



THE WEBFOOTER

ESTABLISHED 1966

"Every subject known to man can be found on a post card" -- Club Motto

The official publication of The Webfooters Post Card Club in Portland, Oregon

www.thewebfooters.com

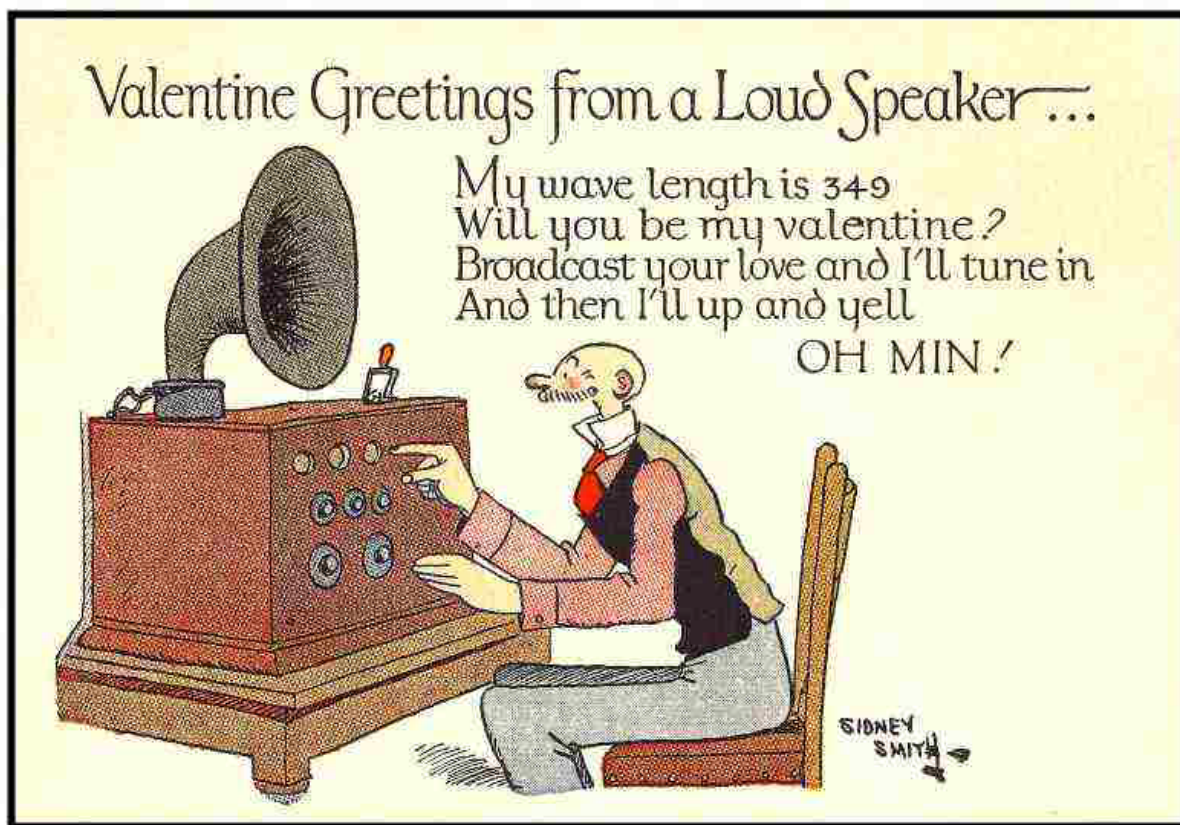
Volume 45

Issue Number 2

February 2011



HAPPY VALENTINE'S DAY



- ◆ New Members – see page 2.
- ◆ See Mark's "Great Light Way" on page 4.
- ◆ See Maggie's Minutes on page 8.
- ◆ Mark's Memo – see page 7.




