



# ALONG THE LINCOLN HIGHWAY



*THE NEWSLETTER OF THE IOWA LINCOLN HIGHWAY ASSOCIATION*

**Volume 14, Number 2**

**SUMMER 2009**

## **IN MEMORY OF GREGORY FRANZWA 1926-2009**

The Lincoln Highway Association lost a great man earlier this year. Gregory Matthew Franzwa passed away on March 26, 2009 after a long and courageous battle against cancer. Franzwa was 83 and passed away in his home in Tooele, Utah.

Franzwa was born in Carroll, Iowa on February 27, 1926, the son of Fred W. and Mabel Henderson Franzwa. He was reared in nearby Glidden, Iowa, where he attended school. He became a professional musician while he attended school in Glidden. Gregory joined the US Navy in 1943, and was called to active duty later in 1943. He was released to inactive duty in 1946. Afterwards he attended Iowa State College in 1946-47, then attended the State University of Iowa from 1948-1950 receiving a bachelor of journalism degree. He moved to St. Louis, MO in 1950 and opened his firm "Gregory M. Franzwa Public Relations" in 1955 which remained in business until he moved to Tucson, AZ in 1991.

He founded the successful Tiger Rag Forever Jazz Band in the 1960's and the 1926 Jazz Band in the 1970's. He joined the Old Pueblo Jazz Band in Tucson and remained its leader until moving to Tooele, UT in 2005.

Gregory wrote several books including his state by state series of hardcover books on the Lincoln Highway. The six states west of the Mississippi River are now in print, with "The

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.

*Lincoln Highway: Illinois* in process.

He was the principal founder of the Oregon-California Trails Association in 1982, and ten years later in October 1992 in Ogden, IA he founded the reborn Lincoln Highway Association. He married his soul mate Kathleen A. Colyer on December 23, 2000, after a storybook romance on the Oregon Trail.

Most of what you just read was taken from Greg's obituary. Those of us who were lucky enough to meet him knew him as a man with vision. His love of the Lincoln Highway knew no bounds. He watched as a fledgling association that began in 1992 grow to over 1100 members in the United States and around the world today. State chapters were formed and within these groups members worked within their states to spread the word about the Lincoln Highway.

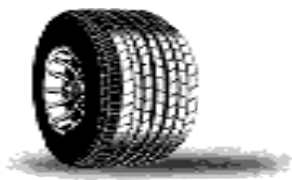
Seventeen years after the association was founded we are a strong well organized, dedicated group. We work well together, we work well within our states and with other state chapters to get the word out about our historic highway. I wonder if Greg ever envisioned the successful conference format in 1992 when the group was being formed. Did he foresee Lincoln Highway yard sales that would stretch over four states and nearly 700 miles of the road? What about the most recent events, a re-enactment of Alice's Drive and the re-enactment of young Dwight D. Eisenhower's 1919 military convoy, both traveling across the Lincoln

*(In Memory continued on page 4)*



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

**IOWA LINCOLN HIGHWAY ASSOCIATION  
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## HAVE SPARE TIRE, WILL TRAVEL

BY VAN & BEV  
BECKER

Grab a bowl of popcorn and follow me. We're going to the movies; way back to 1920 when they still showed silent movies down at the local theater.

Tonight's film is "*The Lincoln Highwayman*" produced by Fox Entertainment directed by Emmett J. Flynn. Check out the lobby poster while we wait for the lights to dim and we wait for the film to start.

Obtaining a copy of a film years after it appeared in the theaters can be a challenge; especially a silent film. Nowadays there are specialty shops to be found on the Internet where you can find copies of almost any film imaginable. Finding theater lobby cards and still action photos can be a hobby in itself. Since we all search for any collectible with Lincoln Highway imprinted or in the description, it was natural that I chose to review this film.

**Hey, don't hog the popcorn!** Briefly, here is how the 89-year-old film's excitement builds. First, the hard-to-accept part—the Lincoln Highwayman is really the *bad guy*.

The lights finally dim and someone is yelling, "Down in front!"

