

# LINCOLN HIGHWAY HERITAGE BYWAY

## INTERPRETIVE MASTER PLAN



**April 2018**

*Front cover: Prairie plantings line the west end of the Seedling Mile, a portion of the Lincoln Highway Heritage Byway in Linn County.*

*Facing page: The Lincoln Highway once crossed the 1919 Marsh Rainbow Arch bridge in Boone County.*

# LINCOLN HIGHWAY HERITAGE BYWAY

## INTERPRETIVE MASTER PLAN

### Prepared by:

#### Schmeckle Reserve Interpreters

University of Wisconsin-Stevens Point  
Stevens Point, WI 54481

Phone: 715-346-4992, E-mail: [schmeckle@uwsp.edu](mailto:schmeckle@uwsp.edu)

Web: [www.uwsp.edu/schmeckle](http://www.uwsp.edu/schmeckle)

Planners: Jim Buchholz, Megan Espe, Dr. Michael Gross,  
Dr. Brenda Lackey, and Ron Zimmerman



Schmeckle Reserve  
College of Natural Resources  
University of Wisconsin-Stevens Point

### Submitted to:



#### Prairie Rivers of Iowa Resource Conservation & Development

2335 230th Street, Suite 101  
Ames, Iowa 50014



Scene along the Lincoln Highway Heritage Byway,  
Jordan, Boone County

# TABLE OF CONTENTS

<b>Chapter 1: Introduction</b> .....	<b>1</b>
Lincoln Highway History .....	2
Lincoln Highway in Iowa .....	7
Iowa’s Lincoln Highway Heritage Byway .....	8
Establishing the Iowa Byways .....	9
Lincoln Highway Heritage Byway Map.....	10
Scope of Work.....	12
The Planning Process.....	13
References .....	14
<b>Chapter 2: Vision and Goals</b> .....	<b>15</b>
Mission .....	16
Core Values .....	17
Byway Purpose Statement.....	18
Interpretive Goals .....	18
References .....	23
<b>Chapter 3: Byway Travelers</b> .....	<b>25</b>
Iowa Welcome Center Reports.....	26
Lincoln Highway Economic Impact Study .....	27
Lincoln Highway Association Conference.....	29
Target Audience .....	30
Staging Experiences.....	32
References .....	35
<b>Chapter 4: Interpretive Resources</b> .....	<b>37</b>
Resource Categories.....	38
Lincoln Highway Regions .....	38
Lincoln Highway Heritage Byway Regions Map .....	39
Clinton County .....	40
Cedar County .....	50
Linn County.....	56
Benton County.....	72
Tama County.....	78
Marshall County .....	88

Story County.....	96
Boone County.....	106
Greene County.....	114
Carroll County.....	124
Crawford County.....	132
Harrison County.....	140
Pottawattamie County.....	150
References.....	160
<b>Chapter 5: Themes and Messages.....</b>	<b>161</b>
Defining Themes and Messages.....	162
Primary Theme.....	163
Sub-Theme 1 & Messages: Origins—Creation of the Lincoln Highway.....	164
Sub-Theme 2 & Messages: Romance—Personal Mobility and Arts.....	168
Sub-Theme 3 & Messages: Geography—Culture and Landscape.....	172
Sub-Theme 4 & Messages: Development—Commercial and Safety.....	176
Sub-Theme 5 & Messages: Railroad—Connection to the Highway.....	182
References.....	185
<b>Chapter 6: Interpretive Media.....</b>	<b>187</b>
Defining Interpretive Media.....	188
Existing Interpretive Opportunities.....	189
Wayfinding.....	203
Streetscaping.....	205
Existing Streetscaping Elements.....	205
Corridor Planning.....	207
Interpretive Murals.....	208
Metal Silhouette Statues.....	210
Painted Poles.....	212
Lincoln Highway Gardens and Parks.....	212
Restoration of Roadside Businesses and Signs.....	213
Scenic Overlook Sites.....	214
Create Visually Unified Media.....	220



*Yellow coneflowers blooming along the byway in Dow City, Crawford County*



*Original Lincoln Highway brick pavement in Mount Vernon, Linn County*



*Residents celebrate their home's location along the Lincoln Highway, Woodbine, Harrison County*



*A Lincoln Highway sign marks the old route in Marshalltown, Marshall County*

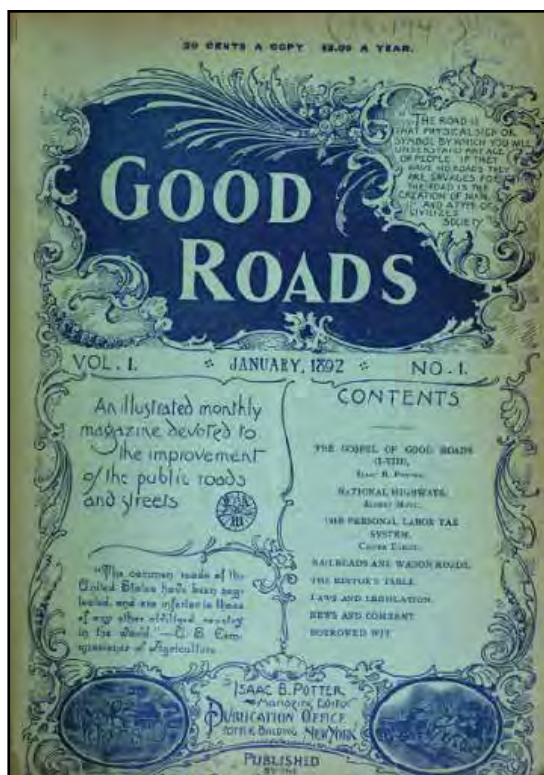
Core Interpretive Experience Sites .....	224
Existing Core Interpretive Sites.....	224
Proposed Core Interpretive Sites to Develop.....	228
Interpretive Experience Hubs .....	232
Experience Hub Design.....	234
Recommended Experience Hub Sites .....	240
Wayside Exhibits.....	246
Primary Wayside Exhibits.....	247
Multisensory Components .....	251
Secondary Wayside Exhibits.....	252
Recommended Wayside Exhibit Sites .....	254
Welcome/Visitor Center Exhibits.....	262
Traveling Exhibit.....	264
Online Media .....	268
Lincoln Highway Heritage Byway Website .....	268
Social Media.....	273
Audiovisual Tours .....	274
Audio Tours .....	274
Audiovisual Mobile Tours .....	276
QR (Quick Response) Codes.....	277
Recommendations.....	278
Publications.....	280
General Byway Brochure .....	280
Interpretive Travel Guide.....	284
Family Activities .....	288
Iowa Byways Junior Explorer Program .....	288
Family Discovery Packs .....	290
Passport Program.....	291
Media Cost Estimates .....	293
References .....	294
<b>Appendices.....</b>	<b>295</b>
Appendix 1: Categorized Community Meeting Results .....	296
Appendix 2: Media Fabrication Companies .....	301

# CHAPTER 1

# INTRODUCTION



Restored gas station, café, and motel along the Lincoln Highway at Reed-Niland Corner, Colo



Originally led by bicycle enthusiasts, the Good Roads Movement was devoted to improving public roadways—a magazine was created in 1892.

## INTRODUCTION

The Lincoln Highway was once the most famous road in America. It was the symbol that “Good Roads” supporters rallied around in their crusade to create a highway system for the country. It was the first successful transcontinental highway and served as the catalyst for the driving improvements that were being demanded by an increasingly mobile public and by the car makers of Detroit.

This plan provides a framework for creating interpretive media to help travelers enjoy and experience the historic Lincoln Highway in Iowa. Today, many are seeking an escape from high-speed traffic and fast-paced lives. The Lincoln Highway is an alternative traveling experience that celebrates history and enriches people’s sense of place. The interpretive media recommended for the corridor will invite visitors to explore the route and encourage them to enjoy the unique features in each community.

## Lincoln Highway History

### Igniting the Dream

The Good Roads Movement began in 1880, led by bicycle enthusiasts who wished for improved public roadways. In the early 1900s, automobile promoters took over the helm of the movement.

The Lincoln Highway was not the first coast-to-coast highway proposed in America. In 1894, the first head of the U.S. Office for Road Inquiry, General Roy Stone, proposed a transcontinental “demonstration road” from Washington, D.C. to San Francisco. The Yellowstone Trail was founded in 1912, a year ahead of the Lincoln Highway, although it didn’t propose to be coast-to-coast until 1914. The National Midland Trail organized in 1912, and the National Old Roads Association formed in 1913 to create transcontinental highways. But the Lincoln Highway was the first successful, all-weather, coast-to-coast automobile highway. The Lincoln Highway owed its success to promotion.

No federal funding existed to build early highways. In 1913, when Carl Fisher proposed a “Coast-to-Coast Rock Highway,” dirt roads led from one town to the next, and few people



could give directions beyond that. Fisher was a dreamer. He had founded the Indianapolis Speedway, owned the Prest-O-Lite Headlight Company, and would later create the Dixie Highway that would lead buyers to his land speculations at the then unknown Miami Beach development. He approached the fledgling automobile industry for support and funding for his highway. Eager to put America on wheels, many executives from automobile manufacturers and tire companies joined the ranks of the Lincoln Highway Association at its inaugural meeting on July 1, 1913.

Henry Joy, president of the Packard Motor Car Company, was elected president of the new association and it was his suggestion to dedicate the road to the martyred Abraham Lincoln. This patriotic mission had popular appeal and the ability to attract members. For a \$5 fee, members could sign on to help build a boulevard across America.

Fisher had underestimated the cost of building a rock road across the country. His original \$10 million estimate fell far short and the actual amount collected by the association was much less than that. A few corporate sponsors like Frank Seiberling of Goodyear Tire and Rubber

Company, William C. Durant of General Motors, Henry Joy, and Fisher himself provided most of the Lincoln Highway capital. To Fisher's dismay, Henry Ford held out for state and federal funding, confident that the public demand for good roads would prevail. He said,

“...I believe in spending money to educate the public to the necessity of building good roads, and let everybody contribute their share in proper taxes.

Without adequate financial backing, it was impossible to construct a road across

America. It was, however, possible to identify existing roads and label them as the Lincoln Highway. Signs were cheaper than rock and concrete. Any road could be marked as the official route if it were sanctioned by the association out of their Detroit office. Guidebooks and signs constituted the early highway.

In the very first year of its existence in 1913, the association set out to identify a route across the continent. Leaders did it with flair, publicity, and an entourage of 20 cars with streaming red, white,

*U-M Library: Lincoln Highway Digital Image Collection*



*Henry Joy endeavors to traverse the main street of an Iowa town, 1915*

U-M Library: Lincoln Highway Digital Image Collection



A painting of the official Lincoln Highway marker with a Packard driving in the background

and blue pennants as they took a fact-finding road trip across America. The route selection was, of course, strewn with political land mines. Every state and every town wanted to be on “America’s Main Street.” The route across the country was determined by a number of factors, such as the need to connect major cities and supportive communities, include scenic landscapes and historic sites, and above all, follow the most direct route.

October 31, 1913 was a day of celebration for Iowa communities and other American cities fortunate enough to be included on the new route. Thousands of people flooded into these towns to hear “Good Roads” speeches, listen to praises of Abraham Lincoln, and watch bonfires and fireworks blaze into the night.

### Marketing the Highway

Within a year, the Lincoln Highway Association was in dire financial straits—building improved roads was a drain on its resources. Association leaders realized that its limited funds were better spent on promotion than on highway construction, especially after corporate America failed to provide strong sponsorship. It was said that the road was paved more with printers’ ink

than with concrete. The Lincoln Highway became the centerpiece in a massive marketing campaign to convince the public that better roads were needed and that the government should build them.

Press releases issued by the association flooded newspapers from coast to coast. The “See America First” movement promoted by men like Stephen Mather, father of the National Park Service, encouraged elite motorists like columnist Emily Post to drive the highway accompanied by journalistic fanfare. Record-setting cross-country racers such as L.B. Miller and “Cannonball” Baker received national news coverage, as did movie star Anita King who drove the highway solo in 1915 and filmed a movie about it called *The Race*.

The association also sponsored concrete Seedling Miles in each state that were built at strategic locations between notoriously muddy stretches of dirt road. These served as prototypes of what an improved highway could do for the nation.

### Prototype for the Nation

In the early 1920s, the Lincoln Highway was the vanguard of interstate highways. It provided the standards and the prototypes for other roadways. An

“Ideal Section” of the Lincoln Highway was constructed in 1923 on the Illinois-Indiana state line to serve as a model for road construction. The 1.5-mile stretch featured 10-inch thick concrete, a 40-foot paved width, a 100-foot right-of-way, underground drainage, lighting, and landscaping.

The 1920s were the peak of fame for the Lincoln Highway. In 1919, the U.S. Army embarked on a celebrated convoy crossing of the entire highway as a test of national preparedness. The convoy was led by Henry Ostermann, field secretary of the Lincoln Highway Association, who had driven the highway coast-to-coast as many as three times a year. Cross-country racers were setting records and capturing headlines. Songs and poems were written about the road. The highway caught on in the advertising world. Lincoln Highway cigars, dairy products, and even fuel pumps sported the red, white, and blue “L” of the highway. Restaurants, motor garages, campgrounds, and hotels proudly displayed the banners and named themselves after the highway.

The rural roadside evolved rapidly in the 1920s as automobile-related industries boomed. The public face of cities shifted from railroads to the highway. Gumbo mud-holes that once ensnared

automobiles were a thing of the past. Roadside attractions generated by the automobile age were the new lure of the road. Auto camps evolved into tourist cabins, which soon gave way to motels. Filling stations expanded to offer traveler services, including gas, food, souvenirs, and amusements.

### Loss of Identity

The Lincoln Highway and the Good Roads Movement faded away as a result of their own success. Federal funding became increasingly available. In 1916, the Road Aid Act provided the first trickle of money for road improvement. It was intended to assist in rural mail delivery and farm-to-market roads. The Federal Highway Act of 1921 reflected the need for interstate road networks. It required that each state designate 7 percent of its roads as part of an interstate system. The act provided \$75 million in matching funds to state highway departments.

At least nine transcontinental highways existed by 1922. The web of roads had

*The Plymouth Bulletin, May-June 1985*



*L.B. Miller (left) broke many speed records on the Lincoln Highway*

*Iowa DOT: Virtual Museum*



*1919 U.S. Army Convoy in downtown Tama*



The Lincoln Highway radio show was popular in 1940-42



Several 1928 concrete Lincoln Highway markers still exist along the byway in Iowa, like this one in the State Center rose garden

become confusingly marked with a baffling number of signs and painted logos. Some states had already adopted systems of numbering roads, and by 1925, the American Association of Highway Officials instigated a policy of numbering all interstate roads. Named highways, like the Lincoln Highway, were subject to the numbering system. The legendary Lincoln Highway would dissolve into a series of disconnected numbers.

Henry Joy, president of the Lincoln Highway Association, shared his distaste of the decision:

“My thought is to send to the president, his cabinet and all members of Congress a copy of the Lincoln Highway Proclamation and along with it a printed slip saying: “The Lincoln Highway, a memorial to the martyred Lincoln, now known by the grace of God and the authority of the Government of the United States as Fed. Rt. 1, Fed. Rt. 30, Fed. Rt. 30N, Fed Rt. 30S, Fed Rt. 530, Fed. Rt. 40 and Fed. Rt. 50.”

The Lincoln Highway Association disbanded on December 31, 1927 as an active board after passing one final resolution: to mark the route as a memorial to Lincoln. Iconic Lincoln

Highway markers were designed by landscape architect Jens Jensen, who won a design contest. They were cast with reinforced concrete, with dyed concrete insets of red, white, and blue, and blue directional arrows. A bronze medallion was inset of Lincoln’s head and the words “THIS HIGHWAY DEDICATED TO ABRAHAM LINCOLN.” On September 1, 1928, in a united effort, Boy Scouts placed about 2,400 markers at every mile across the coast-to-coast highway. Several markers can still be seen along the Lincoln Highway in Iowa, although few are in their original locations. Artifacts from another era, these are some of the last tangible icons of the original Lincoln Highway dream.

The popular image of the Lincoln Highway persisted in the minds of most Americans throughout the 1930s and ‘40s. It had been too well publicized to fade away entirely. From 1940 to 1942, a nationwide radio program called *Lincoln Highway* starred Hollywood actors and actresses like Gloria Swanson, Ethel Barrymore, and Lucille Ball to “bring thrilling real-life stories of people whose lives cross on America’s greatest road!”

The final blow to the Lincoln Highway’s identity came after the passage of the National Interstate and Defense

Highways Act of 1956, which ushered in the “super highway” system of limited-access interstates. Ironically, it was signed into law by President Eisenhower who, 37 years earlier, was a young officer on the 1919 U.S. Army convoy.

## Lincoln Highway in Iowa

As they started to plan for a transcontinental route, the Lincoln Highway Association directors knew that the highway would need to pass through Iowa to connect Omaha with Chicago. The relatively flat terrain provided numerous potential routes. Henry Joy traveled the state on several occasions to determine the best connection between the Mississippi and Missouri Rivers.

In September 1913, the Lincoln Highway Association announced the official route through the state. It would include 358 miles of unimproved dirt roads connecting Clinton on the Mississippi River to DeWitt, Cedar Rapids, Tama, Marshalltown, Ames, Jefferson, Denison, Logan, and finally with Council Bluffs on the Missouri River. The route largely followed the Chicago & North Western Railway (now owned by Union Pacific).

The Good Roads Movement enjoyed popular support in Iowa. For rural

residents, the Lincoln Highway was a critical link to railroads, towns, and markets for their farm products. In 1913, a county road system was established and numerous culverts and bridges were replaced with concrete structures.

Iowa lagged behind other states, however, in improving its roads. Travelers were warned against attempting to cross the state in rainy weather. When wet, the state’s dirt roads turned into a thick and viscous impassible mud that drivers nicknamed “gumbo.” A Seedling Mile of concrete was built in 1918–19 between Mount Vernon and Cedar Rapids to demonstrate the benefits of paved roads, but the challenge of financing road grading and paving projects limited further highway improvements. By 1924, the only paved Lincoln Highway segments in rural Iowa were in Greene and Linn counties. It wasn’t until the 1930s that the entire route was finally paved.

In 1926, the Lincoln Highway in Iowa became U.S. Highway 30. Starting in the 1930s, the road was straightened and rerouted around cities to provide a more direct route across the state. The highway is still used as a main east-west corridor across the state.



*Concrete construction underway on the Lincoln Highway in central Iowa, 1915*

Courtesy of Mike Whye



The Lincoln Highway Heritage Byway signs, like this one in Woodbine, include the official red, white, and blue Lincoln Highway logo adopted in 1913

## Iowa's Lincoln Highway Heritage Byway

Today, travelers race across Iowa on Interstate 80, a highway built for speed rather than aesthetics. Few people realize that just a few miles north lie the remnants of America's once most famous transcontinental highway. In some fields and second-growth woodlands, roads and bridges are gracefully disintegrating. In other places, street names, businesses, and communities celebrate the history of the coast-to-coast highway and the stories of lives that crossed on "America's greatest road."

Iowa is a leader in preserving the legacy of the Lincoln Highway. On October 31, 1992, over 40 people from seven states met in Ogden, Iowa to reform the national Lincoln Highway Association (LHA) that had disbanded 65 years before. The mission of the new LHA is to "identify, preserve, interpret and improve access to the Lincoln Highway and its associated sites." The LHA now has chapters in 13 states, with Iowa's membership being the highest. The group has been active in preservation, education, and promotional efforts related to the Lincoln Highway.

In Iowa, nearly 85 percent of the original Lincoln Highway route is still drivable.

Designated as the state's first Heritage Byway in 2006, it travels 385 miles across 13 counties and connects the Main Streets of 43 communities. An additional 75 miles of loops following historic alignments brings the total to 460 miles, the longest of Iowa's byways. See the map on pages 10–11.

The byway is managed by Prairie Rivers of Iowa, a nonprofit Resource Conservation and Development (RC&D) council based in Ames. The organization works closely with the Iowa Lincoln Highway Association, byway communities, and other groups to promote the Lincoln Highway, encourage heritage travel, and support projects that benefit the corridor.

In December 2016, Prairie Rivers of Iowa completed an updated comprehensive 480-page Corridor Management Plan (CMP) that serves as a long-range plan for managing the byway. Community input meetings were held in 2015 and 2016 to generate feedback about projects, programs, intrinsic qualities, and amenities. This interpretive plan builds off the CMP to focus on significant interpretive opportunities.

# ESTABLISHING THE IOWA BYWAYS

The Iowa Byways program began in 1993 when the Iowa Department of Transportation designated four routes as Iowa Scenic Byways to encourage tourism. Nine additional byway routes were added between 1998 and 2016.

The current Iowa State Byways are:

- Grant Wood, 1993
- River Bluffs, 1993; additional segments, 2000
- Western Skies, 1993
- Historic Hills (originally named Woodlands), 1993
- Iowa Valley, 1998
- Loess Hills, 1998 (designated a National Scenic Byway, 2000)
- Driftless Area, 2000
- Glacial Trail, 2000
- Delaware Crossing, 2002
- **Lincoln Highway Heritage Byway, 2006**
- Covered Bridges, 2016
- White Pole Road, 2016
- Jefferson Highway Heritage Byway, 2016

Generic “Iowa Scenic Byway” signs were originally placed along the designated byway routes. The Lincoln Highway Heritage Byway never had these signs, but several communities and municipalities put up their own versions of the red, white, and blue Lincoln Highway logo along the route.

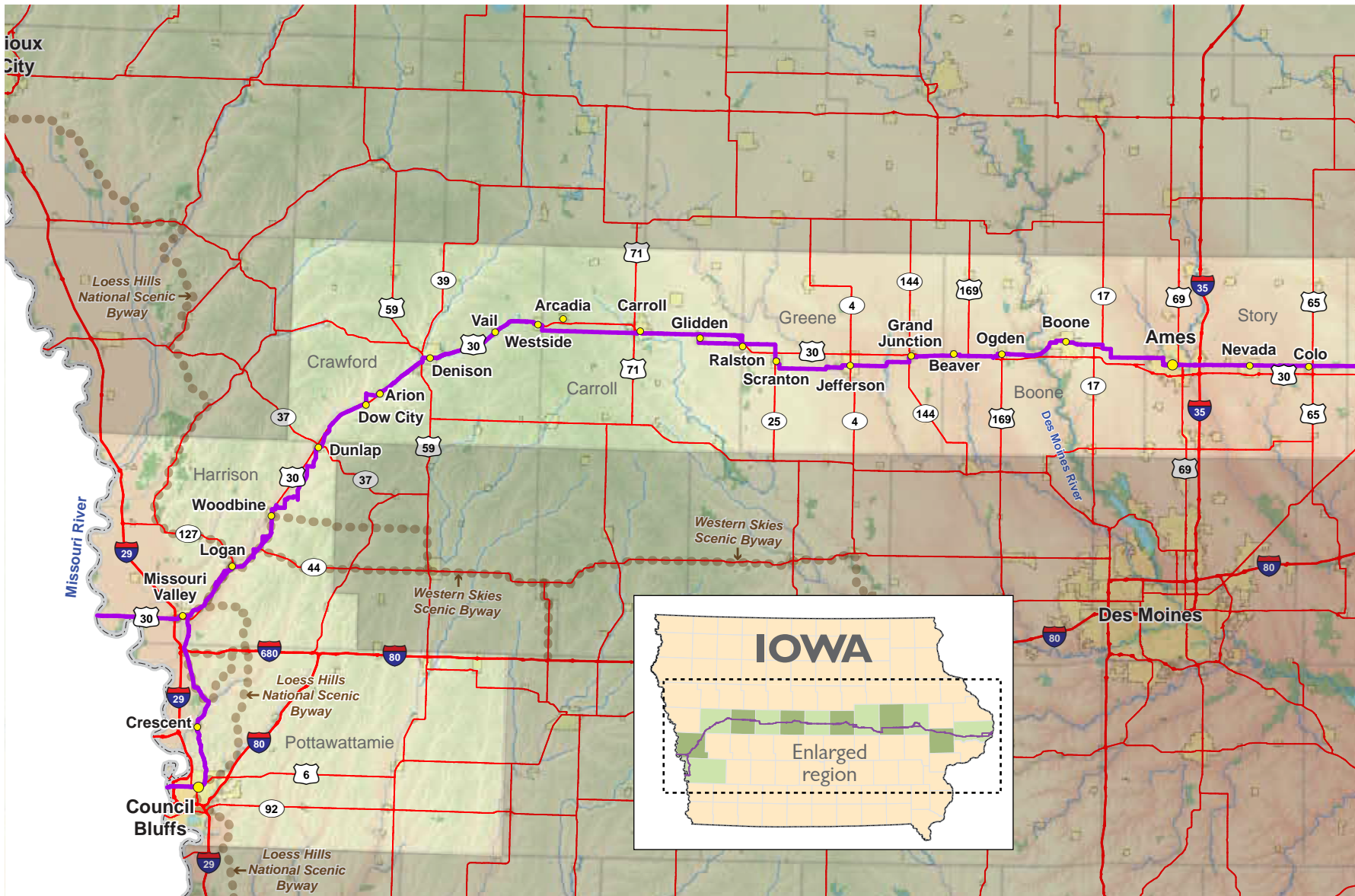
Initially, the state byways lacked local support and promotion, and there was little or no information provided to tourists about what to see and do. The Iowa Byways Sustainability Project (IBSP) began in 2008 as a response to this need. The IBSP is a collaborative effort between the Iowa Department of Transportation (DOT) and Resource Conservation and Development Councils (RC&D) across Iowa to preserve, protect, interpret, and promote Iowa’s scenic byways. Prairie Rivers of Iowa RC&D in Ames serves as the lead entity for the Lincoln Highway Heritage Byway.

As part of the IBSP, the Lincoln Highway Heritage Byway was the first byway to install new byway-specific branded signs to mark its route in 2011. Over 1,000 signs are installed.

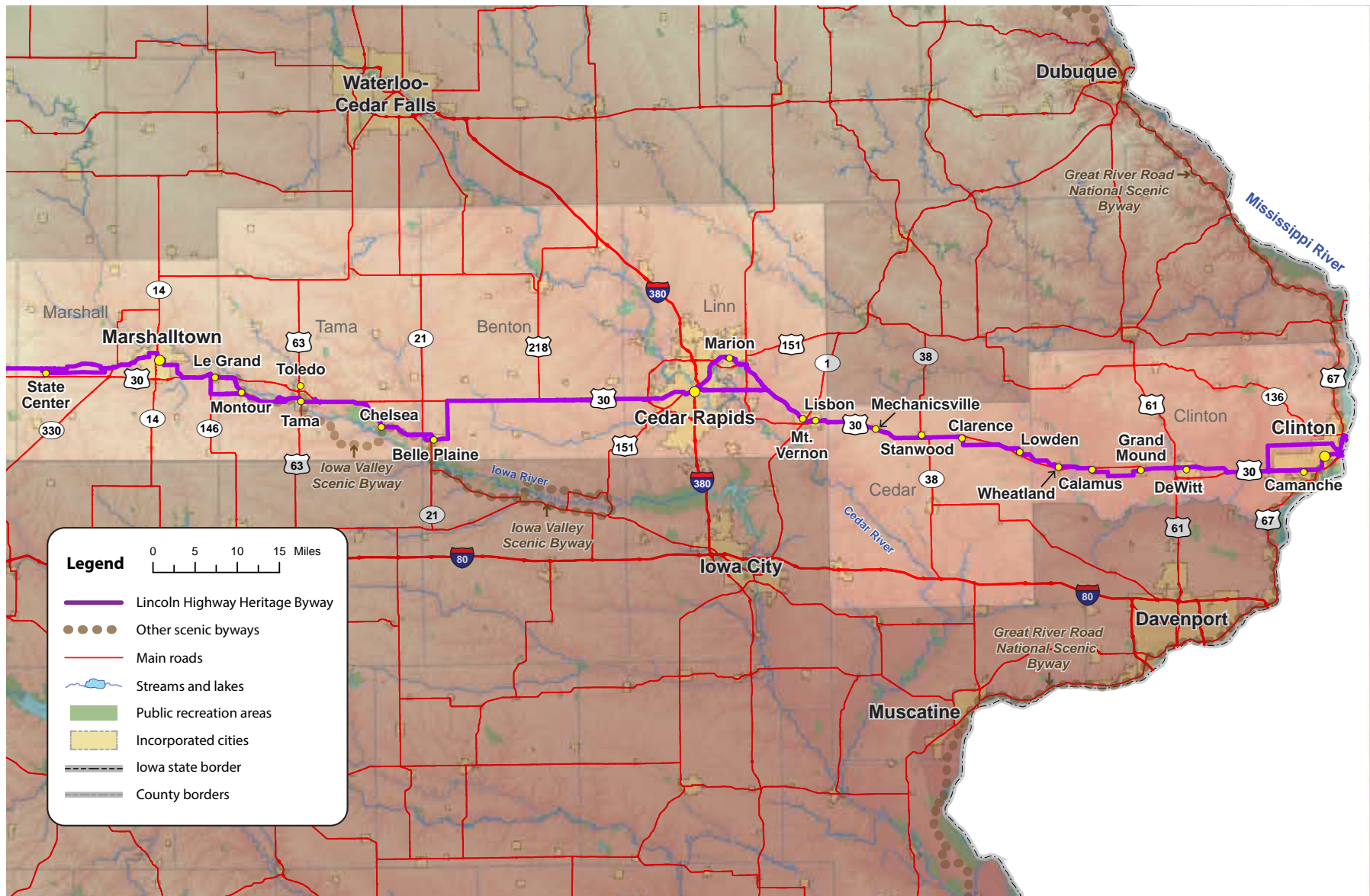


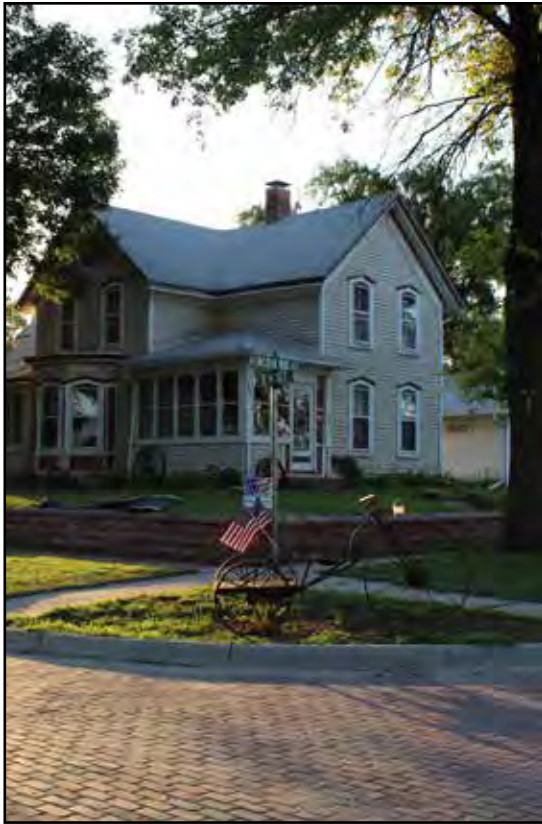
*The Lincoln Highway shares a portion of its route with the Iowa Valley, Jefferson Highway, Loess Hills, and Western Skies scenic byways as it travels across the state. Each byway has its own specific branded sign.*

# LINCOLN HIGHWAY HERITAGE BYWAY MAP









*Brick-paved Lincoln Highway through Woodbine*

## SCOPE OF WORK

In January 2012, Golden Hills RC&D, based in Oakland, Iowa, was awarded a Transportation Enhancement Grant through the Iowa Department of Transportation to complete interpretive master plans for ten Iowa byways. Additional funds were awarded for the Loess Hills National Scenic Byway plan and the Western Skies Scenic Byway plan through the Iowa West Foundation.

A request for proposals was issued in early 2013, seeking interest from firms to provide professional services to develop long-range interpretive master plans for Iowa's byways. Four firms were interviewed in August 2013. In February 2014, a professional services agreement for the ten interpretive master plans was entered into between Golden Hills RC&D and Schmeckle Reserve Interpreters, University of Wisconsin-Stevens Point.

Schmeckle Reserve Interpreters agreed to develop one interpretive master plan for each of the following scenic and historic Iowa Byways: Delaware Crossing, Driftless Area, Glacial Trail, Grant Wood, Historic Hills, Iowa Valley, Lincoln Highway, Loess Hills, River Bluffs, and Western Skies.

The work was divided into three phases. Phase one included interpretive master plans for Loess Hills and Western Skies, which were delivered in 2015. Phase two included plans for Driftless Area, River Bluffs, Grant Wood, Delaware Crossing, and Iowa Valley scenic byways, which were delivered in 2016 and 2017. Phase three included plans for Historic Hills, Glacial Trail, and Lincoln Highway. Historic Hills was delivered in 2017, with Glacial Trail and Lincoln Highway to be delivered in 2018.

Each interpretive master plan is based on the following tasks:

- Task 1: Inventory and Analysis of Byway Resources
- Task 2: Stakeholder Coordination and Public Input Process
- Task 3: Development of Interpretive Themes and Conceptual Interpretive Plan
- Task 4: Finalize Interpretive Plans with Recommendations and Design of Interpretive Elements
- Task 5: Reporting

# THE PLANNING PROCESS

**Interpretation** is defined as a communication process that guides visitors in their search for meanings in objects, places, and landscapes. We adhere to the philosophy that interpretive planning is a process of consensus development—of achieving a shared perspective by all stakeholders of why interpretation is needed, who it will serve, and what significant stories it will tell. Effective planning answers the following questions, which can be illustrated by the Planning Triangle:

## Who?

Determine who the byway visitors are and the experiences they are seeking. This includes activities and visitor groups that are not currently being targeted.

**Chapter 3:** Byway Travelers

## Why?

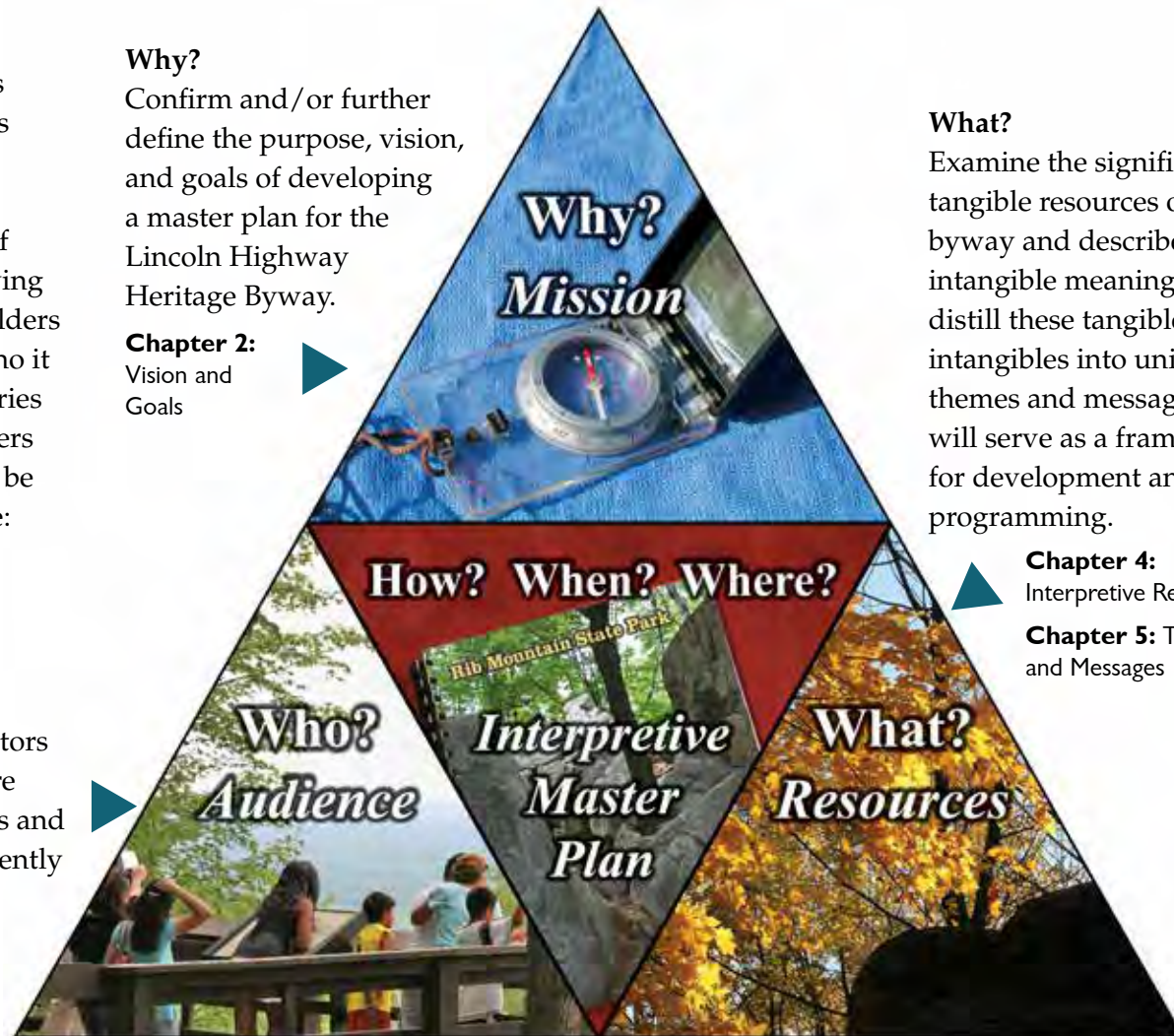
Confirm and/or further define the purpose, vision, and goals of developing a master plan for the Lincoln Highway Heritage Byway.

**Chapter 2:**  
Vision and Goals

## What?

Examine the significant tangible resources of the byway and describe their intangible meanings. Then, distill these tangibles and intangibles into unifying themes and messages that will serve as a framework for development and programming.

**Chapter 4:**  
Interpretive Resources  
**Chapter 5:** Themes and Messages



## Where? When? How?

Based on the why, who, and what, develop a plan for interpretive facilities, media, and programs that best facilitate visitor-resource connections within the parameters of the mission and vision of the Lincoln Highway Heritage Byway.

**Chapter 6:** Interpretive Media

## REFERENCES

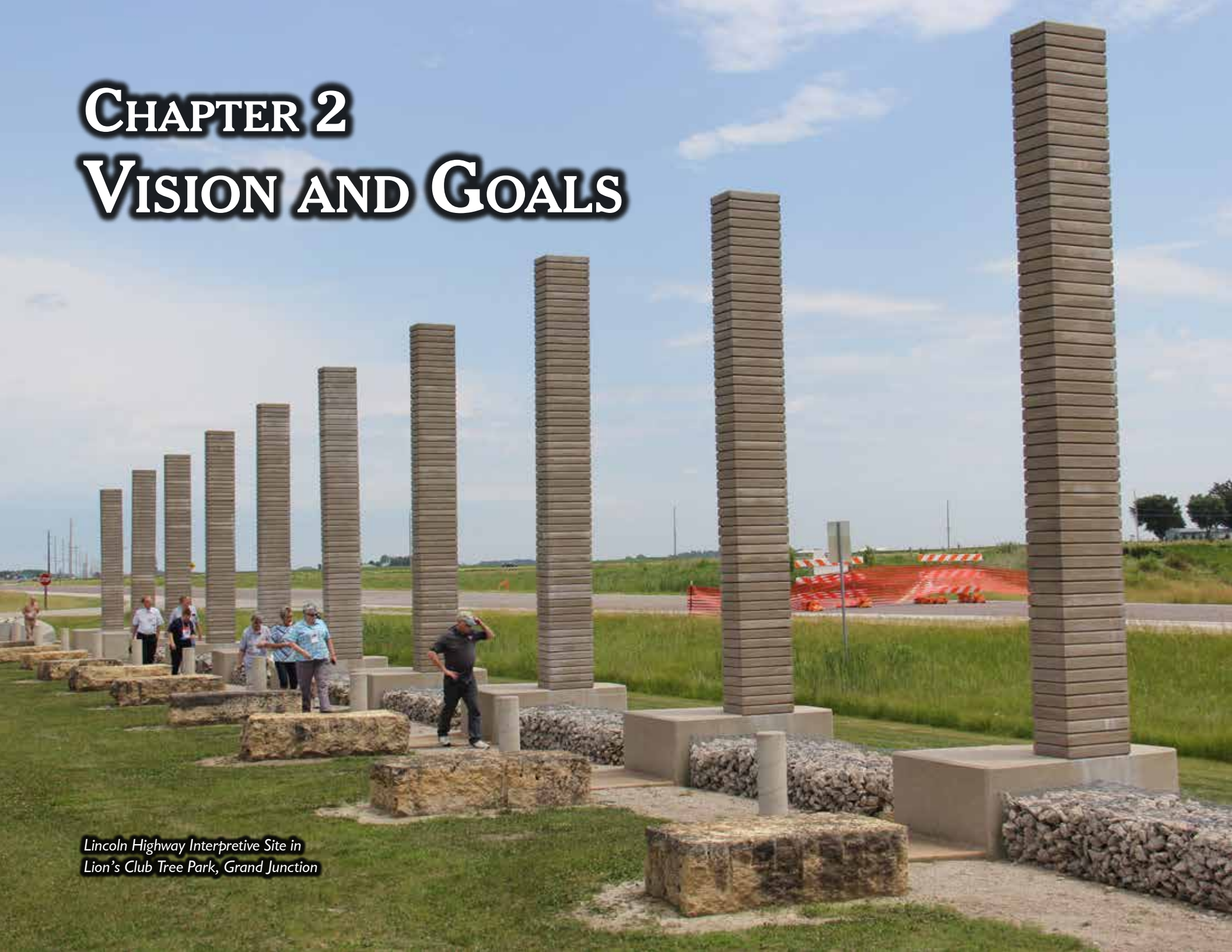
- ▶ *Illinois Lincoln Highway: Interpretive Master Plan* (2004). Written by Schmeckle Reserve Interpreters. Illinois Lincoln Highway Coalition, Belvidere, IL.
- ▶ *Lincoln Highway Heritage Byway Corridor Management Plan* (December 2016). Prairie Rivers of Iowa. Ames, IA.
- ▶ "Lincoln Highway History." *Iowa Lincoln Highway Association*, 2016, [www.iowalincolnhighway.org](http://www.iowalincolnhighway.org). Accessed 4 Dec. 2017.



*The Lincoln Highway travels over the Otter Creek bridge in Chelsea, Tama County*

# CHAPTER 2

# VISION AND GOALS



*Lincoln Highway Interpretive Site in  
Lion's Club Tree Park, Grand Junction*



The Lincoln Highway Heritage Byway and the Iowa Valley Scenic Byway cross in Tama

## VISION AND GOALS

A byway's vision and goals serve as an inspirational road map that describes what the byway will be and what it will achieve in the future.

The Lincoln Highway Heritage Byway is managed through the Prairie Rivers of Iowa RC&D organization. The byway's vision and goals are encapsulated within

the Prairie Rivers of Iowa mission and values. This section reviews the implications of the mission and values for interpretive planning, and offers unique interpretive goals to guide future planning, management, and implementation.

### Mission

A mission statement reflects an organization's fundamental purpose, which embodies the values of the resources and its stakeholders.

The revised mission statement of the Prairie Rivers of Iowa was adopted by the board on November 3, 2017, adding "cultural resources" to better reflect the organization's significant role in managing the Lincoln Highway Heritage Byway.

#### **Prairie Rivers of Iowa: Mission Statement**

Prairie Rivers of Iowa will promote economic development through the restoration and conservation of Iowa's cultural and natural resources.

*Adopted November 3, 2017*

Interpretation can play a major role in guiding the organization to the conservation of natural and cultural resources. A primary goal of interpretation is to promote responsible visitor use and support for a site. Visitors who have a connection to the resources tend to become advocates for the byway and protect its resources.

## Core Values

Core values are principles that bind an organization together and support the mission. Prairie Rivers of Iowa has five established core values (see tint box to the right). Several of these values relate to the development of interpretation along the byway:

1. **Advocate:** Sustainable stewardship practices extend beyond natural resources. Interpretation fosters connections between visitors and byway resources that lead to preservation, restoration, and protection of natural, historic, and cultural features.
2. **Partner:** This plan introduces numerous interpretive projects that provide ideal opportunities for partnerships between Prairie Rivers of Iowa and individuals, organizations, and communities.
3. **Educate:** An “environment of conservation” extends beyond the natural world to include historic and cultural resources. This plan recommends interpretive media and programs to tell the holistic story of the Lincoln Highway.

### Prairie Rivers of Iowa: Core Values

Prairie Rivers of Iowa respects and elevates the integrity of the natural, historical, and cultural resources in Iowa and advocates sustainability for present and future generations.

1. **Advocate:** We support ecological and natural resource integrity by advancing sustainable stewardship practices.
2. **Partner:** We engage and empower people and organizations with a diversity of skills and expertise to accomplish together more than we can do separately.
3. **Educate:** We foster the environment by learning and educating Iowans to activate and engage in cultivating an environment of conservation.
4. **Assessment:** We support a consistency of actions and methods through ongoing assessment of our programs.
5. **Transparency:** We approach opportunities and challenges with unbiased, candid, and open communication.



*Marsh Rainbow Arch Bridge north of Beaver, Boone County*

## LH Heritage Byway: Purpose Statement

To tell the story of the places and people who have lived and worked along the Lincoln Highway Heritage Byway.

## Byway Purpose Statement

A specific purpose statement was developed for the Lincoln Highway Heritage Byway as part of the Prairie Rivers of Iowa strategic plan (see tint box to the left).

This interpretive master plan directly supports the purpose statement by providing a framework of themes and messages to tell a holistic story of the Lincoln Highway (Chapter 5) and offering recommendations for media and programs (Chapter 6).

## Interpretive Goals

Built from an organization's mission and purpose, goals are focused aims that provide guidance for staff and stakeholders to achieve the broader mission. This plan highlights goals that are specific to interpretive opportunities.

From February through July of 2015, Prairie Rivers of Iowa conducted 17 community meetings along the Lincoln Highway Heritage Byway as part of the Corridor Management Planning process. One of the questions asked was: "What could the Lincoln Highway mean to your community in the future? What ideas do you have?" Many responses were directly or indirectly related to interpretation. The responses have been organized into related categories and are included in Appendix 1.

Four interpretive goals were generated from community meeting feedback, interactions with byway stakeholders, and analysis by the consultant team.

*Courtesy of Prairie Rivers of Iowa*



*Prairie Rivers of Iowa conducted a community meeting in Toledo, April 23, 2015 as part of the Corridor Management Planning process*



## Interpretive Goal 1

Develop quality interpretive media that guide visitors in their search for meaningful experiences on the byway.



*Lincoln Highway Interpretive Site, Grand Junction*

### Community responses related to Goal 1:

- Lincoln Highway tells a story, the byway can preserve the story
- Interpret the transportation story of the area
- Interpret life in 1913 and how it differed to live along an improved/unimproved road
- Signage and interpretive panels
- Marker on historic buildings – what they were originally and info on fields, crops, barges, ships
- Sites for Lincoln Highway kiosks
- Enhance interpretation in rest stops and more
- A regional Lincoln Highway visitor center
- Marion Historical Society/ Preservation wants to work with Lincoln Highway Heritage Byway to create an exhibit about the Lincoln Highway
- Museum, tourist camp, and gas station restored/interpreted (Denison)
- Museum with international connections; preserve history of the Lincoln Highway and the area
- Get Belle Plaine to open up Preston's Garage
- Audio tours—on a radio station or phone number
- Develop oral histories – possibly included with audio tours
- Cell phone apps—what to see, where to go
- Kiosk with scannable codes or dial a number for more information
- Electronic apps including Google Maps
- Develop walking tours, brochures, driving tours, other itineraries
- Tour bus across Iowa – narration, reenactors get on and off

- Deep Rock Station had an impromptu reenactment of how a gas station used to operate—could be more of these events in the future

### Goal 1 Actions:

- Secure grants and other funding sources to implement the projects in this interpretive master plan (Chapter 6).
- Organize byway representatives to collect oral stories, historic photographs, and documentation that can be used for interpretive program development.
- Develop interpretive experiences that go beyond reading or viewing; encourage byway travelers to explore and immerse themselves in sites that bring the stories to life.



*A classic Lincoln Highway sign helps to guide the way through Jefferson*

## Interpretive Goal 2

Enhance wayfinding to improve the visitor experience and assist travelers in finding attractions and information.

### Community responses related to Goal 2:

- Replace missing byway signs
- More wayfinding signs, and “marker ahead” signs
- “Curiosity” signs for information along roadway
- Connecting loops and making sure route is clear
- Wayfinding signs – for King Tower, Lincoln Highway bridge, tourist cabin, pictures on walls of visited locations
- Electronic wayfinding – Google Maps and websites
- GPS points mapped and used to direct travelers
- Wayfinding and DOT brown/blue signs from Highway 30, I-35, I-80 to the Lincoln Highway
- Getting travelers off Hwy. 30, I-35, I-29, etc. and onto the byway
- Develop key exit points from #30 to the Lincoln Highway
- The DOT Blue sign program- could it include a LH byway sign as an icon?
- Maps include landmarks like churches, schools, rivers
- DOT includes marking the Lincoln Highway on its statewide maps
- City parks with restrooms – need signage for travelers
- Red & Blue Line through town

### Goal 2 Actions:

- Secure grants and other funding sources to improve overall wayfinding along the byway.
- Implement recommendations for improving interpretive site wayfinding that are presented in this plan (see pages 203–204).
- Develop a “package” of related interpretive experiences that offers multiple wayfinding methods—experience hub kiosks, digital apps, websites, information center exhibits, etc.

## Interpretive Goal 3

Foster relationships between byway communities, businesses, and residents through participation in interpretive developments.

### Community responses related to Goal 3:

- Ensuring communities are welcoming to visitors
- Hospitality training—what to do in area, what’s important
- Vibrant visitors’ bureaus
- Work with other area byways
- ISU Extension assisting smaller towns to expand regional marketing, other extension to communities
- DOT/Byway/Iowa Tourism continue to support and help communities
- Connect downtowns – theaters, similar businesses along the whole byway
- Relationship with Silos & Smokestacks—Lincoln Highway could become a similar resource for its communities
- Links to the Chamber with Lincoln Highway information
- Businesses have stickers or signs for the Lincoln Highway

- Replica of monuments or 1928 markers – potentially available to have individuals or businesses sponsor or reinstall them

### Goal 3 Actions:

- Partner with byway communities to create interpretive media that unify each community’s story around common byway themes while celebrating their uniqueness.
- Develop experience hubs that highlight regional attractions along the byway and encourage travelers to visit multiple communities (see pages 232–245).
- Encourage community and group participation in the planning and development of interpretive media.



*A business in Jefferson welcomes Lincoln Highway travelers*



A 1928 Lincoln Highway marker protected in a case in Clarence's Memorial Park

## Interpretive Goal 4

Strengthen the identity of the Lincoln Highway through aesthetic and artistic developments that celebrate the byway's unique stories.

### Community responses related to Goal 4:

- Increase in the Arts and connections
- Art along the Byway: for each county
- Visuals—each community develops its own (for example, gas station with silo)
- Streetscaping
- Murals/public art
- More planned landscaping—the back of a property or farm is the front of the Lincoln Highway
- Jefferson has nice gardens, smaller communities are working on green spaces, these could be highlights of the road
- Woodbine art is welcoming—can be done in other areas
- Old signs (such as advertising signs) - originals or recreations
- Community theater could dress in period costumes and recreate historic scenes
- Could commission the Cornell staff

to do “plein air” landscaping or have a high school class take it on as a project

### Goal 4 Actions:

- Partner with communities to develop streetscaping strategies that strengthen the identity of the Lincoln Highway (see pages 205–213).
- Partner with artists and art-based organizations to create artwork (murals, sculptures, etc.) that represents the Lincoln Highway's unique sense of place.

# REFERENCES

- ▶ *Lincoln Highway Heritage Byway Corridor Management Plan* (December 2016). Prairie Rivers of Iowa. Ames, IA.
  - ▶ *Lincoln Highway Heritage Byway Corridor Management Plan: Community Meeting Notes* (February–July 2015). Prairie Rivers of Iowa. Ames, IA.
  - ▶ *Prairie Rivers of Iowa*. Prairie Rivers of Iowa RC&D, 2017, [www.prrcd.org](http://www.prrcd.org). Accessed 4 Jan. 2018.
- Personal Communication:**
- ▶ Jan Gammon, Prairie Rivers of Iowa, Lincoln Highway Heritage Byway Coordinator

*Lincoln Highway Heritage Byway in Linn County,  
part of the old Seedling Mile*





# CHAPTER 3

## BYWAY TRAVELERS

*Attendees at the 2017 Lincoln Highway Association National Conference in Denison gather around a 1916 Buick*



Visitors enjoy a car show in downtown Clinton, July 2016

*Courtesy of Prairie Rivers of Iowa*



Visitors browse the exhibits at the Grand Mound Historical Museum

## BYWAY TRAVELERS

Understanding travelers on the Lincoln Highway is fundamental to developing effective interpretation. As Iowa's first heritage byway, the Lincoln Highway offers unique opportunities to experience history related to the country's original coast-to-coast road. Many communities, organizations, and individuals in Iowa have embraced the spirit of the Lincoln Highway. Several resources and studies provide background about Lincoln Highway travelers and their expectations.

### Iowa Welcome Center Reports

To gauge the characteristics of travelers in the state, the Iowa Tourism Office surveys visitors at official Iowa Welcome Centers each year. The Harrison County Welcome Center, on Highway 30 just northeast of Missouri Valley, is located on the route of three byways: Lincoln Highway, Loess Hills, and Western Skies. Results from the survey indicate the following:

#### Visitor Demographics

According to the 2016 Harrison County Welcome Center survey:

- The average age of respondents was 59 years
- The average size of traveler groups was 2.4 people
- 53.1% were adults traveling with no children, and 19.8% were families with children under 18
- 1.8% were part of a group tour
- Travelers spent on average \$399 per day
- Most visitors, as expected, come from Iowa (19.8%). The next top areas represented were California (5.8%), international visitors (5.0%), Texas (4.7%), Minnesota (4.7%), Tennessee (4.3%), Washington (4.3%), Missouri (4%), and Colorado (4%)

#### Visitors' Main Areas of Interests

According to the 2015 Harrison County Welcome Center survey, 77% of respondents chose *scenic byways* as a main area of interest, the highest of all the welcome centers in Iowa. Since the welcome center is on three byways, the high percentage makes sense.

The 2016 survey eliminated *scenic byways* as an option for "main areas of interest."



Instead, more general categories were added that represent some of the intrinsic qualities that scenic byways offer. The main areas of interest reported on the 2016 Harrison County Welcome Center survey were:

- Arts, History, and Culture: 71.4%
- Scenic/Nature: 61.2%
- Family Fun: 38.0%
- Food and Drink: 30.1%
- Outdoor Adventure: 28.3%
- Shopping: 18.8%

### Analysis

As with many byways, the audience demographic tends to be older people traveling without young children. However, families were still significantly represented—one in five respondents were traveling with children. This is an audience that can be tapped and expanded through interpretive experiences. Compared to other Iowa welcome centers, the Harrison County facility sees a higher percentage of visitors from California, Texas, and internationally. It is a good opportunity to connect travelers with the Lincoln Highway as a classic "see America" experience.

At Harrison County, a high percentage of visitors are interested in history and culture, followed closely by scenery and nature (the highest percentage of all Iowa welcome centers). This likely shows the strong combination of the Lincoln Highway (history) and the Loess Hills (scenery/nature) interpreted at the welcome center.

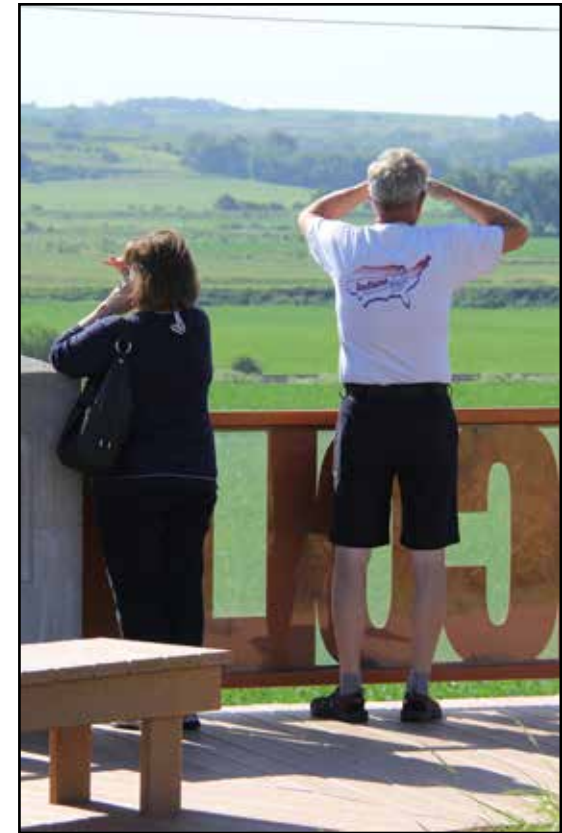
## Lincoln Highway Economic Impact Study

In 2015–2016, Prairie Rivers of Iowa coordinated an economic impact study for the Lincoln Highway Heritage Byway. This included the development and distribution of visitor and resident surveys. The responses provide valuable insight into the demographics and experiences of byway travelers. More information can be found in the *Lincoln Highway Heritage Byway Corridor Management Plan* (2016).

### Visitor Survey Findings

The visitor survey was distributed at nine locations along the Lincoln Highway. There were 116 respondents. According to the results:

- 46% were traveling as a couple, 22% were families, 20% were alone, and 10% were with friends



Visitors take in the view at the Harrison County Iowa Welcome Center outside of Missouri Valley



A guide leads a tour of the Granger House Museum in Marion

- 81% were traveling by car, van, or truck, 8% came by airplane, 5% were driving an RV/camper, and 4% arrived by motorcycle
- 45% came for a day trip, with the rest staying over at least one night
- Most travelers were very much aware (52%) or somewhat aware (23%) of the presence of the Lincoln Highway Heritage Byway
- Most travelers who were aware of the byway saw a highway or wayfinding sign (17%), followed by printed material (13%) and word of mouth (13%)
- 35% visited the region specifically because of the Lincoln Highway, with 26% choosing to travel through the region to another location because of the byway
- 27% plan to visit the region again in order to experience the byway
- Visitor suggestions that relate to interpretation include:
  - “More kiosks”
  - “Don’t know what byway is, why is this an attraction?”
  - “Need more signage, promotion, and awareness”

### Resident Survey Findings

The resident survey was distributed at local events along the byway and advertised on Facebook, with 96 groups responding. According to the results:

- 31% were traveling as a couple, 27% were alone, and 20% were family groups
- Most residents were very much aware (56%) or somewhat aware (34%) of the presence of the Lincoln Highway
- Residents became aware of the byway primarily through being a Lincoln Highway Association member (20%), word of mouth (19%), seeing a highway/wayfinding sign (18%), and through the byway’s Facebook page (15%)
- 11% of residents surveyed were employed in the tourism industry
- Most residents believe that byways contribute to the local area’s tourism (3.71 on a 5.00 scale)
- Residents felt that scenic byways have the highest impact on the preservation of cultural and historical sites (4.19 on 5.00 scale), community beauty (4.01), and natural area preservation (3.90)

## Analysis

The demographics of Lincoln Highway travelers in this survey are similar to the Harrison County Welcome Center. Most respondents were traveling as couples, but the family groups were again a significant audience (22% of visitors and 20% of residents).

Most travelers are aware of the Lincoln Highway Heritage Byway (75% of visitors and 90% of residents), and over a third of travelers visited the region specifically to drive the Lincoln Highway. This shows the strong efforts of the byway program, the Lincoln Highway Association, and other groups and individuals who promote and share the spirit of the byway. Interpretation should capitalize on these efforts, providing a deeper connection to the meanings of the coast-to-coast road.

Visitor suggestions support the development of signage and kiosks along the corridor to interpret the byway and its stories. Most visitors and many residents are aware of the byway due to highway/wayfinding signs. Additional wayfinding is important to alert travelers to interpretive opportunities along the corridor.

## Lincoln Highway Association Conference

The Lincoln Highway Association National Conference was held in Denison, Iowa from June 20–24, 2017. Several members of the interpretive planning team attended, providing the opportunity to gather unique insights about Lincoln Highway enthusiasts from throughout the country.

About 130 people attended the conference, representing Arizona,



*LHA Conference attendees at the Lincoln Highway Interpretive Site in Grand Junction, June 2017*



*LHA National Conference attendees disembark the tour buses to explore Jefferson, June 2017*

California, Colorado, Iowa, Idaho, Illinois, Indiana, Kansas, Maryland, Michigan, Missouri, Nebraska, Nevada, New York, Ohio, Oregon, Rhode Island, Utah, Virginia, Washington, and West Virginia. The conference celebrated the 25th anniversary of the reforming of the Lincoln Highway Association in Ogden.

### Analysis

Conversations with conference attendees revealed stories and experiences that were intriguing to out-of-state Lincoln

*Robby Pedersen demonstrates how he constructs furniture using historic techniques at RVP-1875 in Jefferson, June 2017*



Highway enthusiasts. Many compared the Iowa landscape and resources with those found in their own states. People were especially intrigued with Iowa's vast agricultural landscapes and operations.

Interpretation should focus on the uniqueness of the Lincoln Highway in Iowa, while placing it into the broader national context. Agriculture is, of course, a major part of Iowa's sense of place.

### Target Audiences

Based on traveler studies, community meetings conducted by Prairie Rivers of Iowa (February–July 2015), and interviews with Lincoln Highway stakeholders, several target audiences were identified that impact the type and depth of interpretive opportunities to be developed along the byway:

- **Lincoln Highway enthusiasts:** This audience appreciates in-depth information specifically about the Lincoln Highway and transportation history at that particular site. They are also interested in the sense of place—what makes communities and areas unique. They may travel long distances, perhaps even following the entire route across the country.

- **Tour groups:** In community meetings, many participants recommended expanding opportunities for group tours of the byway. Tour audiences are interested in personal stories shared by a knowledgeable and enthusiastic tour guide. Interpretive media can supplement these stories.
- **History buffs:** These travelers are interested in the history of the region, but may have limited knowledge of the Lincoln Highway. They appreciate stories of community development and historic sites and museums.
- **Serendipitous travelers:** These travelers may be driving Highway 30 and see a Lincoln Highway sign that piques their curiosity. They appreciate broad information about the significance of the highway and may be attracted to other interpretive opportunities.
- **Commuters:** People may regularly drive the byway as commuters, but have little knowledge of the highway's significance or attractions. They would appreciate general information about the byway and the significance of the road.
- **Byway community residents:** While most residents are aware that the

byway exists, they may not know much about the significance of the road. They would appreciate interpretation focused on the highway's significance and its connection to their communities. When hosting guests, they may want to share unique local attractions and a "sense of place" with their visitors.

- **Outdoor enthusiasts:** While the main focus of the heritage byway is history and culture, the route does link many natural and recreational sites throughout the state. Community meeting participants recommended numerous recreational connections along the byway to create walking, running, and bicycling opportunities. Travelers who are seeking outdoor activities would appreciate learning more about the Lincoln Highway and other natural attractions along its route.
- **Families/younger audiences:** In community meetings, several participants suggested marketing to families and younger audiences. This audience is interested in family-friendly and engaging activities along the byway.



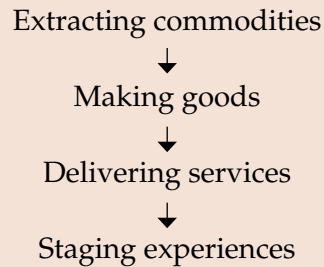
*Motorcyclists gather at a sports bar in Chelsea along the Lincoln Highway*



*Visitors at the Union Pacific Railroad Museum in Council Bluffs*

## Stages of Economy Evolution

B. Joseph Pine II & James Gilmore



Peeking in the window of the Iowa Lincoln Highway museum in Grand Junction

## Staging Experiences

In their book *The Experience Economy*, B. Joseph Pine II and James Gilmore propose that the American economy has evolved in four stages, illustrated by the following example:

“In an agrarian economy, mothers made birthday cakes from scratch, mixing farm commodities (flour, sugar, butter, and eggs) that together cost mere dimes. As the goods-based industrial economy advanced, moms paid a dollar or two to Betty Crocker for premixed ingredients. Later, when the service economy took hold, busy parents ordered cakes from the bakery or grocery store, which, at \$10 or \$15, cost ten times as much as the packaged ingredients. Now, in the time-starved new millennium, parents neither make the birthday cake nor even throw the party. Instead, they spend \$100 or more to “outsource” the entire event to Chuck E. Cheese’s, the Discovery Zone, the Mining Company, or some other business that stages a memorable event for the kids, and often throw in the cake for free.

The implications of this economic progression impact Lincoln Highway Heritage Byway travelers—if planners stage themed immersion experiences, the

byway will increase in popularity and visitation.

Planners must distinguish between experiences and services. “Experiences are as different from services as services are from goods.” The idea is to intentionally use services as the stage and goods as props to engage tourists in ways that create memorable events. Goods are tangibles, services intangible, and experiences memorable. Goods and services are external to the tourist. Experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or spiritual level.

### Nine Keys to Staging Experiences along the Lincoln Highway Heritage Byway

1. **Create a rich portfolio of experiences—a series of related experiences that flow one from another.**

Develop descriptions of attractions, activities, and events that incorporate the resources of the corridor and its communities. Organize these into categories of related experiences. The “Recreation and Camping Guide” brochure, for example, brings together opportunities in the byway corridor for outdoor enthusiasts. These sites

can incorporate media that direct travelers to other related sites along the byway. Market the related experiences through electronic, print, and on-site interpretive media so visitors can easily choose those that provide the experiences they seek.

**2. Use experience hubs in locations where people naturally congregate.**

An experience hub is a centralized site where travelers can discover nearby resources and attractions that tell the story of the byway. Place experience hub kiosks, interpretive panels, and website information at strategic locations and attractions on the byway where travelers can easily see them. Utilize existing sites where visitors already gather, such as visitor centers, museums, and parks. See pages 232–245 for experience hub recommendations.

**3. Create flagship locations—places where you stage the very best, most dynamic experiences.**

Develop rewarding entry and introductory experiences for byway visitors. This plan recommends the development of Core Interpretive Experience Sites that are linked to iconic Lincoln Highway resources and

are dispersed throughout the byway near major intersections and entry points (see pages 224–231). Several already exist. These are ideal sites for introducing the Lincoln Highway story and its local connections.

**4. Integrate physical and virtual experiences.**

Make use of the smartphones and tablets that most travelers are carrying

with them. Use the website as an interactive venue for holistically exploring the byway and to help people plan their travel. Promote the website on all media. Develop mobile apps and other interactive audiovisual tours to holistically tie together the physical resources of the byway (see pages 268–279).

*Courtesy of Harrison County*



**5. Theme the experience—the theme drives all design elements and staged events of the experience toward a unified storyline.**

Use the interpretive themes developed in this plan (Chapter 5) to create thematic experience packages that integrate tours (self-guided or conducted), interpretive media, special events and festivals, programs, shopping, dining, and sleeping accommodations. Feature sites that are already providing meaningful experiences related to the theme.

**6. Harmonize impressions with positive cues—impressions are the “takeaways” of the experience.**

Create a strong identity for the byway through streetscaping, which can include historic buildings, murals, statues, vintage billboards, and other elements (see pages 205–213). The iconic red, white, and blue symbol can be added to signs, businesses, utility poles, and planted into gardens.

**7. Eliminate negative cues—anything that diminishes, contradicts, or distracts from the theme.**

Each community must be committed to improving the visual character of

the corridor. Enhancing wayfinding to principal attractions must be a top priority. All interpretive and wayfinding media should use unified graphics and other visual cues. Work to preserve historic elements of the landscape.

**8. Mix in memorabilia and photo opportunities.**

Certain goods have always been purchased primarily for the memories they convey—a physical reminder of the experience. A range of byway-related memorabilia should be sold at attractions and shops. Patches, buttons, books, local crafts, local foods, and other goods help reinforce the experience. Unique shopping opportunities should be emphasized. Photo opportunities can be developed in association with interpretive experiences, such as life-size metal silhouettes of people significant to the byway and the development of overlook areas.

**9. Engage the five senses.**

Plan experiences and “get-out-of-the-car” activities along the byway that excite the senses and create a holistic connection. The byway is rich with

opportunities to be immersed in the resources. Touching an original 1928 Lincoln Highway marker, walking on original brick pavement, looking into the windows of a vintage gas station, smelling prairie flowers, and eating lunch at a classic diner are memorable sensory experiences. A concentrated effort should be made to encourage travelers to experience the true Lincoln Highway outside of the car.



*Photo opportunity in the Thomas Jefferson Gardens in Jefferson*



# REFERENCES

- ▶ *Iowa Welcome Center Survey Report: 2015* (2016). Iowa Economic Development Authority, Tourism Office, Des Moines, IA
- ▶ *Iowa Welcome Center Survey Report: 2016* (2017). Iowa Economic Development Authority, Tourism Office, Des Moines, IA
- ▶ *Lincoln Highway Heritage Byway Corridor Management Plan* (December 2016). Prairie Rivers of Iowa. Ames, IA.
- ▶ *Lincoln Highway Heritage Byway Corridor Management Plan: Community Meeting Notes* (February–July 2015). Prairie Rivers of Iowa. Ames, IA.
- ▶ Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work is Theatre and Every Business a Stage*. Harvard Business Press.

## Personal Communication (email/phone):

- ▶ Kathy Dirks, Program Manager of the Harrison County Historical Village and Iowa Welcome Center
- ▶ Jan Gammon, Prairie Rivers of Iowa, Lincoln Highway Heritage Byway Coordinator



A traveler birdwatching along the Lincoln Highway through the Meskwaki Settlement, Tama County



# CHAPTER 4

# INTERPRETIVE RESOURCES



*Prairie flowers decorate the hillside of the historic Simeon E. Dow House in Dow City*

# INTERPRETIVE RESOURCES

An extensive inventory of historical, cultural, archaeological, natural, recreational, and scenic resources along the Lincoln Highway Heritage Byway was completed as part of the Corridor Management Plan (December 2016). The intent of this chapter is not to duplicate the inventory, but rather focus on those resources that have the greatest interpretive potential, those that best tell the stories of the Lincoln Highway and the places associated with the nation's first transcontinental road.

Interpretive resources serve as the foundation for interpretive themes and messages (Chapter 5), which connect the tangible resources with their intangible meanings. Interpretive media options (Chapter 6) are then developed from these themes to engage visitors in meaningful experiences along the byway.

