




Hallmark



1 9 9 6 D R E A M B O O K



KEEPSAKE
ORNAMENTS

Welcome To A Tradition Of Collecting Memories.

Nothing says, "Christmas is coming," better than a fragrant tree standing proudly in the corner waiting to be trimmed. With each ornament you unwrap memories of holidays come and gone, of family and friends, and of treasured experiences. This annual journey into Christmas past enriches the Christmas yet to come.

Hallmark Keepsake Ornaments have been a part of the holiday season for many years. This year's collection is no exception, featuring over 200 ornaments, each specially created for you by our own Hallmark Keepsake Ornament artists and staff.

The 1996 *Keepsake Ornament Dream Book* will introduce you to a whole new selection of authentic, one-of-a-kind designs to add to your Christmas traditions. Within these pages you can discover the beauty and thoughtful detail that goes into the creation of each ornament, as well as some fun and innovative ideas for decorating your home using your favorite Keepsake Ornaments.

We invite you to take your time as you browse through this year's collection to find the perfect ornament for every one on your gift list...including yourself. The choices you make this year will very soon become cherished mementos of the people you love and the joy you share. Merry Christmas!

KEEPSAKE
ORNAMENTS



Keepsake Ornament Collector's Club 4

Learn more about the Collector's Club and the exciting benefits you receive when you become part of the 1996 Keepsake Ornament Collector's Club family.



Get Hooked On Collecting 7

Discover the exciting world of collecting with our book *Get Hooked On Collecting*. The Starter Set includes this hardbound volume, as well as a charming Keepsake Ornament for your tree.



Olympic Spirit Collection 8

Remember the finest in athletic achievement with this special grouping of ornaments and collectibles commemorating the 1996 Olympic Games in Atlanta.



Special Issues 8

From July through December you will find BARBIE™, Mr. Spock from STAR TREK®, characters from Disney's new movie *The Hunchback of Notre Dame* and other Special Issue Keepsake Ornaments.

Collectible Series 12

Build a collection around a theme, character or holiday tradition that continues from year to year. Five new series debut, as well as the sixteenth and final entry in the popular Rocking Horse series.



New Attractions 17

Look for your favorite cartoon characters, as well as classics like Winnie the Pooh. Celebrate nature with creations from Marjolein Bastin and nostalgic Americana from Norman Rockwell.



Hobbies & Lifestyles 21

Deck the halls with these whimsical creations that honor the special passions and pastimes of your friends and families.

Holiday Traditions 25

Cherished designs to add charm and humor to your holiday decorating with selections that celebrate the richness and diversity of contemporary culture and religion.



Miniature Ornaments 44

Good things come in small packages. These tiny creations are highly detailed, perfect for collecting, decorating, and gift-giving.

Merry Miniatures® 51

Look for these charming collectible miniature figurines appearing at different times throughout the year. Discover what's new for Fall and Christmas.



The Creative Staff 52

Family and Friends 28

Decorate your tree with these delightful ornaments celebrating special occasions and relationships. Perfect for gift-giving.



RUDOLPH THE RED-NOSED REINDEER.
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Showcase Ornaments 34

Unique designs and distinctive styling make these fabulous ornaments part of the featured Showcase Collection.



Superman and all related elements are the property of

Magic Ornaments 40

Holiday memories come to life with ornaments featuring light, motion, sound, music, and/or voice.

Hallmark Collections 54

This year's Collections include designs from Kiddie Car Classics, a collection of heroic proportions from the DC Super Heroes™ Collection, a breathtaking Yuletide Romance™ BARBIE® Doll, and limited production.

M a r c h

A p r i l

M a y

J u n e

J u l y

Welcome Spring with Marjolein Bastin's "Seasons of Nature Collection" plates.

Springtime BARBIE™ Ornament and other Keepsake Easter Ornaments are ready to make their debut in your home.

The Easter collection of Merry Miniatures® comes hop, hop, hopping into your favorite Hallmark store.



Happy Easter!

Club Members: Check your mailbox for the *Collector's Courier*.



Commemorate the Centennial of Modern Olympic Games with our Olympic Spirit Collection of Keepsake Ornaments and Collectibles.



Last chance to place your order for the 1995 Collector's Club Club Edition Ornaments is May 1, 1996.

Collector's Club exclusive Club Editions begin mailing to members.

TM, © 1992 ACOG

Don't forget Dad on Father's Day. Make it memorable with a Kiddie Car Classic!

Collector's Club Members: Check your mailbox for the *Collector's Courier*.

Join the fun at this year's Keepsake Ornament Premiere - July 20-21. You can earn Gold Crown bonus points for ornament purchases during the Premiere weekend. Don't miss the chance to purchase "Welcome Sign," the fourth Tender Touch Premiere Ornament, and "Bashful Mistletoe," a Merry Miniatures® three-piece set, both Premiere exclusives.

The Hunchback of Notre Dame Special Issue Keepsake Ornaments are here.



© Disney

"Featuring the Enchanted Evening BARBIE™™ Doll Ornament makes her dazzling debut.

Catch the winning spirit with the Olympic Spirit Collection of Keepsake Ornaments and Collectibles.

A Keepsake Ornament Historical Time Line

1973 The first year featured six glass balls, twelve yarn ornaments and our first dated Betsey Clark series ball.



1975 The first handcrafted Keepsake Ornament was offered.

1976 The first moveable "twirl-about" ornament and first commemoratives: Baby's First Christmas and Bicentennial Keepsake Ornaments.



1983 A series symbol, a small tree and a number on the bottom or back of each series ornament, was developed to help collectors identify each design in a series.



©1996, Marjolein Bastin

Special Issue Keepsake Ornaments of your favorites from STAR TREK® arrive at your local Hallmark store.

Club Members: Look for *Collector's Courier* summer newsletter with new Kiddie Car Classics and Merry Miniatures® brochures.



1996 Murray®

Kick off the fall with the Keepsake Ornament Sports Collection and NFL Ornaments.

Halloween Merry Miniatures® are a treat for you at your local store now.

The holiday season begins with the arrival of Thanksgiving and Christmas Merry Miniatures®.

Look for the "Colors of Nature Collection" plates from Marjolein Bastin.

DC Super Heroes™ Collection makes a POWerful entrance this month.



Superman and all related elements are the property of DC Comics™ and © 1996

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See what's new at the Holiday Open House and register to win great prizes.

Holiday BARBIE™ is here as well as *It's A Wonderful Life*™ Keepsake Ornament.



Add to your collection with new Kiddie Car Classics designs.

Look for Yuletide Romance™ BARBIE® Doll, a Gold Crown Exclusive.

Club Members: Don't miss the *Collector's Courier* holiday newsletter with your sneak preview of 1997 Spring Keepsake Ornaments.

A Very Merry Christmas from your friends at Hallmark Keepsake Ornaments!

19

Hallmark Keepsake Ornaments introduces Valentine's Day Merry Miniatures® and second in the Be My Valentine Collectors Series™ BARBIE® Doll.

Experience the joy of collecting Hallmark Keepsake Ornaments all year round....Join the Collector's Club now!

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1984 The first lighted ornament introduced.

1986 First motion ornament introduced.



1988 Miniature Ornaments were introduced

1987 Keepsake Ornament Collector's Club created in response to collectors' requests. First Artists' Favorites ornaments featuring the artist's signature or initials introduced.

1991 Keepsake Easter Ornaments were introduced

1993 Showcase Ornaments were introduced in stores across the country.



COLLECTOR'S CLUB

Experience the joy and pleasure of ornament collecting with the Keepsake Ornament Collector's Club. This year the Club celebrates our tenth year of collecting memories with three exclusive Keepsake of Membership Ornaments based on a holiday favorite, Rudolph the Red-Nosed Reindeer® and his friends.

New and renewing members will receive all three ornaments, more than a \$30 value! Plus four issues of the *Collector's Courier*, the opportunity to purchase exclusive Club Editions, sneak previews of new Keepsake Ornaments and other Hallmark collectibles, the opportunity to attend special events, and a personalized membership card. All this for \$20, plus shipping and handling. Join today using the application on the back cover of this *Dream Book* or simply stop by your favorite Hallmark store.

KEEPSAKE OF MEMBERSHIP

These exclusive Keepsake of Membership Ornaments are based on the styling made famous by the Robert L. May Co.

Santa

Dated

Sculpted by Bob Siedler

Rudolph the Red-Nosed Reindeer®

Rudolph®'s nose glows

Light; Dated

Sculpted by Bob Siedler

Rudolph's Helper

Dated

Sculpted by Bob Siedler



RUDOLPH THE RED-NOSED REINDEER:

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 Santa: ©Applause. Licensed by Applause Inc.

CLUB EDITIONS

We are very excited about this year's Club Editions. For the first time we are offering a Collector's Club exclusive series! These highly sought-after collectibles are only available to Club Members through the Club.

Club members have the opportunity (but not the obligation) to purchase these exclusive Club Edition Ornaments.

Club Edition order forms will be included in your Membership materials. Deadline to order is May 1, 1997.

Based on the 1988 Happy Holidays® BARBIE® Doll

1st in the new Collector's Club series
 Complements the Keepsake Ornament
 Holiday BARBIE™ Collector's Series which
 has depicted Mattel's annual doll since 1993.
 Dated
 Sculpted by Patricia Andrews

1937 Steelcraft Auburn by Murray®

Die-cast metal; Based on a 1935 Auburn
 pedal car design. (Complements
 the Keepsake Ornament Kiddie Car
 Classics Series)
 Dated
 Sculpted by Don Palmer

The Wizard of Oz™

Based on a memorable scene from the
 motion picture classic *The Wizard of Oz*™.
 Sculpted by Anita Marra Rogers

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1996 Murray®

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 Rights Reserved. The Wizard of Oz™ and the Wizard™ are
 trademarks of Turner Entertainment Co.



