



HOTEL MOORE ON THE BEACH AT BROADWAY (ABOVE)
OPENING DAY OF THE SEASIDE PROM, 1921 (RIGHT)



SEASIDE

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But, (yet a ray of hope) the proposal was defeated in the election by 57 votes. There was obviously still a faction of residents who did not want or need more tourists. The chamber was unable to understand their attitude. "There must be some sort of misunderstanding," was the explanation.

The "Big Ideas" men were still determined, during the Forties, to remake the natural environment for the sake of the holy vacationer. In 1940 Seaside requested the U.S. Army Engineers to consider improvement of the Necanicum River, which would involve the dredging of a sailing basin and a channel to the head of the tidewater, and a dam at the mouth of the river. Why? After all, Seaside was the "most important summer resort on the Pacific Coast with a seasonal population of 40-thousand people." The river improvements would "serve the tourist better and increase patronage."

In 1944 the criteria for success had not changed. And Seaside was successful. Bank deposits showed that in money volume, Labor Day weekend business had been the heaviest in the history of the city. "Hundreds slept on the beach and in cars and every cabin and apartment was full, full to the overflowing."

Perhaps it was the war.

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Building permits for 1944 totaled \$480,035, a record high.

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In 1946, (there's no hope now, folks) Seaside received the exclusive sponsorship of the Miss Oregon Contest. Deposits at the bank exceeded \$4,000,000 for the first time in its history.

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In 1947 the assessed value of the city jumped from \$1,691,442 to \$2,007,359.

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Amazingly, in 1948 the little people were still hanging on. The business license tax levy to promote advertising was once again defeated. To the continuing and great puzzlement of the Chamber of Commerce.

But the effort finally won out in 1949 and an ad spread in Sunset Magazine brought 1,313 written inquiries for accommodations during the spring and summer.

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Three hundred thousand dollars were spent in three days during the 1949 July Fourth weekend in Seaside.

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By the 1950's Seaside had arrived. It was the beach resort town with something for everybody — including parking meters. Still, the Chamber of Commerce continued its relentless struggle to corner every last warm breathing body of the tourist trade, and in 1951 it established a committee to work on a program to increase the flux of newlyweds and make Seaside the "Honeymoon Center of the Pacific Coast."

Apparently though, more honeymooners did not create a big enough market to compete with technology, and in January of 1955 it was discovered that the volume of business for 1954 had been slightly off from 1953. This distressed the businessmen greatly, who felt their industry had been affected in part by large expenditures of the people for television sets. Immediately they struck for revenge, and for the first time in Seaside history the city sponsored television advertising, starting with a promotion of that year's clam tides. It worked.

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Deposits at the end of the 1955 summer were 25 percent above the previous year's.

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In 1958 the Seaside Chamber of Commerce sponsored an advertisement in a Spokane, Washington newspaper which was distributed in Montana, Idaho and Washington. There were a lot of rich farmers in that area and all they needed was to be made aware of Seaside as a place to spread their money around. Once again, success. That season Seaside was visited by 52,290 people from the Inland Empire.

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And those heartily welcomed folks spent \$261,450 per day.



The Seaside tourist industry has continued to grow through the last two decades and probably will in the next, but Seaside doesn't get it all anymore. Cannon Beach is diverting a lot of the trade and might even surpass Seaside someday. To the south Manzanita and Nehalem are beating their drums.

Let's see . . . maybe if we flattened that dune over there and put up some condominiums . . . cleared out all those trees and put in a trailer court over there . . . let in just a little bit of gambling here and there (think what it would do for our taxes!) . . . Hmmm . . . !



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