

# COLLECTOR'S COURIER

## LOCAL COLLECTOR'S CLUBS SHARE THE HOLIDAY SPIRIT

Local Keepsake Ornament collector's clubs are always finding ways to spread the true spirit of the holidays. Although we don't have room to tell all their stories, we thought we'd share three examples of clubs that have discovered the joy of helping others while making a *real* difference in their communities.

"We undertake projects that give substance and meaning to our club," says Karen Myers, the Hallmark retailer in Ohio who sponsors the "Good Cheer Collectors." Last year, the club donated a wreath adorned with Keepsake Ornaments to the Annual Tree Festival, which benefits Children's Hospital of Akron, Ohio, the ninth largest pediatric hospital in the country.

All the trees and wreaths donated to the festival are auctioned to the public. Among the donors are several local Hallmark retailers who give a tree filled with one of every Keepsake Ornament available that year. The

### Inside This Issue:

- A VISIT WITH JOYCE LYLE
- EXPO HIGHLIGHTS



*"Good Cheer Collectors" club of Akron, Ohio, donated this Keepsake Ornament wreath to a local charity event.*

Hallmark tree, selected as the raffle item, has raised over \$10,000 in the last three years.

Local fund-raising can also be a lot of fun for members. "Our club toured the tree festival to see all the wreaths and trees, followed by dinner at a restaurant. We had a great time with this event," says Myers.

"Good Cheer Collectors" club members also enjoyed a progressive dinner and tour of members' homes during last year's Christmas season. At the last house,

members dropped off canned goods, Christmas gifts and clothing for a local women's shelter.

Local fund-raising projects can be as varied as each year's Keepsake Ornament offering. In California, "Kringles Keepers," Ventura County's largest ornament collector's club, organized a youth tennis shoe drive in cooperation with Project Understanding, a local organization that helps the homeless.

"The response to our Tennies for Tots project was tremendous. We raised 63 pairs of brand-new shoes for the homeless last year," says Leslie Adkinson, a Hallmark retailer and club sponsor in Ventura, California. "Kringles Keepers" club members who donated shoes received a special club pin and were entered into a drawing for \$40 worth of merchandise.

For some local clubs, fund-raising activities go beyond the holidays to become year-round projects. The "Tampa Bay Tree Trimmers Ornament Collectors Club" in Florida meets once a month to prepare for fund-raising projects. Three years ago, the club began with five collectors and now boasts 130 members.

The Tampa area club has raised more than \$3,000 so far for a Flamingo Fling Collector's Show in March 1995. The funds have come from garage sales, a silent auction event featuring ornaments donated by members, and a monthly restaurant night, where members dine together at a local eatery that donates 20 percent of the proceeds back to the club.



continued from front page

"We hope to raise \$4,000 to \$5,000 from our upcoming Flamingo Fling Collector's Show with profits going to Angels Unaware, a local residential care program for those challenged by mental illness," says Liz Johnston, a charter club sponsor and Hallmark retailer.

"We've enjoyed all of our fundraising projects, and each one, no matter how small, is an important element in our year's work. We have fun socially and give something back to our community at the same time," adds Johnston.

Every year, hundreds of club members find new way of helping others during the holidays and throughout the year. For them, the joy of collecting spreads beyond the fellowship of club meetings, enriching the lives of those around them.



California's "Kringles Keepers" (from left) Nadine Griffey, Cheryl Baudizzon and Paula Roady helped organize Tennies For Tots, a shoe drive that benefits the homeless.



## YULE TIDINGS

Isn't it exciting? Christmas is almost here and we don't have to look for an excuse to decorate our houses and trees with even more Keepsake Ornaments! With the holidays approaching and a new year just around the corner, I'm inclined to pause and look back on the quickly passing year.

In 1994 we tried some new things—EXPO to name just one. Overall we're very happy with EXPO and the experience we delivered to the collectors who attended. Throughout the process of planning, staging and delivering each EXPO, we learned volumes about things that work and things that don't. Through this experience, we promise to present even better events to you in 1995.

