

Clay County Historical Society

Clay County Historical Society Newsletter

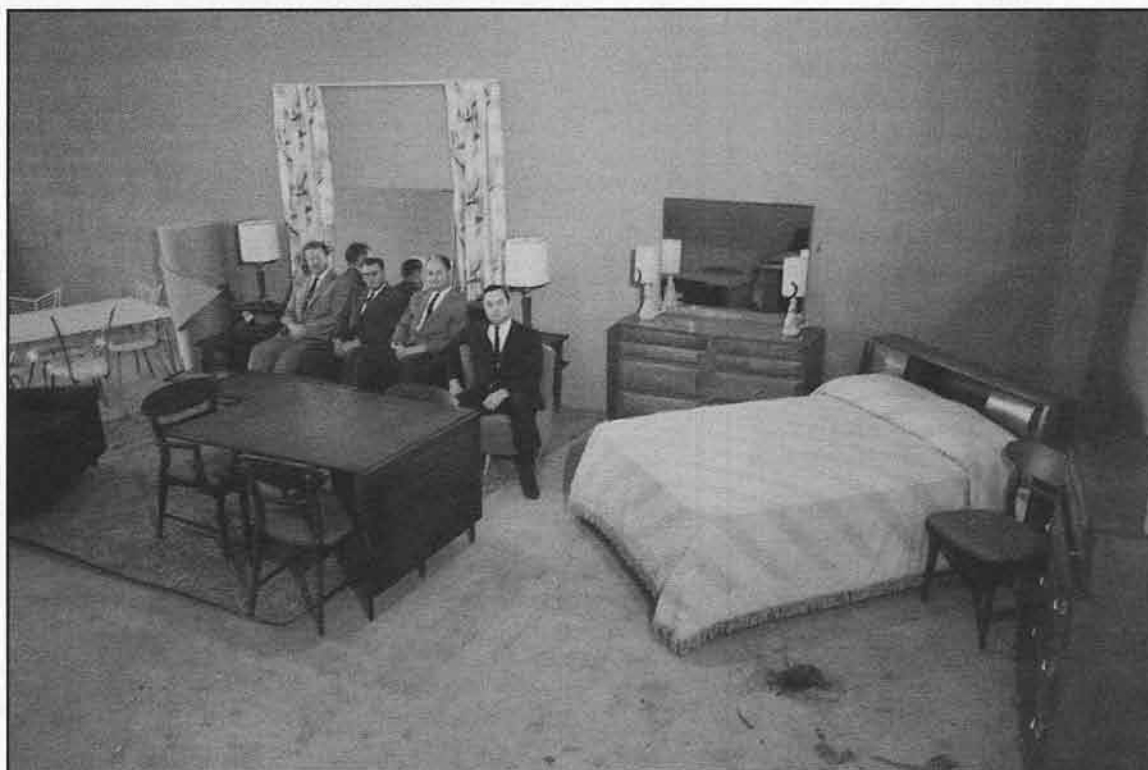
March/April 2004

Volume XXVII No. 2

In this issue:

- *Coya Comes Home* program for Annual Meeting
- Lewis & Clark Tour
- Anniversary Quilt
- Greater Moorhead Days
- New Interns at CCHS

Right: U.S. Senator Hubert Humphrey hands Bill Otterson the keys to his brand new 1963 pickup. Otterson won the truck in a special farmers-only drawing on Greater Moorhead Days' Farm Day. Jim Stenerson, Ed Nelson, P. Canton and Dick Kvamme look on. Courtesy Northwest Minnesota Historical Center.



Left: For a few years, one of the big "gifts" for Greater Moorhead Days was an entire room full of furniture. Here committeemen give the chairs a test run. Courtesy Northwest Minnesota Historical Center.

President's Column

By CCHS President, Donna Voxland



Mark and I have finally joined the ranks of the "world traveler." As usual, it was one of our kids who got us to expand our world, if not our checkbook. Our daughter is studying in England this year so we traveled to see her last month. It is certainly true that, no matter how much you read or learn about other parts of the world during your lifetime, your perspective changes when you've actually been there. For 12 days we visited sites like Stonehenge that is so old it's full history is unknown; castles where we walked spiral tower steps from the 13th century; cathedrals that boggle the mind; and thatch roof houses from the 17th century that are still homes. It was a far cry from Clay County.

Shortly after we returned home we hosted two officials from Lithuania who were here as a part of a delegation studying local grass-roots government in the U. S. They stayed at our house for four nights and we enjoyed listening to them explain their city history as it changed through the many centuries and we thought, "What a difference from Moorhead."

But, through both of these experiences, I have come to appreciate the uniqueness of our history even more. Clay County doesn't claim any 13th century castles, but we are rich in our short history. People from all over the world, and all walks of life have come, and continue to come together to make up our communities. We each have our individual history that reaches back to anywhere in the world, but we are also part of our local history now. And at least for our little corner of the world, Clay County Historical Society is preserving that history for the future. I'm very proud of that.

Donations and Memorials

January & February 2004

Golden Age Senior Citizens Club, Arthur, ND
Bonnie and Dave Hagberg, Moorhead
Microsoft Giving Campaign, matching gift
Karol Kay Peterson Rood, Jacksonville, FL
for the Bergquist Cabin
Sherry Watt, Glyndon

Calendar

- | | |
|----------------|---|
| Dec.-April | Senior Center exhibit, <i>Don't Just Sit There—Get Connected!</i> , hall display case |
| Jan.-May 30 | <i>A Captive Eye: German POW Art and Artifacts</i> exhibit |
| April 20 | CCHS Annual Meeting, 5:30—9:00 p.m.
Program: <i>Coya Comes Back</i> , by Kathy Ray |
| April 29-May 1 | CCHS History Tour, <i>Lewis & Clark</i> |
| June 6 | New exhibit opens— <i>To Have and To Hold: Weddings in Clay County</i> |
| June 25 & 26 | Bergquist Cabin Open House |
| June 25-27 | Scandinavian Hjemkomst Festival |
| July 15-18 | Clay County Fair |

Schedule subject to change



CLAY COUNTY HISTORICAL SOCIETY

Hjemkomst Center, 202 1st Avenue North
PO Box 501, Moorhead, MN 56561-0501
Phone: 218-299-5520/Fax: 218-299-5525
www.info.co.clay.mn.us/history

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Coya Comes Back one-woman play will be program at Annual Meeting, April 20

The Clay County Historical Society Annual Meeting is set for Tuesday, April 20. The night will begin with a social starting at 5:30, dinner will be served at 6:00, a short business meeting will be held at 7:15, and the entertainment for the night will begin at 7:30. This year CCHS is pleased to have actor Kathy Ray, from Barrett, MN.

