

# The New York Times

Financial Desk; 3

**Other Business; THE SEARCH FOR THE INDESTRUCTIBLE AD**

481 words

29 November 1981

The New York Times

NYTF

Late City Final Edition

English

Copyright 1981 The New York Times Company. All Rights Reserved.

Advertising has been around, in a sense, since man began writing on walls. So have the forces that deface the message, from vandals to stormy weather. So advertisers, and the people who sell space to them, continue their quest for the indestructible ad.

They have made some progress. Stout Industries, for example, makes a beer ad stand for Coors that resists hurricane force gales. With a special, counterbalanced design, it will "snap back" in the face of winds up to 80 miles an hour.

The Scotch Tape people, Minnesota Mining and Manufacturing, have invented a material for roadside ads that they claim will neither blow out nor shatter for at least five years -even when fired upon. The bullet might pierce the ad, but the sign remains otherwise intact,

Where paper is vulnerable, advertisers now often use plastic. For example, as waiting time has lengthened on the Long Island Rail Road, advertisers found restless travellers removing cardboard signs from their frames, for use in whiling away the time with a card game. Good for the commuters, bad for the ads. "You put up a display and the next day it was gone," said Helene Goldfine of TDI Winston. So the agency switched to adhesive vinyl.

Subways pose special problems. Marvin Schwartz, president of the New York Subways Advertising Company said that plasticized ads in the London subway cars weather most abuses, while in New York, paper ads are changed so often that abuse isn't much of a problem. Subway station billboards, Mr. Schwartz added, suffer far less abuse than the subway system itself. Graffiti-ists, he said, find that posters don't offer the same "immortality" that a message scrawled on the flanks of a steel subway car is thought to.

Where they can't fight defacement, some advertisers now try to make it work for them. Joseph Palastak, executive director of the national Transit Advertising Association, noted that a face on a poster has always been an open invitation for the addition of hand-made mustaches. So a few years ago, a fountain pen company sought instead to capitalize on the trend. "They put up a blank poster and said 'use this,' " Mr. Palastak said.

A current ad for Levi's depicts a happy jean clad group leaving a subway. It "recognizes the daily life of youth in a subway environment rather than trying to lead it," said Mike Salisbury of Foote, Cone & Belding/Honig, the agency involved. The ad is pre-torn.

Another ad, a wordless picture of the WABC news team, has a large horizontal "tear" that "reveals" what one might initially mistake for a different poster below: a picture of a crowd mourning John Lennon.

As for the truly indestructible ad, however - no luck so far.

Illustrations: satiric drawing of the indestructable ad

Document NYTF000020050518ddbt005hz

## Search Summary

Text	
Date	All Dates
Source	Newspapers: All
Author	All Authors
Company	3M Company
Subject	All Subjects
Industry	All Industries
Region	United States
Language	English
Results Found	4,351
Timestamp	17 July 2018 11:24