

COLLECTOR'S COURIER

HAPPY ANNIVERSARY, CLUB!

Ten years of Collecting Memories

When the Keepsake Ornament Collector's Club made its debut, few could have imagined how this "wish come true" for collectors would grow. "The Club was formed in direct response to the wishes of ornament collectors across the nation," read the first club-member issue of the *Collector's Courier* (Volume One, Number One 1987, edited by Tina Hacker).

In 1987, two Club-exclusive ornaments were offered. The Keepsake of Membership ornament was "Wreath of Memories" sculpted by Duane Unruh. "The wreath had special meaning for Club members," Duane recalls. "It was decorated with miniature depictions of popular Keepsake Ornaments." Among those featured were the Rocking Horse and Clothespin Soldier Collector's Series.

"Carousel Reindeer," the other exclusive ornament offered that first year, symbolized the evolution of Keepsake Ornaments. "The hoop resembled the early Nostalgia

Ornaments offered from 1975 to 1977," says Keepsake Ornament artist Linda Sickman who sculpted the ornament. "The reindeer's contemporary look reflected our desire to keep our ornament designs innovative and fresh."



The Club's ten-year history can be traced through ornaments; from the first Keepsake of Membership Ornament, "Wreath of Memories," to the 1996 offering—"Rudolph the Red-Nosed Reindeer," "Santa," and "Rudolph's Helper."

In the years following the 1973 debut of Keepsake Ornaments, interest in collecting ornaments and cataloging those collections had soared. Collecting expert and ornament connoisseur Clara Johnson Scroggins had already published two editions of her book, *Keepsake Ornaments: A Collector's Guide* when the Club debuted in 1987. The third edition of her *Guide*—the first hard-cover edition—was introduced to Club members in the first issue of the *Courier*.

And, what about those conventions? Collectors first gathered for their own convention in Kansas City in the summer of 1987, but the first Hallmark-sponsored Collector's Club convention was held in Kansas City in 1991. The convention featured ornament previews, artists' signings, workshops and special guest speakers.

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National Club formed in response to collectors' requests.

1987

First Hallmark-sponsored Club convention held in Kansas City. Club celebrates five years together.

1991



Two Club conventions held in Kansas City. 20th Anniversary of Keepsake Ornaments.

1993



First EXPO travels to eight cities across the nation.

1994



Second exciting EXPO tour. First licensed property ornaments offered as part of Club membership kit and Club Edition offering.

1995



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The Club also celebrated its five-year milestone that same year with a special ornament for Charter Members.

In 1992 the *Courier* published "Clara's Favorites" for the first time. The yearly list has become a time-honored tradition that's carried on today. (See "Clara's Favorites" page 4.)

Hallmark sponsored two Collector's Club conventions in Kansas City in 1993 to accommodate the growing number of members wanting to attend the event. 1993 also marked the twentieth anniversary of Keepsake Ornaments and the Club offered Linda Sickman's "Trimmed With Memories" as a Members Only ornament. A new edition of Clara Johnson Scroggins' *Keepsake Ornaments: A Collector's Guide* featuring twenty years of Keepsake Ornaments also debuted at the 1993 conventions.

In an effort to give more Club members the chance to attend a special Club event, the Club hosted the first traveling EXPO in 1994. A second tour followed in 1995.

What's next for the Club? "This year is going to be exciting," says National Collector's Club Manager Lynn Wylie. "In addition to special events, we're celebrating our tenth year with one of our most exciting Club product offers ever." As Lynn says, "It's our way of saying Happy Anniversary—all year!"



LOOKING FORWARD

As the Club enters a new decade, it's a good time to look forward. And what great things we have to look forward to! As a Club member, you're receiving your special advance copy of the 1996 *Dream Book* with this *Courier*. My own copy is already earmarked, and I can't wait for the Premiere in July!

The Club is working to improve services. Our membership doubled in 1995, causing difficulties for some collectors trying to reach us by phone last year. We're sorry for any inconvenience this has caused you. We've updated our systems and are committed to providing better service in 1996. Thank you for your continued patience.

Based on feedback from EXPO 1995, we are changing our special events direction. While we will not be hosting a 1996 EXPO, we are planning new special events that offer the things that you told us are most important to you: artists' appearances, exclusive product such as the Keepsake Signature Collection piece, collector camaraderie and register-to-win opportunities. This new direction also allows us the opportunity to meet with more collectors throughout the year in other settings such as local club meetings and collectibles shows. See the enclosed *Courier EXTRA!* for more information.

We will update you on specific event plans in the next *Courier*—which will be mailed in June. We look forward to seeing you at an event in 1996!

Happy 10th Anniversary Year, Club!

Warmly,

Lynn Wylie

Lynn Wylie
Manager, National Keepsake Ornament
Collector's Club



SKETCHBOOK

Meet the New Studio Artists

With roots in Arizona, Utah, Chicago, New York and Pennsylvania, the five talented additions to the Keepsake Ornament studio reflect some of the diversity of Collector's Club members. And, just as collectors do, these artists have a passion for Keepsake Ornaments.

Katrina Bricker has been collecting since she was a child in Erie, Pennsylvania. "I appreciated the realism of the sculptures and that's what really made me look at sculpting as a career," she says. Arriving at Hallmark in 1994 after receiving her Bachelor of Fine Arts from the Columbus College of Art and Design in Columbus, Ohio, she says she feels right at home in the Keepsake Ornament studio. "I'm just loving this, especially the people I work with," she says. "And now I'm really into collecting ornaments. Knowing the people makes it even more interesting."

Nina Aubé enjoys collecting toys and dolls she remembers from her '60s childhood in Chicago, Illinois. The 1981 graduate of the Kansas City Art Institute draws inspiration for her whimsical style from those playful collections and her entertaining pets. "Opie, my cockatiel, whistles the entire theme to the Andy Griffith Show and Leave It To Beaver," she explains. "And he does Mozart, too. Peanut, my parakeet, has learned everything Opie does, so it's like stereo."

As a brand-new graduate from New York's Syracuse University, Sue Tague brought her illustration talents to Hallmark more than 30 years ago. Since then, she has worked in "almost every area" of Hallmark, creating a family of characters including the Crayola® Crayon Bear. "I enjoy sculpting because it allows you to bring the characters to life," she says. Sue's "real-life" family includes husband Walt, son "Skip,"

daughter Sarah and two greyhounds "that are running our lives."

Originally from Utah, Tracy Larsen brought his degree in illustration from Brigham Young University nearly 10 years ago to work in Hallmark's Licensing Design Studio. "I tried to make licensed characters look alive and then I added volume to create a three-dimensional look," he says. Tracy and his wife, Tammy, create opportunities in the arts for their four children: Charisse, age 8; Trent, age 6; Caleb, age 4; and newborn Tessa. "Charisse earned an award in a recent violin competition," Tracy says proudly. "I'm looking forward to her supporting me in my old age!"

Named after a family friend, Nello Williams has modeled clay since he was a kid growing up in Arizona. After earning a degree in illustration from the University of Arizona in Tucson, the would-be collector worked as a free-lance illustrator several years before joining the Keepsake Ornament studio. "I wanted to start a collection of art deco architecture, but who has room?" he says, laughing. "So far, all I have are a couple of drawer pulls. Besides, it's nicer to collect something created by someone you know."

Collectors can begin to look for designs from members of this talented group beginning this year!

Editor's Note: At press time, another artist had just joined the Keepsake Ornament studio! Her name is Joanne Eschrich and we'll be featuring her in an upcoming issue of the Courier.



Left to right: Nina Aubé, Sue Tague, Tracy Larsen, Nello Williams and Katrina Bricker.

CLARA'S FAVORITES

Compiling the "dream team" from the 1996 *Dream Book* poses a perplexing problem for renowned ornament collector Clara Johnson Scroggins, because "the line is just so good." Collectors who eagerly watch for her annual list will notice it grows a bit longer each year. Her 1996 selections include these sure-to-be hits:

"**Troy Aikman**," second in the Football Legends series, salutes the legendary quarterback of the 1996 Super Bowl-winning Dallas Cowboys. "He entertains those of us who love football every season," marvels Clara. "He has gained the fans' respect for his enormous abilities on the field and for his philanthropic efforts off the field." Clara also predicts "**Nolan Ryan**," first in the At the Ballpark series will be a hit, just like the famous Texas Rangers' pitcher.

