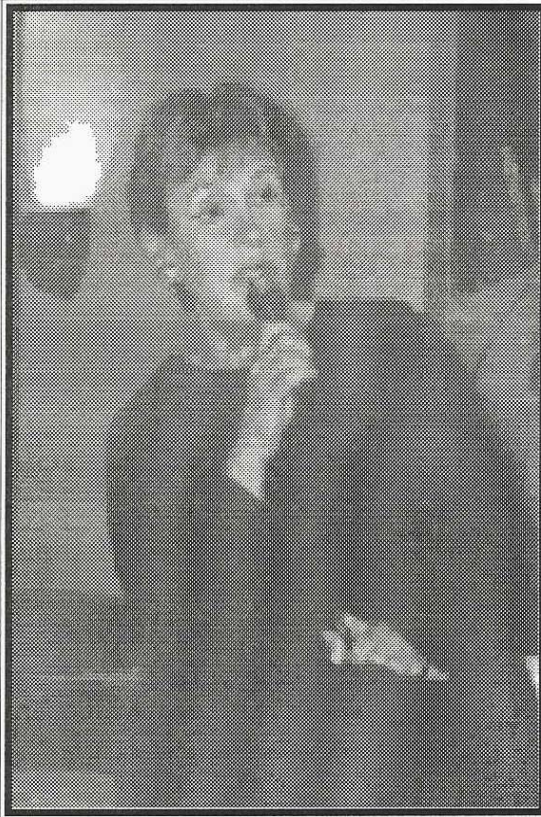


She Lit~Up Our ~Town

Lirst, we have the great good fortune of living in Texas! And then we have the great good fortune of being visited by Ms. Lit-Town, - whom everybody knows is Judith Price! Many of you have met and enjoyed her at events all around the country, but it is especially nice for her to "come to call" and let us show her a little of our back yard.

It must have brought back a few memories to her because she was here briefly as a bride during the war, while husband, Tony, trained in the Air Corps at Lackland.

Judith came to Texas this time to attend the Roundup in Houston, which is where we first caught up with her. Those of you who attended know what a great event it was. We convinced her months ago that San Antonio would not rest until she returned, so we feel especially lucky that she drove over after the Roundup to visit.



Actually, the only person to pass us on the road back to San Antonio was a kid in a white baseball cap who honked while

passing. Turned out to be Ms LIT- TOWN.

We joined Judith Sunday evening at her hotel on the river, dined under the stars with river lights bouncing on the water, and after a good nights sleep took off to tour the Missions.

There are five Missions here, which includes the Alamo, plus the wonderful old Roman aqueduct, so one can poke and pry and spend a major portion of the day lingering through that period of history. Naturally a visit to the old mission bookshop required buying books on San Antonio.

We toured and shopped, —dined at El Mercado and the Mexican Market, (did you know that ours is the largest Mexican Market outside of Mexico?), toured Ft. Sam Houston and it's landmark buildings and wished we could have had time to visit more of our retail shops!

(Continued on page 16)

(Continued from page 1)

But it was time for the River City Villagers meeting, so a quick change of clothes after freshening up, and we were at the Fireside Inn greeting fellow villagers whom Ms Lit Town was eager to meet.

Judith gave us a brief overview of Department 56: it's beginnings at Bachmans in 1976, (one of the largest floral companies in the country) and how Dept 56 became a publicly traded company in 1991. She began in Consumer Services in 1989 and discovered three packing boxes of mail from eager collectors waiting for her — they had been piling up in the basement — so she plunged into the mail and learned about collectors very quickly.

Questions from the floor were all answered. Her favorite pieces are "Old Curiosity Shop" and the "All Saints Church" from CIC which she feels is beautifully made. Mostly she collects Dickens, but now has North Pole for her grandson.

Regarding QVC, she feels it was a

Regarding QVC, she feels it was a good marketing move. After all, the company is in the business of making money, and any good business is constantly looking to expand it's market in order to survive. The Nov 1996 sale item program with QVC was highly successful and brought new collectors into the retail stores. D56 plans to continue working with QVC but will not sell newly introduced pieces through them.

Dolores Schumann wanted to know why D56 doesn't produce a color catalogue of gift items which she felt she could have used many times to locate a certain item.

The answer was that Department 56 produces over 3000 items, many of which are seasonal, and that it would be cost prohibitive to produce a catalogue every year. And because of the large number of items there is no retail shop that

carries every item they produce. So there is a particular item you want and your shop doesn't carry it call LIT-TOWN for help in locating another shop that carries it.

This year they have a new Christmas Table Top line, just coming out, you can read about it in the Quarterly, but it won't be available in all of the shops.

Regarding the "Profile" houses, she said they will continue to produce them under "Corporate Gifts" although they will not be sold by Dept 56 and they will not necessarily be houses (That was a surprise.) The Corporations will sell them directly as in the case of the Heinz house.

Regarding dealers — Dept 56 produces a brochure listing dealers that carry D56. It should be in the stores soon along with the History Lists.

... It was a casual, friendly, evening, with Judith and the villagers enjoying one another. The Club presented her with a "Fiesta" basket full of San Antonio goodies, and she declared San Antonio to be a wonderful place to hold an event — a jewel of a city.

