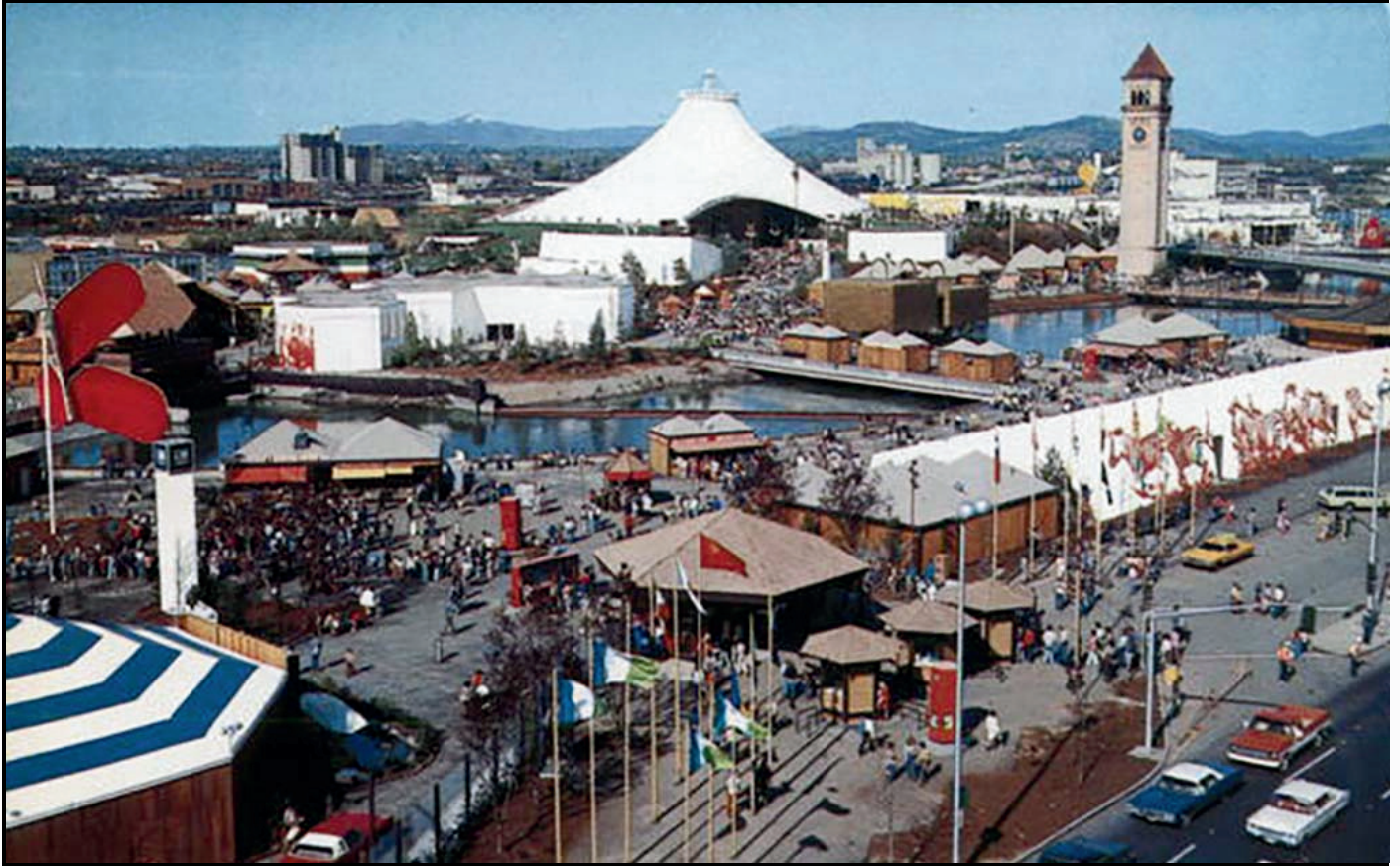




Postcard from the Expo '74 in Spokane, Washington showing an overview of the facility and festivities.

