

VISIT THE

Oregon Coast



400 MILES OF AIR-CONDITIONED BEAUTY

Your Official Guide to
THE OREGON COAST
DEL NORTE COUNTY, CALIFORNIA,
and
PACIFIC COUNTY, WASHINGTON



You are invited to travel this safe, low altitude, all-year highway through air-conditioned vacation land. Along the way you may enjoy mountains that rise from the sea; cool, clear streams; sky-blue lakes; great sand dunes; wild flowers; publicly owned beaches—the endless march of the sea.

Extremes of heat and cold are unknown along the coast. Spring and summer are cool and colorful with wild flowers; autumn is a season of sunny days, golden sunsets and cool nights. Winter brings intermittent storms piling mountainous waves high on rocky shores. Whatever the season of your visit, there will be something worthwhile to see; something different to do.

U. S. HIGHWAY 101
WASHINGTON

NORTH BOUND MOTORISTS TURN TO LAST PAGE
AND USE GUIDE IN REVERSE ORDER

RAYMOND—U. S. Highway 101 touches the sea at **470.5** this point. Largest city on Willapa Bay.

MOUNTCASTLE MOTEL—26 DeLuxe accommodations. Conveniently located. Rates \$6.00 up; Phone 88. Mr. and Mrs. Paul Mountcastle. Recommended by Best Western Motels and AAA.

(Copyright applied for)

SOUTH BEND—A thriving lumber center in the heart of the beautiful Western Washington recreational area. **466.5**

OCEAN PARK—On North Beach peninsula in the center of the world's longest driving beach. Surf and sun bathing, golf, clamming, crabbing, fishing, oyster canneries, airport.

SUNSET VIEW COURT—Ocean View, Ultra Modern. Clamming, Fishing, Crabbing; Phone Stacey's Mission 3-8471.

LONG BEACH—15 miles from the ferry landing on the world's longest driving beach. Beach sports, clamming, crabbing, fishing, golf and other activities.

SEAVIEW—A good road leads from here to Fort Canby and North Head on the Ocean side and to Ilwaco on Baker Bay.

MEGLER—Along the North Shore of the Columbia just above the mouth. Ferry connection with Astoria, Oregon.

THE COLUMBIA RIVER—Crossed by fast ferry. Frequent schedules.

Miles South
of Astoria

OREGON

Miles North of
Crescent City

0.0 ASTORIA—(Pop. 12,331). The first American settlement on the Pacific Coast, established in 1811 as a fur-trading post, is today home of the great Tongue Point Naval Base. Also a permanent Maritime Fleet Reserve Base. Airline Service.

CHAMBER OF COMMERCE three blocks south on 14th Street. Information on points of interest, fishing, hunting, and visits to salmon canneries.

ASTOR COLUMN—125 foot column on Coxcomb Hill depicting early history of this area. Observation platform on top.

ASTORIA SALMON DERBY August 30 through Labor Day, every year.



JOHN JACOB ASTOR HOTEL—Astoria's finest, 150 rooms. Fireproof. One block from Ferry Landing. Delightful food at reasonable prices in Salmon Derby Lounge.

Famous "FUR TRADER LOUNGE" features authentic Cocktails, Charcoal Broiled Prime Steer Steaks, Choice Columbia River Salmon, Unexcelled Cuisine. Dancing Friday and Saturday nights in Astor room. Rates, double \$4.00 up. Guyon Blissett, Manager.

ELLIOTT HOTEL—On 12th street—center of shopping and the theater district. Modern hotel, moderately priced. Five minutes from ferry, crossing to U.S. Highway 101 in Washington.

3.5 YOUNGS BAY—Ship anchorage. **409.0**

LEE MOTEL—1 mile south of Young's Bay Bridge. Steam heated, carpeted floors, quiet, pleasant surroundings.

5.6 LEWIS AND CLARK RIVER—On the west bank of this river, two miles upstream, the Lewis and Clark Expedition spent the winter of 1805-06 in quarters they called Fort Clatsop. **406.9**

10.0 WARRENTON JUNCTION—Road north to Warrenton, Point Adams and Fort Stevens. **402.5**

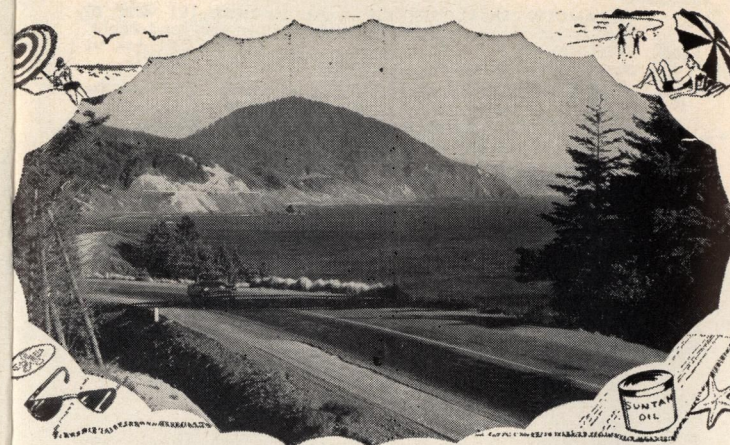
WARRENTON—(Pop. 1,896). "The City With a Future"—Fishing, lumber, agriculture. CHAMBER OF COMMERCE in City Hall.

18.3 GEARHART—(Pop. 568). ½ mile west along the sea shore, beach resort area. Golf course. **394.1**

GEARHART HOTEL & APTS.—On the Beach. Modern appointments. Golfing, Riding; Seascape Dining Room features delightful food. Specializing in Charcoal Broiled Prime Steaks and Seafood.

DRIFTWOOD LOUNGE—for Relaxation, Friendly atmosphere, Cocktails of distinction.

19.2 GEARHART—½ mile west. **393.3**



21.6 SEASIDE—(Pop. 3,886). A two mile concrete beach promenade, surf and sun bathing, fishing, hiking, riding, golf, tennis and indoor amusements. Entertainment features that have developed over a period of years make Seaside unrivaled among beach resorts of the Northwest. The many motels, apartment cottages and restaurants offer rates to fit any vacation budget. Annual Miss Oregon Contest. **390.9**

CHAMBER OF COMMERCE—20 North Columbia Street maintains housing and information bureau.

CITY CENTER MOTEL—First Ave. and Columbia St. 400 feet from Ocean, Beauty Rest beds. Room phones. Free radio. AAA approved. Member Best Western Motels.

PHILLIPS CANDY KITCHEN—"Serving the Oregon Coast Since 1897". Unexcelled quality, Salt Water Taffy prepared daily, We'll wrap and mail anywhere.



SEASIDE AQUARIUM—Many strange and beautiful deep sea creatures displayed amid natural surroundings. HOME OF THE TRAINED SEALS. On the promenade 2 blocks north of TURN-AROUND.

SEASIDE SWIMMING POOLS—SWIM in our Heated Indoor Pools, Purified Water. Suits and Towels for rent. All sizes. SKATE—Too, on our Maple Floored Roller Rink, shoes and skates available. Reasonable rates. Located in Center of all Activity, at the Turn-a-Round.

THE TIDES BY THE SEA—Modern, Old English, furnished 5-room apartments, heated and with fireplaces; also heated rooms. Beach Drive at Avenue U. Telephone 435.

ANCHOR COTTAGES—Singles, Doubles, Family Groups. Children Welcome. Ocean View. Patio. 1 block Business Center and Beach. 248 So. Columbia, Phone 281.

21.9 SALT CAIRN—Used by Lewis and Clark to get salt from sea water; near the beach. **390.6**

26.7 CANNON BEACH-ECOLA JUNCTION—WATCH SIGNS. FOLLOW OREGON COAST HIGHWAY U. S. 101. State Highway No. 26 east to Portland 76 miles. **358.8**

29.3 ECOLA STATE PARK—Road north to magnificent scenic park area. Picnic tables and fireplaces. Superb view of the Pacific. **383.2**

29.7 CANNON BEACH—(Pop. 721). An all-year resort located on a 9-mile stretch of wide, picturesque beach with the unique "Singing Sands." Fishing, crabbing and clamming. Stores, restaurants, cottages and trailer courts.

