

THE BYERS' CHOICE STORY

It was the late 1960s and Joyce Byers, an amateur artist with a degree in fashion design, was disappointed in what she was seeing in the stores: aluminum tinsel trees with garish blue lights. She was looking for holiday decorations with warmth that showed respect for timeless traditions and her own memories of Christmas.



The first Carolers graced the Byers' dining room table that Christmas, and they received compliments from all of the relatives. On a tight budget, Joyce knew what to make for presents the following year. A neighbor suggested taking some to a local store, where they sold quickly. The store was part of a federation of Woman's Exchanges and introduced the Carolers to other exchanges around the country. Soon a couple of dozen stores around the country were asking Joyce to supply them with Carolers.

Joyce pressed her husband, Bob, and their two sons into service to help produce the figures each autumn. It wasn't long before the Carolers overwhelmed the dining room table, where the family gathered to work together. "Every year the house would be a total wreck, and I'd say that we're never doing this again!" remembers Joyce.

But when a downturn in the economy hurt his construction business, Bob looked around and saw some potential in the Carolers. He decided to devote more of his energies to the fledgling business, and in 1978, the couple hired their first employee, and turned the garage into a workshop.

The unique appearance and handcrafted quality of the Carolers quickly gained a following. Each year, Bob and Joyce would work with their crew of trained artisans up until Christmas Eve putting the finishing touches on Carolers.

The two sons joined the company upon graduating from college and have played an important role in the growth of the firm, with Bob working in production and Jeff helping with marketing and design. "We always say that mom's hobby has gotten a little out of control," jokes Jeff.

Together, the family now oversees a team of 40 artisans in Pennsylvania who handcraft those same creations that started out on the dining room table many years ago. And although the Carolers are sold in thousands of fine gift stores around the world, the company still holds to its starting roots: producing a quality product, at an affordable price, and serving its customers and the community in the spirit of Christmas.

Caroling Families



- *Available in African American

New! Christmas Evergreens

In the 16th century, the use of wreaths during Yule was adopted by Christians and became a custom in the form of Advent wreaths. These wreaths were traditionally made of holly oak, red berries, and evergreens — which also symbolize eternal life.

Allen Family

#1232W Allen Woman #1232G Allen Girl #1232M Allen Man #1232B Allen Boy



Ring in the Holidays New!

Christmas bells are a popular symbol of the holidays. We ring them throughout Christmas to announce the arrival of the season, to proclaim the birth of Christ, and to herald in the New Year.

Bell Family

#1233W Bell Woman #1233G Bell Girl #1233M Bell Man #1233B Bell Boy

#657 Display Riser Kit / Min Pk 4 (11"H x 20"W x 10"D)



Display Risers are a great way to show off your Carolers. Each kit comes with 3 raised platforms and enough artificial holly to make your Caroler grouping really festive. Some assembly required.

Specialty Families



- *Available in African American

The Foy of Gift Giving

This family truly believes that it is better to give than to receive. Their arms are full of bright packages and gifts after a day of Holiday shopping — their favorite Christmas tradition.



Shopping Family

#1231W Shopping Woman #1231G Shopping Girl #1231M Shopping Man #1231B Shopping Boy



New! Lace up the skates!

Skating is a fun winter activity that the whole family can enjoy. For a smooth day gliding on the ice, be sure to bundle up with a warm coat, mittens, and hat!

Family with Skates

#1235W Woman w/ Skates #1235G Girl w/ Skates #1235M Man w/ Skates #1235B Boy w/ Skates





Co Solver Solver The Christmas Cardinal

Cardinals are considered a symbol of Christmas. They bring joy, song, harmony, and happiness into people's lives. Folklore says that placing a red cardinal upon your Christmas tree will bring you and your family good luck throughout the coming year!

Family with Cardinals

Woman w/ Cardinals #111W

#111M Man w/ Cardinals

#111G Girl w/ Cardinals

Boy w/ Cardinals #111B

#6271 Bird Bath

(5.5"H x 6.5"W / Min Pk 2)



#677 Caroler Condo Box (17.5"L x 15.5"W x 14"H / Min Pk 4)

A tidy little home for your Carolers! The Caroler Condo safely stores 12 Caroler figurines; made of sturdy cardboard with protective vinyl cover.

SANTA COLLECTION



Gently pulling on the red silk ribbon hanging from Santa's gift sack, or from Mrs. Claus' knit stocking, will reveal a secret blank scroll. A personal heartfelt sentiment can be written on the scroll, which is then returned to its hiding place for a friend or loved one to discover and treasure always.