Expo '74 Headlines from the Coeur d'Alene Press

Written and Compiled by Britt Thurman

In the 1950s, as people left urban settings to move to suburban neighborhoods and businesses moved to malls, downtown districts lost popularity, as was the case with Spokane, Washington. Spokane's biggest natural landmark was the rapid-flowing Spokane Falls on the Spokane River, but the river was cut off from the downtown area by railroad tracks and trestles. Groups of citizens looked for ways to revitalize the downtown district and clean up river-front areas. Spokane officials contemplated a centennial celebration for the city in 1973 to raise money for the revitalization, but soon the opportunity for a world's fair came about. Spokane would become the smallest city to host a world's fair.

Monday, May 6, 1974

135,000 Greet Expo Weekend

A magician in a red tuxedo giving a sidewalk show, a cougar languishing by the river's edge, beautiful young Korean girls in native dress, a youngster getting his first taste of authentic Russian food.

All this - and much, much more - comprised the first day sights, sounds and smells of Spokane's Expo '74 after President Richard M Nixon proclaimed it open to "all the citizens of the world" at 12:01 p.m. on Saturday.

A crowd estimated at 75,000 persons were on hand for the extravagant opening ceremonies and then scattered throughout the 100-acre exposition to view foreign and

domestic exhibits, ride the gondola over Spokane Falls or just sit and relax.

By Sunday evening, an estimated 135,000 persons had passed through the turnstiles, far surpassing all expectations for opening weekend.

Expo General Manager Petr Spurney said the fair's attendance after six months could hit the five million mark or higher.

It could not have been a better day to begin an exposition "Celebrating Tomorrow's Fresh, New Environment." The sky was clear, the temperatures in the 60s.

The 75-minute opening ceremony was executed without a hitch. Not even the presence of approximately 100-200 Nixon protestors disrupted the occasion, marked by the release of 1,000 balloons and pigeons, the explosions of skyrockets and release of several hot air balloons.

President Nixon, looking tanned and fit, congratulated the State of Washington and Spokane for making Expo '74 possible through a spirit of individual enterprise.

"It is that spirit of doing things and not depending upon someone else to do them for you, it is that spirit that developed the West and the Northwest. It is that spirit that will continue to make America a great nation, we trust, in the years ahead," he said.

He lauded the environmental theme but warned that good health, clean air and water are worthless unless the nations of the world settle their differences at the conference table and not on the battlefield.

He said both World Wars were destructive, adding there cannot be a World War III "because it will destroy not only the nations that participate in it, it will destroy civilization as we know it, and we cannot let that happen and we will not let it happen.

"That is what we must do if we are to have the kind of environment that we want for the future."

Joining the President on the ceremonial float were Gov. Dan Evans of Washington, Rep. Thomas Foley, R-Wash., and the ambassadors of five of the foreign countries participating.

The President, following his formal address, proclaimed Expo '74 open with these words: "At 12 noon on this day, acting in my capacity as President of the United States, it is my high honor and privilege to declare Expo '74 officially open to all the citizens of the world."

Following a reception in the Washington State Pavilion, the Nixon party boarded Air Force One at Fairchild Air Force Base, leaving Spokane at 1:28 p.m.

The crowd left behind wasted no time, dispersing to every area of the grounds to absorb the freshness of the fair's first day.

Friday, April 12, 1974

Idaho's Expo Exhibit Readied for Shipment

Not only will Idaho have an exhibit at the world's fair, but it will be bigger and better than originally planned.

The exhibit has been increased by one-half to occupy an entire side of a building in the "Parade of States" area of the world's fair, the state Department of Commerce and Development said today.

The additional 250 square feet of floor space in the pavilion will be utilized as a resting area for Expo visitors and as a living exhibit of the trees that grow in Idaho forests.

The pre-cast concrete walls of the building will be paneled with the same rustic wood which is the predominate motif of the Idaho exhibit.

As originally planned, the Idaho exhibit occupied a 40-foot area along the high side of the pavilion. The addition now extends the total of 60 feet which will occupy the entire length of the building facing the Oregon exhibit across the aisle.