"**STAR TREK**," featuring the U.S.S. Enterprise™ and the Galileo Shuttlecraft™, celebrates the 30th year of the popular television program. "It's such a beautiful set and more realistic because it's die-cast, so you can see the detail of each vehicle more clearly," says Clara.

Several popular movie-themed designs earned a spot on Clara's list. "**It's a Wonderful Life**," an anniversary edition, celebrates 50 years of that holiday favorite. "**GONE WITH THE WIND**," a three-piece miniature set featuring Scarlett O'Hara, Rhett Butler and the legendary Tara, commemorates the 60th anniversary of the famous novel that spawned the blockbuster film. "**Emerald City**" adds light and music to our fascination with THE WIZARD OF OZ™.

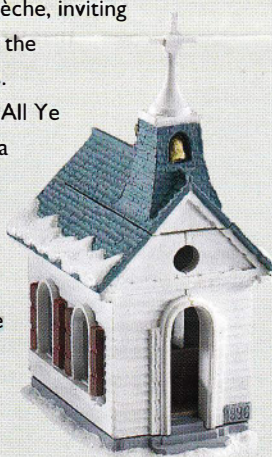
"I practically grew up with my son watching the Jetson family travel in space," reminisces Clara. "Now I can relive those memories with **THE JETSONS**™." Collectors will enjoy other nostalgic media hits, "**Spider Man**™" and "**Wonder Woman**™."



Beginning in 1996, Clara Johnson Scroggins will choose one design to receive the honor of "Collector's Choice."

This year's selection is "Come All Ye Faithful." Inspired by the familiar childhood rhyme which begins, "Here's the church and here's the steeple..." Ken Crow sculpted the intricate design, which opens to reveal a crèche, inviting people inside the church doors.

"'Come All Ye Faithful' tells a beautiful story," Clara says, "and reminds us of the true meaning of Christmas."



"The reason for the season is to celebrate the birth of Christ," Clara reminds us. "**O Holy Night**," a Keepsake Miniature Ornament, depicts it beautifully."

Train enthusiasts will be delighted to see "**700E Hudson Steam Locomotive**," first in the LIONEL® Train series. "It is done, as everyone would hope, in die-cast metal," says Clara, "and will be simply railroaded by all the 'engineering' collectors of LIONEL® and scale-model train collectors."

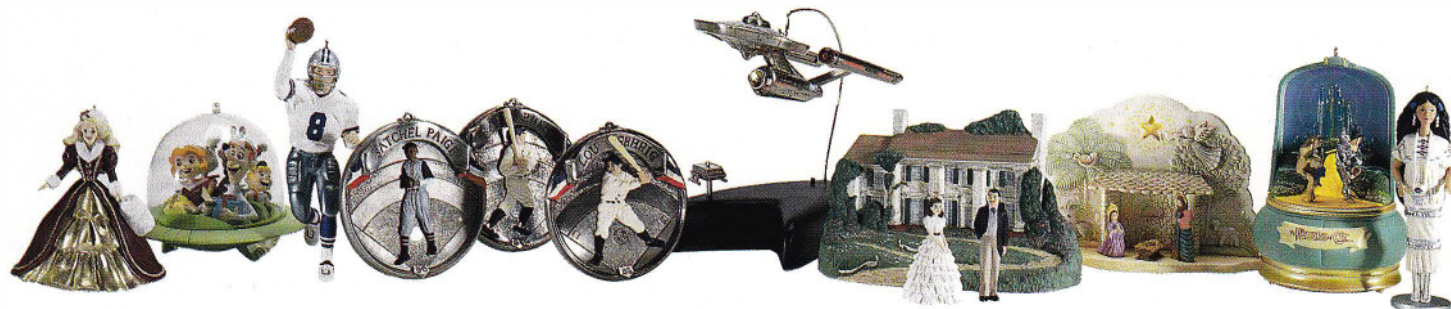
"**Chicken Coop Chorus**" is pure fun. "It will bring a smile to your face and delight your heart when you watch the rooster directing a chorus of hens on their nest clucking the 'Jingle Bells' song," says Clara. "And I know which folks at Keepsakes performed on the recording!"

