



Collector's Courier



Vol. 13/No. 3

AUGUST 1999

They got 'em all!

For Danny and Mary Anne Amos, a 10-year search ended happily at 7:38 p.m., Thursday, Jan. 28, 1999. The prize? A 1977 **New Home** glass ball ornament that completed the Amos' collection of every Keepsake Ornament ever sold by Hallmark!

With that design in hand, Danny and Mary Anne joined an elite group of collectors that owns every Keepsake Ornament pictured in *Hallmark Keepsake Ornaments: A Collector's Guide*, authored by Clara Johnson Scroggins. Records and research indicate that Ann Jones of Nashville, Tenn.; Ellen Turbot of Sun City, Ariz.; and Clara (of course!) of Tampa, Fla., also own complete collections of Keepsake Ornaments.



*Here are Danny and Mary Anne — proud owners of every Keepsake Ornament ever sold by Hallmark. The 1977 **New Home** ornament finally came home to Danny and Mary Anne. It completed their search.*

"We bought our first Keepsake Ornaments in 1976," says Danny. But it was in 1989 when they realized they owned most Keepsake Ornaments that had been available for sale. They decided to get 'em all.

One elusive treasure, the 1982 **Tin Locomotive**, took on special meaning in 1993. On Christmas Eve, a friend told Danny she would trade her 1982 **Tin Locomotive** for his 1991 **Starship Enterprise**. "Luckily, I had a few extra to trade!" he says. Then, on Christmas morning, Mary's Anne's present to Danny was a 1982 **Tin Locomotive!** "To end up with two in a matter of hours was incredible," Danny recalls.

After attending the 1991 Keepsake Ornament Collector's Club Convention in Kansas City, the collecting bug really bit the Amos family. That was the first year they bought the entire Keepsake Ornament line. "I couldn't pass up even one," Danny says.

Danny is president of the Noel Dreamers Collector's Club sponsored by Louise's Hallmark in Greensboro, N.C. Now that the Amos' collection is complete, Danny says the help of his fellow local club members was invaluable.

"We have swap-and-sells after club meetings, and I nabbed a few 'must-haves' there," he says. "Club members also gave me lists from other collectors who were willing to sell ornaments, and they watched for my missing ornaments at antique stores or collectibles shows. They were a tremendous support system, and they enjoyed sharing the hunt with me."

The entire Amos family enjoyed it, too. During family vacations, Danny's sons — who also have Keepsake Ornament collections — competed to find Hallmark stores. The family would stop and



LOCAL CLUBS

WHAT'S INSIDE

Introducing new Laser Gallery Keepsake Ornaments

•

Pins in Tins, Cars are Stars

•

Decorated to the 9s (with a free offer!)

•

New Hallmark Collectibles

•

October: Keepsake Ornaments heat up



continued on inside front cover



Dear Club members:

As I sit down to write this, I do so with mixed emotions. In June, I stepped into a new position at Hallmark as the sales and marketing manager of Hallmark Licensing Development.

While it's a great career opportunity, I must admit it was difficult to step away from the Club and from all of you. I truly have enjoyed meeting you at special events, seeing your collecting passion, learning from you (I've gotten some great decorating ideas!), and getting your letters and calls. Being a part of Keepsakes for the past four years has been very special to me. And I've come to fully appreciate what your enthusiasm means to Hallmark and to the collecting community.

While I'm a little sad to leave Keepsakes and all of the friends that I've made, I'm delighted to introduce you to your new Club manager, Anne Rothers. Anne has been with Hallmark for 13 years, and is not just thrilled about joining the Club team, she is thrilled about **returning** to the Club team! In 1989 and 1990, she was the Club's marketing coordinator — you may remember her by her maiden name, Anne DeWitt. Anne's success at Hallmark also has included assignments in greeting cards and specialty gift products. She's eager to come back to Keepsakes, where her collecting passion was sparked into full force. Anne now is passing on her love of collecting to her two daughters, Audrey Adele, age 4, and Alex Elyse, who is almost 2. Anne and her husband, Greg, are building a new home, so she'll be adding the **New Home** ornament to her collection soon!



You'll be hearing from Anne in upcoming issues of *Collector's Courier*, and she asked me to tell you that she can't wait to meet you face to face during Artists On Tour this year.

