



# Caroler Chronicle®

www.byerschoice.com

2007 • Edition III



## *Candy Man Selling Sweets Children with Sweets*

The *Candy Man Selling Sweets* holds a basket overflowing with traditional Christmas crackers, clear toy candy and candy canes. The first chocolate store opened in 1657 in London, but its expensive chocolates allowed only the wealthiest to shop there. Street vendors often sold penny-candy which made the sweets more affordable for everyone. Price is no concern for these *Children with Sweets* as they fill their arms with their favorite confections!



# American Crafts Christmas Festival

at Byers' Choice Ltd.



*A Longaberger® craftswoman demonstrates the art of basket making.*

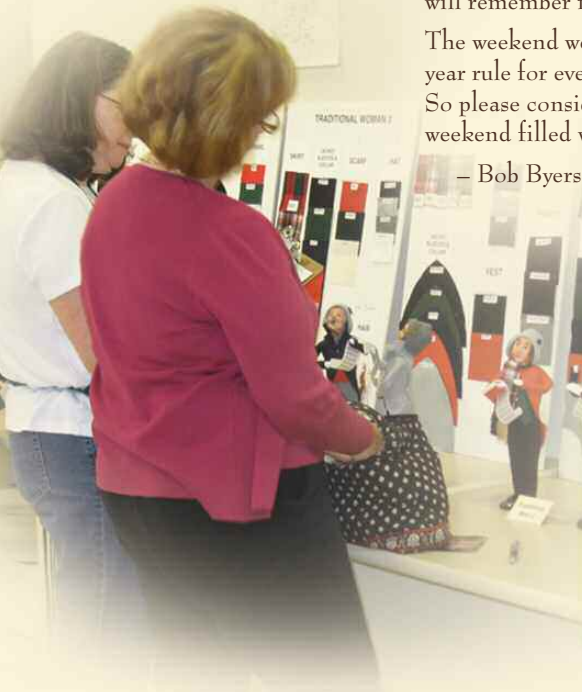
On behalf of everyone at Byers' Choice, I'd like to thank all of the people who participated in the Christmas Festival. About 4,000 visitors from 35 states had a chance to see that great work can still be done in this country at an affordable price, by viewing a few of the last remaining American-based handcraft Christmas companies.

A highlight for me was the Design Your Own Caroler area. For the first time, we allowed people to pick out the colors, style of dress, head and accessories to design their own personal Caroler. One of our dressers would assemble their choices. It was wonderful to see some of the designs that were developed (maybe my mother has a few future apprentices out there!) and to see the dressers' enjoyment in bringing someone's special design to life right before their eyes.

The factory tours, the Christmas teas, demonstrations by other craftsmen, and a few special surprises from Joyce, all contributed to a weekend that we will remember fondly at Byers' Choice for a long time.

The weekend went so well, that we are planning on breaking our every-other-year rule for events at the factory. (And next year will be our 30th anniversary). So please consider joining us September 27th-28th, 2008 for another weekend filled with fun, fellowship, and maybe a few surprises!

— Bob Byers



*Guests enjoy a delicious Christmas Tea in the formal Byers' Choice Gardens.*

# Design Your Own Caroler® Figurine

As we mentioned in our last Caroler Chronicle®, we have been developing a feature on our website by which you can participate in the design of your own Traditional Caroler figurine. Well, now is your chance to be creative! We are happy to announce that you can now visit [www.byerschoice.com/giftshoppe](http://www.byerschoice.com/giftshoppe) and start designing your own Caroler! Read below for a sneak peek:



## • Step 1: Choose Type

Start by choosing the type of Traditional Caroler that you would like to design from these categories — Boys, Girls, Men and Women.

## • Step 2: Choose Caroler

Select one of the three styles available in the type of Caroler that you chose (ex. Woman 1, 2 or 3).



