



COLLECTOR'S COURIER

Volume Two

Number Two 1988

A Day in the Life of the Club

It's 9:00, and all's well. The staff of the Keepsake Ornament Collector's Club is ready and waiting to hear from members.

The telephone rings. "I'd like to check on the status of my membership kit," the caller begins.

Connie Siron, the customer service correspondent who's our first-line telephone person, takes the call and quickly consults her computer. She discovers the date the kit was shipped, and the date it was returned to the Club. It seems that the member had moved in the interim.

"This situation occurs fairly often," according to Siron. "In all the excitement and confusion of moving to a new home, members sometimes forget to send us their new address in advance. We don't want them to be disappointed, so we're glad when they do contact us."

10:30. Karen Capra is composing a letter that begins "Dear Santa." No, our busy Collector's Club correspondent isn't sending her personal wish list to the jolly old elf. Instead, she's answering a letter from a Club member.

"He's a department store Santa during the Christmas season," she explains. "And he also has a marvelous collection of Santa ornaments. It just seems natural to address his letter this way!"

"We like to keep the spirit of fun in our letters," she continues, "because that's an important part of the Christmas spirit... an important part of ornament collecting."

11:45. Sue Shultz, the Club secretary puts the finishing touches on the travel schedule that will take Club repre-



Sue Shultz (left) and Kathy Rowan Hinkle (right) look up the travel schedule of the Keepsakes artists.

sentatives and Keepsakes artists around the country. She's pleased to see an increase in the number of local Keepsake Ornament Collector's Clubs that are springing up.

"Our members feel that they are part of the Hallmark family," she says. "Sharing the fun of collecting Keepsake Ornaments with neighbors and friends adds to that special feeling of closeness."

1:00. A batch of mail arrives for Kathy Rowan Hinkle, our Club's accounting specialist. She thumbs through the stack and spots an application that's missing one digit of a credit card number. She instinctively reaches for her telephone.

"If I can talk to that person right

now, we can fill in the missing number and soon have that membership kit on its way," Hinkle says. Her fast-reaction and enthusiasm are typical of the Club staff. Perhaps that's because they, too, are Club members and know that they would appreciate having such matters resolved promptly.

2:00. The pace continues to pick up. More phone calls. More letters. And some impromptu conferences as staff members turn detective and start sleuthing for the answers to some very interesting questions.

"Can you tell me who sculpted the 1988 ornament, 'Jolly Walrus?'" (Answer: Anita Marra.)

"Which came first — the name of the ornament 'Mistletoad,' or the design?" (Answer: The name.)

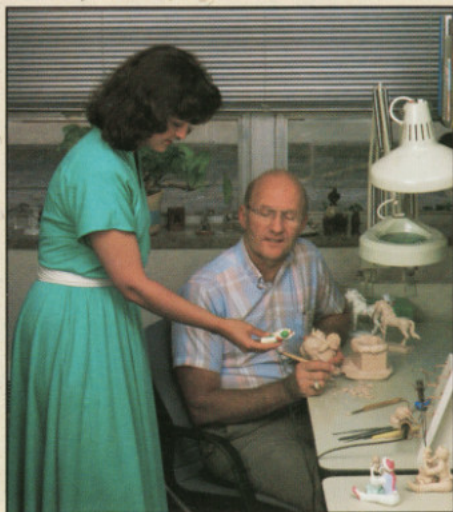
3:15. A rare occurrence. Work stops for a few moments. The staff quartet that Club manager Rachel Perkal describes as "the team that makes everything happen" takes a break simultaneously. They do so at the urging of an editor from the *Courier*, who wants to know how they came to be part of this informal, friendly team.

All sought out Club staff positions because they wanted to "be in on the ground floor." The group has been together since Club operations began.

Both Capra and Siron, the customer service correspondents, came from the Tel-Center division at Hallmark.

Capra traces her interest in Keepsake Ornaments to 1979, the year she took a part-time job in Hall's retail store in the city's Country Club Plaza district.

Article continued on inside.



Connie Siron shares collectors' questions about the "Mr. and Mrs. Claus" ornaments with Duane Unruh, sculptor of the popular series.

