

COLLECTOR'S COURIER

Volume Four

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Laugh It Up With These Holiday Merry Makers

It's Christmas Eve, and a mother is reading the timeless story of "The Night Before Christmas" while her young daughter snuggles in her lap.



The little girl hangs on every word as the story of Santa arriving with his bundle of toys unfolds.

"As I drew in my head, and was turning around, down the chimney the Easter Bunny came with a bound," the mother reads excitedly.

Wait a minute! How did the Easter Bunny get in this story? And what's that he's wearing? A billboard!

The Easter Bunny, rather "Billboard Bunny," and a lot of other humorous characters turn up this year in the Keepsake Ornament line to take a good-natured poke at many of the things we think of at Christmastime. More and more collectors want a chuckle or two with their Keepsake Ornaments, says Jan Amendola, business marketing strategist.

"We get a lot of letters from people asking us to create ornament designs that let them sit back during the

hustle and bustle of the holidays and take a light-hearted look at the season. That's what this group of 15 or so ornaments is all about," she says.

For instance, take "Billboard Bunny." All the Easter Bunny wants to do is "get Christmas over with so we can get on with Easter," according to Keepsakes artist Julia Lee, who sculpted the bunny and his "Bah Hum Bug" billboard. Keepsakes senior editor Tina Hacker added the final touch with his call to "Ban Fruit Cake."

It was the coyotes Lee often heard howling near her house that got her to thinking about the idea of the animals singing holiday carols. This inspired "Coyote Carols."

"We've never done an ornament with a coyote, and I just love listening to them howl at night, so I thought they would make a fun design," Lee says. Wrapped in bright scarves, the pair of wily carolers fill the night air with the sounds of Christmas.



And what carol does Lee imagine them singing? "Silent Night," what else!" she says with a laugh.

Many of the ornaments appearing in this humorous group, including "Billboard Bunny" and "Coyote Carols," were inspired by animals that are not normally associated with Christmas situations. Other designs show unusual situations with traditional holiday animals such as mice.

Sharon Pike's "Born to Dance" ornament features a mouse who is also a ballerina. Her long, flexible arms and

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legs make her a very whimsical and graceful toe-dancer!

With a little bending, she will be glad to do a pirouette just for you or pose in countless different positions.



Bob Siedler was also thinking of mice when he sculpted "Pepperoni Mouse." Obviously not your regular mouse, this little guy has a taste for pizza topped with pepperoni and, of course, lots and lots of cheese.

There's even a humorous design featuring a cow. Yes, a cow! Michele Pyda-Sevcik's "Mooy Christmas" design depicts a cow who's all worn out by the holiday festivities and has decided to just sit down.

Another 1990 ornament that's sure to

have collectors grinning is Ken Crow's "Santa Schnoz," which shows Santa wearing a funny mask as he's about to set off on his Christmas Eve rounds.

"This is not the Santa you would expect to see come popping down your chimney," the artist says. "I've never met Santa personally, but I've heard that he has quite a sense of humor, and I wanted to reflect that in the design."

And if these don't tickle your funny bone, you can choose from a crocodile or goose who are decked out in their holiday outfits. In addition, there are



three little piggies who have squeezed into their Christmas stocking. They're all guaranteed to have you laughing it up this holiday season. No kidding!

A House Filled With Tiny Treasures



What if you had a whole house filled with Keepsake Miniature Ornaments? Well, you can do just that with the "Shadow Box Memory House." New for 1990, the house stands 9 1/4" tall and holds up to 10 miniature ornaments on small hooks. The house is perfect for collectors who may not have room for a tree or those wishing to display a select group of miniature ornaments year-round. The house itself can hang on your wall or sit on a mantel or table. The design of the house was inspired by the long-established tradition among collectors of displaying ornaments and other fine collectibles in shadow boxes. The house is available at your local Hallmark store for \$14.50.



