

ALONG THE LINCOLN HIGHWAY

The Newsletter of the Iowa Lincoln Highway Association

Volume 2, Number 1 (February 1997)

THE SPRING MEETING and TOUR of LINN COUNTY.

Due to the huge interest in the Lincoln Highway around Cedar Rapids, your State Coordinator attempted to plan a November tour of the Lincoln Highway in Linn County. Lyell Henry, Jim Schmickley, and Art Swarzentruher and I set out one beautiful November day to organize the trip. However, a few days later we had freezing rain in central Iowa, with a forecast for heavy rain from the Cedar Rapids NewsChannel 2 weather guy. So we let the media know the night before that there would be no tour.

Of course, that forecast was wrong, and there was no adverse weather in eastern Iowa! Sorry if we went you on a wild goose chase! We already have a great tour planned - again - but this time we're attempting to get a bus. If we can get 40 warm bodies or so to go with us, we'll leave our cars in Lisbon after the Spring Meeting. We'll take the Lincoln Highway through Mt. Vernon and up the original route into Marion and down 1st Avenue. We'll go to the Hoover School at the intersection of Johnson and Wiley, and visit the original Twin Towers site. We'll also head back east down Mount Vernon Road (the early Marion bypass) and see an abandoned section of the Lincoln Highway and Lincoln Heights. One stop will include the Lighthouse Supper Club on Mt. Vernon Road.

It should be an interesting day, so let us know by *March 15th* if you can ride the bus with us.

Welcome to OUR NEW LINCOLN HIGHWAY ASSOCIATION MEMBERS!

- Don and Sandra McQuillen of Iowa City
- Dean Brotz of Jefferson
- Wittrock Motor Company in Carroll

LINCOLN HIGHWAY ECONOMIC DEVELOPMENT SEMINAR

One of the goals of the Iowa Lincoln Highway Association is to encourage tourism on the road as a means of helping the economies of those merchants who choose to set up shop on the Lincoln Highway. With that in mind, the LHA is sponsoring a Lincoln Highway Economic Development Seminar on Thursday, April 24th. We'll start at 10:00 am at the brand new Leonard Good Community Center in Ogden.

This seminar will cover a little history of the Lincoln Highway and why it should be important to towns along the road. Representatives of the Iowa Department of Economic Development and Division of Tourism will be on hand. We'll discuss different economic development programs, tourism efforts, and ways to get federal dollars through ISTEA to help preserve structures and roadways in Iowa. We'll get reports from several communities about development efforts tied to the Lincoln Highway in their towns.

We'd ask LHA members and friends to please encourage your local city leaders, chamber execs and city council people to consider attending this event. There is no cost, except for lunch, and we plan to be done by 3:00 pm. Thanks to the Ogden Community Development Company and the City of Ogden for their help.

LINCOLN HIGHWAY EVENT CALENDAR.

March 15

Deadline for paying \$10 for tour bus of Linn County.

April 5

Spring meeting and tour, 10:00 am, Gwen's Lisbon, and Linn County Tour.

April 23

Lincoln Highway Economic Development Seminar, 10:00 am in Ogden

May 16 & 17

Lincoln Highway Bridgefest parade and tour in Tama.

June 14

Possible summer LHA Board meeting and tour with Belltower Festival in Jefferson.

July 9

Fun Days Parade in Ogden

August 22-24

Lincoln Highway Days in Nevada

REVISIT the LINCOLN HIGHWAY.

by Art Swarzenruber - (Reprinted by permission from *Time Lines*)

The heated debate on the proposed "Avenue of the Saints," now making very slow progress, awoke a few dormant memories on a similar but much larger historic roadway, "The Lincoln Highway." This route referred to as the "main street of America" has been expertly reported in two recent books. *The Lincoln Highway* by Drake Hokanson was published by the University of Iowa Press and is available at most book stores or on loan at the Cedar Rapids Library (call number 388.1 H68L). The second book is a well written and illustrated book by Gregory M. Franzwa. This publication is specifically about the route through Iowa.

Competition among states and cities wanting to be included on this New York-to-California cross-country route was understandably hot and spirited. Iowa, in particular, made a tenacious plea as our roads were notorious for being the worst in the nation. Thence, the decision to cross the heart of our state was a grand and celebrated victory.

The exact route was finalized about 1915; however, it was some ten years later before this new and exciting gateway into Iowa and Linn County was completed.

During the first half of the 20th century, Mt. Vernon Road became the most important thoroughfare in the Cedar Rapids area. With the passing of years and the advent of interstate highway systems, the Lincoln Highway (old US 30) has faded in usage. In fact, many new and young citizens to our community probably don't even know of its existence.

Attempting to estimate the tremendous impact this highway had on the growth and vitality of eastern Iowa is impossible. But if one wanted to go by auto from New York to the west coast, this route was it! There was no other direct or feasible route.

Having grown up on Mt. Vernon Road prior to and during the construction of this historical stretch of concrete, my recollections of this era are quite clear. Therefore, should someone choose to round up the family and drive over a small segment of his antique highway, say from Cedar Rapids to Mt. Vernon/Lisbon, perhaps the tour can be made more interesting.

Except for the elimination of a few curves and a new bridge or two, the old narrow roadway still carries considerable local traffic. Going eastward, Mt. Vernon Road (Avenue) starts off Tenth Street just past McKinley School. In the center of this road, buried beneath the brick and concrete, lays the track-bed of the electric street cars which served the southeast city area. This trolley proceeded east, terminating at Forest

Drive (24th Street). Here it turned north for 50 yards, then backed around, and after a 15-minute wait, returned toward the loop. All of this procedure was expertly maneuvered by the conductor. He and his counterparts enjoyed the respect and prestige comparable to today's airline pilots. Many a young man yearned to grow old enough to become one of these skilled motormen.

Passing Oak Hill Cemetery and continuing on across Memorial Drive you'll note on the left is the All Saints Church. In that exact location was a cluster of eight neat, white-frame cabins known as "Cook's Overnight Cabins." Long since dismantled, these cabins were a welcome sight to weary travelers. Here families could rest overnight in somewhat cramped comfort for less than a dollar without, however, such luxuries as running water or inside toilets. It's doubtful that Mr. Cook ever dreamed this innovative enterprise would become the forerunner to our modern motel system.

Located on the south side of the avenue, now occupied by Dairy Queen, an office building, and The Gallery, is a part of my parents small farm where I grew up. We sold eggs, milk, poultry and vegetables to neighbors and tourists. Although highway traffic was very light the first few years, numbers increased substantially each succeeding year. Surfaced roads plus the mass production of automobiles, especially Ford's inexpensive Model-T, put Americans "on the move" like never before.

Noteworthy among this migration were bands of gypsies. Although not particularly welcome, they would camp for days in an open field across from our farm. They were interesting and colorfully dressed families, but some were notorious for this thievery. My father was fortunate to collect for half the produce they toted away.

