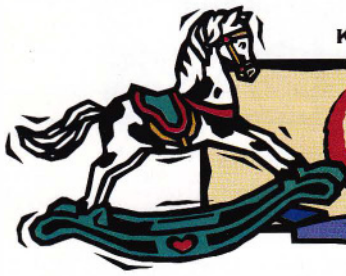




KEEPSAKE ORNAMENT COLLECTOR'S CLUB



# Collector's Courier

Celebrating the 25th Anniversary of Hallmark Keepsake Ornaments



VOL. 12/NO. 2

MAY 1998

## ONLY during Premiere!!

Yes! – it's the 25th anniversary of Hallmark Keepsake Ornaments. And yes! – this year's Keepsake Ornament Premiere, set for July 18-19 in Hallmark Gold Crown stores, kicks off an especially memorable year of collecting. You'll be able to choose from more than 200 new designs, meet other collectors, and enter a register-to-win contest through which Hallmark will give away more than \$25,000 worth of prizes in the United States and more than \$10,000 worth of prizes in Canada.

"It's the time to turn 'wish' lists into 'it's part of my collection' lists," says Shelly



DeWoskin, marketing strategist for Keepsake Ornaments.

Here are some Premiere highlights...

- To the tune of "Here Comes Santa Claus," Santa, Mrs. Claus and an elf revolve through the doors of **Santa's Merry Workshop**, a musical figurine sculpted by Ed Seale. The workshop door opens, Santa leaves his workshop, Mrs. Claus tries to stuff one more toy into his bag, and an elf waves good-bye from an upstairs window. "Seeing Santa and Mrs. Claus pop in and out of the doors gives the piece a peekaboo effect," says Ed.

- **HERSHEY'S KISSES™**, a set of two Merry Miniatures® figurines sculpted by Katrina Bricker, shows a mouse atop a **HERSHEY'S KISSES™** chocolate dangling mistletoe before a mouse. "My experience sculpting licensed images helps me develop my own characters," Katrina says.

- The **Bride and Groom-1996 Madame Alexander®** Merry Miniatures® figurines make ideal decorations for tabletops (or wedding cakes!). Sculpted by John "Collin" Francis, the



John "Collin" Francis, Katrina Bricker and Ed Seale are the three artists who created products especially for the 1998 Hallmark Keepsake Ornament Premiere.

figurines are scaled perfectly to the original 8-inch dolls. "The response to Keepsake Ornaments based on Madame Alexander designs has been outstanding," John says.

Also available during Premiere...

- An exclusive T-shirt for \$10.95.
- Second-in-a-series Rocking Horse lapel pin for 99¢ with the purchase of two or more Keepsake Ornaments.

- Free pocket-sized Keepsake Ornament Registry to note your wishes and purchases.



**WHAT'S INSIDE**

*Local clubs make Premiere a party*

\*

*News, news, news from the world of Kiddie Car Classics*

\*

*Welcome back, Betsey Clark*

\*

*The inspiration behind PEANUTS®*

\*

*Meet the Club's customer-service team*





# July's Special Issues ornaments offer both fashion and fantasy

Details, details, details! That's the story behind four of this year's Special Issues ornaments: **Silken Flame™ BARBIE™**, and **Princess Leia™**, **Boba Fett™** and **X-wing Starfighter™** from STAR WARS™ fame.

**Silken Flame™ BARBIE™** is an exquisite reminder of 1960s fashion. The fifth-in-a-series Keepsake Ornament was sculpted by Patricia Andrews who, in recreating the details, used red flocking to capture the feel and texture of velvet. Patricia adds: "As a BARBIE™ lover, I have a fondness for this particular outfit. It's featured on my BARBIE® doll case, which I still have."

Dill Rhodus, who sculpted three of the Special Issues STAR WARS™ ornaments, hopes collectors notice the detailing on **Princess Leia™**, second in the series, and on **Boba Fett™**. "The biggest challenge with **Boba Fett™** was portraying his body language correctly. Making him look like a scruffy warrior and bounty hunter who's been through battles was important." Dill also faced the challenge of re-creating the beauty of **Princess Leia™**. "It's particularly difficult to sculpt the soft features of a really beautiful woman," he says.

Why did the Keepsake Ornament team choose **Silken Flame™ BARBIE™** and the STAR WARS™ Collection as 1998 Special Issues? Michael Brown, marketing strategist for Keepsake Ornaments, says: "We're highlighting these ornaments and other Special Issues because they speak to today's times and interests. People are drawn to **Silken Flame™ BARBIE™** because her image harkens back to a simpler time in American history. As we approach the millennium, STAR WARS™ ties in to the enthusiasm around science fiction and science fantasy. It ties in with entertainment that's in the forefront on the silver screen and on television."

As you enjoy **Silken Flame™ BARBIE™** and the STAR WARS™ Collection, remember that more Special Issues Ornaments will debut from August through November. Look for a Sports Collection, STAR TREK® and **Dr. Seuss™ The Grinch**. Check with your local Hallmark Gold Crown store to get more specific information about when you'll be able to add these ornaments to your collection.



The STAR WARS™ Collection

BARBIE and associated trademarks owned by and used under license from Mattel, Inc.  
© 1997 Mattel, Inc. All Rights Reserved.  
TM & © 1998 Paramount Pictures. All Rights Reserved. STAR WARS and Related Marks are Trademarks of Paramount Pictures. Hallmark Authorized User.  
© TM Dr. Seuss Enterprises, L. P. All Rights Reserved.  
TM & © 1998 Lucasfilm Ltd. All rights reserved. Used under authorization.



FROM LYNN

## Where were you???

Milestone events often inspire us to stop and reminisce. In Keepsakes, that's exactly what is happening as we celebrate our 25th anniversary. As we chat in the artists' studio or catch up at the copy machine, it's been fun to ask, "Where were you when the first 18 Hallmark ornaments made their debut?"

In 1973, I had just turned 13 and had started junior high school in Kansas City. As a seventh grader, I was busy learning cheerleading routines and deciding that maybe boys didn't have "koodies" after all. Although I was not an ornament collector then, marking personal and family milestones already was important. (My first holiday art project – a foil-covered toilet paper roll – still hangs on my parents' Christmas tree!)



