



the art of Gift Wrapping*

"The Added Touch That Means So Much"



TWENTY FIVE CENTS


Hallmark
Cards



THOUGHTFULNESS IS THE TRUE

By Kaye King



Hallmark

Gift Wrapping Stylist

GIFT IN ANY PACKAGE

Since time began, a gift has been the accepted way for man to show his friendship, kindness or love. A gift speaks the language of thoughtfulness, and that in itself is the most precious gift of all.

If gifts are the language of thoughtfulness, surely gift wrappings are the punctuation marks; and the way you use them is an

important part of the story you want to tell . . . the story of your thoughtfulness.

We hope this book will help you express your thoughtfulness in a beautiful way . . . a way that will be individually yours. One that will immediately say to the receiver, "I did this myself, especially for you."

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**IT ISN'T MAGIC!
IT ISN'T A
MIRACLE!**

There's a complete array of Hallmark Gift Wraps ready to assist you . . . for every gift-giving occasion . . . and for every person on your list.

Once you have the right materials, and once you understand the few simple steps covered in this book, you'll find that gift wrapping is no trick at all.

Supplied with Hallmark gift wraps, tags, seals, gift trims and ribbons, you will be able to wrap gifts as glamorous as any you have ever seen.





IT'S EASY! IT'S FUN!

Beautifully wrapped gifts are easily created, but they can't just happen. You'll learn how much fun it can be to gift wrap if you keep in mind a few basic steps.

Keep your wrapping supplies together in an empty box or any portable container.

When gift wrapping, select a place which affords ample work area.

Remember to include a matching tag or an enclosure card with each gift.



WRAPPING THE BOX

Choose a design to suit the gift, fit the occasion, or compliment the personality of the receiver.

- a. RECTANGULAR WRAP.** Estimate the amount of paper you will need, allowing at least half an inch overlap on the back and sides.

Center the design on the front of the box, bring the paper around and secure on the back with tape, paste or seal (Fig. 1).

Fold the paper at the ends, bring the side flaps toward the center. Fold the remaining flap up. Secure (Fig. 2).

- b. SEPARATE LID WRAP.** Cut the paper to a size that will fold over the ends and sides of lid. Bring the paper over the sides and secure (Fig. 1).

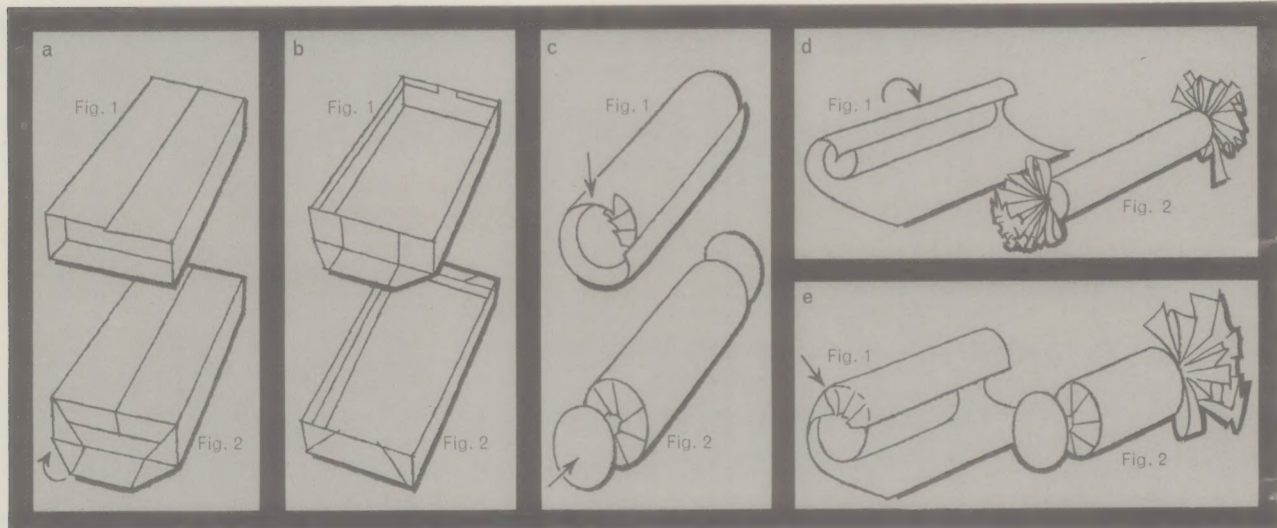
lap at the top and bottom.

Wrap the paper around the cylinder. Secure. Crease down the overlap at the ends (Fig. 1). Spread paste on edges of the circles and attach to the top and bottom (Fig. 2).

- d. 'SNAPPER' WRAP.** Roll the box in paper which is long enough for the ends to be gathered and tied (Fig. 1).

Tie the ends and fringe them, giving the package the appearance of a "snapper" used at children's parties (Fig. 2).

- e. FLARED CYLINDER WRAP.** For a combination of **c** and **d**, trace the end and



Fold the remaining flaps up and over the ends of the lid. Secure (Fig. 2).

The bottom of the box is wrapped in the same manner as the lid.

