

# SEASIDE

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Nineteen-Ten was a busy year for Seaside. It brought a cream and soda stand to the end of Shell Road; a wrestling match staged at the Knights of Pythias Hall; the opening of bit of a Portland employment agency dumping penniless men in Seaside to go to Elk Creek (possibly for roadwork?) Shell Road's Octagon Pavilion with live orchestra; the staging of a four-mile roller skating race; and the annoying ha-

In 1911 Seaside had to build two additional bowling alleys to accommodate the summer rush and two years later, apparently, the local shooting galleries were getting more business than they could handle because the city saw fit to pass an ordinance prohibiting ladies from operating shooting galleries.

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The Signal reports that 12-thousand people were in Seaside for the 1914 Fourth of July.



In 1914 began one of Seaside's most ambitious efforts to corner and cover every branch of the tourist trade. The citizens held a mass meeting to discuss a survey of the land between the Wahanna River and Cullaby Lake and then to Warrenton and Young's Bay, with the purpose of constructing a canal connecting all the bodies of water so that motorboats could go from the Columbia and Willamette Rivers directly to Seaside. Behind this was the further consideration that, if a jetty were also erected near Tillamook Head, then this small canal would eventually lead to a ship canal to Young's Bay from Seaside "to avoid the heavy seas of the Columbia River Bar." At the meeting, which was held on December 3, 1914, it was decided that "the canal will be built if the citizens have to dig the ditch."

Later that December, Engineer F.J. Walsh, of the Port



OLD SEASIDE

of Astoria Commission, determined that the best route would be through Neacoxie and the chain of lakes on Clatsop Plains to Warrenton. This would not only be a means of conveying freight from Seaside to Astoria and along the Willamette and Columbia Rivers, but "would bring a large population to the beaches for the summer as well." This man knew how to please his audience.

The survey route was firmly established in 1915. The canal would travel from Seaside up the Neacoxie Creek, through Smith's Lake, Cemetery Lake and the swamp that feeds Tansy's Slough — all on the Clatsop Plains — then through Skipanon Creek and into Young's Bay, to Astoria and on up the Columbia. The last mention made of the project, however, was in April 1915, and I can only surmise that its momentum was killed by the advent of the First World War.

Plans for the jetty off Tillamook Head held public interest for awhile longer. The Signal reported on December 14, 1916 that the businessmen of Seaside had plans underway for a jetty to be constructed from the point of Tillamook Head out into the ocean for one thousand feet to form a breakwater for fishermen and small coastal craft. This would mean that "hundreds of fishermen from throughout the northwest will come to Seaside each year for several weeks of deepsea fishing and that many fishing boats will make this their harbor instead of returning to Washington and Columbia River ports to discharge their catch of fish." More tourists. More industry. More growth.

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July Fourth of 1914 drew 12-thousand tourists. In 1914 a shining \$175,000 was spent for building permits.

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Nineteen-Fifteen brought to Seaside the Lewis and Co. Soda Fountain, featuring mahogany equipment with German silver trimmings and a large mirror with French

glass electric light fixtures; an electric fountain at the Hotel Moore which could be lighted at night; Tuesday night movies (two reels of "The Exploits of Elaine") at the Critic Theater; the building of the new Grimes Theater, costing \$60,000, which meant the charge would be more than the usual 10 cents; a fish banquet sponsored by the Anglers' Club which featured "as many orders as you want of uthroat trout, salmon trout, mountain trout, spotted trout, rainbow trout — 50 cents, along with crab cocktail, clam chowder, celery, ripe olives, green olives, pommes parisiennes, steamed potatoes, French peas, crab salad, mayonnaise, apple pie, cream cheese and coffee."

And Seaside got its first taste of interstate publicity in 1915 when the Pathe Weekly News Service began showing the town in their movie theater newsreels in California.

Nineteen-Seventeen greeted the beginning of the bathing beauty scham when the July banner day featured, to the "delight" of 30-thousand spectators, the bathing girl's parade, in which eight beauties rode the fronts of automobiles through the streets clad in wardrobes such as "a surf dress of white silk crepe, supplimented by a jersey of tomato shade, with a beach hat to match the combination."

The summer of 1917 was the best in 10 years and reservations in all the hotels and boarding houses were booked through August and September.

In 1918 the promoter crowd tried to top the drawing power of the bathing beauties with a "thrilling fire dive" made by Pvt. E. H. Ball, who dived from an elevation of 75 feet, saturated in gasoline ignited just before the dive.

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Nineteen-Eighteen showed an increase in bank deposits of over 250 percent.

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Nineteen-Nineteen introduced the convention scene when July held 500 reservations in Seaside for the Elks Convention.

Which probably inspired plans for the new Hotel Seaside, which would be 300 feet long, with 300 rooms, billiards and bowling rooms, an elaborate tea room, conservatory and auditorium for dancing, promenades and a roof garden, several huge fireplaces, and large windows with views of the beach.

Those of us familiar with the housing situation in a summer tourist town can give a cheer for the editor of the 1918 Seaside Signal who urged Seaside to rent cottages to workers from the surrounding area. "Year round rent is better than holding them for a few months in the summer."

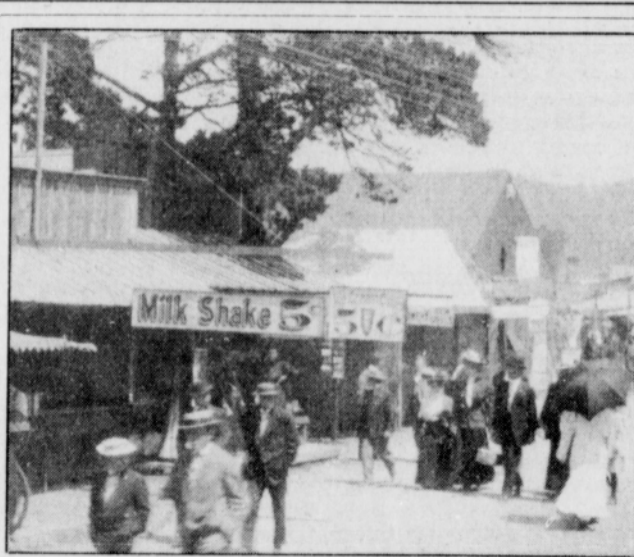


The Twenties were prosperous years for tourism and the little town of Seaside grew rapidly. A description of the July Fourth Weekend of 1924 sounds uncomfortably familiar to any Cannon Beach resident who has experienced Sand Castle Day. "Friday morning a continual stream of cars were arriving at a rate of a thousand per hour, plus 10-thousand by train, not to mention boat travellers to Astoria who then arrived by stage." Trains opened their coaches to provide shelter at night.

Now local businessmen were beginning to look around again, outside the city limits. Tillamook Head was a spot of interest and plans were considered to add to its attractions by propagating a herd of buffalo there. Still, prosperity was not fast enough, and an advertising campaign was blessed by the "Greater Seaside" crowd. In 1925 a series of ads was published by Burlington Railway in national magazines which included a picture of the Seaside Turnaround. The ads appeared in Saturday Evening Post, Literary Digest, National Geographic, Redbook, Cosmopolitan, Ladies Home Journal, Good Housekeeping and Delineator.

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In 1925 building permits hit a new high, totalling half a million dollars worth of improvements.



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