

COLLECTOR'S COURIER

THE 1995 DREAM BOOK A New Vision for Collectors

Your new and exciting 1995 *Dream Book* has arrived, and that's great news for you and other Keepsake Ornament collectors!

The book has a fresh design, more pages, a larger format, plus festive decorating, entertaining and gift-giving ideas for the holidays and throughout the year—all created with you, our collectors, in mind.

As with all *Dream Books*, you'll see the new ornament designs for the year. But, beginning with this 1995 *Dream Book* edition, each new ornament description includes the name of the Keepsake Ornament artist who sculpted or designed it. Since collectors have asked for more information about the artists, the book also contains special thoughts about some of the designs from the artists who created them.

❄️ A Personal Approach

The 1995 ornament story is told from a "first person" collector's point of view, including many of the ideas and activities you might experience as an avid collector. You'll

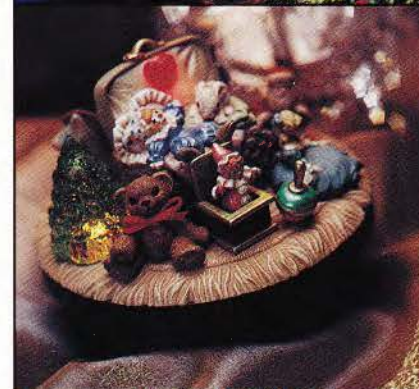


find fun family traditions, ornament decorating tips, imaginative ways to create Keepsake Ornament wreaths, and ideas for a Christmas Open House with recipe suggestions.

The book also includes a collector's personal calendar filled with Collector's Club happenings, store events and special ornament offerings that can serve as reminders to you throughout the year. A collector's personal list for year-round gift-giving offers some helpful ideas to get you started on your list.

Inside This Issue:

- AT YOUR SERVICE
- EASTER DECORATING TIPS



continued from front page

❄️ New Larger Format

Additional pages in this year's *Dream Book* provide more room to include decorating ideas, special ornament offerings and collector activities. The expanded book shows Special Issue Ornaments, Showcase Ornaments, Merry Miniatures™ figurines, Kiddie Car Classics, the Gold Crown Reach Premium offering, plus information about EXPO, the 1995 Keepsake Ornament Premiere and the Collector's Club.

This larger format helps create an easy-to-read, visually exciting catalog. And yet, the 6 7/8-inch tall by 7 3/4-inch wide book is still small enough to fit in your purse or shopping bag, making it convenient to carry to your local Hallmark store when you shop for ornaments.

❄️ Added Features

Those who are new to Keepsake Ornaments will find the book easy to understand, too. The book's preview pages and section introductions explain ornament categories, such as Collectible Series, Showcase Ornaments or Special Issues, for example.

No matter how you size it up, the 1995 *Dream Book* is a collector's dream come true. Enjoy it in your own special way. Perhaps you'll relish it like this avid collector who's quoted in the book:

"Each year, I can't wait until the *Dream Book* arrives. I make certain to have several hours of time alone to slowly take in the new season's treasures, since Keepsake Ornaments are all new designs each year. I brew a holiday tea — a hot mixture spiced with clove, nutmeg and cinnamon. I settle into my big overstuffed easy chair and leaf through the book slowly, page by page, delighting in each ornament. Then I go back to see what I must have for my own family's collection and what I'd love for gift-giving."

Enjoy!

Fun Facts About the 1995 Dream Book

Did you know that . . .

- * Many ornament collectors consider the *Dream Book* a shopping guide, a historical reference piece, a scrapbook of memories, an idea book and a collectible!
- * From planning to printed copies, it takes hundreds of people—planners, artists, designers, writers, editors, marketing executives, stylists, photographers, printers and distributors, among others—to get a *Dream Book* into your hands.
- * Work on the next year's *Dream Book* begins just four months after you receive the current book.
- * More than 3 million copies of the 1995 *Dream Book* are printed—more than enough for every man, woman and child living in the state of Oregon. That's a best-seller on anyone's list!

