

1948

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Make Me A BLESSING
MOUSES BIRTHDAY

CARR. SPRING

My HALLMARK

Date Book

ENAMEL HEAD FOR NEW YORK
MONEY FROM ELEANOR

SR. CLASS

OGILVIE

ST. GEO

REFUND ON
ROBES - SURPLUS





My Date Book

This handy little date book will help you remember the important days in the lives of your friends and loved ones . . . their birthdays, anniversaries and other occasions when you will want them to know you are thinking of them. A Hallmark Card will best express your perfect taste, your thoughtfulness.

HALLMARK CARDS

COPYRIGHT 1947, HALL BROTHERS, INC.

Roy Clark - Y.F.C. for choir -
will entertain.
Burns.

Greeting Card Dates

New Year's Day . Thurs., January 1
Valentine's Day . Sat., February 14
St. Patrick's Day . Wed., March 17
Easter Sun., March 28

Mother's Day Sun., May 9
Father's Day Sun., June 20
Friendship Day . . . Sun., August 1
Jewish New Year . Mon., October 4

Hallowe'en Sun., October 31
Thanksgiving . Thurs., November 25
Christmas Sat., December 25
New Year's Day '49 . Sat., January 1

Wedding Anniversaries

First Paper
Second Cotton
Third Leather
Fourth Fruits, Flowers
Fifth Wooden
Sixth Sugar, Candy
Seventh Wool, Copper
Eighth Bronze, Pottery

Ninth Pottery, Willow
Tenth Tin
Eleventh Steel
Twelfth Silk, Linen
Thirteenth Lace
Fourteenth Ivory
Fifteenth Crystal
Twentieth China

Twenty-fifth Silver
Thirtieth Pearl
Thirty-fifth Coral
Fortieth Ruby
Forty-fifth Sapphire
Fiftieth Golden
Fifty-fifth Emerald
Seventy-fifth Diamond

Rte. 1, Box 3250,

1948 January Dates to Remember

Birthstone - Garnet
Flower - Carnation

SUN	MON	TUES	WED	THURS	FRI	SAT
				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

Folks to Remember



Name	GAS:	MEALS:
	Address	
Sun. 20 th	459 miles - \$3.90	\$1.49
	7.78	
	\$2.86	
	\$9.54	
Mon. 21 st	381 miles - Gas:	Meals:
	\$2.79	82 BKF
	10.56	88 LUNCH
	3.20	60 SUPPER
	\$16.55	2.30



"Thoughtfulness makes friendships, and thoughtfulness keeps them."

1948 February Dates to Remember

Birthstone - Amethyst
Flower - Violet

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	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	28
29						

TRIP DOWN - 1150 miles.

Folks to Remember

GAS: MEALS:

Name	Address
Tues. - 22 nd - 193 miles -	88
MILES INTO L.A. plus to	1000
BOBBIES.	

There's an ideal Hallmark Valentine for everyone you know.

1948 March Dates to Remember

Birthstone - Bloodstone
Flower - Jonquil

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 St. Patrick's Day	18	19	20
21	22	23	24	25	26	27
ster lay	29	30	31			

ADD MILEAGE FOR RUNNING AROUND Folks to Remember

Name	Address
Wed. June 23rd	300 miles round-trip to Mexico.
Whittier	15 mi. each way.
BKST. & DINNER	.95¢, Borrowed 8.00 from Quartet
SUPPER	.35¢, " 5.00
Thurs. June 24th	
Whittier	twice - 15 mi. each way.
5/¢ BKST.	GREASE JOB.
55¢ SUPPER	



Sending Hallmark Easter Cards to friends is mighty nice to do.

1948 April Dates to Remember

Birthstone - Diamond
Flower - Sweet Peas

SUN	MON	TUES	WED	THURS	FRI	SAT
				1 April Fool's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 <i>NOV 7:30 AM.</i> Paint H.P. car
<i>Newberg Nazarene 18 11:20 AM</i> <i>Leeds 7:30 PM</i> <i>Choir</i>	<i>Macy 19</i> <i>Johnings Lodge</i>	20	21	22	<i>Twin Rocks 23</i> <i>Rally Dym</i>	<i>Choir 24</i> <i>Portland Y.F.C.</i>
25	26	<i>Tele. Oper 27</i> <i>L.P.M. Part.</i>	28	<i>NOV 29</i> <i>Exe. Club</i> <i>Portland Multi. Hotel</i>	<i>Salem H.S. Groom 30</i>	