Ray will perform her one-woman play, *Coya Comes Back*, about the life and legislative achievements of former Minnesota Congresswoman Coya Knutson. The show reveals the influence of political intrigue and social attitudes of the mid-1950s in Knutson's career and life.

The meeting and the program are open to the public. A free-will offering will be accepted for the program. Cost for the annual meeting dinner is \$15 per person. The meal will be a buffet with honey-glazed ham and baked chicken breast, and we will be using real china this year!

To reserve your seat, send your payment with the tickets on the bottom of page 14 to the CCHS office, PO Box 501, Moorhead, MN 56561, before April 14.

Slate of Candidates for CCHS Board of Directors

Rodney Erickson, Moorhead, 2nd term

Dale White, Moorhead, 2nd term

Darren Leno, Moorhead, 1st term

SPECIAL OFFER for new members who sign up for the annual meeting!

To promote membership in CCHS, the Board of Directors is offering a special combined price for annual meeting registration and membership for individuals and families who are not currently members of CCHS. The cost for an Individual membership and annual meeting dinner will be \$35 for new members, and the cost for a Family membership and two annual meeting dinners will be \$50! This is a great time to sign up for CCHS Membership to receive our great newsletter and discounts, and have a fun night out! Seating limited, RSVPs required by April 14

History Tour will feature Lewis & Clark sites in ND, April 29, 30 & May 1

CCHS has caught Lewis & Clark Bicentennial fever and is heading to North Dakota for its 2004 annual history tour! The Lewis & Clark related sites are farther west, requiring more traveling time and making this tour a three-day, two-night event. The cost will be \$300 per person, based on double occupancy, and participants must be CCHS members. The cost includes admission fees to attractions, meals, and accommodations for both nights. Deadline for payment and registration is April 14.

Transportation will be by charter bus from Red River Trails. The bus will leave the Hjemkomst Center parking lot at 7:30 a.m. Thursday morning, April 29, and will return Saturday evening, May 1, by 5:00 p.m. Sites will include the Lewis & Clark Interpretive Center near Washburn, Fort Mandan, Knife River Indian Villages National Historic Site, Missouri and Yellowstone Rivers Confluence Interpretive Center near Williston, Fort Union National Historic Site, and Fort Lincoln near Mandan.

The North Dakota Lewis & Clark Interpretive Center near Washburn provides an overview of the Lewis & Clark

Expedition, with special emphasis on the time spent at Fort Mandan during the winter of 1804-1805. The displays include Native American artifacts, a buffalo robe visitors will be able to try on, as well as a "cradle-board" much like the one Sakakawea may have used to carry her baby. An authentic wood canoe carved from the trunk of a large cottonwood tree demonstrates the winter preparations the Expedition made while at Fort Mandan. The North Dakota Lewis & Clark Interpretive Center is one of only four galleries in the world to have a complete set of 81 Karl Bodmer prints in its possession.

Reconstructed Fort Mandan rests in the riparian forests of the Missouri River. The refurbished rooms of this full size replica depict the equipment of the Lewis & Clark Expedition and provide the realistic setting for a grand learning experience. On-site interpreters provide programs and year-round tours of Lewis & Clark's 1804-1805 wintering post.

Knife River Indian Villages National Historic Site was established October 26, 1974. The 1,758 acre site preserves

Continued on page 13...

Outreach Displays

	<u>Open</u>	<u>Close</u>
Hawley Public Library	April	July
Moorhead Public Library	April	July
Barnesville Public Library	April	July
Fargo CVB	closed for the winter	

The Hawley Public Library continues a series on toys. Part 2 BOYS' TOYS features active toys recalling the days of noisy activity. Be prepared to knuckle down with these playthings from the past.



HAIL TO THE CANDIDATE! will assemble at the Moorhead Public Library. This display contains memorabilia and interesting facts about the presidential elections held between 1871 and 1984. Artifacts include pinback buttons, a partisan cookie cutter and sheet music titled *With Garfield We'll Conquer Again*.

The Barnesville Public Library displays toys that educate and exercise the mind in Part 1 TOYS! JUST IMAGINE! The featured toys include a 1936 Gilbert Chemistry kit, a tea set and a Nancy Ann story book doll, "Missing Link" puzzle and "The Corner Store" by Wolverine complete with food boxes, scale and roll of wrapping paper!



CCHS has no display at the Fargo Convention and Visitors' Bureau along I-94 for the rest of the winter. A new display will be set up this spring.

IN-HOUSE DISPLAYS

On Dec. 30, Senior Connections opened their first exhibit called DON'T JUST SIT THERE . . . GET CONNECTED! in the CCHS hall case. This exhibit was a co-operative effort with CCHS as well as an intern project. Come and see what our Seniors are up to in this beautiful building!

CCHS set up a special display of exquisite, hand-decorated china near the snack bar in the Hjemkomst Center. These items were painted by Beulah Forness who holds china painting classes in the building Tuesday mornings.

Artifacts & Donors

January/February 2004

Donors include:

Moorhead: Roger Larson, Donna McMaster, Jane Renner, Joyce Steen, Helen Belland Jane Tandberg, Clay County Assessors Office, 4-H/Clay County Extension Office

Hawley: John Young Jr.

Fargo: James Landblom, Mike Simonson, Karen Hartke, Stan and Deb Severson

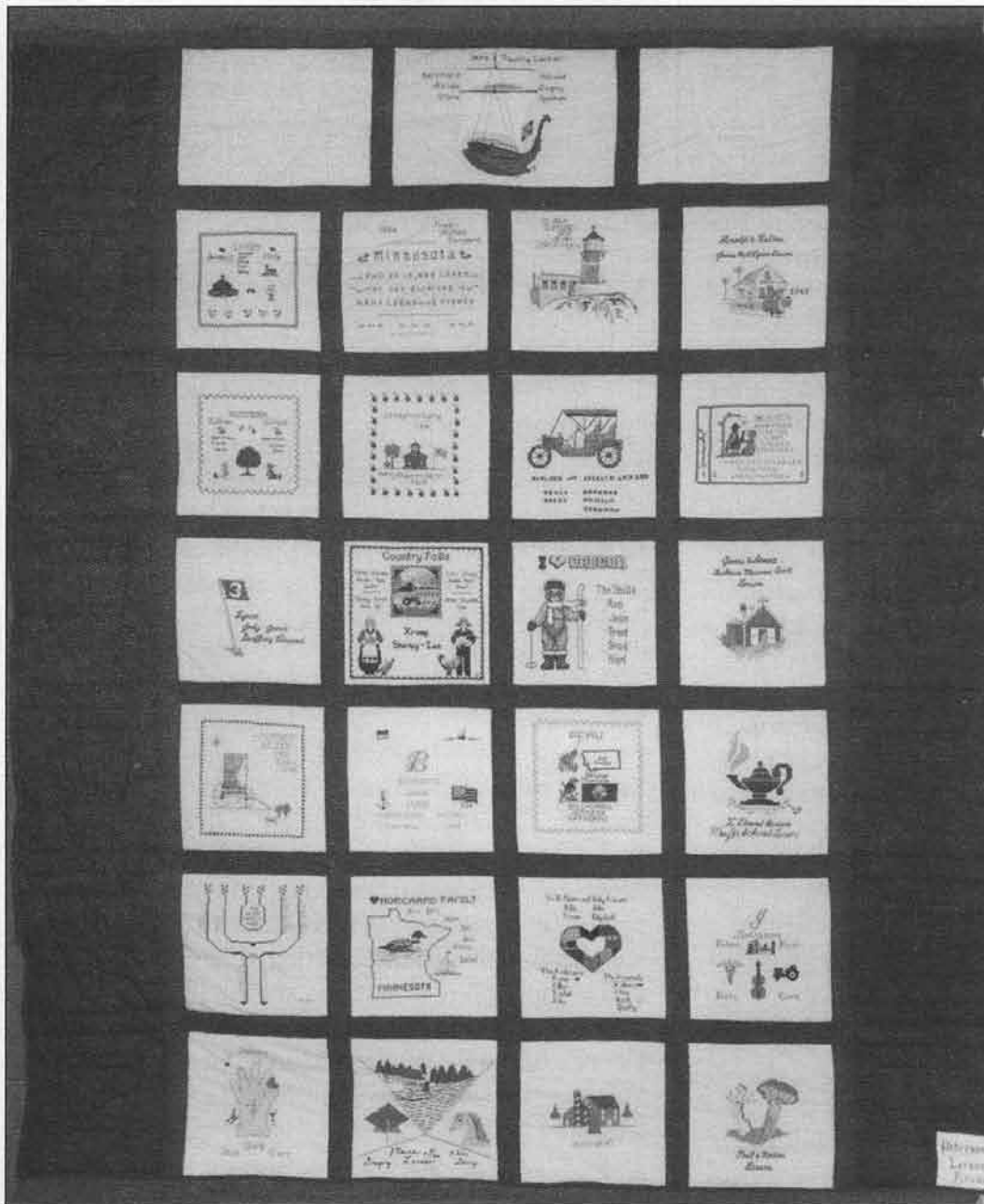
Artifacts include: Fargo-Moorhead, Dilworth, Sabin telephone directory; promotional flyer for Fargo-Moorhead Jets Junior A Hockey tickets; business records of Hans Rushfeldt, Hawley; (9) photos of the Farm Bureau's Fertilizer Plant, Moorhead; photo of the truck shop at 720 Highway 75, Moorhead; photo of the new [1959-1960] Horvick Mfg Co. building on Highway 75 South; booklet, *Assessor's Report on Structures on Railroad Lands 1954-1955* with photos; booklet, *Haas's Midway Café; Souvenir*, stamped *Murphy & Young, Successors to John Haas* dated 1899-1900; (6) Turtle Lake directories pub. by Turtle Lake Improvement Association Inc. 1987 - 2002; photopostcard of the *Tile Tavern, Kenny's Bar, Moorhead, Minnesota, "CEC" Kenny, Owner* ca 1930s; cabinet card photo of Grand Pacific Hotel, Moorhead with a Christmas 1883 menu on the back; many 4-H items including videos, scrapbooks, 4-H Round-Up pamphlets and program folders, University of Minnesota Agricultural Extension Service pamphlets, reunion booklet *It's Time to Celebrate, 1914-1989 Clay County 75th* 4-H with Club histories, file cards with 4-H members project records, green Clay County 4-H jacket; panoramic photo of Camp Cody, Deming, New Mexico, October 1917; b/w photo of 1939 Center Ave. in Moorhead; Midway Buffet, Moorhead bottle opener; membership cards for FM Depot Club; Bill Clinton campaign candy box & bubble gum cigar; (2) rectangular cedar blocks from downtown Moorhead street found during excavation for the new Main Avenue bridge; (25) Moorhead Hilton Hotel Flambé room items including tableware, serving pieces, table lamp, napkin and menu; *Simplicity* [patterns] *Home Catalog* Fall/Winter 1969.

Sneak preview of the next exhibit!

Jens Larson and Pauline Peterson union celebrated with quilt

By Pam Burkhardt,
Collections Manager

In 1988, the descendants of Jens Larson and Pauline Peterson held a reunion in Detroit Lakes to celebrate the 100th anniversary of Larson's arrival in Clay County. Each family made a block for this commemorative quilt. In 1989, the quilt was donated to the Clay County Museum. Research is ongoing for this and other artifacts for the To Have and To Hold: Weddings in Clay County exhibit opening in June.



The Peterson/Larson quilt measures 82" x 96." The blocks are white with red sashing between them. Both side borders are dark blue; the binding is red. Jens and Pauline are at the top center of the quilt. The names of their six children (Bernhard, Harold, Alvilda, Dagney, Clara and Hjalmer) are in two columns below separated by an embroidered Viking ship. The twenty-four, square quilt blocks are embroidered by hand and machine. Daughter Alvilda Larson Sanders along with Lori Loff and Dagne Jorgensen finished the quilt.

Continued on page 6...