#ZBC79 Message Santa #ZBC79WB Message Mrs Claus



New! Decorate Christmas with Foy

Classic Christmas wreaths and presents wrapped in beautiful paper add to the joy of the Christmas season at Santa's workshop.

#3232 Santa w/ Wreath #3232W Mrs Claus w/ Basket

#3809 Sleigh Filled w/ Toys (10"L x 3.75"W x 7"H)



Serving Up Holiday Cheer

Our Wine Santa and Wine Hostess are making spirits bright at their annual Christmas dinner, with all the bells and whistles, celebrating the Holiday season!



#3230 Wine Santa #3230W Wine Hostess



Santa and Mrs. Claus love Christmas traditions — especially decorating the tree with blown glass ornaments, which add some sparkle and shine to the Holidays! New!

#3231 Santa w/ Ornaments #3231W Mrs Claus w/ Ornaments

Place this Magic Key outside on Christmas Eve for Santa to come through the front door!

#KEY Magic Santa Key (Metal; 4.5" Long / Min Pk 6) #KEY



New! Holiday Sparkle

Sparkling Santa and Mrs. Claus appear to have just stepped out of a winter wonderland in their elegant white robes accented with shimmery silver and gold hues.

#3233 Sparkling Santa #3233W Sparkling Mrs. Claus



New! Christmas by the Sea

Santa and Mrs. Claus, dressed in tried-and-true nautical blue, make for a striking Christmas display.

> #3234 Nautical Santa 2023 #3234W Nautical Mrs. Claus 2023



New! A Grand Christmas

Dashing Santa and Dashing Mrs. Claus show their Christmas spirit in style with their eye-catching, rich holiday tones of gold and burgundy.

> #3235 Dashing Santa #3235W Dashing Mrs. Claus









Christmas around the World

Christmas is a festival that's celebrated around the globe. Each country enjoys Christmas in its own way with unique customs, traditions, and legends — including Befana the Italian Christmas Witch, and Germany's Krampus character.

#333 Befana

#363 Polish Star Man

#4830 Krampus (10" High)

#ZEMP70X Saint Nicholas

Christmas Pickle

In Germany, the Glass Pickle Ornament is always the last ornament to be hung on the Christmas tree.

#GP01 Glass Pickle Ornament

(Ornament measures 3.5" Long / Min Pk 12)





(14"H x 5"W x 4"D / Min Pk 12)

Fröhliche Weihnachten

In Germany, it is not Santa Claus who traditionally delivers gifts on Christmas Eve. Instead, the Christkind, an angel-like creature veiled in white with golden hair, brings gifts to families on the eve of Christmas. She arrives secretly through an open window and rings a bell to announce that the presents have been placed under the Christmas tree.

Christkind, the German name for the Christ Child, originally referred directly to the Holy Infant Jesus, who was said to bring gifts to children on Christmas Eve. Later the name came to stand for the embodiment of the Child's spirit, in angelic form, who brought the gifts in His place.

#3581 Christkind #3592 German Santa

Our decorative Gift Bag, with rope handles, is a thoughtful choice and an easy method for "wrapping" your Caroler.

#647 Single Gift Bag

CHRISTMAS MARKET COLLECTION



New! Christmas Sweets

Food and sweet treats are central to the celebration of the Christmas season. For this family, the Holidays would not be complete without a trip to the Christmas Market for fresh-baked gingerbread and cookies!

> #4461J Sweets Woman #4463J Sweets Girl #4462J Sweets Man #4464J Sweets Boy



Beautiful Baubles

The glitter and sparkle of glass ornaments add to the magic and fun of the Christmas tree! It's no wonder the tradition of decorating the tree with such beautiful baubles has lasted for generations.



Ornament Woman Ornament Man

#4473H #4474H

Ornament Girl Ornament Boy



Christmas Nutcrackers New!

Nutcrackers are believed to have originated in the Erzgebirge region of Germany about 300 years ago. An artisan carved a wooden soldier with a movable mouth to symbolically crack the "hard nut" of the economic times. The figure quickly became popular throughout the region, Germany, and the world.

#4841H Nutcracker Woman #4843H Nutcracker Girl #4842H Nutcracker Man #4844H Nutcracker Boy

#STL2 Nutcracker Stall (11"W x 6"D x 18"H; wood)

#STL2



TODDLERS

These kids better get to bed — Santa won't visit until they are fast asleep!

