

COLLECTOR'S COURIER

Volume Six

Number Two 1992

Eureka! Collectors Discover Ornaments in Unlikeliest Places

Ellen Turbot has been in hundreds of places looking for past year's Keepsake Ornaments, but the dark crawlspace under an Iowa bookstore was about the most unusual.

"The store sold Hallmark products, including ornaments, at one time. When they stopped, they just stashed the leftover ornaments in the crawlspace," says Ellen of Creston, Iowa. Ellen and her husband, Larry,

both Charter Members, happened to stop at the store in hopes of finding ornaments missing from their collection. Minutes after arriving, Ellen found a treasure trove of Keepsake Ornaments in the crawlspace.

The Turbots walked out with about a dozen Keepsake Ornaments, including the entire 1974 "Little Miracles" set of four ball ornaments.

It was one of the couple's many so-called "treasure hunts" that has had

them crisscrossing the map and stopping at hardware stores, flower shops and anywhere else they might find ornaments. "I think we've been in every attic and basement in about four or five states," Ellen says with a laugh.

The Turbots' persistence has paid off. They found the increasingly rare 1977 "Grandson" ball ornament about a year ago. They now have every Keepsake Ornament with the exception of the 1977 "Granddaughter" ornament.

Many other Collector's Club members tell similar stories of their trips to

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Inside this issue: Clara's '92 Favorites
Keepsakes Artists Take to the Road
Tobin Fraley and the Golden Age of Carousels



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unusual and far-flung places in search of ornaments and other Hallmark collectibles.

One is Mary Thrasher of Pierceton, Indiana. Late last year, Mary and her husband, Thomas, were walking past an antique shop in Kokomo, Indiana, when they spotted an



Because she lives in Alaska and has only one local Hallmark store, Cindy Bollinger travels a great deal in her search for ornaments.

elaborately decorated Christmas tree in the storefront. Mary ended up buying three 1984 Keepsake Ornaments, including the lighted Magic "Brass Carousel," even though the tree was just there for decoration. "The woman in the store sold all three of them to us right off the tree," Mary recalls. The Thrashers have traveled thousands of miles across several states, stopping at flea markets, garage sales and antique malls.

Sometimes traveling is about the only way to find rare Keepsake Ornaments. Just ask Cindy Bollinger, a Charter Member from Anchorage, Alaska. The only Hallmark store in the area closed in 1985, leaving Cindy with no local store for a time. She has since spent a good deal of time looking for designs from that year. Her search for the 1985, "Candy Apple Mouse" took her to Seattle as well as Austin, Texas, and other cities

before she finally found it at a collector's show in Orange County, California.

Almost as amazing are the trades that occur when collectors looking for particular designs cross paths, as was the case with Suzanne Gembach of Richlands, Virginia. Suzanne bought one of the limited number of 1990, "Country Angel" display ornaments that showed up in stores before the design was canceled. She hoped to trade it for Merry Miniatures, which are what she primarily collects. She soon heard of a woman in a nearby town who might be interested in a trade.

Suzanne drove to the town the next Saturday. The woman showed Suzanne a box of 13 Merry



Frequent trips by Charter Members Larry and Ellen Turbot of Creston, Iowa, have paid off. They now have every Keepsake Ornament except one.

Miniatures, with each one carefully wrapped in tissue. "She wanted the 'Country Angel' just as badly as I wanted those Merry Miniatures," Suzanne says. To Suzanne's amazement, the woman traded the Merry Miniatures, which were worth hundreds of dollars, for the Keepsake Ornament.

No matter what ornament you're looking for, collector Mary Thrasher says the key is to leave no stone unturned. "Sometimes you find ornaments in the most unexpected places."



Yule Tidings

We know that nothing gets by our collectors. So we decided to tell you ahead of time that two items pictured in the '92 *Dream Book* will not be in your Hallmark store this Christmas.

But before I identify these items, I want to assure you that not even one sample of either one of them has been shipped anywhere. No display ornaments, no preview ornaments,—zero, goose egg—well, you get the idea!

The first of the two is the Jolly Wolly "Mary Engelbreit Santa." It will not be offered because of quality problems. We apologize to our tin collectors, especially, but we wouldn't want to ship any ornament that wasn't up to our quality standards.

Also, "Mary's Christmas Tree" from Hallmark Collections for Christmas was canceled. Our vendors did not have the capacity to produce this very complex figurine for 1992. We know it's beautiful, but we just couldn't get it produced for you this year.

That's the true scoop. Happy Collecting.

Sincerely,

Rachel Perkal

Rachel Perkal
Collector's Club Manager



Clara's Favorites

Part of the fun of collecting is guessing which ornaments will be the most popular with fellow collectors.

