



MEMORIES OF A DRUG STORE LUNCH COUNTER

An interview with Hugh Kerwin, Jr.
By Cheryl Adamscheck

Back in the 1940s, three drug stores operated on Seaside’s main street, Broadway. Holladay Drug and Roth Drug were on opposite corners of the street’s intersection with Holladay Drive (where Beach Books and the Tora Sushi Lounge are now). Legg’s Pharmacy was further west. When Hugh Kerwin, Sr., purchased Roth Drug from Arthur Graham in 1946, the store had a soda fountain on the west wall, recalls Hugh (Pat) Kerwin, Jr. Then in 1947, the soda fountain/lunch counter was moved to the east windows overlooking Holladay Drive. When Ruth’s Bakery next door to the west closed in 1963, Kerwin Rexall Drug expanded into the space. *Continued on Page 2...*



Hugh Kerwin, owner of Kerwin Rexall Drug, sits at the seldom empty lunch counter, which is closing down December 21, with Ellen Larson, who is retiring after 24 years behind the counter.

Photo and original caption from a Seaside Signal article: December, 1973

NEW MEMBER BENEFITS FOR 2024!

SEE PAGE 7 FOR MORE DETAILS!

PRESIDENT’S CORNER

At the recent Volunteer Appreciation brunch, it struck me that there was a lot of dedication and enthusiasm around the table! This was an amazing group of people who have all come together to support our museum and make it a must-see destination for our guests.

I am honored to be part of our museum family, and I hope all of you will continue (or begin!) to share your passion and skills with us. You are making a difference in our community, and I appreciate your generosity and commitment. Volunteers are the backbone of our organization and we could not do anything without you!

I know you will enjoy this newsletter and I encourage you find ways to become part of our family.

Happy (belated) Thanksgiving and Merry Christmas!
Steve Wright, Board President

> **Thursday, 12/28:**
History & Hops
Hiking Historic Clatsop
County, presented by
Stan Pine

MARK YOUR CALENDARS!

> **Thursday, 1/25/2024:** History & Hops
Salt, presented by Tom Wilson

> **Thursday, 2/29/2024:** History & Hops
Nehalem Valley, presented by Tom Campbell

> **Thursday, 3/28/2024:** History & Hops
Ranald MacDonald, presented by Jim Mockford

ANNUAL MEETING DATE SET

Thursday, April 18th, 5:30 PM.

Times Theater and Public House

We will be at the same venue as last year with a special speaker for this expanded History & Hops. Make an evening out of it and attend the meeting as well!

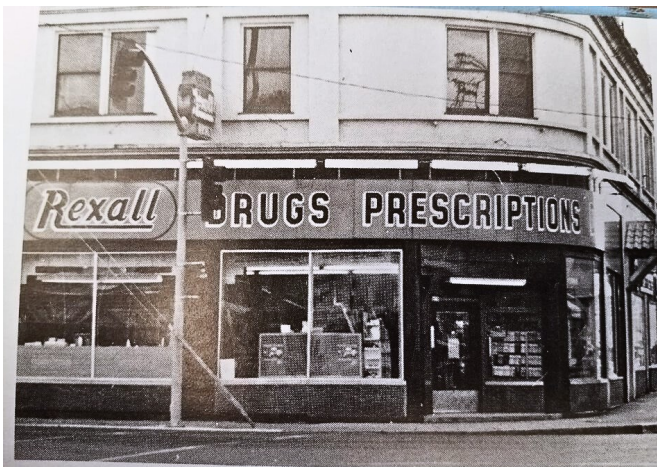
See you then...

Continued from front page...

Ellen Larson began her nearly 25-year career at the soda fountain in 1948 when Hugh Sr. hired her away from the bus station lunch counter in the Beacon Hotel on east Broadway. Holladay Drug also had a soda fountain, but the stores had a friendly rivalry, Hugh Jr. said.

