



# INSIGHTS

THE EXCLUSIVE CLUB MAGAZINE

## MAKING HISTORY

A new spirit of cooperation  
unites the Hummel world!

Meet the partners

Admire the latest figurines

Learn about plans for  
the Club including your  
2015 Convention!



m.J. Hummel®

*The Love Lives On!*





## New Beginnings

Dear Hummel Friends:

*It is with great pleasure that we put into your hands the latest issue of INSIGHTS. After nearly a year, the Club is back and we're thrilled to be publishing your magazine. It's filled with exciting news about uniting the international Hummel world as we celebrate the joy of Sister Hummel's art, new releases from Germany and the extraordinary times ahead.*

*We've always been a close-knit collecting community, and we know you as members have been through a lot. But things are looking up...way up! The Club is officially under new administration with an experienced management team determined to put things right so you can feel good about being part of the oldest and most successful collector's association of all time.*

*For almost four decades, the M.I. Hummel Club members have proven to be a special breed – with a stick-to-it spirit and tenacious loyalty to an artistic vision. We hope to tap that into spirit and with your help, turn the lights on and bring the Club back to life, better than ever before.*

*We're rolling up our sleeves here in our new offices in Bordentown – Club Year 38 is in full swing and exciting innovations are planned. The factory in Rödentel, Germany is buzzing with activity as new M.I. Hummel figurines are being crafted every day. Our energy is fresh and our enthusiasm strong. Here's to the joy of new beginnings!*

Cordially,

Ken and Chuck  
Managing Partners  
The M.I. Hummel Club of North America  
Newboden Brands



## In this issue

Your Fall issue is dedicated to Making History. We explore the groundbreaking partnership between Hummel Manufaktur, ARS AG, the Convent of Siessen and the Hummel family along with the team running your Club in North America, Newboden Brands. Plus the latest, history-making *M.I. Hummel* treasures from Rödentel are on full display. Happy reading, and happy holidays!

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## New beginnings

# Let's make history at the 2015 M.I. Hummel Club Convention

For those of you who wondered if there would ever be another Club Convention, we have an answer for you – a resounding “Yes!” Beginning in 1981 with Local Chapters, then with National Conventions open to all members in 1993, Club members have been continuing to meet every two years like clockwork to share information, ideas, enjoyment and friendship. And we're not skipping a beat.

Philadelphia is the birthplace of America and will be known as the re-birth place of the Club. The city is also famous for the Liberty Bell, Independence Hall, Betsy Ross, Ben Franklin and early next September, the M.I. Hummel Club! Mark the weekend of September 18, 2015 on your calendar, and get ready for some Hummel-style fun in the City of Brotherly Love – an appropriate place to show for sure that *The Love Lives On!*

The M.I. Club is looking forward to taking over Philly – accommodations will be at the Sheraton Philadelphia Downtown Hotel, 201 N. 17<sup>th</sup> Street, Philadelphia, PA.

You can expect an extended weekend filled with informative seminars, dignitaries from the Hummel world, a showcase of the latest treasures from Rödental, auctions, entertainment, gifts and giveaways.

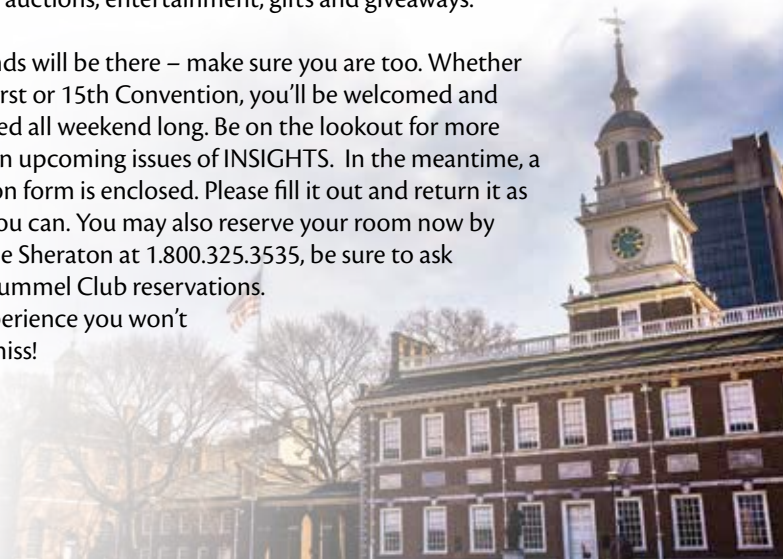
Your friends will be there – make sure you are too. Whether it's your first or 15th Convention, you'll be welcomed and entertained all weekend long. Be on the lookout for more specifics in upcoming issues of INSIGHTS. In the meantime, a reservation form is enclosed. Please fill it out and return it as soon as you can. You may also reserve your room now by calling the Sheraton at 1.800.325.3535, be sure to ask for M.I. Hummel Club reservations. It's an experience you won't want to miss!

## Fall news flash

### Celestial Crystal

We hope you agree that adorning our 2014 Annual Angel with Swarovski crystal was a brilliant idea! The partnership between the famed Austrian crystal producer and M.I. Hummel dates back to 2003, when the two teamed up to add some sparkle to traditional motifs. The result has been a successful series of figurines with shimmering crystalline touches.

This fall we bring you *Star Sparkle*, a sweet pink angel who has captured some starlight just for you. Two authentic Swarovski crystal stars light the way, in time to make your holiday season shine.



## INSIGHTS TRIVIA

In the beloved M.I. Hummel figurine, Hum 374, a boy has misplaced something. What could it be?

