



WEBFOOTER EXTRA

FEBRUARY 2015



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



www.thewebfooters.com



Portland's Coffee Connection – see page 4.

WEBFOOTERS POST CARD CLUB
2015 ANTIQUE PAPER
AUCTIONS & SHOW & SALE

9th ANNUAL

ORAL AUCTION & BANQUET
FRIDAY, APRIL 17

AUCTION PREVIEW AT 4:00 PM ♦ BANQUET DINNER AT 5:30 PM

ORAL AUCTION BEGINS AT 7:00 PM

THE GROTTO CONFERENCE CENTER, 8840 NE SKIDMORE ST

DINNER \$17.00 PER PERSON ♦ RESERVATIONS BY APRIL 12

BOOK NOW!! 503-901-0505 OR cbessw@aol.com

WE NEED YOUR DONATIONS OR CONSIGNMENTS OF:

- ♦ Postcards: Real Photo, Holiday, Artist-Signed, Lithos, Linens & Chromes
- ♦ Vintage Photographs: Tintypes, Stereo Views, CDVs, Cabinet Cards, Snapshots & Mounted Photos of All Sizes
- ♦ Antique Paper Ephemera: Advertising, Trade Cards, Travel Brochures, Maps, Menus & other early paper items

♦ AND MUCH, MUCH MORE ♦

CONTACT CAROLE 503-901-0505, cbessw@aol.com OR MARK mark@pdxhistory.com

35th ANNUAL

ANTIQUÉ PAPER
SHOW & SALE

AND SILENT AUCTION

SAT. & SUN. APRIL 18 & 19

KLIEVER ARMORY, 10000 NE 33rd DRIVE, PORTLAND OR 97211

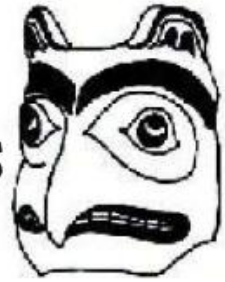
ON TRIMET LINE 70

POSTCARDS ★ PHOTOGRAPHS ★ ANTIQUÉ PAPER ★ EPHEMERA ★ NOSTALGIA

SATURDAY 10 AM—5 PM ★ SUNDAY 10 AM—4 PM

SILENT AUCTION FIRST CLOSING SUNDAY 2:00 PM

FREE ADMISSION ★ FREE PARKING ★ SNACK BAR



**NORTHWEST COLLECTIBLES
PRESENTS**

The Largest Antique Paper Shows in the Northwest

**The Greater Portland
Postcard Stamp and Antique Paper Show**

February 28-March 1, 2015

**Lloyd Center Double Tree Hotel Annex
1000 NE Multnomah Street
Portland, Oregon**

Old Postcards, Photographs, Stereo View Cards, Books, Stamps, Valentines,
Matchbooks, Magazines, Prints,
Maps, Trade Cards, Posters & Much, Much More!

ADMISSION: \$1

Show Hours:

Saturday: 10 AM – 6 PM

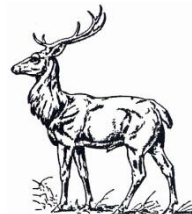
Sunday: 10 AM – 4 PM

Upcoming Shows in Portland, Oregon:

June 20 – 21, 2015

For Information:

