

COLLECTOR'S COURIER

EVERYDAY ENCHANTMENT

How Ornament Ideas Are Born

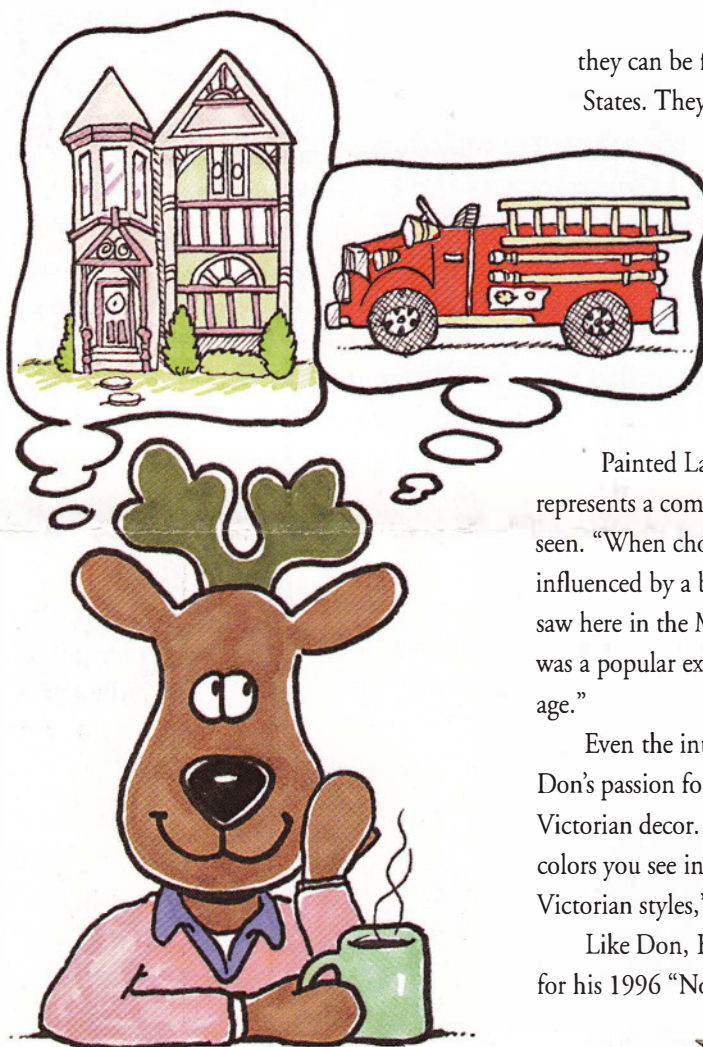
Where do Keepsake Ornament studio artists get their ideas? Is it some kind of special magic? Although the Keepsakes artists certainly possess a magical touch, they often draw inspiration from the magic that surrounds us every day.

Don Palmiter's 1996 "Victorian Painted Lady" Keepsake Ornament and the 1996 "North Pole Volunteers" Keepsake Magic Ornament, sculpted by Ed Seale, are two good examples of how the artists' ideas come to life.

Don drew inspiration for "Victorian Painted Lady" (the 13th design in the Nostalgic Houses and Shops Collector's Series) from a lifelong interest in Victorian homes and furnishings and from visits to towns filled with examples of Victorian architecture.

"Even though this is not a Victorian series, I wanted to do a Painted Lady design to show the range of homes a real town might have," Don explains.

Although San Francisco may have the largest number of Victorian Painted Ladies,



they can be found across the United States. They all share a paint scheme of many contrasting—often striking—colors. "These houses can feature anywhere from three to dozens of colors," Don says. "Some even have details painted in gold leaf."

The 1996 "Victorian Painted Lady" Keepsake Ornament represents a composite of homes Don has seen. "When choosing the colors, I was greatly influenced by a beautiful bed and breakfast I saw here in the Midwest," Don says. "Pink was a popular exterior color in the Victorian age."

Even the interior of the ornament reflects Don's passion for authentic details and Victorian decor. "The furniture and darker colors you see in the rooms are all based on Victorian styles," he says.

Like Don, Ed Seale drew upon memories for his 1996 "North Pole Volunteers"

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- THE PENDAKIDS™ STORY



Keepsake Magic Ornament. "I wanted this design to have all the features I remember from childhood," Ed says. That's why the ornament has a clanging bell, a wailing siren and a barking mascot.

