



Easter

greetings



COURTESY OF CHELLEY KITZMILLER

A selection of Easter postcards from Chelley Kitzmiller's collection

Colorful postcards have long been a popular part of spring holiday

In a simpler time, Easter greetings by way of a simple yet ornate postcard were as common as the Easter Bunny.

The first recorded use of the postcard can be traced back to December 1848. The "private postal card" was developed by Philadelphian John P. Charlton, who later transferred the copyright to H.L. Lipman. The Lipman cards, which had a border pattern and were labeled "Lipman's postal card, patent applied for" were sold until 1873 when the first government postcards came on the scene.

Europeans were equally engaged in the production and sending of postcards. The French postcards of the Eiffel Tower in 1889 and 1890 boosted the postcard's popularity.

But one of the most popular uses of postcards was for holiday greetings, including Easter. Images of angel-faced children wearing Easter bonnets, baskets of colored eggs, bunnies and chicks were all popular motifs. Other more religious postcards incorporated Bibles, crosses and lilies.

—Chelley Kitzmiller, Special to *The Californian*