MAKING A DIFFERENCE



Some people have a knack for making a difference. Take Rachel Perkal, for instance. Since her involvement with the Keepsake Ornament Collector's Club

began in 1987, she has touched the lives of hundreds of thousands of people. Since those early days, Rachel has provided energy, ideas, and most importantly, *heart*.

Her love for collectors and all that makes collecting fun and rewarding has helped guide her decisions as Club Manager. She brought us Conventions, exclusive Club product, Artists' Appearances, and the Keepsake Ornament EXPO. "What would the collectors want?" is the question she asks herself and those around her.

Now Rachel's great capacity for caring is taking her life in a new direction. With her upcoming marriage to Tobin Fraley and an opportunity to begin her own business, the time seems right to make a change. Rachel began talking to us some time ago to make sure the transition would be smooth and that we would have the necessary time to locate the best possible person to manage the Club.

In the May issue of the *Courier*, we will be introducing you to Lynn Wylie, our new Collector's Club Manager. You can be sure she will be a dynamic, caring and exciting leader. Rachel wouldn't have it any other way.

As we say good-bye to Rachel and wish her good fortune, we know there is a part of her that will always be with the Club. It is her legacy of hard work and dedication to you, the collectors. She will be missed—but not forgotten.

Don Hall, Jr.

Don Hall, Jr.
Grandson of the Founder of Hallmark Cards, Inc.

Note from Rachel: Although I'll miss my collector friends, I feel good moving on knowing you will be in the capable hands of Lynn, who will be a terrific Club Manager.

Rachel Perkal

THE INSIDE STORIES

Knowing the stories behind your favorite Keepsake Ornament designs adds to the fun of collecting. With this in mind, the Courier staff has been digging up all the details on the 1995 Keepsake Ornaments so we can share them exclusively with Club members. Here's the latest scoop!

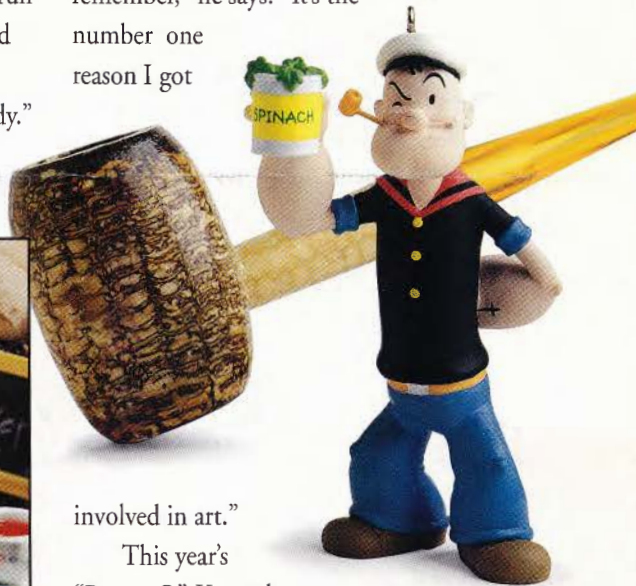


Beverly and Teddy

Imagine if the toys under the Christmas tree came to life when no one was looking. That's just what Duane Unruh imagined when he sculpted "Julianne and Teddy" (1993), "Lucinda and Teddy" (1994), and this year's "Beverly and Teddy." In addition to poring over books, Unruh made several visits to the Kansas

Popeye®

Sculpting cartoon characters fulfills a childhood dream for Robert Chad. "I've been a cartoon fan for as long as I can remember," he says. "It's the number one reason I got



involved in art."