- ☐ A His mitten    ☐ B His sock    ☐ C His homework

Look for the answer hidden on the bottom of this page!

## Convention Memories 2013



### Heard at last year's Convention:

***"This is not a Club, this is a family. And everybody loves each other."***

– Carolyn Proctor, TN

***"We wouldn't miss a Convention. It doesn't matter to us where they're held. We love them!"***

– Rudy & Mary Hertlein, NY

***"Excellent, wonderful, great! We are making new friends and enjoying everything."***

– Sukrit & Anusri Mitra, NJ

***"I've never experienced people this close, happy, and alive."***

– Elfriede Blakeslee, NM





# Heart to Heart

Sister Claudia Maria of the Convent of Siessen speaks about her role on the Artistic Board, Sister Hummel's message and her wishes for the future.



## ***How do you see the new developments in the Hummel world?***

We at the Convent of Siessen support the new arrangements. It is a hopeful sign that the two parties, Hummel Manufaktur and ARS AG decided to put the continuation of the M.I. Hummel Club in the hands of Newboden, who is not an unknown partner in the Hummel world. We wish the Hummel Club with this new set up again better times and the restoration of the confidence of M.I. Hummel®.

***After so many changes, is there a message you'd like to send to collectors?***

You, as a collector, kept the legacy of Maria Innocentia Hummel during many decades alive despite of countless difficulties. You did not stop to believe in the message of the M.I. Hummel and continued to support the brand. We appreciate your loyalty and dedication and for all we expressly want to thank you, dear collector! You are true friends of Sister Maria Innocentia. With the new arranged contract partner cooperation we hope, that a base has been built up, which allows you to trust again into the future of M.I. Hummel® and that you may experience again happy and untroubled M.I. Hummel conventions

***What does the Oeuvre (the lifetime artistic body of work) of Sister Maria***

## ***Innocentia Hummel mean today to the convent?***

We are still committed to the life and Oeuvre of our fellow sister, Maria Innocentia. Even today she has many aficionados among of us. Her drawings have a fascination which elate still today, but even more her life as a Franciscan is deeply touching and moving. Sister Maria Innocentia lived in the Convent during the rise of National Socialism and the Second World War. It was one of the hardest times in our history, in which Sister Maria Innocentia also experienced like a lot of people the disrespect for human dignity. In these environments Sister Maria Innocentia left a strong testimony of deep humanity; she could give

everybody, who lived with her in the convent, which was evacuated and occupied by the Nazis, deep comfort, courage and hope. From her own happy and protected childhood she kept pictures in herself, which she reflected in her drawings of children. Even today she speaks through these drawings to the hearts of many people and communicates in that way some of the desire of a happy, untroubled and innocent childhood.

## ***Why do people connect so strongly to the figurines?***

Even today I am astonished by the passion of the Hummel friends collecting figurines! I suppose they find the values in the figurines, which I described before. Despite of the terrible







external circumstances, when the convent became a camp, overloaded with people, exactly in this distress a deep hope matured in Sister Maria Innocentia, which was based on the roots of her own childhood and Christian faith. Perhaps it is this message, which also speaks in of the figurines that children always are an expression of hope and future. ...and for the Children who exist only a "here," a "today" and a "now." So they lead us, the adults, back to the presence allowing that memories of earlier times become alive again.

***As the head of the Artistic Board, what do you look for in a new figurine?***

I look mostly at the expression on the face, but also at the colors and the expression of the whole figurine. It is important that the figurine has a mystery or tells a story. Sister Maria Innocentia's paintings are reflecting a Franciscan understanding of

the goodness and beauty of creation. She must have seen the imprint of God on the faces of innocent children.

***What is the final thought you have for our members?***

I wish the Hummel Club members that the trust in the new management will be rewarded and that the management has the awareness of the proven

loyalty of the Hummel Club members. The message of Sister Maria Innocentia Hummel will have a future even in a changing world, because we need hope and future for organizing our life.





# Return to Excellence

A team of skilled business people formed a new company late last year to continue the handcrafting of M.I. Hummel figurines. Representing both a new chapter in Hummel history and a return to traditional German craftsmanship and artistic excellence, Hummel Manufaktur is a crucial part of the new worldwide Hummel alliance.



**L to R: Claus-Peter Wahner, Peter Kapitza, Merry Wanderer, Peter-Paul Schmidt-Fisher and Dr. Nicholas Metz**

Now we'd like you to meet the people behind the company and read a statement prepared especially for members of the North American M.I. Hummel Club.

*"Our utmost respect for the work of Sister Maria Innocentia Hummel and a belief in the Hummel brand and original M.I. Hummel figurines is what motivated us to continue figurine production at the same location where they were born and where they've been made for nearly eighty years. Since Hummel Manufaktur took the reins last year, authentic M.I. Hummel figurines have been produced exclusively in the factory halls in Rödental, Germany."*

M.I. Hummel figurines are made by masters of the craft using time-honored methods. Some of the craftspeople we employ represent the third generation of families that have worked for decades creating M.I. Hummel figurines, extending back to the traditional craftsmanship established by the former W. Goebel Porzellanfabrik.

Today, Hummel Manufaktur has re-employed a substantial workforce and creates M.I. Hummel figurines of the highest quality, exclusively in Rödental, to please collectors around the world. We're proud to report that global demand for these fine figurines is already quite high, and the M.I. Hummel Club again has thousands of members. Prospects for the future of M.I. Hummel figurines are bright as we continue to serve collectors' needs and deliver the high standards you deserve."

