



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

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

Volume 46

Issue Number 2

February 2012



An extraordinary valentine by postcard artist F.G. Long who almost always featured children. Copyright 1904 by Haufman & Strauss Co. Postmarked 1907 in Colorado City, CO. Sent to Basart, Colorado.

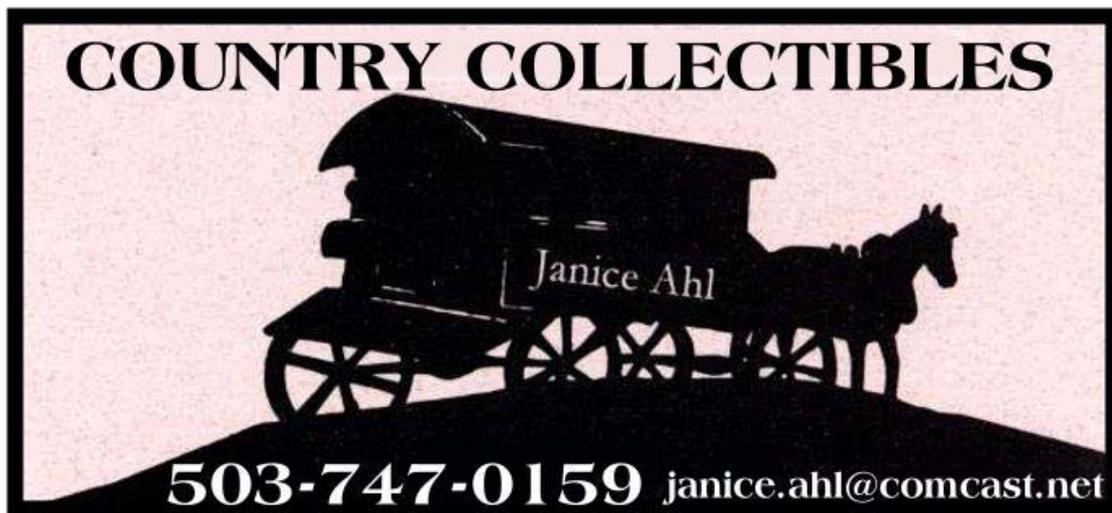


- ◆ Home Town Histories are back –
- ◆ See Longview, Washington - The Planned City on page 4.
- ◆ See Carole's Column and Meeting Minutes on Page 9.

**Next Meeting – February 18, 2012**

At Russellville Grange – 12105 NE Prescott Street

9 am to 3:30 pm (Business Meeting at 10)



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**

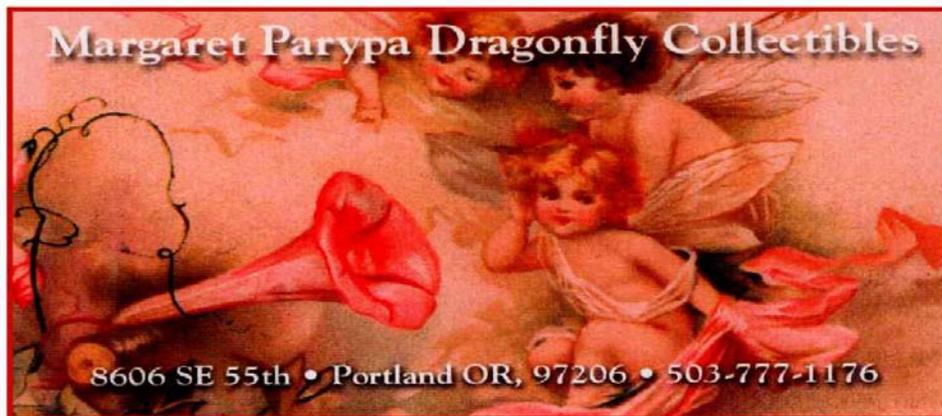
8028 SE 13th Avenue

Portland OR 97202

503-232-6757

**Also in Farmhouse Antiques in Sellwood**

**8028 SE 13th Avenue**



(paid advertisements)

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

### **25% off for Webfooters only**

Judith Nelson is now a vendor at a neighborhood resale shop called 'Found On Fremont' in which 16 independent vendors offer a wide range of vintage items and home furnishings for sale. All net proceeds from my space go to the Oregon Hay Bank, ([www.oregonhaybank.org](http://www.oregonhaybank.org)) a statewide organization which helps horse owners struggling financially. As a courtesy to Webfooters, I am offering 25% off all post cards in my vendor space. At this moment, there are more than 300 post cards for sale in my space, most of which are 'non-equine', although I will be adding portions of my horse card collection. This offer is good through Feb. 29, 2012.

