



COLLECTOR'S *Courier*

Volume Three

Number Two 1989

Keepsake Ornaments Sparkle and Glow!

At Christmas, we transform our world into a sparkling wonderland. The streets and avenues shine with glittering decorations.

And inside our homes, our Christmas tree glows with shimmering tinsel, twinkling lights and gleaming decorations.

There are many stories and legends that explain why light and "sparkle" have become such an integral part of Christmas, and such a universal tradition. But whatever the reason, Christmas just wouldn't seem like Christmas without decorations that dazzle our eyes.

Some of the earliest ornaments collected in this country were made out of shiny glass. Called *kugels*, these ornaments came from Germany. They were heavy blown-glass designs in ball and fruit shapes.



"Festive Angel" is crafted of delicately etched, dimensional brass.

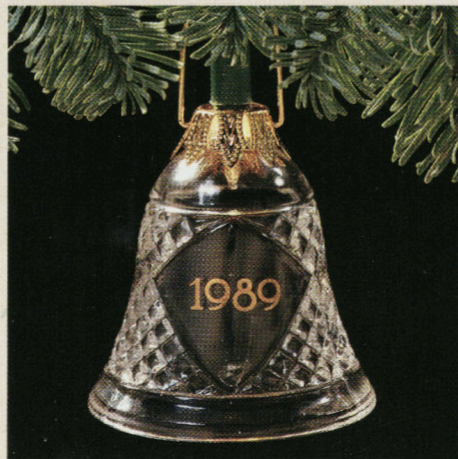
Today, Keepsake Ornament collectors choose from a wide variety of "sparkling" ornaments. The Keepsake offer includes designs in glass, crystal, acrylic and brass.

"The Keepsake Ornament artists are always exploring new ways to use brass in designs," says Lee Schuler, creative product designer for Keepsake Ornaments. "Collectors will often send us photos of their theme trees decorated with brass ornaments. Some collectors trim the entire tree with them; others use them as an accent. Brass ornaments highlight those created from other materials."

In 1989, the Keepsake Ornament line brings collectors three shiny brass designs with a special added feature: the ornaments are three-dimensional.

The "Sparkling Snowflake" design is fashioned out of three separate layers of brass that fit together, forming a lacy dimensional design. And in both the "Graceful Swan" and "Festive Angel" ornaments, layers of brass arch together to form curving wings.

Brass is also featured in the '89 Keep-



"Holiday Bell" combines the sparkle of 24% lead crystal with the glow of brass.

sake Miniature collection. Formed by two interlocking layers of etched brass, the "Brass Snowflake" is another dimensional design. The "Brass Partridge" consists of a single layer of brass, etched to form an elaborate filigree ornament.

"Brass looks particularly striking when it's displayed with crystal ornaments," Schuler continues. "In 1989, there are two ornaments that include 24 percent lead crystal bells: the Limited Edition 'Holiday Heirloom' and the lighted 'Holiday Bell.'"

Both of these designs combine the crystal with other shiny materials. The Limited Edition combines it with silver-plate. And the lighted bell is topped with an ornate brass cap.

"Through the years, we've learned that many collectors like ornaments that sparkle or have some shiny detail in the design," notes Schuler. "That's one of the reasons why several ornaments are fashioned with combinations of materials." For example, "Balancing Elf" is a *(continued on inside)*



"Starlit Mouse" and "Brass Snowflake" brighten a miniature ornament collection.

"Tender Touches" Continue the Keepsakes Tradition

What has the charm of a Keepsake Ornament, decorates a tabletop or shelf, and comes in designs that commemorate special events, Christmas, and other holidays?

It's the new "Tender Touches" group of figurines, one of four new Hallmark Collections that will soon be appearing in Hallmark Gold Crown stores across the country.

"We developed this new line for the many people who enjoy giving and displaying Keepsake Ornaments year-round," explains Jeannette Lee, business marketing strategist. "'Tender Touches' offer an additional way to celebrate Christmas and other occasions that have special, personal meaning.

"The collection features the same endearing woodland animals that are so popular with our ornament collectors," she continues. "The designs focus on family situations, important events in our lives, and memories of fun times from our childhood."

Collectors will be pleased to discover that "Tender Touches" figurines are true to the Keepsakes tradition of careful attention to detail.