[Find us on Facebook](#)

Next Meeting – February 19, 2011

At Russellville Grange – 12105 NE Prescott Street

10 am to 3:30 pm

COUNTRY COLLECTIBLES



503-747-0159 janice.ahl@comcast.net

Now Located at:

FARMHOUSE ANTIQUES

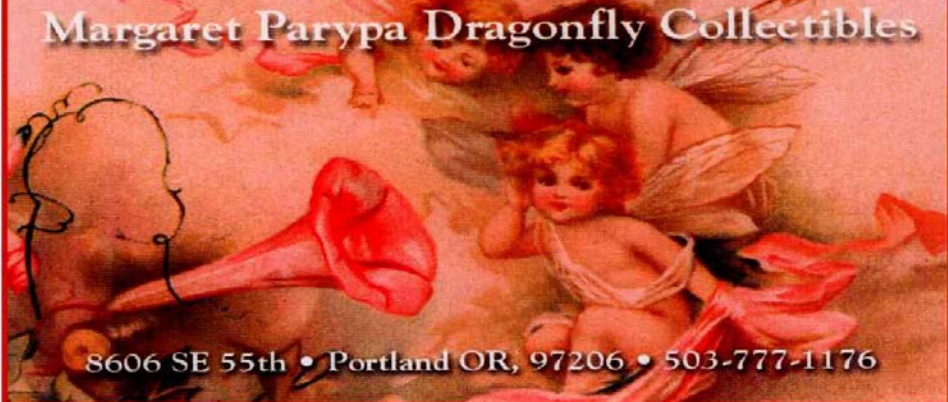
Mini Mall in Old Historic Sellwood with Seven Dealers

Tuesday thru Sunday: 11 to 5
 Glassware - Depression - Elegant
 Postcards - Paper - Sheet Music
 Jewelry - Furniture

See Janice on Tuesdays
 8028 SE 13th Avenue
 Portland OR 97202
 503-232-6757

**Also in Farmhouse Antiques in Sellwood
 8028 SE 13th Avenue**

Margaret Parypa Dragonfly Collectibles



8606 SE 55th • Portland OR, 97206 • 503-777-1176

(paid advertisements)

THANKS TO OUR ADVERTISERS FOR THEIR SUPPORT WHICH HELPS OFFSET OUR EXPENSES



Roster Addition Welcome to Mike!!

Kerschbaum Michael 1789 Seattle, WA
 Dealer: Paper Dreams
 Collects: Falkland Islands; Antarctica; Chile; Argentina;
 Whaling



Northwest Collectibles Presents

The Largest Antique Paper Shows in the Northwest

**The Greater Portland
Postcard, Stamp & Paper
Collectibles Show**

**The Greater Seattle
Postcard & Paper
Collectibles Show**

February 26 and 27, 2011

February 19 and 20, 2011

**Kliever Armory
10000 NE 33rd Drive
Portland, Oregon**

**Kent Commons
525 4th Avenue N
Kent, Washington**

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

Show Hours:

Saturday: 10 am - 6 pm
Sunday: 10 am - 4 pm
Admission: \$5 (Good for Saturday & Sunday)

Upcoming Shows:

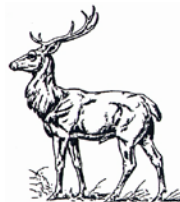
Portland Oregon
at Kliever Armory
May 28 and 29, 2011

Kent Washington
at Kent Commons
June 25 and 26, 2011

Call or Write:

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

Jeremy LeRoque
PO Box 217
Temple City, CA 91780-0217
626-665-9435



www.postcardshows.com

FREE APPRAISALS

(paid advertisement)



THE GREAT LIGHT WAY



Portland's "Great Light Way" featured lighted arches that were erected up Third Avenue in 1914.



In the 1890s and early 1900s, electricity was a new phenomenon. It was the key to many conveniences. Electricity provided the energy to transport the masses and light our world. It changed life as we know it. Power plants were built to generate the power that was used to electrify the trolley lines and to light our streets. It also ushered in a new era that brought us air conditioning, hot and cold running water, toasters, stoves, refrigerators, hair dryers, radios and everything we couldn't live without today.



Feeling pressure from the business boosters of Broadway, dubbed "the Great White Way," which was Portland's busiest street of commerce, the businesses and property owners along Third Street banded together to form "The Permanent Order of Third Streeters" to promote and advertise their street to the world as the "Center of Business" in Portland. The "Third Streeters" financed the erection of immense steel arches spanning every street intersection from Yamhill to Burnside streets. In the center of each of these 10 arches, there was a brilliant 750-watt light globe. The arms of the arches each contained two hundred 10-watt globes. Buttons (as shown on the left) to promote the lighting of third street were given out.