The schooner "Shark," U.S.N., was wrecked on attempting to leave the Columbia River September 10, 1846. Part of her deck and a small iron cannon drifted ashore near here, thus giving the name to Cannon Beach. The cannon and the capstan are standing a short distance south of town.

THE WAVES COTTAGES—Ocean front, foot of 2nd avenue. Steam Heated, Fireplaces, Electric Kitchens. Chuck and Nellie Carr, Hosts. Phone 205.

CHICKEN SNACK & DELICATESSEN—Breakfast, lunch and dinner, 6 a.m. to 10 p.m. "Home Cooked Food." Division street, at Beach Drive.

30.7 HAYSTACK ROCK—A well known landmark, 235 feet high, just offshore. Accessible at low tide. **381.8**

31.7 TOLOVANA PARK—Post office, store, cottages. **380.8**

36.4 ARCH CAPE—Post office, store, cottages. **376.1**

37.1 ARCH CAPE TUNNEL— **375.4**

40.5 SHORT SANDS BEACH PARK—Good trail leads west to the beach. Picnic tables and fireplaces. **372.0**

41.0 SAM REED BRIDGE—Dedicated to the man who pioneered construction of this route. **371.5**

42.4 NEAHKAHNIE MOUNTAIN VIEWPOINT—530 feet above breakers, magnificent seascape. **370.1**

A mountain of romance. In the lore of the Indians, this glyphic rock was the home of Ekahni, the God of the Nehalem Indians. There are tales of unearthed arrowed stones, supposed to direct the way to unfound chests of gold, buried on its south slope by buccaneers, many, many, years ago. Too, there are authenticated stories of the sands at its foot yielding lumps of beeswax, in which figures and letters had been carved.

NEAH-KAH-NIE GOLF COURSE—"Every Hole an Ocean View". Rental Clubs. John Memering, Pro.

44.4 NEAHKAHNIE—One mile west on broad, clean protected beach. From the beach is a spectacular view of Neahkahnie Mountain. **368.1**

44.8 MANZANITA—(Pop. 339). Road west to beach resort. Seven mile stretch of beach in lee of Neahkahnie Mountain in setting of fir, spruce, pine trees and manzanita. Fishing and clamming. Tourist information—Office of Laneda, Inc. **367.7**

BANKSGROVE RESORT—Secluded Beautiful Grounds. Popular Motel and Apt. Suites.—Social hall, Private Beach Plunge, Game Courts, Modern Trailer Park and Camp Grounds. Route 1, Nehalem, Ore.

LANEDA, Inc.—Ben S. Lane. Insurance of all kinds. Real Estate Broker. We will gladly show you any description of property you desire. Information center.

46.7 NEHALEM—(Pop. 300). "Visit the Old Fishing Village" on the Nehalem River. Free Launching Ways. No license required for River Bottom or Surf Fishing. Adjacent to age-old Sand Dune playground. Boats, Motors and Tackle available. ANNUAL NEHALEM WATER FESTIVAL, featuring the Nehalem Water Dogs, a group of youngsters noted for their prowess on Water Skis. Safe waters for Outboard and Inboard Boating. Golf Course nearby. **365.8**

MERLE F. FERRELL, BROKER—Real Estate, Insurance. River and Beach Homes. Phone 123M.

47.3 NEHALEM RIVER—Salmon, steelhead and trout. **365.2**

48.2 NEHALEM JUNCTION—Paved highway north to upper Nehalem river; excellent fishing. **364.3**

49.1 WHEELER—(Pop. 300). Overlooking beautiful Nehalem Bay. Salmon and Trout Fishing, Clamming and Crabbing. Easily accessible. Boats, Motors and Tackle available. Free Boat Launchways. Custom Cannery. Center of interesting Recreation and Health area. Home of the famous Rinehart Clinic. **363.4**

CITY CENTER MOTEL—Comfortable, quiet, modern apartments at rates you'll enjoy. Watch for sign. Your hosts "The Kleins", Phone 2952 Nehalem.

52.2 BRIGHTON—Salmon, flounders, clams and crabs. **360.0**

"COAST-WAY ALL THE WAY"



55.4 MANHATTAN—A beach resort. Post office, stores, cottages, restaurants. Miles of beach. **357.1**

56.1 LAKE LYTLE—A water fowl refuge. **357.0**

56.9 ROCKAWAY—(Pop. 1027). Surf bathing, horseback riding, natatorium, dance pavilion, stores, cottages and cafes. Miles of wide ocean beach. **355.6**

57.4 TWIN ROCKS—(Pop. 430). Post office, stores. Wide beach for surf bathing. Named for arched rocks right off beach. **355.1**

60.4 BARVIEW—At entrance to Tillamook Bay. All-year salt water fishing from rock jetty extending one mile seaward. Easily accessible. Stores, service station, tackle shop, cottages and trailer space. **352.1**

62.4 GARIBALDI—(Pop. 1,249). Lumbering town on Tillamook Bay. Clamming, crabbing, fishing. **350.1**

63.6 MIAMI RIVER—A good trout fishing stream. **358.9**

66.9 BAY CITY—(Pop. 761). Oysters, clams and crabs plentiful. **345.6**

70.3 KILCHIS RIVER—A scenic trout stream. **342.2**

71.8 WILSON RIVER—Salmon, steelhead and trout. **340.7**

73.1 TILLAMOOK—(Pop. 3,685). County seat. Home of famous Tillamook cheese. Central to rich dairy section. Hub of vast recreation area. Ocean beaches north, south and west. Golf course 4½ miles north. **339.4**

VISIT OUTSTANDING PIONEER MUSEUM AND NATURAL HISTORY EXHIBIT. Admission free.

OREGON COAST ASSOCIATION OFFICE—Suite 200, Tillamook County Courthouse, Coast and Highway information.

CHAMBER OF COMMERCE—2105 First Street.

EL RANCHO MOTEL—Half mile North of City Center, Hiway 101 Tillamook's newest and most modern court. Some kitchens. Lounge. Telephone VI 2-2483. Dorothy and Shorty Donovan.



GABBY'S DRIVE IN—"Home of the Kingsize Hamburger". Ample parking. Friendly Service, Car or Counter, Home Baked Pies, Always Fresh Coffee.

FERN CAFE—Serving Fine Food for over 25 years. Featuring Broiled Steer Steaks, Ocean Fresh Seafood, Cool Crisp Salads in interesting PHOTO-MURAL DINING ROOM, home of "COAST FAMOUS" Salt and Pepper Lounge and Original "TRAIN BAR"—For Unexcelled Cocktails.

TILLAMOOK SHELL SERVICE—(At Junction 101 and 6) Shelllubrication, Tires, Tubes, Batteries. Open Day and Night. FREE PARKING for Tourists while you Shop or Eat. Ask us about Fishing, Crabbing, Clamming.

DUTCH MILL RESTAURANT—One of the Largest on the Coast. Ultra Modern. Features Char-Broiled Prime Steaks and Hamburgers, Complete Seafood Dinners. Crisp Salads, Fountain Service, Center of Town. ASK ANYONE.

SUNSET SERVICE—Your Tillamook Chevron Gas station and dependable DODGE-PLYMOUTH dealer. Your "Host on the Coast" on North Bound 101. Complete Automotive Service.

THE TOWN CLUB—Hiway 101 at First St. Featuring Choice Steaks, Chicken and Seafood. Typically "WESTERN LOUNGE" Friendly Service. Tourist Information. Your Hosts, "The Holdens."

HOTEL WINDSOR & TOURIST CABINS—Scrupulously Clean and quiet. Good Beds. Kitchens in Cabins. Close in. Phone VI 2-4468.

VICTORY HOUSE—One of the Coast's Finest Dinner Houses. Home of the Unique "Kennel Room", for Comfortable Diversion. 1 mile south of old Highway 101, Open 6:00 p. m., Closed Mondays.

JUNCTION—State Highway 6 at Third Street. The Wilson River route east to Portland 76 miles.

NETARTS-OCEANSIDE RECREATION AREA—You are invited to spend a few hours in this area of friendly folks, where recreation and relaxation is unlimited. You'll find Bay and Surf Fishing, Excellent Clamming and Crabbing. Boats and Motors available at moderate rates. No license required. Excellent swimming in Bay and Surf along sloping Sandy Beaches.

Interesting local headlands permit panoramic view of offshore Sea Lion feeding grounds and U. S. Bird Refuge.