Terry Weis
601 NW 72nd Circle
Vancouver, WA 98665-8462
503-679-4755



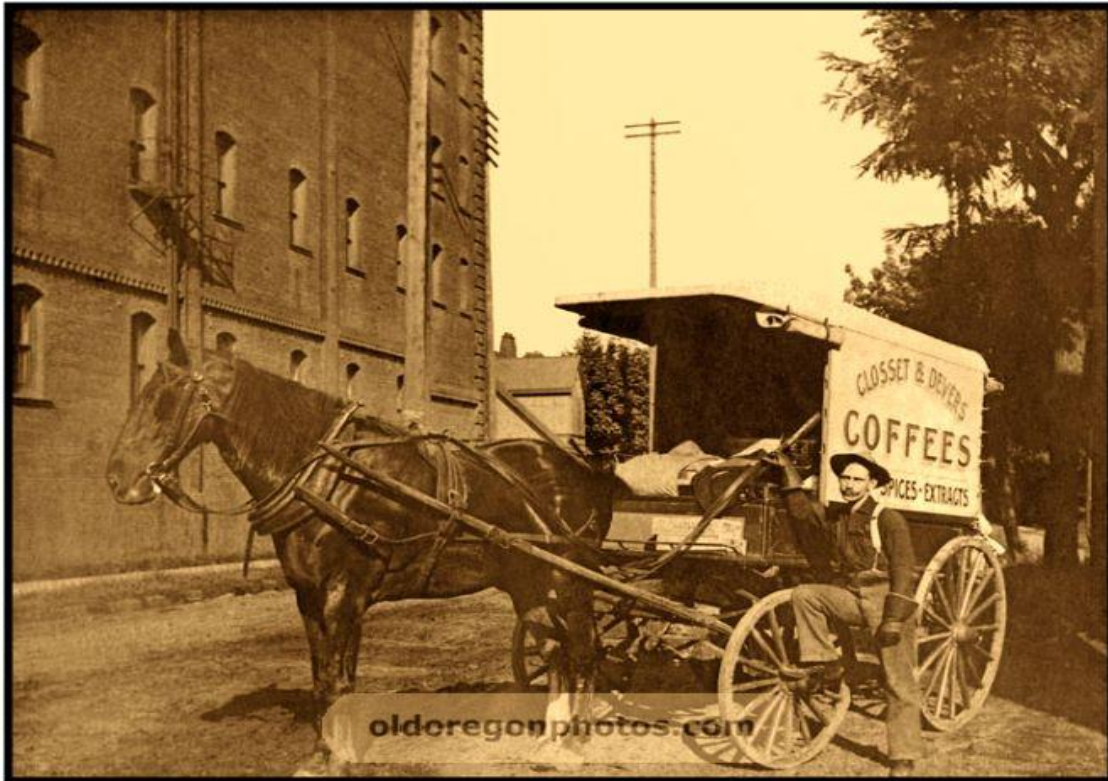
www.portlandpapershows.com

FREE APPRAISALS

FREE ADMISSION WITH THIS AD

(paid advertisement)

PORTLAND'S COFFEE CONNECTION



Portland merchants developed a small but thriving tea, coffee and spice trade back in the 1850s, laying the foundation for Portland to become a major West Coast coffee importer.

In 1865, J.F. Jones launched his Portland-based coffee and spice business, J.F. Jones & Co. By the 1880s, Portland had become an established port of call and a regional trading hub. Arthur H. Devers, a former office clerk at Folger, Schilling & Co., left San Francisco and came to Portland where he saw an opportunity to build what became a very successful coffee dynasty. He arrived by stagecoach, and in 1883, he bought into a partnership with Joseph Closset where they established the Closset & Devers coffee roasting plant in Portland.

As early as 1891, Lang and Co., wholesale grocers and coffee roasters, whose principals were Isador, Edward, Max and Louis Lang, was producing their American Club coffee as well as Royal Club spices in Portland at 72 Front. In 1921 they were at 1st and Ankeny.

For 28 years, the Closset & Devers coffee roasting plant remained at SW Second and Ankeny. In the early years, the bulk of their coffee came through the Port of San Francisco, and in later years it came to Portland by direct steamers. Closset & Devers and J.F. Jones & Co. were not Portland's only roasting companies. Wadhams & Co., Defiance Tea and Coffee, and Dwight Edwards Co. also laid claim to what was quickly becoming a coffee town. The founder of Fred Meyer Inc. operated a coffee stall on Washington Street in 1911. Later, he would sell his Fifth Avenue Coffee at Fred Meyer.



Early coffee tins from Closset & Devers and Lang & Company's American Club Coffee.



In 1927, Closset & Devers began a new advertising campaign featuring a cowgirl on their coffee tins and packaging (left). Ten years later, they gave the cowgirl an update (right). When she was a teenager, Portlander Nora Martin became the face on the Golden West Coffee can. Nora Lou Martin (1921-2014) was an actress and a singer who was discovered in 1936 on Portland radio station KGW's "Stars of Tomorrow" talent show at age 15 where she was a regular performer.



A third cowgirl was also developed in 1937.

