



INSIGHTS

THE EXCLUSIVE CLUB MAGAZINE

HAPPY 80th ANNIVERSARY
M.I. HUMMEL FIGURINES!

Celebrate eight decades
of artistry

Admire our commemorative
masterpieces

Reserve your spot for
the 2015 National
Club Convention



m.J. Hummel®

Celebrating 80 Years!



New Beginnings

Dear Hummel Friends:

Eighty years ago in Rödental, Germany, the first M.I. Hummel figurines rolled out the factory door and captured the hearts of collectors worldwide. We commemorate this memorable occasion with beautiful new works of ceramic artistry handcrafted with the same expert techniques that have always been the hallmarks of M.I. Hummel. And that's just the beginning of an exciting Anniversary year.

There will be a special exhibit in Sister Hummel's birthplace, Massing, Germany. And you're invited to participate in an enriching European travel experience. In September, we host a fun-filled Club Convention in a city with strong German roots, Philadelphia. There's also a brand new Club Contest announced in this issue of INSIGHTS.

Along with the New Year comes new opportunities for learning and sharing with the M.I. Hummel Club. We're excited to announce that we've surpassed our membership goals, so we've placed additional orders for Club figurines and ornaments, which should arrive shortly. If you haven't done so already, we ask you to renew your Club membership so you can enjoy the benefits of belonging without further interruption.

We're proud to say that 80 years after the figurines were born, the M.I. Hummel brand is in good hands and going strong. It wouldn't be possible without the support and love of loyal M.I. Hummel Club members like you.

Cordially,

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

In This Issue



You're holding in your hands a special 80th Anniversary Edition. Turn the pages to admire some imaginative 2015 figurines. Read the details of special *M.I. Hummel* events on both sides of the Atlantic. And discover the simple children's book that is part of a beautiful tradition. Enjoy your winter issue!

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Friends Helping Friends

A shoulder to cry on. A good listener. A source of strength. A pillar of support. These are just some of the definitions of a friend. In tough times, there's nothing like friendship to take your mind off your troubles, bring a smile to your face, and hope to your heart.

That's the sentiment behind our latest edition of the Hope Series, *Friends Of Hope*. For the last decade, M.I. Hummel has teamed up with the National Breast Cancer Foundation to create a series of joyful figurines, each carrying a strong, simple message for those involved in the fight against breast cancer. And every one of these treasures comes with a pink ribbon base as a beautiful reminder of its purpose – a portion of the proceeds goes directly to the NBCF in support of breast cancer education, early detection and ongoing research.

In the past ten years, M.I. Hummel has raised \$102,965.66 for the NBCF. And our efforts will continue. To honor a memory, give a pat on the back to a patient or applaud a survivor, there's no better way to show your love. *Friends Of Hope* is available beginning in March at www.HummelGifts.com.



Winter News Flash

New Club Contest

Team up with a youngster for a chance to win our newest Club Contest! If you turn to page 16 you can read about how to participate in this exciting artistic competition, called *From the Hands of Children*. The Grand Prize Winner will take home the 80th Anniversary masterpiece, *Bee Creative!*

INSIGHTS TRIVIA

The brushes used to paint the delicate faces of M.I. Hummel figurines are made of:

- A squirrel fur B horse hair C nylon

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

M.I. Hummel Club Convention Update

From beer steins to breweries, pretzel making to merry making, every moment of the M.I. Hummel Club Convention will be filled with fun. We're now in the planning stages, and our excitement is growing as we pack the schedule with fantastic entertainment and fascinating activities.

Come to Philadelphia on the weekend of September 18th, 2015, and join your fellow Club members for an action-packed four days. Special guests will include dignitaries from the Hummel family and the Convent of Siessen. Plus you'll get a chance to personally greet the new Club leadership team.

