

# THE *Etiquette* OF CHRISTMAS SEALS

BY AMERICA'S TWO LEADING  
AUTHORITIES ON CORRECT USAGE

## MEMO FROM:

MISS AMY VANDERBILT  
(author of "Amy Vanderbilt's  
New Complete Book of Etiquette")

## TO: THE AMERICAN PEOPLE

Memorandum on the use of  
TB Christmas Seals.

1. DO use Christmas Seals freely. Place them on the back of the envelope—never on the front where only the postage stamp and address belong.
2. DO use TB Christmas Seals to decorate Christmas packages as well as outer wrappings of packages going through the mails, but again never in the address area, instead, always on the back.
3. DO use TB Christmas Seals on the message side of correspondence post cards.
4. DO use TB Christmas Seals to decorate your letter paper—business and social.
5. DO use TB Christmas Seals to seal your Christmas cards. This is the way to show that you care and to encourage others to care, too.



# Correct Social Usage of Christmas Cards and Christmas Seals

By Elizabeth L. Post

(Member of the Emily Post Institute and editor of the newly-revised  
"EMILY POST'S ETIQUETTE: The Blue Book of Social Usage")

To whom do you send personal cards?

Christmas cards are sent to: Those whom you wish to greet, but who are not close enough to you to exchange gifts.

Friends you have not seen for some time, especially those who do not live near you, and with whom your Christmas card may be your only communication.

How should cards be signed?

Cards on which the sender's name or names are printed should be signed with both first and last names. A married couple would use "Mary and Bill Scott" or "Bill and Mary Scott." A young girl's name is printed "Cindy Jones" and a bachelor's, "Fred Weinberg."

When cards are signed by hand, and I feel that this denotes a warmer, more personal greeting, the last name is used on those sent to acquaintances, but to intimate friends one may simply sign, "Susie and Bob." The wife generally signs for both and also for the children, but there is no objection to each signing his own name, if the family wishes.

In either case—handwritten or printed signatures—it matters not a particle whether husband's or wife's name is first.

Cards may be signed simply "The Johnson Family" and this is often done when a photograph of the family is the theme. The names of the children may be added in the order of their age. In this case the name of the father always precedes that of the mother.

In the case of a child living with one parent, the parent's name is printed (or written) on one line and the child's below. Such a card would generally be signed by hand—  
"John Smith  
Mary."

The envelopes

Envelopes may be colored, as long as the ink is of a contrasting, clearly legible color.

Return addresses should be in the upper left hand corner of the front of the envelope; they should, of course, always be used on envelopes when your own address has been changed, when a card is sent to someone who may not have a record of your address, or when you are not sure of the recipient's address. While a return address certainly opens the door for the receiver, it should never be taken to indicate a demand for a return card.

Postage Stamps and TB Christmas Seals

In recent years the Post Office Department has printed gay postage stamps especially for the Christmas season. Cards should be sent first class in any case, so these postage stamps add to the attractiveness of the envelopes.

We should mail our cards early to lighten the Christmas rush, and should make the addresses as legible and clear as possible. The use of zip code numbers, when known, are a great help to the busy Post Office employees.

Finally, the true Spirit of Christmas may be seen in visible form in the use of TB Christmas Seals. Pasted on the back flap of the card envelopes as well as on Christmas gift packages, these attractive seals add color and cheer. By using TB Christmas Seals you contribute to a worthy cause and enhance the beauty and meaning of your Christmas message. Remember, the fight against TB and other respiratory diseases is a major battle on many fronts. Christmas Seals help strengthen the fight for better community health.

