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2018

### 0842: Dr. and Mrs. Daniel Sharkey Greeting Card Collection, 1930-1990

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Marshall University

DR. & MRS. DANIEL SHARKEY COLLECTION,  
1930-1990

Accession Number: 2018/03.0842

Processed by: Amanda Shaver

Date Completed: May, 2018

Location: Special Collections Department, Morrow Library

Corporate Name: N/A

Date: 1930-1990

Extent: 21 cubic feet

System of Arrangement: File contents were arranged by date, theme, or artist by appraiser Anthony Capodilupo, and so original order is unknown. File contents have been grouped by holiday, occasion, theme, and year range when no artist is known. Known artists have been filed alphabetically.

#### SCOPE AND CONTENT OF THE COLLECTION

The collection consists of over 2,000 pieces of original artwork used by greeting card and calendar companies, and spans the approximate years 1930-1990. Many of the pieces within the collection are labeled with a Norcross stamp or specifications sticker. The Norcross Greeting Card Company was founded in 1914 by Arthur Norcross and his sister, Jane, in New York City. They published greeting cards, and also sold wrapping papers and parchments.<sup>1</sup> After Arthur Norcross' death in 1969, the business floundered and was sold for the first time in 1974. Subsequent sales saw Norcross combined with Rust Craft Company, but this venture was unsuccessful and what remained of Norcross was later sold at auction.<sup>2</sup> Tempo Graphic Arts, Inc., Miquon Greetings, and Quality Art Novelty Company are stamped or written on some of

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<sup>1</sup> Ernest Dudley Chase, *The Romance of Greeting Cards: An Historical Account of the Origin, Evolution, and Development of Christmas Cards, Valentines, and Other Forms of Greeting Cards from the Earliest Days to the Present Time* (Cambridge: Rust Craft Publishers, 1956), 208-9.

<sup>2</sup> Earl Ruitter, "The Norcross Greeting Card Company," *Emotions Greeting Cards*, 2003, <http://www.emotionscards.com/museum/norcrossgreetingcards.html> (accessed May 1, 2018).

the works, as well. A few pieces of artwork are accompanied by the partial or final version of the greeting card.

Well-known artists with work in the collection include:

Joseph Rudolph “Rudy” Nappi, born in New York in 1923, studied at the Arts Student League in New York City and served in the Air Force during World War II. Nappi not only produced artwork for greeting cards, but illustrated the covers for *Nancy Drew* and *Hardy Boys* from 1953 to 1979. Nappi died in 2015 at the age of 92.<sup>3</sup>

Marjorie Cooper was born in Massachusetts in 1910, and studied at Massachusetts Art School in 1935. She worked as a greeting card designer for Rust Craft Company from 1934 to 1958, while also studying sculpture at the Copley Society from 1935-1940. In 1942, she worked for publisher Rand McNally as an illustrator of children’s books under the name “Elizabeth Webbe.” Cooper died in 1999.<sup>4</sup> She was known for her “engaging cherubs and diminutive ladies, tousled-haired boys and girls, the cunning kittens and frisky puppies.”<sup>5</sup>

Ferd Sondern was an artist from Pennsylvania who illustrated a variety of books in the 1960’s and 1970’s, including two Sesame Street pop-up books: *The King on a Swing* and *Who Are the People in Your Neighborhood?*<sup>6</sup> Sondern was a senior artist for Norcross-Rust Craft Company in the 1980’s.<sup>7</sup> He continued producing art after his retirement, entering the All Island Art Show in Martha’s Vineyard in 2008.<sup>8</sup>

Joseph Giordano worked as an artist and illustrator before starting his own licensing company, Giordano Studios in 1980.<sup>9</sup> He also worked with other artists illustrating the covers and interiors for Bobbs-Merrill *Best of Children’s Literature* books which were published in 1960.<sup>10</sup> His sons, Greg and Bob, both attended the School of Visual Arts in Manhattan, and joined the family business, which they continue to operate since Joseph’s death in 2011.<sup>11</sup>

Processors note: Numbers in parentheses were used to differentiate items within the PastPerfect database which would have normally have been contained within separate folders, but were not due to their oversized nature.