Now that Hallmark Keepsake Ornaments are part of my family's holiday tradition, it makes remembering each passing year even more meaningful. We gather after Thanksgiving dinner and decorate my parents' tree. It's a very special time for us as we remember the story or occasion that sparked the addition of each Keepsake Ornament.

Throughout the year, we'll continue to remember the people and special moments that mark the 25th anniversary of Keepsake Ornaments. And we're so glad that you're here to share this year's memory-making moments with us.

So, where were you 25 years ago?!

*Lynn Wylie*  
Lynn Wylie

Manager, National Hallmark  
Keepsake Ornament Collector's Club



# Local Clubs make Premiere a party!

The ink from your *Dream Book* is blurred from page-turning, your Keepsake Ornament wish list is longer than your arm, and you're calculating how to use your Hallmark Gold Crown Card points. Those are sure signs that the most exciting time of the year for collectors is approaching — Hallmark Keepsake Ornament Premiere!



LOCAL  
CLUB NEWS

For local club members, Premiere holds extra excitement as they join in the fun with other collecting enthusiasts at their favorite Hallmark Gold Crown store.

## They're the first to shop

The ARKansas Keepsake Collector's Club, sponsored by June's Hallmark in North Little Rock and



Little Rock, Ark., is a local club that is flourishing. With more than 175 members, the group was eager to be among the first shoppers to get their hands on the 1997 Keepsake Ornaments during last year's Premiere.

"Our club sponsor opened the store at 7:30 a.m. for our local club members only," says Doye Wasson. "The club's officers provided breakfast, and we had a great time socializing and adding Keepsake Ornaments to our collections." After the store opened, club members served refreshments to customers and assisted shoppers.

June's Hallmark sold out of the Hallmark Keepsake Ornament Collector's Club Instant Membership Kits during the first day of the 1997 Premiere, and part of the credit goes to the ARKansas Keepsake Collector's Club members. Their enthusiasm for collecting was contagious, and it attracted many people to the national Club as well as to the local club.

"It was wonderful to watch people as they set eyes on the ornaments for the first time," Doye recalls. "The club members were so excited. They would go on and on about the orna-

ments: 'How cute! - I just **have** to have that one' was a phrase that we heard often!"

## They have more fun

When Sherman's Hallmark in Tulsa, Okla., opened at midnight for a moonlight Keepsake Ornament Premiere party, retail sponsor Ed Sherman surprised his local club, the Route 66 Keepsake Collector's Club, by cycling into his store dressed as Santa!



"It was almost as if **Cycling Santa** had jumped out of the 1997 *Dream Book*!" says Route 66 club member Paula Schwartz.

And Ed wasn't the only one in costume. Members of the Route 66 Keepsake Collector's Club encouraged each other to come dressed as their favorite Keepsake Ornaments. As a result, Miss Gulch, Maxine, BARBIE™ and others all made appearances.

"Everyone was having such a great time that we didn't leave until 3 a.m.," says Paula. "In addition to shopping for Keepsake Ornaments, we brought snacks to share, and we got to know each other better." And, of course, everyone wanted to give Cycling Santa a big hug and have a photo taken with him. (Or perhaps they just wanted to make sure they were on his "nice list," so they would have their favorite Keepsake Ornaments under the tree on Christmas morning!)

"Local clubs really do make Premiere a party," says Tex Ann Kraft, assistant manager of the national Hallmark Keepsake Ornament Collector's Club. "No wonder people can't wait until July 18!"



(Top) It's Cycling Santa on his midnight ride! Actually, it's Hallmark retailer and local club sponsor Ed Sherman at the 1997 moonlight Keepsake Ornament Premiere party at Sherman's Hallmark in Tulsa.

(Above) The officers and sponsors of the ARKansas Keepsake Collector's Club view Hallmark Keepsake Ornament Premiere as an opportunity for fun and fellowship. They are (left to right) Shannon Grimsley, manager of June's Hallmark; Trena Mitchell, club vice president; Keith Sutton, club president; Robyn Steinmetz, owner of June's Hallmark; Judy Jackson, club secretary; and Doye Wasson, club treasurer.



# Hallmark does Kiddie Car Classics by the numbers



HALLMARK  
COLLECTIBLES



1958 Murray®  
Champion



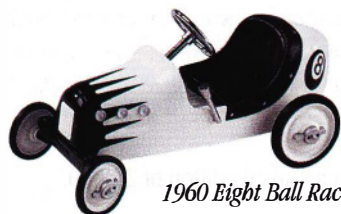
Steelcraft Fire  
Truck by Murray®



1937 De Luxe  
Velocipede



1960s Sealtest  
Milk Truck



1960 Eight Ball Racer

Hallmark has done a number on Kiddie Car Classics! Just in time for Father's Day shopping, a new Numbered Edition category will make its debut. This marks the first time ever that Kiddie Car Classics models that aren't part of a limited edition will be individually numbered.

"Collectors have been asking for more numbered pieces," says Teri Hawes, marketing strategist for Kiddie Car Classics. "The new Numbered Edition category answers that need and, in so doing, enhances the collectibility of the entire line."

Look for the first four Numbered Edition pieces to appear in your local Hallmark Gold Crown store beginning in May. Two of the four are Kiddie Car Numbered Editions – the **1958 Murray® Champion** and the **Steelcraft Fire Truck by Murray®**. The other two are Sidewalk Cruisers Numbered Editions – the **1960s Sealtest Milk Truck** and the **1937 De Luxe Velocipede**.

Numbered Editions are issued in sequential production editions limited to 9,999 pieces each. Each piece in the Numbered Edition, of course, is individually numbered. For example, a piece marked 2E/3255 is the 3,255th piece in the second edition of that design. Numbered Edition designs are available only until the announced retirement date, at which time the design no longer is produced or distributed to Hallmark Gold Crown stores, and the mold is destroyed. Numbered Editions are available only while supplies last, and they become increasingly rare the longer they are on the market.

## Limited or Numbered – What's the difference?

Limited Edition Kiddie Car Classics are individually numbered and are limited to a pre-determined edition size. Edition sizes vary and always are announced at the time the product is introduced. For example, the **1929 Steelcraft Roadster by Murray®** is limited to 39,500 pieces, meaning that a maximum of 39,500 of them will be produced. Once these pieces have been distributed to Hallmark Gold Crown stores, the design officially is retired.

