



Central Motors, located on Sherman Avenue between 2nd and 3rd Street, shows off the 1954 Hudson automobiles. Photo by Kyle Walker. CDA-20-1.

Brief History of Coeur d'Alene: 1950s-1970s

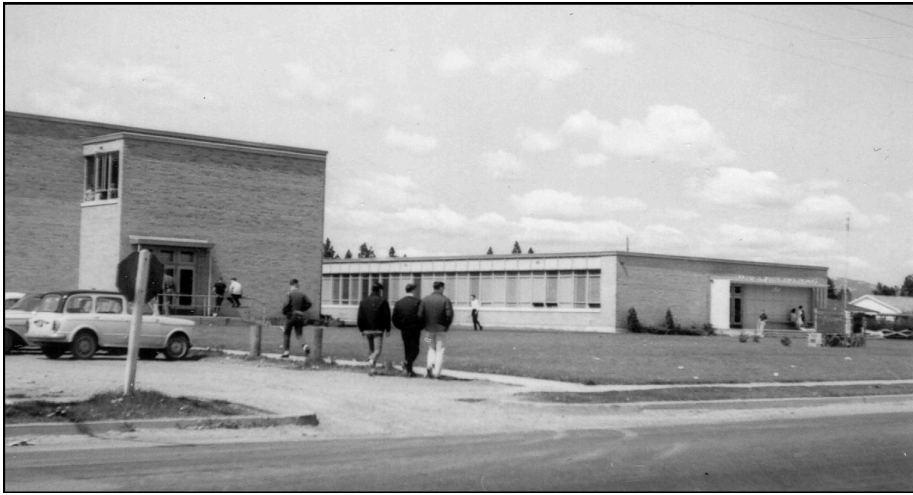
Written by Robert Singletary and Edited by Britt Thurman

The growth of Coeur d'Alene, which jumped in the mid-1920s, continued through the 30s, 40s and into the 50s. During the 1950s, there was new construction and additions in almost every facet of the community, especially educational facilities. The newly organized Coeur d'Alene School District 271 built Borah Elementary School in 1951 and a new Coeur d'Alene High School in 1954. Between 1955 and 1957, major additions were completed at the new high school and at several elementary schools including Hayden, Winton and Dalton. The Catholic community built St. Thomas Elementary and IHM High School. North Idaho Junior College began classes in a new classroom/administration facility in January of 1950, and a gymnasium/auditorium

and more vocational classrooms were also completed that year.

Several new churches were built during the 1950s, including Bethel Baptist, Christ the King Lutheran, Church of Christ, and Seventh Day Adventist. Many of the older churches were expanded. Several medical facilities were built, including the 20-bed Coeur d'Alene General hospital and two dental and medical clinics.

Many new businesses came into existence during this decade, including service stations, motels, restaurants, clothing stores, drug stores, and hardware stores. Some of them were in the downtown area, but most were located in the new shopping districts, which included the Miracle Mile on east Sherman, Northview Plaza in midtown and



Construction of the new High School cost \$435,000 in 1954. EDU-1-84.

Sunset Heights on the north end of town. Each district developed their own merchants associations to help promote the new businesses.

There was also a major increase in new home construction and home improvement. New housing additions began to develop, especially to the northern part of town. In 1949, there were only seven apartment buildings in the city. By 1959, there were forty five.

Soon after the Kootenai County Fair was moved north of town in 1952, the city of Coeur d'Alene, in conjunction with the Lakeshore Development Association, began to develop playing fields and recreation facilities on the old mill site and former fairgrounds. Other sports and recreational opportunities were created when the Coeur d'Alene Golf Course was completed and the Coeur d'Alene Unlimited Hydroplane Association was organized to bring nationally known hydroplane races to Lake Coeur d'Alene. The first race was held in the summer of 1958.



Hydroplane \$ Bill (U-21) in the water with man standing on deck. The driver is likely Bill Schuyler, the boat's owner. Driver Ray Crawford arrived late in the race week, 1959. REC-2-103.

Kyle Walker, manager of the Chamber of Commerce, began a major promotion campaign to make Coeur d'Alene a tourist destination. He used just about every medium to show off the city by the lake. By the end of the decade, there was a major increase in the numbers of lodging facilities and recreational activities for tourists.

