies were left at homes when a telephone repairman or installer found children.

In April 1961 the company unveiled "Ten Men and the Telephone," biographies of ten outstanding men who have contributed to the development of today's telephone system. The promic, designed for school children and the general public, had an initial printing run of 250,000 and it is expected to be a perennial item.

The company's educational materials have a secondary purpose of orienting students toward careers in the com-

¹¹Ibid.

¹²"A.T.&T. Is Hep To A Problem," Business Week (New

munications industry. Donald R. Woodford, A.T.&T.'s cordial information supervisor, prefers to call the literature "picture-caption booklets." He comments: "I believe this technique, well used, has an effective, immediate impact, and with good art work to sustain visual interest, can be an excellent medium."

Pacific Gas & Electric Co. published "Having Fun With Kites" to illustrate that kites and kids go well together, but they don't mix well with electricity. It tells the history of kite flying, describes varieties of kites and how to fly them safely, and contains patterns and instructions for building kites. They were distributed in 1951 through schools and the California recreation departments.

The Edison Electric Institute received requests for information about the proper operation of television sets. "Wonder What A Television Set Thinks About" was released and after television changed and progressed, "Listen to Mr. Tee Vee" replaced it.

Two promics about water were produced in the 1950's. The National Association of Domestic and Farm Pump Manufacturers produced "Water, Giver of Life, Master and Servant of Mankind." It is an interesting and instructive history of

York: January 18, 1947).

water and its harnessing by man from pre-historic times to the present. F.E. Myers & Bros. (Ashland, Ohio), the largest distributor, prepared a teacher's manual and invited teachers to call on Myers' pump dealers for classroom demonstrations. The Association distributed 3.6 million copies in 49 states and Bermuda. It was translated into Spanish.¹³

The American Waterworks Association, in an effort to conserve our water supply, distributed "The Story of Water Supply." C.V. Youngquist, chief of Ohio's Division of Water, commented: "We think the comic book will get the idea over to people who otherwise might pay no attention to how important a dependable water supply is."¹⁴

The American Gas Association (New York) published 1 million copies of "History of Gas" in 1960. The idea to use promics came from their professor-consultants. The book was advertised in The Grade Teacher. Hope Deegan of A.G.A.'s educational service bureau states that teacher's requests for copies indicate that they think well of the medium as an educational tool. She judges the booklet as very effective, citing interest of children in the format, color, and low per-copy cost.

¹³Julien J. Proskauer, "The Idea That Led To Millions In Sales," Wm. C. Popper & Co. (New York: n.d.).

¹⁴"New Comic Hero Is A Drop Of Water," Columbus, Ohio Citizen (July 20, 1954).

V. TRANSPORTATION

Several railroads and at least three airlines--United, American, and T.W.A.--have tapped the promics to get their stories widely read.

The public relations and advertising department of the Chesapeake & Ohio Lines told their story in "George Washington's Railroads." It points out that George Washington hoped for a means of transportation to link Chesapeake Bay with the Ohio River. Millions of copies were circulated at depots and at the Chicago Railroad Fair.¹⁵

William H. Bunce, public relations department of the Association of American Railroads (Washington), reports that his organization watched the development of promics with interest and when they were assured of their acceptability in schools started production of their educational material in promics.

"Railroads Deliver The Goods" was distributed to school children through Senior Scholastic magazine. "All Aboard, Mr. Lincoln!" was distributed to over 2 million school children for use during the Lincoln Sesquicentennial. Like the Association's other promics, a lesson plan for teachers accompany each order and the story and history of railroads are told without special pleading or advertising.

¹⁵ Proskauer, loc. cit.

In March 1960 "Salute To The Boy Scouts" was released on the occasion of scouting's fiftieth anniversary. Over a half million copies have been distributed, partly through the cooperation of the Boy Scouts of America.

In May 1960 "The Iron Horse Goes To War" told the story of railroads during the Civil War and how they first became a military asset. Member railroads have circulated nearly a half million copies.

Six other promics, giving a total circulation of 29 million copies, have already been distributed- 9 promics in 9 years. Bunce states that these public relations tools have been very effective. He points to unsolicited letters from educators, youth group leaders, historians, parents, and the general public lauding them. "We feel certain that they have built good will for the industry," he said.

The French National Railroads used "Pete and Pierre" and "Peggy and Mado" for elementary and high school children to stimulate tourism in France. They point out tourist attractions and offer French history lessons.

In 1948 the Long Island Railroad built a "new look" by the use of promics. The L.I.R.R. found itself subject to criticism for its late trains, makeshift stations, poor lighting, and bad roadbeds. Their public relations department turned to promic strip advertisements in New York newspapers, under the title, "We've Been Working on the Rail-

road."¹⁶

"Why Don't Trains Fly?" was the title of a promic published by the Southern Pacific to counter airline advertising which compared air and rail fares. Ad clubs, airlines, railroad clientele, and other railroads received 50,000 copies.¹⁷ The Pennsylvania Railroad had their own promic to acquaint the public with their activities.

VI. MASS COMMUNICATIONS

"On The Air" was given by the National Broadcasting Company to students who took their guided studio tour and attended public relations programs in schools. Copies were also distributed through Scholastic magazines.

According to Lucy I. Towle of N.B.C.'s public affairs and education department, "It was an effort to put into the hands of young people an authentic story of radio and the development of a radio program in the form most popular with them." Edward Stanley, director of public affairs, reports the book has been very effective and the technique is useful to simplify abstract and complex matters. Stanley says that he worked on pamphlets in this medium in O.W.I.

¹⁶Samuel Rovner, "L.I.R.R. Disarms Critics By Self-Kidding P.R.," Editor & Publisher (New York: December 4, 1948), 16.

¹⁷"Southern Pacific Issues Comic Book Chiding Airline Ads," Advertising Age (Chicago: February 13, 1950).

during the war. He adds that they were very popular, especially in semi-literate countries, and were adapted to many languages and purposes.

John R. Manning, a former sales representative of King Features Syndicate, produced "Deadline- The Story Behind The Headline." This story of the newspaper takes children through the history of the press from the Renaissance to the present. Not only did newspapers buy quantities, but the United States Information Agency purchased it for distribution to its libraries and bases around the world.¹⁸ The Minneapolis Star and Tribune has given its visitors a similar promic, "A Trip Through Newspaperland."

The motion picture industry has even come into the promic act. Columbia Pictures has called on Johnstone and Cushing to turn out advertising for their films, "Battle In Outer Space" and "The Warrior and the Slave Girl." They are condensations of scenes from motion pictures which are aimed at getting the readers to go to the theatres to see the rest.

¹⁸"Comic-Style Story of Press For Schools," Editor & Publisher (New York: November 16, 1957), 50.

CHAPTER IV

PROMICS IN PUBLIC ENTERPRISE

Public enterprise has been here divided into three general areas: (1) Government, (2) Trade and Professional Associations, and (3) Philanthropy and Welfare. Just as industry and commerce have recognized the power and appeal of the promic technique, the non-profit organizations have concurred in the idea.

I. GOVERNMENT

The promic technique has penetrated the governmental field for use in international relations, to create good will for the Atomic Energy Commission, and for the recruitment and indoctrination of military forces. Promics have been extensively used for governmental health, welfare, and safety campaigns, and in employee training. Cities and states have developed their own promics for diverse purposes. The politicians have delivered their message to the public through campaign promics.

International Relations

The "comic" format, familiar to nearly all Americans, has become an important and useful tool in the relentless struggle to tell the world the truth about the United

States.

The Department of State made an excursion into the promic field with "Eight Great Americans." It is the story of George Washington, Thomas Jefferson, Walt Whitman, Abraham Lincoln, George Washington Carver, Andrew Carnegie, Jane Adams, and Thomas Edison. About 1.8 millions of these ambassadors of good will were printed in nine languages to emphasize democratic ideals, opportunities, and benefits.¹ Copies were distributed through Foreign Service posts and foreign private organizations.

Long lines of people formed in front of a United States' embassy in Latin America to receive a free promic, "The Story of the United States." Children cried shrilly: "Propaganda, meester; propaganda, please!"² Latin America requested 2.5 million copies through the Office of Inter-American Affairs.³

The State Department put out "Voyage to Freedom," the story of three young seafarers and their escape from tyranny. Some Lithuanian youngsters escape from the iron cur-

¹Millicent Taylor, "Hurdling Language Barriers," The Christian Science Monitor (Boston: December 16, 1950).

²Stanley Kligfeld, "Superman's Kin," The Wall Street Journal (New York: May 20, 1952).

³Louis P. Birk, "How Comics Are Used In Advertising and Public Relations," Printers' Ink (New York: August 13, 1948), 41.

tain to fight Communism.⁴ "On to the Goal," a similar book, tells the story of a Czechoslovakian athlete's fight for freedom. Both were produced by Johnstone and Cushing.

"Visit to America" is an international relations promic strip which was originated by the United States Information Agency in April 1958. It now appears in some 3,000 newspapers in 48 countries of Europe, the Near East, Far East, Africa, and Latin America. "Visit to America" is the most widely circulated cartoon strip in the world. It depicts the travels of an Asian student who learns about America by traveling coast to coast.⁵

U.S.I.A. has a seven-man staff of cartoonists, illustrators, and writers who make promic strips available to foreign editors in two and three-column plastic plates and reproduction offset proofs four columns wide. They are distributed through the agency's overseas posts where translation of the text are made for the appropriate languages of the area. The cost to American taxpayers is one penny to reach 3,000 persons each week.⁶

⁴George Moses, "Why's And How's Of Comic Book Advertising," Advertising Agency (February, 1953), 71.

⁵Lucius Henegan, "Cartoons Explain U.S. Abroad," The Christian Science Monitor (Boston: November 29, 1960), 4; "Telling America's Story Abroad Through Press and Publications," United States Information Agency, Office of Public Information (Washington: n.d.). ⁶Henegan, loc. cit.

The questions most frequently asked of Ramac (the electronic brain) about American life and culture by visitors to the American National Exhibition held in Moscow in 1959, form the basis for a new promic strip, "It's A Fact." Presently some 1,200 newspapers in 56 countries have requested it to acquaint readers about life in the United States. "It's A Fact" covers such topics as the American economy, education and culture, minority groups, agricultural production, science and technology. Here is the text of a typical promic strip:

QUESTION: How long is the work week of a United States worker?

ANSWER: The average maximum work week for United States workers is 40 hours: eight hours a day, five days a week. For any time over 40 hours, the average worker receives pay at the rate of $1\frac{1}{2}$ times his regular hourly pay. The minimum wage is legally \$1 an hour, although most workers receive more than the minimum.⁷

Other popular U.S.I.A. promic strips are "Sports-U.S.A.," which depict American sportsmanship and individual sports celebrities, and "True Tales," containing episodes in the lives of early Americans, heroism, and historical facts. "Sports- U.S.A." is distributed to 1,400 publications in 77 countries; "True Tales" reaches 1,500 publications in 53 countries. In all, the U.S.I.A. strips appear in 7,5000 newspapers in 81 countries, with approximately 1 billion readers.⁸

⁷Ibid.

⁸Ibid.

In 1959 the U.S.I.A. produced two promic books-"Lincoln" and "Man In Outer Space." "Lincoln" is a biography produced in 12 languages to portray a prominent American abroad. "Man In Outer Space," which must have had the U.S.I.A. red-faced during the Russian's successful launching, told of our space achievements. It was issued in English, Arabic, Vietnamese, and Spanish. The first promic has had 486,000 copies distributed to date; the second, 308,000.

On January 20, 1961 John F. Kennedy was inaugurated as President. The same month, U.S.I.A. released 235,000 promics in English and Spanish to introduce the new President to other countries.⁹ Copies were circulated by U.S.I.A. posts in 89 countries of the free world. This booklet is among the worst in art work among the over 200 promics which this author has reviewed for the study. The President appears to be pictured as an ogre in many of the drawings.

E.D. Fairchild, chief of the U.S.I.A. cartoon section, says the booklets have been very effective in accomplishing our purpose. He believes that readership is higher with promics than for any other written material because it is easy to follow the story and promics are often passed on to other readers while magazines and papers are tossed out.

⁹The same was done for former-President Truman; see p. 104.

Fairchild thinks that they are an effective educational device due to their simple language, ability to colorfully tell complex stories, and simplify public problems. Although Fairchild doesn't use promics to market products (only ideas) he thinks that they can be effective here, too.

War use. Promics have been drafted in time fo war to recruit and indoctrinate our forces,¹⁰ and to win friends and influence nations. The Army Air Force even recruited promics during World War II to tell the story of life insurance provided our flyers. During the Korean War, American combat planes carried bundles of "Blondie comics" into enemy territory to sustain the morale of American G.I.s held in prison camps there.¹¹

During World War II, Promic strips featuring Popeye the Sailor, Li'l Abner, and the Little King were employed to sell war bonds. "Neustro Futuro- Hombres Libres, O Esclavov?" ("Our Future- Free Men or Slaves?") traced the effect of Hitlerism on the freedom loving people of the world.¹² "Los Inmortales de America" was printed in Spanish

¹⁰See p. 92.

¹¹Marya Mannes, "Comics," The Encyclopedia Americana (New York: 1958), Vol. VII, 361.

¹²Nathan R. Abelson, "Comics Are A Serious Business," Advertising & Selling (New York: July, 1946), 90.

and Portuguese to cement relationships between the United States and its southern neighbors. It drew parallels between famous men of both hemispheres. The Office of the Coordinator of Inter-American Affairs produced these books. The Treasury Department produced 15 million copies of "Fox-hole On Your Lawn" for its 1951 bond drive.

The State Department used promics to tell our story of the Korean War in the Near and Middle East. One million copies of a 4 page promic was distributed to combat Communist propaganda.¹³ "The Korean Story" was printed in Tagalog (for Phillipines), Arabic, Persian, Burmese, and English. The promic was donated by Fred Danner, proprietor of the Danner Press in Akron, Ohio.¹⁴ The State Department also put out "Korea, My Home" which was published by the Johnstone and Cushing promic publishing firm.

At about the same time, the State Department came out with "When the Communists Came! The True Story of a Chinese Village." The 24 page booklet was printed in Chinese and given to schools, labor unions, and farm families in Hong Kong, Formosa, and other countries in Southeast Asia that have a considerable number of Chinese people. The cover

¹³"Comic Books To Give Orient U.S. Story of War in Korea," Washington Star (September 28, 1950).

¹⁴"Danner Books Fight Commies," Akron Beacon-Journal (October 22, 1950).

of the Chinese edition depicts Chinese Communist soldiers seizing sacks of grain on a peasant's farm. Inside, a school teacher tells of what he saw in a village in central China.¹⁵

We were not the only ones using promics for psychological warfare in Korea- so did the Communists. William J. Parker, a security analyst at the Strategic Air Command, said the promics showed Communist officers as being skilled and American officers as blundering. The illustrations depicted more Americans being killed and wounded than North Koreans.¹⁶

Over 200 separate propaganda promics flooded China, Hong Kong, Macao, and southwest Asia. Some of the titles were: "Blind Yueh Kung's Revenge," "Reformation," "The Little Despot," "Stories of Discovery," and "The Last Drop of Blood." According to a New York Times dispatch, the Communists relied on the fact that the Chinese masses are more receptive to pictures than they are to words.¹⁷

¹⁵Dorothy Dunbar Bromley, "U.S. Tells Asia of China Red In Comic Book," New York Herald Tribune (November 28, 1950).

¹⁶"Communitic Comic Books Propagandalize U.S. Troops," Omaha World Herald (September 24, 1953); Chicago Sun Times (December 5, 1953).

¹⁷Henry R. Lieberman, "Communists Flooding China Mainland With 'Comics' To Further Propaganda," The New York Times (October 27, 1950).

The Italian Communists denounced all "comic" books as a debased form of literature, a vulgarization of art, and a wicked projection of Americanism. They pleaded with children to throw them into "peace bonfires." Instead, "comic" readership climbed. The Communists gave in--with a "if-you-can't-beat-'em-join 'em" philosophy--and produced two promics of their own. The promic campaign was launched in 1950 with "Pioniere" ("The Pioneers").

Communists decided that Italy's children not only were passionately interested in comic books but that practically no other kind of printed material was finding any favor with them.¹⁸

Military Promics

Recruitment. The Department of the Navy published Al Capp's "Li'l Abner Joins The Navy!"¹⁹ in 1950 and "Judy Joins The Waves" the following year. The Coast Guard also has had a promic to stimulate enlistment and in 1960, "I Am The Guard" was used to tell the story of the National Guard "from muskets to missiles."

Milton Caniff used Steve Canyon for "Strictly for the Smart Birds," illustrating opportunities in the Air Force. A young man must decide whether to shed his uniform or re-

¹⁸Barrett McGurn, "Hi Ho, Silver! Reds Put Comics to Work," New York Herald Tribune (September 3, 1950), 2.

¹⁹"Al Capp by Li'l Abner" has been used to aid G.I. amputees. Capp was cited by the Secretary of the Treasury for aid. He prepared "Private Li'l Abner" for training.

enlist. He considers the advantages and disadvantages of civilian living. After pondering the job to be done, the status of the Air Force, military benefits, and finding his girl-friend and the public is proud of him, he reenlists.

The Department of the Army, in an effort to promote its Reserve Officer Training Corps in United States colleges, produced "Time of Decision." Harvard and Yale rejected the promics on the grounds that they were below the dignity of the students. The Dean of Boston College termed it "an insult to our freshman."²⁰ At the University of Arizona the 16 page promic was offered along with a 20 page conventional pamphlet. "The comic book went like hot cakes- the conventional information booklet?- the department still has boxes of them."²¹

Army spokesmen found that of those who read the promic and were interviewed, 80 per cent had a fair idea of its message.²² Further, shortly after the booklet's release, they cited a 15 per cent increase in enrollment enlistment.²³

²⁰Beverly Bowie, "The Comic Book Industry- 'We Can Do Anything! Anything!'," The Reporter (May 15, 1951), 39

²¹"Army Changes Tactics By Using Comic Book To Plug Cadet Course," Tucson Star (September 17, 1950).

²²Bowie, loc. cit.

²³"Army Defends Its Comic Books Used to Help in Recruiting," Washington Star (November 19, 1950).

Lt. Col. Robert D. Burhans, information officer for an Army staff which sent out the R.O.T.C. promics, admitted that fighting in Korea and radio and television advertising also had a lot to do with the enrollment climb. He added that 99 per cent of the reports received on the promic were favorable.

Indoctrination. The Army has enlisted promics to teach its neophytes "Military Courtesy." The 20 page booklet takes a recruit and his corporal through situations they might face on and off duty. It tells them when to salute, when not to, and how to deal courteously with everyone from the ladies in the service club to the commanding general.²⁴

In 1952 the Pentagon issued five promics to teach G.I. citizenship. They cost \$30,000- \$6,000 for each of them. Each one had a printing of 320,00 copies, enough to have one for every ten persons in the Army, Navy, Air Force, and Marines, including officers. The pamphlets include: (1) "The Man Who Wouldn't Quit," (2) "Kerry Drake- Case of the Sleeping City," (3) "Joe Palooka- It's All in the Family," (4) "Strong for the People," and (5) "Steve Canyon's Secret Mission." The "Strong" (#4) promic, which is typical of this group, points out:

²⁴Saginaw News (July 28, 1950).

Democracy can last only as long as the people's interest in it lasts. Your job as a serviceman is to defend democracy. Your job as a citizen is to practice it. One way to do that is to select your candidates and vote for them. Voting is an important duty.

During World War II special Superman promics were utilized by the Navy as supplementary readers in literacy training classes. The pictures were the same as contained in the regular edition, however, the grammar was improved. The reader's retention and understanding were tested by multiple-choice questions at the end of each story.²⁵

Harold Downes, English instructor at Lynn, Massachusetts Industrial High School, and Dr. Robert Thorndike, educational psychologist, found that some students, although slow readers, enjoyed "comics." They prepared "Superman Work Book" to teach reading skills. Its acceptance among educators was such that it was used in 2,500 classrooms.²⁶

Military image via promic strips. There is a new "secret weapon" at the Pentagon. The Air Force has discovered how to use Milt Caniff's 30 million readers to better their image. So great is the impact of "Steve Canyon," Uncle Sam assigned Major William J. Lookadoo, public relations officer, to provide accurate background information for Caniff.