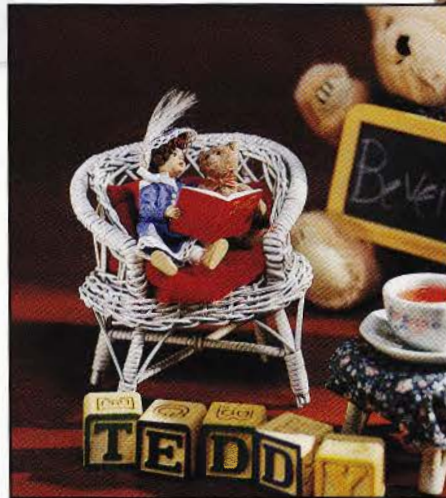
This year's "Popeye®" Keepsake Ornament was based on the early animation styling of the Max Fleischer studio. "We purposely chose to do the older, more nostalgic Popeye®," Chad says. "Although he's always got a pipe and has one eye closed, his costume and coloring have changed through the years." Keeping a character historically correct can be a painstaking process. But in the end, as Chad says, "It's really worth it."



Puppy Love

Every puppy featured in the Puppy Love Collector's Series has special meaning for Anita Marra Rogers. And this year's dog is no exception. "I based this puppy on a rottweiler named Bruno who's owned by a friend of mine here at Keepsakes," Rogers explains.

Marilyn Hutcherson, Bruno's owner, works in inventory control. She's obviously proud of her "boy," as she calls him, and thrilled that he inspired the 1995 Puppy Love design. "He's got personality plus," she says with a smile.



City Toy and Miniature Museum to research these designs. He was also inspired by a friend's extensive doll collection.

Sculpting the teddy bears sparked fond recollections for Unruh. "I can remember the teddy bears my brother and I had when we were kids. They were twin bears for twin brothers. We sure loved them!"

A T Y O U R S E R V I C E

Helping Collectors With the Essentials

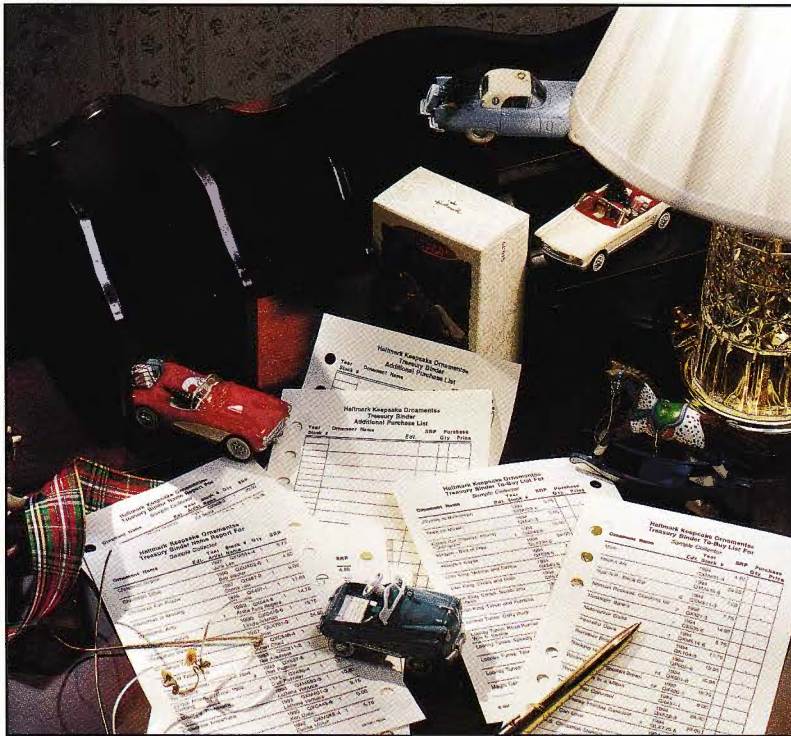
"I was amazed at the amount of money actually invested in my collection, and astounded by the dollar amount at which my collection is now valued," says Bill Dittmar. Dittmar's comments echo the feelings of the many collectors Rose and Larry Davis have helped since starting Collector's Essential Accounting.

