



WM Jean James
WP Floyd Hall



OCTOBER 2021 WEEKLY READER #3

- VOL.3 ISSUE. 42



October Birthdays

- 19 Robert Brownfield
- 22 Shirley Reese
- 24 Donna Cox
- 29 Dick Moore
- 31 Steve Maxwe



Grab a pencil and piece of paper. How many words can you make using the letters in "BASEBALL PLAYOFFS" We found 69!



October:

Flower: Marigold

Birthstone: Opal

Zodiac Signs: October 1st to 22nd are Libras while from 23rd October to 31st October are Scorpio

JUMBLE

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

DORIF

PAMCH

GRENE

BONECK



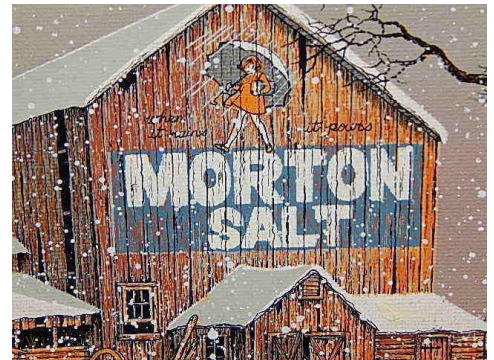
Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Print answer here [] [] [] [] []

Major League Baseball Teams

E	O	R	R	G	I	A	N	T	S	A	E	I	D
Y	O	L	S	P	H	I	L	L	I	E	S	I	O
C	E	V	A	E	S	Y	S	T	I	S	V	S	D
U	L	B	R	A	V	E	S	S	I	R	R	A	G
B	G	S	S	E	L	G	S	I	A	G	I	S	E
S	S	A	N	O	G	L	S	A	O	G	E	T	R
S	A	L	I	I	E	S	E	I	K	C	O	R	S
O	I	R	G	G	E	I	G	M	E	T	S	S	S
R	O	A	N	I	N	D	I	A	N	S	E	L	S
T	R	A	N	G	E	R	S	R	Y	C	E	A	D
S	E	A	L	S	T	C	D	S	G	R	A	Y	S
A	G	S	Y	A	N	K	E	E	S	L	S	O	A
S	R	T	W	I	N	S	R	N	S	S	C	R	G
T	L	O	O	O	T	P	I	R	A	T	E	S	L

- BRAVES
- ANGELS
- TIGERS
- GIANTS
- REDS
- RAYS
- ORIOLES
- ROCKIES
- TWINS
- YANKEES
- DODGERS
- ASTROS
- PHILLIES
- RANGERS
- METS
- ROYALS
- CUBS
- PIRATES