The film opens after the credits with the Lincoln Highwayman (William Russell) terrorizing a well-dressed motorist on a remote section of coastal highway near San Francisco. His latest victims are a San Francisco banker and his family dressed in their finest on the way to a party. At gunpoint, the masked highwayman hold them up, steals their money, and



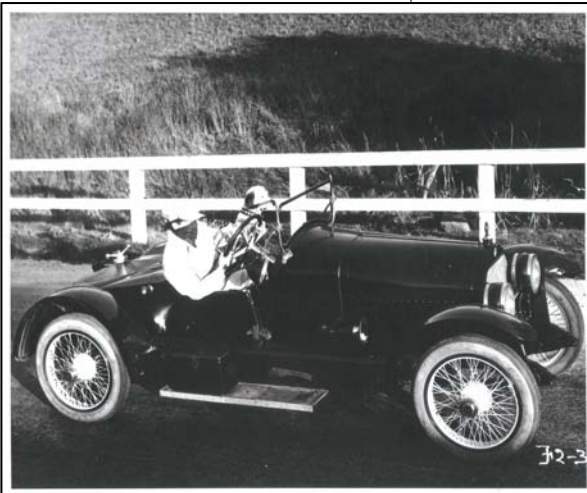
and takes the wife's jewels. All the while, the banker's daughter, Marian (Lois Lee), finds herself strangely attracted to the rogue thief. (Silly girls always seem to fall for the wrong guy.) The highwayman makes his getaway in an *inconspicuous* 1920 Stutz Bearcat. The getaway scene was captured in a still photo. for movie promotions. Note the photo- no one would ever expect a bandit in a mask,

with a dog driving a Stutz Bearcat! (Although the still photo is captioned 1920 like the film, the Stutz Bearcat shown clearly has running boards. Yes, I know the car is a 1919 model—hold those cards and letters! A 1919 Stutz Bearcat had a factory price of \$2,750. At the time, Ford sold the Model T Roadster for only \$500.)

Back to the action! When the family finally arrives at the party, less their money and jewels, they tell the other guests of their adventure and misfortune. True to form, like all good 1920 movies, there is at least one Secret Service man at the party. This man's name is Steele (Edward Peel). Steele takes an interest in the family's tale and begins to investigate without delay. He seems to have his own motive.

By now, Jimmy Clunder, the dashing Lincoln Highwayman (William Russell), arrives late to the party and immediately begins talking with the lovely daughter, Marian. As if by accident, a locket falls from his pocket and Marian recognizes it! Clunder claims he found it on the road. Marian suddenly begins to suspect that her fellow party guest is really the Lincoln Highwayman. And so does Steele, the Secret Service man, who is a rival for Marian's love. **Hey, who ate all the popcorn?**

(Have Spare Tire continued on Page 5)



## Finding My (and Your Way) Along the Lincoln Highway Signs along the Lincoln Highway By Carman Rosburg Prairie Rivers RC&D

The Lincoln Highway has always been a part of my history. I didn't know it, but it was always there. This is how I was finally introduced...

I grew up in Cedar Rapids (Linn County), and I always knew about Lincoln Highway but to me it was just "Mt. Vernon Road", a street we often traveled in Cedar Rapids. My mother's family lived near there and I was born at Mercy Hospital located on the corner of 8th Avenue and Mt. Vernon Road. Little did I know my life would be intertwined with the Lincoln Highway.

As I grew up, one of the most interesting parts of traveling the two lane portions of the Lincoln Highway or as I knew it, Old Highway 30, was the signage. Burma Shave signs were around the bends on the way home from visits to aunts, uncles and grandparents. The trick was to read them before my sister could (it is an oldest child thing!) I don't remember how many there were, but the game always seemed new to us, and made the trip more fun. As I got older and moved away from home, my first place was on Johnson Avenue on the northwest side of Cedar Rapids, which is coincidentally also on the Lincoln Highway. That is where I first noticed the sign near my corner. It was a traditional red, white and blue metal sign with a capital L. I now realize I was seeing a way-finding sign for the Lincoln Highway.

Currently, I live in Story County, one-half mile from the Marshall County line, and travel the Lincoln Highway almost every day. The Lincoln Highway makes my drive to town and work more interesting. I'm lucky enough to live near the Reed-Niland corner and the intersection of the Lincoln and Jefferson Highways. The old signage there includes the original cement marker placed at the Lincoln/Jefferson intersection, the hand painted poles, the historic Boy Scout markers as well as the newest cement and stainless signs placed when the corner underwent its restoration. The Reed-Niland corner has a lifetime of signage on its own!