The planning team used the Corridor Management Plan inventory, results from community meetings conducted by Prairie Rivers of Iowa (February–July 2015), byway publications, and other research to help guide exploration of the byway and to experience each resource systematically. Staff members from

various attractions and knowledgeable citizens were also interviewed to gain further insight.

## Resource Categories

The U.S. Department of Transportation Scenic Byways Program identifies six intrinsic qualities that define and describe a scenic byway. This plan lists each core interpretive resource in these categories, combining Scenic and Natural, and Historic and Archaeological. Core resources are located on or near the byway and offer travelers the opportunity to explore and experience the intrinsic qualities of the Lincoln Highway. Intrinsic quality categories are:

### Scenic and Natural

Resources related to geology, nature, or overlooks with scenic views.

### Recreational

Resources for camping, picnicking, hiking, fishing, or paddling.

### Historic and Archaeological

Resources with artifacts or other tangible evidence of prehistoric or historic people and events.

### Cultural

Resources that provide insight into the Lincoln Highway culture and sense of place.

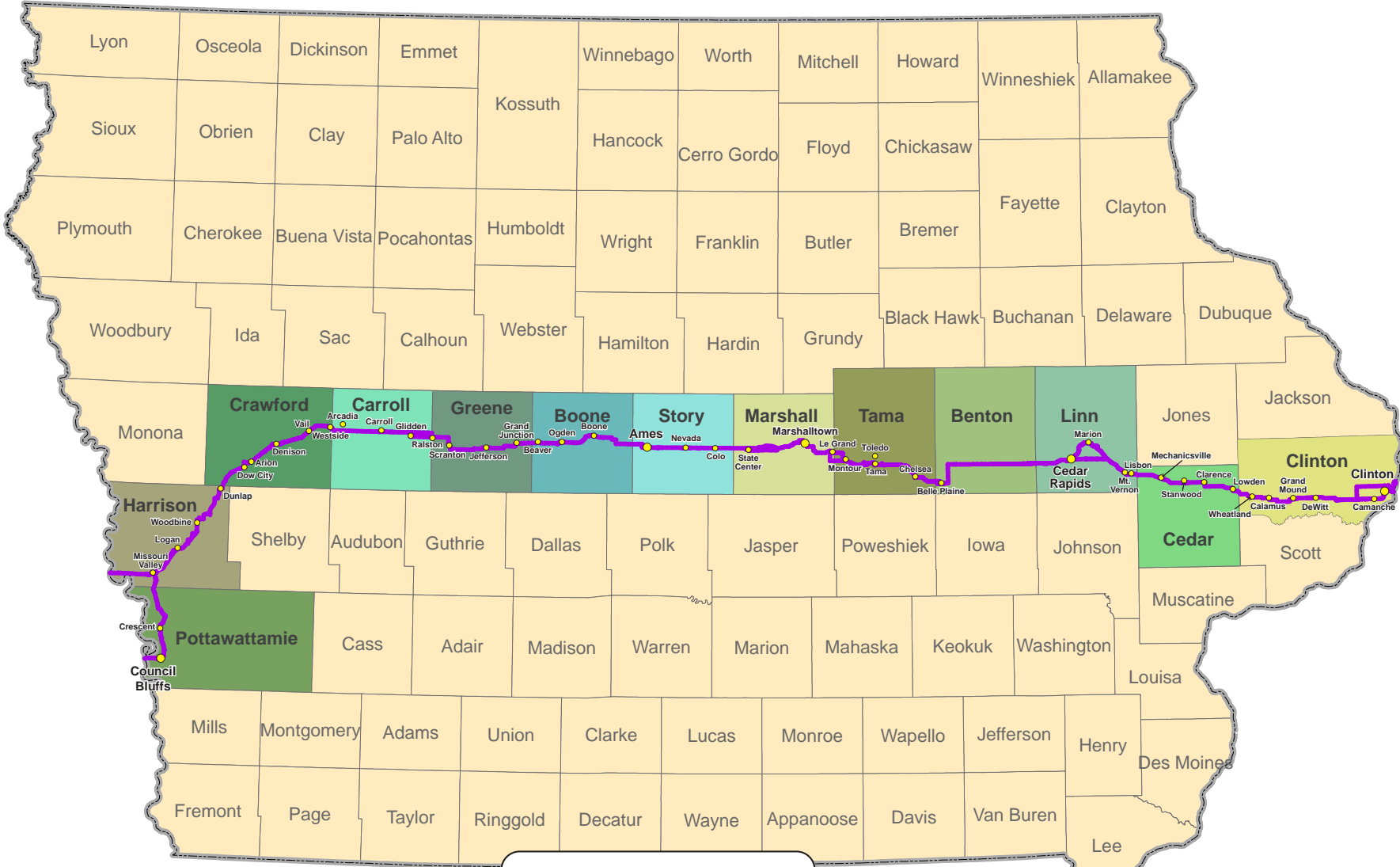
### Primary Lincoln Highway Resources

In addition, primary resources that directly relate to the Lincoln Highway are identified. These are “must-see” resources for travelers to understand the Lincoln Highway story in Iowa.

## Lincoln Highway Regions

At 460 miles, the Lincoln Highway Heritage Byway is the longest byway in Iowa, connecting the Mississippi River on the east with the Missouri River on the west. Dividing the byway into regions is essential for organizing resources and visitor amenities. This plan follows the precedent established by the Lincoln Highway Association and Prairie Rivers of Iowa, dividing the route into the 13 counties that it travels through. From east to west, they are: Clinton, Cedar, Linn, Benton, Tama, Marshall, Story, Boone, Greene, Carroll, Crawford, Harrison, and Pottawattamie.

# LINCOLN HIGHWAY HERITAGE BYWAY REGIONS MAP



**Legend**

0 5 10 20 Miles

— Lincoln Highway Heritage Byway



*Old Lincoln Highway segment between Calamus and Wheatland*

*U-M Library: Lincoln Highway Digital Image Collection*



*Old Fulton-Lyons Bridge, 1926*

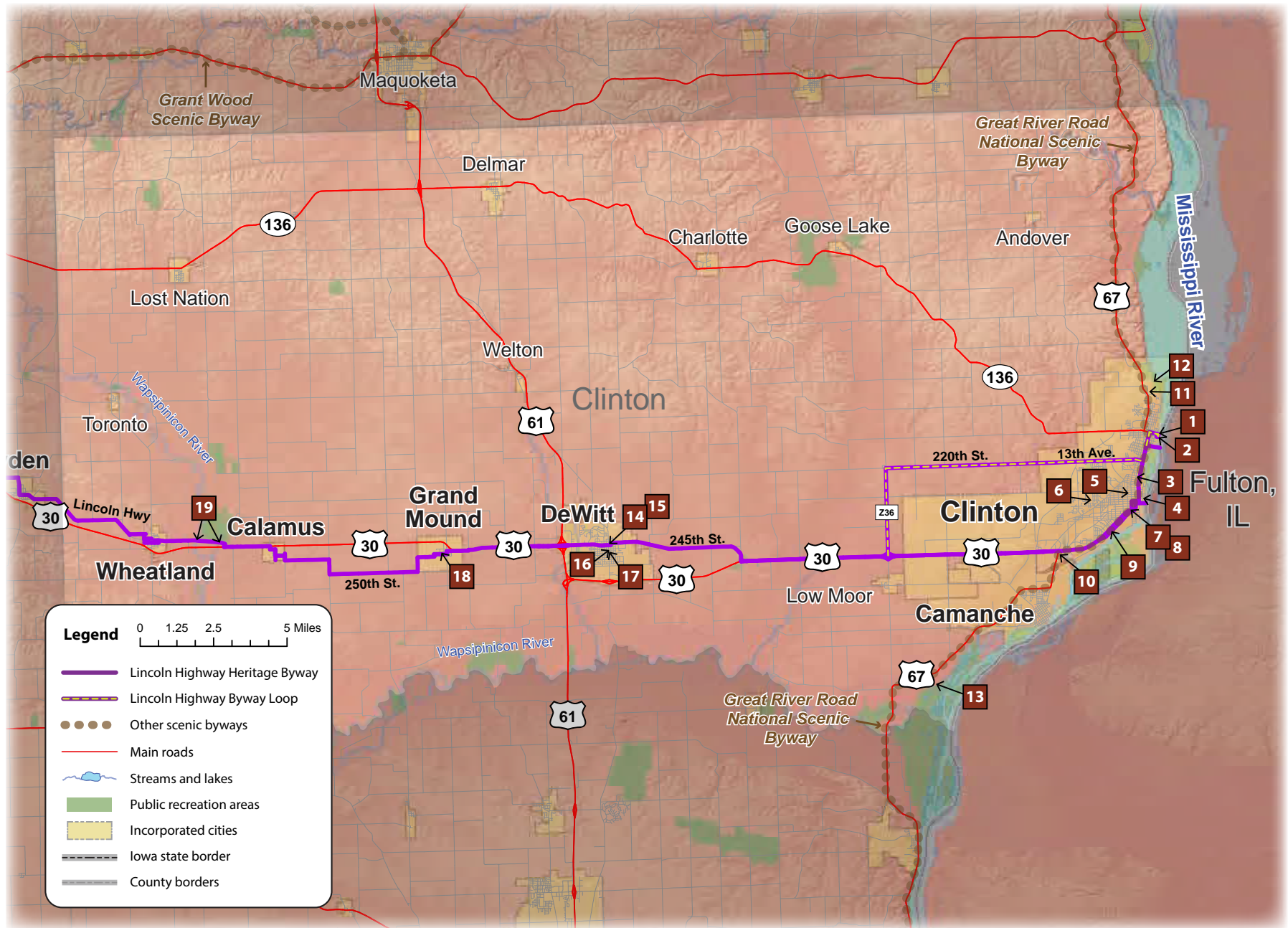
## CLINTON COUNTY

Traveling west, the Lincoln Highway enters Iowa from Illinois in Clinton County. It originally crossed the Mississippi River on the Fulton-Lyons Bridge, a steel truss bridge that was located about two miles north of the current bridge to Clinton. This crossing largely defined the route of the Lincoln Highway through Iowa. From here it followed existing railroad lines to the west.

When land west of the Mississippi River opened up for settlement in 1833, many early settlers located in what would become Clinton County, the eastern-most county in the state. In 1840, the county was organized with the county seat in Camanche. The county was named for DeWitt Clinton, the governor of New York from 1817-1822 and a driving force behind the Erie Canal. In 1841, the county seat was moved to Vandenburg, which was renamed DeWitt. Due to the significant growth of communities along the Mississippi River, Lyons and Clinton competed for the county seat, which was finally moved to Clinton in 1869.

### Map Resources Key

1. Discovery Trail/Site of Fulton-Lyons Bridge
2. The Sawmill Museum
3. Clinton County Courthouse
4. Clinton County Historical Museum
5. George M. Curtis Mansion
6. Bickelhaupt Arboretum
7. Smith Brothers' General Store
8. George A. Wyman Waypoint
9. Liberty Square/Lincoln Highway Streetscaping
10. Coan Lincoln Highway Memorial
11. Soaring Eagle Nature Center
12. Eagle Point Park
13. Mississippi River Eco Tourism Center
14. German Hausbarn Museum
15. Blues Highway
16. Operahouse Theatre
17. Central Community Historical Museum
18. Grand Mound Community Historical Museum and District
19. Lincoln Highway bridges





*View of the Highway 136 bridge on the Lincoln Highway, which crosses the Mississippi River between Illinois and Iowa*

## Mississippi River

The Mississippi River travels 2,320 miles from northern Minnesota to the Gulf of Mexico. It was both a passage and a barrier to early transportation. Canoes, steamboats, and barges have traveled this artery for hundreds of years. The first bridges, built in the 1850s, permitted railroads to head west into the Iowa prairies, opening the state to settlement. Clinton provides access to the Upper Mississippi River National Wildlife and Fish Refuge, a 240,000-acre site that protects wetlands, islands, and forests for wildlife.

## Great River Road National Scenic Byway

The Great River Road is a National Scenic Byway that stretches on both banks of the Mississippi River for over 2,000 miles and 10 states. The 140-mile Iowa stretch of this byway is dominated by high bluffs and cliffs that offer scenic views of the Mississippi River Valley.

## Clinton

In 1835, Elijah Buell and John Baker set up a ferry service along the Mississippi River at “the Narrows.” The settlements on either side of the river grew into Fulton on the Illinois side and Lyons on the Iowa side. Lyons, now part of north Clinton, was platted in 1837 and named for the city in France, which is also on a major river.

In 1855, the Iowa Land Company purchased holdings south of Lyons to construct a railroad bridge over the Mississippi. The company re-platted the town, formerly known as New York, Iowa, as Clinton in honor of DeWitt Clinton. In 1860, the railroad bridge was opened, one of the first to cross the Upper Mississippi. Clinton continued to grow, merging with Lyons in 1897.

Due to its location on an early railway crossing of the Mississippi, Clinton became the center of the expanding lumber industry and was once known as the “Lumber Capital of the World.” As a result, in the 1880s and 1890s Clinton boasted 13 resident millionaires, which was more per capita than any other town or city in the country. By 1900, the mills began to close because the northern forests had been depleted.



**1** Discovery Trail/     
Site of Fulton-Lyons Bridge

A 4.8-mile hard surface path travels along the Mississippi River from Riverview Park north to Eagle Point Park. It is dedicated to three U.S. astronauts from Clinton County. It travels past the location of the Lincoln Highway's original Mississippi River crossing, called the Fulton-Lyons Bridge. Built in 1891, the 2,600-foot truss bridge carried traffic until 1975.

*Courtesy of Travel Iowa*



**2** The Sawmill Museum 

Located on the Mississippi, the museum interprets the culture and history of the country's lumber industry. Interactive exhibits include a kid-sized lumberjack camp, a sawmill water table, a working sawmill, original pieces from the Struve Mill, and animatronic lumber barons. A virtual log rafting experience will open in summer of 2018.

**3** Clinton County Courthouse/    
Lincoln Highway Marker

The county seat was moved to Clinton in 1869 because it had grown much larger than Dewitt. The courthouse was built in 1897 out of granite and catlinita (Minnesota pipestone), with a central tower of weathered copper. It is on the National Register of Historic Places. A Lincoln Highway concrete marker is installed in front of the courthouse.

**4** Clinton County Historical Museum 

This museum was established in 1995 to display and interpret artifacts that represent the history of Clinton County. It is housed in an 1858 building once used as a commission house for steamboats. From 1880-1983, the building was part of the Oakes family lumber yard.



*Clinton County Historical Museum*



*Discovery Trail near the site of the old Fulton-Lyons Bridge*



*Clinton County Courthouse*



*George M. Curtis Mansion*



*Bickelhaupt Arboretum*

#### 5 George M. Curtis Mansion

Built by lumber baron and U.S. Congressman George Curtis in 1883, the two-and-a-half story brick veneer mansion is an outstanding example of late Victorian architecture. It has stained glass windows, ornate wood trim, and large fireplaces. Each room features different woods with flower decorations of the tree the wood came from. It was purchased by the Clinton Women's Club in 1925, and the group still maintains the building and offers tours. It is on the National Register of Historic Places.

#### 6 Bickelhaupt Arboretum

This nationally recognized arboretum includes 14 acres of labeled trees, shrubs, perennials, annuals, and ground covers. A monarch butterfly station and herb garden are additional highlights. Bob and Frances Bickelhaupt created the educational arboretum in 1970 in their own backyard as a response to Dutch elm disease. Today, their former home serves as a Learning Center for the site.

#### 7 Smith Brothers' General Store

Housed in several 1874 storefronts, this old-fashioned general store appeals to travelers who are seeking unique experiences and a sense of yesteryear.



Its inventory includes a diversity of interesting household items characteristic of a well-stocked general store.

#### 8 George A. Wyman Waypoint

George Adams Wyman was the first person to make a transcontinental crossing of the United States using a motor bicycle in 1903. He was heading east, so Clinton was the last town he passed through in Iowa. The roads east of Cedar Rapids were much better than western Iowa. A waypoint sign and memorial plaque is located at the corner of U.S. 30 and 4th Street, across the road from the Smith Brothers' General Store.

#### 9 Liberty Square/ Lincoln Highway Streetscaping

Completed in 2013, this redeveloped section of Highway 30 transformed an industrial area into an attractive green

corridor for one of Clinton’s main thoroughfares. Numerous streetscaping elements celebrate Clinton’s location on the Lincoln Highway, including antique-style street lamps, concrete benches and artistic elements, brick sections of sidewalk, and the Lincoln Highway red, white, and blue marker adorning cement pillars and bridges.



**10 Coan Lincoln Highway Memorial**  

W. F. Coan, a banker in Clinton, was the first Iowa state consul for the Lincoln Highway Association, a visionary for the coast-to-coast road. In 1925, the Clinton Chamber of Commerce constructed a Lincoln Highway memorial in honor of Coan, which still stands at the intersection of Highways 30 and 67. It is constructed of granite and has enameled Lincoln Highway symbols embedded into the sides.



**11 Soaring Eagle Nature Center**  

Located near Eagle Point Park, this privately-operated nature center is housed in a 1938 barn, called the Nature Barn, which serves as an interpretive center. Exhibits are being created to share the story of homesteading and natural history. The site also features the 1935 Flannery School, the only remaining one-room schoolhouse in Clinton County, a restored native tall-grass prairie, three miles of trails, and an eight acre off-leash dog park. This is a partner site of the Silos & Smokestacks National Heritage Area.



*Coan Lincoln Highway Memorial*



*Flannery School at Soaring Eagle Nature Center*



Viewing tower in Eagle Point Park

## 12 Eagle Point Park

This 164-acre public park offers spectacular views of the Mississippi River and Lock and Dam #13. In 1888, the land was purchased by the owners of the Clinton and Lyons Railway, David and William Joyce. The original 88 acres was known as Joyce's Park. Four pavilions were built in the early 1900s, and it was the site of many dances. In 1913, the name was changed to Eagle Point Park. A serpentine drive was constructed in the late 1920s to encircle the park. In the 1930s during the Great Depression, people were hired as part of the Works Progress Administration to build a stone and wood lodge, stone footbridges, and an impressive viewing tower with spiraling stone staircase.

## Camanche

Dr. George Peck settled here from New York in 1836 and named the site for the Comanche Indian tribe (misspelling the name). It became a thriving frontier town when a ferry service connected it to Albany, Illinois, across the river in 1840. It was the first

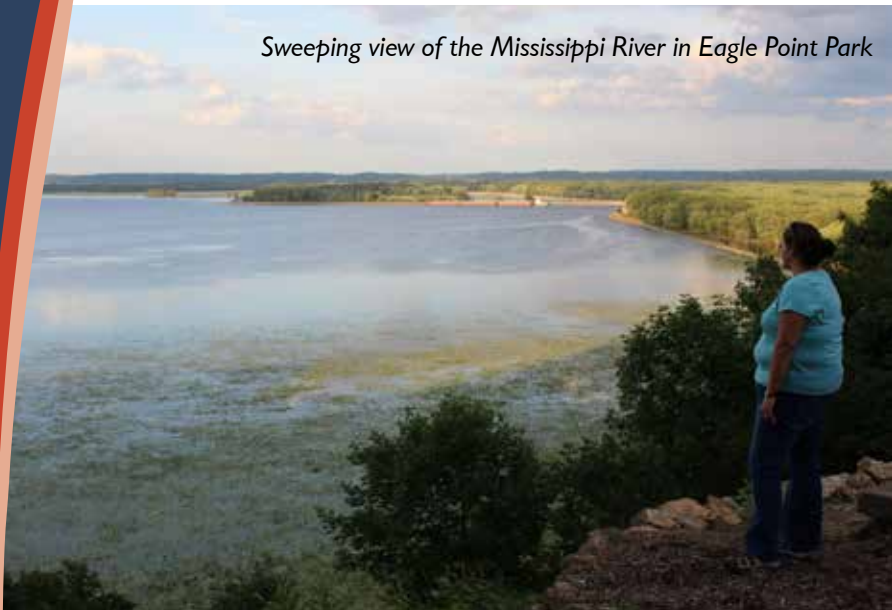
county seat when Clinton County was established in 1840, but this was moved to DeWitt a year later. By 1856, Camanche had 256 buildings and over 1,200 residents. In 1860, a tornado destroyed most of the town and killed 29 people.

## 13 Mississippi River Eco Tourism Center

This site interprets the natural and cultural history of the river. The year-round building features an 8,000 gallon aquarium with local river fish species, wildlife exhibits, and a unique tunnel under a beaver lodge that provides a bottom-up view of turtles. It also includes a camp store, meeting room, and banquet facilities. Naturalist-guided cruises are offered. The site includes boat ramps, kayak and canoe rentals, a campground, cabins, and playgrounds.



Sweeping view of the Mississippi River in Eagle Point Park



## DeWitt

Originally founded as Vandenburg in 1836, this community served as the second Clinton County seat from 1841 to 1869. In 1842, on petition, the Legislature changed the name to DeWitt in honor of DeWitt Clinton, after whom the county was named. Around 1856, the community's population boomed when the Chicago & North Western Railroad came through. Iowa's first baseball team, the Hawks, was organized here in 1860.

### 14 German Hausbarn Museum

Located in Lincoln Park, this 1727 brick building with thatched roof originates from Schleswig-Holstein, Germany. The structure was dismantled in 2007 and shipped to DeWitt, where it was reassembled in 2008. Clinton County is said to be home to one of the largest migrations of Schleswig-Holstein immigrants in the United States.



### 15 Blues Highway

The Lincoln Highway intersects the Blues Highway at 10th Street and 6th Avenue in DeWitt. The Blues Highway is officially identified as Highway 61. Since 1932, dozens of blues artists have written songs and sung about this legendary route north from New Orleans.

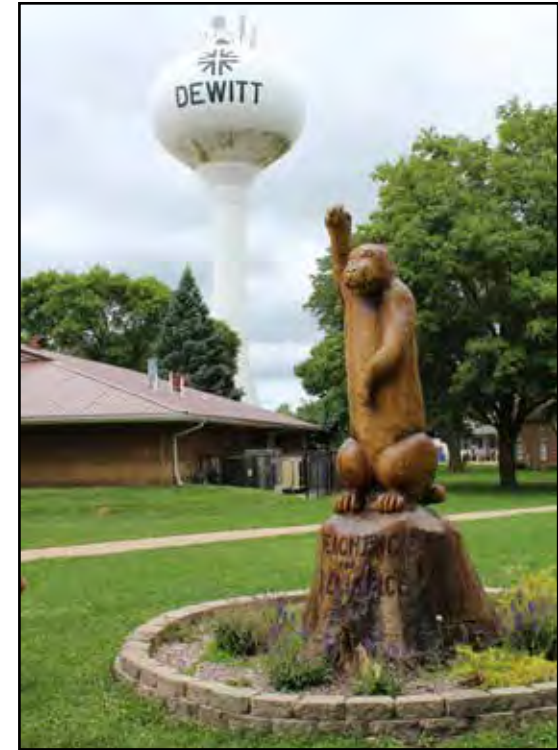


### 16 Operahouse Theatre

Established in 1878, this opera house is the longest running business in town. It hosted many vaudeville acts in its early days. Numerous features, such as the stage, are original.

### 17 Central Community Historical Museum/ Lincoln Highway Markers

This museum contains numerous permanent and rotating displays about the history of the DeWitt area. Genealogy research materials include county atlases



Lincoln Park



Statue in front of the Central Community Historical Museum



Calamus water tower

Ground Mound Historical Museum and District



from 1868 to the present, obituaries and cemetery records, marriage and birth records, and family histories. Outbuildings house large items such as a covered wagon, an old buggy, a threshing machine, and fire equipment. Two Lincoln Highway markers are attached to the outside of the building.

## Grand Mound

The tracks for the Chicago & North Western Railroad were laid through this site and a station was built in 1858. The town was originally to be named Sand Mound for a high mound three miles from town, but a mistake in recording led to the name Grand Mound. It was officially platted in 1866 and became a prosperous farming community.

### 18 Grand Mound Community Historical Museum and District

Located in a historic 1892 Fire Station and City Hall, the museum displays local artifacts including hand-pulled fire equipment, firefighting uniforms, and a model of the Mike Hughes Farm. The two-story building is the only

remaining wood-frame fire station in the state. It is part of a National Historic District, which also includes the adjacent 1915 pumping station and water tower.

*Courtesy of Prairie Rivers of Iowa*



Inside the Grand Mound Historical Museum

## Calamus

Constructed as another station along the Chicago & North Western Railroad, Calamus was named for the abundance of fragrant marsh plants called sweet flag or calamus, *Acoris calamus*. A post office was established in 1858 and the town incorporated in 1876. Calamus is in Olive Township, which was the banner township of Iowa for Civil War recruitment. Before there was a draft, the township sent 79 volunteers to the Union Army, out of just 149 men of voting age.

## Between Calamus and Wheatland

### 19 Lincoln Highway bridges

The Lincoln Highway veers north off Highway 30 between Calamus and Wheatland and provides access to three historic bridges. The first, a short pony truss bridge over Calamus Creek, was built in 1921 and is accessible to pedestrians by walking on a stretch of abandoned concrete. The byway route crosses the second and third bridges, which were built around 1930 to replace original bridges, the abutments of which can still be seen. The second spans 252 feet over an overflow of the Wapsipinicon River, and the third spans 420 feet over the main river channel. Both bridges are pony plate girders with concrete railings. The bridges are deteriorating and may be closed to traffic in the future.

## Wheatland

The community was originally called Yankee Run for the stream that runs just south of town. In 1858, John Bennett, town founder, gave 20 acres to the Chicago & North Western Railroad Company. The town was named after President James Buchanan's estate in Pennsylvania—Buchanan was in the



middle of his presidency in 1858 when the community was platted. By 1879, Wheatland supported 1,000 residents and the surrounding farms, but five disastrous fires kept the town from growing any larger. The 1893 City Hotel that once served railroad travelers is still standing. At one time, railroad tracks passed within just a dozen feet of the hotel. Yellow bricks were used as decorative elements. It is listed on the National Register of Historic Places.



*City Hotel in Wheatland*



Historic Lowden City Hall



Lincoln Highway marker in front of the Lowden Historical Society

## CEDAR COUNTY

Cedar County was created in 1837 from sections of historic Dubuque County. It is named for the Cedar River that runs southeast through the county, which takes its name from the groves of red cedar (*Juniperus virginiana*) that grow along its banks. Cedar County is the only Iowa county named for a tree.

Cedar County was the last county paved along the Lincoln Highway in Iowa. A sign greeted travelers with the message “where MUD begins and ends.”

During the Great Depression, farmers rose up against a state policy that they believed unfairly interfered with their operations. The “Iowa Cow War” of 1931 pitted farmers against a government program that required testing of cows for tuberculosis. Henry and Cedar counties were hot spots of the controversy when the National Guard was activated to intervene.

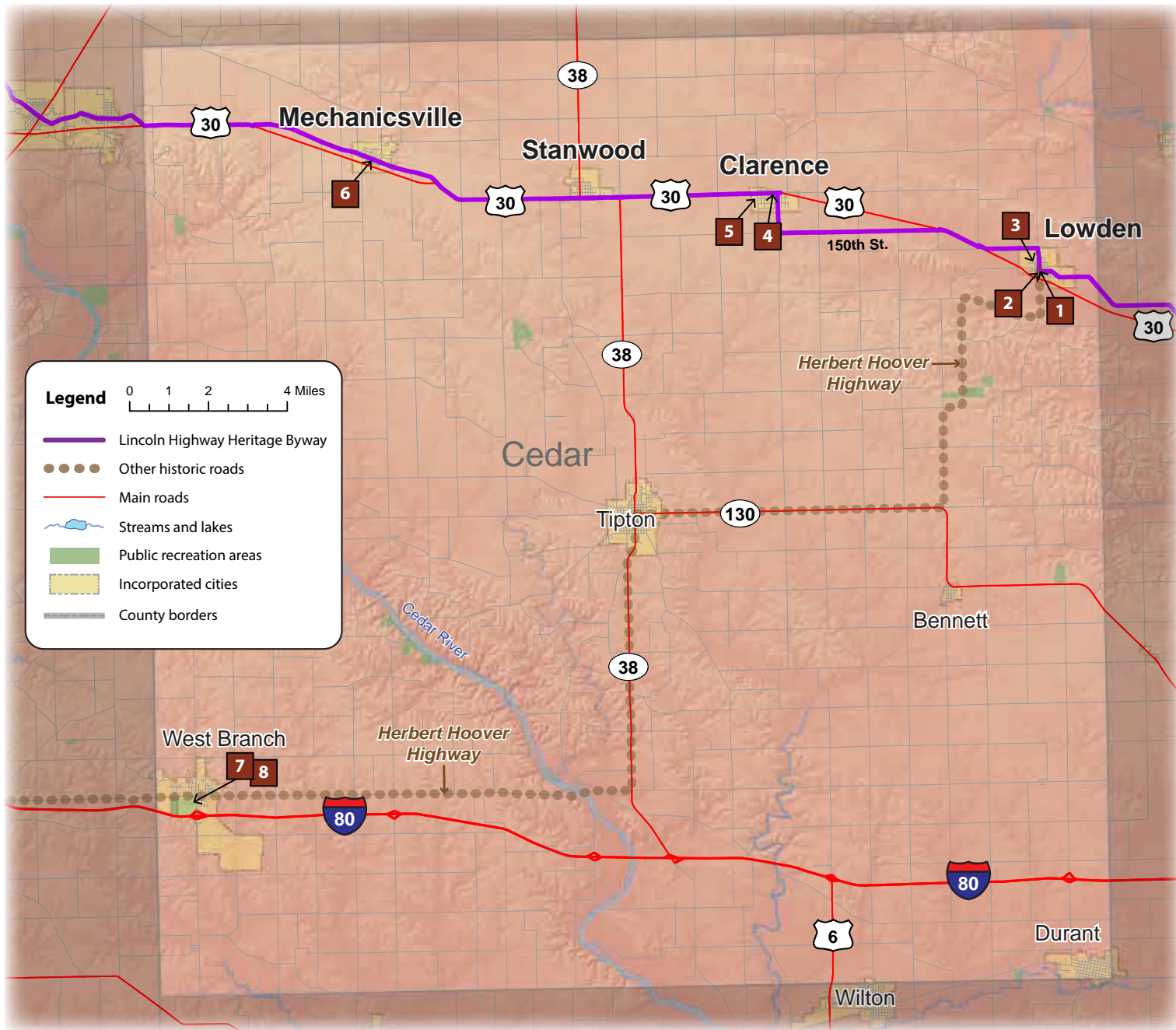
## Lowden

Lowden, originally spelled Louden, was platted in 1857 as a station on the Chicago & North Western Railroad. It became the main station between Clinton and Cedar Rapids. It is named after Loudenville, Ohio, the original home of settler Thomas Shearer who owned the town site. The Lincoln Highway travels in a stair-step pattern just east of town, which was typical for early roads because they were aligned along section lines.

### Map Resources Key

1. Lincoln Hotel
2. Herbert Hoover Highway/Lowden City Hall
3. Lowden Historical Society/City Park
4. Clarence Downtown Memorial Park
5. Clarence City Park/Replica of Statue of Liberty
6. Historic Downtown Mechanicsville
7. Herbert Hoover National Historic Site
8. Herbert Hoover Presidential Library and Museum







The historic 1915 Lincoln Hotel welcomes guests

**1** Lincoln Hotel  

This hotel was built in 1915 along the Lincoln Highway and provided overnight accommodations for travelers and workers on the Chicago & North Western Railroad. The site is still in use today as a bed and breakfast. The hotel is listed on the National Register of Historic Places. It was refurbished in 1996 and received an award from the Iowa Historic Preservation Alliance.

**2** Herbert Hoover Highway/  
Lowden City Hall 

During World War I and in its aftermath, Herbert Hoover administered food relief programs to feed 318 million victims of war and drought in Europe. The Herbert Hoover Highway was designated in 1923, prior to his presidency. It is a 42-mile series of roads that stretched between the old capitol in Iowa City and Lowden, as a tribute to his famine relief efforts. The highway passes through Tipton, Rochester, and West Branch, Hoover’s boyhood home. A plaque is located on the side of the 1902 brick City Hall building.



Herbert Hoover Highway plaque on the Lowden City Hall



**3** Lowden Historical Society;    
Lincoln Highway Marker

The historical society is located in the historic Lowden Depot, which was moved to its current site in the City Park in 1977. Artifacts tell the story of Lowden and the importance of the railroad. A Lincoln Highway marker is located in front of the building.

Clarence Downtown Memorial Park



## Clarence

Clarence was originally named “Onion Grove” for the wild onions that grew along the banks of Mill Creek. The town was moved in 1858 when the Chicago, Iowa and Nebraska Railroad completed its tracks. In 1862, an early businessman named L.B. Gere suggested that the name should be changed to Clarence in honor of Clarence, New York, where he came from. A mural painted on the west side of the original City Hall building celebrates the Lincoln Highway and the history of the town.

### 4 Clarence Downtown Memorial Park; Lincoln Highway Marker

Located along the Lincoln Highway, this well-maintained pocket park includes an original Lincoln Highway marker in

a protective case, a historic clock, and a brick path that winds through flower gardens.

### 5 Clarence City Park/ Replica Statue of Liberty

The Clarence City Park features restrooms, picnic shelters, a lighted walking trail, and a playground. A replica Statue of Liberty, standing in the park, was dedicated to the city by the Boy Scouts of America in 1950 as part of their 40th anniversary.



Replica Statue of Liberty in Clarence City Park



Clarence history mural



An old restored gas station in Stanwood



Downtown Mechanicsville

## Stanwood

Stanwood was platted in 1868 as a depot along the Chicago & North Western Railroad. It was named for H.P. Stanwood, assistant superintendent of the railroad. A two-story depot was completed in 1869. An old gas station, privately owned, can still be seen along the Lincoln Highway in Stanwood. It likely dates back to the 1920s, and was restored in 2013.

## Mechanicsville

This community was platted in 1855 and named for the numerous settlers who were carpenters, masons, and wheelwrights. The Chicago & North Western Railroad built a depot here in 1857.

### 6 Historic Downtown Mechanicsville

Several historic buildings flank the byway through the city's downtown. Alice Ramsey, the first woman to drive across America in 1909 prior to the Lincoln Highway being established, got stuck in Mechanicsville during a torrential rainstorm. The party stashed their car in a livery stable and then dashed through the rain to a local restaurant. The building still stands along

Courtesy of bluejayblog, bluejayblog.wordpress.com



Alice Ramsey replaces a tire on the Maxwell 30 during her 1909 trek across America.

the Lincoln Highway and now houses Bubba's Sports Bar & Grill.

## West Branch Spur

While not in the official byway corridor, a 20-mile drive south from Mechanicsville brings travelers to West Branch. Herbert Hoover, the 31st president of the United States, was born in West Branch on August 10, 1874. He only lived here until he was three, but felt enough attachment that he purchased the small family home and restored it after his presidency.

### 7 Herbert Hoover National Historic Site

Located adjacent to the Presidential Library and Museum, this historic site preserves Herbert Hoover's birthplace cottage and gravesite. The area also



Herbert Hoover's birthplace cottage

includes a historic blacksmith shop, schoolhouse, Friends Meetinghouse, and restored tallgrass prairie. A visitor center provides orientation to the site and interpretation about the life of Herbert Hoover.

**8** Herbert Hoover Presidential Library and Museum 

Opened in 1962, the museum has several permanent and temporary exhibits that tell the story of Herbert Hoover (1874-1964) and his wife, Lou Henry Hoover (1874-1944).



Courtesy of Billwhittaker, CC BY-SA 3.0



An original brick-paved section of the Lincoln Highway leads to a restored 1910 bridge over the railroad in Mount Vernon

U-M Library: Lincoln Highway Digital Image Collection



Seedling Mile in Linn County, 1921

## LINN COUNTY

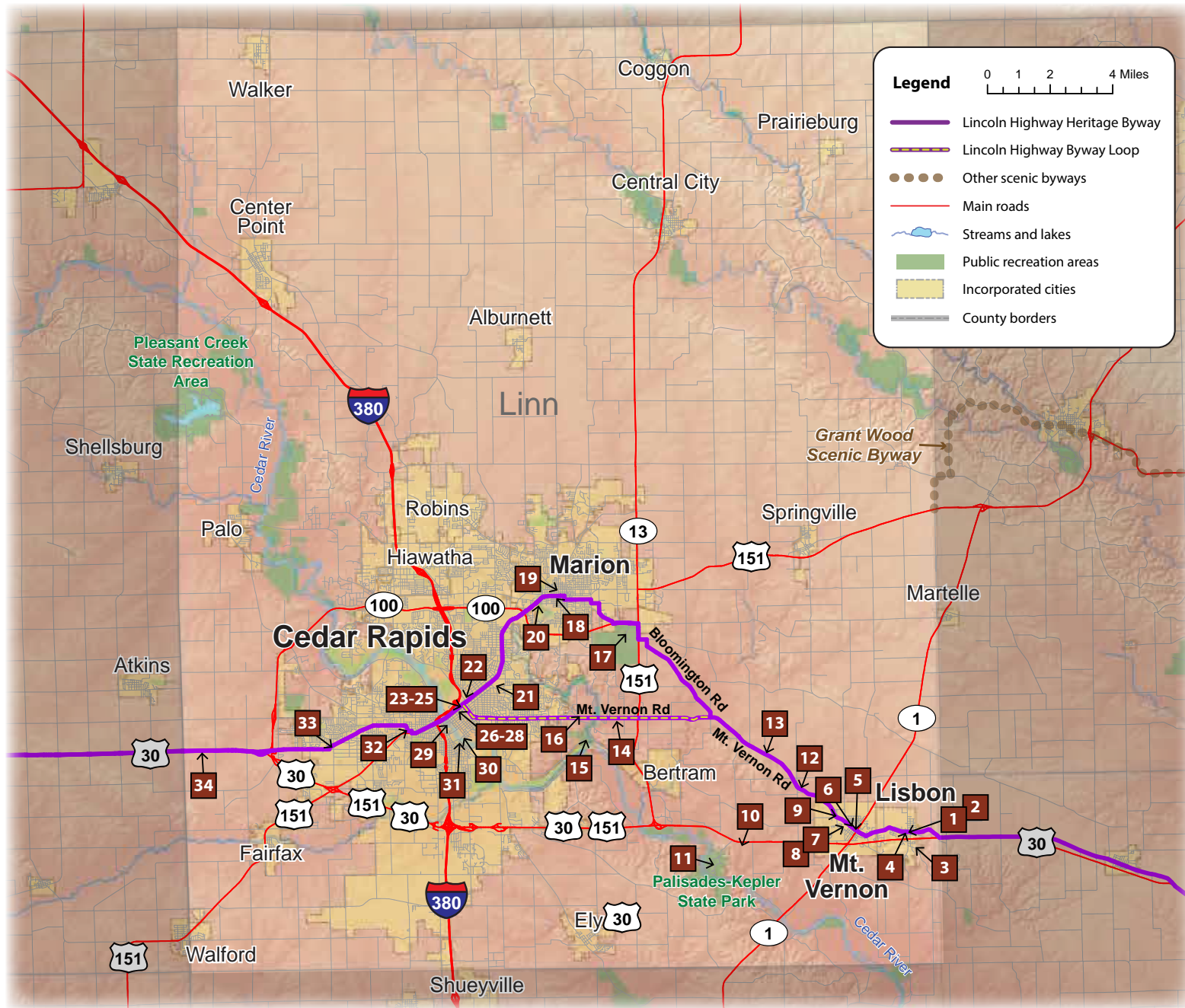
Linn County was named in honor of Senator Lewis Linn of Missouri while Iowa was still part of the Wisconsin Territory. In 1859 the Chicago & North Western Railroad was completed which gave Linn County a connection to the Chicago market. Other rail lines followed, and roads like the Lincoln Highway selected the same parallel corridors.

Linn County was selected as the site for construction of Iowa's Seedling Mile in 1919. The cement was donated by Northwestern Portland Cement Company. Linn County still had to pay \$2,100 to have the cement hauled to the site.

### Map Resources Key

1. Lisbon Public Library/Heritage Hall
2. Lisbon History Center; LH Kiosk #1
3. Lisbon Cemetery
4. Lincoln Park Square
5. Mount Vernon Commercial Historic District
6. Memorial Park/Visitor Center
7. Cornell College
8. Anderson Geology Museum

9. Brick Pavement & Bridge; LH Kiosk #2
10. American Gothic Barn Painting
11. Palisades-Kepler State Park
12. Abbe Creek School; LH Kiosk #3
13. Seedling Mile
14. Lighthouse Inn
15. Indian Creek Nature Center
16. Lincoln Heights; LH Kiosk #6
17. Squaw Creek Park; LH Kiosk #4
18. Marion Heritage Center & Museum
19. Granger House Museum
20. Thomas Park; LH Kiosk #5
21. Brucemore Mansion
22. Coe College
23. Iowa Masonic Library & Museum
24. George B. Douglas House/The History Center
25. Central Fire Station; LH Kiosk #9
26. Cedar Rapids 2nd Avenue SE.  
Automobile Row Historic District
27. The Hall Bicycle Company; George  
A. Wyman Waypoint
28. Paramount Theater
29. Linn County Courthouse
30. African American Museum of Iowa
31. National Czech and Slovak Museum  
and Library/Little Bohemia
32. Haskell Park; LH Kiosk #7
33. State Patrol Station; LH Kiosk #8
34. Ced-Rel Supper Club





One of nine Lincoln Highway interpretive kiosks installed along the byway in Linn County



A red cedar tree grows on the limestone bluffs over the Cedar River in Palisades Kepler State Park

The Linn County Historic Preservation Commission developed interpretive signs and worked with Eagle Scouts and volunteers to install kiosks and wayside exhibits at nine sites that tell the stories of the Lincoln Highway. The kiosks are numbered and identified with a red, white, and blue half-gable roof. They are included in the resources below.

## Cedar River

The Cedar River flows southeast through Linn and Cedar counties. The Lincoln Highway crosses it in Cedar Rapids. The river is a 340-mile tributary of the Iowa River, which flows to the Mississippi. Its headwaters are in Dodge County, Minnesota. It is named for the numerous red cedar trees that grow along its banks. It served as an important commercial waterway starting in the mid-1800s. Massive floods in 1993 and 2008 caused destruction in Cedar Rapids and other river towns.

## Lisbon

A large group of Pennsylvania Dutch settlers moved to this area in 1847. The town was platted in 1851 and possibly named after Lisbon, Ohio, where some of the settlers came from. Lisbon gained the nickname of “Dutch Town.” When

the railroad was completed to the north in 1858, the town grew toward the tracks. In 1909, the first Sauerkraut Days was celebrated, which continues today.



### 1 Lisbon Public Library/Heritage Hall

Built in 1875, this was originally called the Wink and Hauser building. The second floor served as a meeting place for city council, a lecture hall, concert hall, and for social club meetings. Today the building serves as the Lisbon Public Library, and the second story hall has been renovated for special programs and events.



Courtesy of City of Lisbon



**2** **Lisbon History and Culture Center; Lincoln Highway Kiosk #1**  

Located on the Lincoln Highway, the center features exhibits about the history of the Lincoln Highway, a military display, a turn-of-the-century kitchen, and the Lisbon Community School. A colorful mural on the side of the building interprets the history of Lisbon, including the Lincoln Highway. A Linn County Historic Preservation Commission panel installed on the wall at the front door introduces the Lincoln Highway and provides a map to all nine kiosks.


**3** **Lisbon Cemetery** 

The cemetery protects a 5-foot tall boulder from Gettysburg, Pennsylvania honoring Civil War veterans. It is only one of two boulders ever removed from the battlefield. It was transported here in



*Courtesy of 42N Observations, 42n.blogspot.com*

1916 by the city and the Women's Relief Corps with free transportation provided by the Chicago & North Western Railroad.

**4** **Lincoln Square Park** 

Located on Main Street (Lincoln Highway Heritage Byway), this small park serves as a gathering space with a gazebo, benches, and a community garden.



*Lincoln Square Park*

*Lisbon History and Culture Center*





A mural welcomes travelers to the Mount Vernon Commercial Historic District



Mount Vernon-Lisbon Visitor Center in Memorial Park

## Mount Vernon

Originally known as Hilltop, the town of Mount Vernon sits atop a mile-long narrow hill called a “paha.” It is a remnant from a glaciated period when sand and loess dunes were created by prevailing winds. Settlers first staked claim to the flat areas around the hill for farming. A large Czech group arrived in the early 1850s, followed by settlers from Pennsylvania, Ohio, Illinois, and Indiana. Mount Vernon was platted in 1847 and named after George Washington’s estate in Virginia. The city features numerous brick buildings made of local clay from the Cedar River. In 1859, the railroad connected Mount Vernon to the east and the community grew.

The CRANDIC interurban electric railway operated from 1914 to 1928 and ran from Cedar Rapids, through downtown Mount Vernon, and terminated in nearby Lisbon. Nearby stops included Bertram, the Palisades, and Cornell College.

### 5 Mount Vernon Commercial Historic District

A block-and-a-half of the downtown business district was built on the “paha” ridge-line of the town. The buildings

were constructed during the heyday of the railroad from 1860 through 1930. The buildings share a common appearance with pressed brick fronts, metal work, heavy pedimented window hoods, and limestone trim. A mural shows the historic districts of the city. The district is listed on the National Register of Historic Places.


### 6 Mount Vernon-Lisbon Visitor Center/Memorial Park; Lincoln Highway Marker

This regularly staffed facility provides information about the Mount Vernon-Lisbon area. It is housed in the historic office of Dr. Tom Wolfe, built in 1912 in the style of southern plantations. In 1990, the Wolfe family gifted it to the city and it was moved from downtown to its current location in Memorial Park. The park features a gazebo, playground, picnic tables, and a Lincoln Highway marker.

### 7 Cornell College

This private liberal arts college was founded as a Methodist Seminary in 1853. The name honors William Wesley Cornell, a distant relative of Ezra Cornell who founded the famous New York Cornell University in 1865. It was the first college west of the Mississippi to grant women equal educational rights to men.

Cornell is just one of two colleges in the nation that has its entire campus listed on the National Register of Historic Places. Numerous historic buildings grace the hillside that runs along the Lincoln Highway. The largest ginkgo tree in Iowa grows on the “Hilltop” near the Cornell president’s home.

**8 Russell and Elizabeth Anderson Geology Museum** 

Located in the 1905 Norton Geology Center on the Cornell campus, the museum features over 20,000 rocks, minerals, and fossils, as well as geological books, maps, and periodicals. Cornell was the first college in Iowa to develop a Geology Department. The building was named for Dr. William Harmon Norton, Cornell’s first geology professor and original museum curator.


**9 Lincoln Highway Brick Pavement, Bridge, and Kiosk #2**  

A brick-paved portion of the Lincoln Highway in Mount Vernon (10th Avenue) crosses the tracks of the Chicago & North Western Railroad over a 1910 pony truss bridge. It carried traffic until 1996 and was restored in 2001. Today, the beautiful roadway and bridge are open to pedestrians and bicyclists, a must-see for Lincoln Highway enthusiasts. A

park borders the roadway on the west and offers picnic tables and a restroom. A Linn County Historic Preservation Commission kiosk interprets how the Lincoln Highway was the “Nation’s Main Street,” with a special focus on Mount Vernon.



## West of Mount Vernon

**10 American Gothic Barn Painting** 

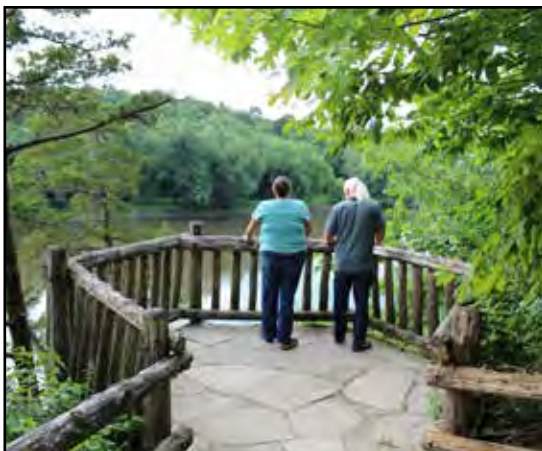
Located on Highway 30 west of Mount Vernon (not on the byway), a barn is painted with Grant Wood’s famous *American Gothic* painting. The farmer who owns the barn commissioned Mark Benesh in 2008 to paint a replica.



*The historic buildings of Cornell College create ambiance for Lincoln Highway travelers*

*Courtesy of Iowa Girl on the Go, iowagirlonthego.com*





Overlooking the Cedar River and walking the trails at Palisades-Kepler State Park



### 11 Palisades-Kepler State Park

Established in 1922, this 840-acre park is located southeast of Cedar Rapids along the Cedar River. A Civilian Conservation Corps (CCC) crew was instrumental in developing the park beginning in 1934 constructing roads, trails, bridges, stone shelters, and a lodge. The park features beautiful river bluffs, ravines, forests and wildflowers. It has an interesting prehistoric past, with several fossils and a mammoth molar found along the river.

## Northwest of Mount Vernon/ Mount Vernon Road



### 12 Abbe Creek School Museum; Lincoln Highway Marker and Kiosk #3



Located northwest of Mount Vernon on Mount Vernon Road (Lincoln Highway), this 1856 school is considered the oldest

standing one-room brick schoolhouse in Iowa. It is located on land once owned by William Abbe, the first settler in Linn County. It served as a school until 1936. It was restored in 1964 and dedicated as a museum operated by the Linn County Conservation Board. A Lincoln Highway marker is located on the site, along with a Linn County Historic Preservation Commission kiosk that interprets the nearby Seedling Mile.

### 13 Seedling Mile

A Seedling Mile was a demonstration highway built to show motorists the advantages of concrete paving over gravel, mud, or macadam. The 16-foot wide Seedling Mile in Iowa was constructed in 1918-19 on Mount Vernon Road equidistant between Mount Vernon and Marion/Cedar Rapids. Cement was donated by Northwestern States Portland Cement Company. In 2002, the road was reconstructed, but several aspects of design and materials were incorporated to keep the spirit of the original road alive. A brown highway sign on both ends alert travelers that they are driving on the Seedling Mile. On the northwest end, a concrete monument with a brass plaque is installed on an original concrete curb removed during construction.



**14** Lighthouse Inn  



This supper club is located on Mount Vernon Road east of Cedar Rapids. When it opened in 1912, the Lighthouse was on a rutted dirt road that was the fastest route between Cedar Rapids and Mount Vernon. In 1921, this cutoff

road was paved and by 1924, it became the official Lincoln Highway route. The business served food and rented cabins to multitudes of travelers. During Prohibition, its rural location made it a place to purchase alcohol, and it hosted Chicago gangsters such as John Dillinger. Today, it continues to serve food as the Lighthouse Inn in its same location.

**15** Indian Creek Nature Center  

This nature center, located about a mile south of Mount Vernon Road (1924 Lincoln Highway route) just east of Cedar Rapids, offers a variety of public programs, trails, and natural spaces to explore. A historic barn served as the center's headquarters from 1973 until 2016, when a new sustainable building,

called Amazing Space, was constructed to the west of the old barn. It features a gift shop, programming space, a glass birdwatching room, a watershed table, and solar panels. About 4 miles of trails wind through 210 acres of wetlands, forests, and prairie.





*Lincoln Heights wayside showcasing concrete bridge rails, a Seedling Mile monument, and Lincoln Highway Kiosk #6*



**16** Lincoln Heights;    
Lincoln Highway Kiosk #6

Located off of Mount Vernon Road (1924 Lincoln Highway route) just east of Cedar Rapids at the intersection of Wilder Drive and Lincoln Heights Drive, a Linn County Historic Preservation Commission kiosk tells the story of motorist businesses such as gas, food, and lodging. A short abandoned stretch of the Lincoln Highway can be walked, which was part of a northern loop of the Lincoln Highway until 1932 (now Lincoln Heights Drive). Also on the site are two original concrete bridge rails that came from the Lincoln Highway near Abbe Creek School, and a concrete and metal Seedling Mile monument.

## Marion

Marion was named after General Francis Marion, the legendary Revolutionary War hero known as the “Swamp Fox.” The town was platted as the first Linn County seat in 1839 prior to it being settled. Marion became the business hub of the county and had grown to 1,500 people by 1855. In 1864, the railroad arrived, and the town became an important center for the Milwaukee and St. Paul Railway.

**17** Squaw Creek Park;     
Lincoln Highway Kiosk #4



This 700-acre park located along Squaw Creek just southeast of Marion offers trails, two enclosed lodges, an open-air shelter, and camping. The road entering the park crosses over a 1926 bridge that was built when the Lincoln Highway was rerouted. It is a well-preserved example of early concrete road structures. A Linn County Historic Preservation Commission kiosk interprets road engineering that improved the Lincoln Highway.

**18** Marion Heritage Center & Museum 

Located southeast of Marion Square, one block south of the Lincoln Highway, this facility, housed in an 1855 Methodist Church, serves as a community center and features exhibits about local history. Permanent displays include a 1939 fresco

Courtesy of Jim Slosiarek, The Gazette



painted in the Marion Post Office, a railroad model of Marion, and a large 1868 map. Temporary exhibits and programs often feature transportation and the Lincoln Highway.

**19** Granger House Museum 

This Victorian Italianate house was built around 1860 by Charles Myers. It is located about four blocks north of the Heritage Center. Earl and Dora Granger moved into the house in 1873, and the family lived there until 1969.



Earl operated a slaughterhouse and meat market. He built a brick carriage house in 1879, the only one of its kind in the Midwest. The buildings contain many original furnishings, and guided tours showcase the life of a late 19th-century middle-class family. It is on the National Register of Historic Places.

**20** Thomas Park;     
Lincoln Highway Kiosk #5



Located along the old route of the Lincoln Highway on the west side of Marion, this park is the city's largest. The land was purchased from "Dickey" Thomas in 1921. It served as a free tourist campground for travelers. It features picnic shelters, playgrounds, a walking trail along Indian Creek, and a Linn County Historic Preservation Commission Lincoln Highway kiosk.



Viewing Lincoln Highway Kiosk #5 at Thomas Park in Marion

Courtesy of IAGenWeb Project, Linn County



Historic photo of Quaker Oats plant in Cedar Rapids



Brucemore Mansion

## Cedar Rapids

Cedar Rapids is the second largest city in Iowa. The city was settled in 1838 and originally named Columbus. It was platted in 1841 and renamed Rapids City for the rapids in the Cedar River. The name changed to Cedar Rapids in 1848. In the early 1840s, a dam was built across the river to provide power for mills. The town grew quickly and by 1858, it boasted eight flour mills, five sawmills, and two planing mills. Cereal has been manufactured here since 1873 and it is home to the largest cereal plant in the world, Quaker Oats. The city was inundated by floods in 2008 and 2016. Today, Cedar Rapids serves as a major transportation hub for four railroads, and a significant food-processing center, hosting businesses such as General Mills, Quaker Oats, PepsiCo, H. J. Heinz, and Ralston Foods.

### 21 Brucemore Mansion

Located on the east side of Cedar Rapids, the original alignment of the Lincoln Highway (1st Avenue) travels past the sprawling estate of Brucemore Mansion. This three-story, 21-room Queen Anne style home was built by Caroline Soutter Sinclair in 1884 for her six children. The Sinclair family was a manufacturing

leader in Cedar Rapids. The Douglas and Hall families owned the mansion following the Sinclairs and were also prominent members of the community. The site features a free visitor center with exhibits that interpret the estate's history, 26 acres of park-like grounds with walkways and interpretive panels, and guided tours of the mansion.

### 22 Coe College

Courtesy of Bobak Ha'Eri, CC BY-SA 3.0



Located along the Lincoln Highway (1st Avenue) just east of the river, this college was founded by Rev. Willison Jones in 1851 as "The School for the Prophets" for training Presbyterian ministers. Daniel Coe, a Catskill farmer and donor, gave \$1,500 and stipulated that women be admitted too. Many historic buildings still stand on the campus. Today, Coe is a private four-year liberal arts institution with about 1,400 students.




Courtesy of Corridor Business Journal



**23 Iowa Masonic Library and Museum** 

Located on the original Lincoln Highway byway route (1st Avenue, 1913-1921), this was the world's first Masonic library built in 1884. It is now reputed to be the largest Masonic library in the world, with thousands of rare Masonic books. The current marble building, built in 1955, includes several museum collections that are open to the public, including Masonic artifacts and non-Masonic historic and cultural artifacts from around the world.

**24 George B. Douglas House/ The History Center/Grant Wood Studio Museum** 

Located just behind the Masonic Library on 2nd Avenue (1922-1938 Lincoln Highway route), this historic building is home to the Linn County Historical Society. It is an active museum dedicated to interpreting Linn County. The house

was built for George B. Douglas in 1897, a partner in a cereal mill that became the Quaker Oats Company. The adjacent carriage house, known as #5 Turner Alley, is the former home and studio of famous Iowa artist Grant Wood, who lived here from 1924-1933. Famous works such as *American Gothic* were painted in the studio. It is operated by the Cedar Rapids Museum of Art as a public museum.

Courtesy of Mark Trade, Cedar Rapids Museum of Art



Grant Wood Studio Museum

George B. Douglas House

Courtesy of Rifeldeas, CC BY-SA 3.0



Courtesy of Linn County



Lincoln Highway wayside exhibit outside the Central Fire Station

**25** Central Fire Station; LH Marker and Wayside Exhibits #9-10

Located between the two Lincoln Highway routes on 1st Avenue (1913-1921) and 2nd Avenue (1922-1938), the fire station is a hub for transportation interpretation. A digital kiosk inside the station interprets the history of the Lincoln Highway in Cedar Rapids, the fire department, and Automobile Row. Two wayside exhibits outside the building on 2nd Avenue (#9 and #10) were developed by the Linn County Historic Preservation Commission and interpret the rise and fall of the city's Automobile Row. A Lincoln Highway marker stands between the two exhibits.

Automobile Row Historic District



Courtesy of Akaymcd,  
CC BY-SA 3.0

**26** Cedar Rapids 2nd Avenue SE. Automobile Row Historic District

Located southeast and southwest of the fire station, this National Historic District is significant in association with the history of transportation. The original Lincoln Highway route passed one block north of the district on 1st Avenue (1913-1921) and through the district on 2nd Avenue (1922-1938). The district features a collection of commercial automobile-related buildings that were built along the Lincoln Highway from 1912-1953.

**27** The Hall Bicycle Company; George A. Wyman Waypoint

George Adams Wyman was the first person to make a transcontinental crossing of the United States using a motor bicycle in 1903. He stopped at the Hall Bicycle Company on Second Avenue in Cedar Rapids. A Wyman Memorial plaque is mounted on the outside of The Hall Bicycle Company building, still in operation, but a few blocks away from the original location.

**28** Paramount Theater  


Courtesy of Rfideads, CC BY-SA 3.0



Located south of the Lincoln Highway on 3rd Avenue on the east side of the river, this building is a 1928 example of a vaudeville/movie palace. It is open for movies and performances. It was renovated by the city in the 2000s but was damaged in the historic 2008 floods. The exterior architecture can be appreciated by Lincoln Highway travelers.

**29** Linn County Courthouse 

Linn County's first courthouse was built in Marion. In 1919, the county seat moved to Cedar Rapids, and the new courthouse was built in 1925 on May's Island in the Cedar River. The three-story courthouse is built on a granite foundation using Bedford stone in the Beaux-Arts style. It is part of the May's Island Historic District listed on the National Register of Historic Places.

**29** Veterans Memorial Building 

The city of Cedar Rapids constructed the Veterans Memorial Building in 1925 on May's Island, the same year as the courthouse. To make it economically feasible, City Hall offices were planned to occupy a portion of the structure. A four-story coliseum/auditorium comprises much of the length of the building. An impressive two-story stained-glass window serves as a focal point and was created by Iowa artist Grant Wood. A replica of the Tomb of the Unknown Soldier stands atop the structure. This building is also part of the May's Island Historic District.



*Grant Wood Memorial Window, 1928*

Courtesy of Davumaya, CC BY-SA 3.0




*Veterans Memorial Building with Linn County Courthouse in background on May's Island*



*African American Museum of Iowa*

**30 African American Museum of Iowa**  

Located on 12th Avenue on the east side of the Cedar River, this statewide museum is dedicated to preserving and interpreting Iowa's African American history. Cedar Rapids enjoys a rich history of Black culture that is unique in Iowa's immigration story. The museum was founded by members of the Mt. Zion Missionary Baptist Church in Cedar Rapids in 1993.

**31 National Czech and Slovak Museum and Library/Little Bohemia**  

Located on 12th Avenue on the west side of the Cedar River, the National Czech and Slovak Museum celebrates Czech and Slovak heritage and culture. It includes numerous artifacts, stories, and a restored 1800s immigrant home. A large number of Czech and Slovak immigrants settled in Cedar Rapids to work in the T. M. Sinclair meatpacking plant. Their culture helped shape Cedar Rapids, especially in the southeast side of the city where the immigrants settled, which was known as "Little Bohemia." This community has been restored as the Czech Village/New Bohemia Main Street District.



*Restored Sleger Home, part of the National Czech and Slovak Museum*

**32** Haskell Park;    
Lincoln Highway Kiosk #7

Located on the Lincoln Highway west of the Cedar River, another Linn County Historic Preservation Commission kiosk is installed in a small triangle park in the middle of three residential roads. It tells the story of promoting the Lincoln Highway. A stone and metal marker commemorates Willis G. Haskell (1857-1927), a state senator who worked to improve the Lincoln Highway and roads throughout the state.



**33** State Patrol Station; Lincoln Highway  
Kiosk #8  

Located at the State Patrol Station on Post Road near the west end of Cedar Rapids, this Linn County Historic Preservation Commission kiosk interprets accidents and patrolling the Lincoln Highway.



## West of Cedar Rapids

**34** Ced-Rel Supper Club  

This restaurant on the historic Lincoln Highway west of Cedar Rapids opened in the early 1900s as a gas station. During the 1920s Prohibition Era, it is rumored to have served customers with gambling and alcohol. From 1935-2014, the supper club was owned by Verline and Isabelle Sedrel. Today, it is owned and operated by a long time employee of the Sedrels.





A restored prairie in Beautiful Plains Prairie Park, Belle Plaine



Youngville Café

## BENTON COUNTY

The region that became Benton County was originally an undulating prairie with timber lining the streams. The county was established in 1837 from sections of historic Dubuque County. It was named for U.S. Senator Thomas Hart Benton (1782-1858), a champion of westward expansion.

### Iowa Valley Scenic Byway

A section of the Lincoln Highway through Belle Plaine shares the route with the Iowa Valley Scenic Byway, a 77-mile drive that follows the Iowa River from the Amana Colonies in the east to Montour in the west. More information is available in the *Iowa Valley Scenic Byway Interpretive Master Plan* (2017).

### Between Cedar Rapids and Belle Plaine

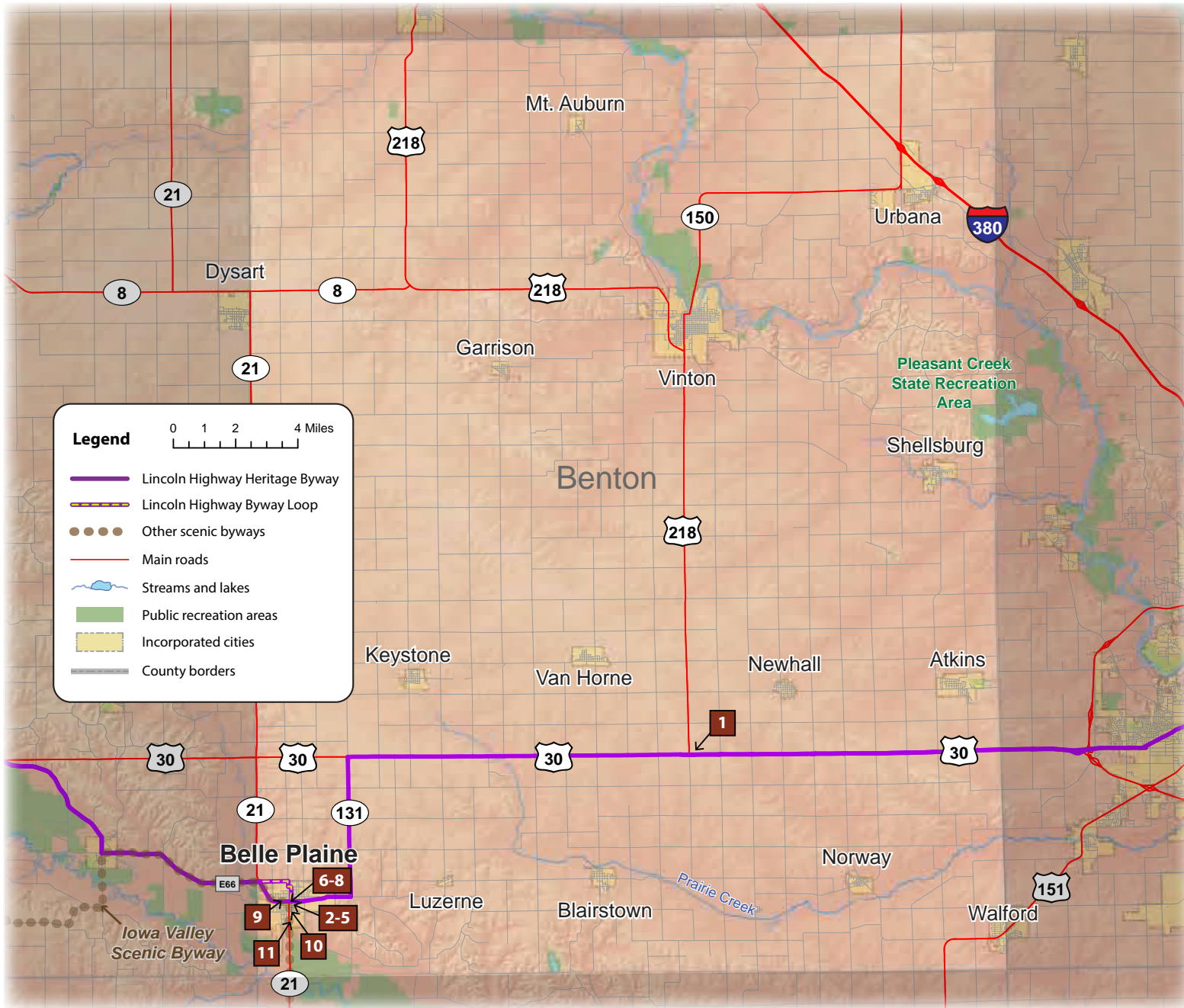
#### 1 Youngville Café

Located at the intersection of Highways 30 and 218 near the middle of Benton County, the Youngville Café is one of the few remaining rural filling stations and eateries along the historic Lincoln Highway. The Tudor Revival building

was constructed in 1931 by Joe Young for his daughter, Lizzie Wheeler. The one-stop roadside business included a café, Skelly gas, residential space for the owners, and three cabins. It closed in 1967. The Youngville Highway History Association restored it in the late 1990s, and it is open limited hours for lunch. It is listed on the National Register of Historic Places.

#### Map Resources Key

1. Youngville Café
2. Belle Plaine Main Street Historic District
3. Belle Plaine Area Museum & Legacy Mural
4. Downtown Murals
5. Chicago & North Western Depot
6. Sankot Motor Company Garage
7. Lincoln Café
8. Herring Hotel
9. Preston's Station
10. Jumbo Artesian Well Site Marker
11. Beautiful Plains Prairie Park





*The King Theater was built in 1930 and has been operated by the Mansfield family ever since*

## Belle Plaine

Belle Plaine is a French phrase that means “Belle of the Prairie” or “Beautiful Plain.” The area, settled in the 1840s, was originally a rich land of tall prairie grasses. The community was founded in 1862 when it was certain that the railroad would stop here. It became the terminus of the Clinton Division of the Chicago & North Western Railroad.

Several historical events have defined the community. In 1886, a well being drilled

went out of control, spouting water over 50 feet into the air and flowing for 14 months. It became known as the “Jumbo Well.” In 1894, a massive fire destroyed five blocks downtown, leading to the construction of brick structures along Main Street that still stand. In 1913, the Lincoln Highway was routed through Belle Plaine in order to avoid the hilly “Bohemian Alps.”

### Belle Plaine Audio Tour

A 20-station audio tour, accessed by cell phone, interprets the history of Belle Plaine. The tour was planned by the Iowa Valley Scenic Byway as part of a multi-community tour. Several of the following resources are part of the audio tour. See page 202 for details.



*Belle Plaine's attractive downtown reflects the rich history of the community*







**2 Main Street Historic District** 

Belle Plaine’s downtown is recognized as a National Historic District due to its collection of buildings that document the development of the commercial district over time. A revitalization project that included facade, streetscape, and storm water improvements was completed in 2012. The King Theater has been operated by the Mansfield family since it opened in 1930.

**3 Belle Plaine Area Museum & Legacy Mural** 

This local history museum tells the story of the Belle Plaine community, emphasizing the significance of the railroad and Lincoln Highway. A 5,000-square-foot annex was constructed in 2011 and houses an exhibit on the life of town native son and well-known philanthropist Henry B. Tippie. The Legacy Mural on the west side of the museum is the largest brick mural in Iowa (18’x28’) and depicts 150 years of history, including the Lincoln Highway.

**4 Lincoln Highway Mural**  

Five wall murals on the exterior of downtown brick buildings interpret important aspects of Belle Plaine history. One mural related to the Lincoln



Highway is located across from the Belle Plaine Area museum.

**5 Chicago & North Western Depot** 

Constructed in 1894, this privately owned two-story depot and the busy tracks can be seen from the railroad viewing windows of the Belle Plaine Area Museum.



Lincoln Highway mural (above) and Jumbo Well mural (below)





Sankot Motor Company Garage

**6 Sankot Motor Company Garage**  

The garage was constructed in 1914 on the Lincoln Highway to repair vehicles and sell Chryslers. Gas was sold from 1920 to 1944. The garage is still operating and has been owned by the Sankot family since it opened. The building is listed on the National Register of Historic Places.



**7 Lincoln Café**   

The Lincoln Café is a classic 1928 highway restaurant on the nation's first transcontinental highway located in downtown Belle Plaine. It celebrates its connection to the Lincoln Highway.



**8 Herring Hotel**  

In 1900, Bill Herring constructed a two-story hotel in Belle Plaine along what would become the Lincoln Highway. With its proximity to the depot, Herring would transport train guests to the hotel in his custom "bus." In 1914, a third story was added to provide more guest rooms with private baths. In 1919, the site became a one-stop roadside business for Lincoln Highway travelers when a service station was added. An indoor garage that could hold up to 30 cars was added in 1927. The Herring was an official Hotel of The American Motor League and home to the Lincoln Highway Glad Hand Club. The building is on the National Register of Historic Places. As of 2018, the nonprofit Herring Hotel Building Alliance was raising funding to restore it.

**9** Preston's Station   

A 1928 gas station on the Lincoln Highway is covered with historic road signs. The old gas station was owned by George Preston, a larger-than-life personality who made this station legendary and even appeared on *The Tonight Show* with Johnny Carson. Preston died in 1993, but the station remains and has become an iconic symbol for Lincoln Highway enthusiasts.

**10** Jumbo Artesian Well Site 

Located at the corner of 8th Avenue and 8th Street, this granite boulder and plaque document the location of the “runaway” artesian well that captivated the public’s attention in 1886 as it threatened to flood the town for 14 months. The town celebrates this event with an annual festival.



**11** Beautiful Plaines Prairie Park  

A gateway to the community from the south, this park features a restored tallgrass prairie that can be enjoyed from a picnic shelter or by walking a short interpretive trail. An interpretive panel tells the story of the Lincoln Highway, along with Belle Plaine’s history, prairie ecology, indigenous peoples, and the Iowa Valley Scenic Byway.



Preston's Station





The byway offers views of rolling hills and fields just east of Montour

Courtesy of Meskwaki Nation GIS



The Meskwaki Stone House was built along the Lincoln Highway in 1941 as part of the Civilian Conservation Corps

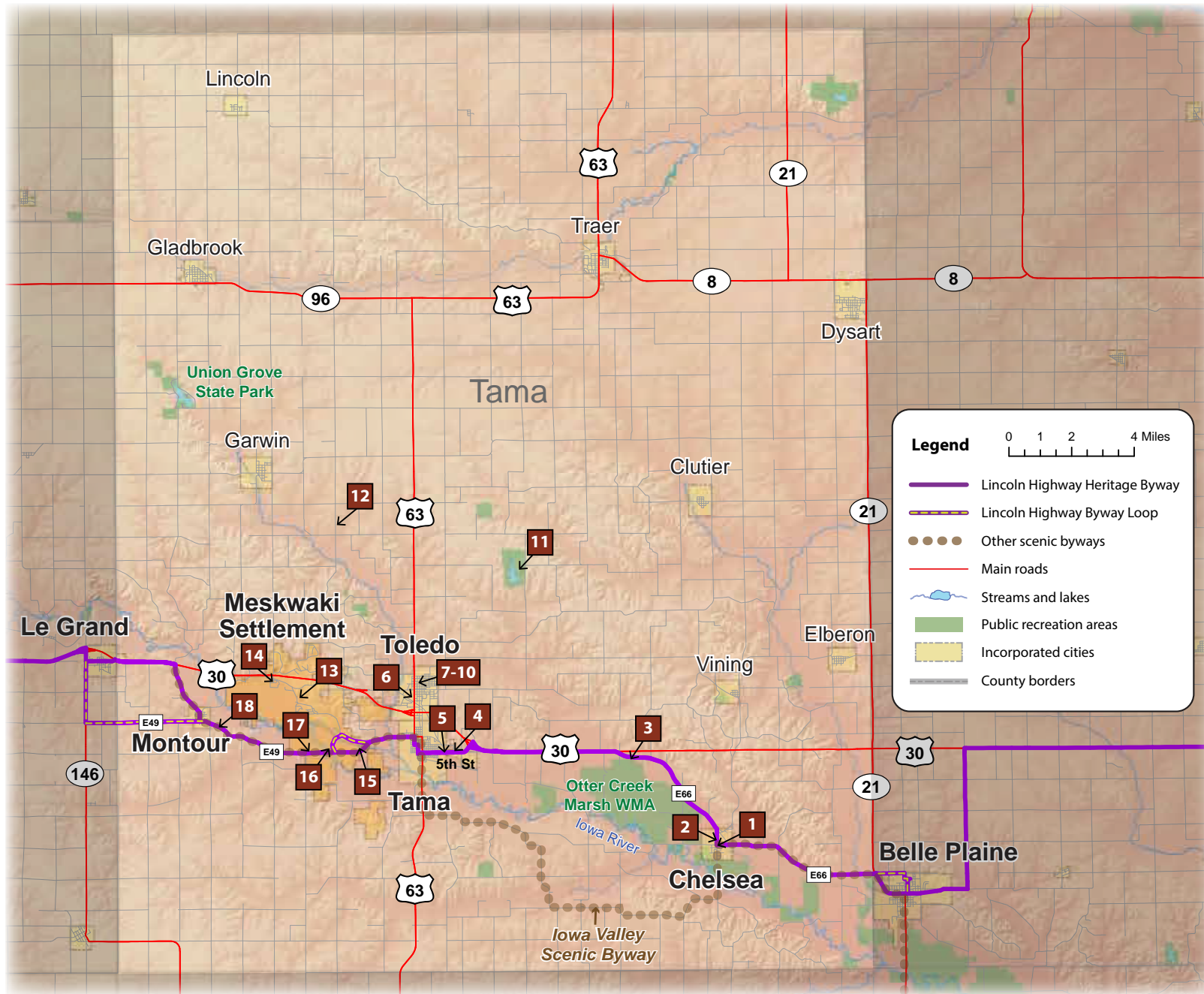
## TAMA COUNTY

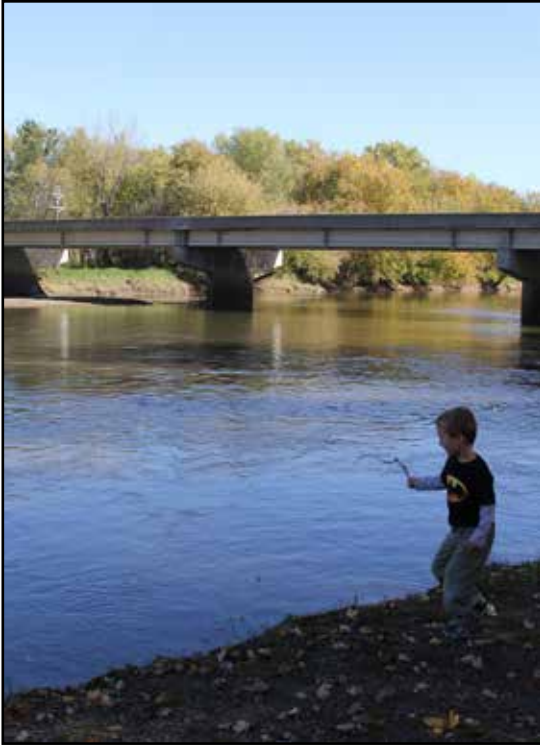
Tama County was formed in 1843 and named in honor of Taimah, a Wisconsin Meskwaki tribal leader from the early 19th century prior to the Black Hawk War. The Meskwaki have been in Tama County for more than 140 years and are the only tribe living along the Lincoln Highway in Iowa. The tribal name means “Red Earth People.” In 1845, a federal mandate moved the Meskwaki to Kansas, but many wanted to stay in Iowa. Citizens of Tama County asked the State of Iowa for a vote allowing the Meskwaki to stay and purchase their own land. Eighty acres were then purchased along the Iowa River in Tama County. The Meskwaki people own more than 7,700 acres in Tama and Palo Alto counties, and are their own sovereign nation and settlement.

The Tama County area also became home to many Czech immigrants because the land was similar to their homeland. The rolling hills in the northern part of the county became known as the “Bohemian Alps.” The Lincoln Highway was routed to the south near the Iowa River to avoid the hilly region.

### Map Resources Key

1. Chelsea Fire Station; LH Marker
2. Otter Creek Bridge
3. Otter Creek Marsh Wildlife Area & Viewing Platform
4. King Tower Café
5. Lincoln Highway Bridge
6. “Butter Cow” and Calf Statue
7. Tama County Courthouse
8. Tama County Historical Museum and Genealogical Library
9. Wieting Theatre & Opera House
10. Toledo Stoplight
11. Otter Creek Lake County Park
12. Lincoln Land Grant Marker
13. Meskwaki Cultural Center & Museum
14. Meskwaki Bingo Casino & Exhibits
15. Scenic Pond Views
16. Powwow Grounds
17. Meskwaki Stone House & Well House
18. Rock Hill: Site of Henry C. Ostermann Car Crash





*Iowa River access just outside of Tama*



*The Iowa River valley is an ideal place to watch for wildlife, such as these nesting bald eagles along the byway (2016)*

## Iowa Valley Scenic Byway

About 15 miles of the Lincoln Highway through Tama County shares the route with the Iowa Valley Scenic Byway, a 77-mile drive that follows the Iowa River from the Amana Colonies in the east to Montour in the west. More information is available in the *Iowa Valley Scenic Byway Interpretive Master Plan* (2017).

## Iowa River

The Lincoln Highway follows the Iowa River for much of its course as it flows southeast through Tama County. The river is a 320-mile long tributary of the Mississippi. It creates a rich, dynamic floodplain that supports fertile wetlands, wildlife, and abundant recreational opportunities. Historically, the river served as a travel corridor, a source of water for crops and industry, and continuously replenished soil in the floodplain. In recent years, the river has raged above its banks, flooding towns like Chelsea and threatening the existence of river valley communities.

After the disastrous flood of 1993, many landowners realized that agriculture could not be sustained in the floodplain along the river. A government program called the Iowa River Corridor Project

was initiated to purchase land and conservation easements, converting agricultural fields to restored wetlands and forests. Today, the Iowa River Corridor Project encompasses 50,000 acres of floodplain. About 10,000 acres are protected as part of the National Wildlife Refuge System.



## Chelsea

This site was a planned water stop station for the 1864 railroad line and was originally called Otter Creek Station. By 1867, the Chicago, Iowa and Nebraska Railroad built the first tracks all the way across Iowa. Chelsea was on the original Lincoln Highway route.

The Iowa River has been a blessing and a curse to Chelsea, bringing the railroad and the Lincoln Highway, but also

frequent floods. The town has become famous for its residents' tenacity to remain despite the floods.

**1 Chelsea Fire Station; Lincoln Highway Marker**  

Located in front of the fire station, this marker is among those placed every mile from coast to coast on the Lincoln Highway by Boy Scouts in 1928.



**2 Otter Creek Bridge**  

In 1929, a steel bridge was constructed over Otter Creek for Lincoln Highway traffic. In 2007, the bridge was replaced. Citizens preserved the original lampposts for the new bridge and the old railing styles were reused.

**3 Otter Creek Marsh Wildlife Management Area and Viewing Platform**  

Located northwest of Chelsea on the Lincoln Highway, this 3,300-acre wildlife area is open for hunting, fishing, and wildlife observation in upland and bottomland forests and marshes. A unique viewing platform built in the shape of an eagle offers views of the floodplain habitat along the Iowa River. It features a viewing scope and four panels that interpret the Iowa River Corridor history, Bird Conservation Area, marsh wildlife, and Meskwaki history.





## Tama

Tama began as a railroad town in 1862 and was named after a well-known Meskwaki leader, Taimah, who lived prior to the tribe's settlement near present-day Tama. The name Taimah translates to "thunder." The original Lincoln Highway route through Tama was chosen for its proximity to the railroad, the level topography, and the community support for the highway. Toledo, just to the north, and Tama have nearly grown together in recent years.

### 4 King Tower Café

When it opened in 1937, this truck stop was the epitome of modern travel conveniences. The two-story restaurant was air-conditioned and the truck stop had a service station and 18 overnight cabins. Today, the restaurant continues to be a local favorite and a "must-see" stop for Lincoln Highway aficionados. Murals and artifacts connect the site to the Meskwaki Settlement and its history with the old highway. One tourist cabin still remains.



King Tower Café



Tama Lincoln Highway Bridge



## 5 Lincoln Highway Bridge

A must-see for byway travelers, this is one of the most iconic Lincoln Highway features remaining in the country. The concrete bridge was constructed in 1915 with letters spelling “Lincoln Highway” cast as the railing supports. It was an early example of advertisement for the highway. The taxpayers of Tama were proud to have the highway wind through their community and paid for the bridge themselves. A brick monument and metal plaque are located in the adjacent Lincoln Highway Bridge Park, which includes a shelter, picnic tables, and a flower garden planted in red, white, and blue.



*“Butter Cow” and Calf Statue*

## Toledo

Toledo has been the county seat of Tama County since 1853. During the initial meeting to organize the county seat, Adam Zehrung, the oldest person present, was given the honor of selecting a name. He chose his former hometown of Toledo, Ohio. The courthouse square is surrounded by a number of historic buildings.

## 6 “Butter Cow” and Calf Statue

This outdoor bronze statue of a cow and calf honors the late Toledo native Norma “Duffy” Lyon, who sculpted life-size

cows and other icons out of butter for the Iowa State Fair from 1960 to 2005.

## 7 Tama County Courthouse

This impressive Romanesque Revival brick building was constructed in 1866. It sits prominently in the tree-covered town square. The clock tower is original, and the internal workings of the clock are exhibited on the second floor. It was placed on the National Register of Historic Places in 1981.





### 8 Tama County Historical Museum and Genealogical Library

The 1870 county jail has served as the home for the Tama County museum since 1974. The museum features three floors of exhibits on community history, including the jail itself. A restored and furnished 1880s Czech log cabin has been relocated to the grounds. The building is listed on the National Register of Historic Places.



### 9 Wieting Theatre & Opera House

The two-story Colonial Revival brick opera house opened in 1912. Ella W. Wieting gifted it to the community as a memorial to her husband, C.W. Wieting, a dentist by trade and a successful businessman. The couple lived in Toledo from 1867–1900, before moving back to New York state. The theatre served a variety of functions, including traveling shows, local school productions, political meetings, movies, and even hosted a Ku Klux Klan rally. Since 1960, the theatre has been operated by the Wieting Theatre Guild. The building underwent a major restoration from 2008-2014.



### 10 Toledo Stoplight

A seemingly out-of-place red stoplight in the middle of an intersection was constructed in 1949 as the first stoplight

in town. In 2011, the city voted to restore the quaint and ailing light with new LEDs. There is now a Toledo Stoplight Festival each July.

## North of Tama/Toledo

### 11 Otter Creek Lake County Park

This 529-acre park features a 70-acre no-wake boating lake, two-acre native prairie (never tilled), three miles of trails, camping, picnic shelters, play areas, and boat ramp. The Tama County Nature Center is perched on a hill with sweeping views of the lake. Open seasonally, it features a riparian diorama depicting wetland and stream habitats, a discovery wall, and exhibits about wildlife. The park is located about 6 miles northeast of Toledo.

### 12 Lincoln Land Grant Marker

In 1852, Abraham Lincoln received 40 acres in Howard Township for his service as an Illinois volunteer in the Black Hawk War of 1832. Ironically, this parcel of land is located near the Meskwaki Settlement, whose citizens are related to Chief Black Hawk. The marker is located 5 miles north on Highway 30 from Toledo.



## Meskwaki Settlement

The Meskwaki Nation was the first tribe in American history to purchase their own tribal land base. The initial 80 acres were purchased in 1857. The settlement, which is held in common by all tribal members, has grown to nearly 8,000 acres. While it is not a reservation, the tribe is recognized as a sovereign nation.

The Meskwaki have a proud history of maintaining their tribal sovereignty in the face of public and government demands for tribal removal, religious conversion, land allotments, and

assimilation. The tribe is known as the Red Earth People and is legally titled by the federal government as the Sac and Fox Tribe of Mississippi in Iowa.

### Cultural Landscape of the Settlement

The seemingly casual dispersal of homes and other buildings in the Meskwaki Settlement is not a random pattern. In the winter of 1901-02, a smallpox epidemic killed about 50 of the 400 tribal members. To combat the spread of disease, the federal government burned the central village and forced the Meskwaki to live in scattered home sites.



*Exhibits in the casino and in the cultural center and museum tell the story of the Meskwaki tribe*



Meskwaki Cultural Center and Museum





Exhibits in Meskwaki Bingo Casino lobby



Powwow Grounds

**13 Meskwaki Cultural Center and Museum**  

Operated by the Historical Preservation Department, this public tribal museum offers the tribe’s perspective of Meskwaki heritage. Professionally designed exhibits and authentic artifacts interpret the history and current accomplishments and happenings of the tribe.

**14 Meskwaki Bingo Casino and Exhibits**  

Gaming and live entertainment are the main draw to this 67,500-square-foot building. However, several exhibits inside the lobby provide insight into Meskwaki culture and history.

**15 Scenic Pond Views** 

The byway along Highway E49 east of the powwow grounds skirts the edge of numerous ponds and wetland areas in Iowa River floodplain, providing diverse wildlife viewing opportunities, including an active bald eagle nest (2016).

**16 Powwow Grounds**  

This quiet site along the Iowa River has been the home of the four-day Annual Meskwaki Powwow since 1913. The event is a social gathering that is open to the public. The colorful dancing is a central aspect of the event and draws thousands each year. This is also part of the tribe’s original 80 acres.



Scenic ponds and wetlands along the byway



## Montour

Built along the Chicago & North Western Railroad line in 1864, Montour was originally called Orford. In 1873, after postal letters were being lost due to the similarity of the name to Oxford, Iowa, the name was changed to Montour. By 1879, the town boasted a grain and livestock dealership, blacksmith shop, dry goods shop, hardware store, restaurant, drug store, bank, farm machinery dealership, and grocery store. Today, Montour is a quiet town that

anchors the west end of the Iowa Valley Scenic Byway, just south of Highway 30.

### 18 Montour Hill: Site of Henry C. Ostermann Car Crash



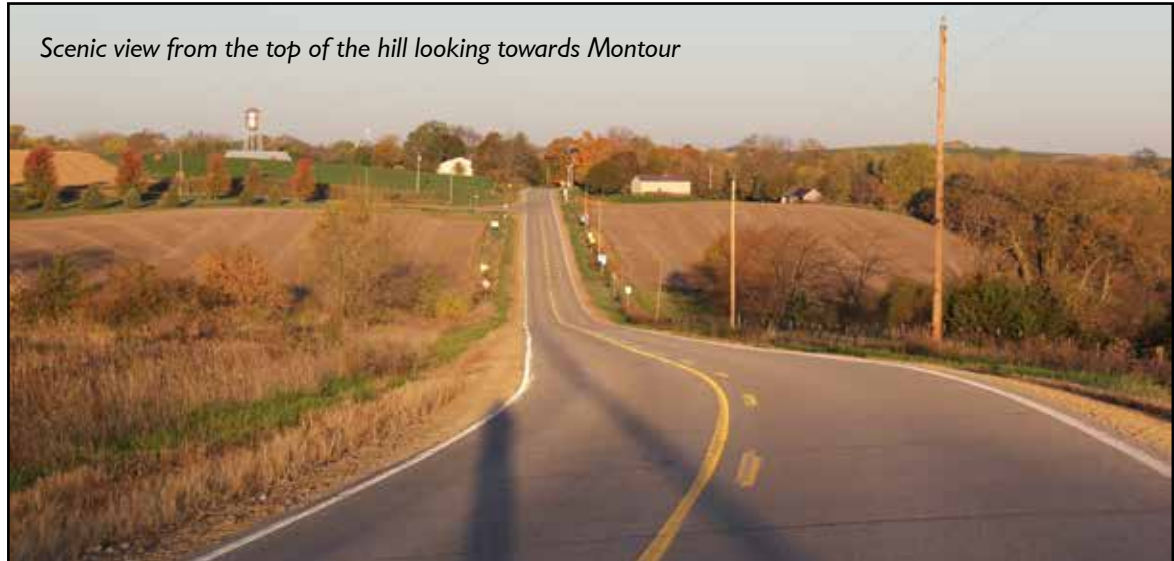
A hill located about a half-mile east of Montour is the site where Henry C. Ostermann, field secretary of the Lincoln Highway Association, died in a car crash on June 8, 1918. Ostermann was on one of his numerous transcontinental trips when he attempted to pass another car while driving west. He miscalculated the distance and slipped on wet grass, overturning his car several times. Today, the hill offers a sweeping view of Montour and the rolling landscape of the Iowa River Valley.

### 17 Meskwaki Stone House and Well House



These significant structures were constructed as part of a Civilian Conservation Corps Indian Division project in 1941 on the former route of the historic Lincoln Highway. The gracefully disintegrating stone walls connect viewers to the Great Depression and efforts to maintain meaningful employment among the Meskwaki during that difficult time. It was a central gathering area prior to the highway rerouting and the settlement's move to the north. The site is symbolic of the tribe's ability to cope with change.

*Scenic view from the top of the hill looking towards Montour*





The Shady Oaks campground east of Marshalltown has been serving Lincoln Highway travelers since 1924

U-M Library: Lincoln Highway Digital Image Collection



A campground in the Marshalltown City Park, 1924

## MARSHALL COUNTY

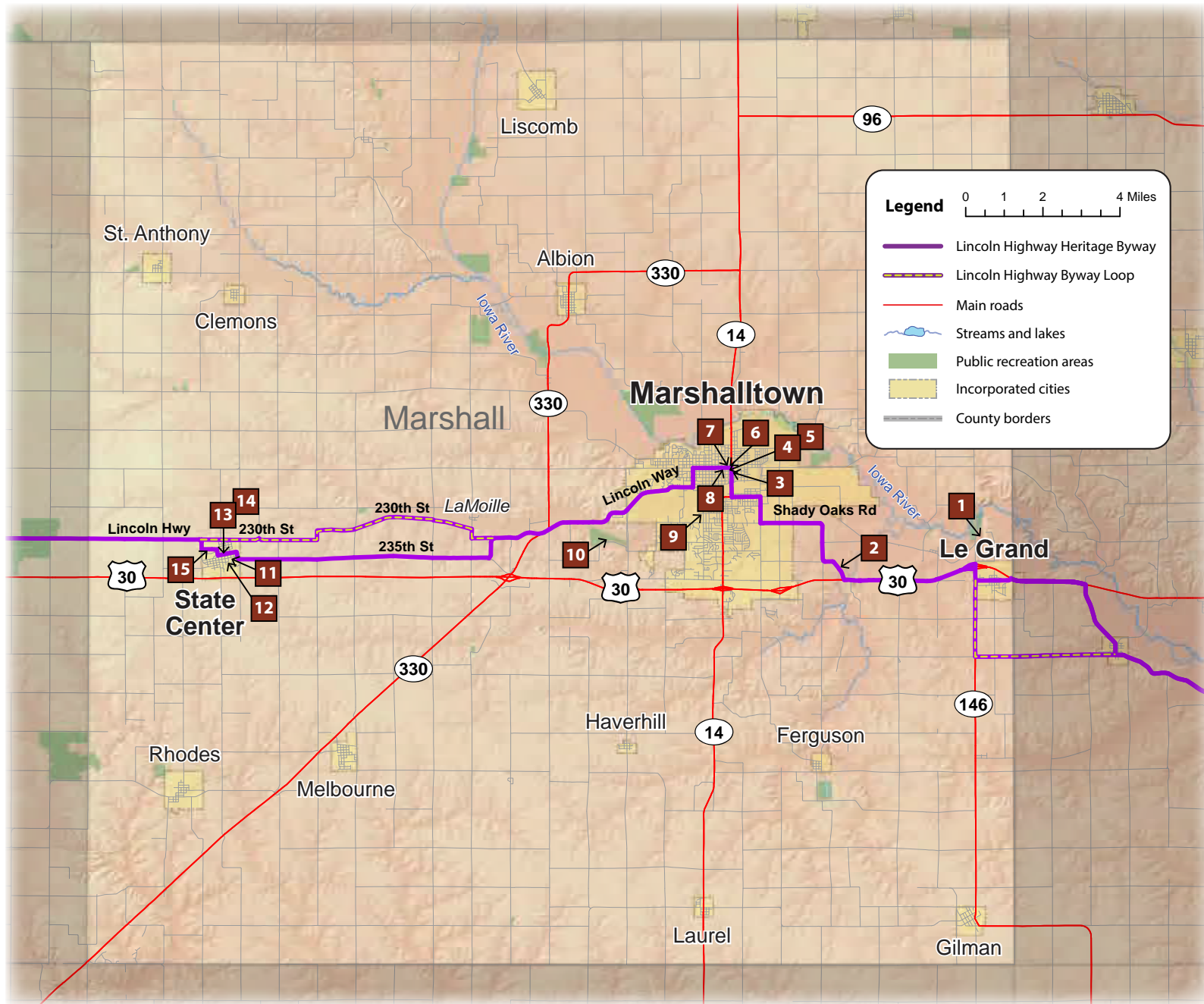
Marshall County was formed in 1846 and named after John Marshall, the fourth Chief Justice of the U.S. Supreme Court from 1801 to 1835. A group of Mormon immigrants spent the bitter winter of 1846-47 in Marshall County en route to Council Bluffs. The first white settler, a trapper, arrived in the summer of 1847. In 1850, Quakers settled in the county, and one of the largest Friends meetings in the world took place in 1860. The group played an important role in helping with the Underground Railroad.

In 1851, Marietta was selected as the original Marshall County seat. At the same time, the town of Marshall was developing and competition for the county seat began. Reported struggles between the two communities included egg and vegetable pelting, and even planting dynamite in the courthouse to destroy the county records should Marshall residents try to steal them. The Iowa Supreme Court ruled in favor of Marshall and the county seat moved there in 1859. Marshall had already built a courthouse at no cost to the county. A third courthouse was built from local limestone in 1886.

One of the first canneries in Iowa operated in Marshall County during the 1870s. Many of the workers were women and children. It is now home to Iowa Choice Harvest.

### Map Resources Key

1. LeGrand Quarry
2. Shady Oaks Campground
3. Taylors Maid-Rite
4. Marshalltown Downtown Historic District
5. Marshall County Historical Museum
6. Orpheum Theater
7. Taylor #4 Country School
8. Marshall County Courthouse
9. Marshall County Freedom Rock
10. Grimes Farm and Conservation Center
11. State Center Rose Garden; LH Marker
12. Home Oil Gas Station/Police Station
13. State Center Commercial Historic District
14. Watson's Grocery Store Museum
15. Kauffman Park



*Iowa Geological Survey, Vol. XVII**LeGrand Quarry, 1906*

## LeGrand

This community was platted in 1852 and named for LeGrand Byington, an Iowa City lawyer who had assisted the original site owners. The LeGrand Flouring mill was built on the Iowa River in 1856, the first in this part of the county. The Chicago & North Western Railway came to LeGrand in 1863, and a grain elevator was built at the railroad station. Limestone has been quarried here since the 1850s. The quarries attracted Italian stonecutters from Chicago. The men and their families lived in company houses, and the area became known as “Little Italy.”

*Shady Oaks Campground*

The Quakers, or Friends congregation, were also instrumental in the development of LeGrand. In 1873, the group developed an academy in a grade school called the Friend’s Academy, which was later moved into a two-story school building. Enrollment at the academy reached over 100 students in 1877-78.

### 1 LeGrand Quarry

Located north of LeGrand on the Iowa River, this is the oldest rock quarry in Iowa. Established in 1877, it produced limestone for the Iowa State Historical Building and the Marshall County Courthouse. Crushed LeGrand limestone provided an excellent, all-weather material for good roads, railroad track beds, and for concrete production. The quarry was purchased by the Chicago & North Western Railroad in 1909. The LeGrand Quarry still produces crushed limestone for road building. Several crinoid fossils have been found in the quarry, a small flower-like animal preserved in the rock.



## Between LeGrand and Marshalltown

### 2 Shady Oaks Campground

In 1924, Bill and Les Norton built a gas station and eatery along the Lincoln Highway east of Marshalltown called Shady Oaks. The next year, when the highway was paved, they built five cabins and carports, becoming one of the first cabin camps west of the Mississippi. The campground now serves RV campers and one of the original cabins has been restored. The impressive stand of bur oak trees was added to the Register of Famous & Historic Trees by the Iowa DNR in 1996. The 55-foot high, 12-level Big Treehouse built by owner Mick Jurgensen is a visitor attraction.



Restored 1925 tourist cabin in the Shady Oaks Campground

## Marshalltown

The first settler in this area was Henry Anson, who built a log cabin on a high point between the Iowa River and Linn Creek in 1851. The town was platted as Marshall in 1853. The community battled with Marietta for the Marshall County seat, which it won in 1859. In 1862, the name was changed to Marshalltown because another Marshall, Iowa already existed.

Marshalltown was considered a popular tourist stop for Lincoln Highway travelers. Hotels and the Shady Oaks cabins provided overnight lodging, while the Marshall Auto Company fixed cars throughout the night while travelers slept. In addition to the new highway system, Marshalltown once had seven railroad lines.

### 3 Taylors Maid-Rite

This early franchise fast food outlet has been in operation since 1928 when Cliff Taylor opened the third Maid-Rite in Iowa. It has been operated by four generations of the Taylors. The current building was built across the street from the original site as a state-of-the-art restaurant in 1958.



Impressive buildings line the Marshalltown Downtown Historic District



Taylors Maid-Rite

Marshalltown Downtown Historic District



**4** Marshalltown Downtown Historic District 

Most of the city’s business district was listed as a National Historic District in 2002. The Marshall County Courthouse, seven-story Hotel Tallcorn, opera house, movie theater, sheriff’s residence, and public library are all part of the district, which includes 96 total resources and 76 contributing buildings. Most of these were in existence when the Lincoln Highway was in its prime. A walking tour highlights many of these historic buildings.


*Courtesy of the Times Republican*



Marshall County Historical Museum

**5** Marshall County Historical Museum 

Located in the historic 1871 George Glick House-Wilson Hotel just a block south of the Lincoln Highway (Main St.), the Marshall County Historical Museum features exhibits on early European settlers, railroaders, inventors, and geology. The historical society manages five historic properties in the county: the museum, the Mowry Irvine Mansion, the Glick-Sower Victorian house, Taylor #4 Country School, and the Edel Blacksmith Shop in Haverhill.


**6** Orpheum Theater 

This was the first theater constructed after World War II by the major American film and production company RKO Pictures in 1949. In 1957, the movie “Saint Joan” held its American premiere in this theater because the star, Jean Seberg, was a native of Marshalltown.



Courtesy of Glenn E. Chatfield



**7 Taylor #4 Country School** 

This one-room country school was moved to a site just a block north of the Lincoln Highway (Main St.). It has been restored to its original 1913 appearance and includes historic furnishings inside. Tours are by appointment.

**8 Marshall County Courthouse; Lincoln Highway Marker**  

The historic courthouse was built in 1884-86 using “LeGrand white marble,” a type of limestone from the LeGrand Quarry. It replaced an earlier building. The structure is of the Italian Renaissance style. It is listed on the National Register of Historic Places and is a contributing property in the Marshalltown Downtown Historic District. A statue of Henry Anson, founder of Marshalltown, is

located in front of the courthouse, along with a Lincoln Highway marker.

**9 Marshall County Freedom Rock** 

Dedicated to Marshalltown Veterans, this painted boulder is the official Freedom Rock of Marshall County. It depicts the lives of five Marshall County soldiers who lost their lives in World War I, World War II, the Korean conflict, Vietnam, and Iraq. It is located at the American Legion Golf Course.



**10 Grimes Farm and Conservation Center**  

This county-owned site protects 160 acres of wetland, forest, and prairie. It includes a conservation center with natural history exhibits and an observation deck. Hiking trails access the various habitat types. The site is located just west of Marshalltown to the south of the Lincoln Highway route.



Marshall County Courthouse

Courtesy of Iowa Bike Rides, iowabikerides.com



Grimes Farm and Conservation Center

U-M Library: Lincoln Highway Digital Image Collection



*“President Joy at the wheel of the official Packard Twin-Six negotiating the gumbo mud near LaMoille, 1915”*

## LaMoille

This unincorporated community between Marshalltown and State Center was laid out in 1867 and named after Lamoille, Vermont. Henry B. Joy, Lincoln Highway promoter and president of the Packard Car Company, was making a promotional tour of the Lincoln Highway in 1915 when he got bogged down in the LaMoille mud. A photo of the event served the Lincoln Highway Association well in its efforts to improve the roadway.

State Center Rose Garden



## State Center

State Center originated in 1864 with the construction of the Chicago & North Western Railroad. It was originally named “Centre Station,” but the first railroad agent changed it to State Center because it is near the geographical center of Iowa. The Lincoln Highway was originally routed on 4th and 5th Streets but was changed to Main Street around 1924. The road was paved with concrete in 1930, unlike many other towns that used brick pavers. The town is known as the “Rose Capital of Iowa,” which is celebrated with the State Center Rose Festival every June.



### 11 State Center Rose Garden; Lincoln Highway Marker



Known as the “Rose Capital of Iowa,” the rose garden has been a landmark of State Center since the 1950s. It includes varieties of old and new roses. A Lincoln Highway marker can be found in the gardens.



**12 Home Oil Gas Station/  
Police Station**  

This Tudor-style station was built in 1932 shortly after the Lincoln Highway was rerouted down 4th Street. It was most likely a one-of-a-kind building design. It was renovated and is now home to the State Center Police Department.

**13 State Center Commercial Historic District** 

A three-block area of downtown State Center is on the National Register of Historic Places. It includes one of the state's best preserved collections of 1890s–1920s mid-sized commercial buildings, including Watson's Grocery Store, the 1895 Benson Building (NuCara Pharmacy), Washington Township No. 6 school, general stores, barber shops, banks, a drugstore, and city hall.



**14 Watson's Grocery Store Museum** 

This store was built by William Watson in 1895, after a fire destroyed his original store. The outside and inside of the building have remained nearly unchanged through its years of operation. Florence Watson closed the store in 1981. In 1989, the building was reopened as a grocery store museum where visitors can discover stocked oak shelves, roll-top bins, and an ice box.

**15 Kauffman Park** 

This park opened in 1923 as a rest area and campground for Lincoln Highway travelers. Today, the park features a shelter, picnic tables, and playground along the byway.





Front yard artwork celebrates the Lincoln Highway in Nevada

U-M Library: Lincoln Highway Digital Image Collection



Gas station at a campground in Nevada, 1922

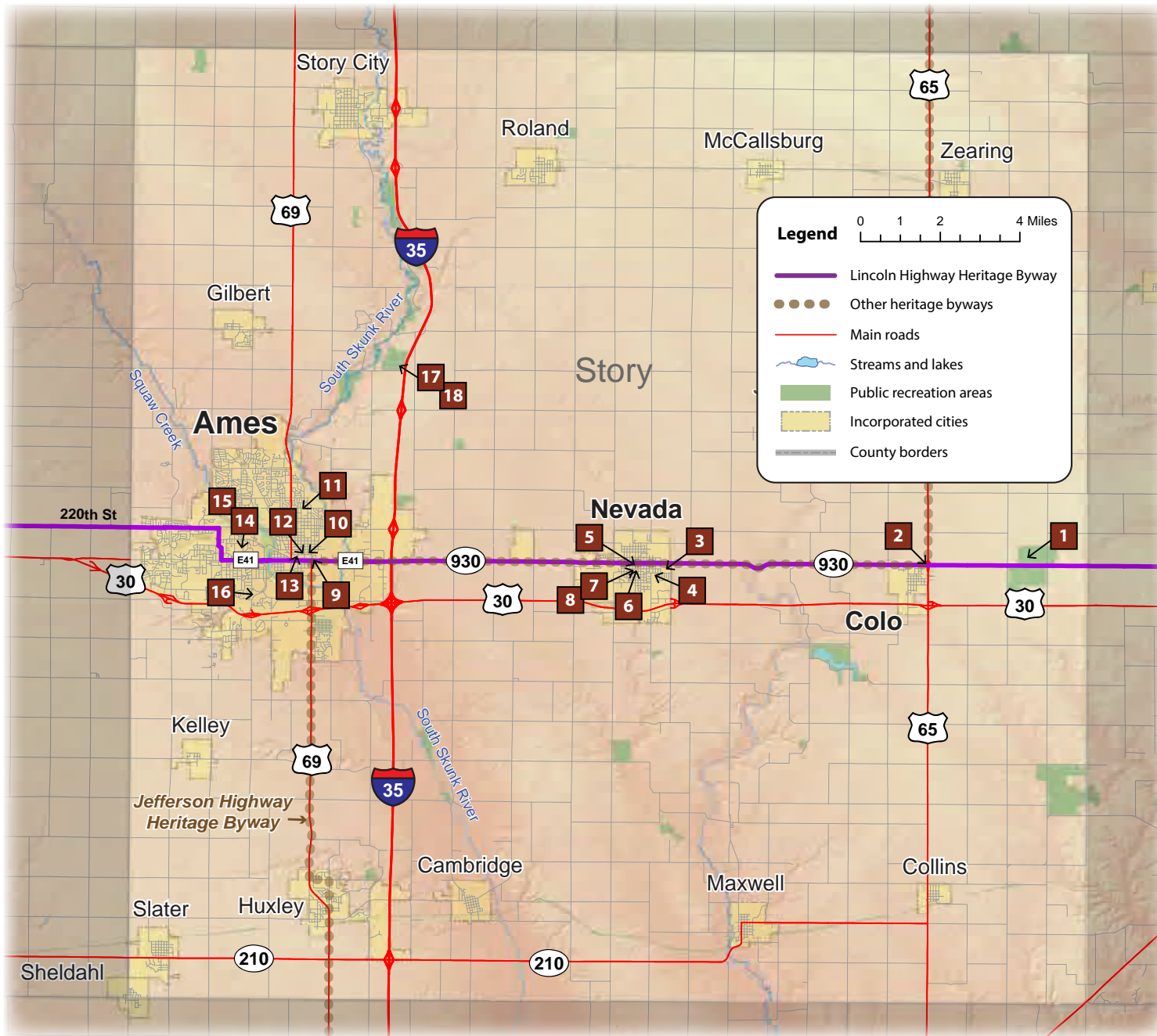
## STORY COUNTY

The county was established in 1846 and named in 1853 after Joseph Story, a U.S. Supreme Court Justice from 1811 to 1845. Three commissioners were appointed by the state to select a location for the county seat. They picked a location where the town of Nevada stands today. A small marker at the Story County Administration building identifies the site. The first settlers were mainly from Indiana, New York, and Pennsylvania, with immigrants from Norway, Germany, and Denmark arriving later.

The terrain in Story County is some of the flattest along the Lincoln Highway route. The area is known as the “Prairie Pothole Region.” When early settlers arrived in the 1850s, the land was drained and the prairies were converted into farmland. The swampy land also provided challenges when the Lincoln Highway was completed in 1913. Story County had some of the worst mud conditions for travelers.

### Map Resources Key

1. Colo Bogs Wildlife Management Area
2. Reed-Niland Corner
3. Harrington Park; LH Marker
4. Briggs Terrace/Evergreen Lane Historic District
5. Nevada Downtown Historic District
6. Nevada Community Historical Center
7. Story County Administration Building
8. Dyer-Dowell Victorian House
9. Tip-Top Lounge
10. Ames History Center
11. Hoggatt School
12. Hotel Sheldon Munn
13. Main Street Station: George A. Wyman Waypoint
14. Iowa State University
15. Farm House Museum (ISU)
16. Reiman Gardens (ISU)
17. McFarland Park
18. Skunk River Greenbelt





Courtesy of Han Zalatel, Iowa Ornithologists' Union



Lincoln Highway travelers drive through a flooded roadway along the “Colo Ponds” in the mid-1920s, now part of the Colo Bogs Wildlife Management Area

## Jefferson Highway Heritage Byway

The Jefferson Highway was a north-south automobile route that linked Winnipeg, Canada, with New Orleans, Louisiana, earning the nickname “Pine to Palm Highway.” Inspired by the Lincoln Highway, it was named for President Thomas Jefferson. While the route was designated in 1916, the highway wasn’t completed until 1930, well after the highway numbering system was in place. The Jefferson Highway shares about 15 miles of the east-west Lincoln Highway route from Colo to Ames—it travels north on Highway 65 from Colo and south on Highway 67 from Ames. A Jefferson Highway concrete marker still stands at the Colo intersection with the Lincoln Highway. The Jefferson Highway was designated an Iowa Heritage Byway in 2016.

## Between State Center & Colo

### 1 Colo Bogs Wildlife Management Area

The Lincoln Highway (County E41) runs through the middle of this 700-acre property just east of Colo. Farmers attempted to drain the area, but it has now returned to wetlands. This stretch

was a major challenge to early Lincoln Highway travelers who navigated the flooded and muddy road. The area is open to hunting and birdwatching.

Courtesy of photolibrarian, CC BY-NC-ND 2.0



American Bittern in the wetlands of Colo Bogs

## Colo

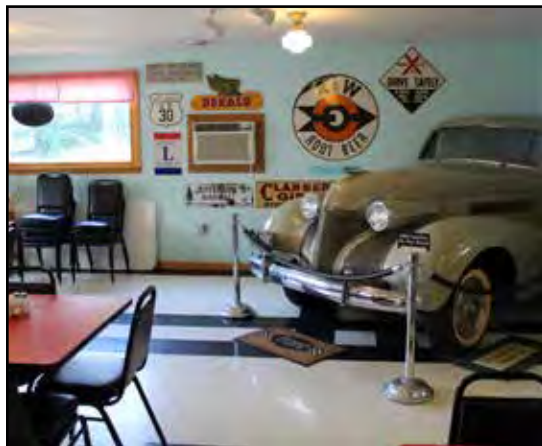
Colo was incorporated in 1876 and named by railroad official John Blair after Carlo, the original landowner’s dog. Colo was at the intersection of two major highways: the east-west Lincoln Highway and the north-south Jefferson Highway that stretched from Winnipeg, Manitoba, to New Orleans, Louisiana. The Colo Crossroads Festival held every July celebrates the community’s unique location.



## 2 Reed-Niland Corner

In 1923, Charlie Reed opened a gas station at the intersection of the Lincoln Highway and the Jefferson Highway at the southeast corner of his farm. He soon added food and lodging, creating a one-stop business. Charlie was assisted by his nephew M. Reed Niland and his wife, Florence. Generations of the Niland family operated the site until 1995. The gas station, café, and motel have been restored to their original appearance, and the site serves as a key interpretive experience along the Lincoln Highway. A self-guided walking tour interprets the history of the site, Niland's Café serves food and houses exhibits, and six rooms at the Colo Motel are available for a truly unique lodging experience.

### *Exhibits in Niland's Café*



*Reed's Gas Station at  
Reed-Niland Corner*



*Colo Motel at  
Reed-Niland Corner*



## Nevada

This community was platted in 1853 as the Story County seat. It was named by commissioner Joseph Thrift, who had been a “forty-niner” in California and admired the Sierra Nevada mountains. Nevada celebrates its location on the Lincoln Highway with a picture of Abraham Lincoln and a highway marker on signs welcoming travelers to town, along with a Lincoln Highway Days celebration in August.



*Nevada Downtown Historic District*

### 3 Harrington Park; Lincoln Highway Marker

Located at the east edge of town along the Lincoln Highway, the park has an original Lincoln Highway marker flanked by two stone signs that interpret the transcontinental highway and the mile markers. This site was sponsored by the Lincoln Highway Association. The park offers a shelter, picnic tables, restrooms, and a playground.



### 4 Briggs Terrace/Evergreen Lane Historic District

This historic district is on the National Register of Historic Places. The estate was built by Otis Briggs in 1879, a local businessman who founded Farmers Bank, and includes a two-story brick home, carriage house, and barn. It was home to four generations of the Briggs

and Dutton families. Also located on site are the 1854 George Child Log House, the third house built in Nevada, and the 1874 Halley School, a one-room country school that operated until 1945. All properties are managed by the Nevada Community Historical Society.

*Courtesy of Dagwin57, CC BY-SA 3.0*



*Briggs Terrace home*

*Courtesy of Nevada Community Historical Society*



*Halley School*

### **5 Nevada Downtown Historic District**

Downtown Nevada features 33 historic commercial buildings that capture the character of the 1870s to 1920s. The district is listed on the National Register of Historic Places.

### **6 Nevada Community Historical Center**

Located in downtown Nevada, the historical center is the headquarters of the Nevada Community Historical Society and features museum exhibits that interpret the town's history.

### **7 Story County Administration Building; Confederate Cannon**

The original 1877 brick Story County courthouse was replaced by a Modernist structure in 1968. An 1861 Civil War Confederate bronze rifled cannon captured at the Battle of Shiloh stands



outside the building. When the heavy cannon was shipped to Nevada in 1901, an accident occurred and a man who was helping unload it was killed. A misfire of the cannon in 1918 on Armistice Day resulted in one man dying and another being injured.

### **8 Dyer-Dowell Victorian House**

Built in 1869, this house originally served as the Story County jail with a jailer's residence on the first floor and prisoner cells on the second. It was converted into a private home and owned by Judge George Dyer and his wife, Martha, whose parents were early pioneers of Nevada.



*Courtesy of Nevada Community Historical Society*

*Courtesy of Iowa Civil War Monuments, iowacivilwarmonuments.com*



Artwork in downtown Ames

*Courtesy of Ames Historical Society*



Lincoln Highway through Ames, 1950s

## Ames

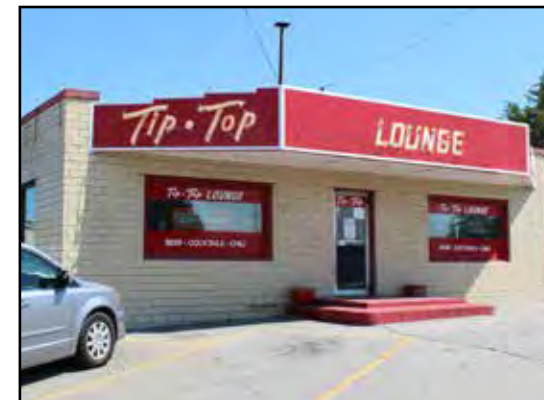
Ames was platted in 1864 as a station stop on the Chicago & North Western Railroad. The location was chosen based on the best crossing of the Skunk River. It was named by John Blair, the railroad president, to honor U.S. Congressman Oakes Ames of Massachusetts, who was a supporter of the transcontinental railroad. The first business in Ames started in 1865 out of the railroad depot when the station agent began offering groceries. Ames was chosen as the site for Iowa State University in 1859, with the first classes starting in 1869. Thomas H. MacDonald studied engineering at the university. After graduating in 1904 he was placed in charge of field operations for the State Highway Commission and campaigned for good roads.

Today, Ames is the largest city in Story County with a population of about 60,000. Iowa State University is the largest university in the state with over 35,000 students and is known for its science and technology research.

### 9 Tip-Top Lounge

The Tip-Top Sandwich Shop opened on Lincoln Way in 1950. The bar and grill is still a popular stop and is decorated with

its original 1950s look, including neon signs out front.



### 10 Ames History Center

Serving as the headquarters of the Ames Historical Society, the center houses archives, artifact collections, and exhibits that interpret the history of the area.



Courtesy of Ames Historical Society



**11 Hoggatt School** 

Ames' first school was built in 1862. The restored one-room country school is now located on the Meeker Elementary School grounds on Burnett Avenue. Its original site was a one-acre plot in Washington Township that was donated by Lucian Hoggatt and his wife, Abigail. The school was moved several times before its final location. It is managed by the Ames Historical Society and serves as a living history museum.


**12 Hotel Sheldon Munn**  

When it opened in 1916 a block north of the Lincoln Highway, this hotel was considered one of the finest in the Midwest. At four stories, it was the tallest building in Ames at the time. In its early years, the hotel served as the meeting place in town and as a control



Hotel Sheldon Munn

point for Lincoln Highway travelers to check mileage. Today it is an apartment building.

**13 Chicago & North Western Railroad Depot: George A. Wyman Waypoint** 

George Adams Wyman was the first person to make a transcontinental crossing of the United States using a motor bicycle in 1903. After crashing in a road rut, he rode the railroad tracks into Ames, where he repaired a cyclometer and carburetor valve. A waypoint sign and plaque is located outside the Main

Street Station, a shopping center built in the historic 1900 Chicago & North Western Railroad Depot.

Courtesy of Ames Historical Society



Ames Depot, early 1900s



Lake LaVerne, built on campus in 1916

**14** Iowa State University  

Ames was selected as the location for the Iowa Agricultural College and Model Farm in 1859. The original farm was 648 acres. The Farm House, the first building on the campus, was completed in 1861. The first official class started at Ames in 1869 and graduated in 1872. A leader in agriculture, engineering, extension, and home economics, Iowa State University created the nation's first veterinarian school in 1879. Many of the buildings on campus are on the National Register

of Historic Places. The college was renamed Iowa State University of Science and Technology in 1959. The world's first electronic digital computer, the Atanasoff-Berry Computer (ABC), was built here from 1937 to 1942. The campus now has over 35,000 students.

**15** Farm House Museum (ISU) 

The Farm House was built in 1861 as part of the model farm that became Iowa State University. It served as living quarters for Iowa State University presidents, deans, professors, farmhands, and students. It was restored to its circa 1910 appearance and is now open as a museum that interprets life at the turn of the 20th century. It is a National Historic Landmark.



**16 Reiman Gardens (ISU)** 

Located south of the Lincoln Highway on Beach Avenue, this 17-acre Iowa State University site features outdoor gardens, an indoor conservatory of tropical plants and seasonal plant displays, and a butterfly exhibit with exotic and native butterflies. The university has had a horticulture garden since 1914. The current location was dedicated in 1995.

**Northeast of Ames**

**17 McFarland Park**  

Located northeast of Ames along Interstate 35, this 200-acre park features tallgrass prairie, woodland, and stream habitats. At this site is the Story County Conservation Center with educational displays, the Adams Observatory, the accessible Touch-a-Life Trail, picnicking, camping, hiking, and biking.

**18 Skunk River Greenbelt** 

This green corridor extends from Story City in the north to Ames in the south. A trail system is developed for various users, including pedestrians, bicyclists, and equestrians. Trailheads can be found at McFarland Park, Peterson Park, Soper's Mills, Bear Creek, and Anderson Canoe Access.



*Reiman Gardens; Lake Helen (above) and inside the Conservatory (below)*





*The Boone and Scenic Valley Railroad in Boone celebrates the railroad legacy of central Iowa*

*U-M Library: Lincoln Highway Digital Image Collection*



*Lincoln Highway one mile west of Boone, 1926*

## BOONE COUNTY

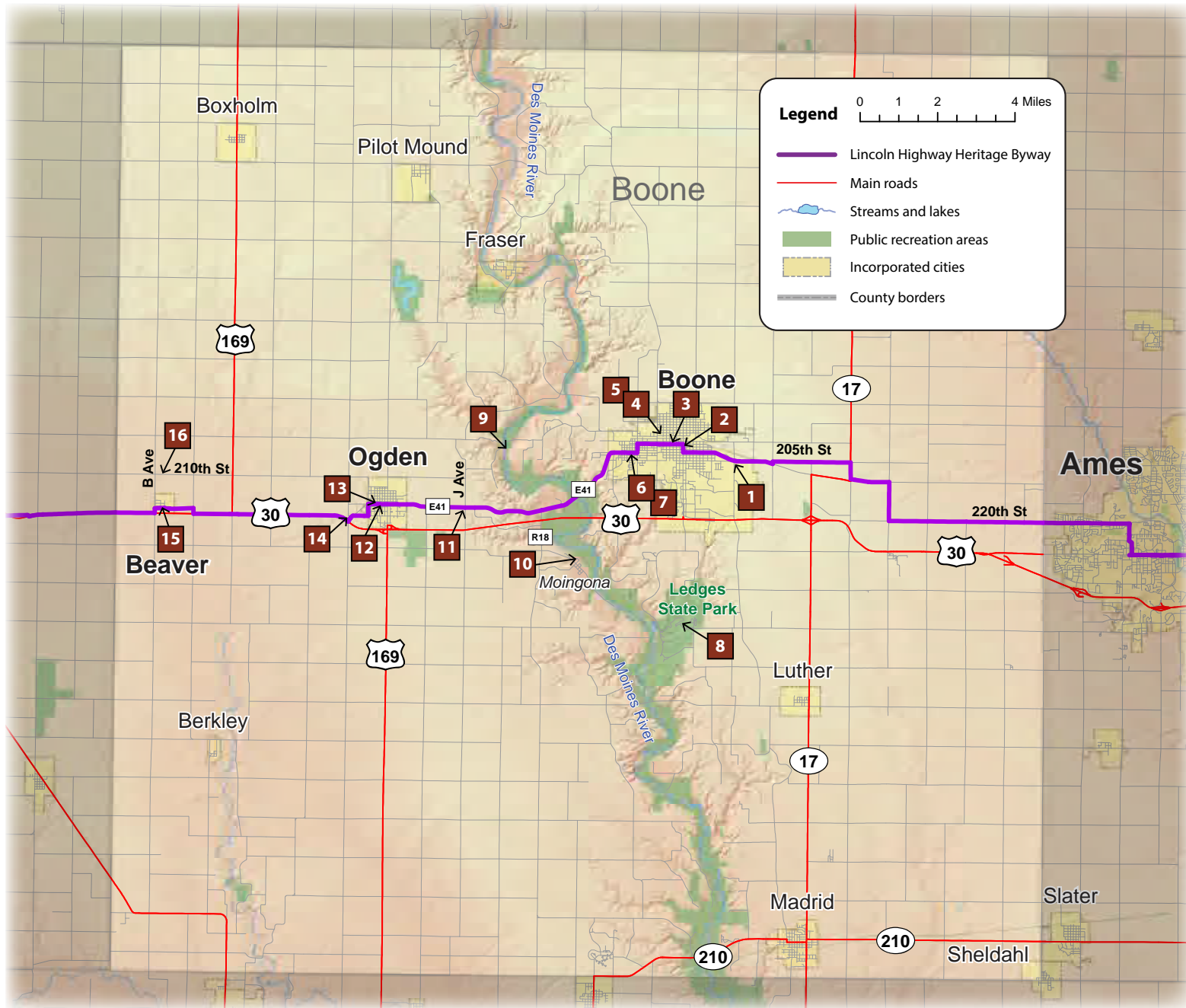
Following the Black Hawk Purchase of 1832, Lt. Colonel Stephen W. Kearney led three companies of the First Regiment of the United States Dragoons up the Des Moines River to explore the land for future development. In 1835, Captain Nathan Boone, commander of Company H, camped near Mineral Ridge in what would become Boone County. He was the youngest son of frontiersman Daniel Boone. The county was organized in 1847 and named for Nathan Boone.

The first settlers in Boone County were Swedish immigrants who arrived in the late 1840s near Madrid. In 1851, the county seat was established in Boonesboro, now West Boone. The economic and commercial center of the county shifted to Boone in the 1860s with the arrival of the railroad. Coal mining was a major industry in the county, fueling immigration to Madrid, Moingona, Boone, Ogden, and Fraser.

### Map Resources Key

1. Lincoln Highway Corner Post Marker
2. Boone History Center
3. Mamie Doud Eisenhower Birthplace
4. Boone & Scenic Valley Railroad and James H. Andrew Railroad Museum
5. George A. Wyman Waypoint
6. Boone County Courthouse; LH Marker
7. Boone County Freedom Rock
8. Ledges State Park
9. Kate Shelley High Bridge
10. Kate Shelley Park & Museum
11. Hickory Grove School/Battin Chapel
12. Footprints in Concrete
13. Ogden City Hall: George A. Wyman Waypoint
14. Lincoln Prairie Park
15. Sparks Garage
16. Marsh Rainbow Arch Bridge over Beaver Creek







Remnants of the 1909 Wagon Wheel Bridge crossing the Des Moines River between Boone and Ogen. It was removed in December 2016.



## Des Moines River

The Des Moines River is the largest river in Iowa and flows south through the center of Boone County. Its headwaters are in southern Minnesota and it meanders 525 miles to the Mississippi. The name comes from French explorers who called it *La Rivière des Moines*, which means “River of Monks.” Prior to the railroads, the Des Moines River was the main artery of commerce and transportation for central Iowa. The river also is a major flyway for birds. The Des Moines River State Water Trail travels through Boone County, offering paddlers a unique perspective, including towering sandstone bluffs in Ledges State Park and the dramatic Kate Shelley High Bridge.

## Dragoon Trail

A section of the 200-mile long Dragoon Trail traverses Boone County along the Des Moines River. The trail follows the path of the 1st U.S. Dragoons, a group of cavalry soldiers who scouted Iowa in 1835 following the Black Hawk Purchase. Their mission was to follow the Des Moines River from Fort Des Moines to southeastern Minnesota and to record the flora and fauna discovered along the way. Captain Nathan Boone, youngest

son of Daniel Boone and the namesake of Boone County, led Company H across the county in 1835.

## Boone

Boone, originally called Montana, was platted in 1865 by John Insley Blair a mile east of Boonesboro, the county seat. It incorporated a year later when the Chicago & North Western Railroad built a station. The town grew rapidly and soon rivaled Boonesboro in population. It was renamed Boone in 1871. The two towns grew together and Boonesboro was annexed by Boone in 1887. The county offices are still located in “West Boone,” and both communities have distinct downtowns. The railroad spurred coal mining in the area, and a commercial mine opened west of the town in 1867.



Downtown Boone

## 1 Lincoln Highway Corner Post Marker



Located on the east side of Boone at the intersection of Mamie Eisenhower Avenue (Lincoln Highway) and Snedden Drive, a concrete three-sided corner post has “Lincoln Highway” stamped on one side and “County Road” stamped on the other, marking the intersection for early travelers. A historic photograph shows that “S.L.M.” and “1914” were once stamped on the front, likely the initials of the farmer who erected the structure in 1914 at the corner of his field.



U-M Library: Lincoln Highway Digital Image Collection

## 2 Boone History Center



Housed in the 1907 Champlin Memorial Masonic Temple, the Boone County Historical Society operates a museum that houses collections and exhibits that interpret the history of the region, including Kate Shelley, the Dragoon soldiers, and natural history dioramas. The building is on the National Register of Historic Places.



Boone History Center, under repair in July 2016

## 3 Mamie Doud Eisenhower Birthplace



Mamie Doud was born in Boone in 1896, but moved away when she was still an infant. She met Dwight Eisenhower when he was stationed in San Antonio in 1915, and the two were married the next year. In 1919, Colonel Dwight Eisenhower accompanied the convoy of army troops traveling the Lincoln Highway. Eisenhower served as president of the United States from 1953 to 1961. The Eisenhowers returned to Boone regularly throughout the 1940s to 1960s to visit Mamie’s mother’s family. The restored house, operated by the Boone County Historical Society, contains many Eisenhower heirlooms and exhibits.



Mamie Doud Eisenhower Birthplace

Courtesy of the Library of Congress



A Boone & Scenic Valley Railroad steam train crosses the Bass Point Creek Bridge.



An exhibit in the James H. Andrew Railroad Museum

#### 4 Boone & Scenic Valley Railroad and James H. Andrew Railroad Museum

Tracks for the Fort Dodge, Des Moines and Southern Railroad (FDDMS) were laid through Boone in the 1890s. The company started as a freight hauler for coal. In 1907, the tracks were electrified and the company expanded into interurban passenger service. In 1983, an 11-mile section of the line slated for abandonment was purchased by the Boone Railroad Historical Society to be used for scenic railroad tours. Today, passengers can ride several types of trains through the Des Moines River Valley and across a 156-foot tall bridge over Bass Point Creek. The James H. Andrew Railroad Museum was added in 2012. It features a research library, theater, and extensive collections of railroad artifacts, including track equipment, uniforms, toy trains, bells, and lanterns.

#### 5 George A. Wyman Waypoint

George Adams Wyman was the first person to make a transcontinental crossing of the United States using a motor bicycle in 1903. He rode the tracks through Boone, but was shortly after chased off by a railroad foreman. A waypoint sign and memorial plaque are located outside the depot.

#### 6 Boone County Courthouse; Lincoln Highway Marker

The first courthouse in Boone County was a two-story building constructed in Boonesboro in 1856. When a new courthouse was needed, Montana (now Boone) wanted the courthouse in their community. By a narrow vote, Boonesboro kept the county seat and a three-story brick courthouse was built in 1868. The current courthouse, still in what had been Boonesboro (now the west side of Boone), was built in 1917 out of Vermont gray granite and Bedford limestone. It is on the National Register of Historic Places. A Lincoln Highway marker stands in front of the building.



#### 7 Boone County Freedom Rock

Located on the northwest corner of the courthouse lawn, Boone County's Freedom Rock painting depicts a train

going over the Kate Shelley High Bridge, Dwight and Mamie Eisenhower, and two Boone County native soldiers who were killed in action.



## South of Boone

### 8 Ledges State Park

Located south of Boone, this 1,200-acre park protects canyons and bluffs along the Des Moines River. The sandstone cliffs rise nearly 100 feet above the water. The first park custodian was appointed in 1921, and it officially became a state park in 1924. Numerous fieldstone bridges, shelters, and trail steps constructed by the Civilian Conservation Corps in the 1930s are still standing. The park features trails, scenic overlooks, an accessible interpretive trail to Lost Lake, camping, canoeing, fishing, and picnicking.

## Between Boone and Ogden

### 9 Kate Shelley High Bridge

Located three miles west of Boone, this 1901 bridge was one of the longest and highest double track railroad bridges in the country. It stands 185 feet above the Des Moines River and is 2,685 feet long. The bridge is named in honor of Kate Shelley, who in 1881 at 17 years old, crawled over a railroad bridge that spanned the Des Moines River to warn an oncoming train that a bridge over Honey Creek had crashed under the weight of an engine. She then led a rescue party back to the two survivors of



Ledges State Park

*Courtesy of esthiel, Panoramio*

the wreck in Honey Creek. In 2009, a new double track concrete and steel bridge was opened by Union Pacific next to the historic bridge.



Courtesy of the Iowa Department of Cultural Affairs



Kate Shelley Park & Museum



Hickory Grove School (above) and Battin Chapel (left)

### 10 Kate Shelley Park & Museum

Located in the unincorporated town of Moingona five miles southwest of Boone, this park marks the site where Kate Shelley arrived at a depot in 1881 to warn the oncoming train. A restored period depot moved from Beaver includes exhibits and a video about Kate. A trail leads to the remnants of the original Des Moines River bridge that Kate crossed.

### 11 Hickory Grove School/Battin Chapel

Located along the Lincoln Highway east of Ogden, this site protects several historic buildings. The one-room Hickory Grove School was constructed in 1889 and closed its doors in 1956. It preserves numerous furnishings and memorabilia. It is jointly operated by the Boone County Historical Society and Battin Heritage Association. The Battin Chapel is a wooden church built in 1887 and is open for special occasions.

## Ogden

Ogden was platted in 1866 by John Blair, president of the Chicago & North Western Railroad, who named it for railroad magnate William Butler Ogden. Ogden was the first meeting site for the National Lincoln Highway Association when it re-formed in 1992.

### 12 Footprints in the Concrete

When the Lincoln Highway was being paved through Ogden in 1929, someone walked through the wet concrete leaving footprints. After they were discovered, the prints were filled with aggregate to provide a smooth surface, but they could still be seen. In 2016, the roadway was resurfaced, but a section containing the footprints was removed and is on display in a downtown pocket park along the Lincoln Highway. A scenic byway interpretive panel tells the story.



### 13 Ogden City Hall: George A. Wyman Waypoint

George Adams Wyman was the first person to make a transcontinental crossing of the United States using a motor bicycle in 1903. He stopped in Ogden where a local blacksmith repaired a coaster brake. A waypoint sign and memorial plaque is located outside the Ogden City Hall.

## 14 Lincoln Prairie Park

This landscaped rest area is located just west of Ogden along East Beaver Creek. It features a gazebo, a Lincoln Highway marker, and a Conservation Innovation Grant (CIG) byway wayside exhibit that interprets prairies. A 3/4-mile-long trail connects the park to the Leonard Good Community Center in Ogden.



## Beaver

The community of Beaver, originally known as Beaver Station, was created as a stop on the Chicago & North Western Railroad. It is named for the stream that flows along its west side, Beaver Creek. According to a 1918 gazetteer, Beaver had a population of 150 with a general store, bank, hotel, and garage. While Beaver was originally included on the

Lincoln Highway in 1913, it was bypassed in 1914 when the highway was moved to the north to avoid railroad crossings. In 1922, the highway shifted back through Beaver, where it crossed the railroad tracks and followed them on the south side. Today, Beaver is a quaint community with a population of 50. A tiny brick post office and a working grain elevator stand along the byway.

## 15 Sparks Garage

The disintegrating remnants of Sparks Garage are located across from the elevator in Beaver. It was originally established in 1912, but the cinder block building likely dates from the 1950s. This Lincoln Highway landmark is deteriorating.



*Courtesy of GarryGardner, CC BY-SA 3.0*

## North of Beaver

### 16 Marsh Rainbow Arch Bridge over Beaver Creek

Located on a 1914-1922 Lincoln Highway alignment (210th Street) north of Beaver, this arch reinforced-concrete bridge spans Beaver Creek. It was constructed in 1919. James Marsh (1854-1936), one of America's early bridge builders, patented the "Marsh Rainbow Arch" design. It is listed on the National Register of Historic Places.



*View of the Lincoln Highway heading east out of Jefferson from atop the Mahanay Memorial Carillon Tower*

*Courtesy of Jefferson Iowa News, jeffersoniowanews.com*



*Historic Potter Drug Store building on the Lincoln Highway in Jefferson*

## GREENE COUNTY

The first settler in this part of Iowa was Truman Davis, who arrived in 1849 and made a home along the Raccoon River. Greene County was formed in 1851 and named for Nathanael Greene (1742-1786), a major general of the Continental Army during the Revolutionary War. In 1854, the county commissioners chose the site of Jefferson as the county seat, and the first courthouse was built in 1856.

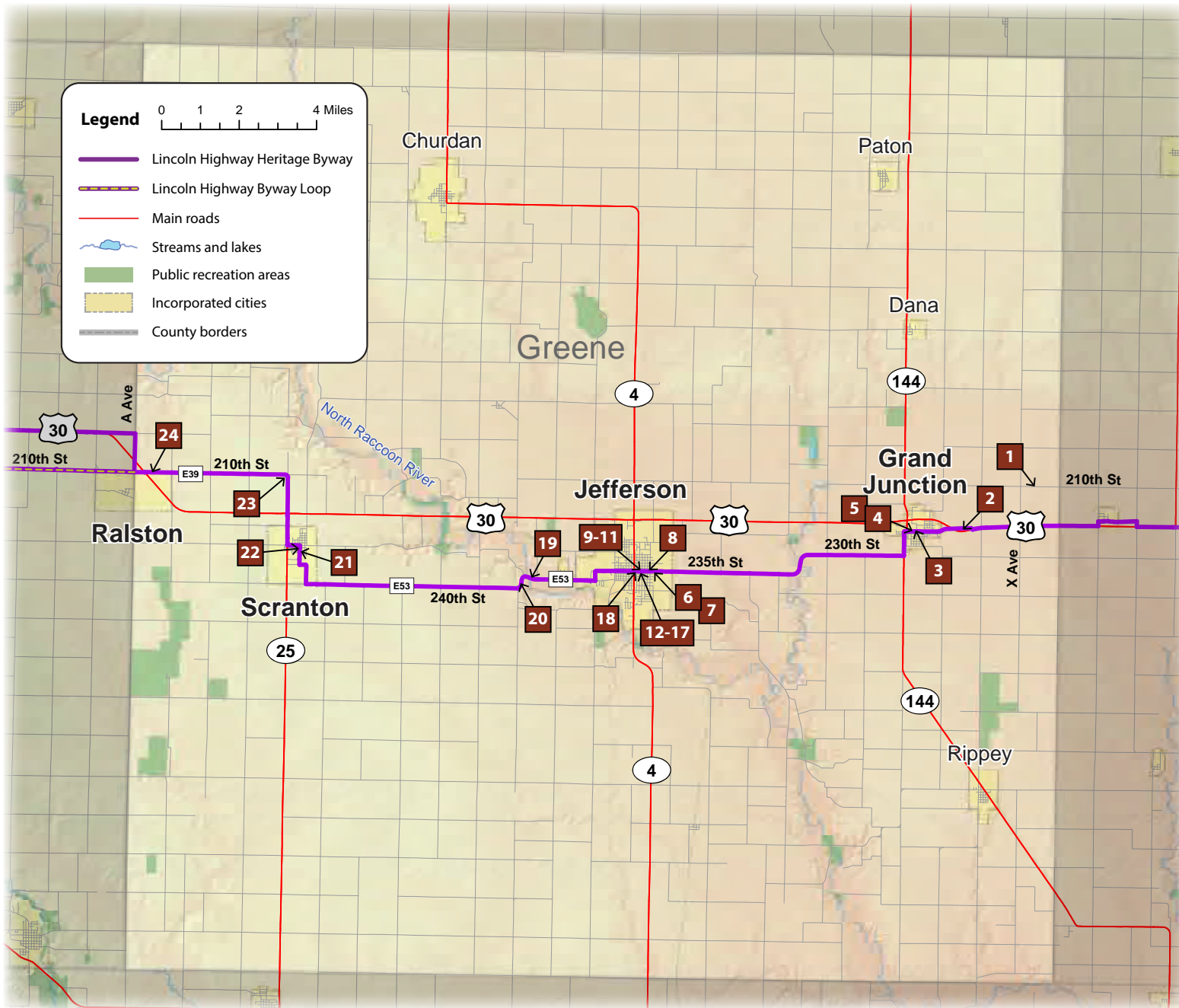
The North Raccoon River flows southeast through the county. By 1885, there were six flouring mills located along the stream. Much of the county was originally wetland, and early trappers hunted for muskrat. By 1912, tiling was used to drain wetlands for farming and roads.

In 1919, Greene County residents recognized the need for a paved Lincoln Highway, and they completed paving of 6.5 miles on either side of Jefferson. This was the first paved section in Iowa using Federal Aid funds and the second rural paved section in the state (after Linn County's Seedling Mile). By 1924, all 30 miles of the Lincoln Highway in Greene County had been paved.

### Map Resources Key

1. "L" Bridge over Little Beaver Creek
2. Lincoln Highway Interpretive Site/  
Lions Club Tree Park
3. Milo's Mobil Station
4. Iowa Lincoln Highway Museum
5. Lincoln Highway Garden
6. Milwaukee Railroad Depot/Raccoon  
River Valley Trail
7. Greene County Freedom Rock
8. Deep Rock Gas Station
9. Greene County Courthouse
10. President Abraham Lincoln Statue/  
LH Marker
11. Mahanay Memorial Carillon Tower
12. Greene County Historical Museum
13. Jefferson Welcome Center/  
Thomas Jefferson Gardens
14. RVP-1875 Historical Furniture Shop
15. Sally's Alley
16. Jefferson Historical Plaque Walk
17. Jefferson Telephone Co. Museum
18. Doreen Wilber Statue
19. Eureka Arch Bridge
20. Danger Hill/Portage Tires Ad
21. Gazebo Park; LH Marker
22. Scranton Water Tower
23. J. E. Moss Lincoln Monuments
24. Skewed Bridge over Otter Creek





Courtesy of Magicpiano, CC BY-SA 4.0



1915 "L" Bridge over Beaver Creek



A Lincoln Highway marker standing in downtown Grand Junction

Early reinforced concrete bridges were built over the numerous creeks that cross through Greene County to handle Lincoln Highway traffic. Many of those bridges still exist today.