Continuing east to 34th Street you'll now be in the heart of a community formerly known as Dairy Dale. To the left, directly behind the Sinclair station and an office building stood Dairy Dale rural school - a solid fortress-like, three-room brick building built a few years after the Civil War. Students during my tenure (through the 8th grade) were taught and disciplined by Mrs. Crew, Miss Hahn, Miss Donahue and later Miss Wilder. There was no question or doubt as to who was in charge - who set the rules - and who meted out the punishment with the proverbial hickory stick. Parents and students alike fully understood the teacher's authority.

Across the way where the First Star Bank Branch is now located was Masek's Grocery Store. Truly an oasis that performed a vital service for these rural residents. The Masek family granted credit to almost everyone; but bills had to be paid monthly or else. My sister and I wrangled as to who would carry the case to the store. The reason was a very practical one: a free sack of candy with each monthly payment.

Heading your car up the hill past 42nd Street a water tower comes into view. Here you can hesitate and look back to the west down the long sloping hill. Wouldn't this be a great stretch of pavement to test the speed of a new car? Well, that's exactly what occurred late one balmy summer afternoon. A couple of young dudes gleefully headed their new Marmon touring car down the hill with determined acceleration and the speedometer ticking 55 miles per. Not aware that a speed test was in progress, an Reo speed wagon truck, owned by the Scalero family, entered the avenue at just the wrong time (Hy-Vee corner). The crash was earth-shaking and startled this quiet community. It was supper time and such an apparent earthquake was unexpected. Fortunately no deaths resulted - just some broken bones, egos and two totaled vehicles. A Reo wheel was reportedly found at the bottom of the hill at 36th Street. Such excitement was unusual and it took weeks for the neighborhood to return to normal.

Back to the trip: a short distance past the water tower (at Mefferds Garage) turn left, and this curvy section funs for less than one mile and was later bypassed for obvious reasons. It returns to the present highway

where you continue on east. Just before crossing Indian Creek you'll note on this corner the old Rosedale Country School, acquired by the Knights of Columbus a few years ago. The Indian Creek nature Center and the Fox and Sac Indian Trails are also located on this road.

After crossing the creek and a short distance east, the popular Lighthouse Supper Club comes into view. An eating establishment on this exact site has offered continuous service for over 75 years. Few eateries in Iowa can match this phenomenal record.

Carefully crossing Highway 13 and proceeding east a few hundred yards, you'll see on the left a stately red brick home that's over 135 years old. Construction started in 1961 before the Civil War. Prior to completion, the builder laid down his trowel, supposedly still embedded in the 15² walls, and headed off to join the Union Army. In 1865 at war's end he returned to complete the structure, until recently owned and carefully preserved by the Weakland family. There are three other residences of similar architecture and age in the neighborhood.

The remainder of this article will appear next month. Look for it and enjoy retracing the old route of the Lincoln Highway. Art Swarzentruer is a retired executive of Vigortone Feeds.

MAP PACK SALES SKYROCKET

A story in *The Cedar Rapids Gazette* discussed the Clinton County Road controversy, and the Last-Chance Drive of October 5th. In the story, writer Dave Rasdal mentioned the Iowa Map Pack for sale. Thanks to that article, we shipped out close to **60** Map Packs to Iowa and several other states.

Leon Mensing of Lowden ordered a map pack. He liked it so well he wrote this little story about the Lincoln Highway near Lowden:

"As for the use of machinery after WWI, I have to report that to run the new grade and highway overpass west of Lowden, almost all of the work was done with mules and scapers. When the mules died, they became part of the right-of-way."

Iowa Map Packs cost \$5.00 (add \$1.50 for shipping). Mail to:

Iowa Lincoln Highway Association
P.O. Box 14
Ogden, IA 50212

WEB SITE UPDATE

The Iowa Lincoln Highway Association World Wide Web site has been recently updated. All past copies of our newsletter *Along the Lincoln Highway* can be viewed, as well as state and national maps of the route. Paul Walker of Iowa City is maintaining the site. Our on-line members can contact Paul through e-mail at paul-walker@uiowa.edu. The web address is: <http://soli.inav.net/~pwalker>. Although the site was designed with the Microsoft Explorer browser in mind, it looks just fine in Netscape Navigator.

From the initial page, visitors can go to county sites to view photos of the Lincoln Highway in each of its thirteen counties. Some of the county pages also have individual maps that are being created as time allows. Visitors can jump to the web sites of other states, although at this time only Ohio is ³linked.² If other state chapters now have LHA sites up and running, please let Paul know so they can be linked to the Iowa site.

At this time, Paul wants input from Iowa members who wish to add data and photographs to their individual county pages. There's really no end to the amount of information that can be included so that everyone

on-line can take a ³virtual² trip along Iowa's Lincoln Highway.

CLINTON COUNTY UPDATE

The effort is still underway to try to save a Lincoln Highway bridge and roadway in Clinton County. Last summer the county engineer announced that due to three aging bridges near the Wapsipinicon River between Calamus and Wheatland, he would close the road. It would have to be removed in order to build access roads from new Highway 30 for the people living there. This is because this area is a wetland, and federal regulations could require the Lincoln Highway roadbed to be removed.

After much discussion, the Clinton County Conservation Board has decided to work with a variety of groups including the LHA to come up with a plan to make the area a trail-park of some kind, saving the bridge and roadway from the bulldozer. The groups have been given until the end of March by the County Board of Supervisors to come up with a solid plan. Thanks to LHA member Elmer Ketelsen for all of his hard work on this matter.



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Along the Lincoln Highway

The Newsletter of the Iowa Lincoln Highway Association
June 1997 Volume 2 Issue 2

CAR CARAVAN TO OHIO!

The Fifth Annual National Conference

We are in the process of forming a car caravan to go the national conference in Mansfield, Ohio. The dates of the conference are June 25-28. The caravan will start out on Saturday, June 21, as we participate in the Cedar County Lincoln Highway Tour.

Saturday night we will stay in DeWitt, and on Sunday we will visit the "Wapsipinicon Floodplain" segment of the Lincoln Highway before heading east. The itinerary includes Elvira, several alignments in Clinton, the Lincoln in Fulton, Illinois, the rural segment to Morrison, and the Lincoln Highway "wonders" of Morrison including a mural, a log-cabin cabin camp, and Hillendale. We are considering staying at the Hillendale Bed & Breakfast.

Day two will take us to Franklin Grove where we will visit the national headquarters and the restoration project there. Other Illinois sites include "The Mile the Moose Built" at Mooseheart, the bridges of Aurora, the plank road market at Plainfield, the intersection with Route 66 at Joliet, abandoned sections in Chicago Heights, and the Ideal Section at Dyer, Indiana.