By 1960, Coeur d'Alene's population was over 14,000 and showed no signs of slowing down. On October 14 of that year, Idaho Governor Smylie gave the dedication speech for the completion of a four-lane freeway around Coeur d'Alene. According to the governor, this

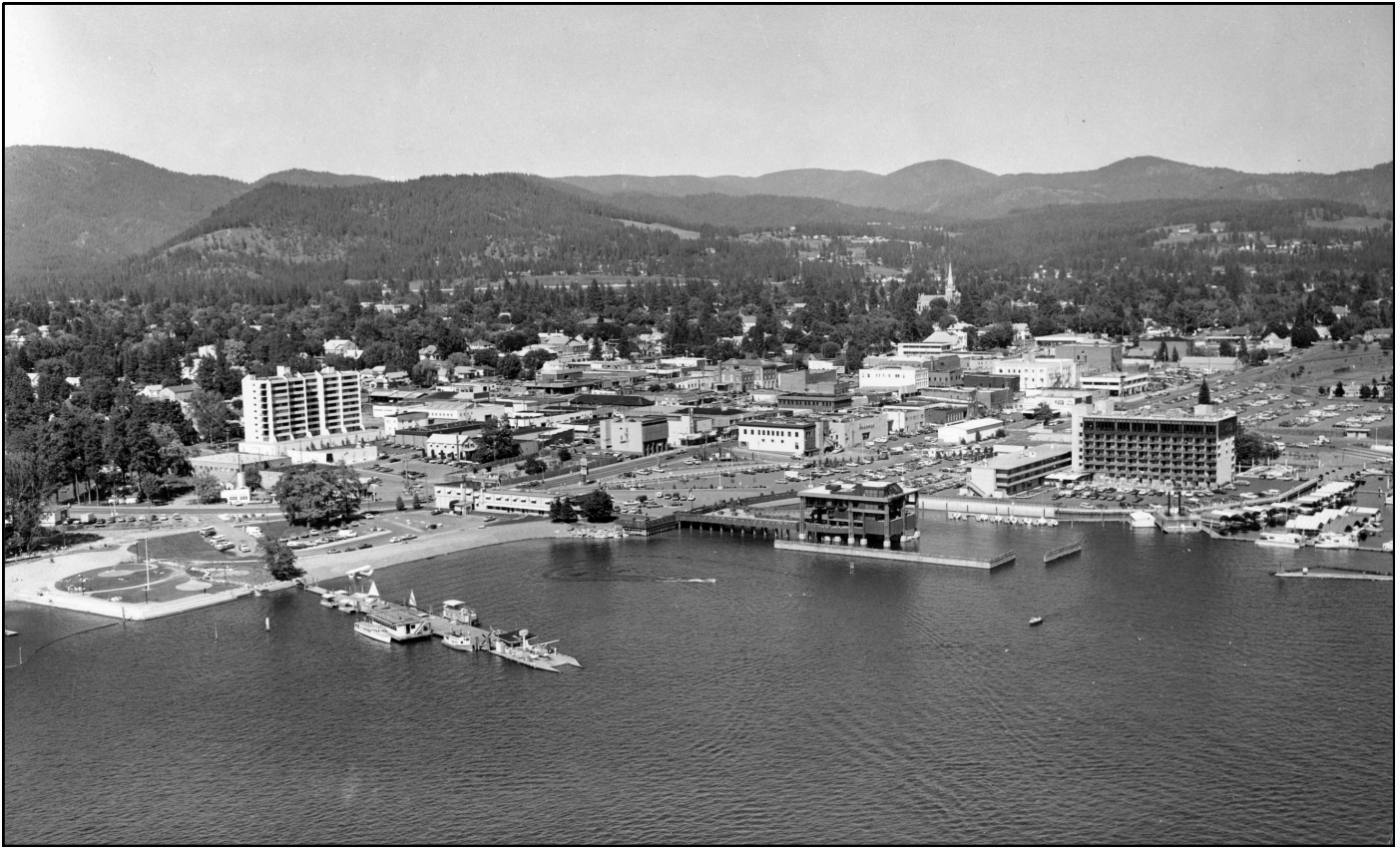
was Idaho's first major urban interstate freeway to be completed. Several major building projects were also completed at North Idaho Junior College. In the fall of 1961, a 6,136 square-foot student union building was completed. A library/classroom wing and an auto mechanics building were completed the next year, followed by the first student dormitory on the campus. In fall of 1965, a 7,557 square foot addition to the student union building was completed. Enrollment at NIJC increased from 463 to 1,115 by the end of the decade. Another major addition to the community was the creation of the Coeur d'Alene Summer Theater which grew into the region's premier professional summer-stock theater.

