

SAVE
\$10
Holiday Recordable
Storybook Coupon
Inside



Start the season at our place!

HOLIDAY OPEN HOUSE

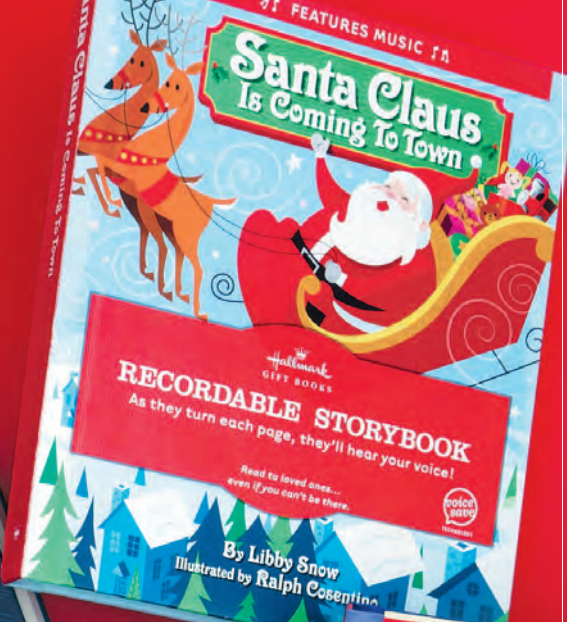
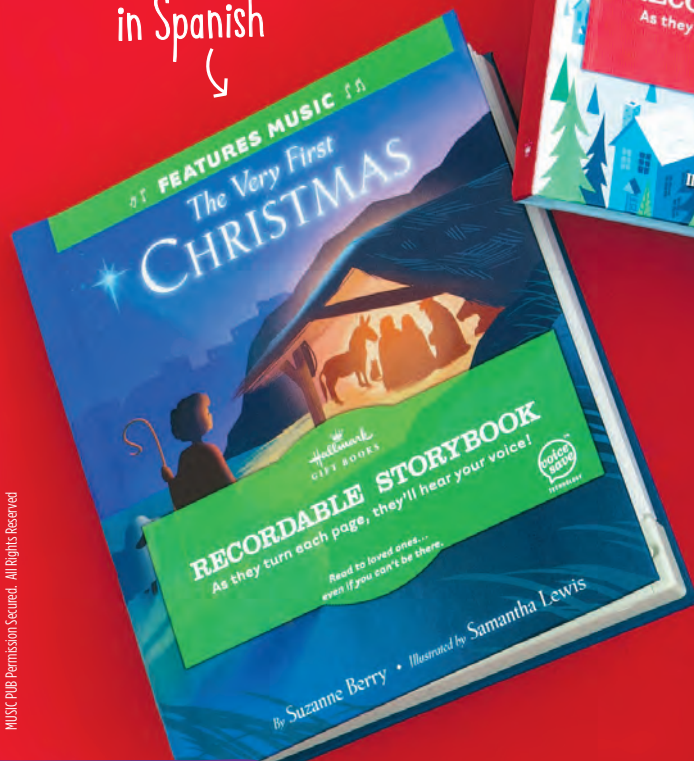
Special storewide offers November 4-6

Life IS A SPECIAL OCCASION.
Hallmark
GOLD CROWN



Our Voice Save™ Technology lets you record your voice and enjoy it for years to come.

Also available in Spanish



Share a HOLIDAY TRADITION, even if you can't be there.

HALLMARK RECORDABLE STORYBOOKS

Add your voice to every page, and you'll always be home for the holidays—even if you're miles away.

See the entire collection at → Hallmark.com/RecordableStorybooks

© Peanuts Worldwide LLC. Based upon the musical composition FROSTY THE SNOWMAN, TM & © Warner/Chappell Music, Inc. TM & © Warner Bros. Entertainment, Inc. (G) "Frosty the Snowman" Steve Nelson, Jack Rollins © 1950 (RENEWED) CHAPPELL & CO., INC. (ASCAP) ALL RIGHTS RESERVED. USED BY PERMISSION. "Santa Claus Is Coming To Town" © Fred Coe/Haven Gillespie Used by permission of EMI TEST. CATALOG, INC. (ASCAP) © 1964 HAVEN GILLESPIE. MUSIC PUB. Permission Secured. All Rights Reserved.



