



DESTINATION SEASIDE:
TRAVELING TO SEASIDE 1850s TO 1950s

March 2023 through November 2023



Coming to Seaside in the 19th and early 20th centuries was very different from jumping in your car, setting your GPS and making an easy drive down the Sunset Highway to the coast.

Back in the 1850s it would have been by canoe or small boat down the Columbia River or a multi day trip through the mountains on horseback or wagon. But visitors came, at first for the excellent hunting and fishing, and later to escape the heat of the cities.

Continued on next page...

PRESIDENT'S CORNER

It's a new year and (appropriately) we have a new exhibit - "Destination Seaside", many thanks to Teresa (with lots of help from Leah).

We are having a great season for History & Hops, with many interesting subjects and speakers, and more to come! I hope you've been able to attend.

Our annual meeting this year will be at the Times Theatre & Public House (Broadway at Columbia). This is another Seaside historic building that's been amazingly restored. Starting at 5:30 pm, we'll have a short review of 2022 and plans for 2023, then move right into our special History & Hops guest, Dan Haneckow, telling us about Ben Holladay.

I've led a couple of historic walking tours down Broadway over the past 6 months and I've been told they were fun and educational! Please let me know if this is something you think would be a great addition to Seaside, as well as how you are going to help put it on!

The Sou'Wester Garden club keeps working hard to keep our Heritage Gardens in great shape. We are also hoping to work with the city and other partners to restore the "Arboretum" on the north side of our property.

Please consider joining us to give our precious Butterfield Cottage a long-needed facelift as we start a special fundraising effort.

There are always many ways you can help us to keep on telling Seaside's many stories and we gratefully accept your time, ideas ... and money!



ANNUAL PLANT SALE

SAT. MAY 27TH 9 - 12

SEASIDE CONVENTION CENTER

A portion of the proceeds benefit the Butterfield Heritage Garden

EVERYONE!

MARK YOUR CALENDARS!

Thurs. 4/27 - Annual Meeting / History & Hops

Sat. 5/6 & Sun. 5/7 - Mad Hatter Tea

Thurs. 5/25 - Last History & Hops Event until Fall

Sat. 9/9 & Sun. 9/10 - Saltmakers Return

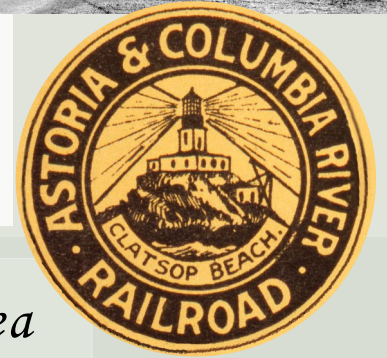
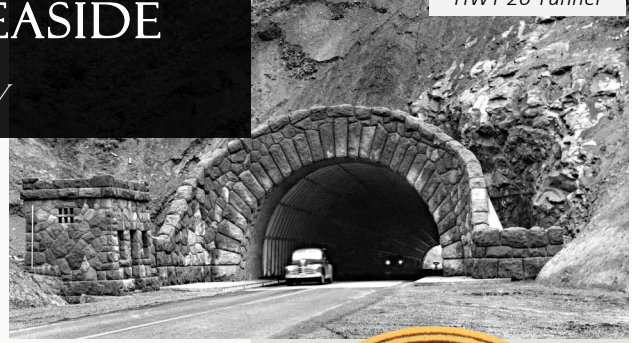
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DESTINATION SEASIDE

OPEN NOW

HWY 26 Tunnel

Steamships down the Columbia, the train, ships from San Francisco and improved highways made the trip easier over the years. The Destination Seaside exhibit shares those stories of how visitors came to Seaside; the 111 curves between Seaside and Cannon Beach, the 5 hour train ride and the many switchbacks on the early Columbia River Highway. Stopping at roadside cafes like Staley's, Oney's, Elderberry Inn, and the Dew Drop Inn were highlights of the trip for many families. Photos and stories of those travelers of 100+ years ago will make you appreciate the quick way you travelled to the coast and to understand what tourists went through to arrive at Oregon's First Beach Resort, Seaside.



Mad Hatter Afternoon Tea

Don your "goin' to meeting" hat and join us for the inaugural Mad Hatter Afternoon Tea at the historic Butterfield Cottage on Sat. May 6th & Sun. May 7th.

