

THIS IS VIVIAN



A HALLMARK PAPER DOLL  
ARTIST



Presentation  
by  
Teri Pettit  
for the  
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# THIS IS VIVIAN A Hallmark PAPER DOLL ARTIST



Vivian "Viv" Trillow Smith is best known as the artist who designed the popular Hallmark **Dolls from the Land of Make Believe** and **Dolls of the Nations** series published in 1947 through 1951. Her "This is ... A Hallmark Paper Doll" series of the fifties is also well-known among paper doll collectors.

But those paper doll cards are only a small fraction of her work. An immensely prolific and versatile artist who worked at Hallmark from 1924 through 1970, she was reported by the Christian Science Monitor in 1948 to have designed an average of 250 cards per year. If the estimate is accurate, that would mean a lifetime output of over 10,000 cards.

Born Vivian Elizabeth Trillow on 6 Jan 1905 in Des Moines, Iowa, "Viv" was the daughter of florist William Trillow and his wife Grace Estelle Ostrum. In the early twenties the Trillow family moved to Kansas City, where Vivian began work at Hallmark in 1924 at the age of 19, initially as a colorist and letterer. She was the first student in Hallmark's in-house training program for artists, and eventually became known as the "queen of Hallmark."

In 1938 she married John Hugh Smith Jr. of Joplin, who was 6 years her junior. They had no children of their own, but were very close to John's nephew Harold Weygandt and his four children. In 1945 the Weygandt and Smith families moved together to southern California, where the two men formed an aviation company. From then until her retirement in 1970, Vivian worked remotely, mailing in her assignments, and traveling to Kansas City several times a year. She died in San Diego on March 25, 1984.

Although Viv was the first artist allowed by Hallmark to sign her work, few of her illustrations are signed. Those that are include the Hallmark doll cards, the Paper Doll Playhouse of 1958, a book called "A Child's Prayers" published in 1968, and a short series of doll cards published in the late sixties. She is also attributed in various articles and interviews published during her lifetime with illustrating the Scribbles and Doodles character cards of the late forties, and the "This is a Hallmark Paper Doll" series. In addition, Hallmark's retrospective book "A Century of Caring" contains photos of several non-doll cards, and the Hallmark Visitor Center has a display of the prototype original art for a handful of cards.

All the other cards and collectibles in my Vivian collection I have attributed to her through comparison with those few known items. This has been a challenge, since unlike many other artists, she did not confine herself to any trademark style. Her work changed to follow (and often influence) the graphic design trends of each decade. I have no inside info from Hallmark, and part of this presentation covers a few of the heuristics I use to decide which cards are probably her work.

# Greetings: Millions of Them

Vivian Smith Has a Dash of Humor and Fun on Cards for All Members of the Family

By Guy Halferty

You've seen her cards countless times, on countless occasions.

The time you forgot Uncle Putt's birthday (Uncle Putt being the relative you were counting on to help you finance the new car), you probably sent him a "belated greeting" card. On the card was a woebegone little fellow with a single-drooping lily in his hand. The lily was far spent, but you could tell the little fellow was going to deliver it, come what may. The caption said:

"Tain't 'zactly fresh—but Happy Birthday, ennways."

For years, Vivian Smith has been one of the artistic mainstays of the Hall-Brothers Company of Kansas City. She went to work for its president, J. C. Hall, when the company was still very small. Today, the company has its own huge brick building, employs 3,000 persons, and makes 1,000,000 greeting cards a day, the world's largest output.

And Vivian Smith still does a day's work over her drawing board. Unofficial "dean" of Hall's 120 artists, she turns out an average of some 250 cards a year—which means she may have to make as many as 400 designs.

How would you picture a lady who has spent 20 years thinking up cards like that? A lady who makes people chuckle, laugh, sigh happily—in other words, feel glad all over?

Well, she's a young, vivacious, good-humored, pretty lass with a million-dollar smile. A girl who loves every minute of her work.

Her favorite subject was, and still is, humor. Now, a lot of people suppose that greeting-card artists just sit around thinking up funny things all day long, and that they keep running back and forth into the boss's office with their ideas.

And that's exactly what happens.

Vivian began turning out all sorts of cards, with all sorts of cute gimmicks.

She had a hand in many of those comic cards which start out innocently enough and unfold by degrees until they are big enough for a tablecloth.

There were birthday cards to make, wedding cards, anniversary cards, cards from mother to son, and cards from son-in-law to a devoted friend or a father's great-aunt on Mother's Day.

There were cards for all the holidays, of course. There were cards for all occasions, cards with rhinestones on them, cotton tufts, and feathers, and buttons, and sequins.

Big cards, little cards, funny cards, serious cards, gaudy cards, maudlin cards, gay cards, sympathetic cards, all kinds of cards. Vivian Smith worked happily along, filled to the brim with a real love for her work. She entered zestfully into the daily conferences, where the staff discussed the dozens of ideas on tap.

One day a sudden turn in her family affairs came. There was no alternative for Vivian; she had to move, with her husband, lock, stock, and barrel, to California. It was a devastating decision to make for one who so thoroughly loved her work.

She approached Mr. Hall with brimming eyes. Whatever could she do?

They put their heads together, and came up with a unique plan. Vivian was to work on as a Hallmark artist—but from her home in California! The perfect solution!

Today she works a daily stint of eight hours, sometimes more, at her desk. It's just the same, she says, as if she were still in Kansas City. Nowadays, however,

her work is somewhat different, taking her into considerable research on nursery rhymes and classic children's stories.

She is working on something new to the greeting-card industry, a series of Hall-

mark doll cards. It's an idea which has worked itself into a surprisingly fine bestseller. Literally millions of these cards have been sold since the first one, Red Riding Hood, was issued two years ago.

Research, of course, is the basic tool of the greeting-card artist. Vivian tells of the time she voiced a complaint to Mr. Hall regarding the state of the company's bells.

"Bells?" asked Mr. Hall. "What's wrong with our bells?"

"They aren't realistic enough," replied Vivian. "I think we ought to do some research on the thing."

"Go ahead," said Mr. Hall.

So, relates Vivian, she started studying bells. It's an obscure art. She climbed steeples. She brushed the bats out of countless bellfries. She got intimately acquainted with some of the leading bells in the land.

It appears there is a spine inside every bell that gives it its true resonance. Few knew about that, and consequently the Hallmark bells lacked that



Hallmark  
Color and Cute Design Are Topped Off With a Snappy Feather in the Hat

final authenticity. Beautiful bells, you understand, but something about them just didn't ring true. Now every Hallmark bell has a spine in it.

It's much the same thing with animals, birds, and flowers. Those irresistible kittens, pups, chicks, et al., that beckon to you from the gift-card counter are not there purely through guesswork. There's a lot of research on every "Puss" and "Fido" before they reach you with that cunning look, complete with bows and ribbons.

The little bears, for instance. "They have to be loving to sell," declares Vivian. "Something people will want to take home." Making them loving takes lots of study.

It's even more so in the case of flowers. Hall's artists study the intricacies of botany, in order to understand the posy completely—even though they may never have to depict what's inside the blossom. The story goes that Mr. Hall frequently has flowers shipped in by air to Kansas City from all over the globe to afford the best research for his artists.

Speaking of flowers reminds Vivian of her job. She looks up at you suddenly, remembering something she'd forgotten.

"I've got to get back," she apologizes. "I'm supposed to be getting personally acquainted with a sweet pea."



Research and Work Are Required to Make the Cards Right



Hollywood Pictorial Service  
Vivian Smith, Card Artist, Turns Out Hundreds of Designs a Year

## Christian Science Monitor

October 9, 1948

"Unofficial dean of Hall's 120 artists, she turns out an average of some 250 cards per year."

**John H. Smith Sr. == Ida Belle Reynolds**

born about 1862  
Illinois

born about 1875  
Missouri

**William Trillow == Grace Estelle Ostrow**

2 Aug 1866  
England

8 July 1940  
St. Joseph, MO

28 Nov 1879    12 May 1944  
St. Paul, MN    Kansas City, MO

**Harold W. Weygandt Sr. == Audra M. Smith**

5 Aug 1901  
Wentworth, MO  
13 Nov 1977  
Los Angeles, CA

born about 1902  
Oklahoma  
died before 1930?

**John H. Smith Jr. == Vivian Elizabeth Trillow**

6 Jan 1905  
Des Moines, Iowa    26 Mar 1984  
San Diego, California

**Harold W. "Hal" Weygandt Jr.**

3 Jan 1920  
Joplin, MO  
11 April 2003  
Placer Co., CA

- 1905 : Born in Des Moines
- 1922: Moves to Kansas City
- 1924: Starts work at Hallmark, as colorist and letterer
- 1928: Promoted to designer
- 1936: Travels to Europe with Ethelwyn Dills
- 1938: Marries John H. Smith
- 1945: Moves to California to work from home
- 1947-1949: Hallmark Doll Cards
- 1970: Retires
- 1984: Dies in San Diego

## VIVIAN TRILLOW SMITH



Thousands of artists have worked at Hallmark over its 100 year history, and each has contributed something uniquely his or her own to the company's creative legacy. But every generation of Hallmark artists seems to produce its star. One of the first break-out talents to emerge from the long rows of drawing tables that filled the company's art department was a high-spirited woman named Vivian Trillow Smith.

Smith's career began in a rather unextraordinary way. She was hired in 1924 as a color girl, responsible for adding color to other artists' designs. But not long after, she won a contest to become Hallmark's first artist trainee. Her first assignment was as a lettering artist, and it would be four more years before she was allowed to start contributing original artwork. Still, by the time she retired in 1970, Smith had attained the title of stylist—the highest available in the creative division. She also holds the distinction of being the first Hallmark artist allowed to add a signature, "VIV," to her work.

Smith could do it all, from cute children and light-hearted animals to stylish couples and jolly Santa Clauses. Her lettering—always a strong suit—placed her name forever in the Hallmark vernacular when a typeface named Vivian was added to the font library available to artists.

But what really moved Vivian Smith to the pantheon of Hallmark artists was a series of paper doll greeting cards that she began creating in 1947. The dolls, lavishly designed front and back and topped with a feather plume, were a smash. The first series, called "Dolls from the Land of Make-Believe," featured 16 storybook characters including Little Red Riding Hood, Cinderella, and Little Bo Peep. The storybook series was followed by an international series called "Dolls of the Nations" and by a set of dolls depicting the main characters from Louisa May Alcott's *Little Women*.

J.C. Hall was one of Smith's biggest fans and, along with Jeannette Lee, called upon her creative insight and opinions on regular research trips to Chicago and New York City. Lee, who served as Smith's design director for decades, counted Smith as one of the most talented artists she ever managed. "She was a positive, curious, happy spirit," Lee recalled fondly. "Her life was an expression of affection for the product and for her art."



"HER PHILOSOPHY WAS TO CREATE A LIVING SITUATION FOR EVERY CARD. MAD WAS MAD, GLAD WAS GLAD—CONVEYED TO THE GREATEST DEGREE IN THE MOST MINUTE DETAILS."

—jeannette Lee



"HER PHILOSOPHY WAS  
TO CREATE A LIVING SITU-  
ATION FOR EVERY CARD.  
MAD WAS MAD, GLAD  
WAS GLAD—CONVEYED  
TO THE GREATEST DEGREE  
IN THE MOST MINUTE  
DETAIL."

—Jeannette Lee



J.C. Hall loved Vivian Smith's highly decorated paper dolls—and buyers did, too. The dolls were an unexpected hit in the late 1940s. "I am so excited about the doll project," Smith wrote in a 1948 letter to Hall. "I have tried to make them detailed and still not fussy."



Mary



JO ANNE



GALE MARIE



MARG



Dogs



Cats



BRANNY



GARY

# Hallmark Doll Cards

by BETTE WELLS

Tale Chest." It is 8in (20.3cm) long and 6in (15.2cm) tall and designed to hold the "Land of Make Believe" card series. The lid of the chest lifts for easy access.

A bit of a mystery has always surrounded the cards. On the back of each card is the artist's signature, "VIV." During this period greeting cards were never signed by the artists. Why were these cards an exception and who was "VIV"?

"VIV" is Vivian Trillow Smith, and by Hallmark's own admission, "We have had the honor of having the best greeting card artist working for us for 40 years. She is Hallmark's queen."

At the age of five Vivian decided to be an artist—to create things with her hands. "I've never wanted to do anything else."

Illustration 1. The queen of Hallmark, Vivian Trillow Smith.

"Hallmark Dolls From the Land Of Make Believe. They're new. . ." This announcement in 1947 heralded an incredible promotion by Hallmark of their children's die cut greeting card line.

Hallmark urged buyers to send these charmers to children for birthdays, get well, play and to collect. To make sure all the cards were purchased, an album was issued to display and preserve the cards. There were a total of 36 cards in the series so this meant big business for Hallmark!

The public first learned of Hallmark Dolls through full color ads in comic sections of leading newspapers, a unique method for greeting card advertising. The Hallmark Show, Reader's Digest Radio Edition, advertised these cards the first summer the cards were available to the public.

The "Land of Make Believe" were the first to have their lavishly designed costumes printed on the back as well as the front. Each doll stood by itself and included new rhymed versions of the traditional story.

Not content with the cards and album; Hallmark produced large cardboard promotional pieces such as the one shown in Illustration 2. A prince holds a banner proclaiming Hallmark's new card line. Dashing toy horses pull a coach (not shown). Also missing are the yarn "ropes" that attached the horses to the coach. The coach is about 18in (45.7cm) tall with a driver and a princess looking out of the door.

Another promotional piece I have heard of but not seen is a "Fairy



Illustration 3. Hallmark merchandise bag. Janie Varsolona Collection.



Illustration 2. Heavy cardboard advertising pieces designed by Vivian Smith. Betsy Slap Collection.

When she moved as a teenager from her native Iowa to Kansas City with her family, she was enthralled with the Hall's window display of cards. After high school graduation, she went to the Hall Bros. plant and applied for a job. . .and applied!

Finally, realizing her determination to work for the greeting card company, her father went with her and demanded to see Mr. Hall. Outside of her high school diploma, Vivian did not have any formal art training. I do not know if Vivian and her father got to see Mr. Hall but she was hired!

At that time there was only one person, Ethelwyn Dills, designing

cards so Viv's first job was hand painting manufactured cards.

Vivian, always a perfectionist, was too slow. Fortunately, a contest was held with the prize being the position of assistant to Mrs. Dills. Vivian won. Vivian and Ethelwyn were to become lifelong friends, coworkers and art students.

During the years the two worked together. Summers found them studying under such artists as Rudolph Schaeffer of San Francisco and Douglas Donaldson of Hollywood. In 1936 they spent six weeks in Europe, visiting every museum and gallery they could find. A few weeks of study at



**Illustration 4.**  
Signature which appears on each Hallmark card designed by Vivian Smith.

the Chicago Art Institute completed their art education.

They even moonlighted together and without the knowledge of Halls! Saturdays and Sundays found them working at Ethelwyn's home. They were able to finish several children's books for Merrill Publishing Company.

Ethelwyn describes Vivian as "always the one who would work

overtime—and in those days no one was ever paid for overtime. Of course our work was fun—and we thought greeting card ideas all our waking hours."