Ellen served milkshakes, ice cream sodas, flavored Coca Cola drinks -- and tuna, egg salad and ham with cheese sandwiches. Sandwiches were served with potato chips, but a special favorite of many patrons was her homemade potato salad. It was said that people came from Portland just for the potato salad!

Ellen trained a number of local teenagers to staff the soda fountain on weekends and to assist her in the after-school hours. When Hugh Sr. died in 1968, Hugh Jr. managed the drug store. But when Ellen announced her retirement in 1973, Hugh Jr. decided to close the soda fountain. "The food prices were going up and the minimum wage went from 75 cents to \$1.25 per hour in one year," he said. Kerwin Rexall Drug closed for good in 1992 and Holladay Drug moved across the street (where Ace Hardware is now) and later closed. Legg's Pharmacy was the last of the three to close.



ELLEN'S POTATO SALAD

- 6 potatoes, boiled
- 10 eggs, boiled
- 1 Tablespoon Salt
- 1 medium-size Onion, diced
- 2 cups Sweet Pickles, chopped fine
- Mayonnaise

Cut potatoes into small pieces. Put eggs through an egg slicer twice. Mix potatoes, eggs, onion, and sweet pickles. Sprinkle salt into mixture. Toss ingredients lightly. Stir in mayonnaise until mixture binds into potato salad consistency.

Reviewed and approved by
Hugh Kerwin

VOLUNTEER SPOTLIGHT

This month we are choosing to spotlight all of our volunteers as we reflect on a year FULL of wonderful additions to the team. We've made great strides in recent months with our excellent group of hardworking individuals. Everyone seated at this table comes from a different background, has unique interests and talents. There are a few volunteers who were unable to join us, but we appreciate them too! Being a volunteer at the museum is fun and rewarding and we encourage our members to get involved! THANK YOU VOLUNTEERS!

Pictured RIGHT: SMHS 2nd Annual Volunteer Appreciation Brunch



November is a month to show our thanks and we have a second group of volunteers and supporters to thank. Since 1993, members of the Sou'Wester Garden Club have designed, managed and pulled a lot of weeds to keep the Butterfield Cottage Garden growing. They not only provide the gardening, weekly during the season, but the club provides funds to support the purchase of new plants, soil and occasional garden help for the big jobs. If you'd like to be a part of the Garden Club, contact them at gardenclub.sw@yahoo.com. Be sure and visit their annual plant sale the Saturday morning of Memorial Day Weekend at the Convention Center.

THANK YOU SOU'WESTER GARDEN CLUB!

Pictured LEFT: SMHS 2nd Annual Sou'Wester Garden Club Appreciation Lunch



**HISTORY
&
HOPS**



PRESENTED BY
Seaside Museum & Historical Society

December 28th @ 6PM

Seaside Brewing Co.

Hiking Historic Clatsop County

Presented by Stan Pine

History & Hops is a series of local history discussions hosted by the Seaside Museum on the last Thursday of each month, September through May, at Seaside Brewing Co. These events are free to attend and everyone is welcome to join in the fun!



SEASIDE
ORE BREWERY USA

IN WITH THE

Recently the museum received a donation of the directory sign for the second floor of the Roth Drug Building, the building highlighted in this month's newsletter. As near as can be determined from the dates of the businesses in that location, this directory was at the bottom of the stairway in the 1930's. It's always fun to work out a mystery and sometimes items that have been donated have a little secret to them!

This directory measures 22" W x 38" H x 2" D. It has a wood-framed case and a glass front door. The display is locked and lo and behold,

If you own an item or find something of Seaside's history, contact the museum. Send a photo of the item to seasidemuseum@gmail.com or call us at **503-738-7065**. We'd love



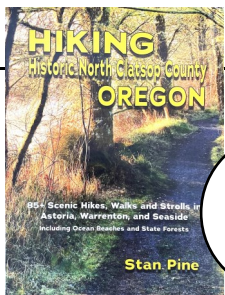
COLLECTIONS ROOM SHELVING PROJECT

As you walk through the museum you may not realize that many of the items the museum owns are not on display at this time. Perhaps they've been on exhibit previously and are now "resting" or they will be part of an exhibit in the future. Some items are simply being preserved to retain Seaside's history for future generations. But one common factor is they need to be stored in a safe manner. The Collections Room is a secure location filled with Seaside's history. Currently, we are in need of shelving for large linen storage boxes. These boxes hold Miss Oregon Pageant gowns, children's clothing, military uniforms and even a few foxes that were part of women's attire. Currently, these boxes are piled high on a table and can't be accessed without climbing ladders and lifting the heavy boxes, something that most of our volunteers can't do safely.

