

COLLECTOR'S COURIER

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Miniature Ornaments Take a Great Deal of Work and Skill

"The mice are like an old-fashioned sewing circle," says Keepsake Ornament artist Ed Seale, referring to the six mice in his "Sew, Sew Tiny" miniature ornament set.

"They're all busy except for the one asleep in the basket," he says, smiling. "I thought it would be cute to have a lazy mouse — she's just goofing off!"

Similar to the mice working hard at their sewing, Seale had to put several of his own skills to work to fashion the 1992 ornament set — and especially the sewing accessories.

"I made most of the sewing items myself," he says. "To make both of the spools, I turned pieces of wood on a miniature lathe until they were the correct proportion. Then I wound them with the thread and ribbon."

To fashion the scissors, he began with a couple of pieces of metal that he cut into a rough scissor shape. Little

by little, he soldered and trimmed the metal until he had the exact size and shape he wanted.

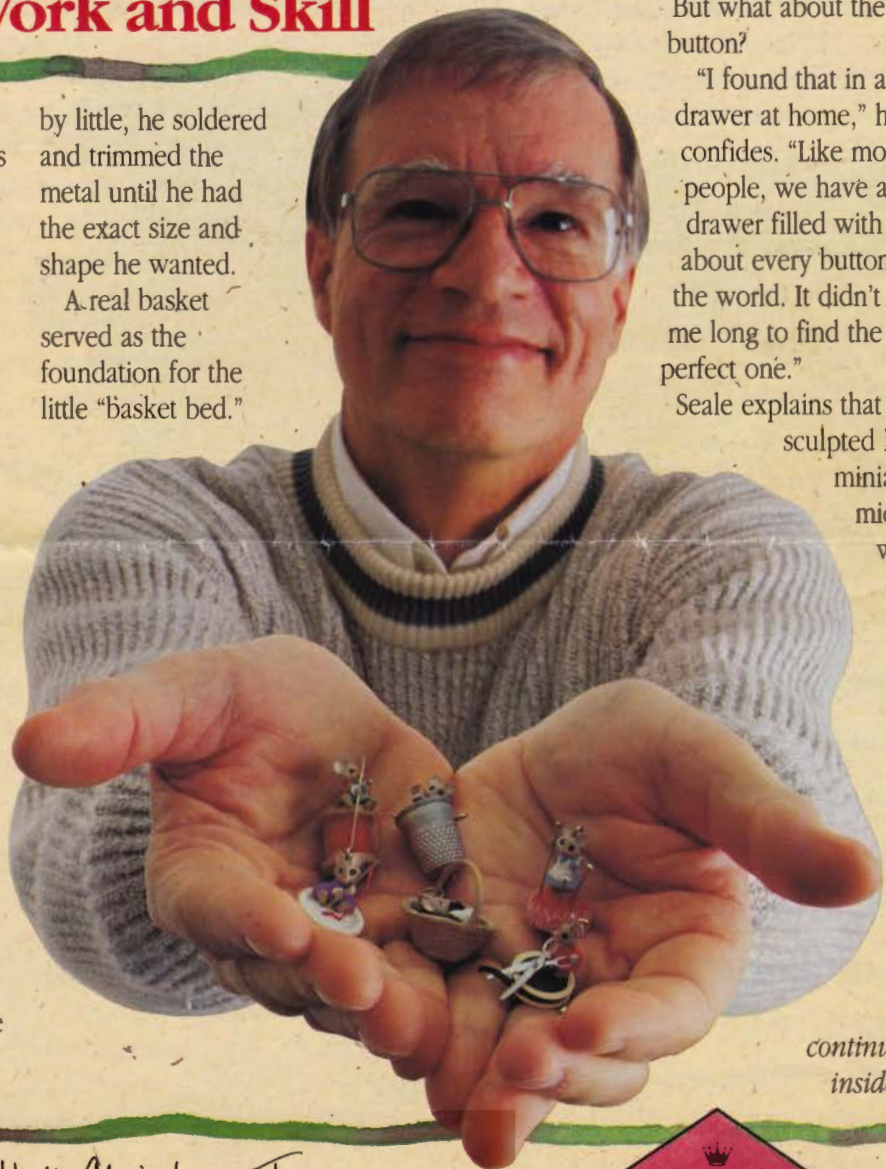
A real basket served as the foundation for the little "basket bed."

