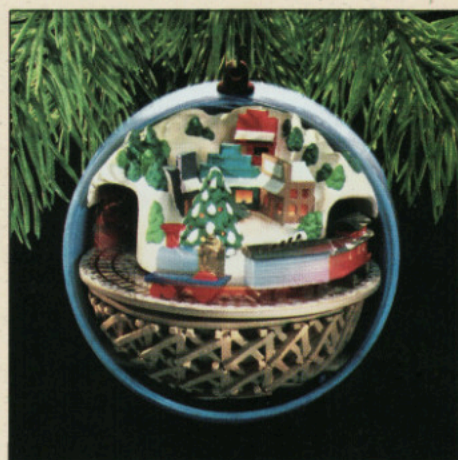


TURN ON THE MAGIC

All aboard for 1988! There's a new light and motion train ornament in the Keepsake Magic line and our collectors tell us it's right on track!

Named "Country Express," the new train was designed by Linda Sickman, who also created the popular 1986-87 "Village Express" ornament.



Sickman says that both ornaments were modeled after places she visited during her travels through the country.

"The 'Village Express' ornament looks like a scene from New England," she explains. "And the town in the 'Country Express' resembles places I have seen in Colorado, Wyoming, and other Western states."

"The town is made up of a cluster of buildings with the old-fashioned false fronts you see in Old Western towns," she continues. Other special details Sickman included are a bonfire in the center of the town and a signal gate beside the track. Of course, the train looks

like one Wyatt Earp might have taken to visit his family at Christmas.

Sickman's continuing romance with trains explains why the "Country Express" is an Artists' Favorites ornament. Collectors will find her initials on the design.

Hallmark sculptor Sharon Pike found the inspiration for her blinking light ornament, "Kitty Capers," close to home.

"I've always loved cats," says Pike. "I grew up with 63 of them!" Pike explains that she lived on a farm when she was young, and that her grandfather's barn was the home for all the stray cats in the area.

"The cat in this ornament looks just like a stray I adopted named 'Elmer,'" she says.

Pike adds that only two lovable felines presently share their home with her. They are named "Skunk" and "C.C." which stands for "Calico Cat."

"They're the models for many of my designs, including this ornament," she says. "Each year, when I bring out the box of Christmas tree lights, Skunk jumps inside and gets tangled in the light strings. Since this is his favorite thing to do, I give him his own box filled with tissues, bows, and string to play with."



"Kitty Capers" shows Pike's skill at sculpting cats in true-to-life poses. When the lights blink on and off, you can almost hear the kitten purring!



Ken Crow, another Hallmark sculptor, also reached back into his childhood for inspiration when he sculpted the lighted ornament, "Christmas Is Magic."

This design shows Santa giving his dog two bones. When the ornament is lighted, the bones in Santa's hand cast a shadow figure on the windowshade in the background.

"The shadow is the magical part of the ornament," Crow says. "It looks like a reindeer."

The sculptor recalls making shadow figures on the wall when he was a child. "Because my last name is 'Crow,' I liked to make bird shadows," he says. "I'd flutter my hands to make the 'crows' fly." He confides that he also was quite an expert at creating bunnies and dogs, and adds that the dog in the ornament looks like his own poodle, "Duffy."

These three ornaments are merely a sampling, of course, of the designs offered in 1988. But they illustrate the wide variety of subjects and innovative "magical" touches the collector will find in the Keepsake Magic line.

HALLMARK CURATOR SHARES HINTS ON STORING ORNAMENTS

In the midst of the Christmas season, who's thinking about packing and storing ornaments?

Who else but Sharron Uhler, the curator of the Hallmark Historical Collection. She's also an avid collector with more than 850 ornaments of her own. And she has a number of suggestions that can keep your collection looking its festive best for many holiday seasons to come.

"There are a few basic principles," she explains. "Avoid extreme temperatures and high humidity.

