



Hallmark

1997
Dream
Book



KEEPSAKE
ORNAMENTS

Welcome to the Keepsake Ornament Studio...
where it's Christmas year-round.

Here, 22 artists plus a talented creative staff develop more than 200 new designs each year. Hallmark offers these designs for just one season, then retires them to make way for another new collection. Since 1973 we've had just one rule: each year's collection must be even better than the one before.

As you leaf through the pages of the *1997 Keepsake Ornament Dream Book*, you'll discover the innovative ideas and intricate details that make Keepsake Ornaments so highly collectible. You'll find enchanting Santas, adorable teddy bears, and a variety of whimsical animals representing favorite holiday activities. You'll see inspirational designs rich with the special meaning and beauty of the season. And you'll recognize superstar personalities and images from childhood just waiting to become part of your scrapbook of memories.

Enjoy, keep your gift list handy, and be prepared to do a little "happy hinting" of your own. The season of surprises has arrived!



Visit us on the web at www.hallmark.com



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Members have made this the largest Collector's Club of its kind in the U.S. Exclusive designs are among the many benefits. Find out more.

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Disney

Four collections showcase beloved characters from classic and current films, including the remarkable mouse that started it all, and Winnie the Pooh.

© DISNEY

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The hope and joy of the season. Whimsical situations, inspirational themes, and images celebrate rich cultural heritages.



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Miniature Ornaments

Small in scale, big on detail. Three delightful theme sets, four new series, and much more.



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The Creative Staff

Hallmark Collections

For home or office, for giving or collecting: Kiddie Car Classics, Sidewalk Cruisers and BARBIE™ at her best.



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Merry Miniatures®

Diminutive figurines celebrate all the holiday seasons.

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Keepsake Spring Ornaments

Looking forward to the introduction of the 1998 Collection

1997 Calendar

SPRING — EARLY SUMMER

March 30 — Happy Easter!

May

— The “Red Hot” Roadster and other new Kiddie Car Classics appear at Hallmark Gold Crown stores and are featured in a National Register-to-Win promotion.

— Collector’s Club members receive May *Courier* newsletter.

May 1 — Last day for Club members to order 1996 Collector’s Club Edition Ornaments.



June

— Collector’s Club-exclusive Club Editions begin mailing to retailers.

June 15 — Father’s Day

JULY

July 19, 20 — Keepsake Ornament Premiere. National unveiling of the 1997 Keepsake Ornament Collection.



— **BARBIE™** and **KEN™** arrive in their Wedding Day finery at Hallmark Gold Crown stores.

— **Luke Skywalker™**, **Yoda™**, **Darth Vader™**, and **C-3PO™** and **R2-D2™*** celebrate the 20th anniversary of the **STAR WARS™** space adventures.

*[Available in October]

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AUGUST

— The U.S.S. Defiant™ from **STAR TREK®** Deep Space Nine glows with light. **Dr. McCoy™** and **Commander Data™** beam into view.

— Club members receive *Courier* newsletter.



SEPTEMBER

— Five outstanding sports stars—including hockey legend **Wayne Gretzky**—await their fans.



— Own “America’s Sports Car.” The sleek new fifth-generation Corvette is available as both a Keepsake Ornament and Miniature Ornament.

— Visit “Kiddie Car Corner,” Hallmark’s new tin collectibles. Stop by “KC’s Garage” and see the new **Murray®** Junior Service Truck.

OCTOBER

— From Mickey Mouse to Snow White. Four new collections portray your favorite characters from Walt Disney's classic films.

— The black and orange "Batwing Scooter" and other new Kiddie Cars cruise by just in time for trick-or-treating and holiday gift-giving.

NOVEMBER

— Get acquainted with The Holiday Homecoming Collection™, including Holiday Traditions™ BARBIE® Doll and other new BARBIE™ Collectibles based on Hallmark exclusive BARBIE® Dolls.

— Ariel, inspired by Disney's animated film *The Little Mermaid*, will steal your heart away.

November 15, 16 — Hallmark Holiday Open House

— Meet glamorous Holiday BARBIE™, 5th in the Holiday BARBIE™ Ornament Series and see Gold Crown ornaments inspired by Thomas Kinkade, Painter of Light™. Register for great prizes.

— Club members receive the holiday edition of the *Courier* newsletter.

DECEMBER

Have a very Merry Christmas!



© DISNEY

1998

A NEW YEAR BEGINS . . .

— Third in the Be My Valentine Collector Series™, Fair Valentine™ BARBIE® Doll debuts.

— Keepsake Ornament Spring Collection arrives in Hallmark Gold Crown stores.

— Collector's Club members receive advance copy of the *1998 Keepsake Ornament Dream Book* with March issue of the *Courier* newsletter.

SPRING — EARLY SUMMER

April 12 — Happy Easter!



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WHAT'S IN A SYMBOL

THESE SPECIAL MARKS WILL HELP YOU IDENTIFY FEATURES OF INTEREST THROUGHOUT THE DREAM BOOK.



KEEPSAKE MAGIC ORNAMENT

DESIGN FEATURES LIGHT, MOTION, SOUND, VOICE, MUSIC—OR A COMBINATION! THIS YEAR, FOR THE FIRST TIME, MAGIC ORNAMENTS ARE DISPLAYED WITH OTHER ORNAMENTS HAVING SIMILAR DESIGN THEMES IN BOTH THE *DREAM BOOK* AND AT YOUR HALLMARK STORE.



TRADING CARD

A HALLMARK-EXCLUSIVE TRADING CARD IS INCLUDED WITH THIS ORNAMENT. EACH CARD FEATURES THE PLAYER'S PHOTOGRAPH AND STATISTICS ABOUT HIS CAREER.



HALLMARK COLLECTION

NOSTALGIC COLLECTIBLES REPRESENTED BY DIE-CAST REPLICAS OF PEDAL CAR DOLLS, PLATES AND FIGURINES. HIGHLIGHTED ON PAGES 52 THROUGH 54. SEE YOUR HALLMARK GOLD CROWN RETAILER FOR MORE INFORMATION.

Collector's Club

Collecting Keepsake Ornaments is a wonderful way to cherish the warmth and magic of the holidays. Unwrapping your Keepsake Ornaments each year is like opening a favorite family album and recalling the joys of friends, family and special moments. Every holiday season brings a new opportunity to add memories to your collection.

The Hallmark Keepsake Ornament Collector's Club celebrates the lasting joys of collecting by providing members with the benefits they've told us they value most. This year we're offering:

- Four Club-exclusive Keepsake of Membership Ornaments centered around a favorite Christmas theme
- The opportunity to purchase three exclusive Club Edition Ornaments
- Four issues of our newsletter
- Invitations to special events
- The *Dream Book* and other new product brochures
- A personalized membership card!

We've been welcoming Club members into our collecting "family" since 1987. We'd love to have you join us for another magical year! Happy Collecting!

Lynn Wylie



Manager,
National Keepsake Ornament
Collector's Club



Happy Christmas to All!
Dated



Away to the Window
Dated



Jolly Old Santa
Keepsake Miniature
Ornament
Dated



Ready for Santa
Keepsake Miniature Ornament
Dated

KEEPSAKE OF MEMBERSHIP ORNAMENTS

Collect a Christmas Classic!

To celebrate the 175th anniversary of Clement C. Moore's *The Night Before Christmas*, Keepsake Ornament Studio Artist Nello Williams has brought to life four classic scenes from this timeless American poem. All four Keepsake of Membership Ornaments—a \$38.00 value—are yours when you join the Club in 1997 for just \$22.50. See Membership Enrollment form on the back cover and join today!



Based on the 1989 Happy Holidays® BARBIE® Doll
 2nd in the Collector's Club Exclusive 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 Airflow by Murray®
 Die-cast metal, based on a 1937 Steelcraft Airflow pedal
 car design. Complements the Keepsake Ornament
 Kiddie Car Classics series; Dated
 Sculpted by Don Palmer

Farmer's Market-Tender Touches
 Complements the Tender Touches "Bumper Crop" set
 offered in the 1997 Spring Keepsake Ornament Collection.
 Dated
 Sculpted by Ed Seale

NOTE: Ships after 6/1/97.

CLUB EDITIONS

This year's offering of Club-exclusive ornaments features the excitement of Kiddie Car Classics, the charm of BARBIE™ and one of the best-loved Keepsake Ornament design themes—Tender Touches.

As a 1997 Club member, you'll have an opportunity, but not the obligation, to purchase one of each of the three Club Edition Ornaments shown. These Club-exclusive ornaments are available to order only through your local Hallmark retailer. The order form for these Club Edition Ornaments will be mailed to you after you join. Orders must be postmarked by May 1, 1998. Club Edition Ornaments begin shipping to Hallmark retailers in June 1997.



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 1997 Murray®

KEEPSAKE ORNAMENT

Premiere

All the planning...all the sculpting...all the painting...all the packaging...
A whole year's worth of secrets is unwrapped before your eyes at the
fifth annual National Keepsake Ornament Premiere.

July 19 and 20 are the dates. Your Hallmark Gold Crown store is the place.
Register to win great prizes. See the ornament and figurine set shown below
designed exclusively for the event. Get a head start on the holidays. And be
sure to bring your Gold Crown card.

Premiere Exclusive
Limited Quantities



Snowbear Season
Merry Miniatures®
3-Piece Set
Dated
Sculpted by Joanne Eschrich
\$12.95 1295QFM8602



The Perfect Tree
Tender Touches
Dated
Sculpted by Ed Seale
\$15.00 1500QX6572

Special Issues

Keepsake Ornaments identified as Special Issues arrive in Hallmark stores at various times from July through November. This year the elite group includes designs depicting Disney characters, BARBIE® and celebrities from the sports world and from "space."

Eight Special Issues ornaments are from Collector's series. They are shown on these pages and in the Series section for ease of shopping and record keeping.

THE HERCULES COLLECTION

(Available starting in August 1997)

A Megara and Pegasus
\$16.95 1695QXI4012

B Hercules
\$12.95 1295QXI4005



THE LITTLE MERMAID

(Available starting in November 1997)

C Ariel
\$12.95 1295QXI4072



Special Issues

STAR WARS™

A Luke Skywalker™

1st in the STAR WARS™ series

Dated

Sculpted by Dill Rhodus

\$13.95 1395QXI5484

(Available starting in July 1997, at selected
Hallmark stores.)