Also in 1994 we welcomed many new friends to the National Club. Over 30,000 new members joined and now share the fun of collecting with all of you who have either renewed or are enjoying multiyear memberships.

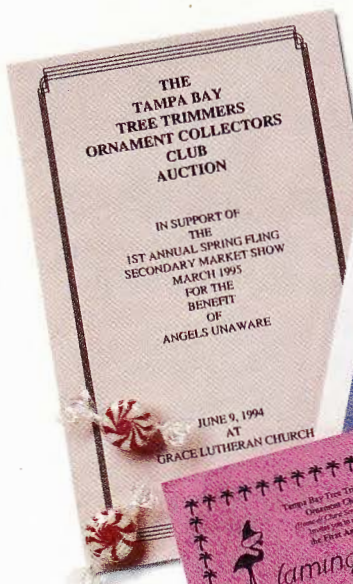


This year, as we welcomed new friends, we also said farewell to our friend, Dixie Hutchison, who served as Assistant Club

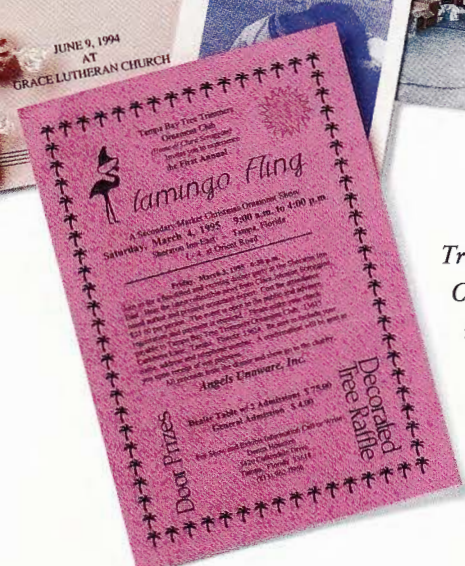
Manager for almost four years. Those of you who had the opportunity to meet and visit with Dixie know how much she will be missed here at the Club. Having chosen to take an early retirement after 27 years of service with Hallmark Cards, Dixie is wished all the best as she enjoys her new lifestyle.

Best wishes to all of you for a healthy holiday season,

Rachel S. Perkal



The "Tampa Bay Tree Trimmers Ornament Collector's Club" raises money for Angels Unaware through their Flamingo Fling Collector's Show.



And now, the sequel you've been waiting for! Here are the remaining Club contest winners whose photos will appear in photo holders in the 1995 Keepsake Ornament Collection.

Paula Fuller of Weymouth, Massachusetts, captures the honors for Baby's First Christmas with a photo of her daughter, Siobhan (pronounced Shavon), born on St. Patrick's Day, 1987. During the photo session for the family's traditional Christmas greeting, Fuller propped Siobhan and her older brother, John, in front of a stained glass window at church. "On the windowsill, there was no place for them to move," she recalls with a giggle.

What does Siobhan, whose name is Gaelic for Joan, think of having her photo in Hallmark stores around the country? "She's totally embarrassed," reports her mother. "She says, 'They'll think I'm a baby!' but I'm sure she'll be excited when she walks into a store and sees it."

Deb Woodward of North Webster, Indiana, is the winner in the Our Family category. That's Deb standing, along with Denise, 8; Annalisa, 11; Oreo the cat; Queenie the dog; and Daryl the dad. "We made it a family adventure to find clothes that were black and white," says Woodward. The family traditionally sends a holiday

letter written by the family pet. "The first year it was from the dog," she reports, "the second year from the cat and the third year from the fish, though it took five or six fish to write the letter because fish are rather short-lived, we found out. One letter was from the raccoon that took up residence under the deck." Let's give the Woodwards a prize for most creative Christmas letter, too!

Marilyn Fisher of Newington, Connecticut, knew her photo of Courtney looked so good in the 1992 "Top Dog" photo holder, she thought others might agree. "With Courtney wearing a red cap out in the snow, I thought it looked Christmas-y," she says.