²⁵Nathan R. Abelson, "Comics Are A Serious Business," Advertising & Selling (New York: August, 1946), Part II, 86.

²⁶Ibid.

By a not-so-strange coincidence, a Major Luke Adew, an Air Force public relations officer who looks and speaks like Lookadoo, appeared in 1960 in Caniff's strips.

Thus, when the Eisenhower Administration went against Air Force wishes and reduced plans for developing the super-sonic B-70 bomber, Colonel Steve Canyon spoke out against the "damage to U.S. security" resulting from this move. Canyon's message was carried in 625 newspapers in the United States and in 17 foreign countries.²⁷

Members of the Air Force are among Canyon's most appreciative readers. It has been found that "Steve Canyon" boosts airmen's morale, as well as reminding the general citizenry of the service's important role in national defense. A high-ranking Air Force officer exclaimed: "Why, Steven Canyon alone is the best single thing that ever happened to the Air Force."²⁸

The Air Force also finds a powerful public relations tool in George Wunder's "Terry and The Pirates" and the Navy boasts "Buz Sawyer." The military hopes these strips create an image that their men live exciting lives aimed at worthwhile national security, hindered only by Communists and Congressional economizers. Unfortunately, the Army is stuck with "Beetle Bailey" who pokes fun at G.I. life.

²⁷Louis Kraar, "Comics Crusade," The Wall Street Journal (New York: August 4, 1960), 1; ²⁸Ibid.

The public relations officers closely follow these comic strips to avoid a "comic" strip disaster. For example, consider what happened when Roy Crane, artist for "Buz Sawyer," was contemplating withdrawing his character from the Navy because he ran short on ideas. The crisis was met by Admiral E.B. Taylor, then Navy chief of information, who requested ideas from officers all over the world. Crane was persuaded to visit the Pacific Fleet and a barrage of letters pleaded for Buz to remain in the Navy. "The gist of all these letters was that my strip gave the Navy prestige and made the public appreciate their work," reports Crane. "After all that, I had to leave Buz in the Navy."²⁹

In 1959 Crane was requested to write an anti-submarine warfare story. The public relations officers gave Crane the run of a ship. Crane was fearful of giving away military secrets so he cleared his notes and plot with officers of Task Group Alfa. It was probably not coincidental that the strip coincided with a Navy campaign for additional funds for anti-submarine warfare. Although no cause-and-effect relationship can be proved, Congress did vote more money for the Navy's anti-submarine warfare program. "Buz Sawyer helps us recruit young people and it impresses Congressmen," a Navy officer declaims.³⁰

²⁹Ibid.

³⁰Ibid.

Creating Good-Will For The A.E.C.

The Atomic Energy Commission desired to impart a clearer understanding of atomic energy. The now retired Lieutenant General Leslie R. Groves, former head of the Manhattan Project which created the first atom bomb, called on promics as the communications tool.

"Dagwood Splits the Atom" was primarily concerned with reassuring the fearful that atomic energy can be used for peacetime purposes. Millions of copies have been distributed by the A.E.C., the Armed Forces, and newspapers. It has been translated into Spanish, French, and Swedish. The original twenty-four drawings were blown up to four feet square each and are a permanent part of the Oak Ridge Atomic Energy Museum.³¹

Health, Welfare, And Safety

Promics have been used by the United States Public Health Service since 1946 to prod syphilis victims into taking medical treatment.³² Two of the many promics for syphilis victims are "Little Willie" and "Doc Carter." The Health Publications Institute (Raleigh) has published several such promics to help reduce venereal disease.

³¹Joseph W. Musial, "Comics As A Communication Form," King Features Syndicate (New York: September 2, 1953), 2-3.

³²"U.S. Campaign On Syphilis To Cover 27 States," New York Herald Tribune (June 10, 1949); "VD May Not Be Funny,

"Trapped" was the title of a promic showing the catastrophic effects of narcotic addiction. It was prepared by the Communication Materials Center of the Columbia University Press with the cooperation of the Committee on Narcotics of the Welfare Council of New York City.³³

A "Blondie" promic was produced by Joseph W. Musial, educational director of King Features Syndicate (New York), in collaboration with Newton Bigelow, M.D., Commissioner of the New York State Department of Mental Hygiene. Musial, who has done for promics what his name-sake has done for baseball, comments:

Cartoon comics have earned and proved their acceptance as circulation builders. As public relations tools in the hands of business and advertising, they can prove just as successful.³⁴

The "Blondie" promic, drawn by Chic Young, consists of four separate stories dealing with mental health principles. The titles are: Scapegoat, Love Conquers All, Let's Face It, and On Your Own. It was distributed through schools, state agencies, at the New York State Fair, and by mail.³⁵

but It's in the Comics," Advertising Age (Chicago: October 14, 1946), 1.

³³Edward J. Mowery, "Uncle Sam Pleads Before U.N. to Stop Flow of Dope," New York World Telegram (June 19, 1951).

³⁴Musial, op. cit., 4.

³⁵Joseph W. Musial, "Comic Books and PR," Public Re-

Dr. Bigelow explains why promics were chosen:

In utilizing this medium for education, we hope to reach the same public that is reached by comics in general—putting across all social and economic strata and embracing every age level. The universal appeal of the comic book stems from its color, action and drama. The dramatization of good mental hygiene in ordinary human relationships is particularly meaningful when the characters involved are as familiar as our next door neighbors.³⁶

The State Planning Committee for School and Community Health Education in Ohio, consisting of representatives from the departments of Education, Health, and Welfare, conducted a pilot study to determine the promic's effectiveness.³⁷ Schools were approached through the health coordinators and participation was entirely voluntary. Those schools which indicated an interest were provided with the promics without charge, together with an explanation of the purposes of the study and teaching guide.

Fifteen schools took part in the study. They were small city, exempted village, and rural schools, except for two schools in metropolitan areas. The range of grades studied was from grade five through grade twelve. The total number of students participating was 993. A majority

lations Journal (New York: November, 1951), 16.

³⁶"Bumsteads To Star In Book Dealing With Mental Health," Frankfort (Kentucky) State Journal (September 21, 1950).

³⁷"The Blondie Comic Book: A Teaching Aid in Mental Health," The State Planning Committee for School and Com-

of the classes in which it was used were health classes. Teachers spent from one to six class periods to complete the study. Most teachers felt that at least four periods were needed to give sufficient time for discussion of the stories and for related activities.³⁸

Both principals and teachers were asked to express their own opinions as to the effectiveness of "Blondie" as a teaching tool. All but one educator thought the promic technique was effective. No educator reported any parental opposition or criticism. The teachers were unanimous in reporting the teaching guide useful. The State Planning Committee concluded that the promic can be a useful aid in teaching mental health.³⁹

New York City's Fire Commissioner, Edward F. Cavanagh, Jr., circulated 342,000 copies of "Beware The Winter Killer" in 1957. The promics show the dangers of improper handling of kerosene stoves. The booklet points out that in the 10 preceeding years in New York City, kerosene heaters started 8,000 fires, killing 185 people, and destroying \$55 million in property.⁴⁰

munity Health Education (Columbus, Ohio: September, 1953).

³⁸Ibid., 3.

³⁹Ibid., 6.

⁴⁰"Cavanagh Opens Drive to Cut Oil-Heater Fire Toll," The New York Times (November 14, 1956).

Since then, the City of New York has come out with "Prevent Brush Fires Protect Your Home" (1958), "Keep Your Home Safe From Fire" (1958), and "Los Peligros De...! Fuego!" (1960). The total circulation for these three most recent booklets has been nearly a million. Copies were distributed at schools, places of worship, street corners, grocery and hardware stores, and subway exits. Benjamin Aaronson, assistant chief of the New York Fire Department, has not scientifically tested the booklets, but believes they are definitely an effective public relations tool.

The Wisconsin Conservation Department used "Wisconsin's Forests" to gain youngster's and adult's understanding of the forest resources of Wisconsin and the role they play in making the Badger state important economically and as a recreation area as well. The promic, chiefly distributed through schools, urged reforestation and cropping on a sustained yeild basis for conservation.⁴¹

The Veterans Administration used promics to tell its 5,000 hospital housekeepers how to keep a hospital clean. Four booklets about "Sweepy," "Moppy," "Waxey," and "Dusty" were employed. Housewives who desired government approved methods to do a cleaning job were offered copies by the

⁴¹"Wisconsin's Forests," Milwaukee Journal (May 20, 1951). "Mark Trail" was used for nature education with the purpose of creating interest in water resources. It was produced by the United States Public Health Service.

Government Printing Office.⁴²

The Social Security Administration has issued promics to explain the old age pension laws and the other benefits it administers. In 1961 Johnstone and Cushing was busy preparing a new one for them, "Three Who Came Back."

"Duck and Cover" was issued by the Federal Civil Defense Administration. In 1950 state directors of Civil Defense came out with "What To Do When Atom Bombs Fall."

Reports And Publicity

The State of Louisiana Department of Revenue have used promics for its tax report to the citizenry. They were 16 page booklets on good quality paper which were produced by Johnstone and Cushing. Louisiana has also used promics for their "Second Annual Report of the Louisiana State Hospital Board."

Wyoming's commerce and industry commission has introduced "Wyoming" and "Wyoming Joe" for tourist promotion. In "Wyoming Joe", an imaginary television character takes a typical tourist family on a trip through Wyoming on his magic horse, Desert Dust. Inside the back cover is a coupon to assist prospective tourists in sending for additional literature on Wyoming's attractions. On the back cover is

⁴²"VA Hospitals Use Comics To Teach Cleaning Skills," Columbus (Ohio) Citizen (March 28, 1954).

Wyoming's state flag, bird, flower, tree, and seal.⁴³

Quincy, Massachusetts' Chamber of Commerce, newspaper, and schools were concerned about how little the citizenry knew about the historical tradition of the city. Most people seemed unaware that they were living in a city that is the birthplace of two Presidents (John and John Quincy Adams), the home of John Hancock, and the site of the United States' first commercial railroad.

Dr. Paul Gossard, Quincy's Superintendent of Schools, was a member of the Chamber of Commerce Publicity Committee. Observing the interest of children in "comic" books, he devised the idea of Quincy promic. Following research, composition of dialogue, and drawings, the sponsors were concerned about financing the project. They did not want to sell advertising because they desired a non-commercial teaching aid that could be used in Quincy schools.

G. Prescott Low, publisher of the Quincy Patriot Ledger, learned about the promic and offered to print it free and distribute it to his 30,000 readers as an 111th-anniversary supplement to the paper. He also agreed to run off 3,000 extra copies for the schools.

The promic was not only an educational tool, but a

⁴³"New Comic Book Take Tourists On Wyoming Trip," Cheyenne (Wyoming) Eagle (February 17, 1954).

public relations tool as well. Quincy received favorable publicity in national magazines and newspapers.⁴⁴

Political Campaigns

Malcom W. Ater, the father of political promics, says that at one time his company had a record of 10 victories in 11 campaigns for senatorial and gubernatorial candidates.⁴⁵ Julien J. Proskauer, former President of Wm. C. Popper & Co., claimed that of the twenty-one candidates using promics in 1950, only three were defeated.⁴⁶ Of course it is impossible to determine the degree to which the promics helped the campaigns. Perhaps candidates believe that if they are pictured in a promic they will be dramatized as a hero comparable to Superman or Captain Marvel.

In the 1945 New York campaign for mayor, two of the three candidates took their story to the citizens via promics. Promics were used to elect the then Brigadier General William O'Dwyer New York's Mayor. However, the use of political promics on a major scale began in 1948 when Malcolm W. Ater, who used to work for Pictorial Media (then

⁴⁴Theodore N. Cook, "Quincy Schools Adopt Cartoon Methods to Popularize City's History," The Christian Science Monitor (Boston: March 26, 1948), 9.

⁴⁵Letter from Ater to the author (November 29, 1960).

⁴⁶Julien J. Proskauer, "The Idea That Led To Millions In Sales," Wm. C. Popper & Co. (New York: n.d.).

General Comics), was commissioned by the Democratic National Committee to tell "The Story of Harry S. Truman."⁴⁷

"The Story of Harry S. Truman" began with the announcement of President Roosevelt's death, flashed back to Truman's boyhood on a Missouri farm, brought him through his senatorial career, and called attention to highlights of his administration. Three million copies were issued and state committees asked for more.⁴⁸ Before the election, The New York Mirror poked fun of it.⁴⁹ However, after he won, John Redding, director of publicity for the Democratic National Committee, commented: "The four-color picture story booklet produced for us by Commercial Comics, Inc., proved a most effective promotion piece during our... campaign."⁵⁰

The Truman promic was translated into Spanish and approximately 1.5 million copies were distributed in Central and South America.

When Republican Senator Jacob K. Javits was seeking election for New York Congressman in 1946, his representatives called on Brevity, Inc. (New York) for 250,000

⁴⁷Mary McGrory, "The Comic Book Has Entered Politics," Washington Star (October 17, 1950). ⁴⁸Ibid.

⁴⁹George Dixon, "Washington Scene," New York Mirror (October 11, 1948).

⁵⁰"Comics, No Matter How Critics Rate Them, Apparently Helped Truman and Javits," Printers' Ink (New York: November 19, 1948).

copies of "Giant For A Day," tracing his career and accomplishments. In 1948 Javits again turned to promics with "The Giant Returns" and although he was twice successful, the promics' affect is indeterminable.⁵¹

The United Labor League of Ohio vainly attempted to boost State Auditor Joe Ferguson to Senator by producing 1 million copies of "The Robert Alphonso Taft Story." The promic, which was produced by Elliot Caplin, brother of Al Capp, depicted Taft as a vicious enemy of labor, the pawn of a bloated, cigar-chomping reactionary called J. Phineas Moneybags. Taft used his own promics, "Before and After," largely distributed by the N.A.M., and he won by nearly half of a million votes.⁵²

Between 1948 and 1952, Ater's Commercial Comics, despite its name, turned out 20 political promics, totaling 14 million copies. Ater believes that these booklets are most effective when they explain and affirm- not denounce and tear down. He thinks that a major value for Democratic candidates--who do not always enjoy newspaper support--is that they give them a chance to present their story to the people.

⁵¹Ibid.

⁵²James M. Haswell, "Campaign Comic Books To Flood Nation Soon," Long Island City Star Journal (September 25, 1952).

There is more than an inkling of truth in Ater's statement that America's newspapers are pro-Republican. Two professors at Boston University's School of Public Relations and Communications discovered that 67 per cent of the nation's daily newspapers, with 80 per cent of the total circulation, support the Republican candidates.⁵³

Louis P. Birk wrote an article for Printers' Ink on "How Comic Booklets Are Used In Advertising and Public Relations." He mentioned the use of political promics and shortly thereafter a letter to the editor appeared from Roy Parmenter, industrial and public relations division of Black, Sivalls & Bryson (Kansas City).⁵⁴ Parmenter said that about a week before the August 3, 1948 primaries in Kansas City, his firm was consulted about producing a promic to help elect Dwight M. Smith, Jr., Republican nominee for Sheriff of Jackson County. Fifty thousand were thrown door to door during the few days before the election. The day after the election the Kansas City Star called Smith's victory the biggest upset of the primary. He received more votes than all his opponents combined. "Election night

⁵³M.W. Klein and N. Maccoby, "A Study in Newspaper Objectivity in the 1952 Campaign," Journalism Quarterly, Vol. 31, No. 3 (Summer, 1954), 285-296.

⁵⁴Roy Parmenter, "More Proof of Comics' Power," Printers' Ink (New York: August 27, 1960), 20.

when Smith saw that the trend was definitely toward him, he called us and said that without a doubt he owed his nomination to the comic we had designed," wrote Parmenter.⁵⁵

However, even the political promic producers sadly admit that promics don't work every time. In Los Angeles, Zeke Zekley and Morris Schreiberman teamed up to produce political promics. They produced three quarters of a million copies for "Jimmy" Roosevelt and for Helen G. Douglas (campaign for Senator). Both candidates were defeated.⁵⁶

In 1952 they produced over \$250,000 worth of promics for politics. Among the candidates were Democrat Clinton McKinnon and Republican William Knowland in California's senatorial campaign.⁵⁷

John D. Hillery used "The Hillery Story" in the mayoralty campaign in Buffalo in 1949. The 250,000 pamphlets presented highlights of his life and plans for the city if elected mayor.⁵⁸ In New England, the Build Boston Committee told "The Story of James Michael Curley," Mayor of Boston. The Connecticut State Democratic Committee publicized Benton and Bowles with promics.

⁵⁵Ibid.

⁵⁶"Can Cartoons Swing The Vote?", Fortnight (Los Angeles: February 18, 1952), 9. ⁵⁷Ibid.

⁵⁸"New Strategy Adopted By Hillery Camp," Buffalo Courier-Express (October 30, 1949).

Eisenhower and Nixon used promics in the 1952 election. The Democratic National Committee ordered 3 million promics for Stevenson. The Republican National Committee used 2 million copies of "From Yalta to Korea" and 1 million copies of "What A Republican Congress Will Do For You."⁵⁹ The 1960 candidates who used these promic magazines included: Farris Bryant (1,190,000), governor of Florida; John Patterson (600,000), candidate for governorship of Alabama; and Paul H. Douglas, senator of Illinois.

When one inspects the number of Democratic candidates who have utilized promics, in comparison to the comparatively few Republicans, the only conclusion is that the Democrats have made far greater use of the medium. The Democratic National Committee neglected to answer this author's two pleas for completed questionnaires about their utilization and success with promics. This is unfortunate since perhaps they could have made a valuable contribution to this study.⁶⁰

⁵⁹James M. Haswell, "Campaign Comic Books To Flood Nation Soon," Long Island City Star Journal (September 25, 1952).

⁶⁰~~Ater~~ has boosted the following Democrats: Governor Sid McMath (Arkansas), Governor Robert B. Meyner (New Jersey), Governor J. Millard Tawes (Maryland), Governor Farris Bryant (Florida), Senator Wayne Morse (Oregon), and Senator Harrison A. Williams, Jr. (New Jersey). Ater has produced promics for Republican Senators Everett Dirksen (Illinois) and Harry Cain (Washington).

Political promics have not been limited to the continental United States. Elpidio Quirino, who was elected President of the Philippines in 1949, had promics printed in English plus four native languages- Tagalog, Cebuano, Illocono, and Illongo.⁶¹

In England, the Socialist Party used promics in 1950 to illustrate their platform and present their candidates.⁶² The Conservatives put out their first political promic in 1959, "Form." Over 1.5 million copies were distributed. It was largely used to extol Prime Minister Macmillan.⁶³ The 12 page promic closely resembles American cartoon biographies in telling the good they have done. The Conservatives didn't call it a "comic"- but "illustrated propaganda." A Conservative spokesman added, "I'm rather afraid though, that every one will call it a comic. Pity."⁶⁴

⁶¹"Election Race In Phillippines U.S.-Tinged," Washington Post (October 30, 1949).

⁶²The Wall Street Journal (New York: December 13, 1950).

⁶³Richard C. Wald, "Tories Issue 'Comic Book' For Election," New York Herald Tribune (August 27, 1959).

⁶⁴Ibid.

II. TRADE AND PROFESSIONAL ASSOCIATIONS

Uses of promics for trade and professional associations range from The United States Lawn Tennis Association, who desired to increase participation in the sport, to the National Dunking Association, who turned out adventure promics with doughnut-using ideas for parties.⁶⁵

Product Information

A 16 page promic entitled "The Story of Grain from Farm to You" was distributed in 1954 by the Nebraska Grain Improvement Association and the Omaha Grain Exchange. It explains how grain is marketed, bought, and sold. The N.G. I.A. secretary said that it was primarily intended for children and teen-agers, but an Omaha newspaper exclaimed: "He's going to be surprised at the adult readership."⁶⁶

Maine's Sardine Council told the story of Maine's \$20 million sardine industry in 1960. "Ricky and Debbie in Sardineland" takes the youngsters on a tour of the fishing grounds and canneries, as well as looking into the past and future of the industry. Ricky and Debbie meet football's Alex Webster, basketball's Dolf Schayes, and baseball's

⁶⁵For information about promics sponsored by commercial trade and professional associations, see pp. 69-79.

⁶⁶"Comic Tells Grain Story," Omaha World-Herald (July 15, 1954).

Whitey Ford, all sardine lovers.⁶⁷ It was distributed by schools and supermarkets.

