Since 1966 – the official publication of the
Webfooters Post Card Club in Portland, Oregon
“Every subject known to man can be found on a post card” – Club Motto
www.thewebfooters.com
Volume 43
Issue Number 4
April 2009

Happy Easter

See Page 4: Remembering Portland’s Icons

3rd Annual Auction – April 17, 2009

♦ Preview: 3:30 pm, No-host Dinner: 5:00 pm, Auction: 7:00 pm
♦ Pioneer Auction Gallery – 13750 SE McLoughlin Blvd
♦ $18 Dinner: Choice of Beef or Veggie Lasagna with salad & dessert
♦ April 12th Deadline for Dinner Reservations: 503-777-1176

29th Annual Show and Sale – April 18-19, 2009
Oregon Nat’l Guard Armory – 6255 NE Cornfoot Rd by Portland Airbase
♦ Branch of Bridal Veil, Oregon Post Office will operate at Show
♦ Special Pictorial “Postcard Station” Cancellation on all mail
♦ Stock up on Forever Stamps, Special Postcards, Drop off Mail
Our Auction as well as our Show and Sale are shaping up to be exciting and record-breaking events. We have over 225 lots for our auction and we appreciate all the work Cindy and Betsy and their crew are doing to make the auction a success. At our show and sale, we expect to have about the same number of dealers that we had last year. Now, we need your help in getting the people to come. Bring your friends and relatives. Let’s pack the hall!!!

We can still add your name to the Banquet Reservation list. Our deadline was extended to April 12. If we do not have your reservation, we cannot guarantee that food will be available for you. The cost is only $18, which includes gratuity. It is still one of the most reasonable banquet dinners among the many organizations that put on banquets.

Our annual Auction and Banquet will be at Pioneer Auction Gallery at 13750 SE McLoughlin Blvd which is one block south of The Bomber in Milwaukie on April 17, 2009. The auction items have been listed online for you to view and you can begin bidding on them by using Proxibid. To view the Auction Lots and place your proxy bids, go to:


Then on April 18-19, we will hold our 29th Annual Show & Sale at Jackson Armory at 6255 NE Cornfoot Rd, just south of the Portland Airport (next to the Portland Airbase). We have sold approximately 45 tables with several new dealers from out of town. Monique Scarnato and her wonderful family will once again cater the food for our show.

On Saturday, the 18th, there will be a book signing for Richard Roth’s books on Hot Lake, Oregon. He also has a stamp from the Hot Lake Post Office to cancel any items you would like to have a Hot Lake postmark on. Also, Joe Macdonald should have his long-awaited books to sell and sign at the show.

The Bridal Veil Post Office will operate their official “Postcard Station” to receive mail and to cancel your postal items with a special pictorial cancellation for the show. They plan to have over 10,000 forever stamps for sale. Last year, they ran out of forever stamps after selling over 6,000 stamps at our show. This will be your opportunity to stock up on forever stamps before the postal rate increase on May 12. As you know, the forever stamps are good forever, no matter what the going rate for postage is.


Notes from Dave Elston:

In March, we received a donation of over 6,000 postcards to our Club Card boxes, which was facilitated by Glenn Mason, from a longtime collector of postcards. These are the residuals of the formerly “very fairly ‘priced to move’ at 50-cents and $1” postcards that Glenn has been selling for several months. At a mere 20-cents each, many of these cards may be very attractive to a variety of The Club’s members.

Other recent donations of cards came from Terry Weis, Phyllis Palmer, Ralph Lewis, Jason Thorp and Mark Moore. Thank you for your generosity. With all the cards we have recently received, we are running out of room to store them. Since April is The Club’s Show month, these cards won’t see the light of day again until the May meeting. “Support the Club,” while searching for some personal treasures.
Third Annual

WEBFOOTERS
POST CARD CLUB

Postcard, Photograph & Ephemera

* AUCTION *

Friday, April 17, 2009 * 7:00 pm
Preview begins at 3:30 pm
Pioneer Auction Gallery
13750 SE McLoughlin Blvd.
One block south of The Bomber in Milwaukie, Oregon

AUCTION LOTS INCLUDE:

• Post Cards: real photo, holiday, artist signed, lithos, linens & chromes.

