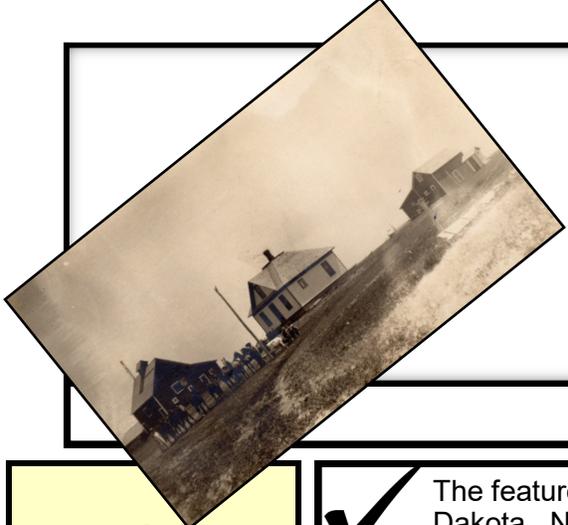


# Twin City Postcard Club

[www.twincitypostcardclub.com](http://www.twincitypostcardclub.com)

TCPC—MAR/APR 2018

VOLUME XLII NUMBER 2



## IN THIS ISSUE

The Dakota Farmer Magazine 1-4

Capitol Records, Hollywood, California 5, 6

Club Member Question 6

Chuck's Chatter 7

Postcard Fun 8

News 9

Calendar of Events 10

Board Minutes 10

Membership Information 11, 12

### Upcoming Meetings

**Mar. 21—Club meeting: Program** — Spring equinox. Bring and share your postcards of spring: flowers, birds, butterflies, etc.

**Apr. 18 — Club meeting: Program** — Author Kathryn Koutsky will be on hand to discuss her new book *Tempt Me — The Fine Art of Minnesota Cooking*. Her previous books with daughter Linda Koutsky include *Minnesota Vacation Days*, *Minnesota Eats Out*, and *Minnesota State Fair*.



The featured corner postcard is of a farm north of the little hamlet of Norma, North Dakota. Norma is about 8 miles northeast of Kenmare in the north central part of the state very near the border into Canada. Editor's note: My grandfather grew up on this farm in the early 20th century. The photo used for this postcard may have been taken when he lived there. I wonder if his father read *The Dakota Farmer* magazine?

## The Dakota Farmer Magazine

by Duane Stabler

As a farm kid growing up in rural South Dakota there were many unique experiences that were often overlooked. I never considered *The Dakota Farmer* magazine significant until later in life when I realized its importance to the farmers of the Dakotas. Farm magazines were often a way for the farmer to learn about new machinery and new techniques and certainly see the advertising of such major catalog stores as Sears and Roebuck or Montgomery Wards.

Elk's Building, Aberdeen, S. Dak.



*The Dakota Farmer* magazine began early in South Dakota's history. In 1881 James Baynes began publishing *The Dakota Farmer* in Alexandria, SD. As an agriculture newspaper it was perhaps the first of its kind to be published locally. In that same year, Mr. Baynes moved the publication to Huron, SD where he modified the format of the newspaper and considered it a magazine.

With the expansion of the magazine, Mr. Baynes realized he needed a partner, and 26-year-old William F.T. Bushnel became that partner. Within two years Mr. Bushnel became the sole owner having purchased Mr. Baynes's part of the business.

*Dakota Farmer* continued from p. 1

Bushnel continued to grow the business with additional subscriptions to the bi-weekly magazine, and by 1893 he decided to move the magazine to Aberdeen, SD. Space was rented above a shoe store, and he hired out the printing. With such an operation Bushnel realized he needed good rail service to get the supplies he required to be successful and Aberdeen, known as “The Hub City of the Dakotas,” provided that. The move to Aberdeen also helped him expand his subscriptions into North Dakota.

Bushnel had leased rooms on the second floor of an office building on South Main Street. He then decided to build a building next to the currently occupied space. It was at that point when Mr. Bushnel passed away unexpectedly in 1900 at 45 years of age. A new employee, W.C. Allen took over the business and continued to see the business grow.

From the time that Mr. Allen took over the business, it continued to grow, and by 1903 Mr. Allen decided more space was needed. He saw to it that Mr. Bushnel’s idea to build a new building next to their current office was completed. This building was the magazine’s home for only a short time and later became the Elks. The new building was erected for \$16,000 and included a second floor. The building’s front architecture was designed to have a “Bedford stone façade.” The interior was also decorated with the latest in 20<sup>th</sup> century style.



By this time 30,000 copies of each issue were printed. The staff had also grown from a couple of employees to a total of seventeen including two territory salesmen who were busy selling the advertising to businesses within the territory.