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<sup>3</sup> “Rudy Nappi,” National Museum of American Illustration, <https://americanillustration.org/project/rudy-nappi/> (accessed May 1, 2018).

<sup>4</sup> Joshua Tilton, “A Brief Biography,” Marjorie Cooper: Artist and Illustrator, last modified September 3, 2016, <https://marjoriecooperartist.wordpress.com/a-brief-biography/> (accessed May 1, 2018).

<sup>5</sup> Ernest Dudley Chase, *The Romance of Greeting Cards*, 198.

<sup>6</sup> “Ferd Sondern,” Muppet Wiki, [http://muppet.wikia.com/wiki/Ferd\\_Sondern](http://muppet.wikia.com/wiki/Ferd_Sondern) (accessed May 2, 2018).

<sup>7</sup> Terry Bivens, “Orphan Annie to the Rescue?,” *Philadelphia Inquirer*, May 2, 1982.

<sup>8</sup> Holly Nadler, “All Island Art Show Paints a Pretty Picture,” *Vineyard Gazette*, August 4, 2008. A comment on the article appears to be from Ferd in 2017, saying he was 94 years old and “still at it!”

<sup>9</sup> Keiko Morris, “The Giordano Brothers are an Example of Artists Finding a Lucrative Niche in Licensing Their Work,” *Newsday*, June 21, 2007, <https://www.newsday.com/business/technology/the-giordano-brothers-are-an-example-of-artists-finding-a-lucrative-niche-in-licensing-their-work-1.626541> (accessed May 3, 2018).

<sup>10</sup> Eric Sturdevant, “Joseph Giordano,” Fun All Around Illustration Blog, December 30, 2005, [http://fun-all-around.blogspot.com/2005/12/joseph-giordano\\_30.html](http://fun-all-around.blogspot.com/2005/12/joseph-giordano_30.html) (accessed May 3, 2018).

<sup>11</sup> Joanna Sheen, “Meet Robert Giordano of Giordano Studios,” *Joanna Sheen's Country Days* (blog), June 13, 2014, <http://joannasheenscountrydays.com/blog/2014/06/13/meet-robert-giordano-of-giordano-studios.html> (accessed May 3, 2018).

I. Series I: Holiday and Non-Holiday Artwork

a. Box 1: Holiday and Non-Holiday Artwork

- Folder 1: New Year's Day, 1960s-1980s, 1 Item
- Folder 2: Valentine's Day, 1930s-1940s, 24 Items
- Folder 3: Valentine's Day, 1960s-1980s, recreational activities, 4 Items
- Folder 4: Valentine's Day, 1960s-1980s, animals, 4 Items
- Folder 5: Valentine's Day, 1960s-1980s, people, 4 Items
- Folder 6: Valentine's Day, 1960s-1980s, miscellaneous, 3 Items
- Folder 7: Valentine's Day, unknown date/artist, baby, 1 Item
- Folder 8: Valentine's Day, unknown date/artist, animals, 13 Items
- Folder 9: Valentine's Day, unknown date/artist, boys, 26 Items
- Folder 10: Valentine's Day, unknown date/artist, girls, 11 Items
- Folder 11: Valentine's Day, unknown date/artist, flowers, 5 Items
- Folder 12: St. Patrick's Day, 1960s-1980s, 2 Items
- Folder 13: St. Patrick's Day, unknown date/artist, 3 Items
- Folder 14: Easter, 1960s-1980s, 9 Items
- Folder 15: Easter, unknown date/artist, 16 Items
- Folder 16: Mother's Day, unknown date/artist, 7 Items
- Folder 17: Father's Day, unknown date/artist, 14 Items
- Folder 18: Halloween, 1960s-1980s, 7 Items
- Folder 19: Halloween, unknown date/artist, 1 Item
- Folder 20: Thanksgiving, 1960s-1980s, 1 Item
- Folder 21: Thanksgiving, unknown date/artist, 5 Items