Speaking of Artists On Tour, I'm also pleased that Tex Ann Kraft, assistant Club manager, will continue to be in charge of the local club program and special events. In this role, Tex Ann stays most involved where her passion lies — planning events and meeting with collectors.

Of course, I'll remain a Club member, so who knows? Perhaps I'll see you at a Club event in the future. Until then, my heartfelt thanks for all the friendships and memories.

My very best,

Lynn Wylie

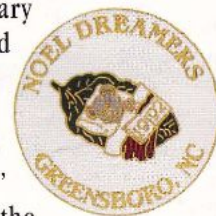
Lynn Wylie

They got 'em all!

continued from front cover

sometimes find retailers who had older Keepsake Ornaments packed in storerooms.

As Danny and Mary Anne's collection grew and only a few, rare Keepsake Ornaments remained to be found, they turned to the "Let's Talk Collecting" bulletin board on the Hallmark web site (www.hallmark.com). During about three weeks, collectors around the world watched Danny's progress on-line as he posted notes listing the dozen Keepsake Ornaments remaining on his wish list. Until the list contained only six. Then two. Finally, Danny reached on-line agreements to purchase the final two Keepsake Ornaments on his list. He bought the 1974 **Yarn Angel** through an on-line auction service from a collector in Pennsylvania, and got the 1977 **New Home** ornament from a collector in Independence, Mo. He closed both sales within minutes of each other.



"I think the best part of the 10-year search was all the collecting friends I met along the way," Danny says. "Hallmark collectors are the greatest."

Members of the Noel Dreamers and Timely Treasures local clubs teamed up to perform a skit during the 25th Anniversary Celebration of Keepsake Ornaments last year. These people, say Danny and Mary Anne, were among the most supportive when it came to helping the Amos' complete their Keepsake Ornament collection.



New Keepsake Ornaments add magical glow to the holidays

Hallmark was first to introduce handcrafted ornaments, and first to introduce Magic Ornaments. Now, the Keepsake Ornament artists have done it again and created yet another industry first: Laser Gallery Keepsake Ornaments.

The collection, which debuts Oct. 9-10 in participating Hallmark Gold Crown® stores, is the first to use the revolutionary process Hallmark employed with the popular Laser Gallery greeting cards that are available now in Hallmark stores. Laser Gallery Keepsake Ornaments are made using a laser beam so precise it's invisible to the eye. Because of the laser, Keepsake Ornament artists create designs with hundreds of cuts in archival paper. The special technique ensures the result will be durable and beautiful, and the intricate cuts allow the warm glow of Christmas tree lights to shine through, casting soft rays of beauty into the room. "You won't want to miss the opportunity to be among the first to collect or share these new designs," says Kim Jones, a member of the Keepsake Ornament team. "Based on the popularity of Laser Gallery cards, the Keepsake Ornament artists are excited about blending their creativity with this new process."

But how do you begin creating such an original product?

"I first sketched the design that's called **A Visit From St. Nicholas**," says Tracy Larsen, one of the Keepsake Ornament artists who worked on Laser Gallery. "One day, I was folding paper, not even thinking about the sketch, and the idea of curving a single piece of paper came to me. I thought: 'This is it.'"

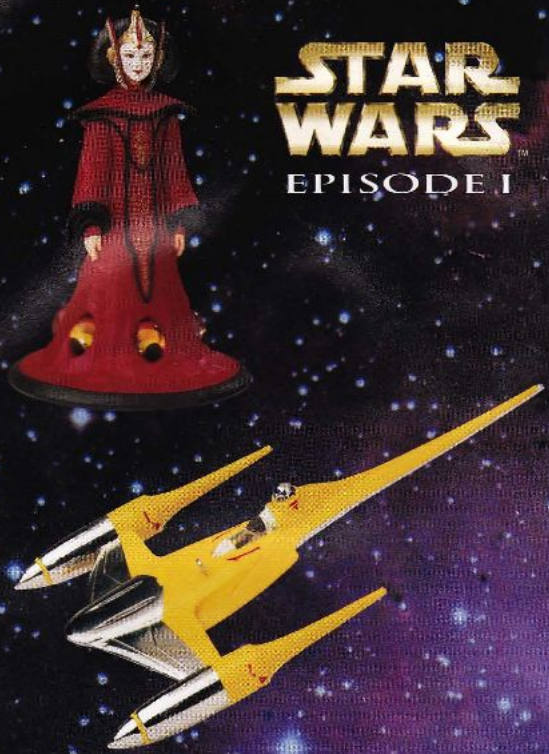
When the general shape of the design was complete, the next step was making Santa "come to life."