Each figurine appears to be a little world of its own, with interesting design elements at every viewing angle. The animals are carefully sculpted with realistic markings and expressive faces. The figurines are individually hand cast and painted by hand to exact color specifications.

"Tender Touches" earn their name not only from the situations they portray, but also from the sentiments that appear on the bottoms of the bases. Warmhearted reflections of the designs, the sentiments heighten the commemorative appeal of the figurines.

"The collection was well received when it was test-marketed in four cities during 1988," Lee notes. "The line is making its national debut this

month. We plan to replace approximately half of the designs with new ones next year."

Included in this year's Christmas offer are three commemorative designs which carry the year date in the caption. Although these designs were among those in the 1988 test, the dates have been changed to read "1989."

"Tender Touches" were originated and designed by Hallmark artist Ed Seale. He is known to many collectors as the creator of dozens of delightful Keepsake Ornaments starring bears, chipmunks, raccoons, rabbits, mice and squirrels.

A Hallmark sculptor since 1968, Seale began designing Keepsake Ornaments in 1980. He says he enjoys sculpting little animals doing human things, in their own special way.

Each "Tender Touches" figurine comes with its own Hallmark Collections gift box. An enclosure card provides information about the line and its designer, enabling collectors to share the story behind these appealing new collectibles with their family and friends.

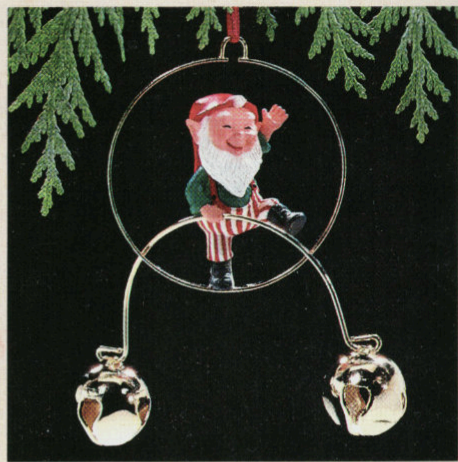


It's cookie-baking time, and Mother Rabbit is showing the little bunny how it's done. She holds a tiny cookie cutter in the shape of a Christmas tree, and tree-shaped cookies can be seen on the kitchen table.

(continued from front cover)

handcrafted design with brass jingle bells; "Bear-i-Tone" is handcrafted with a metal triangle; and the miniature "Starlit Mouse" is handcrafted with a bright acrylic star.

Schuler remarks that in addition to these ornaments, the Keepsake lines include a variety of acrylic designs that sparkle. These, he says, produce a glowing effect that is similar to that of crystal.



The 1989 "Balancing Elf" Keepsake Ornament balances bright colors with brass sparkle.

One of the '89 acrylics is the lighted "Angel Melody." An engraved angel appears in the center of an unusual baroque shape that is faceted at the edges.

"Hallmark engineers were given the challenge to construct Keepsake Magic acrylics so they would reflect a maximum amount of light," says Lorrie Kreit, creative product designer for Keepsake Magic Ornaments. "The facets and their positioning on the design are the key elements. They catch every ray of light from the bulb at the top of the acrylic."

Describing the look of "Angel Melody," she says, "The halo really glows with light. It appears as if it's made of gold."

Many of the commemoratives in the '89 Keepsake Ornament offer are fashioned out of acrylic. Also, the Keepsake Miniature collection has three acrylic designs, each intricately faceted to shimmer like cut glass.

And speaking of glass, it's another material that adds a glowing touch to Keepsake Ornaments. The glass ball ornaments are a rainbow of frosted colors.

Handcrafted designs often glow as well. Several are painted with shiny or pearly finishes. For example, the angels in "Joyful Trio" wear pearly white gowns.

Keepsake Ornaments sparkle and glow — especially in 1989 — helping to make Christmas the brightest season!

Collectors Enjoy Decorating Their Family Trees

Thanks to Keepsake Ornament collectors, the Christmas tree in many American homes is rapidly becoming a "Family Tree" or "Friendship Tree."

If you've started a tradition of selecting special ornaments for family members and friends, you are participating in this major national trend.