Put ornaments in their original boxes, or wrap and cushion them with plenty of white tissue paper. Then pack them in sturdy cardboard storage boxes — but don't crowd them.

"Basically, ornaments do well in the same kind of household climate that people like," she continues, leading into what she considers a crucial piece of advice:

"Don't store your ornaments in the basement, attic, garage or any unheated storage area. Put them where the temperature and humidity are relatively constant.

"Wide swings in temperature and humidity are potentially damaging to colors and finishes, especially if the ornaments are wrapped in plastic film or some other material instead of white tissue paper."

Home basements have other problems in addition to high humidity. There's the danger of flooding from heavy rains or a washing machine overflow.

So where is the best place to store your ornaments? According to Uhler, it's on an overhead shelf in a seldom-used closet.

"I tell my friends that if their collection is really precious to them, they'll keep it



in the closet, and relegate something else to the basement or attic."

And if your collection has outgrown your closet space? She suggests a trunk, especially the kind that can be kept locked to prevent the ornaments from becoming lost or broken by curious children. Other alternatives include a desk or chest where the ornaments will be undisturbed during the off-season.

Uhler emphasizes that everything will age with time, and that the soft patina that may come with age and fond handling is part of the charm of treasures passed down from generation to generation.

"Keepsake Ornaments are designed to be enjoyed," she says. "With a little care, they will give you pleasure for many years."

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Art Director: Rose Wuyts

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CARING FOR YOUR COLLECTION

Displaying

If you spray-flock your tree, resist the temptation to add more flocking after ornaments are in place. The material is difficult to remove, and you may damage the ornaments in the process.

Keep ornaments out of direct sunlight. If they're displayed year-round, notice how light patterns change with the changing seasons. What's shaded in January may be in the path of summer's intense rays.

Don't display ornaments near a heat register or an air conditioning vent. And don't place them on a shelf covering a steam-heat radiator.

Packing

Remove the metal hooks you added to hang ornaments on the tree. They can rust, stain, or scratch the ornament.

Gently wipe ornaments clean with a soft, white cloth. A clean, soft makeup brush can also be used.

Store ornaments in their original boxes if available. Then place them in covered storage boxes for more stability and protection.

Don't wrap ornaments in plastic film or plastic dry-cleaning bags. Warm temperatures may fuse them to the ornament.

Don't wrap ornaments in newsprint or colored tissue papers. Ink or dye colors may transfer to the ornaments.

Don't crowd or squeeze ornaments into the packing boxes. Start a new box for even one item rather than take a chance on damaging other ornaments.

NOTE: Hallmark Keepsake Ornaments are individually boxed, and many have specially engineered inserts to protect them during shipping. By saving and re-using these packages you will gain a timesaving head start on packing your ornaments for storage.

Repairing

Use a water-base general purpose glue to make repairs on most items. Don't use rubber cement — it may remove color.

Don't use glue on glass ball ornaments. It may remove colors.

BEHIND-THE-SCENE KEEPSAKE ORNAMENTS



"Party Line"



Warm childhood memories provide the inspiration for many of the designs in the Keepsake line. Sharon Pike, who sculpted "Party Line," says she recalls the fun she had playing "telephone company" as a child. "My brother and I created our own phones out of old tin cans, so I sculpted two raccoons doing the same thing," she says. "I chose Campbell's Soup cans because I thought they would be familiar to everyone. And who doesn't have fond memories of a hot bowl of their chicken soup?" The telephone idea is also perfect for the "stringer" ornament format, since each raccoon can be attached to a tree branch from its own ornament hook.

"Campbell's" is a trademark of Campbell Soup Company used under license by Hallmark Cards, Inc.



