



A prize-winning student artist at O.U. just a year ago, Olivette Burt is designing greeting cards which are being sold all over the country.

The Future's

21 talented young sooners are turning out greetings by hallmark from kansas city

By SUE BARTON
'59journ

“WHEN you care enough to send the very best,” the chances are pretty good that some young Sooner had a hand in turning out the greeting card you are mailing.

Of the Hallmark Cards employees involved in the production, marketing and promotion of the stream of cards emerging daily from Hallmark's international headquarters in Kansas City, 21 are the products of the University of Oklahoma's programs in fine arts, business, and journalism.

As might be expected, the artists lead the group with 14 former O.U. students making their living at the drawing board, eight of them in the creative art department. Former classmates Suzanne Brock, '60ba, and Henry Emilson, '60fa, are concentrating on stylized, tailored cards and gift wrap. They joined the company after on-campus interviews last spring.

Linda Hough Russell, '58fa, also in the design division, has been with Hallmark for two years. In May, 1959, she was married to a Kansas City doctor, R. L. Russell, a 1949 graduate of the University of Oklahoma School of Medicine.

In the general contemporary division of the creative department are two of last year's art graduates, Olivette Burt and Jane McNew. Cards from this division, known as Crown cards, stress the smart, the refined, the modern, the decorative. “In a Crown card, the design should be the sentiment,” Miss Burt explains. “We emphasize color and experiment with new techniques of reproduction.” Miss Burt came to Hallmark after her mid-term graduation; Miss McNew began in September.

An attractive Sooner husband and wife who recently joined the company are Pete Lee, '60fa, and Mrs. Lee, the former Ann

in the Cards



At Hallmark "creative specialties" means centerpieces and party goods such as these honeycomb paper figures which were created by Pete Lee.



The witty cartoons by Kipp Schuessler (left) and Bruce Cochran, well known campus items a few semesters back, are now contemporary cards.

Hayes, '59-'60. Both were interviewed at O.U. last spring and after a trip to Kansas City for a second interview in May, they decided to make it their home. As an artist in creative specialties, Lee designs centerpieces and party goods. Working with honeycomb paper a great deal, he is the creator of the "Father Time" New Year's party centerpiece, one of Hallmark's most popular items. Mrs. Lee specializes in layout and design.

One of Hallmark's most versatile artists is Virginia Robinson, '51fa, who turns out cards for three separate lines. With a particular flair for lettering, she designed a Crown card featuring Elizabeth Barrett Browning's poem, "How Do I Love Thee," which displays this talent to true advantage. She worked as an advertising artist for an Oklahoma City investment company before going to Hallmark in 1957.

Certainly among the most successful of Hallmark's products are the Contemporary cards, and two Sooners are responsible for many of these delightful creations. Kipp Schuessler, '57fa, was creating contemporary figures for seven months before he went into the Army for a two-year stint. When he returned to the department in January, 1960, many of his cards showed a decided German influence—a result of 18 months in that country. Schuessler is the proud designer of a birthday card to President Eisenhower from J. C. Hall, president of Hallmark cards. The card featured a jauntily dressed Ike standing by his golf bag holding a score card reading "70," with the inside sentiment congratulating him on an enviable score.

Bruce Cochran, '60fa, although a comparative newcomer to the contemporary department, has a number of reproduced

cards to his credit. He and his wife, the former Carol Duer, '59bs, moved to Kansas City following his mid-term graduation. "I have been doing cartoons since junior high and really enjoy this kind of art," Bruce comments. One of his favorite cards quizzes, "What New Year's resolutions are you going to make? I'm giving up wine, women and song." And the inside retort: "I figure I can subsist on beer and girls and I never did like to sing anyway." In his spare time, Cochran is a free-lance commercial artist and has done four covers for a natural gas company publication.

Bob Jones, '57fa, was a sales promotion artist for two years before being promoted to head the finished drawing department. "There are 55 girls in my department who prepare the final artwork on a card," Jones explains. He and his wife, the former Caro-

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THE FUTURE'S IN THE CARDS

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lyn Sue Hudson, '55bs, have three children.

Brightening up the finished art department is Carolyn Devine, who was the 1956 O.U. Homecoming Queen. She works on the technical preparation of designs.

