

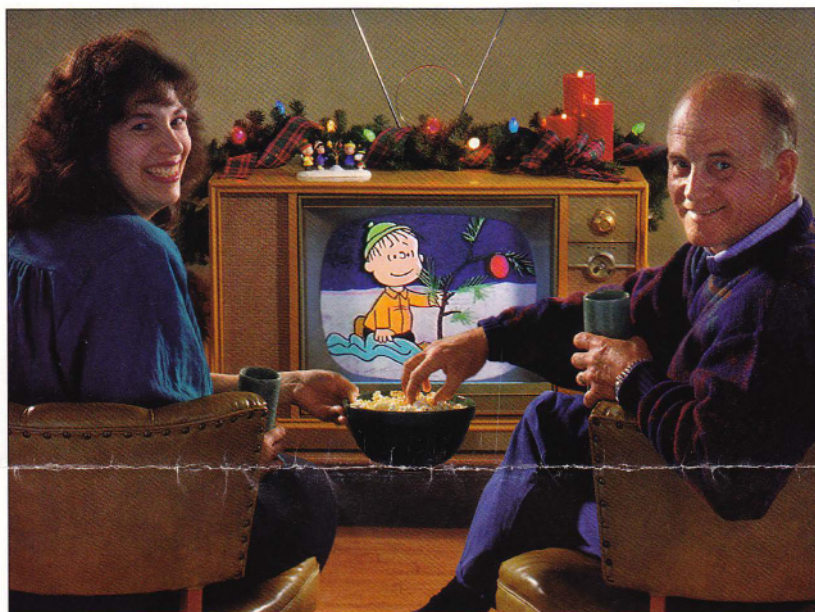
# COLLECTOR'S COURIER

H A P P I N E S S I S . . .  
30 years of "A Charlie Brown Christmas"

Good grief! In 1965, Keepsake Ornament artist Bob Siedler was graduating from high school, while artist Anita Marra Rogers was entering first grade.

Little did they know that in 1995 their heartwarming sculptures would be commemorating the 30th anniversary of the beloved television special in which Charlie Brown discovers the true meaning of Christmas.

Their collective effort, "A Charlie Brown Christmas," will debut at local participating Hallmark Gold Crown stores beginning in November—just in time to celebrate the 30th year of the animated television classic. The 1995 Collection is made up of four ornaments depicting the PEANUTS® gang along with a specially designed "Snow Scene" display base which features WOODSTOCK and the perfect little Christmas tree. Charlie Brown and the display base will be at Hallmark Gold Crown stores starting Nov. 24; Lucy, Linus and SNOOPY will arrive Dec. 1.



PEANUTS © United Feature Syndicate, Inc.

A familiar favorite on network television, the animated Christmas PEANUTS® special is adapted from Charles Schulz's world-famous cartoon strip. It combines the story line of Hans Christian Anderson's *Little Fir Tree* with Schulz's creations. As Charlie Brown directs his friends in a holiday play and rescues a scrawny Christmas tree that no one else wants, he reminds everyone (with some help from Linus) what Christmas is all about.

All the PEANUTS® television specials radiate a warmth and simplicity that appeal to most everyone. That's what Bob and Anita sought to capture in "A Charlie Brown Christmas" Collection. Bob sculpted Lucy and Charlie Brown, while Anita sculpted Linus, SNOOPY and the "Snow Scene" display base.

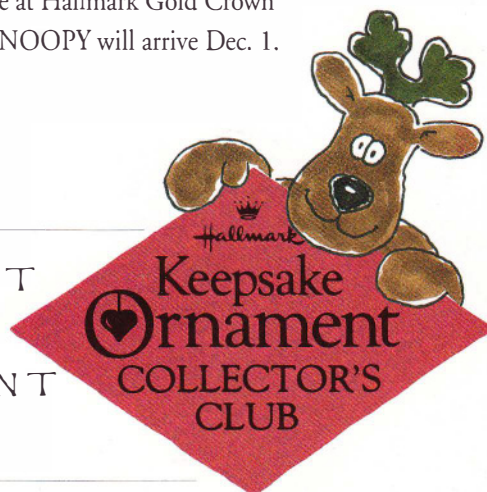
Anita remembers watching the television special as a child. "Before creating the ornaments, Bob and I viewed the special again," says Anita. "The characters have evolved somewhat in appearance through the years. We created an updated version that resembles the way the characters look and dress today."

