
Joyce C. Hall

Hallmark Cards

By Sharon C. Laux

LESSON DESCRIPTION:

In this lesson, students will read a story about entrepreneur, Joyce C. Hall who founded Hallmark Cards in Kansas City, Missouri. Students will learn how Hall increased demand for his product through changing consumer's tastes and preferences by creativity. Students will make a card, list the resources they used to produce it and develop a marketing slogan to sell it.

ECONOMIC CONCEPTS:

- entrepreneurship
- demand
- tastes and preferences
- natural resources
- capital resources
- human resources
- intermediate goods

RELATED SUBJECTS:

- art
- language arts
- map reading
- mathematics

MATERIALS:

- Copy of the story of "Joyce C. Hall" for each student
- Construction paper or card stock to make the card
- Markers, colored pencils or crayons, pen/ pencil
- Scissors and glue
- Items to decorate card--ribbons, yarn, glitter, small beads, small pieces of fabric, pipe cleaners, junk jewelry, buttons, pompoms, sewing trim
- Paper for resource list

TIME:

45 minutes

PROCEDURE:

1. Explain that an “**entrepreneur**” is someone who thinks of a good or service that someone would like to buy and produces it. An entrepreneur takes a risk that people will not like the good or service, and that all of the time, effort, and money he or she has spent to make the product will have been for nothing.
2. Read the story about entrepreneur, Joyce C. Hall. Discuss the following questions.
 - When and where was Joyce Hall born? (David City, Nebraska, 1891)
 - How old was he when he moved to Kansas City? ($1910 - 1891 = 19$ years old)
3. Look on a map of Nebraska and locate David City and Norfolk so the students can see where Hall was born and where he and his brothers sold postcards in relationship to where the students live. (David City is north west of Lincoln, Nebraska, and Norfolk is a little north of David City at junction 275 and 81)
4. Look on MapQuest driving directions to locate the number of miles between David City and Kansas City, Missouri. (about 245 miles) Ask the students to figure out how long it would take to get from David City and Kansas City using driving speed of 60 miles per hour. ($245 \text{ divided by } 60 = \text{about } 4 \text{ hours and } 5 \text{ minutes}$)
5. Discuss the following questions about the reading:
 - What year did the brothers join Hall in Kansas City? (1914)
 - What did Hall and his brothers buy after the fire in 1915 and what did they do with it? (They bought an engraving business that would let them make their own cards.)
 - How was wrapping paper invented? (In 1917, the brothers ran out of the plain paper used to wrap gifts, so they put out sheets of fancy printed paper which they had used to line envelopes. They packaged the paper in sets the next year)
 - When did the famous name ‘Hallmark’ first appear on the back of a greeting card? (1925) How many years has this name been used on the back of the card? ($\text{Present year} - 1925 = \text{Years name has been used}$)
 - Why did they start the business? (Hall felt, “we didn’t start our business to see how much money we could make, but to see how good a job we could do.”)
 - What did Hall offer his employees and why was this amazing? (He offered employees benefits like paid vacations, health insurance,

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- regular coffee breaks and much more. This was amazing for the time because no other company did so much for their workers.)
- When did the first Hallmark television program appear? (1951)
How many years has this program been on television? (Present year – 1951 = Years on television)
 - Why do you think the ‘Hallmark Hall of Fame’ program has won 75 Emmy awards? (Hall saw value in producing high quality programs that stood for caring, quality and the best.)
 - For How many years did Joyce Hall lead the company? Who became the next president? (Lead company for 50 years and then son Donald became president in 1966.)
 - What other item did Hall invent? (card display rack)
 - What are some of Joyce Hall’s contributions? (New holidays, Secretary’s Day and Grandmother’s Day, paper party products, different priced cards, cards for all ages and cultural groups and designing cards on the internet.)
 - Who were some of the famous artists Hall partnered with? (Norman Rockwell, Picasso, Mark Twain, Disney and Peanuts)
 - What companies did Hallmark buy? What products do they sell? Hallmark bought Crayola Crayons and Silly Putty. They sell paper party supplies, gifts, flowers, printing and art supplies. They also own television programs, clothing, residential and commercial real estate companies.)
 - What facts or ideas show that Joyce Hall was successful? (started Hallmark Cards, invented wrapping paper, bought factory to create own cards, partnered with artists and famous people to expand creative staff, invented display unit used today for cards, developed paper party products, bought related business—Crayola, Silly Putty, flower company, gift suppliers, used innovative marketing—magazines, television, marketed to special groups, invented holidays to sell cards and gifts, etc.)

6. Over the years Hallmark increased the demand for their products through changing consumers’ tastes and preferences. Some of the ways people’s tastes and preferences are changed is through commercials, free samples or receiving something as a gift. What are some of the ways Hallmark increased demand for their products? (sold more expensive cards with envelopes instead of post-cards, created printed wrapping paper to be used instead of plain brown paper or tissue, created paper party products—plates, cups, napkins, tablecloths, advertised nationally in magazines and television)

- Have your tastes and preferences changed in the past year? What made them change? (Television ads, played a new game at a friend’s house, others...)

7. Explain that Joyce Hall would need resources to produce cards. Besides the entrepreneur (Hall), there are three types of resources: natural – anything that comes from the earth and is used to produce a good; human – people who do work; capital – anything that is made by people and used to make other goods or provide services and can be used over and over again, i.e., machines, tools, buildings. There are things which you are going to use but are not considered resources because they do not fit into these categories. They are called ‘intermediate goods’ – they are made by people but CANNOT be used over again, they are used up in the production process, i.e., paper, decorations on a card, flour in a cake.