- Folder 22: Hanukkah, unknown date/artist, 1 Item
  - Folder 23: Christmas, 1930s-1940s, 18 Items
  - Folder 24: Christmas, 1960s-1980s, landscapes, 7 Items
  - Folder 25: Christmas, 1960s-1980s, animals, 5 Items
  - Folder 26: Christmas, 1960s-1980s, greenery, 7 Items
  - Folder 27: Christmas, 1960s-1980s, Santa, 14 Items
  - Folder 28: Christmas, 1960s-1980s, children, 6 Items
  - Folder 29: Christmas, 1960s-1980s, angels, 5 Items
  - Folder 30: Christmas, 1960s-1980s, miscellaneous, 5 Items
  - Folder 31: Christmas, unknown date/artist, adults, 1 Item
  - Folder 32: Christmas, unknown date/artist, baby, 3 Items
  - Folder 33: Christmas, unknown date/artist, boys, 10 Items
  - Folder 34: Christmas, unknown date/artist, girls, 11 Items
  - Folder 35: Christmas, unknown date/artist, animals, 4 Items
  - Folder 36: Babies, unknown date/artist, 7 Items
  - Folder 37: Boys, unknown date/artist, 13 Items
  - Folder 38: Men, unknown date/artist, 13 Items
  - Folder 39: Girls, unknown date/artist, 24 Items
  - Folder 40: Women, unknown date/artist, 8 Items
  - Folder 41: Couples, unknown date/artist, 16 Items
- b. Box 2: Holiday Artwork, oversized
- Christmas, 1930's-1940's, Items 1-45
- c. Box 3: Holiday Artwork, oversized

- Christmas, 1930's-1940's, Items 46-63
  - Christmas, 1960's-1980's, Items 1-17
  - Christmas, unknown date/artist, Item 1
- d. Box 4: Holiday Artwork, oversized
- Valentines, 1930's-1940's, Items 1-88
- e. Box 5: Holiday and Non-holiday Artwork, oversized
- Valentines, 1960's-1980's, Items 1-9
  - Easter, 1960's-1980's, Item 1
  - (02) Easter, unknown date/artist, Item 1
  - (08) Halloween, 1960's-1980's, Items 1-5
  - Thanksgiving, 1960's-1980's, Items 1-2
  - George Washington's Birthday, 1960's-1980's, Item 1
  - (01) St. Patrick's Day, 1960's-1980's, Items 1-2
  - Mother's Day, unknown date/artist, Item 1
  - New Year's Day, unknown date/artist, Items 1-2
  - Father's Day, unknown date/artist, Item 1
  - (03) Birthday, unknown date/artist, Items 1-5
  - (04) Flowers, 1930's-1940's, Items 1-9
  - Flowers, unknown date/artist, Items 1-3
  - (05) Birds, 1930's-1940's, Items 1-6
  - (06) Houses, 1930's-1940's, Items 1-7
  - Babies, unknown date/artist, Items 1-3
  - (07) Miscellaneous, unknown date/artist, Items 1-6

II. Series II: Non-holiday Artwork

a. Box 6: Non-holiday Artwork

- Folder 1: Father-to-be, unknown date/artist, 1 Item
- Folder 2: Birth Congratulations, unknown date/artist, generic, 13 Items
- Folder 3: Birth Congratulations, unknown date/artist, girls, Items 1-7
- Folder 4: Birth Congratulations, unknown date/artist, boys, Items 1-14
- Folder 5: Birthday, unknown date/artist, baby, Item 1
- Folder 6: Birthday, unknown date/artist, male, Items 1-7
- Folder 7: Birthday, unknown date/artist, male, Items 1-11
- Folder 8: Birthday, unknown date/artist, female, Items 1-10
- Folder 9: Birthday, unknown date/artist, female, Items 1-11
- Folder 10: Birthday, unknown date/artist, female, Items 1-10
- Folder 11: Birthday, unknown date/artist, generic, Items 1-9
- Folder 12: Birthday, unknown date/artist, animals, Items 1-14
- Folder 13: Belated Birthday, unknown date/artist, Items 1-3
- Folder 14: Wedding Congratulations, unknown date/artist, Item 1
- Folder 15: Anniversary, unknown date/artist, Items 1-11
- Folder 16: Convalescence, Get Well Soon, unknown date/artist, Items 1-12
- Folder 17: Convalescence, Get Well Soon, unknown date/artist, Items 1-6
- Folder 18: Travel, Bon Voyage, unknown date/artist, Items 1-10
- Folder 19: Engagement Congratulations, unknown date/artist, Item 1
- Folder 20: Thank You, unknown date/artist, Item 1
- Folder 21: Graduation, unknown date/artist, Items 1-4

