



# Iowa Lincoln Highway Association

## Summer 2022 Newsletter | Volume 27, No. 2

### President's Corner

by Mary Helen Preston

As I sit and gather my thoughts for our summer newsletter, the Lincoln Highway Conference is in two weeks in Joliet. Wow, I can't believe I'll be attending a Lincoln Highway Conference! It's been a few years since attending a Conference. The first and last Conference I attended was in 1994 in Ames, a year after my grandfather, George passed away. I don't remember much about the Conference other than speaking at the banquet about my grandfather and his passion for the Lincoln Highway. At that time, I knew very little about the Lincoln Highway or its history nor did I have an indication for what was on my horizon. This will be the first Conference attending since my dad, Ronald passed away 11 years ago. Dad was also passionate about preserving and sharing the history of Lincoln Highway, the community of Belle Plaine, and Preston's. This will be my first Conference attending representing my family's legacy with a bonus of representing Iowa as Iowa's Chapter President. This apple didn't fall far from the tree as I have the passion my grandfather and dad had. To say the least, I'm excited to attend and am prepared for this Conference to be emotional and educational.

In this newsletter, we share a lot of information happening in Iowa and along the Lincoln Highway. I mentioned at our last meeting, it is extremely important for ALL of us to share what we know and see happening in our counties, Iowa and along the Lincoln Highway. Our newsletter is the perfect vehicle for us to share our past, present and future. I know I said this in our last newsletter but I think it's important to mention again, as we strive to preserve our history, it is becoming more and more important for us to get out in front of our efforts to preserve and protect our rich history. If we don't share now, who will share after us? My plea to you is, please share so we can share in our newsletter so we can continue preserving our history.

Please keep Cathie Nichols' quote in mind as we continue our journey, *"As more and more of the original Lincoln Highway fabric disappears beneath superhighways, our role in preserving its legacy becomes urgent. Help us by appreciating its history; get off the beaten path, discover small towns, historic motels and restaurants, and the beauty of curving, tree-lined roads. Experience travel the way it was when getting there was half the fun—drive the Lincoln Highway."*

Thank you for your continued commitment to the Lincoln Highway - the Past, the Present and the Future.

### Lincoln Land Grant

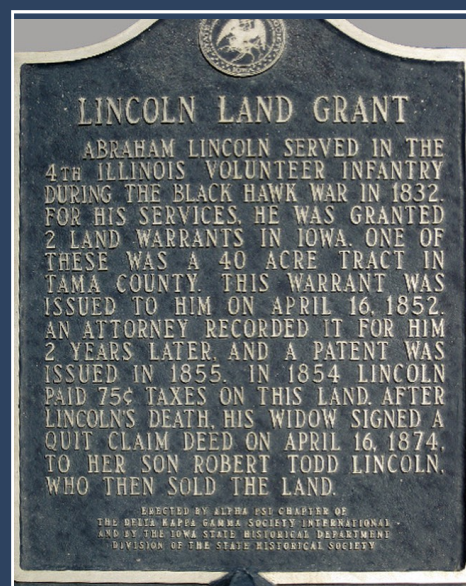
From Iowa Valley Scenic Byway  
Facebook Post

Located northwest of Toledo (Tama County) you can find the Lincoln Land Grant marker. President Abraham Lincoln owned two parcels of property in Iowa. He received both for his service as an Illinois volunteer in the Black Hawk War of 1832.

However, Lincoln never visited either tract. He owned both until his death in 1865, when they transferred to his eldest son, Robert Todd Lincoln, who subsequently sold both.

Janice Gammon adds, the other tract of land is northwest of Denison in Crawford County.

Credit to: The Digital Research Library of Illinois



# The Facts About That!

*Fun & interesting facts about this great state!*

Le Mars, Iowa has a rich history of civility and culture. It was noted in the 19th century, Le Mars was one of the most well-known cities in the United States and today it claims rank as the "Ice Cream Capital of the World." This accolade is thanks to Wells Enterprise Inc., which creates the most ice cream novelties in the world and operates the Blue Bunny Ice Cream Parlor in Le Mars.

