



Collector's Courier



Vol. 13/No. 4

NOVEMBER 1999

Keepsake Ornament gifts connect past, future

The clothes wear out, the toys break or the fashions change, but Hallmark Keepsake Ornaments keep on giving.

Roy Bobiak, a charter member of the Keepsake Ornament Collector's Club, never will forget the Keepsake Ornament gift he received in 1997 from his friend, charter Club member Tim Obert. "Tim was getting married, and Roy was his best man," explains Elaine Obert, Tim's mother (and also a charter member!). "Tim knew how long Roy had searched for the 1981 **Rocking Horse**. It was the only one he was missing from the



Tim Bobiak (left) was thrilled when Tim Obert and Tim's new bride presented him with the Keepsake Ornament to complete his Rocking Horse series.

When Melissa and Melody prepared to leave home (toting their collections!), they realized that their parents' tree would be bare. "Out of love and gratitude for the wonderful tradition they gave us, we decided to return the favor," Melissa says. "Now we purchase Keepsake Ornaments for our parents each year and still present them on the first Sunday of December. No matter how busy our lives get, we know that this is the one time our family will always come together."



Of course, as much fun as it is to give Keepsake Ornaments, it's equally meaningful to be on the receiving end. "My husband's stepmother has given our two

series. Since we all love Keepsake Ornaments, it was the perfect groom-to-best-man gift."

Gifts of Keepsake Ornaments also have created lifelong memories for collectors Melody Jeter and her sister Melissa. Every year for as long as they can remember, their parents have given them Keepsake Ornaments on the first Sunday in December.

"We can chronicle our whole lives by looking at our Keepsake Ornaments," Melissa says. "The times I took ballet or played tennis, my sister's time in band... it's all there for us to cherish in Keepsake Ornament form each year."



*This photo of the Jeter sisters with their mother was taken when Melody and Melissa still lived with their parents and received a Keepsake Ornament from them each year. Now, the sisters choose annual Keepsake Ornaments, like the 1999 **Mom and Dad** design above, for their mom and dad.*

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daughters, Alex and Audrey, a religious Keepsake Ornament each Christmas," says Anne Rothers, Club manager. "It's a great way to remind our children of the true meaning of Christmas, and it creates lasting memories of family and of Christmases past."

And Diana McGehee, the Keepsakes decorating expert, reminds us not to forget Keepsake Ornaments as mementos to mark the moment when the calendar rolls to the year 2000. "Collectibles of lasting value that are dated with the years 1999 or 2000 will be



Religious Keepsake Ornaments like Little Cloud Keeper (above) make lasting reminders of the inspiration behind the season. And Keepsake Ornaments that recognize the approaching millennium make great gifts. (Below) Diana McGehee used a millennium-themed Keepsake Ornament to create a memorable placecard holder, with confetti and paper noisemakers, that guests can take home with them.

treasured, and Keepsake Ornaments fill the bill," Diana says. "They make quick-and easy hostess gifts, table decorations or placecard holders."

No matter what Keepsake Ornaments you choose for your family and friends, you're sure to create a lasting memory – a gift from the heart.



GIFTS UNDER \$10

Keepsake Ornaments make great gifts for lots of people in your life.

Consider these ideas, all priced at less than \$10:

Childcare provider	Milk 'n' Cookies Express	Boss	Christmas in Bloom
Teacher	Outstanding Teacher	Pastor	A Time of Peace
Music instructor	A Musician of Note		



She's a sensation!

The 1940s celebration begins as **Holiday Sensation™ Barbie® Doll** arrives to enjoy the holidays.

This Hallmark-exclusive doll, final in the Holiday Homecoming Collector Series™, comes with unique packaging that conveys a special story and includes a miniature 1940s greeting card. She's in Hallmark Gold Crown® stores now!

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FROM ANNE

Getting to Know You!

Getting to know you is a joy (hope you had as much fun at Artists On Tour as I did)! And I also want you to get to know me.

