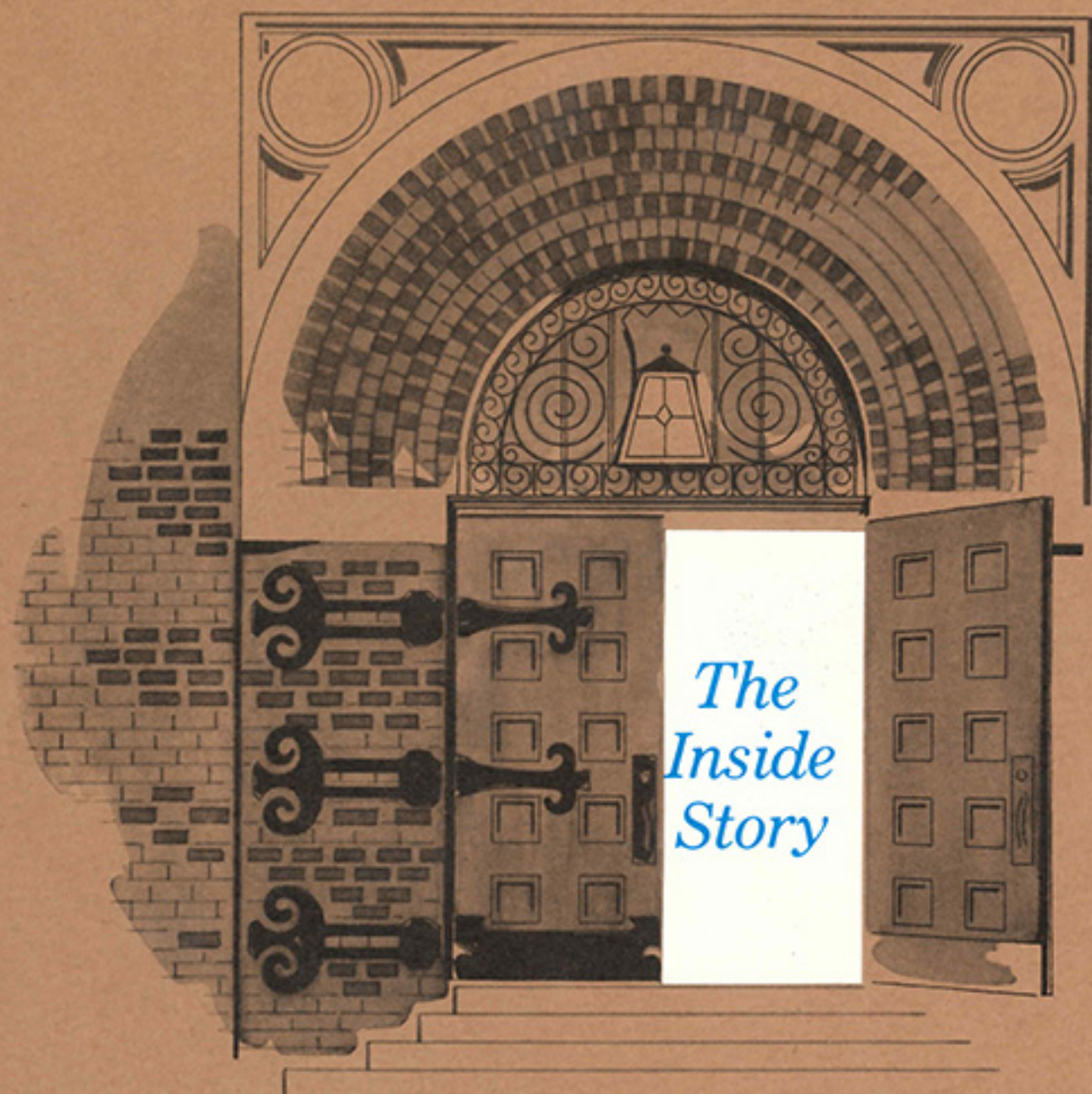
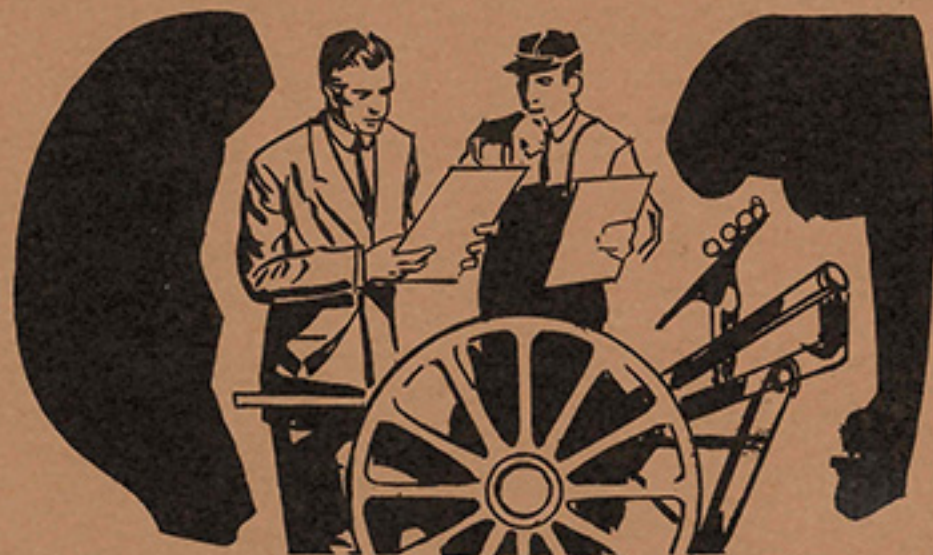


