RANCHO BODEGA HISTORICAL SOCIETY

Whales, Fish and Fishers - The Tides at 100

"Both Californias, the old and the new, lie stretched beneath the windy summit of Bodega Head. *To the west, salmon dart through kelp beds and the oily blow-spray of migrating whales tingles the ocean mist. To the east, in a hook-shaped harbor, fishermen tend to the thousand tasks that keep a boat in "ship shape." At the head of the bay, a splash of Union Oil orange and blue brightens the town's focal point, The Tides Pier."* *

The distant view gives us a perspective. Bodega Bay, despite its remote location, our rugged individualism and our ability to take care of our own, was and still is largely affected by world affairs and now climate change, our nation's demographics and politics, state and local regulations.

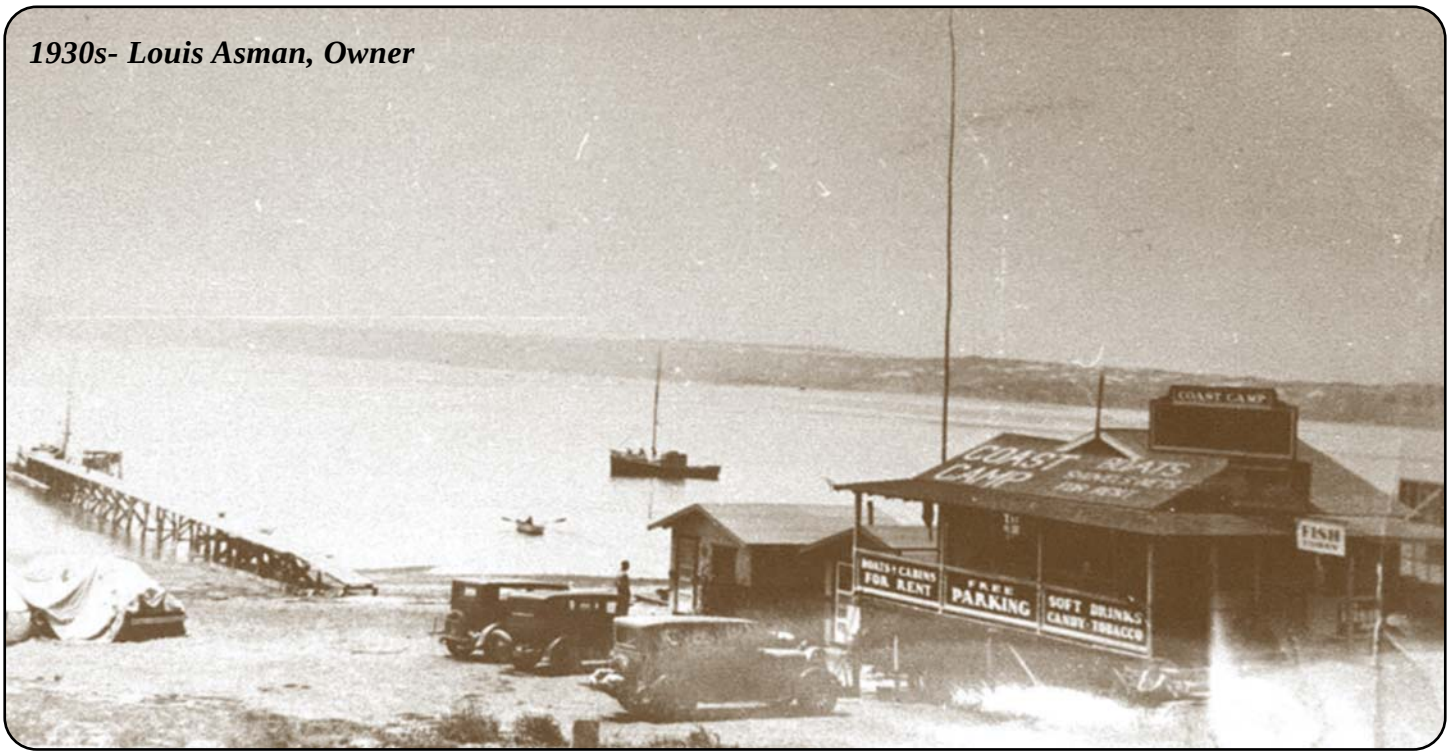
Today, the salmon and kelp beds are struggling for life and nearly disappeared when in 2015 a "Warm Blob" of water surged through our clean cold waters bringing new species. Environmental worries such as climate change presumably affected Pacific Gray Whale migrations with an "Unusual Mortality Event" (UME) from 2019 to 2023. This year in 2026, again, there are more whale strandings, exceeding levels seen previously, while Humpback Whales are driven closer to shore chasing anchovies.

