

Nineteen Twenty-five brought a record crowd for the spring season, and in April the golf course issued 300 tickets in one weekend.



New transportation methods also brought wealth to Seaside. In 1927 Gell Line Air Service Company announced plans for the following summer for regular air service, with four trips a day to Seaside and Clatsop beaches from Portland, passengers and express "to be carried in modern enclosed planes." The plan met with insurmountable difficulties, however, in that there was no suitable place to land a large passenger plane. Although consideration was made by Rankin Flying Service to outfit their planes with pontoons to land in the Necanicum River. The air service never materialized and neither did the expected flying field and aviation school planned for the Seaside area.

And what were the new attractions bringing five thousand people to the Clatsop beaches over one Labor Day weekend? Perhaps it was watching three loggers from Bend climb to the top of Haystack Rock with hooks and ropes to hoist an American flag on its peak in 1927. Or the festivities of the annual Scotchbroom Festival held in June and featuring sports events between the Seaside Kiwanis, Rotary and Chamber of Commerce. Maybe it was Seaside's "only illuminated beach on the Pacific Coast" in the summer of 1928, when four blocks of beach were lighted for night bathing; or maybe it was the bumper cars which bumped into the resort in 1929.

At any rate, advertising was being recognized as a powerful force during this time. In 1926 the Chamber of Commerce asked the voters of Seaside to support a measure appropriating \$500 of city funds for advertising purposes. Opponents won a court decision declaring the fund election illegal and the city without the authority to levy taxes for that purpose. (Do we see some hope for the little people here?)

Undaunted, in 1927 Seaside sponsored a radio ad three times a week on Portland's KEX, and a canvass of the city was made to secure two dollar pledges from 50 people to pay for it.

In 1927 came another shred of hope for the "little people" who had moved there to get away. Seaside voters turned down a proposed \$2,500 fund for advertising purposes which had been placed on the ballot by petitions prepared by the Chamber of Commerce.

The comeback from that admirable defeat was the Chamber's "9 holes of golf and 9 holes of fishing" event. This happening was arranged for professional golfer Frank Dolp and Portland news editor Fred Boalt, in which the party invaded the Seaside Golf Course for nine holes followed by the fishing event, all carefully noted and recorded for Boalt's United Press story which would go the rounds of many newspapers in the country.

Ambitious advertisers tend to get careless, however, and in 1929 an "attractive" ad was printed in the Oregonian to promote Seaside, but the beach photo used turned out to be of four Hoquiam girls bathing on Pacific Beach in Gray's Harbor, Washington.

Meanwhile the "festive" town worked on its party atmosphere and in 1927 streamer lights on Broadway were left on the entire month of September to lengthen the season and avoid even the "appearance of a closed town." Then, in 1928, street decorations of colored flags were strung over Broadway to give a "gala" appearance over the summer months.

In 1929 a building was constructed to house an amusement concession with 15 "scooters" to give tourists "fun in plenty."

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TOURIST TENT CAMP ON SHELL ROAD

September 5, 1929. An estimated 50-thousand people were in Seaside over the weekend.

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The tourist trade in Seaside hardly faltered during the hard times of the Thirties.

In 1931 the second miniature golf course was built, and in the same year a "Walkathon" contest was proposed, similar to the one that was being held at Lotus Isle in Portland. Couples were to start walking and keep at it until they were unable to "pick 'em up and lay 'em down." Rules: walk one hour, rest 15 minutes, day and night.

And, due in part to the Depression, even tourists reverted for awhile back to more nature oriented entertainment. People rediscovered walking. In 1934 more than one thousand persons had walked over Tillamook Head in the month of June alone. In 1936 hundreds of hikers gathered for the annual Trails Day hike over the Head and a special lowfare excursion was run between Portland and Seattle on the SP&S for the event, which brought 625 passengers in one Sunday.

In 1934 the first surfboard arrived in Seaside. It belonged to Lifeguard Jim Reed and was 20 feet long. Also during that year finding Japanese glass floats became a major "sport." In fact, by 1935 the discovery of the floats was considered both a sport and an avocation, bringing sales from a nickel to five dollars. Three years later they were being hunted by airplane along the beaches from Seaside

to the southern end of Cannon Beach.

The Seaside Signal of 1934 noted an increase in foreigners visiting the Clatsop beaches and a large number of cars driving up the coast highway from California.

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Nineteen Thirty-four recorded business volume up 25 percent.

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The Seaside Chamber of Commerce did not stop dreaming during the lean years and the Signal reports in 1935 that, after six years of effort by the chamber, the project to build a breakwater at Seaside was finally being considered by the U.S. Corps of Army Engineers.

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August, 1936 showed bank deposits reflecting business 30 percent above the previous year.

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Nineteen Thirty-seven brought a nervous month or two when Seaside businessmen had to fight a law proposed in the state legislature to close most places of business on Sunday. Obviously, that would cripple a weekend town. The businessmen won.

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On September 6, 1937, following Labor Day weekend, bank deposits reached \$650,000, the highest in the history of the Seaside bank.



The Cannon Beach area contributed to the promotion of the Clatsop beaches when, in 1938 a feature film was released by Universal Studios entitled "Stranger than Fiction," which was filmed the previous summer at Haystack Rock.

Tourist industry promoters of the area tackled a big problem in 1938. Representatives of two south Washington coastal counties and two northern Oregon counties met to discuss the problem of traffic from California being diverted before it reached the northern coastal tourist traps. The committee decided to post a man for the summer at Crescent City to contact tourists and urge them to continue on up the coast.

