



KEEPSAKE ORNAMENT COLLECTOR'S CLUB



Collector's Courier

Celebrating the 25th Anniversary of Hallmark Keepsake Ornaments



VOL. 12/NO. 3

AUGUST 1998

Silver anniversary brings sparkle to your Hallmark Gold Crown Store

The shimmer of silver and the flash of gold will combine when, on Oct. 3 and 4, participating Hallmark Gold Crown retailers will host celebrations honoring the silver anniversary of Hallmark Keepsake Ornaments.

"Our 25th anniversary is a milestone unmatched by any other American ornaments," says Michael Robinson, marketing strategist. "That's thanks to you – our collectors."

The Keepsake Ornament artists have

created an exclusive 25th anniversary collection of Keepsake Ornaments to debut on Oct. 3 and 4:

- **Tin Locomotive.** Based on one of our most popular Keepsake Ornament series, **Tin Locomotive** takes you back to Christmases past, when tiny toy trains circled the Christmas tree.

"Toy trains hold a special place in my heart," says Linda Sickman, who sculpted this design. "I remember my brother's toy train

under our tree, puffing smoke and blowing its whistle. I also remember climbing aboard a real train to visit my grandparents during the holidays."

- **Halls Station.** Two passengers wait at Halls Station while their luggage is loaded and delivered to them. This ornament, sculpted by Don Palmiter, complements the Nostalgic Houses and Shops series.

- **Joyful Messenger.** Reminiscent of designs in the Hallmark Archives and Design

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WHAT'S INSIDE

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Silver anniversary...

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Collections, this beautiful angel sculpted by Joyce Lyle heralds the 25th anniversary with a silver-plated medallion. It's available exclusively in Hallmark Gold Crown stores.

• **Angelic Flight.** A combined effort between Hallmark Master Artist Bob Haas and Keepsake Ornament Artist Patricia Andrews resulted in this limited edition silver-plate and lead crystal angel that is being offered in an edition of 25,000. (It's available only in Hallmark Gold Crown stores, and each store will receive only a few of these special ornaments.)

Crown Reflections Blown Glass Ornaments also make their first appearance at the event. This marks the first time the old-world tradition of blown glass is introduced in the Keepsake Ornament line. Each glistening ornament is individually hand-blown and meticulously hand-painted in the tradition of skilled European craftsmen. The collection features ornaments that you can purchase separately and some that come in sets.



Red Poinsettias

"And we didn't forget that blown-glass collectors love series, too," Michael says, referring to **Red Poinsettias**, first in the Holiday Traditions series.

Several Keepsake Ornaments inspired by Disney images also debut during the 25th anniversary event, including first-in-series ornaments, Winnie the Pooh designs and introductions from Disney movies that are new to Keepsake Ornaments.

"These new products are designed not only to celebrate our anniversary, but also to say thank you to our collectors for making this milestone possible," Michael says.

In addition to the exciting Keepsake Ornament introductions, don't miss your chance to participate in two special event-exclusive offers. When you purchase any two Keepsake Ornaments during the 25th celebration event, you can:



Tin Locomotive lapel pin

- Purchase the third and last of our 25th Anniversary Collector Pins for 99 cents. The pin is inspired by the 1998 Anniversary Edition **Tin Locomotive**. (And don't worry... if you missed the first and second in the pin series, they'll also be available on Oct. 3 and 4.)

- Receive a free magnetic shopping list and two magnets based on the 1998 **Hot Wheels™** and **BARBIE™ Silken Flame™** Keepsake Ornaments.

"Your local store may have other exciting events awaiting you at the 25th anniversary event," Michael says. "We hope you'll take this opportunity to come celebrate with us."



FROM LYNN

Bigger is Better

The phrase "bigger is better" may not always apply, but it does fit the Keepsake Ornament studio. When I joined Keepsakes in 1995, the studio included 14 artists. Today, there are 25 (plus our technical artists). Must be the magic number — 25 artists during the 25th anniversary year!

A bigger studio staff doesn't mean more Keepsake Ornaments.

It does mean a broader range of sculpting styles and designs to choose from. Each artist joins Keepsakes with his or her own unique creativity and artistic ability. Those talents join to form a team that takes pride in creating the very best ornaments each year. Some artists concentrate on whimsical designs. Others are drawn to religious subjects or to working with certain materials, such as tin. Some thrive on discovering how to make ornaments light up and move. Still others are experts in creating car ornaments, historical replicas, or ensuring the authentic likeness in a licensed-property ornament.



