

COLLECTOR'S COURIER

YOU OUGHT TO BE IN PICTURES

Dozens of devoted Keepsake Ornament fans responded to the call for entries in a new Club contest announced in last fall's *Collector's Courier*. We invited members of local Keepsake Ornament clubs that are sponsored by a Hallmark retailer to send in a favorite photo in the following categories: Our Family, Grandmother, Baby's First Christmas, Dog, Cat, and Anniversary Year. Winning photos will be displayed in photo holders in the 1995 Keepsake Ornament Collection.

Because there are so many wonderful stories behind the photo contest winners, this article will be the first in a two-part series. Be sure to look for stories about the Baby's First Christmas, Our Family, and Dog contest winners in the next *Courier*. As for the rest of the winners, here's the scoop:

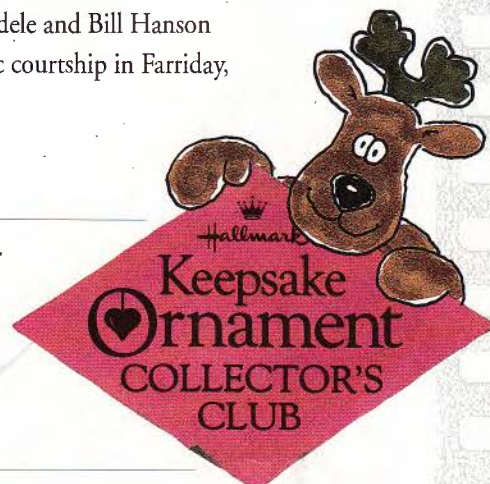
Ellen Turbot of Greenfield, Iowa, and her grand niece, Slannery, are winners in the Grandmother category. Though Ellen and her husband, Larry, do not have any children, their house has often been considered a second home by their 11 nieces and nephews. "Slannery's as close as I'll come to a granddaughter," says Turbot. She emphasizes she chose the photo based on quality and focus. "Hopefully, my other nieces and nephews won't think I have a favorite," she says. "I'm pretty fond of every one of them."

Eileen Hanson of Lafayette, Louisiana, knows a winner when she sees it. She submitted this photo of her husband's parents for the Anniversary Year photo holder. "They are the most wonderful in-laws in the world," says Hanson. Adele and Bill Hanson married June 5, 1953, after a romantic courtship in Farriday,



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Louisiana. Three children and seven grandchildren later, they enjoyed a 40th anniversary dinner given by friends and family last summer. The celebration was a surprise as was the news of their winning photo taken for the occasion. "Their faces will be all over the country in every Hallmark store," exclaims Hanson. "They're not quite sure how to act!"

Etchica Segler of Mission Viejo, California, received her daughter's permission to submit Jake's winning Cat photo. Kim Segler adopted Jake from the Irvine Animal shelter last year and says he's really a character.



"He wakes me up at 5 a.m. every morning," she says. "He leaps on the bed because he thinks it's time to play." Segler nicknamed him Mr. Social because of his outgoing personality and his affection for

children. "He puts up with kids in the neighborhood who want to dress him,"

she says. Segler does volunteer work for an area animal shelter and says she's seen lots of cats, but never one with such a perfect mustache. "To be honest," she admits, "I'm trying to find him an agent. He's got the personality and the looks." Maybe his new nickname will be Mr. Hollywood!

You Ought to Be in Pictures: The Sequel

Scan those family scrapbooks, select your favorite photo (the one that grins back at you) and enter it in the second annual Keepsake Ornament Photo Holder Contest! Beginning in 1995, the display photos in the Keepsake Ornament display at Hallmark retailers will be of Club members who won last year's contest. Now, it's your turn to enter the contest for 1996.

To enter, you must be a member of the National Club as well as a local Keepsake Ornament Collector's Club that is sponsored by a Hallmark retailer. Send us a good quality, clearly focused, color print in one of the following categories: Our Family, Grandmother, Baby's First Christmas, Dog, Cat, First Christmas Together, First Grade and Anniversary Year. Include your name, address and Club name. Be sure to keep a copy of your photo as photos cannot be returned. Entries are due by December 31, 1994. Contact your local Club's officers for details.



YULE TIDINGS

What a busy spring and summer we've had! Between planning EXPO, kicking off the new Club membership year and participating in the South Bend International Collectible Exposition, it was sometimes difficult to know which end was up. But, all of the hard work is paying off as evidenced by our strongest renewal rate ever and the excitement building over EXPO.