Comfortable Modern Motels and Cottages. Most with kitchens. Stores, Tackle Shops, Restaurants, Gift shops, Service Stations, Trailer Parks, and Overnight Camping Facilities.

Six (6) miles west on Highway 310—Starting at Junction of Highway 101 and 3rd Street in Tillamook.

75.3 TRASK RIVER—Steelhead and trout. **337.**

75.5 FORMER NAVAL AIR STATION (BLIMP)—Hangers are world's largest wood structures. 1080 feet long, 300 feet wide, 195 feet high. **337.**

85.6 SANDLAKE JUNCTION—15 Mile Loop Road West and South connects again with 101 just South of Pacific City. Sand Lake noted for fine Flounder and Perch Fishing. No license required for these Salt Water species. Island Park and Picnic Grounds. Visit TIERRA DEL MAR—well known family Seashore Resort area, on wide sloping sandy beaches. Modern Cottage accommodations. Surf Fishing, Stores, Service Stations, Trailer Space, Camping Facilities. NORTHERN GATEWAY to Pacific City-Woods Recreation Area. See Famous Cape Kiwanda, Nestucca Rivers, Sand Dunes. Bay and Rivers noted for Salmon, Trout and Steelhead Fishing. **326.**

89.3 BEAVER—A trading center on Beaver Creek, adjacent to fishing, hunting and camping area. **323.**

93.2 NESTUCCA RIVER—Excellent salmon, steelhead and cutthroat trout fishing. **319.**

94.0 HEBO—Junction of State Highway 22 to Portland and Willamette Valley points. Interesting fish hatchery 1.5 miles east. Visitors welcome. **318.**

COAST HIGHWAY CABINS—Modern Cottages. Shell Gas & Oil—Sporting Goods—Year Round Fishing—Phone R. B. Vincent—Cloverdale 532.

HEBO RANGER STATION—Information on Forest camps.

96.6 CLOVERDALE—(Pop. 200). In rich Nestucca Valley. Central to good all-year fishing. **315.**



99.1 PACIFIC CITY-WOODS JUNCTION—15 Mile Loop **313.4**

Road to renowned Recreation and Resort area, located on Famous Nestucca Bay and Rivers. Noted for Salmon, Trout and Steelhead Fishing. Bay provides Clamming, Crabbing. Ocean Beaches for Bathing and Surf Fishing. Offshore Trolling. Boats, Motors and Tackle available at Moorages. Modern Cottage Accommodations—Stores. Tackle Shops, Service Stations, Custom Cannery. SOUTHERN GATEWAY to Famous Cape Kiwanda, Tierra del Mar and Sand Lake Resort Area. Phenomenal SAND DUNES adjacent to Highway, Beach and Rivers. STATE OWNED AIRPORT in Center of Pacific City—Home of the World Famous Annual Fly-in FISH FRY.

101.1 LITTLE NESTUCCA RIVER—A popular stream for salmon, steelhead and cutthroat trout. **311.5**

107.1 NESKOWIN—(Pop. 100). With Proposal Rock a bar-ricade to the rolling surf, sheltered by giant spruces, the sandy beach offers ideal wading and bathing for children. Picnic and trailer park. Golf course. **305.4**

NESKOWIN INN—On the beach opposite Proposal Rock. Excellent accommodations, quiet, comfortable. Dining room overlooking sea serving delightful food. Good surf bathing, fishing, riding and golf. Mr. and Mrs. A. N. Pierce, operators.

110.7 NESKOWIN CREEK FOREST CAMP—A nice camping spot on the shore of Neskowin Creek maintained by the U. S. Forest Service. **302.0**

118.7 OTIS JUNCTION—Oregon Coast Highway makes turn. WATCH SIGNS. FOLLOW U. S. 101. State Highway 18 to Portland and valley points. **293.8**

122.3 WECOMA BEACH—Store, post office, golf course. **290.2**

LISTON LODGE—Just north of Dorchester House. Ocean view. Modern cottages, kitchenettes if desired, refrigerators. Comfort, hospitality assured. P. O. Oceanlake. Phone Delake 3357.



THE DORCHESTER HOUSE—"COAST'S FINEST RESORT HOTEL". Modern Decor. Seascape Dining Room and Coffee Shop feature Fine Foods. Open All Year. Moderate Rates. Home of the TERRACE LOUNGE. Superb Ocean View. Glass Shielded Cabana invites delightful Outdoor Relaxation, with Cocktails as you like them. Kenneth Taylor, Mgr., Tel. Delake 3731 or Write P. O. Box 308, Oceanlake, Ore.

123.8 OCEAN LAKE—(Pop. 700). A popular resort between the ocean and Devils Lake. Agate beach. Bathing, boating; catfish and bass in the lake. **288.7**

124.7 DELAKE—(Pop. 644). Around the spillway of Devils Lake, adjacent to the beach. **287.8**

126.3 NELSCOTT—(Pop. 300). A beach town on Highway 101. Center of a delightful pleasure land. **286.2**

127.6 TAFT—(Pop. 450). Located on Siletz Bay. Stores, restaurants, garages, hotel, cottages. Beach; boating and fishing in the Bay. **284.9**

ESTER LEE APARTMENTS—Each with ocean view. Apartments to accommodate from one to eight persons. Carrie A. McClanahan. Phone 2571. Taft, Oregon.

GRANDVIEW APARTMENTS—Right on the Ocean, just off the highway. Quiet, Comfortable, Electric Heat, Fireplaces. For Two \$7 to \$12. Mr. and Mrs. Rodney A. Kimball, Phone 2579.

128.2 CUTLER CITY—(Pop. 380). Post office, stores, service stations, etc. Beautiful displays of wild rhododendrons in this vicinity. **284.3**

130.0 KERNVILLE—Highway crosses the Siletz River, a stream famous for its cutthroat and salmon fishing. **282.5**

132.0 GLENEDEN BEACH—Residential resort area. **280.5**

134.2 LINCOLN BEACH—Miles of smooth bathing beach. **278.3**

136.4 BOILER BAY STATE PARK—Rocky coastline. **276.1**



PANTLEY'S—Ultra Modern Accommodations for Discriminating Guests. Seascape Lounge features Dinners "a la Gourmet". Unexcelled Cuisine.

PAGAN HUT—For your Relaxation. Thrill to the exotic Beauty of a Tropical Jungle, with pounding Surf at your feet. Enjoy Cocktails of Distinction.

137.4 DEPOE BAY—(Est. Pop. 500). Overlooks rockbound bay and picturesque cove-harbor. Spouting horns, marine gardens, caves and colorful shore. Unexcelled deep sea fishing. Custom cannery. Annual Fleet of Flowers Ceremony, Memorial Day. **275.1**

WALT'S SHACK—In Depoe Bay it's Walt's Shack for that GOOD HAMBURGER, Coney Islands, Coffee, Soft Drinks and Ice Cream.



TRADEWINDS TROLLERS—QUIT WISHIN'—GO FISHIN' with TRADEWINDS. DEEP SEA FISHING on modern sport cruisers. Phone 42.

CASSERLY'S—Unusual and Distinctive HAND WOVEN Creations. Skirts, Blouses, Stoles, Designed for YOU, by YOU. Finest grade Cottons, Wools, Rayons. Visit our Showroom. See our Hand Looms operated. Prices you'll enjoy.

"PACIFIC TREAT" CUSTOM CANNERY—Featuring Salmon, Smoked or Spiced. If you don't Catch It, We Have It. Shipped the World Over.

139.3 WHALE COVE—A gem of the ocean in a setting of forest and colorful eroded cliffs. **273.2**

139.6 ROCKY CREEK STATE PARK—Rocky shoreline invites surf fishing. Picnic facilities, rest rooms. **272.6**

139.8 ROCKY CREEK BRIDGE—Memorial to Ben Jones, early proponent of this Coast Highway. **272.8**

140.7 OTTER CREST—On Cape Foulweather. An outstanding promontory of the coast, 500 feet above the breakers. Miles of rugged coastline visible from the crest. **271.8**

142.0 OTTER ROCK STATE PARK—Half mile west. The Devils Punch Bowl. Picnic area. Marine gardens. **270.5**

THE OREGON COAST HIGHWAY

THE OREGON COAST ASSOCIATION has made this and other COAST literature available for your use. The members displaying the official membership emblem of THE OREGON COAST ASSOCIATION merit your patronage.

