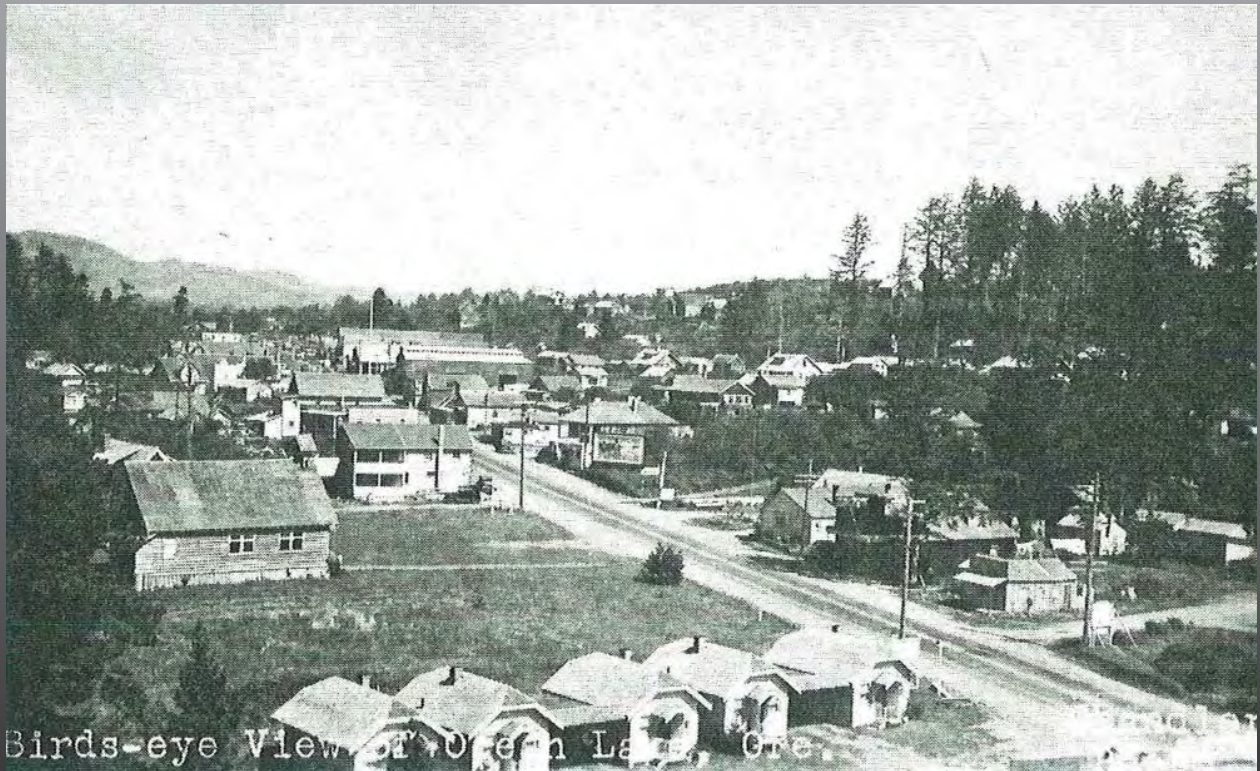


OCEANLAKE

2002 Oceanlake Historic & Cultural Resource Inventory

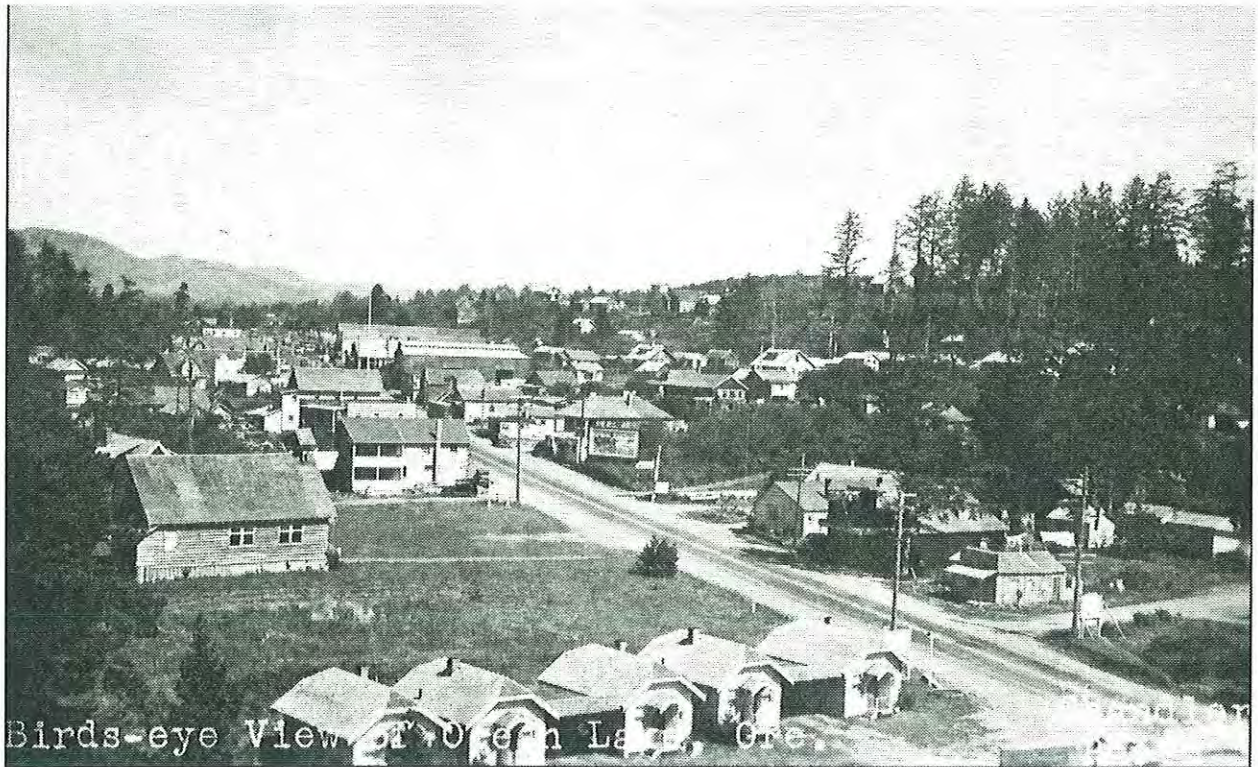
Historic Context Statement for Lincoln City, Oregon



Prepared By
Steve M. Wyatt

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Cover Photo:
Oceanlake's business district, Highway 101, circa 1940.
North Lincoln Pioneer Museum photo.

Introduction

Oceanlake, the largest of all the cities that merged to become Lincoln City in 1966, was in many ways Lincoln City long before there was such a town. Both Oceanlake and Lincoln City are the sum of smaller towns combined. In both cases voters approved the consolidations by very narrow margins. In both instances the principal reason for the towns combining was the advantage gained by economy of scale in providing essential city services such as fire protection, sewer, and water. Oceanlake was the combination of the two small towns of Raymond (originally planned to be a vacation haven for Catholics) and Devil's Lake Park (a resort town dominated by a large privately owned auto camp). Oceanlake's identity was somewhat clouded when it incorporated. The merger did not include Raymond or Devil's Lake Park in their entirety. Rather, it was the area serviced by the Oceanlake Water District.

With one notable exception (Taft), the communities of North Lincoln County are products of the automobile age. More specifically, they were made possible by the construction of the Oregon Coast Highway. Prior to the construction of the highway, settlement of the Oregon Coast was water based. The dense forest, high winds and lack of flat land with soil suitable for farming made early settlement nearly impossible. Taft, on the Siletz Bay, is the only North Lincoln community whose Euro-American settlement predates the automobile age. Its waterfront emerged as a small trading and social center for homesteaders and subsistence farmers living nearby in relative isolation on the watersheds of Schooner and Drift creeks.

With the construction of the Roosevelt Military Highway (present-day Highway 101) in the mid-1920s, North Lincoln County's isolation came to an end. The highway served as the main street of every town that sprung up along the Oregon coast in its path, including what would become Oceanlake.

The auto had been around for decades prior to the construction of the Oregon Coast Highway, primarily as a wealthy person's toy. The impact of the highway was

made all the more dramatic because its construction coincided with the advent of affordable automobiles. Motoring tourists suddenly were the driving force of the Oregon coast economy. When North Lincoln County became accessible by road, there was a rush to develop new resort communities that catered specifically to the motoring public. Camp Roosevelt, Cutler City, DeLake, Depoe Bay, Gleneden Beach, Neotsu, Lincoln Beach, Nelscott, Roads End, Taft, and Wecoma were all competing developments within a few miles of what would become Oceanlake (Raymond and Devil's Lake Park). All sprang up as they became accessible with highway construction in the 1920s.

Section I: Historic Overview

1.1 - Project Boundaries

The scope of this project is confined to above-ground resources (buildings, objects, structures, markers and other built resources) in the section of Lincoln City that was originally the developments of Raymond and Devil's Lake Park. Also included are natural features of identified cultural significance and viewsheds that contribute to the overall character of the Oceanlake neighborhood.

Temporal limits for this project have been set at 1837 when honeymooners Methodist Reverend Jason Lee and his bride Anna Maria (nee Pittman) journeyed from their mission to what is now North Lincoln County. This trip began on the Willamette River near present-day Salem. They traveled on horseback to what is believed to be the present-day Oceanlake section of Lincoln City.

The primary focus is based on the "fifty-year rule" as used in the National Historic Register. Evaluations are limited to resources built prior to 1952.

1.2 - Historic Background

1.2.1 - Geographic Character

Historic Oceanlake is sited on generally hilly ground north of the D River and south of the Salmon River.

Twenty-thousand years ago, during the last ice age, the ocean shoreline was approximately twenty to thirty miles west of its present position. A wide, flat plain separated the mountains from the ocean. During the ice age, rivers such as the nearby Siletz flowed across this plain to the ocean, slowly eroding it to form a valley. As the glaciers began to melt, the sea rose proportionally to submerge the plain. Today it is

under water and forms the continental shelf, the ocean having reached its present level about 2,000 years ago.

Fault lines have been mapped on the land nearby. These are normal faults which are upthrown to the northwest. There are no indications of recent movement. However, there is abundant evidence documenting historic earthquakes in the Cascadia subduction zone along the coastline of the Pacific Northwest. Evidence suggests as many as thirteen major earthquakes have occurred in about the last 7,700 years. Earthquakes have occurrence intervals ranging from 250 to 650 years with a mean near 450 years. It is believed the last major quake was approximately 300 years ago. Shock waves from an earthquake have caused liquefaction of the soil. The ground in this area is susceptible to liquefaction because it is composed of shallow subsurface soils consisting of saturated, loose, fine- to medium-grain sand. The lower lying sections of Oceanlake are susceptible to tsunamis, massive waves generated by off-shore seismic activity.¹

The ocean shoreline in this area is quite dynamic, changing dramatically with the seasons. High waves erode the sand in the winter months; in the summer, small waves deposit the sand back on shore. The beach below is fairly flat and composed of fine-grain sand, which acts as an effective buffer between the ocean surf and the cliffs. The composition of the cliffs (Pleistocene terrace sands) also prevent them from being particularly susceptible to erosion.

1.2.2 - History and Development

Before Settlement

¹ H.G. Schilcker & Associates Inc.

What little archaeological evidence exists on the history of the Central Oregon Coast indicates that Native Americans had resided there for thousands of years. Shell middens were essentially Indian encampment disposal sites. Typically, early coastal residents found the composition of the shell middens (mostly small pieces of shell) ideal for road-surfacing material or fill. Devil's Lake, just outside of what was Oceanlake, is believed to have been a seasonal Native American camp site. Little archeological evidence has survived to document this.

Exploration

There is no shortage of speculation as to the identity of the region's first Euro-American maritime explorers. Whomever they were -- Spanish, English or Russian -- they left no detailed descriptions of their observations of what is now Oceanlake.

First Tourists

It is believed by many that tourism on the Oregon coast began in the Oceanlake section of Lincoln City. Indeed, no earlier account of pleasure seekers visiting the Oregon coast is known.

Honeymooners Methodist Reverend Jason Lee his bride Anna Maria (*nee* Pittman) left their mission on the Willamette River near present-day Salem on horseback to the coast, August 14, 1837. They were accompanied by a lay teacher from the mission, Cyrus Shepard, and his recent bride Susan. A former employee of the Hudson's Bay Company, French Canadian Joseph Gervais went along as their guide.

Lee's mission, established in 1834, was the first in Oregon. Lee came to Oregon in direct response to a letter published in *Christian Advocate and Journal* (a Methodist Episcopal Church publication) in 1831. The letter told of four Flathead Indians from the Oregon Territory (the section that is now southwestern Montana) who traveled to St. Louis to visit famed American West explorer William Clark. While in St. Louis they allegedly made a plea for Christianity in their homeland. Rev. Lee was the first to

answer the call when he received authorization from the Methodist Episcopal Church in 1833 to establish a mission in Oregon. At first the mission had a staff of five; Jason Lee, his nephew, Daniel Lee, and three lay assistants. Lee soon found himself in need of more help to run the mission. His written request to the church was answered when additional staff arrived March 28, 1837. One of twelve selected by the church for Lee's mission was Anna Maria Pittman. The church chose Pittman, at least in part, because it believed she would make a suitable wife for Lee.² On August second the couple set out on an eight day "excursion for health" up the Willamette River. When they returned they remained at the mission for four days and then departed for the coast.

With some difficulty Lee's party followed the Salmon River Trail, roughly the route of the present day Highway 18. A summary of their trip to the coast was entered into the mission's record book:

Monday 14th Aug. 1837

Messrs. Lee and Shepard with their wives and Mr. J. Gervais set out on an excursion to the Pacific. Crossed the Willamette about 1 o'clock P.M. and rode in a westerly direction & encamped the first evening on a branch of the Yamhill river. Next morning continued on the journey through a most beautiful country and encamped at evening at the foot of the mountains. Wednesday commenced crossing the mountains and encamped at night in a deep valley. Thursday set forward again intending to reach the shores of the Pacific but were disappointed and encamped in a narrow valley 11 or 12 miles distant rainy during the night and next morning. Friday resumed our journey about 11 o'clock A.M. thinking the rain over but it commenced raining again soon and continued raining most of the way. Arrived thoroughly drenched at a beautiful encampment in a small grove of Cypress & pine about 5 P.M. and were soon dry and comfortable by the aid of a good fire³.

No other details of their stay were entered into the mission record book. The return trip was summarized:

Saturday 26th Aug. 1837

Started on our return trip and arrived safely at Mission on Wednesday 30th. The way over the mountains is very rough, large trees have fallen across the path over which the

² Theresa Gay, *Life and Letters of Mrs. Jason Lee*, (Portland, Metropolitan Press, 1936), pg. 27.

³ Charles Henry Carey ed., "The Mission Record Book of the Methodist Episcopal Church, Willamette Station Oregon Territory, North America Commenced in 1834," *Oregon Historical Society Quarterly*, Vol. 23 Num. 3 September 1922, pg. 257.

horses were obliged to jump so that in some places we were obliged to alight every few minutes. On the whole the journey has been one of fatigue but we hope will eventually prove a benefit to our health and better enable us to pursue the business of our calling⁴.

