



# THE WEBFOOTER

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

Volume 41 - Issue Number 8 - August 2007

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

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



See Page 9 for the history of the Benson Bubblers

**Next Meeting – August 18, 2007**

At Russellville Grange - 12105 NE Prescott Street

10:00 am to 4:00 pm – Card sales to begin at 10:30

Book signing with Walter Fortner at our meeting on August 18 - see page 4

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



# President's Corner

As summer begins to wind down, it is time to start thinking about the future of The Webfooters. We are at a crossroads; we were notified that half of the board is ready to retire. Our vice president, our secretary and our membership chair have told us they cannot serve for a fourth year. We have been asking for several months for volunteers to join the Board. No one has expressed any interest so far. Without people willing to serve on the Board, we will not be able to continue as a Club.

As the saying goes, many hands make light work and the opposite seems more like reality. It seems there are a few people doing lots of work. If we can get some folks to come forward and join the board, I can probably be convinced to continue as president for another year, even though I was recently elected president of another local organization. If we can't get some new folks to step up to the plate, we may be forced to close the doors and disband our organization at the end of this year.

Four years ago, our numbers were dwindling, we had about 130 members and that number was going down every month. Attendance at meetings was down to a handful of loyal members. Not wanting to see the Club disband, a group of concerned Webfooters met several times and said we must turn this around. Today, I am happy to report that our membership has increased by nearly 100 members, due to the efforts of some very dedicated members of our Board. The time has come to give some of these folks a break.

What have we accomplished over the last four years? We have been able to change our quarterly newsletter to a monthly publication. We moved to a new street-level location for our monthly membership meetings with plenty of off-street parking. After outgrowing our old show location, we moved our show to a larger location and we have been able to attract some excellent dealers to our shows. Attendance at the shows has been increasing and our shows bring out some truly amazing cards for us to add to our collections. We added an auction to our show this year and it was a very successful and enjoyable experience for those who attended.

Our 40th Anniversary Celebration was very well attended with two charter members in attendance. We revised the Club's Constitution and Bylaws. Thanks to Steve and Karen Kuryk, our newsletters were bound and added to our Archives. They also cataloged and identified all of the items in our Library and Archives, culling out unnecessary items. Last year, we tried something new, we had a wonderful picnic at Roslyn Lake that brought out about fifty of our members, friends and families.

We have increased visibility of the Club by having post card displays and several of our members have been showcased in The Oregonian. We have updated and automated our membership list. We have upgraded our website and we were one of the first post card clubs to add a full color version of our newsletter to our website. Meetings provide a great chance to network with other members who can be a wealth of information.

Post card collecting brings more enjoyment to me than probably anything I have ever done. Because of this enjoyment, I have given hundreds of hours to help the Webfooters grow and prosper. I am not alone. Over the last 42 years, other Webfooters have given thousands of hours to help the Club prosper and grow. We need your help to sustain our growth and move us forward. Will we make it to our 50th Anniversary? Who will carry the torch?

The tasks that are required of our Board Members are not too time consuming nor do they require a lot of skill. To help you determine which position you are interested in filling, we have provided a copy of the job descriptions from our bylaws.

# Board of Director Positions

**Duties of the Board of Directors:** The Board of Directors is charged with setting the goals and priorities of the Club; sound fiscal management of the Club; general oversight of the publication of *The Webfooter*; general oversight of the annual Show and Sale; and setting agendas for Board meetings and Business meetings.

**President:** The President shall be the chief executive officer of the Club and shall preside at all meetings. The President shall nominate all committee chairs and other positions as needed for approval by the Board. The President shall have the authority to sign all written obligations of the Club and shall have the general powers of supervision and active management vested in this office.

**Vice President:** The Vice President shall preside over meetings in the absence of the President and shall assume the Presidency for the unexpired portion of the President's term should the need arise. The Vice President shall oversee placing and retrieving signs and banners displayed during meetings and shows; shall oversee Show and Club displays; and shall carry out any other tasks delegated by the President.