The magazine’s circulation continued to grow, and Mr. Allen realized that it needed to expand further and decided he could only do that by building and moving once again. The land acquisition and building of the new structure was started.

It wasn’t long after his decision to build the new building Mr. Allen elected to sell the publication and by 1910 Herbert Myrick was the new owner of the magazine. His idea was to expand the business bringing “a large publishing house” to Aberdeen. Mr. Myrick had several demands of the city of Aberdeen including running a railroad spur line direct to his plant. With these demands, one additional potential “deal breaking demand” was stated. Myrick would require the city of Aberdeen to guarantee that the publication would reach 50,000 magazine subscriptions and that Aberdeen would guarantee it within the eleven counties surrounding Aberdeen.

*Dakota Farmer* continued from p. 2

The city officials held public meetings to determine how the citizens of the city felt about these demands. Surprisingly, the citizens wanted this business in the city and agreed to pledge \$1,000 to \$2,500 each to help secure the business for Aberdeen.

When Mr. Myrick finally closed on the sale on October 29, 1910, the finishing touches were occurring on the new building which Mr. Allen had started. The new building was a full two stories and was built to allow for additional growth simply by adding on a third floor. With these concessions and the building completion, Mr. Myrick liked the way the business was going and made very few additional changes to the operations.

This building was built as a renaissance revival style which was often characterized by impressive columns that flank either side of the entrance. It was spacious and had a large staircase to the second floor. It also had its own artesian well. The cost of the building was \$45,000.



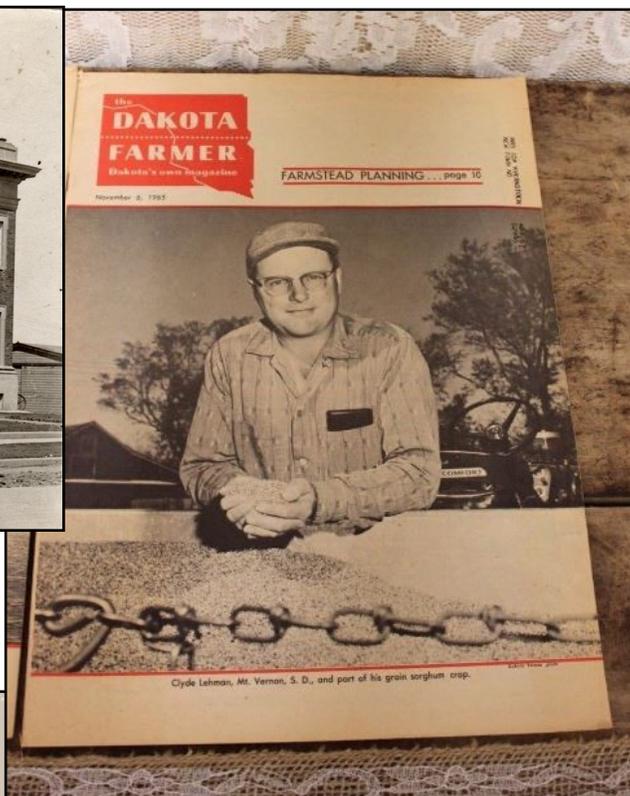
The business continued to do well over the decades and in 1960, Vern Laustsen joined the company. By 1963 he had been promoted to publisher, and by 1967 he purchased the business from Mr. Myrick.

But times were changing, and by the 1970s, there were fewer farms and thus fewer farmers.

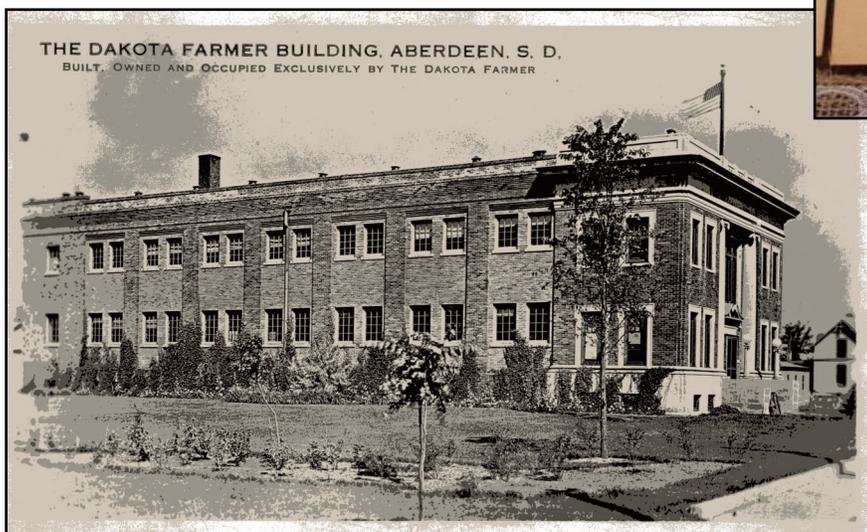
The advent of further automation in the ag industry required fewer farmers and more land per farmer. This was an impact to the subscriptions sold forcing consolidation in the ag magazine industry. *The Dakota Farmer* merged with *The Farmer* magazine but publication and printing continued in the same building in Aberdeen.