Tuesday we will tour the old route in Indiana which includes some nice rural sections and a trip past the University of Notre Dame at South Bend. We'll see how our time works out, but we will want to be close to the Ohio border by Tuesday night. We plan to be in Mansfield by noon Wednesday. (There is also the Dusenbury Museum in Auburn that is worth seeing.) **L**

ECONOMIC DEVELOPMENT SEMINAR SUCCESSFUL

The Economic Development Seminar in Ogden was a good success. We had 40 people in attendance from 18 communities. Feedback, information and ideas are coming into our Ogden office from participants. We need people and input to compile a list of Bed & Breakfasts and antique stores in the Lincoln Highway Corridor.

Lila Lawton, who has been our "one-day-a-week volunteer," will continue to help us as a one-day paid and one-day volunteer helper. We are looking at several ways of filling the other three days at the Ogden office. If anyone would want to help out one day a month as a volunteer, please let us know and we will work out a schedule. **L**

REVISIT the LINCOLN HIGHWAY

by Art Swarzenruber

(Reprinted by permission from *Time Lines*)

The first half of this article concluded with the author describing the Lighthouse Supper Club on Mt. Vernon

Road, and proceeding across Highway 13 past a 1861 brick home that was owned until recently by the Weakland family.

Down the highway a piece comes now a point of interest known as "Dead Man's Curve." This is a tricky sharp curve approaching a one-lane old style iron bridge (near the entrance to Camp Good Health/Tanager). Some fifteen years ago the curve was reduced and a new modern bridge was erected across Big Creek. Overlooking this valley to the right stands Jim Olney's beautiful Swiss Chalet-type home.

This notorious curve was the sight of many accidents and several deaths, and thus it truly earned its reputation as "Dead Man's Curve."

As our tour heads east to the next long curve to the right, you approach one of the most historic miles on the entire Lincoln Highway in Iowa. Until the last several years it was not properly identified. Now it is - watch for the signs. Until five years ago, it was called, "The Seedling Mile," one of six such demonstrations paved areas across Iowa. Curious people came from all over eastern Iowa, mud roads and all, to check it out. They drove back and forth to experience and marvel at its comparatively smooth ride.

The seedling mile program was later discontinued as this successful demonstration was no longer needed to convince the public about the virtues of surfaced roads. A small gas station long ago deserted still stands at the halfway point on the right side of the test mile.

Soon you'll approach Abbe Creek School. Well preserved, it's properly identified as one of the oldest schools west of the Mississippi River. Open on weekends, it's worth a visit. Your youngsters will be amazed that grades kindergarten through eight could be ably taught in one small room.

Another couple of miles through winding productive countryside brings the journey into historic Mt. Vernon. It's especially scenic in the fall with an abundance of oak and maple trees, and is home to Cornell College, one of the fine small colleges in the Midwest. Founded in 1853, this beautiful campus with its many limestone structures is listed in the National Register of Historic Places. Drive slowly and look around. There's a lot of history to be enjoyed.

Just east of Mt. Vernon is Lisbon, also noted for many old but well-preserved 19th century homes. This is the end of the suggested trip on just a small section of Mr. Lincoln's historic roadway. He'll appreciate your family's honoring and remembering him. You'll surely agree it's a treat to get off the speedy interstates, savor Iowa's beautiful countryside, and learn a little more about Iowa's proud history. L

Art Swarzentruer is a retired executive of Vigortone Feeds.

CONGRATULATIONS to the UTAH LHA CHAPTER

The Utah chapter of the LHA has begun their own newsletter, entitled "The Other Heritage" (as opposed to Mormon). *Volume 1/Issue 1* has just been received by our office, and can be viewed on the Iowa LHA web site at <http://soli.inav.net/~pwalker> in the Utah link. The newsletter is edited by Rollin Southwell. With Utah there are now eight state chapters publishing newsletters.

WELCOME to OUR NEW LINCOLN HIGHWAY ASSOCIATION MEMBER!

Joan Wahl of Jefferson

CLINTON COUNTY UPDATE

Congratulations are well deserved by our friends in Clinton County. The Clinton County Board of Supervisors approved change orders which will save the "Wapsipinicon Floodplain" section of the Old Lincoln Highway along with its bridges and abandoned section.

While the change order applied especially to the 1924 Pony Truss Bridge (the only one left in Iowa on the Lincoln) over Calamus Creek, it will lead to the creation of an interpretive site/outdoor classroom/hiking and biking trail/country park situation covering the three-mile segment of previously doomed highway.

Groups that came together to turn near-disaster into a model victory include the Lincoln Highway Association led by Elmer Ketelsen, the Clinton County Conservation Board, the towns of Calamus and Wheatland, the schools of those towns, the Clinton County Preservation, a snowmobile club, and several individuals. **L**

WITTRICK MOTORS HONORED

Congratulations to Wittrock Motors in Carroll for being the recipient of the "Large Commercial Building" award in Iowa's Best Preservation Awards sponsored by the Iowa Historic Preservation Alliance.

The award ceremony was held in Governor Terry Branstad's Capitol office on May 15. Wittrock's was presented with a certificate citing its contribution toward preserving our state's historic treasures.

Wittrock is the Chrysler, Plymouth, Dodge, Jeep and GMC pickup dealer in Carroll. It occupies the building constructed by W.B. Swaney for Swaney Motors in 1913. Later additions including the double canopy gas station were added in the 1930s. Swaney was the local Lincoln Highway Consul and his building was the Lincoln Highway Control Station.

The 1996 restoration was done with careful planning and therefore retains good integrity of workmanship, materials, feeling, association, and setting. Especially impressive is the showroom which today appears almost exactly as it did in its early years. **L**

GREENE COUNTY LH PRESERVATION GROUP MEETS

Another good meeting of the Greene County Lincoln Highway Preservation Group was held in Jefferson. We met at the under-restoration Milwaukee Depot and Bike Trail head. Reports were given of progress on the bike trail and progress of the depot by Dan Towers, Director of Greene County Conservation.

Lincoln Highway member Jim Andrews gave an interesting talk and photo display on the depot and the Milwaukee line, and also had photos on the Lincoln Highway. (The depot is on the Lincoln Highway, and will have an LH display.)

LHA member Mike Beckner gave an entertaining talk on his 40 years of being a service station helper and owner on the Lincoln Highway. Bob Owens donated two miniature markers as door

prizes.

Fifty-one people were present, and we shared some Lincoln Highway memories and enjoyed viewing three antique cars that were on display. **L**

ON to OUR NEXT CHALLENGE...

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**

LINCOLN HIGHWAY PRIMER for YOUNG READERS

Mary Anderson's book on the Lincoln Highway, *Link Across America*, is now available for purchase. It is targeted toward elementary students and would make a great gift for a young reader. I am excited about it and especially like the part where the question is posed, "How wide shall we make the road?" The cost is \$14.95 with \$2.00 postage. **L**

A CHANGE in LEADERSHIP

Roger Riley, who has been our State Coordinator for the past year, has taken a job with radio station KASI (1430) in Ames. We wish Roger the best of luck and know that the Lincoln Highway will receive good coverage from his broadcasts. **L**

All the best, Roger, and thanks!