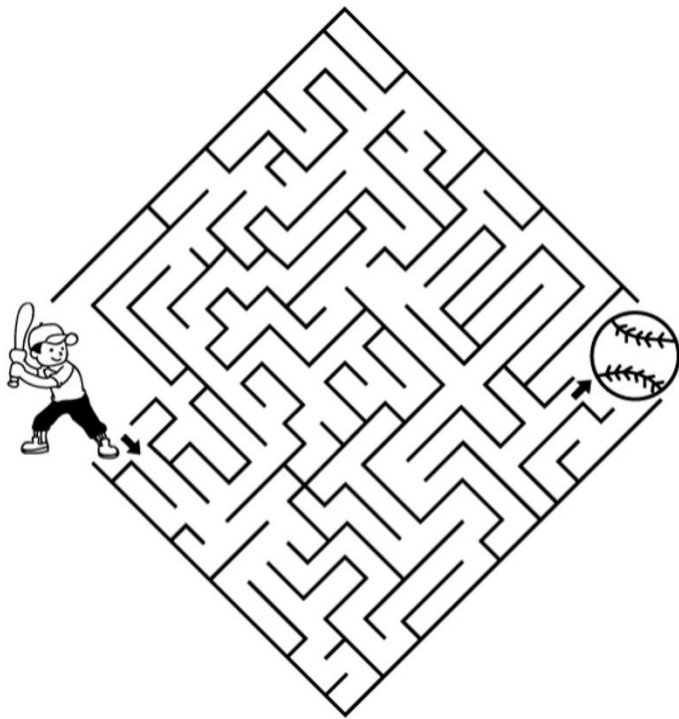


The company grew in leaps and bounds, due in no small part to an advertising campaign that introduced a brand icon and slogan, setting the stage for dramatic—and long-lasting—success. Many branding enthusiasts and authorities continue to name the **Morton Salt Girl** and the slogan **"When It Rains It Pours"** one of the greatest branding triumphs of all time. (more Morton Salt pg 3)

Here are the Web links that work for Eastern Star:

- <http://arlington.yorkritetexas.org/aug2021.htm>
- <http://www.arlington.yorkritetexas.org/OESindex.htm>
- <http://www.arlington.yorkritetexas.org/OES-pgs.htm>

- Last meeting
- TMRC OES Main Page
- TMRC OES Links/events



An interesting comparison of passenger liners - Modern cruise ship and 1912 Titanic



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"What did the little girl in the witch costume do when you said you were all out of candy?"

Free Masks

Lavelle Ford and Barbara Spencer are still making masks. Masks are free to all members and to all TMRC residents and staff.

Barbara: barbs1145@hotmail.com

Lavelle: lavelle.ford@gmail.com





She's lived for over a century. And she doesn't look a day over 8-years-old. A true barometer of our culture, the Morton Salt Girl has seen a lot in her time – from motion pictures and the miracle of flight – to the first moon landing and music videos. She's seen fashion fads come and go and come back around. And she's heard everything from rock-and-roll to rap. She's even into social media.

She's also done a lot in her time. She's flavored our food for generations, softened our water, melted ice and snow, improved industrial processes, made pharmaceuticals more effective, and so much more. All this from one little girl.

SO WHERE DID THIS GIRL WITH THE CAN-DO ATTITUDE COME FROM?

She emerged from a routine advertising presentation in 1911, shortly after the salt sales agency headed by Joy Morton was incorporated as the Morton Salt Company.

It was the early days of advertising and the company boldly decided it was time for its first national consumer advertising campaign to promote a true breakthrough – Morton's free flowing salt in a round blue package with a patented pouring spout.

Advertising agency N.W. Ayer & Company was asked to submit a series of 12 different ads to run in consecutive issues of Good Housekeeping magazine. The agency's account executive brought twelve proposed ads and three possible ad substitutes to the Morton offices for consideration.

From this meeting came the exchange of ideas that resulted in the first Morton Salt Girl and the slogan that is now recognized by most Americans.

Sterling Morton, Joy Morton's son and secretary of the newly-formed company, was immediately interested in one of the substitute ads. It showed a little girl holding an umbrella in one hand to ward off falling rain and, in the other hand, a package of salt tilted back under her arm with the spout open and salt running out.

Years later, Mr. Morton explained his initial enthusiasm for the ad in this way: "Here was the whole story in a picture – the message that the salt would run in damp weather was made beautifully evident."

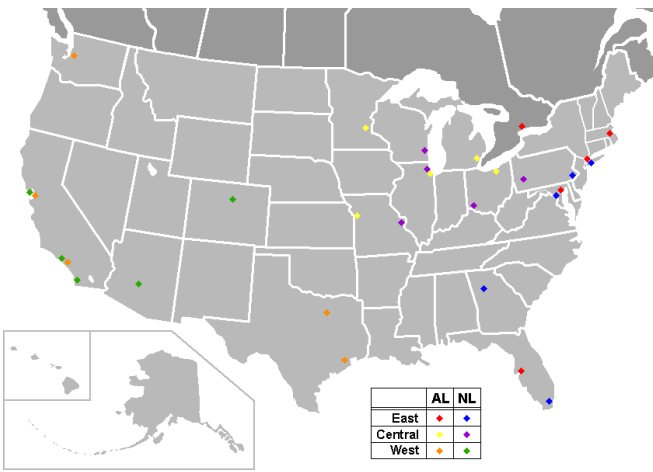
The graphic worked, but the planned copy ("Even in rainy weather, it flows freely") was appropriate but too long. "We needed something short and snappy," Sterling Morton remarked.