The National Cotton Council (Memphis) had Johnstone and Cushing produce "The Story of Cotton." It tells of the history of cotton, how it is produced, and cotton's uses. In 1959 copies were distributed through grammar schools and high schools. Ford L. Boyd, of the Council's sales promotion department, believes that promics, with its word-picture message, provide a better understanding than conventional literature. He evaluated the Council's promic as being very effective.

"Man-Made Miracle," produced by the American Viscose Corporation (New York), is the story of rayon. About 1.5 million copies were distributed to sewing classes, sewing machine retailers, and others interested in the development of this man-made fiber.

The Bituminous Coal Institute, trade group for the industry, circulated 20,000 copies of True Comics, containing a 6 page promic about coal mining. "Black Magic" covers the origin of coal, mining procedures, and coal uses. They were given to retailers and customers.⁶⁸

⁶⁷"Comic Book Format Tells Sardine Story," Bangor (Maine) News (April 9, 1960).

⁶⁸"Comic Propagands," New York Herald Tribune (July 6, 1949).

One of the most attractive and informative promics to date was published by Johnstone and Cushing for Hill and Knowlton, (New York), famous public relations counselors who represent the American Iron & Steel Institute. "Steel," released in 1948, has undergone five reprintings totalling 1 million copies to keep it up to date.⁶⁹ General Motors ordered an additional 325,000 for its information rack service for employees.

"Steel" explains the industry to "Jimmy," who has been assigned a school report on the subject. It was edited by Professors Frank Kolars of Hunter College and Harvey Zorbough of New York University. Copies were circulated to employees in the plant community and to schools. A.I.S. I.'s D.R. James says the booklet has been a very effective public relations tool.

Health, Welfare, And Safety

The Denver Chiropractic Society and the Colorado Chiropractic Association sponsored a correct posture program. "Billy Bilt Westerner" was used to help children remember the reasons for correct posture practices. Copies were distributed through doctors.

⁶⁹Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 88.

The Massachusetts Laundryowners Association (Boston) had 200 laundry owners distribute a promic on behalf of the Children's Medical Center Drive. "The Child You Save May Be Your Own!" has Li'l Abner and Daisy Mae on the back cover. In 1949 the laundry owners included the pamphlet in all customer packages.⁷⁰

The country's top newspaper "comic" strip artists were used by the National Automobile Dealers Association and The Ohio Automobile Dealers Association to produce a promic devoted to traffic safety. "It's Fun to Stay Alive" was distributed to 1.6 million teen-agers and adults.⁷¹ Automotive News praised the booklet: "(the promic) will go far in a public relations program for Ohio auto and truck dealers, and much favorable publicity is expected when the comic book is made public."⁷²

Economic and Political Education

"Inflation Is Your Fight!" was published by the National Association of Manufacturers (New York) for workers and high school children.⁷³ It makes a plea for a national

⁷⁰"Laundrymen Aid In Medical Center Drive," Boston Traveler (March 29, 1949).

⁷¹Worthington (Minnesota) Globe (July 13, 1948).

⁷²"Safety Comic Book Offered By Ohio Dealers," Automotive News (Detroit: June 28, 1948).

⁷³Denny Griswold, Public Relations News (New York: April 2, 1951), 1.

sales tax on everything but food and rent. Each order was accompanied by a teacher's discussion guide.⁷⁴ The N.A.M.'s first promic, "Fight for Freedom," takes the reader through world history with the theme: "The price of liberty is eternal vigilance." The 800,000 copies promote free enterprise, honest work, and self respect as opposed to a welfare state.

In 1950 the N.A.M. released "Watch Out for Big Talk" and three 4 page promics entitled: "Startling Facts About Dictatorship," "Startling Facts About Production and Progress," and "Startling Facts About Research and Invention." Circulation for the 1950 books was 3 million.⁷⁵

"Watch Out For Big Talk" shows how people make big promises which are worth nothing- "magic formulae" for prosperity for the masses. Then it depicts how the United States has become great only through the honest hard work and devotion of various people in many fields of life. At the end it sums up: "A good American will always watch out for big talk; Keep informed on issues of the day; Register and vote thoughtfully; Guard his freedoms and the freedoms of others."

⁷⁴Miles McMillin, "NAM Propaganda To Schools Pleads For National Sales Tax," Madison (Wisconsin) Capital Times (February 12, 1952); Comics In Fight Against Inflation," Modern Industry (New York: August 15, 1951).

⁷⁵Etna M. Kelley, "Look Who's Buying Comics Now!" Part II, Sales Management (New York: March 1, 1951), 72.

Of the N.A.M.'s seven "best sellers," five have been promics. Thomas M. Wolff, director of N.A.M.'s literature department, reports:

On the basis of this record, and judging from the many letters that have been received, NAM is convinced that when comic books maintain dignity and good taste in art and text, they will be welcomed as educational aids by teachers and parents alike, and moreover will be read and enjoyed by adults.⁷⁶

One of the most ambitious efforts with economic promics has been sponsored by the Institute of Fiscal and Political Education. A long series of promics was adopted in which leading legislators discussed issues of the 1950's. Republicans and Democrats alternated as interviewees. Senator Cain discussed the Taft-Hartley Law; Senator Taft discussed the Constitution; Senator Capeheart, "Selling America"; Senator Byrd, economy; Senator Maybank, inflation; Senator Hennings, flood control; and Senator Kefauver, the basketball scandal. The promics were intended for employees of corporations.⁷⁷

The Industrial Information Institute (Youngstown) has over 100 members, representing large and small business, both industrial and commercial. "You Hit The Jackpot" was produced by Pictorial Media for the I.I.I. for distribution

⁷⁶Ibid.

⁷⁷"Teaching By Comic Technique," Nation's Business (Washington: August, 1952).

in schools and for employees of member companies. It says:

We Americans-working together- produce more, earn more, buy more, have more than all the rest of the world put together. And we'll keep on "Hitting the Jackpot" as long as we preserve the basic idea which has made it all possible.⁷⁸

Numerous other groups have produced economic education promics. The Small Business Economic Foundation (Chicago) used "The Dollar Dilemma" to illustrate that production, not scarcity, is the key to prosperity. Copies were distributed free through businesses, libraries, and clubs. The National Research Bureau (Chicago) published "America Under Socialism." It shows how a socialist America would affect individual citizens and democratic processes. A half million copies were distributed through industrial plants.

The Public Affairs Committee (New York) released "Out Of The Past, A Clue To The Future." This promic shows how the development of our civilization and national prosperity is linked with free international trade and friendly international relations. The Work and Unity Group (Trenton) circulated a half million copies of "The Plot To Steal The World," which contrasts communism with democracy. Sample copies brought enthusiastic response from manufacturers.

⁷⁸R.B. Collins, "PR In Progress: How To Reach Future Employees Today," Printers' Ink (New York: June 1, 1951), 35-37.

The voice of labor has also been heard through promic characters. The Congress of Industrial Organizations (Washington) used "The Bible an The Working Man" as a justification for the organized labor movement from religious doctrine. The C.I.C.'s National Labor Service published "Joe Worker and The Story of Labor." This 48 page booklet discusses the position of the individual worker in different periods of American history. It has been an effective public relations device according to Stuart Brock of the A.F.L.-C.I.C. education department.

One of the most controversial bits of promic propaganda came from the Catechetical Guild (St. Paul), a group publishing religious teaching aids. "Is This Tomorrow", published in 1947, was a warning of how Communists might seize control of the United States.

Word about Father Louis A. Gales' promic war on communism got to the Daily Worker. A lengthy article screamed that "Is This Tomorrow" incites violence and anti-Semitism. They said it was Wall Street financed and that it was anti-communist.⁷⁹ Guild headquarters admitted only the last allegation. It is unfortunate, but the promic was banned in Detroit and there was a demand for a ban in Boston be-

⁷⁹"Sponsor of Hitlerite Comics Had Long Anti-Labor Career," Daily Worker (New York: November 4, 1947), 3.

cause "the pictures are devoted to scenes of violence and crime." In Boston, a mother who believed her 12 year old son had purchased communistic-inspired literature was assured by Captain Louis DiSessa that in reality it was strongly anti-communistic.⁸⁰

By mid-1948, 2.5 million copies had been sold, chiefly to parochial schools.⁸¹ Father Paul Bussard, editor of The Catholic Digest, was a strong supporter of the promic war on communism. He ran reprints of it in three issues of his magazine.

At least eight other promics were released by the Catechetical Guild, largely dealing with religious topics.⁸² Their "Life of Christ" booklet was translated into French, Spanish, Chinese, Korean, Japanese, Portuguese, and Ukranian. Father Gales says that more than half of a million copies of this promic--which he classifies as "very effective"--has been distributed.

In 1960 Father Gales again set out on a promic campaign to expose the Communist drive to rule the world. His latest anti-Communist promic is entitled "The Red Iceberg."

⁸⁰Boston Post (April 20, 1948).

⁸¹Edward A. Harrigan, "Is This Tomorrow," The Catholic Digest (July, 1948), 94.

⁸²Prof. Harvey Zorbaugh reports that 2,000 Sunday school children have studied "Picture Stories of the Bible."

He currently advertises it along with reprints of the Daily Worker sluring "Is This America" and also a quote is contained by Premier Nikita Khrushchev. Father Gales maintains that Khrushchev's dictum ("If the bourgeoisie speak badly about you, you are doing good things. That is a good barometer.") applies equally well to those who oppose Communism.⁸³

When, for example, the Communist Daily Worker feels called upon to viciously react, then we may be pretty sure that the subject of the journal's invective has hit the Communists where it hurts the most.⁸⁴

It is this author's opinion that Father Gales' books are far from an attack upon the serenity of children- they are not anti-labor nor anti-Semetic. The promics are an effective means to cause the casual reader to think about the menace of Communism. They are effective because of the powerful message and because the average citizen (who seldom reads the editorial page) can readily be reached by this medium.

⁸³"Nikita Sings Praise To Cuba Newsmen," St. Paul Sunday Pioneer Press (October 23, 1960).

⁸⁴Letter from Father Gales to the author, January 19, 1961.

III. PHILANTHROPY AND WELFARE

Health And Welfare

Promics are being used to inform relatives of mentally deficient patients about mental hospitals. The National Mental Health Foundation (Philadelphia) put out about 90,000 promics which were sold to mental hospitals and state mental hygiene departments throughout the country. The promic illustrates the psychiatric "team" in a hospital, including the psychiatrist, social worker, and ward attendant. It explains why hospitals don't encourage visiting at certain phases of treatment and discusses hospital therapies used.

Alex Sareyan, director of the special services section, explained why promics were used:

We felt that there was no adequate literature that the mental hospitals could use to give to relatives in simple form a better understanding of the hospital's functions and how they could help the hospital to do a more effective job.⁸⁵

The American Cancer Society (New York) wanted literature to introduce the subject of cancer to adults. In 1949 they released 500,000 copies of "Dr. Fraud Confesses." The theme is an attack on cancer quacks and quackery. The reader is warned against the so-called "doctors" who not only take his money but delay a visit to a reputable doctor,

⁸⁵Lucy Freeman, "Mental Hospitals Use 'Comic' Books," The New York Times (August 24, 1950), 25.

perhaps until it is too late. The basic facts of cancer are pointed-up throughout in a series of dramatic illustrations. "Go to a real doctor, go early," is the emphatic final message.⁸⁶

The promic was not intended for children, nor general mailing or handout distribution. The Cancer Society's 61 state and local divisions placed copies where adults could take it or leave it as they pleased.⁸⁷

Stories about how intoxicating liquor disrupts family happiness and causes crime was brought out in "Unkept Promise," a promic aimed to appeal to young people and oldsters. Thousands of copies were distributed by the Woman's Christian Temperance Union, the National Temperance Movement, the Legion of Truth, and other dry forces groups.

The readership appeal of comics is phenomenal, advocates of the booklet point out in explaining why they resorted to this comic book format. They hold no brief for comic books, they state, but point out that according to statistics, 91 out of every 100 boys and girls between 6 and 17 read them regularly.⁸⁸

⁸⁶"A Cartoon Book For Cancer Education," American Cancer Society (New York: January, 1949).

⁸⁷Such places included YM and MYCA lobbies and reading rooms; labor union recreation and reading rooms; men's and women's service club lounges; industrial plant and business house recreation and rest rooms; hospital and clinic waiting rooms; and other organizations that maintain recreational rooms, lounges, reading rooms or "corners" where literature is picked up by casual readers.

⁸⁸Grace Miller, "Comic Book Hits 'Appeal' of Liquor," The Christian Science Monitor (Boston: February 3, 1950).

In St. Louis, 450,000 promics entitled "The Case of One 'Bad Boy'" were circulated in a Community Chest drive. The 8 page leaflet was circulated by business firms to their employees; by public, private, and parochial schools; and by motion picture theatres.⁸⁹ Red Feather Services also published a Donald Duck promic telling how their social agencies perform varied services for their communities. The United Jewish Appeal used "Your Welfare Fund Gift" for similar purposes.

The National Tuberculosis Association published 3 promics which were prepared by Pictorial Media. A total of 6.9 million copies have been distributed to date, according to Edward Sierks, supervisor of educational and public relations materials. The booklets, containing facts on T.B. and urging x-rays were distributed through local T.B. associations, meetings, and reading racks. The Organization for Public Health have also issued promics.

Regular customers of Johnstone and Cushing, promic publishing firm, are the Boy and Girl Scouts of America. The Boy Scouts have distributed several promics such as "Boy Scout Adventure" to solicit membership. The Girl Scouts published "Daisy Low" to tell the story of Juliette

⁸⁹"Comic Book To Aid Community Chest," St. Louis Post-Dispatch (November 9, 1950).

Gordon Low, founder of the Girl Scouts.

The National Safety Council and Fawcett Publications produced "Captain Marvel and the Lieutenants of Safety." Captain Marvel teaches accident prevention. The National Safety Council has also used Dagwood, the Katzenjamer Kids, Jiggs and Maggie, and the Little King to teach safety.

When J.C. Penny Company issued "Stop and Go, The Safety Twins," Ned H. Dearborn, president of the National Safety Council, remarked: "Certainly children can be reached with safety messages better through a pleasant, palatable medium such as your book than by ponderous, stuffy pronouncements on safety."

Fire Prevention

The National Fire Protection Association (Boston) released "Fire" to teach fire prevention. They sell copies to fire department and schools. One large corporation ordered 185,000 copies of the promic for reader-rack distribution to employees and their families.⁹⁰ It was a promic which was their first publication to go over the million mark. N.F.P.A. featured "Smokey Stover" in two other fire safety promics. Distribution of the first one exceeded 700,000 copies in one year.

⁹⁰"New 'Comic' Book Stresses Importance of Fire Safety in Home, Business," Nashville Banner (November 3, 1950); United States Review (Philadelphia: July 17, 1954).

In addition to releasing at least 6 promics, N.F.P.A. also produced cartoon brochures through the Channing L. Bete Company (Greenfield, Massachusetts). Bete has published over forty "scriptographic" booklets. "Scriptography" is a word they invented to describe their use of key words and illustrations (cartoons) integrated into visual units. The "scriptography" people usually leave the ears off their cartoon characters with a philosophy of not distracting the readers.⁹¹

The American Forestry Association (Washington) used Smokey, the Forest Fire Preventing Bear, in "Forest Fire". It tells the story of our forests, their importance, and how to stop their destruction. "Smokey Bear" promics were distributed to grade school children in 94 Virginia counties by Virginia Forests, Inc.⁹²

The National Board of Fire Underwriters (New York) needed a communication tool to help teach fire prevention. They decided on a promic, "What Do You Know About Fire." F.W. Westervelt, assistant secretary, says that his organization has found it to be effective in teaching fire prevention to children.

⁹¹Letter from Alfred Dray to author, December 1, 1960.

⁹²"Important Job for 'Smokey'," Richmond Times Dispatch (March 31, 1951).

Brotherhood

The National Conference of Christian and Jews (New York) distributed The Public Affairs promic, "The Races of Mankind." It had a distribution of 18 million copies. The United Nations Council of Philadelphia, in another effort to show that we are all created equal, circulated "There Are No Master Races!" It was based on a pamphlet, "The Races of Mankind" by leading anthropologists Ruth Benedict and Gene Wellfish. Another attempt to reduce prejudice was "About People," published by the Anti-Defamation League of the B'nai Brith.

The East-West Association prepared "Johnny Everyman," who strives to promote inter-racial understanding and tolerance. The Lutheran World Council has promoted peace and helpfulness to other nations through promics.

Good advice on brotherhood is found in "comic" books—a page of it a month in 10 million copies.⁹³ National Comics Publications approached the National Social Welfare Assembly, a coordinating and planning body for 69 national social welfare agencies, with an offer of a page a month in its 30 "comic" books. Starting in 1958, "comic" readers became barraged with notions about safety, international amity, and brotherhood. Readers' attitudes and opinions

⁹³Emma Harrison, "Comics On Crusade," The New York Times Magazine (November 1, 1959), 68-71.

have been tested on quiz pages called "B.Q.'s" (Brotherhood Quotients).

Readership surveys indicate that 51 per cent remember these pages, and further, the "comics" with a conscience are effective in persuasion. Teen-agers at a Yorkville youth center were quizzed on "Binky Says: Welcome Amigo!"- a strip in which a teen-age "comic" hero moralizes about a Mexican immigrant.

"When new neighbors come to town make them welcome and you'll find you can learn from each other and all be amigos together," concludes Binky.⁹⁴ Forty youngsters were given four questions and turned up with largely sympathetic answers:

"You should make friends- know matter what color or creed."

"It doesn't matter what lingo you speak, so long you no how to make friends and keep them."

Reprints of the pages, from 20,000 to 200,000 copies a month, are distributed widely by social agencies and schools. Schools have said that they stimulate class discussion and written work.⁹⁵

⁹⁴Ibid., 69. ⁹⁵Ibid., 68.

CHAPTER V

SUMMARY AND CONCLUSIONS

Promics--narrative sequence in cartoons to build good will or understanding--will be first analyzed on the basis of three criteria for desirable written communications. In evaluating the effectiveness of a written communications tool, the author feels it is advisable to ask: (1) Is it read? (2) Is it understood and remembered? (3) Does it influence peoples' opinions and attitudes?

Secondly, the author will briefly examine the technical production of promics, including the cost factors. Finally, the question of further research in this area will be discussed.

I. HOW EFFECTIVE ARE PROMICS?

This topic will be discussed on the basis of information contained in preceeding chapters, analysis of questionnaires which were completed by 36 users of promics, and the author's own opinions.

Are Promics Read?

Companies and organizations who have used promics were asked: "Do you believe that readership is higher with comics than for any other written material?" Of the 36 question-

naires returned to the author, 20 respondents said yes or gave a qualified yes;¹ only 1 said no.²

There can be no doubt that the "comic" format gets high readership. Nearly everybody reads and enjoys the "comics." Sex, education, and economic and marital status appear to exert very little influence on readership.³ Most readership studies indicate that 90 per cent of our children are regular readers of "comic" books; 80 per cent of adults read "comic" strips.⁴ The University of California's Bureau of Public Administration has evidence indicating that 1 billion "comic" books are annually published in the United States. Readers spend over \$100 million for "comic" books a year—four times the total spent for books by all United States public libraries.⁵

¹Twelve said "with certain groups," "with children," "if prepared well," etc.

²See Table III (Appendix B).

³Marya Mannes, "Comics," The Encyclopedia Americana (New York: 1958), VII, 361; Edward J. Robinson and David M. White, "An Exploratory Study of the Attitudes of More Highly Educated People Toward the Comic Strips," CRC Report #1, Communications Research Center, Boston University, School of Public Relations and Communications (1960).

⁴Joseph W. Musial, "Comic Art: An Occupation, Information and Career Guide," National Cartoonists Society (New York: n.d.), 1.

⁵Francis K. Smith, "Comic Books: Why They Can Be A Key Public Relations Medium," Printers' Ink (New York: February 24, 1956), 97.