"I decided to include the description of Santa from 'A Visit From St. Nicholas' on the ornament," he says. "I made sure his cheeks were round, and his eyes were merry, just like in the story." Tracy next worked with Hallmark technicians to ensure that the detail and craftsmanship of Keepsake Ornaments were transferred to Laser Gallery designs. In addition, the team tested the archival paper, which is special paper that will not yellow over the years, to ensure it met Hallmark's high-quality standards — it's durable, flame-resistant and safe to use with Christmas lights. Finally, the technicians created a special light clip that comes with most of the Laser Gallery designs.

When the lights in the room go dim and the lights on the tree blink on, Laser Gallery ornaments will make you smile. "The other artists and I are looking forward to seeing and hearing about those smiles this holiday season," Tracy says.

Sitting in a darkened room admiring a beautifully lit tree is a classic holiday moment. You can share the glow of that moment when you give Laser Gallery ornaments as gifts. They're all priced at less than \$10.





STAR WARS
EPISODE I

Star Wars creates excitement on screen and in Hallmark stores

Queen Amidala™ and The Naboo Starfighter™ are causing about as much excitement in Hallmark stores as they are in *Star Wars*: Episode 1: The Phantom Menace.

These two ornaments debuted during Keepsake Ornament Premiere, but they may have flown out of your Hallmark store at top speed!

Keepsake Ornament Artist Dill Rhodus, who sculpted Queen Amidala, says he understands the excitement. "I've been a Star Wars fan from day one, and you can guess where I was when the movie opened — standing in line with everyone else!"

Like Keepsake Ornament Artist Chris Webb, who sculpted The Naboo Starfighter, Dill worked from photographs and sketches of the character, with guidance from Lucasfilms.

Pins are in tins, cars are the stars

Start your engines! New Kiddie Car Classics designs are zooming into Hallmark Gold Crown® Stores this fall boasting never-before-used materials and features, an exciting new collection of Pins in Tins and the last stop at Kiddie Car Corner.



1941 Garton®
Field Ambulance

Kiddie Car Classics and Sidewalk Cruisers

Three new designs roll into your Hallmark Gold Crown® "showroom" in September. The 1941 Garton® Field Ambulance represents the first time a medical vehicle has been part of the line. Also, a new material — canvas — is used to create the ambulance's canopy. The 1941 Garton® Roadster features a hood that opens to view the engine inside, also a first for Kiddie Car Classics.

A fourth design — the 1950 Holiday Murray® General — is a Hallmark Gold Crown® Catalog exclusive. It will be offered for a limited time (Oct. 1- Dec. 31, 1999) at participating stores. Call 1-800-HALLMARK for the nearest participating retailer.

Also look for the 1951 Hopalong Cassidy™ Velocipede, a new Limited Edition in the Sidewalk Cruisers series.

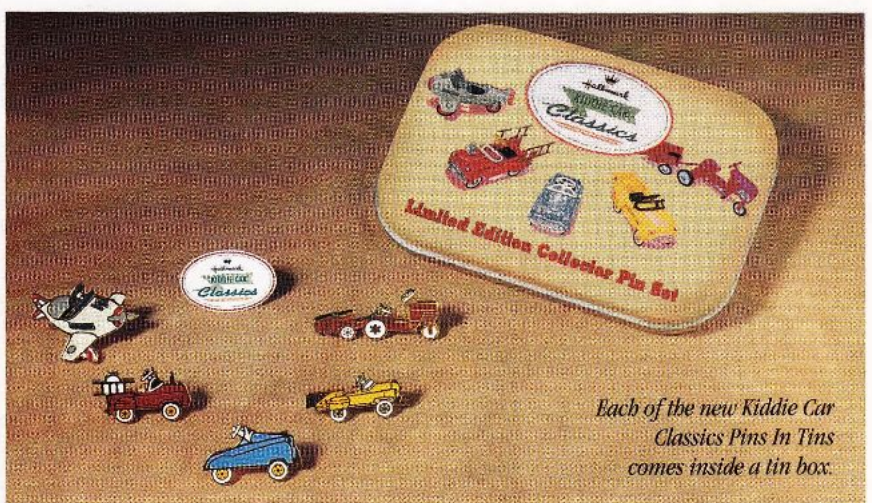
Pins in Tins

Wear your love for Kiddie Car Classics on your sleeve... or at least on your lapel! Cloisonné pins depict each of the coveted original five Kiddie Car Classics designs. Each is presented in a tiny tin box for only \$5. Or you can purchase the entire set plus an exclusive Kiddie Car Classics logo pin in a limited-edition tin box. These make great gifts!

