

## SMALL COVERS AND CARDS

*"The little things of life are so often unaccounted  
But if we would stop and take notice, we would stand astounded".* Robert Blankenship 2015

# STANDARD LETTER, CARD & POSTCARD SIZE TEMPLATE

APRIL 1999 VERSION



**Maximum standard letter size:**  
245mm long X 150mm high X 5r

Maximum standard letter thickness  
5mm

**Maximum standard card or postcard s**  
235mm long X 120mm high

**Minimum standard letter, card or post**  
140mm long X 90mm high X 0.1

**Purpose:** This experimental class exhibit examines small covers, stationery and cards in relation to current Universal Postal Union (UPU) regulations.

**Background:** Small covers, post cards and postal stationery are intriguing. Early stampless covers were small as paper was expensive. Early letters were written on a single sheet of paper folded into itself, then addressed. Envelopes came into vogue in the Victorian era, pride taken in correspondence and penmanship. There was more money to spend on 'niceties'. Until the founding of the Universal Postal Union (UPU) in 1874, individual postal authorities had their own size requirements. Postal mechanization began in the 1930's with Transnorma in the Netherlands, spreading to Brighton, England in 1935, to Canada in 1963 with Segregator, Stacker, Face-Canceller in Winnipeg, and to the USA in the 1960's. Therefore it became necessary to regulate the size of envelopes and cards. In 1957 a boxed Toronto slogan cancel read 'ENVELOPES SMALLER THAN 4" BY 2 3/4" UNACCEPTABLE FOR MAILING'. In April 1999 Canada Post issued a 'letter, card and postcard size template' showing minimum size as 140mm long x 90mm high, the metric system having been adopted.

### EXHIBIT PLAN:

#### Frame I

Title Page  
pp 2-4 stampless  
pp 5-10 mourning covers  
pp 11-13 lady's letters  
pp 14-16 social

#### Frame II

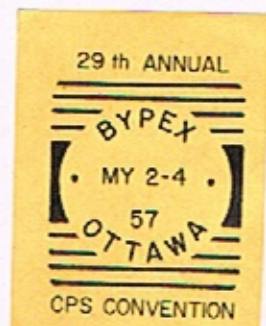
pp 17-25 social (cont'd)  
p 26 Victorian embossed envelopes  
p 27 pre-stamped postcards  
p 28 postal stationery, & pneumatic  
p 29 picture post cards  
p 30 miniature postcards  
p 31 DIY postcards  
p 32 whimsical miniature

First Day of Issue



ENVELOPES SMALLER  
THAN 4" BY 2 3/4"  
UNACCEPTABLE  
FOR MAILING

15mm  
min.



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