*Claus-P. Wahner*

Claus-Peter Wahner,  
past CEO of Goebel Porzellanfabrik

*Peter Kapitza*

Peter Kapitza,  
CEO of Hummel Manufaktur

*Peter-Paul Schmidt-Fisher*

Peter-Paul Schmidt-Fisher,  
CFO of Hummel Manufaktur

*Dr. Nicolas Metz*

Dr. Nicolas Metz,  
Owner of Sammlergalerie



Hummel Manufaktur GmbH is located in northern Bavaria, north of the cities of Nuremberg and Bamberg and near the city of Coburg.

Address:  
Hummel Manufaktur GmbH  
Coburger Straße 7  
96472 Rödental Germany

Hours:  
Monday - Friday: 10am - 5pm  
Saturday: 10am - 1pm

Factory Tours:  
Every Tuesday at 10am and 2pm we offer guided tours through the factory. The 1-hour tour will take you through the factory where you can enjoy an over-the-shoulder experience while our artists are casting, assembling and painting M.I. Hummel Figurines. Admission is €5.00 per person, Club members are free of charge. For further information/reservations please contact  
+49 9563 75 293 33 or  
[club@mihummel.de](mailto:club@mihummel.de)



# Adventures Ahead

There's nothing quite as exciting as taking a new road forward.

In this spirit, Hummel Manufaktur is introducing **Off On A New Adventure**, the first figurine in the all-new *Unforgettable Moments Collection*.

It's a series designed to showcase milestone moments in life. This young lady has packed her bag and is setting off on a journey. Where she's going is up to you – just use your imagination!

Perhaps the figurine represents young Berta Hummel off to Munich as a budding art student, or leaving the past behind for a new life at the Convent of Siessen. Perhaps this figurine has personal meaning for you. It may remind you of an important adventure in your own life – starting college, moving to a new town or beginning a new career. It may even represent an adventure you'll be having soon with fellow members of the M.I. Hummel Club. (See page 18 for information about our newest Tallyho European Tour!)

For Hummel Manufaktur, **Off On A New Adventure** represents a fresh start for M.I. Hummel figurines as we take a journey together with new partners on both sides of the Atlantic – and with you, our loyal Club members. We're looking forward to the adventures that lie ahead!

**Off On A New Adventure**  
**Unforgettable Moments**  
**Collection**

Made in Germany  
1000176 Hum 2359  
4.75" Price \$425



# History In Two Dimensions

The year was 1933. Josef Müller, the owner of the renowned Catholic publisher, Ars Sacra of Munich, received an intriguing letter from the Convent of Siessen in Saulgau:

*“Attached please find three copies of the latest designs by our young artist, B. Hummel. We would like to inquire whether and under what conditions it might be possible to publish a series of devotional pictures in black and white and then also in color. In hope of receiving a favorable response, along with samples of paper and format, I am respectfully yours,*

*Sister Eligi Stadler*



**ARS AG Staff (L to R): Sigrid Straehler, Lidia Deuber-Casutt and Peter Fiechter**

In those days, the Graphic Arts Workshop of Ars Sacra – Latin for sacred art – specialized in color printing and the latest reproduction methods for religious artwork. The letter from the Convent caused excitement among the experts on the Ars Sacra staff. They saw something innocent and joyful in the work of the young artist and thought it held great promise. A lively correspondence ensued, additional artwork was received, and the owners of Ars Sacra were motivated to travel 220 miles to Siessen to further inspect the work of Berta Hummel.

Josef and Maximiliane Müller recognized a special charm in these imaginative drawings of children.

Ars Sacra was a large publishing house with many years of experience in color printing. They envisioned turning Berta's

delightful drawings into merit pictures to motivate students, art postcards, communion souvenirs and other products. Negotiations with the Convent resulted in the granting of exclusive reproduction rights to artwork created at the Convent.

That simple letter from the Convent in 1933 led to the publishing of the original artwork of Berta Hummel – or Maria Innocentia as she would be renamed that August. By the end of 1933, thirty-seven pastel pictures

had been printed by Ars Sacra and eight unbroken decades of collaboration began. As a result of this successful relationship, the artwork of Sister Hummel has been available in many forms over the decades for the world to admire.

Today, ARS AG, a predecessor of Ars Sacra, is a thriving international licensing company that represents the artwork of Sister Hummel. ARS AG continues to hold the worldwide rights to the 2-dimensional artwork as well as 2-dimensional reproductions of M.I. Hummel figurines. Their customers are manufacturers and distributors worldwide who showcase Hummel artwork in gifts and collectibles, home décor products, books, stationery, crafts, games, toys, apparel and jewelry.





## Company Milestones

1896 Ars Sacra publishing company was founded.

1933 The Convent of Siessen grants Ars Sacra reproduction rights to Sister Hummel's artwork.

1935 The firm's founder, Josef Müller passes away, and the company is run by his wife and son-in-law, Herbert Dubler.

1938 A branch of Ars Sacra is founded in Lugano, Switzerland, to ensure continued operation under the rise of National Socialism in Germany.

