During the summer of 1933, when the nation was struggling though the worst part of the Great Depression, community leaders in the city of Coeur d’Alene were busy making plans to start a junior college. Like the rest of the country, residents of Coeur d’Alene and other northern Idaho communities were suffering with a depressed economy. In fact, it was the terrible economic conditions in the area that helped bring about the need for a local junior college. Because of those conditions, most families simply could not afford a college education for their children.

A number of community leaders became convinced that more students in the area could afford a college education if a junior college was established in Coeur d’Alene. Tuition would be lower and students could live at home while attending classes, thus substantially reducing the cost of the first two years of a college degree. That rationale became the focal point of a group of dedicated citizens that got together and established a junior college in Coeur d’Alene in less than three months. That institution, named Coeur d’Alene Junior College, is now North Idaho College.

The creation of Coeur d’Alene Junior College was a true citizen’s movement. However, it was Moritz A. Brakemeyer, a book salesman, who introduced the idea to the community and became the driving force that made the concept a reality. Brakemeyer, his wife Elizabeth, and son Doane moved to Coeur d’Aene in the late 1920s. They lived at 1017 Sherman Avenue, the present location of Lillian Wilkins Interiors.

Moritz Brakemeyer was no stranger to the field of education. He received a Bachelor of Arts degree from Redfield College with a major in German and a minor...
Brakemeyer was well aware of the junior college movement in the county and was a true believer in the concept. He began talking about the possibility of a junior college in Coeur d’Alene soon after he arrived in the area. On June 21, 1933, Brakemeyer made a formal presentation to the directors of the Coeur d’Alene Chamber of Commerce about the need for a local junior college.

In the presentation, he pointed out that the proposed college would not compete with the University of Idaho, but would supplement college instruction by providing a two-year program for students who could not afford to go away to college. By using available space in the city for classrooms, he estimated that an enrollment of at least 100 students, paying tuition of $35 per quarter, would generate enough income to finance the college, which included hiring six to seven instructors.

The Chamber of Commerce board of directors expressed approval of Brakemeyer’s plan and agreed to consider it at greater length during the next meeting. Encouraged by the support from the Chamber of Commerce, Brakemeyer began a campaign seeking endorsements from other community organizations. Within the next three weeks, he made several presentations in the community and managed to get the backing of the Coeur d’Alene School District, the Parent Teacher Association, the Rotary Club, the Kiwanis Club, the City of Coeur d’Alene and the Business and Professional Women’s Club. He also placed several editorials in the Coeur d’Alene Press which were written by leading educators supporting the junior college movement.

The possibility of a junior college became the topic of discussion all over the community. On July 11th, Mayor J.K. Coe announced in the Coeur d’Alene Press that a mass meeting of citizens would be held on July 13th in the high school auditorium to discuss various phases of the proposed junior college. He encouraged all parents and residents interested in establishing a college in Coeur d’Alene to attend the meeting.

During the July 13th meeting, which was presided over by Mayor Coe, representatives from several organizations in the community gave speeches supporting the establishment of a junior college. Mayor Coe pointed out that many young people in the area were deprived of a college education because of lack of finances. E.R. Whitla from the Kiwanis Club declared that Coeur d’Alene has one of the most ideal settings for a college. Mrs. H.R. McIntyre, president of the PTA, stated that her organization stood 100 percent behind establishing a junior college. She added that many girls had told her they could not afford to go to a university, but could go to a junior college. Mrs. Grover C. (Hazel) Cardwell, president of the Business and Professional Women’s Club, pledged full support from the women’s group.

After the speeches were presented, many aspects of the proposed college were discussed, including tuition, recruitment, facilities and possible sources of revenue. Before the meeting was concluded, a committee of 10 was appointed to make an immediate study of the proposal and determine what steps could be taken to open a junior college by the coming fall. The committee was composed of M.A. Brakemeyer, chairman; R.H. Elder, Rotary Club; E.R. Whitla, Kiwanis Club; J.J. Rae, Superintendent of the Coeur d’Alene District; A.L. Depuy, American Legion; Mrs. G.C. Cardwell, Business and Professional Women’s Club; Mrs. H.R. McIntyre, PA; F.H. Lafrenz, school board; Dr. E.L. Spohn, Chamber of Commerce; and C.C. Robinson, Veterans of Foreign Wars.