Linus is the character Anita relates to best. "I made sure I included his security blanket in the design, something that's missing from today's

*continued inside*

## Inside This Issue:

- PHOTO CONTEST WINNERS
- NFL EXCITEMENT
- EXPO UPDATE



continued from front page

Linus,” she says. (The blanket is used as a tree skirt for the little Christmas tree.)

Bob says he identifies with good old Charlie Brown. “He’s one of my favorite characters. He has a simple and universal appeal. After all, who hasn’t experienced mishaps and disappointments!”

In 1965, “A Charlie Brown Christmas” received an Emmy Award and the prestigious Peabody Award for “outstanding children’s and youth program” and set the standard for the PEANUTS® animated specials that followed. Viewers the world over have watched these specials—the longest-running animated programming in network television history—and the audiences keep growing.

This year, the PEANUTS® gang will continue to delight Keepsake Ornament collectors who have discovered that happiness is “A Charlie Brown Christmas.”



HOWDY, TEX ANN!

I’m very happy to introduce Tex Ann Kraft, our new assistant Club manager. Tex Ann joined the Keepsake Ornament family in April with a bundle of energy and a real commitment to the Club. She’s already busy working on new local club programs and some exciting EXPO activities.

Since Tex Ann came on board, collectors have consistently wanted to know two things about her. First, where did she get her name?



And, secondly, what is she like? Contrary to what you may think, Tex Ann is not from Texas. Her mother was a city girl who longed to be a country girl and was given the

nickname, “Tex.” The name stuck and was passed down to Tex Ann.

Although Tex Ann is not from the lone star state (she actually hails from the land of 10,000 lakes), she does have a Texas-sized laugh and is a real joy to work with. She is warm and sincere and approaches life with an enthusiastic “can-do” attitude. I couldn’t be more pleased to have Tex Ann as part of our Club. When you meet her, I have a feeling you’ll agree.

Welcome, Tex Ann!

Warmly,

Lynn Wylie  
Manager, National Keepsake Ornament  
Collector’s Club

## LOOKING BACK

Since the creation of the first PEANUTS® three-dimensional figurine in 1958, the lovable characters have appeared on everything from sushi dishes to designer clothing.

And that includes a long history with Hallmark Cards, Inc. and Keepsake Ornaments. In 1960, Hallmark began featuring PEANUTS® characters on greeting cards, and in 1977, the gang appeared on the first Keepsake Ornaments. Their premier appearance that year—“PEANUTS® Collection”—included one satin and three white glass ball ornaments cleverly packaged in a Christmas-decorated doghouse based on the one SNOOPY has made famous. As part of the 1989 Keepsake Ornament offering, the entire PEANUTS® gang appeared on a sky-blue ball ornament to commemorate the 25th anniversary of the original television special. Titled “PEANUTS® – A Charlie Brown Christmas,” the ornament (shown at right) depicts scenes from the program, including a picture of Charlie Brown’s little Christmas tree.



# W I N N I N G S M I L E S

Thanks to the many worthy entrants in last fall's photo holder contest, choosing the winners wasn't easy! After careful consideration, here are the folks whose smiling faces will be featured in 1996 Keepsake Ornament photo holders:

Collectors Joan and Dave Rosencrantz of Flushing, Michigan, frequently hear people say, "Oh, what a beautiful baby!" whenever they take their granddaughter Harper out for a stroll. "I've never seen such a happy-go-lucky baby," says Joan. "Everything makes her happy." The proud parents of the "Baby's First Christmas" winner are Bob and Heather Rosencrantz of Davison, Michigan.

Five-year-old Karlee Rutledge's school photo takes top honors in the School photo category. "I'm jealous of her naturally curly ringlets," says Mary Laing. Mary submitted the photo of her niece, whom she describes as a very active future basketball star. "Karlee comes from a very large family," says Mary, who lives in Harlingen, Texas, "so there will be quite a demand for these ornaments." Charter members of Karlee's fan club are her parents, Jennie Rutledge of Wilburton, Oklahoma, and Billy Rutledge of Marshall, Missouri.

Honors in the "Our Family" category go to Terri Secrist's daughter and her family of Eugene, Oregon. That's Heather, Brian and five-month-old Max Ebert smiling in front of their 1994 Christmas tree. "I have 13 albums filled with pictures of my daughter growing up, says photographer Secrist, who submitted the photo. "Now I'm working on my grandson. He's the 'smiliest' baby!"

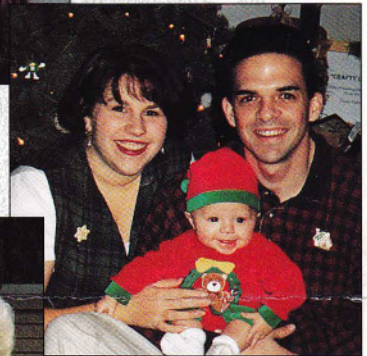
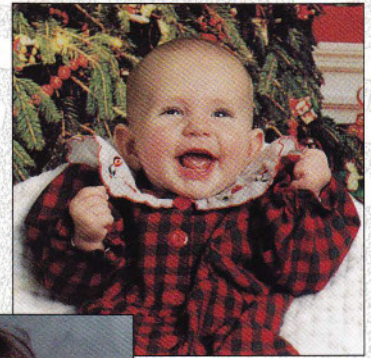
The handsome couple in the 1996 "Our Christmas Together" ornament will be Dottie and Kermit Land of Wyanet, Illinois. Married on December 4, 1954, Dottie and Kermit met at a high school basketball tournament in Indiana. "You know how Indiana fans love basketball!" says Dottie.

Today, they enjoy spending time with their nine grandchildren and collecting Keepsake Ornaments. "I've started a collection for each grandchild," says Dottie. "They have fun anticipating which ornament they're going to get."

Bettie Cross and Galen Svanas of Austin, Texas, consider their Golden Retriever quite a celebrity, dressing him up for almost every holiday. "His summer photo was taken by the pool, and he wore water wings, a mask and snorkel," says Bettie with a giggle. "I named him Ray because he's my ray of sunshine." Bettie and Galen have had a photo holder with Ray's picture hanging on their tree each year for the past four years. They thought it was time to spread the grins around.

Congratulations to all our winners. We'll look forward to seeing your smiles in Keepsake Ornaments for 1996!

Look for details about entering the photo holder contest for 1997 in the next *Collector's Courier*.



# ISN'T THAT AMAZING?

The 1995 Keepsake Ornament collection features many breathtaking special effects to delight the senses through sight, sound or movement. This year, ornaments with motion have new, quiet motors. And, for the first time ever, Lighted Miniature Ornaments add a special glow to holiday collecting.

Since Magic Ornaments were introduced in 1984, intricate workmanship has been hidden inside with gears, tiny motors, wiring, transistors and computer chips that bring the ornaments to life. Over time and with advanced technology, a wider variety and complexity of designs have emerged.

Still, even designs that are not powered can move and fascinate. The 1995 "Santa Serenade" is just one example. To get the inside story on this and other amazing designs—including the artists' own stories—just read on!