The museum has applied for a grant that would cover part of the cost of the new shelving, but donations are needed to match that grant. If you wish to add a donation to your membership, simply designate SHELVING on the form or your check. It would be much appreciated to help store and access these linens and clothing in a safer manner. The goal is to raise \$1,000 in December. Thank you for your support!



Would you believe this stack of boxes is over seven-feet tall?



In the Gift Shop

\$24

Hiking Historic Clatsop County
By Stan Pine

This book gives you excellent information about hiking in OUR AREA! Local author and our speaker for History & Hops next month, Stan Pine is a local who shares his love of the outdoors and of local history in one book!

THERE IS PLENTY OF TIME
FOR CHRISTMAS SHOPPING!



ABOVE: Saltwater & Flower is run by local artist Cindy Carpenter who shares her love of both the ocean and the local flora through her lampwork bead jewelry (bracelet pictured \$28.00) and her magical forager jars which are full of local wonder (\$8.00 - \$10.00).

Now featuring two local artists!

Carolyn Lindberg and
Saltwater & Flower

BELOW: Carolyn Lindberg is a local glass artist. Pictured here are glass stud earrings (\$10.00), a glass tray (\$18.00), and glass hearts (\$9.00).



LIVE LECTURE SERIES LAUNCHED AT BUTTERFIELD COTTAGE!

On November 4th we launched our inaugural "Live Lecture" series with TEA MANNERS & MODE. The program was presented in the historic Butterfield Cottage to a sold-out crowd by local author LaRee Johnson. LaRee, a passionate and comprehensive vintage clothing collector along with her assistant, Luanne, presented donning antique tea attire clothing and accessories while sharing her narrative "show & tell" program of tea history as a social event.

Pictured left: LaRee (left) and Luanne (right) in their vintage garb.

Pictured right: LaRee and Luanne speaking to audience.

2ND ANNUAL HOLIDAY TEA EVENT!

Nov 24th & 25th marked our second annual Holiday Tea inside the Butterfield Cottage as another successful sold-out event. The vintage inspired festive decorations enhanced the spirit of the season throughout the historic cottage surroundings. Select teas, scrumptious savories and delightful sweets were certainly a crowd pleaser amongst our guests. We're grateful for the continuing and generous support from our sponsors and our community.

Robin Montero, *Butterfield Cottage Curator*

Pictured left: Sweets on tiered trays. Pictured below: The Montero Family and friends having a grand ole time.



Doesn't our new fence look great?
A huge round of applause for everyone who took part in this project!



BUTTERFIELD PRESERVATION UPDATE

We've reached \$30,000 on our Butterfield Cottage Preservation Project! Now we're making plans for the work and have consulted with the Clatsop Community College Historic Preservation program and the Lower Columbia Preservation Society to find craftspeople able to take on these projects. It's exciting to think we'll be starting work in the late winter/early spring.

VETERANS DAY AND AMERICAN LEGION CELEBRATED IN NOVEMBER

There is still time to visit our pop up exhibit for Veterans Day and American Legion Post 99 Centennial. It opened on Veterans Day with a reception attended by many Vets and Legionnaires. On exhibit are service metals from World War II and Vietnam and dog tags from WWI. Photos of Legion activities over the years are highlighted, including their support for local baseball that resulted in the Seaside Team winning the Pacific Coast Championship in 1956. That event sparked the formation of Seaside Kids Inc. which continues to provide Seaside Youth with no-fee sports activities including baseball, softball, swimming and more.



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!