No matter what the area of expertise, all of our artists have one thing in common: a love of creating Keepsake Ornaments. Turn to page 11 to learn about the three newest members of the Keepsake Ornament studio.

From all of the artists — and from everyone here at Keepsakes — happy collecting!

Lynn Wylie

Manager, National Hallmark
Keepsake Ornament Collector's Club



There's nothing quite like local club fun!



Many of you have written to express that, when you first joined the Hallmark Keepsake Ornament Collector's Club – and then discovered a local chapter of the club – it was wonderful to meet people who share your love of collecting. And you've sent photos to prove it! A picture is, indeed, worth a thousand words when it comes to local club fun!

(Upper left) Jerry Davis and Diane Garcia-Gomez are among members of the Tropical Trails of Texas Collector's Club who had fun decorating a holiday wreath to donate to a local children's home. This spring, they hosted a Spring Bonnet contest in which members were challenged to use Hallmark products and their imaginations to create hats that could headline any holiday fashion parade.

(Below) The Vegas Valley Collectors – and Santa Claus! – posed for this group shot so they could add it to the scrapbook they are compiling as part of the 25th anniversary celebration of Hallmark Keepsake Ornaments.



(Above) The K.C. "Hometown" Collectors' Club put its group photo, along with photos of some favorite Keepsake Ornaments, on a calendar that lists holidays and local club meeting dates. What a great idea!

(Above) The Motor City Roadrunners, who have adopted Shoebox Greetings' sassy senior citizen Maxine as the club's mascot, performed a "Maxine Rap" when the 1997 Local Club Tour visited Detroit. But the question remains: Which one is the real Maxine?



Lookin' for collecting fun? See you at the Drive-In!



HALLMARK
COLLECTIBLES

Kiddie Car Classics collectors soon will be "driving" to a new hot spot - the **Kiddie Car Corner Drive-In**. Embossed and litho-printed on tin with a lighted sign and 1950s accessories, it evokes a time when drive-ins were where the car culture held court.

In fact, Keepsake Ornament Artist Linda Sickman says it was a car - the **1955 Custom Chevy®**

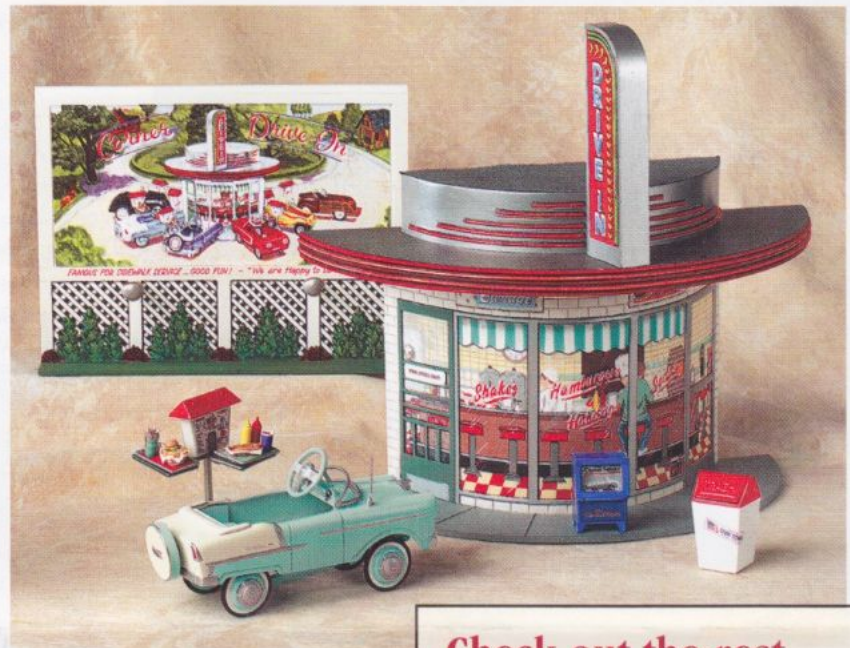
Kiddie Car Classic, new to the Don Palmiter Custom Collection - that served up the Drive-In idea. "We were dreaming about where, back in 1955, we might have seen the Chevy," she says. "The answer came instantly - at the drive-in!"

