

Along the Lincoln Highway

The Newsletter of the Iowa Lincoln Highway Association
February 1998 Volume 3 Issue 1

Letter from the Presidents

Something came over us at around 9 PM on October 10 in Missouri Valley when Joyce Ausberger asked for nominations (volunteers) to run for president of the Iowa Lincoln Highway Association. Maybe it was the break from the real world we had just had in traveling the back roads from Ames through Madison County to Missouri Valley. Maybe it was the inspiration we have gotten from the Ausbergers or the look in Joyce's eyes when she asked, again, for volunteers. Maybe it was just time for us to do more to preserve and promote the Lincoln Highway. Whatever it is was, here we are the new co-presidents of the Iowa Lincoln Highway Association. HELP!!!

That will be our rallying cry for the next two years to you, the members. Our number one mission will be to get as many of you involved as possible, not beyond your desires or limits, but involved in at least one thing to push forward the cause we all love, the Lincoln Highway. In that way, we will surely work ourselves out of a job in no time at all!

In the last four months we have become even more impressed by the many projects you are already doing and by the many people who are already involved--and the many who have said they want to be involved. We have your phone numbers! The Merchants Association, the newsletter, the Walking Tours, the interpretive sites at Harrison County, Greene County and Youngville Station, the Crafts Committee, the reprinting of the map pack, and the Web site are just some of the projects underway.

We even have a few ideas of our own, such as the road rally/scavenger hunt to Salt Lake City, the spring bi-annual meeting in Ames and the committee structure. (See details in other parts of this issue.) And we all have many challenges ahead, such as raising a great deal of money to make the interpretive sites in Greene County (\$40,000 needed) and at Youngville Station (\$10,000 needed) as great as they can be.

We are overjoyed to assure you that Bob and Joyce Ausberger are far from retiring from the ILHA. Bob will continue as State Director and Joyce as Secretary. They will continue talk with many of you and to initiate and stimulate many exciting projects. We will organize and help with communications. Together we will all accomplish many more great things in the two years ahead.

So we are glad to be here, glad you are there and rest assured that you will be hearing from us!

Margaret Elbert-Benson and Jeff Benson

Special March Conference

Interpretive Sites: Stimulating Economic Development

On March 5 a special conference will be held on the economic development potential of Lincoln Highway interpretive sites such as Youngville Station. The conference will be from 2:00 to 5:00 PM at the Belle Plaine Community Center at 1309 Fifth Avenue in Belle Plaine. Speakers will be:

- **Jana Debrower** from Eastern Iowa Tourism on the scope and scale of tourism in that region.
- **Bob Ausberger**, ILHA on a statewide vision for interpretive sites.
- **Anne Schoonover** of Youngville Station on the local vision of that interpretive site in economic development.
- **Becky Hess**, a Lisbon business owner on making the Lincoln Highway useful for local economic development.
- **Katherine Ollendieck**, from the Benton County economic development group on local economic development opportunities.

Judging from a similar economic development conference in Ogden last year, this conference will interest area business people, county and local government officials, Chamber of Commerce officials, members of economic development and tourism groups, members of historical societies and Lincoln Highway supporters. No fee will be charged.

For further information please contact ILHA Benton County Council (Director) Anne Schoonover at (319) 477-6191, 5939 15th Ave., Garrison, IA 52229.

Lisbon's New Vision Features Lincoln Highway

When the Visioning Committee in Lisbon explored how to enhance its image and environment it did not overlook the fact that its Main Street is also the Lincoln Highway.

The Visioning Committee's work is part of the Iowa's Living Roadways ISTEAs Visioning Program, which involves Trees Forever, the Living Roadway Trust Fund, Iowa State University Landscape Architecture Extension and in Lisbon's case landscape architects from Shive Hattery, Inc. of Cedar Rapids.

According to ILHA and Visioning Committee member Rebecca Hess, "Promoting the Lincoln Highway is high on our priority list. Along with brick crosswalks and planters, we're looking at hanging more Lincoln Highway banners from period street lights on the Lincoln. At the intersection of the Lincoln Highway and U. S. 30 east of town, we will establish plantings and a sign welcoming travelers to cruise into Lisbon on a scenic and historic route."

She goes on to say, "We're very excited about the prospects and are working hard towards our goals. There probably won't be any evidence of our work until this fall or spring of 1999, but good things take time. Even the Lincoln Highway wasn't built in a day."

If anyone has old photos or other information about the Lincoln Highway through Lisbon, please contact Rebecca Hess, Canton Studios, 122 E Main St., Lisbon, IA 52253.

Meanwhile, the town of Clarence, down the Lincoln to the east, has also been selected for Visioning, so hope for the best!

Another "Lincoln Highway" Business

"Lincoln Highway Antiques" on the Lincoln Highway in Lisbon celebrates its grand opening on Saturday, February 28 from 10 AM to 6 PM. The store is so named not just because it is on the Lincoln Highway, also known as Main street, but also because the highway and the shop share historic value. The shop features quality antiques such as furniture, glassware, and pottery. The owner, Sharon Rothbart, is a native Iowan and now enjoys walking to work rather than commuting to Cedar Rapids.

Lincoln Highway Antiques is open 10 AM to 5 PM, Tuesdays through Saturdays and is located at 129 E. Main in Lisbon. (319) 455-3009.

Lincoln Highway Wood Paving Blocks Available

The Pottawattamie County Genealogical Society is raising building funds by selling salvaged 100-year-old wood paving blocks from Broadway, the route of the Lincoln Highway through Council Bluffs.

The blocks sell for \$41.10 apiece including shipping and sales tax. Sent with the blocks is some information on the history of Broadway, on the genealogical society and an Iowa Lincoln Highway Association brochure. So not only will the wood block sales help the PCGS move from its cramped quarters at the First Bank building, but also promotes membership in the ILHA!

Orders with pre-payment can be sent to the PCGS, P. O. Box 394, Council Bluffs, Iowa 51502. For more information, look for the genealogical society's Internet site or call the president, Marsha Pilger at (712) 325-2637.L

Test Your Lincoln High-Wayfinding!

The annual meeting of the national Lincoln Highway Association is June 17 through 20 in Salt Lake City, Utah. For something a little different, how about an ILHA trip to Salt Lake City in June that is a combination scavenger hunt and individual road rally? Everybody who signs up would receive a disposable camera and a list of increasingly obscure landmarks along the Lincoln Highway between Iowa and Salt Lake City. As you travel, get photographs of yourself with these landmarks.

In Salt Lake City the film would be developed quickly and provide proof of your talent for following the Lincoln Highway! We could give prizes for those who found all of the landmarks correctly. Instead of a bus tour, it would be just you, your favorite traveling companions, your favorite mode of transport, your map packs and the Lincoln Highway, at your own speed! Okay., so it won't be as much fun as off-roading in a Greyhound bus, but it is an idea. A modest fee would cover the cost of pictures and prizes.

If interested, contact Margaret or Jeff by March 31, so we can plan and mail. June is just around the corner! L

Spring General Meeting

When: April 11, 9 AM to 5:30 PM.

Where: Sun Room, Iowa State University Memorial Union, Ames.

What: Business meeting, informative presentations, lunch, guided tour, fun!

How much: Meeting/lunch: \$15, guided tour: \$10.

Also: Board of Directors meeting, 6:30 PM, April 10 (location to be announced).

See registration flyer in March.

Can't wait? Want to help?

Margaret Elbert-Benson (515) 233-1445, 1505 Curtiss, Ames, IA 50010-5241. L

Merchants Association Goes Statewide

Our latest crisis is the proposed reconstruction of the Mt. Vernon Road from Mt. Vernon to the "seedling mile." We realize that this segment needs repair, but don't like the looks of the county plan to completely reshape this historic section. After a meeting in Mt. Vernon, it appears that the Lisbon, Mt. Vernon, and Linn County Preservation Commissions will request a meeting with the Linn County Board of Supervisors on this issue. Call for information or updates. L

LeeAnna Ausberger had great success last year in developing and promoting the Lincoln Highway Merchants Association in Greene and Boone Counties. Now the ILHA is taking the program to other counties, with the help of volunteers.

The purposes of the Merchants Association are:

- Improve tourism business for merchants on and near the Lincoln
- Increase consumer awareness of shopping alternatives
- Encouraging hometown support for local businesses
- To make tourism travel more enjoyable and meaningful

Merchants can participate at various levels, from linking their business with the Lincoln Highway name and identity, to joining the LHA and selling products developed by our crafts committee, with many possibilities in between.

Attractive promotional packages have been developed and a marketing plan is being prepared, with the assistance of Missouri & Mississippi Divide Resource Conservation & Development. Coordinators have been designated in the following counties:

Clinton County

Elmer Ketelson (319) 246-2650

Cedar County

Keith L. Whitlatch (319) 945-6670

Benton County

Anne Schoonover (319) 477-6191

Tama County

Ron Cory

Story County

Margaret Elbert-Benson (515) 233-1445

Boone County

Ty Casotti (515) 432-2796

John Fitzsimmons (515) 432-3697

Greene County

LeAnna Ausberger (515) 386-4694

Carroll County

Norma J. Berns (712) 792-5880

Harrison County

Elaine Ehlert (712) 647-2049

These coordinators are helping to complete the marketing plan and making and coordinating contacts with potential merchants in their counties. The ILHA is also seeking an intern from the Iowa State University Business College to assist in coordinating and improving the program.

This program has great potential for linking tourism related economic development with the Lincoln Highway and expanding awareness of the Lincoln Highway in new ways. Contact one of the above coordinators or co-president Jeff Benson to help or get more information. L

Interpretive Sites Take Off!

In the fall of 1995 the Iowa State University Department of Landscape Architecture and the ILHA began developing a process to interpret the story of the Lincoln Highway and its importance at various scales, interpreting them in their national and state contexts as well as at the regional and local levels. Interpretive sites, coinciding with the scale of interpretation and the level of significance of related features are being proposed throughout the state.