*Dakota Farmer* continued p. 4

*Dakota Farmer* continued from p. 3



By the early 1980s, printing ceased in Aberdeen as the ag industry had changed even further, and there was a need for further consolidation.



Following the sale of *The Dakota Farmer*, it was moved to a large publisher named Farm Progress Companies, and it is still available as a monthly magazine.

The building would continue to be used for printing having been taken over by North Plains Press which used it to continue

its printing, but by 1986, North Plains Press ran into financial difficulty and was purchased by Midstates Inc.

The building was sold to developers who chose to convert the property to condominiums and apartments. By the close of 1993 the building had been modified thus ending the building's history with the printing industry.

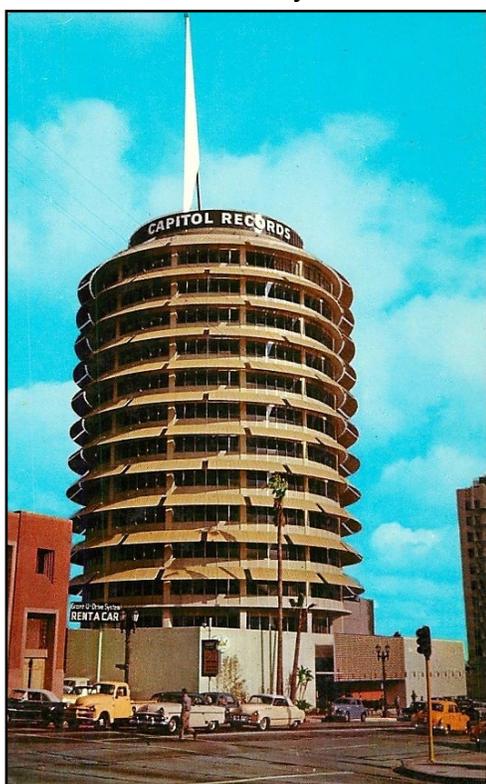
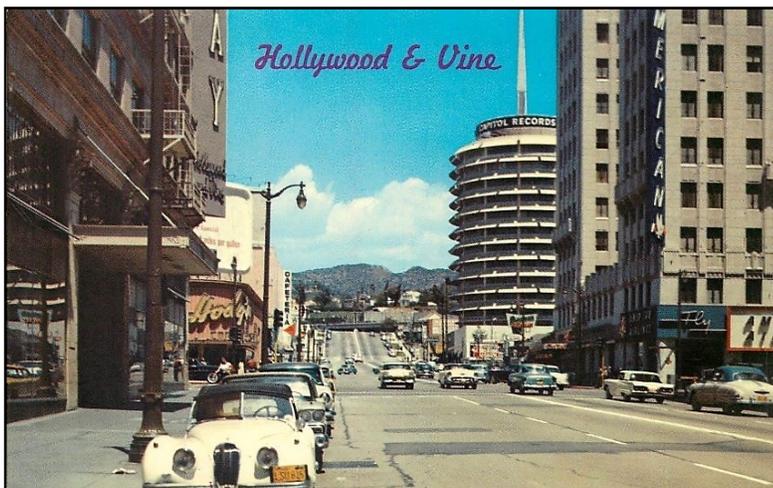
It's wonderful that such publications existed for the farmers on the plains of the Dakotas. This and other magazines offered a way for the farmers to receive information about their industry when there was little else in the way of staying informed. It helped them to do well and to prosper. ♦

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## Capitol Records, Hollywood, California

by the Baileys

Located just north of Hollywood and Vine, the landmark Capitol Records Building was designed by Louis Naidorf. The 13-story tower, which is punctuated by a series of porcelain enamel sun shades stepping down each floor of the building, resembles a stack of records. It was built in 1956 and was the world's first circular office building constructed of reinforced concrete. They wanted to make it



exceptional because

Capitol was to be the first record label with its base in Hollywood.