- Folder 22: Party Invitations, unknown date/artist, Items 1-2
- Folder 23: Sympathy, unknown date/artist, Item 1
- Folder 24: Dogs, unknown date/artist, Items 1-11
- Folder 25: Animals, unknown date/artist, Items 1-12
- Folder 26: Smokey the Bear, unknown date/artist, Items 1-4
- Folder 27: Sports, unknown date/artist, Items 1-3
- Folder 28: Travel, unknown date/artist, Items 1-8
- Folder 29: Flowers, unknown date/artist, Items 1-20
- Folder 30: Flowers, unknown date/artist, Items 1-12
- Folder 31: Food, unknown date/artist, Item 1
- Folder 32: Miscellaneous, 1930's-1940's, Items 1-18
- Folder 33: Miscellaneous, 1930's-1940's, Items 1-20

### III. Series III: Artists, Alphabetical

#### a. Box 7: Artists

- Folder 1: Albright, Nina, Items 1-18
- Folder 2: Anderson, Marie, Items 1-2
- Folder 3: Anneliese, Item 1
- Folder 4: Baatz, Eileen, Items 3
- Folder 5: Barrett, Tom, Item 1
- Folder 6: Bartel, W., Items 1-2
- Folder 7: Barto, Bobbi, Items 1-2
- Folder 8: Bartolomuci, Item 1
- Folder 9: Becker, Charlotte, Items 1-3



- Folder 10: Bense, J., Items 1-5
- Folder 11: Beylon, Items 1-3
- Folder 12: Bongiorno, Item 1
- Folder 13: Capecci, Nina, flowers, Items 1-16
- Folder 14: Champion, Hope, Items 1-6
- Folder 15: Chase, Rhoda, Items 1-2
- Folder 16: Childers, Rob, Items 1-4
- Folder 17: Christian, Betty, Items 1-2
- Folder 18: Cole, R., Items 1-3
- Folder 19: Conlon, James, Items 1-2
- Folder 20: Cooper, Marjorie; cats, Items 1-30
- Folder 21: Cooper, Marjorie; dogs, Items 1-16
- Folder 22: Cooper, Marjorie; Easter, Items 1-17
- Folder 23: Cooper, Marjorie; Christmas, Items 1-8
- Folder 24: Cooper, Marjorie; baby angels, Items 1-33
- Folder 25: Cooper, Marjorie; miscellaneous, Items 1-25
- Folder 26: Demuth, Vivienne, Items 1-4
- Folder 27: Denny, Item 1
- Folder 28: Fishman, Raul, Items 1-10
- Folder 29: Fuchter, F.; animal sketches, Items 1-7
- Folder 30: Fuchter, F.; miscellaneous, Items 1-14
- Folder 31: Gaydos, L., Items 1-4
- Folder 32: Giordano, Joseph; “Little Dickens”, Items 1-17

- Folder 33: Giordano, Joseph; Christmas, Items 1-20
- Folder 34: Giordano, Joseph; miscellaneous, Items 1-16

b. Box 8: Artists

- Folder 1: Giordano, Joseph; miscellaneous, Items 1-15
- Folder 2: Greer, Hal, Items 1-8
- Folder 3: Hall, S., Items 1-13
- Folder 4: Haraden, L., Item 1
- Folder 5: Harney, “Stephanie”, Items 1-11
- Folder 6: Harney, “Stephanie”, Items 1-6
- Folder 7: Harta, Eva, Items 1-5
- Folder 8: Hawkinson; Woody the Woodpecker, Items 1-2
- Folder 9: Helms, G., Items 1-3
- Folder 10: Horvath, B., Items 1-2
- Folder 11: Hospodar, Lorraine, Items 1-5
- Folder 12: Hulse, J., Items 1-2
- Folder 13: Humphrey, Walter Beach, Item 1
- Folder 14: Jackson, Lois, Item 1
- Folder 15: Jeaneret, R., Items 1-19
- Folder 16: Lattimer, Item 1
- Folder 17: Lewan, Items 1-2
- Folder 18: Lewan, “How the Easter Bunny Got His Tail” (one item in oversize box), Items 1-9
- Folder 19: Mahan, Items 1-3