Other building projects during the 1960s included a large J.C. Penney Store, Rosauer's Supermarket, the First Federal Saving and Loan, the North Shore Hotel and Convention Center, Sunset Nursing and Convalescent Home, the Crystal Plunge swimming pool, and a new bridge across the Spokane River. The town's first mall, the Coeur d'Alene Mall, was constructed and had a variety of stores including Montgomery Ward, Sprouse-Reitz, Buttrey's Supermarket, Klotz Drug Store, a restaurant, barber shop, and self-service laundry.



Montgomery Ward was the first major chain store to occupy Coeur d'Alene's first mall built on the corner of Appleway and Government Way in 1966.

CDA-36-11



This late 1970s overview of Coeur d'Alene shows some of the major changes in the downtown area, including an addition to the North Shore Hotel and the nine-story Lake Tower Apartments. CDA-9-123

By 1970, the population of Coeur d'Alene was 16,228. During the 1970s, several new building projects including housing additions were completed north of the new freeway. The Coeur d'Alene School District built a new Coeur d'Alene High School at 4th Street and Dalton Avenue, Canfield Junior High School at Fifteenth and Dalton, and Ramsey Elementary School on Kathleen Avenue. A new addition was completed at the Coeur d'Alene Mall, which became the home of Baskin-Robbins, Winchel's Donuts and the Radio Shack. Dairy Queen opened on Appleway Avenue. The Lutheran Church of the Master opened for services at Ramsey Road and Kathleen Avenue.

The downtown area also saw some expansion during the 1970s. Coeur d'Alene Cable, the first television station in Coeur d'Alene, was built at 2nd Street and Coeur d'Alene Avenue. Gridley's clothing store was expanded and renamed Harvey's. The old Graham building was remodeled for a new clothing store called Rusan's. The Frederick Blackwell House, a stately home built at 817 Sherman Avenue in 1904, was demolished due to lack of interest in preserving the old home, and Sambo's Restaurant opened for business on the site. The Northern State Bank opened at 218 Lakeside Avenue. On March 20, 1979, a new city hall, located at Eighth and Mullan, was formally dedicated by Mayor Don Johnston and the City council.

On August 10, 1977, the Museum of North Idaho opened in the remodeled Cenex building near City Park. It would remain in that location until 2024. One of the largest building projects on the college campus, now North Idaho College, was the completion of the Communications Arts building in 1979. The new building housed a 1200-seat auditorium, plus music, art and speech classrooms, and a television studio. Other important cultural organizations were the Citizen's Council for the Arts, the Community Concert Band, Community Festival Choir, and the Carousel Players



The Citizen's Council for the Arts, organized in 1968, sponsored the first "Art on the Green" arts festival on the North Idaho College campus in the summer of 1970. ART-4-1

Staff

Executive Director

Britt Thurman

Development Director

Annette Nolting

Programs Manager

Jordan Thomas

Volunteers

Deb Mitchell, Cedris & Steve Shepperd, Dorinda Thurman, Rob Inabnet, Courtney Beebe, Diane Colacino, Geoff Howard, Kelly Connaway, Dorothy Dahlgren, Colleen Preston, Becky Powers, Jim Schramm, Rod Schobert, Dennis Houchin, Dave Eubanks, Sheila Bruning, Madeline Lavergne, Dana Kroetch, Amy Miles, Dave Walker, Pam Rodkey, Julie Magnuson, Bonnie Magnuson, Doug Miles, Jerome Pollos, Jeannette Conroy

Board of Directors

President

Stephen Towles

Vice President

Tanden Launder

Secretary

Bernie Rosen

Treasurer

Tom Richards

Directors

Kate Coyle
Dan McCracken
Dave Patzer
Dick Sheldon
Greg Thorhaug
Marilee Wallace
Michael Watkins
Steve Widmyer

From the Executive Director

As we close up another season at the Museum of North Idaho, it's only natural that we look ahead. My staff and I are thrilled that we are just a couple months away from moving into our new home in the JC White House! This transition marks an exciting chapter for MONI, as we will soon have the space and resources to enhance our exhibits and programming. Our new location will not only allow us to showcase the rich history and culture of our region more effectively, but it will also provide a welcoming environment for our community to gather, learn, and engage with the past. We are committed to creating an inspiring atmosphere that honors the stories of North Idaho and its people.

