



ALONG THE LINCOLN HIGHWAY



THE NEWSLETTER OF THE IOWA LINCOLN HIGHWAY ASSOCIATION

Volume 14, Number 1

SPRING 2009

EAST OR WEST ON THE LINCOLN HIGHWAY: LINCOLN HWY. HERITAGE BYWAY SUSTAINABILITY PROJECT

Submitted By Peter Hoehnle

In 2006, the Iowa Scenic Byway Council designated the Lincoln Highway across Iowa as the very first Iowa Heritage Byway, after years of hard work and lobbying by LHA members.

Last year, Golden Hills Resource, Conservation and Development (RC&D) in western Iowa secured a grant from the National Scenic Byways to direct a Byway Sustainability Project for all eleven Scenic Byways in the state. Under this three year program, each of the Iowa byways will develop an advisory board of local stakeholders, including residents, businesses owners and other interested individuals, to develop plans for update websites, corridor management plans and byway signage (with the assistance of its local Resource, Conservation and Development (RC&D) Council).

Because the Lincoln Highway Heritage Byway is so large, it has been divided into three segments for the purpose of this project. The section from the Missouri to the Boone County line is under the management of M and M Divide RC&D and coordinated by Francie O'Leary. The segment that passes through Boone, Story and Marshall Counties is managed by Prairie Rivers RC&D and coordinated by Carman Rosburg. The segment from Mon-

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.

tour to the Mississippi River is managed by the Iowa Valley RC&D and coordinated by Peter Hoehnle.

This project fits well with the mission and goals of the RC&D program, which was initiated by the United States Department of Agriculture. The Resource, Conservation and Development program helps people protect and develop economic, natural and social resources in ways that help improve their area's economy, environment and quality of life. Each RC&D is organized as a nonprofit 501 (c) (3) and managed by a board of volunteer representatives of sponsoring organizations. RC&Ds bring diverse partners and private businesses and citizens to the table to solve problems, working across jurisdictional and political boundaries to address regional problems and to explore opportunities. Each RC&D enjoys working relationships with numerous private, federal, state, and local agencies and organizations.

At this time, all three RC&Ds involved in the Lincoln Highway Heritage Byway Sustainability Project are inviting interested people in their area to serve on the advisory panel. We are very excited about the opportunities that this project presents! The first project of the Byway Sustainability effort will be to actually place Iowa Byway signs along the Lincoln Highway route. These signs could be placed as early as this fall. The ultimate goal is to revise the existing corridor management plan and to apply for National Heritage Byway status

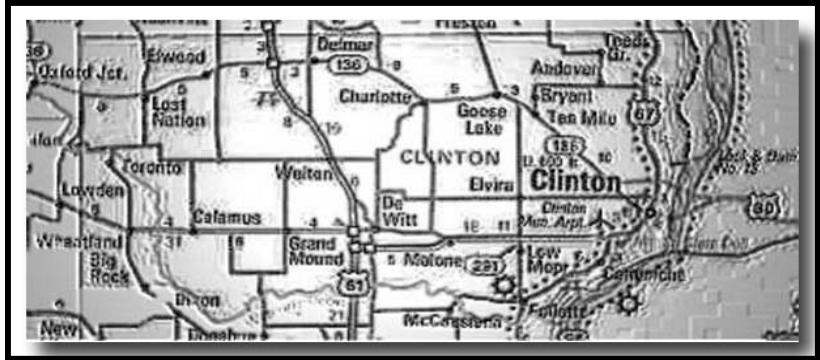
(East to West continued on page 3)



www.lincolnhighwayassoc.org/iowa

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

Between The Rivers... and then some! By Jeff LaFollette



I have had the privilege over the past 16 years of being involved in historic highways to have met and worked with a great group of people. Whether it was being involved with Route 66 or the Lincoln Highway Association, one thing is a constant. The people involved in these groups are passionate about one thing: enjoying, preserving, and protecting the road.