"I filled in all the cracks with wax," he says, "so we could mold it."

But what about the button?

"I found that in a drawer at home," he confides. "Like most people, we have a huge drawer filled with just about every button in the world. It didn't take me long to find the perfect one."

Seale explains that he sculpted his miniature mice in wax to



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Joe Flynn, Wizard of Magic Ornaments
"Starship Enterprise" is Out of This World*



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achieve maximum detail. "Wax is the best material to use when you're sculpting really tiny things," he says. "It's fairly rigid, so it holds the detail. You can engrave in it, carve into it, and you can form it without danger of damaging the details in the process."

Like his "Sew, Sew Tiny" ornaments, Seale's sculpting tools are miniature sized, and he made them himself. "I have a tiny scraper and scalpel," he explains, "that are like dentist's tools. I started with regular sized tools and reworked them until they were ideal for making ornaments."

Seale is not alone in making his own tools to sculpt Keepsake Miniature Ornaments. Keepsakes artist Robert Chad also uses handmade sculpting tools, and his were crafted from dental equipment as well.

"A friend of mine who was a dental technician gave them to me," Chad says. "She was making jewelry and asked me to sculpt the designs."

"It took me 60 hours to sculpt all the detail into the box," says Robert Chad, designer of "Christmas Treasures."

"She gave me my start," he reveals. "I've been sculpting ever since, and that early work with jewelry honed my ability to produce tiny details in miniature."

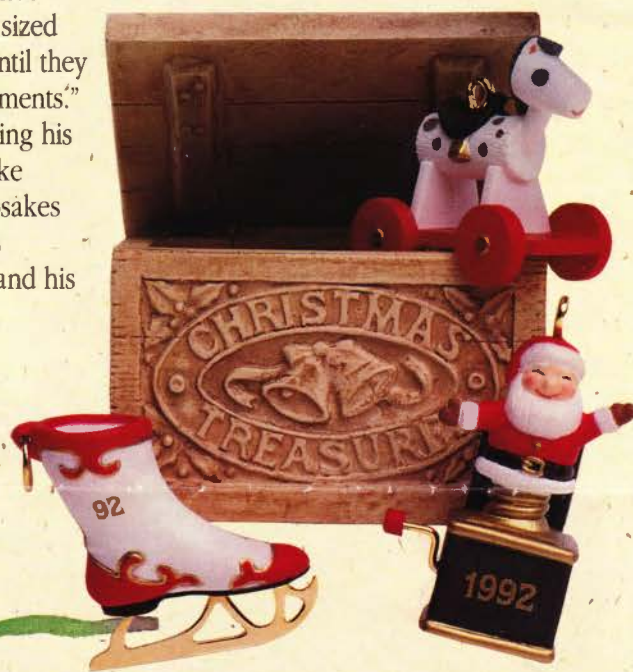
Chad's latest little "jewels" are the three miniature ornaments and treasure box he created for "Christmas Treasures," the 1992 Limited Edition ornament set.

"I love creating things that appear true-to-life," the artist says. "It was my

goal to make the toy box look as if some master carver had fashioned it out of wood at the turn of the century.

"It took me 60 hours to sculpt all the detail into the box," he says. "The lid was especially difficult to carve, but I was determined to include Santa and all eight of his reindeer — including antlers — into the scene."

The ornaments reflect this attention to detail as well. Chad carved the model for the horse out of wood to achieve a



realistic wood grain look. The shiny Santa design looks like tin, and the skate's finish, complete with creases, gives it the appearance of worn leather.

Another major challenge Chad encountered with this set was designing the three ornaments so they would fit inside the box with the lid closed.

"I had to re-sculpt the ornaments a couple of times to get them to fit," he admits. "And when I thought I had finished all three ornaments, I discovered that I'd forgotten to put the little crank on the 'Santa-in-the-Box.' I had to do that ornament all over again!"

"I like old-fashioned things — items people will keep and cherish," he continues. "The ornaments resemble antiques that are passed on from generation to generation."



Yule Tidings

For months, every conversation at Club headquarters has revolved around one question: how can we add to our members' enjoyment of collecting?

To find out the answer, I've visited with literally hundreds of current and former members across the country.

We've listened and learned what you consider important, and we've made changes in the Club to reflect your ideas.

First of all, we're dropping a few items from our Membership Kit — such as the Club folder — because you told us you don't really feel they're meaningful. These omissions will also help us keep costs in line, so we can avoid passing along increased costs to you.

I also heard good things about the fact that we expanded the *Courier*, adding a few more pages of articles and ideas. In 1992 the newsletter will be published in February, May, September and November.

We're going to concentrate on making our Club ornaments even more detailed and unique — because you shared that ornaments are the main reason you belong to the Club.

We'll tell you about other changes soon. Please remember, we're listening to you — keep your ideas coming!

Sincerely,

Rachel Perkal
Collector's Club Manager

"Starship Enterprise" Boldly Goes Where No Ornament Has Gone Before!

Collectors all agree that the 1991 "Starship Enterprise" Keepsake Magic Ornament is really "out of this world!"

"When Paramount Pictures came to Hallmark to present their plans for the celebration of "Star Trek's" 25th anniversary, we knew a Magic ornament would be perfect," recalls Lorrie Kreit, who planned the Magic designs. "We had finalized the '91 Magic offer, but we decided to expand the line for this special ornament."

"People suggested that we trim the saucer with garland, show Santa in the ship or even depict an elf-like Santa reminiscent of Mr. Spock!"

— Sr. Editor Tina Hacker

Technical artist Lynn Norton, a longtime fan of the popular television program, crafted the model for the ornament. A model builder since the age of eight, he says, "I couldn't think of anything better to do than to build a model from a TV show that I enjoy so much. I really like the looks of the Enterprise."

Paramount supplied Norton with photographs and technical information, and the Keepsakes department "Trek" fans brought in their "Star Trek" books, calendars, posters and other collectible memorabilia for research.

The artist had the challenge to modify the starship so that it would fit into our

display case and accommodate the electronic components inside.

"I built the model from scratch," reveals Norton. "We shortened the length of the cylinder-like warp engines and moved them forward slightly because of the size of our ornament display. The saucer also had to be thicker to get the circuit board inside."

In addition, the running lights were moved to the outside edge of the saucer so they would be visible when you hang the ship on the tree.

What was not compromised were detail and authenticity.

"We wanted the starship to be as close to the original as possible," says the artist with conviction.

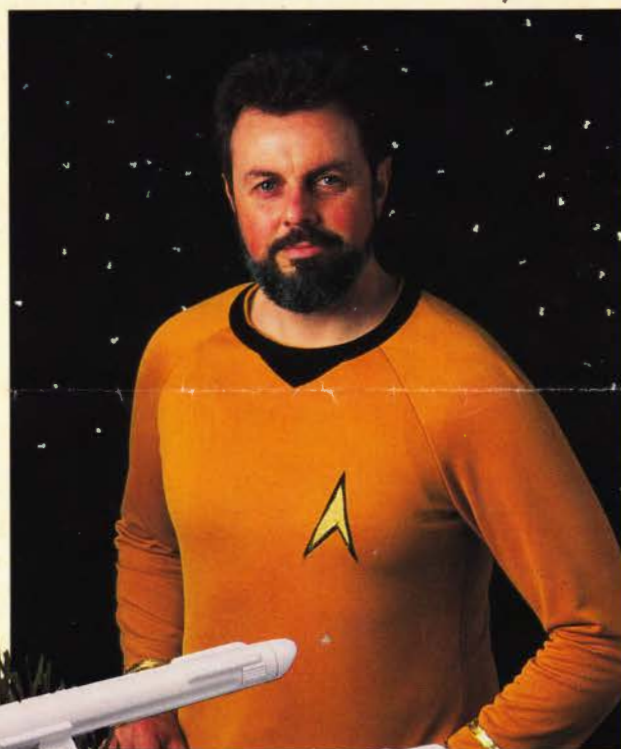
Norton, who was an engraver at Hallmark before joining the Keepsakes staff, created a realistic look by engraving windows and detail lines into the model. He also