To receive the 25% discount, a member simply mentions to the cashier that he/she is a Webfooter. The 25% discount applies to post cards in my vendor space only and does not apply to post cards in other vendor spaces at Found on Fremont.



**Northwest Collectibles Presents  
The Largest Antique Paper Shows in the Northwest**

**The Greater Portland  
Postcard, Stamp & Antique  
Paper Show  
February 24 and 25, 2012**

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

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

**New Show Hours:**

Friday: 11 am - 1 pm \$40 Admission (Good all show hours)  
Friday: 1 pm - 8 pm \$ 5 Admission (Good for Friday and Saturday)  
Saturday: 10 am - 5 pm \$ 5 Admission

**Upcoming Shows:**

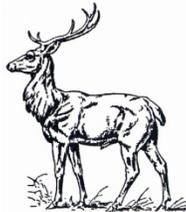
**Portland, Oregon  
at Kliever Armory  
June 15 and 16, 2012**

**Portland, Oregon  
at Kliever Armory  
October 19 and 20, 2012**

**Call or Write:**

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

Jeremy LeRoque  
5881 Live Oak Ln  
Redding, CA 96001-4617  
626-665-9435



**[www.postcardshows.com](http://www.postcardshows.com)**

**FREE APPRAISALS**

(paid advertisement)

# Hometown History Series

## Longview Washington

### The Planned City - 1923 By Jerry Kelly

**LONGVIEW**  
*Washington*

THIS animated map is designed to give a general conception of the plan of Longview and the location and relationship of the principal thoroughfares and various districts of the city. It will also indicate, in a general way, the rail, water and highway transportation facilities. Distances cannot be accurately shown in perspective. The area of the city site is 14,000 acres.

For further information address:  
The LONGVIEW COMPANY, LONGVIEW, Washington.  
The Longview Company, Longview, Washington. RS8  
Please send me additional literature regarding Longview and special information concerning the following:.....  
Name..... Address.....

Published April, 1928.

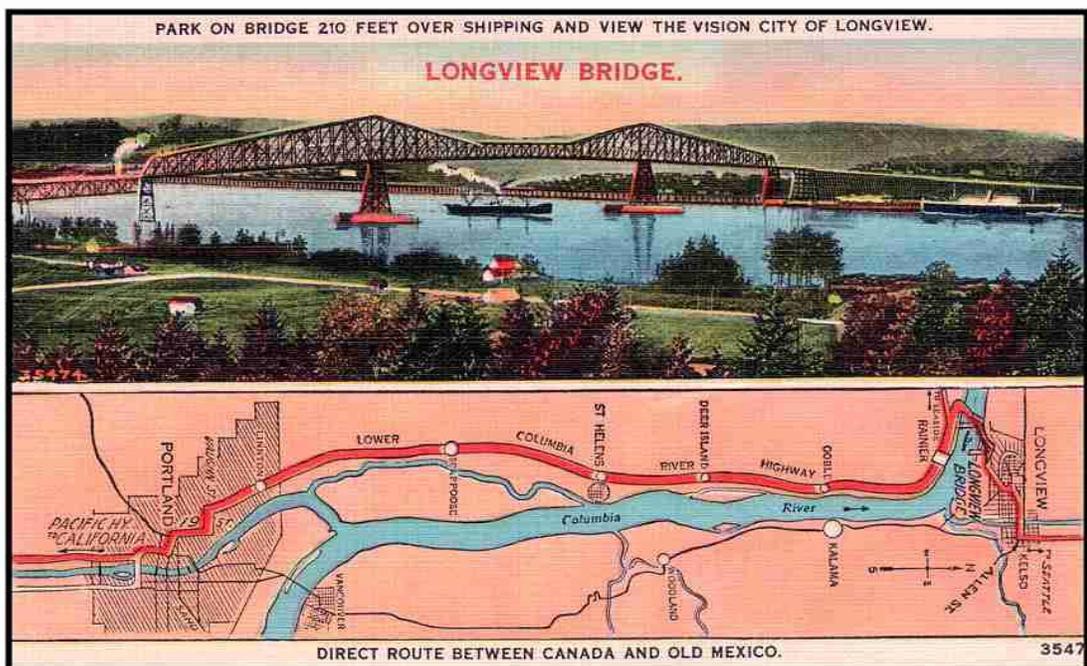
Longview would be a *planned city*, laid out in the Roman style. Everything would radiate out from a hub (Civic Center). The town site, streets, sidewalks, commercial buildings, housing, schools and the mill were all constructed in about three years. To attract new residents, they advertised heavily in national publications, promoting new job opportunities. They were very class-conscious and they only wanted Caucasian families.