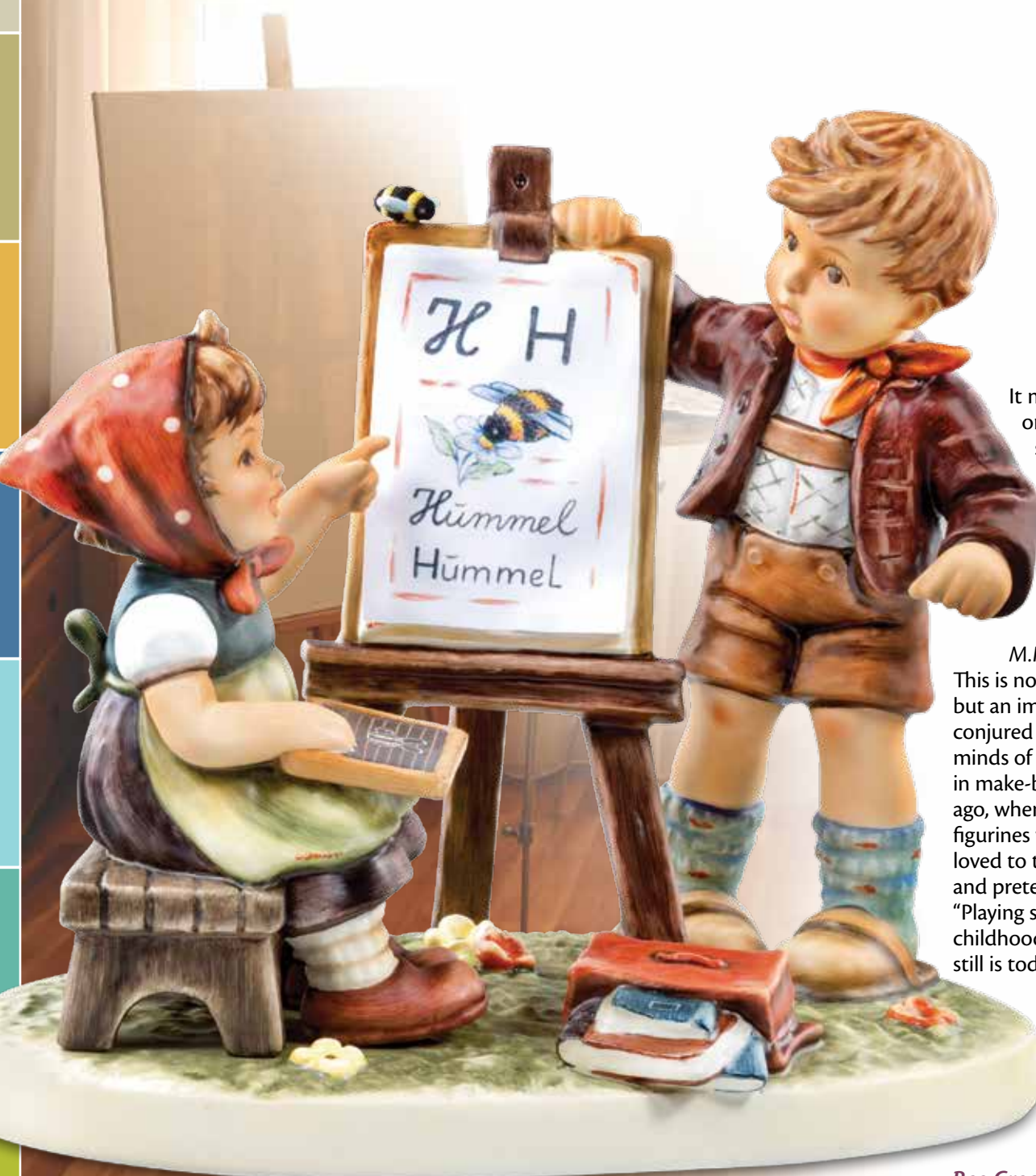
There will be gifts, giveaways and a rich selection of *Hummel* treasures for sale. You'll have a chance to acquire the commemorative *Pretzel Girl* and *Pretzel Boy* figurines in a special "1776-themed" convention edition of 76 pieces each, hand-numbered with a Certificate of Authenticity. Plus, there are a number of other limited edition figurines planned for the historic event.

A registration form is enclosed, so reserve your spot now. Our conventions are one of the best benefits of Club membership – whether it's your first time or your 10th time, you'll have a sensational experience!



Schoolroom Memories and Make-Believe

An educator takes his place at the head of the classroom, while an eager student is ready for her lesson.



It may seem like an ordinary day at school, but the scene takes place in the sunshine on a lawn dotted with flowers. And the characters are a pair of

M.I. Hummel children.

This is not a real schoolroom, but an imaginary one, conjured up by the inventive minds of children engaged in make-believe. Eighty years ago, when *M.I. Hummel* figurines were born, kids loved to take on adult roles and pretend the day away. "Playing school" was a typical childhood activity – and it still is today!

To celebrate the 80th Anniversary of *M.I. Hummel* figurines, the craftspeople

***Bee Creative, Hum 2365
80th Anniversary Collection***

80th Anniversary
Commemorative Collection

LIMITED EDITION LOTTERY

To commemorate the 80th Anniversary of M.I. Hummel, the first 80 of each Anniversary motif – Bee Creative, For My Sweetheart and Making Music – will be personally signed and numbered by Alfred Hummel. Here in North America 40 signed pieces of each motif will be available, and every active Club member has a chance to order one before sales are opened to the general public on June 1, 2015. Some of you have even earned extra chances because of your long-standing loyalty! Here's how our 80th Anniversary Special Edition Lottery will work:

1. Place your order for an Anniversary figurine by June 1, 2015. If you're currently enrolled for Club Year 38, you automatically get one lottery entry for each different figurine you order.
2. Charter Members get an extra lottery entry per order.
3. Local Chapter Members get an extra lottery entry per order.
4. Members registered for the 2015 Convention by June 1, 2015 get an extra lottery entry per order.

An independent party will conduct a drawing by June 30, 2015, and the signed Special Editions will be reserved for the lottery winners. All other members will receive unsigned Special Edition figurines.

You can place orders for Anniversary figurines by completing and mailing the form enclosed, calling member services at 609.400.1647 or by contacting your local authorized M.I. Hummel retailer. Figurines are not available online.

Order as soon as you can, and good luck in the lottery!



©Berta-Hummel-Museum, Massing



©Berta-Hummel-Museum, Massing



©Berta-Hummel-Museum, Massing

L to R: Class excursion to Braunau, 1925 (Berta on far left); Class photo, 1919 (Berta in the back row, third from left); Berta with kitten, in school uniform of "St. Mary's Heights," 1925

at the Hummel factory in Rödental, Germany designed this masterful final edition of the Moments in Time Collection. *Bee Creative* captures a childhood moment familiar to most everyone who can recall the satisfaction of being lost in play.

Sister Maria Innocentia Hummel was a teacher, which adds to the appeal of this delightful work of art. She enjoyed helping children learn and watching them play. She was a careful observer of childhood manners and behavior, and those observations inspired her drawings. The M.I. Hummel artists of today continue to skillfully reflect her vision of childhood, with charming details that bring the scene to life.

The children have noticed a bumblebee alight on the easel – a tiny, buzzing reflection of the day's lesson.

Their expressions show their surprise and amusement. And that's only one of the endearing elements of the motif. Notice the children's characteristic Bavarian folk costumes, the well-used schoolbooks on the ground, the boy's comfy slippers, and of course, those renowned M.I. Hummel slouched socks.

The mastery of ceramic technique is evident in this impressive piece. One technical challenge, as reported by the factory, was the proper positioning of the children's faces. Both youngsters have their attention fixed on the bumblebee, while also catching each other's glance. Yet their faces are angled so their expressions are clearly visible to the observer. Achieving just the right balance is important to the success of this figurine. Another tricky element was the positioning of the boy's arm, with his hand touching

the easel. Sufficient space was needed for the artists' brushes to get into the tiny corners and decorate the piece. And enough stability was required for the figurine to survive firing. It took skill and precision to address these obstacles and attain a pleasing result – a tribute to the experience and judgment of the Manufaktur Hummel craftspeople.

Master Sculptor Marion Hrushka modeled *Bee Creative*, inspired by her own childhood memories of playing school with her sister. Says Marion, "this child play has a connection over all generations. I think we all have played school sometime or other. Can you remember?"

Philadelphia's German Heritage

The history of America has always been intertwined with German immigration and settlement. Nowhere is that more evident than in the city of Philadelphia.



Let's travel back to the 17th century. In the year 1683, Franz Pastorius and thirteen German Mennonite and Quaker families, hailing from the Krefeld region of the Rhineland, arrived in the new world and founded the city of Germantown. It was the first recorded German settlement in America, slightly northwest of where Philadelphia would grow, and it eventually became part of the city. The settlers were searching for religious freedom, and had come at the invitation of William Penn, who preached in the Rhine Valley about the virtues of starting a new life in his colony.

By the 18th century, German settlement in the new land was exploding. Many early German immigrants came from southwest regions like the Rhineland, Palatinate, Wurtemberg, Baden and

German Switzerland. In the nearly 50 years between 1727 and 1775, approximately 65,000 Germans landed in Philadelphia and settled nearby. And many Germans arriving in other American ports found their way to Philadelphia.

Not all came for religious reasons – many were escaping the aftermath of the Thirty Years War and the ongoing tensions between German regions and France. Immigrants such as Christopher Sauer would write of the availability of fertile land, and the benefits of religious and political freedom to be found in Pennsylvania. To Germans burdened by years of warfare and upheaval, the new land

seemed almost irresistible, and well worth an arduous trans-Atlantic journey.

German immigrants were mostly farmers, tradesman or artisans of modest means. A voyage aboard ship was expensive, and many came as indentured servants, contracting with an employer for two to seven years of work in exchange for ship's passage.

Throughout the 18th century, Germans continued to populate Pennsylvania and spread west, following the rivers in search of mining and farming work.

Benjamin Franklin reported that at least one-third of Pennsylvania's white population was German. And in the 19th century, Philadelphia had the fourth-largest German-born population in the U.S. Naturally, German immigrants brought culture and customs along with them, from the tradition of the Christmas tree to their fondness for beer. In 1879, there were 94 breweries operating in the city of Philadelphia.

Today, German culture continues to flourish, even as Philadelphia becomes

M.I. Hummel Company Ties

Devon, a suburb of Philadelphia. But it has a claim to fame that makes it part of M.I. Hummel history – it was the home of Ebeling & Reuss, a long-time distributor of M.I. Hummel products.

The company was founded in 1886 by German immigrants Theodore Ebeling and Frederick Reuss. They teamed up with the owner of a glassware and china company to import porcelain, earthenware and ironstone gifts and dinnerware from Europe.

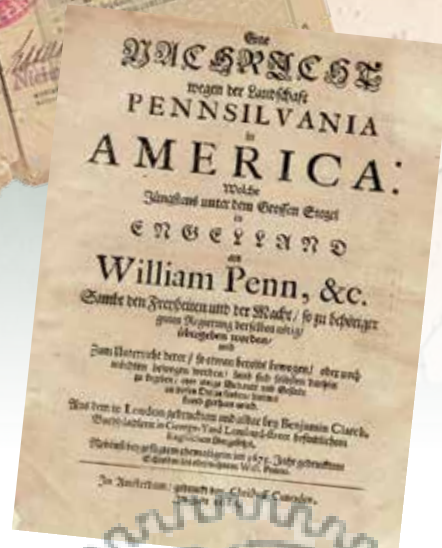
By 1900, Theodore and Frederick were operating independently, and their company became a major supplier of porcelain figurines to shops throughout the northeast. One source of giftware was the German manufacturer, W. Goebel Porzellanfabrik, creator of M.I. Hummel figurines. Ebeling & Reuss helped to spread the joy of M.I. Hummel and popularize the figurines in America.

The association between Ebeling & Reuss and Goebel was close and multi-faceted. George Ebeling, a fourth-generation family member, worked for Ebeling & Reuss for 26 years, as a salesman, then as manager. In the late 1970s he founded the House of Global Art for Goebel.

His wife, Betty Ebeling had close ties to Goebel as well. According to the family story, George came home from work one day with some china dolls that needed outfitting. Betty obliged by designing and sewing doll clothing, and was captivated with the process. Eventually, Betty Ebeling became known as Bette Ball, famed doll designer and the force behind the Goebel Doll Studio.

increasingly diverse. The German Society of Pennsylvania, headquartered in Philadelphia, is the oldest German cultural organization in the U.S. The Society operates the famed Joseph P. Horner Memorial Library and hosts events around town, from an annual Christkindlmarkt to German language classes.

What better tribute to Philadelphia's German heritage than a visit from the M.I. Hummel Club! See page 3 to learn more about plans for our upcoming Convention.



Eight Decades of Artistry

M.I. Hummel figurines debuted 80 years ago, and the world fell in love. The earthenware treasures quickly became the world's most beloved collectibles. To celebrate, let's look back at memorable milestones of *M.I. Hummel* artistry.

1935 W. Goebel Porzellanfabrik develops *M.I. Hummel* figurines with the artist, Sister Maria Innocentia Hummel of the Convent of Siessen.

Seven motifs premiere at the Leipzig Trade Fair: *Puppy Love*, *Little Fiddler*, *Book Worm*, *Strolling Along*, *Sensitive Hunter*, *Begging His Share* and *Flower Madonna*. By year's end, 46 motifs are on the market and the brand is poised for growth.

1939 War comes to Germany and *M.I. Hummel* figurine production dwindles.

1946 The wartime embargo is lifted and the Goebel firm is granted a permit to manufacture and export *M.I. Hummel* figurines.

Sister Maria Innocentia Hummel succumbs to tuberculosis and passes away on November 6th. An Advisory Board is appointed at the Convent of Siessen to carry on the creation of *M.I. Hummel* figurines.

American GIs stationed in Germany with U.S. occupation forces begin to purchase *M.I. Hummel* figurines as souvenirs.

1951 The first *M.I. Hummel* Nativity Set is created.

1960 For the 25th Anniversary the *M.I. Hummel* figurines, *Ring Around the Rosie* is created, four dancing figures in one graceful design.

1971 Goebel celebrates its 100th anniversary with a six-foot *Merry Wanderer*, sculpted by Master Sculptor Gerhard Skrobek, which stands at the factory entrance to this day.

Goebel issues the first *M.I. Hummel* Collector's Plate with the *Heavenly Angel* motif, and boosts the popularity of plate collecting.

Adventure Bound, sometimes known as *Seven Swabians*, is released. This complex figurine featuring seven boys confronting an unseen enemy is based on a well-known German tale.

1977 The Goebel Collector's Club is founded to bring information and shared enthusiasm to North American collectors, and the first Club Exclusive figurine, *Valentine Gift*, makes its debut.

1978 The *M.I. Hummel* Annual Bell Series begins and lasts for 15 years.

1986 The Century Collection begins with *Chapel Time*, a figurine that included an actual working clock. Century Collection masterpieces are each produced for one year only in the 20th century.

1989 The Club expands internationally and is renamed the *M.I. Hummel* Club.
I Brought You a Gift is the first Welcome Gift figurine for members.

1998 *Dearly Beloved* debuts as the first *M.I. Hummel* bride and groom.

1999 As the new millennium approaches, Goebel introduces *Worldwide Wanderers*, a masterpiece featuring children from every continent.

2002 The Moments in Time Series launches with the impressive *Soap Box Derby*.

2003 The Kinder Choir is introduced, a 4-year series of gift figurines and Club Exclusives that form a nine-member chorus.

2004 The Hope Series kicks off – a portion of the proceeds is donated to the National Breast Cancer Foundation.

2007 The Sounds of Spring Collection is a Club Exclusive series including figurines, accessories, and a rotating dance floor with maypole.

2010 For the 75th Anniversary of *M.I. Hummel* figurines, some classic motifs are redesigned to more closely reflect Sister Hummel's original artwork.

2015 The Moments in Time Collection comes to a beautiful conclusion with the 80th Anniversary figurine, *Bee Creative*.

Gifts from the Heart

80^{Years}
M.J. Hummel®
1935 - 2015

80th Anniversary
Commemorative Collection

This suitor has been waiting for 23 years!

With a blossom in hand and a guitar across his back, this shy *M.I. Hummel* lad is clearly smitten and ready to greet his darling with gifts of beauty and melody. Goebel Master Sculptor Helmut Fischer originally modeled *For My Sweetheart* in 1992. Since then, the figurine prototype has been considered a Possible Future Edition, or PFE. Housed in the archives at the *M.I. Hummel* factory, the motif has spent decades awaiting selection for manufacture and release. Finally, the moment has come! The figurine has been chosen for a 2015 debut. And what better time than the *M.I. Hummel* 80th Anniversary year?

In honor of this special occasion, *For My Sweetheart* has been spruced up and will be introduced to the world in March. And there's a special opportunity that makes this a particularly exciting release. In commemoration of 80 years of *M.I. Hummel*, the first 80 pieces will be signed and numbered by Alfred Hummel, and 40 of these Special Editions will be available in North America. See page five for details on your chance to acquire one of these hand-signed treasures.

***For My Sweetheart* (PFE)**

80th Anniversary Collection
Made in Germany
1000217 Hum 732/I



Making Merry Music

Music holds a special place in the *M.I. Hummel* tradition. Many beloved figurines depict children playing instruments, from fiddles to tubas to trumpets.



From the majestic orchestral compositions of Bach and Beethoven played in the grand concert halls of Berlin and Munich, to the simple strains of “oompah” bands in beer halls and town squares, Germany is a land of melody. Music is at the root of German culture and an important part of the national character.

In the early 20th century in a rural town like Massing, where Berta Hummel grew up, musical performance was a local event and a family affair. Many villages had their own bands, and itinerant musicians roamed the countryside, earning a living by entertaining at markets and festivals. In the days before television, when families made their own fun, people learned to play simple instruments to amuse one another. The Hummel family had a piano which some of the children mastered. And as a girl, Berta Hummel took

lessons on the violin. No wonder music found its way into so many of her drawings.

Our latest *M.I. Hummel* musician is *Making Music*, created especially to honor the 80th Anniversary of *M.I. Hummel*. You’ll almost feel like tapping your toes as you imagine the melodies coming from his concertina – a popular instrument in Sister Hummel’s day.

A concertina is a small, accordion-like instrument that was widely used in the late 19th and early 20th centuries, in homes and folk bands throughout Germany.

The German-made version of the concertina tended to be square or rectangular, introduced in 1834 by Carl Friedrich Uhlig. The concertina played a familiar role in traditional polka and other German dance music.

Simple and portable, the concertina had a limited musical range and was generally inexpensive to produce. It was not designed for sophisticated musicianship, but was within the means of the average family and known as a “workingman’s instrument.” Concertinas enjoyed great popularity, as evidenced by the large amount of music published for the instrument between 1850-1890.

Concertinas often made their way onto ships – they were small enough to be stowed aboard by sailors who played them to pass the time on long voyages.

Sister Hummel was most certainly familiar with the appearance, function and sound of the concertina. The instrument makes an early appearance in the annals of *M.I. Hummel*, in the gentle hands of an angel. *Herald Angels Candleholder* (Hum 37) and *Joyous News*

with *Accordion* (Hum 39) were both modeled in 1935 and feature an angel playing a German-style concertina.

More concertina-sightings are possible with a close examination of the entire range of M.I. Hummel figurines. *Let's Sing* (Hum 110) was modeled in 1938 – a songbird perches on a concertina to happily accompany the performance. Another concertina appears in *Accordion Boy*, modeled 1947, and more recent renditions include *Practice Makes Perfect* (Hum 771) from 1996 and *Accordion Ballad*, dating from 2004.

Making Music represents the latest interpretation of an M.I. Hummel instrumentalist, and demonstrates a renewed emphasis on musical themes. Be on the lookout for more

M.I. Hummel musicians in the months to come. Each new performer who makes an appearance deserves a standing ovation for honoring a proud German tradition – and helping you keep a melody in your heart.

***Making Music* (PFE)**
80th Anniversary Collection
Hum 724



80th Anniversary Figurine Retrospective

Most every *M.I. Hummel* enthusiast has compared the artwork of Sister Hummel to the corresponding figurines and pondered how the drawings were so skillfully transformed into sculptures.

This year, that comparison will become clearer, as an exciting exhibition is launched at Das Berta Hummel Museum in Massing, Germany. And you're invited to attend.

The show, entitled *From Pictures to Figurines: Eighty Years of Hummel Figurines*, will be officially opened in March by a prominent German politician. It will last a full year to commemorate the 80th Anniversary of the creation of *M.I. Hummel* figurines. Some of the most beloved figurines of all time will be on display, including extremely rare editions, paired with the original artwork that inspired each sculpture.

The purpose is to demonstrate the care, thought, and artistry that goes into the translation from two to three dimensions. You will admire the details of the drawings and appreciate the challenges of realizing them as sculptural elements. For instance, the finest details, such as tree branches or flower stems, may be too delicate to render

successfully in ceramics. Detached elements such as a flying insect must be either fixed to an object or eliminated entirely. The exhibit makes it possible to understand the choices made by sculptors as they work to render a figurine in clay.

You'll also recognize the elements of a figurine that came from the sculptor's imagination. The unseen parts of a two-dimensional scene, the rear view in particular, must be invented using skill, experience and familiarity with *M.I. Hummel* style. Sculptors must develop a keen sensitivity for the artists' original intention, and remain true to it. They borrow from what is seen and use their own artistic instincts to create the unseen, with satisfying results.

The Hummel family hopes visitors to the museum will gain a deeper appreciation for the artistic and sculptural process. Informative descriptions will accompany the artwork to help interpret the exhibit. Guided tours will be offered

with advanced notice, giving visitors more detailed commentary and a chance to ask questions. Manufacturing procedures will be showcased to further enlighten visitors about the painstaking steps of figurine creation.

We hope you'll find the opportunity to attend this unprecedented event. Some of the artwork has never before been on display – so this is truly a once-in-a-lifetime experience, and a fitting tribute to 80 years of artistry.

If you'd like to visit in the company of your fellow Club members, turn to page 17 for details of an upcoming Club tour with Tallyho Travel. One of the many memorable stops will be a V.I.P. viewing of this once-in-a-lifetime exhibit at Das Berta Hummel Museum.

©Berta-Hummel-Museum, Massing



Das Berta-Hummel-Museum im Hummelhaus

Berta-Hummel-Straße 2,
D - 84323 Massing

www.hummelmuseum.de

info@hummelmuseum.de
info@gestattenhummel.de

From Sketch... to Sculpture

Sister Hummel chose to sketch our endearing *School Boys* in subdued grays and browns with red accents. And one boy is positioned so his face is hidden. When the drawing was transformed into a three-dimensional ceramic figurine, the artists had plenty of work to do!

First, they had to decide how the boy on the left would look from his most important side – the front. And some of the elements in Sister Hummel's sketch were dangling loosely or seemed quite delicate – specifically the hanging erasers, the long feather on the peaked cap, and the thin stick behind one boy's back. That meant some changes were needed to accommodate the realities of figurine production. The erasers had to be

anchored. The feather was shortened considerably. And the stick was made thicker, smaller and drawn in to the boy's back.

Decisions were also made about figurine decoration. The red-colored elements on the boy's clothing were maintained. But other colors were added to the outfits. It's easy to see how skillfully ceramic artists turned the subdued sketch into a vibrant figurine.



WANTED: Your rarest M.I. Hummel treasures

The Hummel family is searching for rare figurines to include in the 80th Anniversary exhibit, and the Club is ready to help. If you have a particularly unique and hard-to-find piece, take a clear photo and provide a detailed description, including when and how you acquired the figurine.

Email us at:
support@hummelgifts.com or
mail your information
to Newboden Brands,
3 Third Street, Ste. 210,
Bordentown, NJ 08505.

We'll forward it to the
Hummel family for
consideration.



The Book that Touched Millions of Hearts

Das Hummelbuch presented Sister Hummel's artwork to the world.

Early in December of 1934, holiday shoppers peered through the window of a religious bookshop in the city of Munich. If they looked closely, they might have noticed a small, simple volume with a special appeal

to children.

Das Hummelbuch was a 62-page text with charming poetry by the Viennese author, Margarete Seemann. But the volume was primarily a picture book, showcasing the artwork of a Franciscan sister, Maria Innocentia Hummel.

The illustrations were a mix of religious motifs and drawings of German children, many wearing traditional Bavarian garb, at play and at work in country settings. The style was loose, sketchy and contemporary, the colors soft and muted. This artwork had an unusual and appealing nature, and many found it irresistible.

This is an important story to M.I. Hummel enthusiasts the world over, because it illustrates the blossoming popularity of the artwork of



Links gestrickt und rechts gestrickt, auf-und abgenommen; meine Wintergarnitur wird dem Fritz bekommen! (page 59)

Stitches, stitches, stitches
To cast on, knit and purl,
To increase or knit together
Till my head is in a whirl.

their budding young artist, Sister Hummel. The Siessen Sisters agreed, to the consternation of Ars Sacra, a publisher who was already creating *Hummel* postcards and merit cards for the Convent. Eventually, an agreement would be reached granting the sole reproduction rights to Ars Sacra, the forerunner of today's Ars AG. But in those early days, when Sister Hummel's artwork was

first gaining recognition, publishing rights had not yet been completely settled.

Undeniably, Emil Fink's vision for *Das Hummelbuch* became an unprecedented success in its own right. The Fink Press volume sold remarkably well during the 1934 Christmas season. It seems that many shoppers were inspired to make a holiday purchase, and as Christmas drew near, many Munich children were entertained by

Sister Hummel. In 1934, that visibility and recognition ultimately led to the creation of the M.I. Hummel brand. Less well known is the book behind the story, *Das Hummelbuch*, introduced in 1934 by a Stuttgart publisher, Emil Fink Verlag.

Earlier that year, Mr. Fink had visited the Convent of Siessen to propose to the Sisters that a book of 40 to 50 colored plates be created, dedicated to the work of



*Was so ein Buch über Nacht doch alles macht!
Dort, wo Heinz und Karo straiten, war es
gestern die letzte Seife, der Heinz war unten,
der Karo oben. (page 50)*

Stop wriggling
And kicking
And spluttering
And sniffing,
And hand me sponge and soap...
I'll have to scrub you
And to dip you
Till you simply shine
Like a new dime.

Margarete Seemann, teacher and writer

Margarete Seemann was born in 1893, the daughter of Simon Seemann, a decorative painter employed at Vienna's neo-gothic Votive Church. The family lived in a middle-class household in the Josefstadt district of Vienna, where Margarete received strict Catholic schooling from the Ursuline nuns, preparing for a future as a primary school teacher. She graduated from the College of Education of St. Ursula in 1915 with a teaching certificate, and taught school until she retired for health reasons in 1936. At that time Margarete was already a published author, and she began to pursue writing with even greater passion.

From poems to fairy tales to short stories to novels, Margarete published a wide range of works, many for children, with Catholic publishing houses. Her first

published work was a 3-volume storybook, *The Listening Heart*, printed in 1926. Her final work, *A Warm Greeting*, was a book of her thoughts published in 1949, the year she died. In between, more than 40 works appeared in print including *Das Hummelbuch*, for which she wrote lighthearted, entertaining verses to accompany the illustrations of Sister Hummel. It remains one of her most popular works, enjoying wide and long-lasting appeal.



*Da wird nicht gezappelt, da wird nich gemuckt,
Seife und Schwamm her und untergeduckt, bis
jedes Fleckerl im Wasser zerrinnt; (page 51)*

Look!
What queer things happened in this book
Overnight!

Yesterday
Bill and John were fightin',
And Bill got a lickin'

Sister Hummel's drawings. The first edition of *Das Hummelbuch* appeared in bookstores on November 4, 1934 and sold out almost instantly.

The original introduction of *Das Hummelbuch* contained the following description: "A twenty-year old sends this book into the world, innocent and cheerful. This is the bright-hearted artist, Sr. Maria Innocentia. The sun is an essential part of her. Everything she creates is

like light and music." Perhaps the book's popularity can be attributed to the happiness of the content in contrast with the depressing political climate enveloping Germany at the time. Whatever the reason, 20,000 copies of *Das Hummelbuch* were published by 1935, and a line of M.I. Hummel ceramic figurines based

on the drawings was being crafted in the Goebel factory in Rödental.

Throughout the years, *Das Hummelbuch* was reprinted in various editions and languages. Margarete Seemann's original text was written in a German dialect with an honest, folksy charm. Later versions were changed to High German to make the verses more accessible to a mass market, and there have been English

language versions as well, all inspired by the original.

That little volume from 1934, first sold in a Munich shop, has truly brought happiness to millions. The sweet sentiments and delightful drawings of *Das Hummelbuch* have traveled the world for eight decades, bringing joy to the hearts of all who turn its pages.



The Hummel Book was first printed in English in 1950, Stuttgart, Germany.

From the Hands of Children

M.I. Hummel Club Contest

Children are uninhibited, irrepressible, and brimming with artistry. Even if they don't grow up to be famous artists as Berta Hummel did, they tend to express themselves in colorful and creative ways.

We celebrate the artistic spirit of childhood with a new M.I. Hummel Club Contest, *From the Hands of Children*.

It's a perfect tie-in with the launch of our latest masterpiece, *Bee Creative*, the 80th Anniversary Figurine, and a new chance to win a valuable M.I. Hummel treasure. To participate, we ask you to send us a child's artwork – either your own creations from childhood, or more recent work made by your kids, grandkids, nieces, nephews or next-

door neighbors. It can be anything from a sculpture to a drawing, created with paint, crayons, clay, collage – whatever! We're looking for artistic expression, so virtually anything goes. The only caveat is that the artwork must be authentic, and from the hand of a youngster aged 12 or under.

We invite you to search your old sketchbooks and scrapbooks, and take a look on your bulletin board or refrigerator. Chances are you have in your possession some beautiful artwork created by a child. If not, then ask your favorite youngster to make something special for you. It's an opportunity to connect with a little one and share the joy of creativity.

You may also share a gift – if your entry wins, both you and the child-artist will get a prize! One Grand Prize Winner will be selected in each of three age groups: 2–5, 6–9, and 10–12.

You may submit the actual artwork or a good photograph of the original. Just be sure photos are quality close-ups so we can see the detail in the artwork. Enter as many times as you

like – please make sure each entry is accompanied by a brief write-up explaining who created the artwork, what materials it's made of, the artist's age and what inspired it.