Kiddie Car Corner

Fire Station #1 is the final stop at Kiddie Car Corner. Look for the Limited Edition building plus several accessories at your favorite Hallmark Gold Crown® store.

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© 1999 Garton®



Each of the new Kiddie Car Classics Pins In Tins comes inside a tin box.

Fabulous at 40!

Fondness for Barbie® unites collectors, artists – and daughters

If you've talked with Keepsake Ornament artists Patricia Andrews or Anita Marra Rogers, your conversation likely turned to Barbie®. The always-lovely doll, who celebrates her 40th anniversary this year, has inspired Keepsake Ornaments since 1993.

Together, Patricia and Anita say they have sculpted more than 30 Barbie™ ornaments. They enjoy sharing their enthusiasm with other collectors, of course. But, perhaps like you, they find it especially meaningful to share Barbie® with their daughters.

"I see Barbie® through my daughter's eyes," says Anita, whose own eyes dance at the mention of her daughter Alexandra's name. "Ali was discovering Barbie® when I was working on my first Barbie™ ornament, which was based on the Barbie® as Rapunzel doll – the 1997 design with the long, long hair.



We gave her a Barbie® house, our family gave her Barbie® furniture and her friends gave her Barbie® dolls. Now, at age 7, Ali has her Barbie™ Keepsake Ornament on the mantle next to her own picture. Every so often, she gets Barbie™ down and kisses her!"

Patricia, who sculpted the Holiday Barbie™ Keepsake Ornament series and many more, recalls spending thousand of hours "playing Barbie" when she was growing up. "Barbie® could be anything. She could dress up, go to college, attend elegant balls, get married, even have a family. In the garden, I used twigs and pebbles to form room shapes so Barbie® could go from one 'location' to another.

"Barbie® was more than a doll to me – she was a real person," Patricia continues. "My daughter Elizabeth, now 10 years old, loves Barbie® as much as I do." And you can tell that Patricia loves Barbie®. A box in the corner of her studio-office contains favorite Barbie® dolls and outfits from 20 years ago.

Both Patricia and Anita spend many hours capturing the fine details and subtle nuances that give Barbie® her unique personality.

They work closely with Mattel to perfect each pose and detail.

Perhaps 1999 is the year you'll introduce Barbie® to a special young friend. Or maybe it will be the year that you select a Barbie™ Keepsake Ornament for the child within yourself.



She's 40 years old, and she's a stunning beauty who's held about 75 different careers, has her own Dream House® and fits into the same clothes she wore in the 1960s! She still represents our most glamorous dreams come true!

The Keepsake Ornament artists have outdone themselves to celebrate Barbie® doll's anniversary. 40th Anniversary BARBIE™ Ornament is based on the Commemorative 40th Anniversary BARBIE® doll. The Travel Case and BARBIE™ Ornament, a set of 2 miniature ornaments, reveals a special treat. The case opens to show off tiny fashions and a working accessory drawer! Look at all sides of the BARBIE™ Dream House™ Ornament. The inside of the rooms is visible from the back. Russian BARBIE™ Ornament is 4th and final in the Dolls of the World ornament series. BARBIE™ as The Millennium Princess™ Ornament and African-American BARBIE™ as The Millennium Princess™ Ornament will be available beginning in November.