## Between Beaver and Grand Junction

### 1 "L" Bridge over Little Beaver Creek

Located on an early 1914-1922 Lincoln Highway alignment (210th Street) northeast of Grand Junction, this reinforced concrete slab bridge over Little Beaver Creek was likely built around 1915. The letter "L" is stamped into the wing walls of the guardrails. It is on the National Register of Historic Places.

## Grand Junction

Grand Junction was platted in 1873 at the intersection of the Chicago & North Western Railroad (east-and-west) and the Keokuk and Des Moines Railroad (north-and-south). Several landowners competed for the town site. Originally, the site was very wet. According to one reference, "muskrat houses were as numerous as human habitations." It served as a center of local trade for the area.

### 2 Lincoln Highway Interpretive Site/ Lions Club Tree Park

Located east of Grand Junction at the intersection of Highway 30 and 222nd Street (old Lincoln Highway), this site is dedicated to interpreting the Lincoln Highway. It is designed to show the development of the nation's highway system. The site features an artistic representation of "Decade Markers," concrete pillars that represent the population of Iowa, the miles of paved roads in Iowa, and the number of registered vehicles in Iowa from 1910 to 2000. Interpretive panels detail the development of the Lincoln Highway and the Good Roads Movement that transformed Iowa's muddy roads. A viewing platform at the west end of the park features a view of four generations of bridges, including a 1915 concrete slab bridge on the original Lincoln Highway



route (abandoned) and a 1921 bridge on the second alignment (now the byway). A byway wayside exhibit interprets watersheds at West Beaver Creek. Two other byway panels will interpret the relationship between railroads and the Lincoln Highway.

### 3 Milo's Mobil Station

This old gas station on the Lincoln Highway was known as Martin's DX starting in 1946. It was renovated in 2010 and decorated with Mobil signs and a gas pump. It is owned by the village and serves as a photo stop on the byway.



### 4 Iowa Lincoln Highway Museum

Located in the historic 1898 Watts Bank in downtown Grand Junction, the museum features several artifacts and exhibits about the Lincoln Highway in Iowa, including road signs, historic photos,



memorabilia, and maps. It also houses a library of Lincoln Highway related books and magazines. A Lincoln Highway marker is located across the street to the west in front of City Hall. Volunteer staff are knowledgeable about the Lincoln Highway.

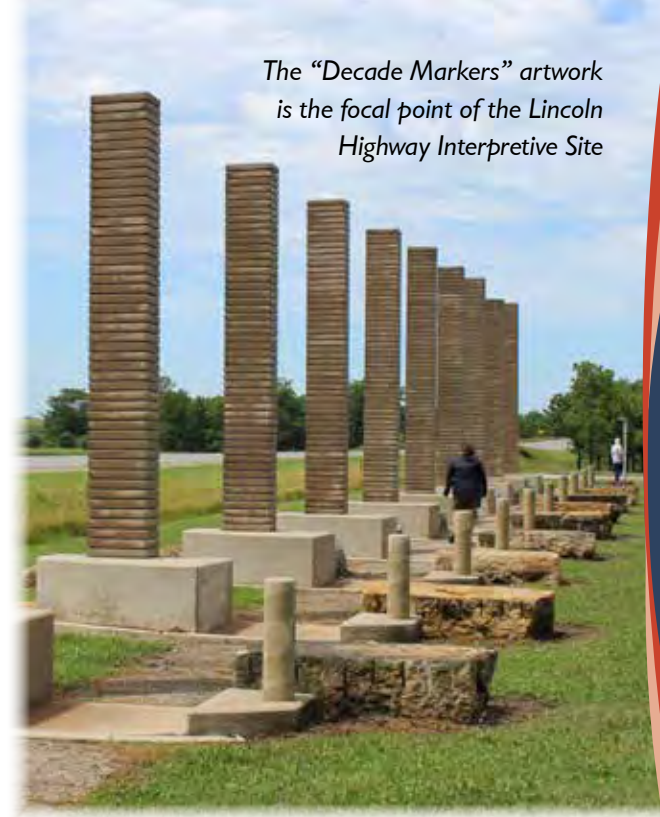
### 5 Lincoln Highway Garden

Adjacent to the museum, this whimsical garden in the shape of the United States was designed by Bob and Joyce Ausberger and Brad Tronchetti. It includes geographic features and plants that represent different regions of the country. A Lincoln Highway marker stands along the Lincoln Highway route through the garden, made of Iowa field stones. A byway wayside exhibit interprets the garden.



*Lincoln Highway Garden*

*The "Decade Markers" artwork is the focal point of the Lincoln Highway Interpretive Site*





*The Mahanay Memorial Carillon Tower dominates the landscape of downtown Jefferson*



*Milwaukee Railroad Depot in Jefferson*

## Jefferson

Jefferson was platted in 1854 after the site was chosen to serve as the Greene County seat on high prairie between the Raccoon River and Hardin Creek. It was named for Thomas Jefferson (1743-1826), principal author of the Declaration of Independence and third president of the United States. The original name was “New Jefferson,” since there was already a town named Jefferson near Dubuque. However, by the 1880s, the prefix was dropped when the other Jefferson was abandoned. In 1856, the first courthouse was constructed out of wood sawn from the city’s first sawmill. A brick courthouse replaced the building in 1870. The current courthouse was built in 1917.

The Chicago & North Western Railroad completed tracks to Jefferson in 1866. In 1915, after the designation of the Lincoln Highway, the city council awarded a \$50,000 contract to pave streets around the courthouse and 2.5 miles of Lincoln Way.

### 6 Milwaukee Railroad Depot/ Raccoon River Valley Trail



Located on the east side of Jefferson along Lincoln Way, this Chicago, Milwaukee & St. Paul Railway station

was built sometime between 1906 and 1909 from standard plans. As the depot for the county seat, it was larger than most, with two waiting rooms, indoor plumbing, and an express and baggage room. Today, the restored depot houses tourist information and memorabilia about the railroad and Lincoln Highway. It also serves as the trailhead for the Raccoon River Valley Trail, an 89-mile paved trail that follows a railroad right-of-way built in the 1870s to connect Des Moines with the Iowa Great Lakes region.



### 7 Greene County Freedom Rock



Greene County’s Freedom Rock is located along the Lincoln Highway on the east side of Jefferson between the fairgrounds and the Milwaukee Railroad Depot. The rock features the 1919 U.S. Army convoy that traveled the Lincoln Highway. It also



depicts Medal of Honor recipient Captain Darrell Lindsey, Paton native Colonel Loren Shriver (a pilot of three space shuttle missions), and members of HQ Company, 168th Infantry Regiments, 34th Infantry Division.

**8 Deep Rock Gas Station**  

This unique canopy-style gas station with brick and stucco exterior was built in 1923 and remained in service until the 1990s. It was restored in 2009. Plans are in place for it to become an unstaffed tourist center. It is located at the corner of Lincoln Way and Cedar Street. A byway wayside exhibit interprets the station.



**9 Greene County Courthouse** 

The Classical Revival style courthouse was built in 1918 out of Bedford limestone, replacing a brick structure on this site. Inside, the central rotunda is

topped by a beautiful stained-glass ceiling. Arches feature wall murals that show the progress of civilization in Iowa. The floor is a mosaic of ceramic tile that depicts the county seal.

**10 President Abraham Lincoln Statue/Lincoln Highway Marker**  

A statue of Abraham Lincoln is installed along the Lincoln Highway in front of the courthouse. It was donated by resident E. B. Wilson in 1918 to honor the Lincoln Highway and the new courthouse. A nearby Lincoln Highway marker is located on the southwest corner of the courthouse square.

**11 Mahanay Memorial Carillon Tower** 

This tower was built by the city after longtime residents Floyd and Dora Mahanay willed \$350,000 to its construction. In 1966, the 14-story concrete tower was dedicated on the southwest corner of the courthouse square. The tower is 168 feet tall and includes a glass-enclosed observation deck at 120 feet, which provides an incredible bird's-eye view of the Lincoln



1918 President Abraham Lincoln Statue



Mahanay Memorial Carillon Tower

Highway running through town. Three rooftop art pieces can also be seen. A four-octave, 47-bell carillon was added to the top of the tower in 2016.

**12** Greene County Historical Museum 

Home of the Greene County Historical Society, the museum along the Lincoln Highway houses exhibits that interpret the history of the region.

Courtesy of Greene County Historical Society



**14** RVP-1875 Historical Furniture Shop  


This historic furniture shop is a working museum operated by Robby Pedersen, a Master Furniture Maker. Visitors can watch Robby using tools and techniques from 1875 to produce unique and historically accurate furniture pieces. The shop showcases hundreds of historic wood planes, each designed for a specific purpose.

**13** Jefferson Welcome Center/ Thomas Jefferson Gardens 

Located kitty-corner to the Courthouse Square, the Jefferson Welcome Center is surrounded by gardens that are designed to honor agriculture, education, and the accomplishments of Thomas Jefferson. The site consists of five gardens, musical instruments, a statue of Thomas Jefferson on a bench, and a pavilion.



Thomas Jefferson Gardens and Welcome Center

**15** Jefferson Historical Plaque Walk 

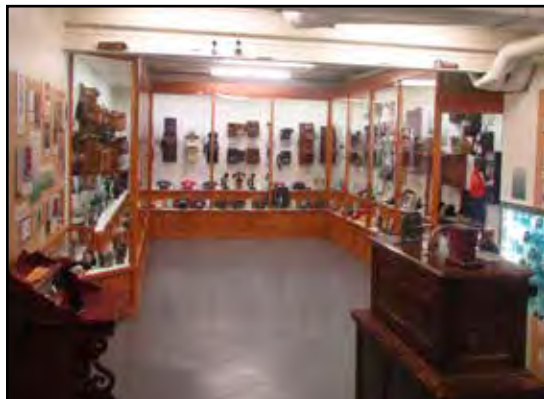
Several historic plaques on brick pillars have been installed around the historic district of Jefferson to tell the story of significant people and locations. The plaques also feature a QR code that can be accessed with a smartphone for more in-depth information. One of the plaques features the Lincoln Highway.

**16 Sally's Alley** 

Tucked into an alleyway off the courthouse square, this artistic gallery showcases the bird photography of Sally White (1939-2012) set into window openings of an adjacent building. Sally was a Greene County native who authored a book titled *Sally's Backyard Birds*.

**17 Jefferson Telephone Company Museum** 

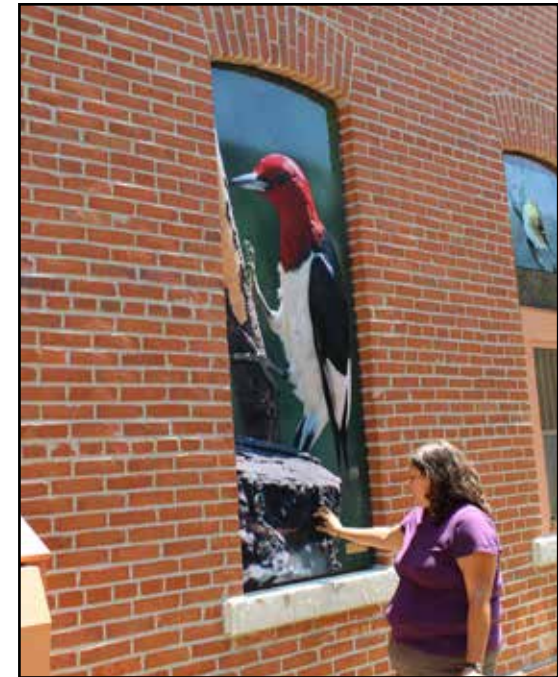
Housed in the basement of the Jefferson Telecom building near downtown, this museum was created in 1957 to preserve telephone history. It features telephones, switchboards, and other types of equipment from the 1880s to the present. The Jefferson Telephone Company traces its history back to 1891, when Charles Cockerill was granted the right to erect poles along the city's streets and alleys.



Courtesy of Jefferson Telecom

**18 Doreen Wilber Statue** 

This statue on the Lincoln Highway pays homage to Jefferson resident, Doreen Wilber, who was Iowa's first woman to be awarded an Olympic gold medal. She won the 1972 archery competition in Munich, Germany. The statue, on the southwest side of the intersection, is aiming at a target on the northeast side, which represents the actual distance of her winning shot.



Sally's Alley



Jefferson Historical Plaque Walk



1913 Eureka Arch Bridge over the Raccoon River



1897 Scranton Water Tower

## Between Jefferson and Scranton

### 19 Eureka Arch Bridge

This 422-foot bridge over the North Raccoon River was built in 1913 to replace a bridge that had collapsed from spring floodwaters. The five-arch concrete structure was one of the first designed by the Iowa State Highway Commission. Predating the Lincoln Highway, the bridge likely impacted the routing of the highway through Greene County. The structure's deck was widened in 1924. The bridge can be viewed from a boat launch to the north of the highway.

### 20 Danger Hill/Portage Tires Ad

Located on the west side of the Raccoon River, this hill originally had steep grades and cars had to drive backwards up the hill to keep gas flowing to the engine (prior to gas pumps being invented). A 15-foot road cut, an engineering feat when completed in 1920, reduced the slope to 6%. A 100-year-old painted advertisement for Portage Tires was recently found on a shed at the top of Danger Hill. The shed was used as a repair shop by the Monthei family during the early days of the Lincoln Highway.

## Scranton

Scranton was another town created by the Chicago & North Western Railroad, which was completed through Greene County in 1866. A train station was constructed in 1868, and the town was platted in 1869. It is named in honor of Joseph H. Scranton of Scranton, Pennsylvania, where mills produced the iron rails for the railroad. It is best known for its 1897 water tower, the oldest functioning water tower in Iowa.

### 21 Gazebo Park; Lincoln Highway Marker

Located along the Lincoln Highway, this small park features a gazebo, benches, old fashioned street lights, and a Lincoln Highway marker.





## 22 Scranton Water Tower

Iowa's oldest functioning water tower was built in 1897, and is now the ninth oldest still working in the United States. It was built by Pittsburgh-Des Moines Steel as the first steel elevated water tank. In 1907 when the water mains froze, some town residents built a fire under the tower to melt the ice. When the fire got out of control, men climbed up the tower to pour water on the flames, only to fall into the 48,000 gallon tank. The three men were rescued with rope by 21-year-old Howard Butler, who became the town hero. A byway wayside exhibit interprets the history of the water tower.

## Between Scranton and Ralston

## 23 J. E. Moss Lincoln Monuments

James E. Moss was a Civil War veteran who was decorated by the president. In 1924, the Iowa Highway Commission was planning to pave the Lincoln Highway north of Scranton and wanted to make a corner adjacent to Moss' farm into a curve. Moss donated land for the curve with the condition that he could put up two monuments to honor Abraham Lincoln. The concrete markers still exist, with the busts of Abraham

Lincoln on top replaced in 2001. "J.E. Moss" is stamped on front of the base. A byway wayside exhibit will be installed in spring 2018.

## Ralston

Located partially in Greene County and partially in Carroll County, Ralston was established as a Chicago & North Western Railroad station in 1891. The town incorporated in 1900. It was named in honor of William Chapman Ralston (1826-1875), a California businessman and banker. Today, Ralston is a small rural community with a population of 75. A large Renewable Energy Group Inc. biodiesel production facility is located here. The company is North America's largest producer of biomass-based diesel.

## 24 Skewed Bridge over Otter Creek

Located on the original Lincoln Highway route on the north side of Ralston (210th Street), this steel stringer bridge was built in 1924 over Otter Creek. It features original reinforced concrete rails that are skewed because the stream flows at an angle under the road.



*J. E. Moss Lincoln Monuments in 2016 (above) and 1926 (below, shown with J. E. Moss)*



*Courtesy of U-M Library: Lincoln Highway Digital Image Collection*



*1924 Skewed Bridge over Otter Creek*



*Lincoln Highway marker outside of the Carroll County Historical Museum*

*Courtesy of U-M Library: Lincoln Highway Digital Image Collection*



*Gravel Lincoln Highway route three miles west of Carroll, 1924*

## CARROLL COUNTY

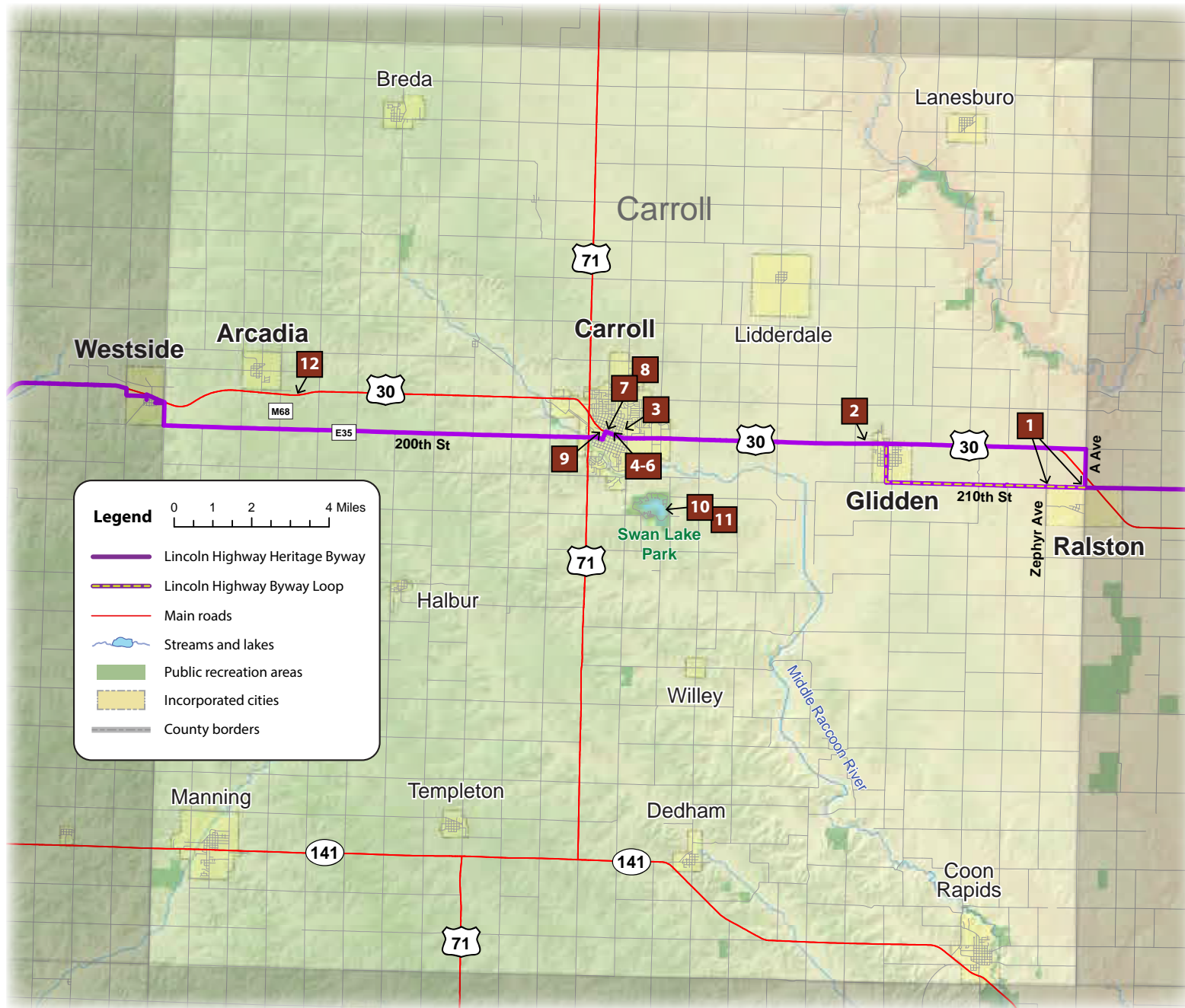
Carroll County was created in 1851 as part of 49 new counties in Western Iowa. It was named after Charles Carroll of Carrollton (1737-1832), a wealthy Maryland planter and the only Roman Catholic to sign the Declaration of Independence. Catholicism has always been a dominant religion here. The first settlers made their homes along the Middle Raccoon River. In 1856, Carrollton was established as the first county seat, located about 15 miles southeast of Carroll on the river. A courthouse was constructed in 1858. In 1867, Carroll City (later renamed Carroll) was platted by the Chicago & North Western Railroad in the central part of the county. The county seat was moved to Carroll City in 1869 amidst protest from Carrollton residents.

The county sits on the divide between the Mississippi and Missouri Rivers, providing some of the highest land in the state and providing good drainage for farming.

Bootlegging was alive and well in Carroll County during the Prohibition years beginning in 1920 with the passing of the 18th Amendment. The residents of

### Map Resources Key

1. Gregory Corner/LH Monuments
2. Merle D. Hay Monument
3. Graham Park: Historic Schoolhouse and Cabin
4. Carroll County Historical Museum/ Carnegie Library
5. Carroll Historic Preservation Commission Walking & Driving Tour
6. Lincoln Highway Streetscape
7. Wittrock Motor Company/Santa Maria Winery
8. Iowa Legendary Rye Whiskey
9. Chicago & North Western Railroad Depot and Park
10. Swan Lake State Park: Conservation Education Center, Farmstead Museum
11. Sauk Rail Trail
12. Missouri and Mississippi River Divide





1902 “Gregory Corner” marker at the intersection of 210th Street and A Avenue



G. Gregory Lincoln Highway markers on the intersection of 210th Street and Zephyr Avenue

Templeton in the southern part of the county created a bootlegged keg whiskey that ended up in Chicago. Reports suggest that Al Capone particularly liked the Templeton Rye and referred to it as the “Good Stuff.” After Prohibition was repealed in 1933, small batches of the “Good Stuff” were still produced for local consumers.

## Ralston

Located partially in Greene County and partially in Carroll County, Ralston was established as a Chicago & North Western Railroad station in 1891. The town incorporated in 1900. It was named in honor of William Chapman Ralston (1826-1875), a California businessman and banker. Today, Ralston is a small rural community with a population of 75. A large Renewable Energy Group Inc. biodiesel production facility is located here. The company is North America’s largest producer of biomass-based diesel.

### 1 Gregory Corner/ Lincoln Highway Monuments

Gregory Corner is located along the Lincoln Highway on the northeast side of Ralston (intersection of 210th Street and A Avenue). It is named for a 1902 concrete marker that marks the southeast

corner of A. G. Gregory’s farm. Further along the road to the east (designated as a byway loop), Gregory erected another large concrete monument in 1913 marking the Lincoln Highway at the southwest corner of his land (intersection of 210th Street and Zephyr Avenue). While the large monument no longer exists, there are still several concrete fence posts and markers standing at the corner that are stamped with an “L” to honor the highway and “G Gregory” to mark the land.

## Glidden

Glidden was laid out in 1866 by the Chicago & North Western Railroad. It was named for Captain William Taylor Glidden (1805-1893) of Massachusetts, a strong supporter of the transcontinental railroad. It was an important station on the railroad, with people flocking from settlements to the north and south to take the train. In 1868, it was a strong contender for replacing Carrollton as the county seat, but county administrators preferred Carroll. The town incorporated in 1872. It is the hometown of Merle D. Hay, one of the first American soldiers killed in World War I.



## 2 Merle D. Hay Monument

Located along the Lincoln Highway just west of Glidden, an 8-foot tall granite monument honors Merle D. Hay. The monument features an engraving of Uncle Sam carrying the body of a soldier designed by J. N. "Ding" Darling, the famous cartoonist. Hay was born in Glidden. He was killed on November 3, 1917, near Artois, France during World War I, the first Iowa soldier and one of the first three American soldiers killed during the war. He is buried in Merle Hay Memorial Cemetery under the monument.

## Carroll

Carroll City was laid out by the Chicago & North Western Railroad in 1867. Two years later, the city was incorporated and it replaced Carrollton as the county seat. The first courthouse was built in

1869. In 1875, Carrol City was renamed Carroll. A major fire burned down the business district of Carroll on September 25, 1879. In 1887, a new courthouse was built after the first one burned. The stone and brick building was replaced by a modern building in 1965. The bell from the previous courthouse clock tower is located on the courthouse grounds.

## 3 Graham Park: Historic Schoolhouse and Cabin

The largest park in Carroll is home to Maple River No. 5 school, an 1871 one-room schoolhouse, and an 1850s trapper cabin that was moved from Coon Rapids.

These are maintained by the Carroll County Historical Society. The park also features several historic stone structures that were built between 1923 and 1958. The park is located just north of the Lincoln Highway on Grant Road.

## 4 Carroll County Historical Museum/Carnegie Library; Lincoln Highway Marker

The former library building was constructed in 1905 with a grant from the Carnegie Corporation. It was designed in the Prairie School style. Due to urban renewal in Carroll, this is one of the few remaining historic buildings. It is listed



1905 Carnegie Library/Carroll County Historical Museum



Interpretive pillar, downtown Carroll

Lincoln Highway streetscaping in downtown Carroll



on the National Register of Historic Places and is now home to the Carroll County Historical Museum. The museum features historic artifacts that interpret the area. A Lincoln Highway marker stands outside the building.

**5** **Carroll Historic Preservation Commission Walking and Driving Tour** 

The self-guided tours visit 24 historic sites in the community. Brochures can be picked up at the Carroll County Historical Museum.

**6** **Lincoln Highway Streetscape**  

As part of a downtown streetscape revitalization, four artistic brick pillars were installed where Main Street, Adams Street, and Carroll Street meet the old

Lincoln Highway. The structures display large Lincoln Highway Heritage Byway directional signs and interpretive panels with historic photographs of downtown Carroll.

**7** **Wittrock Motor Company/ Santa Maria Winery**   

In 1913, the same year that the Lincoln Highway route was announced, W. A. Swaney built the Swaney Auto Company along the highway. It included a Model T assembly building and showroom. Swaney was the first Lincoln Highway Consul for Carroll County. In 1924, the building was listed as the “control” for measuring mileage on the highway. In 1931, it became a Chrysler dealership and a double canopy station was built on the west end. Today, the historic buildings have been renovated into the Santa Maria Vineyard and Winery, offering more than 30 different wines and space for events.



## 8 Iowa Legendary Rye Whiskey

Located in Carroll, this company continues the tradition of producing rye whiskey, similar to how it was made back in the 1920s during Prohibition. The recipe used is from one of the original moonshiners, and the rye is grown by Carroll County farmers.



*Courtesy of Travel Iowa*

## 9 Chicago & North Western Railroad Depot and Park

The unique Carroll Depot was designed by Charles Sumner Frost in a Victorian Romanesque style. It was built in 1896 by the Chicago & North Western Railroad to replace a two-story frame building. The baggage room is separated from the depot by a breezeway. The building is on

the National Register of Historic Places. Restoration was completed in 2004, and it now houses the Carroll Chamber of Commerce. This is an ideal place to watch Union Pacific trains rumble by.

*Restored Chicago & North Western Railroad Depot and Park*



## South of Carroll



*Exhibits in Conservation Education Center*

### 10 Swan Lake State Park: Conservation Education Center, Farmstead Museum



Located south of Carroll, this 510-acre park includes a 110-acre lake. The land was acquired in 1933 by the Iowa Department of Natural Resources, and is managed by the Carroll County Conservation Board. Several historic stone structures built by the Civilian Conservation Corps in the 1930s still stand. The park features a Conservation

Education Center with hands-on exhibits, an artist gallery, a wildlife viewing deck, and classrooms. The Farmstead Museum, operated by the Carroll County Historical Society, includes buildings from the 1920s, farm machinery dating back to the 1860s, and a petting zoo during summer. Wildlife enclosures offer up-close views of live bison, bald eagles, and trumpeter swans.



*Civilian Conservation Corps shelter*



*Farmstead Museum*



## 11 Sauk Rail Trail

This recreational trail connects Swan Lake State Park with Black Hawk State Park to the north. Native prairies, wetlands, farmland, and forested areas can be discovered along the 33-mile stretch.

## Arcadia

In 1867, the Chicago & North Western Railroad established a switch station to the east of present-day Arcadia. A station was located at a site that the railroad named “Tip Top,” representing its location on the Missouri-Mississippi Divide. In 1870, a New Englander named I. N. Voris began purchasing land around the station and convinced the railroad to change the name to “Arcadia” when he platted it in 1872. It was named for the Arcadia region in ancient Greece. The town incorporated in 1880. In 1901, the railroad built tracks a half-mile south of town, and the tracks through town were abandoned. The Lincoln Highway actually bypasses Arcadia to the south of the railroad tracks.



*Sauk Rail Trail around Swan Lake*

## 12 Missouri and Mississippi River Divide

The Missouri and Mississippi Divide is located on the east side of Arcadia. A small roadside park on the north side of Highway 30 includes a brown metal sign with the elevation listed as 1,429 feet. Streams and rivers on the east flow southeasterly to the Mississippi River, and those to the west flow southwesterly to the Missouri River.



*Courtesy of Jimmy Emerson, DVM, CC BY-NC-ND 2.0*



*The Lincoln Highway follows a gravel road to the northeast of Arion*



*Denison was the site of the 2017 National Lincoln Highway Association Conference*

## CRAWFORD COUNTY

Once the land in this area opened to settlers during the mid-1800s, immigrants began arriving from the east. Mormons migrated through the state on their way to Utah in 1846. The first permanent settlers came in 1849. Crawford County was created in 1851 and named in honor of William H. Crawford (1772-1834), a statesman from Georgia who served as a U.S. senator, Secretary of War, Secretary of the Treasury, and Minister to France during the first part of the 19th century. The county organized in 1855.

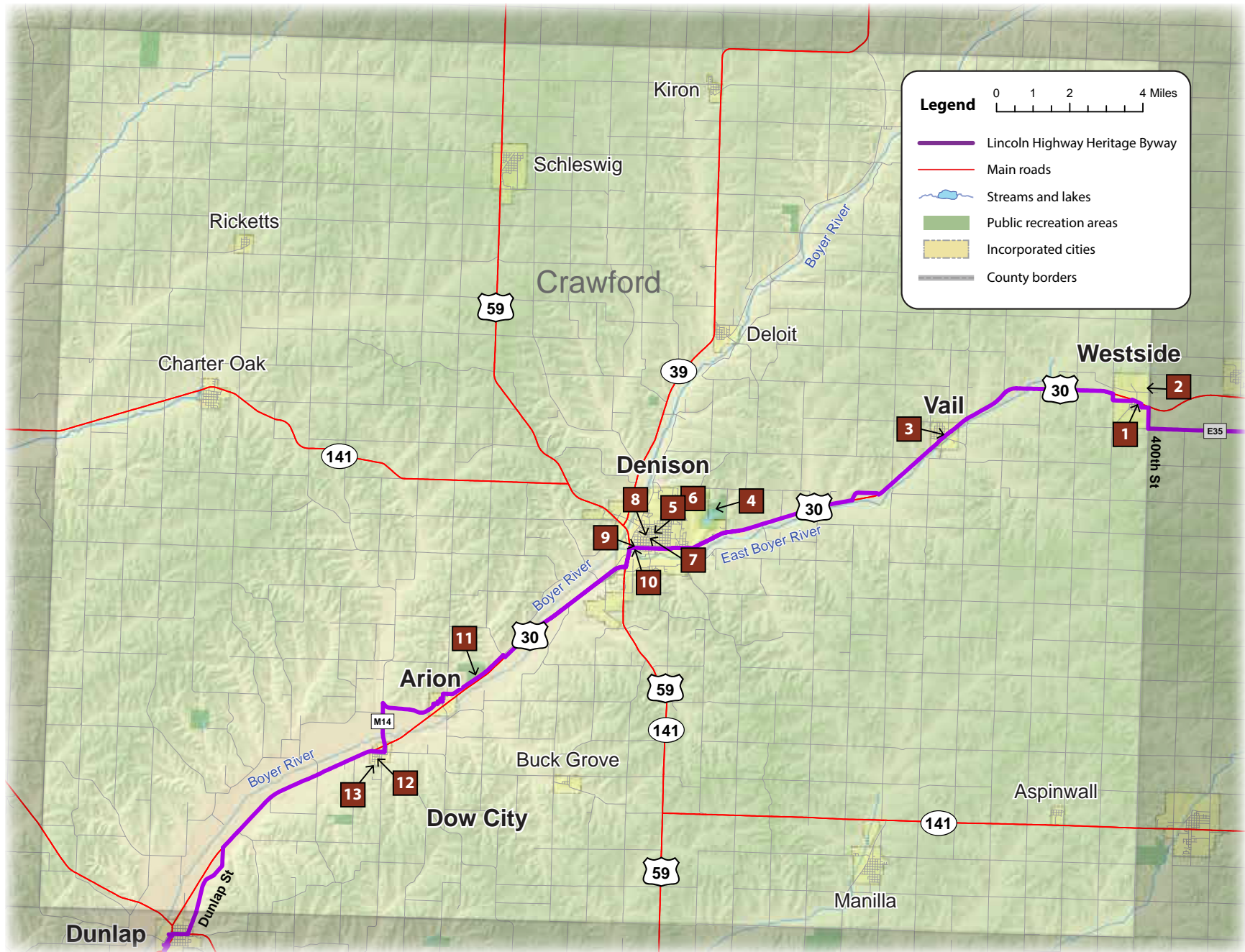
Jessie W. Denison, acting as an agent of the Providence Western Land Company, purchased 23,000 acres in Crawford and Harrison counties in 1855 to attract settlers. The community of Denison, at the junction of the East and West Boyer Rivers, was platted in 1856 and became the county seat. The first courthouse was completed in 1858.

Like Tama County, Abraham Lincoln also had direct ties to Crawford County. He was a land surveyor and received land in the county as payment for his services during the Black Hawk War. His land was seven miles north of Denison and is identified with a marker.

Crawford County is the most northern point along the entire Lincoln Highway from coast to coast. Over the years, the highway crossed the Boyer River at least four times.

### Map Resources Key

1. Eugene Kock Memorial Park
2. World War I Soldier Monument
3. Vail Standard Station
4. Yellow Smoke Park: Neal Moeller Environmental Education Center
5. William A. McHenry House
6. Denison Walking Tour of Homes
7. Donna Reed Center for the Performing Arts/Donna Reed Museum
8. Crawford County Courthouse
9. Cronk's Café Restaurant
10. Park Motel
11. Crawford County Poor Farm
12. Dow City Park: Historic Caboose, Schoolhouse, and Jail
13. Simeon E. Dow House



Courtesy of John Marvig



Railroad bridge over the Boyer River near Denison



Community of Westside



Eugene Kock Memorial Park being developed in June 2017

## Boyer River

The 118-mile long Boyer River is a tributary of the Missouri River and flows southwest through Crawford County. Most of the river has been straightened and channelized over time. It is named for a settler who hunted and trapped along the river. Starting just west of Westside, the Lincoln Highway follows the East Boyer River to the southwest. The East Boyer River joins the Boyer River in Denison, and the Lincoln Highway continues to follow it southwest to the county line. Several access areas provide opportunities for paddling and float trips.

## Westside

The community originally known as West Side was established in 1869 by the Chicago & North Western Railroad and named for its location just west of the watershed divide between the Mississippi and Missouri rivers. By the 1870s, Civil War veterans and railroad workers settled the area. Its name was officially changed to Westside in 1880. To the east was another station called Eastside, but it was abandoned.

### 1 Eugene Kock Memorial Park

Dedicated in 2018, this roadside park along the Lincoln Highway honors those who served in the military from the Westside area. Westside resident Eugene Kock died in combat during the Vietnam War. The park features flags, benches, and a bronze sculpture of the Battlefield Cross. A byway wayside exhibit tells the story of the town's history.

### 2 World War I Soldier Monument

This memorial statue of a "doughboy" stood near the high school for many years on the Lincoln Highway. Today only the base stands in the original location. The statue was moved to the Westside Cemetery north of town.



Courtesy of Shaun Chandler

## Vail

Vail was platted in 1869 as a station on the Chicago & North Western Railroad. It was named by John Insley Blair, president of the railroad, in honor of his relative C. E. Vail. It incorporated in 1875. During the 1870s and 1880s, well-known outlaws Frank and Jesse James spent time laid up in Crawford County near Vail, trying to elude the authorities.

### 3 Vail Standard Station

Restored by Mark Crampton in 2015, this station served travelers on the Lincoln Highway until the 1960s. Two generations of the Roy Abbott family operated the station and ran deliveries with a standard oil tank truck as well. Crampton believes that the station was operating as far back as 1929. Plans are underway to add historic photos of the town and station inside.



## Denison

The town of Denison was named after an entrepreneurial agent of the Providence Western Land Company, J. W. Denison. Denison convinced the district judge and the three county commissioners to locate the county seat in a central location on land that his company would donate for a courthouse site. He then attracted settlers from the east to relocate here. Denison also anticipated that the Chicago & North Western Railroad would follow the Boyer Valley, so he filed claims on the

land, requiring the railroad company to build their station on his property.

Denison was a stop along the Lincoln Highway for the 1919 Army Convoy that included young Dwight Eisenhower. While here, one of the soldiers, Private Harry J. Paul, married an Iowa girl, Charlotte E. Rohr of Cedar Rapids.

In June 2017, Denison hosted the National Lincoln Highway Association Conference.



*Donna Reed  
Performing Arts  
Center, Denison*



Neal Moeller Environmental Education Center

**4** **Yellow Smoke Park:**    
**Neal Moeller Environmental Education Center**

Located just northeast of Denison, this 360-acre recreation area features a 40-acre lake, trails, camping, a beach, boating, and fishing. The park was named for Chief Yellow Smoke of the Omaha Tribe, which inhabited this area in the middle 19th century. The Neal Moeller Environmental Education Center, located inside the park, houses exhibits and classrooms. Naturalists offer programs throughout the season.



Yellow Smoke Park

**5** **William A. McHenry House/ Lincoln Highway Marker** 

This two-and-a-half story building of clapboard construction was built in 1886 by L. P. Sewell. William McHenry was a banker locally famous for breeding Aberdeen Angus cattle. He served as department commander of the Grand Army of the Republic of Iowa during the Civil War. The house is the headquarters of the Crawford County Historical Society and is open as a museum. Donna Reed's Oscar award for her supporting actress role in *From Here to Eternity* (1953) is on display in the house.



**6** **Denison Walking Tour of Homes** 

A self-guided walking tour of Denison leads visitors past 36 historic homes built between 1870 and 1900, providing a unique glimpse into Denison's past.

This is sponsored by the Chamber and Development Council of Crawford County. The tour is available at [www.denisonia.com/walkingtour.asp](http://www.denisonia.com/walkingtour.asp)

**7 Donna Reed Center for the Performing Arts/Donna Reed Museum**



Donna Reed was born in Denison in 1921. When she turned 17, she traveled to Los Angeles to complete her education and to pursue her dream of becoming an actress. She became famous starring in films such as *It's a Wonderful Life* and *From Here to Eternity*, for which she won the Academy Award for Best Supporting Actress. Donna returned to her hometown numerous times throughout her career. Today, the Donna Reed Performing Arts Center includes a theater that seats 550 people and a museum that interprets Donna's life in Iowa and her rise to stardom. It is housed in the historic 1914



Germania Opera House, later converted to the Ritz Movie Theater where Donna fell in love with the movies.

**8 Crawford County Courthouse**



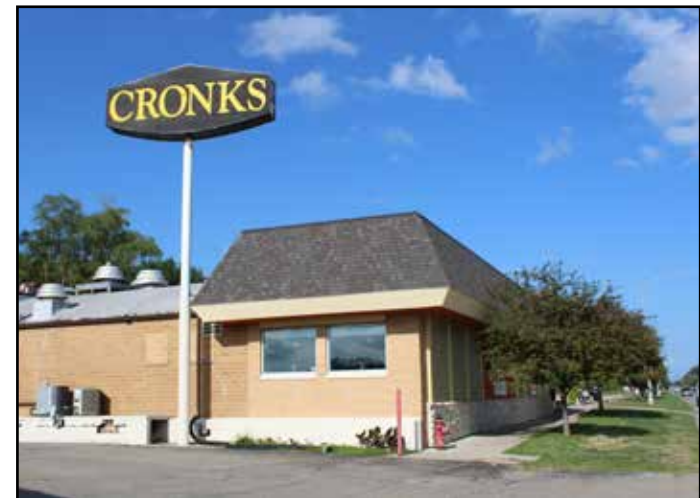
The original Crawford County Courthouse was built in 1859 by J.W. Denison, who offered to donate the courthouse and land to the county if the city was selected as the county seat. The current courthouse was built in 1905 in the Beaux-Arts style. The exterior is Ohio marble.



**9 Cronk's Café Restaurant**



Ted Port opened a gas station along the north side of the newly designated Highway 30 in 1926 and added a café in 1929. The Lincoln Highway had actually run south of this road, but the byway follows Highway 30 today. L. J. Cronk purchased the café in the 1930s and it has been in continuous operation ever since. Numerous Hollywood stars and politicians have stopped here for a bite over the years.





Park Motel

## 10 Park Motel

The Park Motel was also constructed by Ted Port in 1940 in a Spanish Colonial Revival design across the street from the service station and café he had built earlier. While the café was already owned by L. J. Cronk when the motel was built, the two businesses were always advertised together. The motel continues to offer overnight accommodations for travelers. Donna Reed often stayed here when visiting her hometown. It is on the National Register of Historic Places.

## Arion

The small community of Arion developed after the Chicago, Milwaukee and St. Paul Railroad laid tracks (north and south) that crossed the Chicago & North Western Railroad (east and west) to the southwest of Denison in 1886. Shortly after, a side track was also put in. By 1888, this railroad crossing was platted with three separate depots. It was originally known as Lydia for the first teacher and postmistress in town, but the name was changed to Arion in 1890 for the ancient Greek poet. With three railroads running through town, its early history was marked with lawlessness. Several hotels accommodated early travelers. By 1941, the three railroads

shared a single combined depot. Today, the Lincoln Highway route stair-steps its way through the small community.

## 11 Crawford County Poor Farm

Poor farms were county-operated sites where residents who were too poor to pay taxes were required to work and live. Often, the residents were elderly or disabled. Located just east of Arion along the Lincoln Highway, the Crawford County Poorhouse still stands. The impressive two-story brick building was constructed in 1910, after the original poorhouse burned.



First Congregational United Church of Christ in Arion, built in 1903



Courtesy of Phyllis Heller, IAGenWeb, Crawford County



## Dow City

Judge Simeon E. Dow settled here in 1855. He brought the first pair of shorthorn cattle to the county the next year. The town was platted by Dow in 1869 in anticipation of the Chicago & North Western Railroad arriving. It was originally known as Crawford, but was renamed Dowville for Mr. and Mrs. Dow. The railroad depot was built in 1870.

The Church of Jesus Christ of Latter-day Saints (Mormons) played a large role in the development of this area. By 1872, the church had 48 members in Dowville. In 1879, the town's name was changed to Dow City, and in 1881, Mr. Dow set aside land for an early park. When the Chicago, Milwaukee and St. Paul Railroad chose Arion as its crossing instead of Dow City in 1886, the community's growth diminished.

### 12 Dow City Park: Historic Caboose, Schoolhouse, and Jail

A traveler's campground was available in this park for Lincoln Highway motorists. Today, it continues to offer camping, a walking path, a picnic shelter, and a playground. On display inside a chain-link fence is a 1909 Rock Island caboose, a historic one-room country schoolhouse,

and the town's original jail, which saw some dramatic jailbreaks in early Dow City history.

### 13 Simeon E. Dow House

The historic two-story, nine-room, red brick house was built in 1872 by the founder of Dow City. It is located on a hill with beautiful views of the surrounding landscape. Simeon E. Dow acquired this property under a soldier's land warrant and built a successful real estate business. He helped found the first school and first Baptist Church. The Dow House was the hub of the community. The house is on the National Register of Historic Places. The Crawford County Conservation Board purchased the house in 1970 and restored it to its late 1870s and 1880s appearance. Today it is open for public tours.



*Dow City Park, town jail, and caboose*





Overlooking the Lincoln Highway Heritage Byway at the Harrison County Historical Village and Welcome Center

U-M Library: Lincoln Highway Digital Image Collection



Dirt Lincoln Highway route four miles south of Logan

## HARRISON COUNTY

Harrison County is a dramatically contrasting landscape of high loess ridges that loom over the wide Missouri River Valley to the west. The unique landforms were created from the accumulation of windblown glacial silt. Harrison County was established in 1851 and organized in 1853. It is named for William Henry Harrison (1773-1814), the ninth president of the United States.

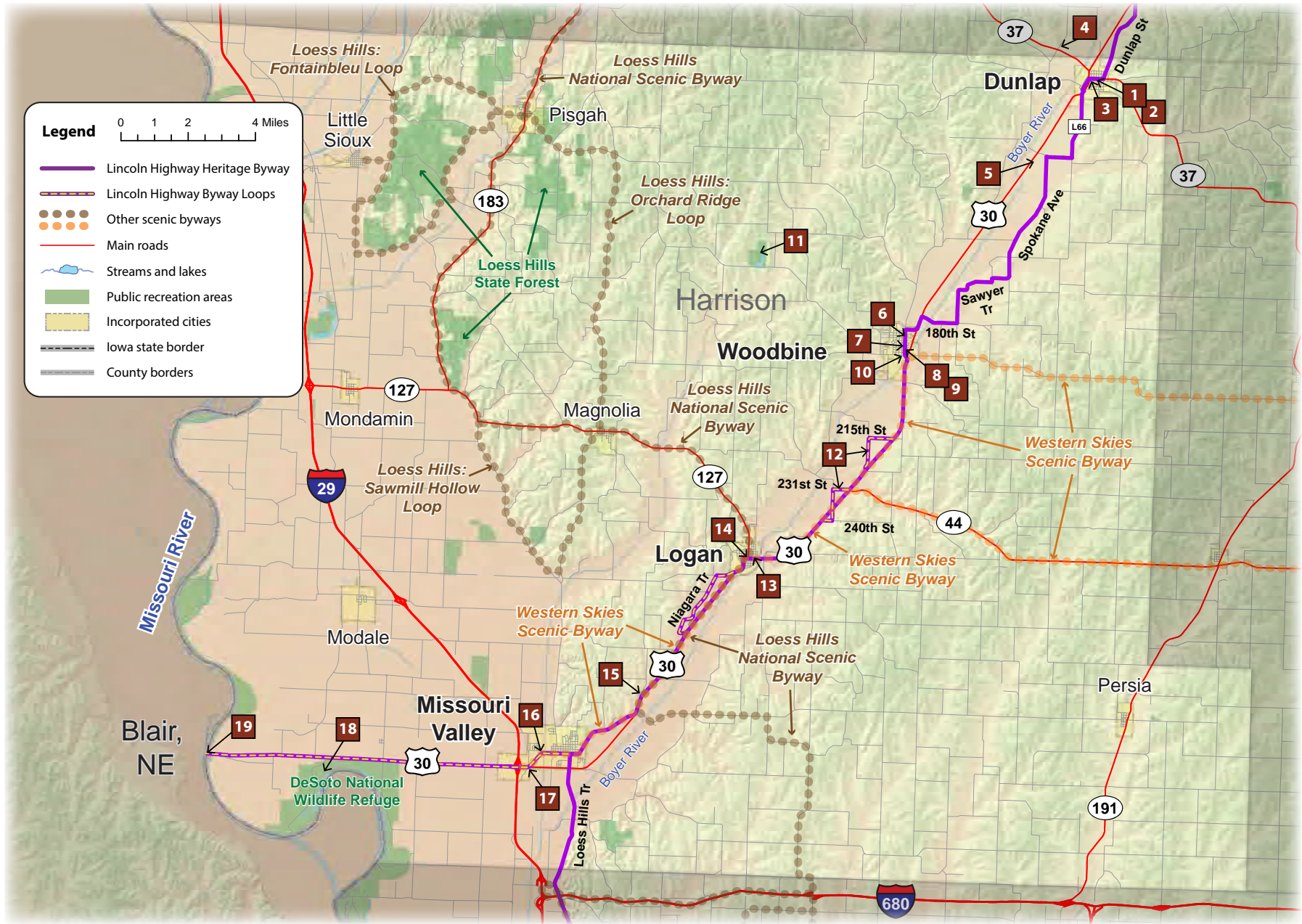
In 1853, the county commissioners located the county seat at a site named Magnolia. Calhoun and Logan were also close competitors. In 1875, a special election moved the county seat to Logan by a narrow margin of two votes.

The county has excavated remnants of bison that were hunted and killed during the Archaic period (10,000-5,000 years ago). Indian mounds have been discovered in several places and include hatchets, stone hammers, pottery, tools, and cups.

Mormons led by Brigham Young came through Harrison County in 1847 on their journey to Utah. Outlaws Jesse and Frank James hid in the hills of Harrison County.

### Map Resources Key

1. Dunlap Downtown Historic District; LH Marker
2. McLean Museum
3. Dougal House
4. Z. T. Dunham Pioneer Stock Farm Barn
5. *Little Girl with Torn Teddy Bear and Dalmatian*: Roadside Art
6. Woodbine Lincoln Highway and Brick Street Historic District
7. Woodbine Carnegie Library
8. Zell Millard Historic Preservation Park
9. George A. Wyman Waypoint
10. Grain Elevator Corn Stalk Art
11. Willow Lake Recreation Area
12. Stair-Step Highway
13. Logan City Park; LH Marker
14. Harrison County Courthouse
15. Harrison County Historical Village and Iowa Welcome Center
16. Watson Station
17. Wisecup's Farm Museum
18. DeSoto National Wildlife Refuge
19. Blair Bridge/Abraham Lincoln Memorial Bridge





Hiking a loess ridge in the Loess Hills State Forest



Western Skies Scenic Byway

## Boyer River

The 118-mile long Boyer River, a tributary of the Missouri River, continues its southwesterly flow from Crawford County. The Lincoln Highway follows its course through Harrison County to the county line south of Missouri Valley.

## Loess Hills State Forest

Loess Hills State Forest, located in the northwestern part of the county, contains over 11,000 acres open to hiking, nature exploration, and auto touring. The visitor center exhibits in Pisgah orient visitors to the forest and the Loess Hills. Murray Hill offers an impressive scenic overlook with panels that interpret the landscape and provide insight into the Loess Hills.

## Loess Hills Scenic Byway

From Logan to just north of Missouri Valley, the Lincoln Highway shares 5.75 miles of its route with the Loess Hills National Scenic Byway. The byway travels through the nationally significant Loess Hills landscape of western Iowa, winding 220 miles from Akron south to Hamburg. More information is available in the *Loess Hills National Scenic Byway Interpretive Master Plan* (2015).

## Western Skies Scenic Byway

The Lincoln Highway also shares 18 miles of its route with the Western Skies Scenic Byway, from Woodbine to Missouri Valley. This byway travels 142 miles in west-central Iowa, showcasing the state's cultural and agricultural heritage. More information is available in the *Western Skies Scenic Byway Interpretive Master Plan* (2015).

## Dunlap

The town was platted in 1866 by the Chicago & North Western Railroad and named for George L. Dunlap, a railroad manager in Illinois and Wisconsin. It offered a sweeping view of the Boyer River valley. From 1867 to 1877, the town grew into the trading hub of the county.

### 1 Dunlap Downtown Historic District; Lincoln Highway Marker

Perched on a hill overlooking the Boyer River valley, Dunlap's downtown is made up of numerous historic buildings that create a unique late 19th century atmosphere. The 1892 Odd Fellow Hall is on the National Register of Historic Places. A Lincoln Highway marker is located next to an old bank on Highway 30 south of the main intersection.



**2 McLean Museum** 

Operated by the Dunlap Historical Society, the McLean Museum is located in an 1879 brick church in Dunlap, which was originally Baptist and then Lutheran. It contains plat books, assessors' records, a grand piano once played in the Dunlap opera house, and other local history artifacts.

**3 Dougal House** 

This building once served as the parsonage for the adjacent church (now



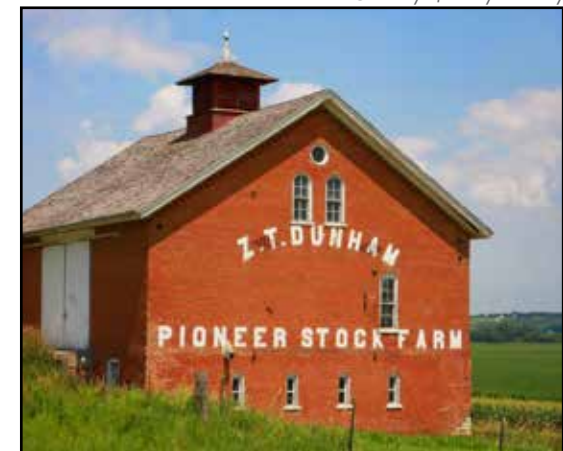
**4 Z. T. Dunham Pioneer Stock Farm** 

Located a mile west of Dunlap on Highway 37, this brick barn was built in 1870 by Z. T. Dunham and his brother. It is one of the earliest brick barns in western Iowa. Their father, Cornelius Dunham, was one of the original settlers of the county. The farm specialized in raising Shorthorn cattle and Poland China hogs. It is on the National Register



of Historic Places. It is now operated by the Dunlap Historical Society as an educational and interpretive center for late 19th century agriculture.

*Courtesy of Darcy Maulsby*





## Between Dunlap and Woodbine

### 5 *Little Girl with Torn Teddy Bear and Dalmatian: Roadside Art*

Located off Highway 30 between Dunlap and Woodbine, a 16-foot tall painted cutout of a little girl holding a chewed-up teddy bear with her Dalmatian dog looking on was created by California artist John Cerney in 1999. He is well known for his oversize roadside art creations. It replaced a previous work called *Iowa Landscape* that Cerney installed in 1997.



## Woodbine

Lorenzo Butler, an early settler to Boyer Township in 1849, ran a mill and store on the banks of the Boyer River. The post office, located in the store, was run by his wife, who may have named the town Woodbine after a common garden vine found in her native England. Others claim it was named for a common plant, known as Woodbine or Virginia Creeper, that grew profusely in this area.

The town was platted in 1866 by the Chicago & North Western Railroad. By 1868, the town boasted a hotel, doctor's office, drugstores, mills, banks, and grocery/general stores. It was surrounded by fertile farmlands.

The transcontinental Lincoln Highway through Woodbine was bricked in 1921 and the stretch is the largest remaining original portion of the highway in Iowa.

### 6 *Woodbine Lincoln Highway and Brick Street Historic District*

The Lincoln Highway route through Woodbine, now Lincoln Way, features 11 blocks paved with original 1921 bricks. This is the largest portion of the original roadway remaining in Iowa. The street is lined by large trees and historic houses from the turn of the 20th century. Two

historic filling stations are located along the stretch—Brickstreet Station is open as a café. The district also includes Walker Street one block east of the Lincoln Highway. The National Main Street Center honored Woodbine in 2014 as a Great American Main Street winner. The district is listed on the National Register of Historic Places.

### 7 Woodbine Carnegie Library

Located along the brick Lincoln Highway, the library was built in 1910 in the Prairie School style of architecture. On the northeast side of the library is a miniature Statue of Liberty replica donated by the Boy Scouts in 1950. On the northwest side is a fountain donated by the Civic Improvement Club in 1917.



### 8 Zell Millard Historic Preservation Park; Lincoln Highway Marker

This park is home to several historic buildings. Along the brick-paved Lincoln Highway is the Merry Brook Rural School, which was built in the 1870s on a site now occupied by the Woodbine Airport. It was moved to its current site in 1991 and is now the headquarters of the Harrison County Genealogical Society. A Lincoln Highway marker is installed near the school. Along Walker Street, part of the Main Street District, stands the Woodbine Illinois Central depot, a CNW caboose, and a 1928 canopy gas station that has been renovated to serve as the community Welcome Center.





Gazebo with George A. Wyman Waypoint sign



Grain Elevator Corn Stalk Art

### 9 George A. Wyman Waypoint

George Adams Wyman was the first person to make a transcontinental crossing of the United States using a motor bicycle in 1903. He got his bike stuck in the mud several times between Council Bluffs and Woodbine. In Woodbine, he decided to ride the tracks. A waypoint sign is located on the gazebo across from the Welcome Center.

### 10 Grain Elevator Corn Stalk Art

A 1940s grain elevator off the Lincoln Highway on the south side of town is adorned with a 45-foot high cornstalk made of steel, with a background of contour farming. It was created as a public art piece by a partnership that

included the city, Main Street committee, and a local farm cooperative.

## Outside Woodbine

### 11 Willow Lake Recreation Area

Located 6 miles northwest of Woodbine, this 222-acre park features a 27-acre lake with boat ramp access, fishing jetties, prairie and woodland trails, a campground, and cabins for rent. An interpretive Smart Trail encourages smartphone users to discover more about the Loess Hills and the state's natural resources. A Nature Encounter Center has exhibits that highlight the wildlife and habitats of this region.





## Between Woodbine & Logan

### 12 Stair-Step Highway

The adventurous traveler can take several gravel and dirt loop routes between Woodbine and Logan that offer an authentic early Lincoln Highway driving experience. These roads follow the east-west survey grid of section lines, laid out in a “stair-step” pattern with right-angle corners, unlike today’s broad curves and long straightaways. True to the early Lincoln Highway trips, these loops are not recommended after a rain!



## Logan

Henry Reel, a Virginia native, settled on the banks of the Boyer River in 1852. In 1856, he built a grist mill and sawmill in what was known as Boyer Falls. In 1867, Reel platted the community as Logan, named in honor of General John A. Logan (1826-1886), a Union Civil War Army officer and political leader. In 1875, the county seat was moved from Magnolia to Logan, and the first courthouse was built in 1876. A new courthouse was erected in 1910 and is still used today.

### 13 Logan City Park; Lincoln Highway Marker

Located along the Lincoln Highway on the east side of town, the park features a playground, picnic tables, and a brick shelter patterned after the old Logan depot. A Lincoln Highway marker stands at the corner of the park.

### 14 Harrison County Courthouse

This Classical Revival style courthouse was built in 1911. It is faced with Bedford limestone from Indiana. Murals inside the courthouse painted in 1920 portray the old courthouse in Magnolia and the first courthouse in Logan. It is on the National Register of Historic Places.



Downtown Logan



Logan City Park



Harrison County Courthouse



*Lincoln Highway concrete map*



*Lincoln Highway themed playspace*

## Between Logan and Missouri Valley

### 15 Harrison County Historical Village and Iowa Welcome Center

Located on the Lincoln Highway, the Western Skies Scenic Byway, and the Loess Hills National Scenic Byway (U.S. Highway 30), the Welcome Center serves as a Lincoln Highway/Loess Hills Interpretive Center. The Lincoln Highway is interpreted through several wayside exhibits, a concrete map of the United States and Iowa showing the highway route, Lincoln Highway markers, an overlook of the byway with metal railing cut-outs with the words

“13 States, 3389 Mi., Lincoln Highway, Est. 1913,” picnic shelters designed like early tourist cabins, and a children’s transportation-themed playspace. The complex also includes an interpretive trail through the prairie, and buildings and artifacts from the 1800s, with an original log cabin, general store, and one-room country school.

## Missouri Valley

Settlers arrived in this region of the state starting in 1848 primarily from Indiana and Ohio. The name of the settlement was originally McIntosh Point—George McIntosh bought land here and sold it to the railroad. The Chicago & North Western Railroad platted the community in 1867 and named it for its location in the valley of the Missouri River. Missouri Valley became an important railroad town. Round houses and railroad shops were built in 1868, and three different railroads eventually converged here.

The original Lincoln Highway (main byway route) travels south from Missouri Valley toward Council Bluffs. In 1929, a bridge was constructed over the Missouri River at Blair, Nebraska, and in 1931, Highway 30 was rerouted on a new road west of Missouri Valley to the bridge crossing. Today, this is an alternate byway route that leads to DeSoto National Wildlife Refuge.

### 16 Watson Station

In 1950, the Missouri Valley Fire Department purchased a miniature coal-fired steam train and began giving rides in Missouri Valley City Park. In 1967, John P. Watson purchased the



train and ran it until 2001. It was gifted to the Missouri Valley Parks Board for restoration. Watson Station was built in 2009, designed to look like a small town railroad depot, and continues to offer rides on a 1,700-foot track that goes through a 50-foot tunnel. In 2013, a miniature gas-powered train was added, a replica of a 1950s B14 Union Pacific Steamliner. The building houses railroad-related artifacts and displays.

### 17 Wisecup's Farm Museum

This historical museum features a self-guided tour through a 1917 historic barn that displays farm machinery and antique furniture. A second barn recreates a 1900s main street complete with barber shop, doctor's office, general store, and saloon. The grounds include a one-room schoolhouse, log cabin, cedar church, and sheriff's office.

## West of Missouri Valley

### 18 DeSoto National Wildlife Refuge

This 7,800-acre national wildlife refuge lies in the floodplain on a former meander of the Missouri River. It is named for a historic bend on the Missouri River. The visitor center houses the *Bertrand* collection, more than 250,000 artifacts recovered from a steamboat that sank in 1865. The wreck was located in the late 1960s and its contents were excavated and preserved. The visitor center also contains displays on the historical development of the Missouri River Basin, ecological impacts, and the natural history of the area.

### 19 Blair Bridge/Abraham Lincoln Memorial Bridge

The original three-span through truss bridge over the Missouri River was constructed in 1928-29. Highway 30 was realigned to this bridge in 1931 after a road was built to it from Missouri Valley. The bridge was named the Abraham Lincoln Memorial Bridge in honor of the old Lincoln Highway. It was replaced in 1991 with a modern bridge. The adjacent 1924 Union Pacific Railroad bridge is still in operation today.



*Wisecup's Farm Museum*



*DeSoto National Wildlife Refuge visitor center*



*1924 Union Pacific Railroad bridge over the Missouri River*



The Loess Hills of Pottawattamie County protect pristine prairie habitat (Hitchcock Nature Center)

U-M Library: Lincoln Highway Digital Image Collection



The Loess Hills created challenges for the early Lincoln Highway, requiring deep hill cuts, like this one at Honey Creek Hill north of Crescent.

## POTTAWATTAMIE COUNTY

The Lewis and Clark Expedition of 1804 met with the Otoe Tribe on the bluffs of the Missouri River near the northwest corner of what would become Pottawattamie County. A fort built near the site was called Council Bluffs, located 20 miles north of the city that would someday bear its name.

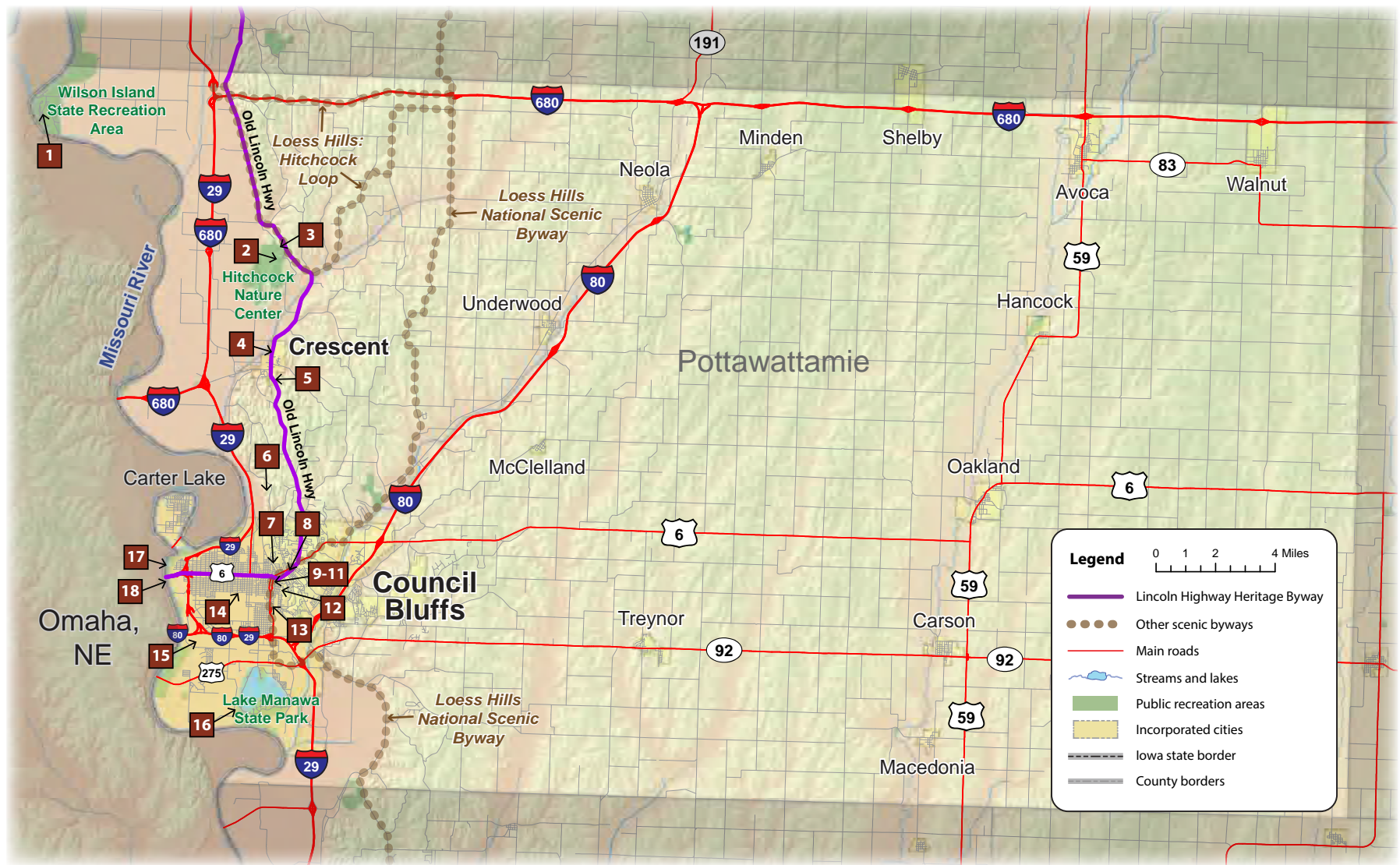
Pottawattamie County was organized in 1848 and named for the Native American tribe. The Pottawattamie people were removed from their land in Missouri to the southwestern part of Iowa in 1838. They were moved to Kansas in 1846.

The Missouri River floodplain provided rich soil for growing crops. Mormon immigrants following Brigham Young arrived in the county in 1846, and they were the primary settlers here until 1850. The Mormons established a community called Kaneshville on the Missouri River, which would later be renamed Council Bluffs. The community became an important stopover for Mormons as they made the trek from the Midwest to their new home in Salt Lake City, Utah.

In 1852, Kaneshville was chosen as the county seat. The first building used for a courthouse was a log structure owned by

### Map Resources Key

1. Wilson Island State Recreation Area
2. Hitchcock Nature Center
3. Honey Creek Hill
4. Crescent Painted Poles
5. Old Lincoln Highway Veterans Monument
6. Lewis and Clark Monument and Scenic Overlook
7. Lincoln Monument
8. Kaneshville Tabernacle
9. Bayliss Park
10. Historic Squirrel Cage Jail
11. Union Pacific Railroad Museum
12. Historic General Dodge House & August Beresheim House
13. RailsWest Railroad Museum
14. Golden Spike Monument
15. Western Historic Trails Center
16. Lake Manawa State Park
17. Tom Hanafan River's Edge Park & Bob Kerrey Pedestrian Bridge
18. Missouri River Bridge Crossing/Ak-Sar-Ben Bridge Pier



Courtesy of Matthew Trump, CC BY-SA 3.0



Anglers on the Missouri River in Council Bluffs



Hiking the Loess Hills at the Hitchcock Nature Center

the Mormons. A courthouse was built in 1868.

Today, the population of Omaha and Council Bluffs is over a half million and, coupled with the high volume of visitors, offers a robust potential market for the scenic byway.

## Missouri River

The Missouri River is the longest river in North America at 2,341 miles in length. It is nicknamed the “Big Muddy” because it carries an enormous volume of suspended silt in its waters. It has a storied history partly because it was a source of exploration and adventure. It was first fully traveled by Euro-Americans when Lewis and Clark’s Corps of Discovery fully explored its length in 1804. The river banks are steeped in archaeological and historic sites from many cultures. The Smithsonian Bureau of American Ethnology states that Missouri means “town of the large canoes.”

## Loess Hills Scenic Byway

In Pottawattamie County, the Lincoln Highway shares about 7 miles of its route with the Hitchcock Loop of the

Loess Hills National Scenic Byway, which travels past the Hitchcock Nature Center. The Loess Hills byway travels through the nationally significant Loess Hills landscape of western Iowa. The route winds 220 miles from Akron in the north to Hamburg in the south. More information is available in the *Loess Hills National Scenic Byway Interpretive Master Plan* (2015).

## South of Missouri Valley

### 1 Wilson Island State Recreation Area

Located on an old sand bar of the Missouri River just south of DeSoto National Wildlife Refuge, this quiet 544-acre park protects bottomland forests. It offers trails, camping, picnicking, and river access. Lewis and Clark camped in the vicinity of the park in 1804.



## Loveland

This unincorporated town was originally named Loveland Mills after E. Loveland, the first settler. He constructed and ran a sawmill at this site. It was established as a station on the Chicago & North Western Railway in 1867.

## Honey Creek

Honey Creek was established as a station on the Chicago & North Western Railway in 1867. It is named for the adjacent creek, which was in turn named for the abundance of wild bees that inhabited the area.



### 2 Hitchcock Nature Center

This Pottawattamie County Conservation site provides an excellent overview of the region's natural history. The interpretive center features hands-on exhibits to learn about the Loess Hills and raptor migrations. A 45-foot tower offers vistas across the hills and the Missouri River valley. An interpretive garden features native prairie plants. The 1,300 acres of prairie, oak savanna, and dense forest are traversed by ten miles of trails, from easy ridgeline walks to difficult climbs. Camping is available, ranging from cabins, RV campsites, and walk-in primitive sites.

### 3 Honey Creek Hill

Located at the Hitchcock Nature Center campground, a viewing platform overlooks an abandoned section of the Lincoln Highway climbing Honey Creek Hill, once one of the most challenging slopes for early highway travelers. Near the summit, drivers had to negotiate a 15% grade with overheated cars. In 1922, at enormous cost, the highway was rerouted to the east where a large road cut through the Loess Hills eliminated the steep grade. Poles and insulators from an abandoned transcontinental telegraph line can still be seen. A byway wayside exhibit tells the story.