- Folder 20: Martin, Item 1
- Folder 21: Massa, Frank, Items 1-8
- Folder 22: Massina, C., Items 1-2
- Folder 23: McClain, Items 1-7
- Folder 24: McKager, E.; angels; Items 1-13
- Folder 25: McKager, E.; angels, Items 1-12
- Folder 26: Miki; Christmas and angels, Items 1-5
- Folder 27: Morehead, B. D., Item 1
- Folder 28: Morris, “Susan”, Item 1
- Folder 29: Nappi, Rudy; animals, Items 1-16
- Folder 30: Nappi, Rudy; circus, Items 1-6
- Folder 31: Nappi, Rudy; Christmas, Items 1-12
- Folder 32: Nappi, Rudy; Christmas, Items 1-14
- Folder 33: Nappi, Rudy; flowers, Items 1-5

c. Box 9: Artists

- Folder 1: Nappi, Rudy; still life, Items 1-12
- Folder 2: Nappi, Rudy; landscapes, Items 1-13
- Folder 3: Nappi, Rudy; men/boys, Items 1-5
- Folder 4: Nappi, Rudy; women/girls, Items 1-12
- Folder 5: Nappi, Rudy; couples, Items 1-8
- Folder 6: Neprud, Katherine, Item 1
- Folder 7: Nicol, “Anneliese”; Items 1-2
- Folder 8: Orr, Kathy; Items 1-8

- Folder 9: O'Toole; Items 1-15
- Folder 10: Page, Don; Items 1-13
- Folder 11: Porter, George; men/boys, Items 1-11
- Folder 12: Porter, George; women/girls, Items 1-5
- Folder 13: Porter, George; nature, Items 1-11
- Folder 14: Porter, George; nature, Items 1-8
- Folder 15: Porter, George; miscellaneous, Items 1-9
- Folder 16: Prittwitz; Items 1-6
- Folder 17: R., Sara; Item 1
- Folder 18: Racette, Rene; Item 1
- Folder 19: Remkiewicz; Items 1-2
- Folder 20: Sample, Paul Starrett; Item 1
- Folder 21: Saphore; Items 1-2
- Folder 22: Scheer, Ilsa; Items 1-6
- Folder 23: Schmidt; Christmas, New Year's, Easter, Graduation, Items 1-11
- Folder 24: Schmidt; Thanksgiving, Valentine's Day, Items 1-10
- Folder 25: Schmidt; convalescence, friendship, Items 1-16
- Folder 26: Schmidt; birthday, Items 1-18
- Folder 27: Schmidt; miscellaneous, Items 1-19

d. Box 10: Artists

- Folder 1: Seibert; Items 1-3
- Folder 2: Selines, T.; Item 1
- Folder 3: Shackner; Item 1

- Folder 4: Shedd; Items 1-4
  - Folder 5: Sondern, Ferd; Items 1-21
  - Folder 6: Struck, Norma Johansen; Items 1-5
  - Folder 7: Super, “Terri”; Items 1-13
  - Folder 8: Swanson, “Maggie”; Items 1-5
  - Folder 9: Taylor, Cathryn “Kit”; Valentine’s Day, Items 1-10
  - Folder 10: Taylor, Cathryn “Kit”; Christmas, Items 1-10
  - Folder 11: Taylor, Cathryn “Kit”; Easter, Mother’s/Father’s Day, Items 1-14
  - Folder 12: Taylor, Cathryn “Kit”; Items 1-25
  - Folder 13: Teichman; Items 1-6
  - Folder 14: Torok; Items 1-3
  - Folder 15: Tsambon; Items 1-4
  - Folder 16: Valone; Item 1
  - Folder 17: Vandernoot; Items 1-6
  - Folder 18: Walsh, Jan; Items 1-6
  - Folder 19: White; Items 1-15
  - Folder 20: White; Items 1-11
  - Folder 21: Wilburn, Kathy; Items 1-6
  - Folder 22: Williamson; Item 1
  - Folder 23: Yoder, “Susie”; Items 1-2
- e. Box 11: Artists, oversized
- (01) Anderson, Marie, Items 1-3
  - (02) Baatz, Eileen, Items 1-2

