

BY A VERTICAL LINE ON THE FACE –

Background

The early 1900s were the years of a global ‘postcard craze’. With the introduction of picture postcards and reductions in international postal rates, the postcard had emerged as an early and cheap means of communication, not only for businesses but also for family and relatives, tourists and travellers, collectors and other long-distance friends all over the world.

An important event in the development of the postcard was the introduction of divided cards, with the left half of the address side available for personal messages. This left the image side ‘clean’, to the satisfaction of growing numbers of postcard collectors.

Divided cards first appeared in 1902 in the UK, where they were allowed for inland use only. They gradually spread to other countries and were accepted in all international mail exchange in 1907, following a UPU (Universal Postal Union) decision from the 1906 congress in Rome.

Purpose

The purpose of this exhibit is to show the postal treatment of divided postcards between 1902 and 1907, when they were gradually accepted within and between individual countries, but were not yet approved by the UPU.

Postal History

During these years, the postal treatment of divided postcards came, in certain respects, to resemble pre-UPU conditions. The use of divided cards was subject to domestic regulations and, from 1904 onwards, to a growing number of bilateral agreements between national postal administrations about accepting divided cards at the postcard rate in their mail exchange. Individual countries also made unilateral decisions in order to facilitate the international use of divided cards. But when such agreements or decisions were not in place, divided cards sent abroad should be taxed as letters according to the UPU regulations. If only postcard rate was paid, the addressee had to pay postage due.

Different rules for the use of divided postcards therefore applied in and between different countries, and these rules were in more or less constant change. The result was considerable confusion among postmen and postal administrations, and frustration among correspondents – especially those who were charged postage due. Taken together, this makes the introduction of divided postcards a highly interesting subject for an international postal history study.

Structure and Scope

The exhibit has a thematic structure, starting with postcards accepted at the postcard rate (1), cards sent under the Imperial penny postage scheme within the British empire (2), and cards sent at the letter rate (3). Postcards in these three sections were in most cases correctly handled by both the senders and the postal authorities involved. The two subsequent sections show mistakes – either by the sender, causing postage due (4), or by the post (5). A final section shows some format and layout varieties of divided postcards (6).

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The Introduction of Divided Postcards 1902–1907

Each section begins with an introductory page that briefly describes its different sub-sections, and headings and sub-headings are used to guide the viewer on subsequent pages. For individual items, information is marked with the following symbols:

- Route – where and when the card was sent
- 📧 Postal rate(s) applying to the card
- [T] Tax marks and postage due
- §§ Postal regulations and agreements determining the postal treatment of the card
- ☒ Other relevant information

Examples of domestic use are included in most sections, but the emphasis is on international mail and on the interplay between national regulations regarding the treatment of foreign mail, bilateral agreements between postal administrations and international UPU regulations.

Challenge Factors

The short period of time and the constantly changing postal regulations is a considerable challenge when it comes to finding suitable philatelic objects to illustrate the study. The search for early and late applications of postal rules increases the difficulty of acquisition further.

Another key challenge is to find information about postal regulations in different countries, as there exist few publications on the subject. The exhibitor has used archival records, postal circulars, bulletins etc., newspapers and magazines from the early 20th century, more recent philatelic books and journal articles, together with personal correspondence with postal historians around the world. The exhibitor has presented new information about the postal history of divided postcards in *Aktuellt om Posthistoria* (11/2012), *The Posthorn* (3/2014), *The London Philatelist* (June 2015) and *India Post* (3/2017).



Registered postcard with a (faint) dividing line and a message on the address side, sent from the UPU Congress in Rome 1906 – the congress where the decision was taken to accept divided postcards in international mail exchange.

➤ Italy to France:

Roma VI Congresso Postale Universale 23 May 1906 – Paris 25 May 1906

📧 Foreign postcard rate: 10 centesimi, registration fee: 25 centesimi

§§ The UPU decision that *The sender may dispose of the back and the left hand half of the face* of the postcard came into force worldwide on 1 October 1907. But when this card was sent, a bilateral agreement had already been made between Italy and France about accepting divided cards at the postcard rate.

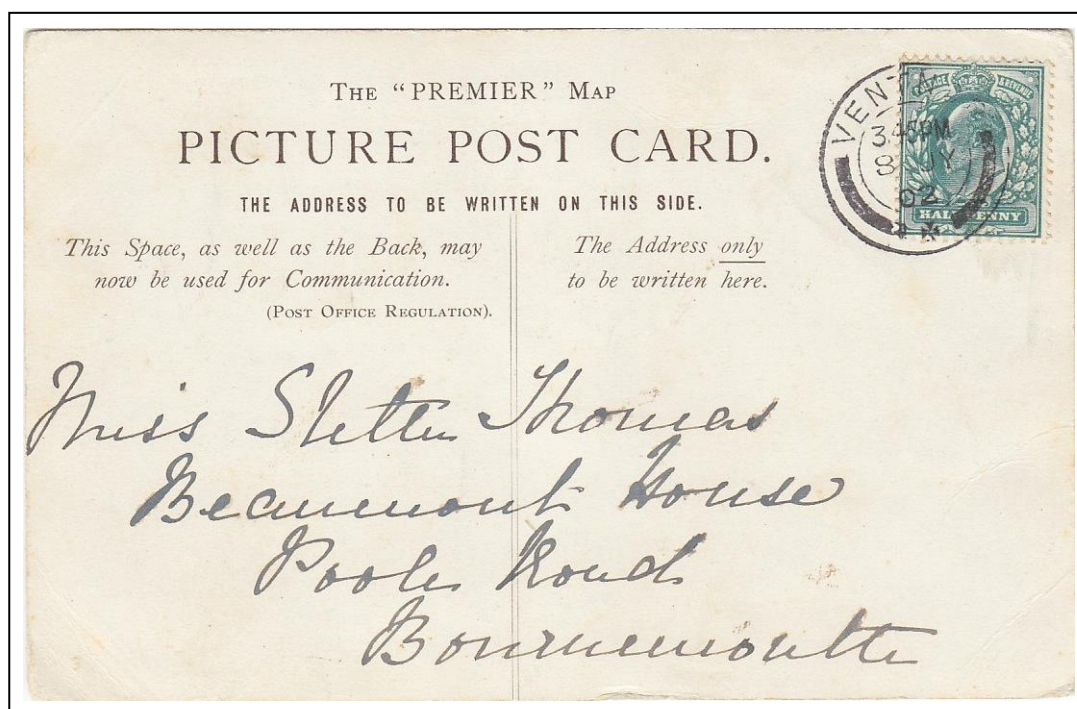
1. Postcard Rate

The invention of divided postcards is attributed to German postcard manufacturer Frederick Hartmann, who produced cards for the British market. In response to a query from Hartmann, a message from the British Postmaster General was published in the *Picture Postcard Magazine*, which has been interpreted as the acceptance of divided postcards:

...postcards may bear on the front, i.e. address side, a continuation of the message, or the name and address of the sender, or even an advertisement, so long as such matter does not interfere in any way with the legibility of the address.

This message was published in January 1902, but for some reason postcards with a dividing line on the address side did not come into use in the UK until the summer that year. From 1903 onwards, several other countries followed suit.

Initially, divided cards were only allowed for domestic use (section 1.1), as UPU regulations did not permit messages on the address side. But as divided cards were increasingly used abroad, postal administrations began to make bilateral agreements about accepting divided cards, with messages, in international mail exchange. Such agreements were made at different points in time between different countries (1.2). In addition, several countries made unilateral decisions to facilitate international exchange of divided postcards (1.3). Even before divided postcards were accepted, they could also be sent at the postcard rate as long as the sender adhered to UPU regulations for postcards and abstained from writing any personal message on the address side (1.4).



► UK: Ventnor 8 July 1902 – Bournemouth

☐ Domestic postcard rate: ½ penny

A very early divided British postcard, with the characteristic phrase:

This Space, as well as the Back, may now be used for Communication.
(POST OFFICE REGULATION).

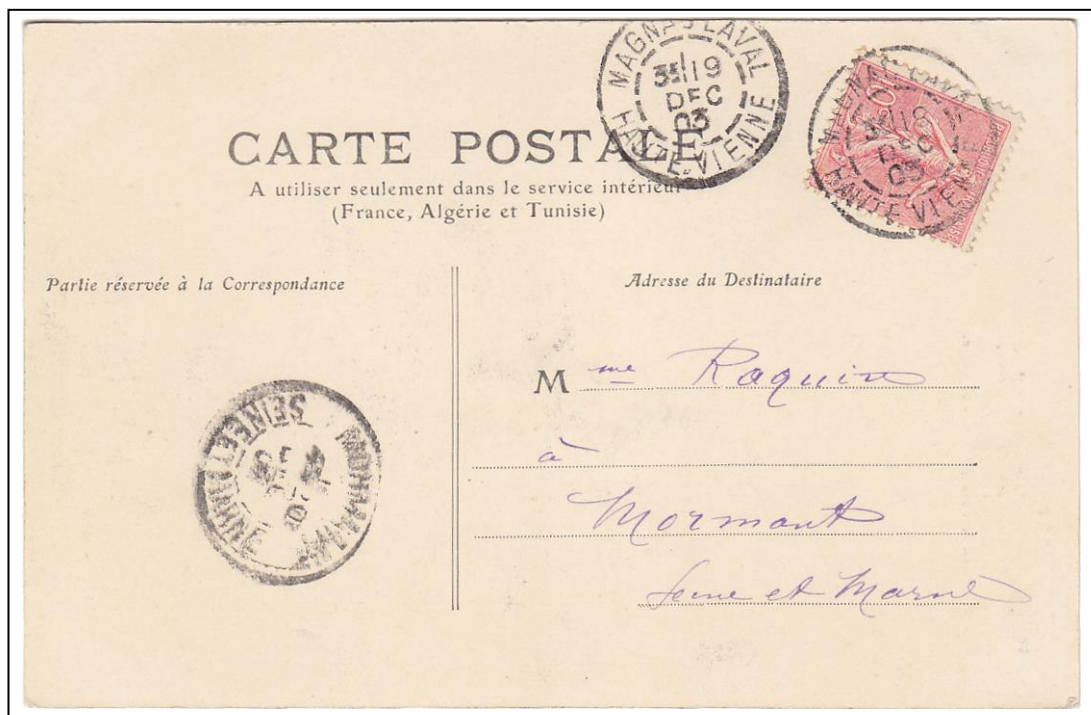
☒ It seems that the division has been added to an undivided card, which initially had the text 'THE ADDRESS TO BE WRITTEN ON THIS SIDE.' printed over the entire address side. In this case, as on many early divided cards, the sender has not used the space for communication.

1.1 Postcard Rate

France • St. Pierre and Miquelon

Domestic Regulations

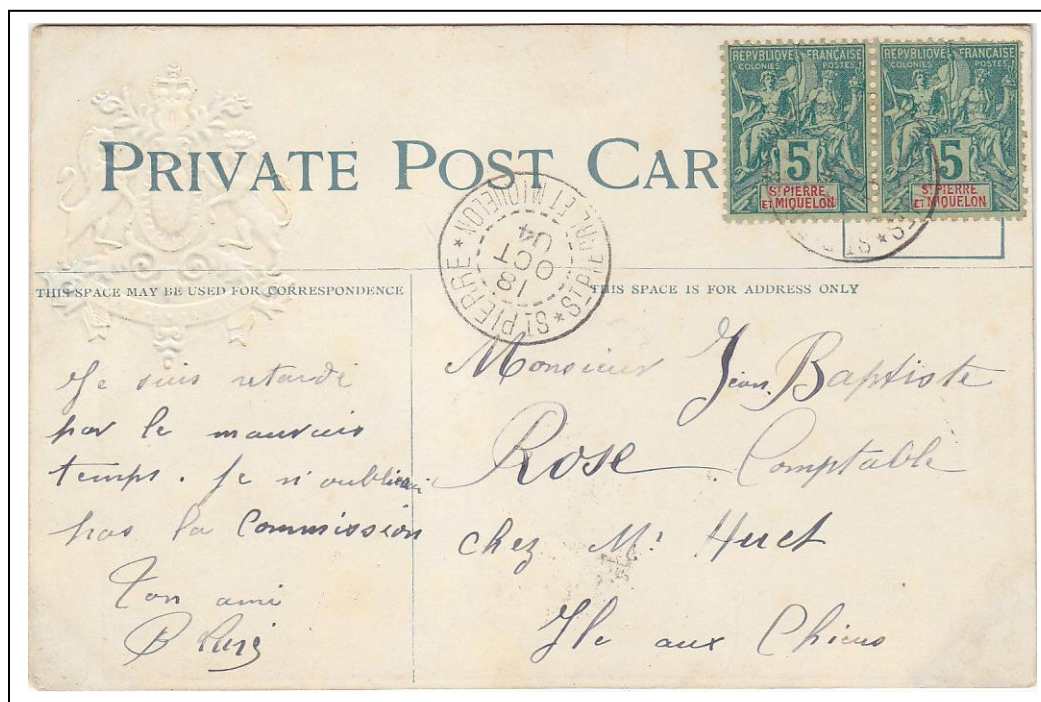
Early Inland Use



► France: Magnac Laval 19 December 1903 – Mormant 20 December 1903

☐ Domestic postcard rate: 10 centimes

§§ France was among the first countries after the UK to accept divided postcards, on 1 December 1903 according to an *Arrêté Ministériel* of 18 November 1903. This early divided French card was used the first month.



► St. Pierre and Miquelon: St. Pierre 18 October 1904 – Ile aux Chiens

☐ Domestic postcard rate: 10 centimes

§§ Divided cards were permitted in all French colonies according to a circular from the French colonial minister dated 8 August 1904. This early divided Canadian card used in St. Pierre and Miquelon, with correspondence on the address side, was therefore accepted at the postcard rate.