Heritage Hjemkomst Interpretive Center News

April 18—June 20, 2004

***Snow Country Prison* Interned in North Dakota**



Following the Japanese attack on Pearl Harbor in December 1941, the United States was gripped by war hysteria. In 1942, Japanese-Americans along with German and Italian nationals were re-located to Ft. Lincoln. Ft. Lincoln was expanded into a full-fledged internment camp. The peak

population was around 1,600 men. The exhibition will examine the experience of German and Japanese nationals, as well as Japanese American citizens considered as "enemy aliens".

This exhibition will feature historic photos and murals of the camp, floor-to-ceiling cloth banners imprinted with images of actual people interned in the camp, and wall text drawn from the haiku poems of one of the Japanese internees, Itaru Ina, the father of proposed speaker Satsuki Ina. He was sent by train from the Tule Lake, California camp as one of the "troublemakers removed en masse to Bismarck" and forced to leave his wife and two small children behind.

**Photos and exhibition information courtesy
the North Dakota Museum of Art.*

202 First Avenue North, Moorhead, MN 56561
(218)299-5511 • www.hjemkomst-center.com
Hours: Monday-Saturday 9am-5pm
Sunday Noon-5pm

Larson Quilt, continued from page 5

Jens Johann Larson was born in Hemnes, Norway in March 12, 1863 and came to this country to make his fortune. He arrived in Comstock in May 1888. For ten years he worked on farms in the area and was moderately successful. In 1898, he returned to Norway, but came back a year later. He married Pauline Peterson in Wolverton, Wilkin County, Minnesota on Nov. 28, 1899.

Pauline Elise Peterson was born in April 1871 in Norway and came to this country in 1899. Pauline and Jens first farmed near Wolverton, but soon moved to a farm near Comstock where five of their six children were born. In 1912, the family moved to a farm near Abercrombie, North Dakota. Jens died in July 1939 and Pauline on September 8, 1964 aged 93. Descendents of Jens and Pauline live in Minnesota, North Dakota, Montana, Washington and Oregon. There are over 130 names on the quilt.

Fun prizes for Volunteers given in monthly drawing!

CCHS has added a great program to appreciate our volunteers for all the time they donate to keep the museum open on the weekends and help staff process artifacts in the collections! Each person who volunteers their time at the museum during a month will have their name entered in a prize drawing. If a person volunteers their time more than one day per month, their name is entered for each day they have volunteered.

Several prizes have already been donated by our fantastic Volunteer Coordinator, and the CCHS Board of Directors has endorsed the program with their seal of approval and donations to purchase prizes! You could win great gift certificates to have ice cream with a friend or bring your grandchildren to the zoo, or buy something special just for yourself. Jean Fingalson won a cookbook from the Friends of the Fargo-Moorhead Civic Opera for volunteering in January, and Janet Gorman's name was drawn as our February winner. Call Lisa at 299-5520, to get started volunteering at CCHS now!

Interns get hands-on experience at CCHS

This spring two students from Concordia College are gaining valuable experience with internships at CCHS.

Kate Plagman

I hail from Aitkin, MN, though originally from Aurelia, IA. I am a senior at Concordia College majoring in the American Studies track of Humanities and working on a minor in Business. After graduation on May 2nd, I hope to work for KVLV Channel 11 as a camera operator, and work my way up from there. Sometime in the future I would like to go to school for massage therapy and eventually open up my own business.



At Clay County Historical Society, I am working with Pam to get the wedding exhibit in order. Some of the things I have done include cataloging wedding dresses and researching the family history of other wedding-related artifacts. I have been working with her since the beginning of January and try to get about 10 hours a week. Thanks to all involved with CCHS in giving students like myself a chance to work at a place like this.

Jamie Fors

After graduating from Apollo High School in St. Cloud, MN in 2000, I decided to continue with post-secondary education at Concordia College. I am currently in my senior year and will be graduating with a major in History and minors in Classical Studies and Sociology.



The reason I decided to take an internship at the Clay County Historical Society is because I thought it offered an excellent opportunity to explore my field of interest in a vocational setting. In addition, I thought CCHS offered a wonderful way to gain research and technical skills as well as general historical knowledge.

As for my plans after graduation, I will be going on a three week journey in July to Greece, to visit and explore ancient archaeological sites, as well as get hands on experience at an archaeological dig on the island of Andros. When I am not at CCHS, I'm usually at school or working at my job at Minnesota Relay for the Deaf. In my spare time I enjoy traveling, camping, reading a variety of books, and spending time with friends and family.

Changes for CCHS Archives researchers effective April 1

Researchers contacting CCHS for reference services will see some changes starting April 1. This is one of those good news, bad news stories. The bad news is we will be charging genealogists and others who email, write or phone for information. In the past, CCHS staff filled these requests for free as time has allowed. Recent cuts in state aid to local governments have put a crimp in the county's ability to fund CCHS and other agencies. We don't like the idea of charging but we have to find ways to fill the shortfall.

Researchers will be charged \$20.00 per hour, with a half-hour minimum. This will include up to five photocopies and postage. CCHS members will be charged \$10.00 per hour, with a half-hour minimum including five photocopies. Payment will be required in advance and a detailed synopsis of sources checked will be provided the patron. See our website, www.info.co.clay.mn.us/history for further details.

The good news is that through the cooperation of the Clay County Recorder's Office and the Moorhead City Engineering Department, CCHS will be able to begin providing researchers with direct transcripts of death records filed in Clay County. For some time, Clay County Recorder, Bonnie Rehder, has wanted to put an index to deaths on the county's website but she's been concerned that her staff would face a huge number of requests from genealogists for copies.

This winter, Bonnie allowed CCHS Archivist Mark Peihl to transport the death record volumes themselves to the Moorhead City Hall where, in the Engineer's Office, there is a large format scanner which is not used all of the time. There Mark began scanning each page of records as an image file. As of press time, he's done all the death records from 1872 through 1932. More will follow. Soon patrons who want death record information will be able to check the county's online index then contact CCHS for a verbatim transcription. CCHS, like the Minnesota Historical Society will charge \$8.00 per record. It will save the Recorder's staff work and provide additional funding for CCHS and our programs. We are very pleased and excited to be able to make these important records available to our patrons. Our thanks go out to Clay County Recorder Bonnie Rehder and Moorhead Senior Engineer Clair Hanson for their help in making this possible!