PLEASURE DRIVING TIME

To aid you in fullest enjoyment of motor-ing this high-way, the time schedule below is recommended for speeds consistent with safety, comfort and enjoyment of the passing scene.

Astoria-Seaside
30 minutes

Seaside-Tillamook
1 hr.25 mins.

Tillamook-Otis Junction
1 hour

Otis Junction-Newport
50 minutes

Newport-Waldport
25 minutes

Waldport-Florence
55 minutes

Florence-Reedsport
30 minutes

Reedsport-Coos Bay
50 minutes

Coos Bay-Coquille
25 minutes

Coquille-Bandon
45 minutes

Bandon-Port Orford
40 minutes

Port Orford-Gold Beach
1 hour

Gold Beach-Brookings
1 hr. 20 mins.

Brookings-Crescent City
45 minutes



When in ASTORIA

Visit the Home of
Nationally Famous

Bumble Bee SEAFOOD



Columbia River Packers Assn., Inc.

HIGHWAY 101 AT GEARHART OREGON TRAIL — TRADING POST —

- "Distinctively Different - Highly Educational"
- Cobra Garden** — Largest and finest display of LIVE reptiles in the Northwest. A World-wide collection. Guided tours daily.
 - Gift Shop** — "Browse at your leisure." Selective creations from Mexico, Indian Art of interesting age, Shell Handiwork par excellence, colorful Wood Novelties, Pottery, Rugs.
 - Restaurant** — "Grade A" Fine Food at moderate prices. Fast friendly service.
- WATCH FOR SIGNS —

You are cordially invited to visit The World's Largest CHEESE KITCHEN



Tillamook, Oregon

Conducted Tours 9 A.M. to 4 P.M. Daily

NEWPORT County Seat of Lincoln County

Unexcelled recreation area offers bay and ocean bathing, clamming, crabbing, rock oysters, sport fishing and beach agate hunting. Second largest lumber shipping port in the world. Center of commercial fishing and ocean crab packing plants. Commercial oyster beds.

Land of Hospitality Unlimited!

Visit the fabulous Sea Lion Caves Home of the Steller Sea Lions



Trips taking 30 to 40 minutes can be made into this natural wonderland immediately upon arrival. No special clothing necessary. Gifts, souvenirs, curios. Clean rest rooms in building.

39 Miles South of Newport
12 Miles North of Florence

To fully enjoy your visit see all SEVEN Oregon Coast Counties, DEL NORTE COUNTY in California and PACIFIC COUNTY in Washington.

147.8 NEWPORT AND AGATE BEACH RECREATION 261.6 AREAS

Recreational center favored with combination of sheltered harbor and wide ocean beach. Surf and sun bathing, boating and fishing. Bay and deep sea sport fishing available on modern sport cruisers. Golf course, marine gardens, Yaquina Head lighthouse. Renowned crab and oyster center, and one of the few places in the world where rock oysters are found abundantly. Exposed, year-round agate-bearing gravel beds. One of the largest commercial fishing ports on the Oregon Coast. Crab- and fish-packing plants invite your inspection. Yaquina Bay Harbor at Newport, second largest lumber shipping port in the world. Newport's modern stores, cottages and motels cater to the year-round vacationist. For tourist accommodations, write: NEWPORT TOURIST, 504 N.W. OLIVE ST., NEWPORT, OREGON.

NEWPORT MANOR MOTEL—On Hiway 101. Close to everything. Three blocks north of Yaquina Bridge. All new, first class. Electric heat. Beautyrest beds. Telephone 425-W.



TRADEWINDS TROLLERS
QUIT WISHIN'—GO FISHIN' with TRADEWINDS. DEEP SEA FISHING on modern sport cruisers. Phone 520.

151.6 YAQUINA BAY STATE PARK—At north end bridge. 260.9
Rugged coast line, stunted tree growth and old rhododendron trees. Lighthouse built in 1871. Picnic facilities, rest rooms.

BEAVER CREST LODGE—"Hospitality Unlimited" ½ way between Newport and Waldport. Modern Guest Rooms. Recreation area. Dining room overlooking excellent Fishing Stream, features fine food at Moderate Prices. Relax in new BEAVER LOUNGE. Rates, Double, \$5.00 up. Leonard and Ruth Skelton, Hosts. Ph. Waldport 963.

161.3 SEAL ROCK—Stores, restaurants, service stations, 251.2 cottages. Interesting, rugged coast line. Fishing.

SEAL ROCK STATE PARK—Adjacent to Highway.

166.6 WALDPORST—(Pop. 750). 18 miles of accessible Sandy 245.9 Beaches. Abundance of Razor and Bay Clams. Crabbing. Safe Bathing. Excellent accommodations by the Sea. Famous for Coast Agates—just pick them off the Beaches. Year round Fishing—Cutthroat and Harvest Trout, Chinook and Silverside, Steelhead Salmon, Sea Perch, Flounder, Herring, Grunion may be caught in Surf, and at Mouth of Alsea Bay. ANNUAL WALDPORST-YACHATS SILVERSIDE SALMON DERBY—October 6th. For information, write Waldport Chamber of Commerce.

ENTERING WALDPORST-YACHATS RECREATION AREA

ALSEA FISHING LODGE—11 mi. E. of Waldport on Highway 34. Tel. Waldport 27.

167.2 WALDPORST RANGER STATION—Information on 254.3 National Forest recreation facilities.

167.6 GOVERNOR PATTERSON MEMORIAL PARK

EDGEWATER—2 mi. south of Waldport. Charming Wayside Inn by the Surf. Quiet, Modern, Ocean View Dining Lounge, Reasonable Rates. Tel. 84.



SAN MARINE MOTOR HOTEL—At the Sign of the Three Swans. Sandy Beach in Sheltered Cove. Telephone Yachats 613.

"COAST-WAY ALL THE WAY"



DEANE'S OCEANSIDE LODGE—5 miles south of Waldport. Outstanding interior decorations... luxurious appointments delight the most discriminating. You will love the home-cooking and freshly baked pastries served guests in a charming atmosphere. Telephone Yachats 306.



THE ADOBE—Motel of Distinction—Nothing to disturb your rest, but the "Murmur of the Sea". Interesting lobby and Recreation Room. Guest Dining Room serving outstanding Seafood, Chicken and Steak. Phone Yachats 3601.

174.9 YACHATS (Ya-hots)—At mouth of Yachats River. 237.6
Famous for the hoards of salmon that ascend to spawning grounds. Nestling at the foot of rugged mountains. Stores, cottages, restaurants, trailer park, surf fishing. For information, write Yachats Chamber of Commerce.

SHERWOOD LODGE—"Famous Stage Coach Landmark"—32 Choice Guest Rooms. Modern Decor. Spacious Lobby. Unique Fireplace. Finest Food Always. Rates, double \$5.00 up. Phone Yachats 801.

SHAMROCK LODGETTES—Deluxe Cottages. Accommodates Five. Fireplaces. Tiled Baths. Pullman Kitchens. Electric heat. Ocean View, ½ mi. south of 101. Phone 1106.

THE PADDOCK MOTEL—"Unsurpassed Ocean View". Delightful Charcoal Broiled Seafood and Steaks in our TACK ROOM LOUNGE. Excellent Cuisine. Rates, double \$6.00 to \$12.00. "Toni" and "Garry" Garrison, Hosts. Phone Yachats 1902.

177.1 CAPE PERPETUA—A thrilling view of coastline for 235.4 many miles north and south.

177.5 DEVIL'S CHURN—A deep trough in the rocky shore 235.0 where tides surge and churn constantly.

177.7 CAPE PERPETUA LOOKOUT—A good forest road to 234.8 top of the Cape 800 feet above the breakers. A most impressive view of the coast.

FOREST CAMP—Road leads to a beautiful, secluded forest camp.

ENTERING YACHATS - WALDPORST RECREATION AREA

182.1 TEN MILE CREEK—A well known steelhead stream. 230.4 Nearby is hunting in season; surf fishing, clamming, crabbing. Agate beaches and marine gardens.

185.0 SAND DUNE GARDENS—Wind-brushed huckleberry, 225.5 salal, rhododendron and other colorful shrubs cover the sand dunes for several miles. One of the "different" scenes of the Oregon Coast.