Fisher describes Courtney as a friendly, mixed-breed shaggy dog, who displayed a temperament that was perfect for portrait sitting. Though Fisher recently lost Courtney to old age, she's pleased he can bring a smile to other dog-lovers in Hallmark stores nationwide.



## Be a Winner!

If you'd like to enter the Club photo contest for 1996, 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. Label the outside of your envelope "1996 Photo Contest" and send your entry to the Club address listed on the back cover of this *Courier*. Be sure to keep a copy of your photo as photos cannot be returned. Entries are due by January 31, 1995.



# SKETCHBOOK

Joyce Lyle's Designs Reflect Her Love of Christmas

For Keepsake Ornament artist Joyce Lyle, Christmas is all wrapped up in family and church activities.

"We're a close family, and we have a lot of fun together," she says. "We're all involved in church. I've sung in the choir since I was 13. My husband, Tom, and I both play hand bells, and our five kids have all played hand bells. And they were always in the Christmas programs at church and at school — especially the programs where they had to be the angels or the shepherds."

When it comes to designing ornaments, Joyce likes to put the joy she feels about Christmas into her work. "I want them to be more than just something you hang on a tree. I want them to really say what I feel. To me, Santa is the fun of Christmas, and my 'Happy Birthday, Jesus' ornament is the joy and spirit of Christmas."

"As I was sculpting 'Happy Birthday, Jesus,' I remembered when our kids were little. I always tried to make sure they knew the Christmas story, and we would sing 'happy birthday' to Jesus before we opened gifts."

"Jolly Holly Santa," the 1994 Collector's Club limited edition ornament, is the first Santa that Joyce has sculpted. "I did a lot of Victorian research," she says. "I wanted to keep the Victorian look, and I wanted to make him a really happy Santa. I showed him holding things that children would enjoy. Then I added a lot of holly around his suit. I love detail — the more detail the better!"

Actually, it was this artist's talent for detail that opened the door to her first



Joyce and Tom Lyle



assignment at Hallmark. Joyce modestly describes her portfolio as "just a collection of pencil drawings, charcoal sketches and posters which I'd done for my family and my church." But her work impressed the person in charge of the department where artwork is prepared for printing. Joyce was hired and learned to do very fine detail, "with a paint brush, not a pen." And her painting skills brought her to the Keepsake Ornament studio.



busy, and we loved doing it."

This year when the Lyles gather for the holidays, one sports topic may dominate. Joyce's son Rick is in his rookie year with the Cleveland Browns football team. "Even though he probably won't get much playing time yet," mom says proudly, "keep your eye on number 95."

"At first I did primarily flat artwork. I'd never had any training in sculpting, but I wanted to learn," she explains, "so I talked to and watched the other artists. It's really hard to take a flat piece of artwork and make it three-dimensional. You have to make up the back view."

Collector's Club conventions and signing events are adding yet another dimension to Joyce's work. "I enjoy meeting the people we design the ornaments for," she says. "It's really neat to meet them and to hear their stories. It makes our work more personal, and that's what this is all about."

After hours, the Lyle family has always enjoyed sports and music activities. The artist smiles and recalls, "...football, basketball, soccer, track, wrestling...and marching band, concert choir, jazz band, musicals and plays."

At one point, we had three boys in high school at the same time. We'd go straight from work to an activity — sometimes one activity after another — all week long and weekends, too. We were very

*Editor's Note: This is the fourth 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 so we can share their stories with other Club members.*

Follow the yellow brick road and it just might lead to the Pittsburgh Show and the wizard of ornament collecting, Clara Johnson Scroggins.

One of the many Keepsake Ornament enthusiasts who made the journey to Pittsburgh and met Clara earlier this year was Kriste Kaemlein. Dressed in costume and carrying her puppy, Cricket, Kriste played Dorothy from MGM's movie *The Wizard of Oz*™ and walked away with a prize for her costume.

"'Dorothy' is adorable, isn't she?" bubbles Clara. Everything from the pigtails and bright smile to the ruby red slippers and puppy dog make Kriste's costume a winner.