**THE THOS. D. MURPHY CO.**

BIRTHPLACE OF THE ART CALENDAR INDUSTRY







For over eighty years, the Thos. D. Murphy Co. has been making friends by providing effective advertising with an emphasis on quality. Early in its business life, the company learned that effective advertising is and must be useful and of the highest quality. This lesson is the foremost thought in all transactions of today and in planning for the future. It is hoped that this booklet allows you to become better acquainted with the Company, the People, and the products.





## THE PEOPLE

Murphy people are friendly people. Murphy Sales Agents, management, production workers, and office personnel work in a close-knit organization. The success of one is a success for all.

## THE PRODUCT

The Thos. D. Murphy Co. specializes in Directed Advertising — calendars, specialties, and executive gifts. Using these media, the Murphy team helps business to prosper.

## THE PLACE

Red Oak, Iowa, is recognized as THE BIRTHPLACE OF THE ART CALENDAR INDUSTRY. It was in Red Oak that two enterprising young men, struggling in the newspaper business, combined an art subject, a calendar pad, and an advertising copy; then sold the product as an advertising medium. 1889 was the date and The Thos. D. Murphy Co. is a direct descendent of the early innovator. Today, the Murphy Home Office covers nearly five acres.

*The  
Inside  
Story*





## In Red Oak MURPHY PEOPLE

The staff at the Home Office is made up of helping, knowing people. Living in a town of 6500 located in the fertile, rolling hills of Southwest Iowa about 60 miles from Omaha, Nebraska, officers and staff enjoy keeping the "small town" warmth in their business transactions. With today's rapid transportation, these same people are only a few hours away from any metropolitan center; and with equal speed, they adapt to the circumstances. Each has pride in his work and pride in the overall accomplishments of his company. Fathers and sons, mothers and daughters, even third generation Murphy people work side by side with an earnest desire to be of service. And experience and "know-how" insure that when there is a job to be done — it will be done right. What better symbol of





Red Oak People's attitude and spirit than the 100 workers who have been with the company fifteen years or longer, and of these the many whose tenure is over thirty years. In their professional and private lives — at work or at play — the Murphy Family enjoys an air of friendly cooperation.