Clara Johnson Scroggins, one of our best collector friends and a noted ornament authority, joined the fun during a recent visit to Hallmark. She chose her favorite designs from the '92 Keepsake offer, and suggested we share with you the reasons behind some of her picks.

"Collectors will love the 'Tin Display House' for 'The Night Before Christmas' series because it's a decoration for the home," she explained. "And since so many people read this poem out loud every year, it's very convenient to have it right there on the house. People who collect tin items will be very pleased."

Holding the "Coca-Cola Santa" in her hand, she explained that Coca-Cola memorabilia is extremely popular now. "Collectors are creating entire Coca-Cola theme trees." She commented that this year she's going to fashion

Top Picks From 1992

"The Night Before Christmas"
(Miniature)

"Sew, Sew Tiny" (Miniature)

"Santa's Answering Machine"
(Magic)

"Mustang"—Classic American Cars

"Merry Olde Santa"

"Owl"

"Cheerful Santa"

"Coca-Cola Santa" (Miniature)

"Holiday Teatime"

"Turtle Dreams"

already see her imagining where it would appear on her tree. "It's a scene stealer," she said. "The two ornaments hanging together create an action scene that really adds special interest to your Christmas tree."

Clara described the "Cheerful Santa" as a wonderful addition to anyone's collection. "To me, Santa belongs to all people," she said. "Like ornaments that depict Santas from other times and lands, this design fills a need of collectors everywhere and adds another dimension to our vision of St. Nick."

And speaking of people everywhere, she pointed out that it was about time Santa had his own "Answering Machine" since nearly everyone has one now. "Young and old alike will enjoy hearing a holiday message straight from the North Pole," she said, noting that Santa's message was very clear and easy to understand. "The ornament fits our lifestyle today," she added. "I can't wait to play it for my friends."

a Coca-Cola wreath of her own in memory of her mother. "My mother was really fond of Coke—she wouldn't go to bed at night unless there was a case of it in the house."

When Clara looked at the "Holiday Teatime" ornament set, you could



Tobin Fraley's Creations Celebrate The Golden Age of Carousels

Imagine spending the summers of your childhood at an amusement park owned by your grandparents. Tobin Fraley did just that! And when his parents inherited the carousel, they brought the animals home to live with them.

Fraley learned to restore the elaborate antique carvings, first while helping his parents and later as an apprentice to a master wood-carver. Eventually he opened his own studio, restoring as many as 100 carousel animals a year for collectors. He also travelled across America, researching carousels, and authored a lavishly photographed book, *The Carousel Animal*, published in 1983.

Historically Speaking...

Small wonder that Tobin Fraley is considered an authority on carousels!

He developed the American Carousel™ collections for Willitts Designs of Petaluma, California. And when Willitts became part of Hallmark two years ago, Fraley was invited to design a new Keepsake Ornament Collectible Series.

He says that the first edition of the "Tobin Fraley Carousel" series—which is also his first Keepsake Ornament—is patterned after the style of American wood-carver Charles Carmel.

"To me, Carmel's designs are the epitome of carousel horses," Fraley says. "They are very fanciful and show a lot of motion." The ornament, dated 1992, is

hand-painted porcelain and brass. And true to tradition, one side of the horse is more elaborate.



"American carousels turn counterclockwise," Fraley explains, "so the right-hand side is the 'romance' or fancy side. In England, carousels go clockwise, and the elaborate side is on the left."

Fraley traces the history of carousels to a game of horsemanship played 900 years ago in Arabia. Riders tossed—and tried to catch—clay balls filled with perfumed oil.

Spaniards brought the game to Italy, where it became *carosello* ("little wars"). In France the game was modified and became part of the *La Grand Carousel* games. Noblemen on horseback raced full speed while attempting to spear small rings with a sword.

To practice, they used wooden horses mounted on beams extending from a center pole. A horse, or servants, pulled the "go round" as the nobleman reached for golden rings.

This practice device became a ride for the nobles and children, and the idea spread. The English added the excitement of steam power to the ride, and the carousel soon flourished all across Europe.

The first carousel in America was built in 1867 by a wood-carver who had immigrated from Europe. American

craftsmen began competing with each other to see who could create the most beautiful and elaborate designs. Between 1905 and 1925—the golden age—more than 4,000 were built in the U.S. Then technology intervened. First came machine-carved wooden animals, and in the 1940s, aluminum castings.



American lifestyles were changing, too. By the 1950s, America's "old-fashioned" family amusement parks and their quaint carousels were fading quietly from the scene.

Fortunately, carousel animals were re-discovered as an art form in the 1970s, and today hundreds of them have been restored. And now the "Tobin Fraley Carousel" series enables us to enjoy a bit of carousel magic in our homes.

