

# Hoofies to the Quick!

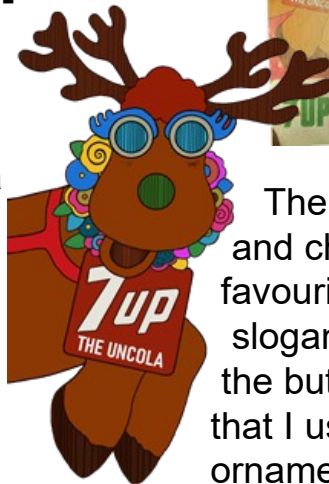
<jensoriginalsewbroiderydesigns.yolasite.com>

Posted 2022 October 28

As a kid, my sister loved the Undeer, a character from a series of 1970s Christmas promo bits for 7Up. I liked the idea of making her an ornament, but I'd need an image of the Undeer to base it on, and it turns out that the Undeer is as rare as Sasquatch!

There's almost nothing on line, and the only image I could find is this shot of a store placard, which is much too blurry to use in an ornament.

It seemed my only solution was to re-draw a clearer image of the Undeer, a painstaking process since I'm not a commercial artist. All told, that part of the project alone took me about two hours (!).



Then I added the pop and chips and my sister's favourite Undeer slogan to make the button design that I used as the basis for the ornament, and sized it to fit my



3.5" button maker. The ornament is made from two of the buttons glued back to back. Once it was finished and trimmed out with fused beads, I just needed an appropriate bauble to finish it off. I found myself wishing I had a tiny 7Up bottle to make a dangle, but this being beyond my capabilities, I decided instead to see if I could create a tiny pop can.



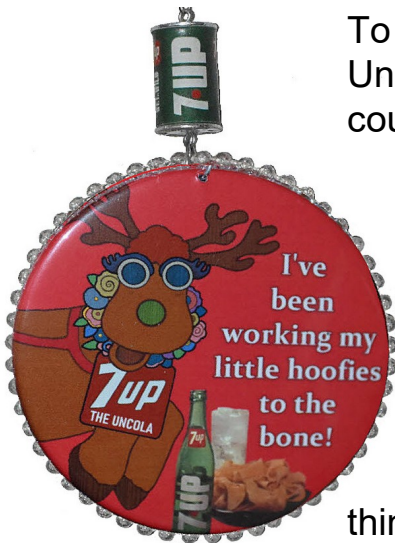
One of those plastic spools from an inexpensive sewing kit turned out to be just the right size and diameter, though the centre is very wide and needed to be filled in. I removed the thread and got to work.



I used a rolled-up strip of cardstock to fill in wide centre opening, and glued it into place. That left me with just a narrow channel in the centre, like a bead.

The next step was to silver the ends; I did this by wrapping them with foil, which I glued in place.

I made the label on my computer and printed it to fit, then wrapped it around the cylinder and glued it in place with tacky glue. I looped a wire through the centre to form hanging loops to attach to the ornament. Voila! A perfect tiny 7Up can, and a nifty finished ornament that my sister will love!



To be honest, before I heard my sister quoting the Under, I'd forgotten all about him (or is it her?). I couldn't find much information on line, but I did discover that there's now a "Friends of the Under" facebook page, so I guess my sister isn't the only one who has fond memories of that ad campaign. The elaborate promotion even included a hand puppet that kids could send away for (sounds like a future project!).

The Under also had lots of funny expressions: "Hey there, sleigh bell lovers" or "you may think I am sitting here cooling my little hoofies, but I am shopping!" Or my sister's personal favourite that

I put on her ornament (I've also seen this one rendered as "working my little hoofies to the quick"). I'm sure there were others that I have yet to recover.

In any case, this ornament will be a real piece of nostalgia for my sister, who will surely get a huge kick out of it.