

history of the postcard

The Fascinating History of the Postcard: From Simple Notes to Cultural Treasures

history of the postcard is a journey through time that reveals how a simple piece of paper transformed communication and became a beloved collectible worldwide. Postcards, those small cards bearing images and brief messages, might seem like a straightforward concept today. However, their origins, evolution, and cultural impact are rich with interesting stories, innovations, and social shifts that reflect broader historical trends.

The Origins of the Postcard: Early Beginnings

The concept of sending a small note on a card rather than a full letter dates back to the 19th century, but the very first postcard as we understand it appeared in the 1860s. Before postcards, people relied mostly on letters sealed in envelopes, which required more time to write and cost more to send. The idea behind postcards was to create a simpler, cheaper alternative for short communications.

First Known Postcards

In 1869, the Austrian Post Office issued what is often credited as the first official postcard. It was a plain card with space for the address and a brief message, designed to streamline postal services. Around the same time, private publishers started producing illustrated cards, often featuring local landmarks or events, which quickly gained popularity.

Early Uses and Popularity

Initially, postcards were used for practical, everyday communication — quick notes, business messages, and greetings. Their affordability and convenience meant they became especially popular among the working and middle classes. The fact that postcards didn't require envelopes also meant faster processing by postal services.

Growth and Golden Age of the Postcard

As photography and printing technology improved in the late 19th and early 20th centuries, postcards evolved from simple plain cards to vibrant, illustrated pieces of art and communication.

The Rise of Picture Postcards

By the 1890s, postcards featuring photographs or colorful illustrations of cities, landmarks, scenic views, and even humorous or sentimental themes began to flood the market. This period is often called the "Golden Age of the Postcard," roughly spanning 1898 to 1918. Postcards became a window to the world for many people, allowing them to share experiences, travels, and current events visually and succinctly.

Why the Golden Age Lasted

Several factors contributed to this boom:

- **Advancements in printing:** Lithography and photochrom techniques allowed mass production of vibrant images at low cost.

- **Expanding postal services:** Many countries lowered postcard mailing rates and improved delivery speeds.
- **Social trends:** The rise of tourism and travel created demand for souvenirs and ways to share experiences.

Postcards as Cultural and Historical Artifacts

Beyond mere communication tools, postcards became cultural icons and historical documents. They captured snapshots of eras, places, and social attitudes that historians and collectors find invaluable today.

Documenting Social Change and Historical Events

Postcards have chronicled everything from cityscapes before and after major events, to popular fashions, to significant historical moments like wars and expositions. During World War I and II, postcards were often used by soldiers and civilians to keep in touch, sometimes bearing propaganda or morale-boosting imagery.

Postcards in Art and Literature

Many artists and writers have found inspiration in postcards. Some used them as mediums for artwork, while others collected them as windows into different cultures and times. The postcard's blend of text and image makes it a unique form of storytelling and communication.

The Evolution of Postcards in the 20th Century

As the 20th century progressed, postcards adapted to changing technologies and cultural habits.

From Handwritten Notes to Tourist Souvenirs

Postcards became a staple of travel culture, with tourists sending them home as proof of their adventures. They often featured iconic images of landmarks, natural wonders, or cultural symbols. This trend continues today, although digital alternatives have reduced the frequency of physical postcard exchanges.

Collecting and Philately

Postcard collecting, known as deltiology, emerged as a popular hobby. Collectors seek rare, vintage, or artistically significant cards. Postcards also intersect with stamp collecting (philately), as the stamps and postmarks add another layer of historical interest.

The Impact of Technology and Digital Communication

The rise of email, social media, and instant messaging has dramatically changed how people communicate, impacting the role of postcards.

The Decline and Resurgence

While postcard sending declined with the advent of digital communication, there has been a nostalgic

resurgence in recent years. Many people appreciate postcards for their tangible, personal touch — something that screens cannot replicate.

Modern Uses of Postcards

Today, postcards serve various purposes:

- **Marketing and advertising:** Businesses use postcards for direct mail campaigns.
- **Artistic expression:** Artists create limited-edition postcards as collectible works.
- **Personal communication:** Travelers and pen pals still use postcards to send heartfelt messages.

