



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

www.thewebfooters.com

Volume 45

Issue Number 9

September 2011

HORSE-DRAWN VIEWS



See the story of Horse-Drawn Transportation on page 4.
See Maggie's Minutes on Page 9.

Next Meeting – September 17, 2011

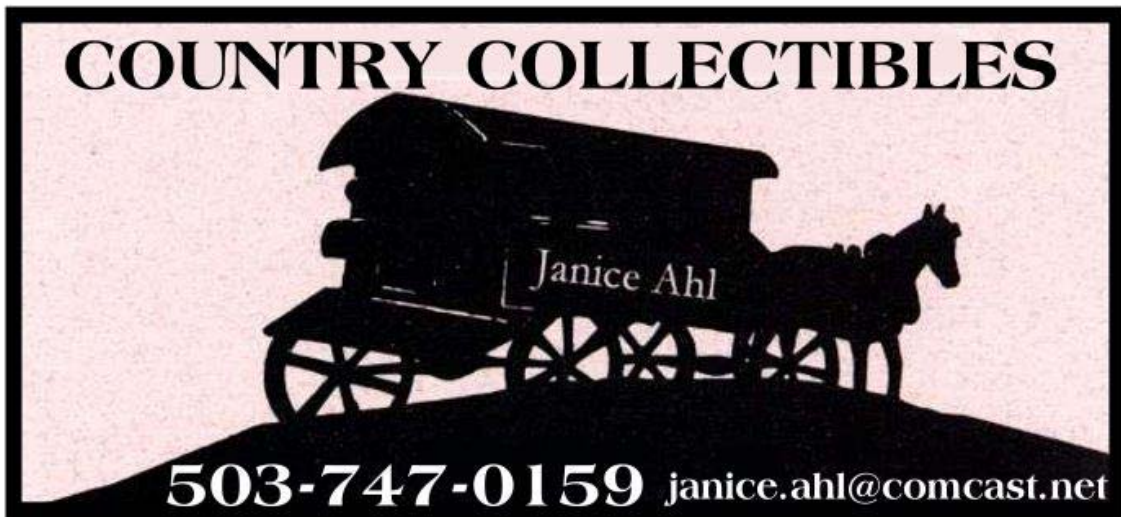
At Russellville Grange – 12105 NE Prescott Street

10 am to 3:30 pm

CURTIS TRANSPORTATION COLLECTION TOUR

Wednesday Sept. 21, 2011 – 6 PM

10177 SE Powell Boulevard



Now Located at:

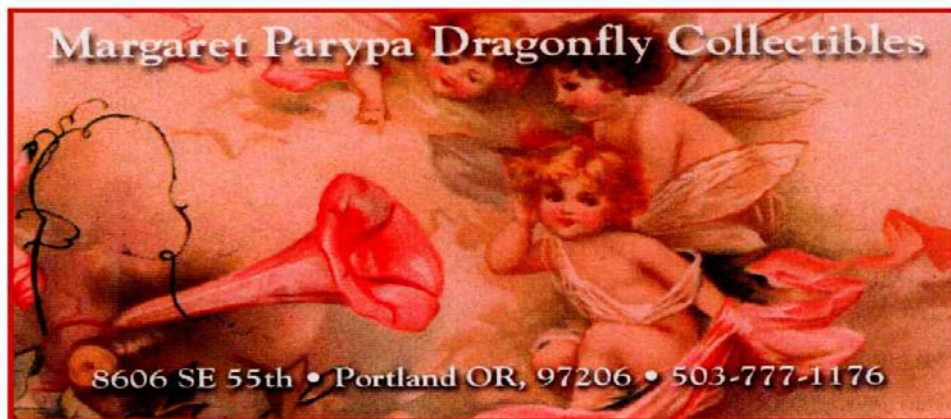
FARMHOUSE ANTIQUES

Mini Mall in Old Historic Sellwood with Seven Dealers

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

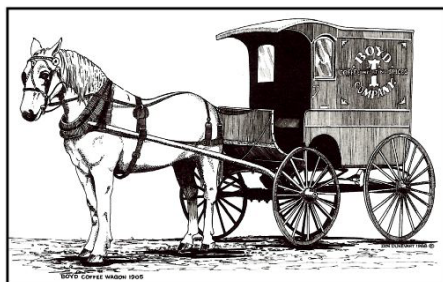
See Janice on Tuesdays
 8028 SE 13th Avenue
 Portland OR 97202
 503-232-6757

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



(paid advertisements)

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



COVER PHOTO

Delivering coffee, tea and spices, Harry Richtmeyer was a salesman for Boyd's Coffee Company. In 1900, Percival Dewe Boyd, an immigrant from New Zealand, began selling coffee in Portland, Oregon. Boyd's is the longest-operating coffee roaster in the Pacific Northwest; it is still led by the Boyd family.



Northwest Collectibles Presents
The Largest Antique Paper Shows in the Northwest

**THE GREATER PORTLAND
POSTCARD, STAMP
AND ANTIQUE PAPER SHOW**

October 22 and 23, 2011

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!