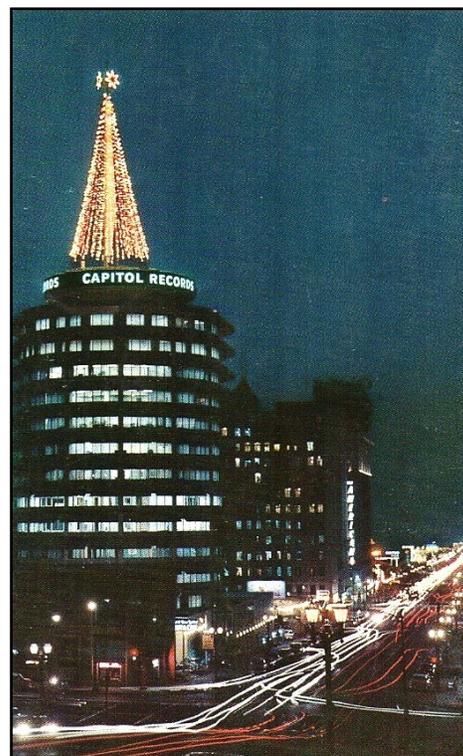
The Capitol Records Building is the site of the historic Capitol Studios, where Frank Sinatra, The Beach Boys, Nat "King" Cole, Sir Paul McCartney, and many more music legends recorded some of the most treasured music in history. The Capitol Studios features echo chambers that were designed by legendary guitarist and recording innovator Les Paul. The echo chambers are subterranean concrete bunkers that are located 30 feet underground. They can provide reverb that lasts up to five seconds - the effect is perhaps most famously heard on The Beach Boys classic, *Good Vibrations*.

Despite its age, everything is state-of-the-art, including Studio A, with more than 1500 square feet of floor space and holding up to 50 musicians comfortably, is

considered one of the best sounding orchestra venues in the world.

The building's 90-foot rooftop spire, which resembles the needle on a phonograph, is topped by a red light that continuously blinks the word "Hollywood" in Morse code. The light was turned on when the building opened in 1956 and Leila Morse, the granddaughter of Samuel Morse, threw the switch.

Located on the south wall, at the base of the Capitol Records Building, is a mural entitled "Hollywood Jazz: 1945-1972", showing "larger than life" images of a number of notable jazz musicians.



*Capitol Records continued p. 6*

**Club member Arthur Louis Finnel poses the following question:**

I am the historian for the Episcopal Church in Minnesota. One of my special interests is building a collection of postcards and stereo-views of Episcopal churches in Minnesota. I have a fairly nice collection of postcards of many of the now closed churches. One of the earliest postcards I found was the one of the Episcopal Church in Mantorville which is now used for the Dodge County Historical Society Museum. I have also visited this museum a couple times. Last month I found the second

postcard listed on eBay and purchased it. I did not see the difference until I got the actual card.

**The images are reversed!  
Why are they different and  
what causes this?**

Below is a more modern postcard done for the Dodge County Historical Society by Golden Dawn Photography, Mantorville, Minnesota. Editor's note: The image as Dodge County Historical Museum appears to be the correct view as the building looks on Google Maps.

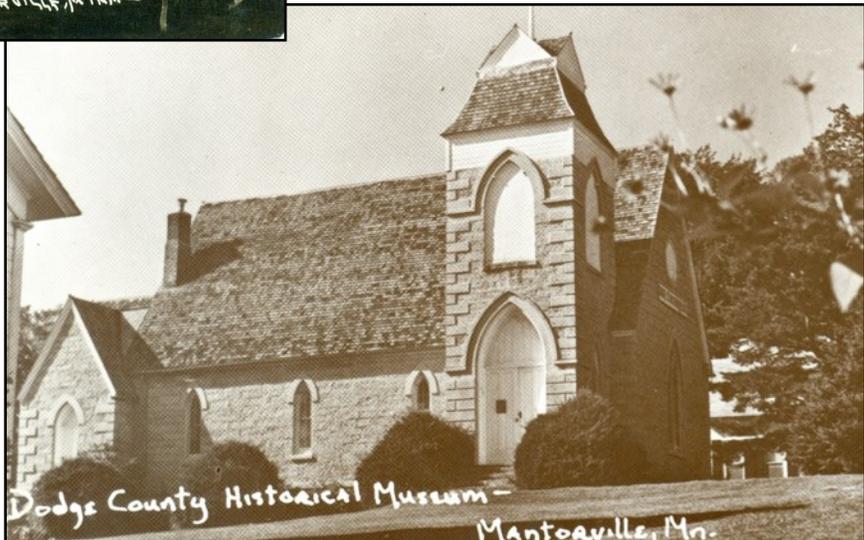


Episcopal Church real photo postcard by Hansen Photo Co., Withee, Wisconsin

If you have ideas about this question, please call or email:

Arthur Louis Finnell  
Historian/Archivist  
Minnesota Episcopal Church  
in Minnesota

Cell: 612.750.8421  
Email: pappabearmn@gmail.com



*Capitol Records continued from p. 5*

One of our favorite things each Christmas was when they would string lights from the top of the "needle", spreading them out at the base to form a Christmas tree atop the Capitol Records building. It was always fun to see which of us could spot it first. The tree, designed by Ollsen Lighting and featuring 4,373 25 watt bulbs, has been a familiar holiday sight since 1958, save for 1973, when L.A. experienced an energy crisis. (According to the music company, the Capitol Records switch board lit up like a wild fire that year with calls from concerned Angelenos wanting to know if the tree would ever return.)◆



## Chuck's Chatter

By Chuck Donley, TCPC president

Today, I would like to share a card I purchased from Jane Lee a few months ago. Along with the postcard came a little interesting information about the Penny Parade depicted.

