



April 15, 1991

CERTIFIED MAIL - RETURN RECEIPT REQUESTED

The Dickens Company
59 47 Fresh Meadow Lane
Flushing, NY 11365

Dear Sir or Madam:

I have been asked to contact you regarding the attached brochure, which claims that certain of your products outsell Hallmark brand greeting cards. We are surprised you can make such a claim and would like to know the basis for it. Please provide me with information regarding the substantiation of this claim by May 1, 1991, so that I can determine if any further action is necessary to protect Hallmark's rights in this matter.

Very truly yours,

Barry M. Katz
Assistant General Counsel
P.O. Box 419126
Kansas City, MO 64141-6126
(816) 274-4054

BMK/jrr
Attachment

You Need This Unique Line if...



DP30

1. You are a "Hallmark Crown Store", and want to make your card line different aside from the Hallmark Cards in your neighborhood discount stores.
2. You don't have enough space and are paying high rent. You need a line to generate 5 to 10 times more in dollar value than other greeting cards or gift items in the same space.
3. You are not currently carrying any greeting cards, but need a unique card line to cover the basic captions (eg. birthday, get well, anniversary, wedding, newborn, friendship, etc.) which at the same time outsell the Hallmark cards.
4. You need a simple re-order & inventory control system.

- 3 years shelf life guaranteed
- Each card cellophane packed.

1990-SPRING



DP-1

Led Lighted Musical

Send Your sentiments with the sparkle of lights and the surprise impact of a song.

The multi-color flashing light bulb will simultaneously flicker as the electronic tune plays when you open the card.

Cost: @3.00/pc.

English Assortments:

Spanish Assortment:

Retail: @6.00/pc.

ALE072: 72 ps. assorted with 12 designs,

ALE036: 36 ps. assorted with 6 designs,

ASLE024: 24 ps. assorted with 4 designs,

Size: 6½" x 9¼"

\$216.-

\$108.-

\$ 72.-

(* Also Available in Spanish, please use item No. such as SLB01A, SLB06A, etc.)



BIRTHDAY



***LB01A...that all of your wishes come true!
Have a wonderful Birthday**



***LB02A...is an uplifting experience! Happy Birthday**



***LB06A Have a terrific day!**



LB07A Wishing you sunshine and flowers and pleasure-filled hours!



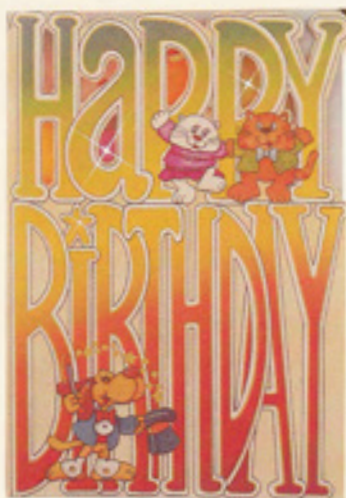
***LB11A Wishing you happiness on your Birthday**



LB12A Thinking of you and wishing you a day you will truly enjoy.



BIRTHDAY



LB12D Happy Birthday To You



LB16A Happy Birthday



LB17A TO YOU, Happy Birthday

ANNIVERSARY

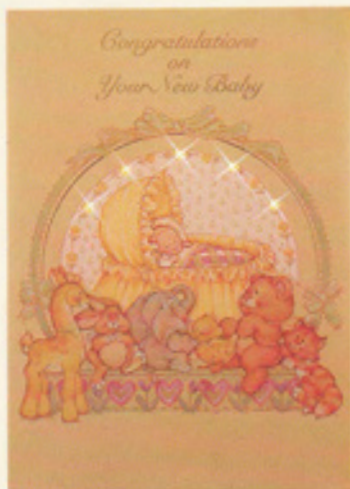


LB17C Wishing you all the pleasure...Of all life's nicest things!



LA26A Wishing all life's best to a wonderful couple
Happy Anniversary

NEW BABY

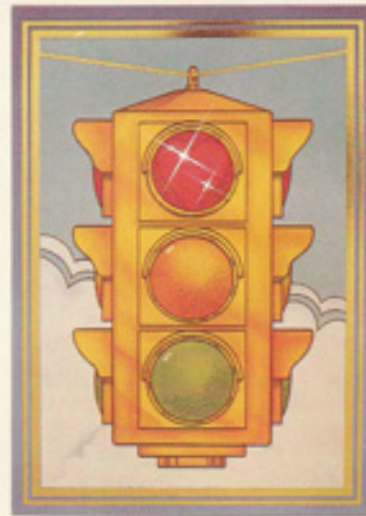


LG27A May the joy you feel today
continue to grow every year

FRIENDSHIP



LF21A And wishing you sweet
things.



LF22B I can't stop loving you!

Musical Pop-Up

Send Your sentiments with a double surprise, the gift of music is now accompanied with a three dimensional figure which pops up!

Cost: @1.50/pc.

Musical English Assortment:

Retail: @3.00/pc.