I grew up in Kansas City, attended the University of Missouri (go Tigers!), and fulfilled a dream when I landed a job at Hallmark 13 years ago. In 1989, I joined Keepsakes and, as assistant Club manager, traveled with the artists to the Club's first signing events.



After marrying in 1990, my husband's job took us to Hong Kong, where I worked in Hallmark's overseas office – still involved with Keepsake Ornaments. While there, I also began collecting hand-made Yixing Chinese teapots.

We returned to Kansas City – and I returned to Hallmark headquarters – in 1994, and our daughters were born in 1995 and 1997. The girls, Audrey and Alex, already have Keepsake Ornament collections of their own.

This year, my architect husband and I will begin building a new home, and I've "come home" to the Club. It's an exciting time to be back! In this issue, you'll get a sneak peek at our Club offer for 2000 and an advance look at a few new product introductions on tap for next year. And there will be so much more!

For me, of course, the best part of this or any year will be getting to know you!

Happy Holidays, Happy New Year
and Happy Collecting!

Anne Rothers

Anne Rothers
Manager, National Hallmark
Keepsake Ornament Collector's Club

Local clubs combine Keepsake Ornaments and year-round caring



LOCAL CLUB NEWS

Bread and butter. Hand and glove. Local clubs and caring. Some things go together beautifully and naturally!

For many of the almost 600 local clubs in the United States and Canada, giving to their communities comes naturally, and comes with lots of fun.

The Keepsakers, a small club sponsored by Kurt's Pharmacy in Twin Falls, Idaho, identified a needy family and provided everyday necessities for them. They bought everything for the adopted family's holiday meal along with enough food staples to last for some time. Club members also bought gifts for each child in the family (and a few for the parents, too). Later, the Keepsakers welcomed spring by distributing May Day flowers at a nearby nursing home. "Our club works hard to have fun all year long, and the best part is reaching out to the forgotten," says president Linda Brown. "Thank you, Hallmark, for bringing us together."



(Above) The Keepsakers contacted the local Community Action program to identify a family in need. The club's sponsor, Kurt's Pharmacy and Hallmark, offered to set up a table in the store so that community members also could make donations. The club members were all smiles as the donations rolled in!

The COOL (Collecting Ornaments On Line) club doesn't exactly come together – it meets via the internet. But members still raise money for charities. The Susan G. Komen Breast Cancer Foundation (which also benefits from the Hallmark Gold Crown® Cards for the Cure™ program), Ronald McDonald House, the American Lung Association and others have received financial grants from COOL.



(At left, left to right) Mike Sargeant, director of Southeastern Guide Dog, and "Griff," a guide dog that the Tampa Bay Tree Trimmers named, accepted a \$23,000 donation from Wayne Ingalls, co-chair of the 1999 Flamingo Fling. Kim Marlow, development director for Southeastern Guide Dog, also brought "Trevor" to meet club members.

Susan Marr, COOL member, says, "We raise money through raffles, clothing and local club lapel pin sales, and from dues – and we're always working to come up with other ideas."

The Tampa Bay Tree Trimmers, sponsored by Johnston's Hallmark, held its fifth annual Flamingo Fling earlier this year. It's a fundraising activity that helps to pay expenses associated with training guide dogs for the blind. This year, the Fling netted \$23,000 through an auction and dinner.

"Along with passion for Keepsake Ornaments, collectors have passion for helping others," says Wayne Ingalls, 1999 Flamingo Fling co-chairman. "It's double the fun and satisfaction."



Ring in 2000 with the Club

What will you be doing when midnight bells ring out to herald the year 2000? Santa and his North Pole pals, say the Keepsake Ornament artists, will be ringing their bells for a toy-making time-out. You're invited to view Santa's celebration when you open your 2000 Membership Kit from the Keepsake Ornament Collector's Club.



Inside, you'll discover three members-only ornaments that help "ring in" the year 2000 – each one includes a real brass bell in its design.