Ornament Collector's Shows Become a Treasure Hunt

Take the enthusiasm of the most avid Keepsake Ornament collector you know. Multiply that by a hundredfold. And you'll begin to get an inkling of the heady atmosphere at a collector's show.

"The level of enthusiasm and excitement is just incredible," says Club manager Rachel Perkal. "I especially enjoy watching people who are relatively new to ornament collecting.

"They're wearing an expression I can only describe as 'wide-eyed wonder.' At first they're groaning and saying, 'I wish I'd known about this years ago.' In the next breath they're asking, 'How can I get started?'"

Collector's shows are a fast-growing phenomenon. Usually held on weekends, they attract both novice and experienced collectors—all eager to learn more or to find particular ornaments from past years.

Events vary in size and scope. Most feature extensive collections and aisle after aisle of displays. Some shows

specialize in ornaments, some include other collectibles, and some offer programs with speakers regarded as experts in the field.



"Sponsors of these events truly are entrepreneurs—independent collectors who've recognized the growing interest in ornament collecting," Perkal explains. "The shows are in no way connected with Hallmark, even though Collector's Club staff members

may make appearances.

"I manage to go to a very small number of shows, when my schedule and budget permit," she continues. "I enjoy going—it's a great opportunity to talk with collectors and learn what they need from our Club.

"A lot of friendships are formed at shows, because people love to talk about their collections," Perkal observes.

"Some people travel hundreds of miles. They enjoy the thrill of the hunt so much that actually finding a long-sought treasure seems almost anticlimactic."

Upcoming shows are often listed in collector's publications or newsletters. If you're unsure where to look, the Club staff may be able to help.

Staff members offer this advice to first-time show-goers: Standing amidst a sea of ornaments can be a bit overwhelming. Bring along your *Keepsake Ornament Treasury*, wear your most comfortable shoes, and have fun!

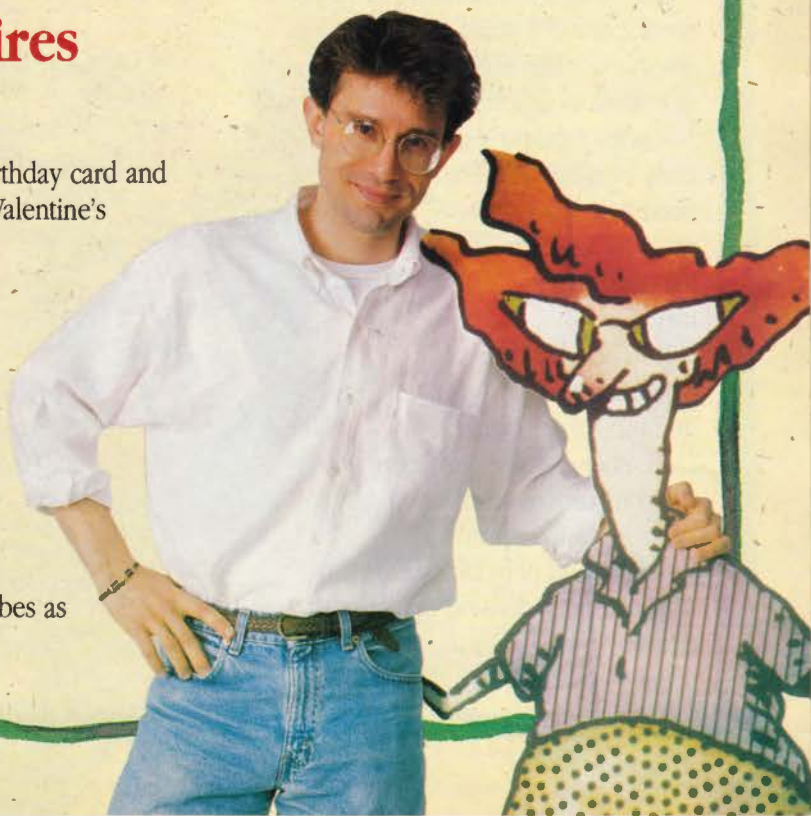
Zany Shoebox Character Inspires "Spirit of Christmas Stress"

Picture yourself at the mall just before Christmas. Out of the crowd comes a frazzled-looking woman wearing clothes with colors that all seem to clash. You don't know quite what to make of her neon-bright ear muffs and fur-lined boots.

Hallmark artist Payton Kelly imagined just such an eccentric character when he created Doris Lundquist about five years ago. Doris was the inspiration for the 1992 "Spirit of Christmas Stress" Keepsake Ornament, which was sculpted by Robert Chad. Doris, with her husband, Roy, first appeared on a

Shoobox Greetings birthday card and then on anniversary, Valentine's Day and other cards.