The ornament design recalls a bygone holiday tradition once popular in small towns. Shortly before Christmas, the fire department would bring Santa into town on the fire engine, surrounded by the local volunteer firefighters.

For this special Keepsake Magic Ornament, the sound for the siren and the mascot were both recorded from authentic sources. The siren was recorded from a vintage fire engine and the barking Dalmatian was a mascot for the Mission, Kansas, Fire Department at the time the recording was made.

"The Dalmatian's name is Hoser," says

Peggy Sixta, the product designer who coordinated the recording. "He was nine years old at the time." Peggy, whose father, Robert Pack, happens to be a retired battalion chief, learned from the Mission Fire Department that Hoser was beloved not only as a great friend, but for the special way he taught children who visited the station. His demonstrations of "Stop, Drop and Roll" and "Crawl Under Smoke" always made a great impression.

"Although Hoser retired to a firefighter's home in 1995," Peggy says, "his fire station memories live on in 'North Pole Volunteers'!"

Editor's Note: Look for other inside information on 1996 Keepsake Ornaments throughout this issue!



Captain Donald Harper, Jr. and Hoser pose with one of the fire engines at the Mission, Kansas, fire station.



Don Palmiter's love of Victorian architecture and decor inspired his 1996 "Victorian Painted Lady" Keepsake Ornament design. "I think I would have enjoyed living in the Victorian age," he says.



INSIDE STORIES

When you think of Keepsake Ornaments, what comes to mind? Your favorite ornament? A special artist? A new Collector's Series? Friends who collect?

What you may not think about is: Who's that clucking in "Chicken Coop Chorus"? Or, is the dog barking in the "North Pole Volunteers" ornament a real Dalmatian? Do Keepsake Ornament staff members collect, too?

In this issue, we'll answer those questions, share fun facts and give exclusive "insider" information about Keepsake Ornaments and the people who create them. Of course, each Keepsake Ornament box includes descriptive copy on the back and specific series information. But, what you won't find there is the behind-the-scenes action that goes into creating Keepsake Ornaments. You'll only find that in the Club! I think you'll be surprised and delighted to see where some of the inspiration comes from.

Each Keepsake Ornament has a story behind it. We hope you enjoy learning about a few of them. After reading this issue, you may even start looking at Keepsake Ornaments a bit differently. Now, who is that clucking...?

Warmly,

Lynn Wylie
Manager, National Keepsake Ornament
Collector's Club

DID YOU KNOW?

A Peek Inside the Keepsakes Studio

When creating "Chicken Coop Chorus," Keepsake Ornament Studio Artist Ken Crow drew on his childhood experiences spending summers on his grandparents' Missouri farm. After thinking through the many barnyard animals that might sing "Jingle Bells," Ken finally decided upon chickens!



Next came the actual "clucking." Ken and Product Designer Peggy Sixta drew on the talents of their Keepsake Ornament co-workers, holding clucking auditions in a basement conference room. Ten volunteers were split into two groups and sent to a recording studio. Cluckers who made the final cut include Keepsake Ornament artists Nina Aubé, Ken Crow, LaDene Votruba and Anita Marra Rogers.

?

Keepsake Ornament Product Designer Candy Dunbar received her first Madame Alexander™ doll for Christmas when she was 7 years old. Now her collection contains more than 70 dolls. "What I like about these dolls is that



they're handmade in the U.S.A. and have lots of intricate detailing," she says.

While growing up in Chicago, Candy once saw a

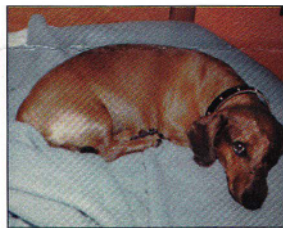
Christmas tree decorated with Madame Alexander dolls in the window of the Marshall Field's department store. Someday, she thought, I'd like to have enough dolls to decorate my own

Christmas tree. Thanks to Keepsake Ornament Artist John "Collin" Francis, who sculpted the first ornament in the series ("Cinderella"), she just may get the chance!

?

This year's "Puppy Love" ornament is based on "PeeWee," a miniature dachshund owned by Keepsake Ornament Studio Artist Anita Marra Rogers as a child. Every detail is true to the original, right down to PeeWee's crooked tail. "He used to follow me around everywhere," Anita recalls fondly. "He even slept at the foot of my bed."