Yule Tidings

I am very pleased to announce that the Hallmark Keepsake Ornament Collector's Club has introduced a program for forming Official Local Chapters of the national Collector's Club.

Official Local Chapters will offer collectors opportunities to get together and share their enjoyment of collecting.

Chapter meetings are a great place to exchange ideas and information and to explore each other's collections, perhaps even trade some favorite Keepsake Ornaments from past years.

Official Local Chapters will also provide members with yet another link of communication with the national Club headquarters in Kansas City.

We'll tell you more about this special new program in a future issue of the *Courier*. But you don't have to wait until then. If you are interested in finding out how to form an Official Local Chapter in your area, please contact us at Club headquarters. We will be happy to send information to you.

We look forward to hearing from you, and Happy Collecting!

Rachel Perkal
Collector's Club Manager

Keepsake Ornaments are for all seasons! Hallmark has created a new Collector's Calendar for 1991 displaying Keepsake Ornaments in 12 unique seasonal and holiday settings. The calendar will give you creative suggestions from country to elegant to nostalgic.

Deborah Gallagher, creative product designer, notes that "we wanted to take collectors' favorite things and present them in an interesting and romantic way to show that ornaments are not just for Christmas anymore."

"Ornaments are versatile, and we think the calendar encourages collectors to try different ways to display their collection all year."

The monthly ideas are simple to follow, and they demonstrate that you don't have to be an interior designer to showcase your ornaments.

Some pages show ornaments belonging to a single series, and others show a variety of designs. Complete information about the ornaments' names, issue years and edition numbers is included for each month.

Hallmark Keepsake Ornaments are

New Collector's Calendar Features Keepsake Ornaments



pictured on shelves, mantels and table-tops, in wreaths and floral arrangements, and on window panes.

The variety of subject matter and styles allows you to express your individual taste and lifestyle. "Usually a calendar has a theme, and all 12 months have a similar look," says Gallagher.

"But, with this calendar, we let the ornaments themselves dictate the surroundings. The ornaments are the stars. Photo stylist Jan Tracy and photographer Ninette Maumus made sure of that."

Gallagher also notes that the quality of this calendar is exceptional. "We bordered each photograph with gold bronzing because we wanted the photos to look like framed prints. Since the ornaments are collectibles, they deserve to be framed in gold."

Gallagher admits, "this calendar project prompted me to start collecting! I like the 'Tin Locomotive' and 'Rocking Horse' series most of all. I bought several ornaments for myself and gave quite a few as gifts."

Collectors tell us they like to use the *Dream Book* and *Collector's Guide* as workbooks and then save another copy of each as collector's items. You may find this method helpful with the 1991 calendar as well. Every day of every month it's a reminder that Keepsake Ornaments can be displayed and enjoyed all year.

Collectors enjoyed the challenge of the 1988 "Keepsake Ornament Collection" jigsaw puzzle so much that Hallmark designers have created an even more challenging puzzle for 1990. It's called "A Keepsake Christmas."

Cheryl Smith, creative product designer, notes "the 500-piece puzzle presents an increased challenge because it shows many more ornaments than the first puzzle. There are approximately 60 in the photograph!"

Collectors will enjoy assembling this puzzle and recognizing ornaments from their collections. The ornaments were issued between 1980 and 1989.

Kim Warner, photo designer in Hallmark's Season Specialty Design department, explains that she selected ornaments that weren't used in the 1988 puzzle. Also, she decided to put the ornaments on a wreath to show

Second Puzzle Offers Challenge



another way to display collections.

"In my mind, I see a woman attaching her Keepsake Ornaments tenderly to the wreath," says Warner. "She then leaves the ornaments on the wreath and tucks it carefully into a

special box for storage. Each year, as she buys more ornaments, she places them on her wreath to create a family heirloom."