THREE-DAY SAVINGS 11/4-11/6

Hallmark Confections Chocolate Advent Calendar



\$7.95 with any Hallmark Recordable Storybook purchase (regularly \$12.95) Details on flap.



STARTING NOVEMBER 4

SAVE \$10

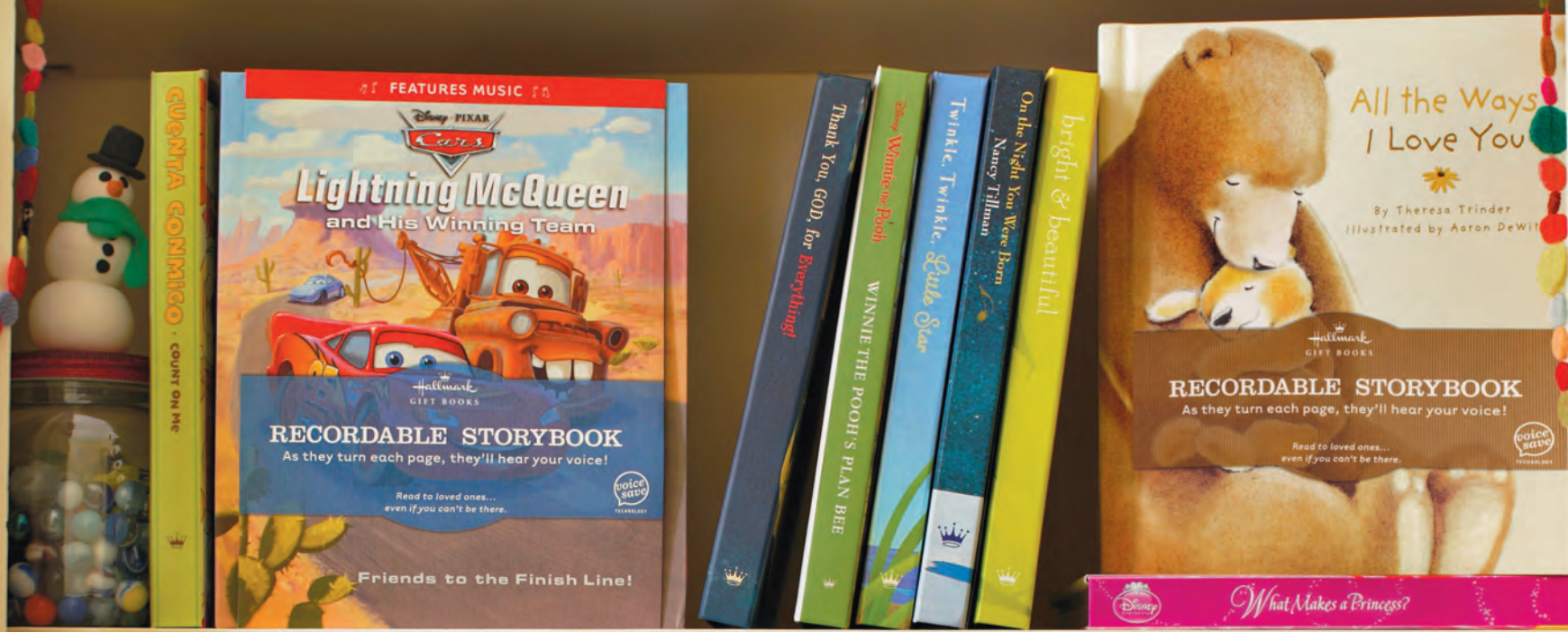
Hallmark Holiday Recordable Storybooks
\$19.95 each with any purchase (regularly \$29.95)

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Consumer: Offer valid 11/4/11-12/24/11 while supplies last at participating Hallmark Gold Crown stores in the U.S.A. only. Not valid for online purchases at Hallmark.com. Offer valid on A Charlie Brown Christmas, The Night Before Christmas, Frosty the Snowman, The Very First Christmas, Santa Claus Is Coming to Town and La Primera Navidad—The Very First Christmas. Not valid on past purchases. Tax not included.