## In The Field MURPHY PEOPLE

Approximately 400 men and women sell The Thos. D. Murphy Co. Line throughout the United States. They have built their own businesses and operate in their franchised territories as public relations and sales promotion consultants. Individual initiative and ideas create hundreds of success stories in the form of customer satisfaction and high earnings. A complete "Directed Advertising" Line and a staff of highly trained people are available for creating and producing effective advertising media. Working with Red Oak, the man in the field is able to form his own "Ad Agency" in the realm of directed or reminder advertising. The reins of success are in the agent's hands. He decides how far and how fast his business grows.









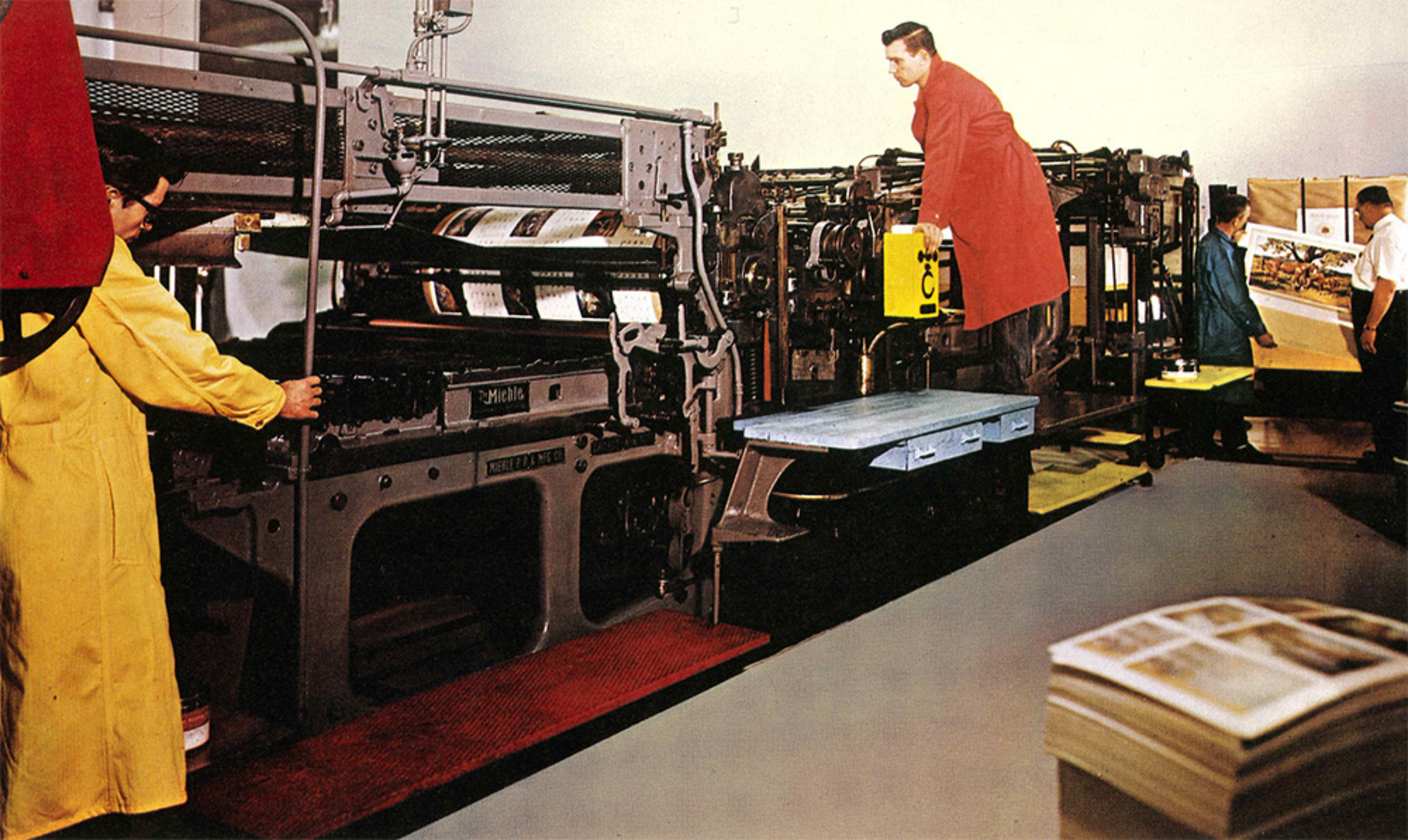


## The Place MURPHY PLANT

The Murphy manufacturing plant is more than raw materials, machines, cement, and brick. It is here that PEOPLE, the most precious commodity, create and produce fine quality calendars. Selected papers and specially formulated inks are combined by skilled craftsmen with other raw materials to form Murphy Calendars. The buzz of activity seldom stops as type is set, presses make impressions, pads are collected and glued, and calendars are completed by the millions.











## Art Calendars MURPHY PRODUCTS

Calendar advertising is effective because of its versatility and utility. Performing their basic function — keeping track of time, quality calendars are USED every day by every-

one. Designed with beautiful appointments, Murphy Quality Art Calendars are doubly useful. Versatility works for the advertiser who uses calendars, whether his program

calls for advertising to a few selected customers and prospects or to a vast number of people.



## Custom Made Calendars

## MURPHY PRODUCTS

There are Murphy Calendars of every size and for every purpose, and the company keeps pace by continually creating new calendars for the Line and phasing out selections which are out of date. Murphy Calendars in the "Regular Line" fit well into any advertising program at a modest price; however, there are clients who desire a calendar designed and manufactured especially for their firms. Here the Murphy Custom Calendar Division and the Sales Agent form a team to provide the ideas and design for a "one-of-a-kind" calendar. With the confidence and ability coming from being the "first Custom Calendar Manufacturer," the team successfully creates a Custom