



# CLOVERDALE

IDEAL  
FOR SUMMER  
HOMES

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COURIER PRESS  
Cloverdale, Oregon

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**"Come Out and See Us this Summer."**

How often you have heard that expression. Some friend is urging you to visit them. They are offering to open their home to you and yours. A spontaneous outburst of the heart, a welcoming to their hospitality. "Come Out and See Us this Summer." When they said it they meant it. Unconcernedly you thanked them, perhaps scarcely realizing that the time might come when this gracious invitation would be accepted.

We want you to come and see Cloverdale this summer. We want to get acquainted with you. We want you to get acquainted with us, so we cordially invite you to come and see us this summer.

# Cloverdale, Oregon

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Our aim in presenting this booklet to the public is to introduce Cloverdale, and to tell in a truthful way why we feel that it is the ideal place for summering, not that it is ideal in summer only, but because we wish the man who can afford a summer home to appreciate with us the idealists' dream. Sheltered as it is from the winds of the Pacific Ocean and elevated just enough that the grandeur of the Mountains can be seen in all their glory, together with other things we will mention later, has so located the village to make it just what the idealist would dream for a summer home.

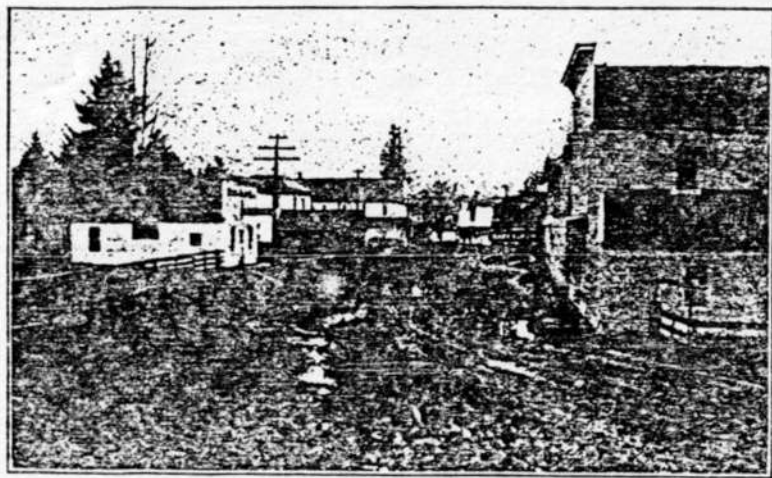
In the middle pages of this booklet will be found a map of the village, showing its business street, its river, and also the plat of what is termed Park Addition. At no little expense was the plan arranged under the supervision of a landscape artist of known ability. The plat covers an area of forty acres with a mild elevation running back its full length from the village. Its proposed driveways at no place have a greater grade than 3 per cent and as these driveways angle here and there in harmonious lines they carry the driver to the highest part with scarcely any conception of elevation. It will be noted that the old form of straight streets and abrupt corners are entirely done away with, and are purposely done so to make Park Addition to Cloverdale something different, something better, something that the man who builds a summer home will appreciate because its different and because its better.

The village itself boasts of being the cleanest morally of any village in the state, no saloons, a good school and two churches.

Pure health-giving Mountain streams supply drinking water abundantly.

Plenty of mercantile establishments to supply every need, and professional businesses well represented as will be seen by reading the business directory on the the last page.

This booklet is not issued to boom Park Addition. The lots in the plat, it is true, are for sale, but they are not for sale for speculation and cannot be bought for that purpose. They are for sale, and at a reasonable price, but only to those who wish to build. If what we say in this booklet interests you and you wish a permanent home among us or wish a summer home for yourself and family we extend you a hearty invitation.



GLOVERDALE--Looking West.

### BOATING.

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Cloverdale is situated on the Nestucca River which empties into the Nestucca Bay and Pacific Ocean.

Splendid boating on the River and Bay adds to the pleasures of those who wish to row, and motor launches are always to be had at the river's bank for a trip to the beach, which is less than five miles from the village, and should a longer ride be desired a trip to the Bay and on to the mouth of the River, a distance of ten miles, can be had. The River and Bay are always calm and safe. Unlike the larger Rivers the Nestucca has its various angles, horseshoe bends and ever interesting wooded banks. A trip down the Nestucca River from Cloverdale is one long to be pleasantly remembered because of the views to be witnessed and the exhilarating atmosphere salted by the zephyrs of the Ocean.