- **Jingle Bell Kringle.** Striking bells to announce that the holiday spirit transcends the passing of any century, this jolly old elf sculpted by Ken Crow starts a ting-a-ling celebration.

- **Ringling Reindeer.** A toss of its head would get this sleigh-flyer "in tune" with the spirit of new beginnings. By dangling bells from its antlers, Keepsake Ornament Artist Joanne Eschrich gives **Ringling Reindeer** the chance to join the fun.

- **A Friend Chimes In.** As hopes for happiness in our homes and in the world combine, this Miniature Ornament sculpted by Sue Tague reminds us that creatures great and small can open their hearts – and add their own jingles – to the holiday spirit.

Again this year, you'll receive a special Keepsake Ornament when you join or renew for a two- or three-year membership. Called **Bell-Bearing Elf**, this special ornament sculpted by Ken Crow features one of Santa's helpers who is not about to be outdone – or outrung! His brass bell complements those in the Membership Ornaments. Club members who already are multi-year members will receive this ornament automatically.



And because we hope that 2000 brings new opportunities to you and yours, we want you to know that Club members also will be eligible for a special offer or two during the coming year.

"We know that you love surprises, so we're keeping the details a secret for now," Anne adds. "But we want you to know that we're planning ways to reward and thank you for the enthusiasm you show and share about Keepsake Ornaments."

And that's not all! Take a look at the three Club Edition Ornaments:

- **Based on the 1992 Happy Holidays® BARBIE® Doll.** Nothing about BARBIE® glows like her holiday smile. A replica of the 1992 doll, this ornament sculpted by Patricia Andrews is fifth and final in the Club-exclusive series based on Happy Holidays® BARBIE® dolls.

- **1938 GARTON® Lincoln Zephyr.** This beauty was preferred transport for sidewalk aristocrats. Like the pedal car, the ornament sculpted by Don Palmiter features artillery wheels and gleaming bumpers.

- **Angelic Bell.** This white porcelain angel bell sculpted by Katrina Bricker continues the "ring in the year" theme with the wish that peace may visit your heart. This design also answers your requests for a Club Edition Ornament that captures the holiday essence but can be displayed year round.

"When the Club year kicks off and renewal notices begin mailing in April (we'll be starting the Club year about a month later than usual to allow for Y2K computer-system changes), please take that first opportunity to join us during the year 2000," says Anne. "You'll receive four issues of *Collector's Courier*, the annual *Dream Book* and a personalized membership card in addition to the members-only Keepsake Ornaments."

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Welcome to 'our house' for Holiday Open House

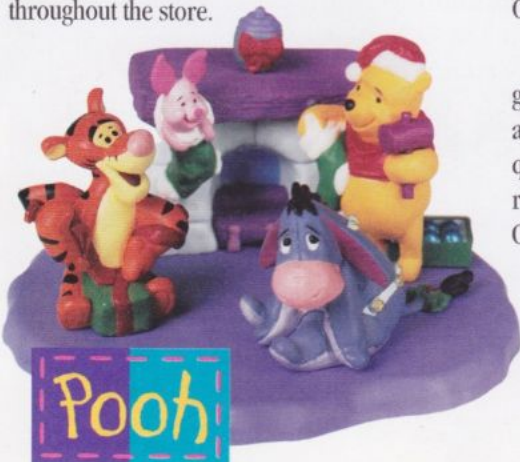
The doors open wide at your neighborhood Hallmark Gold Crown® store Nov. 13 and 14 for Holiday Open House. Great values and great ideas are in store:

Exclusive offers...

The **Snowy Tree** sprouts from the pages of the popular "Mitford" novels. At 21 inches tall, this snow-capped tree is perfect for displaying Keepsake Miniature Ornaments. Only during Holiday Open House, you can purchase the tree for just \$4.99 (regular price, \$7.99). Display the whimsical **Snowmen of Mitford** set of three Keepsake Ornaments under the tree to complete the wintry scene. The jolly trio, also featured in Hallmark's animated holiday television advertisements, are inspired by the Christmas blizzard that strikes the fictional town of Mitford, N.C., in Jan Karon's best-selling novel, *A Light in the Window*.

