

KEEPSAKE AND KEEPSAKE MAGIC ORNAMENTS




Hallmark



Hallmark
**Keepsake
 Ornament**
 COLLECTOR'S
 CLUB

Join the Tradition

It all began in 1973 when a select group of Hallmark artists and sculptors created the very first Keepsake Ornaments. Since that time, the tradition of collecting Keepsake Ornaments has become a cherished part of celebrating the holiday season. Now you can share this tradition with thousands of others by joining the new Hallmark Keepsake Ornament Collector's Club.

Exclusive 1987 Charter Membership Benefits:

"Keepsake of Membership" ornament — Named "Wreath of Memories." Entwined in the branches of the wreath design are miniature figures reminiscent of Hallmark ornaments of the past — the Rocking Horse, Clothespin Soldier and Wood Childhood series. It's etched with the official club logo and captioned, "1987 Charter Member." This ornament alone is worth more than the cost of your club membership.

"Collector's Courier" newsletter — Published twice a year. Includes previews of upcoming ornaments and interviews with Hallmark artists.

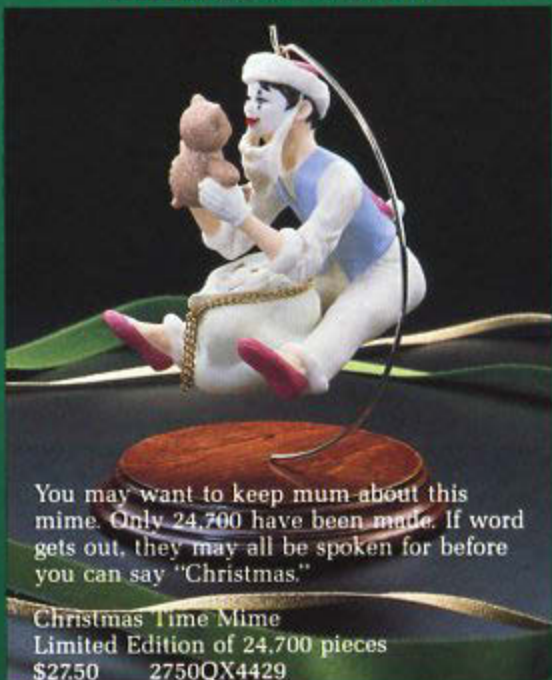
Ornament Registry — An easy way to keep track of all the ornaments in your Keepsake collection.

Membership Card — Personalized with your name and membership number.

Club Folder — A handy way to store your Club materials.

Exclusive opportunity to purchase "Members Only" ornament — Named "Carousel Reindeer." This elegant, handcrafted reindeer prances in a hoop etched with the official Club logo and captioned: "1987 Charter Member." Available only through Hallmark retailers, and only to club members. Retail price \$8.00.

Limited Editions



You may want to keep mum about this mime. Only 24,700 have been made. If word gets out, they may all be spoken for before you can say "Christmas."

Christmas Time Mime
Limited Edition of 24,700 pieces
\$27.50 2750QX4429



Whether it's for your own enjoyment, or a gift for a special friend, a Hallmark Keepsake Ornament Collector's Club membership is a wonderful treasure to cherish.

To join, fill out the application form on page 21 and send it, along with your membership fee or credit card information, to Hallmark Keepsake Ornament Collector's Club, P.O. Box 412734, Kansas City, MO 64141-2734

Keepsake Ornaments...the very name suggests something precious to be passed on from generation to generation. Come share the tradition with us today.



A Keepsake Ornament first! Each of the 24,700 bone china Christmas is Gentle ornaments is individually hand numbered. No two are alike!

Christmas is Gentle
Limited Edition of 24,700 pieces
\$17.50 1750QX4449

Special Edition

This exquisitely detailed Santa is made of fine porcelain, painstakingly painted by hand. He stands a full 5 1/2" tall to remind you of your youth when Santa was the biggest person in your holidays.



Favorite Santa
\$22.50
2250QX4457

Artists' Favorites

The personal touch! Artists' Favorites ornaments feature some of the favorite characters of Hallmark sculptors. Each ornament and package carries the signature of the artist who designed the ornament. They may be your favorites too!