- c. CYLINDER WRAP.** For a fitted wrap, trace the ends of the cylinder on the gift paper and cut out two circles. Cut a piece two inches longer than the box for over-

cut out one circle. The paper which goes around the box must be long enough to overlap at the bottom and extend above the package to be gathered and tied (Fig. 1).

A GIFT WRAP TIP. To conceal cellophane tape, form a ring of tape sticky side out. Apply this ring to the underside of the paper and press to the package.

These are the five basic gift box shapes.



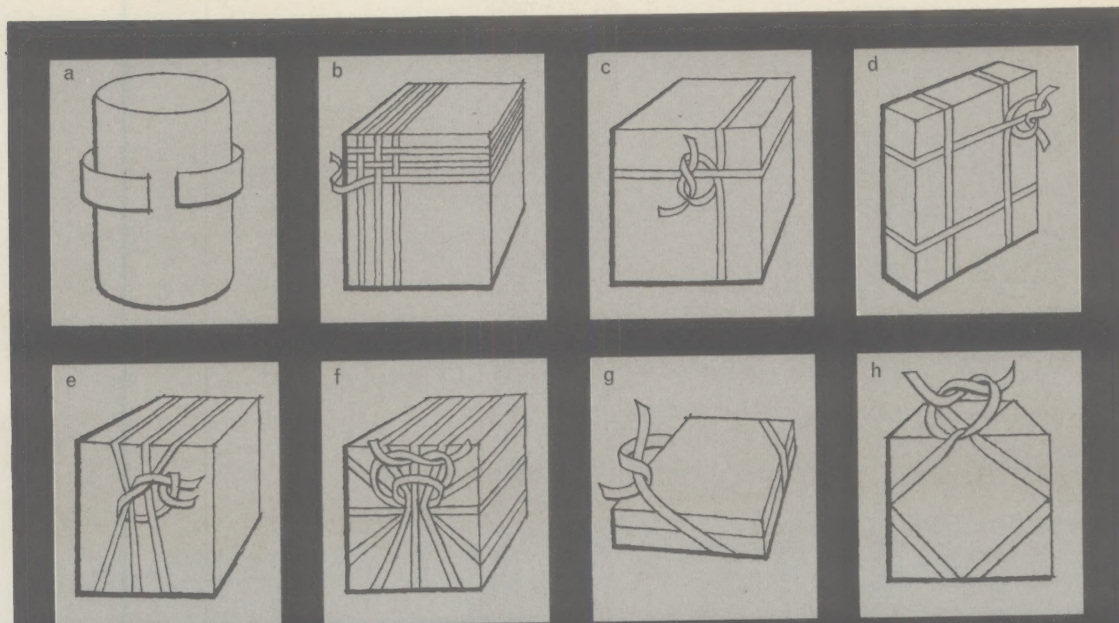
TRIM IT WITH A RIBBON

These packages are now ready for the bow or other decorations.



Choose a color of ribbon to compliment the paper.

- a. **WRAP AROUND.** Wind the ribbon around the gift box once. Cut and secure.
- b. **BASKETWEAVE.** Wind three ribbons around the length of the box. Fasten ends. Weave three ribbons between the stationary ones. Secure.
- c. **CRISS-CROSS.** Hold one end of the ribbon on top of the box. Wind the ribbon around lengthwise, cross the ribbon at the starting point and wind around the width. Fasten at starting point.
- d. **DOUBLE CRISS-CROSS.** Follow instructions in **c** and repeat, forming two criss-crosses.
- e. **SINGLE HOURGLASS.** Wind two or more bands around box. Tie together and separate the bands at the edges.
- f. **DOUBLE HOURGLASS.** Follow instructions in **e** then wind the ribbons around in the other direction. Fasten the bands together on the front and separate at the outer edges.
- g. **CORNER CROSS.** Hold the end of the ribbon at one corner. With the other hand, wind the ribbon in a clockwise direction . . . over a corner, under the next, over, then under and back to the starting point. Secure the ends.
- h. **DOUBLE CORNER CROSS.** Tie the ends for a single CORNER CROSS. Reverse the direction. Wind the ribbon around the box in a counter-clockwise direction. Secure the ends at the starting point.



ANYONE CAN TIE A BOW!

The bows appearing on the packages below will be found on Pages 9, 10, and 11.

Hall Sheen or Curl Sheen ribbon need only

be moistened and pressed together to stick.

These ribbons split evenly and will curl

when drawn against a dull blade.



KNOTLESS BOW

Cut the following lengths of Hall Sheen: four 13", two 11", two 10", and one 4". Moisten ends of 13" strip and press to center (Fig. 1-a). Repeat with other 13" strips and attach to first (Fig. 1-b).

Attach the 11" and 10" strips (Fig. 2).

Moisten the ends of the 4" strip, press to the center and attach. Add streamers (Fig. 3). For a fluffier bow as pictured at left cut strips all the same length and add as many loops as desired.