"A short visit to 'Idaholand' at Expo '74 will give fair-goers an insight into the beauty, ruggedness, resources, industry and recreation of the Gem State," said Lloyd Howe, executive secretary of the state agency. "The overall objective is one of education, to communicate the feeling of Idaho, its land and its people."

Most of the money that made the Idaho Expo display possible was contributed by private individuals and business interests in the State, supplemented by Department of Commerce and Development funds. The department has coordinated the project.

The Department's advertising agency, Cline/Inc. of Boise, was responsible for communications and design concepts. Reading Display, also of the Capitol City, built the actual display.

Now virtually complete, the main structure of the display is scheduled for shipment soon to the Expo site and reassembly in the Pavilion of the States.

"The art elements will follow shortly and opening day will see World's Fair visitors seeing the fair world of Idaho at the Pavilion of the States," Howe said.

The Idaho Department of Commerce and Development is also participating in a booth at Expo '74 in cooperations with Oregon and Washington to promote tourism in the three Northwest states.

Tuesday, June 4, 1974

Audubon Society Still Mad at Expo

The National Audubon Society Saturday announced it still is unhappy about Expo '74's "pretensions to being an environmental exposition" but has decided to exhibit at the Spokane fair anyway.

When the world environmental exposition opened May 4, not one environmental group had been signed to participate in the fair.

Expo then offered free exhibit space and still got no takers. The feeling among environmentalists was that Expo was nothing more than a commercial trade fair.

But the commercial success and mounting attendance

apparently has changed environmentalists' minds - not about the fair, but about the audience it is drawing.

Saturday, the Audubon Society's western representative, Paul Howard, said his group has decided it should not pass up the chance to reach upwards of five million people who are expected to visit Expo.

Recently, Friends of the Earth decided it, too, would take Expo up on a piece of 800 square feet being offered. As one Friends spokesman put it, "when you've got a lemon, make lemonade."

Howard said the Audubon Society exhibit is modeled

on the one the society had in 1972 at the United Nations Conference on the Human Environment at Stockholm.

Featured are blowups of color photos from the society's magazine showing wildlife and scenic beauty, as well as the pollution and environmental destruction which threaten them.

The exhibit already has been shipped from New York, Howard said, and will be on display soon.

Monday, November 4, 1974

Expo looks like financial success

The Expo '74 world's fair closed its six-month run Sunday, apparently a financial success, and work now begins to turn the 55-acre site into a river-front park.

About 35,000 persons braved near-freezing temperatures to attend Sunday's closing ceremonies, which featured a recorded message from President Ford accompanied by a fireworks display.

In his message, the President issued a challenge to "every man, woman and child" to refrain from waste and extravagance to preserve the land for future generations.

In all, 62,438 visited the fair on its final day bringing the six-month total attendance to 5,187,826.

From all indications, it appeared the fair was a financial success, but the actual profit realized will not be known for a couple of months when a final audit of the Expo books is completed.

However, Expo officials had long considered five-million total attendance as the point at which the fair would break even and begin turning a profit.

As the fair was operated by a nonprofit corporation, any profit will be turned over to the city of Spokane.

Nine foreign nations which participated in the fair along with 46 domestic exhibitors will dismantle their displays over the next 90 days, and the city of Spokane will "winterize" the fair site.

Once that is complete, transformation will begin on turning the site into a \$7 million river-front park - what Expo officials consider the fair's legacy to the city.

The park will comprise basically the same 55 acres of land in and along the Spokane River as was used for the fair. The land is adjacent to the city's downtown business district.

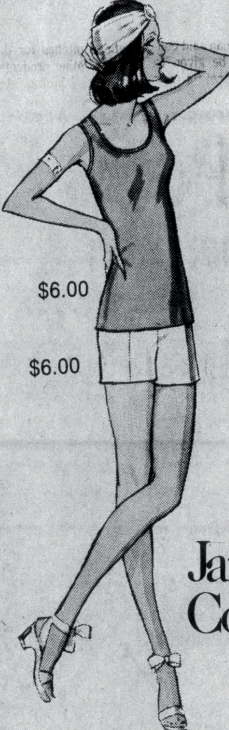
Some structures used during the fair will remain. The big question mark at this time involves the \$11 million U.S. Pavilion with its tent-like vinyl canopy. The structure's post-Expo use has not yet been determined, nor whether or not the canopy can withstand a Spokane winter.