Size: 5 3/4" x 8"

AUE072: 72 ps. assorted with 12 designs,

\$108.-

AUE036: 36 ps. assorted with 6 designs,

\$ 54.-

Musical Spanish Assortment:

ASUE054: 54 ps. assorted with 9 designs,

\$ 81.-

(*Also Available in Spanish, please use item No. such as SUB02D, SUB05A, etc.)



All Pop-Up designs are also available in Non-Musical card.

Cost: @0.60/pc.

Retail: @1.50/pc.

Size: 5¾" x 8"

Non Musical English Assortment:

AE288: 288 ps. assorted with 24 designs, \$172.80

AE144: 144 ps. assorted with 24 designs, \$ 86.40

(Please use item No. such as B02D, B05C for English Non-Musicals. Please find extra available designs on separate catalogue)



***UB02D** Best wishes for a Happy Birthday and happy days all year long



***UB05C** A wish for your Birthday for happiness and more, For all of the pleasure...



***UB07D** There are So many birthday wishes here you'll have some left over...



***UB08B** Wishing you all the pleasure That a Happy Birthday brings...



***UB09B** AND MY FAVORITE BIRTHDAY WISH IS FOR YOU!



***UB10E** Thinking of you with warmth and good cheer Not just on your birthday...



*UB14B Hope you spend your Birthday with those you hold most dear...

*UB15E These Birthday thoughts are sent with love and warm wishes...



*UB17D A Birthday should be happy-just perfect...



UB20D HAPPY BIRTHDAY



UB25E On Your Special Day Celebrate In a Happy Way!



UB30D ...A SUPER DOOPER DOUBLE SCOOPER CHUNKLATE...

Musical Regular

Cost: @ 1.50/pc.

Retail: @ 3.00/pc.

Size: 5 3/4" x 8"

English Assortment:

ARE144:

144 ps. assorted with 24 designs,

\$216.-

ARE072:

72 ps. assorted with 12 designs,

\$108.-

Spanish Assortment:

ASRE072:

72 ps. assorted with 12 designs,

\$108.-

(* Also Available in Spanish, please use item No. such as SRB01C, SRB04A, etc.)



BIRTHDAY



RB01B Wish you all the best on your Birthday



RB03B ONE BIRTHDAY WISH JUST WOULDN'T DO.



RB01C May this Birthday be one that you'll never forget...



*RB04A Have a rainbow bright, full of delight, wonderfully happy day! HAPPY BIRTHDAY



RB02C May this Birthday be one that you'll never forget and may it start off a year that's your happiest yet!



RB04B But it sure does wish you happiness and it comes...



RB03A...to help you Celebrate! HAPPY BIRTHDAY



RB05B May your candles all burn Brighter...

BIRTHDAY



RB06C It's your special day. Hope its...



RB07B "Hi" Have a Happy Birthday!



***RB08A** So put on a happy face and have a Happy Birthday!



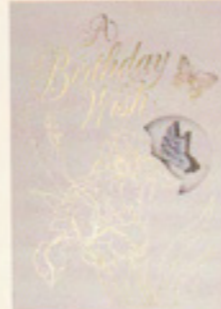
RB09A Celebrate your special day in a most exciting way.
HAPPY BIRTHDAY



RB11C FROM THE WHOLE MENAGERIE!



RB12B Thinking of you with warmth and...



RB12C Making a special wish this year.



***RB13A** Wishing you a beautiful day and a happy year.
Happy Birthday



***RB13B** A special wish for a special day--And then the whole year...



***RB14A** It's a joy to remember your day and here's why--You always get nicer each year that goes by!



RB16C It's a very special day--enjoy it in a happy way!
Happy Birthday



***RB17B** Warmly wishing you a beautiful day and happiness that lasts long past your birthday



RB18A For the sweet things you do, for the love that you give, for the sunshine...



RB18B The sweeter the music have a Happy Birthday



***RB19A** The warm birthday thoughts in this message are truly a pleasure to send...



RB19B Sending you wishes warm and sincere

BIRTHDAY



RB23A...and Very Very Happy



*RB24A Have a howlin' good time on your birthday
HAPPY BIRTHDAY



*RB28C Hope your Birthday's just like you. One of the very best!

FRIENDSHIP



RF21B And wishing you everything that makes you happy. Happy a wonderful day.



RF22C Love is all we need



RF23B "...till YOU!"



RF24B I sure could use a hug!



RF25B I'm lost without you

ANNIVERSARY



RA26B Wishing all of life's best to a wonderful couple

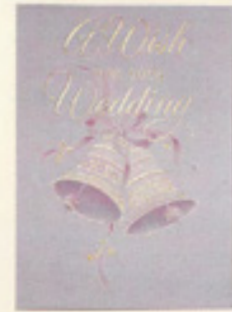


RA26C To wish you Happy Anniversary, And...



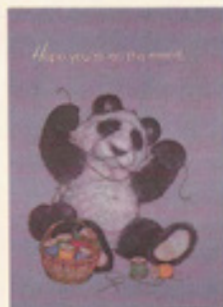
*RA28B Wishing very special happiness to very special people. Have a wonderful day

WEDDING



*RW28D Throughout a happy future May your Wedding day become...