### FISHING.

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The Nestucca furnishes the best of sport for anglers, the stream abounding with Mountain Trout, Salmon, Flounders, etc., that are simply waiting to strike the fly and "give you the time of your life," before being landed and perchance you lose more than one of your flies before the lively trout becomes your personal property your loss is well repaid by the sport you have enjoyed.



GLOVERDALE--Looking East.

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### CLIMATE.

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The climate of the Nestucca Valley, of which Cloverdale is the business center, has no equal in the world, far superior to the California climate in as much as the summer days are not unpleasantly warm, keeping to an even temperature of about 80 degrees. As before stated we are giving our talk on the summer conditions of this section because we wish to appeal to those who wish an ideal place for a summer home, but for fear of a wrong conception of our winter months let us state that at no time has the thermometer registered colder than 18 degrees above zero, the coldest the past year being 22 degrees above. The fields are always covered with a velvety green.

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### Tillamook County Famous for Its Cheese.

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Tillamook County is noted for its cheese production and it is undisputed that the Nestucca Valley is the best dairying section of the County. For 365 days a year cattle graze on the bottom lands and the dairymen are a most prosperous class.

## A Pleasant Ride

To reach Cloverdale from the outside one can leave the city of Portland at 8:30 a. m., reach Tillamook at 4 p.m. and arrive at Cloverdale between 7 and 7:30 in the evening. The beautiful sight-seeing car on the opposite page will meet you at the depot and the ride over the splendid roads, viewing the fascinating evergreen slopes and verdant valleys as you noisily glide through them and now and then skirting the timbered mountains at the foothills, will be a pleasing feature of the trip and one that you would not have missed at any cost.

Before the journey is more than half completed you find yourself racing with the waters of the Nestucca river in its downward course over a preceptuous rocky bottom. At times you are just above its watery edge as you move along the graded road built in the mountain side, and again before you come to a realization that the race is only started you are V-ing away from it only to find that a short distance beyond you are still following its course, and you further enjoy the tiny rills, the roar of the cataract, the ever onward rush of the turbulent water. And so on until you reach the village of Cloverdale, when the glad hand of a citizen grasps yours with a handshake that at once makes you feel you have fell among friends; that you are a welcome guest to a populace noted for its hospitality, generosity and contentment.

Those wishing to auto in from Portland will find a fairly good summer road via Sheridan, through Dolph and Hebo to Cloverdale, the distance being 38 miles from Sheridan or 100 miles from Portland.

## The Nestucca Valley

The Nestucca Valley is about 32 miles long—running north and south—and its fertility is unexcelled. Dairying is the principal industry. This valley was first settled in 1870 and has made a great many comfortably well-to-do. It is a fact, there has been no failures. Those who have been fortunate enough to secure a few acres of its rich bottom lands, have simply let the dairy herd make them rich. As the valley became populated hamlets have sprung up until at present there are eight trading points in the valley. The first on the extreme north is that of Hemlock and on the southern terminus Neskowin.

### HEMLOCK

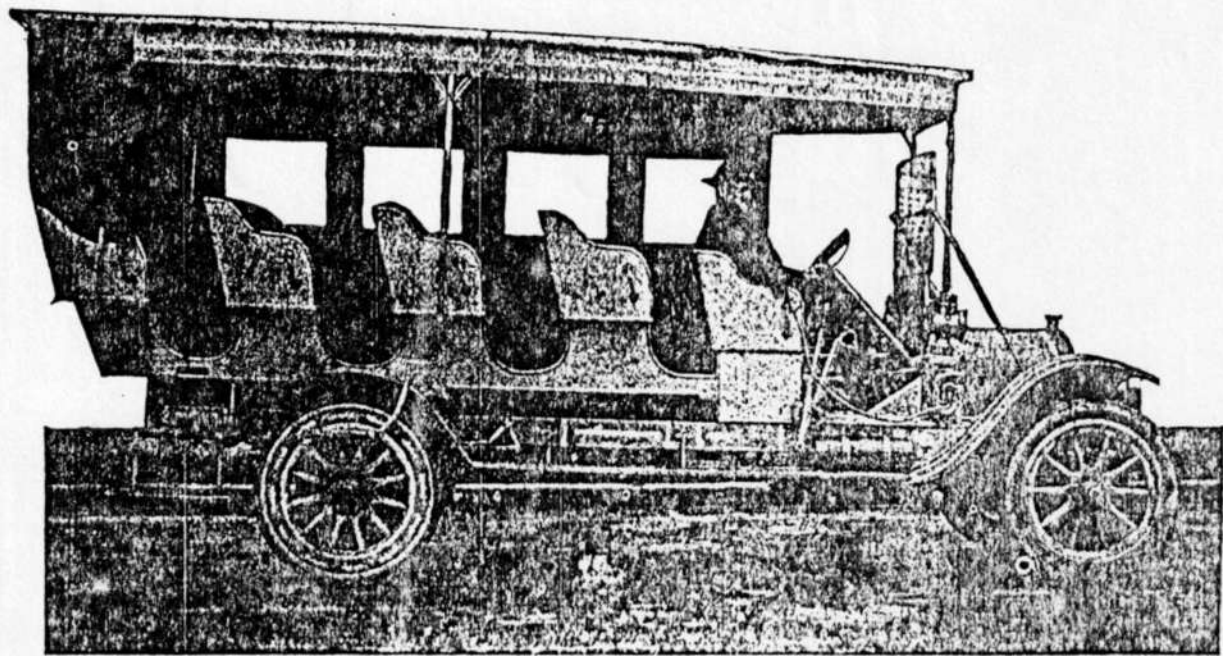
This place has a store, postoffice and hotel. The Hemlock store which is owned by E. G. Anderson carries a good stock of general goods and supplies the wants of those in its neighborhood and also the Sandlake people.