Linda, the artist whom collectors identify with innovative tin creations, coordinated the Drive-In with the **1955 Custom Chevy®** Numbered Edition, which Don based on the two-toned 1955 Chevy Bel Air. "This car's turquoise-and-cream color scheme is so evocative of the 1950s," Don says. "Linda picked up those same colors in the Drive-In." But the Drive-In is versatile - its post-war ambiance also shows off other Kiddie Car Classics, such as the **1939 GARTON® Ford Station Wagon**, **Don's Street Rod**, the **1964 1/2 Ford Mustang** and the **1941 Steelcraft Oldsmobile** by **Murray®**.

As a finishing touch to accessorize any Kiddie Car Classic parked at the Drive-In, Linda created the **Call Station with Food Trays** and the **Newspaper Stand and Trash Can**.

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Look just "down the road" from the Drive-In to find the **Famous Food Sign Drive-In Ad**, the second in the Bill's Boards series. David Beal, creative product development manager for Hallmark Collectibles, illustrated the Drive-In Ad, and Linda sculpted its tin frame and lattice work.



The Kiddie Car Corner Drive-In, created in a limited edition of 39,500, and the accessories that highlight it will be available beginning in September in Hallmark Gold Crown stores.

Check out the rest of the new models!

Just as the Big Three car makers introduce new models each fall, new Kiddie Car Classics soon will roll into Hallmark Gold Crown "showrooms." Look for the **1940's Custom Roadster with Trailer**, created in a limited edition of 39,500 for the Don Palmiter Custom Collection. Its trunk opens to reveal a tool box and jack, and a spare tire adds a customized element. "This marks the first time we've created a trailer," says Don. "It echos the design details in the car." The **1930 Custom BiPlane** Numbered Edition rounds out the newest additions to the Don Palmiter Custom Collection.

But don't stop now - just slow down to enjoy two new Sidewalk Cruisers: The **Keystone Coast-to-Coast Bus** and the **1934 Mickey Mouse Velocipede**. When the wheels on the velocipede turn, Mickey runs!

Retirements

Kiddie Car Classics

QHG9026	1948 Murray® Pontiac	6/98	QHG9002	1955 Murray® Red Champion	3/96
QHG9038	1938 GARTON® Lincoln Zephyr Luxury Edition	12/97	QHG9007	1955 Murray® Ranch Wagon	2/96
QHG9014	1961 Murray® Circus Car	11/97	QHG9005	1968 Murray® Boat Jolly Roger	2/96
QHG9023	1964 GARTON® Tin Lizzie	10/97	QHG9020	1950 Murray® Torpedo	1/96
QHG9033	1956 Murray® Golden Eagle	7/97	QHG9010	1955 Murray® Fire Truck	1/96
QHG9095	1962 Murray® Super Deluxe Fire Truck	7/97	QHG9009	1941 Steelcraft Spitfire Airplane by Murray®	1/96
QHG9022	1956 GARTON® Mark V	7/97	QHG9006	1955 Murray® Fire Chief	1/96
QHG9035	1937 GARTON® Ford	6/97	QHX9094	1956 GARTON® Kidillac	12/94
QHG9016	1956 GARTON® Dragnet® Police Car	5/97	QHG9004	1955 Murray® Tractor and Trailer	12/93
QHG9013	1961 Murray® Speedway Pace Car	3/97	QHG9012	1953 Murray® Dump Truck	10/93
QHG9032	1935 Steelcraft Airplane by Murray® Limited Edition	2/97	QHG9008	1955 Murray® Champion Blue	10/93
QHG9018	1958 Murray® Atomic Missile	1/97	QHG9003	1941 Murray® Airplane	10/93
QHG9019	1961 GARTON® Casey Jones Locomotive	10/96	QHG9001	1955 Murray® Fire Truck	10/93
QHG9029	1935 Steelcraft By Murray® Luxury Edition	9/96	Sidewalk Cruisers		
QHG9024	1937 Steelcraft Airflow by Murray® Luxury Edition	9/96	QHG6310	1935 American Airflow Coaster Limited Edition	3/98
QHG9017	1959 GARTON® Deluxe Kidillac	9/96	QHG6302	1966 GARTON® Super-Sonda	12/97
QHG9015	1939 Steelcraft Lincoln Zephyr by Murray®	7/96	QHG6301	1937 Steelcraft Streamline Scooter by Murray®	10/97
QHG9021	1937 Steelcraft Auburn Luxury Edition	4/96	Kiddie Car Corner		
QHG9011	1955 Murray® Dump Truck	3/96	QHG3601	KC's Garage	1/98

My stars! More Special Issues Keepsake Ornaments are on the way!