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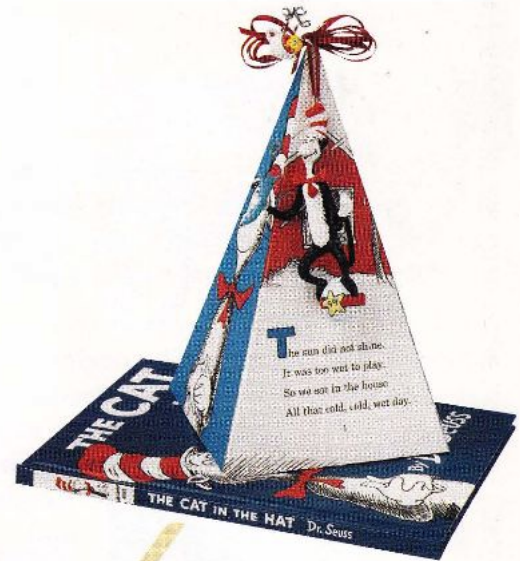


Decorated to the 9s!

Keepsakes Decorating Expert Diana McGehee is at it again! She's created nine creative and easy decorating ideas to help dress your home to the 9s as 1999 draws to a close. Some of them are great gift-giving ideas, too. Enjoy!



Diana wrapped ribbon around a music CD and added the **A Musician of Note** Keepsake Ornament. This idea makes a fun gift presentation, but also would look great on the wall by the piano or hanging from a music stand. Or you could use this idea as a package topper – should we say “in concert” with a package? – for a person of special “note!”



Diana cut four triangles from heavy cardboard, taped them together into a pyramid, then copied pages from *The Cat in the Hat* book to “wallpaper” each side. Heavy wire, bent with nose pliers, simply is taped inside the top of the pyramid to provide the display hook for **The Cat in the Hat** Keepsake Ornament.

An old movie reel is the base for this wreath that features Keepsake Ornaments inspired by movie stars of yesterday. Can't find a movie reel? Try a pulley wheel from your local hardware store!



Decorate a shelf with your favorite Oz scene! Here, Diana used a cut-out from the Hallmark Oz calendar to help form the background. Add your favorite Oz-themed Keepsake Ornaments – and don't forget a sprinkling of “Good Witch glitter!”

A frame covered in black leather or vinyl and trimmed with silver studs looks great with two of the **Electra-Glide®** Keepsake Miniature Ornaments. So simple and so Harley!

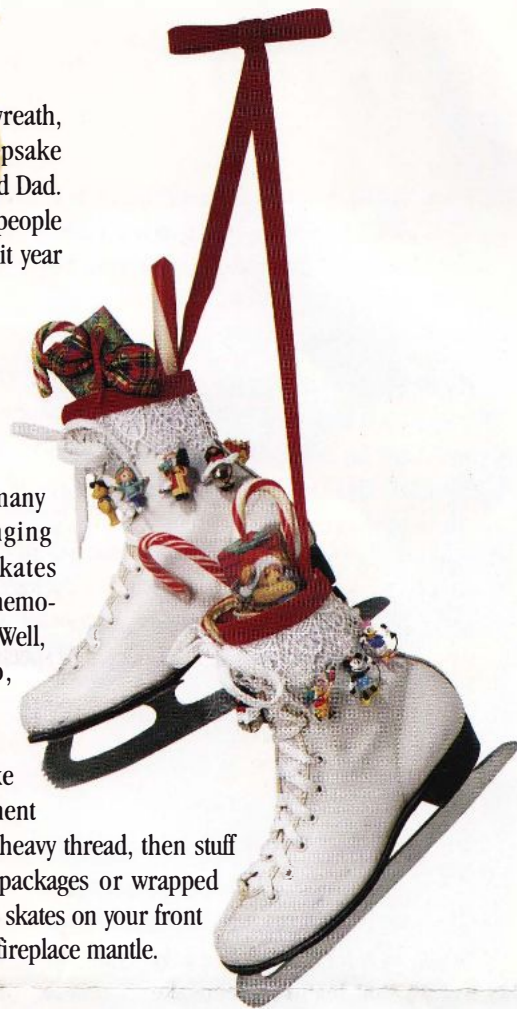




Start with an inexpensive straw wreath, add artificial holly, a bow and Keepsake Ornaments especially for Mom and Dad. It's a great gift for two special people who will be proud to display it year after year.

7

OK – how many of you are hanging onto your old skates because of the memories they inspire? Well, spruce 'em up, glue on some ribbon, attach a favorite Keepsake Miniature Ornament to the laces with heavy thread, then stuff them with small packages or wrapped candies. Hang the skates on your front door or from the fireplace mantle.