### BLAINE

Blaine has a postoffice, store and cheese factory. R. C. Margarel is proprietor of the store.

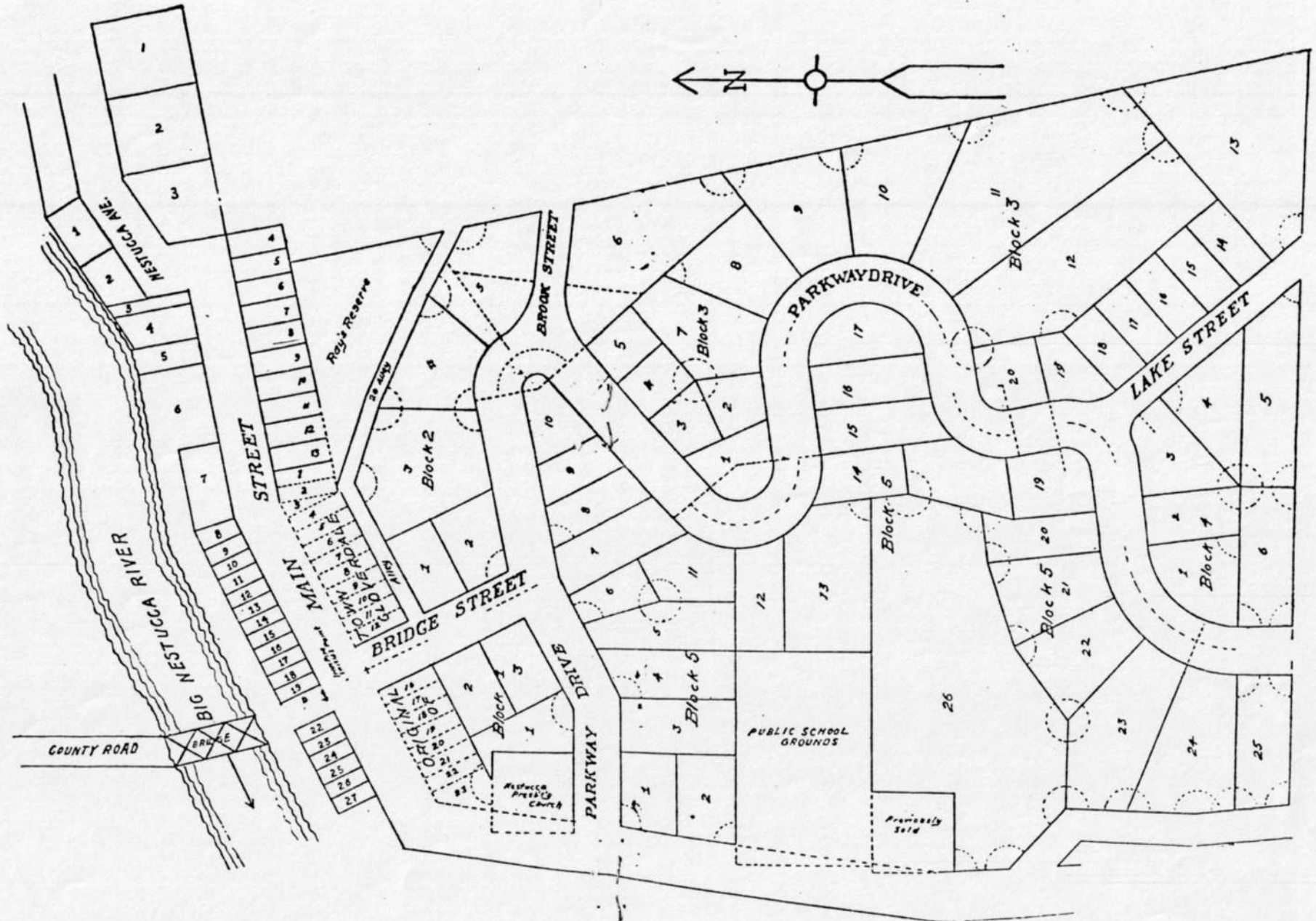
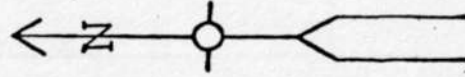