South Australia • Belgium • United States

Early Inland Use

to North Adelaide

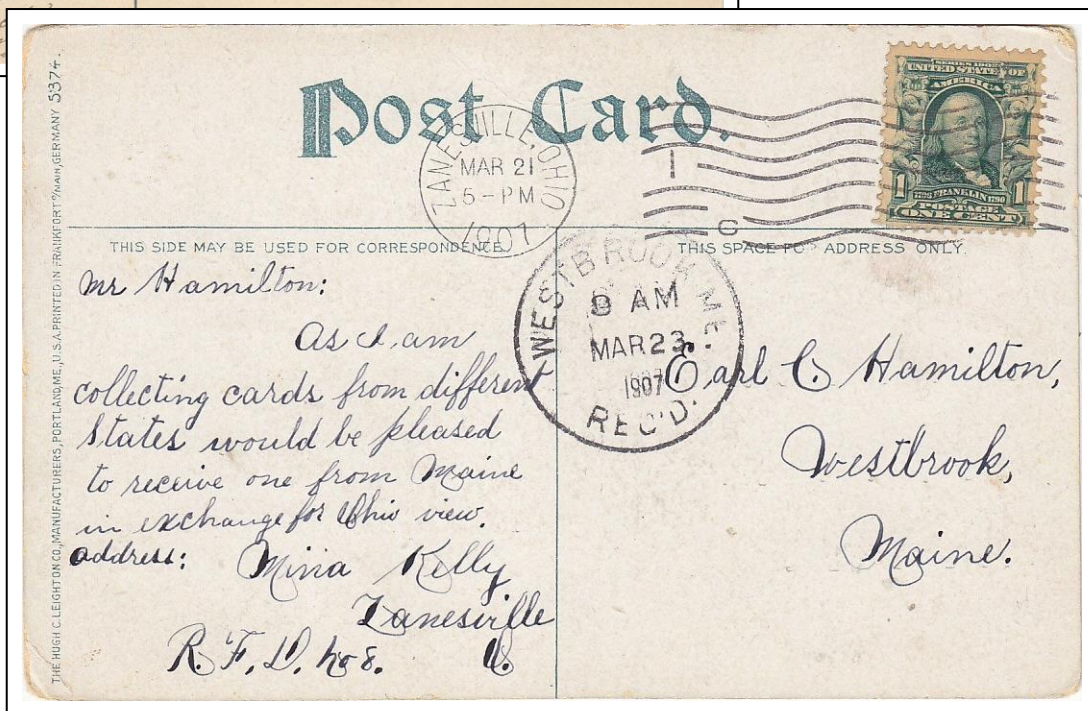
6 December 1904



§§ Permitted in Belgium:
1 September 1905

23 March 1907

All three cards were used the first month.



1.1 Postcard Rate Germany

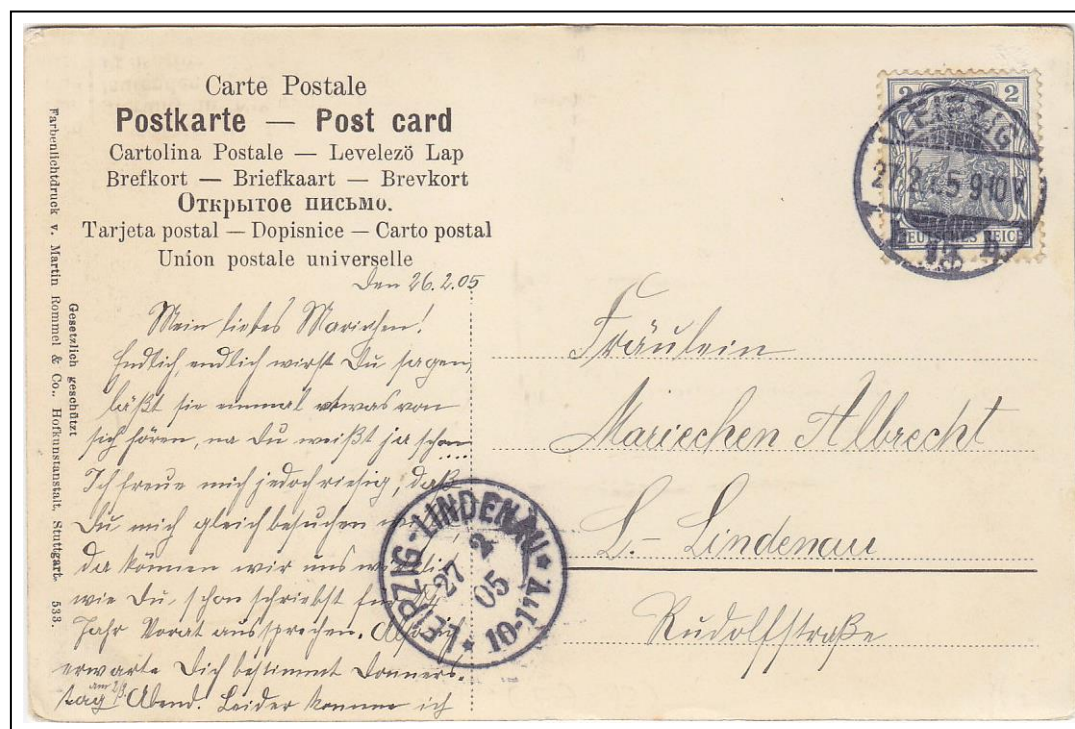
Domestic Regulations Early Inland Use



► Germany (domestic use):

Besigheim 15 February 1905 – Flonheim 16 February 1905

☐ Domestic postcard rate: 5 pfennig



► Germany (local use):

Leipzig 27 February 1905 – Leipzig Lindenau 27 February 1905

☐ Local postcard rate: 2 pfennig

☐ Germany and certain other countries had lower local rates for postcards.

§§ The German *Reichs-Postamt* was initially reluctant to accept divided postcards, but decided to allow them for inland use on 1 February 1905. Both cards shown here were **used the first month** divided cards were allowed in Germany.

1.2 Postcard Rate

France to Italy, Switzerland and Mexico

Bilateral Agreements

International Exchange

§§ Already in late 1903, France initiated bilateral agreements with other countries about accepting divided cards in international mail exchange. A first round of such agreements came into force on 16 May 1904.

► France to Italy:

Camp du Ruchard

28 May 1904

Roma 30 May 1904

The month when the first bilateral agreements came into force.

Foreign postcard rate: 10 centimes (all three cards)



► France to Switzerland:

Paris 20 October 1904

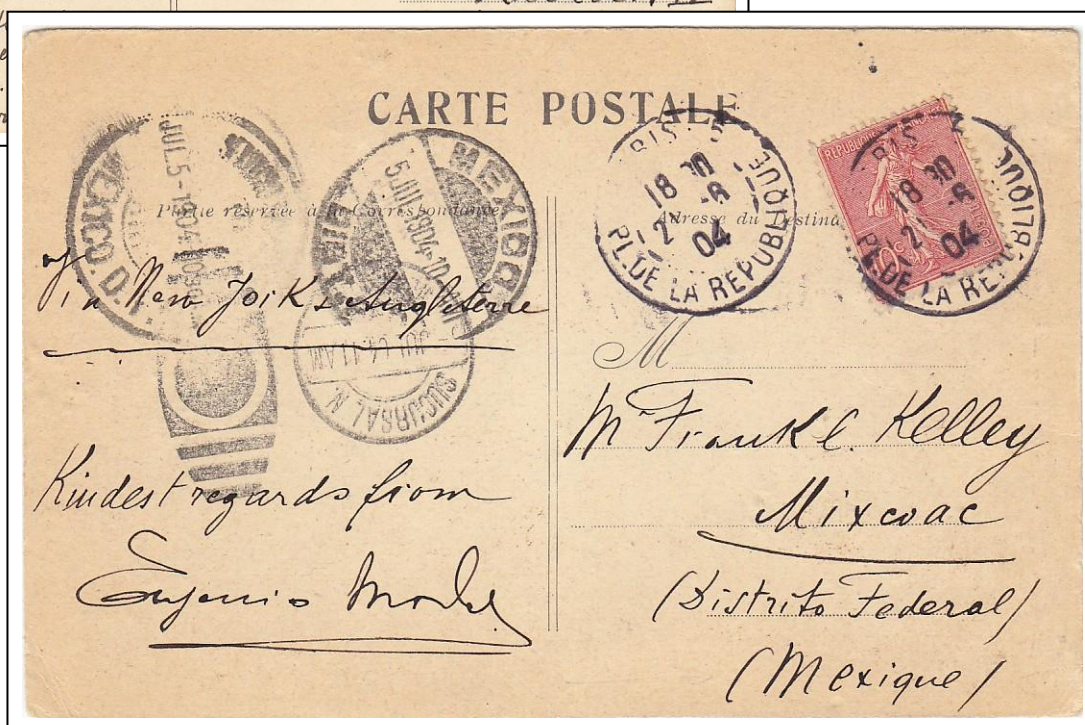
Zürich 20 October 1904

► France to Mexico:

Paris 21 June 1904

Mexico 5 July 1904

§§ The first bilateral agreements reported in French postal bulletins concerned 13 different countries, including Italy, Switzerland and Mexico.

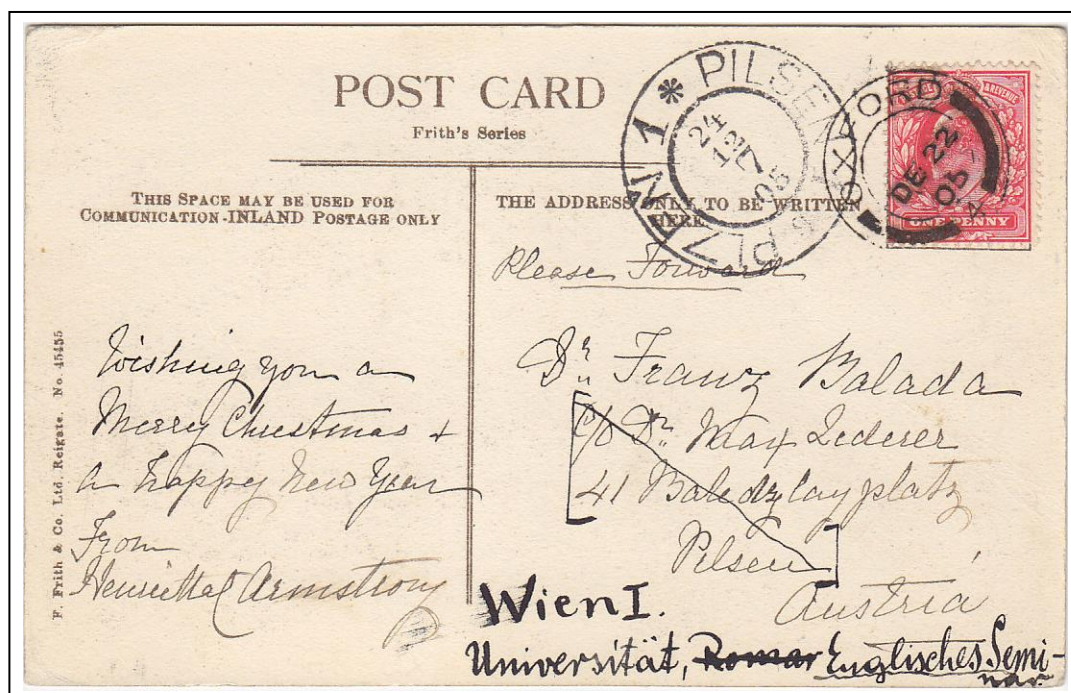


1.2 Postcard Rate

UK to Austria • Germany to Switzerland

Bilateral Agreements

International Exchange



► UK to Austria: Oxford 22 December 1905 – Pilsen 24 December 1905 – Vienna

☐ Foreign postcard rate: 1 penny

§§ The UK announced a first round of bilateral agreements, with 17 different countries including Austria, in a postal circular dated 12 December 1905. This card was sent the first month. Additional agreements with numerous other countries and territories were reported in January, February and August 1906.



► Germany to Switzerland:

Haarhausen 23 September 1905 – Neuveville 24 September 1905

☐ Foreign postcard rate: 10 pfennig

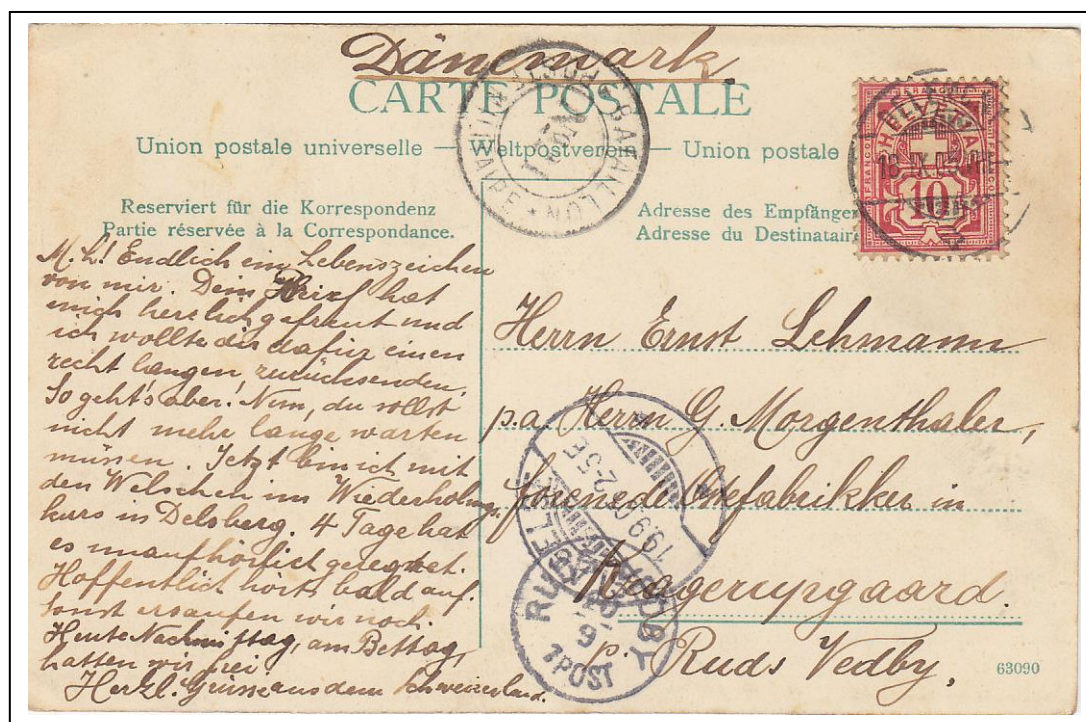
§§ Germany announced bilateral agreements about outgoing mail with most European countries, including Switzerland, on 1 September 1905. This card was sent the first month this agreement was in force.