It seems incredible, but with all this Vivian found time for her hobbies. One of these was to design and make clothes for children: one-of-a-kind outfits that were given to needy children through the Salvation Army.

In 1945 Vivian and her husband, John Smith, moved to Sunland, California. In an unusual arrangement with Hallmark, Viv was able to work in her home studio.

It was here that Vivian conceived and designed the Hallmark doll card series. Louise Lutz, a writer and editor for Hallmark Cards, wrote the verses.

This was a highly successful line for Hallmark. Literally millions of these cards have been sold since the first one, Red Riding Hood, was issued. The impact was such that at the New Orleans Mardi Gras the dolls were enlarged and used on a float. Child movie star, Luanna Patton, rode on the float in costume. Vivian Smith was there as an honored guest.

The popularity of the doll series was not any accident. Hallmark went so far as to poll teachers. Chicago teachers interviewed in a special poll said they would find the dolls ("Dolls of the Nations") useful, appealing and



**Illustration 5.** The most desirable cards of the series, "Little Women." They were sketched from life on the Metro-Goldwyn-Mayer set of "Little Women" and are autographed by the stars they represent. Virginia Ann Heyerdahl Collection.



**Illustration 4.**  
Signature which appears on each Hallmark card designed by Vivian Smith.

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**Illustration 6.** A selection of Hallmark card dolls "From the Land of Make Believe."

instructive for classroom teaching from kindergarten through the fifth grade. The dolls, teachers pointed out, lend themselves to a variety of instructive purposes—ranging from social studies, geography, English composition and literature to creative art and reading.

There were a total of three sets in the series. Of these, "Little Women," is the most sought after. The premiere of the "Little Women" dolls was timed to coincide with the nationwide release of the MGM 25th anniversary film which starred June Allyson, Janet Leigh, Margaret O'Brien, and Elizabeth Taylor. The "Little Women" dolls were sketched on the movie lot, and photographs

were used for clothing details. The resemblance to the stars is slight but no matter. They are the stars of the series. Each card had the added attraction of the star's autograph on the inside. Also inside is a brief description of the character from "Little Women." Each of the dolls holds a symbol of its character such as Amy's paintbrushes, water colors and drawing book.

Hallmark proudly states today that they were the "only ones (greeting cards) based on movie stars."

At this same time American Greeting Publishers, Inc., released a series of die cut cards in competition to Hallmark's doll card line. This beautiful series remains shrouded in mystery because American Greeting Publishers, Inc., never kept complete records of the artists who drew the series or how many cards were in the series.

A spokesman for American Greeting Publishers, Inc., wrote me that the series was reprinted for many years and was a sales success. There was also a doll house created for the dolls. It would be interesting to locate information on the doll house as well as to find out whether or not American Greeting Publishers, Inc., made other doll cards in addition to "Cinderella," "Little Girl With A Curl," "Mary And Her Little Lamb," "Little Red Riding Hood," "Mary, Mary Quite Contrary," and "Goldilocks."

The boys were not neglected in all of this. Hallmark released a darling series of die cut toy card dogs. American Greeting Publishers, Inc., published a series of animal story play cards such as a die cut Zebra.



**Illustration 7.** "Mary and Her Little Lamb" and "Little Red Riding Hood" by American Greeting Publishers, Inc. *Betsy Slap Collection*.



**Illustration 8.** "Cinderella" and "Mary, Mary Quite Contrary" by American Greeting Publishers, Inc.

Inside was a fanciful short story of "How the Zebra Got His Stripes."

Hallmark's doll card series was published until 1949. Vivian retired in the early 1970s. At present, Vivian is seriously ill in a California hospital. A nephew holds all her work from the past ten years. Hallmark maintains all of Vivian's original art work which she did for the company.

Vivian Trillow Smith has left a wonderful legacy of paper dolls and paper toys for collectors. As Vivian said of her work for Hallmark, "I've never had a boring day in my life!"

My thanks go to Ethelwyn Dills and Hallmark. Without their cooperation, this article could not have been written.



**Illustration 9.** A selection of Hallmark card "Dolls of the Nations."



## Collectible Doll Cards

Little Women doll card Meg.

DELIGHT CHILDREN AND  
ADULTS

by Anne C. Flores

Out of the pages of Mother Goose and the Children's Classics these adorable Hallmark doll cards, with real feathers and sparkling sequins, delighted children as well as adult collectors in 1947 when they first appeared. The doll cards were unique not only in their beautiful art work, but because they had backs as well as fronts and were self standing.

Unlike many cards these doll cards were signed by the artist. The VIV signature on the back of each one stood for Vivian Smith who designed the cards. Louise Lutz, a writer and editor for Hallmark, wrote the rhymed stories inside each card. Smith did a considerable amount of research to get ideas for her doll cards. She once said, "Making the cards loving takes lots of study. And



Collector's Album for the cards from the Land of Make Believe.

Doll card No. 2 Cinderella from the Make Believe series.



they have to be loving to sell."

And sell they did. Millions of these collectible cards were produced as well as collector's albums in which to put the cards. The albums had slits which held the cards at the top as well as at the bottom. The first sixteen cards were from the "Land of Make Believe." Child star Luana Patten appeared on the cover of this red album.

A Treasure Chest was also offered. This small colorful cardboard box resembled an old trunk with a flat top. The lid lifted up and inside was a tray that could be taken out. Perhaps the cards were meant to be stored in the bottom and the envelopes in the top tray.

The success of these Make Believe cards prompted Hallmark to come out with album number two, "Dolls of the Nations." The album also pictured Patten but the background was blue. It also contained sixteen cards from various countries around the world. The doll cards were dressed in national costumes.

All the cards in both series hold a sign telling you their name and in the case of the Nation's cards, the country where they are from. Some cards are lovely pastels as is Cinderella in her delicate pinks and blues. Others are quite colorful as Brazil with her hat of bright flowers and brilliant orange skirt.

All the doll cards had a hat or headdress in which there was a fluffy feather. And each card too had a colorful sequin or stone glued on the front. Why some cards had stones and others sequins is not known. The feather

Doll card No. 14 Curly Locks from the Make Believe series.



Doll card No. 16 Peter Piper from the Make Believe series.

Doll card No. 17 Sing Toy of China from the Dolls of the Nations series.



color was carefully chosen to correspond with the colors in the doll's costume.

In 1949 Hallmark had Vivian Smith draw four more cards - Meg, Jo, Beth and Amy from the movie "Little Women." Smith drew the card's costumes from actual clothes worn by Janet Leigh, June Allison, Margaret O'Brien and Elizabeth Taylor. Each card has the additional feature of having the actresses autograph inside. A gray folder was issued to put these cards in. They too had sequins or stones and feathers.

To advertise their line of Hallmark doll cards, ads were run in the comic section of newspapers across the country. The cards could be sent for any occasion to a child or an adult. One ad reads, "Building a collection will stimulate a youngster's imagination and thinking and develop an interest in reading."

In 1954 the "Land of Make Believe" cards were reissued with a different album. This album had a lime green background with cartoon characters drawn on it from nursery rhymes and children's stories. These reissued cards can easily be distinguished from the earlier ones. Those produced in 1947 and 1948 have "A Hallmark Card" printed on the back and date inside the card. Those from 1954 have the current Hallmark crown logo on the back with no date inside the card. Colors are usually brighter on these later cards.

The American Greeting Card Company as well as the Fairfield Company also came out with their own lines of doll cards in the late



Doll card No. 20 Rita of Brazil from the Dolls of the Nations series.



Doll card No. 28 Leilani of Hawaii from the Dolls of the Nations series.

Little Women doll card Beth.



forties and early fifties.

In looking at my own beloved collection of doll cards, I am reminded of the many hours of imaginative play I had as a child with these precious cards. Today both of my daughters own their own sets of Hallmark cards. Watching my youngest play with them brings back such happy memories. In these days of computers and Atari it is a joy to watch a child once again become enthralled in imaginative and creative play. How delightful it would be to see some of these unique ideas return to the shelves of the card stores.

A verse inside the Hallmark Treasure Chest says in part:

"And since collections mean lots  
more the older that they grow,  
Your dolls will be more valuable  
through years ahead,  
you know . . ."

For maybe when you're all grown  
up in years ahead of you,  
You'll know someone you'll want  
to give your doll collection to."



Little Women doll card Jo.



Hallmark Treasure Chest for storing doll cards.

Little Women doll card Amy.





## ALLMARK DOLLS

FROM THE LAND  
OF MAKE BELIEVE

They're new...  
To say Happy Birthday...  
Sorry You're Sick...  
or just Hello...  
Fun to send, fun to receive,  
fun to play with,  
fun to collect.  
Your little friends will  
love you for adding to  
their collection.  
They'll want the entire set.



*Juliano's Card Shop*  
567 Main Street  
Opposite City Hall — HARTFORD



HALLMARK DOLLS are fun to send  
as well as to receive.

For every one's a favorite  
from the Land of Make Believe.  
As extra special birthday cards  
they're way beyond compare..  
And they're the newest way to say  
"Hello" most anywhere.

They're grand to send to someone sick  
to bring a bit of cheer.  
And fun to send on holidays  
that come throughout the year.  
They're nice to play with or collect  
right from the very start.

And every one's a favorite  
with the young... and young in heart.



CINDERELLA



LITTLE BOY BLUE



MARY HAD A LITTLE LAMB



LITTLE MISS MUFFET



LITTLE RED RIDING HOOD



LITTLE BO-PEEP



MARY QUITE CONTRARY



LITTLE TOMMY TUCKER



*Little Miss Muffet*

DOLL NO. 6

This is one in a series of Hallmark Doll Cards we are now showing in our greeting card section.

Other designs include such favorites from the Land of Make Believe as Little Bo-Peep, Cinderella, Mary, Mary, Quite Contrary, Mary Had a Little Lamb, Little Red Riding Hood, Tommy Tucker, and Little Boy Blue.

These Hallmark Dolls are ideal to greet your little friends and loved ones on their birthdays, to cheer them when they're ill, or just to say Hello—Little Folks will love to collect them.



COPYRIGHT 1948, HALL BROTHERS, INC.



*Mary, Mary,  
Quite Contrary*

DOLL NO. 3

This is one in a series of Hallmark Doll Cards we are now showing in our greeting card section.

Other designs include such favorites from the Land of Make Believe as Little Bo-Peep, Cinderella, Mary, Mary, Quite Contrary, Mary Had a Little Lamb, Little Red Riding Hood, Little Miss Muffet, Tommy Tucker, and Little Boy Blue.

These Hallmark Dolls are ideal to greet your little friends and loved ones on their birthdays, to cheer them when they're ill, or just to say Hello—Little Folks will love to collect them.



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*Little Bo-Peep*

DOLL NO. 1

This is one in a series of Hallmark Doll Cards we are now showing in our greeting card section.

Other designs include such favorites from the Land of Make Believe as Cinderella, Mary, Mary, Quite Contrary, Mary Had a Little Lamb, Little Red Riding Hood, Little Miss Muffet, Tommy Tucker and Little Boy Blue.

These Hallmark Dolls are ideal to greet your little friends and loved ones on their birthdays, to cheer them when they're ill, or just to say Hello—Little Folks will love to collect them.



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These are not "substitute sales"—selling one type of card instead of another.



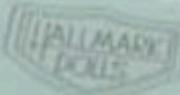


COWBOY  
JOE

HALLMARK  
DOLLS



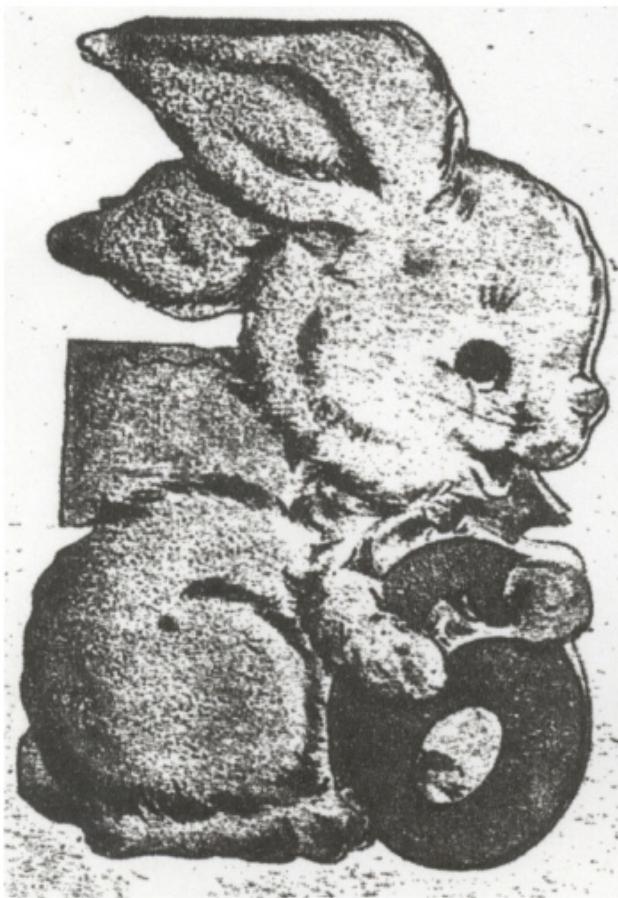
MARIA  
FROM MEXICO





HALLMARK  
DOES







# Scribbles



*Doodles*

A HALLMARK CARD  
10 V339-7



# Doodles



A Valentine for my Sweetheart







# Dee Dee

With Love to Mother



Happy Easter, SIS





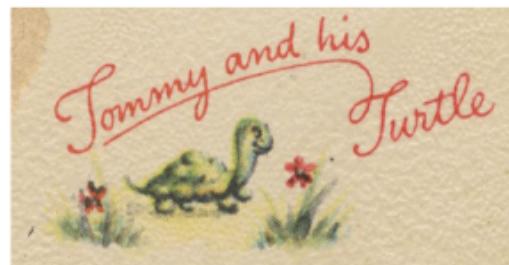
# BLUE JEAN

You Feelin' Bad?