Wee Chimney Sweep
Sculpted by Ed Seale
\$6.25
625QX4519



December Showers
Sculpted by Donna Lee
\$5.50
550QX4487

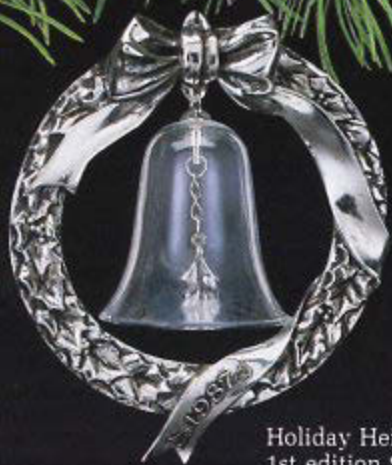
Three Men In A Tub
Sculpted by Donna Lee
\$8.00
800QX4547



Beary Special
Sculpted by Bob Siedler
\$4.75
475QX4557



Collectible Series



Holiday Heirloom
1st edition \$25.00
2500QX4857

Start a collection with this year's two new collectible series:

Holiday Heirloom is the first limited edition Keepsake series. It also introduces the first precious metal to the Keepsake line — a silver plated frame surrounding a lead crystal bell.

Light Shines at Christmas is the first in a series of collector's plate ornaments. This hand-painted fine porcelain ornament comes complete with a display stand.

Light Shines at Christmas
Plate stand included
1st edition \$8.00
800QX4817



House on Main Street
4th edition \$14.00
1400QX4839



Tin Locomotive
6th edition \$14.75
1475QX4849



Rocking Horse
7th edition \$10.75
1075QX4829



Windows of the World
3rd edition \$10.00
1000QX4827



Home Cooking
2nd edition \$13.25
1325QX4837



Santa's Woody
9th edition \$14.00
1400QX4847



Frosty Friends
8th edition \$8.50
850QX4409



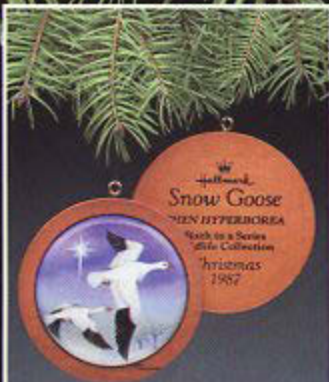
Miniature Creche
3rd edition \$9.00
900QX4819



Norman Rockwell
8th edition \$7.75
775QX3707



Cinnamon Bear
5th edition \$7.75
775QX4427



Snow Goose
6th edition \$7.50
750QX3717



Sailor
6th and last edition \$5.50
550QX4807

Say goodbye to the
Clothespin Soldier series.
This year's Sailor is the
sixth and last in the series.



Dancer
2nd edition \$7.50
750QX4809



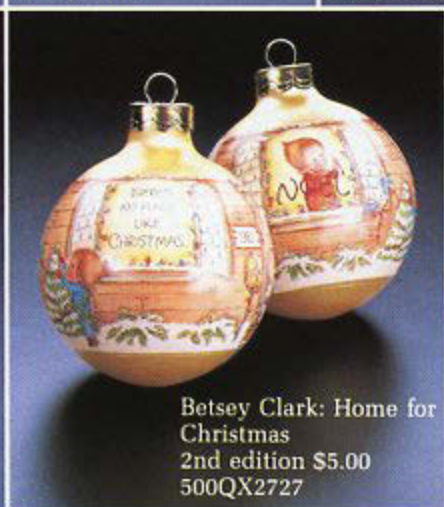
Four Colly Birds
4th edition \$6.50
650QX3709



Thimble Drummer
10th edition \$5.75
575QX4419



Wooden Horse
4th edition \$7.50
750QX4417



Betsey Clark: Home for
Christmas
2nd edition \$5.00
500QX2727

Baby

Personalize your ornament gifts this year. Baby's First Christmas ball ornaments are offered for both Baby Boy and Baby Girl.