The Iowa Lincoln Highway Association along with other partners is on the threshold of developing the first Lincoln Highway interpretive sites in Iowa.

The first **regional site** will be located **at Lions Club Tree Park one mile east of Grand Junction**. The three-acre site has historically significant regional assets and bridges from three Lincoln Highway/

U. S. 30 routes can be seen there. The ILHA is partnering with the Iowa State University Department of Landscape Architecture and Greene County.

To make sure that this first project sets a standard of excellence for future projects, the Department of Landscape Architecture is directing and managing the project and has assembled a design team which includes architects, graphic designers, landscape architects, the Greene County engineer and historians, ILHA members Lyell Henry and Jim Hippen.

Obtaining a large part of the funding for this \$300,000 project from the Federal Highways Historic Highways Program requires \$40,000 to be raised by the Lincoln Highway Association. If you would like to help, please contact your County Director whose name, address and phone number appear elsewhere in this issue.

Anne Schoonover and many others have been working hard this past year on a **local site, Youngville Station**. Plans have been completed, federal and local funding has been secured and the building has been much improved inside and out. Ahead is critical fund-raising, interior renovation, site work and much more hard work.

In a recent development, the **entry site at Harrison County** has received approval from the Commission of the Iowa Department of Transportation for its federal funding. This will be an addition to the welcome center east of Missouri Valley.

All of these projects have received federal funding through the enhancement portion of the ISTEA program, which is the main federal transportation program. U. S. Congress has not yet renewed this program and public support is critical if such funding is to continue. All of this federal funding requires local matching funds, so all of these projects will need fund-raising by the ILHA. Please contact your County Council (Director) or any officer to offer your help. L

Committee Structure Strengthened

Many people are doing many exciting activities to promote, research, preserve, mark and support the Lincoln Highway, as the By Laws of the Iowa Lincoln Highway Association call for. Committees help organize and coordinate such activities and help members to get involved. The By Laws establish the following standing committees and purposes.

Organization Committee

- Draft By Laws and revisions

Finance Committee

- Manage funds, fund-raising

With the agreement of the County Councils (Directors) at their January 10 meeting, co-Presidents Margaret Elbert-Benson and Jeff Benson established the following new committees to reflect and organize all of the work members are now doing.

News Committee

- Solicit and receive news
- Edit and produce newsletter
Publicize LHA activities

Projects Committee

- Interpretive sites
- Merchants Association
Crafts
Historic walking tours
Map pack
Archives
Other projects as needed

Events Committee

- Plan organize general meetings
- Plan state's role in national meetings

Membership Committee

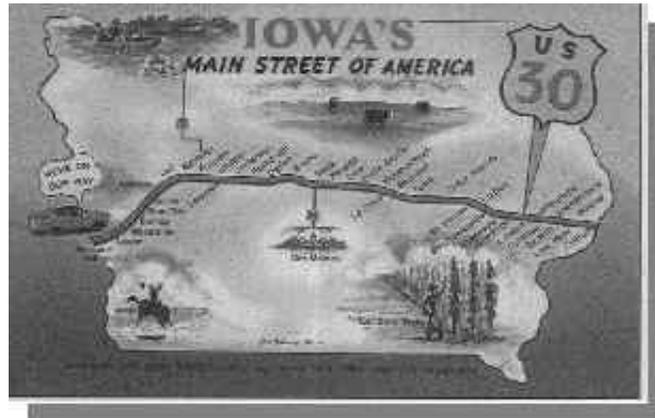
- Contact, welcome new members
- Maintain membership list
Help all expand membership

Margaret and Jeff are now contacting ILHA members to serve on these committees. **If you would like to join one of these committees or get more information,** please contact Margaret or Jeff at (515) 233-1445, 1505 Curtiss Ave., Ames, IA 50010-5241.

Calendar of Upcoming Events

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| <p>March 5 <u>Conference</u></p> <p>2 - 5 PM Interpretive Sites: Stimulating Economic Development,
Belle Plaine Community Center</p> | <p>June 30 <u>Deadline</u> for July/August "Along the Lincoln Highway"</p> |
| <p>April 10 <u>Board of Directors Meeting</u></p> <p>6:30 PM (location to be announced)</p> | <p>July 11 <u>Board of Directors Meeting</u>
(location to be announced)</p> |
| <p>April 11 <u>Spring Meeting & Tour</u></p> <p>9 - 5:30 ISU Memorial Union, Ames</p> | <p>August 30 <u>Deadline</u> for Sept./Oct. "Along the Lincoln Highway"</p> |
| <p>April 30 <u>Deadline</u> for May/June "Along the Lincoln Highway"</p> | <p>October 9 <u>Board of Directors Meeting</u>
(location to be announced)</p> |
| <p>June <u>National LHA Meeting</u></p> <p>17 - 20 Salt Lake City, Utah</p> | <p>October 10 <u>Fall Meeting & Tour</u>
East-central Iowa</p> |
| | <p>October 30 <u>Deadline</u> for Nov./Dec. "Along the Lincoln Highway"</p> |
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Along the Lincoln Highway



The Newsletter of the Iowa Lincoln Highway Association May/June 1998 Volume 3 Issue 2

Successful Spring Meeting in Ames on April 11

Nearly forty members of the Iowa Lincoln Highway Association attended the Spring Meeting in the beautiful Sun Room of the Iowa State Memorial Union, overlooking the Lincoln Highway in Ames, now Lincoln Way.

Our first speaker was Lyell Henry of Iowa City, who showed slides and spoke of various "one-stops" and cabin courts in Story County and Ames. Of particular interest was Ames Motor Court on E. Lincoln Way, being one of the earliest tourist courts in Iowa. Also mentioned were Travelers Inn and Overland Camps on South Duff and Grinstead's Green Gables on Lincoln Way and South Dakota.

Also speaking to us was the former owner of the L-Way Cafe, Howard Theil. The L-Way started in 1936 and lasted until the 1970s. It is currently Burger King. I would imagine it was better as the L-Way! Mr. Theil even loaned us a photograph of him in about 1936, looking very dapper in front of his restaurant.

Mr. Adel Throckmorton spoke (and later sang) and brought back memories of Scotty's Chicken Inn, which his family owned and where he was the well-known singing waiter. It was on west Lincoln Way, which was then Highway 30.

Hank Zalatel of the Department of Transportation Library told of the succession of bridges over the Squaw Creek on the Lincoln and particularly the concrete Luten Arch Bridge wiped out by the 1918 flood.

A very special treat was a talk by Mr. Farwell Brown, esteemed historian of Ames and donator of thousands of photos to the Ames Public Library. (Margaret is one of his biggest fans as he has done a tremendous amount of work collecting and writing and sharing his knowledge of Ames.) He was one of the Boy Scouts who helped erect the concrete Lincoln Highway markers along the entire route in one day in the fall of 1928. He told us about that day and about the history of the paving of the Lincoln through Ames. It is truly a treat to hear Mr. Brown and equally fun to read his books about Ames.

In addition to the many Lincoln Highway books and products, there was a display of historic photographs of the Lincoln through Ames.

We ate a delicious lunch in the Sun Room before boarding the bus for the tour.

Our first stop was the steel truss bridge about 12 miles north of Ames on the Skunk River near what is known as the 40 and 8 cabin. In 1949, the bridge was moved here from the Lincoln crossing of the Skunk in Ames.

We then drove by the site of Maxwell Park along Maxwell Avenue between 9th and 13th Streets and wound our way to E. Lincoln Way, crossing the Skunk River and entering Ames going west. The tour went all the way through Ames to what used to be the town of Ontario on the west edge of Ames and then along old Highway 30 back to the Memorial Union.

An article elsewhere in this issue describes the east half of that tour. The west half will be described in the next issue.



Spring Meeting Business Portion

Some of the action taken at the ILHA spring Board of Directors meeting on April 10th:

It was agreed to continue with the Merchants' Association and the guidance given by Keith Edwards with the cooperation of the Iowa Economic Division of Tourism.

Also, it was agreed to continue working with Iowa State University in conjunction with the city of Colo in developing an Interpretive Site at Niland's Corner. ISU will also be involved with the LHA to further explore the possibility of a transportation museum.

In addition, the reprint of the Iowa Map Packs is completed. We have 1500 available for sale. The Leonard Good Trust provided \$3000 to help pay for the reprint. L

Lions Club Tree Park to be Interpretive Site

Excerpted from The Globe, Grand Junction, Iowa; May 26, 1998

In that special place in time before paved highways and the interstate systems, there was just in idea; a route with no number, only a name: The Lincoln Highway, the first coast-to-coast motor highway. The Transportation Interpretive site on the Lincoln Highway at the Lions Club Tree Park in Grand Junction is the first in a series of interpretive sites across the country to tell that story.

The site itself tells much of the story. It is a four-acre tract of land surrounded by the Union Pacific Railroad, the original Lincoln Highway, old Highway 30, current U.S. 30, and five bridges. Two road segments and two bridges are on the National Register of Historic Places.

Upon the urging of the Lincoln Highway Association, in 1914 Greene County became the first county in Iowa to grade and gravel its portion of the Lincoln Highway, a 30-mile, 30-curve stretch. Individual donations paid for one-fourth of this project. In 1926, the name was removed from the Lincoln, and in Iowa the highway became U.S. 30.

The 1950s alignment of the U.S. 30 bypass created the site. In the 1970s, the Grand Junction Lions Club adopted and landscaped the site and it became the "Lions Club Tree Park."

Lions Club Tree Park will now become the first in a series of state entry points and regional and local interpretive sites. As a regional site, it will serve as a resource for Greene and Boone counties. Outdoor exhibits will demonstrate how the Lincoln Highway and the development of our national transportation system helped shape our world and our place in time.

Just as the citizens of the county pitched in and supported the early construction, your support will be critical in making this project a reality. Obtaining a large part of the funding for this \$300,000 project from the Federal Highway Historic Highways Program requires \$40,000 to be raised by the Lincoln Highway Association. With your help, this interpretive site can set the standard for this national program.