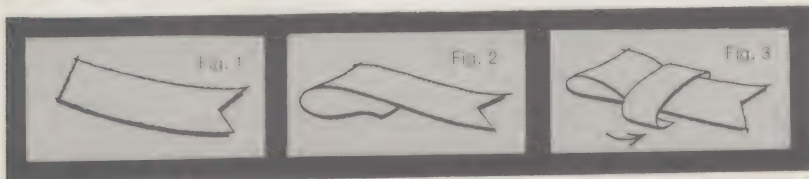


TAILORED TIE

Make a fish tail cut on one end (Fig. 1). Fasten the other end to the reverse side of the ribbon, forming a loop and leav-

ing a "tail" (Fig. 2).

Wrap ribbon around the base of the bow and secure on the back (Fig. 3). Add more loops if desired.



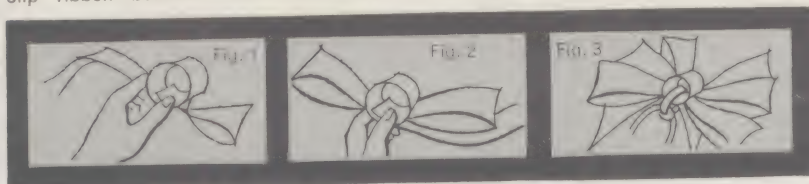
LOOP AND TWIST BOW

Wrap ribbon around thumb. Holding "thumb loop" between thumb and forefinger, twist the ribbon a half twist. Form a loop (Fig. 1).

finger. Twist again to form another loop (Fig. 2).

Make desired number of loops, twisting tightly at the center each time to insure a small center in the bow. Pass a narrow ribbon through the "thumb loop" and tie (Fig. 3).

Slip ribbon between thumb and fore-



SPIRAL BOW

Cut the following lengths of inch-wide Hall Sheen: 7 1/2", 10 1/2", 13" and 15".

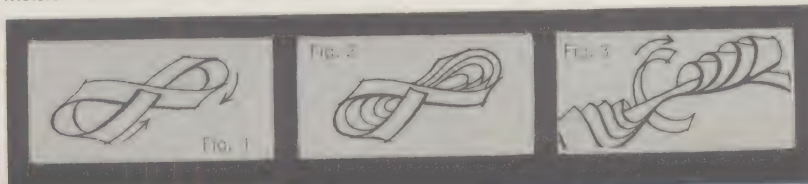
Form a "figure eight", keeping the same side of the ribbon always toward you.

Moisten and stick the ribbon together at

the starting point (Fig. 1).

Repeat with the other ribbon lengths, and stick the "figure eights" together at the center (Fig. 2).

Turn the bow over, and wrap a 2" strip of narrow ribbon around the center of the bow.



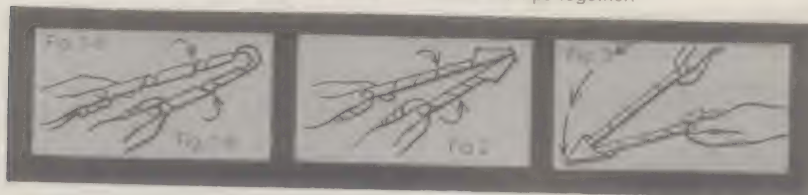
RIBBON ROCKET

Using inch-wide ribbon, cut 12" strip. Hold one end in each hand, thumbs up and two inches apart.

Rotate until shanks tighten (Fig. 2). Hold

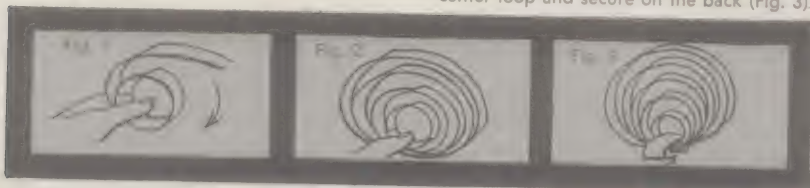
the ends four inches apart. Rotate the rocket point down and toward the body using a wrist motion until the shanks become taut (Fig. 3).

Fasten the tips together.

**CIRCLE BOW**

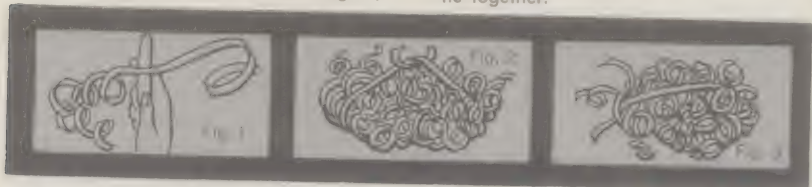
Make a small circle of ribbon around the thumb (Fig. 1).

Add other circles, each slightly larger, until the bow is the desired size (Fig. 2). Pass a short strip of ribbon through the center loop and secure on the back (Fig. 3).

**SNOWBALL BOW**

Cut three yards of Curli Cue, Hall Sheen, Curl Sheen or a tinsel type ribbon. Curl the entire length by drawing the ribbon along the edge of a dull blade (Fig. 1).

Bunch the curls to form a ball. Tie (Fig. 2). Tie the stray curls into the bow (Fig. 3). To make a multicolored bow, curl the lengths of several colors of ribbon and tie together.