As I've mentioned, there are many types of signs marking the routes of the Lincoln Highway. I have my favorites including the oldest I have seen- it was along the highway in western Iowa near Logan in an area called the "cat-steps" Hand Painted and made of wood, it was barely readable and very nostalgic, hidden among the Virginia creeper and tall grass. I would have missed it had it not been pointed out to me.

From the extra large to the unusually small signs, to

numerous arrows, the many red, white and blue tones with the capital L, the variations and many types of materials used to way-find on the historic route are too numerous to count. They dot the paved and unpaved sections, first, second, third routes and parts of the new four lane Highway 30 that comprise the designated Lincoln Highway Heritage Byway route.

Some say the original signs would get moved by residents living and working nearby, both to reap the commerce and status the first nationwide east-west highway would bring, towns and citizens alike felt this new way of traveling would bring the world to them. They were right, signage made it possible for people to go coast to coast, to find auto camping, hotels and restaurants, auto repairs, and fuel, fun and work, all things that helped grow the communities along the Lincoln Highway.

As the route improved (and cars improved as well) the signage led the way. As the farm to market element of transportation and Federal Highway enhancement came into existence and more roads were paved, we Americans fell in love with auto travel. Our auto-centered world evolved into a way to provide for learning and exploration, work and play, while all the time spending time and money along the roads.

I still find my favorite signs on the loops and along the many towns that are so very dedicated to preservation and promotion of their historic business districts. It is time to invite the people of Iowa to our heritage rich and unique hometowns. In order to improve way-finding and the visitor experience along the Lincoln Highway Heritage Byway across the state and to grow and strengthen our commerce and protect our historic places, the Iowa Department of Transportation, along with Shive-Hattery and David Dahlquist Associates, Iowa Valley Resource Conservation and Development (RC&D)- Amana, Prairie Rivers RC&D- Ames, and M&M Divide RC&D- Carroll have developed a new Lincoln Highway sign with red, white and blue bars and the capital L on a black background. The continued use of the historical sign design was important to build on the work of the Lincoln Highway Association, and the long and continued effort that they have given to signage of the Lincoln Highway. The new byway signage will further assist with recognition and way-finding, as well as carry the header of the Iowa Byways, creating a family of signage visitors can readily identify.

The new signage is currently being tested and awaiting approval from Iowa DOT. As part of the Iowa's Byways Sustainability Project, IDOT will pay for the signage and installation assistance will be provided with the help of Lincoln Highway cities and

(Signs Along the LH continues on page 4)

(Signs Along the LH continued from page 3)

counties statewide . This will provide a readily identifiable link to the Illinois and Nebraska byways systems. Improved signage and way-finding is also a necessary part of application for National Scenic Byway designation, which could potentially be a goal for the Lincoln Highway in Iowa in the future. Federal designation could help us to prepare to invite the nation to our great historic road. We want the signage to help the traveler and local citizens, young and old, enjoy everyday travels and new experiences, introduce heritage and foster new growth.

**This is our formal invitation to you to enjoy and explore the Lincoln Highway .**

Hopefully someday a young person living on or near the Lincoln, even if they don't realize it now, will be protecting and promoting the Lincoln Highway Heritage Byway in the future, as I do now. **L**

**(Carman Rosburg is the LH Project Manager for the Prairie Rivers RC&D in Ames)**

(In Memory continued from page 1)

Highway? And how about the PBS documentary about the Lincoln Highway? I'm sure that wasn't on Greg's radar in 1992. I'm sure he was very happy how things have turned out in 17 years.