Gallup and Roper have not studied promic readership (as they have "comics") but industrial and research organizations have provided some evidence pointing to high promic readership, too. General Electric, Marquette Cement Manufacturing Company, and Bemis Bag Company surveys of their employee relations promics indicate that employees enjoyed them and read them.⁶ The Melville Shoe Company has turned up similar evidence in a survey of their customers.⁷

It should be borne in mind that booklets compete for the reader's time and attention with many publications, including newspapers and magazines. Few people pick up a booklet they don't have to read and read it. Promics have a connotation of being entertaining and simple, hence, they are popular. Professor Albert J. Sullivan, Boston University's School of Public Relations and Communications, says:

There is one type of booklet, especially, where cartoon treatment is almost a must: in employees' booklets, manuals, handbooks. The reason? Such booklets, handled straight, seldom get the reading they deserve. But clever cartoons, backing up easy-to-understand copy, can invite readership; employees absorb the material almost before they realize they've read it.⁸

⁶See section in Chapter II dealing with "Employee Relations," pp. 6-12.

⁷See pp. 50-52

⁸Albert J. Sullivan, "Company Literature," Handbook of Public Relations, Howard Stephenson, editor (New York: McGraw-Hill Book Company, 1960), 255.

Do Readers Understand And Remember?

David Dressler, a social worker, penologist, and educator, had a series of five articles published in the New York Post on the evils of "Comic Books" in 1952. This was before the Comics Magazine Association of America adopted a self-regulatory program to clean its house of literature which were objectionable for youth. In the last of the articles Dressler concludes: "Comic books would't be so bad if they weren't so good. They are a powerful medium of communication because everybody understands them."⁹

The public relations man should remember that it is his responsibility to be understood- not the reader's to understand. Promics are the easiest of all forms of literature to understand. "It is the first type of reading encountered by most children and remains popular with the average person throughout life," wrote Philip Lesly.¹⁰

The respondents to the questionnaire mailed to users of promics, overwhelmingly stated that the promic format has the potentiality of an effective educational device.¹¹ While 86 per cent of the total sample expressed this opin-

⁹David Dressler, "Comic Books," New York Post (December 19, 1952).

¹⁰Philip Lesly, Public Relations Handbook (New York: Prentice-Hall, Incorporated, 1950), 538.

¹¹See Table IV (Appendix B).

ion, scientific studies of pictorial illustrations indicate that while illustrations are an effective interest getting device, they help the reader interpret and remember the accompanying text material. Further, colored illustrations are more effective than black and white.¹² Text material and pictures can be coordinated, the main elements highlighted, and supporting details emphasized by illustration.

Rudolph Flesch, perhaps the best known proponent of clear written communications, says that anything beyond the level of the eighth grader is likely to lose more than half of the potential mass audience.¹³ Further, according to the 1961 World Almanac, 2.2 per cent of the United States' population 14 years old and over is illiterate. That's over 2.67 millions of us.¹⁴ Although most public relations people are not ordinarily very concerned with this audience, in certain communications efforts (e.g. attracting syphilis victims and dope addicts) these are the very people who should be reached.

Flesch has found that longer sentences are usually

¹²Seth Spaulding, "Research on Pictorial Illustrations," Audio Visual Communication Review, Vol. 3 (1956) 35-45.

¹³Rudolph Flesch, The Art of Plain Talk (New York: Prentice-Hall, Incorporated, 1950), 538.

¹⁴Harry Hansen, The World Almanac and Book of Facts, New York World-Telegram and The Sun (1961), 464.

more difficult to comprehend than short ones. Words of several syllables, including prefixes and suffixes, are usually harder to understand than are words of or two syllables without affixes.¹⁵

Promics can be as complete as prose in getting the message across to the reader. Robert Emans compared the vocabulary, readability, composition, and style of the Classic "comic" version of Treasure Island with the original.¹⁶ Here are his conclusions:

Vocabulary. There is little difference between the grade level of vocabulary in the original version of Treasure Island and the grade level of vocabulary in the Classic "comic" edition.

Readability. Due to the shorter sentences in the "comic," the "comic" version was at a fifth and sixth grade level, while the original was at a seventh and eighth grade level.

Composition. No crucial concepts in the original selection were omitted in the "comic" version. About 80 per cent of the augmentive concepts--sub-plots to the major theme--were contained in the Classic "comic."

¹⁵Flesch, loc. cit.

¹⁶Robert Emans, "Treasure Island: The Classic and the Classic Comic," The Elementary School Journal (February, 1955), 253-257.

Style. A third of the words in the "comic" version were quoted directly from the original selection. Nearly all of the remaining two-thirds were paraphrased. Only three per cent of the words in the "comic" were neither quoted directly nor paraphrased.¹⁷

A University of Minnesota sociology professor analyzed reactions to the "comic" strip, "Rex Morgan, M.D."¹⁸ The syndicated "comic" strip highlights the daily experiences of a general physician. A 1955 episode dealt with the onset and cure of a mild case of paranoid psychosis. The episode provided an opportunity to study the attitudes of youngsters toward mental health and mental disease and to ascertain the effect of the literature on them.

The entire sophomore class of three Minneapolis high schools made up the initial sample. Questionnaires were filled out a week after the psychotic episode of "Rex Morgan, M.D." began. Four weeks after the episode ended another questionnaire was administered. It was found that the "comic" strip helped sharpen and clarify perceptions and definitions of mental problems. The readers learned that mental disease can have a sudden onset and be completely cured; mental disease can affect physically healthy persons; and shock therapy is neither painful nor dangerous.

¹⁷Arnold Rose, "Mental Health Attitudes of Youth As Influenced By A Comic Strip," Journalism Quarterly (1958), Vol. 35, 333-342.

What Is The Effect On Opinions And Attitudes?

Promic users were asked: "Do you believe that comics are effective in changing readers' attitudes?" Two-thirds of the replies were affirmative, one reply was negative, and the rest gave other (neutral) answers.¹⁸

The author is inclined to agree with the strong affirmative. It is an elementary principle of education and persuasion that before a message can be digested the literature must first be read, understood, and remembered. We have seen that almost everybody reads some form of "comics." Further, people pick up ideas much faster and retain them a great deal longer when they are illustrated with pictures. In brief, the reader gets the message quickly.

There is an additional possible advantage of promics. Promics make the subject matter more believable than straight prose. Promic readers "take roles" as they read and identify with the make-believe characters.¹⁹ This principle has been utilized by management in teaching free enterprise. If management distributes conventional books about job, company, and economic attitudes, it is management talking and the credibility and motives of the per-

¹⁸See Table VI (AppendixB).

¹⁹Charles Stafford, "Readers Identify With Comic Strip," Boston Globe (April 9, 1961), 56.

suader may be questioned. Promics may be persuasive because "somebody else"--friendly cartoon characters--are doing the talking. In other words, by doing the talking through a promic character who is similar and identifiable to the reader, a different light is thrown on the communicator.²⁰

Conclusion

Promics, unlike some of their old "comic" book cousins, rarely have violence, crime, or bosomy females depicted in their contents. Other criticism hurled at "comics"--poor writing and artwork, bad grammar--are not inherent in the medium. Promics are what the artist, writer, and public make of them. Although promics may not be a panacea to managements' communications problems, pictorial narrative, with its action, story, color, and conciseness can still be retained.

Promics naturally lend themselves to five measures of effective communications advanced by Professor Albert J. Sullivan- readability, flow, crispness, clarity, and color. They are simple to understand because of the Pictorial narrative. Because the promic writer must condense his message

²⁰C.I. Hovland, I.L. Janis, and H.H. Kelley, Communication and Persuasion (New Haven: Yale University Press, 1953), 39; Herbert I. Abelson, Persuasion: How Opinions and Attitudes are Changed (New York: Springer Publishing Company, 1959), 72, 75.

into "balloons" containing few words, there is a greater likelihood for crisp copy. The writer must keep his sentences short, and the words shorter. Meanwhile, the promics' panels guide the reader through the message smoothly and definitely, causing better flow than can be achieved by conventional booklets.

The apparent effectiveness of the "comic" format is evidenced by the fact that the legislators who have restricted the use of "comics" have adopted the format in international relations, training, and even to get themselves elected.²¹

Perhaps people like promics for the same reasons that they enjoy "comics." They are easy to read and there is the desire for humor, enjoyment, excitement, vicarious experiences- escape from humdrum routine. The reader of this study might be struck by the absence of negative statements toward the medium.. The simple reasons are that although the literature is replete with discussion of their use and acceptance, comment adverse to promics is almost nil. Secondly, having searched the literature and noting comments from promic users, the author has come to the inescapable conclusion that promics are effective. Results tabulated from the questionnaires have also been convincing.

²¹See "Political Campaigns," pp. 103-109.

The questionnaire sent to promic users asked the respondents: "In accomplishing your purposes, in general, comics have been:" and they were requested to check either: "Very effective," "Effective," or "Not effective." Fifteen respondents said "very effective," fifteen said "effective," and the remaining six gave neutral statements.²²

Later in the questionnaire, respondents were asked: "Do you believe that comics can be a useful public relations tool?" The answers were an overwhelming yes. Twenty-nine respondents said yes, four gave neutral replies (e.g. "for certain groups only"), and three gave no answer. Not one of the users expressed disapproval towards the use of the medium for public relations purposes.

A case for promics was eloquently stated ten years ago by Beverly Bowie:²³

When professors and other outsiders shudder publicly at the thought of a generation nursed on such pap, they are sternly reminded that this is no time for belles-lettres- this is the moment for mass communication. If most Americans can handle only a sixth-grade vocabulary (as studies by Professor Robert Thorndike indicate), it is futile, say the industry's apologists, to address them in the language of Balliol. If most of them can follow a line of thought only if it is acted out in pictorial charades, then by all means give them cartoons and balloons.

²²See Table I (Appendix B).

²³Beverly Bowie, "The Comic-Book-Industry- 'We Can Do Anything! Anything!'", The Reporter (May 15, 1951), 39.

A skeptic could argue, and with some justification, :
"I am convinced that people can digest a message easier when pictures accompany the text. However, why not simply use conventional drawings or photographs- why promic books or promic strips?" The question is not easy to answer-- mainly due to the lack of research--but there is some evidence pointing to the advisability of promics.

It is submitted that conventional illustrations ordinarily lack the continuity which the promics attain. Promics are ideally crisp- each panel develops the one that went before, sets up the one that follows. Secondly, the masses (especially middle and lower classes) seem to prefer the format; promics can gain attention and readership.

Another point to consider is that promics are different. This has two important implications for the public relations man. Promics offer a visual change-of-pace, a relief from the multiplication of words. Secondly, due to this uniqueness, publicity in the mass media is easier to come by. Although the "comic" format has been used as a public relations tool for about a quarter of a century, their use in telling this type of story for companies and organizations is still uncommon. Look through the footnotes of this study. How many stories about these publications would have been printed if the messages were contained in a conventional format?

II. PROMIC PRODUCTION

A word remains to be said regarding the actual production and cost of promics. There are a number of factors to be considered before settling on the advisability of any communication tool. First, consider the purpose of the project. What does the sponsor hope to accomplish? How will the booklet be put to use? Who will read it? How will it be distributed? How much will it cost?

Expert Help Needed

The first "rule" in producing a promic is don't do it yourself- get an expert. Promic know-how, especially drawing and fitting big thoughts in little "balloons," can generally only be found with the experts.

Although promics have mass appeal, it is a mistake to think that just because a campaign is presented in promic form it will be religiously accepted, regardless of the fact that the story strip may be uninteresting and totally lacking in appeal. Several companies specialize in doing the writing, artwork and layouts, and printing. The largest producers have been mentioned within this study.

How Promics Are Developed

After the decision has been made to produce a promic, its production can be thought of as divided into six different steps:

The story line. The editor writes a synopsis of the plot based upon what the client wants to say.

Panel breakdown. The editor thinks in terms of a well-balanced page layout as well as the plot.

Final script. Descriptions of pictures to guide the artist appear at the left; actual copy for captions and speech "balloons" at the right. This appears similar to a television script, where the visual description of what the actors are doing is on the left; dialogue of what they are saying appears at the right.

First art stage. The artist and letterer lay out the pages and organize the panel frames.

Final black and white art. This step represents the final plate for the black printing run.

Final page. The page is printed in four colors. In some cases, of course, less than four colors are used. The author believes that there is no comparison between the attractiveness of a black-and-white book and a colored one.

There has been a recent development and use of a heavier, whiter stock for finer printing. It is the use of a 40 pound bleached groundwood instead of newsprint. Advertising Requirements predicts that this stock will increase the market for promics.²⁴

²⁴Ted Sanchagrin, "Comic Books," Advertising Requirements (Chicago: February, 1961), 87-94 et seqq.

Cost Factors

Costs vary with page length and quality of printing. A yardstick, which is not infallible, is three cents per copy for a 16 page promic in a half-million printing. This price includes preparation of script, art, engravings, rotary letter press printing, and paper. In a printing of a million the price drops to about two cents. A quarter-million order raises the cost to about three-and-a-half cents. Promic publishers discourage a press run of under 200,000. Translating the costs into total dollar-and-cent figures, a million-copy run of a 16 page promic costs \$20,000. The cost is about the same as for three-fourths of a page in Life or Look.

The type of cover used can affect the price of the booklets. In Smith's article on promics, better quality covers are suggested. "Only rarely can you pick up a p.r. comic that has a cover of better quality paper than the cheap newsprint used inside," Smith complains.²⁵ The promic printers explain the absence of much heavy-coated cover stock by simple cost factors. They say that glossy cover promics can raise the cost per copy by an extra penny and sometimes more.

²⁵Francis K. Smith, "Comic Books: Why They Can Be A Key Public Relations Medium," Printers' Ink (New York: February 24, 1956), 98.

III. THE NEED FOR RESEARCH

Although promics have been used extensively for a wide variety of communications efforts, little research exists on the communicative powers of the "comic" format. Sponsors are still gauging results by quantities ordered, types of letters received, and comments and criticisms.²⁶ However, newspapers and magazines have a considerable amount of proof of the effectiveness of "comic" advertisements, such as the Starch reports.²⁷

Dr. Edward J. Robinson, chairman of Boston University's Communications Research Center, recently told the Public Relations Journal audience:

In recent years we have seen a tremendous scurry to the use of the "comic" format for all kinds of communications objectives in public relations...In spite of the extensive use of this particular type of communication technique, we know next to nothing about its effectiveness, in a scientifically measured way. In addition, if it is more effective as a communication tool (as is energetically claimed by its users) we have no experimentation that will tell us why.²⁸

Research on promics' effectiveness seems to indicate that the masses prefer the "comic" format and they absorb the message. But to what degree is learning and persuasion

²⁶ See Table II (Appendix B).

²⁷ Daniel Starch, "How To Use Comic Strip Ads Successfully," Advertising Agency (New York: 1956), Vol. 49, 66-69; "How Well-read Are Comic Strip Ads?", 72-74

²⁸ Edward J. Robinson, "Research in Public Relations," Public Relations Journal (New York: January, 1961), 21.

furthered by use of promics vis-a-vis conventional literature? For example, research by Dr. Henry C. Link appears to have a "built-in" weakness and incompleteness. Link's studies for the Bemis Bag Company²⁹ and General Electric³⁰ test learning the promics' content with no comparison to other media. That is, they compared learning by readers to non-readers. The same can be said for the Melville Shoe Study conducted by Pulse, Inc.³¹ where the communicative powers were tested by exposure to a message via the promic in comparison to non-exposure. Consequently, future research needs to be conducted where-by exposure to a message through the promic format is compared to exposure to the same message by other communications tools, e.g. prose, films, lectures. If scientific research can confirm the degree of promics' effectiveness, as indicated in this report, the extent of its past use as a communications tool might be minute compared to its potentialities.

The question of the desirability of dialogue in speech "balloons" as opposed to cartoons with the dialogue at the bottom of each panel, is an example of an un-resolved research question. Many promic users say "balloons" are

²⁹See pp. 6-9

³⁰See p. 10.

³¹See pp. 50-52.

necessary because readers are accustomed to them, they impose conciseness, and they make for easy reading. But others, such as Donald L. Miller, of Westinghouse school service department, are proponents of the "Believe-it-or-not" technique of dependent cartoons. Miller said:

We believe that the "balloon" dominates the picture frame and detracts from the art; and that scientific facts are interesting in themselves and do not need a story to hold the reader's interest.³²

The power and appeal of conveying a message through visual means in a series of related pictures has long been recognized. The popularity of "comics" being what it was, lead to the conclusion that the "comic" format must satisfy the reading needs of the masses. Therefore, sometime in the early fourties, an enterprising communicator conceived the idea of putting into "promic" form the well known "comic" strip. Since then promics have mushroomed into a giant industry. Promics have become the public relations man's colorful salesman.

³²Etna M. Kelley, "Look Who's Buying Comics Now!", Sales Management (New York: February 15, 1951), Part I, 122.

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APPENDIXES

APPENDIX 'A'

QUESTIONNAIRE AND COVERING LETTER

SENT TO PROMIC USERS



Boston University

CHARLES RIVER CAMPUS • 640 COMMONWEALTH AVENUE • BOSTON 15, MASSACHUSETTS

*School of Public Relations and Communications
Communications Research Center*

February 27, 1961

Dear Sir:

The Communications Research Center of this School is assisting in the execution of a survey being done by a graduate student, Marvin Migdol, in connection with his thesis. His thesis title is, "Comics as a Public Relations Tool in Communications".

The objective of Marvin's thesis can be divided into four principle areas of inquiry: (1) why are comics used? (2) how are comics used? (3) who uses them and for what purposes? and (4) how effective is the comic format in attaining these purposes? This study is one of many that we are doing here at the Center concerning the utilization and the effectiveness of the comic format as a communications tool.

The questionnaire should not take very much of your time to complete, and we have enclosed a stamped, addressed return envelope for your convenience.

I hope that you will make every effort to complete and return this questionnaire to us. We will be most willing to share our findings with you. You will see a place to check in the questionnaire if you are interested in receiving an abstract of this study. We believe the results of this study will be beneficial to you and other users of comics.

Thank you for your kind attention to this request.

Sincerely yours,

Edward J. Robinson, Ph.D.
Chairman

EJR:mfe

COMMUNICATIONS RESEARCH CENTER
 BOSTON UNIVERSITY SCHOOL OF PUBLIC RELATIONS AND COMMUNICATIONS
 640 Commonwealth Avenue
 Boston 15, Massachusetts

COMICS QUESTIONNAIRE

1. How did you come to use the comic book format?
 (e.g. Were you approached by comic publishing co.,
 borrow the idea from another company, etc.)
-
-
-

2. For what purposes have you used comic books?
 (Kindly check as many blanks as applicable)

PUBLIC RELATIONS

Employee Relations

- Economic and Political Education
 Reporting on Company Earnings or Benefits
 Health, Welfare, and Safety Campaigns
 Employee and Dealer Training
 Other (please specify)

Community Relations

- Economic and Political Education
 Company Functions and History
 Grammar School Education
 High School Education
 College Education
 Other (please specify)

MERCHANDISING AND SALES PROMOTION

OTHER USES (please specify)

3. In accomplishing your purposes, in general, comics
 have been: (check one)

Very effective
 Effective
 Not effective

4. Would you please state your reasons for the category
 you have checked in Question #3?
-
-
-

5. Have you tested the effectiveness of the comic format? That is, have you measured in any way whether it accomplished what you hoped it would?
Yes _____ No _____ Don't Know _____

If yes, would you kindly explain by what means?

What conclusions were reached at the result of testing the effectiveness of the comic format?

6. Do you believe that readership is higher with comics than for any other written material? (Would you kindly elaborate on your views?)
7. Do you believe that comics are an effective educational device? (Would you kindly elaborate?)
8. Do you believe that comics are effective in marketing products? (Would you kindly elaborate?)
9. Do you believe that comics are effective in changing readers' attitudes? (Would you kindly elaborate on your views?)
10. Do you believe that comics can be a useful public relations tool? (Would you kindly elaborate?)
11. For what communication purposes do you feel the comic format is best suited? (Would you kindly elaborate on your views?)

PART II

Please complete the following information for the most recent comic books which your firm has produced.