Keepsakes introduces the Dolls of the World series for BARBIE® enthusiasts everywhere with "**Native American BARBIE**™." "How fitting that the series begins with the first Americans, the Native Americans," says Clara.

Clara predicts doll collectors also will be thrilled to see "**Cinderella—1995**," first in the Madame Alexander™ series.

No "dream team" would be complete without "**Holiday BARBIE**™," fourth in the Holiday BARBIE™ series. "Barbie is an industry unto herself," observes Clara. "She is loved by little girls, adored by adults and the envy of all of us women who wish we had her wardrobe!"

Editor's Note: Three additional ornaments round out Clara's list of 18 favorites for 1996: "Murray® Airplane," the "Baby's First Christmas" "Beatrix Potter"™ and the Keepsake Miniature Ornament, "Murray® Fire Truck."



HISTORICALLY SPEAKING

KEEPSAKE ORNAMENTS PLAY BALL

Spring training naturally rekindles the national fever for America's classic summer sport—baseball! The Baseball Heroes Collector's Series celebrates those champions who have made an indelible mark on the history of the game. "Satchel Paige," third in the series following "Babe Ruth" and "Lou Gehrig," joins the ranks of baseball legends.

Robert Leroy "Satchel" Paige pitched more than 2,500 games in a stellar career that began in 1926. Known for his high-octane fast ball and quick wit, he played 22 years in the Negro Leagues before joining the Cleveland Indians in 1948.

Paige acquired his nickname at age seven while working as a porter in the Mobile, Alabama, train depot. "I rigged up ropes around my shoulders and waist," he recounts in his 1962 autobiography, *Maybe I'll Pitch Forever*. "I carried a satchel in each hand and one under each arm. I carried so many satchels that all you could see was satchels. You couldn't see Leroy Paige."

Not short on modesty, Paige was rarely shy in boasting about his talents. "I was born with control," he once said. But control did not hamper his style. Among his repertoire of entertaining windups, Paige sported a "Model T," a "windmill" and a "hesitation." He threw "bloopers, loopers and droopers, a jump ball, bee ball, screw ball, wobbly ball, whipsy-dipsy do, a hurry-up ball, a nothin' ball and a bat dodger."

Paige matched his control and style with terrific speed. Always the master of

exaggeration, Paige warned hitters that they would have to bat by sound because they would not be able to see his pitches. His fast ball was legendary. Some hitters called this pitch a pea ball, indicating how small it looked as it whizzed across the plate.

When Paige donned a major league Cleveland Indians uniform in 1948, some wondered if he could still thread a needle with his pitches. "Jim Hegan grabbed a towel to brush off the plate," he later recounted. "I told him there wasn't any use for that and gave him a gum wrapper and told him to lay it lengthwise on the plate. After I split that wrapper a few times with my fast ball, they decided I still had my control." At 6 feet and 1/2

inch and 180 pounds, Paige was reed thin and hardly resembled a power pitcher. Fellow pitchers would often chide him for reading in the bullpen before games instead of taking to the field for pre-game workouts. "Where I come from, we throw the ball across the plate, we don't carry it across," he said in his defense.

Paige became the first African-American player elected to the Baseball Hall of Fame in 1971. Summing up the essence of his outstanding career, the plaque reads: "His pitching was a legend among major league hitters."

Keepsake Ornament artist Dill Rhodus, whose love of baseball led to the creation of the Baseball Heroes series, has sculpted all three ornaments. In fact, Dill also sculpted "Nolan Ryan," the first player depicted in the new At the Ballpark Collector's Series.

"Where I come from, we throw the ball across the plate, we don't carry it across."

Leroy "Satchel" Paige



"Satchel Paige" is featured in the third edition of the Baseball Heroes series. He follows "Lou Gehrig," from 1995 and the "Babe Ruth" ornament which started the series in 1994.