If you have tried to reach the Club by phone, you may have had some difficulty getting through to us. A new telephone voice mail system and incredible collector response rates combined to create some serious telephone traffic jams at the Club. If you were caught in one, we are sorry for the inconvenience and are making every effort to make changes that will keep the situation from happening again.

In the meantime, please accept our apologies and our thanks for sticking with us. Your loyalty means everything to all of us here at the Club.

Looking forward to seeing you at EXPO!

Regards,

Handwritten signature of Rachel S. Perkal in cursive.

Rachel S. Perkal

We've heard some interesting questions about Keepsake Ornaments, and we wanted to share these special insights with our Club members.



famous words of American astronaut Neil Armstrong! Hallmark is proud to offer this Keepsake Magic Ornament, which reproduces the sound of the actual transmission when the astronaut became the first person to step onto the surface of the moon.

Listen closely--the first few words may be a bit difficult to understand, but they traveled more than 200-thousand miles! The message is printed on the ornament box.

Will more animals be boarding Noah's Ark?

The 1994 "Noah's Ark" is actually a display piece that includes two Keepsake Miniature Ornaments--a pair of seals and a pair of polar bears. Linda Sickman, who sculpted the set, predicts that additional animals will be arriving in the future. Of course, the Keepsakes artist politely declines to reveal their identity. You'll want to start your collection this year, since neither the Ark nor the current pairs of animals will be offered after 1994.



Why is Batman's cape blue?

"This ornament represents the nostalgic super hero as he appeared in style guides from the 1980s," says Keepsakes artist Robert Chad, who chose to sculpt Batman in action, climbing the bat-rope.

Further research reveals that Gotham City's very rich citizen, Bruce Wayne, made his debut in DETECTIVE COMICS in May, 1939. Convinced that "criminals are a superstitious, cowardly lot," Wayne adopted a mysterious, blue-and-grey bat-costume designed to strike terror into their hearts.



Who recorded the voice on "The Eagle Has Landed"?

Whether or not you were among the millions who watched in wonder as the first pictures from the moon were telecast, you may recognize the voice as well as the



Is that a rooster on horseback?

Yes! His name is "Buttons," and he's sitting on a horse named "Pal." The two friends were favorite childhood pets of Keepsakes artist LaDene Votruba, who is sharing her treasured photographs exclusively with Club members. That's LaDene giving Pal a lump of sugar. Her brother, Ed, is in the picture and is also shown having his turn holding Buttons. The rooster's talent for crowing on demand suggested the name of this Artists' Favorites ornament, "Cock-a-Doodle Christmas."

MORE SPECIAL ISSUES ARE COMING YOUR WAY!

In addition to "BARBIE™ Debut - 1959," "Barney™," and The Lion King Collection featured in the previous Courier, look for these other Special Issue designs:



"Holiday BARBIE™"

Keepsake Ornament artist Patricia Andrews aptly describes the second design in the Holiday BARBIE Collector's Series as a "winter fantasy." Based upon Mattel's 1994 special edition Happy Holiday® BARBIE doll, the ornament features BARBIE in a spectacular gown. Andrews created the look of sequins, fur, and fabric—all through sculpting. Special engraving and painting techniques were used to create an intricate "brocade" on the front of the dress. "It almost reminds me of something from the movie *Dr. Zhivago*," Andrews says. "It's very regal."

Holiday BARBIE will debut at the Holiday Open House events held at participating Hallmark retailers Nov. 12 and 13.



"Barney™"

When sculpting the "Barney™" Keepsake Magic Ornament, Dill Rhodus consulted the experts—two of his own children! "They watched me sculpt the ornament," Rhodus explains, "and together we watched tapes of the show over and over so I could get the body language and everything just right."

The design features Barney™ sledding around a snowman as a bunny friend follows along. "Barney loves little animals," Rhodus explains. "He's constantly including them in the show with the children. I've seen the rabbit several times. It's very sweet."

The "Barney™" Keepsake Ornament (shown in the last *Courier*) and Keepsake Magic Ornament will debut in Hallmark stores in early October.

"Klingon Bird of Prey™"

As a Star Trek® enthusiast, technical artist Lynn Norton found the "Klingon Bird of Prey™" from STAR TREK®: THE NEXT GENERATION™ an enjoyable challenge. "In the movies and TV series it is featured as a small, powerful scout vessel that can be made invisible to other spacecraft," Norton says.