**Richer in the character coffees
from Central America
that give fine flavor, full-body,
and fragrance !**

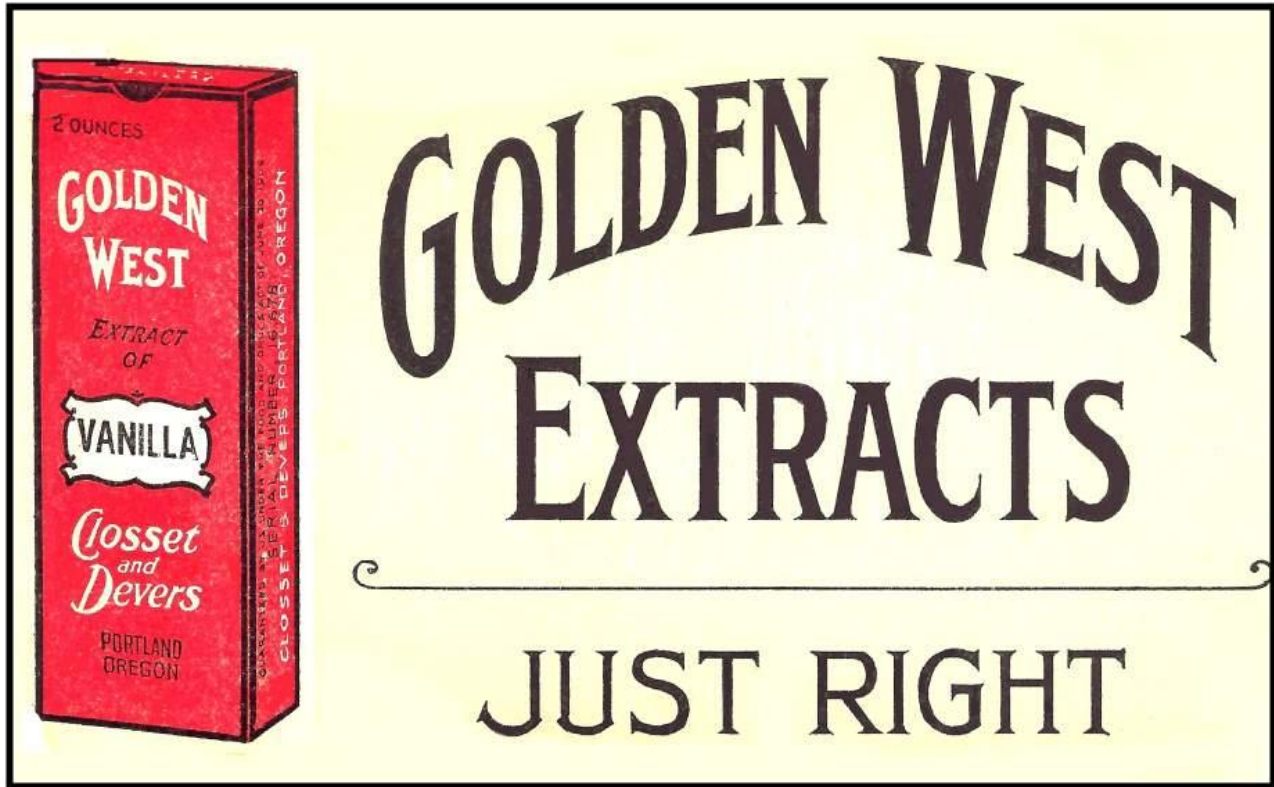
AND THREE GRINDS !
SILEX DRIP REGULAR



Ads like this for Golden West Coffee were found on local streetcars.

In 1937 Nora became a regular on KEX's "Hayloft Jamboree." In 1939 Nora joined the Portland musical group "Pals of The Golden West" named after "Golden West Coffee." Nora fronted the band. In 1941, "Pals of the Golden West" became part of the new KEX Series called "Grandpappy & His Pals" which was produced for the NBC Blue Network.

In July 1942, Nora left the group and series for Hollywood, becoming a regular on the Gene Autry Show. In September 1943, Nora signed with NBC's Eddie Cantor Show and continued there through 1945. She is best known for her appearances in westerns.



Three of Portland's early coffee roasters also sold spices: Lang & Co., Dwight Edwards Co. and Closett & Devers.