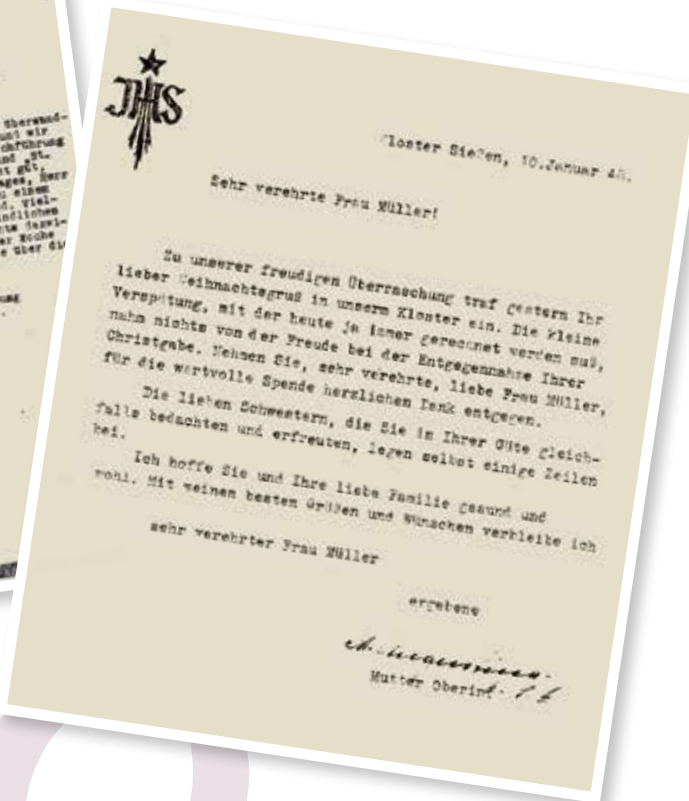
1939 A branch of Ars Sacra is founded in U.S.

1981 Ars Sacra, Munich becomes known as ArsEdition, Munich.

1983 The 2-D rights to Hummel artwork is transferred from ArsEdition, to a related company in Switzerland, ARS AG Zug.

1995 Until 1995 Jacques Nauer, a grandson of Herbert Dubler, was a partner in ARS AG.

2001 ARS AG moves to new buildings in Baar, Switzerland.



ARS AG works closely with these manufacturers on concepts and motif selection, and insists on quality for all products. New concepts are submitted to the Convent of Siessen for oversight, similar to the 3-dimensional process for M.I. Hummel figurines.

ARS AG was instrumental in forging the recent unity in the Hummel world and will now coordinate their activities with other facets of the brand. Working collaboratively as part of an international Brand Board, the protection and growth

of Hummel will be assured for many years to come. Fortunately for fans all over the globe, the artistry lives on!



The earliest "diligence cards," Children and guardian angels, 1932: On the Way to School, Child's Prayer and Making Repairs



# Family Matters

The Hummels were kind enough to share a bit of family history and explain how they oversee their extensive collection of Berta Hummel's artwork.

Alfred Hummel and Veronika Hummel are a father-daughter team with direct family ties to the beloved artist,

Berta Hummel. Alfred is the artist's nephew and directs the Berta-Hummel-Museum in Massing, Germany. Veronika is Berta's great niece and owns the smallest Hummel Shop in Regensburg, gestatten... Hummel.

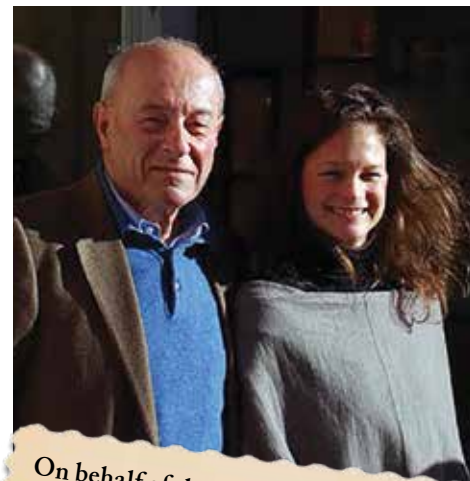
According to Veronika, "Berta's father recognized her extraordinary talent and supported her in every possible way." This was demonstrated when he allowed Berta to move to Munich and financed her studies at the University of Applied Arts. Says Veronika, "In those days, it was extremely unusual for women to study at all."

Berta's devoted father kept most of the artwork she completed before she joined the Convent. Therefore, Veronika explains, "the Hummel family

has the largest collection of more than 1,200 paintings." The family also owns the world's largest collection of Hummel figurines, numbering over 3,500.

To preserve and display the artistic legacy of his aunt, Alfred opened the Berta-Hummel-Museum in Massing in 1994, converting the former family residence into a contemporary display space. Alfred partnered with Sister Witgard of the Convent of Siessen and art historian Dr. Genoveva Nitz to set up a professional archiving system for the artwork, which is continually updated.

Four years ago, Alfred's daughter Veronika joined the family enterprise, and alongside her father, helps coordinate museum activities. Each year, the museum organizes a new exhibit, rotating in lesser-known works to show the range of Berta's talent. They also display the work of other European artists who may have influenced Berta. This year, visitors were treated to the works Andreas Kuhnlein, an internationally known Bavarian artist for wooden sculptures. The museum also sponsors group excursions to places that



On behalf of the Hummel family, we send our best wishes. We are very glad that the M.I. Hummel Club will be continued and the good spirit lives on. We are excited that our aunt's tradition will be carried on in North America and will spread much joy again. All the best to you!

— Alfred & Veronika Hummel

inspired Berta. Art-lovers can view the real scene to help understand Berta's creative vision.

Next year an extraordinary exhibition is planned – 80 Years of Hummel Figurines. Some extremely rare figurines will be displayed and compared to the original drawings, and never-before-seen paintings will be unveiled.

The museum is a lively and fascinating place. Alfred and Veronika's message to every member of the M.I. Hummel Club: "You're invited!"