They've got star travels, star power, star spangles and star-stealing intentions. They are three new groups of Special Issues Keepsake Ornaments. Here's a fun look at each group:

Star travels – The STAR TREK™ Collection swoops into Hallmark stores in August. The **U.S.S. Enterprise™ NCC-1701-E** from STAR TREK: *First Contact™* and **Captain Kathryn Janeway™** from STAR TREK: *VOYAGER™* both are stardated.

Star power – The Sports Collection, a line-up representing star power in six different competitive sports, debuts in September. Professional sports stars **Grant Hill**, **Richard Petty**, **Emmitt Smith**, **Cal Ripken Jr.** and **Mario Lemieux** are joined by **Joe Montana** Notre Dame, the first Keepsake Ornament to salute a college star.

Star spangled and star stealing – **Holiday BARBIE™**, resplendent in a gown that could be said to appear star spangled, and **DR. SEUSS™ The Grinch**, looking ready to steal the star from the top of the tree, both arrive in November. They are joined by **African-American Holiday BARBIE™**.



New Hallmark collectibles welcome BARBIE™ home from 'grand tour'

With more BARBIE™ collectibles on the market today, the artists at Hallmark have taken steps to make Hallmark-exclusive BARBIE™ items distinctively collectible. "Working with Mattel, we've created a fresh and dazzling new look for our BARBIE™ products, and we've significantly decreased the production quantities for each item to further increase the collectibility," says Brenda Cherpitel, marketing strategist for Barbie Collectibles by Hallmark. "We've combined the glamour of BARBIE™ with Hallmark's unique story-telling ability."

You can see that combination for yourself when, wrapped in her red-and-black dolman coat, **Holiday Voyage™ BARBIE™** arrives at your local Hallmark Gold Crown store in late October. Inspired by the fashions of the 1920s, this year's Holiday Homecoming Collection™ depicts BARBIE™ as she returns home from a grand tour of Europe.

Each piece in the collection tells a different part of the story, beginning with BARBIE™ stepping off the luxury liner, continuing with her journey home carrying a tiny gold package, and concluding in her living room as she unwraps the package and hangs the enclosed ornament on her tree.

The 1998 Holiday Homecoming Collection™ includes the **Holiday Voyage™ BARBIE®** doll, a limited-edition porcelain figurine and plate, a Keepsake Ornament and a special card-display figurine. All are featured in the brochure included with this issue of *Collector's Courier*.



This fall, Hallmark also presents the latest entries in the Victorian Christmas Collection, based on Hallmark's 1995 **Holiday Memories® BARBIE®** doll. The collection includes a limited-edition plate and Keepsake Ornament.

Barbie
COLLECTIBLES

The Holiday Voyage™ BARBIE® doll, second in the Holiday Homecoming Collection™, is the centerpiece of a new group of Hallmark collectibles that give BARBIE™ a new look and a fascinating story.

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The fabulous, fantastic, FIRST four



HISTORICALLY
SPEAKING

In 1973, there were 18 designs – 12 yarn ornaments and six glass balls – that debuted when Keepsake Ornaments first were introduced.

But in 1972, there were four. On Dec. 13, 1972, people at Hallmark mailed boxes containing four ornaments to U.S. drugstore operators. (See the story on opposite page to read Clara Johnson Scroggins' memories of Dec. 13, 1972.) Letters asked the store operators if the glass ball ornaments should become a new Hallmark product line.

The drugstore operators said "yes," and the rest is history – the 25-year Keepsake Ornament history we're celebrating this year.

Today, tracing the origin of those first four ball ornaments is like coming full circle for Sue Tague. Sue joined the Keepsake Ornament studio in 1994, but she joined Hallmark in 1964. She was among a select few Hallmark artists who, in 1972, were chosen to create artwork for ball ornaments. Now, like bookends at either end of a cherished collection of stories, Sue's artwork marks the beginning of the Keepsake Ornament tradition, and her sculpted creations – including the popular Language of Flowers series – are among designs that are leading Keepsake Ornaments into the next 25 years.

"I had illustrated *Little Seeds of Wisdom*, a series of Hallmark gift books, with drawings of tiny elves. Since elves are a part of the holiday legend, I was asked to feature some of my elves on an ornament," Sue says. "I never dreamed then that I'd be in the Keepsake Ornament studio in 1998, celebrating a 25-year phenomenon."