<https://bestthingsia.com/fun-facts/>



## Mission Statement

The Lincoln Highway Association shall identify, preserve, interpret and improve access to the Lincoln Highway and its associated sites, pursue the appropriate measures to prevent further deterioration, destruction or alteration of the remaining sections, publicize and seek public awareness of its goals and activities for preserving and developing the LH, facilitate research about the LH, and publish a magazine for articles and news of activity relevant to the LH, work with local communities and businesses to promote the LH as a tourism destination, and be exclusively charitable and educational within the meaning of the Internal Revenue Code.

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## Stay in the Know!

Visit our website to read the minutes from our last meeting.  
[www.iowalincolnhighway.com/latest-news](http://www.iowalincolnhighway.com/latest-news)



@IowaLincolnHighwayAssociation  
@LincolnHighwayHeritageByway

# IOWA RISES ABOVE SEA OF SAMENESS AS A MIDWEST FLYOVER STATE, BARES ITS “SOUL” IN NEW CAMPAIGN

*From Iowa Economic Development Authority / Iowa Tourism Office*

In April, the Iowa Economic Development Authority/Iowa Tourism Office initiated a new campaign for Iowa - *Soul of Iowa*. It's important we as an Association are in-step with the Iowa Tourism Office as we market to draw travelers across Iowa's Lincoln Highway. Following is the April 20, 2022 press release along with additional information to assist in our marketing efforts for *Soul of Iowa*.



Iowa is repositioning itself on the proverbial map today, changing from “flyover” to “flythrough” state. The team behind several viral drone videos, Rally Studios, makes Iowa the backdrop for its latest hit production, touted as the biggest flythrough the world has ever seen. The state quickly becomes the main character in *Soul of Iowa*, a digital content series that showcases amazing new views and compelling storylines.

A production crew of renowned drone pilots and creators came from out of state for the project with the Iowa Tourism Office, bringing with them preconceived notions about what Iowa would offer - farming, fields and corn.

“We set out to capture the state in a whole new way and ended up discovering its heart and soul,” said Anthony Jaska, director and co-founder at Rally. “Some people think Iowa is just a flyover state, but experiencing it from the ground and just above, you connect on a different level.”

This new perspective, uniquely seen through the lens of a drone camera, makes Iowa the star of the show. Offering never-before-seen footage, including flythroughs of a skate park, hot air balloon festival, amusement park and more, the four episodes of *Soul of Iowa* as well as other visually stunning content from across the state can be found at <http://www.traveliowa.com/soul>.

“We’re continuing to let people in on our secrets, and it’s working,” said Amy Zeigler, state tourism manager with the Iowa Tourism Office. “*Soul of Iowa* launches us into the spring and summer travel season in a very special way. We’re excited to put Iowa’s hidden gems and unexpected surprises not only from the featured destinations, but around the state, in the spotlight as people plan their next adventure.”

A recent study from Longwoods International showed 90% of American travelers plan to travel in the next six months. Data shows road trips are up in Iowa nearly 15% in 2022 compared to 2019. In fact, between January 19 and February 16, Iowa had the second-highest road trip recovery rate in the country, at a time when the market for travelers’ attention and spending is as competitive as ever.

“*Soul of Iowa* is a unique opportunity to see Iowa like never before,” said Zeigler. “Our culture, adventure, connection - things people can’t experience when they just fly over - are on full display, helping consumers realize they can enjoy Iowa for a few days or settle down for a lifetime.”

Below are samples for captions on your *Soul of Iowa* posts. When adding hashtags to the posts, please use #SoulOfIowa. When linking to the site, please use <https://www.soulofiowa.com>.

- You’re about to see Iowa like never before.
- Dive into the unexpected and discover the heart, history, adventure and beauty you’ll find in Iowa.
- Hidden gems are scattered across the state. Whatever adventure you choose, it will be unforgettable.
- Leave your assumptions at home, pack your curiosity and let Iowa surprise you!

Partner toolkit can be found at <https://industrypartners.traveliowa.com/soul-of-iowa/>





In October, the Lincoln Highway Association will celebrate 30 years. Iowa played an integral part in what happened in 1992 and why we are where we are today.

Thank you Bob and Joyce Ausberger for being the driving catalyst in the reformation of the Lincoln Highway Association and having the foresight to preserve the Lincoln Highway and educate individuals on its importance.

We will share the behind the scenes story of the reformation of the Lincoln Highway Association in our October newsletter.