Contact the Grand Junction Lions Club to make any of the following donations:

\$5-50 Load of Gravel Club

\$50-200 Load of Cement Club

\$200-500 Friend of Lions Club Tree Park

\$500-1000 Friend of Lincoln Hwy

\$1001+ Presidents Club

Growing the Membership of the ILHA

At their meeting in April, the Board of Directors discussed ways to increase the membership of the Iowa Lincoln Highway Association. The Directors agreed on the following general steps.

- Improve communications with members, particularly those who are members of the Iowa Association only.
- Involve county directors more in membership retention and growth.
- Establish a set period during each year to recruit new members into the organization.

The national organization sends a written welcome to new joint members in the national and state Lincoln Highway Association. It also reminds joint members when it's time to renew. However, it is not in touch with members of the Iowa chapter only. The Iowa association uses a computerized system to record new member information and needs volunteers to update this and send form letters to Iowa members.

Anyone who knows a little of the Microsoft Access program (or any similar database program) and has a computer and a few hours available each month can do this work from home. It is a basic but vital activity to preserve the association and help it grow.

Anyone interested in volunteering to maintain membership information, please contact Co-Presidents Jeff Benson or Margaret Elbert at 515-233-1445, 1505 Curtiss Ave., Ames, IA 50010, e-mail: jbenson@iastate.edu.

By sorting this information by county and regularly sending it to county directors, the Iowa association can put county directors directly in touch with new members. County directors can then personally welcome them into the group and recruit them for interesting projects in their own counties or to help the statewide effort. County directors could also call members to remind them to renew.

These basic, organizational steps can help retain members. To help welcome new members, the directors endorsed the concept of an annual membership campaign in October.

This campaign would kick off at the fall semi-annual meeting and provide directors and all members with membership recruiting materials, lists of potential members and sources of contacts for new members. At this time every year a coordinated media campaign will build awareness of the Iowa Lincoln Highway Association and the important work we do to research, preserve and interpret the Lincoln Highway. A membership committee will coordinate county directors for membership building and learn how to improve our membership recruiting work.

Please help us plan this October membership campaign. Contact Co-Presidents Jeff Benson or Margaret Elbert at 515-233-1445, 1505 Curtiss Ave., Ames, IA 50010, e-mail: jbenson@iastate.edu. L

A Tour of the Lincoln Highway in Ames, Iowa

As with many towns along the Lincoln Highway, the history of the highway is part of the history of the town and vice-versa. In Ames you can still drive the entire route along what is now Lincoln Way, Sheldon Avenue, Hyland Avenue and Ontario Street. However, because of the growth and "progress" in Ames during this century, you cannot really feel what the Lincoln was like without learning something of the history of the road and the buildings along it.

In preparing for the 1998 Spring Meeting of the Iowa Lincoln Highway Association, we have learned some of that history by researching old city directories, the Farwell Brown photography collection, the Iowa State University archives, and other sources and by speaking with people who lived and worked on the Lincoln Highway. We shared that history with the people who toured the route on April 11. In this article, we summarize that history for the portion of the Lincoln Highway in Ames east of the Squaw Creek. In the July/August newsletter we will describe the history of the west portion.

East Lincoln Way

We know little of this area before the Lincoln Highway and in the first few years after it was established, other than that the basics were in place: a road with a bridge across the Skunk River. There were a few residences scattered along it.

In 1915 the road was paved and in 1918 served the new Ames Canning Factory located one block north, where Collegiate Manufacturing was later to operate and where another manufacturing business operates today.

By 1921 Ames Auto Repair was located at 505 E. Lincoln Way and by 1926 Ames Motor Court was at 318 E. Lincoln Way, making it one of the earliest motor courts in Iowa. It was to become a beautiful and long-running facility variously known as Ames Tourist Court, Ames Tourist Camp, Ames Tourist Motel and today Ames Motor Lodge.

In the 1930s the Bourne family established the Bourne Super Service Station at 604 E. Lincoln Way and Luella's Kitchen at 520 E. Lincoln Way. They also began Motel Auto Camp at 527 E. Lincoln Way, later known as the Conoco Motel. It included individual garages, ornamental landscaping and an alligator and monkey collection.

In 1949, the high-truss bridge was moved from the Lincoln Highway route to a crossing of the Skunk about twelve miles north, where it still stands today. A new bridge was built.

The well-known Tip-Top Lounge at 201 E. Lincoln Way started in 1952 as a cafe and later became known as Bob's Tip Top. Before it was built, the site was part of the nicely landscaped and fenced yard of the beautiful home at 203 E Lincoln Way. Across the street at 202 E. Lincoln Way, the Lincoln Lodge motel was begun by 1962.

Many of these buildings that provided valuable tourist services on the Lincoln still stand today. As a side-trip note, travelers on the Lincoln were invited to camp overnight at Maxwell Park, described in the 1924 Lincoln Highway Guide as "Tourists' camp at Maxwell Park, seven blocks from Lincoln Highway, containing conveniences for tourists, water, light, fireplaces and fuel." This park was the site of Chatauquas until 1927 and was eventually consumed by the expansion of the Ames Municipal Cemetery now stretching from south of Ninth Street to Thirteenth Street along Maxwell Street.

The intersection of Duff and Lincoln Way evolved from the early Lincoln Highway days into an area packed with auto and other services. All four corners have been the site of service stations, perhaps the earliest being a Standard Service Station on the southeast corner established well before 1921, by which year the H. L. Minert Auto Co. sat at the southwest corner.

By the 1930s not only was the Standard station still operating, but just east of it was Dirksen's Service, while the Minert station had become Diamond Master Service and the Mollleston Shell station was next door to it. At the northeast corner was Loeschen

Service with Eastons Lunch next to it and the northwest corner had service stations as well. Some of the buildings on these corners today may well be the same structures (much changed!) that housed these early businesses.

Downtown Area

Generally, the Lincoln from Duff to Grand had a similar evolution from the early years of the automobile to the peak of the Lincoln/U.S. 30 as a travelers route in the 1940s and 50s.

One of the early exceptions was the Paulson Grocery at 404 Lincoln Way, where there was enough of a public space and prominence to the Kellogg corner by the late 20s for Mayor Parley Sheldon to gather the Boy Scouts and citizens there for speeches on the day the markers were set.

By the 1930s you could not fail to find service somewhere along this part of the recently numbered Lincoln: the Fall Inn was in the 200 block, the Texaco Super, Heggen, Mobilgas Master and Royal 400 service stations operated at Kellogg Avenue (along with the Dutch Mill Root Beer Stand for non-auto refueling). Further west was McGee Motor Co. at 321 Lincoln Way and Trucker's Home near Walnut Street, which by the 1940s evolved into the Fall Oil Co.

Mixed among these businesses were residences with perhaps the most interesting at 218 Lincoln Way, which still stands. Before and during the early Lincoln Highway days, this was the Martin home, one of the early black families in Ames. The Martins provided a place to gather and, on the second floor, housing for the few early black students at Iowa State College. Although this was after his graduation, George Washington Carver did stay here a few times when he visited Ames later. Archie Martin was instrumental in getting black students admitted to the Iowa State College dormitories.

Of course the most prominent building for Lincoln Highway travelers downtown was not even on the highway itself, the Sheldon Munn Hotel at Kellogg and Main. This fine hotel was opened May 31, 1916 and later was the control point for Lincoln Highway travelers to check their mileage from town to town. It was the finest lodging available and has a glittering history all it's own.



Grand Avenue Area

If you stand and look at the Grand Avenue and Lincoln Way intersection today, you see little recognizable from the early Lincoln Highway years. But as you examine old photographs the similarities begin to appear. Of course, Grand was there from the early years of Ames, then known as Hoggatt. At the time the Lincoln Highway was established, it was known as Grand and had a "T" intersection with Lincoln Way and crossed three sets of tracks at grade just to the north. One of these sets curved south across the Lincoln, east of Grand. These were the Interurban tracks that went to Des Moines. The Interurban Depot was west of Grand, about where the ISU Credit Union building is today and Burt's Cafe likely sat north of it. There were oil and coal companies dotting the area, including one which became Skie Coal and Wood, which sat on the east side of Grand Avenue a little north of Lincoln Way until a few years ago. Two blocks further west was the new brick St. Cecilia Catholic Church built in 1906.

By the 1920s several changes were underway. In 1924 the State Highway Commission moved to the south side of the Lincoln, just west of Grand. In 1927, the Ames School Board purchased a round Chautauqua building located at Maxwell Park and moved it to the area where the Target store stands today, where it became the Ames High Field House until 1965.

By the 1930s, the service stations were blossoming here also. At 802 Lincoln Way on the south side, very close to the intersection of Lincoln Way and Grand - possibly where the entrance to the DOT is today - was Sorenson Service Station. On the north side to the west was Loyd's Service at 815 Lincoln Way and Baily Oil Company at 825 Lincoln Way. Bucking the service station trend, at 819 Lincoln Way was Woodland Farms Dairy. The Grand Avenue underpass construction in 1938 was perhaps the most dramatic change.

Later years brought the Sixty-Six Motor Inn to replace the dairy and the Sorenson Oil Phillips Station moved to 821 Lincoln Way by 1949. The Decker Petro Palace at this location is the only service station still existing in this area. And most of the early buildings are gone, with the exception of the Highway Commission Building, now part of the complex of the headquarters of the Iowa Department of Transportation, although the Lincoln Highway marker that used to be out front is now inside the building.

Squaw Creek

Yes, a service station also marked this crossing, the Daulton Oil Company at 1408 Lincoln Way. But the more noteworthy history is the crossing of the Squaw Creek.

The Squaw Creek and the swamp and sloughs associated with it, particularly north of Lincoln Way divided Ames from "the College" for many years. Early on, it was really an adventure to leave your home in Ames and go away to the College. This separation also made the railroads, such as "the Dinky" and the Interurban, and Lincoln Way play such an important role in shaping Ames. Ames is still grappling with issues having to do with the lack of cross-town routes and the costs of crossing the Squaw.