Hope you're through with  
Being sick







January 1947



February 1947



March 1947



April 1947



May 1947



June 1947



July 1947



August 1947



September 1947



October 1947



November 1947



December 1947



HAPPY  
BIRTHDAY  
TO A  
SWEET LITTLE  
GIRL







Hallmark

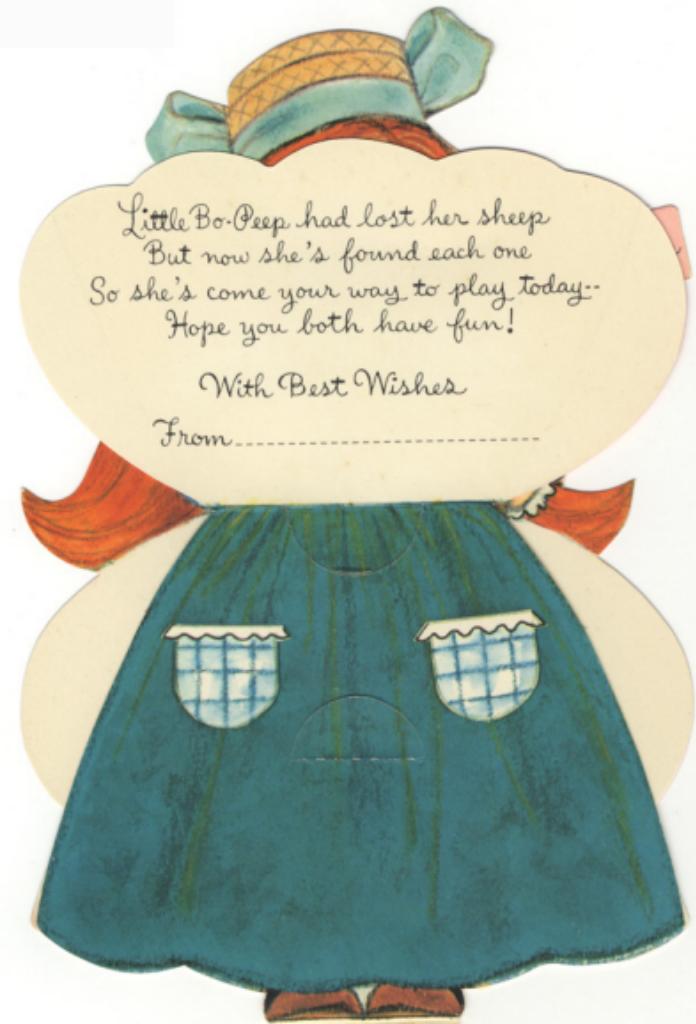
DOLLS

Designed by Vivian Smith



A colorful illustration of a young girl with long, wavy orange hair, wearing a blue dress with white lace trim and a black bow. She is looking through a telescope at a small yellow sheep. A pink ribbon with the words "Little Bo Peep" is tied around the telescope's eyepiece. The background features a large red eggshell with yellow spots and a blue eggshell. In the foreground, there are several flowers, including a pink daisy and a blue forget-me-not.

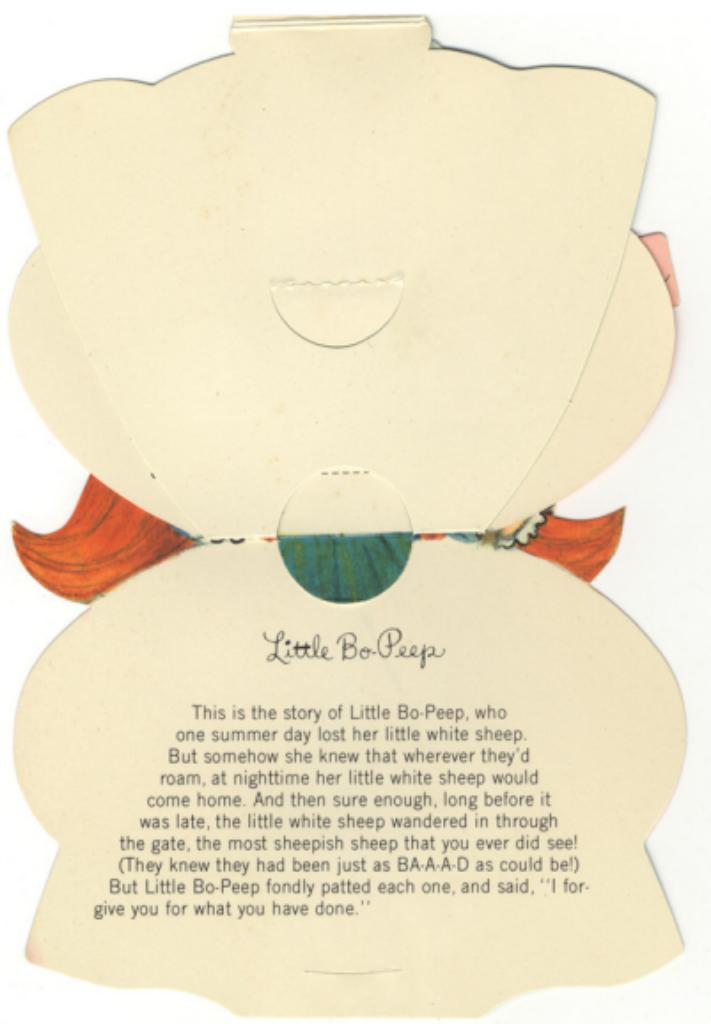
Little Bo Peep



Little Bo-Peep had lost her sheep  
But now she's found each one  
So she's come your way to play today--  
Hope you both have fun!

With Best Wishes

From .....



### Little Bo-Peep

This is the story of Little Bo-Peep, who one summer day lost her little white sheep. But somehow she knew that wherever they'd roam, at nighttime her little white sheep would come home. And then sure enough, long before it was late, the little white sheep wandered in through the gate, the most sheepish sheep that you ever did see! (They knew they had been just as BA-A-A-D as could be!) But Little Bo-Peep fondly patted each one, and said, "I forgive you for what you have done."





FOR YOU



10V 338-1  
© HALLMARK CARD, INC.  
MADE IN U.S.A.

Hallmark

# THIS IS VIVIAN A HALLMARK PAPER DOLL ARTIST

Vivian "Viv" Trillow Smith is best known as the artist who designed the popular **Dolls from the Land of Make Believe** and **Dolls of the Nations** series published in 1947 and 1948. Her "This is ... A Hallmark Paper Doll" series of the fifties, highlighted here, is also well-known among paper doll collectors. But those paper doll cards are only a very small fraction of her work. An immensely prolific and versatile artist who worked at Hallmark from 1924 through 1970, she was reported (by the Christian Science Monitor in 1948) to have designed an average of 250 cards per year, or about one per work day. If the estimate is accurate, that would mean a lifetime output of about 11,500 cards. Even if her later output was lower in many years, 5,000 is probably a conservative number.

Besides the doll cards and paper doll cards for which she is best remembered, she was also a master of humorous illustrations, lettering, babies and animals, especially cats and rabbits. Some other Viv items on my web site are the Hallmark May Baskets, the Dancing Debbie and Wee Willie gift wrap, a 1957 pinup calendar, a birthday card that I restored for my dad's 83rd birthday, another card in honor of my mom's 75th birthday, and a Valentine's Day card for my boyfriend.

On July 1, 2010 I exhibited over 400 items from my Viv Smith collection at the 2010 Paper Doll Convention in Kansas City, Missouri. Eventually I will be converting these web pages into an online catalog of the highlights of the collection, but it is hard finding the time to scan and format everything. In the meantime, here are some links to Facebook photo albums:

Photos taken at the actual exhibit

Close up photos of some of the popup items

My visit to the Hallmark Visitor Center (emphasis on Viv's items shown there) or "Teri Pettit paper dolls")

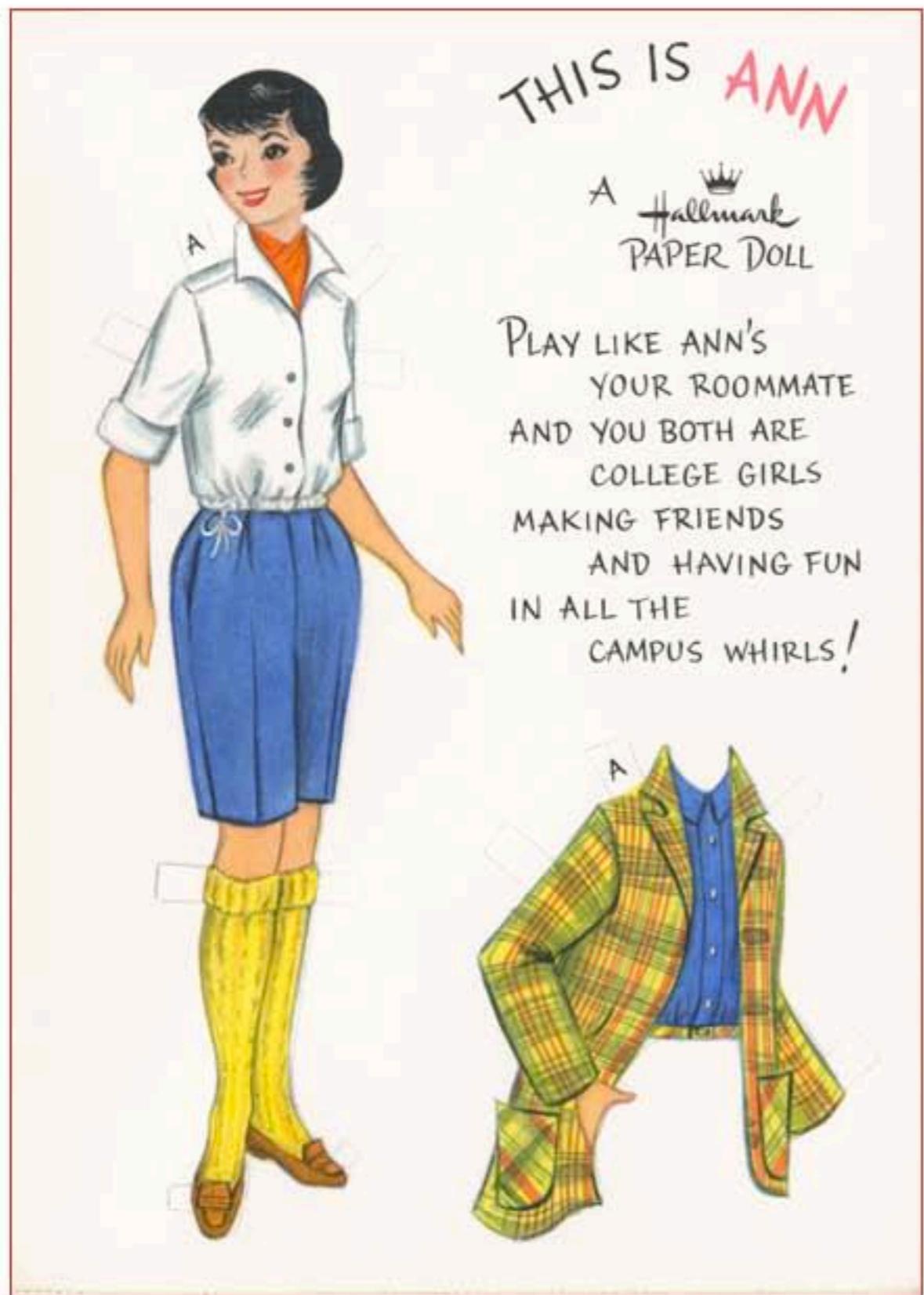
"A Little Bit of Heaven" (scans of baby and angel cards)



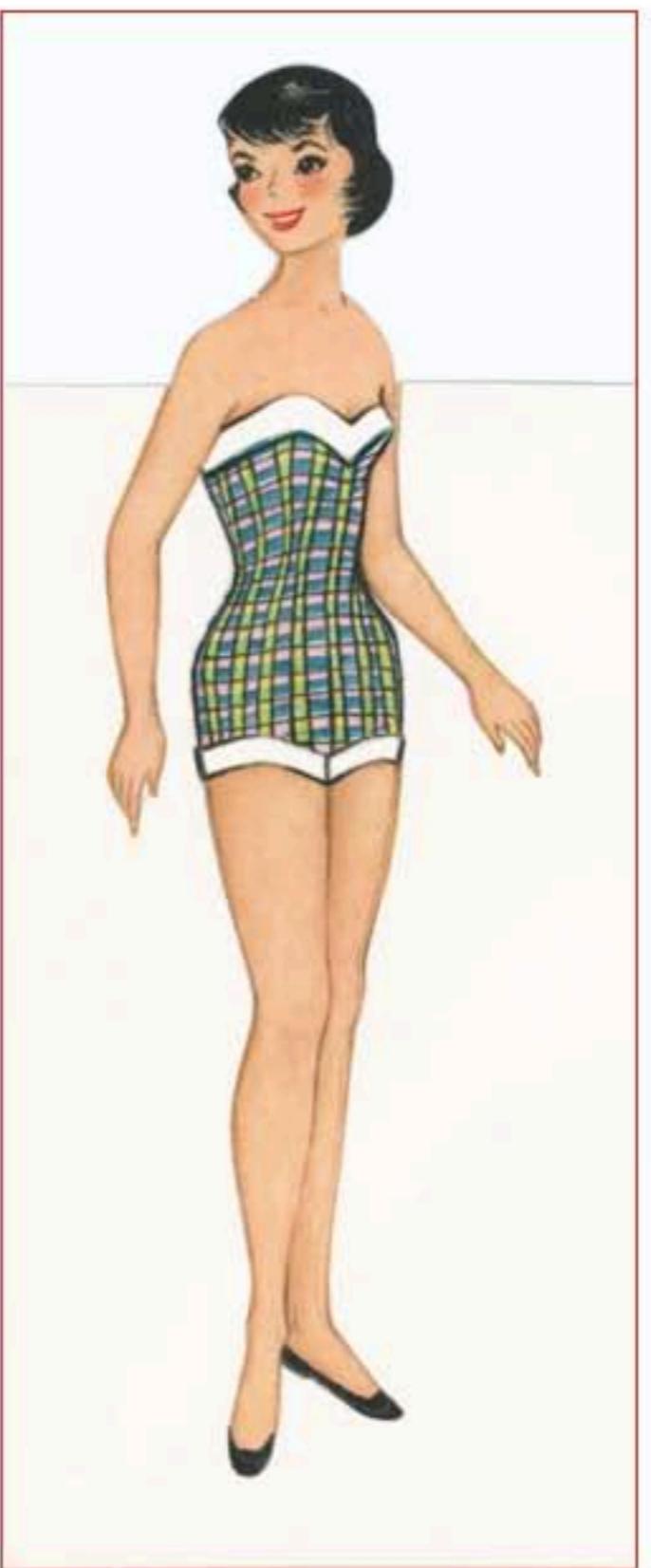
This is a screenshot of my web site at  
[tpettit.verio.com/dolls/pd\\_scans/hm/viv\\_index.html](http://tpettit.verio.com/dolls/pd_scans/hm/viv_index.html)  
(or just google "Teri Pettit Hallmark")

# THIS IS ANN

A  Hallmark PAPER DOLL



Hallmark 25D 6-1, by Vivian "Viv" Smith, ca 1955



Doll (at larger size)

This paper doll page is dedicated to my mother, Ann Pettit, who could have been a model for the doll at the left, she looked so much like that back in the 50's. Born Annabelle Lee Grisso in 1935, she was only 18 when she married my dad, Medford Pettit, in 1953. It boggles my mind to think that my mom was already a mother to four children when she was 24.

My love of paper dolls has its roots in the happy times I spent as a child playing paper dolls with her. I had very few "store bought" paper dolls as a child; almost all of them were hand-made by my mother, or later by myself. One of my very early memories is of laying down on a piece of brown paper unfolded from a grocery bag, while my mother traced around me. She then colored it, and created a life size paper doll, and made clothes for it. I was probably about three at the time.

As of 2010, Mom and Dad are still married after over 56 years, and I'm still playing with paper dolls!

♥ Happy Mother's Day, Mom!! ♥



The card is provided in two sizes: with two sides together so that you can fold your own card, and with each page separately at letter size.

Clicking on the images above will open a new window, for the larger size of the front page and the doll. The clothing pages (in both sizes) and the smaller version of the doll are on the next two web pages.