Closer to home, The Tides' 76 gas station has a much lower profile. Yet The Tides' history is inseparable from Bodega Bay's community history. It's a family-owned business that's seen good times and bad.



1926 - Louis Asman, Owner

COAST CAMP BECOMES THE TIDES



1930s- Louis Asman, Owner

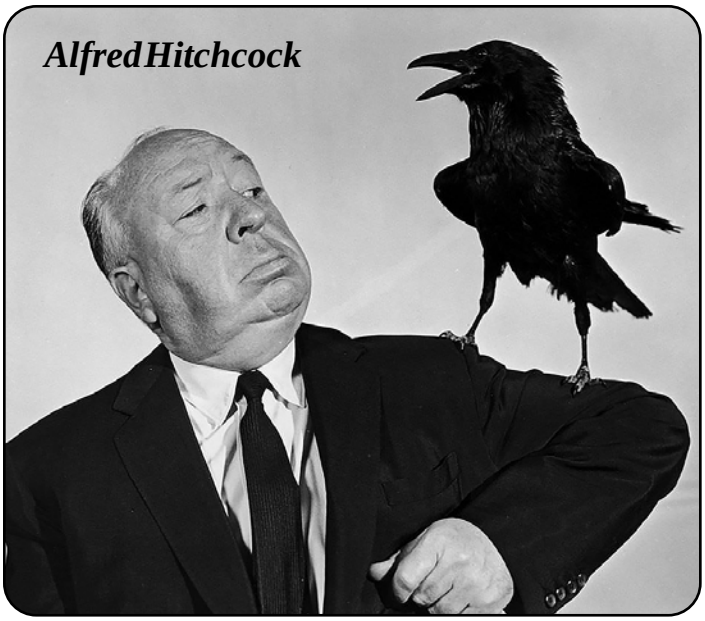
In 1926 it was just a tiny refreshment stand called **"Coast Camp"** that sold soft drinks and refreshments to sports fishers.

The business went through The Great Depression and Prohibition when no doubt rum runners delivered their goods to secret destinations and speakeasies. The docks witnessed World War II. Terrifying times even when the fog cleared, the coast was not clear. Japanese subs were right offshore. Fishing boats mysteriously disappeared. Balloons blew overhead dropping firebombs on West County. Soldiers were posted at look-outs and were housed in the old hotel that is now Diekmann's store.

After World War II, when the second owner's family took over **and named it the Tides,** they wondered why there were only 400 inhabitants in the fishing village. Business on the coast is notoriously slow in winter months, even on weekends, so it takes gumption, commitment, and good luck to keep any business going on the rugged and remote western edge of the continental United States. Without a population base, it's a wonder the small business survived.

Then Baby Boom arrived with a fast-growing population and a healthy, world-wide appetite for nutrient-rich food like fresh fish. More electricity was required for more houses, more refrigeration and frozen food, and way more cars than ever before. The motoring public needed gasoline and oil. Worldwide, there was a growing food shortage.

In the 1950's California's growing population thirsted for energy. PG& E was spurred to build nuclear power plants with a first one right here on Bodega Head on Campbell Cove. They got pretty far along, until a server at the Tides heard the men drop the word "nuclear" over coffee.


Alfred Hitchcock

A few years later, Alfred Hitchcock showed up at The Tides with his crew and more birds than were migrating naturally on the Pacific Flyway. He literally put Bodega Bay on the map.