HER FIRST APPEARANCE

Other suggestions included "Flows Freely," "Runs Freely," "Pours" and then, finally, the old proverb, "It never rains but it pours." The latter was rejected as being too negative and a more positive rephrasing resulted in the now famous slogan, "When It Rains It Pours®".

The Morton Salt Umbrella Girl and slogan first appeared on the blue package of table salt in 1914. Throughout the years the girl has changed dresses and hairstyles to stay fashionable. She was updated in 1921, 1933, 1941, 1956, and 1968. In 2014, the Morton Salt Girl was refreshed one more time in celebration of her 100th year as the face of the brand.

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

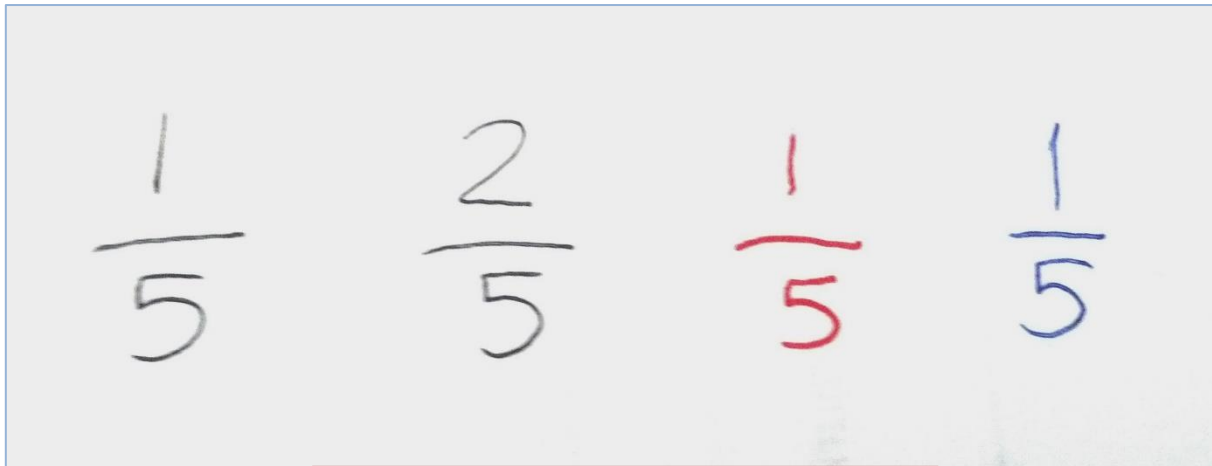


Please contact the Chapter Secretary tmrc.daylight1145@gmail.com if you have a change of phone number or address.

Major League Baseball (MLB) is a professional baseball organization and the oldest major professional sports league in the world.[A] As of 2021, a total of 30 teams play in Major League Baseball—15 teams in the National League (NL) and 15 in the American League (AL)—with 29 in the United States and 1 in Canada. The NL and AL were formed in 1876 and 1901, respectively. Beginning in 1903, the two leagues cooperated but remained legally separate entities until 2000 when they merged into a single organization led by the Commissioner of Baseball. Teams play 162 games each season and five teams in each league advance to a four-round postseason tournament that culminates in the World Series, a best-of-seven championship series between the two league champions that dates to 1903. MLB has the highest total season attendance of any sports league in the world with more than 69.6 million spectators in 2018.

MLB is the second-wealthiest professional sport league by revenue after the National Football League (NFL).

Four teams remain in the 2021 **Major League Baseball playoffs**. The Boston Red Sox, Houston Astros, Atlanta Braves and Los Angeles Dodgers secured spots in the LCS round.



Can you relate the above to anything?
Email me if you do.