**RIBBON ROSE**

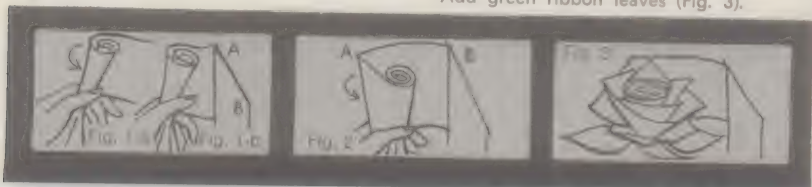
Cut 20" strip of ribbon. Roll one end into a tight core (Fig. 1-a).

Fold the ribbon toward you at a right angle. Crease the fold from A to B (Fig. 1-b).

Rotate the core placing B at the top of the rose (Fig. 2).

Repeat Fig. 1-b and Fig. 2 until the rose is the desired size.

Add green ribbon leaves (Fig. 3).



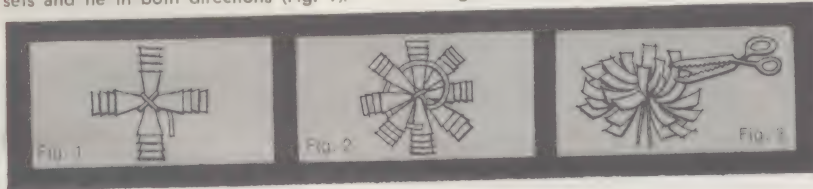


CARNATION

Cut four petals of each of these sizes: 4", 3", 2 1/2" and 1 3/4".

Put in sets of four with the largest on the bottom, the smallest on top. Cross two sets and tie in both directions (Fig. 1).

Add other two sets and tie. Weave the ribbon between sets each time before tying (Fig. 2). Lift all the small petals, then the next layer, etc., until all petals stand up. Trim with pinking shears or fringe with scissors (Fig. 3). Add leaves.



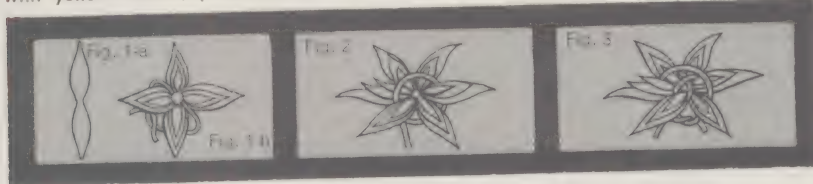
POINSETTIA

Cut three petals of each of these sizes: 3", 2 1/2" and 2" (Fig. 1-a).

Arrange petals in sets of three, largest on bottom. Tie a knot in a strip of yellow ribbon. Cross two sets and tie together with yellow ribbon, placing the knot in

the center (Fig. 1-b).

Tie on third set of petals (Fig. 2). Separate all the petals by tying across the flower in all directions (Fig. 3). Lift all the small petals, then the next layer, etc., until all petals stand up. Add green leaves.

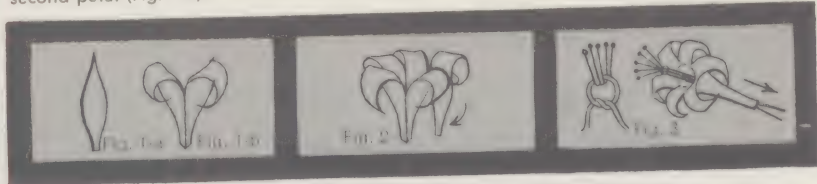


LILY

Using Hall Sheen ribbon, cut six petals (Fig. 1-a). Curl petal by drawing between thumb and a dull blade. Moisten edge of petal toward the narrow end and stick to second petal (Fig. 1-b).

Add remaining petals in the same manner (Fig. 2).

Cut narrow strips of yellow ribbon, knot the ends and fold in center. Tie narrow ribbon around the center fold and draw ends of the tie down through the center of the flower (Fig. 3). Add green leaves.

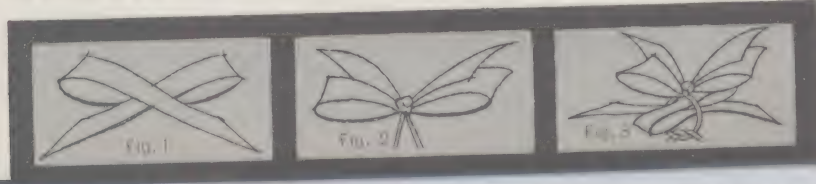


VIOLET AND SHOESTRING BOW

Use two 7" strips of ribbon. Cross one 7" strip (Fig. 1).

Tie a knot in a 9" strip of yellow ribbon.

Place knot in the center of the cross and tie (Fig. 2). This is a SHOESTRING BOW. Cross ends of other 7" strip. Tie to the first, forming a cross (Fig. 3). Add pointed green ribbon leaves to the violet.





a



b



c



d

WRAPPING THE GIFT WITHOUT A BOX

An odd-shaped present may pose a problem when there's no gift box, but with a little imagination you can turn it into a real conversation piece!