City Park Director William Fearn said about \$1 million is currently available to begin landscaping the site. Where the remainder of the needed funds will come from is not yet known.

If present schedules are kept, the park could be open for public use by next summer.

CD'A EXPO DAYS!!

Dress Cool And Comfortable While You're At Expo!



\$6.00

\$6.00



\$8.00

\$7.00

Jane Colby

Here's an example of the excellence of hand of Jane Colby. Designed for easy care to go anywhere, this simple twosome is sure to become a wardrobe favorite. Knit of a blend of cotton and polyester, both the tank top and short shorts are washable.

Top in Sizes S-M-L
Shorts in Sizes 8-18

Men's

Jeans & Cords

Reg. **\$5.99**

To **\$14.99**

Jane Colby leads you into a wonderful way of life for summer with a checked V-neck ribbed trim top and solid coordinating nassau shorts. Washable, they're knitted in a blend of cotton and polyester.

Top in Sizes S-M-L
Shorts in Sizes 8-18



expo 74
World's Fair
Spokane, USA
May-Oct. 1974

OPEN FRIDAY NIGHTS 'TIL 9

Harvey's

223 Sherman

Advertisement in the Coeur d'Alene Press, June 5, 1974.

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Annette Nolting

Programs Manager

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From the Executive Director

You know what they say, when it rains it pours, and that's never been more true here at the Museum of North Idaho where it is literally pouring inside our permanent exhibit gallery. As you all know, we've been working for the past four years – through a global pandemic, labor and materials shortages, and looming recession – to raise funds to construct a new museum facility. MONI has been operating out of an old gas station since 1979, and this building has long since stopped serving our needs, making a new facility a necessity. Not only is the building too small with no heat in the public spaces, but we have been battling roof leaks for the past three years. With plans to demolish the building once we move out, paying \$50,000 to replace the roof just isn't an option. Our one stubborn roof leak was manageable, but over the winter, that one leak turned into over a dozen leaks, all in the permanent exhibit gallery. With lots of moisture comes the bane of every museum director's existence – mold.

Out of an abundance of caution, our team tested the museum for mold, and it came back positive. So then the question of what to do from here arises. We cannot open the museum with mold present in the building, but renovations on the new museum won't be complete until the end of the summer. So we are now in the process of trying to find a temporary location to operate out of until renovations are done on the J.C. White House. If we don't find a location, we will have to stay closed until we move this fall. We will make announcements if we're able to find a temporary home.

– Britt Thurman, Executive Director

From the Board President

Membership Matters

Today I took my 79-year-old sister to the Kootenai County elections office to register to vote because she moved here from Spokane last fall. It was important to her to get registered, and I realized in the process of helping her that being registered made her feel part of the community. It was like becoming a member of the community. The Museum is a non-profit organization that relies on members in order to exist. Becoming a member is very much like saying that “preserving and illuminating our past to inspire our future” is important to our greater community. It is what has allowed us to preserve the J.C. White House when it was about to be demolished, and now that historical home is about to become our new museum when we open this fall.

As the archive of our past, we bring a valuable component to the deepening of our community through our shared history. We're financially able to meet our mission because of the choice you made to become a member. As we move into our new home, we are seeking to expand our membership. Perhaps there is someone you know that may consider becoming a member and having free access to the new museum and all the other great member benefits. To become a member all one needs to do is go to museumni.org/memberships. You can even pay for your membership monthly for as little as \$3/month. Thank you for your continued support.

– Steve Towles, Board President

Upcoming Events

Living History Walking Tours – Saturday mornings through August

Learn about Coeur d'Alene's early history on a 90-minute walking tour with a local historian. This year walking tours will be offered of Downtown Coeur d'Alene, Old Fort Sherman, and Sander's Beach. Visit museumni.org/tours-properties.

