

COLLECTOR'S COURIER

Volume Six

Number Three 1992

Loving Stitches Turn Ornaments Into One-of-a-Kind Treasure

Have you ever wanted to give someone a very special birthday gift — a gift that reflects a hobby you both enjoy?

Then you can identify with Linda Olsen, a Keepsake Ornament collector and Club member from Manchester, New Hampshire.

For her mother, Louise Morse, Linda created a unique needlework treasure. It's a quilted wall hanging, with 12 appliqued squares representing some of their favorite Keepsake Ornaments.

"The wall hanging is really more of a 'thank you' gift than a birthday gift," Linda explains.

"My mother presented me with my first Hallmark Keepsake Ornament in December, 1984, and I've been collecting ever since," she continues. "Together we have more than 100 ornaments, and we display them all year. I've had so much joy in collecting, I wanted to tell her 'thank you' in a very special way."

Among the ornament designs that Linda adapted for her wall hanging

was the 1990 Members Only selection, "Armful of Joy." "I especially like the ornaments that are for Club members because fewer people have them," she says. "And, of course, I used the 1990 'Stitches of Joy' because it depicts our hobby of sewing."

For help

in creating the applique patterns for the wall hanging, Linda turned to her grandmother, Frances Floyd, because "Gram is the artist in our family," she says. "I had so much fun cutting out the pieces and putting them together," Linda recalls. "It's like painting — making a picture. They just come out so cute."



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Karen Delfft, A Collector at Heart
A Peek at New "Elvis" and STAR TREK® Designs*



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Linda, who began quilting in 1979, credits her mother for introducing her to this hobby and ornament collecting.

A project begins with individual squares. "It's all hand work," Linda points out. "The only thing I do by machine is stitch the squares together.



Quilter Linda Olsen (right), her mother Louise Morris (left) and grandmother Frances Floyd (center). All are members of the Hallmark Keepsake Ornament Collector's Club.

"I once tried to applique on the machine," she elaborates, "but I took out the stitches about four times. Then I decided to do it by hand. It's much easier and much prettier."

There's another advantage to hand quilting. "I work on the squares at home, and while riding in the car on vacations. I once took them to Las Vegas with me," she laughs. "But there are limits! If we go boating, I leave them at home.

"It usually takes about a week to complete a square — to trace the pattern, cut out the appliques, and do the embroidery."

Would Linda recommend quilting to others? "Absolutely!" she affirms. "It relaxes me. I am up at 4:00 every morning working on my quilts and watching my 'soaps' on videotape.

"I feel good about doing the quilts and wall hangings," she muses. "All the time I'm working on a project, I'm thinking about the person I'm making it for. It's an heirloom."

Hang-Togethers Ornament Sets Team Up to Tell Whimsical Little Stories

Bread 'n' butter. Salt and pepper. And now — Keepsake Ornament Hang-Togethers! New for, 1992, the sets introduce an extra dimension of story-telling fun to collectors' home displays.

Theme groups and ornament sets have been offered previously, of course, but Hang-Togethers provide a greater sense of interaction.

"Hang-Togethers open up new design possibilities for the artist," says Keepsakes artist Ed Seale, who came up with the idea for the ornaments. "And they let collectors become more involved in arranging the elements of the design."



Seale sculpted "Santa's Hook Shot" which depicts Santa perfecting his basketball skills. "Depending on how far apart you place Santa and the basketball goal," he explains, "it's a very easy shot or a hard one.

"There's also an element of suspense here," Seale adds. "The ball is resting on the rim of the basket. Do you think it's going to fall into the net?" he asks.

Anita Marra Rogers says she created the two-mouse set, "Holiday Teatime," in the spirit of friendship.

"The design represents my best friend and myself," the Keepsakes artist continues. "We used to have tea together

every Tuesday evening, and we exchanged decorated tea sets for Christmas one year. I always think of her when I think of tea." The gingerbread mouse in the design alludes to



Rogers' fondness for baking holiday cookies.