- a. WITCH'S FACE.** Disguise the shape by crushing newspaper around gift. Place the newspaper — gift inside — on a sheet of white paper. Bring the edges to the top, and tie.

Cut a circle for the hat brim. Paste a tall cone to the brim, attach eyes, nose, mouth and Curl Sheen ribbon for hair.

- b. CLEANING COUPLE.** The girl is made of wet mop and broom, handles tied together; the boy, of dustmop and dustpan (Fig. 1). Brown paper bags, slipped over the tops serve as faces (Fig. 2).

Paste on features. Cover the handles and tie a bow under each chin. Form rolled paper arms and attach. Gather paper in girl's skirt and attach with LOOP AND TWIST bow (Page 9).

Make cone-shaped vest and insert brass brads for buttons. The coat is a triangle of paper fastened to the neck. Attach pocket flaps to coat. Put vest, coat and white paper spats on the boy.

- c. LITTLE GIRL SPOON.** Make a cone of gift paper for the skirt (Fig. 1).

Attach apron, roll paper arms and LOOP AND TWIST bow (Page 9). Glue on Curli Cue hair, features and VIOLETS (Page 11).

HOUSE. Cut off the two long flaps of a shipping box. Cut short flaps to points (Fig. 2).

With a dull knife crease a piece of cardboard in the center. Cover with plain paper for roof. Cover the box in patterned paper. Paste on windows and door. Cut wedge shapes in the bottom of chimney (small box), to fit the bridge of the roof.

- d. BELL.** Cut a stiff cardboard circle 2" larger in diameter than the jar or bottle. Place circle on a sheet of foil paper, place jar on circle. Bring edges of foil to the top and tape.

Crush foil to the jar. Top with LOOP AND TWIST bow (Page 9).

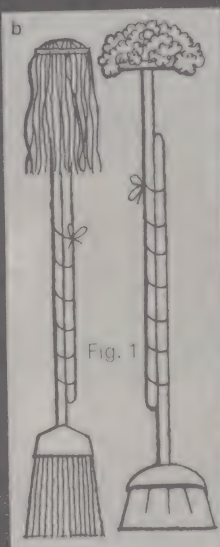
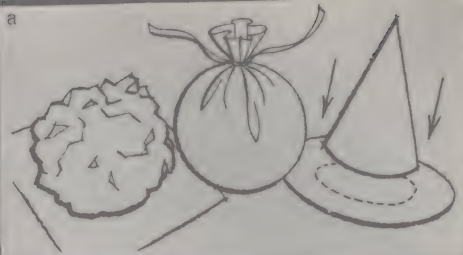


Fig. 1

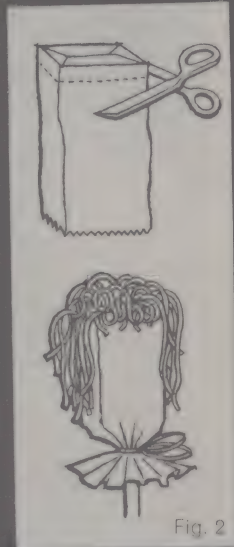


Fig. 2

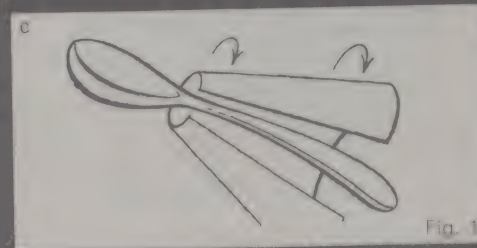


Fig. 1

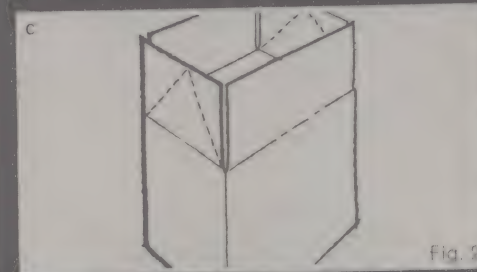
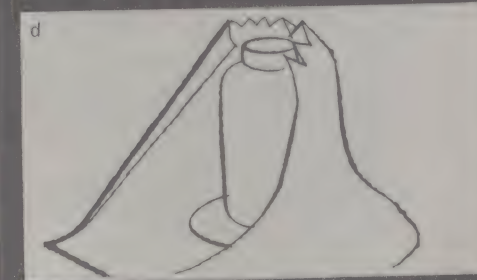


Fig. 2





a

DUETS AND SILHOUETTES

A Hallmark Duet is a combination of two gift papers. A Hallmark Silhouette consists of two or more papers used together to form a design.