Anita enjoys putting personal touches into her designs. Her dog Lulu was



featured on the 1994 Keepsake Signature Collection piece, the 1989 "Thimble Puppy," as well

as the 1991 Keepsake Miniature Ornament "Lulu and Family."

?

Trains and Christmas just seem to go together. One of the very first Keepsake Magic Ornaments, "Village Express" by Linda Sickman, reflected this theme. This year, the first design in the LIONEL® Train series takes a historical look back to 1937 when the LIONEL® company manufactured the 700E Hudson Steam



Locomotive in O-gauge—a favorite model of LIONEL® company founder Joshua Lionel Cowen. The number 5344 was given to the full-size, real-life Hudson by its builder, the New York Central Railroad.

The 700E Hudson Steam Locomotive is the best-known LIONEL® locomotive of all time and was the first die-cast engine made of its kind. Appropriately, the Keepsake Ornament is also made of die-cast metal.



Complementing "A Tree for SNOOPY" is the Keepsake Miniature Ornament "A Tree for WOODSTOCK." Keepsake Ornament Artist Bob Siedler, who sculpted both ornaments, explains the idea behind them: "SNOOPY and WOODSTOCK are always doing things together, so it just seemed natural to sculpt WOODSTOCK bringing home his tree, too!"

?

Christmas wouldn't be the same without watching *It's A Wonderful Life*™. To help commemorate this classic movie, the Anniversary Edition Keepsake Ornament celebrates 50 years since the movie's release. As an added treat for collectors, a reproduction of the original lobby poster which greeted moviegoers in 1946 will adorn the side of the ornament box.



AND THE WINNERS ARE...

Grins Capture Top Honors in Photo Contest

Keepsake Ornament collectors know a winner when they see one. The favorite photos entered in our third annual photo holder contest clearly show Club members know just the kind of magical expressions that win grins. Thanks to all who entered!

Judges selected winners in three categories this year.

The winning smiles will be featured in 1997 Keepsake Ornament photo holders.

With her angelic grin, Francesca Evans of Eastpointe, Michigan, earns top honors in the School Age category. This endearing shot was captured while five-year-old Francesca was sitting atop Santa's knee, recounting her wish list for dolls and fairy tale dress-up clothes, remembers her mother, Lisa. "She knows how to act like a perfect little lady," Lisa says. "She can be a little on the shy side sometimes, but she's very excited she was picked. She knows it's something special."

Charter member Bette Martinez of Holtville, California, chose the photo of her granddaughter, Hannah Leigh Cissell, to enter in the Baby's First Christmas category. With dozens of photos to choose from, Bette says, "it was just something about the poinsettias and her rosy cheeks" that inspired her to submit this one. "Hannah is really

happy and a good-natured baby who smiles a lot," says Bette. "And her cheeks are always so rosy, she looks like she's a Christmas present!" Hannah's proud parents are Cindy and Brad Cissell of Portales, New Mexico.

Congratulations to Beth White of Seminole, Florida, for submitting the winning photo in the Pet category. Beth describes her photogenic puppy as a party animal who's very outgoing and playful. "I affectionately call Mikey my monster Yorkie because he's 16 pounds," she says. "He loves to eat and he loves people. He's a joy. And when I look at that picture, he looks like he's saying, 'Boy, life is great!'"

Editor's Note:
Be sure to look for information on the next photo contest in the November Courier.



Francesca Evans

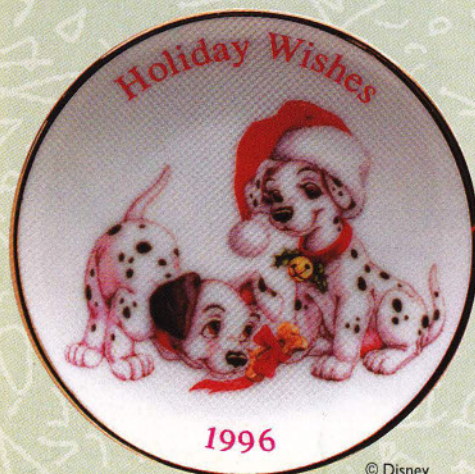


Hannah Leigh Cissell



Mikey

"Holiday Wishes" from 101 Dalmatians



Nothing brings a holiday to life like a brand-new puppy—except maybe 101 of them!

In November, Disney will release a new live-action version of the animated classic *101 Dalmatians*. To commemorate this milestone in movie history, a special Keepsake Ornament was developed as a late addition to the 1996 line. Because the ornament was developed after the *Dream Book* was printed, it's being shown to Club members here for the very first time!