## Clothing pages for Ann

[Greeting Card Index](#)

[Main Paper Doll Index](#)

[More Viv Smith cards](#)

THIS IS JANET SUE,

A Hallmark  
PAPER DOLL



HERE'S  
JANET SUE  
WITH ALL HER  
CLOTHES  
AND SHE HAS  
COME TO STAY--  
SURE HOPE YOU  
HAVE A LOT  
OF FUN  
TOGETHER  
WHEN YOU PLAY.



FOR A PICNIC AND A  
DAY OF PLAY,  
SHE'LL WEAR THIS DRESS  
AND HAT SO GAY.



IF IT'S CHURCH  
YOU'RE GOING TO,  
SHE'LL WEAR THIS DRESS  
AND HAT OF BLUE.



VIV



FOR PARTIES HERE'S A  
DAINTY BONNET  
AND A DRESS WITH  
FLOWERS ON IT.



HER QUILTED ROBE IS GAY AND BRIGHT,  
SHE'LL WANT TO WEAR IT EVERY NIGHT.



With Love from \_\_\_\_\_

25053

THIS IS JANET SUE,  
A Hallmark  
PAPER DOLL



HERE'S  
JANET SUE  
WITH ALL HER  
CLOTHES  
AND SHE HAS  
COME TO STAY--  
SURE HOPE YOU  
HAVE A LOT  
OF FUN  
TOGETHER  
WHEN YOU PLAY.

THIS IS MARY LOU, A Hallmark PAPER DOLL



HERE'S  
A SPECIAL  
PAPER DOLL,  
HER NAME IS  
MARY LOU,  
AND SHE HAS  
BROUGHT  
HER CLOTHES  
ALONG  
AND COME TO  
PLAY WITH YOU.



HER HAT AND SUNDRESS  
BRIGHT AND GAY,  
ARE GOOD FOR DAYS  
OF FUN AND  
PLAY.



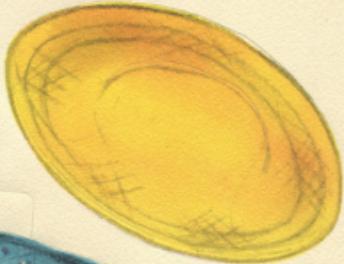
WHEN YOU GO FOR  
A WALK OR RIDE,  
SHE'LL WEAR THIS  
IF IT'S COLD  
OUTSIDE.



IF YOU  
DECIDE TO GO  
TO TOWN,  
HERE'S HER PRETTY  
SHOPPING GOWN.



SHE'LL  
WEAR THIS  
PARTY DRESS,  
YOU SEE,  
WHEN YOU'RE  
INVITED OUT  
FOR TEA.



THIS OUTFIT'S MEANT FOR  
"SLEEPYHEAD"  
WHEN YOU DECIDE IT'S TIME FOR BED.



With Love from \_\_\_\_\_

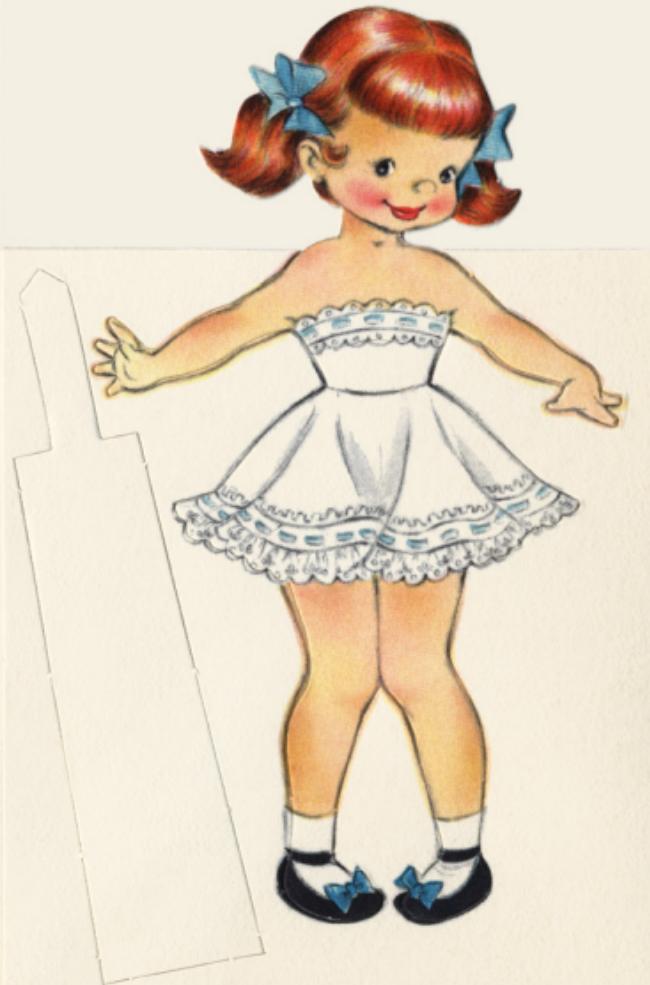
THIS IS MARY LOU, A  
Hallmark  
PAPER DOLL



HERE'S  
A SPECIAL  
PAPER DOLL,  
HER NAME IS  
MARY LOU,  
AND SHE HAS  
BROUGHT  
HER CLOTHES  
ALONG  
AND COME TO  
PLAY WITH YOU.

THIS IS NANCY LEE, A  
Hallmark  
PAPER DOLL

HERE'S  
NANCY LEE  
TO PLAY WITH YOU.  
SURE HOPE THAT  
YOU WILL LIKE  
HER, TOO.



THIS OUTFIT'S  
JUST THE  
PERFECT THING  
FOR HER WHEN  
YOU GO  
VISITING.



THIS IS NANCY LEE, A  
Hallmark  
PAPER DOLL

HERE'S  
NANCY LEE  
TO PLAY WITH YOU.  
SURE HOPE THAT  
YOU WILL LIKE  
HER, TOO.



With Love from \_\_\_\_\_

IN A HAT AND DRESS  
LIKE THIS,  
SHE'LL BEA  
VERY PRETTY MISS.

THIS WARM RED COAT  
LOOKS NICE ON HER,  
AND HOW  
SHE LOVES  
THE HAT  
OF FUR!



WHEN IT'S PARTY TIME FOR YOU,  
SHE'LL WEAR THIS DRESS OF PINK  
AND BLUE.



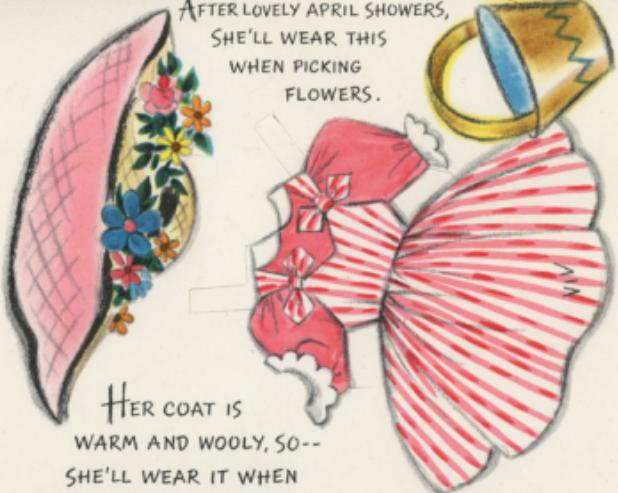
WHEN THE WEATHER'S  
CRISP AND COOL,  
HERE'S HER FAVORITE  
DRESS FOR SCHOOL.



THIS IS BARBARA ANN, A  
Hallmark  
PAPER DOLL



AFTER LOVELY APRIL SHOWERS,  
SHE'LL WEAR THIS  
WHEN PICKING  
FLOWERS.



HER COAT IS  
WARM AND WOOLY, SO--  
SHE'LL WEAR IT WHEN  
THE COLD WINDS BLOW.



IN THIS PRETTY DRESS OF LACE AND BOWS,  
SHE'LL LOOK QUITE SWEET FROM  
HEAD TO TOES.



FOR SHOPPING OR FOR TRAVELING,  
HER CHERRY DRESS IS JUST  
THE THING.



SHE'LL WEAR HER QUILTED ROBE SO GAY  
AT THE END OF EVERY HAPPY DAY.



With Love from May 20.

1984 25054

THIS IS BARBARA ANN, A Hallmark PAPER DOLL



MEET  
PRETTY LITTLE  
BARBARA ANN  
WHO'S COME  
TO VISIT YOU,  
SHE BROUGHT  
HER NICEST  
HATS AND  
COATS  
AND FAVORITE  
DRESSES, TOO.

HAPPY BIRTHDAY,  
**DAUGHTER**  
MEET  
**LINDA**

A  Hallmark  
PAPER DOLL



LINDA'S COME  
TO PLAY WITH YOU,  
SURE HOPE  
THAT YOU WILL  
LIKE HER,  
TOO!

HELLO THERE,  
MEET

**LINDA**

A PAPER DOLL  
PLAYMATE  
FOR YOUR BIRTHDAY



LINDA'S COME  
TO PLAY WITH YOU,  
SURE HOPE  
THAT YOU WILL  
LIKE HER,  
TOO!

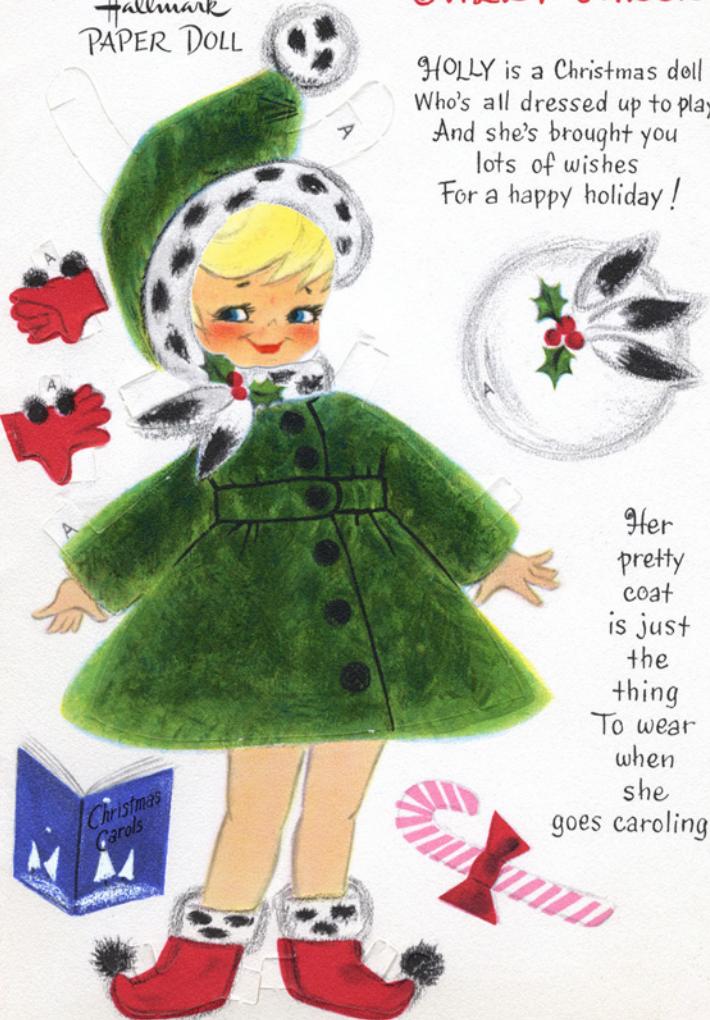
A Hallmark  
PAPER DOLL

FOR A

## SWEET NIECE

HOLLY is a Christmas doll  
Who's all dressed up to play,  
And she's brought you  
lots of wishes  
For a happy holiday!

Her  
pretty  
coat  
is just  
the  
thing  
To wear  
when  
she  
goes caroling.



## FOR A DEAR GRANDDAUGHTER

HOLLY is a Christmas doll  
Who's all dressed up to play,  
And she's brought you  
lots of wishes  
For a happy holiday!

Her  
pretty  
coat  
is just  
the  
thing  
To wear  
when  
she goes  
caroling.





Her skiing outfit's  
mighty smart,  
She can hardly wait  
to start!

WITH LOVE FROM

1959

ZSD 6-2  
© Hallmark Cards Inc.

## THIS IS KATHY, The Career Girl

A Hallmark  
PAPER DOLL



Kathy  
is a model  
In a big  
department  
store,  
So dress her up  
and play with her,  
'Cause  
that's what  
Kathy's for!



She wears this dress and sure looks sweet  
Whenever she goes out to eat!  
To lounge in or to watch TV,  
This outfit's cute as it can be!



A lovely formal evening gown  
For when she steps out "on the town"!

Her tulip dress looks just like spring --  
Isn't it the cutest thing?



Her quilted robe is gay and bright,  
She'll want to wear it  
every night.



WITH LOVE FROM

Hallmark

25E 338-6  
© Hallmark Cards, Inc.  
PRINTED IN U.S.A.

HAPPY EASTER  
TO  
A  
SWEET  
GIRL



Here's Peggy Ann  
with all her clothes  
And she has come  
to stay --



Sure hope you have  
a lot of fun  
Together when  
you play.

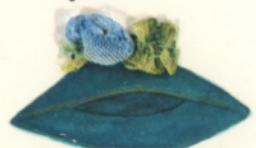
For a picnic and a day of play,  
She'll wear this dress  
and hat so gay.



If it's church you're going to,  
She'll wear this dress



and hat of blue



For parties here's a dainty bonnet  
And a dress with flowers  
on it.



1960's—And in this dress Priscilla could say,  
"I'll share my birthday with you today!"



HAPPY BIRTHDAY



25B 158-1  
© HALLMARK CARD INC.  
PRINTED IN U.S.A.

For A  
**SWEET GIRL**

This Is Priscilla

Priscilla is a birthday girl  
And she has come  
to play  
And show you styles  
from Pilgrim times  
To the present day!

1620's—  
Now, like Pilgrim  
birthday girls,  
She's prim, but  
wears a skirt  
that whirs!



A Hallmark  
PAPER DOLL

1780's—Priscilla would be lovely to see  
In a birthday dress of this century!



1860's—Now, on her very special date,  
Here's what she'd wear to celebrate!



For a Sweet Little Miss

Here's **SHARON**,

A

 Hallmark  
PAPER DOLL

Sharon's brought her  
clothes along  
So she's all set  
to spend  
Her Christmas and  
the New Year, too,  
With you,  
her Special Friend

Love  
and  
**Merry Christmas**  
from \_\_\_\_\_



She wears this while she sweeps  
the floor  
And helps you clean the "day before"



This velvet dress is  
bright and gay--  
The perfect thing for  
**Christmas Day**



Put this on Sharon Christmas night  
When it's time to dim the light



Here's what Sharon  
wants to wear  
When church bells  
ring out  
everywhere



Sharon looks just like a Queen, In her lovely dress of green.



