



Elsie's Dakota Cafe at 218 E. Appleway. Harvey and Elsie Mathews were the owners. Circa 1965.

Coeur d'Alene's "City Within a City"

Part One By Tom Flanagan

On December 21, 1948, the Coeur d'Alene Press carried this article:

NEW CD'A DISTRICT HAS HOLIDAY SPIRIT

Coeur d'Alene's newest shopping center – at the curve on N. 4th Street – will be the scene of holiday activities beginning today.

A huge Christmas tree has been erected at the curve, decorated with hundreds of lights and music appropriate to this season of the year is being played from a recording machine in the background.

Businessmen in the district have formed an association to promote this new shopping center and plan a contest, for the very near future, to choose an appropriate name for the shopping district. [The name chosen in 1949 was the Sunset Heights Business District]

This "city within a city" shopping center, as it was called in a full-page advertisement in the Coeur d'Alene Press in 1949, should not be confused with the present Coeur d'Alene Mall along Appleway between Government Way and 4th. It was, rather, the group of businesses that lined 4th Avenue heading north into Appleway and continuing west just past Government Way.

Very little remains of this important district in the tourist industry of Coeur d'Alene. The roads are still there and are heavily travelled, but the curves have been paved over and most of the businesses are long gone. Little has been written about this area and, as time passes along, it is important to preserve this wonderful history. How to do that?

For those of us who are older, we have memories of

the places along this strip – the Elkhorn, Marie’s Café (later the Four Seasons), Elsie’s Dakota Café, Jekyll and Hyde’s, and, of course, John’s Bargain House, to name a few. But to go further back in time and see how this area came about is challenging. Aerial photographs do exist, but they do not tell which building is which. Actual photographs of the buildings are great but sometimes hard to place. The business directories are often confusing as to addresses (the east vs. west Appleway addresses are especially confused in these directories). Older phone books do not always have an address. People’s memories are often cloudy. In my own experience, the best research material has been old newspapers, especially for when a business was built, bought or sold. That requires staring at microfilm of the Coeur d’Alene Press or, better yet, gently paging through the actual old newspapers at the Coeur d’Alene Public Library. Using all of these resources, including a few lucky finds at the tax assessor’s office we can, in fact, go back in time.

The route of the Apple Way (also known as the Yellowstone Trail or, since 1926, U.S. Highway 10), from the Spokane Bridge to Coeur d’Alene, was established in 1914 by the commissioners of Kootenai County. It was first paved in 1922. At that time, Highway 10 followed 4th street north out of the city and then curved along Appleway, heading west to the State Line. Highway 95, called the North South Highway at the time, also followed 4th street north out of the city, curving west onto Appleway but then curving north onto Government Way. The curves are long since paved over, but aerial photos, such as those found on Google maps, clearly show the concrete paved curves under newer pavement.

In the late 1930s, Northwest Boulevard was created, re-routing US 10 to a more direct route into the city from the west and bypassing Appleway and North 4th. A battle ensued from the businesses along this old route, demanding the new Northwest Boulevard route be signed as alternate 10 and the older route as US 10. Even though the new route was officially signed as US 10 and Appleway as US 10 alternate, most commercial road maps up until the late 1950s show the opposite! In the early 1940s, US 95 was re-routed from North 4th street to the newly completed Government Way south of Appleway.

In spite of these new routes, businesses and traffic kept increasing until, in the late 1950s, the first part of I-90 (the Coeur d’Alene Belt Route) was built around the city. A bit later, in 1966, the Coeur d’Alene Mall opened at the northwest corner of Government Way and Appleway, with both Buttrey’s and Montgomery Ward as anchor stores. From that time on, the area began to change, as smaller motels and cafes were replaced with larger chain motels and fast food restaurants. That is the end of the story. Here is the begin-

ning. For the motels west of Government Way, I have listed their addresses at the time

1. The Willow/Aurora Motel - 722 West Appleway (south side, just west of Silver Spruce Motel)

(the original address is listed as 721, but at some point the even/odd numbers on this section of Appleway were flipped)

Built in 1950, the Willow Motel consisted of only seven units in one long building. The tax assessor noted it was poorly constructed. By 1954, it was known as the Aurora Motel and was owned for a long time (1956 – 1970s) by Everett L. Tipton. By 1978, it had become apartments and then in 1984, after being vacant for some time, the building was removed. Specialty Recreation and Marine is now in that location.

2. Silver Spruce Motel – 714 West Appleway (south-west intersection of Appleway and North Howard) (original address was 715, see above)

Built in 1953 by Ernie Carpenter and his wife, Marjorie, it was owned from 1956 to 1965 by Al and Loleta Mellick and then by Vern Heald. Unlike the Willow motel, it had the typical U-shaped drive with three units clustered around. Damaged by a fire in 1980, it was vacant by 1988 and burned in a fire exercise in 1991.

Bob Silhavy owned an interest in the motel selling it in 1983). He was a Bataan Death March survivor and the first person in Idaho to receive a special vehicle license plate for POWs. His plate was POW 1. His wife had pushed for this for 10 years. Asthma and Allergy of Idaho, as well as a wing of the Shilo Inn, now occupy the space.

3. Mac’s Motel – 611 West Appleway (northeast intersection of Appleway and North Howard)(Original address was 708 W. Appleway)

Built in 1942, Mac’s Motel consisted of 13 units surrounding a pleasant green courtyard. The owner, Floyd McCullough, had 23 signs advertising his motel placed from State Line to Coeur d’Alene. In 1951, vandals tore them all down. By 1969, the motel had gone through a number of various owners and was in poor condition. It was a trailer court by 1975 and also was listed as the Appleway Apartments in a 1977 business directory. The next year, it was demolished. Boston’s Brew, the coffee stand in the west parking lot of Carpet Warehouse, sits close to the motel’s location. The vacant lot west of that was also part of the motel grounds.

4. The Sunset Motel – 221 West Appleway (north side)

In 1948, construction was started on the Sunset Motel. Finished by 1949, it was a long building with eight units owned by Leah I. Walker. The motel was set back a bit from the road. In 1949, Ejnar Frandsen

bought the motel, owning it until 1956 when it was purchased by William T. Shaw who operated it into the 1970s.

In 1978 it was not only listed in the directory as apartments, it was also the Badd Manor Pizza and Steakery restaurant, built just south of the motel, between the motel and the road. At some point the motel/apartments were removed. You can still see some remains in the back of the current property. By 1981 the restaurant was called Gladys's of Idaho and became Bonanza in the late 1980s. Currently, it is Tomato Street.



Arnold's Coeur d'Alene Auto Camp, early 1940s. CDA-37-2



Log Cabin Cafe, 1966. CDA-16-132

5. The Log Cabin Beer Parlor – 213 West Appleway (north side)

Many folks have fond memories of the Log Cabin which has not been gone all that long. If you stand in the parking lot surrounded by the three-sided mini-mall currently sitting there, you are standing just about where it was located.

Emil Fischbach built it as a tavern in 1937. Just to the east of it, at the intersection of Government Way and Appleway, was the Junction Terminal for Coeur d'Alene-Wallace bus route. Across the street was Arnold's Cabin Camp, so the beer parlor did a great business. By 1947, it was owned by Ed and Peggy Hocevar who renamed it the Log Cabin Steak House and owned it until Ed's death in 1973.

Trailer courts were built around the place in 1965, just about where the stores are now. In 1974, it was sold to Douglas Weed. So many people still recall the great breakfasts and great service there. Many Coeur d'Alene natives had their "first time food" there, everything from chicken fried steak to lobster tail! But, by 1998, the restaurant was no more.

6. Arnold's/Collin's Cabin Camp – 202 West Appleway (southwest intersection of Appleway and Government Way)

Sadly, there is nothing left of this motel, just a large area occupied by Tire Rama, O'Reilly Auto Parts, and lots of parking. Sad, because it was one of the oldest, built in 1928 by George Arnold. At the intersection of the North South Highway and the North Pacific Highway (US 95 and US 10) it was the perfect place for lodging and Texaco gasoline.

Mr. Arnold and his wife, Bertha Mae, started construction in 1928 but a harsh winter halted that, so it was not ready until the following year. They ran it for many years until selling to Jack and Anna Collins in 1947. Renamed as Collins Coeur d'Alene Camp and Texaco, it was sold a few years later to Joseph L. Hansen and renamed the Junction 10 and 95 Motel. In 1959, Rolland E. and Mary Megordon bought it and decided on Scotty's Economy Motel as a new name. By 1971, it was gone.