Left: Bob Owens of KVOX radio, Lloyd Sween of the *Fargo Forum* and Bob Burrill of the *Red River Scene* pose with the mystery man chosen by the three to hold the second Treasure Hunt Key in the late 1950s. Treasure hunters were supposed to decipher clues to reveal a word or phrase then confront the mystery man with it to receive a \$500 prize. Courtesy Northwest Minnesota Historical Center.

Below: Large crowds packed the FM Hotel's Top of the Mart for the cooking school. Courtesy of Northwest Minnesota Historical Center.



Above: With assistance from a small, blindfolded helper, KVOX radio announcer Manny Marget reads off the names of some of the lucky "gift" winners. Courtesy Northwest Minnesota Historical Center.



GREATER MOORHEAD DAYS ARE BACK!

By Mark Peihl, CCHS Archivist

This fall, Moorhead Parks and Recreation Department will revive one of the area's longest running and popular civic promotions. For 18 years in the 1950s and '60s, Moorhead celebrated Greater Moorhead Days. The event will run again in September.

In the 1940s and '50s Moorhead experienced serious growing pains. Between 1945 and 1950 the city's population grew by 50% and another 50% in the 1950s. The downtown retail sector did not grow proportionately. Those new folks were shopping elsewhere, presumably Fargo.

In 1951, Fargo's downtown boasted thirty-two men's and women's clothing stores to Moorhead's five; ten department stores to Moorhead's three and ten jewelers to Moorhead's two. There was excitement in Moorhead – in the late '40s the city built new schools on the north side, a new courthouse was in the works and the brand new Frederick Martin Hotel opened on the corner of Center Avenue and 4th Street. In 1950, while sipping coffee in the new hotel, Norman House, Jacob Kieffer, Ben Horvick and E. J. McKellar mulled ways to get more retail trade to Moorhead. They hatched a bold plan for a late winter, week-long promotion involving nearly all Moorhead retailers featuring donated gift drawings and activities for young and old. The event would bring shoppers to the city during a normally slow time of year and show off the new hotel. Advertising would boost the struggling hometown newspaper, the *Moorhead Daily News*. All activities would be free.

It was a tough sell; there was plenty of skepticism. House later related he had to go before a group meeting with the Moorhead Chamber of Commerce and the C of C's annual banquet to plead for support. The support came and the festival was a phenomenal success.

Greater Moorhead Week (as the festival was known the first year) was organized under a general chairman, Norm House, with various subcommittees each responsible for one

activity. The event ran from Monday February 19 through Friday February 23, 1951. Activities, held mainly at the FM Hotel, included a free pancake feed, cooking school conducted by University of Minnesota home economists, a style show, a flower show, a special farmers' day, a sportsmen's show, essay contest for school kids and regular drawings for over \$10,000 in donated "gifts" (not prizes!), including a new 1951 Ford automobile. The Moorhead Chamber of Commerce provided some financial support, but retailers paid the bulk of the festival's cost. Businesses purchased gift drawing tickets at 1 cent each then distributed them free to customers.



The annual GMD pancake feed was one of the promotion's most popular events. Over 15,000 people packed away 1,000 pounds of sausage and a ton of pancake flour each year. Courtesy Northwest Minnesota Historical Center.

The events were extremely popular. Four-hundred-seventy-five women packed the FM Hotel's Top of the Mart for the cooking school – over 800 were turned away. Greater Moorhead Week brought an estimated 20,000 people to Moorhead. They spent over \$650,000. Merchant's distributed 450,000 drawing tickets. Perhaps more importantly, the promotion required tremendous cooperation from the downtown merchants – something noticeably absent downtown in earlier years. At an after-the-event meeting, merchants

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overwhelmingly supported making the promotion an annual event.

The next year saw some changes. Planners extended the event from five days to eight in order to incorporate two Saturdays, changed the name to Greater Moorhead Days and held the event later, March 13-22, when bad weather would be less of a problem. Many of the popular promotions returned and became fixtures for the GMD's entire eighteen year run, including the auto give away, style and flower shows, farmers' day and the pancake feed. By its third year, GMD was attracting 36,000 visitors and over a million dollars in new trade.

In 1956 planners, concerned GMD was falling into a rut, shook things up a bit. They moved most events out of the FM Hotel (which was too small for the huge crowds) and instituted a policy of having a big-name speaker for farmers' day. The 1956 GMD ended March 17, just three days before Minnesota's presidential primary election. Planners induced Democratic nomination candidate Adlai Stevenson to attend. Stevenson was the darling of the state Democratic-Farmer-Labor Party's leaders. They wanted nothing to do with promoting Stevenson's main opponent, Tennessee Senator Estes Kefauver. In a move to embarrass the DFL leadership, the Clay County Republican Committee offered to provide Kefauver the use of the American Legion building free if he would attend. Kefauver did, strolling down Center Avenue shaking hands and politicking. (Kefauver won a surprise landslide victory in the Minnesota primary but lost the nomination to Stevenson. Dwight Eisenhower beat Stevenson that November.) Later farmers' day speakers included Minnesota Governors Luther Youngdahl and Orville Freeman, Senator Hubert Humphrey, Walter Mondale and a repeat visit by Freeman, as John Kennedy's Secretary of Agriculture. Farmers' day provided average farmers with the opportunity to quiz big wigs directly about ag policy.

Planners in 1956 also instituted one of GMD's most popular features, a treasure hunt. Committeemen hid a cardboard "key" to a treasure chest filled with 500 silver dollars. (These were **real** silver dollars, worth perhaps \$8000 today!) Led by clues posted in Moorhead stores and distributed through the media, fortune seekers scoured downtown for the key. People loved the promotion. In 1957, planners added a second treasure hunt, this time the key would be hidden on a person. The winning treasure seeker had to figure out from a separate set of clues a secret word or phrase and confront the individual with it to pocket the winnings.

In 1961, after a couple of years of quickly located keys, committeemen decided to make the clues harder. By the end

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1961 Treasure Hunt

The 1961 GMD treasure hunt was particularly challenging. Three days after the end of the promotion, a Concordia theology student and his brother-in-law found the cardboard key slipped into a slot cut in the turf of the Concordia football field near the fifty-yard line. The *Fargo Forum* published this explanation of the 1961 Treasure Hunt clues and what they meant:

"Here is the explanation of the clues in Moorhead Treasure Hunt No. 1:

Clue cards found in Moorhead stores which applied to the first hunt were printed in blue ink. Correctly put together they formed this clue:

**'Stars above and stars below
There's no danger where you go.'**

This revealed that the key was hidden outside, and available at night, in a place frequented by star performers.