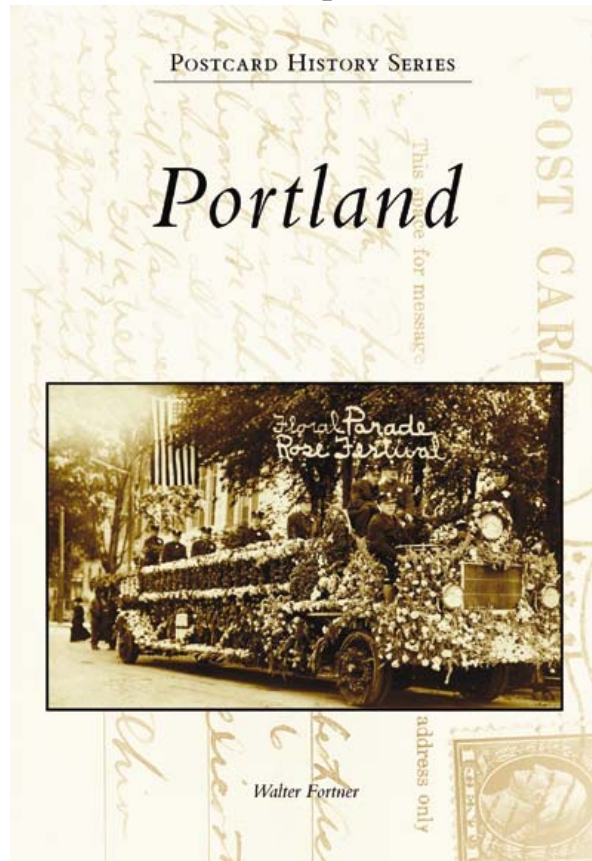
**Secretary:** The Secretary shall be responsible for taking minutes at Board meetings and Club meetings. The Secretary shall keep the minutes in a notebook of all Club proceedings which shall be the property of the Club. The Secretary shall distribute minutes of previous meetings at the Board meetings. The Secretary shall record all amendments to the Club Constitution and Bylaws. In addition to official correspondence from the Club, the Secretary shall mail out thank you, get well and condolence cards as suggested by Club members. Should the offices of President and Vice President become vacant at the same time, the Secretary shall become President Pro-Tem until a special election can be held to elect a new President. The Secretary shall oversee the orderly storage and setup of Club cards at meetings.

**Treasurer:** The Treasurer shall be responsible for the collection of dues, fees and other monies paid into or belonging to the Club. The Treasurer shall collect all monies received from the sale of Club cards. The Treasurer shall be responsible for paying regular bills and disbursing monies as authorized by the President of the Board. The Treasurer shall be responsible for maintaining a complete and accurate record of all receipts and disbursements of Club funds. This record shall be made open and available for inspection to any Club member in good standing. The Treasurer shall submit a report to include a statement of current income, expenses and net worth at each Board meeting. The Treasurer shall maintain checking and savings accounts for the Club and shall be responsible for any tax reporting that is required. Monies collected shall be deposited in the Club's checking account in a timely manner.

**Membership Chair:** The Membership Chair shall keep an updated list of all members in good standing. This list shall be used to prepare labels used in mailing *The Webfooter* or for other mailings to the membership. The Membership Chair shall publish a roster of membership and oversee the sending of renewal notices to expiring members. The Membership Chair may also assist the Treasurer in the collection of annual membership dues. Any monies collected by the Membership Chair shall be forwarded to the Treasurer in a timely manner.

**Board Members at Large:** Board Members at Large shall vote and actively participate in all discussions at Board meetings and shall offer opinions and suggestions concerning agenda items which affect the business and operation of the Club. Board Members at Large shall be charged with promoting Club activities and getting members involved in Club activities.

# Webfooter writes post card book



The second book this year about Portland Postcards is now on bookstore shelves. Webfooters member Walter Fortner is proud to announce the release of his new book, *Portland*. The book is published by Arcadia Publishing, and it is part of their "Postcard History Series", which includes more than 400 titles. This book features more than 200 postcards from Walter's collection, showing Portland as it was in the early twentieth century.