The Penny Parade of 1953 was a fund raiser started in the Woodruff area by Dr. Kate Newcomb. She felt Woodruff needed a hospital because whenever someone would become ill she had to drive all over to see them, sometimes over 100 miles. Building on a hospital was started, but then was discontinued due to lack of funds. Dr. Kate (as she was known) asked local school children to donate pennies to help continue funding the building.

The idea of collecting a million pennies came from pupils of the geometry class at Arbor Vitae High School. They were studying the concept of a million and wanted to see a million of something. Otto Burich, the geometry teacher, challenged the students to collect a million pennies for the new hospital. But, the penny drive spread.

Dr. Kate was at a doctor's convention in March of 1954 when she became a surprise guest on the T.V. program "This is Your Life." Because of this appearance, money came in from all over the country totaling over \$106,000! Needless to say, the residents got their hospital, the Lakeland Memorial Hospital.



The World's Largest Penny now commemorates Dr. Kate Newcomb's 1953 fund-raising success. If you travel to Woodruff, Wisconsin, you will find this giant penny (left) near 820 3rd Avenue, erected by the 8th grade class of 1969.

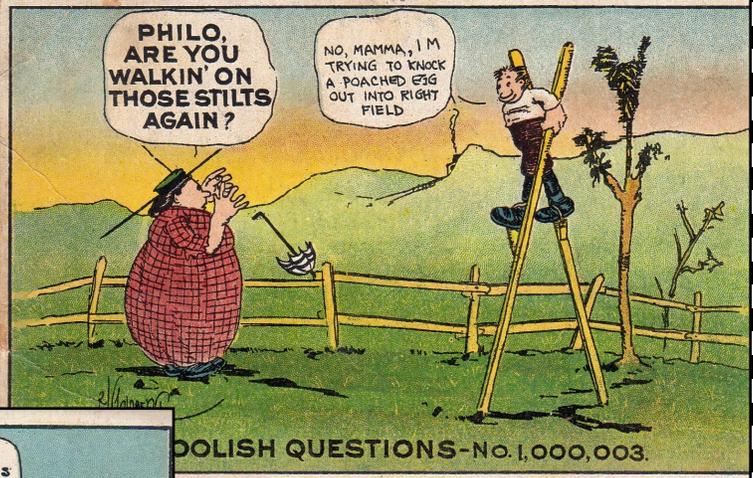
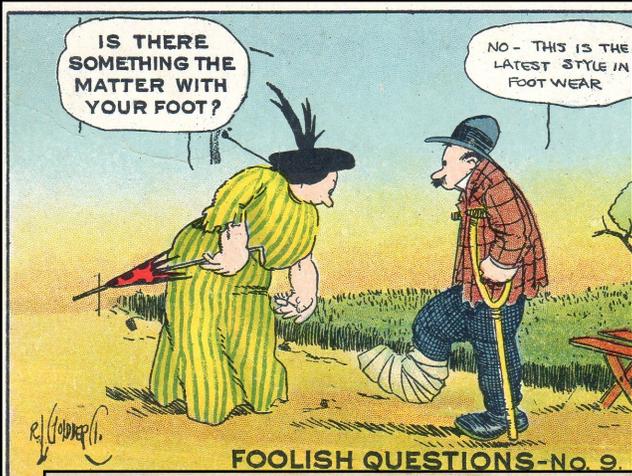
The Dr. Kate Museum is located near this giant Woodruff penny at 923 Hemlock Street. Looking for more information? Here are some sources: [www.roadsideamerica.com/story/2255](http://www.roadsideamerica.com/story/2255), [www.wpr.org/remembering-when-pennies-built-wisconsin-hospital](http://www.wpr.org/remembering-when-pennies-built-wisconsin-hospital), [www.drkatemuseum.org](http://www.drkatemuseum.org).