# Cloverdale and all Points South

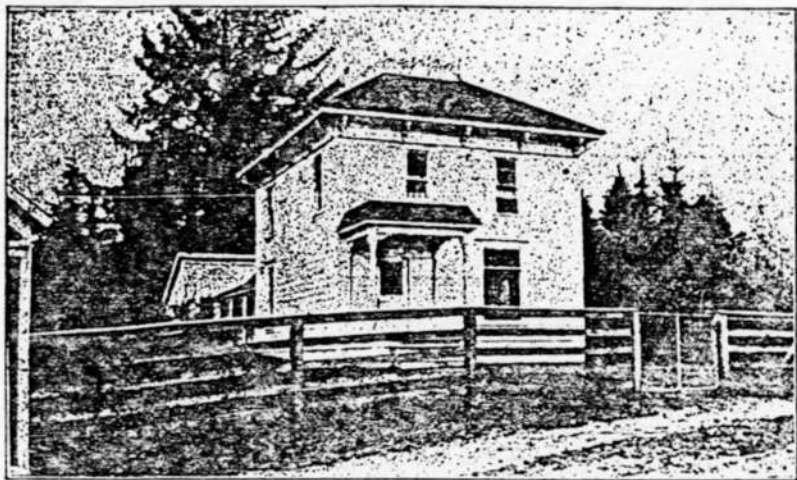


# MAP OF CLOVERDALE, OREGON

INCLUDING "PARK ADDITION"



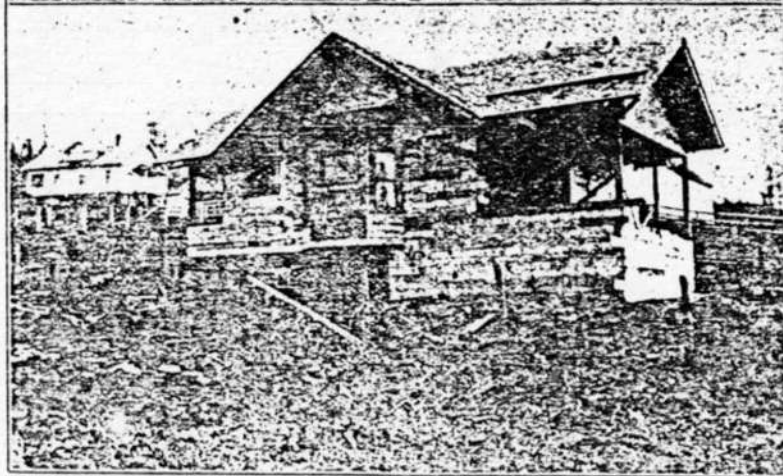
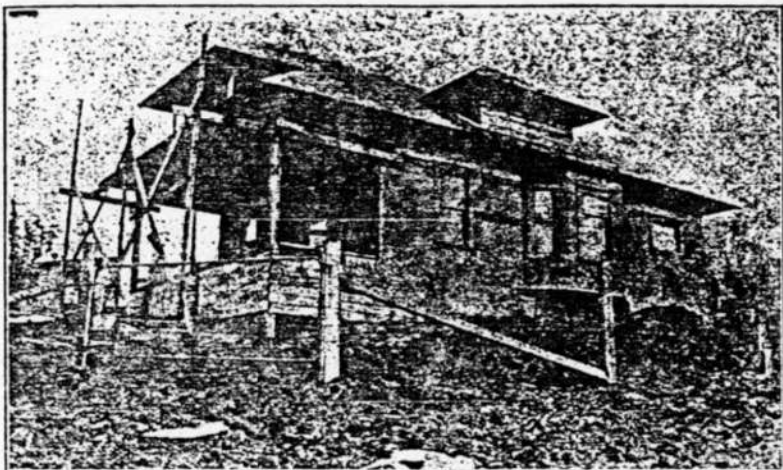