With Numbered Editions, the number of pieces that will be produced is not announced. Although each edition size is limited to 9,999 pieces, several editions of the same design may be produced. Production editions will continue to be manufactured until the design is retired. At that time, the mold is destroyed.

## There's more news than numbers

But wait — there's more! In addition to the new Numbered Editions, more new Kiddie Car Classics also will debut in May. The **1960 Eight Ball Racer**, third in the Winners' Circle Series, and the **1929 Steelcraft Roadster by Murray®, Limited Edition** (edition size of 39,500) will roll in. They'll be joined by two new Kiddie Car Corner accessories — the **Car Lift & Tool Box** and the **Oil Cart**.

## You could be a winner!

Race down to your local Hallmark Gold Crown store between May 12 and June 15 to enter the national Kiddie Car Classics register-to-win promotion. In the United States, we'll be giving away 311 prize packages that, in total, are valued at more than \$25,000. In Canada, we'll offer 15 prize packages valued at \$4,500. Don't miss out on your chance to win!

**Grand prize:** One national winner will receive a full-sized, restored Eight Ball Racer pedal car and a signed Kiddie Car Classics **1960 Eight Ball Racer**.

**First prize:** Ten lucky winners each will receive a signed collection of all six new Kiddie Car Classics plus two new Kiddie Car Corner accessories.

**Second prize:** Twenty-five winners will receive one each of the signed **1960 Eight Ball Racer**, the **1958 Murray® Champion** and the **1929 Steelcraft Roadster by Murray®**, plus two new Kiddie Car Corner accessories.

**Third prize:** A total of 125 winners will receive a signed **1960 Eight Ball Racer**.

**Fourth prize:** A whopping 150 winners will receive a signed Sidewalk Cruisers Keepsake Ornament from the Spring Collection.

© 1998 Murray, Inc. MURRAY® is a registered trademark of Murray, Inc., formerly known as The Murray Ohio Manufacturing Company.



# Kiddie Car Classics adds Custom Collection

When Hallmark began offering Kiddie Car Classics in 1992, the concept was both compelling and simple...create authentic, scaled-down replicas of the most popular pedal cars that ever raced down a sidewalk.

Since that beginning, Kiddie Car Classics has grown and even added several new collections. In October 1995, recognizing other small vehicles that shared the "roadways" of childhood, Hallmark introduced the Sidewalk Cruisers Collection. Then, in November 1997, the Kiddie Car Corner Collection gave avid fans the ability to create nostalgic settings for their favorite Kiddie Cars.

Now, Kiddie Car Classics is proud to introduce its newest offering, the Don Palmiter Custom Collection. Named after Don Palmiter, Keepsake Ornament studio artist and Kiddie Car Classics design consultant, the collection includes pedal cars that go beyond the original vision of pedal car manufacturers.

"Working with restorers and collectors of pedal cars, I started to see many custom pedal car creations," says Don. "In the past, we had focused on reproducing original manufactured pedal cars, so we haven't been able to get some of the more imaginative, creative cars into the line. Now we can."

The first of the three entries in the collection, which will appear beginning in July in

Hallmark Gold Crown stores, is the **NASCAR® 50th Anniversary Custom Champion**.

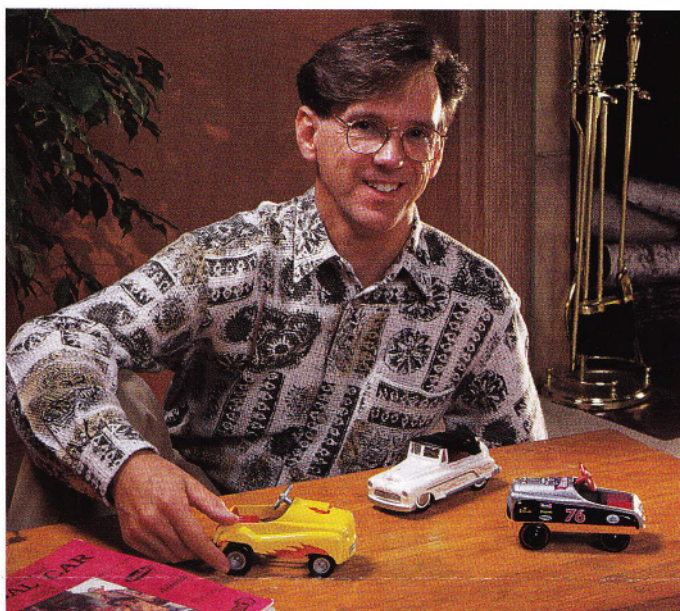
"It's really a 1958 Murray® Champion with a totally custom paint job," says Don. "We wanted it to look like a race car, and we're very pleased with how it came out."

The other two cars in this introduction are **Don's Street Rod** and the **1950s Custom Convertible**.

"With the street rod, we took a simple Murray body and totally redefined it," says Don. "We did everything from 'frenching-in' the headlights to adding slicks and a hood scoop. Everything we did gave the body the smooth, sleek feel I was after."

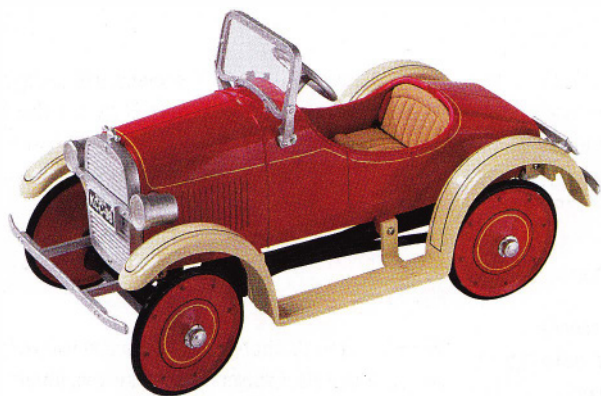
The **1950s Custom Convertible**, or "Lead-Sled" as Don refers to it, is different in that it was an existing pedal car owned by a pedal car restorer. "I hadn't before seen a pedal car customized to that extent," Don says. "Almost everything about that car was different. It's so beautiful – it had to be in our line."