If you're wondering what Doris is like, Kelly says she believes in UFOs and that Elvis is still alive. She is well-read if you include supermarket tabloids. Then there's her hair, which the artist describes as "naturally curly and unnaturally red!"



KEEPSAKE

SKETCHBOOK

Dixie Hutchison Enjoys Making Good Things Happen For Collectors

If it's on Dixie Hutchison's "to do" list; it gets done. Hutchison is marketing coordinator for the Collector's Club, and her days are filled with plans and details designed to make collecting Keepsake Ornaments even more fun.

Take the Artist's Appearance program, for example. Hutchison synchronizes the schedules of all the participants and arranges the "extra touches" to make these events so special.

She also provides a support system for local clubs. "I'm an information person," she explains. "I enjoy answering questions when a group of collectors or a retailer wants to organize a club, or when they need help with program ideas or agendas for meetings."

Hutchison will be celebrating her 25th anniversary at Hallmark in December. Her assignments at the company have included stints in customer service, research, and personnel as well as in Heartline, a division that created gifts and plush animals.

People often ask Hutchison how

Hallmark has changed over the years.

"The atmosphere used to be more formal 20 years ago," she recalls. "No drinking coffee or snacking at our desks. Break-time started when a lady rolled her coffee cart to our 'station' and rang a little bell. And break-time ended when she moved on down the hallway.

"We also had a rather strict dress code," she continues. "The ladies wore suited-skirts in 'colors' such as navy, brown, beige or grey. And we all wore little pumps—no walking shoes and especially, no boots."

Hutchison exudes pride and enthusiasm for Hallmark. "This company opens doors for you everywhere you go," she says. "I once took an excursion down the Rhine River in Germany. After a group of people on a company outing asked me what I did, they insisted that I join their party. They thought I was very important because I worked for such an important company."

Is Hutchison a collector? "I'm a saver—which may be the same as being a collector," she says, her eyes twinkling. "I've been buying Keepsake Ornaments from the very first. We decorate two seven-foot trees and still have boxes of ornaments left over."

She collects the "Rocking Horse" series for one daughter; bears for another, and the "Here Comes Santa" series for her husband.

And what does Hutchison collect for herself? "Anything her little heart desires!" she laughs. This year, it's "Sew, Sew Tiny."

By the way, Hutchison's just completed another item on her "to do" list. It's a brochure entitled *Dream Makers*, profiling most of the Keepsakes creative staff. It's one of those "extra touches" you'll find at our 1992 Artist's Appearances.



Keepsakes Artists on the Road to Hallmark Stores

The Artist's Appearance program gets underway next month, giving members all across the country a chance to meet a number of the Keepsakes artists and get favorite ornaments signed. Eleven artists are scheduled to appear in 33 Hallmark stores from late June to November. If you have any questions about the program, feel free to call the Club at 816-274-4000.

Florida/Alabama **Linda Sickman**

June 27, 1:30 - 5:30 p.m.
Jane's Hallmark Shop
Panama City, Florida
904-785-9459

June 28, 1 - 5 p.m.
Mark Hall, Inc.
Montgomery, Alabama
205-270-0600

Akron/Cleveland Area **Bob Siedler**

July 11, 12 - 4 p.m.
Smead's Hallmark
Akron, Ohio
216-867-4400

July 12, 12:30 - 5 p.m.
P. S. Peabody's
Hallmark Shop
Mayfield Heights, Ohio
216-473-3272

Cincinnati Area **Anita Rogers**

July 18, 11:30 - 3:30 p.m.
Nancy's Hallmark Shop
Sharonville, Ohio
513-563-9200

July 19, 1 - 5 p.m.
Sharon's Hallmark Shop
Hamilton, Ohio
513-844-6300

New York **Julia Lee**

July 23, 4:30 - 8:30 p.m.
Linehan's Hallmark
Shop
Rochester, New York
716-424-5690

July 25, 1 - 5 p.m.
Rontina's Hallmark
Shop
Buffalo, New York
716-681-7325

Columbia Area **Ed Seale**

July 24, 3 - 7 p.m.
Lynn's Hallmark Shop
Sumter, South Carolina
803-775-0082

July 25, 12 - 4 p.m.
Kitty's Hallmark
Lexington, South Carolina
803-359-7511

Minneapolis Area **John Francis "Collin"** **Don Palmiter**

July 25, 11 a.m. - 3 p.m.
T.J.'s Hallmark Shop
Mankato, Minnesota
507-387-3381

July 26, 12:30 - 5 p.m.
Myron's Hallmark Shop
St. Louis Park, Minnesota
612-933-7714

Long Island **Bob Siedler**

August 1, 12 - 4 p.m.
Lyn Gift Shop, Inc.
Lynbrook, New York
516-599-0864

August 2, 12:30 - 4:30 p.m.
Le Marc's Hallmark Shop
Bay Shore, New York
516-665-6360

Baton Rouge Area **Ken Crow**

August 8, 11 a.m. - 3 p.m.
Holiday Hallmark Shop
Baton Rouge, Louisiana
504-752-8988

August 9, 1 - 5 p.m.
Nellanne's Hallmark Shop
Pineville, Louisiana
318-640-2026

Sacramento Area **Duane Unruh**

August 8, 1 - 5 p.m.
McCurry's Hallmark
Citrus Heights, California
916-969-9452

August 9, 1 - 5 p.m.
Mari-Anne's Hallmark
Sacramento, California
916-393-1178

Seattle Area **Robert Chad "Chad"**

August 29, 12 - 5 p.m.
McBride's Hallmark
Silverdale, Washington
206-698-1808

August 30, 1 - 5 p.m.
Andrew's Hallmark
Port Orchard, Washington
206-895-3100

Allentown Area **Ed Seale**

September 19, 11 a.m. - 3 p.m.
Raleigh's Hallmark
Whitehall, Pennsylvania
215-264-8223

September 20, 1 - 5 p.m.
"Remembering You"
Lebanon, Pennsylvania
717-272-6287

Detroit/Toledo Area **Linda Sickman**

October 3, 11 a.m. - 4 p.m.
Betty's Hallmark Shop
Lincoln Park, Michigan
313-382-4400

October 4, 11 a.m. - 2 p.m.
Dena's Hallmark Shop

Holland, Ohio
419-865-6677

October 4, 2:30 - 5 p.m.
Nancy's Hallmark Shop
Toledo, Ohio
419-474-8412

Michigan Area **Anita Rogers/Robert Chad**

October 10, 1 - 5 p.m.
Connie's Hallmark Shop
Frankenmuth, Michigan
517-652-2777

October 11, 12:30 - 5 p.m.
The Four Seasons
Muskegon, Michigan
616-737-7570

Southern California Area **Ken Crow**

November 14, 10 a.m. - 2 p.m.
Patty's Hallmark Shop
Oceanside, California
619-721-0111

November 15, 11 a.m. - 4 p.m.
Niki's Hallmark
Moreno Valley, California
714-924-0888

Arizona **Julia Lee**

November 14, 1 - 5 p.m.
LuAnn's Hallmark
Phoenix, Arizona
602-249-1174

November 15, 12 - 4 p.m.
DeAnn's Hallmark Shop
Mesa, Arizona
602-981-8828

Connecticut/New York **John Francis/LaDene** **Votruba**

November 19, 4:30 - 9:30 p.m.
Bouton's Hallmark Shop
Nanuet, New York
914-623-4192

November 21, 1 - 5 p.m.
Three Cheers Hallmark
Meriden, Connecticut
203-634-7509

What a Good Idea!

A close friend calls early in the morning. She has wonderful news—she's going to get married! You get caught up in her excitement and tell her you want to give her a wedding shower.

Now what do you do? What kind of shower would be perfect for her? If she collects or loves Christmas ornaments, you have the ideal solution. Give her a Keepsake Ornament wedding shower.

The entire theme of your shower can center around ornaments. On your invitation, ask each guest to bring an ornament or attach one to her gift. For example, a guest might include the "Nutcracker" baker ornament with some kitchen towels or "V.P. of Important Stuff" with mugs.

Photo holder ornaments give your guests the

opportunity to add a truly personal touch to their gifts. A photo of the happy couple in the "First Christmas Together" or "Memories to Cherish" ornaments will make them especially meaningful.

Or, if there's a cat or dog in the couple's life, guests could insert a photo of the pet in one of the new ornaments for a "Special Cat" or "Dog."

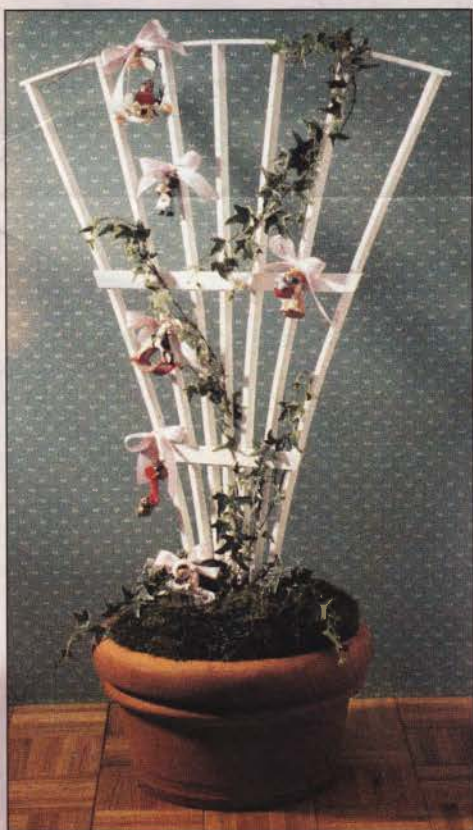
You can also give ornaments to your guests as table favors or game prizes. And, as you see on these pages, Keepsake Ornaments seem to be custom-made for decorating.

