

Morton

(continued from page 1, sec. A)

tions, he told the group. They also can be used in campaigns for new public facilities by combining picture with art work.

In one example of combined art work and photography, Morton showed an aerial picture of the site for an elevated highway and the architect's sketch of the bridge. By presenting a picture of the bridge site with the bridge sketched in, he was able to show the public just what the bridge would do for the area and how it would look. He told the meeting that this kind of campaign can be applied in local situations.

"Post cards," he said, "also show good taste in attention-getters." As owner of Grandfather Mountain, Morton uses color post cards, picturing landscapes in the rhododendron season, the knolls of the mountain, and other attractive mountain scenes to promote the "vacation highlands."

"I know," he explained. "I'm in the post card business. People advertise your business while they send your cards all over the country."

He said Grover Robbins, owner of Tweetsie Railroad, had made great use of photography in promoting the railroad, and that Dick Pope, owner of Cypress Gardens, was a great believer in color and flags.

He illustrated Pope's idea with a picture he had taken of the Confederate Monument at Fort Fisher. Standing alone, it was a drab sight, but by flanking the monument with men in confederate costume, holding bright confederate flags, Morton made the monument attractive. It then conveyed the meaning of the Confederacy.

Pope has used bright flags at Cypress Gardens, Fla., for years. The flags attracted people, but many brought their dogs with them. So Pope built a "Mut-Tel", for dogs. This three-story structure is now one of the most photographed attractions in the Gardens.

To bring the U. S. S. North Carolina home, Morton appealed to the kids as well as to the adults. "First, we showed the public that there is one thing North Carolina has that is bigger than what Texas has—namely battleships," he said. This was a use of photography to compare two ships and to show that North Carolinians have a lot to be proud of.

When the appeal "Hey, Kids! Let's Bring the U. S. S. North Carolina Home" hit school bulletin boards throughout the state, "the response was terrific," Morton said. "Seven hundred thousand kids gave 10 cents each to bring our ship home."

And to aid this campaign, Morton took a picture of the battleship in port, "surrounded" by colorful flowers. A second slide, moved back from Morton's camera, showed the ship, the water, and a sea of mud in every direction.

Right in front of Morton's camera stood 12 vases of flowers. "Sometimes you have to use props to get the point across," he said. The flowers were used to express how the ship could look when she was returned to North Carolina.

And when Governor Terry Sanford made President Kennedy the first admiral in the North Carolina Navy, this publicity had a great effect toward bringing our battleship home.

So pictures for post cards, attention-getters, campaigns—particularly pictures in color—can be one of the greatest assets a business can have in its advertising and its public relations.

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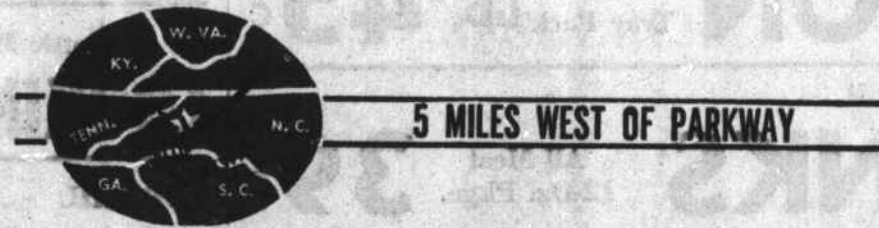
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