"I'm excited about what this means for Kiddie Car Classics and the people who collect them," Don continues. "The Custom Collection broadens the range of what we can produce, and lets us appeal to the special interests of car-lovers. I count myself in that group!"



*Don Palmiter's own love of cars – even those that exist only in his imagination – now comes into play for the Don Palmiter Custom Collection.*

© 1998 Murray, Inc. MURRAY® is a registered trademark of Murray, Inc., formerly known as The Murray Die Manufacturing Company. NASCAR®



*The 1926 Steelcraft Speedster features working headlights, running boards, pinstripes on fenders, body and wheels, and a brake lever that cleverly turns on the headlights and taillights. It also has nickel-plating on the headlights, taillights, steering wheel, grill, hood ornament, windshield, bumpers, hub caps and license plate.*

## More Kiddie Car Classics news —

### The ultimate in pedal car luxury

The **1926 Steelcraft Speedster** — the first Luxury Limited Edition Kiddie Car Classic and the first in the Vintage Speedster Series — will redefine luxury in pedal car replicas.

This stunning car, which cruises into Hallmark Gold Crown stores in July, offers many features not previously found in Kiddie Car Classics.

"This one is going to turn some heads," says Don Spahr, creative product designer for Kiddie Car Classics. "It's the first Kiddie Car to offer an actual leather seat and the first to come with working taillights. We can't wait for collectors to see it!"

The Speedster will be released in a limited edition of 29,500.



# With love from Betsey

Today, 25 years after the first 18 Keepsake Ornaments debuted, collectors still seek **Betsey Clark-First Edition**. A ball ornament from 1973, it was the very first ornament in the very first Keepsake Ornament series.



HISTORICALLY  
SPEAKING

"Of course we love it! It's the ornament that started it all!" declares Clara Johnson Scroggins, renowned ornament collector.

As part of the 25th anniversary of Hallmark Keepsake Ornaments, Betsey Clark returns to the line this year in a hand-crafted Keepsake Miniature Ornament called **Betsey's Prayer**.

"The ornament is a fitting tribute that launches us into the next 25 years of Keepsake Ornaments, just as the first Betsey Clark ornament launched us into the first 25 years," Clara says.

## A child of the '60s

But did you know that the history of Betsey Clark designs pre-dates Hallmark Keepsake Ornaments? According to information from the Hallmark Archives, Betsey is a "child of the '60s" — she first appeared on Hallmark greeting cards in 1967.

It was a time in America's history when Betsey Clark's gentle innocence — touchingly rendered in pale pastels — stood in stark relief against the psychedelic background of a country at war abroad and besieged by unrest at home. Not surprisingly, people responded to the kindness that Betsey stands for, and Betsey Clark greeting cards from Hallmark were an immediate success.

By the time the whimsical waif appeared on the 1973 first-edition Keepsake Ornament, Betsey had won a place in people's hearts — including the hearts of collectors.

And by the early 1980s, Hallmark had begun the Betsey Clark Collectors Club to keep

pace with collectors' interest. Yes! — it was Hallmark's first collector's club! Through the newsletter that was a club benefit, Betsey's fans got a first look at new Betsey Clark products from Hallmark and sometimes received information about the artists who designed them.

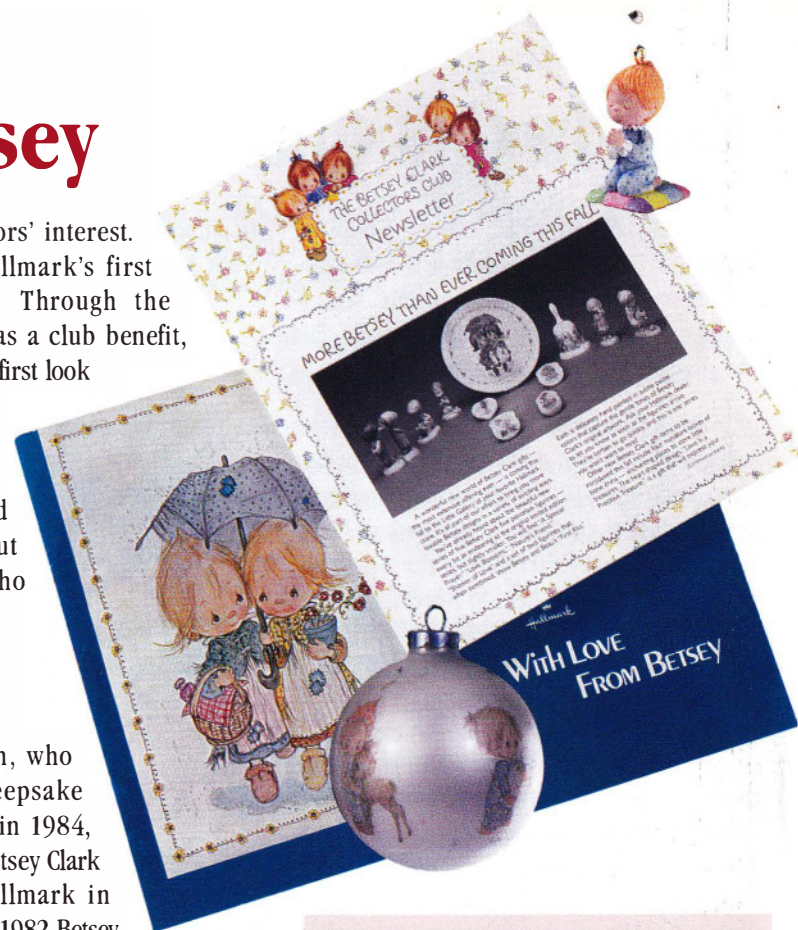
## Welcome innocence

Duane Unruh, who joined the Keepsake Ornament studio in 1984, began sculpting Betsey Clark figurines for Hallmark in 1979. Quoted in a 1982 Betsey Clark Collectors Club newsletter, Duane said: "There is a total innocence in Betsey Clark that must come across as clearly in sculpture as it does in flat artwork. The eyes probably are the most expressive part of Betsey, and they especially must convey that innocence."