Retailer: 1. Scan customer's Crown Rewards card, where applicable. 2. Verify customer has made a purchase. 3. Scan product UPC. 4. Scan offer UPC (on coupon OR listed on Marketing at a Glance; do not scan both) to deduct \$10.00. Do not send in for reimbursement. © 2011 Hallmark Licensing, Inc.



STORIES TO TUCK THEM IN,

HALLMARK RECORDABLE STORYBOOKS

You can't always be there for storytime. But with a book that plays your voice reading every page, suddenly the distance doesn't seem that far. Check out our library of children's classics, Hallmark originals and new Disney titles with music. The entire Recordable Storybook collection is available only at Hallmark Gold Crown. **\$29.95 each**

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JAZZ UP YOUR HOLIDAY!

IN STORES BEGINNING 11/17

Lucy

Plays "O Christmas Tree" and "Up On the Housetop."



AVAILABLE NOW
Schroeder
Plays "Jingle Bells" and "Deck the Halls."



IN STORES BEGINNING 12/1

Snoopy

Plays "Jolly Old St. Nicholas" and "Silent Night."

Coming Soon!

IN STORES BEGINNING 10/27

Charlie Brown

Plays "The Twelve Days of Christmas" and "It Came Upon a Midnight Clear."

COLLECT
all
FOUR

WIRELESS PEANUTS® BAND

\$14.95 each with any purchase (regularly \$29.95 each)

Invite the Peanuts® Gang to play at your place this holiday. Each band member plays and sways to two songs. Bring them together to hear and see the whole band play all eight songs.

Approx. 5¼" h each. Details on flap.



Your **PEANUTS**®
holiday headquarters.

PLAYS 3
HOLIDAY
SONGS



Snoopy Bell Ringer

\$17.95 with each purchase of three Hallmark cards (regularly \$34.95) Press button to see Snoopy ring his hand bells to the tune of three holiday songs. 12" h. Details on flap.

Magic



**Happiness Is...
The Peanuts® Gang
Keepsake Ornament**

Press button to hear Charlie Brown read quotes about happiness. 3¼" h. \$17.95

**Peanuts® Gallery
Friendship Figurine**

Handcrafted. 5" h. \$29.95



Friendship is the best gift of all

Sprinkle
in SOME
FUN.



THREE-DAY SAVINGS 11/4-11/6

THE PEANUTS® GANG

\$9.95 each (regularly \$14.95 each)
8" - 8½" h each. Details on flap.



THREE-DAY SAVINGS 11/4-11/6

Very Merry Cookie Party Recipe Book
\$9.95 (regularly \$14.95)
Includes 120 recipes and decorating pointers.
Softcover. 248 pages. Details on flap.



Season's Treatings Keepsake Ornament
3rd in the series. 3" h. \$9.95



THREE-DAY SAVINGS 11/4-11/6

Happiness Is... Snoopy Cookie Plate
\$12.95 (regularly \$19.95)
Stoneware. 10" dia. Details on flap.



Christmas Express Musical Train
\$24.95 with each purchase
of three Hallmark cards (regularly \$49.95)
Watch the gumdrops light up in sync with three
holiday songs. Ceramic. 8" w. Details on flap.



Press button to hear
a fun holiday phrase



THREE-DAY SAVINGS 11/4-11/6

Hallmark Confections Peppermint Bark
\$5.95 (regularly \$9.95)
8 oz. Details on flap.



Hallmark Confections
Butter Almond Toffee Tin
7 oz. \$7.95



Bring STORYTIME
to life with Jingle.™

HALLMARK INTERACTIVE STORYBOOK & STORY BUDDY™

Bring storytime to life with Jingle™ the Husky Pup. Read key words in his books aloud, and he'll add to the story with barks, whimpers and howls.



Scan this QR Code to learn more (if your smartphone doesn't have a reader, simply search for a free QR app) or visit Hallmark.com/Jingle

CATCH JINGLE™
see page 31 for details.



SPECIAL VALUE
Jingle™ the Husky Pup Interactive Storybook and Story Buddy™
\$29.95 (valued at \$39.95)
Details on flap.

Book included!