Show Hours:

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

Upcoming Shows:

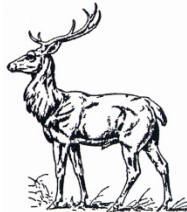
Portland, Oregon
at Kliever Armory
February 25 and 26, 2012

Kent, Washington
at Kent Commons
February 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

FREE APPRAISALS

(paid advertisement)



HORSE-DRAWN POSTCARDS

Postcards depicting transportation scenes are probably the most popular category for postcard collectors. Postcards showing trains and depots as well as streetcars on postcards are very popular. Cars and trucks on postcards are also very desirable, but postcards with horse-drawn vehicles have a broad appeal and they are very collectible. On eBay, I was outbid last week on a Damascus Creamery delivery wagon card that eventually sold for about \$140.

Horses are the most common animal depicted on animal-drawn postcards, but oxen and mules are well represented. Postcards of carts pulled by dogs, goats, ostriches and other animals are treated as novelties. Horse-drawn images can show privately owned carriages or commercial vehicles such as stagecoaches and delivery wagons. You will also find public service vehicles such as fire department wagons.

From 1815 to 1915, horse-drawn vehicles provided the primary mode of short-distance personal transportation in the U.S. and Canada, as well as England. At that time, horseback riding in towns and rural areas was less common and required more specific skills than driving a buggy. Horsemanship tended to be an aristocratic skill reserved for American and British landowners as well as Western pioneers and soldiers.

Buggies required at least crudely graded main roadways, where horses could go almost anywhere. The growing use of buggies for local travel expanded, along with stage lines and railroads for longer trips. The upper-middle class used buggies, as did farmers, while the rich had the more elegant four wheel carriages for local use. In cities and towns, horse-drawn rail vehicles provided mobility for the working class.



Multnomah Street Railway operated horse-drawn streetcars until conversion to electricity in 1891.



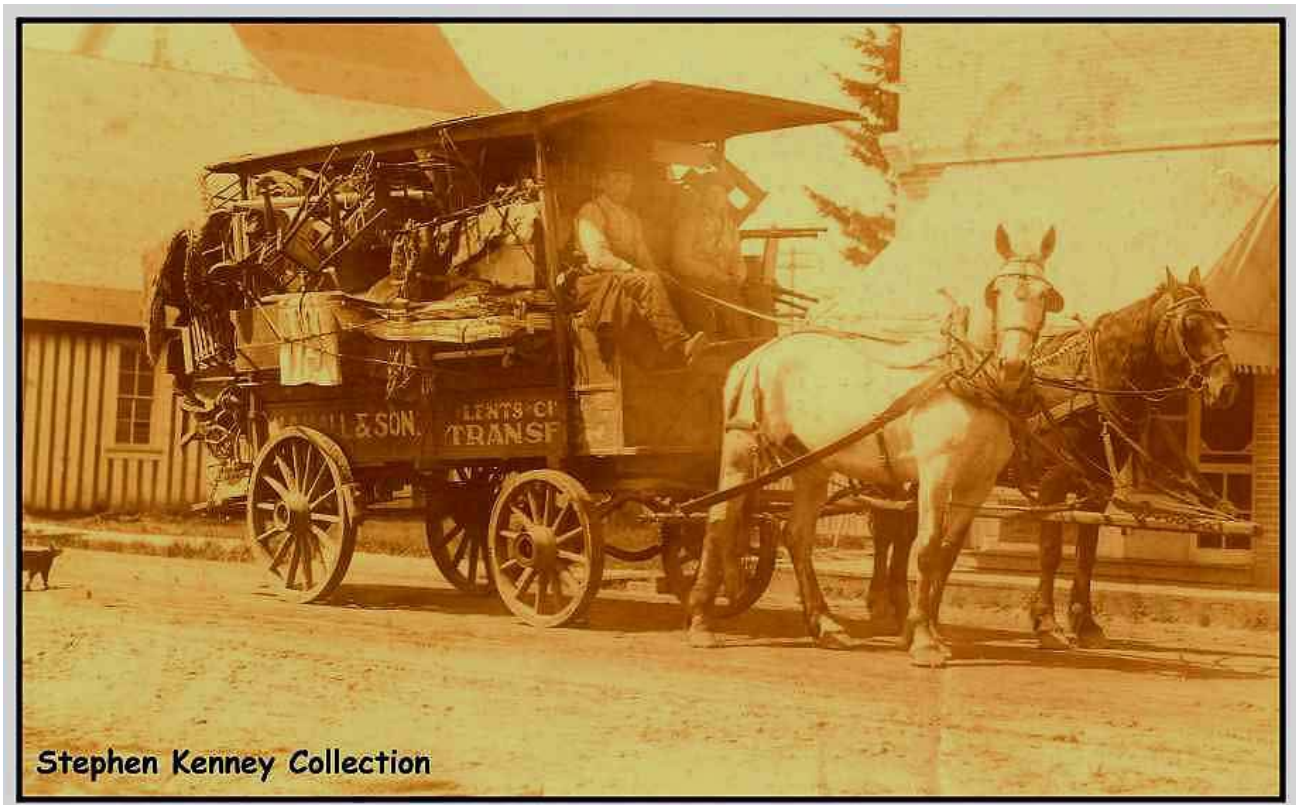
Gunther & Hickey delivered fine groceries and delicacies from their store at 23rd & Marshall streets.