Entries will be on display and open for judging at the 2015 M.I. Hummel National Convention in Philadelphia. **Deadline for submission is May 31, 2015.** Good luck to you and to a budding young artist in your life!

From the Hands of Children Art Contest

Age Groups

2–5; 6–9; 10–12

Grand Prize

One winner will be selected in each age group. Each winning Club member can select the 80th Anniversary figurine or any M.I. Hummel figurine valued up to \$1,500 U.S. retail. Each child-artist will receive a figurine valued up to \$200.

How to Enter

1. You may enter as many works of art as you like, either photographs or originals. Be sure to clearly state your name, address, Member Number and a caption of 25 words or less identifying the artist, the age,

the materials (ie: crayon on construction paper) and the inspiration for the work. Any entries without this information will be disqualified. Please understand that artwork cannot be returned.

2. You may submit your entry electronically by noting Dept IC – Contest Entry in the subject line and e-mailing your entry to Support@HummelGifts.com

To enter by mail, please send to: The M.I. Hummel Club, Attn: Dept IC, 3 Third St., Ste. 210, Bordentown, NJ 08505. All entries must be e-mailed or postmarked no later than May 31, 2015.

3. No employee of Newborden Brands, affiliates, suppliers or any relative of such person is eligible to enter.





Enchanted Roads Await You

Follow in the footsteps of Sister Hummel and the Brothers Grimm.

It promises to be magical. It will certainly be memorable. It will be an experience like no other – and yet for veteran Club travelers, the feelings and fellowship will be quite familiar. It's our newest Club Tour – an 80th Anniversary Celebration and journey into a land of fables and legends along the German Fairytale Road. You're invited to share the adventure, and the fun!

The 12-day expedition, from May 12th – 23rd, begins in Frankfurt, Germany, then takes off to the town of Steinau where the Brothers Grimm grew up dreaming their enchanted fantasies. You'll venture into Little Red Riding Hood country,

the forests around Kassel filled with tales of witches and princesses. You'll see Rapunzel's Castle, Sleeping Beauty's Castle – and it's only Day Three!

More Fairytale towns follow. In Hamelin you'll meet the Pied Piper. And in Bremen, be on the lookout for the world's most famous donkey, dog, cat and rooster quartet! As you bid farewell to the Fairytale Road, begin your homage to *M.I. Hummel*, starting in Leipzig to honor the trade fair where *M.I. Hummel* figurines were introduced. After a trip to beautiful Dresden, you'll visit the *M.I. Hummel* factory in

Rödental and be treated to a private tour.

What Club travel experience would be complete without a trip to Massing, the birthplace of Sister Hummel? You'll get a special VIP visit to Das Berta Hummel Museum to take in the 80th Anniversary exhibit (see pages 12-13 for details). Next, pay a visit to the tranquil Convent home of Sister Hummel at Siessen, outside the village of Saulgau.

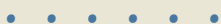
There's more! The painted town of Oberammergau

in the foothills of the Alps awaits you. Your adventure ends in Munich with a farewell dinner in a lively beer garden, and enough warm, enchanting memories to last until the next *M.I. Hummel* Club Tour!

Please contact Tallyho Travel for the full itinerary, pricing and more details:
914-592-4316 or
tallyho475@aol.com.

Sue Russell of Pennsylvania, a 38-year Charter Member, is a devoted Club traveler. She took her first trip in 1993 and she's been traveling ever since, with 19 Club trips under her belt. Sue's most memorable city is Dubrovnik, a walled city in a romantic location along the water. Budapest and Berlin are other favorites. Among her best travel memories: cruising through the wine country and lavender fields of France, and walking over the Charles Bridge, seeing the castle on the hill, and visiting the Christmas markets in Prague.

Says Sue of traveling with Tallyho, "The itineraries are very well planned with both scheduled touring and free time to explore the cities you visit... the hotels we have stayed in have all been excellent choices. Traveling with Tallyho has allowed me to make new friends that I would have never met as we all live in different states." Sue continues, "I feel I've gotten a lot for my money through the years and would not hesitate to recommend Tallyho."

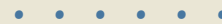


Jeannette Ferrante of New York is another Charter Member who loves Club travel. In fact, as soon as she heard Tallyho was offering trips again, she renewed her membership!

Jeannette traveled to Amsterdam and Germany in 1986, the first of 26 Club trips. One standout was the Castles and Culture tour when the group stayed in ancient castles along the Rhine. She's been all over Europe, but her favorites are trips to Germany because of her family heritage.

"Tallyho takes us to the major sites, but there are always little excursions to out of the way places, like the flower markets in the Netherlands. That's what I love. The hotels are mostly charming and European-style. The food is always excellent and plentiful."

Warm relationships are key to enjoyment. "I have made friendships that have lasted for years. On the whole, the trips attract nice people and everyone gets along. I get a little gushy when I think about it, because I love the trips!"



Barbara Finizio, who recently moved from California to Rhode Island, says of her Club travels, "We saw and visited places that we wouldn't have on a normal group tour. We ate and partied from Gibraltar to Ireland to Greece."

Barbara's favorite: the Christmas Market Tours. "I wish more people could visit the 'old world' and their celebrations. The beer halls, restaurants, castles, all our dancing – we had great times!" She especially recalls the Christmas parties in Coburg, the charming town near the Hummel factory, and the famous Coburg sausage. "We always headed for the cart in the square to have one. They cook them over pinecones. Soooooo good with a glass of beer!"

And Tallyho Travel gets a big thumbs-up. "Sheila is extra special," says Barbara. "Her planning is always perfect."

Community Buzz

The M.I. Hummel Club maintains a thriving community of members across North America. Members share camaraderie, community service, as well as a love of *M.I. Hummel* collecting.