LINCOLN HIGHWAY EVENT CALENDAR

- **June 14** - Possible summer LHA Board meeting and tour with Belltower Festival in Jefferson
 - **June 25-28** - Fifth Annual National Conference & Tours in Mansfield, Ohio
 - **July 9** - Fun Days Parade in Ogden
 - **August 22-24** - Lincoln Highway Days in Nevada
 - **September 13** - Fall Lincoln Highway Membership meeting in Missouri Valley
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Along the Lincoln Highway

The Newsletter of the Iowa Lincoln Highway Association
August 1997 Volume 2 Issue 3

OHIO CONFERENCE A WINNER

Each year we say that "this" conference was the best that we've had. The 5th annual event in Mansfield, Ohio was no exception. It was a terrific time and, by far, the best attended.

From the bus tours and educational presentations to the thoughtful table decorations, the Wednesday, Thursday, Friday, and Saturday functions were timely, well planned, and well executed. It was exciting and refreshing to learn of all the different activity going on in all of the Lincoln Highway states, and participation in the planned activities was enthusiastic.

FRIENDS and MEMBERS!!

Next year the Conference will be held in Salt Lake City, Utah. State LHA president Jess Peterson and the Utah chapter will have another blockbuster four-day (June 17-20) educational and entertaining event planned. Please consider attending. Let's have a great Iowa turn-out in Salt Lake City! Watch the newsletter for more information. L

Ghost Town Fans Conclude Iowa Trek

The "Ghost Town Club," a friendly group of Colorado history buffs and adventurers, started their tour of the Iowa Lincoln Highway in Clinton on June 16, and ended in Council Bluffs on June 27. The "Club" takes a major trip every year, and this year members chose to explore the Lincoln Highway in Iowa. Members are from the greater Denver area.

All reports received indicated that they had a great time in Iowa. Following is a summary of Lila Lawton's account in *The Ogden Reporter*:

"They spent Sunday and Monday nights in Boone, finishing their stay with a visit to the Historical Museum Tuesday morning and then it was on to Ogden on old U.S. 30. The group spent the night in Jefferson.

Stops in Ogden for the 70 travelers included a visit to the site of the footprints in the concrete on Ogden's main street. Many of them ate at local restaurants. Some stopped at *The Ogden Reporter* to purchase a newspaper with an article about the tour.

Another stop was at the Iowa LHA office in downtown Ogden where they saw the large Lincoln Highway murals, and other items of interest.

Many were impressed with the appearance of the town of Ogden and its main street, and were delighted to find a place to buy the loose-meat Maid-Rite sandwiches." L

Sauerkraut Days to Feature Lincoln Highway Art Fair

Lisbon's **Sauerkraut Days** will have a new attraction this year - the Lincoln Highway Art Fair.

For the past several years, Lisbon residents Becky Hess and Mary Colee had been talking about organizing an art fair for Sauerkraut Days. Hess said they wanted a forum for artists to show and sell their handcrafted works, but there was never any room at Sauerkraut Days to accommodate an art fair.

At least there wasn't any room until last year, when the traditional layout for Sauerkraut Days' attractions was re-arranged to create more open space. Hess said the Sauerkraut Days committee was immediately receptive to the art fair idea when she pitched it to them last fall.

This summer the Lincoln Highway Art Fair will start on Main Street and extend down Washington Street between the Southeast Linn Community Center and the Lisbon Bank and Trust Co.

Hess said the art fair organizers played around with several ideas before naming the fair after the historic highway.

"We like being identified with something as significant as the Lincoln Highway," said Hess.

Hess and other organizers are currently in the process of collecting the names of artists and craftspeople interested in showing and selling their work at the Lincoln Highway Art Fair. Hess said the artisans do not have to be local. In fact, Hess said that she has artists from Iowa City and Bettendorf who may be part of the art fair. Hess, who has been creating stained glass art for thirteen years, will also have her work displayed at the fair.

Artists interested in displaying their hand-crafted works may contact Hess during the day at (319)455-0141 or M.E. Levsen in the evenings at 455-2627. L

The LINCOLN HIGHWAY in LOWDEN

by Jan Olive Nash

(Reprinted by permission from *Iowa Heritage Illustrated*, Spring 1997 issue)

Iowa Heritage Illustrated is a history magazine published by the State Historical Society of Iowa. The Spring 1997 issue includes an article on the Lincoln Hotel, a National Register of Historic Places property in Lowden. Located on a Main Street of the Lincoln Highway, the hotel was among the first of several downtown Lowden businesses established to serve the automobile trade and traveler. Iowa Heritage Illustrated can be ordered by calling Publications Sales, SHSI, 402 Iowa Avenue, Iowa City, IA 52240-1806, (319)335-3916. The article is serialized beginning with this issue.

Celia Daehn Clemmens saw a golden opportunity in a jog in the road. Clemmens worked in the Railroad Hotel in Lowden, Iowa, halfway between Clinton and Cedar Rapids. Well aware that railroad travelers needed food and lodging, she realized that the new kind of traveler of the 20th century - the automobile tourist - would need the same.

Thus was born Lowden's Lincoln Hotel, built in 1915. Today it stands as a significant state and local example of the tremendous impact the automobile had on the culture and physical fabric of small towns in Iowa during the early 20th century. Located on a Main Street corner of the Lincoln Highway, the first coast-to-coast

highway in the nation, this little hotel was among the first of a number of downtown Lowden businesses eventually established to serve the automobile trade and traveler.

When the first transcontinental automobile crossing was made in 1903 - a 63-day trip from San Francisco to New York - most roads in Iowa were unimproved dirt wagon roads running along section lines. Roads to and from Iowa's small towns were intended to serve the local farmers' need of transporting crops and livestock to market by getting them to the nearby towns' railroad stations. Most communities were best linked to each other through their rail connections. If one needed to travel beyond one's hometown, one usually did it by rail rather than by dirt road.

Iowa's sorry roads - dusty in the summer and quagmires of sucking mud in the spring - were particularly daunting for non-local travelers. There were few directional or locational signs, and few guarantees of readily available gasoline or lodging. Yet the demand for good roads and for services geared to auto tourists was growing in response to America's lust for cross-country trips.

What cross-country travelers needed were established routes that identified and linked existing dirt roads. Ambitiously labeled "highways," these routes usually jogged along right-angle section lines and through towns. Years later, some would be paved as main routes, and shortcuts would be devised that ignored Iowa's grid system. But early highway boosters had to look first to existing transportation routes - and they found one through Lowden.

The Yankee Run stream runs past Lowden, cutting a diagonal swath to the southeast as it drains the surrounding floodplain and heads toward the Mississippi. The upland ridges on either side of Yankee Run rise a hundred or more feet, making the low, flat prairie in between a natural transportation corridor. Early wagon roads followed Yankee Run, and so did the Chicago, Iowa and Nebraska Railroad company when it was built in 1857. Renamed the Chicago & North Western (CNW) in 1864, the railroad was able to build double tracks through the county and Lowden by 1891 because of this flat, accommodating terrain.