RESIDENCE OF CHAS. RAY



RESIDENCE OF L. M. KRANER



HOMES UNDER CONSTRUCTION

## The Nestucca Valley==Continued

### BEAVER

This place has one of the best stocked stores anywhere to be found. It is owned by D. W. Gilbert & Sons and handles almost anything one may ask for. Besides the postoffice this place has a millinery store, blacksmith shop and hotel.

Beaver also has a Loganberry Association and is now getting ready to erect an evaporator. The culture of loganberries at this point, we believe, will become an important factor in bringing wealth to this section of the valley.



**The Stock that Made Tillamook County Famous.**

## The Nestucca Valley==Continued

### HEBO

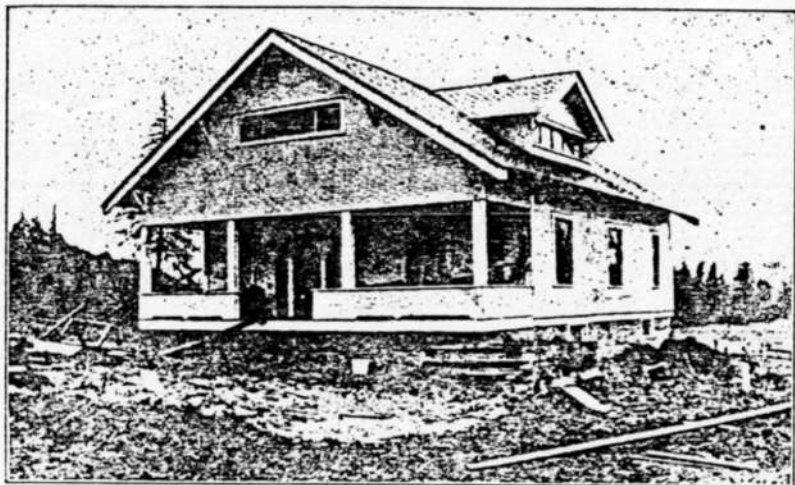
Hebo is at the junction of the road from Sheridan to Tillamook County. It has a general store, cheese factory, postoffice and Blacksmith shop. The store is owned by Myer & Son, the younger Mr. Myer looking after the interest and detail work of the store. The ranch lands in this section are all settled up and in consequence makes a good clientele for the Hebo store.

### GLOVERDALE

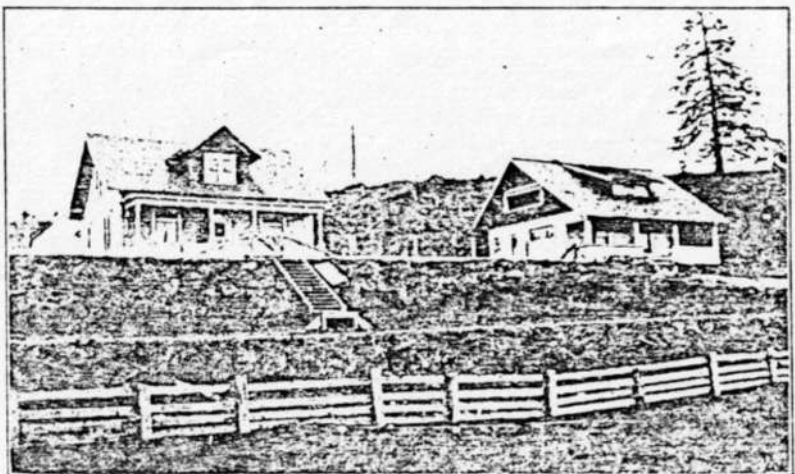
Cloverdale is central and the largest trading point in the Nestucca Valley. It has a bank, general store, a central telephone office, cheese factory, billiard parlor, garage, harness shop, printing office and newspaper, amusement hall, drug store, millinery store, livery barn, hotel, etc. It has a water system and electric lights.