- a. **APRON.** Wrap the box with patterned paper under the plain. Cut out the shape of an apron. Attach ribbon for apron strings and neckpiece. Cut daisies from left-over paper and glue on. Add scalloped trim.
- b. **BIRTHDAY DUET.** Wrap one-third of the box in plain paper and the rest in designed. Attach a **TAILORED TIE** (Page 9).
- c. **MASK.** Wrap the box in patterned paper and gold foil. Cut out mask. Paste on eyes and twisted paper handle. Cut ferns and butterflies from left-over paper and attach with **LOOP AND TWIST** bow (Page 9).
- d. **NEWSPAPER.** Put white paper on front of the box, real newspaper and black paper where they will appear. Wrap box in red. Cut out spectacles, eyes and newspapers.
- e. **MITTENS.** Wrap box with both green paper and patterned. Cut out mitten shapes. Glue cotton at wrists for fur. Add **SHOESTRING** bows (Page 11). Cut roses from left-over paper and paste on.
- f. **CAT.** Wrap the box in both plain paper and designed. Cut out cat. Paste on eyes, mouth, nose, gold foil whiskers and claws. Add **SHOESTRING** bow (Page 11).
- g. **BIRD.** Wrap box in both floral paper and plain. Cut out the bird silhouette. Paste on mouth, eyes and feet. The tail is shredded paper pasted on.



b



c

h. DRUM. This wrapping reveals a hint of the record inside. White and black paper are attached to box top, then the box is wrapped in gold. Cut out the drum. Diamond shapes and black dots are pasted on. Drumsticks are twisted paper strips with crushed foil tips.

i. STAR DUET. Wrap the package first in silver foil, then in the checkered pattern. The tri-

angular cut is made in the top paper. Attach ribbon "tails" to star and put on the box.

J. GOLF GREEN. Put the green paper underneath the decorative paper. Cut out the shape of a golf green. Twist white paper in a tight roll for the flagpole or use a drinking straw. Add a triangle of red paper for the flag, wads of paper for golf balls, and a LOOP AND TWIST bow (Page 9).



FOR LADIES ONLY



- a. FLOWERS AND BUTTERFLIES.** Shred the petals of carnations (Page 13) sharply with scissors. Butterflies are cut out of left-over paper and pasted on.

CLOCK. Paste on black paper ring to indicate the face. Paste on 12 dots or numerals. Attach gold foil hands and a LOOP AND TWIST bow (Page 9).

- b. SWEET VIOLETS.** See page 11 for directions for making the VIOLET. Glue flowers to top of box.

a



b



c

- c. **GLOVES.** Trace the shape of gloves on gift paper. Cut out four shapes, two with the thumb on the right, two with the thumb on the left. Glue edges together with real gloves inside. Attach flowers cut from left-over paper and LOOP AND TWIST bows (Page 9).

COY ANGELS. The hexagonal package is wrapped in the same manner as a cylindrical shape (Page 4). Tie a ribbon around the package and a LOOP AND TWIST bow (Page 9). Tie on the gift tag.

- d. **STARS.** A KNOTLESS bow (Page 9) becomes more enchanting when little peaks extend beyond the loops. For this effect, cut two diagonal slits at outer edges of each loop.

- e. **DAISIES.** Wrap a strip of ribbon around the package and tape. Cut butterflies and flowers out of left over paper and paste on top of the patterns, lifting the parts to give a three-dimensional effect.

- f. **GOLDEN BOOT.** Wrap this Hallmark Silhouette first in gold, then patterned paper. Cut out boot. Paste ruffled pink paper at the top. Gather net and attach. Add RIBBON ROSES (Page 10). Add SHOESTRING bow (Page 11).



d



e



f

GENTLEMEN PREFER

It is clever to choose a paper to suit the gift.

- a. **DACHSHUND.** This wrap might contain socks, a scarf or sweater. Wrap as a cylinder (Page 4). Paste on cone-shaped head, ears, eyes, mouth and twisted paper tail. Add LOOP AND TWIST bow (Page 9) and legs.
- b. **FISHING FLIES.** Tie a multicolored LOOP AND TWIST bow (Page 9) and attach additional gifts . . . an assortment of real plugs and flies.
- c. **PIPES.** If the gift is tobacco, use paper with a smoking motif. Attach CIRCLE bow (Page 10).
- HELICOPTER.** The cargo the helicopter is carrying is a pipe. Wrap stiff paper around the pipe. Cover with gift paper, overlapping the edges at top and bottom. Cut shapes to fit the top and lower portions and paste on. Cut blades of stiff paper. Attach one end of pipe cleaner to blades, other end to the top of the pipe. Add windows and KNOTLESS bow (Page 9).
- d. **CHESS.** Tie on a LOOP AND TWIST bow (Page 9).



a



b



c

- d. DOMINO.** Wrap an elongated package in shiny black paper, paste on white dots and a center bar. Add LOOP AND TWIST bow (Page 9).
- e. NECKTIE.** Tie the ribbon on any long, narrow box with a necktie knot.
- SHIRT AND VEST.** Wrap the box in plain paper. Paste on white collar. Cut out the two sides of the vest so that the stripes meet. Attach to box. Paste on pocket flaps, real buttons and ribbon necktie. Tie pin is a hat pin in a scrap of net.
- f. GOLF BAG.** Wrap cardboard around the golf bag. Cover the package with gift paper, following the procedure for a cylindrical wrap (Page 4). Tie ribbon around the bag at the top and bottom. Attach handle to both. Tie a LOOP AND TWIST bow (Page 9) at the junction of the ribbons.
- GOLF BALLS.** Wrap individual ball as the WITCH package (Page 13). Paste on features.



