

COLLECTOR'S *Club* JOURNAL

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THE SPIRIT OF THE SEASON LIVES HERE

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Will You Take Mine Too? (no. 12927)

Dear Friends,

Happy Holidays!

The most wonderful time of the year has arrived. The air is filled with joyous carols and holiday songs, lights twinkle and glitter from trees and homes, and every child's eyes are shining in anticipation of a visit from Santa Claus.

Of course, Lemax collectors seem to be in the holiday spirit all year long. Still, December is always a great month for us. Displays are assembled, villages built, lights strung and everything placed "just so" to create an enchanting wonderland in miniature.

Aren't we lucky to have this special holiday treat that keeps giving, year after year. Our villages have become like part of the family, and we look forward to seeing them again during this most festive time. The spirit of the season truly lives in each and every Lemax village.

I hope you have a warm, wonderful holiday that is filled with fun and joy!

As always, we welcome your comments via email at: collectorsclub@lemaxusa.com



Getting Wood for the Cabin (no. 14329)

An Amazing Christmas Village Grows in the Low Country

If Richard Coyne's name sounds familiar to Lemax Collector's Club members, it is probably because he has been a consistent winner in our annual Village Display Contest. Richard, who lives in Bluffton, South Carolina, took first prize in our 2010 contest, after taking the first runner up spot the previous year.

But don't count on seeing an entry from Richard in this year's contest. He has been too busy building one of the largest and most impressive Lemax villages we have ever seen. So large that Richard moved his village out of his home and into a storefront on Hilton Head Island, just across Calibogue Sound from Bluffton.

Richard's enormous village covers 200 square feet and stands 14-feet tall! Despite the size of the village, Richard put in hours of the painstaking details and imaginative layout that make his village so realistic and engaging.

Richard opened his village to the public in late November. The price of admission is a donation of a toy for the U.S. Marine Corps' "Toys for Tots" program. Hundreds of neighbors, friends and strangers have stopped by to marvel at Richard's enchanting village.

If you are traveling through the South Carolina "Low Country" this holiday season, make a short side trip to Hilton Head to see Richard Coyne's village. If not, enjoy this series of photos he provided to the Collector's Club.



Low Country Christmas



Low Country Christmas



Low Country Christmas



Low Country Christmas



Low Country Christmas



Hard to resist getting into the spirit

By Beverly Beckham

It's funny how it kicks in. All it took was a song.

I was grumbling before I heard Mariah Carey belting out "All I Want for Christmas Is You" way back on Veterans Day. I was looking at all the Christmas ads in all the papers and thinking, "It's not even Thanksgiving. It's too soon to be thinking about Christmas shopping." I'd been to South Shore Plaza the day after Halloween and seen Santa set up for business, and I'd actually groaned. I was harumphing and humbugging all over the place, thinking how are we supposed to live in the present when everything propels us into the next season?

And then, just like that, Mariah Carey got me ho-ho-hoing and actually daydreaming about red sheets and holiday pillows and wondering if maybe I should buy a small, live tree for the deck while the weather is still warm.

Christmas, I confess, so often strikes me as commercial and expensive and too much work, too much hype, too exhausting, too encompassing, too everything. The truth is that every Dec. 26, I swear "Never again." But then 10 months later, right on schedule, something magical happens. The radio station starts playing its holiday music and I grumble at first, but then I am lulled by a song.

Or I'm at a mall and see a Santa and roll my eyes, but then a little boy gazes up at Santa in the way that little boys do and all of a sudden I've got tears in my eyes. Or I notice all the pretty velvet and satin party dresses and patent leather shoes everywhere, and find myself fa-la-la-ing.

The truth is I love this time of year. I love eggnog and candy canes and big red bows and holiday photo cards and the annual Christmas letters that people write. And lighted trees and all the parties and especially all the nonstop Christmas music, a certain song pulling you back to a Christmas you hardly remembered, until the notes carried you there.

Movies do that, too. Take you back. Take you someplace else. "It's a Wonderful Life" and "Scrooge" and "Frosty" and "Rudolph." I love church Christmas pageants, too, all the little kids so earnest, and school holiday concerts that are always too long and a little off-key but perfect anyway, perfect every time.

I love "Granny Glittens and Her Amazing Mittens" by Gertrude Crampton, a story I read as a child, which I passed on to my children, who have passed it on to theirs.

And I love a song my friend Ann Galvin wrote about Santa Claus many years ago, that's never been published, but that we belt out every year. Every year is the enchantment of Christmas. It's tradition that makes Christmas magic. "Yes, Virginia, there is a Santa Claus." Gingerbread houses that the kids decorate. Candles in the windows. The color red. Kids writing lists. Kids sitting on Santa's lap. All the family get-togethers.

But all these traditions take time. Which is why the season has to begin early.

A child born in a manger is the reason for all this celebrating. That Santa Claus is a byproduct and peace on Earth a wish, that December's dark is dispelled by light? It's all good.

We see such beauty in December, but not because December is beautiful.

It's bare. It's cold. It's gray.

People make it beautiful. Christmas makes it beautiful.

It's OK that it starts in November because it really is the most wonderful time of the year.

This article originally appeared in the Boston Globe on November 27, 2011.

2011 Holiday Display Contest

Ready to share your Lemax holiday display with the world?
Enter our 13th annual Lemax Village Display Contest.
Entries are open until Friday, January 27, 2012.

Prizes will be awarded for First Place (\$500 Lemax gift certificate),
Second Place (\$250 Lemax gift certificate) and Third Place (\$100
Lemax gift certificate).*

Here's how to enter:

- Take a clear photograph of your Lemax Village display. Digital format is preferred (JPG or EPS), but we will accept a glossy 35mm print. Sorry, we cannot accept Polaroids.
- You may send up to five (5) photos. Only the first five photos will be considered for entry - the others will not be viewed.
- If you'd like, you can send a photo of yourself along with your entry.
- Your village should be comprised primarily of Lemax products. Homemade landscaping and decorations are allowed.
- Fill out the entry form below (or a photocopy). Cut it out and tape it to the back of each photo. Use a separate sheet of paper if necessary.
- Send the photos (with entry form attached) to the address below.
- Entries must be received at the Lemax Collector's Club by Friday, January 27, 2012.
- All photos become property of the Lemax Collector's Club. Sorry, we cannot return your photos.
- To enter, you must be at least 18 years of age.



Entries will be judged by a panel of design and decorating experts.

*Cannot be redeemed for cash. Selections must be made from the current Lemax catalog.

Tape the form below (or a photocopy) to the back of each photograph and send to:

Lemax Collector's Club, Display Contest, 25 Pequot Way, Canton, MA 02021 USA

LEMAX VILLAGE DISPLAY CONTEST ENTRY FORM

Name: _____

Address: _____

City/Town: _____ State: _____ Zip Code: _____ Country: _____

Daytime Telephone: _____

E-mail Address: _____

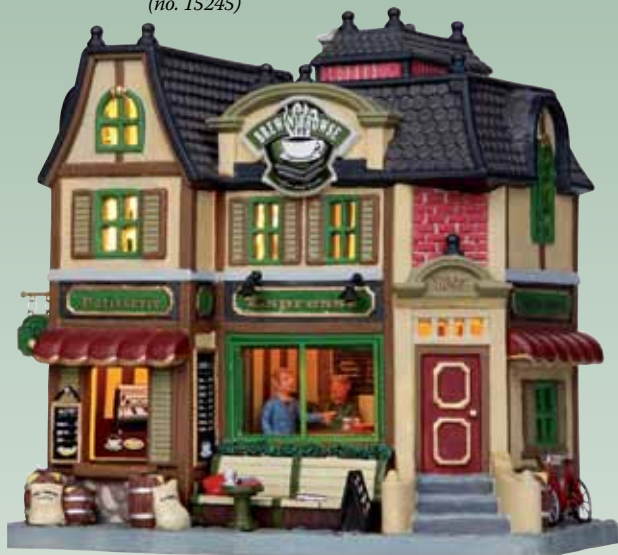
Please describe your Lemax Village and what makes it unique and special: _____

More Holiday Cheer!



Here's a preview of some of the newest Lemax buildings and accent pieces for 2011...

Espresso Bar
(no. 15245)



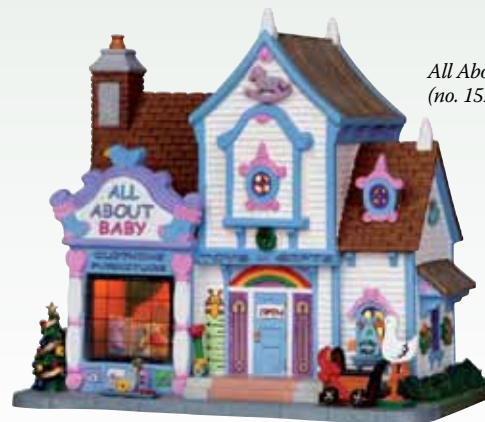
Ready to Launch
(no. 14330)



Whitfield Mansion
(no. 15273)



Tudor Style House
(no. 15205)



All About Baby
(no. 15234)



HAPPY HOLIDAYS

FROM



COLLECTOR'S
Club

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