

CIVIL WAR PERIOD CALLING CARDS AND CARD CASES

PART ONE

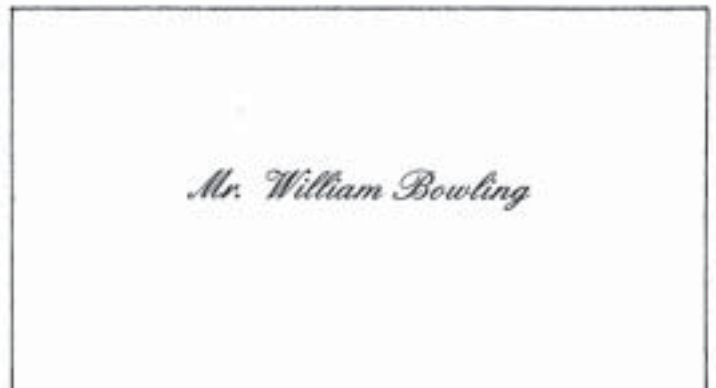
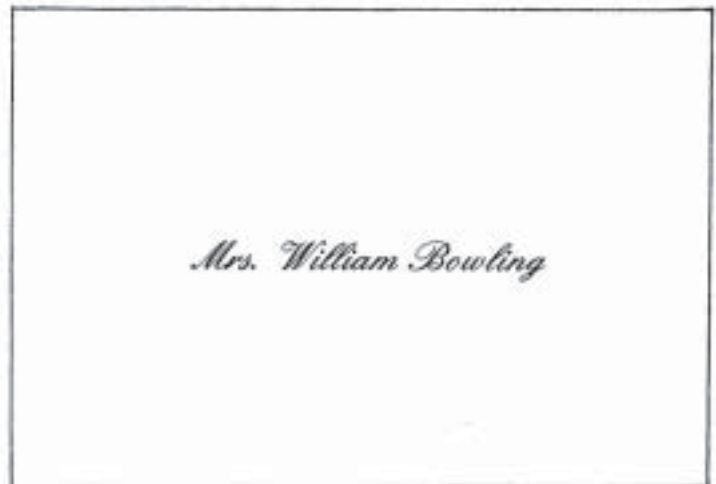
Elizabeth Bowling

[Editor's Note: The following information originally was presented as a part of a series of presentations, *Mrs. Bowling — At Home*, given by Mrs. Elizabeth Bowling of St. Louis, Missouri.

The use of calling cards were mentioned in various etiquette books and instructions for making calling card cases appeared in most of the handwork publications. Today, cards may not be used as visiting cards were in the past, but they are very convenient method of exchanging contact information with others, when attending a living history or reenactment.

Part Two of this series, "How to Make a Period Calling Card Case," will appear in the next edition of the Visitor's Showcase.]

Materials: PC with a word processing program and a laser or ink jet printer, white 8 ½" x 11" card stock paper, suitable for printers, ruler, pencil, scissors or paper cutter. [If only gentleman's cards are needed perforated business card stock may be used. Ed.]



Samples of Lady's (top) and Gentleman's (bottom) Cards

Guidelines:	Women's cards size:	Between 2" x 3" and 2 ½" x 3 ½"
	Men's card size:	2" x 3 ½"
	Color:	White
	Decoration:	None.
	Border:	Generally none. Gold or silver gilt was suggested in some sources. Black for mourning (progressively narrower during course of mourning period).
	Font:	Name is engraved (not printed) in "Italian script," according to period guidelines.

“At Home”: May discreetly appear in lower right hand corner (e.g., “third Mondays noon until two o’clock”), according to period guidelines.

Names: Centered on card face.
 Married women — generally Mrs. + husband’s name (e.g., Mrs. John Smith) or Mrs. + his title/rank + husband’s name (e.g., Mrs. General U. S. Grant, Mrs. President Abraham Lincoln, Mrs. Senator Stephen Douglas).
 Unmarried ladies living at home — generally Miss + father’s name, or perhaps a joint card with mother’s name (as above) first, and daughter’s (as above) below it.
 Men — Mr./Dr./rank + name.
 Couples — might have joint cards printed, particularly for distribution after a marriage or to announce their return from a honeymoon (e.g., Mr. and Mrs. + husband’s name.)

Instructions:-

Women’s Cards:

Using the word processing package of your choice, design a page lay-out for an 8 1/2" x 11" portrait page with 1/2" margins on all four sides. Format the page for two parallel newspaper columns that are 1/2" apart. Select a centered alignment for text.