Celebrate "**Christmas at Pooh's House**" with a delightful four-piece Merry Miniatures® collection. The first two pieces, **Piglet with base** and **Winnie the Pooh**, debut at Open House. **Eeyore** joins the gang on Nov. 20, and **Tigger** bounces into stores Nov. 27. Each piece is \$4.95 with any Disney or Hallmark purchase.

Also at Open House, pick up your FREE Holiday Planner with any Hallmark purchase. It's packed with holiday ideas for gifts, decorating, cooking and more! Look for additional "great idea" sheets throughout the store.



Chances to Win...

Register to win **Murphy the Snowman**, a giant 44-inch plush replica of the bucket-topped snowman in the Mitford trio. One snowman will be given away at each participating Hallmark Gold Crown® store!

New Keepsake Ornaments...

BARBIE™ as **The Millennium Princess™** ornament and **African-American BARBIE™** as **The Millennium Princess™** ornament debut at Holiday Open House, along with **Woody's Roundup** from Walt Disney's *Toy Story 2* movie.

"These designs were three of the last completed by the Keepsake Ornament studio for 1999," says Amy Baumgartner, a member of the Keepsake Ornament team. "We made special trips to Disney and Mattel and, through partnerships with them, the Keepsake Ornament artists had the opportunity to create timely collectibles that help you put the finishing touch on the year."

...And more!

Look for more great values and creative ideas throughout the season at your Hallmark Gold Crown® store, including more than 50 Keepsake Ornaments priced at less than \$10, and a FREE Hallmark gift wrap kit containing wrap, tags, ribbon and a Creative Gift Wrapping Guide that's yours with the purchase of any two Keepsake Ornaments.

Many of these great values will be available in somewhat limited quantities so, when Nov. 13 rolls around, don't delay. C'mon in!

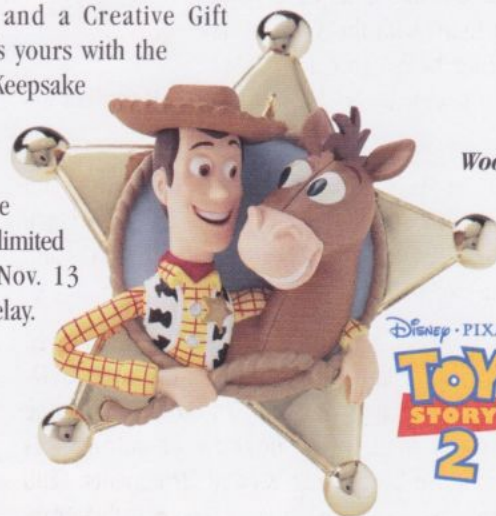
Christmas at Pooh's House



The Snowmen of Mitford



BARBIE™ as The Millennium Princess™



Woody's Roundup

© Jan Karon.
© Disney. Based on the "Winnie the Pooh" works.
© A.A. Milne and E.H. Shepard.
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PEANUTS © UFS, Inc.
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Happy Holidays! Happy New Year!

Warmest Wishes from Keepsakes to You!



(Standing, left to right)
Tex Ann Kraft,
Jan Bootman, David Beal,
June Land, Linda Wait
(seated, left to right)
Anne Rothers,
Marilyn Hutcherson.



(Standing, left to right)
Jack Benson, Tim Staley,
Joanne Eschrich,
Jonathan Plummer,
Sue Tague (seated, left to
right) Chris Webb,
Kristina Kline.



(Standing, left to right)
Nina Aubé, Robert Chad,
Tammy Haddix,
Rich Lapierre (seated, left
to right) Mike Brush,
Sharon Pike, Julie Forsyth.



(Left to right)
Amy Baumgartner,
Dana Fidler, Teri Hawes,
Kim Jones, Eileen Larson.



(Back row, left to right)
Don Spahr, Dill Rhodus,
Trish Andrews,
Lynn Paxson (front row,
left to right)
Linda Sickman,
Jack Perry.