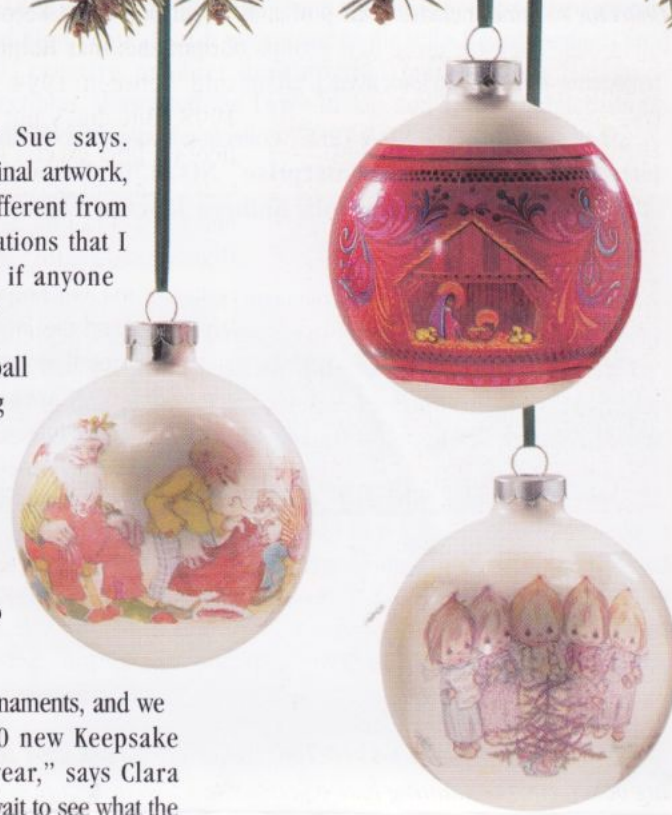
Did Sue or the other artists who illustrated the very first Hallmark ornaments have an inkling of how popular they would become?

"We had no idea!" Sue says. "Because they featured original artwork, the ornaments were so different from standard Christmas decorations that I remember asking myself if anyone would find them appealing."

After those first four ball ornaments moved from being samples for store owners and took their place in the very first Keepsake Ornament line in 1973, shoppers – some of whom became collectors – left no doubt about their appeal.

"We began with four ornaments, and we now enjoy more than 200 new Keepsake Ornament designs each year," says Clara Johnson Scroggins. "I can't wait to see what the next quarter-century will bring!"

*Sue Tague holds **Elves**, an ornament design she created in 1972. It was among ball ornaments that, in 1973, took their place in the very first Keepsake Ornament line. Sue's illustrations in *Little Seeds of Wisdom* (inset at left) won her the initial opportunity to create artwork for an ornament. The other three ornaments that make up the first four are (clockwise from top) **Manger Scene**, **Betsey Clark (Musicians)** and **Santa with Elves**.*



Peek into the pages of Clara's new book

The newest edition of *Hallmark Keepsake Ornaments: A Collector's Guide* includes photos of and information about Keepsake Ornaments that Hallmark sold between 1994 and 1998. But that's not all! Here's a brief excerpt from Clara Johnson Scroggins' new book. Read on as she shares inside information about the first four Keepsake Ornaments and the incredible memories that can be represented by Keepsake Ornament collections. (Also see the related story on opposite page).



Clara Johnson Scroggins

*"Twenty-five years ago, I couldn't have imagined writing seven editions of **Hallmark Keepsake Ornaments: A Collector's Guide**. But a box containing four ball ornaments and a letter reveals a connection that was meant to be.*

"The date was Dec. 13, 1972. The people at Hallmark were sending boxes, each containing four ball ornaments, to drugstore opera-

tors. A letter asked the store operators to evaluate the ornaments – they might become a new product line. On that same date, I buried my first husband.

"I didn't realize the coincidence until the 1996 Keepsake Ornament Premiere in Detroit, where I met a lady who had one of those boxes. I bought it and, upon returning home, noticed the metered postage stamp – Dec. 13, 1972! My sister told me that as God was closing the door on one part of my life, he was opening another."

Clara adds: "As you read this newest edition of the Collector's Guide, don't be surprised if a bit of behind-the-scenes information suddenly reveals a special connection between Keepsake Ornaments and you. After all, these ornaments aren't merely decorations. They represent memories."