d



f



e

LITTLE FOLKS LIKE GAY THINGS



a

- a. **COWBOY.** Cover the top of the box in plain paper, the middle in patterned, and the bottom in black. Paste on features, rolled paper arms, and brown paper chaps. The scarf is a triangle of paper fastened at the side. Cut belt and buckle of black, paste on. Cut hat and attach to the top of box.
- b. **BLOCK.** Wrap the box in plain paper. Paste squares of other colors on four sides. Cut out and paste black frames around each side. Cut six letters out of patterned paper and paste one on each side. Attach LOOP AND TWIST bow (Page 9).
- c. **STORK.** Place white paper on box top. Place red paper under bill. Wrap box in patterned paper. Cut out stork. Paste on eye, legs, feet and shredded paper tail. Attach LOOP AND TWIST bow (Page 9).
- d. **HOUSE.** The toy trumpet and doll are wrapped in their own dollhouse (Page 13).



b



c



d

- e. **BABY DOLLS.** A child's fork and spoon are wrapped as babies (Page 13). For the bonnets, cut out scalloped circles. Attach Curl Sheen curls and LOOP AND TWIST bows (Page 9).
- f. **KITTEN.** Cover the top of the box in black, the bottom in a pattern. Cut a black circle for head. Attach to box. Tape on triangular ears, star eyes, mouth, shoulder straps, pocket, arms, feet and tail. Twist white paper for whiskers. Add LOOP AND TWIST bow (Page 9).
- g. **HAT BOX.** Wrap the lid in patterned paper, lower portion in plain paper (Page 4). Add a LOOP AND TWIST bow (Page 9).

PAPER DOLL. Often a second gift can decorate a package. Use a LOOP AND TWIST bow (Page 9) and attach a Hallmark Paper Doll.

- h. **SPACE CADET.** Wrap box in space cadet paper. Attach RIBBON ROCKETS (Page 10) and LOOP AND TWIST bow (Page 9).

PIRATE. Wrap the box in brown. Attach the features. Cut out hat and earrings. Attach. The Jolly Roger is of white paper, pasted to the hat.

COWBOY. Use a lariat on the cowboy paper. Braid three strips of ribbon and fasten the lariat loop over the corner of the box.



e



f



h



g



a



b



c

WEDDINGS, SHOWERS, AND ANNIVERSARIES

- a. **LILIES AND BLUE VIOLETS.** See instructions for these flowers on Page 11.
- CRYSTAL BELLS.** Glue lilies of the valley in crystal goblets. Tie on SHOESTRING bows (Page 11). Curl Tinsel Tye streamers.
- b. **WEDDING CAKE.** Wrap shower gifts in proportionate sizes and tie together. Put cake decoration on top. Gather net and attach RIBBON ROSES (Page 10).
- c. **KITCHEN UTENSILS.** The kitchen shower gift has a LOOP AND TWIST bow (Page 9). Utensils are tied to the streamers.
- d. **ROSEBUD BELL.** Paste pink RIBBON ROSES (Page 10) on a cardboard bell shape. Add gold foil handle and clapper. Attach LOOP AND TWIST bow (Page 9).
- e. **PLACE SETTING.** Wrap the box in white, gold and patterned papers. Cut out the shape of the plate and flatware. Paste ring of gold on the plate. Add LOOP AND TWIST bow (Page 9).
- f. **PAPER ANNIVERSARY.** The box on the left of the photo honors the first anniversary. Tie tinted cleansing tissue in the bow.
- WOODEN ANNIVERSARY.** For the fifth anniversary, tie wooden safety matches in the SHOESTRING bow (Page 11).
- COTTON ANNIVERSARY.** For the second anniversary gift, tie on cotton balls.
- GOLDEN ANNIVERSARY.** Gold foil wraps the fiftieth anniversary gift. Add a LOOP AND TWIST bow (Page 9) with curled streamers. Brass drapery rings are tied to streamers. Glitter is pasted on one ring to simulate the diamond.
- SILVER ANNIVERSARY.** Silver foil wraps the package for the twenty-fifth anniversary. Silver dollars are wired into the LOOP AND TWIST bow (Page 9).
- g. **CLOWN.** Cover the pan in white paper. Paste on eyes, ears, mouth, hair and nose. Wrap the handle in striped paper. Fashion cone for hat. Tie on SHOESTRING bow (Page 11) and LOOP AND TWIST bow (Page 9).
- h. **UMBRELLA.** Attach a LOOP AND TWIST bow (Page 9). Cut out umbrellas from the left-over paper and glue to the bow.