At the Lincoln Highway crossing of the Squaw, there was a succession of bridges. The first were wood timber bridges. In 1908, with some controversy between the engineers (of both the State Highway Commission and Iowa State College) and City of Ames officials, a concrete Luten Arch Bridge was built. In June, 1918 as a delayed consequence of one of the worst floods in Ames history, the bridge dramatically collapsed. This caused a two-mile detour between Ames and Iowa State College and a temporary wood bridge was built and used until a steel plate girder bridge was built in 1921.

As you crossed the Squaw Creek in the Lincoln Highway days and until much later, there was a nice view of the campus on the top of the hill on the north side of the tree-lined Lincoln. The big dorms have blocked that view for the most part, but if you get in the right spot, you can see what the view may have looked like. It was very welcoming. L

by Margaret Elbert and Jeffrey Benson

Next issue:

The Lincoln Highway from Squaw Creek to the town of Ontario.

Save Money on LHA Decals

As part of its on-going community improvement work, Lisbon is considering redoing all of its Main Street street name signs to add the distinctive red, white and blue Lincoln Highway symbols. It is looking for others who may want to combine an order for the decals needed to accomplish this, because the decals are much less expensive when ordered in larger quantities.

Please contact **Becky Hess, Canton Studios, P. O. Box 822, Lisbon, IA, (319) 455-0141.**

175 Trees for Lincolnway

A group of about 50 volunteers turned out to help the Jefferson tree committee plant 175 trees along Lincolnway last month. The trees were purchased with a \$10,000 grant from the Iowa Living Roadways program and included swamp white oak, purple ash, ginkgo, linden, and three varieties of flowering crabapple trees. In addition, hawthorn trees will be planted on West Lincolnway on the west side of Jefferson when the final grading is done on last year's construction project.

Marsh Bridge Book Review

A new booklet, *Marsh Rainbow Arch Bridges in Iowa*, written by James C. Hippen, is now available from Boone County or from the Iowa Department of Transportation.

Jim Hippen is a Lincoln Highway Association member, and some of you may remember him from our Ames Conference in 1994 when he presented a program on the history of bridges. His work was part of an agreement between IDOT, FHWA, the State Historical Society of Iowa, and Boone County. It resulted from a need to replace several of the Boone County Marsh arch bridges due to obsolescence. We should all be happy that the Marsh Bridge connected with the Lincoln Highway will be rehabilitated and continue in use as a county bridge.

The 23-page booklet, complete with colored cover photographs, documents the 11 Marsh bridges that were standing in Iowa in 1996. Nine of these remain today. It also sheds light on the life of James Barney Marsh, who was born sometime between 1854 and 1856, and died in 1936. Marsh was a prolific bridge salesman and later a prolific bridge builder in Iowa, the midwest, and the western United States.

The most monumental outcome of the study and this booklet is the discovery that Marsh had a more sophisticated design, both structurally and economically, than had been previously thought. Hopefully this discovery will lead to the saving of several of the bridges scheduled for replacement.

As we might expect from a Jim Hippen production, the booklet is very readable, well-documented, and contains ample sketches, photos, and maps. And much to my delight, there is page devoted to the Lincoln Highway and its Marsh Arch Bridge north of Beaver. L

Review by Bob Ausberger.

Plans for Summer Board Meeting

The July meeting of the ILHA Board of Directors is scheduled for 9:00 am on Saturday, July 11, in Marshalltown.

The meeting will take place at the Marshall County Courthouse on the corner of Center and Main Streets in downtown Marshalltown. Main Street was one route of the Lincoln through Marshalltown, and the Courthouse is over a century old. In the late 1970s the Courthouse was perilously close to being demolished before rescue and restoration to its early splendor.

Stone's Restaurant has been reserved for lunch for the Board members and attendees. Stone's is on the original Lincoln Highway through Marshalltown, alongside - or rather "under" - the 3rd Avenue viaduct. Started in 1887, the restaurant earned its fame by serving hot meals to railroad workers and passengers. Visitors will get the chance to see the equally ancient railroad depot across the street.

All ILHA members are welcome to attend this quarterly business meeting. Proceedings take place in Meeting Room #2 at 9:00 and coffee will be served. L

Not Computer-Minded? *You Can Contribute to our Web Site*

The ILHA web site needs your help. There is a Lincoln Highway postcard section on the site now, but this electronic art gallery is currently home to only one postcard, of the Abraham Lincoln Bridge at Missouri Valley.

If you have Lincoln Highway postcard images that you'd like to make available to web browsers *around the world*, and take credit for it, please contact site developer Paul Walker.

All you have to do is mail your postcards to Paul at his Iowa City address. In just a few minutes he will scan them into the computer to produce electronic copies that can then be posted to the web site for everyone to enjoy. The procedure does not harm the card in any way, and Paul promises to pay your postage and return the card within 48 hours of receiving it. In addition, the caption for each postcard will list the contributor's name and any quotations offered.

There is an abundance of Lincoln Highway postcards in the good hands of our membership. This is a wonderful way for members and prospective members to share them without having to leave their homes. And because they're only images on a computer screen, the postcards themselves won't wear out after hundreds of viewings.

Please contact Paul at (319)358-7056, or at 2542 Bartelt Road #1A, Iowa City IA, 52246. L

A Hearty Welcome to Our New Members

Mr. and Mrs. Don Badding	...Arcadia, Iowa
Bette Coulson	...Ames, Iowa
Jean Fleshner	...Carroll, Iowa
Richard Grovert	...Newall, Iowa
Lyle Larson	...Portland, Oregon
James R. Neal	...East Lansing, Michigan
Michael Olson	...Grinnell, Iowa
Ardith Sporleder	...Charter Oak, Iowa
Irene Swanson	...Ames, Iowa
Bessie Trumbower	...Ames, Iowa
Howard Walsh	...Davenport, Iowa
Edward Winter	...Cedar Rapids, Iowa

We're very glad to have you on board for our ride along the Lincoln Highway!

Lincoln Highway Author Appeared

Author Mary Elizabeth Anderson of Grand Island, Nebraska, was available on Friday, May 22, at the Jefferson Public Library to sign copies of her book, *Link Across America: A Story of the Historic Lincoln Highway*.

Anderson received a Special Author Award from the Antique Automobile Club of America for the book. She has also published several children's books. She has published over 100 articles and stories, and her writing has appeared in over 70 publications.

She is a graduate of Northwest Missouri State University and has taught at the elementary level.

Anderson and her husband Don lived in Jefferson for ten years and still have many friends in the area. L

Calendar of Upcoming Events

June 17 - 20 National LHA Meeting in Salt Lake City, Utah

June 30 Deadline for July *Along the Lincoln Highway*

July 11 Board of Directors Meeting in Marshalltown (see article inside)

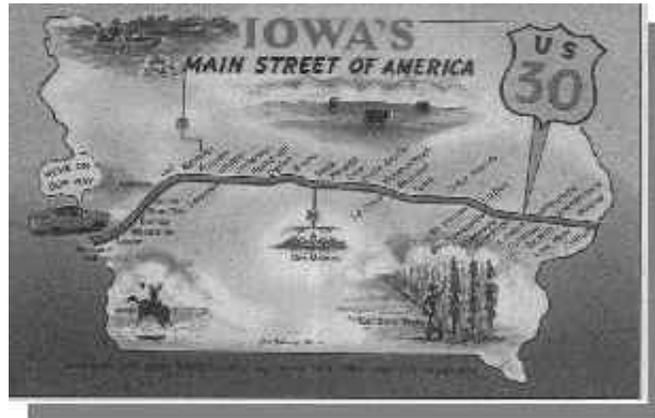
August 30 Deadline for September *Along the Lincoln Highway*

October 9 Board of Directors Meeting (location to be announced)

October 10 Fall Meeting and Tour (probably east-central Iowa)

October 30 Deadline for November *Along the Lincoln Highway*

Along the Lincoln Highway



**The Newsletter of the Iowa Lincoln Highway Association
July/August 1998 Volume 3 Issue 3**

Blanche Preston, Wife of the Late George Preston, has Passed Away.

by Bob Ausberger

One of the most important and well-known landmarks of the Lincoln Highway is the Preston station in Belle Plaine, Iowa. George Preston, its founder and lifetime owner, died several years ago. Now, his wife, and business partner has gone to join him.

While George was more talkative, flamboyant and well known, Blanche was always part of the action at the station and small motel that they operated. She could and did perform all duties from pumping gas to cleaning rooms – and she did a wonderful job or raising their two boys, Ron and Monte.

Joyce and I always tried to visit Blanche when we were in Belle Plaine. She would generally be in her favorite chair in front of a rather loud television, and when we knocked she usually yelled, "come on in." She was a gracious lady and furnished us with family photos and station photos from its early years. And yes, the early station did have a canopy and did not have any signs fastened to its exterior.

Of course, the question always arises, what will happen to the station now. Ron Preston has been to all of our National Conferences and many of the Iowa meetings. I believe he has a good sense of the importance of the Lincoln Highway in our history and I know he knows how much the station means to the history of the Highway. It appears that this perspective will be guiding future decisions regarding the station. Well preserved and with continued presentation to the public, it would make a great memorial to Blanche and George. L

Taking a Sunday Drive Through American History

by Douglas Burns
The Daily Times Herald *Staff Writer*
(*excerpted from an 18 July 1998 article*)

Like the Mormon Trial or the Trial of Tears, the old Lincoln Highway is more than just a former byway. It's an integral part of American history, holding the stories of a different time in this country, a time when people still drove through towns rather than whisking by on the interstates in their sport utility vehicles.

In our rush to get where we are going, some people are afraid that we are losing sight of where we've been.

That's why Carroll resident Norma Berns and other historically minded people on the Lincoln Highway's transcontinental route are working diligently to make sure the highway is not forgotten.