Soon after the July 13th mass meeting, Brakemeyer and his committee set out to answer three basic questions before any definite plans were made to open a junior college in Coeur d’Alene. First, would the University of Idaho accept credits from the proposed college? Second, would enough students enroll to meet the basic operating costs? And third, were there adequate facilities in the city that could house the college with little or no cost?

The first question was answered on July 19th when Moritz Brakemeyer and Coeur d’Alene Schools Superintendent, J.J. Rae, had a conference with M.G. Neale,
president of the University of Idaho. Neale favored the establishment of a junior college in Coeur d’Alene and was very helpful in suggesting courses of study and the selection of the faculty members. Brakemeyer and Rae also met with all the deans of colleges and department heads. They assured them that all standard freshman and sophomore courses taught by approved instructors would receive full credit at the university.

The second question was answered when a PTA committee completed a thorough survey of the city to find out how many high school graduates would agree to attend the proposed college in the fall. The committee consisted of Mrs. H. F. McIntyre, Mrs. Claude Nash, Mrs. Theodore Schmidt, Mrs. Grover C. Cardwell, Mrs. Ralph Gaines, and Mrs. Clark Smith. By the end of the survey, the committee reported that over 60 students had indicated that they would enroll for the fall quarter. Considering those numbers and the possibility that 25 or more students from surrounding communities would enroll, it was decided that there would be sufficient enrollment to start classes in the fall.

The third and final question was answered when the Coeur d’Alene City Council agreed to give the junior college free use of the entire third floor in City Hall for classrooms and administrative offices. The council authorized a committee to meet with the college leaders to arrange for certain alterations that would meet the needs of the college. The council also agreed to supply the school with central heat. It was pointed out that the college could have access to the city library, which was located on the second floor of City Hall.

With these questions answered in the affirmative, the college committee wasted no time in making definite plans to open a junior college with classes scheduled to begin in September. Within the next few weeks a board of directors was selected, articles of incorporation were drawn up, and the new college was officially named Coeur d’Alene Junior College. The new college was organized as a private institution with funds derived from tuition and gifts. It was agreed upon that the first board of directors would be the same people who served on the college feasibility committee. Ex-officio members of the board were: J.K. Coe, mayor of Coeur d’Alene; J.J. Rae, Superintendent of Coeur d’Alene Schools; F.N. Bost, Superintendent of Spirit Lake Schools; and R.E. Brown, Superintendent of Rathdrum Schools.

The board of directors named Moritz A. Brakemeyer, president; J.J. Rae, vice-president; and Hazel Caldwell, secretary-treasurer. The first faculty consisted of four full-time instructors and four part-time instructors. Full-time instructors included Harold W. Barnard, social science; Ellen Bungay, English; Mildred Axtel, French, physical education and basketball coach; and Lieutenant-Colonel Edwin T. Powell, military training. Emma McClear was librarian for the college and the public library.

The third floor of city hall had been transformed into college facilities with five classrooms, an office for the president, an auditorium with a stage, a storeroom and a lavatory. All the rooms had been calcimined and painted, floors cleaned and oiled. Classroom desks and laboratory equipment had been purchased. Slate blackboards and new lighting fixtures were installed.

The 1933-34 school year at Coeur d’Alene Junior College started with registration on September 14th and 15th. Classes started on Monday, September 18th with an enrollment of 55 students. Within the next few days the enrollment reached a total of 74, well below the enrollment that was predicted. The curriculum was based on 60 credit hours in addition to required physical education. To complete an Associate Degree, students were required to complete 12 credits of English, 8 credits of science, 12 credits of social science, 6 credits of physical education and 28 credits of electives. A complete secretarial program was offered through the Whitney Business College in Coeur d’Alene.