Robert A. Long, of Missouri, was the owner on the Long Bell Lumber Company and in 1919 the company went in search of new areas for growing trees for wood construction and other purposes. They purchased several thousand acres from Weyerhaeuser Company in Washington and Oregon. A portion of this purchase included several sections of land bordering the Columbia and Cowlitz Rivers in Washington. With the vast amount of forested land, the decision was made that a town would be built along with a mill site. The town was incorporated in 1923. Mr. Long was said to have been a very religious man, with strong family values.

Neighboring Kelso, Washington had been founded twenty years prior to the Longview venture. It was known as a logging town, with water, road, and rail accessibility. Kelso sat directly across the Cowlitz River (a stone's throw away) from the future (unnamed) Longview. Kelso had all of the traits of a typical logging town of its day. Many of the loggers were single. They lived in the woods during the week, and came to town, by train on Friday night only to be hauled back to the woods on Sunday. Needless to say, it was not the town of family values that Mr. Long desired for his Longview. He wanted nothing to do with Kelso or the loggers from that side of the river.



Mr. Long demanded that the rail line be diverted to his new city of Longview and two trains a day passed through the Longview Station. The flood of 1933 took out a bridge and several portions of the tracks before two dams were built. The station sat empty until 1938 when several doctors converted it to Cowlitz General Hospital.



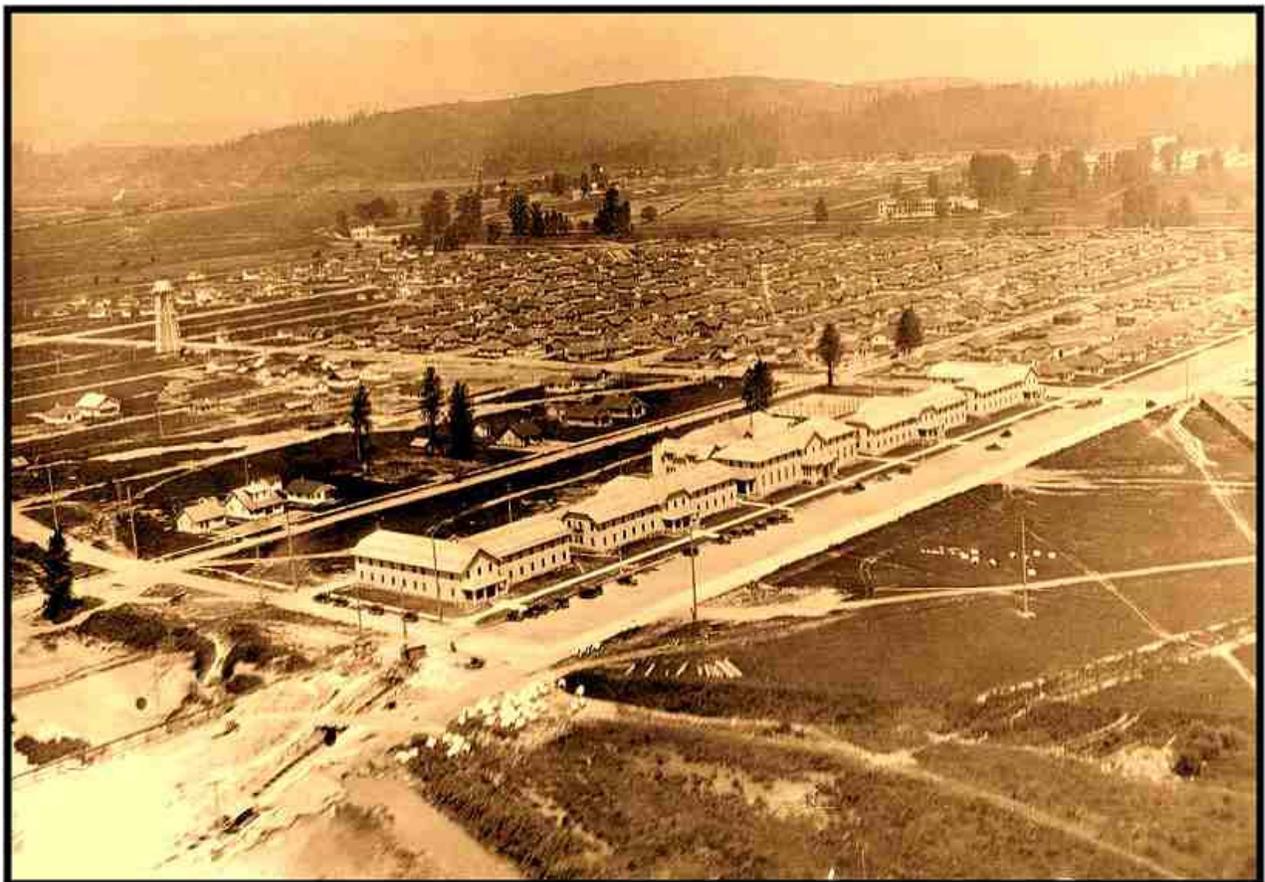
The new bridge opened in 1930 with a toll of \$1 per vehicle. After the Great Depression set in, people from nearby Rainier, Oregon would drop their passengers off at the foot of the bridge and turn around without paying a toll.