As with previous Star Trek® designs, Norton hand-built and engraved the ornament prototype. One of the biggest challenges was finding room for the circuitry required to power all the ornament's glowing and flickering lights. "As a result, an electrical engineer came up with a very creative solution that will help us improve future Keepsake Magic Ornaments," Norton explains.

The "Klingon Bird of Prey™" will be shipped to Gold Crown/Reach stores Aug. 23 and all other participating stores Oct. 3. Ask your local retailer if you have questions about any of the Special Issue designs.

Hallmark's Exclusive BARBIE® Doll

Your local Hallmark store may soon be making history. Beginning in early October, participating Hallmark Gold Crown retailers will offer "Victorian Elegance™ BARBIE," the first in a series of Special Edition BARBIE dolls created exclusively for Hallmark.

An antique greeting card first published in 19th century London inspired the collectible doll's Victorian styling. Dressed in a skating costume with a coordinating muff and hat, "Victorian Elegance BARBIE" recalls all the charm and beauty of the Victorian era.

Included with the doll are two miniature reproductions of Victorian-era cards from the Hallmark Design Collection. These cards are scaled to the doll, making them the smallest Hallmark cards ever produced.



HISTORICALLY SPEAKING

The Wizard of Oz™: Forever Young

MGM's movie, *The Wizard of Oz*™, has become a classic that retains its enchantment more than 50 years after its release. Why? Well, first, there are all those rousing and wonderful songs, especially "Over the Rainbow." Then, there's a witch we love and a witch we love to hate. And

Munchkins. And magic.

The movie was based on the favorite children's story

sional figures from two-dimensional images. He took special care with "The Scarecrow" to make sure that a little straw was coming out of his clothing in back as well as in front. Patricia Andrews sculpted "The Cowardly Lion" in a typical pose—cowering like a big scaredy cat and holding his tail like a security blanket.

Through the charm of this Keepsake Ornament collection, Dorothy and her unforgettable friends take us to a place where we are forever young—down the Yellow Brick Road into the Emerald City of our dreams.



published in 1900 by L. Frank Baum. Because publishers of the day believed *The Wizard of Oz* was too unconventional, Baum and his illustrator, W.W. Denslow, had to pay all expenses on the initial publication. The book became a huge success, however, and Baum went on to write 13 more Oz books.

The fellow travelers on the Yellow Brick Road have been brought to life again in the Wizard of Oz™ Collection, based on characters from the movie. Joyce Lyle, who sculpted "Dorothy and Toto," says she found a special paint to give the Ruby Slippers their sparkle and sheen. Duane Unruh, sculptor of "The Scarecrow" and "The Tin Man," found his greatest challenge in creating three-dimen-

Hallmark's "Oz Expert"

When anyone at Hallmark has a question like, "How many Munchkins were in MGM's movie *The Wizard of Oz*™?" or "Whatever happened to those Ruby Slippers?" the logical person to go to is Jane Albright, the company's resident expert on *The Wizard of Oz*. Jane first started reading the Oz books when she was 12 years old. As she says, "It just stuck."

There are 40 books in the Oz series and Jane has rare editions of them all. She has a large collection of related books and Oz merchandise. In fact, the collection has grown so big that it takes up an entire room in her home.

Jane also is a long-time member of the International Wizard of Oz Club, serving on its Board of Directors and Centennial Committee as well as editing club publications.

The questions she is most frequently asked concern the Ruby Slippers. It may seem difficult to imagine there would be that much interest in a pair of shoes, but actually an entire book has been written about the famous footwear.

Among her many Oz treasures, one precious to Jane is an autographed photo of Ray Bolger in costume. It is inscribed, "To Jane, from her friend, The Scarecrow of Oz—Ray Bolger."

Editor's Note: Some Club members may remember Jane's husband, David, as the man behind the videos at the 1993 Keepsake Ornament Collector's Club Conventions in Kansas City. Both Jane and David are Hallmark employees.