## "Santa Serenade"

Just tap this ornament gently, and the owl's head jiggles merrily inside Santa's hat! Ken Crow explains the inspiration for this jolly design:

"The original idea for this ornament was Santa playing a guitar by a campfire," Ken says. "That design was a bit too complicated, so I decided to come up with a cute character in a similar situation—an owl playing a harmonica. The owl is just the right size to fit in Santa's ten-gallon hat, and the harmonica is a great instrument to play by a campfire."

## "Coming to See Santa"

A small child watches in wonder as Santa moves to and fro in this replica of a mechanical store-window figure sculpted by

Don Palmiter. Don even included the sound of Santa's "Ho! Ho! Ho!" to create a memorable scene.

"I grew up in Kansas City and remember visiting the gigantic mechanical Santa that once graced the window of the Emery, Byrd, Thayer Department Store in downtown Kansas City," Don remembers. The "Jolly Ol' Soul" now resides in Crown Center Shops, part of the international headquarters of Hallmark Cards. "I watched the excitement on the faces of children who visited the Laughing Santa," Don says. "It brought back memories from my childhood

and inspired me to create 'Coming to See Santa,' including the same hearty 'Ho! Ho! Ho!'"

## "Starlit Nativity"

Lighted Keepsake Miniature Ornament designs debut this year with Keepsake Ornament artist Ken Crow's "Santa's Visit" and Duane Unruh's "Starlit Nativity."

For Duane, the "Starlit Nativity" design has personal meaning. "In the Christian faith, it's believed that the light of life came in the form of baby Jesus," Duane explains. "That's why I think the light of this ornament will be a feature that's appreciated. Also, the light above the heads of the Holy Family glows to give a halo effect. If it's hung back on a branch, you'll be able to see it in the darkness of the tree."

## "Superman™"

"As I sculpted this ornament, I thought back to my childhood," recalls Robert Chad, who sculpted the 1995 "Superman™" Keepsake Magic Ornament. The ornament is shaped like a telephone booth and features mild-mannered reporter Clark Kent™ turning into Superman™—and back again!

Chad was fascinated with the legendary superhero from an early age. "I think every little boy, including me, dreamed of being able to fly when he watched Superman on TV," he explains. "With towels around our necks for capes, we let our imaginations run wild. We became Superman."



"Coming to See Santa"



"Superman™"



"Starlit Nativity" and "Santa's Visit"

## "In Time With Christmas"

With its wind-up movement and pendulum that moves from side to side, "In Time With Christmas" mimics a full-size metronome.

Keepsake Ornament artist Ken Crow drew upon fond recollections to create this endearing design: "My mother used to be a music teacher and plays the piano very well," he says. "She can play by ear, so she never needed a metronome. However, her talent did not pass down to me. While I was learning to play a guitar, I practiced with a metronome. My idea for the ornament came from thinking about my mom, my hours of practice, the sound and movement of a metronome, and how cute it would be for a mouse to interact with it."



"In Time With Christmas"

# SAVE THE SEALS?

Members of the Good Cheer Collectors club aren't bashful about showing their affection for a particular seal. Is that Seale? Or seal? To show their fondness for both species, the Ohio-based club made a donation to the World Wildlife Fund in the name of Keepsake Ornament artist Ed Seale. Members accompanied their donation with a request that it be used for the protection of the monk seal in the Antarctic.

"I'm tickled they thought so much of the seals (both capital 'S' and small 's') to make a donation to the wildlife fund," says Ed. "They're terrific."

Sharing Ed's affection for seals comes easily for one club member, Kim Destro-Sidik, who came dressed as "Frosty Friends" to the 1991 national

Keepsake Ornament Collector's Club convention. When Ed visited Akron

last summer, Kim hosted a reception in her home, complete with a holiday feast and Christmas

cookies. She sculpted a harp seal with a quartz base and presented it to Ed, joking,



"Here's the first in a series!"