Some collectors personalize their trees with a happy combination of designs such as "Mother" and "Dad," along with ornaments that represent family members' hobbies, special interests and pets.

Other collectors' trees evolve naturally



into theme trees, as a person continues to receive ornaments created especially for "Grandmother," "Teacher" or "Friend," for example.

No matter how a collection begins, most people agree that their Keepsake Ornament "memory trees" grow even more precious with time.

Keepsake Ornament artists understand that their designs do take on special significance for collectors. Extra thought and care go into the development of ornaments officially designated as "commemorative." These designs include the important year of issue and, often, a warm sentiment.

The first commemorative Keepsake

Ornament appeared in 1976. The satin ball featured animals, birds and a smiling baby celebrating "Baby's First Christmas."

The concept of commemoratives proved so popular that seven more were added in 1977. They were "Mother," "Grandmother," "Love," "First Christmas Together," "For Your New Home," "Granddaughter," and "Grandson."

The initial commemoratives were ball ornaments. Later, Keepsakes artists began utilizing a variety of formats and materials — brass lockets, photoholders, handcrafted cameos, fine porcelain bells, embroidered fabric designs, and even a miniature mobile.

Very often, "Baby's First Christmas" was the commemorative that introduced new formats to the Keepsake line. This is true in 1989 as well. The "Baby's First Christmas" Keepsake Magic Ornament is one of the first designs to feature light, motion and music. "Brahms' Lullaby" plays as a mother mouse gently rocks her baby's cradle.

The number of commemoratives has increased over the years in response to collectors' needs and wishes. This year, there's a total of 40 commemoratives in the Keepsake Ornament collection, offering you more ways than ever to celebrate the holidays with your family and friends.



Q. Can I transfer my Club membership to another person?

A. We're sorry, but Collector's Club memberships are not transferable. Please keep this in mind if you are offered a Club membership from a source other than Hallmark.

Q. Each Christmas, I decorate individual cookies for every member of our family, writing their names in icing. This year I'm going to use the darling cookie stencil cutter from my 1989 Club Membership Kit! Do you have any special tips on how I can make these locomotive cookies as good as good can be?

A. The sugar cookie recipe included with your kit is the Number One taste favorite of our Club staff. It's holiday rich, made with lots of butter or margarine. For best results, follow the instructions in your kit along with the following hints:

1. Roll dough about 1/4 inch thick.
2. Dip cookie stencil cutter into flour before each cut to prevent dough from sticking to it.
3. Use a toothpick to remove small particles of dough that may stick to small areas of the cutter.
4. Don't be afraid to re-roll remaining dough after making cuts — it works fine and gives you more cookies.
5. Every detail doesn't have to be perfect — enjoy and have fun!

If you love to bake a variety of cookies at Christmas, there's a Bonus Recipe for Ginger Cookies on page five of this issue of the *Courier*.

Artist Sculpts Animals With Personality

The animal world has found a friend in Hallmark artist Anita Marra. And her fondness for nature's creatures is reflected in many of the Keepsake Ornaments she designs.

"I've always loved animals, especially the ones that look so sweet and cuddly," she explains. "One of the very first sculptures I made was a deer, and it looked very much like my 1989 'Gentle Fawn' ornament.

"I like to do big eyes. They just bring a design to life. And big, doe-like eyes are so appropriate for this little fawn. This is the first sculpted 'deer' in the Keepsake offer," she adds. "The others have all been reindeer."

Unicorns have a very special place in Marra's heart, and her fascination with them goes back to her childhood.

"As a little girl, I really liked to draw horses and ponies. Then I read that unicorns were the symbol of innocence and purity. That idea really appealed to me, and I started drawing unicorns with big, soft eyes and long, curly manes."

Her "Merry-Go-Round Unicorn" is a 1989 "Artists' Favorites" design. It was initially sculpted in wax, then crafted in fine porcelain.

"Porcelain is a perfect material for unicorns," Marra points out. "The smooth



Wide-eyed animals, like the softly flocked 1989 Keepsake Ornament "Gentle Fawn," are Anita Marra's specialty.

material captures the subtle lines and elegance of this mythical creature.

"For the Christmas season, I added a bright touch of color with a candy-cane pole. I love candy, too!" she laughs.

Collectors will notice a delightful similarity to another Marra design, the 1988 "Merry-Mint Unicorn." It was also in the "Artists' Favorites" collection.

Marra has a collection of unicorns — many of them received as gifts — "all over the house." She also has a basset hound who became the model for her 1989 "Thimble Puppy" Keepsake Ornament design.

The puppy first came into Marra's life three years ago. The artist named the dog "Little Honolulu" in honor of a place she'd like to visit someday. Last spring, "Lulu" presented Marra with puppies.

"For awhile, I had four wonderful little 'Thimble Puppies' at home," Marra recalls with a smile.

At Christmastime, "Lulu" likes to sleep under the tree, while her owner wraps colorful packages nearby. Many of those packages contain Keepsake Ornaments purchased as gifts for family and friends.

After all, sharing holiday fun is what Keepsake Ornaments are all about!

The artist at work on a favorite subject, the unicorn.



Making Sure Your "Visit From Santa" Is Letter Perfect

Just like Santa, the Keepsake Ornament Collector's Club knows your name and is checking it twice.

But sometimes we make mistakes. If your "Visit From Santa" Keepsake of Membership ornament is not personalized to your expectation (for example, "Nancy" turned out to be "Nanny"), we can correct it! Just return the ornament to us, and we will be happy to make the changes you have indicated. Here's what you need to do:

- Be sure to provide us with your membership number, name and address. Please include your daytime phone number, also, in case we have a question and need to contact you.



- Print your first and last name. No more than 20 letters each, please!

- If you prefer, your ornament can be printed with "Merry Christmas" instead of your name.

- Send your ornament and correction information to: Hallmark Cards, Inc., Keepsake Ornament Collector's Club #161, P.O. Box 419580, Kansas City, MO 64141-6580.

Within six to eight weeks we will return your corrected "Visit From Santa" ornament — ready to be proudly displayed in your Keepsake Ornament collection.



Designed for Decorating: Ginger Cookies!

½ C. shortening	1 egg, beaten	¾ t. cinnamon
½ C. sugar	3 C. flour	½ t. ginger
½ C. lt. molasses	½ t. baking soda	¼ t. salt
½ T. vinegar		

Combine shortening, sugar, molasses and vinegar. Bring to a boil and cool; add egg. Sift together the dry ingredients and add to the egg mixture. Mix well and chill.

Roll dough on a lightly floured surface till about ¼ inch thick. Dust cutter with flour before each cut. Place on cookie sheet and bake in 375° oven for 10 to 14 minutes. Do not overcook — should be done but not heavily browned. Makes about 2 dozen cookies.

These cookies are ideal for your Club cookie stencil cutter since they hold their shape superbly during baking. You'll have a delicious batch of detailed locomotives that can be decorated with your favorite icing.

A Dream Comes True for Your Collection

Are you ready to welcome a special mouse to your Keepsake Ornament collection? You will be after you see the appealing fellow featured in this year's Members Only ornament design.

Named "Collect a Dream," this exclusive ornament is crafted with special attention to the details that collectors appreciate. For example, a close look reveals that the mouse's bedtime reading choice is the Club's very own *Keepsake Ornament Treasury*. On the underside of the mouse's leaf hammock is the official Club logo. And the format is the popular "stringer" style of ornament that allows you to "string" the ornament from branch to branch.

To order your Members Only orna-



ment, use the official 1989 Members Only order form included in your 1989 Membership Kit. Take the completed form to your local Hallmark retailer, by May 1, 1990, who will promptly send the order to Hallmark. Within six to eight weeks, the retailer will call you to pick up your exclusive ornament.

We Make Christmas Shopping Easy

You'll recognize that perfect Christmas gift the moment you see it. That gift will be ideal for everyone yet still be personalized. It will be conveniently delivered to the gift recipient's door at no extra charge. And it will provide pleasure for the recipient all through the year — a continual reminder of your thoughtfulness.

The Hallmark Keepsake Ornament Collector's Club has that perfect gift all wrapped up — a 1989 Club membership. It's so easy to give. Simply fill out the gift membership order form enclosed in your Membership Kit (or a clear, legible photocopy of this form). Then mail the form and membership dues into Hallmark. Within two weeks from the time Hallmark receives your order form, your friend will be sent a colorful postcard sharing the news that a gift membership from you is on the way.