Although the original hospital building completed with the effort of the Penny Parade is now being razed, the Dr. Kate Memorial Park will replace it. What a nice tribute! But do not worry! Woodruff is not without a hospital. Lakeland Memorial Hospital was re-named Howard Young Medical Center in 1972 and moved into a new complex in 1977. The original Lakeland Memorial Hospital building was used for medical, rehab, and convalescent care until 2009. ♦

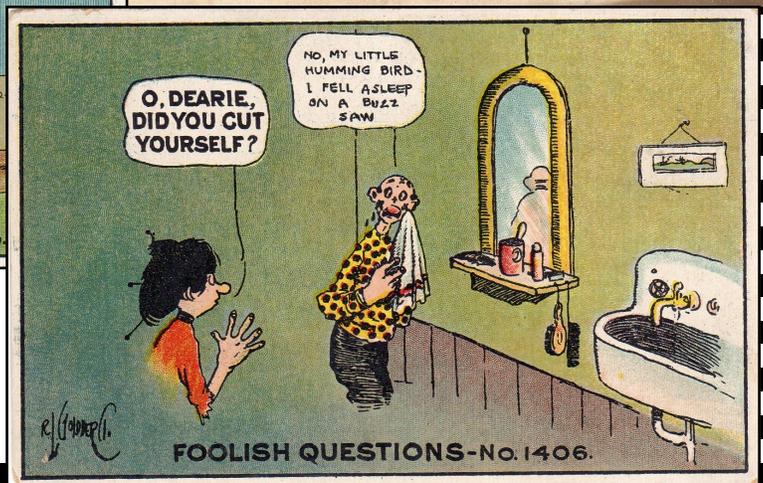
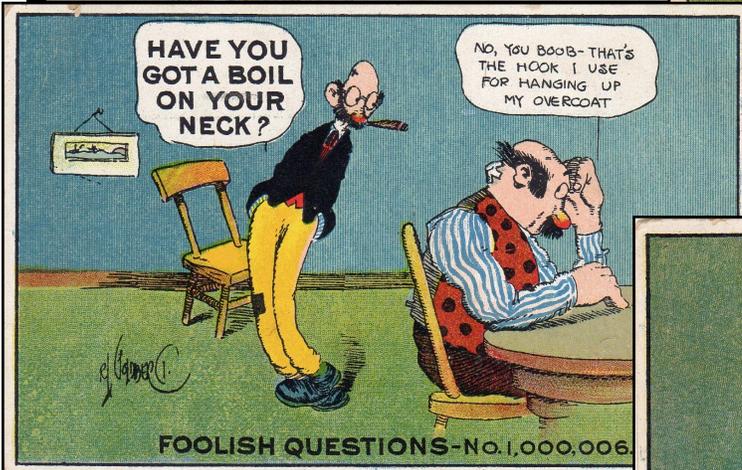
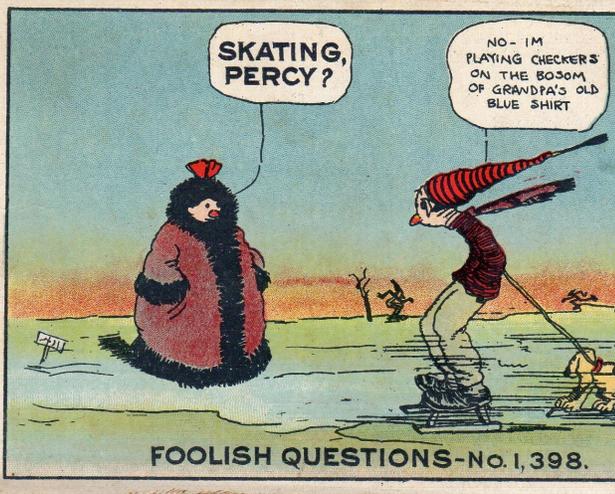
# Postcard Fun

Submit your favorite joke, puzzle or comic cards — no text required!

Have something to contribute? Please share!!  
Send your favorites to [deltiologistrobin@gmail.com](mailto:deltiologistrobin@gmail.com).



Club member Fred Schiffman submitted these *Foolish Questions* comic postcards by artist Rube Goldberg, first printed from 1909-1919. Goldberg's comic strip ran in newspapers like the *Sunday Chicago Tribune* and the *New York Evening Mail*.



Fred says the numbers on the card are random and are not sequential. Each card poses a question with a scornful, sarcastic answer in return. The artist uses clothing, body language, and setting as well as words to make his scathing point. ♦

# TCPC News & Notes



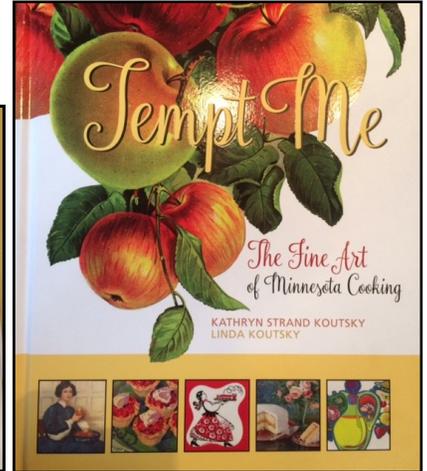
## Do not miss our April club meeting!