(Standing, left to right)
Sandy Southworth,
Mary Eveld, Mark Preisinger,
Lisa Soboslai (seated, left to
right) Lina Daniel,
Gina Kuwata, Lori Edmonds,
Brenda Cherpitel.



(Standing, left to right)
Lynn Norton,
Deb Murray, Lisa Vogel,
Rodney Gentry (seated, left
to right) Steve Goslin,
Martha Moldaver,
Susan Wieland.



(Left to right)
Diana McGehee, Ken Crow,
John "Collin" Francis,
LaDene Votruba,
Duane Unruh, Joyce Lyle.



(Back row, left to right)
Margie Fears, Donna Long,
Cindy Roberts (front row, left
to right) Sherri Hochstatter,
Ann Weigel, Bonnie Bousman.



(Standing, left to right)
Linda Fewell,
Brenda Ryals,
Marsha Cain (seated, left
to right) Thelma Fowler,
Dee Ledford, Beth Wall.



(Back row, left to right) Mark Smith,
Anita McWhirt, Cathy Mullen,
(front, seated, left to right)
Anne Breece, Gene Stegeman,
Karen Viehweg, Diana Carver.



(Left to right)
Sharon Visker,
Bob Siedler, Peggy Sixta,
David Taylor,
Nello Williams,
Candy Dunbar,
Anita Marra Rogers.

(Not pictured) Katrina Bricker, Janet Broll, Mary Evans, John Hatfield, Tracy Larsen, Darla Link,
Don Palmiter, Cindy Ruoff.

From the elegant to the upside down!

Collectors' Christmas trees reflect their lives

If mail from Club members is any indication, there must be as many different looks for Christmas trees as there are people who enjoy Keepsake Ornaments!



MAILBOX

Three photos from Carolyn Tyson show "only" three of the trees that decorate her Cary, N.C., home during the holidays – one traditional green, one gleaming white and one of polished wood.

Carolyn decorates her entire home with Keepsake Ornaments. The word got around about the beautiful scenes she creates. So much so that she is among Club members whose homes have been pictured and written about in local newspapers.

The life of Linda McGinness obviously turned upside down when her son, Jacob Armand, was born. And to keep her Keepsake Ornaments safe from little Jacob's grasping hands, Linda's father helped her turn her Christmas tree upside down – and hung it from the ceiling! That's right – the

photo's not upside down. It's the tree itself that's upside down. Now that's a creative solution!

Is your Christmas tree unusually beautiful – or just plain unusual? We'd love to hear from you!

(Right) These three trees are among those in Carolyn Tyson's home. The pristine white, the nature-inspired deep green and the more rustic wooden tree all complement each other.



Don't worry -- Linda McGinness won't leave any of her Keepsake Ornaments on the floor beneath her suspended tree. They'll all be hung out of her son's grasp.



Can we talk?

Hey, all you Club members out there – what do you want to know about the Club? How would you like to see the Club change? If you could get one extra benefit from the Club, what would it be?

We really want to hear from you! We'll answer each piece of correspondence, and we'll reprint some, with our replies and our thanks, in future issues of the *Courier*.

Address your questions and comments to "Can We Talk?" Our mailing address, toll-free telephone number and e-mail address are listed on the back of this newsletter.

With your help, we can make the Club even better as we approach the new millennium!



CAN WE TALK?

Year 2000 brings exciting changes for Merry Miniatures®

Hats off to Merry Miniatures® in the year 2000, when the collection of adorable miniature figurines heads toward the millennium with a new look.

"We're keeping all the things that collectors have told us they love – seasonal themes, charming personalities and affordable prices. And we're making changes they've told us they want," says Brenda Cherpitel, a member of the Merry Miniature team.



