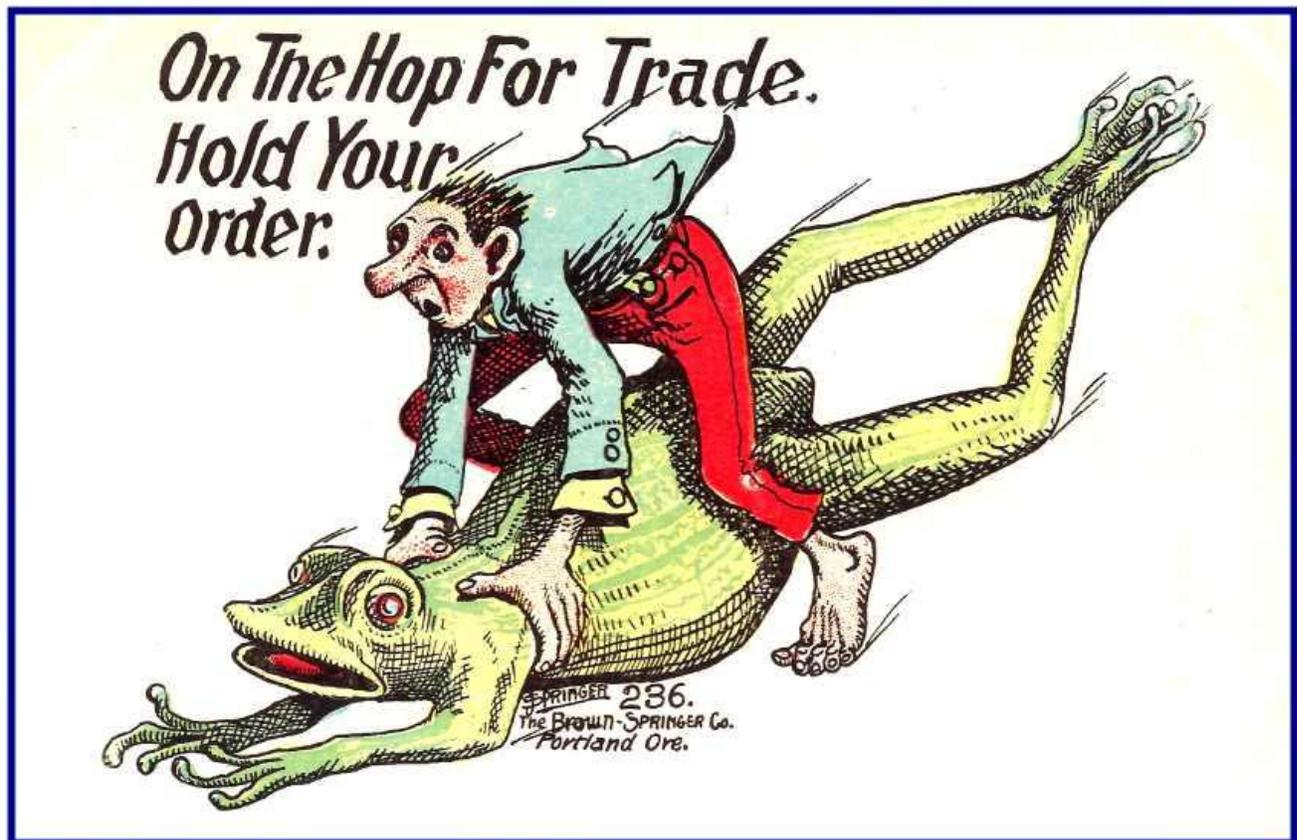




# WEBFOOTER EXTRA

November 2013

## EARLY PORTLAND ART CARDS



### WEBFOOTERS POST CARD CLUB

PO Box 17240  
Portland OR 97217-0240



[www.thewebfooters.com](http://www.thewebfooters.com)

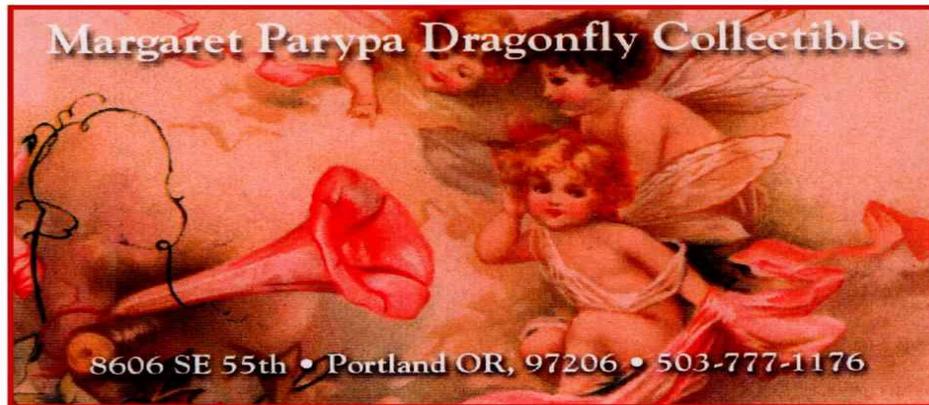


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- ◆ Early Portland Art Postcards – see page 4.

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**ANTIQUE PAPER**  
**SHOW & SALE**  
*April 26-27, 2014*

**KLIEVER ARMORY**  
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Portland Railway Company streetcar near 16th & Thurman streets circa 1915.