This natural transportation corridor through Lowden was one of many considered by the leaders of the Lincoln Highway Association as a likely route through Iowa. Henry B. Joy, former president of Packard Motor Car Company, originator of the name for the Lincoln Highway, and first president of the highway association, selected the route. "Joy had traveled back and forth across Iowa at least ten times in five years. He felt that there were as many as fifty possible routes across the state." Drake Hokanson writes in the *The Lincoln Highway: Main Street across America*. "They were all about equal in length... but they also were uniformly unimproved and tended to zigzag all over the map following a haphazard arrangement of section-line roads...."

"The route Joy selected between Chicago and Omaha had little significance as a through road prior to the coming of the automobile," Hokanson continues. "It was by no means a standout among poor options. What pulled Joy to this route was simply that it had grown to be the route of common usage. Long before any Lincoln Highway markers went up, this path had been used by people traveling cross-country in automobiles [including the first auto crossing of the continent in 1903, and the New York-to-Paris Race in 1908]... By the time Henry Joy came looking for his Lincoln Highway route, the Iowa portion had been dubbed the Iowa Official Trans-Continental Route.

The *Lowden News* confirms that the town saw its share of Trans-Continental Route travelers. For example, on September 12, 1913, the paper reported: "Yesterday after filling the tank of a large touring car at the corner of H.L. Deichmann's Store, the chauffeur cranked the engine without setting the brake and the machine started backwards, crossed the street and climbed the two-and-a-half foot embankment just missing the large tree on the C.F. Richmann place. The lady in the back was not injured." **L**

Jan Olive Nash is an architectural historian and a partner in Tallgrass Historians L.C. in Iowa City.

Fall Meeting Agenda is in the Works

The tentative date is the weekend of October 10-12. We are going to try to extend the meeting for more than one day because so much is going on that we need to discuss and plan for. The schedule is beginning to take shape and looks like this:

On Friday afternoon, early arrivals can visit the newly-opened Lewis and Clark Trail Center in Council Bluffs on their own. Dinner will be at 5:30 at either Geurney's Restaurant in Missouri Valley or at the Aeroplane Inn at Honey Creek - both on the original Lincoln Highway. There will be a 7:30 Board of Directors meeting to which all ILHA members are invited. The Board meeting will probably be held at the Super 8 motel conference room in Missouri Valley.

Saturday's Tentative Schedule

- **8:00 - 9:00 am** Coffee, rolls, and tour of Missouri Valley Welcome Center 3 miles east of town.
- **9:00 - 9:30 am** Meeting at the Welcome Center to discuss the proposed expansion and Lincoln Highway involvement.
- **9:30 am** All aboard a motor coach for a morning tour of the Lincoln east from Missouri Valley to Dunlap. Includes stops at the Quarry Bridge in Logan, abandoned stairstep section, Woodbine brick street, Dunham barn, and lunch about 12:30 near Dunlap.
- **1:30 pm** Back on the bus to tour the Loess Hills in Harrison County. Stops include an apple orchard to view cider-making, a Loess Hills overlook, a Lewis and Clark campsite, and a walk up the Honey Creek Hill on the oldest abandoned section. This being the second week in October, we are hoping to see spectacular color amid some of the most beautiful landscape scenery in Iowa.
- **Evening** A nice dinner will be arranged for attendees. Time and place will be announced.

Sunday Schedule

- **Morning** Meetings will be held as necessary or requested. Visit other Lincoln Highway sites or Loess Hills sites on your own, and return home.

Headquarters for the meeting will be the Super 8 motel in Missouri Valley. Be sure to ask for the Lincoln Highway Association special rate if you make reservations.

We will need to have a \$10 deposit for the tour bus by September 20. If 25 people have not registered by that date we will abandon the bus idea and travel by car caravan. Total cost for the bus and Saturday meals has yet to be determined, but should not exceed \$30 per person. L

In Memoriam

We are sorry to report the passing of our good friend and Lincoln Highway worker Bill Kupka. He made our wooden Lincoln Highway Market, and created the "Vitame Vas" (Welcome) to Chelsea sign below. Bill always promoted the Lincoln Highway in his area, and always welcomed travelers to this home and his display of wood carvings. We will miss him.

Clinton-Cedar County Tour

Members of the ILHA from Clinton and Cedar counties organized a one-day westward trek on the Highway on June 21. The group started at the Thomas Oaks Lumber Company near the Mississippi River in Clinton where a progress report was given by Don Ketelsen. The building is the future headquarters of the Clinton County Historical Society.

Stops included the Western Clinton County Historical Society Museum in DeWitt where Ann Soenksin led a tour. The Wapsipinicon Floodplain section that is scheduled to be incorporated into a county park was also visited.

The group arrived at Wheatland in time to meet up with members heading east for the Mansfield, Ohio national conference. The groups enjoyed lunch together at the Lions' Park in Wheatland.

The afternoon stops included the abandoned section west of Lowden, and another at the Merlin Hulse farm where Merlin shared some of his early memories of the Lincoln Highway paving and construction process as well as of his beautiful horses. The group also took time to tour the old restored depot which serves as the Lowden Town Museum.

HiWay Gardens in Stanwood was the next adventure and we enjoyed photos and stories from the present owners Deb and Rich Wagner. Forest Johnson, who still lives on the original road near Mechanicsville, told the group about his section that never got paved (and remains a gravel road today).

More than 75 people attended our most successful tour to date. County members are considering a fall tour. L

Welcome to our new members!



Scott and Cathy Potthoff of Carroll

"We farm and live on the original Highway 30 in Carroll County."
and



Robert and Barbara Tomlinson of Crescent

LHA Merchants Association Underway

The Lincoln Highway Association is adding another facet to their organization. The Lincoln Highway Merchants Association was developed by the Iowa Department of Tourism and the Lincoln Highway Association. LeeAnna Ausberger of Jefferson is coordinating the pilot program this summer.

The main goal of the Merchants Association is to establish an economic development link of merchants along the Lincoln Highway for the purpose of bringing tourism dollars to their businesses. The other goals are:

- To encourage residents to shop at home and recognize the importance of hometown support;
- To increase consumer awareness of shopping alternatives;
- To combine economic development with tourism by promoting travel along the Lincoln Highway;
- And to develop increased tourism activity by making a trip more enjoyable and meaningful.

Merchants can participate in a variety of ways, many of which are at no cost to them. Simply putting a LH sticker in a window and displaying brochures can do a lot to promote the Highway. Other ways include adding a Lincoln Highway logo or slogan to already scheduled newspaper (below) or radio advertisements, naming a sale or special after the Lincoln Highway, and selling Lincoln Highway souvenirs. Souvenirs include mugs, pins, stickers, t-shirts, map-packs, books and other items.

