

ISO

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

ISO RECOMMENDATION R 416

PICTURE POSTCARDS
AREA RESERVED FOR THE ADDRESS

1st EDITION

March 1965

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BRIEF HISTORY

The ISO Recommendation R 416, *Picture Postcards—Area Reserved for the Address*, was drawn up by Technical Committee ISO/TC 6, *Paper*, the Secretariat of which is held by the Association Française de Normalisation (AFNOR).

Work on this question by the Technical Committee began in 1962 and led, in 1963, to the adoption of a Draft ISO Recommendation.

In June 1963, this Draft ISO Recommendation (No. 590) was circulated to all the ISO Member Bodies for enquiry. It was approved, subject to a few modifications of an editorial nature, by the following Member Bodies:

| | | |
|----------------|-------------|-------------------|
| Belgium | India | Portugal |
| Canada | Indonesia | Republic of Korea |
| Chile | Italy | Romania |
| Colombia | Japan | Sweden |
| Czechoslovakia | Morocco | Switzerland |
| Denmark | Norway | Turkey |
| Finland | Netherlands | U.A.R. |
| France | New Zealand | United Kingdom |
| Germany | Poland | U.S.A. |

Three Member Bodies opposed the approval of the Draft:

Australia
U.S.S.R.
Yugoslavia

The Draft ISO Recommendation was then submitted by correspondence to the ISO Council, which decided, in March 1965, to accept it as an ISO RECOMMENDATION.

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1. OBJECT AND SCOPE

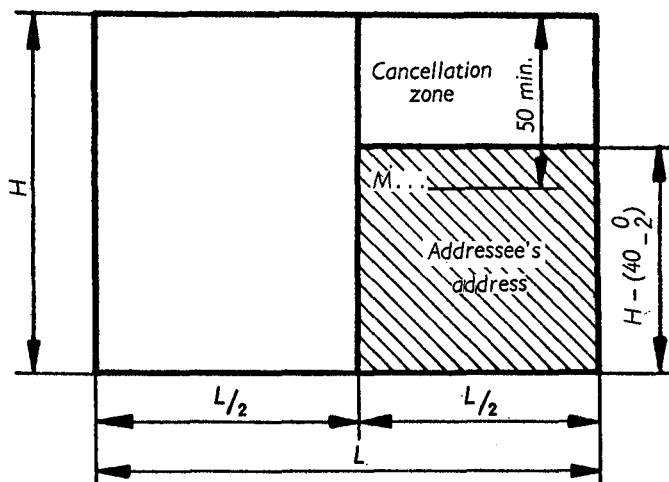
The object of this ISO Recommendation is to define the area reserved for the address of the addressee on the address face of picture postcards (recto according to postal terminology), and the position of the first line of the address.

2. SPECIFICATIONS

Taking into account the area reserved for affixing the postage stamp(s) and the cancellation mark laid down in ISO Recommendation R...*, it is recommended that the right hand half of the address face of picture postcards (recto, according to postal terminology), measured along the longer dimension, should be reserved for the address of the addressee.

The first line of the addressee's address should appear at least 50 mm from the top edge of the picture postcard (see figure below).

Dimensions in millimetres



* ISO Recommendation R 415, *Envelopes, Postcards and Similar Articles. Cancellation Area.*