

K Gene Smith (1918-1995) Papers, 1941-1995
1347 0.25 cubic feet

This collection is available at [The State Historical Society of Missouri-Research Center, Kansas City](http://www.shsofmo-kc@umsystem.edu). If you would like more information, please contact us at shsofmo-kc@umsystem.edu.

INTRODUCTION

The papers primarily consist of a collection of *Hallmark Military News* employee newsletters from 1941-1946. Also included are brief correspondence, an issue of *The Noon News* Hallmark newsletter, and a remembrance of Smith.

DONOR INFORMATION

The papers were donated to the State Historical Society of Missouri by Randy L. Smith on 5/18/2015 (Accession No. KA2278).

HISTORICAL SKETCH

Gene Smith, a Kansas City native, worked for Hallmark for forty-four years. Smith served in the U. S. Naval Reserve, reporting for active duty in 1941. He was honorably discharged in 1951. After the war, he returned to Hallmark in the company's sales division and relocated to southern California.

The Hallmark Military News was a monthly newsletter published by Hall Brothers, Inc., from 1941-1946 and mailed to all service people who, at the time they enlisted, had been employed by Hallmark. It contained company updates, biographical information on Hallmark employees involved in the war effort, and other news worldwide. The newsletter was created by company pioneer Charles S. Stevenson in 1941 to keep employees in the military up-to-date on company issues, keep in touch with those at home, and show appreciation for the service people. The publication reappeared in 1967-1968 to serve those involved in the Vietnam War.

Kansas City journalist Betsy Cronkite (wife of news correspondent, Walter Cronkite) served as editor of *The Hallmark Military News* from 1943-1945, overseeing twenty-eight issues of the newsletter, which reached more than four hundred service people.

SCOPE AND CONTENT NOTE

The papers primarily consist of approximately sixty issues of *The Hallmark Military News* dated from 1941-1946, which were removed from a bound notebook. The papers include a 1986 issue of *The Noon News* that discusses *The Hallmark Military News* and its editor, Betsy Cronkite. The papers also include correspondence and a memorial to Smith following his death in 1995. The papers are arranged in chronological order.

PREFERRED CITATION:

Specific item; box number; folder number; *Gene Smith (1918-1995) Papers (K1347)*; The State Historical Society of Missouri Research Center-Kansas City [after first mention may be abbreviated to SHSMO-KC].

FOLDER LIST

- f. 1 *The Hallmark Military News*, 7/1941-12/1943
- f. 2 *The Hallmark Military News*, 1/1944-6/1946
- f. 3 *The Noon News*, correspondence and memorial, 1986-1995

LOCATION NOTE

The materials in this collection are stored offsite (136526) and will need to be retrieved before viewing.

SUBJECT TERMS

Hallmark Cards, Inc.
Newsletters – Missouri – Kansas City
World War, 1939-1945