"Kringle Tree"

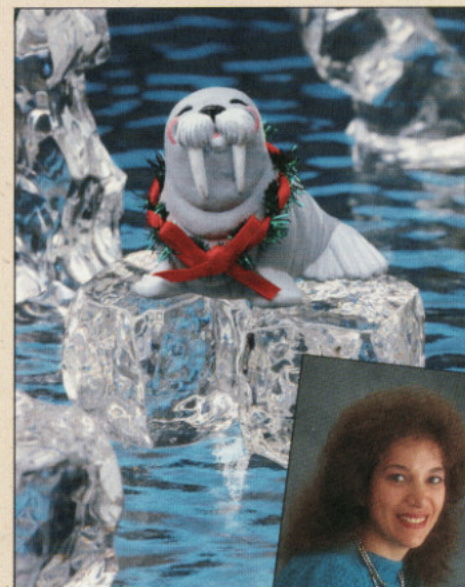
Hallmark sculptor Peter Dutkin likes to take ordinary shapes and turn them into ornament designs that are unexpected and unusual. He did just that when he created the "Kringle Tree" for the 1988 Keepsake line. "I like designs that make people see things in a new way," he says. When Dutkin began to design the "Kringle Tree," he drew a triangle shape. Then he filled in the arms, legs, features and costume until he had a unique interpretation of the jolly old elf! Using simple shapes to portray Santa is something Dutkin has done for past Keepsake Ornaments as well, such as the 1984 "Santa Star."



"Joyous Heart"



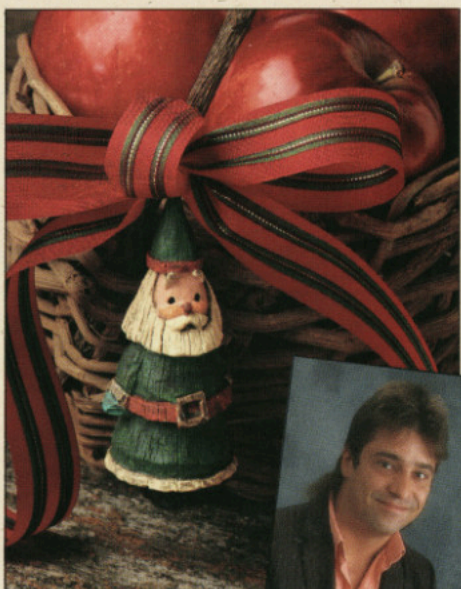
The idea for the Keepsake Miniature Ornament, "Joyous Heart," started with a single word. "I wanted to feature a word on a miniature ornament, and that presented a real challenge since the space is so limited," says artist Diana McGehee. She explains she chose the word "joy" because it's short and, more important, because it's symbolic of the season. "Christmas is a joyful time, and Christ's birth is joyous," she says. McGehee then developed a design that incorporated her favorite style of art and furnishings — country. "Both hearts and blocks are popular country design motifs," she continues. "I combined these two elements and made the blocks revolve just for fun." McGehee had another reason for creating this ornament as well — it will blend perfectly with the country decor of her home.



"Jolly Walrus"



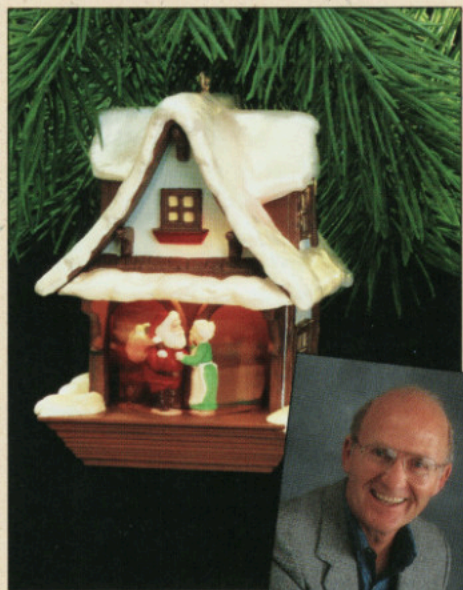
It's about time a walrus got a break! Or so thinks Anita Marra, sculptor of the "Jolly Walrus" ornament. "There's never been a walrus in the Keepsake Ornament line," she says. "I think they're cute, and they certainly fit in with our other cold weather friends such as the polar bears, penguins and seals." The artist also mentions that she strives to create ornaments with a lot of variety. Her walrus is only the beginning of things to come!



