

# PAPER AFFAIR YORKTOWN | FINE STATIONERY

from Paper Affair.com, as directed from Crane & Co. in Crane's Blue Book of Stationery

## STATIONERY ETIQUETTE

THE VALUE OF THE HANDWRITTEN NOTE OR LETTER IS SOMETHING THAT SHOULD NEVER BE FORGOTTEN IN THIS ELECTRONIC WORLD WE LIVE IN. IF YOU WANT TO BE REMEMBERED, STAY CONNECTED AND STAND OUT FROM THE CROWD, SEND A HANDWRITTEN NOTE. ALTHOUGH THE THOUGHT COUNTS AND YOUR WORDS ARE IMPORTANT, PRESENTATION IS ALSO A PART OF THE IMPRESSION YOU ARE TRYING TO MAKE. YOUR STATIONERY CONTRIBUTES TO THE IMAGE YOU WANT TO CREATE. HERE ARE A FEW OF THE MOST COMMONLY USED STATIONERY TYPES:

### LETTER SHEETS

LETTER SHEETS ARE THE MOST FORMAL PAPERS IN A STATIONERY WARDROBE. THEY ARE ECRU OR WHITE AND HAVE A FOLD ALONG THE LEFT-HAND SIDE. (FORMAL WEDDING INVITATIONS ARE ENGRAVED ON LETTER SHEETS.) THE LETTER SHEET FOLDS AGAIN FROM TOP TO BOTTOM TO FIT INSIDE AN ENVELOPE THAT IS APPROXIMATELY HALF ITS SIZE (WITH THE EXCEPTION OF FORMAL WEDDING INVITATIONS, WHICH MAY BE INSERTED IN ENVELOPE THE EXACT SIZE OF THE LETTER SHEET.) BLANK, UNADORNED LETTER SHEETS ARE USED TO REPLY TO FORMAL INVITATIONS AND FOR LETTERS OF CONDOLENCE. BECAUSE OF THEIR SIMPLICITY AND ELEGANCE, LETTER SHEETS MAY BE USED FOR ANY TYPE OF CORRESPONDENCE. LETTER SHEETS MAY BE ADORNED WITH A MONOGRAM OR ADDRESS. THE BACK PAGE OF A LETTER SHEET IS NEVER WRITTEN ON.

### MONOGRAMMED NOTES

THESE ARE FOLDED NOTES, USED TO WRITE THANK-YOUS, TO EXTEND FORMAL INVITATIONS, AND TO SEND SHORT MESSAGES TO FRIENDS AND ACQUAINTANCES. NOTES START ON PAGE 1 WHEN THE MONOGRAM IS ENGRAVED AT THE TOP OF THE NOTE. THE NOTE CONTINUES TO PAGE 3, THEN TO PAGE 2 IF ABSOLUTELY NECESSARY. WHEN THE MONOGRAM IS PRINTED IN THE CENTER OF THE NOTE, THE NOTE IS WRITTEN ON PAGE 3. THE NOTE CONTINUES TO PAGE 2 ONLY IF THE PRINTED MONOGRAM ON THE FRONT DOES NOT CAUSE AN INDENTATION ON IT. WOMEN ARE MOST LIKELY TO USE FOLDED NOTES THAN MEN.

### INFORMALS

CONTRARY TO THEIR NAME, INFORMALS ARE RATHER FORMAL. THEY ARE SMALL WHITE OR ECRU FOLDOVER NOTES THAT ARE USUALLY THE SMALLEST ALLOWABLE MAILING SIZE. THEY ARE PRINTED IN BLACK INK AND MAY HAVE A BLIND EMBOSSED FRAME. INFORMALS ARE PRINTED WITH A WOMAN'S PROPER SOCIAL NAME, PRECEDED BY HER TITLE. "MR. AND MRS." IS PROPERLY USED ON INFORMALS ONLY WHEN THEY ARE USED TO ISSUE AN INFORMAL INVITATION FROM BOTH HUSBAND AND WIFE. INFORMALS ARE USED TO ISSUE INFORMAL INVITATIONS, TO RESPOND TO INFORMAL INVITATIONS, TO SEND VERY BRIEF MESSAGES, AND AS GIFT ENCLOSURES. THEY ARE NOT PROPERLY USED AS CALLING CARDS OR THANK-YOU NOTES. YOU USUALLY WRITE ON PAGE 3 OF AN INFORMAL BUT WHEN SENDING BRIEF MESSAGES OR INVITATIONS, YOU MAY WRITE ON THE FRONT. WOMEN ARE MOST LIKELY TO USE FOLDED NOTES THAN MEN.

### MESSAGE CARDS

MESSAGE CARDS ARE SINGLE CARDS, LARGE ENOUGH TO MAIL, THAT ARE USED FOR GREETINGS, INFORMAL INVITATIONS, AND REPLIES TO INFORMAL INVITATIONS. A WOMAN'S FULL SOCIAL NAME, PRECEDED BY HER TITLE, APPEARS NEAR THE TOP CENTER OF THE CARD, WITH THE STREET ADDRESS, CITY AND STATE IN THE TOP RIGHT-HAND CORNER.

### HALF SHEETS

HALF SHEETS ARE SINGLE SHEETS OF PAPER THAT FOLD IN HALF TO FIT THEIR ENVELOPES. THEY MAY BE EMBELLISHED WITH A MONOGRAM, A NAME, AN ADDRESS, A NAME AND ADDRESS OR A COAT OF ARMS. ONLY THE FRONT OF THE HALF SHEET IS WRITTEN ON, NEVER THE BACK. WHEN MORE SPACE IS NEEDED, AN UNEMBELLISHED SECOND SHEET IS USED.