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*Appraisals made on Sunday Dec. 8th at 1:00 pm*

Sponsored by: **The Salem Numismatic Society**

For information: Contact Danny B. at: 503-588-8162  
Email: [d.bisgaard@comcast.net](mailto:d.bisgaard@comcast.net)

From I-5: take exit 256, the Market Street Exit  
Go west and turn right onto 17th Street  
Go about a mile and watch for the signs to the Fairgrounds on the right

**[www.oregoncoinclubs.org](http://www.oregoncoinclubs.org)**  
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# EARLY PORTLAND ART POSTCARDS



Hand drawn art postcards made their debut in the early years when postcards were first introduced. One of the more popular series of cards that were created in the early 1900's was the Whole Dam Family cards. These cards were produced for about 10 years whenever a fair or event was held. The card above was created by B.B. Rich, who later became the official publisher for the Lewis & Clark Exposition. In 1906, the Schilling Spice Co. produced a card of the Whole Dam Family at the Oregon State Fair.

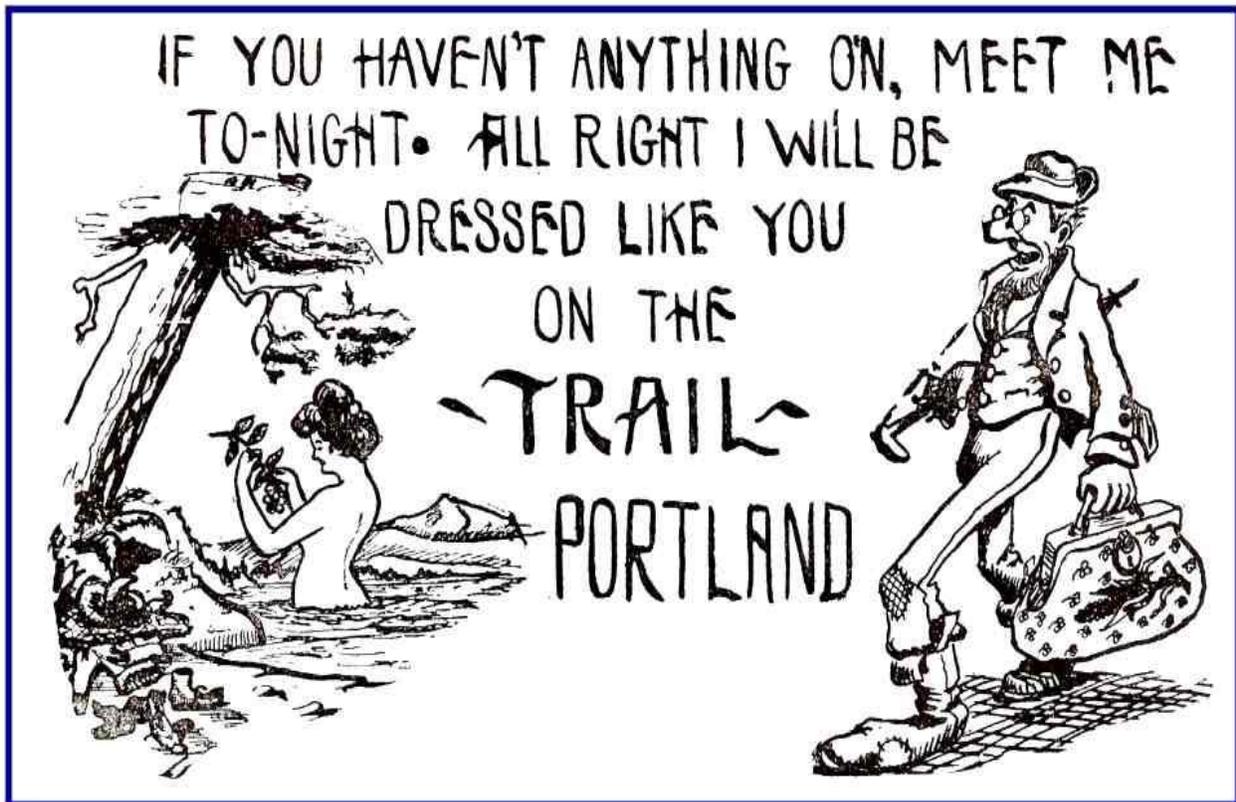
In 1904, St. Louis was the site of the World's Fair and when it was announced that Portland would be the site of the World's Fair in 1905, enterprising artists and craftsmen began making postcards to promote Portland and the upcoming events.

One of the popular phrases of the day became "Meet me on the Trail," another one was "Hitting the Trail to Portland." Another variation was "Coming by Rail" and "Piking the Trail." They created crudely illustrated cards with black, blue or red ink.

J.A. Springer was an artist who was employed to create art postcards to get people to come to the World's Fair in Portland in 1905. After the fair closed, he teamed with Brown Printing Co. and they produced cards as the Brown-Springer Co.



These cards were published to promote the Lewis & Clark Fair, circa 1904.





Some of the artwork used for the Lewis & Clark Fair was reused in postcards produced in 1907.



# Piking The Trail



*Play-Ball.*

By 1908, they had perfected their techniques and they began producing cards with brightly colored inks.



When the Brown–Springer Co. began producing cards in color, they began numbering the cards. I recently acquired a collection of 26 Brown–Springer cards and the colored ones were numbered: 247, 264, 268, 269, 270, 274, 280, 283, 286, 288, 289 and 290. It will be a challenge to find the cards in between. Some of these cards came with a very unique signed, hand drawn back shown below.

