

# Don Logan's business venture helps us remember the good old days



Retired Time, Inc. CEO Don Logan, left, and his son Jeff Logan have bought a publishing company in Tennessee and moved it to Birmingham where they produce nostalgic birthday cards and other nostalgic memorabilia.

**W**hen Don Logan was born in 1944, the average income was \$2,378, the cost of a new car \$976.

Franklin Roosevelt was president, life expectancy was 62.9 years, and you could buy a gallon of milk, a gallon of gas and a loaf of bread together and still get change for your dollar.

D-Day began when American forces landed on the beaches of Normandy that June.

Logan, an Alabama native and retired Time Warner media chairman, knows this not so much from memory, but from his latest business venture in Birmingham.

"My recollection is fairly poor," he says. At Seek Publishing, though, he has his son, company CEO Jeff Logan, and a staff of researchers to remind him of what happened the year he was born and every year since 1900.

Seek's main products are KardLets -- card-sized booklets that focus on single years. Seek's original "Pages of Time" KardLet series, in black and white, seems drawn largely from newspapers and magazines covering 1900-2003. A second KardLet line, "Remember When," covers 1920-2001 and features splashes of color.

And the most recent line, called Yearbook, is full-color

slick and is geared more toward baby boomers. The Yearbook 1962, for instance, reminds us that "Duke of Earl" and "Johnny Angel" were on the radio and that the new Kodacolor film was all the rage. (For all of Seek's products, visit [www.seekpublishing.com](http://www.seekpublishing.com).)

"I got the best year," says Jeff Logan, born in 1969. "We had Woodstock and a man on the moon."

The market for such nostalgia appears to be growing, which the Logans attribute to aging boomers and, lately, to a poor economy and generally trying times. "It's comforting to remember the good ole days," Don Logan says. "We've made it through tough times before. You can look back and see it."

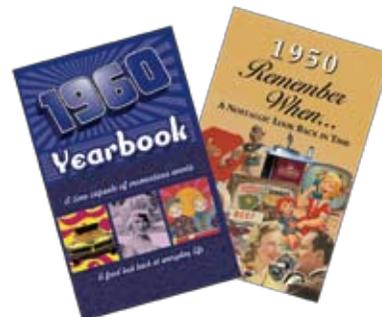
The products are becoming a national hit, sold in specialty stores, at tourist attractions and in restaurants across the country. "Some of the best locations are museum-oriented stores," Jeff says. "In Gettysburg, Pa., for instance, people who go there are already in a historic mood. The gift shop manager said we're one of their best-selling products right now."

People buy for themselves or to give as presents. The growing market, though, lies in bulk sales for big events, such as college and high school reunions, the men say.

Don Logan, who last month was inducted into the National Advertising Hall of Fame, retired from Time Warner in 2005. An easy-going guy, he wasn't content to just rock on the porch. The next year, he and his wife, Sandra, both Morgan County natives, moved from the Northeast back to Birmingham, where they had lived and raised their family for 21 years during Logan's tenure at Southern Progress Corp.

In 2005, the family bought the Birmingham Barons, which Jeff's brother Stan runs. The family soon bought Seek and last year moved it from Nashville to Birmingham - to the funky, renovated old Bebco Building on Second Avenue South.

"It's just a fun little business," Jeff Logan says. "And the economics are surprisingly strong."



Above are two examples of Seek Publishing's nostalgia products.