Meet author Kathryn Strand Koutsky at our April 18 meeting. Koutsky, along with her daughter Linda Koutsky, previously co-wrote *Minnesota Vacation Days: An Illustrated History*, *Minnesota State Fair: An Illustrated History*, and *Minnesota Eats Out: An Illustrated History*.

Their newest book, *Tempt Me: The Fine Art of*

*Minnesota Cooking*, weaves lavish advertising images, historical accounts of Minnesota companies, and vintage recipes to create this “tempting” collection.

After her discussion of the book, signed copies will be available for sale. ♦



## TCPC Spring Postcard and Paper Show

**April 14 & 15, 2018**

Bloomington Armory, 3300 98th St., Bloomington, MN

Saturday, April 14, 9 am to 5 pm (members admitted 8 am)

Sunday, April 15, 9 am to 3 pm

\$4.00 Admission good for both days

\$3.00 Club Members

[www.twincitypostcardclub.com](http://www.twincitypostcardclub.com)

Show or membership info: Dave Johnson 651-426-3573



### Remember the Glass School from our last newsletter?

Club member Michael Hukka of Hibbing, Minnesota, informed us of the late January 2018 destruction of this historical structure known as the Park School in Hibbing. By all accounts, the building was in need of significant and costly repairs. The city purchased the building in 2017 and intends to create a waterpark for the community on the former school site. The sad loss of this Hibbing icon was softened a bit by the discovery of a sealed copper box in the cornerstone of the demolished building. Contents of this time capsule included newspaper accounts, American Legion and VFW membership lists, coins, and other related items of the 1935 era. Find more information here: <https://www.youtube.com/watch?v=Nw2p4TwVkf8>, OR [http://hibbinghistory.com/locations/?mining\\_location=hibbing-park-glass-school-time-capsule](http://hibbinghistory.com/locations/?mining_location=hibbing-park-glass-school-time-capsule)



Our thanks to Michael Hukka, Hibbing Historical Society board member, for the image and information regarding this loss.



- **March 21—Club meeting: Program** — Spring equinox. Bring and share your postcards of spring: flowers, birds, butterflies, etc.
- **April 18 — Club meeting: Program** — Author Kathryn Koutsky will be on hand to discuss her new book *Tempt Me — The Fine Art of Minnesota Cooking*. Her previous books with daughter Linda Koutsky include *Minnesota Vacation Days*, *Minnesota Eats Out*, and *Minnesota State Fair*.
- May 2 — Board meeting
- **May 16 — Club meeting: Program**—Are you a collector of things other than postcards? We want to hear about it!! Bring a few of your favorites from any collection(s) you have, and share a little about them.

- **June 20—Club meeting: Program**—Today is “American Eagle Day” and “National Ice Cream Soda Day.” Bring and share any postcards related to these important holidays! (Eagles, flags, patriotic, political, ice cream, soda, etc.)



### Looking for New Members!

- TCPC welcomes new members interested in collecting or learning more about postcards and/or other ephemera.
- Have a friend or neighbor that might be interested? Bring them along to a club meeting!
- Chatting with someone new at the spring show? Invite them to join TCPC. Show them the membership brochure available at the admission table, and encourage them to attend a club meeting.



### Summary of minutes from TCPC Board Meeting held January 3, 2018 at 5:30 p.m.

**Members present:** Jane, Dean, Allan, Dave N., Dianne, Duane, Robin, Dave J.

**Discussion:**

- Amend by-laws to clarify who are voting members at board meeting—Duane will make the proposed constitution changes we discussed. We will discuss the proposed changes at the January club meeting and vote at the February club meeting.
- Clarify categories for state fair entries—Jane will research and prepare a suggested draft regarding category descriptions and guidelines.
- TCPC board meeting will be held at Davanni’s in Richfield from now on.

