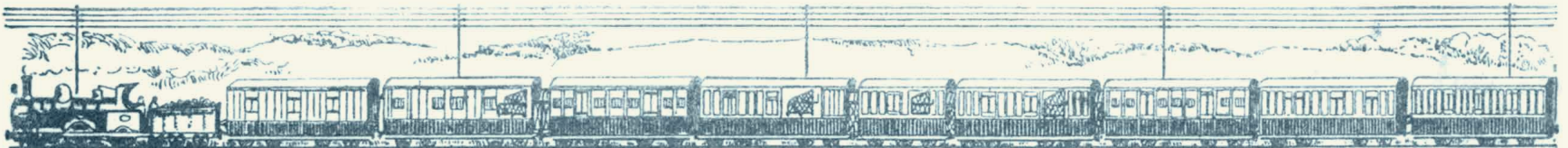


National POSTCARD Week

MAY 1-7, 2016



CALLING ALL POSTCARD ENTHUSIASTS AND OFFICIAL DELTIOLOGISTS!

Join Modern Postcard in honoring this exclusive week dedicated to postcard history, artwork and factoids.

1 DELTIOLOGY [*del-tee-ol-uh-jee*] is the hobby of collecting and studying postcards. It's the third largest collectible hobby in the world, surpassed only by coin and stamp collecting.

2 TV, RADIO AND THE INTERNET were non-existent during the turn of the century. Thus, postcards were produced in the late 1800s as an easy and inexpensive form of communication, mailing at 1¢ per card. Businesses and politicians used postcards to get their messages out, creating one of the early methods of direct marketing.

3 DONALD MCGILL (1875-1962) was an English graphic artist known as 'the king of the saucy postcard.' His work is collected and appreciated for its artistic skill, power of social observation and earthy sense of humor.

4 THE POSTCARD'S direct predecessor was envelopes printed with pictures. They were produced by D. William Mulready, E.R.W. Hume, Dickey Doyle and James Valentine – and were often printed with pictures of comics, Valentines and music.

5 THE FIRST postcards printed as souvenirs were the cards placed on sale in 1893 at the World Columbian Exposition in Chicago. During this period, all privately printed cards required the regular 2¢ letter rate postage to be mailed.

6 THE EARLY MODERN ERA of postcards was 1916-1930, known as the white border period. American printing technology had advanced, creating higher quality postcards with white borders around the featured picture.

7 THE LINEN CARD ERA of postcards was 1930-1945, enabling publishers to print postcards on linen paper stock with brilliant colors. View cards, comic cards and political humor cards of World War II were often printed during this time.

8 THE PHOTOCHROM ERA of postcards was 1939-present, remaining as the most popular era of postcards today when it comes to quality print reproduction.

9 POSTCARD VARIETALS
View Cards: printed with images of local towns, places to visit and historical landmarks.
Greeting Cards: printed with images of holidays, special occasions and moments in time.
Historical Cards: printed with images of war, social problems, politics, events, parades, disasters and more.
Art Cards: printed with images of original artwork or famous artwork reproductions.
Photographic Cards: printed with real photo art studies of local people and places.

10 SOME OF THE EARLIEST Cracker Jack® prizes were postcards. The company offered a 16-card set featuring the Cracker Jack Bears, in which customers could get a complete set by purchasing many boxes, mailing in 10 box side panels, or sending 10¢ and 1 box side panel.

11 THE COCA-COLA® GIRL was an iconic image from the postcard era. It was based on a painting by Hamilton King, who also painted covers for Theatre Magazine and Ziegfeld Follies sheet music.

12 WHILE MODERN postcards often have a coolness factor, original postcards had a few tricks to boast. The 1904 St. Louis Exposition cards issued by Inside Inn, enticed consumers with a "hold to light" gimmick, which used paper layering to change the appearance of the card when held in front of a light source.

Sources: merriam-webster.com, shilohpostcards.com, collectorsweekly.com and Wikipedia.

HISTORY IS COOL NOW, LET'S MAKE POSTCARDS IN THE MODERN AGE.

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