

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 80 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



New! Deck the Halls

Christmas wreaths are a classic yet easy way to deck the halls during the Christmas season! The Stewart Family could not decide on which wreath, decorated with seasonal berries and foliage, they love most!

Stewart Family

#1212W Stewart Woman #1212G Stewart Girl #1212M Stewart Man #1212B Stewart Boy

#6312 Green Door with Pineapple (20.5" H x 12" W x 3" D)



#653 Byers' Choice Sign; easel included (14"W x 11"H)





New! Specialty Families



A Caroling We Go!

Lantern Family

#1211W Lantern Family Woman #1211M Lantern Family Man #1211G Lantern Family Girl #1211B Lantern Family Boy #6762 Christmas Wagon (8"H x 5"L / Min Pk 4)

Taylor Family

#1213W Taylor Woman
#1213M Taylor Man
#1213G Taylor Girl
#1213B Taylor Boy
#6712 Poinsettia
Wheelbarrow
(6"H x 9"L x 2"W / Min Pk 4)

Usher Family

#1215W Usher Woman #1215M Usher Man #1215G Usher Girl #1215B Usher Boy





Making Merry

This Musical Family gathers to play their favorite Christmas tunes as they count down the days to Christmas.

Musical Family

#1214W Musical Woman #1214G Musical Girl #1214M Musical Man #1214B Musical Boy



This small wooden Nativity Table captures the wonder of the original Christmas story. It is the perfect accessory for your Caroler displays.

#6662B Nativity Table (8.5" High / Min Pk 2)





The stockings were hung . . .

Stockings have been an essential part of the Christmas tradition for centuries. Whether you hang them by the mantel or on the stairwell, the stockings' hidden treasures bring great joy on Christmas morning! This family can't wait to see what Santa has left in their stockings.

Family with Stockings

#1217W Woman w/ Stocking #1217G Girl w/ Stocking #1217M Man w/ Stocking #1217B Boy w/ Stocking



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

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





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

#111W Woman with Cardinals
#111M Man with Cardinals
#111G Girl with Cardinals
#111B Boy with Cardinals
#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



We wish you a Merry Christmas

Santa and Mrs. Claus spread some Christmas cheer at the North Pole with caroling — the perfect way to welcome the holiday season!

#3121G Red Velvet Mrs. Claus

#3161G Red Velvet Santa

#6696 Polar Bear w/ Candy Cane
(4" High / Min Pk 6)

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



New! Uncork Some Holiday Spirit

Our Wine Santa and Wine Mrs. Claus throw a great party! They love to entertain with only the best wines and Holiday desserts.

#3210 Wine Santa

#3210W Wine Mrs. Claus



New!

All is Calm, All is Bright . . .

Santa trades his red velvet robe for a deep green cloak and cap. The gleam of his brass lantern helps him find his way through a Christmas snowstorm.

#3212 Santa w/Lantern

Wild About Cardinals

Santa loves all animals and hasn't forgotten his cardinal friends on Christmas day! He carries a large bag of bird seed to fill their feeders on a cold winter morning.

#3201 Santa w/ Cardinals

#6271 Bird Bath

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







Our Nautical Santa and Nautical Mrs. Claus are ready for a day on the sea. Their bold yellow and blue attire will brighten any room! Our new Nautical Hoop Tree and Nautical Bench help set the scene.

> #3214 Nautical Santa #3214W Nautical Mrs. Claus #TR3N Nautical Hoop Tree

(19" High)

#3214B Nautical Bench (6.25"H x 8.25"W)



#TR3N



New! Gift of the Nutcracker

When they are not making toys, Santa and Mrs. Claus love to create and give traditional Christmas nutcrackers to their loved ones. Each nutcracker is carefully crafted from the finest wood and handpainted with a little help from the elves! According to German folklore, nutcrackers were given as keepsakes to bring luck to the family and protect the home.

#3218 Nutcracker Santa #3218W Nutcracker Mrs. Claus

#3605

Elf w/ Nutcracker (10" High)



Legendary Cuckoo Clock

dressed as if he has just stepped straight out of the Black do and must keep a very tight schedule. Cuckoo clocks provide the perfect hourly reminder that he needs to keep on schedule!

#3196 Cuckoo Clock Santa

Delivering Christmas Cheer

Christmas is fast approaching! Santa and his helpers are hard at work at the North Pole getting everything ready for the big day. Christmas decorations are topped with bows and sprigs of holly, while Santa's latest toy creations receive the finishing touches.

#3801F Bald Santa w/ Toys #3604 Elf w/ Bell (10" Tall) #3809 Sleigh Filled w/ Toys (10"L x 3.75"W x 7"H)



Better not head up to bed without leaving some snacks for Santa and his reindeer!









HOLIDAY TRADITIONS





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 Italy's Christmas Witch, Befana, and Poland's popular Star Man.

> #333 Befana

#363 Polish Star Man

#340B Baboushka

#ZEMP70X Saint Nicholas

CHRISTMAS MARKET COLLECTION



- Available in African American style

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 gingerbread, peppermint, plum pudding and chocolates!

#4461G Christmas Sweets Woman #4463G Christmas Sweets Girl Christmas Sweets Man #4462G #4464G Christmas 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.



Glass Ornament Woman #4473F Glass Ornament Girl Glass Ornament Man #4474F Glass Ornament Boy



New! Christmas Nutcrackers

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.

#4842F Nutcracker Vendor #STL2 Nutcracker Stall (11"W x 6"D x 18"H) #4843F Nutcracker Girl

#4844F Nutcracker Boy

#STL2

Toddlers

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

#1824 Toddler with Gingerbread

(4" High)

#1826 Toddler w/ Tree

(6.5" High)

#1827 Toddler w/ Treats

(6.5" High)





Resin Gingerbread House

Elaborate Victorian gingerbread houses, heavy with candies and sugar icicles, make their most impressive appearance at Christmastime.

This resin gingerbread house will make the holidays even more festive and can be used year after year!

#GB08 Rock Candy Chimney

(13"W x 18"H x 9"D / Min Pk 2)

#K12 Ladder

(Wood / 10" High / Min Pk 6)

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Specialty Characters



Fun and Festive Party

These hosts offer wine and nuts to their guests for a casual holiday gathering.

Their wooden nutcrackers are as useful as they are festive!

#4855M Host w/ Wine

#4855W Hostess w/ Nutcracker

The Lucky New! Chimney Sweep

Seeing a chimney sweep on the day of your wedding is good luck — but why? According to legend, in 1066, King William of Great Britain found himself in the way of an out-of-control carriage. A chimney sweep pushed him to safety. The King rewarded the chimney sweep by inviting him to his daughter's wedding and making a decree that chimney sweeps should be regarded as symbols of good luck.

#4832B Chimney Sweep





- Available in African American style

Tick Tock

Grandfather clocks and cuckoo clocks have been around for centuries. The mechanism to produce the cuckoo call was installed in almost every kind of cuckoo clock since the middle of the 18th Century and has remained almost without variation until the present.

#406B Clockmaker



#657

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.

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

Sound the Bells

Bells and Christmas go together whether it is church bells calling people to worship or jingle bells attached to a horse and sleigh.

#4852 Man w/ Bells

Hot Cross Buns

In England, hot cross buns, soft and slightly sweet little cakes with a cross cut into the tops, are traditionally served on Good Friday. Our Muffin Man carries a basket of these freshly baked goodies, ringing his bell to grab the attention of passersby.

#4851 Muffin Man





– Available in African American style

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.

> #4856W Victorian Woman #4856M Victorian Man





Light up the Holidays

With a sturdy ladder thrown over one shoulder and a long-handled torch in the crook of his arm, our Lamplighter is ready to illuminate the sidewalks for holiday shoppers.

#4858 Lamplighter

Keeping Watch

London's Town Watchman patrols the streets of the parish between the hours of 9 pm to 6 am. He wears a cloak, hat, and is "armed" with a lantern to attract attention.

#4859 Town Watchman



New! Christmas Confections

One of the most iconic Christmas candies eaten during the holidays is the classic candy cane. Legend has it that a candy maker created the treat for children everywhere — a treat that would tell the story of Jesus and the real meaning of Christmas.

#4857 Woman w/ Candy Canes

#4857G Candy Cane Girl

#4857B Candy Cane Boy



New! Baking Up Holiday Cheer

Christmas is a time for baking, whether you're making holiday bread, cookies, or pies. These goodies are perfect when you need a dash of holiday spirit and a sprinkle of fun!

#4860 Woman w/ Pie #4861 Man w/ Breads

#6312 Green Door w/ Pineapple

(20.5" H x 12" W x 3" D)



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 2021 Cries of London series features a Cry selling Holiday Greens accompanied by children with greens.

#4321H Cry w/ Holiday Greens #4322H Girl w/ Holiday Greens #4323H Boy w/ Holiday Greens



– Available in African American style

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.

#4411C	Salvation Army Woman	#430KE	Salvation Army Kettle (13" High)
#4412C	Salvation Army Man	#6313	Red Door with Pineapple
#4413D	Salvation Army Girl		(20.5" H x 12" W x 3" D)
#4414D	Salvation Army Boy	#632	English Mailbox (11" High / Min Pk 2)





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!

Scroo	ge
Marle	's Ghost
Mrs. C	ratchit
Bob C Tiny Ti	ratchit & n
Mrs. F	zziwig
Mr. Fe	ziwig
A Spirit F	ast
Spirit F	resent
Spirit F	uture
Dicke 500 pi (Min Pl	
A Mrs. Fo A Mr. Fe A Spirit F Spirit F Spirit F Dicke 500 pi	ezziwig zziwig ast resent uture as Puzzle eces



#6341 21.25" x 15" assembled size

Puzzle includes special Christmas message from Gerald Dickens the great-great grandson of Charles Dickens!



NUTCRACKER BALLET

A Holiday Masterpiece

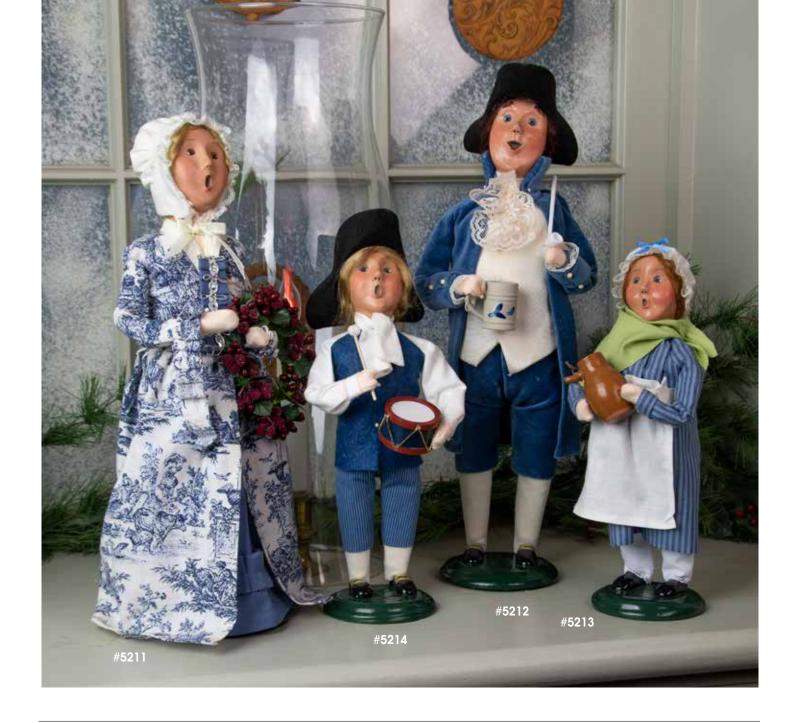
Over 100 years old, the Nutcracker Ballet was first presented at the Mariinsky Theatre in Russia (1892). This holiday classic is the enchanting adventure of young Clara and her favorite Christmas toy, the Nutcracker, which comes alive on Christmas Eve and whisks her away to a magical kingdom.

#2151 Clara #2154 Drosselmeyer#2152 Nutcracker #2155 Sugar Plum Fairy

#2153 Mouse King #664 Decorated Tree (18" High;

Requires 3 "AA" Batteries; Not Included.)





New! COLONIAL COLLECTION

Christmas in Early America

This colonial family, dressed in beautiful blue hues, welcomes in the holidays as they venture out for the Grand Illumination and some Christmas shopping.

Colonial Woman 2021 #5211 #5213 Colonial Girl 2021 #5212 Colonial Man 2021 #5214 Colonial Boy 2021



HALLOWEEN

New!

Halloween wouldn't be complete without some tricks and treats!

Witch w/ Pumpkin Pie #7211

#7212 Witch w/ Violin

#7213 Witch w/ Silver Cape

#7214 Trick 'r Treat Witch

#7215 Trick 'r Treat Ghost

#7216 Trick 'r Treat Cat

#7217 Scarecrow in Wagon

(7.5" High)



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 Pilgrim Woman #5013C Pilgrim Girl #5012C Pilgrim Man #5014C Pilgrim Boy





RESIN SNOWMEN

Whether you are a traditionalist who prefers a snowman with a plaid scarf and stovepipe hat or enjoy a more contemporary look with a Santa hat or bright accessories, there is surely the perfect snowman for everyone. These resin Snowmen make the perfect complement to Caroler displays and can be displayed all winter long.

#SN2211 Snowman w/ Bucket Snowballs #SN3211 Snowman w/ Umbrella #SN2212 Snowman w/ Skates #SN3212 Snowman w/ Skis #SN2213 Snowman w/ Wreath #SN3213 Snowman w/ Kissing Ball #SN2202 Snowman w/ Basket #SN3214 Snowman w/ Bell 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



#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

#616A Singing Cats / Min Pk 6



#617J Wilbur



#617L Millie



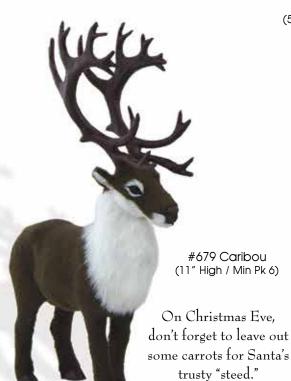
#617G **Tortoise Shell**



#6171 Sealpoint

Animals

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





#6124 Cats / Min Pk 6; asstd. styles (approx. 4" High)



Polar Bear w/ Candy Cane (4"H / Min Pk 6)

#6695 Polar Bear w/ Gift (4"H / Min Pk 6)

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



New! #6811X Penguin (5"H / Min Pk 6)

Penguins love to have fun at the South Pole! Playing in the snow is one of their favorite pastimes.



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

#680 Black Bear Walking (5"H / Min Pk 6)

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

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



Dog in Wagon; Asstd. (4.5"H x 6"L / Min Pk 6)



The Dog in Wagon is ready for a spin around the block with his master.



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

Immortalized in songs and stories, Reindeer have always been the motor behind Santa's big night.







(11"W x 6"D x 18"H)

#623 Picket Fence (20"W x 7"H x 1.5"D) Min Pk 2

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



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



#6762 Christmas Wagon (8"H x 5"L / Min Pk 4)





#6652 Milk & Cookies Table (7" High / Min Pk 2)

Accessories



#676 Red Wagon w/ Toys (6"D x 8"H x 2"W) Min Pk 4



Requires 3 "AA" Batteries; Not Included.



#6675 Tree w/ Toys - Lg (9"H / Min Pk 2)



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



#6312 Green Door w/ Pineapple (20.5" H x 12" W x 3" D)



#0/12 Poinsettia Wheelbarrow (6.5"H x 9"L x 2"W / Min Pk 4)



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



#645 Double Gift Box (8"W x 4"D x 15.5"H) Min Pk 12







#632 English Mailbox (11" 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)



#AC24 Santa's Throne (15"H x 18.5"W / Min Pk 2)

It's Christmas day, and Santa has just returned to the North Pole in his magical sleigh after a night of delivering presents around the globe. He only takes a short break with his furry friends.

It's back to the workshop tomorrow!



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



#AC22 Dogs Christmas (15"H x 18.5"W / Min Pk 2)



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



#ZWMAC2 Williamsburg Christmas Tree Advent (20"H x 18.5"W / Min Pk 2)

There's no place like Colonial Williamsburg for the holidays with its enduring traditions and charming decorations. This advent calendar features festive motifs, from the Christmas season, that warm the heart!



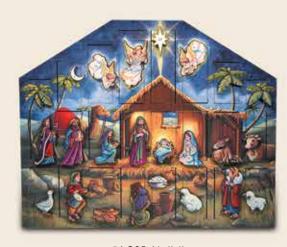


#MC16 Musical Advent Toy Shop (18.5"H x 15"W x 3"D / Min Pk 2)

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



#AC07 Santa's Sleigh (15"H x 18.5"W / Min Pk 2)



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



#AC23 North Pole (15"H x 18.5"W / Min Pk 2)



AFRICAN AMERICAN

Many Caroler designs, with some exceptions, can be made in African American styles. For more information, please visit our Customer Resource Center (CRC) at www.byerschoice.com or call Customer Service at 215-822-6700.

Please note — there is a 2-week lead time for African American orders.

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





New! COASTAL COLLECTION

For those who prefer an ocean view or a lakeside retreat, this coastal-inspired collection is fun and will add some whimsy to any home décor.

Customizable / Name Drop

Minimum Qty of 12 of each item required for custom orders.

#ZNAU211 Nautical Woman #ZNAU213 Nautical Girl #ZNAU212 Nautical Man #ZNAU214 Nautical Boy



Thank you for supporting Christmas — Made in America!

Online Ordering — Register Now! Sign up for online access to our Customer Resource Center (CRC) at www.byerschoice.com and place your order anytime. See page 19 for details. If you need help, please call Customer Service at 215-822-6700.

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