



WEBFOOTER EXTRA

June-July 2020

Manzanita – At the Foot of Neah-Kah-Nie Mountain, Oregon by Art Larrance and Mark Beach



Patton postcard view of the Post Office at Manzanita, Oregon.

WEBFOOTERS POST CARD CLUB

PO Box 17240

Portland OR 97217-0240



www.thewebfooters.com

Manzanita – At the Foot of Neah-Kah-Nie Mountain, Oregon by Art Larrance and Mark Beach

The Laneda Corporation, which was named after the Lane family, platted Manzanita Beach in 1912 as a summer resort. The town and post office were named for a local shrub which produces fruit shaped like little apples. The name Manzanita is derived from the Spanish word for little apple.

Edmund Lane's real estate corporation Laneda, Inc., filed a plat for Manzanita in 1912. Edmund and his wife Mertie operated a hotel on the main street, which they called Laneda Avenue. From the 1920s through the 1960s, their son Ben was the town's leading citizen. The building once the Lane Hotel still stands as a restaurant on Laneda Avenue.

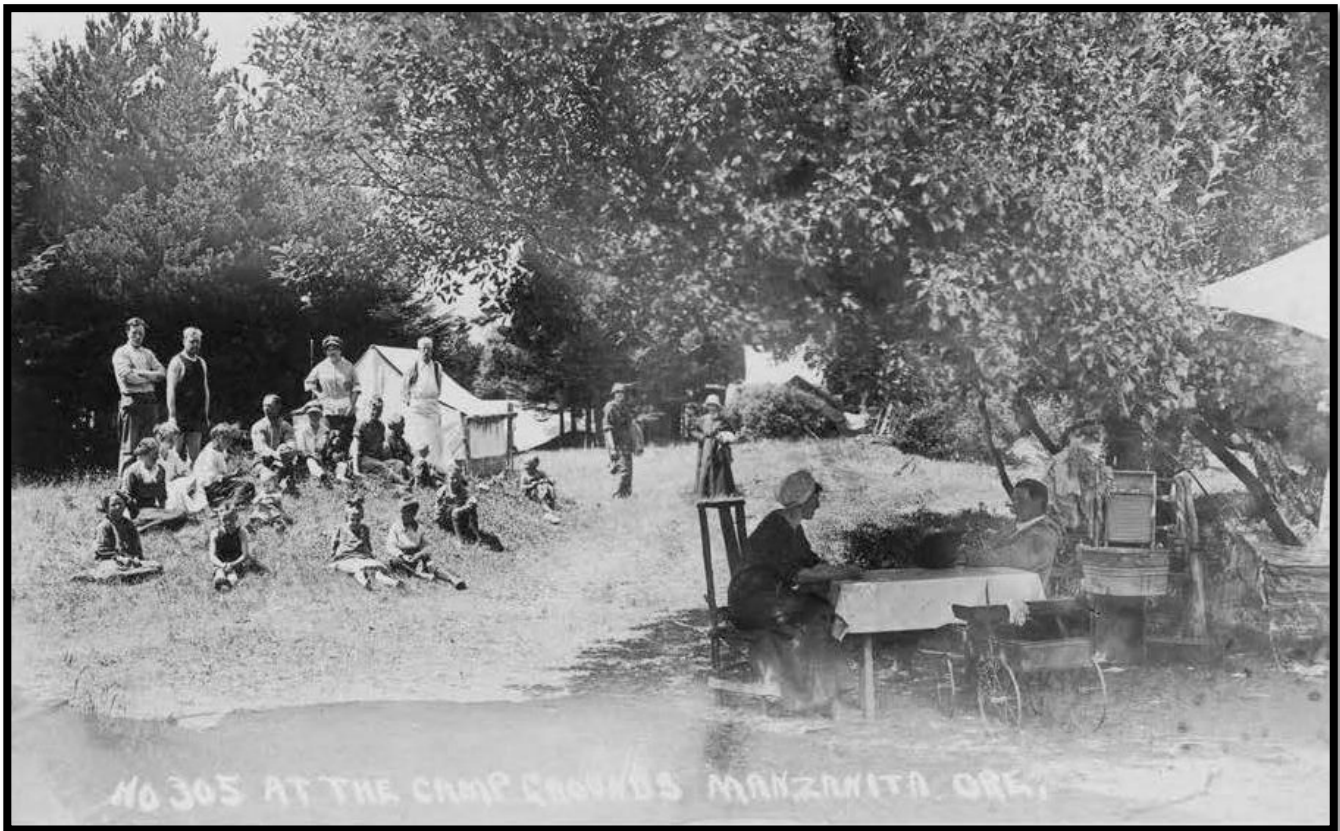


Laneda Avenue Ocean Front from a post card published by Wesley Andrews. Mark Moore collection.

Advertising in newspapers and magazines highlighted accessibility to Manzanita by the Pacific Railway and Navigation Company, the new railroad from Portland, with a station in Wheeler, and they predicted huge profits from real estate investments. Quotations from doctors said bathing in the surf improved health as well as promoting family fun. *"Manzanita Beach embodies the exclusiveness of Lake Placid, the beautiful solitude of Banff, the scenic grandeur of a national park,"* according to one ad.

The popularity of swimming in salt water brought indoor natatoriums during the 1920s. Rockaway, Cannon Beach and Seaside all had one. Neahkahnie Mountain in the background added to the allure of surf bathing on Manzanita beach. The 1920s brought changes in customs and styles symbolized by the popularity of Jantzen swim wear made in Portland.

The Manzanita post office was opened April 10, 1914 by Emil G. Kardell who was the first postmaster. He operated out of his grocery store along Laneda Avenue in Manzanita. He served until his death in 1927, and his wife Clara took over effective February 28, 1927 and she served until May 17, 1928. Manzanita's post office continues to serve the community.



Patton postcard view of the Campgrounds at Manzanita. Camping meant renting a tent with a wooden floor and a woodstove. Campers used communal outhouses and drew water from on-site wells.



Brochures published by the railroad featured scenes of happy tourists on the beach in the backdrop of Neah-Kah-Nie Mountain like this Patton postcard view.



Shelters on the beach allowed visitors to change into proper bathing apparel. For women that meant woolen dresses. The Lanes built this robing house to accommodate people at summer programs of The Oregon Conservatory of Music.



By 1915, Manzanita offered two hotels in addition to tent camping. This building, which housed Laneda Lodge and before that, the Lane Hotel, still stands on Laneda Avenue and it is currently used as a restaurant.



Wesley Andrews postcard view of the Shore Home at Manzanita from the Mark Moore collection.



Auto camps featured spacious cabins with electric lights, water and firewood. Wood postcard view from the Mark Moore collection.



The Pine Grove Community House has served as the community center since 1933. Locals discussed civic issues there at monthly meetings before Manzanita got a city hall in the 1960s. Thousands of hearings, weddings, memorials, parties, concerts, and other events have taken place in the venue. In the 1980s, volunteers added a kitchen and developed the lower level. It is currently the home of the Nehalem Valley Historical Society.



THE TWO MIKES FROM SEATTLE

are interested in purchasing POSTCARD COLLECTIONS,
any size, any location.

Also buying ephemera, maps, photographs and posters

Call: Mike Fairley 206-499-7413 fairlookantiques@gmail.com

Mike Maslan 206-587-0187 oldphoto4u@aol.com

(paid advertising)