

COLLECTOR'S COURIER

ALL ABOARD!

'The Baggage Car' Is A Familiar Friend to Collectors

Serious collectors know *The Baggage Car* is not part of a freight train, even though it does have roots in railroad lore. Published by Meredith and Hal DeGood five times each year, *The Baggage Car* is a familiar friend to collectors who rely on this publication to learn the latest values assigned to their Keepsake Ornament collections in the collectibles market.

About the time of the country's bicentennial celebration, Meredith heard that Clara Johnson Scroggins was writing the first *Keepsake Ornament Collector's Guide*. "I knew enough about collecting to know that if there's a collector's guide, there will be many more collectors," says Meredith. "Nobody knew what the entire offering included until 1983, when Hallmark published Clara's *Guide*. Then there was a mad scramble to fill in collections."

Hal and Meredith traveled throughout the Midwest during the late '70s and early '80s searching for Keepsake Ornaments in the basements and attics of Hallmark stores.

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- EXPO '95
- CLARA'S TOP 12

"When the car became packed full of ornaments, we'd ship them back to Des Moines," she says.

Their first shop, also called *The Baggage Car*, was located in a revitalized area near an old railroad depot. "We selected the name, because a freight train's baggage car is filled with treasures," Meredith explains.

In the shop's early days, Meredith featured Hallmark's Commemorative Bicentennial cloth dolls. She also offered "everything from pencils to pottery and an antique collection my daughters left with me when they went off to college."



When first published in January 1983, *The Baggage Car* was three pages. Today, an issue boasts 45 pages and features Keepsake Ornaments, Merry Miniatures™ figurines, and a listing of collectibles shows.

According to Meredith, the value she assigns to collectibles is determined by a variety of factors, including how many calls an item generates, as well as how many remain in stores the week before and after Christmas. "Last year was a great year for Keepsake Ornaments," she recalls. "This excellent collection appealed to so many, it sold out very early."



continued from front page

For the DeGoods, part of the fun of *The Baggage Car* is traveling to shows and conventions to meet other collectors. "We love to guess what might be popular and to see if we're right," says Hal. "Meredith is really better at this than I am."

Hal joined Meredith in the business in 1986, after he retired from his life insurance career. Both enjoy the personal nature of collecting. "Collectors all have their own reasons for wanting ornaments," says Meredith. One collector made a special request when ordering an ornament as a Christmas gift. "Hal wrote a letter from Santa Claus to a little boy, encouraging him to take good care of the ornament," she recalls.

After the 1993 floods that devastated much of the Midwest, the DeGoods moved *The Baggage Car* to suburban Des Moines, "where we don't have to worry about sandbagging anymore." Their new location features a display area and warehouse for nearly 3,000 square feet of collectibles.

In August, Hal and Meredith will celebrate their 45th wedding anniversary. Their daughters have moved to other states to raise another generation of collectors. All four of their grandchildren have caught the collecting fever, and according to Meredith, "they're all good hunters" for Keepsake Ornaments.

The DeGoods can be reached at The Baggage Car, 3100 Justin Dr., Suite B, Des Moines, IA 50322, (515) 270-9080.



YULE TIDINGS

One of my favorite childhood memories is making Christmas ornaments at my Grandma Wylie's house. My brother, sister, and I would spend hours gluing sequins onto brightly-colored balls, sewing lace onto scraps of material and painting stripes onto ceramic candy canes. Not only did we have fun creating the ornaments (I think we giggled more than we painted!), but it was always a special thrill to hang "our" ornaments on the family tree.

When I recently joined the Keepsake Ornament family, I was immediately touched by that warm feeling of Christmas ornament tradition all over again. I see that special child-like enthusiasm in every artist's creation — that care for each detail, from the glee in Santa's eye to the turning wheels on a train or car ornament. And I am thrilled to be a part of it all!

As the new manager of the Collector's Club, I look forward to meeting each of you this year at one of our upcoming events. (EXPO '95 is right around the corner!) Let me know how I can make our Club membership even more special.

I'm eager to know you!

Warmly,

Lynn Wylie
Manager, National Keepsake Ornament
Collector's Club

Meredith and Hal DeGood, publishers of *The Baggage Car*, have seen the popularity of Merry Miniatures™ grow over the years. Introduced in 1974 as party favors for Easter and Christmas celebrations, the figurines have become increasingly sought after by collectors. The figurines help celebrate and commemorate holidays, special occasions and memories. According to Meredith, the early Easter Merry Miniatures™ have become quite difficult to find.

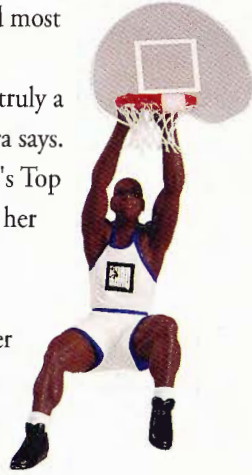


CLARA'S DEAREST DOZEN

Renowned collector Clara Johnson Scroggins recently peeked into her crystal ball for a glimpse of what she predicts Keepsake Ornament collectors will find most popular in 1995.

"This year is truly a blockbuster," Clara says. As a result, "Clara's Top 10" now becomes her "Dearest Dozen."

"Shaquille O'Neal" may never be seen on a shelf, Clara predicts. "As soon as collectors know it's coming, waiting lists will be everywhere."



She believes the familiar faces of "Captain James T. Kirk, STAR TREK®" and "Captain Jean-Luc Picard, STAR TREK®: THE NEXT GENERATION™" will be equally popular.



Each of the two captains is shown in an environment aboard his ship.

Another favorite familiar face is Santa Claus. According to Clara, "St. Nicholas" is the perfect beginning for the Christmas Visitors Collector's Series and a wonderful complement to the Merry Olde Santa Series.



1995 TOP PICKS

- * Shaquille O'Neal, 1st in the Hoop Stars series
- * Holiday BARBIE™, 3rd in the series
- * Captain James T. Kirk, STAR TREK®
- * Captain Jean-Luc Picard, STAR TREK®: THE NEXT GENERATION™
- * Rejoice!
- * Heaven's Gift (set of 2 ornaments)
- * A Celebration of Angels, 1st in the series
- * St. Nicholas, 1st in the Christmas Visitors series
- * 1956 Ford Truck, 1st in the All-American Trucks series
- * PEZ® Santa
- * Murray® Fire Truck, 2nd in the Kiddie Car Classics series
- * Glinda, Witch of the North, THE WIZARD OF OZ™

Several religious ornaments capture her enthusiastic approval. "Rejoice! is a beautiful, Renaissance-style one-piece nativity," she says. "A Celebration of Angels' captures the proud beauty of an African-American woman." And "Heaven's Gift" is a set of two African-American crèche ornaments.



Clara adores ornaments that evoke feelings of nostalgia, too. "Even if you've never owned a pickup, you'll enjoy the '1956 Ford Truck,'" she says.



"The red 'Murray®



Fire Truck' is our chance to be children again. 'Glinda, Witch of the North,' from

THE WIZARD OF OZ™ reminds us that wishes do come true. And, 'Holiday BARBIE™' goes without saying."



"PEZ® Santa" also will rekindle fond memories.

"I have a PEZ®

collection at home, and

I'd love to see them all as ornaments!" Clara says.

Whatever your favorites, Clara predicts that the 1995 Keepsake Ornament collection has something for everyone.

Note: This list doesn't include Clara's favorite Keepsake Magic and Miniature Ornaments.



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1995 EXPO: BETTER THAN EVER!

Back by popular demand, the Keepsake Ornament EXPO is scheduled for its second tour this fall. With all the excitement and fun that's being built in, EXPO '95 promises to be bigger and better as it travels to locations across the country.

What's in Store for 1995

Last year, almost 14,000 Collector's Club members attended one of eight EXPO events. Those in attendance enjoyed mingling with other collectors, meeting Keepsake Ornament artists, winning prizes and listening to some very special guest speakers, such as Clara Johnson Scroggins.

In 1995, Club members will enjoy all these popular activities and much more. Enhancements to EXPO were developed directly from suggestions made by Collector's Club members. For instance, members asked for better locations for the EXPO events. "You got it!" says new National Club Manager Lynn Wylie. "We will be hosting EXPO in quality hotels and convention centers." Club Members will receive special EXPO rates at the hotels listed in the brochure enclosed with this *Courier*.

More EXPO Ornaments Planned

Club Members were also interested in more EXPO ornaments and other EXPO-exclusive products. "We think you'll be very pleased with the plans we're cooking up for some very special EXPO products," Lynn says. In addition to merchandise available at the event, participants who register before June 15 and make a minimum Keepsake Ornament purchase of \$25 during the Keepsake Ornament Premiere (July 22-23) will be eligible to receive a special EXPO gift.

1995 Keepsake Signature Collection Design

This year's EXPO theme, "Christmas Eve Bake-Off," is based on the third piece in the Keepsake Signature Collection. "The design represents a collaboration by 14 Hallmark Keepsake Ornament studio artists," says Jack Benson, the Keepsake Ornament Studio Manager. "Each artist's unique style is celebrated in the charming scene featuring Mrs. Claus and her helpers as they busily bake goodies for Santa's Christmas Eve journey." This very special design will be pre-signed by the artists in attendance at that particular EXPO. By

attending EXPO, you'll have an opportunity to purchase "Christmas Eve Bake-Off," which will only be available at EXPO and nine in-store events (see schedule on opposite page).

