

TRANS-MISSISSIPPI EXPOSITION ISSUE OF 1898
OMAHA EXPOSITION ITEMS

THERE IS A PHILATELIC DIFFERENCE BETWEEN "POSTCARDS" AND "POSTAL CARDS". POSTCARDS, AS THEY ORIGINATED IN EUROPE IN THE 1860'S, ARE PRIVATELY PRINTED CARDS THAT REQUIRE ADHESIVE POSTAGE STAMPS FOR MAILING. THEY COMMONLY HAVE A PRINTED PICTURE, GREETINGS OR ADVERTISING MATTER ON ONE SIDE AND SPACE FOR THE ADDRESS, WITH OR WITHOUT A MESSAGE, ON THE OTHER SIDE. POSTAL CARDS ARE OFFICIAL GOVERNMENT PUBLICATIONS CONTAINING PREPAID POSTAGE. THE U.S. GOVERNMENT BEGAN PUBLISHING POSTAL CARDS IN 1873. LETTER POSTAGE WAS REQUIRED IN THE U.S. AND EUROPE TO TRANSMIT POSTAL CARDS OR POSTCARDS THROUGH THE MAIL UNLESS THEY WERE PRINTED MATTER UNTIL, IN 1894, EUROPE REDUCED THE CARD RATE IN HALF TO 1 CENT. THE UNITED STATES FOLLOWED WITH THE SAME RATE CHANGE IN 1898, THE YEAR OF THE TRANS-MISSISSIPPI AND INTERNATIONAL EXPOSITION. ALL POSTCARDS SENT IN THE UNITED STATES UNTIL ABOUT 1907 BEAR AN IMPRINT, IN COMMON WITH GOVERNMENT POSTAL CARDS, THAT ONLY THE ADDRESS COULD BE WRITTEN ON THE STAMP SIDE. LEGISLATION FROM MARCH 1, 1907 ALLOWED CARDS TO SHOW THE DIVIDED ARRANGEMENT THAT PREVAILS TODAY- MESSAGE WRITTEN AT LEFT AND ADDRESS AT RIGHT, BOTH ON THE SAME SIDE, WITH A PRE-PRINTED PICTURE OR MESSAGE ON THE BACK.

FROM U. S. POSTAL CARD CO.,
OMAHA, NEB.

TO POSTMASTER: Should this package remain Five Days un-called for send word to above Company and postage will be forward-ed for its return.

Printed Matter Only.

Ten Official Trans-Mississippi and Inter-national Exposition U. S. Postal Cards sent postpaid for Twenty-five Cents. Each a different view. Ready for mail-ing. A splendid souvenir. Most artis-tic views published. These are the only Official Souvenir Exposition Cards is-sued.

U. S. POSTAL CARD CO.
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THE FOLLOWING ARE A COMPLETE SUPERB SET OF THE TEN SOUVENIR TRANS-MISSISSIPPI AND INTERNATIONAL EXPOSITION POSTAL CARDS, PRINTED ON SCOTT # UX14, WITH THE ORIGINAL ENVELOPE.









