

# Postcard Era Quick-Guide (1898–Present)

ERA NAME	MAIN FEATURE	DATE RANGE
<b>PIONEER</b>	Says “Private Mailing Card” on back	1898-1901
<b>UNDIVIDED BACK</b>	No vertical line on the back. Address Only!	1901-1907
<b>DIVIDED BACK</b>	The “Golden Age.” Split back for message/address.	1907-1915
<b>WHITE BORDER</b>	White frame around the image on the front.	1915-1930
<b>LINEN</b>	Fabric texture. Feels like a textured napkin.	1930-1945
<b>PHOTO CHROME</b>	High gloss. Looks like a modern color photo.	1945-Now