1.2 Postcard Rate

Switzerland to Denmark • Bulgaria to Germany

Bilateral Agreements

International Exchange



► Switzerland to Denmark: Delémont 18 September 1905 (and Poste Militaire, Bataillon No 21) – Slagelse 19 September 1905 – Ruds Vedby 20 September 1905

☐ Foreign postcard rate: 10 centimes

§§ Switzerland made several bilateral agreements already in 1904, but the agreement with Denmark was not announced until 5 July 1905.



► Bulgaria to Germany: Varna 3 [16] March 1906 – Karlsruhe 20 March 1906

☐ Foreign postcard rate: 10 stotinki

§§ Germany announced agreements with all European countries except the UK and the Netherlands from 1 September 1905 onwards. The Bulgarian post, in a message to the international bureau of the UPU in January 1906, confirmed that Bulgaria had entered agreements with eight countries, including Germany.

1.2 Postcard Rate

Sweden to Norway • Tunis to Denmark

Bilateral Agreements

International Exchange

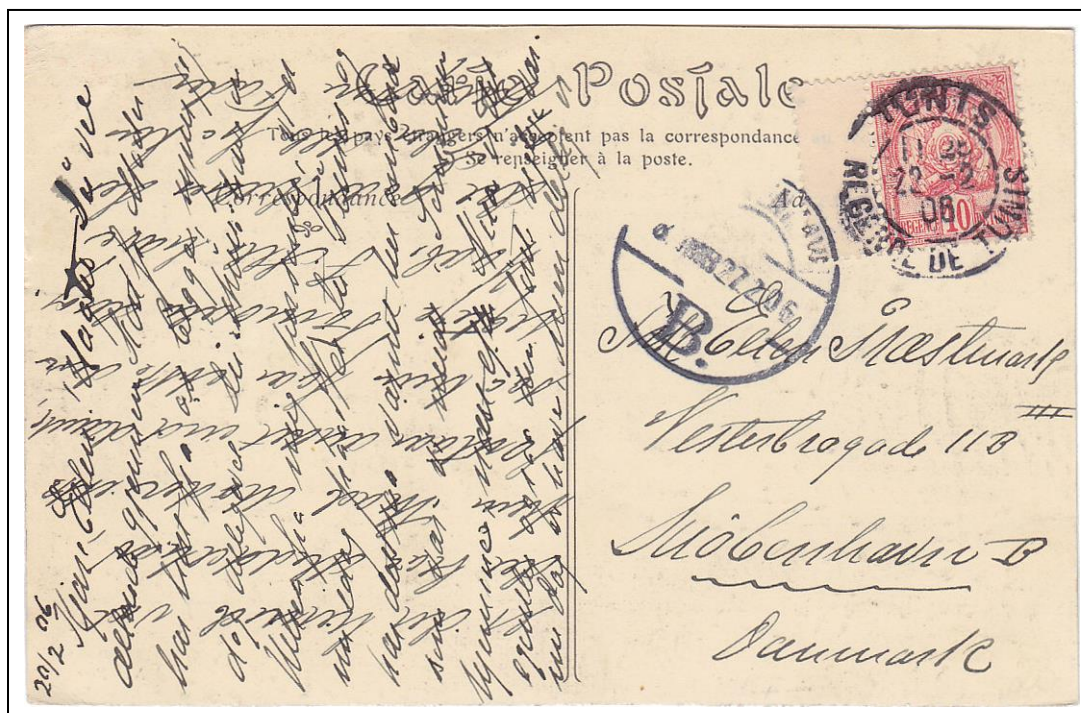


► Sweden to Norway:

Stockholm 26 May 1905 – Kristiania 27 May 1905

☐ Scandinavian postcard rate: 5 öre

§§ Bilateral agreement: 1 April 1905. Sweden made its first bilateral agreements in April 1905 with four countries, including Norway. Another 24 agreements were announced between May 1905 and August 1906.



► Tunis to Denmark:

Tunis 22 February 1906 – Kjøbenhavn 27 February 1906

☐ Foreign postcard rate: 10 centimes

§§ Bilateral agreement announced by Denmark: 14 December 1905.
Denmark made 30 agreements between June 1905 and July 1907.

1.2 Postcard Rate

Russia to Switzerland • Turkey (Russian Post) to Germany

Bilateral Agreements

International Exchange

The Russian post allowed incoming divided cards though a unilateral decision already in December 1903. The first bilateral agreements, which also allowed outgoing cards, were announced in January 1905.

► Russia to Switzerland:

Yalta

25 March [7 April] 1905

Genève

13 April 1905

Foreign postcard
rate: 4 kopek



§§ Bilateral agreement announced in a Russian postal circular 18 [31] January 1905. However, a Swiss *Ordre de service* reported that divided cards could be sent to Russia already in July 1904. This may have been a response to the earlier unilateral decision by the Russian post to abstain from charging postage due for incoming divided cards.



► Russian post in Turkey to Germany:

ROPiT Smyrna

24 December 1905

[6 January 1906]

to Hamburg

Foreign postcard
rate: 20 para

§§ A message from the Russian post to the international bureau of the UPU, published in late December 1905, shows that a bilateral agreement was in place with Germany. Apparently, this agreement was also applied by the Russian post in Turkey.

☑ All Russian post offices in the Turkish empire were run by the Russian Steam Navigation and Trading Company (ROPiT). Since 1900 they used Russian stamps with overprints in local currency.

1.2 Postcard Rate

Japan to Denmark • NSW to Fiji

Bilateral Agreements

International Exchange

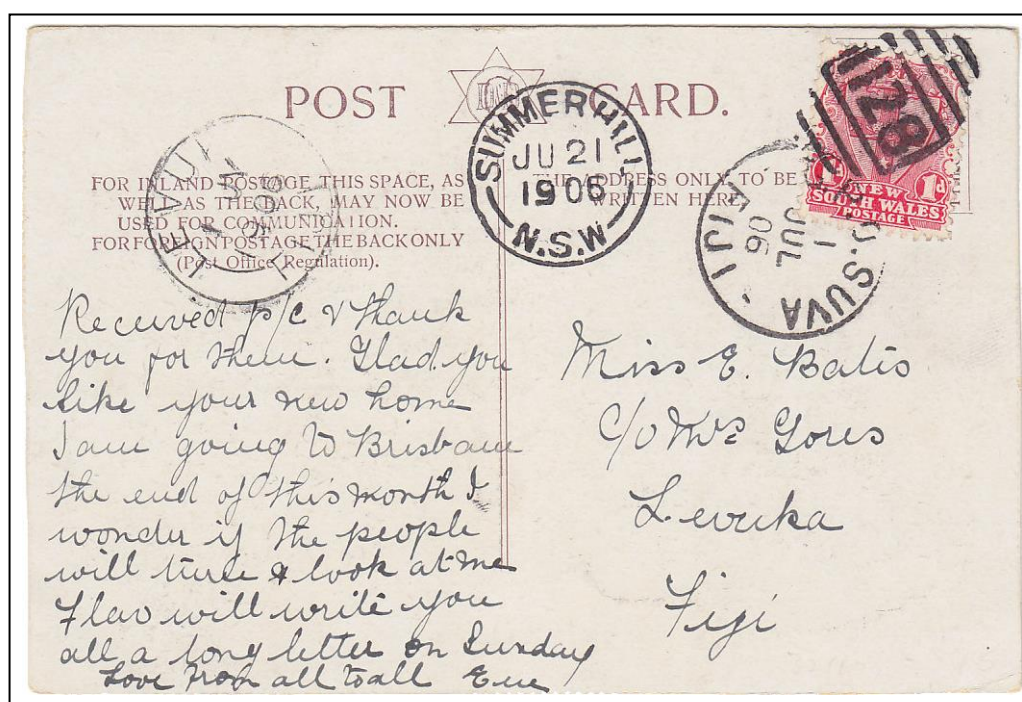


► Japan to Denmark:

Yokohama 20 August 1907 – Copenhagen

☐ Foreign postcard rate: 4 sen

§§ Bilateral agreement in force since 11 July 1907 according to a Danish postal circular. A surprisingly late agreement, announced shortly before general UPU regulations entered into force worldwide 1 October 1907. Since 25 August 1906, divided cards no longer received postmarks on arrival in Denmark.



► NSW to Fiji: Summerhill 21 June 1906 – Suva 1 July 1906 – Levuka 1 July 1906

☐ Postcard rate to Fiji and certain other British colonies: 1 penny

§§ Bilateral agreement: 14 May 1906. Australia made bilateral agreements with New Zealand and the UK in 1905, and with several British colonies in 1906.

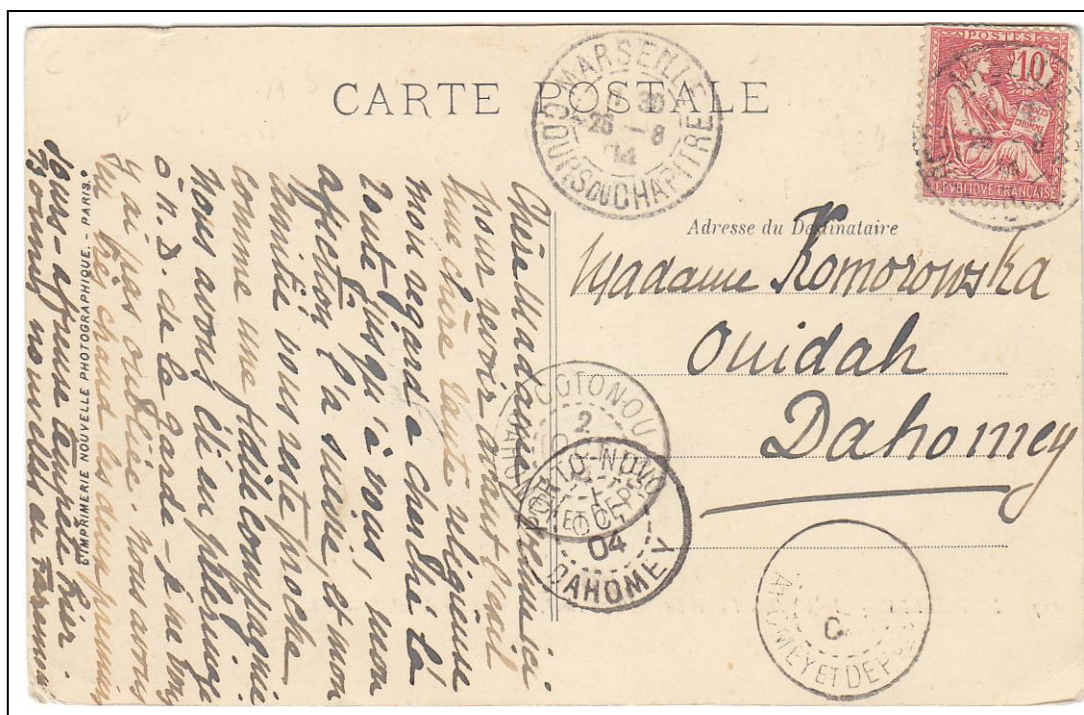
1.2 Postcard Rate

France to Dahomey • Germany to German New Guinea

Bilateral Agreements

Mail to the Colonies

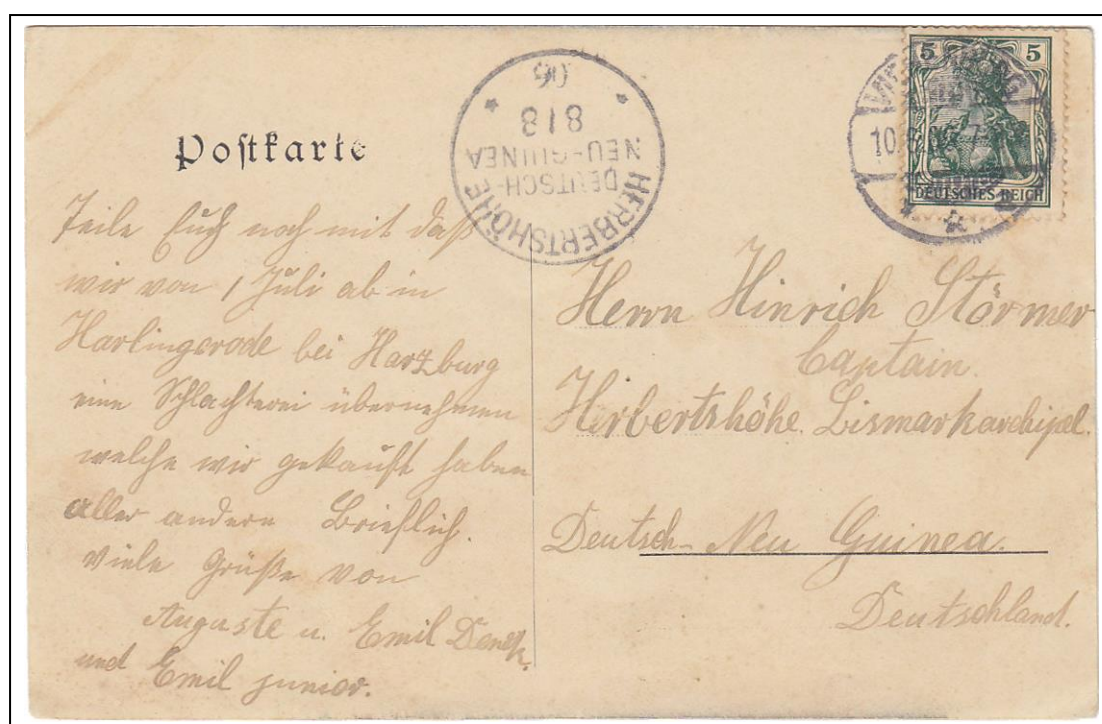
Colonial powers often had special agreements or arrangements for mail exchange with their colonies. The British empire was a particular case, as shown in section 2. This and the following pages show examples from France and Germany.