Lee's trip to the coast inspired him to write in his diary, a task he had been neglecting for nearly three years. He shared no details of the journey or his activities on the coast. Instead, he wrote of his aversion to writing that he had to overcome in order to carry out his duties as a missionary. He also wrote that the "manual labour" he had been engaged in the last twelve months had lead to "intermittent fever." In his next diary entry, almost eleven months later, Lee expressed some regret that he had been too feeble during his trip to the coast to write more and reminisced, *"The trip to the Pacific had a beneficial effect upon my debilitated system, which had been suffering more than a year and a half from the effects of intermittent fever."*⁵

Later secondhand accounts have it that they preached to the Salmon River Indians using sign language. However, there is no mention of this in the Mission's record book of marriages and baptisms⁶ or in Lee's diary. It seems unlikely there would have been time, given their short stay on the coast.



In 1937, the 100th anniversary of the first Oregon coast honeymooners, Herbert Rexroad, one of Oceanlake's first businessmen, arranged a commemoration of the first tourists at what was believed to be the location of their campsite. Rexroad placed a marker in a stand of trees known as Rexroad Grove in his Devil's Lake Park auto camp.⁷ As of 2002, a sign placed by the Lincoln

County Historical Society marked this location on present-day NW 17th Street.

⁴ *Ibid.*

⁵ Rev. Jason Lee, part two of diary as reprinted in *Oregon Historical Quarterly*, volume 17, number 4, pg. 403.

⁶ "Mission Record Book, Methodist Episcopal Church, Willamette Station, Oregon Territory, North America, commenced 1834," Oregon Historical Society, MS 1224.

One interesting detail of the fauna comes to light in the mission record book's description of the campsite. The Lee party camped in a grove of "Cypres & pine." For decades the origin of the Cypress trees, believed to be non-indigenous to the Central Oregon Coast, has been the topic of debate and some creative storytelling. In the past descendants of pioneer families have claimed their ancestors imported the Cypress tree to the coast. While this is certainly plausible, based on the Lee's account there were Cypress trees in this region decades before the arrival of the first permanent settlers.

Second Firsthand Account

The 1849 journal kept by Lieutenant Theodore Talbot as he traveled the central Oregon coast in search of coal deposits offers more details than Lee's account. Talbot's journal contains some concise insights into the land and its people. His party of nine men began their journey in Oregon City. After four days of travel they reached Kings Valley. From there they headed west to the ocean. Talbot described the Coast Range as "mountains enveloped with such dense smoke, occasioned by some large fires to the south of us, that we could see but little of the surrounding country." He noted, "These fires are a frequent occurrence in the forests of Oregon, raging with violence for months, until quelled by the continual rains of the winter season." He believed that thousands, if not millions, of acres near there recently had been burned by forest fires.

Talbot encountered a party of Klickitat Indians from Eastern Oregon returning from a hunting excursion on the coast. According to Talbot, the Klickitat frequently made such trips and had cut two trails from the Willamette Valley to the coast. He wrote they shared "a great deal of information with regard to the part of the country over which I wished to travel." The day following his encounter with the Klickitats, Talbot traveled nine miles through steep terrain "obstructed by fallen trees and thick brush" and burned-over forest to reach the north fork of the Siletz River.

⁷ Dr. Alfred M. Williams, "Followers of Jason Lee Celebrate Honeymoon," *Oregon Journal*, 30 August 1937.

He then traveled downstream through “dense willow and cherry thickets” to the main arm of the Siletz River. After camping near what is now the town of Siletz, Talbot headed south, where he spent about a week and a half exploring the Yaquina and Alsea bays. He then headed north, loosely following the route of present-day Highway 101 to the Siletz Bay where he found evidence of the Native American presence. He observed it was the custom of the local Indians to deposit their dead along with their personal belongings in canoes on platforms that were suspended in the air with poles.

Talbot crossed Siletz Bay near its mouth with some difficulty. His raft proved unsatisfactory for the crossing, but the men found a canoe that was concealed in the brush. By the time his party had made the crossing, it was dark and camp was set up “a hundred yards from the shore.” That night, an elderly Native American “who had come in a canoe from some distance up the bay” entered their camp. He told Talbot that he was a member of two remaining families on Siletz Bay. They were survivors of a once much larger population of Salish Indians residing there. Talbot attributed their decline to a smallpox epidemic in 1831.⁸

The following day their visitor served as a guide when they headed north towards what is now the Oceanlake section of Lincoln City. Talbot’s party traveled two-and-a-half miles on the beach “beneath high sandstone bluffs” before heading inland on a small trail. They traveled for about a mile over what he described as “rolling hills” covered with grass and tall ferns before coming upon what is today known as Devil’s Lake.⁹ From there they journeyed inland; in all probability they trekked the same Salmon River trail as the 1837 honeymooners. While he referred to the Salmon River as Rock Creek his descriptions of bottomland along the creek bed with rich soil followed by undulating hills and thick forest aptly describes the Salmon River.

⁸ Salazar, Volume II, pg. 12.

⁹ Leslie L. Haskins ed., *Lincoln County Lore* Lieut. T. Talbot’s Journal (Newport: Lincoln County Historical Society, 1980) pgs 2-13.

The Reservation Era

Six years after Talbot's visit, an executive order set in motion the repopulation of the central Oregon coast with Native Americans. On November 9, 1855, President Franklin Pierce signed the order establishing the Coast Reservation. This was after a series of deadly skirmishes between settlers and Native Americans residing in Southern Oregon and Northern California. Initially, the reservation was 1.4 million acres. About the size of Delaware, it stretched north to Cape Lookout in Tillamook County and south almost to the Umpqua River in Douglas County. Native Americans from Table Rock Reservation (north of present day Medford) and elsewhere in Southern Oregon and Northern California were to be relocated to the Coast Reservation. The relocation was an attempt to eliminate persistent conflicts with white settlers. At the Coast Reservation Native Americans were to receive training to become self-supporting farmers. The headquarters of the reservation was at the present-day town of Siletz.¹⁰

The first relocated Native Americans arrived in 1856 at the mouth of the Salmon River. The first load of supplies was shipped via Yaquina Bay. The next supply ship wrecked while trying to enter Siletz Bay. The inaccessibility of the area prompted the relocation of the Siletz Indians to Yaquina Bay. By July, 1857, there were 2,049 Indians on the Coast Reservation. In a letter written at that time, Indian Agent Robert Metcalf described them as "wretchedly poor, and destitute of all the necessaries and comforts of life, except what is supplied them by the government."¹¹ Disease combined with poor living conditions diminished their population rapidly.

On December 21, 1865, the acreage of the reservation began diminishing as well. President Andrew Johnson signed an order throwing the oyster-rich Yaquina Bay section of the reservation open for settlement. Shortly thereafter, Newport got its start as a resort town. In 1875, the reservation became yet smaller when an amendment passed Congress requiring the removal of Indians residing south of the Alsea River and

¹⁰ Schwartz, pgs. 161 -164.

north of the Salmon River. What is now North Lincoln County and the Grand Ronde Agency in Polk County became the sum total of the Coast Reservation.

During this period, most of the activity on the reservation appears to have been at the headquarters in Siletz and the nearby farmlands. The Coast Reservation was closed to Euro-American settlement, but the salmon-rich Siletz River was a popular destination for Willamette Valley fishermen.

The relative isolation of North Lincoln County came to an end when The General Allotment Act of 1887 was applied to the Coast Reservation. This act gave the president the authority to impose land ownership on Indian communities. The reservations to which the allotment act was applied were typically divided into 160-acre parcels that the government was to hold in trust for the Indian owners for 25 years before giving them clear title. Passage of the General Allotment Act came after the government abandoned its goal of integrating Indians into society through a myriad of educational programs. Land ownership, it was believed, would do what educational programs had thus far fail to accomplish - erase the differences between whites and Indians.

In July, 1894, after several false starts and 17 months of negotiations with the Siletz Tribe, an agreement to implement the General Allotment Act was reached. Tribal members received allotments in North Lincoln County of approximately 80 acres each. Most of the allotments were awarded to tribal members on July 26, 1894. The government allotted 44,459 acres to 551 tribal members. The tribe itself received \$142,600 from the government for more than 175,000 acres that were then offered to the public for \$1.50 an acre. On July 14, 1895, Congress approved the agreement with the Siletz Tribe, and the surplus land in North Lincoln County was opened to claimants.¹²

Euro-American Settlement

The first Euro-American settlers to take advantage of the land made available by the post reservation settlement passed up the vast timberlands in places like Oceanlake

¹¹ Schwartz, pg. 166.

¹² Salazar , Volume II, pgs. 214-220.

and instead put down roots in the lush pasturelands along the Salmon River, near present day Highway 18 in the Cascade Head to Rose Lodge area. The land on the north side of the Salmon River, relatively free of trees and brush, was well suited for grazing sheep and cattle. According to one pioneer of the area Native Americans who hunted in that area burned the land over each fall to clear the brush. The primary purpose of the seasonal burn was to improve hunting conditions.¹³ This was common practice among many tribes in the Pacific Northwest. At least one family, the Burtons, claimed to have first settled in the area as squatters in 1875 or 1876. The Euro-American settlers of the Salmon River estuary were a fairly diverse group, some born in America, others immigrants from Canada or Scotland.

The second influx of settlers in North Lincoln County came in the early 20th Century when the United States government policies began to aggressively transfer Indian allotment lands to the private sector. The so-called "Dead Indian Act" of 1902 allowed reservation officials to sell the land when an allottee died. From 1904 to 1906, a fifth of the allotment land in North Lincoln County was sold off and one-tenth was leased. To a lesser degree, the Burke Act, passed by Congress in 1906, also contributed to the decline in the acreage held by Siletz tribal members. It granted U.S. citizenship to allotment holders when their properties were no longer held in trust by the government. It also threw out the fixed trust period of 25 years and authorized the Secretary of the Interior to issue land titles to allotment holders when they were deemed competent.

John Kentta, a native of Finland, tracked the availability of allotment land, which he acquired and resold. Advertisements for North Lincoln County land appeared in *Toveri* (The Companion) a Finnish language newspaper based in Astoria.¹⁴ By at least one account, he negotiated with both reservation officials and the allottees for desirable tracts. He primarily sold the land to miners residing in Montana and Utah, who usually purchased it sight unseen. Most were recent immigrants from Finland, along with a

¹³ Salazar, Volume I, pg. 116.

¹⁴ Salazar, Volume II, pg 61.

small contingency of Estonians.¹⁵ They had come to America to escape the harsh economic conditions that prevailed in their homeland at that time. In comparison with the settlers of the Salmon River, the second influx of Euro-Americans to North Lincoln County was a fairly homogenous group.

A small community of Finnish families (many of whom were related) sprung up along the east side of Devil's Lake, or as it was called by some early settlers "Indian Bay." Many spoke little or no English. Typically they settled on the land and led a hardscrabble existence as subsistence farmers. They found plenty of game and fish. They also planted small orchards. Some descendants of these pioneers still live in the area today, but many of the Finnish settlers sold out to logging companies in the 1920s after proving up on their land claim.

Oceanlake: Presettlement

The dense forest, lack of suitable land for agriculture, and its inaccessibility via water made settlement of much of North Lincoln County (including what would become Oceanlake) virtually impossible until the construction of the Oregon Coast Highway. Early North Lincoln County settlement was primarily confined at or near Taft on the Siletz Bay, the Siletz and Salmon River watersheds and Devil's Lake. As one early settler put it, "Transportation was motorized long before we had a road."¹⁶ One 1905 settler of the Three Rocks area recalled in a 1969 interview, "Where Oceanlake is now there was nothing but timber and I mean big trees."¹⁷

The Auto Age

On paper, it would seem the Oregon coast entered the automobile age in 1912, when Gov. Oswald West wrote a concise sixty-word bill declaring Oregon's seashore a

¹⁵ Salazar, Volume II, pg. 43.

¹⁶ Nelson, pg. 100

¹⁷ Salazar, Volume II, pg. 118

public highway. West later wrote that he proposed this bill knowing a real road would eventually replace the beach. West was confident that once the Highway Commission (which he created even though the state had no highways) had control of the beaches, it would never let the seashore back into the private sector. The bill was perceived by lawmakers as routine and it became law with practically no debate.¹⁸ The beach had served Lincoln County as a tide-dependent travel route ever since the first horse-drawn wagon was introduced to the area.

The coast may have had a strip of sand along its western edge but it had no real highway. In 1919, seven years after West declared the beach a highway, Lincoln County's representative in the Oregon Legislature, Ben F. Jones, introduced a bill authorizing construction of the Roosevelt Military Highway. It was to be routed along the coast from the Columbia River to the California line. The U.S. government was to pay for half of the construction costs; the other half would be funded by bonds issued by the state.¹⁹ That same year, Oregon became the first state in the nation to pass a gasoline tax.

With no opposition to Jones' bill in the Senate, a \$2.5 million bonding enactment for the highway proposal passed.²⁰ It then went before Oregon voters, who gave it their approval by a wide margin.²¹ Someone once nicknamed it "Ben Jones' Wagon Road," but today it is known as Highway 101. While approval came quickly from Oregon lawmakers and voters, federal funding was a little slower in coming.

Construction work on the highway did not commence until 1923. It closed in on North Lincoln County from both directions. Simultaneous construction work was underway from Newport heading north and in southern Tillamook County heading

¹⁸ Harold Hughes, "Crafty Os West Hoodwinked Legislature To Get sandy Beaches For State," *Sunday Oregonian*, 14 May 1967.

¹⁹ "Roosevelt Highway Proposed by B.F. Jones," *Yaquina Bay News*, 23 January 1919.

²⁰ "Roosevelt Military Highway Bill Passed," *Yaquina Bay News*, 27 February 1919.

²¹ "Roosevelt Highway Carries," *Yaquina Bay News*, 5 June 1919.

south. Initially constructed of gravel and dirt, the completed highway was not considered drivable year-round.

Howard Holton, in North Lincoln County in the early 1900s, made it clear in a 1981 interview that while it was called a highway, it was far from it in 1926. Holton watched the construction slowly progress using horse power (literally). The highway at that time ended in DeLake at what is now South 3rd Street, where the present day bowling alley stands. Travel any farther south was on an old county road usable strictly during the dry summer months. "Along the highway in the twenties, only a few scattered buildings sat in the narrow clearing through the forest and timber, brush, wild shrubs, and plants that sloped down to the beach and over the hills to the lake."²²

About the same time the coast became accessible by road, the car became something nearly anyone could afford. Henry Ford's innovative assembly line production drove the price of the Model T to a low of \$295.

As the coast highway materialized and the car became commonplace, developments were platted along its route and marketed to Willamette Valley residents and others as a place to vacation or to build a vacation home.

Initially, the new North Lincoln County towns were strictly resort communities that did not actively recruit permanent residents. They led a seasonal existence, practically closing during the winter months. Perhaps the competition among the multitude of upstart communities, all in close proximity to each other, prevented any single one of them from becoming disproportionately large.

Raymond

Raymond was one of these small settlements that sprung up along the Oregon Coast Highway in the 1920s. This summer cottage development was known as Raymond for just two years before it became the southern half and eastern edge of

²² Salazar, Vol. I, pg. 77.

Oceanlake. Its developer was Father Charles Raymond, a Catholic missionary who had most recently been working on the nearby Siletz Reservation. Father Raymond was known for his musical ability, carpentry skills and fund raising prowess.