GIFT MEMBERSHIP BONUS

Give the gift of Club membership and receive "Airmail for Santa" as a special thanks. This cheerful bird is ready to deliver your fondest wishes to Santa with our compliments. Deadline for enrolling new members is 12/31/96.



Airmail for Santa

Sculpted by Anita Marra Rogers
Dated

Gift Membership Bonus ornament is only available to current Club members who enroll a new member in 1996.



The joy of collecting ornaments is a passion that can last a lifetime. Each year when your Keepsake Ornaments are lovingly placed on the Christmas tree, memories of friends, family and special times come to life.

The Hallmark Keepsake Ornament Collector's Club was formed to help celebrate and enhance the joys of collecting. Now in our tenth year, our collecting family has grown to more than 250,000 members, making it the largest collector's club of its kind in the nation.

As we move into our next decade, we look forward to continuing our tradition of exclusive Club benefits. In addition to exciting products for Club members only, you'll enjoy a behind-the-scenes look at Keepsake Ornaments. From the inside scoop on our studio artists to sneak previews of the newest Keepsake Ornament designs, you'll find it all in the Club!

1996 is sure to be a memorable year for our Club members. I hope you'll join us for all the fun.

Happy collecting!

Lynn Wylie

Manager, National Keepsake
Ornament Collector's Club





A LIFETIME OF REWARDS

Collecting Hallmark Keepsake Ornaments is a pleasure and a joy that will last a lifetime. Keepsake Ornament collectors know that Hallmark Keepsake Ornaments are truly in a class by themselves. Many are dated and all are available for only one year, making their authenticity unquestionable! For over 20 years, these ornaments have been lovingly created by a dedicated crew of Keepsake Ornament Studio artists with an abiding passion for their art and the talent to match.

Getting Started. Chances are you have one or two Hallmark Keepsake Ornaments already. If you're wondering where to go from there it's simple: Follow your heart. Selecting ornaments you love is the best and most satisfying way to begin and continue your collection.

Storing Ornaments It is best to store your ornaments in their original box with any packaging wrap that was included inside. This prevents the ornaments from rubbing against anything sharp that could scratch or mar their beauty. Also, if you ever decide to sell or trade your collection, the good condition of your ornament and the fact that you have the original box and inside wrap adds to its potential value.

Keeping Records. Keep a notebook that records the name of the ornament, the year purchased, the retail price, price paid and the artist's name. This will be a handy reference, and can also serve as an inventory for insurance purposes.

A Collection That Grows In Value. While a Hallmark Keepsake Ornament has the potential to increase in monetary value, it's almost certain to increase in emotional value. A Keepsake Ornament collection is a tribute to the joy of collecting memories of the things and the people that you love.

KEEPSAKE ORNAMENT PREMIERE

You're invited to the 1996 Keepsake Ornament Premiere on July 20 and 21. Join us as we unveil the 1996 collection at your local participating Hallmark store. You will see our exciting collection of Keepsake Ornaments for the first time, plus have the chance to purchase our exclusive Premiere Tender Touches Ornament, "Welcome Sign," and our Premiere exclusive three-piece Merry Miniatures® set, "Bashful Mistletoe." These items are available in limited quantities and only at the Ornament Premiere. You won't want to miss it.



Welcome Sign
Tender Touches
Dated
Sculpted by Ed Seale
\$15.00 1500QX6331

Bashful Mistletoe
Merry Miniatures®
3-Piece Set; Dated
Sculpted by Nina Aubé
\$12.95 1295QFM8054

"GET HOOKED ON COLLECTING" STARTER SET

First-time collectors as well as long-time enthusiasts will love the "Get Hooked On Collecting" Starter Set. The Set features a hardbound book full of fun and interesting information about the tradition of collecting Keepsake Ornaments. The set comes with a special Keepsake ornament, too! It's a great value at \$7.99 with any Hallmark purchase. Buy one for yourself and for family and friends who want to get hooked on collecting.



KEEPSAKE ORNAMENT SIGNATURE COLLECTION

The 1996 Keepsake Ornament Signature Collection will be available for purchase at special collector events across the country throughout 1996. (Limit one per customer) More information will be available in upcoming issues of the *Collector's Courier*.



Santa's Toy Shop
Two Keepsake Ornaments
with display piece
Dated
Sculpted by all 17 Studio Artists
\$60.00 6000QXC4201

SPECIAL ISSUES

The stars shine throughout the year: BARBIE™, STAR TREK®, famous sports figures such as Nolan Ryan and Troy Aikman, characters from the new Disney movie *The Hunchback of Notre Dame* and a wonderful remembrance of the Christmas classic film, *It's A Wonderful Life*™. Special Issue Hallmark Keepsake Ornaments will arrive at various times from July to December at your local participating Hallmark store.

THE OLYMPIC SPIRIT COLLECTION

These high quality Keepsake Ornaments and Collectibles pay tribute to 100 years of Olympic Spirit and to the athletes who embody the hopes and dreams of all the world. Available in May 1996.

Lighting the Flame

Keepsake Magic Ornament
Flickering Light and Music from the opening ceremony; Plays "Bugler's Dream;" Dated
Sculpted by Duane Unruh
\$28.00 2800QXE7444

Invitation to the Games

Keepsake Ornament
Set of two trading-card size plaques
Features commemorative copy
Display stands included; Ceramic; Dated
Styled by Diana McGehee
\$14.95 1495QXE5511

Olympic Triumph

Keepsake Ornament
Dated
Sculpted by Ed Seale
\$10.95 1095QXE5731

IZZY™-The Mascot

Keepsake Ornament
Dated
Sculpted by Don Palmer
\$9.95 995QXE5724

Parade of Nations

Keepsake Ornament
Collector's Plate; Display stand included
Fine Porcelain; Dated
\$10.95 1095QXE5741

Cloisonné Medallion

Keepsake Miniature Ornament
Dated
Styled by Diana McGehee
\$9.75 975QXE4041



Lighting the Flame



Invitation to the Games



Olympic Triumph



IZZY™-The Mascot



Parade of Nations



Cloisonné Medallion



5000QHC8191
Olympic Triumph Figurine



3000QHC8194
Parade of Nations Plate



1750QHC8201
Track and Field Figurine



1750QHC8204
Gymnastics Figurine



1750QHC8211
Swimming Figurine

Size not to scale.

Featuring the Enchanted Evening BARBIE® Doll

3rd in the BARBIE™ Ornament series
Dated

Sculpted by Patricia Andrews

\$14.95 1495QXI6541

(Available in July 1996 at selected Hallmark stores)

Holiday BARBIE™

4th in the Holiday BARBIE™

Ornament series; Dated

Sculpted by Patricia Andrews

\$14.95 1495QXI5371

(Available in November 1996)



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Quasimodo
Sculpted by Ken Crow
\$9.95 995QX16341



Esmeralda and Djali
Sculpted by Ken Crow
\$14.95 1495QX16351



**Laverne, Victor
and Hugo**
Sculpted by Ken Crow
\$12.95 1295QX16354

(Available in July 1996 at selected Hallmark stores)



STAR TREK®
30 Years
Set of 2 Ornaments
with Display Base
Hear the voice of Captain James T. Kirk™
Battery-Operated; Batteries Included
Die-Cast Metal; Dated
U.S.S. Enterprise™ sculpted
by Lynn Norton
Galileo Shuttlecraft™ sculpted
by Dill Rhodus
\$45.00 4500QX17534



U.S.S. Voyager™
STAR TREK®
Light; Dated
Sculpted by Lynn Norton
\$24.00 2400QX17544



Mr. Spock
STAR TREK®
Dated
Sculpted by Anita M. Rogers
\$14.95 1495QX15544

**Commander
William T. Riker™**
STAR TREK®
THE NEXT GENERATION™
Dated
Sculpted by Anita M. Rogers
\$14.95 1495QX15551



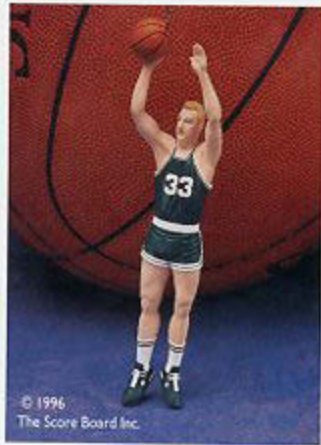
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The Score Board Inc.
© MLB 1996



Nolan Ryan
1st in At the Ballpark series
Dated
Sculpted by Dill Rhodus
\$14.95 1495QXI5711



© 1996
The Score Board Inc.



Larry Bird
2nd in the Hoop Stars series
\$14.95 1495QXI5014



"Nolan Ryan is one of my all-time favorite ball players. He's a great pitcher and a wonderful individual. I wanted to capture his distinctive style of pitching...a high leg kick and lots of intensity."

Dill Rhodus

(Available in September 1996 at selected Hallmark stores)

Hallmark Exclusive Classic Trading Card
included with each ornament



© 1996
The Score Board Inc.
TM © NFL



Troy Aikman
2nd in the Football Legends series
Sculpted by Dill Rhodus
\$14.95 1495QXI5021

It's A Wonderful Life™
ANNIVERSARY EDITION
Celebrating 50 Years
Bell Rings
Dated
Sculpted by Ken Crow
\$14.95 1495QXI6531



It's A Wonderful Life™, one of America's most beloved films, makes a wonderful theme for a holiday party. Invite friends and family over to enjoy this classic tale of how one man discovers the importance of his life in the lives of so many others. Enjoy cocoa and cookies, while you string popcorn and cranberries to decorate your tree. Have guests make up trivia questions as you watch the film for a trivia contest at the end. Award the winner their very own It's A Wonderful Life™ Keepsake Ornament.

(Available in November 1996 at selected
Hallmark Gold Crown stores)

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Hallmark
GOLD CROWN



COLLECTIBLE SERIES

"Collector's Series" are built around a particular theme.