Choosing an ornament to re-create as her costume was easy for 10-year-old Kriste. Cricket had just arrived at her Saddle River, New Jersey, home and Kriste wanted to include her in the outfit. "Dorothy" from the 1994 Keepsake Ornament *Wizard of Oz*™ Collection was a perfect fit.

Describing her Yorkshire terrier as a "very jumpy little dog" who is appropriately named, Kriste says, "She's not much bigger than a cricket and she jumps like a cricket." Kriste reports Cricket was the star at the Pittsburgh show and knew when to jump right into the basket.

In addition to winning awards and new friends, Kriste and

her family travel around the country attending Artist's Appearances. She most recently met Ken Crow at the signing in Middletown, New York, and Duane Unruh at the event in Aiea, Hawaii. "We scheduled our trip to Hawaii around the signing," says Kriste's mom, Sandy. "We were at the Hallmark store at 7 a.m."

Kriste's growing collection includes Keepsake Ornaments, Keepsake Miniature Ornaments, Merry Miniatures and Tender Touches. Among her favorites is her first Merry Miniatures figurine, "Bunny," who's wearing a tutu. Kriste was taking ballet lessons at the time her mother presented her with the figurine, making it especially memorable. Kriste's other favorite picks are the Keepsake Ornaments "Jack Frosting" from 1987 and "Holiday Teatime" from 1992.

Kriste displays her ornaments in a case similar to the ones restaurants use to display their special desserts. During the holidays, she decorates a small tree in her room, displaying all her Keepsake Miniature Ornaments and other favorites carefully arranged around the base of the tree. And, on special occasions, she will place an ornament on her desk at St. John the Baptist School. Kriste is a fourth grader this year and enjoys cheerleading and Spanish.

Of course, Cricket won't be left out of the fun of ornament collecting. This will be her first Christmas filled with holiday treats. "We've picked some of the cutest for Cricket, but they're never as cute as she is," says Kriste. Or as cute as Kriste!



## Club Gift Completes Cinderella Collection

When the Cinderella Collection of Merry Miniatures arrives at Hallmark stores in the months to come, two very important members of the cast will not be included. They are the haughty Stepsisters, pictured here for the very first time.

This exclusive figurine will be the Club's gift to you every time you give the gift of membership to a friend or relative during the 1995 Club year. To receive the Stepsisters, you must be a 1995 member and enroll a new member using the special gift application included with your membership renewal or Membership Kit.

Photocopies of the special application will be accepted.

Look for the collection at Hallmark stores during the following seasons: Cinderella with Valentine's, Prince Charming with Easter, the Stepmother with Halloween, the Fairy Godmother with Summer, and the magical pumpkin Coach with Thanksgiving.

*Display hint: When you arrange your collection to portray the famous scene at the Ball, use several of the Stepsisters figurines to represent the crowd of would-be Princesses.*



# WHAT A GOOD IDEA!

One-of-a-kind Gifts and Surprises



## Countdown to Christmas

Little ones will find it easier to wait for Santa when they can have a special treat each day. Create your own December calendar using colorful fabric. Attach 24 pieces of wrapped candy to represent the days till Santa arrives. Then add a lasting memento of the season—a Personalized Ornament with the child's name and a fun message.

The configuration of the Etch-A-Sketch(R) product is a registered trademark of the Ohio Art Company.

## Place a Call

Whose voice will you record...and what will the message be? The Keepsake Recordable Ornament "Holiday Hello" is ready to go home with you, to record those special words. Imagine the grandparents who receive this message, to replay time and time again: "Merry Christmas, Grandma and Grandpa...I love you!"