As a tribute to other creatures of the earth, sea and sky, Keepsake Ornament artist Linda Sickman has sculpted "Precious Creations" for the 1995 Keepsake Miniature Ornament collection. "Precious Creations" features the bald eagle, humpback whale and black rhinoceros stacked in totem-pole fashion above the earth. The animals can be turned on the center pole of the ornament.

"I've always been interested in endangered species and trying to preserve them," says Linda. "I thought in some small way we could raise awareness."

Included on the packaging for "Precious Creations" is this thought-provoking reminder: "Let us be gentle with everything on the earth. Let us count as friends the land and sky, the waters, and all the creatures that live."

Every year, local collector's clubs across the country discover creative ways to demonstrate their commitment to the environment and to their communities. The Keepsake Ornament Collector's Club often receives wonderful stories about philanthropic projects that clubs have adopted to spread holiday joy



*After making a donation to the World Wildlife Fund in Ed Seale's name, the Good Cheer Collector's club gave the artist a "Save the Seals" greeting card. Kim Destro-Sidik, a Good Cheer Collectors club member and fellow seal enthusiast, presented Ed with her sculpture of a harp seal (shown at left).*

throughout the year.

If you're a member of a local club, now's the time to start thinking about a special holiday project. Please share your ideas and the results of your efforts with us at upcoming EXPOs, or send a note to the address listed on the back page of this issue. We look forward to hearing from you!

## ANGELIC FAVORITE INSPIRES SHOWCASE TRIO

Although angels have long been cherished symbols of the Christmas season, items with an angelic theme are more popular than ever before. The angel-collecting phenomenon has inspired books, audio tapes and at least one magazine especially for angel enthusiasts.

The 1995 Keepsake Ornament Showcase collection features three charming angels with a proven popularity of their own. The Angel Bells Collection is based on Hallmark's all-time best-selling Christmas card—a design featuring three praying angels which was introduced in 1977. Retired Hallmark artist Ruth J. Morehead says she created the card from a memory of a childhood photo of herself and her twin sisters. Morehead remembers there was one twin who was always mischievous, "...but I won't say which one," she says.

Keepsake Ornament artist LaDene Votruba sculpted the angel trio for the Showcase Angel Bells Collection. Each of the ornaments is made of fine porcelain and is painted by hand.



Want to see the latest Kiddie Car Classics designs? Just take a look at the brochure enclosed with this *Collector's Courier*! The brochure, which is also available at participating Gold Crown stores, introduces the Sidewalk Cruisers Collection and includes a photo and description of every Kiddie Car Classic design ever offered.

Sidewalk Cruisers, the newest addition to the Kiddie Car Classics line, features authentic replicas of riding toys—other than cars and trucks—such as a tricycle, scooter, wagon, and more.

The new brochure also explains the three types of editions currently available in the Kiddie Car Classics collection:

**Open Editions** are not numbered, but are retired on a regular basis. The first Open Edition design to be retired is



"1935 Steelcraft Streamline Velocipede"

"1966 GARTON® Super-Sonda"

the 1950 Murray® Torpedo (see photo at right). Once a design is retired, the mold is taken out of production and the design is no longer available to Hallmark retailers. Your local Hallmark retailer may have a few pieces left, but they will become increasingly rare.

**Limited Editions** are individually numbered designs limited to a pre-determined edition size. For example, an edition size of 29,500 indicates that a maximum of 29,500 pieces will be produced. Once those pieces have been sold to Hallmark retailers, the design will be retired.

**Luxury Editions** is a new category which debuted this July with the 1937 Steelcraft Auburn. Luxury Editions are limited to 24,500 pieces. As showpieces of the collection, they feature more elaborate designs and realistic touches. The 1937 Steelcraft Airflow by Murray® is the second Luxury Edition to be offered.

Be sure to see the enclosed brochure for all the details!

## R e t i r e m e n t

As of January 31, 1996, the 1950 Murray® Torpedo will be retired. The design was first introduced in March 1995. It is the first Open Edition to be retired.