One new design is offered each year for a minimum of three years. You can select a 1996

Keepsake Ornament from any series or collect the entire

series over the years. This is the sixteenth and final year of

the very popular Rocking

Horse series, but it is only the

beginning for five new

Collector's Series. LIONEL®,

Madame Alexander™ and All

God's Children® make their

debut in 1996. Choose your

favorite series theme, character

or holiday tradition to begin a

year-to-year tradition.

NEW SERIES

- ❑ **700E Hudson Steam Locomotive**
1st in the LIONEL® Train series
Die-Cast Metal; Dated
\$18.95 1895QX5531
- ❑ **Native American BARBIE™**
1st in the "Dolls of the World"
ornament series; Dated
Sculpted by Patricia Andrews
\$14.95 1495QX5561
- ❑ **Cinderella-1995**
1st in the Madame Alexander™
series
Sculpted by John "Collin" Francis
\$14.95 1495QX6311
Available in October 1996
- ❑ **Christy-All God's Children®**
Martha Holcombe
1st in the All God's Children®
series; Dated
Sculpted by Martha Holcombe
\$12.95 1295QX5564
- ❑ **Nolan Ryan ▼**
1st in At the Ballpark series
Dated
Sculpted by Dill Rhodus
\$14.95 1495QX15711
Available in September 1996 at selected
Hallmark stores

▼ Hallmark exclusive trading card included with ornament



I think that the Madame Alexander dolls are so popular around the world because of their beautiful faces. It was an honor for me to recreate that beauty in "Cinderella."

John "Collin" Francis



**LIONEL® 700E
Hudson Steam Locomotive**

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Madame Alexander™
ALEXANDER DOLL COMPANY



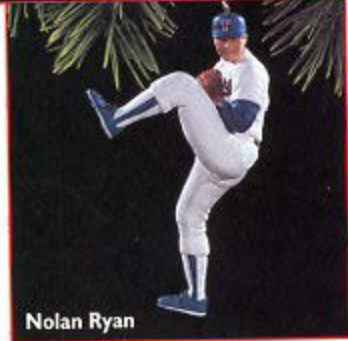
Native American BARBIE™



**Madame Alexander™
Cinderella-1995**



Christy-All God's Children®



Nolan Ryan



Christkindl

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1955 Chevrolet Cameo



A Celebration of Angels



Larry Bird



Troy Aikman



Yuletide Central



Satchel Paige

© 1996 The Score Board Inc.
TM/© NFL

1996 Murray®

TM/© 1996 Paige Equities under license authorized by
CHG Worldwide, Indianapolis, IN



Murray® Airplane



Cat Naps

ONGOING SERIES

❑ Christkindl

2nd in the Christmas Visitors series

Dated

Sculpted by LaDene Votruba

\$14.95 1495QX5631

❑ 1955 Chevrolet Cameo

2nd in the All-American Trucks series

Dated

Sculpted by Don Palmiter

\$13.95 1395QX5241

❑ A Celebration of Angels

2nd in A Celebration of Angels series

Dated

Sculpted by Patricia Andrews

\$12.95 1295QX5634

❑ Larry Bird ▼

2nd in the Hoop Stars series

\$14.95 1495QX15014

Available in Sept. 1996 at selected Hallmark stores

❑ Troy Aikman ▼

2nd in the Football Legends series

Sculpted by Dill Rhodus

\$14.95 1495QX15021

Available in Sept. 1996 at selected Hallmark stores

❑ Yuletide Central

3rd in the Yuletide Central series

Pressed Tin; Dated

Sculpted by Linda Sickman

\$18.95 1895QX5011

❑ Murray® Airplane

3rd in the Kiddie Car Classics series

Cast Metal; Dated

Sculpted by Don Palmiter

\$13.95 1395QX5364

❑ Satchel Paige

3rd in the Baseball Heroes series

Dated

Sculpted by Dill Rhodus

\$12.95 1295QX5304

❑ Cat Naps

3rd in the Cat Naps series; Dated

Sculpted by Dill Rhodus

\$7.95 795QX5641

▼ Hallmark exclusive trading card included
with ornament



Featuring the
Enchanted Evening BARBIE® Doll

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Cadillac, Cadillac Script, Crest and "V" Emblem, and body style design of the 1959 Cadillac are Trademarks of Cadillac Motor Car Division, General Motors Corporation used under license by Hallmark.



Holiday BARBIE™



Mary Had a Little Lamb



Puppy Love



1959 Cadillac De Ville



Merry Olde
Santa



Fabulous Decade



Bright Flying Colors

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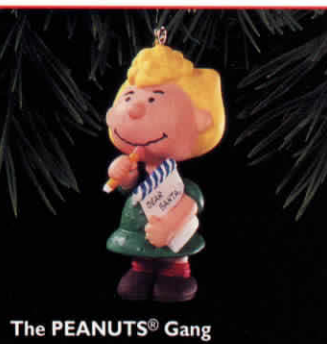
Violet - Mary's Angels



Frosty Friends



Victorian Painted Lady



The PEANUTS® Gang



Santa's 4X4



Rocking Horse

PEANUTS ©United Feature Syndicate, Inc.

SPECIAL EDITION



Evergreen Santa

"Special Editions" are noteworthy for their elaborate detail and quality. Special Editions are prized among collectors who delight in discovering the intricate design elements and superior craftsmanship.

☐ Violet - Mary's Angels

9th in the Mary's Angels series
Designed by Mary Hamilton
Sculpted by Robert Chad
\$6.95 695QX5664

☐ Frosty Friends

17th in the Frosty Friends series
Dated
Sculpted by Ed Seale
\$10.95 1095QX5681

☐ Victorian Painted Lady

13th in the Nostalgic Houses and Shops series; Dated
Sculpted by Don Palmiter
\$14.95 1495QX5671

☐ Santa's 4X4

18th in the Here Comes Santa series
Dated
Sculpted by Ed Seale
\$14.95 1495QX5684

FINAL EDITIONS

☐ The PEANUTS® Gang

4th and Final in The PEANUTS® Gang series; Dated
Sculpted by John "Collin" Francis
\$9.95 995QX5381

☐ Rocking Horse

16th and Final in the Rocking Horse series
Dated
Sculpted by Linda Sickman
\$10.95 1095QX5674

SPECIAL EDITION

☐ Evergreen Santa

Dated
Sculpted by Joyce Lyle
\$22.00 2200QX5714



1983
(\$250-\$295)



1984
(\$50-\$79.50)



1985
(\$40-\$68)



1986
(\$50-\$64.50)



1982
(\$325-\$425)



1981
(\$550-\$650)



1996



1995
(\$110-\$130)



1994
(\$20-\$27.50)



1993
(\$14-\$34.50)



1987
(\$38-\$60)

1988
(\$28-\$42.50)

ROCKING HORSE SERIES

When Keepsake Ornament artist Linda Sickman was a little girl, she often dreamed of having a pony of her very own. That dream inspired the Rocking Horse Collector's Series, now in its sixteenth and final year. Over the years, Linda has created a proud procession including Appaloosa, Palomino and Pinto ponies. The Rocking Horse Series has been one of the most popular ever created by any Keepsake Ornament artist. Families all across America have a stable of these fanciful steeds to decorate their homes at Christmas. This year's creation completes this long-running collection in high style.

* The price shown below each Rocking Horse represents the range of prices for these ornaments on the secondary market. Please see the back cover for information regarding secondary market pricing.



1989
(\$28-\$42.50)



1990
(\$40-\$75)



1992
(\$18-\$22.50)



1991
(\$25-\$36.50)



NEW ATTRACTIONS

A cast of cartoon characters are here to make you smile.

Favorites from LOONY TUNES™ such as Marvin the Martian™, Foghorn Leghorn™ and Henery Hawk™ join classic characters like Winnie the Pooh and SNOOPY. Enjoy the beauty and artistry of creations from Marjolein Bastin and Norman Rockwell. Recall childhood joys with bits of Americana from Coca-Cola® Santa, Hershey's™ and Pez®.



SPIDER-MAN™



WONDER WOMAN™

❑ SPIDER-MAN™

Be sure to use the two "web-lines" when placing him on your tree. Sculpted by Robert Chad
\$12.95 1295QX5757
Available in October 1996

❑ WONDER WOMAN™

Sculpted by Anita Marra Rogers
\$12.95 1295QX5941
Available in October 1996

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Foghorn Leghorn and Henery Hawk

Celebrating 50 Years
LOONEY TUNES
Set of 2 Ornaments
Sculpted by Robert Chad
\$13.95 1395QX5444

Marvin the Martian

LOONEY TUNES
Sculpted by Robert Chad
\$10.95 1095QX5451

Olive Oyl and Sweet Pea

Sculpted by Robert Chad
\$10.95 1095QX5481

Ziggy®

25th ANNIVERSARY
Dated
Sculpted by Robert Chad
\$9.95 995QX6524
Available in October 1996

Yogi Bear™ and Boo Boo™

Sculpted by Anita Marra Rogers
\$12.95 1295QX5521

Winnie the Pooh and Piglet

Dated
Sculpted by Bob Siedler
\$12.95 1295QX5454

A Tree for SNOOPY

Complements A Tree for
WOODSTOCK Keepsake
Miniature Ornament;
Dated
Sculpted by Bob Siedler
\$8.95 895QX5507



Foghorn Leghorn and
Henery Hawk



Ziggy®



Marvin the Martian



Yogi Bear™ and Boo Boo™



Olive Oyl and Sweet Pea



Winnie the Pooh and Piglet

© Disney



*I loved watching Saturday morning cartoons. Two of
my favorites were Yogi Bear and Boo Boo. Working
on this ornament was a little like being a kid again.
Anyone for a 'pic-a-nic'?*

Anita Marra Rogers



A Tree for SNOOPY®

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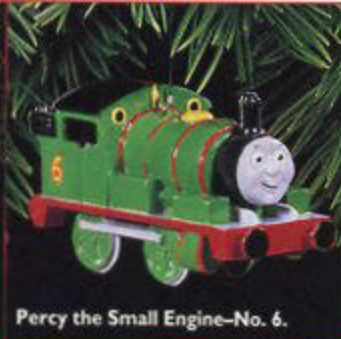
Yogi Bear™ ©1996 Hanna-Barbera Productions, Inc.