Your shower will give the bride and groom a collection of ornaments they will cherish forever and love displaying on their "First Christmas Together" and each Christmas happily ever after.

Your guests will adore getting ornaments as gifts with their napkins or place cards. Tie your napkins with ribbon and flowers. Then attach the ornaments to the ribbon with thread or florist's wire. Make a graceful arrangement with flowers and ribbon and position a place card in front of it. Tuck the ornament into the flowers or attach it to the place card.



A basket makes a very attractive place for your guests to put their shower gifts. Decorate your basket with flowers, ivy, and ribbon. Put the gifts inside, placing boxes trimmed with ornaments on top of the other boxes. If any of the ornaments have been autographed at an Artist's Appearance event, have the bride open that ornament last as a special surprise.



Paint a trellis white and anchor it inside a pot. Tie ribbon into several bows, attaching florist's wire to each one. As the bride unwraps each ornament, tie it onto a bow, and then attach the bow to the trellis. Soon the trellis will be filled with bows and ornaments, making it a lovely gift for the bride and groom.



Turn a lacy umbrella into your centerpiece. Place an "oasis" (a support you can buy at craft stores) around the umbrella handle. Tape the oasis to a large plate to form the base. Decorate the base with flowers and the umbrella with ribbon as shown. Sew ornaments to the umbrella so they hang over the edge.



Set a festive mood for your shower by decorating your front door with a wreath of ornaments. Simply trim your wreath with ribbon, bows and flowers and hang ornaments from it. Display trees by your door, or place a tree inside your home and have your guests set their gifts underneath it.

Furry Friends to Have Ornaments Of Their Own

Dog and cat owners can include their pets in the holiday festivities this year thanks to two Keepsake Ornaments designed just for our furry friends.

The idea for the "Special Dog" and "Special Cat" designs was conceived well after most of the 1992 ornament line was finalized, according to Keepsakes artist Robert Chad, who sculpted both photo holder ornaments.

"It was a major rush job. I designed both ornaments in a week," recalls Chad, who owns two cats himself. His "favorite felines" are "Dunecee," a male, and "Ruby," a female. "Dunecee," who was the runt of the litter, is very affectionate and needs a lot of attention, where "Ruby" is more of a self-starter who can entertain herself.

Julie George, who plans the Keepsake line, came up with the idea for the cat ornament, which shows a mouse

opening a package inside his mouse hole as the cat looks on from outside. Chad said the cat and mouse have put aside their normal rivalry in the spirit of the Christmas season.

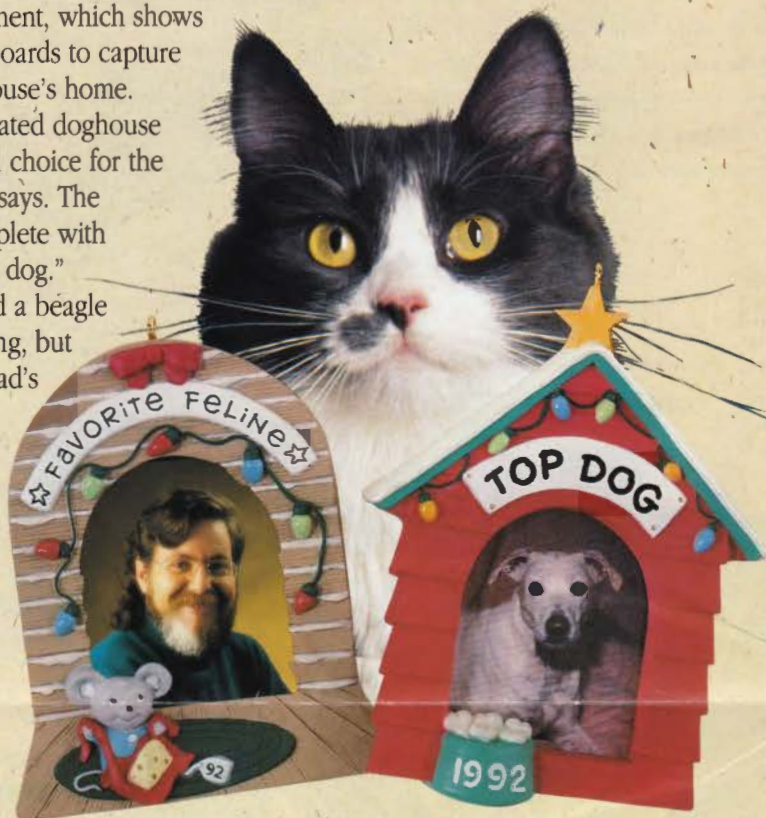
Once the design idea was approved, Chad made some revisions and then sculpted the ornament, which shows plaster and lathe boards to capture the look of the mouse's home.