*Editor's Note: According to Collector Editions magazine, a full-size, antique 1953 Murray® Torpedo pedal car recently sold for \$3,200 at Christie's in New York City. A representative from Christie's was quoted as saying: "Vintage model autos are obviously becoming very popular with collectors." Judging from the popularity of the scale-model replicas in the Kiddie Car Classics collection, we couldn't agree more!*

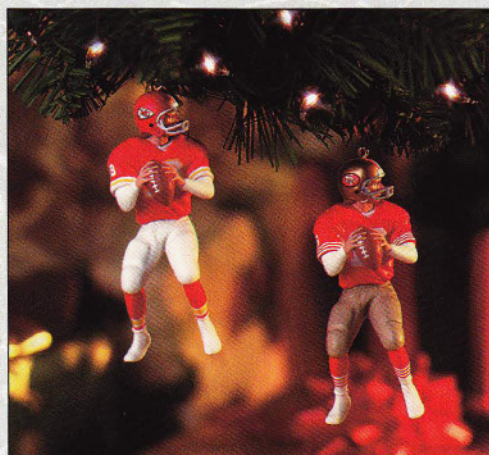
1995 Murray®

© 1995 GARTON®

## N F L E x c i t e m e n t C o m i n g T h i s F a l l

When the first ornament in the Football Legends series arrives at your Hallmark retailer in September, you may think you're seeing double! Take a closer look, and you'll discover that there are actually two portrayals of quarterback Joe Montana.

"We always planned to lead off the series with Montana wearing number '16,' as he did during his playing days with the San Francisco 49ers," says Michelle Ostermueller, who works with the marketing of Keepsake Ornaments. "But Montana is also extremely popular in Kansas City, where he played for two seasons. After many conversations with collectors and much discussion within our department, we agreed to offer the second ornament, which shows Montana wearing his Chiefs' number '19.'" Michelle adds that only number "16" is considered part of the collector's series. Number "19" complements the series.



Football fans in areas served by ten National Football League teams will find another surprise in the Regional "Team-NFL"

Program this fall. Hallmark is testing the appeal of both handcrafted and ball ornaments displaying the team logos and colors of the following franchises: Carolina Panthers, Chicago Bears, Dallas Cowboys, Kansas City Chiefs, Minnesota Vikings, New England Patriots, Philadelphia Eagles, San Francisco 49ers, Washington Redskins and the Raiders.

These Keepsake Ornaments will complement other regional team-specific products, including gift bags, pennants, window stickers, greeting cards and partyware.

Both ornaments depicting Joe Montana will be available nationally. NFL team ornaments will be offered only within each team's respective home region.

# WHAT A GOOD IDEA

Making Your Own Dream Book Wreath



Not only is the natural wreath shown in the 1995 Dream Book appropriate for fall or year-round display, it's easy to transform into a festive holiday decoration.

The basic wreath is made with an 18-inch diameter grapevine wreath, dried hydrangea, sheet moss, eucalyptus, and—of course—the Nature's Sketchbook Collection of Keepsake Showcase Ornaments designed by Marjolein Bastin.

To seasonalize your wreath:



**STEP 1** Carefully remove eucalyptus and hydrangea and replace with cedar and evergreen. Attach with florist's wire.



**STEP 2** Using hot glue, attach pepper berries.



**STEP 3** Replace the tiny nest with a large, red bow made from craft paper ribbon (available from your local craft store). For additional color, loosely weave the paper ribbon around the wreath.

© 1993, Marjolein Bastin



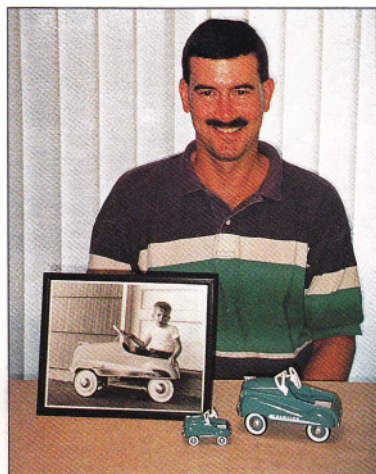
## EXPO Heats Up!