### CORRESPONDENCE CARDS

THE SIZE OF THESE FLAT CARDS VARIES FROM 3 X 5 TO 5 X 7, ACCORDING TO PERSONAL PREFERENCE. THEY ARE IDEAL FOR INFORMAL NOTES OF ALL TYPES—THANK-YOUS, INFORMAL INVITATIONS AND SHORT NOTES. YOUR NAME, INITIALS OR MONOGRAM APPEAR AT THE TOP OF THE CARD. THEY CAN BE PLAIN OR BORDERED. MEN AND WOMEN BOTH ENJOY USING CORRESPONDENCE CARDS. ONE WRITES ONLY ON THE FRONT OF THE CARD.

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## STATIONERY ETIQUETTE, CONTINUED

### BUSINESS LETTERHEAD

THIS IS A TRADITIONAL 8" X 11" SIZED PAPER PRINTED WITH PERTINENT BUSINESS INFORMATION. WHITE OR ECRU PAPER IS THE BEST CHOICE WITH DARK BLUE OR BLACK INK. YOUR LETTERHEAD REPRESENTS YOU AND YOUR ORGANIZATION. USE IT FOR FORMAL NOTES TO PEOPLE YOU DON'T KNOW WELL. IT IS VERY APPROPRIATE TO SEND HANDWRITTEN BUSINESS NOTES ON COMPANY LETTERHEAD.

### MONARCH SHEETS

THE MONARCH SIZE IS 7" X 10" INCHES, FOLDS TWICE TO FIT IN ITS ENVELOPE AND IS USEFUL FOR INFORMAL PERSONAL NOTES TO FRIENDS OR BUSINESS ASSOCIATES. A NAME, ADDRESS OR NAME AND ADDRESS APPEAR AT THE TOP OF THE SHEET. ALTHOUGH NOT INCORRECT, A MONOGRAM IS NOT GENERALLY USED ON A MONARCH SHEET. ONLY THE FRONT OF THE SHEET IS WRITTEN ON, NEVER THE BACK. IF ADDITIONAL SPACE IS NEEDED, BLANK SECOND SHEETS ARE USED.

### MEMO SHEETS

SHEETS WITH YOUR NAME AND PERHAPS TITLE ARE IDEAL FOR WRITING A NOTE TO THE TEACHER OR EVEN A COWORKER. THESE ARE VERY INFORMAL NOTES AND RANGE IN SIZES AND SHAPES.

### ENVELOPES

THE RETURN ADDRESS SHOULD ALWAYS APPEAR ON THE FLAP OF AN ENVELOPE USED WITH SOCIAL STATIONERY. THE USE OF THE NAME WITH THE ADDRESS IS PROPER, BUT IT IS MORE ELEGANT TO SHOW JUST THE ADDRESS. APARTMENT NUMBERS SHOULD APPEAR WITH THE ADDRESS. NINE-DIGIT ZIP CODES, CUSTOMARILY USED IN BUSINESS, MAY ALSO BE USED ON PERSONAL STATIONERY.

### CALLING CARDS

CALLING CARDS HAVE BEEN AROUND FOR HUNDREDS OF YEARS. TRADITIONALLY THEY WERE USED WHEN YOU VISITED A FRIEND AND YOU WANTED TO LEAVE YOUR NAME AND PHONE NUMBER. AT PRESENT, PEOPLE USE CALLING CARDS MOST OFTEN TO INCLUDE WITH A GIFT INSTEAD OF A GREETING CARD.

## FAQ'S ABOUT STATIONERY

Q HOW LONG DO I HAVE TO WRITE MY THANK YOU NOTES?

A THANK YOU NOTES SHOULD BE WRITTEN AS SOON AS THE GIFT IS RECEIVED.

Q I'VE RECEIVED THANK YOU NOTES WITH A COUPLE'S NAMES ON THE FRONT. IS THIS PROPER?

A A THANK YOU NOTE IS GENERALLY WRITTEN BY AN INDIVIDUAL ON HIS OR HER PERSONAL STATIONERY. THEREFORE, WHILE QUITE POPULAR, IT IS NOT PROPER TO WRITE THANK YOU NOTES ON STATIONERY WITH BOTH NAMES ON IT.

Q I THOUGHT CARDS WERE FOR MEN AND FOLDED NOTES WERE FOR WOMEN. IS THIS TRUE?

A YES, FOLDED NOTES ARE MOST PROPERLY USED BY WOMEN. BUT CARDS ARE POPULAR AND PROPERLY USED BY BOTH.

Q IS IT CORRECT TO COMBINE A COUPLE'S INITIALS FOR A MONOGRAM?

A BY DEFINITION, A MONOGRAM IS THE COMBINATION OF AN INDIVIDUAL'S INITIALS. A TRADITIONAL MONOGRAM INCLUDES THE FIRST INITIAL OF THE LAST NAME LARGEST AND IN BETWEEN THE FIRST INITIALS OF THE PERSON'S FIRST AND MIDDLE NAMES. WHILE NOT CLASSICALLY, "ETIQUETTELY" CORRECT, IT'S BECOME POPULAR TO CREATE A JOINT OR MARRIED MONOGRAM, WITH THE INITIAL OF THE COMMON LAST NAME APPEARING IN THE MIDDLE, THE WOMAN'S FIRST INITIAL TO THE LEFT OF IT AND THE MAN'S TO THE RIGHT. JANE ANNE SMITH = JSA OR JANE AND FRED SMITH = JSF

A MONOGRAM MAY ALSO REFER TO ANY COMBINATION OF INITIALS TO FORM A UNIQUE REPRESENTATION OF THE BEARER'S IDENTITY. IT COULD BE HIS INITIALS STRAIGHT IN A ROW OR SIMPLY AN ORNATE LAST INITIAL.