that is bought and cherished by the interested businessman. Facts considered in developing a Custom prospect are the calendar recipients, number of calendars desired, distribution plan, and business image. With this knowledge Murphys serve as the buyer's advertising agency or counselor. The end result is a calendar tailored to the individual firm, bolstering its total advertising program.







**THE SEAMEN'S BANK FOR SAVING**  
AT THE CITY OF NEW YORK  
JANUARY

|    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |

Miss Anna says:  
**come alive!**  
Taste the Pepsi-Cola



**PEPSI-COLA BOTTLERS OF IOWA**

October

|    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|
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| 28 | 29 | 30 | 31 |    |    |    |    |    |

APRIL



|    |    |    |    |    |    |    |    |    |    |    |    |
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
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February

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| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |    |    |    |    |    |    |




UNIVERSITY OF IOWA  
LAWSON BAND FOUNDED

The **EQUITABLE** Life Assurance Society of the United States



**YBRIDS**  
ghum

**GARST & THOMAS**  
COOL RAPIDS IOWA



**YBRIDS**  
ghum

ER

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|----|----|----|
| 2  | 3  | 4  |
| 9  | 10 | 11 |
| 16 | 17 | 18 |
| 23 | 24 | 25 |
| 30 |    |    |

OCTOBER 1953




HAPPY BIRTHDAY



Red Bank

WARD'S **Riverside**  
Dependable Truck Tires



**FOUNDERS**  
THE COMPANY  
and City

100%  
in Rainbows  
in Rainbows

**WILLIAMS**

JANUARY

|    |    |    |    |    |    |    |    |    |    |    |    |
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |    |    |



**RED BRAND**

JANUARY

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|----|----|----|----|----|----|----|----|
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |



**RED BRAND**

JANUARY

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| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |



**RED BRAND**

JANUARY

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |

**GREAT LAKES SOLVENTS**

CHICAGO, ILLINOIS

**NATIONAL BANK**  
CHICAGO, ILLINOIS

JANUARY

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |

**MONTGOMERY WARD**

JANUARY

|    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |

**ADAM METAL SUPPLY**  
**LINCOLN BANK**

CATO OFFICE  
626-2122  
CATO, N. Y.