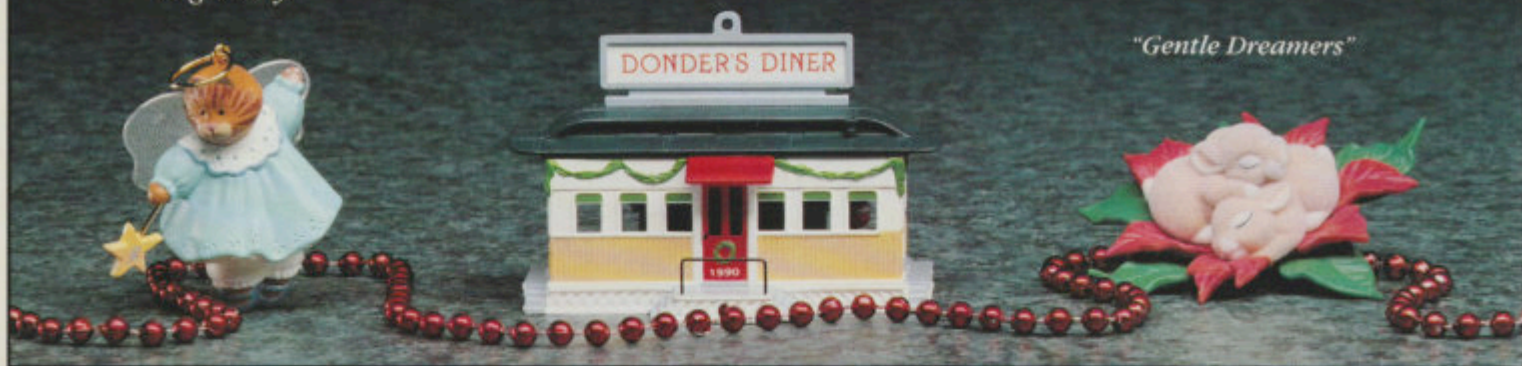
For Warner, the stockings hung by the chimney represent stockings belonging to the woman's children. "When the kids were younger, they had their own favorite ornaments which now peek out from the tops of the stockings," she muses. "They may even have been gifts opened on past Christmas mornings."

Speaking of gifts, Smith notes that the new puzzle is part of the "Puzzle Plus Series"; you'll find a brass Christmas Trimmer ornament in the box as a gift to you from Hallmark. Now, imagine bending over the table, looking for just those right pieces to complete another ornament in the puzzle. It's almost as much fun as building a collection.

"Angel Kitty"

"Donder's Diner"

"Gentle Dreamers"



Artists Share Their Interests With Collectors

Keepsakes artists reveal something about themselves in every ornament they design—through their choice of subject matter, technique, materials and even colors. But no other Keepsake Ornaments reflect the personality and lifestyle of their designers as directly as "Artists' Favorites."

Each "Artists' Favorites" ornament has a special story behind it, and a special meaning for the person who brought it to life. Each becomes an invitation to you the collector to visit the artist's private world and discover the activities and interests you share.

This year there are six "Artists' Favorites" in the Keepsake Ornament collection: five delightful handcrafted animals and one jolly Santa. This Santa is the first "Artists' Favorite" to feature non-electronic movement.

Four additional ornaments in the 1990 line also carry the "Artists' Favorites" designation. Featured in the previous *Courier*, they are the Keepsake Magic Ornaments: "Hop 'N Pop Popper" and "Children's Express" and two Keepsake Miniature Ornaments: "Santa's Streetcar" and "Snow Angel."

"Angel Kitty"

A favorite pet often provides the

inspiration for a Keepsake Ornament.

"This cat looks just like my cat 'Half-Pint,'" says Michele Pyda-Sevcik. "He is very playful. When he misbehaves, he adopts an innocent air as if he were a little angel."

The ornament depicts a kitten dressed in an angel's robe, carrying a brass wand tipped with a yellow star that is dated "90." Symbolic of "Half-Pint," the cat in the ornament might be thanking her lucky star! Abandoned as a tiny kitten, "Half-Pint" was adopted by Pyda-Sevcik after another Keepsakes artist rescued him and brought him to work. Where was the kitten found? Sitting on the yellow line in the middle of a highway.