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Witch of the West

© 1996 Turner Entertainment Co. All Rights Reserved.
 Britt Allcroft's Thomas the Tank Engine & Friends based
 on The Railway Series by the Rev. W. Awdry.
 © Britt Allcroft (Thomas) Limited 1996



Percy the Small Engine-No. 6.



Tonka® Mighty Dump Truck



Welcome Guest

© 1996 The Coca-Cola Company.
 All Rights Reserved.



PEZ® Snowman



Little Spooners

© 1996 Hasbro, Inc. All Rights Reserved.
 © Pezco AG 1996.
 All rights reserved. Licensed by PEZ Candy, Inc.,
 Orange, CT, U.S.A.



Time for a Treat



Christmas Snowman

□ **Witch of the West**
 THE WIZARD OF OZ™
 Sculpted by Joyce Lyle
 \$13.95 1395QX5554

□ **Percy the Small Engine-No. 6.**
 THOMAS THE TANK ENGINE &
 FRIENDS™
 Sculpted by Dill Rhodus
 \$9.95 995QX6314
 Available in October 1996

□ **Tonka® Mighty Dump Truck**
 Die-Cast Metal
 Dated
 \$13.95 1395QX6321

□ **Welcome Guest**
 "Coca-Cola®" Santa
 Dated
 Sculpted by Duane Unruh
 \$14.95 1495QX5394

□ **PEZ® Snowman**
 Dated
 \$7.95 795QX6534
 Available in October 1996

□ **Little Spooners**
 Norman Rockwell Art
 Dated
 Sculpted by Duane Unruh
 \$12.95 1295QX5504

□ **Time for a Treat**
 HERSHEY'S™
 Dated
 Sculpted by Linda Sickman
 \$11.95 1195QX5464

□ **Christmas Snowman**
 Marjolein Bastin
 Dated
 Sculpted by Duane Unruh
 \$9.95 995QX6214

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NFL COLLECTION

Sports fans everywhere will be big fans of this first-ever collection of ornaments representing all 30 teams in the National Football League. Look for your favorite teams or collect all 30. The original design for this entire collection was sculpted by Duane Unruh.



TM © NFL

These ornaments will be available in stores beginning in September 1996. You will find a listing of all 30 NFL team ornaments and the stock number and price for each on page 57 of this brochure.



I Dig Golf



Bounce Pass



Happy Holi-doze



This Big!



Fan-tastic Season



Goal Line Glory



Bowl 'em Over



HOBBIES & LIFESTYLES

An ornament that commemorates someone's special passion is a welcome gift throughout the year. This year's collection honors Boy Scouts, quilters, ballet dancers, cheerleaders, fishermen, cyclists, and campers, as well as popular occupations such as teachers and firemen.

HOBBIES

☐ I Dig Golf

Clip-on
Dated
Sculpted by Dill Rhodus
\$10.95 1095QX5891

☐ Bounce Pass

Ball attached by spring to simulate bouncing; Dated
Sculpted by Bob Siedler
\$7.95 795QX6031

☐ Happy Holi-doze

Dated
Sculpted by Dill Rhodus
\$9.95 995QX5904

☐ This Big!

Dated
Sculpted by Ed Seale
\$9.95 995QX5914

☐ Fan-tastic Season

Dated
Sculpted by Robert Chad
\$9.95 995QX5924

☐ Goal Line Glory

Set of 2 Ornaments
Dated
Sculpted by Ed Seale
\$12.95 1295QX6001

☐ Bowl 'em Over

Dated
Sculpted by Bob Siedler
\$7.95 795QX6014

☐ **Polar Cycle**

Dated
Sculpted by Duane Unruh
\$12.95 1295QX6034



Polar Cycle

☐ **Pup-Tenting**

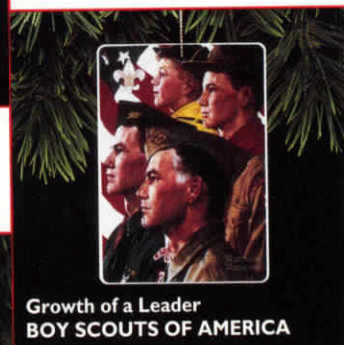
Dated
Sculpted by Don Palmiter
\$7.95 795QX6011



Pup-Tenting

☐ **Growth of a Leader**

BOY SCOUTS OF AMERICA
Ceramic
Artwork by Norman Rockwell
Dated
\$9.95 995QX5541

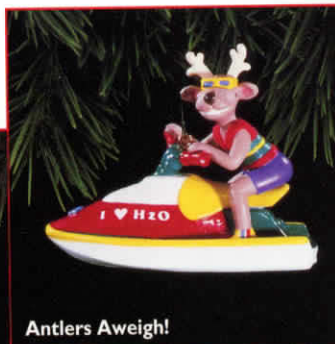


Growth of a Leader
BOY SCOUTS OF AMERICA

Produced from art from the archives of Brown & Bigelow and with permission of the Boy Scouts of America. © B&B U.S.A.

☐ **Merry Carpoolers**

Dated
Sculpted by Ken Crow
\$14.95 1495QX5884



Antlers Aweigh!

☐ **Antlers Aweigh!**

Dated
Sculpted by Robert Chad
\$9.95 995QX5901



Merry Carpoolers

☐ **Sew Sweet**

Dated
Sculpted by Nina Aubé
\$8.95 895QX5921



Sew Sweet

☐ **Jackpot Jingle**

Dated
Sculpted by Bob Siedler
\$9.95 995QX5911



Jackpot Jingle



When I was eight years old, my best friend's family took me to see the Nutcracker. I was mesmerized by the grace and beauty of the dancers and for the next six months, all I wanted to be was a ballerina. "Star of the Show" is for all the little girls who dream of dancing.

Nina Aubé



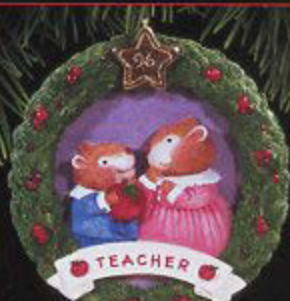
Star of the Show



Yuletide Cheer



Matchless Memories



Apple for Teacher



Tender Lovin' Care



Hurrying Downstairs



Child Care Giver

A There is nothing more touching than a tinfoil star, made with great care by a child. "Christy," a beautiful ornament from the All God's Children® series, will remind you that Christmas is best seen through the eyes of a child

B Remember the magic of your baby's first Christmas with a decorative wall hanging featuring the Child's Age Collection. This treasured tapestry will be a year-long reminder of the joy of Christmas in your child's life.

C For many families, the Christmas tree wouldn't be complete without a LIONEL® train encircling its base. The name LIONEL® has appeared on electric trains since 1900. Continue the tradition in your home with this first in our LIONEL® train series - the "700E Hudson Steam Locomotive."

D Begin a treasured tradition for any doll collector with the first in the Madame Alexander® series. Cinderella - 1995 is the latest of the many lovely Cinderella dolls that have appeared in Madame Alexander collections since 1937.



A

LIONEL® Licensed by Lionel Trains, Inc.
© 1996 Martha Holcombe
Madame Alexander™ ALEXANDER DOLL COMPANY



B



C



D



HOLIDAY TRADITIONS

This collection of ornaments celebrates holiday themes of peace, hope and love, and celebrates the richness and diversity of culture and religion throughout the world.



Making His Rounds



Kindly Shepherd



Tamika



Feliz Navidad

© 1996 Hallmark Licensing, Inc.

ETHNIC

☐ Making His Rounds

Dated

Sculpted by John "Collin" Francis

\$14.95 1495QX6271

☐ Feliz Navidad

Dated

Sculpted by Linda Sickman

\$9.95 995QX6304

☐ Kindly Shepherd

Dated

Sculpted by Patricia Andrews

\$12.95 1295QX6274

☐ Madonna and Child

Stamped Tin; Dated

Painted by Josepe de Ribera

Sculpted frame by Linda Sickman

\$12.95 1295QX6324

☐ Tamika

Penda Kids™

Dated

Characters designed by
Cathy Johnson

Sculpted by Katrina Bricker

\$7.95 795QX6301

☐ Lighting the Way

Dated

Sculpted by Robert Chad

\$12.95 1295QX6124



Madonna and Child



Lighting the Way

Introducing "Collector's Choice."

Noted ornament collector, author and historian, Clara Johnson Scroggins reviews the entire collection of Keepsake Ornaments to select her Collector's Choice. This year's selection "Come All Ye Faithful" is Clara's pick because, in her words, "the design tells a story—and represents the true meaning of Christmas."

