



4th St. on the right intersecting with Appleway, 1958. F. Sunset Bar; G. Wiloacres; H. Elsie's Dakota Cafe; I. Abbeys/Mathews Chevron; J. Drive Thru grocery store; K. Elkhorn; L. Johns Bargain House; M. Mack's Tire Service; N. Lake City Motors; O. Mike's Place; P. North Star Service Station; Q. Leahy's 300 Club

Coeur d'Alene's "City Within a City" **Part Three by Tom Flanagan**

This is part three of a series exploring some of the businesses lining Appleway going east from the Government Way intersection. Back in 1948, this area was called the Sunset Heights Business District. So much has changed over the years that I have included a labeled aerial photo from 1958 to help locate the buildings. Wiloacres gardens (just below "G") and the Sunset Tavern (just above "F") were covered in our last article. Wherever possible, I have included the usual

"then and now" information but you are more than welcome to pull up a current aerial photo on Google maps and compare "then and now." It is interesting and fun, but also sad if you still miss the classic gas stations, stores, taverns, and cafes that used to line Appleway.

You can find parts 1 and 2 at www.museumni.org under photos and archives

16. The Dakota Café – 212 Appleway. Right of “H”

I am not completely sure when this café was built. The earliest mention of it is 1949 when the Coeur d’Alene Press carried an advertisement in August for Tommie and Cliff’s Coffee Stop located next to Abbey’s Chevron (letter I on the photo and our next property). In the business directory for 1949, the owner is listed as Clifford Iverson. Henry Abbey, who owned the gas station, probably built the café. In 1950 the café (and gas station) were sold to Harvey Mathews and his wife, Elsie. Interestingly, Marie McLeod (and her business partner, Fran,) cooked at the Dakota. Marie would go on to buy her own café, Marie’s, which was discussed in the last newsletter.

In 1952, the café was known as the Dakota Coffee Stop. Since Elsie Mathews always operated it, it was renamed Elsie’s Dakota Café around 1958. The ad in the Coeur d’Alene Press on April 4, 1958 listed, “Now Open Sundays...Easter Sunday Menus...Try Our Easter Breakfast.” In the 1960 “What to See and Do” visitor guide to Coeur d’Alene, Elsie’s Coffee Stop Café was capitalized on the gas station next door. “Welcome Tourists! Eat and Gas Up With Us Today!” Elsie’s was open every day from 6 am to 8 pm and offered steaks, seafoods and, of course, chicken. Most folks in the area recall the cheap eats at Elsie’s.

Around 1965, Harvey Mathews (Elsie’s husband) retired and his Chevron station was torn down. Elsie continued her little diner for a few more years. Mr. Mathews died in 1969 and that seems to be when the café also closed. By 1970, the space was occupied by a Kentucky Fried Chicken. Currently it is Atilano’s Mexican Food.

17. Toth/Abbey/Mathews’ Service Station – 218 Appleway. Right of “I”

This gas station sat just to the east of the café and was associated with the café just discussed. This gas station has quite a history.

The first listing of the Liberty Service Station is in the 1927 Business Directory and was owned by Zigmond and Rosa Toth. Mr. Toth, according to his obituary, had come from Hungary in 1906 and worked for the B. R. Lewis Lumber Company, which later became the Blackwell Lumber Co. During that time, he started the service station. His home was close to the station - just to the east along Appleway. In later years, his house would be remodeled into the Doghouse Tavern (see number 21 below).

By 1931, it was called Toth Service Station and early photos of the station show it also was a confectionary. By 1938, there were some cabins in the back called Ten and Ninety-Five Junction Camp. Also, around that time, Mr. Toth became partially crippled (probably due to a stroke since he had heart issues) and



Zigmond Toth in front of his service station and confectionary, circa 1930.

he leased the station to various people such as C. S. Nielson and H. F. Smith.

In 1945, Mr. Toth sold the gas station to Henry and Florence Abbey. Mr. Toth passed away in August 1946 (his wife, Rosa, died in 1966). A December 1946 advertisement in the Coeur d’Alene Press lists it as “Abbey’s Chevron, Gas, Oil, Groceries and Cabins”. As previously mentioned, a café also popped up next door around 1949. The Abbeys did not own the station for long as Harvey and Elsie Mathews bought it (and the café) in August 1950.

Now the property became known as Mathews’ Chevron and Elsie’s Dakota Café. Mathews remodeled a bit in 1953 and, in 1957, added a trailer court in the back in addition to the few cabins. Mathews retired in 1965 and the station was demolished and a new Chevron station owned by Doug Higley was built a little further west - right next door to the Sunset Tavern. Harvey Mathews died in 1969. Elsie continued to run the café for a few more years. Both places were located about where Atilano’s Mexican Food is now.

One of my favorite stories comes from someone who worked at Doug’s Chevron washing cars for customers. When Elsie’s café was torn down, the Chevron station was right between the Elkhorn (discussed later in this article) and the Sunset taverns. In addition to the good tips from patrons of both establishments, it also saw a lot of loud discussions and a lot of punches thrown outside! Doug’s Chevron is also gone, located about where Wendy’s is now.

18. Stark’s/Rutten’s/Fox Drive In Grocery – 217 E Appleway. Just below “J”

For nearly 15 years, this building served as a small grocery store. In August 1945, Clarence W. Neider purchased two acres of land and moved in a Farragut NTS building which he had purchased from the Evergreen Floral Company. His plan was to enlarge and remodel it into a drive-in lunch and confectionary with tourist cabins behind the property. He hoped to have it open by April 1, 1946. A little less than two years later, after some remodeling, William G. Stark, a

former city councilman and no stranger to the grocery business (he worked with his brother, Ernie, at the A and H Market on Sherman Avenue), leased the building from Neider and opened Stark's Drive-In Grocery on July 26, 1947. It had ample parking surrounding it since Neider was building his tourist cabins in a semi-circle around and behind the store. Mr. Stark was also president of the newly formed Sunset Heights Business District. The store advertised groceries, meats and a refrigerated vegetable and dairy case.

In February 1950 Wilfred J. "Babe" Rutten purchased the business from Mr. Stark, renaming it Rutten's. Mr. Rutten had been in the meat and grocery business in Coeur d'Alene for about 25 years previously. In 1961, Rutten sold the business to Comer P. and Mary Fox. For some reason, by 1963, the business was gone and the building was vacant. By 1966, United Blue Ribbon Food service was there and the Neider cabins were apartments. A paint store occupied the space in 1970. By 1991, the building was gone.

19. Mack's Tire/Sunset Tire – 301 Appleway. Just below "M"

Mack Baldwin moved his tire business (Commercial Tire) from Sherman Ave. to here in July 1948 when the building was built. Specializing in BF Goodrich tires, he offered anything and everything related to tires for both cars and trucks. In 1956, the business became Sunset Tire Service and, in 1960, Sunset Tire moved into a new building at 110 E Appleway. It is now called Kenny V's Auto and Tire service. When Sunset Tire moved, the old building became a used furniture place but was vacant by 1966. About 1969 Jeanne and Ralph Holmberg moved Holmberg and Associates Printing from 1401 3rd into this building. Ralph died in 1975 and Jeanne continued to operate the business until 1995. She died at age 75 in 1997. The building was torn down about this time.

20. Lake City Motors/Jekyll and Hyde/Dairy Queen – 305 Appleway. Just below "N"

Lake City Motors lasted nearly 40 years in Coeur d'Alene. According to the Coeur d'Alene Press, 2/13/48, the owner, Ted Tieken, was, "a pioneer in the automobile business, opening his garage at 121 Second Street in 1928." After operating in various locations, Mr. Tieken and his brother, Ray, opened their new building on Appleway right by the N. 4th curve on February 14, 1948. It was a concrete block building with plate glass windows, a showroom, parts department, office and garage. It also had a three-room apartment incorporated into the building for Mr. and Mrs. Tieken. The automobiles most advertised over the years were Willys, a brand name used by Willys-Overland Motors.

By 1966 the business was gone and the building was vacant. In 1970, the Sonnichsen Insurance Agency

briefly used the space. In 1972 the building became Doctor Jekyll and Mr. Hyde's restaurant/tavern. At some point during the few years it was in operation, there was a drug bust at that place.

In 1977 the interior of the building was converted into a Dairy Queen. A few people have told me that, during the remodel, the building had the shake shingle siding removed. People would take shingles from the scrap pile. One person built a "fort/house" in their backyard with the scraps!

21. The Doghouse/Elkhorn – 322 Appleway. Just above "K"

In January of 1947, Steve and Celeste Stevens opened a new tavern called the Doghouse. They had remodeled the old Toth residence which was just east of the Toth Service Station, later, Mathews' Chevron (see 17 above). Mr. Toth had died in 1946 and his widow had moved. The new place offered draft and bottled beer as well as light lunches, soft drinks, candy, and tobacco.

Later, in November 1947 John and Maxine Brunelle took over the management of the Doghouse. In 1950, right after he sold Stark's Drive-In grocery (see 18 above), William Stark took over the management of the place. Throughout the 1950s, there were different managers/owners of the Doghouse as evidenced by applications for beer licenses to the city council –



The Toth residence in the foreground before it was remodeled into the Doghouse, circa 1930.



The remodeled Toth house as the Elkhorn, 1969.

James Ewing and Watson T. and Norville Renne.

In 1961, under the new ownership of Charles Rust, the name was changed to one most of us remember – the Elkhorn Tavern. Jim Lee owned it in 1970 and John Nelson in 1975. For about 20 years, until 1983, it was quite the place. Cheap beers and loud music seemed to typify the joint. After it sat vacant for a year, it became the C D' A Drinking Co., under owner, D.A. Whitwell, in 1984.

By 1989, the building was gone. If you stand in the parking lot east of Atilano's Mexican Food (the old KFC), you are there.



22. John's Bargain House -- 2447 N 4th or 330 E Appleway. Just above "L"

Finally, another building that is still (as of 2017) standing! On October 22, 1948 John Aresvik and his sons had the grand opening for John's Bargain House. It stayed in the family for nearly 40 years. During that time, it seems they sold everything from used furniture to appliances, playpens and even play ponds. By 1987, the business had ended. Currently it houses a title and payday loan business.

23. Mike's Place – N 4th curve. To the right of "O"

As you can see from the photo, N 4th street used to curve widely as it swung west, joining Appleway. The intersection has long since been reconfigured to a classic 4-way intersection but, if you want to get a sense of the old curve, visualize it passing just between the current gas station/store building at the southwest corner of the intersection and the gas pump islands in front of the building.

The old island formed by the curve contained two historic businesses – Mike's Place, a tavern, and the North Star Service Station (# 24, next on our list). Mike's appeared in the business directory in 1940 owned by Mike Klaasen and Mrs. Onah Smith. By 1945 it was listed in an advertisement in the Coeur d'Alene Press as owned by Theodore A. Johnson. An application for renewal of the beer license in 1948 listed the owner as Charles Humphrey (who also owned the adjacent gas station in the 1950s). Charles and his brother, Mike, owned the Roundup Tavern on 2nd Street at that time

as well. In 1955 the new owner was Frank Burke. By 1957 there was no more listing for the business.

24. North Star Service Station -- 2436 N. 4th at the curve. Just above "P"

This was the other business on the island formed by the curve. My best guess from old photos and business directories is that a service station was here, at least by 1931, owned by Charles Score and, perhaps, Morris D. Lafe. By 1947, it was called North Star Service and owned by Frank M. Jares. He owned it until 1952 when the owner of Mike's Place next door, Charles Humphrey, became the owner. By 1967 it was owned by Jim and Frank Riggs. When the curve was removed (not sure yet of that date), the building was demolished.

Some folks recall Conoco owned it when it was known as FasGas. They had refrigerated coolers for beer, pop and milk and sold candy, gum, chips, cigarettes and oil. At one time, they sold "Grandpa's Farm Beef" (came in a box and inside were plastic-wrapped hamburger, steaks, etc). They also sold Pop Shoppe pop there at one time.

25. Drive-In Dairy, Sunset Motors, Leahy's 500, Chelsea's – 2501 N 4th. To the right of "Q"

This is another building that is still there! It has been many businesses over the years. In July of 1946, Frank Egbers, a science and math teacher at Coeur d'Alene High School, announced in the newspaper the near completion of, "Coeur d'Alene's newest refreshment center, the Jack Frost." He hoped to open it by August that year, but, for unknown reasons, the official opening was the evening of May 31, 1947. The Jack Frost offered fountain specialties, hamburgers, Coney dogs, and grilled cheese with service in your car.

The business came under new ownership in April 1948. A. F. McIntyre bought it and renamed it the Tam O'Shanter Drive-In. For the next few years, the name stayed the same but there was a new owner nearly every year. In 1950, when Kermit Knudtson owned it, trout dinners were on the menu.

In June 1952, another change came along. The business became part of a chain – a Maid-Rite sandwich shop. A little research shows the Maid Rite chain started in 1926 and their signature sandwich was more like a sloppy



Leahy's, 1962

joe than a regular hamburger. They still carried ice cream treats but they also carried beer, as a beer license was granted to a Mr. E.J. Blair in July. The advertising was aggressive in the paper when they opened. They offered free coffee when they opened, catchy menu items such as a “gismo” (still not sure what that was), and a free order check, 1 out of every 25. As with the original business, the Maid-Rite went through various owners over the years. Even though it left here in 1956, Maid-Rite is still in business with some of its original businesses still open.

In 1956, it showed up in the business directory as the Dari-Delite. Somehow, there must have been issues because, in 1958, it was remodeled into Sunset Motors owned by Charles Plum. He sold both new and used cars. That lasted about four years until 1962, when it became Leahy’s 400 Club, under the ownership of Robert Leahy.

In 1977 it became Chelsea’s under Edwin Hatter and, then, Brycie’s Cheesesteaks in 1993. Chelsea’s was a favorite bar with cheap drinks and live music. In 2012, Robe Elder created the Satay Bistro.

And so ends the third and final part of the history of Sunset Heights, Coeur d’Alene’s “City within a City,” as it was called way back in 1948. This area of Coeur d’Alene is a tricky one to research not only because it has changed so much (most original tax and property records are long gone) but because the early business directories were spotty and often incorrect in covering this area of Appleway. I realize that writing a history from newspapers and business directories is not always accurate and that many folks will have great stories and memories and even some corrections or additions to this history. I hope so! Please contact the Museum if you can add to this history or have photographs to donate.

Museum Storage Move

The Museum owns the storage building, but not the land, at Lincoln Way and River Ave. We are required to vacate the building, as it is part of the City’s new trail to Riverstone. We purchased and remodeled a storage building on 1st Street last summer. We moved our large artifacts before snowfall and in June began moving the remaining artifacts, books we sell and display cases. Gene Soper and Mike Cooney provided trailers and others brought trucks. Since June we have worked one and two days a week most weeks and are nearly done with the move. We thank all the people who helped with the move.

- Gene Soper
- Mike Cooney
- Steve Palmer
- Dave Taylor
- Kraig Lysek
- Jim Landers
- Ken Wright
- Geoff Howard
- Lee Parisot
- Jack McPike
- Tyler Corder
- Bert Ralstrom
- Randy Crockett
- Larry Frei
- Dennis Branden
- Josh Burzynski
- Buck & Joy Fitzpatrick
- Rocky Gibbs & Pam Stotts
- Randy Rowland & Kay Powers
- Runge Furniture
- North Idaho College
- Mike Dixon & Rex Fairfield



Moving the Miss Spokane boat smoke stack. Left: Kraig Lysek, Rocky Gibbs, Jack McPike, Gene Soper and Randy Crockett.



Left: Gene Soper and Mike Cooney loading an old chain saw.



The Lighthouse Sporting Goods sign about to be loaded.



Gene Soper with his International and loaded trailer.

Museum News

From the Board President

During a recent hike on Tubbs Hill, I stopped to admire my favorite view of downtown Coeur d'Alene and the lake front. I thought about what the scene might have looked like over a century ago. Instead of watching powerboats and float-planes, I would have seen summer tourists disembarking from trains and boarding steamboats bound for a scenic cruise around the lake.

The Museum of North Idaho's (MNI's) historic photos, artifacts, books and programs help bring this fascinating history to life in my mind's eye. I feel fortunate there are such rich historical resources available in our local community. We all enjoy a better understanding of our local heritage because of years of dedicated service by MNI staff and volunteers committed to fulfilling the Museum's mission.

As we look to the future, the MNI Staff and Board are passionate about continuing to preserve our history and to grow the resources available to North Idaho residents and visitors. To achieve our vision, MNI's goal is to move to a new facility within five years. Efforts are underway to prepare for both the capital and planning needs.

First, I am pleased to welcome Jeri DeLange to the MNI staff. Jeri is our new Development Officer and will work on expanding MNI's profile in the community, growing our membership and managing donor relations. Please introduce yourself and say "hello" when you see Jeri at Museum events.

Secondly, the MNI Board is updating a Business Plan that will serve as our road map for future growth. Our plan will take a comprehensive look at MNI's many activities, including changes needed when we move to a new facility.

The majority the Museum's visitors experience local history via our exhibit hall or perhaps on one of our historical walking tours. However, many activities happening behind the scenes are essential for the fulfillment of our mission. For example, MNI develops and presents educational programs for the public and hosts school field trips. We manage an extensive archive of important historical artifacts including an off-site storage facility. Document and photo archives are available to researchers or anyone wishing to purchase copies of historical photos.

Coeur d'Alene's oldest church, the Fort Sherman Chapel is owned and preserved by the Museum. The MNI Press publishes local history books sold in stores across the country and online.

We are eager to develop new ways to bring local history to life so someone standing on Tubbs Hill 100 years from now will be able to visualize life in North Idaho in the summer of 2017. We encourage anyone interested in being part of our exciting future to contact the Museum and discuss donation opportunities.

Julie Gibbs, Pres. MNI Board

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Artifact Donations Since May

For the Library from Tony and Suzanne Bamonte: *The Coeur d'Alene Gold Rush and its Lasting Legacy and Historic Wallace and My Unforeseen Ties.*

Jonathan Mueller: *Private Park Public Park: A Story of Coeur d'Alene and Its First Park.*

Jim Hawkins: Bat from the Coeur d'Alene Lakesiders, 1940s and a trophy won by the Panhandle Basketball team 1921.

Harold Deming and Debbie Sagdal: Photos of car racing in the mid-1950s.

Randy Crockett: book *Brand Record State of Idaho 1950.*

Marlo Faulkner: Two signs from Finney Transportation, boxes of 1950s postcards of the SeeWeeWana towing the Dancewana (for sale in the Museum Store).



People viewing the Jammer June 30, 2017 at the Associated Logging Contractors of Idaho. Photo Julie Gibbs

A Piece of Logging History Restored

An inspiring example of bringing history to life was a recent event celebrating the restoration of MNI's historic logging jammer. About 50 guests saw a piece of history up close and enjoy mingling with volunteers who worked on the restoration. Members of Mr. Casey's family attended and admired his handiwork from more than 80 years ago! Many thanks to Associated Logging Contractors of Idaho for co-hosting the event.