## Say "Happy New Home"

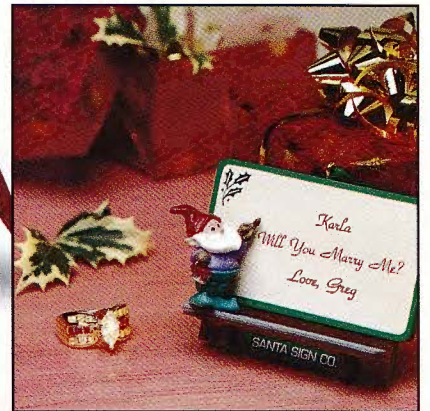
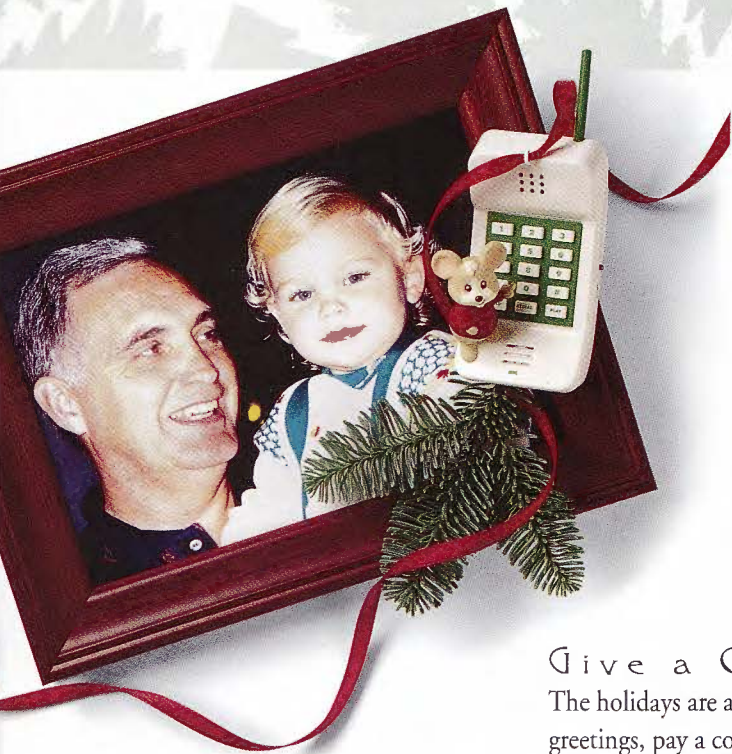
Celebrate the special thrill of the first Christmas at a new address. Whether you order "Mailbox Delivery" for yourself or for a family member or special friend, this

Personalized Ornament will keep on delivering holiday smiles for years to come.

## Share a Sweet Tradition

Your gift of home-baked cookies (and your recipe!) will be even more appreciated when you include a "Cookie Time" Keepsake Ornament, personalized with your own words. Your thoughtfulness may inspire others to pass along their favorite treats.





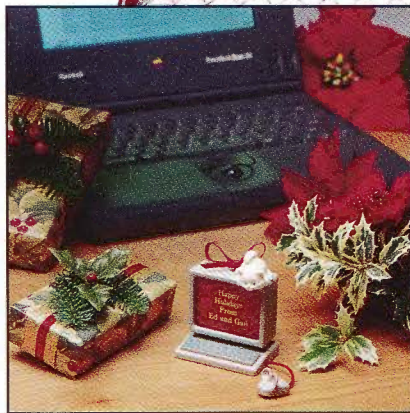
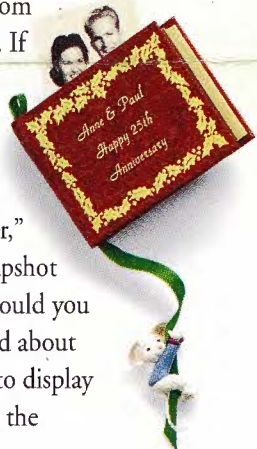
## Give a Cheer

The holidays are a great time to send your greetings, pay a compliment, or commemorate a big event. The Keepsake Ornament "Reindeer Rooters" design is waiting to display your message.

What would you like to say?

## Show Your Love

Use your imagination, and choose the design that fits your message. If you've always wanted to carve your true love's initials on a tree, "From the Heart" is perfect. If you're celebrating a special occasion, highlight it on the cover of the "Festive Album Photo Holder," and put a special snapshot inside. Of course, should you want to tell the world about your love, the place to display your message is "On the Billboard."



## Be Computer Friendly

They're at home...they're at work...they're everywhere. But few are as much fun as the Keepsake Ornament "Cat 'n' Mouse Computer." Add your own words to the screen, and communicate!