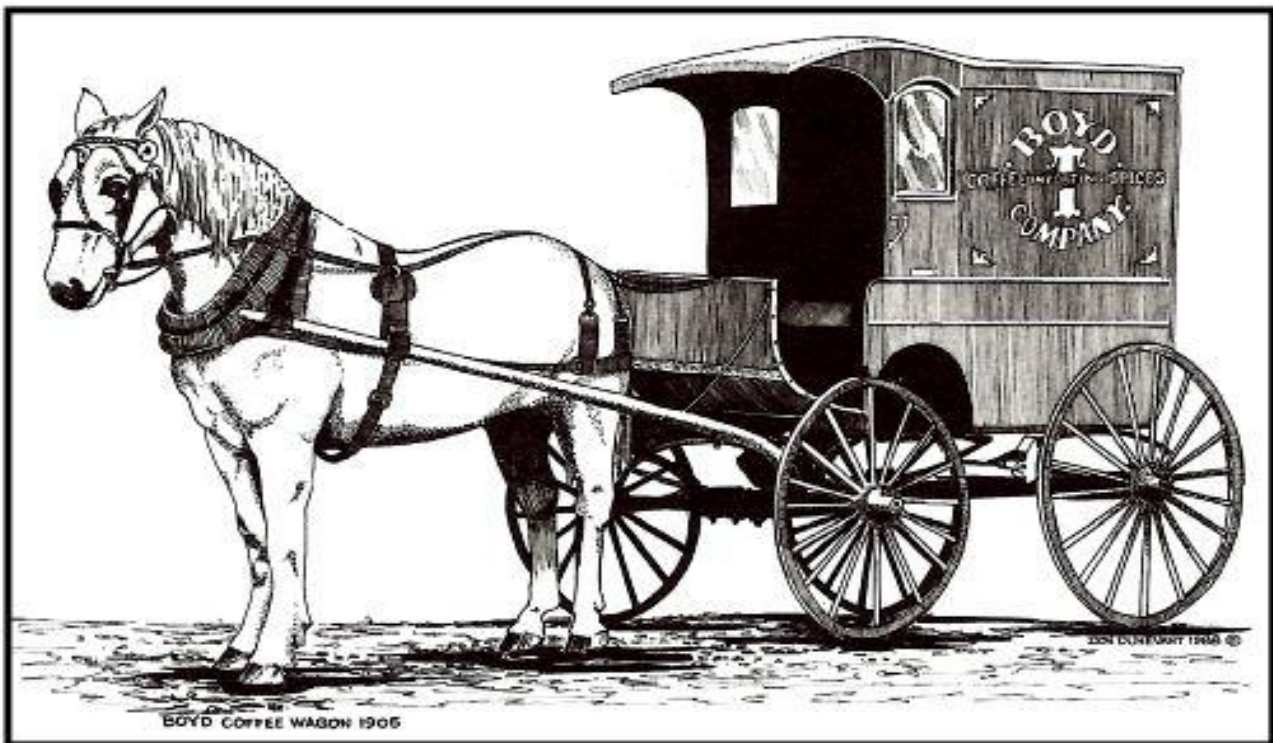
Closset & Devers became a Division of Ben Hur Products about 1940.



Country Club coffee was produced by Dwight Edwards Company.

Dwight Edwards Co. was established in Portland, Oregon in 1904 by Dwight Edwards, Sr., an importer, roaster and packer of coffee. His son, Dwight Edwards, Jr., helped many a delivery to start on its way and virtually "grew up" in his father's plant. This practical experience enabled the younger Edwards to assume management of the company upon his father's death in 1915, when Dwight Jr. was a junior in college.

In 1931, Dwight Edwards, Jr. sold his company to the organization which was to become known as Safeway Stores, Inc. As a Safeway executive, Edwards continued his principal interest: the development of the finest coffee blends. He was a familiar figure in the daily coffee-tasting sessions. Over the years Edwards visited nearly every coffee-producing country in the world, gaining first hand information about the characteristics of coffee from each principal production area. At the time of his retirement in 1956, Safeway operated seven modern coffee-roasting plants: at San Francisco, Los Angeles, Portland, Denver, Dallas, Washington D.C., and Vancouver B.C.



In 1900, P.D. Boyd founded Boyd Tea Co., which was later renamed Boyd Coffee Co. In 1907, Boyd began offering home coffee delivery throughout Oregon and Washington.