Road warriors are a proud bunch. We seek out and enjoy traveling the old roads, talking about the history of these roads and sharing our stories with anyone who will listen. The national conferences offered by the Lincoln Highway Association give the individual the opportunity to have fun, explore and learn a little about the history of the Lincoln Highway in the state they are visiting. The Cedar Rapids conference in 2006 was a perfect example. I was the tour guide on one of the two busses that were on the eastern tour of the Lincoln Highway in Iowa. Along with Van Becker who was the tour guide on the second bus, we had a great group who weren't just along for the ride to pass the time. They were passionate about seeing historic sites, learning about the highway in a part of the country they may have never visited before, and were not afraid to ask questions about our little section of the Lincoln Highway in Eastern Iowa.

When Tammy and I went to Fort Morgan, Colorado in 2007 for the national conference, we got to play the role of interested road warriors. This was all new to Tammy, and even though I've been seeking out old roads for a number of years, this was a section of the Lincoln Highway I had never explored, as was the trek across Nebraska on the way to Fort Morgan. We went on the bus tours, visited the LH communities, and met a lot of very nice and very interesting people who were just as passionate about the Lincoln Highway as well as preserving and promoting the old road. After her first conference, and working with me to help put together the first Iowa LHA motor tour last year. Tammy was bitten by the bug and now is eager to explore the "road less taken".

What I'm trying to get across here is that if you've never been to a National LHA conference, you should give it a try. The conference is going to be in **South Bend, Indiana** this year, and the dates are **June 16-**

2009. There is more detailed information on the web at www.lincolnhighwayassoc.org. Some of the highlights include, a bus tour to Indianapolis the home of Lincoln Highway founder, Carl Fisher to visit sites of where it all began in 1913, and a walking tour of the University of Notre Dame campus.

If you don't think you're quite ready to attend a conference yet, and you'd like to get acquainted with the road a little closer to home then you could attend the 2nd annual Iowa LHA River to River Motor Tour. If you've been following this newsletter for the past two years, you know what I'm talking about. You've read the stories, and seen the photos. This year's tour will be held from August 28-30. The motor tour is open to all regardless of membership. If you are not a member, part of your tour fee gives you a one year membership to the Iowa LHA. And don't think you have to have a classic car to be a part. We had a lot of classic rides, but we also had our share of "daily drivers" on the tour too. And if you register and don't want to do the whole three days, you have the option to start and depart wherever you wish. This is a great opportunity to explore the treasure in your own backyard, visit historic sites, meet interesting people and just have a good time!

Now that I've given you a couple of options, I hope that you'll give either one a try. If you want to explore the road on your own, the officers, county consuls, state director and support staff are here to help and assist you on your journey. Just contact any of us, and we will be happy to help. Along the way stop at a vintage restaurant and enjoy some classic road food. Take in the sights and sounds, enjoy Iowa's beauty and most of all **HAVE FUN!** The road awaits you. **L**

Upcoming LHA State Meetings

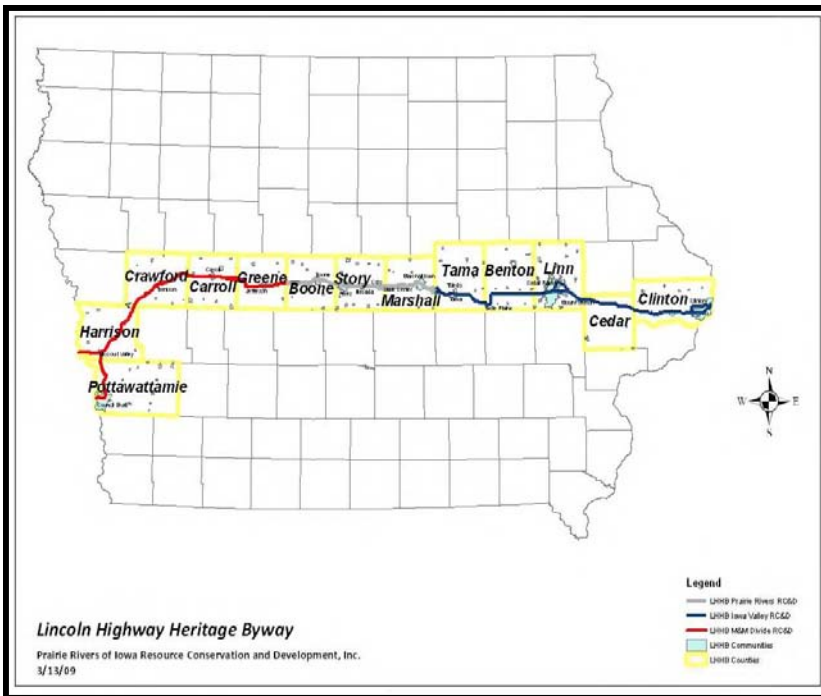
April 11, '09	Carroll
July 11, '09	Belle Plaine
October 10, '09	Pottawattmie County
January 9, '10	To Be Announced