Here are the daily clues:

**'Boreas can blow
But he only brings snow.'**

You are not seeking the North Wind's snow so look in south Moorhead.

**'The color blue
Is the proper hue.'**

Use the clue cards printed in blue ink (those for Hunt No. 2 were in red ink).

**'If you could rest your weary
You'd be getting mighty neary.'**

You'd be close to the key IF you could rest. Implies that the one time you could rest but cannot now; the Concordia Field bleachers have been taken down since the football season ended last fall.

**'Solving this to find the dough
Will give you every night to crow.'**

Crow, not dough, is the key word, Crows eat corn – a clue to Cobbers of Concordia.

**'Locomotive and bird
Are not so absurd.'**

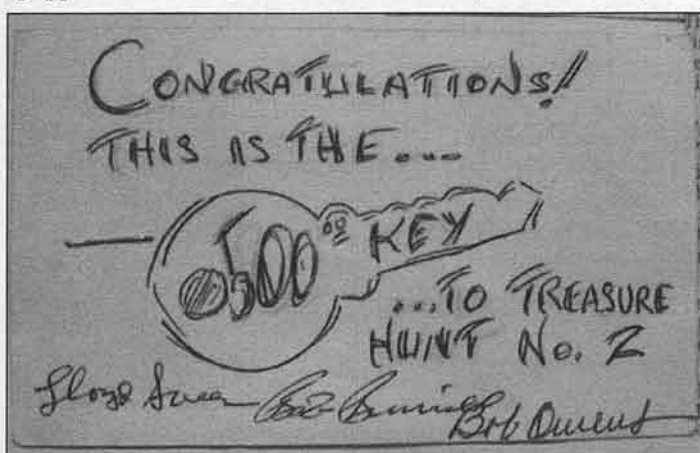
'The Locomotive' is a well-known school and college cheer while 'the bird' refers to derision for opponent. Clue hints athletics involved in hiding place.

**'Find the threes
But miss the trees.'**

Treeless football field divided into yards or 'threes – feet.'

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of the promotion neither key had been found. Near hysteria gripped downtown as searchers frantically combed every



The "Key" to the Treasure Chest was actually a hand-drawn cardboard image of a key signed by the treasure committee members. Courtesy Northwest Minnesota Historical Center.

nook and cranny. By the end of the week, neither key had been located. *Fargo Forum* writer Wayne Lubenow described the phenomenon: "...where else could you observe scenes like this: A switch engine blocked by humanity, unable to move. All the engineer could do was blow his whistle and try futilely to clear the track of intense key-hunters... The strange behavior of the man who stopped his brand new Cadillac in downtown Moorhead, stepped out, took three steps to his right and peered at a building through a pair of binoculars. And then took three steps left and did it again. Flashlights flickering all through the night as ordinarily normal citizens took to prowling the streets and alleys and parks like Jekylls and Hydes. A white-haired grandmother frantically scooping sand out of a sand box at the American Legion Park like a gopher with the hunters drawing near. The hunted, worried look of all drivers who owned a Thunderbird, Falcon or a Lark – because 'bird' was a clue and such cars got a thorough going-over."

Soon after the promotion ended, Mrs. Winnie Banktson and Mrs. Bernice "Lucky" Howland of Moorhead confronted Kossick Bowling Lane manager Howard Fjerestad with the secret word "proverb" and claimed the first \$500. On March 28, three days after the end of GMD, Concordia theology student Larry Foreman and his brother-in-law Duane Karlstrom puzzled out the location of the second key, near the 50 yard line of the Concordia College football field. (For a description of the 1961 clues and their meanings, see page 10.) The 1964 winner, MSC student Maurice Nissen, had a considerably easier time – he wasn't even looking. Nissen checked out a copy of *The Uncommon Man* by Crawford H. Greenwalt from the Moorhead Public Library. While paging through it in a super market parking lot, he found the \$500 key taped to page 14.

Weather interfered with some events a couple of years and a crank bomb scare delayed the pancake feed in 1964 but generally the promotion went smoothly. In 1963, however, planners booked popular comedienne Phyllis Diller as headliner Monday night. Ms. Diller contracted food poisoning in San Francisco the day before and had to bow out. Frantic committee members quickly added a third treasure hunt as a replacement. Ms. Diller recovered, however, and graciously appeared at the style show later for free. (She also spent a week entertaining at Moorhead's Sunset Lounge. The 2 and 3 dollar tickets sold out almost instantly.)

The 1964 GMD featured the pancake feed, style show and flower show; bridge, whist and cribbage tournaments; an appearance by professional bowling champs Laverne Carter and Bob Stampe; a town and country ladies' day; a Hootenanny show at Concordia; Clay County Lady of the Year finals; square dancing; a junior high party, children's party and a senior high party; farm day with radio commentator Paul Harvey as guest; an appearance by baggy-pants comedian and pantomimist Gene Sheldon (who played the mute servant on TV's *Zorro*); the two treasure hunts; the new car drawing and the Miss Moorhead pageant. Some folks began to wonder if the promotion had gotten out of control; if the city placed too much emphasis on this one promotion; if retailers might not do better with something different. Also, Continued on page 15...



Popular comedienne Phyllis Diller at the GMD style show. Courtesy Northwest Minnesota Historical Center.

1961 Treasure Hunt, continued from page 10

**'You'll see red and you'll see white
You'll see a key if you look just right.'**
Red snow fence and white posts on the field.

**'If animals could roam
They'd call it home.'**
Horses and cows, which cannot roam, would love to graze here. Look in grass for key.

**'Like man, get with that crazy rig,
Really cool, like a Model T pig.'**

An old term for a football is a 'pigskin.' Rig a pigskin on a tee and you're set for a kick off, field goal or point after touch-down.

**'Do not scorn
A field of corn.'**
Key is on the Cobber field.

**'Get out in the middle
Look low at the riddle.'**
Key in middle of the field, on the ground."

Whew! Pretty tough!