"Angel Kitty" has a bright brass halo. Gossamer wings are formed by sheer pink netting gathered into a silvery frame and accented with silver sparkles. Shiny, sky blue slippers match the trim on the robe's scalloped collar. The artist's signature, "Michele," appears on the angel's ruffled petticoat.

"Donder's Diner"

What does a reindeer do during the "off-season," when he isn't hooked up with Santa's Christmas delivery service? Hallmark artist Donna Lee believes

that Donder operates his own "one-deer" fast-food place. And she's created a novel eatery especially for him.

"When I was growing up, there were a lot of diners made out of old streetcars," she recalls. "This design is from that period — even the prices are a bit nostalgic." Signs inside the diner offer "Home Made Pie 5¢" as well as "Blitzen Burgers 19¢," the house specialty named for Donder's teammate. Santa himself is seated at the counter, where he's just been served a burger by the cook.

Lee enjoys sculpting little buildings, and collectors prize her designs for their authentic and intricate detail. In this design, a small porch with a railing has been added onto the old streetcar, and its base is enclosed by latticework panels. There's a red canopy over the entrance, and the address "1990" appears below the wreath on the door. A large sign on top advertises "Donder's Diner," and the artist's signature, "Donna Lee," appears on the back.

"I thought about calling the place 'Donna's Diner,'" she confides with a chuckle, "but Donder is more famous than I am."

"Gentle Dreamers"

Hallmark sculptor John Francis grew up in Wyoming, and credits his father for his own interest in animals and nature. "My father loved the outdoors, and he taught me a lot," says the artist. "We lived in Casper, on the prairie, and there was a small range of mountains

"Happy Woodcutter"

"Mouseboat"

"Welcome, Santa"



nearby. I saw lots of animals such as deer, antelope and rabbits.

"I liked the little cottontail rabbits so much that later, when I picked out a domestic rabbit for a pet, I chose one with coloring similar to the ones I saw when I was growing up. My pet rabbit, named 'Buns,' was really the model for this ornament."

The design features two softly flocked bunnies, sound asleep on the petals of a poinsettia. Because this ornament is a clip-on, it will look as if the bunnies have found a cozy red nest on the branch of your tree. You'll find the artist's signature "Collin," which is his middle name, beneath a poinsettia leaf.

"Happy Woodcutter"

Sculptor Julia Lee has successfully combined no less than three of her special interests into one captivating Keepsake Ornament. Her design features a beaver because, she says, "I've seen a lot of them at the water's edge of the different lakes and streams that I've visited. I really like all types of wildlife, but beavers truly are 'busy as a beaver'—very energetic and ambitious."

She believes the beaver in the design shares her hobby of raising Christmas trees. "He's just harvested one of the trees he's raised," she explains, "and he's used a chain saw like I do because it's so much easier." This is the first appearance of a realistic power tool in the Keepsake line.

The artist has outfitted the "Happy Woodcutter" in a red sweatshirt

emblazoned with the year date "1990." The beaver carries a green bottle-brush tree over his shoulder and the chain saw in one hand. The artist's signature "Julia" appears on the silvery blade of the saw.

"Mouseboat"

For sailboat enthusiast Ed Seale, designing an "Artists' Favorites" ornament was a welcome way to convey his hobby. Molding a tiny boat from a real walnut shell, the pun-loving artist promptly christened the little craft "Mouseboat" in honor of its skipper.

Seale built his first full-scale sailboat in 1963. "I could go sailing every weekend, and never get tired of it," the artist says.

"Mouseboat" is the fourth ornament that Seale has designed using a real walnut shell. His 1988 design "Squeaky Clean" featured a mouse in a bathtub.

"It's fun to think of different ways to use the walnut shell," Seale explains. "And there's a good size relationship between the shell and a mouse."

