1957

Creating From-me-to-you Messages

Corky Allbee

Iowa State College

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Creating appropriate messages for every occasion takes thoughtfulness and understanding. The verse is born in the Editorial Department where Corky Allbee, H. Ec. '57, works.

Designs flow from the pencil of Ci Coate, H. Ec. '54, bringing each sentiment to life in the Layout Department.

A CARD is a verse
And design, as you know,
Perhaps with some sparkle,
A ribbon or bow,
And maybe a flower
Or interesting trim,
A shape and a size
To fit everyone's whim.
A card is all these,
Yes it wouldn't be much,
If its main purpose wasn't
To keep friends in touch.
It's a me-to-you greeting,
A wonderful way,
To tell them
"I'm thinking
About you today."

- Kathy Davis

ART AND SENTIMENT are carefully combined by the highest standards of style and good taste into a form of expression that enjoys universal acceptance—greeting cards.

At present eight Iowa State College graduates are among 4,000 greeting card creators at Hallmark Cards in Kansas City, Missouri. Each graduate plays an important part in some step of the card industry. For technical ability and specialization are necessary, of course, but the human factor is especially important in the making of greeting cards.

A card "begins" with a plan or suggestion by someone in the Planning Department. But the need for a certain card was first discovered by the Merchandising Sales and Research Departments. These departments are continuously seeking out the public's wants, through sales studies.

Planning then gives its request to the Editorial Department. Corky Allbee, H. Ec., '57, works as one of several editors in this department. Here where the card verses or sentiments are written, an individual...
In the Hallmark Art Training Program, artists learn to develop individual skills and techniques. Following their training period, Ruth Hartley, H. Ec., '57, and Beverly Fraker, H. Ec., '57, will go to the art department best suited to their own talents, initiative and ability.

you messages

can begin to use his or her enthusiasm, initiative and ability in the creation of that special me-to-you message. Thoughtfulness and understanding are valuable tools. Designs are often suggested in this department and card mechanics applied, in keeping with other cards within the same lines.

From Editorial the sentiment, with its suggested design or mechanics, is sent to the Creative Department. Throughout the entire process, teamwork, ability and creativeness must be used. And since every design is specially drawn for each sentiment, again the human factor is emphasized. In Layout, Ci Coate, H. Ec., '54, works with other artists creating pencil designs. Next, in Color Rough, Betty Flueck, H. Ec., '56, adds her personal touch in applying color to the rough pencil design, as the individuality and personality of each card develops.

Then the design is sent to Color Finish where Alice Aita, H. Ec., '56, and many others develop and convert the color and pencil sketches, using their own individual techniques, into a finished design. One of Alice's supervisors is Jan Moeller, H. Ec., '52. Next the design and sentiment are combined and personally checked for unity of these elements.

Then to the Finish Department. Plates are made for each color as Bonnie Ferguson, H. Ec., '57, is pictured doing. Creative delicacy, quality and dignity are important every step of the way. A black and white photograph is taken of each card design for reference use. After unity of the card design and sentiment have been reviewed once again, the card is hand lettered. Each card receives about 96 okays before it is finally put into production.

Greeting cards have gained universal acceptance among people for sending "from-me-to-you" messages. Hallmark keeps its finger on the nation's pulse, striving to explore new markets and timeliness of special lines. The works of persons such as Ogden Nash, Winston Churchill, Norman Rockwell and Edgar Guest, have appeared on Hallmark Cards. Expanding... (Continued page 12)

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Africa (Continued from page 11)

visited us and influenced our home life a lot for the good. He practically saved my life when I became critically ill one time and my folks took me to him because there was no hospital anywhere near. At school I met more Americans and studied English, music and other subjects. It was amusing how these Americans soon caught on to our trick of using our own language when we didn’t want them to understand something.

The school program was very much like the British pattern. The fact, however, that it was run by Americans and up in the interior where there was no other high school for girls made it unique in ways. For that matter, Harford School girls are unique in many ways. Living in close quarters with the missionaries, it was easy for each of them to pass on knowledge in whatever was of particular interest to them. The result was that apart from regular school work, we held a high reputation for crocheting, knitting, tatting, sewing, and singing. Religion was a most stressed aspect of school life, and we spread our influence by going in small teams weekly to conduct religious services in the near-by villages where people were usually Moslem or Pagan.

The highlight of school life was graduation which only the American-run schools had in the accepted sense of the word. Perhaps the feeling is best expressed in the words of a verse of the school song which read:

“And when our course is ended,
And we leave this home so dear,
We’ll make the world take notice
Of our challenge,
“Look who’s here!”

EDITOR’S NOTE: Amelia attended a two-year course in social science in England. Upon return to her own country she organized a program for local women helping them improve conditions in the home and village. This program has since spread and been re-organized on a national basis. Next month, the Homemaker will bring you the story of Amelia’s experiences in social welfare work.

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Hallmark (Continued from page 8)

Bonnie Ferguson, H. Ec. ’57, makes plates for each color on a card in the Finish Department.

through the use of radio and television, the greeting card industry sponsors such shows as the Hallmark Hall of Fame, in full color over the NBC-TV.

The Hallmark Card Company actually began in 1910 when Joyce C. Hall, president, first became interested in greeting cards. He worked with his two brothers, William and Rollie Hall, selling picture post cards, handling engraved Christmas cards and Valentines, and finally started manufacturing his own Hallmark Cards in 1913. After a fire which burned his plant to the ground, J. C. Hall obtained enough capital from friends who thought his business was on the road to success, and once again he ventured anew. By 1922 his staff had grown from 4 to 120, producing everyday greetings as well as special occasion cards. He enlarged the home office several times before 1936, and only last year, moved into the present eight-story ultra-modern plant adjacent to the 1936 headquarters.