New CCHS Memberships & Renewals

CCHS extends a special thank you to the following individuals who renewed their memberships or became new members in January and February:

NEW MEMBERS

Sandra Ben-Haim, Hawley
Leland & Dorothy Delger, Fargo
Gaylan & Corky Eisert, Moorhead
Floyd & Barb Erickson, Moorhead
Glenn Gilbery, Georgetown
Carolyn Kirk, Andover, NJ
Beverly Krein, Moorhead
Solveig Mead, Moorhead
LeRoy J. Olson, Tyler, TX
Pearl & Vern Quinnild, Barnesville
Grant & Peggy Ramstad, Hawley
LaVonne Woods, Omaha, NE

RENEWALS

Arthur & Bernice Arett, Moorhead
Helen Austin, Moorhead
City of Barnesville
Paula W. Bauck, Moorhead
Joel Belgum, Moorhead
Bentley & Bentley, DDS, Hawley
Ben E. Brunsvold, Moorhead
Margaret Callsen, Moorhead
Olaf & Verna Cartford, Moorhead
Richard & June Chenoweth, Moorhead
Rick Crume, Glyndon
Helen Danielson, Moorhead
Roland & Beth Dille, Moorhead
Dilworth/Glyndon/Felton ISD #2164
Maybelle Dinsmore, Ulen
June Adele Dolva, Moorhead
Donna Dosland, Ponsford, MN

Gladys Durensky, Barnesville
Barbara Engler, Roseville, MN
Loretta Erickson, Moorhead
Eventide, Moorhead
Harry & Phyllis Fillafer, Moorhead
Mike & Diane Fillmore, Hawley
Edith Flaa, Moorhead
Marion Gee, Fargo
Howard Geng, Moorhead
Marv & Audrey Gerhardson, Hawley
Greg & Mary Alice Gillispie, Fargo
Graham & Madrene Goeson, Moorhead
William & Marjorie Haggart, Fargo
Steve Handegaard, Dalton, MN
Robert & Janet Hillier, Moorhead
Orval Hurner, Moorhead
Tom & Beth Iverson, Moorhead
Noma Kane-Rygg, Tucson, AZ
Alden Knatterud, Moorhead
John & Jyl Kolness, Hendrum, MN
Paul & Florence Korsmo, Fargo
Nona Krzyzaniak, Moorhead
Francis Kukowski, Georgetown
Jeanette Ladwig, Barnesville
Brent & Mary Jo Schmid Larson
Robert Larson, Moorhead
Mary Leach, Glyndon
Don & Alvina Lein, Glyndon
Darren & Jane Leno, Moorhead
Erling Linde, Moorhead
Elizabeth Lorshbough, Fargo
Ethel Menholt, Felton
Adrian Minch, Fargo
Hugo & Carol Moeckel, Moorhead
Charles Nelson, Surprise, AZ
Larry & Jan Nelson, Fargo
Timothy Nowak, Cheyenne, WY

Joanne Ogren, Barnesville
Doris Olich, Moorhead
Scott & Diane Onstine, Fargo
Marlowe & Joan Parries, Moorhead
Lloyd & Bev Paulson, Moorhead
Vernon Pederson, Moorhead
L. Diane Pickett, Dilworth
Larry & Elsie Quam, Hawley
Bonnie Rehder, Moorhead
Jane Renner, Moorhead
Captain Peter A. Rice, Newport, RI
Karol Kay Peterson Rood, Jacksonville, FL
Helen Rudie, Fargo
Carol & Gordon Rustad, Moorhead
Steve & Lucia Schroeder, Glyndon
Stanley Skogen, Fargo
Patrick & Orpha Smith, Fargo
Nels & Myrtle Snustad, Moorhead
Bill & Evelette Snyder, Fargo
Sanford & Joyce Steen, Moorhead
Jim & Chris Stenerson, Moorhead
Roger Stenerson, Glyndon
Dale Stensgaard, Grand Forks, ND
Dorothy Storandt, Moorhead
Ray & Erma Stordahl, Moorhead
Don & Rose-Mary Strom, Moorhead
Alvin & Diane Swanson, Moorhead
Bob & Cindy Swenson, Moorhead
Sophia Swenson, Hawley
Diane Tweten Sylte, Benson, MN
Follard & Geri Thurn, Moorhead
Ron & Deanna Ulven, Hawley
Bernadine & Otto Ursin, Moorhead
Richard & Esther Vollbrecht, Moorhead
Glen Wichman, Moorhead
Olaf & Rhoda Wicker, Hawley
Marlis Ziegler, Georgetown

Lewis & Clark Tour, continued from page 3

historic and archaeological remnants of the culture and agricultural lifestyle of the Northern Plains Indians. More than fifty archaeological sites suggest a possible 8,000 year span of inhabitation, ending with five centuries of Hidatsa earthlodge village occupation. The circular depressions at the three village sites are up to 40 feet in diameter and are a silent testimony to the people that lived here.

Our tour route will take us along several state-designated scenic byways in the North Dakota Badlands country. The Killdeer Byway is adjacent to the Little Missouri State Park in North Dakota's wildly rugged Little Missouri Breaks Country. Wind, water and sand sculpted these unusual land formations called "Mako Shika" or "where the land breaks" by the Sioux. Some of the most picturesque Badlands scenery can be found at Little Missouri State Park.

Another byway is in the North Unit of Theodore Roosevelt National Park, along Highway 85 to Watford City. The North and South Units of the park are distinctly different. The park's North Unit has taller buttes and is heavily forested in places. The beauty and allure of the North Unit draws visitors year-round for sweeping vistas of this designated wilderness.

Located one-half mile east of Fort Buford, the Missouri-Yellowstone Confluence Interpretive Center tells the story of the confluence of these two mighty rivers, as well as provides the same magnificent view that Lewis and Clark Expedition members enjoyed when they visited in 1805 and

1806. One of the facility's unique features is a large replica of a compass that the explorers carried on their 1803-06 expedition.

John Jacob Astor's American Fur Company built Fort Union Trading Post in 1828 near the junction of the Missouri and Yellowstone rivers in what is now North Dakota. In its heyday, the post was a busy place and employed up to 100 people. It became the headquarters for trading buffalo hides and other furs with the Assiniboine, Crow, Cree, Ojibway, Blackfeet, and Hidatsa Tribes.

