



# Collector's Courier



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MARCH 2000

## Looking Forward.... Looking Back in the year 2000!

We are looking forward to sharing the new millennium with all our KOCC members! "As 2000 continues to unfold, we will be bringing you new surprises and opportunities while keeping favorite club member-benefits of the past," says Anne Rothers, Club manager. "Everyone who joins in 2000 will receive the high-value benefits package the Club is known for – including three exclusive membership ornaments that, this year, have a retail value of \$35. (U.S.)" One of the highest-ranking Club benefits came in the same envelope as this newsletter – your personal copy of the 2000 "Looking Forward...Looking Back" *Dream Book* mailed to your home before other shoppers receive it!



*Tammy Haddix sculpted **Cool Decade** and created a special version exclusively as a 2000 member-get-member gift. Notice how it differs in color from the first-in-series design that's in the 2000 **Dream Book**. A gold seal on this ornament's package says "Exclusive 2000 Member-Get-Member."*

Here's a look at other members-only options for 2000. Choose one or more and reap the rewards!

### **Member-Get-Member Gift**

When you're a 2000 member and sign up a new Club member, you'll get **Cool Decade**, an exclusive version of a 2000 first-in-series Keepsake Ornament. "Back by popular demand, this option lets us reward you for introducing the Club to people who would enjoy special Keepsake Ornaments at a special value," Anne says. For every new member you sign up, we'll send you one exclusive **Cool Decade** Keepsake Ornament. "We will begin shipping them in April. Sign up a new member late in the year, and you'll receive **Cool Decade** in early 2001."

### **Multi-Year Bonus**

When you join the Club for a two- or three-year membership, you save money, get priority shipping in your second and third years of membership, and you get **Bell-Bearing Elf**, an exclusive Keepsake Ornament that coordinates with the 2000 Membership group, absolutely free. "When you join for more than one year, you give us a vote of loyalty and confidence, and this is our way of showing appreciation," Anne says. Judging from the response last year, you're appreciative in return – more than half of the 1999 Club membership joined for more than one year! "Anyone who's already a multi-year member gets **Bell-Bearing Elf** automatically," Anne adds. These ornaments will begin shipping in late spring.

### **A Plus during Premiere**

Again in 2000, you'll receive something special just for being a 2000 Club member at Keepsake Ornament Premiere – that's July 15 only. "Watch the May issue of this newsletter – that's when we'll release information about the opportunity you'll get just for being a Club member and attending Premiere," says Anne. "It will be something special, and will be available only while supplies last, so plan to arrive early on Premiere Day. And stay tuned as the year progresses to learn about other offers or product debuts."



*Ken Crow sculpted **Bell-Bearing Elf**, the multi-year bonus ornament that coordinates with the 2000 Membership Ornaments.*

### WHAT'S INSIDE

*New charms help you personalize Keepsake Ornaments*

*Times Capsules let you capture memories*

*You're 50, Charlie Brown!*

*Li'l blown glass adds glimmer*

*Great, new decorating ideas*





# American Spirit Collection™ pockets a hit among adult collectors and fascinated kids

The Hallmark American Spirit Collection™, in cooperation with the U.S. Mint, continues to introduce collectible gift products with uncirculated 50 States Quarters™. Coming out in the year 2000 are ornaments, U.S. coin sets and limited-edition fine pewter figurines for Massachusetts, Maryland, South Carolina, New Hampshire and Virginia. Each of these five states joined the Union in 1788.

People who receive American Spirit Collection™ items as gifts or who purchase them for their own collections undoubtedly are learning about the history of the United States with each new quarter. Many of those people are children.

Tim Staley, a member of the American Spirit Collection™ team and father of six-year-old Megan, has learned first-hand how the items in the collection get kids excited about history.

"The first of these new quarters we got was the Pennsylvania quarter. We happened to get it when we were on vacation at the zoo in Omaha," Tim recalls "Since then, Megan has found three more of the quarters – and she's on the look-out for Connecticut's. With the debut of the American Spirit Collection™, Megan's interest in history really took off. It's fun to see how excited she gets as she learns about each state and about America."

One of the products that has proven most popular with kids is the Collector's Kit. The kit comes with cards to hold the quarters, activity sheets and stickers – all in a full-sized metal lunch box. The American Spirit Collection™ will not be available in Canada.



*In addition to giving kids a safe place to put the quarters, the Collector's Kit has a variety of activities to help them learn more about the United States and coin collecting.*



FROM ANNE

## Talk Back!

It's been said that "feedback is a gift." I certainly agree! The word feedback, of course, can have a negative connotation because at times, when we think about giving it, we are dissatisfied or even angry about something. When things are going well, we don't often think about giving feedback...hence the adage "no news is good news."

Well, no news from the Club's perspective is **not** good news! We want to hear from you! Please tell us what is on your mind. If we could offer you one new benefit for being a KOCC member, what would it be? What current benefit should always be a part of KOCC membership? What are we doing great? What can we improve upon? What would you like us to stop doing? Any other ideas?



As we move into the next millennium, the Keepsake Ornament Collector's Club wants to continue to deliver the right products and services at the right time, and at the right value. You can help us by telling us what's on your mind. We are listening!

Happy Collecting  
(and happily waiting to hear from you!)

*Anne Rockers*

Anne Rockers  
Manager  
Hallmark Keepsake Ornament  
Collector's Club



# New charms help you personalize Keepsake Ornaments

You can attach some honest-to-goodness charm to your favorite Hallmark Keepsake Ornaments with new ornament charms. Made of clear acrylic or brass, the charms are designed to help you personalize Keepsake Ornaments to make them even more meaningful to recipients.