Tips for Appreciating and Collecting Historic Postcards

If you're fascinated by the history of the postcard, collecting vintage cards can be a rewarding hobby.

Here are some pointers:

- **Look for unique images:** Early photographic postcards or cards featuring historic events are especially valuable.
- **Check postal marks:** Stamps and postmarks can provide clues about the card's origin and date.
- **Preserve carefully:** Keep postcards away from moisture and direct sunlight to maintain their condition.

- **Research origins:** Understanding the context of the postcard's image or message adds depth to your collection.

Exploring old postcards can feel like stepping back in time, offering glimpses into daily life, art, and communication styles of past generations.

The history of the postcard is not just a tale of a communication tool but a reflection of social change, technological progress, and cultural trends. From humble beginnings as simple notes on cards to vibrant images that captured the imagination of millions, postcards remain cherished artifacts of personal and collective memory. Whether you're sending one today or admiring a vintage collection, postcards continue to connect people across time and space in uniquely meaningful ways.

Frequently Asked Questions

When was the first postcard invented?

The first postcard is credited to have been invented in 1869 in Austria-Hungary, designed as a simple card for sending messages without an envelope.

Who created the first illustrated postcard?

The first illustrated postcard was created by John P. Charlton in 1861, who patented the idea of a postcard with a printed illustration.

How did postcards become popular in the early 20th century?

Postcards became popular in the early 20th century due to advances in printing technology, increased literacy rates, and the expansion of postal services making them an affordable and convenient way to send short messages and share images.

What role did postcards play during World War I and II?

During World War I and II, postcards were widely used by soldiers and civilians for communication, propaganda, and morale-boosting, often featuring patriotic themes and serving as a quick way to stay in touch.

How did the design of postcards evolve over time?

Postcard designs evolved from simple plain cards to colorful illustrated images, photographic postcards, and later to more artistic and thematic designs reflecting cultural trends and technological advancements like color printing and digital imagery.

Why did the popularity of postcards decline in the late 20th century?

The popularity of postcards declined in the late 20th century due to the rise of digital communication methods such as email, texting, and social media, which offered faster and more convenient ways to share messages and images.

Additional Resources

History of the Postcard: Tracing the Evolution of a Cultural Icon

history of the postcard is a fascinating journey through communication, art, and social trends that spans over a century. From its humble beginnings as a simple postal card to becoming a collectible and an essential medium for personal and commercial exchange, the postcard has mirrored changes in society, technology, and aesthetics. This article delves into the origins, development, and enduring appeal of postcards, examining their role in communication history and their cultural significance.

The Origins of the Postcard

The concept of the postcard emerged in the late 19th century, a period characterized by rapid advances in postal services and mass communication. The first official postcard was introduced in Austria-Hungary in 1869 by Dr. Emanuel Herrmann. His innovation was a simple card with an imprinted stamp, designed to facilitate brief and inexpensive correspondence. The idea quickly gained traction across Europe and North America, where postal authorities recognized the efficiency and popularity of this new format.

Unlike traditional letters, postcards required less material and could be processed more quickly by postal systems. The affordability and convenience of postcards democratized communication, enabling people across various social classes to stay connected. This accessibility contributed significantly to the postcard's early success.

Early Designs and Uses

Initially, postcards were plain and purely functional, often featuring only a dividing line to separate the address from the message. However, the potential for visual appeal was soon realized by printers and artists. By the 1890s, illustrated postcards became widespread, showcasing everything from scenic landscapes and cityscapes to humorous cartoons and political satire.

The rise of the picture postcard transformed the medium from a mere communication tool into a form of popular art. Tourists began collecting postcards as souvenirs, while businesses used them for advertising. This dual function of postcards—as both communication and collectible—helped sustain their popularity through the early 20th century.

Postcards in the Golden Age (1898–1918)

The period between 1898 and 1918 is often referred to as the "Golden Age of Postcards." During this era, postcards reached the height of their cultural impact and commercial success. Several factors contributed to this flourishing phase.

Firstly, advancements in printing technology, such as chromolithography, enabled the production of vibrant, detailed images at a relatively low cost. Postcards became colorful and visually striking, attracting collectors and casual senders alike. Secondly, the expansion of railways and tourism increased demand for postcards as mementos of travel experiences.