(East to West continued from Page 1)

which will make the Lincoln Highway By-way eligible for grants on a national level.

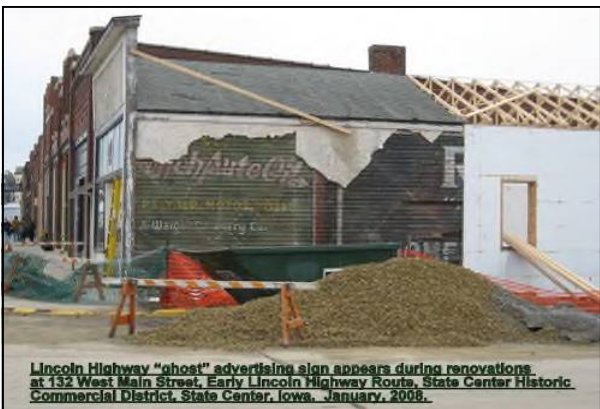
Representatives from all three RC&Ds will be in attendance at the Lincoln Highway Association meeting in Carroll on April 11, 2009 to make presentations about the project and to answer questions.

All three coordinators are excited about this project, and thrilled to be co-operating with the LHA in continuing to improve, commemorate and celebrate the Lincoln Highway across Iowa. Regular updates about the project will appear in this newsletter. Please contact any of the byway coordinators if you would like to participate or if you have suggestions for a project or projects along the route that they should pursue. Thank you! **L**



<p>Eastern Iowa: Clinton, Cedar, Linn, Benton & Tama Counties</p>	<p>Central Iowa: Marshall, Story & Boone Counties</p>	<p>Western Iowa: Greene, Carroll, Crawford, Harrison & Pottawattamie Counties</p>
<p>Iowa Valley RC&D 920 48th Avenue Amana, Iowa 52203 Tel. 319.622.3264 Fax: 319.622.3105</p>	<p>Prairie Rivers RC&D 2402 S. Duff Ave. Ames, IA 50010 Tel: 515.232.0048 Fax: 515.382.5708</p>	<p>M & M Divide RC&D 1917 N. Hwy. 71 Carroll, IA 51401 Tel: 712.792.4415 Fax: 712.792.4239</p>
<p>RC&D Coordinator: Christine Taliga christine.taliga@ia.usda.gov</p>	<p>RC&D Coordinator: John Paulin john.paulin@ia.usda.gov</p>	<p>RC&D Coordinator: John Klein john.klein@ia.usda.gov</p>
<p>LH Project Manager Peter Hoehnle peter@ivrkd.org</p>	<p>LH Project Manager: Carman Rosburg crosburg@prrcd.org</p>	<p>LH Project Manager: Francie O'Leary francieoleary@gmail.com</p>

Editor's Note- Because I was not able to enlarge the print on the bottom corner of the map, I will print the map legend below:
 Blue Line- Iowa Valley RC&D
 Gray Line- Prairie Rivers RC&D (Red Line- M & M Divide RC&D (Light Blue Shading-Lincoln Highway Heritage Byway Communities.
 Yellow Shading- Lincoln Highway Heritage Byway Counties
 As Peter stated in his article, this is an important project, and the Iowa LHA is also thrilled to be part of this project. Please feel free to attend the next Iowa LHA meeting in Carroll on April 11, 2009 to ask questions about the project and give us your opinions. **L**



Lincoln Highway "ghost" advertising sign appears during renovations at 132 West Main Street, Early Lincoln Highway Route, State Center Historic Commercial District, State Center, Iowa, January, 2008.