"Every year, we get requests asking for special ornaments for special people, such as nieces and nephews, or for unique occasions," explains Kim Jones, a member of the Keepsake Ornament team. "You've also told us you want ornaments for adult children and grandchildren. The new ornament charms let you choose the Keepsake Ornament that best meets your needs and then personalize that ornament with an appropriate message."

Twenty-four charms will debut at the 2000 Hallmark Keepsake Ornament Premiere in July. Acrylic design captions include **Mom, Dad, Grandma, Grandpa, Daughter,**

**Son, Sister, Brother, Granddaughter, Grandson, Niece, Nephew, Thank You, Thinking of You, Happy Holidays, Great Teacher, I Love You, Peace on Earth, Congratulations, Friends Forever, Believe, and Happy Birthday.** In addition, two brass charms will be available in the shapes of a heart and a cross.

Each charm has a spring clasp similar to that found on a necklace or bracelet, and easily attaches to the ornament hook. At only 95 cents (U.S.) each, you'll be charmed by this new addition to the Keepsake Ornament line!

*(At left) Add a "Friends Forever" charm to a Keepsake Ornament that you've chosen for a long-distance friend, and the gift becomes even more special and meaningful. (Above right) Or choose the "Happy Holidays" charm to attach a seasonal message to any Keepsake Ornament. Later, the charm can be removed and the ornament could be displayed throughout the winter months or all year long.*



## Time Capsules let you capture memories for the ages

It's finally here – the year 2000! Now it's time to think about how you're going to keep the commemorative items and memories that chronicle the experience of this monumental turn of the millennium. Have we got an idea for you!

Hallmark Keepsake Ornaments is introducing two new Time Capsule ornaments, one for general use and one for Our First Christmas Together. These handcrafted ornaments feature a twist-off cap and an insert page that encourages you to record your memories for future generations.

"The time capsules will help you capture and share your memories and life events," says Kim Jones, a member of the Keepsake Ornament team. "Each year, as you decorate your tree, you can open the time capsule and recall your memories, hopes and dreams at the turn of the millennium."

The general time capsule helps you identify thoughts and memories from the year 2000 along with wishes and dreams for the future. The first-Christmas time capsule provides a place to record the magic of that first Christmas together – people the couple visited, how they celebrated and more.

The Time Capsule Keepsake Ornaments cost only \$10.95 (U.S.) each and will be available beginning at Hallmark Keepsake Ornament Premiere in July.

*You can place your own special mementos inside either Time Capsule, such as a birth announcement, lock of hair, photo, newspaper articles or a letter to future generations. (Below) For example, a Time Capsule Keepsake Ornament can become a treasured repository for smaller items from baby's first year*





# New from School Days Lunch Boxes™ – Domes and Drink Containers

Responding to your requests, Hallmark is thrilled to introduce domed lunch boxes and lunch boxes with drink containers into the School Days Lunch Boxes™ line this year. Plus, lunch boxes with domes and the lunch boxes with drink containers all will be offered in Limited Editions, a first for this collection!

"Many of the favorite lunch box designs originally came in dome shapes," says Don Spahr, creative product designer on the School Days Lunch Boxes team. "We've also seen how popular the drink containers have been with the lunch box replicas in the Keepsake Ornament line. We're thrilled that we can now include drink containers, too."

Arriving at Hallmark Gold Crown® Stores in March, the first domed lunch box design is **The Jetsons™**, one of the most highly sought-after lunch boxes of all time. This lunch box and the other domed designs for this year all will be offered in limited editions of 24,500. Like previous School Days Lunch Boxes, the domes also will have working lids with latches.

The first lunch box to feature a drink container will be the **Batman™ and Robin™** lunch box, which debuts in July in a limited edition run of only 19,500. The cups on the drink containers will be removable!

"You've told us that these lunch boxes strike a chord with anyone who carried their lunch to and from school," adds Don. "Now, with features like domes and drink containers – and limited editions on top of that – these lunch boxes likely won't be available very long!"

Other designs that will be introduced this year include: March – **Hopalong Cassidy™** (Numbered Edition), May – **Mickey Mouse Circus** (Numbered Edition), **STAR WARS™: The Empire Strikes Back** (Numbered Edition), **Yellow Submarine** (Limited Edition dome of 24,500), July – **Disney Firetruck** (Limited Edition dome of 24,500). Three more exciting designs will be available in September.



*The Batman™ and Robin™ design is the first to include a drink container, and THE JETSONS™ design will debut as the first domed design. The Yellow Submarine design will debut in May and, with the Yellow Submarine Keepsake Ornament, makes a great gift.*

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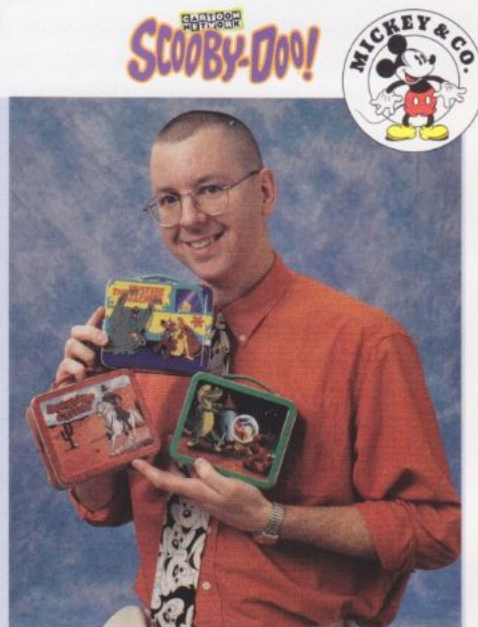
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## Meet Rich

Artist Rich LaPierre joined the School Days Lunch Boxes team last fall as lead design artist. When the people at Hallmark need an expert to translate America's all-time favorite lunch box designs into new collectible gifts, they turn to Rich.