Gregory was a humble man and didn't want a fuss made over him. He was the Awards chair since the inception of the LHA, but he never looked for recognition. The Gregory M. Franzwa Award was created in his honor this year to honor the individual or organization which does the most to promote the Association. The award was to be presented to Gregory, but his passing came sooner than expected. Greg was also the editor of the national LHA newsletter, "The Forum". The newsletter is now in good hands because his wife Kathy is picking up where Gregory has left off. "The Forum" will continue to be the great publication we have all come to know and enjoy. In closing,

somewhere on that great highway in the sky, Gregory is kicking back with Carl Fisher and Henry Joy and looking at what has been accomplished. I'm sure Carl and Henry are congratulating him on a job well done, and I'm sure he's deflecting the credit. I'll say it for all of us. Great job, Greg & thank you for all you have done for the LH and you deserve all the accolades. We'll miss you! **L**



**Gregory M. Franzwa 1926-2009**

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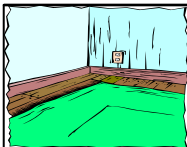
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# The President's Corner

By Kathy Dirks, ILHA President

**"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."  
-Henry Ford (1863-1947)**

While pondering what topic I wanted to touch upon for this newsletter, my mind went to all the work that is going on right now by different people involved with the Iowa Lincoln Highway Association: hosting the recreation of the 1919 Military Convoy; planning and hosting the upcoming Iowa Lincoln Highway Motor Tour in August; the on-going work with interpretive sites across Iowa; the day-to-day promotion of the Lincoln Highway through the newsletter, website, and by word-of-mouth; and the new project being worked upon by the three RC&D's with the Iowa Lincoln Highway Heritage Byway across Iowa. Hopefully, many of you will be traveling to Belle Plaine on Saturday, July 11<sup>th</sup> to hear more about these and other possible projects along the Lincoln Highway.

My thoughts then went to those that had the foresight to bring the National Lincoln Highway Association back to life on October 31, 1992 in Ogden, Iowa, and subsequently the Iowa Chapter of the Lincoln Highway Association. It had to have been somewhat of a daunting task, but fortunately they were committed and proved to be up for the challenge.

As a relative newcomer to the ILHA, I know there is a great deal of Lincoln Highway and ILHA history I have yet to learn. One thing I know for certain though is that a great deal of work has been done and much has been accomplished towards the preservation and promotion of the Lincoln Highway due to the tireless efforts of those that came before and those that continue to work.

For everyone's efforts during the last 17 years, I'd like say a heartfelt "Thank you!" Thank you for coming together, keeping together, and working together for the overall betterment of the Lincoln Highway.

Happy traveling!

**Kathy**

**(Have Spare Tire continued from Page 2)**

It should be obvious how this tale of love and thievery ends. All the while in the parking lot sits the classic Stutz Bearcat that no one recognized.

It all took place along our favorite highway!

Oh yes, Marian lived happily ever after. (Organ music fades to silence.) **L**

## military convoy

Below are some photos of the military convoy that passed across Iowa from June 21-23, 2009. This convoy, organized by the Military Vehicle Preservation Association coincided with the 90th anniversary of Dwight D. Eisenhower's convoy in 1919. A detailed story with more photos will be in the Autumn edition of "Along the Lincoln Highway"



Convoy in DeWitt (Photo by Cathie Nichols)



Denison Resident Harry Petersen, 96 was presented a plaque from Col. Tom Statton (Commander of the 2nd Brigade combat unit) of the Convoy to recognize that he also saw the original 1919 convoy. (Photo by Deb Rothmeyer)

### MOTOR TOUR 2008 DASH PLAQUES AND WINDOW DECALS STILL AVAILABLE!

We have a few dash plaques and static cling window decals left over from the 2008 Motor Tour. We are offering the pair for \$5.00. Or you can buy them separately for \$3.00 each. These will make nice collector's items, since they are first year Iowa LHA Motor Tour items. If you are interested, please send a check or money order payable to the Iowa LHA to Jeff LaFollette, 2130 W. 4th St. Davenport, IA 52802. Quantities are limited so get yours today before they are gone! **L**

# LINCOLN HIGHWAY SUSTAINABILITY PROJECT CONTACTS

## IOWA RC&D-----RESOURCE CONSERVATION AND DEVELOPMENT

**Eastern Iowa**

(Clinton, Cedar, Linn, Benton, & Tama counties)

Iowa Valley RC&D  
920 48<sup>TH</sup> Ave.  
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FAX 319-622-3105

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LH Project Manager:  
Peter Hoehnle  
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**Central Iowa**