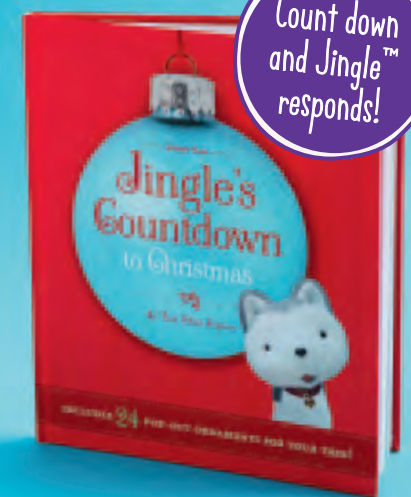
YOU READ & I'LL RESPOND.



new *A Snow Day for Jingle* Interactive Storybook
Hear Jingle™ respond as you read his latest adventure aloud.
Hardcover. 32 pages. **\$9.95**



Jingle™ the Husky Pup
Keepsake Ornament
2 3/4" h. **\$9.95**



Count down and Jingle™ responds!

Jingle's Countdown to Christmas
Activity Book
\$9.95 with purchase of Jingle™
Interactive Storybook and Story Buddy™
(regularly \$14.95) Hardcover. 16 pages.
Valid through 11/25/11. Details on flap.



YOU READ
AND WE'LL
RESPOND!



Cooper™



new
Bigby™

Make storytime magical with
FURRY FRIENDS who really do talk.



WITH EACH BOOK,
WE SAY MORE!



Watson™

HALLMARK INTERACTIVE STORYBOOKS
AND STORY BUDDIES™

Meet Abigail™, one of our interactive storytime friends. When you read key words in her books, Abigail™ pipes up with responses of her own. Each book unlocks new phrases—and new fun to share.

\$29.95 each
Additional books \$9.95 each

Check out our demo, app and more at → Hallmark.com/Storybuddy



Book
included!

Abigail™

LET THE COUNTDOWN BEGIN.

Magic



'Twas the Month Before Christmas
COUNTDOWN

Magic



THE STORY OF CHRISTMAS
ADVENT COUNTDOWN

Magic



**Countdown to Christmas
Keepsake Ornament**
Track Santa's arrival time with this
clock ornament that counts down
to the last second before Christmas.
Battery operated. 5 1/4" h. **\$19.95**

Hallmark
KEEPSAKE

See the entire collection
at Hallmark.com/Keepsakes

THREE-DAY SAVINGS 11/4-11/6

SAVE \$10

\$19.95 each (regularly \$29.95 each)
Select from 'Twas the Month Before Christmas
Countdown and The Story of Christmas Advent
Countdown. Each plays a new song or message
each day. 4" h each. Details on flap.

OVER
A FOOT
TALL!

REGISTER TO WIN Countdown to Christmas Tabletop Clock

While you're shopping at Holiday Open House, you can register to win this exclusive tabletop version of the original Countdown to Christmas Keepsake Ornament. Displays days, hours, minutes and seconds until Christmas. Battery operated. 15" h.



Enter at participating Hallmark Gold Crown retailers in the U.S.A. only. No purchase is necessary to enter, purchase will not improve an individual's chances to win. Approximate retail value \$124.95. Register-to-Win is sponsored by the store in which it is being conducted.

EXCLUSIVELY
 for
**KEEPSAKE ORNAMENT
 CLUB MEMBERS**



The Gift of Love

Available beginning November 4

4" h. **\$17.95**

Limit one per Keepsake Ornament Club membership. While supplies last at participating Hallmark Gold Crown stores.

Complete your
COLLECTION



Penguin Power

All aboard for the final car of Santa's Holiday Train, arriving at Holiday Open House.

Available beginning November 4

1¾" w. **\$9.95**

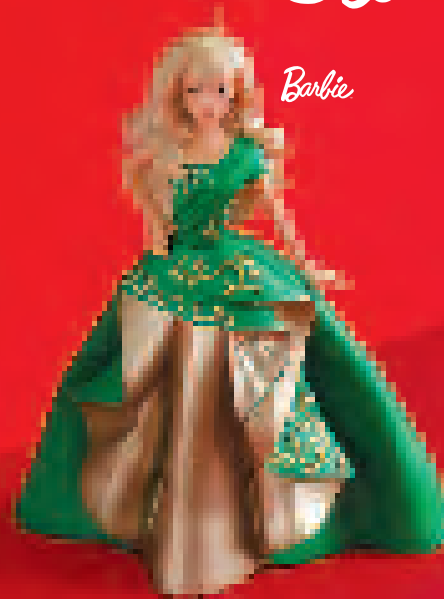
Christmas trees are for
MAKING MEMORIES
 and keeping them.