Lynn Wylie, manager of the national Hallmark Keepsake Ornament Collector's Club, adds: "Until this year, Betsey Clark hadn't appeared on a Keepsake Ornament since 1994, but she really never left our family. We're glad she's back to help celebrate the 25th anniversary of Hallmark Keepsake Ornaments."

*(Top right) Betsey's Prayer, a 1998 Keepsake Miniature Ornament, was sculpted by Kristina Kline. The youngest member of the Keepsake Ornament studio, Kristina says: "Even though I haven't 'known' Betsey as long as other people may have, I was inspired by her kindness. Her 'prayer' truly reflects the loving spirit of Christmas."*

*Also pictured are a newsletter from the Betsey Clark Collectors Club, a "With Love From Betsey" Hallmark product catalog from the 1970s and Betsey Clark-First Edition from the 1973 Keepsake Ornament line.*



## Did You Know?

The 25th anniversary of Hallmark Keepsake Ornaments isn't the only significant anniversary that the people at Hallmark are celebrating this year. Here's a look, for the benefit of all of our "Hallmark enthusiasts," at other significant Hallmark anniversaries this year.

- **95th** birthday of the Crayola® brand. Binney & Smith, the company that makes Crayola® Crayons, is part of the Hallmark family of companies.

- **60th** anniversary of the first Hallmark-sponsored radio broadcast. It and subsequent Hallmark-sponsored radio programs were the precursor to the Hallmark Hall of Fame.

- **45th** anniversary of the first official presidential Christmas card. Hallmark created the card for President Eisenhower.

- **30th** anniversary of groundbreaking for Crown Center, the city-within-a-city that is home to the headquarters of Hallmark Cards, Inc., in Kansas City, Mo.

Crayola, chevron and serpentine designs are registered trademarks, rainbow/sunburst design is a trademark of Binney & Smith, used under license.



# Charles Schulz: A Brief History of PEANUTS

A boy hounded by bad luck and a hound buoyed by a super-cool attitude. Such are the ingredients of a cultural phenomenon called PEANUTS® that springs anew each day from the pen of Charles M. Schulz.

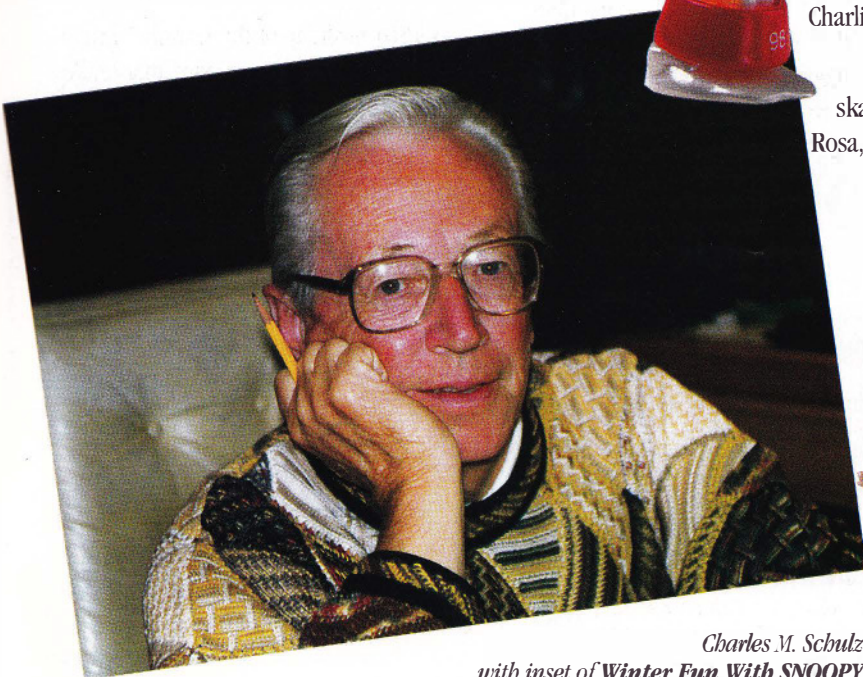
Schulz will mark 50 years of "working for PEANUTS" in the year 2000, but members of the Hallmark Keepsake Ornament Collector's Club have cause to begin the celebration now. That's because **Follow the Leader**, a two-piece Keepsake Ornament set sculpted by Bob Siedler, brings PEANUTS to the Club Edition Ornament line-up for the first time in 1998.

"We're thrilled to offer a PEANUTS design exclusively to Club members," says Lynn Wylie, manager of the national Hallmark Keepsake Ornament Collector's Club. The Club-exclusive ornament set is complemented by two Keepsake Ornaments that will be available in Hallmark stores: **Joe Cool**, first in the Spotlight on Snoopy series, which was sculpted by Bob Siedler; and **Winter Fun With SNOOPY**, first in the Miniature Ornament series of the same name, which was sculpted by Tracy Larsen. These 1998 Keepsake Ornaments are the most recent among more than 50 that have been inspired by the PEANUTS Gang, the first four of which appeared in the 1977 line.

Charles Schulz's relationship with Hallmark pre-dates the debut of the first four PEANUTS-themed Keepsake Ornaments by 17 years. On May 16, 1960, Schulz (through United Feature Syndicate) and Hallmark joined in an agreement that allowed Hallmark to use PEANUTS characters on greeting cards. That began what is now a 38-year business relationship that is going strong.

## Born to draw comics

"My ambition from earliest memory was to produce a daily comic strip," Schulz says.



Charles M. Schulz  
with inset of **Winter Fun With SNOOPY**

Born in St. Paul, Minn., on Nov. 26, 1922, Schulz was nicknamed "Sparky" after "Sparkplug," the horse in the Barney Google comic strip. His fascination with comic strips began early, as he read Sunday comics with his father each week. Encouraged by his parents, Schulz enrolled in a correspondence course in cartooning.



*Joe Cool*

His career was interrupted in 1943 when he was drafted into the Army. Upon returning from the fighting in Europe, Schulz landed his first cartooning job at *Timeless Topix*, a Catholic comic magazine. Soon, he took on a second job as a teacher at Art Instruction in Minneapolis, where he worked with people named Charlie Brown, Linus and Frieda, who later lent their names to the PEANUTS comic strip.