"We want to keep it alive," said Berns, the Carroll County director of the Lincoln Highway Association. "If we don't keep it before the kids, they are not going to remember what their ancestors went through."

For the city of Carroll, preservation of the Lincoln Highway takes on a particular importance in terms of tourism potential.

The highway still runs through the central business district on what is now U.S. 30. A Lincoln Highway marker stands in front of the Carroll County Museum, and there are other acknowledgments along the route, such as the sign outside Wittrock Motors, itself a member of the highway association.

Berns, fresh from a national Lincoln Highway Association meeting in Salt Lake City, Utah, is asking merchants to place the red, white, and blue Lincoln Highway stickers in their windows and do whatever they can to promote the historic route.

"That's money in their pockets when they get people to come to Carroll," Berns said.

In its early days, the route wasn't paved and made for some difficult driving. Berns recalled how her uncle John Platt, who lived three miles east of Carroll near the Lincoln Highway, would have to take horses out on the road to assist motorists who were mired in the mud road.

For those who don't understand Berns' passion for the Lincoln Highway, she has a suggestion: slow down and take a road less traveled. It is a learning experience and a chance to see the nation in much the same way as other generations of Americans. L

A Tour of the Lincoln Highway in Ames, Iowa

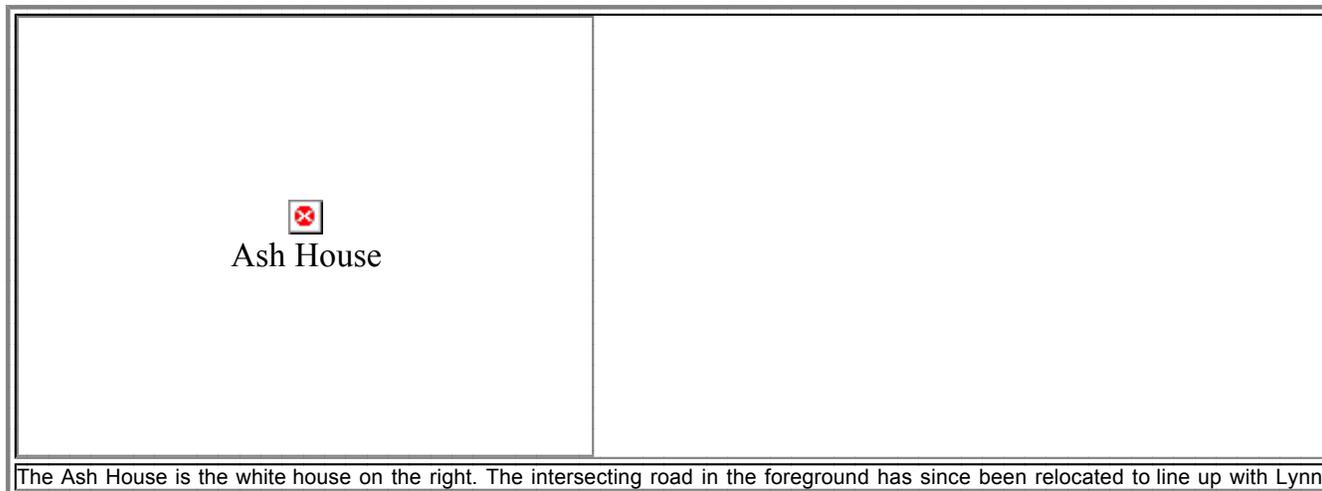
In our last issue, Margaret Elbert and Jeffrey Benson took us on a tour of Ames, from East Lincoln Way, through the Downtown, along Grand Avenue and ending at Squaw Creek. This the second and concluding part of their tour.

The view from the Squaw Creek bridge to the west and north was of the crop fields of the Squaw Creek floodplain, with the trees of the Iowa State College campus on the hill beyond. Above the trees rose the college water tower, the dome of Beardshear Hall and of course the Campanile, the beautiful bell tower that rings on the quarter-hour.

Campustown

As you drove up the hill into the college there were many beautiful homes on both the north and south sides. On the north was Miss Ruth Stafford's cottage, where the Richardson Court dormitory complex is today. Another was the Lincoln Way Cottage, listed at 2131 Lincoln Way in 1919/1920. We don't know what this place was but it had a lovely name, didn't it? Sometime in the 1960s, the last of these stately homes was relocated from the south side, just east of Buchanan Hall.

At the southwest corner of Lincoln Way and Ash is a building with a long history, most commonly known as the Ash House (103 Ash). It dates back to the 1880s probably. Between 1900 and 1910 it has been listed at different times as owned by A. L. Champlin and R. H. McCarthy, both very early Ames families.



There have been many people, clubs, fraternities, and other things housed in this place. Club La Verne was one of these. It has housed and fed thousands of I.S.U. students since the early part of this century. Unfortunately, it is doomed to be destroyed this year, for expansion of the student services portion of the church next door. Churches are also a frequent roadside feature of this portion of the Lincoln, with five of them now within a one-mile portion

A railroad crossed the Lincoln diagonally from on the north side where today is the entrance to the Memorial Union parking ramp to the southwest corner of Lincoln Way and Lynn.

There were many businesses that have come and gone since the early 20s, but there are a few that stand out for their longevity. One such long-standing business was located at the corner, Edwards Coal at 2312 Lincoln Way where the Campus Book Store now stands. The earliest record of it we found was 1914 and the latest was in the 1950s.

On top of the hill across from Lake Laverne was a house built before 1910 by the congregation of the First Congregational Church to serve students at Iowa State College. It was known as the Frisbie House and was here until about 1970.

Next door at the southeast corner of Lincoln Way and Stanton is St. John's Episcopal Church. At the time of the early Lincoln, two or three wood frame houses stood in this area. One served the many student members of the congregation, as their church was in Ames. The present building was begun in 1929 and finished in 1930. The stone came from Wisconsin, possibly by train along those diagonal tracks just south of the church property.

Among other long-standing businesses here in what became known as Campustown was LW Pharmacy, operating by 1936 at the southwest corner of Lincoln Way and Stanton, (later Landsberg's Pharmacy until the 1980s). The American Theater opened in 1919, changed to the Ames Theater in 1920, was recently remodeled and now boasts two screens - still the Ames Theater - and the Varsity Theater, opened in 1937 but recently closed.

The Champlins built many of the buildings in this block. The name is partially visible at the top of one and discernible on another. In 1917 and probably much earlier, the Champlin's Livery Barn was at 2418 Lincoln Way (now Burger King), followed in 1921 by Champlin Garage and Storage. Then it was the L-Way Cafe from 1935 until 1977, owned and operated by the Theils.

In the two blocks of the Lincoln between Stanton and Hayward, many restaurants served students at Iowa State College in the 1930s and 40s as they still do today, although much changed. These include several listed in 1936 city directory: College Inn (now Home Team Pizza), Andy's (now Cafe Beaudelaire), and the Campus Cafe (now Cafe Lovish).

In 1916, College Savings Bank built a new building at 2546 Lincoln Way. Now the first Star Bank, this is the oldest operating business on Lincoln Way in Ames. Across Hayward to the west in 1936 was Whatoff Motors and Kirby's Sandwich Shop. Beyond that was the Collegiate Methodist Church, dedicated June 6, 1926.

North Lincoln Way

The street known now as Sheldon Avenue was first named Pike Street. Here the Lincoln Highway turned north and it was soon renamed North Lincoln Way. The section of the Lincoln Highway we have just traversed from the Squaw Creek bridge to this corner was paved in 1921. In 1929, the highway was rerouted to go straight west from here to the city limits and although the highway was then Highway 30, the street name was changed from Boone Street to Lincoln Way.

The trolley ran along the east side of North Lincoln Way for two blocks north from the Lincoln Way corner and then into the college campus. There was a shelter somewhere here.

The west side of the street was lined with rooming houses and residences when the Lincoln Highway was established. Exceptions are the Collegiate Presbyterian Church at West Street, dedicated December 9, 1917 and West Gate Lunch near the same corner at 209 North Lincoln Way, which was a cafe primarily for students and also housed a barber shop. It was owned by the Steel family. Bill Steel relates that the cafe closed in 1943 or 1944, but we are unsure when it opened.

Right at the corner at 203 N. Lincoln Way lived George and Mrs. Meyers in 1917. In 1919 this address was listed as the Hauki Club, but we have no idea what this was. As it is the main west entrance to the college, this corner is called West Gate.

In addition to the church, at least five of the current buildings in the southern (100) block were there when the Lincoln was designated. Rooming houses in the north (200) block include one at 221 N. Lincoln Way where Nelli Swearingen and her son Lester lived and rented rooms at least until 1917. In 1919, an Iowa State College map indicated it was vacant. A modern apartment building now stands in its place.

The existing building at 225/227 N. Lincoln Way was built as a duplex in 1918. At some time it became a rooming house. In 1917, 233 N. Lincoln Way was the address of H.L. Lackie. Rumor has it that this was a fraternity, Tau Kappa Epsilon, in 1919. Rumor also has it that it burned about that same time. A 1926 map shows it as a rooming house. The city says that the current building here was built in 1929; by 1940 this was a rooming house called Sheldon Lodge. It is still apartments today.

Although the house at 247 N. Lincoln Way has been gone a long time, it is of particular interest because in 1919 the Brileys lived here. Next door at 249 N. Lincoln Way was Briley's Store. Mr. Briley had a delivery truck that was seen all around town. Several pictures show his old truck stuck in the mud on Lincoln Way. We heard that he had a funny hood ornament, a hand that waved as he drove along. A 1926 map shows the grocery building standing and five buildings in the back, but gives no clue as to what those were. By 1940 it was the residence of Newton Briley and Mrs. Ella E. Briley lived at 247.