Research reports reveal that the design of a package is often responsible for its purchase. Keeping this in mind, Gerald Wood, '60fa, as a package designer-illustrator in the sales promotion department, creates merchandisers and packages for notes, gift wrap and party goods as well as many other miscellaneous items. Among Wood's accomplishments in his six months at Hallmark are the merchandiser for *Poetry for Pleasure, the Hallmark Book of Poetry*, published by Doubleday last November; engraved notes merchandiser and packaging for roll gift wrap.

Patsy Tubb Weaver, '57fa, began with the company in the creative department 3½ years ago and has since taken over the responsibilities of a sales promotion artist. She works on company publications and designs display banners and other point-of-sale material in addition to helping with promotion for television's "Hallmark Hall of Fame." One of her recent prime projects was the creation of a new flexible window display unit for Valentine's Day.

Max Gasser, '54bus, has been with Hall-

mark for a year as a member of the systems department. "Actually," he says, "the systems department is a service department to all divisions in the plant. Typical of my duties are writing company procedures, checking marketing plans, approving requisitions for office equipment and analyzing company reports." Gasser was in the Army in Europe until December, 1956, when he moved to Albuquerque, New Mexico, to work for the chief contractor for the Atomic Energy Commission. He has been married 2½ years.

William Harnage, a Hallmarker for almost 10 years, was attending O.U. in 1941 when the war broke out. He moved to Kansas City immediately after the war and has lived there ever since. As a cost analyst in the production planning department, Harnage estimates costs for everything in the line—greeting cards, gift wrap, notes, party goods and miscellaneous items. He and his wife have two daughters, ages 7 and 4.

Recently promoted to branch office supervisor, John Seymour, '58fa, coordinates the activities of the Hallmark branches concerned with the production of counter cards. In his 2½ years with the company, Seymour has served as a supervisor, shop expeditor and staff assistant to the production controller. He is married to the former Juana Whelpton, '57ed.

Representing the sales department is Ev Harvell, '47ba, '48m.f.a, guard and quarterback for the Big Red in 1945. He taught in the O.U. College of Education from 1947 to 1951 when he became a Hallmark field representative. A year ago Harvell was promoted to sales training director and is now in charge of all new salesmen as well as conducting periodic training courses. He and his wife, the former Barbara Graves, '46m.f.a, have a daughter, 13, and three sons, 11, 4 and 2.

Rosalyn Schilz Wilkinson, '59journ, observed her first anniversary last month as an analyst for the consumer research department. "The purpose of the department is to help planners and artists create a better and more successful line," she explains. The specific lines she is analyzing—both before and after production—are cheer, friendship, gift enclosures and specials, such as the "trip 'n' travel" line.

Another representative of the O.U. School of Journalism is Judith (Judy) Anderson, '60journ. As editor of the *Noon News*, Judy is in charge of the publication prepared daily for Hallmark employees.



Judy Anderson prepares the layout for the *Noon News*, published daily for company employees.

"Having the same name as the great actress Judith Anderson—particularly when she frequently appears on the 'Hall of Fame'—has its confusing moments," Judy reports. She recently received a letter from a New York City lawyer mentioning that he had had the pleasure of meeting her many years ago at an Australian function in New York. It was obviously a case of mistaken identity, the younger Miss Anderson realized, when the man went on to say, "I saw your performance on television last night as Lady Macbeth. You were wonderful."

Handling publicity, promotion and scheduling for 10 circulating art exhibits is this writer, Sue Barton, '59journ. She began her career at Hallmark as an advertising and sales promotion copywriter and currently holds the title of exhibitions coordinator, public relations department. Her other responsibilities include coordinating two student art competitions, serving as curator of the original paintings owned by Hallmark Cards and handling all framing of artwork done by the company.

Any list of Sooners at Hallmark becomes out-of-date pretty quickly. The company interviewers have been conspicuously successful in foraging for talent on the University campus each spring—and no doubt next season will see an increase in the Big Red rooting section of the plant where some of O.U.'s "very best" are at work because "you care enough."



1956 Homecoming Queen Carolyn Devine puts the finishing touches on another Hallmark card.