COLLECTORS MAKE A DIFFERENCE

Listening to Collectors Gives Merry Miniatures® a New Direction

Those who know and love Merry Miniatures® may be surprised to learn that many collectors didn't discover their charm until fairly recently. "1993 was really the pivotal year," says Kyra Hicks, who worked on the marketing strategy for the line at that time. "Before that time, the collection wasn't getting enough exposure and wasn't experiencing the success it deserved."

The Merry Miniatures team wanted to change all that. But, although the team got the ball rolling, Hicks says, "it was the collectors who made the difference!" The change of direction began with a survey sent out with the May issue of the *Courier* in

1993. "Hundreds of collectors took the time to respond," Hicks recalls. "It was fantastic!"

What did collectors have to say? "For one thing, collectors told us they usually bought all the pieces in a theme group at once rather than choosing just a few from the group," says Peggy Sixta, the product designer for the line. "That's where the idea of boxed sets came in." Collectors also provided insight on their interests and the subject matter they would like to see in Merry Miniatures. "That really helped us meet the specific needs of our collectors," says Kim Lee, who joined the team in the marketing role during 1995.

The team responded to requests from collectors and increased awareness of the line by producing a 20-Year historical brochure (1974-1995) and creating news releases for collector publications.

"Licensed properties, new personalities, more designs, exclusive product for the Keepsake Ornament Premiere, dated packaging,

and all new products each year have really boosted the popularity of the collection," says Kim Lee.

So is this the end of the Merry



Members of the past and present Merry Miniatures team: (From left to right) Lynn Paxson, Peggy Sixta and Kyra Hicks. Not pictured: Kim Lee.



"Bashful Mistletoe" was created exclusively for the 1996 Keepsake Ornament Premiere July 20 and 21. The set, as well as a "Welcome Sign" Tender Touches Keepsake Ornament, is available in limited quantities and only at the Ornament Premiere.

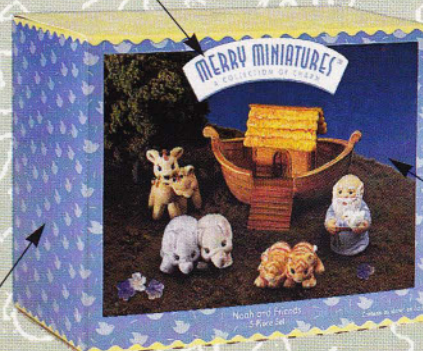
Miniatures® story? "Absolutely not," says Kim Lee. "We're always striving to improve, and we encourage feedback from collectors. After all, it's our collectors who have given us a new direction. The fun is just beginning!"

More Than a Box

"Before the new packaging was developed, the artists were creating wonderful characters, and we were sending them out into the world without a proper introduction," says Lynn Paxson, the editor for Merry Miniatures®. "Packaging allows us to tell the story behind the designs."

Besides telling the story, some of the key ingredients of the new packaging are the use of a different color for each season, the inclusion of the year date, and an indication of whether the design is part of the Hobbies, Story Time, Personalities or Holidays group. "The packaging for each collection also incorporates the collection symbol in the box design," says Peggy Sixta, product designer.

A new Merry Miniatures logo is featured on the front of each package.



The collection symbol is used in the background pattern of packages for collections.

Photo boxes make it easy to identify your Merry Miniatures. The title of the design or set appears below the photo.

FOR THE LOVE OF NATURE

Marjolein Bastin's Art Featured
in New Collectible Plates

If you enjoy seeing nature lovingly depicted in beautiful art, chances are you've already discovered the array of Hallmark products featuring Dutch nature artist Marjolein Bastin's highly detailed paintings. Now, the joy Marjolein feels when creating her art is embodied in a collection of four porcelain, limited production collector's plates from Hallmark.

"Each of the four plates represents a different season, but there's much more to it than that," says Nilla Childs, the collectibles editor at Keepsakes. "They incorporate Marjolein's distinctive artwork, of course, but they also feature her own personal sentiments about her love of nature."

The collection is called Marjolein Bastin's Seasons of Nature Collection. Each plate is packaged in a box that resembles a scrapbook with photos and recollections from Marjolein printed on the inside cover. "A special memento featuring Marjolein's

artwork is tucked into a special spot inside each box," explains Carol Kobza, product designer for collectibles at Keepsakes.