1. Title of comic book _____
 Subject or topic of comic book _____

 Purpose of comic book _____

 Date of publication _____ Quantity distributed _____
 How were the comic books distributed? _____

 Did you test the effectiveness of the above comic in accomplishing the purpose(s) you stated above?
 If yes, how?
 What is your evaluation of the above comic book's effectiveness?
 Very effective _____ Partially effective _____
 Not able to judge effectiveness _____ Ineffective _____

2. Title of comic book _____
 Subject or topic of comic book _____

 Purpose of comic book _____

 Date of publication _____ Quantity distributed _____
 How were the comic books distributed? _____

 Did you test the effectiveness of the above comic in accomplishing the purpose(s) you stated above?
 If yes, how?
 What is your evaluation of the above comic book's effectiveness?
 Very effective _____ Partially effective _____
 Not able to judge effectiveness _____ Ineffective _____

PART II (continued)

3. Title of comic book _____

Subject or topic of comic book _____

Purpose of comic book _____

Date of publication _____ Quantity distributed _____

How were the comic books distributed? _____

Did you test the effectiveness of the above comic in
accomplishing the purpose(s) you stated above?
If yes, how?

What is your evaluation of the above comic book's
effectiveness?

Very effective _____ Partially effective _____
Not able to judge effectiveness _____ Ineffective _____

We would appreciate any additional comments that you care
to make regarding the use or effectiveness of "special
purpose" comics.

Your Name _____ Title _____

Name of company _____

Address _____

City _____

Please check here if you desire
an abstract of our findings.

APPENDIX 'B'

SUMMARY OF QUESTIONNAIRE DATA

TABLE I

RESPONSE TO: "IN ACCOMPLISHING YOUR PURPOSES,
IN GENERAL, COMICS HAVE BEEN:"¹

N A M E	VERY EFFECTIVE	EFFECTIVE	OTHER ²
Amer. Iron & Steel Inst.	X		
Liberty Mutual	X		
National Broadcasting Co.	X		
Edmund Scientific Co.	X		
General Electric Co.	X		
Marquette Cement Mfg. Co.	X		
National TB Association			X
American Gas Association	X		
Swift & Company		X	
National Cotton Council	X		
Atlas Powder Company		X	
Arnold, Schwinn & Co.		X	
New York Fire Department		X	
Nat'l. Board Fire Under.		X	
The Coca-Cola Company	X		
A.F.L.-C.I.O.		X	
U.S. Public Health Service		X	
U.S. Information Agency	X		
Institute of Life Insurance			X
U.S. Air Force (ConAC)			X
Assoc. of American Railroads	X		
Catechetical Guild		X	
Bozell & Jacobs, Inc.		X	
American Forestry Assoc.		X	
General Dynamics		X	
General Mills		X	
E.I. Du Pont De Nemours	X		
Allis-Chalmers Mfg. Co.	X		
Industrial Information Inst.			X
Republic Aviation Corp.		X	
Standard Oil Company (Ohio)	X		
Assoc. Hosp. Serv. of Phila			X
Metropolitan Life Insur. Co.	X		
Chrysler Corporation		X	
Wyoming Travel Commission		X	
Amer. Tel. and Telegraph Co.			X
TOTALS	15	15	6
PERCENTAGES	41.6%	41.6%	16.9%

¹Respondents were given choice of: "very effective," "effective," "not effective."

²"No formal evaluation but judged popular," "slightly effective," "not able to judge," etc.

TABLE II
REASONS GIVEN FOR ANSWERS
IN TABLE I

N A M E	QUANTITY DISTRIBUTED	SELLING POINTS OF PROMICS	LETTERS OF AND COMMENTS	OTHER
Amer. Iron & Steel Inst.	X			
Liberty Mutual	X			
National Broadcasting Co.				X
Edmund Scientific Co.	X			
General Electric Co.	X	X	X	
Marquette Cement Mfg. Co.				X ²
National TB Association				X
American Gas Association	X	X		
Swift & Company			X	
National Cotton Council	X			
Atlas Powder Company		X		
Arnold, Schwinn & Co.		X		
New York Fire Department	X		X	X ³
Nat'l. Board Fire Under.	X			
The Coca-Cola Company	X			
A.F.L.-C.I.O.	X	X		
U.S. Public Health Service				X
U.S. Information Agency	X		X	
Institute of Life Insurance				X
U.S. Air Force (ConAC)				X
Assoc. of American Railroads	X		X	
Catechetical Guild		X		
Bozell & Jacobs, Inc.				X ³
American Forestry Assoc.	X			
General Dynamics	X	X		
General Mills		X		X ³
E.I. Du Pont De Nemours	X			X ³
Allis-Chalmers Mfg. Co.	X	X		
Industrial Information Inst.				X
Republic Aviation Corp.			X	
Standard Oil Company (Ohio)	X			
Assoc. Hosp. Serv. of Phila.				X
Metropolitan Life Insura Co.			X	
Chrysler Corporation	X		X	
Wyoming Travel Commission		X		
Amer. Tel. and Telegraph Co.				X
TOTALS	18	10	8	13
PERCENTAGES	36.7%	20.4%	16.3%	26.5%

¹"Easy to read," "readers like," "low cost," etc.
²Scientific testing indicated "effectiveness (See pp. 11-12).
 Results seen ("less fires," "greater interest in organization," etc.)

TABLE III

RESPONSE TO: "DO YOU BELIEVE THAT READERSHIP IS
HIGHER WITH COMICS THAN FOR ANY OTHER
WRITTEN MATERIAL?"

N A M E	YES	QUALIFIED		DON'T KNOW OR	
		YES ¹	NO	NO	ANSWER
Amer. Iron & Steel Inst.					X ²
Liberty Mutual	X				
National Broadcasting Co.	X				
Edmund Scientific Co.		X			
General Electric Co.		X			
Marquette Cement Mfg. Co.	X				
National TB Association		X			
American Gas Association				X	
Swift & Company					X ²
National Cotton Council	X				
Atlas Powder Company					X ³
Arnold, Schwinn & Co.		X			
New York Fire Department		X			
Nat'l. Board Fire Under.					X ³
The Coca-Cola Company		X			
A.F.L.-C.I.O.					X ²
U.S. Public Health Service		X			
U.S. Information Agency	X				
Institute of Life Insurance					X ²
U.S. Air Force (ConAC)					X ²
Assoc. of American Railroads					X ²
Catechetical Guild					X ²
Bozell & Jacobs, Inc.		X			
American Forestry Assoc.					X ³
General Dynamic					X ³
General Mills					X ³
E.I. Du Pont De Nemours		X			
Allis-Chalmers Mfg. Co.	X				
Industrial Information Inst.	X				
Republic Aviation Corp.					X ²
Standard Oil Company (Ohio)					X ³
Assoc. Hosp. Serv. of Phila.					X ³
Chrysler Corporation		X			
Metropolitan Life Insur. Co.	X				
Wyoming Travel Commission		X			
Amer. Tel. and Telegraph Co.		X			
TOTALS	8	12	1	15	
PERCENTAGES	22.2%	33.3%	2.8%	41.7%	

¹"With certain groups," "with children," "if prepared well,"

²Don't know. ³No answer given

TABLE IV

RESPONSE TO: "DO YOU BELIEVE THAT COMICS
ARE AN EFFECTIVE EDUCATIONAL DEVICE?"

N A M E	YES	QUALIFIED YES ¹	DON'T KNOW OR OTHER
Amer. Iron & Steel Inst.	X		
Liberty Mutual	X		
National Broadcasting Co.		X	
Edmund Scientific Co.	X		
General Electric Co.	X		
Marquette Cement Mfg. Co.	X		
National TB Association		X	
American Gas Association	X		
Swift & Company	X		
National Cotton Council	X		
Atlas Powder Company	X		
Arnold, Schwinn & Co.		X	
New York Fire Department	X		
Nat'l. Board Fire Under.			X
The Coca-Cola Company	X		
A.F.L.-C.I.O.	X		
U.S. Public Health Service		X	
U.S. Information Agency	X		
Institute of Life Insurance			X ²
U.S. Air Force (ConAC)			X
Assoc. of American Railroads	X		
Catechetical Guild		X	
Bozell & Jacobs, Inc.	X		
American Forestry Assoc.		X	
General Dynamics	X		
General Mills	X		
E.I. Du Pont De Nemours	X		
Allis-Chalmers Mfg. Co.	X		
Industrial Information Inst.	X		
Republic Aviation Corp.	X		
Standard Oil Company (Ohio)			X
Assoc. Hosp. Serv. of Phila.			X
Metropolitan Life Insur. Co.	X		
Chrysler Corporation	X		
Wyoming Travel Commission	X		
Amer. Tel. and Telegraph Co.		X	
TOTALS	24	7	5
PERCENTAGES	66.7%	19.4%	13.9%

¹"with certain subjects or groups," "could be," "if properly prepared, etc."
²Not for use in the classroom."

TABLE V

RESPONSE TO: "DO YOU BELIEVE THAT COMICS
ARE EFFECTIVE IN MARKETING PRODUCTS?"

N A M E	QUALIFIED		NO	DON'T KNOW OR NO ANSWER
	YES	YES ¹		
Amer. Iron & Steel Inst.				X
Liberty Mutual	X			
National Broadcasting Co.				X ²
Edmund Scientific Co.				x
General Electric Co.				X
Marquette Cement Mfg. Co.			X	
National TB Association				X
American Gas Association				X
Swift & Company				X
National Cotton Council	X			
Atlas Powder Company				X
Arnold, Schwinn & Co.		X		
New York Fire Department	X			
Nat'l Board Fire Under.				X ²
The Coca-Cola Company	X			
A.F.L.-C.I.O.				X ²
U.S. Public Health Service		X		
U.S. Information Agency	X			
Institute of Life Insurance				X
U.S. Air Force (ConAC)				X
Assoc. of American Railroads		X		
Catechetical Guild				X
Bozell & Jacobs, Inc.				X
American Forestry Assoc.				X ²
General Dynamics				X ²
General Mills				X ²
E.I. Du Pont De Nemours	X			
Allis-Chalmers Mfg. Co.	X			
Industrial Information Inst.	X			
Republic Aviation Corp.				X
Standard Oil Company (Ohio)				X ²
Assoc. Hosp. Serv. of Phila.			X	
Chrysler Corporation	X			
Wyoming Travel Commission				X ²
Amer. Tel. and Telgraph Co.				X ²
TOTALS	9	3	2	22
PERCENTAGES	25.0%	8.3%	5.6%	61.1%

¹"Depending on product," "depending on audience," "probably," etc.

²No Answer given.

TABLE VI
 RESPONSE TO: "DO YOU BELIEVE THAT COMICS ARE
 EFFECTIVE IN CHANGING READERS' ATTITUDES?"

N A M E	DON'T KNOW		
	YES	QUALIFIED YES ¹	OR OTHER
Amer. Iron & Steel Inst.		X	
Liberty Mutual	X		
National Broadcasting Co.	X		
Edmund Scientific Co.		X	
General Electric Co.	X		
Marquette Cement Mfg. Co.	X		
National TB Association		XX	
American Gas Association			X ²
Swift & Company			X ²
National Cotton Council		X	
Atlas Powder Company			X
Arnold, Schwinn & Co.		X	
New York Fire Department	XX		
Nat'l. Board Fire Under.			X
The Coca-Cola Company		X	
A.F.L.-C.I.O.		X	
U.S. Public Health Service			X ³
U.S. Information Agency	X X		
Institute of Life Insurance			X ²
U.S. Air Force (ConAC)			X
Assoc. of American Railroads	X X		
Catechetical Guild		X	
Bozell & Jacobs, Inc.	XX		
American Forestry Assoc.		X	
General Dynamics			X
General Mills			X
E.I. Du Pont De Nemours		X	
Allis-Chalmers Mfg. Co.	X		
Industrial Information Inst.	X		
Republic Aviation Corp.			X ²
Standard Oil Company (Ohio)			X
Assoc. Hosp. Serv. of Phila.			X
Metropolitan Life Insur. Co.	X		
Chrysler Corporation		X	
Wyoming Travel Commission	X		
Amer. Tel. and Telegraph Co.		X	
TOTALS	13	11	12
PERCENTAGES	36.1%	30.5%	33.3%

¹"Probably," "depends on reader," "on some subjects," etc.

²Don't know.

³"No."

TABLE VII

RESPONSE TO: "DO YOU BELIEVE THAT COMICS CAN
BE A USEFUL PUBLIC RELATIONS TOOL?"

N A M E	YES	NEUTRAL ¹	NO ANSWER
Amer. Iron & Steel Inst.	x		
Liberty Mutual	x		
National Broadcasting Co.	x		
Edmund Scientific Co.	x		
General Electric Co.	x		
Marquette Cement Mfg. Co.	x		
National TB Association	x		
American Gas Association	x		
Swift & Company	x		
National Cotton Council	x		
Atlas Powder Company	x		
Arnold, Schwinn & Co.	x		
New York Fire Department	x		
Nat'l Board Fire Under.			x
The Coca-Cola Company	x		
A.F.L.-C.I.O.	x		
U.S. Public Health Service		x	
U.S. Information Agency	x		
Institute of Life Insurance	x		
U.S. Air Force (ConAC)	x		
Assoc. of American Railroads	x		
Catechetical Guild	x		
Bozell & Jacobs, Inc.		x	
American Forestry Assoc.			x
General Dynamics	x		
General Mills		x	
E.I. Du Pont De Nemours	x		
Allis-Chalmers Mfg. Co.	x		
Industrial Information Inst.	x		
Republic Aviation Corp.	x		
Standard Oil Company (Ohio)			x
Assoc. Hosp. Serv. of Phila.		x	
Metropolitan Life Insur. Co.	x		
Chrysler Corporation	x		
Wyoming Travel Commission	x		
Amer. Tel. and Telegraph Co.	x		
TOTALS	29	4	3
PERCENTAGES	80.6%	11.1%	8.3%

¹"For certain groups only," "limited in scope," etc.

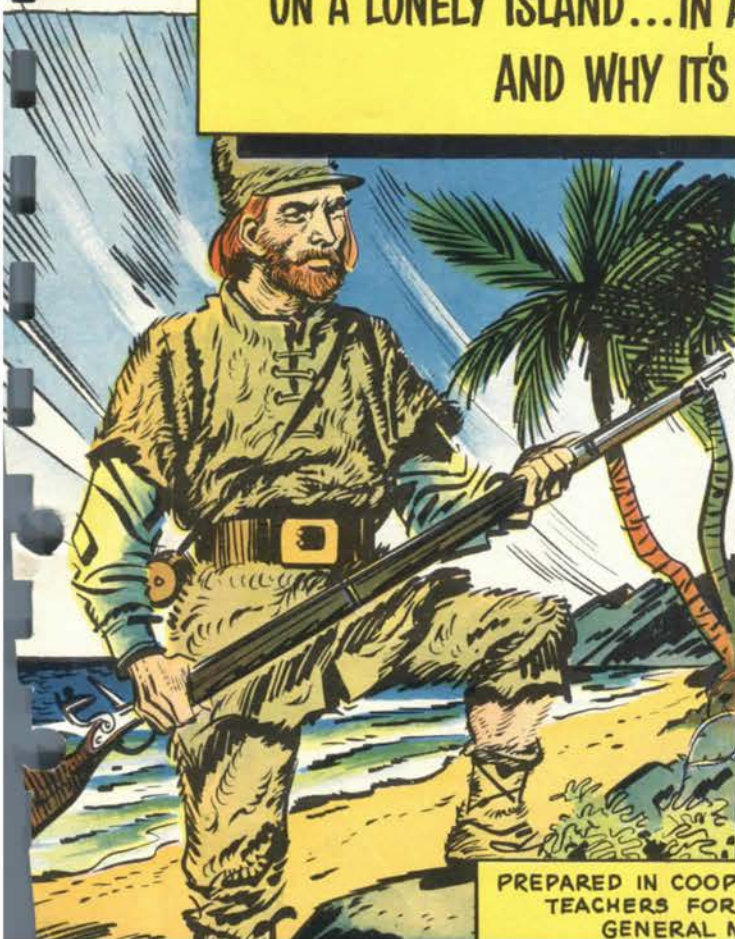
APPENDIX 'C'

A GENERAL MILLS PROMIC



FREEDOM OF CHOICE

ON A LONELY ISLAND...IN A FAMILY...IN AMERICA TODAY...
AND WHY IT'S IMPORTANT TO YOU.



PREPARED IN COOPERATION WITH ELEMENTARY
TEACHERS FOR GRADES 4, 5 AND 6.
GENERAL MILLS, MINNEAPOLIS.

Robinson Crusoe



It is the year 1651. Robinson Crusoe as a lad, dreams of sailing the seven seas...of adventure and excitement. His father has other plans for him...

No, lad, I cannot consent to your going to sea. A sailor's life holds nothing but danger and hardship! You shall be a lawyer. Then you will have security and comfort!

Yes, son. Listen to your father. He knows what is best for you!



But the boy is determined, and a few days later runs away from home to follow his dream of going to sea...



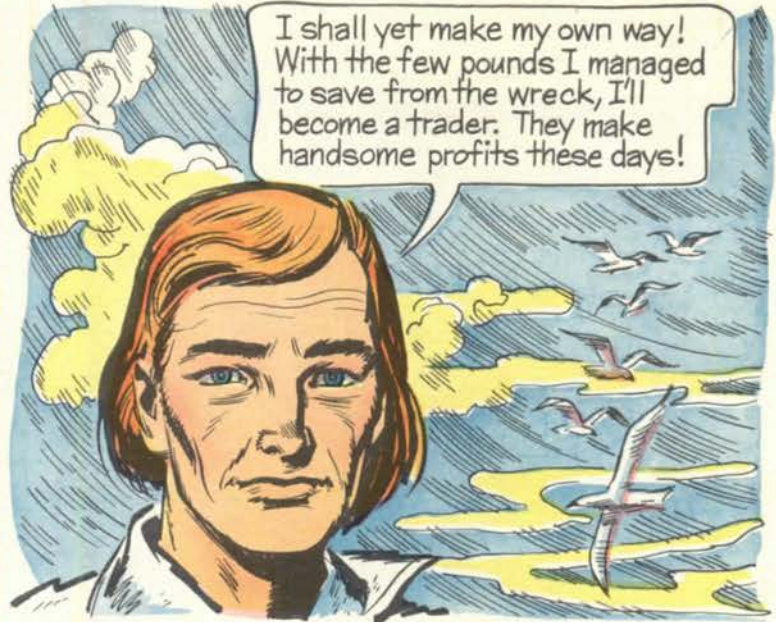
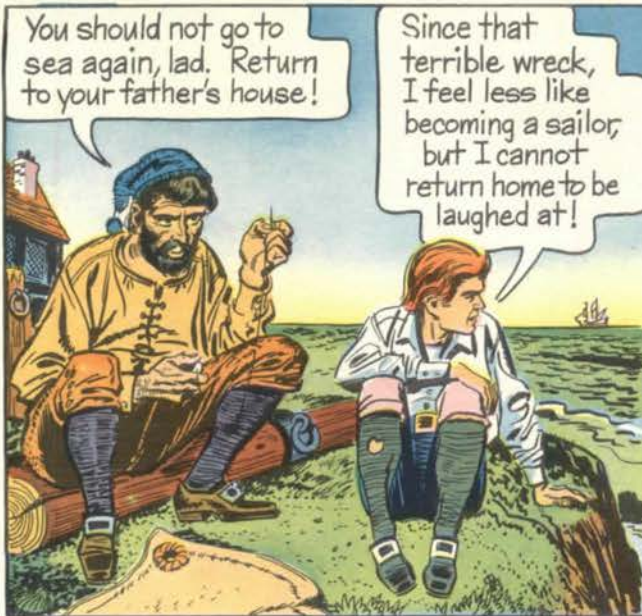
So, you'd be a sailor, would you? We're in need of a cabin boy. Come, I'll take you to the captain!

Thank you, sir!



Robinson Crusoe's dreams of seeing the world came to a swift end, however. After a few days at sea, his vessel ran into a terrible storm and was wrecked. He and a handful of other crew members managed to reach shore safely...





As a trader in trinkets, the lad worked hard and efficiently. He liked his work and soon doubled his money. Not many months later, his fear of the sea faded, and he set out again to trade with the Canary Islands.

But again misfortune strikes! Between the Canary Islands and the African Coast...



The pirates quickly overcame the ship's crew. Those who were not killed were taken ashore to be slaves, Robinson Crusoe among them.



For many years Robinson Crusoe was forced to labor as a slave for his Moorish master. He was very unhappy and did poor work. He was not fairly paid and had no choice of jobs to work at.

He was always on the look-out for a chance to escape. One day, he and another slave saw a small boat tied to a dock. They quickly got aboard, hoisted the sail and put out to sea. After 20 days' sailing they were picked up by a ship bound for Brazil.