A Conversation with James Supp – May 18th @ 9 am

Join Antiques Appraiser James Supp for an informational chat about his career and some of the more memorable items he's appraised. This event is free and open to the public and will be held at Art Spirit Gallery on Sherman.

Antiques Appraisal Day – May 18th, 11 am – 3 pm

Back by popular demand is our biannual Antiques Appraisal Day held at the Fort Sherman Chapel. Find out the value of the hidden treasures in your home. Tickets are SOLD OUT, but you can still come watch the fun.

History Hour Lecture Series – June 12th @ 5:30 pm

Join local historian Courtney Beebe at the Coeur d'Alene Public Library as she shares the history of the Cougar Gulch area. Courtney was instrumental in surveying 29 properties for the National Register of Historic Places and listing six Century Farms in Cougar Gulch.

History Hour Lecture Series – July 10th @ 5:30 pm

Join local historians at the Coeur d'Alene Public Library and learn about North Idaho's heritage. Speaker to be announced shortly.

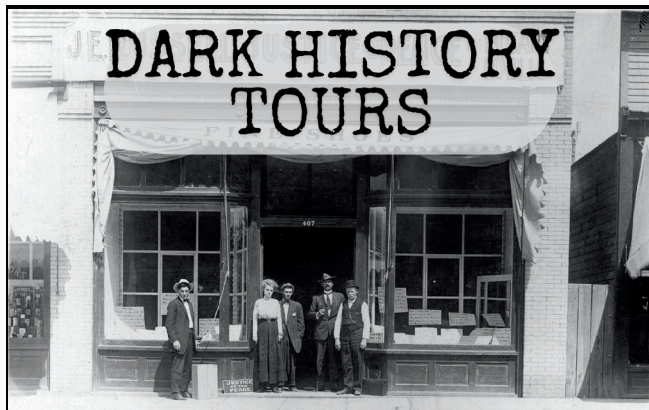


Volunteer Spotlight

Colleen Preston

Colleen has been volunteering with MONI for over two years in almost any capacity needed. This includes leading school tours and cemetery walking tours, in guest services, the archives, and so much more. We are so lucky to have her on our team. Thanks, Colleen!

New Walking Tours



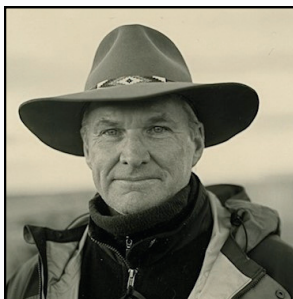
Friday nights June through August

We are excited to announce Dark History Tours. On this tour you'll investigate the seedy underbelly of downtown Coeur d'Alene, sharing historic and modern tales of crimes, scandal, and the just plain bizarre. Tours will run every Friday night throughout the summer. Tickets go on sale soon!

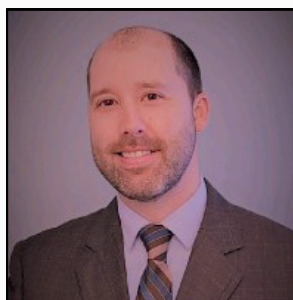
New Board Members



Kate Coyle grew up in Meridian, Idaho before attending the University of Montana, studying Political Science and History. She is an elder law attorney with Coyle & Eyman.



Michael Watkins is a film director and producer and a history enthusiast. He moved to North Idaho with his family a few years ago after falling in love with the area's peace and beauty.



Dan McCracken was born and raised in Lewiston, Idaho and is a licensed civil engineer and currently works as the Regional Administrator for the Idaho Department of Environmental Quality.

What's Happening in Fundraising?

JC White House Update

The Museum of North Idaho team has been working toward our goal to finish renovation and move into the historic JC White House. **Here is what is currently happening:**

- The wrap around porch is almost done with the decking in. Just waiting for railings and columns.
- Finish front and back steps.
- Construct and install the new elevator.

What are the goals from here?