"I'm creating fun, new designs," Rich says. "I hope that School Days Lunch Boxes™ fans will enjoy some of the upcoming surprises."





# Good grief! You're 50, Charlie Brown!

For five decades, the Peanuts® gang has delighted us, laughed with us, and inspired us with a special blend of wit and wisdom. In celebration of the gang's 50th anniversary, Hallmark proudly introduces Peanuts® Gallery, an all-new year-round collection that showcases Charles Schulz's beloved cast of characters in a variety of exciting new products.

Four limited-edition jointed porcelain figurines head up the Peanuts® Gallery lineup for 2000. Arriving in stores beginning in March, these innovative figurines feature **Lucy, Linus, Charlie Brown** and **Snoopy**. Almost six inches in height, each handcrafted figurine features real fabric clothing (Linus has his blanket, of course!) and offers you the ability to pose your favorite characters to personalize your displays. Collect the entire set to create a Peanuts® scene on a shelf, desktop or coffee table in any season of the year.

Peanuts® Comic Strips make it easy to bring the classic Peanuts® magic to any wall or desk. These limited-time edition prints feature Schulz's masterful artwork attractively matted under glass. And a limited-edition porcelain and acrylic figurine, **The Winning Team**, combines the charm of comic strips with the enchantment of figurines to create a unique three-dimensional display.

The Peanuts® Gallery also features porcelain figurines depicting your favorite characters in familiar scenes. The characters we love are all here, artfully portrayed in the situations in which we remember them best. Whether it's Snoopy as Joe Cool, Lucy pulling Charlie Brown's football away, or Charlie Brown atop the pitcher's mound, each highly detailed figurine captures fun memories you'll want to share with someone special.

The Snoopy and Friends series, also part of Peanuts® Gallery, makes its debut with **On the Course**, the first in this adorable numbered-edition group that celebrates the special relationship shared by Snoopy and his yellow-feathered companions.

Last but not least, don't miss the "Five Decades" miniature pewter figurines — they're available only in the anniversary year. All shorter than two inches tall, these unique miniatures chronicle the evolution of Charlie Brown, Lucy, and Snoopy during half a century of changes. A must for collectors and longtime fans!

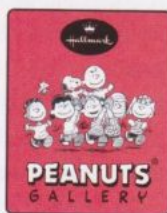
Look for the Peanuts® Gallery and other Peanuts® products available now in your local Hallmark Gold Crown Store, your headquarters for Peanuts fun in 2000!

*He's handcrafted, he has real fabric clothing, and he's posable — you can move his arms and legs into different positions!*

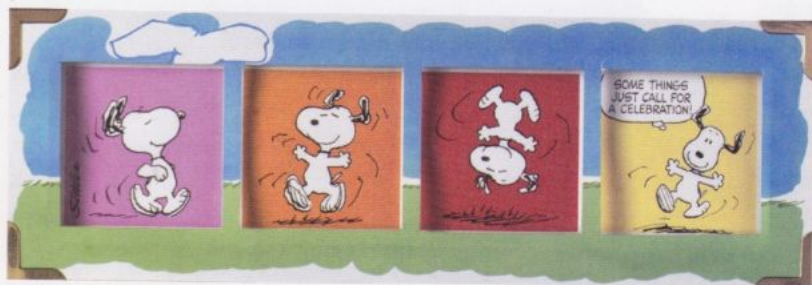
*He — Linus, that is! — is among innovative figurines in the new Peanuts® Gallery group of collectibles from Hallmark. Linus and several of his friends will begin appearing in stores in March.*



*"Five Decades" miniatures pewter figurines (pictured in photo at left) will be available only during 2000. (Below left) Limited-time edition prints and (below right) the first in the Snoopy and Friends series would make wonderful gifts for any Peanuts® fan.*



PEANUTS © United Feature Syndicate, Inc.





# Looking forward to a new century, and

Read on to get a “behind the scenes” look into the inspiration behind several of the new Keepsake Ornament designs. As the 2000 *Dream Book* indicates, you’ll see that each design lets you enjoy “Looking Forward....Looking Back.”

## ToyMaker Santa

Keepsake Ornament Artist Ken Crow truly is a kid at heart. Perhaps that’s why he relates so well to Santa! For **ToyMaker Santa**, first in the series, Ken captures the top toymaker giving a train one last test drive before he leaves it for a good little boy or girl on Christmas Eve. “Santa really is a big kid who likes to have fun, too,” says Ken. “He gets to do what we’d all like to do if no one were looking.” And he’ll keep having fun in this series, which will feature more merry-making situations in coming years. Ken saw a children’s train at a local park, and immediately knew it would make a great Keepsake Ornament design. “The train’s driver is a retired railroad engineer. How I wish I’d had a big train set like that to ride on when I was a kid!” he says.