The Limited Edition Boxed Set, with the sixth and seventh editions of the Collector's Guide beautifully encased together, is available now at Hallmark Gold Crown stores. You also can purchase the seventh edition separately. The sixth edition will be available for separate purchase beginning in September.



Hallmark creates new products inspired by Keepsake Ornaments

Some of the 25th anniversary Keepsake Ornament designs, along with other Keepsake Ornament characters that you've come to love, are available this year on other popular Hallmark products.

"During last year's Artists On Tour events, we asked you to tell us if and how you'd like to see Keepsake Ornament designs used on other products," says Nancy Pretz from Hallmark Specialty. "Hallmark designers used your input to translate Keepsake Ornament artwork to lapel pins, magnets, note pads, stickers and rubber stamps. It's all in honor of the 25th anniversary of Hallmark Keepsake Ornaments."

Featured among these products are several based on **Joyful Messenger**, the Anniversary Edition Keepsake Ornament sculpted by Joyce Lyle. Other products feature Frosty Friends, Puppy Love or Tin Locomotive designs.

In addition, Hallmark is offering you several new ways to display your Keepsake Ornaments, including a gold metallic tree, wooden sled shelf, faux feather tree and fabric bell pull. "You told us that you're always looking for new ways to display Keepsake Ornaments in your homes," Nancy says. "These provide some unique, easy-to-use alternatives for you."

The coordinating products are available in stores now.



***Joyful Messenger** is among designs that have inspired new Hallmark products that coordinate with Keepsake Ornaments.*



Here's to 20 editions of Here Comes Santa

Santa is a talented fellow! Who else could look at ease driving a stagecoach, an ice cream truck, a trolley car, a train engine or a bumper car? He's done it all – and more! – as part of Here Comes Santa, the longest-running, still-continuing series in Keepsake Ornament history.

When **Santa's Motor Car** debuted in 1979, there were no plans to make it part of a series. But its popularity was eye-opening and, in 1980, **Santa's Express** officially got the series rolling.

Keepsake Ornament Studio Artist Linda Sickman, who sculpted 10 of the Here Comes Santa designs, says that her favorite is 1994's **Makin' Tractor Tracks**.

"I guess it's just my country background," says Linda. "But through all the years, it's been fun to watch how Santa travels."

Your suggestions and ideas are important!

When we say we love to hear from you, we aren't kidding! And although it's not possible for us to deliver Keepsake Ornaments that respond to each of your requests, we take note when we get multiple requests for the same kind of design.

That's among reasons why the answer to the two letters below is "Yes!" **Richard Petty**, the second in the Stock Car Champions ornament series, and the **NASCAR® Custom Murray® Champion** Numbered Edition Kiddie Car Classic from the Don Palmiter Custom Collection are available in Hallmark stores now!



Dear Keepsake Ornament staff,
I'm writing to say that I'm an avid collector of your ornaments, and my sons can't wait to see the new ones each year. Now for my request. I'm sure other people have written you about this, but here goes anyway. How about a Winston Cup race driver or car series? Racing is hot! I would buy anything and everything that has to do with NASCAR, and I'm sure others would, too! It would give my sons and husband something else under the tree that they'd really love! Thanks for reading this. Have a great summer, fall and winter. To everyone there - especially the artists - you're great!

Sincerely,

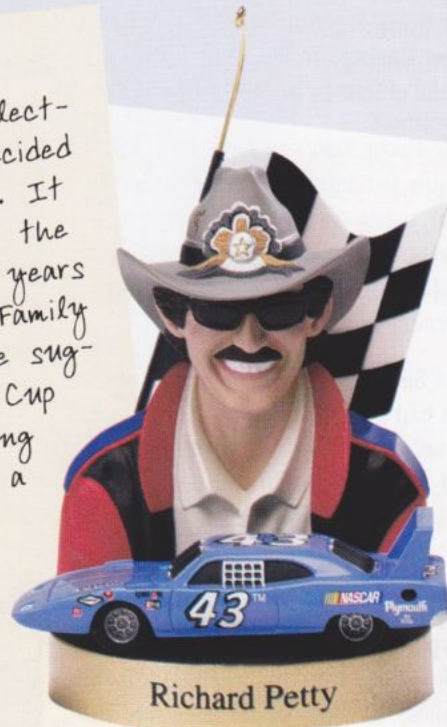
Kathleen M. Mietz
Weedsport, N.Y.