SKETCHBOOK

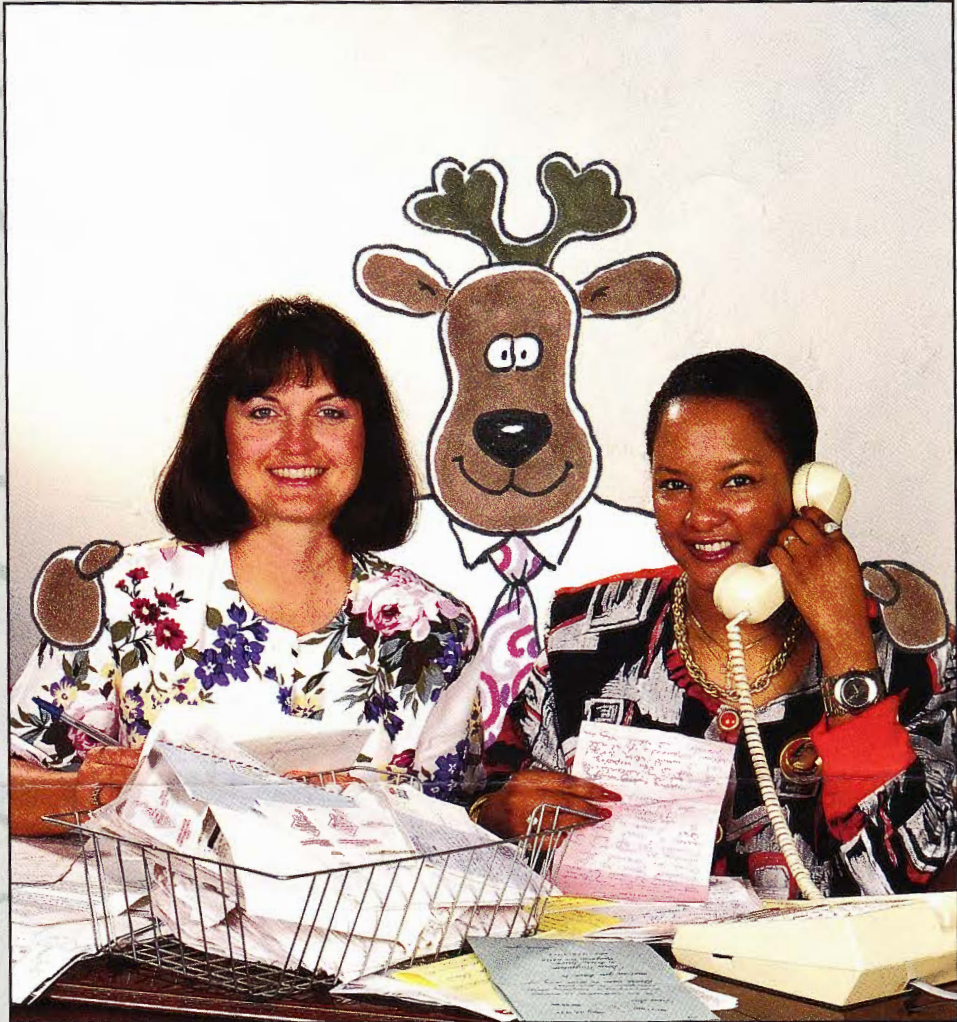
Lynetta White and Connie Siron Keep Club Members Satisfied

They may have more contact with Club members than anyone connected with Keepsake Ornaments. And yet, most Club members have probably never seen them! That's because a typical day for Connie Siron and Lynetta White is spent mostly on the telephone, answering as many as 125 calls each—and that doesn't include calls answered by other Club staff members. "The number of calls we receive depends on where we are in the Club year," White explains. "Right now we're taking renewals so we're getting a lot of calls."

But Siron and White handle much more than renewals. "The calls we get range from a question on membership status to someone just wanting to share their collection with us," Siron says. White agrees: "We get questions about various Hallmark products and where they can obtain them, questions about Artist's Appearances and local clubs, and requests for information on ornaments from past years."

In addition to their phone responsibilities, Siron and White answer mail from collectors, help with Club events such as collector's conventions, represent the Club at collector's shows, and work on special projects. Along with other Club staff members who keep operations running smoothly (and who will be featured in future issues of the *Courier*), Siron and White strive to increase the enjoyment Club members receive from their memberships. "We try to provide the type of service that makes members feel good about the Club and Hallmark," White explains. As Siron says, "We want to go beyond just providing customer service and spread the excitement of collecting."