Popular Themes and Trends

During the Golden Age, postcards covered a wide range of themes. Common subjects included:

- Landscapes and landmarks from major cities and tourist destinations
- Holiday greetings and seasonal cards (e.g., Christmas, Easter)
- Military and patriotic imagery, especially during World War I
- Humorous and risqué illustrations, reflecting contemporary social attitudes
- Celebrity portraits and cultural icons

The variety of themes made postcards appealing to diverse audiences. Collectors often specialized in particular types, and postcard exchanges became a popular hobby.

The Evolution of Postcard Design and Regulation

As postcards became more popular, postal regulations evolved to accommodate changing formats and international standards. One significant change was the introduction of the divided back postcard in

1902 in the United Kingdom, which allowed the back of the card to be split into two sections: one for the address and one for the message. This format quickly spread worldwide and remains standard today.

The development of photographic postcards also marked a major design shift. Black-and-white and later color photographs replaced hand-drawn illustrations, offering more realistic and immediate representations of places and events. This evolution influenced how people perceived destinations and historical moments, making postcards an early form of visual documentation.

Technological Impact

The history of the postcard is inseparable from technological progress. Innovations in printing, photography, and postal logistics all played crucial roles in shaping the postcard's form and function. For example:

- Offset lithography allowed mass production of detailed, colorful postcards
- Advancements in cameras and film enabled amateur and professional photographers to create postcards
- The expansion of airmail services in the 20th century sped up international delivery

These technological strides ensured that postcards remained relevant despite the emergence of new communication methods.

Postcards in the Modern Era

With the rise of digital communication, the traditional postcard might seem obsolete. However, the history of the postcard demonstrates its resilience and adaptability. While electronic mail and social media offer instant messaging, physical postcards maintain unique emotional and aesthetic value.

Contemporary Uses and Collecting

Today, postcards serve multiple purposes beyond simple correspondence:

- **Tourism:** Visitors still purchase postcards as tangible keepsakes of their travels.
- **Art and Design:** Postcards are popular mediums for artists and designers to showcase their work or promote events.
- **Marketing:** Companies use postcards for targeted advertising campaigns with a personal touch.
- **Collecting:** Postcard collecting, known as deltiology, continues to attract enthusiasts worldwide who appreciate historical and artistic aspects.

Moreover, the tactile experience and personal nature of sending or receiving a postcard create a nostalgic charm that digital communication often lacks.

Challenges and Opportunities

Despite its enduring appeal, the postcard industry faces challenges related to declining postal usage

and changing consumer habits. Costs of production and mailing can be prohibitive compared to digital alternatives. However, niche markets and innovative approaches—such as customizable postcards and integration with online platforms—offer new opportunities.

For example, companies now allow users to design postcards online and have them printed and mailed physically, combining convenience with personal touch. This hybrid approach reflects the postcard's ability to evolve alongside technological and social trends.

Assessing the Cultural Impact of Postcards

The history of the postcard is also a window into broader cultural and societal shifts. Postcards have documented historical events, shaped tourism, influenced graphic design trends, and fostered social connections. Their widespread distribution helped standardize certain visual motifs and communication norms.

In many ways, postcards functioned as early social media, enabling people to share glimpses of their lives and surroundings with distant friends and family. The imagery and messages on postcards offer rich material for historians, sociologists, and art scholars interested in popular culture and communication practices.

Tracing the history of the postcard reveals a dynamic narrative of innovation, adaptation, and cultural significance. From a simple postal innovation to a beloved collectible and artistic medium, postcards continue to capture the imagination and connect people across time and space. Their story underscores the enduring human desire to communicate visually and personally, even in an increasingly digital world.