Raymond's interest in the Oregon coast was first piqued while he was stationed at McMinnville from 1907 to 1915. His host, widower Mary P. Sax, had real estate interests in McMinnville and a summer home in the Schooner Creek/Taft area. Sax, whose deceased husband hauled freight in Portland, often brought supplies from McMinnville to the Siletz Indians. She traded her merchandise for baskets and beadwork. It is likely that on one of these trips she introduced Father Raymond to North Lincoln County. Raymond described his first visit to the coast in a November 24, 1924, article in *The Catholic Sentinel*, "the one road leading to it was next to impassable, the safest means of travel was riding in the saddle, and few ventured in – because of expected difficulties." He wrote that upon his arrival he became so taken with the beauty of the area, "the hardships experienced in traveling were completely forgotten." Raymond was then inspired to build a church on the North Lincoln County coast.²³

A few years later he was appointed a missionary on the Siletz Reservation. His dream of building a church in what would later become Oceanlake was not lost, despite what would appear to be a lack of potential converts and members in this area. Raymond wrote that constructing a church became possible after obtaining a \$1000 loan from "the great Extension Society" and \$500 from "His Grace."²⁴ According to members of the Sax family, Mary P. Sax, his McMinnville host, purchased the property with her money and put it in Raymond's name.²⁵

Father Raymond wrote that after obtaining the funds he walked 13 miles down the Siletz River to what is now Strome's County Park and boarded a boat to complete the 25 mile journey to the coast. From Siletz Bay he rode 14 miles up the beach on

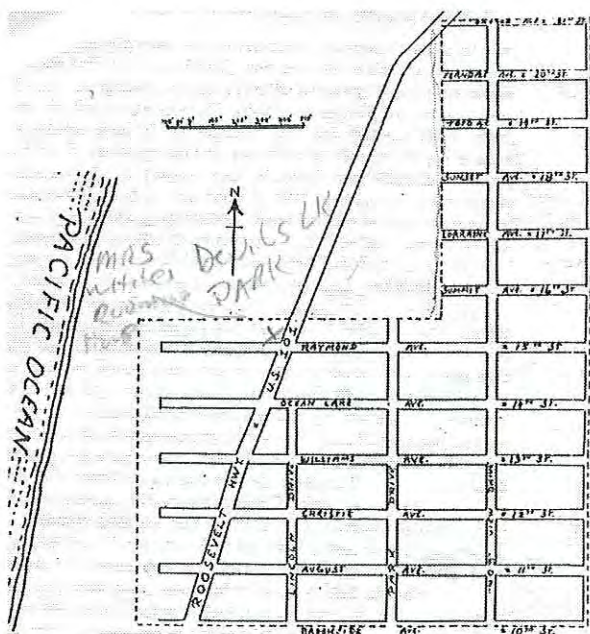
²³ Fr. Martinus Cawley, *The Singing Priest of Siletz, Father Raymond of Oceanlake*, pgs.73-74.

²⁴ Cawley, pgs.73-74.

²⁵ Salazar, Vol. I, pg.171.

horseback. All the while “the wind was blowing a small hurricane and the rain pelted us like buckshot.” He turned inland on a road that brought him to what was then the southern-most end of the then-under-construction Roosevelt Highway. Raymond continued northward on the highway until coming upon a small valley that proved to be an effective refuge from the wind. Overjoyed by the change in his situation, he later wrote, “The words of the Apostle on the Mount of Transfiguration came to my lips, Let us build – a church!” Raymond added “I had it in mind to surround the church with Catholic people who by their practical Catholic lives would edify the Indians and be an argument to them of the saving grace of redemption.” He concluded his letter, “I hope Catholic people will see the great good that can be done by their location at Raymond, the finest townsite on the coast.”

The land selected by Raymond was situated between Devil’s Lake and the Pacific Ocean. Copies of land allotment records in the custody of the Confederated Tribes of the Siletz indicate that on August 29, 1924, Raymond purchased allotment number sixty seven by advertised sale from the Siletz Agency for \$2,765. This was originally the land allotted to Clara Chapman (Jourdon) , an Umpqua Indian, in 1892.



Raymond plat map with modern and original street names from *The Singing Priest of Siletz*, Father Raymond of Oceanlake

The plat map for the “Raymond” townsite was filed with Lincoln County in 1924 (probably September). It shows an inverted “L” shaped townsite with twelve east/west streets. The southern-most six streets intersect Highway 101 and end at the ocean. The northern-most east/west streets are very short and are east of the highway on the hillside. Today the north/south blocks of Raymond are the numbered streets north 10th through north 21st of Lincoln City.

The first 100 lots offered by Raymond were 100' X 100' and priced at \$50. each, cash. The proceeds from lot sales were to be used to build the church he dubbed "St. August's" and to repay the money he borrowed to purchase the land. Sale contracts contained a clause forbidding dance halls and gambling places."²⁶ Ironically, one of the first buildings built in the new townsite was a dance hall, built by a friend of Raymond's.

By July, 1924, a total of 25 lots had been sold. In a letter published in the *Catholic Sentinel* Raymond expressed his desire to shape his community. "No lots will be sold for speculation – the low price is to enable people to build their summer cottages here and spend the warm season by the sea." By November he found it was not going to be the Catholic haven he had envisioned. "While I am thankful for the interest shown by a good number of Catholic people, I must confess that non-Catholics have shown more interest, though probably not from the same motive; they evidently saw the big value they were getting for a small outlay."²⁷ It is not known how many summer cottages



The "last official ceremony of the Siletz Indians.
Photo from North Lincoln Pioneer Museum.

were built in Raymond's development at this time.

In 1924 a gathering said to be the "last official" ceremony of the Siletz Indians was held "near the ridge just south of the

²⁶ Fr. Martinus Cawley, pg.79.

²⁷ Fr. Martinus Cawley, pg.75.

Catholic Church." In attendance, dressed in full ceremonial regalia, were several well known Siletz tribal members, Johnnie Williams, Pat Ben, Stewart Rooney, Louisa Logan, Mrs. Johnnie Williams, Archie Ben and William Brown.²⁸ In the 1940s this gathering was revived in Depoe Bay and has since evolved into the annual salmon bake.²⁹

Raymond wrote that for him the development of his namesake townsite and the church was "a dream come true." For reasons not entirely clear, Father Raymond's dream was cut short. His biographer Father Martinus Cawley believes heightened activities of the Ku Klux Klan in Oregon contributed the church's decision to ask Raymond to leave the coast. In the 1920s the anti-Catholic and anti-minority Klan enjoyed an unprecedented level of popularity in Oregon. Until being declared unconstitutional in 1924, a Klan-backed law outlawing Catholic Schools was on the books in Oregon. Perhaps to avoid a confrontation with the Klan, Raymond's newly appointed supervisor asked him to step away from his high profile resort town in 1926. It is also believed that his supervisor felt Raymond's skills as "a brilliant fund-raiser" were underutilized as a missionary in small, relatively isolated community. Instead, Cawley writes, the perception was that he was "down on the beach, singing duets of Old Man River with personal friends." Raymond was given the option of returning to fund-raising or returning to St. Viator's in Chicago, Illinois. Raymond had studied for the priesthood at St. Viator's and served as their choir director. His return to St. Viator's was in the form of a leave of absence. A few months later he was given an ultimatum by the church. "He could either return to Oregon and take whatever jobs were assigned him, or else he was on his own."³⁰ Raymond chose to return to Oregon and was reassigned to Siletz and ordered to relocate his residence to Newport. Eventually he returned to Oceanlake to become pastor of the church he founded but his role in the development of the town was long since over.

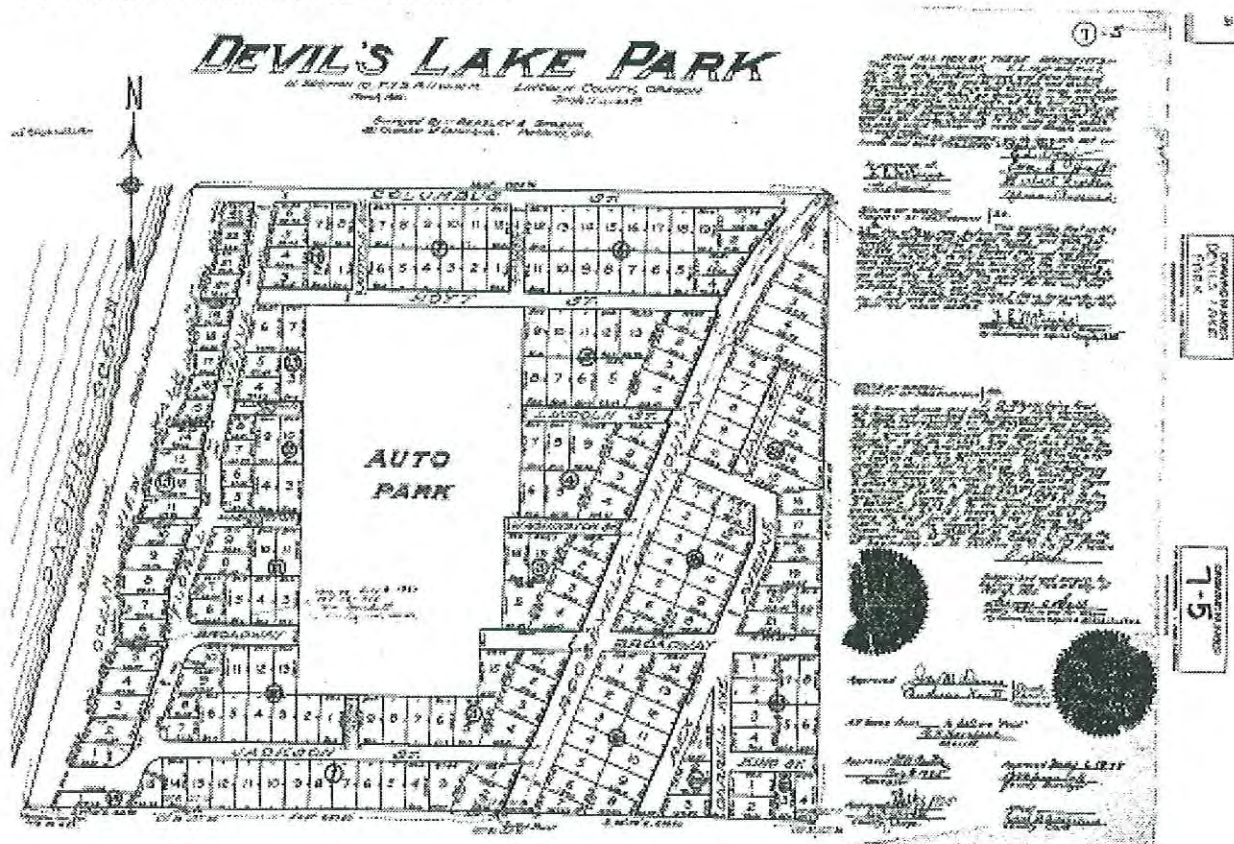
²⁸ Nelson, pg. 105.

²⁹ Nelson, pg. 136.

³⁰ Fr. Martinus Cawley, pg.83.

Devil's Lake Park

Just to the north of the Raymond development was an eighty-two acre parcel of "Indian land" that had been purchased by brothers Merle and Howard McMillen. The two brothers were born and raised on a homestead on McMillen Creek near Rose Lodge. Apparently they purchased this land sometime prior to the construction of the highway. They acquired it to gain access to its Cascara trees. It was their intention to harvest Cascara bark for resale to buyers representing drug companies that manufacture laxatives. When the bark was stolen right off their trees, the brothers divested themselves of this land.³¹



Original Devil's Lake Park map on file at Lincoln County Surveyor's Office, Newport.

³¹ Salazar vol. I, pg. 135.

It was purchased by the Rexroad and Hoyt Co. This company was owned by William H. (1875-1937) and Edna Rexroad and Edgar L. (1875-1961) and Eva Hoyt. The Rexroads and Hoyts developed a resort town they called Devil's Lake Park on this land. The 202 lot plat map for Devil's Lake Park was filed with Lincoln County on March 25, 1925. The north side of Raymond Street (present day 15th Street) was the southern border of Devil's Lake Park. Across Raymond street was the northern end of Father Raymond's townsite. The plat of Devil's Lake Park is nearly rectangular with the ocean bordering its west side. The northern boundary was the south side of Columbus Street (present day Northwest 21st Street) . Near the center of this development was one single large lot approximately three-and-a-half blocks long and a block-and-a-half wide. This was the site of the Hoyt's and Rexroad's auto camp. A notation on the map indicates the auto park lot was vacated in 1965. At the very northeast corner of Devil's Lake Park is the present day intersection of Northwest 21st Street and Highway 101. The eastern border was west of present day Northeast Oar Avenue.³² Some of the streets in Devil's Lake Park were named for family members Lincoln, (now 19th) Hoyt, (now 20th) and Columbus (now 21st).

The highway which ran diagonally through the eastern side of Devil's Lake Park became the main business district of Oceanlake. The Rexroads built what may have been the first house in this tract, followed by a store and auto camp complete with cabins. The Rexroad's campground was known for their preservation of native plants. At its peak, it could accommodate 300 people. Devil's Lake Park auto camp owed its existence to construction of the Oregon Coast Highway.

Auto Driving Tourists

The opening of Devil's Lake Park and many other auto camps in North Lincoln County came during a transitional time in the hospitality industry. Beginning in the

³² "Devil's Lake Park," 25 March 1925, plat map on file a Lincoln County Surveyors office, Newport.

1910s community commercial clubs (today's chamber of commerce) in less isolated communities offered free auto camps to lure tourists and potential new residents to their community. Auto camps were built all over the United States but were particularly prevalent in the West.

By the mid-1920s communities had grown weary of hosting the "hoboes" and other undesirable people that were, like legitimate tourists, drawn to free accommodations.³³ Many communities closed their camps or turned their operation over to entrepreneurs who implemented a fee schedule.

It was from these privately run auto camps that the modern motel began to emerge. Camp owners quickly found that primitive shacks were popular with travelers who had tired of pitching a tent each night. Such shacks were built at Devil's Lake Park. They were known as "Rex Cabins."³⁴

"Mrs. White's Cottages," a competitor of the Devil's Lake Park, may have been



Mrs. White's Cottages in the late 1930s.
North Lincoln Pioneer Museum photo.

the very first rental cottages in North Lincoln County. Mrs. White owned a thirteen acre parcel in DeLake and a rooming house on NW Raymond Street (now NW 15th Street). When the highway came

³³ Belasco, pg. 120-121.

³⁴ Nelson, pg. 103

through she subdivided her DeLake land and sold some, if not all, of her holdings. This was known as the "White Subdivision."³⁵ With the proceeds, she built 22 modern rental cabins complete with garages near her house on land adjoining the southwest corner of the Devil's Lake Park.³⁶ Initially the beachfront cabins rented for \$1.50 a night.³⁷ White's cottages remained a fixture in Lincoln County for decades.³⁸ By one account Mrs. White's original home, built before her rental cottages, was the very first building of any kind in what is now Oceanlake.³⁹



Construction of Oceanlake's Warren Cottages began in 1926.
North Lincoln Pioneer Museum photo.

Cottages and shacks like those built by Mrs. White, the Hoyts and the Rexroads were a hedge against bad weather. Shrewd camp owners soon found that more elaborate, homelike accommodations, such as indoor plumbing, would

attract more affluent travelers. In the early 1920s, the hospitality industry enjoyed a nationwide boom. Cabin camps, cottage camps, cottage courts and motor courts (all predecessors to the post-World War II motel) were constructed at an unprecedented

³⁵ Salazar, Vol. III, pg. 81
³⁶ Salazar, Vol. III, pg. 49
³⁷ Salazar, Vol III, pg. 56
³⁸ Nelson, pg. 104
³⁹ Salazar, Vol. I, pg. 78

rate.⁴⁰ Lesser known cottages built in Oceanlake include Warren's Cottages, Hussy's Cottages, Miller's Top Notch Cottages, Mayfair Cottages, Merritt's Cottages, Nicholson's Modern Cottages, Oceanview Cottages, and Open Gate Cottages.⁴¹

The Oceanlake Hotel built at present day Highway 101 and North 12th was perhaps Oceanlake's first modern hotel. It was built by Matt and Marie (1858-1937) Koski after selling their Devil's Lake homestead. They ran the hotel for several years. It was razed in the 1960s.⁴²

By the time of the construction of the first such lodging establishment in North Lincoln County, growth in the hospitality industry had slowed nationwide. The country was beginning to feel the effects of the economic depression that loomed on the horizon.