A brightly decorated doghouse seemed the logical choice for the dog design, Chad says. The house comes complete with bones for the "top dog."

The artist owned a beagle when he was young, but the pooch and Chad's grandfather got along like, well, cats and dogs.

"I had a dog once for about a week, but he drove my grandfather crazy, so he had to go," the artist recalls.

Chad isn't the only pet lover on the Keepsakes staff. A recent *Collector's Courier* survey showed that members of the staff own a total of 33 dogs, 14 cats and assorted birds and fish. Also included in the Keepsakes menagerie are one hamster and three horses.



Look! It's Santa

Do you believe in Santa?
I always did, you see.
That's why, come each December
I'd be good as I could be.
I'd leave him cookies Christmas Eve,
(The best that I could make!)
And after I was tucked in tight,
I'd strain to keep awake!
And, usually I'd fall asleep,
But once, the hall clock chimed!
It woke me up—I heard a sound—
And down the stairs I climbed.
That year I really saw him!
I did! I REALLY did!
Way back, in Santa's younger days...
when I was just a kid.

Linda L. Elrod

This poetic interpretation of a 1992 Keepsake Magic Ornament is the first of a new feature that will appear occasionally in the Courier. Elrod is a writer on Hallmark's Creative Writing staff. We'd love to publish your poems about ornaments as well. Please send them in!

Collector's Quiz

You might call this quiz "Scrambled Keepsakes" because all of the 15 examples here are jumbled words that relate to Keepsake Ornaments or the Collector's Club.

You'll find artist names, materials ornaments are made of, and ornament names such as the one in the first example—"Rocking Horse." Read the hints and have fun! The answers will be in the next *Collector's Courier*.

- | | |
|-------------------------|-----------------------|
| 1. KRIGNOC SEHRO | A series favorite |
| 2. GIYOEDGRN | Pooch from 1987 line |
| 3. ERTOSCLOLC RREUOIC | A great read |
| 4. YEETBS KACRL | Endearing artist |
| 5. ZEFLI DAVINDA | Merry Christmas |
| 6. TURACREKNC | Famous ballet |
| 7. AALDOKY | Bringer of gifts |
| 8. MROMATEMVOECI | For special people |
| 9. NEFIL TWIRLTHE | Carver from 1990 line |
| 10. RASHPSTI REENSIPRET | Out of this world |
| 11. SERPICUO IDOTENI | Tiny treasure |
| 12. RANCILAD MOCAE | Colorful 1991 design |
| 13. YACCILR | Clearly a material |
| 14. TIRASST SARFIOETV | Artistic memories |
| 15. GMCLAIA CONNRIU | A fantasy from 1986 |

Answers to Miniature Ornament Quiz from the last issue

- | | |
|---|--|
| 1. "Santa's Magic Ride" 850QXM563-2
Horn is missing. | 6. "Nature's Angels" 450QXM565-7
Has the wings from "Heavenly Minstrel" 975QXM568-7. |
| 2. "Spunky Monkey" 300QXM592-1
Tail is curled in wrong direction. | 7. "Snuggly Skater" 450QXM571-4
Ice skate blade replaced with sled runner from "Santa's Journey" 850QXM582-6. |
| 3. "Treeland Trio" 850QXM589-9
Colors of coats on squirrel and mouse are reversed. | 8. "Sitting Purrry" QXC581-2
Kitty replaced with rabbit from "Top Hatter" 600QXM588-9. |
| 4. "Joyous Heart" 350QXM569-1
Blocks should spell "JOY." | 9. "Rocking Horse" 450QXM574-3
Date on rockers should read 1990. |
| 5. "Bright Stringers" 375QXM584-1
There are two extra lights. | |



Hail to the Red, White and Blue

What do Independence Day and Christmas have in common? They're both ideal holidays for decorating a tree with Keepsake Ornaments.

This beautiful patriotic tree adorns the Keepsakes department lobby at Hallmark headquarters. Decorated by artist Diana McGehee, the tree is trimmed with "Flag of Liberty" ornaments from 1991.

"We wanted to showcase this special ornament since it meant so much to the people here," McGehee says. "But it was also fun creating a patriotic tree."