ORNAMENTS IN THE MENT WORKSHOP

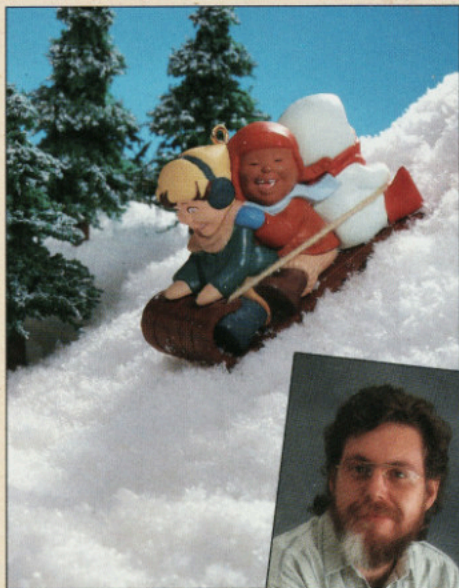
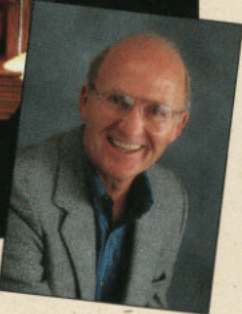
"Norman Rockwell Cameo"

Hallmark engraver and sculptor Dill Rhodus has engraved six of the nine Norman Rockwell cameo ornaments in the series. "I collect Rockwell plates," he says, "and the artist has always been one of my favorites." Rhodus explains that it took him more than 60 hours to engrave the 1988 Rockwell design, which is about average for Rockwell cameos. "The most difficult part of reproducing Rockwell artwork in the cameo format is capturing the warmth and look of his paintings. Since there's no color in a cameo, all the detail has to be accomplished by the engraving," Rhodus says he uses either the original painting or a photograph for research when he's engraving a Rockwell ornament. "I concentrate on the expressions and subtle details that make Rockwell's work so appealing."



"Last-Minute Hug"

When sculptor Duane Unruh was a child, he enjoyed imagining what Santa Claus' house would look like. "I had the whole scene pictured in my mind," he says. "Santa would live in a beautiful snow-covered Swiss chalet. The house would be very warm and cozy — the kind of place where friends would gather every Christmas Eve." Unruh had this vision to follow when he sculpted the light and motion ornament "Last-Minute Hug." The situation of the ornament complements the welcoming design of the house, says the artist. "Mrs. Claus is giving Santa a good-bye hug because he's going on a long, important trip."



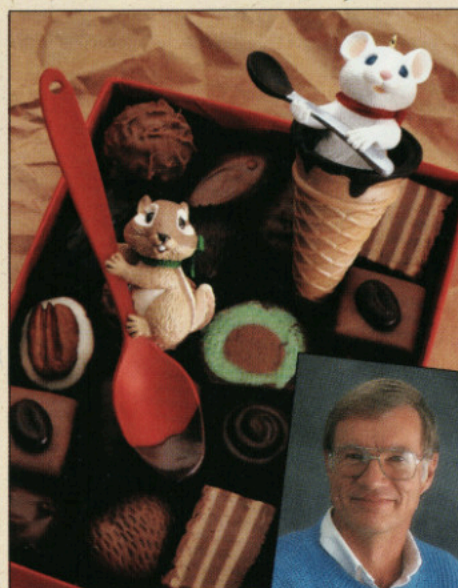
"Winter Fun"

There's no doubt that the adorable children in sculptor Robert Chad's ornament "Winter Fun" are having a great time! Chad remembers going sledding as a child. "There was no easy way to steer the sled," he recalls. "All the kids had to steer by really working together — leaning one way or another — like the kids in the ornament." That spirit of cooperation echoes a theme of the season and of Chad's design — the warm spirit of brotherhood.