The Tourism Business

With the lodging establishments in the area came other tourist businesses. Perhaps the most fondly remembered early establishment in the area was the Oceanlake Dance Hall. In 1925 local homesteaders Amanda and Victor Hill along with John Sainio, all natives of Finland, built this recreation center. Their dance hall fronted the east side of the highway just north of Raymond Street (present day 15th). This section of highway frontage became the heart of the Oceanlake business district. Known for wild dances and fights, the Oceanlake Dance Hall became a popular social center with locals and visitors alike.⁴³ Typically, local musicians or a small orchestra from Cloverdale provided music.⁴⁴ This building also housed a candy store known as the "Sweet Shop" and a silent movie theatre.⁴⁵ Around 1935 it was purchased by Larry Wells of Portland. It was then remodeled and outfitted with "star-lighting effects" and its walls lined with three-dimensional scenery.⁴⁶ Wells renamed it the Oceanlake Pavilion. In 1946 much of the

⁴⁰ Belasco, pg.

⁴¹ Salazar, Vol. III, pt. 2, pg. 106.

⁴² Salazar, Vol. I, pg. 78.

⁴³ Salazar, Vol. I, pg. 74.

⁴⁴ Salazar, Vol. I, pg. 77.

⁴⁵ Salazar, Vol. I pg. 91.

⁴⁶ "Oceanlake Dance Hall Undergoing Needed Change," *Beach Resort News*, 05 April 1935.

building was razed and converted into a two story structure. The lower floor was a

night club and the upper story made into apartments.⁴⁷ It is

believed that little or nothing of the original dance hall remains.

The Rocking Horse Antique Mall (1542 N. Hwy. 101) now occupies site where the dance hall was located.



When this 1930s photo was taken Ripley's Red and White Grocery store (right) was know as Tomjack Grocery.
North Lincoln Pioneer Museum photo.

The Red and White Store was across the street from the dance hall in the 1920s. Owned

by Glen Ripley, it was a grocery store/post office/drug store/⁴⁸gas station combination. It too faced the Roosevelt Highway. For the convenience of its auto-camping clientele it was located near to the Devil's Lake Park Auto Camp.⁴⁹ Later



Similar view to above by author, December 2002.

it moved to the opposite side of the Highway.⁵⁰ Today the original Red and

White Store building, located at the corner of Highway 101 and North 17th St., houses Maxwell's Restaurant. It has been extensively remodeled.

⁴⁷ "Business Expansion Forecast For 1946," *Beach Resort News*, 03 January 1946.

⁴⁸ Salazar, Vol. I Pg 93.

⁴⁹ Salazar, Vol. I, pg. 74, illustration.

⁵⁰ Salazar, Vol. I, pg. 77.

Although there are no tangible reminders of this popular attraction, horseback rides were popular with tourists visiting North Lincoln County beginning in the 1920s. Such attractions were sited along the highway to capture the attention of passing motorists.⁵¹

Oceanlake

Shortly after the formation of Devil's Lake Park and Raymond they melded with a single identity – Oceanlake. Despite the fact that this transpired a relatively short time ago, the story of how the Oceanlake name was chosen seems to be somewhat clouded. There are two accounts of the naming of Oceanlake; both concur this took place in 1926. One account has it that when A.C. Duel became the first postmaster, he named the unincorporated town. The second account has it that when a postal service official arrived late that year a name had yet to be selected. A local booster club with a keen sense of geography stepped forward and suggested Oceanlake because "We have ocean on one side and a lake on the other."⁵²

Why the developments merged to a single unincorporated area is not entirely certain. The most likely reason seems that the post office was only willing to fund a single post office in this location. Perhaps the local booster club felt it would be easier to promote this area as a unified resort town.

The Salmon River Highway

In 1928, two years after its formation, Oceanlake was still far from what one might consider a town. When the Dodd family drove into Oceanlake for the first time, in April of that year, daughter Ursula recalled that "we didn't know we was in the town. There was a store with a restaurant in it, and a barber shop. A dance hall,

⁵¹ Salazar, Vol III, pg. 59.

⁵² Nelson pg. 102.

Mahoney's Service Station with some cabins and the Post Office. That's all I remember about Oceanlake."⁵³ Yet the business people of North Lincoln County looked to the immediate future with optimism. That same year it was announced that a new public highway was to be built that would make North Lincoln County even more accessible to vacationing motorists from Portland and other northern Willamette Valley cities. The Salmon River Cut-Off, as it was called, connected North Lincoln County to the Willamette Valley by following part of the approximate route traveled by the Reverend Jason Lee party back in 1837. The route followed its namesake river from Grand Ronde to just north of present-day Lincoln City. North Lincoln County residents rejoiced at the highway's official dedication ceremony in 1930 and looked to a future filled with motoring tourists.

The Depression

The accessibility of North Lincoln County afforded by the completion of the Salmon River Highway created opportunities for entrepreneurs in the tourism industry. One such businessman, Charles Walker, began construction in 1929 on a large motel, just north of Oceanlake in an area known as Braemar. Construction was well underway as the highway neared completion. In October of 1929 the stock market crashed and a nationwide economic depression soon followed. Work on what would become the Dorchester House came to a halt and sat unfinished, a tangible reminder of hard times.

Walker's Dorchester was to be a recreation of an English inn. The architectural plans were drawn by Rowe Kennedy. He incorporated elements of both English Arts and Crafts and Colonial design. Construction finally resumed when the economy began to show signs of improvement. To secure a water supply for the hotel, Walker plowed a ditch to the construction site and slightly beyond for the benefit of his neighbors. This marked the beginning of the Braemar Water District.⁵⁴

⁵³ Salazar, Vol. III, pg. 82



The Dorchester as it appeared shortly after its completion and subsequent expansion.
North Lincoln Pioneer Museum photo.

The three-story Dorchester was completed in 1935. Amenities at the eighteen-room Dorchester included a large lobby with a rustic stone fireplace, a dining room, a coffee shop, a full porch with an ocean view, a large party room with a bar, extensive flower gardens, and a service station.⁵⁵ The immediate success of the Dorchester prompted Walker to enlarge the building with an extension to the north. This probably doubled the room capacity of the Dorchester. The Dorchester was the center of activity in North Lincoln County for about twenty years.

In the 1930s construction of the Dorchester was not the only project that created jobs for hard pressed locals. Oceanlake was one of countless localities that benefited from the "New Deal" relief projects created by the administration of President Franklin Delano Roosevelt. One such program, the State Emergency Relief Administration (SERA), granted \$8,000 to underwrite 12,000 man hours (average wage \$1.50 an hour)

⁵⁴ National Register Nomination Form, *The Dorchester House*.

for the construction of a water system.⁵⁶ Hiring preference was given to Oceanlake residents.⁵⁷ Construction began on this gravity feed system in November, 1934. A diversion dam was built 315 feet above sea level on Rock Creek, three miles east of Devil's Lake on Siuslaw National Forest land. Four miles of pipe was put down to carry the water to Oceanlake. The local paper noted of the project, "This will go a long way to relieve the unemployment in this section."⁵⁸

About the time work on the water project began to wind down, construction began on the two roads on Devils Lake. They were funded by the Works Progress Administration (WPA). The WPA underwrote labor costs and Lincoln County provided construction materials.⁵⁹ One road was on the west shore of Devil's Lake from "the regatta road on the south, north to the Chas. Davis place at Lakonia where the road is to connect it with the coast highway." The other road, about a mile long, was built from Ocean Caves east to the lake shore, intersecting the proposed west shore drive. Right of way for the road was donated by property owners. The roads intersected at the Regatta Park.⁶⁰ In April, 1934, E. Royer and E.C Thayer deeded the Regatta site to the county for use as a public park.⁶¹ Volunteers cleared the land and made many improvements to the park.⁶²

Other depression relief projects were very much a product of the Oceanlake community. Volunteers with the Devil's Lake Booster Club built a community hall on land donated by Devil's Lake Park developer William Rexroad. Perhaps the largest community based project was the repair and graveling of the streets. Work was carried out by property owners. The Greater Devil's Lake Booster Club forged an agreement

⁵⁵ "Reception to be Held at New Hotel Friday," *Beach Resort News*, 05 July 1935.

⁵⁶ "Oceanlake to Have Gravity Water System," *Beach Resort News*, 16 October 1934.

⁵⁷ "Contract Let for Water System," *Beach Resort News*, 21 December 1934.

⁵⁸ "Oceanlake to Have Gravity Water System," *Beach Resort News*, 16 October 1934.

⁵⁹ "WPA Road Projects Soon to Start Here," *Beach Resort News*, 06 December 1935.

⁶⁰ "Roadway and Park Now Being Cleared," *Beach Resort News*, 24 February 1936.

⁶¹ "Permanent Regatta Grounds Now Secured," *Beach Resort News*, 12 April 1934.

⁶² "Picnic at Regatta Park Pleasant Affair," *Beach Resort News*, 26 April 1934.

with the state highway maintenance crew to widen the highway through town. A pot luck dinner was held in celebration of the project's completion, February, 1936.⁶³

In 1936 Oceanlake's business district got a shot in the arm when two new businesses moved in next to each other on the east side of the highway. On May 2nd a "cash and carry" grocery store known as the B & W Grocery opened.⁶⁴ About five months later William McKeivitt, owner of theatres in Newport and Taft, purchased the vacant lot next to the B & W Grocery. He began construction of a 350 seat theatre. McKeivitt announced his theatre building was to house a drug store, offices and apartments.⁶⁵

The Regatta

During the depression many communities held festivals, celebrations and other events to give their economy a temporary boost. Oceanlake annually held outboard motorboat races beginning in 1933.⁶⁶ The Regatta, as it was called, was held on Devil's Lake at the new park. It was sponsored by the Oregon Outboard Racing Association and Devil's Lake Regatta Association. In the Pacific Northwest there were six such Regattas. In addition to the one at Devil's Lake, Astoria and Marshfield hosted these regattas on the Oregon Coast. The Regatta at Oceanlake was the "big" race in the Pacific Northwest Championships series. Many speed records were broken on Devil's Lake. Boaters attributed this to the oxygen-rich air at sea level. In addition to the races, there were water ski shows and a variety of water sport displays. By 1941 the success of the nationally known Oceanlake Regatta merited the installation of a 600 foot dock, increased parking and a grandstand.⁶⁷

The tourist traffic generated by the Regatta and a general improvement of economic conditions resulted in a traffic bottleneck through Oceanlake's business

⁶³ "Oceanlake is Forging Ahead," *Beach Resort News*, 10 February 1936.

⁶⁴ "New Grocery and Market to Open at Oceanlake May 2," *Beach Resort News*, 27 April 1936.

⁶⁵ "Oceanlake to Have Theatre By Spring," *Beach Resort News*, 28 September 1936.

⁶⁶ Nelson pg. 104.

⁶⁷ "North Lincoln County Regatta," *Oregon Outdoors*, July 1941, pg. 21

district. Relief was believed to be on the way when state highway department crews began surveying the highway in preparation for paving in October, 1941.⁶⁸

World War II

It seems likely this paving work was put on hold. Two months after the survey work began, the United States entered World War II. The urgency of the war combined with rationing of gas and tires brought the tourism industry to a virtual standstill for the duration. Construction also came to a virtual standstill. Many people left the coast to go to work at the Portland shipyards and other war related homefront jobs.⁶⁹

Immediately after the attack on Pearl Harbor, the West Coast was deemed a logical place for enemy invasion and sabotage. While the young men and women went to war, those too young or old stayed behind and did their part on the homefront. In Oceanlake more than 65 men enlisted in Company A of the Lincoln County Guerillas.⁷⁰ The Guerillas guarded bridges and patrolled the coastline, looking for suspicious activity or a possible invasion. As the war progressed the likelihood of an attack on the West Coast diminished and the activities of the guerillas and other civilian defense groups tapered off.

Post War Prosperity

The tourism industry resumed in a big way after victory was declared over Japan. Gas restrictions were immediately lifted and an impromptu holiday declared. Many Willamette Valley residents got in their cars and headed to the coast. Cottages and motels were booked solid and grocery stores were forced to close, their stock exhausted.⁷¹ In the years that followed, Oceanlake, like much of the Oregon Coast, experienced unprecedented growth. In 1946 a moving company, market, auto parts store, Jones Colonial bakery, and a furniture store opened in Oceanlake. The local paper

⁶⁸ "Highway Through Oceanlake is to be Paved from Curb to Curb," *Beach Resort News*, 09 October 1941.

⁶⁹ Salazar, Vol III, pt. 2, pg. 84.

⁷⁰ "North Lincolnites Join Guerrilla Company at Oceanlake," *Beach Resort News*, 19 March 1942.

⁷¹ "V-J Holidays Bring Throng to Beach," *Beach Resort News*, 16 August 1945.

described the post-war growth in Oceanlake and the nearby communities of DeLake and Wecoma as “phenomenal.”⁷² One longtime resident of Oceanlake active in the construction industry reminisced in a 1993 interview, that in the ten years that followed the war there was “very, very heavy building. Lots of expansion, lots of changes. ‘Course the first thing that happened was that they started improving the highways.”⁷³ By 1950 Oceanlake’s population had reached 700. In the next decade its population increased over 90%, to 1,335.

Post World War II Tourism

In the post-World War II years road improvements made the Oregon coast easily accessible for the masses wanting to cut loose and have some fun after the war.



Looking south on Highway 101, Oceanlake, circa 1940.
North Lincoln Pioneer Museum photo.

⁷² “Business Expansion Forecast For 1946,” *Beach Resort News*, 03 January 1946.

⁷³ Salazar, Vol. III, pt. 2, pg. 84.

Tourism, particularly auto camping, began to change radically with innovations in the recreational vehicle industry and the expansion of the state park system. Camp trailers and motor homes (usually home-built) were a rare sight until the post-war era. In the recreation boom that followed the war, auto campers could select from a wide variety of factory-made recreational vehicles.⁷⁴ By this time, the state park system had expanded, particularly on the Oregon coast. By 1940, there were 1.5 million acres of state park lands on the Oregon coast. In the post-war years, this land was developed to accommodate motoring campers.

The popularity of the new state parks and camping, combined with the rise of modern motels, led to the abandonment of tourist cottages and traditional hotels. The Dorchester House is perhaps the most notable example of this trend in North Lincoln County. It permanently lost its status as the area's premier hostelry. The effect was the same for countless modest auto camps with cottages such as Devils Lake Auto Park. Many found a niche as low rent apartments.

Where's Oceanlake

Despite the fact that Oceanlake was the largest town in North Lincoln County, it remained unincorporated. One of the first attempts to incorporate, back in 1935, was unsuccessful.⁷⁵ Until incorporation in 1945 Oceanlake's boundaries were loosely thought of as what had been the Devil's Lake Park and the Raymond developments. One factor contributing to uncertainty of its borders was that several hotels and resorts in the outlying areas advertised their addresses as Oceanlake for the ease of travelers. Oceanlake, being the largest locality in North Lincoln County, was pinpointed on virtually all Oregon road maps. Oceanlake's identity was further clouded when the incorporation vote was held in 1945. Only voters living within the area serviced by the Oceanlake water district were allowed to cast their ballots and be included in the new city. Apparently this did not include all of either Raymond or Devil's Lake Park and

⁷⁴ Roger B. White, "Home on the Road" (Washington, D.C.: Smithsonian Institution Press, 2000), pg. 84.

