



THE WEBFOOTER

Celebrating 44 Years

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

ESTABLISHED 1966

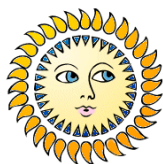
The official publication of The Webfooters Post Card Club in Portland, Oregon

www.thewebfooters.com

Volume 44

Issue Number 8

August 2010



Hillvilla



The View of a Million Lights



- ◆ See Simmons' Hillvilla – "The View of a Million Lights" on page 3.
- ◆ See New Members on page 2.
- ◆ See Mike Fairley's tribute to Mary Patterson on page 7.
- ◆ See Maggie's Minutes on page 9.

Next Meeting – August 21, 2010

At Russellville Grange – 12105 NE Prescott Street

10 am to 3:30 pm



Now Located at:

FARMHOUSE ANTIQUES

Mini Mall in Old Historic Sellwood with Seven Dealers

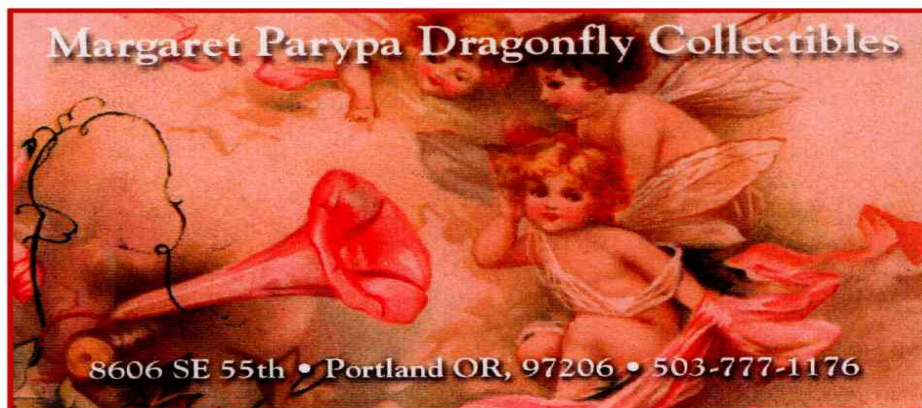
Tuesday thru Sunday: 11 to 5

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**



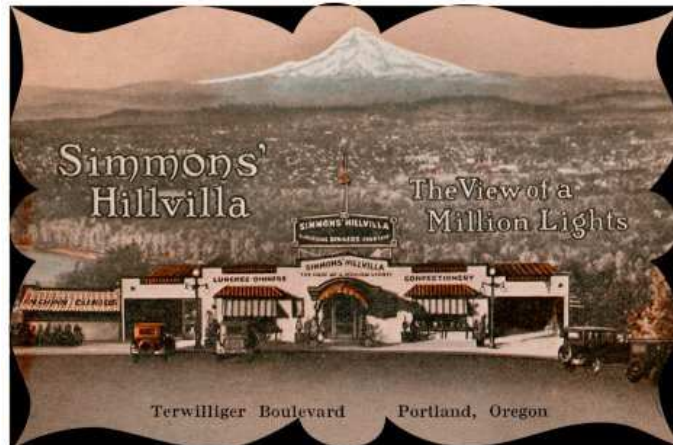
Roster Additions

Welcome to Paul Bell!

Bell Paul

1783
Collects:

Milwaukie, OR
Oregon; Misc. topics



Simmons' Hillvilla

"The View of a Million Lights"

by Mark Moore



One of Portland's most famous restaurant icons, Hillvilla was known for its Indian curios and its "View of A Million Lights" high above the Willamette River.

Restaurants, confectioneries and food-related postcards have always been popular subjects to collect, and in the coming months we hope to share a few of the many restaurant and food-related advertising postcards with you.

Rolla L. Simmons, who was born on Jan. 2, 1883, began working as a salesman for The Hazelwood Cream Company and in 1918, he was living at the Hotel Clyde. Sometime shortly after the First World War, he opened Simmons' Hillvilla on Terwilliger Boulevard, high above the Willamette River.



Simmons' Hillvilla afforded visitors breathtaking views of Portland looking east.

From Hillvilla, you could see Mt. Hood and several other mountains by day and the lights of the city as well as the moonlit river by night.