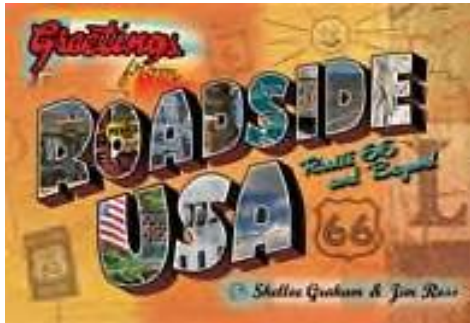
These photos of this "ghost signage" were submitted by Jeff Merrill of State Center, Iowa. The signs were uncovered during renovations of historic buildings. See another photo and read his story on page 6.



First "Ghost" sign uncovered. This sign was eventually completely uncovered and read: ROHDE BROS. "They Satisfy" Home of Hart Schafner & Marx Clothiers State Center

NEW BOOK SHOWCASES ROADSIDE PAST ON LINCOLN HIGHWAY AND OTHER FAMOUS ROUTES

Ghost Town Press announces the publication of *Roadside USA- Route 66 and Beyond*, a book of 30 full color, detachable postcards by roadside culture photographers and historians Jim Ross and Shellee Graham,



With heritage tourism now among the fastest growing industries in America, it's no surprise that motorists in search of adventure are hitting the road in greater numbers than ever before. Leaving the interstates behind to take the road less traveled is a wonderful way to experience the USA and to be enriched by the history always waiting around the next bend. Along the way, the fun of sending postcards provides a great opportunity to share the journey in real time and to create personalized souvenirs.

The images in *Roadside USA* represent a grab bag of roadside vignettes from around the country- everything from forgotten motels and classic cars to dazzling neon. Whether traveling through Wyoming, Texas, Iowa or anywhere else these glimpses from America's byways from the Lincoln Highway, Route 66 and many other historic roads will add an exclamation point to your message and help share your enthusiasm for the wonder and excitement of the open road.

Jim Ross is a writer, photographer, and Route 66 authority. He is the author of *Oklahoma Route 66*, co-creator of the Route 66 Map Series, and is co-founder of *American Road Magazine*. His photographs and articles have appeared in a wide array of books and periodicals.

Shellee Graham is one of the most widely known among roadside photographers. Her work has been published in a multitude of books and other publications, and she is the author of two books, *Return to Route 66*, and *Tales of the Coral Court*.

(Editor's note: The book features six images of the Lincoln Highway with two of the images from Iowa. The images of the Lincoln Highway featured from Iowa are the Lincoln Highway Bridge in Tama, and Preston's Station in Belle Plaine. Other Lincoln highway images featured are: Cabins neon sign in Brady, NE, Orr's Ranch in Utah, Home Ranch Motel in Laramie Wyoming and a US 50 sign/road in Ely, NV.)