*Hitchcock Nature Center perched on a bluff*



*Honey Creek Hill overlook*



Painted Lincoln Highway poles line the byway through Crescent

## Crescent

This community was platted in 1856 and named by Brigham Young for the shape of the surrounding bluffs. The Mormons who settled Crescent chose to remain here instead of moving west. The town flourished in anticipation of the coming railroad. However, when it became evident that Council Bluffs would become the center of railroad activity in 1858, the population of the town declined as many moved south to Council Bluffs or Omaha.

### 4 Crescent Painted Poles

Nearly all of the utility poles along the stretch of byway through Crescent have been painted with the classic red, white, and blue logo in honor of how the old Lincoln Highway was once marked.

### 5 Old Lincoln Highway Veterans Monument

Located along the Lincoln Highway on the south end of Crescent, a small roadside park features a bronze bald eagle monument titled “Road of Honor,” a tribute to all veterans living and dead. A brick wall topped by flags displays donor names. The park also has a picnic shelter, brick walking path, and flower gardens.



Old Lincoln Highway Veterans Monument

## Council Bluffs

The settlement of Council Bluffs began in 1824 when Francois Guittar set up Traders Point on the Missouri River in Iowa Territory. This was the center of the fur trade with local Indian tribes, and it became the primary crossing of the river for pioneers heading west. In 1846, when Iowa became a state, the settlement was renamed Kaneshville for Thomas L. Kane, who negotiated for federal permission to use Indian land along the Missouri for the Mormon winter camp in 1846-47. In 1848, Brigham Young opened the first post office in Kaneshville. In 1849, the community became a primary outfitter for Gold Rush hopefuls flocking to California.

By 1852, many Mormons had moved west to Utah, and the city was renamed Council Bluffs after a site 20 miles to the north, where Lewis and Clark held frequent “councils” with the Otoe Tribe on the bluffs of the Missouri River.

Grenville M. Dodge, a railroad surveyor, chose Council Bluffs as the terminus for the Mississippi and Missouri Railroad in 1853, and moved his family to the community in 1855. In 1859, he convinced Abraham Lincoln (who was campaigning for the presidency) to



begin the Transcontinental Railroad at Council Bluffs. In 1862, the Union Pacific Railroad was signed into law by Lincoln to construct railroads from the Missouri River west to the Pacific. Dodge, who had become a general in the Civil War, was hired as the chief engineer of the project.

In 1867, the Chicago & North Western Railroad (which would later become Union Pacific) was the first to reach Council Bluffs from the east. In 1869, the Transcontinental Railroad was completed, with the exception of a bridge over the Missouri River, which made Council Bluffs an important hub for

travel. A ferry carried passengers and rail cars across the river. The first railroad bridge finally opened in 1873, linking the east and the west.

The railroads were integral to the growth of Council Bluffs. Eventually, eight railroads intersected in the community. The railroads attracted an influx of immigrant workers and businesses. In 1860, the city had a population of about 2,000. In just ten years, the population grew to 10,000. By 1883, the city boasted eight railroad depots and roundhouses, six freight depots, 51 livery stables, and 31 hotels.

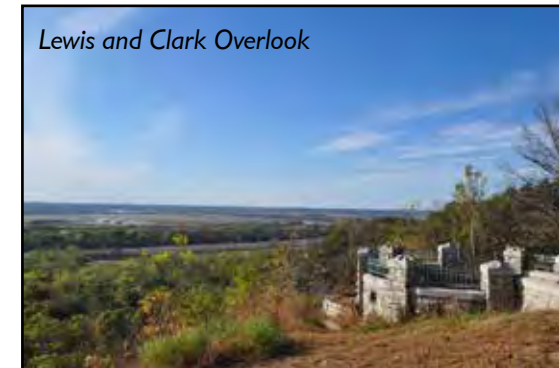


The Lincoln Highway byway travels through the Council Bluffs Gateway, an artistic bridge that crosses railroad tracks on U.S. Highway 6

## 6 Lewis and Clark Monument and Scenic Overlook



Located north of Council Bluffs on a bluff overlooking the Missouri River, this monument commemorates the 1804 expedition of Lewis and Clark and their historic meeting with Otoe and Missouri tribesmen.



Lewis and Clark Overlook

Courtesy of Mapio.net

## 7 Lincoln Monument



A 1911 rock spire commemorates the place where, in 1859, Abraham Lincoln along with Grenville M. Dodge decided on the location for the eastern terminus of the nation's first Transcontinental Railroad. The monument is located adjacent to Fairview Cemetery on a bluff overlooking the city.

Courtesy of Jerrye & Roy Klotz, M.D., CC BY-SA 4.0



1911 Lincoln Monument



**8** Kanesville Tabernacle 

This replica of the original meeting hall was where Brigham Young was sustained as second prophet and president of the Mormon faith. It includes a visitor center

that interprets the migration westward. The tabernacle and the Mormon Trail Center in Omaha mark the historic winter quarters of 1846-47, which preceded the establishment of Omaha and Council Bluffs.

**9** Bayliss Park 

This park is the focal point of downtown Council Bluffs. It features a lighted fountain, performance space, veterans' memorials, child-activated water features, and touchable art. It is an ideal location to stage visits to many city attractions.

**10** Historic Squirrel Cage Jail 

This three-story revolving jail, built in 1885, is now a museum that relates stories of incarceration and law enforcement in Council Bluffs. The unique design allowed prisoners to be controlled with minimum jailer attention. It operated until 1969, and the names of famous prisoners can still be seen scratched into cell walls. It is owned and operated by the Historical Society of Pottawattamie County.



Bayliss Park



**11 Union Pacific Railroad Museum** 

Located in the restored 1905 Carnegie Free Library, the museum houses the corporate collections of the Union Pacific Railroad. Exhibits include “Building America,” which features an immersive experience interpreting the building of the Transcontinental Railroad. The museum complements other local rail attractions, including the Historic General Dodge House, the RailsWest Railroad Museum, the Golden Spike Monument, and the Durham Museum (Omaha). Together, these attractions make Council Bluffs and Omaha a destination for railroad fans and history lovers.



*Union Pacific  
Railroad Museum*

**12 Historic General Dodge House  
and August Beresheim House** 

The Dodge House was built in 1869 by Civil War General and Union Pacific railroad builder Grenville M. Dodge. This Victorian home is a National Historic Landmark dedicated to the man who was instrumental in building the Transcontinental Railroad from Council Bluffs to Promontory Summit in Utah. The Beresheims had close associations with General Dodge. The Beresheim House serves as the orientation center for the Dodge House.



*Historic General  
Dodge House*



Rock Island train car at the RailsWest Railroad Museum

**13** RailsWest Railroad Museum 


This Chicago, Rock Island, and Pacific Railroad Passenger Depot, built in 1899, is the last remaining passenger depot in Council Bluffs. Restored by the Historical Society of Pottawattamie County, it features exhibits and a gift shop in the lobbies, a large outdoor exhibition of locomotives and train cars, and a working HO scale model railroad. The museum pays tribute to the transcontinental railroad era. The building is on the National Register of Historic Places.

**14** Golden Spike Monument 

This 56-foot high golden concrete spike was erected in 1939. It honors the meeting of the Union Pacific and Central Pacific tracks at Promontory Summit in Utah in 1869. It also marks "Mile Marker 0" as the eastern terminus of the Transcontinental Railroad. It is located next to the large Union Pacific rail yard.



Golden Spike Monument

**15** Western Historic Trails Center 

Designed and built by the National Park Service, this center explores the area's early pioneer history with exhibits, films, trails, and events. Interpretation focuses on the Lewis and Clark Trail, Mormon Trail, Oregon Trail, and California Trail, all of which passed through Council Bluffs.



RailsWest Railroad Museum



Courtesy of Smallbones

Courtesy of Beatrice Murch, CC BY 2.0

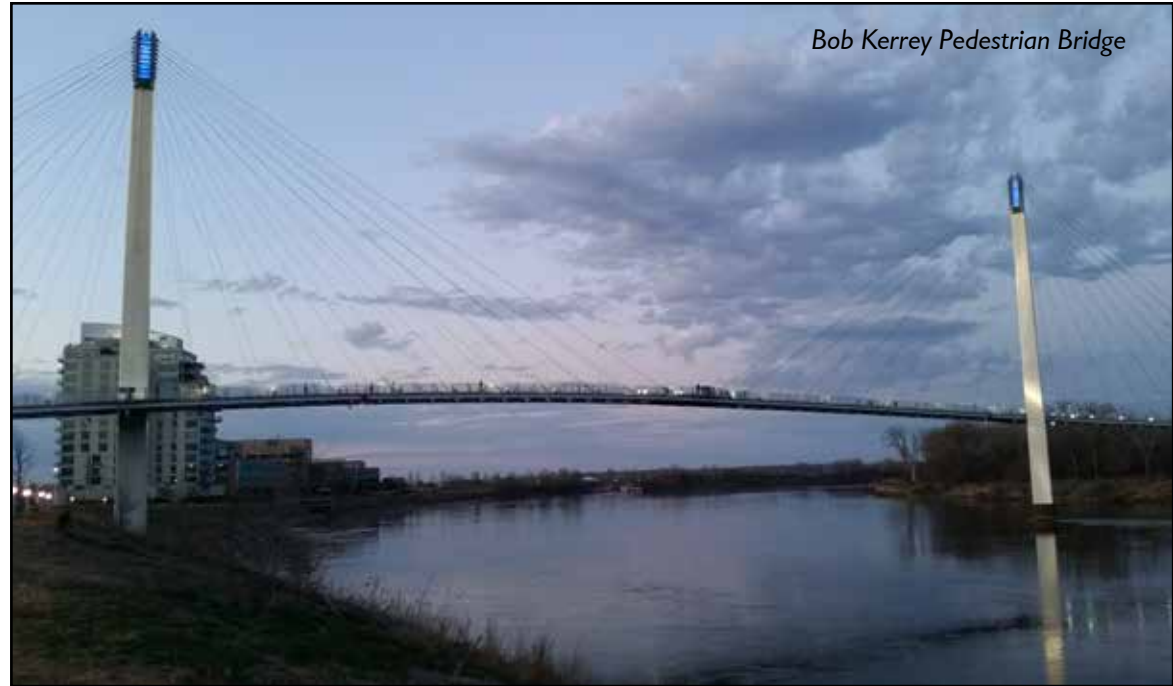


**16** Lake Manawa State Park  

Lake Manawa was formed in 1881 when a segment of the Missouri River was cut off during a flood, creating an oxbow lake. The 1,529-acre park is now one of the most popular outdoor recreation sites in the Omaha/Council Bluffs area. It offers camping, picnicking, swimming, boating, and fishing opportunities. Trails in the park link to the Western Trails Center, Wabash Trace Trail, and Council Bluffs trail system.

**17** Tom Hanafan River's Edge Park & Bob Kerrey Pedestrian Bridge 

Located along the Missouri River, this 80-acre public green space protects riparian habitat and is a venue for community events. A large lawn area serves as a canvas for a dynamic light show at night called "Rays." The Bob Kerrey Pedestrian Bridge is an impressive 3,000-foot



Bob Kerrey Pedestrian Bridge

curved cable stay walkway that connects Council Bluffs with Omaha, the longest pedestrian bridge to link two states.

**18** Missouri River Bridge Crossing/ Ak-Sar-Ben Bridge Pier  

From 1913 to 1930, the Lincoln Highway/ Highway 30 crossed the Missouri River from Council Bluffs to Omaha, Nebraska just south of the current I-480 crossing. The Ak-Sar-Ben Bridge was a truss bridge built in 1888 to handle streetcars. It only had one lane, so a sister bridge was built next to it. In 1966, it was replaced by the current interstate bridge, and was

demolished in 1968. The east pier can still be seen in the river on the Council Bluff site from the Bob Kerrey Pedestrian Bridge.

*U-M Library: Lincoln Highway Digital Image Collection*



Ak-Sar-Ben Bridge, 1924

# REFERENCES

- ▶ Brewer, L.A. & Wick, B.L. (1911). *History of Linn County, Iowa*. The Pioneer Publishing Company, Chicago, IL.
- ▶ Bridgehunter.com (2018). Information about historic Lincoln Highway bridges in Iowa. Retrieved from [www.bridgehunter.com](http://www.bridgehunter.com).
- ▶ Chapman, S.D. (1879). *History of Tama County, Iowa*. Toledo Times Office, Toledo, IA.
- ▶ Conrad, R. (1993). The Lincoln Highway in Greene County: Highway Politics, Local Initiative, and the Emerging Federal Highway System. *The Annals of Iowa*, 52, 351-384.
- ▶ Franzwa, G.M. (1995). *The Lincoln Highway Iowa Volume 1. The Patrice Press. Tucson, AZ.*
- ▶ The George A. Wyman Memorial Project. (2016). *The George A. Wyman Memorial Grand Tour: "Points Along the Way" Rider's Guide.*
- ▶ Hippen, J.C. (1997). *Marsh Rainbow Arch Bridges in Iowa*. Boone County, IA.
- ▶ Hokanson, D. (1988). *The Lincoln Highway: Main Street Across America*. University of Iowa Press, Iowa City, IA.
- ▶ Iowa Department of Transportation. *Mark Morris Memorial Bridge*. Retrieved from [iowadot.gov/autotrails/morrisbridge](http://iowadot.gov/autotrails/morrisbridge)
- ▶ Iowa Lincoln Highway Association. *Counties*. Retrieved from [www.iowalincolnhighway.org/counties/](http://www.iowalincolnhighway.org/counties/)
- ▶ *Iowa Lincoln Highway Heritage Byway: Information Guide*. Prairie Rivers of Iowa, Ames, IA.
- ▶ *Iowa Lincoln Highway Heritage Byway: Recreation and Camping Guide*. Prairie Rivers of Iowa, Ames, IA.
- ▶ Lawrie, L.A. (1995). *Touring the historic Lincoln Highway in Iowa: A guide for planning a comprehensive tourism route based on heritage tourism initiatives*. Retrospective Theses and Dissertations. Paper 16767. Iowa State University.
- ▶ The Lincoln Highway Association (1916). *The Complete Official Road Guide of the Lincoln Highway*. Detroit, MI.
- ▶ *Lincoln Highway Heritage Byway Corridor Management Plan* (December 2016). Prairie Rivers of Iowa, Ames, IA.
- ▶ Maclean, P. (1912). *History of Carroll County, Iowa*. The S. J. Clarke Publishing Company, Chicago, IL.
- ▶ Meskwaki Historic Preservation Department (2015). *Sac & Fox Tribe of the Mississippi in Iowa: Visitor Information Guide*. Meskwaki Settlement, IA.
- ▶ Meyers, F. W. (1911). *History of Crawford County, Iowa*. The S. J. Clarke Publishing Company, Chicago, IL.
- ▶ Nagel, C. & Rogers, L. (2015). *Technical Advisory Network (TAN) Report on the Archaeological Potential of the Meskwaki Stone House and Roadside Park in Tama County, Iowa*. Tallgrass Historians L.C., Iowa City, IA.
- ▶ National Register of Historic Places Digital Archive (2018). Information about resources on the National Register of Historic Places. Retrieved from [npgallery.nps.gov/nrhp](http://npgallery.nps.gov/nrhp)
- ▶ O.L. Baskin & Company Historical Publishers (1883). *History of Pottawattamie County, Iowa*. Chicago, IL.
- ▶ Page, W.C. (2014). *Eureka Bridge: Below Danger Hill on the Lincoln Highway*. Greene County, IA.
- ▶ Payne, W. O. (1911). *History of Story County, Iowa*. The S. J. Clarke Publishing Company, Chicago, IL.
- ▶ Rogers, L.D. & Kernek, C.L. (2004). *The Lincoln Highway Association's "Object Lesson:" The Seedling Mile in Linn County, Iowa*. Linn County, IA.
- ▶ Smith, J. H. (1888). *History of Harrison County, Iowa*. Iowa Printing Company, Des Moines, IA.
- ▶ Stennett, W.H. (1908). *A History of the Origin of the Place Names Connected With the Chicago & North Western and Chicago, St. Paul, Minneapolis & Omaha Railways*. Chicago, IL.
- ▶ Stillman, E.B. (1907). *Past and Present of Greene County, Iowa*. The S. J. Clarke Publishing Company, Chicago, IL.
- ▶ Union Historical Company (1880). *The History of Boone County, Iowa*. Des Moines, IA.
- ▶ Western Historical Company (1878). *The History of Benton County, Iowa* (1878). Chicago, IL
- ▶ Western Historical Company (1878). *The History of Cedar County, Iowa*. Chicago, IL.
- ▶ Western Historical Company (1879). *The History of Clinton County, Iowa*. Chicago, IL.
- ▶ Western Historical Company (1878). *The History of Linn County, Iowa*. Chicago, IL.
- ▶ Western Historical Company (1878). *The History of Marshall County, Iowa*. Chicago, IL.
- ▶ Wolfe, P. B. (1911). *Wolfe's History of Clinton County, Iowa*. B. F. Bowen & Company, Indianapolis, IN

## Personal Communication (email/phone):

- ▶ Mark Crampton, owner of Vail Standard Station, February 1, 2018
- ▶ Jan Gammon, Prairie Rivers of Iowa, Lincoln Highway Heritage Byway Coordinator

# CHAPTER 5

# THEMES AND MESSAGES



*Grading the Lincoln Highway with mules and machines  
east of Council Bluffs, 1922*

U-M Library: Lincoln Highway Digital Image Collection



Deep cuts in a hillside 15 miles east of Council Bluffs, 1922

## THEMES AND MESSAGES

An interpretive theme creates a framework for planning meaningful interactions between visitors and resources. Themes represent the major concepts, ideas, and messages that we want visitors to experience as they travel the byway. Once these important concepts are identified, the most appropriate sites, resources, and stories are selected to illustrate them.

A theme statement, which is ideally stated in one succinct sentence, should contain **universal concepts**. Universal concepts are intangible meanings that are significant to everyone, such as life, death, family, parenthood, jealousy, loyalty, forgiveness—all of the emotions, challenges, and values that make us human.

Effective interpretive themes should connect tangible resources (objects or facts) to the interests of visitors. Interpretation is most successful when visitors can relate the themes and messages on a byway to something relevant in their own lives. A good theme will stir emotions and thoughts in a visitor, helping to create memorable

experiences. Provocation is more significant than factual information. Inspiring people to relate the information to their own lives is a measure of success.

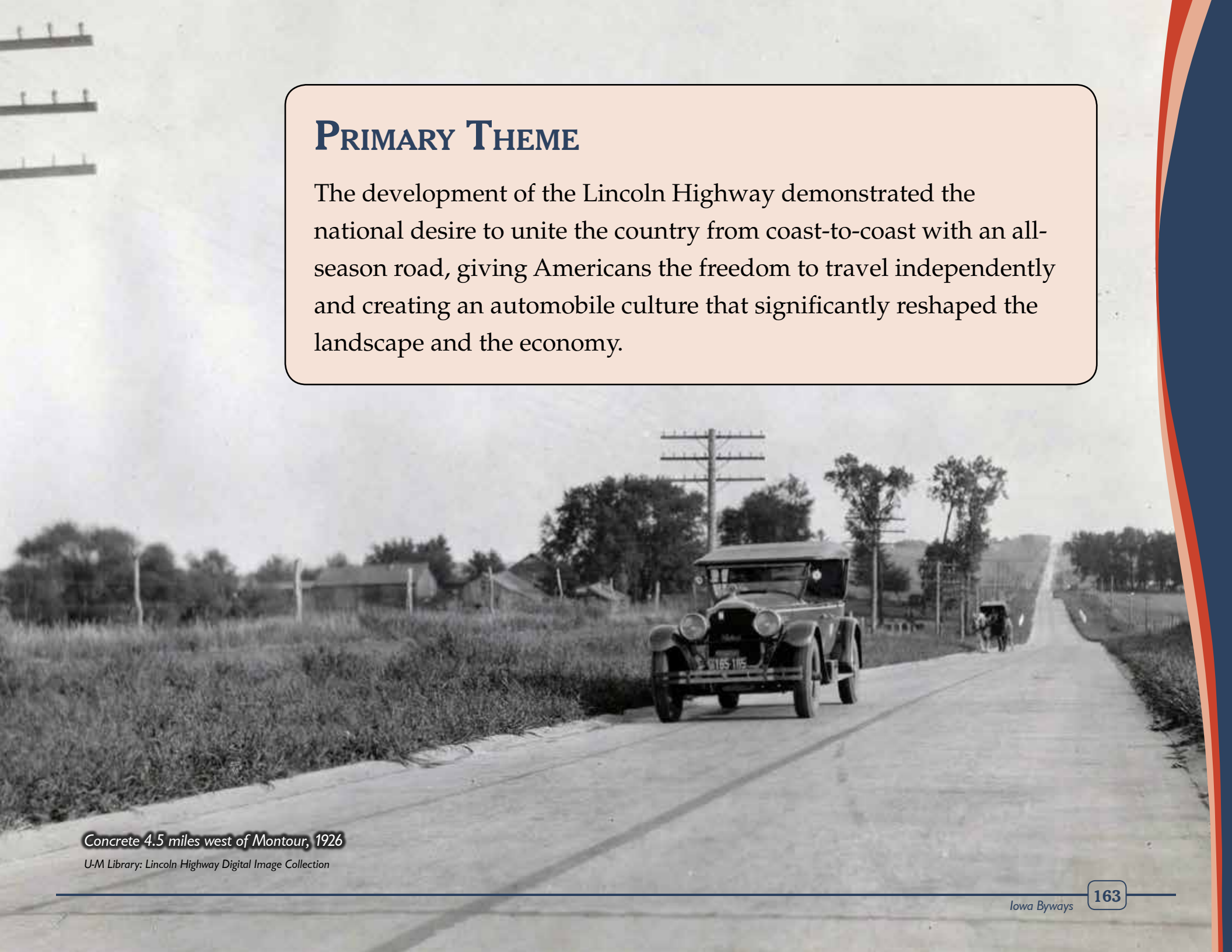
### Organization of Themes and Messages

- The **primary theme** is the big idea of the Lincoln Highway. All interpretation along the corridor should relate to this overall theme
- **Sub-themes** split the primary theme into several more specific and workable ideas.
- **Messages** break down the sub-themes further into very specific stories that can be told through interpretive media and programs.



## PRIMARY THEME

The development of the Lincoln Highway demonstrated the national desire to unite the country from coast-to-coast with an all-season road, giving Americans the freedom to travel independently and creating an automobile culture that significantly reshaped the landscape and the economy.



Concrete 4.5 miles west of Montour, 1926

U-M Library: Lincoln Highway Digital Image Collection



Concrete construction underway in central Iowa, 1915



Carl Fisher

## SUB-THEME 1

The Lincoln Highway was created by visionaries who promoted the automobile industry by capitalizing on the country's demands for better roads with a marketing campaign to build a highway from New York City to San Francisco.

### Messages:

- 1.1 Even before the 20th century, groups like the League of American Wheelman were promoting good roads. In the early 1900s, there were more than two dozen private organizations advocating for road development. The most effective of these was the Lincoln Highway Association.
- 1.2 In 1912, Carl Fisher, founder of the Indianapolis Motor Speedway, had a dream of an improved highway spanning the continent from coast to coast. He initially called the road the "Coast-to-Coast Rock Highway." Because of the Pan American Exposition of 1915, he chose San Francisco as the western end of the highway, with a promise that motorists could drive there for the exposition.
- 1.3 Henry Joy, president of the Packard Motor Car Company, was an early advocate of changing the name of the highway from the Coast-to-Coast Rock Highway to a highway commemorating Abraham Lincoln.
- 1.4 The Lincoln Highway Association (LHA) was established in 1913 with Henry Joy as president.
- 1.5 The LHA's aim was to motivate the public to accept the concept that long-distance roads should be built not only for local convenience but for the benefit of everyone—roads for the nation, not just the county. The LHA issued a proclamation that the construction of the highway was a "patriotic burden" of the states and counties that the road passed through. In reference to the promotional efforts, some said that

the Lincoln Highway was initially paved more by ink than concrete.

- 1.6 Fisher and Joy developed a fund from industrialists' and motorists' donations that would provide road-building materials. When they began their promotional efforts, they believed the funding would stimulate local governments to provide labor and machines.
- 1.7 Henry Ford believed that the federal government should foot the bill for constructing roads, not private industry. His lack of support meant that the LHA had a more difficult time raising sufficient funds for materials, which caused them to change plans and put public pressure on the government to fund road building.
- 1.8 The LHA shifted from being roadway planners and builders into becoming a catalyst for change. The route was laid out in time for the 1915 Pan American Exposition in San Francisco. Still a dirt road in most places, it served as a prototype that, with increasing support from various groups, prodded government into action.

- 1.9 Seedling Miles, short sections of road built with cement donated by cement companies, became the alternative plan to spur interest in paving the entire route. They were intentionally planned for rural areas between dirt roads to dramatically show the benefit of pavement.
- 1.10 The Iowa Seedling Mile was built in Linn County between Mount Vernon and Cedar Rapids in 1918. This site was considered appropriately rural and muddy, giving the greatest contrast between the extremes of concrete and mud. Concrete was donated by the Northwestern States Portland Cement Company of Mason City.
- 1.11 By 1919, Seedling Miles were no longer created. The heavy traffic of munitions trucks for the war effort had proven the need for concrete roads.
- 1.12 The "Ideal Section" built in 1922 on the Illinois-Indiana border was the next step in demonstrating the future of highways. It had concrete 10 inches thick and 40-feet wide to for four lanes of traffic. It included landscaping, lighting, and an adjacent footpath in a 110-foot



*Henry Joy, president of the Packard Motor Car Company*

*U-M Library: Lincoln Highway Digital Image Collection*



*Iowa's Seedling Mile after paving in 1919.*



*Lincoln Highway bridge over the Mississippi between Fulton, Illinois and Clinton, Iowa*

*U-M Library: Lincoln Highway Digital Image Collection*



*Dedication of the W. F. Coan monument in Clinton, 1925*

right-of-way. It was designed by the nationally renowned landscape architect, Jens Jensen.

- 1.13 The Lincoln Highway stimulated numerous transcontinental highway projects by communities eager to take advantage of commercial dreams fed by cross-country travelers. Even on the Lincoln Highway, battles ensued over which communities it would be routed through. Des Moines was omitted from the route mainly because it was south of the transcontinental railroad. Clinton, which was in an economic depression after sawmills closed, was desperate to remain the Mississippi crossing for the Lincoln Highway in 1919 and showed its support by maintaining the largest percentage of LHA members of any town on the entire highway.
- 1.14 The LHA dedicated the route on October 31, 1913. The communities in the 13 states along the new route celebrated the event with festivals and ceremonies. The first marker in Iowa to go into position on the highway was placed at Clinton on September 15, 1913 by W. F. Coan, president of the Clinton National Bank and state consul for the LHA.

- 1.15 W. F. Coan, the first Iowa state consul for the LHA, was a visionary for the coast-to-coast road. Coan was a banker in Clinton. He died in 1918. In 1925, the Clinton Chamber of Commerce constructed a Lincoln Highway memorial “in appreciation of the efforts of W. F. Coan in promoting and establishing the Lincoln Highway.” It was constructed of granite with enameled Lincoln Highway symbols embedded into the sides. It still stands at the intersection of Highways 30 and 67.
- 1.16 In 1925, the American Association of State Highway Officials (AASHO) began forming a uniform system of numbered highways to remedy the confusion caused by the proliferation of named highways. Much of the Lincoln Highway was designated U.S. 30. The AASHO also adopted a standard set of road signs and markers and mandated that markers of all named roads be removed. Many states had already initiated their own numbering system. Iowa had begun numbering its highways in 1920.

- 1.17 The Federal Road Act of 1916 provided federal funding to states that would match the federal dollars. Iowa farmers saw this action as unwanted interference in local affairs by big city elitists. Eventually, in 1917, the state Legislature approved matching the federal money with a motor vehicle licensing fee. Between 1919 and 1926, no new county bonds for road improvements were approved in Iowa, so very few rural sections of the Lincoln Highway were paved, with the exception of Greene and Linn counties.
- 1.18 By 1926 the LHA had promoted itself out of a job. From then on, road building became the responsibility of the government. The LHA disbanded in 1927 and the highway lost its memorial name, being replaced by various even numbered highways across the nation. As one of its final acts, the association ordered 3,000 concrete markers to memorialize the route.
- 1.19 Jens Jensen, a nationally renowned landscape architect from Illinois, won a contest for the design of the 1928 Lincoln Highway memorial markers. Previously, he had designed the landscaping for the

Ideal Section, a prototype stretch of highway on the Illinois-Indiana border.

- 1.20 In 1928, Boy Scouts placed about 2,400 concrete markers at every mile along the Lincoln Highway, following a plan created by Gael Hoag, field secretary of the LHA. The extras were cast as replacements. These markers were icons meant to immortalize the dream of an ideal highway after its official existence was eliminated by the federal highway numbering system. In Iowa, several markers still exist along the route as nostalgic artifacts. "The 1928 markers were once imbued with great meaning, but the people who revered them are gone, leaving only their symbols, the objects that still glow somehow with light of meaning" (Hokanson 136).

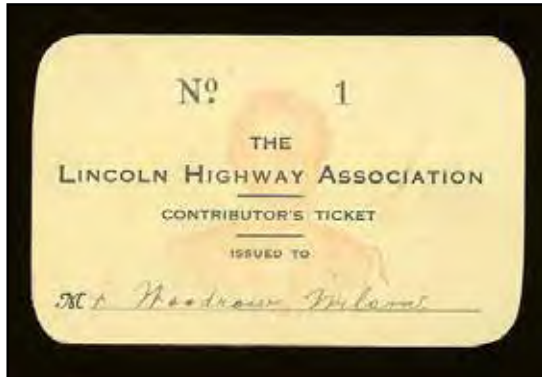


Boy Scouts placed about 2,400 concrete markers to commemorate the Lincoln Highway in 1928



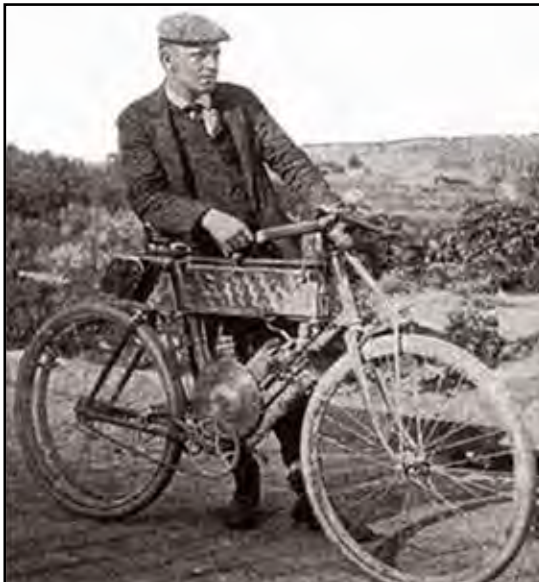
Lincoln Highway marker still standing at the Harrison County Welcome Center

National Museum of American History, Transportation Collections



The first member of the Lincoln Highway Association was President Woodrow Wilson

The George A. Wyman Memorial Project



George Wyman, the first person to cross the country on a motorized vehicle in 1903

## SUB-THEME 2

The Lincoln Highway and the automobile gave people previously unimagined mobility and allowed them to see America at their own pace and from their own perspective.

### Messages:

- 2.1 Highways take people to places where they can experience the differences in the landscape and connect to their historic roots. Iowa has been a land of immigrants and has a reputation as America's heartland. "Out-of-staters" are often fascinated with the broad horizons of corn fields that a traveler can view in the summer.
- 2.2 "Early auto travelers relished the closeness to the places where they traveled. From a train they saw the landscape in abstraction like a motion picture, but from an open automobile the land was made vivid by intimacy. The motorists traveled within the land rather than across it" (Hokanson 37). This was especially true in the early days of automobile travel when roadways followed the contours of the countryside and were routed through towns, intimately connected with the Iowa landscape.
- 2.3 The first motorized vehicle crossing of the United States was accomplished in 1903 by George Wyman on a 1902 California model motorized cycle. He rode the basic route that the Lincoln Highway would take, which often paralleled the transcontinental railroad route. He wrote notes on his crossing of Iowa that give insights into the rigors of traversing the route just prior to the creation of the Lincoln Highway. Much of his time was spent on railroad tracks, rather than the poor, muddy roads.
- 2.4 Horatio Nelson Jackson (1872 – 1955) was the first man to cross the country by automobile in 1903. He and driving partner Sewall K. Crocker made the journey just a few

weeks later than motorcyclist George Wyman.

- 2.5 The first woman to drive across the country was Alice Huyler Ramsey in 1909 with several other women as navigators. She traveled a route that would include the future route of the Lincoln Highway. They drove 3,800 miles in 59 days, and estimated that only 152 miles of those roads were paved. They were greeted by large crowds in San Francisco on August 7, 1909. They often made route decisions by following telephone poles with lots of wires, which indicated the direction to bigger towns.
- 2.6 On August 25, 1915, Anita King, a former race car driver and movie star, set out from Los Angeles as the first woman to cross the continent alone. She drove the Iowa Lincoln Highway en route. After she successfully completed the journey, production started on a movie version titled *The Race*, starring Anita King and Victor Moore.
- 2.7 In 1916, the Van Buren sisters became the first women to “solo” the Lincoln Highway on their own Indian motorcycles. They were

arrested once on their trip for wearing men’s clothing. They were the second women to ever cross the country by motorcycle, as Effie Hotchkiss and her mother, Avis, took a cycle with a sidecar from New York to San Francisco the year before, but didn’t follow the Lincoln Highway route.

- 2.8 “The Lincoln Highway was popular not only with auto travelers and residents of towns along the route, but with school kids, hobos, and the Grand Army of the Republic. In 1916, the Women’s Relief Corps, the auxiliary of the GAR, planned a campaign to provide every schoolhouse along the Lincoln Highway with an American flag of standard size. Not to be outdone, a group of Daughters of the American Revolution proudly announced their intention to plant floral flags in city parks and on lands both public and private clear across the land” (Hokanson 76).
- 2.9 The Lincoln Highway became the route of choice for transcontinental auto speed records, which were mostly sponsored by small auto companies trying to compete with General Motors and Ford. The first

Courtesy of the Library of Congress



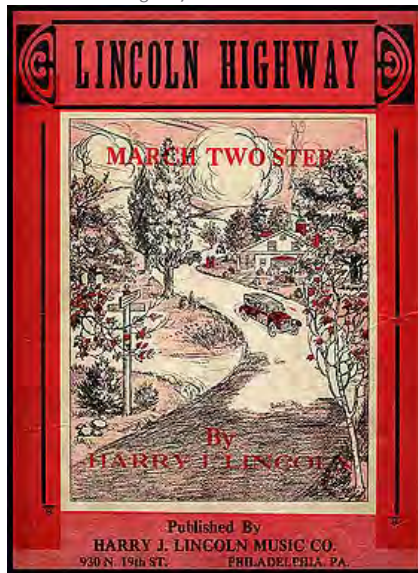
Alice Huyler Ramsey, the first woman to drive across the country in 1909

Courtesy of Van Buren, LLC, vanburensisters.com



The Van Buren sisters were the first women to make solo motorcycle trips on the Lincoln Highway across the country in 1916

The Lincoln Highway National Museum &amp; Archives



A *Lincoln Highway March Two Step* was published in 1921

was in 1916 when Bobby Hammond set the mark at six days, 10 hours, 59 minutes. Over the years, the record improved to four days, 14 hours. One of the most famous runs was by L.B. Miller in 1925 (four days, 8 hours, 45 minutes) and in 1926 when he made a round trip, stopping only one minute in New York City before heading back west.

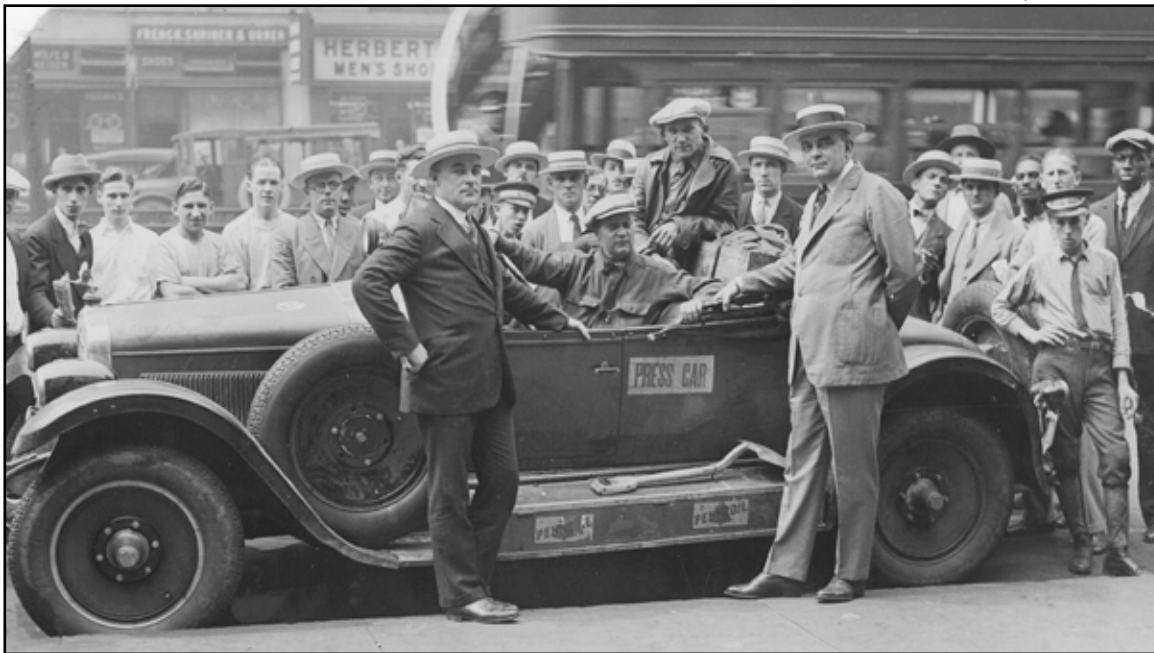
2.10 The road itself was engineered over the years to make it speedier. Highways grew ever faster and less intimate with the landscape that they

passed through. As every barrier to speed was reduced or eliminated, so was the traveler's interaction with the road, weather, people, and regions. The sense of place is reduced with every engineering improvement until today one can drive in air-conditioned comfort with cruise control across Iowa in just over 4 hours without smelling cornfields, hearing a cow, or talking to a single Iowa resident at a gas station, café, or hotel along the route. Iowa is now an abstraction viewed at 80 miles per hour and differs from Illinois only by its posted slogan, "Fields of Opportunities."

2.11 The Lincoln Highway was immortalized in popular culture. Starting in 1914, numerous marches and piano songs were written about the Lincoln Highway.

2.12 The 1937 movie *Babes in Arms* starring Judy Garland and Mickey Rooney paid homage to the Lincoln Highway. The finale song, "God's Country," includes the famous road in its lyrics—"Hi there, neighbor, Goin' my way, East or West on the Lincoln Highway? Hi there, Yankee, Give out with a great big thank-ee, You're in God's Country."

Courtesy of Cruise-IN.com



L. B. Miller set transcontinental speed records racing along the Lincoln Highway in 1925 and 1926



- 2.13 The *Lincoln Highway* radio show was a popular national program from 1940 to 1942. It used the Lincoln Highway as a backdrop, "...where lives cross on America's most famous highway." It featured Hollywood celebrities like Lucille Ball, Vincent Price, Rita Hayworth, and many screen stars of the era.
- 2.14 Many memorials along the Lincoln Highway have honored President Lincoln or recognized the sacrifice of soldiers and other patriots. In Iowa, these include:
- Statue of Lincoln at the Greene County Courthouse, Jefferson
  - Statue of President Jefferson, Jefferson
  - Gettysburg Battlefield boulder, Lisbon cemetery
  - Civil War Confederate Cannon, Nevada
  - Freedom Rocks along the byway, Marshall, Boone, and Greene counties
  - Merle Hay Memorial, one of the first American casualties of World War I, Glidden
  - J. E. Moss monuments with busts of Abraham Lincoln, erected by a local farmer and a Union Veteran, Greene County

- World War I Soldier Monument, Westside
- Old Lincoln Highway Veterans Monument, Crescent

2.15 Henry C. Ostermann died on the Lincoln Highway just east of Montour, Iowa. He was the vice president and field secretary of the LHA, as well as being a popular Lincoln Highway promoter known from coast to coast. He died when his car rolled over while passing on a hill. He was buried in his hometown of Liverpool, Ohio, which is also on the Lincoln Highway. There are several memorials dedicated to his memory in various states on the highway.



*Lincoln Monument in front of the courthouse in Jefferson, 1926*

*J. E. Moss and the markers that he constructed to honor Abraham Lincoln in 1926*



U-M Library: Lincoln Highway Digital Image Collection



1929 Abraham Lincoln Memorial Bridge that once crossed the Missouri River from Iowa to Blair, Nebraska



1935 Flannery School at the Soaring Eagle Nature Center in Clinton

## SUB-THEME 3

The Lincoln Highway reveals glimpses into our diverse culture and landscape across a 3,000-mile transect of the American continent, including a 350-mile stretch across Iowa.

### Messages:

- 3.1 Geography determines how people settle, how they make a living, and how they travel.
- 3.2 The Lincoln Highway followed well-established transportation routes in the east, went through low passes in the mountainous west, sought out the least dangerous desert crossings, and made as straight a path as possible from town to town in the vast prairies of the Midwest. The railroads had already selected the best corridors for travel so highway planners frequently followed their routes.
- 3.3 Iowa, in the heart of the continent, has always been a crossroads state. The nation's great transportation arteries, the Mississippi and Missouri Rivers, the transcontinental railroad, and the interstate highway system all crisscross the state.
- 3.4 Bridges were essential for major river crossings and influenced corridor selections for the Lincoln Highway.
- 3.5 People first traveled and settled along the waterways to explore the country and to power mills. The Mississippi River (Clinton) and the Missouri River (Council Bluffs) both bisect the highway.
- 3.6 Iowa invested in rural school education. The country one-room schoolhouses are a symbol of American education, and Iowa had over 12,600 of them. Many can still be seen on the Lincoln Highway in Iowa, including:
  - Flannery School at Clinton
  - Abbe School east of Mount Vernon
  - Taylor #4 in Marshall
  - Halley School in Nevada

- Hoggatt School in Ames
- Hickory Grove School near Ogden
- Washington Township #6 in State Center
- Maple River School in Carroll
- Dow City Park School
- Mary Brook School in Woodbine
- Harrison County Welcome Center Rural School
- Wisecup's Farm Museum Country School in Missouri Valley

3.7 John Deere's invention of the steel polished plow was a solution to plowing the gummy clay soils of the Iowa prairies.

3.8 The need for hard surfaced roads was never more apparent than in Iowa. The state was infamous with early travelers for its muddy roads that became impassable after a rainstorm. Sticky prairie soil bogged down wagons and early automobiles. Travelers called the mud "gumbo."

3.9 The muddy road conditions were documented in numerous accounts by early travelers:

- The official Lincoln Highway Guidebook of 1924 stated, "It is folly to try to drive on Iowa dirt

roads during or immediately after a rainstorm."

- Emily Post, who drove the Lincoln Highway in 1915, wrote: "Illinois mud is slippery and slyly eager to push unstable tourists into the ditch but in Iowa it lurks in unfathomable treachery, loath to let anything out again that once ventures into it. Our progress through it became hideously like that of a fly crawling through yellow flypaper."

- George Schuster, a 1908 racer in the New York to Paris Race that traveled the future Lincoln Highway route, said: "It rained all day, the mud is nearly hub deep. We slid from one side of the road to the other. We covered more miles sideways than ahead."
- Fredrick Van de Water, a 1927 auto driver as he drove west out of Clinton, said: "Before us lay a long cow-lane of caked mud, into which the tires of earlier cars had driven canyon-like ruts."

*U-M Library: Lincoln Highway Digital Image Collection*



*Truck stuck in the mud near Marshalltown, 1916*



*The sun sets behind a field of corn along the Lincoln Highway*

*Courtesy of Niland's Café*



*Reed's Standard Service Station in Colo, 1930*

- 3.10 The fertile prairie soil of Iowa was destined to become America's Corn Belt. The rapid growth of railroads in the 19th century opened a national market for Iowa food products. Land prices soared, and sustenance farming gave way to commercial agriculture.
- 3.11 Livery stables and general stores sold gasoline from cans in the early years. By the 1920s, the "filling station" dedicated to the automobile was a common sight. Wherever possible, they were built on street corners for easy access. From the beginning neighbors complained about the noise and light pollution.
- 3.12 The boom of gasoline powered engines in automobiles and tractors had a profound effect on the Iowa landscape and economy. Fewer horses meant more cropland was changed from oat production to corn and soybeans. In towns, livery stables became gas stations, parking places replaced hitching posts and water troughs, and blacksmith shops evolved into automotive garages.
- 3.13 Iowa is laid out according to the American Jeffersonian grid system. Farms were laid out using mile-long section lines, with most original farms of one-quarter section, or 160 acres. Since the early roads followed these section lines, the Lincoln Highway sometimes had a stair-step pattern as it curved around 90-degree property lines.
- 3.14 On April 12, 1904, Iowa first required the registration of motor vehicles for \$1. The certificate of registration was a 3.5 inch-diameter aluminum tag attached to the front and rear of the car. In 1904, there were 931 registered motor vehicles. By 1915, the state had more cars per capita than any other state (147,078 registered automobiles). In 1920, Iowa had only 25 miles of paved roadways outside of towns, but 430,000 registered vehicles. One by one, farmers and rural counties saw the benefit of better roads and voted to increase taxes to improve them.
- 3.15 By the 1930s, rural residents discovered how easy it was to drive to town to see a movie or go shopping. High school basketball and football games became major social events, while teenagers found new activities offered by the privacy of automobiles. Smaller towns lost economic viability. Cities provided

a wider range of shopping that surpassed the general store. Country workers discovered they could commute to jobs a long distance from home, making the younger generation less willing to plan on a life in agriculture.

3.16 The early Lincoln Highway helped travelers develop a more informed sense of place as they experienced

firsthand the montage of landscapes and communities that comprised the larger region and even the continent.

3.17 Today's Lincoln Highway in Iowa still engenders a sense of place for citizens of the state. The prairie landscape, cornfields, and forested river valleys have shaped the rural and urban communities along the byway. Several public areas and

interpretive centers are available to experience pre-settlement prairies and forests and provide insight into the evolution of the cultural landscape.

*The Lincoln Highway Heritage Byway engenders a sense of place in Iowa*





Campground in DeWitt, 1924

U-M Library: Lincoln Highway Digital Image Collection



Ames Tourist Court, 1926

## SUB-THEME 4

**The Good Roads Movement and the Lincoln Highway changed the commercial focus from horse, buggy, and railroads to development along the highway corridor and innovations in engineering and safety.**

### Messages:

- 4.1 The highway stimulated the development of regional commercial centers. Farmers could take goods to markets further away and enjoy the benefits of larger cities, such as shopping and entertainment.
- 4.2 In the early days, many town parks provided free camping for travelers. Roadside camps like Shady Oaks near Marshalltown, Iowa, added amenities as travelers' needs evolved. While many campgrounds have disappeared, like Little Ella's Campground at the end of the Fulton-Lyons Bridge in Clinton, many town parks that originally offered camping still exist.
- 4.3 Tourist accommodations evolved from simple camping areas to cabins to motor courts to motels. This evolution progressively removed travelers from intimacy with the landscape. Some hotels, like the Lincoln Hotel in Lowden, began by serving rail clients but transitioned to highway travelers as traffic increased. The Herring Hotel in Belle Plaine even added a gas station and large parking garage.
- 4.4 The Stone House and Well House in the Meskwaki Settlement near Tama was constructed as a Civilian Conservation Corps Indian Division project in 1941 on the historic Lincoln Highway. It was built to be a central gathering place for tribal functions as well as a contact point to sell goods and services to travelers during the difficult economic period of the Great Depression.
- 4.5 Food service establishments shifted from the railroads and town centers to the highways. They began to focus on luring passing automobile

travelers. Roadside cafés later found competition from drive-ins and fast food franchises. A&W introduced tray girls in 1924. Maid-Rite franchises were started in Muscatine, Iowa by Fred Angell in 1926. By 1930 there were four franchises. One opened in 1928 in Marshalltown on the Lincoln Highway and is still serving food as Taylor's Maid-Rite.

4.6 Restaurants like The Lincoln Café in Belle Plaine and the Lighthouse Inn east of Cedar Rapids specialized in serving highway traffic more than railroad travelers. Multipurpose centers, like the air-conditioned King Tower Café in Tama, Youngville Café in Benton County, Niland's Café in Colo, and Cronk's Café in Denison, offered gasoline, a restaurant, local souvenirs, and overnight cabins.

4.7 In the 1920s and '30s, roadside advertising became more pervasive. It started with logos and slogans painted on buildings and hand-done signboards on trees. Preston's Station in Belle Plaine is an iconic example of historic commercial road signs, which cover its exterior. Barn painting became increasingly popular in the 1930s. There are a few vintage barn paintings still visible

along the highway, such as one painted on a shed west of Jefferson that was used to repair farm equipment and cars that broke down on Danger Hill.

4.8 A tunnel of billboards led into many cities and resort areas, masking the views. Particularly memorable were the Burma Shave signs, which began in 1925. Billboards and advertising signs were banned from highway right-of-ways in 1924 for safety reasons.

Courtesy of Meskwaki GIS



Meskwaki Stone House, 1941

Courtesy of Russell Stephen Rein



U-M Library: Lincoln Highway Digital Image Collection



Billboard sign advertising Des Moines on the Lincoln Highway near Boone, 1922

4.9 Old postcards document commerce and travelers' experiences on the Lincoln Highway. They preserve the history of communities and changes that have occurred on the highway.

4.10 The military recognized the importance of good roads for national security. In 1919, 81 military vehicles carrying 258 officers and enlisted men drove the Lincoln Highway in 62 days from Washington, D.C. to San Francisco. The Army Transcontinental Military Convoy broke through no fewer

than 100 bridges, which they replaced. LHA staff traveled with the convoy and promoted the patriotic need for good roads. The military convoy stopped for the night in the following towns:

- **Clinton:** River Front Park was the campsite after a slow, careful crossing of the tenuous Fulton-Lyons Bridge.
- **Cedar Rapids:** Sgt. Harold Moliter, dispatch rider, was hit by a careless driver on 1st and 28th Streets. He was thrown from his bike and suffered leg injuries.
- **Marshalltown:** Riverview Park
- **Jefferson:** County fairgrounds where the crowds were large. Greene County voted two days later to fund Iowa highway paving for \$1 million by a two to one vote, the biggest proportion yet in the state.
- **Denison (2 nights):** A soldier in the Army convoy married an Iowa woman during this stop—Private Harry J. Paul married Miss Charlotte E. Rohr of Cedar Rapids.

4.11 Lieutenant Colonel Dwight D. Eisenhower was part of the 1919 U.S. Army convoy. He had married



Army Transcontinental Military Convoy, 1919

K.C. Downing Collection



Mamie Doud in 1916, who was originally from Boone, Iowa. As president in 1956, he signed into law the National Interstate and Defense Highways Act, probably influenced by his early convoy travel on the Lincoln Highway and his experience with the German Autobahn during WWII. The Eisenhowers would continue to visit family in Boone throughout their lives.

- 4.12 Over the years, Lincoln Highway routes were changed, curves were engineered, and roadways were widened, all in the interest of improving safety and speed. Evidence of engineering developments can be seen along the byway. Most of the old road still remains due to its abandonment by the creation of shortcuts, the parallel construction of U.S. Highway 30 to replace the earlier route, and eventually the development of Interstate 80.
- 4.13 Iowa retains a wealth of original concrete highway bridges, such as the five-span Eureka Bridge west of Jefferson, a Marsh rainbow bridge at Ogden, "L" stamped bridge ends near Grand Junction, and the famous Tama bridge with the Lincoln



*Heavy cut work and grading reduced the slope of Danger Hill west of Jefferson, 1918*

Highway name cast into the side rails. Mount Vernon has preserved a metal and wood 1910 pony truss bridge that spans the Chicago and North Western tracks.

- 4.14 Steep road grades, like Danger Hill west of Jefferson and Honey Creek Hill north of Crescent, created mechanical problems for early automobiles, which lacked fuel pumps. Early motorists were forced to back up the entire hill in order to maintain a flow of gasoline to their engines. Steep grades were reduced by the laborious work of graders and mule drawn wagons.



*Early photo of the 1915 Lincoln Highway bridge in Tama*

U-M Library: Lincoln Highway Digital Image Collection



*Dragging the road near Ames, 1915*

Courtesy of Ames Historical Society



*Squaw Creek bridge collapse in Ames, 1918*

- 4.15 “Good Roads Trains” were a promotional tour that ran across Iowa in 1904–1905. The Burlington and the Chicago and North Western railroads both ran “Good Road” trains over their state tracks to promote the use of the split log drag, or the King Drag, as a technique to grade dirt roads. D. Ward King of Missouri traveled on the trains to teach locals the proper use of his drag. The horse-drawn drag was made of two 10-foot half logs that smoothed the dirt and created a crown in the middle of the road so water would run off.
- 4.16 The speed limit for automobiles in 1904 was not to exceed 10 mph in towns, 15 mph in the outskirts, and 20 mph in the country. Brakes, horns, and lamps were mandatory in Iowa. In 1911, the speed was raised to 25 mph, with “care and prudence” as the guideline. Motorcycles weren’t regulated until 1909, when a \$2 registration was required. All motor vehicles were required to wait for horses to pass and “when necessary, to assist by leading the horses past the motor vehicles.” In 1911, the minimum age for Iowa drivers was set at 15.
- 4.17 Iowa’s first automobile fatality occurred in 1905 when attorney F. D. Harriman lost control of his car at 30 mph and hit a bridge.
- 4.18 The Iowa Legislature created the Iowa Highway Commission in 1904 by declaring that “Iowa State College at Ames, shall act as the highway commission.” Its purpose was mostly to provide an agency to disseminate information and to study road problems. The charge was assigned to the college’s division of Engineering and Agriculture. By 1911, the commission staff consisted of three full-time and two part-time employees.
- 4.19 Officially registered “tourist routes” were established by the Iowa General Assembly in 1913. Volunteer groups were permitted to sponsor specific roads and to register them in order to protect the route, the marker design, and the road slogan. These promotional organizations were quite successful, with over 100 tourist roads being registered before the practice was discontinued.
- 4.20 Although the Lincoln Highway Association officially disbanded in 1927, the national association

“reformed” as an organization at a meeting in Ogden, Iowa in 1992. Today, it follows the same basic state-by-state structure as it originally did. The Iowa Lincoln Highway Association is active in preservation, education, and promotional efforts relating to the Lincoln Highway and maintains 501(c)(3) nonprofit status.

4.21 The Iowa General Assembly transferred the maintenance of main roads over to the Highway Commission with the passage of the Primary Road Law of 1924, which removed all authority over maintenance from the county boards of supervisors. Funds necessary to carry out this maintenance were given to the Highway Commission.

4.22 The Iowa Highway Safety Patrol was created in 1934 by Secretary of State Ola Babcock Miller, who had no legislative authority to take such an action. She accomplished this by reassigning 15 motor vehicle inspectors that she was in charge of to become highway officers to control “road hogs, drunken drivers, excessive speeders, and unsafe

drivers.” In 1939, the Legislature transferred the patrol from the Secretary of State’s office to a new Public Safety Department.

*Accident at Camp Cozy, Grand Junction, 1949*

*Courtesy of neonman46*





Chicago & North Western Railroad locomotive

## SUB-THEME 5

Across Iowa, the early Lincoln Highway closely followed the route of the Transcontinental Railroad, which had already done the work of determining the easiest and most efficient transportation route across the varied landscape.

### Messages:

- 5.1 Steam powered locomotives required “water stops” to periodically renew water required for steam pressure in iron boilers. Streams, lakes, and rivers were important resources along the track right-of-ways.
- 5.2 Railroad companies built stations, which grew into communities and eventually incorporated towns.
- 5.3 The ruggedness of pre-automobile roads in Iowa is documented by the fact that the first motorized crossing of the state by George A. Wyman in 1903 included more miles traveled on rail tracks than on the dirt roadways because the roads were often impassable.
- 5.4 Community names along the Lincoln Highway can frequently be traced to railroad owners, administrators, their family members, hometowns, and even pets.
- 5.5 Roads that followed railroad routes benefited from the existing infrastructure built to serve railroad travelers and crews, such as hotels, restaurants, police stations, and wayfinding services.
- 5.6 Railroads often provided resources needed to transport materials to build the highway infrastructure, such as iron for bridges and gravel or concrete for road surfaces.
- 5.7 Towns materialized almost overnight when tracks were laid in a new location. Likewise, cities and villages could vanish just as quickly when a rail line bypassed them.

Avoiding two railroad crossings and a train, 2.5 miles east of Nevada, Iowa, 1924



U-M Library: Lincoln Highway Digital Image Collection

Some towns would move to the new rail route if it missed their location.

- 5.8 Railroads advertised inexpensive land for sale and promoted the sales primarily to people in the northeastern United States and in northern Europe. Immigrants often arrived in large numbers and settled together in communities that still maintain ethnic identities. The Czech neighborhood in Cedar Rapids is one example.
- 5.9 Crime was often high in many railroad communities because of the transient populations and the large number of young, single men working for and traveling on the rails. Some of the most rousing accounts of crime along the Lincoln Highway were in railroad towns.
- 5.10 The proximity of the highway to railroad tracks resulted in numerous accidents and fatalities when motorists were hit on “grade crossings” by fast-moving trains. In the mid-1920s, U.S. Secretary of Commerce Herbert Hoover developed a uniform national approach to highway safety, and automobile companies began

to use turn signals, brake lights, headlamps, and safety glass.

- 5.11 Railroad construction began in Iowa in the late 1840s following the Black Hawk War, which opened Native American lands to settlement. Euro-American settlement originally followed rivers, but soon shadowed the developing rail lines from east to west across the state.
- 5.12 Railroad companies had laid 655 miles of track in Iowa by 1860, 2,683 miles by 1870, and peaked at more than 10,500 miles at the time of the Lincoln Highway’s creation between 1911 and 1917. In 2018, Iowa had less than 4,000 miles of railroad tracks.
- 5.13 The Rock Island Railroad built the first railroad bridge spanning the Mississippi River at Rock Island, Illinois. It was completed in May 1856 and two weeks later was struck by a steamboat. Steamboat interests claimed in court that railroad bridges were a hindrance to navigation. Railroad attorney Abraham Lincoln debated the case that resulted in a hung jury, thus permitting railroads to continue bridging the river.



*Watching the Union Pacific trains at the Lincoln Highway Interpretive Site near Grand Junction*



*Restored Milwaukie Railroad Depot in Jefferson*

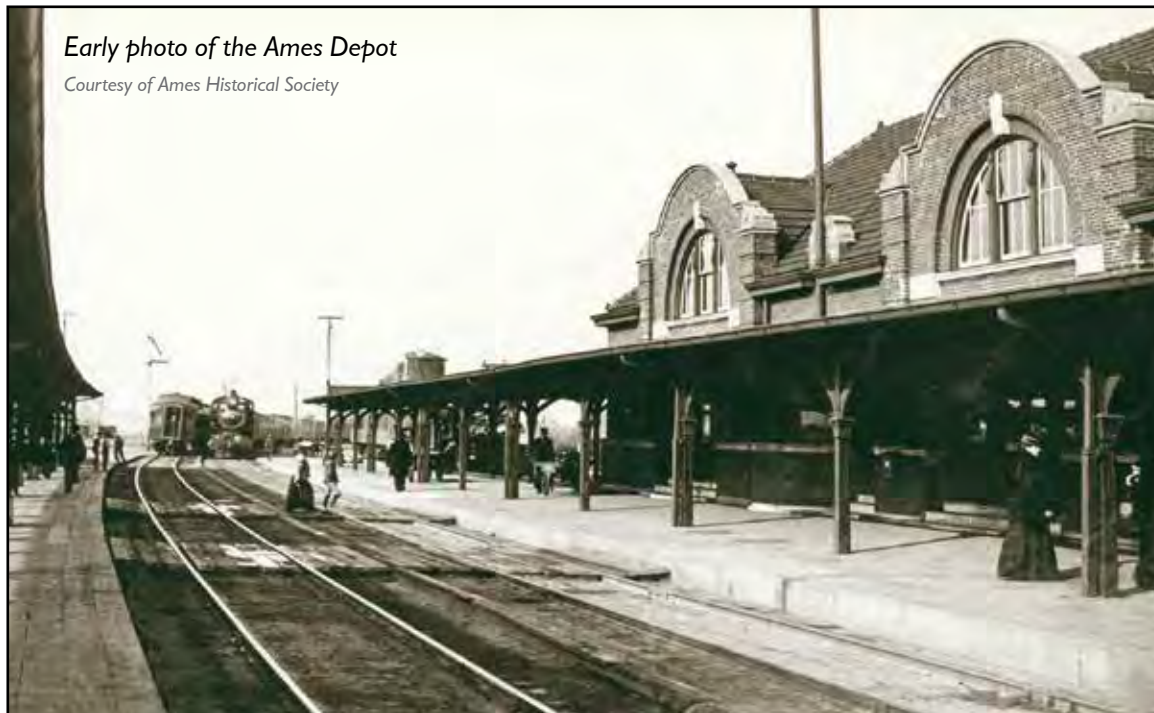


*Union Pacific Railroad Museum in Council Bluffs*

5.14 There are at least three major railroad museums on the Iowa Lincoln Highway where travelers can learn the history of railroad transportation in the state. The Boone & Scenic Valley Railroad & Museum also operates a working railroad where visitors can take a train tour, while the Union Pacific Railroad Museum and the RailsWest Railroad Museum in Council Bluffs offer unique perspectives of rail history specific to Iowa. The Lowden Depot Museum is open by

appointment, as is the former Beaver Depot, which is now located at Kate Shelley Park near Boone. Woodbine's Illinois Central Depot is preserved in Zell Millard Historic Preservation Park, along with a caboose.

5.15 Railroad depots can still be seen along the Lincoln Highway. Few still serve their original function, but many have been adapted for other public uses, such as the extensive restoration of the Carroll Chicago & North Western Passenger Depot and its new function as a chamber of commerce office. The Milwaukee Railroad Depot in Jefferson now serves the public as a meeting room and trailhead near the fairground and provides interpretation inside the building about the railroad and the Lincoln Highway. The 1900 Chicago & North Western Railroad Depot in Ames has been repurposed as a shopping center.



*Early photo of the Ames Depot*

*Courtesy of Ames Historical Society*

# REFERENCES

- ▶ Brewer, L.A. & Wick, B.L. (1911). *History of Linn County, Iowa*. The Pioneer Publishing Company, Chicago, IL.
- ▶ Buffalo, J.L. (2003). *Historical Preservation Office Notes From the Desk of Johnathan L. Buffalo: The Stone House*. Meskwaki Historic Preservation Department.
- ▶ Conrad, R. (1993). The Lincoln Highway in Greene County: Highway Politics, Local Initiative, and the Emerging Federal Highway System. *The Annals of Iowa*, 52, 351-384.
- ▶ Davis, P.D. (2002). *American Road: The Story of an Epic Transcontinental Journey at the Dawn of the Motor Age*. Henry Holt and Company, New York.
- ▶ Franzwa, G.M. (1995). *The Lincoln Highway Iowa Volume 1*. The Patrice Press. Tucson, AZ.
- ▶ Henry, L., Hippen, J. & Seifert, T. A *System of Lincoln Highway Interpretive Sites*. Iowa Lincoln Highway Association.
- ▶ *A History of the Origin of the Place Names Connected With the Chicago & North Western and Chicago, St. Paul, Minneapolis & Omaha Railways* (1908). Chicago, IL.
- ▶ Hokanson, D. (1988). *The Lincoln Highway: Main Street Across America*. University of Iowa Press, Iowa City, IA.
- ▶ *Illinois Lincoln Highway: Interpretive Master Plan* (2004). Written by Schmeackle Reserve Interpreters. Illinois Lincoln Highway Coalition, Belvidere, IL.
- ▶ Iowa Department of Transportation. (1999). *Discovering Historic Iowa Transportation Milestones*. Ames, IA.
- ▶ Iowa Lincoln Highway Association. *About Us*. Retrieved from [www.iowalincolnhighway.org/about/](http://www.iowalincolnhighway.org/about/)
- ▶ Lawrie, L.A. (1995). *Touring the historic Lincoln Highway in Iowa: A guide for planning a comprehensive tourism route based on heritage tourism initiatives*. Retrospective Theses and Dissertations. Paper 16767. Iowa State University.
- ▶ The Lincoln Highway Association (1916). *The Complete Official Road Guide of the Lincoln Highway*. Detroit, MI.
- ▶ *Lincoln Highway Heritage Byway Corridor Management Plan* (December 2016). Prairie Rivers of Iowa, Ames, IA.
- ▶ Rogers, L.D. & Kernek, C.L. (2004). *The Lincoln Highway Association's "Object Lesson:" The Seedling Mile in Linn County, Iowa*. Linn County, IA.
- ▶ Thompson, W. H. (1989). *Transportation in Iowa: A Historical Summary*. Iowa Department of Transportation, Ames, IA.
- ▶ Wallis, M. & Williamson, M.S. (2007). *The Lincoln Highway: Coast to Coast from Times Square to the Golden Gate*. W. W. Norton & Company, New York and London.
- ▶ Zimmer, E.S. (2014). Settlement Sovereignty: The Meskwaki Fights for Self-Governance, 1856-1937. *The Annals of Iowa*, 73(4), 311-347.





# CHAPTER 6

# INTERPRETIVE MEDIA



*Travelers experience the Lincoln Highway Interpretive Site in Lions Club Tree Park outside of Grand Junction*



*A visitor browses the displays at the Iowa Lincoln Highway Museum in Grand Junction*

## INTERPRETIVE MEDIA

The Lincoln Highway and the automobile transported people to faraway places that they had previously only imagined. Unlike a railroad journey, a trip by car allowed travelers to intimately experience the landscape that they passed through as the road rose and fell with the topography and meandered around steep hills and through wooded river valleys. In Iowa, travelers waited out rain that turned the dirt roads to gumbo and bounced over sun-baked rutted roads the rest the time.

The old highway was an adventure, with breathtaking views of the Mississippi and Missouri Rivers on each side of Iowa and lots of friendly, rural towns with cafés and campgrounds in between. The hazards and uncertainty were balanced by the joys of exploring new places. Travelers today continue the tradition of discovering the attractions, communities, and landscapes of the Lincoln Highway, albeit on much better roads.

Heritage interpretation is a communication process that guides visitors in their search for meanings in objects, places, and landscapes. Media are non-personal forms of interpretation that connect visitors to the resources and stories of the byway. These include signs, exhibits, publications, audiovisual tours, overlooks, artwork, and other forms.

When interpretive media are well planned, they can open windows of understanding and revelation in visitors who are seeking connections and meanings of their own as they explore the byway and its resources. It is a rewarding experience for visitors to discover for themselves new and exciting places and to feel like they have grown emotionally and intellectually in the process.



*A Lincoln Highway Association member interprets a Lincoln Highway marker at the Harrison County Historical Village and Welcome Center*

# EXISTING INTERPRETIVE OPPORTUNITIES

Numerous interpretive opportunities are already available along the Lincoln Highway Heritage Byway for travelers. The recommendations presented in this chapter should supplement and enhance these existing facilities and programs. See Chapter 4: Resources for detailed descriptions of each site.

## Lincoln Highway Interpretive Sites

A few sites and museums along the byway directly interpret the Lincoln Highway as the primary theme. These are core interpretive stops for byway travelers. Recommendations for enhancing these sites and developing new ones are included on pages 224–231.

- **Youngville Café, Watkins:** Café and museum (open for lunch seasonally on Tuesdays and Thursdays)
- **Lincoln Highway Bridge, Tama:** Outdoor site with park and interpretive panel (always open)
- **Reed-Niland Corner, Colo:** Café and museum open 6:30 a.m.–8 p.m. Tuesday–Saturday, and 6:30 a.m.–2 p.m. Sunday. Outdoor site with self-guided interpretive signs about gas station, café, and hotel (always open)
- **Lincoln Prairie Park, Ogden:** Outdoor site with gazebo and interpretive panel (always open)
- **Lincoln Highway Interpretive Site at Lions Club Tree Park, Grand Junction:** Outdoor site with numerous interpretive panels, sculptural pieces, overlook (always open)
- **Iowa Lincoln Highway Museum, Grand Junction:** Numerous exhibits and artifacts (open by appointment)
- **Harrison County Historical Village and Iowa Welcome Center, Missouri Valley:** Interpretive center with exhibits open 9 a.m.–5 p.m. Monday–Saturday, and 12 p.m.–5 p.m. Sunday. Outdoor interpretive site with overlook, playscape, and interpretive panels (always open).



*Reading interpretive panels at the Lincoln Highway Interpretive Site near Grand Junction*



*Lincoln Highway Bridge Park in Tama*



*Mount Vernon-Lisbon Visitor Center*



*Jefferson Welcome Center*



*Harrison County Welcome Center*

## Welcome Centers

A few staffed welcome centers with regular hours are located directly along the Lincoln Highway byway route, providing information to travelers. These are ideal sites for indoor byway exhibits (see pages 262–263).

- **Mount Vernon-Lisbon Visitor Center:** Open 9 a.m.–4 p.m. Monday–Friday
- **Jefferson Welcome Center in the Thomas Jefferson Gardens:** Open 8 a.m.–3 p.m. Monday, Tuesday, Thursday, and Friday, and 8 a.m.–5 p.m. Wednesday
- **Harrison County Historical Village and Iowa Welcome Center, Missouri Valley:** Open 9 a.m.–5 p.m. Monday–Saturday, and 12 p.m.–5 p.m. Sunday

## Historical/Cultural Museums

A large number of museums and historic sites interpret the rich history of communities and people along the Lincoln Highway. Several are open limited hours or by appointment, so may not be ideal for serendipitous byway travelers. Byway interpretive media can help link the broader cultural stories to the Lincoln Highway.