As we look ahead to the upcoming year, we are filled with anticipation for the many new opportunities this facility will bring. We have ambitious plans for 119 different exhibitions, educational programs, and community events that we can't wait to share with you for 2025.

A couple weeks ago, we held our inaugural Harvest Festival on the new site, and it was amazing. We had over 600 people attend, and we were over the moon to introduce our community to the site of our new home and show the potential that this space has. We want to be more than just a museum; we want to be a community hub where multiple generations can come together to learn, explore, and grow.

Your ongoing support has been instrumental in making this dream a reality, and we are eager to embark on this journey together. Thank you for being a vital part of our museum family—we can't wait to welcome you to our new home!

- Britt Thurman, Executive Director

From the Board President

November 19th is the 5th anniversary of moving the JC White House from 8th and Sherman to its new home on Young Avenue. It was quite an inspiring event with hundreds of people showing up at 6 am that Saturday morning to watch the move happen. It was a well-planned and orchestrated event that caused many of us to hold our breath on more than one occasion during the move going west down Sherman, turning left on 7th to Front and then going left on Front and right on 8th past the library and city hall. It went across the city hall parking lot to eventually be placed on the new foundation. John Swallow and Rob Johnson of Johnson Construction were key organizers in moving the house in 2019.

After all this time, we are closing in on finishing this project and moving the Museum into its new home. We expect it to be finished sometime in December, and we will then begin the process of creating our exhibits and getting them organized and put in place for a springtime grand opening. Big Tree Construction has been instrumental in getting us over the final construction hump and bringing it all together. As we celebrate the end of this phase of our construction, we know it is just the beginning of a new phase of the Museum of North Idaho as we seek to inspire our community by illuminating our past. Thank you to all who have helped us achieve this goal and complete this journey so we can start the next one.

- Steve Towles, Board President

Upcoming Events

Antiques Appraisal Day – November 2, 11 am – 3 pm

Back by popular demand is our biannual Antiques Appraisal Day held at Vantage Point Brewing Company. Find out the value of the hidden treasures in your home. Tickets are \$25 each and are on sale now. Don't have anything to have appraised? Come and watch the fun. Spectators are welcomed at no charge.

History Hour Lecture – November 7 @ 5:30 pm

Local historian Rodney Frey will introduce some of the dynamics and meanings of Indigenous storytelling, with implications for better appreciating the Native experience, as well as lessons for our shared humanity. Lectures take place at the Coeur d'Alene Public Library and are free to the public.

History Hour Lecture – November 13 @ 5:30 pm

Join historian and fur trade reenactor Mark Weadick as he discusses how the value of beaver fur led the way for western expansion and European colonization of North America via the fur trade. Lectures take place at the Coeur d'Alene Public Library and are free to the public.



Holidays at the Chapel – December 7, 11 am – 3 pm

Join us for a free day of festive cheer in Coeur d'Alene's oldest and most charming building! Enjoy the chance to capture the magic of the season with photos with Santa—perfect for kids, adults, and even pets! The day will also feature fun kids crafts, a pop-up gift shop for holiday shopping, and delicious hot cocoa and cookies. Don't miss this wonderful event to celebrate the magic of the holidays with your family.



Winter weather got your down? Join us for our 2nd Annual Virtual Golf Tournament at Scarlett's Golf Experience, where you can enjoy the excitement of golf without the winter chill! Great for golfers of all skill levels, participate from the comfort of a heated, state-of-the-art golf simulator. Experience the thrill of friendly competition and camaraderie as you vie for exciting prizes, such as the longest drive and closest to the hole. Whether you're a seasoned pro or just looking to have some fun, this event promises an unforgettable golfing experience. Don't miss out—register now and get ready to tee off at Scarlett's Golf Experience!

Register your team of four at museumni.org/golf. Tickets are only \$220 for the whole team.

History Hour Lecture – January 8 @ 5:30 pm

Join historian and author Heather Branstetter as she talks about her latest research around "Black Sunday," the name given to the June 23, 1991 FBI raids in the Silver Valley. Lectures take place at the Coeur d'Alene Public Library and are free to the public.

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:**

- Drywall, mudding and taping, and painting
- Front and back steps and ramp are being built
- Elevator installation

What's Next?

- Install new flooring and finish restoration on original hardwood floors.
- Update and install new exhibits.
- Move everything in and open!



December 3rd is Giving Tuesday!

