

Postcards

Postcard

<https://collections.pacmusee.qc.ca/en/objects/postcard-2013-030-015-518/>

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Color postcard with typed/stamped inscriptions.

Accession Number 2013.30.15.518

Medium and Support ink, cardboard

Technique industrial process

Measurements 8,8 x 13,8 cm

Historical context

In 1837, the English invented the postage stamp, and from then on, postal exchanges multiplied rapidly. It was in Vienna, Austria, that the doctor of political economy Emmuel Hermann proposed a card with exposed text. In 1869, this was the first postcard. In the early days, there were no images on postcards, and the medium was reserved for business and government use. In 1898, with the end of exclusive government rights in the United States, the number of postcard publishers grew rapidly. Several American companies were present in Quebec: Detroit photographic, Hugh C. Leighton, Albertype and others. Postcards became widely available to the general public, as they were practical and accessible. 1904 to 1918 represents the real golden age of the postcard. They became essential for short, informative messages. In fact, the postcard message we're interested in is that of a new address. This postcard template (The Daily News) has often been used. We simply change the photo, the name of the place and the orange text to match the sending region.