

Commission Exhibit No. 401

Commission Exhibit No. 401

D-73  
**FBI**  
 LABORATORY

12-1-43  
 888 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 comes to a place where folks can build new friendships and strengthen old ones. A Hallmark greeting card costs so little, yet means so much to so many people... the friend in the hospital who needs cheering up, the proud parents of a new baby, the youngster across the street celebrating a happy birthday, the long-time friend you may have forgotten... to all these people, Hallmark cards help you say the nicest things - the little things that might otherwise have gone unnoted. And your greeting means so much more when the card you send has the added compliment on the back - the Hallmark and Crown - symbols of quality and good taste known the world over.

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

1963

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*Remember children on their special days*

Thoughtfulness is one of the best lessons a child can learn. Being thoughtful yourself to 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 *Highlight* cards.

NAME	ADDRESS	BIRTHDAY
Lawrence John Mike	Sum	Apr 14 1963 a.m. 21 <sup>st</sup>

*Highlight Note*

Inexpensive gift 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

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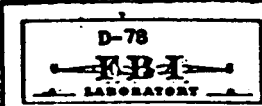
**19 JANUARY 1951**

Flower-Calendar							Business-Calendar	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	1	SATURDAY	2
Send number of flowers to and accept with our compliments. Our address is on the back cover.		1 New Year's Day	2	3	4	5		
6	7	8	9	10	11	12		
13	14	15	16 <i>Thanksgiving</i>	17 <i>Day after Thanksgiving</i>	18	19	20	21
22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39
								Remember, Valentine's Day is just two weeks away.

**19 FEBRUARY 1951**

Flower-Valentine							Business-Analytic		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	1	SATURDAY	2	
Remember that you can get our Valentine's Day cards at our special price of 10¢.		Everything matches your own good taste when Hallmark Plans a Party for Valentine's Day.					1	2	3
3	4	5 <i>9th Feb 1951</i>	6	7	8	9	10	11	
12	13	14 <i>Lincoln's Birthday</i>	15	16	17	18	19	20	
21	22	23 <i>Washington's Birthday</i>	24	25	26	27	28	29	
30	31	32	33	34	35	36	37	38	
								Don't forget all the children who would be thrilled to receive a Hallmark Valentine from you.	

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Flowers - Lohrey *Sent July 2* JULY 28

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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				

*Handwritten notes:*  
 - Monday: *flowers*  
 - Tuesday: *flowers*  
 - Wednesday: *flowers*  
 - Thursday: *flowers*  
 - Friday: *flowers*  
 - Saturday: *flowers*  
 - Sunday: *flowers*

A laugh for every occasion - and every friend... Hallmark's Contemporary Cards.

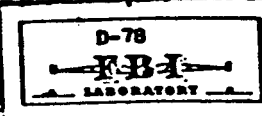
Flowers - Clabbe AUGUST 28

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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				

*Handwritten notes:*  
 - Monday: *flowers*  
 - Tuesday: *flowers*  
 - Wednesday: *flowers*  
 - Thursday: *flowers*  
 - Friday: *flowers*  
 - Saturday: *flowers*

Across the miles... Hallmark cards are cheapest representatives of your thoughtfulness.

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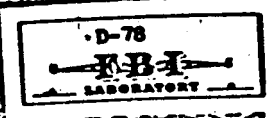
**SEPTEMBER**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Labor Day	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19 Break New Year	20	21
22	23	24	25	26	27	28 Van Hopper
29	30	For your fall get-togethers, try Hallmark's matching party sets and playing cards make your entertaining festive, fun and informal.				

**OCTOBER**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7	8	9	10	11	12 Columbus Day
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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

**Hallmark  
Plans-a-Party  
Accessory**

- Centerpiece
- Invitations
- Table Cover
- Bridge Cover
- Snack Plates
- Dinner Plates
- Place Mats
- Cups
- Beverage Napkins
- Luncheon Napkins
- Dinner Napkins

**Hallmark  
Plans-a-Party  
Accessory**

- Centerpiece
- Home Decorations
- Party Favors
- Table 2-Table
- Table 3-Table
- Hat Caps
- Place Cards
- Place Caps
- Snow Pads
- Matches
- Playing Cards

*Wrap your gifts in thoughtfulness*

It takes only moments to create a beautifully wrapped package with Hallmark gift wrap and ribbons... put the happy memory lives on and on.

**GIFT GUIDES**

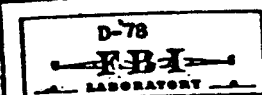
**LADIES' SIZES**

- Name \_\_\_\_\_
- Size \_\_\_\_\_
- Shoes \_\_\_\_\_
- Skirt \_\_\_\_\_
- Socks \_\_\_\_\_
- Hair \_\_\_\_\_
- Shoes \_\_\_\_\_
- Gloves \_\_\_\_\_

**MEN'S SIZES**

- Name \_\_\_\_\_
- Size \_\_\_\_\_
- Trousers \_\_\_\_\_
- Shirt \_\_\_\_\_
- Shoes \_\_\_\_\_
- Gloves \_\_\_\_\_
- Hat \_\_\_\_\_
- Socks \_\_\_\_\_

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*In my office...*

Driver's License No. \_\_\_\_\_  
 License Plate No. \_\_\_\_\_  
 Congressman \_\_\_\_\_  
 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  
 Conchard - 640 or 1240 on your radio dial  
 Write in here any additional instructions:  
 \_\_\_\_\_  
 \_\_\_\_\_

1964

1	2	3	4	5	6	7	8	9	10	11	12
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49	50	51	52	53	54	55	56	57	58	59	60
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53	54	55	56	57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72	73	74	75	76
77	78	79	80	81	82	83	84	85	86	87	88
89	90	91	92	93	94	95	96	97	98	99	00

*In your community...*

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 \_\_\_\_\_ Police \_\_\_\_\_  
 Clergy \_\_\_\_\_ School \_\_\_\_\_  
 Dentist \_\_\_\_\_ Taxi \_\_\_\_\_  
 Druggist \_\_\_\_\_ \_\_\_\_\_  
 Fire Dept. \_\_\_\_\_ \_\_\_\_\_

**YOU AND THE U.S. MAIL**  
**POSTAL RATES**

Halfback card, letter, notice and mailed post - 4¢ ea.  
 post card - 2¢  
 Newspaper and other publications - 2¢ for first 3 oz.  
 1¢ for each add. oz.  
 Book, brochure, printed material - 2¢ for first 2 oz.  
 1¢ for each add. oz.  
 Package - Rate according to distance from mailing point  
 Air Mail - \_\_\_\_\_ post card - 1¢  
 letters and packages by air 5 oz. to 7½ oz. - 2¢ ea.  
 over 7½ oz. at same price

**SPECIAL DELIVERY FEES**

For First Class and Air Mail For all other classes of mail  
 Not more than 2 lbs. ... 20¢ Not more than 7 lbs. ... 50¢  
 Over 2 lbs. to 10 lbs. ... 25¢ Over 7 lbs. to 10 lbs. ... 50¢  
 Over 10 lbs. ... 50¢ Over 10 lbs. ... 50¢  
 \*Fees do not include regular postage

**WHEN YOU MAIL A PACKAGE**

Secure wrapping with strong tape, string or twine.  
 Be sure that address and return address are legible and secure on the package.  
 All Christmas cards  
 Mail Christmas gifts and Halfback Christmas cards early!  
 Allow three weeks to a month for packages and at least two weeks for cards in this high postal volume season.

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