A



B

B Darth Vader™

STAR WARS™

Light and Voice; Dated

His lightsaber glows and he says,

"The Force is with you, young
Skywalker. But you are not a Jedi yet!"

Sculpted by Dill Rhodus

\$24.00 2400QXI7531

(Available starting in July 1997,
at selected Hallmark stores.)

C C-3PO™ and R2-D2™

STAR WARS™

Set of 2 Miniature Ornaments

Dated

Sculpted by Dill Rhodus

\$12.95 1295QXI4265

(Available starting in October 1997)



C

D Yoda™

STAR WARS™

Sculpted by Katrina Bricker

\$9.95 995QXI6355

(Available starting in July 1997, at selected
Hallmark stores.)



D

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BARBIE™

A Wedding Day

1959-1962

4th in the BARBIE™ Ornament series

Dated

Sculpted by Patricia Andrews

\$15.95 1595QXI6812

(Available starting in July 1997, at selected Hallmark stores.)

B BARBIE™ and KEN™

Wedding Day

Set of 2 Ornaments

Complements the BARBIE™ Keepsake

Ornament in the Collector's Series.

Dated

BARBIE™ sculpted by Patricia Andrews

KEN™ sculpted by Don Palmiter

\$35.00 3500QXI6815

(Available starting in July 1997, at Gold Crown Hallmark stores.)

C Holiday BARBIE™

5th in the Holiday BARBIE™

Ornament series

Dated

Sculpted by Patricia Andrews

\$15.95 1595QXI6212

(Available starting in November 1997)

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THOMAS KINKADE, PAINTER OF LIGHT™

(Available starting in November 1997, at Gold Crown Hallmark stores.)

D The Warmth of Home



Light; Dated

Light glows softly in mountain background

Sculpted by Tracy Larsen

\$18.95 1895QXI7545

E Victorian Christmas

1st in the Thomas Kinkadee series

Fine Porcelain; Dated

\$10.95 1095QXI6135



Special Issues

STAR TREK™

(Available starting in August 1997, at selected Hallmark stores.)

A Commander Data™

STAR TREK:
THE NEXT GENERATION™
Stardated
Sculpted by Anita Marra Rogers
\$14.95 1495QXI6345

B Dr. Leonard H. McCoy™

STAR TREK™
Stardated
Sculpted by Anita Marra Rogers
\$14.95 1495QXI6352

C U.S.S. Defiant™

STAR TREK:
Deep Space Nine
Light and Blinking Lights
Stardated
Sculpted by Lynn Norton
\$24.00 2400QXI7481



A

B

C



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CORVETTE

(Available starting in September 1997)

D 1997 Corvette

Wheels turn
Dated
Sculpted by Don Palmiter
\$13.95 1395QXI6455

E Miniature 1997 Corvette

Dated
Sculpted by Don Palmiter
\$6.95 695QXI4322



D

E

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General Motors Corporation and used under license to
Hallmark Cards Incorporated.

SPORTS COLLECTION

(Available starting in September 1997
at selected Hallmark stores)

Wayne Gretzky

1st in the Hockey Greats series
Dated
Sculpted by Duane Urzib
\$15.95 1495QX16275



Hank Aaron
2nd in the Ballpark series
Dated
Sculpted by Dill Rhodus
\$14.95 1495QX16152



Magic Johnson

3rd in the Hoop Stars series
\$14.95 1495QX16832

Joe Namath

3rd in the Football Legends series
Sculpted by Dill Rhodus
\$14.95 1495QX16182



Jeff Gordon

1st in the Stock Car
Champions series
Sculpted by Ed Seale
\$15.95 1495QX16185

Collectible Series

Building a collection—for yourself or someone special—provides a lifetime of rewards. Collectible Series offer a wide variety of popular themes and delightful personalities.

Each series features one new design per year and continues for three or more years. (One series is now in its 19th year!) You can select any ornament from any series the year it's issued. Series ornaments have a tree-shaped symbol with a number inside, indicating the ornament's place in the series.

This year ten new series debut, and five make a final appearance.

NEW SERIES

- The Flight at Kitty Hawk**
1st in the Sky's the Limit series
Dated
Sculpted by Lynn Norton
\$14.95 1495QX5574

- Marilyn Monroe**
1st in the Marilyn Monroe series
Dated
Sculpted by Patricia Andrews
\$14.95 1495QX5704
(Available starting in October 1997)

- Scarlett O'Hara™**
1st in the Scarlett O'Hara™ series
Dated
Sculpted by Patricia Andrews
\$14.95 1495QX6125

- Luke Skywalker™**
1st in the STAR WARS™ series
Dated
Sculpted by Dill Rhodus
\$13.95 1395QX15484
(Available starting in July 1997,
at selected Hallmark stores)



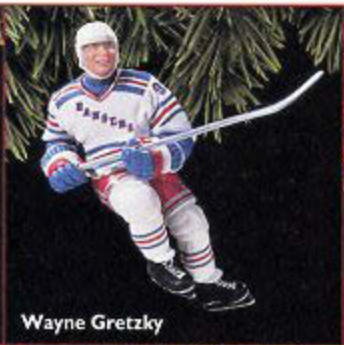
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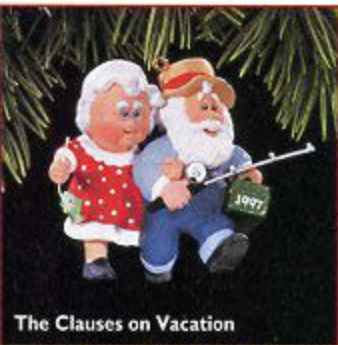
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Jeff Gordon®




Wayne Gretzky



The Clauses on Vacation


Jeff Gordon® 
 1st in the Stock Car Champions series
 Sculpted by Ed Seale
 \$15.95 1595QXI6165
 (Available starting in September 1997,
 at selected Hallmark stores)

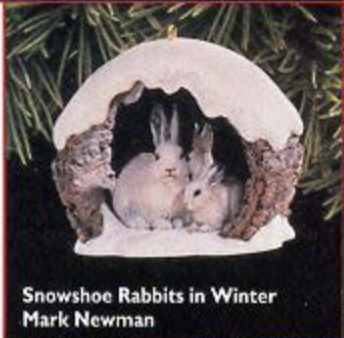
Wayne Gretzky 
 1st in the Hockey Greats series
 Dated
 Sculpted by Duane Unruh
 \$15.95 1595QXI6275
 (Available starting in September 1997,
 at selected Hallmark stores)

The Clauses on Vacation
 1st in The Clauses on Vacation series
 Dated
 Sculpted by Bob Siedler
 \$14.95 1495QX6112

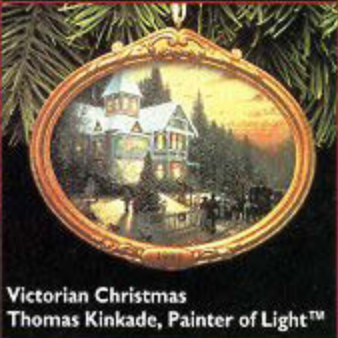
Snowshoe Rabbits in Winter
Mark Newman
 1st in the Majestic Wilderness series
 Dated
 \$12.95 1295QX5694

Victorian Christmas
Thomas Kinkade, Painter of Light™
 1st in the Thomas Kinkade series
 Fine Porcelain
 Dated
 \$10.95 1095QXI6135
 (Available starting in November 1997,
 at Gold Crown Hallmark stores)

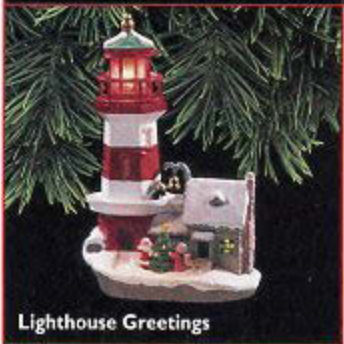
Lighthouse Greetings 
 1st in the Lighthouse Greetings series
 Flashing light: Dated
 Beacon light flashes and light glows
 inside home and on Christmas tree.
 Sculpted by John "Collin" Francis
 \$24.00 2400QLX7442



Snowshoe Rabbits in Winter
 Mark Newman



Victorian Christmas
 Thomas Kinkade, Painter of Light™



Lighthouse Greetings

*Keepsake Ornament
 Artist
 Patricia Andrews*



"Scarlett" and "Marilyn" represent characters I love! Both are wearing gorgeous dresses, and I wanted their faces to look like portraits. I also wanted to show their attitudes at particular moments in time. For Scarlett, I watched 'Gone with the Wind' over and over to find the exact moment that is the epitome of her role."

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 © 1997 NHL
 © 1997 Thomas Kinkade, Media Arts Group Inc.,
 San Jose, CA

ONGOING SERIES

Nikki-All God's Children® Martha Root
2nd in the All God's Children® series
2-Piece Set; Dated
\$12.95 1295QX6142



**Nikki-All God's Children®
Martha Root**

Hank Aaron 
2nd in At the Ballpark series
Sculpted by Dill Rhodus
\$14.95 1495QX16152
(Available starting in September 1997,
at selected Hallmark stores)

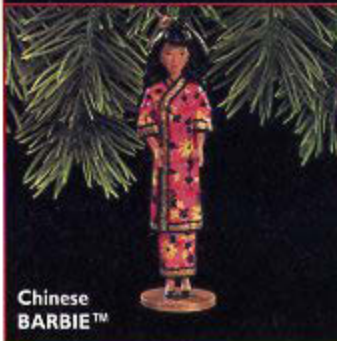


Hank Aaron



**Little Red Riding Hood-1991
Madame Alexander™**

Little Red Riding Hood-1991
2nd in the Madame Alexander™ series
Dated
Sculpted by John "Collin" Francis
\$14.95 1495QX6155



**Chinese
BARBIE™**

Chinese BARBIE™
2nd in the "Dolls of the World" series
Dated
Sculpted by Anita Marra Rogers
\$14.95 1495QX6162



Snowdrop Angel



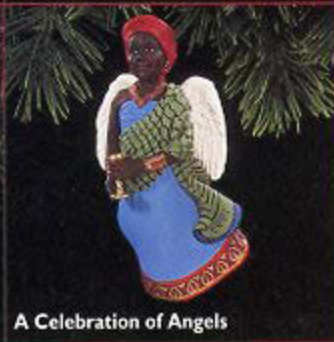
**1950 Santa Fe F3 Diesel
Locomotive, Lionel®**