⁷⁵ "Town of Oceanlake to Incorporate," *Beach Resort News*, 21 March 1935.

included perhaps some areas that were outside of both these developments. As a result of the confusion, some voters mistakenly believed they would be inside the incorporated city but were not allowed to vote and were turned away from the polls. A total of 219 votes were cast, two-thirds of those eligible to vote. Approval came by a margin of just 37 votes.⁷⁶

In January, 1946, the city council elected prominent grocery man and longtime resident Kenneth L. Morgan as the town's first mayor. At the same meeting it was decided that the most urgently needed city employee was a City Recorder. Applicants for the position (which paid a \$35 a month stipend) had to be a competent bookkeeper and typist.⁷⁷

Later that year the city began installing median dividing strips on the stretch of Highway 101 that served as its main street.⁷⁸ About the time Oceanlake began planning its sewer system, petitions were circulated to gauge public support for combining Oceanlake with its neighbor to the south who lacked a sewer system, DeLake. According to a local paper, two "public spirited citizens" went out to garner signatures. One went "door to door, drew an absolute blank and was unable to coax forth as much as one lone signature." The other petitioner succeeded in "persuading sixteen citizens to append their names to the advisory paper." City Recorder James Mead proclaimed the possible merger a "dead issue."⁷⁹ Oceanlake went ahead and installed its own waste water treatment system.

On April 23, 1948, the voters in four of the unincorporated communities to Oceanlake's south; Nelscott, Taft, DeLake and Cutler City - went to the polls to decide on consolidating as one city, to be named Lincoln City. It was soundly defeated. A total of 374 "no" votes were cast while 165 voters favored consolidation. The following year Taft incorporated on its own.

⁷⁶ "Oceanlake Voters Okeh Incorporation" *Beach Resort News*, 08 November 1945.

⁷⁷ "Council Settles Other Details of Town Setup," *Beach Resort News*, 24 January 1946.

⁷⁸ Katrina Poole, "Traffic Pedestrian Problems Recur throughout Lincoln City History," *News Guard*, 31 August 1994.

Wecoma Joins Oceanlake

Just to the north of Oceanlake was a modest resort community called Wecoma Beach that was developed in the 1920s by brothers Dr. Leif and Berger Underdahl. The brothers purchased this parcel on the west side of the highway from the heirs of the original Indian allotment holders Mr. and Mrs. John Morris. Much of Wecoma's twenty-seven acre site could not be fully developed until the removal of a large sand dune and low-lying wetland areas were filled in and a small lake created. Sand from the sand dune was used in the construction of the Salmon River Highway and to fill in the Wecoma's wetlands.⁸⁰

In 1955 the citizens of Wecoma Beach voted to merge with Oceanlake by a margin of 18 votes. A newspaper account of the election stated, "Voting was characterized by the continual presence of poll watchers of both sides and several challenges of would-be voters were made for reasons of late registration or place of residence."⁸¹ In 1962 Oceanlake's sewer system reached Wecoma. That same year the Lincoln County sanitarian imposed a ban on new construction on Oceanlake's neighbor to the south, DeLake. It remained in effect until their wastewater treatment situation was alleviated.⁸² Once again an unsuccessful attempt was launched to merge the two towns.

North Lincoln Becomes a City

In 1964, 1338 voters in the North Lincoln County towns of Oceanlake, DeLake, Cutler City, Taft and Nelscott voted by a margin of 190 to merge into a single city, Lincoln City. The largest block of votes - 43%- were cast by residents of Oceanlake. The tally in Oceanlake was 343 in favor, 116 against. The 74.7% margin of approval was by

⁷⁹ "Delake Annexation Proposal Meets Stiff Rebuff," North Lincoln County News, 20 January 1949.

⁸⁰ Salazar, Vol. III, pt. 2, pg. 126-127.

⁸¹ "Wecoma Beach Now Part of Oceanlake," *Newport News*, 09 June 1955

⁸² "One Large Town, Oceanlake-Delake Possible Merging of Cities," *Newport News*, 26 July 1962

far the largest of all towns voting. In Taft the vote was the closest (115 to 112), with an approval margin of just 50.6%.⁸³

Tourist Traps

In the 1950s and into the 1960s roadside theme attractions, referred to by some as “tourists traps,” enjoyed widespread popularity. Beginning in July, 1959, North Lincoln County was home to one of the Oregon Coast’s most fondly remembered restaurants, the Pixie Kitchen. It featured walls that angled outward and a steep roof, like that of an A-Frame house. The building’s owners, Mr. and Mrs. T.C. Galagher and Mr. L.C. Cheweth, designed it to “represent the kind of house that Pixies and Fairies are pictured living in, in the Fairy story books.” The building and grounds were garnished with pixie statues and related items. Its rustic lobby featured walls of split fir logs.

Initially the Pixie Kitchen offered only take out and delivery. When their success became apparent they offered their customers a dining room complete with a huge fireplace. The menu consisted of meat pies, baked beans, french fries, salads, desserts and coffee. The owners of the Pixie Kitchen also ran the Pacific Forests Arts, a myrtle wood factory next door to their one-of-a-kind restaurant.

Sometime in the 1950s the Pixie Kitchen was sold to Jerold and Lulu Parks. Under the Parks’ ownership the Pixie Kitchen quickly grew to become the largest restaurant in Oregon, serving thousands of meals each day. The restaurant was so successful for Parks that he expanded upon the Pixie theme in a big way. In 1969 Parks opened Pixie Land Amusement Park on 57 acres of land just north of Lincoln City on the Salmon River at Otis Junction. Coastal rain and the energy crisis of the 1970s prevented Pixieland from ever turning a profit. Around 1977 Parks closed Pixieland and sold Pixie Kitchen.

Historic Preservation History

⁸³ “Five Towns On Coast OK Merger, *Newport News*, 10 December 1964

Much of the information on the history of Oceanlake would be lost had it not been for the efforts of a handful of dedicated history minded individuals and organizations. In 1947, a group of residents formed the North Lincoln Pioneer Association. Their mission was to “promote closer relationships between them and the later settlers; and to record and preserve interesting historical accounts... .” In 1950, they published a fairly comprehensive history of the area. In 1986, 2001, and again in 2002, they published follow up editions that primarily contain family histories and summaries of interviews conducted by Mildred Salazar and others.

In 1987, a group of seven or eight residents organized the North Lincoln County Pioneer Museum, dedicated to preserving and displaying artifacts and archival material pertaining to the region. Their first museum was in Taft; it then moved briefly to a storefront in the DeLake section of Lincoln City. In 1994 it moved into the old Taft Nelscott DeLake Fire District/City Hall building.

These organizations both have been successful in documenting the families who pioneered the area and in generating awareness of the region’s history. Only in very recent times has there been an interest in preserving the historic sites and buildings. The combination of the harsh coastal climate and times of less-than-favorable economic conditions continue to challenge members of the community interested in historic preservation.

1.3 - Significant Individuals

Walt & Grace Harbinski The Harbinskis move to Oceanlake in 1947 and were still living there in 1994. They owned and operated the small, very popular Tip Top diner for twelve years. It was located just south of the Lakeside Theatre in a multi-tenant retail and apartment building that has since been destroyed by fire.⁸⁴

⁸⁴Salazar, Vol. III, pt. 2, pg. 96-101.

Lyle & Gladys Hasslebrink The Hasslebrinks moved to Oceanlake in 1939 and purchased Oceanlake Sand and Gravel which at that time was located near the heart of Oceanlake at the current site of Bank of America. Later they diversified and added a freight agency and sold paint, redi-mix concrete, and fuels. They sold the business in 1965 and remained in the community.⁸⁵

Edgar S. Hoyt (1874-1961) Hoyt moved to Portland as a young boy from Iowa. There his family owned a farm that became the site of Portland State University. As a young adult he worked as a fish buyer.⁸⁶ He later switched to real estate. He became partners with Herbert Rexroad in the 1920s and formed the Rexroad and Hoyt Co., developers of Devil's Lake Park (Oceanlake). Hoyt later moved to Oceanlake and lived there until the late 1950s, when he moved to McMinnville.

Edgar Merritt (c.1881 – 1961), **Alice** (c.1897 – 1986) **and family** Edgar, a prominent journalist from Portland, began bringing his family to what would become Oceanlake for weekend outings soon after highway construction made this trip possible in 1925. The Merritts purchased a lot from Father Raymond using \$10. for a down payment. With the collapse of the stock market in 1928 and the depression that followed, the Merritts were financially devastated and lost their Portland home and savings. They retreated to their 15th street vacation home in Oceanlake where they remained. Edgar later published the *Oregon Coast Bulletin*, a promotional paper, and was heavily involved in promoting the Devil's Lake Regattas. Alice operated Alice's Antiques for 50 years out of their home. Daughter Merilynn (Webb), after moving away in 1939 and returning in 1946, worked as a service representative for the phone company until retiring in 1982. She has been and remains active in the North Lincoln Pioneer & Historical Association and has worked on numerous local history projects.⁸⁷

Kenneth Morgan Sr. Morgan moved to Oceanlake in 1937 to manage the Safeway store on Highway 101 near NW 15th. The following year the Safeway chain pulled out of Oceanlake. Morgan then purchased the building and opened "Kenny's Food Market."⁸⁸ In 1959 he purchased the Ocean Caves Store north of Oceanlake at the corner of Holmes Road and the highway. In 1961 Kenny's IGA Foodliner market opened in its present location at 2525 NW Highway 101. When Safeway announced its intention to close its Taft store in 1971, Morgan and his son Kenny Morgan Jr. purchased the business. As of 1995 Andy Morgan was managing the two stores. Several generations of the Morgan family are currently involved in the family grocery business and active in the community. Kenneth Morgan Sr. served as the first mayor of Oceanlake.⁸⁹

⁸⁵ Salazar, Vol. III, pt. 2, pg. 84-86.

⁸⁶ Edgar S. Hoyt, obituary, McMinnville, *The News-Register*, 10 February 1961.

⁸⁷ Salazar, Vol. III, pt. 2, pg. 55-64.

⁸⁸ "Kenneth Morgan Takes Over Safeway Store," *Beach Resort News*, 19 September 1940.

⁸⁹ "Kenny's IGA Celebrates 57 Years," *The News Guard*, 05 April 1995

Father Charles Raymond (1875-1943) Father Raymond was the ninth of twelve children. Born in Illinois, he grew up in Notre Dame, a French speaking parish. He left school after completing eighth grade to work for a chain store, probably Marshall Field & Co. After three or four years Raymond enrolled at St. Viator's, a seminary near Kankakee, Illinois. In 1907 he was ordained to the priesthood and stationed in McMinnville. His interest in the North Lincoln County piqued after visiting there in the early 1900s. He later was appointed a missionary on the Siletz Reservation. While there he obtained a loan to establish a community that he hoped would become a Catholic haven he named Raymond (later Oceanlake).

William H. Rexroad (1875-1937) Rexroad was born in Kansas and at age 11 moved with his family to Oklahoma. In 1902 he married Edna King. They moved to Portland in 1904. In 1925 he became partners with Edgar S. Hoyt and formed the Rexroad and Hoyt Co., developers of Devil's Lake Park (Oceanlake). The Rexroads were considered to be one of Oceanlake's first full-time residents and probably built the earliest buildings. Rexroad remained in Oceanlake until passing away in 1937.⁹⁰

Mildred H. Salazar Perhaps no single person has accomplished more in the recording of the history of North Lincoln County. At first she volunteered to assist Earl Nelson, editor of Pioneer History of North Lincoln County, Oregon, with a second volume. After Nelson's death in 1986, she became editor of Pioneer History of North Lincoln County, Oregon, Volume II (1986), Pioneer History of North Lincoln County, Oregon, Volume III (2001) and most recently (2002), Pioneer History of North Lincoln County, Oregon, Volume III, part two. These collections of pioneer recollections and family histories are invaluable to anyone wanting to know more about the history of the area.

Major Theodore Talbot (???? - 1862). Born in Kentucky, he was attached to the second expedition of John C. Fremont in 1843-44. The Fremont expedition traveled from Saint Louis to the lower Columbia River. He returned east by sea in 1849 to serve with the unit that took over Fort Vancouver from the Hudson's Bay Company. From there, he led a small party in an exploration of the central Oregon coast. His 1849 journal documents their search for coal deposits and provides the first known written descriptions of what is now Lincoln County. Talbot rose to the rank of major and assistant adjutant general in 1861.⁹¹

Charles F. Walker A businessman and a poet, Walker was born in Dorchester, Ontario, Canada. He learned the carpentry trade from his father. After graduating from Toronto Normal School he began a career as an educator. While teaching in Canada he developed educational programming and wrote textbooks. In 1921 he move to Portland, Oregon, where he organized the Northwestern School of Business. He served as

⁹⁰ "W.H. Rexroad, A Founder of Oceanlake, Claimed by Death," *Beach Resort News*, 19 November 1937.

⁹¹ *Dictionary of Oregon History*, pg. 238.

president of this institution until 1952. Walker was a compulsive builder. In Lincoln County he oversaw every aspect of the design and construction of the Dorchester House. He also built two homes in North Lincoln County.

Mrs. White (full name unknown) Came from Michigan in the 1920s, acquired 13 acres in DeLake and built what was perhaps the first permanent home in the area near the Catholic Church. Initially she ran a rooming house and then built "Mrs. White's Cottages" at the end of Raymond Street (present day NW 15th). This was one of the first lodging establishments in North Lincoln County geared specifically to the motoring public.

1.4 - Historic Themes

1.4.1 - Statewide Themes

No resource should be studied in isolation. By comparing similar resource types, integrity, relative scarcity and pattern of occurrence, reasoned determinations of significance within any given context can be quantified and defended. The chronological and thematic categories developed for Oregon's Statewide Inventory of Historic Places (SIHP) provides an organizational framework by which resources surveyed as part of this project are assessed. This system utilizes 10 broad themes and eight chronological periods.

These broad themes are:

1. Prehistory/Archaeology
2. Exploration and Fur Trade
3. Native American and Euro-American Relations
4. Settlement
5. Agriculture
6. Transportation and Communication
7. Commerce and Urban Development
8. Industry and Manufacturing
9. Government
10. Culture

On the Oregon coast, the temporal boundaries for individual periods of development are somewhat different than the above; however, the SIHP system provides a good basic reference against which resources have been evaluated. The overall chronological boundary of an Oceanlake survey should begin in July, 1894. This

is when the General Allotment Act of 1887 was applied to North Lincoln County. However, except for Taft (on the Siletz Bay) there was no semblance of any towns in North Lincoln County until it became apparent in the early 1920s that the Roosevelt Military Highway (Highway 101) was to become a reality. In general, evaluation of resources is limited to those constructed prior to 1952, the standard fifty-year rule typically applied to cultural resource assessment. As far as known the first structures were built in Oceanlake in 1924. Thus the temporal range of potentially significant built structures in Oceanlake is just 28 years (1924 –1952).

For the purposes of this particular outline, the Agriculture section has been expanded to include “Other Resource Dependent Commerce,” namely the wood products and the fishing industries.

The Native American and Euro-American relations and settlement have also been combined. In the case of North Lincoln County settlement, these two themes are inseparable.

I. Prehistory /Archaeology

To date, very little if any information from this period is known to exist. Anecdotal information indicates that Devil’s Lake was a Native American gathering place. As of 2002 no academically based or professional archaeological studies have been done of this area.

II. Exploration

There is no shortage of speculation as to the identity of the region’s first maritime explorers. The early maritime explorers of the central Oregon coast -- be they Spanish, English or Russian — seem to have left no detailed descriptions of their observations.