Baby's 1st Christmas
\$4.75
475QX2747



Baby's 1st Christmas
\$4.75
475QX2749



Baby's 1st Christmas
\$9.75
975QX4113



Grandchild's 1st
Christmas
\$9.00
900QX4609



Baby's 2nd Christmas
Clip-on hanger
\$5.75
575QX4607



Baby's 1st Christmas
\$6.00
600QX3729



Baby's 1st Christmas
\$7.50
750QX4619



Baby Locket
\$15.00
1500QX4617

Friendship



Child's 3rd Christmas
\$5.75
575QX4599



Teacher
\$5.75
575QX4667

Feelings for friends can be difficult to express, but not with a Keepsake Ornament. You can say Merry Christmas with ornaments for a teacher, baby-sitter, or a good friend.

For an added touch of warmth, try the new Holiday Greetings ornament. It's the first Keepsake Ornament designed specifically for business associates.



Warmth of Friendship
\$6.00
600QX3759



New Home
\$6.00
600QX3767



Holiday Greetings
\$6.00
600QX3757



Babysitter
\$4.75
475QX2797



From Our Home to Yours
\$4.75
475QX2799



Time for Friends
\$4.75
475QX2807

Love

Surprise your special someone with an ornament to celebrate your first year together, tenth, twenty-fifth, or even fiftieth year! It's a beautiful memento to commemorate the love you've shared.



Sweetheart
\$11.00
1100QX4479



First Christmas Locket
\$15.00
1500QX4469



First Christmas Together
\$6.50
650QX3719



First Christmas Together
\$8.00
800QX4459



First Christmas Together
\$4.75
475QX2729



Word of Love
\$8.00
800QX4477



First Christmas Together
\$9.50
950QX4467



10 Years Together
\$7.00
700QX4447



25 Years Together
\$7.50
750QX4439



50 Years Together
\$8.00
800QX4437



Love Is Everywhere
\$4.75
475QX2787



Heart in Blossom
\$6.00
600QX3727

Relatives

The most memorable gifts are often for those you know best — your family. A relative ornament is a highly personalized gift that's perfect for any family member.

This year's collection features another Keepsake first — a handcrafted Dad ornament.