Brazil!
I never dreamed
I would land
here!

Aye, lad, I would have landed you in England but we were bound here. However, I will help you get a little land. You can become a planter. That is the way to success here!



I have prospered well on my plantation these past four years just as you have. But now there is a great need for more labor here. We need more slaves. I should go after some in Africa.

We planters have great faith in your courage and honesty, Master Crusoe. We have pooled our money to buy trade goods and slaves for us also when you return. Would you be head of our venture?

So Robinson Crusoe sets sail to trade with the African natives. All goes well until his ship runs into a hurricane!



WE ARE LOST!
Breakers
ahead!

Shipwrecked again!



Alone on a desert island! Except for the ship's dog, Robinson Crusoe was the only survivor of the shipwreck.



His need for food and shelter soon overcame his sadness, however. The next day was clear and calm. He swam to the ship to see what he could salvage. Once there, he made a raft and loaded it with goods.



Knowing the ship would break up if another storm should come, Robinson spent the next few days going back and forth to the wreck bringing away everything he thought might be of use to him on the island. He soon had a great supply of things, knives, guns, powder, shot, tools, swords, nails, ropes, sail canvas, hatchets, a grindstone, some corn and wheat and many other goods.



Now, I must find a suitable place to build a shelter. It must be safe in case of attack by savages or wild beasts and must protect me from storms.



His freedom of choice for a home-site was unlimited. He found the ideal spot. A big wall of rock with a small cave and a grassy space that sloped down to the sea. He found it just in time, too. No sooner had he moved his goods than a storm arose. When the storm had passed, no sign of the ship could be seen. It had been broken completely in pieces. Then followed nearly a whole year of work in building a home.





I wonder if all this hard work on a house is worth while. I could build a simpler place more quickly and have more free time to relax or do other things. But I need security...my father used to talk of it. This stockade will protect my home and goods while I hunt for game and food.

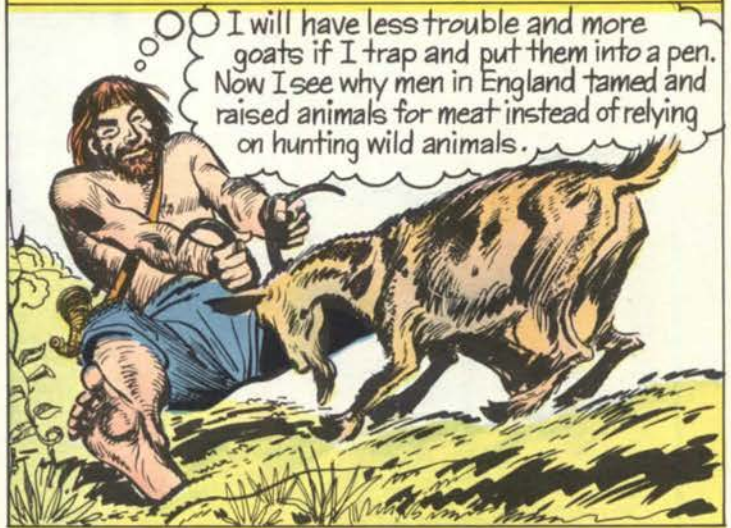


The wheat and corn I planted are growing nicely. I shall have plenty for bread. Gardening will be easier and more productive than hunting for wild plants to eat. I must soon search for something to make into clothes.

While hunting one day, he killed a wild cat. The pelt made a fine, warm cover for his bed...and later...



He discovered a herd of wild goats. Robinson killed one for food and captured another for taming and for its milk.

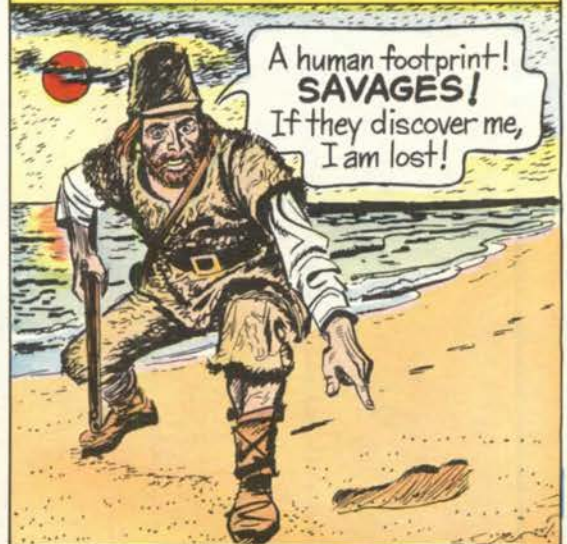


I will have less trouble and more goats if I trap and put them into a pen. Now I see why men in England tamed and raised animals for meat instead of relying on hunting wild animals.

During a rainy season, Robinson was stricken with fever. Without medicines and all alone, he nearly died. It took him many weeks to recover and get his strength back.

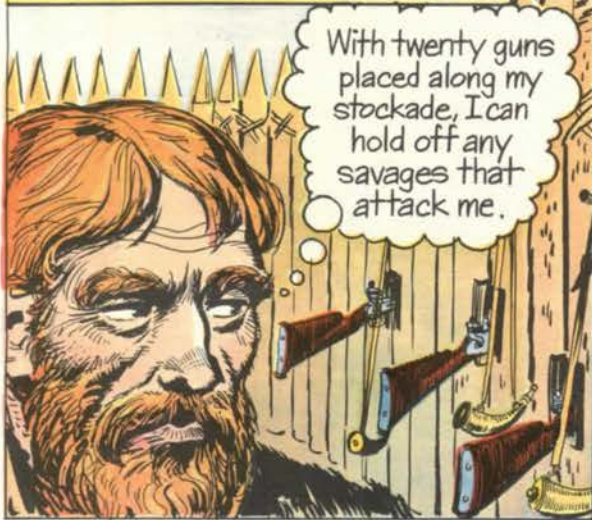


11 years have passed by! Walking along the shore one day, he made a fearful discovery!



A human footprint!
SAVAGES!
If they discover me,
I am lost!

Terribly frightened by his discovery, he strengthened his stockade and placed his guns in position to protect himself.



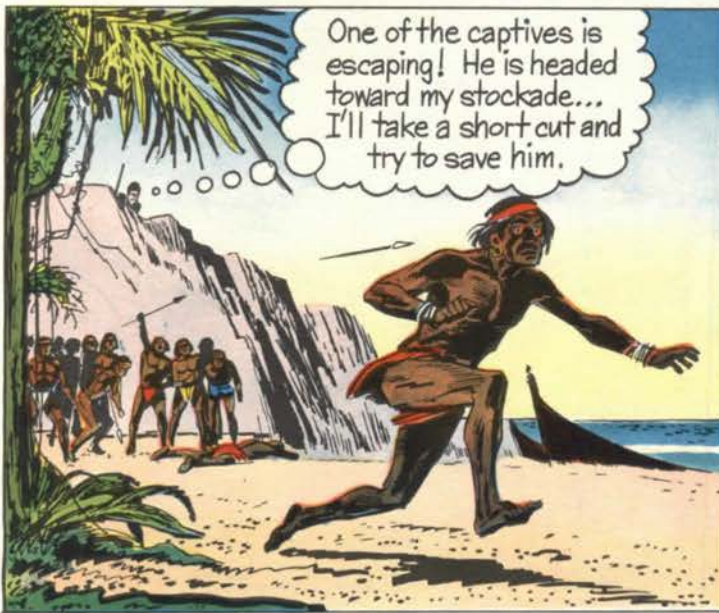
With twenty guns placed along my stockade, I can hold off any savages that attack me.

Another year passed. Then one morning...

Five canoes and thirty savages!
They have two captives...
THEY ARE CANNIBALS! They are preparing to eat those poor wretches!



One of the captives is escaping! He is headed toward my stockade... I'll take a short cut and try to save him.



Running swiftly along paths only he knew, Robinson Crusoe waited for the savages. His first shot killed the leader...the others turned and ran in fear...



The escaped captive, although frightened by the noise of the shot, fell down before Robinson, making signs of thankfulness for his rescue.



Get up, man. We can't understand each other, but I'm glad to have saved you. Come, before those cannibals return!

Quickly, Robinson Crusoe led his companion to the safety of the stockade, where they prepared for an attack. It never came.



They are paddling away as fast as they can. We are safe for now!

As the days passed by, Robinson Crusoe taught his savage companion to speak English. He named him "Friday," for the day he found him.

He taught him to use tools, to bake, to wear goatskin clothes. This gave Crusoe time to improve their tools and produce other goods for better living. The logs on which Robinson Crusoe kept careful track of the days showed he had now been on the island for **24 YEARS!**

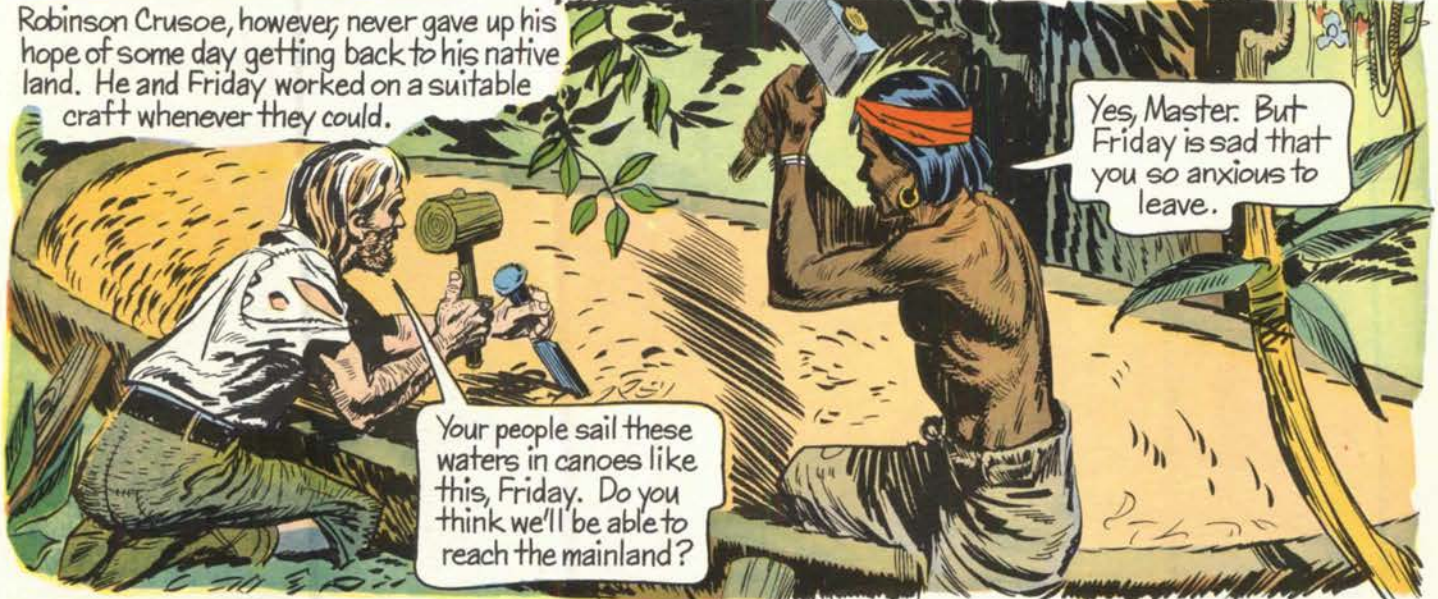


If my people knew how to grow and store grain, as you have taught me, they would not be savages... always moving in search of food.



In my country men learned that long ago.

Robinson Crusoe, however, never gave up his hope of some day getting back to his native land. He and Friday worked on a suitable craft whenever they could.



Yes, Master. But Friday is sad that you so anxious to leave.

Your people sail these waters in canoes like this, Friday. Do you think we'll be able to reach the mainland?

But before they could attempt their dangerous journey, an event happened which changed the whole course of their lives.



Look, Master! White men land on beach with captives. Do they eat men too?

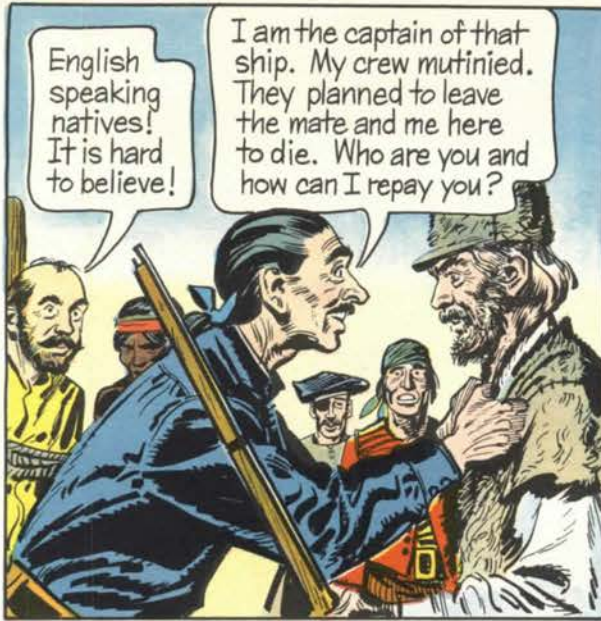
No, Friday... that looks like a mutiny to me. Come, perhaps we can help the victims!



STOP, STOP! We give up... Don't kill us all!

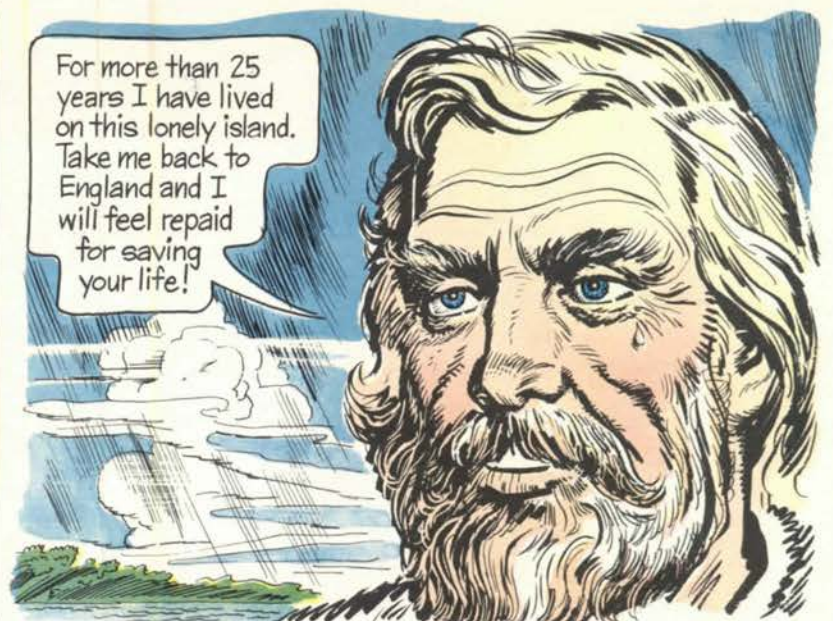
Saved by those two savages... Where did they come from on this desert island?

No matter, as long as they free us!



English speaking natives! It is hard to believe!

I am the captain of that ship. My crew mutinied. They planned to leave the mate and me here to die. Who are you and how can I repay you?



For more than 25 years I have lived on this lonely island. Take me back to England and I will feel repaid for saving your life!



And so Robinson Crusoe and his faithful companion, Friday, leave the island and sail for England with the grateful captain.

It is hard to believe, Friday, that I am at last on my way home...to England. I am a little sad on leaving my island! Are you sure you want to come, too?

I go where you go, Master. Maybe some day we return. Friday happy when you are happy!



Many years later, Robinson Crusoe and Friday did return. They found a thriving community made up of the mutinous crew the captain had left there as punishment when he sailed for England.



They have done well, Friday! 'Tis a regular town they have built!

Aye, Sir, we no longer desire to return to England. Spanish ships call here regularly. We are content!

Let's see if You can...

PLAY GAMES

Scramble sentences of ten words or less that tell things you learned from Robinson Crusoe. Have your classmates unscramble them. For example; *person much a has makes who he have doesn't everything becomes A person who makes everything he has doesn't have much.*

FIND CHOICES

Find all the choices in the Robinson Crusoe story. Tell which were good and which were bad and explain why. When and where and why did Crusoe have the greatest variety of possible choices?

MAKE OBJECTS OR MODELS

Make some of the things Robinson Crusoe used. It will be easier to make a model and you will have prepared materials. But, if you work by hand alone, you will find it long, hard work. Try these: a clay bowl; a Crusoe calender; a canoe or raft that floats; a model of Crusoe's home; a woven mat to sleep on; bowls and dishes made from gourds. Try some of these things at home.

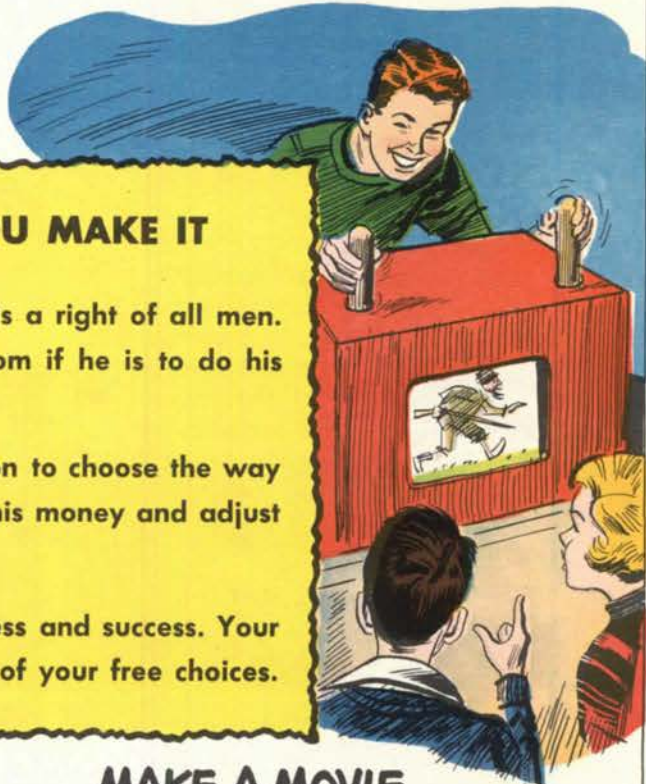


LIFE IS WHAT YOU MAKE IT

Freedom to make choices is a right of all men. Each man must use his freedom if he is to do his best.

Freedom allows each person to choose the way he will earn a living, spend his money and adjust to problems he may meet.

Wise choices bring happiness and success. Your life will be largely the result of your free choices.



MAKE A SCRAPBOOK

Collect stories and poems about choice-making. Include riddles and limericks. Make drawings to show choice-making situations.

MAKE A MAP

Make a map or a relief map of Robinson Crusoe's island. Locate his various homes and other places where he had exciting experiences.