Jim Casey built this jammer using a 1930 International truck base. Built in 1936 it is one of the first Idaho jammers. Casey was a prolific jammer builder, building 30 jammers.

For many years the jammer was a very efficient and economical method to skid "yard" timber. Yarding is the process of moving logs from the stump to a "landing" usually an opening along a stream, flume, railroad or truck road. The

logs are either then dumped into the stream or flume for floating to the mill or loaded on wagons, sleds, railroad cars or trucks and hauled to the mill. The jammer is still used on private timber ground but has slowly faded away as a prominent factor in the timber industry.

Up until the mid-1940s most jammers had just one cable drum. That meant the log hooker would take the tongs (they were attached to the end of the mainline) down the hill and hook a log. The jammer operator would pull the log up to the road and put it in the deck (log pile). The "hooker" would come up the hill, get the tongs and go back to hook another long. It was very slow and very hard work.

Sometime in the 1940s another cable drum was added to take the cable down the hill and back up to the jammer. This is the haul-back line. It enabled the operator to send the tongs back to the "hooker".

In the 1970s the Forest Service decided to put roads on their timber sales farther apart which made it impossible to use this style of jammer because they cannot skid logs long distances. The Forest Service encouraged the use of hi-line machines which are able to bring logs up the hill from long distances.

Vesser's jammer was put in storage around 1975 and donated to MNI in 1984 and put on exhibit at the Fort Sherman Museum. When NIC reclaimed the powder magazine the Museum needed to move the

jammer. After several inquiries Museum Director Dorothy Dahlgren was told to call Lawrence Hoiland. He was involved with operating, owning and building jammers for 52 years. He agreed to take on the restoration of the jammer. In 2011 he organized a "crew" to move

the jammer. Bill Maple brought his self-loader logging truck to pick it up and load it on the lowboy provided by Dan Reasor. They hauled it to Bob and Dennis Funke's shop in Hayden where the work really began. Lawrence eventually moved it to his shop in Cataldo but, when his place sold, the Associated Logging Contractors of Idaho agreed to store the newly restored jammer.

Now, we need to find a new museum location large enough to exhibit this piece of logging history.

We express sincere gratitude to Lawrence Hoiland, Barry Pearson and their crew for taking on the restoration project. Their countless hours of work preserved a significant historical artifact for future generations to enjoy.

Bob Funke	Bill Maple
Cliff Osborn	Rich Nordstrom
Todd Cochran	Ron Streeter
Ron O'Reilly	Denny Johnson
Coleman Oil	Pac Steel
Alert Muffler	Galena Mine
Les Schwab	Cd'A Radiator
Cannon Hill and Dan Reasor	
Associated Logging Contractors of Idaho	

Planned Giving for Today and the Future To Preserve the Past

Gifts to the Museum endowment provide income for today and for tomorrow. Our \$200,000 endowment fund held by the Idaho Community Foundation earned \$9,000 last year which went to support Museum programs and services.

Your donation to the endowment is never spent. Only the income generated is used. The endowment will provide the means to continue the preservation of our local history long after we are gone.

The endowment grows because of your donation. Consult your accountant to learn about the great tax benefits for donating to a 501 c 3 and Museums.

Museum Calendar of Events

Inland Northwest Milestones

Presented by Robert Singletary on the 4th Thurs. at 7 pm Coeur d'Alene Public Library

Sponsored by Cd'A Service Station Equipment

Aug. 24 - *Farming in North Idaho*

Sept. 28 - *Inland Empire Electric Line*

Oct. 26 - *Kirtland Cutter: Spokane Master Architect*

Nov. 30 - *History of Skiing in North Idaho*

2nd Friday of the month Museum hours extended to 8 pm as part of Art Walk

Look for our booth at the Fair Aug. 23-27



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Museum of North Idaho

Our mission is to collect, preserve and interpret the history of the Coeur d'Alene Region to foster appreciation of the area's heritage.

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