d



e

f



g



h



WHEN SANTA'S IN THE AIR



- a. **WHITE POODLES.** Add LOOP AND TWIST bow (Page 9).
- b. **SANTA CLAUS.** One-fourth of the box is wrapped in white, three-fourths in red. Attach arms and hat. Cut out mittens, belt, nose, eyes and mouth. Paste on. Add cotton for fur and beard.
- c. **CHRISTMAS TRAIN.** Attach a Hallmark Gift Trim. Tracks are ribbons pasted on. Add a LOOP AND TWIST bow (Page 9).
- d. **SNOWMAN.** Wrap a pillow in tissue paper and tie tightly under the chin. Paste on black paper eyes and buttons, cone-shaped nose and mouth. Attach arms, LOOP AND TWIST bow (Page 9), and hat. See WITCH, Page 12.
- e. **SNOWMAN PAPER.** CIRCLE bow (Page 10).
- f. **POINSETTIA.** (Page 11).
- g. **CHRISTMAS HOUSE.** Wrap package. Add door, window panes, sills, cornice, house numbers, shutters and doorknob. Attach SHOESTRING bow to door (Page 11), and LOOP AND TWIST bow (Page 9).
- h. **CANDY CANE.** Core from a Hallmark Roll Wrap is scored on one end. Bend and tape to the shape of a cane. Fill with goodies, cover in white paper and wind red ribbon around.



I. **CLOWN.** Remove ends from empty cardboard Curli Cue or Curl Sheen spool. Cover with paper. Stuff yarn in the top. Stick on eyes, nose and mouth. Paste to the box.

J. **SANTA'S HAT.** Make a cone of paper, put the gift inside and paste a circle to the base. Add cotton for fur. Paste on scraps of black paper. Attach berries.





JUST TOO PRETTY TO THROW AWAY

Here are some ideas for gifts made from left-overs . . . gifts you can make yourself for party and home decoration.

- a. **PLACE MATS.** Cut rectangular shapes, 10" by 15", of gift paper. Scallop the ends and insert a pink border.
- b. **PARTY MATCHES.** Use up small scraps of paper by covering match books and boxes.
- c. **CANISTER SETS.** Wrap designed paper around the canisters and brush or spray with clear lacquer. Put on labels if desired.
- d. **BOOKS.** Cut a piece of paper just the height of the book and long enough to go around the covers. Tuck ends inside each cover. Label with cut-out letters.
- e. **MATS FOR PICTURES.** These mats are covered in wrapping paper, the overlap taped down on the back.
- f. **PLAYING CARDS AND SCORE PAD.** Cover the box of cards and score pad in plain paper and paste on a rectangle of white. Cut out symbols and paste on. Make ribbon loops above score pad to hold pencil.
- g. **WASTEBASKET.** Cut a piece of gift wrap the height of the basket. Paste it around the container. Brush or spray with clear lacquer.
- h. **FILE BOX.** Cover a file box by wrapping the lid and bottom in different papers. Use for recipes or addresses.



d



e



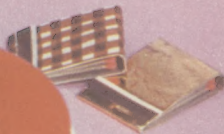
f



c



g



e



b





MAILING THE GIFT

To protect the package put it in a larger shipping box, and pack crushed newspaper inside. The decorations may be covered with an inverted box lid or a collar of cardboard (Fig. 1).

Wrap the shipping box with paper, cord and postal labels supplied in the Hallmark Parcel Post Wrapping Ensemble. Bring the cord around the package twice in both directions (Fig. 2) and tie at each intersection (Fig. 3). The parcel may be sealed with gummed tape if you write on the outside *Fourth Class Mail. May be opened for postal inspection.* Write with ink, not pencil.

Check with your local post office concerning zones and the relative weight and size allowances. To determine the size of your shipping box, add the length of the parcel to the girth (the distance all the way around). (Fig. 4).

A letter may be enclosed in Parcel Post packages provided that the package is marked, *Letter Enclosed*, and an additional three cents in postage is applied. For a small sum, packages may be insured against loss or damage for amounts up to \$200.00.

Fig. 1

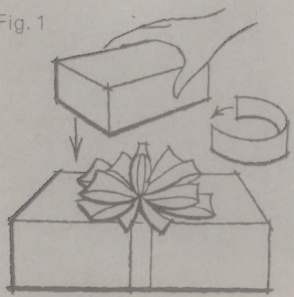


Fig. 2

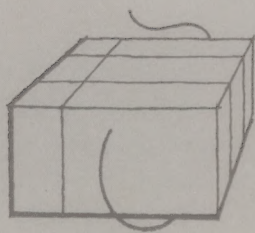


Fig. 3

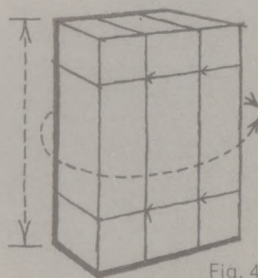
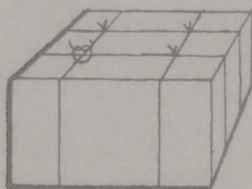
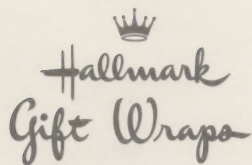


Fig. 4



Hallmark
Gift Wraps

"The Added Touch That Means So Much"

Look for the beautiful Hallmark Gift Wraps now
available in the fine stores that sell Hallmark Cards.



"When you care enough to send the very best"