It all began when Rose, a Keepsake Ornament collector and Charter Member of the national Collector's Club,

needed to get organized and educate herself about the value of her collection. Rose began collecting Keepsake Ornaments in 1986. "I didn't even know I was a collector," she says. According to Rose, her girlfriend Renée was the "real" collector who turned her on to the secondary market. This friendship would eventually lead Rose to start her business.

Looking for the best way to organize her own collection (which now dates back to ornaments from 1978) Rose turned to her husband Larry, who has over 20 years of computer experience. He developed a comprehensive report of Rose's collection including details about year purchased, packaging condition and artists' signatures. What she paid for an ornament or from whom she received one were important to Rose. The replacement value of each ornament was the most important information for both Larry and Rose.

All of this information and more was gathered, organized and stored in the computer program Larry created. And,



built into the process. Now, as if by magic, Rose can receive an updated report of her entire collection — anytime!

Rose's collector friends were so taken with her Hallmark collection report they asked the Davises to help them get organized. The Davises have now helped scores of collectors. Their service, which ranges from approximately \$17 to \$50, can be tailored to a collector's needs. Any replacement values, changes or ornament additions can be updated throughout the year. For the really serious Hallmark collector, Collector's Essential

"I was amazed at the amount of money actually invested in my collection, and astounded by the dollar amount at which my collection is now valued..."

thanks to Larry's program, Rose had the printed report to take with her on Keepsake Ornament shopping expeditions. New additions and changes in the value of her ornaments were easily added to Rose's inventory as a result of the efficiencies Larry

Accounting can even organize Merry Miniatures™, tree toppers, stocking hangers, tabletop decorations and Keepsake Easter Ornaments.

Among Rose's favorite reports is the Summary Report which lists totals for each year of collecting—ending with a grand total. "That's the report you hide from your husband," Rose says with a laugh. On a more serious note, she explains how important it is to know the detail and value of your collection should something happen to it.

Now, seeing collectors at shows with their Collector's Essential Accounting portfolio makes Rose smile. She knows she has provided an important service to a fellow collector.

Editor's Note: This is the first in a series of articles highlighting those in the collecting world who offer special services or information to collectors. For more information about the benefits of Collector's Essential Accounting, call 1-800-355-5242.

SKETCHBOOK

Nature's Sketchbook Comes to Keepsake Ornaments

Marjolein Bastin says that her deep love of nature started "in the pram (baby carriage). Mother used to set me in the garden and I'd watch the insects and the beetles."

This talented Dutch nature artist began sketching at the age of five and completed her first serious paintings at the age of eight. Today she continues to discover the wonder in nature, and delights in sharing her discoveries. She is noted for sensitive portrayals of small forest creatures, birds and wildlife. "I want people to feel it in my drawings — how we have to care for and enjoy the earth," she explains.

Marjolein's designs are not only accurate representations of what she sees. They are clues to her remarkable knowledge of nature. In the painting "Violets and Butterflies," for example, the artist insists that the color of the violets must be true to nature, because this butterfly's caterpillars can survive only on a diet of these particular flowers.

Marjolein first attracted an appreciative audience in her native Holland, where her artwork appears in a weekly magazine, and where she writes and illustrates children's books based on her own creation, *Vera the Mouse*.

In recent months, Americans have come to know her through "Nature's Sketchbook," a line of Hallmark greeting cards, books and other products. *Better Homes and Gardens* magazine is also featuring her illustrations.

Marjolein says she finds inspiration for her work everywhere — in the woodlands near her home studio in Arnhem, Holland ... at her family's second home on an island in the North Sea ... and on her travels to Hallmark headquarters. Her family also shares her love of nature — husband Gaston and their son, Mischa, and daughter, Sanna.

Just how did her designs come to be highlighted in Keepsake Ornaments? "We were impressed by the quality of Marjolein's work, and by her warmth and sincerity," says Kyra Hicks, who helps plan the



Showcase Ornament line. "Her styling is exactly what we want to offer collectors — it's very fresh and unique. I truly believe these ornaments are among the most beautiful we've ever produced."