Das Berta-Hummel-Museum im Hummelhaus

Berta-Hummel-Straße 2,  
D - 84323 Massing

[www.hummelmuseum.de](http://www.hummelmuseum.de)

[info@hummelmuseum.de](mailto:info@hummelmuseum.de)  
[info@gestattenhummel.de](mailto:info@gestattenhummel.de)



©A. Hummel

*Timeline of Artistry*

1909 - 1931:

**Berta Hummel's early artwork**

1927 - 1931:

**Munich study**

1931 - 1946:

**The artist lives and works at the Convent of Siessen**

1935 - 1937:

**Munich study**



# Here's to Handmade

A ball of yarn and some knitting needles is all it takes to make your own scarf, sweater and mittens. Or is it?

As the curious onlooker is learning, it takes a skill and care to cast on, knit, purl, cast off, and end up with a good-looking garment. That's why this enchanting, true-to-life figurine is appropriately called **Concentration**.

It's a PFE (Possible Future Edition), modeled by Master Sculptor Arthur Moeller, one of the original creators of *M.I. Hummel* figurines. A prototype of **Concentration** was first crafted in 1955, approved by the Convent of Siessen and stored in the Rödental factory archives for nearly 60 years, awaiting the perfect time for debut. That time is now.

Notice the determined look on the girl's face as she focuses her attention on what she's making. The boy watches with clear admiration for such a feat of manual dexterity.

It's a sweet scene that recalls the days when most clothing was made by hand. In the early years of the last century when Berta Hummel was a girl, ready-made garments were rare, especially in rural towns and villages like Massing. Hand made was the more practical and affordable choice for most families. That's why the Hummel store on the main square of Massing stocked an array of yarns and fabrics, and girls learned at an early age to sew and knit.

It's a pure delight to add this long-awaited treasure to the latest *M.I. Hummel* offerings. We're sure you'll agree, it's high time to share **Concentration** with the world!

## **Concentration (PFE)**

Made in Germany  
1000120 Hum 302  
5.00" Price \$600





# What's New for the Club? Newboden!

Meet Newboden Brands, the exclusive North American distributor and manager of the M.I. Hummel Club.



Newboden Brands, meaning *new ground* in German, was formed in 2011 with the goal of rebuilding the Hummel brand in North America. Today, Newboden Brands is the exclusive authorized distributor in North America for both Hummel Manufaktur of Germany and ARS AG of Switzerland. In July of this year, Newboden acquired the sole administration of the M.I. Hummel Club in the United States and Canada. Newboden is also the exclusive licensing agent for the Hummel Brand worldwide.

***We're restoring the good reputation and good feelings.***

The Managing Partners of Newboden, Chuck Harley and Ken LeFevre, are each 35-year veterans in the Gifts and Collectibles industry and know the Hummel world well. Chuck was President of Goebel Miniatures from 1977 through 1992. Ken was President and CEO of Goebel

North America and the M.I. Hummel Club from 1989 through 2000. Both gentlemen are the architects of numerous successful marketing programs for M.I. Hummel in North America.

***A deep connection with a beloved brand.***

"This is more than just a business to us," says Chuck. "It's very personal. Our understanding of Hummel and our connections with longstanding friends at the factory in Rödental and the Convent of Siessen is making this an easy and enjoyable transition as we redirect the brand."

Ken and Chuck have a passion for the brand and the tradition that makes these figurines unique. Ken comments "Chuck and I were around in the 'good old days' when the Goebel family was watching over Hummel. We know what made this brand great, and we're committed to putting things right."

The partners offer financial confidence and brand knowledge, and they've assembled a team of industry experts to run the new M.I. Hummel Club. To begin with, you will hear many familiar voices; some of the experienced Club staff are back on board.

***The watchwords of the Club's return: continuity, reliability and trust.***

Newboden's goals are to run the business with integrity and restore your trust in a beloved brand. Together, we can get back to the camaraderie, friendship and exceptional artistry for which Hummel stands.



We started planning and developing the Club way back in 1975. Its longevity and endurance, despite the problems of recent years, is due to the unfailing loyalty and love expressed by our collectors. Now Ken and Chuck, both well experienced in our special Hummel world, have reopened the Club doors. They fully understand your dedication to the art of Sister Maria Innocentia and I know they will work hard to recreate your Club. A warm 'welcome back' to all!

– Joan Ostroff,  
Founding Executive Director,  
M.I. Hummel Club

Good luck with the rebirth of the M.I. Hummel Club! We've made so many good friends and have such wonderful memories of spending time with Club members. We've learned from all of you – just as we hope you've learned from us. Club members are special people that we've been privileged to know through the years, and Ken and Chuck are very skilled managers. We truly believe that these two gentlemen have the professional knowledge and enthusiasm to actively rebuild the M.I. Hummel Club for all members to learn and share the joy of collecting! Happy Hummeling!

– Bob and Ruth Miller  
*Authors, The Official Guide to Hummel  
Figurines, Plates, Bells and more*

The lights went off at the M.I. Hummel Club last October and it was getting dark in Mercerville, NJ. Sadness overshadowed the Hummel Sky; accompanied by uncertainty for a future of the Club. Now, this September, almost a year later, Mr. Ken LeFevre and Mr. Chuck Harley have turned on the switch for a new start of the M.I. Hummel Club here in North America. Light is back again and so are our beloved Hummel Kids! Good Luck on the way into the future.