188.8 HECETA HEAD (Hee-see-ta)—A spectacular headland 223.7 and lighthouse named for Capt. Bruno Heceta, early Spanish explorer.

Picnic area, tables, stoves. Marine gardens.

189.0 DEVIL'S ELBOW STATE PARK—Just south of He- 223.5 ceta Head. Fine sandy cove and marine view.

189.1 DEVIL'S ELBOW TUNNEL—The mile of highway 223.5 through Devil's Elbow south of Sealion Point is the most costly built by Federal Bureau of Roads.

190.1 SEALION POINT—Under this basaltic headland is a 223.5 huge marine cave, the home of several hundred wild sea lions of all ages. These wild animals make this point their home the year round and can be seen in the cavern or on the adjacent ledges at all times. The only mainland sealion rookery on the Pacific Coast.

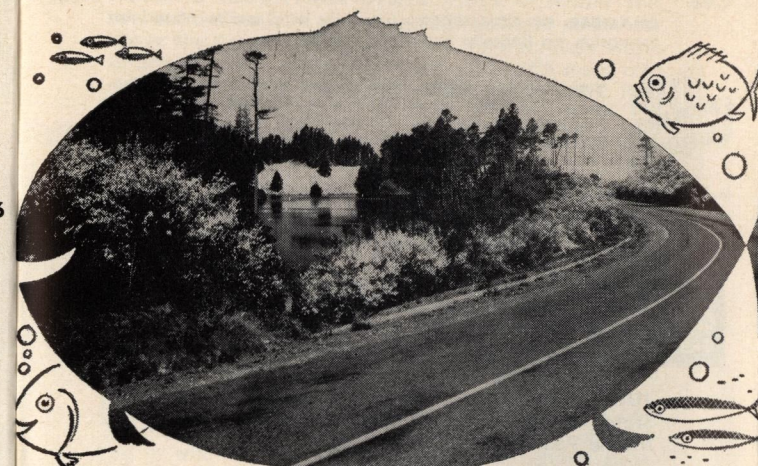
SEALION CAVES COFFEE SHOP—Ocean Fresh Seafood, Prime Tenderloin Steaks, Home Made Pies and Pastries. Moderate Prices. Dependable Service.

191.6 VIEWPOINT—Exceptional beach view to the south. 220.9

195.3 SUTTON LAKE—A pretty little lake in the Siuslaw 217.2 National Forest. Forest camps adjacent.

198.0 HECETA JUNCTION—Store, service station, cottages, 214.5 Road west, 2 miles to beach resorts.

HORSESHOE MOTEL—AAA approved, enclosed Playgrounds.



201.0 HIGHWAY JUNCTION—State Highway 36 east to 211.5 Eugene and Willamette Valley points.

201.5 FLORENCE—(Pop. 1562). On Siuslaw River. Center of 211.0 beautiful lake and sand dune area. River and lakes offer fine fishing the year 'round. Annual Rhododendron Festival.

THE PENGUIN RESTAURANT—Features Quality Food Always. Steaks, Chops, Seafoods, Salads.

DRIFTWOOD LOUNGE—For delightful diversion. Satisfying Cocktails.

HOTEL-MOTEL RAGAN—Dining Room and Gift Shop. Electric Heat. Phone 159.

CLEAWOX LAKE MOTEL—(1¼ miles south). Welcome 208.0 Traveler. "Let us be your host on the coast." Infor. on fishing and points of interest. 19 rentals, sleeping & housekeeping; all modern, clean and comfortable. Friendly atmosphere. Reasonable rates. Mr. and Mrs. H. A. Roberts, owners-mgrs. Ph. 291-J.

204.5 JESSE M. HONEYMAN STATE PARK—An unusual 208.0 beauty spot among the lakes and forests. Rhododendron, salal, huckleberry and manzanita lend color and charm. Excellent facilities for picnicking, boating, swimming, hiking and fishing. Very popular vacation spot with family groups. Rest rooms. Some of the most massive sand dunes of the Coast are found from Florence southward to Clear Lake.

Resort operators in this vicinity will show the way to the spectacular sand dunes west of the highway.

206.0 WOAHINK LAKE (Indian for "clear water")—A body 206.5 of sky blue water for boating, bathing and fishing. Wild flowers in profusion during early summer. Trail west to sand dunes.

HOLIDAY LODGE—Cocktail Lounge, modern Cottages, Picture Window Dining Room overlooking Woahink Lake. Excellent Cuisine. Ph. 806M2.

207.0 SILTCOOS LAKE—Half mile east; largest lake on the 205.5 Oregon Coast. Fishing, hunting, boating. No closed season on bass or perch.

208.0 SILTCOOS FOREST CAMP—Maintained by U. S. For- 204.5 est Service. Ocean beach, lagoons, sand dunes.

212.8 TAHKENITCH OUTLET—Trail west to dunes & ocean 199.7

213.3 TAHKENITCH LAKE—A beautiful lake among forest 199.2 clad mountains. All year fishing.

213.6 TAHKENITCH FOREST CAMP—Maintained by U. S. 198.9 Forest Service. Facilities for camping.

219.9 GARDINER (Pop. 400). Founded 1841 by shipwrecked 192.6 fur trading party from Boston. Adjacent to lake, river and ocean fishing. Hunting for ducks, deer and bear.

GARDINER AUTO COURT & SERVICE STATION—Official AAA. Shell Products. Modern Cabins.

221.3 TIDEWAYS STATE PARK—An island; 12 acres of 191.2 fir and Sitka spruce. Picnic facilities. Rest rooms.

221.4 UMPQUA RIVER BRIDGE—Spans the main channel of 191.1 Umpqua River. A stream known far and wide for its excellent fishing by boat.

221.8 REEDSPORT—(Pop. 2,288). Industrial Center, Lum- 190.7 ber, Shipping, Custom Cannery, Fine Schools, Churches, Chamber of Commerce, Service clubs, Center of popular Recreation Area. Junction State Highway 38.

DUKE'S DRIVE IN—"Known from Coast to Coast" for Fine Food. Specializing in Seafood and Fried Chicken. Fast Friendly Service.

FIR GROVE MOTEL—AAA approved. Beauty Rest Matt. Best 8.00. Phone 2151.

226.1 WINCHESTER BAY—At the mouth of the Umpqua 186.4 River. Famous for sport fishing.

WINCHESTER BAY MOTEL—Modern Cottages with Kitchens. Gift Shop, Tourist Information. Mr. and Mrs. E. L. Tolman, ph. Reedsport 18R14.

PACIFIC COURT—Motel, Cafe, Service, Station—Ph. Reedsport 8R15.

227.3 UMPQUA LIGHTHOUSE—One mile west. 185.2

229.5 CLEAR LAKE—Water supply for City of Reedsport. 193.0

233.9 EEL CREEK FOREST CAMP—Shelters, tables, stoves, 178.6 wood, water, sanitation. U. S. Forest Service caretaker through summer months.

253.3 LAKESIDE JUNCTION—Road east one mile to Ten 177.2 Mile Lake, a large body of fresh water with inlets leading to remote forest areas. Boating, bathing, fishing. Airport.

248.0 McCULLOUGH BRIDGE—Spans the channel of Coos 164.5 Bay. Total length 5,340 feet; ship clearance at high tide 130 feet. South approach is from a State Park in North Bend. Cost \$2,200,000. No tolls.

249.5 NORTH BEND—(Pop. 6,099). On Coos Bay. Important 163.0 for lumbering, shipping and fishing. Thirty minutes from the city are excellent hunting, fishing, bathing, golf, boating and other recreations. Visitors are welcome to inspect a modern Myrtlewood working plants. Airline service. Custom cannery.

CHAMBER OF COMMERCE—North entrance. Information bureau.



