



From "Valentines: Vintage Holiday Graphics" edited by Jim Heimann (Taschen)

V I N T A G E C A R D S

For Relationships Not Suited to Hallmark Sentiments

Valentine sentiments don't have to be cloying, judging from a new gift book, "Valentines: Vintage Holiday Graphics" (Taschen, \$9.99), edited by Jim Heimann. Indeed, through the years some of the most notable cards (a sampling is above) have had an edge — even, to modern eyes, a slightly twisted quality. Mr. Heimann, a writer, editor and collector in Los Angeles, scoured the Rose Bowl Flea Market and Swap Meet in Pasadena, Calif., for the cards. Blatantly cute ones, or what he calls "bottom feeders," sell for about \$1, he said, while "the satiric ones with monkeys and little old maids — the ones you don't want to get if you're a diehard romantic — will hover around \$30."