## Let's call it PEANUTS

In 1950, after many rejections, Schulz boarded a train with a handful of drawings for a New York meeting with United Feature Syndicate. On Oct. 2 of that year, PEANUTS — named by the syndicate — debuted in seven newspapers. Today, PEANUTS appears in more than 2,600 newspapers worldwide.

"As a youngster, I thought I was the only Charlie Brown in the world," Schulz says. "Now, I realize that Charlie Brown's goofs are familiar to everyone."

Unlike many cartoonists, Schulz draws every comic strip without assistance. Working six weeks ahead on daily and Sunday strips, he also writes for PEANUTS television specials. He collaborated with Hallmark in 1973 to produce the musical, "You're a Good Man, Charlie Brown" for the Hallmark Hall of Fame.

Although the strip remains his first love, Schulz is an avid ice skater and hockey player. He lives with his wife, Jeannie, in Santa Rosa, Calif., and is the father of five children.

## Follow the Leader





# Goody gumdrops! A great decorating idea!

Perhaps you've looked at a decorating idea in the *Dream Book* and thought: "I could never make that." **Yes, you can!** Here are step-by-step instructions from Keepsake Ornament decorating expert Diana McGehee for how to make the gumdrop wreath that appears on page 45 of the 1998 *Dream Book*.

## Supplies:

- 12-inch white Styrofoam wreath
- 14-inch cardboard square
- Two 1 1/2-inch flat-head nails
- Keepsake Ornaments - your choice
- Large green and red gumdrops
- Small green, red and white gumdrops
- Bag of large-sized red licorice twists
- 1/8-inch red or green satin ribbon
- Felt, any color
- Florist wire
- U-shaped florist pins
- Hot glue gun and glue
- Masking tape and toothpicks (optional)

## Prepare wreath and hanger

1. Place Styrofoam wreath on cardboard and trace around outside and inside edges. Cut out cardboard 1/4 inch inside of marked lines. Glue cardboard ring to back of wreath.

(At right) Attaching the gumdrops: Use glue and/or toothpicks to attach the gumdrops to the Styrofoam side of the wreath.



(At left) Creating the bow: Fold a licorice twist into an oval, glue ends together, and glue the loop just above the center of the tails.



(At right) Creating the bow: You can use both glue and toothpicks to anchor the short piece of licorice that covers the center of the bow.



2. Insert nails, two inches apart, about 3/4 inch from outer edge of cardboard ring, leaving 1/4 inch of the nails sticking up. "Connect" the nails by wrapping each end of the same piece of florist wire around each nail; twist and tie the wire securely. Push nails into wreath as far as they will go. Glue over the tops of the nails. This marks the top and is the hanger for your wreath.

*Hint: Glue felt over the wire ends and nails to keep from scratching your walls.*

## Attach gumdrops

1. Glue two rows of small green and red gumdrops around outside and inside edges of the Styrofoam side of the wreath, alternating colors.

2. Fill remaining Styrofoam with rows of larger gumdrops, adding white gumdrops as accents.

*Hint: For extra holding power, use toothpicks along with glue to attach gumdrops. After attaching all gumdrops, some white Styrofoam still will show through.*

## Create the bow

1. Tails: Untwist one end of each of two large-sized red licorice twists; the untwisted ends will be the bottom ends of the tails. Glue the top ends of the tails together and anchor them with glue and a toothpick at the top center of the wreath.

2. Loops: Use one licorice twist for each loop. Bend each into an oval, pinching and gluing the ends together.

3. Use toothpicks and glue to attach the bow loops just above the center of the tails. Also glue the rounded outer edge of the loops to the wreath so the loops won't droop.

4. Center: Cut a short piece of licorice long enough to cover the center of the bow and tails. (Length will vary depending on your exact placement of the tails and loops.) Glue in place over the center of the loops and tails.

*Hint: See the finished photo below to determine how to position the pieces of the bow.*

## Attach ornaments

1. Push a U-shaped pin partially into the wreath where you'd like to place each ornament.



DECORATING  
IDEAS



*Here's the finished wreath. Add Keepsake Ornaments of your choice, and it will look good enough to eat. (But show it off instead!)*

2. Cut 14-inch lengths of 1/8-inch satin ribbon. String the ribbon through the U-pin and through the hook eye on your Keepsake Ornament. Knot to hold in place.

3. Push U-pin into wreath until top of pin is just below the top of the gumdrops. Place a little glue where the pin enters the wreath for security. Tie the ribbon ends into a bow.

*Hint: Set wreath upright before attaching ornaments to ensure that the ornaments hang properly.*

HOT WHEELS and associated trademarks owned by and used under license from Mattel, Inc. © 1997 Mattel, Inc. All Rights Reserved.  
● 1998 Murray, Inc. MURRAY® is a registered trademark of Murray, Inc., formerly known as The Murray Ohio Manufacturing Company



# Who tells the Keepsake Ornament story best? You do!

*We love to hear from you about how Keepsake Ornaments and other Hallmark Collectibles are a part of your family traditions. Here are excerpts from correspondence to some of us from some of you.*

## *To Hallmark Lovers Everywhere,*

My daughter and son were brought up in a Hallmark fantasy world. Every holiday, our upstairs and downstairs fireplaces are decorated with wonderful, whimsical characters from Hallmark.

We had Raggedy Ann™ and Raggedy Andy™ birthday parties with all the Hallmark trimmings. Halloween is all-Hallmark at our house. Pilgrims, turkeys and the mouse on the orange leaf is Thanksgiving!

And then there's Christmas! We have Keepsake Ornaments, Merry Miniatures® and stocking hangers. We love them!

Although my children are grown, the fun fantasy world that I created for them using Hallmark products continues. Both of the kids tell me: "Don't forget, Ma...save all of our favorite Keepsake Ornaments and Merry Miniatures® for our homes someday!"

*Have a "Cool Yule!"*

*Linda Ann Freda, Waltham, Mass.*



*Linda Ann Freda is especially fond of Merry Miniatures®. Here are just a few from her collection.*



*Roni Blankenship's Christmas cactus remains on display beyond the holidays.*

## *Dear Lynn Wylie,*

I'm always looking for ways to use my Keepsake Ornaments. Here's a photo of the cactus that usually stays on my patio in warm weather. I dressed it up with metallic tissue. I tucked in **Santa's Serenade** and **Muletide Greetings**, then added the miniature **Brass Star** on top. We had such fun with it during the holidays that I decided to leave it, minus the star, until spring!