"Collectors could achieve a very similar look," she continues, "by using cloth flags and some of our other patriotic ornaments from past years. There are also several red, white and blue Keepsake Ornaments that would blend very well with this theme."

The tradition of celebrating national events with Keepsake Ornaments began in 1976 when Bicentennial designs were offered. Since 1992 marks the 500th anniversary of Columbus' arrival in America, collectors have the perfect opportunity to expand that tradition in a beautiful way.

Courier Mail Box

Dear Hallmark,

Christmas is a very special time for me and my family. Each year I give Hallmark ornaments to my family and my husband's family, too. Before Christmas of 1989, I was shopping for ornaments and I spotted the "Claus Construction" ornament. It was so cute that I laughed out loud in the store! My younger brother, Wayne Weaver, was a construction worker at that time, and this ornament was the perfect gift for him.

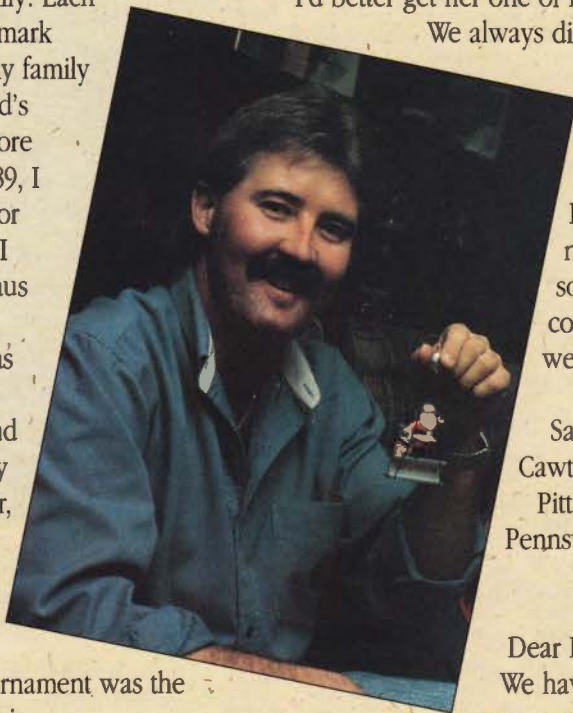
As you can see in the picture, he thought so, too! Once again, we see that Hallmark ornaments are not for girls only.

Debbie Usher
Hartsville, South Carolina

Dear Hallmark,

As in many families, sisters often are completely opposite. Such is the case with me and my sister—until now! I finally got her hooked on Hallmark. I don't think a week has passed since this year's line of ornaments has been up in the stores that my sister has not been in a Hallmark store. And, of course, each time you enter through those doors, you must make a purchase.

She even called me on the phone saying jokingly that she was out of control. She had just bought another ornament. She particularly enjoys the pressed tin ornaments. I've been thinking about giving her a gift



membership in the Club. She really likes the Limited Edition tin ornament, "Galloping Into Christmas." I think that if I want to hold onto my ornament, I'd better get her one of her own.

We always did enjoy listening and talking to each other, but thanks to Hallmark we now have something in common that we both enjoy.

Sally A.
Cawthorne
Pittsburgh,
Pennsylvania

Dear Hallmark,
We have enjoyed your ornaments so

much, I thought you would enjoy hearing about the video my grandchildren made for my husband and me for Christmas.

They decided to give us an ornament. In the video, they sat around the table (nine of them—ages two to 13) discussing the ornament. Then they selected three judges—six- and seven-year olds. They each made an ornament of sorts and passed it by the judges. The judges shook their heads, "no" for each one. Back at the table, they discussed what to do to find the right ornament. Finally, one child spoke up. "I know—let's go to Hallmark. They always have just the one."

And they picked just the right one—the second in the "Heart of Christmas" series which says "The heart always has room for beautiful memories."

I just love it!

Betty Imhof
Traverse City, Michigan

Q&A

Q. I collect Hallmark Merry Miniatures. Do you plan to start a separate Collector's Club for them?

A. At this time, we have no plans for a Merry Miniatures Collector's Club. But because so many of our members collect these figurines, we will include news about them in the *Courier*.

Q. Now that I have my 1992 *Dream Book*, I wondered if I could order ornaments directly from the Club.

A. Sorry, but all Hallmark products are sold only through Hallmark stores. We do not sell directly to consumers. Keepsake Ornaments will arrive in stores in June and July. Check with your local Hallmark store to find out when they'll be on display.

Q. When will I receive the order form for my 1992 Limited Editions?

A. The form will be mailed to you in September. Be on the lookout!

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.
Hallmark Keepsake Ornament
Collector's Club # 161
P.O. Box 412734
Kansas City, Mo., 64141-2734

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