ACTIVITY:

1. One of the things that helped Hallmark’s success was developing products for special groups and special events. For example, cards for grandparents, parents, friends, 5 year olds, 10 year olds, Christmas, Hanukah, graduation cards, etc. Have the students design a card using different kinds of resources for a new holiday, ‘Student Day’. This day recognizes kids for all the hard work they put into learning.
2. When they are finished, have them take a piece of paper and fold it into 4 columns. At the top of the columns write: Natural, Human, Capital, Entrepreneur. Ask the students to categorize the resources they used to make the card. Tell them to list the intermediate goods at the bottom of the paper. (Tell them you thought of this day and started the business so you are the entrepreneur and you hired them so they are the human resource.)

EXAMPLE ANSWERS:

NATURAL	HUMAN	CAPITAL	ENTREPRENEUR
Ground	Students	Building Table/desk Pencil/crayons, etc. Scissors	Teacher

INTERMEDIATE GOODS

Paper, decorative material used to make card, glue

3. Marketing was important in Hallmark’s success. In addition to being the first to advertise cards nationally, Hallmark created one of the industry’s most well known marketing slogans, “*When you care enough to send the very best.*” Think of a slogan you would use to sell your ‘Student Day’ cards.

Joyce C. Hall Hallmark Cards

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Joyce C. Hallmark was born in David City, Nebraska, in 1891. He was one of five children of George and Nancy Houston Hall. Beginning at the age of eight, he started doing various part-time jobs to help support his family. In 1905, Joyce sold postcards with his two brothers in Norfolk, Nebraska. Hall had heard of something called "the Kansas City spirit" and the positive attitude that came with it. It was because of this idea and the railroads that Joyce moved to Kansas City in 1910. He left for the city with nothing but a single suitcase of clothes and two shoeboxes full of postcards. Joyce probably did not dream that he would end up becoming one of the greatest businessmen of the twentieth century.

When he made it to Kansas City, he set up his business selling the cards to local stores. Pretty soon, his brothers joined him. In 1914 they created a company called Hall Brothers and ran a small shop. They started selling more expensive Christmas cards and Valentines with envelopes instead of the old fashioned postcards. They also expanded their products to selling gifts, books and stationary. Sadly, a fire destroyed all their cards in 1915, but Joyce and his brothers would not let that stop them. When they rebuilt, they bought an engraving firm so that they could create their own cards.

Sometimes emergencies help to create new products. In 1917, just before Christmas, the Hall Brothers store ran out of the plain paper they used to wrap gifts in those days. Frantic to find something their customers could use to wrap their presents, they put out sheets of fancy printed paper which they had used to line envelopes. They sold all of it. The next year they packaged the paper in sets and invented the decorated wrapping paper we know today.

Hall's business continued to do well, and the famous name of Hallmark first appeared on the back of the cards in 1925. He felt that "we didn't start our business to see how much money we could make, but to see how good a job we could do." The cards are not the only important thing about Hall's business. He offered his employees benefits like paid vacations, health insurance, regular coffee breaks and much more. All of this was amazing for the time, because no other companies did so much for their workers.

In 1928, Hall began to advertise nationally in magazines—the first card company to do so. Hallmark began advertising on the radio in 1940. Four years later, they started using the slogan "When You Care Enough to Send the Very Best". Shortly after that they started using a five-pointed crown as their logo. In 1951, the company sponsored the first of its television specials that would become 'Hallmark Hall of Fame'. Hall saw value in producing high quality programs that

reflected what his company stood for —caring, quality, the best. Hall's pledge to quality was rewarded. Over the years the television specials have won 75 Emmy awards. In 1954, the company officially changed its name to Hallmark Cards, Inc.

Joyce Hall led the company for over 50 years. In 1966, his son Donald became president of the company. Father and son oversaw the construction of Crown Center in downtown Kansas in the late '60's and '70's. This was the site of stores, offices, and residential apartments surrounding the Hallmark headquarters that became a city within Kansas City.

Hall and those who followed him made greeting cards a big business through hard work and innovation. Hall created the display rack that made it easier for customers to select cards and is still being used today. Hallmark created new holidays such as "Secretary's Day" and "Grandmother's Day" and was the first to sell paper party products. The company sells cards at many different prices in both their own stores and discount stores. It creates cards for all ages, cultural groups, and even helps people design their own cards on the internet.

Hallmark expanded their creative staff by partnering with famous artists and personalities or buying the right to use their work. The works of Norman Rockwell, Picasso, Mark Twain, Disney and Peanuts are among those featured in Hallmark products.

Hallmark also bought other companies. Crayola and Silly Putty are both owned by Hallmark. Hallmark also owns its own television network. In addition to cards, Hallmark sells gift items, candles, flowers, toys and decorations for the home. They also sell printing and artist supplies along with owning department stores, and residential and commercial real estate companies.

Joyce C. Hall died in 1982. He and his wife, Elizabeth, raised three children. They were supporters of the Kansas City community in many ways.

Today, Hallmark's economic importance can easily be seen. They employ over 18 thousand people and sell three billion cards a year. One in every two cards sent is a Hallmark card.