"*101 Dalmatians* has been extremely popular with audiences for decades," says Candy Dunbar, product designer for Keepsake Ornaments. "We're excited to be working with Disney on this new Keepsake Ornament design."

"Holiday Wishes" is a collector's plate ornament depicting a playful pair of Dalmatian puppies enjoying the holidays. Made of fine porcelain, the ornament measures 3-1/4-inch diameter and has a suggested retail price of \$12.95. Look for it at participating Hallmark Gold Crown Stores beginning in mid-November.

SKETCHBOOK

Keepsakes Technical Team — Part II

In our June *Courier*, we introduced you to several members of our Technical Art team. Although their backgrounds are diverse, each technical artist works to ensure Keepsake Ornament production is smooth, on time and cost efficient. From consulting *with the Keepsake Ornament studio artists* during the sculpting process to painting and assembling prototypes, these behind-the-scenes experts help make sure everything comes out just right.

Steve Goslin

With his lifelong creative pursuits, combined with a natural curiosity about how things work, Steve feels right at home working as a Keepsake Ornament technical artist.

Steve's parents worked as artists at Hallmark, and he often dabbled in their studio at home while growing up. "My design background comes from the dinner table with mom and dad," he says. "Hopefully, that's where my kids are going to get it, too."

Steve and his wife, Sue, are parents to Nicholas, age 5, and Connor, age 3. "We're building a house on a small farm near here," says Steve. "We collect chickens, ducks and goats, all the fun things. Sometimes I hook up a johnboat on a trailer to my old Farmall tractor and drive the boys around on the gravel roads. That's life in the slow lane."

When he's not entertaining his sons in life's slow lane, Steve entertains audiences with his musical talent, playing the bagpipes or the French horn.

Diana McGehee

With a talent for detail and great organizational skills, Diana prepares detailed descriptions of each ornament before it is released for production. She spells out every element, such as the material to be used, size, *colors and how each ornament is to be assembled*. Working on her computer, she also does most of the intricate lettering for Keepsake Ornaments.

Her decorating talents come in handy, too. "Because I have an art background, I enjoy making wreaths and decorating for special events," says Diana. "It's a great outlet for me."

She confesses she "fell in love with the outdoors" during recent trips to Alaska, and especially enjoys traveling to foreign countries. Mission trips with her church have taken her to places such as Japan, Germany, Amsterdam and Romania.

Lisa Vogel

After working in a great variety of assignments during her Hallmark career, Lisa brought her artistic talent to Keepsakes. She assists in preparing vendor specifications to ensure a smooth production process. "Our technical drawings are pretty detailed," says Lisa. "We have to be very specific about instructions, everything down to what kind of glue to use."

She says she always enjoyed art in

school, but neither Lisa nor her husband, Paul, has yet noticed any budding artistic talent in sons Zach, age 11, or P.J., 18 months old. "They're more into dirt bikes and running around the yard," she observes with a smile.

Martha Moldaver

"I'm very computer curious," says Martha. With a digital camera, Martha can shoot different views of a Keepsake Ornament—top, sides, underneath—assembling the entire picture of the ornament on the computer. With these multiple images and specific color instructions, vendors have a visual road map to follow during the production process.

"When the image comes out of the computer, all the colors are perfect. It saves an incredible amount of time and the visual communication is far easier for our production partners to follow," she explains.

When not creating on the computer or spending time with her 15-year-old son, Devin, Martha designs and makes jewelry. "My designs are natural, earthy-looking, mostly pins and necklaces. I use a natural stone base, enhanced with antique glass beads or fresh water pearls," she explains. "I enjoy making something unique that doesn't look like anything else."

Left to Right:
Martha Moldaver,
Lisa Vogel, Diana
McGehee and
Steve Goslin



COMING THIS FALL! THE NEWEST HALLMARK COLLECTIBLES

This fall, participating Hallmark Gold Crown stores will begin receiving the newest Hallmark collectibles.

"With selected limited edition designs, insert cards, and interesting stories behind the designs, these collections are especially appealing," says Brenda Cherpitel, Marketing Strategist for Hallmark collectibles.

Coming in September is the DC Super Heroes™ Collection—collectible figurines based on popular comic book heroes through the years. With both nostalgic "Golden Age" and contemporary "Modern Era" designs, the collection portrays favorite DC Super Heroes™ in exciting poses.