The mouse in the 1990 design is dressed in a blue-and-white sailor suit. He's waving one hand and managing the sail with the "main sheet" (known as the control rope to landlubbers). The artist notes that the mouse is guiding the rudder with his tail, "and is clearly sailing on autopilot."

The white sail is decorated with a silhouette of a mouse and the year date "1990." The artist's signature "Seale" appears on the back of the sail, and the

pun "MOUSE BOAT" is debossed on the boat's rudder.

"Welcome, Santa"

As children we all wished we could see Santa coming down the chimney bringing gifts. Now Hallmark artist Ken Crow has granted that wish!

"Press the candlestick on the mantel," instructs Crow, "and Santa jumps inside the fireplace. Release the button, and he pops out into the room." If you don't know the secret or don't press the candlestick, the ornament always displays Santa sitting on the hearth with a big sack of toys.

"I like to put movement in my designs," says Crow, "because it adds the element of surprise we remember as children at Christmas. I had the idea for a pop-up mechanism first, then I started thinking about Christmas situations that could make the best use of it. Santa coming in and going out the fireplace is perfect—and it's a very traditional idea."

The back of the ornament tells the story: "With a wink and a grin and a big 'Ho Ho Ho,' Santa drops in with a Christmas hello!"

The artist patterned the fireplace after one in his own home, which has a wooden mantel. The golden-framed sign over the mantel reads, "Welcome, Santa." It suggests needlework, another homey touch. Crow's signature appears on the bottom of the ornament.

"I'm still 10 at heart," says Keepsake Ornament designer Trish Andrews, "and I relate to children more than adults."

Her 1990 "Spoon Rider" ornament, for example, reflects her playful side. Andrews designed it to convey those innocent, playful emotions that we all associate with childhood memories.

"When I was in pre-school in England, I remember the children's books my mother bought me," she says. "The stories always had very small characters in a very big world. I loved those storybooks, and they helped create my perspective."

"I guess that's why I see elves as childlike, not old," Andrews continues. "I wanted to put characters in make-believe situations, such as riding on a silvery spoon."

The artist remembers all the make-believe and playing she and her two younger brothers did when they lived in Florida and in France.

"Mother made us turn off the TV, go outside and play," she recalls. "In our games we created imaginary worlds. I lived by my imagination."

Andrews' "Elf of the Year" is also playful. This 1990 Keepsake Magic lighted ornament shows wonder and excitement for a new decade. If you look carefully, you would be tempted to believe that the red date is hard candy. It looks that real when the ornament is lighted.

"Two Peas in a Pod" is another ornament that shows Andrews' playful

Artist Intrigued By Fantasy And Romance



Trish Andrews puts the final touches on her "Sugar Plum Fairy" sculpture. Before creating this piece, she sculpted a miniature ballerina in several poses to see which one would look the most graceful on the tree.

nature. Several Hallmark artists were joking and chatting about ornament ideas when Andrews quipped that veggies are perfect for Christmas since they're green. She started molding peas and then building a shell around them. The basic concept unfolded, or ripened so to speak, in about 15 minutes. Two cheery little peas smile out at you as they nestle in their pod home.

"I believe this whimsical ornament is appealing because it just happened from playing," says Andrews.

But the artist also has a romantic side, and this can be seen in ornament designs such as her 1990 "First Christmas Together" Keepsake Miniature Ornament. It shows two doves snuggled cozily in a new nest. "I've been married for three years," she says, "but it still seems like our first year together. I wanted this ornament to capture that romantic feeling."

The romance of ballet inspired Andrews when she sculpted her first Limited Edition, the "Sugar Plum Fairy" from *The Nutcracker*.

"I have a real passion for dance, and I spent hours watching my girlfriend at ballet practice. Also, I love to draw dancers. I wanted to capture the fluid movement that the human body can express," she says.

Andrews felt honored to be asked to design the Limited Edition "Sugar Plum Fairy." Of her five 1990 ornaments, this is her personal favorite.