## Robot Parade

When Nello Williams’ elementary-school teacher told his mother that he walked like a robot in the classroom, he had no idea that, years later, the comment would lead him to begin a new series of Keepsake Ornaments called **Robot Parade**. Modeled after tin robots of the 1940s and 1950s – those marvelous, mechanized household helpers, encyclopedias and watch dogs that sprang from the minds of scientists and science-fiction writers – these toy-robot Keepsake Ornaments are reminiscent of Christmases when Nello and so many of us were growing up. “I would have loved to find a toy robot under my Christmas tree when I was a child, rather than so much underwear!” Nello says. Look for a different robot to join the series each year.



## Fashion Afoot



Raised on a farm, Joanne Eschrich remembers leafing through the Sears & Roebuck and Montgomery Wards catalogs to make her list for Santa when she was a young girl. Now, those older catalogs serve as her research guide for **Fashion Afoot**, a new Keepsake Ornament series of antique shoes and boots. Each piece in the series will be a hinged porcelain box – in the shape of a shoe or boot – with a cute animal. The clothing on the animals, Joanne explains, will match the style of the shoe. “I chose the most popular shoes from certain time periods. This year’s ornament represents the late 1800’s style of button-up boots. I remember seeing a photograph of my grandmother with black button-up boots just like the one I sculpted,” she says.

## Cool Decade

After completing **Fabulous Decade**, the popular series from the 1990s, Keepsake Ornament fans immediately began asking for another series to commemorate the new decade. **Cool**



**Decade** answers that request. Artist Tammy Haddix sculpted the first in the series, which features a walrus floating on a piece of ice that has been carved into the year 2000. Each of the 10 ornaments in this series will show a different “polar pal” wearing some type of clothing to keep it warm. “These are the animals that live near Santa’s wonderland. They help him celebrate Christmas,” Tammy says.

## Ice Block Buddies

For the new miniature series, **Ice Block Buddies**, Keepsake Ornament Artist Linda Sickman drew some of her inspiration from the highly sought-after 1980 first edition **Frosty Friends** ornament. “This new, first-in-series miniature is reminiscent of the Eskimo sitting on the block of ice, singing Christmas carols with his polar bear friend,” says Linda. You can look forward to seeing additional arctic “buddies” join this little seal – who’s proud to welcome 2000 as a first edition– as the series continues.

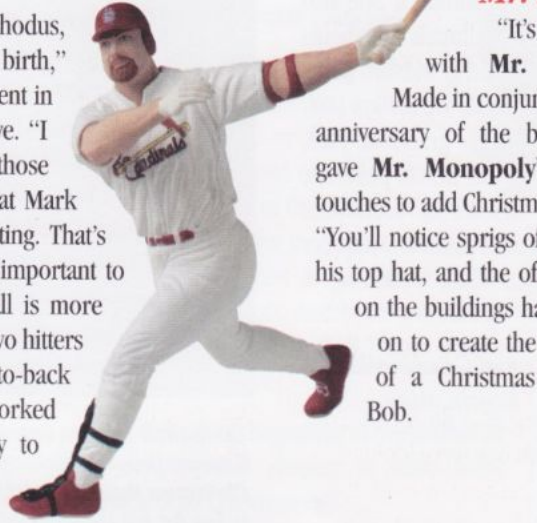




# looking back to many treasured memories

## Mark McGwire

For Keepsake Ornament Artist Dill Rhodus, who's been a baseball fan, he says, "since birth," sculpting **Mark McGwire** as the fifth ornament in the At the Ballpark series was a labor of love. "I worked to get his stance just right, along with those muscular arms," Dill says. "You'll notice that Mark wears a shin guard on his left leg while batting. That's because he fouls off so many balls that it's important to protect his legs from injury." While baseball is more than 100 years old, McGwire is among only two hitters who have smacked 60 homeruns in back-to-back seasons, and the Keepsake Ornament team worked tirelessly for the opportunity to introduce this ornament in 2000. After all, the At the Ballpark series just wouldn't be complete without **Mark McGwire!**



## Mr. Monopoly™

"It's Christmas from Baltic Avenue to Boardwalk" with **Mr. Monopoly™**, sculpted by Bob Siedler. Made in conjunction with the 65th anniversary of the board game, Bob gave **Mr. Monopoly™** special touches to add Christmas spirit. "You'll notice sprigs of holly on his top hat, and the office lights on the buildings have been left on to create the appearance of a Christmas tree," says Bob.



## Snowy Garden

*inspired by Marjolein Bastin*

Raising rabbits was a family pastime for Joyce Lyle when she was growing up. Joyce and her six brothers were allowed to pick one bunny from the rabbit hutch to raise as a pet in the house.

She drew on this childhood experience when she sculpted **Snowy Garden**, inspired by the artwork of Marjolein Bastin.

"I wanted to show the contrast between the cold of the winter and the coziness of the bunny all snuggled up to keep warm," she said. "When you look at this ornament, I hope you'll feel the warmth that Marjolein conveys in her wonderful artwork."



## Advance to Go!

She grew up playing board games with her family, so Keepsake Ornament Artist Sharon Pike felt a "natural fit" when she was asked to sculpt the pewter miniature, **Advance to Go!**, first in the series. "I remember playing MONOPOLY® with my brother – he'd always win!" she says. "We still have the actual game that we spent so many hours playing together," Sharon adds.

While the Sack of Money playing piece is the newest addition to the MONOPOLY® Game (it was introduced in March 1999, and visitors to the MONOPOLY® web site immediately voted it their most-favorite game piece), the nostalgia of the game itself still remains as a reminder to many people of a simpler time.





