A Few Fun Facts About Christmas Cards

Christmas cards were originally printed in England by types who were practicing their craft in their spare time. They traveled from their hometowns in the form of Christmas postcards.

1843
Sir Henry Cole commissioned the first Christmas card in London, featuring artwork by John Callcott Horsley. The hand-colored card was lithographed on stiff, dark cardboard with the message: “A Merry Christmas and a Happy New Year to You.”

In 2001 it became the world’s most expensive Christmas card when it was sold for $35,800 at auction.

The Christmas card designed by Horsley provoked controversy in England because it pictured a company of people holding glasses of wine. Putting alcohol and holy Christmas in one picture was deemed offensive.

Postmen in Victorian England were called robins because their uniforms were red. Many Christmas cards from that time depicted a robin delivering Christmas mail.

Christmas cards were originally penned in England by boys who were practicing their writing skills, they would present these handmade cards to their parents.

1875
Louis Prang, American printer, lithographer and publisher, brought Christmas card production to the US at his workshop in Boston, Massachusetts. By 1881 he was printing more than 5 million Christmas cards per year.

The first official White House Christmas card was issued in 1953 by President Eisenhower. In 1962, the first Christmas postage stamp was issued in the United States.

Werner Erhard of San Francisco set a world record for sending 62,824 Christmas cards in December of 1975.

Seasonal Greeting Card Sales in the USA
• Christmas 61%
• Valentine’s Day 25%
• Mother’s Day 4%
• Easter 3%
• Father’s Day 2.5%
• Other 4.5%

15% of Christmas cards are purchased by men.

Over 2 billion Christmas cards are sent in the US each year.

Around 1 million are sold in the US each year.

Preferred Greetings on Christmas Cards
• Merry Christmas 53%
• Happy Holidays 21%
• Season’s Greetings 12%
• Other 14%

Sources: