



An open letter sent from Moscow to Berlin.  
Photo type "Scherer, Nabholz & Co.", Moscow  
1901



Open letter "Greetings from Moscow. Cathedral of Christ the Savior"  
Imp.Granberg Konstindusnty Aktibolag Stockholm. Publishing house "R&J.D"  
1900

# THOSE WHO BRING GREETINGS

## Moscow is Golden-domed

Exhibit by Lyudmila Bakayutova, St. Petersburg, Russia

### Collection of postmen and postal buildings

The exhibit was designed in 2024 and continues the theme of the first compilation. The second compilation is "Greetings from... Moscow Golden-domed" is dedicated to the capital of our Motherland - Moscow and consists of postcards from different time periods with images of views of Golden-domed Moscow, as well as postal and telegraph buildings and postmen with bags of the "leporello" type from Moscow. The time period is the XX century.

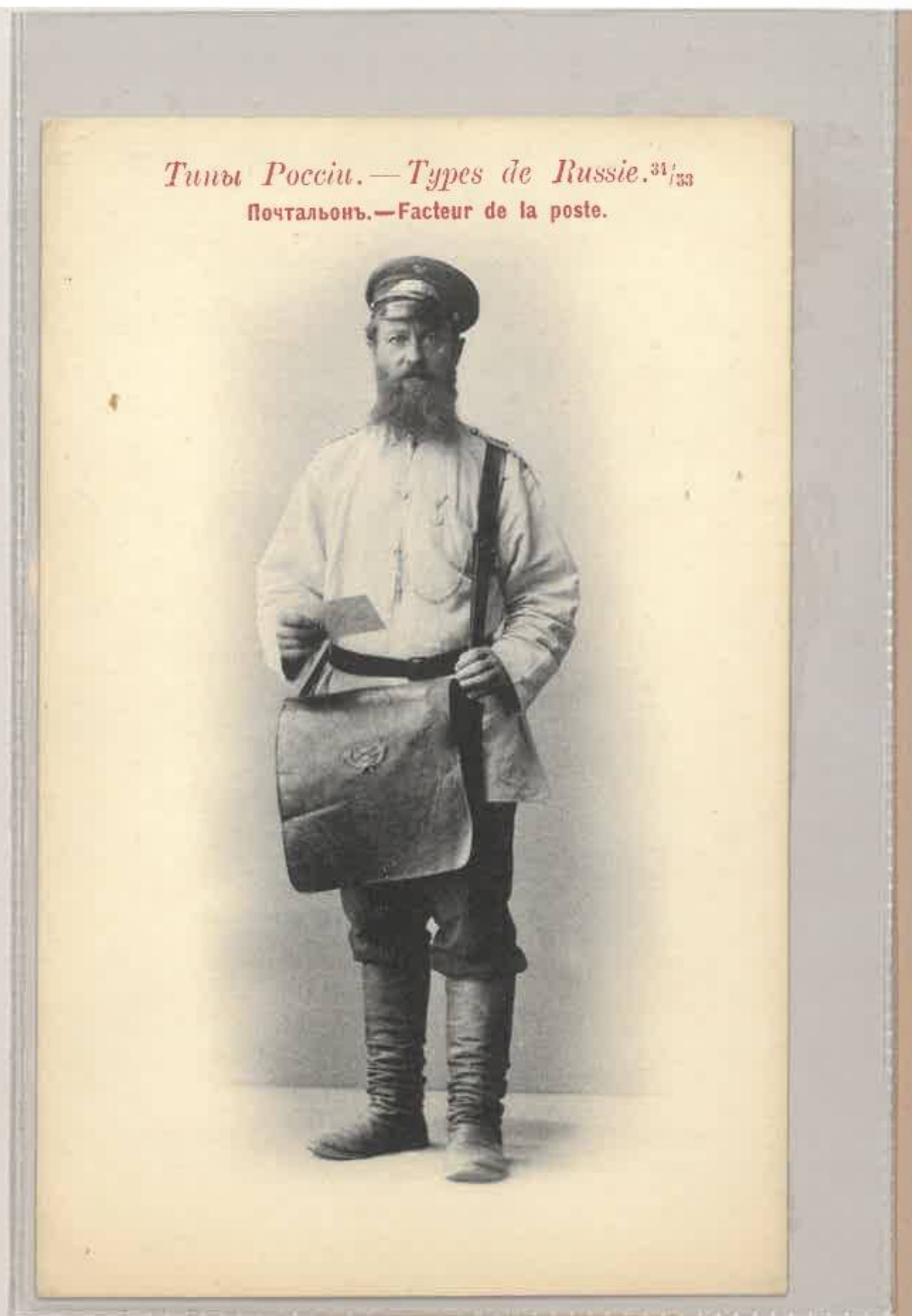
The main principle of selection is the design of postcards associated with the unusual presentation of rare cards with postmen and drop-down bags in which the views of Moscow are folded like an accordion.

### Postal communication at the turn of the century. Moscow correspondents.

At the beginning of the twentieth century, traditional mail remained the most popular method of communication. The letter was delivered in the city on the day of dispatch, and the letter from Moscow to St. Petersburg arrived the very next day.

At that time, people practically did not have personal mailboxes: letters, postcards, newspapers and magazines were delivered to the post office. To find out if the letter had arrived or not, you had to come to the post office.

Home mail delivery existed as an additional service. In this case, the postman left the mail at the door. However, the townsfolk did not use delivery very often.



Open letter "Types of Russia. Postman"

Photo type "Scherer, Nabholz & Co.", Moscow  
1901

Open letter  
Photo type "Scherer, Nabholz & Co.", Moscow  
1901



# Greetings from Zolotoglavaya

## The beginning of the twentieth century

Golden-Domed Moscow is an epithet that everyone is already used to. The rationale for this name is the numerous church domes, which make and, especially, made a strong impression in pre-revolutionary Russia, sparkling and shimmering in the sunlight.



Postcard **"Moscow. Spasskaya Tower"**  
Edition "E.G.S.I.S."  
Publishing house "R&J.D."  
1911



Postcard **"Moscow. Tsar Bell"**  
Publishing house "R&J.D."  
Edition of "E.G.S.I.S."  
1911

Open letter **"Moscow. Kremlin"**  
Publishing house "R&J.D."  
1908



МОСКВА — MOSCOU

Кремль — Kremlin

R. & J. D. 18006 g



МОСКВА — MOSCOU

Виды Дворца от Колокольни Ивана Великого

R. & J. D. 18010

Open letter **"View of the Palace from the Ivan the Great Bell Tower. Moscow"**  
Publishing house "R&J.D."  
Edition "E.G.S.I.S."  
1908



Open letter "**Yaroslavl's railway station. Moscow**"  
 Phototype publishing house "Scherer, Nabholz & Co.", Moscow  
 1908

## Greetings from Moscow everyday

### The beginning of the XX century

Tourism in Moscow has played and is playing a significant role in the economy of the metropolis. The tourism business associated with the reception of guests from Russia and foreign countries, as well as related economic activity in the service sector, has always been an important branch of the city's economy. People traveled and used departure stations (train stations). What a pleasure it is to send an artistic postcard with a view of the station to your family or friends while waiting for the train, especially since mailboxes have always been installed at post stations since 1845! And during your stay in Moscow, it would be pleasure to walk through the shopping malls and shops so as not to miss out on fashionable novelties.

Moscow has always remained one of the main centers of Russia's spiritual life. First of all, parishioners from the capital cities, from nearby districts and counties, and guests of the city went to Moscow churches to bow, who then sent open letters all over the world



Open letter "**A bow from Moscow. New shopping arcades**"  
 Imp. Granbergs Konstindustri. Aktiebolag. Stockholm. Imp. Granberg Art Industry.  
 Limited liability company. Stockholm.  
 1900



Open letter "**Main entrance of the New Rows. Moscow**"  
 R&J.D. Publishing House (Rommler and Jonas, Dresden)  
 1909



Open letter "**Passionate Monastery. Moscow**"  
 R&J.D. Publishing House (Rommler and Jonas, Dresden)  
 1909

## Those who bring greetings from Moscow

### The beginning of the twentieth century

Our favorite postcards "postmen with bags" already when published in the early twentieth century had the technical name "leporellofalzung", meaning folding sheets with an accordion. In the form of "leporello", souvenir postcards "Greetings from ..." are usually issued, postcards with views of the same city or with the interiors of the same palace, or with portraits united by a common idea, or by a photographer with an opening camera, etc. These are postcards, souvenirs, and gifts for the occasion.

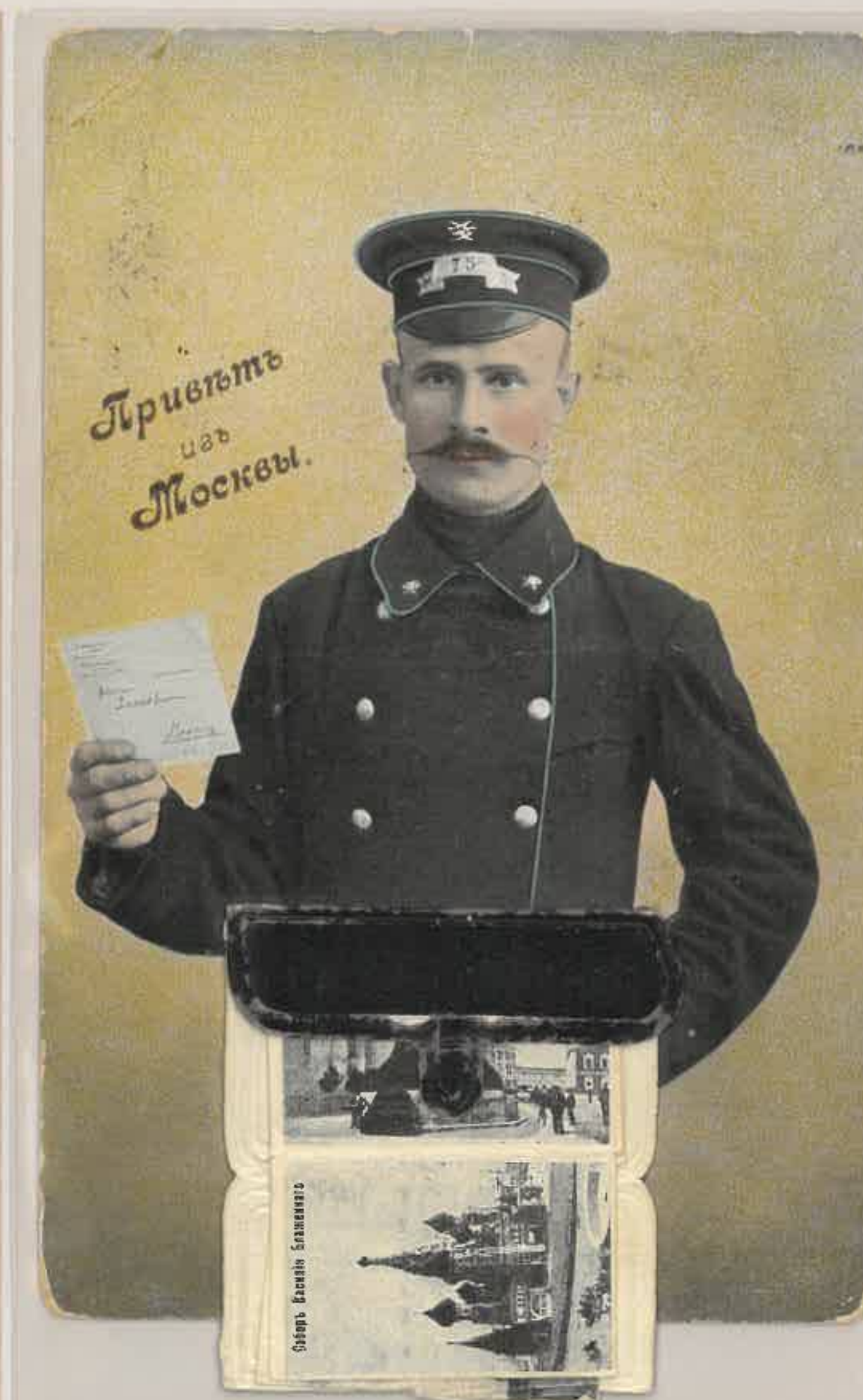


Open letter "Printed"  
Greetings from Moscow  
1909

What we have before us is not just a postcard. It is a whole souvenir. That is why such postal "delicacies" were in special demand. The thing is that the postman's bag was glued to the postcard, it could be opened, and inside there would be an "accordion" of photographs (10-12 views of the place (surroundings) from where the "greetings" were sent). Each postman carried with him views of his hometown. This technique of making postcards was called "leporello" or "plisse".



Open letter "Printed"  
Greetings from Moscow  
1910



Open letter "Printed"  
Greetings from Moscow  
Publishing house "K-vo A.S.S."  
1912



Open letter "Printed"  
Greetings from Moscow  
1912

The postman with the bag on the postcard, because of his secret, became a frequent "guest" in the vast sea of postal correspondence of the Russian Empire at the beginning of the 20th century. Only the inscription on the bag of the mustachioed postman changed. Sometimes, however, he himself was transformed: he would stand half-turned, or raise or lower his hand; his uniform also changed over time, and sometimes he was shaved. Although he always kept his mustache, as was customary at that time among the majority of the male population.



Open letter "Moscow. Main post office on Myasnitskaya str.", sent from Moscow by R. Grunstein, to Vienna, Mr. Adolf Kalroda.  
A. A. Publishing House Gorozhankina. Moscow  
1912



Postcard with the image of the Moscow post office and standard postage stamps of the Romanov series, issued for the 300<sup>th</sup> anniversary of the House of Romanov "1613-1913"  
Moscow. Post office. «1613-1913».  
1913



## Moscow Post Office for the 300<sup>th</sup> anniversary of the House of Romanov

The Moscow Post Office is a complex of postal, transport and auxiliary enterprises in Moscow. Historically, the post office was located in different parts of the city, the most famous complex is at the intersection of Myasnitskaya Street and Chistoprudny Boulevard. In 1910, the construction of a new building of the Moscow Post Office began according to the project of civil engineer L. I. Novikov, who served as chief architect of the GUPT of the Ministry of Internal Affairs, and architect Oscar Muntz (author of the facade composition), with the participation of Leonid Vesnin.

Postcards issued in 1913 with the image of the Moscow Post Office building at 40 Myasnitskaya St., in which the post office angles are surrounded by postage stamps of the commemorative series dedicated to the 300<sup>th</sup> anniversary of the House of Romanov.

Open letter "Printed" Greetings from Moscow  
1914



Postcard with the image of the Moscow post office and standard postage stamps of the Romanov series, issued for the 300<sup>th</sup> anniversary of the House of Romanov "1613-1913"  
Moscow. Post office. «1613-1913».  
1913



Open letter **"Moscow. International telephone station "Communications"**  
 Mosgublith Publishing House, printing — 1<sup>st</sup> Model type. State registration.  
 1926

## Communication services on the threshold of the Great War. Moscow

By the early 1930s, ten territorial postal hubs had been allocated: Bauman, Zamoskvoretsky, Krasnopresnensky, Leninsky, Frunzensky, Oktyabrsky, Stalinsky, Proletarian, Kievsky, Sokolnicheskiy. During this period, the Central Post Office became part of the Management of postal enterprises in Moscow.

Residents of the Soviet Country celebrated the new year 1941 traditionally and joyfully. No one expected that war would come soon...



**New Year greetings from Moscow!**  
 The state publishing house "Art". Moscow  
 1941



**Postcard "Dad to the front!"**  
 The state publishing house "Art". Moscow  
 Artist S. Alajalov  
 Editor B. Alekseev  
 1942

№ 11. ГОРОДСКИЕ ВИДЫ. Мотоцикл с ящиком.  
 Использовался для очистки почтовых ящиков в Москве. СССР, РСФСР, г. Москва. 1930-е гг.



Привет из Москвы!

Postcard **"City views. Greetings from Moscow!"** Motorcycle with a box.  
 Used to clean mailboxes in Moscow in the 1930s, USSR, RSFSR, Moscow.  
 KLIO-Art Publishing House, 2022  
 1930

## Moscow greetings and anniversaries

Initially, the main metropolitan telegraph station was located on Myasnitskaya street. The idea to build a new large building appeared in the early years of Soviet power. The place for the future telegraph was chosen at the corner of Tverskaya street and Gazetny lane. In 1915, the foundation was laid, but due to financial difficulties

caused by the First World War, work stopped. In 1922, the site was transferred to the People's Commissariat of Posts and Telegraphs (Narkompochtel). Three years later, it was decided to build the Central Telegraph Building on the pre-revolutionary foundation.



Moscow. The Central Telegraph building on Tverskaya Street  
Publishing house "Radio and communications. Moscow"  
1982



Open letter "Greetings from Soviet Union Agricultural Exhibition» Main pavilion"  
Izogiz Publishing House. Artist B. Mukhin. Editor M. Sergeeva  
1st Model Printing House named after A. A. Zhdanov  
1955