# Choose for yourself? Choose as gifts? Your cards and letters say, 'Do both!'

"My mother, Dianne Allen, creates such a beautiful, all-Hallmark tree each holiday season that people drop by just to admire it. She also decorates a separate 'Grandma Tree' with all of the Hallmark ornaments from her granddaughter and grandson. When we receive the *Dream Book*, we always look to see what's coming out for grandma. Plus, my sister and I race to be the first to purchase the **Mom** Keepsake Ornaments each year. There's nothing that makes mom any happier or any more excited than receiving a Hallmark ornament!"



MAILBOX



Jodi Groenewold  
Rogers, Minn.

*Some of Dianne Allen's holiday visitors drop by for only one reason – to view her tree decorated with Keepsake Ornaments! In addition to this beauty, Dianne also decorates a special tree with ornaments from her grandchildren. Creating a separate tree or wreath adorned with special Keepsake Ornaments from special people is a great idea!*



*The Seniecle children were born in 1981, 1982 and 1985. Their mother began Keepsake Ornament collections for each of them with the **Baby's First Christmas** designs. As children grow older, they often become more difficult to buy for, but the Seniecles, like many other families, have discovered that Keepsake Ornaments never go out of style!*

"Every year since their birth, I've given my children Keepsake Ornaments because giving them for Christmas one year helps preserve memories for every year to come. Here's a 1998 photo of my daughters and son, each holding their **Baby's First Christmas** ornaments. I have two trees full of Keepsake Ornaments and some day, when the kids have their own homes, they'll be able to decorate with their own already-growing collections."

Linda Seniecle  
Syracuse, N.Y.

"I was so pleased when you came out with Keepsake Ornaments inspired by *The Wizard of Oz*™. I've been an Oz collector for many years, and I'm thrilled to see the new ornaments each year. Here's a photo of my Oz Christmas tree, which I've decorated each year since 1995. I'm looking forward to seeing this year's new Keepsake Ornaments in my local store. Keep up the excellent work!"

Paul S. Smith  
Johnstown, Pa.



*Paul Smith's Oz-themed Christmas tree includes Keepsake Ornaments adorned with yellow ribbons in tribute to the Yellow Brick Road. It's a great idea for a themed tree!*

## Stay Tuned!

Details of this year's artist appearances are still being finalized as this issue of the Courier goes to press.

Be sure to watch the mail for more details of this fall's special appearances. We're working hard to give you an all-new program with lots of exciting changes that you've been asking for!





# Li'l Blown Glass ornaments add glimmer to the holidays

Looking for a sparkling accent for that small blank spot on your tree? In the mood to create an unusual new centerpiece for your holiday table? Searching for unique party favors or placeholders for a formal luncheon or holiday dinner party?

"We've added more than two dozen small blown glass ornaments to our collection this year," says Amy Baumgartner, a member of the Keepsake Ornament team. "You told us you liked the small blown glass ornaments that we offered in sets of eight. But you wanted more flexibility in choosing your favorite designs or carrying out a certain color theme.

"So, this year, we'll be offering more designs as single ornaments and in color-themed sets of three. You'll see new designs and some popular favorites."

Because of their subject matter, their sparkling colors and glittering style, these

small ornaments reflect the true meaning of kugels, the "tree jewelry" that became a tradition in Europe many years ago.

They are perfect for filling in those awkward, small spaces on a tree, wreath, or garland, or for transforming an empty bowl or basket into a shimmering symbol of the season. They're also an ideal choice for the person who's just developing an interest in European hand-blown glass ornaments. And better yet, all are priced at less than \$10 (U.S.) and feature classic Christmas icons.

Look for them beginning in September in their own special display at your local Hallmark Gold Crown store.

*Li'l Stars are packaged in sets of three, with three different color themes. The remaining 22 designs are individually boxed, enabling you to select, for example, all teddy bears, all snowmen, or all Santas.*



## Exclusive news for Club members

Here are the names of Keepsake Ornament studio artists who created new designs for the 2000 collection of small blown glass treasures. Their names do not appear on the packaging or in the *Dream Book*.

**Nina Aubé:** Li'l Roly-Poly Santa, Li'l Roly-Poly Penguin, Li'l Roly-Poly Snowman  
**Kristina Kline:** Li'l Grapes, Li'l Pear, Li'l Pineapple, Li'l Apple.



**Bonnie Bonnet** bounces in for April, bringing a basket of Easter fun. **Missy Milliner** marches in for May, dressed in her Mother's Day best. And **B.B. Capps** runs in for June, sure to be a bit with summer sports fans.

## Hats off to the Hatters!

The first three characters in the new Merry Miniatures® annual collection, the Happy Hatters, began appearing in Hallmark stores in January and already are adding their own special charm to the year. They each wear a hat symbolic of a season or event in a particular month.

Now, the next three Hatters – great for Easter baskets or Mother's Day gifts – are set to bring warm smiles from any friend or loved one. The display base is designed to showcase all 12 of the Hatters, or you can display and store them inside the new, clear packages. Look for the next three designs, for April through June, to arrive in stores this month.

Also available now from Merry Miniatures®, the new Madame Alexander® Collection, which debuts with **Mop Top Wendy** and **Mop Top Billy**.