Merchants are encouraged to join the national Lincoln Highway Association at a cost of \$30 per year which includes a subscription to *The Lincoln Highway Forum*. Businesses need not be located directly on the Lincoln Highway to participate, and indeed, whole communities can actively promote the Lincoln Highway.

Merchants interested in more information on the Lincoln Highway Merchants Association should contact LeeAnn Ausberger at (515)386-4694. L

LHA Adopted by RC&D

The RC&D (Resource Conservation and Development) has adopted the Lincoln Highway as a national project. This U.S. Department of Agriculture program deals with rural development and can help with planning and grant writing as well as with other issues.

The Lincoln Highway qualifies as a cultural resource, and, of course, most of our corridor is rural. Clinton, Cedar, Greene, Carroll, Crawford, Harrison and Pottawattamie counties are currently involved with RC&D. Benton, Tama and Boone may soon be involved. Check with your county soil conservation service or extension director. L

From the menu at the "Wet Goods Bar & Grill" in Jefferson:
Lincoln Highway Pork Loin
 Grilled .. \$4.50 Breaded .. \$4.80
 ...and the rest of the menu looks good too!

Towns Along the Way...

Please let us know of LH goings-on in your town or county!

Mt. Vernon Road and the Seedling Mile, which are slated for improvement:

The Linn County, Mt. Vernon and Lisbon preservation groups have begun negotiations with the Linn County Engineer's Office. The State Historic Preservation Office should eventually be involved through a procedure known as the "106" process. We are hopeful we can end up with a reconstructed road that is safer, more visually appealing, and that retains its historical integrity.

Fun Days in Ogden:

We participated in this 67-year-old event on July 7-9. The ILHA has a simple but effective float organized and it is available for all celebrations. It consists of a pickup hauling the wooden market with the two Boy Scouts standing beside. A sound system plays the Lincoln Highway Song. Please let us know if you want to drive it in your parade.

Bell Tower Festival in Jefferson, Water Tower Festival Parade in Scranton:

The Lincoln Highway Association was represented at the Bell Tower Festival in Jefferson, and at the Scranton Water Tower Festival parade. The new float was in the parade, and we had a booth in Jefferson. L

LINCOLN HIGHWAY EVENT CALENDAR

August 16: Sauerkraut Days and Lincoln Highway Art Festival in Lisbon

August 22-23: Lincoln Highway Days in Nevada (VOLUNTEERS NEEDED to STAFF the BOOTH)

October: State Tourism meeting in Ames

October 3-4: *Motor Iowa*, a 100+ vehicle tour of Iowa, part of it on the Lincoln

October 10-12: State Lincoln Highway meeting and tour in western Iowa

June 17-20, 1998: National Conference in Salt Lake City - Let's get lots of Iowans there!!

LINCOLN HIGHWAY CONTACT PERSONS

- Committees:
- Database or list of all Iowa Lincoln Highway markers - call or write John Carver, 2501 Falbrook Drive NE, Cedar Rapids IA, 52402, (319)393-4295.
- Walking Tours of towns: Helen Miller is working on this for the town of Ogden
- Merchants Association information: call LeeAnna Ausberger (515)386-4694
- Parade and Float Committee: call Ty Casotti (515)432-2796, or Bob Owens (515)386-3419
- Interpretive Sites: state, regional or local, contact Bob Ausberger
- National Education and Curriculum Committee: Sue Jacobson, RR 3, Box 347A, Jerico Road, Aurora IL, 60506
- Utah Map Pack available (\$10): Jesse Peterson, 67 Benchview Dr., Tooele UT, 87074
- Newsletter and Web Site: Paul Walker, (319)358-7056, paul-walker@uiowa.edu

ILHA Officers, Board of Directors, and Staff

OFFICERS

President Bob Ausberger (515)386-4521

Vice President Anne Schoonover (319)477-6191

Secretary Joyce Ausberger (515)386-4521

Treasurer Judy Wallace (515)275-2917

BOARD of DIRECTORS

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Cedar County Keith L. Whitlatch (319)945-6670

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Pottawattamie County OPEN

At-Large Paul Walker (319)358-7056

OFFICE VOLUNTEERS

Office Manager Lila Lawton, Helen Miller

Along the Lincoln Highway

The Newsletter of the Iowa Lincoln Highway Association
October 1997 Volume 2 Issue 4

BOB AUSBERGER to STEP DOWN

Dear Iowa Lincoln Highway Association Members:

I have made the decision to resign as president of the Iowa Lincoln Highway Association. Therefore, the board needs to elect a replacement at the fall meeting in Missouri Valley. I wish to have someone, or several people, step forward so that they might be considered by the board at that meeting. It is possible and even desirable for the executive to be a husband and wife team. Before you all say "oh, I can't do this" or "it's not the type of thing I like to do," let me tell you why I am excited about the future of our small but important organization. First, we have an almost complete group of great directors who are working hard in their counties or areas of expertise. (We do not have directors in Pottawattamie and Crawford counties.)

Second, the interpretive site program is moving forward with definite plans shaping up for the state entry points at Clinton and Missouri Valley, and a regional site at the Lions Club Tree Park at Grand Junction.

Third, other major projects (which may become interpretive sites) are moving forward or are funded. These include the Wapsipinicon Flood Plain Section, the railroad viaduct at Mt. Vernon, Youngville, brick streets in Woodbine, statewide survey, etc.

Fourth, the Merchants Association pilot project was very successful and should be able to move forward to all of the towns connected to the Lincoln Highway.

Fifth, a great newsletter is being sent out every other month.

Sixth, a survey of all known existing markers is being undertaken.

And more: a list of antique dealers is being compiled, and walking tours of Ogden (pilot project) will be fall, winter, and spring projects for several art students at Ogden High School.

While these and other projects and ideas may need some guidance and nudging by a president, they are already staffed, funded, and moving forward.

The president will need to organize four meetings a year for the Board of Directors. Typically, two of these meetings have been spring and fall general membership meetings. The other two are strictly Directors meetings.

I will continue to act as director for Iowa to the national association, vice president of the national association, work with the interpretative sites, and help expand the Merchants Association. And I will certainly be willing to assist the new president. **L**

ILHA Fall Meeting October 10-12

Our plan is to have two general membership meetings a year. Last spring we met at Gwen's in Lisbon and toured some of the Lincoln in Linn county. This fall we will meet in Missouri Valley and tour some of the Lincoln in Harrison County.

The response to last month's article was good so we will charter a van for the tour. We will meet at the Missouri Valley Welcome Center which is three miles east of Missouri Valley. ILHA members who have not indicated that they want to participate still have time to do so by calling Bob at (515)386-4521.

On Friday, October 10, we will have a board meeting at the Super 8 motel west of Missouri Valley (just west of Interstate 29). The public is invited and hopefully a presidential candidate will show up. Meeting time is 7:30 p.m. Members coming from eastern Iowa should be aware of the detouring around Highway 30 construction from Carroll to Denison.