SPECIAL TODAY!
Saturday Only

All 50c Neckwear, Choice
3 for 50c

Sub. Store Division Customers' Discount
PEOPLES CLOTHING CO.
124-126 Third St., Washington and Stark Sts.

"The Great Light Way"

The one "Great Light Way" in all this wide and busy world is Third Street in Portland, Oregon. Prompted by that undefinable human quality known as "spirit," the owners of business and property along Third Street have banded themselves together in a sacred compact to advertise their street to the world by bringing to the attention of the public the advantages and desirability of Third Street as a business center. To do this, the permanent order of "Third Streetways" has financed the erection of immense steel arches spanning every street intersection from Yamhill to Burnside streets. In the center of each of these 10 arches a brilliant 750-watt light has been placed and the arms of the arches have been set with 200 ten-watt globes. The total illumination effect of the 87,500 watts of light energy in all of these arches will be turned on promptly at 8 o'clock tonight and a reign of carnival will prevail along the street all during the evening. Not only is Third street the lightest street, but it is one of the longest and widest in the city and it is said that more different lines of business operate along it than any other street in Portland, and that unusually few vacant stores are to be found on its shores.

SPECIAL TODAY!
Saturday Only

\$20.00 Men's Suits, Choice
\$9.85

Sub. Store Division Customers' Discount
PEOPLES CLOTHING CO.
124-126 Third St., Washington and Stark Sts.

The Lion Store
The Pioneer
Third-Street Clothing Store
Invites Every Man
to Get on
The Great Light Way
and Get in
A Lion Special Suit

The Standard of
Colors Taken for
Every Man in
Fifteen Years.

124-126 Third St., Wash. and Stark Sts.

The Great Sale of Sporting Goods

is still on and we invite all visitors to the

Great Light Way

which opens tonight, to stop in and see the bargains we have to offer.

See, Mr. Fishman, in the line for you to supply your wants at astonishing prices.

H.T. Hudson Arms Co.
110 THIRD ST.

STORE OPEN THIS EVENING UNTIL 10 O'CLOCK.

Powers


June Bride Outfit De Luxe

\$485.00

4 Rooms

Finest Oak Living-room
Golden Oak Dining-room
White Enamel Chamber
Mahogany Chamber

POWERS
THE LARGEST AND BEST
SOL MONEY



Join the Crowd
on the
"Great Light Way"

AND SMOKE
P & B 5c CIGARS

W. H. Dedman Jr.
167 2d Street

Sam I Rosenblatt & Co.

