

Monday, May 30	Memorial Day
Tuesday, May 31	Monday, May 31
Wednesday, June 1	Tuesday, June 2
Thursday, June 2	Wednesday, June 3
Friday, June 3	Thursday, June 4
Saturday, June 4	Friday, June 5
Sunday, June 5	Saturday, June 6
Monday, June 6	Sunday, June 7
Tuesday, June 7	Monday, June 8
Wednesday, June 8	Tuesday, June 9
Thursday, June 9	Wednesday, June 10
Friday, June 10	Thursday, June 11
Saturday, June 11	Friday, June 12
Sunday, June 12	Saturday, June 13
Monday, June 13	Sunday, June 14
Tuesday, June 14	Monday, June 15
Wednesday, June 15	Tuesday, June 16
Thursday, June 16	Wednesday, June 17
Friday, June 17	Thursday, June 18
Saturday, June 18	Friday, June 19
Sunday, June 19	Saturday, June 20
Monday, June 20	Sunday, June 21
Tuesday, June 21	Monday, June 22
Wednesday, June 22	Tuesday, June 23
Thursday, June 23	Wednesday, June 24
Friday, June 24	Thursday, June 25
Saturday, June 25	Friday, June 26
Sunday, June 26	Saturday, June 27
Monday, June 27	Sunday, June 28
Tuesday, June 28	Monday, June 29
Wednesday, June 29	Tuesday, June 30
Thursday, June 30	Wednesday, July 1
Friday, July 1	Thursday, July 2
Saturday, July 2	Friday, July 3
Sunday, July 3	Saturday, July 4
Monday, July 4	Sunday, July 5
Tuesday, July 5	Monday, July 6
Wednesday, July 6	Tuesday, July 7
Thursday, July 7	Wednesday, July 8
Friday, July 8	Thursday, July 9
Saturday, July 9	Friday, July 10
Sunday, July 10	Saturday, July 11
Monday, July 11	Sunday, July 12
Tuesday, July 12	Monday, July 13
Wednesday, July 13	Tuesday, July 14
Thursday, July 14	Wednesday, July 15
Friday, July 15	Thursday, July 16
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Sunday, July 17	Saturday, July 18
Monday, July 18	Sunday, July 19
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Thursday, July 21	Wednesday, July 22
Friday, July 22	Thursday, July 23
Saturday, July 23	Friday, July 24
Sunday, July 24	Saturday, July 25
Monday, July 25	Sunday, July 26
Tuesday, July 26	Monday, July 27
Wednesday, July 27	Tuesday, July 28
Thursday, July 28	Wednesday, July 29
Friday, July 29	Thursday, July 30
Saturday, July 30	Friday, July 31
Sunday, July 31	Saturday, August 1
Monday, August 1	Sunday, August 2
Tuesday, August 2	Monday, August 3
Wednesday, August 3	Tuesday, August 4
Thursday, August 4	Wednesday, August 5
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Tuesday, August 23	Monday, August 24
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Thursday, August 25	Wednesday, August 26
Friday, August 26	Thursday, August 27
Saturday, August 27	Friday, August 28
Sunday, August 28	Saturday, August 29
Monday, August 29	Sunday, August 30
Tuesday, August 30	Monday, August 31
Wednesday, August 31	Tuesday, September 1
Thursday, September 1	Wednesday, September 2
Friday, September 2	Thursday, September 3
Saturday, September 3	Friday, September 4
Sunday, September 4	Saturday, September 5
Monday, September 5	Sunday, September 6
Tuesday, September 6	Monday, September 7
Wednesday, September 7	Tuesday, September 8
Thursday, September 8	Wednesday, September 9
Friday, September 9	Thursday, September 10
Saturday, September 10	Friday, September 11
Sunday, September 11	Saturday, September 12
Monday, September 12	Sunday, September 13
Tuesday, September 13	Monday, September 14
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Thursday, September 15	Wednesday, September 16
Friday, September 16	Thursday, September 17
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Monday, September 26	Sunday, September 27
Tuesday, September 27	Monday, September 28
Wednesday, September 28	Tuesday, September 29
Thursday, September 29	Wednesday, September 30
Friday, September 30	Thursday, October 1
Saturday, October 1	Friday, October 2
Sunday, October 2	Saturday, October 3
Monday, October 3	Sunday, October 4
Tuesday, October 4	Monday, October 5
Wednesday, October 5	Tuesday, October 6
Thursday, October 6	Wednesday, October 7
Friday, October 7	Thursday, October 8
Saturday, October 8	Friday, October 9
Sunday, October 9	Saturday, October 10
Monday, October 10	Sunday, October 11
Tuesday, October 11	Monday, October 12
Wednesday, October 12	Tuesday, October 13
Thursday, October 13	Wednesday, October 14
Friday, October 14	Thursday, October 15
Saturday, October 15	Friday, October 16
Sunday, October 16	Saturday, October 17
Monday, October 17	Sunday, October 18
Tuesday, October 18	Monday, October 19
Wednesday, October 19	Tuesday, October 20
Thursday, October 20	Wednesday, October 21
Friday, October 21	Thursday, October 22
Saturday, October 22	Friday, October 23
Sunday, October 23	Saturday, October 24
Monday, October 24	Sunday, October 25
Tuesday, October 25	Monday, October 26
Wednesday, October 26	Tuesday, October 27
Thursday, October 27	Wednesday, October 28
Friday, October 28	Thursday, October 29
Saturday, October 29	Friday, October 30
Sunday, October 30	Saturday, October 31
Monday, October 31	Sunday, November 1

1963 DATES TO REMEMBER

CARR'S CARDS & GIFTS
 320 MINORCA PARK SHOPPING CENTER
 FORT WORTH, TEXAS



D-78

 LABORATORY

12-1-63
 With our compliments...

We hope this Hallmark Date Book will be your constant companion and social secretary throughout the busy year to help you remember those important days and events in the lives that touch yours.

We're glad that our Hallmark card center is a place where folks can build new friendships and strengthen old ones. A Hallmark greeting card comes as often as you mean to meet so many people... the friend in the hospital who needs cheering up, the proud parent of a new baby, the youngster across the street celebrating a happy birthday, the old-time friend you may have neglected... to all these people, Hallmark cards help you say the nicest things—the little things that might otherwise have gone unspoken. And your greeting means so much more when the card you send has the added commitment of the Hallmark and Crown—symbols of quality and good taste known the world over.

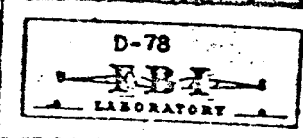
Thank you for letting us assist you in your good intentions. You're the nicest kind of a customer to serve—we're always thinking of someone else!

1963

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

WEDDING ANNIVERSARIES

First.....Paper	Tenth.....Pottery, Willow	Twenty-fifth.....Silver
Second.....Cotton	Twelfth.....Tin	Thirtieth.....Lead
Third.....Leather	Eleventh.....Stone	Thirty-fifth.....Coral
Fourth.....Fruit, Flowers	Twelfth.....Silk, Linen	Fortieth.....Ruby
Fifth.....Wooden	Thirteenth.....Lace	Forty-fifth.....Sapphire
Sixth.....Candy	Fourteenth.....Ivory	Fiftieth.....Golden
Seventh.....Wood, Copper	Fifteenth.....Crystal	Fifty-fifth.....Emerald
Eighth.....Brass, Pottery	Sixteenth.....China	Seventy-fifth.....Diamond



Remember children on their special days

Thoughtfulness is one of the best lessons a child can learn. Being thoughtful toward children is one of the best ways to teach them this rewarding characteristic.

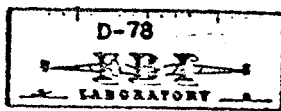
Make a list of the young friends you want to remember regularly and begin sharing the wonderful joy of childhood with them today by sending Hallmark cards.

NAME	ADDRESS	BIRTHDAY
Lawrence John Mike	2114	Apr 17 1963 a.m. - 21

Hallmark Cards

Independent gifts of the highest quality. Ideal for invitations, thank you's or personal correspondence. Choose from a complete selection of Initial, Decorated or Informal Notes.

NAME	ADDRESS	TELEPHONE



Hillmark Stationery

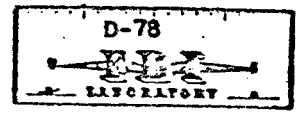
Scientific, correct and so smooth to write on. Fine papers and matching envelopes available in five pastel colors and white for regular or all over letters. Sizes for women and men.

NAME	ADDRESS	TELEPHONE

Big way?

Take this Date Book along with you. It will help you keep in touch with folks back home.

NAME	ADDRESS	TELEPHONE



JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 New Year's	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Need another Hallmark Date Book? Stop in and accept one with our compliments. Our address is on the back.

Remember, Valentine's Day is just two weeks away!

FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>Remember, paid Feb 1st at 45.</p> <p>Everything matches your own good taste when Hallmark Plans-a-Party for Valentine's Day.</p>					6	7
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Don't forget all the children who would be thrilled to receive a Hallmark Valentine from you.



It's the joy of life -
Peace - Joy -

MARCH

Eggs - Dishes

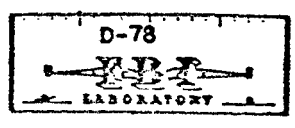
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Hallmark birthday cards say more, mean more... yet cost no more.						1	2
<i>Bornie March 6, Edward Mar 24.</i>							
3	4	5	6	7	8	<i>2:30</i>	
10	11	12	13	14	15 <i>4:00</i>	16	
17 St. Patrick's Day	18	19 - <i>Home</i> <i>Le... 9:30</i>	20 - <i>Home</i> <i>Le... 9:30</i>	21 - <i>Home</i> <i>Le... 9:30</i>	22 <i>Ed's</i>	23	
<i>Ed's</i>	25	26	27	28	29	30	

Peace - Joy -

APRIL

Eggs - Dishes

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<i>Ed's</i>	1 <i>Ed's</i>	2 <i>Ed's</i>	3	4 <i>Ed's</i>	5 <i>Ed's</i>	6 <i>Ed's</i>
7 <i>Ed's</i>	8 <i>Ed's</i>	9 <i>Ed's</i>	10 <i>Ed's</i>	11 <i>Ed's</i>	12 <i>Ed's</i>	13 <i>Ed's</i>
14 <i>Ed's</i>	15 <i>Ed's</i>	16 <i>Ed's</i>	17 <i>Ed's</i>	18 <i>Ed's</i>	19 <i>Ed's</i>	20 <i>Ed's</i>
21 <i>Ed's</i>	22 <i>Ed's</i>	23 <i>Ed's</i>	24 <i>Ed's</i>	25 <i>Ed's</i>	26 <i>Ed's</i>	27 <i>Ed's</i>
28 <i>Ed's</i>	29 <i>Ed's</i>	30 <i>Ed's</i>	Everything's so easy to manage and co-ordinated for you when Hallmark Plans a Party for Easter - and be prepared for the guest compliments!			



Flower - Lily of the Valley
 SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Gifts in good taste for Mother's Day.
 Hallmark Notes, Stationery, Thoughtful
 near Albums. David May 8

10 MAY 23
 1 - King of
 2 - 10 -
 3 -
 4 -
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 6 -
 7 -
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 9 -
 10 -
 11 -
 12 -
 13 -
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SARINE

Flower - Rose
 SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

For Dad, the apt., bride, or for the girl... you'll find the perfect Hallmark cards to put
 your best wishes into words. Now don't forget Hallmark matching gift, wrap, ribbon, and card
 closures to lend added thoughtfulness to your gifts.

1 JUNE 23
 2 -
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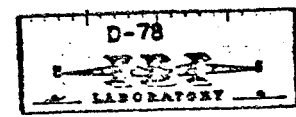
D-78
 LABORATORY

From - To *Sept 29* JULY 27

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAURDAY
1 Friendship Trip and Travel Cards	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	A laugh for every occasion—and every friend... Hallmark Contemporary Cards.			

From - To AUGUST 27

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35

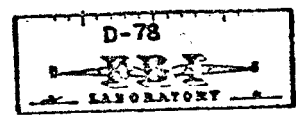


19 SEPTEMBER 19

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Labor Day	3	4	5	6	7
8	9	10	11	12	13 Mond	14
15	16	17	18	19 Jewish New Year	20	21
22	23	24	25 X	26	27	28 Yom Kippur
<p>For your fall get-togethers, let Hallmark matching party sets and playing cards make your entertaining festive, fun and informal.</p>						

19 OCTOBER 19

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>The easy way to give a bewitching Halloween party: Hallmark matching accessories and home decorations.</p>						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



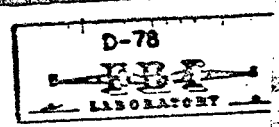
Flower-Clayton
19 NOVEMBER 1933
Furniture-Togues

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	4 11:00 am Latter	5 11:45 Dental Clinic	6 9:30 Dental Clinic	7 Kenney	8 Dinner Bundling	9 Vote
10	11 Veterans Day 7:30 Rogers 6:30	12 Dinner 10:30 am	13 Lynn Baker 10:30 am	14 7:00 Dinner	15	16
17	18 100% Clinic	19 Dinner 10:30 am	20 Dinner 10:30 am	21 Dinner	22 9:15 am Dinner	23
24	25 Blue	26	27 Dinner	28 Thanksgiving	29 Dinner?	30 Friends

Hallmark has all the matching party trimmings to make your Thanksgiving table setting complete... and completely beautiful!

Flower-Karibson
19 DECEMBER 1933
Furniture-Togues

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Dinner 11:00 am	4 Dinner 11:00 am	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas	26	27	28
29	30	31	Last-minute gift ideas! Remember Hallmark Thoughtfulness Albums, Notes, Stationery and Playing Cards. And you'll want to wrap all your gifts with distinctive Hallmark gift wraps, ribbons and trims.			



Planning a party? Use this handy check list to be sure that you have all the Hallmark party accessories you need to make entertaining easy, with more fun and less work for you!

Hallmark Plans-a-Party Accessory										Hallmark Plans-a-Party Accessory										
Centerpieces										Coasters										
Invitations										Home Decorations										
Table Cover										Party Favors										
Bridge Cover										Tallies 2-Table										
Snack Plates										Tallies 3-Table										
Dinner Plates										Nut Caps										
Place Mats										Place Cards										
Cups										Place Caps										
Beverage Napkins										Score Pads										
Luncheon Napkins										Matches										
Dinner Napkins										Playing Cards										

Wrap your gift in thoughtful

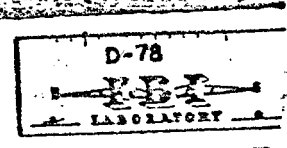
1 takes only moments to create a beautifully wrapped package with Hallmark gift wrap and ribbon. See for hours meaning, see on and on.

GIFT GUIDES

LADIES' SIZES

MEN'S SIZES

Name _____	Name _____	Name _____	Name _____	Name _____	Name _____
Dress _____	Dress _____	Dress _____	Suit _____	Suit _____	Suit _____
Blouse _____	Blouse _____	Blouse _____	Trousers _____	Trousers _____	Trousers _____
Skirt _____	Skirt _____	Skirt _____	Shirt _____	Shirt _____	Shirt _____
Slacks _____	Slacks _____	Slacks _____	Shoes _____	Shoes _____	Shoes _____
Hose _____	Hose _____	Hose _____	Gloves _____	Gloves _____	Gloves _____
Shoes _____	Shoes _____	Shoes _____	Hat _____	Hat _____	Hat _____
Gloves _____	Gloves _____	Gloves _____	Socks _____	Socks _____	Socks _____



For ready reference...

Driver's License No. _____
 License Plate No. _____
 Social Security No. _____
 Congressman _____
 Senator _____
 Senator _____
 Blood Type _____

Code for National Civil Defense

Alert Signal: Five minutes of constant siren
 Take Cover Signal: Three minutes of off-
 and-on siren blasts

Concrad - 640 or 1240 on your radio dial
 Write in here any additional instructions:

1964

	S	M	T	W	T	F	S		S	M	T	W	T	F	S	
JAN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
FEB	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
MAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
APR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
MAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
JUL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
AUG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
SEP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
OCT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
NOV	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
DEC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

For your convenience...

Throughout the year, note important telephone numbers here to save you time and assure you of having frequently used numbers when you need them.

Attorney _____ Garage _____
 Babysitter _____ Insurance _____
 Bank _____ Laundry _____
 Beauty _____ Physician _____
 Shop _____ Plumber _____
 Cleaners _____
 Clerk _____ Police _____
 Doctor _____ School _____
 Druggist _____ Taxi _____
 Fire Dept. _____

YOU AND THE U.S. MAIL

POSTAL RATES

Business cards, letters, notices and printed mail - 4¢ ea.
 post cards - 3¢
 Newspapers and other publications - 2¢ for first 3 oz.
 1¢ for each add. oz.
 Books, circulars, printed material - 2¢ for first 3 oz.
 1 1/2¢ for each add. oz.
 Packages - Rate according to distance from mailing point
 Air Mail - post cards - 3¢
 letters and packages (up to 8 oz.) - 7¢ ea.
 (over 8 oz. see rates)

SPECIAL DELIVERY FEES

For First Class and Air Mail - For all other classes of mail
 Not more than 2 lbs. ... 50¢ Not more than 2 lbs. ... 50¢
 Over 2 lbs. to 10 lbs. ... 60¢ Over 2 lbs. to 10 lbs. ... 60¢
 Over 10 lbs. ... 60¢ Over 10 lbs. ... 60¢
 * Fees do not include regular postage

WHEN YOU MAIL A PACKAGE

Secure wrapping with strong tape, string or ribbon.
 Be sure that address and return address are legible and secure on the package.
 A) Check mailing time...
 Mail Christmas gifts and Halloween Christmas cards early!
 Allow three weeks to a month for packages and at least two weeks for cards in the high postal volume season.