About the Artists' Signings

One of the most popular activities at EXPO is the Keepsake Ornament artists' signings. Club members have asked if the Keepsake Ornament artists attending EXPO could be allowed to sign several ornaments.

"In order to allow all Club member attendees to obtain an artist's signature, we must limit the number of ornaments signed," Lynn explains.

This year, artists' signatures will be limited to one per artist per member attendee (i.e., if there are three artists in attendance, a total of 3 signatures). Because of the number of people who attend EXPO, we must limit the number of signatures to keep our artists healthy! "We don't want to harm the hands that create Keepsake Ornaments!" Lynn continues. "Be sure to plan carefully and pick the ones you most want signed," she advises.

A Full Day of Activities

"In addition to the artists' signings, we've added more entertainment and hands-on activities, a video show, fun displays about other Hallmark products, and even more chances to win exciting prizes," Lynn adds.

Participants will also enjoy a special place to meet with other collectors—a place to swap pins, tell stories, and grab a bite to eat.



"Christmas Eve Bake-Off," representing the collaborative work of 14 Hallmark Keepsake Ornament studio artists, is the third piece in the Keepsake Signature Collection. Club members attending EXPO will have an opportunity to purchase "Christmas Eve Bake-Off," which will only be available at EXPO and nine in-store events. (listed at right)

In addition, Collective Productions will host a collectibles show on-site after each EXPO. (For information on the collectibles show, call Collective Productions at (318) 983-0580, Mon.-Fri., 9 a.m.-4 p.m. C.S.T.)



Bringing a Guest to EXPO

Many Club members have expressed interest in bringing a guest to EXPO. In 1995, each full Club member will be able to bring one guest, pending space availability*.

How to Register

Best of all, registering for EXPO is simpler than ever. "It's as easy as dialing the phone or mailing a letter!" Lynn says. "And, it's still just \$10 for a full day of fun!" Be sure to see the brochure enclosed with this *Courier* for all the details.

**Note: Guests will not be eligible to purchase EXPO merchandise or obtain artists' signatures.*



1995 EXPO TOUR SCHEDULE

For specific location and registration information, please see the EXPO brochure enclosed with this *Courier*.

CINCINNATI AUGUST 26

Featured Artists:
Bob Siedler, Ken Crow,
LaDene Votruba

MINNEAPOLIS SEPTEMBER 9

Featured Artists:
Ed Seale, John Francis,
Linda Sickman

NEW YORK METRO SEPTEMBER 16

Featured Artists:
Robert Chad, Anita Marra Rogers,
Duane Unruh

SAN DIEGO SEPTEMBER 23

Featured Artists:
Patricia Andrews, Dill Rhodus,
John Francis

HOUSTON SEPTEMBER 30

Featured Artists:
LaDene Votruba, Ken Crow,
Don Palmiter

TULSA OCTOBER 7

Featured Artists:
Joyce Lyle, Patricia Andrews,
Dill Rhodus

ATLANTA OCTOBER 14

Featured Artists:
Robert Chad,
Anita Marra Rogers,
Bob Siedler

SEATTLE NOVEMBER 4

Featured Artists:
Ed Seale, Don Palmiter,
Joyce Lyle

1995 IN-STORE APPEARANCES

Hallmark retailers who won the 1994 Club Membership Drive contest each earned an Artist's Appearance in 1995. The runners-up in the contest will each enjoy an appearance by renowned Keepsake Ornament authority Clara Johnson Scroggins.

"Christmas Eve Bake-Off," the third design in the Keepsake Signature Collection, will be available at all of the following events:

Middleton, New York - Clara Johnson Scroggins

July 29
Bauton's Hallmark Shop
Upper Level near Center Court
The Galleria at Crystal Run, Rte. 84 & 17
Middletown, NY 10940 (914) 692-2333

Warsaw, Indiana - Patricia Andrews

July 30
The Party Shop
3344 Lake City Highway
Warsaw, Indiana 46580 (219) 267-8787

Massapequa, New York - Ed Seale

August 5
Molly's Hallmark Shop
689 Sunrise Mall
Massapequa, NY 11758 (516) 795-3050

Springfield, Missouri - Clara Johnson Scroggins

August 5
Pat's Hallmark
Park Crest Shopping Center, 3867 S. Campbell Ave.
Springfield, MO 65807 (417) 883-3355