some Christmas elements should be added to the Enterprise.

"There was significant concern that the ornament didn't say 'Christmas' strongly enough," says Tina Hacker, senior editor and resident Keepsakes Trekkie. "People suggested that we trim the saucer with garland, show Santa in the ship or even depict an elf-like Santa with pointy ears reminiscent of Mr. Spock!"

"The side supporting authenticity won out," she says, with relief in her voice.

"We compromised by adding a year date to the ship and making the running lights a Christmas green and red."



Keepsakes technical artist Lynn Norton built the model for the "Starship Enterprise."

worked with the Hallmark engineering staff to develop a way to pipe light to the top and bottom sides of the saucer.

While the ornament was being developed, a small debate about the starship design was taking place at Keepsakes. The question arose whether

"We're delighted that our collectors are enjoying the ornament so much," Norton adds. "Many people tell us they plan to display it year-round."

You could say that the Enterprise has warped into Keepsake history because it has become the most sought-after ornament ever. Live long and prosper!

Christmas Tree Collec



The tradition of employees giving J.C. Hall a Christmas gift had its beginnings in the late 1930s when a card was prepared just for him. This photo of Mr. Hall posing next to a Christmas scene designed by employees was taken in the early 1940s.

For many years the holiday season always found the office of Hallmark founder Joyce C. Hall adorned with a Christmas tree that his employees created just for him. Today the trees make up the J.C. Hall Christmas Tree Collection displayed each Christmas in and around Hallmark headquarters.

While the collection shows 17 trees designed from 1966 until Mr. Hall died in 1982, the annual tradition of employees giving him a Christmas gift dates back to 1938.

It started with a simple card designed by Hallmark artists and signed by every employee. Other kinds of decorations followed, and then in the mid-1960s the idea for a special Christmas tree was conceived.

Each year a tree theme was chosen, and then employees from all over Hallmark joined in to design decorations and the tree. Helping create the trees over the years were artists Donna Lee, Ed Seale and Linda Sickman, among others on the Keepsakes staff. Lee and Sickman collaborated on an angel tree-topper for one of the trees.

A number of ornaments initially created for the tree also later became Keepsake Ornament designs. Among the most notable



Dozens of one-of-a-kind bread dough ornaments were used in creating the 1974 tree. Just two years after this tree was designed, a group of ornaments called "Tree Treats," which resembled baker's dough, appeared in the Keepsake line. A number of Hallmark artists created the decorations on this tree.



Several miniature trees hung with tiny ornaments were used to create the 1966 tree, the very first in the J.C. Hall collection. Each miniature tree featured a central theme such as birds, animals or snowmen. Several dozen handmade ornaments were created for the tree, which was displayed in Mr. Hall's office.

tion Honors "Mr. J.C."

ones was "Checking It Twice," a Special Edition Keepsake Ornament from 1980.

"The ornament was so popular when it was designed for the tree that it was later put in the Keepsake line," recalls Sickman, who contributed her talents to several of the tree projects.

Many of the ornaments remained purely for the enjoyment of "Mr. J.C.," as he was known by employees. Seale remembers designing a little drummer boy inside a shadow box for the tree in 1969, when the theme was "The Twelve Days of Christmas." That year, the Christmas tree was decorated with more than 150 handmade decorations.