JANUARY

|    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|
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| 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |



**RED BRAND**

JANUARY

|    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |

**RED BRAND**

JANUARY

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|----|----|----|----|----|----|----|----|
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| 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |

**RED BRAND**

JANUARY


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|----|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |



**RED BRAND**

JANUARY

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|----|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
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| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |



**RED BRAND**

DEC

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| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |    |    |



**RED BRAND**

December

|    |    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |    |    |

**BURLINGTON**





A complete line of Specialty advertising items is provided to the Murphy Agent, and a staff of experienced men and women manages the sales and service of every item. Years of "know how" and ideas are available to the agent. Quality is the prime concern of the specialty department, as a new item must pass rigid tests before it enters the Line. As in the Calendar Line, quality and ability are of prime importance when considering specialties. The standards are kept high, and Murphy Agents and customers can put confidence in each item offered.

## **Specialties** **MURPHY PRODUCTS**













Executive Gifts play an important part in business advertising budgets. These remembrances are used in a variety of ways. Business today is conducted with many courtesies and considerations, and remembrances in the form of gifts are used for everything from client gifts to awards for intra-company campaigns. The Murphy Line provides a wide range of quality, useful, and unique gifts. Counseling in executive gift buying is another way in which the Murphy Agent may assist and direct his customers to more effective advertising programs.

Thousands of companies believe in this basically sound idea of remembering their customers at Christmas time. It should be stressed that executive gifts are not giveaways, but an investment on which a return can be expected. Executive gift giving is one of the most rapid growing of all advertising media because of the personal aspect.

It would be impossible to display or review all of the many Murphy Executive Gift items. This huge selection has a price range from a few dollars up to the one hundred dollar and over price bracket. These are items which will suit every taste, fit every budget and please even the most discriminate buyers.



## **Executive Gifts** **MURPHY PRODUCTS**



## AMONG OUR CUSTOMERS AND FRIENDS

Ace Hardware Corporation  
Advance Engineering Corp.  
American General Life Insurance Co.  
American Shorthorn Ass'n  
American Telephone and Telegraph Co.  
Avon Sole Company  
Banco de San Juan  
Samuel Bingham Co.  
Brockway Glass Co., Inc.  
Burlington (C.B.&Q.) Railroad  
Capitol City Printing Plate Co.  
Chemical Bank — New York Trust Co.  
Cimarron Insurance Company, Inc.  
The Columbian Fathers  
Dale-Rankin  
Edgeley Lions Club  
Employers Mutual Casualty Co.  
Equitable Life Insurance Company of Iowa

Equitable Life Assurance Society of The  
United States (New York)  
Farmers Mutual Fire Insurance Co.  
Giant Manufacturing Co.  
Gus Glazer Meats  
Gulfco Investment Group, Inc.  
Hawaiian Life Insurance Co. Ltd.  
Kaiser Industries  
Keystone Steel and Wire Co.  
McFarland Farms  
McRay's Co.  
Maine Gas & Appliance, Inc.  
Maytag Co.  
Metzger Dairies  
Montgomery Ward & Co.  
Mt. Pisgah Missionary Baptist Church  
Mutual Trust Life Insurance Co.  
New Hampshire Milk Dealers Ass'n

Northwestern Bell Telephone Co.  
O'Neil Steel  
Pepsi Cola Bottlers of Iowa  
Processed Chemical and Coatings Corp.  
Provident Life and Accident Insurance Co.  
Rio Grande National Life Insurance Co.  
St. Johnsbury Trucking Company, Inc.  
Seamen's Bank for Savings  
Sears, Roebuck and Company  
William Sloane House YMCA  
State Farm Insurance Co.  
Suburban Propane Gas Co.  
Thermogas Co.  
Union Carbide  
U. S. Van Lines  
Way-Wolff Associates, Inc.  
Winthrop Laboratories  
Woodmen of the World Life Insurance