For those coming earlier on Friday, a visit to the newly opened Lewis and Clark Trial Center in Council Bluffs is recommended. A visit to the DeSoto Bend Wildlife Refuge and the Steamboat Bertrum museum should be a must for every Iowan.

Pick up a Harrison County Visitors Guide and also a Loess Hills Scenic Byway map at the Missouri Valley Welcome Center. These give a wealth of ideas for things to do in Harrison County.

On Saturday, October 11, we will meet at the Welcome Center east of Missouri Valley. Our schedule:

8:00 - 9:00 am Coffee, rolls, and tour the center and its museum/village.

9:00 - 9:30 am Meeting to discuss the proposed expansion and development of a state entry point for the Lincoln Highway interpretive program.

9:30 am Tour of the Lincoln Highway, probably including lunch at Dunlop and a tour of some of the beautiful Loess Hills points of interest in the afternoon.

Saturday evening: An informal get-together to be announced later. L

Lincoln Antiques is now open for business in Ogden. Wayne and Shirley Jaques of Ogden have opened the store on Main Street. We wish them luck and hope they will join our Merchants Association. Let me know if any other businesses have adopted the "Lincoln" name.

A Loss in Greene County

After many positive happenings on the Lincoln Highway, we have come up with a big negative in Greene County.

A half-mile segment at the west edge of Jefferson is being widened to 33 feet, and, with the cut and fill, this action pretty much ruins the integrity of this National Register piece of our nation's first transcontinental highway.

Of course, we are very disappointed not only that this was done, but that no alternative plans were considered that would have improved the highway and at the same time preserved the historic integrity.

There were approximately 70 miles of the Lincoln that are eligible for the National Register in Iowa. While loss of this half-mile may seem insignificant and small, the importance of the loss lies in three points:

1. City and county planning officials who don't consider the highway important as a heritage tourism asset;
2. Disruption in the continuity of segments, which is already fragile and should be enhanced rather than destroyed;
3. The fact that this was a pristine section that offered a modern traveler the same feeling that a 1920s traveler experienced.

...But More Good News Than Bad!

The Merchants Association pilot project, which seems full of promise, will be one of the major topics of discussion at our Missouri Valley meeting. Hopefully the board will consider implementing some form of this program across the state. It also appears that the Illinois State Lincoln Highway Association is interested in extending the program to their state.

The state Lincoln Highway survey continues to move forward with the team of professionals doing hands-on observation of information provided by many of our Lincoln Highway members.

This survey will give a clear and coordinated idea of what the Lincoln Highway has to offer to tourists and travelers, how to arrange this information in a hierarchy of importance, and how to save and preserve these features.

The next step is a video tour of the Lincoln by a Kansas firm. This will provide video and computer information.

A history of Ogden and a lesson in architecture will be emphasized in a walking tour guide being prepared by Lincoln Highway member Helen Miller and Ogden art teacher Kara Bishop. The project will involve students interested in art and art history. The guide will be patterned after one developed in Evanston, Wyoming. This is another pilot project and another means of entertaining a tourist in a small Iowa town.

The Ghost Town Tour from Colorado certainly opened our eyes to the fact that tourists like to shop, eat, and learn what is unique about our towns, including simply walking our streets and listening to small-town and Lincoln Highway stories while talking with residents.

We need guides, brochures, programs, promotions and unique ways to present our towns to travelers. We also need to involve our young people and schools in these projects. **L**

The LINCOLN HIGHWAY in LOWDEN

by Jan Olive Nash

(Reprinted by permission from *Iowa Heritage Illustrated*, Spring 1997 issue)

Iowa Heritage Illustrated is a history magazine published by the State Historical Society of Iowa. The Spring 1997 issue includes an article on the Lincoln Hotel, a National Register of Historic Places property in Lowden. Located on a Main Street of the Lincoln Highway, the hotel was among the first of several downtown Lowden businesses established to serve the automobile trade and traveler. Iowa Heritage Illustrated can be ordered by calling Publications Sales, SHSI, 402 Iowa Avenue, Iowa City, IA 52240-1806, (319)335-3916. Part two of the article is reprinted below.

With the September 1914 announcement that the Lincoln Highway would run through Lowden, the newspaper editor roused local citizens: "A meeting will be held in every town along the Transcontinental Highway in Iowa on the night of October 31st to ratify the selection of it as the Lincoln Highway across the state... Every town from coast to coast has been requested to hold meetings and as Lowden is in a very important position on the route, plans should be made by some of our road boosters for this meeting."

Although backers of the Lincoln Highway originally tried to raise \$10 million for improvements to the highway, that idea eventually was scaled back to paving "seedling miles" of concrete and promoting the highway in other ways. One was the marker program. "At the encouragement of the [Lincoln Highway] association, civic groups, business people, and general citizenry from communities along the route fanned out to paint Lincoln Highway markers in patriotic red, white, and blue stripes on barns, trees, rocks, telephone poles, and fence posts," Hokanson [Drake Hokanson, *The Lincoln Highway, Main Street across America*] explains. "What the marking job lacked in standardization or neatness it made up in enthusiasm. Anybody lucky enough to live or do business along the Lincoln Highway was proud of the fact." The markers, along with published guides and maps, would keep the wayward traveler on the jigs and jags now christened the Lincoln Highway.

In Lowden, a traveler heading to California on the new Lincoln Highway would turn right at the corner of Main and Clinton Streets, jogging north and leaving town before ever getting to the main business district. And at this jog in the route, Celia Daehn Clemmens took advantage of the opportunity offered by an empty corner lot. On March 1, 1915, Celia's husband, A.F. Clemmens, purchased the lot.

With the Lincoln Highway route announced and California's Panama-Pacific International Exposition pulling adventurous auto travelers westward, Celia Clemmens no doubt knew that once the Iowa mud dried, the trickle of auto travelers through Lowden would increase dramatically, and these travelers - midway between Clinton and Cedar Rapids - would be looking for food and lodging. Working with builder Emil Mahlstedt, the Clemmenses had no time to waste. Excavation for their new Lincoln Hotel commenced immediately, despite Iowa's notorious March mud.

Opening for business on June 17, 1915, the Lincoln Hotel offered rooms for \$2 per night and steak dinners for 75 cents. The next day the Lowden News pronounced it "one of the finest buildings in the town" and predicted that, "situated as it is on the main corner of the Lincoln Highway, it will no doubt receive good patronage."

To further their hotel's association with the highway, a few days later the Clemmenses placed an ad in the newspaper featuring a picture of the Lincoln Highway Association pennant that association members were to display on their automobiles as they traveled.

The Clemmenses' daughter Vera remembers living in the family's quarters and helping with the noon meals that drew not only hotel guests - she remembers them mostly as tourists and traveling men" - but locals, too. On occasion, the big dining room would be used for special events, such as the local firemen's banquet.