The 1933-34 school year at Coeur d’Alene Junior College was a very busy, exciting and historic year. There were many “firsts” that occurred during the year including the first basketball team, baseball team, orchestra, glee club, golf tournament, school newspaper, year book, school dance, drama production, Associated Student Government, and the first graduation. Several of the college organizations and activities started traditions that continue to this day. From the very beginning sports, music, drama, the school newspaper, convocations, and student...
The Coeur d'Alene Junior College sports program under the direction of Harold “Telly” Telford, got off to a very good start. Telford also coached at Coeur d'Alene High School and was considered one of the best coaches in the Inland Northwest. The basketball team won their opening game against Gonzaga University with a score of 29 to 27. During the 1933-34 season, the team played against Kinman Business College, Spokane Valley Junior College, Cheney College, Whitworth College, and the University of Idaho freshmen. Coeur d'Alene Junior College won eight out of fourteen games. The basketball team practiced in the Elks gymnasium and played their home games at the Coeur d'Alene High School gym. The team was known as the Jaycees.

The first Coeur d’Alene Junior College orchestra was under the direction of Ray Fahringer, a well-known and respected music director and violinist in the area. Frank H. Evans directed the first vocal group, the Glee Club. During the first year the orchestra and Glee Club appeared before numerous civic and academic groups throughout the area. They made a tour of North Idaho high schools in the spring of 1934. Home concerts were performed in the Roxy Theater in downtown Coeur d’Alene.

The dramatics class presented the first play, “The Thirteenth Chair”, on February 13, 1934, with a cast of 16 and three managers. English and speech instructor, Ellen Bungay, directed the play. A one-act play, “Other People’s Husbands” was present at the Father’s Reception in April. Student Jack Danby directed the play. A second one-act play was presented by four students at a tea given in honor of the mothers of the graduating high school seniors.

The first school newspaper The Jaycee Journal, was published on January 26, 1934. The first editor was Robert H. Frandsen. The first Junior College Annual, the Lewa was published in conjunction with the newspaper. The journalism class was under the direction of Ellen Bungay.

On June 31st, 1934, Coeur d’Alene Junior College held its first graduation. The baccalaureate services were held at the First Presbyterian Church in Coeur d’Alene. Former U.S. Representative Burton L. French delivered the address. Graduates were Jane Powell, Margret Lee, Wilber Hammond, Clarence McPherson, and Arnold Johnson.

Through the 1930s, the college struggled financially. Orrin Lee, president from 1935 to 1944 attempted to increase enrollment in the fall of 1936 were not enough. Lee traveled to Boise to lobby for a junior college bill that would authorize junior college boards of trustees to “levy upon the tax-
The Peyton trophy was awarded for several years during the Coeur d’Alene Regattas. The Regatta was part of a three day festival sponsored by the fledgling Coeur d’Alene Chamber of Commerce in 1913, and it was meant to help celebrate water related activities available on the lake that also included swimming, diving, canoe racing, and four- and eight-oar crew racing. Boats of all sizes and power sources were pitted against one another for the honor of being the fastest race craft on the lake.

The Regatta Sweepstakes Challenge Race for 1914 was particularly memorable because of what occurred at its conclusion. The race in question was a nine-mile long regatta that had the participants completing three laps covering a semi-circular course starting at City Beach which included turns at Kidd Island Bay and Arrow Point.

In the first running of the event that day, the Ware brothers’ “Spokane” runabout easily won. Henry French’s “St. Joe” was the next to finish, and according to accounts of the race, it was right behind the “Spokane”. The record shows that 19-year-old Harlan and 23-year old Horace Peyton’s Swastika II from Spokane finished a very poor third. (Please Note that at the time of the 1914 race, the swastika was a popular symbol of good luck in the Western world and did not have the negative connotation that it currently has through its association to the Nazi Party during World War II and thereafter.)

After the race it was discovered that Peyton’s boat driven by the younger of the two brothers had somehow picked up six feet of decorative bunting from somewhere on the course, and the material had wrapped itself tightly around the boat’s propeller which explained its lack of power during the contest. The discovery of the unseen “handicap” led to shouts from the crowd of “race her over again!” and the judges huddled briefly to discuss the situation. The officials then announced that the three boats would race one more three-mile lap to determine the winner. The results of the re-run were exactly reversed with the Swastika II taking first, the “St. Joe” taking second, and the “Spokane” finishing third.

Ironically, the Peyton brothers had donated a special silver loving cup, a perpetual trophy to be awarded to the winning craft in the speedboat sweepstakes. Proving that there really were such things as second chances, the young Spokanites had overcome the stray bunting “handicap” and had taken their own trophy home with them.