"Hall Bro's Card Shop"

"This ornament really symbolizes Hallmark to me," says Donna Lee, sculptor of the "Hall Bro's Card Shop." The artist explains that she views Hallmark as having two major focuses: retail and creative. Similarly, the ornament features a card shop on the first level and an artist's studio upstairs. "I chose to include a studio because the artist plays a major role in every product Hallmark offers," she says. Lee adds that she would love working in a studio like the one she created in the dollhouse. In fact, she has always said that the houses she sculpts for the "Nostalgic Houses and Shops" series are just the kind of homes she would like to live in someday. Lee's ornaments are filled with interesting details and touches of authenticity. The sign above the door is a reproduction of a 1911 logo for the company that is now Hallmark!



"Teeny Taster," "Sweet Star" and "Filled With Fudge"

What do a squirrel, a chipmunk and a mouse have in common? They all love chocolate...or at least they do in three new Keepsake Ornaments designed by sculptor Ed Seale. "I enjoy sculpting woodland animals in human situations," he says. "There's a whimsical surprise when you see an animal paired with a household object like a spoon, or eating a sweet treat like a cookie." Seale, who also sculpted the 1987 "Chocolate Chipmunk," says he concentrates on each animal's expression so that it mirrors the emotion or idea of the ornament. "The mouse in 'Filled With Fudge' looks very satisfied," says Seale. "Just as anyone might look after splurging on home-made fudge."



The Surprising Side of Keepsake Ornaments



"Christmas is a season filled with happy surprises," says Hallmark artist Ken Crow. "I like to reflect that in my designs by including an extra touch or a special feature for collectors to discover."

This year, the inventive sculptor has added movement to three of his Keepsake Ornament designs — "Peek-a-Boo Kitties," "Christmas Cuckoo," and "Cool Juggler."

"Each design contains a weighted element," Crow explains. "At first, the weight appears to be just another interesting part of the design — a kitten on a ball of yarn, a pendulum on a clock, or a snowball in a juggling act. But when you tap the weight — surprise! Something else moves."

Take the case of that playful kitten. When you hold the basket by its sides and tap the kitty gently, it swings to and fro, causing the lid on the basket to open first on one side and then the other. And there's another surprise.

Two more kittens are hiding inside, playing "Peek-a-Boo" with you.

Kittens playing in his grandmother's laundry basket provided the inspiration for this design, the artist says. And



the kitten on the ball of yarn owes its realistic pose to his own cat, Persnikety.

"The cuckoo clock design is very special because it reminds me of a clock my Grampa had," Crow continues. "He pulled the chains to wind it every morning."

When you tap the "pinecone" pendulum on this Keepsake Ornament, two things happen. The cuckoo's door opens, and the clock's face turns from 12:00 to 3:00 so it seems to be looking up at the bird. Collectors will note that the bird has placed a tiny red stocking on its door, in hopes that Santa will soon be there.

"Cool Juggler" reminds Crow of childhood visits to big toy stores with basements full of wind-up action toys.

To see his 1988 snowman juggle, hold the sides of the base and gently tap the snowball hanging below. The snowman's arms move up and down, sending three icy-looking snowballs gliding from mitten to mitten.

The non-electronic movement in ornaments has come a long way since the 1976 introduction of the Twirl-About ornaments. Collectors continue to enjoy the surprise in these unusual designs.