Pictured top-left: Shirley and Tyler work on the North end of the Seaside Diorama.



Work continues on the 1899 Diorama of Seaside. This miniature landscape was originally created for Seaside's Centennial in 1999 by museum volunteers and students from Seaside High School's Senior Pacifica Project program. Starting in late 2023, in preparation for Seaside's 125th anniversary, it is being refreshed by volunteers Shirley Yates, Linda & Ben Benjamin, and Tyler Byrd who is doing it as part of his 2024 senior Pacifica Project! It's a bit over halfway done with lots of work by everyone and is planned to be completed by February 17th, Seaside's official 125th birthday.



*Hillcrest
Inn*

503-738-6273
118 N Columbia St

**TWO THUMBS UP FOR OUR EARLY BIRD 2024 BUSINESS MEMBERS!
BECOME A BUSINESS MEMBER AND CLAIM YOUR AD SPACE!**

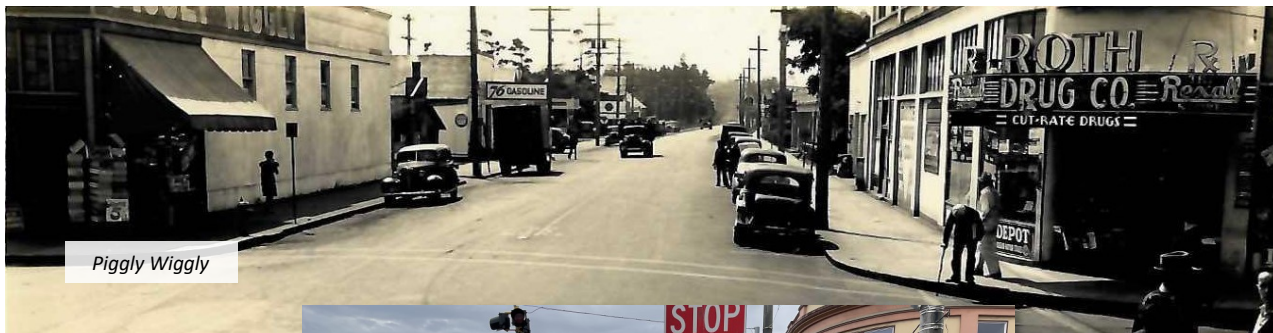


503-717-2455



It's December and gingerbread is everywhere. The museum is no different and has entered Seaside's Gingerbread contest with an amazing reproduction of the Butterfield Cottage created by volunteers Kim and Stephen Reef. Stop in and vote for our entry and pick up a complimentary gingerbread people cookie, thanks to the generosity of Seaside Safeway. See you in December!

THEN & NOW



Piggly Wiggly

If you were here in the 1940's and 1950's you likely shopped at Piggly Wiggly, Seaside's first supermarket, located where the parking lot for Ace Hardware is today. You can still shop at Piggly Wiggly, but you have to travel to the South or Midwest to find one.

The corner of Broadway and Holladay has always been the center of the business district. In the 1930's Roth Drug, "home of Cut-Rate Drugs" occupied the southwest corner. Later it became Kerwin Drug from 1946-1992.

Behind the drinking fountain on the northwest corner was Holladay Drug. Those fountains were placed around Seaside and much appreciated by locals and visitors.



Not in either of these pictures, but a part of the commercial center was the department store at the northeast corner of the block. Wheatley's, then Wheatley-Desler Department Store and later Holladay Place, carried everything you needed; shoes for school, coats, dresses, men's dress and work clothes, linens, toys at the holidays and an extensive sewing department. The store covered the entire area from the alley on Holladay to the shops at 726 Broadway today.



MEMBERSHIP

Dear Friends,

2023 has been a good year at the Seaside Museum. We've been busy developing new exhibits, welcomed new board members and volunteers, brought back 3rd grade school tours, and started our fundraising campaign for a number of preservation projects for the Butterfield Cottage, which we'll be carrying out in 2024. We are continually exploring ways to bring Seaside's history to life for our residents and visitors.