## • Step 3: Customize Clothes

Next, customize your Caroler's clothes. Depending on the Caroler, choose from a variety of hats, felts, plaids, scarves, pants, skirts and jackets. Don't forget to click the *Save and Continue* button.

## • Step 4: Choose Face

Have fun choosing the face of your Caroler — maybe one looks like your brother, daughter, mother or best friend!



## • Step 5: Customize Face

Customize your Caroler's face with your choice of hair and eye colors. Click the *Save and Continue* button.



## • Step 6: Accessories

No Caroler is complete without a few accessories! Choose from 20 different accessories including Christmas stockings, wreaths, dolls, and baskets to name but a few. Click the *Save and Continue* button.

## • Step 7: Summary

Congratulations! Your custom Caroler is now complete. You may save this design and start designing a new Caroler or you can proceed to check out — it's that easy!

# Christmas Illustrations

## *Fido's Christmas Treat*

In 2003, a new series of figures named "Christmas Illustrations" was introduced in response to Joyce's interest in 19th century illustrations that were developed for greeting cards and advertisements around the turn of the century.

This year's "Christmas Illustration" is a young child bestowing a tasty treat to his beloved dog, Fido, on Christmas morning. *Fido's Christmas Treat* reminds us to share the spirit of Christmas with our friends and family on this special day and throughout the year.



## *The Chimney Sweep*

In central and Eastern Europe, most particularly in Germany, meeting a chimney sweep on New Year's meant good luck for the year especially if he were to give you his card. Chimney sweeps were typically children as young as age seven and were usually orphans throughout the mid-to-late nineteenth century in Europe. A chimney sweep's image, often a blond child sprinkling mushrooms and four leaf clovers for lucky recipients, was frequently used on chocolates as well as silver charms. These sooty harbingers of good luck are especially rare to find since the invention of modern heating systems. Our *Chimney Sweep*, carrying his broom and ladder, is sure to be a lucky addition to your holiday home!

*... so your chimneys I sweep, and in soot I sleep ...*



## *Victorian Father Christmas with Reindeer*

Father Christmas was originally part of an old English midwinter festival, normally dressed in green, a sign of the returning Spring. This beloved figure has evolved throughout the ages to represent Father Time, King Winter, Kris Kringle and the most popular, St. Nicholas.

It was not until the Victorian age that Father Christmas was truly revived as the spirit of Christmas. The Victorian Father Christmas was usually drawn as a jolly older gentleman in a long, hooded coat — the color of which could be red, blue, green or brown.

Our *Victorian Father Christmas* boasts a red velvet cape and brocade robe with gold trim. He carries a crook and sleigh bell and is joined by his trusty *Reindeer*, who wears matching velvet finery.

## *Little Match Girl*

The *Little Match Girl's* story dates back to the 1800s. On a cold winter's night, a poor little girl wanders the streets trying to sell a few matches to help her family. The *Little Match Girl* eventually succumbs to the cold of the night but is comforted while being raised up to heaven by images of her long-deceased grandmother. Although a sad tale, there is peace and joy in the story. It has been retold numerous times, in both books and movies, and remains a heartwarming reminder of the harsh life street children had in Europe before child labor laws were instituted, largely with the help of the Salvation Army. The story was originally told by Hans Christian Anderson, famous for the story of the *Silver Skates*.





---

## Adults with Stockings

"Twas the night before Christmas and all through the house..." This is the famous first line of the story, *A Visit from Saint Nicholas* written by Clement Moore and illustrated by Thomas Nast. It is one of the first mentions of the use of a stocking as a Christmas tradition in America. As the story goes, "the stockings were hung by the chimney with care, in hopes that Saint Nicholas soon would be there." In our version of this Christmas tradition, not only are the children hanging their stockings, but their parents are hoping for a few treats as well.

# Byers' Choice® Ltd.

4355 County Line Road  
P.O. Box 158, Chalfont, PA 18914  
215-822-6700



Victorian House  
Advent Calendar