Madame Alexander®  
ALEXANDER DOLL COMPANY





# Hallmark Collections retirements

## KIDDIE CAR CLASSICS

| Stock #    | Design                                       | Issued | Retired |
|------------|----------------------------------------------|--------|---------|
| 4800QH9012 | 1953 Murray® Dump Truck                      | 10/92  | 10/93   |
| 4500QH9008 | 1955 Murray® Champion Blue                   | 10/92  | 10/93   |
| 5000QH9003 | 1941 Murray® Airplane                        | 10/92  | 10/93   |
| 5000QH9001 | 1955 Murray® Fire Truck                      | 10/92  | 10/93   |
| 5500QH9004 | 1955 Murray® Tractor and Trailer             | 10/92  | 12/93   |
| 5000QH9094 | 1956 GARTON® Kidillac                        | 7/94   | 12/94   |
| 4500QH9006 | 1955 Murray® Fire Chief                      | 9/93   | 1/96    |
| 5000QH9010 | 1955 Murray® Fire Truck                      | 3/94   | 1/96    |
| 5000QH9009 | 1941 Steelcraft Spitfire Airplane by Murray® | 3/94   | 1/96    |
| 5000QH9020 | 1950 Murray® Torpedo                         | 3/95   | 1/96    |
| 5000QH9005 | 1968 Murray® Boat Jolly Roger                | 9/93   | 2/96    |
| 4800QH9007 | 1955 Murray® Ranch Wagon                     | 1/94   | 2/96    |
| 4800QH9011 | 1955 Murray® Dump Truck                      | 3/94   | 3/96    |
| 4500QH9002 | 1955 Murray® Red Champion                    | 3/94   | 3/96    |
| 6500QH9021 | 1937 Steelcraft Auburn                       | 7/95   | 4/96    |
| 5000QH9015 | 1939 Steelcraft Lincoln Zephyr by Murray®    | 9/94   | 7/96    |
| 5500QH9017 | 1959 GARTON® Deluxe Kidillac                 | 3/95   | 9/96    |
| 6500QH9024 | 1937 Steelcraft Airflow by Murray®           | 10/95  | 9/96    |
| 6500QH9029 | 1935 Steelcraft by Murray®                   | 5/96   | 9/96    |
| 5500QH9019 | 1961 GARTON® Casey Jones Locomotive          | 3/95   | 10/96   |
| 5500QH9018 | 1958 Murray® Atomic Missile                  | 11/94  | 1/97    |
| 5000QH9032 | 1935 Steelcraft Airplane by Murray®          | 10/96  | 2/97    |
| 4500QH9013 | 1961 Murray® Speedway Pace Car               | 9/94   | 3/97    |
| 5000QH9016 | 1956 GARTON® Dragnet® Police Car             | 9/94   | 5/97    |
| 6500QH9035 | 1937 GARTON® Ford                            | 5/97   | 6/97    |
| 4500QH9022 | 1956 GARTON® Mark V                          | 11/94  | 7/97    |
| 5500QH9095 | 1962 Murray® Super Deluxe Fire Truck         | 10/95  | 7/97    |
| 5000QH9033 | 1956 Murray® Golden Eagle                    | 5/97   | 7/97    |
| 5000QH9023 | 1964 GARTON® Tin Lizzie                      | 10/95  | 10/97   |
| 4800QH9014 | 1961 Murray® Circus Car                      | 9/94   | 11/97   |
| 6500QH9038 | 1938 GARTON® Lincoln Zephyr                  | 10/97  | 12/97   |
| 5000QH9026 | 1948 Murray® Pontiac                         | 10/95  | 6/98    |
| 7000QH9040 | 1929 Steelcraft Roadster by Murray®          | 5/98   | 9/98    |
| 9000QH9045 | 1926 Steelcraft Speedster                    | 7/98   | 9/98    |
| 5500QH9027 | 1961 Murray® Super Deluxe Tractor w/Trailer  | 8/96   | 12/98   |
| 6000QH7105 | 1930 Spirit of Christmas BiPlane             | 10/98  | 12/98   |
| 5500QH9025 | 1955 Murray® Royal Deluxe                    | 10/95  | 3/99    |
| 5500QH9030 | 1964 1/2 Ford Mustang                        | 10/96  | 3/99    |
| 5500QH9028 | 1956 GARTON® Hot Rod Racer                   | 5/96   | 5/99    |
| 5500QH9034 | 1939 GARTON® Ford Station Wagon              | 5/97   | 5/99    |
| 5500QH9031 | 1941 Murray® Junior Service Truck            | 9/97   | 5/99    |
| 5500QH9037 | 1940 Gendron "Red Hot" Roadster              | 5/97   | 9/99    |
| 5500QH9036 | 1941 Steelcraft Oldsmobile by Murray®        | 10/97  | 9/99    |
| 5500QH7102 | Don's Street Rod                             | 7/98   | 9/99    |
| 6000QH7101 | 1950's Custom Convertible                    | 7/98   | 9/99    |
| 6000QH9054 | 1950 Holiday Murray® General                 | 10/99  | 12/99   |

## SIDEWALK CRUISERS

| Stock #    | Design                                           | Issued | Retired |
|------------|--------------------------------------------------|--------|---------|
| 3500QH6301 | 1937 Steelcraft Streamline Scooter by Murray®    | 10/95  | 10/97   |
| 4500QH6302 | 1966 GARTON® Super-Sonda                         | 10/95  | 12/97   |
| 4800QH6310 | 1935 American Airflow Coaster                    | 10/96  | 3/98    |
| 3800QH6312 | 1941 Keystone Locomotive                         | 10/96  | 12/98   |
| 4500QH6304 | 1939 Mobo Horse                                  | 10/95  | 12/98   |
| 5500QH6307 | 1958 Murray® Police Cycle                        | 10/95  | 3/99    |
| 4500QH6306 | 1935 Steelcraft Streamline Velocipede by Murray® | 10/95  | 3/99    |
| 4800QH6305 | 1940 GARTON® Aero Flite Wagon                    | 10/95  | 3/99    |
| 3800QH6303 | 1963 GARTON® Speedster                           | 10/95  | 3/99    |
| 3800QH6309 | 1950 GARTON® Delivery Cycle                      | 5/96   | 5/99    |
| 4800QH6308 | Late 1940s Mobo Sulky                            | 8/96   | 5/99    |
| 4500QH6311 | 1935 Sky King Velocipede                         | 10/96  | 9/99    |