Dad
\$6.00
600QX4629



Mother
\$6.50
650QX3737



Husband
\$7.00
700QX3739



Mother and Dad
\$7.00
700QX4627



Godchild
\$4.75
475QX2767



Sister
\$6.00
600QX4747

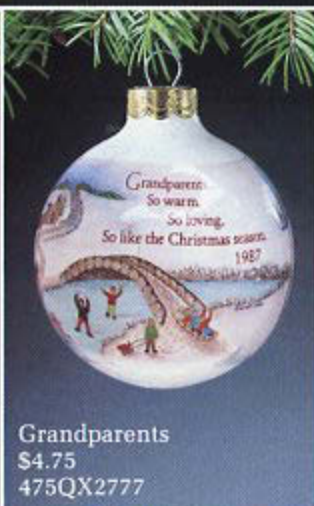


Daughter
\$5.75
575QX4637

Son
\$5.75
575QX4639



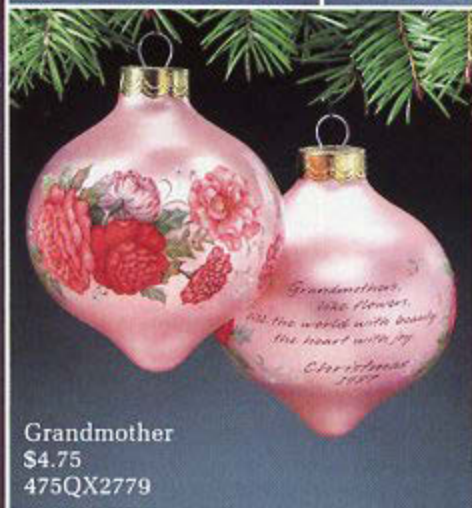
Grandson
\$4.75
475QX2769



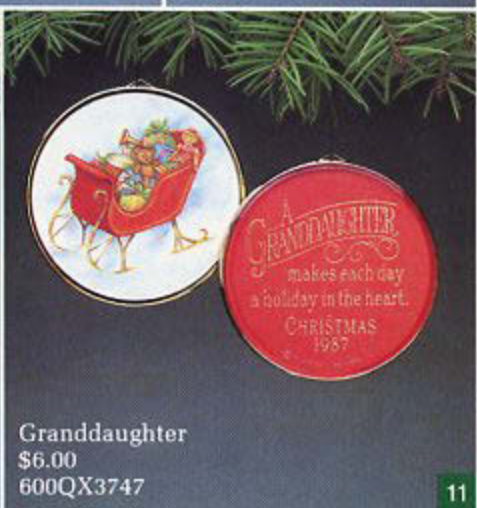
Grandparents
\$4.75
475QX2777



Niece
\$4.75
475QX2759



Grandmother
\$4.75
475QX2779

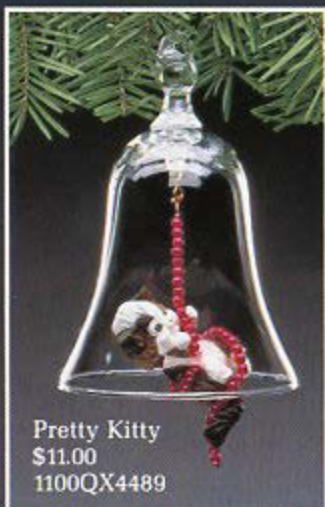


Granddaughter
\$6.00
600QX3747

Holiday Humor

Enjoy the antics of Santa, his elves, and a vast assortment of playful characters. Their holiday activities will charm anyone on your Christmas list.

Bright Christmas Dreams
\$7.25
725QX4737



Pretty Kitty
\$11.00
1100QX4489



Joy Ride
\$11.50
1150QX4407



Jogging
Through the Snow
\$7.25
725QX4577



SNOOPY® and
WOODSTOCK
\$7.25
725QX4729



Jack Frosting
Clip-on hanger
\$7.00
700QX4499



Raccoon Biker
\$7.00
700QX4587



Santa at the Bat
\$7.75
775QX4579



Treetop Dreams
\$6.75
675QX4597



Night Before Christmas
\$6.50
650QX4517



"Owliday" Wish
\$6.50
650QX4559



Let It Snow
\$6.50
650QX4589



Hot Dogger
\$6.50
650QX4719

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1987

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Evening Post Company

CRAYOLA © 1987 Binney & Smith, Inc. All
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Chocolate Chipmunk
Clip-on hanger
\$6.00
600QX4567



Nature's Decorations
\$4.75
475QX2739



Lazy Santa
\$6.25
625QX4507



Seasoned Greetings
\$6.25
625QX4549



Reindoggy
\$5.75
575QX4527



Christmas Cuddle
\$5.75
575QX4537



Spots 'n Stripes
\$5.50
550QX4529



Paddington™ Bear
\$5.50
550QX4727





Fudge Forever
\$5.00
500QX4497



Happy Santa
\$4.75
475QX4569



Icy Treat
\$4.50
450QX4509



Jammie Pies™
\$4.75
475QX2839



Dr. Seuss — The Grinch
\$4.75
475QX2783



PEANUTS®
\$4.75
475QX2819



Li'l Jangler
\$6.75
675QX4193



Walnut Shell Rider
\$6.00
600QX4196



Mouse in the Moon
\$5.50
550QX4166

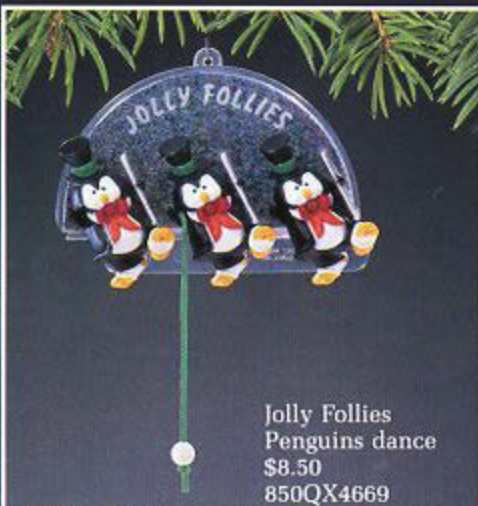
Pizzazz Collection

For a different perspective on Christmas traditions, try the new Pizzazz Collection. You can jazz up your tree with a sax-playing Santa, a frog that really croaks, or even dancing penguins. In their own way, each will perk up your holidays.