COLLECTOR'S CHOICE



Come All Ye Faithful



RELIGIOUS

☐ Come All Ye Faithful

Church opens; Dated
Sculpted by Ken Crow
\$12.95 1295QX6244

☐ Christmas Joy

Dated
Sculpted by Duane Unruh
\$14.95 1495QX6241

☐ Precious Child

Dated
Sculpted by LaDene Votruba
\$8.95 895QX6251

☐ Glad Tidings

Dated
Sculpted by Joyce Lyle
\$14.95 1495QX6231

☐ Prayer for Peace

Dated
Sculpted by Joyce Lyle
\$7.95 795QX6261

☐ Welcome Him

Dated
Sculpted by Sue Tague
\$8.95 895QX6264



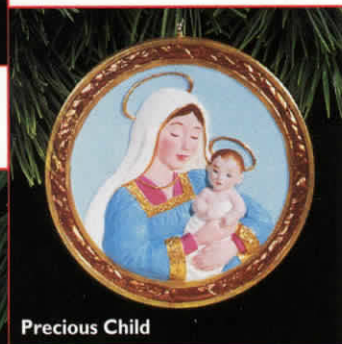
Christmas Joy



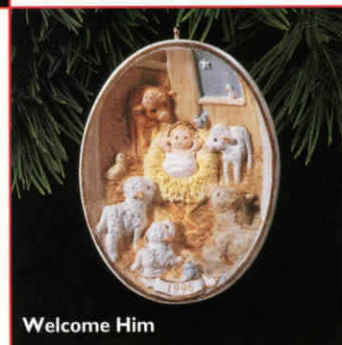
Prayer for Peace



Glad Tidings



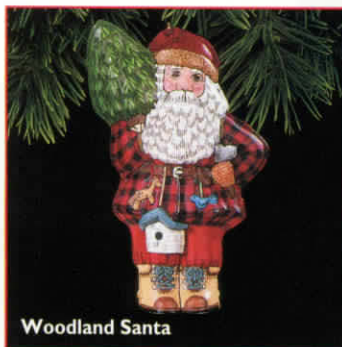
Precious Child



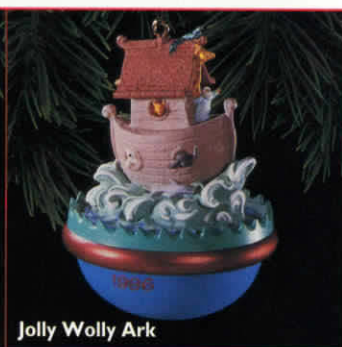
Welcome Him

On Christmas Eve, the children of our church make a nativity scene using their favorite stuffed animals as they sing The Friendly Beasts. "Welcome Him" was inspired by the beauty and reverence of this simple tradition.

Sue Tague



Woodland Santa



Jolly Wolly Ark



Hillside Express



Peppermint Surprise



Maxine



A Little Song and Dance



Holiday Haul



High Style



Regal Cardinal

GENERAL

☐ Woodland Santa

Pressed Tin
Sculpted by Linda Sickman
\$12.95 1295QX6131

☐ Jolly Wolly Ark

Rocks to and fro
Dated
Sculpted by Ken Crow
\$12.95 1295QX6221

☐ Holiday Haul

Dated
Sculpted by Linda Sickman
\$14.95 1495QX6201

☐ Hillside Express

Dated
Sculpted by Nina Aubé
\$12.95 1295QX6134

☐ Maxine

10th Anniversary of Shoebox Greetings
Dated
Character designed by John Wagner
Sculpted by Sharon Pike
\$9.95 995QX6224

☐ High Style

Dated
Sculpted by Robert Chad
\$8.95 895QX6064

☐ Peppermint Surprise

Dated
Sculpted by Sharon Pike
\$7.95 795QX6234

☐ A Little Song and Dance

Dated
Sculpted by Ken Crow
\$9.95 995QX6211

☐ Regal Cardinal

Clip-on; Dated
Sculpted by John "Collin" Francis
\$9.95 995QX6204



FAMILY AND FRIENDS

Share memories of special people and warm relationships. Choose ornaments for all the important people in your life; Mom and Dad, Daughter, Son, Grandparents, Godchild or the Mom-to-Be. Or select ornaments that commemorate a baby's first Christmas or a first Christmas together.



Baby's First Christmas Beatrix Potter™



Baby's First Christmas Collector's Plate



Baby's First Christmas

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BABY

- ☐ **Baby's First Christmas Beatrix Potter™**
Fine Porcelain; Dated
Sculpted by LaDene Votruba
\$18.95 1895QX5744

- ☐ **Baby's First Christmas Bessie Pease Gutmann Collector's Plate; Fine Porcelain**
Display stand included
Dated
\$10.95 1095QX5751

- ☐ **Baby's First Christmas**
Dated
Sculpted by Patricia Andrews
\$9.95 995QX5754

- ☐ **Baby's First Christmas Photo Holder**
Opens to display photo
Dated
Sculpted by Ed Seale
\$7.95 795QX5761

CHILD'S AGE COLLECTION

- ☐ **Baby's First Christmas**
Dated
Sculpted by Ken Crow
\$7.95 795QX5764
- ☐ **Baby's Second Christmas**
Dated
Sculpted by Ken Crow
\$7.95 795QX5771



Baby's First Christmas Photo Holder



Baby's First Christmas Child's Age Collection



Baby's Second Christmas



Child's Third Christmas



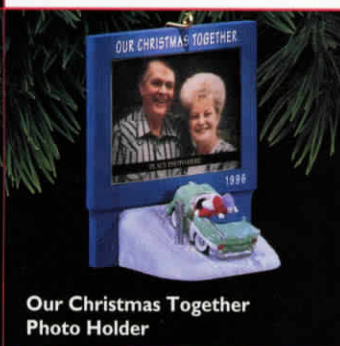
Child's Fourth Christmas



Child's Fifth Christmas



Our Christmas Together



**Our Christmas Together
Photo Holder**



**Our First Christmas Together
Collector's Plate**



Our First Christmas Together



**Our First Christmas Together
Acrylic**

- ☐ **Child's Third Christmas**
Dated
Sculpted by Ken Crow
\$7.95 795QX5774
- ☐ **Child's Fourth Christmas**
Dated
Sculpted by Ken Crow
\$7.95 795QX5781
- ☐ **Child's Fifth Christmas**
Dated
Sculpted by Dill Rhodus
\$6.95 695QX5784

LOVE

- ☐ **Our Christmas Together**
Swings moves back and forth
Dated
Sculpted by Don Palmer
\$18.95 1895QX5794
- ☐ **Our Christmas Together
Photo Holder**
Dated
Sculpted by Ken Crow
\$8.95 895QX5804
- ☐ **Our First Christmas Together
Collector's Plate**
Display stand included
Fine Porcelain
Dated
\$10.95 1095QX5801
- ☐ **Our First Christmas Together**
Dated
Sculpted by Don Palmer
\$9.95 995QX5811
- ☐ **Our First Christmas Together**
Acrylic
Dated
Sculpted by LaDene Votruba
\$6.95 695QX3051

- ☐ **Hearts Full of Love**
Dated
Sculpted by Dill Rhodus
\$9.95 995QX5814

FAMILY

- ☐ **Mom**
Dated
Sculpted by Joyce Lyle
\$7.95 795QX5824
- ☐ **Dad**
Dated
Sculpted by Bob Siedler
\$7.95 795QX5831
- ☐ **Mom and Dad**
Dated
Sculpted by Dill Rhodus
\$9.95 995QX5821
- ☐ **Daughter**
Dated
Sculpted by Don Palmiter
\$8.95 895QX6077
- ☐ **Mom-to-Be**
Dated
Sculpted by Duane Unruh
\$7.95 795QX5791
- ☐ **Son**
Dated
Sculpted by Don Palmiter
\$8.95 895QX6079



Hearts Full of Love



Mom



Dad



Mom and Dad



Mom-to-Be



Daughter



Son



Sister to Sister



Granddaughter



Grandson



Grandma



Grandpa



**Thank You, Santa
Photo Holder**



**On My Way
Photo Holder**



Special Dog Photo Holder

- ☐ **Sister to Sister**
 Dated
 Sculpted by Joyce Lyle
 \$9.95 995QX5834
 Available in October 1996
- ☐ **Granddaughter**
 Dated
 Sculpted by Anita Marra Rogers
 \$7.95 795QX5697
- ☐ **Grandson**
 Dated
 Sculpted by Anita Marra Rogers
 \$7.95 795QX5699
- ☐ **Grandma**
 Dated
 Sculpted by LaDene Votruba
 \$8.95 895QX5844
- ☐ **Grandpa**
 Dated
 Sculpted by LaDene Votruba
 \$8.95 895QX5851
- ☐ **Thank You, Santa
Photo Holder**
 Dated
 Sculpted by Katrina Bricker
 \$7.95 795QX5854
- ☐ **On My Way
Photo Holder**
 Dated
 Sculpted by Sue Tague
 \$7.95 795QX5861
- ☐ **Special Dog
Photo Holder**
 Dated
 Sculpted by Sue Tague
 \$7.95 795QX5864

- ❑ **Godchild**
Dated
Sculpted by Anita Marra Rogers
\$8.95 895QX5841

- ❑ **Close-Knit Friends**
Dated
Sculpted by Katrina Bricker
\$9.95 995QX5874
Available in October 1996

- ❑ **New Home**
Dated
Sculpted by Ed Seale
\$8.95 895QX5881



Godchild

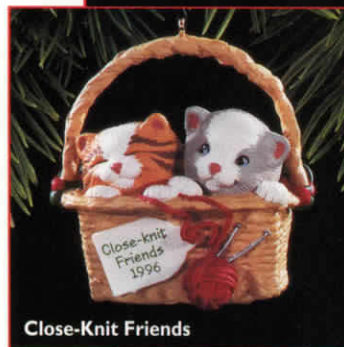


A



"Close Knit Friends" reminds me of my best friend. We've known each other since high school. Even though we live in different towns, we still keep in touch. Of course, she's a cat lover.

Katrina Bricker



Close-Knit Friends



New Home



ACCESSORIES

- ❑ **Wood Display Stand**
\$4.25 425QX7135
- ❑ **Ornament Hooks**
For Hallmark Keepsake Ornaments
Package of 20
\$.99 99QX5066



B



A Angels will watch over your Christmas feast when you decorate a chandelier with sprigs of greenery, ribbon, and your collection of angel ornaments.

B For the gardener on your gift list wrap up a gift of gardening tools, a colorful gardening book or a membership to a local garden club, along with "Pansy" from The Language of Flowers Showcase series.

C Remember the reason for the season and add "Kindly Shepherd" to "Heaven's Gift" crèche set from the 1995 collection. Grouped on a mantelpiece or tabletop, your collection recalls the true meaning of Christmas.