CHECK OUT OUR WEBSITE AT
WWW.LINCOLNHIGHWAYASSOC.ORG/IOWA
 FOR UPDATES AND EVENTS ALONG THE
 LINCOLN HIGHWAY IN IOWA

ILHA OFFICERS, BOARD OF DIRECTORS (COUNTY CONSULS), AND STAFF. OFFICERS

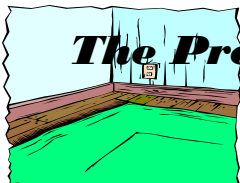
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Lyll Henry
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John Fitzsimmons



The President's Corner

**By Kathy Dirks,
ILHA President**

'Tis a lesson you should heed,
Try, try again.
If at first you don't succeed,
Try, try again.
Thomas H. Palmer (1782 - 1861)
Teacher's Manual (1840)

In the previous newsletter, I shared that representatives from the three RC & D's (Iowa Valley, Prairie Rivers, and M&M Divide) across Iowa working with the Iowa Lincoln Highway Heritage Byway would be attending our January, 2009 meeting to give an overview of the project. Mother Nature had other ideas! She sent a snowstorm in January that curtailed the plans of the RC & D representatives as well as a large portion of our membership. Fortunately, the RC&D representatives have agreed to attend our upcoming meeting on Saturday, April 11 in Carroll. Spring is upon us so hopefully the weather will cooperate as we "try again," so we won't need to "try, try again."

In addition to the Lincoln Highway Heritage Byway project, there are a host of other good projects and activities coming up including the 90th Anniversary Convoy that will travel through Iowa in June commemorating the 1919 Transcontinental Military Convoy, and the Iowa Lincoln Highway River-to-River Motor Tour coming up in August. I hope many of you are making plans to join us in Carroll to discuss all the good things happening on the Lincoln Highway.

I'd like to extend a special invitation to Lincoln Highway enthusiasts in Carroll County and Pottawattamie County to attend. Elsewhere in this issue, you will find a list of the ILHA Officers and County Consuls. At the moment, there is a great big "VACANT" under Carroll County and Pottawattamie County. I'd like to ask members in these two counties to please consider filling these positions, or assist us in finding someone in your county to fill these positions. If you have questions on what the county consuls responsibilities entail, I ask that you please give me a call at either 712-642-2114 (work) or 712-755-7474 (home), or please feel free to send me an email at kdirks@harrisoncountyparks.org, or contact one of the other officers or county consuls listed. I know any of us would be happy to answer any questions you may have.

Happy Traveling!

Kathy

**LINCOLN HIGHWAY ASSOCIATION
LOSES A DEAR FRIEND IN
SU AROS**

(From the Carroll Daily Times Herald)

The Iowa Lincoln Highway Association lost a supporter and dear friend when Su Aros passed away on December 15, 2008. Su was a longtime secretary of the Iowa chapter and worked with the National Lincoln Highway Association in several capacities as well. Su was the daughter of Norma Berns, who was also a longtime champion of the Lincoln Highway in Iowa and Carroll County. Su worked hard to educate and promote the Lincoln Highway in Carroll and Carroll County.



Ms. Aros, 61 died of pancreatic cancer at St. Anthony Regional Hospital in Carroll. She was the daughter of Earl and Norma Berns. She was born on June 15, 1947 in Carroll. She graduated from Carroll High School in 1965 then attended the State College of Iowa, now known as the University of Northern Iowa.

Su was a member of the Immanuel Lutheran Parish in Carroll, the American Legion Ladies Auxiliary, and the Carroll County Historical Society. She was a member, secretary and alumni and home-coming assistant for the Carroll H.S. Alumni Association. Su also compiled a monthly "Remember When" column for the *Carroll Daily Times Herald* in memory of her mother. Su will be missed by all her Lincoln Highway friends.

L

**See YOU on the Lincoln Highway!
This issue's new members.**

- | | |
|--------------------------|----------------------|
| Blue Bird Run | Logan, Harrison L |
| Franklin Brown | Des Moines, Polk |
| Lewis Darrah | Cedar Rapids, Linn L |
| Dr. Jack Donovan | Carroll, Carroll L |
| Marilynn Hoskinson | Jefferson, Greene L |
| Don & Sandra McQuillen | Iowa City, Johnson L |
| Jeff Nemechek | Dayton, Webster |
| Gerald Ott | Carroll, Carroll L |
| Herma Parr | Jefferson, Greene L |
| Jack Watts | Grand Jct., Greene L |
| Joyce Wiese | Toledo, Tama L |
| Peter Anderson | Washougal, WA |
| Jan Mandt Family | Venice, FL |
| Sports Leisure Vacations | Sacramento, CA |