• Vintage Photographs: daguerreotypes, ambrotypes, tintypes, stereo views, CDVs, cabinet cards, snapshots & mounted photos of all sizes.

• Paper Ephemera: advertising, trade cards, travel brochures, maps, menus & other early paper items!

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No-host banquet dinner at the Pioneer Auction Gallery beginning at 5:00 pm
Reservation Deadline: April 12, 2009. Please contact: Maggie Parypa at 503-777-1176

Place your bids online and view the items at:
www.PioneerAuctionGallery.com

29th Annual Show and Sale

Saturday, April 18 from 10:00 am to 5:00 pm
Sunday, April 19 from 10:00 am to 4:00 pm

Oregon National Guard Armory
6255 NE Cornfoot Road, Portland, Oregon

www.thewebfooters.com
Steigerwald Dairy Company dedicated a new plant topped by a huge milk bottle at 37th & Sandy on May 19, 1926.

The huge milk bottle measured 27 feet in diameter and at 75 feet tall, it was the tallest structure in Northeast Portland. A spiral staircase inside the huge replica was used to take a Christmas tree to the top each year. Lighted with red and green electric bulbs, the tree could be seen for miles. In 1936, the dairy was sold and the original milk bottle was covered with lath and plaster, taking on a new shape. For a short time, it became two Pabco Paint cans. By the 1940s, Pabco Paint gave way to the art deco 7-Up sign which remained there until 2002. The sign now advertises Budweiser Beer.
Postcards have given us a record of history and they provide a glimpse of the icons that shaped our heritage. They remind us where we have been and point us to where we are going. They shape our culture and remind us of times past.

Kenton’s 31-foot-tall statue of Paul Bunyan was recently added to the National Register of Historical Places as Oregon’s only roadside architecture in the register.

The statue was commissioned by the Kenton Businessman’s Club to greet the millions of visitors to the Centennial Exposition in 1959 at the present-day site of The Expo Center when Interstate Avenue was the main gateway to Portland.

Victor R. Nelson and his son Victor A. Nelson designed and crafted Paul Bunyan in their nearby Kenton Machine Works at a cost of $25,000. He now welcomes visitors to Portland at Interstate and Denver Avenues.

Waitresses in bellhop uniforms met customers at their cars to take orders and deliver their food at the Tik Tok at 13th & Sandy.

See the full color version of this newsletter at www.thewebfooters.com
Another icon of Portland's past was the Coon Chicken Inn which was located at 54th & Sandy.

The entrance to the Coon Chicken Inn was shaped like the head of an African American porter with exaggerated features. After opening restaurants in Salt Lake City in 1925 and Seattle in 1929, Maxon Graham opened a third location in Portland in 1930, serving its famous chicken dinners. Customers would actually have to walk through this head's huge open mouth in order to enter. Inside the restaurant, they would soon discover that this colorful logo was on the menus, silverware, plates, cups, glasses, ashtrays, toothpick holders, receipts, straws, and placemats. The restaurant operated in Portland until 1949.

The Bomber was flown to Portland in 1947 by Milwaukie's Art Lacey who operated the 40-pump McLoughlin Boulevard gas station housed beneath the WWII-vintage B-17G four-engine Bomber.

After 50 plus years of weathering Oregon's climate and being pestered by birds and periodic vandalism, The Bomber is currently being restored. Even though the gas station is no longer in business, Art Lacey and his family operate a restaurant and catering business on the site.
Jolly Joan was Portland's largest restaurant and it featured a neon sign with the ever full steaming coffee cup.

The Portland Theatre opened in 1928 at Broadway and Main. A year later, the theater was sold and it was renamed the Paramount. In the 1980s, the Paramount was restored and renamed The Portland.
Walter Tebbetts’ Oriental Theatre at Grand and Morrison streets boasted the largest neon theater sign in the world.

Opening with a Grand Gala on Saturday December 31, 1927, The Oriental Theatre seated 2,750 patrons and it was Portland’s largest. There were 2,400 lights in the massive dome and a $50,000 Wurlitzer Orchestra Organ was installed with an ascending organ platform. The Oriental had the only ascending orchestra platform in Oregon. It had the largest projection room on the Pacific Coast with a battery of nine machines and all curtains and lights were operated from the projection room. The Oriental was the only theater in the Northwest to have a children’s Circus Room. The Oriental Theatre had an authentic Indian Temple Atmosphere. The furnishings were sold at auction in 1969 and the beautiful building fell to the wrecking ball of progress soon thereafter.

The Hollywood Theatre at 41st & Sandy Boulevard was built by Walter Tebbetts in 1926.
The Made in Oregon sign is one of Portland's most recognizable icons.

Located near the west end of the Burnside Bridge, the White Satin Sugar sign was installed on the roof of the Willamette Tent & Awning Building (forerunner of White Stag) in 1941 in Portland's Skidmore Old Town Historic District. Pouring sugar was added to the sign in 1950. In 1957, the stag replaced the sugar and the sign was changed to read “White Stag Sportswear.” Then in 1959, the nose on the stag turned red for the first time during the Christmas holidays and this remains a Portland tradition.

The sign was designated an historical landmark in 1978. In 1989, the lettering on the sign was changed from White Stag Sportswear to “Made in Oregon – Old Town,” a reference to the retail chain of the same name that occupied the building for over 15 years.

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**Roster Additions**

**Welcome to Dick, Kris & Loren!!**

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Collects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard Roth</td>
<td>1757</td>
<td>Orting, WA&lt;br&gt;Hot Lake, Oregon (Hot Lake Sanatorium)</td>
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<tr>
<td>Sutherland Kris</td>
<td>1758</td>
<td>Portland, OR</td>
</tr>
<tr>
<td>Sutherland Loren</td>
<td>1759</td>
<td>Animals; Western; horses; room interiors; sheep; states and capitals; windmills; castles</td>
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## Club Officers

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>President/Editor</td>
<td>Mark Moore</td>
</tr>
<tr>
<td>Vice President</td>
<td>Tony Roberts</td>
</tr>
<tr>
<td>Secretary</td>
<td>Maggie Parypa</td>
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<tr>
<td>Treasurer</td>
<td>Arne Soland</td>
</tr>
<tr>
<td>Membership Chairman</td>
<td>Krissy Durden</td>
</tr>
<tr>
<td>Members-at-Large</td>
<td>Irene Adams and Phyllis Palmer</td>
</tr>
<tr>
<td>Historian</td>
<td>Joe Macdonald</td>
</tr>
<tr>
<td>Librarian</td>
<td>Steve Kuryk</td>
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## Calendar

**April 17** - Webfooters Post Card Club Auction/ Banquet at Pioneer Auction Gallery  
13750 SE McLoughlin Blvd - 1 block south of The Bomber - in Milwaukie  
View lots: 3:30 pm Banquet: 5:00 pm Auction: 7:00 pm

**April 18-19** - Webfooters Post Card Club Show & Sale at Jackson Armory  
6255 NE Cornfoot Rd - Sat: 10:00 am to 5:00 pm, Sun: 10 am to 4:00 pm

**May 13** - Webfooters Board Meeting at Elmer’s Restaurant (no host)  
10001 NE Sandy Blvd - 6:30 pm (Board Meetings held every other month)

**May 16** - 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](http://www.thewebfooters.com)

**WEBFOOTERS POST CARD CLUB**

PO Box 17240  
Portland OR 97217-0240