"Cool Fliers," the third set of Hang-Togethers, is unique because its two ornaments interlock for display. The most difficult part of designing this whimsical pair of snow people, according to Keepsakes artist Julia Lee, was making



sure the hands of the trapeze artists interlock correctly — capturing that breathtaking moment when they meet in mid-air.

Hallmark Archives Offer an Intriguing Glimpse Into the Past

Kim Rich spends her days at Hallmark making sure that the history of language, art and culture from the last century and a half isn't lost to time.

Rich is curator of the Hallmark Historical Collection and the company's product archives. She oversees the preservation of thousands of antique greeting cards, books and a vast collection of Hallmark products, including Keepsake Ornaments.

Historically Speaking...

The 60,000 or so pieces in the Hallmark Historical Collection tell the early history of the greeting card industry and reflect the times in which they were created. Included are American and British hand-lettered stationery, paper lace cards, postcards and a rare card from 1843 recognized as the first Christmas greeting ever sent. "It's really a national treasure," Rich says of the Historical Collection.

The collection has profoundly influenced a wide range of Hallmark products, including greeting cards, puzzles and collectibles.

For instance, postcards from the collection inspired many of the designs in the Heirloom Santa Collection offered in the Hallmark Collections for Christmas. The cards portray Santa as most people envisioned him in the early 1900s. "Many of those images were of Santas from the European tradition, with him walking through the woods and wearing heavy robes and fur," Rich says.

The Historical Collection also reflects Hallmark founder J.C. Hall's keen interest in art. Besides his affection for art from the past, Mr. Hall wanted to widen the audience for the celebrated artists of his day by recreating their work on greeting cards and other items.

He commissioned Norman Rockwell to do paintings for use on Hallmark products. Paintings and drawings by Winston Churchill, Grandma Moses,

Saul Steinberg and Walt Disney were reproduced on many Hallmark items. Designs by well-known Hallmark artist Betsey Clark also appeared on numerous Hallmark products, including Keepsake Ornaments.

Mr. Hall invited many of these artists, as well as literary figures such as Ogden Nash, to speak at Hallmark as a way of inspiring his artists and writers. "He felt it was important to let these people touch the lives of his creative staff," the curator explains.

Over time, the work of these famous artists inspired a number of Keepsake Ornaments. Scenes by Rockwell, a longtime friend of Mr. Hall, appeared on ball ornaments and other designs. A 1977 ball ornament featured two winter scenes of New England villages by Grandma Moses.

As each Hallmark product is offered to the public, samples are added to the Hallmark Archives, which includes items dating back to the 1920s. Thousands of publications and documents from Hallmark's history are also preserved in the archives.

Rich adds, "Together, the products and documents are a

fascinating history of the company."



Special Ornaments to Fill Fall With

It's going to be a wonderful fall as four special Keepsake Ornaments arrive at your Hallmark store.

Between August and October, two famous ships will land at Hallmark. One is the Magic "Shuttlecraft Galileo™," following the popular "Starship Enterprise™," and the other is our historical commemorative, "Santa Maria."

Not to be outdone, "Santa and His Reindeer," a five-ornament collection, will fly to Hallmark beginning in November. And in Gold Crown stores in November, you'll find the brass-plated tribute to Elvis Presley.

"Elvis"

Two Keepsake Ornament artists collaborated on this three-dimensional portrait of the King of Rock and Roll.

Dill Rhodus did the initial research, poring over photos in magazines, calendars and books. He created what Keepsakes artists call a "rough sculpt" showing Elvis in a classic pose with his feet turned inward.

"I wanted the pose to catch the electricity of Elvis' movement when he performed," he explains.

When Rhodus was needed on another project, Joyce Lyle completed the ornament. "At first I felt overwhelmed," she says. "I knew I had to capture all the

nuances of Elvis' face because he's so famous."

The project put Lyle's five years of portrait classes to good use. "The design shows Elvis in his younger years," she says. "I spent the majority of my time on his mouth and eyes because these are the features people seem to remember best."

When Lyle traveled to Graceland to show the ornament to the staff of Elvis

Enterprises, she was

given a special tour. "It was fun seeing the actual guitar I sculpted," she says. "I chose this guitar because of its beautiful scrollwork."

But what impressed the artist most was the entertainer himself. "I learned how much Elvis is loved and how truly generous he was."

"Shuttlecraft Galileo™"

It all started with the words, "live long and prosper."

"We considered several popular phrases from the original STAR TREK® television show for the lighted ornament's voice message," says Tina Hacker, senior editor. "We selected Mr. Spock's words because they seemed especially

fitting for Christmas," she adds.

"Once we had the message, it was a quick decision to choose the shuttle for the design. We liked the fact that it belonged to the U.S.S. Enterprise™, and gave Spock a logical place from which to transmit a holiday message."

Sculptor Dill Rhodus created the model for the spacecraft. "I didn't know what it looked like at first," he says smiling. "I watched the episode 'The Galileo Seven' 15 times to see how the shuttle was detailed and what parts were lighted. And Paramount Pictures sent us photos and diagrams."

Rhodus' first challenge was creating technical drawings for the staff in Hallmark's Specialty Tooling department. They milled out the craft's magnesium shell using a computer milling machine. "The machine was able to cut all the difficult angles perfectly," Rhodus explains.

The artist, who has 20 years of engraving experience, hand-engraved each detail into the model. "Authenticity was our first priority," he says, "and, of course the clarity of Mr. Spock's voice. You'll understand every word."

Dill Rhodus



Joyce Lyle



Plenty of Collecting Excitement

"Santa Maria"

"In fourteen hundred and ninety-two, Columbus sailed the ocean blue." That childhood adage was floating around in Ken Crow's mind as he was thinking of ideas for 1992 Keepsake Ornaments.



Ken Crow

Crow says.

He recreated the design of the ship and Columbus' clothing, which Santa is shown wearing. Santa's coat and hat were based on drawings of the explorer.

The one element of the design not included in the research material is the crow perched

in the ship's crow's nest. The artist added this touch in honor of "Kilroy," the stuffed crow toy that serves as his mascot. Crow has incorporated "Kilroy" into other designs when he fit in with the theme of the ornaments. "He's just perfect for this design," he says.



Little by little, an ornament took shape, resulting in "Santa Maria," which commemorates the 500th anniversary of Columbus' arrival in America. The design shows Santa leading the voyage, with a cargo of Christmas presents.

The artist spent several hours poring over books showing Columbus and his ship, the *Santa Maria*, to make the ornament accurate. "I went to Hallmark's library and found a book with a color representation of the ship. It had black and red stripes on it, but we changed them to green and red since the ornament is for Christmas."

"Santa and His Reindeer" Collection

Just what would Santa and his reindeer sound and look like as they landed on your roof on Christmas Eve? Ken Crow imagined Santa in a colorful sleigh full of gifts. He envisioned the reindeer wearing bright capes bearing their names and tinkling sleigh bells. Crow's idea became

the "Santa and His Reindeer" collection.

He wanted the reindeer to look as if they were moving, so he sculpted them to appear in mid-stride, leaning forward. Crow paired Dasher and Dancer, Prancer and Vixen, Comet and Cupid, and Donner and Blitzen just as they were in "The Night Before Christmas," Clement C. Moore's poem. What about Rudolph? "A lot of people might wonder where Rudolph the Red-Nosed Reindeer® is, but he wasn't one of the original reindeer. He was a ninth reindeer who was invented about 40 years ago," Crow explains.

He laughed as he recounted how the shape for the sleigh was based on an egg. "If you look at pictures of a lot of sleighs, they're narrow at the front and wide at the back just like an egg." Crow punched two holes in an egg, emptied it and filled the shell with wax. Once dry, he used the shaped wax for sculpting a model of the sleigh.

The collection will be offered in five sections — four pairs of reindeer and Santa's sleigh — in consecutive weeks.



Prototype of "Santa" Ornament



SKETCHBOOK

Karen Delfft: Her Fascination With Collecting Shows In Her Work

You can tell a lot about Karen Delfft by the way she reaches into a display case, gently lifts out a figurine, and cradles it in her hand. She's a collector at heart! And her love of collecting greatly influences her work.

"I like to collect a variety of things," she says. "Fish, in all different formats, antique tin toys, and vintage party dresses. Also children's books and wooden pull-toys like the ones I had as a child — I love the memories these bring."

**"We're always looking for ideas, situations and animals that we haven't done before."
Karen Delfft**

Delfft came to Keepsakes in May, 1990. "About that time Hallmark acquired Willitts Designs of California," she relates, "and we were developing the product line now known as Hallmark Galleries." Delfft also worked on the 1992 Keepsake Miniature Ornament and Merry Miniatures lines.

Her official title is Creative Product Designer II, or "CPD" for short. She

works with the Keepsakes artists, and plans which designs will go into the various product lines.

"We spend a lot of time thinking about our collectors' needs and wishes," Delfft explains. "We look at the 'global picture'



Karen Delfft and a "Christmas Under the Sea" Merry Miniature design from 1992

and consider many different design approaches, not just the cute ones."

Delfft says that ideas come from many sources. "We consider what's happening in the art world, and we look for colors and patterns that will be popular in fashions and home interiors," she continues. "We watch trends and try to avoid what is merely a fad, so we can offer lasting value. And we're always looking for ideas and situations and animals that we haven't done before."

One of the small theme groups in this year's Merry Miniatures line includes a group that Delfft calls "Christmas Under

the Sea." Inspired by her undersea collection, the group includes a lobster, an octopus, and a goldfish on a shell. New creatures also appear in the 1992 Keepsake Miniature Ornament line including a monkey and a gerbil.

Delfft provided the art-direction on Hallmark Galleries collections

introduced last spring, and she's looking forward to the fall debut of a new collection she developed called "Kiddie Car Classics."

"I'd seen pedal cars in antique shops and at antique shows," Delfft recalls. "It was a concept we knew a lot of people could relate to. When I was growing up, if you didn't have a pedal car, a neighbor did — and you wanted one."

"I contacted a collector in Maine who restores pedal

cars, and the Murray Toy Company which produced the original models. We worked out a licensing agreement enabling Hallmark to reproduce five designs including a fire truck. Our replicas are complete with moving pedals, tires and steering wheels. They're authentic, right down to the colors and decals."

And that's just the sort of exacting detail you would expect from a confirmed collector.

"Night Before Christmas" Series Comes With a Home of Its Own

"It was the night before Christmas when collectors everywhere found just the right spot for the mouse in the chair!"

And, of course, the right spot for this first edition and all the ornaments in the new "Night Before Christmas" series is inside the Tin Display House designed specifically for them.

Fashioning this miniature series combined the creative efforts of three people: Clement C. Moore, who wrote one of the world's most beloved poems; LaDene Votruba, who painted the artwork for the Tin House; and Duane Unruh, the sculptor of the ornaments.

Before he started to sculpt, Unruh and the Keepsakes staff picked out five portions of the poem to illustrate with ornaments. "The poem is so rich with images that choosing only five was difficult," he recalls. "We wanted

the ornaments to tell the whole story and bring the poem instantly to mind."

Unruh sculpted all five ornaments at once. This was necessary to ensure that the ornaments and Tin



House coordinated with each other. "The

ornaments had to be

miniature sized, but big enough to look natural in the house," the artist adds.

"LaDene and I worked simultaneously, conferring on size relations almost daily."

Votruba painted the house, a simplified



Victorian, in watercolors. "The nice thing about tin," she says, "is that you can reproduce truly intricate detail on it such as the wallpaper patterns in the parlor and bedrooms."

"It was challenging to work out the room arrangement and fit the poem in the artwork," Votruba adds. "But we thought it was important to include the poem for people to read each year."

Unruh says his biggest challenge with the 1992

ornament was the size of the mouse.

"If I sculpted it to be

proportional to the chair, it would be invisible," he

explains. "I had to make it bigger so you could tell that the 'creature' is a mouse."

Can Unruh reveal the designs of the remaining four ornaments in the series? Shaking his head, he answers, "I wouldn't want to spoil the surprise."

Collectors Pin One on Themselves

More and more Keepsake Ornament collectors are proclaiming their membership in local collector's clubs with imaginative lapel pins.

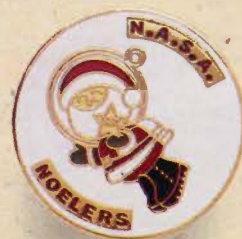
Many of the more than 200 local clubs have pins inspired by Keepsake Ornaments, Santa and other holiday characters.

The Glass City Frosty Friends of Toledo, Ohio, based their pin on the 10th edition in the "Frosty Friends" series from 1989, the year the club was formed. "The design was popular with our members, so it seemed appropriate to adopt it for our logo and pin," says club member Diane Thomsen.

The NASA Noellers' pin was inspired by, what else, the 1981 "Space Santa," which shows Santa aloft in a space suit. The Noellers club, with 75 members, is based in Houston, Texas, home of NASA's Johnson Space Center.

If you'd like to acquire a pin, contact an artist in your community to have one designed. Several pin manufacturers advertise in collectibles publications, or you can contact a specialty marketing company for help in locating a manufacturer. For the best price, get costs from more than one manufacturer.

Then your whole club will be ready to pin one on.



NASA-Noellers



Glass City Frosty Friends



Minnesota Collectors Pin Set



Courier Mail Box

We'd like to feature your "pin-ups" in future *Couriers*, so keep us in mind when you're taking snapshots this year.

Be sure to tell us where your display was used — at home, work or school. And since no photos can be returned, send a copy you can spare and put your name, address and phone number on the back.



Hallmark mice and bears! What a perfect combination.

*Diane S. Johnson
Elberton, Georgia*



*Kathryn A. Van Such
Phoenix, Arizona*



I can't tell you how many people come to see my tree. They stand breathless at all the moving and lighted ornaments.

*Wendy Slaughter
King of Prussia, Pennsylvania*



*Chrissy Koenig
McQueeney, Texas*



Decorated with a touch of red ribbon, this display gets the most compliments from visitors to my house.

*Paula Whitmer
Orange, Virginia*

Answers to the Collector's Quiz From the Last Issue

1. "Rocking Horse"
2. "Reindoggy"
3. *Collector's Courier*
4. Betsey Clark
5. Feliz Navidad
6. Nutcracker
7. "Kolyada"
8. Commemorative
9. "Elfin Whittler"
10. "Starship Enterprise™"
11. Precious Edition
12. "Cardinal Cameo"
13. Acrylic
14. Artists' Favorites
15. "Magical Unicorn"

A Note of Thanks

Dear Friends,

As many of you already know, I lost my sister on May 7th after a long illness. The love and understanding I received in the cards and letters that so many of you sent to me have been overwhelming. Your expressions of concern have been the most special of comforts to me in this unhappy time. You will never know how your thoughts and prayers touched me. My most heartfelt thanks to each of you.

Rachel

Rachel
Club Manager

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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P.O. Box 412734
Kansas City, Mo., 64141-2734

Publisher: Rachel Perkal
Editor: Tina Hacker
Managing Editor: Vince Magers
Contributing Editor: Lynn Paxson
Designer: Sarah Holley

Printed in the U.S.A.

© 1992 Hallmark Cards, Inc. 492RCB928 August 1992


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