DRAW CARTOONS

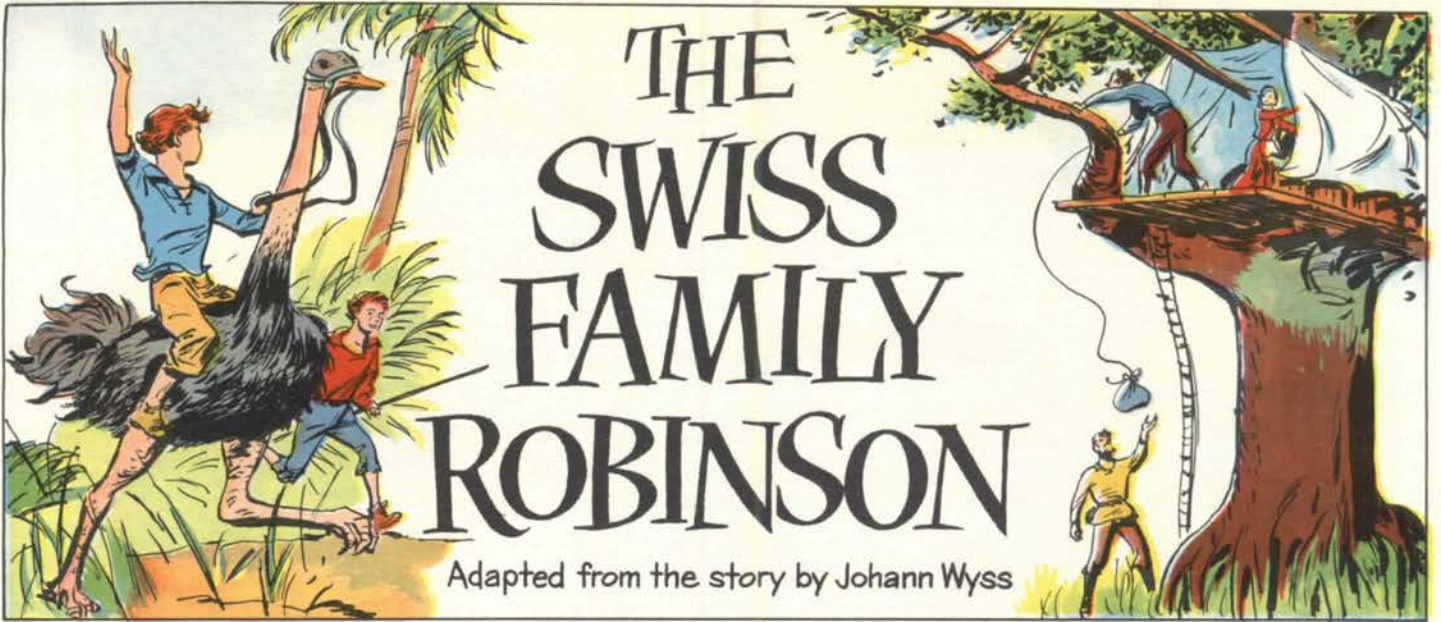
Draw cartoons showing choices you have made during the past 24 hours. How are they different from Robinson Crusoe's choices?

MAKE A MOVIE

Fasten pictures and titles you have made to wrapping paper rolled on broom sticks and mounted in a cardboard box stage. Tell the story of Robinson Crusoe's choices before and after Friday came, pointing up differences and showing his greater freedom.

WRITE STORIES

Tell about good and bad choices you have made. Tell of a time you were not allowed to make your own choice. Tell how you felt about the decision.



THE SWISS FAMILY ROBINSON

Adapted from the story by Johann Wyss

The ship carrying the Swiss Family Robinson to a new land has been driven far off its course by howling gales and mountainous seas...suddenly...



We have struck rocks! **HOLD FAST!**

The crew have taken the only boat! They have left us to perish!

After a night of terror, dawn finds the wrecked ship held fast on the rocks.



The storm has passed. Have courage...we will try to reach the shore.

Perhaps we can build a raft.



What would you take if you were there? Why?

On board the ship also were cows, pigs, ducks, chickens, a donkey and some pigeons, besides the two dogs. All were brought to shore safely the next day.



The animals and ducks are swimming right for shore! They're doing fine!

The chickens in this tub are doing all right, too!



Although we are cast upon a strange and perhaps hostile land and know not what lies ahead, let us kneel and give thanks for our safe delivery from the terrible storm and wreck!



If we are to survive, we must all do our share. Each may choose to do that for which he is best fitted and which will contribute most to the benefit of all.

As the eldest son, I think I should do the heavy work, setting up a shelter, while Father and Ernest search for a better place to live.

I'll tend to the cooking and try to make this desolate place a little like home.

I'll take care of the animals.



Mother, Mother! Father and Ernest are back!

Thank goodness they are safe. See how surprised they are at the fine camp we have built in the four days they have been gone!

We are indeed fortunate! This is a most remarkable land. We saw no sign of human habitation, but the country abounds in game, wild rice, fruit and fresh water. We even found some sugar cane!



They soon found their camp on the shore was not suitable for a permanent home. *Why do you think they chose to build a hut in the branches of a large tree?*



What a terrible storm! Are we safe here, Father?

Perfectly safe! And so are our animals in the lean-to we built below!



We must expect these storms now... it is the rainy season.

A few weeks later...the rainy season is over and Father with Jack and Ernest go exploring for a good spot to plant seeds.

There's a good clear field for our farm.

LOOK OUT!



It's a huge water buffalo!

It's charging us... **DON'T MISS!**



There's a lot of good meat here, Father...and the hide will give us leather, too!



Yes, and from the bones we can make spoons and other handy things.

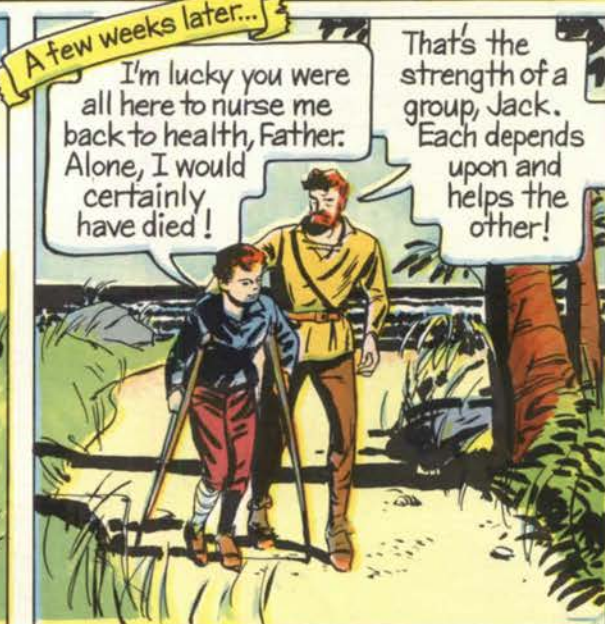
Father...look! A buffalo calf!

What do you think Ernest is going to do with the calf he has caught?



Time passed quickly in this new, strange land for the Swiss Family Robinson. They were happy and life was interesting and exciting.

*How do you think they spent their time?
How would you spend your time if you were there?*



After their terrifying experience with the fierce bear, the family stayed close to their tree-house. Soon, however...

Our food supply is very low. Is it safe to go to our farm now?

There are no signs of danger, but we had best all go together.



As the weeks passed, they again felt secure and took up their regular tasks once more.

This will be a fine canoe, but isn't it pretty large, Father? The currents off shore are very treacherous, and sudden squalls might easily capsize a smaller one.

It will take at least two to paddle it!



I've got him! A fine big fish for supper.

That will make a tasty meal!

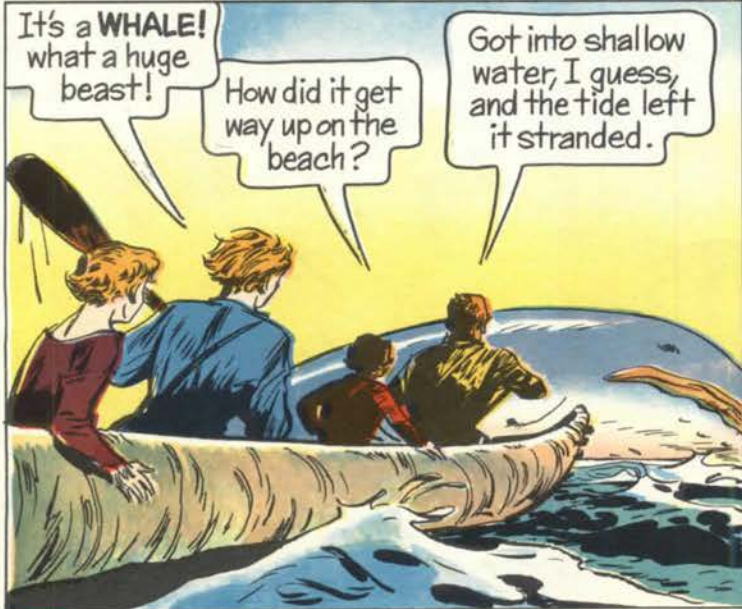
Look at all those sea birds! There's something lying on the beach... Let's go see what it is...



It's a **WHALE!** what a huge beast!

How did it get way up on the beach?

Got into shallow water, I guess, and the tide left it stranded.

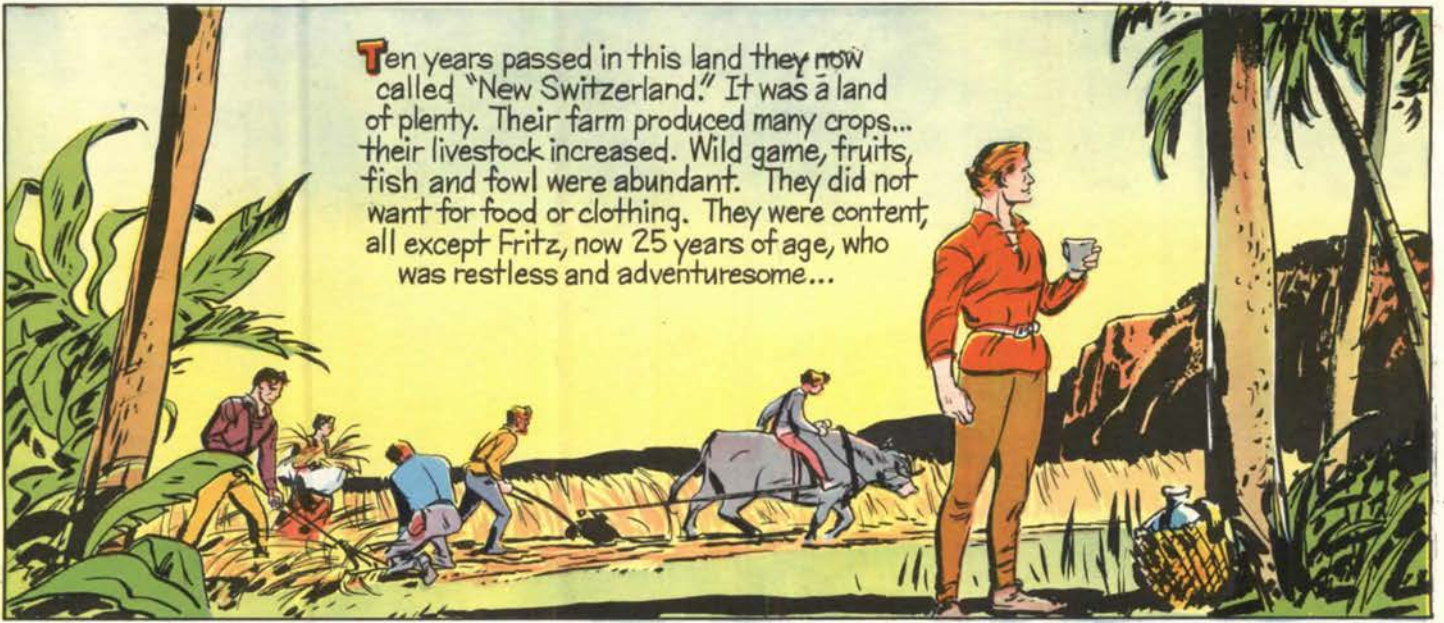


My! It's big! Is it good for anything, Father?

Yes...its oil will burn nicely in lamps. We'll get casks and drain it off!



Ten years passed in this land they now called "New Switzerland." It was a land of plenty. Their farm produced many crops... their livestock increased. Wild game, fruits, fish and fowl were abundant. They did not want for food or clothing. They were content, all except Fritz, now 25 years of age, who was restless and adventuresome...



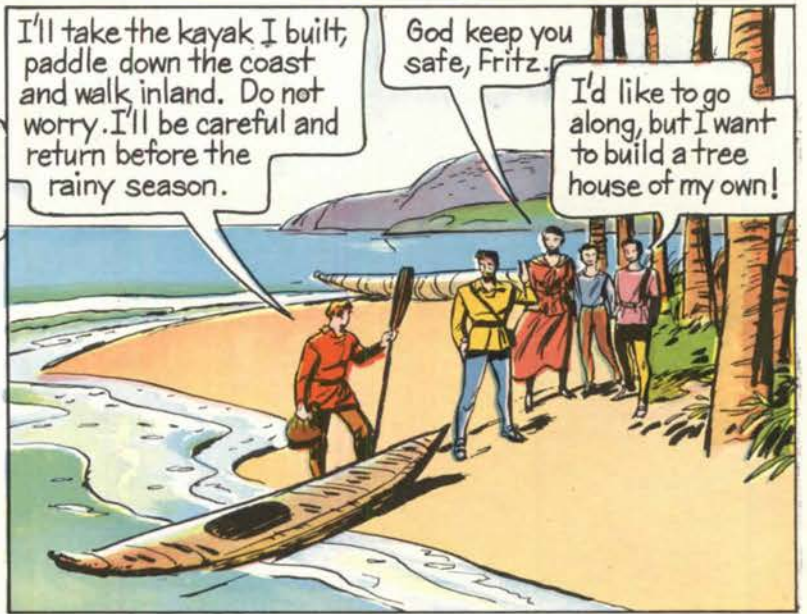
Now that the harvest is in, I would like to make a long journey into the interior to see what I can find there.



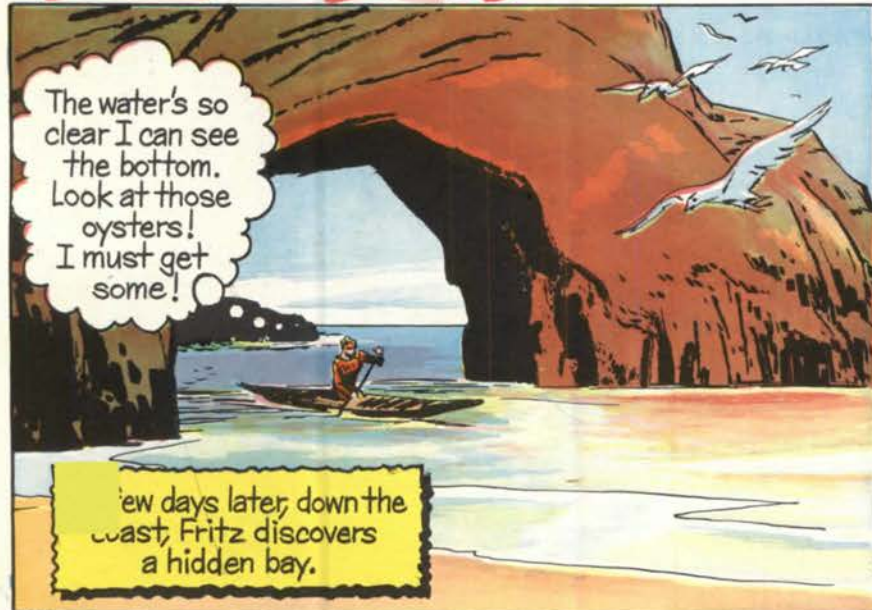
I'll take the kayak I built, paddle down the coast and walk inland. Do not worry. I'll be careful and return before the rainy season.

God keep you safe, Fritz.

I'd like to go along, but I want to build a tree house of my own!

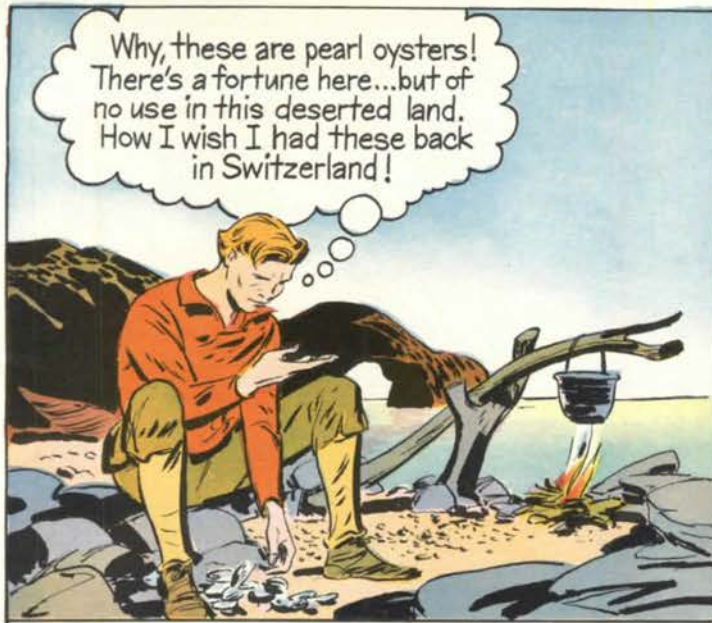


The water's so clear I can see the bottom. Look at those oysters! I must get some!



A few days later, down the coast, Fritz discovers a hidden bay.





Why, these are pearl oysters! There's a fortune here...but of no use in this deserted land. How I wish I had these back in Switzerland!



I saw your fire on the beach... thank Heaven you are not a savage!

WHA...? Who are you?

I am Jenny Montrose. On the way to Calcutta our ship was wrecked. I was the only one to reach shore. I have been living on roots and bird's eggs for a long time.

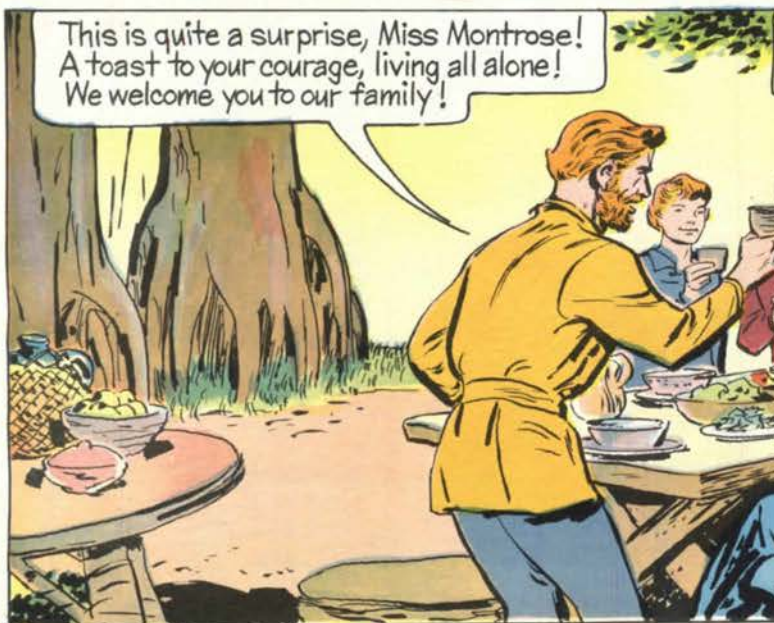
Come...I will take you to my parents... you need some good food.

On the way back to "New Switzerland" Fritz and Jenny exchanged stories of their shipwrecks and adventures ashore.



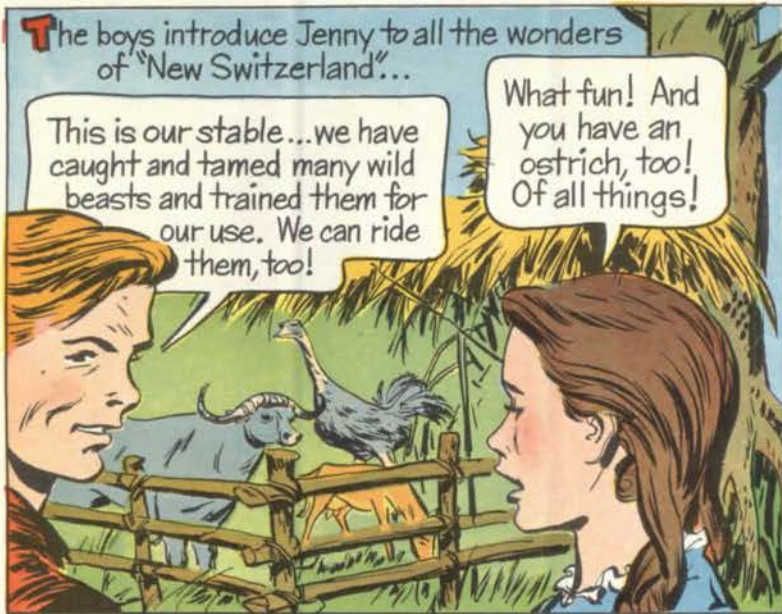
IT'S FRITZ... He has someone with him!

It must be a friendly native.



This is quite a surprise, Miss Montrose! A toast to your courage, living all alone! We welcome you to our family!

I am so grateful to Fritz for rescuing me...and this food! I have not tasted a good meal for so long!



That evening a serious discussion took place among the Swiss Family Robinson and Jenny...

We have all made our choices. Fritz and Jenny will go to England on the ship, the rest of us have voted to stay in "New Switzerland".



Three passengers from the ship decided to stay in "New Switzerland." Fritz and Jenny promised to return some day. The captain assured those staying that regular trading calls would be made.