Frosty Fun Decade

2nd in the series

2¾" h. **\$9.95**



Celebration Barbie™ Ornament

12th in the series

Special 2011 Edition

Inspired by Holiday™ Barbie® Doll

4¼" h. **\$17.95**



Baby's First Christmas

Sentiment on ribbon:

Baby's First Christmas

On back: 2011

Porcelain. 2¾" w. **\$19.95**



LIONEL® Caboose

Wheels turn. Handcrafted and metal.

2" w. **\$14.95**



LIONEL® Whistle Tender

Wheels turn. Handcrafted and metal.

3" w. **\$14.95**



726 Berkshire Steam Locomotive

16th in the LIONEL® Trains series

Wheels turn. Handcrafted and metal.

3¾" w. **\$19.95**



Hallmark
 KEEPSAKE

See the entire collection at Hallmark.com/Keepsakes



WillowTree
SusanLodi

**Willow Tree® Nativity Set
from DEMDACO**

- Nativity 6 pc. set. 9½" h.
- Crèche 19½" h.
- Three Wisemen 3 pc. set. 8½" h.
- Shepherd & Stable Animals 4 pc. set. 7½" h.
- Ox and Goat 2 pc. set. 3½" h.
- Metal Star Backdrop 13½" h.



**Jim Shore
Nesting Nativity Box Set**

Hallmark Gold Crown Exclusive
4 pc. set. 7¼" h.

WillowTree
SusanLodi



**Willow Tree®
from DEMDACO**

The Holy Family 7½" h.

BRING the story
of Christmas HOME.



Dancing Lights Snowman

12½" h. \$59.95

MAGICAL
LIGHT
SHOW

SPECIAL VALUE

**Dancing Lights
2011 Holiday Frame**

\$24.95 (valued at \$29.95)

Holds a 4" x 6" photo.
9½" w. Details on flap.



**Dancing Lights Holiday House
Lighted Water Globe**

\$14.95 with each purchase of
three Hallmark cards (regularly \$29.95)
6½" h. Details on flap.



**MAKE IT FESTIVE
IN A FLASH.**

Introducing Dancing Lights—exclusively at Hallmark Gold Crown stores.
Spark anyone's holiday spirit with layers of twinkling, moving lights.
This magical light show can be enjoyed for up to an hour.



**Jim Shore Snowman
with Cardinal**

Hallmark Gold Crown Exclusive
10" h. \$39.95



SAVE \$15

THREE-DAY SAVINGS 11/4-11/6

**Mapping His Way Lighted
Water Globe**

\$34.95 (regularly \$49.95)
Night Before Christmas series.
Features light and blowing snow.
8" h. Details on flap.



Turn up the **LAUGHTER**
this Christmas.



Rockin' Talkin' Hats

\$19.95 each with each purchase of three Hallmark cards (regularly \$24.95 each)
Top off any party with a hat that moves back and forth to a rockin' holiday song. 15" h each.
Valid 10/27/11 - 12/24/11. Details on flap.

THREE-DAY SAVINGS 11/4-11/6

Merry-Okee Christmas Karaoke Microphone

\$14.95 (regularly \$19.95) This microphone makes anyone sound just like an elf while singing to six holiday favorites. Includes a songbook.
7½" h. Details on flap.



STARTING NOVEMBER 4

Fun in the Fridge Snowman

\$12.95 with each purchase of three Hallmark cards (regularly \$24.95)
He sings or speaks each time your refrigerator door opens. 8" h.
Valid 11/4/11 - 12/24/11. Details on flap.



new Wisecrackin' Gingerbread Boy

\$9.95 with each purchase of three Hallmark cards (regularly \$19.95) He'll surprise you with a joke or song as you get near.
8¼" h. Details on flap.

hoops & yoyo™ © Hallmark Licensing, Inc.



CARDS WITH COOL EXTRAS

Pop-up features, twinkling lights, holiday sounds and motion make these cards extra fun and mantel-worthy.



