

BUTLER COUNTY  
← HISTORICAL SOCIETY →



# Butler County *Historian*

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*March 2024 Vol. 45, # 1*



**April 12, 2024 | Highfield Community Center, Butler**

**Doors open at 6:30 PM, Bingo starts at 7 PM**

**Raffle Baskets | 50/50 | Cash Prizes**

It's back by popular demand! Bring your friends, family, food, and drinks then guess popular tunes and mark them off your bingo card to win!

**Tickets: \$15 Pre-Sale, \$20 at Door**

**Purchase at [butlerhistory.com](http://butlerhistory.com) or by calling 724-283-8116**

# *Echoes From Our Past* CEMETERY WALK

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May 11th, 2024

Tours are at 11 AM and 2:30 PM

*Tickets are \$15 for members, \$20 for non-members*

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*Echoes From Our Past* brings history to life as costumed actors portray citizens from Butler County's past on the beautiful grounds of North Side Cemetery.

Tickets are available at [butlerhistory.com](http://butlerhistory.com) or by calling (724) 283-8116.

**This year's characters include**

**Rev. Samuel Hall Young**

**Nellie Pearl Balph**

**Millard & Margaret Wright**

**Nancy Pakutz**

**Carl Halberg**



# Inside the Archives

## Please Write Soon!

*Outreach Coordinator Mackenzie Herold dives deeper into our collections.*

How do you let your loved ones know that you are thinking of them? Do you send text messages? Phone calls? Perhaps even a video call or email? In this age of technology, it has become easier than ever to communicate with friends and family. We live in an era of abundant connections.

Let's take a step back. Imagine being five years old, with knobby knees and untied shoe laces. Impatiently, you wait for the mail to arrive. Most days, it's filled with bills and junk. You huff in disappointment. Those are for your *parents* to worry about, not for you.

Every so often, however, you are rewarded with a postcard.

This was me. Throughout my childhood, my grandparents traveled the continental United States in their motor home. My grandmother always sent me a little postcard from every place they visited. Although the messages were never more than a few lines, they were full of love and adventure.



Over the past few months, BCHS has received multiple donations of old family postcards. They cover several decades and subjects, but each message captures a unique moment in the lives of those who came before us. Some are simple, little things. Others are so full that the writers barely had enough room to sign their names. With messages full of well wishes and will-write-soons, these cards were just one way to say: "I miss you! I have not forgotten you! Please don't forget me!"

But how did postcards come about?



In 1861, Congress passed an act that allowed privately printed cards to be sent in the mail. During that same year, a man named John P. Charlton copyrighted the first postcard in the United States. These postcards, and the ones that came in the decades after, would have looked much different than what we are used to. Instead of the full body pictures that we associate with modern day cards, these early postal cards had smaller pictures that let you put the recipient's address on one side and your message on the other.

# Inside the Archives

In 1898, the look of postal cards changed. The front of the card could either have an image or a small message. The back would still be reserved for the recipient's address. It wasn't until 1907, when the divided back was finally allowed. This would usher in the "Golden Age of Postcards."



Both World Wars caused significant changes in postcard design. Before WWI, most postcards were produced by German printing firms. People scrambled to collect German postcards because there were filled with beautiful, vibrant colors. However, after WWI broke out, American printers took over production and wartime shortages created a drastic drop in postcard quality. It was also during the war that printers began saving ink by leaving a white border around the edge of postcards, marking a new fad in card design.

The 1930s and 40s, saw the rise of Curt Teich & Co., a Chicago printing company that had German roots. Teich produced cards with a high rag content, which gave them the appearance of linen. This allowed for quicker production and brighter dyes to be used. Curt Teich & Co. would become world famous and responsible for one of the most well-known styles of postcards. The "Greetings From" series contained big letters, vibrant colors, and a bold style that can still be found on postcards to this day.

After World War II, *photocrom* postcards dominated the market. Photocroms were colorized images made from a photographic negative. Photocrom cards are still produced today, although the rise of digital photography has made them somewhat less popular.

But why is this of this important?