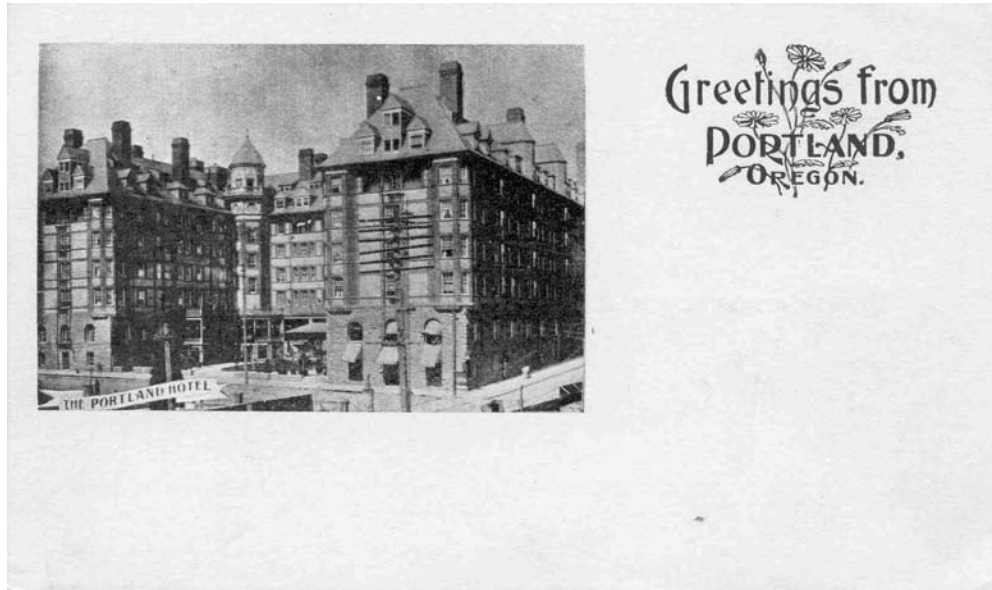
The book is the result of a posting on a Yahoo postcard collectors' club, soliciting manuscripts about Northwestern cities. After discovering there were no books about Portland, Walter decided to see if he had the material to write one. For those who may be tempted to follow his example, here is a brief overview of what to expect.

The first phase is card selection. Walter started with more than 2,000 cards, and the first pass left him with way too many (Arcadia specifies 200-220). Even as he narrowed down the collection, he kept his eyes open for new cards which could provide special impact. Initially, he omitted cards later than the 1920's, but found himself including some newer ones because Portland's story is not complete without them.

Concurrent to the selection process was writing the captions. Each card needs some explanation. In some cases, useful information was surprisingly hard to find. The internet can be a great resource for this phase. Walter did run into cases, though, where different sources had conflicting information. One example is the opening date of Oaks Park, erroneously given as 1907 by some sources and 1905 by others. Since Oaks Park celebrated its centennial in 2005, he went with the earlier date.

The third phase is the assembly of the cards and captions into a book. Cards can be scanned and then sent to the publisher or the cards can be sent directly to the publisher for scanning by the publisher. Walter used a combination of both approaches, scanning the cover cards and the late additions, and allowing Arcadia to scan the rest. The downside is that he did not have the cards available for reference while they were being scanned. The result of this step is a set of page proofs—large size copies of what each page will look like. This was the last chance to make corrections or additions.