#1824 Toddler w/ Gingerbread

(4" High)

#1828 Toddler w/ Dog (6.5" High)

Toddler w/ Snowball #1829 (6.5" High)

Toddler in Wagon #1821B

(6" High)

#1832 Toddler on Sled

(6" High)

Snowman w/ Ice Cream #SN2232

(7.5" High / Min Pk 2)

#6664 Table w/ Tree

(12" High / Min Pk 2)



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The Byers' Choice Customer Resource Center (CRC) is receiving great reviews. It is an easy and convenient way for you to have 24-hour access to 100% of your Byers' Choice account information.

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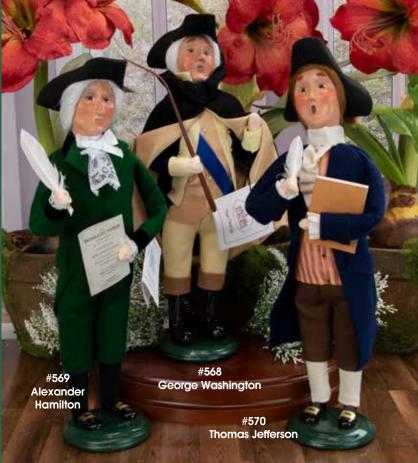




Let's Get Started

- 1. Simply go to www.byerschoice.com
- 2. Click the MY ACCOUNT icon in the top right of your screen.
- Next click Login under AUTHORIZED DEALER to start the process.
- 4. All customers that have supplied their emails have been set up with a temporary password. If you need help accessing your information on the CRC, please call us at 215-822-6700, and we'll get you started!





New! Specialty Characters



The Perfect Sentiment!

Sophisticated in his black/white houndstooth jacket, this Chalkboard Man is a fun way to send a personal Holiday message or create a unique Christmas display. This piece comes with a removable "Merry Christmas" sticker. Remove the sticker and use the attached chalk to write your own greeting!



New! Light up the Holidays

Candles have been used during the Christmas season for hundreds of years and can be traced back to the 16th century. Protestant reformer Martin Luther is often credited as the first to add lighted candles to a Christmas tree in Germany in the early 1500s.

Lighting a candle and placing it in one's window is a common Christmas tradition that dates back to colonial times. When Christianity was suppressed in Ireland, priests had to travel through the night. Irish Christians left their doors unlocked and candles in the windows to show welcome to the priests and to guide them through the dark. When English authorities questioned them, they simply explained that the candles were for Mary and Joseph.

> #4870 Woman Selling Candles



New! Deck the Halls

The entire family is joining the fun in making their home look merry and bright for the Holidays!

In anticipation of presents and Santa's big arrival, Mom and Dad finish decorating the Christmas tree. Meanwhile, Grandpa on Rocker continues the annual tradition of reading the holiday classic, 'Twas the Night Before Christmas to the grandchildren.

#1237W **Decorating Woman** #1237M Decorating Man #1237G **Decorating Girl**

#1237B Decorating Boy #4821C Grandpa on Rocker

#629A Fireplace

(10"W x 8"H x 3.5"D / Min Pk 2)

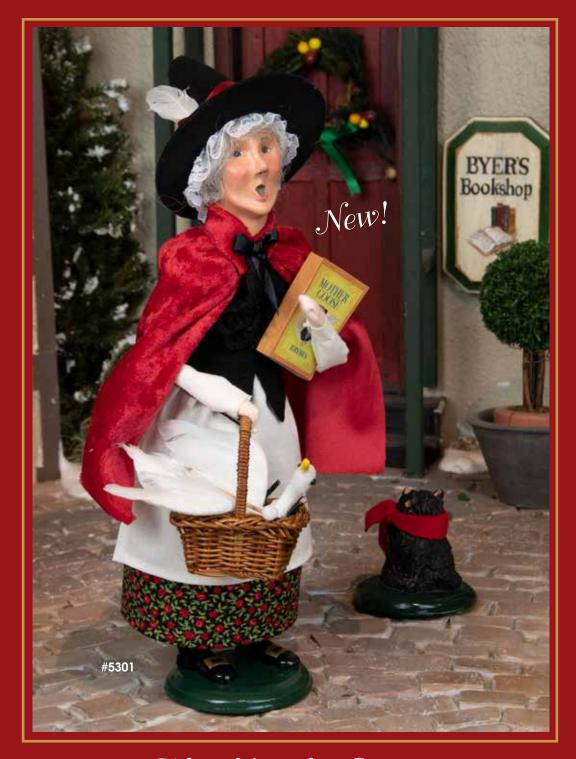
#664 Decorated Tree (18" High; Requires 3 "AA" Batteries;

Not Included.)