Snowdrop Angel
2nd in The Language of Flowers series
Silver-plated container
Dated
Sculpted by Sue Tague
\$15.95 1595QX1095

Friendship 7 
2nd in the Journeys Into Space series
Light and Voice; Dated
Commemorates the first American
manned orbital spaceflight 35 years
ago. Plays an original transmission
from this flight.
Sculpted by Ed Seale
\$24.00 2400QLX7532



Friendship 7



A Celebration of Angels

1950 Santa Fe F3 Diesel Locomotive
2nd in the LIONEL® Train series
Die-Cast Metal; wheels turn
Dated
\$18.95 1895QX6145

A Celebration of Angels
3rd in A Celebration of Angels series
Dated
Sculpted by Patricia Andrews
\$13.95 1395QX6175

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Madame Alexander™
ALEXANDER DOLL COMPANY

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*Keepsake Ornament
Artist Don Palmiter*

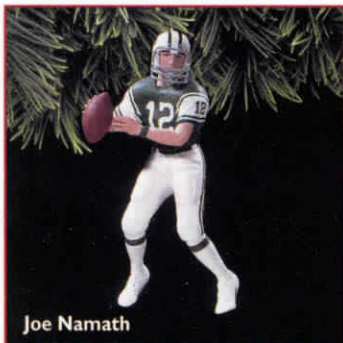


"I'm heavily into wheels. Always have been a car lover. People feel very nostalgic about the cars they used to have. Both my classic cars and trucks are targeted toward those who love them also."

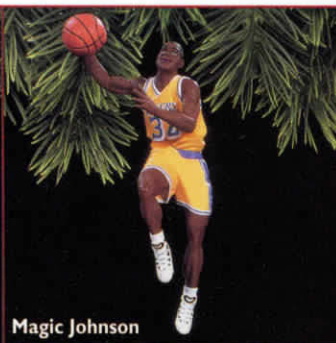


1953 GMC

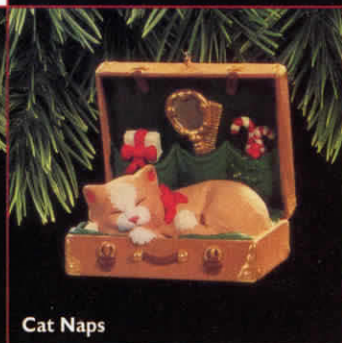
- 1953 GMC**
3rd in the All-American Trucks series
Wheels turn; Dated
Sculpted by Don Palmiter
\$13.95 1395QX6105
- Joe Namath** 
3rd in the Football Legends series
Sculpted by Dill Rhodus
\$14.95 1495QX16182
(Available starting in September 1997, at selected Hallmark stores)



Joe Namath

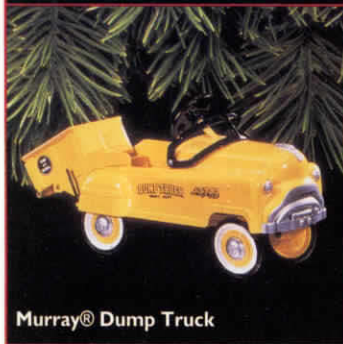


Magic Johnson



Cat Naps

- Magic Johnson** 
3rd in the Hoop Stars series
\$14.95 1495QX16832
(Available starting in September 1997, at selected Hallmark stores)
- Cat Naps**
4th in the Cat Naps series
Dated
Sculpted by Katrina Bricker
\$8.95 895QX6205



Murray® Dump Truck



Yuletide Central

- Murray® Dump Truck**
4th in the Kiddie Car Classics series
Cast Metal; Dated
Sculpted by Don Palmiter
\$13.95 1395QX6195
- Yuletide Central**
4th in the Yuletide Central series
Pressed Tin; Dated
Sculpted by Linda Sickman
\$18.95 1895QX5812



Wedding Day

- Wedding Day**
1959-1962
4th in the BARBIE™ series; Dated
Sculpted by Patricia Andrews
\$15.95 1595QX16812
(Available starting in July 1997, at selected Hallmark stores)

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- Holiday BARBIE™**
5th in the Holiday BARBIE™ series
Dated
Sculpted by Patricia Andrews
\$15.95 1595QX16212
(Available starting in November 1997)



Holiday BARBIE™

- Puppy Love**
7th in the Puppy Love series
Brass tag; Dated
Sculpted by Anita Marra Rogers
\$7.95 795QX6222



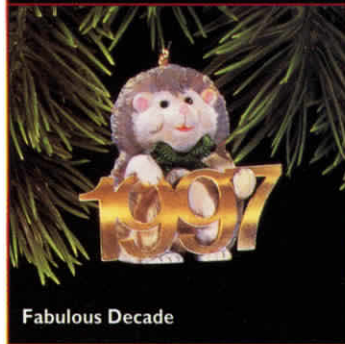
Puppy Love

- 1969 Hurst Oldsmobile 442**
7th in the Classic American Cars series
Dated
Sculpted by Don Palmiter
\$13.95 1395QX6102



1969 Hurst Oldsmobile 442

- Fabulous Decade**
8th in the Fabulous Decade series
Brass date; Dated
Sculpted by Ed Seale
\$7.95 795QX6232



Fabulous Decade

- Merry Olde Santa**
8th in the Merry Olde Santa series
Dated
Sculpted by Joyce Lyle
\$14.95 1495QX6225



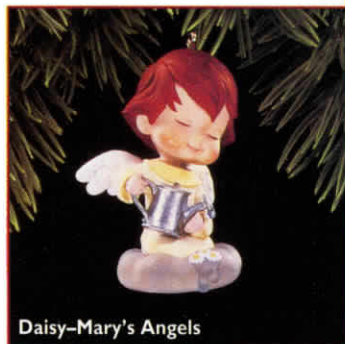
Merry Olde Santa

- Bright Rocking Colors**
8th in the CRAYOLA® Crayon series
Dated
Sculpted by Sue Tague
\$12.95 1295QX6235



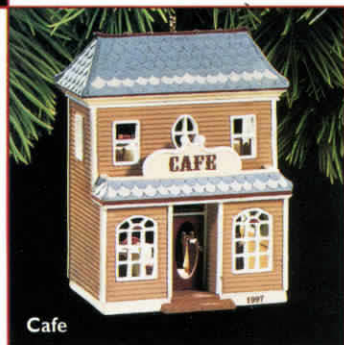
Bright Rocking Colors

- Daisy-Mary's Angels**
10th in the Mary's Angels series
Designed by Mary Hamilton
Sculpted by Robert Chad
\$7.95 795QX6242



Daisy-Mary's Angels

- Cafe**
14th in the Nostalgic Houses and Shops series; Dated
Sculpted by Don Palmiter
\$16.95 1695QX6245



Cafe

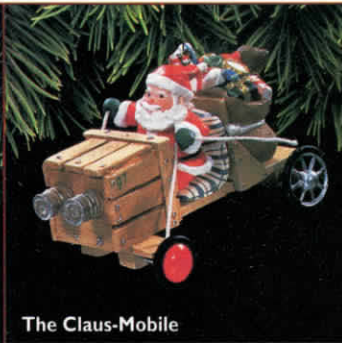
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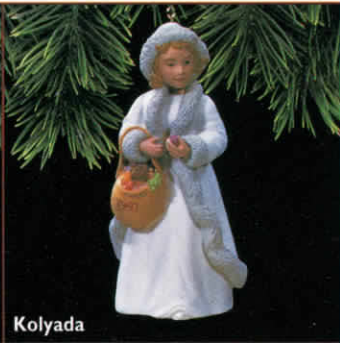
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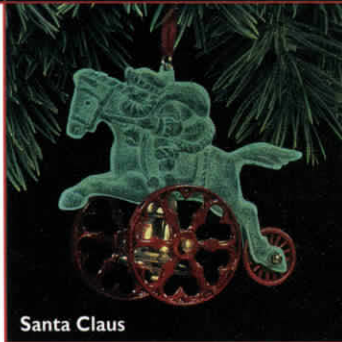
Frosty Friends



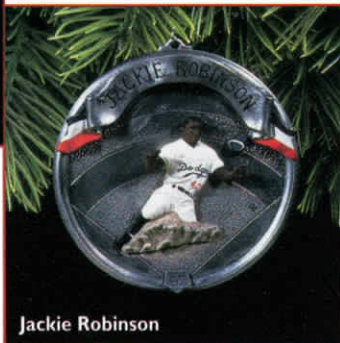
The Claus-Mobile



Kolyada



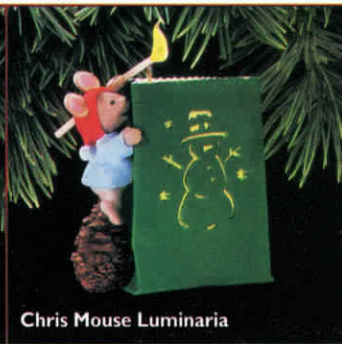
Santa Claus



Jackie Robinson




Little Boy Blue



Chris Mouse Luminaria

- Frosty Friends**
18th in the Frosty Friends series
Dated
Sculpted by Ed Seale
\$10.95 1095QX6255
- The Claus-Mobile**
19th in the Here Comes Santa series
Dated
Sculpted by Sue Tague
\$14.95 1495QX6262

FINAL EDITIONS

- Kolyada**
3rd and Final in the Christmas Visitors series; Dated
Sculpted by LaDene Votruba
\$14.95 1495QX6172
- Santa Claus**
3rd and Final in the Turn-of-the-Century Parade series
Die-cast Metal and Brass; Dated
Sculpted by Ken Crow
\$16.95 1695QX1215
- Jackie Robinson**
50th Anniversary 1947-1997
4th and Final in the Baseball Heroes series; Dated
Sculpted by Dill Rhodus
\$12.95 1295QX6202
- Little Boy Blue**
5th and Final in the Mother Goose series
Book opens to display verse; Dated
Sculpted by Ed Seale
Illustrated by LaDene Votruba
\$13.95 1395QX6215
- Chris Mouse Luminaria** 
13th and Final in the Chris Mouse series
Light; Dated
"Candle" glows softly
Sculpted by Bob Siedler
\$14.95 1495QLX7525

Clara's Corner



Clara Johnson Scroggins has been sharing her love of Christmas and her passion for collecting ornaments since the publication of her first book in 1980. Author, lecturer and ornament historian, she also appears on radio and TV talk shows.