Nineteen Thirty-nine was a promising year for the tourist industry. During that year Seaside sponsored the Northwest Jitterbug Contest; was chosen for the 1940 convention of the Oregon Department of the American Legion; the first shopping guide for tourists was published by the Seaside Signal; "as usual, the jail capacity was far short of requirements over the holidays" (always a good sign); the city installed a blinking light at the Broadway and Holladay intersection; traffic congestion on Broadway was a big problem due to tourists driving up and down to go around the Turnaround and watch the crowds (another good sign); and, of course, the final measure of a successful season:

Deposits at the bank were up by 19 percent. Twenty-four thousand, 174 dollars were marked in building permits for the first three months of the year.



Remember the advertising fund? Well, in 1942 the Chamber of Commerce tried once more to establish a business advertising fund, this time through a business tax to raise the money. The tax was approved at a city council meeting.

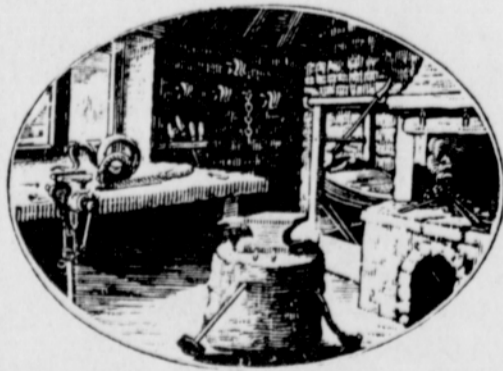
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THE TWENTIES

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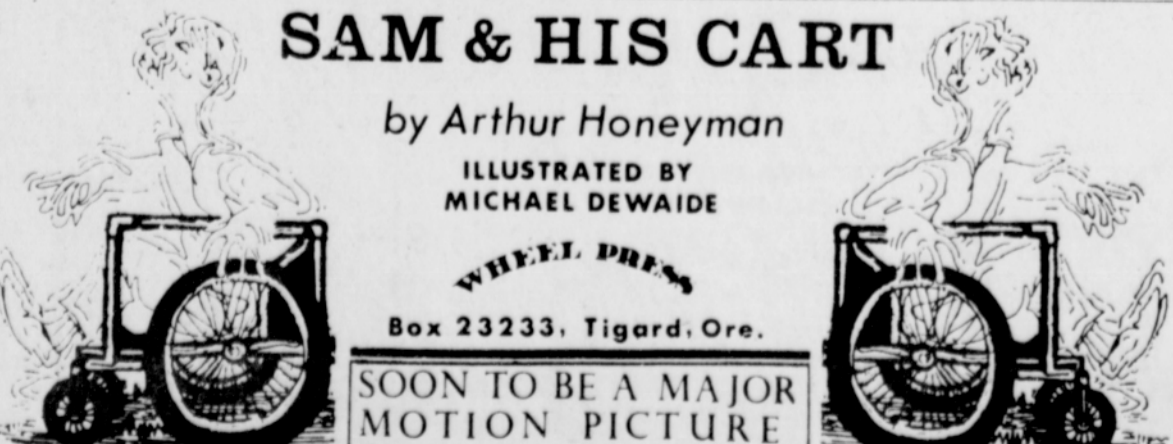
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WHEEL PRESS

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Haystack House

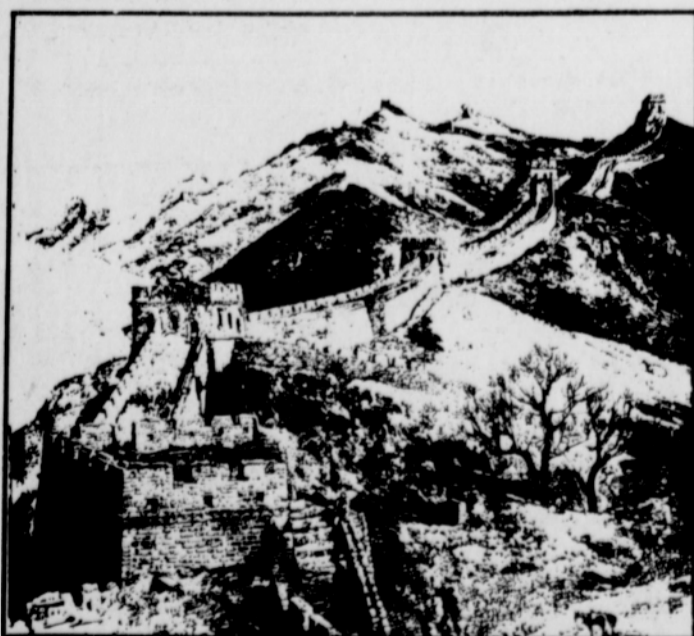
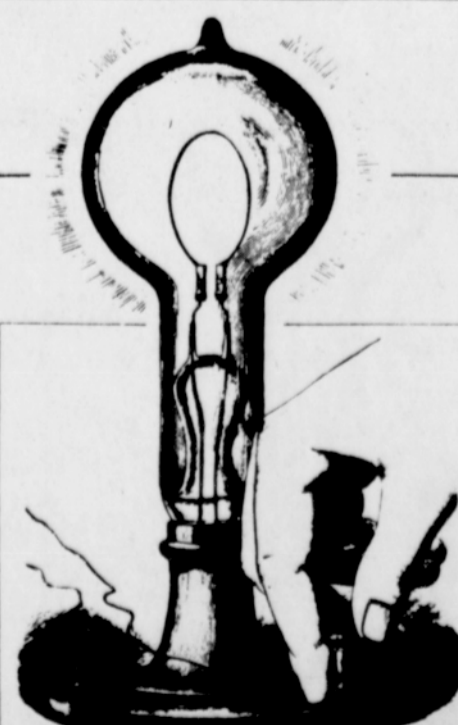


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