We will be serving springtime savory & sweet delights along with a selection of teas for your enjoyment.

Limited seating at 1:30pm each day, reservations are required prior to event date.

Cost is \$25.00 per person.

The event is sponsored, in part, by the Seaside Museum, White Cap Catering, and Hamilton Market.

Scan QR code to reserve your seats! OR send an email to seasidemuseum@gmail.com



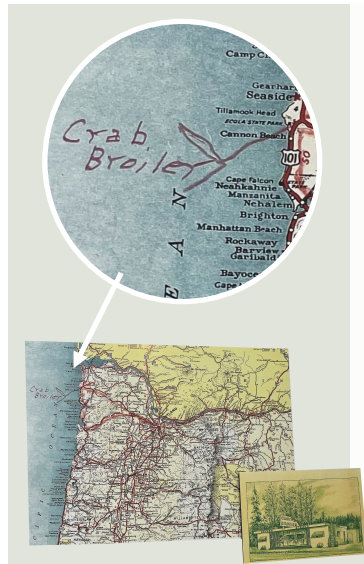
Teresa Taylor

VOLUNTEER SPOTLIGHT

Teresa Taylor has been involved in the Seaside Museum in two segments. She was part of the early years of the museum and served as president in 1991. She, along with other volunteers, were responsible for the renovation of the Butterfield Cottage in the late 1980s and as an interior decorator, she used her skills and contacts to find appropriate wallpapers and fabrics for the cottage as well as hanging most of the wallpaper herself. She worked on the original Seaside Signal exhibit as well as many other exhibits and was very active with the museum's fundraising endeavors. With a career and a young family, she took a break from the museum, but always retained her membership and interest.

When her sister, Leah Griffith, retired and decided to become an active volunteer with the museum, Teresa came back to just "help out" and in the last two years she has led the refurbishment of the Seaside Signal Room, designed and set up the Turnaround exhibit, collaborated on the Prom Centennial exhibition as well as the Miss America/Miss Oregon 75th anniversary exhibit. The Lewis & Clark Saltmakers exhibit was revised under her direction and you can see she obtained a kettle for the exhibit from Fort Clatsop. She has just finished *Destination Seaside: Traveling to Seaside 1850s-1950s*. Teresa is also an avid gardener and is the museum's liaison with the Sou'Wester Garden Club, who maintain the beautiful Heritage Garden at the Butterfield Cottage.

Teresa is a lifelong Seaside with her family coming to Seaside in 1910 and her granddaughters are fourth generation Seaside High School graduates. Along with the museum, she keeps busy with walking her cairn terrier Widget, watching her granddaughters play high school sports, her own garden and traveling with her husband in their Airstream.



IN WITH THE OLD

Recently the museum has received some wonderful gifts, some of which are already on exhibit. A collection of old trunks - now part of the Destination Seaside Exhibit - demonstrates how people would pack for a summer at the beach. Also donated was a collection of photographs that include two young sisters who were traveling to Seaside on a steamship down the Columbia. *(bottom right)* The exhibit had pictures of the ships, but to have photos of two sisters on the ships themselves was a great addition to the story. Another gift that is part of the Destination Seaside exhibit is a menu from the Crab Broiler from 1951. It nicely fit with a map we had that someone had marked with the route from Portland to Seaside with the "Crab Broiler" written on it, as they wanted to make sure they stopped there for dinner. *(left)* Looking at the menu, you could get a Crab Cocktail for just \$.45 and a T-Bone Steak for \$2.00.



**DO YOU HAVE SPARE TIME ON YOUR HANDS?
COME VOLUNTEER!**

We are open **Wed-Sat**, with two volunteer shifts available:

11:00 - 1:30 OR **1:30 - 4:00**

You can sign up for as little as one shift a month!

Email us if you are interested!

Whenever you get around to Spring Cleaning, think of us!

Gifts of artifacts don't always go on display this quickly, but anything we have that has a connection to the Seaside area is valuable and may go on exhibit or be the item that sparks an idea for an exhibit. If you're cleaning out your family home, please give us a call or email and we may be interested in adding your family's history to Seaside's museum.