"What makes Keepsake Ornaments so special? They are relevant to our lives and our times—to the events and people who are special to us. Our children and grandchildren love them, and we buy them to enjoy ourselves and to some day pass down to future generations.

"Winnie the Pooh is 71 years old and my granddaughter is one year old. She loves him and always will. I'll get her the Winnie the Pooh ornament.

"If you are new to collecting, look for the designs that capture your memories and represent what the holidays mean to you and your family. Start with the ones you really and truly love. You'll be happy with them your whole life."

THREE SENTIMENTAL FAVORITES FROM PREVIOUS COLLECTIONS

Each year since 1973, Hallmark has introduced a new collection of Keepsake Ornaments. Here are three of the most endearing designs, chosen by Clara from among her many personal favorites.

**Santa's Motorcar**

1st in Here Comes Santa series
Dated 1979
900QX155-9, issued @ \$9.00
\$625-\$695

Victorian Dollhouse

1st in the Nostalgic Houses and Shops series
Sculpted by Donna Lee
1300QX448-1, issued @ \$13.00
\$195-\$255

Tin Locomotive

1st in the Tin Locomotive series
Pressed tin; Dated 1982
Sculpted by Linda Sickman
1300QX460-3, issued @ \$13.00
\$565-\$600

Clara's Top Picks

ARTIST'S STUDIO COLLECTION *New*

Which Keepsake Ornament will be the most popular this year? Clara has selected 15 designs. Her predictions are based on designs that have special appeal to her as well as her knowledge of collectors' interests. How does your list compare?

- Cinderella, 1st in the Disney series
- Darth Vader™, STAR WARS™, Light and Voice
- The Flight at Kitty Hawk, 1st in the Sky's the Limit series
- Hank Aaron, 2nd in At the Ballpark series
- Howdy Doody™, Anniversary Edition, 50 Years
- Jackie Robinson, 4th and Final in the Baseball Heroes series
- King Noor-First King, Legend of the Three Kings Collection
- King of the Forest, The Wizard of Oz™, set of 4 Keepsake Miniature Ornaments
- The Lincoln Memorial, Light and Music, plays "America the Beautiful"
- Little Red Riding Hood-1991, 2nd in the Madame Alexander™ series
- The Lone Ranger™, Tin lunch box opens and closes
- Magic Johnson, 3rd in the Hoop Stars series
- Marilyn Monroe, 1st in the Marilyn Monroe series
- Motorcycle Chums, Light
- Wayne Gretzky, 1st in the Hockey Greats series

Clara's Top Picks appears for the first time in the *1997 Keepsake Ornament Dream Book*. It has appeared in the Keepsake Ornament Collector's Club newsletter, the *Courier*.

The Artist's Studio Collection designates Keepsake Ornaments with elaborate detailing or special features... true treasures of the sculptor's art.



COLLECTOR'S CHOICE

Each year Clara will select one design as the best expression of the spirit of the season and the essence of Keepsake Ornaments... a "must have" for the ornament collector. This is the second year she has given the award.

- The Night Before Christmas**
Plays "Santa Claus is Comin' to Town"
Windup music and movement;
Dated
Sculpted by Ken Crow
\$24.00 2400QX5721

Design inspired by Clement Clarke Moore's poem,
The Night Before Christmas, written in 1822.

- Santa's Magical Sleigh**
Dated
Sculpted by Duane Unruh
\$24.00 2400QX6672

Disney Collection

In 1932, the friendship between Walt Disney and J. C. Hall resulted in the first Hallmark products featuring Disney's delightful characters. This year four new collections of Keepsake Ornaments celebrate Disney's beloved creations.

MICKEY & CO


Childhood friends you never outgrow! Classic styling features the beloved characters as they were portrayed in the 1930s, with distinctive pie-shaped eyes.



■ Mickey's Snow Angel
Dated
\$9.95 995QXD4035



■ Mickey's Long Shot
Dated
\$10.95 1095QXD6412



■ **Goofy's Ski Adventure**

Dated
\$12.95 1295QXD4042

■ **Donald's Surprising Gift**

1st in the Hallmark Archives series
Dated
\$12.95 1295QXD4025
Includes Collector's Card



■ **Bandleader Mickey**

1st in the Mickey's Holiday Parade series
Dated
\$13.95 1395QXD4022



■ **New Pair of Skates**

Dated
\$13.95 1395QXD4032

CLASSIC MOVIES

Walt Disney pioneered the art of the animated feature film. From the 1937 classic *Snow White and the Seven Dwarfs* to *The Lion King* of the 1990s, Disney films are noted for their rich colors, timeless beauty, and unforgettable heroes and heroines.



■ **Cinderella**
1st in the Disney series
Dated
\$14.95 1495QXD4045



■ **Jasmine & Aladdin, Aladdin & the King of Thieves**
Dated
\$14.95 1495QXD4062



■ **Gus & Jaq, Cinderella**
Dated
\$12.95 1295QXD4052



■ **Snow White, Anniversary Edition**
60 Years
Set of 2 Ornaments; Dated
\$16.95 1695QXD4055



■ **Timon & Pumbaa, The Lion King**
Dated
\$12.95 1295QXD4065



NEW RELEASES

Some of Disney's newest stars come from the lore of Greek mythology and the lovely undersea world of *The Little Mermaid*.

■ **Megara and Pegasus**
\$16.95 1695QXI4012
(Available starting in August 1997)



■ **Hercules**
\$12.95 1295QXI4005
(Available starting in August 1997)



■ **Phoebus & Esmeralda,
The Hunchback
of Notre Dame**
\$14.95 1495QXD6344



■ **Ariel, The Little Mermaid**
\$12.95 1295QXI4072
(Available starting in November 1997)



■ **Two-Tone,
101 Dalmatians**
\$9.95 995QXD4015



WINNIE THE POOH

Although he's "a bear of very little brain," Pooh continues to please an enormous number of fans of every age. This year he's shown with his pal Piglet and his ever-present jar of "hunny."

■ **Honey of a Gift-
Winnie the Pooh
Miniature Ornament**
\$6.95 695QXD4255



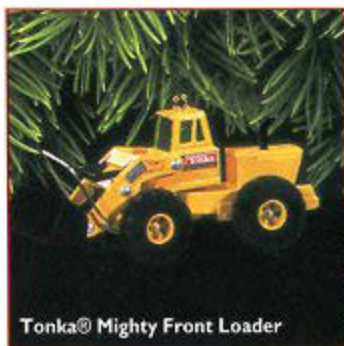
■ **Waitin' on Santa-
Winnie the Pooh**
\$12.95 1295QXD6365

Pop Culture Icons

"Do you remember when..." Giving and decorating with Keepsake Ornaments is like turning the pages of a scrapbook of wonderful memories. Designs representing stars from the world of entertainment, as well as treasures fondly remembered from childhood, are fun to share with others—along with the laughter and many happy discussions of "remember when."

Tonka® Mighty Front Loader

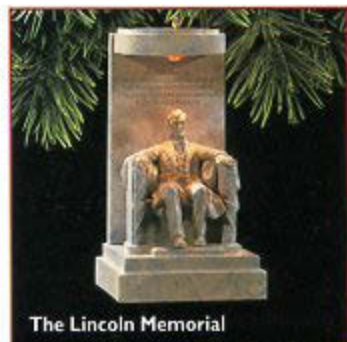
Die-cast Metal
Front bucket assembly pivots and wheels turn; Dated
\$13.95 1395QX6362



Tonka® Mighty Front Loader

The Lincoln Memorial

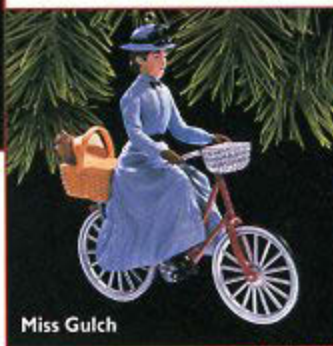
Light and Music; Dated
Plays "America the Beautiful"
Sculpted by Ed Seale
\$24.00 2400QLX7522
Includes Collector's Card



The Lincoln Memorial

Miss Gulch

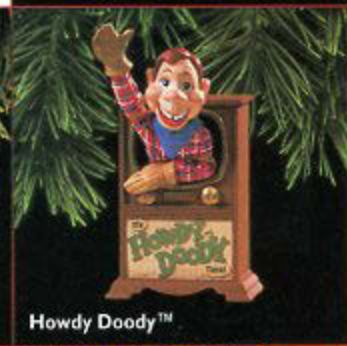
THE WIZARD OF OZ™
Bicycle wheels turn
Sculpted by Joyce Lyle
\$13.95 1395QX6372



Miss Gulch

Howdy Doody™

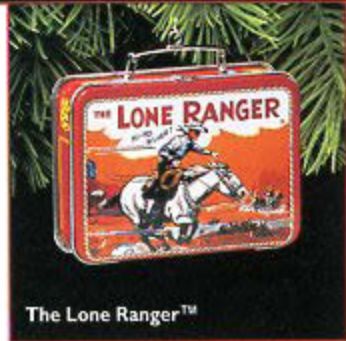
ANNIVERSARY EDITION
50 Years of "It's Howdy Doody™ Time!"; Dated
Sculpted by Tracy Larsen
\$12.95 1295QX6272



Howdy Doody™

The Lone Ranger™

Pressed Tin; Dated
Lunch box opens and closes
Lunch Box Designed by Steve Goslin
\$12.95 1295QX6265



The Lone Ranger™

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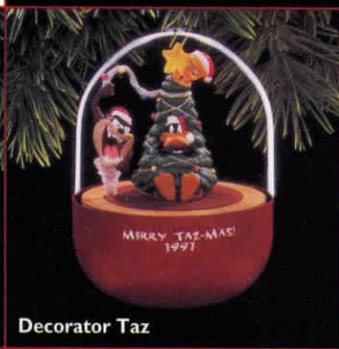
Mr. Potato Head®