Our records show that your membership has lapsed. Please consider renewing for 2024.

Your membership dues provide financial support for our projects and much more. Your membership also shows those organizations which provide grants that we have the support of our community, which is vitally important as we pursue funding for projects in 2024.

Here are a few ways to renew your membership:

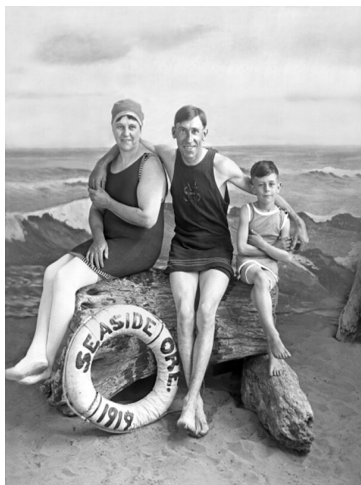
- Mail in the form on the back with your payment
- Stop by the museum during open hours
- Scan the QR code
- Visit our website at www.seasideoregonmuseum.com
- Pay over the phone by calling 503-738-7065, Wed - Fri, 9am to 4pm and ask for Emily

We also recognize your time is a valuable resource and we would appreciate you spending some of it with us! We always have a need for docents, researchers, organizers, and anyone with a desire to serve. Please contact us and we'll find a special niche to fit your unique talents.

We look forward to seeing you many times in 2024.

Thank you for your support!

Steve Wright
Board President



Seaside, OR - Circa 1919

Seaside Museum & Historical Society

ALL MEMBERSHIP LEVELS INCLUDE:

- Free admission to the Seaside Museum
- A mailed copy of the SMHS newsletter
- 10% off all gift shop purchases
- First choice on ticketed events

MEMBER BENEFITS

Student - \$15

Individual \$25

- Free admission to the Seaside Museum
- A mailed copy of the SMHS newsletter
- 10% off all gift shop purchases
- First choice on ticketed events

Family - \$35

- All Student/Individual benefits
- One FREE photo print

Business - \$100

- All Family benefits
- 1 Gift Membership to share with family or friends
- Recognition in the SMHS newsletter and annual report

Supporting - \$250

- All Business benefits
- 2 (total) Gift Memberships to share with family or friends
- Social Media (*in consultation with member and Museum*)

Benefactor - \$500

- All Supporting Benefits
- Sponsorship on Rack Cards (*in consultation with member and Museum*)
- Choice of sponsorship of a SMHS event (*i.e. History & Hops, Holiday Tea, etc. - In consultation with*)

Lifetime - \$1,000

- All Benefactor benefits (*first year of membership only*)

MEMBERSHIP FORM

NAME(S):

STREET ADDRESS:

CITY:

STATE: _____ ZIP: _____

PHONE NUMBER:

PLEASE WRITE AN EMAIL ADDRESS FOR EACH PERSON IN YOUR MEMBERSHIP WHO WOULD LIKE TO RECEIVE MUSEUM NEWS

Rather checkout online?
[CLICK HERE](#)

ARE YOU INTERESTED IN VOLUNTEERING?

YES!

NO

How would you like to be contacted?

PHONE CALL / TEXT / EMAIL

Please make checks payable to:
 Seaside Museum & Historical Society
 Mail to:
 570 Necanicum Drive
 Seaside, OR 97138

The Seaside Museum & Historical Society is a 501(c)3 non-profit organization.

Your membership dues and donations may be tax deductible to the extent allowed by law.

Student	\$15	
Individual	\$25	
Family	\$35	
Business	\$100	
Supporting	\$250	
Benefactor	\$500	
Lifetime	\$1,000	
Additional Contribution	\$	
TOTAL ENCLOSED	\$	

NEW MEMBER	
RENEWING MEMBER	
I'VE BEEN AWAY FOR A WHILE	

OFFICE USE ONLY	
DATE RECEIVED:	
CARD	ONLINE
CHECK	CASH
REF#:	PP QB SQ
RECEIPT SENT:	