My husband also is a member of the Club and is enjoying the truck, car, Murray® and **Here Comes Santa** ornaments. He likes the baseball series and your Coca-Cola® ornaments, too. (You may not know that Coca-Cola first was bottled in Chattanooga.)

I am more traditional and enjoy the Santas, angels, pewter, tin and bell ornaments.

Being an elementary educator, I had to have **The Magic School Bus®**, and bought one for our library, too.

Clip-on ornaments always are on my list. I have so many of the hanging type on my two trees that the tops of the branches are really the only empty places left. Keep them coming!

Thanks for providing a special tradition for our family Christmas fun. Even our son gets into the act!

*Sincerely,*

*Roni Blankenship, Chattanooga, Tenn.*



MAIL BOX

© 1993 Macmillan, Inc. All rights reserved. The names and the depictions of Raggedy Ann and Raggedy Andy are trademarks of Macmillan, Inc.

© 1998 Murray, Inc. MURRAY® is a registered trademark of Murray, Inc., formerly known as The Murray Ohio Manufacturing Company.

© 1998 The Coca-Cola Company. All Rights Reserved.

© 1998 Joanna Cole and Bruce Bogen. All rights reserved.



# Classic and new Disney characters still inspire Hallmark Keepsake Ornaments

Twenty-five new Keepsake Ornaments inspired by Disney characters will “march,” “roll” or “slide” into your hearts this year.

“We’ve created more new designs but we’re producing fewer of each design to enhance collectibility,” says Brenda Cherpitel, marketing strategist for the Disney Collection.

Here’s an easy-to-follow list to help you anticipate which Keepsake Ornaments in the Disney Collection will debut at which times.

Debuting during Hallmark Keepsake Ornament Premiere, July 18-19:

- **Minnie Plays the Flute**, second in the Holiday Parade series
- **Ready for Christmas**, second in the Hallmark Archives series
- **Snow White**, second in the Enchanted Memories Collection
- **Runaway Toboggan**, a two-piece set featuring Mickey, Donald and Goofy
- **Goofy Soccer Star**
- **Mickey’s Favorite Reindeer**
- **Make-Believe Boat**, marking the first time that Baby Mickey and Baby Minnie have inspired a Keepsake Ornament



*Ready for Christmas*



*Building a Snowman*

- **Mickey’s Comet**, a Keepsake Magic Ornament with lights that glow and flicker
- **Cinderella’s Coach**
- **Cinderella at the Ball**, a Magic Ornament in which Cinderella and her prince glide around the dance floor while a chandelier glows
- **Iago, Abu and the Genie**, the memorable sidekick characters from *Aladdin*
- **Daydreams**, featuring Ariel from *The Little Mermaid*
- **Mulan, Mushu and Cri-Kee**, a two-piece set featuring new characters from *Mulan*, Disney’s 1998 summer movie

The excitement builds in October when participating Hallmark Gold Crown retailers host in-store events to celebrate the 25th anniversary of Hallmark Keepsake Ornaments. That’s when the following Disney Keepsake Ornaments will join the line:

- **A Visit from Piglet**, first in the Winnie the Pooh series
- **Donald and Daisy in Venice**, first in the Romantic Vacation series
- **Cruella de Vil**, first in the Unforgettable Villains series
- **Tree Trimmin’ Time**, a set of three Keepsake Miniature Ornaments featuring Tigger, Piglet and Pooh
- **Building a Snowman**, featuring Pooh and Piglet
- **Bouncy Baby-sitter**, featuring Tigger and Roo
- **Woody the Sheriff** from *Toy Story*
- **Buzz Lightyear** from *Toy Story*
- **Simba & Nala**, which was inspired by Disney’s new video premiere, *Simba’s Pride*
- **The Mickey and Minnie Handcar**, an archival design featuring the original Mickey Mouse and Minnie Mouse as they appeared during the 1930s

The final 1998 Disney Keepsake Ornament will appear in Hallmark stores in November to coincide with the introduction of Disney’s new holiday movie, *A Bug’s Life*. Called **Flik**, the Keepsake Ornament introduces us to the lead character in the new movie.



*Snow White*

© DISNEY  
© DISNEY/PEARL  
© DISNEY Based on the “Winnie the Pooh” works. © A.A. Milne and E.H. Shepherd.

## Welcome to our family



THE INSIDE  
SCOOP

The day Matthew Anthony Fowler was born, his mom didn’t get labor pains – she got beeped. Matthew is the adopted son of Thelma Fowler, trainer for the Keepsake Ornament Collector’s Club. Born Oct. 3, 1997, Thelma and Terry Fowler brought Matthew home when he was just 36 hours old.

Thelma’s eyes light up when she thinks back to Oct. 3. “We were at the movies, and my beeper went off,” she recalls. “We rushed to the hospital. When I held Matthew in my arms, I thought, ‘I can’t believe this is real.’ We’d waited so long for a child.”

Matthew’s family already has introduced him to Keepsake

Ornaments. “He has seven of his own already,” Thelma says. It makes sense that Keepsake Ornaments were among Matthew’s first possessions when you realize that both Thelma and Terry have worked for Hallmark for 13 years, and Thelma has been a part of the Club team for 10 of those years.

“The best thing that’s happened to Terry and me is having Matthew join our lives,” Thelma says. “The second-best thing that’s happened is that he started sleeping through the night!”



*Thelma and Matthew Fowler*



*The Club's customer-service representatives:*

## You ask. They respond.

You want to renew your membership, or your friend wants to join the Hallmark Keepsake Ornament Collector's Club for the first time. You pick up the phone and dial 1-800-523-5839 – and the person who answers is a Club member, too!

"We're Club members, and we're also trained customer-service professionals who are dedicated to providing you with up-to-date Club information and the service you need," says Andrea Costanzo, manager of the Club customer-service center.

### Calls, letters and e-mails

For many years, a toll-free number was the No. 1 service you told the Club you wanted. That service became reality during 1997.