"Building A Nest," "Summer's Gifts," "Autumn Splendor" and "Winter Cardinal" are each limited to 14 firing days. The plates began arriving at participating Hallmark Gold Crown stores in late March.



© 1996, Marjolein Bastin

Marjolein Bastin's love of nature is celebrated in her new Seasons of Nature Collection.

New Product "Scoop"

Beginning this fall, a second collection of porcelain, limited production plates will debut. Marjolein Bastin's Colors of Nature Collection will feature four plates, each representing a different color theme. The packaging for the plates will resemble Marjolein's own paint box. "...my pencils and brushes enable me to say something very honest and strong, from my own heart, in a way I couldn't do with words," Marjolein explains. "...I love my brushes—because they make it possible for me to share nature's beauty with friends. With you." Be sure to look for this new collection in September.

Rolling Out the Latest

Each year as new collectibles from Hallmark are introduced, they grow in popularity. "Kiddie Car Classics are collectors' favorites," says Brenda Cherpitel who works in marketing for Hallmark collectibles. "Once people discover these nostalgic reproduction pedal cars and riding toys, their interest in collecting them grows and grows."



In May, participating Hallmark Gold Crown stores will begin receiving the "1950 GARTON® Delivery Cycle," "1956 GARTON® Hot Rod Racer" and the "1935 Steelcraft by Murray® Luxury Edition."

The "Hot Rod Racer" is the first edition in the Winner's Circle series—the first-ever Kiddie Car Classics series. A coordinating Father's Day card, gift bag set and collectible print will be offered at participating Hallmark stores from May 13 to June 16. During that time, the collectible print is free with the purchase of any Kiddie Car Classics vehicle.



In October, look for the exciting "1964-1/2 Ford Mustang" and "1935 Steelcraft Airplane by Murray®."

A color brochure will be available at participating Hallmark retailers in May and an updated historical brochure will be sent to Club members with the August Courier.

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WHERE ARE THEY NOW?

As you may already know, former Club Correspondents Connie Siron and Lynetta White have moved to other assignments at Hallmark. Here's an update on what they're doing now:

Lynetta White began working in the Graphics Purchasing department at Hallmark January 2. "I assist the Buyer in procurement and special projects, including research material samplings, expediting, computer set-up and maintenance. I also handle all accounting functions for Graphics Division

transactions. I enjoy interacting with our accounts and the computer users within my division." Her special message for collectors: "During my six years with the Club, I truly enjoyed meeting and forming lasting friendships with many of you. I'm going to miss you all, but hope to see you at a future Hallmark



Connie Siron



Lynetta White

event. I wish you the very best!"

Connie Siron, a Club Correspondent since the Club began in 1987, has been working as a secretary for the Manager of Hallmark Retail Strategic

Development since November of 1995. "Our area works to develop strategies within greeting card and specialty distribution channels," she explains. "It's an interesting job since we work on special projects and are always planning for the future."

Connie's message to Club members: "I do miss talking to all of you and think of you often. But, as an active member of the Collector's Club, I'm still very involved. You may even see me at a special event in 1996!"

Contacting the Club

If you need to notify the Club of a change in your address, wish to send us a letter, or renew, you can contact us at the address below. Please include your membership number in all correspondence with the Club.

Hallmark Cards, Inc.
Hallmark Keepsake Ornament
Collector's Club
P.O. Box 419034
Kansas City, Mo., 64141-6034

Reminder

Enclosed with this *Courier* is a flier/order form for the Keepsake Ornament *Treasury*. Be sure to look for it!

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Designer: Sarah Holley
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LIMITED EDITION SIZES

In 1994, two Club-exclusive Limited Edition ornaments were offered to Club members. The edition sizes of these ornaments were to be announced at the end of the offer period. Here are the final edition sizes of these two ornaments based on the number of pieces retailers purchased from Hallmark during the offer period:

Ornament Name	Stock Number	Edition Size
Majestic Deer	2200QXC4833	27,180
Jolly Holly Santa	2500QXC4836	16,398

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