Greetings Express You

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Janice Wiegman offers tips on the accepted etiquette for sending Christmas greetings

In Christmas greeting cards as in all other forms of correspondence, you will be judged for good taste and for your awareness of the accepted etiquette governing the sending of Christmas cards. If signatures are not written in long hand, they may be either printed or engraved. The lettering for this type signature, however, should harmonize with the typography of the sentiment.

To lend a more personal touch you may have a facsimile of your own handwritten signature. This can be adapted to almost any card which has the greeting in script or semi-script. For a smart effect, you may print your name in block letters in bright colored inks, or if the background is colored, use a white monogram.

Mr., Mrs. or Miss is seldom used as a part of the signature, as the friendlier form for engraved signatures is to use the name only. This, of course, bars the use of calling card plates in engraving Christmas cards.

If there are two envelopes, the full name and address need be written only on the outer envelope. The sender's name and address on the flap of the envelope serves not only as a return address but also as a notification of the sender's present location.

In sending greetings to an entire family, one card may be used for the husband and wife, and separate cards for the children. However, if only one card is used, the name of each child should be written on the envelope directly below the Mr. and Mrs.

Cards for business friends or acquaintances are usually sent to the business location. For married friends whose wives are known to the sender, the cards may be mailed to the couple at their home.

A widow is addressed by her late husband's name. A divorcee uses her former husband's surname and either her family name or her own Christian name with or without her family name. An example is: Mrs. Baker Middleton, or Mrs. Dorothy Middleton, or Mrs. Dorothy Baker Middleton.

Remember that odd sized or very small envelopes are difficult for the dispatchers to handle, and easily lost. Bright colored envelopes make almost any handwriting difficult to read.

Unsealed Christmas greetings bearing one and one-half cent stamps cannot be forwarded or returned, nor are they entitled to directory service. Messages under this classification may have only the signature of the sender, thus barring any enclosed information. If you are in any doubt whatsoever about the contents or address, use a three-cent stamp and you will be entitled to all the service due to first class mail.