History Of The Postcard

history of the postcard: *A History of Postcards* Martin Willoughby, 1992

history of the postcard: *Bygone Shanghai A Postcard History from 1890 to 1945* Felicitas Titus, 2017-03-22 A beautiful comprehensive collection of antique China and Shanghai-specific postcards which takes you through the colonial era of China, 1890-1945. The text is written by Felicitas Titus (M.A. in German and French Languages from U.C. Berkeley) who was born and raised in China during the years of 1925-1950, and who is an expert on Chinese history. Her commentary provides just enough explanation of the events and people of that period to make the postcards come alive. The entire book is filled with historically significant and lovely images, capturing Chinese life at that time.

history of the postcard: A Postcard History of the Passenger Liner Christopher Deakes, 2023-10-01 From around 1880, for almost a hundred years, shipowners commissioned a wealth of paintings that depicted their magnificent liners as well as the routes they travelled, their exotic destinations, and life onboard. These paintings, rich in imagination and atmosphere, appeared on postcards and posters of the day and were used to advertise the companies and their ships; and so was born a whole genre that produced tens of thousands of paintings which formed a wonderful record of the great era of the passenger liner. In 1900, there were over thirty shipping companies operating passenger liners across the North Atlantic. Other oceans were similarly served. But now, with just a few exceptions, the companies and their liners have disappeared along with the art they once inspired. Little remains to recall this aspect of our maritime past except the postcards; and they tell an evocative story of the vanished world of elegant ships and leisurely travel, of social and political times much changed by the history of the past century. Here, brought vividly to life in more than 500 colourful postcards, are the ships on which so many of our predecessors sailed—as emigrants, soldiers, administrators, or simply as tourists—in days long past. These cards, which are now highly collectable, show how steamships developed over the years, but they are also a fine tribute to the artists who painted them. This volume also includes a glossary of some 170 illustrators, which forms an important reference section, and advice on collecting.

history of the postcard: Greetings from Alabama: A Pictorial History in Vintage Postcards Wade Hall, 2016-09-01 Although he was a native of Bullock County, Alabama, Wade Hall -- teacher, writer, poet, critic, interviewer, folklorist, and documentarian -- spent most of his fifty-year career in Kentucky. But he was never emotionally far from his home as evidenced by his passion for collecting vintage Alabama postcards. In his lifetime he amassed 10,000, which he then graciously gave to the University of Alabama Libraries and Troy University in a large joint bequest that also included rare books, quilts, folk art, letters and more. These postcards date from the late 1800s to the mid-20th century and offer a fascinating and diverse picture of the state. The meaning of postcards that could be purchased as a travel souvenir is largely forgotten today when cameras are commonplace. But the value of Hall's stunning collection cannot be missed. The some 400 cards featured in Greetings from Alabama are revealing of scenes familiar and rare. From Birmingham's Vulcan to Mobile's Bellingrath Gardens, from Enterprise's boll weevil monument to Huntsville's rockets, from Helen Keller's home to William Rufus King's resting place, the scenes offer captivating glimpses of Alabama history.

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production, characteristics of superior images, collecting categories, and methods of research for dating photo postcards and investigating their photographers. In a broader sense, the authors show how real photo postcards document the social history of America. From family outings and workplace awards to lynchings and natural disasters, every image captures a moment of American cultural history from the society that generated them. Bogdan and Weseloh's book provides an admirable integration of informative text and compelling photographic illustrations. Collectors, archivists, photographers, photo historians, social scientists, and anyone interested in the visual documentation of America will find the Real Photo Postcard Guide indispensable.

history of the postcard: *A History of Postcards* Martin Willoughby, 1994

history of the postcard: *Postcards of Our Time: Impressions of American Life* Pasquale De Marco, 2025-07-25 Postcards have been a part of American life for over a century, and they offer a unique glimpse into the history and culture of the United States. This book explores the impact of postcards on American culture and society, from their humble beginnings to their widespread popularity. The first chapter of the book provides a brief overview of the history of the postcard, from its origins in the 19th century to its widespread popularity in the early 20th century. The subsequent chapters explore the different ways that postcards have been used to reflect American culture and society. One chapter examines the role of postcards in promoting tourism and travel, while another looks at the way postcards have been used to document major historical events. The book also explores the personal side of postcards, examining the way that people have used them to stay connected with friends and family. One chapter looks at the role of postcards in wartime, while another examines the way postcards have been used to commemorate personal milestones, such as birthdays, weddings, and anniversaries. The final chapter of the book looks at the future of postcards in the digital age. With the rise of email and social media, the postcard has faced new challenges. However, the postcard has proven to be a resilient medium, and it continues to be used by people around the world to share messages and images. This book is a comprehensive look at the history and impact of the postcard in the United States. It is a valuable resource for anyone interested in American culture and history, as well as for collectors of postcards. If you like this book, write a review!