"There, it was Christmas six months of the year," she says. "Then, when I started full-time in the Tel-Center, we focused on Christmas nine months of the year. And now, here at the Club, it's Christmas all year-round. Every morning when I come in, I see Christmas trees covered with Keepsake Ornaments, and a big Santa Claus by the fireplace. It's wonderful!" She adds that her favorite ornaments are those in the series, "Frosty Friends."

Siron, who already decorates two Christmas trees at home, is considering adding a third one this year — for the new Keepsake Miniature Ornaments. Her current favorites include the "Victorian Dollhouse" and her "Rocking Horse" collection.

Siron transferred to the Club from her previous position because she wanted more direct contact with customers. She emphasizes, "We really enjoy hearing

from our members and learning about their collections.

"We also enjoy telling the artists when someone comments about one of their ornaments. They appreciate knowing that their creations have special meaning for our collectors. And now that we have Artists' Favorites ornaments, members are becoming interested in collecting designs by a particular person."

Both Shultz and Hinkle were new to Hallmark when they joined the Club staff. However, it didn't take long for them to develop a special fondness for both Keepsake Ornaments and the Club.

Shultz came to Kansas City from St. Louis. Interviewing with Hallmark, she learned that a position might become available with the Club, "but it wouldn't happen for a while.

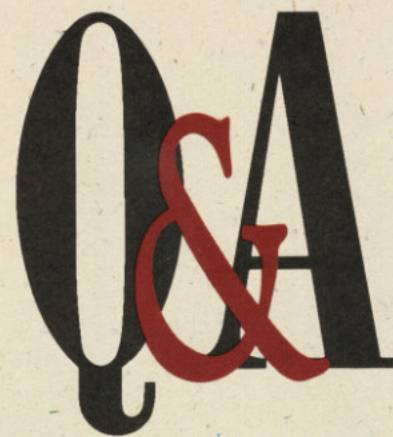
"I was so interested in the opportunity," she remembers, "that I took first one, then another temporary job with Hallmark, just waiting for this one."

Shultz says that she collects the "Reindeer Champs" series because she loves sports. She also has the "Mr. and Mrs. Claus" series.

Hinkle signed on with the Club a week before Christmas, 1986. She notes that "being in the same building with the Keepsakes artists just makes you want to collect the ornaments even more."

She's given specially-selected designs to her nieces and nephews. And this year, she'll begin collecting the new "Mary's Angels" series for herself.

4:30. Another day in the life of the Club is drawing to a close. Staff members, who'd prefer to have you think of them as fellow collectors and Club members rather than "Club Officials," sign off their computers and head for the door. But they'll be back, ready and waiting to hear from you.



Q. What does the term "active member" mean?

A. You are considered an "active member" of the Club from the date your application form and dues are processed at Hallmark headquarters until the date your Club membership expires. You'll find your membership expiration date on your Club membership card. If you renew by that date, you'll continue to enjoy both your "active member" status and your exclusive Club benefits without interruption. The term "member in good standing" has the same meaning.

Q. Can I order back issues of the *Collector's Courier*?

A. Yes, you can. They are available to you while our supply lasts. Please identify the issue(s) you are ordering by the volume and number which appear on the cover. For example, "The issue I need is Volume 1, Number 3." Enclose \$1.00 per issue ordered and send to: Hallmark Cards, Inc., Hallmark Keepsake Ornament Collector's Club, P.O. Box 412734, Kansas City, MO 64141-2734.

Q. Can I enclose payment for the 1988 Members Only ornament — "Sleighful of Dreams" — with my 1988 Club dues and renewal form?

A. Please **do not** send Hallmark your payment for the 1988 Members Only ornament. Please **do** take the Members Only ornament order form enclosed in your 1988 membership kit to your Hallmark retailer to order "Sleighful of Dreams." Remember the deadline for submitting your order form is May 1, 1989.

This same order form also enables you to order additional 1988 Club Christmas cards. If you wish to order both the cards and the Members Only ornament, please plan to order them at the same time.



Rachel Perkal (left) and Karen Capra (right) have a "fireside chat" about enjoying the Christmas spirit year-round at Keepsakes.