SNOOPY Plays Santa



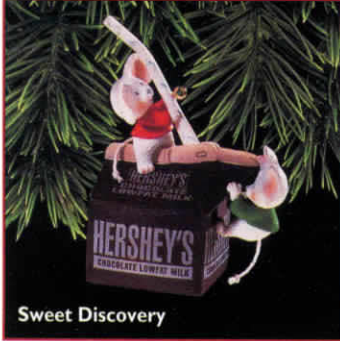
The Incredible Hulk™



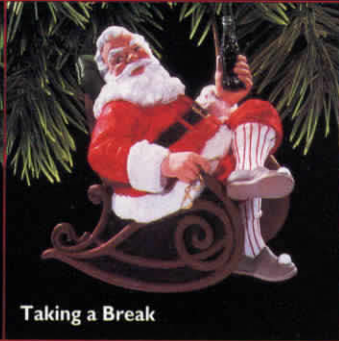
Decorator Taz



Michigan J. Frog



Sweet Discovery



Taking a Break



Marbles Champion

- Mr. Potato Head®**
Dated
Designed by Bob Siedler
\$10.95 1095QX6335
- SNOOPY Plays Santa** 
PEANUTS®
Motion; Dated
Doghouse sleigh circles home below
Sculpted by Anita Marra Rogers
\$22.00 2200QLX7475
- The Incredible Hulk®**
\$12.95 1295QX5471
- Decorator Taz** 
LOONEY TUNES™
Light and Motion; Dated
Taz spins and circles the lighted
Christmas tree
Sculpted by Robert Chad
\$30.00 3000QLX7502
- Michigan J. Frog**
LOONEY TUNES™
Sculpted by Robert Chad
\$9.95 995QX6332
- Sweet Discovery**
HERSHEY'S™
Dated
Sculpted by Linda Sickman
\$11.95 1195QX6325
- Taking a Break**
"Coca-Cola®" Santa
Dated
Sculpted by Duane Unruh
\$14.95 1495QX6305
- Marbles Champion**
Norman Rockwell Art
Inspired by *The Saturday Evening Post*
Cover: September 2, 1939
Dated
Sculpted by Duane Unruh
\$10.95 1095QX6342

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NFL *Collection*

If you love football, or you know someone who does, then you'll love this year's NFL Collection. Look for your favorite team logo engraved on a football blimp piloted by the NFL's biggest fan, Santa Claus himself.



All designs are dated and sculpted by
Bob Siedler

ARIZONA CARDINALS™

\$9.95 995QSR5505

ATLANTA FALCONS™

\$9.95 995QSR5305

BALTIMORE RAVENS™

\$9.95 995QSR5352

BUFFALO BILLS™

\$9.95 995QSR5312

CAROLINA PANTHERS™

\$9.95 995QSR5315

CHICAGO BEARS™

\$9.95 995QSR5322

CINCINNATI BENGALS™

\$9.95 995QSR5325

DALLAS COWBOYS™

\$9.95 995QSR5355

DENVER BRONCOS™

\$9.95 995QSR5362

DETROIT LIONS™

\$9.95 995QSR5365

GREEN BAY PACKERS™

\$9.95 995QSR5372

HOUSTON OILERS™

\$9.95 995QSR5375

INDIANAPOLIS COLTS™

\$9.95 995QSR5411

JACKSONVILLE JAGUARS™

\$9.95 995QSR5415

KANSAS CITY CHIEFS™

\$9.95 995QSR5302

MIAMI DOLPHINS™

\$9.95 995QSR5472

MINNESOTA VIKINGS™

\$9.95 995QSR5475

NEW ENGLAND

PATRIOTS™
\$9.95 995QSR5482

NEW ORLEANS SAINTS™

\$9.95 995QSR5485

NEW YORK GIANTS™

\$9.95 995QSR5492

NEW YORK JETS™

\$9.95 995QSR5495

OAKLAND RAIDERS™

\$9.95 995QSR5422

PHILADELPHIA EAGLES™

\$9.95 995QSR5502

PITTSBURGH STEELERS™

\$9.95 995QSR5512

ST. LOUIS RAMS™

\$9.95 995QSR5425

SAN DIEGO CHARGERS™

\$9.95 995QSR5515

SAN FRANCISCO 49ERS™

\$9.95 995QSR5522

SEATTLE SEAHAWKS™

\$9.95 995QSR5525

TAMPA BAY
BUCCANEERS™

\$9.95 995QSR5532

WASHINGTON REDSKINS™

\$9.95 995QSR5535

NBA Collection

Sports fans everywhere will enjoy this year's 10 NBA Keepsake Ornament plaques that commemorate the NBA's top teams. The team's official logo appears on the front of each plaque, while the team's statistics and highlights are detailed on the back.



CHARLOTTE HORNETS™
\$9.95 995QSR1222

CHICAGO BULLS™
\$9.95 995QSR1232

DETROIT PISTONS™
\$9.95 995QSR1242

HOUSTON ROCKETS™
\$9.95 995QSR1245

INDIANA PACERS™
\$9.95 995QSR1252

LOS ANGELES LAKERS™
\$9.95 995QSR1262

NEW YORK KNICKERBOCKERS™
\$9.95 995QSR1272

ORLANDO MAGIC™
\$9.95 995QSR1282

PHOENIX SUNS™
\$9.95 995QSR1292

SEATTLE SUPERSONICS™
\$9.95 995QSR1295

Ceramic; Dated

© 1997 NBAF

Display stand included with all
NBA ornaments.

KEEPSAKE ORNAMENT *I*deas!

"Nikki" and her friend, a pair of endearing ornaments from the All God's Children® series, stir up a favorite holiday tradition, baking the Christmas cookies and recording the family recipe for posterity.



*I*deal for

Valentine's Day or a wedding shower gift ... "Our First Christmas Together" ornament stands out on a heart-shaped pepper berry wreath "Baby's First Christmas" ornament, nestled among soft baby socks mounted on a flannel wreath, will delight any mom-to-be.

For the classic movie enthusiast, there will never be another heroine like Scarlett O'Hara. What better way to celebrate the ultimate southern belle than with the "Scarlett O'Hara" ornament, tickets to a local movie revival, or the *Gone With the Wind* video and plenty of popcorn. If you need to think about it ...well, tomorrow is another day.



Surprise the naturalist on your Christmas list with "Snowshoe Rabbits in Winter" and add a donation to a favorite environmental organization. The first in the "Majestic Wilderness" series, this ornament looks right at home among pine cones and evergreens.





Be a heavenly host and show Santas, angels and creatures from the "Fabulous Decade" series at their very best among beads and greenery on a three-tiered pedestal cake stand "A Celebration of Angels" glide across an entry hall mirror festooned with swags of ribbon "King Noor," the first of the Three Kings in the Legend of Three Kings Collection, joins the 1996 "Kindly Shepherd," 1995 "Joy to the World" and 1994 "Joyous Song" to celebrate the Nativity, depicted in "Heaven's Gift" set from the 1995 collection.

Family and Friends

For gift giving or tree trimming, these designs affirm special occasions and warm relationships. Whether it's commemorating "Baby's First Christmas," a "New Home," or continuing a year-to-year collection for "Mom and Dad," these memorable tributes will always be treasured by family and friends.

B A B Y

- Baby's First Christmas**
Fine Porcelain; Dated
Sculpted by LaDene Votruba
\$14.95 1495QX6535
- Baby's First Christmas**
Dated
Sculpted by LaDene Votruba
\$9.95 995QX6485
- Baby's First Christmas**
Harlem Textile Works™
Dated
Sculpted by Patricia Andrews
\$9.95 995QX6492
- Baby's First Christmas**
Photo Holder
Dated
\$7.95 795QX6482



Baby's First Christmas



Baby's First Christmas
Fine Porcelain



Baby's First Christmas
Harlem Textile Works™



Baby's
First Christmas Photo Holder

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CHILD'S AGE COLLECTION



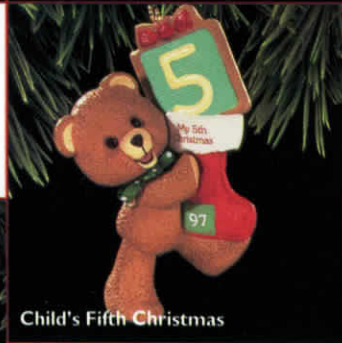
Baby's First Christmas



Baby's Second Christmas



Child's Fourth Christmas



Child's Fifth Christmas



Child's Third Christmas



Our Christmas Together
Fine Pewter



Our First Christmas Together

Baby's First Christmas
Dated
Sculpted by Ken Crow
\$7.95 795QX6495

Baby's Second Christmas
Dated
Sculpted by Ken Crow
\$7.95 795QX6502

Child's Third Christmas
Dated
Sculpted by Ken Crow
\$7.95 795QX6505

Child's Fourth Christmas
Dated
Sculpted by Ken Crow
\$7.95 795QX6512

Child's Fifth Christmas
Dated
Sculpted by Ken Crow
\$7.95 795QX6515

LOVE

Our Christmas Together
Fine Pewter; Dated
\$16.95 1695QX6475

Our First Christmas Together
Acorn home sways to and fro
Dated
Sculpted by Ed Seale
\$10.95 1095QX6465

- Our First Christmas Together**
Photo Holder
Dated
Sculpted by Sharon Pike
\$8.95 895QX6472

- Our First Christmas Together**
Acrylic
Dated
\$7.95 795QX3182

FAMILY

- Mom**
Dated
Sculpted by Bob Siedler
\$8.95 895QX6525

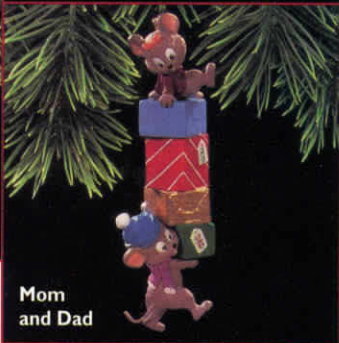
- Dad**
Dated
Sculpted by Bob Siedler
\$8.95 895QX6532

- Mom and Dad**
Dated
Sculpted by Bob Siedler
\$9.95 995QX6522

- Son**
Pressed Tin
Dated
Designed by Katrina Bricker
\$7.95 795QX6605

- Daughter**
Pressed Tin
Dated
Designed by Katrina Bricker
\$7.95 795QX6612

- Sister to Sister**
Dated
Sculpted by Sharon Pike
\$9.95 995QX6635
(Available starting in October 1997)





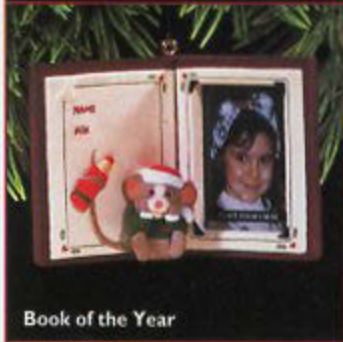
Grandma



Grandson



Granddaughter



Book of the Year



Special Dog



Godchild



New Home



Friendship Blend

- Grandma**
Dated
Sculpted by Sharon Pike
\$8.95 895QX6625
- Grandson**
Dated
Sculpted by Sue Tague
\$7.95 795QX6615
- Granddaughter**
Dated
Sculpted by Sue Tague
\$7.95 795QX6622
- Book of the Year**
Photo Holder; Dated
Sculpted by Katrina Bricker
\$7.95 795QX6645
- Special Dog**
Photo Holder; Dated
Sculpted by Katrina Bricker
\$7.95 795QX6632
- Godchild**
Dated
Sculpted by Katrina Bricker
\$7.95 795QX6662
- New Home**
Dated
Sculpted by Sharon Pike
\$8.95 895QX6652
- Friendship Blend**
Dated
Sculpted by Ed Seale
Illustrated by Tracy Larsen
\$9.95 995QX6655

Commemorative Lifestyles Occupations Ornament.
You for a job well done, tell a friend you care, or treat



Cycling Santa



Santa's Ski Adventure



Elegance on Ice



Clever Camper



Catch of the Day



All-Round Sports Fan



All-Weather Walker



What a Deal!



Snow Bowling



Love to Sew

- What a Deal!**
Dated
Sculpted by Sharon Pike
\$8.95 895QX6442

- Snow Bowling**
Dated
Sculpted by Nello Williams
\$6.95 695QX6395

- Love to Sew**
Dated
Sculpted by Sue Tague
\$7.95 795QX6435

- Tomorrow's Leader**
BOY SCOUTS OF AMERICA
Ceramic
Artwork by Norman Rockwell
Dated
\$9.95 995QX6452

- Bucket Brigade**
Dated
Sculpted by John "Collin" Francis
\$8.95 895QX6382

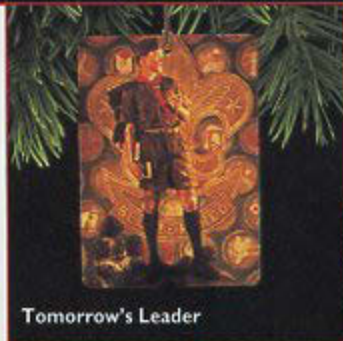
- Christmas Checkup**
Dated
Sculpted by Bob Siedler
\$7.95 795QX6385

- Expressly for Teacher**
Dated
Sculpted by Sue Tague
\$7.95 795QX6375

*Keepsake Ornament
Artist
Nello Williams*



"For 'Snow Bowling' I took an inanimate object—in this case, a bowling pin, then made it into a snowman character. It's also fun to combine unlikely animal types with costumes and situations, such as 'All-Weather Walker.' I hope people will pick them up and chuckle."



Tomorrow's Leader



Christmas Checkup



Bucket Brigade



Expressly for Teacher

Holiday Traditions

Celebrate the richness and diversity of spirituality, culture and religion throughout the world with these uniquely designed ornaments. This collection honors traditional Christmas themes of peace, hope and love and symbolizes the specialness of the holiday season.

ETHNIC

- King Noor-First King**
Legend of Three Kings Collection
The legend begins this year; Dated
Sculpted by Patricia Andrews
\$12.95 1295QX6552
Collector's Card enclosed.
(Available starting in October 1997)
- Stealing a Kiss**
Dated
Sculpted by Sue Tague
\$14.95 1495QX6555
- Snowgirl**
Dated
Sculpted by Sue Tague
\$7.95 795QX6562
- Feliz Navidad**
Dated
Sculpted by Ed Seale
\$8.95 895QX6665
- Madonna del Rosario**
Painted by Bartolomé Esteban Murillo
Frame sculpted by Linda Sickman
Dated
\$12.95 1295QX6545
- Praise Him**
Dated
Sculpted by Linda Sickman
\$8.95 895QX6542



King Noor-
First King



Stealing a Kiss



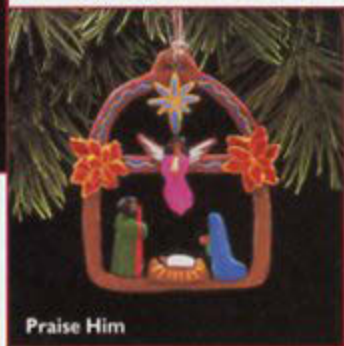
Snowgirl



Feliz Navidad



Madonna del Rosario

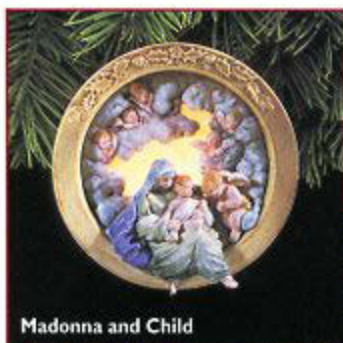


Praise Him

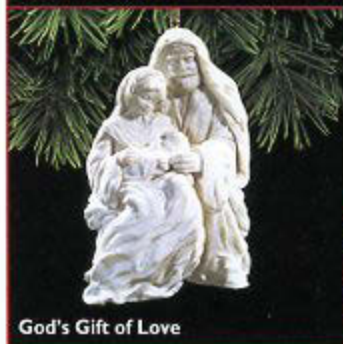
*Keepsake Ornament
Artist
LaDene Votruba*



"People have fallen in love with angels, and I wanted to capture the special mystical qualities we associate with angels. I designed the 'Glowing Angel' with a long, flowing robe and a bouquet of roses, for a very romantic look. The soft light shining behind her wings adds to the ethereal quality I was seeking."



Madonna and Child



God's Gift of Love



Glowing Angel



Classic Cross



Heavenly Song



The Spirit of Christmas



Nativity Tree

RELIGIOUS

- Madonna and Child** 
Light; Dated
Clouds are softly highlighted with light
Sculpted by Joyce Lyle
\$19.95 1995QLX7425
- Glowing Angel** 
Light; Dated
Halo and wings have a soft glow
Sculpted by LaDene Votruba
\$18.95 1895QLX7435
- God's Gift of Love**
Bisque Porcelain; Dated
Sculpted by Joyce Lyle
\$16.95 1695QX6792
- Classic Cross**
Precious Metal; Dated
Sculpted by LaDene Votruba
\$13.95 1395QX6805
- Heavenly Song**
HALLMARK ARCHIVES COLLECTION
Acrylic
Original artwork by Hallmark artist Bob Haas, Masterworks Collection, Hallmark Archives.
Styled by LaDene Votruba
\$12.95 1295QX6795
- The Spirit of Christmas**
Collector's Plate
Display stand included
Designed by Tracy Larsen
\$9.95 995QX6585
- Nativity Tree**
Dated
Sculpted by Duane Unruh
\$14.95 1495QX6575

- Lion and Lamb**
Dated
Sculpted by Nello Williams
\$7.95 795QX6602

- Playful Shepherd**
Dated
Sculpted by Sue Tague
\$9.95 995QX6592

- Juggling Stars**
Dated
Sculpted by Sue Tague
\$9.95 995QX6592



Lion and Lamb



Playful Shepherd



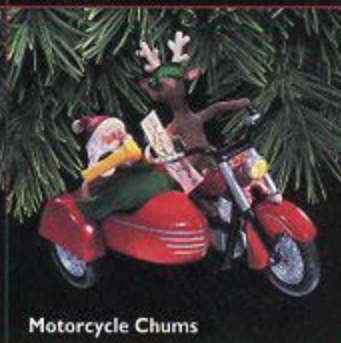
Juggling Stars

GENERAL

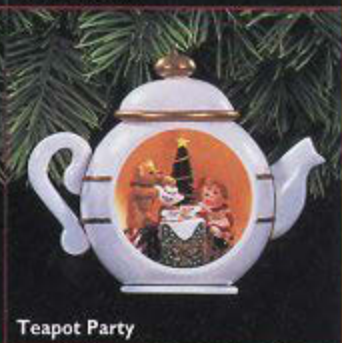
- Santa's Showboat** 
Magic Special Edition
Light, Motion and Music; Dated
Plays "Jingle Bells;" paddle wheel
turns, running lights operate.
Light flickers above steamboat's
chimneys and portholes glow
constantly.
Sculpted by Ken Crow
\$42.00 4200QLX7465




Santa's Showboat



Motorcycle Chums



Teapot Party

- Motorcycle Chums** 
Light; Dated
Santa's flashlight and motorcycle
headlight glow.
Sculpted by Ed Seale
\$24.00 2400QLX7495

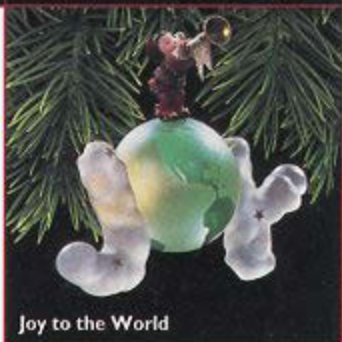
- Teapot Party** 
Light; Dated
Light inside teapot glows
Sculpted by Sue Tague
\$18.95 1895QLX7482

- Joy to the World** 
Light; Dated
Globe glows softly
Sculpted by Sue Tague
\$14.95 1495QLX7512



Keepsake Ornament Artist Ken Crow

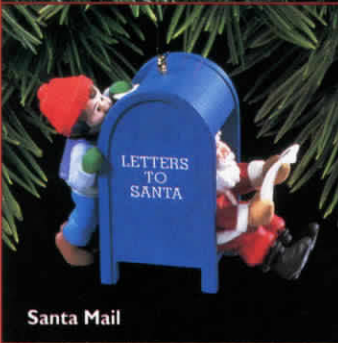
"'Santa's Showboat' came out of my childhood fascination with riverboats during my summer visits with my grandparents in Missouri. The details on those old steamboats were so neat—the brass lettering, the gingerbread trim. Each steamboat had its own personality."



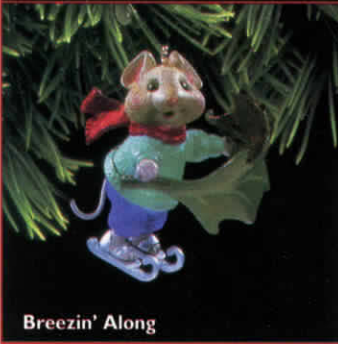
Joy to the World



Prize Topiary



Santa Mail



Breezin' Along



Biking Buddies



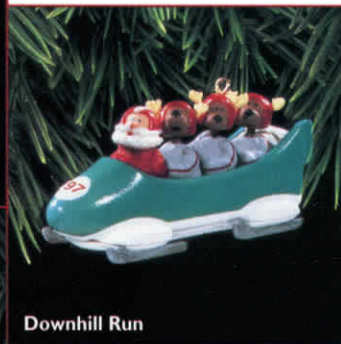
Jingle Bell Jester



Sweet Dreamer




Swinging in the Snow



Downhill Run



Santa's Secret Gift

- Prize Topiary**
Clip-on; Dated
Sculpted by Ed Seale
\$14.95 1495QX6675
- Biking Buddies**
Dated
Sculpted by Don Palmiter
\$12.95 1295QX6682
- Swinging in the Snow**
Handcrafted and Glass
Dated
Sculpted by Sue Tague
\$12.95 1295QX6775
- Santa Mail**
Dated
Sculpted by Nello Williams
\$10.95 1095QX6702
- Jingle Bell Jester**
Dated
Sculpted by Sharon Pike
\$9.95 995QX6695
- Downhill Run**
Dated
Reindeer rock from side to side
Sculpted by Ken Crow
\$9.95 995QX6705
- Breezin' Along**
Dated
Sculpted by Ed Seale
\$8.95 895QX6722
- Sweet Dreamer**
Dated
Sculpted by Katrina Bricker
\$6.95 695QX6732
- Santa's Secret Gift** 
Music; Dated
Plays "Jolly Old St. Nicholas"
Santa holds a gift bag which can hold small gift or message.
Sculpted by Robert Chad
\$24.00 2400QLX7455

- Leading the Way**
FOLK ART AMERICANA
COLLECTION
Dated
Sculpted by Linda Sickman
\$16.95 1695QX6782



Leading the Way

- Santa's Merry Path**
FOLK ART AMERICANA
COLLECTION
Dated
Sculpted by Linda Sickman
\$16.95 1695QX6785




Santa's
Merry Path



Santa's Friend

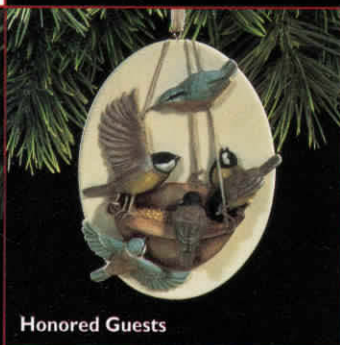
- Santa's Friend**
Designed by Marjolein Bastin
Dated
Sculpted by Duane Unruh
\$12.95 1295QX6685

- Holiday Serenade** 
Light and Sound
Dated
Light glows from inside birdhouse
and the cardinals sing.
Sculpted by John "Collin" Francis
\$24.00 2400QLX7485



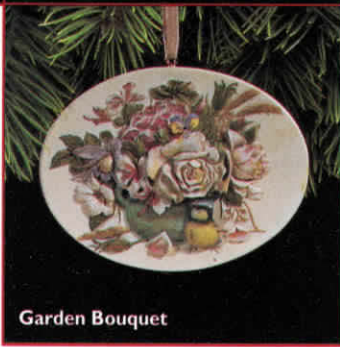
Holiday Serenade

- Honored Guests**
Nature's Sketchbook
Designed by Marjolein Bastin
Dated
Sculpted by John "Collin" Francis
\$14.95 1495QX6745



Honored Guests

- Garden Bouquet**
Nature's Sketchbook
Designed by Marjolein Bastin
Dated
Sculpted by Joyce Lyle
\$14.95 1495QX6752



Garden Bouquet



Santa's Polar Friend



Angel Friend



Sailor Bear



Porcelain Hinged Box



Meadow Snowman

- Santa's Polar Friend**
HALLMARK ARCHIVES
COLLECTION
Dated
Inspired by an original c. 1880
Victorian decorative image;
Historical Collection, Hallmark Archives.
Sculpted by Robert Chad
\$16.95 1695QX6755

- Angel Friend**
HALLMARK ARCHIVES
COLLECTION
Porcelain; Dated
Inspired by an original c. 1880
Victorian decorative image;
Historical Collection, Hallmark Archives.
Sculpted by John "Collin" Francis
\$14.95 1495QX6762

- Sailor Bear**
Dated
Sculpted by Duane Unruh
\$14.95 1495QX6765

- Porcelain Hinged Box**
Porcelain; Dated
Snowman opens at the waist
Sculpted by LaDene Votruba
\$14.95 1495QX6772
(Available starting in October 1997)

- Meadow Snowman**
Pressed Tin; Dated
Sculpted by Linda Sickman
\$12.95 1295QX6715

ACCESSORIES

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



Wreaths

Counterclockwise from top left: A wreath made from branches of an old aluminum tree, trimmed with ornaments like Howdy Doody™ and Mr. Potato Head®, recalls toys and personalities from early days of TV; ornaments based on a wildlife theme run wild on a wreath of moss, ivy and tallow berries; an entire galaxy of STAR WARS™ characters and ships stands out on a black wreath with silver accents; “Feliz Navidad” and other Hispanic ornaments adorn a pressed tin frame decorated with festive ribbon and greenery; a colorful assortment of tin trains and miniature trains decorate a two-tiered wreath; loveable snowmen play among red poinsettia leaves; It’s a Guy Thing—classic cars and trucks zoom around a wheel decked with holly.

The wreaths shown on these pages are not for sale from Hallmark. These are only ideas and suggestions that might help you with your own holiday decorating. We have also included ornaments from previous years’ Keepsake Ornament collections that are no longer available at retail.



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Miniature Ornaments

Add a new dimension to collecting, decorating and gift-giving with Keepsake Miniature Ornaments. Although these adorable designs are small in size, they remain highly detailed and very collectible. Whether it's tiny theme sets, like this year's "Wizard of Oz™," or the delicate "Snowflake Ballet," Miniature Ornaments continue to thrill and excite collectors.

New Series



Antique Tractors

1st in the Antique Tractors series
Wheels turn and front cross bar pivots
Die-Cast Metal; Dated
Sculpted by Linda Sickman
\$6.95 695QXM4185



Welcome Friends

1st in the Welcome Friends series
Dated
Sculpted by Sharon Pike
\$6.95 695QXM4205



Snowflake Ballet

1st in the Snowflake Ballet series
Dated
Sculpted by Patricia Andrews
\$5.95 595QXM4192



Teddy-Bear Style

1st in the Teddy-Bear Style series
Arms and legs move
Dated
Sculpted by Duane Unruh
\$5.95 595QXM4215

Ongoing Series

Herr Drosselmeyer

2nd of five ornaments in
The Nutcracker Ballet series
Dated
Sculpted by LaDene Votruba
\$5.95 595QXM4135



Nutcracker Guild

4th in the Nutcracker Guild series
Opens and closes like a real
nutcracker; Dated
Sculpted by Linda Sickman
\$6.95 695QXM4165





- Murray Inc.®**
"Pursuit" Airplane
 3rd in the Miniature
 Kiddie Car Classic series
 Die-Cast Metal; Dated
 Sculpted by Don Palmiter
 \$6.95 695QXM4132

1997 Murray®



- White Rabbit**
 3rd in the
 Alice in Wonderland series
 Dated
 Sculpted by Patricia Andrews
 \$6.95 695QXM4142



- Miniature Clothespin Soldier**
 3rd in the Miniature
 Clothespin Soldier series
 Arms move back and forth
 Sculpted by Linda Sickman
 \$4.95 495QXM4155



- Christmas Bells**
 3rd in the Christmas Bells series
 Handcrafted and Metal; Dated
 Sculpted by Ed Seale
 \$4.95 495QXM4162



- Centuries of Santa**
 4th in the Centuries
 of Santa series
 Dated
 Sculpted by Linda Sickman
 \$5.95 595QXM4295



- On the Road**
 5th in the On the Road series
 Wheels turn
 Pressed Tin; Dated
 Sculpted and illustrated by
 Linda Sickman
 \$5.95 595QXM4172



- Candy Car**
 9th in the Noel R.R. series
 Dated
 Sculpted by Linda Sickman
 \$6.95 695QXM4175



- Santa's Little Big Top**
3rd and Final in the Santa's Little Big Top series
Turn knob at bottom to watch the elephants perform
Dated
Sculpted by Ken Crow
\$6.95 695QXM4152



- Village Depot**
10th and Final in the Old English Village series
Dated
Sculpted by Tracy Larsen
\$6.95 695QXM4182



- Rocking Horse**
10th and Final in the Rocking Horse series
Dated
Sculpted by Linda Sickman
\$4.95 495QXM4302

Collector's Classics



- Casablanca™**
Three-Piece Set; Dated
This set salutes the 1942 film classic, winner of three Oscars. One ornament, which reproduces the original theater lobby poster, displays the familiar phrase on the back: "Here's looking at you, kid."
Sculpted by Patricia Andrews
\$19.95 1995QXM4272



- King of the Forest**
The Wizard of Oz™
Four-Piece Set
Sculpted by Anita Marra Rogers
\$24.00 2400QXM4262

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© 1939 Turner Entertainment Co. All Rights Reserved.
The Wizard of Oz™ and all characters depicted here are trademarks of and copyrighted by Turner Entertainment Co.