The Tides second owner, Mitch Zankich, was the namesake for Rod Taylor's character and landed his own speaking part.

The Tides business adapted and survived a big fire, boating accidents, "dismal" crab catches, 9/11, closed salmon seasons, Covid and now the inevitably changing climate. Today, the business mirrors its own earliest history, surviving and oftentimes thriving.

Commemorating a Centennial Birthday

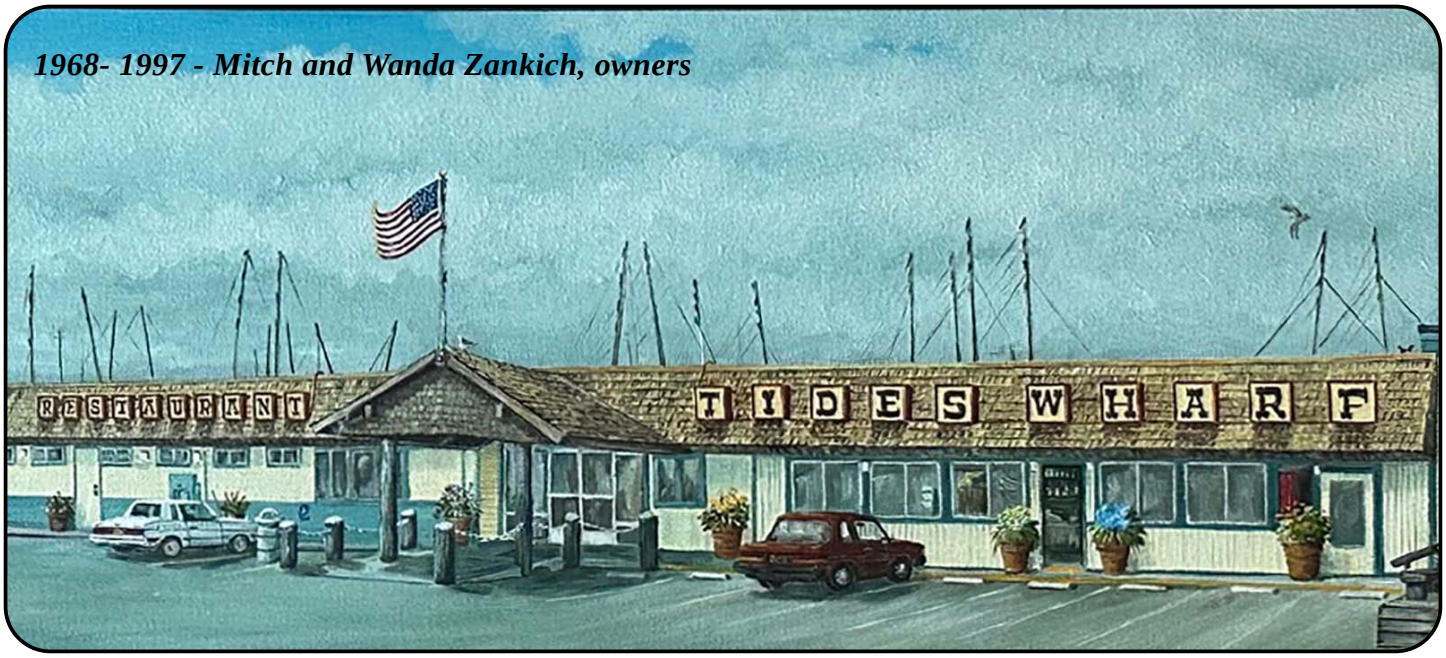
In 1926, a building contractor named Louis Asman showed up at our tiny port community known as "Bay" to build Bay's Schoolhouse. He purchased a small piece of property on what was more mudflat than water and opened a shack selling bait, fish, cigarettes, and soda pop. Asman rented camp sites to sport fishers and named his place "Coast Camp," foreshadowing The Inn at the Tides. 100 years later, The Tides still sells bait, tackle, cigarettes and soda at its gas station. ■