7. The Junction Bus Terminal/Why Not? Drive Inn – 201 West Appleway (northwest corner of Appleway and Government Way)

This property is near and dear to my heart for two reasons. First, it was a challenge to track down its history and second, it is a great Exxon station for inexpensive gas a few years ago!

Around 1940, the bus depot for the Coeur d'Alene – Wallace line was at this spot and it was also a lunch counter. In July of 1946 the Junction Bus Terminal was bought by Howard Hayes, owner and operator of the Terminal Café and Fountain at 224 Sherman. He re-branded it as the "Why Not?" Drive-In. It also included slot machines as did many places back then. The place did not last too long as it was vacant by 1952. At some point the building was either demolished or rebuilt, because by 1959, a Shell station was there and the property has been a gas station ever since.



Shell Station, 1965. CDA-21-55

8. The Gem Motel – 2713 North Government Way

Although the Gem motel was not on Appleway, it was just a bit north on Government Way and was a popular motel for people travelling east-west or north-south. It was built in 1952 by Robert Stackhouse who lived on the property and owned a gas station at the north-east corner of Appleway and Government Way, on the curve.

He operated the motel until 1970, when it was purchased by Roberta Wilson. It remained a motel until the early 1980s and was replaced by a pawnshop. The area is now a parking lot, just north of Auto Zone.

9. The Hacienda Motel – 2925 North Government Way

Like the Gem Motel (but a little bigger and fancier), the Hacienda was a little north of Appleway but still popular with travelers. Built in 1942 by Milo and Dorothea Anderson, it consisted of 22 units in a classic “L” shape. They operated the motel until about 1955, when it went through a series of owners. In 1960, a heated swimming pool was added. A few years later, Mr. and Mrs. John Heyne bought the place, running it for a while. In 1975 it was remodeled as a drive in restaurant, becoming Garcia’s. By 1978 it was gone.



The Hacienda Motel, circa 1965. CDA-37-124

10. Gas Station – 121 Appleway (northeast corner of Appleway and Government Way)

The fascination of this (now gone) gas station was its location in the triangle formed by the curve from Appleway up to Government Way. If you look at current aerial photos of the area, you can clearly see the curve running under the parking lot of the Coeur d’Alene Mall, just to the east of the FedEx store. FedEx is exactly where the gas station was located for many years.

One of the oldest businesses along the Appleway, the service station was in operation by 1920, owned and operated by E.H. Breata who died in 1931. At some point, the station was bought by Chad Sorenson who sold it to the Stackhouse brothers, Frank and Bruce, in 1945, who sold Mobil gasoline. In 1960 it was renamed as North Side Mobil Service. It was there until about 1963 when the station was vacant. By 1966, when the Coeur d’Alene Mall was opened, it was abandoned.



Marie's Coffee Stop Cafe, circa 1965. CDA-16-179

11. Idaho Hardware and Variety/Marie’s Coffee Stop/ The Four Seasons – 112 East Appleway (southeast corner of Government Way and Appleway)

Wells Fargo Bank now sits where a fondly remembered café – Marie’s Coffee Stop Cafe- was. But before that, it was a hardware and electric supply store. In May of 1950, Paul Poredda asked the city council for a permit to construct a hardware store by building a cement block room onto his current building. That business remained until 1958, when Marie’s Coffee Stop moved (see Skyline Motel later in this article) there. Marie’s had been in its previous location since 1949. It is uncertain if they remodeled the building or built a new one.

Many folks fondly recall the amazing food and buffet-

quite the smorgasbord! It was a great place for a family meal or a place to go to after drinking and dancing late at night. Marie's remained there, operated by Marie McLeod, until the business was bought by Frank and Ruth Susedik in 1967, after Marie died. She had owned her café for 18 years. The Susediks kept the name Marie's for a number of years, but by 1971 it was called the Four Seasons. By 1975, it was gone.

12. Appleway Food Store and Grocery – 104 West Appleway (just east of Marie's)

If you stand now in the parking lot just west of Carl's Jr, you stand in the location of the Appleway Food and Grocery store started in 1946 by Al and Minnie Edwards who advertised plenty of parking (just west of the store). They converted it into the Health Bakery in 1954. That only lasted a few years. In 1957 it was Pine-lands Sports and Archery, 1959 saw it as Nip and Kurl beauty salon and in 1960 Kootenai Saw and Marine was in this location. By 1966 it was the Sunset Heights Building Supply and later was demolished.