To place your order for Personalized Ornaments, see your Hallmark Gold Crown retailer. Orders accepted until December 30, 1994.

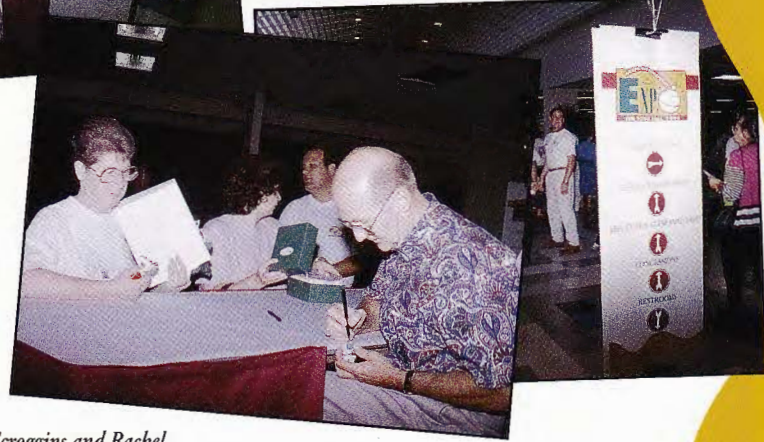


Memories of EXPO were still fresh in our minds as we put together this scrapbook of photographs taken at the "debut" in St. Louis, Missouri, September 10.

To all of you who attended an EXPO event, we sincerely thank you. Your enthusiasm warmed our hearts. We're glad you were a part of "Making Memories"!



Among the many activities enjoyed by collectors at St. Louis and the other seven EXPO locations were opportunities to purchase "Mrs. Claus' Cupboard" and to register for prizes such as a red '57 Chevy Keepsake Ornament and more. Not surprisingly, the Keepsake Ornament Artist signings proved to be one of the most popular events.



Clara Johnson Scroggins and Rachel Perkal both did presentations for collectors at EXPO. Throughout the day, Club staff members visited with collectors at the "Members Only" Keepsake Ornament Collector's Club booth.



At EXPO, collectors had a chance to mingle as they signed "the world's largest collector's ornament." Each section of the star-shaped ornament was designated for a particular EXPO location and will be assembled to commemorate the event. Many collectors remarked that having the chance to meet and talk with other collectors was one of the best things about EXPO.



# COLLECTORS CHOOSE SPRINGTIME FAVORITES

You've told us that you value the opportunity to preview Keepsake Ornaments in advance. That's why we "took our show on the road," presenting our 1995 Easter Collection to Club members at our own EXPO events this fall, as well as to participants in the International Collectible Exposition at South Bend, Indiana, this past July.

In turn, we wanted to hear from our loyal collectors, so we asked them to identify their favorite Easter ornaments. Here's a sampling of opinions from Club members at the collectors show in South Bend, where the new collection was seen for the first time.

Springtime BARBIE™, making her debut in an original gown fashioned by Keepsake Ornament artist Patricia Andrews, was clearly the first choice of collectors. They were delighted to learn that this is the first in a series.

Bugs Bunny is also making his first appearance in the Keepsake Easter Ornament Collection. Sculpted by Robert Chad, the famous rabbit was awarded second carrot—er, second place—in our friendly competition for favorite design. And, speaking of friendship, collectors selected a trio of ornaments, arranged in their own special window box, as their third choice. "Flowerpot Friends" was sculpted by Patricia Andrews.

The charming woodland animals depicted in Tender Touches designs have long been a favorite of collectors, so it's not surprising to find Ed Seale's portrayal of a bunny with seed packets and "High Hopes" in fourth place.

The balloting resulted in fifth-place honors being shared by two designs. "Apple Blossom Lane," which features a fanciful Easter Egg cottage, is the first in a series. And PEANUTS® is well represented by

everyone's favorite Easter Beagle, SNOOPY, and his pal WOODSTOCK.

Collectors also indicated a strong preference for "April Shower," designed to complement the Club Edition Sidekick Ornament "May Flower."