L (Denotes a Lincoln Highway County)

AN OPPORTUNITY TO SPRUCE UP
LINCOLN HIGHWAY BANNERS

By Joe Goodlove

In June and July 2009, the Military Vehicle Preservation Association (www.mvpa.org) is commemorating the 90th anniversary of a military convoy that traveled the new Lincoln Highway in 1919. A convoy of up to 150 military vehicles will retrace the original Lincoln Highway route from Washington D.C. to San Francisco, CA, crossing Iowa June 21 – 23. What better way to identify the route into, within and out of your town than with a Lincoln Highway banner. The banner is 30 x 80 inches with the Lincoln Highway logo, ink on canvas. The ones in my community of Lowden, IA are still in fairly good shape after 15 years. The company, Display Sales, prices them on the more you order, the less expensive they are. Six to nine banners are \$153 each, down to 55 – 65, \$79 each. Brackets are \$65 each. There is a one time set up fee (two ink) of \$370, and freight is TBD. If your community is interested please contact me, Joe Goodlove, Cedar County Consul at www.joeiowaLH30@fbcom.net, or by telephone at 316-650-0342. **L**

GHOST SIGNAGE UNCOVERED
IN STATE CENTER RENOVATION

By Jeff Merrill

They came to light during the renovation and reconstruction of an 1885 wooden false front building. The long west side of the building faced the open square of the school across the street. Therefore it was visible to Lincoln Highway motorists driving through State Center from the West. During the years the Highway passed this building, businesses used the large wooden side of this building to advertise various products to the motorists.

The first sign to come to light was for a clothing store in State Center. As the building was being prepared to be cut in half, the stucco in that area was removed revealing the sign. The second sign remained hidden under the stucco until the contractors were ready to start installing the new clapboard siding. When the stucco on the portion of the building that was retained was removed, a more colorful sign advertising motor oil was uncovered. We learned that at some point in the past, about 2 feet of the front of the building was shaved off, thus cutting off the first letters of the oil sign. No one in State Center could come up with the name of the oil being advertised.

As the Iowa Lincoln Highway River to River Auto Tour was soon to come through State Center, we asked for help in deciphering the sign from Lincoln Highway enthusiasts. One of them walked down to look at the sign and immediately identified the oil company as Conch Auto Oil. The sign read: **"USE" Conch Auto Oil KEEPS - YOUR -MOTOR - YOUNG A Weight For Every Car** (See photo at left)

And in the lower right hand corner of the sign were the words "Hopkins Oil". Presumably, it was the name of a local garage which sold the product. No one living in State Center can remember having ever seen these signs. They must have been covered over very early after the Lincoln Highway used this route. Unfortunately, the sign had to be removed with the old clapboards. We did get some good pictures of it however. And we thank the unknown gentleman on the River to River Auto Tour who solved the mystery! Any Lincoln Highway aficionados driving through State Center are encouraged to stop and see what has become of this building. It has been restored to its 1885, pre-Lincoln Highway period. Inside, a small commercial space occupies the original part of the building along Main Street. While at the rear of the long building, two multi-level townhouses of about 1500 square feet each have been developed. The new construction was designed to mimic the original scale and materials of the original building. **L**



NEWSLETTER ADVERTISING RATES

Business card size ad: Single ad placed on an inside page of the newsletter in black and white. The card/ad should be in standard digital format (.jpg) or scanner ready. Double size business cards will double the price.