D Every Christmas is special, but the first Christmas together is particularly meaningful. Remember the year with a gift to the newlyweds, "Our First Christmas Together."

E If you ever dreamed of being a dancer or know someone else who has, "Star of the Show" is a thoughtful choice to bring back memories of pirouettes and pliés.



SHOWCASE ORNAMENTS

We present five collections plus two collectible series for the Showcase Ornaments. These ornaments stand apart for their distinctive styling and unique materials including die-cast metals, fine porcelain or golden accents.

THE LANGUAGE OF FLOWERS

Inspired by a Victorian tradition, the first of this series is a lovely handcrafted angel named Pansy who carries a delicate, silver-plated container filled with the flowers for which she is named. In the language of flowers, pansy stands for thoughts.

TURN-OF-THE-CENTURY PARADE

A tribute to turn-of-the-century mechanical tin toys, each vehicle is made of die-cast metal and features a brass bell that rings.



NEW SERIES

■ Pansy

1st in the Language of Flowers series
Container is silver plated
Dated
Sculpted by Sue Tague
\$15.95 1595QK1171

ONGOING SERIES

■ Uncle Sam

2nd in the Turn-of-the-Century Parade
Die-cast metal with brass bell
Wheels turn and bell rings
Dated
Sculpted by Ken Crow
\$16.95 1695QK1084



- **The Holly Basket**
Designed by Marjolein Bastin
Dated
Sculpted by Joyce Lyle
\$18.95 1895QK1094



NATURE'S SKETCHBOOK

Noted for her sensitive and highly detailed drawings of nature, Dutch artist Marjolein Bastin offers three of her designs for this collection of handcrafted ornaments.

FOLK ART AMERICANA

This collection celebrates America's rich, folk art tradition. Each is individually painted to recreate the look of hand-carved wood. This year's collection adds special touches in metal, such as Santa's jingle bells and the angel's wings.

- **Christmas Bunny**
Designed by Marjolein Bastin
Dated
Sculpted by John "Collin" Francis
\$18.95 1895QK1104



- **The Birds' Christmas Tree**
Designed by Marjolein Bastin
Dated
Sculpted by Duane Unruh
\$18.95 1895QK1114



- **Santa's Gifts**
Brass bells and chain
Wings of angel are copper
Dated
Sculpted by Linda Sickman
\$18.95 1895QK1124



- **Mrs. Claus**
Lantern is copper
Dated
Sculpted by Linda Sickman
\$18.95 1895QK1204



- **Caroling Angel**
Wings are stamped copper
Dated
Sculpted by Linda Sickman
\$16.95 1895QK1134



■ **Balthasar**
(Frankincense)
Fine Porcelain Bell
Sculpted by
LaDene Votruba
\$13.95 1395QK1174



■ **Melchior (Gold)**
Fine Porcelain Bell
Sculpted by LaDene Votruba
\$13.95 1395QK1181



■ **Caspar (Myrrh)**
Fine Porcelain Bell
Sculpted by LaDene Votruba
\$13.95 1395QK1184



MAGI BELLS

The story of the Magi remains an inspiration during the Christmas season. The three kings, Melchior, Balthasar, and Caspar, each hold gifts for the new born babe. Each bell is made of fine porcelain trimmed with golden accents and carefully painted by hand.

SACRED MASTERWORKS

The masterful works of the High Renaissance and Baroque periods represent some of the most moving religious art ever created. This collection pays tribute to the artists whose works have portrayed the divine subjects at the heart of the Christmas story.



■ **Madonna and Child**
Adapted from a late 19th-century lithograph published by Marcus Ward of London after the painting by Raphael, Historical Collection, Hallmark Archives, Dated
Sculpted by Linda Sickman
\$15.95 1595QK1144



■ **Praying Madonna**
Adapted from a late 19th-century lithograph published by Marcus Ward of London after the painting by Sassoferatto, Historical Collection, Hallmark Archives, Dated
Sculpted by Linda Sickman
\$15.95 1595QK1154

COOKIE JAR FRIENDS

Cookie jars are often warm reminders of childhood and have long been a treasured collectible. The Cookie Jar Friends features two lovable cookie jar characters: Clyde, the canine cookie keeper, and Carmen, the feline friend. Each is made like real cookie jars with lids that can be lifted.

■ **Clyde**
Porcelain; Lid lifts off
Dated
Sculpted by Nina Aubé
\$15.95 1595QK1161

■ **Carmen**
Porcelain; Lid lifts off
Dated
Sculpted by Anita Marra Rogers
\$15.95 1595QK1164



DECK THE HALLS!

The Perfect Tree

The Christmas tree is the focal point of holiday decorating. This glossary of greenery can help you select your perfect tree.

The classics. Douglas Firs and Fraser Firs are perennial favorites. Both have evenly spaced branches and short needles that stay on long after the tree has been cut.

Blue Spruce. A different, but very attractive alternative is the indigo-tinted Blue Spruce. Its unusual color is a nice change, but be careful because the spruce's needles begin to fall almost as soon as it is cut.

Long needle pines. Both the bushy Scotch Pine and the White Pine have longer needles. Their graceful cone shapes are very appealing.

Decorating with Greens.

Whether you use them in an arrangement, a centerpiece or wreath everyone loves the look and smell of fresh greens at the holidays. Here are some tips you can use when decorating with fresh greens:

- * When looking for fresh greens, purchase those that have a good color and a fresh scent.
- * Fresh greens will look good longer if you keep them misted and out of direct sunlight.
- * To get the most enjoyment out of your fresh green wreaths, avoid placing them on the sunny side of your house, or trapping them between a main door and a glass outer door.

White Pine

Fraser Fir

Holly

Juniper

Blue Spruce

Douglas Fir

Cedar

Noble Fir

Boxwood

Scotch Pine

TRY THESE BEAUTIFUL IDEAS TO DISPLAY KEEPSAKE ORNAMENTS



Family is the theme of this traditional pine wreath featuring Mom, Dad, Son, Daughter and Grandparent ornaments, plus the "Thanks, Santa" Photo Holder.



Ready-made topiaries can be adorned with Keepsake Miniature Ornaments and used for place settings or as a centerpiece.



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Create a colorful wreath using brightly colored gloves, Crayola® Crayons and Crayola® Crayon ornaments.



Angels watch over your home when you trim a simple fabric wreath with beads, ribbons and Keepsake Ornament angels.

IN YOUR HOME FOR THE HOLIDAYS AND ALL YEAR 'ROUND.

The wreaths and centerpieces shown here are not for sale from Hallmark. These are ideas you can make in your own home.



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Fleisher Studios Inc. TM The Hearst Corporation

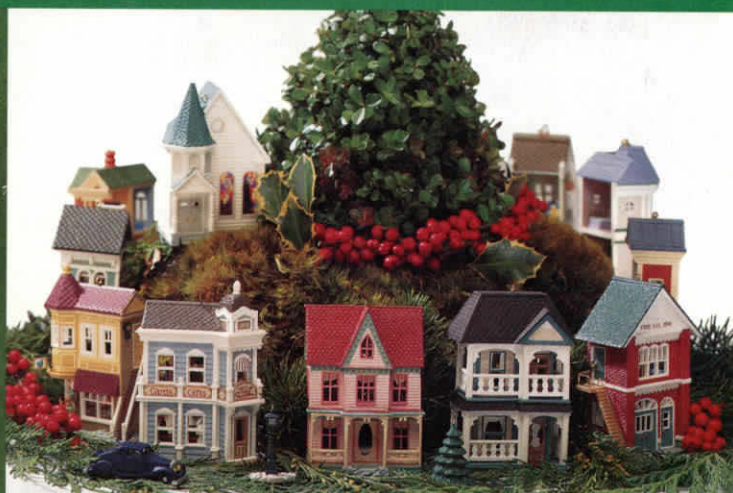
Sunday funnies cut into strips and formed in a wreath makes a perfect setting for your favorite cartoon character Keepsake Ornaments.



Americana is the theme of this wreath decked with our newest patriotic-themed ornaments as well as ones from years past.



A dog bone wreath gets top dog treatment with ornaments from the Puppy Love Series and "Special Dog Photoholder."



Create a festive village on your mantel or as a centerpiece on a holiday buffet table with Nostalgic Houses and Shops and Accessories.



HOLIDAY TIDBITS

The Season Of Giving.
Prepare a holiday basket for a needy family. (A local church can arrange for delivery.) Include Christmas goodies as well as staple food items, board games, hats, mittens, and any clothes or shoes in good condition that your children have outgrown. Don't forget to send along the Keepsake Ornament "ChristKindl," the gift bearer.

For The Birds.
Decorate a dried sunflower head with a raffia bow, red berries and "Regal Cardinal." After the holidays, remove the ornament and place the sunflower head outside your window and enjoy watching the birds feast on the seeds.



Be Prepared.
Wrap up four or five Keepsake Ornaments to have on hand for a host or hostess gift. That way you'll always be ready for any last minute party invitations!

Give A Little 'TLC.
Take a care package to someone who is home sick with a cold or flu. Include a can of chicken soup, a box of tissues, a paperback novel and the "Tender Lovin' Care" ornament.



Magic Ornament Do's and Don'ts.

DO use Keepsake Magic Ornaments with miniature tree light string.

DONT operate more than three Keepsake Magic Ornaments on the same light string at once.

DO remember that, on 1994, 1995, and 1996 motion ornaments with the new quiet motor, there is sometimes a short delay after tuning the "on" switch before the motion starts. Just wait a few seconds before turning the switch again.

DO remember each 1996 Keepsake Magic Ornament comes with a limited warranty through 1999.



MAGIC ORNAMENTS

Capture the enchantment of the season with light, motion, sound, and music. Keepsake Magic Ornaments bring to life memories such as the first American manned space flight and one of America's best loved movies, *The Wizard of Oz*™. All of our motion ornaments feature a special on/off switch that lets you stop the motion and leave the light on.