Portland's
Home of

Hart Schaffner & Marx

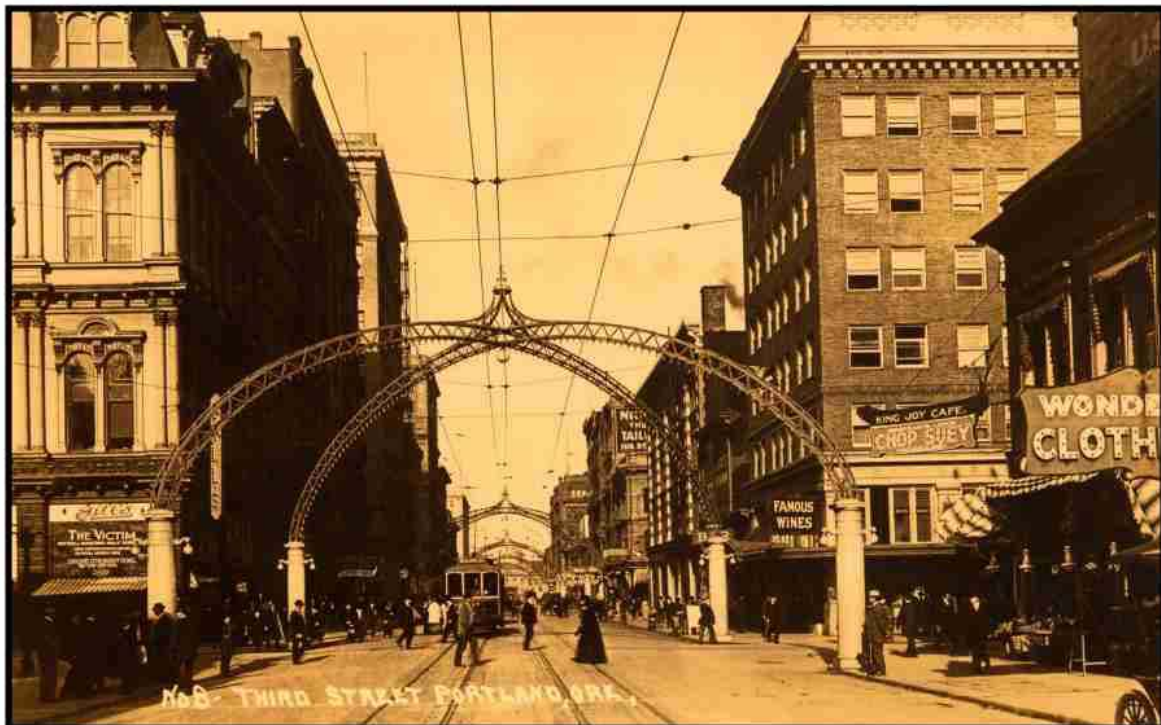
GOOD CLOTHES

Northwest Corner
Third and Morrison Sts.

A "Light Way"

This ad appeared in the June 6, 1914 issue of The Oregonian.

The lights were to be turned on for the first time on June 6, 1914 at 8 o'clock in the evening when the newspaper reported that "a reign of carnival prevailed along the street as city dwellers welcomed the lighted arches with a parade and street fair."



Daytime view of Third Street in 1916.



Night view of Third Street in 1916. Initially, the arches were placed from Burnside to Yamhill Streets. Arches were subsequently added from Burnside to Glisan Streets.



The arches at Third and Morrison streets frame signs for Fred Meyer on the left as well as the Capitol Theater and the Rex Theatre.



This view shows Third and Washington streets in 1936.

In 1926, a street-widening project for the opening of the new Burnside Bridge required the removal of the arch at Burnside. More street-widening in 1928 required the removal of the arches north of Ash Street. The financial fallout from the Great Depression caused the electricity to be turned off in 1937 and demolition began on the remaining arches. The city council removed all remnants of Portland's "Great Light Way" when they ordered the removal of the final three arches in 1940.

Mark's Memo

Thanks to Maggie for helping bring food for the January meeting. In February, no one has signed up to bring refreshments again, so **if you can help us out and bring the food**, let us know. Maggie has instructions for getting reimbursed in her "Minutes" column.

We have gotten quite a few items and lots for our next **Auction which is coming up April 15th, 2011**. We plan to begin cataloging and preparing them for the Auction in the coming days. If you have some items that aren't as important to your collection anymore and you would like to sell them on consignment, our Auction is the place to sell them and help the Club in the process. Contact Glenn Mason, Dusty Schmidt or myself. We can pick up your items or you can bring them to our next meeting on February 19th.

Attention Dealers!! We have a few tables left for our **31st Annual Antique Paper Show & Sale which is coming up April 16-17, 2011**. If you haven't gotten a table or two, now is the time. Each front table comes with a back table. If you aren't a dealer and you want to thin out your collection, the cost of our tables is very reasonable for a post card and ephemera show.



Maggie's Minutes

Attending the January 15th, 2011 Webfooter's Board Meeting, held at Elmer's Restaurant were: Mark Moore (President), Tony Roberts (Vice President) Maggie Parypa (Secretary), and Arne Soland (Treasurer) After a call to order at approximately 7:00 PM, the minutes of the previous meeting were approved as published.

Financial Report – Arne Soland gave a financial report. Chase notified us they were eliminating our free checking accounts. Arne was able to negotiate with them and keep our free accounts. It is important to keep a reserve in our treasury in case of a sudden cancellation of the show or auction. Last year, the arrival of returning troops from Iraq threatened to cancel our annual show.