The tree was always a labor of love and it showed the admiration employees had for Mr. Hall, says Fayrol Unverferth, who worked on all 17 trees and is now a design manager in Hallmark's Creative Workshop.

"The tree was always unveiled on the last working day before Christmas," Unverferth says. "We would all arrive early and set it up in his office. He would act surprised, and every year he said the tree was the best one ever."



The tree created for Mr. Hall in 1975 featured four tiers of shadow boxes, with each depicting a holiday scene. Linda Sickman, a Keepsakes artist, is seen sitting on the left side of the tree and is wearing a brown striped sweater vest. Sickman and Keepsakes artist Donna Lee (not pictured) collaborated on the angel tree-topper adorning the tree.



The 1968 tree honored the age-old craft of carving wooden toys by hand. Trains, soldiers, animals and other intricately detailed folk art toys were carefully crafted and then painted by hand. Hallmark artists created enough to fill the tree's eight tiers. Notice the fine detail of the wooden angel tree-topper.



Longtime Hallmark artist Bob Schneeberg created the 1979 tree. It took Schneeberg several months to assemble the items used to make the collage-type tree. Several hand-embroidered ornaments can be seen on this unique tree.

KEEPSAKE

SKETCHBOOK

Joe Flynn: Wizard of Keepsake Magic Ornaments

If you've ever sat and marveled at the finely tuned motion or blinking lights of a Keepsake Magic Ornament, you were likely admiring the handiwork of Hallmark's Joe Flynn.

For more than a dozen years Flynn has taken numerous Keepsakes artists' ideas for Magic designs — whether it be a child sliding down a bannister or lights blinking on a wreath — and turned them into working Magic ornaments. More often than not, Flynn's work is hidden inside with the gears, tiny motors, wiring and transistors that bring Keepsake Magic Ornaments to life.

Flynn, who works in Hallmark's Creative Workshop, has had enormous impact on the Magic line. He was instrumental in the creation of the first lighted ornaments in 1984 and the first motion designs in 1986. He designed and tested the complicated electrical circuitry and other inner workings of many of the early lighted and motion ornaments. He also helped create Hallmark's patented electrical connector cord that hangs from many Magic ornaments.

Flynn can only be described as an electrical and mechanical engineer and an electronics whiz rolled up into one, although he's never been trained in any of those fields.

"We've always thought of Joe as the wizard of Magic ornaments, and everything he knows was self-taught. That's what makes him so amazing," says Cyril Pope, who works on the Keepsakes quality assurance staff. Flynn



says he acquired his engineering know-how by working closely with other Hallmark engineers and doing lots of reading.

One of Flynn's most challenging experiences came during the development of "Christmas Morning," a 1987 Magic design showing two children sliding down a bannister. "It looks simple because the children are just

moving in a circular motion, but they're at an angle when they go down the bannister," Flynn explains.

The ornament's gearbox, which makes the children move, had to be tilted at just the right angle. Ken Crow, who designed the ornament, also had to downsize the children so the ornament's movement would work properly.

Amazingly, it normally only takes Flynn about two or three weeks to figure out even complex designs such as "Christmas Morning."

Flynn's work with a particular ornament continues even after the design phase is complete.

He's involved in the testing required to have an ornament listed by Underwriters Laboratories. Flynn also acts as a troubleshooter during the extensive testing performed by Hallmark and its vendors before each ornament is shipped.

"Every time we run into a problem with an ornament design, we just grab several samples and take them over to Joe. Somehow he always seems to find a way to fix the glitch," Pope says.

Indeed, it seems Flynn has a perfect track record when it comes to turning artists' ideas into Keepsake Magic Ornaments that meet Hallmark's stringent quality standards.

When asked if there was ever a design idea he couldn't figure out, Flynn pauses to ponder the question. "You know, I sure can't think of one."

Collector's Quiz

Do these look like the Keepsake Miniature Ornaments you know and love? If they do, you need to look again, closely!

