

# THE HISTORY OF christmas cards

## PRE-1843

British Christmas tradition is to hand write lengthy holiday letters and deliver them to friends each December.



## 1843



Sir Henry Cole commissions Mr. John Calcott Horsley to design and print the first-ever Christmas card which he could send to all his friends at once.

## 1848



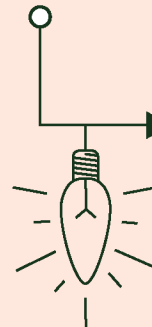
William Maw Egley is credited with designing the second ever Christmas card, which depicts several different holiday celebration scenes.

## THE 1850s

The tradition of printing Christmas cards and sending them is in full swing.

## THE 1860s

Marcus Ward becomes the first stationer to focus primarily on producing greeting cards and Christmas cards.

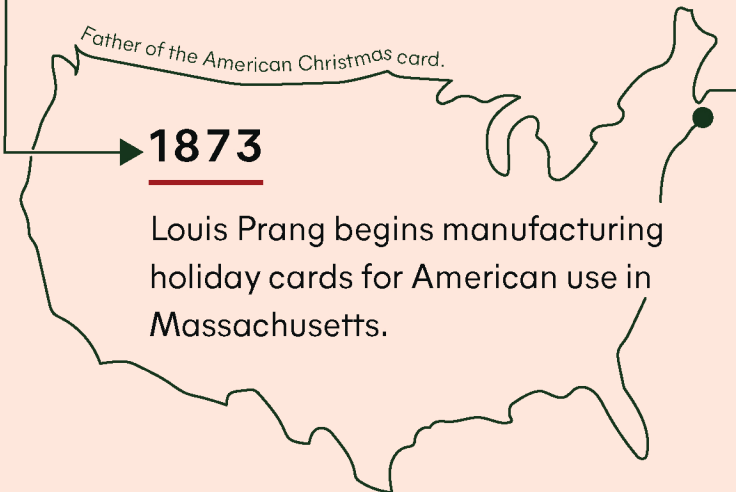


He hires two famous artists to create elevated imagery for his cards.

## 1873

Louis Prang begins manufacturing holiday cards for American use in Massachusetts.

*Father of the American Christmas card.*



A **gimcrack** is a cheap toy trinket like an ornament or figurine. Also called a knickknack or tchotchke.

## THE 1890s

American-made Christmas cards begin to lose popularity due to cheaper alternatives and new traditions of sending **gimcracks** to friends instead.

## THE 1900s

Kodak introduces the first mass-market camera and people begin using Christmas cards again to send family photos.

## 1915

Hallmark, founded by the Hall Brothers, begins printing colorful holiday cards and creates renewed demand for decades to come.

## MID-CENTURY

Card companies begin to compete with each other by commissioning famous artists like Salvador Dalí and Norman Rockwell to create differentiating artwork for their cards.

## THE 1990s

With technology improving rapidly, more and more people begin sending personalized holiday greetings with their family picture on the front.

## 2007

Minted was founded, and a new holiday card renaissance began!