The most desirable horse-drawn vehicles are commercial wagons where the signage is prominent and noteworthy; the more elaborate and specific the graphics, the better. Wagons from name companies where the brand is displayed are important, but local bakery, grocery and produce vehicles are desirable too. The presence of the driver always enhances the image, especially if he is in uniform and the tools of his trade are visible.



Watkins Remedies used horse-drawn wagons on postcards to advertise their products.

Horse-drawn vehicles related to bottled medical remedies, especially ones associated with quackery, are among the most prized images of this category. Views that show local entrepreneurs peddling their goods are popular, especially if customers are included with the hawkers. Billboards and signs in the background enhance the image as well.



Stephen Kenney Collection

The Lents Transfer Company used horse-drawn wagons on their daily deliveries.



The Pavilion Market was located across from the Portland Civic Theater at 3rd & Clay Streets.

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



At Your Service: Charles H. Derrie delivered dairy products for the Hazelwood Cream Company.



Dairy products were delivered by Pleasant View Farms which was near SW 52nd and Dosch Road.

Until mass production of the automobile brought its price within the reach of the working class, horse-drawn conveyances were the most common means of local transport in towns and nearby countryside.



Royal Bakery delivered bakery goods with horse-drawn wagons.



A Benton County school wagon could carry about 20 people.

After 1910, the number of automobiles had surpassed the number of buggies, but their use continued well into the 1920s in out of the way places. Even in the 21st Century, the buggies and wagons are still used by the Amish and other groups with faith traditions that specify their followers use non-motorized transportation.



Maggie's Minutes



Greetings Webfooters,

We are lucky to be living in the Pacific Northwest this summer while the tempest hurricane Irene hit the East Coast in recent days. My family in Texas would agree that this has been an unbearably hot summer with no relief of rain in sight.

Financial Report – At the Saturday August 20th meeting Arne Soland reported that the club has \$8,402.54 total in our treasury. Checking 1 has \$2,625.49, Checking 2 has \$3,481.25. CD #1 has \$1,193.06 and CD # 2 has \$1,052.94.

Membership – Krissy Durden, our Membership Chair, reported via email that we have 216 members. (1 charter, 75 family members, 97 individuals, 26 patrons and 7 honorary members.)

Refreshments – We need your help with refreshments! There is a sign-up sheet if you can help bring refreshments. Arne will reimburse you up to \$40.00, so save your receipts. Thanks to Mark Moore for supplying condiments, juice and bread. Terry Weis contributed two Cream Pies and Maggie brought potato salad and deli meats. Thank you for continuing to support our food efforts.

Mark has arranged a group tour of the Curtis Transportation Collection near the old Powell Drive Inn Theater at 10177 SE Powell Boulevard. The date is: Wednesday evening September 21st at 6pm. There is limited parking for 15 cars, so we expect everyone to carpool. Our group will be limited to 30 people and 20 of the spots have already been claimed. Due to expansion of Powell Boulevard, the collection may be disbanded. Several of the items are being pursued by the Smithsonian. We don't want to miss the opportunity to view the collection of horse-drawn and antique vehicles before it is no longer here. Possibly someone will start an effort to keep the vehicles in Oregon.

There was a discussion about free admission to our next show in the spring. Several dealers suggested we give it a try to see if it will increase attendance and help the dealers with sales. Members voted to offer free admission to our show. Table rent will be \$60.00 before December 31st and \$70 beginning Jan. 1. Get your contracts now!!

Anyone interested in writing an article for the newsletter? Mark would appreciate the help. Several people wrote about their hometown which is a good way to get to know each other better. Mark also designed a new club advertising card that shows Fox's Photo Truck which carried a portable darkroom with "Postcards and Views" painted on the side of the vehicle. A different card of the same truck was used for our 2012 show card.

Damascus, Oregon celebrated their Centennial Reunion on September 5th. Several of our members participated.

We are looking for people to fill several club officer positions. Without officers and board members we cannot carry out the duties of our Constitution and Bylaws. We usually have no more than 6 board meetings per year and ask that you commit to going to those meetings. Tony Roberts will not be able to run for Vice President due to his work schedule. We also need at least 2 directors from the club at large. Please consider helping us out by joining our board.

The next board meeting will be held on September 14th, 2011 at Elmer's Restaurant at 10001 NE Sandy Boulevard.

Respectfully submitted,

Maggie Parrypa, 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 Webfooters PostcardClub.

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
 Director.....Irene Adams
 Historian.....Joe Macdonald
 Librarian.....Steve Kuryk



Calendar

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

September 17 – Webfooters Post Card Club Meeting at Russellville Grange
 12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 3:30 pm

October 15 – 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

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WEBFOOTERS POST CARD CLUB

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 Portland OR 97217-0240



SEE PAGE 4 FOR THE STORY OF HORSE-DRAWN POSTCARDS.