1960s- The High Tides and the Low Tides



1968- 1997 - Mitch and Wanda Zankich, owners

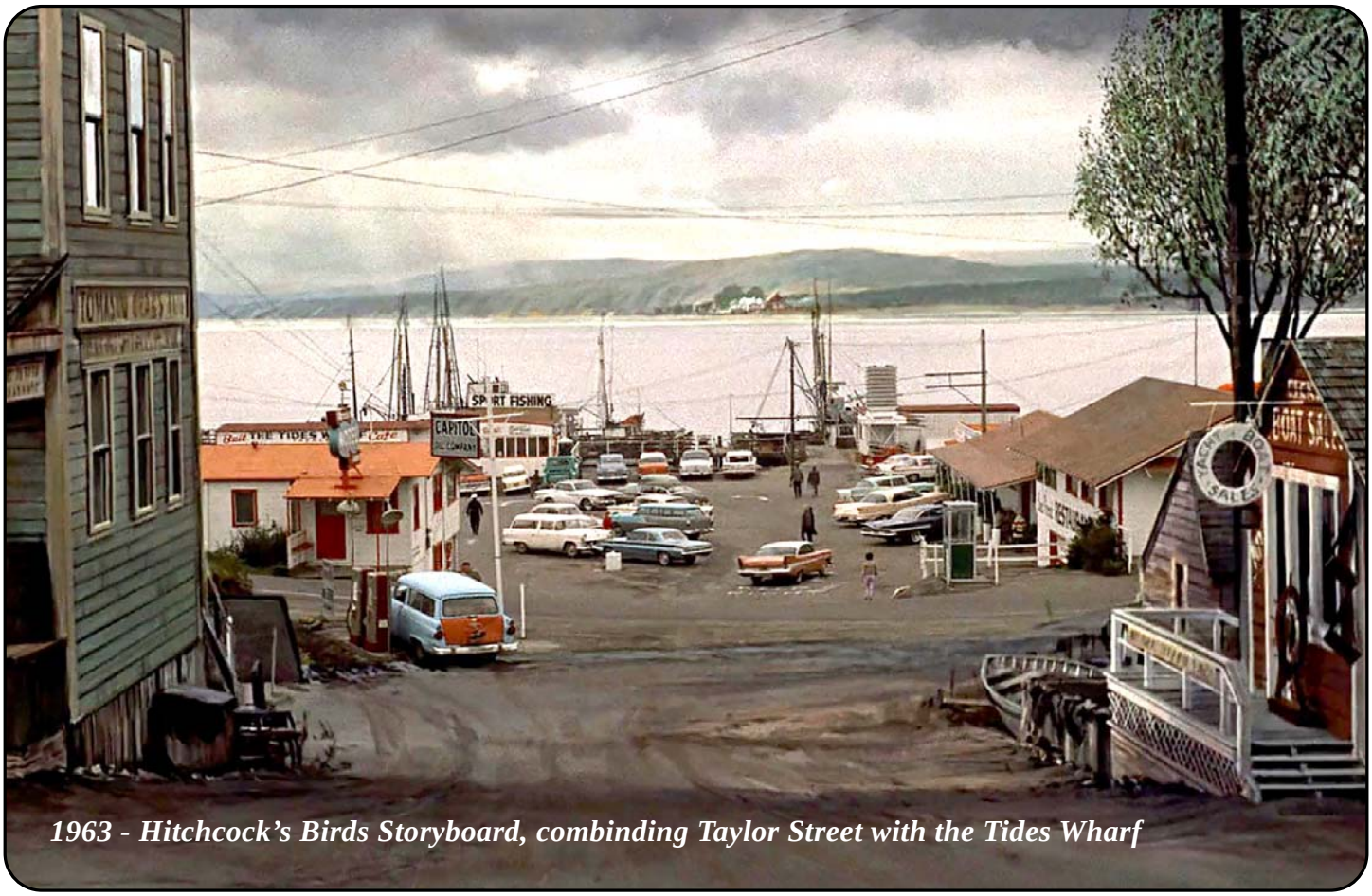


* NOTE: “Whales, Fish and Fishers” is a published article about solving the world’s food shortage with fish and fertilizers made from whale’s urea. The article features The Tides. It appears it was from a 76 Union Oil publication in the mid-1960’s. Source and dates of the published article are unclear.