### Meetings and Events

All meetings to be at  
**The Lynnhurst Community Center**  
**1345 W. Minnehaha Parkway (at 50th St.)**  
**Minneapolis MN**  
Unless otherwise noted

### What can I do with my club membership?

- \* Attend monthly meetings with other postcard enthusiasts
- \* Buy and sell postcards at club meetings
- \* Learn more about all aspects of postcard collecting through club programs and from conversations with other members
- \* Borrow books from our sizable club library
- \* Receive the club newsletter in the mail six times a year
- \* Get an annual roster of club members with collecting interests

### TCPC Board of Directors and Officers

President: Chuck Donley, 952-988-9797  
 VP & Membership: Dianne Lamb, 651-460-4927  
 Treasurer: Allan Hillesheim, 612-377-6062  
 Secretary: Dave Norman, 612-729-2428  
 Editor: Robin Arneson, 952-270-3848  
 Assistant Editors: Jane Lee, 952-567-3713,  
                                   Dave Norman, 612-729-2428  
 Webmaster: Duane Stabler, 952-447-8654  
 Program Chair: Dave Johnson, 651-426-3573  
 Show Chair: Dave Johnson, 651-426-3573  
 Social Coordinator: Dean Borghorst, 612-332-0256  
 Librarian: Robin Arneson, 952-270-3848  
 Member-at-Large: Jane Lee, 952-567-3713  
 Member-at-Large: Vacant

### Wanted: Upcoming Programs

Have a program you'd like to do for the group? It only needs to be 10 to 15 minutes long.

Programs can be about anything from your favorite card topic or a general postcard topic.

Call Dave Johnson at 651-426-3573 for further details.

### Advertising:

General advertising will appear in the newsletters. Members can have one free line ad in the newsletter each year. Send your ad (and payment if required) to the newsletter editor.

Member Advertising rates (per issue)

Business card size...	\$4.00
Quarter Page.....	\$10.00
Half Page .....	\$20.00
Full Page.....	\$30.00

### Twin City Postcard Club Membership Application

Please check one: New Member \_\_\_\_\_ Renewal \_\_\_\_\_ Reinstatement \_\_\_\_\_ Change of Information \_\_\_\_\_

NAME \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE # (include area code) \_\_\_\_\_

E-MAIL ADDRESS (optional) \_\_\_\_\_

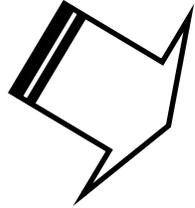
TYPES of POSTCARDS COLLECTED: \_\_\_\_\_

Mail to Dianne Lamb, TCPC Membership Chair, 25145 Chippendale Ave, Farmington MN 55024  
Total Dues annually: \$13 + \$1 for each additional member in the household

Twin City Postcard Club  
 25145 Chippendale Ave.  
 Farmington MN 55024

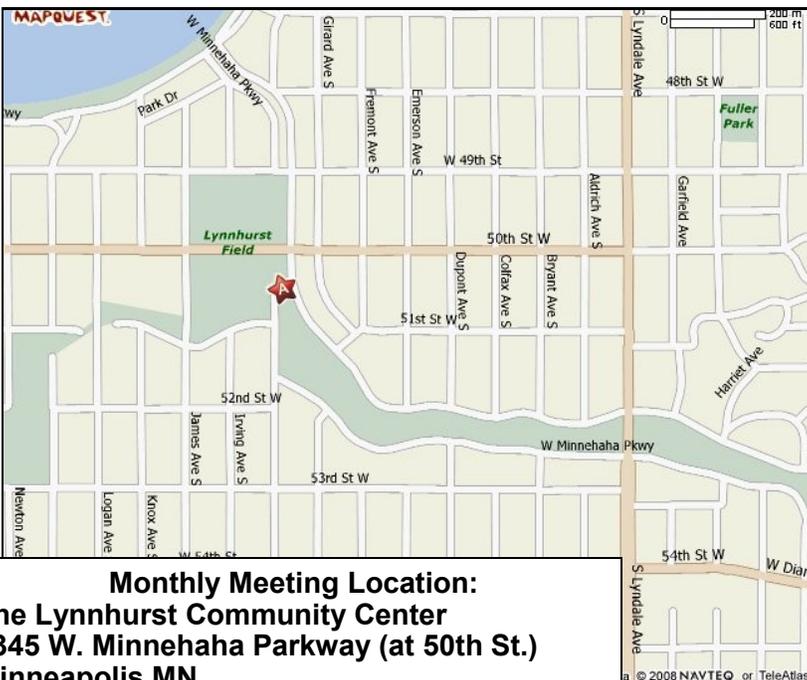


If your address label is **highlighted**, your dues are due! Please return the application in this newsletter, with any updates, and a check for \$13, plus \$1 for each additional name at the same address. Thank You!



TCPC-MAR/APR 2018

VOLUME XLII NUMBER 2



**Monthly Meeting Location:**  
**The Lynnhurst Community Center**  
**1345 W. Minnehaha Parkway (at 50th St.)**  
**Minneapolis MN**  
**(We are in the South West corner of the intersection)**  
**Time: 5:30 - 8:15 pm (program and meeting at 7:15)**



**MARK YOUR CALENDAR!!**

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[www.twincitypostcardclub.com](http://www.twincitypostcardclub.com)  
 Show or membership info:  
 Dave Johnson 651-426-3573