## KIDDIE CAR CORNER

| Stock #    | Design                             | Issued | Retired |
|------------|------------------------------------|--------|---------|
| 7000QH6301 | KC's Garage                        | 10/97  | 1/98    |
| 2500QH6302 | Pedal Petroleum                    | 10/97  | 3/99    |
| 1500QH6305 | Sidewalk Sales Signs               | 10/97  | 9/99    |
| 3000QH6303 | Pedal Power Premium                | 10/97  | 9/99    |
| 3000QH6306 | Welcome Sign, Bill's Boards Series | 10/97  | 9/99    |
| 1500QH6304 | Sidewalk Service Signs             | 10/97  | 9/99    |

## SCHOOL DAYS LUNCH BOXES™

| Stock #    | Design             | Issued | Retired |
|------------|--------------------|--------|---------|
| 1095QH8813 | 1970s Hot Wheels™  | 11/98  | 7/99    |
| 1095QH8801 | 1950s Howdy Doody  | 11/98  | 12/99   |
| 1095QH8802 | 1950s Lone Ranger™ | 11/98  | 12/99   |
| 1095QH8803 | 1950s Superman™    | 11/98  | 12/99   |

## HALLMARK-EXCLUSIVE BARBIE DOLLS

| Stock #     | Design                          | Issued | Retired |
|-------------|---------------------------------|--------|---------|
| 5000QH83403 | Holiday Sensation™ BARBIE® Doll | 10/99  | 12/99   |

## GREAT AMERICAN RAILWAYS

| Stock #     | Design                                             | Issued | Retired |
|-------------|----------------------------------------------------|--------|---------|
| 120QHT7801  | LIONEL® 726 Berkshire Steam Locomotive             | 11/98  | 12/99   |
| 9500QHT7804 | LIONEL® 2332 Pennsylvania GG-1 Electric Locomotive | 11/98  | 12/99   |

## RETIRING NOW

| Stock #     | Design                                        | Issued | Retired |
|-------------|-----------------------------------------------|--------|---------|
| 3800QH6314  | 1939 American National Pedal Bike             | 5/97   | 3/00    |
| 9000QHT7803 | LIONEL® Norfolk & Western Locomotive & Tender | 11/98  | 3/00    |
| 100QHT7802  | LIONEL® 2333 New York Central Locomotive      | 5/99   | 3/00    |
| 115QHT7806  | LIONEL® 671 Turbine Steam Locomotive          | 10/99  | 3/00    |
| 125QHT7807  | LIONEL® 773 Hudson Steam Locomotive           | 10/99  | 3/00    |
| 4000QHT7705 | LIONEL® Norfolk & Western Horse Car           | 10/99  | 3/00    |
| 1800QHT3701 | 1926 LIONEL® Catalog Cover                    | 11/98  | 3/00    |
| 1800QHT3702 | 1952 LIONEL® Catalog Cover                    | 11/98  | 3/00    |
| 1800QHT3703 | 1929 LIONEL® Catalog Cover                    | 11/98  | 3/00    |
| 1800QHT3707 | 1954 LIONEL® Catalog Cover                    | 5/99   | 3/00    |
| 6500QHT3501 | Oceanside Depot                               | 10/99  | 3/00    |
| 1800QHT3705 | 1935 LIONEL® Catalog Cover                    | 10/99  | 3/00    |
| 1800QHT3706 | 1924 LIONEL® Catalog Cover                    | 10/99  | 3/00    |

NOTE: Stock numbers represent U.S. prices.

## Storing Keepsake Ornaments:

## Tips from the experts

Here are a few tips, courtesy of the quality experts at Hallmark, for storing Keepsake Ornaments and other Hallmark collectibles.

- Re-pack your Keepsake Ornaments and Hallmark collectibles in their original retail packages, and store them in a cool, dry, dark place - preferably in plastic, airtight and waterproof containers (corrugate boxes would be the next-best option). The original packaging was developed to properly display and protect the pieces in the Hallmark store as well as in your home.

- Remember to remove the ornament hooks, and store them separately. The hooks could scratch or mar the surface of the ornaments if they are left on.

- Avoid temperature extremes (hotter than 90 degrees or colder than 40 degrees Fahrenheit), as well as high-humidity storage locations. If your attic gets blistering hot during the summer or if you have a very damp basement, don't choose those spots for off-season storage.

- If you have run out of space to store your Keepsake Ornaments or Hallmark collectibles in their original packages, take the pieces out of the retail boxes, wrap them in bubble wrap or tissue, and store them in hard-plastic containers. Flatten the boxes and store them separately.



# Decorating Ideas for Club Ornaments



© 2000 Garton® Ford Lincoln Zephyr used under license from the Ford Motor Company.

(Above) Calling all car buffs! Display the red **1938 Garton® Lincoln Zephyr** – one of the 2000 Club Edition Ornaments – with other Club-exclusive Kiddie Car Classics ornament designs or with any of the car-related Keepsake Ornaments. Add related car memorabilia for a year-round display.