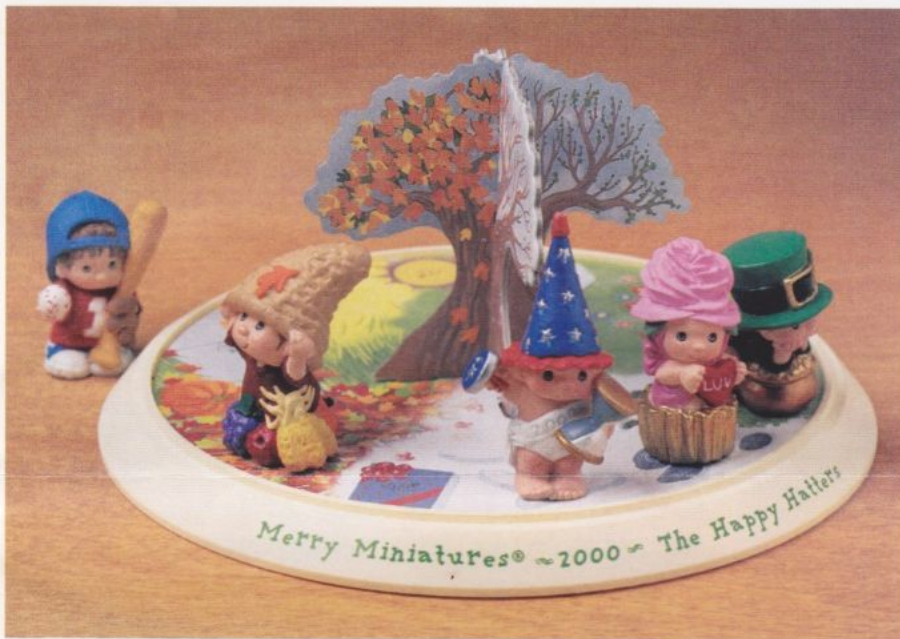
crown on **Libby Crown** (July). I smiled the whole time I worked on Libby as I remembered climbing to the top of the Statue of Liberty's crown with my daughter."

The Madame Alexander® collection of Merry Miniatures builds on past Madame Alexander designs. Beginning in March 2000, look for **Mop Top Wendy** and **Mop Top Billy**. July will bring **Mother Goose**, **Mary Had a Little Lamb**, and the Keepsake Ornament Premiere-exclusive **Little Red**



Riding Hood. Additional designs will follow in the fall. Each piece in the Madame Alexander collection will sell for \$6.95.

Tiny Topper



Mary Had a Little Lamb with Mother Goose

Madame Alexander®
ALEXANDER DOLL COMPANY

Those changes include:

- Returning to the original, durable manufacturing material used when the line debuted.
- Packaging each figurine separately, rather than in sets.
- Creating innovative, clear acrylic boxes and a new logo.
- Reducing prices.

Two exciting, new Merry Miniatures collections will be available beginning in 2000:

Happy Hatters is the first-ever annual collection of Merry Miniatures. Twelve figurines, each wearing a hat symbolic of the month it represents, were sculpted by Sue Tague. Three figurines will appear in Hallmark stores each quarter, with the first group in stores by Jan. 1, 2000. The Happy Hatters collection also includes a display base. Each figurine and the base are sold separately for \$4.95 each.



Rosie Chapeauzie

"I tried to create special features for the Happy Hatters figurines," Sue says, "like the sparkling sugar egg on **Bonnie Bonnet** (April) and the shimmering

Take a stroll through the 26-year history of Merry Miniatures in a new historical brochure that's included with this issue of *Collector's Courier*. It captures past design highlights and offers a preview of the Merry Miniatures 2000 collection.



Little Red Riding Hood



Mop Top Wendy with Mop Top Billy

Madame Alexander® ALEXANDER DOLL COMPANY

Got an attitude problem? Join the club!

Maxine's Official Club, that is.

If you're a Maxine fan, you'll get a kick (hold onto your rear) out of joining the Maxine Official Club. (If you've ever griped about the government, been teed off in traffic or annoyed with your neighbors, you're in.)

You may be questioning a club celebrating a complaining cartoon character, so take it from the source – Maxine – who says: "It's better to join a club than to get whacked with one!"