TEST WEEK

Folks to Remember

Name	Address
<i>FRI. JUNE 25th. 1 trip to WHITTIER (back).</i>	
<i>SAT. JUNE 26th. 1 trip to WHITTIER - 15 miles.</i>	
<i>WHITTIER to L.A. - 20 miles</i>	
<i>L.A. to HUNT. PARK - 10 miles</i>	
<i>HUNT. PARK to LONG BEACH & BACK - 30 miles</i>	
<i>BORROWED \$5.00 from NORV. (COFFIN).</i>	
<i>DINNER - 35¢</i>	

Always look on the back of the cards you send for the three identifying words
-- A **HALLMARK CARD**. They're your assurance of finest quality.

1948 May Dates to Remember

Birthstone - Emerald
Flower - Lily of the Valley

SUN	MON	TUES	WED	THURS	FRI	SAT
						1 Drive Bus to Eugene
Added Evan. Aff. P.R. 1st Ev. 13. Choir Port.	3	4	Post Mothers Club. P.M. Minn 8 p.m.	6	7	8 May Day
9 Mother's Day	10	11	12	13	14 P. Se. Banquet Mothers Birthday	15
Choir 16 Highland Ave 3:00 Eugene Ev 8:00	17	18	19	20	21	22
23	24	25	26	27	28	29
Choir 4 p.m. Memorial Day	31					

Test Week


Folks to Remember

Name	Address
SUN. - JUNE 27 th	HUNT. PK 10% BURBANK - 30 mi.
BURBANK 10% WHITTIER - 30 mi.	
WHITTIER 10% HUNT. PK. - 15 mi.	
SUPPER - 65¢.	
MON. - JUNE 28 th	L.A. to CITRUS HTS. - 450 miles
DINNER - 7.00	
TUES. JUNE 29 th	5 gal. in Sacram
DINNER - 88¢.	

Send a Hallmark Card to your Mother -- and other Mothers you love.

1948 June Dates to Remember

Birthstone - Pearl
Flower - Rose

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8 <i>Graduation</i>	9	10	11	12
13	14	15	16	17	18	19 
20 Father's Day	21	22	23 WHITTIER 7:30.	24 WHITTIER 8:00-11:30 7:30.	25 WHITTIER 9:30-6:30	26 WHITTIER LIA - Y.F.C.
27 BURBANK A.M. WHITTIER 3:00-7:30	28 CITRUS HTS. EVE.	29	30 EUREKA EVE.	MEDFORD EVE.	ALBANY EVE.	

Folks to Remember



Name	Address
WED. - JUNE 30 th	CITRUS HTS. TO Red Bluff - 132
DINNER - 75¢	RED BLUFF TO REDDING - 32
REDDING TO SHASTA	-
SUPPER - 77¢	
BORROWED \$5.00	from Norv.
THURS. - JULY 1 st	
DINNER - \$1.13	



There's just the kind of Hallmark Card you'd send on Father's Day.

1948 July Dates to Remember

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2 ^{TIMBER} ^{CARNIVAL} ^{ALBANY}	3
4 Independence Day	5 ^{2 1/2 hrs.} ^{ST. BIRIES}	6	7 ^{7 1/2 hrs.} ^{BERRIES}	8 ^{8 1/2 hrs.} ^{BERRIES}	9	10
11	12	13 ^{MOUSE} ^{BIRTH.}	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

15.60
1.59
14.01
Birthstone - Ruby
Flower - Larkspur

Folks to Remember

50.45
103.05
MILEAGE

Name	Address
Aug. 2 nd - Newberg to Nampa.	
" 8 th - Nampa to Homedale - 43 miles.	
15 th - Nampa to Melba - 40 miles.	
16 th - " to Cottage Grove -	
17 th - Cottage Gr. to Newport - 12 miles.	
18 th - Eugene to Oakridge.	
20 th - Newberg to Prineville & back.	
21 st - " to Salem	
22 nd - Salem to Burns.	

Even if you forget -- Send a Belated Hallmark Birthday Card.

19

1948 August Dates to Remember

Birthstone - Sardonyx
Flower - Gladiolus

SUN	MON	TUES	WED	THURS	FRI	SAT
1 Friendship 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				

50.45

48 306.

7.00 for accident 17.00
Folks to Remember

Mileage

15.05

8.00

17.20

10.20

22.50

Name	Address
24th - Burds x0	White Salmon
25th WHITE SALMON x0	Kennewick & Richland
27th Kennewick x0	Battle Ground
28th Newberg x0	Eugene
30-31st Newberg x0	Sunnyside

4.00

8.00

5.00

4.00



It means much more than words can say to send a card on Friendship Day.

1948 September Dates to Remember

Birthstone - Sapphire
Flower - Aster

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	4
5	6 Labor Day	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Folks to Remember

Name	Address

Always look on the back of the cards you send for the three identifying words --
A **HALLMARK** CARD. They're your assurance of finest quality.

1948 October Dates to Remember

Birthstone - Opal
Flower - Calendula

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4 Jewish New Year	5	6	7	8	9
10	11	12	TILLAMOOK. 13	TIMBERLINE 14	15	NORRIS OF WOODCRAFT. 16 9:15 P.M.
SPRING BROOK 17 C.E.	18 DAYTON.	MULTNOMAH 19 2 & 9:30 P.M. RESERVE - 7 P.M.	20	21	LEWIS-CLARK 22 THERE - 3.	23
Unionvale A.M. 24 & EVE. VANCOUVER 4 P.M. 31 Halloween Philomath (AFT.)	25	MULT. HOTEL 26 6:45 P.M.	27	OAK GROVE 28 7 P.M.	SHERWOOD 29 HARVEST FESTIVAL.	LINFIELD GAY 30 THERE NORM AND MEDFORD.

4013 N.E. 8th AVE. & SHAVER.
SABIN SCHL.
1948 November Dates to Remember Birthstone - Topaz
Flower - Chrysanthemum

SUN	MON	TUES	WED	THURS	FRI	SAT
	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				

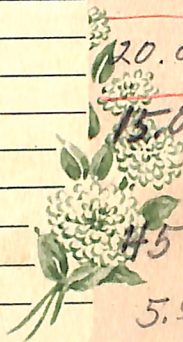
MIL.

Folks to Remember



PAY

8.80	-14 th -	Name	Timberline	88 mile	Address	8	20.00
.80	-18 th -		Dayton				
2.50	-19 th -		Mult. Hotel	Port.			20.00
1.50	-24 th -		Unionvale				
2.50	-26 th -		Mult. Hotel				15.00
2.80	-28 th -		Oak Grove				
.75	-29 th -		Sherwood				
10.00	-30 th -		Medford				45.00
	-31 st -		Philomath				
	-31 st -		Vancouver				5.00



1948 December Dates to Remember

 Birthstone - Turquoise
 Flower - Narcissus

MULT. HOT. - 8:30

SUN	MON	TUES	WED	THURS	FRI	SAT
			1 RESERVE	2 Mult. Hot.	3 grant. Sch. Comm. Ripped Bl.	4 CHOIR PORT. YAC
5 DAYTON 8 PM	6	7	8 CASCADE	9 SPEECH CONT.	10 OAK RIDGE	11 DITTO MULT. HOT.
12 DITTO	13 Clear. Hi. PTA, SHRINE CLB.	14	15 RESERVE	16 NOTHING IMPART.	17 Vac. SPORTS NORM. AND.	18
19	20	21	22 RESERVE	23	24	25 Christmas
26	27	28	29	30	31	

A Hallmark Card says what you want to say the way you want to say it.

Folks to Remember

Name

Address

PAY.

3RD - Woodbury - 18 miles -

6TH - Salem -

12TH - Choir sneaks -

20TH - Centralia Y.F.C. 230 miles

21ST - Salem-Eugene -

27TH - ABERDEEN -

5.00

5.00

A Card is such a thoughtful way to say "Hello" Thanksgiving Day.

1139 S.W. 13TH
Am. Leg. Hall

For more than a third of a century, quality has been a habit with the makers of Hallmark Cards. That's why Hallmark Cards are the kind of cards you can be proud to send . . . proud to receive. So when you want to send the finest, look on the back for those three identifying words: A HALLMARK CARD. Those three words are your assurance of finest quality. They tell your friends you cared enough to send the very best.

Tune in the Hallmark Show
Reader's Digest-Radio Edition

Calendar for 1949

S M T W T F S	S M T W T F S
JANUARY	JULY
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
FEBRUARY	AUGUST
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	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
MARCH	SEPTEMBER
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
APRIL	OCTOBER
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
MAY	NOVEMBER
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
JUNE	DECEMBER
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



We hope this handy little date book -- presented to you with our compliments -- will help you keep the spirit of friendliness and thoughtfulness throughout the year -- and that it will remind you from time to time that we are always happy to have you visit us.

THE BOOK STORE

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