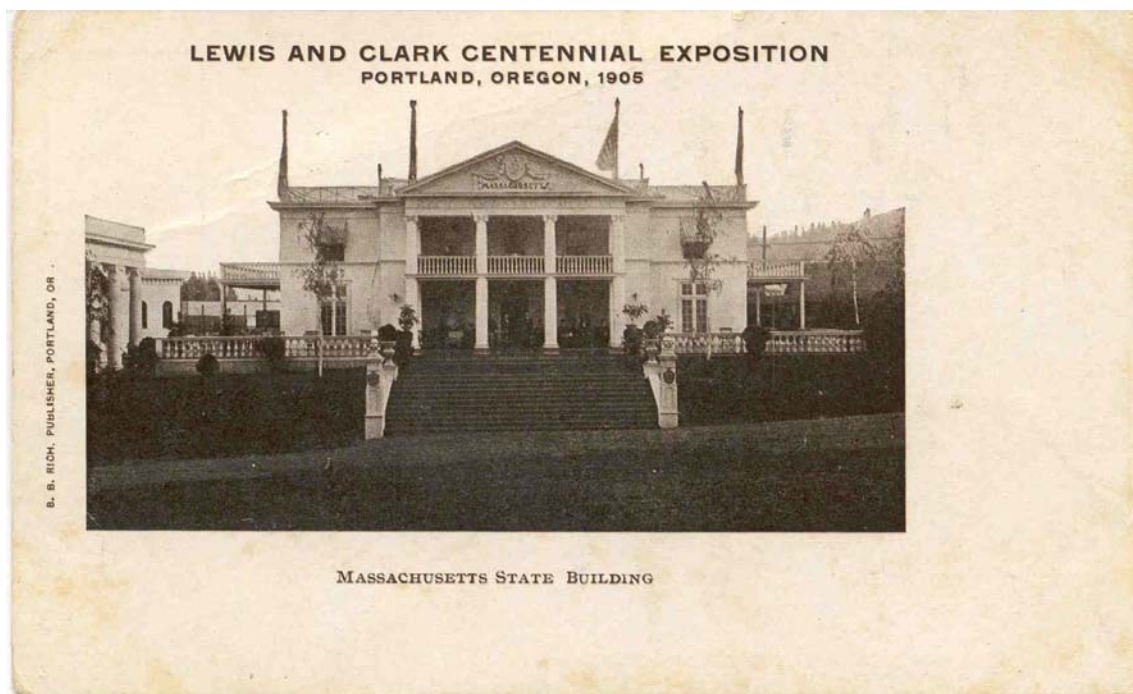
Finally, the book is printed and bound. A copy of the finished product was sent to Walter about three weeks before the on-sale date of the book. Walter will be glad to autograph copies at the August meeting from noon to 3:00 pm, and he will bring a supply of books for purchase and autographing. Here are some samples of the cards in the book.



This is the oldest card in the book. This is card number 407V7 in J. S. Burdick's "Pioneer Postcards". It is a "Souvenir Card" produced by an unidentified publisher prior to 1898.



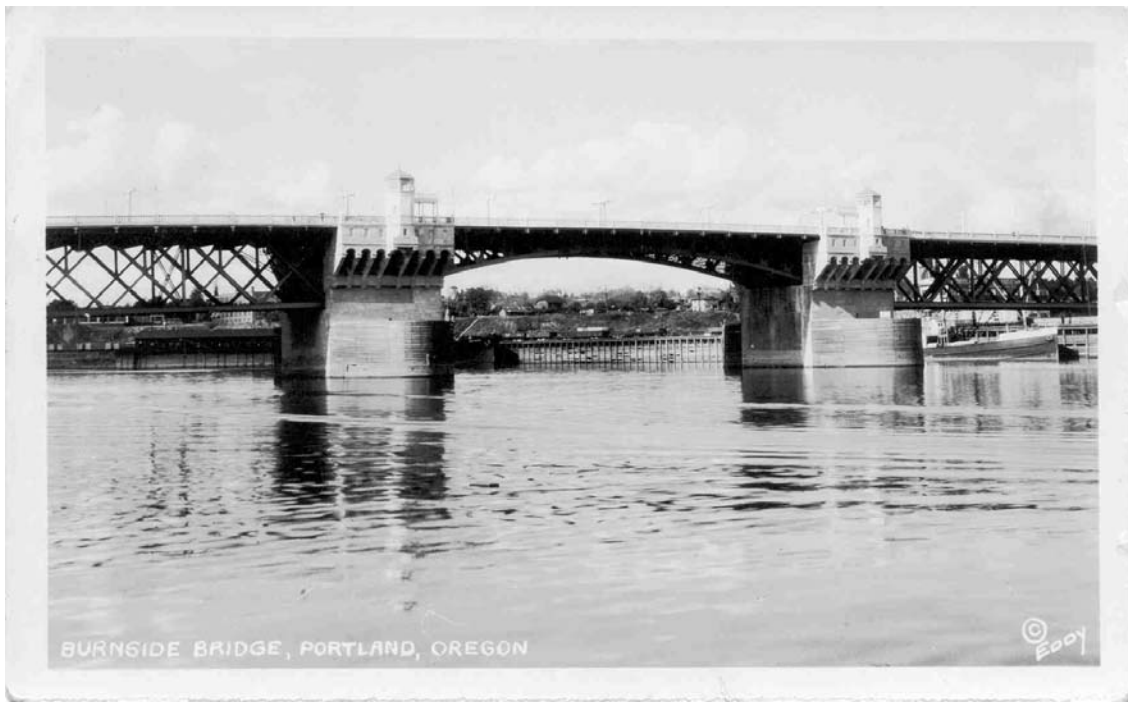
This is a sample of a card in the "U. S." series. Notice that the title begins "U.S. 516". It has a divided back and it was printed in Germany. Mailed cards in the series are postmarked from 1908-1910. The back contains no distinguishing features other than the total lack of any distinguishing features.



Here is one card you will not find in the book. Walter acquired it way too late. It is a B. B. Rich undivided back card of the Massachusetts Building at the 1905 World's Fair. The building appears twice in the book, reflecting its life after the fair.



Another of Walter's favorite themes is this "Pretty Girls" series. He included this example, produced by Louis Scheiner in the early 1910's.



This is one of the last minute replacement cards. Walter was including cards of the bridges from South to North and realized he didn't have a view of the Burnside Bridge. He was able to find this unused, real photo postcard by Ralph Eddy, circa 1930.



Walt selected this Edward H. Mitchell card to show the Olds Wortman & King Department Store and two major transportation companies that served Portland. The Oregon Electric Railway provided interurban service that connected Portland with towns to the south as far as Eugene. The Portland Railway Light & Power Company offered trolley service throughout the city and surrounding communities. The card was mailed in 1912.



Also known as the Multnomah Athletic Club, this Louis Scheiner card was mailed in 1914.



Walt calls this a Chamber of Commerce propaganda card. For a "Winter Scene", the trees seem very leafy. This card was published about 1910 by Mike Rieder.

Books are also available at area bookstores, independent retailers and online retailers, or through Arcadia Publishing at 888-313-2665. Books may be ordered from their website: [www.arcadiapublishing.com](http://www.arcadiapublishing.com).

# Benson Bubblers Serve for 95 Years

By Mark Moore



Cross & Dimmitt view of one of Portland's famous Benson Bubblers

Lumber baron and philanthropist, Simon Benson purchased the Hotel Oregon at Broadway and Stark in February 1913. After renovating and expanding his hotel, it was renamed the Benson Hotel. Benson also owned much of the land along the Columbia River Gorge and eventually donated part of it to the city of Portland to build the Columbia River Scenic Highway. This land included Multnomah Falls and Crown Point. The Highway led to his newly constructed Columbia Gorge Hotel at Hood River.

Simon Benson was a tee-totaler and he wanted to discourage his workers from drinking alcohol in the middle of the day. He believed that the pure, abundant water found in the foothills of Mt. Hood should be free to all of Portland's fine visitors and inhabitants.

Benson donated the first twenty 4-spout fountains that were installed around Portland in 1912 and 1913. It was reported that beer consumption decreased by 25 percent. Today there are 41 Benson Fountains. Forty Benson Bubblers are in Portland and one of the Benson Fountains was given to the citizens of Sapporo, Japan, one of Portland's Sister Cities. Designer of the fountains was none other than the legendary A.E. Doyle.



# Club Officers

President/Editor.....	Mark Moore
Vice President.....	Dale Nix
Secretary.....	Dave Elston
Treasurer.....	Arne Soland
Membership Chairman.....	David Sell
Member-at-Large.....	Jane Burton
Member-at-Large.....	Phyllis Palmer
Historian.....	Joe Macdonald
Librarian.....	Steve Kuryk



# Calendar

- August 15 – Webfooters Board Meeting at Elmer’s Restaurant (no host)  
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)
- August 18 – Webfooters Post Card Club Meeting at Russellville Grange  
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm
- September 15 – Webfooters Post Card Club Meeting at Russellville Grange  
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm

For the latest news, visit our website:



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## **WEBFOOTERS POST CARD CLUB**

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