517 LAKE SACAJAWEA, SHOWING ROBERT A. LONG HIGH SCHOOL, LONGVIEW, WASH.

812-30

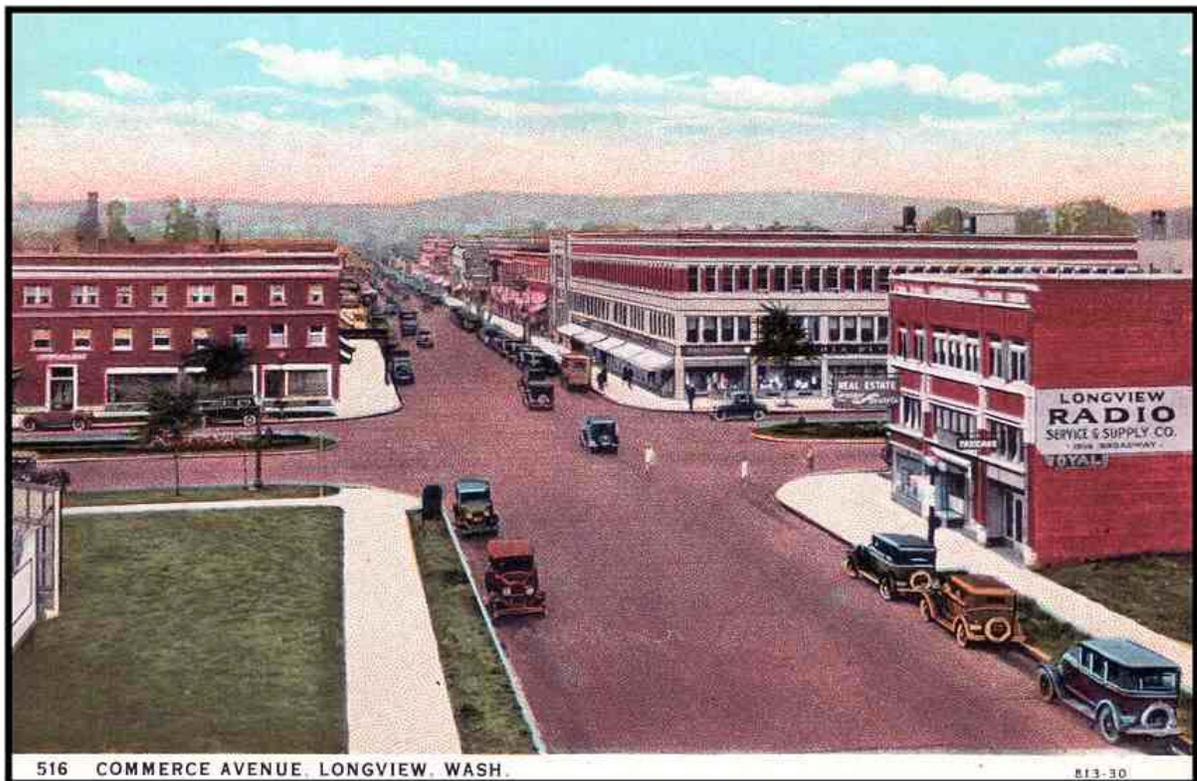
The proposed site for the city of Longview was no more than a vast swamp land, ideal for duck hunting. Mr. Long spent \$3 million to build a dike surrounding the planned city. Lake Sacajawea had been known as Fowler's Slough. The spoils from dredging and forming the lake were spread throughout the swamp land to even it out for building the new city.