They've been changed. The Keepsakes department technical art staff made some subtle changes in each of these designs. They had a lot of fun doing it and hope you have fun pinpointing the changes to solve their puzzle.

You might look for alterations in color, incorrect year dates, or — sorry, no more hints. All of the correct answers will appear in the next issue of the *Collector's Courier*.



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What a Good Idea!

Many collectors like to arrange little Christmas villages in their homes each year, using their "Nostalgic Houses and Shops" ornaments and various other designs. A grapevine wreath can provide a novel and attractive way to build this kind of holiday town for display in a window, on a door, or over a desk or mantel. The ornaments can be attached easily with wire or narrow ribbon.

The village on this wreath includes nearly every kind of building you need. There's a "Fire Station," "U.S. Post Office," "House on Main St." and, most important, the "Hall Bro's Card Shop"! Since every village must have a train to bring relatives home for Christmas, the 1992 "Christmas Sky Line" train cars ride at the top.

Wrap a ribbon around the wreath, and tie a puffy bow to make your display especially festive. Dried sprigs of eucalyptus add a fragrant touch of greenery.



Since the first bird design appeared in the Keepsake line in 1974 — the "Snowgoose" glass ball — birds have been popular with collectors. One of the reasons they remain favorites is that they are ideal for year-round displays. You probably have an artificial plant in your home that would make a perfect perch for your Keepsake birds. Here, four clip-on bird ornaments rest on an artificial plant, creating a lovely and natural-looking scene. We've included the 1984 "Chickadee," 1985 "Porcelain Bird" (Tufted Titmouse), 1986 "Bluebird," and 1988 "Baby Redbird."

Bird designs are ideal for plants of all sizes. One note of caution. Check with your florist if you intend to place your ornaments on real plants. Some plants, such as ficus, may be damaged by this kind of display.

Courier Mail Box

Editor's Note: We asked several Club members to send us photos showing how they decorate at Christmas, and here's just a few of the ones we received. They come from the Kansas City area and as far away as Canada.



Jody Maggio of Independence, Missouri, said her cat, "Calie," insisted on posing in this photo taken just before Christmas. Jody brings the holiday spirit to this bedroom with a Keepsake Miniature Ornament tree and a window decorated with several ornaments, including "Carousel Reindeer," the 1987 Collector's Club Members Only ornament.



Many of Alan Galbraith's 300 or so Keepsake Ornaments were used to create this memorable living room scene in his family's home in Parksville, British Columbia, Canada. Two local newspapers interviewed the Canadian collector and published photos of his Christmas creation.



A festive door hanger adds a touch of holiday cheer to the home of members Jim and Karen Murphy of Lee's Summit, Missouri. The hanging banner was made by Hallmark in the mid-1980s. The Murphys added their personal touch with the 1991 "Under the Mistletoe" and other Keepsake Ornaments with love themes.



This tree featuring smaller sized Keepsake Ornaments greeted visitors to the home of charter member Glynda Jacobson in North Kansas City, Missouri. She decorated the tree with designs from the "Thimble" and "Clothespin Soldier" series as well as a variety of other ornaments. Glynda said the smaller ornaments stood out more on the tree. "They get so lost on the big tree. This one really lent itself to the medium-sized ornaments."

Collector's Club Membership Year Changes in 1992

Beginning in 1992 the Collector's Club is changing its membership year to eliminate confusion.

The Club year used to run from June to February — which means it would start in one year, say June of 1991, and end in the next year, February of 1992.

This overlap caused a lot of confusion which prompted us to make a change. The Club year will now run from May 1 to December 31 of the same year, which will make keeping track of membership dates and years much easier.

It also seemed logical to label this *Courier* volume six, number one since it's the first you will receive during the 1992 Club year.

We want to assure you that you will continue to get four issues of the *Courier* throughout every year you belong to the Club, and that this calendar change won't affect your membership expiration date. Your *Collector's Courier* subscription begins with the first issue after your membership renewal is processed.

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: Hallmark Cards, Inc.

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