HOW HALLMARK DECORATES FOR CHRISTMAS

During the month of November, the corporate headquarters of Hallmark Cards, Inc. is aglow with the magic of Christmas. Artfully decorated Christmas trees appear at almost every entrance and break area — bringing a bit of cheer to employees who are busy working on Hallmark products for future holiday celebrations. Each of these trees features Hallmark Keepsake Ornaments; often one or two particularly striking ornaments are highlighted on each tree. We thought you'd enjoy a tour of our favorite "Hallmark trees."



This inspirational tree celebrates the season with the 1986 "Art Masterpiece" ornament. The quiet elegance of this tree is enhanced by lustrous white bows, tiny white lights and peach glass balls.



This elegant tree sparkles with gold bows, brass Trimmers, and the radiant beauty of the 1985 "Heavenly Trumpeter" Limited Edition Keepsake Ornament. The soft pastels and rich golds are echoed in the 1983 "Angels" ball ornament also gracing this tree.



Glimpse into the parlor of an old-fashioned Christmas with this nostalgic scene. If you look closely, you'll see the 1981 "St. Nicholas" tin ornament amidst the antique ornaments and toys from the Jerry Smith Collection. Shimmering candles and the cinnamony scent of potpourri complete the mood.



Hallmark tree decorators had some fun with the 1986 "Bluebird" Keepsake Ornament. They clipped this ornament onto a small straw wreath to create a whole new look. This "all-natural" Christmas tree also features the 1986 "Holiday Wildlife — Cedar Waxwing" Keepsake Ornament. Dried baby's breath and sprigs of cranberries add the finishing touch.



This unusual tree combines the appeal of Hallmark Christmas cards and Keepsake Ornaments. The folkloric charm of the 1982 "Old World Angels" ball ornament is mirrored in cut-outs from a Hallmark Christmas card design from years past. The combination creates a stunning visual effect.



New Puzzle Features Keepsake Ornaments

What has five hundred movable parts and is covered with your favorite Keepsake Ornaments?

No...it's not your Christmas tree. It's the new "Hallmark Keepsake Ornament Collection" jigsaw puzzle for 1988!

The puzzle features nineteen different Keepsake Ornaments that span the years from 1975 through 1987. They were chosen by the designer of the puzzle, Kim Warner.

"I wanted the group of ornaments to look like a personal collection that someone started in childhood," she says.

"The photograph has a soft antique glow," Warner continues. "I imagined that the ornaments were stored at Grandma's house. She has just opened the chest and is starting to unpack the ornaments because it's time to trim the family tree."

Warner, who is a photo-designer in Hallmark's Season Design Studio, says she arranged the ornaments to showcase their character and detail. "I created a setting that would complement the designs and reflect how much these ornaments are truly cherished by collectors."

"The wooden chest is an antique," she explains. "It dates back to 1803 and is part of the Jerry Smith Collection of antiques and collectibles."

Warner adds that she grouped the ornaments close together to heighten the complexity of the photograph. "A puzzle needs to be both challenging to assemble and beautiful when it's complete," she says. "The intricacy of Keepsake Ornaments makes them ideal for a puzzle."

When you open the puzzle box, you'll discover that there's a surprise inside. The puzzle is part of the Hallmark Puzzle Plus series and comes with a brass snowflake Trimmer ornament. It's a gift from Hallmark and a real "plus" for you.



The new format of these three brass ornaments reflects the nostalgic appeal and simplicity of American folk art. Early artisans often created decorations out of simple metal shapes. Similarly, each of these gleaming brass designs — "Sparkling Tree," "Glowing Wreath" and "Shiny Sleigh," begins with a Christmas silhouette. The design is then enhanced by additional silhouettes, creating a unique, multi-dimensional, layered effect. For example, the "Sparkling Tree" ornament is decorated with heart, star, deer, house and bird designs which extend forward from the tree itself. The smooth brass is unetched to maximize sparkle and shine.



Our "Santa Flamingo" is leaving his yard to help his friend Santa who's working real hard! And when Christmas comes, he flies all around, and helps Santa get Christmas fun off the ground!