## Annual Dues

Iowa Lincoln Highway Association dues are \$15.00 annually. You may pay up to three years. Make checks payable to Iowa Lincoln Highway Association. Please send membership info and payment to:

ILHA  
P.O. Box 224  
Grand Junction, IA 50107

If you have any questions, please write to the above address or contact:

Membership Coordinator - Dean Parr  
(319)366-0552 or drparr51@gmail.com

## Beware of Scams

by Mary Helen Preston



Just a quick heads-up recently a number of members may have received emails or texts from Fake Mary Helen, Joyce and Dale requesting assistance. I recently received one from Dale asking if I

was free that he needed me to do something for him. When I noticed the phone number was from area code (209) I knew instantly it wasn't Dale.

Please take a moment to read all emails or look at a phone number should you receive an email or text that your gut is telling you it's not right. In these cases, your gut is usually right and these are not legitimate.

No one from the Association will ever email or text you for help with a top-secret project only you can handle. DON'T REPLY to the email or text. Reach out separately to the individual and question.

Be really careful with everything you receive.

*From Iowa Lincoln Highway Association Group Facebook Page*

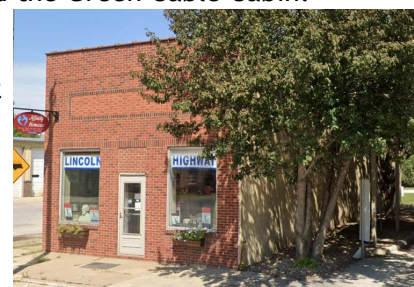
The first president of the Lincoln Highway Association Henry B. Joy and A. F. Bement walk next to men dragging the road near Marshalltown in 1915.

*Photo courtesy of the Michigan Transportation Archive*

As you travel along the Lincoln Highway be sure to stop in Grand Junction to visit the Museum, Lincoln Highway Garden and the Green Cable Cabin.

201 East Main Street  
Grand Junction, IA

(515)386-4521





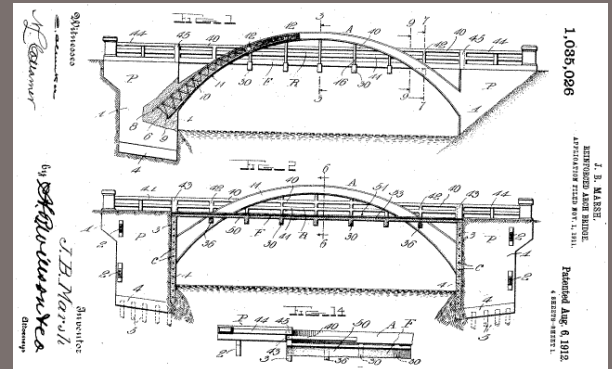
# Marsh Rainbow Arch Bridges

by Joyce Ausberger

During our April meeting while discussing the bridge in Tama, we had a conversation about James Marsh and his Rainbow Arch Bridge designs along the Lincoln Highway. So I reached out to our resident experts, Bob and Joyce Ausberger for a history lesson on these bridges and their significance to the Lincoln Highway.

James Marsh was the builder and promoter of several Rainbow Arch Bridges. He graduated from Iowa State University with a degree in Mechanical Engineering. His company was N.E. Marsh & Son Construction Company in Des Moines. The bridge designs were formed by the conjunction of a new technology, reinforced concrete. The previous stone bridges were more expensive and more labor intensive.

By 1893 Marsh had constructed numerous bridges in Iowa - a three mile elevated railroad structure in Sioux City and three bridges in Des Moines. Similar bridges were built in Montana, South Dakota, Minnesota, Colorado and five other western states.



Patent Photo credit: wikipedia.org

Photo credit (left): bubbasgarage.com

Photo credit (below): Garry Gardner/wikipedia.org



The Marsh Rainbow Arch Bridge (known as Beaver Creek Bridge) is located on the Lincoln Highway on the border of Greene and Boone County in Ogden at 210th Street and was built in 1919. This bridge was listed on the National Register of Historic Places in 1998.



Marsh also built the five arch Eureka Mill Bridge located on the Raccoon River in Greene County just west of Jefferson. The Eureka Mill Bridge was important as it linked Scranton to western Greene County. Construction of the Eureka Mill Bridge predated the Lincoln Highway but undoubtedly figured in the highway's routing through Greene County.