Reconstructed Fort Abraham Lincoln and On-A-Slant Village south of Mandan offer outstanding interpretation of these important historic sites. Rich in both military and early Native American history, Fort Abraham Lincoln was once an important infantry and cavalry post. It was from this fort that Lt. Col. George Armstrong Custer and the Seventh Cavalry rode out on their ill-fated expedition against the Sioux at the Little Big Horn. Portions of the military post, including the Custer House, have been reconstructed. Reconstructed earthlodges depict the lifestyle of the Mandan Indians, who occupied On-A-Slant Indian Village at this site from about 1575-1781. Captain Clark noted the deserted village in his journal.

Please be advised, due to the distance being traveled there will be a lot of travel time, but breaks will be taken.

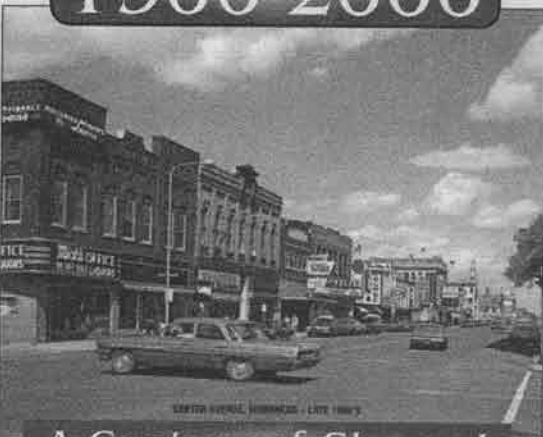
Register now for this great tour! Space is limited and several seats are already taken. Send your registration form from page 15 and payment of \$300 per person to CCHS, PO Box 501, Moorhead, MN 56561. Cancellations after the April 14 deadline will receive a 70% refund.

The Last One Hundred Years in

MOORHEAD

MINNESOTA

1900-2000



A Century of Change!

Published by Heritage Publications in collaboration with the Clay County Historical Society

\$20

Take a stroll through the last 100 Years in Moorhead

Moorhead, 1900-2000: A Century of Change is full of historic photographs and stories that draw you into the story of Moorhead. See how much Moorhead has changed!

Also available: *Fargo, ND, From Frontier Village to All America City, 1875-2000* is a unique collection of photos and stories chronicling Fargo's first 125 years.

These high-quality, paper cover books, published by Heritage Publications of Hendrum, MN, are fundraisers for the Clay and Cass County Historical Societies.

Pick up your copies today at the Clay County Museum & Archives in the Hjemkomst Center, 202 1st Avenue North, Moorhead, or send your check or money order for \$23.00 to CCHS, PO Box 501, Moorhead, MN 56561.

Call CCHS at 218-299-5520 for more information.

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Please help us thank these members for supporting the Clay County Historical Society by patronizing their businesses:

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Sincere thanks go to these individuals in the Patron, Sustaining, and Supporting membership levels!

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CCHS Annual Meeting & Banquet

Tuesday, April 20, 2004

Hjemkomst Center, 202 1st Ave N, Moorhead

Name: _____

Send tickets with check for \$15.00 per person payable to
CCHS, PO Box 501, Moorhead, MN 56561-0501

CCHS Annual Meeting & Banquet

Tuesday, April 20, 2004

Hjemkomst Center, 202 1st Ave N, Moorhead

Name: _____

Send tickets with check for \$15.00 per person payable to
CCHS, PO Box 501, Moorhead, MN 56561-0501

Greater Moorhead Days, continued from page 11

when GMD began, virtually all the city's retailers were downtown. By the mid-sixties, Brookdale and Holiday Mall businesses began feeling left out.

In 1965 saw major changes. Dropped were many events, the treasure hunts and the drawings for donated gifts. Instead, hourly drawings were held for cash awards, broadcast over KVOX radio.

In 1966, some events returned, including the ever popular treasure hunts, but the promotion was winding down. In October a second, 3-day "1966 ½ Greater Moorhead Days" event was held. GMD continued, diminished, through 1968. In 1972, planners tried a new promotion, Treasure Hunt Days, based on the popular gimmick. But that died quickly.

The 2004 incarnation of Greater Moorhead Days will not be a retail promotion but will focus on the arts, cultural and recreation opportunities in Moorhead. Stay tuned to the local media for further information!

**Lewis & Clark Tour Registration**

Send with payment to CCHS, PO Box 501, Moorhead, MN 56561

Name _____

Address _____

Phone # _____

☐ Single ☐ Double Roommate/Spouse _____

Roommate Address _____

Roommate Phone # _____

See page 3 for details on the trip!

Lewis & Clark Tour Schedule

April 29, 30 & May 1

Thursday, 29

Leave Moorhead; Lewis & Clark Interpretive Center, Mandan; Fort Mandan; Knife River Indian Village National Historic Site; overnight in Williston

Friday, 30

Confluence Interpretive Center, Fort Union National Historic Site, overnight in Bismarck

Saturday, 1

Fort Abraham Lincoln and On-A-Slant Village, home to Moorhead

A Captive Eye: German POW Art and Artifacts

Camp Algona, Iowa
1943-1946

Algona Branch Camp No. 1, Moorhead
1944-1946

January—May 30

CLAY COUNTY MUSEUM

Funded in part by the Xcel Energy Foundation
Produced by TRACES www.traces.org

December—April:

*Don't Just Sit
There—
Get Connected!*

Senior Connections exhibit in hall case
Check out all the activities at Senior Connections!

Clay County Museum Hours: 10-5 Monday-Saturday, 10-9 Tuesday, 12-5 Sunday
Hjemkomst Center, 202 1st Avenue North, Moorhead, MN ♦ FREE ADMISSION



CLAY COUNTY HISTORICAL SOCIETY

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YES! I would like to become a member of Clay County Historical Society

- ☐ Individual* \$20 minimum ☐ Sustaining \$100 minimum
☐ Family* \$35 minimum ☐ Patron \$200 minimum
☐ Supporting \$50 minimum ☐ Sponsor \$500 minimum

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CLAY COUNTY HISTORICAL SOCIETY
PO Box 501, Moorhead, MN 56561-0501
218-299-5520

Visit our website! www.info.co.clay.mn.us/history

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CLAY COUNTY HISTORICAL SOCIETY

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