### Clinton County

- The Sawmill Museum, Clinton
- Clinton County Historical Museum, Clinton
- George M. Curtis Mansion, Clinton
- German Hausbarn Museum, DeWitt
- Central Community Historical Museum, DeWitt
- Grand Mound Community Historical Museum and District, Grand Mound

### Cedar County

- Lowden Historical Society, Lowden
- Herbert Hoover Presidential Library and Museum/Herbert Hoover National Historic Site, West Branch

### Linn County

- Lisbon History and Culture Center, Lisbon
- Abbe Creek School Museum, Mount Vernon
- Marion Heritage Center and Museum, Marion
- Granger House Museum, Marion
- Brucemore Mansion, Cedar Rapids
- Iowa Masonic Library and Museum, Cedar Rapids
- The History Center/Grant Wood Studio Museum, Cedar Rapids
- African American Museum of Iowa, Cedar Rapids

- National Czech and Slovak Museum and Library, Cedar Rapids

### **Benton County**

- Youngville Café, Watkins
- Belle Plaine Area Museum, Belle Plaine

### **Tama County**

- Tama County Historical Museum and Genealogical Library, Toledo
- Meskwaki Cultural Center and Museum, Meskwaki Settlement

### **Marshall County**

- Marshall County Historical Museum, Marshalltown
- Taylor #4 Country School, Marshalltown
- Watson's Grocery Store Museum, State Center

### **Story County**

- Briggs Terrace/Evergreen Lane Historic District, Nevada
- Nevada Community Historical Center, Nevada
- Dyer-Dowell Victorian House, Nevada
- Ames History Center, Ames
- Hoggatt School, Ames
- Farm House Museum (Iowa State University), Ames



*Exploring exhibits at the Brucemore Mansion visitor center, Cedar Rapids*

### **Boone County**

- Boone History Center, Boone
- Mamie Doud Eisenhower Birthplace, Boone
- James H. Andrew Railroad Museum, Boone
- Kate Shelley Museum, Boone
- Hickory Grove School/Battin Chapel, Boone

### **Greene County**

- Milwaukee Railroad Depot, Jefferson
- Greene County Historical Museum, Jefferson
- RVP-1875 Historical Furniture Shop, Jefferson



*Meskwaki Cultural Center and Museum*



The Steamboat Bertrand collection at the DeSoto National Wildlife Refuge Visitor Center



RailsWest Railroad Museum, Council Bluffs

- Z. T. Dunham Pioneer Stock Farm, Dunlap
- Zell Millard Historic Preservation Park, Woodbine
- Harrison County Historical Village and Iowa Welcome Center, Missouri Valley
- Watson Station, Missouri Valley
- Wiscup's Farm Museum, Missouri Valley
- DeSoto National Wildlife Refuge Visitor Center: *Bertrand* collection

#### Pottawattamie County

- Kaneshville Tabernacle, Council Bluffs
- Historic Squirrel Cage Jail, Council Bluffs
- Union Pacific Railroad Museum, Council Bluffs
- Historic General Dodge House and August Beresheim House, Council Bluffs
- RailsWest Railroad Museum, Council Bluffs
- Western Historic Trails Center, Council Bluffs

- Jefferson Telephone Company Museum, Jefferson

#### Carroll County

- Carroll County Historical Museum, Carroll
- Swan Lake State Park: Farmstead Museum, Carroll

#### Crawford County

- William A. McHenry House, Denison
- Donna Reed Museum, Denison
- Simeon E. Dow House, Dow City

#### Harrison County

- McLean Museum and Dougal House, Dunlap

## Nature Centers/Natural History Museums

A number of nature-related interpretive experiences are also located within the byway corridor. These resources provide insight into the geology, ecology, plants, and wildlife of the Iowa Lincoln Highway landscape.

### Clinton County

- Bickelhaupt Arboretum, Clinton
- Soaring Eagle Nature Center, Clinton
- Mississippi River Eco Tourism Center, Camanche

### Linn County

- Russell and Elizabeth Anderson Geology Museum (Cornell College), Mount Vernon
- Indian Creek Nature Center, Cedar Rapids

### Tama County

- Otter Creek Marsh Viewing Platform, Chelsea
- Otter Creek Lake County Park: Tama County Nature Center, Toledo

### Marshall County

- Grimes Farm and Conservation Center, Marshalltown

### Story County

- Reiman Gardens (Iowa State University), Ames
- McFarland Park: Story County Conservation Center, Ames

### Carroll County

- Swan Lake State Park: Conservation Education Center, Carroll

### Crawford County

- Yellow Smoke Park: Neal Moeller Environmental Education Center, Denison

### Harrison County

- Willow Lake Recreation Area: Nature Encounter Center
- DeSoto National Wildlife Refuge: Visitor Center

### Pottawattamie County

- Hitchcock Nature Center, Honey Creek



*Soaring Eagle Nature Center, Clinton*



*Hitchcock Nature Center, Honey Creek*



## Kiosks and Wayside Exhibits

### Conservation Innovation Grant Panels

Wayside exhibits were developed in 2015 through a Conservation Innovation Grant (CIG) with the intent of creating a cohesive, statewide set of panels along ten of Iowa's scenic byways. The designs for the panel and metal bases originate from standards developed by Schmeckle Reserve Interpreters for the Iowa Byways Interpretive Master Plans project.

Two CIG wayside exhibits were installed along the Lincoln Highway Heritage Byway:

1. **Prairies in Iowa**, Lincoln Prairie Park, Ogden: Interprets prairie plants and the functions of prairies.
2. **West Beaver Creek**, Lincoln Highway Interpretive Site, Grand Junction: Interprets the West Beaver Creek watershed and streamside prairie buffers.

### Byway Wayside Exhibits

Eight additional wayside exhibits designed in the same style as the CIG panels have recently been installed or will soon be installed at sites along the western half of the byway corridor. These include:



1. **Lincoln Highway Footprints, downtown Ogden:** Interprets the footprints preserved in original Lincoln Highway concrete.




## Lincoln Highway Footprints


In 1929, the Lincoln Highway in Ogden was being paved. According to community lore, someone stepped into wet concrete shortly after the paving crews had moved on. "Realizing the mix was still fluid, he hesitated, then proceeded across the paving as fast as he could, and probably ducked into a saloon before anyone caught onto what he had done."

The Lincoln Highway: Iowa by Georgy M. Franzwa 1995

### Over the Years




After they were discovered, the footprints were filled in with aggregate to create a smooth street for both cars and pedestrians. Over the years, as the street was repaved, care was taken to avoid covering them up. Many years later, traffic has worn the imprints and fill down.



Ogden's famous Lincoln Highway Footprints. The City of Ogden has decided to preserve the footprints by placing them in this park for everyone to continue to enjoy.


Downtown Ogden around the time the Lincoln Highway was originally paved.

### Has the Legend Been Debunked?




As plans were made to preserve the footprints, a long-time Ogden citizen stepped forward and said he was the one who left his shoe imprints in the concrete when he was a lad. Fearing the ire of his parents and community, he kept quiet. His silence over the years has allowed the legend of Ogden's Lincoln Highway footprints to live on.

Which story do you prefer? Either way, they are both fun folklores. Many Lincoln Highway travelers have set out on a quest to find the footprints. They have given the City of Ogden much fame and its citizens much amusement.



Ogden's famous Lincoln Highway Footprints.

Present day, downtown Ogden.




2. **Grand Junction Lincoln Highway Garden:** Interprets the garden and its connection to the Lincoln Highway.




## Grand Junction Lincoln Highway Garden

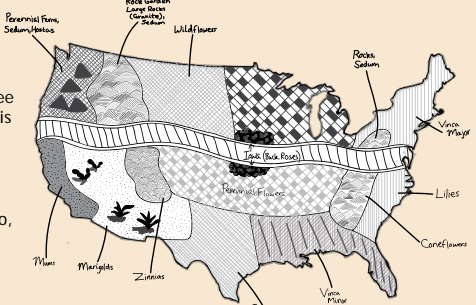
The garden is in the shape of the United States and was designed by Bob and Joyce Ausberger and Brad Tronchetti. The garden consists of many geographic features, including the Appalachian Mountains, Rocky Mountains, Continental Divide, Mt. Whitney (tallest mountain in the lower 48 states), Great Lakes, and St. Lawrence Seaway.




© Gary Hendrick, 2013



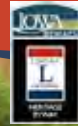
The Lincoln Highway is formed with Iowa fieldstones. Do you see the Lincoln Highway marker? It is located near the high point on the Lincoln Highway (west of Cheyenne, Wyoming). The Oklahoma tornado and the "4 corners" of Arizona, Colorado, New Mexico, and Utah are also included. Vegetation includes several varieties of perennial and annual flowers.



© Originally drawn by Brad Tronchetti. Digitally reworked by Gabe Deener.



## Railroad and Lincoln Highway



### Lincoln Highway History

In 1912, an association met (called to order by Carl Fisher- founder of the Indianapolis 500) in Indianapolis, Indiana, to discuss a Transcontinental Highway with a route from New York to San Francisco. By 1913, the route was announced. In Iowa it followed a previously organized road, the "Iowa Official Transcontinental Route," which followed the Chicago and Northwestern Railroad. Renamed as the Lincoln Highway, today it follows what is known as the Union Pacific Railroad.



### Preserving History

Go two miles west to the city of Grand Junction to visit the Greene County Lincoln Highway Association Museum and learn more about the Lincoln Highway and its relationship to trains.

### A Smooth Ride

Manufacturers of early automobiles, tires, and other auto parts and cement executives looked for ways to increase their product sales. People were looking for places to drive autos and preferred concrete to muddy Iowa roads. If they could encourage local city and county officials to improve wagon roads, towns could connect and economic growth would occur. Who doesn't like driving on a good road?



Supporting funds provided by Greene County Community Foundation and Greene County Lincoln Highway Association. Planning and design by Prairie Rivers of Iowa.

## Railroad and Lincoln Highway



### Railroad History

Prior to the Civil War, rail lines were built from New York to Chicago and on to the Mississippi River at Fulton, Illinois. After the war, the Chicago Northwestern Railroad continued the line across the river to Clinton and on to Council Bluffs. Congress pushed to complete the Transcontinental Railroad. In 1869, the Golden Spike was driven in at Promontory Point, Utah, to tie together the Union Pacific Railroad from Council Bluffs to the Central Pacific Railroad from Sacramento.



The first transcontinental highway and railroad side-by-side across the United States of America



### Relationship Reasoning

As you travel the Lincoln Highway, notice how close you are to the Union Pacific Railroad. Early autos with their low horsepower, just like steam engine trains with steel wheels and steel tracks, do not like steep grades or soft gooey, organic mud. Some early roads followed the railroad lines and/or the section lines. Road engineers also raised their roadbeds.

Supporting funds provided by Greene County Community Foundation and Greene County Lincoln Highway Association. Planning and design by Prairie Rivers of Iowa.

3. **Railroad and Lincoln Highway #1,** Lincoln Highway Interpretive Site, Grand Junction: Interprets the history of the Transcontinental Railroad.
4. **Railroad and Lincoln Highway #2,** Lincoln Highway Interpretive Site, Grand Junction: Interprets the history of the Lincoln Highway and its route that followed the railroad.



A Union Pacific train rumbles by the Lincoln Highway Interpretive Site near Grand Junction

5. **Deep Rock Station, Jefferson:** Interprets the history of the 1923 service station.



6. **Scranton Water Tower:** Interprets the history of Iowa's oldest functioning water tower.

## Deep Rock Station

A 1930s photograph of Dick Dillavou and Mike Beckner

### Building Features

This Deep Rock station is set on an angle on a 58 ft. x 66 ft. subdivided lot in a residential area. A bay was built behind it to change oil in cars and then used as a can redemption center after the 1990s. An addition on the west side, which housed a hoist and wringer washer for cleaning chamois used to dry and polish cars, has been removed.

Mary Garrity Wolterman, Pete's daughter, recalls that when a bell attached to the rubber hose that ran across the station's driveway rang, "an actual person came out, pumped the gas, washed the windshield and the headlights, looked under the hood, checked the tires and asked, 'What else can we do for you?'"

Deep Rock station tanks included gasoline, kerosene, and diesel.

### Station History

This Deep Rock Station was built in 1923, before the Lincoln Highway was paved in 1924 throughout Greene County. Over the many years, there were several owners, but it was best known as "Pete and Paul's" when Paul McNulty and Pete Garrity ran it for 25 years, from 1951-1976.

Supporting funds provided by Greene County Community Foundation and Greene County Lincoln Highway Association. Planning and design by Prairie Rivers of Iowa.

## Scranton Water Tower

View looking north into Scranton

### Water Towers on the Byway

Scranton, organized in 1880, was named for a Pennsylvania steel mill owner, who also furnished many railroad ties for the Chicago Northwestern Railroad. Scranton is home to the oldest working water tower in Iowa and the 9th oldest in the nation. As you travel on the Lincoln Highway, how many water towers do you see? What shape and color are they? What does your water tower look like?

The original water tower was built of wood. During the bitter winter of 1907 the wooden delivery or center pipe froze. A fire was lit in a thawing effort. The pipe caught fire and there was no water available to put it out. Two brave men, with buckets, climbed the tower and made an attempt to dip out water. They both fell into the tank. Howard Butler, 21, climbed the tower, lowered himself into the tank with a rope, and got everyone out—including himself. The structure burned and the new steel tower that you see now, replaced it.

The Byway sign directs travelers into Scranton.

### Water Tower Quick Fact

Water towers vary in height and size depending on the population that it serves. They are often on hills or at high elevations in order to utilize gravity to create a more intense water pressure. This ensures that the water gets to the end users.

Supporting funds provided by Greene County Community Foundation and Greene County Lincoln Highway Association. Planning and design by Prairie Rivers of Iowa.

# The Moss Markers



The farm at this corner was once owned by J.E. Moss, a Civil War veteran who lost his left foot in the Battle at Mission Ridge. When the Lincoln Highway was paved in 1924, Mr. Moss, out of his support for the Lincoln Highway and out of admiration for its namesake, erected two monuments.



The busts of Lincoln, atop each monument, were broken off by vandals in the 1960s. They have been replicated and once again sit as proud adornments.

## Moss Strikes a Deal

Moss thought that the fast 1924 cars should travel on rounded corners rather than the square corners the 1913 cars traveled. He offered to donate the extra land needed for the curve during the 1924 paving of the road if he could place these markers honoring Lincoln and himself. Greene County took him up on it and this became the first 50 mph curve in the county. The idea caught on and other counties soon followed.

## Unveiling the Past With the Present



© ERM Newsletter, 2001

On August 27, 2001, J.E. Moss' grandchildren, Jonathon Fletcher (86 years old) and Susan Thomas Feldner (77 years old) were part of the 23 descendants of Mr. Moss and about 15 other Lincoln Highway enthusiasts on hand for the unveiling of the restored Abraham Lincoln busts that were re-installed atop the Moss Markers. Fletcher and his sister spent the summer of 1924 at the home of his cousin, Susan, when the Lincoln Highway was being paved. Jonathon, nine years old at the time, "remembers it very well."

7. **The Moss Markers, Ralston:** Interprets the history of J.E. Moss and the Lincoln Highway monuments he erected.

8. **Westside, Eugene Kock Memorial Park:** Interprets the history of Westside and honors veterans.

These interpretive panels represent a solid foundation for implementing unified media along the Lincoln Highway. They were designed based on initial design templates that Schmeckle Reserve Interpreters provided to Prairie Rivers of Iowa. While some design elements have evolved slightly over the course of this project (font styles, light blue backgrounds, footer bars, etc.), the signs still fit into the overall design family of the Iowa Byways program and will serve their function for many years to come. As the panels deteriorate and need replacing 15 to 20 years from now, it is recommended that they be updated to the most current design standards (see pages 246–261).

# Westside



Westside Main Street as it appeared at the time of the 2018 dedication of the Eugene Kock Memorial Park.

## History of Westside

Iowa became part of the United States in 1805 as part of the Louisiana Purchase, and was admitted to the Union as the 29th state on December 28, 1846. The Railroad Telegraph road was built from Boone to Council Bluffs in 1866, and by 1867, the first railroad crossed the state, from the Mississippi River to Council Bluffs.

The railroad named many of Iowa's towns; however, Isaac Patterson is credited with naming West Side because of its location on the "west" side of Iowa's Mississippi/Missouri divide. West Side was established in 1869, and the name was officially changed to Westside on July 1, 1880. By the 1870s, the West Side area saw a large influx of Civil War veterans and railroad workers.

## Other Important Westside Dates

1879	First newspaper, the West Side Enterprise, printed	1873	West Side's first school
1893	Germania Verein Hall opened, demolished in 1987	1889	First graduating class, Westside High School
1902	Westside Independent Telephone organized	1899	Westside Fire Department formed
1906	Water tower and complete water system installed	1904	First Auto came through on the Transcontinental Highway
1918	C.O. Steinhilber lit up the town with his new Lights & Power Plant	1913	Transcontinental Highway became the Lincoln Highway
1926	Westside Horse Show began	1923	Original charter of the Westside State Savings Bank
1929	New brick schoolhouse built	1927	Westside Public Library opened
1955	Westside, Val Arcadia voted to consolidate school into Ar-We-No on Aug. 8th	1942	"Payne block" destroyed by fire on Jan. 1st
1969	Westside celebrated Centennial on June 19-21	1957	Hoffman Park developed, lot donated by Frank Hoffman
1974	United Church of Christ & United Presbyterian Church consolidated into United Church	1971	Westside Community Building built on Main Street
1983	New American Legion building built	1982	New Westside Public Library is completed on Main Street
2002	New fire station completed	1994	Westside celebrated Quasiqui-centennial on July 22-24
		2003	The Observer newspaper office opened in Westside



The Soldier's Monument was unveiled on Armistice Day, November 11, 1920 and still stands today in the Westside Cemetery.

## Honoring Westside Veterans

On October 10, 1919, American Legion Post 196 was chartered. In 1944, it was renamed the Alfred R. Rossman American Legion Post 196. The Westside American Legion Auxiliary was formed in 1921.

The Eugene Kock Memorial Park was dedicated in 2018 and honors all who have served and sacrificed in the military from the Westside area. It also is a historical record of past and present residents, businesses, and organizations who have made the Westside area their home.



## Linn County Lincoln Highway kiosks

Interpretive signs were developed by the Linn County Historic Preservation Commission at nine sites along the Lincoln Highway in Linn County. Kiosks and wayside exhibits were installed at the sites by Eagle Scouts and volunteers. The kiosks are conspicuous, constructed with two 6"x6" posts and topped by a half-gable roof colored red, white, and blue. Each kiosk panel features a different Lincoln Highway theme based on the location:

1. **A Highway to Honor Lincoln:** Lisbon History and Culture Center (vertical panel on wall near front door)
2. **A Highway of Main Streets:** Lincoln Highway Brick Pavement and Bridge, Mount Vernon (kiosk)
3. **Seedling Miles:** Abbe Creek School Museum, Mount Vernon (kiosk)
4. **Engineering the Highway:** Squaw Creek Park, Marion (kiosk)
5. **The Highway Through Marion:** Thomas Park, Marion (kiosk)
6. **Accommodating the Motorist:** Lincoln Heights, Cedar Rapids (kiosk)
7. **Promoting the Highway:** Haskell Park, Cedar Rapids (kiosk)

8. **The Enduring Lincoln Highway:** State Patrol Station, Cedar Rapids (kiosk)
9. **The Lincoln Highway Comes to Cedar Rapids and The Lincoln Highway and Automobile Row:** Central Fire Station, Cedar Rapids (two wayside exhibits)

*Linn County Lincoln Highway kiosk installed at the Brick Pavement and Bridge in Mount Vernon*



**Other Interpretive Panels**

Several other sites along the byway have panels that interpret the Lincoln Highway. Designs and materials vary based on the agency, organization, or

community that developed the signage. A goal of this interpretive plan is to unify the design of byway signage over time as existing signs deteriorate and need replacing.



Concrete and raised metal interpretive plaque located at one end of the Seedling Mile in Linn County



Raised metal plaque interpreting the Lincoln Highway bridge in Tama



Vertical wayside exhibit interpreting the byway in Belle Plaine's Beautiful Plains Prairie Park



Etched aluminum sign attached to a concrete post at Reed-Niland Corner in Colo



High-pressure laminate interpretive panel at the Lincoln Highway Interpretive Site near Grand Junction



Wayside exhibit at the Harrison County Historical Village and Iowa Welcome Center

## Byway Publications

Prairie Rivers of Iowa has developed two 4"-by-8.5" pamphlets that provide information about the resources of the Lincoln Highway Heritage Byway. The 50-page "Information Guide" divides the byway resources into six intrinsic qualities: archaeological, cultural,

historic, natural, recreational, and scenic. A 4-panel foldout map in the middle shows the general location of each resource, similar to the tear sheets that have been developed on other Iowa byways. The 56-page "Recreation and Camping Guide" provides information

about the outdoor recreation areas and trails in each of the 13 Iowa counties that the Lincoln Highway travels through. A small map of each county shows the location of these attractions.

Iowa Lincoln Highway Heritage Byway  
Information Guide

YOUNGVILLE

An adventure over 100 Years in the making!

**Archaeological Intrinsic Quality**

The Office of the State Archaeologist has record of approximately 27,000 sites. Most people are unaware of the vast majority. Some are completely gone or badly disturbed by plowing, by erosion, or by roads & other developments. Large rivers were the highways of prehistoric people. Archaeological sites are documented, but exact locations are not shared with the public in order to aid preservation.

**Clinton County**  
Oneonta culture (1259-1700 AD) remains are possibly still in Clinton County  
Possible Native American burial ground near Clinton County Admin building, skeletons found in the 1960's & 2010's

**Cedar County**  
Large cache of Clovis points from Paleo-Indian time (12,000-10,000 years ago), Rummells-Masko site

**Linn County**  
Early Woodland Period (500 BC to 99 BC) pottery, Spring Hollow  
Group of mounds from Woodland Period, inside the entrance of Palisades-Kepler State Park  
Fragments of pottery & triangular points, Late Prehistoric Period (Oneonta), near Pleasant Creek reservoir  
Single sherd (fragment) of pottery, near Wickup Hill Outdoor Learning Center

**Story County**  
Bowls, weapons, toys & utensils found along the river bank north of Ames; Indian tribes hunted, fished, & planted crops

**Boone County**  
Woodland Period (500 BC to 1000 AD) burial mound excavated in 1908, near Kate Shelley Memorial High Bridge  
Mammoth tusk (12,000-8,000 years ago), arrowheads & stone tools from Archaic Period (10,000-5,000 years ago), Boone Historical Center  
Lodges State Park, archaeological evidence from 4,000 years ago & Native American mounds

**Greene County**  
Indian mounds & artifacts found along the Raccoon River

**Carroll County**  
A north & south Indian warpath divided Meskwaki Pottawattamie from the Sioux; Indian artifacts, Carroll County Museum

**Crawford County**  
Evidence at the M.A.D. site proved tobacco cultivated, Late Woodland Period (500-1700 AD)  
Evidence of campfires & bones from meat eaten found near the Boyer River

**Harrison County**  
Excavation of bison hunted & killed in large numbers during Archaic Period (10,000-5,000 years ago)  
Indian mounds at several locations; hatchets, stone hammer, pottery, copper tools, & cups found along old Indian trail

**Pottawattamie County**  
Lewis Central School site, Council Bluffs, evidence of communal graves, Archaic Period (10,000-5,000 years ago)  
Glenwood, subsistence of Late Woodland Period (900-1300 AD), lived along the Loess Hills with earthen lodges, partial subterranean pits, & cache pits to store food

**PRAIRIE RIVERS**  
A nonprofit organization dedicated to creating a better environment for the citizens of Iowa.  
VISIT our website for more information: [www.prcrri.org](http://www.prcrri.org)

**FUN FACT:**  
There are 1,144 Byway signs marking the route of the Lincoln Highway Heritage Byway. 956 marking the main route and 188 marking loops. There are another 366 "auxiliary" signs, like directional arrows, along with these byway signs.

Iowa Lincoln Highway Heritage Byway™  
Recreation and Camping Guide

More than 100 years of fun and adventure!

## Audiovisual Tours

### Belle Plaine Audio Tour

A cell phone audio tour coordinated by the Iowa Valley Scenic Byway interprets 20 resources in the Belle Plaine area. Travelers dial a phone number and enter a specific tour stop number to hear the message. Several of these resources tie directly to the Lincoln Highway:

- **Stop 54: Sankot Garage:** Describes the history of the 1914 Sankot Garage
- **Stop 62: Lincoln Highway Mural:** Describes the history of the Lincoln Highway
- **Stop 63: Legacy Mural and the Belle Plaine Area Museum:** Describes a mural that depicts 150 years of Belle Plaine history
- **Stop 69: Preston's Station, Lincoln Highway:** History of the gas station, motel, garage, and home

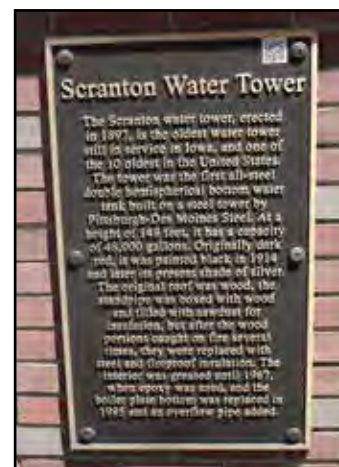


### Mount Vernon Audio Tour

Mount Vernon also has a 14-stop phone audio tour that interprets several buildings in the historic districts and significant individuals in the town's history. The messages are narrated by long-time residents of the Mount Vernon area who have a connection to the specific topics.

### Jefferson Historical Plaque Walk

Jefferson has installed 13 metal plaques on brick pillars around the historic district that tell the story of significant people and locations. Each plaque



includes a QR (Quick Response) code. When scanned with a smartphone or tablet, a web page appears with historic photos and interesting facts. A Lincoln Highway plaque and QR code describe the significance of the country's first transcontinental highway.

### Harrison County Welcome Center Lincoln Highway Interpretation

As part of its outdoor Lincoln Highway interpretation, the Harrison County Welcome Center installed five vertical metal panels that feature an intriguing historic photo and a QR code. When scanned, the user sees a short 1-minute video that provides interpretation through fun sound effects, historic photos, and scrolling words. Topics include: development of roads, cabin courts, gas stations, Burma Shave signs, and Lincoln Highway markers.





# WAYFINDING

While this document is not intended to serve as a comprehensive wayfinding plan, it is essential that travelers are able to negotiate a byway route and find the significant attractions. Without effective wayfinding, visitors can't access interpretive messages and may become frustrated with their experience.

Despite its 460-mile length and numerous loops, the Iowa Lincoln Highway Heritage Byway is overall easy to follow. The attractive, uniform byway guide signs are recognizable and well-placed along the route. When our planning team did get confused on a few occasions, especially in crowded urban areas and on rural loops, it was usually due to a missing guide sign that had already been identified by the byway coordinator.

While the route is well marked, finding the significant byway attractions and resources is challenging to first-time and serendipitous travelers. The following recommendations can help improve the wayfinding experience both on and off the byway.

## Recommendations

- **Painted Poles:** The Lincoln Highway is unique among other Iowa scenic byways in that the route was originally marked with red, white, and blue stripes being painted on utility poles. These are ideal opportunities to reassure travelers they are on the correct route. It also enhances the corridor's streetscape and is a visual connection to the era of significance. Some communities, such as Grand Mound and Crescent, have already invested in pole painting.
- **Name the Byway Loops:** The Lincoln Highway Heritage Byway includes a dozen loops that follow different alignments of the highway over time. The loops are especially confusing to first-time and casual byway travelers. Naming the loops will provide context and allow them to be better identified on maps. Some examples include: "Stair-Step Loop" in Harrison County, "Gregory Corners Loop" in Carroll County, or "Mount Vernon Road Loop" in Linn County. Adding the dates that the alignments served as the Lincoln Highway may



*Painted Lincoln Highway pole in Grand Mound*



*Naming the specific Byway Loops and adding dates helps to place the alternative routes into a context*

also be beneficial and serve as an interpretive message.

- **Official Byway Attraction Signs:** Work with the Iowa Department of Transportation to develop a system of “byway attraction signs” that guide travelers to primary byway resources, such as historic sites, experience hubs, wayside exhibits, information centers, and scenic overlooks. The signs can be developed with a slightly modified version of the established DOT “Destination/Guide Signs” standards. In Tama, for example, an existing guide sign with the words “Lincoln Highway Historical Site” effectively directs travelers to the 1915 Lincoln Highway bridge. The addition of the Iowa Byways logo would mark it as an official state byway sign and provide visual unity with byway route identification signs.



Destination sign for Tama’s Lincoln Highway bridge



Official Byway Attraction Signs would direct travelers to core resources of the Lincoln Highway

- **Off-Byway Direction Signs:** Work with municipalities and government entities to develop off-byway directional signs to primary interpretive locations. For example, the History Center and Automobile Row Historic District in Cedar Rapids are primary Lincoln Highway resources, but the actual byway travels one block to the north. The Marsh Rainbow Arch Bridge north of Beaver is also off the byway on a gravel road. Community attraction signs can guide byway travelers to these important resources.
- **Experience Hubs:** Place easily recognizable experience hubs in prominent locations along the corridor to serve as focal points that draw the attention of travelers and provide orientation to local interpretive resources and media (see pages 232–245).
- **Online Media:** Include directional information and interactive maps in all online media such as websites, mobile tour websites, and apps (see pages 268–279).
- **Travel Guide:** Develop an interpretive travel guide that includes detailed maps and directional information regarding byway attractions (see pages 284–287).

# STREETSCAPING

The Lincoln Highway is an iconic road that links to the early days of automobile travel. A “streetscape” represents all of the elements that make up the overall appearance of the byway corridor. Those portions of the road that visually tie to the themes of the old road make indelible impressions, leading to positive visitor experiences and memories. Historic buildings, Lincoln Highway markers, brick pavement, old bridges, and views of rolling fields all contribute to an authentic experience.

Each byway community should consider ways that they can enhance their Lincoln Highway streetscape to help visitors experience the atmosphere of the authentic roadway and the significance it held for so many communities.

## Existing Streetscape Elements

Many communities have already taken steps to enhance their streetscape and connect to the Lincoln Highway story:

- **Clinton (Clinton County)** included a Lincoln Highway theme in its major Liberty Square street renovation of

Highway 30. Numerous streetscape elements connect to the old road, including antique-style street lamps, concrete benches, brick sections of sidewalks, and cement pillars that display a red, white, and blue plaque with a large “L” in the word “Clinton.”

- **Clarence (Cedar County)** has a long mural that depicts important historical events, including the



*A Lincoln Highway symbol on step railings in Clarence*

*Clinton’s Liberty Square streetscaping*





Entrance sign to Nevada

Lincoln Highway mural in Belle Plaine



Lincoln Highway. A Memorial Park along the road features a Lincoln Highway marker in a protected case.

- **Belle Plaine (Benton County)** has embraced murals that thematically “tell” visual stories that are important to the community’s history. One features the Lincoln Highway, while others depict the Jumbo Well and the railroad. Belle Plaine has also placed a mural on a grain bin at the intersection with Highway 30 north of town to introduce the community

and its historic main street to travelers on the well-traveled route. Preston’s Station, the Lincoln Café, and the Herring Hotel are among other icons of the era that still stand along the original highway route.

- **Colo (Story County)** has restored the Reed-Niland Corner complete with the 1923 gas station, restaurant, and motel at the junction of the Jefferson and Lincoln Highways. The restaurant and motel are once again in business. The neon sign is glowing and the corner is alive with activity.
- **Nevada (Story County)** included a picture of Abraham Lincoln and a Lincoln Highway marker on its main entrance signs into town.
- **Carroll (Carroll County)** used a Lincoln Highway theme in a downtown streetscape revitalization. Four artistic brick pillars display large Lincoln Highway Heritage Byway directional signs.
- **Woodbine (Harrison County)** has preserved 11 blocks of original brick-paved Lincoln Highway through the town. Red, white, and blue banners hanging from old fashioned street lamps along with large shade trees reinforce the feel of driving the old highway. Historic neighborhoods

and business districts have been saved and beautifully restored. Zell Millard Historic Preservation Park is integrated into the town, making it a natural part of a visitor's experience on the old highway route. Artwork celebrates Woodbine's farming legacy.

- **Crescent (Pottawattamie County)** has repainted the historic red, white, and blue Lincoln Highway logo on utility poles along the route.
- Several towns have restored historic gas stations that serve as focal points on the route through town. This includes **State Center (Marshall County)**, **Grand Junction (Greene County)**, **Jefferson (Greene County)**, and **Vail (Crawford County)**.
- Numerous towns prominently display the 1928 Lincoln Highway memorial markers placed on the road by Boy Scouts in a last dramatic bow to the named highway as it was decommissioned and renumbered as a federal highway.

## Streetscape Recommendations

Due to the loss of historic buildings and the cost involved, it can be financially difficult for most communities to re-create authentic streetscapes. However, long-term plans can focus on varying levels of thematic streetscaping. The following are some ways that the Lincoln Highway streetscape can be enhanced in most communities to celebrate their historic connection to the famous road.

## Corridor Planning

As communities engage in corridor and gateway planning, Lincoln Highway design elements should be considered. The **City of Ames Lincoln Corridor Plan**, for example, could be an opportunity to share the rich highway history with residents and visitors who drive the corridor today. A modern streetscape could incorporate symbols and a Lincoln Highway color palette that unify the corridor.

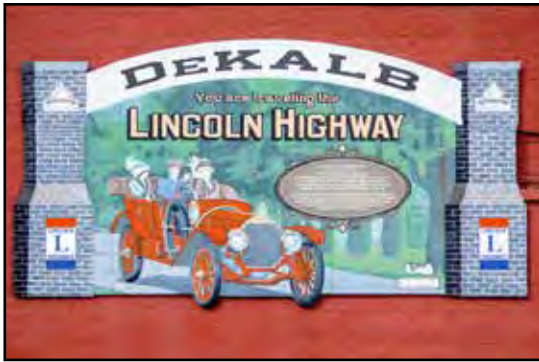


*Sculptural element in downtown Woodbine*



*A draft of the City of Ames Lincoln Corridor Plan was shared in March 2017*

Courtesy of Illinois Lincoln Highway Coalition



Lincoln Highway mural in DeKalb, Illinois

## Interpretive Murals

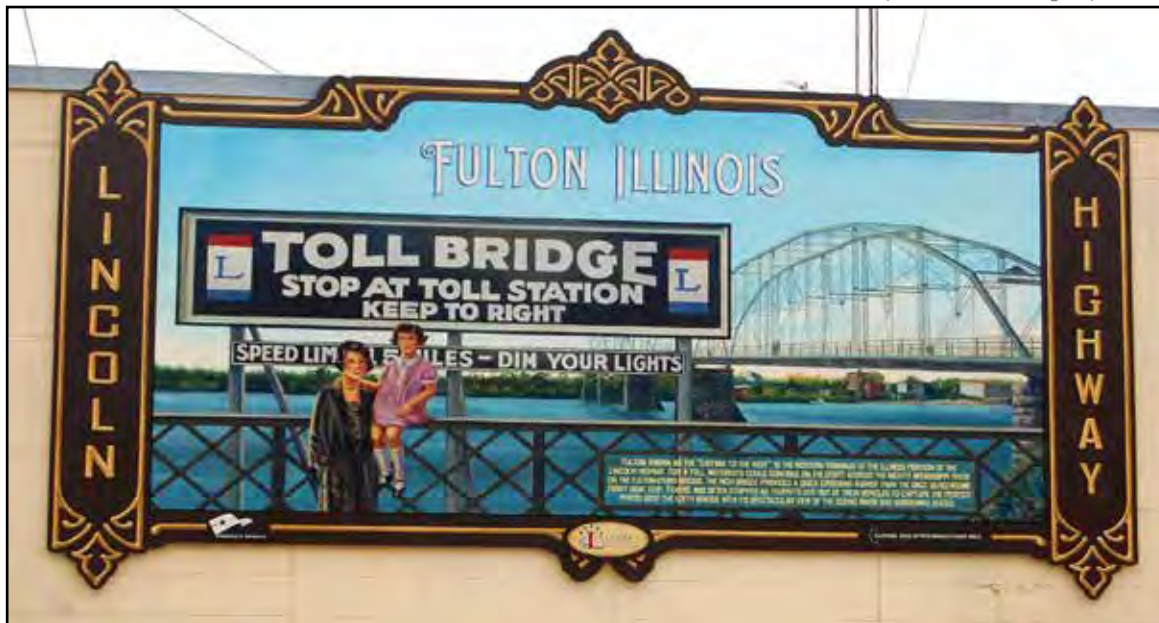
Several communities on the Iowa Lincoln Highway contain historic downtown buildings with blank, windowless walls where an adjoining structure has been razed. Many of them are great locations for historic murals with local Lincoln Highway themes and stories. These “through the windshield” interpretive art pieces can make stories from the past come alive or introduce the personality of the community to passing motorists. Belle Plaine, for example, already has a mural that celebrates the Lincoln Highway.

The Illinois Lincoln Highway Coalition has been extremely active in promoting an award-winning program to create Lincoln Highway related murals in byway communities. The murals tell interpretive stories specific to each community. For example, in Fulton, Illinois, a mural depicts the Fulton-Lyons Bridge crossing into Iowa, relating the experience of the “high bridge” adventure and describing how some motorists would actually stop in the middle to take a photograph.

Iowa should continue this successful mode of interpretation and promote Lincoln Highway related murals in byway communities.

Lincoln Highway mural of the Fulton-Lyons Bridge in Fulton, Illinois

Courtesy of Illinois Lincoln Highway Coalition



### Possible Mural Subjects and Locations

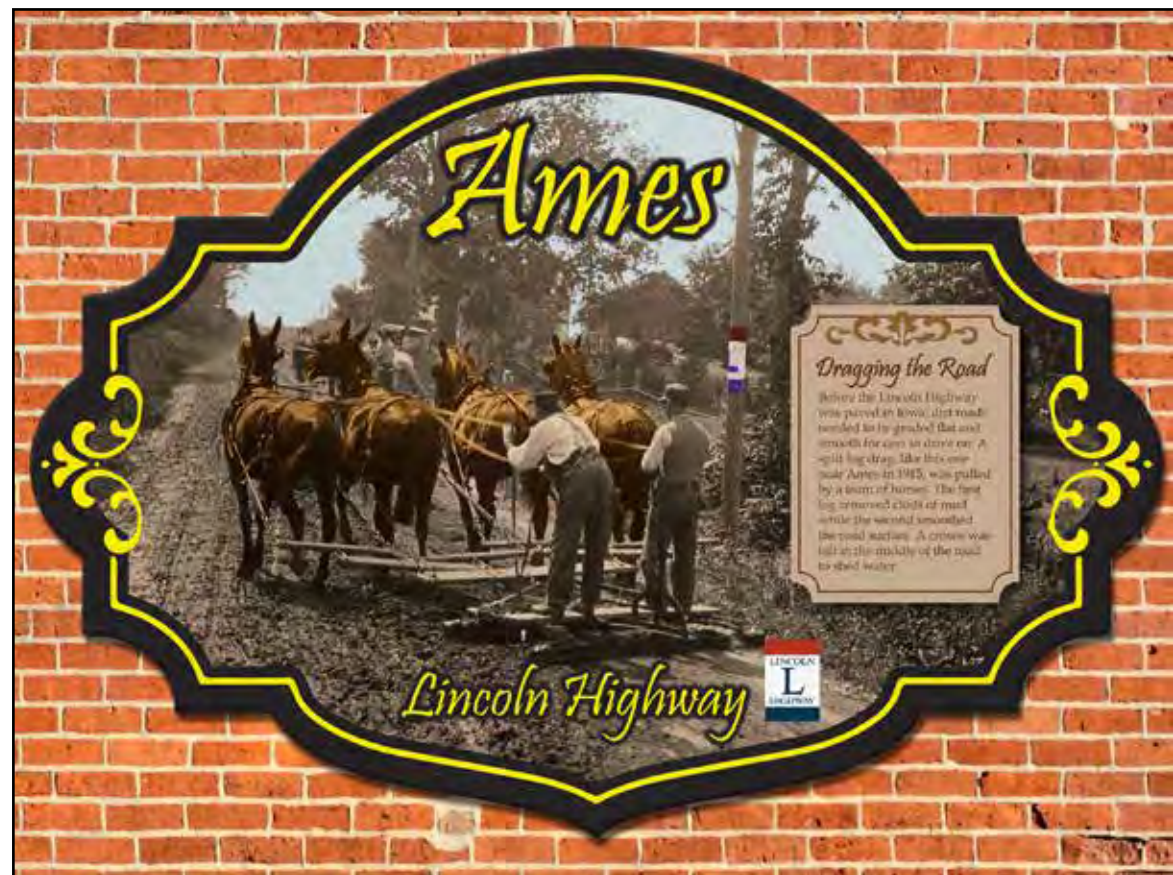
- A picture of old cars crossing the Fulton-Lyons Bridge could be added to the wall of a new Sawmill Museum expansion proposed in Clinton. The wall mural would face the river, visible to both cars and boats.
- George A. Wyman, the first person to cross the country using a motor bicycle, recorded a number of events in Iowa locations that could be immortalized in murals.

- A historic photo of a car stuck in “gumbo mud” near Nevada and Colo could be turned into a large mural to show the enormous need for better roads in Iowa 100 years ago.
- The Lincoln Highway being graded with horses and a classic half-log drag can be painted based on a historic photograph taken in the Ames area (see concept design below).
- Henry Joy “stuck in the mud” at LaMoille is a famous Lincoln Highway photo that could be developed into a great mural.
- Engineer James Marsh posing with a Rainbow Arch Bridge on a building wall in Ogden could inspire travelers to visit the historic bridge north of Beaver, a few miles away.
- The Van Buren sisters on their motorcycles could be featured in any number of Iowa towns that they rode through.
- The 1919 U.S. Army Convoy could be the subject of several murals. In Denison, the painting could feature an Army private and bride being married, surrounded by troops from the convoy. In Jefferson, a young Dwight D. Eisenhower could be represented.

- The famous Lincoln Highway Association Packard with two small American flags can be shown driving through a historic streetscape in a local downtown setting of any town on the route.

The Walldogs is an organization of artists that specialize in creating large-scale murals. A community can host a “Walldog Festival,” where artists converge and paint murals reflecting the town’s history. This could be an excellent opportunity for towns to enhance their streetscape for byway travelers.

### Interpretive Mural: Concept Design (Ames)





*Weathering steel silhouettes on Historic Illinois Route 66 celebrate child star Shirley Temple stopping for lunch in Elkhart and a motorcycle cop watching for speeders in Pontiac (Schmeeckle Reserve Interpreters designs)*



## Metal Silhouette Statues

People interact differently with statues than they do with flat works of art. Statues have a three-dimensional form that occupies space and invites tactile exploration. Viewing a sculpture is a dynamic discovery since the work changes as the viewer moves around it.

Thematic sculptures that travelers can interact with present great opportunities to focus attention on important events or stories on the Lincoln Highway. Life-size weathering steel cut-outs of people, animals, and artifacts are a relatively inexpensive way to personalize a site.

### Possible Statue Figures

- Historic gas stations can “come alive” with the addition of an attendant next to a gas pump waiting to serve the next motorist. Possible locations: Preston’s Station (Belle Plaine), Reed’s Gas Station (Colo), Milo’s Mobil Station (Grand Junction), Deep Rock Station (Jefferson), or Vail Standard Station.
- A one-room country schoolhouse is energized by the addition of children’s figures playing on the school grounds. Possible sites: Abbe Creek School (Mount Vernon),

Taylor #4 School (Marshalltown), Washington Township #6 School (State Center), Hickory Grove School (Ogden), Dow City School, or Merry Brook Rural School (Woodbine).

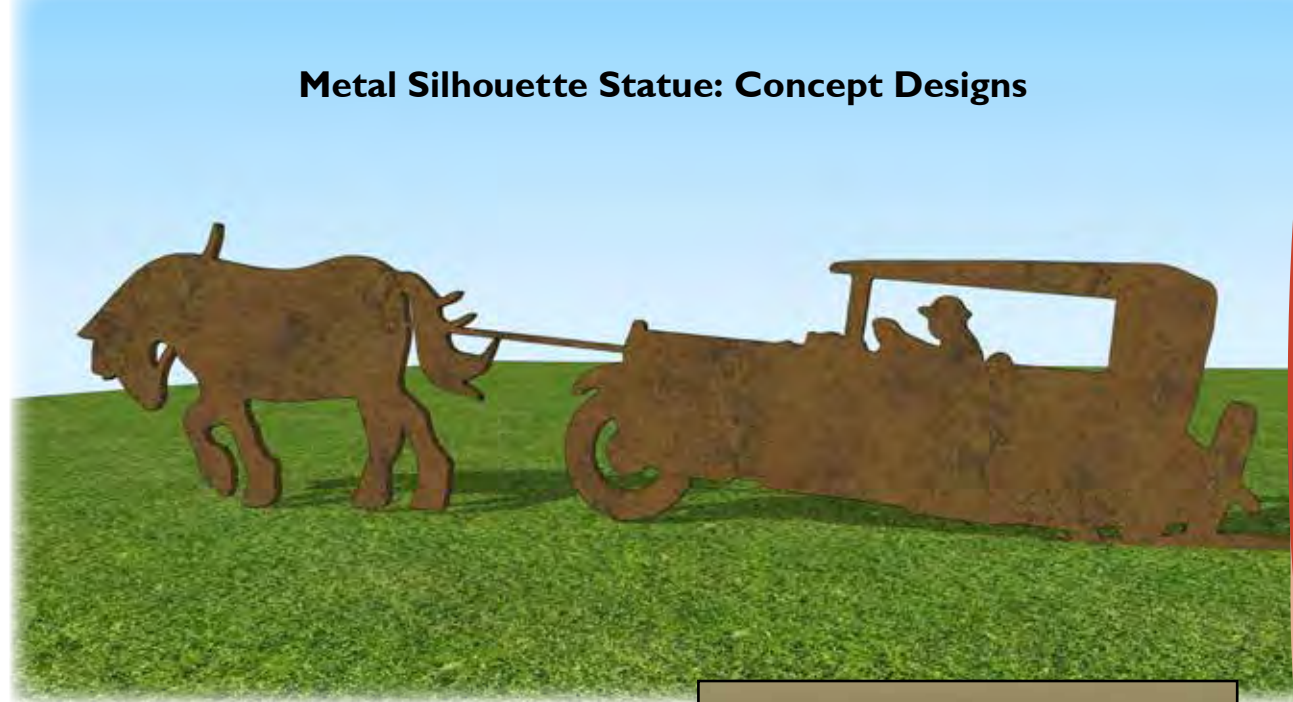
- Historic eateries can be personalized with a silhouette of a waiter or waitress carrying food on a tray, a chef preparing food, and/or diners enjoying meals. Possible locations: Youngville Café (Watkins), Lincoln Café (Belle Plaine), King Tower Café (Tama), Niland’s Café (Colo), or Cronk’s Café (Denison).
- Historic lodging can feature families with suitcases getting ready for an overnight stay. Possible sites: Herring Hotel (Belle Plaine), Colo Motel (Colo), Hotel Sheldon Munn (Ames), or Park Motel (Denison).
- Picnicking families and campers gathered at a campfire pay homage to the days when towns invited travelers to enjoy free camping at municipal parks. Possible locations: Lincoln Park (DeWitt), Memorial Park (Mount Vernon), Thomas Park (Marion), Lincoln Highway Bridge Park (Tama), Shady Oaks Campground (Marshalltown), Kauffman Park (State Center), Lions Club Tree Park (Grand Junction), Dow City Park, or Logan City Park.



## Metal Silhouette Statue: Concept Designs

- A silhouette of a motorcycle cop represents the daunting challenge of highway patrols enforcing laws along the highway. Possible location: Iowa State Patrol headquarters in Cedar Rapids.
- The silhouette of a huge workhorse straining to pull a Model T from Iowa "gumbo" makes the challenges of early automobile travel seem real.
- A silhouette of a rearing horse and an early automobile or motorcycle represents the transition from horse-drawn to motorized vehicles.
- Life-size cutouts of the Van Buren sisters on their motorcycles call attention to the first women cyclists to travel the Lincoln Highway coast to coast in 1916.

Wayside exhibits should accompany the statues to provide context and a greater connection to the history.



*Horse pulling Model T out of the mud*



*Van Buren sisters*



*Station Attendant, Deep Rock Gas Station, Jefferson*



*Painted Lincoln Highway pole in Grand Junction*

## Painted Poles

Before formal road signs were used on the highway, power and telephone poles were painted with red, white, and blue bands with a blue capital “L” in the white band. These colorful markings led early Lincoln Highway motorists across the network of dirt roads and unsigned intersections.

Today, painted poles add a celebratory feel to any community’s main street and links its history to the famous highway.

The painted poles that line the Lincoln Highway through Crescent, for example, help bring the feel of the old road back to life and advertise the historic route to the uninitiated.

## Lincoln Highway Gardens and Parks

Boulevards and park gardens along the route can be themed to the historic highway by planting flowers that bloom red, white, and blue. These flower gardens were once promoted by the Daughters of the American Revolution to be planted in public places all along the Lincoln Highway. Many of these gardens were planted as flag designs. Likewise, parks can have a Lincoln Highway theme with statues of Lincoln, 1928 Memorial Markers, and other artifacts of the highway era. The Lincoln Highway Bridge Park in Tama, for example, has a red, white, and blue flower garden located just across the road from the famous bridge. An American flag stands in the garden. This reflects the patriotic fervor that created the Lincoln Highway.



*Flower garden planted in red, white, and “blue” at Lincoln Highway Bridge Park in Tama*

## Restoration of Roadside Businesses and Signs

Many byway towns still have a vintage **gas station** in one form or another. These small buildings are often economical to restore and their obvious locations, often on corners, make them focal points that are easy for travelers to see. They can be a great place to interpret the community's connection to the Lincoln Highway. Some have been restored and are used as information and welcome centers for the town. Many people can relate to these old stations because while being familiar, they have some curious and intriguing differences compared with today's stations.

Authentic **neon signs** are a link to the past. They are bright reminders of what was important to be advertised in earlier times. Cafés, hotels, and automobile dealerships were some of the common businesses advertised in neon. The Colo Motel sign, for example, was restored along the Lincoln Highway. Others, like the classic King Tower Café sign in Tama, are in need of restoration, which would help enhance the streetscape.

Adding **Burma Shave signs** along some stretches of the route would also enhance the streetscape, connecting the road to



*Burma Shave signs installed along Historic Route 66 in Godley, Illinois*

classic advertising of the 1920s to 1960s. Burma Shave developed a concept of sequential signboards with fun rhymes to market their products, which were highly successful. The bright red signs with white wording were once familiar sights along the Lincoln Highway.

**Vintage billboards and barn paintings** were another advertising mode that early Lincoln Highway travelers would have experienced. A Portage Tires advertisement, for example, was recently discovered on a shed west of Jefferson. Repainting old fashioned advertisements on barns, sheds, and buildings adds to the streetscape of rural areas.



*Vintage neon sign being restored at Reed-Niland Corner (July 2016)*



*A historic Portage Tires advertisement painting is just visible on the side of this shed west of Jefferson*

# SCENIC OVERLOOK SITES

## Meskwaki Wetlands Wildlife Observation Platform

East of the Iowa River crossing in Tama County, Highway E49 shares the route with the Iowa Valley Scenic Byway and passes through a diverse area of floodplain wetlands and ponds on Meskwaki land. This area offers exceptional wildlife viewing opportunities, including nesting eagles.

This site should be considered for an elevated wildlife observation deck and

parking area. A viewing scope mounted on the platform could allow close-up views of the eagle nest, waterfowl, wading birds, and other wildlife.

Wayside exhibits installed on the deck would interpret the significance of wetlands and wildlife, with a special emphasis on the Meskwaki perspective of these resources and their traditional relationship to the natural world.



*A viewing scope installed on an observation deck provides close-up encounters with wildlife*



*Concept rendering of a wildlife viewing deck built over floodplain wetlands along the byway on the Meskwaki Settlement*

## Montour Hill Overlook

Just east of Montour in Tama County, Highway E49 (shared with the Iowa Valley Scenic Byway) descends from a steep hill that offers outstanding views of the surrounding landscape toward town. This is the hill where Henry Ostermann, field director of the Lincoln Highway Association, perished in a 1920 automobile accident.

Ideally, an elevated wooden deck here would permit visitors unobstructed views of the rolling landscape around Montour and the Iowa River valley. This would require the acquisition of land near the top of the hill to develop a safe driveway and parking area. Currently, the elevation and curves are hazardous for stopping.

In the meantime, a wayside exhibit interpreting Henry Ostermann's death will be installed in the Maple Hill/Montour Cemetery located just south of the byway at the bottom of the hill (visible on the left side of the photo below). Another wayside exhibit could interpret the Iowa Valley landscape.

*A view of the rolling landscape around Montour from the Highway E49 hill*



## Mahanay Memorial Carillon Tower

The 14-story Mahanay Memorial Carillon Tower in Jefferson (Greene County) is open to the public and offers a bird's-eye view of the Lincoln Highway as it travels east and west through town and into the countryside. Interpretive panels could be

installed inside of the observation deck at an angle beneath the viewing windows. These would tell the story of the Lincoln Highway in Jefferson and what features visitors can see from this unique vantage point.



Visitors in the observation deck of the tower



*A bird's-eye view of the Lincoln Highway looking east from the Mahanay Memorial Carillon Tower in Jefferson*

## Eureka Bridge Overlook

Located three miles west of Jefferson in Greene County, the five-arch Eureka Bridge over the North Raccoon River was built in 1913 prior to the Lincoln Highway being designated. It is still in use today. A boat launch on the west side of the river accessed by a short road (Jordan Avenue) provides a beautiful view of the bridge. This area should be developed into a formal overlook. A

wooden platform provides a better view and differentiates the space from the boat landing. A viewing scope would help travelers see the intricacies of the bridge engineering up-close. Wayside exhibits would focus on the design of this early bridge, one of the first developed by the Iowa State Highway Commission, and how it likely played a role in the routing of the Lincoln Highway.

Courtesy of Iowa DOT Historic Archives



*Eureka Bridge under construction in 1913*

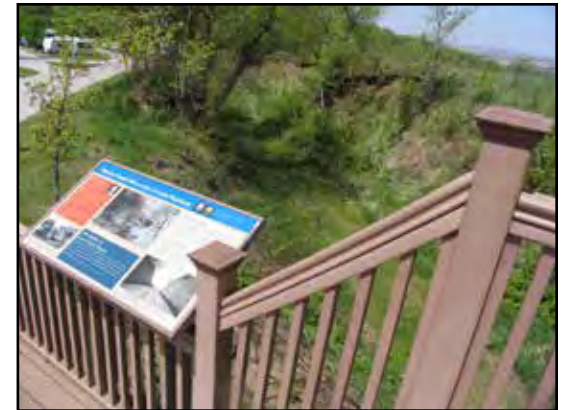
*A view of the Eureka Bridge from the nearby North Raccoon River boat launch*



## Hitchcock Nature Center/Honey Creek Hill Overlook

Located in the Hitchcock Nature Center campground in Pottawattamie County, a viewing platform overlooks an abandoned section of the Lincoln Highway that once climbed Honey Creek Hill. Road cuts can still be seen along the grade. An interpretive panel tells about the challenges of early drivers

negotiating the steep slopes. As the sign deteriorates in the future, it should be updated with the design standards presented in this plan. The Hitchcock Nature Center Loess Hills Lodge has an observation tower that offers panoramic views of the Loess Hills region.



*Honey Creek Hill overlook*

*A panoramic view of the Loess Hills landscape from Hitchcock Nature Center*





## Harrison County Welcome Center Overlook

An overlook at the Harrison County Welcome Center interpretive site near Missouri Valley provides views up and down the Lincoln Highway as it parallels the broad Boyer River valley. Rolling ridges of Loess Hills create a scenic backdrop to the railroad and farm fields that dominate the valley. Cut-outs in the

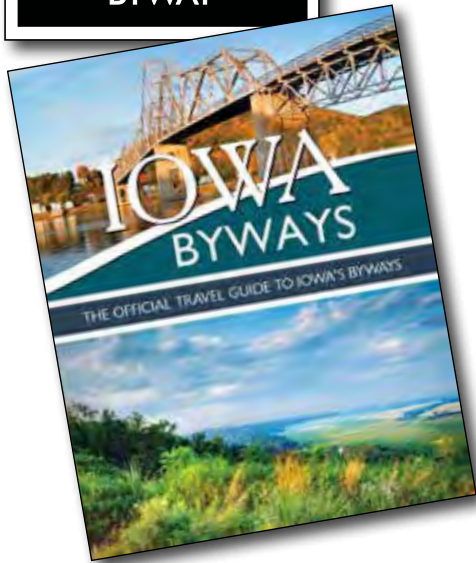
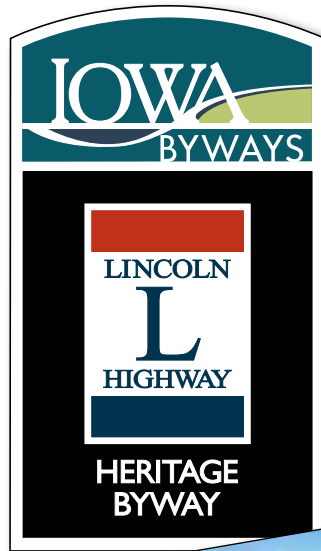
metal railings of the overlook spell out “13 States, 3389 Mi., Lincoln Highway, Est. 1913.” The visitor experience would be enhanced with wayside exhibits that interpret what people are seeing—the Lincoln Highway route through the Loess Hills, the Boyer River valley, and the importance of trains.



*The Lincoln Highway parallels the Boyer River valley*

*Lincoln Highway overlook at the Harrison County Historical Village and Welcome Center*





*Following a set of design guidelines, as has already been done for the Iowa Byways, creates a family of media that is instantly recognizable as belonging to the state's scenic routes*

## CREATE VISUALLY UNIFIED MEDIA

Although much of the landscape along the Lincoln Highway Heritage Byway is rural, the road right-of-way can still be a complex of confusing visual distractions that may keep travelers from seeing and discovering the important stories of the byway. A primary goal is to make it easy for people to find the byway and access the significant resources that help them discover the stories of America's first transcontinental road.

The colors and design elements of the media graphics, the materials and construction of the supports, and even the typeface selected for interpretive inscriptions should reflect the personality

of the byway and create a pleasing uniformity that reassures travelers.

Using the official 1913 Lincoln Highway marker design as inspiration, the Iowa Department of Transportation developed a logo for the Lincoln Highway Heritage Byway that is unified with the other Iowa byways and readily identifies the route for first-time travelers. Byway guide signs featuring the logo unify all byways across the state with a distinctive artistic style and color palette. An accompanying Iowa Byways travel guide displays a coordinated family of byway symbols. The following media recommendations are intended to build from the success of the previous Iowa design work.

### Visual Identity Through Design

- The colors that were selected for the byway logo should serve as the palette for other media.
- The Lincoln Highway byway logo should be replicated on all signs, publications, and online media for optimal exposure and recognition.
- Employ unified design standards for all signs, wayside exhibits, and interpretive hub supports and frames.
- Utilize consistent design elements for all media, such as font size and style, uniform color palettes, and other artistic details.

## Coordinated Design Standards

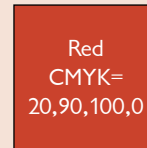
To provide a well-organized and cohesive travel experience, all media should be graphically unified. The repeated use of elements like colors, typeface, and symbols will group media into recognizable visual families on each byway. Consider the following recommendations when designing media:

### Color Palette

A consistent family of colors helps organize media and makes words easier to read and understand. Color can also evoke feelings and set moods and attitudes.

In 2010, the Iowa Department of Transportation Office of Media and Marketing developed logos and color palettes for all existing scenic byways and for a comprehensive Iowa Byways brand. Descriptions, policies, and regulations are addressed in the “Iowa Byways Brand Guidelines” document for each byway. The brand is ultimately the byway’s public identity, which is intended to create awareness of the program and its benefits and to encourage and enhance the traveler experience.

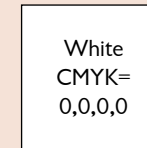
### Recommended Media Color Palette



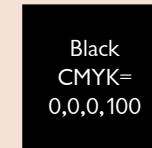
Curved headers, emphasis



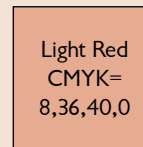
Curved header accent lines, borders, drop caps, tint boxes



Header text, curved header accent lines, tint boxes



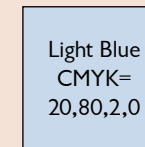
Main text, captions, credits, borders



Tint boxes



Subheadings, quotes, drop caps



Backgrounds

The color palette developed for use on the Lincoln Highway Heritage Byway was developed from the red, white, and blue 1913 logo, which readily identifies the route throughout the country. A family of varying shades based on the three primary colors provides flexibility and contrast for effective design. The color scheme should be repeated in the design of all media forms.



Original enamel Lincoln Highway sign created in 1915

## Recommended Typography

### CHELTENHAM BT

Main titles and headings

*BrushTip Travis*

Headings and subheadings, handwriting  
(quotes, photos)

### Garrison Sans

Main text

*Garrison Sans Italic*

Photo captions

*Garrison Sans Italic*

Photo credits

## Typography

The selection of typefaces and sizes creates a personality and determines the readability of the text on interpretive media. Each typeface expresses personality and sets a tone that reflects the organization or the message that is being interpreted.

Combinations of various styles can add an interesting hierarchy to the media design and help create specific personalities for each message. Fonts can appear lighthearted and fun, informal, businesslike, old-fashioned, rustic, or legalistic. Stylized fonts attract attention for titles and short headings but can be burdensome to read in longer texts.

**Cheltenham BT Bold** is the recommended font for main titles and headings on most byway media, evoking the timeless nature of the Lincoln Highway and creating consistency between media. On the Iowa Byways logo, the typeface for “IOWA” is a derivative of Cheltenham BT set in all caps. The original typeface was manipulated to blend with the abstract graphic representations of hills and valleys.

**BrushTip Travis** is an informal script font that provides contrast to the more formal

fonts. It serves a similar purpose as the “First in America” font used alongside the curving line in the Iowa Byways official guide booklet. These types of fonts welcome viewers and invite them to explore interpretive media. BrushTip Travis is recommended for some titles and headings, such as on wayside exhibits, for subheadings, and to emulate handwriting. It can add an informal handwritten style to photographs or quotes.

**Garrison Sans** is recommended for the main text on byway media. Simple, familiar fonts work best for longer text that requires more reading. Garrison Sans is used in the Iowa Byways publication, and it is also similar to Gill Sans, which is the font used on the byway logos. It is a sans-serif font (no decorations on the end of strokes) that is easy to read. It also works well for photo captions and credits.

A **hierarchy of type sizes** is also important to emphasize the relative significance of various messages. Typically, a main title is the largest size, followed by subheadings, main text, captions, and credits. These varying sizes help to create a logical visual sequence for readers to follow.

## Repeating Graphic Elements

Another important factor that contributes to a unified design style is the use of repeating graphic elements. These artistic details, in combination with the color and typography schemes, develop a unique identity for the byway.

The statewide Iowa Byways logo and the unique Lincoln Highway Heritage Byway logo are essential graphic elements that should be included on all byway media, from interpretive signs and publications to digital websites and apps. They provide a unified brand for the Iowa Byways program and the Lincoln Highway.

Other repeated graphic elements on future interpretive media will reinforce the already existing design identity.

These should include:

- Curving red header bars with interwoven blue and white strands from the Lincoln Highway color palette. The curve is reminiscent of the wave pattern in the Iowa Byways logo.
- Faded light blue backgrounds with a gradient on interpretive media.
- White, snapshot-style borders for photos, tilted slightly, and set apart with drop shadows.
- Large focal point images and faded background graphics to draw attention.
- Byway website addresses and QR codes that link to the Iowa Byways website.



*The Iowa Byways logo (above) and Lincoln Highway Heritage Byway logo (right) are essential graphic elements to include on all media*



*Curved red, white, and blue header with faded blue background.*



*The 1915 Lincoln Highway bridge in Tama is a landmark along the coast-to-coast road.*

*Snapshot photo effect with white feathered borders, caption, tilt, and shadow*



Reed-Niland Corner is an existing Core Interpretive Site along the Lincoln Highway. Reed's Gas Station, Niland's Café, and the Colo Motel are interpreted through signs and exhibits.

*Courtesy of the Lincoln Highway Association*



Niland's Café offers a delectable multisensory interpretive experience

## CORE INTERPRETIVE EXPERIENCE SITES

Since the Lincoln Highway is Iowa's longest byway, it is important to stage interpretive opportunities at dispersed sites along the route. These sites become core experiences for sharing the story of America's first transcontinental road and its unique connections to Iowa.

Core Interpretive Experience Sites should meet the following criteria:

- Be connected to a significant tangible resource (or resources) associated with the Lincoln Highway. This serves as an icon for the interpretive stories and messages.
- Feature multiple interpretive opportunities linked together by a holistic theme. Diverse audiences and learning styles should be considered (wayside exhibits, experience hubs, audiovisual tours, artwork).
- Have interpretation that is available at all times, not subject to limited open hours or staffing.
- Provide traveler amenities. In the very least, these should include a parking lot and shaded area for resting or picnicking. Restrooms, water, and kids play areas are ideal.

### Existing Core Interpretive Sites

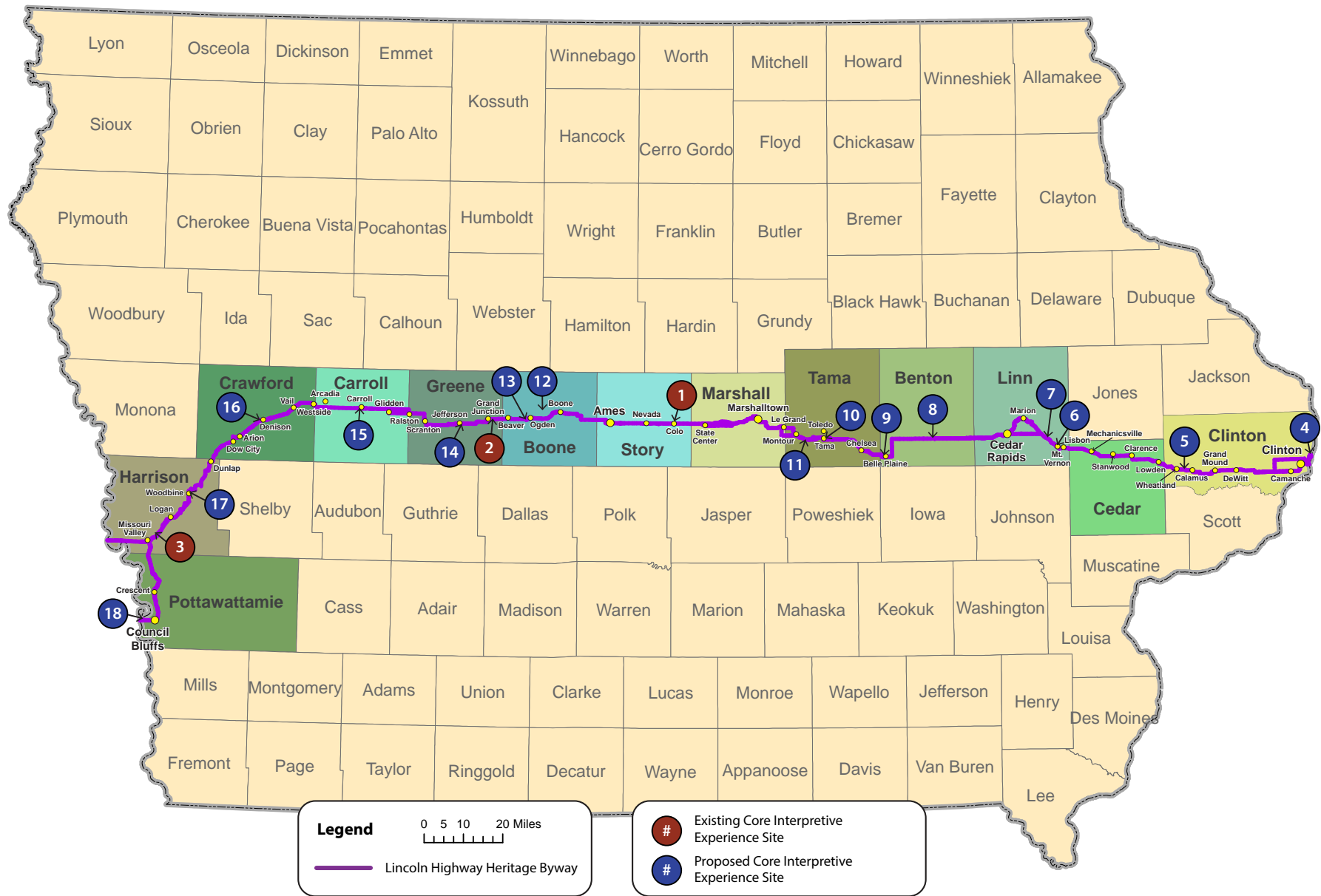
Based on these criteria, several sites along the byway already serve as strong interpretive foci and rest areas for byway travelers. Enhancing these sites over time will continue to ensure their status as core experiences.

### Story County

#### 1 Reed-Niland Corner, Colo

This rich collection of historic roadside businesses serves as a strong interpretive hub for Lincoln Highway travelers. Niland's Café and museum are open regular hours, and outdoor signs interpret the café, Reed's Gas Station, the Colo Motel, and the Jefferson Highway that intersects with the Lincoln Highway here. To enhance the experience, the existing signs should be updated to the byway wayside exhibit standards, allowing the inclusion of photos, a hierarchy of messages, and artistic metal cut-outs that represent the themes. This is a logical location to install an Experience Hub kiosk and metal silhouette statues.

# Map of Recommended Core Interpretive Experience Sites





Visitors walk along the “Decade Markers” sculpture at the Lincoln Highway Interpretive Site near Grand Junction



A reading rail interprets the Good Roads Movement in Iowa

## Greene County

### 2 Lincoln Highway Interpretive Site at Lions Club Tree Park, Grand Junction

This outdoor site was developed specifically to interpret the Lincoln Highway, and therefore serves as an important stop for byway travelers. According to an on-site sign, the site interprets the history of the Lincoln Highway and westward movement in the United States, bridge building and the role of engineering in developing the U.S. highway system, and how the growth in Iowa’s population compared to the miles of paving and number of automobiles in the last century (illustrated by the “Decade Markers” sculpture). Numerous interpretive panels show historic photos and provide succinct messages. An overlook on the west side of the park reveals four eras of Lincoln Highway bridges.

To enhance the visitor experience, we recommend the development of a focal point Experience Hub

kiosk near the parking lot that orients users to the site and conveys the primary themes. Currently, the interpretive media is scattered throughout the site and would benefit from an overarching organizational piece. As interpretive panels need replacing over time, they can be updated with the wayside exhibit standards presented in this plan to unify with other byway media. Adding picnic tables, shelters, and restrooms to the site would better meet the basic needs of byway travelers.

