

New Year's Day, Jan. 1
 Martin Luther King's Birthday, Jan. 21
 Presidents' Day, Feb. 18
 Valentine's Day, Feb. 14
 Washington's Birthday, Feb. 22
 Ash Wednesday, Feb. 27
 St. Patrick's Day, March 17
 Good Friday, April 4
 Easter Sunday, April 7
 Palm Sunday, April 14
 Good Friday, April 18
 Easter Sunday, April 21
 Mother's Day, May 14
 Memorial Day, May 20
 Juneteenth, June 19
 Independence Day, July 4
 Labor Day, Sept. 8
 Columbus Day, Oct. 12
 Veterans Day, Nov. 11
 Thanksgiving, Nov. 22
 Christmas, Dec. 25

1963 DATES TO REMEMBER

CARDS & GIFTS
 20 MEMBERS FOR SPECIAL OFFER



D-78
FBI
 LABORATORY

12-1-63
 With our compliments...

We hope this Hallmark Date Book will be your constant companion and useful 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 sends an idea, yet means as 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 smart 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 of the best—the Hallmark and Crown—symbols of quality and good taste known the world over.

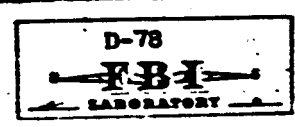
Thank you for letting us assist you in your thoughtfulness. You're the smart kind of a customer to serve—you're always thinking of someone else!

1963

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WEDDING ANNIVERSARIES

First.....Paper	Sixth.....Pottery, Willow	Twenty-Sixth.....Silver
Second.....Cotton	Tenth.....Tin	Thirtieth.....Pearl
Third.....Leather	Eleventh.....Steel	Thirty-Sixth.....Coral
Fourth.....Fruit, Flowers	Twelfth.....Silk, Linen	Fortieth.....Ruby
Fifth.....Woolen	Thirteenth.....Linen	Forty-Sixth.....Sapphire
Sixth.....Candy	Fourteenth.....Ivory	Fiftieth.....Gold
Seventh.....Wood, Copper	Fifteenth.....Crystal	Sixty-Sixth.....Emerald
Eighth.....Brass, Pottery	Twentieth.....China	Seventy-Sixth.....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.

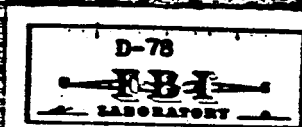
Make a list of the young friends you want to remember regularly and begin sharing the wonderful joy of childhood with them today by sending Hallmark cards.

NAME	ADDRESS	BIRTHDAY
Lawrence John Hoke	Tron	Apr 11 1963 am 21 st

Hallmark Note

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

NAME	ADDRESS	TELEPHONE



Hubbank Stationery

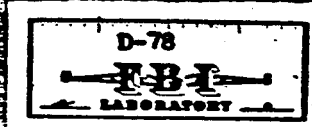
Socially correct and so smooth to write on. Fine papers and matching envelopes available in favorite pastel colors, and white for regular or colored letters. Sizes for women and men.

NAME	ADDRESS	TELEPHONE

Hubbank?

Take the Data Book along with you. It will help you keep in touch with sales back home.

NAME	ADDRESS	TELEPHONE

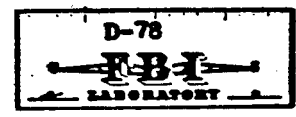


JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Read another Hallmark Book! Stop in and browse our wide variety of cards - 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	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Remember, Valentine's Day is just two weeks away.	

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Don't let yourself get off on 15. Everything matches your own good taste when Hallmark Plans-a-Party for Valentine's Day.						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	Don't forget all the children who would be thrilled to receive a Hallmark Valentine from you.				



Please—Gift of the Valley
 SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Gifts in good taste for Mother's Day:
 Hallmark Notes, Stationery, Thankful-
 ness Albums. **David May 8**

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	

12 **Monday Day**
 13 **FRANCE 10**
 15 **Xmas**
 16 **Walt**
 17 **...**
 18 **...**
 19 **...**
 20 **...**
 21 **...**
 22 **...**
 23 **...**
 24 **...**
 25 **...**
 26 **SARINE**
 27 **...**
 28 **...**
 29 **...**
 30 **...**
 31 **...**

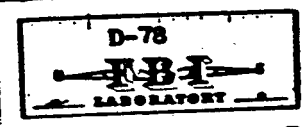
EL EX 25 JUNE 84

Please—Gift of the Valley
 SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

For Dad, the spring break, or for Mom... you'll find the perfect Hallmark cards to put
 your best wishes into words. Don't forget Hallmark matching gift wraps, ribbons and tags
 chances to hand added thoughtfulness to your gifts.

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

2 **...**
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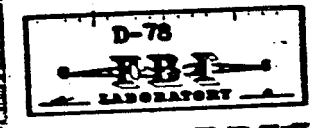
Remember! *Send July 2* JULY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Independence Day	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	A laugh for every occasion—and every friend... Hallmark Contemporary Cards.			

Remember! AUGUST

Across the miles... or just across the way, Hallmark cards are eloquent representatives of your thoughts.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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



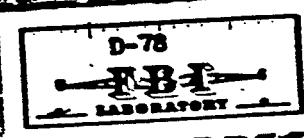
SEPTEMBER

1	2 Labor Day	3	4	5	6	7
8	9	10	11	12	13 Thanksgiving	14
15	16	17	18	19 Jewish New Year	20	21
22	23	24	25 X	26	27	28 Yom Kippur
29	30	For your fall get-togethers, let Hallmark matching party sets and playing cards make your entertaining festive, fun and informal.				

OCTOBER

The easy way to give a bewitching Halloween party. Hallmark matching accessories and home decorations.

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



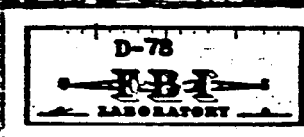
November 1950

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	6:11:00 am Letter	5:15:00 12:45 Club 10:30 am	6:9:30 Church 11:00 am Lynn letter 10:30 am	7:Kenny		Vote
10	11:00 am 9:30 Letter 10:30 am	10:30 am 11:00 am 12:00 am	11:00 am Lynn letter 10:30 am	10:30 am 11:00 am 12:00 am	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 1950

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Kend Clinic Bryon	4 Clinic 6:00 am 9:00 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 Thanksgiving Albums, Notes, Stationery and Playing Cards. And you'll want to wrap all your gifts with distinctive Hallmark gift wraps, ribbons and ties.			



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

Hallmark Party-Party Accessory	Hallmark Party-Party Accessory
Centerpiece	Centerpiece
Invitations	Home Decorations
Table Cover	Party Favors
Bridge Cover	Talkies 2-Table
Snack Plates	Talkies 3-Table
Dinner Plates	Hot Cops
Place Mats	Place Cards
Cups	Place Cards
Beverage Napkins	Score Pads
Luncheon Napkins	Matches
Dinner Napkins	Playing Cards

Wrap your gifts in thoughtfulness

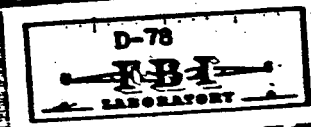
It takes only moments to create a beautifully wrapped package with Hallmark gift wrap and ribbons — get the happy memory from an old-fashioned gift.

GIFT GUIDES

LADIES' SIZES

MEN'S SIZES

Name _____	Name _____	Name _____	Name _____	Name _____	Name _____
Shirt _____	Shirt _____	Shirt _____	Suit _____	Suit _____	Suit _____
Blouse _____	Blouse _____	Blouse _____	Trousers _____	Trousers _____	Trousers _____
Skirt _____	Skirt _____	Skirt _____	Shoe _____	Shoe _____	Shoe _____
Slacks _____	Slacks _____	Slacks _____	Glove _____	Glove _____	Glove _____
Hat _____	Hat _____	Hat _____	Hat _____	Hat _____	Hat _____
Shawl _____	Shawl _____	Shawl _____	Socks _____	Socks _____	Socks _____
Clown _____	Clown _____	Clown _____			



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

1964

0	1	2	3	4	5	6	7	8	9	0	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	36	37	38	39	40	41	42	43	44	45	46	47	48	49
50	51	52	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	01	02	03	04	05	06	07	08	09

In your assistance...

Throughout the year, take important tele-
 phone numbers home to save you time and
 assure you of having frequently used
 numbers when you need them.

Attorney _____ County _____
 Suburban _____
 Bank _____ Country _____
 Beauty _____
 Shop _____
 Cleaners _____
 Clean _____
 Doctor _____
 Drycleaner _____
 Post Office _____

YOU AND THE U.S. MAIL

POSTAL RATES

First-class mail, letters, notices and cards sent by air
 (postage paid) _____
 Newspapers and other publications _____
 Books, brochures, printed material _____
 Packages - rates according to distance from mailing point
 Air Mail - _____
 Letters and packages by air _____
 (over 13 oz. - 20 oz.) _____

SPECIAL DELIVERY FEES*

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

WHEN YOU MAIL A PACKAGE

Secure wrapping with strong tape, string or twine.
 Do not use address and return address on lights and
 corners of the package.
 At Christmas time _____
 Mail Christmas gifts and National Christmas cards
 early!
 Allow three weeks to a month for packages and at least
 two weeks for cards in this high postal volume season.