Farmington, New Mexico - Linda Sickman

August 12
Village Book and Hallmark
Animas Valley Mall, 4601 E. Main
Farmington, NM 87402 (505) 327-1150

Salem, Oregon - Clara Johnson Scroggins

August 12
Mark's Hallmark Shop
Salem Center, 480 Center St. NE
Salem, OR 97301 (503) 363-5956

Mansfield, Ohio - Linda Sickman

August 19
Pattie's Hallmark Shop
Kingsgate Mall, 1224 Park Ave. West
Mansfield, OH 44906 (419) 529-2599

Asheville, North Carolina - Ken Crow

November 5
Margaret's Hallmark Shop
Biltmore Parkway Center
1378 Hendersonville Rd.
Asheville, NC 28803 (704) 274-5747

Rocky Mount, North Carolina - Clara Johnson Scroggins

November 18
Amy's Hallmark Shop
Westridge Shopping Center, 3623 Sunset Ave.
Rocky Mount, NC 27804 (919) 443-2203

T A K E A B I G P E E K

National Premiere Set for July 22 and 23

The 1995 Keepsake Ornament Premiere will be filled with activities and surprises you won't want to miss. Your local participating Hallmark store is officially unveiling the 1995 collection on July 22 and 23. Join in the excitement of seeing all the Keepsake Ornaments, including Magic, Miniature, Showcase and Personalized Ornaments for the very first time. You'll also get a chance to meet others who enjoy collecting as much as you.

You'll also have the opportunity to purchase "Wish List," the exclusive Premiere ornament. This detailed Tender Touches ornament, sculpted and signed by Keepsake Ornament artist Ed Seale, is available in limited quantities.

Another Premiere offer, the "Happy Holidays" photo holder ornament, is offered at a special price with the purchase of any Keepsake Ornament. Inside the ornament is a removable picture of the Keepsake Ornament studio artists.

At the event, you can enter a national



drawing for over \$5,000 in prizes. Twenty winners (four winners per prize) will receive one of these five prizes: a \$500 Keepsake Ornament shopping spree; all 1995 Showcase Ornaments, signed; all 1995 Special Issue Keepsake Ornaments, signed; all 1995 First-In-A-Series Keepsake Ornaments, signed; and a collection of 1995 Santa Keepsake Ornaments, signed.

Make sure you're on the mailing list of your favorite Hallmark retailer, if you want to be eligible to win a local prize. The store's upcoming Premiere newsletter will have an entry form for the local prize. Each participating store will award three winners the

"Hooked on Collecting" commemorative Keepsake Ornament.

When you attend the Premiere, you'll receive a free 1995 Keepsake Ornament

Personal Registry, a pocket-sized booklet and calendar which lists every Keepsake Ornament design for the year.

Gold Crown Card members will earn extra points for qualifying Keepsake Ornament purchases during the



Premiere. Look for details in your Gold Crown Card statement, or ask your retailer about joining the free program.

Club members who register for EXPO before June 15 and spend \$25 or more on Keepsake Ornaments during the Premiere will receive a coupon for a free gift at EXPO. You simply take the EXPO gift coupon to the Premiere and have it stamped with the store's name and address. You will receive the free gift when you take the stamped coupon to EXPO.

Join in the fun and excitement of the 1995 Keepsake Ornament Premiere!



A Note From Clara...

Because the Keepsake Ornament team has been concentrating time and resources on EXPO and the development of a more complete *Dream Book*, the next edition of my book, *Keepsake Ornaments: A Collector's Guide*, will not be released in 1995. I'll be sure to keep you posted when I know more about when the book will be released. In the meantime, be sure to hold onto your 1995 *Dream Book*, and any other Keepsake Ornament brochures you might obtain, to help in your record keeping.

Thanks for your patience.

Driving Dreams For Dad

Looking for a great gift idea for Father's Day or Dad's birthday? Scale model replicas of kid-powered pedal cars will drive their way into the hearts of Dads looking for a piece of childhood nostalgia.

Since the introduction of the first Kiddie Car Classics designs in 1992, the cars have been a favorite of collectors who want to bring back pleasant memories. Each Kiddie Car Classics design is a scale-model replica of cars that children pedaled through their neighborhoods in the 1930s through the 1960s.

Keepsake artist Don Palmiter sculpted many of the recent collection designs. The collection is created with the help of consultant and pedal car restoration expert Ed Weirick, who works with Hallmark to locate original pedal cars on which to base the miniature reproductions.