Family Treasure

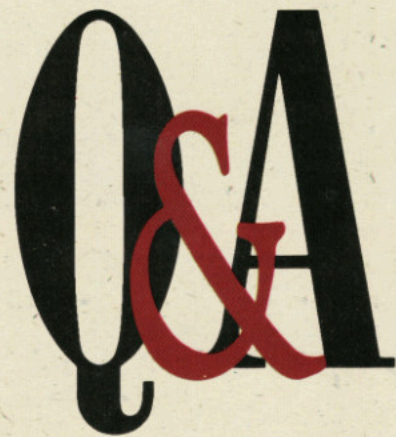
*Our Christmas ornaments mean more than simple decoration —
They represent a lifetime
of delightful celebration!*

*Each member of the family
can point out a favorite one
That tells about some happy time
or special things they've done.*

*Each sport and pet and hobby
has a symbol on the tree,
And every year, we "read" them
like a family history!*

*A precious part of Christmas
are these treasures we hold dear —
Along with all the fun
of adding new ones year by year.*

Barbara Loots



Q. I've examined the design carefully, but I can't find the series symbol on the lighted "Christmas Classics" ornament called "Night Before Christmas." Is this series retired?

A. This series is still active. We're sorry, but the series symbol was inadvertently left off the design during production. The "Night Before Christmas" is third in the series.

Q. The *Collector's Courier* that I received in June was identified as Volume 2 Number 1. How many issues were in Volume 1? Did I receive all the issues — I have five so far, including the issue I received in September.

A. Yes, you have all the issues. The first issue of each new Volume corresponds to the beginning of the official Club year. Since the Keepsake Ornament Collector's Club was launched in June, 1987, the Club's official year begins each June. Therefore, June will mark the start of every new *Courier* Volume. There were three issues in Volume 1: Numbers 1 and 2 in 1987, and Number 3 in 1988. Volume 2 and all future Volumes will include four issues since the *Courier* is now a quarterly publication.

Q. Are all the "lifestyle" Santas in the 1988 Keepsake Ornament offer considered part of a series?

A. No, these Santas are a collection designed to commemorate your favorite sports, hobbies or pastimes. They're also perfect for collectors who create a Santa theme tree every year. But they're not an official series and do not carry a series symbol.



Dear Hallmark,

As I begin my second year as a Collector's Club member, I wish to express my enthusiasm over this venture and the 1988 kit. I am particularly delighted with the *Keepsake Ornament Treasury* album and the 1988 Members Only ornament. These items are truly the mark of excellence associated with the name Hallmark.

I purchased my first ornament in 1976, when I started my working career; but I began to collect Hallmark ornaments around 1980. Besides my one Hallmark ornament to mark a particular year, my friends and I began exchanging Hallmark ornaments as gifts. We felt we not only purchased a beautiful item, but the cost fit well into our budget.

Around 1980, my thoughts on collecting became serious. I was always awed by the wide variety and styles of ornaments offered, but never allowed

myself the indulgence of buying more than one ornament per year.

My reasoning changed when I simply decided — why not? To date, I purchase at least 10 ornaments per year for myself. Anything that catches my eye is purchased to adorn my tree. I am particularly fond of the Collectible Series and the glass ball ornaments. I like the ball ornaments because of the collection my mother has from years ago.

I also purchase ornaments for family and friends. For example, I purchased the "25th Christmas Together" ornament in 1983 as a gift to my parents. Although the ornament was, perhaps, meant for a married couple, I wanted something to signify the special togetherness I share with my parents.

Thank you for the Collector's Club.

Jill E. Moskal
Prospect Heights, Illinois

Dear Hallmark,

Christmas is my favorite time of year. It's only natural since I think of myself as

Santa Claus, and my favorite hobby is collecting all types of Santas. Some of my most treasured Santas are Hallmark.

Each year I collect all the Santas you produce, and each year my collection has grown. It has become difficult to display all of them.

I decided to solve my problem by building the Hallmark House of Santas. It stands 64" high, 48" long, and 12" wide, and it can display 400 Santas.

It takes so long to set up the display that we put it up in October and leave it up until New Year's. This way we have many days and nights to enjoy the beautiful Santas.

Merry Christmas and Happy New Year.

Gilbert "Santa Claus" McDaniel
Bellbrook, Ohio

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:
Hallmark Cards, Inc.
Keepsake Ornament Collector's Club
#161
P.O. Box 419580
Kansas City, MO 64141-6580

SEASON'S GREETINGS



from Keepsakes