THE TIDES



1950s & 1960s - Radich Wholesale Fish Partners



1963 - Hitchcock's Birds Storyboard, combinding Taylor Street with the Tides Wharf

HITCHCOCK FILM FESTIVAL



FRIDAY, OCT 16, 2026: 6:00 PM - 9:30 PM
The Birds: Food and drinks for purchase. Full Bar. Doors open at 6:00 PM. Movie begins at 7:00 PM. This is a fundraising event for the Bodega Bay Grange Restoration project.

SATURDAY, OCT 17, 2026: 11:00 AM - 1:30 PM
"Rear Window". Doors open at 11:00 AM. The movie begins at 11:30 AM. Food and drinks for purchase. Full Bar. This is a fundraising event benefiting the Art Program at Bodega Bay and Tomales Elementary Schools.

SATURDAY, OCT 17, 2026: 2:00 PM - 4:30 PM
The second movie of the day continues with of "Rebecca". Doors open at 2:00 PM. The movie begins at 2:30 PM. Food and drinks for purchase. Full Bar. This is a fundraising event benefiting the Art Program at Bodega Bay and Tomales Elementary Schools.

SATURDAY, OCT 17, 2026: 6:00 PM - 9:30 PM
The screening of The Birds (1963) concludes this year's festival. Doors open at 6:00 PM. Food and drinks for purchase. Full Bar. Movie begins at 7:00 PM.

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If you have artifacts or stories of Bodega Bay History to contribute to the Rancho Bodega Historical Society, please contact Robin Rudderow, our Historian at RBHS@bodegamoon.net

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Rancho Bodega Historical Society, Inc. is a 501(c)(3) nonprofit corporation
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IN THIS ISSUE

The Tides at 100 Years



In 1926, a building contractor named Louis Asman showed up at our tiny port community known then as "Bay" to build Bay's Schoolhouse. He purchased a small piece of property on what was more mudflat than water and opened a shack on a barely paved road selling bait, fish, cigarettes, and soda pop.

FALL EVENTS

ANNUAL HITCHCOCK FILM FEST: October 16 & 17, 2026 Get ready for a thrilling weekend at the Hitchcock Film Festival. Join us at the Bodega Bay Grange Hall #777 for a celebration of one of cinema's greatest artists, Alfred Hitchcock, whose work continues to entertain and influence audiences, filmmakers, authors and musicians on a global basis. The opportunity to see "The Birds" in Bodega Bay, where scenes for the film were shot, is a privilege not to be missed. Spirts, wine, beer, concessions, and food available for purchase.

SALMON CREEK ART WALK, November 7 & 8, 2026 10-4 pm Fine Arts and Crafts Check out the works of local artists at the Salmon Creek Art Walk. You'll find block prints, ceramics, glass art for home and garden, jewelry, fused glass art, leather boots and slippers, paintings, photography, figurative sculpture, stained glass and watercolors.

GREG SARRIS, Federated Indians of Graton Rancheria Nov 8, 2026 Sunday morning from 10:30 a.m. until noon in the Berger Auditorium (6633 Oakmont Drive) "What the Bear Knows" What if the line between humans and the natural world isn't as fixed as we think? In this mesmerizing talk, acclaimed author and tribal leader Greg Sarris explores storytelling, identity, and our fragile relationship with nature. This thoughtful talk will touch on part myth, part warning, and part profound reflection on what it means to be human.

SNOOPY'S ICE SKATING LESSONS: Each eight-week Lesson Set, skaters progress through one Level within a Skating Track. At the end of a Lesson Set, skaters are evaluated to determine whether they pass their current Level or will need improvement and will need to repeat their current Level. The Tracks follow the curriculum set forth by Learn to Skate USA, endorsed by United States Figure Skating. For detailed curriculum, please contact: Snoopy's Home Ice: 1667 West Steele Lane, Santa Rosa, 707-546-7147.

For more local events, visit our website. <***https://www.ranchobodega.org/events.html***>