For the purposes of this project, the exploration era begins with the first detailed written account of the area. A few details can be gleaned from the information documenting Methodist Reverend Jason Lee, his bride Anna Maria (*nee* Pittman), and

their party's trip to the coast in 1837. Scant details can be found in their mission's record book and Lee's diary.

The 1949 journal of Lieutenant Theodore Talbot offers more details into the land and its people. He noted that thousands if not millions of acres of the coast had been recently burned over by a forest fire. Talbot's journal also reveals that the Native American population of the coast had been devastated by a smallpox epidemic prior to his arrival.

III & IV. Native American & Euro-American Relations/Settlement Era

There was virtually no interest in the central Oregon coast among the homesteaders that flocked to the Oregon Territory seeking free acreage made available by the enactment of the Oregon Donation Land Act of 1850. Early-day Oregon settlers were primarily drawn to areas such as the Willamette Valley that were known for their great agricultural potential, mineral wealth or harvestable timber reserves.

Given the inaccessibility of the Oregon coast in the 19th century and the limited abundance of the specific natural resources necessary to support homesteaders, it seems little wonder that what is now North Lincoln County remained isolated until the creation of the Siletz Indian Reservation. In fact, its isolation was the principal reason it was selected as the site of the Siletz Reservation in 1855. In July, 1894, an agreement to implement the General Allotment Act was reached. Tribal members received allotments in North Lincoln County of approximately 80 acres each. The government allotted 44,459 acres to 551 tribal members. Unallotted lands were sold at low cost to Euro-Americans.

The first Euro-American settlement in North Lincoln County was based on the establishment of a salmon cannery on the Siletz River called Kernville. Later Taft on the Siletz Bay emerged as a social and commerce center.

The hilly and frequently muddy terrain along with the dense forests in the area that is now the Oceanlake section of Lincoln City made cross-country travel difficult at best. The first settlers in the Oceanlake area were on Devil's Lake.

The Native American land base began to diminish rapidly after passage of the so-called "Dead Indian Act" of 1902. This allowed reservation officials to sell the land

of an allottee when they died. The availability of this inexpensive land drew many Scandinavians and others to North Lincoln County.

V. Agriculture and Other Resource Dependent Commerce

Virtually all of the agriculture, maritime and wood products-related activity in North Lincoln County was outside the boundaries of Oceanlake proper. Most of the early residents in North Lincoln County who settled on Devil's Lake were subsistence farmers. A dairy industry flourished briefly in North Lincoln County but disappeared with the emergence of corporate agriculture and tightening health regulations.

VI. Transportation and Communication

When the railroad reached the central Oregon coast at Yaquina Bay in the early 1880s, the area that would later become North Lincoln County was still part of the Siletz Indian Reservation and closed to Euro-American settlement. When North Lincoln County opened for settlement in 1895, there was virtually no chance of the railroad reaching what is now Oceanlake. The railroad had gone through bankruptcy and the nation was in the midst of a depression. Economic growth in North Lincoln County was also deterred by the lack of a deep-water shipping port.

Isolation held a firm grip on North Lincoln County until the construction of the Oregon Coast Highway and the Salmon River Cut-Off. With the completion of these two roads came tourists and tremendous growth in the tourist and hospitality industries.

The region's isolation and slow growth and the transformation that took place after its entry into the automobile age is the central theme of Oceanlake's early history. Lodging establishments, restaurants and other tourist-related businesses such as autocamps sprang up. Improvements in the infrastructure such as phone service and electricity soon followed.

VII. Commerce & Urban Development

The development of North Lincoln County came at a snail's pace until the region entered the automobile age. The auto age in North Lincoln County went into full swing with the completion of what is now known as Highway 101 and Highway 18.

Since that time, tourism has been a dominate force in the region's economy. Transportation issues and economic issues have been linked ever since the region entered the automobile age.

VII. Industry and Manufacturing

Fishing and logging and a few other short-lived industries played a small secondary roll in the development of Oceanlake. While logging and commercial fishing have at times been important industries in North Lincoln County, their activities primarily were located on or near the Siletz River. Since the automobile age, tourism and the hospitality industry have always been Oceanlake's economic base. The development of Oceanlake has very much been shaped by the demands of motoring tourists and vacation cottage owners.

IX. Government

Despite several attempts to incorporate, Oceanlake remained unincorporated until 1945, just seven years prior to the 1952 temporal boundary established for this project. A total of 219 votes were cast, two-thirds of those eligible to vote. Approval came by a margin of 37 votes.⁹² Included in the newly incorporated city of Oceanlake were the areas serviced by the Oceanlake Water District.

In January of 1946 the city council elected prominent grocery man and longtime resident Kenneth L. Morgan as the town's first mayor. The focus of city government seems to have been infrastructure upgrades that would enhance the tourism industry, such as improvements to Highway 101.

In 1964 a total of 1338 voters in the North Lincoln County towns of Oceanlake, DeLake, Cutler City, Taft and Nelscott voted by a margin of 190 to merge into a single city, Lincoln City.⁹³

X. Culture

It was the intention of Father Charles Raymond to establish Raymond as a settlement inhabited by Catholics who built vacation homes there. It was his sincere

⁹² "Oceanlake Voters Okch Incorporation" *Beach Resort News*, 08 November 1945.

⁹³ "Five Towns On Coast OK Merger, *Newport News*, 10 December 1964

hope that by virtue of their presence they would set a good example for the Native Americans living nearby. The large contingency of Catholics Father Raymond had hoped for did not materialize for a variety of reasons outlined in section 1.2.

Devil's Lake Park, the northern, seemingly more prosperous section of what would become Oceanlake, was established as a tourist town with several auto camps and auto courts.

As noted above the two different towns came together as Oceanlake in 1946. This was in large part to gain economy of scale in providing essential city services such as fire protection, sewer, and water. Perhaps because of the merger by necessity, combined with a large percentage of property owners living out of town (typical of resort towns on the Oregon coast), Oceanlake, much like Lincoln City, has had difficulty establishing a unified identity and culture.

1.5- Related Study Units

This project marks the first review of Oceanlake's built environment. The temporal beginning for this project was set at 1837, when the first written description of the area was penned, and it continues to present-day. The primary focus is based on the "fifty-year rule" as used in the National Historic Register. Evaluations are limited to resources built prior to 1952.

Information pertaining to the first three of Oregon's "Broad Themes" (Prehistory/Archaeology, Exploration and Fur Trade) is indeed scarce. An extensive search of archival material could be potentially enlightening, but it seems unlikely such information exists.

Research beyond the scope of this project is also merited on the Native Americans who were awarded land allotments in North Lincoln County. The transfer of

land owners from the allottees to Euro-Americans had a tremendous impact on the development of the region.

A detailed sociological study of North Lincoln County's first Euro-American (primarily Scandinavian) settlers is certainly merited. Apparently this close community dominated North Lincoln County in the early 1900s, yet seemingly no research has been done on its socio-economic background.

This study was primarily confined to the built environment of Oceanlake. A site-by-site survey was completed and context statements should be prepared for each of the towns that now make up Lincoln City.

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Section II - Identification

2.1 - Survey

This study marks the first attempt to identify and document Oceanlake's historic structures. Unfortunately, many of the area's historic resources are gone. Less than favorable economic and harsh climatic conditions have also taken their toll on Oceanlake. The damp windy weather of the Oregon Coast quickly claims building that are neglected for an extended period of time.

Bishop's Variety Store – 1437 NW Highway 101



Functional wood frame commercial building, front gabled moderately pitch roof with a brick facade. Brick work not original, windows appear to have been altered and replaced. It appears that the front of this building may have been cut off and rebuilt after shortening the building, perhaps to accommodate widening of Highway 101.

History – Construction is said to have begun on this building in August, 1934. Originally it housed a dry goods and notions store operated by Ona and Wade Bishop.⁹⁴ By the late 1940s it was owned and managed by Luther P. Koehler. Today it houses **Café Roma**.⁹⁵

Coaster Building - 1542 NW Highway 101 see *Oceanlake Dance Pavilion* -



Craftsman Cottage – 1334 NE Keel

Small rectangular one story wood frame structure with front gabled roof. Small porch is also front gabled. Appears to be original wood siding and wood frame windows.

History – No information available at this time.

⁹⁴ Salazar, Vol. III Pg. 72

⁹⁵ Mildred Salazar, Merilynn Webb and Libby Durbin, "Historic Buildings and Places in Oceanlake," paper on file at North Lincoln Pioneer Museum, compiled 2002.



this time.

Craftsman Cottage – 1334 NE Mast

Small rectangular one story wood frame structure with steep, side gabled roof. What were probably multi-pane windows have been replaced with single panes of glass. Wood siding probably not original. Cement foundation has river rocks incorporated into it.

History – No information available at



structure.

Craftsman Cottage – 1514 NE 11th

Nicely maintained small single story, wood frame residence with a front gabled roof and front porch. A pair of original vertical wood frame windows on each side of the paneled front door. Porch has decorative radial stick work. Roof pitch is much steeper than the porch. Two small shed style additions on the east side of this

History – No information available at this time.



History – No information available at this time.

Craftsman Cottage – 1716 NE 11th

Nicely maintained small single story, wood frame home with front gabled roof and front porch. One wood frame window to the left of front door. Roof pitch and front porch match. Wood frame windows in tact and appear to be original as is the siding. This structure has a small shed style addition in back.

Craftsman Cottage – 1538 NE 12th

One-and-a-half story with steeply pitched, side gabled roof. Front has a simple shed style porch overhang. Roof eave has generous overhang. Has original wood frame windows with a set of three vertical (known as ribbon style) windows on each side of front door. Lacks the decorative details typical of Craftsman homes. This structure is sited on a large lot with Spruce trees. Unpainted wood siding probably a relatively recent replacement.

History – No information available at this time.

Craftsman Cottage – 1538 NE 13th

Single story, wood frame, front gabled roof cottage with front gabled front porch that is the full width of this structure. Roof pitch of the porch is slightly less steep than the cottage. Generous eave overhang with a few decorative braces. Wood frame windows appear to be original.

History – No information available at this time.



Craftsman Cottage – 1610 NE 13th

This eclectic cottage is probably the best example of classic Craftsman style architecture in the Oceanlake section of Lincoln City. One-and-a-half story wood frame cottage with front gabled roof and front porch. The front porch is supported with a pair of square columns with Corinthian capitals (a Neoclassical design element). Generous eave overhang has decorative braces. The roof line has a subtle Oriental style curves at its base. Transomed wood

frame windows appear to be original. This cottage has a basement with a garage door to the right and below the front door.

History – No information available at this time.

Craftsman Cottage – 1774 NE 13th

Small one-and-a-half story wood frame cottage with a steeply pitched, side gabled roof. Small centered, cross gabled front porch has decorative braces typical of

Craftsman homes. Roof eave has generous a overhang. Has original decorative multi-



pane wood frame windows. One of the few cottages in the Oceanlake with some of the decorative details typical of Craftsman homes. This structure is nicely maintained and appears to have been recently renovated in a manner sensitive to its original design.

History – No information available at this time.

Craftsman Cottage – 1716 NE 14th

Simple rectangular one-and-a-half story wood frame cottage with a steeply pitched, front gabled roof. Roof eave has a generous overhang. Small centered porch with a nearly flat roof that has been walled in. Front porch is not likely original to this cottage. Wood framed transomed windows appear to be original.

History – No information available at this time.

Craftsman Cottage – 1340 NW 14th

Two-story, side gabled, with large shed style dormer and a large cross gabled porch roof with overhead stick work that radiates outward. Otherwise this house lacks the decorative details typical of Craftsman homes. Windows replaced with modern aluminum frames. What was a brick or rock chimney has been walled over with plywood. Otherwise appears to have no significant structural alterations.

History – No information available at this time.

Craftsman Cottage – 1414 NW 15th

Small single story, front gabled wood frame cottage. The off-center front porch is also front gabled. All windows are single pane, probably replacements. Classic Craftsman design with virtually no decorative details. The exterior appears to be largely original and is in need of repairs at the time of this writing.

History – The large lot this cottage is sited on and its proximity to the highway are clues that indicate this cottage may have been part of an early auto court.

Craftsman Cottage – 1323 NW 16th

Small single "L" shaped, wood framed, cross gabled roof residence. Much of the original adornment, if it had any, has been removed. This house has probably been significantly altered. The front cross gable section of this dwelling is most likely an addition. Appears to have originally had a built-in garage that has been walled in.

History – No information available at this time.

Craftsman Cottage – 1325 NW 16th

Small single story side gabled roof home with separate small garage that appears to original to the home. Much of the original adornment, if it had any, has been removed. Windows have been replaced with aluminum frame windows of the correct design. Siding has been replaced with plywood.

History – No information available at this time.

Craftsman Cottage – 1451 NW 16th

Small single story side gabled roof home with a small, centered, cross gabled walled in front porch. Roof eave has generous overhang. Much of the original adornment, if it had any, has been removed. Windows replaced with one pane picture windows.

History – No information available at this time.

Craftsman Cottage – 1457 NW 16th

Small single story side gabled roof home with small garage that appears to be original to the home. Much of the original adornment, if it had any, has been removed. Windows replaced with one pane picture windows. Porch has been walled in. It appears the pitch of the roof has been significantly altered.

History – No information available at this time.

Craftsman Cottage – 1254 NW 17th

Two story cross gabled with large shed style dormers on each side. Appears to have been completely remodeled. Structurally, it appears to be in tact with little modifications to the original design. Very little ornamentation, perhaps having been removed, siding replaced with modern plywood, windows are the modern vinyl frame type.

History – No information available at this time. This could possibly be a modern home built in the Craftsman style.

Craftsman Cottage - 1332 NW 17th

Nicely maintained one-and-a-half story home. This wood frame structure includes several Craftsman design details such as the hipped roof and wide eaves yet it



has a modern looking but seemingly appropriate porch with a hipped gabled roof. The windows are vertical and narrow and are original or appropriate replacements. Large chimney and six sided window near front door.

History - No information available at

this time.

Craftsman Cottage - 1442 NW 17th

Small single story with small front facing gabled porch and extended rafter ends.

History - this is probably a remnant of an auto park that, based on a Sanborn map, still functioned as such in 1951.



Craftsman Home - 1511 NE 13th

Above average size (for this neighborhood) one-and-a-half story wood frame home with a front gabled roof and shed dormers. Appears to have a basement. Generous eave overhang with decorative braces. Walled in cross gabled front porch has windows, most likely a recent addition. Non-compatible aluminum frame windows

are a recent replacement. Basic structure and original exterior design of this structure appears to be intact.

History - No information available at this time.

Craftsman Home – 1637 NE 14th

Above average size (for this neighborhood) one-and-a-half story wood frame home with a side gabled roof with large shed dormers. Appears to have a daylight basement. The home has an interesting foundation with river rocks incorporated into the cement. A large, attached, garage addition on its northeast corner is not compatible with the original design of the house.

History - No information available at this time.



Craftsman Home – 1815 NW Harbor

Large three story side gabled roof with shed dormer with four vertical windows that stretches nearly the full length of the roof. The second story has a balcony porch for the full length of the house. This structure appears to be unoccupied and in need of numerous repairs.

History - No information available at this time. In all probability this ocean front structure was originally a small hotel.

First Baptist Church – NW 17th

Three story wood frame structure with a steeply gabled roof. Siding appears to be a recent replacement.

History - Built in 1940



Folk House – 1300 NW 14th

Two story wood frame “salt box” style gabled residence. Siding appears to be original or original style. Side entry porch stretches across the full length of its front. Windows have been replaced with non-compatible aluminum frames, otherwise the exterior of this structure appears to have been altered very little.

History – No information available at this time.

Folk House – 1351 NW 16th

Small single story cottage, side gabled with small cross gabled porch, river rock chimney, rake shake siding.