- France to Dahomey: Marseille 26 August 1904 – Porto Novo 1 October 1904 –
– Cotonou 2 October 1904 – Ouidah

☐ Foreign postcard rate: 10 centimes

§§ Divided cards could be sent from France to all French colonies from 16 May 1904.



- Germany to German New Guinea: Vienenburg 10 June 1906 – Herbertshöhe 8 August 1906

☐ Postcard rate (inland and for German colonies): 5 pfennig

§§ Inland rates and regulations applied between Germany and German colonies.

1.2 Postcard Rate

French Colonies to France

Bilateral Agreements

Mail from the Colonies

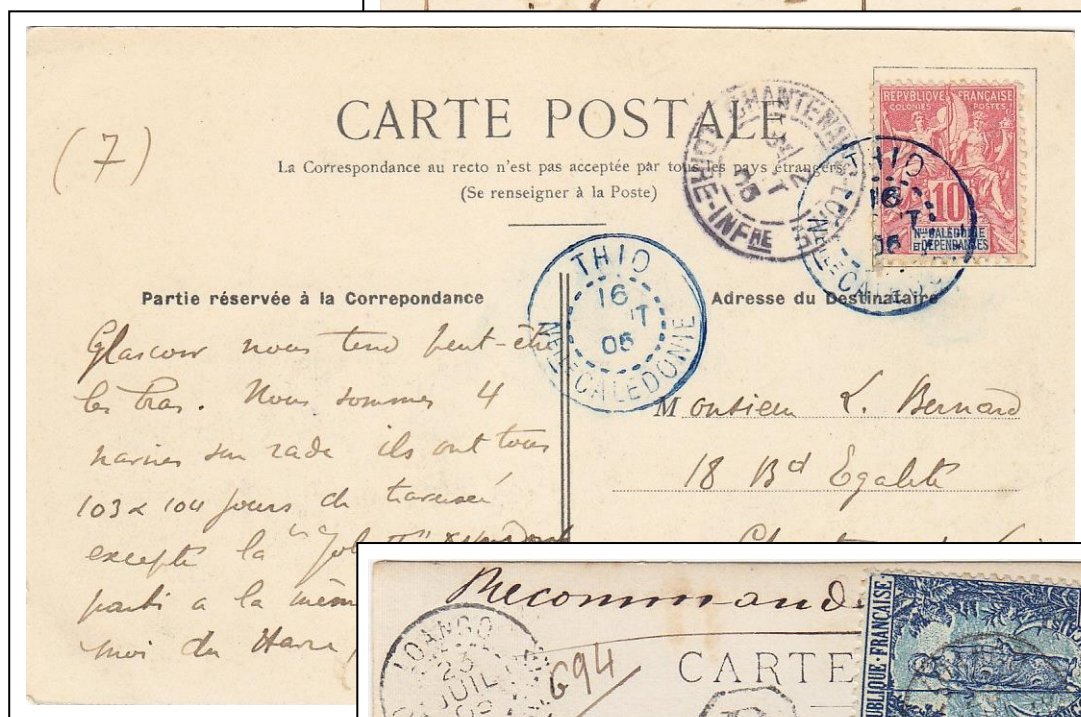
§§ The French postal circular from May 1904, which enumerates a number of countries that accepted incoming divided cards from France, also mentions the French colonies. Shortly afterwards, 8 August 1904, the French colonial minister announced that divided cards could also be sent in the other direction, from all French colonies to France.

► French Indochina
(Tonkin) to France:

Haiphong
31 March 1905

Nemours
2 May 1905

Foreign postcard
rate: 10 centimes



► New Caledonia
to France:

Thio 16 August 1905
Chantenay s-Loire
2 October 1905

Foreign postcard
rate: 10 centimes

► Registered divided
card from French
Congo to France:

Loango
23 July 1905

Asnières
23 August 1905

Foreign postcard rate:
10 centimes

Registration fee:
25 centimes



1.2 Postcard Rate

Kiautschou and Cameroon to Germany

Bilateral Agreements

Mail from the Colonies

§§ Germany did not accept divided cards at the postcard rate in exchange with non-European countries until 4 September 1906. Yet, as an exception, inland postal rates and regulations applied in mail exchange with German colonies and protectorates.

► Kiautschou to Germany:

Tsingtau

26 June 1906

Kiel

4 August 1906

☐ Postcard rate to Germany and German colonies/protectorates:
2 cents



☒ Chinese dollars/cents had replaced German mark/pfennig as the local currency of Kiautschou in 1905, and stamps with face values in the new currency were in use since 1 October 1905. 2 cents postage represented the equivalent of the 5 pfennig domestic postcard rate.



► Cameroon to Germany:

Dated Viktoria

9 June 1906

Deutsche Seepost Linie

Hamburg-Westafrika

XXXII

9 June 1906

Deutsches Schutzgebiet

Detmold

30 June 1906

☐ Postcard rate to Germany and German colonies/protectorates:
5 pfennig

☒ The Hamburg-West Africa line, also known as the 'Woermann Linie', was founded in 1845 by Carl Woermann and owned by the Woermann family until 1914. Postmarks from Deutsche Seepost Linie Hamburg-Westafrika were in use from 1894 to the outbreak of World War I. As many as 63 different postmarks (roman numerals I-LXIII) are known, some of them from several different ships. The present card was sent by S/S Lucie Woermann, where postmark no. XXXII was in use between 1902 and 1914.

1.3 Postcard Rate

Austria to Sweden • US to Costa Rica

Unilateral Decisions

To Facilitate the Use of Divided Cards

In addition to bilateral agreements, several postal administrations made unilateral decisions in order to facilitate the international exchange of divided postcards – to abstain from striking tax marks on outgoing postcards, to abstain from charging postage due for divided cards that arrived from abroad without tax marks, or both. In certain cases, divided cards could therefore be **sent at the postcard rate even if no bilateral agreement was in place.**

► Austria to Sweden:

Innsbruck
1 March 1906

Stockholm
4 March 1906

Foreign postcard
rate: 10 heller

No bilateral agreement between Austria and Sweden was in place when this card was sent. An agreement was later announced in a Swedish postal circular dated 30 March 1906.



§§ Unilateral decision by Austria to abstain from applying tax marks on outgoing postcards (regardless of bilateral agreements): Postal *Verordnung* published 28 February 1905.

§§ Unilateral decision by Sweden to abstain from charging postage due for incoming divided postcards without T marks (regardless of bilateral agreements): 1 April 1905.



► USA to Costa Rica:

Boston MA
4 August 1907

New Orleans
7 August 1907

Limon
16 August 1907

Foreign postcard
rate: 2 cents

There is no recorded agreement between the US and Costa Rica, but due to unilateral decisions this card could still be sent at the postcard rate.

§§ Unilateral decision by the US to abstain from applying tax marks on outgoing postcards (regardless of bilateral agreements): Order by the Postmaster General 28 June 1907, published in the *Daily Postal Bulletin* 29 June 1907.

§§ Unilateral decision by Costa Rica to abstain from charging postage due for incoming divided postcards without T marks (regardless of bilateral agreements) reported by the UPU 15 January 1906.

British East Africa to Switzerland

To Facilitate the Use of Divided Cards

It was primarily in Europe, North America, Japan and certain British colonies with large amounts of international mail that explicit regulations for divided cards were announced, tax marks were struck, postage due was charged and bilateral agreements were initiated. In more remote places it seems that postal officials often cared little about the layout of picture postcards and, in particular, were not very keen to surcharge divided cards.

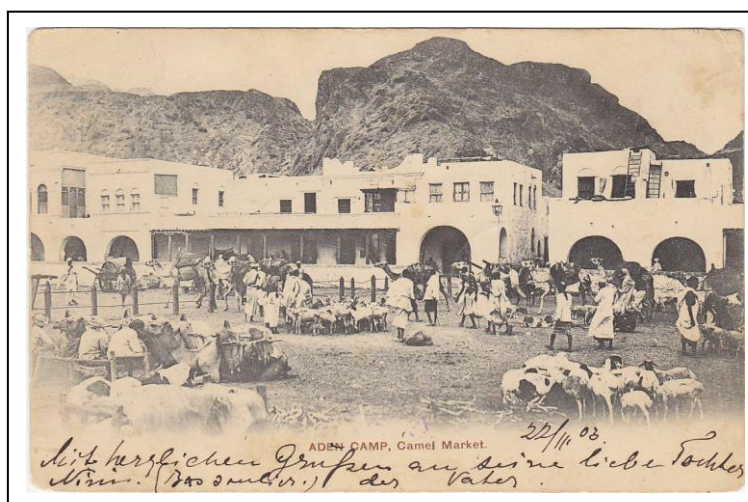


- British East Africa to Switzerland: Mombasa 22 November 1903 –
– Aden 15 December 1903 – Schaffhausen 25 December 1903

 Foreign postcard rate: 1 anna

§§ There is no recorded agreement between British East Africa and Switzerland, yet this card was accepted at the postcard rate. The post in Mombasa struck no T mark, and the card arrived on 25 December 1903 – **only two days after the announcement of a unilateral decision by the Swiss post that no postage due should be charged** for divided cards arriving from abroad without T marks.

☒ The card shows a view from the camel market in Aden. It is thus a very early divided postcard with a non-British topographical motive.



(Copy)

1.4 Postcard Rate

Belgium • Spain • Victoria to NSW

Accepted Without Message

Domestic Use

Even before national postal regulations allowed divided postcards, such cards were usually accepted at the postcard rate as long as the sender did not write any personal message on the address side.

► Belgium:

Eecloo

26 December 1904

Bruxelles

26 December 1904

Postcard rate:

5 centimes

§§ Divided postcards with message on address side accepted for domestic use: 1 September 1905



► Spain:

S^a Feliu de Guixols

7 October 1905

to Barcelona

Postcard rate:

10 centimos

§§ Accepted for domestic use: 7 December 1905

► Victoria to NSW:

Ararat

28 July 1904

North Sydney

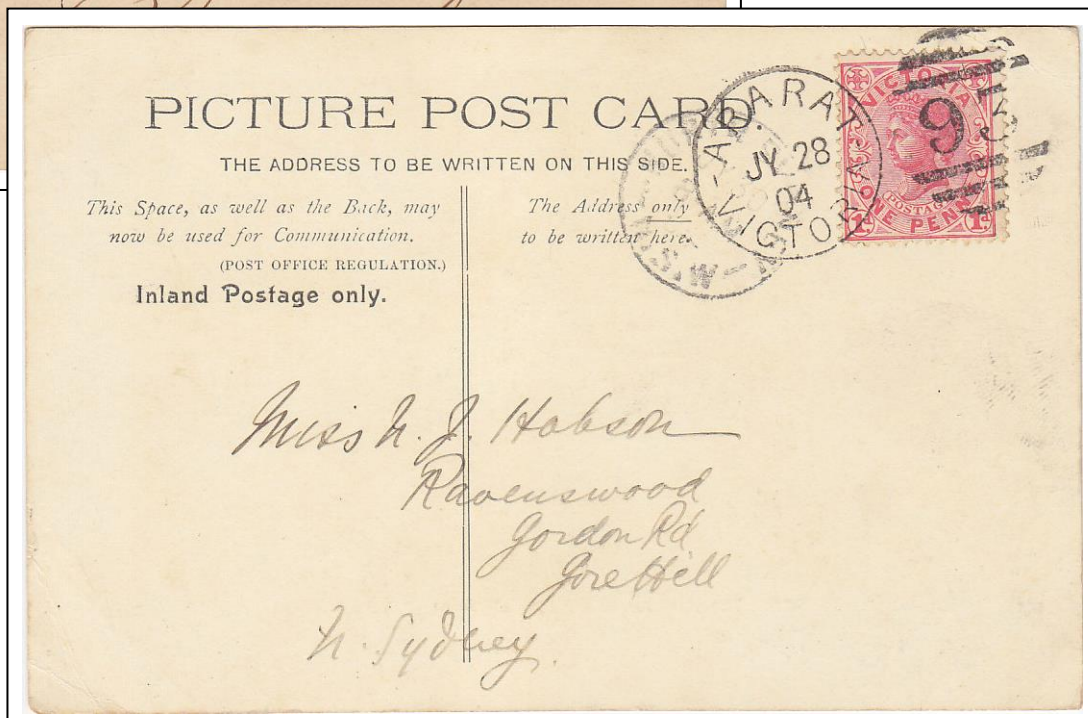
30 July 1904

Postcard rate:

1 penny

§§ Accepted in the Commonwealth of Australia:

6 December 1904



1.4 Postcard Rate Various Countries

Accepted Without Message Prior to Bilateral Agreements

§§ Divided cards were also allowed in international mail exchange, as long as they followed UPU regulations for postcards, i.e. only the addresses of the recipient and the sender were permitted on the address side in addition to postal notes.

► French Somali Coast
to Belgium:

Djibouti 9 January 1905

Liège 21 January 1905

Foreign postcard rate:
10 centimes

§§ No message allowed
prior to bilateral agreement
31 January 1906.



► Natal to Norway:

Eshowe 22 December 1905

Porsgrund 16 January 1906

Foreign postcard
rate: 10 øre

§§ No message allowed
prior to bilateral agreement
27 June 1906.



► Austria to the UK:

Semmering

30 August 1905

London

31 August 1905

Foreign postcard
rate: 10 heller

§§ No message allowed
prior to bilateral agree-
ment in December 1905.

1.4 Postcard Rate

Germany to Sweden • UK to Germany

Accepted Without Message

Prior to Bilateral Agreements

The different rules for inland and foreign mail were obviously confusing for correspondents. Some managed to get correct information on how to use the divided cards, others did not.

► Germany to Sweden:

Sassnitz

7 July 1905

Göteborg

8 July 1905

► Forwarded within

Sweden

Göteborg

8 July 1905

to Stora Rör

☐ German foreign

postcard rate:

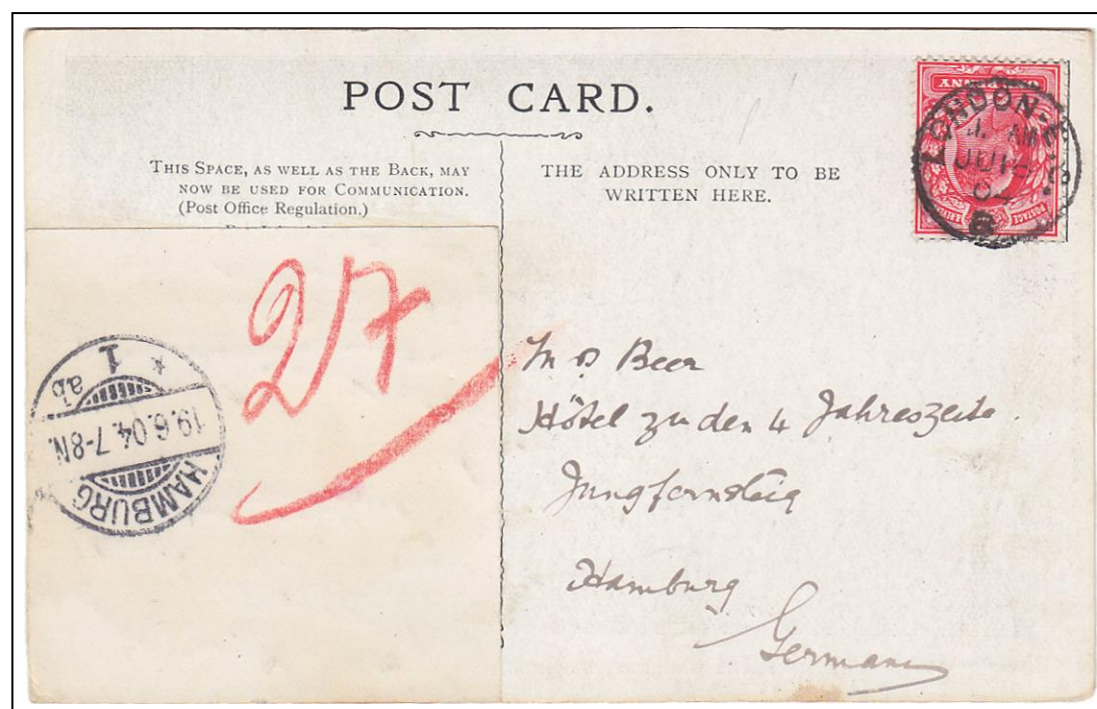
10 pfennig

☐ Swedish domestic

postcard rate: 5 öre



§§ Bilateral agreement Germany-Sweden: 1 September 1905. The card was sent from Germany without message on the address side and therefore accepted at the postcard rate. When forwarded in Sweden, a message dated 8 July was added. **This was permitted within Sweden since 1 April 1905, but required new postage.**



► UK to Germany:

London

18 June 1904

Hamburg

19 June 1904

☐ Foreign postcard

rate: 1 penny

§§ No message allowed

prior to bilateral

agreement

12 December 1905

☑ The sender has started writing a message on the address side, then realized that this was not allowed and **pasted a piece of paper to cover the message**. UPU rules only allowed stamps and postal labels to be attached to postcards, so if discovered, the card would have been taxed as a letter. But it seems the card escaped surcharge – ‘27’ is more likely a room number at the hotel where the addressee was staying. The sender writes, on the image side: *Am much perturbed because I fear you must have had to pay excess on a p.c. I sent you ... I wrote on the face. So sorry.*

1.4 Postcard Rate

France to the US • Sierra Leone to Belgium

Accepted Without Message

No Bilateral Agreements

► French sea post
to the US:

Written in Montevideo

14 May 1905

Buenos Ayres à Bordeaux

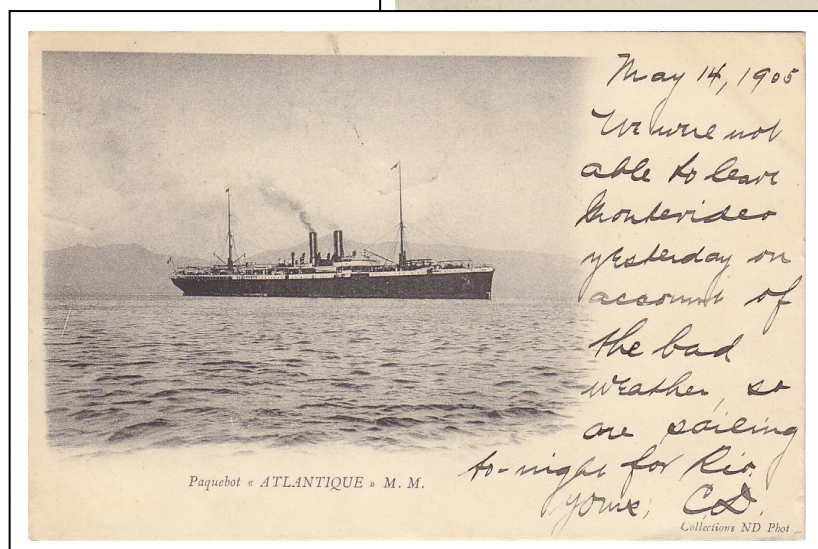
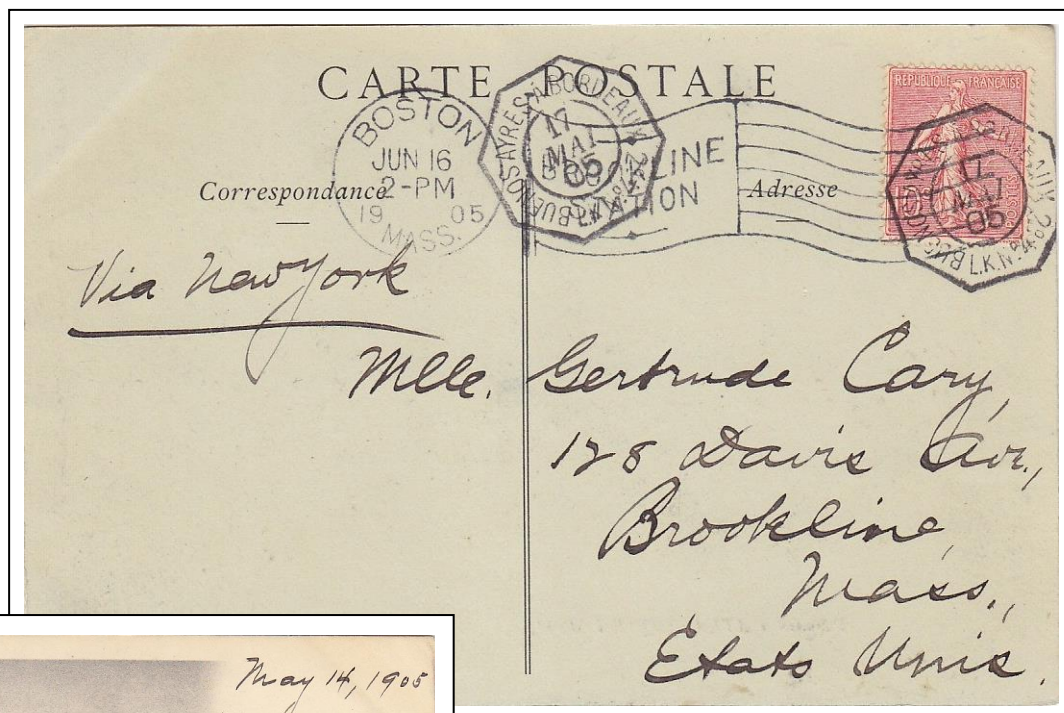
17 May 1905

'Via New York'

Boston / Brookline MA

16 June 1905

☐ Foreign postcard rate:
10 centimes



§§ There is no recorded agreement between France and the United States.

☑ The postcard was sent by French paquebot *Atlantique* which left Buenos Aires 12 May 1905 and arrived in Bordeaux 4 June 1905. Twelve days later, after having crossed the Atlantic a second time (but this time not with the *Atlantique*), the card reached the US.

(Copy)

► Sierra Leone
to Belgium:

Freetown

29 November 1904

Ship Letter London

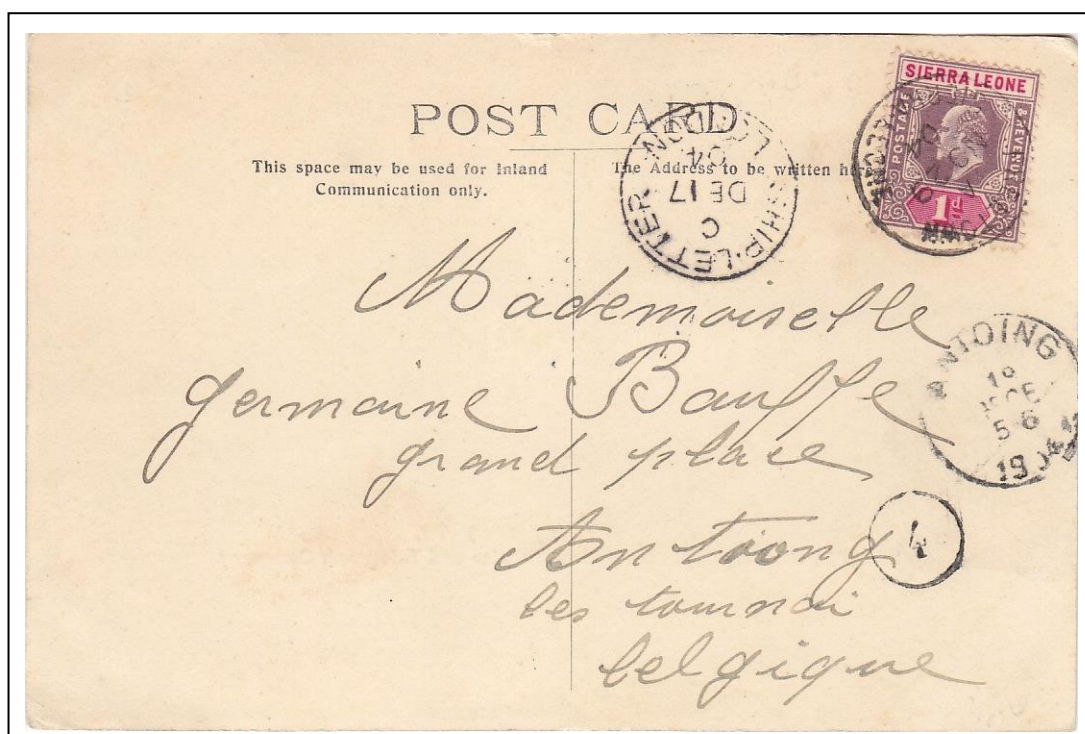
17 December 1904

Antoing

18 December 1904

☐ Foreign postcard
rate: 1 penny

§§§ There is no recorded
agreement between
Sierra Leone and
Belgium.