### WOODS

Woods was once much larger than it is now, but at present it has a well stocked general store and postoffice. The store is owned by W. R. Rolfe and does a good business.



HOME OF J. G. FOSTER--Retired Rancher.



Home of Dr. J. L. George and property of J. J. McGinnis.

# The Nestucca Valley==Continued

## PACIFIC CITY

This is a summer resort town and during the camping season presents a lively appearance. It has a postoffice, confectionery store, amusement hall and general store. D. T. Edmunds is the proprietor of this store and does a good general business.

## MEDA

Meda is at the head of tidewater on the Little Nestucca River. It has a cheese factory and two saw mills. Its trading point is Cloverdale.

## ORETOWN

Oretown has a postoffice, cheese factory and blacksmith shop. The trading point of Oretown is Cloverdale.

## NESKOWIN.

Neskowin is principally a summer resort town and has a good influx in the camping season. It has a large general store of which J. M. Myer is proprietor. It also has a cheese factory postoffice and hotel.

## The Valley in General.

The Nestucca Valley has two classes of lands, the bottom lands and the hill lands. About one-third of the bottom lands are cleared and being used. Gradually the bottom lands are being cleared, some of the older ranches resemble very much a well kept lawn. It is said one acre of bottom land will keep one cow and that an average earning of \$100 per cow per year is what is being received by those who are dairying on scientific principles.

The hill lands, those that are not too steep to dairy are being cleared of the timber and dairying on the hill land is carried on to some extent. Fruit raising on the hill benches has been tried out in a very few places and thus far proved successful. They are, however, in our opinion, best adapted to small fruits and berries.

At the mouth of the Nestucca Bay is a large salmon canning factory and during the fishing season employs a large number of men. It also has a dock landing for small ocean-going boats. Half a mile up the bay is the dock and store of the Cloverdale Mercantile Co. At this place during the summer the freight boat for this company lands and discharges its cargo.

The first cheese factory located in the Nestucca Valley was built at Cloverdale in 1896, the amount of milk received at this factory the first year was 300,000 pounds. The dairy industry has grown until now there are ten cheese factories in the Nestucca Valley, viz: East Beaver, Blaine, Central, Neskowin, Three Rivers, Beaver, Cloverdale, Meda, Cold Springs, Oretown. The amount of milk delivered to these factories in 1913 aggregated 11,790,355 pounds.



# Cloverdale Directory



## BUSINESS ENTERPRISES

**Cloverdale Mercantile Co.**—General Merchandise—Chas. Ray, W. M. Owen, proprietors.

**Cloverdale Courier**—Weekly Newspaper and Job Printing—Frank Taylor, Manager.

**Cloverdale Drug Store**—Drugs, Stationery, Kodaks, Musical Instruments—Wm. A. High, Proprietor.

**Cloverdale Telephone Co.**—Local and long distance—L. M. Kraner, General Manager.

**Nestucca Valley Bank**—Incorporated Oct., 1912.—W. J. Logus, Cashier.

**Billiard Parlors**—Tobacco, Cigars, Confectionery, Sporting Goods—Everest & Learned, Proprietors.

**Automobile Garage**—J. L. Burke, Proprietor.

**Blacksmith Shop**—Horse Shoeing and Wagon work—Godsey & Boon.

**Harness and Shoe Repairing**—J. B. Gillam.

**Clothes Cleaning and Pressing**—Earl Cochran.

**Cloverdale Hotel**—Roy Estabrook, Managers.

**Electric Lights and Water**—Chas. Ray.

**Physician and Surgeon**—Dr. J. L. George.

**Meat Market**—R. M. March.

**Moving Pictures**—Roy Estabrook.

**Barber Shop**—E. E. Colestock.

**Cheese Factory**—Chas. Ray.

**Millinery**—Anna Godsey.



## CHURCHES

**Nestucca Presbyterian**—Rev. S. L. Clark.

**Baptist**—Rev. R. Y. Blalock.



## SOCIETIES

**Cloverdale Band**—A. Heater, Leader.

**Cloverdale Grange**—Mrs. E. Lundquist, Secretary.

**A. F. and A. M.**—W. M. Owen, Secretary.

**I. O. O. F.**—John Lowrance, Secretary.

**Rebecca Lodge**, Lelia Gist, Secretary.

**Artisan Lodge**—Alice Applewhite, Secretary.



Photo work on this booklet by Fred Briody.