THEN & NOW

Tom & Jerry's (originally the Dew Drop Inn) was a popular pit stop while traveling Highway 30 to the coast beginning in the 1930s. This watering hole was known for having "very clean restrooms". That is great advertising for travelers! The bar was not only popular with mill workers who were employed at Wauna Mill, but Tom & Jerry's was also a roadside sweet spot for you to stretch your legs, use the restroom, and grab a quick cold one before hitting the road again on your way to the coast.



The bar still stands proud today with a fresh coat of cheery yellow paint and is nicely snuggled in between tall trees and an old back road on the south side of Highway 30 in Taylorville. The business changed hands about a year and a half ago and the owners are happy to keep it up as a local dive. They describe the bar as a 1930's roadhouse with great food and a fun atmosphere complete with pool tables and darts. They are currently serving large portions of food, stiff drinks, and good times.

Next time you're out for a cruise, stop in for a drink and tell them how you heard about the bar!

92104 Taylorville Rd
Clatskanie, OR 97016

You can also find them on Facebook - **Tom & Jerry's Barroom**

MAKING HISTORY TOGETHER



Chuck & Elsie Olson

In mid-2005, the museum received an unrestricted donation of \$173,944.24 from the estate of Elsie Amelia [Tolonen] Olson. At that time, the museum's Board of Directors invested the money to start a permanent endowment, the interest from which has since provided ongoing income for general operations at the museum. At the request of the donor, the endowment fund was named, The Charles Emery Olson and Elsie Tolonen Olson Fund.

Elsie Olson [1910 - 2004] and Chuck Olson [1903 - 1975] were long time residents of Clatsop County. Elsie was born and raised in Astoria, by Finnish immigrant parents. Chuck attended Seaside High School. The two were married in 1937 and promptly moved to Seaside. Elsie taught first grade at Gearhart Elementary for thirty years. Chuck worked on the South Jetty for the Corps of Engineers and worked a long career for Crown Zellerbach, retiring in 1968.

The Olsons were close friends of Seaside Museum founder, Clarence Sigurdson, and they participated in the establishment of SMHS prior to its incorporation in 1974.

ESTATE PLANNING

Ways to assist with the long-term growth and stability of the Seaside Museum & Historical Society:

- Name SMHS as a beneficiary of your life insurance policy
- Include SMHS as a beneficiary of an IRA or other retirement plan
- List SMHS with a non-contingent bequest provision in your will
- Make annual donations to the existing endowment fund

Think Oregon should invest more
in historic preservation?
You can make it happen.

Tell the state to fund
arts and culture
with your taxes.
(Nicely, with the
Cultural Tax Credit.)

THE SEASIDE MUSEUM & HISTORICAL SOCIETY IS AN ELIGIBLE CULTURAL NONPROFIT!

Read instructions below to get the most out of your state taxes!



How to get your tax credit:

1. Donate to one or more of Oregon's 1,400+ cultural nonprofits.
2. Donate to the Oregon Cultural Trust online or by mail before December 31. You will get this money back when you file your state taxes.
3. On your state tax form, enter the amount you gave to the Cultural Trust as a refundable credit.

Your maximum tax credit eligibility is the total you gave to Oregon cultural nonprofits, up to \$500 per person (\$1,000 for joint filers).

Questions? Call (503) 986-0088 or ask your CPA.

Mail to: Oregon Cultural Trust 775 Summer Street NE,
Suite 200, Salem, OR 97301

Donate online at CulturalTrust.org or by phone (503) 986-0088

How much of your state taxes would you like to direct to arts and culture?

- \$500 for me
- \$1,000 for my spouse and me
- Other _____
- I will give online at OregonCultureTrust.org

How would you like this processed?

- My check is enclosed
- My credit card is below:

NAME(S) _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

CREDIT CARD NUMBER _____

EXP. DATE _____

THREE-DIGIT SECURITY CODE _____

EMAIL _____



COMPLIMENTS OF
SELNES & WHEATLEY,
SEASIDE, OREGON.



WHAT SHALL THE
NEXT MEAL BE?



Answered by
Martha Meade
DIRECTOR OF HOME SERVICE BUREAU
SPERRY FLOUR CO.
SAN FRANCISCO - U.S.A.
MILLS AT VALLEJO AND LOS ANGELES CALIF. - TACOMA &
SPOKANE WASH. - PORTLAND ORE. - OGDEN UTAH.

