



Hallmark: A Century of Caring

Patrick Regan

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100 years that crafted an iconic American company

A century ago, the Halls were a poverty-stricken family trying to make their way in a small Nebraska town. Today, they are a golden example of a family that has created a groundbreaking company. *Hallmark: A Century of Caring* is the inspirational story of an American dream brought to life through hard work, strong values, and a genuine care for both employees and customers.

Beginning with a heartfelt introduction from famed poet Maya Angelou, the reader is taken on a journey that follows the Hall family from Norfolk, Nebraska, to Kansas City, Missouri, the eventual home of Hallmark. Through boom times, war times, and the Great Depression, the company grew and flourished, always with the belief that its products and services must enrich people's lives. One hundred years after Joyce Hall first stepped off of the train in Kansas City, Hallmark is poised and ready for the future. This book is an enduring salute to the company and a historic journal of a truly iconic American company.

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