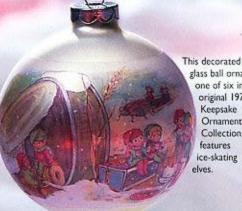


Discover all that's new for 1998, the 25th year of Keepsake Ornaments. Since 1973 there's been just one rule in this busy Hallmark studio: each year's collection must outshine



glass ball ornament. one of six in the original 1973 Ornament Collection,

the ones that came before.

Our creative staff includes

23 artists, whose talent and dedication can be seen in this Dream Book and at your Hallmark retailer. As we celebrate our 25th Anniversary, please remember -

you're the guest of honor. Enjoy!

The 1998 Artist's Studio Collection Ornament, "Santa's Deer Friend" reflects the intricate sculpting and painting of today's handcrafted Keepsake Ornaments.

Celebrating the holidays

(Top row. left to right) Maria Gonzalez, Joyce Lyle, (Middle row, left to right) Martha Moldaver, Anita Marra Rogers, Diana McGehee. Lynn Norton, Sharon Pike, (Front row, seated, left to right) Lisa Vogel, Lynn Paxson, Ginger Shaw



and the spirit of creativity — the staff gathers
for photographs at the Hallmark Visitors Center.

Located in the Crown Center Shops, across
from Hallmark headquarters, the Center
is open to the public.



(Back row, standing, left to right) John "Collin" Francis, Patricia Andrews, Dill Rhodus, John Hatfield, Katrina Bricker, (Seated, left to right) Don Spahr, Tim Staley



(Bock row, left to right)

Deb Murray, Jack Perry, Ken Crow,
Tammy Haddix, (Front row, left to right)

Nina Aubė, LaDene Votruba, Kristina Kline



(Back row, standing left to right)
Tracy Larsen, Candy Dunbar, Jack Benson,
(Front row, seated, left to right)
Bob Siedler, Linda Sickman, Peggy Sixta



(Top row,
left to right)
Don Palmiter,
Steve Goslin,
(Middle row,
left to right)
Duane Unruh,
Chris Webb,
Nello Williams,
Sue Tague, Ed Seale,
David Beal,
(Front row, seated)
Joanne Eschrich

MAY

Register To Win Kiddie Car Classics 1960 Eight Ball Racer. Third in the Winner's Circle collection series*

JULY

Keepsake Ornament Premiere* (July 18 & 19) Collectibles arrive: Kiddie Car Classics*

Special Issue Ornaments arrive:

Silken Flamers BARBIEM Ornament and STAR WARS™

AUGUST

Special Issue Ornaments arrive: STAR TREK™

SEPTEMBER

Special Issue Ornaments arrive: Sports Collection including Grant Hill ... Mario Lemieux ... Joe Montana ... Richard Petty ... Cal Ripken, Jr. ... Emmitt Smith

Collectibles arrive: Kiddie Car Classics, Sidewalk Cruisers, Kiddie Car Corner and new Don Palmiter Custom Collection*

OCTOBER

Keepsake Ornaments 25th Anniversary Event * (October 3 & 4)

Collectibles arrive: Spoonful of Stars by Becky Kelly Collection*



1973

First decorated ball ornaments. dated, first series



First appearance of Mickey Mouse and his friends—a the EANUTS® G

1977



1975

handcrafted ornaments

19

First commemorative, Baby's First hristm



1980

First pressed tin ornament



1982

First edition, Tin Locomotive series

1986

series

First talking ornament First motion ornament

irst edition, Nostalgic

First lighted ornament

Houses and Shops

1988

First Miniature Ornaments

© 1973 Hallmark Cards, Inc. **O** Disney

NOVEMBER

Holiday Open House (November 14 & 15) Special Arrival: Mickey Express, five Merry Miniatures® figurines featuring Disney characters*

Special Issue Ornaments arrive: Holiday BARBIE™ ... The Grinch, DR SEUSS™ Also arriving "Flik" from Disney's A Bug's Life

Collectibles arrive: LIONEL® Limited ... School Days Lunch Boxes ... BARBIE™ Collectibles by Hallmark*

* Gold Crown Store exclusives

Symbols Identify Special Features



KEEPSAKE MAGIC ORNAMENT

Design features light, motion, sound, voice, musicor a combination!



TRADING CARD

A Hallmark-exclusive trading card is included with this ornament.

1990

First edition, Merry Olde Santa series

1991

First STAR TREK™ ornament

First Winnie the Pooh Collection

1993

First Edition, Holiday BARBIE™ series



1994

First edition, Kiddie Car Classics series First series featuring sports stars

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LLC. Made for Hallmark Cards,



1996

First edition. LIONEL® Train series

1998

Hallmark artists just keep dreaming up new ideas!

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25th Anniversary Hallmark Keepsake Ornaments

How do you celebrate a 25th Anniversary?

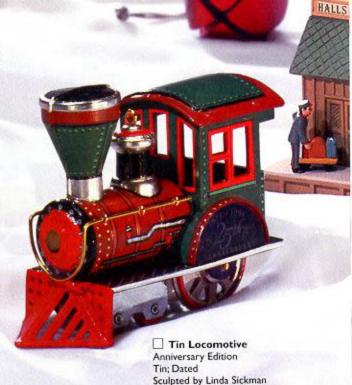
By inviting your friends to share a special occasion, of course. Please accept this invitation to join the fun and festivities October 3 & 4 at your Gold Crown Store.

To commemorate this landmark year, the studio artists

have created a special 25th Anniversary Collection of Keepsake Ornaments. The "Tin Locomotive" and "Halls Station" were inspired by designs that collectors have told us are among their favorites from previous years.

The third design, "Joyful Messenger," is reminiscent of lovely angels in the Hallmark Archives and Design Collections.

Come see all that's new at this special event including the Crown Reflections Blown Glass Collection and more favorite Disney characters. Come, let Hallmark thank you for 25 wonderful years.



\$25.00

2500QX6826



Hallmark Keepsake Ornament Collector's Club



Keepsake Ornaments have helped people recall joyful moments and have enriched decorating traditions for 25 years.

You can get in on more of the 25th anniversary fun by joining the 1998 Hallmark Keepsake Ornament Collector's Club! As a 1998 Club member, you'll be among a privileged group that receives:

 Three Club-exclusive 1998 Membership Ornaments

- The opportunity to purchase three exclusive Club Edition Ornaments
- · Four issues of our Collector's Courier newsletter
- The annual Dream Book, plus other Keepsake Ornament and Hallmark Collectibles brochures, mailed directly to you
- A personalized membership card

And when you join us during 1998, you'll also receive an anniversary surprise to commemorate the 25th Anniversary of Hallmark Keepsake Ornaments!

Simply call 1-800-523-5839, or fill out and mail the application on the back cover, to join our collecting family. There's no better year to join than during the 25th anniversary of Keepsake Ornaments!

Happy Collecting!

Manager, National Hallmark Keepsake Ornament Collector's Club

P.S. Your 1998 Club membership costs just \$22.50, including shipping and handling!

1998 Membership Ornaments -Santa Times Three!

We're offering three unforgettable versions of Santa Claus to those who join the Club for 1998. These charming, Club-exclusive ornaments show Santa as inspired by Hallmark artwork from the 1960s, 1970s and 1980s.



Kringle Bells Keepsake Miniature Ornament, Inspired by a 1965 holiday card from the Hallmark Archives; Dated Sculpted by

Katrina Bricker

New Christmas Friend Inspired by a 1982 holiday card from the Hallmark Archives; Dated Sculpted by Joanne Eschrich

Club Edition Ornaments

These three Club Edition Ornaments at right are available only to 1998 Club members! From the sleek lines of Kiddie Car Classics to the beauty of BARBIETM and the whimsical charm of the PEANUTS® gang, there's something for virtually everyone.

As a 1998 Club member, you'll have the opportunity, but not the obligation, to order one each of these Club Edition Ornaments through your Hallmark retailer. We'll mail the order form to you after you join. Your Club Edition order must be postmarked by May 1, 1999. The 1998 Club Edition Ornaments begin shipping to Hallmark retailers in June 1998.



Based on the 1990 Happy Holidays® BARBIE® Doll Third in the Club-exclusive series Complements the Keepsake Ornament Holiday BARBIE™ series, which has depicted Mattel's annual doll since 1993 Dated Sculpted by Patricia Andrews



1935 Steelcraft by Murray® Die-cast metal, based on a 1935 Steelcraft pedal car design Complements the Keepsake Ornament Kiddie Car Classics series Dated Sculpted by Don Palmiter



Follow the Leader Set of 2 Ornaments Reveals the charm of the PEANUTS® gang in a classic wintertime scene Dated Sculpted by Bob Siedler



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PEANUTS OUnited Feature Syndicate, Inc.



shown actual size

Ornaments not

Making His Way

Inspired by 1970s woodcut artwork; Complements the popular Hallmark Keepsake Ornament Folk Art Americana Collection Dated; Sculpted by Linda Sickman



Clara's Corner

Clara Johnson Scroggins



Author, lecturer and noted grnament historian Clara Johnson Scroggins has written seven editions of Halmark Keebsake Omaments A Collector's Guide.

Do you remember what you were doing in 1973? I do. I was hunting for the first 18 Hallmark Keepsake Ornaments! From the very beginning, I knew that these charming creations were truly "collectible."

Beginning with the very first year, Hallmark gave us something we'd never had before - designs that are unique, year-dated, and available for only a limited time.

Even the first series ornament was introduced in 1973.

Now, 25 years later - because they listen to what collectors want, and they give artists the freedom to innovate and to follow their hearts - Hallmark remains the leader in collectible ornaments. Best of all. Hallmark enables us to build personal collections that reflect our favorite memories and life's milestones and to share our love of collecting with others.

Hallmark Keepsake Ornaments: A Collector's Guide

Sixth Edition, 1973 - 1993 The first 20 years (Reprinted with new cover and introduction) \$29.95 2995OC2098 Available in September

Available in July Seventh Edition 1994 - 1998The most recent 5 years \$14.95 1495QC598 Limited Edition Boxed Set (Sixth and Seventh Editions) \$45.00 4500QC2598

GOLD CROWN EXCLUSIVE





Clara's Top Picks

Which Keepsake Ornament will be the most popular this year? Clara suggests that it may be among the following 15 designs. Her picks are based on ornaments that have special appeal to her as well as on her knowledge of collectors' interests. How does your list compare?

1937 Steelcraft Auburn

-1st in the Miniature Kiddle Car Luxury Edition series

Cinderella's Coach

-Walt Disney's Ginderella

Cruella de Vil.

-Walt Disney's 101 Dalmotions 1st in the Unforgettable Villains series

Donald and Daisy in Venice

-1st in the Romantic Vacations series Glorious Angel-Ist in the Madame

Alexander® Holiday Angels series

The Grinch-DR. SEUSS™ Joe Cool-Ist in the Spotlight on SNOOPY series

Larry, Moe, and Curly-The Three Stooges ** - Set of 3 ornaments

Mop Top Wendy-3rd in the Madame Alexander® series The Nativity-1st in The Nativity

series: Fine Pewter

Pony Express Rider-1st in The Old West series

Richard Petty-2nd in the Stock Car Champions series

Superman 14, Commemorative Edition-Tin lunch box opens and closes

The Stone Church-Lighted, 1st in the Candlelight Services series

A Visit From Piglet-Ist in the Winnie the Pooh series



Each year Clara selects one design as the best expression of the spirit of the season and the essence of Keepsake Ornaments.

year she has given the award. "Journey To Bethlehem" is shown on page 39.

This is the third



Keepsake Ornament Premiere

July 18 and 19 are the dates ... your Hallmark Gold Crown Store is the place. It's the annual Keepsake Ornament Premiere - your first opportunity to see the 1998 collection in person!

Event-exclusive figurines designed especially for the 25th Anniversary

year will be available in limited quantities during Premiere.

· Register to win exciting prizes!

· Meet other Keepsake Ornament collectors!

· Be sure to bring your Hallmark Gold Crown card.

Premiere Exclusives

Santa's Merry Workshop Musical Figurine

Windup music and movement Turn the windup knob and Santa. Mrs. Claus, and one of Santa's merry elves revolve in and out of workshop to a favorite holiday tune. "Here Comes Santa Claus" Dated; Sculpted by Ed Seale 3200QX6816 \$32.00

Bride and Groom-1996 Madame Alexander® Set of 2 Merry Miniatures® figurines Dated; Sculpted by John "Collin" Francis

1295OFM8486 Madame Alexander® ALEXANDER DOLL COMPANY, INC.



\$12.95





Also Available at Premiere

HERSHEY'S™ Set of 2 Merry Miniatures® figurines; 2nd in the series Sculpted by Katrina Bricker \$10.95 1095QFMB493

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Other Merry Miniatures® figurines shown on bare 52.



Special Issues

The first Keepsake Ornaments to be identified as Special Issues appeared in 1993. Scheduled to arrive in Hallmark stores from July through November, these designs are among the most sought-after ornaments of the year.

This year, eight Special Issues ornaments are from Collectible Series. They are included in this section to assist you with your shopping calendar, and they also appear in the Series section for ease of record-keeping.

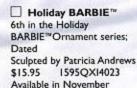


DR. SEUSS™ The Grinch Dated Sculpted by Robert Chad \$13.95 1395QXI6466 Available in November OTM Dr. Seuss Enterprises, L.P. 1998.

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BARBIETM

Silken Flame™ 5th in the BARBIE™ Ornament series; Dated Sculpted by Patricia Andrews \$15.95 1595QXI4043 Available in July



Also Available African-American Holiday BARBIE™ 1st in the series; Dated Sculpted by Patricia Andrews \$15.95 1595QX6936 Available in November







New series complements ongoing series. Not part of Special Issues.



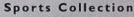
STAR TREKT

Available in August

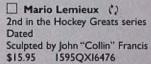
Did You Know: Opening with the now-magical phrase, "SPACE ... the final frontier ..." the first episode of STAR TREK™ aired on television in 1966. The first Keepsake Ornament to feature the Starsbip Enterprise™ appeared in 1991, to commemorate the 25th anniversary of STAR TREK™. A Federation starsbip or sbuttlecraft has been featured in the Keepsake Ornament collection each year since 1991.

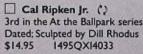


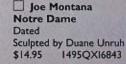
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Available in September

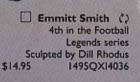




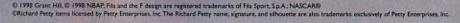




3rd in the At the Ballpark series



Richard Petty () 2nd in the Stock Car Champions series Sculpted by Ed Seale NASCAR 1595OXI4143 \$15.95



Grant Hill ()

\$14.95

Fila shoes.

4th in the Hoop Stars series Sculpted by Duane Unruh

1495QXI6846 Note: Ornament will depict

Richard Petty

Crown Reflections

Blown Glass Ornaments

Beautiful glass ornaments introduced by skilled European craftsmen more than a century ago quickly became known as "tree jewelry." Now Hallmark celebrates this time-honored art with Crown Reflections, Keepsake Ornaments created in the Old World tradition. Each lovely ornament is individually hand blown and meticulously hand painted, an exquisite treasure for your collection.

