

Caroler Chronicle

Edition III

Celebrating 20 Years

Fall 1998

This year, Talbots has asked Byers' Choice to design some figurines which capture the joy and merriment of Christmas. Our Dancing Santa and Dancing Mrs. Claus have been made with costuming and posing to capture this special time of the year. Santa and Mrs. Claus will be dressed in red velvet while they sing, dance and decorate with green garland (tree not included). The Girl and Boy are joining in with the singing and decorating as they hold wooden tree ornaments. There will be a friendly pet Dog who snuggles in a basket, under a tartan plaid blanket which matches the Girl's tartan plaid skirt. This dog will only be available from the Talbots direct mail department. Other assorted cats and dogs will be available through the Talbots stores.

This Talbots family of Carolers will be available in Talbots stores in October and in an upcoming Talbots specialty catalog. Their catalog is celebrating its 50th Anniversary this year.

Talbots was founded in 1947 and has over 600 retail stores in the U.S., Canada and the United Kingdom. If you need more information regarding the catalog, the company, the location of a retail store near you, or the Talbots Women's Scholarship Fund please call Talbots at 1-800-talbots or visit their web site at www.talbots.com.



Talbots 1998

"We at Byers' really enjoyed working with a company so dedicated to both customer and community service!"



Disney Figures

It was announced in the last newsletter that Bob & Joyce would be at Walt Disney World in December; however they will no longer be attending. Byers' Choice has decided not to participate in the Disney Christmas collectible weekend. We will, however, be creating a special piece exclusively for Disney. The Woman with Parasol and the Man with a Golf Club pictured above, will be available only through Walt Disney Theme Parks and Resorts.



Croquet Players

The Man and Woman Playing Croquet will be the Byers' Choice Spring pieces for 1999. Croquet was very popular in the 1860's. The game enabled women to compete with men, which was a rather novel concept at that time. Although it was inappropriate for a woman to wear her dress above her ankles, it was quite a common occurrence to expose one's ankles while driving the ball, hence raising the spirit of the male players. By the end of the century the game was considered to be flirtatious, and was banned in Boston. These pieces will be available in February, 1999.

Book

At your request A TREASURY OF CAROLERS has been written by Byers' Choice with the appreciated help of others! Available in November, this new book is just part of the way we at Byers' Choice want to thank you for twenty wonderful years.

Inside this hardcover, full-color volume, you'll find over 100 photos of favorite Carolers. You'll also learn all about Byers' Choice— how we got started, Christmas traditions, and Byers' family traditions. You'll also get a peek at the making of a Caroler. Stories and inspirations can also be found in the second part of the book.

It is the perfect gift for anyone who enjoys the Byers' Choice Carolers figurines!





Williamsburg Event Weekend

What a wonderful time was had by all when approximately 2000 Byers' Choice enthusiasts gathered in Colonial Williamsburg, Virginia, this June. We wish to thank all of you who participated. You really reinforced our beliefs that people who love the "Carolers" are very special. It was great to greet so many long-time friends as well as to make many new friends. We have received many lovely notes and photos. Each brings us fond memories of this very special event.

Here is an excerpt from one of our favorite letters from Tricia Hupperich, Hawthorn Woods, Illinois:

"...About 4:30 am on Sunday morning, the fire alarm sounded in our hotel waking us [Tricia and sister Terri Walsh] out of a deep sleep. When it finally registered that it wasn't the alarm clock buzzing, rather the fire alarm, we knew we had to evacuate quickly. What does one take, knowing that what they leave behind, they may never see again! We quickly threw on our bathrobes, grabbed our purses and ran for the door. Then I stopped; we had waited two hours to get our new little Colonial Figurines and they were signed. We couldn't leave them behind! We already felt a bond with our new little family. So we quickly picked up our shopping bags and carried our dolls out with us into the safety of the night. Fortunately, there was no fire (the electrical storm triggered the alarm). We laughed afterwards, thinking of how funny we must have looked. People dashing from their rooms, children in hand and there we were, shopping bags in both hands carrying our precious Colonial figurines."

Special Events

Bob and Joyce will be participating in these events this fall.

September 12
September 13
November 23
December

Wayside Country Store
Christmas Loft
Book Signing at Truffles Ltd.
Caroling at Byers' Choice

1017 Boston Post Rd., Marlborough, MA
41 Russell St. Hadley, MA
Peddlers Village: Lahaska, PA
Byers' Choice: Chalfont, PA

Please check our web site for a current list of all Byers' Choice Events at retailers across the country or call your local store for Byers' Choice events they may be holding.



One of a Kind Scavenger Hunt-10 found!

"Only half of the scavenger hunt pieces were discovered. Here are some hints where the rest of the figurines can be found."