According to race record, the Peyton Trophy was offered for at least four more years, and eventually the race became known as the Peyton Trophy race. The Peyton brothers would win the trophy once again in 1917 with their newly constructed “Swastika III” with Horace at the wheel.

Who would have imagined that this trophy would return to Coeur d’Alene. Kent “Pancho” Simonson, son of the crew chief of the Miss Spokane unlimited hydroplane at several Diamond Cups in the 1960s, found the silver trophy in 2015 while attending an annual Ford Owner’s Swap Meet at the Interstate Fair Grounds in Spokane. There it was, in all its slightly tarnished glory, on display among the many other “aged” items for sale in a booth being run by David Webb of Pomeroy, Washington.

Having read Steve Shepperd’s Hydromania, A History of the Diamond Cup, Simonson wasted no time in purchasing the trophy from Webb. He then contacted Shepperd about his “find,” and at the recent Mahogany and Merlot vintage hydroplane and race boat festival in Chelan, Washington, he and his wife Penny handed over the trophy to Shepperd to be donated to the Museum of North Idaho.

Shepperd’s Hydromania, A History of the Diamond Cup, a 400-page book is filled with 112 photos of the boat races including those of the “Swastika III” and the “Greyhound” and chronicles the love-hate relationship that Coeur d’Alene has had with boat racing, as well as the stories of the people that made the races possible.
From the Board

Serve on the Museum Board

Board members have been meeting frequently to finalize the long range plan and to discuss strategies for soon-to-be approved goals with action plans. I continue to be amazed at the talent of the current board members and their understanding of our community’s present, past and future needs. Two board members have resigned due to other commitments and personal reasons. President Dave Walker and board member Dave Eubanks brought enthusiasm and a strong desire to assist and support efforts of the board. Heidi Higgens will serve Dave Walker’s remaining term as President of the Board.

If you know of anyone who would love to become involved with moving the Museum of North Idaho from “good to great,” please contact the Museum at 664-3448 or email dd@museumni.org for a packet with more information on serving on the board. We are looking for people to fill the two openings now and then could be elected by the membership in April to a three year term.

There will be several positions open this coming spring.

Board Thanks Volunteers

The Board is hosted an “Appreciation Gathering” at board member John Swallow’s NP Depot on 3rd Street on November 4th. Volunteers had a chance to connect with each other and board members. Oftentimes volunteers work in isolation and maybe only know each other by name. Fifty-six (56) volunteers have helped the Museum Director carry out her responsibilities this past year - from greeting visitors to the museum, stocking and working the gift store, scanning pictures, folding newsletters, editing, cleaning the chapel, working on the storage building, teaching history to school children, exhibits – just to name a few projects. THANK YOU!

Submitted by Connie McGee, Secr.

Cash Donations

Jane Robertson
Robert & BJ Campbell
John Sahlin
Margaret Gates
Elise Donohue Trust
Bnv & Joe Bloomsburg
Frank Darlington
Bill & Julie Gibbs
Wayne & Faye Sweeney

Endowment

Nancy Criswell
Frank Darlington

Building Fund

Ed & Tina Hood
Frank Darlington
Kay & JoAnn Nelson

Artifacts Photographed

Katie Higgins interned last spring through Eastern Washington University and then continued volunteering through the summer. Katie, working with her father and volunteer Robert Cline photographed many of the artifacts at the off site storage. The images are included in our database and it helps us when we are looking for artifacts to use in exhibits.

New Storage Building

In July the Museum purchased a 4,000 foot storage building near downtown for $150,000. Improvements were made through the generous donation of $3,500 in materials, $3,960 in cash and many volunteer hours. We purchased two garage doors from Garage Door Center and the installation of insulation from Eagle Insulation. These and other expenses are about $5,500.

We plan to move the larger artifacts and the books into the building before the snow flies. Please call Dorothy at 664-3448 or email dd@museumni.org if you can help with the move or provide equipment.

Thank You

Spokane Thermogaurd - insulation
Williams Paint - paint and primer
Sherwin Williams - paint
Great Floors - linoleum
Eagles #486 and the Kiwanis Club donated cash.