- Finish raising additional funding to complete the interior renovations.
- Design and install refreshed exhibits on North Idaho's history.
- Move everything from current Museum location.
- Open by Fall 2024!



Annual Gala



June 27th at 5 pm

Bust out your bell bottoms, grab your favorite tie-dye and join us for a 1960s-themed fundraising gala. The night will include dinner, drinks, live music and dancing, and silent and live auctions. From flower crowns to Janis and Jimi, this event will be a true blast from the past you won't want to miss. Member early-bird tickets are \$95 and are on sale now. Visit museumni.org/gala. Ticket price increases on May 27th.

Do you want to help take the Museum of North Idaho to the next level? Join our fundraising or marketing committees. Email **Annette Nolting** at development@museumni.org to learn how you can get involved.

Build Your Legacy

A number of naming rights are still available, and now is the time to secure your family's legacy within the new Museum of North Idaho before we open this year. If you're interested in purchasing naming rights, please contact Annette Nolting at 208.664.3448 x 4 or development@museumni.org.

- Administrative Suite
- Big Hank Cabin
- Central Staircase
- Elevator
- Windows

\$5,000 for the Future

We are so close to moving into the JC White House, and we need your help to get to the finish line! We are almost halfway to our goal of **forty** donations of \$5,000 to reach \$200,000 total.

Because of the generosity of our community, we have raised \$75,000 toward our campaign so far! Contact us today to get your name added to the donor wall.

New Artifact Donations

Deb Mitchell - Photographs and newspaper clippings
Robert Singletary - Photos and newspaper clippings
George Biddle - 1937 "Golden Edition" Press
Nick Lasinsky - Postcards
Dave Rennen - Book and 1967 CHS yearbook
Richard Whitlen - WWII portable organ
Kent Kimball - Pappy Boyington book
Jennifer Ross - 1930s letters
Rheinschmidt - Abstract of Title for 35 Sherman Park
Justin Smith - Book on Idaho History in Photos
Tom Richards - Menus for the Snake Pit
Janene Kinservik - CampFire Girls counselor dress
Fox Island Historical Society - Coeur d'Alene Tribe moccasins
Michele Williams - CHS yearbooks, penant, and Lake City Dairy box
Brandon Hortemiller - 3' x 4' Empire Airlines poster



Jim Markley donated a traffic light that stood at the intersection of Sherman Avenue and Fourth Street in 1953, back when it was Highway 10. His father-in-law owned the traffic light and operated it at the end of his driveway so he could jokingly switch it to red when people approached his house.

Shopping that Pays



Support the Museum while you grocery shop! Shop at Fred Meyer and a portion of every dollar you spend will be donated to the Museum of North Idaho. Here's how it works.

1. Create a digital account
2. Link your card to the Museum of North Idaho by searching for our name and then entering our NPO number
3. Click Save

For help getting set up, contact Annette Nolting at development@museumni.org or 208.664.3448 x 4.

Thank You to Our Donors!

Up to \$100

Carol Fairhurst * Sheila & Robert Wood * Marcella Layton * Mike & Kathy Fritz * Thomas & Pat Collins
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Patrick & Beverly Cabbage * Bernard and Susana Rosen
Carol Lapan * Doug Cresswell * Laurie Beebe * Shelley Garvey

\$101 to \$499

William Appleton * Dennis & Jennifer Parent * Jon Boyd * Jack and Candy Smetana * Connie and Butch McGee

\$500 to \$1,000

Dwight McCain * Luke & Deb Russell * Marty Westbrook * Kenneth & Victoria Roberge

\$1,001 to \$10,000

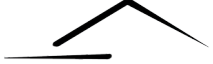
Mary Sanderson * Barbara Nelson * Teresa & Robert Farr * J.P. Morbeck * Art Thayer

Analee Compton recently donated \$50,000 to our capital campaign to build a new museum, helping make our new home a reality. Thanks for your generosity!

Foundations and Grants

Harry Morrison Foundation - \$10,000

New Corporate Members


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Jim Chapkis



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The Museum of North Idaho preserves and illuminates our past to inspire our future.