The 1995 Nature's Sketchbook Collection includes four designs. The "Christmas Cardinal," which Marjolein calls the "Kearney Cardinal," was sketched during one of her visits to America. She first sighted the colorful songbird while working with Hallmark artists in a farmhouse studio near Kearney, Missouri.

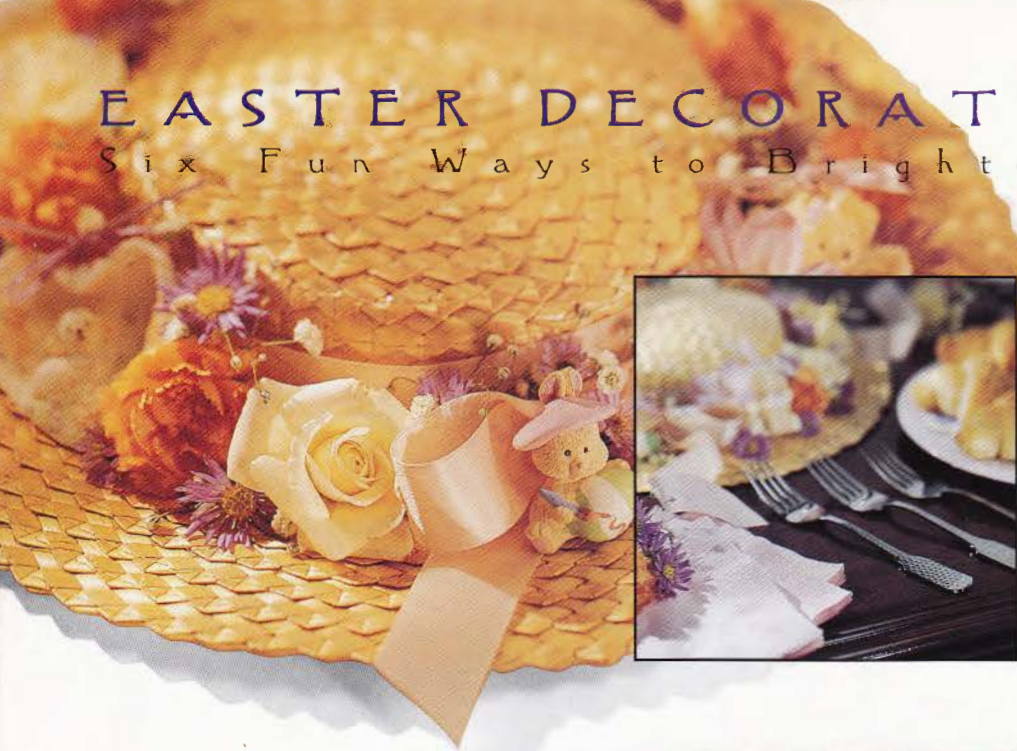
That design, along with "Violets and Butterflies" and *Raising a Family* were sculpted for the collection by Joyce Lyle. John Francis interpreted the design depicting apples from a "Backyard Orchard."



Editor's Note: The artist's name is pronounced "MARE-yo-LANE BAS-tin." Her first name, Marjolein, is Dutch for the herb marjoram.

EASTER DECORATING IDEAS

Six Fun Ways to Brighten Your Home



1. Put on your Easter bonnet... on your buffet tabletop, that is. Add a colorful ribbon, spring flowers, and your collection of assorted Keepsake Easter Ornaments to the rim of a straw hat. "Promise of Easter" (1992) and "Joy Bearer" (1992) ornaments, along with the "Bunny Painting Egg" (1993) Merry Miniatures™ figurine, make this table centerpiece Easter-parade perfect.

2. Easter egg-tiquette. Your dining designs will present a feast for the eyes when you decorate each place setting with favorite Keepsake Easter Ornaments. Guests will adore their napkins adorned with a "Cultivated Gardener" ornament (1992) or place cards set off with the "Full of Love" ornament (1991).