*Trees planted by the Grand Junction Lions Club provide shade, a perfect site for picnic tables and other traveler amenities*





## Harrison County

### 3 Harrison County Historical Village and Welcome Center, Missouri Valley

This popular information stop offers a plethora for Lincoln Highway travelers. The Iowa Welcome Center is open regular hours and offers restrooms, a gift shop, and museum exhibits. The outside site includes a Lincoln Highway wayside exhibit, picnic shelters shaped like a tourist cabin and canopy-style gas station, an overlook of the byway and Boyer River valley, and a transportation-themed play area for children. Simple signs with QR codes provide more information for people with smartphones and tablets. Sculptural pieces include two Lincoln Highway markers (one in its original location), a concrete map of the U.S. and of Iowa showing the Lincoln Highway route, and different road surfaces showing the evolution of roads.

To enhance the visitor experience, we recommend the installation of an orientation kiosk that provides focus and introduces the site. Visitors need a way to organize and plan for the numerous opportunities at the site (welcome center, gift shop, historic buildings and artifacts, Loess Hills, Lincoln Highway). The existing Lincoln Highway wayside

exhibit should be updated to the design standards in this plan. While the QR code signs are creative, their use is limited to those with mobile devices who are comfortable with code scanning apps. According to the YouTube site where the videos are hosted, only 110 people have viewed the “Lincoln Highway Markers” QR code since it was uploaded in 2013 (as of February 2018). Many more visitors would benefit if the information was physically presented on wayside exhibits as recommended in this plan.



The Harrison County Historical Village and Iowa Welcome Center serves as an interpretive site for the Lincoln Highway and Loess Hills



Visitors explore picnic shelters shaped like a canopy gas station and tourist cabin



Brick plaza on the Discovery Trail at the former site of the Fulton-Lyons Bridge, Clinton



Lincoln Highway Brick Pavement and Bridge, Mount Vernon



East end of the Seedling Mile

## Proposed Core Interpretive Sites to Develop

The following sites are recommended for development to become Core Interpretive Sites based on their location and connection to the Lincoln Highway.

### Clinton County

#### 4 Site of Fulton-Lyons Bridge/Sawmill Museum Redevelopment, Clinton

Located on the Mississippi River along the Discovery Trail, an existing brick plaza overlooks the river at the former site of the Fulton-Lyons Bridge, the original crossing of the Lincoln Highway from Illinois. The Sawmill Museum is proposing a redevelopment of this area, which would include a road along the river that connects the museum to downtown Clinton. This is an ideal opportunity to interpret the eastern gateway of the Lincoln Highway in Iowa and how bridge crossings determined the route through the state. An experience hub and wayside exhibits would provide interpretation. Sculptural elements, such as a metal model of the old bridge, would help bring the site to life.

#### 5 Lincoln Highway Bridges, Between Calamus and Wheatland

Three historic Lincoln Highway bridges

still stand between Calamus and Wheatland over the Wapsipinicon River. Discussions are underway to develop the site into a park area, with a viewing platform over the Wapsipinicon River and a trail that leads to the remnants of the original 1913 route (now south of the road). This is an ideal site for wayside exhibits to interpret the importance of bridge building.

### Linn County

#### 6 Lincoln Highway Brick Pavement and Bridge, Mount Vernon

A short section of original Lincoln Highway brick leads to a 1910 pony truss bridge built over the tracks of the Chicago & North Western Railroad (now Union Pacific). A Linn County Lincoln Highway kiosk is already installed here. The green space along the byway is an ideal hub for the development of an interpretive experience site in Linn County.

#### 7 Seedling Mile, northwest of Mount Vernon

The Seedling Mile in Linn County represents a significant story that highlights the evolution of good roads.

An interpretive experience site developed at one end of the Seedling Mile would be ideal. Wayside exhibits would show the historic view from where the traveler is standing. There may be enough room in the right-of-way to pull off the road on the east end. If this isn't feasible, then the Abbe Creek School site located 2.5 miles southeast of the Seedling Mile could be an alternative site. An existing Linn County Lincoln Highway kiosk is located here.

## *Benton County*

### **8** Youngville Café, Watkins

The 1931 Youngville Café in Benton County is a historic museum run by volunteers that still serves food on a limited basis. The building itself is iconic and a must-see stop for byway travelers. When the building is closed, however, there is no interpretation available. This prominent and accessible site is an ideal place to develop into an interpretive byway hub and tell the story of roadside eateries.

### **9** Preston's Station, Belle Plaine

Another must-see stop, this 1928 gas station decorated with historic road signs is a Lincoln Highway landmark. Efforts are underway to restore and

preserve the building, currently on private property. If the site is transferred to public ownership, it would be ideal for the development of an interpretive hub. Messages would focus on the evolution of filling stations and the legacy of George Preston.

## *Tama County*

### **10** Lincoln Highway Bridge Park, Tama

The 1915 Lincoln Highway bridge in Tama is arguably Iowa's most famous icon of the road. Currently, the site features a raised metal interpretive plaque installed on a brick wall, flanked by brick columns topped by street lamps. The city owns a park adjacent to the site with a small shelter, picnic table, and red, white, and blue Lincoln Highway garden. This is an ideal area to stage interpretation along the road. Messages would focus on the benefits that the Lincoln Highway brought to communities.

### **11** Meskwaki Stone House, Meskwaki Settlement

The remains of this Civilian Conservation Corps Indian Division shelter and well house built in 1941 stand on Highway E49 west of the Iowa River crossing. They are currently hidden behind trees



*Preston's Station, Belle Plaine*



*Lincoln Highway Bridge Park, Tama*



*Meskwaki Stone Well House*



*Kate Shelley High Bridge, west of Boone*



*Deep Rock Station, Jefferson*



*Chicago and North Western Railroad Depot and Park, Carroll*

and thick undergrowth. The tribe is interested in rehabilitating the site to develop a public park with a trail that follows the original Lincoln Highway route (now abandoned) east to the riverfront where old bridge pilings can still be seen. This site could be developed in partnership with the Iowa Valley Scenic Byway (which shares the route), with interpretation focused on the Lincoln Highway traveling through the Meskwaki Settlement.

### *Boone County*

#### **12** Proposed Kate Shelley Welcome Center, Between Boone and Ogden

Prairie Rivers of Iowa RC&D has been a partner in the development of the Boone Forks Regional Plan, a collaboration of Boone, Hamilton, and Webster Counties. The plan calls for the creation of a visitor/welcome campus near the Kate Shelley High Bridge west of Boone that would serve as a hands-on site for learning and interpret Kate Shelley, railroads, and the Lincoln Highway. While the plan is still in its very early stages, the site would serve as an ideal core interpretive location for the byway if developed in the future.

#### **13** Lincoln Prairie Park, Ogden

This quiet park, located at the west end of Ogden, features a gazebo, a Lincoln Highway marker, and a wayside exhibit about prairies. It is an ideal location for travelers to stop and stretch their legs. It could be further developed to serve as a primary hub for Boone County. Messages would focus on the prairie landscape and how that influenced the Lincoln Highway development and sense of place.

### *Greene County*

#### **14** Deep Rock Station, Jefferson

This unique 1923 canopy-style gas station was restored in 2009 with plans for it to become an unstaffed tourist center for the Jefferson area. It serves as a wonderful photo opportunity for byway travelers. A byway wayside exhibit tells the story. The site could be enhanced further with a life-size metal silhouette of a service station attendant, exhibits about early service stations that can be viewed through the windows, and an audio message with sound effects that bring the station to life—the ding of a bell, the rumble of an engine, the cheery voice of an attendant explaining how service stations functioned.

## Carroll County

### 15 Chicago & North Western Railroad Depot and Park, Carroll

Located along the Lincoln Highway, the beautifully restored 1896 depot is surrounded by an expanse of landscaped parkland. This is an ideal location to develop an interpretive hub for Carroll County. Interpretation could focus on the railroad and how the Lincoln Highway route followed the tracks. Sculptural elements would help bring the space to life, with a Lincoln Highway marker, flower gardens planted in red, white, and blue, and metal silhouettes of early highway travelers to help humanize the visitor experience.

## Crawford County

### 16 Cronk's Café/Park Motel, Denison

These two iconic roadside businesses were born along the Lincoln Highway and still serve travelers today. They represent the development of roadside services that sprang up to accommodate early highway travelers. Creating an interpretive hub in association with these businesses is ideal, but the location along a busy urbanized corridor is a challenge. The Park Motel currently has space on the front lawn to the northeast of its

buildings where a bench, street lamp, and old tractor are currently located. There appears to be ample parking on the side of the complex. This site would be visible to Lincoln Highway travelers and could serve as potential hub space, if acceptable to the owners.



Front lawn area of the Park Motel, Denison

## Harrison County

### 17 Zell Millard Historic Preservation Park, Woodbine

Driving the original brick paving through Woodbine is one of the highlights for Lincoln Highway travelers in Iowa. Located along that section, this unique park showcases historic buildings, including a 1928 canopy-style gas station that serves as the community welcome center. The park would serve as an ideal site for interpretation focusing on the Lincoln Highway as “America’s Main Street.”



Courtesy of Snyder & Associates

## Pottawattamie County

### 18 River's Edge Park, Council Bluffs

Following the Lincoln Highway through Council Bluffs is challenging due to the high volume of traffic and dense urbanization. As the western gateway of the highway in Iowa, however, it is an important site to serve as an interpretive hub. Tom Hanafan River's Edge Park, just north of where the byway crosses the Missouri River, is an ideal location that provides a green buffer from the city and access to the Bob Kerrey Pedestrian Bridge. From the bridge, visitors can see an original pier from the Ak-Sar-Ben Bridge that carried Lincoln Highway traffic over the river from 1913 to 1930. The park would be a good staging area for travelers heading east on the highway, with an Experience Hub and sculptural elements that represent the old bridge. Messages would focus on the strategic location of Council Bluffs and how it related to both the Transcontinental Railroad and the Lincoln Highway.

Courtesy of Illinois Lincoln Highway Coalition



Illinois Lincoln Highway interpretive gazebo experience hub (modified Schmeckle Reserve Interpreters design)



Illinois Route 66 experience hub (Schmeckle Reserve Interpreters design)

## INTERPRETIVE EXPERIENCE HUBS

Experience hubs are prominent thematic kiosks that orient byway travelers to significant regional attractions and stories. To be effective, they must be placed where motorists will see them and in public locations where travelers expect to find them. Unlike staffed welcome centers, they are available at any hour of the day throughout all seasons and weather.

When placed at entry sites to a byway or at locations where visitors already gather, experience hubs can introduce impromptu travelers and even local residents to the attractions on the route. A well-designed experience hub attracts attention and makes readers aware of the potential adventures that can be experienced.



Door County Coastal Byway experience hub (Schmeckle Reserve Interpreters design)

**Experience Hub Concept Design: Front Side (Woodbine)**



## Experience Hub Design

Sign and kiosk structures present an opportunity to visually organize interpretive media into an artistic repetition that can be easily identified by travelers. A consistent, recognizable design reinforces the byway identity.

The experience hub conceptual design represents the classic essence of the Lincoln Highway, using timbers and powder-coated metal that complement the cultural resources while blending appropriately with natural areas. The strong combination of wood and metal appears organic, while being vandal-resistant and low-maintenance. The structure design is unified with other Iowa scenic byways, which helps travelers associate and identify similar patterns as they travel through the state.

Each experience hub structure should:

- Be highly visible to travelers, but not overpower existing entry signs.
- Appear rustic and durable in rural sites, but be formal enough to fit into urban settings.
- Appear elegant, but be economically produced.
- Be easily replaced, modified, or repaired.

### Supports

The two-sided structure is supported by three 6"-by-6", 8'-high timber posts. Decorative brackets connect the posts to 42"-by-42", 3/8"-thick metal plates for mounting the interpretive panels. Powder-coated steel is recommended for the kiosks over weathering steel, since weathering steel could cause rust to drip on the signs.

### Curved Metal Headers

Curved 3/8"-thick powder-coated steel headers attached to the top of the structure add grace and flow to the hub. One header would feature a cut-out Lincoln Highway logo with a meandering road behind. The other would have a unique cut-out design based on the site, such as a Model T being pulled from the mud by a horse, an old gas station with pumps, a historic bridge, a vintage café, or a train.

### Panels

The panels must be large enough to command attention, even from a busy roadway. The designs in this plan are sized at 36"-by-36". It is recommended that they be produced with 1/2"-thick high-pressure laminate, an affordable plastic material that allows for full-

color, high-resolution images that are resistant to damage and vandalism. A 10-year warranty against fading and delaminating is standard. The panels would be installed on the metal mounting plates attached to the timbers.

### Interpretive Sign Design

The kiosk would display four interpretive signs (two on the front and two on the back) designed to highlight nearby byway attractions. Sign descriptions and concept designs are included on the next four pages.

The sign layout designs should follow the unified standards described in this plan, which include:

- Curving red headers complemented by blue and white accent lines
- Replication of colors, font styles, and other graphic elements
- The Lincoln Highway Heritage Byway logo and the Iowa Byways logo displayed prominently
- Website address and QR code on the introductory panel to connect visitors to online content
- Strong message hierarchy using focal point images and different sized text



**Experience Hub Concept Design: Back Side (Woodbine)**



# LINCOLN HIGHWAY HERITAGE BYWAY



*America's first coast-to-coast road*



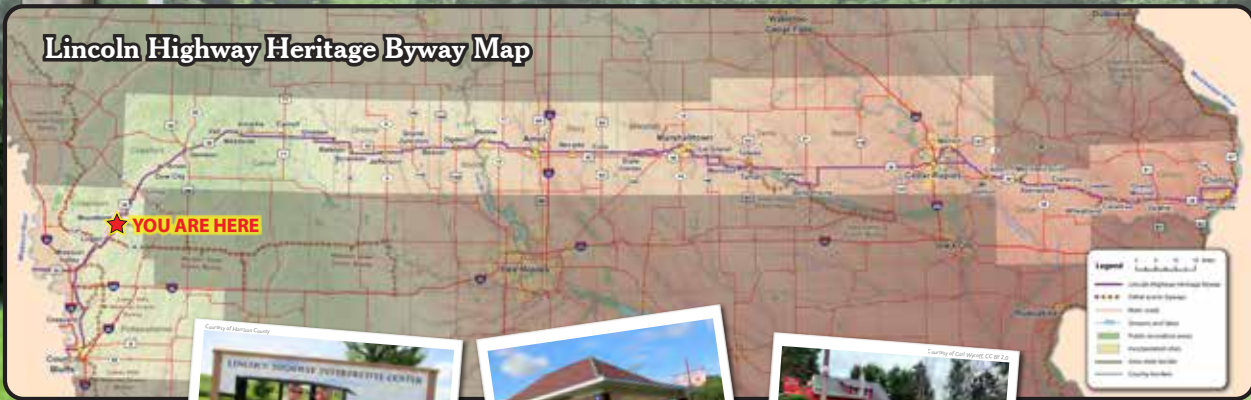
Experience the Lincoln Highway, America's first transcontinental road designated in 1913 from New York to San Francisco. In Iowa, the highway spans 385 miles from Clinton to Council Bluffs. Muddy roads and steep hills made automobile travel an adventure. Today, the paved road offers a glimpse into the past. Historic downtowns, service stations, motels, cafés, road markers, and bridges stand as icons of "America's Main Street."

In 1928, Boy Scouts placed 2,400 concrete markers at every mile of the Lincoln Highway—a few still remain.



Henry Joy, President of the Packard Motor Car Company, negotiates the Iowa mud in 1915

Iowa was renowned for its gumbo mud that made the early Lincoln Highway nearly impassable after a rain.



The Harrison County Welcome Center near Missouri Valley is a perfect place for the family to explore the old road.



Reed-Niland Corner in Colo features a historic gas station, a café that still serves food, and a vintage motel where you can stay the night.



The 1915 Lincoln Highway bridge in Tama is a landmark along the coast-to-coast road.



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



## Experience Hub:

### Overview Panel Concept (Woodbine)

The main panel of each experience hub will provide an overview of the Lincoln Highway Heritage Byway and its history. A map displays the entire byway with an obvious "you are here" symbol. Major communities, roads, state recreation areas, and streams are identified. Active snapshot-style photos showcase a few of the core Lincoln Highway resources. On the left, a cut-out of a Lincoln Highway marker with a short description rises from behind the map. On the right, a dramatic photo of Henry Joy driving through Iowa mud introduces a primary theme.

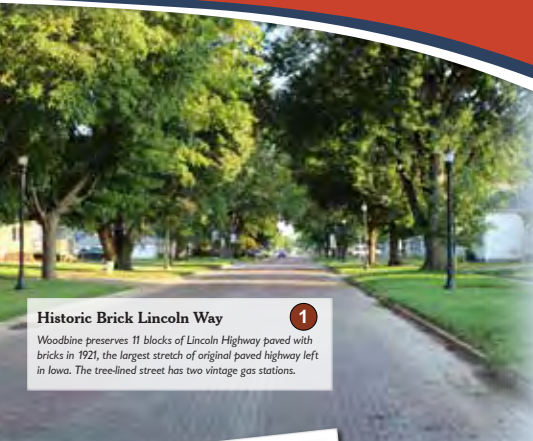
36"

## Experience Hub:

### Community Panel Concept (Woodbine)

Adjacent to the Overview Panel, this panel will interpret the particular community or interpretive site in which it is located, including its unique characteristics and some of the “must-see” attractions with photos and captions. An enlarged map of the community or site shows the primary resources as coded numbers and uses a “you are here” symbol. Additional smaller roads and trails are included on this map to aid in navigation.

# Explore Woodbine



**1** **Historic Brick Lincoln Way**  
Woodbine preserves 11 blocks of Lincoln Highway paved with bricks in 1921, just before the Lincoln Highway was designated, this library is a Prairie School architectural design.

**2** **Woodbine Carnegie Library**  
Built in 1910, just before the Lincoln Highway was designated, this library is a Prairie School architectural design.

**3** **Merry Brook Rural School**  
Part of the Zell Millard Historic Preservation Park, this school was built in the 1870s. Look for the Lincoln Highway marker.

**4** **Woodbine Depot and Caboose**  
A restored Illinois Central Depot and CNW Caboose are part of the Zell Millard Historic Preservation Park.

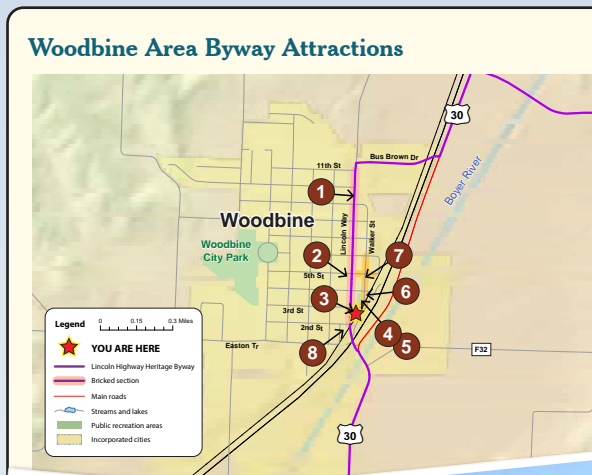
**5** **Main Street Station**  
This restored 1928 canopy-style gas station now serves as a welcome center and community meeting room.

**6** **George A. Wyman Waypoint**  
George Wyman was the first person to cross the country on a motor bicycle in 1903. A waypoint marks his stop in Woodbine, where he rode the railroad tracks rather than the muddy roads.

**7** **Brick Street Historic District**  
Woodbine's beautifully restored downtown was honored in 2014 as a Great American Main Street winner.

**8** **45-foot steel cornstalk**  
A 45-foot steel cornstalk decorates a 1940s grain elevator on the south side of Woodbine.

**Woodbine Area Byway Attractions**



**Legend**

- ★ YOU ARE HERE
- Lincoln Highway Heritage Byway
- Bricked section
- Main roads
- Streams and lakes
- Public recreation areas
- Incorporated cities

# Cultural Treasures

## Harrison County



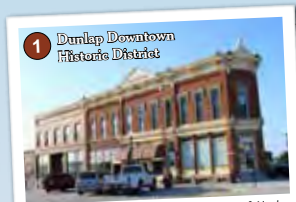
### Experience Hub: County Cultural Treasures Panel Concept (Harrison County)

The Lincoln Highway shadows the historic Transcontinental Railroad route through the wide Boyer River valley. The Loess Hills loom to the west as the highway merges with western wagon trails and historic rail crossings in the great Missouri Valley. The early river bottom dirt roads were easy to drive when dry, but became impassable mud pits after a rain.



**Historic Lincoln Highway District, Woodbine** 4  
Follow 11 blocks of original 1921 bricked Lincoln Highway through Woodbine. Historic service stations, a Carnegie Library, a one-room country school, and a Lincoln Highway marker line the street.

Located on the second side of the kiosk, the cultural resources panel interprets the communities, historic sites, and unique sense of place experiences for the county in which it is installed. Snapshot-style photos highlight some of the attractions. The map shows all of the county and identifies the location of significant attractions with coded numbers. An obvious “you are here” symbol is included.



**1 Dunlap Downtown Historic District**  
Dunlap was platted in 1866 as a stop on the Chicago & North Western Railroad. Beautifully maintained downtown brick buildings set on a ridgetop line the historic Lincoln Highway.



**2 McClean Museum & Douglass House, Dunlap**  
The McClean Museum housed in an 1879 church and the adjacent parsonage exhibit artifacts that tell the history of the Dunlap community.



**3 Dunham Barn**  
This 1870 barn is one of the earliest brick barns in western Iowa. It is now operated by the Dunlap Historical Society as an educational center for late 19th century agriculture.



**5 Scurt-Step Loops**  
This original alignment of the Lincoln Highway followed surveyed section lines, making right-angled turns at every corner. As cars got faster, curves were engineered into the corners for safety.



**6 Harrison County Courthouse, Logan**  
Logan became the Harrison County seat in 1875. The 1911 classical revival courthouse displays 1920 murals of the original buildings it replaced.



**7 Harrison County Historical Village & Welcome Center, Missouri Valley**  
This unique facility interprets the Lincoln Highway and the Loess Hills, and features several historic buildings and artifacts from Harrison County.

## Experience Hub:

### Natural Wonders Panel Concept (Harrison County)

Adjacent to the Cultural Treasures panel on the second side of the kiosk, the natural resources panel interprets the geological, ecological, and outdoor recreation attractions for the county in which it is installed. Snap-shot style photos feature some of the attractions. A map of the entire county identifies parks, nature centers, visitor centers, wildlife areas, rivers, streams, lakes, trails, and other sites where visitors can explore the outdoors with coded numbers. An obvious “you are here” symbol is included.

# Natural Wonders Harrison County

**Harrison County Welcome Center** 5  
A Lincoln Highway overlook offers a panoramic view of the Boyer River valley and the Union Pacific railroad. Walk a trail that meanders through a Loess Hills prairie ridge.

**1 Loess Hills State Forest Visitor Center, Pisgah**  
More than 11,000 acres of rolling Loess Hills topography, forests, rivers, streams, lakes, trails, and other sites where visitors can explore the outdoors with coded numbers. An obvious “you are here” symbol is included.

**2 Loess Hills State Forest Murray Hill Scenic Overlook**  
A short uphill hike through Loess Hills prairie rewards you with an unparalleled panoramic view of steep loess slopes and the Missouri River valley.

**3 Schaben Park**  
Nestled in the hills at the edge of the Boyer River valley, this park features a 6-acre lake, campground, playground, and hiking trails through prairies and forest.

**4 Willow Lake Recreation Area**  
This county park near Woodbine offers a staffed Nature Encounter Center with exhibits, a 27-acre lake for boating and fishing, hiking trails, and camping.

**6 DeSoto National Wildlife Refuge**  
This 7,800-acre wildlife refuge is a haven for migrating waterfowl, protecting wetland habitat in the floodplain of the Missouri River. Drive the auto tour road or hike trails to watch for wildlife.

**7 DeSoto National Wildlife Refuge Visitor Center**  
The visitor center features exhibits about the wildlife refuge and a collection of 250,000 artifacts recovered from the steamboat Bertrand that sank in 1865.

**Natural Attractions in Harrison County**

**Legend**

- Lincoln Highway Heritage Byway
- Lincoln Highway Byway Loops
- Other scenic byways
- Main roads
- Streams and lakes
- Public recreation areas
- Incorporated cities
- Iowa state border
- County border



The Sawmill Museum, Clinton



Lincoln Highway Bridge Interpretive Site



Memorial Park, Clarence

## Recommended Experience Hub Sites

Since experience hubs are intended to alert travelers to nearby attractions, they should be centrally located in areas where travelers already gather—where they are searching for amenities and at sites where there are significant stories to experience. These hubs are prominent enough to draw the attention of first-time visitors and to capture the attention of new audiences passing by.

Several locations are recommended for experience hubs, representing each of the counties on the Lincoln Highway. Many of these locations were already identified as Core Interpretive Experience Sites on pages 224–231 (listed with numbers in dark red circles below). Experience hubs are one of multiple types of media that can enhance the sites for travelers.

### Clinton County

#### 1 Fulton-Lyons Bridge Interpretive Site or The Sawmill Museum, Clinton

A hub located in Clinton is important for travelers entering the Lincoln Highway from the east. If it is developed, the Fulton-Lyons Bridge interpretive site would be an ideal location for the hub (see page 228).

Otherwise, the nearby Sawmill Museum is a logical choice. The museum already serves as an interpretive center hub on the Great River Road National Scenic Byway. The kiosk would feature interpretive opportunities in the Clinton area.

#### 2 Lincoln Highway Bridges Interpretive Site, between Calamus and Wheatland

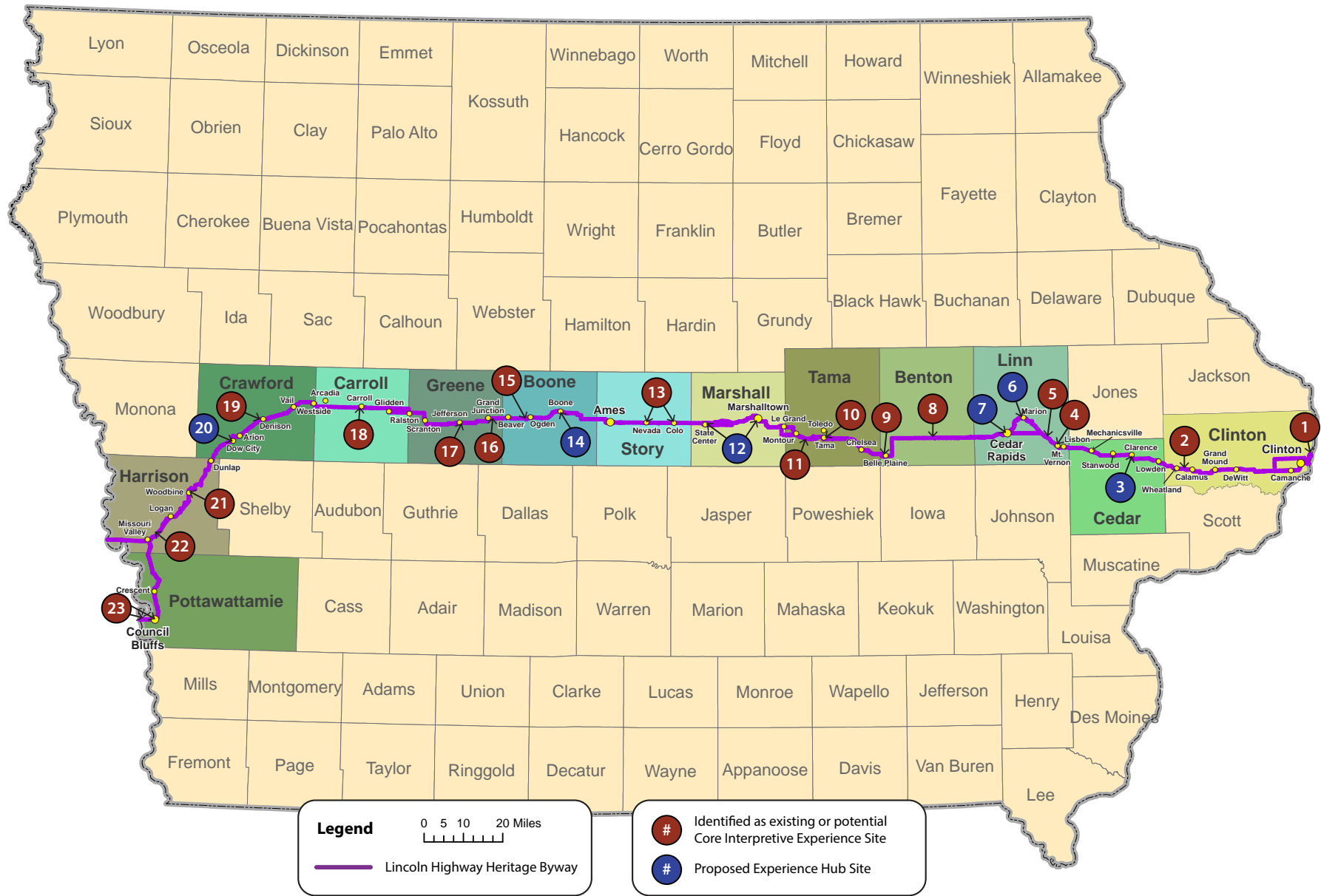
A hiking trail and overlook is planned for this scenic section of the old Lincoln Highway that includes three historic bridges. See page 228 for more information. The hub would describe interpretive resources in Clinton County.

### Cedar County

#### 3 Memorial Park, Clarence

A small Memorial Park in downtown Clarence celebrates the old road with a Lincoln Highway marker in a protective case, a historic clock, and a brick path that winds through flower gardens. This is a centralized location along the byway to install a hub that would feature interpretive opportunities in Cedar County.

# Map of Recommended Experience Hub Sites





Lincoln Highway marker at the Abbe Creek School, northwest of Mount Vernon

## Linn County

### 4 Lincoln Highway Brick Pavement and Bridge Interpretive Site, Mount Vernon

An original brick section of the Lincoln Highway and a 1910 bridge over the railroad tracks are the main features of this site. See page 228 for more information. The hub would present interpretive attractions in the Lisbon/Mount Vernon area.

### 5 Seedling Mile Interpretive Site or Abbe Creek School, northwest of Mount Vernon

If an interpretive site is developed at one end of the Seedling Mile (see page 228), this would be an ideal location for a hub.

Otherwise, the Abbe Creek School site, located 2.5 miles southeast of the Seedling Mile, would be a good alternative along the byway. The site features an 1856 brick schoolhouse and a Linn County Lincoln Highway kiosk.

### 6 Thomas Park, Marion

Thomas Park originally served as a free tourist campground for Lincoln Highway travelers in 1921. Today, it has many park amenities, a walking trail along Indian Creek, and a Linn County Lincoln Highway kiosk. A hub would feature

interpretive opportunities in the Marion/Cedar Rapids area.

### 7 Central Fire Station/Automobile Row, Cedar Rapids

Two wayside exhibits stand behind the Cedar Rapids Fire Department on 2nd Avenue. This is part of the Automobile Row Historic District, of which the Lincoln Highway played a significant role in developing. The History Center and Grant Wood Studio Museum are located just across the road. Although one block off the byway (1st Avenue), this would be an ideal location for a hub that features Automobile Row and other attractions in Cedar Rapids.

## Benton County

### 8 Youngville Café Interpretive Site, Watkins

A hub located at this restored 1931 café and museum would highlight attractions in Benton County. See page 229 for more information.

### 9 Preston's Station Interpretive Site, Belle Plaine Area Museum, or Beautiful Plains Prairie Park, Belle Plaine

Belle Plaine has numerous resources that relate to the historic Lincoln Highway. A hub should be located somewhere in



Thomas Park, Marion

Courtesy of Linn County



Wayside exhibit at Central Fire Station, Cedar Rapids



the city where it is obvious to travelers. If Preston's Station is developed into an interpretive site (see page 229), this would be a perfect place.

Otherwise, the Belle Plaine Area Museum would be a logical alternative near the byway. Beautiful Plaines Prairie Park on the south side of town is another possibility (it currently has a Lincoln Highway interpretive sign); however, it is located a distance off the byway route.

## *Tama County*

### **10** Lincoln Highway Bridge Interpretive Site, Tama

A hub should be placed near the iconic 1915 Lincoln Highway bridge in Tama. An adjacent park to the east provides ample green space for its installation. See page 229 for more information. The hub would feature interpretive sites in the Tama/Toledo area.

### **11** Meskwaki Stone House Interpretive Site, Meskwaki Settlement

The 1941 Meskwaki Stone House built by the Civilian Conservation Corps Indian Division would be an ideal site for a hub, if it is developed into a park and interpretive site. See page 229 for more information.

## *Marshall County*

### **12** Marshall County Courthouse, Marshalltown or Kauffman Park, State Center

A hub in either Marshalltown or State Center would feature visitor resources in Marshall County. The Marshall County Courthouse lawn is already the site of a Lincoln Highway marker, a statue of town founder Henry Anson, and the Marshall County Freedom Rock. An experience hub may be an appropriate addition—the byway runs directly in front of the courthouse.

An alternative or additional hub site would be Kauffman Park on the west side of State Center, built in 1923 to serve Lincoln Highway travelers. Located along the byway, it provides ample parking and visitor amenities.

## *Story County*

### **13** Reed-Niland Corner Interpretive Site, Colo or Harrington Park, Nevada

The collection of historic roadside businesses at Reed-Niland Corner is a must-see destination for Lincoln Highway travelers. It is an ideal location for an experience hub that would feature resources in Story County. See page 224 for more information.



*Youngville Café, Benton County*



*Marshall County Courthouse, Marshalltown*



*Harrington Park, Nevada*



Boone History Center

Courtesy of Dan Breyfogle,  
CC BY-SA 3.0

An alternative or additional site would be Harrington Park on the east side of Nevada, which has ample parking, green space, and a Lincoln Highway marker flanked by interpretive monuments.

### Boone County

#### 14 Boone History Center, Boone

Located along the Lincoln Highway in downtown Boone, the Boone History Center housed in the Carnegie Library has green space on its south side and a pocket park on its north side, either of which could serve as a centralized location for an experience hub. Panels would interpret attractions in the Boone area.



Lincoln Prairie Park, Ogden

#### 15 Lincoln Prairie Park Interpretive Site, Ogden

Lincoln Prairie Park on the west side of Ogden includes a byway wayside exhibit, gazebo, walking path, and beautiful gardens. There is ample room for the installation of an experience hub that would interpret byway attractions in Ogden and Boone County. See page 230 for more information.



Dow City Park

### Greene County

#### 16 Lincoln Highway Interpretive Site at Lions Club Tree Park, Grand Junction

This engaging site, dedicated to interpreting the Lincoln Highway, is an ideal location for an experience hub. It would feature byway attractions in the Grand Junction area, including an orientation to the interpretive site itself. See page 226 for more information.

#### 17 Deep Rock Station Interpretive Site, Jefferson

The 1923 Deep Rock Station is a perfect photo opportunity for byway travelers. If it is developed into an interpretive site, this would be a logical place to install a hub that would show attractions in the Jefferson area. See page 230 for more information.

### Carroll County

#### 18 Chicago & North Western Railroad Depot and Park Interpretive Site, Carroll

The restored 1896 depot serves as an impressive backdrop to this park along the Lincoln Highway. It would serve as a centralized location for sharing the byway resources of Carroll County. See page 231 for more information.

## *Crawford County*

### **19** Cronk's Café/Park Motel Interpretive Site, Denison

These two historic businesses still serve travelers along the Lincoln Highway. An experience hub located here could introduce customers and visitors to the byway attractions in the Denison area. See page 231 for more information.

### **20** Dow City Park

The Dow City Park once served as a free campground for Lincoln Highway travelers. Today, it includes a historic caboose, schoolhouse, and jail. An experience hub installed here would feature the interpretive resources in Crawford County.

## *Harrison County*

### **21** Zell Millard Historic Preservation Park Interpretive Site, Woodbine or Logan City Park, Logan

Located along the iconic brick-paved Lincoln Highway in Woodbine, the Zell Millard Historic Preservation Park protects several historic buildings and a Lincoln Highway marker. An experience hub here would highlight attractions

in the Woodbine/Logan area. See page 231 for more about the site and pages 233–239 for a concept design of the hub structure and panels.

An additional or alternative site is Logan City Park adjacent to the byway. It has ample green space for the installation of a hub and provides visitor amenities, including a picnic shelter shaped like a train station. A Lincoln Highway marker stands at the corner of the park.

### **22** Harrison County Historical Village and Welcome Center Interpretive Site, Missouri Valley

This active site features numerous interpretive opportunities for Lincoln Highway and Loess Hills enthusiasts. An experience hub installed here could provide orientation to the interpretive site itself and share information about other attractions in the Missouri Valley area. Since the facility is located along three Iowa byways (Lincoln Highway, Loess Hills, and Western Skies), an alternative design might be considered. One panel could introduce the Harrison County interpretive site, with the other three panels representing each of the three byways. See page 227 for more information.



*Zell Millard Historic Preservation Park, Woodbine*

## *Pottawattamie County*

### **23** Tom Hanafan River's Edge Park or Bayliss Park, Council Bluffs

As the western gateway of the Lincoln Highway in Iowa, Council Bluffs is an important location to install a visitor experience hub. If River's Edge Park, located just north of the Lincoln Highway crossing of the Missouri River, is developed as an interpretive site, it would be an ideal place for the hub (see page 231).

Otherwise, Bayliss Park in downtown Cedar Rapids is located just a block south of the byway. It serves as a centralized location for numerous attractions in the city. Its lighted fountain, sculptures, and gardens would create an enchanting ambiance for the Lincoln Highway experience hub.



*This wayside exhibit along the Illinois Route 66 byway represents the period of significance for the road (Schmeeckle Reserve Interpreters design)*

## WAYSIDE EXHIBITS

Wayside exhibits are interpretive panels placed along roads and trails that assist visitors in understanding the stories associated with resources and landscapes on the byway. Photos, illustrations, and concise messages attract and hold a visitor's attention as they discover the significance of a site.

Wayside exhibits are an effective way to communicate with visitors because they are always on the job regardless of weather or season. When properly placed near resources, they can quickly answer questions that visitors have about the

resources. They are a direct and non-intrusive method to connect people with significant stories along the byway.

Wayside exhibits should tell site-specific stories that bring a resource to "life" and place it into context, connecting it to universal concepts that are relevant to everyone. The best wayside exhibits present messages that are visual, concise, active, and multisensory. See the "Creating an Effective Message" tint box below for best practices when designing signs.

Current technologies offer numerous possibilities for enhancing interpretive panels. They can be cut into innovative shapes. Push-button audio devices with digital recordings can tell captivating stories using firsthand accounts and sound effects. Tactile elements, such as models and textures, can be added to provide a touch experience. QR (quick response) codes can be incorporated for quick access to websites and multimedia content.

### Creating an Effective Message

1. Communicate visually with photos and graphics.
2. Most visitors will look at an interpretive panel for only a few seconds. Apply the 3-30-3 Rule, a hierarchy that provides 3-second, 30-second, and 3-minute message levels.
3. Use simple words, concise sentences, and short paragraphs.
4. Describe with concrete nouns and active verbs. Avoid adverbs and adjectives.
5. Relate to the reader with familiar terms, personal pronouns, metaphors, and quotes.
6. Provide multisensory involvement with tactile and audio devices.

## Primary Wayside Exhibits

Primary wayside exhibits developed for the Lincoln Highway Heritage Byway should incorporate the following design elements:

### Supports

The exhibit supports should match the same style as the experience hubs so they are readily identified as part of the byway's family of signs. This includes:

- Vertical base constructed of 3/8"-thick steel. Mount plate constructed with 1/4"-thick steel and installed at a 45-degree angle. Weathering steel rusts with a natural look that blends into the landscape over time. In some areas where rusting is less desirable, a black powder coat can be applied.
- Cut-out of the Iowa Byways logo on the vertical base to unify with existing wayside exhibits.
- Variable cut-out graphics on the top arch based on the theme of the sign. A Lincoln Highway symbol in the middle can be flanked with thematic depictions such as bridges, Model T cars, gas pumps, etc.





Illinois Lincoln Highway Coalition wayside exhibits installed in a historic roadside shelter in Aurora (Schmeeckle Reserve Interpreters design)



## Panels

Exhibit panels should also replicate features of the experience hubs. This includes:

- Replication of colors, font styles, and graphic elements.
- Iowa Byways state logo and Lincoln Highway Heritage Byway logo prominently displayed.
- Website address and QR code to connect visitors to online content.
- Constructed of 1/2"-thick high-pressure laminate (HPL) material, a durable plastic material that allows for full-color, high-quality images and text. They are resistant to graffiti and scratches, and come with a 10-year warranty against fading and delaminating. The panel is attached to the angled steel mount plate with bolts through the back.
- Large enough to be noticeable and easily read, but not too large that they detract from the landscape. A recommended size of 24"-by-36" replicates panels already installed along the byway.

## Unified Design Standards

The following specifications were used when designing the concept panel:

- Header: Red primary, blue and white accent lines
- Title: BrushTip Travis, 160 pt., white
- Sub-title: Cheltenham BT Bold, 68 pt., white
- Drop cap: BrushTip Travis, 150 pt., blue alt.
- Main message: Garrison Sans, 48 pt., black
- Sub-headings: BrushTip Travis, 52 pt., blue alt.
- Secondary messages: Garrison Sans, 32 pt., black
- Image captions: Garrison Sans Italic, 24 pt., black
- Quotes: BrushTip Travis, 42 pt., blue alt.
- Background: Light blue gradient with thematic image
- Tint boxes: White, 80% opacity, 0.25-inch radius feathered edges
- Footer: Blue

**Wayside Exhibit: Concept Design**  
(Fulton-Lyons Bridge)

**"Cross Over Here!"**  
**Fulton-Lyons Bridge**

*"It reaches out its arms of iron over danger's chasms... lays a floor of commerce in midair, and says to citizens of sister states: 'Cross over here.'"*  
— R. G. Cassler indicating the bridge, July 4th, 1891



This circa 1915 postcard shows how the truss bridge made a 90-degree turn as it approached Lyons, where you're standing. Lyons became part of Clinton in 1997.

**T**he Mississippi River was a barrier to western travel. A ferry originally carried supplies and passengers between here and Fulton, across the river. In 1891, the 2,600-foot Fulton-Lyons Bridge opened for horse and buggies. This was selected as the crossing for the Lincoln Highway in 1913, the nation's first transcontinental highway. The bridge was removed in 1975.



1919 U.S. Army Motor Transport Corps Convoy  
A Community Collection





*Clinton and the Highway*

With its ideal location on the river, Clinton grew into a booming lumber town by 1870. By 1900, however, the northern forests were depleted and mills closed. The promise of commerce on the new Lincoln Highway was embraced by the whole community. Clinton residents bought more Lincoln Highway memberships per capita in 1919 than any other city in the country.

*U.S. Army Convoy*

In 1919, a U.S. Army convoy of 80 vehicles and 280 men crossed the country on the Lincoln Highway as a test of national preparedness. On July 22, the trucks crept cautiously from Fulton to Lyons, a few at a time, over the spindly steel bridge with loose planking and protruding spikes. Clinton crowds greeted them for their evening stay with dinner, a dance, and even some machine gun bursts over the river.

© 1919 U.S. Army Motor Transport Corps. Photo by R. G. Cassler. Digitized by the National Historical Geographic Information System.



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



Primary Wayside Exhibit Panel: Concept Design (Fulton-Lyons Bridge)

# "Cross Over Here!"

## Fulton-Lyons Bridge

*"It reaches out its arms of iron over danger's chasms . . . lays a floor of commerce in midair, and says to citizens of sister states: 'Cross over here!'"*

~ R. G. Cousins dedicating the bridge, July 4th, 1891

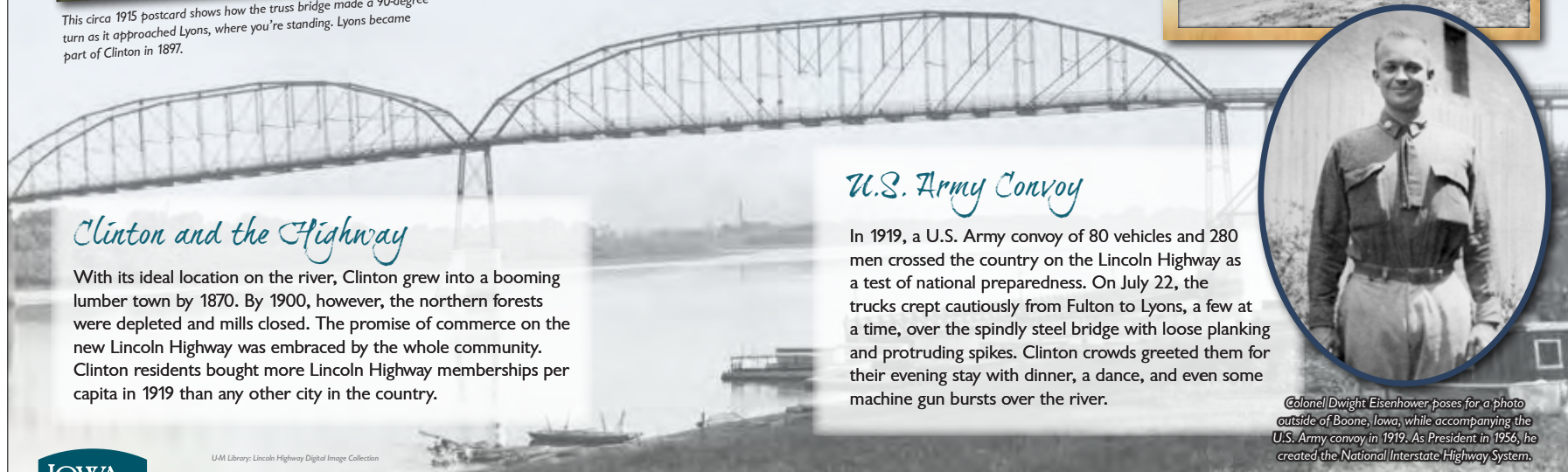


This circa 1915 postcard shows how the truss bridge made a 90-degree turn as it approached Lyons, where you're standing. Lyons became part of Clinton in 1897.

The Mississippi River was a barrier to western travel. A ferry originally carried supplies and passengers between here and Fulton, across the river. In 1891, the 2,600-foot Fulton-Lyons Bridge opened for horse and buggies. This was selected as the crossing for the Lincoln Highway in 1913, the nation's first transcontinental highway. The bridge was removed in 1975.



1919 U.S. Army Motor Transport Corps Convoy  
K.C. Downing Collection



### Clinton and the Highway

With its ideal location on the river, Clinton grew into a booming lumber town by 1870. By 1900, however, the northern forests were depleted and mills closed. The promise of commerce on the new Lincoln Highway was embraced by the whole community. Clinton residents bought more Lincoln Highway memberships per capita in 1919 than any other city in the country.

### U.S. Army Convoy

In 1919, a U.S. Army convoy of 80 vehicles and 280 men crossed the country on the Lincoln Highway as a test of national preparedness. On July 22, the trucks crept cautiously from Fulton to Lyons, a few at a time, over the spindly steel bridge with loose planking and protruding spikes. Clinton crowds greeted them for their evening stay with dinner, a dance, and even some machine gun bursts over the river.



Colonel Dwight Eisenhower poses for a photo outside of Boone, Iowa, while accompanying the U.S. Army convoy in 1919. As President in 1956, he created the National Interstate Highway System.



U-M Library: Lincoln Highway Digital Image Collection

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



36"

24"



## Installation

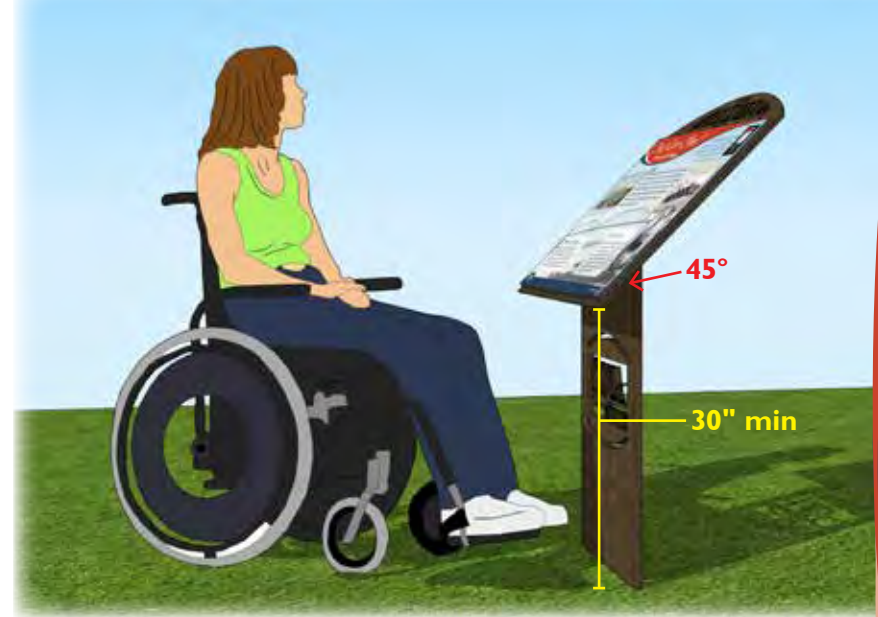
Wayside exhibit panels should be installed at a 45-degree angle to the vertical, which offers the best view to a standing or sitting person. They should be placed high enough above the ground, a minimum of 30 inches at the lowest edge, to allow a person in a wheelchair to get close.

A concrete base is suggested where appropriate to facilitate the installation of the exhibit (can be installed directly to the base surface), maximize accessibility (for people with mobility disabilities), and provide easier maintenance over time (snow removal, vegetation management).

## Multisensory Components

Adding multisensory components to a wayside exhibit increases its attractiveness, makes it accessible to a wider audience, and provides another way for visitors to experience the message. **Push-button audio units** are relatively inexpensive additions that can enhance interpretation. Authentic narration supported by sounds and music of the era can bring the past to life. Durable outdoor buttons, speakers, and amplifiers that read digital files from SD cards can be powered by standard electric lines or solar panels.

**Tactile components**, such as a bas relief bridge or profile of Abraham Lincoln, provide another sensory experience. Passport rubbing stations would be an ideal addition to wayside exhibit panels. See pages 291–292 for recommendations.



This Illinois Route 66 wayside exhibit features an audio push-button of Phil Becker describing the service station he operated for 26 years and a rubbing passport station of a Texaco gas pump





## Secondary Wayside Exhibits

Secondary wayside exhibits are smaller versions of interpretive panels that can complement the larger primary exhibits. With a smaller design, the signs can only tell a single brief message with one or two images. They may be appropriate, for example, along paths or trails where specific resources are being identified. They might also be used at sites where a larger sign would be inappropriate.

Since larger panels are better at attracting attention and provide more design flexibility, it is recommended that primary wayside exhibits be used wherever possible.

### Supports and Panels

The exhibits should be constructed out of the same material and in a similar design as the primary wayside exhibits.

- Supports are constructed out of 3/8"-thick steel that is 15" wide. Instead of a mount plate, the base itself is bent at a 45-degree angle about 30" from the ground for the panel mounting. The Iowa Byways logo cut-out is included in the base.
- Panels are made out of 1/2"-thick high-pressure laminate. They are designed at 11"-by-14" in size.

## Unified Design Standards

The following specifications were used when designing the concept panel:

- Header: Red primary, blue and white accent lines
- Title: BrushTip Travis, 60 pt., white
- Drop cap: BrushTip Travis, 70 pt., blue alt.
- Main message: Garrison Sans, 28 pt., black
- Secondary messages: Garrison Sans, 18 pt., black
- Background: Light blue gradient
- Footer: Blue

## Secondary Wayside Exhibit Panel: Concept Design

*Memorializing the Highway*

LINCOLN  
L  
HIGHWAY  
HERITAGE  
BYWAY

In 1925, the Lincoln Highway was replaced by a series of numbered state highways. As one of its last actions, the Lincoln Highway Association ordered 3,000 concrete markers to memorialize the old route. On September 1, 1928 at 9 a.m., Boy Scouts across the country placed a marker at every mile from New York to San Francisco. A few original markers stand as icons to the famous highway.

The markers were designed by landscape architect Jens Jensen. The 4-foot high pillars feature a bronze medallion of Abraham Lincoln. Each weighs 220 pounds.

Local Boy Scouts installed the markers at locations designated by the Field Secretary of the Lincoln Highway Association.

IOWA  
BYWAYS

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

14"

## Recommended Wayside Exhibit Sites

The best wayside exhibits are site-specific, installed at places where tangible resources or landscapes associated with the Lincoln Highway can be experienced. See Chapter 4: Resources for more detailed descriptions of the following wayside exhibit sites.

### *Clinton County*

#### 1. Fulton-Lyons Bridge Site, Clinton

As part of the proposed interpretive site, tell the story of the 1891 Fulton-Lyons Bridge and the importance of the Mississippi River bridge crossing for determining the Lincoln Highway route. See pages 247–250 for a conceptual design of this exhibit.

#### 2. The Sawmill Museum, Clinton

Recount the sawmill history of Clinton, once the “Lumber Capital of the World,” and its significant location on the Mississippi that serves as the eastern gateway for the Lincoln Highway in Iowa.

#### 3. Smith Brothers’ General Store, Clinton

Reveal the history of the commercial 1874 building and the development of the unique general store that is

now housed in it. A nearby George A. Wyman marker is a link to the first person to cross the country in 1903 using a motor bicycle.

#### 4. Coan Lincoln Highway Memorial, Clinton

Interpret the significance of W. F. Coan, the first Iowa state consul for the Lincoln Highway Association, in his promotion of the Lincoln Highway and the 1925 ceremony of the monument.

#### 5. German Hausbarn Museum, Lincoln Park, DeWitt

Share the history of DeWitt, the story of bringing the 1727 Hausbarn Museum to the city, and the city’s connection to the Lincoln Highway.

#### 6. Grand Mound Community Historical Museum and District

Relate the history of Grand Mound, the 1892 Fire Station and City Hall, the 1915 pumping station and water tower, and the city’s relationship to the Lincoln Highway.

#### 7. Lincoln Highway Bridges, between Calamus and Wheatland

As part of the interpretive site, tell

the story of the three historic bridges that cross the Wapsipinicon River and how the Lincoln Highway alignment changed over time.

### *Cedar County*

#### 8. Lincoln Hotel, Lowden

Interpret the history of the 1915 Lincoln Hotel and the evolution of lodging along the Lincoln Highway.

#### 9. Downtown Memorial Park/LH Marker, Clarence

Describe the history of Clarence, its relationship to the Lincoln Highway, and the significance of the Lincoln Highway markers.

#### 10. Bubba’s Sports Bar & Grill, Mechanicsville

Share the history of Mechanicsville and the story of Alice Ramsey, the first woman to drive across America in 1909, who got stuck in Mechanicsville during a storm and ate at a restaurant.

### *Linn County*

#### 11. Lisbon History and Culture Center

An existing wall-mounted panel (Kiosk #1) introduces the Lincoln

Highway. See page 199 for details. When it deteriorates, redevelop the sign with the unified wayside exhibit design standards. Relate the history of Lisbon and its relationship to the Lincoln Highway.

**12. Mount Vernon-Lisbon Visitor Center in Memorial Park/LH Marker**

Recount the history of Mount Vernon, its relationship to the Lincoln Highway, and the significance of the Lincoln Highway markers.

**13. Lincoln Highway Brick Pavement and Bridge, Mount Vernon**

An existing sign (Kiosk #2) describes the Lincoln Highway as a Highway of Main Streets. See page 199 for details. As part of the proposed interpretive site, the current kiosk can be replaced by a unified byway wayside exhibit when it deteriorates in the future. Reveal the history of the 1910 bridge over the railroad tracks, the original brick paving, and the alignment of the road over time.

**14. Abbe Creek School/LH Marker, northwest of Mount Vernon**

An existing sign (Kiosk #3) describes “Seedling Miles.” See page 199 for details. When it deteriorates in

the future, replace the kiosk with a unified byway wayside exhibit. Interpret the history of the Abbe Creek School, the importance of rural education in Iowa, and the significance of Lincoln Highway markers.

**15. Seedling Mile Interpretive Site, northwest of Mount Vernon**

As part of the proposed interpretive site, relate the story of the 1919 Seedling Mile construction and its significance to the Lincoln Highway and state.

**16. Lighthouse Inn, Cedar Rapids**

Interpret the history of the Lighthouse Inn, its famous connection to the Prohibition era, and the evolution of eateries along the early highway.

**17. Lincoln Heights, Cedar Rapids**

An existing sign (Kiosk #6) interprets historic accommodations on the Lincoln Highway. See page 199 for details. When it deteriorates in the future, replace the kiosk with a unified byway wayside exhibit. Depict the history of the bridge abutments and the Mount Vernon “shortcut” before it became the official Lincoln Highway.

**18. Squaw Creek Park, Marion**

An existing sign (Kiosk #4) describes engineering feats of the Lincoln Highway. When it deteriorates in the future, replace the kiosk with a unified byway wayside exhibit. Recount the history of the 1926 bridge and the Lincoln Highway reroute.

**19. Thomas Park, Marion**

An existing sign (Kiosk #5) interprets the Lincoln Highway through Marion. When it deteriorates in the future, replace the kiosk with a unified byway wayside exhibit. Describe the history of Thomas Park serving as a free tourist campground for Lincoln Highway travelers in 1921.

**20. Cedar Rapids Fire Department/ Automobile Row Historic District**

Two wayside exhibits currently stand here, interpreting the Lincoln Highway through Cedar Rapids and its influence on the historic Automobile Row. When the exhibits deteriorate in the future, replace them with unified byway wayside exhibits. Located in the historic district, the Hall Bicycle Company and its relation to George A. Wyman would personalize the story.

**21. Haskell Park, Cedar Rapids**

An existing sign (Kiosk #7) tells the story of promoting the highway. When it deteriorates in the future, replace the kiosk with a unified byway wayside exhibit. Tell the story of Willis Haskell and his strong support of the Lincoln Highway.

**22. State Patrol Station, Cedar Rapids**

An existing sign (Kiosk #8) interprets automobile accidents and policing the highways. When it deteriorates in the future, replace the kiosk with a unified byway wayside exhibit. Recount the story of patrolling the Lincoln Highway over time. A push-button audio unit could include the sounds of antique sirens and an interview with a highway officer.

**23. Ced-Rel Supper Club, Cedar Rapids**

Share the history of this 1900s gas station and diner, its connection to Prohibition Era gangsters, and the evolution of highway eateries.

***Benton County*****24. Youngville Café Interpretive Site, Watkins**

As part of the proposed interpretive site, interpret the history of the 1931

café, the efforts to restore it, and the evolution of eateries along the Lincoln Highway. A push-button audio device could include a first-person account of a waitress with the busy sounds of a working diner—dishes clanking, calling out orders, customers talking.

**25. Belle Plaine City Hall Green Space**

A green area in front of the Belle Plaine City Hall provides a good view of three primary Lincoln Highway historic sites: the 1914 **Sankot Motor Company Garage**, the 1928 **Lincoln Café**, and the 1900 **Herring Hotel**. One or more wayside exhibits can relate the story of these roadside businesses and their significance on the Lincoln Highway.

**26. Preston's Station, Belle Plaine**

As part of the proposed interpretive site, tell the story of George Preston and his famous 1928 gas station decorated with road signs. A push-button audio device could feature a clip of George's interview with Johnny Carson in 1990.

**27. Beautiful Plains Prairie Park, Belle Plaine**

An existing vertical sign introduces the Lincoln Highway. When it

deteriorates in the future, replace it with a unified byway wayside exhibit. Interpret the significance of the Lincoln Highway's route through Belle Plaine.

***Tama County*****28. Otter Creek Bridge, Chelsea**

Share the history of the 1929 bridge, the efforts to preserve portions of the bridge in the reconstruction, and the community's struggle with flooding.

**29. King Tower Café, Tama**

Interpret the history of the 1937 café and how it was the epitome of modern conveniences for travelers.

**30. Lincoln Highway Bridge, Tama**

As part of the proposed interpretive site at the park, share the history of the 1915 bridge and the community's effort to promote the highway.

**31. Powwow Grounds, Meskwaki Settlement** *(potential partner with Iowa Valley Scenic Byway)*

Interpret the annual Meskwaki Powwow, started in 1912, and the importance of the Lincoln Highway as a conduit for travelers. This land is also part of the original 80 acres

purchased to create the Settlement, unique in American history.

**32. Meskwaki Stone House, Meskwaki Settlement** (*potential partner with Iowa Valley Scenic Byway*)

As part of the proposed interpretive site, share the story of the stone house built in 1941 by the Civilian Conservation Corps Indian Division and its connection to the Lincoln Highway. Another wayside exhibit can be installed near the river where an old bridge abutment can be seen.

**33. Iowa River Floodplain, Meskwaki Settlement** (*potential partner with Iowa Valley Scenic Byway*)

As part of a proposed viewing platform, panels can reveal the challenge of building the Lincoln Highway through the Iowa River floodplain and the Meskwaki perspective on the significance of wildlife species such as bald eagles, beaver, muskrat, mink, and turtles.

**34. Montour Hill, Montour** (*potential partner with Iowa Valley Scenic Byway*)

A wayside exhibit will be installed in the Maple Hill/Montour Cemetery that shares the significance of Henry C. Ostermann and his fatal car crash

on the hill leading into Montour. If an overlook is developed in the future, another panel can interpret the Iowa Valley landscape.

## **Marshall County**

**35. Shady Oaks Campground, between LeGrand and Marshalltown**

Describe the history of Iowa's oldest cabin camp, the restored 1925 cabin, and the evolution of campgrounds along the Lincoln Highway.

**36. Marshalltown Downtown Historic District**

Located on the Marshall County Courthouse lawn, a wayside exhibit would provide views of the historic district. Interpret the history of Marshalltown and its relationship to the highway.

**37. State Center Commercial Historic District**

Locate a wayside exhibit near Watson's Grocery Store Museum that would reveal the history of State Center and its relationship to the Lincoln Highway.

## **Story County**

**38. Colo Bogs Wildlife Management Area, between State Center and Colo**

Relate the challenges of early Lincoln Highway travelers driving through the open water and mud of the "Colo Ponds," and the draining of wetlands to enhance transportation and farming. Excellent photos from the 1920s bring the scene to life.

**39. Reed-Niland Corner, Colo**

Several metal signs on concrete posts serve as a self-guided tour of the site. As they deteriorate in the future, replace the signs with several unified byway wayside exhibits. These can incorporate historic photos to personalize the experience. Interpret the history and evolution of the diner, gas station, motel, and the Jefferson Highway.

**40. Harrington Park/LH Marker, Nevada**

A wayside exhibit located adjacent to the Lincoln Highway marker can share the history of Nevada and its relationship to the Lincoln Highway. The story of the Confederate Cannon that continued to claim lives in two unrelated accidents connects to strong intangible meanings.

**41. Hotel Sheldon Munn, Ames**

Interpret the history of the hotel, one of the finest in the Midwest when built in 1916, along with the Lincoln Highway through Ames. This could be located in connection with art pieces that decorate the intersection corners of Main St. and Kellogg Ave.

**42. Iowa State University, Ames**

Reveal the history of the university and the importance of the Lincoln Highway when it was designated adjacent to campus in 1913. Locating this exhibit is a challenge due to limited parking—the green space next to Lincoln Way on the south side of Lake LaVerne is a potential option.

***Boone County*****43. Lincoln Highway Corner Post Marker, Boone**

Describe the history of this 1914 corner post marker and the importance of the highway to farmers.

**44. Boone History Center/LH Marker, Boone**

Interpret the history of Boone, its relationship to the Lincoln Highway, and the significance of Lincoln Highway Markers.

**45. Mamie Doud Eisenhower Birthplace, Boone**

Located near the Mamie Doud Eisenhower house, this exhibit can reveal the history of the 1919 U.S. army convoy that traveled across the country on the Lincoln Highway. A young Dwight Eisenhower was part of the convoy, and this experience may have inspired the national Interstate Highway System.

**46. Ogden Pocket Park; Footprints in Concrete**

An existing byway wayside exhibit describes footprints made in the 1929 Lincoln Highway concrete. See pages 194–198 for details.

**47. Lincoln Prairie Park, Ogden**

An existing byway wayside exhibit interprets prairies. See pages 194–198 for details. As part of the proposed interpretive site development, other wayside exhibits can interpret the Lincoln Highway through Ogden and the challenge of building roads through the muddy prairie soils.

**48. Marsh Rainbow Arch Bridge, North of Beaver**

Relate the history of the 1919 bridge, the second alignment of the Lincoln

Highway (moved just one year after it was designated in 1913), and the story of James Marsh as a bridge engineer.

***Greene County*****49. “L” Bridge over Little Beaver Creek, between Beaver and Grand Junction**

Describe the history of the 1915 bridge and how road engineers memorialized the Lincoln Highway, such as casting an “L” in the bridge wing wall.

**50. Lincoln Highway Interpretive Site at Lions Club Tree Park, Grand Junction**

Several wayside exhibits already exist at this site, including:

- A vertical panel that interprets westward movement in the U.S.
- A vertical panel that introduces the Lincoln Highway
- A wayside exhibit that explains the “Decade Markers” sculpture
- A reading rail titled “Out of the Mud!” that interprets Iowa’s progression toward good roads.
- A reading rail that focuses on infrastructure and the evolution of highways at the overlook of three bridges



- A byway wayside exhibit that focuses on the West Beaver Creek watershed
- Two byway wayside exhibits that interpret railroad history

As these panels deteriorate over time, they can be replaced with the unified designs presented in this plan.

#### **51. Milo's Mobil Station, Grand Junction**

Share the history of this historic DX station and the evolution of gas stations along the Lincoln Highway.

#### **52. Lincoln Highway Museum, Grand Junction**

Present the history of the 1898 Watts Bank building, the Lincoln Highway through Grand Junction, and the re-formation of the Lincoln Highway Association in 1992.

#### **53. Lincoln Highway Garden, Grand Junction**

An existing byway wayside exhibit interprets the whimsical garden. See pages 194–198 for details.

#### **54. Greene County Freedom Rock, Jefferson**

The Greene County Freedom Rock features the 1919 U.S. Army convoy

that traveled the Lincoln Highway. Interpret the history of the convoy and its travel through Jefferson.

#### **55. Deep Rock Station, Jefferson**

An existing byway wayside exhibit describes the history of the station. See pages 194–198 for details. As part of the proposed interpretive site development, additional signage and artifacts reflecting the Lincoln Highway in Jefferson can be included inside the building, viewable through windows. A push-button audio unit can feature the voice of a friendly service attendant describing the station along with sound effects.

#### **56. President Abraham Lincoln Statue/ Greene County Courthouse, Jefferson**

Interpret the history of the 1918 statue that was gifted to Jefferson to honor the Lincoln Highway and the city's early support for paving the road through town.

#### **57. Mahanay Memorial Carillon Tower observation deck, Jefferson**

Panels installed in the 120-foot high observation deck would describe the Lincoln Highway through Jefferson, visible for many miles both east and west, and the visible landmarks.

#### **58. Eureka Arch Bridge overlook, between Jefferson and Scranton**

As part of a proposed overlook, a wayside exhibit can interpret the construction of the 1913 Eureka bridge over North Raccoon River, one of the first designed by the Iowa State Highway Commission, and its importance for the routing of the Lincoln Highway. Another panel can tell the story of Danger Hill, the challenges that drivers had on the steep slope, and the engineering feat that finally reduced its slope.

#### **59. Scranton Water Tower**

An existing byway wayside exhibit describes the history of Iowa's oldest functioning water tower built in 1897. See pages 194–198 for details.

#### **60. J. E. Moss Lincoln Monuments, between Scranton and Ralston**

A byway wayside exhibit will be installed here that interprets the history of J. E. Moss and the monuments. See pages 194–198 for details.

#### **61. Skewed Bridge over Otter Creek, Ralston**

Relate the history of the 1924 bridge and how it was skewed to match

the angled stream flowing under the road.

### ***Carroll County***

#### **62. Gregory Lincoln Highway Monuments, Ralston**

Interpret the history of the concrete monuments that mark the corners of Gregory's farm field and the importance of the highway to farmers.

#### **63. Carroll County Historical Museum/LH Marker, Carroll**

Green space at the corners of the 1905 Carnegie Library would be a good location for a wayside exhibit. Reveal the history of the Lincoln Highway in Carroll and the significance of Lincoln Highway markers.

#### **64. Wittrock Motor Company/Santa Maria Winery, Carroll**

Tell the story of W. A. Swaney, the first Lincoln Highway consul for Carroll County, who opened the Swaney Auto Company, Ford assembly plant, and Ford dealership in 1913. This evolved into a Chrysler dealership and double canopy service station by the 1930s.

#### **65. Chicago & North Western Railroad Depot and Park, Carroll**

As part of the proposed interpretive site, interpret the history of the 1896 depot and the importance of the Chicago & North Western Railroad in determining the Lincoln Highway route in Iowa.

#### **66. Missouri and Mississippi River Divide, Arcadia**

A monument to the divide currently exists on a pull-out along Highway 30, but the byway travels on Highway E35 to the south. A wayside exhibit installed along the byway could interpret the divide and the origin of names such as "Tip Top" (original name of Arcadia) and "Westside."

### ***Crawford County***

#### **67. Eugene Kock Memorial Park, Westside**

An existing byway wayside exhibit describes the history of the Westside community. See pages 194–198 for details.

#### **68. Standard Station, Vail**

Describe the history of the 1929 gas station and the Lincoln Highway through Vail. If the station is opened

as a passive tourist center in the future, wall panels can be developed that feature historic photos of Vail.

#### **69. Cronk's Café/Park Motel, Denison**

As part of the proposed interpretive site, wayside exhibits can interpret the history of these two businesses that served and continue to serve Lincoln Highway travelers. Interpret the evolution of roadside businesses.

#### **70. Dow City Park**

Relate the history of the highway in Dow City, the park as a free campground for travelers, and the importance of campgrounds along the old road.

### ***Harrison County***

#### **71. Dunlap Downtown Historic District/LH Marker**

Reveal the significance of the Lincoln Highway in Dunlap, the history of the unique buildings, and the legacy of Lincoln Highway markers.

#### **72. Zell Millard Historic Preservation Park Interpretive Site, Woodbine**

As part of the proposed interpretive site, share the history of the 1921 brick-paved route, the largest

portion of original Lincoln Highway remaining in Iowa, and the roadside services that sprung up to serve travelers.