For a Sweet Little Miss

Here's **SHARON**,

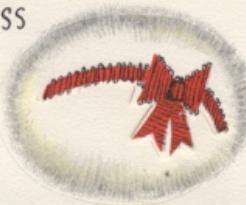
A

Hallmark  
PAPER DOLL

Sharon's brought her  
clothes along  
So she's all set  
to spend  
Her Christmas and  
the New Year, too,  
With you,  
her Special Friend

Love  
and  
**Merry Christmas**

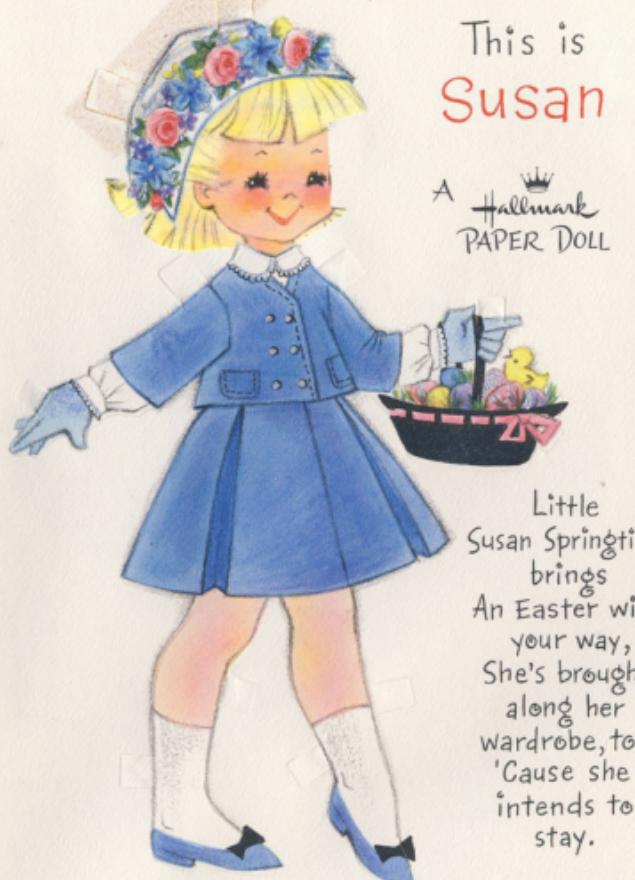
from \_\_\_\_\_



Hallmark

25X 338-1  
© Hallmark Cards, Inc.

Happy Easter to a SWEET GIRL

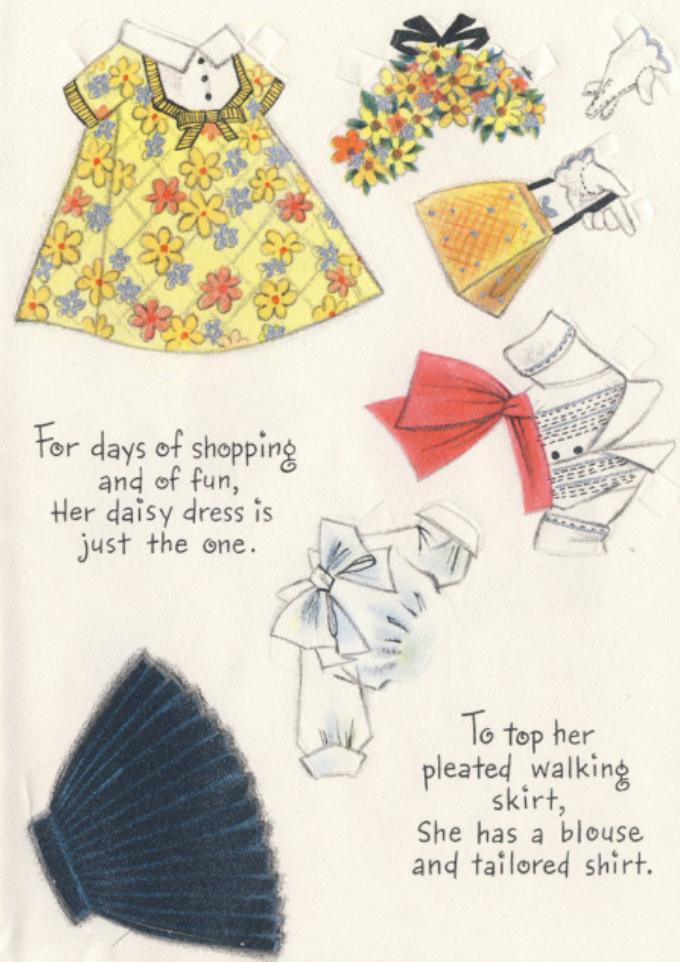


This is  
Susan

A Hallmark  
PAPER DOLL

Little  
Susan Springtime  
brings  
An Easter wish  
your way,  
She's brought  
along her  
wardrobe, too,  
'Cause she  
intends to  
stay.







On days at home  
she'll look  
quite cute,  
When she puts  
on her  
lounging suit.

This dress is really  
quite the thing  
For both the summer  
and the spring.

HAPPY EASTER  
WITH LOVE  
FROM \_\_\_\_\_



25E 339-4  
© HALLMARK CARDS INC.

Happy Easter to a **SWEET GIRL**

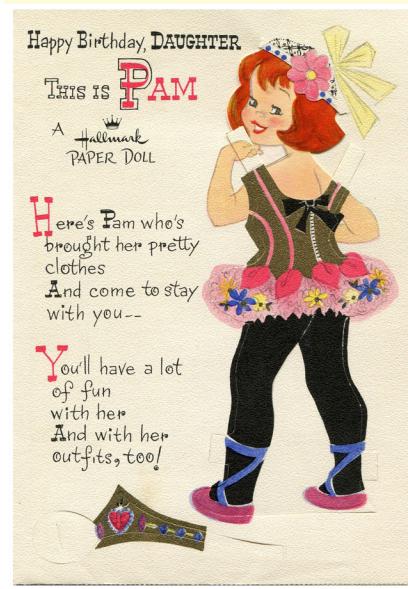
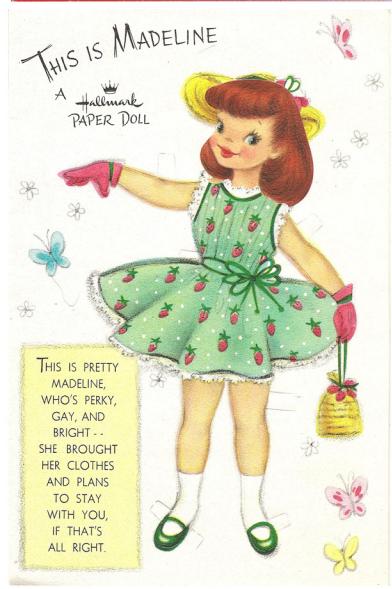
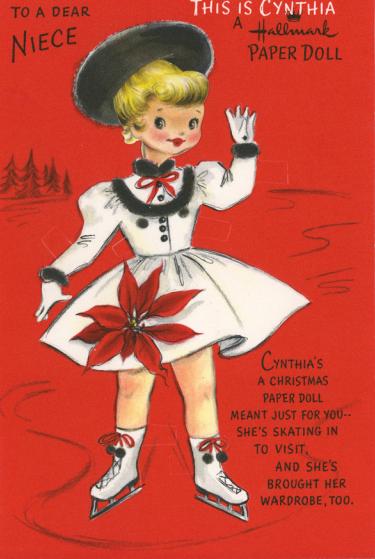


This is  
**Susan**

A **HALLMARK**  
PAPER DOLL



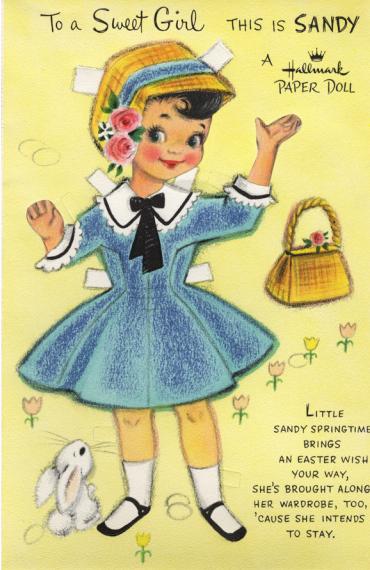
Little  
Susan Springtime  
brings  
An Easter wish  
your way,  
She's brought  
along her  
wardrobe, too,  
'Cause she  
intends to  
stay.



This is  
**Peggy Ann,**  
HAPPY EASTER  
TO A DEAR  
Granddaughter



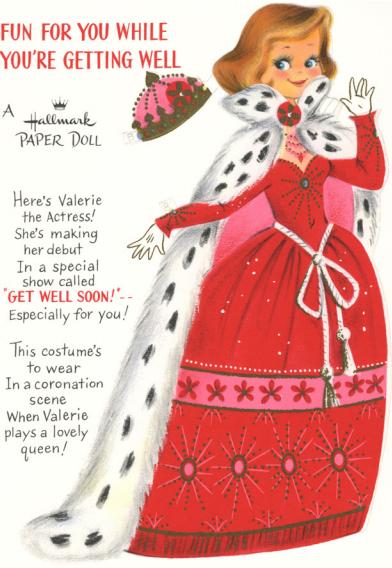
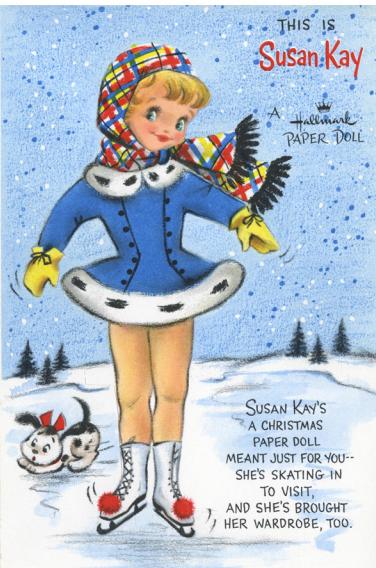
HAPPY BIRTHDAY, LITTLE MISS



A Valentine Doll  
for You,  
**Granddaughter**

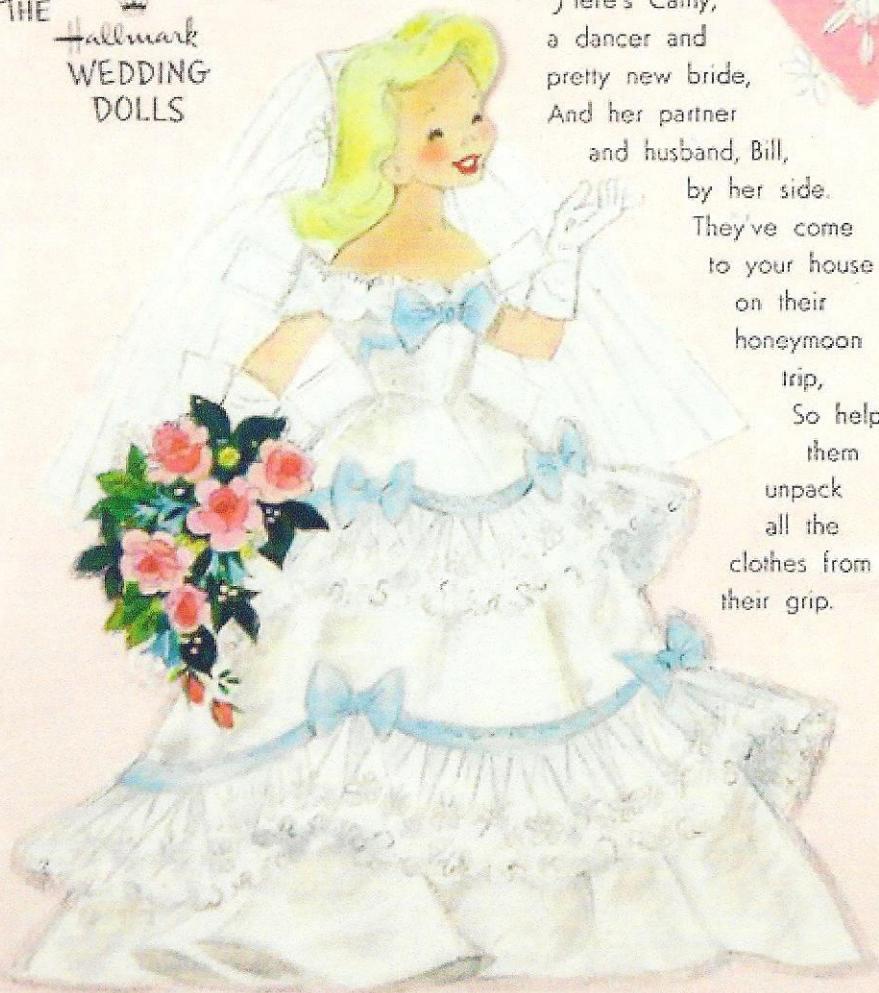


HAPPY BIRTHDAY  
TO A  
**SWEET**  
**MISS**



# CATHY AND BILL

THE  
Hallmark  
WEDDING  
DOLLS



Here's Cathy,  
a dancer and  
pretty new bride,  
And her partner  
and husband, Bill,  
by her side.  
They've come  
to your house  
on their  
honeymoon  
trip,  
So help  
them  
unpack  
all the  
clothes from  
their grip.





When Cuty and Bill  
go dancing at night,  
They'll choose this dress  
because it's so bright.



This lovely hat  
makes the outfit complete --  
Have you ever seen  
a flower so sweet?



Cuty will wear this  
in her favorite dance --  
It's a cowboy outfit  
made just for romance.



In this dance  
Bill has a  
leading part --  
Like a  
wild West hero  
he'll steal  
Cathy's heart.



On their one-week  
Anniversary Day  
Bill will bring Cathy  
a lovely bouquet



Bill is so handsome  
in his suit of brown --  
He'll put it on  
when he goes into town.

In this  
lacy dress  
with its pert  
black bow  
Cathy will twirl  
on the tip  
of her toe.



WITH LOVE FROM \_\_\_\_\_

here's Sue

a  Hallmark  
paper doll

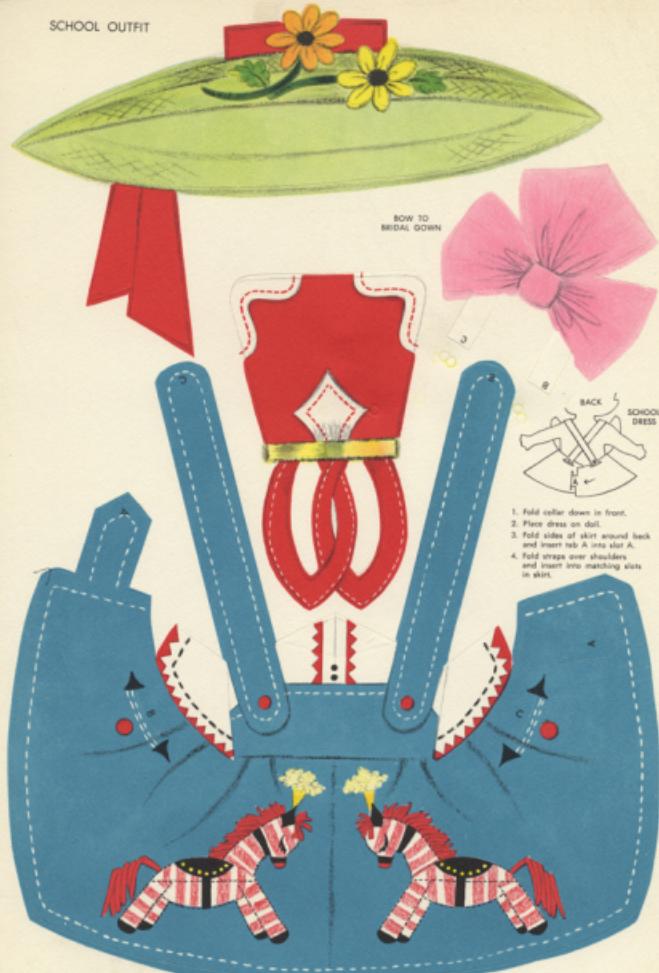
Besides just looking pretty  
Do you know what Sue can do?  
She can stand alone, nod her head--  
And move her arms for you!