3. Adults love Easter bunnies, too! Celebrate the joys of spring. Bring a bunny to your Easter shelf or mantle display by placing the "Stylish Rabbit" Merry Miniatures™ figurine in an individual egg cup.



4. Start a new spring tradition. Make a festive wall or door pull. Create a lasting collection for your child by placing commemorative Keepsake Easter Ornaments on a hanging banner. Add to it as years go by.

The banner shown is actually 4' long, giving you lots of room to "grow" a collection. Center a two-inch-wide ribbon on a ribbon three inches wide, then attach lace to both sides of the wide ribbon. Stitch or glue them together, then complete your hanging with a purchased hook or loop of ribbon at the top.



5. Creative cupboard collections. Add a touch of springtime to your kitchen or dining room. Hang ornaments, such as "Apple Blossom Lane" (1995), "Rocking Bunny" (1992) and "Barrow of Giggles" (1993), with colorful ribbons from the top of your cupboard, hutch, or kitchen shelf.



6. Ornamental spring frills. Tassels are the decorating rage and the perfect finishing touch on doors and drawers. Place a key in the lock of a decorator box, chest of drawers or armoire, and adorn the key with a tassel and the "Lovely Lamb" (1993) Keepsake Easter Ornament.

Making the Most of "Indoor Days"

This time of year, skies are often gray and temperatures can be chilly. Depending on where you live, you may get stuck indoors because of rain or snow. Although adults may tell you that spring is just around the corner, what you really need on "indoor days" like these is something fun to do!

By following the instructions and photographs on this page, you'll discover a great way to spend the day—learning to make your own mouse sculpture from Keepsake Ornament artist Bob Siedler!

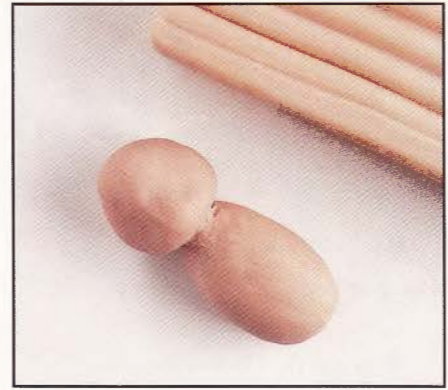
For Siedler, teaching himself to sculpt wasn't just a good way to pass the time during bad weather, it gave him something fun to do during lunch when he first joined Hallmark. "I didn't know anyone when I first came to work here," Siedler explains, "and I didn't like to eat in the cafeteria by myself." Siedler eventually got to know Duane Unruh (now also a Keepsake Ornament artist) and borrowed his oven at lunch time to bake his sculptures.

Siedler's "noon doodles" attracted the attention of an art director who encouraged him to contact the Keepsake Ornament studio. Siedler was eventually hired as a Keepsake Ornament technical artist. His big break into sculpting Keepsake Ornaments came after he created a back-up sculpture to replace a design that hadn't met the studio's standards. "And the rest is history," he says with a smile.

So, even though you might start a project just to keep from being bored, Bob Siedler's story proves that you never know what a rainy-day project or lunch-time doodle might lead to!

NOTE TO PARENTS: This project is recommended for children 10 years of age and older. Sculpey™, the material that many of the Keepsake Ornament artists use, can be obtained at your local art supply store. Be sure to carefully follow the directions on the package. Play-Doh® is fun to use, too. Just remember that it cannot be baked or painted.

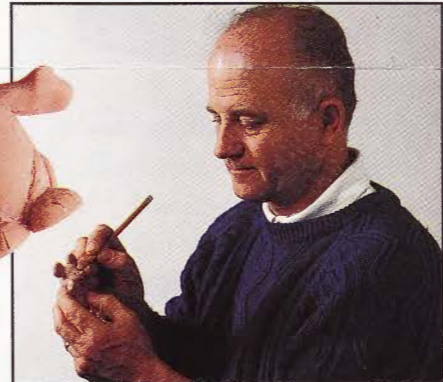
Roll out a ball with Sculpey™ or Play-Doh® for your mouse's head. Make another larger ball and shape it into an almond shape for the body. Put the two pieces together.