And if your gift application form is postmarked by October 10, 1989, we guarantee that your friend will receive a gift membership kit by December 24, 1989 — in time for Christmas!

Imagine your friend's delight when the 1989 Membership Kit is opened to reveal the "Visit From Santa" Keepsake of Membership ornament personalized with your friend's name! Gift members receive all the 1989 benefits of membership — a "Sitting Purrry" Keepsake Miniature Ornament, a cookie stencil cutter with recipe card, a *Keepsake Ornament Treasury*, an informative guide to Club programs, an exclusively designed Club folder and a personalized membership card. Throughout the membership year, the gift recipient will receive four issues of the official Club newsletter, the *Collector's Courier*.

This Christmas, share the delight of belonging to the Hallmark Keepsake Ornament Collector's Club, and enjoy the feeling of finding the "perfect gift" for everyone on your list.





Dear Hallmark,

I just received my envelope to renew my membership and also one to renew my daughter-in-law's. I have already filled out both forms and checks to get them on their way. Can't wait to receive my kit.

I am really "hooked" on Keepsake Ornaments. I also have the little tree and the shadowbox for the miniatures. Each year I keep purchasing more and more. We have ten grandchildren whom we buy ornaments for each year. They come to our home for Christmas, and we — oops — Santa fills ten stockings on our fireplace. An ornament is hung on each. That's the first place the children's eyes go to as they enter the door.

We started to purchase ornaments 18 years ago for our oldest grandson. Our youngest granddaughter is two years old. We started this, as many families do, so that the grandchildren will have their own collection for their trees when they marry.

My only regret is that we didn't buy Keepsake Ornaments or couldn't 18 years ago. We have been buying them from about 1982 or 1983. Last year I purchased almost all of the miniatures.

Thanks, Hallmark, for all the fun!

Virgene Massari
Tinley Park, Illinois



HAVE YOU MOVED? Please send any change in your address to the Club address below. We want to make sure you keep on receiving your benefits of membership.

Write to:
Hallmark Cards, Inc.
Keepsake Ornament Collector's Club
#161
P.O. Box 419580
Kansas City, MO 64141-6580

Editor: Tina Hacker
Managing Editor: Nancy Cox
Contributing Editor: Lynn Poe
Art Director: Kathy Schulteis
Designer: Jan Montague
© 1989 Hallmark Cards, Inc.

my dad, mom, stepdad, and to my brother and his family; and I received ornaments in return. I take delight in displaying the ornaments so others can enjoy them. I keep a record of the ornaments that I either own or give as gifts. In light of my enjoyment of collecting ornaments, I wrote this:

Christmas Ornaments

Christmas comes early to the Hallmark stores, in July, in fact. It is such a pleasure to see all the new ornaments — a joy to a collector such as I. The miniatures, series, and the ones with light and motion — they all make Christmas beautiful. Hung with care, they decorate the home at Christmastime....

I enjoy the Collector's Club. The newsletters give me so much valuable information, such as the care of the ornaments. The special ornaments available only through the Club are real treasures, and the little extras are a nice bonus.

Claire D. Jasper
Duluth, Minnesota

Dear Hallmark,

My nephew is 17 years old and a lover of skiing. This year, for his birthday, I decorated his cake with your 1988 ornament, "Goin' Cross Country." He loved the ornament and has it hanging in his bedroom to enjoy all year. I also plan to use other ornaments for future cakes for my family. I think this is a nice way to give them something special for many years to come.

Mrs. William Dickinson
Taneytown, Maryland

Dear Hallmark:

The way I started my collection was through a Christmas gift — an ornament. It was a Hallmark Keepsake Ornament — "Raggedy Ann"™ from the 1975 line. Although my collection started in 1976, I really didn't start collecting seriously until I began to buy Hallmark Keepsake Series ornaments for my parents in 1982. Since then, I have begun a second series for my mom and a series for my brother.

I feel Christmas ornaments are to be shared. I enjoy sharing ornaments by giving them as gifts to family and friends. This Christmas, I gave an ornament to

The names and depictions of RAGGEDY ANN & ANDY are trademarks of Macmillan, Inc. © 1974, 1975, 1976 Macmillan, Inc. All rights reserved.