Luncheon Menu

Bouillon, if desired
Fruit or vegetable salad
French roll or hot biscuits
Lemon Cream Pie
Tea or coffee

Pie is a good bet especially "when gentlemen are present" and this pie is sure to "call for more".

Lemon Cream Pie

(one large pie or two small ones)

The "flaky" pie crust: Have all ingredients as cold as possible.

1 cup Drifted Snow Flour
1 1/2 cup or 6 tablespoons shortening (use fat without noticeable taste or odor)
1/4 teaspoon salt
1/4 cup (about) cold water

Sift flour and salt together. Add shortening—chop or cut it in with a pastry flaker or knife and fork until mixture has slightly "mealy" appearance. Add water cautiously, folding mixture over with a knife and use only enough to hold dough together. *Too much water makes pie crust tough.*

Roll to one-eighth inch thickness on a lightly floured board. Handle as little as possible. Fit dough well down into pie pan and avoid stretching pastry dough. To prevent pie shells from warping when baking, prick well over bottom and sides with a fork be-

fore putting into the oven. Bake in a very hot oven, 450° F., for about 12 minutes (see page 43). *The filling:*

1/2 cup sifted Drifted Snow Flour
1 tablespoon cornstarch
1 1/2 cups sugar **1/8 teaspoon salt**
2 lemons, juice and grated rinds
3 eggs **1 tablespoon butter**
2 cups boiling water

Mix together sugar and flour and grated rind of lemons in top of double boiler. Add boiling water and lemon juice, then yolks of eggs beaten until thick and lemon-colored. (Save whites for meringue.) Add butter and set into hot water bath in lower compartment of double boiler. Cook, stirring frequently, until the mixture thickens and will dip up on the spoon like cold honey. Remove from fire and fill baked pastry shell. Cool 5 minutes.

Meringue: Beat egg whites stiff, adding 3 tablespoons of sugar. Spread over pie, return to slow oven, 300° F., for 10-12 minutes to brown.

Sperry Sidelights

To prevent SOGGY pie crust—one good way is to brush white of egg over the bottom crust and place in the oven for a few seconds before filling the pie. The white of egg will harden and prevent the crust from absorbing excess moisture.

Without generous donations from members of our community, we would be unable to share fun tidbits with you.

Think twice before you throw out your old stuff!

Small text reads...

ANSWERED BY
MARTHA MEADE

DIRECTOR OF HOME SERVICE BUREAU

SPERRY FLOUR CO.

SAN FRANCISCO - U.S.A.

MILLS AT VALLEJO AND LOS ANGELES CALIF.

TACOMA & SPOKANE WASH.

PORTLAND ORE & OGDEN UTAH



The Sperry Flour Company was founded in 1852 in Stockton, CA. After being acquired by Portland Flouring Mills, it moved to the Northwest. Sperry later joined General Mills in 1929.



The Museum is open:

Wednesday - Saturday

11:00 AM - 4:00 PM

You can reach us at:

seasidemuseum@gmail.com

503-738-7065

THANK YOU FOR HELPING US KEEP HISTORY ALIVE!

2023 ANNUAL MEETING

HISTORY & HOPS WILL DIRECTLY FOLLOW

@ 6 PM

PLEASE JOIN US FOR OUR ANNUAL MEMBER MEETING!

THURSDAY, APRIL 27TH

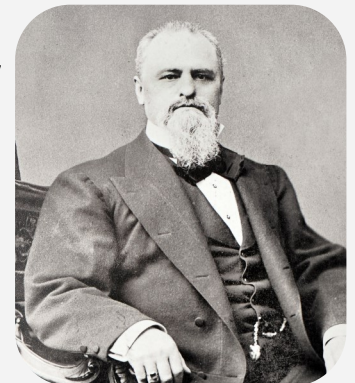
5:30 PM

TIMES THEATER & PUBLIC HOUSE

133 BROADWAY ST

SEASIDE, OR

Dan Haneckow of the Ben Holladay Society of Oregon will be presenting. Haneckow plans to share who Ben Holladay was and why he invested in Seaside.



Ben Holladay



An original ticket from the early days of Times Theater

FOOD AND DRINKS WILL BE AVAILABLE FOR PURCHASE