Doc Holiday
Springing motion
\$8.00
800QX4677



Holiday Hourglass
Turnable hourglass
\$8.00
800QX4707



Jolly Follies
Penguins dance
\$8.50
850QX4669

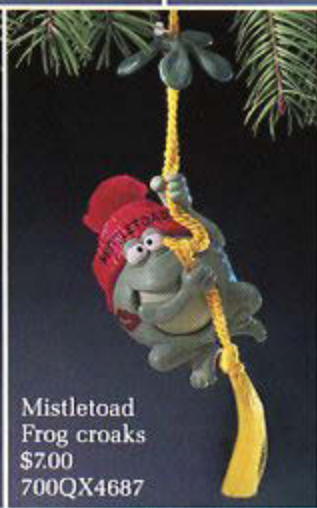


3 moveable
sections
make
9 designs

Christmas Fun Puzzle
\$8.00
800QX4679



St. Louie Nick
\$7.75
775QX4539




Mistletoad
Frog croaks
\$7.00
700QX4687



Happy Holidata
Screen changes colors
\$6.50
650QX4717

Old-Fashioned Collection

Come home for the holidays with ornaments that look homemade. Each is a nostalgic reminder of days gone by.



In a Nutshell
\$5.50
550QX4697



Traditional

The holidays just wouldn't be the same without Norman Rockwell, Currier & Ives, and the traditional symbols of Christmas. This year, adorn your tree with a classic — a traditional Keepsake Ornament.

Celebrate the music of the season. The musical ornament "Heavenly Harmony" plays a time-honored favorite, "Joy to the World."



Heavenly Harmony
Musical: \$15.00
1500QX4659

Joyous Angels
\$7.75
775QX4657

Christmas Keys
\$5.75
575QX4739



Goldfinch
\$7.00
700QX4649



Special Memories
Photoholder
\$6.75
675QX4647



Promise of Peace
\$6.50
650QX3749



I Remember Santa
\$4.75
475QX2789



Norman Rockwell
\$4.75
475QX2827



Currier & Ives
\$4.75
475QX2829

Keepsake Magic Motion and Lighted Ornaments



Christmas Morning
Light and Motion
\$24.50
2450QLX7013

They Move!

Inside these ornaments, characters and objects actually move. They slide down a bannister, march in and out of a clock, diligently sculpt Santa's portrait, and chug around an alpine village.

They Blink!

The lights around Santa's "Good Cheer" sign blink on and off in sequence just like a real blimp.

They Magically Change!

The scene in Angelic Messengers changes right before your eyes. As the shepherds gaze off into the nighttime sky, angels magically appear.



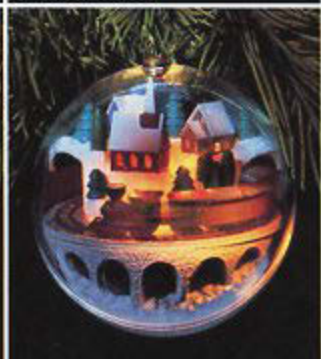
Loving Holiday
Light and Motion
\$22.00
2200QLX7016



