

100-10101-18012  
Date Received 2-2-61  
From *Unknown*

Address of Contributor  
By *mail sub 300*

To Be Returned Yes   
No

Description  
*Copy of Ruth Paine's will do.*

*Get ready, get set, go...*

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  
 Cancelled - 640 or 1240 on your radio dial  
 Write in here any additional instructions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**1964**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31	31

*Get your answers...*

Throughout the year, note important tele-  
 phone numbers here to save you time and  
 assure you of having frequently used  
 numbers when you need them.  
 Attorney \_\_\_\_\_ Garage \_\_\_\_\_  
 Baby-sitter \_\_\_\_\_ Insurance \_\_\_\_\_  
 Banker \_\_\_\_\_ Laundry \_\_\_\_\_  
 Beauty \_\_\_\_\_ Physician \_\_\_\_\_  
 Shopper \_\_\_\_\_ Plumber \_\_\_\_\_  
 Cleaner \_\_\_\_\_ Printer \_\_\_\_\_  
 Cherry \_\_\_\_\_ Police \_\_\_\_\_  
 Dentist \_\_\_\_\_ School \_\_\_\_\_  
 Druggist \_\_\_\_\_ Text \_\_\_\_\_  
 Fire Dept. \_\_\_\_\_ \_\_\_\_\_  
 \_\_\_\_\_ \_\_\_\_\_  
 \_\_\_\_\_ \_\_\_\_\_

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

**POSTAL RATES**

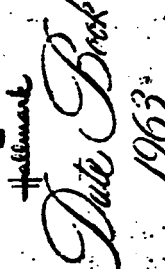
Halfback cards, letters, written and sealed mail—4¢ ea.  
 post cards—3¢  
 Newspapers and other periodicals—3¢ for first 2 lbs.,  
 1¢ for each additional lb. for each addressee.  
 Books, documents, printed material—3¢ for first 2 lbs.,  
 1 1/4¢ for each additional lb.  
 Packages—Rate according to distance from mailing post office.  
 Air Mail—  
 Letters and packages (up to 8 oz.)—10¢ ea.  
 (over 8 oz. at same rate)

**SPECIAL DELIVERY FEES**

Per First Class and Air Mail For all other classes of mail  
 Not more than 2 lbs. ... 30¢ Not more than 2 lbs. ... 50¢  
 Over 2 lbs. to 10 lbs. ... 45¢ Over 2 lbs. to 10 lbs. ... 65¢  
 Over 10 lbs. ... 60¢ Over 10 lbs. ... 80¢  
 Fees do not include regular postage

**WHEN YOU MAIL A PACKAGE**

Package 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 the high postal volume season.

  
 1-70

**CARR'S CARDS & GIFTS**

340 FLYMOUTH PARK SHOPPING CENTER  
 IRVING, TEXAS

**1963 DATES TO REMEMBER**

New Year's Day	Monday, Jan. 1	Memorial Day	Monday, May 30
Lincoln's Birthday	Tuesday, Feb. 12	Father's Day	Sunday, June 16
Valentine's Day	Thursday, Feb. 14	Independence Day	Thursday, July 4
Washington's Birthday	Friday, Feb. 22	Friendship Day	Sunday, Aug. 4
Ash Wednesday	Wednesday, Feb. 27	Shrove Day	Monday, Sept. 2
St. Patrick's Day	Sunday, March 17	Sweetest Day	Thursday, Sept. 19
April Fool's Day	Monday, April 1	Halloween	Wednesday, Oct. 31
Palm Sunday	Sunday, April 7	Thanksgiving	Thursday, Nov. 28
Good Friday	Friday, April 12	Chanukkah	Wed. Dec. 11 thru Wed. Dec. 18
Easter	Sunday, April 14	Christmas	Wednesday, Dec. 25
Mother's Day	Sunday, May 12		

*12-11-63*  
*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 New Year.

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 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 neglected... to all these people, Hallmark cards help you say the sweet things—the little things that might otherwise have gone unsaid. And your greeting means so much more when the card you send has the added compliment on the back—the Hallmark and Capewell—symbols of quality and good taste known the world over.

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

**1963**

Jan	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	Jan	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	Jan	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	Jan	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
Feb	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	Feb	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	Feb	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	Feb	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
Mar	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	Mar	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	Mar	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	Mar	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	Ninth.....	Pottery, Willow	Twenty-fifth.....	Silver
Second.....	Cotton	Tenth.....	Tin	Thirtieth.....	Pearl
Third.....	Leather	Eleventh.....	Steel	Fortieth.....	Coral
Fourth.....	Fruit, Flowers	Twelfth.....	Silk, Linen	Fortieth.....	Ruby
Fifth.....	Wooden	Thirteenth.....	Lace	Fiftieth.....	Sapphire
Sixth.....	Caroly	Fourteenth.....	Levy	Fiftieth.....	Golden
Seventh.....	Wool, Copper	Fifteenth.....	Crysal	Fiftieth.....	Emerald
Eighth.....	Bronze, Peacock	Sixteenth.....	Cocoa	Sixtieth.....	Diamond

*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 sending the wonderful joy of childhood with them today by sending Hallmark cards.

NAME ADDRESS BIRTHDAY

Lawrence John KRC Jun Apr 14 1963 2:00 PM

*Hallmark Cards*  
 Inexpensive 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

*Halloween* **Halloween**

Socially correct and so useful to write on. Two papers and matching envelopes available in various sizes and colors for regular or airmail letters. Sizes for women and men.

NAME ADDRESS TELEPHONE

*Bring me a key?* Take this Date Book along with you. It will help you keep in touch with folks back home.

NAME ADDRESS TELEPHONE

19 JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Power - Canada	Need another Halloween Date Book? Stop in and accept one with our compliments - our address is on the back cover.	1 New Year's Day					
6	7	8	9	10	11	12	13
13	14	15	16	17	18	19	20
20	21	22	23	24	25	26	27
27	28	29	30	31			

19 FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Power - Vicks	Remember, Valentine's Day is just two weeks away.						
3	4	5	6	7	8	9	10
10	11	12	13	14	15	16	17
17	18	19	20	21	22	23	24
24	25	26	27	28	29	30	31

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

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

**18 MARCH**

Power - Local  
 SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Hillmark Holiday cards are your gift from us. Put your name in the list.  
**Power - Local** **18 MARCH**  
 18 - Power Local  
 19 - Power Local  
 20 - Power Local  
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 31 - Power Local

**Power - Long**  
 18 - Power Local  
 19 - Power Local  
 20 - Power Local  
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 22 - Power Local  
 23 - Power Local  
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 31 - Power Local

**Power - West**  
 18 - Power Local  
 19 - Power Local  
 20 - Power Local  
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 22 - Power Local  
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 24 - Power Local  
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 26 - Power Local  
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 31 - Power Local

**Power - South**  
 18 - Power Local  
 19 - Power Local  
 20 - Power Local  
 21 - Power Local  
 22 - Power Local  
 23 - Power Local  
 24 - Power Local  
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 26 - Power Local  
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 31 - Power Local

**Power - East**  
 18 - Power Local  
 19 - Power Local  
 20 - Power Local  
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 22 - Power Local  
 23 - Power Local  
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 31 - Power Local

Everything is easy to manage and coordinated for you. Power Local. Power Local. Power Local.

**10 MAY**

Power - Long  
 SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Gifts in good taste for Mother's Day. Hillmark Notes, Stationery, Thoughtful, seen Albums. **Power - Long**

18 - Power Local  
 19 - Power Local  
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 31 - Power Local

**Power - West**  
 18 - Power Local  
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 31 - Power Local

**Power - South**  
 18 - Power Local  
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 23 - Power Local  
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 26 - Power Local  
 27 - Power Local  
 28 - Power Local  
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 31 - Power Local

**Power - East**  
 18 - Power Local  
 19 - Power Local  
 20 - Power Local  
 21 - Power Local  
 22 - Power Local  
 23 - Power Local  
 24 - Power Local  
 25 - Power Local  
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 30 - Power Local  
 31 - Power Local

Everything is easy to manage and coordinated for you. Power Local. Power Local. Power Local.

### 19 SEPTEMBER

Business - Supplies

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					

*For your fall get-together, let Hallmark matching party sets and playing cards make your entertaining festive, fun and informal.*

**26.50 1st** *Start Reunion with Bill Call Mrs. Holliday - God's*

**Power - Cakes** *one a week* **10 OCTOBER**

**SUNDAY** *Monday 1* **MONDAY** *Tuesday 2* **TUESDAY** *Wednesday 3* **WEDNESDAY** *Thursday 4* **THURSDAY** *Friday 5* **FRIDAY** *Saturday 6* **SATURDAY**

The easy way to give a low-cost party: Hallmark matching accessories and home decorations.

*100 Anniversary - 13 Columbus Day*  
*Belong - 23 Columbus Day*  
*100th Anniversary - 23 Columbus Day*  
*100th Anniversary - 23 Columbus Day*  
*100th Anniversary - 23 Columbus Day*

*20th Anniversary - 21 Columbus Day*  
*100th Anniversary - 23 Columbus Day*  
*100th Anniversary - 23 Columbus Day*  
*100th Anniversary - 23 Columbus Day*

### 19 AUGUST

Business - Party

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					

*Across the miles... or just across the way, Hallmark cards are elegant representatives of your thoughtfulness.*

**Power - Cakes** *one a week*

**SUNDAY** *Monday 1* **MONDAY** *Tuesday 2* **TUESDAY** *Wednesday 3* **WEDNESDAY** *Thursday 4* **THURSDAY** *Friday 5* **FRIDAY** *Saturday 6* **SATURDAY**

*Search July 1*

*Travel Cards*

*Used \$1.50 certificate for the 100th Anniversary*

*Match 8/25*

*Match 8/25*

*Match 8/25*

*Match 8/25*

*Match 8/25*

*Match 8/25*

19 NOVEMBER 43 Birthstone - Topaz

Flower - Chrysanthemum	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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Hallmark has all the matching party trimmings to make your Thanksgiving table setting complete... and completely beautiful.

3	4 11:00 am Leller	5 VINT 10:00 am	6 9:30 Dinner	7 9:30 Dinner	8 10:00 am Lyn	9 11:00 am Lyn	10 11:00 am Lyn
10	11 Veterans Day 7:30 am	12 7:00 pm Dinner	13 9:00 am Lyn to Nat	14 9:00 am Lyn to Nat	15 10:00 am Lyn to Nat	16 10:00 am Lyn to Nat	17 10:00 am Lyn to Nat
17	18	19 10:00 am Lyn to Nat	20 10:00 am Lyn to Nat	21 10:00 am Lyn to Nat	22 9:15 am Lyn, Leller	23 9:15 am Lyn, Leller	24 9:15 am Lyn, Leller
24	25 10:00 am Lyn, Leller	26 10:00 am Lyn, Leller	27 10:00 am Lyn, Leller	28 Thanksgiving	29 10:00 am Lyn, Leller	30 10:00 am Lyn, Leller	31 10:00 am Lyn, Leller

19 DECEMBER 43 Birthstone - Turquoise

Flower - Narcissus	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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1	2	3 10:00 am Lyn, Leller	4 10:00 am Lyn, Leller	5 10:00 am Lyn, Leller	6 10:00 am Lyn, Leller	7 10:00 am Lyn, Leller	8 10:00 am Lyn, Leller
15	16	17	18	19	20	21	22
22	23	24	25 Christmas	26	27	28	29
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.