THREE-DAY SAVINGS 11/4-11/6

THE MAGIC OF CHRISTMAS
CONVERSATIONS TO KEEP
RECORDABLE INTERVIEW

\$19.95 (regularly \$24.95)

Capture a child's voice and big imagination with a question-and-answer book you can enjoy for Christmases to come. Hardcover. 16 pages. Details on flap.

*Capture a little one's
BIG imagination.*



MERRY MEMORIES RECORDABLE ALBUM

\$19.95 with any purchase
(regularly \$24.95)

Record your voices telling the stories behind favorite family photos. 10 designed pages hold a 4" x 6" photo. Valid 10/27/11 - 12/24/11. Details on flap.



**NO ONE DOES
STEALTH LIKE AN ELF.**



© Disney

PREP & LANDING

HALLMARK GOLD CROWN
EXCLUSIVE

THREE-DAY SAVINGS 11/4-11/6

INTERACTIVE BOOK WITH SOUND

\$9.95 (regularly \$14.95)

PRESS BUTTONS TO HEAR CLIPS FROM

THE TV SPECIAL. Hardcover. 32 pages. Details on flap.

TOY LANDING LIGHTS

Set of 2. 7½" h. **\$14.95**

TOY LIGHT-UP GOGGLES

5" w. **\$14.95**





THREE-DAY SAVINGS 11/4-11/6

Hallmark Holiday Boxed Cards

BUY ONE, GET ONE
50% OFF

Some exclusions apply. Details on flap.



Spread some cheer.

Hallmark Holiday Boxed Cards

\$7.99 - \$19.99 PER BOX



© 2011 Thomas



40 COUNT

\$14.99 PER BOX

AJ & Lindsay
Carol
Aunt Bonnie
Jane & Mark

THREE-DAY SAVINGS 11/4-11/6

Memo Caddies

\$7.95 each (regularly \$12.95 each)

Includes pen and 650 sheets.

3" h each. Details on flap.





Finish with a 
 **FLOURISH.** 

Roll wrap, bags and trim: \$1.25 - \$7.99



Premium Gift Tags
 30 tags. \$7.99

Hallmark Holiday Roll Wrap
**BUY ONE ROLL,
 GET ONE FOR 99¢**
 (regularly \$4.99 and \$7.99)
 Equal or lesser value. Some exclusions apply.
 Details on flap.



NO STAMP
NEEDED.



hoops&yoyo

POSTAGE-PAID GREETINGS™

Mailing a card just got easier! These convenient holiday cards come with envelopes that include postage. Just sign, seal and send to everyone on your list.



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MORE HOLIDAY MAGIC
from Hallmark.

JINGLE ALL THE WAY
FRIDAY, NOV 25 AT 7|6c PM

Cuddle up with Jingle™ for his TV premiere in the Hallmark Channel original animated special "Jingle All the Way." Visit HallmarkChannel.com for more dates and times.



HOOPS&YOYO RUIN CHRISTMAS
PREMIERES FRIDAY, NOV 25

Check your local listings.

When hoops&yoyo™ and piddles stay up late to catch Santa in the act on Christmas Eve, potentially disastrous consequences follow. Will Christmas ever be the same? Will *Santa* ever be the same? Only time (and perhaps a little time travel) will tell.

Encore presentations also on Hallmark Channel.



hoops&yoyo



from HALLMARK HALL OF FAME



MITCH ALBOM'S
have a little faith

SUNDAY NOV 27 9|8c on ABC

Don't miss Mitch Albom's life-affirming true story about what he learned from a suburban rabbi and an inner-city pastor. Starring Laurence Fishburne, Bradley Whitford and Martin Landau.

See Hallmark Hall of Fame at our new home on ABC.

Visit → HallmarkOffers.com daily beginning in November for money-saving offers, tips and inspiration this holiday season.

Encore!

STARTING NOVEMBER 4
WIRELESS SNOWMAN BAND MEMBER
TROMBONE TONY

\$14.95 with any purchase (regularly \$29.95)
Starting at Holiday Open House, listen to this snowman's two trombone solos, or add him to your 2010 Wireless Snowman Band to enjoy all ten holiday jams. Plays "Joy to the World" and "Good King Wenceslas." 5" h. Valid 11/4/11-12/24/11. Details on flap.





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**Bring storytime
to life with Jingle.™**
Details inside.