



Ruth Haller, Sarah Williamson and Dorothy Maitland are shown at class in the art training school of the Hallmark greeting card company in Kansas City prior to their transfer to the firm's design department. All are graduates of Iowa State College.

They Express...

"your perfect taste—
your thoughtfulness"

by Gayle Dunn and Marcia Holt

Technical Journalism Sophomores.

MEEET THEM AND HEAR their story—Ruth Haller, Dorothy (Dodo) Maitland, Janet (Jan) Moeller, Rita Stock, Sue Vanderwarf and Sarah Williamson. They are all recent Iowa State College Applied Arts graduates, who are working for Hall Brothers Inc. of Kansas City, makers of the world-famous Hallmark greeting cards. As undergraduates of Iowa State College, several of them were introduced to Halls through Miss Marguerite Kuna, personnel director for the company.

The Beginning

During the spring of her junior year, Dorothy Maitland took the annual Applied Art field trip. That year it was a trip to Hall Brothers in Kansas City for a tour of the Hallmark building and plant. "I never dreamed I would be working there, but later in the year four of us came down to Kansas City, at Hall's expense, at the invitation of Miss Kuna. I took my portfolio with me, containing most of the art work I had done during college. Mr. W. R. McCloskey, head of the entire art department, explained that there were three main departments here—lettering, creative design and finished art. Since I was especially interested in the last two, I enrolled in the three month training course, for I felt

it would be a valuable addition to my previous training."

Because Jan Moeller had previous experience in lettering through part-time and summer employment, Mr. McCloskey suggested that she enter the lettering department rather than go through the training course, which is designed to train the girls to draw.

Processes

According to Ruth Haller, the most difficult part of the job is learning to ignore the ideals of stylized smartness which she learned in college.

"All single artists are started out in the training course on a basic salary," explained Sue Vanderwarf. Mr. Jaeger, an Austrian artist and head of this department, watches the progress of the girls. Then along with other company executives he decides which phase of the greeting card business best suits the individual. The layout department involves composition and basic design, while the color department decides what colors best suit each type of card and how they will be used. The dummy artist then draws up a more detailed copy of the product. From there, the card goes to the finished art department where it is improved and made into a black and white wash drawing. In this department the finished drawing is

made that will appear on the card. The card is then sent to the color plate department where separate plates are made for each color to be used. The girls from the training course are placed in one of these phases: layout, color, dummy artist, finished art or color plate. Rita Stock did not take the training course, but went directly into the lettering department where she was trained on the job.

"Timothy"

In the training course the girls are taught perspective and nature drawing and they learn to use realistic and cute proportions. They draw from real life or make copies of drawings by Mr. Jaeger and other artists in the company. They have a little wooden anatomical model, named Timothy, that they dress up in different garments—once as a Swiss Alp climber, another time as a Hindu with a curled snake made out of kneaded eraser.

Nut Cups

At the present time, Ruth Haller is in a department working on nut cups which are to be purchased and assembled at home. She says that if they prove successful, they will be added to the regular Hallmark line sometime next year.

Jan Moeller started working for Hallmark in August. "I thoroughly enjoy the work, though I'm still in the learning stage. I'm being trained to be a stylist—that is, I do research to find suitable styles for various cards and then lay out the lettering, showing both style and color. When approved, I letter it on the finished color dummy. I work with both my supervisor and the head of the lettering department, LeRoy Stewart. My supervisor, Audrey Collyer, has been with the company nearly twenty years and is really a 'cracker-jack' designer and letterer."

The girls have found advantages to courses that they took outside of their major at Iowa State Col-



Mabel Limburg (standing) supervisor in the finished art department, gives some pointers to Sue Vanderwarf, who is at work on a drawing that will adorn the top of Hallmark Cards box assortment next Christmas.

lege, too. Rita Stock commented on the compliments received on a suit she made in tailoring class in college and the jewelry she made in Miss Fisher's class. At least half of the fourteen lettering artists sew, and they have fun comparing pattern and sewing techniques. "Another course our fellow workers seem interested in," says Rita, "is the flat pattern course I took under Miss Stephens."

Says Rita, "Kansas City is a wonderful place to live and work in. All of the road shows, musical events and plays come here. The Nelson Art Gallery

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Jan Moeller (left) and Rita Stock are shown at work in the lettering department of the Hallmark greeting card company in Kansas City, Missouri.



Accessory —

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folded back, the tie was put around the neck and arranged in ascot fashion. The flower, a clear tint of blue-green, was fastened to the inner side of the lapel next to the scarf. This outfit puts black against beige with a touch of blue-green, and they're all the color you need or want.

For classwear we decided to wear a long sleeve pull-over and matching skirt of a similar hue of blue-green. The flower was put against the black velvet scarf offering a simple school outfit of one color smartly set off by black. For a more casual appearance, pin the velvet tie with a heavy piece of jewelry (we suggest one of the new copper pieces.)

Red is being hailed as the new accessory color of the year. Your "wardrobe pickup" in red, both the scarf and the flower, will boldly complement a holiday outfit of the new copper pieces).

Chose a basic dress of any color, pattern or fabric for that open house you are going to during Christmas vacation. Simply loop the tie once, pin on the flower and you are ready to take a big afternoon or evening in your stride.

Hallmark —

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is one of my favorite haunts, and of course, the Plaza. Hall pays tuition for any girls taking night classes at the Kansas City Art Institute, so quite a few of us are taking advantage of it." Many interesting courses are offered — merchandise illustration, advertising design, ceramics and real-life drawing among the most popular.

Friendliness

Dorothy Maitland started working for Halls in September. At that time she again met Miss Kuna, who explained the hours, rules and other company regulations. She told them that since they were a greeting card company, friendliness was stressed. "It is indeed true," says Dorothy. "Everyone is so friendly, and it is a wonderful atmosphere to work in."

A good example of this comes from Janet Moeller. "We get our birthdays off after having worked for Halls for a year. Mine fell on Saturday this year so I had a day off anyway and what fun to get a card from Mr. J. C. Hall himself, president of the company!"

Sarah Williamson sums up the spirit behind the girls working at Hall Brothers when she says, "As Dodo mentioned, we are doing a different type of work right now than we did at Iowa State, but we apply the principles and techniques that we learned there. When working commercially, we must consider what others will buy and try to please them. We all look forward to the day when we see the first card on the market that we actually helped produce."



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