Choose a font that is a legible script. Corel Word Perfect 8, for example, offers a variety of scripts among which is EnglishSchTDemBolRegular (15 point):

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

In the first column, hit return the necessary number of times to reach the line position 1.75". (It may be necessary to adjust the font size of some of the blank lines, to reach the appropriate position.)

Making sure that the text is centered across the column, type the appropriate title(s) and name(s).

Return a sufficient number of lines to reach the line position 4.25". (Again, it may be necessary to adjust the font size of one or more of the blank lines, to reach the appropriate position.) Retype or copy and paste the title(s) and name(s).

Repeat for line positions 6.75" and 9.25".

Return a sufficient number of lines to carry the icon to the second column. Return a sufficient number of lines to reach the line position 1.75", and type the title(s) and name(s). Repeat for the line positions 4.25", 6.75", and 9.25".

Insert a sheet of card stock in the printer and print the page.

Modern

Information: While generally advising the addresses should appear on business cards, rather than on calling (social) cards, period guidelines sometimes mention writing one's address on the back of a card, if it was not printed on the front and if the person to whom you were presenting the card was not familiar with where you lived.

Along these lines, some modern reenactors choose to add information on the back of a calling card to show their modern name, business address, telephone, and/or e-mail. If you choose this option, make a page break after completing the steps above regarding

names. Keep the same format of ½" margins and two newspaper columns of centered text, ½" apart.

Using the font of your choice, design a second page with the data that you wish to share. The information should appear four times in the left column and four times in the right column, as with the names above. Each text grouping should be centered on the 1.75", 4.25", 6.75", 9.25" line positions of the left and right columns, as above.

Take the sheet on which you printed the names and reinsert it in the printer in order to print on the back of the page. Be sure to load the paper so that the top of the face and the top of the reverse are at the same end of the paper. Print the second (modern data) page.

[To facilitate the above instructions for providing modern information, of clear mailing labels (1" x 2 5/8") may be substituted for the above process. Most word processing programs have ready formatted options for various sized labels. Ed.]

Trimming: Using a ruler and pencil and scissors, or a paper cutter, trim ½" from each edge of the paper to obtain a sheet that is 7 ½" x 10". Trim off the right column (right portion of the page) in a strip 3 ½" wide. Trim the ½" excess from between the two columns to obtain another strip 3 ½" wide. Now cut the length of each strip into equal fourths, in order to obtain four rectangles that are 2 ½" x 3 ½". The name should be centered on the face of each piece, and the modern data (if any) should be centered on the reverse.

Instructions

for Men: [If not using pre-formatted and perforated business card stock] As outlined above, but type the title and name five times in each column, at line positions 1.5", 3.5", 5.5", 7.5", and 9.5" in the first and second columns. Insert a sheet of card stock in the printer and print the page.

Modern

Information: As outlined above, except that each text grouping should be centered on the line positions 1.5", 3.5", 5.5", 7.5", and 9.5". [Again, mailing clear mailing labels may be used. Ed.]

Trimming: Using a ruler and pencil and scissors, or a paper cutter, trim ½" from each edge of the paper to obtain a sheet that is 7 ½" x 10". Trim off the right column (right portion of the page) in a strip 3 ½" wide. Trim the ½" excess from between the two columns

to obtain another strip 3 ½” wide. Now cut the length of each strip into equal fifths, in order to obtain five rectangles that are 2" x 3 ½”. The name should be centered on the face of each piece, and the modern data (if any) should be centered on the reverse.

General: These instructions are designed for 8 ½” x 11" card stock paper, each sheet of which will render eight cards in the 2 ½” x 3 ½” dimensions appropriate for a period woman’s impression, or ten cards in the 2" x 3 ½” dimensions for a man’s impression. Such paper is available at such major office supply stores, generally for \$8 - \$10 per pack of 100 sheets.

Using the instructions above, anyone with access to a PC and printer should be able to produce 800 - 1,000 period-appropriate cards for him or herself for a cost of less than \$10, plus some time.

Sharing: Please — copy these instructions and share them with someone who is interested in adding calling cards to his or her reenacting impression.

Note: These instructions are based on information from modern reenactors’ publications and a variety of period etiquette manuals (see bibliography), as well as the input of members of the e-mail list cw-reenactors@world.std.com. Particular thanks to Glenna Jo Christen, Rose Dolce, Virginia Mescher, Linda Trent, and Annette Wetzel for their guidance on mid-nineteenth century calling card specifications and etiquette.

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