EXPO '95 is heating up as we finalize all the delicious details! Here are some reminders for collectors attending EXPO to help make your experience a truly special one:

- **Be sure to bring your confirmation packet with you to EXPO.** It contains all the ingredients to get you quickly into EXPO. If you registered for EXPO by June 15, you should have received your confirmation packet by mid-July. If you registered after June 15, your packet was mailed in early August.
- Activities and register-to-win opportunities are spread throughout the EXPO day. (Remember, you must be present to win.) So, wear comfortable shoes, and plan to spend the day with us!
- Plan carefully for the EXPO Artists' Signing. You may have any Keepsake Ornament or past Keepsake Signature Collection piece signed. And, remember, one signature per artist (three total).

- Plan your EXPO shopping list now. The following products will be available at EXPO:
  - Third edition of the Keepsake Signature Collection (pre-signed by the three artists attending your particular EXPO) \$60.00
  - EXPO Ball Ornament \$7.95
  - EXPO Personalized Christmas Cookie \$12.95
  - EXPO Miniature Pewter Rocking Horse \$9.75
  - EXPO T-Shirts (Price to be determined)
  - EXPO Lapel Pins \$5.00(These products are offered exclusively at 1995 EXPO in-store appearance events.)
- After each EXPO, Collective Productions will host a Social Gathering and Collectibles Show. For more information, please call (318) 983-0580.

# COURIER MAILBOX



## Pedal Car Memories

June and Jack Lutz of York, Pennsylvania, sent the *Courier* a recent photograph of their son holding a picture that shows him in his pedal car when he was three years old (1953). The new photo also shows the Kiddie Car Classics "1955 Murray® Champion" and the Murray® "Champion" Keepsake Ornament. "They've brought back many fond memories for us," June and Jack write. Because of his lifelong love of cars, their son also enjoys collecting the Keepsake Ornament Collector's Series, Classic American Cars.

## Contacting the Club

Your National Club staff has been as busy as Santa's elves lately! To assist us in better serving you, be sure to include your membership number in all correspondence with the Club.

If you would like information on starting a local club, please write to the address below. Be sure to include a return address.

Hallmark Cards, Inc.  
Hallmark Keepsake Ornament  
Collector's Club #216  
P.O. Box 419034  
Kansas City, Mo. 64141-6034

## A "Signature" Cupboard

Working from a photograph, Albert Harrison of Newport, Tennessee, built a cupboard based on the Keepsake Signature Collection 1994 edition, "Mrs. Claus' Cupboard." His wife, Betty Harrison, sent the *Courier* this photo showing the cupboard—which was completed before the couple obtained their "Mrs. Claus' Cupboard" piece.

Thanks to Albert's craftsmanship, he and Betty are sure to enjoy many happy times with their very own "Mrs. Claus' Cupboard"!



## Clarification

The March issue of the *Courier* included an article about Collector's Essential Accounting. Please note that the assistance offered to collectors by this company is not a computer software program. It is a collection report service. For more information, call Collector's Essential Accounting directly at 1-800-355-5242.

## Important Note

The following 1995 Keepsake Ornament designs will be shipping to Hallmark stores beginning September 1: "Dudley the Dragon," "Batmobile," "Simba, Pumbaa and Timon" and "Wheel of Fortune®." These ornaments are shown on pages 17 and 18 of the 1995 *Dream Book*.

## Remember Your Club Editions!

Be sure to take advantage of the opportunity to own the Club-exclusive BARBIE™ "Brunette Debut - 1959," "1958 Ford Edsel Citation Convertible" and "Home From the Woods" Club Edition ornaments. Just take the preprinted order forms that came with your membership kit into your local Hallmark retailer to place your order. Remember, the deadline for ordering is May 1, 1996.

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