Precious Edition



- Our Lady of Guadalupe**
Fine Pewter; Dated
Sculpted by Robert Chad
\$8.95 895QXM4275

General



- He Is Born**
Dated
Sculpted by LaDene Votruba
\$7.95 795QXM4235



- Seeds of Joy**
Dated
Sculpted by Sue Tague
\$6.95 695QXM4242



- Sew Talented**
Dated
Sculpted by Ed Seale
\$5.95 595QXM4195



- Shutterbug**
Dated
Sculpted by Sue Tague
\$5.95 595QXM4212



- Ice Cold Coca-Cola®**
Sculpted by Robert Chad
\$6.95 695QXM4252



- Tiny Home Improvers**
Six-Piece Set
Dated
Sculpted by Ed Seale
\$29.00 2900QXM4282



- Gentle Giraffes**
Complements "Noah's Ark" Special Edition set introduced in 1994.
Sculpted by Linda Sickman
\$5.95 595QXM4221



- Home Sweet Home**
Dated
Sculpted by Ed Seale
\$5.95 595QXM4222



- Future Star**
Dated
Sculpted by Sharon Pike
\$5.95 595QXM4232



- Heavenly Music**
Dated
Sculpted by Sue Tague
\$5.95 595QXM4292



MINIATURE ACCESSORIES



- Victorian Skater**
Dated
Sculpted by Duane Unruh
\$5.95 595QXM4305



- Peppermint Painter**
Dated
Sculpted by Sue Tague
\$4.95 495QXM4312



- Snowboard Bunny**
Dated
Sculpted by Sue Tague
\$4.95 495QXM4315



- Polar Buddies**
Dated
Sculpted by John "Collin" Francis
\$4.95 495QXM4332

- Shining Star Tree-Topper**
Dimensional Brass
\$9.95 995QXM4141
- Miniature Light String**
15 lights on string
Not for use with Keepsake Magic Ornaments
\$9.75 975QXM5894
- Reversible Miniature Tree Skirt**
\$7.95 795QXM4134
- Miniature Glass Ball Ornaments**
Assorted color balls
Package of 15
\$2.50 250QXM4169
- Ornament Hooks**
Package of 25
\$.99 99QXM5553
- Blue Spruce Miniature Tree**
\$8.95 or \$4.95 with the purchase of any three Keepsake Ornaments.
Tree is two feet tall
895QXM4335

Ideas!



Keepsake Miniature Ornaments add a touch of whimsy to holiday decorating. (Clockwise from upper left): Accessorize a length of gold braid with ornamental miniatures ... Add them to an old-fashioned pin board displaying Christmas mementoes ... *Keepsake Miniature Ornaments* give Christmas stockings extra appeal ... "Tiny Home Improvers" brighten a "tool-belt" stocking; Dorothy's ruby slipper is home to the four "King of the Forest" Wizard of Oz™ characters; five miniature cars from "On the Road" series get off to a great start on a holiday vacation stocking.

Creative Staff

Left to right: Nina Aubé, Lisa Vogel,
Tracy Larsen, Kristina Kline, LaDene Votruba



Left to right: Carol Kobza, Martha Moldaver,
Steve Goslin, Maria Gonzalez, Nilla Childs



Back row: Don Palmiter, Dill Rhodus, Linda Sickman
Front row: Patricia Andrews, John "Collin" Francis,
Sue Tague





Left to right:
Lynn Norton,
Anita Marra Rogers,
Joanne Eschrich,
Joyce Lyle, Ken Crow,
Bob Siedler



Left to right: Nello Williams, Karla Schiller,
Ginger Shaw, Duane Unruh



Standing: David Beal, Ed Seale, Katrina Bricker
Seated: Lynn Paxson, Tammy Haddix



Left to right: Sharon Pike,
Jack Benson, Diana McGeehee,
Robert Chad, Candy Dunbar,
Jack Perry
Not shown: Peggy Sixta

Kiddie Car Classics

AND SIDEWALK CRUISERS COLLECTION

Bring back childhood memories with these die-cast scale model replicas based on authentic pedal cars and sidewalk cruisers made during the 1930s through the 1960s. Each vehicle features working pedals and rubber tires.

Please visit your participating Hallmark Gold Crown store to see the entire offering of Kiddie Car Classics.



1937 GARTON® Ford
Luxury Edition
\$65.00



1939 American
National Pedal Bike
\$38.00



1939 GARTON®
Ford Station Wagon
\$55.00



1960 Murray®
Blaz-O-Jet
Tricycle
\$45.00



1940 Gendron
"Red Hot" Roadster
\$55.00



1956 Murray® Golden Eagle
Limited Edition
\$50.00

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1996 Murray®

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Kiddie Car Corner

Welcome to Kiddie Car Corner! Inspired by childhood memories of old-time service stations, this nostalgic tin collection creates an environment of fun. Tow in your Kiddie Cars with the new Junior Service Truck, and create your own setting with KC's Garage, gas pumps, signs, and the first in a series of billboards.



1997 Murray®

KC's Garage
Limited Edition
\$70.00

Pedal Petroleum
Gas Pump
\$25.00

Pedal Power
Premium Lighted
Gas Pump
\$30.00

Sidewalk
Sales Signs
\$15.00

1941 Murray®
Junior Service
Truck
\$55.00

Sidewalk
Service Signs
\$15.00

Welcome Sign
1st in Bill's Boards
Series
\$30.00


Hallmark
GOLD GLOWN

HOLIDAY TRADITIONS™ Barbie™ Collectibles

Bring BARBIE® home for the holidays! Holiday Traditions™ BARBIE® doll is the first in a new series of Hallmark exclusive Special Edition BARBIE® dolls. Hallmark is proud to introduce the new Holiday Homecoming Collection™, including a Keepsake Ornament, and limited edition porcelain figurine and plate, inspired by Holiday Traditions™ BARBIE® doll.

**Holiday Traditions™ BARBIE™
Porcelain Figurine**
Limited Edition
\$45.00



**Holiday Traditions™ BARBIE™
Porcelain Plate**
Limited Edition
\$30.00



**Holiday Traditions™ BARBIE™
Ornament**
\$14.95



VICTORIAN ELEGANCE™
Barbie™ Collectibles



The Victorian Christmas Collection remembers the past three years of Hallmark exclusive Special Edition BARBIE® dolls, with a Keepsake Ornament, a limited edition porcelain plate, and a set of three doll-shaped cards based on the original holiday beauties from 1994, 1995 and 1996.

Please visit your Hallmark Gold Crown Store to see all of the Hallmark exclusive BARBIE™ Collectibles.

Set of Three Cards

Based on '94, '95 and '96 BARBIE® Dolls
\$15.00



Victorian Elegance™ BARBIE™

Porcelain Plate
Limited Edition
\$30.00



Victorian Elegance™ BARBIE™
Ornament
\$14.95



Merry Miniatures®

Welcome to the whimsical world of Merry Miniatures® figurines! This year there are 19 new offerings in four collectible groups. You can express the joy of special seasons with "Holidays," focus on favorite activities with "Hobbies," recall childhood memories and classic tales with "Story Time," or start a lifelong friendship with the adorable characters in "Personalities." Please visit your Hallmark Store to see the entire Merry Miniatures® offering.



Bashful Visitors
\$12.95



HERSHEY'S™
1st in series
\$12.95



The Nativity
Christmas Pageant
Collection
\$7.95



Three Wee Kings
Christmas Pageant
Collection
\$12.95

KEEPSAKE

Spring Ornaments

Think flowers, think fashions, think fun. Think of gardening, the great outdoors, and new ways to display Spring Ornaments.

In February 1998, the Eighth Annual Collection will debut at your Hallmark Gold Crown Store. The collection features a beautiful BARBIE™, Disney's classic characters, a storybook friend from The Beatrix Potter™ tales, and a unique Sidewalk Cruiser to display with Kiddie Car Classics. The forecast for spring is definitely bright and sunny!

The ornaments pictured here are from the 1997 Collection. Different designs will be offered in 1998 because each design is offered for only one year.

**Based on the BARBIE™
as Rapunzel doll**
1st in the Children's
Collector series
\$14.95

Jemima Puddle-Duck
2nd in the Beatrix Potter™
series
\$8.95



**1935 Steelcraft Streamline
Velocipede by Murray®**
1st in Sidewalk Cruisers series
\$12.95



Colorful Coal Car
2nd in the Cottontail
Express series
\$8.95

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Hallmark
GOLD CROWN

Please enroll me as a:

- New Member DBN97**
 Renewing Member (fill in member number)

									DRN97
--	--	--	--	--	--	--	--	--	-------

I'd like to give a:

- Gift Membership DRG97**

You can save by enrolling for more than one year! Plus, members who enroll for more than one year receive priority shipping in their second and third years.

- One year** (1997) \$22.50*
 Two years (1997-98) \$43.00*
 Three years (1997-99) \$63.50*

*Includes shipping and handling. Total remittance includes applicable state and local sales tax.

Payment method:

- Check/Money Order payable to Hallmark Keepsake Ornament Collector's Club (U.S. funds only)

Visa MasterCard Discover

Expiration date

Credit card number

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MO

YR

Signature _____ (Required for credit card orders)

Applications must be postmarked by December 31, 1997. Sorry, no exceptions.

MEMBER INFORMATION

Please provide information for new member, renewing member, or the person to whom you're giving a gift membership. Gift-givers must complete the GIFT-GIVER section as well.

Please print clearly in ink.

Member/Gift Recipient Name _____

Address _____

City _____

State/Province _____

ZIP/Postal Code _____

Home Phone () _____

Work Phone () _____

GIFT-GIVER INFORMATION

Do you, as the gift-giver, wish to be notified when it's time to renew this gift membership? Yes No

Gift Giver Name _____

Address _____

City _____

State/Province _____

ZIP/Postal Code _____

Home Phone () _____

Work Phone () _____

Detach this page and send with payment to:

Hallmark Keepsake Ornament Collector's Club
P.O. Box 419824
Kansas City, MO 64141-6824

FOR RETAILER USE ONLY

Retailer Account Number: _____

(Must be completed by retailer.)

- APPLICATIONS MUST BE POSTMARKED BY DECEMBER 31, 1997. SORRY, NO EXCEPTIONS.
- Membership kit will arrive within 8 weeks, via U.S. mail.
- Make checks payable to: Hallmark Keepsake Ornament Collector's Club.
- If ordering from outside the United States, please pay in U.S. funds.
- Orders from outside the U.S. and Canada must have a U.S. shipping address.
- A Canadian goods and services tax is applicable to orders delivered to Canadian addresses.

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.

DECORATIVE IDEAS

In your 1997 *Keepsake Ornament Dream Book*, we have included an assortment of ideas and suggestions for your Hallmark Keepsake Ornaments that might help you with your own holiday decorating. 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 previous years' collections which are no longer available at retail.

When you care enough
to send the very best

497RCB1583

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