In this area, known as Olsonville corner, N. Lincoln Way turned northwest for a short distance. In 1917 J. P. Olson, the florist, was listed at 308 N. Lincoln Way, which would have been on the east side of what is now Hyland, a little north of this area. The greenhouses were at the top of hill, west of where the College of Design building is now. In this diagonal segment, College Garage was at 270 N. Lincoln Way in 1917. The address next door, 268 N. Lincoln Way, was listed as Gilbert Garage by 1940. It was demolished on March 27, 1998.

Then the Lincoln turned north again. This is the current intersection of Hyland and Sheldon. Just west of this intersection, at the intersection of Oakland and Campus Avenue, in the 1860s a pit was dug from which clay was taken to make bricks at a brick yard owned by George Cameron, which in turn are thought to have been used to build the Farm House (first building on Iowa State campus) and others. This pit became known as Briley's pond. It was the site of annual tug of war between student groups. The pond was filled between 1910 and 1913.

When the Lincoln first passed this way, it did not follow the Hyland alignment as it is now. According to the 1914 plat map it curved off to the west and back again.

At Ontario Road the Lincoln turns west to go to the town of Ontario. This part of the Lincoln was never paved. The current road was paved in the 1960s. It is thought there was a service station on the southwest corner of this intersection.

On the north side, extending to the east and west some distance was the first Iowa State College horticultural farm, including extensive orchards. Some apple trees may still be visible among the homes to the west. At some point, the west part of these orchards was owned by the Jensens. On the north side of the intersection of the Lincoln with Scott Street, the Jensens had a house and a barn. There was also a canopy gas station on the northeast corner. A 1928 phone book ad says "Free Tourist Camp" and a 1929 phone book ad says "Tourist Camp and Garden Oil Station." They ran an orchard there until sometime in the 1960s. Only a few scattered houses were on the Lincoln Highway from here to Ontario.

Ontario

In the late 1800s, Ontario was a booming farm town, serving people west of the Squaw and east of Boone. It had a railroad depot, which some believe was moved to Boone where it still stands. Many businesses grew up here, especially in the area two blocks north of the Lincoln, such as a drugstore, two general stores, blacksmith, grocery and shoe store, two churches and a school.

One of these general stores, at 1507 Florida Ave. (now Winkler Painting) was built around 1900 and later became the post office. A drawing of the building shows a gas pump in front - it may have been a stop on the Lincoln.

By 1924, especially noteworthy were three grain companies, including Ames Reliable. The current elevator was built in 1955 and was the most modern and automated livestock and poultry feed mill in the world at the time.

From Ontario, the Lincoln Highway proceeded straight west about a mile to the Boone County Line, now fully out in the country, leaving the growing community of Ames, Iowa State College and the village of Ontario behind. L

Our Iowa Fall Meeting Set for Benton County

The Iowa Lincoln Highway Association's fall meeting will begin at 9:30 a.m. on Saturday, October 10, at the Van Horne Community Room in Van Horne, Iowa, preceded by coffee and rolls at 9:00.

Following a brief business meeting, the program will include presentations by Jim Hippen, on bridges on the highway in eastern Iowa, and by Lyell Henry, on one-stop businesses on the highway between Cedar Rapids and Belle Plaine. Lunch will be served in the meeting room. A highlight of the lunch will be presentation of a video, produced by Mike Kelly, on the Lincoln Highway in Iowa.

Some time after lunch, the meeting will reconvene at Youngville Station, where Anne Schoonover and some of her associates will show the results of their work so far on the restoration project and discuss the work remaining and their plans for the fully restored site. L

Ramblings Along the Lincoln Highway

Reports given by the ILHA County Consuls (Directors) at the July 11 Board of Directors meeting in Marshalltown.

Benton County

Anne Schoonover reports that bidding is now going on for contract work to restore Youngville Cafe. Meanwhile, a farmer's market is held there every Friday from 4 to 6 PM.

Boone County

The ice cream parlor and diner on the Lincoln in Ogden near the famous foot prints has been demolished. Helen Miller reported drawings are now being completed of local historic homes for the historic walking tour guide. It will also include a list of other sites, such as the Battin Chapel and the high bridge. John Fitzsimmons and Ty Casotti report that Pufferbilly Days in Boone will be on first weekend after Labor Day.

Carroll County

Norma Berns set up a Lincoln Highway display at the Little Red School House in Graham Park in Carroll for Kids' Fest, in late July. Norma also reports that the Lincoln Highway west of Carroll has been widened to four lanes.

Cedar County

Clarence, working on a community vision through the Iowa's Living Roadways Community Visioning Program, has identified the Lincoln Highway as a major asset and element of its vision.

Clinton County

Elmer Ketelsen reports that welding is underway on the three historic bridges preserved this past year on the old Highway 30 section east of Wheatland. Third through sixth graders have been recruited to paint it.

Crawford County

A hearty Lincoln Highway welcome to Ardith Sporleder of Charter Oak as the new County Consul (Director) for Crawford County.

Greene County

Bob Owens reported on setting up a Lincoln Highway display (photo) at Drug Town in Jefferson for a competition among all of Iowa's Drug Towns about local tourism helping.

Not surprisingly, Jefferson's Drug Town won first place and sales of Lincoln Highway products have been brisk. The products are still on sale there. McAtee Tire Service obtained use of the 1917 Packard truck, the Wing Foot Express, for Bell Tower Days parade on the Lincoln in Jefferson.

Harrison County

The Lincoln Highway Malt Shop has opened in Woodbine. Woodbine will host a meeting on the Lincoln Highway in summer of 1999. Elaine Ehlert won \$1000 for volunteerism, which she will donate toward a display. The planning work on the interpretive center in Harrison County will begin October 1, which is being done under an ISTE A grant (now TEA-21, but basically transportation money).

Linn County

The State Historic Preservation Office has stated that improvements planned on a segment of the Lincoln between Mt. Vernon and Marion, *including the Seedling Mile*, will have an adverse effect on a historic property. Since this segment is eligible to the National Register of Historic Places, public review and comment is required. We are tracking this process, so contact Bob Ausberger or Jeff Benson if interested in making comment to the appropriate agency.

Marshall County

Mick Jurgenson, reporting for Mary Gift, says that the state Department of Natural Resources has identified as historically significant the trees at Shady Oaks cabins and tree house, on the east side of Marshalltown.

Story County

Margaret Elbert reported about on-going research on changes along the Lincoln in Ames from 1913 until after World War II.

Lincoln Highway Days will be held in Nevada on August 28, 29, 30. The Iowa Lincoln Highway Association will have a booth in the Varied Industry Building. Any volunteers should please call Margaret at 515-233-1445.

All of the Directors warmly thank **Paul Walker** for setting up the meeting in a great room in the beautiful Marshall County Courthouse, and more especially for arranging a memorable reminiscence and lunch at historic Stone's Restaurant, since 1881 "under the viaduct, down by the Vinegar Works." L

Trucking's Pioneer

The Wingfoot Express Story

One April morning in 1917, a group of Goodyear workers gathered in the chilly dawn at the company garage in Akron, Ohio. Before them stood an ungainly new truck, motor ticking quietly.

The truck was a five-ton Packard, but Goodyear had designed the 10-foot-high, specially built body.

The plan was to establish the first interstate trucking route by making regular nonstop runs from the Akron tire factory to the company's tire fabric mill in Connecticut and return, a distance of 740 miles.

Across the width of the truck, behind the driver's seat, was an enclosed sleeping compartment. Using a two-man crew, they would alternate driving chores while one rested in what was to become the first sleeper cab in the trucking industry.

Behind the novel traveling bunk, the cargo bed was loaded with a dozen spare tires, a compressor to inflate them, 500 feet of manila line, shovels and a heavy block and tackle.

Handshakes done, two men stepped from the crowd and climbed into the enclosed cab. Drivers Harry Apple and Harry Smeltzer waved to their co-workers and started their trip into transportation history -- an interstate truck run that pioneered long-haul trucking in the United States.

What was most novel about Goodyear's truck, named the Wingfoot Express, was the big pneumatic tires it rolled on. Hard, solid rubber tires were standard equipment for short hauls in those days.

But this trip was not to be a routine five- to 10-mile errand. Accompanied by a tire engineer, movie man and a publicist in two support autos, this truck was to attempt a 1,540-mile round trip, an unheard-of feat in 1917.

The trucks of the day labored along at eight or 10 miles per hour, the solid rubber tires giving their drivers a bone-jarring ride. The cargoes most often were limited to less-than-fragile items like gravel, grain, coal and lumber. Manufactured goods such as furniture, china, pianos as well as farmers' produce and eggs, all suffered a high rate of damage and loss when carried by truck.

Paul Litchfield was plant manager of Goodyear in 1917 and the tire company was thriving. Litchfield was convinced that pneumatic tires would give the heavy trucks the necessary flotation, traction and smooth ride to range as far as trains, carrying huge loads great distances.

Litchfield found his message falling on deaf ears. Both truck operators and manufacturers scoffed at the idea that air-filled tires could support five or ten tons. "Show them" was Goodyear's response. Only a successful, fulltime trucking service, operating in fair weather and foul, would prove Litchfield's theory.

The three-vehicle caravan that set out to do just that was barely to the Akron outskirts when it became mired in the mud. So began an agonizing odyssey of muddy ditches, broken bridges, blown out tires and engine failures.

It came as no surprise that a heavy truck would have much more difficulty on the poorly graded dirt roads than the farmers' lightweight buggy. Bridges that safely carried farm wagons collapsed under the Packard truck. Twice the engine failed and had to be rebuilt.

The Goodyear crew doggedly pressed on. They added a winch to their equipment, more rope, and rapidly mastered the art of hauling themselves out of the mud. The support cars were worn out by the time the caravan reached Pittsburgh and were traded for new ones. Blowouts occurred about every 75 miles as the truck plodded ahead at 15 mph.

As the Express traveled, Ferris Miller, the advance man and publicist, took pictures with his folding Kodak and wrote stories for local and national newspaper coverage.

"Every place we stopped we attracted a crowd," Harry Smeltzer later recalled. "People would come around, kick the tires and want to know if they were solid or pumped up."