8

Wrap candles in decorative paper, tie with ribbon or raffia and add the **Flame Fighting Friends** ornament for a "hot" gift idea. Super simple!

9

Here's an idea that's "on track!" Wrap a package in the Hallmark "world map" gift wrap, then glue on HO-scale train track. Attach the Lionel® 746 Norfolk and Western Steam Locomotive Keepsake Ornament to the track with 26-gauge florist wire. Wow!

Special offer for Club members Free decorating brochure

Decorating With 1999 Keepsake Ornaments contains great decorating and gift-giving ideas from Diana McGehee, Keepsakes decorating expert. To order one free copy, call 1-800-655-7771 anytime between 8 a.m. Aug. 16 and 6 p.m. Sept. 10. It's a touch-tone ordering process; be sure to have your 1999 Club membership number and ZIP Code handy when you call. Expect delivery in early October. These brochures also will be available to Club members during 1999 Artists On Tour events, and a few copies will be mailed to each local club in late August. A limited quantity of the brochures is available; while we'll fill as many orders as we can, we recommend you call early.



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In October, temperatures cool down, but Keepsake Ornaments heat up

Mark your calendar for Oct. 9 and 10 – that's when 27 new Keepsake Ornaments arrive at Hallmark Gold Crown® stores.

AND watch your mail for a special bonus offer when you shop with your Hallmark Gold Crown® Card on those dates. "Club members are special, and Oct. 9 and 10 are special because of all the new ornaments," says Sherrie Stuckey, a member of the Hallmark Gold Crown® Card team. "So this is our way of giving a bonus to the best – that includes you!"

Here's a checklist of the new Keepsake Ornaments that will cause October excitement:

Dr. Seuss™: The Cat in the Hat, 1st in the Dr. Seuss™ Books series, and **Merry Grinch-mas!**, a fun set of three miniature ornaments.

Sports Collection: Legendary athletes including **Dan Marino**, 5th in the Football Legends series; **Muhammad Ali**; **Gordie Howe**®, 3rd in the Hockey Greats series; **Scottie Pippen**, 5th in the Hoop Stars series; **Bill Elliott**, 3rd and final in the Stock Car Champions series; and **Ken Griffey Jr.**, 4th in the At the Ballpark series.

Harley-Davidson®: Heritage Springer®,

1st in the Harley-Davidson® Motorcycle Milestones series, and **Electra-Glide**®, 1st in the miniature Harley-Davidson® Motorcycle series.

Barbie® doll: She's 40! Watch for three new designs in October. See page 5 in this issue of the *Courier* for details.

Angel of Hope: This fine porcelain ornament supports the Cards for the Cure™ program. See page 11 for more information.

Laser Creations: Intricate ornaments made from archival paper and precisely cut to the exact specifications of Keepsake Ornament artists with a laser beam so small, it can't be seen by the human eye. Check out page 3 for a glimpse.

Celebrate the Century™: Six ornaments depicting images from the U.S. Postal Service's Celebrate the Century™ stamp collection. See page 10 for your first look.

As Dr. Seuss fans might say: Place these on your tree... Be happy as can be!



Die-cast metal Keepsake Ornaments based on Harley-Davidson® images are so real-looking you might believe you can bear the engine roar!

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Great American Railways pulls into the depot



Right on time, Great American Railways arrives at the Depot Collection.

Featuring authentic reproductions of some of America's most unique and striking railroad stations, this collection will debut in October in participating Hallmark Gold Crown® stores with **Oceanside Depot**. Built in Oceanside, Calif., in 1884, the depot was in use for more than 100 years before it was demolished in 1988.

This piece and all of the upcoming depots are made of pressed tin and are scaled to match the size of the Great American Railways locomotives.

Spring forward to Spring Keepsake Ornaments

Included with this issue of *Collector's Courier*, you'll find the 2000 Spring Keepsake Ornament brochure. We're delighted to be able to "spring forward" and give our Club members an early look at what will appear in Hallmark stores next February. Happy reading!