– Ulrich Tendra  
M.I. Hummel Master Painter

As a dedicated retailer of Hummel creations since 1985, Alpenland International has been intimately connected to the Hummel world for many years, and is therefore absolutely delighted to see these cherished collectibles in the hands of people who understand and care about them. We couldn't be happier about this news, and share your excitement and renewed commitment to continuing the proud Hummel collectible tradition. Sister Maria Innocentia Hummel is surely smiling on you!

– Bernie Purk, Chairman  
– Beverly Autry, CEO  
Alpenland International, Inc.

In my years of touring North America, I met so many wonderful collectors, and I send you my wishes for good luck. It's wonderful to see the artistry of *M.I. Hummel* and the fellowship of the Club continue!

– Gerhard Gutwill  
*Head of Production,  
M.I. Hummel (Retired 2002)*

Natascha and I send fond wishes across the sea to our friends in North America. Since 1989, we've had the pleasure and privilege of getting to know many of you personally and want only the best for you and the Club. Knowing that Ken and Chuck are at the helm in North America is very reassuring. We're thrilled to finally see real cooperation among all the facets of the Hummel world. Good luck to Ken and Chuck and to all who love Hummel!

– William (Bill) Nelson  
*Former Director,  
M.I. Hummel Club,  
Europe and Asia*



# Bringing Along Baby

Introducing the 13<sup>th</sup> Moments in Time Edition, highlighting the charming scenes and fond memories of childhood.



If you're female, you'll most certainly remember a game you played as a girl – pretending to be “Mommy.” Little girls spend hours

pushing baby carriages, changing dolly diapers, feeding pretend babies with plastic bottles and singing lullabies to their dolls in an adorable effort to mimic parenthood.

## ***Let's Pretend***

In almost every culture, and during almost every era in history, girls have grown up practicing for the day when they will actually be mothers. *That's My Carriage*, the latest Moments in Time Edition, captures this universal truth of girlhood with amusement and emotion.

What's a girl to do when a kitty falls asleep in the carriage that's meant for her baby doll? Good thing big sister is there to soothe the sticky situation. It's a lighthearted scene made even more endearing with its honesty and realism.

## ***A vintage carriage***

A focal point of the action is the wicker



## A Masterpiece in Detail

*That's My Carriage –  
13<sup>th</sup> Edition in Moments in Time  
Series, Limited edition 1,999 pcs*

*Hum 2360*

*Modeled by sculptor Marion  
Huschka*

*19 molds were required to create  
the figurine*

*There are 10 firings: once at  
1140 °C, once at 1080 °C and  
8 times at 640 °C*

*By the time the figurine leaves  
the factory it has been handled  
approximately 2,750 times by  
artists and craftspeople.*

baby carriage that gives the figurine its name. The style is typical of baby carriages from Sister Hummel's time.

Earlier baby carriages were fairly elaborate and reserved for members of high society. In fact, carriages and prams were originally designed to be pulled by dogs and ponies for the child's amusement!

When England's Queen Victoria bought three brand new carriages designed to be pushed, the baby carriage trend really took off among the upper classes. Carriages of the nineteenth century were usually made of heavy wood and could have extravagant ornamentation, looking like actual coaches or carriages.

By the 1920's during the mini baby boom that followed World War I, the baby carriage became a common convenience for most all parents. New designs were simpler, more stable and safer than those of the past. In

fact, Sister Hummel herself may have pushed a nephew or niece in the fashionable wicker carriages of her day, which became the inspiration for *That's My Carriage*.

### ***Truth is in the details***

Our latest Moments in Time masterpiece is a wonderful example of how the skilled artisans of *M.I. Hummel* portray the world with a sense of honesty. From the peaceful look of the kitten in the carriage to the basket-like texture of the wicker, the details are what make this figurine a true work of art. There's obvious feeling and interaction represented in the girls' expressions, bringing the artistry beautifully to life. And let's not forget those characteristic

and endearing *M.I. Hummel* slouched socks and dirndl skirts!

This exceptional work of art is being released in a Limited Edition of 1,999 pieces worldwide. See it soon at [HummelGifts.com](http://HummelGifts.com) or at a retailer near you.

*Left: Maria Innocentia with  
her little niece Traudl and her  
family.*





# Window Shopping

Berta Hummel came from a family of merchants. In 1875, her grandfather, Jakob Hummel, came to the town of Massing as a peddler, selling his wares from store to store, just as his father and grandfather had before him.



*Left: Window decoration from the parents' store in Massing, Christmas, 1928*

*Below: Window decorations from family store, Massing, 1929*

We don't know exactly why Jakob decided to stop traveling and settle in Massing as a shopkeeper. We do know that Jakob and his young wife took over a store in a prime location on the market square and began to sell general merchandise.

It's impossible to understand the life of Sister Hummel without recognizing the importance of the family store. It was both a livelihood and a part of their lives. The store sold clothing and housewares to the villagers and people from far and wide who streamed into Massing on market days. Tending the store was an all-encompassing occupation that helped the Hummel family maintain a comfortable lifestyle. Even when young Berta moved away to attend school, the store was on her mind, and contributing to the family enterprise was part of her responsibilities.

In 1928 and 1929, Berta created playful decorations for the store for the holiday season. She completed a wide array of joyful motifs, from a sled-load of excited children to a Christmas tree bedecked with glowing candles to angels of all sizes, shapes and arrangements. Berta's parents had plenty of motifs to choose from to adorn the store. Even for a purpose as utilitarian as store decorations, the artist's characteristic whimsy and flair was well in evidence.



©A. Hummel

At the time, she was studying at the Academy of Applied Arts in Munich, and had a full schedule of classes and art projects. Yet she found the time to design these colorful, stylish decorations. Imagine how festive the store looked – and how useful it was to have an artist in the family!