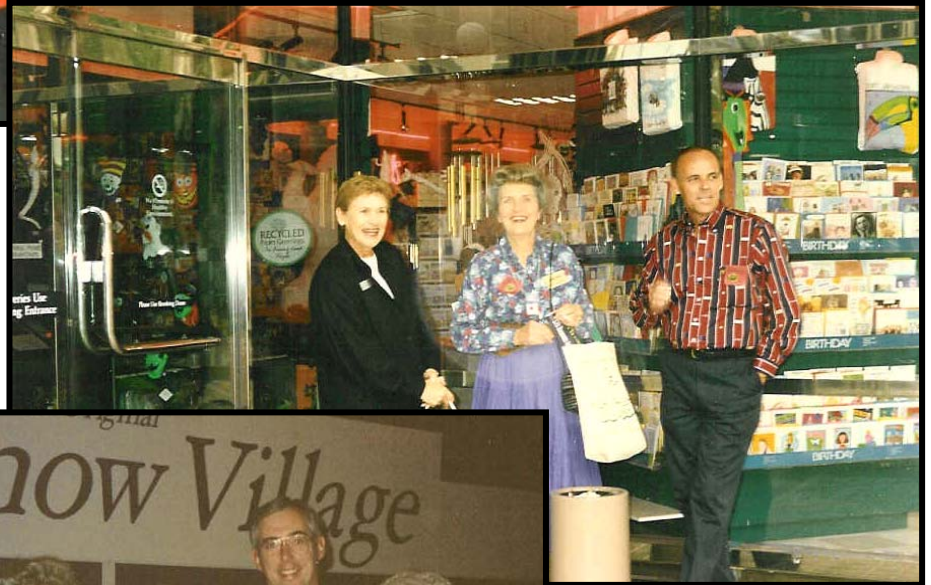
Bienvenidos, Judith - come again!





The Lit-Town staff: Bachman Village Gathering, Minneapolis, MN Convention Center (l-r) Lisa, Melinda Seegers, Judith, Rhonda Ritchie, Joan, Barbara (hidden - Carol) August 23, 1994

North Pole City Gathering, Oklahoma City. (l-r) Judith Price, Ruth Buerkle, Bob Peterson. Oct 1, 1994



Bachman's Village Gathering Minneapolis, MN. (l-r) Ruth Buerkle, Judith Price, Paul Bachman, Grace Williamson, Aug 11, 1990.



Bachman's Village Gathering, Minneapolis, MN. (The first major NCC meeting held at this gathering.) (l-r) Judith Price, Grace Williamson, Ruth Buerkle Aug 22, 1992



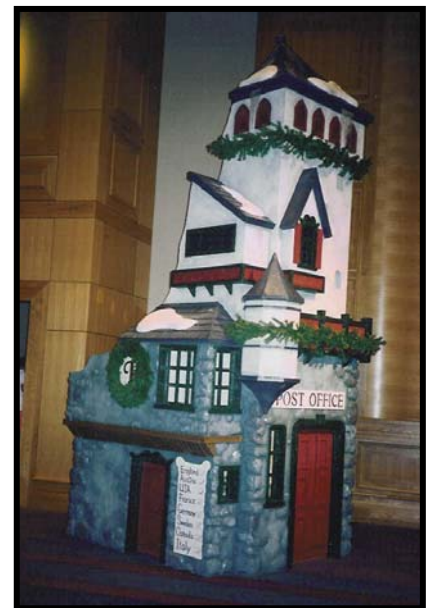


The Judith Dollar

The Judith Dollar, created for the NCC Carnival House Party at the Pennsylvania 5-6000 Gathering in Lancaster, PA. Designed by Barbara Fischer of Pennsylvania, and used to purchase food at the Carnival, May 1998.



Bachman's Village
Gathering, Minneapolis, MN
(l-r) Judith Price, Jeanne
Marie Dickens Aug 22, 1992





California gold Gathering, Anaheim CA. (l-r) Jessica, Francisco, Judith, Jan Cooke, Ruth Buerkle, Grace Williamson. June 1, 2002.

California Gold Gathering,
Mountaintop dining (l-r)
Grace williamson,
Francisco, Jessica, Ruth
Buerkle. June 1, 2002.



California gold, Mountaintop dining.
Francisco and Jessica, June 1, 2002



California Gold Gathering,
Mountaintop dining and
waterfall (l-r) Judith,
Grace, June 1, 2002.



California
Gold
Gathering,
Anaheim,
CA. (l-r)
Grace
Williamson,
Judith, Ruth
Buerkle,
June 1,
2002

California Gold Gathering, NCC Patio Party.
(l-r) Esme Gibson, Judith Price. June 1, 2002



California Gold
Gathering, NCC party
on the patio. Judith
and Jack Skeels.
June 1, 2002



N.E.V.E., Warwick, RI. Dinner. Judith on chair applauding. Next to Judith on the right, Peggy Culler Hair. Far right Liz Erickson. Aug 23, 2002

N.E.V.E Warwick, RI. Following her seminar, Judith drew names for prizes. (l-r) Judith, Penny Miller and Melinda Seegers. Aug 23, 2002



San Antonio, TX. Lunch at Sullivan Carriage House, (l-r) Grace Williamson, Judith and Tony Price July 17, 2001.