#6651 Milk and Cookies Table

(6" High / Min Pk 2)





Tales of Mother Goose

Mother Goose songs and rhymes have entertained countless children for centuries. Despite her celebrated place in children's literature, the exact identity and origin of Mother Goose herself is still unknown. Some believe that the original Mother Goose was a real woman who lived in Boston during the later half of the 17th century.

Regardless of Mother Goose's origins, Charles Perrault was the first to actually publish a Mother Goose collection of rhymes and other folk tales in 1697, essentially initiating the fairy tale genre.

#5301 Mother Goose

New!

A New Born King to See . . .

Inspired by the tender story and popular Christmas song about a poor boy giving what he can, this little Drummer Boy plays his drum for the infant Jesus with the Virgin Mary's approval.

#4849B Drummer Boy



New!

Foy to the World

The Country Parson, with Bible in hand and Nativity on display, prepares his candlelight service for Christmas Eve.

#4361 Country Parson #6662C Nativity Table (9.5" High / Min Pk 2)



Very Merry Treats

From iced cakes and festive breads to decorative cookies and pies, this Chef w/ Cherry Pie is baking up something good for the Holidays!

> #4051 Chef w/ Cherry Pie



- *Available in African American

New! Victorian Charm

This handsome couple is dressed in their best Holiday attire. They are out for an evening of merriment and mirth with friends.

> #1238W Victorian Woman #1238M Victorian Man



New! Cries of London

The Cries of London collection embodies the street vendors of London known for the vocal selling of their wares. Also known as costermongers, these vendors sold everything from fresh fish and meat to produce. The 2023 Cries of London series features a Cry Selling Produce accompanied by a Woman with Apples and Produce Wheelbarrow.

#4321J Cry Selling Produce

#4322J Woman w/ Apples

#4323J Produce Wheelbarrow (5"H x 9"L)



SALVATION ARMY COLLECTION



Byers' Choice is proud to make these special Caroler® figurines in honor of this charitable organization. A portion of the proceeds from these figurines will go directly to The Salvation Army.

#4411G Salvation Woman Wreath

#4412A Salvation Man Bell

#4413H Salvation Girl Pears

#430KE Salvation Army Kettle

(13" High)



A Christmas Carol





Charles Dickens' classic tale is brought to life with our A Christmas Carol series.

A Christmas Carol and Charles Dickens mean a great deal to everyone at Byers' Choice. Scrooge's declaration, "I will honor Christmas in my heart, and try to keep it all the year" constantly guides us. The message to celebrate Christmas and help others is just as important today; Dickens could not have said it better!

Happy Scrooge joins the collection in 2023. After being visited by the Spirits, old Ebenezer Scrooge wakes up on Christmas morning a new man. After his transformation, "It was always said of him, that he knew how to keep Christmas well, if any man alive possessed the knowledge."

#201	Scrooge	#2116A	Spirit Past
#205	Marley's Ghost	#207	Spirit Present
#2112A	Mrs. Cratchit	#208	Spirit Future
#209	Bob Cratchit & Tiny Tim	#2125B	Happy Scrooge



NUTCRACKER BALLET

A Holiday Masterpiece

Over 100 years old, the Nutcracker Ballet was first presented at the Mariinsky Theatre in Russia. This holiday classic is the enchanting adventure of young Clara and her favorite Christmas toy, the Nutcracker, which comes alive on Christmas Eve and whisks her away to a magical kingdom.

#2151	Clara	#2155	Sugar Plum Fairy
#2152	Nutcracker	#664	Decorated Tree (18" High;
#2153	Mouse King		Requires 3 "AA" Batteries; Not Included.)



New! COLONIAL COLLECTION

Christmas in Early America

This colonial family enjoys a day of Christmas shopping at the Merchants Square.

Colonial Woman #5233 #5231 Colonial Girl #5232 Colonial Man #5234 Colonial Boy

HALLOWEEN

New!

Just like magic, our enchanting Witch and Wizard figurines will add a little bit of spookiness and a lot of fun to your Halloween home.

#7221 Witch w/ Haunted House

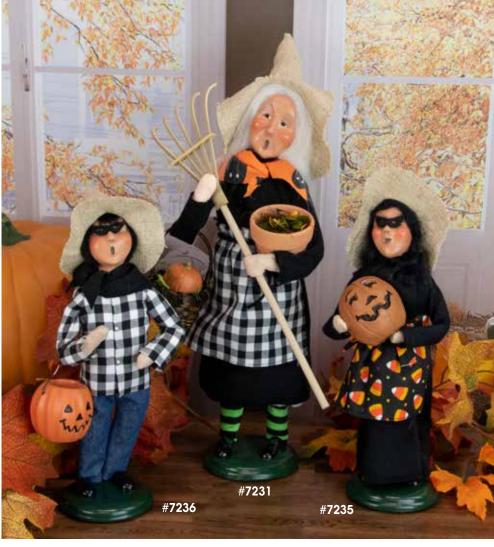
#7231 Garden Witch

#7232 **Batty Witch**

#7233 Witch w/ Mask

#7234 Wizard

#7235 Halloween Girl #7236 Halloween Boy







THANKSGIVING COLLECTION



The Harvest Home

Pay homage to the first Thanksgiving while adding a touch of harvest to your home this Autumn. In 1621, the Plymouth colonists and Wampanoag Indians shared an autumn harvest feast which is acknowledged today as one of the first Thanksgiving celebrations in the colonies. Although this feast is considered by many to be the very first Thanksgiving celebration, it was actually in keeping with a long tradition of celebrating the harvest and giving thanks for a successful bounty of crops.

#5011C #670 Pilgrim Woman #5013C2 Pilgrim Girl #5015B Native American Woman Turkey on Base (5" High) #5012C Pilgrim Man #5014C2 Pilgrim Boy #5016B Native American Man





New! RESIN SNOWMEN

With their plaid scarves and fun accessories, these resin Snowmen make the perfect complement to your Caroler displays and can be displayed all winter long.

#SN2231	Snowman w/ Lights	#SN3172	Snowman w/ Birdfeeder
#SN2232	Snowman w/ Ice Cream	#SN3231	Snowman w/ Broom
#SN2233	Snowman w/ Lantern	#SN3232	Snowman w/ Ornament
#SN2211	Snowman w/ Bucket	#SN3233	Snowman w/ Candy Cane
Approx. 7.5" High / Min Pk 2		Approx. 10	" High / Min Pk 2

Animals

SINGING DOGS: SET A







#614B Yellow Labrador

#612A Singing Dogs Set A / Min Pk 6

#612B Singing Dogs Set B / Min Pk 6

#612C Singing Dogs Set C / Min Pk 6

#616A Singing Cats / Min Pk 6



#614C Black Labrador



#6140 Chocolate Lab



#614M Shepherd



#614Q Bernese Mountain Dog

SINGING DOGS: SET

#614F Jack Russell



#614H Basset Hound



#6141 Poodle



#614K Springer Spaniel



#614L Rembrandt



#614N Bulldog

SINGING DOGS: SET



#614E **Boston Terrier**



#614G Scottish Terrier



#614P Mitzy



#614D Dachshund



#614R Bichon



#614S Pug



#617A Orange Tabby



#617F Red



Wilbur



#617L Millie



#617G **Tortoise Shell**



#6171 Sealpoint

Animals

From polar bears to caribou, these Arctic-themed animals are perfect additions to your holiday and winter displays!





Straight from the North Pole, these **Polar Bears** are ready to celebrate with their festive Christmas wreath and treats.

(4"H / Min Pk 6)



#678 Reindeer (8"H x 6"L / Min Pk 6)

Dog w/ Sled (2.5"W x 6"L x 6"H / Min Pk 6)

Everyone loves a snow day and this pup is no different!



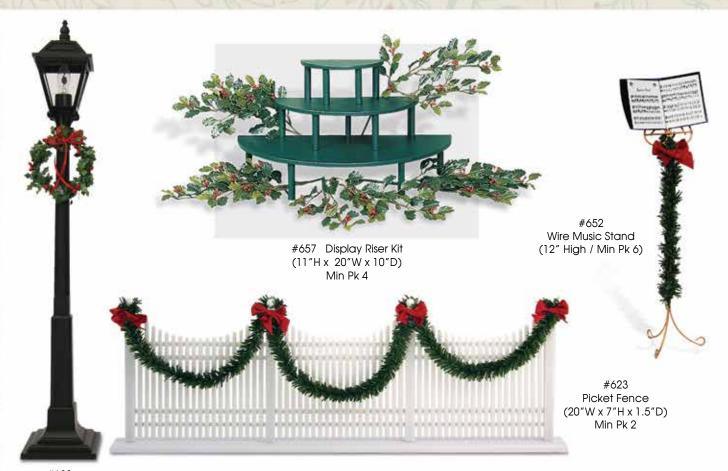
#680 Black Bear Walking (7"H / Min Pk 6)

This rustic *Black Bear* is ready for the Christmas party at the lodge!

Accessories

Add some personality and set the stage for your Holiday Caroler displays!





#622 Lamppost (Electric; 22" High) Min Pk 4





#STL2 Nutcracker Stall (11"W x 6"D x 18"H; wood)



#625 Wrought Iron Fence (Plastic; 21.5"W x 6.5"H / Min Pk 2)





#6651 Milk & Cookies Table (6" High / Min Pk 2)

Accessories



#647 Single Giff Bag (14"H x 5"W x 4"D) Min Pk 12







#6313 Red Door w/ Pineapple (20.5" H x 12" W x 3" D)



New! #6664 Table w Tree (12" High) Min Pk 2



#3809 Sleigh Filled w/ Toys (10"L x 3.75"W x 7"H)





#629A Fireplace (10"W x 8"H / Min Pk 2)



(6"W x 3.5"D x 12"H)



Red Candy Cane Tree (10.5" High / Min Pk 2)

Advent Calendars

For generations, families have marked the coming of Christmas in a variety of ways. From simple chalk markings to lighting candles, families have employed unique ways to count the 24 days before Christmas. Thoughtfully designed with 24 numbered doors, behind which small surprises can be hidden for each day, these wooden calendars can be used year after year, providing a tradition that your family is sure to treasure!



#AC01 Christmas House (22"H x 16"W / Min Pk 2)



#AC11B Snowman (15"H x 18.5"W / Min Pk 2)



#AC13B Nutcracker (15"W x 18.5"H / Min Pk 2)



#AC03B Fireside (15"H x 18.5"W / Min Pk 2)



#AC02 Christmas Tree (20"H x 18.5"W / Min Pk 2)



Kids and adults alike can embrace the merriment of the season while they count down to the big day! Our 3-D wooden Advent calendars can be enjoyed by the whole family this year and all the years to come!





#MC16 Musical Advent Toy Shop (18.5"H x 15"W x 3"D / Min Pk 2)

When a door is opened, a traditional Christmas tune starts to play. Plays 12 different classic songs. Requires three AA batteries (not included).



#AC25 Birds Christmas (20"H x 18.5"W / Min Pk 2)



#AC05 Nativity (15"H x 18.5"W / Min Pk 2)



#MC07 Musical Santa's Sleigh (15"H x 18.5"W / Min Pk 2)







Woodv

Crumb"

Kindles[™]—perhaps you have already heard of their work. Have you ever wondered how a snowman seems to wink just as you walk by, or how the lights on the tree seem to have an extra sparkle on Christmas Eve? Consider Kindles. How does Santa manage to fit down even the tightest of chimneys? It's our Kindles at work again, putting the twinkle in the eye of even the smallest child believing in the magic of Christmas morning.

Far away in a land where snow falls in glittering heaps like confectioner's sugar, there lives a group of sprites whose vast experience, energy, and spirit have given them an extraordinary opportunity. These aren't just elves, they'd be quick to point out with pride and distinction. They are Kindles, Guardians of the Christmas Spirit.

#SOK1

Kindle Set (7" High / Min Pk 8) Each set comes with: Crumb, Woody, Squeeze, Sprinkle, Tangle, Wraps, Baking Mrs Claus, and Baking Santa

Guardians of the Christmas Spirit

Our Kindles live at the North Pole with Santa and Mrs. Claus. Each Kindle has his own job, too! Many of them work in Santa's workshop making toys, some help decorate and wrap gifts, while others bake cookies and make candies.

Mueller



Wooden Art with Heart

Celebrate the holidays with a selection of beautifully-crafted German Christmas Pyramids, Smokers and Figurines from Mueller. A longstanding tradition in German homes, they make for beautiful, handcrafted decor for the home during the Christmas season. Please call for information: 215-822-6700.

New! Spring Collection

- *Available in African American



New! COASTAL COLLECTION



Orders for Customizable / Namedrop Nautical designs in by 2/24 will ship 3/31 or later. We will continue taking orders for these pieces up to 5/19.

Orders placed after 2/24 will ship 6/15 or later.



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The Caroler® Figurines... Handcrafted American-made gifts

for a traditional Christmas.

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