1.4 Postcard Rate

Germany to Chile and India/Burma

Accepted Without Message

No Bilateral Agreements

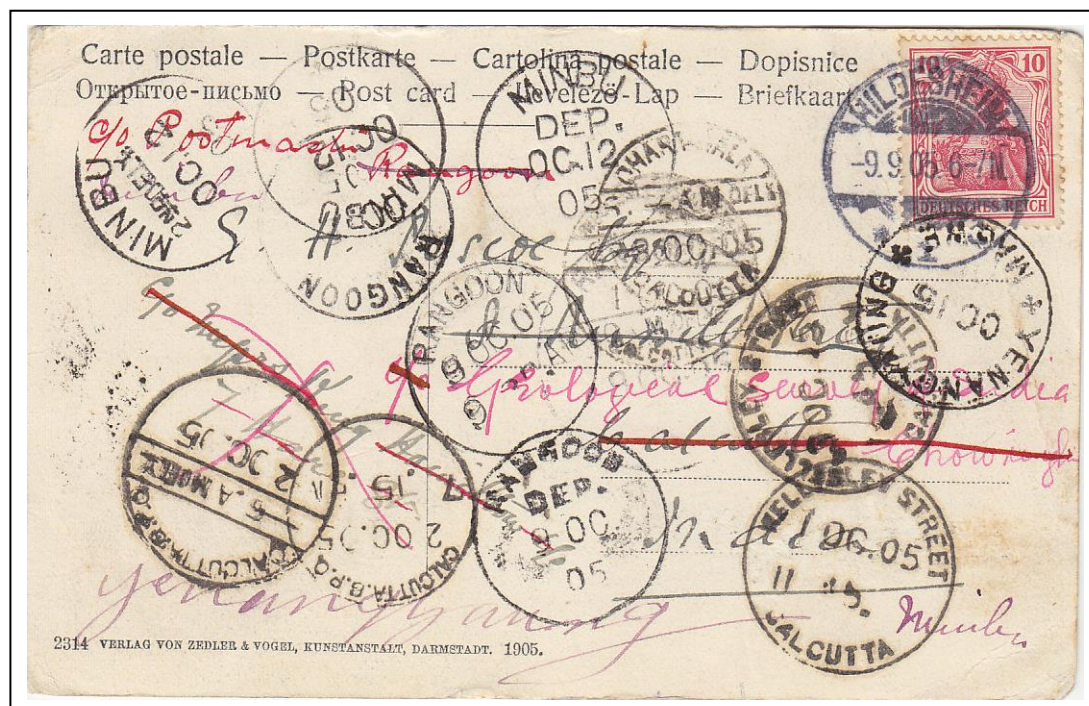
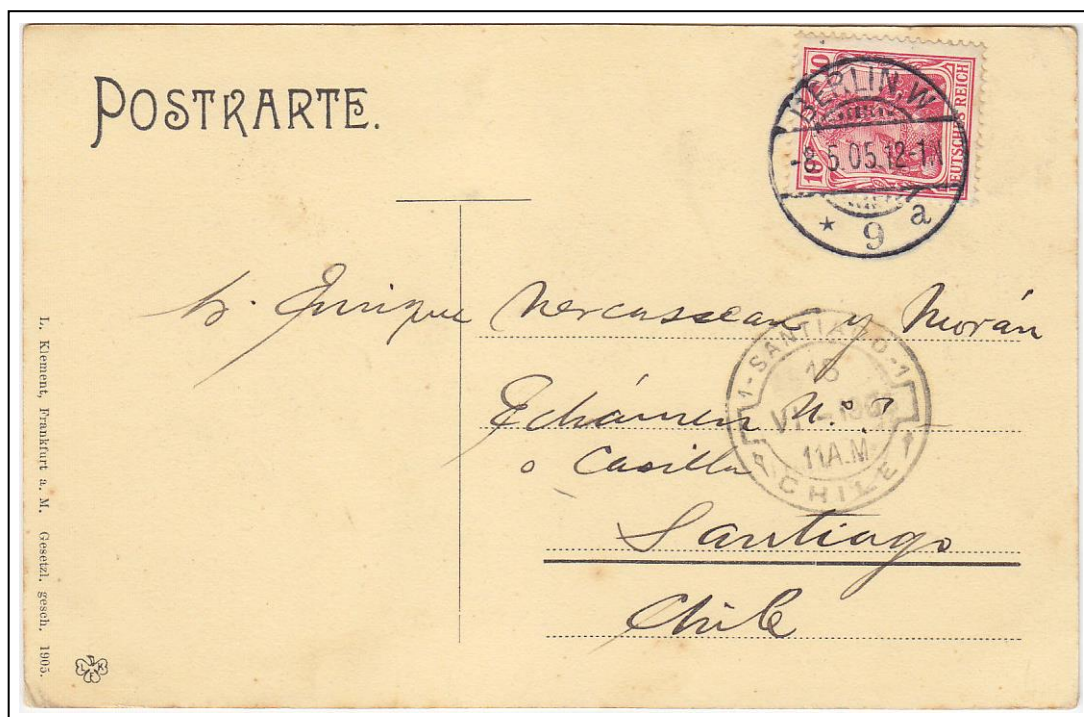
§§ A German postal circular dated 4 September 1906 announced that divided cards could be sent at the postcard rate to all non-European countries. There is no indication that this reflected a set of bilateral agreements – it rather appears as a unilateral decision taken by the German post. In September 1906, most other countries in the world had already stopped charging postage due for incoming divided cards without tax marks from the sending country. Prior to the 4 September circular, however, Germany consistently struck tax marks on divided cards sent outside Europe if they had messages on the address side. The two cards shown here were accepted at the postcard rate only because no personal messages were written on the address side.

► Germany to Chile:

Berlin
8 May 1905

Santiago
18 June 1905

Foreign postcard
rate: 10 pfennig



► Germany to India:

Hildesheim
9 September 1905

Calcutta
1-3 October 1905

► Forwarded to and within Burma:

Rangoon
9 October 1905

Minbu
12 October 1905

Yenangyaung
15 October 1905

Foreign postcard
rate: 10 pfennig

☒ Many postal authorities, including the German *Reichs-Postamt*, were initially reluctant to accept divided postcards, as they wanted to have the entire address side at their disposal for postmarks and postal notes. This card illustrates their point...

2. Imperial Penny Postage

The Imperial Penny Postage represents a special case in the postal treatment of divided postcards. UPU regulations gave member states the right to make agreements about lower postal rates than those decided by the UPU. This was often done by neighbouring countries. A more far-reaching initiative was taken by postal officials of the United Kingdom and members of the British Empire on 25 December 1898, with the launching of the Imperial Penny Postage. Among the members of the penny postage scheme, letters of ½ oz. as well as postcards could be sent for one penny, which had previously been the foreign postcard rate. Membership in this scheme was optional, but most British colonies, dominions, protectorates and other related territories joined, either from the start or in the following years.

As the penny postage applied to both letters and postcards, this meant that divided postcards with correspondence on the address side could, from the start, be sent at the normal foreign postcard rate in many parts of the world. This section shows divided cards sent for penny postage from the UK (2.1), to the UK (2.2) and outside the UK (2.3). But it also highlights that this opportunity was poorly advertised and therefore not used to the extent that one might have expected (2.4).

► UK to New Zealand:

Windermere

14 July 1903

Wellington

26 August 1903

Nelson

28 August 1903

§§ New Zealand joined the penny postage scheme 1 January 1901.



► UK to Malta:

Chester

15 August 1903

Valletta

21 August 1903

§§ Malta joined the penny postage scheme 1 April 1899.

☐ These two cards were sent at penny postage in July and August 1903 – long before bilateral agreements were made about divided postcards in international mail exchange.

2.1 Imperial Penny Postage

British Guiana • China • CGH

From the UK to her Colonies

and Other Related Territories

➤ **UK to British Guiana:**

Addingham

26 September 1906

Georgetown

20 October 1906

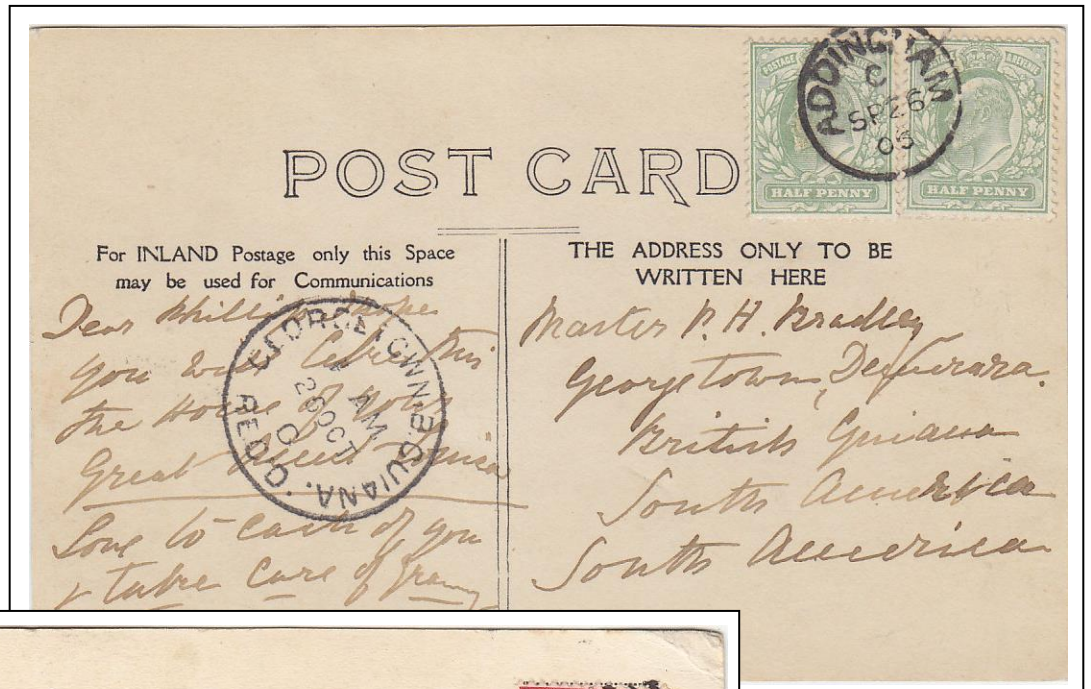
§§ British Guiana

joined the penny

postage scheme

from the start,

25 December 1898.



➤ UK to China:

Northampton

14 August 1905

Shanghai B.P.O.

(British Post Office)

16 September 1905

§§ Penny postage

from the UK to British

post offices in China was

introduced 1 May 1902.



► UK to Cape of Good Hope:

Edinburgh

8 August 1906

Barkly East

31 August 1906

§§ Penny postage from

the UK to Cape of Good

Hope was introduced

1 September 1899.



2.2 Imperial Penny Postage

India • Lagos • Canada

To the UK from her Colonies and Other Related Territories

➤ India to the UK:

Multan

20 December 1905

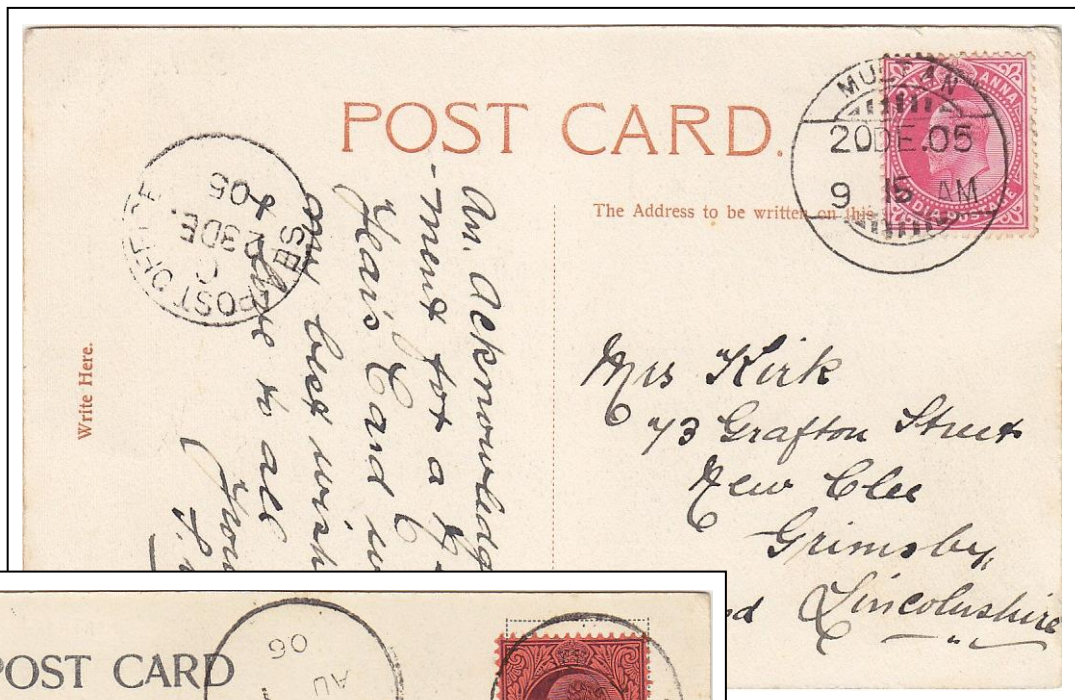
Sea Post Office

23 December 1905

to Grimsby

☐ One anna was the equivalent of one penny.

§§ India joined the penny postage scheme 25 December 1898.



➤ **Lagos to the UK:**

Sapele 1 August 1906
to Jersey

§§ The Lagos colony
joined the penny
postage scheme
25 December 1898.



➤ Canada to the UK:

Portage La Prairie
10 May 1905

Leeds

23 May 1905

☐☐☐ Two cents were the equivalent of one penny.

§§ Canada joined the penny postage scheme 25 December 1898.



§§ This sender used far more than half the address side for the written message, in violation of the normal rules for divided postcards. But that did not matter, as the penny postage applied to letters as well as to postcards.