SHARING INFORMATION

From time to time, Hallmark Cards, Inc. conducts market tests in various regions of the country. When these tests involve a product or service of interest to members of the Hallmark Keepsake Ornament Collector's Club, members in that region will be provided with information about the test. Of course, if the test is nationwide, all members will be notified.

This is just another way that Hallmark acknowledges our most loyal collector friends — members of the Keepsake Ornament Collector's Club.

WRITE TO US

The *Collector's Courier* is published exclusively for members of the Hallmark Keepsake Ornament Collector's Club. We welcome your letters concerning the Club and your collection. We're especially interested in letters that describe local club activities, how you got started collecting, family traditions associated with Keepsake Ornaments, display ideas, and why certain designs have special meaning to you or your family. Selected letters will be printed in future issues of the *Collector's Courier*.

HAVE YOU MOVED? Please send any change in your address to the Club address below. We want to make sure you keep on receiving your benefits of membership.

Write to:
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#161
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KEEP THE CIRCLE GROWING — ADD-A-FRIEND!

Excitement!

That's the feeling so many Club members tell us they experience when they add exclusive Club Keepsake Ornaments to their collections. Or when they read about their favorite ornaments in the *Collector's Courier*.

Now you can share that excitement with your friends and family by participating in the Club's 1988 Add-A-Friend program.

Through this program, you can sponsor a friend, relative, neighbor, or anyone who is special to you as a new member of the Hallmark Keepsake Ornament Collector's Club. In return, we'll send you an exclusive Merry Miniature as our thank-you gift for your participation.

This commemorative Merry Miniature was designed especially for our collectors. Appropriately named, "Seal of Friendship," the design is an appealing,



"Seal of Friendship"

softly flocked seal balancing a shiny ball ornament on his nose. Dated 1988, the ball displays the official Club logo.

And it's easy to Add-A-Friend! You'll find a special application form enclosed with this issue of your *Collector's Courier*. Simply fill out the form, carefully including all the requested information about the new member and yourself (the sponsoring member), enclose pay-

ment, and mail the form directly to the Club address provided on the form.

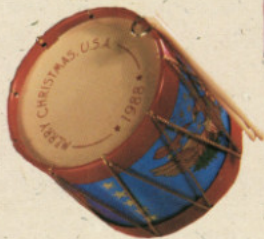
If you run out of forms, feel free to photocopy a blank form or hand-write a copy. All legible and completed copies of the Add-A-Friend application will be accepted.

All applications are subject to review, and the Hallmark Keepsake Ornament Collector's Club reserves the right to approve applications. Within six to eight weeks after the Club receives your application form, you will receive your "Seal of Friendship." At about the same time, your friend or relative will be welcomed into the Club with the arrival of the 1988 Membership Kit.

There's no limit to the number of new members you can enroll. You will receive one "Seal of Friendship" for each qualifying new member you sponsor. Please note that you must be a member in good standing to participate in the Add-A-Friend program.

Please be sure all your Add-A-Friend application forms are postmarked by December 31, 1988, so you will be eligible to receive your commemorative Merry Miniature. And, thanks for sharing!

You'll want to elect the "Uncle Sam Nutcracker" and "Americana Tin Drum" to special places in your Keepsake Ornament collection during this exciting campaign year! Dated 1988, they're colorful celebrations of life in the U.S.A.



And, of course, you'll remember 1988 as a great year in sports! Santa joins the world's star athletes as he gets ready to "Go for the Gold" on your tree. He's our sports hero for all seasons!

ADD CHEER WITH MERRY MINIATURES

Merry Miniatures are perfect for adding holiday cheer to any nook or cranny in your home or office. And many of our Club members tell us that they have collections of Merry Miniatures as well as collections of Keepsake Ornaments.

Displaying Merry Miniatures in imaginative ways is part of the fun of collecting them. For example, you can display your Merry Miniatures in a seasonal parade across your mantel. Or you can fashion

a wintry landscape on a dresser or table by arranging Merry Miniatures on a frozen "mirror" lake bordered by artificial snow. Or fill a group of Merry Miniature containers with hard candies. Each of your holiday guests will enjoy taking home a doubly sweet treat! These wee figurines will even add a festive note to your piano. Place a few of your favorite designs on the piano keys!