History – No information available at this time.

Folk House – 1313 NW 17th

Single story, cross gabled. The cross gable section at the rear of the house is higher than the main roof line and may be an addition. Original wood shingles and windows.

History – In the front yard of this home is the sign commemorating the honeymooners of 1837. This places this structure in what was once the heart of Devil's Lake Auto Park. No additional information available at this time.

Folk House – 1421 NW 17th

Side gabled roof with small cross gabled, walled in, front porch. Appears to have a large structural addition. Curious dual pitched entry door.

History – none available at this time.

Gentle Woods – (modern name) 1411 NW 14th

Originally a house. Craftsman style with large centered dormer. Side gabled with a semi-steep roof pitch and very little decorative details. Some of the windows appear to be original with wood frames. Some are compatible replacements. At least one is modern in design. Certainly this house once had a large front porch as was typical with Craftsman homes. The porch has been replaced with a very large arbor. This house is now the location of Gentle Woods, a garden, plant and gift store.

History – no information available at this time.

Heart and Soul (modern name) – 1426 NW 15th

Appears to have originally been a dwelling. Two story with side gabled roof. Minimal traditional styling with very little adornment, roof is cross gabled, shake siding probably a recent modification.

History – No information available at this time.

Hyde Park (modern name) – 1600 NE 14th

Approximately six very small, simply designed and constructed Craftsman style cottages, probably the remains of a 1930s auto court. All are simple rectangular shaped structures with a medium pitched roof with a generous eave overhang. Most have modern plywood siding. Currently in use as apartments.

History – No information available at this time.

Johnson's Sweet Shop – 1604 NE Highway 101



Functional single story wood frame commercial building, front gabled moderately pitched roof. Windows replaced with picture windows. Based on a 1951 Sanborn Fire Insurance map, the addition at the northeast corner and back of building predates 1951.⁹⁶

History – Built in 1926, Johnson's slogan was "Where Good Fellows Meet – Olympia Beer on Tap, Ice Cream, Lunches." It now houses the **Old Oregon Tavern**.

Jones Bakery - NE Highway 101

Functional one story retail building. Exterior appears to have been altered somewhat since original construction in 1945.⁹⁷ As of December 2002 this building was unoccupied.



Lakeside Theatre – 1624 NE Highway 101

Functional two story wood frame commercial building, flat roof. Structurally the exterior appears to be basically original. The façade and interior have been altered several times in the course of business as a single screen theatre.

History – In 1937, William

⁹⁶ "Oceanlake, Ore." Sanborn Fire Insurance Map, January 1951.

⁹⁷ Salazar, Vol. III, pt. 2, pg. 103.

McKevitt, owner of theatres in Newport and Taft, purchased the vacant lot next to the B& W Grocery and began constructing a 350 seat one screen theatre. McKevitt announced his theatre building was to house a drug store, offices and apartments.⁹⁸ On June 3, 1937, it opened with the showing of MGM's "Personal Property" with Jean Harlow and Robert Taylor. In the 1960s many of the art deco details of its façade were removed or boarded over when McKevitt gave the theatre a "hip" look. Perhaps the most successful film to show there in terms ticket sales was "Sometimes a Great Notion." Released in 1971 much of this Hollywood movie starring Paul Newman and Henry Fonda was filmed in Lincoln County. The Bijou fell on hard times and closed in 1979. It reopened with new owners in 1981. It was sold to its present owners Keith and Betsy Altomare in 1996. Still in operation showing first run movies it is now called the **Bijou Movie Theatre**.⁹⁹

Linc Kyle Garage – 1520 NE Highway 101



Functional single story wood frame commercial building, front gabled moderately pitched roof. Appears to have a half gabled shed style addition on the north side of the building. Windows replaced with oversize picture windows. Modern metal roof.

History – Built in the 1920s as a garage, it later housed Miracle Mart sporting goods and now houses an antique mall known as **Junk Brothers**.

McCready's Lumber – 1430 NE Highway 101

Small complex of several buildings. Significantly altered in the course of about seventy years in business as a lumber yard.

History – When constructed in 1930 or earlier, it housed McCready's Lumber Company which later became Garrigus Lumber. A large fire destroyed or damaged much or all of Garrigus Lumber. It was rebuilt and eventually purchased and renamed by Copeland Lumber which sold many of it outlets (including this one) to Keith Brown Building Materials, circa 2000. As of Dec., 2002, this complex of buildings was vacant and for sale.

⁹⁸ "Oceanlake to Have Theatre By Spring," *Beach Resort News*, 28 September 1936.

⁹⁹ "It happened at the Movies in Lincoln City (Oceanlake)," special insert in *The News Guard*, June 2002

Maynard's Café – 1534 NE Highway 101

History - built in 1926 it originally housed Maynard's Café, later it was the office of James Fraser, Accountant. It is now a used clothing and cobalt glass store.

Minimal Traditional Cottage – 1523 NE 12th

Side gabled one-and a-half story home that appears to be an early example of Minimal Traditional styling with very little adornment. Small cross off-centered walled in cross gabled porch, rake shake siding. Front porch is a simple shed style. Roof eaves have no overhang. Two single pane aluminum frame picture windows are replacements. May have originally had a built in garage that was walled in and converted to living space.

History – No information available at this time.

Minimal Traditional Cottage – 1012 NE Keel

This side gabled single-story home appears to be an early example of Minimal Traditional styling with very little adornment. Small cross off-centered walled in cross gabled porch, rake shake siding. Roof eaves have a slight overhang. Single pane picture windows are probably replacements.

History – No information available at this time.

Minimal Traditional Cottage – 1200 block NW 14th (exact address unclear)



Side gabled single-story home that appears to be an early example of Minimal Traditional styling with very little adornment. Small off-center cross gabled porch, rake shake siding. This small cottage has some craftsman design details, a large eave overhang and a nice river rock chimney. Some of the windows are recent aluminum

replacements.

History – No information available at this time.

Minimal Traditional Cottage – 1320 NW 16th

Front gabled single-story home that appears to be an early example of Minimal Traditional styling with very little adornment. The front gabled porch and the multi-paned windows illustrates subtle Craftsman design elements.

History – No information available at this time.

Minimal Traditional Cottage – 1411 NW 17th

Side gabled single story cottage that appears to be an early example of Minimal Traditional styling with very little adornment. Original wood frame windows have been replaced with sliding aluminum windows. The front cross gabled porch may not have been walled in originally.

History – no information available at this time.

Minimal Traditional Cottage – 1420 NW 17th

This side gabled single story cottage appears to be an early example of Minimal Traditional styling with very little adornment. Original windows have been replaced with aluminum frame picture windows. The front cross gabled porch looks like it has been walled in and expanded since original construction

History – no information available at this time.

Minimal Traditional Cottages – 1444 & 1444 ½ NW 16th

Pair of similar cottages sited very close to each other with side gabled roof, rake shake siding probably original , and very little adornment. Glass has been replaced with aluminum frame picture windows.

History – No information available at this time.

Minimal Traditional Duplex - 1343 NW 14th

Side gabled Minimal Traditional style with cross gables at each of the two main entrances. Rake shake wood siding and modern window treatment.

History – unknown, quite likely a remnant of an auto court. Probably dates from the late 1930s.

Minimal Traditional House – 1244 NW 17th

Nice example of Minimal Traditional styling with very little adornment. Front porch with small gabled porch appears to be original. Nicely maintained.

History – no information available at this time.

Mrs. White's Cottages – 1511 NW Harbor.

History – Today rooms 1 through 5 of the **Sea Gull Beach Front Motel** are what remains of what is believed to have been the first lodging establishment in what was then Devil's Lake Park. It was built in the 1920s by a woman known to locals simply as "Mrs. White." Each of the original 22 units was heated with a wood stove. This was one of the first modern auto courts with garages in North Lincoln County. By 1940 it was owned by Mr. and Mrs. Lute Wisemuch, who sold it at that time to Mr. and Mrs. A. Hussy and I.B. Cannon. It was later purchased by Mr. and Mrs. Ralph Henry and renamed Henry's. In 1965 their daughter Louella took over ownership. She owned it at least through 1976.

Oceanlake Dance Pavilion - 1542 NE Highway 101

Multi-story, cement block construction with a stucco facade. In the course of its existence this structure housed a dance hall and later apartments and other businesses. It has been significantly altered. Major additions have been made and large portions (if not all) of the building have been razed and replaced.

History - In 1925 local homesteaders Amanda and Victor Hill along with John Sainio, all natives of Finland, built this recreation center in the heart of what would become the business center of Oceanlake. Much of the lumber for its construction came from the Hendrickson family sawmill on the Salmon River.¹⁰⁰ It was the most substantial structure in early day Oceanlake. Known for wild dances (and fights) and live music, this establishment was a popular social center with locals and visitors



alike.¹⁰¹ Originally it also housed the "Sweet Shop," a candy store, and a silent movie theatre.¹⁰² In 1935 it was remodeled and outfitted with "star-lighting effects" and its walls lined with three-dimensional scenery.¹⁰³ Wells renamed it the Oceanlake Pavilion. In 1946 much of the building was razed and converted into a two story structure. The

¹⁰⁰ Salazar, Vol. III, pt. 2, pg. 217.

¹⁰¹ Salazar, Vol. I, pg 74.

¹⁰² Salazar, Vol. I pg. 91.

¹⁰³ "Oceanlake Dance Hall Undergoing Needed Change," *Beach Resort News*, 05 April 1935.

lower floor was a night club and the upper story made into apartments.¹⁰⁴ Now known as the Coaster Building, it is currently occupied by the **Rocking Horse Antique Mall**.

Oceanlake Post Office – 1213 NW Highway 101

History – Believed by some to have housed Oceanlake’s first post office. A.C. Duel was the postmaster and Justice of the Peace. Later it became a grocery store owned by Ray and Milrey Heath, Lakins Agate and Gift Shop, and Coastal Corner. Today it is **Tropical Plants and More**.¹⁰⁵

Old Homestead, The - 1330 NE Highway 101

History – In the 1920s this building housed The Old Homestead, a pool hall owned by Bill Schmidt. It is now **The Big O Pub and Grill**.¹⁰⁶

Retail Building – 1423 NW Highway 101

History – Built in the 1920s or 30s, this structure, once owned by Alice Merritt, houses two storefronts. One was once Leontine’s. The second (1423) housed Brock’s Candy Store and later Riggins Café. **Parlor Bears** now occupies this space.

Ripley’s Red And White Grocery Building – 1643 NW Highway 101

History – Built in 1925 or 1926 this was in all likelihood the first grocery store in what would become Oceanlake. In addition to groceries, original owners Glen and Flo Ripley ran a pharmacy and a post office in this building. Dr. O.B. Long of Cloverdale also had a small office there that he staffed one day a week.¹⁰⁷ Early photographs indicate it may also have also had a gas pump located at the front of the building. In 1939 it became Tomjacks Grocery.¹⁰⁸ The exterior of this building is well documented in many historic photographs of Oceanlake. Its appearance has been significantly altered



¹⁰⁴ “Business Expansion Forecast For 1946,” *Beach Resort News*, 03 January 1946.

¹⁰⁵ Mildred Salazar, Merilynn Webb and Libby Durbin, “Historic Buildings and Places in Oceanlake,” paper on file at North Lincoln Pioneer Museum, compiled 2002.

¹⁰⁶ “Historic Buildings and Places in Oceanlake,”

¹⁰⁷ Salazar, Vol III, pt. 2, pg 91

¹⁰⁸ “Historic Buildings and Places in Oceanlake”

and several major additions have been built onto the back of this structure since its original construction. Today this structure houses **Maxwell's Restaurant**.

St. Augustine's Catholic Church (site) - 1139 NW Highway

The buildings on this site are of recent construction.

History – Built by Father Raymond, the first church on this site was the hub of activity in what was to be a Catholic community (Raymond). Father Raymond served as the first pastor there. In 1949 a larger church building removed from Camp Adair near Corvallis was sited near Raymond's church. The original 1924 vintage church remained in use as a parish hall until being razed in 1997 to make way for a new church building.¹⁰⁹

Schmidt House – NE 12th and Oar

History – Built in the 1920s for the Schmidt family. Dora Schmidt, a nurse, also used this house as a birthing center.

Sea Rest Motel – NW 15th Street

Appears to have originally been an auto court; all the units are connected and may have originally had garages. Minimal Traditional styling with very little adornment.

Based on the Sanborn map, this was originally seven units and was constructed prior to 1951.

Site of Rev. Jason Lee Campsite – 1313 NW 17th (front yard of a privately owned cottage)

History - In 1937, the 100th anniversary of the first Oregon Coast Honeymooners, Herbert Rexroad arranged a commemoration of the first tourists at what was believed to be the location of their campsite. Rexroad placed a marker in a section of his campground that was then known as Rexroad Grove.¹¹⁰ Since the early 1960s the Lincoln County Historical Society has maintained a sign interpreting the significance of this site.

Smart's Quality Meat building – 1316 NE Highway 101

¹⁰⁹ Gail Kimberling, "Oceanlake development settled later than other areas," *News-Times*, 10 February 1998.

¹¹⁰ Dr. Alfred M. Williams, "Followers of Jason Lee Celebrate Honeymoon," *Oregon Journal*, 30 August 1937.

Functional wood frame commercial building, front gabled moderately pitched roof. Appears to be structurally unaltered.

History – built sometime prior to 1937. By 1937 it was a butcher shop that also offered groceries, ice, and cold storage. Today it houses a second hand store operated by the local chapter of the **Kiwanis**.¹¹¹

Vanity Cleaners – 1646 NW Highway 101

Utilitarian wood frame flat roof structure, angled to accommodate lot size. Recent addition of a metal roof awning and brick facade below window level. Window placement and size appears to have been significantly altered.

History - Constructed prior to 1937. The first occupant of this building is believed to be Vanity Cleaners. It now houses **Stanley's Ice Cream**.¹¹²

2.2 - Resources Types: Built

The most common types of the major built historic resources in Oceanlake can be classified by the themes listed below. For a complete listing of themes as defined by the Oregon State Historic Preservation Office, refer to the *Handbook for Historic Preservation Planning in Oregon*.

Commerce and Urban Development

All of Oceanlake's surviving historic structures were built as the town sprang up as an automobile-oriented resort community.

Transportation and Communication

This category includes structures relating to the construction of the Roosevelt Military Highway (present-day Highway 101), commercial buildings constructed along the highway and possibly other resources that represent the role the automobile played in the evolution of Oceanlake.

Government/Community

Included are local and regional government structures and improvements such as municipal water systems, sidewalks, parks, street lights, and other like amenities. This also includes religious facilities such as churches, meeting halls, and fraternal lodges.

¹¹¹ "Historic Buildings and Places in Oceanlake"

¹¹² "Historic Buildings and Places in Oceanlake"

Culture

This category features cultural structures that functioned as community gathering places, including meeting halls, fraternal buildings, lodges, churches or other structures used for recreation.

Other

This broad theme includes tourist attractions, civic improvements, commemorative markers and monuments.

2.3 - Architectural Styles and Occurrence

Built resources may be essentially grouped into two types: residential and commercial. The following discussion of architectural styles is based on terminology used in *A Field Guide to American Houses* by Virginia and Lee McAlester.

2.3.1

Historic Residential Styles

Folk (National) -- (also called vernacular style). Houses in this style were built in the post-railroad era. Ease of transport enabled builders to use modern materials and building techniques, yet the style predates the railroad era. The basic form of a Folk house is rectangular with a gabled roof. Sometimes two squares or rectangles intersect to form an "L" or a "T." Folk houses were typically built with little or no attention to changing tastes and fashion and generally lack adornment.