GET WELL



RC29B...and will soon be good as new. Get Well Soon



RC29C You're much too special to be under the weather!



RC29D Just a cheery message warm and...

NEW BABY



*RG27C May the heavenly new member of your family bring you a lifetime of joy and happiness

30-POCKET FLOOR DISPLAY (DP30) WITH AVAILABLE BEST ASSORTMENTS

Display size: 20" Diameter, 78" High. Each Pocket can hold up to 12 pcs.

FOR HIGH VOLUME STORE (A)

	EVERYDAY ASSORTMENT (AE30K)					CHRISTMAS ASSORTMENT (AX30K)				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
LED LIGHTED MUSICAL	12	6	72	@3.00	\$216.00	12	6	72	@3.00	\$216.00
POP-UP & REGULAR MUSICAL	18	12	216	@1.50	\$324.00	18	12	216	@1.50	\$324.00
DISPLAY DP30	FREE					FREE				
TOTAL COST:	\$540.00					\$540.00				

FOR MEDIUM VOLUME STORE (A)

	EVERYDAY ASSORTMENT (AE30E)					CHRISTMAS ASSORTMENT (AX30E)				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
LED LIGHTED MUSICAL	6	6	36	@3.00	\$108.00	6	6	36	@3.00	\$108.00
POP-UP & REGULAR MUSICAL	24	12	288	@1.50	\$432.00	24	12	288	@1.50	\$432.00
DISPLAY DP30	FREE					FREE				
TOTAL COST:	\$540.00					\$540.00				

FOR LOW VOLUME STORE (A)

	EVERYDAY ASSORTMENT (AE30H)					CHRISTMAS ASSORTMENT (AX30H)				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
POP-UP & REGULAR MUSICAL	30	12	360	@1.50	\$540.00	30	12	360	@1.50	\$540.00
DISPLAY DP30	FREE					FREE				
TOTAL COST:	\$540.00					\$540.00				

*Only one free display is allowed for each store for purchasing above assortments.

FOR HIGH VOLUME STORE (B)

	EVERYDAY ASSORTMENT (AE30I)*					CHRISTMAS ASSORTMENT (AX30I)*				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
LED LIGHTED MUSICAL	12	6	72	@3.00	\$216.00	12	6	72	@3.00	\$216.00
POP-UP & REGULAR MUSICAL	18	6	108	@1.50	\$162.00	18	6	108	@1.50	\$162.00
CARD COST	\$378.00					\$378.00				
DISPLAY DP30 (Offset with 24 pcs. free cards)	\$60.00					\$60.00				
TOTAL COST:	\$438.00					\$438.00				

FOR MEDIUM VOLUME STORE (B)

	EVERYDAY ASSORTMENT (AE30F)*					CHRISTMAS ASSORTMENT (AX30F)*				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
LED LIGHTED MUSICAL	6	6	36	@3.00	\$108.00	6	6	36	@3.00	\$108.00
POP-UP & REGULAR MUSICAL	24	6	144	@1.50	\$216.00	24	6	144	@1.50	\$216.00
CARD COST:	\$324.00					\$324.00				
DISPLAY DP30 (Offset with 24 pcs. free cards)	\$60.00					\$60.00				
TOTAL COST:	\$384.00					\$384.00				

FOR LOW VOLUME STORE (B)

	EVERYDAY ASSORTMENT (AE30A)*					CHRISTMAS ASSORTMENT (AX30A)*				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
POP-UP & REGULAR MUSICAL	30	6	180	@1.50	\$270.00	30	6	180	@1.50	\$270.00
DISPLAY DP30 (Offset with 24 pcs. free cards)	\$60.00					\$60.00				
TOTAL COST:	\$330.00					\$330.00				

*Colored highlight: Specially recommended assortments.

AE30E (AX30E) W/free DP30 or AE30F (AX30F) W/DP30 if you need our display.

AE30F (AX30F) W/O display or AE4A (AX4A) if you use your own display.

4 FOOT CONTROL

	EVERYDAY ASSORTMENT (AE4A)					CHRISTMAS ASSORTMENT (AX4A)				
	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST /PC	AMOUNT	NO. OF DESIGNS	PCS DESIGN	TOTAL PCS	COST PC	AMOUNT
LED LIGHTED MUSICAL	12	6	72	@3.00	\$216.00	12	6	72	@3.00	\$216.00
POP-UP & REGULAR MUSICAL	30	6	180	@1.50	\$270.00	30	6	180	@1.50	\$270.00
MUSICAL CARD STRIP SIGN	FREE					FREE				
TOTAL COST:	\$486.00					\$486.00				



DICKENS COMPANY

To Order Call Toll Free 1(800)445-4632

59 47 Fresh Meadow Lane, Flushing, NY 11365
Phone: (800) 445-4632 • (718) 357-5703
FAX: (718) 357-5730