Member Reaches A Milestone

Myrtle Y. has been a member of the M.I. Hummel Club for nearly two decades. She loves her figurines, especially *Umbrella Girl* and *Umbrella Boy*, and is thrilled that the Club is back. But what's most impressive about Myrtle is the milestone she recently passed – this M.I. Hummel Club member is 100 years old!

Myrtle was born on a farm in Harper, Kansas in June, 1914. She is the oldest living graduate of her high school class of 1932, taught school after graduation, and was married in 1934. Today, Myrtle's hobbies include needlepoint and gardening – she's even done some needlepoint pictures of *M.I. Hummel* motifs.

On behalf of all the members of the M.I. Hummel Club, we send our heartfelt congratulations to Myrtle and wish you "Happy Hummeling" for many more years to come!

Calling All Local Chapters

In the last issue of *INSIGHTS* we listed the active Local Chapters, but some Chapters were not on the list because we hadn't heard from them. The missing Chapters are:

Ohio

Queen City "A Free Flight"

Maryland

Silver Spring

Illinois

Northwest Suburban

Texas

Club Fort Worth

Florida

Seven River

Pennsylvania

Blue Ridge Mountain

Please contact the Club at **609-400-1467** and let us know your status and don't forget to send us your pictures and news about your local events and community programs.

Gifts Of Love



Everyone knows that *M.I. Hummel* figurines make great gifts. But two of our members received something a bit different and very heart warming – gift certificates to the Club Convention. Here are their stories:



Sue B. has had a lifelong interest in *M.I. Hummel*. She learned about collecting from her Aunt, did a report for her high school class, and has been a devotee ever since. This is the first time a Club Convention has come to Sue's area, and her mom knew

she'd love to go. So as a Christmas Gift, Sue's mom gave her registration for two – and in September, Sue and her husband will be off to Philadelphia!

Anna Mary J. is a *M.I. Hummel* enthusiast who got her first figurine as a gift from her late husband. Anna Mary's grandson, Ryan, the Catering Sales and Events Manager at the Sheraton Hotel in Philadelphia, the site of our upcoming Convention knew attending would mean a great deal to his grandmother, so the Club is making it happen. According to Ryan, the gift "has everyone smiling the sentimental way that brings a happy tear to your eye."

Were You There?

Since the first National North American M.I. Hummel Club Convention in Milwaukee, there has been a Convention every other year, like clockwork. How many have you attended? Take a look at the Convention photos on this page and see if you can guess the locations. Answers will be published in the next issue of INSIGHTS.

And more Convention memories are in store. The Club is preparing a Convention Retrospective for our upcoming Philadelphia gathering, starring Master Artist extraordinaire,

Ulrich Tendra. You can help by sending us your most memorable Convention photos. The best ones will be on display in Philly.

Please send your photos:

The M.I. Hummel Club
c/o Convention Retrospective
3 Third Street, Suite 210
Bordentown, NJ 08505

Note: Be sure to make copies, as photos cannot be returned.



Keep on Singing

We'd like to take this opportunity to introduce you to *My Sweet Song*, a Club Exclusive Edition that was originally planned for a 2013 introduction. She's a vocalist who lifts her sheet music and her voice in song at the same time she lifts your spirits with her irrepressible charm.



North American Club members were not able to acquire *My Sweet Song* in 2013. Now that the M.I. Hummel brand is under new and more effective management, figurines are being produced more reliably at the M.I. Hummel factory. So *My Sweet Song* is here, available exclusively to M.I. Hummel Club members like you, and ready to sing her way into your heart. See *My Sweet Song* and other Club exclusive figurines, including *Don't Be Shy* (PFE), *Beep Beep* and *Round We Go*, today at HummelGifts.com or in the 2015 Winter Catalog – *Gifts to Warm Your Heart*.

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.
- CHANGED YOUR ADDRESS? Please notify Membership Services at 609.400.1647 with any changes to your name, address, phone number or e-mail address. It is important to keep your information current so you will receive news promptly. Remember, INSIGHTS is sent Third Class and the Post Office will not forward your copy.
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Product List

Front Cover & Page 4: <i>Bee Creative</i> , 80th Anniversary, Hum 2365, Item 1000209, 7" H x 8" W	\$1,299	NEW
Page 2 & 9: <i>For My Sweetheart</i> (PFE), 80th Anniversary, Hum 732/I, 6.00", Item 1000217, 6.00"	\$369	NEW
Page 3: <i>Friends Of Hope</i> , Hope Series (NBCF), Hum 2305, Item 1000212, 4.00"	\$180	NEW
Page 11: <i>Making Music</i> (PFE), 80th Anniversary, Hum 724, Item 1000213, 4.25"	\$199	NEW
Page 13: <i>School Boys</i> , Hum 170	N/A	
Page 19: <i>My Sweet Song</i> (PFE), Club Exclusive, Hum 570, Item 1010120, 4.25"	\$199	NEW

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

Come join the fun!

Kommen Sie den Spaß

Get set for some good times and *Gemütlichkeit* – hearty food, pleasant company, a swig or two of beer, and joy in your heart! That's what will greet you in Philadelphia this September, when you join us for the M.I. Hummel Club Convention!

We are *Pretzel Girl* and *Pretzel Boy*. We'll make our appearance as Limited Edition Convention figurines. And we're just part of what will make the weekend unforgettable.

There will be friendly faces, lots of activities, and plenty to enjoy, from seminars and presentations to entertainment, dining and dancing. You'll be treated to special guests and special gifts with non-stop German-style hospitality in the historic City of Brotherly Love.

Open up this issue to page 3 and read more about what's in store. Let's lift our steins for a toast to the best Club Convention ever!



M.I. Hummel Club National Convention

The Love Lives On!

September 18-19, 2015

Sheraton Philadelphia Downtown
201 N. 17th Street, Philadelphia PA



9010010

M.I. Hummel Club
3 Third Street, Suite 210
Bordentown, NJ 08505

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