Photo credit (below): Iowa DOT



Numerous single-span concrete arches can be found in rural Iowa, but multiple-span examples are rare. Moreover, among those concrete arches remaining in the state, the Eureka Mill Bridge is one of the earliest such arch structures designed by the state highway commission.

We are fortunate to have these existing samples of these two types of bridges still remaining



## News from Around Iowa



### *From Lincoln Highway Bridge Park Org Facebook Page - Tama County*

Thank you to the Lincoln Highway Bridge Park Org and volunteers who came out on April 21 to help get the park ready for spring. Thanks go out to Sharon Crawford, Gary and Jeannie Sieck for donating flags for the flag poles; Charlie Betz who has been working on improving the watering system. Thanks Colleen Davis, Dawn Davis Van Hamme, Bob Van Hamme, and Dana Davis-Hanson for getting the benches ready, mulching, weeding and mowing. A big shout out to those responsible for getting a garbage can.

It looks great and was completed in time for the Lincoln Highway Bridge Festival on May 19-21.

### *From Lincoln Highway Facebook Group Posted by Anne Long - Boone County*

Road marker on the Lincoln Highway just outside the city of Boone; it's located on the east side of town, at the corner of Mamie Eisenhower and Sneddon Drive, east side of Sneddon. It's a bit overgrown and easy to miss. I don't know anything about it.

Again we turned to our Association experts, Bob and Joyce Ausberger for information on this marker. Joyce comments, "The marker says, Lincoln Highway County Road and was placed there around the tree in the early 1900's."



*All photos on this page  
are from respective  
Facebook posts.*



### *From Clarence Main Street Facebook Group - Cedar County*

Clarence is one of the two towns along the Lincoln Highway Heritage Byway in Iowa where Highway 30 still follows the Lincoln Highway through the downtown. On May 27, Clarence Main Street Design Committee and volunteers painted the four Lincoln Highway logoed crosswalks! We are fortunate to have a dedicated volunteer group in our community.

This project was made possible through a grant received from Paint Iowa Beautiful, Keep Iowa Beautiful and Diamond Vogel. Clarence Main Street was awarded 3 gallons of Diamond Vogel paint to complete our design project. The remaining paint was purchased by Clarence Main Street.

### **The James H. Andrew Railroad Museum and History Center**

at the Boone and Scenic Valley Railroad

#### **November 1 through May 22**

Monday - Friday 10 am - 4 pm

Saturday Noon - 4 pm

Closed Sunday

#### **May 23 through October 31**

Sunday - Thursday 10 am - 4 pm

Friday and Saturday 10 am - 5 pm



**Museum  
Admission  
included with  
most train  
ride tickets!**

[www.iowarailwaymuseum.org](http://www.iowarailwaymuseum.org)

*Visit one of Iowa's most interesting railroad collections*

### **YOUR AD HERE**

Business Card Size Ad

Single Ad placed on an inside page of the newsletter in black and white. The card or ad should be in standard digital format (.jpg) or scanner ready.

1 Issue: \$10; 2 Issues: \$20; 3 Issues: \$30

*Buy 3 Get the 4th Free*

An advertisement form can be found on our website or you can contact Joyce for information: [bobjoyce@netins.net](mailto:bobjoyce@netins.net)

## More News from Around Iowa and the Lincoln Highway



*From Lincoln Highway Facebook Group  
Posted by Paul Gilger - California Chapter*

I'm sorry to announce our dear friend and Lincoln Highway associate, Robert C. Lichty passed away this morning (Tuesday, May 31) at his home from a heart attack. His wife Rosemary Rubin just called me. Bob was a founding member of the revitalized 1992 Lincoln Highway Association, and served as the LHA National President from 2005 to 2007. He and Rosemary originated the Lincoln Highway tours. Their first tour was in 2003, from New York to San Francisco, their second tour was the 2013 Lincoln Highway Centennial Tour, and their third tour was the 2015 Henry B. Joy Tour from Detroit to San Francisco. Our 2022 tour will be having breakfast on June 18 at Bob's MotorCar Portfolio in Canton, in his honor. He was a dear friend to all, and a great guy. He will be missed.

### *Niland Café in Colo Reopens by Jan Gammon, ILHA member*

By the time you receive this newsletter, Niland Café will be reopen. This is what we were able to learn from Kelsey Reed (Lust), new operator's Facebook posts. The Café is scheduled to open June 15.