Sue and Three  
Complete Outfits! \$1.00



ACTUAL  
SIZE

SCHOOL OUTFIT



1. Fold collar down in front.
2. Place dress on doll.
3. Place vest over shoulders and insert tab A into slot A.
4. Fold straps over shoulders and insert over matching slots in skirt.



A  
1. BEND CENTER PIECE  
BACK TO FORM EASEL.  
2. FIT SLOT A OVER EASEL  
AT CORNER A.

BEND  
BACK

BEND  
BACK

3. FIT SLOT B  
OVER EASEL  
AT CORNER B.



A  
1. BEND CENTER PIECE  
BACK TO FORM EASEL.  
2. FIT SLOT A OVER EASEL  
AT CORNER A.

BEND  
BACK

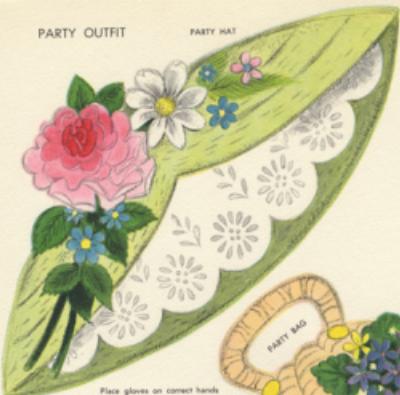
3. FIT SLOT B  
OVER EASEL  
AT CORNER B.

B



## PARTY OUTFIT

### PARTY MAT



Place gloves on correct hands  
and bend tabs around back.  
Insert tabs into matching slots.

### PARTY GLOVES



a

b

c

d

e

f

g

h

i

j

k

l

m

n

o

p

q

r

s

t

u

v

w

x

y

z

### PARTY BAG



### BRIDAL GLOVES



1. Place dress on doll.
2. Fold collar and skirt around back and insert tabs into matching slots.

### PARTY DRESS



### PARTY DRESS

## BRIDAL DRESS



### BACK



3. Attach bow to back of bodice by inserting tabs into matching slots.

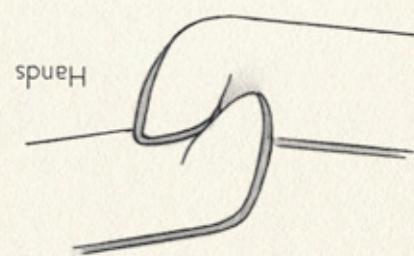
### BRIDAL VEIL



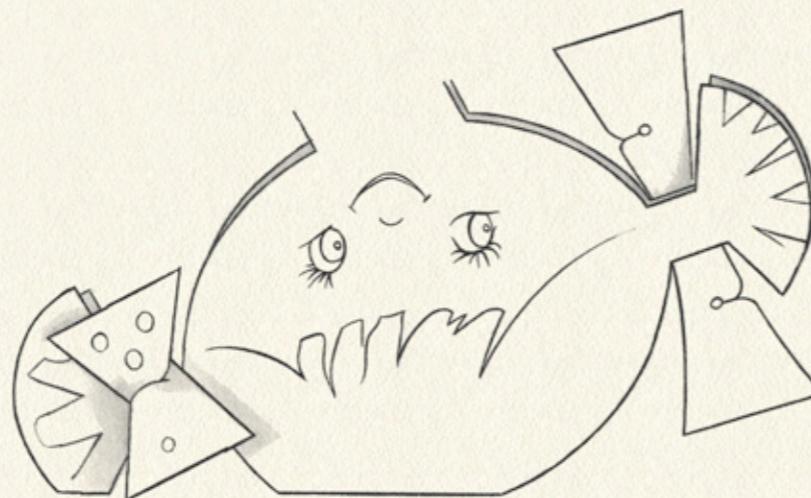
1. Fold back of bodice over shoulders.
2. Fold sides of skirt around back and insert tab A into slot A.
3. Attach bow to back of bodice by inserting tabs into matching slots.
4. Slip veil over head.
5. Fold down tabs at end of veil D into slot D.



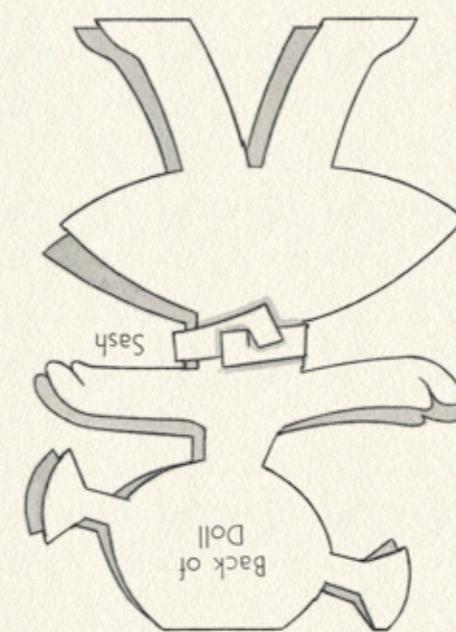
### BACK OF VEIL



5. To arrange dolls in circle,  
interlock slots in hands.



4. Bend bows around pigtail  
and carefully interlock  
slots in bows.



3. Bend sash around to back and  
interlock slots in sash.  
2. Fold dolls at top.  
1. Carefully punch out dolls and bows.

#### INSTRUCTIONS

# Hallmark party dolls



Eight party dolls to make  
a ring-around-a-birthday  
cake.....or to be used  
individually as favors.  
Matching hat place cards  
and hat box nut cups are  
available.

**8 for \$100**







# Dancing Debbie

Hallmark Paper doll gift wrap



[Click on the image above to open a larger version in its own window](#)

The gift wrap sheets are 29 by 20.5 inches, with 6 repeats of the pattern. Due to some outfits falling across the tile boundaries, it requires an extended panel to get a complete copy of each outfit in the gift wrap layout, shown above.



FOR A  
SWEET GIRL  
AT EASTER

•  
Hallmark  
PLAY CARD

#### INSTRUCTIONS

1. Punch out all pieces and fold on scored lines.
2. Assemble baby carriage as shown below by locking tabs into slots.
3. Attach carriage to front of card by inserting tabs of carriage into slots on cover.
4. Set doll in carriage.



INSTRUCTIONS

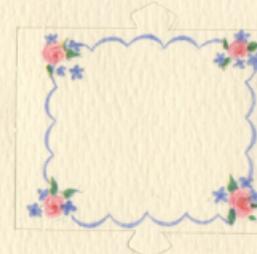
1. Punch out all pieces and fold on scored lines.
2. Assemble baby carriage as shown below by locking tabs into slots.
3. Attach carriage to front of card by inserting tabs of carriage into slots on cover.
4. Set doll in carriage.

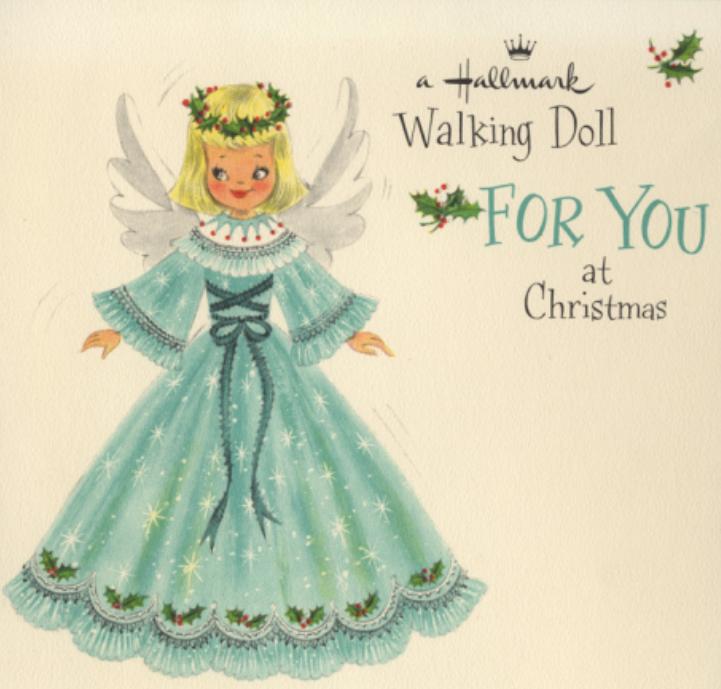


Tear off along perforated line

This little doll has bright  
blue eyes  
And pretty golden curls,  
And a brand-new Easter  
bonnet--  
Just like all the little girls,  
So put her in her carriage--  
Tuck her carefully inside--  
And take her for a  
very special  
Easter Sunday ride!

HAPPY EASTER, HONEY





a Walking Doll  
 FOR YOU  
at Christmas

This happy little angel's come  
'Cause Christmas time is here  
To bring a "MERRY CHRISTMAS" wish  
To someone very dear,  
So, quick, put her together  
And she'll walk around for you,  
Sure hope you'll have a lot of fun  
With her the whole day through!



A  
VALENTINE PUPPET  
FOR A  
*Sweet Niece*

Because it's time  
for Valentines  
And you're such a  
**SWEETHEART**, too,  
This puppet (she's the  
**QUEEN of HEARTS**)  
Has come to play  
with you!





### INSTRUCTIONS

1. CAREFULLY PUNCH OUT ALL PIECES.
2. ATTACH ARMS AND LEGS TO PUPPET, USING BRADS. MATCH UP A - TO - A, B - TO - B, ETC.
3. BEND SKIRT AROUND WAIST AND LOCK TAB IN SLOT
4. CUT THREE PIECES OF THREAD, ONE FOOT LONG, AND ATTACH AS SHOWN IN DRAWING. HANDS MUST BE EVEN WITH NECK WHEN PUPPET IS HELD UP.
5. WIGGLE THE BAR AND YOUR PUPPET WILL DANCE FOR YOU.





With Love

To \_\_\_\_\_

From \_\_\_\_\_

Hallmark  
TOY CARD

Happy  
Birthday



Here's pretty  
Daisy Doll for you--  
Put her together and have fun, too--

She brings  
a Birthday wish your way  
For just the nicest kind of day.

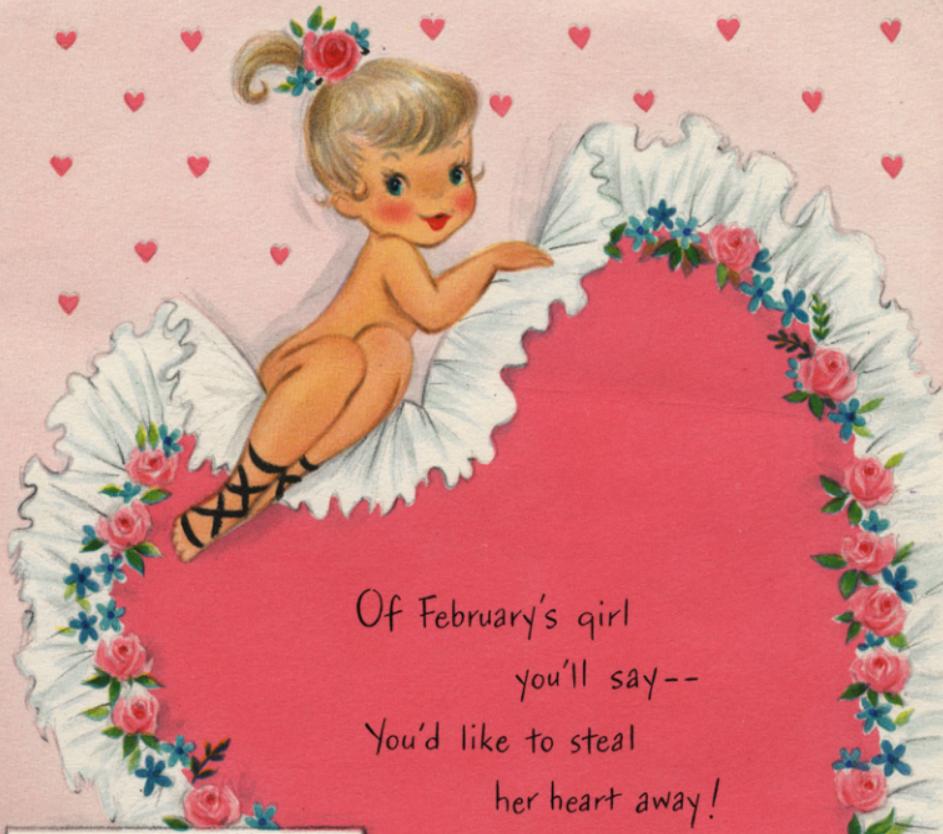
A  
Christmas  
Calendar  
for you

AND ALL THE BEST  
OF WISHES, TOO!

Here's January's girl  
for you  
With wishes for the  
whole year through!

1957      JANUARY      1957						
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		





Of February's girl  
you'll say--  
You'd like to steal  
her heart away!

1957 FEBRUARY 1957						
1	2					
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Here's March's girl --  
it's hard to scorn her --  
Especially on a  
windy corner!