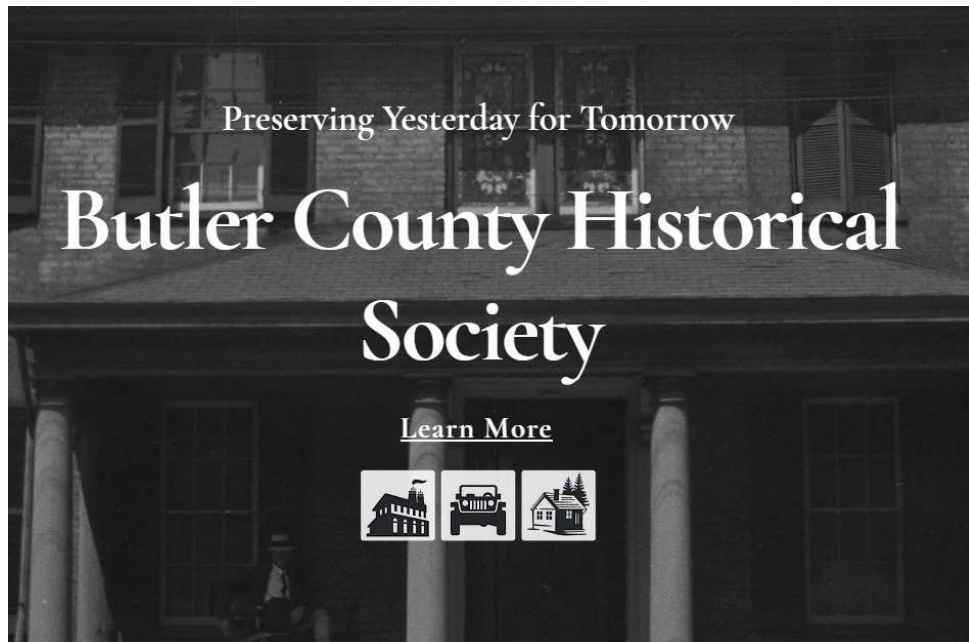
I think it is easy to forget that people have always sought connection.

Whether through postcards, letters, phone calls, or text messages, people have always wanted to be remembered by and connected to their friends and families. More than that is the want to convey affection. Think about why you reach out to friends and family. Think about the messages that you really want to convey. Most of all, think about whether the people in your life receive those messages.



Maybe the next time you visit a new place, you'll pick up a postcard and write, "I wish you were here!" and continue this small form of connection.

# OUR NEW WEBSITE IS LIVE!



We are happy to announce that our new website has finally launched! It's been a long time coming, and we're very excited to share it with you all.

Changes include an updated online Shop; streamlined guide to the Walldogs Murals; more information about membership and donation opportunities; updated research aids; easy navigation to upcoming events and tickets; and—coming next month—a Members Only section where BHS members can access videos of talks and events such as Cemetery Walks, an online version of the newsletter, and other bonus content!

# Director's Message

**2023-2024**

**Board of Directors**

Joyce Rauschenberger

**President**

Brad Pflugh

**Vice-President**

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**BCHS Staff**

Jennifer Ford, PhD

**Executive Director**

Mackenzie Herold

**Outreach**

**Coordinator**

Jamie Jones, MLIS

**Collections**

**Manager**

By my calendar, today is the first day of Spring. So why did I have to throw open the window this morning and yell at Winter to *go home* already? Ah well, I'll just focus on the positive and share upbeat news.

>Our intrepid Outreach Coordinator, Makenzie Herold, worked nights and weekends for months to create our new website. It's leaner, cleaner, and *much* easier to navigate, especially for event tickets. So take time to look it over...and buy some DJ Bingo or Cemetery Walk tickets while you're there!

>Drive past the Little Red Schoolhouse on Jefferson Steet next month and you'll see long-overdue repair work underway. You Name It Contracting is replacing the old roof with new shingles that look just like wood but are made of synthetic materials that should last for 75 years! Once that's done, they'll remove the old red paint that's damaging wall bricks then make repairs where necessary. Inside we're installing new exhibits, so the LRSH will be repaired, updated, and ready for visitors by mid-summer!

>Best of all, we now have a full time Collections Manager!! Jamie Jones will spend the next several years organizing and properly cataloging thousands of images, documents, and objects in our storage facility. At last.

Jamie came to us from the Lawrence County Historical Society. A native of New Castle, Jamie majored in History with a minor in Art at Clarion, where she also earned a Master's in Library and Information Sciences. Goals for BCCHS? Catalog, preserve, and store our collections so we can make fragile, long-neglected items safe and easily accessible. (First day on the job Jamie discovered negatives that can spontaneously combust and got them into the fridge straightaway...whew!)

Happy Spring, whenever it comes.

~Jen

## Our Mission

The Mission of the Butler County Historical Society is to collect, preserve, maintain, and interpret the historical documents and sites of Butler County's rich history.

## Membership Updates

If your name is highlighted on the address label, it's time to renew your membership! Please renew online at [butlerhistory.com](http://butlerhistory.com) or by sending a check to our office with your renewal information.

**THANK YOU SO MUCH for your continued support. Every membership is important; each one enables us to preserve Butler County's past for future generations!**

## New Office/Tour

### Hours!

Wednesday, Thursday, &  
Friday

11:00 AM—3:00 PM

Every 1st Saturday

11:00—3:00 PM

And a warm welcome to our newest members:

Jan & Nick DeMartini  
Cheryl McLafferty Grey  
Alanna Reed  
Stephanie Shaffer  
Carrie Young