"I had an opportunity I couldn't pass up.... Kelsey's Kitchen will be taking over Niland Café along with the motel," commented Kelsey.

The menu will include some of the items currently served at her Kelsey's Kitchen location in Baxter along with many others. She's hoping to offer a full bar, an assortment of ice cream flavors, steak available every day, and much more as Niland's kitchen is double the size as Baxter's.

Kelsey remarked, "I am so excited. Nervous. Terrified. Overwhelmed. Blessed. Anxious. Grateful. Hopeful. And super PUMPED to have this opportunity to run Niland's and the motel. I cannot wait to start the adventure with you all and I look forward to meeting you all and gaining your business. Thanks for having me."

Kelsey shared a quote from Thomas Edison she believes sums up this opportunity, "Opportunity is missed by most people because it is dressed in overalls and looks like work."

Wishing great success to Kelsey!

Stay connected with Niland Café by following their Facebook page at [www.facebook.com/nilandscape](http://www.facebook.com/nilandscape)



Kelsey and her son, Jaxon

*All photos on this page are from respective Facebook posts.*

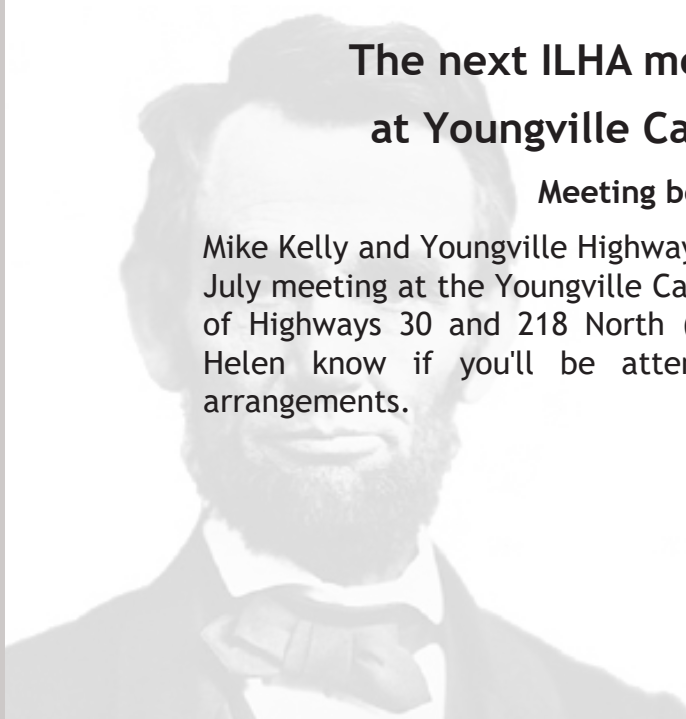
**Higgi's Veterans Campground**  
Secure RV Spots for Rent in Grand Jet. IA  
604 Railroad. Grand Jet. IA  
2 Blocks South. 1 Block West of Casey's  
Electric. Water. Sewer  
Call 515-370-0637 for more info

An illustration of a vintage-style RV with a green and orange color scheme. Next to it is a wooden sign on a post that reads "Overnight Weekly Monthly".

**Dale Higgins Professional Auction Co.**  
Est. 1973  
Licensed Real Estate Agent  
603 Railroad St.  
Grand Junction Iowa 50107  
515-370-0637  
[www.dalehigginsauction.com](http://www.dalehigginsauction.com)  
[higginsd@iowatelecom.net](mailto:higginsd@iowatelecom.net)

A small portrait of a man wearing a cowboy hat and a blue shirt. To the right is a stylized illustration of a cowboy hat and boots.





## The next ILHA meeting is July 9, 2022 at Youngville Cafe in Benton County

Meeting begins at 9:30am

Mike Kelly and Youngville Highway History Association will be hosting our July meeting at the Youngville Cafe. The Cafe is located at the Junction of Highways 30 and 218 North (Exit 231). Please let Mike and Mary Helen know if you'll be attending so we can make appropriate arrangements.

### Upcoming Iowa LHA Meeting

October 8, 2022

Location: TBD

**FIRST CLASS**

Place  
Stamp  
Here

Iowa Lincoln Highway Association  
P.O. Box 224  
Grand Junction, Iowa 50107