"I wanted to create a fantasy fairy that is ideally beautiful, graceful and elegant," says the artist. "For me, her iridescent netting has the sparkle of an actual tutu. The ornament really reflects my love of dancing."

"I believe that we have a wonderful vision of an ideal Christmas in our minds and that we try to rebuild this every year. That's why I like creating ornaments so much."



"Mr. Ashbourne" Is Ringing in the Holidays!

This fine Victorian gentleman is the first Special Edition "Dickens Caroler Bell." Ornament collectors, as well as bell collectors, will appreciate the unique shape that combines both the

qualities of a figurine and the qualities of a bell.

Made of fine porcelain, the portly fellow wears a handsome costume tailored with golden buttons and trim. Expert hand-painting reveals artful detailing, a result of the sculptor's skill and careful research. Dated 1990, "Mr. Ashbourne" will be joined by another "Carolers Bell" in 1991 and in following years, creating a collection Charles Dickens would have loved.

"Collectors as well as Keepsake Ornament artists often use the terms 'little jewels' and 'little treasures' to describe our miniature ornaments," says Lorrie Kreit, creative product designer. "Because of this, it seemed logical to create a design that was especially precious in some way."

This was the thinking that brought about the introduction of the 1990 "Precious Edition," a new feature in the Keepsake Miniature Ornament offer.

Kreit goes on to explain that collectors will find a different "Precious Edition" in each coming year. The ornaments will be fashioned out of unique materials such as cloisonné, crystal, or silver-plate.

"But it's not just the material that will make these ornaments precious," Kreit says. "Each design will have distinctive detailing and artistic touches."

"The 1990 'Cloisonné Poinsettia' is particularly apropos for the debut of this special category," she continues, "because cloisonné is so often seen in

The Precious Edition Is a Precious Addition



fine jewelry and is an ancient art form."

The art of cloisonné enameling goes back several hundred years. The process of creating cloisonné items is so intricate and painstaking that, at one time, only kings and queens could boast of having cloisonné in their private collections. Today, cloisonné is enjoyed by people everywhere, but the process is no less complex. To fashion each "Cloisonné Poinsettia" ornament, delicate wires are fused onto the metal

surface. These form compartments and create the graceful poinsettia design. Then the compartments are filled with brilliantly colored enamels and fired at high temperatures. After firing, the design is polished until it gleams like a rare gem.

Kreit explains that the metal used in the ornament is brass that has been coated in gold. "The colors of the petals and leaves have such depth," she says, "it's as if there's an inner fire that glows through the flowers."

Another feature of the "Precious Edition" is the die-cut detailing. Both sides of the ornament feature cloisonné that has been pierced, adding even more originality to the design.

Through the centuries, items made out of cloisonné were cherished as family heirlooms to be passed on from generation to generation. As Keepsake Ornament collectors know, this is true for ornaments as well. What a wonderful combination of two time-honored traditions!

Six "Tender Touches" Chosen For Retirement

Every "Tender Touches" figurine is special. But as the years go by, some of your favorite designs will be retired to make way for new ones. These will capture life's special moments, occasions and holidays in new and delightful ways.

Greg Raymond, business marketing manager, has announced the first "Tender Touches" retirement dates and six retiring figurines. After these dates, these designs will no longer be shipped to Hallmark retailers, and your Hallmark retailer will no longer be able to order them for you. Four "Tender Touches" will retire December 31, 1990. They are: QEC943-4 (Mouse at Desk) "The



message of Christmas is love." QEC939-4 (Santa Mouse) "Christmas...time of dreams come true." QEC971-4 (Halloween Trio) "Treat yourself to a happy Halloween." and QEC972-1 (Pilgrim Mouse) "Sweet land of liberty..."

Two "Tender Touches" figurines will retire June 30, 1991: QEC977-1 (Raccoons Playing Ball) "Love puts the

fun in together." and QEC972-4 (Raccoon With Cake) "Hope your day is decorated with happiness."