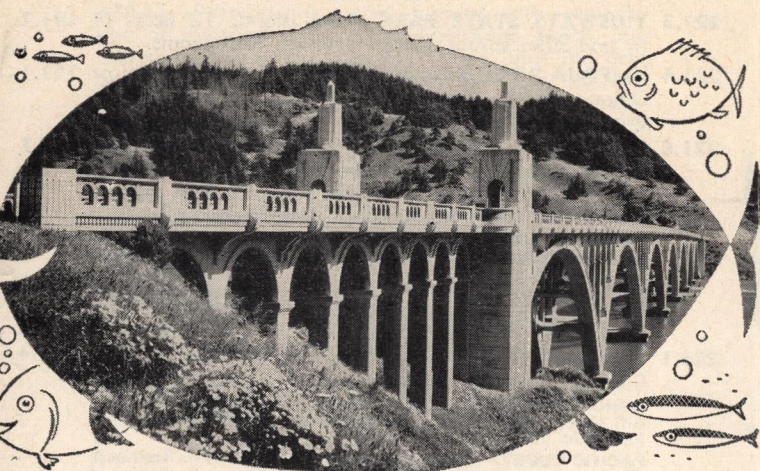
DUNCAN'S MYRTLEWOOD CROFTERS—North of City Center. Drive in and see our Craftsmen turn and polish beautiful Oregon Myrtlewood. Free Admission. Retail Sales of Giftware and Lumber.

RIPPER'S ROUND UP ROOM—Enjoy the delectable food in our INDIAN VILLAGE. Chuck Wagon Style, Lunch or Dinner. Real Competitive Prices.

EMPIRE-CHARLESTON—(Pop. 2261). West of North Bend and Coos Bay. Modern industrial and sportsmen's centers. Clamming, crabbing and fishing. Boats, bait and tackle available. Institute of Marine Biology.

SEASHORE STATE PARKS—Coos Head Park, Bastendorf Beach, Cape Arago Lighthouse, Sunset Bay State Park, Shoreacres State Park and Cape Arago State Park. All in an unusually scenic 15-mile drive over paved highway. Spectacular marine views. Picnic facilities and rest rooms at Shoreacres and Cape Arago.

NORTH BEND-COOS BAY AREA—You may bask on sunny beaches, hike along craggy cliffs, fish in clear streams or lakes, or take a boat on the bay where 20 to 50 pound striped bass are hungry for your lure. In the bay and tributaries is fishing for steelhead and cutthroat trout; in the ocean for bass, cod, sole, snapper and flounder.



CHAMBER OF COMMERCE—In lobby of Coquille Hotel. Information on Coquille and surroundings.



THE MYRTLE BURL—1 mi. north of City Center. Displays Oregon's rarest Gift—Myrtlewood. Beautifully handcrafted creations. Potted Trees for Sale. Lumber for Homecraftsmen.

HOTEL COQUILLE—Free Parking lot. Headquarters for Tourist, Commercial Men and Service Clubs. Coffee Shop and Cocktail Lounge. Duncan Hines approved. Rates from \$2.50. Norwood Browne, Mgr.-Owner. Phone 2991.



COQUILLE SERVICE STATION—Dependable Tourist Information. Fast, Friendly Service, ASK US.

JUNCTION—State Highway 42 east to Myrtle Point, State Myrtle Lane Highway between Coquille and Myrtle Point.

270.7 COQUILLE RIVER—Excellent trolling for salmon, steelhead and cutthroat trout on 20 miles of tidewater. **141.8**

288.8 BANDON—(Pop. 1,251). On the Blue Pacific. Sports Fishing—both River and Ocean. Beautiful Beach and Rock Hound's Paradise. Cranberry Capital of Oregon. Home of the Croft Easter Lily. Cheese Factory, Lumber Mills, Ocean Shipping and State Trout Hatchery. DRIVE THE FAMOUS BEACH LOOP ROAD for interesting panoramic Seascapes. Bandon beaches are among the most picturesque and photo-scenic on the Pacific Coast. Driving time required—30 minutes.

MINUTE CAFE—"Grade A"—Delectable Home Cooked Seafood, Steaks, Chops, and Chicken Dinners. Served by Friendly Folks in Dining Room or at Counter. Prices you'll like. Open 7 days a week. Opposite the Bank.

SUNSET MOTEL—"Sleep by the Sea"—Modern Apartments for Discriminating Guests, at rates you'll appreciate. 1 mile south on BEACH LOOP ROAD.

TANGLEWOOD LODGE—"Famous for Sizzling Steaks". Dining Room overlooks Sparkling Lake and Pacific Ocean. Excellent Cuisine. Relax in Tanglewood Lounge; Southern Oregon's Largest Dance Floor and Skating Rink in connection. FOLLOW THE SIGNS on 101.

302.8 LANGLOIS—Center of dairy and livestock region. Visit Langlois Cheese Factory, makers of Langlois Blue Vein Cheese. **109.7**

311.6 CAPE BLANCO—Six miles west. First geographic feature in Oregon named by white men. Discovered by Martin de Augilar, Spanish explorer, January 19, 1603. Lighthouse on Cape is farthest point west one may drive in the United States. **100.9**

316.4 PORT ORFORD—(Pop. 674). Most westerly incorporated city in the U. S. Site of first efforts to colonize this area in 1851. Striking marine views. Ocean, lake and sport fishing. Custom cannery. **96.1**

THE VILLA—20 Deluxe Units. Modern Decor. Panel Ray Heat. Beautyrest Mattresses. Some with Kitchens. North End of Town. Phone 162.

PORT ORFORD COURT—Clean, comfortable and convenient. Bernadette Laurance. Telephone 151.

SHORELINE MOTEL—Newest in Town. Beautiful Ocean View. Opposite Battle Rock State Park. Wonderful Beach Facilities. 15 modern rooms with Twin and Double Beds and Beautyrest Mattresses.

BATTLE ROCK STATE PARK—White settlers in 1851, were beseiged by Indians on the rock. Surrounded by the sea on three sides, they held off the assaults and broke through making way to white settlements on the Umpqua River. Magnificent seascape. Rest rooms.

318.9 ROCKY POINT—North across the bay is Port Orford, south is Humbug Mountain. **93.6**

322.8 HUMBUG MOUNTAIN STATE PARK—Within this twelve hundred acre area Humbug Mountain rises sheer above the ocean 1,750 feet. Easy trails through virgin spruce, hemlock, alder, cedar and old myrtle trees, cold mountain streams, waterfalls, black sand beach. Rest rooms. **89.7**

327.8 MARINE VIEW POINT—Great rock 600 feet high rises abruptly offshore. **84.7**

335.1 EUCHRE CREEK—Ophir post office, school and store. **77.4**

340.5 GEISEL MONUMENT—In memory of John Geisel and three sons massacred by Indians in 1856. **72.0**

346.6 WEDDERBURN—Site of early settlers' fort in Rogue Indian wars in 1855-56. Take the mail boat trip up the lower Rogue River for a lifetime thrill of beauty and adventure. **65.9**

ROGUEWOODS—Beautiful New Motel—Twin Beds—Showers—Panel Ray Heat—Dining Room—AAA approved. Telephone Gold Beach 3R21.

AGNESS—32 miles East, at confluence of Rogue and Illinois Rivers. Primitive deep canyon country abounding in wild life. Wonderful white water fishing. Boating. Riding. Guides available.

SINGING SPRINGS RANCH—"The Gem of the Rogue". Distinctive Guest Cottages. Home style Chicken Dinners. Reservations only. Write for Brochure on rates and mode of access. B. W. Griffith, Host.

ROGUE RIVER—World famous sports fishing stream excellent for steelhead from mid-summer through fall, and salmon from spring to winter months.

DEL ROGUE CLUB—"Where the Famous Rogue River Meets the Sea". Specializing in Extra Choice Steak, and Chicken Dinners. Unsurpassed Cuisine. Enjoy the friendly fellowship of our Unique FISHERMEN'S LOUNGE". Phone Gold Beach 1493.

347.3 GOLD BEACH—(Pop. 1,581). At the mouth of the Rogue River. County seat of Curry County. Nationally famous as a sport fishing center. Delightful year-around climate. Gets its name from mineral found in beach sands. Airport. Custom cannery. **65.2**

SUNSET INN—"Where the Rogue River Joins the Pacific". Modern Comfortable accommodations. Spacious Lobby and Dining Room overlooking Ocean. Delightful Home Cooked Food. Friendly Service. Unsurpassed facilities for Relaxation in SUNSET and STARLITE ROOMS. Phone 71.

LEITH'S MOTEL—Chevron station. Cottages, steam heat, restaurant, airport. Trailer accommodations. Phone 192.