The Goodyear team pushed on, across the Gettysburg battlefield and the farmlands of New Jersey, through historic Trenton to New York and along the roads that bordered Long Island Sound.

Finally, 21 days overdue, the bone-weary men in their mud-splattered truck entered the bucolic streets of Killingly, Conn. To their astonishment, they were greeted by a crowd of hundreds of Goodyear fabric mill girls and a rousing brass band.

As Smeltzer described the trip, "it took 28 days and 28 tires." The trio back with fabric from the mill was less eventful and took just five days.

Walter Shivery, the tire engineer, promptly applied the lessons learned in the grueling truck tire test and improved tires were almost immediately available. A stronger bead and heavier sidewalls produced a tire more resistant to blowout. The Goodyear cotton cord concept in tire construction already had proven itself in passenger car tires and was indispensable in building the sturdy tires that trucks required.

Future trips employed seven Wingfoot Express trucks, ranging from three- to five-ton models of White, Mack and Packard. The 740-mile run one way was pared down to 80 hours running time within a year. They carried tires to Goodyear dealers in the Boston area, or shoe soles for New England footwear makers, bringing back tire fabrics from the Connecticut mill.

So reliable did the truck tires become that in 1918 seven Express trucks carrying Boy Scouts completed a 3,000-mile excursion along the East Coast without a single blowout. The immense pressure that World War I production was placing on the railroads in 1918 caused shipping delays across the country. Responding to an appeal from the American Red Cross, Litchfield sent his Wingfoot Express fleet to Chicago. They hauled a commercial load of tires to the Windy City, then reloaded immediately with 18 tons of Red Cross medical supplies destined for France.

Using the Lincoln Way east-west route from Chicago, the trucks delivered urgently needed supplies to transport ships at Baltimore's harbor in just 100 hours. Average highway speed was 15 mph, considered remarkable at the time. A letter sent by Red Cross officials in Chicago to their office in Baltimore advising of the shipment arrived only two hours before the trucks.

The success of the Wingfoot Express was reflected by a spurt in highway construction, as state governments strove to improve roads within their jurisdiction.

The Lincoln Highway movement, conceived in 1913 to create a modern coast-to-coast highway, was strongly supported by Goodyear's President Frank Seiberling.

In 1918, the same trucks that had conquered the ten-foot snow drifts of Pennsylvania's worst winter in decades, left Boston for San Francisco. This time, the caravan faced a round trip of 7,763 miles, some of it across trackless desert.

In Wyoming alone, 36 of 56 wooden bridges gave way beneath the highway giants. This time the commercial cargo were aviation tires needed by the Army on the West Coast.

Again, the persistent Goodyear teams overcame all obstacles of road conditions and weather. After completing four round trips totaling 30,000 miles, the Express trucks had established a new world transcontinental record, coast-to-coast in just 14 days.

So began the long battle to unchain the truck from its parochial chores of shuttling cargo between the local railroad platform and nearby loading docks.

The Wingfoot Express had literally re-invented the truck, freeing it from its confinement to town or city streets.

Prophetically, a month after the start of the Express, Seiberling told the U.S. Chamber of Commerce that "the introduction of the motor truck into our commercial life sounds the death knell of the short line railroad."

So, as the railroads had originally opened up the country and Ford's Model 'T' put America on wheels, the Goodyear Wingfoot Express put business on wheels, creating a swift and reliable highway transportation industry that is still growing. L

ILHA Calendar of Upcoming Events

October 10 Fall Meeting and Tour

The Iowa Lincoln Highway Association's fall meeting will begin at 9:30 a.m. on Saturday, October 10, at the Van Horne Community Room in Van Horne, Iowa, preceded by coffee and rolls at 9:00. Story inside on page 10!

Along the Lincoln Highway



**The Newsletter of the Iowa Lincoln Highway Association
Fall/Winter 1998 Volume 3 Issue 4**

Mt. Vernon the Site of Our First Grant Completion.

by Bob Ausberger, State Director

Three cheers for the first Lincoln Highway/ISTEA project to be finished in Iowa!! ISTEA stand for Inter-Modal Transportation Equity Act and is the federal highway enhancement funding for historic transportation projects, highway beautification, and hiking and biking trails.

The viaduct at Mt. Vernon was the original Lincoln Highway method of crossing the Chicago and Northwestern Railroad. It was a very early example of a "grade separation" type of crossing, and probably the only one on the route in 1913. In this case the grade separation was made easier because the railroad passes through a "cut" eliminating the need for an extensive and expensive approach system.

The viaduct was replaced by the one presently used on the highway going from Mt. Vernon to Cedar Rapids. I believe it was constructed in the 1930s on what was then U.S. 30. This new route eliminated the direct right-hand turn, the brick street approach, and the hazard of the narrow original viaduct.

This original viaduct continued in use as a city bridge until the 1980s, when it was closed. Technically it belonged to the railroad, who wanted to demolish it. It is valuable as a Lincoln Highway artifact because it is the only structure of this type left on the Lincoln Highway in Iowa, and possibly in the nation. It is valuable in transportation history as an example of early attempts to make railroad and highway crossings safer by separating them vertically.



Credit Dick Thomas of Cornell College with recognizing this and leading a movement to save the structure. In 1991 the ISTEA program was announced so funds were made available through a grant process. Mt. Vernon applied for the funds and agreed to provide the 20% matching funds. They also negotiated with the C&NW railroad to acquire ownership. The grant was approved about the time that Union Pacific bought out the C&NW. The city then renegotiated with the U.P. to keep the viaduct.

The viaduct is actually a pony truss bridge with two highway approach sections. The bridge was actually set aside while repairs were made to supporting wood pilings and concrete abutments. The bridge was then swung back into position, the floor replanked, and the iron structural members painted with a technique that gives it a very authentic "pitted" antique look.

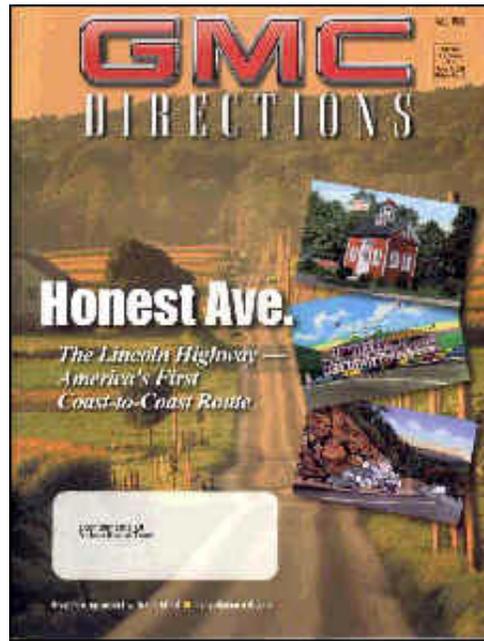
The ribbon-cutting took place on September 15th (photo). It was attended by Iowa DOT officials, the mayor, representatives of the Chamber of Commerce, representatives of the engineering firm that planned and supervised the project, campaigning politicians, Iowa LHA representatives, and the general public. L

Emancipation Transportation.

by Amy Bishop

GMC Directions Staff Writer

(excerpted from a Fall 1998 article in the GMC trade publication)



There's a quiet little road carefully winding its way through the aging downtown of Van Wert, Ohio. As the last rays of daylight stream through the big, shady trees, it looks like any other street one might encounter on a driving trip through the Midwest. The only hint at the deep-seated history behind this road is the red, white and blue signs dotting the landscape.

Earlier this century, this thoroughfare was built as a part of the great Lincoln Highway - the talk of the nation. As the first transcontinental highway in the United States, the Lincoln Highway forever changed the face of transportation and led future generations to enjoy the freedoms of traveling they've come to know so well.

The country was on the verge of the driving revolution, where, in a matter of years, automobiles would become a household staple. People were excited to be on the move.

"You have to remember, the automobile was a fairly new machine at the time of the highway," says [LHA National Director] Drake Hokanson. "People were eager to use these machines, but the roads were not up to the task.

"The Lincoln Highway really captured the American public's imagination," says Hokanson, an assistant professor at Winona State University in Winona, Minnesota. "It was just the right thing at the right time."

People embraced the idea of the highway, not only for the pleasure of driving but for the feeling of patriotism it brought with it.

Businesspeople along the route quickly saw the opportunities provided through the highway. Roadside cafes and diners, gas and service stations, souvenir shops, and cabin camps - an early alternative to hotels - sprouted up along the route. Other attractions, ranging from the cultural aura of opera houses and theaters, to the quirkiness of a ship stuck in the side of a cliff [S.S. Grandview Point Hotel near Bedford, Pennsylvania] or a three-story shoe-shaped building [Haines Shoe House near York, Pennsylvania], could be found along the route and provided highway travelers with an interesting journey.

In Van Wert, Ohio, there have been a lot of changes along the route since the early days. Other things have stayed the same.

"There used to be service stations from one end of town to the other," says Lucia Burtz, a waitress who's worked at Balyeat's Coffee Shop in Van Wert since 1950. "It used to be this was the main highway before the bypass came through in the '60s. But this place was famous from coast to coast."

Balyeat's, which opened along the highway in the early 1920s, still serves diner food. It's a throwback to the old days, where the waitresses and the owners mingle with the customers.

Farther west on the highway, Orr's Ranch in Skull Valley, Utah, was a popular place to stay along the Lincoln Highway. For travelers headed west, it was the last stop before a long trek across the desert.

"It was quite a gathering place," says Shirley Orr Andrus, who lives at the working ranch with her husband, Dennis, after being raised there by her parents. "A lot of the surveyors stayed here at the ranch. My folks cooked meals and they sold gas. Once, the Army Corps of Engineers came and the army band played. There was a young officer who was with them, (later to become) President Eisenhower.

Orr Andrus says although there's only one log cabin left at the ranch, people still stop by to catch a glimpse of the Lincoln Highway accommodations.

Although many of those early roadside stops - ice cream parlors, cheese shops, diners and others - have been replaced by strip malls and new highways, there are still many left to explore.

The new association continues to lobby for sensitive highway improvement projects, maintain the road's historic character and to educate the public. The association, which has chapters in every state along the route, is trying to raise money to install interpretive sites along the highway.

"We want to develop a living history highway so people can see the development of our modern transportation system," says Bob Ausberger, vice president of the association's Board of Directors and director of the Iowa chapter.

"People complain about what we have now, but they don't realize how far we've come in the last 100 years," he says. "The automobile and our highway system may have had more impact on our culture than anything else has."

It's also enough to send you searching for your own adventures out on the highway - in the modern day comfort of your GMC, of course. L

Preserving Our Lincoln Highway Heritage: The Interpretative Site Process.

Keith Whitlatch, Cedar County LHA Director, has submitted an application for an ISTEA grant to aid in the renovation of Kreinbring's Phillip 66 Station in Lowden. Below are excerpts of the application.

The city of Lowden and the Lincoln Highway Association propose to purchase the Kreinbring Phillips 66 station from New Horizon Farm Service of Oxford, Iowa. The station will be used as a regional site in the National Interpretive Site Program being developed by the Lincoln Highway Association. The city of Lowden will also use the station as an annex for their city historical society. The dual purpose will be mutually compatible as both users will use it for historic transportation related purposes. The building has been kept in good repair as the station was in continual use from 1934 until April of 1998.

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The sponsoring agency is applying for funding for three reasons. First, there is a good chance that if not purchased as a historic preservation project, the building will be destroyed. It is in a residential area, and U.S. 30 has been relocated to the south of town where new stations serve the traveling public.

Second, being tied in with a state-wide and national project, there is a good economic development potential through tourism, especially heritage tourism. Cedar County has a major tourism attraction in the Hoover Library in West Branch. The Historic Register-eligible transportation resources can lure them to the Lincoln Highway towns. Adequate funding is needed, especially for planning to turn the station into a quality tourist attraction while maintaining its historic integrity.

A third reason is improved inter-regional cooperation. Most of the Lincoln Highway and its roadside features, as stand-alone

projects, don't have the attraction for preservation and tourism as when they are tied together as the interpretive site project. It is important that each town sees itself as part of a larger picture. The four Lincoln Highway towns in Cedar County - Mechanicsville, Stanwood, Clarence and Lowden - all have good Lincoln Highway resources and are working together to preserve and promote them. Cedar County is also working with Clinton County to the east to tie in a very nice section of the original Lincoln between Lowden and Calamus. This section is also eligible for the National Register.

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The Lincoln Highway Association proposes to tell [its] story through a series of interpretative sites. These sites, because of the local nature of early road building and politics, will be located in every town and selected rural areas. As each state developed roads in their own method and time, this story varies from state to state as well as town to town. The interpretive site process will result in the development of a 3000-mile Living History Highway [including] roadside features such as gas stations, cabin courts, restaurants, auto dealerships, service garages, and drive-in businesses.

The National Park Service has declared that the Lincoln Highway is significant in local, state and national history. In Iowa about 100 miles of the Lincoln Highway and subsequent relocations along with 350-400 bridges, statues, monuments, abandoned segments and roadside features are eligible.

Kreinbring's Phillips 66 Station has been determined eligible for the National Register in two categories. First, because it has contributed to development of broad patterns (transportation) of local state and national history. Second, it is a distinctive style of construction. The building is eligible both in its present state (with service bay addition) and if the service bay were removed. (The original station exists under the addition.) Part of the planning will be concerned with which situation to preserve. The original building represents the best example of a cottage style station on the Lincoln Highway in Iowa. However, the addition represents the typical way in which gas stations evolved into service stations to expand their business.



Kreinbring Phillips 66 Station in Lowden, 1938. Photo courtesy Collection of Lowden Historical Society.

The cottage style station, used as a corporate style by Phillips 66 as well as by White Eagle and Pure Oil, served two functions. It was an attempt to lure customers by presenting a clean, wholesome and homelike atmosphere. It was a place that could be trusted. Phillips enhanced this image with clean uniformed attendants and with the shield of the Federal Highway system as part of their logo. Earlier places that dispensed gas, such as hardware stores and drugstores, had gotten pretty grimy (where cars leaked oil and spilled gas) and their system of measuring was unreliable.

A second advantage of the cottage style architecture was that it might (and did) sneak through zoning restrictions. Therefore they could be located in about any part of town including the residential district.

In addition to showing and telling the story of the development of gas stations and their inter-relationship with the development of highway transportation, this station bets to tell the story of the Phillips 66 Company. Though the company was not started in Iowa, it was started by an Iowan. It is one of the few companies that started early and still exists today without the benefits or complications of mergers. They used the cottage style station as a corporate logo longer than any other company.

The town of Lowden has a rich transportation history, especially on Main Street where one notices the Lincoln Hotel and the historic Chevrolet garage. Also, the whistle of passing Union Pacific trains reminds one of the earlier means of transporting passengers. The town museum is located in a renovated depot. In addition, the Herbert Hoover Highway begins in Lowden, and the historic stage and wagon road serving Cedar and Linn Counties passed through the town. At one time there were seven gas stations on Main Street.

The Lowden Historical Society's theme will be local and Cedar County transportation history. Memorabilia from the Lincoln Hotel, Chevrolet dealership, and the seven stations will be displayed along with photos and maps. Personal experiences will be obtained through interviews. A video tape of the interviews will be available. L

Mid-Winter Meeting Set for Tama County.

The first Lincoln Highway Association Board Meeting of the new year is scheduled for Saturday, January 9th, 1999.

Tama County Director **Ron Cory** has reserved the Tama Civic Center for the semi-annual Directors meeting, although *all* members of the Iowa LHA are welcome to attend. Donuts and coffee will be offered at 9:00 a.m., and the business portion of the meeting will commence at 9:30.

The Tama Civic Center is located two blocks west of U.S. Highway 63 on Third Street in downtown Tama. For more information, contact Ron at 515-484-2761, or ILHA President Jeff Benson in Ames at 515-233-1445.

Ramblings Along the Lincoln Highway.

Minutes of the Fall 1998 Iowa LHA General Membership Meeting.

11 October 1998.

Community Center Building,

Van Horne, Iowa.

Submitted by Joyce Ausberger, Secretary

The meeting was opened by Co-Presidents Jeff Benson and Margaret Elbert. Jeff read and discussed the Iowa by-law changes. The recommended by-law revisions were unanimously approved.

Bob Ausberger reported on the following grants recently submitted:

1. The Historic Site Preservation Grant for the Welcome Center of the Lincoln Highway addition in Harrison County.
2. The Story County Transportation Museum planning grant (ISTEA enhancement).
3. Two ISTEA applications for books. One on the bridges located on or near the Lincoln Highway (including railroad bridges), and another on Iowa bridges in general.
4. Carroll County submitted another ISTEA grant that would include a Lincoln Highway Interpretative Site. The Site would be the transition of business along the railroad to the Highway.
5. A REAP-grant application was made for matching money for the Interpretive Site at the Lions' Club Tree Park east of Grand Junction. This is the only grant reviewed to date and was not accepted. The Committee said it was a good project to interpret the Lincoln Highway and its bridges and the REAP was more of a conservation grant. The LHA was including the wetland difficulty to build roads in Iowa at this site.
6. Scott Beska from Colo Economic Development reviewed the planning being done at Niland's Corner at Colo. Niland's Corner will be another regional LH Interpretative Site, representing the early "one-stop." John and Joan Niland have donated this property to the city of Colo. The Iowa LHA will assist Colo Economic Development with their planning and grant proposals.

Tom Conway shared an article from *The Cedar Rapids Gazette*. The *Gazette* and KCRG, a Cedar Rapids television station, have had some great coverage on the Lincoln Highway. The only disappointment from the coverage was an incorrect statement credited to the Iowa LHA that we wanted absolutely nothing done to the seedling mile section of the Mount Vernon-to-Cedar Rapids road.

Our first enhancement project, the Mt. Vernon bridge restoration, is complete. [Related article elsewhere in the newsletter.]

It was announced that Lincoln Highway Christmas ornaments could be purchased from the RSVP office, Boone County Courthouse; attention Michelle Holly.

Benson reviewed the plans being made with Iowa Lincoln Highway corridor management. He reviewed important participants: local support through the county supervisors and county engineers, the Department of Economic Development, the Department of Tourism, and SHPO including local county historical societies. The Iowa LHA will be meeting with these groups in the near future.

Benson also reported that work was being done on updating our membership renewals. Contacts need to be made with those who have not renewed.

Roland Southwell from Salt Lake City and the Utah LHA was present at our meeting. Roland reviewed work that was being done by the Utah Historical Society planning state school service projects for 4th graders studying the Lincoln Highway. He also gave Utah's LHA state website address and indicated he would be happy to share our state activities on-line through the Utah site (<http://www.xmission.com/~pgrimes/lincoln.htm>).

Ron Cory has invited the LHA to have its Iowa Board of Directors meeting in Tama on January 9th. Anyone interested is welcome to attend. The Spring 1999 Iowa LHA meeting is scheduled for April 10th in Denison.

The program portion of the Van Horne meeting included a slide presentation by Lyell Henry on "One Stops" in the Cedar Rapids-to-Belle Plaine road. Jim Hippen presented a "Lincoln Highway Bridges" presentation that also included other significant bridges in Iowa. Mike Kelly presented a comprehensive historical video on the Lincoln Highway in Iowa that is still in progress. Anne Schoonover reviewed progress made at Youngville and invited attendees to tour the Youngville Station one-stop after lunch, which was provided by the Community Center. L

Feature Photo.

This issue's mystery photo is on the front page. If you think you know where the photo was taken, you can email your guess (pwalker@inav.net) or call the editor at 319-358-7056, or just keep it to yourself and revel in your own Lincoln Highway wisdom. L

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