

**1963 DATES TO REMEMBER**

DO REMEMBER MAKE REMOVALS CAREFUL  
 1963, 1964

**GARR'S CARDS & GIFTS**

Date Book  
1963

New York's Birthday - Tuesday, Jan. 1  
 Martin Luther King - Monday, Jan. 14  
 Father's Day - Sunday, June 16  
 Independence Day - Thursday, July 4  
 Labor Day - Monday, Sept. 2  
 St. Patrick's Day - Sunday, March 17  
 All Saints' Day - Wednesday, Nov. 1  
 Washington's Birthday - Friday, Feb. 22  
 Valentine's Day - Tuesday, Feb. 12  
 Lincoln's Birthday - Tuesday, Feb. 19  
 New Year's Day - Monday, Jan. 13  
 New Year's Day - Monday, Jan. 14  
 New Year's Day - Monday, Jan. 15  
 New Year's Day - Monday, Jan. 16  
 New Year's Day - Monday, Jan. 17  
 New Year's Day - Monday, Jan. 18  
 New Year's Day - Monday, Jan. 19  
 New Year's Day - Monday, Jan. 20  
 New Year's Day - Monday, Jan. 21  
 New Year's Day - Monday, Jan. 22  
 New Year's Day - Monday, Jan. 23  
 New Year's Day - Monday, Jan. 24  
 New Year's Day - Monday, Jan. 25  
 New Year's Day - Monday, Jan. 26  
 New Year's Day - Monday, Jan. 27  
 New Year's Day - Monday, Jan. 28  
 New Year's Day - Monday, Jan. 29  
 New Year's Day - Monday, Jan. 30  
 New Year's Day - Monday, Jan. 31

Commission Exhibit No. 401

Supp. P.S. No. 2-41017  
 Commission Exhibit No. 401

D-78  
**FBI**  
 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 to birth, 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 unaided. 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 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 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 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 APR 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 MAY 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 JUN 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 JUL 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 AUG 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 SEP 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 OCT 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 NOV 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 DEC 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 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 APR 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 MAY 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 JUN 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 JUL 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 AUG 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 SEP 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 OCT 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 NOV 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 DEC 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 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 APR 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 MAY 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 JUN 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 JUL 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 AUG 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 SEP 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 OCT 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 NOV 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 DEC 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 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 APR 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 MAY 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 JUN 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 JUL 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 AUG 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 SEP 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 OCT 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 NOV 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 DEC 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
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WEDDING ANNIVERSARIES

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

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D-78



*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.

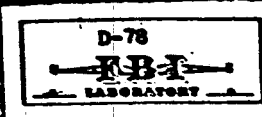
NAME	ADDRESS	BIRTHDAY
Lawrence John McKe	Ann	Apr. 19 1963
		Apr. 21

*Hallmark Cards*

Impersonative 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

Commission Exhibit No. 401



*Hillman 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.

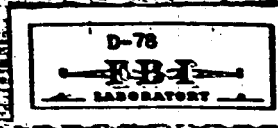
NAME	ADDRESS	TELEPHONE

*Bring on a tip?*

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

NAME	ADDRESS	TELEPHONE

Commission Exhibit No. 401



1950 JANUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		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.	

1950 FEBRUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Everything matches your own good taste when Hallmark Plans-a-Party for Valentine's Day.						
3	4	5	6	7	8	9
10	11	12 Lincoln's Birthday	13	14 Valentine's Day	15	16
17	18	19	20	21	22 Washington's Birthday	23
24	25	26	27 Ash Wednesday	28	Don't forget all the children who would be thrilled to receive a Hallmark Valentine from you.	

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8-100 purchase price -

**MARCH**

Planned - Joseph

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Marked holiday each year, even more ... get out to work.

*Janis Paul G. Edward Nov 24*

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

Planned - Joseph

*Long Wks April*

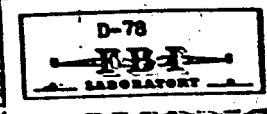
**APRIL**

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

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

Everything's so easy to manage and co-ordinated for you when Holland Plans-a-Party for Easter - and be prepared for the great compliments!

Commission Exhibit No. 401







Flow-Letter Serial # *2* **19 JULY 68** Business - Day

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					

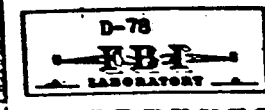
*Handwritten notes on July calendar:*  
 - Day 1: *1000*  
 - Day 8: *1000*  
 - Day 10: *1000*  
 - Day 11: *1000*  
 - Day 13: *1000*  
 - Day 14: *1000*  
 - Day 15: *1000*  
 - Day 16: *1000*  
 - Day 17: *1000*  
 - Day 18: *1000*  
 - Day 19: *1000*  
 - Day 20: *1000*  
 - Day 21: *1000*  
 - Day 22: *1000*  
 - Day 23: *1000*  
 - Day 24: *1000*  
 - Day 25: *1000*  
 - Day 26: *1000*  
 - Day 27: *1000*  
 - Day 28: *1000*  
 - Day 29: *1000*  
 - Day 30: *1000*  
 - Day 31: *1000*

Flow-Chart **19 AUGUST 68** Business - Public

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 on August calendar:*  
 - Day 1: *1000*  
 - Day 2: *1000*  
 - Day 3: *1000*  
 - Day 4: *1000*  
 - Day 5: *1000*  
 - Day 6: *1000*  
 - Day 7: *1000*  
 - Day 8: *1000*  
 - Day 9: *1000*  
 - Day 10: *1000*  
 - Day 11: *1000*  
 - Day 12: *1000*  
 - Day 13: *1000*  
 - Day 14: *1000*  
 - Day 15: *1000*  
 - Day 16: *1000*  
 - Day 17: *1000*  
 - Day 18: *1000*  
 - Day 19: *1000*  
 - Day 20: *1000*  
 - Day 21: *1000*  
 - Day 22: *1000*  
 - Day 23: *1000*  
 - Day 24: *1000*  
 - Day 25: *1000*  
 - Day 26: *1000*  
 - Day 27: *1000*  
 - Day 28: *1000*  
 - Day 29: *1000*  
 - Day 30: *1000*  
 - Day 31: *1000*

Commission Exhibit No. 401





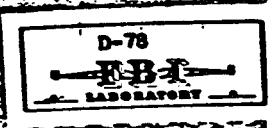
**SEPTEMBER**

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 Jewish New Year	20	21
22	23	24	25	26	27	28
29	30	For your fall get-togethers, let Hallmark matching party sets and playing cards make your entertaining festive, fun and informal.				

**OCTOBER**

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	1	2	3	4

Commission Exhibit No. 401



**NOVEMBER**

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

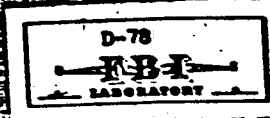
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	6:17:00 Letter	6:17:00 Letter	6:17:00 Letter	6:17:00 Letter	6:17:00 Letter	6:17:00 Letter
	11:00 9:30 10:00	11:00 9:30 10:00	11:00 9:30 10:00	11:00 9:30 10:00	11:00 9:30 10:00	11:00 9:30 10:00

**DECEMBER**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Last-minute gift ideas! Remember Halloweek Thanksgiving Albums, Notes, Stationery and Playing Cards. And you'll want to wrap all your gifts with distinctive Halloweek gift tags, ribbons and labels.

Commission Exhibit No. 401



*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 Party-Party Accessory	Hallmark Party-Party Accessory
Centerpieces	Centerpieces
Invitations	Home Decorations
Table Cover	Party Favors
Badge Cover	Yellow 2-Table
Search Plates	Yellow 3-Table
Dinner Plates	Hot Cups
Place Mats	Place Cards
Cups	Place Caps
Beverage Napkins	Sweet Pots
Luncheon Napkins	Matches
Dinner Napkins	Playing Cards

*Wrap your gift in thoughtfulness*

It takes only moments to create a beautifully wrapped package with Hallmark gift wrap and ribbon ... get the happy memory from us and on.

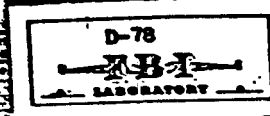
**GIFT GUIDES**

**LADIES' SIZES**

**MEN'S SIZES**

Name _____	Name _____	Name _____	Name _____	Name _____	Name _____
Street _____	Street _____	Street _____	Sub _____	Sub _____	Sub _____
Phone _____	Phone _____	Phone _____	Trusses _____	Trusses _____	Trusses _____
State _____	State _____	State _____	Shirts _____	Shirts _____	Shirts _____
Shirts _____	Shirts _____	Shirts _____	Shoes _____	Shoes _____	Shoes _____
Hats _____	Hats _____	Hats _____	Gloves _____	Gloves _____	Gloves _____
Shoes _____	Shoes _____	Shoes _____	Hat _____	Hat _____	Hat _____
Gloves _____	Gloves _____	Gloves _____	Socks _____	Socks _____	Socks _____

Commission Exhibit No. 401



*In ready reference...*

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

1964

NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12

*In your emergency...*

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 \_\_\_\_\_  
 Bank \_\_\_\_\_ Laundry \_\_\_\_\_  
 Beauty \_\_\_\_\_ Physician \_\_\_\_\_  
 Shop \_\_\_\_\_ Plumber \_\_\_\_\_  
 Cleaners \_\_\_\_\_ Painter \_\_\_\_\_  
 Clergy \_\_\_\_\_ School \_\_\_\_\_  
 Dentist \_\_\_\_\_ Taxi \_\_\_\_\_  
 Druggist \_\_\_\_\_  
 Fire Dept. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

**POSTAL RATES**

Halfpenny each, letters, within and outside north-40 mi.  
 your county—2¢  
 Newspapers and other periodicals—3¢ for first 3 in.  
 to each add. in.  
 Books, sheets, printed material—3¢ for first 3 in.  
 1¢ for each add. in.  
 Packages—Rate according to distance from mailing point  
 and weight—4¢  
 Air Mail—  
 Letters and packages up to 5 oz.—3¢  
 Over 5 oz. or more—4¢

**SPECIAL DELIVERY FEES\***

For First-Class and Air Mail For all other classes of mail  
 Not more than 2 lbs. .... 20¢ Not more than 2 lbs. .... 20¢  
 Over 2 lbs. to 10 lbs. .... 40¢ Over 2 lbs. to 10 lbs. .... 40¢  
 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 twine.  
 Be sure that address and return address are legible and  
 secure on the package.  
 In Christmas season—  
 Mail Christmas gifts and Halfpenny 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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