*Top to Bottom: Viktoria Hummel with her eldest daughters Kätl and Viki 1913; Kätl, Viki and Berta in winter dirndls in front of the Hummel Store window, 1915; The Hummel House 1913*

# Chapter & Verse

M.I. Hummel Club Local Chapters are all about collecting, connecting, and long-lasting friendship.

## UNITED STATES

### Arizona

- Road Runner

### California

- Heart of the Redwoods
- Orange County
- San Francisco East Bay

### Colorado

- Gateway to the Rockies
- Pikes Peak

### Connecticut

- Central Connecticut
- Rose City

### Florida

- Greater Zephyrhills
- Jacksonville
- Ocala
- Palm Beach
- The Villages Florida
- Round Table

### Illinois

- Batavia Travelers
- Gateway East
- LaGrange Park
- Quad Cities

### Indiana

- Illiana

### Massachusetts

- Neponset Valley
- Pioneer Valley

### Maryland

- Maryland Pleasant

### Michigan

- Great Lakes
- Happiness (formerly Niles)

### Missouri

- Mo-Kan

### Nebraska

- Lincoln
- Omaha

### Nevada

- High Sierra

### New Hampshire

- Graniteer

### New York

- Great South Bay
- Nassau-Suffolk
- Western NY

### North Carolina

- Carolina Mountain Region

### Ohio

- Greater Cleveland
- Miami Valley
- Stark County
- Toldeo

### Oklahoma

- OK

### Pennsylvania

- Berks County
- York County

### Tennessee

- True Friendship (formerly Knoxville)

### Utah

- Beehive

### Virginia

- Historic Triangle/ Hampton Roads
- Northern Virginia

### Washington

- Seattle-Puget Sound
- Portland

### Wisconsin

- Fox Valley
- Mad Capitol Collectors
- Milwaukee

## CANADA

### Alberta

- Calgary
- Edmonton
- Greater Vancouver

Join an M.I. Hummel Club Local Chapter near you!

The benefits of belonging:

- Regular meetings with fellow collectors in your area to socialize, learn and share your love of collecting
- Invitations to exclusive Local Chapter events, such as Inter-Chapter Conferences
- Community involvement, working with Girl Scout groups, charities and other worthy causes
- Gifts and giveaways at the M.I. Hummel Club Convention to recognize your community contributions

There are over 50 active Local Chapters in the United States and Canada.

To find your nearest Local Chapter, to start your own Chapter, or for more information contact Member Services at 609.400.1647.

Are you a person who likes to share? Then you're a Local Chapter Member at heart! The M.I. Hummel Club maintains an active network of chapters that crisscross the country and cater to a special breed of collector – those who enjoy sharing their interest in *M.I. Hummel* figurines, imparting knowledge, learning from others, and most of all, making friends.

Local Chapter meetings are social events with some rewarding extras. They include workshops and seminars on Hummel topics, created by and for members, to advance their passion for collecting. And there's an unselfish aspect to the network that would make Sister Hummel quite proud – Local Chapters work

tirelessly on community service projects in their communities. They're also dedicated to increasing awareness of Sister Hummel's artistic vision, sharing their love and knowledge in nursing homes, libraries and community youth organizations.

Local Chapter members are active and involved individuals who enjoy connecting. They travel many miles to attend M.I. Hummel Club Conventions as well as Local Chapter Regional Inter-Chapter Conferences. And they're always ready to welcome new members. So if you haven't joined yet, now's the time!

The M.I. Hummel Club has been enriched beyond measure by our Local Chapter community. We are grateful to every one of you for your continued support.



*\*The articles of Chapter & Verse are exclusive to Local Chapter members. Must be an M.I. Hummel Club member to be recognized as a Local Chapter member.*



# Off we go, with Tallyho!

Travel along the German Fairytale Road to Leipzig in celebration the 80<sup>th</sup> Anniversary of the *M.I. Hummel* figurines.



In 1975, Sheila Bergman and the late Justine Palazzo established Tallyho Travel. The relationship with Hummel began three years later when Tallyho became the official travel agent of what was then the Goebel Collectors' Club. Soon, Tallyho was asked

to create a tour for Club members eager to visit Germany and the Hummel factory for the 50<sup>th</sup> anniversary of *M.I. Hummel* figurines. The first tour took place in 1985 and was an overwhelming success. And now, here we are, 30 years later, getting ready to celebrate the 80<sup>th</sup> anniversary with a special commemorative tour to Europe!

We'll travel the Fairytale Road in Germany to a land of make believe where bewitched castles, enchanted forests and charming medieval villages await you, and fairy tales come true! The trail of the Brothers Grimm stretches out before us as

we visit Hanau, Steinau, Kassel, Bodenwerder, Hamelin and Bremen –

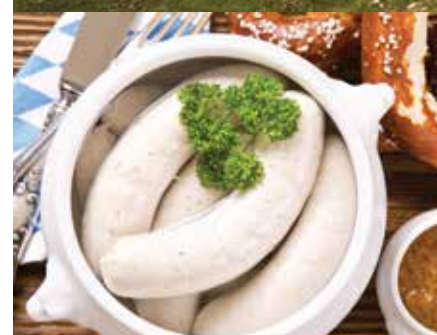
names you may recognize from the storybooks of your childhood. Then it's on to Leipzig where our 80<sup>th</sup> Anniversary Celebration begins!