Volunteers Donate Over 150 Hours

Terry Kincaid sheet rocked a 12 ft x 40 ft room, painting and general helper.

Rocky Gibbs and Pam Stotts framed in the two garage doors.
Curtis Nelson and Randy Perry tore down walls.
Lynn Schwindel and Bud Brison for electrical work.
Justin Ator roof repair, painting and general helper.
Butch & Connie McGee picked up insulation in Spokane.

**Museum Books at Costco**
The Coeur d’Alene and Spokane Costcos are carrying some of the Museum of North Idaho Press’ books.

At the **Coeur d’Alene Costco**
In *All The West No Place Like This: A Pictorial History of the Coeur d’Alene Region* 1888-1955

**Historical Spirit Lake, Idaho & Vicinity**
Wyatt Earp and Coeur d’Alene Gold! Stampede to Idaho Territory

At the **Spokane Costco**
In *Inland Empire Electric Line: Spokane to Coeur d’Alene and the Palouse*

**Spokane International Railway: Idaho’s Main Line to Canada**

Museum publications are available at the Well Read Moose at Riverstone, Amazon and on the Museum’s website www.museumni.org. Railroads Through the Coeur d’Alenes by John Wood will arrive about December 17.

**Memorials**

- For Margaret (Alison) Petrogallo from Peggy (Price) Cameron
- For Marialys Hathaway from Mel & Jackie Schmidt

Remember your loved ones and friends with a memorial donation. These donations help build the Museum’s endowment.

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

**DAR Cleans Chapel**
Joining Daughters of the American Revolution chapters across the nation for their National Day of Service commemorating the founding of the DAR on October 11, 1890, the Lt. George Farragut Chapter chose to clean the historic Ft. Sherman Chapel. Eight chapter members collectively volunteered 32 hours cleaning windows and floors, removing cobwebs and dusting. Outside the members raked and bagged pine needles and hauled them to the transfer station. This day of service was topped off with a potluck picnic afterward.

Eric Steiner’s S.Q.R. and crew completed the new Chapel roof. The cost was $31,900. We received donations of 10,425 including a $7,500 grant from the Idaho Heritage Trust and $1,500 from Kootenai Electric Operation Roundup Trust.

**Chapel Donations**
George LePard
Frank Darlington
Richard & Catherine McLandress
Jay & MaryBeth Broderick
Steve Widmyer
Terry & Catherine McClintick
Julie & Bill Gibbs
Robert & Connie Singletary
Sony Long
In memory of Claude R. Barnes Jr. sent by Carter & Marcia Barnes

**Jammer Restored**
The logging jammer was built in 1936 or ’37 by Jim Casey. It was donated by the E.C.Vesser family. Made on a 1930 International truck the restored jammer is being temporally stored at the Associated Logging Contractors on Hwy 95 at Mica. We are planning an open house for the jammer in the spring to thank Lawrence Holand and all the people who helped restore it.

**Artifact Donations Since August**
Royce Berkey: token “In Games We Trust, Cd’A, Id.”
Ross Carson: Photos of the Albert & Daisy Carson family who lived in Harrison from 1914 to 1917.
Charles and Gail Lents: Prescription bottle from Rex Drugstore, photos of the drugstore.
Shirley McNair: Photo of the boat Miss Spokane.
Doug Fageness: Collection of Art on the Green pins.
Penny and Kent Simonson: Peyton Brothers’ trophy open championship from the Coeur d’Alene Regatta circa 1920.
Connie Montanye: Panoramic photo of the steamboat Flyer.
Pat Miller: 1959 Metsker’s map.
Get on Board!

Send in Your Membership

☐ Friend of History $500
☐ Georgie Oakes $100+
☐ Idaho $100
☐ Flyer $50
☐ Amelia Wheaton $25

Make An Additional Donation To A Special Fund

Memorial/Endowment $________
Building Fund $________
Chapel $________
Total enclosed $________

Membership Benefits Include: Free admission to the Museum
*10% off in the Museum Store * Quarterly Newsletter

Please check your mailing label for your membership renewal date.

Name ____________________________________________
Address __________________________________________
City __________________ State/Zip __________________
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Secondary Addr. __________________________________

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