Q: I'm a fellow griper. How can I join?

Maxine: Go to your Hallmark store and shell out a few measly bucks (\$9.95) for the Maxine Official Club Membership Kit. Then return the

registration form. If you prefer staying home in your bathrobe and bunny slippers like me, order it at www.hallmark.com.

Q: What's in the Maxine Official Club Kit?

Maxine: A bunch of stuff -

- Free Maxine print autographed by artboy John Wagner when you return your membership form.
- Official membership lapel pin.
- Official membership card.
- "On the Crabby Road Again" booklet.
- Magnet.
- Quarterly newsletter.
- Bookmark.
- A warm feeling inside that's not a hot flash.

Q: If this is a club, what's your charter?

Maxine: To stomp out optimism wherever it rears its attractive head.

Q: Do you have a club motto?

Maxine: Grippers, unite! We have nothing to lose but our tempers!

Q: Why should I join now?

Maxine: Charter membership, Einstein. It's like being on the ground floor...and any day I don't have to use stairs, I'm happy.



Congratulations to our lucky winners!

A total of 716 Club members from 49 states and Canada entered the "Don't Miss Your Train" contest that appeared in the May *Collector's Courier*. Ten lucky winners were drawn randomly from among the correct entries. Each receives two items from the Great American Railways Collection – a LIONEL® 2333 New York Central Steam Locomotive and a 1954 LIONEL® Catalog Cover Tin Sign.

Congratulations to:

- Elizabeth McMenimen, Dallas, Texas
- Sheryl Murphy, Orchard Park, N.Y.
- Gloria Fennikoh, Brooklyn, N.Y.
- Mary Almgren, San Diego, Calif.
- Gayle Black, Ford Lee, N.J.
- Patricia Rauenhorst, Olivia, Minn.
- Sue Ann Galenski, Hartford City, Ind.
- Robert Schneider, Scranton, Pa.
- Jeannette Brooks, Ann Arbor, Mich.
- Melba Cravey, Albany, Ga.



Here are the quiz answers:

1. The answer is C. The 1954 LIONEL® Catalog Cover Tin Sign makes a great Father's Day gift because it's a popular cover from a Lionel catalog and because when dads were kids they played with Lionel trains.

2. The answer is B. The Lionel® 746 Norfolk and Western Steam Locomotive is *not* part of the 20th Century Series

3. The answer is C. The name Lionel was chosen for the company because it was the founder's middle name.

4. The answer is A. The new product that debuted this fall as part of the Great American Railways Collection was the replica of the Oceanside, Calif., depot.



LIONEL® Licensed by Lionel LLC

American Spirit Collection captures U.S. history, patriotism

Get a piece of U.S. history for your very own with the new Hallmark American Spirit Collection™. Through a partnership with the U.S. Mint, Hallmark brings you first-of-their-kind collectibles from ornaments to U.S. coin sets to fine pewter figurines. Pieces in the collection will feature highly collectible *uncirculated* U.S. quarters from the U.S. Mint's new 50 States Quarters program.

The American Spirit Collection, which is officially approved by the U.S. Mint, will unfold during the next decade; the first introductions began appearing in Hallmark Gold Crown® stores in October 1999. Teri Hawes, a member of the American Spirit team, says: "Hallmark Gold Crown® stores will be the only officially sanctioned retail outlets for these uncirculated coins other than the U.S. Mint's own retail stores, and there are fewer than 25 of those nationwide."

The U.S. Mint began the 50 States Quarters program in early 1999. The program, larger in scale than the 1976 Bicentennial Quarter program, will introduce 50 new quarters into circulation during a period of 10 years. The Mint will introduce a new quarter every 10 weeks (five per year) to honor each of the 50 states in the order in which they joined the Union.

In tune with the 50 States Quarters, the Hallmark American Spirit Collection promises to be both fun and educational. Items in the collection are perfect for adding to or beginning your own coin collection, or as gifts to coin collectors, history buffs and children.