Dear Collector's Club,

I'm writing to tell you how much fun I'm having collecting ornaments from Hallmark. And, boy, am I glad I decided to join the Club. I enjoy the Collector's Courier a lot. It always has a lot of information - I especially like the issues with Clara's Top Picks. I hope to be collecting for years to come, and I can't wait to pass on the new Kowatch Family Tradition. I also was wondering if you could take on the suggestion of making ornaments dealing with Winston Cup NASCAR drivers like Jeff Gordon, etc. Winston Cup racing is very popular, and its collectibles are popular. I know a lot of people in Latrobe who would buy NASCAR ornaments from Hallmark. Keep up the good work!

Love from one of your members,

Janette Kowatch
Latrobe, Pa.



Get ready to celebrate 25 years of tiny treasures



HALLMARK
COLLECTIBLES

The excitement at Hallmark continues in 1999 when another favorite collectible line, Merry Miniatures® figurines, will celebrate its 25th anniversary. These tiny treasures debuted in 1974 as party favors for Easter, Halloween, Thanksgiving and Christmas.

"We have a rich history in Merry Miniatures® figurines, and we look forward to maintaining it," says Brenda Cherpitel, marketing strategist for Hallmark Collectibles.

Here are a few things that you can look forward to in Merry Miniatures® figurines:

- Whenever possible, in production, we are returning to the original materials to reduce the incidence of breakage.
- We will continue to box Merry Miniatures® figurines to protect them and make them more valuable to collectors.
- We have eliminated large boxed sets. All future pieces will be in two-

piece sets or will be individually packaged.

- The focus will be on event-exclusive pieces that will appear at times such as Keepsake Ornament Premiere and Holiday Open House. We'll also create Merry Miniatures® as special holiday promotions, and we'll focus on characters and designs you've told us you love.

"We've listened to you and talked with our retailers, and we're working to respond to your input," Brenda says. "You'll begin to see these changes in new Merry Miniatures® figurines, and we think you'll be pleased with the results."



You can find the new HERSHEY'S™ two-piece set of Merry Miniatures® in stores now.

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Artists bring first holiday designs to Spoonful of Stars

Beginning in October at your Hallmark Gold Crown store, you'll be able to add two new holiday designs to your collection of Becky Kelly figurines. **Dreams and Wishes** and **Christmas Caring** are the latest additions to the Spoonful of Stars by Becky Kelly Collection.

While Becky Kelly's artwork provides the inspiration for each figurine, Keepsake Ornament artists translate the artwork into three-dimensional collectibles. LaDene Votruba sculpted **Dreams and Wishes**, and Katrina Bricker sculpted **Christmas Caring**.

"The Santa in one of Becky's original drawings had a certain charm that appealed to me," says LaDene. "Even though I hadn't sculpted many Santas in the past, seeing Becky's drawing inspired me."

Beginning with these new holiday-themed pieces, each of the Spoonful of Stars figurines will incorporate a golden star — Becky's signature mark — somewhere in the design as a sign of authenticity. In addition, the pieces are individually hand-numbered in an edition of 9,999. For example, when you see 1E/385 on the

bottom of your Spoonful of Stars figurine, you'll know that you have the 385th piece in the first edition of that design. Numbered editions are available only until the announced retirement date and become increasingly rare over time.

Figurines in the Spoonful of Stars by Becky Kelly Collection capture warm, innocent memories of childhood. Special messages on each design, which commemorate relationships and celebrations with the ones you love, make them great choices for holiday gifts.



Introducing new talent – times three

There's more new talent in the Keepsake Ornament studio! We're pleased to introduce Rich LaPierre, Julie Forsyth and Rodney Gentry.

Rich LaPierre

Although a temporary member of the Keepsake Ornament family – he's on a one-year special assignment – Rich feels that becoming a Keepsake Ornament artist has been a natural transition for him. That's because, for the past 13 years, he worked in Hallmark licensing design creating artwork featuring PEANUTS®, GARFIELD® and LOONEY TUNES™.

"You'll see my original artwork of those characters on Hallmark gift wrap, greeting cards, calendars and partyware," Rich says. In fact, Rich provided original drawings of licensed characters from which Bob Siedler and Robert Chad sculpted several Keepsake Ornaments that appeared in past years' lines.

An avid reader and an animation trivia buff, Rich is originally from Massachusetts. He collects all kinds of Bugs Bunny memorabilia.

Julie Forsyth

Were you a collector of Hallmark Little Gallery figurines? Then you probably already have pieces in your collection that were created by Julie – she sculpted Little Gallery designs for six years. She also sculpted figurines for the Betsey Clark Collectors Club – Hallmark's very first club for collectors.

