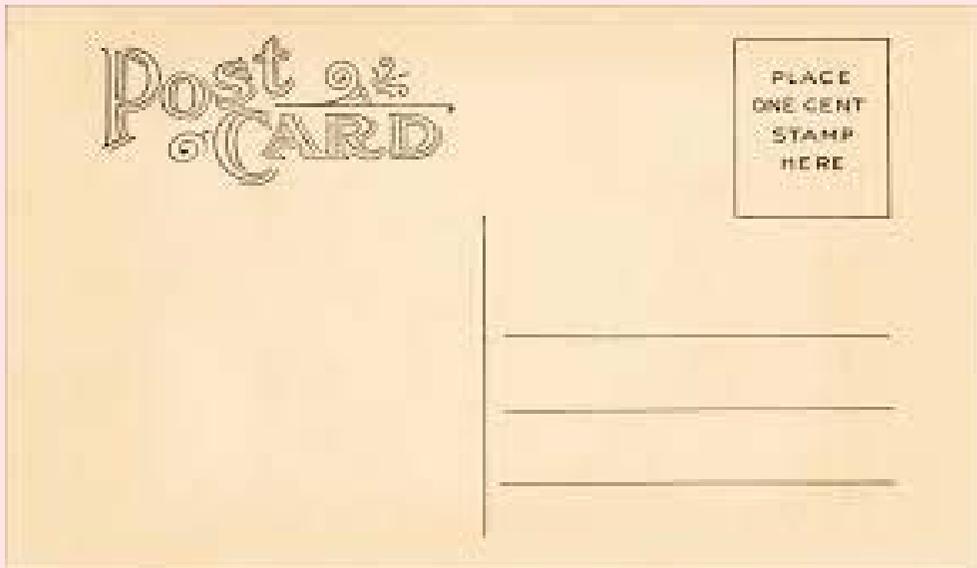


# The Postcard

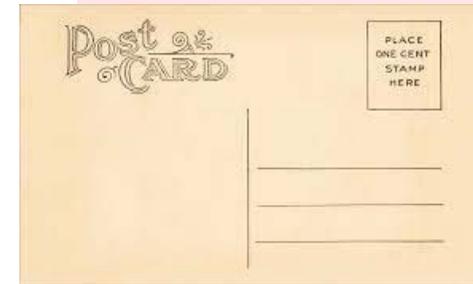


When travelling overseas, many people will buy postcards depicting the beautiful scenery or the local culture. They will pen their feelings and experiences on such postcards and mail it to their family and friends. Others may also like to collect postcards from different countries. It gives the impression that they are travelling to these countries through the writings and pictures.



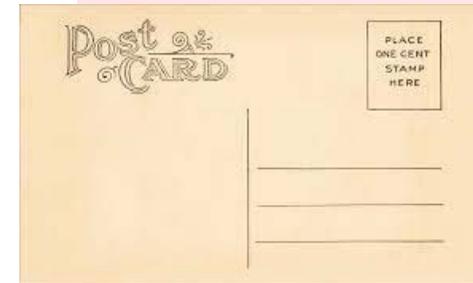
The idea of the postcard originated in October 1865 by a German artist who completed his painting on a piece of cardboard and wrote a greeting on the back of the card. He realized that his painting could not fit into any envelope when he wanted to mail it.

The postal worker suggested that he write the name and address of the recipient on the cardboard and openly mail it to his friend. The news spread to the post master general of the German Empire, Heinrich von Stephan, who found the mailing card to be a new letter form. It was a simple and effective communication tool. He then proposed to the government to adopt the idea of a postcard but his proposal was rejected.



Austrians, on the other hand, favored the novel idea. Dr Emanuel Hermann of Vienna (an Economics professor), proposed the idea of the postcard again; this time it greatly impressed the Austrian Post Office. On 1st October 1869, the world's first government postcard was born. The light yellow postcard, with imprinted stamps (worth two Austrian cents) were identical to the size of a normal envelope. The sender wrote the recipient's name and address on the front page, and penned no more than 20 words at the back.

When the German Empire heard the news of the popular postcards in Austria, they too eventually introduced postcards in the following year.



There are many different designs of postcards these with improvements in material and quality. Some firms even use postcards as a promotional tool. Postcards printed with landmarks or popular sites are popular souvenirs among travelers.

### Food for Thought:

- Creative ideas are everywhere.
- People living in their comfort zones prefer to follow rules. They are doubtful of new ideas and opportunities. You must be daring to try new opportunities.