Mr. Long kept his workers separate from his foremen and superintendents. There were four blocks of housing to the west of the lake for workers. The fifth block was for foremen and the sixth block was for the division superintendents. The east side of Lake Sacajawea was reserved for management and business owners.



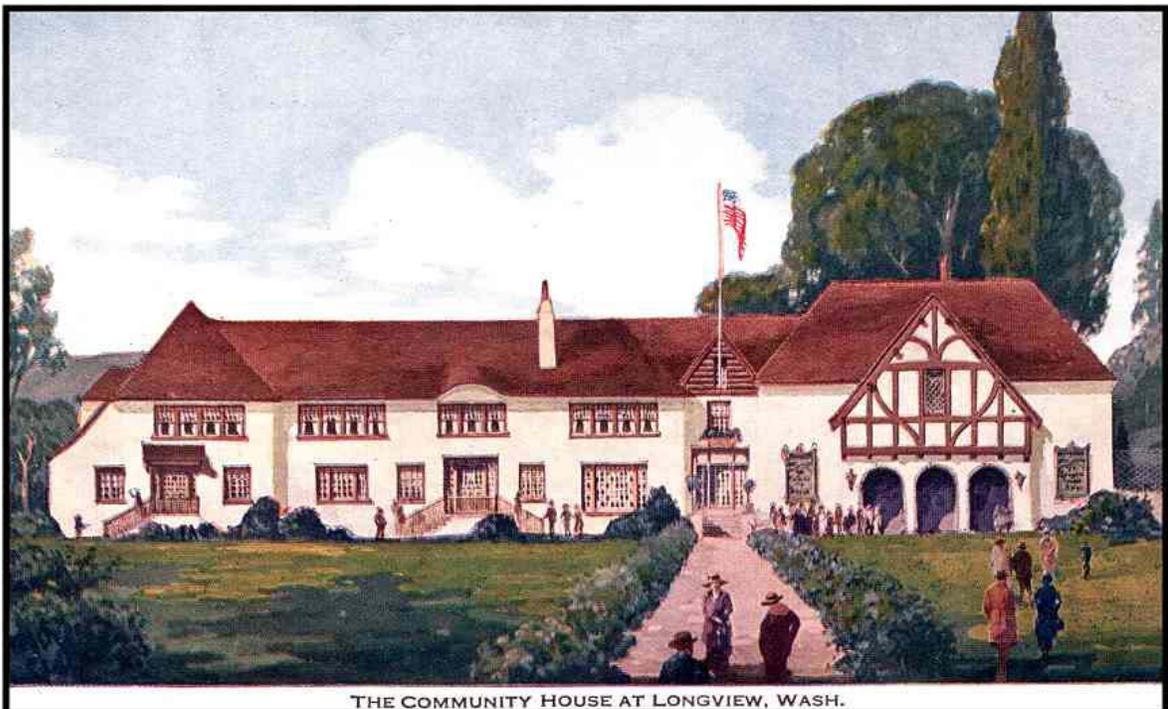
Residents of the new city had all the amenities of the day including a mercantile, a bank, several hotels and a theater or opera house. They were encouraged to shop in the Company Store.



Mr. Long did not get a chance to see his dream of 50,000 residents by 1935 come true. The Great Depression reared its ugly head leaving Mr. Long's family nearly broke. In the years that followed, Longview was better known as a mill town, and Kelso did not fare much better. Because Longview's commercial district was never within the main flow of traffic, it lost ground year after year to shopping centers and strip malls, never to regain its importance.



Street pavers created unique hexagonal shaped streets. Concrete was mixed and poured as they built the streets. They used a slow-drying process and most of the streets are still in excellent shape, considering they are nearly 90 years old.



After the Kessler K-12 school was built the Community House became the YMCA.

**Editor's Note:** Longtime Webfooter, Jerry Kelly of Longview, Washington is a Southwest Washington historian, and he regularly volunteers for local museums and historical groups.

# CAROLE'S COLUMN

## Webfooters Board Meeting Wednesday, January 18, 2012, at Elmer's Restaurant

Present were Mark Moore—president, Maggie Parypa—vice president, Arne Soland—treasurer, David Sell—member at large  
Carole Bess White—secretary, Krissy Durden—membership chair and Dave Elston—member at large

**Call to Order:** Mark called the meeting to order at approximately 6:40 p.m.

**Minutes of Previous Meeting:** accepted with the correction that Krissy does not give classes.

**Treasurer's Report:** Arne Soland gave our financial report and he noted that the IRS had accepted our tax filing for 2011.