Make two very small balls and flatten them with your thumb to make the mouse's ears. Using the palm of your hand, roll a small amount of clay into a rope and cut into four sections for arms and legs. Attach the ears, arms, and legs to the body by gently pressing them onto the surface of the Sculpey™ or Play-Doh®.

Using a toothpick, draw the eyes, nose and mouth.

If you're using Sculpey™, ask your Mom or Dad to help you bake your creation in the oven to harden it. A Sculpey™ sculpture can be painted after it has been baked and cooled. Do not bake or paint anything you've made with Play-Doh®.



Rainy Day Ideas From Your Friends at Keepsakes

"When my grandchildren and I get stuck indoors we make bean pictures. You can draw a picture of anything you like—maybe even your favorite Keepsake Ornament—and fill in the picture with different colored and shaped beans. We glue the beans by using a glue stick or Elmer's glue. The best thing about this project is that your supplies are usually right there in your cupboard!"

—Linda Donahue
Keepsake Ornament Collector's Club Staff

"One idea is to write and draw a story about your favorite Keepsake Ornament. For example, for the 1993 Puppy Love series ornament, you could give the dog a name and write a story about a Christmas puppy discovering snow for the first time."

—Diana McGehee
Keepsake Ornament Technical Artist

Q & A

Treasury Binder

Q. Why isn't the Club offering the *Treasury Binder* as part of the 1995 membership?

A. A survey of Club members indicated that, given the choice, collectors would rather have more ornaments in their membership kit than a *Treasury Binder*.

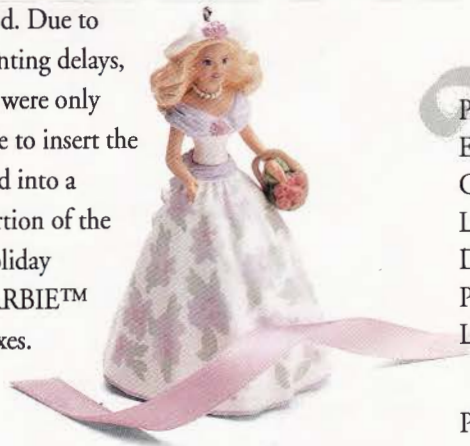
We increased the number of 1995 kit ornaments from two to four and removed the binder from the kit. Because so many members expressed concern about this, however, we have decided to offer the *Treasury Binder* as a members-only optional purchase. Look for details and a special order form with your next *Courier*.



Springtime BARBIE™ Insert Card

Q. Why was an insert card showing the Springtime BARBIE™ Keepsake Ornament included with some of the 1995 Holiday BARBIE™ ornaments? Is the card part of a new series? Why didn't every Holiday BARBIE™ box contain an insert card?

A. The insert card was simply a notification that a new Springtime BARBIE™ ornament would be included in the 1995 Keepsake Easter Ornament Collection. It is not part of a series of any kind. Due to printing delays, we were only able to insert the card into a portion of the Holiday BARBIE™ boxes.



Ornament Update

The Keepsake Magic Ornament, "Jukebox Party," listed in the 1995 *Dream Book*, is not available.

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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Collector's Club #161
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Kansas City, Mo., 64141-2734
Telephone: 816-274-4000

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Hallmark

1995 EXPO DATES AND LOCATIONS

| | | | |
|------------------------|--------------|---------------------|--------------|
| Cincinnati, Ohio | August 26 | Houston, Texas | September 30 |
| Minneapolis, Minnesota | September 9 | Tulsa, Oklahoma | October 7 |
| New York City metro | September 16 | Atlanta, Georgia | October 14 |
| San Diego, California | September 23 | Seattle, Washington | November 4 |

Complete details about EXPO and our new registration process, as well as guest registration will be included in your May *Courier*. To round out the weekend, Collective Productions will host a Collector's Show in each EXPO city.