Emily Post, author of etiquette books and writer for Collier's magazine, was in one of the estimated five to ten thousand autos that traveled the Lincoln Highway in 1915 to the California exposition. Coming west from New York, Post certainly must have driven through Lowden. She told her readers: "Every town through the Middle West seems to have a little grill of brick-paved streets; an splendid post-office building of stone or brick or marble; a courthouse, but of an older period generally; and one or two moving picture houses; two or three important-looking dry-goods stores, and some sort of hotel, and in it a lot of drummers [traveling salesmen] in tilted-back chairs exhibiting the soles of their shoes to the street."

Sheltered by a wide porch supported by Tuscan columns, the Lincoln Hotel's front door opened into the lobby, beyond which were the guests' parlor and dining room, and the Clemmenses' living quarters. A dogleg staircase of yellow pine rose from the lobby to the second-floor central hall, where doors opened into a dozen guest rooms.

The hotel's modest style was born of function and commercial necessity, but the shallow-pitched hipped roof, wide overhangs, and heavily textured, buff-colored stucco also reveal the influence of Prairie School architecture as it was often interpreted by local builders. These vaguely Prairiesque features furthered its commercial attractiveness and projected a modern, up-to-date appearance. Part of the Lincoln Hotel's local historical significance today is that it is one of a very few buildings in Lowden, and likely the only commercial building in town, to have been influenced by the Prairie School style of architecture.

But more significant, the Lincoln Hotel marks the transition in traveler accommodations from existing railroad hotels to the soon-to-come motor courts and tourist cabins. Like America's earlier railroad hotels, the Lincoln Hotel was located near the center of town rather than in the countryside, and it offered meals to the traveler and town residents alike. But like the later motor courts and tourist cabins that would dot American highways in the 1920s, the Lincoln Hotel was built to attract automobile travelers and soon became neighbor to a variety of new businesses that located nearby in order to attract tourist dollars.

When the Clemmenses built the Lincoln Hotel, a large livery stable was behind the lot, still serving horse-drawn transportation. But across the street was Lowden's first auto garage, owned by the Kemmann family. Like Celia and A.F. Clemmens, the Kemmanns had been quick to spot the trend toward automobile travel - but then they'd been in the transportation business for some time. H.D. Kemmann had arrived from Germany in 1875 to operate a blacksmith's shop. Together with his sons, he had expanded the business to include selling buggies, surreys, and farm implements. By 1912, they began selling marathon cars, adding Ford cars in 1913, Case in 1914, Overland in 1915, Chalmers in 1916, and finally, Chevrolet in 1923. **L**

Jan Olive Nash is an architectural historian and a partner in Tallgrass Historians L.C. in Iowa City.

Lisbon Lincoln Highway Art Festival a Success

Becky Hess of Canton Studio reports that the first Lisbon Art Festival (a part of Lisbon's Sauerkraut Days) was a great success, with artists participating in painting, pottery, sketching, stained glass, basket weaving, woodworking and weaving displays.

The Second Annual Festival next year will take place on the third weekend in August and promises to be expanded as the participants and the crowds really seemed to enjoy the event.

Celebrating 100 Years - Now That's "Olds"

A tour of Oldsmobiles departed California on its way to a 100th birthday party commemorating the building of the first Oldsmobile in Lansing, Michigan. The tour has traversed the Lincoln Highway in California, Nevada, and Utah.

In Iowa, about 70 cars and more than 100 individuals followed the Lincoln Highway corridor from Carroll to Clinton. Guide service was provided by Mr. and Mrs. Tom Crook, Ty Cassotti, and Joyce Ausberger. Their stay in Iowa was brief but again illustrates the potential for heritage tourism and its economic potential. The group was led by Utah Lincoln Highway member Greg Childs. In Illinois the Illinois LHA provided guide service. L

A Bevy of New Members!

The Iowa Lincoln Highway Association welcomes the following new members. Hats off to the wonderful supporters in Jefferson and the other towns.

Bee & Herald Publishing Co ... Jefferson

Blaess Shoes ... Jefferson

Rodney Brink ... Ames

Drug Town Pharmacy ... Jefferson

Durlam Electric ... Jefferson

Fudge's Flowers & Gifts ... Jefferson

John's Appliance & TV ... Jefferson

John's Studio ... Tama

Lambert Varieties ... Jefferson

Larry's Restaurant & Lounge ... Jefferson

McAfee Tire Service ... Jefferson

Ogden Ace Hardware ... Ogden

Peoples Trust & Savings Bank ... Grand Junction

Printer's Box Ltd. ... Jefferson

Ryan Furniture ... Jefferson

Scranton Telephone Co. ... Scranton

Bob Stinson ... Des Moines

John & Electa Strub ... Mo. Valley

The Tea Garden ... Jefferson

Time Out Restaurant ... Jefferson

Gas, Food, and Lodging

There are a number of establishments where association members can stay while in Missouri Valley:

John and Electa Strub own the **Apple Orchard Inn B&B** in Missouri Valley. The Apple Orchard Inn is advertised in the Summer 1996 edition of *The Forum* on page 38. Call (712)642-2418.

Some others:

Hillside Motel ...(712)642-3408

Rath Travelers Inn ...(712)642-2723

Sunnyside Motel ...(712)642-2420

Super 8 Motel ...(712)642-4788

Last Minute Notes

We have the word that a movie is being made with the location being the Star Motel at Grand Junction. (Postcard p24 Iowa Map Pak). This originally was the Camp Cozy Cabin Camp and was an early "one stop" - gas, food and lodging - on the Lincoln Highway. The story is about a man, abused as a child, who has spent much of his life in a mental institution. He does not speak. Upon release he takes up residency in an abandoned motel, is befriended by a lady who helps him regain his ability to speak, and "who knows what else will happen."

Fall Meeting:

Our view of the fall meeting tour route in western Iowa makes us even more excited about the Saturday Tour October 11. We are especially interested in visiting the Dunham Barn where it appears that a "grandson Dunham" will be with us to explain the significance of that historic register building in the Lincoln Highway Corridor. Also, the view from the new Loess Hill "Preparation Canyon" overlook is absolutely stunning. Also, we have a very rare "Pennsylvania" Truss Bridge to visit. L

We are seeking sponsors for the newsletter. If there are businesses, events, or individuals who would like to provide copy that can serve as advertising in *Along the Lincoln Highway*, please contact Bob Ausgerber.

LINCOLN HIGHWAY EVENT CALENDAR

October 4-10: *Motor Iowa*, a 100+ vehicle tour of Iowa, part of it on the Lincoln

October 5: TBS's National Geographic Explorer program will have a segment on American highways, including a bit about the Lincoln; look for scenes from our LH video

October 10-12: State Lincoln Highway meeting and tour in western Iowa

June 17-20, 1998: National Conference in Salt Lake City - Let's get lots of Iowans there!!

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- Newsletter and Web Site: Paul Walker, (319)358-7056,