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FAX 515-233-1131

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*Iowa has 2 National Scenic byways, 8 state scenic byways, and 1 state heritage byway-the Lincoln Highway. This is a 3 year project that will develop a local steering committee with new focus on promoting all of the byways in the state of Iowa. Specific work tasks will be performed in developing systems and products to facilitate sustainable organizations for the partnering byways located throughout the state of Iowa. Our overall goal is to establish a byway stakeholder group, facilitate the creation of a sustainable byways organization and facilitate revision of the corridor management plan for the Lincoln Highway Heritage Byway. The comprehensive plan will provide the needed planning information to enable byway stakeholders and the organization to successfully implement sustainable byway development, marketing, and promotional activities.*

### Name That Lincoln Highway Spot

It's back...Name that Lincoln Highway Spot. Here is the spot for you to figure out this issue. This photo was taken by Bryan Osberg from Urbandale, IA on the motor tour last year. Your mission, should you choose to accept is to tell us where this old filling station is located. It is along the first Lincoln Highway route. E-mail your guess to Jeff LaFollette at [jefflaf@peoplepc.com](mailto:jefflaf@peoplepc.com). If you are correct, we'll post your name in the next issue of "Along the Lincoln Highway". Maybe you'll come across it on a nice weekend drive. **L**



### Upcoming LHA State Meetings

October 10, '09	Pottawattamie County
January 9, '10	To Be Announced
April 10, '10	To Be Announced
July 10, '10	To Be Announced

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

William Clark	Jefferson, Greene L
Crawford Co. Chamber	Denison, Crawford L
Harrison Co. Hist. Society	Modale, Harrison L
David & Betty Howell	Fairfield, Jefferson
Iowa Valley RC&D	Amana, Iowa
Gene Kemmann	Wheatland, Clinton L
Richard & Marva Knoedel	Iowa City, Johnson L
M&M Divide RC&D	Carroll, Carroll L
Martin & Kristin Peterson	Algona, Kossuth
Hollie Roberts	Jefferson, Greene L
Paul Burgett	Centuria, WI

L (Denotes a Lincoln Highway County)

**COME AND JOIN US FOR THE 2<sup>nd</sup> 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**

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

## Jump In Your Car, Forget the Train Come and Join Us In Belle Plaine

The Iowa Lincoln Highway Association summer meeting takes us to the east central section of the state in Benton County where we will be meeting in Belle Plaine. The meeting will be conducted **Saturday July 11, 2009** at the Belle Plaine Historical Museum . The museum is located at 901 12th St. in downtown Belle Plaine. Coffee and rolls will be available at 9:00 AM. President Kathy Dirks will drop the gavel around 9:30 to begin the meeting. There will be many items of discussion, including the motor tour, and the folks from the three Iowa RC& D's will be in attendance to update us on the progress of signage of the Lincoln Highway Heritage Byway. We invite you to attend and see what is going on along the Iowa Lincoln Highway. After the meeting around noon, lunch will be served to us at the museum. Lunch will cost \$7.00 per person, and will consist of croissant sandwiches, chips, salads and dessert and beverage. If you are planning to attend, please contact Jeff LaFollette by e-mail at [jefflaf@peoplepc.com](mailto:jefflaf@peoplepc.com). We hope you can join us at the meeting.

**DIRECTIONS: FROM THE EAST-** Travel west on US 30 (Lincoln Highway) About 11 miles west of Youngville Café, look for County Road V40. Turn left onto V40 and drive south until you come to a T intersection which is 77th Ave., or county Road E66. Turn right onto E66 and continue west into Belle Plaine, where E66 becomes Henry Tippie Blvd. Look for 12th St. it will veer off to the left. Take 12th St. to the museum.

**FROM THE WEST-** Travel east across US 30 (Lincoln Highway) Take US 30 to the intersection with IA 21. Turn right onto IA 21 and follow into Belle Plaine. You'll drive past Preston's Station and in the city, you'll be on 13th St. Continue on 13th St until you come to 9th Ave. Turn right onto 9th Ave. and go one block to the museum.



**In This Issue...**

Have Spare Tire...Will Travel and Gregory M. Franzwa 1926-2009

**FIRST CLASS**

Iowa Lincoln Highway Association  
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