This year you'll find a specially designed Merry Miniature Nativity that will look perfect on your table, mantel, or under your tree. This Nativity scene features an easy-to-assemble stable to create a beautiful Christmas setting.





Dear Hallmark,

I'm taking the time to write you folks to thank you for the lovely memories your ornaments bring to our family year after year.

My twin girls, Amanda and Jaimie, have been given your ornaments since their very first Christmas. At age six, they now have many. Every Christmas morning they run out to see if Santa remembered to "put our ornaments on our tree." Lucky for us, Santa's memory has never failed!

P.S. Santa's going to have to bring us a bigger tree this year!

Sara Lee Sooy Vigue
Pleasantville, New Jersey

Dear Hallmark,

Christmas Eve 1976 was an especially busy one. I was the organist for the evening church service, and I was also trying to prepare a special meal for my husband and three daughters, Julie, 7; Jona, 5; and Joy, 3. The three young girls were much more help than I could handle, so I had my husband John take them uptown for a little while. When they returned, each of the girls had picked out a Hallmark ornament that their Dad had bought for them. And so began our tradition.

In 1979 our biggest Christmas gift was two-year-old Nicolas John Paul, who joined our family from Bogota, Colombia, South America. In 1980, I shopped for the ornaments, and his



choice was "Santa's Express" from the "Here Comes Santa" series. From that time on, I picked up the children's ornaments earlier in the season and gift wrapped them. They are the only gifts we open on Christmas

Eve. The others are kept for Christmas Day.

By 1981 our family had almost doubled because we adopted a sibling group from South America. They are Jorge, about 12; Jill, about 8; and Joe, about 6. Christmas Eve and Hallmark ornaments really took on special meaning. It took a great deal of planning to be sure the right ornaments were picked out. The children really looked forward to seeing what their ornaments were going to be.

Jorge collected the "Tin Locomotive," Julie, the "Cool Yule" and anything that had unicorns — especially the "Magical Unicorn." Jona fell in love with the bells and still collects these even though her new series is "Reindeer Champs." Jill liked her dollhouse very much, and Joy has always wanted anything that featured Betsey Clark. Joe still collects as many Snoopys as he can, but likes the "Windows of the World" series, especially since the first ornament in that series represented a country that shared his first language.

I had fun finding ornaments that had Joy's name on them. For myself, I have collected the "Art Masterpiece" and "Wood Childhood" ornaments. My husband has the "Twelve Days of Christmas."

We hope that many, many years from now our grandchildren and great-grandchildren will find pleasure in these ornaments and maybe learn a little of their heritage from the Christmas ornaments Hallmark has given us.

Ahne Serie
Luverne, Minnesota

Dear Hallmark,

I just received my Keepsake Ornament Collector's Club membership kit for 1988. I must say that it's been a thrill to sit here and go through it! Most clubs "get better with time." But you have started with GREAT! So it will really be

interesting to see what develops in future years.

I missed getting the very first Members Only "Carousel Reindeer" ornament by two days! You can imagine how upset I was and am with myself.

And you can also bet that I'm NOT putting off ordering the "Sleighful of Dreams" ornament for even one day!

I truly did not expect so much when I joined the Club. Thanks!



Bobi Amendolara
Oak Grove, Oregon

Dear Hallmark,

I just want to write a note to say it's my sister-in-law's fault that I'm hooked on Hallmark ornaments. She bought me a few, and then I realized how cute and special each one was. That's all it took!

Now she and I talk about our hobby all of the time. We also collect the Hallmark seasonal pins and magnets, but our first love is the ornaments. My birthday is in May, and Cathy (my sister-in-law) gave me four ornaments from past years: "Mouse on Cheese" (1983), "Betsey Clark Angel" (1984), "Polar Bear Drummer" (1984), and "Bottlecap Fun Bunnies" (1985). She really made my day!



I've gotten my husband, my mother, and a girlfriend hooked, too! My five-year-old has her own collection that we have started for her. Collecting is contagious, but it's like an infectious laugh — pretty soon you see nothing but smiles. And that makes all of the artists' work worth it.

Keep making people smile, and bringing Christmas to peoples' hearts.

Elizabeth Moody
Gulfport, Mississippi