The "Tender Touches" collection of figurines features Hallmark artist Ed Seale's endearing woodland creatures. Test-marketed in 1988, "Tender Touches" debuted in 1989 and are available in selected Hallmark Gold Crown stores.

Courier Mail Box

Dear Hallmark,

I thought you might be interested in one way I use Keepsake Miniature Ornaments. Mine is a small, close family. After my dad passed away, my mother was left alone. For the first couple of years I made a point of getting home to spend Christmas with her. Two years ago though, my work prevented me from going home until the week after Christmas.

I knew this would dampen her holiday spirit, and I tried to think of something to do to change that. I was walking through my local Hallmark store, trying to think of an idea, when it suddenly hit me. It was 1988, and you had just started the miniature line of ornaments. The solution to my problem was simple. I selected several of these ornaments, a tree-topper and the tree.

A couple of weeks before Christmas I put my idea into operation. I put the tree, the ornaments and a couple of other things I purchased for use on and around the tree in separate packages and got them ready for mailing. Starting with the tree, I mailed a different package every day, making sure the last one arrived just before Christmas.

When I got home, there was the tree with its ornaments and a smile in my mother's eyes. I knew my idea had been a success.

Last year, as I made my selections from your new ornaments, my idea turned into a tradition. Even though I was able to spend Christmas with her, I know my mother looked forward to those tiny, daily packages. Thanks for your help.

Michael A. Claypoole
Alexandria, Virginia

Dear Hallmark,

I just received my 1990 *Dream Book* and *Collector's Courier* newsletter. I

can't wait for Christmas!

I was delighted to discover you had new on/off switches for many of your Keepsake Magic Ornaments. Someone must have been reading my mind. I thought, last Christmas, how nice it would be if, sometimes, you could just leave the light on. Greatest idea you people ever came up with!

However, I am a little upset with you. I have so many ornaments that I don't have enough tree to put them on. (Heaven help me, but I don't have room in my house for another tree.) I was going to cut down on the number of ornaments I was going to buy this year, but I opened the 1990 *Dream Book* and was hooked again. I'm just going to have to make "theme" trees. Maybe one year I'll use all my Santa ornaments, or maybe my little angel ornaments. The possibilities are endless.

Debra Suddreth
"Charter Member" and proud of it!
Austell, Georgia

Dear Hallmark,

This past weekend, I received my latest issue of the *Collector's Courier* and my 1990 *Dream Book*. I think the name is just perfect! You've certainly set my mind and heart to dreaming with all the wonderful ornaments you have this year.

I've been a Hallmark collector since 1979, and I usually buy about ten to fifteen ornaments per year. But if these ornaments look as well in person as they do in the pictures, I know I'll be buying at least twenty! You make my Christmas tree beautiful but my pocketbook a little empty.

Thank you very much for all your time in making a wonderful Club and the best ornaments for my Christmas tree.

Marsha Williamson
Trenton, Illinois

"Country Angel" Cancelled

One of the Keepsake Ornaments you saw in your 1990 *Dream Book* was a design called "Country Angel." This ornament will not be available, however, at your Hallmark store.

Lee Schuler, senior creative product designer, explains why:

"We're sorry to disappoint anyone by removing an ornament from our line," Schuler says, "but our collectors expect only the best quality from Hallmark. Our quality tests revealed that there was too much variance in the painting of this particular design to meet our standards."

Schuler adds that the ornament was designed to resemble Old-World hand-carved wood. "Some variance among the ornaments was expected because each one was painted by hand," he says. "Unfortunately, the results didn't reflect the look we hoped to achieve."

"Hand-painting is a feature our collectors value, and we plan to offer several hand-painted designs in the future."

NEED TO CONTACT THE CLUB? If you need to notify the Club of a change in your address or wish to send us a letter, you can write to us at:

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