GivingTuesday is a global generosity movement unleashing the power of radical generosity. It has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

This giving Tuesday, we ask you consider donating to MONI in honor of our Executive Director, Britt Thurman, who turns 40 this month. Help us wish her a Happy Birthday by donating \$40 for her 40th. Funds raised will go toward costs to move into our new home in the JC White House.

Help us make “\$40 for 40” a reality this Giving Tuesday by making a \$40 donation on December 3rd at museumni.org/donate!

Phase 1 Fully Funded

We are so excited to announce that with the generosity of our community and a final \$200,000 anonymous donor, Phase 1 construction of our project is full funded. We are still fundraising for moving costs and new exhibit displays, but we are overwhelmed with gratitude on what we were able to accomplish with the help of our community.

Donations can be made by cash, check, credit card, or stock transfer. For more information on the various ways you can make a donation, visit museumni.org/donate or contact our Development Director Annette Nolting at 208.664.3448 x4 or development@museumni.org.

Help MONI Move In

Now that construction is almost complete, we are working on moving plans and could use your help! We anticipate moving at the beginning of the year.

If you would like to be on the list to help us move to our forever home in January, please email our Executive Director, Britt Thurman, at bthurman@museumni.org.

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.

Volunteer Spotlight



Doug Miles has been a volunteer with MONI since 2023 and is our media and marketing guru. He serves on our marketing committee and records and edits all of our History Hour lectures. Thanks for all that you do Doug!

New Artifact Donations

Frances Heard – Photos and notes from her research
Stewart Beebe – Five Joe Breckenridge paintings
Sandra Larson Swick – Fruit press
Linda Hackbarth – Bayview photos, maps, documents
Judith Meyer – Baby toys
Bill Delyea – Key from the Dessert Hotel
Dave Mills – Wooden box of woodworking tools
Shauna Johnson – House plans for the JC White House
John Wood – Old photos of Cd'A River and Lake
Shanna McBurney – May 1934 telephone directory
Gleta Hagarman – Painting by Opal Brooten
Steve Knop – Homestead photos from Harrison Flats

Holiday Shopping that Pays



Support the Museum while you shop this holiday season! 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 with Fred Meyer shopping rewards or with questions on how to make a donation, contact Annette Nolting at development@museumni.org or 208.664.3448 x4.

Thank You to Our Donors!

Up to \$100

Roger & Kathy Grigg * Melissa Wilson * Marjorie Chadderton * Laurie Beebe * John Learman * Paula Neils * Douglas Albertson * Terry Montanye * Lois Grutta * Doug Cresswell * Virginia Johnson * Diane & Tim Chandler * Sally & Ron Barnett * John & Glenda Empsall * Jules Fohnagy * Marlene Stein * Marilyn Nenzel * John Magnuson * Laurence Pancoast * Peter Holzemer * Carolyn Conkell * Jacob Sanders * Matt Hooper * Leslie Wilde * Ramona Baldeck * Cheryl & Tom Kammerzell * Gregory Thorhaug * Liz Jones Patrick W Cabbage * Lynn & Joe Morris * Sara Ripley Nancy Wik

\$101 to \$499

Anonymous Donor * Sheila Bruning * Mike & Judy Carlson * Clark Living Trust * Carol Fairhurst * Jack Russell * Mali Krivor * Steve & Sandra O'Connor Diane & Joe Dahlheim * Sandy & Jeanne Emerson Connie & Jay Gridley * Russ Varney * Diane Dahlheim Steve and Marie Widmyer * Diane and Rick Colacino Patricia Norris * Elaine Cairns * Victoria McCarthy Camille Hutchison

\$500 to \$1,000

Quantum Particle Bottling Co. * Terry Phillips & Lisa Fitzner * Susan Edwards * Stephen Towles * Glenn Owens * Helen Yuditsky * Wayne & Fay Sweney Lynn Morris * Deborah & Michael Rocks * Marilyn Cramer * Connie McGee * Larry Running * Ronald & Carlene Litz * Coeur d'Alene Eagles 486

\$1,001 to \$10,000

Doyle Jacklin * Anonymous Donor * Sandy Sanderson Mark Weadick * Dana & Brian Kroetch * Roy & Judy Glickman * Andy Barrett

\$200,000+

Anonymous Donor

Foundations and Grants

Union Pacific



PO Box 812

Coeur d'Alene, ID 83816-0812

Non Profit
US Postage Paid
Permit #10
Coeur d'Alene, ID
83814

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