What would you have chosen to do?



Let's see if You can...

DRAW A CARTOON

Suppose your family has \$25.00 to spend. Everybody has ideas for spending it. Show how you would decide what to do.

COLLECT THINGS

Collect the kinds of things the Swiss Family Robinson salvaged from their shipwreck. Draw pictures or make models of the things you can't find. Exhibit these items in your school. On each item or picture place a card explaining how the item was used and why it was important.



WITH FREEDOM EVERYONE CHOOSES

The things a man produces and consumes are daily choices.

If a person fails to make his own choices, someone else must make them for him. If someone else makes our choices we must obey his orders, whether we like them or not. People who make their own choices are happier and better satisfied.

Freedom of choice has permitted people to vote for the products giving greatest value and service. As a result, the American living standard is the envy of the world.



MAKE MODELS

Make some of the same models suggested on page 9. This time get others to help you. See how much difference cooperation makes.

DO MAP WORK

Trace on a map the route Swiss Family Robinson family took from their original home to their island home. Then show the route Fritz and Jennie took on their return to England.

MAKE A FRIEZE

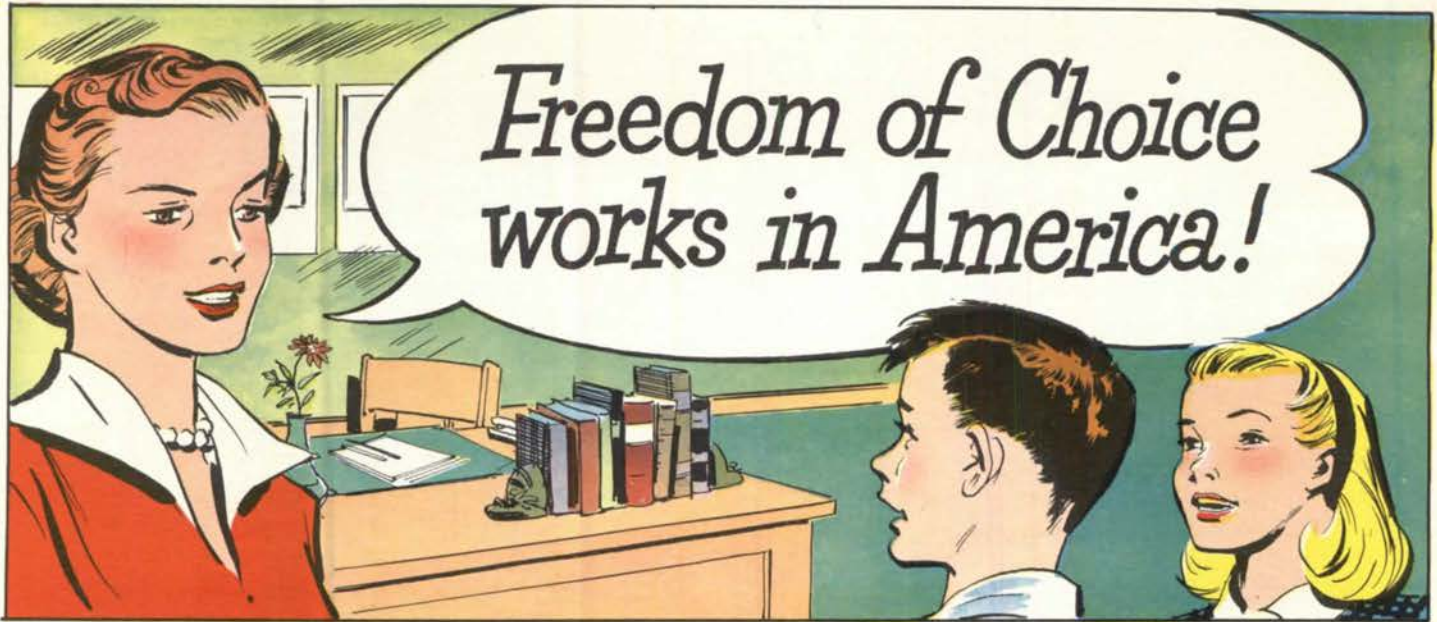
Draw a 3-part picture on a long roll of wrapping paper. In the first part show all the kinds of homes Robinson Crusoe might have built. Center the one he chose among the others he did not choose. Do the same thing for Swiss Family Robinson homes on the second part of the paper. On the third part draw pictures of the homes of your class members. Note the greater variety and the improvement shown in these pictures. Make a frieze at home showing the same things about clothes, tools or food. Get variety by pasting pictures on the frieze with your drawings.

WRITE STORIES

Explain the uses and value of an allowance. Display the best stories on the bulletin board. Write about choices you would make on island if you were there with your family for a long time.

PLAY GAMES

Scramble sentences of ten words or less that tell things you learned from Swiss Family Robinson. Have your classmates unscramble them. For example: *people in are work cooperate who happier and play becomes People who cooperate in work and play are happier.*



Freedom of Choice works in America!



I'm going to buy one of those flashlights.

There's a new comic book I want.

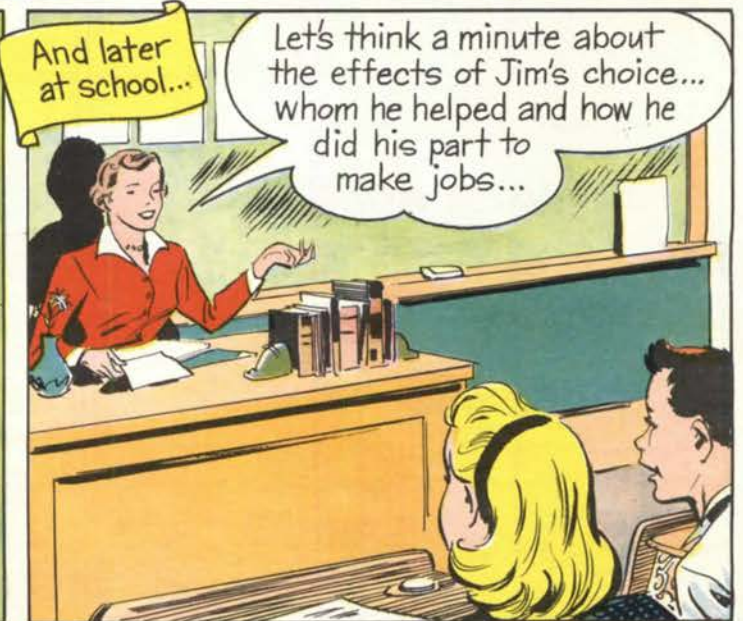
I need to buy a notebook.

Look at these stamps I just got... they're a new issue.



Jim Adams makes his choice ...

I'd like one of those yo-yos. That red one over there.



And later at school...

Let's think a minute about the effects of Jim's choice... whom he helped and how he did his part to make jobs...

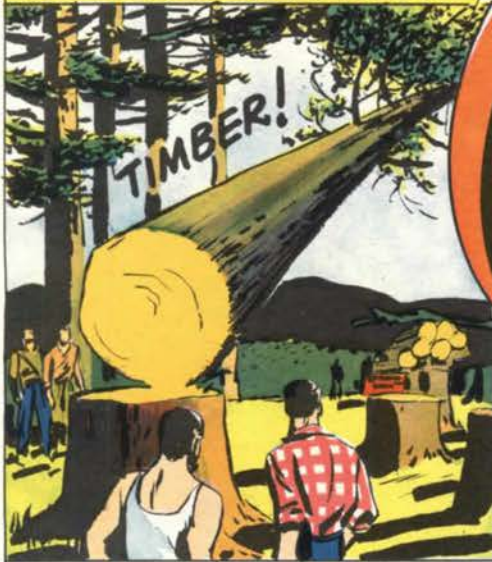
The storekeeper, expecting boys like Jim to come in, buys yo-yos from a wholesaler, who, in turn...



Buys yo-yos from the manufacturer. At the factory many specialized employees use a variety of products from many places...



Wood from far-away forests...



Linen string from flax fields and mills, ...resins, oils, pigments or synthetics from still other sources for the yo-yo's brightly colored paint and varnish.

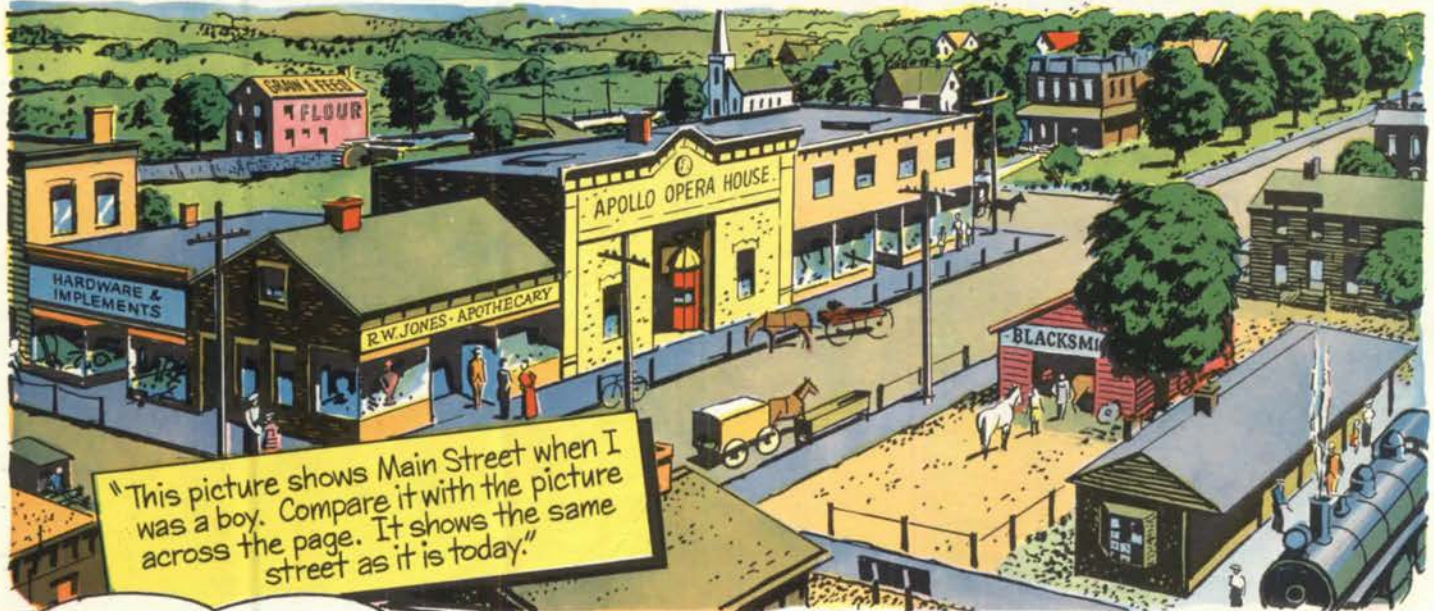
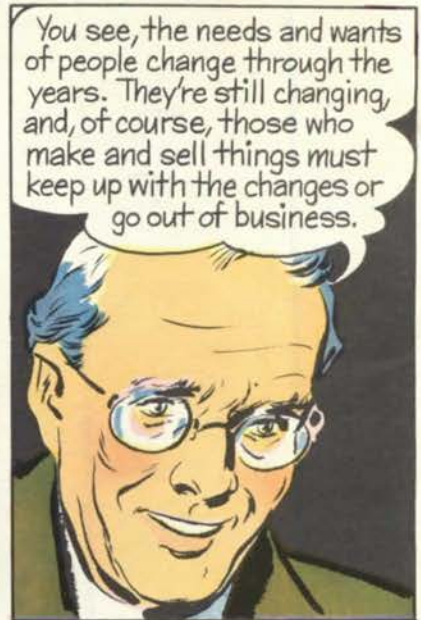


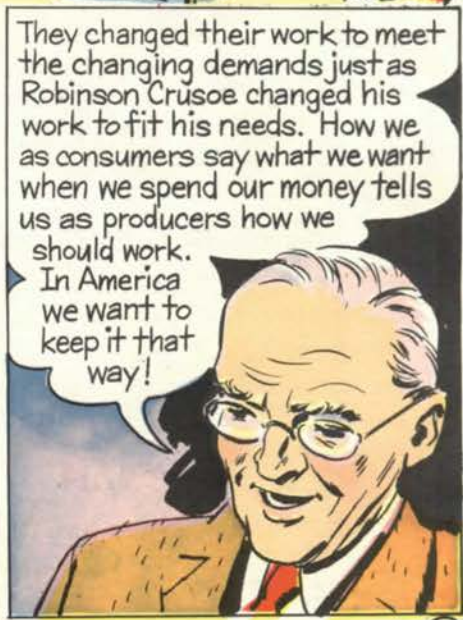
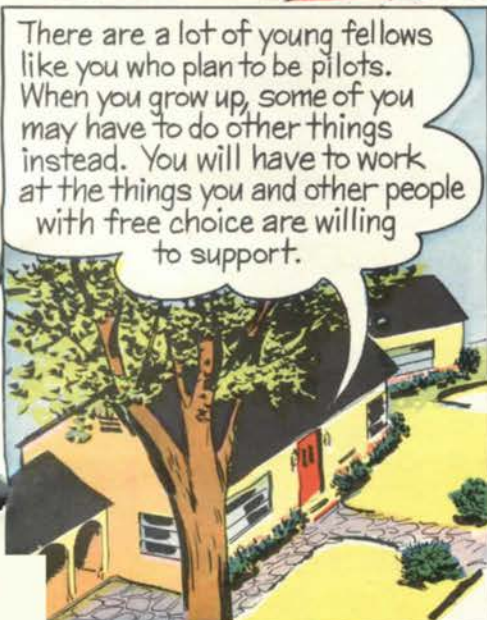
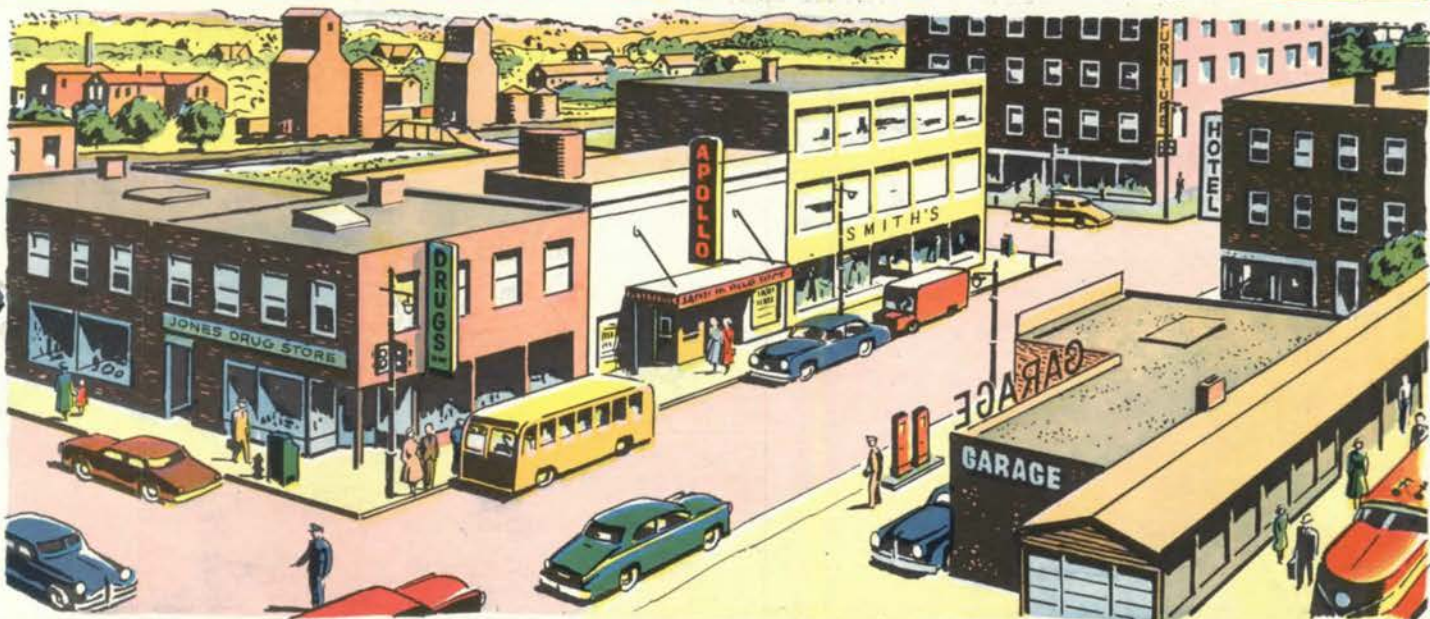
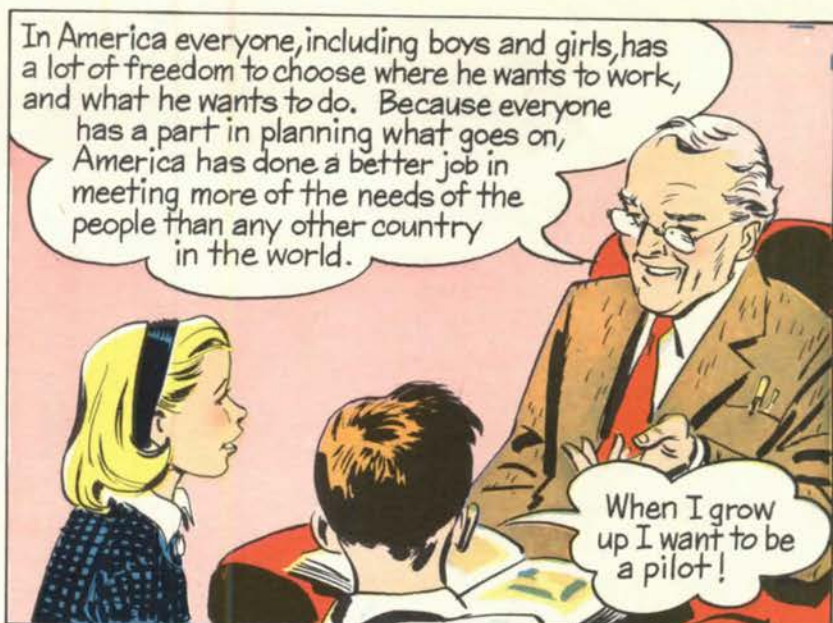
All these materials must be shipped, processed, collected, and delivered to the yo-yo factory. The finished product is later shipped to the wholesaler or directly to the storekeeper who sells it.



So you see, the purchase of a 25 cent yo-yo affects many people and many industries. What people choose to buy helps decide what kinds of jobs and businesses there will be. When there's no demand, workers are discouraged from going into or staying in those kinds of businesses. The consumer is king in America!







Let's see if You can...

STUDY PICTURES

Get old and recent pictures of your home town or the place your father works. Notice changes. Find out from older folks when and why things happened that way. How does freedom of choice fit in?

MAKE A SCRAPBOOK

Put pictures from old magazines, catalogs and newspapers into a class scrapbook. Have one or more pages for as many different years as you can. Keep adding to it. Leave it for the boys and girls who'll be there next year. They will add to the collection. Write down what you have observed and your ideas of why the changes were made. See if your parents agree with you.



MAKE CHARTS

Trace simple objects back to other natural sources. Use the yo-yo story as a model. You can do your work either in chart form or as a series of pictures.

Make a chart comparing the time it took Crusoe and the Swiss Family Robinson to secure their food, clothing and shelter. Compare that with the time it takes today. Chart the differences between the hours required for the average U.S. worker and for the average worker in other countries to procure various things.

FREEDOM DEPENDS ON YOU

History shows that when people take freedom for granted, they often lose it. It may be taken from them by an individual or a group. It may be taken by force or by deceit. People may carelessly vote away their freedom.

This booklet shows how important the right of free choice is to you. Our national life, as well as your personal life, depends upon the choices you will freely make in the years to come.



MAKE A MURAL

Make a mural showing changes in U.S. industry over the past 50 years. Try milling, automobile, oil, transportation, or other local industries. Businessmen in your area will be glad to help. They have pictures, models, and information to give or loan to you. If not, write leading companies everywhere for help.



FOR INFORMATION WRITE TO:
EDUCATION SECTION
DEPARTMENT OF PUBLIC SERVICES

GENERAL MILLS
MINNEAPOLIS, MINNESOTA

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