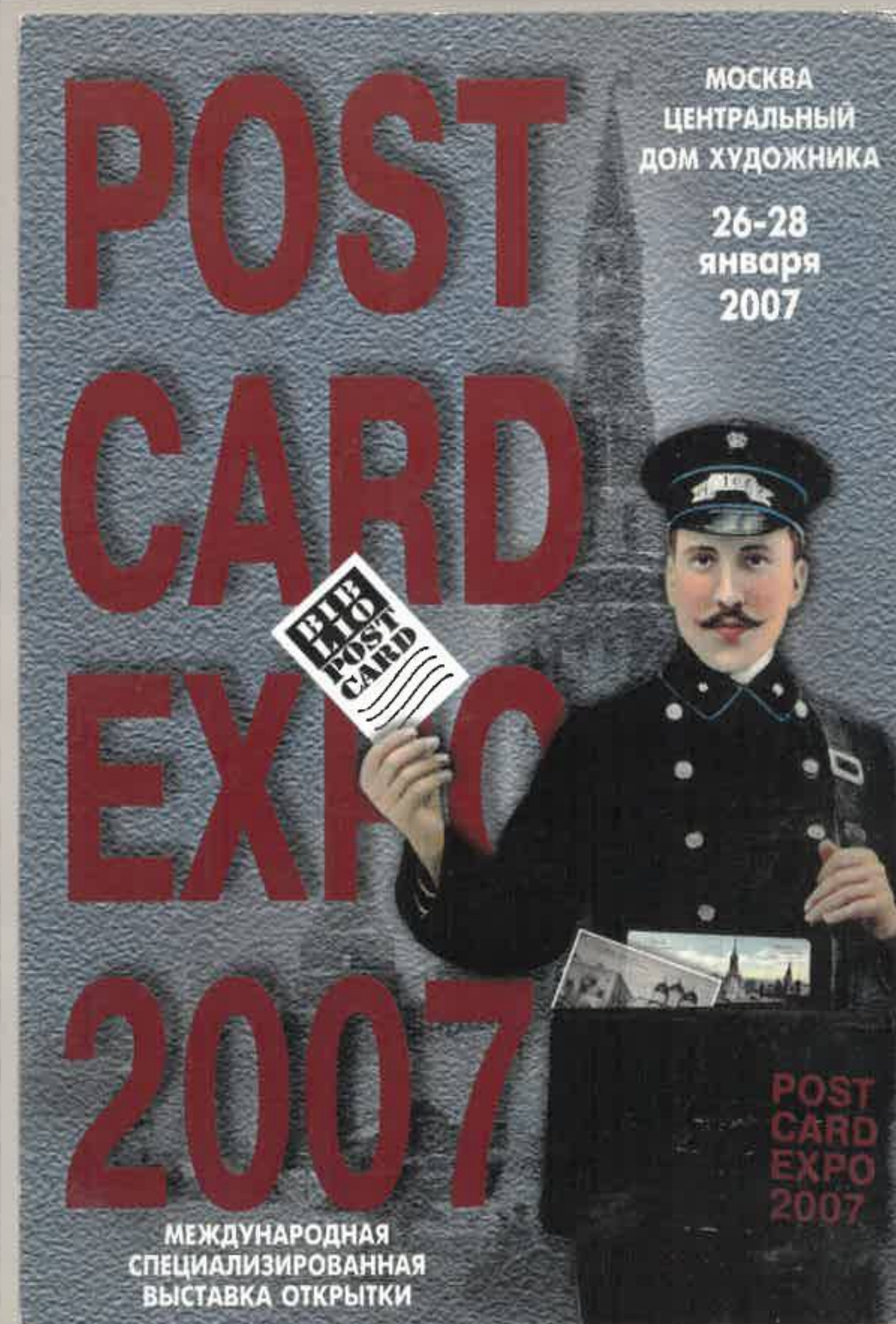
"Happy May Day!"  
Artist E. Gundobin  
Publication of the Ministry of Communications of the USSR. Moscow  
1958



Postcard marked "325 years of the establishment of regular mail in Russia" Post Office  
Publishing house Ministry of Communications of the USSR, Moscow  
printing house Goznak. Drawing by N. N. Vetzo. Moscow  
1990



Advertising card  
**"Post Office. Moscow"**  
 International Book  
 1991



Advertising card  
**"Postcardexpo-2007"**  
 (International specialized  
 exhibition of postcards. Moscow.  
 Central House of Artists)  
 Biblio-Globus LLC and  
 Biblio-Postcard LLC  
 2007



Advertising card "Exhibition-fair  
**"Spring collection seasons-2008". Moscow"**  
 Biblio-Postcardexpo LLC  
 2008



Advertising card **"Greetings from Moscow!"**  
 Organizing Committee of the 2<sup>nd</sup> exhibition of antique printed materials "Paper Show"  
 2011

## Advertising is the engine of progress, and greetings from... are still popular

Advertising cards dedicated to specialized exhibition projects in the field of collecting postal graphics often depict retro postmen who embody both the delivery of correspondence in the past and present, as well as the symbolism of collecting graphic works in the form of postcards, open letters and telegrams.

Digitalization could have killed the postman's profession. But it did not happen: "live" letters will not bring themselves. As before, in many regions these specialists are loyal assistants and the only connection with the mainland. And postman vacancies are open all over the country. The postman is no longer the only one who delivers the press and letters. His functionality is much broader today.