After a festive party, we travel to Rödental for a private tour of the factory where *M.I. Hummel* figurines have been handcrafted for 80 years and are being made to this day. We'll visit Massing, birthplace of Sister Hummel and explore her beloved Convent of Siessen. There will also be fun and fascinating stops in Dresden, Regensburg, the Passion Play town of Oberammergau with its intricately painted houses and Munich, where Berta Hummel lived during her student days.

It will be the adventure of a lifetime, marking the exciting return of the *M.I. Hummel* Club European Travel Program. Please contact Tallyho Travel for the full itinerary, pricing and more details: 914-592-4316 or [tallyho475@aol.com](mailto:tallyho475@aol.com).

I've known Ken and Chuck for years and I am very confident in their leadership. We're back to sound, solid management and I look forward to planning many more, exciting Club trips for Merry Wanderers in the future. Start packing!

– Sheila Bergman  
*Tallyho Travel*



Look for additional 80<sup>th</sup> *M.I. Hummel* Anniversary Trip details and complete itinerary in the Winter issue of *Insights Magazine*!

# Sunrise Helps Children



## The Club Helps Sunrise. The M.I. Hummel Club raised \$10,000!

During the M.I. Hummel Convention in Las Vegas last year, there were games, raffles and auctions, both silent and live. It was entertaining for conventioners, but there was a larger purpose that was much more important. With Sister Hummel's spirit in mind, proceeds from the weekend's activities were donated to a local charity for the benefit of children. The Club could find no better cause than the Sunrise Children's Foundation.

Founded in 1993, Sunrise Children has a mission to enhance the lives of underprivileged children through a focus on early childhood development. The foundation serves children from birth to age five and helps ensure that Nevada children enjoy the advantages of

safety, health and education, to help them reach their full potential.



M.I. Hummel Club members are caring, giving people, and that was definitely evident in Las Vegas. The Club presented a check to the Sunrise Children's Foundation in the amount of \$10,000, all of it raised during the Convention. Sister Hummel would most certainly be proud of her loving flock!

That spirit of giving continues as we look forward to the future. With a new road ahead for the M.I. Hummel Club, new chapters are yet to be written. And we are confident they will include ongoing acts of generosity and love for the littlest among us!

## 10 Years of Hope, Luck and Love

This little girl is bringing some luck your way. She holds a tiny ladybug on a clover and offers it to you with a smile.

*A Bit of Luck for You* is the 9<sup>th</sup> figurine in our Hope Series, and sends a loving good luck wish to women with breast cancer. It represents a decade-long commitment to supporting women with a gift of hope, in partnership with the National Breast Cancer Foundation.

Of course it takes more than luck to beat breast cancer. It takes education, early detection and research. That's what a donation to the NBCF can mean, and why a portion of the proceeds of every figurine purchase goes to support their continuing efforts. Thus far, the Hope Series has generated \$101,975 in donations to help battle breast cancer.

It's a special lucky charm you can give to a woman you know who can really use it – as inspiration, in tribute, or simply as a beautiful gift of love.



### Publishing Notes

- Extra Copies: Additional copies of INSIGHTS are available on a first-come, first-serve basis. Certain issues are out of print. Photocopies of these issues are available. All requests should be mailed to Dept. IN c/o the Club; include a check or money order, along with your membership number, for \$3 per issue to cover handling charges. Please indicate volume and number of issue and include your phone number. Allow 4 weeks for delivery.
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### Product List

<b>Page 2:</b> <i>Star Sparkle</i> , 2014 Annual Angel, Hum 2347, Item 1000169, 4.75"	\$225	<b>NEW</b>
<b>Page 7:</b> <i>Off On An Adventure</i> , Unforgettable Moments Collection, Hum 2359, Item 1000176, 4.75"	\$425	<b>NEW</b>
<b>Page 11:</b> <i>Concentration (PFE)</i> , Hum 302, Item 1000120, 5.00"	\$600	<b>NEW</b>
<b>Page 14:</b> <i>That's My Carriage</i> , Moments in Time Collection Hum 2360, Item 1000177, 7.00"	\$1,650	<b>NEW</b>
<b>Page 17:</b> <i>Togetherness</i> , Hum 753, Item 152414, 5.75"	N/A	
<b>Page 19:</b> <i>A Bit of Luck for You</i> Hum 2307, Item 1000145, 4.00"	\$200	<b>NEW</b>

To order, please visit your favorite authorized M.I. Hummel retailer, visit HummelGifts.com or call Member Services at 609.400.1647  
All prices shown are U.S. Suggested Retail.



A heartfelt

# Thank You!

to our Loyal members!

The M.I. Hummel Club is back, because of you. Your steadfast support is gratifying and your positive spirit is contagious.

Our dedicated staff in Bordentown, New Jersey is here, working hard on your behalf. We have over 200 years of combined Hummel experience, and we're using our know-how to serve your needs as Club members and collectors.

With your good wishes and loyalty as our foundation, the future of the M.I. Hummel Club is bright. ***The Love Lives On!***



L to R: Fred Root, Cheryl Ellis, Claire LeFevre, Gail Gall, Barbara Taylor, Karen DeBow

## NEWBODEN BRANDS

Karen DeBow, Managing Director

Claire LeFevre,  
Manager M.I. Hummel Club

Fred Root,  
Chief Financial Officer

Gail Gall, Member Services

Cheryl Ellis, Member Services

Barbara Taylor,  
Information Systems Manager

Ulrich Tendra, Master Artist  
(not pictured)



***We hope you will join us next September at the M.I. Hummel Convention in Philadelphia to celebrate 80 years of Hummel history!***



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