Ring in the new year and the new millennium with the 2000 Membership Ornaments and the multi-year bonus ornament. (At right) We've attached the three-piece membership group to a set of old-fashioned sleigh bells, and (below) we've added **Bell Bearing Elf** to an brass handbell much like the one the elf is ringing.



(At right) **Angelic Bell**, another of the 2000 Club Edition Ornaments, was designed for year-round display. Here, we've placed her inside a bell-shaped globe and decorated the base on which she rests with greenery and flowers. When spring arrives and flowers begin to bloom, simply remove the wintertime greenery and replace it with springtime buds. **Angelic Bell** will continue to radiate beauty throughout the year.



(Above) The fifth and final in the Club-exclusive series of Holiday **BARBIE®** Keepsake Ornaments is in the Club Edition line-up this year. Add this final-edition treasure to the top of a holiday tree that's shaped like the billowing skirt of **BARBIE's** gown. The entire Club-exclusive series is pictured here, but you also could add other Holiday **BARBIE®** Keepsake Ornaments that have been available in stores.

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## 2000 At-a-Glance

March

- 1 More Peanuts® Gallery products debut with nine designs in five different formats. • New School Days Lunch Boxes™ debut, including new domed designs and some with drink containers inside. • New Kiddie Car Classics roll in, including the **Wedding Roadster**, perfect for bride and groom! • **Mop Top Wendy** and **Mop Top Billy**, two designs in the Madame Alexander® Collection of Merry Miniatures®, appear in stores. • Happy Hatters for April, May and June add to the Merry Miniatures® offering. • The Hallmark American Spirit Collection introduces products honoring Massachusetts. • Spring Keepsake Ornaments remain available at Hallmark stores.

April

- 23 Easter • The last day that Spring Keepsake Ornaments will be available in Hallmark stores

May

- 1 More Peanuts® Gallery! Nine additional designs arrive to celebrate the 50th anniversary of Peanuts®. Look for special in-store displays of Peanuts® Gallery and other Peanuts-themed Hallmark products. • New School Days Lunch Boxes™ debut. • New Kiddie Car Classics arrive in time for Father's Day — one new model will operate via remote control! Also watch for new tin signs to help decorate your Kiddie Car Classics displays. • New Legends in Flight planes come in for a landing, including **The Spirit of St. Louis**. • The Hallmark American Spirit collection introduces products honoring Maryland.

July

- 1 New School Days Lunch Boxes™, great for summer birthday gifts, arrive. For the first time, some designs include drink containers! • New Kiddie Car Classics debut. • Happy Hatters for July, August and September appear in stores, along with new additions to the Madame Alexander® Collection of Merry Miniatures®. • The Hallmark American Spirit Collection introduces products honoring South Carolina.
- 15 **Keepsake Ornament Premiere!** More than 200 new Keepsake Ornaments debut! Look for Premiere-exclusive products, including a **Frosty Friends** Keepsake Ornament, and Madame Alexander® **Little Red Riding Hood**, **Mother Goose** and **Mary Had A Little Lamb Merry Miniatures!** If you're a 2000 Club member at Premiere, you'll receive something special!

August

- 1 Welcome the new Dr. Seuss™ Collection! It launches with eight designs that are giftable, decorative and collectible.

September

- 1 New School Days Lunch Boxes™ arrive in time for back to school. • New Kiddie Car Classics pull in. Watch for dual color options on some items, as well as a brand new series. • New Legends in Flight planes swoop in, including two limited editions. • Six more Peanuts® Gallery designs arrive to finish out the year. Look for the lighted Great Pumpkin figurine, Snoopy & Woodstock "Jolly Holidays" figurine, Sally jointed figurine and more. • The last three Happy Hatters for 2000 — October, November and December — arrive in stores along with three more Madame Alexander® Merry Miniatures®.

- 15 The sparkle of new miniature blown glass ornaments — Li'l Blown Glass — graces store shelves for the first time.

October

- 1 Seven new designs in the Dr. Seuss™ Collection arrive in time for the holidays. Four feature the Grinch! Look for special Grinch displays in stores. • The Hallmark American Spirit Collection introduces products honoring New Hampshire.

- 7 **October Ornament Debut!** More than 20 hot, new Keepsake Ornaments arrive!

November

- 11-12 **Holiday Open House!** The first edition in a new **BARBIE™** ornament series and the final items in the 2000 Keepsake Ornament Disney Collection debut just in time for holiday gift-giving.

December

- 1 Watch for the introduction of the 2001 Merry Miniatures® Annual Collection. • The Hallmark American Spirit Collection introduces products honoring Virginia as well as the new Kermit® Collector's Starter Kit and a Five-Coin Citizen Set featuring all five of the 50 States Quarters that the U.S. Mint issued during 2000.

- 31 All designs in the Happy Hatters Annual Collection of Merry Miniatures® are retired today! Did you get yours?



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 can also 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,  
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*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 retailers for more information.*

## It's a boy! It's a girl!

Our Keepsake Ornament family has two beautiful new additions.



Adam Paul Albright was born to Keepsake Ornament Artist Katrina Bricker and her husband Paul Albright on Aug. 31. Adam, the Albright's first child, was born into a dual Hallmark family. His dad also works for Hallmark.

Sophia Marie Larsen was born to Keepsake Ornament Artist Tracy Larsen and his wife Tammy on Oct. 10. Sophia was welcomed home by her two brothers and two sisters.

