

The Postal History of the Postcard in Sweden 1872-1911

Purpose

The purpose with this exhibit is to present the the history of the postcard as a postal service in Sweden during the first 40 years, beginning with 1872. In 1872, only postal stationary postcards were allowed. Privately printed postcards were allowed within Sweden from 1877 and internationally from 1886. The commercial production of picture postcard began in 1887.

In the years after 1900 the postcard manufacturers produced a lot of creative postcards, for example with glued photos on the picture side. From April 1905, postcards with divided back were allowed. After a period with many special rules for postcards, it reached the form we know today in 1907 after decisions at the UPU congress in Rome. This exhibit ends four years later to cover the rules introduced in 1907.

Treatment

The treatment is thematic starting with rates and postage due. Special postal rules for postcards are treated in the second section. Section three presents cards to international destinations. Section four shows double postcards, with focus in international mail. The fifth and last section treats official postcards mainly used within Sweden, but in rare cases used to Norway.

Presentation

The presentation is based on Swedish postcards. Since the purpose is show the postcards as a postal service, the presentation included both postal-stationary postcards and privately printed postcards with stamps.

However, postcards sent *to* Sweden are also included to less extent. Such cards have been handled by the Swedish post, for example by applying postage due.

Important Objects

Important objects, in total 25, are marked with a thick red frame. There is also a **bold red text** telling why the object is important. (The exception is in Destinations where the reason obviously is a rare destination.)

References

References are added as part of the presentation. They include literature, papers and references to historical archives. References include papers written by the exhibitor.

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