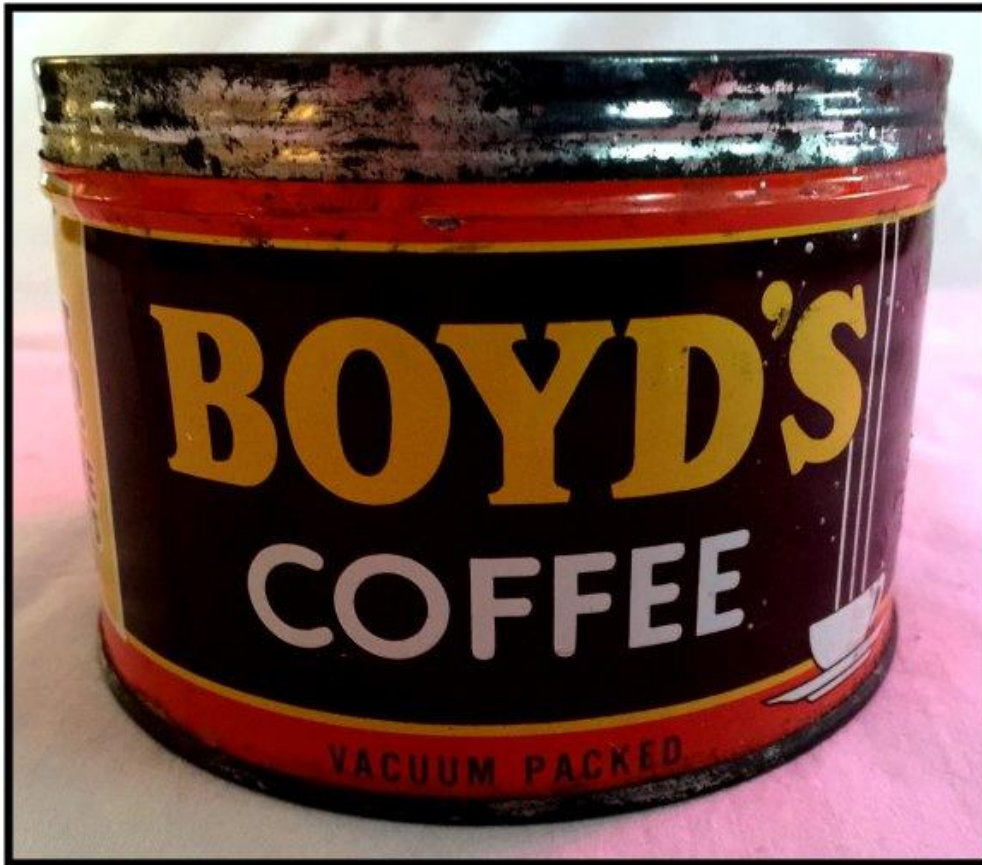
The son of pioneers, Percival Boyd struck out on his own after working for a time as a grocery clerk. He understood the power of brand identity and set about creating his own blends from premium coffees. Boyd developed the Boyd Blend, which became extremely popular.

Boyd Coffee Co. became famous for its horse-drawn, red delivery wagons, which were eventually replaced with red trucks. During the company's early days, Boyd's trucks delivered goods from house to house, but by the 1920's consumer purchasing habits changed, and more and more people were shopping at grocery stores. This change forced many coffee companies to revise their marketing strategies, and by the 1950s, Boyd's had introduced vacuum-packed coffee for sale in supermarkets.

At the beginning of the Great Depression, Portland was home to several coffee manufacturers, but these were difficult times and many businesses were failing. Most of the pioneer coffee roasters of Portland's early merchant days would eventually disappear from the industry's landscape. One by one, each company slipped into obscurity. Closset & Devers became a Division of Ben Hur Products about 1940.

In 1953, Folgers constructed a state-of-the-art roasting plant in northwest Portland and sold the plant to MJB Coffee in 1963. A 1954 *Sunday Oregonian* article recognized the extraordinary achievements of the local coffee industry by declaring, "Portland is quite a coffee-roasting center, and coffee imports represent a substantial share of the incoming cargoes at the port here."

By the 1960's, Golden West became part of Schilling and the name has not been widely used since the 1990's. The only remaining early coffee importer, roaster and packer is Boyd's Coffee which was founded as Boyd Tea Co. in 1900.



Boyd's Coffee also had offices in Seattle, Tacoma and Spokane, Washington.



General Grocery Company produced Preferred Stock Coffee. They also had offices in Salem, Eugene and Bend, Oregon.





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FREE PARKING

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10000 NE 33RD DRIVE **April 18-19, 2015**