On Feb. 1, 1998, we expanded our service to you even further by extending the toll-free number's hours of operation. Previously, you could call from 8 a.m. to 4:30 p.m. Now, you can reach us from 7 a.m. to 7 p.m. Central Time, Monday through Friday. "We're here to serve you, and providing you with more opportunities to reach us is our goal," Andrea says. "We don't want to miss a single call."

Why do collectors call the Club? "Because calling is so convenient," Andrea replies. "Using the toll-free number is a quick, easy way to join or renew, and one call takes care of it all. You also can call us to change your mailing address, check your membership status or ask questions about Club Edition Ornaments or other Club programs."

But answering the phones isn't the only service that the Club's customer-service experts handle. They also help to answer letters from collectors, and they help the Club team respond to e-mail messages that come to the Club via the Hallmark web site at [www.hallmark.com](http://www.hallmark.com).

"Our customer-service representatives are, in some ways, the eyes and ears of the Club," says Lynn Wylie, manager of the national Hallmark Keepsake Ornament Collector's Club. "They have the most current and accurate information available concerning the various types of questions you may have, and they are committed to making sure that the rest of us who are part of the Club team and the larger Keepsake Ornament team

## CLUB CUSTOMER SERVICE

- When you call 1-800-523-5839, have your Keepsake Ornament Collector's Club membership number ready.
- Our customer-service center tends to be busiest on Monday mornings.
- You can renew your membership using Visa, MasterCard or Discover.
- Call 1-800-523-5839 to renew your membership, join the Club or ask Club-related service questions. To locate Hallmark Gold Crown stores in your area or to ask general Hallmark questions, call 1-800-HALLMARK.

are kept up to date about the concerns, ideas and most-often-asked questions that come in on the Club phone line."

### They love it because they collect

Ask any one of the Club customer-service staff members about what it's like to be a part of the Club team, and you'll hear that they love the opportunity to have one-on-one contact with other Club members.

"After all, we're talking to people who collect the same thing we do – Keepsake Ornaments – so we already share a common bond," Andrea says. In fact, you've probably met one or more of the Club customer-service team members without realizing it – they stood in line with you or listened to presentations with you during Artists On Tour or the Local Club Tour.

"We are enthusiastic and passionate when it comes to Hallmark Keepsake Ornaments," Andrea says. "And because of that, we get a lot of satisfaction from helping other Club members."

*The Club's customer-service representatives want to be on a first-name basis with each of you. They are (left to right) Carolyn, Mark, Pam, Barb, Chris, Dave, Lori, Brian, Lou, Jerry, Ruth, Patricia, Jim, Dorothy, Jodi, Terrie, Sandy, Linda, Wes, Kathy, Dorothy and Sandy. Not pictured are Christine, Don, Earlene, Doreen, Linda, Pat, Andrea, Jan, Terry, Chris, Andy, Kim, Sandy, Lynn, Dale and Jamie. They look forward to hearing from you soon!*





## Club Q&A

### Q: When can I order my 1998 Club Edition Ornaments?

A: As soon as you receive your 1998 Membership Kit! Take your completed Club Edition order forms to your Hallmark store; do not mail them to the Club. Your retailer will place your Club Edition order. If you've misplaced your 1998 Club Edition order forms, call 1-800-523-5839 to request replacements.

### Q: Is there any benefit to renewing early this year?

A: Yes. If you renew your membership or join the Club by May 22, 1998, you'll be among the first to receive an anniversary surprise designed to commemorate the 25th anniversary of Hallmark Keepsake Ornaments.

## New collector's guide debuts during Premiere

The seventh edition of *Hallmark Keepsake Ornaments: A Collector's Guide*, which includes photos of and information about Keepsake Ornaments that Hallmark sold between 1994 and 1998, will debut in participating Hallmark Gold Crown stores during Keepsake Ornament Premiere on July 18 and 19.

Premiere also will be your first chance to purchase a limited-edition boxed set in which the new 1994-98 guide and the reprinted 1973-93 guide, which initially was published in 1993, will be beautifully encased together. Only 25,000 of the limited-edition sets will be produced.

The 1973-93 guide, which is being reprinted with a new cover and a new introduction, also will be available for separate purchase beginning in September.



## PEANUTS® Trivia Quiz



If you're a fan of the PEANUTS Gang, check out the story about Charles Schulz inside this issue. Then test your knowledge with this quiz. (The answers are printed in the bottom right-hand corner of this page – but no fair peeking!)

1. Where was Snoopy born?
2. Who is Lucy's brother?
3. Who is Schroeder's favorite composer?
4. Who is Charlie Brown in love with?
5. What does Linus carry with him for security?
6. What position does Charlie Brown play on his baseball team?
7. What is Sally's pet name for Linus?
8. Who does Linus wait for every Halloween?
9. What kind of plane does Snoopy, the WWI flying ace, fly?
10. Has Charlie Brown ever:
  - a. kicked the football?
  - b. won a baseball game?
  - c. successfully flown a kite?



To notify the Club of a change of address, to send us a letter or to get information about how to start a local club, include your membership number in your correspondence and send it to:

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

Call our toll-free number, **1-800-523-5839**, to renew your membership or join the Club.

You also can mail renewals or applications for new memberships to:

**Hallmark Keepsake Ornament  
Collector's Club  
P.O. Box 419824  
Kansas City, MO 64141-6834**

To communicate with us via e-mail, visit our World Wide Web site at  
**<http://www.hallmark.com**

*Publisher:* Lynn Wylie  
*Editor:* Linda Fewell  
*Contributing Editors:* Christie Kennard,  
Toni McLain, Benita Ugoline, Beth Wall  
*Designer:* Kim Mann  
*Stylist:* Lisa Anthofer-Ross  
*Photographer:* John Perryman

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

© 1998 Hallmark Keepsake Ornament  
Collector's Club  
498RCB1718  
May 1998

*NOTE: The Hallmark products, prices and promotions mentioned in this newsletter are available from Hallmark retailers in the United States. Some, but not all, also may be available from Hallmark retailers in Canada. Call 1-800-HALLMARK or check with your local Hallmark retailer for more information.*

Trivia Quiz answers: