



Hallmark

1973

KEEPSAKE  
ORNAMENTS

1998

25 Years Of Collecting Memories

What's inside? The gift of a smile.

Open it, and join us in celebrating

*25 Years of Collecting Memories.*

Within this package, you'll find the people,  
the stories, the memories and the dreams behind  
Hallmark Keepsake Ornaments.

Meet the gifted artists and passionate collectors.

Discover the legacy, remember the classics,  
preview the '98 line.

This is for everyone who has ever  
marked a milestone... treasured a tradition...

shared a smile. It's for you.

So what are you waiting for?

Go ahead—open it!