history of the postcard: *The Postcard's Radical Openness* Mariluz Restrepo, 2024-04-05 The Postcard's Radical Openness offers a groundbreaking exploration of what this multifaceted, double-sided open card entails and how it has affected our being in the world. With a holistic approach, it focuses on studying the postcard's specific way of being and performing, a particular ontology that opens up what is constitutively implicated in such an apparently trivial artifact. The book, organized into four parts, meticulously unveils the postcard's political, technological, aesthetic, and ethical dimensions, ending with a coda correlating the postcard's radical openness to G. Klimt's painting, *Nuda Veritas* (1899) in reference to the scope of truth. By examining the postcard's complex worldwide history, its socio-cultural significance, and its global effect, the book reveals hidden stories shedding light on its impact on photography, printing, marketing, trade, and business practices and exposes the aesthetic, communicative, and ethical qualities that lie behind the enormous success of postcards at the turn of the 20th century. This comprehensive study is positioned as a thought-provoking invitation to scholars and students interested in material culture, media studies, and human interactions, as well as to history enthusiasts, art lovers, and postcard collectors. Offering a distinctive contribution, the book not only fills a void in the literature but also encourages readers to question and reflect on the transformative power inherent in the postcard's 'radical openness,' presenting a novel and unparalleled analysis of this seemingly trivial yet culturally significant object.

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function as an aesthetic and rhetorical strategy within networked communication practices? As her work reveals, the relation between old and new communication systems is more complex than allowed in much contemporary media theory. Although the correspondents of letters, postcards and emails are not, usually, present to one another as they write and read their exchanges, this does not necessarily inhibit affective communication. Indeed, this study demonstrates how physical absence may, in some instances, provide correspondents with intense intimacy and a spiritual, almost telepathic, sense of the other's presence. While corresponding by letter, postcard or email, readers construe an imaginary, incorporeal body for their correspondents that, in turn, reworks their interlocutor's self-presentation. In this regard the fantasy of presence reveals a key paradox of cultural communication, namely that material signifiers can be used to produce the experience of incorporeal presence.

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history of the postcard: *Orlando, FL - A Historical Review using Postcards* Stewart Dunaway, 2017-01-13 This color book contains images of original postcards from the author's personal collection. In addition, historical accounts and research is provided (if found) pertaining to the subject of the postcard. Also if the details within the postcard image can be discerned (from high-resolution images) additional research is provided-including cropped images (to highlight these details). Orange County deed records were searched to find names and dates to add additional historical information. A detailed index is provided, including indexing of names, places and key search criteria.) -- From cover.

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analysis of a unique, open access, digitized collection of 3,000 picture postcards, this monograph will be of interest to researchers and postgraduate students in the fields of Literacy Studies, sociolinguistics, history of communications and UK social history.

history of the postcard: Postcards in the Library Norman D Stevens, 2014-01-09 Postcards, individually and collectively, contain a great deal of information that can be of real value to students and researchers. Postcards in the Library gives compelling reasons why libraries should take a far more active and serious interest in establishing and maintaining postcard collections and in encouraging the use of these collections. It explains the nature and accessibility of existing postcard collections; techniques for acquiring, arranging, preserving, and handling collections; and ways to make researchers and patrons aware of these collections. Postcards in the Library asserts that, in most cases, existing postcard collections are a vastly underutilized scholarly resource. Editor Norman D. Stevens urges librarians to help change this since postcards, as items for mass consumption and often with no apparent conscious literary or social purpose, are a true reflection of the society in which they were produced. Stevens claims that messages written on postcards may also reveal a great deal about individual and/or societal attitudes and ideas. Chapters in Postcards in the Library are written by librarians who manage postcard collections, postcard collectors, and researchers. Some of the authors have undertaken major research projects that demonstrate the ways in which postcards can be used in research, and that have begun to establish a standard methodology for the analysis of postcards. They write about: major postcard collections, including the Institute of Deltiology and the Curt Teich Postcard Archives the use of postcards for scholarly research postcard conservation and preservation, arrangement and organization, and importance and value Postcards in the Library describes the postcard collections in a variety of libraries of different kinds and sizes and indicates very real ways in which the effective use of postcard collections can result in and contribute to substantive, scholarly publications. It also offers advice and suggestions on the myriad issues that libraries face in handling these ephemeral fragments of popular culture. Special collections librarians, postcard collectors, postcard dealers, and historical societies will find the information in Postcards in the Library refreshing and practical. Libraries with established postcard collections or those thinking about developing postcard collections will use it as a valuable planning tool and start-to-finish guide.