1957 MARCH 1957						
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

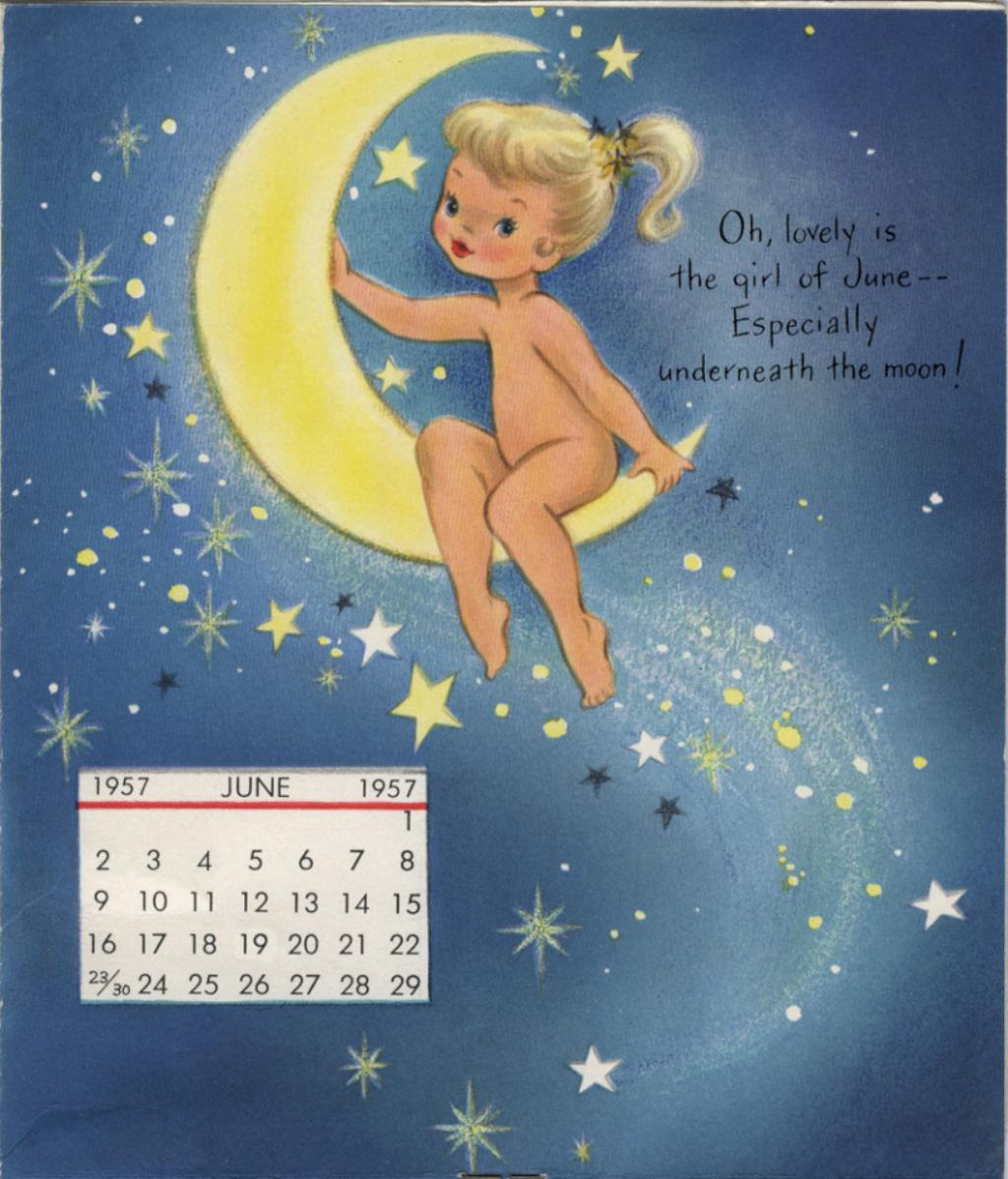
Though April's girl  
may break a rule --  
You'll find that  
she's no  
April Fool !

1957	APRIL	1957
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	
21	22	23
24	25	26
27	28	29
30		

1957	MAY	1957
1	2	3
5	6	7
8	9	10
11		
12	13	14
15	16	17
18		
19	20	21
22	23	24
25		
26	27	28
29	30	31



When first this  
May Day Queen is seen,  
You're bound to shout,  
"Long Live the  
Queen!"



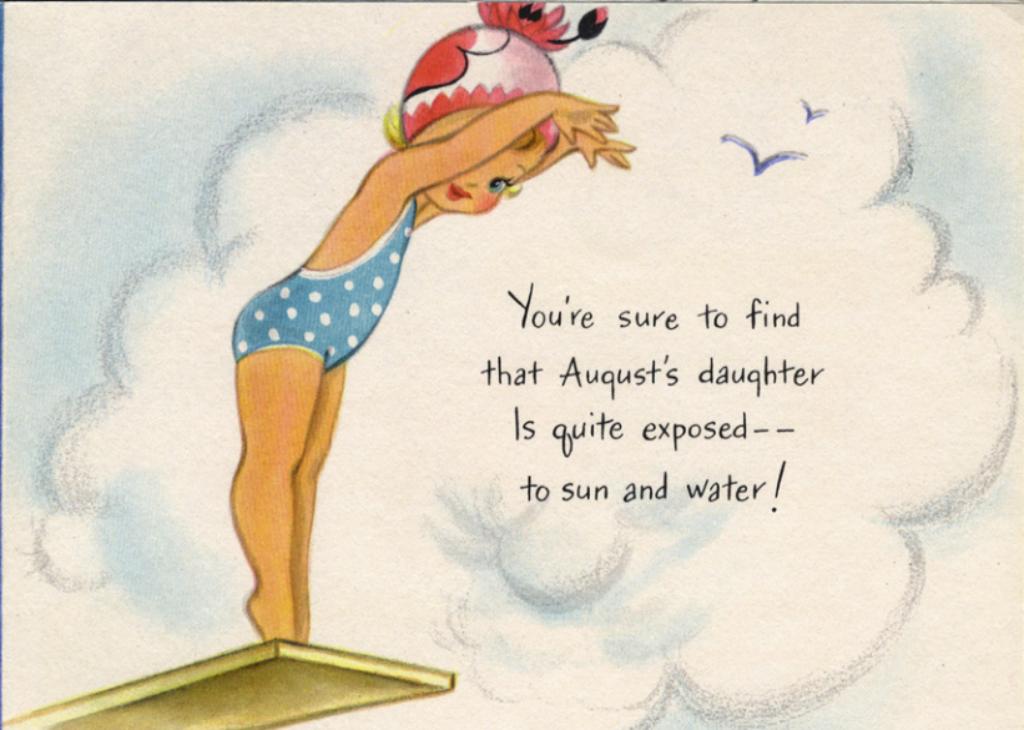
Oh, lovely is  
the girl of June--  
Especially  
underneath the moon!

1957	JUNE					1957
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24	25	26	27	28	29

1957	JULY					1957
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



July's young miss  
is quite a sight--  
Be careful though--  
she's dynamite!



You're sure to find  
that August's daughter  
Is quite exposed--  
to sun and water!

1957 AUGUST 1957						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



September's girl is full  
of learning--  
If it's for knowledge that  
you're yearning!



1957 SEPTEMBER 1957						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1957 OCTOBER 1957

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	
20	21	22	23	24
25	26	27	28	29
30	31			

I wonder why  
we've never seen  
A witch like this  
on Halloween?



1957 NOVEMBER 1957

	1	2
3	4	5
6	7	8
9	10	11
12	13	14
15	16	17
18	19	20
21	22	23
24	25	26
27	28	29
30		



November's girl somehow or other  
Far outshines her Pilgrim mother!



Although December's  
girl is shocking,  
She's really something  
in a stocking!

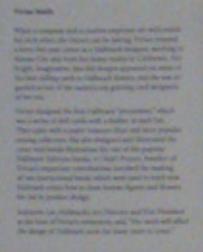
1957 DECEMBER 1957						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Vivian Smith

When a company and a creative employee are well-suited for each other, the impact can be lasting. Vivian enjoyed a forty-five-year career as a Hallmark designer, working in Kansas City and from her home studio in California. Her bright, imaginative, fanciful designs appeared on some of the best-selling cards in Hallmark history, and she was regarded as one of the nation's top greeting card designers of her era.

Vivian designed the first Hallmark "promotion," which was a series of doll cards with a feather in each hat. They came with a paper treasure chest and were popular among collectors. She also designed and illustrated the cover and inside illustration for one of the popular Hallmark Editions books, *A Child's Prayers*. Another of Vivian's important contributions involved the making of two instructional books which were used to teach new Hallmark artists how to draw human figures and flowers for use in product design.

Jeannette Lee, Hallmark's Art Director and Vice President at the time of Vivian's retirement, said, "Her work will affect the design of Hallmark cards for many years to come."



DRAWER	X
ARTIST	X
LETTERING ARTIST	X
DESIGN APPROVED	X
STOCK NO.	100-1000
STOCK DATE	6/1/64
ARTICLE	
LETTERING	
COLOR DESIGN	
EXHIBITION	





# A CHILD'S PRAYERS



*Beautiful Prayers*

*for Every Occasion*



A  
CHILD'S  
PRAYERS

*Beautiful Prayers for  
Every Occasion*

With Color Illustrations  
by VIVIAN SMITH

Selected by Bette Bishop



---

HALLMARK EDITIONS

*Teach Me to Pray*

Lord, teach a little child to pray,  
And then accept my prayer,  
Thou hearest all the words I say  
For Thou art everywhere.

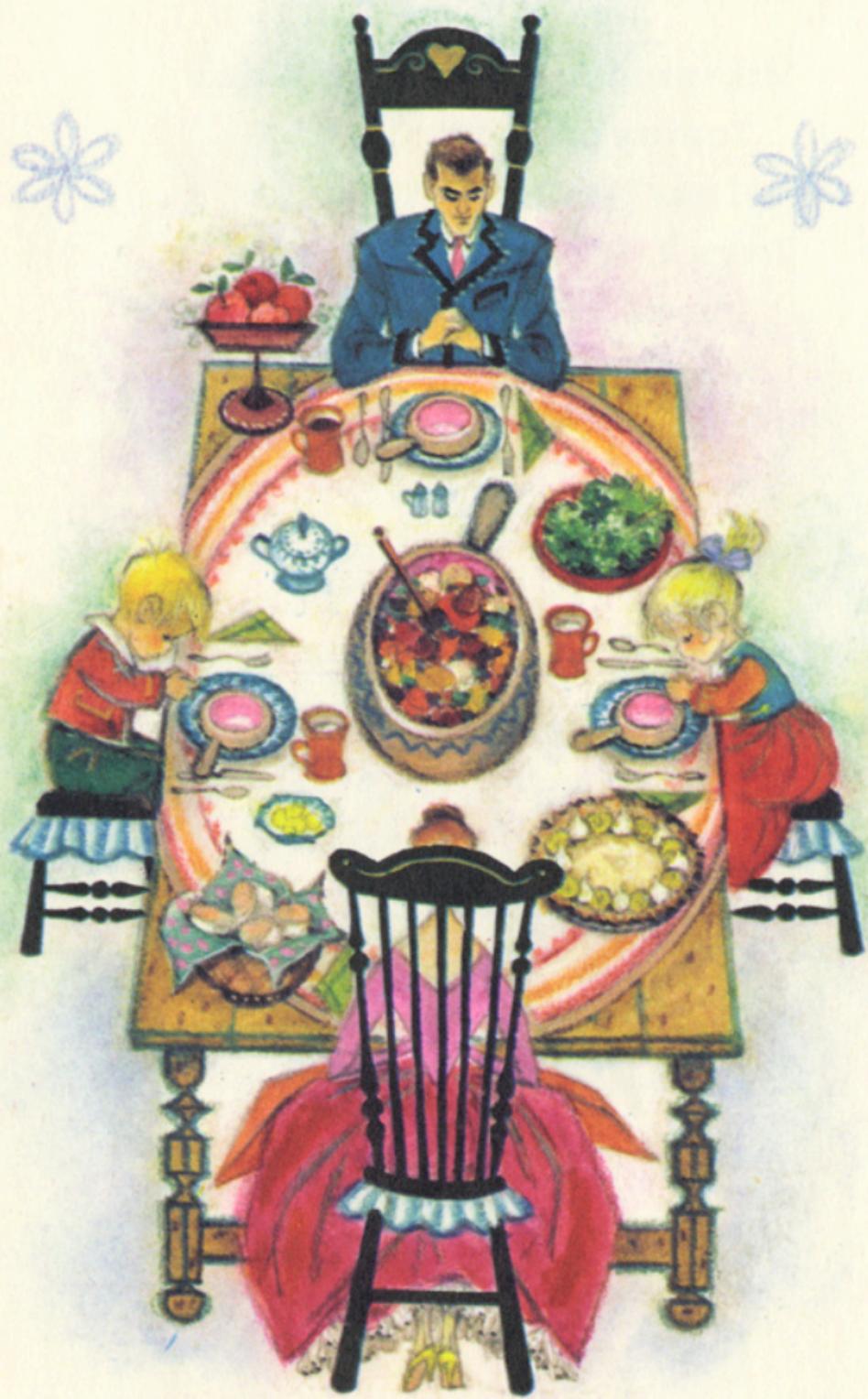
A little sparrow cannot fall  
Unnoticed, Lord, by Thee;  
And though I am so young and small  
Thou dost take care of me.

Teach me to do the thing that's right,  
And when I sin, forgive;  
And make it still my chief delight  
To serve Thee while I live.

Amen.

Jane Taylor









Vivian Smith

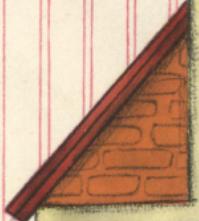
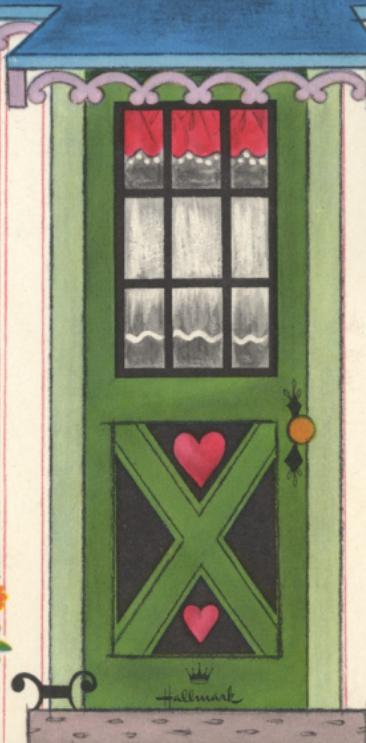


**THE  
PAPER DOLL  
PLAYHOUSE**

Full Of Fun For A  
Nice Girl



VIVIAN SMITH



100  
© HALLMARK CARD INC.  
KANSAS CITY, MO

VIVIAN SMITH



front side



back side



T  
WO BABIES  
FOR  
THE  
PRICE  
OF  
ONE

(Well, almost)

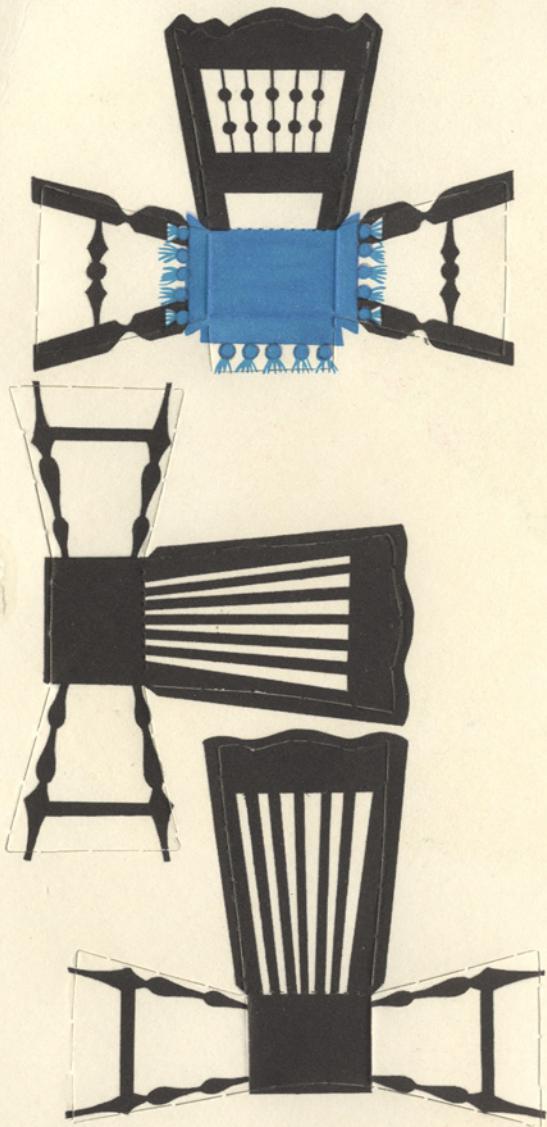
"Hooray!"  
What a surprise  
In happy feet upon.