Angelic Messengers
Light and Changing
Scene \$18.75
1875QLX7113



Perfect Portrait
Light and Motion
2nd in a Series \$19.50
1950QLX7019



Village Express
Light and Motion
\$24.50
2450QLX7072



Good Cheer Blimp
Blinking Lights
\$16.00
1600QLX7046



Baby's First Christmas
\$13.50
1350QLX7049



Train Station
\$12.75
1275QLX7039



Christmas Carol
2nd in a Series \$16.00
1600QLX7029



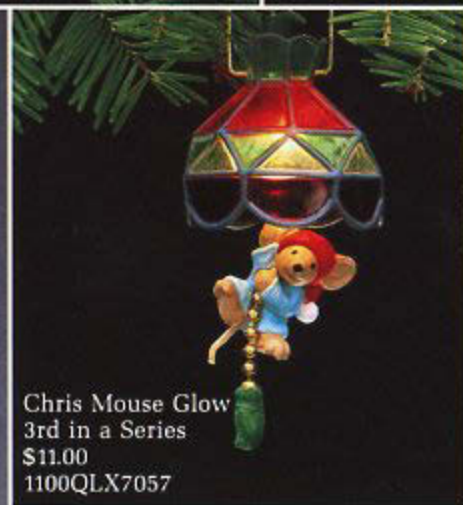
Keeping Cozy
\$11.75
1175QLX7047



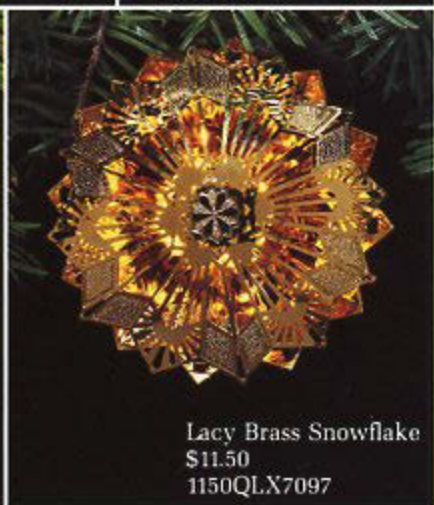
First Christmas Together
\$11.50
1150QLX7087



Meowy Christmas!
\$10.00
1000QLX7089



Chris Mouse Glow
3rd in a Series
\$11.00
1100QLX7057



Lacy Brass Snowflake
\$11.50
1150QLX7097



Bright Noel
\$7.00
700QLX7059



Season for Friendship
\$8.50
850QLX7069

Turn on the Lights
Keepsake Magic are the original lighted ornaments! All 18 in the collection light up to bring a shimmering brilliance to your Christmas season.


**Keepsake
Ornament**
COLLECTOR'S
CLUB

CHARTER MEMBERSHIP APPLICATION

Please enroll me as a charter member in the
Hallmark Keepsake Ornament Collector's Club.

My check/money order Visa
 Mastercard is enclosed.

Payment (check one):

- 1 year \$15.00 (in Canada, \$20.00 U.S.)
 2 years \$27.00 (in Canada, \$32.00 U.S.)
 3 years \$38.00 (in Canada, \$43.00 U.S.)

Name _____

Address _____ City _____
(no P.O. boxes please)

State _____ Zip _____ Day Phone (____) _____
(in case we need to contact you about your order)

Card # _____ Exp. Date _____

Signature _____ CBPOP05

GIFT MEMBERSHIP APPLICATION

Please enroll my friend as a charter member in the
Hallmark Keepsake Ornament Collector's Club.

My check/money order Visa
 Mastercard is enclosed.

Payment (check one):

- 1 year \$15.00 (in Canada, \$20.00 U.S.)
 2 years \$27.00 (in Canada, \$32.00 U.S.)
 3 years \$38.00 (in Canada, \$43.00 U.S.)

Friend's Name _____

Address _____
(no P.O. boxes please)

City _____ State _____ Zip _____

Your Name _____
(so we can inform your friend)

Your Day Phone _____ Card # _____ Exp. Date _____
(in case we need to contact you about your order)

Signature _____ CBPOP05

Mail these applications no later than 2/28/88 to receive a 1987 Charter Membership. We will send you your personalized membership kit within 6 to 8 weeks. Make all checks payable to Hallmark Cards, Inc.



Memories Are Forever
Photoholder
\$8.50
850QLX7067



Keep on Glowin'!
\$10.00
1000QLX7076



Ready, Set, Glow!
Each Keepsake Magic
Ornament comes complete
with a special connector
cord that attaches to a
miniature light string. It's
as easy as changing a light
bulb.