history of the postcard: Winston-Salem in Vintage Postcards Molly Grogan Rawls, 2004 The Moravian town of Salem joined with its industrial neighbor, Winston, to officially become the city of Winston-Salem in 1913. Located in the Piedmont section of North Carolina, at the foothills of the Blue Ridge Mountains, Winston-Salem has a rich cultural heritage. Tourists and residents alike visit Old Salem to experience the restored Moravian village and participate in traditional events. Some come to explore Winston-Salem's historic homes and neighborhoods and to sample the city's varied culinary treats. Others come to tour picturesque college campuses, attend sporting events, and partake in the city's vast array of arts offerings.

history of the postcard: Will County David A. Belden, 2009-07-27 Later that same year, workers broke ground for the nearly 100-mile-long Illinois and Michigan Canal between the Illinois and Chicago Rivers. The opening of the Chicago Sanitary and Ship Canal and the movement of industry away from Chicago caused manufacturers to turn their attention to Will. As the county's population grew, the unincorporated area between Joliet and Chicago's southern suburbs continued to shrink. The transportation ties linking Chicago with the communities of Will County traces, paths, wagon roads, canals, rail lines, plank roads, and highways helped create an expanding metropolitan region. The early history and unique growth of Will County is showcased in this book. Over 200 vintage postcards provide an interesting glimpse into the social, material, and cultural history of Will County in the early 20th century.

history of the postcard: Delray Beach Dorothy W. Patterson, Janet M. DeVries, 2008 Travel the roads and waterways of Delray Beach history through lovingly collected postcards. In the 1890s, a diverse group of settlers began gathering on the southeast coast of Florida to build a new community. These pioneers sought the freedom, adventure, and economic opportunity provided by

the new Florida East Coast Railway. Delray's population was distinctive for its respect for education, early interest in the arts, love of sports, religious faith, and bonds of community. By the 1920s, the farming-fishing settlement had blossomed into a sparkling resort town with a thriving winter colony. This unfolding story of Delray Beach and the surrounding vicinity is presented from the Delray Beach Historical Society Archives and private collections.

history of the postcard: Postcards: A Golden Age Treasury Pasquale De Marco, 2025-08-13
Postcards: A Golden Age Treasury is the definitive guide to the Golden Age of Postcards, a period of unprecedented creativity and popularity for this charming form of communication. In this comprehensive book, Pasquale De Marco explores the history, art, and culture of postcards from the late 19th century to the early 20th century. Lavishly illustrated with hundreds of beautiful postcards, **Postcards: A Golden Age Treasury** offers a unique glimpse into the past, providing a fascinating look at the social, cultural, and historical events of the time. Pasquale De Marco examines the techniques employed by postcard artists and publishers, and explores the diverse range of themes and subjects that were depicted on these small but impactful pieces of paper. From idyllic landscapes and charming city scenes to humorous caricatures and patriotic messages, postcards provide a unique window into the past. **Postcards: A Golden Age Treasury** also discusses the different types of postcards that were produced during the Golden Age, from the mass-produced cards that were sold by the millions to the more specialized and artistic cards that were created by individual artists. Pasquale De Marco also provides tips on how to build a postcard collection, and discusses the different factors that affect the value of postcards. Whether you are a seasoned postcard collector or a newcomer to the hobby, **Postcards: A Golden Age Treasury** is an essential resource. This comprehensive guide provides a wealth of information for collectors, historians, and anyone interested in this fascinating form of art and communication. If you like this book, write a review!

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