13. Cottage Drive-In/Skyline Café/Skyline Motel – 202/102 Appleway (just east of Appleway Food Store)

In July of 1946, Ed Anderson asked the City Council for a permit to build a drive-in restaurant. It was granted and, in September, they opened the Cottage Drive-In. Big changes came in October 1947, when they sold it to Carl and Berva Stark who were also building the Skyline Motel just south (behind) the restaurant. In 1958, the motel opened and the Cottage became the Skyline Café.



Looking west at the Skyline Motel, 1966. CDA-37-34
Perhaps it is best to pause at this point in the article, since more research needs to be done on the Skyline and the other properties which continued east along Appleway. Many readers will no doubt have memories or even corrections to this history, and they are more than welcome. I would love to have those so that we can preserve this part of our history. In a later article, I will look at those places that continued along the Appleway to the North 4th curve – Wiloacres, Sunset Tavern (which is the only remaining original business), Elsie's Dakota café, Abbey/Mathews Chevron, and the Elkhorn, to name a few. Stay tuned!



4th St. on the right intersecting with Appleway, 1958. A. Stackhouse Bros Mobile; B. Maries, originally Hardware store and Tom's Electric; C. Appleway Food store; D. Skyline Motel; E. original site of Marie's
These others will be explored in a later article, but for now, here are the names most will know them by: 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

From the Board President

As the Museum approaches its 50th anniversary in 2020 we have a lot to be excited about! The board has been working hard to advance the goals of the museum.

Recent approval of a long-range plan provides the board guidelines to move forward. The long-range plan explored Museum operations, programing, strengths, weaknesses, opportunities and challenges, as well as mission, vision and core values. As a result, the board has set these strategic goals:

- *Museum operations to attain an annual income of \$300,000 by 2020 and to grow endowment funds. A Development Officer will be hired this year to help achieve this goal.

- *Determine disposition of the former storage building on Lincoln Way.

- *Planning and facilitating a move to a new facility by 2020

The Museum serves the community by providing for the collection and preservation of artifacts and the education of the public about local history through exhibits, historical programs, photo and artifact collections and the Museum of North Idaho Press has published over 20 regional history books.

Program and Marketing Director Robert Singletary continues to strengthen our presence in the community. During 2016 he attended over 50 community functions, meetings and public relations activities, conducted 40 Living History Walking tours, presented to over 1,000 middle and high school students, wrote over 30 articles, had numerous

articles written about him related to the museum and had a booth at the Kootenai County Fair. In addition he planned and presented 45 programs including his popular lecture series at the Coeur d'Alene Public Library. In 2016, 2,626 heard programs by Robert. He has a great lineup for 2017.

The museum continues to strive to meet professional standards. This year the museum will participate in a free Federal program with a museum professional who will assist in looking at the public perception of the Museum. The report will be used to formulate marketing and public relations plans.

Many of our board members participate in the University of Idaho's leadership program for nonprofits. The weekly classes offer a range of topics including board development, ethics and law, fundraising and other topics. This program is a great help to building stronger boards and training nonprofit staff in our community. See more at <http://www.uidaho.edu/cda/outreach/nonprofit>.

We look forward to seeing you at Robert Singletary's library lectures, the Annual Banquet in April, and when the museum reopens April 1. We appreciate the support from all and thank you for your contributions throughout the year.

Serve on the Board

If you believe that knowing your history adds value and improves the quality of your life and community, apply to serve on the Museum of North Idaho's board. As our communities grow and change the Museum is working to expand its programs, facilities and staff to preserve regional history. Board leadership is needed to ensure that history has a place in our future.

The Museum's nominating com-

mittee is seeking applicants to fill four three-year terms on its nine-member non-profit governance Board of Directors. For an information packet please contact Director Dorothy Dahlgren at 208-664-3448 or dd@museumni.org, Nominating Committee Chairman Jay Broderick at 503-502-7407 or go to www.museumni.org and click the about us. Board members are elected by the membership in mid-April.

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Chapel Donations

Idaho Pi Master Beta Sigma Phi

Terry & Ruth Semanko

Athletic Round Table

Coeur d'Alene Lions Club

Ken & Elaine Cook

Nathan Baker of United Electrical Contractors donated and installed thermostats for the Chapel bathrooms. They are in non-tamper boxes so the public cannot turn them up overheating the bathrooms.



Strate Line Crane and Rigging unloading the water wagon at the new storage building.

Storage Building

We made good progress on the storage building improvements and started moving. In late October the garage doors and insulation were installed allowing us to proceed with moving. In November we moved books, very large artifacts and got a start on the artifacts on the shelves. Norlift of Spokane donated 30 feet of industrial shelving so we could have a starter shelf at the new building.

Strate Line Crane and Rigging donated a full day for two operators and equipment to move our truck, boats, lumber carrier and wagons. Joe Andrews of Reliable Towing donated his truck and time. Along with volunteers they loaded and moved about 12 pallets of books.

In summary, over 300 volunteer hours, about \$4,000 in cash and \$3,500 in materials have been donated to the storage building project. Lynn Schwindel & Bud Bison worked on the electrical system. We will finish the move to the new storage building this spring.

Memorials

- For Marialys Hathaway from Jody Rupp Selling
 - For Betty Schmehl from Jane Robertson
- Remember your loved ones and friends with a memorial donation. These donations help build our endowment.

Please give us the address of the family member you would like us to notify.

Artifact Donations Since November

Richard Cripe: History books for the library.

Pat Cully: Ashtray from Kirkpatrick's Boulevard Dining.

Karen Cleveland: Photos of sculptures by LeRoy Haybarker and an article in the 1936 Scientific American magazine.

Annual Meeting April

The Museum's annual meeting and banquet will be held on Wednesday April 19 at the Hayden Lake Country Club. Mark your calendar. The program and ballot will be mailed out in early April.

2017 Lecture Series

The Museum and the Coeur d'Alene Public Library will co-sponsor the lecture series, Inland Northwest Milestones. Robert Singletary, presenter of the lectures, will start the series on Thursday February 23 with the history of the Coeur d'Alene Chamber. Kyle Walker, director of the Chamber from 1948 to the early 1970s will be honored for his work with that organization. The series will be presented every 4th Thursday of the month (no lecture in April) through November at 7pm at the Coeur d'Alene Public Library.

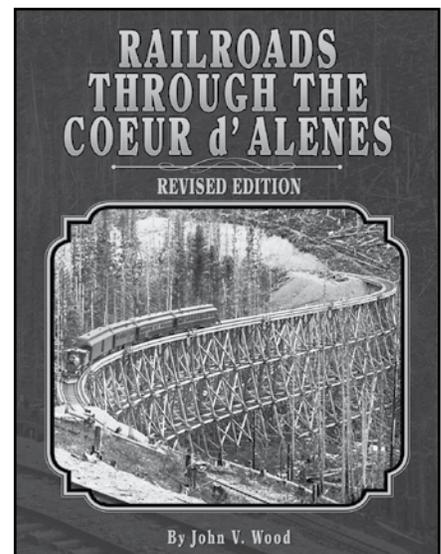
Now Available

Railroads Through The Coeur d'Alenes by John V. Wood is now available. First printed by Caxton Printers, Ltd. in 1983 this revised edition updates the sad note of the last railroad, Union Pacific, leaving the area and features a new layout and over 400 photographs. Images, many never before published, are accompanied with first-hand accounts of early day residents. The

carefully researched text provides a definitive history of the railroads in the Coeur d'Alenes. The glories of Coeur d'Alene Mining District's past that railroads made possible are secure; and those who love to look back upon those times will delight in reading *Railroads Through the Coeur d'Alenes*.

Author John Wood was raised in Coeur d'Alene, the town where his ancestors arrived in 1889. His family steeped in him a love of history—especially the history of North Idaho. His love of railroads began in childhood with family drives seeing the sights and sounds of the Northern Pacific locomotives on the mainline crossing the Rathdrum Prairie, visiting the Coeur d'Alene Mining District and playing with Lionel model train sets. In the early 1970s a chance encounter with a photograph of a narrow gauge train at Wallace started him on a long journey of historical research and writing.

Railroads Through The Coeur d'Alenes is available through the Museum of North Idaho, PO Box 812, Coeur d'Alene, ID 83816-0812, 208-664-3448, The Well-Read Moose (Coeur d'Alene), The Paper House (St. Maries), Sunset Junction (Spokane), Bonner Books (Bonners Ferry) or on line at www.museumni.org. This hardcover book is \$49.95 plus \$5.00 shipping.





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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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