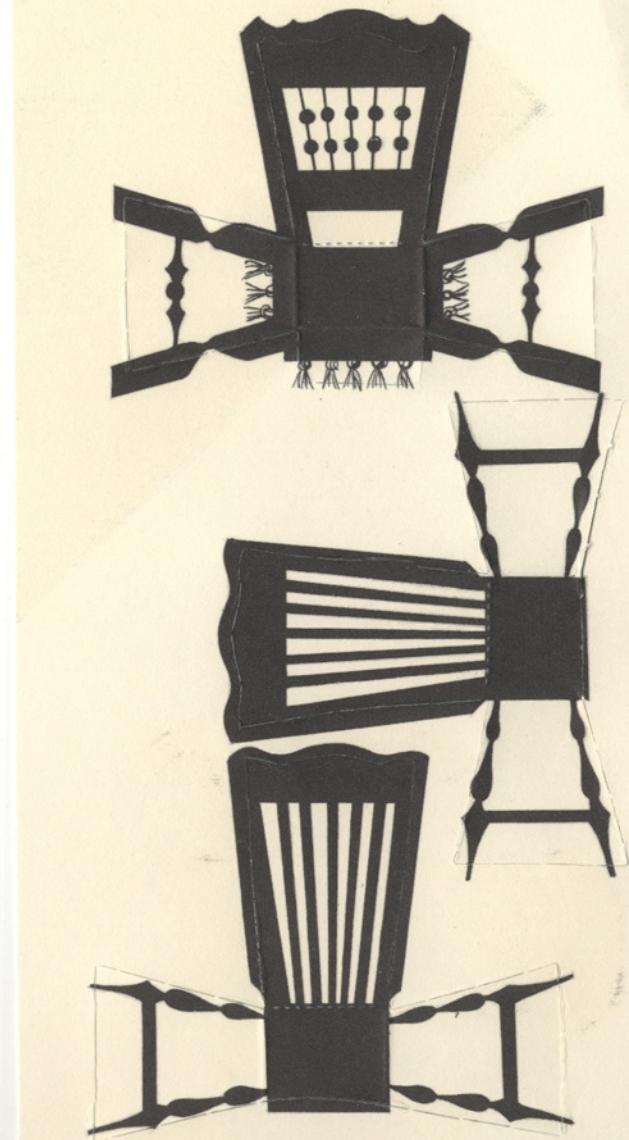
CONGRATULATIONS

Mr & Mrs. Ford Bosman,

front side



back side





*A Christmas Wish*  
FOR YOU

WELCOME TO  
OUR HOME

DEC.  
25



*For My Husband*

WELCOME TO  
OUR HOME

DEC.  
25

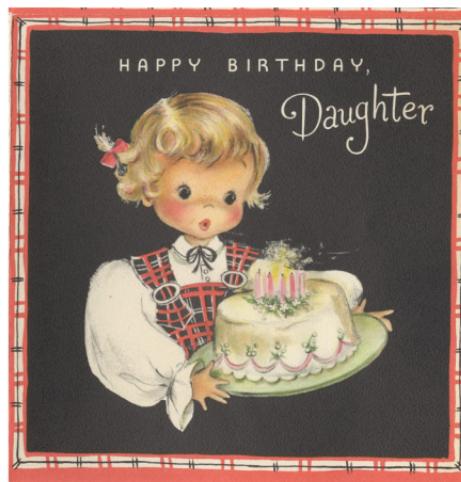
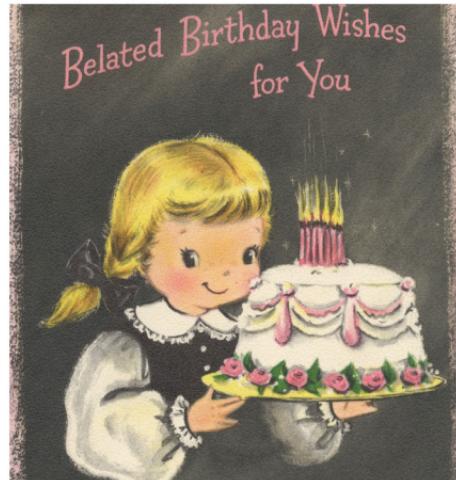


To my **HUSBAND**  
who brings home the bacon,

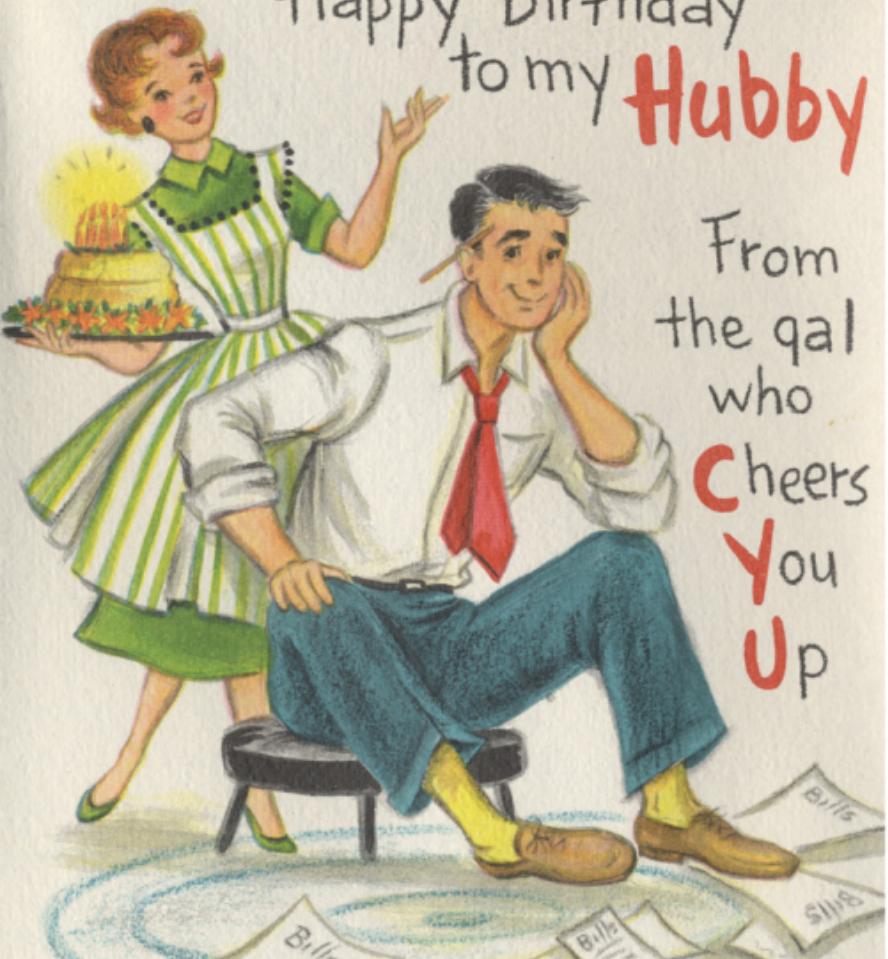


To SISTER AND HER HUSBAND





Happy Birthday  
to my **Hubby**



From  
the gal  
who  
**Cheers**  
**You**  
**Up**

AND SURE IS GLAD SHE'S YOURS!



Low  
Loy

IS PUT OUR HEADS  
TOGETHER NOW

TO MAKE THIS WISH  
FOR YOU!

Happy Birthday

*Jacklyn Lee of Pleasanton, CA*

When it comes to lovin'

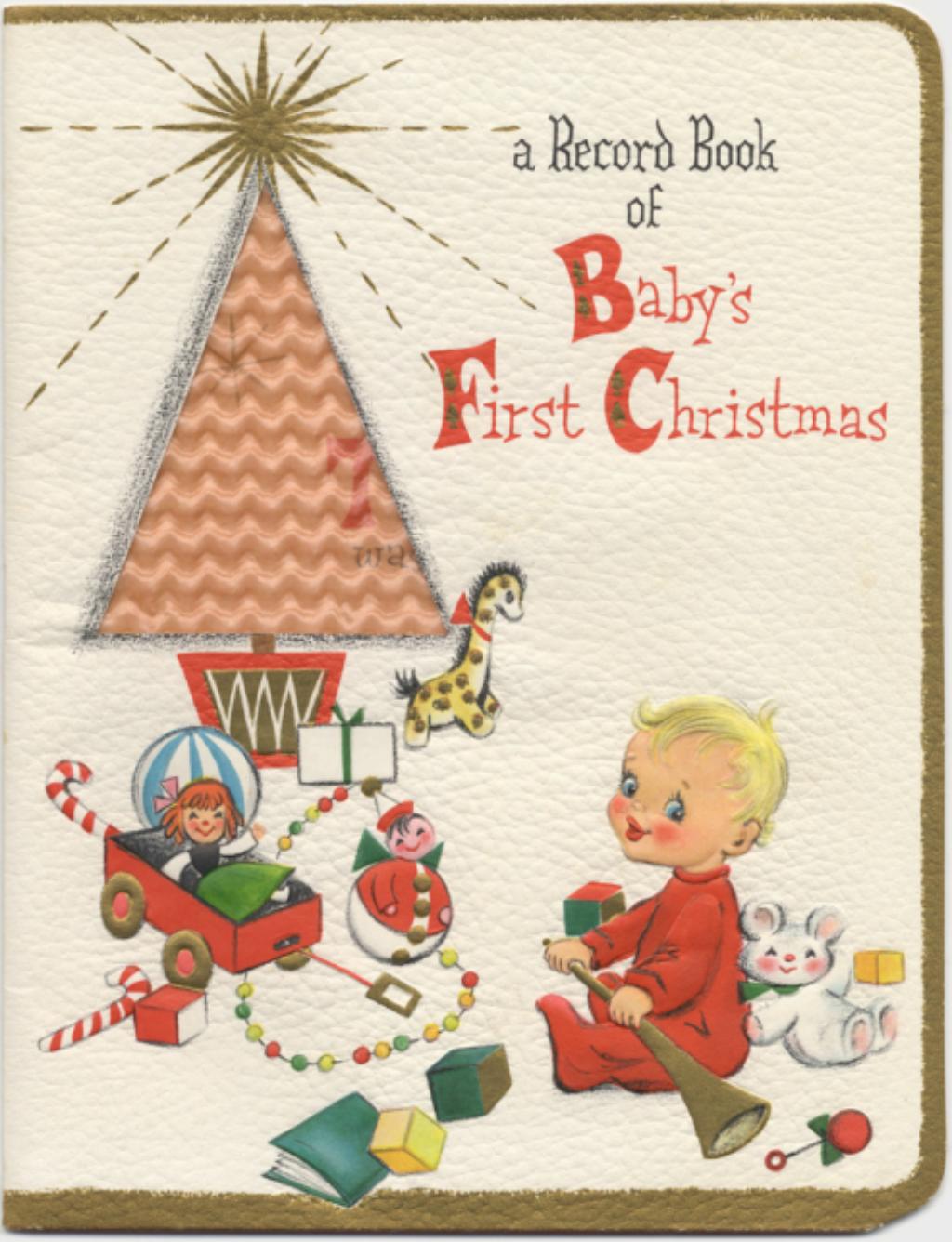


THAT SWEET MAN OF MINE!

HAPPY  
BIRTHDAY



all my love Always  
Beg.



a Record Book  
of  
**Baby's**  
**First Christmas**

Merry  
Christmas



from GRANDMA + GRANDPA -  
Ko JET IN



The house  
was aglow\*\*



And

here is a Record of that Christmas Day  
And how Extra-Happy it was, every way!



SNAPSHOTS and PICTURES  
of Christmas-time fun.

And things Baby did  
On that very first one!

# Presents\*\*\*

Presents  
that Santa  
Left under  
the Tree  
That made Baby's  
Christmas  
As nice as could be!



Baby's reactions and things  
to remember

That happened that first  
25th of December!

TREE:

MUSIC:

CANDLES:

GIFTS:

PEOPLE:



Baby's Christmas Dinner:

Things Baby Did:

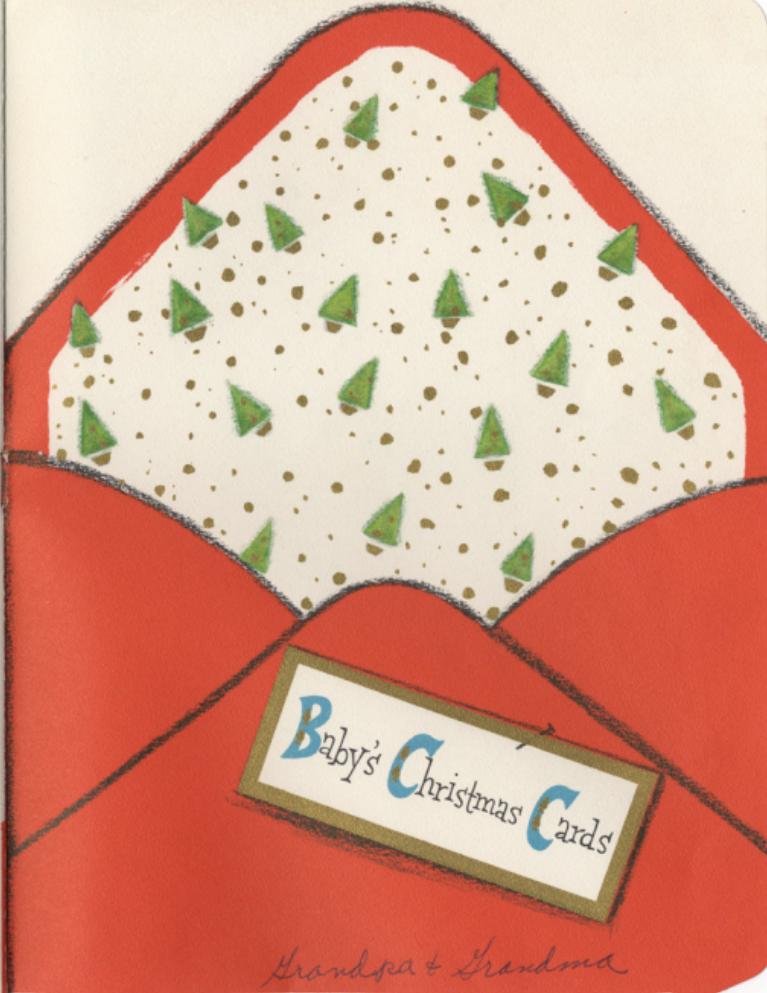




These Christmas Cards  
brought everyone  
lots of fun



'Cause Baby's  
own name was  
inscribed on each one!







Viv  
2