- (03) Bartel, W., Item 1
- (04) Barto, Bobbi, Items 1-3
- (05) Bartolomuci, Item 1
- (06) Barton, W., Items 1-7
- (08) Berger, Item 1
- (09) Beylon, Items 1-13
- (10) Bracken, Carolyn, Items 1-4

f. Box 12: Artists, oversized

- (01) Cady, John, Item 1
- (02) Capecci, Nina, Items 1-5
- (03) Childers, Rob, Items 1-9
- (04) Chin, Items 1-4
- (05) Cole, R., Items 1-5
- (06) Cooper, Marjorie, Items 1-28

g. Box 13: Artists, oversized

- (01) Duffy, Bill, Item 1
- (02) Fishman, Raul, Item 1
- (03) Forbear, R., Item 1
- (04) Fuchter, F., Items 1-3
- (05) Geygan, Item 1
- (06) Greer, Hal, Items 1-5
- (07) Griffith, Items 1-3
- (08) Giordano, Joseph, Items 1-4

- (09) Hamil, J. R., Items 1-2
- (10) Harney, “Stephanie”, Items 1-5
- (11) Harris, Items 1-2
- (12) Harta, Eva, Items 1-12

h. Box 14: Artists, oversized

- (01) Hawkinson, Item 1
- (02) Horvath, B., Item 1
- (03) Hulse, Item 1
- (04) Jay, Item 1
- (05) Ju, Fran, Item 1
- (06) Leonard, Pat, Item 1
- (07) Lewan, “How the Easter Bunny Got His Tail” art, Item 1
- (08) Lewan, 1-10
- (09) Loesche, Item 1
- (10) Lorenz, Item 1
- (11) Mahan, Item 1
- (12) Mallin, Item 1
- (13) Massa, Frank, Items 1-2
- (14) McClain, Items 1-2
- (15) Medici, Item 1
- (16) Moore, Fran, Item 1
- (17) Morris, “Susan”, Item 1
- (18) Muligan, Susanne, Items 1-2

- (19) Murphy. E., Item 1
- i. Box 15: Artists, oversized
- Nappi, Rudy, Items 1-32
- j. Box 16: Artists, oversized
- (01) Neprud, Katherine, Items 1-2
  - (02) Nicol, Items 1-2
  - (03) Orr, Kathy, Items 1-5
  - (04) Page, Don, Items 1-3
  - (05) Pendleton, M., Item 1
  - (06) Porter, George, Item 1
  - (07) Prittwitz, Items 1-7
  - (08) Remkiewicz, Items 1-4
  - (09) Saphore, Item 1
  - (10) Schmidt, Items 1-2
  - (11) Shedd, Items 1-4
- k. Box 17: Artists, oversize
- (01) Sondern, Ferd, Items 1-39
  - (02) Struck, Norma J., Items 1-5
- l. Box 18: Artists, oversize
- (01) Swanson, “Maggie”, Items 1-3
  - Super, “Terri”, Items 1-2
  - (02) Szekeres, Items 1-2
  - Taylor, Cathryn “Kit”, Items 1-2



- (03) Teichman, Items 1-4
- Tomakan, Item 1
- Tsambon, A., Item 1
- Vandernoot, Item 1
- (04) Velloza, Item 1
- (05) Walsh, Jan, Items 1-4
- (06) White, Items 1-12 \*\* Plus one more large piece, not incl.\*\*
- Williamson, Item 1