Craftsman -- This is the most prevalent form of architecture in the residential areas of Oceanlake. This style was primarily inspired by the work of two California architects, brothers Charles and Sumner Greene. They practiced together in Pasadena from 1893 to 1914. Around 1903, they began to design simple Craftsman type bungalows. In contrast to earlier houses where servants were employed, bungalows were a simple, inexpensive and functional house. Craftsman designs were given much publicity in architectural publications and popular magazines such as *Good Housekeeping* and *Ladies Home Journal*. As a result, Craftsman bungalow pattern books were widely sold. Some even offered completely cut packages of lumber and detailing that were to be assembled on site by local labor. Nationally, Craftsman design began to fall from favor in the mid-1920s. Few were built after the 1930s. Most of the examples of Craftsman architecture in Oceanlake date from the mid to late 1920s.

Features of Craftsman design include a low-pitched gabled roof (occasionally hipped) with a wide, unenclosed eave overhang. Roof rafters are usually exposed and

supplemented with decorative (false) beams or braces underneath the gables. Porch roofs are supported by tapered square columns or pedestals that frequently extend to the ground level. In Oceanlake, none of the Craftsman homes have the typical large porch supported by columns. High winds and abundant rainfall probably made this design element impractical. A few of the Craftsman homes in Oceanlake may originally have had a large porch that was later walled in and converted to living space or simply enclosed.

Modern -- Most of the modern structures in Oceanlake are outside the temporal scope of this project. The few examples of modern architecture that are old enough to be considered historic are of the "Minimal Traditional" style. This was a compromise in style that came with the economic depression of the 1930s and became extremely popular after World War II. This style is very eclectic, borrowing architectural elements from a variety of styles but lacking in much decorative detailing. Modern styles will gain in significance as historic perspective on this period is reached.

2.3.2 - Commercial Styles

Oceanlake's historic commercial architecture can be grouped into two stylistic categories that reflect its development pattern.

Functional 20th-century Styles -- Except for the Craftsman-style rental cottages, there are few surviving commercial buildings built between 1924 and 1952 that have not been significantly altered.

Strip Development/Highway Architecture -- With the construction of the Oregon Coast Highway followed by the completion of the Salmon River Cutoff, Oceanlake experienced a short-lived commercial development boom. The start of the automobile age marks the beginning of a town geared toward the automobile.

2.4 - Non Built Historic and Cultural Resources

One of the goals of this project is to identify non built resources that are often overlooked in defining and maintaining the historic integrity of a community.

2.4.1 - Sites

Sites of historic and cultural importance include the location of human events such as early transportation routes, trails, and historic and prehistoric locations of significant events that no longer have any built resources.

2.4.2 - Views

Aside from the views on or near the beach, a wonderful panoramic view of the ocean and the Oceanlake section of Lincoln City can be enjoyed from the hillside just east of

Highway 101. This is a well kept secret that is most certainly overlooked by virtually all visitors to town.

2.4.3 Landscape Features

Landscape features are manmade spaces or features such as parks, gardens, irrigation systems, historic trees or specific plantings of note. In general, landscape features fall within the traditional legal descriptions of real property, being either wholly contained within a single tax lot or transversing a number of adjacent lots, such as the case of manmade waterways. There were no landscape features located during fieldwork for this project.

2.4.4 Monuments and Markers

Monuments include historic plaques and similar items.

2.4.5 Objects and Structures

Generally, these are large moveable objects and structures such as a locomotive or a boat. In the course of the fieldwork for this project, no such resources were located.

Section III - Evaluation

3.1 - Evaluation Process

Fieldwork

The resources and properties inventoried for this project were visited and visually assessed for their potential significance. Most of the resources were also photographed. Separate archival research was conducted to document as many resources as possible given the limited scope of this project.

Resources appearing to date after 1952 received no further evaluation.

Methodology

Following the identification of potentially significant resources through fieldwork and archival research, each property should be further evaluated for its historic significance and architectural integrity. This involves weighing each resource against the previously identified themes as outlined in section 1.4 of this historic context statement.

Significance

The base model for historic significance evaluation relies on the standards of integrity and significance set forth by the National Park Service and detailed in *Historic Preservation and the Oregon Land Use Planning Program*. Resources are evaluated as "excellent, good, fair, or poor" for their potential significance within the context of the following three broad categories:

Historic Association: Resources can be deemed significant that can be associated with a person, group, organization, or an event that has made a significant contribution to a community or is illustrative of a broad pattern of cultural, social, political, economic, or industrial history of a community, state, or nation.

Architecture: Examples of a particular architectural style, building type, convention, design or artistic quality that utilizes a particular material or construction method, or that has high integrity or rarity as one of the few remaining examples of a particular type, can be deemed significant.

Environmental: Important visual landmarks in setting, or an element in the continuity or character of the street, neighborhood or community can be assessed as significant.

Buildings that have been moved from their original location, religious properties, cemeteries and buildings less than 50 years old are generally not considered under the

National Parks Service criteria. Exceptions have been made for resources that have gained significance within the last 50 years.

Architectural Integrity

Potentially significant resources were evaluated for their architectural integrity, or their intactness or historic form and original construction materials. Three levels of integrity are used:

(1) *Intact/Virtually Intact*. This assessment is applicable to buildings retaining their original appearance and fabric, including massing, architectural detail, surface treatment, windows and doors.

(2) *Minimum Modification*. This rating is appropriate to structures that have undergone alterations that are reversible, or that they are in keeping with the construction technique and character with its period(s) of significance.

(3) *Major Modification*. The lowest rating of integrity is applied to buildings in which a high percentage of the original form and materials has been significantly altered with modern details to the point that its modifications detract from the original architectural continuity.

Ranking

Upon completion of an evaluation of integrity and significance, properties are to be divided into rankings of relative contribution within the historic context. A standard three-tier system was used to rank the inventoried resources.

Primary -- resources of high associative or architectural significance and integrity that played a substantial role in the historic landscape of the project. Primary resources significantly contribute to the understanding of the broad development patterns of Oceanlake and are also excellent examples of a specific period of architecture or are associated with notable figures who played an instrumental role in the region's development.

Secondary -- resources of some associative architectural significance that played a lesser but still important individual role in the historic landscape of the project area. Secondary resources are often virtually intact architecturally or display architectural modifications, but they represent less important aspects of development within the context.

Contributing -- resources that have little individual associative or architectural significance, yet provide a valuable contextual element within the historic landscape of the project area. Contributing resources usually

have been modified architecturally, yet do not diminish from the historic continuity of the landscape.

All historic resources included in the above survey are believed to be at least "contributing" to Oceanlake's historic context.

Views

As noted earlier, views play a significant role in maintaining the historic integrity of Oceanlake. All views have been assigned a "Primary" ranking.

3.2 - The Continual Survey Process

This context statement and survey mark the beginning of an ongoing process that should be revised and reassessed on a regular basis. Surveys by their very nature have limitations and should not be considered final.

Temporal restrictions prevent a review and assessment of the majority of the resources built in Oceanlake since 1952. While this survey was a sincere endeavor to fairly access all potentially significant resources, it is conceivable some may have been missed. Cultural and personal bias can unknowingly hinder one's ability to accurately assess historic and recent trends.

Change in development will further necessitate re-visiting and revising of this survey. The history of the Oceanlake section of Lincoln City is a history of change -- buildings, sites and the area's residents are unquestionably dynamic. Resources are, in all likelihood, prone to shift from one ranking to another, either gaining or losing significance.

Section IV: Treatment

In communities with a tourist-based economy such as Lincoln City, historic integrity and character are increasingly important in any endeavor to become a desirable destination for visitors. This historic context statement and survey marks Lincoln City's second systematic attempt to inventory and assess the historic resources of the Oceanlake section. It also marks a step toward fulfillment of Goal 5 of Oregon's Statewide Land Use Planning Program.

The following suggestions, combined with the overall Land Development ordinance, could aid Lincoln City in protecting and retaining the historic resources of Oceanlake. With this beginning, a balanced management of historic resources and character can be developed and maintained for Oceanlake and, perhaps one day, for all of Lincoln City.

4.1 General Recommendations

Both harsh climatic and economic conditions have taken their toll on Oceanlake. Unfortunately, many of the original commercial structures from the 1920s have either been razed or altered from their original appearance to be beyond recognition. First and foremost, efforts should be directed at preserving the remaining historic sites and structures. Interpreting Oceanlake's history in an outdoor setting should also be considered. In looking to the future, a means to shape development in a manner sensitive to Oceanlake's history while meeting the needs of tourists, business people and residents should also be given some consideration.

These are in no particular order:

1. Install interpretive kiosks on the sidewalks of Highway 101 that outline the history of Devil's Lake Park, Raymond and the highway.
2. Install historic interpretative panels at beach access points.
3. In conjunction with pedestrian-friendly improvements, create a walking tour with accompanying brochures and site markers that could be administered by museum staff, local Oceanlake businesses and/or volunteers. The residents and visitors with the greatest knowledge and appreciation for this neighborhood are those who have walked it. By installing the infrastructure necessary for an inviting, pleasurable walking experience, pride and appreciation among those who live and visit there will increase.
4. Acknowledge the highway corridor area as an historic district. Sign it accordingly and install an entryway that is visible from Highway 101 that acknowledges visitors' entry to what was called Devil's Lake Park and Raymond.

5. Encourage owners of historic buildings to place them on the National Historic Register.
6. Devise and institute a locally based program (either by the city or the museum) to acknowledge historic preservation efforts of individuals and businesses in the community.
7. Obtain land high on the hill east of Highway 101 and construct a small viewing area with parking and a telescope.
8. Construct walk/bike paths or special sidewalks that connect public parking lots on both sides of Highway 101 to the beach access areas.

4.2 - Regulatory Actions

Creation of an Historic District

Lincoln City should consider adopting an historic preservation ordinance (or ordinances) that includes a designation of the 101 corridor through what was Devil's Lake Park and Raymond as an historic district.

Design Guidelines

With historic designation and much public input should come the adoption of a set of design guidelines. They should clarify acceptable practices for new construction and extensive remodels of existing structures (section 2.3 of this document identifies these styles). It should be emphasized that the overall aim of the guidelines is not to turn back the hands of time, stop growth, or require all the buildings to look alike. The goal of these guidelines should be maintaining the historic character and architectural styles of Oceanlake. In other words, the goal should be to protect and enhance the historic integrity of this unique area.

The proposed design guidelines should also provide suggestions for the placement and design of incidentals and accessories such as fencing, utility connections and satellite dishes.

Creation of a Citizen-based Historic Architecture Committee

A citizen-based architectural and/or historic review committee that works with the city planner in an advisory role to the City Council should be formed. This committee should assume responsibility for the inclusion of this and any subsequent surveys into the city's planning process. It should also administer the adopted design guidelines by reviewing construction and remodeling plans submitted by homeowners and contractors for projects within the boundary of this or any other historic districts in Lincoln City.

The citizen's review committee and the Lincoln City planning department should make information on the historic designation and the design guidelines readily available to the public. Perhaps a pamphlet should be circulated to all citizens potentially affected by these actions. An informational notebook should be kept on file in the planning department and made readily accessible to citizens and contractors contemplating a construction or remodeling project. This notebook should contain architectural information, along with numerous historic and contemporary photos that illustrate both acceptable and non-acceptable practices.

4.3 - Government Owned and Controlled Resources

The resources inventoried and assessed in this study make up a fraction of the character of Oceanlake. The Oceanlake section of Lincoln City is the totality of all of its parts. Much of this area's land and streetscape features such as roadways, parking lots, sidewalks, street furniture, manhole covers, grates, signage and a variety of other elements, while not included in this inventory, without doubt contribute to its character. As these features are changed, removed and or otherwise altered, the character of Oceanlake will be affected. The urban renewal department, city planning department and/or the citizen's review committee should have the opportunity to comment on these changes that so often go overlooked.

Some of Oceanlake's land and streetscape is owned and controlled by various government agencies. The urban renewal department, planning department and/or the citizen's committee should strive to forge agreements with other agencies to maintain the character-defining features of Oceanlake's infrastructure.

These features include but may not be limited to:

1. Signs - street, directional and informational -- A standard design for new and replacement installations should be adopted that requires adherence from the city's public works department. Outside agencies such as Lincoln County Public Works and ODOT should be informed of the standard and encouraged to follow suit.
2. Roadways and street furniture -- Standards should be set for road materials, sidewalks, curbs, utility features, benches, drinking fountains, monuments and other items that may have an impact on the character of Oceanlake.
3. Surrounding landscapes -- Development along the 101 corridor and any of the nearby undeveloped hillsides under the jurisdiction of governmental agencies should be closely monitored.

4.4 - Viewshed Protection

The adoption of this inventory will expand with the recognition of its protection efforts to include viewsheds. Viewshed properties may contain property of little

intrinsic historic merit but were included for their ability to relate the historic character of Oceanlake.

In the course of this project, an attempt was made to identify various significant viewsheds in Oceanlake. However, a comprehensive survey including assessment of the diversity of view factors such as land, sea and streetscapes will provide data for a graphic definition of each viewshed and aide in the development of management strategies.

The viewshed protection suggestions for consideration listed below are based on the *Management Plan for the Columbia River Gorge National Scenic Area*, adopted October 15, 1991. They are for resources within Lincoln City and its urban growth boundary.

1. Limitation on building elevation, requiring more stringent control or site improvements on higher, more visible, properties.
2. Increased shading and landscape standards with the goal of screening new projects from view.
3. Stringent limitations on permissible building materials, particularly roofing, to promote non-reflective surfaces that blend into the background.
4. Building footprint limitations, encouraging small massing or varied roof lines that can hide beneath existing foliage, or requiring the planting of compatible tree cover (most notably the Oregon coast shore pine) that will screen new development.
5. Prohibitions on development with corridor setbacks and stringent tree removal standards to avoid destruction of street canopies.
6. Down-zoning to limit density on particularly sensitive parcels.
7. Out-right acquisition of development rights through easements or purchase of open space maintenance and viewshed protection.
8. Acquisition of property, either by the city or in conjunction with outside agencies, to retain the character of the viewshed.

4.5 Future Areas of Study

Temporal limits for this project have been set at 1836, when the Reverend Jason Lee penned the first written description of the area. Given this starting point, this project, for the most part, lacks documentation of pre-historic native sites or later archaeological areas that could possibly yield some information regarding the area's pre-history.

Geographically, this study was principally confined to what was Raymond and Devil's Lake Park. A study of each of the towns that consolidated into Lincoln City should be conducted. Many residents of Lincoln City continue to rely upon the original town names to identify sections of Lincoln City. Each of these communities had a unique history, yet the circumstances of their development is much the same. A citywide project would aid city planners in their efforts at preserving and enhancing the character of each of these communities and increase the understanding of Lincoln City as a whole.

About the Author

Steve M. Wyatt is a life long resident of Oregon. His passion for the Oregon Coast was sparked after spending several summers with his grandparents at their home on the Siletz River and later on the Siletz Bay in the 1960s and 70s.

Wyatt attended public schools in Roseburg. After working for many years in Southern Oregon sawmills and plywood mills, he graduated with a Bachelors Degree in History at University of Oregon and a Masters Degree in Museum Studies at Oregon State University.

Wyatt was Curator at the Lincoln County Historical Society in Newport from 1993 to 2001. While there he researched wrote the *Bayfront Book*, a collection of stories written for the *Bayfront* magazine, and several other publications. He wrote a regular column for the *New-Times* and has written articles appearing in *Oregon Coast* magazine and the *Oregon Historical Quarterly*.

Currently he resides in Medford where he is Curator of Collections at the Southern Oregon Historical Society.