This year's new Kiddie Car Classics collection designs include the "1961 GARTON® Casey Jones Locomotive," the "1950 Murray® Torpedo," the "1959 GARTON® Deluxe Kidillac," and the first Luxury Edition — the "1937 Steelcraft Auburn."

Don enjoyed sculpting the Auburn "because it was an old-style, classic pedal car." The Auburn is the first of the new Luxury Edition category designs which will be limited in production and include models with more elaborate details and realistic touches.



For example, the "1937 Steelcraft Auburn" (available in July) features working pedals, a double-leaf bumper, French bulb horn, and nickel-plated exhaust pipes on the side.

As for Keepsake Ornament designs, they will be available for the first time at the Keepsake Ornament Premiere on July 22 and 23. Also sculpted by Don Palmiter, the 1995 Kiddie Car Classics ornaments will round out Dad's collection. A reproduction of a classic pedal vehicle is the second-in-a-series, 1995 Keepsake Ornament, the Murray® "Fire Truck." The authentically styled Kiddie Car Classics design is based on the original Murray® Fire Truck produced in 1955.

"The design brings back happy memories of would-be firefighters racing to the rescue, with bells clanging on their bright red trucks," Don recalls. He especially



loves this ornament, because he enjoyed his own

Murray® fire truck as a child.

If Dad loves gifts in small packages, then the Murray® "Champion" Miniature Ornament may be a perfect follow up to Father's Day. The tiny blue pedal car is first in the new Miniature Kiddie Car Classics Collector's Series. The Murray® Champion, produced from 1952 to 1959, was one of the best-known pedal car designs.

Whichever designs you choose, Kiddie Car Classics are sure to bring Dad the gift of childhood memories throughout the year.

Be a Winner

Enter our "Home From the Woods" Contest. Simply tell us in 25 words or less what the tiny elf is whispering to the reindeer in the "Home From the Woods" Club Edition ornament. If our judges think you have the most creative message, you could win a signed collection of all four 1995 Folk Art Americana ornaments.

The charming ornament, which complements the 1995 Folk Art Americana Showcase Ornaments, is one of the three Club Editions® offered exclusively to 1995 members. Others include the "1958 Ford Edsel Citation Convertible," to complement the Classic American Cars Series, and the "Brunette Debut - 1959" BARBIE™ ornament, created in

response to collector requests.

The contest is open to all 1995 Club members. To enter, mail your message with your 1995 Club Membership number, name, address and phone number to: Home From the Woods Contest, c/o Keepsake Ornament Collector's Club, P.O. Box 419580, M.D. #166, Kansas City, MO 64141. ONE ENTRY PER MEMBER.

The winning entry will be announced in the November *Courier*. Entries must be postmarked by July 1, 1995.



Note: In the event of duplicate entries the one with the earliest postmark wins.

A DREAM TO SHARE



When you were a child, did you ever dream of having a pony of your very own? Keepsake Ornament artist Linda Sickman did—and her dream inspired the Rocking Horse Collector's Series, now in its 15th year.

"I pointed out many a fine horse to my father when we attended auctions," she recalls, "but somehow we never came home

with one." Still, the fanciful steeds that Linda has designed for Hallmark now grace thousands of homes at Christmastime. An admirer of the imaginative antique rocking horses crafted by early American woodcarvers, Linda has fashioned a proud procession, including Appaloosa, Palomino and Pinto ponies, and given each one distinctive markings and colors.

This year, to celebrate the popularity of this long-running series, a special Anniversary Edition Rocking Horse is being offered in fine pewter. It, too, was carefully sculpted by the artist whose childhood dreams of a pony have been transformed into holiday treasures enjoyed by collectors of all ages.



Your Feedback Makes A Difference!

The Keepsake Ornament *Treasury*, which give collectors a way to catalog their collections, is making an encore appearance. That's good news for Club members who expressed concern about the *Treasury* no longer being included with the 1995 membership kit. Because so many of you requested the *Treasury*, we're offering the Binder, Historical and 1995 Update Pages, and Supplemental Note Pages as 1995 members-only optional purchases. Look for the special flier/order form mailed with this *Courier*.

Q & A

Q. Will Hallmark be participating in the South Bend Collectibles Exposition in South Bend, Indiana, this summer?

A. Although the Keepsake Ornament team enjoys being a part of the South Bend show, much of our time and resources this year are dedicated to making EXPO better than ever. With this new focus on EXPO, Hallmark will not be taking part in the 1995 South Bend show. We will miss participating in this event and hope to return in the future.

Contacting the Club

In case you haven't already renewed, the second membership renewal notice was mailed in April. The deadline to receive your early renewal bonus gift is May 26, 1995 – so renew today! 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 the address below. Please include your membership number in all correspondence with the club.

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