IRELAND'S RUSTIC LODGES—Hiway 101 and Ocean. Cottages separate. Dinner served in front of your own fireplace. Mrs. L. E. Ireland, Manager. Phone 344.

GEORGE R. DICKINSON, Realtor. General Real Estate business. Long established. Tourist center.

355.0 CAPE SEBASTIAN STATE PARK—Promontory rises 700 feet above the sea. Discovered in 1603 by Captain Viscaín and named after Saint Sebastian. **57.5**

360.6 PISTOL RIVER—Post office, store and service station. Hunting and fishing. East 29 miles to Snow Camp Lookout (4,100 feet), and Wildhorse Lookout. **51.9**

363.5 MACK ARCH—High arch rock offshore, 1-8 mile, 325 feet high. Arch is 100 feet clear of the water. **49.0**

382.9 HARRIS STATE PARK—Beautiful marine line. Bird Island offshore—Federal Bird Sanctuary for Murres. Smooth beach, rocky cliffs and grassy hills. Azaleas in profusion. Clamming and ocean fishing. **29.6**

384.8 BROOKINGS—(Pop. 3,075). Ideally located overlooking the sea; climate favorable to abundant life. Birds and flowers everywhere. Acres of Croft lilies. Good fishing in Chetco River. Road up the river to Redwood Park and giant Myrtlewoods. Annual Azalea Festival. **27.7**

BONN MOTEL—Ocean View—New—Unexcelled Appointments. Electric Heat, Single, Double, Kitchens too. "PLUS" Service, at rates you'll appreciate. Double \$6.00 up. Phone 3253, Emil and Johnnie Moore, Managers.

CREST MOTEL—"HOSPITALITY YOU'LL LIKE". 16 UNITS. Single, Double, Some with Kitchens. New, Modern. Double \$6.00 up.

CHETCO INN—The Best for Less — 'Nuf Sed.



AZALEA STATE PARK—Half mile east of Brookings. Many varieties of Azaleas blooming in profusion over great area. Plants said to be 400 years old. Picnic tables hewn from massive Myrtlewood logs. Rest rooms.

385.7 CHETCO RIVER—One of the prettiest fishing streams in Oregon. Well known for salmon and trout catches. Long Ridge Lookout 24 miles east. **26.8**

385.8 HARBOR—(Pop. 1,350). Post office, store. Fishing in Chetco River. Custom cannery. **26.7**

CALIFORNIA

392.1 STATE LINE—California Inspection Station. California asks cooperation of motorists entering state to prevent introduction of agricultural pests. Your baggage will be inspected with minimum delay. **21.4**

398.3 SMITH RIVER, CALIF. (Est. Pop. 600). Center of rich farming area. Headquarters for fishermen who come many miles to fish the river. Widely known for its salmon and trout fishing. **14.2**

411.5 HIGHWAY JUNCTION — WATCH SIGNS. FOLLOW U. S. HIGHWAY 101. **1.0**

412.5 CRESCENT CITY—(Est. Pop. 2,500). Where the Oregon Coast and Redwood Highways join to form the world's most scenic drive. Near the city is a vast, primitive area of giant Redwoods easily accessible by motor. Excellent deep sea fishing offshore. Airline service. **0.0**

CHAMBER OF COMMERCE—Hotel Surf Building. Travel Information.

WELCOME TO THE SURF—"Relaxation Headquarters"—HOTEL. Completely New Coffee Shop & Dining Room facilities, featuring "OCEAN FRESH" SEAFOOD.—Try our "HURRICANE" drink in the New "HURRICANE ROOM"—No "Summer" Rates. Bring the Family - As You Are: Reservations—Phone 1181.

SEA WONDERS ALIVE—Aquarium and Gift Shop. It's like a walk on the floor of the sea. One-quarter mile south of Crescent City, California.

EL CAPITAN MOTEL—1/4 Mile So. Crescent City on Highway 101. Electric Heat—AAA approved. Kitchenettes available. Telephone 2284.

420.9 DEL NORTE COAST REDWOOD STATE PARK.

434.5 KLAMATH—On Klamath River, world famous fishing stream.

Miles South of Astoria

**U. S. HIGHWAY 101
CRESCENT CITY — RAYMOND**

Miles North of Crescent City

**THE OREGON COAST ASSOCIATION
Suite 200, Tillamook County Courthouse
P. O. Box 101, Tillamook, Oregon**

262.5 COOS BAY—(Pop. 6,223) "THE CENTER OF STRIPED BASS FISHING IN OREGON." Heart of renowned Recreation area of Lakes, Streams, Mountains and Sandy Beaches. Yacht Club. Golf Courses. Boat Launching facilities. Excellent harbor handles World Wide Shipping. Large Lumber and Plywood Mills. Many other industries. Hub of Oregon's fascinating Myrtlewood Creations. Home of the "MELLOWEST" Cheese. **160.0**

CHAMBER OF COMMERCE—221 North Broadway. Information on resorts, fishing, hunting, scenic and historic points and highways.

DUKES DRIVE IN—"Known from Coast to Coast" for Fine Food. Specializing in Seafood, Fried Chicken. Fast Friendly Service.

COURTEL COOS BAY—Coos Bay's Largest and Finest. A Best Western Motel—US 101 on Bayshore Drive. Phone Congress 7-4141.

TIOGA HOTEL—"The Bay Area's Newest and Finest" Fireproof building. Ample Free Parking. Service Club Hdqrs. Outstanding Food. Coffee Shop. Dining Room. Convention Facilities. Special Family Rates. "Come as you are".

SKY ROOM LOUNGE—Cocktails, Panoramic View of Bay and Harbor. Lee Scarlett, Managing Owner.



THE HOUSE OF MYRTLEWOOD—Interior Finish, Distinctive Giftware, made from Famous Oregon Myrtlewood. Visit Beaumont's Factory and Display Rooms. "The originators of Myrebon, The Modern Ebony."

CHANDLER HOTEL—A Good place to Sleep, a good place to Eat. One block off busy highway. Lafa Compton, Prop.

CADILLAC-OLDSMOBILE GARAGE—Opposite Post Office, 2nd and Anderson Sts., Prompt Friendly Service. Lou Blanc, Inc., Phone Congress 7-2153.

TERRACE MOTEL—New, Ultra Modern, Radiant H. W. Heat, 17 units. Some kitchens. Telephones, Radios, Wall to wall carpets Rates you'll appreciate. Double \$5.00 up. Phone Congress 7-4195.

253.9 COOS RIVER JUNCTION—Road leads up Coos River to Silver and Golden Falls in a primitive area quite accessible during summer months. **168.6**

257.8 OLD MILITARY ROAD—East to Country Club, Golf Course and gun club. One mile. **154.7**

270.4 COQUILLE (Ko-Keel)—(Pop. 3964). County seat of Coos County; center of dairying in rich Coquille Valley. Lumber and lumber products. Cranberry processing. Fishing and hunting. Access to beaches. Outstanding Community Building. Excellent living conditions. **142.1**



Coast Highway For Pleasure

Extending the length of the land is the Oregon Coast Highway, U. S. 101 — 400 miles with a variety of scenery not found in a like area elsewhere.

The Oregon Coast country is replete with historic and scenic interest. Here are found ancient Indian mounds and middens; great rocky headlands first discovered by white men in 1603; the site where white men landed in 1732; relics of the Lewis and Clark expedition of 1805-06; battle grounds where Indians fought settlers in 1850-51.

Here are the world's largest lumber mills, the largest commercial fishing enterprise in the United States; the only commercial myrtlewood groves in the world; the valley where creeping bent grass was first found growing wild; rich valleys producing famous cheeses.

And everywhere is beauty! The beauty of forests, mountains, water falls, rivers, lakes, wild flowers — the endless march of surf.

The Coast offers many advantages to those who seek permanent residence where climatic mildness and a peaceful quietude prevail.

Industrial and Commercial opportunities invite investigation.



Coast Waters For Fishing

Fishing is always good along the Oregon Coast—you may catch some kind of fish every day of the year.

Rivers and streams invite you to cast or troll for salmon, steelhead or cutthroat trout. Lakes abound in cutthroat, bass, and perch. Striped bass are plentiful in Coos and Winchester Bays — are taken by boat or shore fishing.

Deep-sea sport fishing boats will take you offshore to catch salmon, tuna, red snapper and sea bass.