Available in October

A. Gold
Gifts for a King
Designed by Tracy Larsen
\$22.00 2200QBG6836

B. Myrrh
Gifts for a King
Designed by Tracy Larsen
\$22.00 2200QBG6893

C. Frankincense
Gifts for a King
Designed by Tracy Larsen
\$22.00 2200QBG6896

The Three Kings Collection Available in 1998 and 1999







New Series

D. Red Poinsettias
Ist in a Holiday Traditions series
\$35.00 3500OBG6906

General

E. White Poinsettias
Complements Holiday Traditions series
\$25.00 2500OBG6923





F. Pink Poinsettias
Complements Holiday Traditions series
\$25.00 2500OBG6926

G. 1955 Murray® Fire Truck
Inspired by the 1995 Keepsake Ornament
Dated; Designed by Tammy Haddix
\$35.00 3500QBG6909

Inspired by 1982 Keepsake Ornament
Tin Locomotive; Dated; Designed by Sue Tague
\$35.00 3500QBG6903





J. Frosty Friends
Set of 2 Ornaments
Inspired by the Frosty Friends
series of Keepsake Ornaments
Dated; Designed by Ed Seale
\$48.00 4800QBG6907

Cottage
Designed by Tammy Haddix
\$35.00 3500OBG6917

L. Sweet Memories Set of 8 Ornaments Designed by Kristina Kline \$45.00 4500QBG6933





Collectible Series

One of the greatest joys in collecting is watching a collection grow over time. That's what gives Series ornaments their special appeal. There's a wide range of themes and stylings to choose from. Once you select a series, you'll enjoy looking forward to (and guessing!) what the next ornament will be. It's true—building a collection for yourself or for someone else brings a lifetime of rewards.

In 1998, 10 new series debut, and five make a final appearance.

Did You Know: Each Keepsake Ornament series offers one new design per year and is offered for a minimum of three years. Some series have impressive histories. Here Comes Santa, for example, is the longest running series (20 years!) Each series ornament carries a tree-shaped symbol, with a number inside, to identify its place in the series.

New Series

A. The Stone Church
Ist in the Candlelight
Services series
Lighted churches in a variety
of architectural styles reflect
the joy of the season
Light; Dated
Sculpted by Ed Seale
\$18.95 1895QLX7636

■ B. Pony Express Rider
Ist in The Old West series
Legendary characters whose
courage and determination
shaped the course of history
in the American West
Dated; Sculpted by Duane Unruh
\$13.95 1395QX6323

☐ C. African-American Holiday BARBIE™

Ist in the series
Each year's design will correspond
to the lovely Happy Holidays®
dolls being offered by Mattel that
season; Dated
Sculpted by Patricia Andrews
\$15.95 | 1595QX6936
Available in November

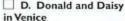
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Mickey & Co. 1st in the Romantic Vacations series Donald and Daisy-or Mickey and Minnie-visit a different, glamorous location each year Dated \$14.95 1495OXD4103

Available in October

E. Cruella de Vil

Walt Disney's 101 Dalmatians 1st in the Unforgettable Villains series Colorful and crafty, these characters bring out the best in the heroes of Disney's classic films; Dated \$14.95 1495OXD4063

Available in October

F. A Visit From Piglet

1st in the Winnie the Pooh series Book-style ornaments create a wee library of very short stories about Pooh and his friends Dated \$13.95 1395OXD4086

Available in October

G. A Pony for Christmas

1st in the series Nostalgic designs inspired by the toy horses created by craftsmen to delight children long ago Dated; Sculpted by Linda Sickman 1095OX6316 \$10.95



H. Joe Cool 1st in the Spotlight on

SNOOPY series The beloved beagle stars in some of his favorite roles from the PEANUTS® comic strip Dated; Sculpted by Bob Siedler 995OX6453 \$9.95

I. Snow Buddies

1st in the series

A series of smiling snowmen arrive to share the holiday season with little animal friends Dated; Sculpted by Tammy Haddix \$7.95 795QX6853

K. Glorious Angel

1st in the Madame Alexander® Holiday Angels series Elegant and traditional designs, inspired by the elaborately costumed angels from the Madame Alexander® collection Dated Sculpted by John "Collin" Francis 1495QX6493 \$14.95 Available in October







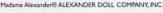
JOHN "COLLIN" FRANCIS

"The Madame Alexander® dolls provide a beautiful opportunity to create heavenly angels. I'm proud to be able to focus on the real meaning of the Christmas season."









Based on the "Winnie the Pooh" works. O.A.A. Milne and E.H. Shepard. PEANUTS OUnited Feature Syndicate, Inc.





Ongoing Series

A. Lighthouse Greetings
2nd in the series
Flashing light
Dated
Sculpted by John "Collin" Francis
\$24.00 2400QLX7536

B. Richard Petty (1)
2nd in the Stock Car
Champions series
Sculpted by Ed Seale
\$15.95 | 1595QXI4143
Available in September

C. Mario Lemieux ()
2nd in the Hockey Greats series
Dated
Sculpted by John "Collin" Francis
\$15.95 | 1595QXI6476
Available in September

D. 1917 Curtiss JN-4D "Jenny" 2nd in the Sky's the Limit series

2nd in the Sky's the Limit series Dated Sculpted by Lynn Norton \$14.95 | 1495OX6286

E. Marilyn Monroe
2nd in the series
Dated
Sculpted by Patricia Andrews
\$14.95 | 1495QX6333

Available in October

☐ F. Scarlett O'Hara™ 2nd in the series Dated Sculpted by Patricia Andrews

G.The Clauses on Vacation
2nd in the series
Dated
Sculpted by Bob Siedler
\$14.95 | 1495QX6276

1495OX6336







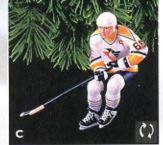
J. Minnie Plays the Flute Mickey & Co. 2nd in the Mickey's Holiday Parade series Dated \$13.95 1395OXD4106



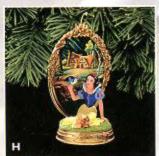












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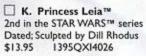












L. Ready for Christmas Mickey & Co. 2nd in the Hallmark Archives series Dated; Includes Collector's Card \$12.95 1295QXD4006

M. Timber Wolves at Play Mark Newman 2nd in the Majestic Wilderness series

N. Victorian Christmas II

Dated \$12.95 1295QX6273

Thomas Kinkade, Painter of Light™ 2nd in the Thomas Kinkade series Ceramic; Dated \$10.95 1095QX6343 GOLD CROWN EXCLUSIVE

O. Apollo Lunar Module 3rd in the Journeys Into Space series Features Sound: Dated

The Lunar Module was used to taxi U.S. astronauts from their Apollo spacecraft to the surface of the moon and back You can hear a message from the 1971 Apollo 14 mission

\$24.00 2400QLX7543

P. Pennsylvania GG-I Locomotive

3rd in the LIONEL® Train series Die-Cast Metal; Wheels turn Dated

\$18.95 1895QX6346

Q. Iris Angel 3rd in The Language of Flowers series Silver-plated basket; Dated Sculpted by Sue Tague \$15.95 1595OX6156

R. Mop Top Wendy 3rd in the Madame Alexander® series Dated Sculpted by John "Collin" Francis

1495OX6353

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O Disney

\$14.95

D 1998 MARK NEWMAN

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Madame Alexander® ALEXANDER DOLL COMPANY, INC.

















☐ A. Mexican BARBIE™
3rd in the "Dolls of the World"
Ornament series
Dated
Sculpted by Anita Marra Rogers
\$14.95 | 1495 OX6356

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E. 1937 Ford V-8
4th in the All-American
Trucks series
Wheels turn; Dated
Sculpted by Don Palmiter
\$13.95
1395QX6263

F. 1955 Murray®
Tractor and Trailer
5th in the Kiddie
Car Classics series
Set of 2 Ornaments
Cast Metal; Wheels turn
Dated
Sculpted by Don Palmiter
\$16.95 16950X6376

G. Silken Flame™
5th in the BARBIE™
Ornament series; Dated
Sculpted by Patricia Andrews
\$15.95 | 1595OXI4043

6th in the series Dated Sculpted by Patricia Andrews \$15.95 | 1595QX14023

□ H. Holiday BARBIE™

Available in November







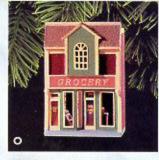


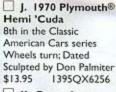












Sculpted by Sharon Pike \$7.95 795QX6393 N. Daphne – Mary's Angels I I th in the series Designed by Mary Hamilton Sculpted by Robert Chad

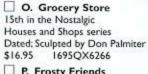
795QX6153

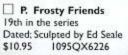
M. Fabulous Decade

9th in the series

\$7.95

Brass date: Dated





Q. Santa's Bumper Car 20th in the Here Comes Santa series Dated; Sculpted by Sue Tague \$14.95 1495QX6283



L. Merry Olde Santa
9th in the series
Dated; Sculpted by Duane Unruh
\$15.95 | 1595QX6386





Final Editions

A. Ricky-All God's Children® Martha Root 3rd and Final in the series Dated

\$12.95 1295QX6363

B. A Celebration of Angels

4th and Final in the series Dated

Sculpted by Patricia Andrews \$13.95 1395QX6366

C. Yuletide Central
Sth and Final in the series
Pressed Tin: Wheels turn

Dated Sculpted by Linda Sickman

\$18.95 1895QX6373

D. Cat Naps

5th and Final in the series

Dated Sculpted by Katrina Bricker \$8.95 895OX6383

☐ E. Bright Sledding Colors 10th and Final in the CRAYOLA® Crayon series

Dated Sculpted by Sue Tague \$12.95 1295QX6166

ALL GOD'S CHILDREN®: © 1998 Martha Root

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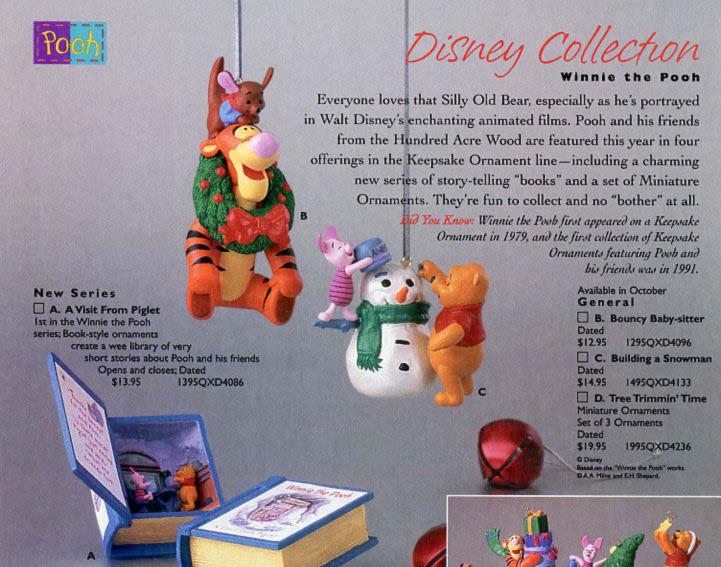












Mickey & Co.

The Whole Gang's here—the childhood friends you never outgrow! This year, Mickey and his pals are depicted in a total of nine Keepsake Ornament designs, including one new series, the first appearance of Baby Mickey, and the first lighted Keepsake Ornament starring Mickey. All feature Walt Disney's beloved characters with distinctive pie-shaped eyes, as they were seen on movie screens in the 1930s.

Did You Know: Walt Disney characters first appeared on Hallmark greeting cards in 1932.

Ongoing Series

A. Minnie Plays the Flute 2nd in the Mickey's Holiday Parade series; Dated \$13.95 | 1395OXD4106

B. Ready for Christmas
2nd in the Hallmark
Archives series
Dated; Includes Collector's Card
\$12.95 1295OXD4006

© Dones



New Series

Donald and Daisy in Venice
Ist in the Romantic Vacations series
Donald and Daisy-or Mickey and Minnievisit a different glamorous location each year
Dated
\$14.95 | 1495OXD4103

\$14.95 | 1495QXD41 Available in October





Movie Favorites

Walt Disney's magical films have become a national treasure. With every viewing, we seem to discover delightful new details. The 1998 collection of Keepsake Ornaments showcases favorite characters from classic films, new theater releases and video premieres. And Cinderella and her Prince dance the holidays away in a charming Keepsake Ornament.

New Series

A. Cruella de Vil
Walt Disney's 101 Dalmotions
1st in the Unforgettable Villains series
Colorful and crafty, these characters
bring out the best in the heroes of
Disney's classic films; Dated
\$14.95 | 1495QXD4063
Available in October

O Disney

Ongoing Series

B. Walt Disney's Snow White 2nd in The Enchanted Memories Collection Dated \$14.95 1495OXD4056



General

Cinderella at the Ball
Walt Disney's
Cinderella
Magic Ornament
Light and Motion
Cinderella and
Prince glide
around dance
floor while light
above chandelier
glows; Dated
\$24.00
2400QXD7576
Available in July









Pop Culture Icons

Tell a story ... share a smile ... recall a memory.

That's what this special category of Keepsake Ornaments is all about. From childhood treasures to favorite film and television programs, there's something for everyone.

and Motion

Dated

\$24.00

C. 1998 Corvette® 2

Light, Blinking Lights,

circle the turntable

Spotlight overhead glows,

Sculpted by Don Palmiter

2400QLX7605

while the red "chase lights"

Ready, set, remember!

A. Larry, Moe, and Curly The Three Stooges™ Set of 3 Ornaments Dated; Sculpted by Tracy Larsen \$27.00 2700QX6503 Available in October

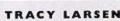
B. The Washington Monument

Flashing Lights and Sound Light at base of monument glows softly; Lights flash across the sky accompanied by the sounds of real fireworks Dated; Designed by Ed Seale \$24.00 2400QLX7553

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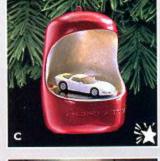
provide a musical

twist to these

characters.

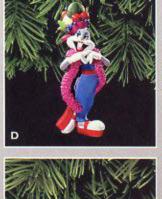
comical

"I had a lot of fun doing research for this set of ornaments! I watched several of the Three Stooges short movies and between laughs I noticed they played, or pretended to play, musical instruments. Since I've always loved music, I decided to















D. Bugs Bunny LOONEY TUNES Sculpted by Robert Chad \$13.95 1395QX6443

☐ E. 1998 Corvette® Convertible Wheels turn; Dated

Wheels turn; Dated Sculpted by Don Palmiter \$13.95 1395QX6416

F. Tonka® Road Grader Die-Cast Metal; Dated Front section and grader pivots \$13.95 | 13950X6483

☐ G. Hot Wheels™ 30TH ANNIVERSARY Dated

Sculpted by Ken Crow \$13.95 | 1395QX6436

H. Munchkinland™
Mayor and Coroner
The Wizard of Oz™
Set of 2 Ornaments
Sculpted by Joyce Lyle
\$13.95 13950X6463

☐ J. Superman[™]
COMMEMORATIVE EDITION
Pressed Tin; Dated
Opens and closes
\$12,95 1295QX6423

K. Sweet Treat
 HERSHEY'S™: Dated
 Sculpted by Kristina Kline
\$10.95 1095OX6433

L. Mrs. Potato Head®

Dated \$10.95 1095QX6886 Available in October

M. Maxine

Character designed by John Wagner Sculpted by Sharon Pike \$9.95 995OX6446

N. Decorating Maxine-Style
1998 Hallmark Gold Crown
Catalog-Store Exclusive; Dated
Character designed by John Wagner
\$10.95

Available in November For the name of a Hallmark Gold Crown store near you call I-800-HALLMARK.

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Team Sports

Choose Your Favorites!

NFL Collection

Declare your loyalty or delight a dedicated fan with ornaments that represent the teams on the most-watched list!

All designs are dated and sculpted by John "Collin" Francis









- CAROLINA **PANTHERS™** \$9.95 995OSR5026
- ☐ CHICAGO BEARS™ \$9.95 995OSR5033
- DALLAS COWBOYS™ \$9.95 995OSR5046
- **DENVER BRONCOS™** \$9.95 995OSR5053
- GREEN BAY **PACKERS™** \$9.95 995QSR5063

- KANSAS CITY **CHIEFS™** \$9.95 995QSR5013
- MIAMI DOLPHINS™
- \$9.95 995OSR5096 ■ MINNESOTA
- **VIKINGS™** \$9.95 995OSR5126
- NEW YORK GIANTS™ \$9.95 995OSR5143
- OAKLAND RAIDERS™ 995QSR5086 \$9.95

- PHILADELPHIA EAGLES™
- 995QSR5153 \$9.95
- PITTSBURGH STEELERS M \$9.95 995OSR5163
- ST. LOUIS RAMS™ \$9.95 995OSR5093
- SAN FRANCISCO 49ERS™
- \$9.95 995OSR5173
- WASHINGTON REDSKINS™ \$9.95 995QSR5186



NBA Collection

Can't wait to see a favorite player win the championship with a solid slam-dunk?

Select this design to add a touch of courtside drama to the holidays.

All designs are dated and sculpted by Bob Siedler



HORNETS
\$9.95 995QSR1033

☐ CHICAGO BULLS
\$9.95 995QSR1036

☐ DETROIT PISTONS
\$9.95 995QSR1043

☐ HOUSTON ROCKETS
\$9.95 995QSR1046

☐ INDIANA PACERS
\$9.95 995QSR1053

LOS ANGELES LAKERS

995OSR1056

\$9.95

CHARLOTTE

NEW YORK
KNICKERBOCKERS
\$9.95 995QSR1063

□ ORLANDO MAGIC
\$9.95 995QSR1066

□ SEATTLE
SUPERSONICS
\$9.95 995QSR1076

□ UTAH JAZZ
\$9.95 995QSR1083

Collegiate Collection

New this year! Keepsake Ornament snowmen proudly display the colorful logos of five of the best known schools in the nation.

All designs are dated and sculpted by Tammy Haddix



- ☐ FLORIDA STATE SEMINOLES™ \$9.95 995Q\$R2316
- MICHIGAN
 WOLVERINES™
 \$9.95 995Q\$R2323
- NORTH CAROLINA
 TAR HEELS™
 \$9.95 995OSR2333
- PENN STATE
 NITTANY LIONS**
 \$9.95 995OSR2326

The University name and logo featured on these products are a trademark of that University

■ NOTRE DAME® FIGHTING IRISH™ \$9.95 995QSR2313

Family & Friends

Happy memories are always close at hand when you include Keepsake Ornaments in your holiday decorating and gift-giving. Our studio artists take their inspiration from important events and relationships, as well as the fun of the season.

Perfect to collect and enjoy anew each year!

This year marks the introduction of a new caption,

"New Arrival," and the special two-ornament set,

"Friend of My Heart."

Did You Know: The first commemorative Keepsake Ornament, "Baby's First Christmas," was offered in 1976.

Another long-running caption, "First Christmas Together,"
was introduced the following year.

Baby

A. New Arrival

Porcelain Dated

Sculpted by LaDene Votruba \$18.95 1895OX6306

B. Baby's First Christmas

Dated

Sculpted by Joanne Eschrich \$9.95 995OX6586

C. Baby's First Christmas

Dated

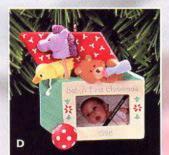
Sculpted by Sue Tague \$9.95 995QX6233

D. Baby's First Christmas

Photo Holder

Dated Sculpted by Kristina Kline

\$8.95 895QX6596



























Child's Age Collection

E. Baby's First Christmas Dated

Sculpted by John "Collin" Francis \$7.95 795QX6603

F. Baby's Second Christmas Dated Sculpted by Ken Crow

795QX6606 G. Child's Third Christmas

Dated

\$7.95

Sculpted by Ken Crow 795QX6613 \$7.95

☐ H. Child's Fourth Christmas Dated

Sculpted by Ken Crow 795QX6616 \$7.95

. Child's Fifth Christmas Dated

Sculpted by Ken Crow \$7.95 795QX6623

Love

K. Our First Christmas Together HALLMARK ARCHIVES COLLECTION Brass and Fine Porcelain Dated

Designed by LaDene Votruba 1895QX6643 \$18.95

L. Our First Christmas Together Photo Holder

Dated

Sculpted by Sue Tague \$8.95 895OX6636

M. Our First Christmas Together Acrylic

Dated

Sculpted by LaDene Votruba \$7.95 795OX3193

N. A Perfect Match

Dated Sculpted by Dill Rhodus 1095QX6633 \$10.95











A. Mom

Dated Sculpted by Kristina Kline \$8.95 895QX6656

B. Dad

Dated Sculpted by Kristina Kline \$8.95 895QX6663

C. Mom and Dad

Sculpted by Kristina Kline \$9.95 995QX6653

D. Son

Opens and closes like a real nutcracker Dated

Sculpted by Nina Aubé \$8.95 895QX6666

E. Daughter
 Opens and closes like
 real nutcracker

Dated Sculpted by Nina Aubé \$8.95 895QX6673 F. Mother and Daughter
Porcelain
Dated
Sculpted by LaDene Votruba
\$8.95 895QX6696

G. Sister to Sister

Dated Sculpted by Sharon Pike \$8.95 895QX6693

H. Grandma's Memories

Photo Holder Dated

Sculpted by Kristina Kline \$8.95 895QX6686

J. Grandson

Dated Sculpted by John "Collin" Francis \$7.95 795QX6676.

☐ K. Granddaughter Dated

Sculpted by John "Collin" Francis \$7.95 795QX6683



















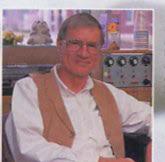












ED SEALE

"I wanted to create a special ornament that could be shared between friends. So I designed complementing ornaments to enable giving a piece of your heart to your friend." L. #I Student Photo Holder Dated

\$7.95 795QX6646

M. Special Dog

Dated

\$7.95 795QX6706

N. Godchild
Dated
Sculpted by Robert Chad
\$7.95 795QX6703

O. New Home

This "New Home" design will be offered in both 1998 and 1999 Dated 1998 Sculpted by Ed Seale \$9.95 995QX6713

P. Chatty Chipmunk Dated Sculpted by Ken Crow \$9.95 995QX6716

Q. Forever Friends Bear
The Andrew Brownsword
Collection
Dated
Sculpted by Sharon Pike
\$8.95 895QX6303

O The Andrew Brownsword Collection

R. Friend of My Heart
Friendship
Set of 2 Ornaments
One design to give to a friend,
another to keep for yourself
Dated
Sculpted by Ed Seale
\$14.95 | 1495QX6723

Lifestyles & Occupations

"Remember the year when ..." Keepsake Ornaments make it even more fun to recall those special times, places, and people. Designs (both whimsical and serious) reflect the ways we spend our days, at work and at play. Over the years, the choice of featured occupations and leisure activities has varied, mirroring the trends of our times.

Did You Know: A Keepsake Ornament complimenting "Teacher" bas been offered every year since 1979.

☐ A. Compact Skater

Dated

Sculpted by Sue Tague \$9.95 995QX6766

☐ B. Catch of the Season

Dated Sculpted by Ed Seale \$14.95 1495QX6786

C. Downhill Dash
Dated
Sculpted by Ken Crow

Sculpted by Ken Crow \$13.95 1395QX6776 D. Holiday Camper

Compass works
Dated
Sculpted by Ed Seale
\$12.95 | 1295QX6783



SUE TAGUE

"My daughter was the inspiration for 'Compact Skater'. As a little girl, she loved to ice skate. It was a magical time filled with fantasy."

























☐ E. Good Luck Dice Dated; Sculpted by Tammy Haddix

F. Puttin' Around Dated; Sculpted by Dill Rhodus

☐ H. "Sew" Gifted Dated; Sculpted by Sue Tague

☐ J. Surprise Catch

K. Polar Bowler

995QX6813

895OX6763 G. Gifted Gardener Dated; Sculpted by Robert Chad 795QX6736

795QX6743

Sculpted by John "Collin" Francis

795QX6753

Dated; Sculpted by Joanne Eschrich

795QX6746 L. Future Ballerina Dated; Sculpted by Sue Tague

795OX6756 M. North Pole Reserve Dated; Sculpted by Ed Seale

\$9.95

\$8.95

\$7.95

\$7.95

Dated

\$7.95

\$7.95

\$7.95





0







Holiday Traditions

So many images come to mind when you think of the holidays! And you'll find a wealth of them in this group of Keepsake Ornaments. Some designs express the true meaning of Christmas-the joy of the Nativity, the legends of Santa, and the spirit of giving. Others suggest winter sports, pastimes, or tasty treats.

This collection is known for its variety of materials including fine porcelain, die-cast metal, and tin. Look for ornaments with special effects, such as light and motion, too.

Ethnic

A. Christmas Request

Dated

Sculpted by John "Collin" Francis \$14.95 1495QX6193

B. King Kharoof-Second King

Legend of Three Kings Collection This ornament complements the 1997 and 1999 Legend of Three Kings Collection Collector's Card enclosed

Dated

Sculpted by Patricia Andrews 1295OX6186

C. OUR SONG

Brenda Joysmith Ceramic; Display Stand Included \$9.95 995OX6183

© Brenda Joysmith

D. A Child Is Born

Dated

Sculpted by LaDene Votruba \$12.95 1295OX6176

E. Feliz Navidad

Dated

Sculpted by Robert Chad \$8.95 895QX6173

















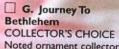






Religious

F. The Holy Family
Blessed Nativity Collection
Fine Porcelain
Set of 3 ornaments
This set will be offered for 3
years, and each year a new
piece will be added
Dated
Sculpted by Joyce Lyle
\$25.00 2500QX6523



Noted ornament collector, author and historian Clara Johnson Scroggins named this design as the "1998 Collector's Choice." Dated

Sculpted by Duane Unruh \$16.95 1695QX6223

H. Madonna and Child
Dated
Sculpted by Anita Marra Rogers
\$12.95 1295QX6516

J. Miracle in Bethlehem
 Dated

Sculpted by Ed Seale \$12.95 1295QX6513

Dated
Sculpted by John "Collin" Francis
\$9.95 995QX6506

L. Cross of Peace Precious Metal Dated Designed by Kristina Kline \$9.95 995QX6856

M. Watchful Shepherd
Dated
Sculpted by Kristina Kline
\$8.95 895QX6496



General

A. Santa's Spin Top
Motion; Dated
Santa and his reindeer circle the
red-and-white striped pole
Sculpted by Sue Tague
\$22.00 22000LX7573

☐ B. St. Nicholas Circle Thomas Kinkade,
Painter of Light™

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C. Santa's Show'n' Tell
Light; Dated
Turn wheel on back of
ornament with thumb to
create shadows on wall
Sculpted by Ken Crow
\$18.95 1895OLX7566

D. Heavenly Melody
HALLMARK ARCHIVES
COLLECTION
Original personal by Hellman

Original artwork by Hallmark artist Bob Haas; Masterworks Collection, Hallmark Archives Dated

Sculpted by LaDene Votruba \$18.95 1895QX6576

E. Santa's Flying Machine
Handcrafted and Tin
Rotor blades and wheels turn
Dated
Sculpted by Ed Seale
\$16.95 1695OX6573

F. Cruising into Christmas Handcrafted and Tin Dated; Sculpted by Ken Crow \$16.95 1695QX6196



ARTIST'S STUDIO COLLECTION

Santa's Deer Friend
The Artist's Studio Collection
highlights ornaments with rich
detailing or special features;
Dated; Sculpted by Robert Chad
\$24.00 2400QX6583





"I envision Santa

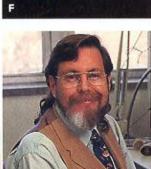
in a natural setting.

I see him as a kindhearted old gentleman caring for the North Pole animals."





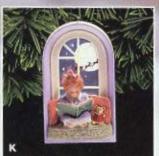














G. Soaring With Angels **FOLK ART AMERICANA** COLLECTION

Angel has antiqued copper wings and a stole made of beads Dated Sculpted by Linda Sickman

\$16.95 1695QX6213 H. Santa's Hidden Surprise

Ceramic: Dated Santa opens at waist 1495QX6913 \$14.95

\$13.95

. Holiday Decorator Can display on your tree as any other Keepsake Ornament-or enjoy the special lighting effect using your own miniature light string; Dated Sculpted by Nello Williams

1395QX6566 K. A Christmas Eve Story **Becky Kelly**

Can display on your tree as any other Keepsake Ornament-or enjoy the special lighting effect using your own miniature light string; Dated Designed by Becky Kelly Sculpted by Sue Tague \$13.95 1395QX6873

L. Mistletoe Fairy

Dated Sculpted by Joanne Eschrich \$12.95 1295QX6216

M. Christmas Sleigh Ride

Die-Cast Metal Wheel turns; Dated Sculpted by Ken Crow 1295QX6556 \$12.95

N. Peekaboo Bears Tree opens to reveal 3 bears

playing peekaboo Dated; Sculpted by Ken Crow \$12.95 1295OX6563

O. Country Home Marjolein Bastin Nature's Sketchbook

Dated Designed by Marjolein Bastin Sculpted by John "Collin" Francis 1095QX5172 \$10.95

© 1998, Marjolein Bastin

\$9.95

P. Merry Chime Handcrafted and Brass With a little breeze chimes will ring Dated; Sculpted by Ken Crow

995QX6692

Q. Night Watch

Dated Sculpted by Bob Siedler \$9.95 995QX6725









A. Nick's Wish List Dated Sculpted by Patricia Andrews \$8.95 895QX6863 B. Sweet Rememberings Dated Sculpted by Sue Tague \$8.95 895QX6876 C. Warm and Cozy Dated Sculpted by Linda Sickman \$8.95 895QX6866 D. Fancy Footwork Dated Sculpted by LaDene Votruba 895OX6536 \$8.95 E. Guardian Friend Dated Sculpted by Joyce Lyle \$8.95 895QX6543 F. Purr-fect Little Deer Dated Sculpted by Sharon Pike \$7.95 795QX6526 G. Writing to Santa Dated Sculpted by Nina Aubé 795QX6533 \$7.95 H. Memories of Christmas Glass Ball Ornament Based on a favorite Hallmark greeting card; Dated Redesigned by Tracy Larsen \$5.95 595QX2406

Accessories

99QX5066



















Keepsake Ornament not included with stand.

\$.99





With Keepsake Ornaments

Upper Left: Watch your children's eyes light up when you attach their favorite ornament to a treasured Christmas stocking!

© Dianey

Right: Oh what a heavenly sight, to gaze upward and behold angels flying beneath the light!



Lower Left: Your guests will marvel at your creativity when you lovingly attach a special Keepsake Ornament to their chair cover!





Upper Left: The Grinch climbs atop a miniature Christmas tree only to discover he's become a tree toppler. Wrap up this treasured book with a Keepsake Ornament.

Lower Left: A wooden trellis rising up from a moss covered planter provides a beautiful environment for displaying your ethnic collection.

Below: Chocolate lovers will indulge in this delightful container full of colorful HERSHEY'S™ Kisses. Two adorable "Sweet Treat" mice assist in adding the finishing touches.

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cepsake Miniature Orname

Prized by collectors for their small size and intricate detail, Keepsake Miniature Ornaments were introduced in 1988.

In celebration of their 10th anniversary, a fine pewter edition of the popular 1989 Noel R.R. "Locomotive" is being offered this year. The 1998 collection also features

three new series and three final editions. Did You Know: Betsey Clark first appeared in the

1973 Keepsake Ornament collection.

This year she debuts in a miniature design.



Welcome Friends 2nd in the series; Dated Sculpted by Sharon Pike 695OXM4153



Antique Tractors

2nd in the series Die-Cast Metal Dated Sculpted by Linda Sickman 695QXM4166 \$6.95



Snowflake Ballet 2nd in the series Dated Sculpted by Patricia Andrews \$5.95 595QXM4173

New Series



■ The Nativity 1st in the series As the series continues,

visitors arrive to celebrate the birth of Baby Jesus Fine Pewter Dated

Sculpted by Duane Unruh 995OXM4156 \$9.95



1937 Steelcraft Auburn 1st in the Miniature Kiddie Car Luxury Edition series

Pedal cars based on Luxury Edition models from the popular Hallmark collection of Kiddie Car Classics Die-Cast Metal. Wheels turn Dated

Sculpted by Don Palmiter \$6.95 695OXM4143

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Winter Fun With SNOOPY®

1st in the series SNOOPY and his friends share a variety of "cool" holiday activities Dated Sculpted by Tracy Larsen \$6.95 695OXM4243

PEANUTS OUnited Feature Syndicate, Inc.



Ongoing Series Continued



☐ Teddy-Bear Style 2nd in the series Arms and legs move Dated; Sculpted by Duane Unruh

\$5.95



Nutcracker 3rd in The Nutcracker Ballet series Dated; Sculpted by LaDene Votruba \$5.95 595QXM4146



Dump Truck 4th in the Miniature Kiddie Car Classics series Die-Cast Metal: Dated Sculpted by Don Palmiter \$6.95 695QXM4183

☐ Murray Inc.®

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Miniature Clothespin Soldier 4th in the series Arms move back and forth Sculpted by Linda Sickman \$4.95 495QXM4193



Christmas Bells 4th in the series Handcrafted and Metal: Dated Sculpted by Ed Seale \$4.95 495OXM4196



595QXM4176

☐ Nutcracker Guild 5th in the series Opens and closes like a real nutcracker Dated; Sculpted by Linda Sickman

695QXM4203

\$6.95



Centuries of Santa 5th in the series Dated; Sculpted by Linda Sickman \$5.95 595QXM4206



Cheshire Cat 4th and Final in the Alice in Wonderland series Dated: Sculpted by Patricia Andrews \$6.95 695QXM4186





Final Editions

Caboose 10th and Final in the Noel R.R. series: Dated Sculpted by Linda Sickman \$6.95 695QXM4216

Precious Edition



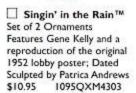


Angel Chime
Dated
Sculpted by Sue Tague
\$8.95 895QXM4283

Pop Culture Icons



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GENE KELLEY
DEBBIE REYNOLDS

SINGIN' IN THE RAIN, its characters and elements are trademarks of Turner Entertainment Co. © 1998.

Anniversary Edition



Noel R.R.
Locomotive 1989-1998
ANNIVERSARY EDITION
Fine Pewter
Based on the 1989 1st in the
Noel R.R. series
Commemorates the 10th
Anniversary of Keepsake
Miniature Ornaments
Dated
Sculpted by Linda Sickman
\$10.95 1095QXM4286



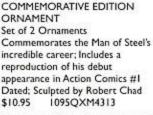
LINDA SICKMAN

"Ten years ago, I sculpted the first in the miniature ornament train series. This year, I've cast the original locomotive in pewter to help us remember the fun of collecting miniature memories."



☐ "Coca-Cola" Time Sculpted by Duane Unruh \$6.95 695QXM4296

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■ SUPERMAN™

Superman and all related elements are the property of DC Comics™ and © 1998



General



☐ Holly-Jolly Jig Legs dangle; Dated Sculpted by Sue Tague \$6.95 695QXM4266



Dated Sculpted by Joanne Eschrich 495QXM4256 \$4.95



Fishy Surprise Dated Sculpted by Joanne Eschrich \$6.95 695QXM4276



☐ Sharing Joy Rodney Reindeer: Dated \$4.95 495QXM4273



Betsey's Prayer BETSEY CLARK Dated \$4.95



Peaceful Pandas Complements "Noah's Ark" Special Edition set introduced in 1994 Sculpted by Linda Sickman \$5.95 595QXM4253



☐ Victorian Angel TREE TOPPER Sculpted by Joyce Lyle \$12.95 1295QXM4293

Not Shown

250QXM4169

Miniature Glass Ball Ornaments Assorted colors Package of 15

\$2.50

Ornament Brass Hooks Package of 25

For Keepsake Miniature Ornaments 99QXM5553 \$.99



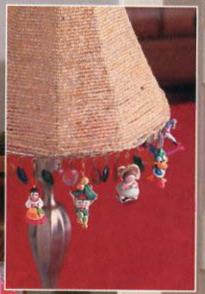




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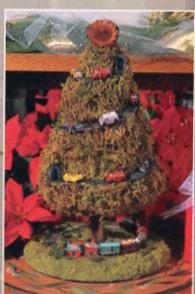












Merry Miniatures. Figurines



Now in their 24th year, Merry Miniatures® began as party favors for holiday seasons. Several artists who are now in the Keepsake Ornament studio first expressed their talent for sculpting by creating Merry Miniatures®.

Special Offer

Mickey Express Collection

This five-piece collection will be introduced at the festive November 14 & 15 Open House at Hallmark Gold Crown Stores. Each delightful character is packaged and sold separately at \$5.95 with any Hallmark purchase. They will be offered as follows, allowing you to build your collection over a three-week period.

5-piece Disney Continuity Each one is dated 1998

Week One:

Mickey's Locomotive First of Five Figurines 21/16" H x 13/32" W \$5.95 595ORP8496

Week Two:

Pluto's Coal Car Second of Five Figurines 19/32" H x 13/16"W \$5.95 595ORP8503

Week Two:

Minnie's Luggage Car Third of Five Figurines 176" H x 114" W \$5.95 595ORP8506



Week Three:

☐ Donald's Passenger Car Fourth of Five Figurines 129/12" H x 11/2" W \$5.95 595ORP8513

Week Three:

☐ Goofy's Caboose Fifth of Five Figurines 23/16" H x 15/8" W 595ORP8516 \$5.95 @ Disney

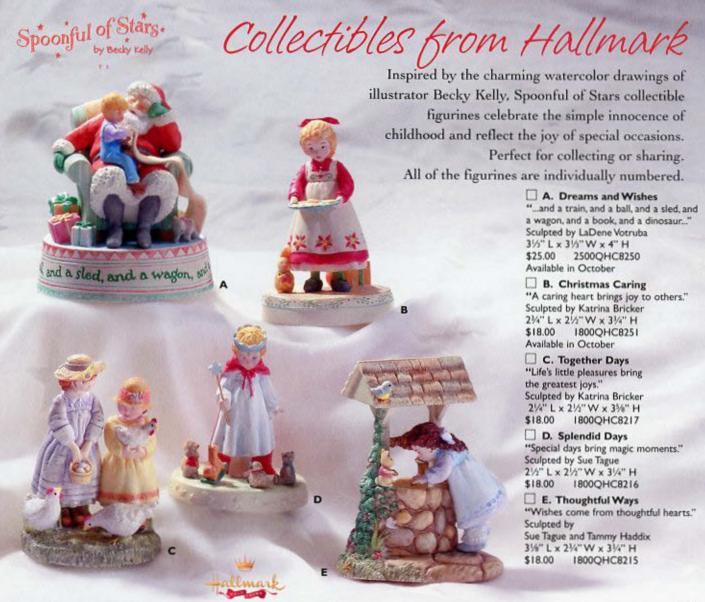
Other Merry Miniatures® being offered in 1998:

Bride & Groom Madame Alexander®

HERSHEY'S™-2nd in the series

(see page 9)









In 1992, Hallmark offered replicas of five classic pedal cars. Today, the collection has expanded with the introduction of Sidewalk Cruisers, the Kiddie Car Corner Collection, and the Don Palmiter Custom Collection. Please visit

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



Available in September

1930 Custom Biplane
Numbered Edition
9" L x 534" W x 41/2" H
Don Palmiter Custom Collection
\$55.00 5500QHG7104





For the name of a Hallmark Gold Crown store near you call 1-800-HALLMARK



☐ 1940 Custom Roadster with Trailer Limited Edition of 39,500 6½" L x 2½" W x 3½" H Don Palmiter Custom Collection Sculpted by Don Palmiter \$75.00 75000HG7106

☐ 1941 Steelcraft Chrysler by Murray® Numbered Edition 7" L x 234" W x 31/2" H Sculpted by Don Palmiter \$55.00 5500QHG9044

01998 Murray
Chrysler is a trademark of Chrysler Corporation
U.S.A. and is used under Icense by Hallmark
Cards, Inc. DCHRYSLER CORPORATION 1998.

☐ 1934 Mickey Mouse Velocipede Numbered Edition 6" L x 3¾"W x 5½" H Sidewalk Cruisers Collection \$48.00 4800QHG6316 © Disney

□ 1932 Keystone
Coast-to-Coast Bus
Limited Edition of 29,500
51/A" L × 11/A" W × 21/4" H
Sidewalk Cruisers Collection
\$45.00 4500QHG6320







Famous Food Sign
2nd in the Bill's Boards Series
10" L x 4" W x 7%" H
\$30.00 3000OHG3614

☐ Menu Station with Food Trays
Call Station:
2" L x 2½" W x 3½" H
Hamburger Tray:
1½" L x ½" W x ½" H
Hot Dog Tray:
1½" L x 1" W x ½" H

Here come the latest additions to Kiddie
Car Corner — a very special place where
memories of youth's carefree days come to
life. Kiddie Car Corner perfectly
complements all of your
Kiddie Car Classics collectibles!

Available in September

HAMBURGERY

Available in September Kiddie Car Corner Collection Sculpted by Linda Sickman



☐ 1955 Custom Chevy®

Numbered Edition; 634" L x 25%" W x 3½" H

Don Palmiter Custom Collection; Sculpted by Don Palmiter

\$50.00 5000QHG7103

Cherrolet is a trademark of Cherrolet Motor Division, General Motors Corporation and used under license to Hallmark Cards, Inc.

Corner Drive-In
Limited Edition of 39,500.

12" L x 6" W x 13" H
Drive-In sign lights up
\$70.00 7000OHG3610

Newspaper Box & Trash Can Set
Newspaper Box: 1" L x 1 1/4" W x 13/4" H
Trash Can: 1 1/4" L x 13/6" W x 2 1/4" H
\$20.00 20000HG3613



Holiday Homecoming Collection™

Inspired by the 1920s, this new collection depicts Holiday Voyage™ BARBIE™ as a fashionable green-eyed beauty,

returning from an extensive "Grand Tour" of Europe. Wrapped in her red and black dolman coat, BARBIE™ sets down her suitcase,

happy to be home again to celebrate the season with the people who mean the most to her.

Available in October

☐ Holiday Voyage™ BARBIE™ Ornament Limited Time Edition 4" H x 23/6" W \$14.95 1495QHB6016





3000QHB6018

8" diameter

\$30.00

☐ Holiday Voyage™ BARBIE™ Porcelain Figurine Limited Edition of 24,500 6" H x 334" W x 334" L \$45.00 4500QHB6017



☐ Holiday Voyage™ BARBIE™ Card-Display **Figurine**

Limited Time Edition Figurine:

31/4" L x 23/4" W x 61/4" H Card Back: 81/4" W x 61/4" H \$40.00 4000QHB6019



The Victorian Christmas Collection

The latest entries in The Victorian Christmas Collection are based on the Holiday Memories™ BARBIE® doll, the second Hallmark exclusive BARBIE® doll, which was introduced in 1995. This collection was inspired by an antique greeting card from the Hallmark Archives.





For nearly 100 years Lionel has provided memories that will last a lifetime for the young and young-at-heart. Now, Hallmark celebrates those 100 years by introducing Lionel Limited by Hallmark, a line of collectibles including die-cast, scale replicas of Lionel trains, as well as tin signs featuring reproductions of Lionel artwork.

Available in November

LIONEL® 726 Berkshire Steam Locomotive First in the 20th Century Series

First in the 20th Century Sel Numbered Edition 15" L x 3¾" W x 3½" H Comes with display case \$120.00 IQHT7801

LIONEL® 2332
Pennsylvania GG1 Electric
Locomotive

Second in the 20th Century Series Numbered Edition 11" L x 3¾" W x 3½" H Comes with display case \$95.00 9500OHT7804



LIONEL® 746 Norfolk and Western Steam Locomotive

First in the Norfolk and Western Train Series Numbered Edition 16" L x 134" W x 214" H \$90.00 9000QHT7803

LIONEL® Catalog Cover Tin Signs 14"W x 11" H

14"W x 11" H \$18.00

☐ 1926 1800QHT3701

☐ **1952** 1800QHT3702

☐ 1929 1800QHT3703

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Actual products may vary from photos.











Spring Keepsake Ornaments

A springtime tradition since 1991, the spring collection of Keepsake Ornaments originally focused on Easter designs. Over the years, it has grown in size and subject matter.

Did You Know:

This year, World of
Wishes, a new group of
commemorative designs, debuted
with the spring collection. These
five specially-captioned ornaments,
including "Sweet Birthday," are ideal
for gift giving or adding to your own
garden of memories. They offer a
lasting way to celebrate a bappy day.

Highlights from the 1998 Collection

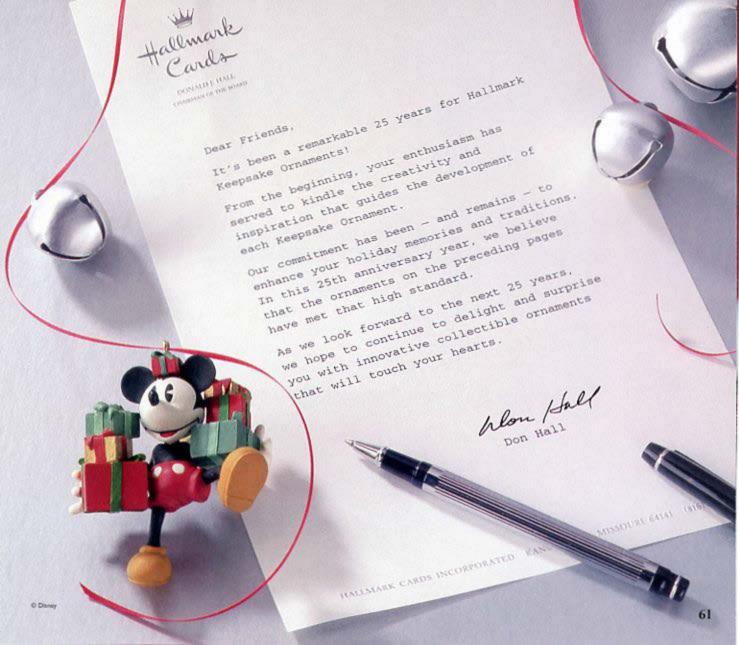
Based on the BARBIE® as Little Bo Peep Doll 2nd in the Children's Collector BARBIE™ Ornament series

1939 Mobo Horse 2nd in the Sidewalk Cruisers series

Sweet Birthday World of Wishes Collection

1939 Ford Model A Roadster 1st in the Vintage Roadster series





Please enroll me as a: New Member DBN98 Renewing Member (## in member number) DRN98		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 (1998) \$22.50* Two years (1998-99) \$43.00* Three years (1998-2000) \$63.50*					
					I'd like to give a:		
☐ Gift Membership DF	IG98				_ made ye	m 5 (1330 Zo.	,0, 400.00
"Includes shipping and handling	Total remittance includes				applicable state and	f local sales tax.	
Payment method: Check/Money Order pa	yable to Hallmark Ke	epsake Omame	ent Collector's (Club (U.S. funds only)			
□ WS4 Visa □	MasterCard [Disco	ver	Expiration date			
Credit card number				MO			
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Signature X			Required	for credit card orders)			
Applications must	be postmarked by	December 31		and the second s			
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Do you, as the gft-giver, wisi Gift-Giver Name	n to be notified when it's	time to renew this	s gift membership	? ☐ Yes ☐ No			
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City							
State/Province	ZIP	Postal Code					
Home Phone ()	W	ork Phone (
TO JOIN, O	CALL 1-800-523-58 Detach this page and ark Keepsake Orn ox 419824, Kansa	339 (7a.m 7p send with payment nament Collect	t to: ctor's Club) or			
MODITAL CONDINCES IN HOLDER) • APPLICATIONS MUST BE Membership lot will arrive in if ordering from outside the A5 orders must have a U.S A Canadian goods and ser	within 6 weeks, via U.S. ma United States, please pay or Canadian shipping add vices tax is applicable to or	it in U.S. funds. tess.					

1998 Keysake 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.



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