Other frequently mentioned favorites included a helicopter, a flower-bringing chipmunk, and an artistic bunny. They are, respectively, the second in the whimsical series "Here Comes Easter," the first in the new series "Garden Club," and the "Picture Perfect" ornament with Crayola crayons.

You can see the entire 1995 Keepsake Ornament Easter Collection, along with springtime Merry Miniatures figurines, in the brochure enclosed with this issue of the *Courier*.



## Important Reminder

Your opportunity to order "May Flower" sails away December 31, 1994. Be sure your order is on board! You must take the special Members Only order form to your retailer before December 31. (The order form has complete details.) And be sure to look for the related design "April Shower" when the Keepsake Easter Ornaments arrive at Hallmark Gold Crown stores.

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# CELEBRATING 15 SEASONS OF FROSTY FRIENDS

Playful and cheerful,  
Frosty Friends invite you to discover the fun  
of living in an icy wonderland.

Each year, Keepsake Ornament artists draw on their  
imagination and experiences to create a new Frosty Friends  
adventure. Ed Seale, who has sculpted 10 ornaments in the series,  
attributes his special interest to his life in Canada.

"I have always been fascinated with Northern stories, and you hear more  
about the Eskimos in Canada than you do in the U.S.," he says. "They have  
a totally different culture, a very simple lifestyle. And of course," he adds with  
a smile, "they live in the mysterious far north, near Santa's North Pole."

Other Keepsake Ornament artists who have sculpted for the series include  
Julia Lee, Sharon Pike and Bob Siedler.

In addition to the series, "Frosty Friends" were among the 1993 Special  
Editions commemorating the 20th Anniversary of Keepsake Ornaments.  
"Little Frosty Friends," a special offer featuring four Keepsake Miniature  
Ornaments and a specially designed wreath, appeared in 1990.

Whether you've just started a collection or are fortunate  
enough to have all 15 designs, you're probably wondering  
what Frosty Friends will be doing next year. All we can  
say is—just wait till your 1995

*Dream Book* arrives!



# SEASON'S GREETINGS

FROM YOUR FRIENDS AT KEEPSAKES



# CLUB EXCLUSIVE SWEATSHIRT AVAILABLE

How would you like to own a sweatshirt featuring some of the most popular Keepsake Ornament Collector's Series? Well, if you've seen the new "Hallmark at Home" mail-order catalog, you may have seen just such a sweatshirt. What you probably don't know is that there is a special version of this shirt available exclusively to Club Members! The Club version (shown at right) carries the Keepsake Ornament Collector's Club logo on the sleeve.

Representations of classic Keepsake Ornaments, including designs from the Nostalgic Houses and Shops, Here Comes Santa, Bellringers, Tin Locomotive, and Rocking Horse Collector's Series, are embroidered and appliquéd to the front of the sweatshirt. The sweatshirt is made of machine washable, soft cotton/polyester

fleece and is available in L and XL sizes for \$39.95.

The Club version of this sweatshirt is only being advertised here, in this *Courier*! To order, call 800-983-4663.



Sweatshirt is imported. Available while supplies last.

*Editor's Note: If you would like to see other Club exclusive accessories offered, please write to us at the Club address and tell us what kinds of items you'd be interested in. Happy Holidays!*

## Looking for the Perfect Gift?

If you're having difficulty choosing a gift for someone on your Christmas list, you may want to consider a Gold Crown Gift Certificate. Because the certificates are redeemable at any Gold Crown store, you can let your friend or loved one choose whatever they'd like most. The certificates can be used for any purchase in the store—including Keepsake Ornaments!

So, if you're looking for a gift for a fellow collector and aren't sure which Keepsake Ornaments they've already purchased, or if you're looking for a thoughtful gift for a teacher, coach or babysitter, ask your local Hallmark Gold Crown retailer about Gold Crown Gift Certificates.



## Do You See Stars?

If you see asterisks (\*\*\*) beside your name on the outside of the mailing envelope for this *Courier*, it's time to contact the Club to renew your membership!

## 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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Hallmark Keepsake Ornament Collector's Club #161  
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