A The towering tree depicted in "Treasured Memories" recalls the 22-foot tree in the home of collector Jim Reid. Light it year after year to recall your own treasured memories of Christmases past.

B An antique coat rack becomes an unusual Christmas tree when you decorate it with evergreen boughs and Keepsake Magic Ornaments including "North Pole Volunteers" featuring light, motion, and authentic sounds.



C

© Disney



D



E

C Remember skating parties with friends as you watch Winnie the Pooh and friends go slipping and sliding around the pond in the "Slippery Day" Magic Ornament.

D Anyone embarking on a new adventure such as a new job, starting college or going back to school, will love "Freedom 7," the first in the Journeys Into Space series. Press the button and hear an actual countdown from NASA's Mission Control Center in Houston, plus authentic sounds of the rocket's ignition.

E A perfect gift for the new Mom and Dad, include a certificate for baby-sitting and "Baby's First Christmas" Magic Ornament.

NEW SERIES

Freedom 7

First in the Journeys Into Space series
Light and Sound; Dated
Celebrates the 35th anniversary of the first American manned spaceflight. You'll hear an actual countdown from NASA's Mission Control Center in Houston, plus authentic sounds of the rocket's ignition.
Sculpted by Ed Seale
\$24.00 2400QLX7524

ONGOING SERIES

Chris Mouse Inn

12th in the Chris Mouse series
Light; Flame glows; Dated
Sculpted by Bob Siedler
\$14.50 1450QLX7371

FINAL EDITIONS

Tobin Fraley Holiday Carousel

3rd and Final in the Tobin Fraley
Holiday Carousel series
Light and Music; Dated
Plays "On the Beautiful Blue Danube"
Sculpted by John "Collin" Francis
\$32.00 3200QLX7461

SPECIAL EDITION

North Pole Volunteers

Light, Motion and Sound; Dated
Listen as the bell clangs, the siren wails, and the mascot barks. See Fire Chief Santa pull the cord that makes the bell swing while the wheels of the vintage fire engine turn.

Sculpted by Ed Seale
\$42.00 4200QLX7471

COLLECTOR'S CLASSICS

The Statue of Liberty

Music and Light; Dated
Includes Special Collector's Card
Plays "The Star-Spangled Banner"
Torch and crown glow
Sculpted by Ed Seale
\$24.50 2450QLX7421

Millennium Falcon

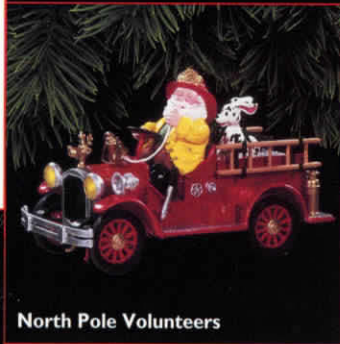
STAR WARS™
Light; Dated
\$24.00 2400QLX7474

Emerald City

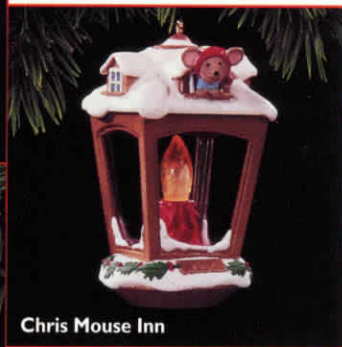
THE WIZARD OF OZ™
Light, Motion and Music
Plays "We're Off to See the Wizard"
Dorothy and friends spin around on rotating road; city glows
Sculpted by Ken Crow
\$32.00 3200QLX7454



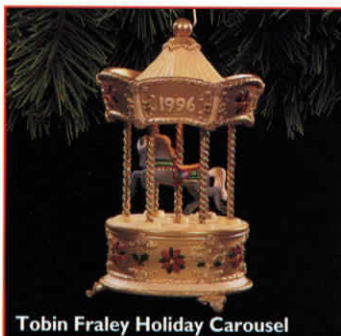
Freedom 7



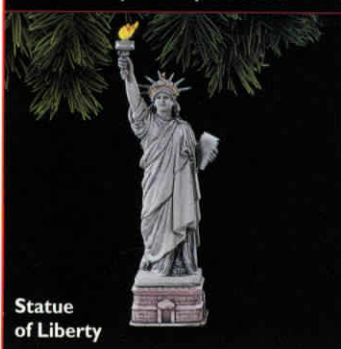
North Pole Volunteers



Chris Mouse Inn



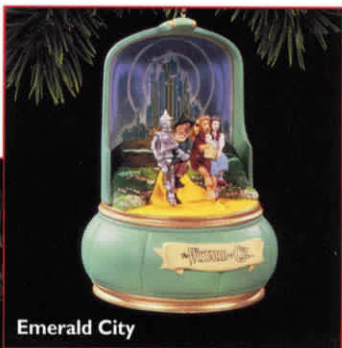
Tobin Fraley Holiday Carousel



Statue of Liberty



STAR WARS™
Millennium Falcon™



Emerald City

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THE JETSONS™



PEANUTS® Lucy and Schroeder



Slippery Day

© Disney



Baby's First Christmas



Video Party



Jukebox Party



Pinball Wonder

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 PEANUTS® © United Feature Syndicate, Inc.
 "Linus and Lucy" written by Vince Guaraldi
 © 1965 Lee Mendelson Film Productions, Inc.
 "Rockin' Around The Christmas Tree"
 Artist: Brenda Lee Writer: Johnny Marks
 St. Nicholas Music, Inc. - ASCAP
 Christmas MCA Records, Inc.

- ☐ **Sharing a Soda**
Flickering Light; Dated
Lights flicker automatically and
continuously, representing "bubbles"
in Santa's Soda
Sculpted by Ken Crow
\$24.50 2450QLX7424

- ☐ **Chicken Coop Chorus**
Music
Plays "Jingle Bells"
Top ornament gently to see
chickens' heads bob
Sculpted by Ken Crow
\$24.50 2450QLX7491

- ☐ **Father Time**
Timepiece
Includes a real working timepiece
Battery included; Dated
Sculpted by Robert Chad
\$24.50 2450QLX7391

- ☐ **Treasured Memories**
Light; Dated
This design represents the 22-foot Christmas
tree in the home of collector Jim Reid. He was
the winner of the costume contest at the July,
1993 Keepsake Ornament Collector's Club
Convention
Sculpted by Linda Sickman
\$18.50 1850QLX7384

- ☐ **Let Us Adore Him**
Light; Dated
Sculpted by Joyce Lyle
\$16.50 1650QLX7381

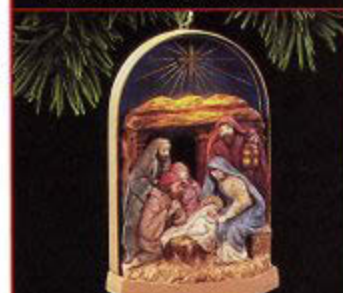
- ☐ **Over the Rooftops**
Light; Dated
Sculpted by Ed Seale
\$14.50 1450QLX7374



Chicken Coop Chorus



Treasured Memories



Let Us Adore Him



Sharing a Soda



Father Time



Over the Rooftops



MINIATURE ORNAMENTS

Miniature Ornaments have

been a part of Keepsake

Ornaments since 1988. Year

after year, Keepsake Ornament

artists create highly detailed and

appealing ornaments that add a

distinctive touch to your

holiday decorating, gift-giving,

and collecting.



A

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The Stephens Mitchell Trusts



B



C



D



E



F



G

A Give a gift that they will open again and again. Wrap up Margaret Mitchell's classic tale, *Gone With The Wind*[™] along with Hallmark's miniature three-piece set.

B A Kissing Ball is a charming alternative to mistletoe. It looks wonderful hanging in your foyer decorated with two or three Keepsake Miniature Ornaments.

C Give a mantel or a window valance the holiday treatment by hanging Keepsake Miniature Ornaments all the way across.

D Start a family tradition with a Countdown To Christmas tree. Set aside some time with your family each evening to open one of the tiny packages beneath the tree. Add the new Keepsake Miniature Ornament to mark the days left until Christmas.

E Make some festive and fashionable fun for yourself or as a gift. Attach small "eyes" to a sweatshirt or vest and hang one, two or a whole collection of Keepsake Miniature Ornaments.

F Deck the doors with Keepsake Miniature Ornaments. Hang a wide fabric ribbon from any doorknob and decorate it with your favorites.

G Decorative pillows can be enhanced for the holidays with Keepsake Miniature Ornaments. Use metallic thread, yarn or ribbon to attach your favorites.