Visit the Newly Renovated Gallery

Due to the overwhelming number of visitors to the Byers' Choice Christmas Gallery in Chalfont we have decided to expand the gallery as part of our 20th Anniversary celebration. Under the leadership of our Artistic Director, Ali McMenamini, we enlarged the theater, moved the Emporium and added a new display.

A new display has been added to the Gallery, which captures the magic of Christmas Eve in a small town. Some of the houses in the town were actually modeled after local Bucks County homes using small stones to create the facade on the house fronts. A parade of Santas becomes the focal point for the townspeople. Some of the children wait in line with their parents for a chance to sit on Santa's lap. To help create the atmosphere of Christmas Eve, we painted a nighttime sky and added twinkling lights to trees and houses. The Salvation Army is prominently featured in the town's center.



Visitors tell us they leave with many ideas for ways to decorate their homes. We hope you will visit us this fall. We are open Monday-Saturday from 10:00-4:00. For more information call (215) 822-6700.

Winners of the 20 Gold Sleighs

As part of our 20th Anniversary celebration the following 20 stores were each pulled by lot and given the opportunity to obtain twenty Santas in Golden Sleighs.

Apple Tree	Havertown, PA	Bernard's Jewelers	Salem, MA
Blue Goose	Plano, TX	Christmas Dove	Barrington, NH
Christmas Island	Cape May, NJ	Christmas Loft	Jay, VT
Dolls and Daffodils	West Warwick, RI	Family Fair	South Pasadena, CA
Fernvale Farms	Rustburg, VA	General Store	Minnetonka, MN
Gift Box	Balboa Island, CA	Heritage Shop	Naperville, IL
Islander Trading Post	Sanibel Island, FL	Pam's Hallmark	Fayetteville, GA
Sycamore Pewter & Gifts	Richmond, VA	Touch of the Past	Brewer, ME
Trio's	Wichita, KS	Washington Square	Newark, DE
Waterloo Gardens	Exton, PA	Wayside Country Store	Marlborough, MA

If you are interested in purchasing this piece you must act quickly, as only 400 have been made.



Who is this rustic fellow grinning beneath his bushy beard, carrying a buggy whip, lantern, sleigh bells and sack of toys on his back? He is one of only 20 handcrafted Display Belsnickles we are giving away in early December!



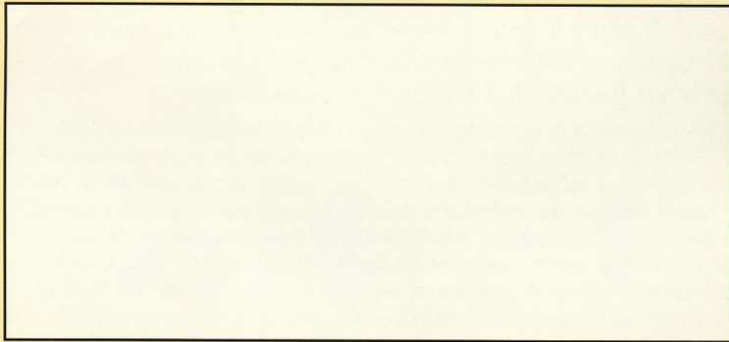
Byers' Choice Entry Card for Drawing



Name _____ email address _____
 Address _____ City _____ State _____ Zip _____
 # of Carolers in your collection _____
 At what age did you start purchasing the Carolers? _____
 Favorite store _____ Type of store _____
 What is your favorite magazine? _____
 Do you purchase from catalogs? Y ___ N ___ Do you collect other lines? Y ___ N ___
 What are your hobbies or interests? _____
 How did you first find out about the Carolers: store ad _____ saw in store _____ saw at friend's _____
 heard from friend _____ visited Byers' Choice _____ saw in catalog _____ other _____
 Did you: buy *first* Caroler for self _____ or receive *first* Caroler as gift _____
 Do you purchase the Carolers because: Made in US _____ Family company started at home _____
 Company contributes significantly to charities _____ Reminds you of family member _____
 Evokes memories/warm feelings of family gatherings/traditions _____ Christmas decoration _____
 Other (please advise) _____

Thank You and Good Luck!

To commemorate our 20th anniversary, Byers' Choice is holding a special drawing for 20 of our specially handcrafted Display Belsnickles (pictured on the left) in early December of 1998. Collectors can enter to win one of these 31 inch jolly old elves by returning the entry card above or by attending Byers' Choice represented events being held across the country. For a list of these events please check our web page at www.byerschoice.com. To enter now, please detach and mail this form to: Byers' Choice Ltd., P.O. Box 158, Chalfont, PA 18914



Byers' Choice book to be released in
November 1998.
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JOYCE BYERS

OVER TWENTY YEARS OF CHRISTMAS TRADITIONS AND REMINISCENCES

A Treasury of Carolers

www.byerschoice.com
 P.O. Box 158, Chalfont, PA 18914

Byers' Choice® Ltd.