A Bite or a Full Meal *Complete Fountain Service*

A Few HILLVILLA Specialties

LUNCHES ✦ DINNERS ✦ BIRTHDAY PARTIES ✦ BANQUETS
 REAL INDIAN CURIOS ✦ SCENIC PHOTOGRAPHS
 Curios shipped to all parts of the world

Special Noon Day Lunches *Something Different Every Day*

Watch the lights of the city come on in sections at eventide;
 See the mountains by day, and moonlight on the river by night.
*Visit Simmons' By-the-Falls—
 A restful place to dine.*
 ROLLA L. SIMMONS, *Proprietor*
 Phone AT WATER 3606
 At Multnomah Falls On the Columbia River Highway

Business card for Simmons' Hillvilla.



Night time view of Hillvilla and some of the “Million Lights”.

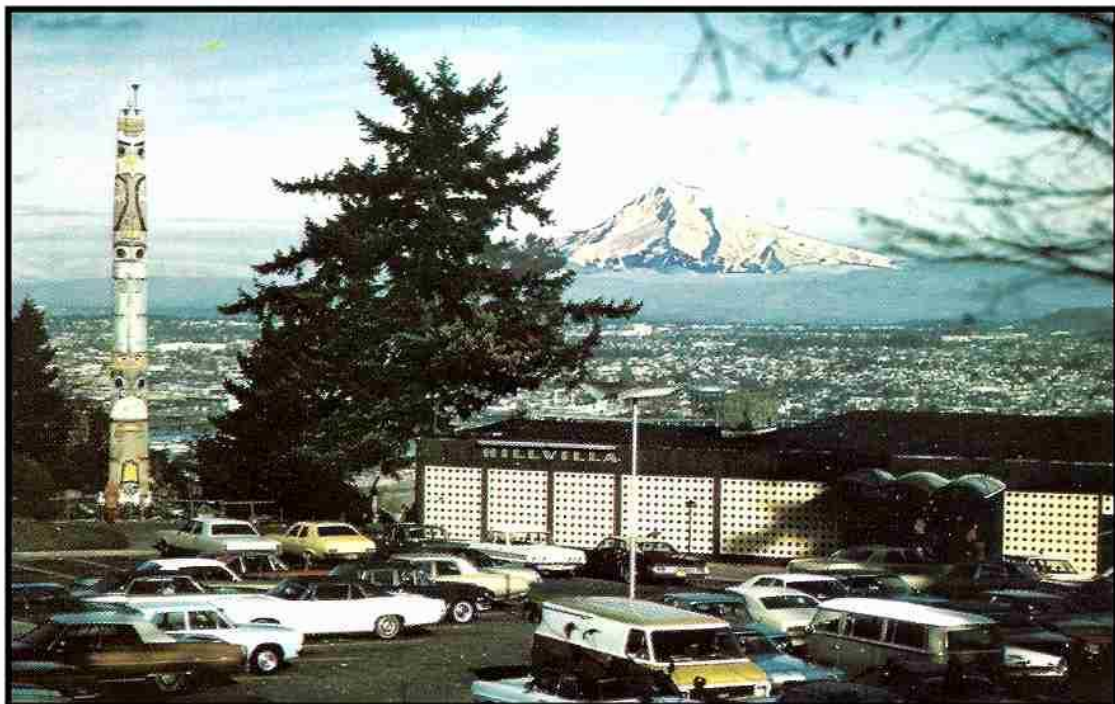
Beginning in 1929, Rolla Simmons purchased the rights to run the concession at the Multnomah Falls Lodge and he called it “Simmons By-the-Falls”, which he operated for nearly 10 years.



Early Angelus view of Simmons' Hillvilla when a deck surrounded the small building.

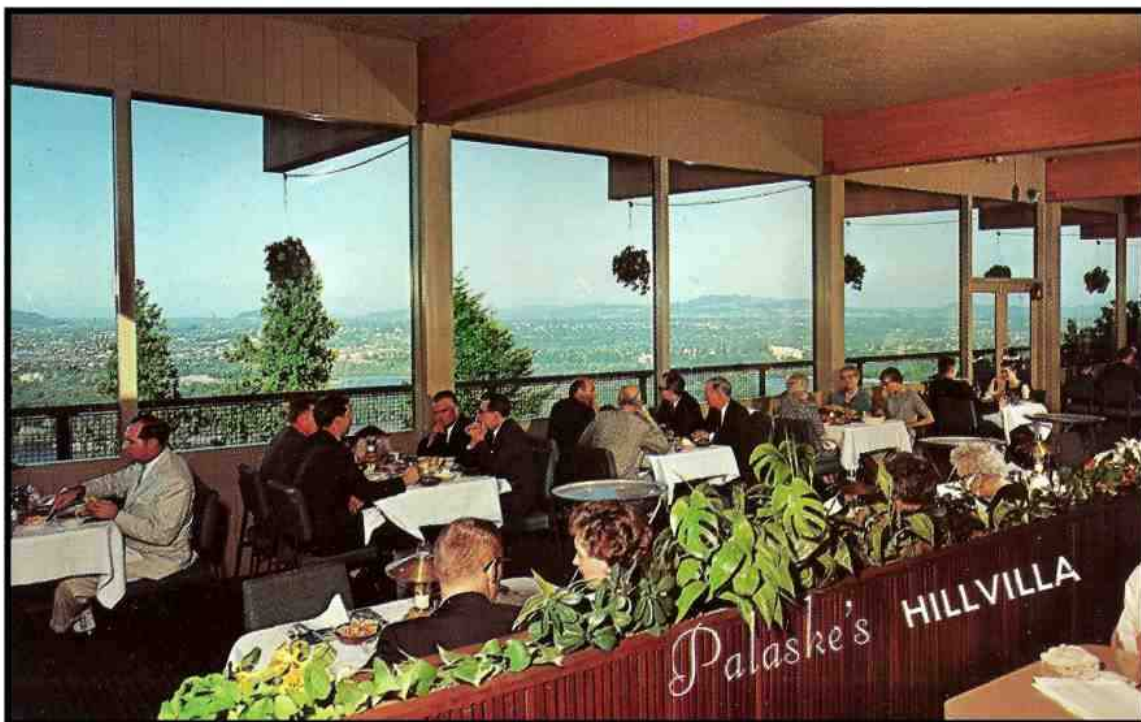


In this Gifford view of Hillvilla, the deck has been replaced with enclosed seating and an Indian curio shop was added on the left.



Extensive remodeling in the early 1960s would change the quaint structure to a boxy, contemporary design without style as it became Palaske's Hillvilla. One of the few totem poles in the Portland area can be seen on the left.

I remember eating lunch at Palaske's numerous times in the 1970s and that the food was always consistently good, the service was excellent, and the view was outstanding. The desserts, including the lemon chiffon, were Mr. Palaske's specialty and he continued to sell them at Beasley's Fish & Chips in the Hollywood district and at a couple grocery stores after the restaurant closed.



Interior view of Palaske's Hillvilla after remodeling in the 1960s. In the late 1970s, the restaurant was sold again. After another remodel in 1980, it became the Chart House.

Portland Archives Tour: Webfooter members have been invited on a tour of the new Portland Archives. We have a tentative date of Sept. 17 at 10 am. Let us know if you would like to go on the tour.

Mary Patterson Was My Friend

By Mike Fairley

Mary Patterson passed away June 18, 2010, of stomach and liver cancer. She had not been feeling her normal self for six to eight months, but the doctors had been unable to determine anything specific. When it was finally diagnosed, the cancer was already very advanced. Treatment was tried for a time, but her weakened condition combined with her being unable to eat made it ineffective.

Mary had just turned 79 a few weeks before her death. She is survived by her husband Walter and three children, Walter Jr., Taylor, Elizabeth, and four grandchildren. They all live in the Puget Sound area.

In her younger days, Mary had been a school teacher and for a time worked with her husband Walter in his dental practice. Later she started the A. J. Smith Antique Company and dealt in general antiques including postcards. She chose the name A. J. Smith after a relative of Walter's who was a significant early Washington State pioneer. Smith was also related to Harriet Pullen (Pullen House) of Alaska gold rush fame.

(continued next page)

Mary and Walter became part owner in Firehouse Antiques in Pioneer Square. It was about this time that I met her since my shop was then in the Seattle Underground Antique Mall in the building next door. When Firehouse closed, Mary moved to the Pioneer Building facing the totem pole in Pioneer Square, but her location there was on the second floor and not practical or easy for collectors to find. After a year she moved to the St. Charles Building on South Washington which is the same building where my shop is still located. Sometime later she moved once again into a small space in the Grand Central Arcade on First Avenue.

It was here that she really focused on postcards and paper, having eliminated most of the general antiques from her basic inventory. Although it was small, she made full use of the space displaying her postcards and paper plus the souvenir china she had kept in her inventory.

Mary never drove and depended on Walter to take her to shows. When her show schedule increased in recent years, Mike Maslan or I would sometimes take her when Walter was too busy with his dental practice. Although Mary did not drive, her mother did most of the family driving when she was growing up.

Mary enjoyed the shows and for a time went to the New York Metropolitan Postcard Club Shows in New York twice a year. She and Walter always took the train and made a relaxing vacation out of those days. They spent extra time in New York seeing the museums and being tourists.