Carole Bess White moved and David Sell seconded that the treasurer's report be accepted as read; motion passed.

**Membership:** Membership Chair Krissy Durden reported that we have 220 members in these categories:

Charter—1	Family—84	Individual—95	Patron—32	Honor—8
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**Refreshments:** Mark Carole Bess volunteered to take the sign-up sheet around to the members and get them to sign up. Maggie provided lunch for the January meeting, Les and Carole Bess White will provide a Mexican Fiesta for February. David and Kristina Sell will do their traditional Irish feast at the March meeting.

**Show/Auction:** Mark has sold 27 tables with one less dealer than last year at this time. We still have a limited number of tables available. Monique will do the catering. The Bridal Veil Post Office will be there and they will do a special cancellation for us. Dave will put together some boxes of donated club cards to put in the silent auction.

**Purchase of Stamps:** Mark will purchase 1000 "Forever Stamps" for future newsletter mailings before the postage increase.

**Emailing Newsletters:** If there are those members who would elect not to receive a printed copy of the newsletter in the mail, we could save a small amount in postage costs and that will help us reduce overall expenses. A link to the online version could be sent via email.

**Joint Events with the Oregon Stamp Society:** It has been suggested that we hold several joint events with the Oregon Stamp Society and that we publish a postcard for use at these events:

- May 12: Portland International Philatelic Exhibition with cancellation – Pirate Expo
- Aug 24: USS Constitution War of 1812 Bicentennial First Day of Issue with cancellation
- Sept 14: PT-685 Webfooters and Oregon Stamp Society Kids Day Visit the PT Boat with cancellation
- Nov 8: Shriner's Children's Hospital Life Service Stamp and Postcard Collecting – Annual Event

Intel and Albertson's employees can seek to have \$10/hour sent to our charity for every event they work at as volunteers.

**Fundraising and Service Projects:** We have relied on the spring auction as a fundraiser in the past. Mark asked, how could we as a club make an impression on the community, do something lasting? We should look into some sort of an internship or scholarship grant. We could present a scholarship for research to a young person to encourage them to study history and collect post cards and to get some free publicity for the club. This is part of a long-term goal to sustain our membership as the current membership ages.

**Binding of Newsletters:** David, Mark and Maggie will work on getting the old newsletters together for binding. Thanks to Steve Kuryk and Kenn Lantz for helping get the project started.

Mark adjourned the meeting at 8:30 pm. The next board meeting will be held on March 14th, 2012 at Elmer's Restaurant at 10001 NE Sandy Boulevard at 6:30 PM.

On Saturday, Jan. 21, 2012, at the Membership Meeting, Al Powers moved and Dave Elston seconded that we waive the \$10 surcharge after the early bird deadline on Dec. 31. Mark said this is a bonus for early signers. After calling for the vote, six voted to waive the surcharge and nine voted against. The motion failed to pass.

Respectfully submitted, *Carole Bess White*, secretary

See the full color version of this newsletter at [www.thewebfooters.com](http://www.thewebfooters.com)



# Club Officers

President/Editor.....	Mark Moore
Vice President.....	Maggie Parypa
Secretary.....	Carole Bess White
Treasurer.....	Arne Soland
Membership Chair.....	Krissy Durden
Member-at-Large.....	Dave Elston
Historian.....	Joe Macdonald
Librarian/Member-at-Large.....	David Sell



## Calendar

February 18 – Webfooters Post Card Club Meeting at Russellville Grange  
12105 NE Prescott St near 122nd & Sandy Blvd – 9:00 am to 3:30 pm

March 14 – Webfooters Board Meeting at Elmer’s Restaurant (no host)  
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)

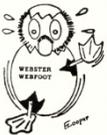
March 17 – Webfooters Post Card Club Meeting at Russellville Grange  
12105 NE Prescott St near 122nd & Sandy Blvd – 9:00 am to 3:30 pm

For the latest news, visit our website:



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

Find us on Facebook



### **WEBFOOTERS POST CARD CLUB**

PO Box 17240  
Portland OR 97217-0240



**SEE PAGE 4 FOR THE STORY OF LONGVIEW,  
WASHINGTON.**

**THE 25TH ANNIVERSARY CELEBRATION  
HAD TO BE CANCELLED DUE TO A FLOOD IN 1948.  
IT WAS RESCHEDULED THE FOLLOWING YEAR.**