Spreading excitement about the Club comes naturally to Siron and White. Siron is a long-time Keepsake Ornament collector and White longed to work with the Keepsakes staff for many years before finally



The faces behind the voices: Shown here with their friend and co-worker, Rodney, Connie Siron (left) and Lynetta White (right) bring a wealth of experience to their jobs. Siron has been with Hallmark for 15 years, and White is celebrating her 25th anniversary with the company this summer.

getting her opportunity. "When I saw the Collector's Club position advertised I thought to myself, of all the jobs at Hallmark, that's the one I think I'd enjoy the most," White recalls.

Siron has been working for the Club since its debut in 1987 and is now "hooked" on Keepsake Ornaments. "I started with The Bellringers series in 1979," Siron explains. "But now that I've had a chance to get to know the artists and work with the ornaments, I've become much more of a collector. I also buy a lot of ornaments as gifts."

When asked what they like best about their jobs, both Siron and White said it was the contact with collectors. "I like the interaction with other people, and I like the fun feeling of Christmas year 'round!" White says. "It's a fun place!" Siron points to the collector's conventions and other collector events as providing some of her most enjoyable moments. "Those events give us a chance to meet the people face-to-face—people that we may have talked to over a period of several years! That's the most fun."

Editor's Note: This is the third in a series of columns originated by one of our younger collectors. If you know of other young collectors with special stories to tell, have them drop us a note.

Not everyone can say they learned to read from Clara Johnson Scroggins' Hallmark Keepsake Ornament Collector's Guide. But Hailey Henry can.

"On trips to collector's shows, we read to her from Clara's book," recalls her mother, Suzanne. "And when we did inventory on our ornaments at home, she practiced reading from the ornament boxes."

Now all grown up to age 7, Hailey has learned the art of making deals at collector's shows. "She gets much better deals than I do," says Suzanne. "She really knows how to negotiate."

And she knows how to keep track of it all, with a little help from her dad, Jimmy. "My dad set up a program for me on the computer," Hailey says. "I enter the number, year, name and how much it's worth. It's really neat."

Living in an itty-bitty town of Kosciusko, Mississippi, without cable TV or satellite hookups, Suzanne is grateful Hailey enjoys collecting as much as she does. "It's so hard to find something for kids to do that doesn't have to do with Nintendo," she says. Even Hailey's 2-year-old brother Jay has started a Hallmark Galleries "Kiddie Car Classics" collection.



Hailey's passion for collecting began when she was 5 years old. She can rattle off a list of favorite Keepsake Ornaments, along with the special memories associated with each one. Her very first ornament was a gift from "my momma's cousin." Her favorite ornament is "Baby's First Christmas" from 1987, the year she was born. And she's fond of "In Mom's Easter Bonnet," a Tender Touches figurine which was a gift from a special Hallmark friend.

"My really favorite thing to collect is Merry Miniatures," she says excitedly, "because they can stand up and they don't have hooks in their heads and you can have them out all year long. I like Rodney because he's the oldest one I've got. He looks like if you squeeze him he'll move, just like one that's stuffed!"

Hailey's enthusiasm for collectibles challenges her shopping endurance. She will often climb into the family car at 4 a.m. for a long drive to a collector's show and never run out of energy, even when the excursion runs late into the night. "Shows are like one big store with ornaments from all kinds of years," she says. "And I meet a lot of nice people there."

Through her many travels, Hailey has gathered quite a fan club, including Carol Otto, founder of the collector's club "What Now?" "She's the most remarkable little girl I've ever met," Carol says. "She's a very careful child and a very

thoughtful little girl. She's always looking for something small—'setabouts,' I call them—to take back to her little brother. She's really great to be around."

EXPO UPDATE

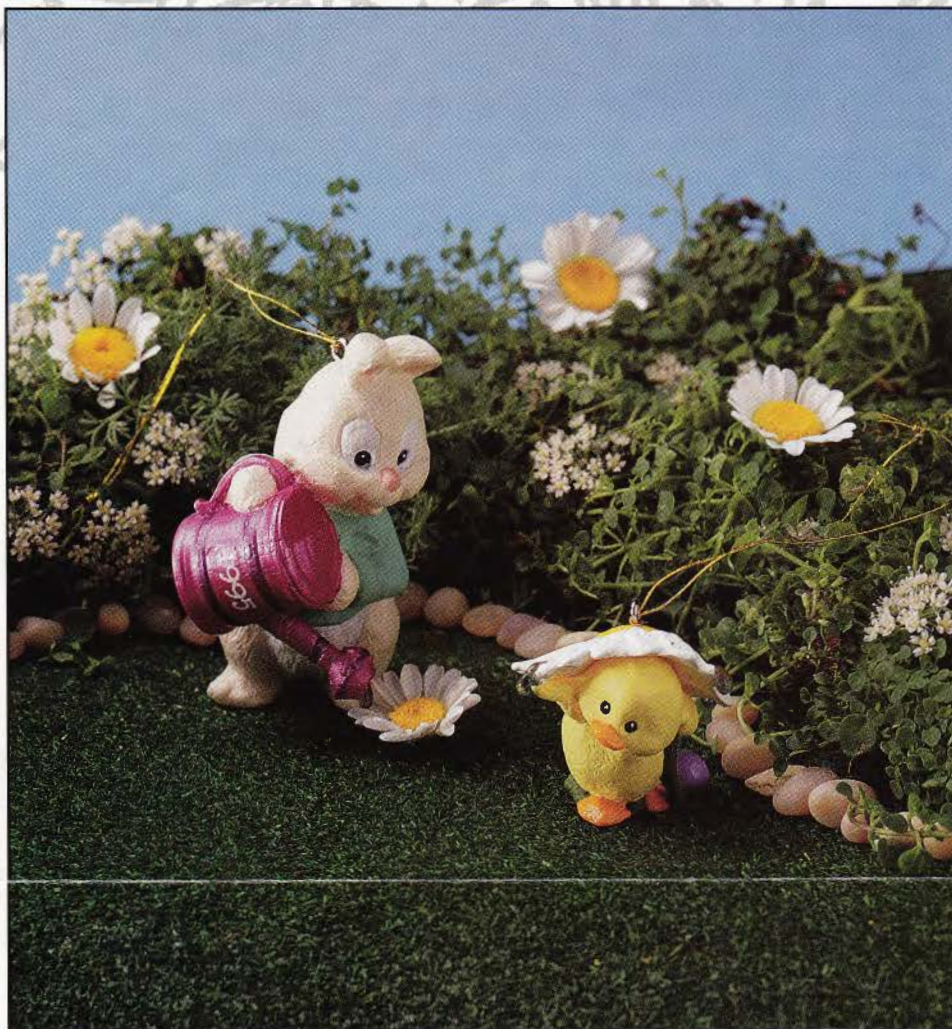
If you have registered for the Keepsake Ornament EXPO, you should have received a confirmation packet. If you haven't, contact the Club. The packet contains specific EXPO information including the exciting register-to-win prizes and unique Keepsake Ornaments that are available only at EXPO. The packet also contains materials about the city you have selected and the number of ornaments you can bring to be signed.

"Because we've never had an event quite like this before, we were rather optimistic in our May *Courier* article about EXPO,"

says Rachel Perkal. After multiplying the number of collectors attending EXPO by the number of ornaments they may have, it became clear that it would not be humanly possible for the artists to sign that many ornaments. "Your confirmation packet provides you with the number of ornaments you can bring to be signed by each artist," Perkal explains. "We need this limit to keep our artists healthy enough to continue creating Keepsake Ornaments!"

See you at EXPO.

FOR MEMBERS ONLY



This year, the expression "April showers bring May flowers" has special meaning for members of the Hallmark Keepsake Ornament Collector's Club!

Bob Siedler has sculpted two Easter ornaments that simply beg to be displayed together. "April Shower" portrays a bunny holding a sprinkling can, which is complete with a tiny drop of water on the spout. This design will be offered to the general public as part of the 1995 Keepsake Easter Ornament collection, at Hallmark Gold Crown stores.

Ah, but the complementary design, "May Flower," will be available exclusively to members of the Club. This delightful Club Edition-Sidekick Ornament depicts a duck peeking out from beneath a flower...a

flower with its own tiny drop of water.

You must place your order for the Keepsake Easter Sidekick Ornament before December 31, 1994, by submitting the special Members Only order form to your Hallmark retailer. If we have already received your renewal for 1994, the special order form is enclosed with this newsletter. If your renewal has not yet been received or is still being processed, the order form will be mailed to you at a later date. Limit one "May Flower" per member, please! You can place your order at any Hallmark retailer. The order form has complete details.

Contacting the Club

If you need to notify the Club of a change in your address, wish to send us a letter, or renew, you can contact us at:

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