

## Posty Cards – A Short History



When Carl 'Posty' Postlethwaite started his *GET ACQUAINTED* business in the late 1930's he had no idea that he would eventually be in the greeting card business. While pursuing a degree at the University of Kansas, Posty also worked as a cartoonist for the Lawrence Journal World Newspaper. After graduation, he combined his cartoon skills, newspaper experience, and business degree in the form of *GET ACQUAINTED*, a special edition newspaper that promoted local businesses with cartoons of local merchants and owners. He continued this business until the United States was drawn into World War II.

The war effort required newsprint rationing, and without newsprint, *GET ACQUAINTED* was out of business. Posty interviewed with Hallmark Cards for a position as a manager of the Art Department. He got the job and spent the war years learning about the greeting card business.

In 1947, he decided that dealing with the egos of a large art department was not what he really wanted to do, so he resigned from Hallmark and started up *GET ACQUAINTED* again. A college friend, Jack Morris, was working for Business Men's Assurance Company. Jack asked Posty to design a card for the president of BMA to send to BMA policyholders. Posty contracted for the card. He designed it, had it printed, and delivered it on schedule. With our first pleased customer, Posty Cards was born.

Posty continued to design cards for BMA, and began calling on other insurance companies. He soon had Kansas City Life and Jefferson Standard Life as clients as well. The business grew and was incorporated as the Postlethwaite Company in 1948. In 1962, the name was changed to Posty Cards, Inc., a much easier name for clients to pronounce. Posty's wife, Wilma Postlethwaite, was involved in the company from the beginning, focusing mainly on the accounting side of the business. She continued coming to the office and keeping up with company developments well into her late 80's. Wilma passed the company to her children with her death in 2003. She was 91 years old.

During the 1950's, 60's, 70's, and 80's, Posty Cards serviced the greeting card needs of over 70 of the top 100 life insurance companies in the United States. During this time, Posty Cards leased space for the operation, but in 1986 Posty decided to build a building of his own. The building was built and occupied in the spring of 1987. An addition was added in 1989.

Carl 'Posty' Postlethwaite passed away in January of 1995 at the age of 89. He left the company free of debt and prepared to move into the 21<sup>st</sup> century under the leadership of his son-in-law, Lance Jessee, President of Posty Cards since 1975. After a business career in the technology industry, Erick Jessee, Lance's son became active in the business in 2001 and is poised to lead the company far into the future.

Today, Posty Cards serves over 25,000 active customers across the United States and Canada. Although insurance companies are still a large part of our customer base, we also supply greeting cards to auto dealerships, banks, hospitals and many other industries in which companies want to stay in contact with clients and employees.

### Media Contact

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