"These are particularly great gifts for children," Teri says. "The education, history and heritage that are wrapped up in them will appeal to kids and parents. Plus, kids love to have collections of their very own."

Look for these products in 1999:

- **Hallmark Ornaments.** An uncirculated 50 States Quarter centered in a hand-antiqued, hand-burnished, stamped-metal frame.

- **Coin and figurine sets.** An uncirculated 50 States Quarter and coordinating fine pewter figurine. Figurines are individually numbered and production will be limited to 10,000.

- **Citizen sets.** One-, two- or five-piece sets of uncirculated 50 States Quarters displayed in informational cards with fun facts about the states.

- **Kid's collector kit.** Everything young collectors need to organize and catalog their collections of 50 States Quarters, including cards to hold quarters, activity sheets and stickers, and a map of the United States. All come packaged in a full-sized lunch-box decorated with the 50 States logo.



The hand-burnished frames around the uncirculated quarters in the American Spirit Collection ornaments feature stamped designs that are historically significant to the state that the quarter honors. (Display stand not included.)



Price of Legends in Flight items takes a nosedive



The prices of **Red Baron, F14A Tomcat** and **SPAD XIII "Smith IV"** have descended to a "lower altitude!" Hallmark realized savings during design and is passing the savings on to you. **Red Baron** dropped from \$38 to \$35; **F14A Tomcat**, available in a limited edition of 24,500, dropped from \$48 to \$40; **"Smith IV"**, also in a limited edition of 24,500, dropped from \$40 to \$32. The **Red Baron** and the **Tomcat** are in Hallmark Gold Crown® stores now; the **"Smith IV"** debuts in May 2000.



Watch for Keepsake Ornaments on QVC

A very limited number of Keepsake Ornaments will be showcased in two upcoming programs on QVC, the nation's premiere home-shopping network. Following a one-hour program that aired in October, one of the upcoming programs will air in November and the other will air in December; watch your television program guide for details.

As we go to press, specific plans for each of the QVC shows is pending, but they'll likely include signed Keepsake Ornaments available for sale, as well as appearances by a Keepsake Ornament artist or two. We'll also break a mold on the air.

Appearing on QVC helps Hallmark spread the word about the many Keepsake Ornaments available in Hallmark Gold Crown® stores.

Invite Spring Keepsake Ornaments into your home with a great value

You'll be able to purchase a beautiful Spring Ornament tree for only \$9.95 (regular price: \$14.95) when you purchase any two Spring Keepsake Ornaments. Watch for this special offer when the 2000 line of Spring Ornaments debuts in February.



Club Q&A

Q: I ordered my 1999 Club Edition Ornaments some time ago, but I haven't received them. What should I do?

A: First, check with your Hallmark retailer. Have him/her follow up on your order. You also are welcome to call the Club at 1-800-523-5839. We'll check our records to confirm that we've received your order. With that information, and with your copy of your Club Edition order form, you'll be able to follow-up with your Hallmark retailer.

We're happy to let you know that all 1999 Club Edition Ornament orders are shipping on time or ahead of time. Because of the quick turnaround, you won't receive a postcard informing you when you can expect to receive your Club Edition Ornaments. (The ornaments likely would arrive before the postcard!)

Remember to re-member!

If stars are printed on the mailing label of this issue of the *Courier*, you haven't renewed your membership for 1999. Christmas is coming, so don't delay – renew now! If your renewal and this newsletter crossed in the mail, welcome to the 1999 membership!

Keepsake Ornament Collector's Club memberships also make thoughtful holiday gifts. Just call 1-800-523-5839 to renew your membership or enroll 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>

Publisher: Anne Rothers

Editor: Linda Fewell

Contributing Writers: Toni McLain, Beth Wall

Designer: Kim Mann

Stylist: Mary Lynn Swafford

Photographers: David Smalls, Don Yaworski, Don Ipock

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CAROL COLLECTOR
123 MAIN ST
NORTH POLE AK 99999-1234