Report of Standing Committees

Membership – Chair Krissy Durden reported via email on January 29, 2011 that there are 222 Active Members (99 individual members, 90 Family Members, 26 Patron Members, 6 Honor Members and 1 Charter). Continued Honorary Membership for Rogene Regehr was approved at the Club meeting for all her past contributions.

Refreshments – Reimbursement of up to \$40 is available for those contributing this service. If you are providing refreshments don't forget to save your receipts for Arne. There is a sign-up sheet at the monthly meetings.

The time is now to start planning for the auction and show. We are looking for good quality consignment lots to help benefit the Club. Glenn Mason and Dusty Schmidt will be helping organize items into lots.

Don't forget to take advertising cards for next year's show to local shops in your neighborhoods. We have already sold over two-thirds of our tables for the show. There are a few tables available at \$65. We also plan to advertise in smaller neighborhood newspapers like the Clackamas Review to help reach a broader audience. About two thirds of our cost goes into advertising and the other third goes for renting the hall.

Best wishes to Adolphe Colson and Don Weis who are recovering from illnesses. Also, keep Addie Weis in your prayers as she recently underwent knee replacement surgery.

The meeting at Elmer's was adjourned at 7:35 PM.

The next board meeting will be held on March 16th, 2011 at Elmer's Restaurant at 10001 NE Sandy Boulevard.

Respectfully submitted,

Maggie Parypa, Secretary

Find us on Facebook 

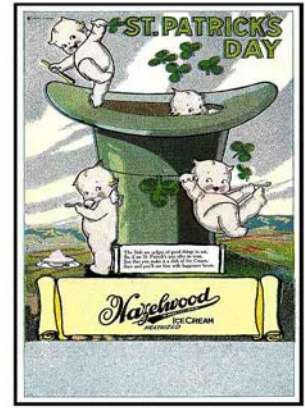
Please join us on Facebook to get reminders about meetings, special collections and to keep in touch. When on Facebook, just do a search for Wefooters PostcardClub.

See the full color version of this newsletter at www.thewebfooters.com



FIFTH ANNUAL WEBFOOTERS POST CARD CLUB

Postcard, Photograph & Antique Paper

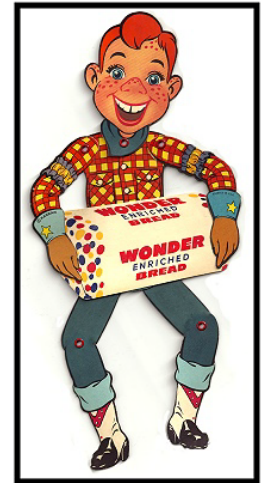


* AUCTION *

Friday, April 15, 2011 * 6:30 pm

Preview begins at 3:30 pm * Banquet Dinner at 5

The Grotto Conference Center
8840 NE SKIDMORE ST.
NEAR 85TH & SANDY BLVD.



AUCTION LOTS INCLUDE:

- Post Cards: 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!

We need your high quality postcards, photos and ephemera—bring them to the next three meetings or let us pick them up

No-host banquet dinner at The Grotto Conference Center beginning at 5:00 pm



31st Annual Antique Paper Show and Sale

Saturday, April 16 from 10:00 am to 5:00 pm

Sunday, April 17 from 10:00 am to 4:00 pm

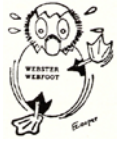
Early Admission: \$5/Regular Admission \$2

Oregon National Guard Armory

6255 NE Cornfoot Road – Portland, Oregon

www.thewebfooters.com

(Items pictured were found at our last show)



Club Officers

President/Editor.....	Mark Moore
Vice President.....	Tony Roberts
Secretary.....	Maggie Parypa
Treasurer.....	Arne Soland
Membership Chairman.....	Krissy Durden
Director.....	Irene Adams
Historian.....	Joe Macdonald
Librarian.....	Steve Kuryk



Calendar

February 19 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 3:30 pm

March 16 – Webfooters Board Meeting at Elmer’s Restaurant (no host)
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)

March 19 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 3:30 pm

For the latest news, visit our website:



www.thewebfooters.com

Find us on Facebook 



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



SEE PAGE 4 FOR THE GREAT LIGHT WAY.