Fishing the open surf from rocky points is fascinating and becoming increasingly popular. No closed season.

Cutthroat trout, steelhead and salmon abundant in season; bass and perch anytime. Consult Oregon Angler's Guide for open seasons, open areas, and bag limits.

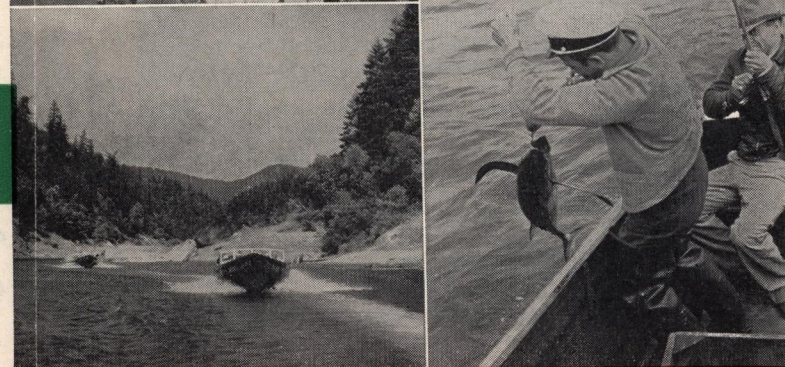
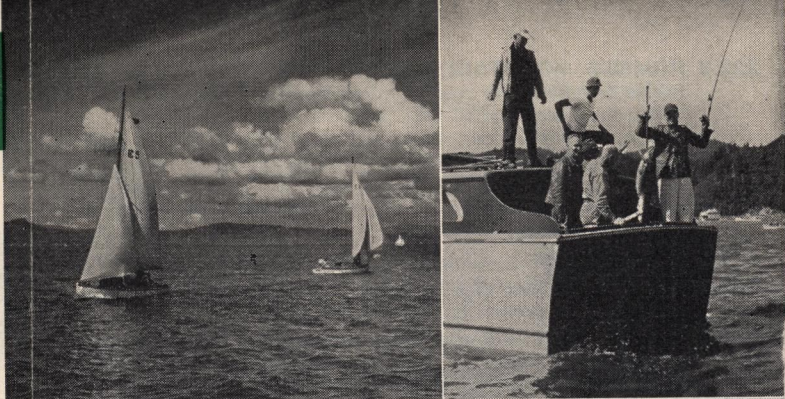
Additional copies of this Guide may be obtained by writing

THE OREGON COAST ASSOCIATION

Suite 200, Tillamook County Courthouse
P. O. Box 101, Tillamook, Oregon

Photos—Courtesy Oregon State Highway Commission and others

"COAST-WAY ALL THE WAY"



MILEAGE CHART

	Bend	Boite	Burns	Coos d'Alene	Eugene	Groffs Pass	Klamath Falls	Medford	Pendleton	Portland	Reno	Salem	Spokane	The Dalles	Yakima
Astoria.....	261	562	393	482	196	345	394	400	314	100	766	140	450	186	230
Brookings.....	364	684	596	765	251	110	217	142	569	350	472	307	733	436	530
Coos Bay.....	229	547	361	634	119	146	253	178	433	219	540	175	602	304	449
Crescent City.....	354	674	486	819	241	88	196	120	552	340	445	297	787	426	553
Florence.....	162	536	351	582	88	170	277	202	388	168	564	125	550	254	354
Gold Beach.....	327	648	459	728	214	205	312	237	532	313	507	270	696	399	543
Long Beach.....	276	577	408	529	211	360	409	415	329	115	781	155	497	201	215
Newport.....	192	530	324	530	96	222	271	264	335	116	558	87	499	202	304
Ocean Park.....	287	588	419	508	222	371	420	426	340	126	792	166	476	212	226
Reedsport.....	202	516	331	603	89	150	257	182	408	188	571	145	571	274	374
Seaside.....	240	542	386	462	175	324	350	356	298	79	746	119	430	165	265
Smith River.....	341	687	473	833	228	100	209	133	539	327	458	284	463	413	540
Tillamook.....	214	538	346	491	135	284	310	316	290	76	742	78	459	162	262
Victoria.....	512	828	644	319	447	596	645	651	565	249	915	391	287	447	286

Ferry Mileage Not Included

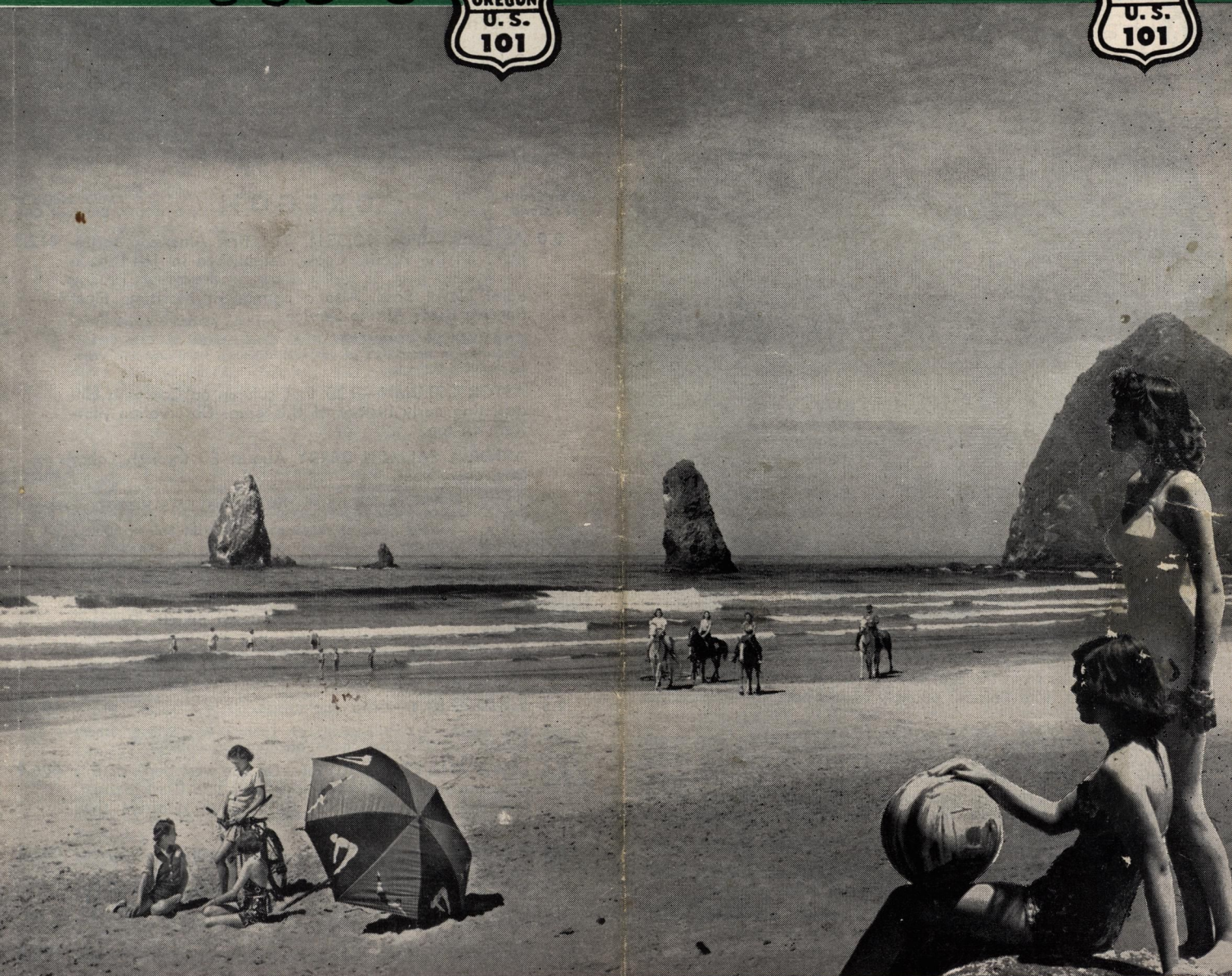
VISIT THE

VISIT THE

Oregon Coast



Oregon Coast



400 MILES OF AIR-CONDITIONED BEAUTY

400 MILES OF AIR-CONDITIONED BEAUTY