"The showpiece of the DC Super Heroes™ Collection is really the Golden Age Superman 'Man of Steel,'" explains Carol Kobza, Hallmark collectibles Product Designer. "The piece stands 12 inches tall and was inspired by an early DC comic book cover."

"Man of Steel™" is limited to an edition size of 14,500 and will feature a metal emblem in the base displaying the edition number.

Among the new die-cast, scale-model Kiddie Car Classics designs arriving in October, you'll find the exciting "1964-1/2 Ford Mustang." The Ford Mustang was a show-stopper at the 1964 New York World's Fair, and it wasn't long before a pedal car



version was made. Just like the original pedal car, the Kiddie Car Classics version has side scoops, a grille, galloping horse emblems and a mock gearshift.

The "1941 Keystone Locomotive" is a Sidewalk Cruisers design based on a riding toy locomotive that was originally meant to be ridden indoors or out-of-doors. A must-have for train enthusiasts, the Sidewalk Cruisers design features authentic trimmings, a handlebar and a coal tender.

With its fully streamlined design, the "1935 Sky King Velocipede" (tricycle) looks ready to fly! The Sidewalk Cruisers model features the distinctive gull-wing handlebars with a reflective headlight, built-in step plates, sleek wheel hoods and pedals.

Look for these designs, plus the Limited Edition "1935 Steelcraft Airplane by Murray®" and the "1935 American Airflow Coaster" wagon.

Following the successful introduction of Marjolein Bastin's Seasons of Nature Collection, four new collectible plates will begin arriving in September. The new

Marjolein Bastin's Colors of Nature Collection offers four 9-1/4-inch diameter porcelain

plates, each limited to only 14 firing days. Designs include "Nature's Blues," "Nature's Reds," "Nature's Yellows," and "Nature's Browns." A quote from Marjolein is fired onto the back of each plate.

The collection expresses Marjolein's love of nature and her love of portraying nature through the colors in her paint box.



"My pencils, my brushes, and my paint tubes are my eyes, my heart, my love," says Marjolein. "I count on them when I want to express my love for all living things."



It just wouldn't be Christmas without the third design in the series of Christmas Hallmark Special Edition BARBIE® Dolls. This year's design, Yuletide Romance™

BARBIE, the third and final doll in the series, will be available beginning in November.

Yuletide Romance™ BARBIE is elegantly dressed for the holidays in an emerald green gown with a fitted jacket trimmed with golden embellishments and a dramatic bow. Like the first two designs in the series, this 1996 Hallmark Special



Edition BARBIE Doll features costuming inspired by card designs from the Design Collections, Hallmark Archives. The special packaging will include miniature reproductions of antique Christmas cards.

Editor's Note: Be sure to watch for more BARBIE® collectibles in 1997!

LOVE, FAITH AND MAGIC

The Charming PendaKids™ Story

According to the legend, the adventurous PendaKids™ live on a fictitious island in the middle of the sunny, salty Reggae Sea. They may appear to be just typical, fun-loving kids, but behind the scenes they have a secret mission: to rescue good kids from bad situations and to bring love and faith to their world.

Created by Hallmark Artist Cathy Johnson, the PendaKids™ first came to life in 1992 on greeting cards for Hallmark's Mahogany line. The concept grew beyond greeting cards to include Merry Miniatures® introduced for Valentine's Day 1996, a 1996 Keepsake Ornament and two new 1997 Merry Miniatures® Valentine's Day figurines. PendaKids™ dolls and plush toys, licensed under the brand name Cultural Toys, will debut in participating Hallmark stores this fall.

As created and developed by Cathy Johnson, with assistance from Hallmark Editor Myron Spencer Davis, the story behind the PendaKids™ characters goes something like this....

Tamika is very sweet and kind and loving. She has a strong faith that gives her tremendous inner strength and courage. She sees good in everyone, and has a magical way of bringing out the best in others. Tamika is always seen with braids topped with her favorite hat. Some believe the hat is magical because Tamika is able to do so many wonderful things. But nobody knows for sure, and Tamika isn't telling.

Jahann is boisterous and mischievous. Though he is Tamika's very best friend, sometimes she gets a little annoyed at his tall tales and boastful personality. But she loves to hear him talk, and his endearing Jamaican accent melts her heart and makes her forget why she was ever mad at him in the first place. Though Jahann is strong, he's not quite as capable as he thinks he is. Often he attempts the impossible, which gets him into all kinds of trouble, but

Tamika is always there to bail him out.

There never has been a more huggable, lovable dog than Penda. In fact, his name means "love" in Swahili. He is completely devoted to Tamika. If there's ever a time when she loses faith (and that's very rare), Penda is there to save the day.

Penda has the ability to fill the air with tiny magical hearts, but only those with faith can see them, and only

those with faith can communicate with Penda. Even though he doesn't ever make a sound, he understands everything.

Soon Tamika, Jahann and Penda will be joined by other delightful characters. For the 1997 Valentine's Day Merry Miniatures® offering, a pair of toddler twins, Sera and Sule, will be introduced. With a name meaning "goddess," Sera is known for her sunny smile. Sule, who usually wears a mischievous grin, is named from the word for "adventurous."



Tamika and Penda



Jahann

Tamika

Sera

Sule

CREATING PendaKids™

Once upon a time, Hallmark Artist Cathy Johnson etched a design onto a metal plate, one of the steps in greeting card production.

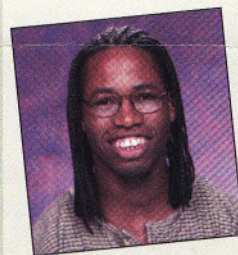
She researched and refined her idea, eventually bringing to life the little personalities who would become known as the PendaKids™.



"I wanted the characters to be named 'love,'" Cathy explains, "and through my research I learned that 'penda' is the Swahili word for 'love.'"

Working together with Hallmark Editor Myron Spencer Davis, Cathy began

planning the new greeting cards, developing a voice and personality for each character. Sometimes Myron and Cathy would talk in the



characters' voices during their meetings—to make sure the dialogue "fit."

Among the products developed from the successful PendaKids™ concept are the 1996 and 1997 Merry Miniatures® figurines, and a 1996 Keepsake Ornament sculpted by Keepsake Ornament Studio Artist Katrina Bricker. "I wanted to show the love and closeness of the PendaKids™," she says. "The PendaKids™ offering is growing because the stories are well-developed and the characters are so wonderful!"



CLUB MAILBOX

Lori Freid of Sacramento, California, writes: "...While at the Seattle EXPO, I happened to meet some of the *Courier* staff. During our conversation they mentioned that you were always interested in stories or photos of how we collectors displayed our Hallmark ornaments."

Lori enclosed some photos from a past Sacramento Valley Ornament Collector Club's annual Christmas Party where her "Ornament Doll House" won first prize. "Our club members get very creative with their displays...", she says. "This year we had a Hat Display

Contest—you could do anything as long as it fit on a hat, and you had to wear it during the judging."



Contacting the Club

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

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

We Need Your Letters!

We need letters from Club members for a special project at Hallmark. Although we can't promise anything, your letter could be used in a future product.

Write to us at: Keepsake Ornament Letters, Hallmark Cards, Inc., 2525 Gillham Rd., MD 166, Kansas City, MO 64108. Tell us your answer to ONE of the following questions:

1. How did you start collecting Keepsake Ornaments?
2. How have Keepsake Ornaments become a part of your family's tradition?
3. How have Keepsake Ornaments touched your life?
4. Have you touched someone else's life by giving a Keepsake Ornament? How?
5. Which Keepsake Ornament artist is your favorite? Why?
6. Send in your child's drawing of a Keepsake Ornament. Please note his or her age.

Your letter must be postmarked by September 27, 1996, to qualify. Be sure to include your name, complete address and daytime phone number. If your letter is selected, you will be notified. Because of the volume of responses, the Club will be unable to return your original entry. Thanks for participating! One entry per member, please.

Reminders

- Membership in the 1996 Keepsake Ornament Collector's Club is on a first-come, first-served basis, so we encourage you to renew early.
- Don't forget to order your 1996 Club Edition ornaments. Contact your Hallmark retailer to place your order.

Publisher: Lynn Wylie
Editor: Karla Schiller
Contributing Editors: Renée Hershey,
Lynn Paxson, Beth Wall
Designer: Sarah Holley, Tori Wise
Photography: Scott Chapin, Anne Dunne

Printed in the U.S.A.
Printed on recycled paper
(minimum 10% post-consumer waste).

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Keepsake Ornament
Collector's Club
496RCB1525
August 1996