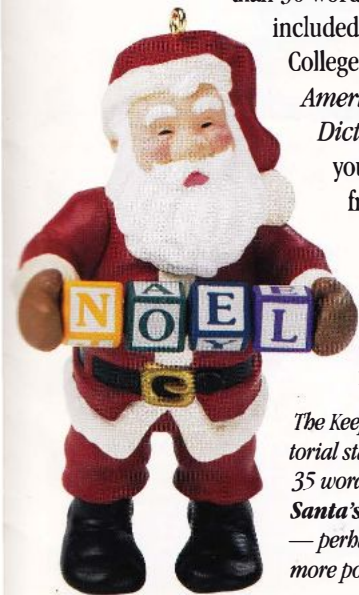
Just for fun, test your spellin' skill

Spellin' Santa, a 1999 Keepsake Ornament sculpted by Nello Williams, holds blocks that turn to spell more than 30 words, all of which are included in the Second College Edition of *The American Heritage Dictionary*. Challenge yourself and your friends with

Spellin' Santa.

Or give it to a favorite teacher or to a puzzle fan. Have fun!

The Keepsake Ornament editorial staff was able to spell 35 words with Spellin' Santa's blocks. Who knows? — perhaps there are even more possibilities!



New die-cast collection set to lift spirits skyward

"Ground control to collectors. The Legends in Flight Collection has been cleared for take off!"

Hallmark's new Legends in Flight Collection celebrates the evolution of aviation through the years, from the Wright Brothers historic first flight in 1903 through modern-day commercial airliners and fighter jets. The first four planes in the high-flying new collection will land in Hallmark Gold Crown stores in October. The Legends in Flight team conducted extensive aircraft research to create realistic, die-cast scale replicas. Each piece is accompanied by a certificate of authenticity and a collector's card that provides detailed information about pilots, wars, famous battles and distinctive markings on the aircraft.



Wright Flyer, a Numbered Edition

Your loved one's spirits will soar when you give a gift from the Legends in Flight Collection. They're perfect

for anyone who loves to fly, marvels at the jets streaking across the sky or simply enjoys history. Or give yourself a lift by starting a Legends in Flight collection of your own. New designs will be introduced each spring and fall.

See the Legends in Flight brochure included with this issue of *Collector's Courier* for details.



Fokker Dr.I "Red Baron," a Numbered Edition



F-14A Tomcat, a Limited Edition of 24,000



Curtiss P-40 Warhawk, a Numbered Edition

Special Delivery! Century of Stamps Keepsake Ornaments join '99 line

Here's news that's sure to get your stamp of approval! Hallmark is making a special delivery of six additional 1999 Keepsake Ornaments – Celebrate the Century™ stamp ornaments. These ornaments weren't pictured or mentioned in the *Dream Book* because we added them to the line later in the year, so you are the first to know about this late-breaking news!

"We're delighted to reveal these six new ornaments to Club members first," says Amy Baumgartner, a member of the Keepsake Ornament team.

The Celebrate the Century™ stamp ornaments were developed in partnership with the United States Postal Service. They are based on an actual collection of stamps that honors the most memorable and significant events, people and trends of the 20th Century.

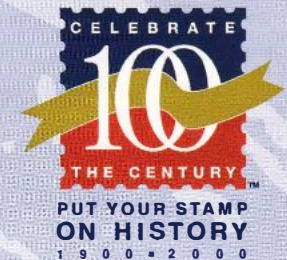
Celebrate the Century™ stamp ornament designs include:

- U.S.S. Enterprise NCC-1701 Star Trek™
- Silken Flame™ Barbie™
- I Love Lucy®
- Superman™
- Yellow Submarine
- The Cat in the Hat

They make great gifts for stamp collectors, whether you choose to buy one or collect all six. It could be particularly fun to display the ornament and the actual stamp together!

"Creating these designs seemed a perfect way to commemorate the ending of the century and the coming of the new millennium," Amy says. "Of the 150 Celebrate the Century™ stamp designs the Postal Service offers, we chose the popular licensed designs that are in keeping with what our collectors have told us they love."

Celebrate the Century™ stamp ornaments feature etched metal frames with ceramic stamp designs. They will be available beginning Oct. 9 at your local Hallmark Gold Crown® store.



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Ornament highlights Breast Cancer Awareness Month

The **Angel of Hope** ornament design debuts during October, which is Breast Cancer Awareness Month.

A portion of the proceeds from the sale of each of these ornaments will be donated to the Susan G. Komen Breast Cancer Foundation to fund breast cancer research and awareness. This fund-raising effort is part of Cards for the Cure™, through which Hallmark

Gold Crown® stores hope to raise more than \$1 million for the cause.

Honor a survivor or friend with this beautiful ornament. Coordinating gift bags and boxed cards are available, too.

Cards for the Cure 

Fall brings us back to School Days (Lunch Boxes)!

Were you a school kid who agonized over choosing the “coolest” tin lunch box to take back to school? Recapture those school-time memories – and help create memories for others in your life – with Hallmark School Days Lunch Boxes™.

This September, six new Numbered Editions debut in Hallmark Gold Crown® stores. Here are a few gift ideas using the newest designs:

- **1950s Donald Duck** – Put a package of Crayola® crayons inside this design for “happy first day of school.”
- **1960s Star Trek™** – Package little action figures inside for a great birthday gift. Kids could store a “family” of figures in this “shelter.”
- **1970s Snow White** – Choose this one as a jewelry box for a girl’s trinkets.
- **1973 Super Friends™** – Give this design to a “super” friend for any reason. Or give one to a young athlete to store all those athletic medals.
- **Scooby-Doo™** – The young and young at heart love photos. This design, or others, would make a great photo-storage box.
- **Looney Tunes™ Rodeo** – Make this design an “allowance bank” for a pre-teen. Or use one of the Lunch Boxes to hold spare change.

And that’s not all! A special Hallmark Gold Crown® Catalog-exclusive design – **Charlie Brown Christmas** – will be offered for a limited time (Oct. 1- Dec. 31, 1999) at participating stores. Use it as a quick-and-easy gift wrap option for a Keepsake Ornament! Call 1-800-HALLMARK for the nearest participating retailer.

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Hot News!



The Browns are back!

Cleveland Browns fans will welcome their team to the field this year – and Hallmark will welcome the Browns back into the Team NFL Collection. Watch for the **Cleveland Browns** ornament and the rest of the NFL Collection in September.

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The General gets specific!

Two paint jobs, each specifically different from the other, will be applied to the **1950 Murray® General** Kiddie Car Classic that debuts in September. Most of the **Murray® Generals** will be painted as pictured in the 1999 *Dream Book* – white with forest-green accents. But a few will be accented with blue! Both colors will be shipped to retailers randomly, and the packaging will look the same for both colors. “Collectors love surprises and the thrill of the hunt,” says Teri Hawes, a member of the Kiddie Car Classics team. “The two specific paint jobs for the **General** add to the fun!”



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We'll announce winners in November

As we go to press with this issue of *Collector's Courier*, qualified entries in the Don't Miss Your Train contest that appeared in the May issue still are arriving. Winners' names and the correct answers to the trivia quiz will appear in the November issue.

Did you know?

Crown Reflections blown glass ornaments meet Hallmark's high-quality standards and are durable enough to use in decorating. Mark Preisinger, Keepsake Ornament quality manager, says: “Blown glass ornaments aren't as fragile as you might think. Treat them with care in displaying and storing them, just as you would with other collectible treasures, and they'll remain beautiful for many years.”



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Do you see stars...??

...on the mailing label of this issue of the *Courier*? If so, you haven't renewed your membership for 1999. Renew now so you'll be certain to receive your 1999 Membership Ornaments in time to decorate for Christmas. If your renewal and this issue of the *Courier* crossed in the mail, thanks for renewing, welcome to the 1999 membership, and please disregard this notice.

Also, memberships in the Keepsake Ornament Collector's Club make thoughtful gifts. Just call 1-800-523-5839 to renew your membership or sign up a friend.



To notify the Club of a change of address, to send us a letter or to get information about how to start a local club, include your membership number in your correspondence and send it to:

**Hallmark Keepsake Ornament
Collector's Club
P.O. Box 419034
Kansas City, MO 64141-6034**

Call our toll-free number, **1-800-523-5839**, to renew your membership or join the Club.

You also can mail renewals or applications for new memberships to:

**Hallmark Keepsake Ornament
Collector's Club
P.O. Box 419824
Kansas City, MO 64141-6834**

To communicate with us via e-mail, visit our World Wide Web site at <http://www.hallmark.com>

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NOTE: The Hallmark products, prices and promotions mentioned in this newsletter are available from Hallmark retailers in the United States. Some, but not all, also may be available from Hallmark retailers in Canada. Call 1-800-HALLMARK or check with your local Hallmark retailer for more information.

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