NEW SERIES

❑ The Nutcracker Ballet

1st of five ornaments in The Nutcracker Ballet series with Display Stage
Dated
Stage not available after 1996
Sculpted and illustrated by LaDene Votruba
\$14.75 1475QXM4064



ONGOING SERIES

❑ Mad Hatter

2nd in the Alice in Wonderland series
Dated
Sculpted by Patricia Andrews
\$6.75 675QXM4074



❑ Santa's Little Big Top

2nd in the Santa's Little Big Top series
Turn knob at bottom to watch clowns perform; Dated
Sculpted by Ken Crow
\$6.75 675QXM4081



❑ Murray® "Fire Truck"

2nd in the Miniature Kiddie Car Classics series
Cast Metal; Dated
Sculpted by Don Palmer
\$6.75 675QXM4031

❑ Miniature Clothespin Soldier

2nd in the Miniature Clothespin Soldier series
Movable arms
Sculpted by Linda Sickman
\$4.75 475QXM4144

❑ Christmas Bells

2nd in the Christmas Bells series
Handcrafted and Metal
Dated
Sculpted by Ed Seale
\$4.75 475QXM4071

❑ Centuries of Santa

3rd in the Centuries of Santa series
Dated
Sculpted by Linda Sickman
\$5.75 575QXM4091



Nutcracker Guild
3rd in the Nutcracker Guild series
Opens and closes like a
real nutcracker
Dated
Sculpted by Linda Sickman
\$5.75 575QXM4084



On the Road
4th in the On the Road series
Pressed tin
Sculpted and illustrated by Linda Sickman
\$5.75 575QXM4101



Cookie Car
8th in the Noel R.R. series
Dated
Sculpted by Linda Sickman
\$6.75 675QXM4114



Village Mill
9th in the Old English
Village series
Dated
Sculpted by Dill Rhodus
\$6.75 675QXM4124



Rocking Horse
9th in the Rocking Horse series
Dated
Sculpted by Linda Sickman
\$4.75 475QXM4121

SPECIAL EDITION

O Holy Night
Four-Piece Set: Three Keepsake
Miniature Ornaments with dated
display piece
Sculpted by Dill Rhodus
\$24.50 2450QXM4204



FINAL EDITIONS

March of the Teddy Bears

4th and Final in the March of the Teddy Bears series
Dated
Sculpted by Duane Unruh
\$4.75 475QXM4094



The Night Before Christmas

Fifth of five ornaments in the Night Before Christmas series
Dated
Sculpted by Duane Unruh
\$5.75 575QXM4104



Nature's Angels

7th and Final in the Nature's Angels series
Brass Halo
Sculpted by Sharon Pike
\$4.75 475QXM4111



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PEANUTS © UPS, Inc.

COLLECTOR'S CLASSICS

GONE WITH THE WIND™

Three-Piece Set
60th Anniversary of Margaret Mitchell's Story of the Old South
Copy on back of piece: Margaret Mitchell's Story of the Old South 60th Anniversary 1936 - 1996
Dated; Sculpted by Patricia Andrews
\$19.95 1995QXM4211
Available in October 1996

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The Vehicles of STAR WARS™

Set of 3 ornaments; Dated
Sculpted by Dill Rhodus
\$19.95 1995QXM4024
Available in October 1996



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© Cool Delivery
Coca-Cola®
Sculpted by Sharon Pike
\$5.75 575QXM4021



© Disney

© Winnie the Pooh and Tigger
Dated
Sculpted by Bob Siedler
\$9.75 975QXM4044



© A Tree for WOODSTOCK
Dated
Sculpted by Bob Siedler
\$5.75 575QXM4767

LOONEY TUNES LOVABLES™

❑ Baby Tweety

Sculpted by Don Palmiter
\$5.75 575QXM4014



❑ Baby Sylvester

Sculpted by Don Palmiter
\$5.75 575QXM4154

LOONEY TUNE LOVABLES characters, names and related indicia are trademarks of Warner Bros. ©1996.

GENERAL

❑ A Child's Gifts

Dated
Sculpted by Patricia Andrews
\$6.75 675QXM4234



❑ Message for Santa

Dated
Sculpted by Ed Seale
\$6.75 675QXM4254



❑ African Elephants

Complements "Noah's Ark" Special Edition set introduced in 1994;
Sculpted by Linda Sickman
\$5.75 575QXM4224



PRECIOUS EDITION



❑ Sparkling Crystal Angel

Lead Crystal and Silver Plate
Dated
Sculpted by LaDene Votruba
\$9.75 975QXM4264

❑ Tiny Christmas Helpers

Set of 6 ornaments
Dated
Sculpted by Ed Seale
\$29.00 2900QXM4261





- ☐ **Long Winter's Nap**
Dated
Sculpted by Patricia Andrews
\$5.75 575QXM4244



- ☐ **Peaceful Christmas**
Dated
Sculpted by Duane Unruh
\$4.75 475QXM4214



- ☐ **Christmas Bear**
Sculpted by Ed Seale
\$4.75 475QXM4241



- ☐ **Hattie Chapeau**
Complements the "A Moustershire Christmas" Special Edition introduced in 1995.
Dated
Sculpted by Dill Rhodus
\$4.75 475QXM4251



- ☐ **Joyous Angel**
Dated
Sculpted by Patricia Andrews
\$4.75 475QXM4231



- ☐ **Miniature Glass Ball Ornaments**
Assorted color balls
Package of 15
\$2.50 250QXM4169

- ☐ **SPECIAL OFFER**
Blue Spruce Miniature Tree
\$8.95 or \$4.95 with the purchase of any three Keepsake Ornaments.
Tree is two feet tall; includes tree stand.
914DH6211

- ☐ **Miniature Light String**
15 lights on string
Not for use with Keepsake Magic Ornaments
\$9.75 975QXM5894
- ☐ **Shining Star Tree-Topper**
Dimensional Brass
\$9.95 995QXM4141
- ☐ **Reversible Miniature Tree Skirt**
Solid green on one side, red and green print on the other
\$7.95 795QXM4134
- ☐ **Ornament Hooks**
Package of 25
\$9.99 99QXM5553

A COLLECTION OF CHARM



MERRY MINIATURES®

For over 20 years, these charming collectible figurines have made a special appearance at each season throughout the year. Here's what's new for Halloween, Thanksgiving, and Christmas.



*The Keepsake Ornament
Creative Staff wishes
you all the joy of the
season filled with
treasured memories.*



Left to right: Nina Aubé, Duane Uhrh, Sharon Pike, Martha Moldaver and Sue Tague



Left to right: Lisa Vogel, Anita Marra Rogers, Diana McGehee, Robert Chad and Karla Schiller



Left to right: Lynn Paxson, Nilla Childs, Jack Perry, Lynn Norton and Peggy Sixta



Clockwise from lower left: Ginger Shaw, Patricia Andrews, Dill Rhodus, Linda Sickman, John "Collin" Francis, Carol Kobza and Nella Williams



Left to right: David Beal, Bob Siedler, Jack Benson, Candy Dunbar and Ed Seale



Back Row: LaDene Votruba, Don Palmiter, Ken Crow
Front Row: Joyce Lyle, Katrina Bricker and Tracy Larsen

KIDDIE CAR CLASSICS

Based on the authentic pedal cars and sidewalk cruisers originally made during the 1930s through the 1960s, these die-cast metal scale models feature working pedals and rubber tires. A must for Father's Day or any day.



1996 Murray®
 © 1996 GARTON®



HALLMARK COLLECTIONS



DC SUPER HEROES™

Hallmark is proud to present a collection based on DC Super Heroes™ through the years. Featuring both nostalgic "Golden Age" and contemporary "Modern Era" designs, the collection is a tribute to favorite Super Heroes. A story-telling tent card is included with every figurine.

GOLD CROWN


BARBIE®

The Yuletide Romance™
BARBIE® Doll is elegantly dressed
for the holidays. This Hallmark
exclusive Special Edition is third
and final in a series.


MARJOLEIN BASTIN

"Through every season of life
there is something to cele-
brate," says Dutch nature artist
Marjolein Bastin. Combining
Marjolein's artwork and
sensitive writings about nature,
these limited production
collectible plates are a lasting
reminder of nature's beauty.



\$9.95 995QSR4514



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credit will be given with complete account number)
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- ☐ New Member
☐ Renewing Member (fill in member number)
☐ Gift Giver

DBN96
DRN96
DRG96

Member Number (Renewals Only)

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Select offer:

- ☐ One Year — 1996 \$20.00*
☐ Two Years — 1996 & 1997 \$38.00*
☐ Three Years — 1996, 1997 & 1998 \$56.00*

*U.S. and Canadian residents, please add \$2.50 shipping/handling per year. Canadian residents add an additional \$2.00 fee for membership. Total remittance includes applicable state and local sales tax.

I am paying by:

- ☐ Check/Money Order (U.S. funds only) ☐ Visa ☐ MasterCard ☐ Discover

Credit Card Number

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Expiration Date

Mo.		Yr.	

Signature 
(Required for credit card orders)

MEMBER INFORMATION

Please provide information for new member, renewing member or recipient of gift membership in this section. Gift givers must complete the next section also.

Please print in ink.

Member/Gift Recipient Name _____

Address _____

City _____ State/Province _____

ZIP/Postal Code _____

Home Phone () _____ Daytime Phone () _____

GIFT GIVER INFORMATION

Are you a Collector's Club Member? ☐ Yes ☐ No If YES, please fill in your member number _____

NOTE: You must be a current 1996 Club member enrolling a NEW member to be eligible for a bonus ornament.

☐ Please check here if this is a new address. (HGM96)

Gift Giver Name _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____

Do you wish to be notified when it's time to renew this gift membership? ☐ Yes ☐ No

Detach this page and send in the attached envelope, with payment, or mail to:

Hallmark Keepsake Ornament Collector's Club P.O. Box 412734 Kansas City, MO 64141-2734

FOR RETAILER USE ONLY.

Retailer Account Number _____

(Membership credit will be given to Hallmark Retailer with complete account number)

• Applications accepted for 1996 Collector's Club offer through 12/31/96.

• Please allow 6-8 weeks for delivery of your Membership Kit.

• Make checks payable to Hallmark Keepsake Ornament Collector's Club.

• If ordering from outside the U.S., please pay in U.S. funds.

• Orders from outside the U.S. and Canada require a U.S. shipping address.

• A Canadian goods and services tax is applicable to orders delivered to Canadian addresses.

**ROCKING HORSE SERIES
SECONDARY MARKET PRICES**

Values given are highest and lowest of those set forth for the particular ornament in various secondary market works, in the most recent editions available to Hallmark when this Dream Book went to press. Hallmark expresses no opinion concerning the accuracy or validity of the information presented in those works. Further, Hallmark makes no claims, promises, representations or warranties regarding the present or future market values of any of its products.

In your 1996 Dream Book, we have included an assortment of ideas and suggestions for your Hallmark Keepsake Ornaments. In the photographs, we may have used props and other decorative items that are not for sale from Hallmark. In addition, some photographs may include ornaments from our past years' collections which are no longer available at retail.



When you care enough
to send the very best

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