Rates: 1 issue- \$10 2 issues- \$20
3 or 4 issues- \$30 (Buy three and get 4th free)

Flyer: 1 page 8-1/2 X 11 provided by the customer inserted into our eight page newsletter

Rates: 1 page flyer- 1 issue- \$50

Please visit our website for more information and to download an advertising rate sheet. Information about advertising on our website is also available. Check us out at:

www.lincolnhighwayassoc.org/iowa

**COME AND JOIN US FOR THE 2nd ANNUAL
IOWA LINCOLN HIGHWAY ASSOCIATION
RIVER TO RIVER MOTOR TOUR
DESOTO BEND TO CLINTON
AUGUST 28-30, 2009**

**FEATURING STOPS IN:
DESOTO BEND, CARROLL, JEFFERSON, BOONE, NEVADA,
MARSHALLTOWN, TAMA, YOUNGVILLE, CEDAR RAPIDS,
MECHANICSVILLE, LOWDEN AND CLINTON**

**Start the Tour at the Desoto Bend State Park Area
Visit the Lincoln Highway Clubhouse in Jefferson
See Boone- The Hometown of Mamie Dowd Eisenhower
See the Famous Lincoln Highway Bridge in Tama
Visit the Youngville Café-Listed on the National Register of Historic Places
And Enjoy Plenty of Iowa Small Town Hospitality!**

Sponsored by the Iowa Lincoln Highway Association



REGISTRATION FORM

Any Vehicle - Any Model - Any Make

Registration Fee: \$20.00 per vehicle for Iowa LHA members

\$30.00 per vehicle for non-members (Includes one year membership to the Iowa LHA)

You may join or leave the tour at any point or at anytime.

The Iowa LHA is not responsible for accidents or injuries incurred on this motor tour

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____

Make checks or money orders payable to: Iowa Lincoln Highway Association

Mail To:
Iowa LHA Motor Tour
c/o Jeff LaFollette
2130 W. 4th St.
Davenport, IA 52802

More Tour Information:
Jeff LaFollette
jefflaf@peoplepc.com
563-349-3047

A LIST OF MOTELS AND TOUR ITINERARY WILL BE MAILED OR E-MAILED TO
YOU SOON AFTER WE RECEIVE YOUR TOUR REGISTRATION.

WE'VE GOT OLD MAN WINTER OVER A BARREL HE WON'T GET US THIS TIME WHEN WE GET TOGETHER IN CARROLL

In the pages of the last newsletter I boldly proclaimed "Neither Winter's Cold Nor Snow Will Keep Us From Meeting in Toledo". Needless to say that I was WAY wrong although ten hardy souls made it to the meeting. The weather in the eastern half of Iowa was terrible that day in January. Well, it is spring officially and the weather has been spring like (so far) so I'm going out on a limb (again) and saying that the weather won't hold us back this time. Join us in Carroll on Saturday April 11, 2009 for the next meeting of the Iowa LHA.

We will meet in Carroll at the Club House Bar & Grill at 529 North Main St. (Main & US 30 a.k.a. Lincoln Highway) right in the downtown area on the south side of the Lincoln Highway (US 30). Coffee and pastries will be available at 9:00 AM as always. Then around 9:30, president Kathy Dirks will drop the gavel to begin the meeting. After the meeting we will have lunch at the Club House. Lunch details are being worked out.

Since this is the Saturday before Easter we are not going to plan an extended tour. We are going to go to the Santa Maria Winery which is one block from the Club House on the north side of the Lincoln Highway in Carroll. The winery is in the former Wittrock Auto building.

The meeting will have many items up for discussion including the upcoming motor tour, Our main focus will be discussing the Lincoln Highway Heritage Byway project and the RC&D program. We invite you to come learn about these projects, feel free to ask questions, and give us your opinions about the projects. We hope to see all of you in Carroll on Saturday April 11.

DIRECTIONS: FROM THE EAST- Follow US 30 east to Carroll. Keep on US 30 until you get to downtown Carroll. Turn right at Main St and look for parking. The Club House is at 529 N. Main St.

FROM THE WEST- Follow US 30 west to Carroll. Keep on US 30 until you get to the downtown area. Turn left onto Main St, and look for parking.



In This Issue...

Heritage Byway Updates and Ghost Signage Found in State Center

FIRST CLASS

Iowa Lincoln Highway Association
P.O. Box 14
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