Mary and Walter went to London several times on buying trips. She was always looking for cards and other paper for her many customers and friends here. Besides, both of them enjoyed being in London.

When Mary and I went to shows together, it was Mary's job to help navigate and keep me awake. We never lacked for conversation, continuously sharing stories of our respective families, previous travels and postcard experiences. On the way home Mary was always thrilled if she had met some new collectors for her cards and other paper or if she had made some good sales to her regular customers.

Mary was feisty, elegant and always a lady. When Mike Maslan, Mary and I started doing shows together and advertising our shops together, we were often referred to as the Three M's from Seattle. Although we were competitors, we were also friends who worked together and helped each other. We frequently shared supplies, customers, and information, making the postcard business fun and enjoyable.

Mary's passing will leave a big hole in the postcard family in the Northwest, across the country, and in England where she was known and loved.

Mary Patterson was my friend.

Editor's note: Mike Fairley, longtime Webfooter no. 559, is a full-time postcard dealer and he owns Fairlook Antiques at Pioneer Square in Seattle at 81-1/2 South Washington Street.



Maggie's Minutes

Attending the July 14th, 2010 Webfooter's Board Meeting, held at Elmer's Restaurant were: Mark Moore (President), Tony Roberts (Vice President) Maggie Parypa (Secretary), Arne Soland (Treasurer) and Krissy Durden (Membership). 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 the financial report.

Report of Standing Committees

Membership Chair Krissy Durden reported that there are 227 Active Members (101 individual members, 91 Family Members, 26 Patron Members, 6 Honor Members and 1 Charter).

Refreshments - Reimbursement of up to \$30 is available for those contributing this service. If you are providing refreshments don't forget to save your receipts for Arne. Salmon, pasta salad, salmon sandwiches, lemonade, brownies and chips were provided by Maggie Parypa. (Editor's note: The salmon, the pasta salad, the sandwiches and the brownies were so good they disappeared in record time.) Thanks also to Terry Weis who contributed two dozen doughnuts. Phyllis Palmer is on deck to provide refreshments on August 21.

We will be holding elections for club officers in November. Tony Roberts will be stepping down as our Vice-President. Maggie Parypa has decided to run for Vice-President instead of Secretary. Please consider running for Club Secretary to fill this vacancy.

Get well wishes to Irene Adams who was in an auto accident earlier this summer. Our thoughts and heartfelt sympathy go out to the family of Mary Patterson who recently passed away in Seattle. Her presence at shows and meetings will be missed by many devoted postcard lovers in the Pacific Northwest.

At the meeting on Saturday, July 18th, dealer contracts for the April Show were made available and they may be downloaded and printed from our Website. Mark also encouraged us to take advertising cards for next year's show to shops in our neighborhoods. The card features Northwest photographer Lou Wheeler on a 1910 Indian Motorcycle. Thanks to Jim Ahl, we just found a new PA system and purchased a microphone for next year's show and auctions.

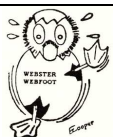
The meeting at Elmer's was adjourned at 7:35 PM.

The next board meeting will be held on September 15th, 2010 at Elmer's Restaurant at 10001 NE Sandy Boulevard at 6:30 pm.

Respectfully submitted,

Maggie Parypa, Secretary

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



Club Officers

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



Calendar

August 21 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 3:30 pm

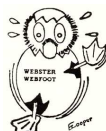
September 15 – Webfooters Board Meeting at Elmer’s Restaurant (no host)
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)

September 18 – 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:

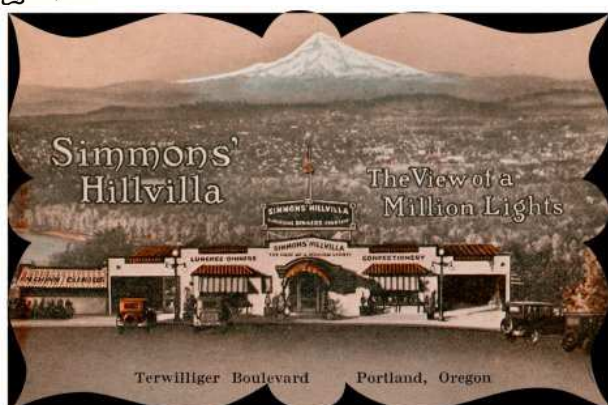
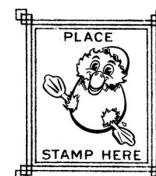


www.thewebfooters.com



WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



See Page 3 for Simmons' Hillvilla:
"The View of a Million Lights."