"I left Hallmark to become a full-time mom to my son and daughter 15 years ago, and now I'm happy to be a full-time sculptor again," she says.

Julie also created several Keepsake Ornaments and Merry Miniatures® figurines

while working on a free-lance basis. **Open Me First**, a 1996 Keepsake Ornament, and **Apple Harvest** and **Tea Time**, which were 1997 Merry Miniatures® figurines, are among Julie's creations. You can look for her upcoming work in the Spoonful of Stars by Becky Kelly collection.

Julie creates theatrical costuming for Kansas City-area dance companies and, like her sister, she enjoys making jewelry. Her sister, by the way, is Keepsake Ornament Artist Sue Tague.

Rodney Gentry

After 19 years at Hallmark in various roles, Rodney's creative spirit prompted him to seek additional training at the Kansas City Art Institute. A life-long computer buff, he chose courses to cultivate his computer-design capabilities. As a Keepsake Ornament technical artist, he concentrates on design details – from logos to colors – that are critical to collectible authenticity.

"The best part of working in the Keepsake Ornament studio is seeing the creative process from concept to finish," he says. "I'm amazed to see the talent that surrounds me."

Rodney spends his spare time with his wife and two daughters, and he also enjoys fishing and working in his yard.



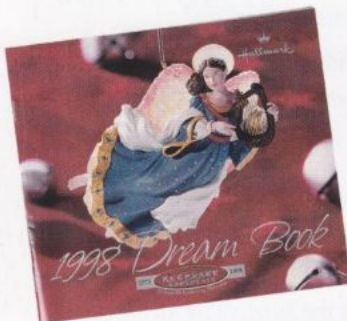
ARTIST'S
SKETCHBOOK



(Clockwise from top) Rich LaPierre, Rodney Gentry and Julie Forsyth

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**Just three
little errors
in that
great big
Dream Book!**



Information on page 5 of the 1998 *Dream Book* about **Angelic Flight**, made in a limited edition of 25,000, indicates that the ornament is dated. **Angelic Flight** is not dated.

On page 49, a Miniature Ornament was mis-labeled. The correct name for Fishy Surprise actually is **Tasty Surprise**.

Also, page 58 of the *Dream Book* features the Great American Railways Collection. The collection erroneously was labeled as the Lionel Limited Collection.

In addition, we want you to know that **African-American Holiday BARBIE™**, on page 10 of the *Dream Book*, is the first in a new series. It's not an addition to the ongoing Holiday BARBIE™ ornament series. And for the dog-lovers out there, Anita Marra Rogers says this year's **Puppy Love** design, pictured on page 21, is a Black Labrador. Finally, the photo of the **1995 Murray® Fire Truck**, a Keepsake Ornament in the Crown Reflections collection on page 15 of the *Dream Book*, was taken before Keepsake Ornament Artist Tammy Haddix added the final touches to the design. When you see the actual ornament, you'll notice holiday gifts piled in the back of the fire truck!

**Happy 25th
Anniversary
to YOU!**

The secret is out – the 25th anniversary surprise for 1998 Club members is an exclusive ornament depicting 12 of the most beloved Keepsake Ornaments. Clara Johnson Scroggins says, "When collectors see it, they'll say 'I gotta have it!'"



The surprise ornament represents heartfelt thanks from Hallmark for the role that Club members have played in the evolution of Hallmark Keepsake Ornaments. These ornaments mail separate from membership kits. Members who enrolled by May 22 began receiving them in July. Club members who enroll during the summer months will receive the gift in October, and collectors who enroll during the last quarter of the year will receive it in February 1999, after the 1998 Club year officially has closed.

Happy Anniversary and THANK YOU!

**Do you
see stars...??**

...on the mailing label of this issue of the *Courier*? If so, you haven't renewed your membership for 1998. Renew now so you can order your Club Edition ornaments and receive your special 25th anniversary gift ornament from the Club. (The gift ornament is mailed separate from your membership kit.) If your renewal and this issue of the *Courier* crossed in the mail, welcome to the 1998 membership, and please disregard this reminder!

P.S. Club memberships make thoughtful gifts. Call 1-800-523-5839 to renew or enroll a friend.



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, 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)

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Collector's Club
498RCB1717
August 1998

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Mbr #123456***
CAROL COLLECTOR
123 MAIN ST
NORTH POLE AK 99999-1234