2.3 Imperial Penny Postage Various Countries

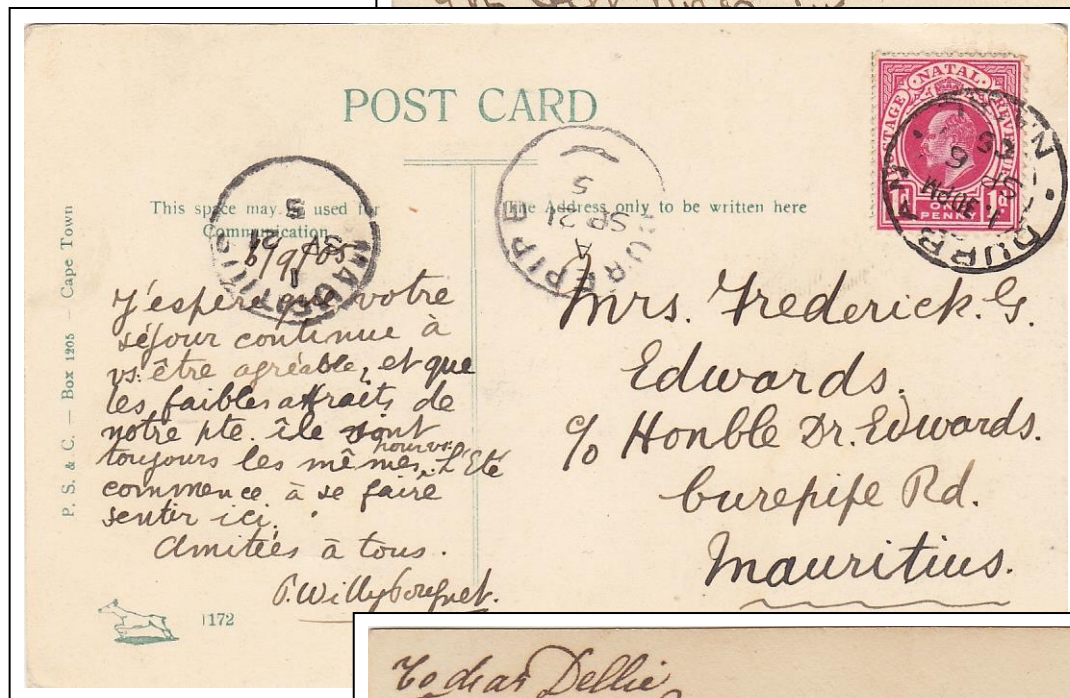
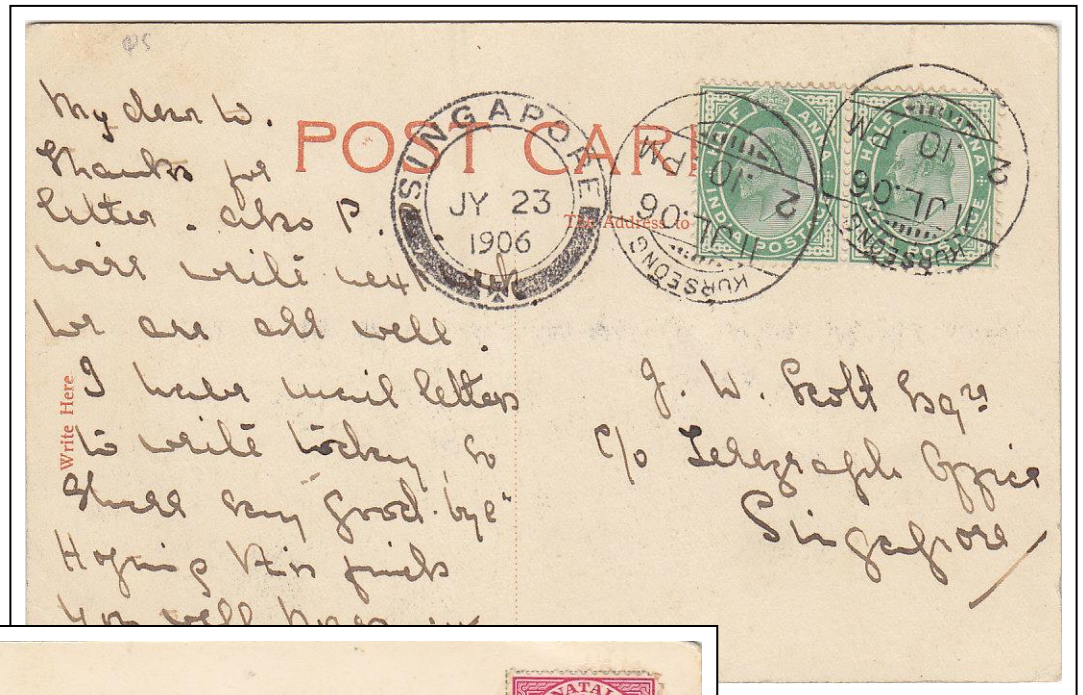
Outside the UK Throughout Most of the British Empire

► India to Straits Settlements:

Kurseong
11 July 1906

Singapore
23 July 1906

☐ One anna was the
equivalent of one penny.



► Natal to Mauritius:

Durban

6 September 1905

Mauritius

21 September 1905

Curepipe

21 September 1905

► St. Lucia to Antigua:

Castries

21 November 1905

St. John's

23 November 1905

§§ India, Straits Settlements, Natal, St. Lucia and Antigua joined the penny postage scheme from the start in 1898. Mauritius followed suit on Queen Victoria's 80th birthday, 24 May 1899.



2.4 Imperial Penny Postage

UK to Cook Islands • BCA to the UK

No Message on Address Side

In Spite of Penny Postage

Even though the penny postage scheme allowed writing on the address side of postcards, divided cards were very often sent within the British empire without such messages. This was probably due to the UPU regulations for postcards, and to the instructions printed on many divided postcards, saying that writing on the address side was only permitted in inland mail.

► UK to Cook Islands:

Eastbourne

10 September 1905

Auckland

22 October 1905

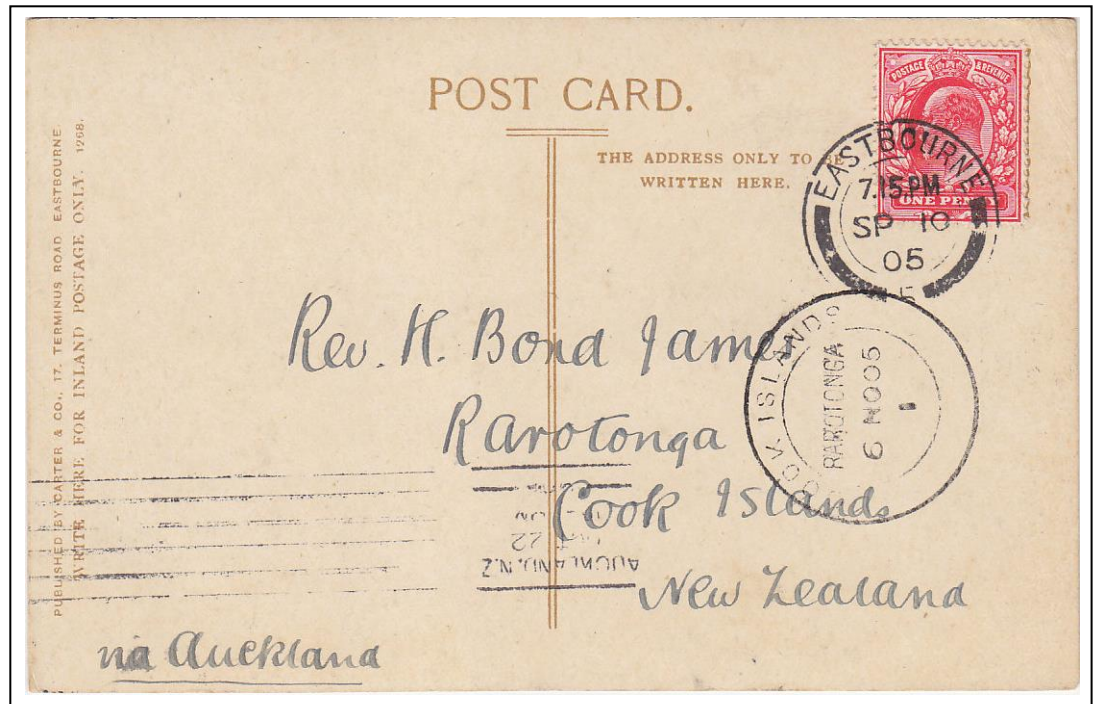
Cook Islands

Rarotonga

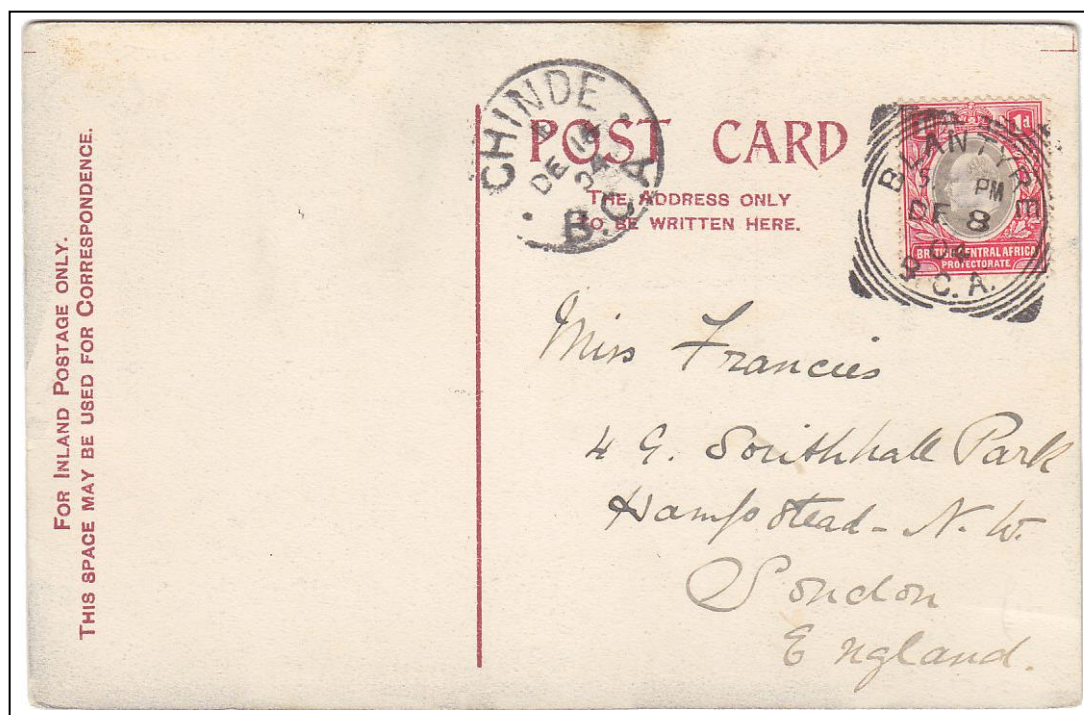
6 November 1905

☒ Instruction:

*Write here for inland
postage only.*



§§ New Zealand dependencies, including Cook Islands (above), joined the penny postage scheme in August 1901. The British Central Africa Protectorate (below) was a member from the start, 25 December 1898. Although penny postage applied, the space for messages was left unused on these cards, possibly because they both had instructions that correspondence on the address side was only allowed for 'inland postage'.



► British Central Africa Protectorate to the UK:

Blantyre

8 December 1904

Chinde

16 December 1904

to London

☒ Instruction:

*For Inland Postage only.
This space may be used
for Correspondence.*

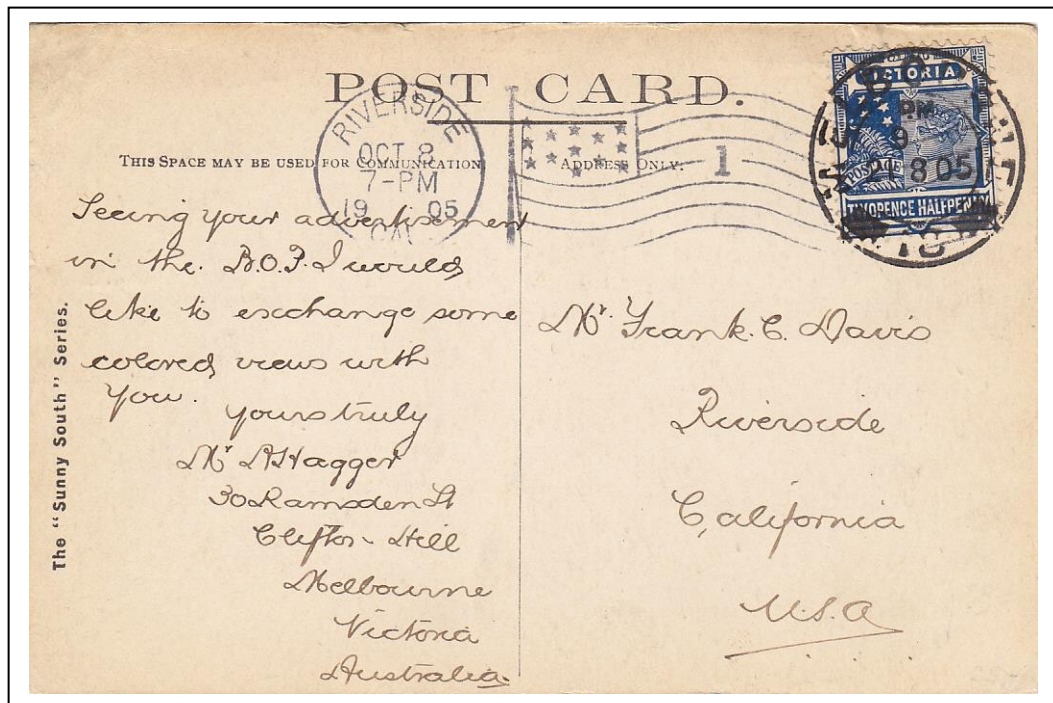
3. Letter Rate

Before messages were accepted on the address side, divided postcards should be treated as letters in international mail exchange, according to UPU rules. These rules were normally also incorporated into national regulations about domestic mail. At times the senders were aware of this and applied letter postage.

However, divided postcards with correct letter postage are difficult to find. To begin with, divided cards were usually not produced and sold in places where they were not allowed for domestic use, which makes domestic letter postage (3.1) very rare in most countries.

With regard to international mail exchange, there were often printed instructions on divided cards that no message could be written on the address side when the card was used abroad, or when sent to countries that did not allow such messages. The possibility to write a message for letter postage was hardly ever mentioned. In addition, those (few) senders who knew the rules usually wrote their message on the image side rather than paying the more expensive letter rate. Divided cards with correct foreign letter postage are therefore also difficult to find. The exhibit shows cards for which correct letter rate has been paid prior to bilateral agreements (3.2), prior to imperial penny postage (3.3) and in the absence of any agreement (3.4).

When divided postcards appear with letter postage, a common reason is probably that the addressee had previously paid postage due for a divided card, and pointed out to the sender that additional postage was needed in the future. However, due to lacking knowledge of the rapidly changing regulations, it sometimes happened that senders applied letter postage in cases when that was not required (3.5).



► Victoria to the United States:

Melbourne 21 August 1905 – Riverside CA 8 October 1905

☑ Foreign letter rate: 2½ pence

§§ There is no recorded bilateral agreement between the commonwealth of Australia and the United States. The US made a unilateral decision on 28 June 1906 that incoming divided cards should be accepted at the postcard rate, but prior to that date letter postage was required.

3.1 Letter Rate

Sweden • United States

Domestic Mail

Required under National Rules

Divided cards sent at the domestic letter rate are rare in most countries, as such cards were usually not for sale in places where they could not be sent at the postcard rate.

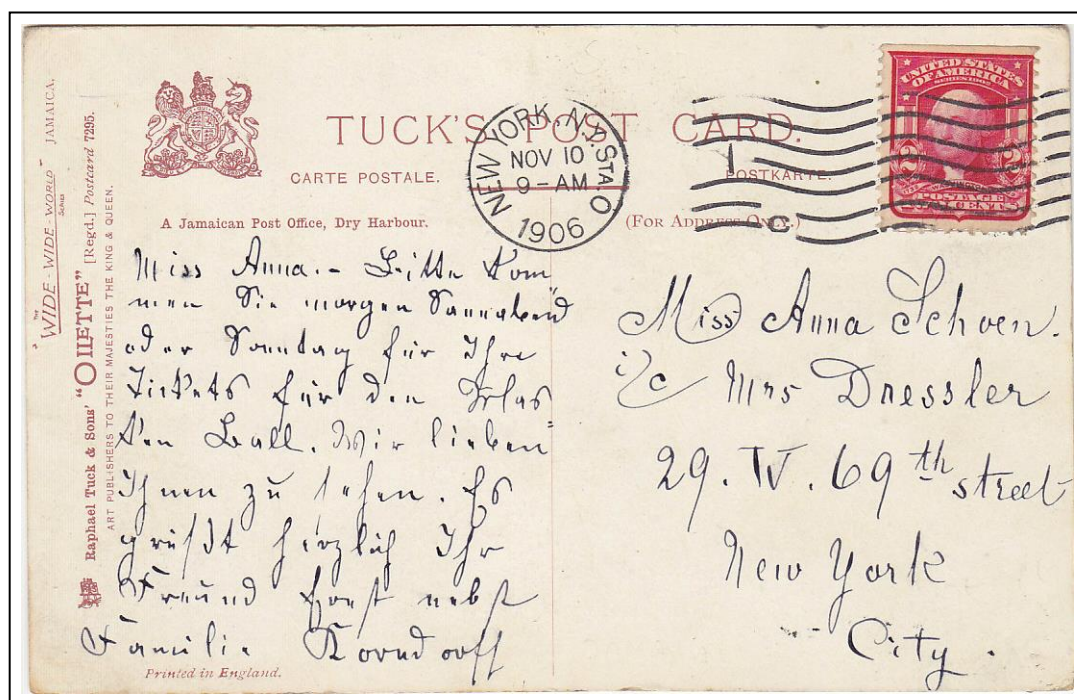


► Sweden: Stockholm 15 March 1905 – Östersund

☐ Domestic letter rate: 10 öre

§§ Divided cards were accepted in Sweden 1 April 1905. Before that date, divided cards from Swedish publishers (in this case Paul Heckscher, Stockholm) are rare.

☑ The card shows a photo of an actress. It was the actress herself who sent the card, and apparently she knew that it required letter postage.



► Local use in the US: New York 10 November 1906

☐ Domestic letter rate: 2 cents

§§ Divided cards were accepted for domestic use in the US 1 March 1907.

Prior to that date, letter postage was required.

3.2 Letter Rate

UK to France and the United States

Prior to Bilateral Agreements

Required under UPU Rules

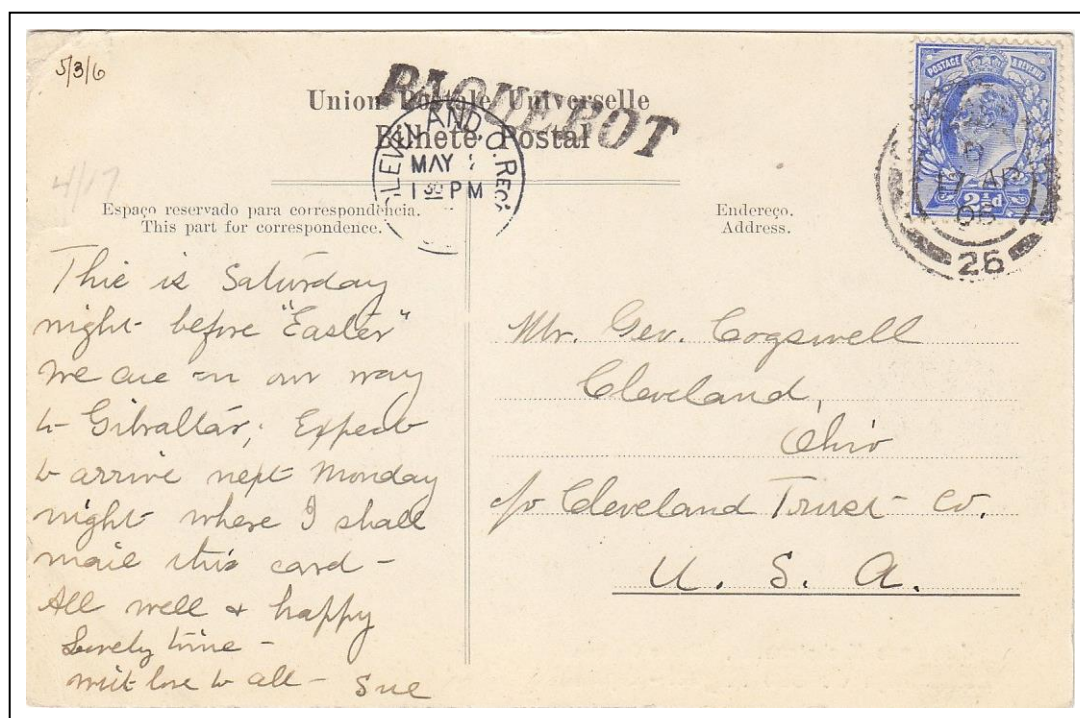
Before bilateral agreements about divided cards were made, letter postage was required.



► UK to France: Nottingham 8 November 1905 – Lyon

☐ Foreign letter rate: 2½ pence

§§ Letter postage required prior to a bilateral agreement announced in a British postal circular dated 12 December 1905.



► UK sea post to the United States:

Paquebot – Gibraltar 17 April 1906 – Cleveland OH 2 May 1906

☐ Foreign letter rate: 2½ pence

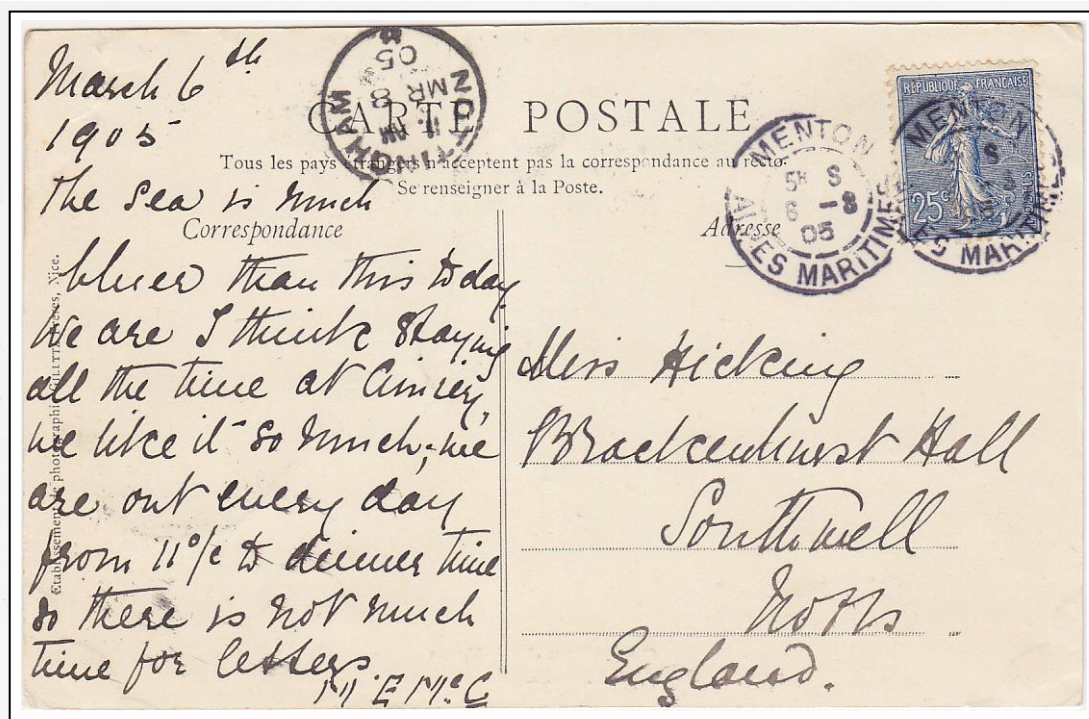
§§ Letter postage required prior to a bilateral agreement announced in a British postal circular 21 August 1906. Postcards in the other direction, from the US to the UK, were not allowed until 1 March 1907.

3.2 Letter Rate

France and Victoria to the UK

Prior to Bilateral Agreements

Required under UPU Rules

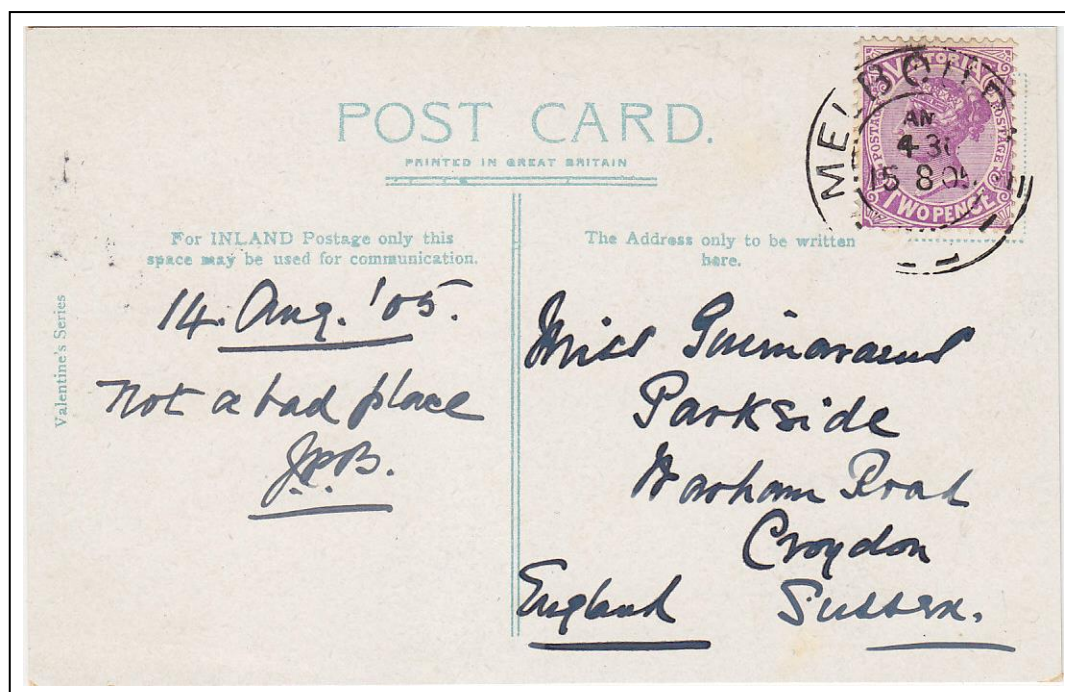


► France to the UK:

Menton 6 March 1905 – Nottingham 8 March 1905 – Southwell

☐ Foreign letter rate: 25 centimes

§§ Letter postage required prior to bilateral agreement announced in the French *Bulletin Mensuel* of November 1905 (and again in December 1905).



► Victoria to the UK:

Melbourne 15 August 1905 – Croydon

☐ Letter rate to the UK: 2 pence

§§ Letter postage required prior to bilateral agreement recorded 22 November 1905 by the Postmaster-General in Melbourne. Ordinary foreign letter rate from Australia was 2½ pence. The reduced 2 pence rate to the UK (and to certain British colonies) was in force since 1 June 1905.

3.2 Letter Rate

Germany to France • Bavaria to the UK

Prior to Bilateral Agreements

Required under UPU Rules



► Germany to France: Wiesbaden 23 May 1905 – Paris

☐ Foreign letter rate: 20 pfennig

§§ Letter postage required prior to a bilateral agreement 1 September 1905.



► Bavaria to the UK: Muenchen 7 November 1905 – London

☐ Foreign letter rate: 20 pfennig

§§ Letter postage required prior to a bilateral agreement announced in a German postal circular dated 24 November 1905.

§§ Germany did not allow divided cards to be sent abroad until September 1905, when bilateral agreements with most European countries were announced. One exception was the UK, where an agreement did not come in place until late November.