### **73. Stair-Step Highway between Woodbine and Logan**

This original route of the Lincoln Highway follows the east-west survey grid of section lines, creating sharp right-angle corners. A wayside exhibit installed off of Highway 30 (main byway route) would tell the story of the “stair-step” pattern.

### **74. Logan City Park/LH Marker, Logan**

Interpret the history of the Lincoln Highway in Logan and the legacy of Lincoln Highway markers.

### **75. Harrison County Historical Village and Welcome Center Interpretive Site, Missouri Valley**

This site has several existing interpretive opportunities:

- One large wayside exhibit interprets the Lincoln Highway. When it deteriorates in the future, replace it with a unified byway design and connect it specifically to Harrison County.
- Five vertical panels with QR

codes feature the topics of road evolution, service stations, lodging, advertising, and Lincoln Highway markers. To maximize the audience reach, replace them with unified byway wayside exhibits that include active text and historic images. The QR codes can still be incorporated into the panel designs.

- As part of the Lincoln Highway overlook, add wayside exhibits that interpret the Boyer River valley and how the Lincoln Highway parallels the river and railroad.

### **76. Union Pacific Caboose, Missouri Valley**

On the Lincoln Highway loop that heads to the Blair, Nebraska bridge, a yellow caboose stands in a small park along the road welcoming visitors to the city. Relate the history of Missouri Valley as an important railroad town and its relationship to the highway.

## ***Pottawattamie County***

### **77. Honey Creek Hill/Hitchcock Nature Center**

An existing wayside exhibit interprets the abandoned section of highway that once was a challenging climb up Honey Creek Hill. When it

deteriorates in the future, replace it with a unified byway design.

### **78. Old Lincoln Highway Veterans Monument, Crescent**

Interpret the history of Crescent, the Mormon founders, and the community’s connection to the Lincoln Highway.

### **79. Bayliss Park, Council Bluffs**

This staging area for several Council Bluffs attractions is a good opportunity to introduce residents and visitors to the Lincoln Highway. Share the history of Council Bluffs as the gateway to the west and its relationship with the Lincoln Highway.

### **80. Tom Hanafan River’s Edge Park, Council Bluffs**

As part of the proposed interpretive site, wayside exhibits would interpret the history of Council Bluffs as the gateway to the west and the story of the 1888 Ak-Sar-Ben Bridge that carried Lincoln Highway traffic over the Missouri River from 1913–1930. Visitors would be encouraged to walk over the Bob Kerrey Pedestrian Bridge to see the east pier of the old bridge.

Courtesy of Illinois Lincoln Highway Coalition



A Lincoln Highway exhibit in the Phillips Park Visitor Center in Aurora, Illinois includes a computer station for trip planning

## WELCOME/VISITOR CENTER EXHIBITS

Visitor information centers are important sites to display and share byway information. In addition to brochures and booklets, a touch-screen computer and associated exhibit can catch the attention of travelers and help them plan trips to byway attractions.

A few staffed welcome centers currently exist along the byway, including the Mount Vernon-Lisbon Visitor Center, the Jefferson Welcome Center, and the Harrison County Iowa Welcome Center in Missouri Valley. Niland's Café, part of Reed-Niland Corner in Colo, also essentially serves as a welcome center and museum with regular hours. These are ideal locations for an interior exhibit featuring the byway in an interactive format.

Other locations are less desirable due to limited hours and accessibility. However, places such as the Belle Plaine Area Museum, the Iowa Lincoln Highway Museum in Grand Junction, the Lisbon History and Culture Center, the Carroll County Museum, and others could serve as byway information centers in the future if they were marketed as such.

The purpose of the byway exhibit is to make visitors aware of the byway and its attractions, while facilitating impromptu planning. The exhibit also introduces the "byway brand" through its logo and characteristic fonts and colors.

### Design Recommendations

The exhibit will be designed small enough to fit inside welcome centers where space is limited, yet large enough to attract attention.

- The exhibit is topped with sculptural metalwork similar to the experience hub kiosks.
- A large map of the byway placed below the color header introduces the byway and its main attractions. The map panel will provide a short summary of the byway and show a "you are here" symbol. Iconic photos of landscapes and attractions encourage further discovery.
- A rack installed next to the map holds byway brochures and travel guide booklets.
- Two replica 1928 Lincoln Highway markers attached to the wall add an artistic element to the display.

## Byway Visitor Center Exhibit: Concept Design

- A durable touch-screen computer housing provides digital information about the byway. For a unique perspective, the byway route can be placed over an air photo, and users can press arrows to fly over the landscape and discover more about each attraction as it appears.

A touch-screen computer is an ideal tool for an interior byway exhibit because:

- They take up little space in already crowded information centers.
- They are a durable, widely used technology.
- Information is presented with icons and symbols that are more universally understood than words.
- They are easy to use—reaching out and touching symbols on a screen comes naturally to many people.
- Visitors are empowered to seek their own information rather than asking staff who may be busy or simply are not informed about the entire byway.
- Information can be updated easily.





*The existing Iowa Lincoln Highway traveling exhibit consists of two sides with 24 sign panels*



*Illinois Lincoln Highway traveling exhibit (Schmeckle Reserve Interpreters design)*

## TRAVELING EXHIBIT

A visually dramatic portable exhibit can be designed to capture the attention of casual observers who are passing by in public places such as festivals, libraries, shopping malls, or museums. It is intended to quickly interest the public in the exciting possibilities that can be discovered on today's byway.

The Iowa Lincoln Highway already has some good three-panel folding exhibits that feature interchangeable signs with regional historical photos and text. They are well designed and constructed, but as the new unified Lincoln Highway design standards and brand are introduced, it would be most effective to incorporate the same design elements into a traveling exhibit.

### Design Recommendations

The traveling exhibit should convey the 1920s era of significance, while being unified with other byway media. The exhibit should appear exciting, important, and visually simple to understand.

The exhibit needs to be modular, easy to assemble and take down, and transportable in a car. Lightweight

materials, such as foam PVC or UltraBoard, are essential for easy transportation and setup. It should be designed so that key panels can stand alone in small rooms where the entire exhibit might not fit. Because it is modular, separate panels can be set up in several locations at the same time.

A series of interlocking modular panels can present the basic stories of the Lincoln Highway. Gold anodized aluminum supports hold up the panels and give the exhibit a vintage look. Panels will be designed similar to experience hubs with red, white, and blue sweeping headers, standardized colors and text, and byway logos. A dramatic blend of enlarged historic and modern photos will appeal to a wide range of audiences. An arch on top of each panel with a thematic graphic icon adds elegance.

### Panel Topics

Some of the possible topics and themes presented on the panels might include:

- An introduction to the Lincoln Highway: the origins of America's first coast-to-coast improved highway

- An introduction to Iowa’s Lincoln Highway Heritage Byway: a map of the byway and photos of attractions
- Popular culture and the Lincoln Highway: how the road inspired music, radio shows, and movies
- Record setters of the road: Alice Ramsey, the first woman to drive across the country, or speed setters like L. B. Miller
- How the road changed the face of American towns: from livery stables to corner gas stations, campgrounds, motels, and assorted roadside businesses
- U.S. Army Convoy: photos and local stories about the 1919 convoy on the Lincoln Highway as it passed through Iowa
- True Iowa examples of the early road: “gumbo” mud, high bridges over the Mississippi and Missouri, diversity of concrete bridge designs, and gas stations in rural towns
- “Grand Finale:” decommissioning of the memorial highway, the

disbanding of the Lincoln Highway Association, and the ceremonial placement of the concrete markers in 1928

### Hands-on Exhibit Components

Creative exhibit components can be added to encourage involvement. A lightweight replica of a 1928 Lincoln

Highway marker invites touch. An old radio entices visitors to turn the crank and listen to a short clip from the *Lincoln Highway* radio show. Life-size human cutouts, such as a gas station attendant or a state patrolman, are photo ops. A car can be pulled down a “timeline road” to reveal fun facts about the evolution of the Lincoln Highway in a window.



# Lincoln Highway

America's First Coast-to-Coast Road



The Lincoln Highway was America's first transcontinental improved road, designated in 1913 from New York to San Francisco. Early car travel was an adventure over steep hills and muddy roads. Automobile pioneers realized their dream of a coast-to-coast highway that would provide Americans the freedom to travel. Named after Abraham Lincoln, the road would unite the country.



*"A road across the United States! Let's build it before we're too old to enjoy it!"*

-Carl G. Fisher, promoter and founder of the Lincoln Highway, 1912



1916 Map of the Lincoln Highway



Henry Joy, president of the Packard Motor Car Company and Lincoln Highway supporter, stopped to chat with locals near Ames in 1915.

LHM Library Digital Collections  
David Highway Digital Image Collection



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



## Traveling Exhibit: Lincoln Highway Introductory Panel Concept

A visually dramatic introductory panel interprets the beginnings of the Lincoln Highway. The focal point image shows the conditions of the road near Ames in 1915, conveying the challenges of early travel without any words needed.



## Traveling Exhibit:

### Popular Culture and the Lincoln Highway Panel Concept

A panel featuring the Lincoln Highway's influence on popular culture has broad appeal. A QR code at the bottom encourages viewers to watch a clip of Mickey Rooney singing "God's Country" in the 1939 film *Babes in Arms*. An associated vintage radio entices readers to turn a crank and listen to a clip from the *Lincoln Highway* radio show. The crank provides power, which eliminates the need for electric cords.



# Popular Culture and the Lincoln Highway

## *A Road of Stars*

The Lincoln Highway was romanticized as the "Main Street of America" in the 1930s and 40s. Pop culture captured the romance of the road through songs, movies, and radio shows. The Lincoln Highway was a symbol of the true American experience.

### *At the Movies*

The Lincoln Highway was immortalized in the 1939 musical-comedy film *Babes in Arms*, which starred Judy Garland and Mickey Rooney. The finale song called "God's Country" paid homage to the famous road.



### *On the Radio*

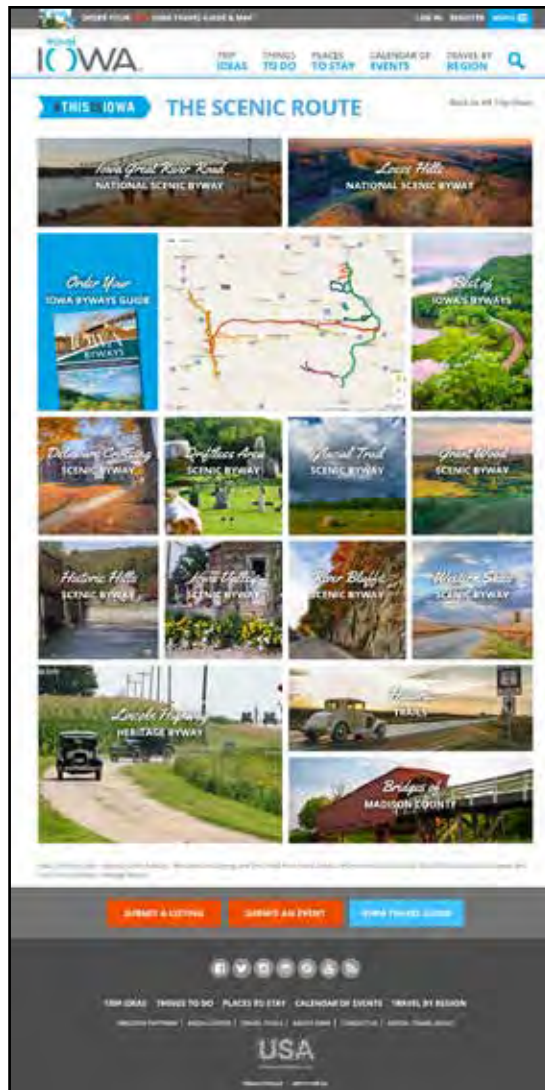
The *Lincoln Highway* was a popular NBC radio drama show that aired on 80 stations from 1940 to 1942. It used the Lincoln Highway as a backdrop, "...where lives cross on America's most famous highway." It featured Hollywood celebrities like Lucille Ball, Vincent Price, Rita Hayworth, and most screen stars of the era.



Scan this code to watch a clip of Mickey Rooney singing "God's Country."

Turn the crank on the radio to listen to a clip of the *Lincoln Highway* radio show





Iowa Byways, including the Lincoln Highway, are featured as part of the Travel Iowa website

## ONLINE MEDIA

Since most travelers today use online resources for planning trips, a strong, well-developed online presence is imperative for sharing information and interpretive messages about the Lincoln Highway Heritage Byway

### Lincoln Highway Heritage Byway Website

The Lincoln Highway Heritage Byway has an online presence through three different websites:

- **Travel Iowa website** ([www.traveliowa.com/trails/lincoln-highway-heritage-byway/9/](http://www.traveliowa.com/trails/lincoln-highway-heritage-byway/9/)). This is operated by the state tourism office.
- **Iowa Lincoln Highway Association website** ([www.iowalincolnhighway.org](http://www.iowalincolnhighway.org)). This is operated by the nonprofit organization created to support the Lincoln Highway in the state.
- **Prairie Rivers of Iowa website** ([www.prrcd.org/lincoln-highway-heritage-byway](http://www.prrcd.org/lincoln-highway-heritage-byway)). This is maintained by the RC&D responsible for managing the Lincoln Highway.

Each of the existing websites has its own strengths. The Travel Iowa website has a clean design that is unified with the other byways. It features a video, colorful photographs, and links to attractions in the Travel Iowa database that are regularly updated. The Iowa Lincoln Highway Association website includes a comprehensive description of the counties, communities, and resources that the byway travels through in the state, an essential resource for Lincoln Highway travelers. The Prairie Rivers of Iowa website includes informational brochures that describe the resources travelers can experience.

From a traveler's perspective, it can be challenging to navigate through three different websites to find information. The Prairie Rivers of Iowa and Iowa Lincoln Highway Association websites need to maintain their organizational identities. However, developing a strong, unified traveler portal with the Travel Iowa website would be ideal. The website would then link to the other organizations.

ORDER YOUR TRAVEL GUIDE & MAP MY LOG IN INDUSTRY MENU

travel IOWA

TRIP IDEAS THINGS TO DO PLACES TO STAY CALENDAR OF EVENTS TRAVEL BY REGION


## Lincoln Highway Heritage Byway

ADD TO MY



www.prrcd.org/lincoln-highway-heritage-byway/

jjemmon@prcd.org

515.232.0043



DOWNLOADS

Amey  
Arcadia  
Arenas  
Beaver  
Belle Plaine  
Boone  
Calamus  
Carnil  
Cedar Rapids  
Chelsea  
Clarno  
Clinton  
Colo  
Council Bluffs  
Crescent  
Denison  
DeWitt  
Dow City  
Dunlap  
Gladwin

Established in 1933, the Lincoln Highway transformed automobile travel in the United States. As the first coast-to-coast improved highway, the Lincoln Highway demonstrated the power of good roads for transportation and commerce. Travel became a new kind of adventure instead of a difficult journey. The Highway provided travelers with a safer and easier way to explore the nation.

In Iowa, the route travels from Cedar on the Mississippi River to Council Bluffs on the Missouri River. When the Highway route was discontinued, it followed the Union Pacific Railroad and connects the Main Streets of the 43 communities it travels through.

Brochures and information can be obtained along the route at the Spawill Museum (Clinton), Reed-Noland Corner (Colo), Amey Convention and Visitor Bureau (Arenas), Greene County Lincoln Highway Museum (Grand Junction) and the Harrison County Historical Village and Welcome Center (Missouri Valley).

Iowa Lincoln Highway Association

Home Learn More Membership Events Newsletters Counties Contact Shop Lincoln Merchandise Preferred Businesses



Travel

Traveling the Lincoln Highway is a true adventure. With over 2,000 miles of scenic views and historic landmarks, the byway offers a unique experience.

PRairie Rivers ABOUT PROGRAMS FIELD DAYS CONSERVATION CONNECTION BLOG DONATE

## LINCOLN HIGHWAY HERITAGE BYWAY

NAVIGATION MENU

- Lincoln Highway Heritage Byway Home
- About the Byway
- Lincoln Highway Heritage Byway Advisory Board
- Lincoln Highway History
- Byway Locations
- Top Events
- Byway Management
- Lincoln Highway Heritage Byway Service Management Plan

LINCOLN HIGHWAY CONTACT



Jan Germain

The LINCOLN HIGHWAY HERITAGE BYWAY program is a community-driven, statewide initiative to "tell the story of the places and people of the byway."

- We work to improve the quality of life for Iowans in Lincoln Highway communities, as well as to enhance the experience for travelers along the byway.
- We are committed to the conservation, preservation and responsible use of all of the byway's natural, historical, cultural and community resources.
- We strive to strengthen the economic vitality of Lincoln Highway communities by building on local assets and sharing them with others across the state and country.

The Lincoln Highway Heritage Byway is Iowa's longest and most historic byway. Stretching across the state, the byway travels more than 450 miles of history, recreation and welcoming Iowa communities.

The Lincoln Highway was the first improved highway across the United States. Learn more about the byway and its history. Find out about attractions and events along the byway with our [Lincoln Highway Guide](#), learn about our programs and get information about all of [Iowa's Byways](#).

Traveling on the byway, you'll experience rural landscapes and urban vitality, original landmarks like service stations and road markers from the early days of the Lincoln Highway, as well as the wide range of Iowa's unique landscapes. Based on the historical routes of the Lincoln Highway, the byway



Each of the Iowa Lincoln Highway websites offers something unique for viewers. The current websites, however, lack cohesive design that is consistent with byway branding.

The existing Travel Iowa—Lincoln Highway Heritage Byway website does have some limitations:

- It does not replicate the unified design standards established for the byways program that would give it a sense of identity (official byway logo, curving lines, font styles).
- It does not link to byway-specific social media sites, such as Facebook.
- It does not describe byway-specific travel options, such as thematic itineraries.
- It does not include links to important byway publications, such as the travel brochures.

In conjunction with Iowa’s other byways, the Lincoln Highway Heritage Byway should consider redesigning its online presence by updating this traveler portal. This would enhance the user experience and create opportunities to interpret the cultural and natural stories of the byway, using the overall theme and sub-themes in this master plan.

### Website Design Recommendations

The **website design** should be updated to encourage discovery and reflect the unified design standards recommended in this plan. This would include:

- Unified font styles, colors, and graphic elements (like the curved header) that reinforce the visual identity of all byway media.
- Dramatic and engaging photographs of byway scenery and attractions.
- Banner images on the home page that change every few seconds to showcase the variety of byway resources during the seasons.
- Links to byway-specific social media options, such as Facebook, Twitter, YouTube, and Instagram, on each page to encourage sharing and interaction.
- Contact information on every page so visitors can ask questions.
- Other byway media, such as on-site experience hubs, wayside exhibits, audio tour sites, and brochures, to encourage further investigation.
- Responsive layout and design for viewing on smartphones and other mobile devices.

# Lincoln Highway Heritage Byway Website: Concept Design



Clear and obvious navigation categories link to the most important pages.

Dramatic, focal-point banner images change every few seconds to show different areas and seasons. Active phrases interpret the byway.

Logo, font styles, colors, and curved header replicate style of other media.

Snapshot images are informal and connect visitors to interpretive messages.

Upcoming events section highlights byway and community events.

Provide easy access to other types of digital media.

Other printed media should be downloadable.

Contact information and social media icons displayed on every page.



The Lincoln Highway Heritage Byway website should accommodate the smaller screens of mobile devices. The messages and photos are reduced to a single column. The navigation menu is accessible via the white lines in the upper left of the header, which is familiar to smartphone users.

## Website Navigation Recommendations

The website navigation should be specific to the Lincoln Highway Heritage Byway and include links to pages that are most important to visitors planning their trip. Main navigation links include:

- **About**
  - **Overview of Byway**
  - **Lincoln Highway History**
  - **Heritage Byway History**
  - **Iowa Lincoln Highway Association**
  - **Byway Advisory Board**
  - **Contact Information**
- **Explore the Byway**
  - **Interactive Map**
  - **Counties and Communities:** Include interpretation for each county and community
  - **Core Lincoln Highway Attractions:** Include interpretation for each attraction; allow users to add them to a custom itinerary
  - **Historic Attractions**
  - **Cultural Attractions**
  - **Natural and Recreational Attractions**
- **Plan Your Trip**
  - **Interactive Map:** Different icons show the location of attractions along the byway—when a user clicks on an icon, they see a concise description and photo of the attraction, with a link to a more detailed description—these can be added to a custom itinerary
  - **User Itinerary:** Based on selections from map or attractions
  - **Suggested Itineraries:** Based on length of time and interests
  - **Publications:** Include downloadable brochures, booklets, and maps
- **Events**
  - **Calendar of Events:** Can be updated by byway communities
  - **Blog/News:** Keep this updated to show that the byway is actively supported
- **Gallery**
  - Links to various photo albums and videos showcasing the byway's communities and attractions by category.

## Social Media

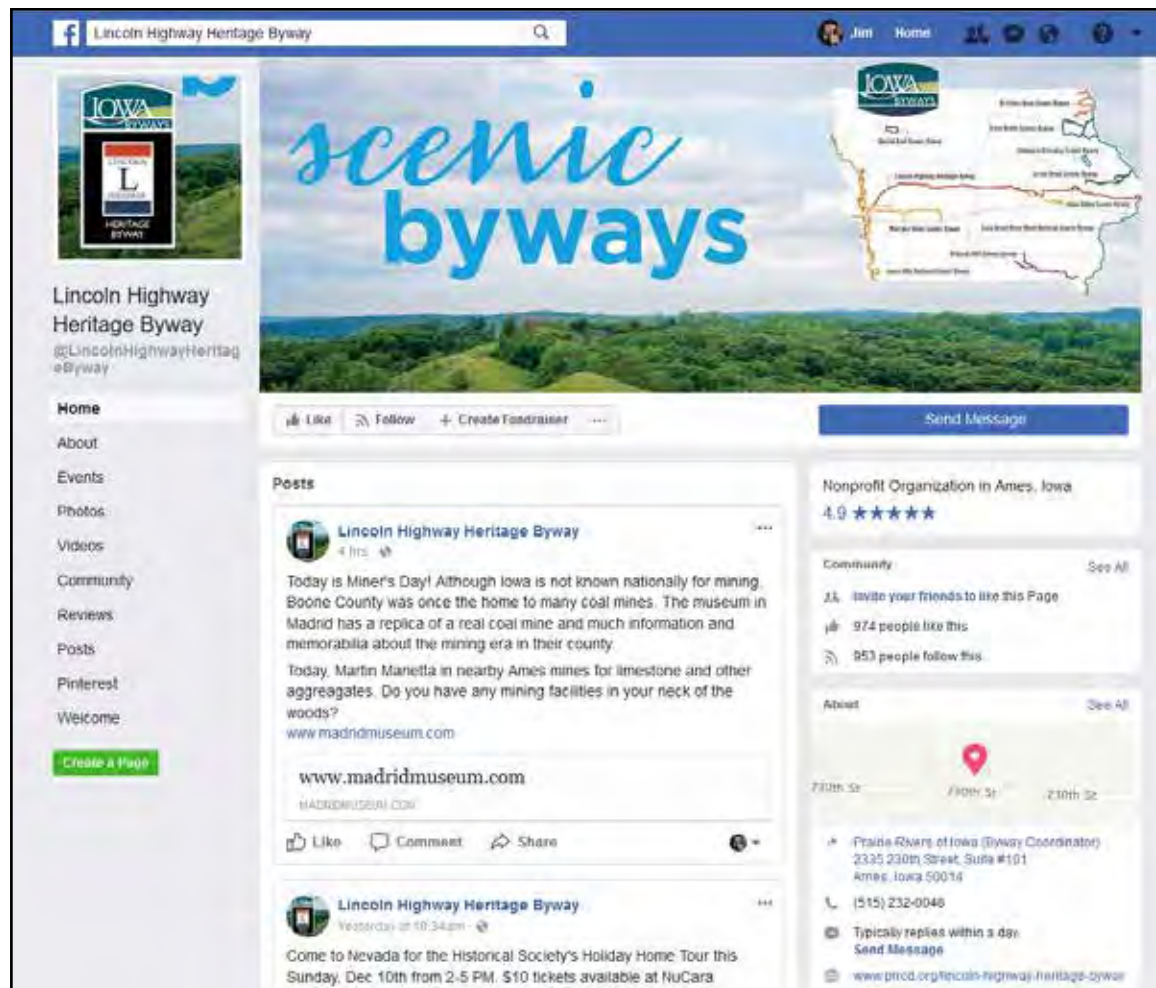


In a Google Travel Survey of 2014, over 83% of the 3,500 respondents cited social networking as a source of inspiration in their travel planning.

The Lincoln Highway Heritage Byway already uses Facebook to share information about current events such as attractions, festivals, programs, and newsworthy happenings. The Throwback Thursday posts are especially interpretive, showcasing historic photos from along the Iowa Lincoln Highway. As of February 2018, the page had about 1,000 likes. Efforts should be made to increase the number of interpretive posts, which can help boost the number of followers.

Additional social media opportunities for the Lincoln Highway include Twitter (text messages limited to 140 characters), YouTube (sharing videos), Instagram (sharing square photographs with filters applied), and Pinterest (“pinning” images to themed bulletin boards).

Social media sites require time and considerable effort to keep them current and pertinent. Their value is in the instantaneous communication with a large audience at a minimal expense.



The Lincoln Highway Heritage Byway Facebook page includes regular postings and updates



Cell phone tour for “Looking for Lincoln” sites in the Springfield, Illinois area

## AUDIOVISUAL TOURS

People are increasingly using mobile devices in America. According to the Pew Research Center, in 2018, about three-quarters of adults (77%) owned a smartphone, up from just 35% in 2011. About 53% of adults own a tablet device, up from 10% in 2011.

Perhaps even more telling is that 94% of people between 18 and 29 own a smartphone, along with 93% of people living in households that make at least \$75,000 annually.

Smartphones have become the all-purpose technology. The implications for communicating about byways are staggering. Travelers expect to stay connected and find information through social media sites, Internet searches, GPS navigation, apps, and other technologies that are constantly evolving. The increased use of personal mobile devices opens up a world of opportunities for sharing interpretive messages.

### Audio Tours

Audio tours have long been a preferred method for interpretation along a scenic byway. Travelers on scenic byways often have long stretches of time driving from one point to another, an ideal situation for listening to audio messages. Hearing a human voice adds a personal character to the tour, something difficult to accomplish with other forms of media. Music and sound effects are powerful connections to different places and times.

Audio tours have evolved from cassette tapes and CDs to personal cell phones and mobile devices, which allows for sharing with a much wider audience. Several forms of distribution are available, each with its own advantages and disadvantages.





## Cell Phone Audio Tours

A traditional cell phone tour is a system where visitors call into a centralized phone number, enter a specific tour code, and listen to the interpretive message. Along the Lincoln Highway, Belle Plaine and Mount Vernon already have existing cell phone tours that interpret community resources (see page 202 for more information).

Benefits of a cell phone tour:

- The vast majority of U.S. adults today own a cell phone—95% according to 2018 Pew Research Center data. The technology is very accessible.
- It is easy to update audio messages in a centralized database as resources and events along the byway change.
- It allows for tracking visitors for marketing purposes.

Limitations of a cell phone tour:

- It requires a cell phone signal in order to work. Rural areas away from cell towers are not the best places for inclusion in the tour.
- Requires monthly hosting fees.
- May cost the user minutes depending on their cell phone plan.

## Podcasting/Downloadable Tours

Another method for distributing audio tour files is offering them online for users to download. This can be done through a podcasting feed (a user subscribes for automatic downloads) or posted on a website. Once downloaded, the audio files are transferred to a personal audio device, like an iPod, MP3 player, smartphone, or tablet.

Benefits of a downloadable audio tour:

- Messages can be downloaded before the trip for planning purposes.
- Depending on the size, files can usually be provided on an existing website for free.
- Messages can be recorded in-house and easily updated on the website.

Limitations of a downloadable tour:

- Users must be knowledgeable about how to download and transfer files.
- Audio and video files can take up large amounts of precious space on a mobile device, which may limit their use.
- Users typically need to plan ahead to download the files prior to the trip; not a good choice for serendipitous travelers.



*A cell phone audio tour stop at Preston's Station in Belle Plaine*



The Illinois River Road mobile tour website at [illinoisriverroad.org/mobile](http://illinoisriverroad.org/mobile) includes customizable searches for interests by community and a GPS-enabled “What’s Near Me?” feature.



Alabama’s Coastal Connection Scenic Byway has a free app that includes videos, events, a list of attractions, and a byway map.

## Audiovisual Mobile Tours

Using the power of smartphones and tablet devices, audiovisual tours combine sound, images, video, text, and interactive components to create rich interpretive experiences. They are ideally suited to byways, providing directions to nearby attractions and offering interpretation during long drives.

### Mobile Tour Websites

These websites specifically incorporate design that is more functional on the smaller touch screens of smartphones and tablets. When used for guided tours, they can blend text, photos, sound, and interactive buttons and links to other sites.

Benefits of a mobile tour website:

- Provides an interactive experience.
- Functions with all types of web-enabled mobile devices; just requires an Internet browser.
- No need to download files, as everything is streamed directly online.
- Relatively easy to create and update using standard website editing tools.
- Services can be added to the website to track visitor usage.

Limitations of a mobile website tour:

- Requires access to the Internet via a strong cellular signal or a Wi-Fi connection.
- Website programming is limited by layout, responsiveness, and tools. They don’t always appear as polished or react as efficiently as native apps.
- Design must be developed for a variety of Internet browsers, since all display content slightly different.

### Mobile Tour Apps

Apps are digital programs that are downloaded and installed directly to a mobile device. They are accessed through company-specific online stores like the Apple App Store and Google Play Store. Like mobile websites, apps use text, photos, and audiovisual components in engaging, interactive ways.

Benefits of a mobile tour app:

- Generally much faster and more responsive than web-based media.
- Encourages interaction.
- Provides almost limitless options for design and techniques.
- Can use the mobile device’s GPS to trigger site-specific messages or to list attractions near the user.

- Does not require Internet access to run (although some features of the app may require online access).

#### Limitations of a mobile tour app:

- Apps must be downloaded and installed onto a mobile device. Depending on content, this may take up a considerable amount of space.
- Since they are specific to a mobile device’s operating system, multiple apps must be developed to reach the largest number of users.
- Apps must be updated every time a mobile device’s operating system is updated; high maintenance costs.

## QR Codes

QR (Quick Response) codes consist of an array of black and white squares that connect mobile devices to online media such as websites, audio messages, and videos. They can be added to publications, interpretive panels, or even objects and artifacts. A traveler uses the camera on their mobile device to scan a code with a QR reader app, which decodes the information and shows the online content. Along Iowa’s Lincoln Highway, the Jefferson Historical Plaque Walk and the Harrison County Welcome

Center use QR codes to connect to interpretive messages (see page 202 for more information).

#### Benefits of QR Codes:

- Quickly connect mobile devices to online resources without needing to type lengthy website addresses.
- Can be created and printed on media at no additional cost.
- Online resources can easily be developed, changed, or updated at minimal cost.
- Different QR codes can be generated to link to different messages. A wayside exhibit might have one QR code for adults and one for children.

#### Limitations of QR Codes:

- Requires that a QR reader app be installed on the mobile device, an extra step for users.
- QR codes require access to the Internet via a cellular signal or Wi-Fi.
- Traditional black-and-white QR may not fit the media design.
- Once created, a QR code will always link to the online address that it is encoded with. If the online address changes, the QR code on all media also will need to be changed.



*Scanning a QR code on a Lincoln Highway sign at the Harrison County Welcome Center*

*Courtesy of U.S. Fish and Wildlife Service*



*Young visitors at J.N. “Ding” Darling National Wildlife Refuge scan QR codes on signs to view videos along an innovative “iNature Trail.”*

## LEGENDS OF THE LINCOLN HIGHWAY



### George Preston Belle Plaine

Scan the code above with your phone or tablet to watch George Preston's interview with Johnny Carson on *The Tonight Show* in 1990.

QR codes, like the sample above, can be added to existing media or made into separate signs. They link directly to online media.

## Mobile Digital Media Recommendations

The rich stories of the Lincoln Highway can be brought to life for byway travelers with the help of sights and sounds that they can access on their own mobile devices. Once a dynamic audiovisual tour is developed, it can be distributed in several ways to reach the widest audience.

### 1. Plan a dynamic Iowa Lincoln Highway Tour

An audio or audiovisual tour is an effective technique for immersing travelers in the stories of the Lincoln Highway.

- **Set a clear theme for the tour:** This helps in collecting and organizing stories and interviews. A theme such as “The Lincoln Highway in Iowa was spurred on by the Good Roads Movement” allows for exploration of the challenges of old roads and the improvements that were championed by communities along the way.
- **Edit the messages down to their essence:** Choose messages that highlight universal concepts, those powerful meanings that we can all relate to such as love, family, tragedy, survival, etc. These are the most

compelling stories for visitors. For example, the story of Private Harry J. Paul marrying Charlotte E. Rohr in Denison during the 1919 Army Convoy pulls at our heartstrings.

- **Keep the messages short:** Listeners are distracted by sun, wind, traffic, hunger, or their own travel companions. Short, intriguing stories will hold a visitor’s attention for more stops. Leave the listener wanting to hear more and not less.
- **Record oral histories and interviews:** Authentic voices of people who had or still have a connection to the Lincoln Highway add credibility and interest to mobile tours. Hearing the late George Preston tell stories about the Lincoln Highway on *The Tonight Show* with Johnny Carson humanizes his old gas station. Listening to the Ausbergers describe the revival of the Lincoln Highway Association is inspiring.
- **Find music and sounds that contribute to the ambiance:** Background music and sounds can create an emotional atmosphere that reinforces the authenticity. The

old fashioned horn and rumble of a Model T with ragtime music brings back the early era of the highway. Many songs have been written about the Lincoln Highway, including “God’s Country” from the movie *Babes in Arms*, the theme song of the *Lincoln Highway* radio show, a CD titled “An American Songline: A Musical Journey Along the Lincoln Highway” by Cecelia Otto, and a song called “Lincoln Highway” by Iowa singer/songwriter Chad Elliot.

- **Create a narrative storyline:**

Narrators are able to tell a story in a succinct way and to connect various oral interviews and histories in seamless ways. Alternating between several narrators, like a man and a woman’s voice, reduces monotony and keeps the listener’s attention.

## 2. Develop methods to share the tour

A tour can be presented using many different methods. A combination will reach the broadest audience base.

- **Cell Phone Tour:** It would be relatively easy for the Lincoln Highway to build off the success of cell phone tours in Belle Plaine and Mount Vernon. Supporters should invest in creating dynamic, quality

audio messages that include concise narration, sound effects, and music. Signs indicating the phone number to call and the stop number to dial would be installed at attractions along the byway.

- **Mobile Tour Website:** To maximize the audience base, a mobile tour website can be created for a relatively inexpensive cost. Web pages specific to each attraction can link to online audio messages (from the cell phone tour), images, and videos. For on-site travelers, a QR code can be added to special tour signs or existing media. A user simply scans a QR code with their mobile device to stream online content or access a web page.
- **Mobile Tour App:** While much more expensive to create and maintain, a native tour app allows a great deal of flexibility for presenting an interactive audiovisual tour. Once downloaded, travelers can use the app at any time, providing constant access even in areas with weak cellular service. The user interface can be developed to make full use of a mobile device’s features, such as easy swipe controls, maps linked to GPS locations, and automatic video and audio playing.

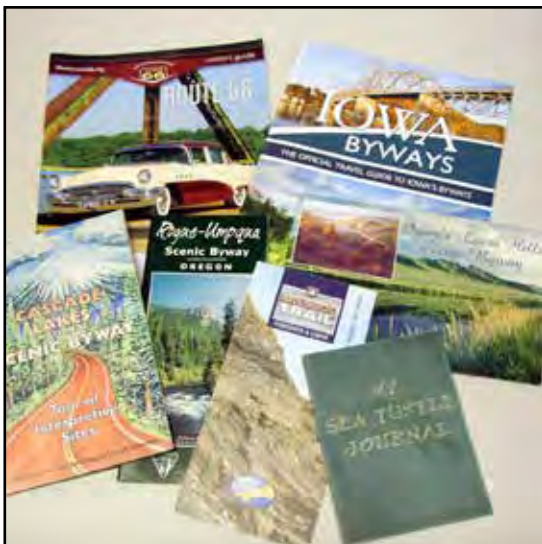


*Conceptual rendering of a Lincoln Highway Heritage Byway tour app that would provide a flexible way of interpreting with audiovisual messages*

## PUBLICATIONS

Despite the rise in Internet and mobile device use, printed publications are still a core form of information and interpretation for byway travelers.

Many people prefer to use publications to navigate the byway and discover attractions. They are not limited by spotty cell phone coverage or low batteries. They have take-home value and serve as keepsakes of an adventure. They are often shared with others and have a longer life than digital media that pass fleetingly over a screen.



Interpretive publications can take many different formats, including brochures, maps, travel guides, and kids' activity booklets.

## General Byway Brochure

Brochures are a cost-effective marketing tool because they reach casual travelers who are unaware of the byway. A basic byway brochure should stimulate people to access more in-depth information online or at welcome centers. It should be bold and concise with a simple, clean design that highlights significant attractions and other byway media.

A tri-fold Lincoln Highway Heritage Byway general brochure was created in 2013. These have not been reprinted, and have been largely replaced with the multi-page information and recreation guides along the byway. However, due to the cost of printing the guides (each has over 50 pages), a smaller basic brochure still has merit for reaching expanded audiences and marketing outlets beyond the byway corridor itself.

### Design Recommendations:

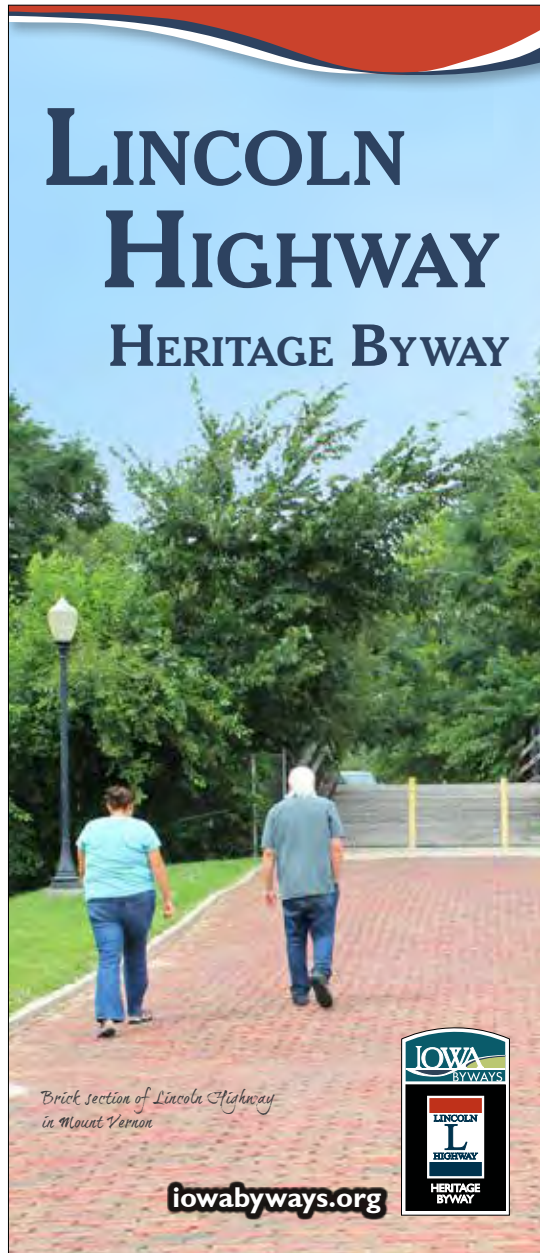
- **Size and folds:** an 11"-by-17" leaflet brochure with 6 panels per side (12 total) is an effective layout for introducing the byway and its resources.
- **Design elements:** Colors, font styles, and graphic styles should be unified with other byway media.

A general Lincoln Highway Heritage Byway brochure was created in 2013, but has not been reprinted.

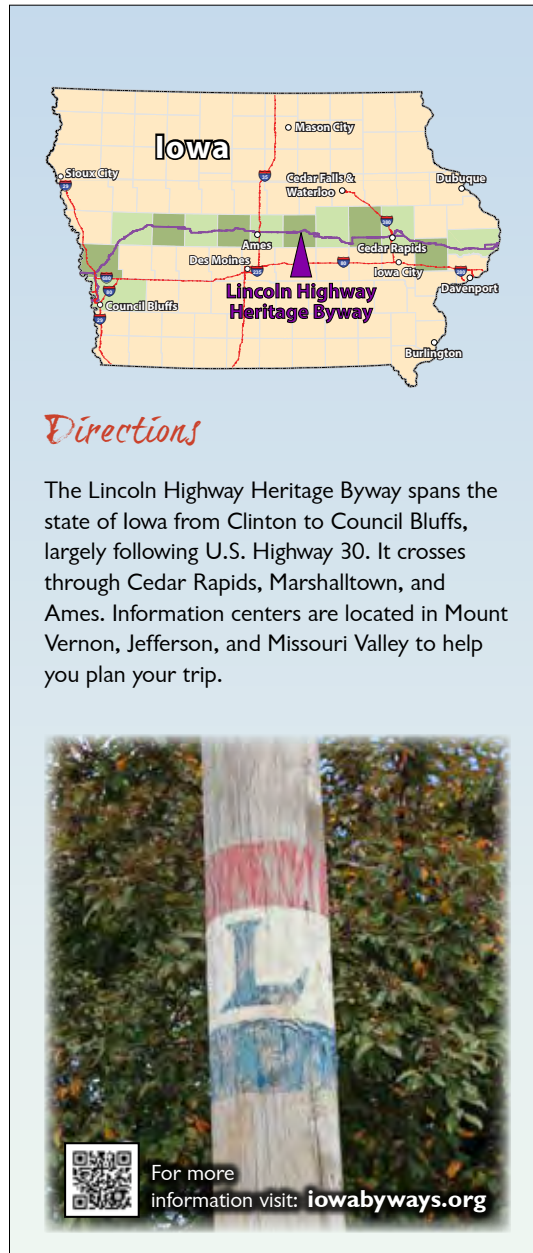


- **Front Cover:** Needs to be designed to be noticed in a rack with other brochures. An obvious "Lincoln Highway Heritage Byway" title should be visible above the rack holder. A dramatic focal-point photograph that represents the byway encourages readers to open the brochure. The byway logo unifies with other media.
- **Back Cover:** The back cover is an ideal place to include a map of Iowa showing the location of the byway and major roads. Directions and contact information are also important elements.
- **First Reveal:** When the brochure is first opened, another dramatic image draws the eye to a concise and active description of the byway experience.

# Lincoln Highway Heritage Byway General Brochure: Concept Design



Front Cover



Back Cover: Directions



First Reveal: Introduction

### Eastern Iowa

Clinton, Cedar, Linn & Benton Counties

The Lincoln Highway crosses the Mississippi River from Illinois at **Clinton**, once the “Lumber Capital of the World.” Check out The Sawmill Museum and the site of the Fulton-Lyons Bridge. Drive over historic concrete bridges between Calamus and Wheatland.

In **Cedar County**, stay at the 1915 Lincoln Hotel in Lowden, or take a side trip to West Branch to visit the Herbert Hoover National Historic Site.

In **Linn County**, Mount Vernon preserves an original section of brick-paved highway. Drive the “Seedling Mile,” a demonstration section of road paved in 1919. Cedar Rapids features numerous museums and Automobile Row Historic District.

The 1931 Youngville Café museum in **Benton County** still serves lunch to hungry travelers. Belle Plaine celebrates its connection to the Lincoln Highway with the 1928 Lincoln Café, the 1914 Sankot Motor Company Garage, and the iconic Preston’s Station.



### Central Iowa

Tama, Marshall, Story, Boone & Greene Counties

Don’t miss the famous 1915 bridge in **Tama** with the words “Lincoln Highway” spelled out in the railings, and stop at the King Tower Café for a meal. Discover the incredible culture of the Meskwaki tribe.

In **Marshall County**, visit historic Marshalltown and smell the roses in State Center. Reed-Niland Corner is a must-see in **Story County**. Visit a historic gas station, stay at a vintage motel, and eat at the classic Niland’s Café. Ames is home to Iowa State University.

In **Boone County**, ride a vintage train at the Boone & Scenic Valley Railroad. View quirky footsteps in original highway concrete in Ogden, and drive over the Marsh Rainbow Arch Bridge north of Beaver.

**Greene County** is home to the Lincoln Highway interpretive site and museum in Grand Junction. Get a bird’s-eye view from the Mahanay Memorial Carillon Tower in Jefferson. Drive over the 1913 Eureka Arch Bridge. Marvel over the J. E. Moss Lincoln monuments north of Scranton.



Photo by Carl Wycoff, CC BY 2.0

### Western Iowa

Carroll, Crawford, Harrison & Pottawattamie Counties

In western Iowa, the Lincoln Highway travels through a rolling landscape dominated by the Loess Hills and the Missouri River valley. **Carroll** preserves the 1913 Swaney Auto Company (now Santa Maria Winery) and an 1896 railroad depot.

In **Crawford County**, visit the home of Donna Reed in Denison, eat at the classic Cronk’s Café and stay across the street at the historic Park Motel. The Dow City Park once served as a campground for travelers.

Be sure to visit the **Harrison County Welcome Center** outside of Missouri Valley, which interprets the Lincoln Highway through fun exhibits, trails, and shelters. Drive on 11 blocks of original brick pavement in Woodbine.

In **Pottawattamie County**, discover the Loess Hills at Hitchcock Nature Center. Council Bluffs is the western terminus of the Lincoln Highway in Iowa. Visit numerous museums and parks before driving over the Missouri River into Nebraska.



Watch for 1928 Lincoln Highway markers along the byway

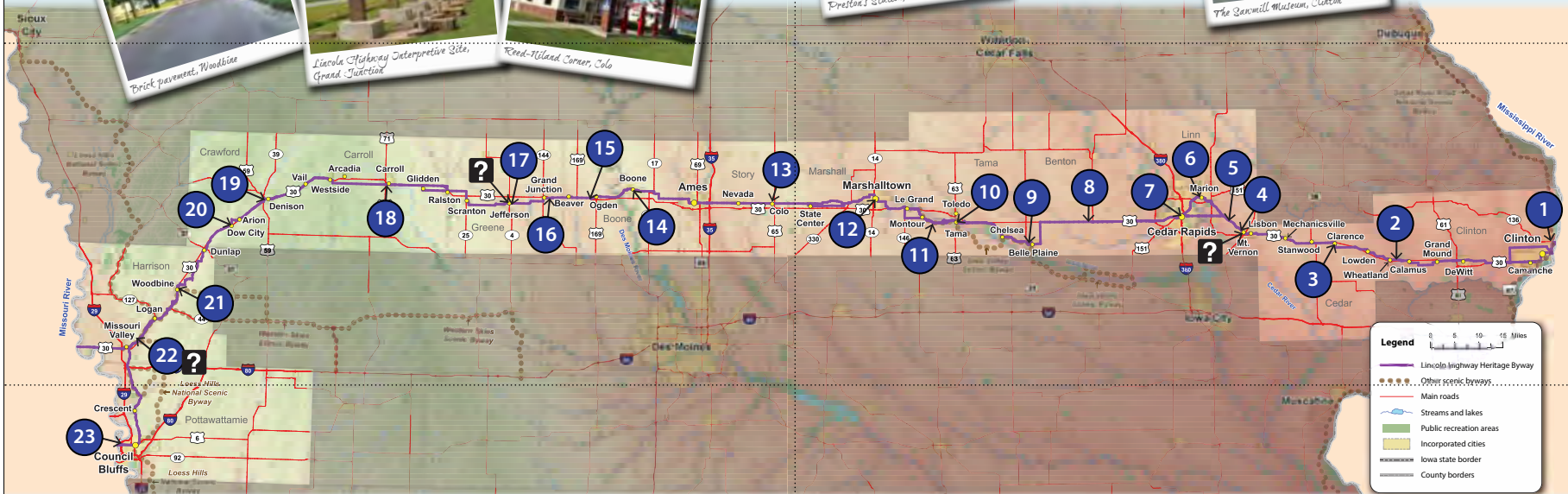
- **Second Reveal (3 panels):** As the brochure is opened, three adjacent panels will highlight the eastern, central, and western portions of the byway. A description of the significant attractions in each county, complemented by engaging photos, will pique the visitor’s interest.



# LINCOLN HIGHWAY HERITAGE BYWAY



[iowabyways.org](http://iowabyways.org)



**Experience Hubs**  
Visit Experience Hubs along the byway to discover the stories and places that immortalize the Lincoln Highway in Iowa.

1 The Sawmill Museum, Clinton	5 Seeding Mile, Linn County
2 Historic Bridges Trail, Wheatland	6 Thomas Park, Marion
3 Memorial Park, Clarence	7 Automobile Row, Cedar Rapids
4 Brick Pavement, Mount Vernon	8 Youngville Café, Benton County

9 Preston's Station, Belle Plaine	15 Lincoln Prairie Park, Ogden	20 Dow City Park, Dow City
10 Lincoln Highway Bridge, Tama	16 Lincoln Highway Interpretive Site, Grand Junction	21 Zell Millard Historic Park, Woodbine
11 Meskwaki Stone House	17 Deep Rock Station, Jefferson	22 Harrison County Welcome Center, Missouri Valley
12 County Courthouse, Marshalltown	18 Carroll Depot, Carroll	23 River's Edge Park, Council Bluffs
13 Reed-Niland Corner, Colo	19 Park Motel, Denison	<b>? Information Centers</b>
14 Boone History Center, Boone		

- **Full Reveal Inside (6 panels):** The inside of the brochure features a map with the entire byway route clearly marked. Major roads, communities, scenic byways, and other landmarks are identified. Experience hub and information center locations are shown so that travelers can find more information about the byway. Snapshot-style photos highlight significant hub sites.

## Interpretive Travel Guide

The Lincoln Highway Heritage Byway is included in *Iowa Byways: The Official Travel Guide to Iowa's Byways*, a full-color, 32-page booklet that measures 8.5"-by-11". The guide is organized by byway in a user-friendly format. The four pages devoted to the Lincoln Highway (shown at right) feature a concise description of the route, photos, a general map, and a brief list of attractions.

**LINCOLN HIGHWAY**

Take in ever-changing views, highway landmarks and historic main streets

It's easy to remember you're on the Lincoln Highway with historical bridges, signs, original 1928 Lincoln Highway markers, Burma-Shave signs, and Lincoln Highway folk art around every corner. The legendary route, America's first transcontinental improved highway, was established in 1913, beginning at Times Square in New York City and ending in San Francisco. Created as a memorial to Abraham Lincoln, the highway traverses 13 states. Today, you can follow much of the original route on Iowa's Lincoln Highway Heritage Byway, passing through dozens of small towns and some of the state's largest cities.

Though farmland is a constant feature, the landscape is as diverse as the communities you'll travel through on the byway's 460 miles. From the wind-sculpted Loess Hills near the Missouri River to the level plains and undulating river valleys of central Iowa and to the steep bluffs of the Mississippi River, the views are always changing.

**HIGHWAY HISTORY**

History buffs will marvel at several nationally known landmarks of the Lincoln Highway, including Preston's Gas Station in Belle Plaine, Tama's Lincoln Highway Bridge and the Reed-Niland Corner in Colo.

Throughout the byway, towns and cities have committed to preserving the character of this famous road, and travelers will find examples of historic buildings, canopy gas stations and vintage cafes, as well as roadside sculptures, murals and art. Interpretive markers, signs and museums along the route unravel the mysteries and explain the legacy of this historic road.

**GETTING OUT**

If you are ready to get out of your vehicle, there are many places for outdoor recreation, providing plenty of choices for where to go and what to do. The byway has a national wildlife refuge on each end and one in the middle. In addition, numerous state and county parks offer camping, hunting, fishing, swimming and picnicking.

You might stretch your legs with a bike ride or hike on more than 700 miles of trails in the byway corridor.

Central Iowa has become a mecca for recreational trails with 670 miles (and counting), including the High Trestle Trail near Madrid. This 25-mile trail includes an artistic 13-story high bridge with an unforgettable view of the Des Moines River valley.

For a more leisurely stroll, wander through one of the byway's striking college campuses, including Iowa State University in Ames or Cornell College in Mount Vernon.

**EAT, SLEEP AND SHOP**

You'll find outstanding shopping opportunities, bed and breakfasts, historic roadside cafes, modern hotels and restaurants in the byway's 43 communities.

Major Iowa cities along the route include Council Bluffs, Carroll, Boone, Ames, Marshalltown, Cedar Rapids and Clinton. In addition, you'll travel through many rural communities bypassed when U.S. 30 was realigned over the years. The byway also passes by the Meskwaki Settlement, home to Iowa's only resident Native American tribe.

You are never more than a few miles from lodging, good food and a day to remember on the Iowa Lincoln Highway Heritage Byway.

www.iowabyways.org/lincoln-highway

**LINCOLN HIGHWAY**

Second to none

**RECREATION**

- 1 Lake Manawa State Park, Council Bluffs
- 2 DeSoto National Wildlife Refuge, Missouri Valley
- 3 Saak Rail Trail, Carroll
- 4 Swan Lake State Park, Carroll
- 5 White Rock Conservancy, Coon Rapids
- 6 North Raccoon River Water Trail, Jefferson
- 7 Raccoon River Valley Trail, Jefferson
- 8 Ledges State Park, Boone
- 9 High Trestle Trail, Madrid
- 10 Hickory Grove Park, Nevada
- 11 Lion Creek Recreational Trail, Marshalltown
- 12 Union Grove State Park, Gladbrook
- 13 Pleasant Creek State Recreation Area, Palo
- 14 Paliades-Kopler State Park, Mount Vernon
- 15 Mississippi River Ecotourism Center, Clinton

**HISTORIC PLACES**

- 16 Western Historic Trails Center, Council Bluffs
- 17 Union Pacific Railroad Museum, Council Bluffs
- 18 Historic General Dodge House, National Historic Landmark, Council Bluffs
- 19 Mahanoy Bell Tower, Jefferson
- 20 Lincoln Highway Interpretive Site, Grand Junction
- 21 Boone & Scenic Valley Railroad and Museum, Boone
- 22 Mamie Eisenhower Birthplace, Boone
- 23 Reed-Niland Corner, Colo
- 24 Meskwaki History Museum, Tama
- 25 Lincoln Highway Bridge, Tama
- 26 Preston's Station, Belle Plaine
- 27 Youngville Cafe, near Watkins
- 28 Herbert Hoover National Historic Site and Presidential Library and Museum, West Branch
- 29 Clinton County Historical Museum, Clinton
- 30 Sawmill Museum, Clinton

**CULTURAL SITES**

- 31 Donna Reed Center for the Performing Arts, Denison
- 32 Iowa State University, Ames
- 33 Ames Main Street Cultural District, Ames
- 34 Orpheum Theater Center, Marshalltown
- 35 Cedar Rapids Museum of Art, Cedar Rapids

**SCENIC VIEWS**

- 36 Harrison County Historical Village and Welcome Center, Missouri Valley
- 37 Otter Creek Marsh bird viewing platform, east of Tama

**BYWAY CONTACT**

Prairie Rivers of Iowa Resource Conservation and Development, Ames  
515-232-0048  
www.prrcd.org

Along the Lincoln Highway in Woodbine  
Image © 2011 Peter Hoehle, all rights reserved.

Ducks in Flight, Story County  
Image © 2011 Peter Hoehle, all rights reserved.

Classic vehicle by Youngville Station in Benton County  
Image © 2011 Peter Hoehle, all rights reserved.

Historic Main Street in State Center  
Image © Tom Apgel, all rights reserved.

Orpheum Theater Center in Marshalltown  
Image © Tom Apgel, all rights reserved.

Prairie Rivers of Iowa also developed two attractive 4"-by-8.5" guides specific to the resources of the Lincoln Highway Heritage Byway. The 50-page "Information Guide" divides the resources into intrinsic qualities and provides a foldout map of the entire byway. The 56-page "Recreation and Camping Guide" focuses on outdoor recreation opportunities divided by county.

The existing travel guide booklets are invaluable tools for byway travelers



Existing Lincoln Highway Heritage Byway “Information Guide” and “Recreation and Camping Guide” booklets

interested in specific niche opportunities. For example, someone interested in outdoor activities can utilize the “Recreation and Camping Guide” or look through the Natural Intrinsic Quality section of the “Information Guide.” For those interested in history, they can browse the Historic Intrinsic Quality section of the “Information Guide.”

While dividing a booklet into intrinsic qualities makes sense for niche audiences, it can be confusing for more general travelers who simply want to choose among all of the attractions in a specific region of the byway.

A larger-sized **interpretive travel guide** is suggested as a supplement to the existing booklets. This would add greater depth to a general traveler’s understanding of the byway and enhance wayfinding.

### Interpretive Travel Guide Recommendations

**1. Organize the guide by county:** Byway visitors may have limited time, with perhaps only a few hours or a day to explore the route. Organizing the byway guide by county and major communities will allow visitors to quickly determine where to spend their time. Put all

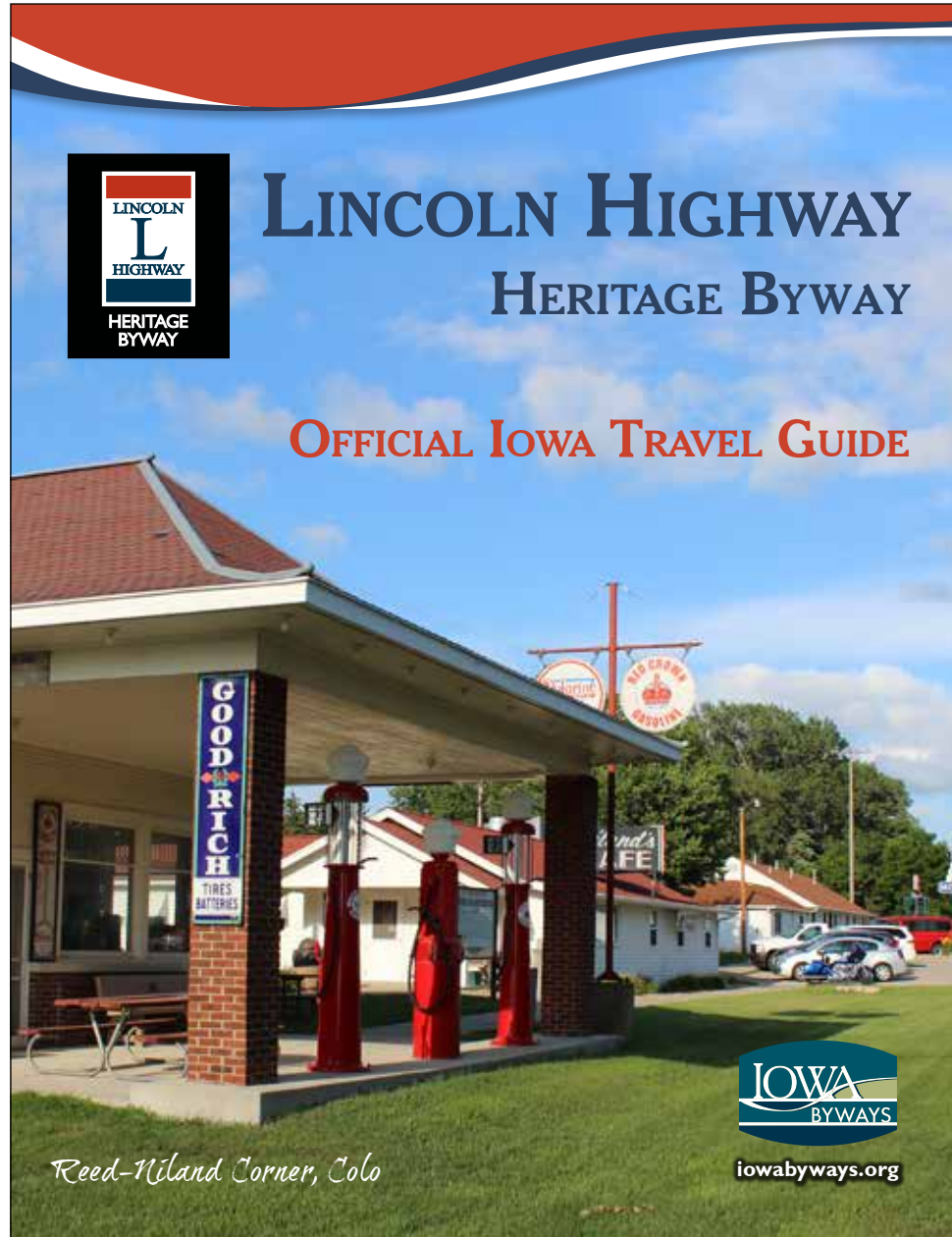
pertinent resources within the same county or city pages instead of separating them by intrinsic quality sections.

**2. Theme the attractions within the region:** Visitors often have specific interests. Byway attractions within each county or city can be identified with simple icons that represent the intrinsic qualities: Scenic and Natural; Historic and Archaeological; Cultural; and Recreational. Themed itineraries that address visitor interests would provide focus to their trip-planning.

**3. Include detailed maps of attractions within the county and/or community:** Instead of having just one large fold-out map, each county and major community should have a map that shows the detailed location of each resource. This would require adding specific roads that lead to each attraction. Currently, travelers must use an Iowa road map or GPS in addition to the guide to locate attractions, which can lead to confusion and frustration.

**4. Design the guide to be consistent with Iowa Byways design standards:** The design should use the logos, fonts, and colors consistent with those described in this plan and with other interpretive media.

## Lincoln Highway Travel Guide: Concept Cover Design



In the travel guide, each county and major community can be developed in the following format:

- An introduction to the county or city that expresses its history and unique connection to the Lincoln Highway
- Highlight visitor centers, experience hub kiosks, wayside exhibits, audiovisual tours, and other interpretive media
- Two or more pages (as many as needed) for maps and descriptions of that region's resources
- Concise, lively descriptions of each attraction, with websites and/or phone numbers where visitors can find more information
- Icons that identify each resource's theme or intrinsic quality. Core Lincoln Highway experiences should be highlighted
- Strong, focal point photos of key attractions and informal snapshot-type photos of other resources

# Lincoln Highway Travel Guide: Inside Pages Concept Design (Belle Plaine attractions, Benton County)

## Benton County

### Belle Plaine Attractions



## Belle Plaine

Belle Plaine is a French phrase that means "Beautiful Plain." This rich land of tall prairie grasses was settled in the 1840s. In 1863, it became the terminus of the Clinton Division of the Chicago & North Western Railroad. The Lincoln Highway was routed through town in 1913 to avoid the hilly "Bohemian Alps" to the north. Roadside businesses blossomed. Today, the community continues to celebrate its rich connection to the coast-to-coast road.



- 1 Main Street Historic District and Murals**

Stroll Main Street to see murals that depict Belle Plaine's most dramatic historic moments. The beautiful brick buildings were built after a devastating fire in 1894. Info: belleplaineiowa.us
- 2 Belle Plaine Area Museum**

Uncover the area's history through Lincoln Highway artifacts and a special wing dedicated to hometown benefactor Henry Tippie. Info: bpiowahistory.com or 319-434-6093.
- 3 Lincoln Highway Mural**

Located across from the museum, the mural celebrates the Lincoln Highway through town.
- 4 Chicago & North Western Depot**

Built in 1894, this privately owned depot can be viewed from the Belle Plaine Area Museum's railroad viewing room.
- 5 Sankot Motor Company Garage**

The garage opened in 1914 along the Lincoln Highway to service early automobiles, and has been run by the same family ever since.
- 6 Lincoln Café**

Dine at this classic 1928 restaurant on the country's first transcontinental highway. Info: 319-444-2228
- 7 Herring Hotel**

Built in 1900 along what would become the Lincoln Highway, the hotel served train and highway travelers for many years. In 1919, a service station was added. It was home to the Lincoln Highway Glad Hand Club, which marketed trustworthy businesses along the road. Info: www.herringhotel.org
- 8 Preston's Station**

George Preston built this iconic station in 1928. George once appeared on *The Tonight Show* with Johnny Carson. A collage of old road signs decorates its walls.
- 9 Jumbo Artesian Well Site Marker**

An artesian well gushed for 14 months in 1886-87, threatening to flood the town. See the stone and plaque commemorating the well's location.
- 10 Beautiful Plaines Prairie Park**

Experience the original landscape of Benton County by walking through a restored prairie. A picnic shelter is available.
- 11 Old Station Loop**

This byway loop follows a 1915-1927 alignment of the Lincoln Highway past the site of the original Preston's gas station built in 1923.





Historic Illinois Route 66 integrated metal passport stations into their wayside exhibits (Schmeeckle Reserve Interpreters design)



Families enjoy working on activities together, such as those offered through Junior Ranger programs

## FAMILY ACTIVITIES

Families and multi-generational groups are a significant potential audience for the Lincoln Highway Heritage Byway. Activities that encourage adults and children to engage in meaningful experiences together can create lifelong memories.

### Iowa Byways Junior Explorer Program

Similar to the Junior Ranger programs found in many parks, an Iowa Byways Junior Explorer program would be an activity-based experience with the purpose of encouraging families to explore the state's scenic byways.

Each byway would develop a kid-friendly activity guide that reveals the stories and resources along its route. The activities would be completed while traveling the byway. The guides would be made available at key staffed locations along the byway, such as information centers and major attractions.

When children—with the help of parents or guardians—complete a certain number of activities, they would turn in their book at designated information centers, where a byway representative would

look over the activities and talk to the children about what they learned.

The children would then take an oath, promising to continue exploring the state's scenic byways, respect and protect the resources, and share their experience with others. The children would receive a patch (or other item) declaring them an official Iowa Byways Junior Explorer.

The guides would be filled with fun games, puzzles, and coloring pages that entice families to discover the Lincoln Highway. Some ideas include:

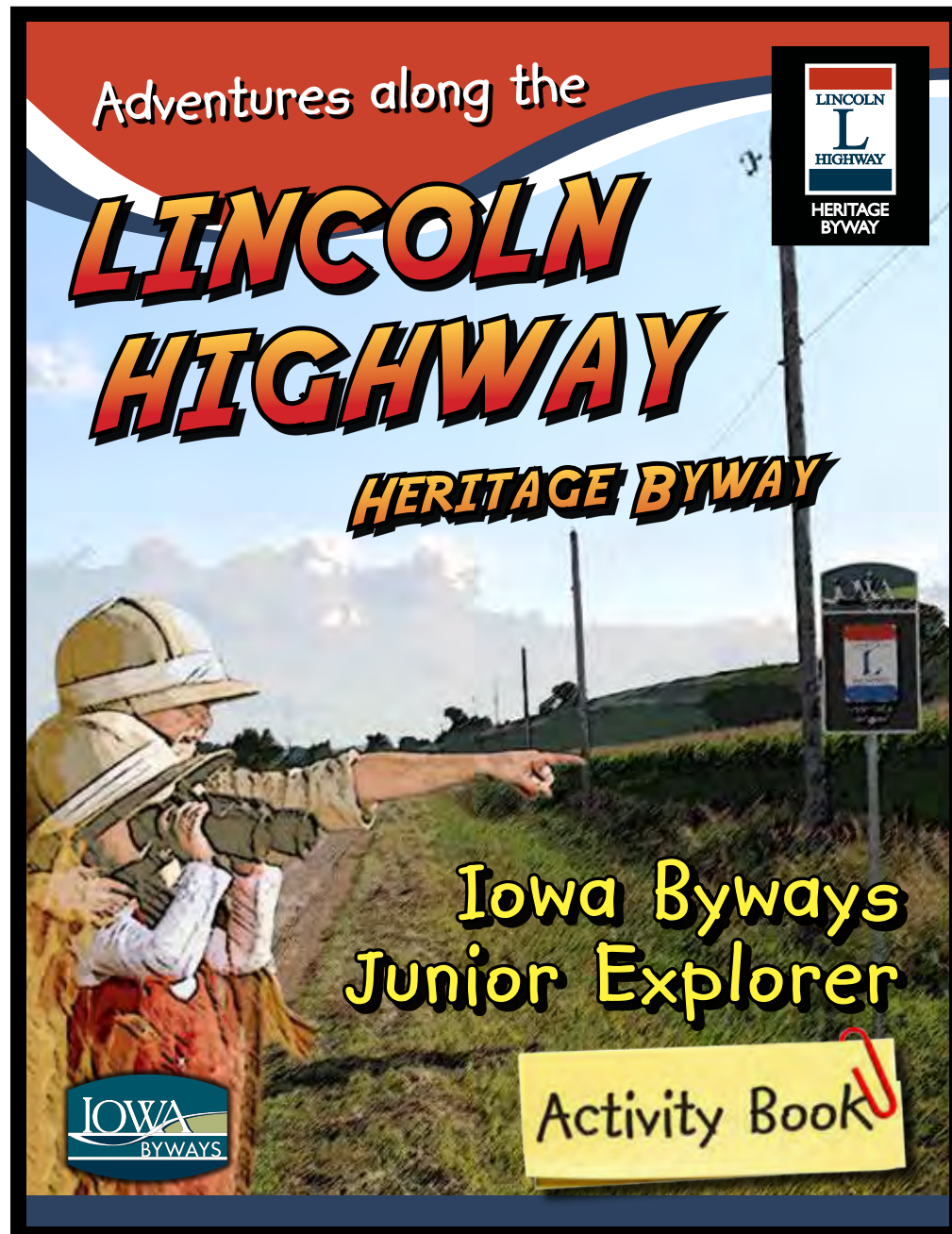
- A travel bingo game that encourages families to look for iconic features along the byway, like 1928 Lincoln Highway markers, historic bridges, canopy-style gas stations, poles painted with the Lincoln Highway symbol, brick pavement, one-room country schools
- A scavenger hunt that encourages the family to explore a historic site
- Stories and artwork created by children who live along the byway that describe their daily experiences— working on a farm, serving in a café, going to school

## Junior Explorer Activity Guide: Concept (front cover)

- Coloring pages depicting historic and modern Lincoln Highway scenes, like a family camping, Boy Scouts installing Lincoln Highway markers, a Model T stuck in the mud
- Crossword puzzle or word search with Lincoln Highway terms, such as "gumbo," "transcontinental," "Seedling Mile," "pony truss bridge," "Meskwaki"
- Dot-to-dot puzzles of Lincoln Highway resources—a 1928 marker, Abraham Lincoln's head, gas pump, Tama Lincoln Highway bridge
- A maze that follows the "stair-step" alignment of the early route



Iowa Byways Junior Explorers could be awarded a patch for successfully completing the activities





Louisiana's Creole Nature Trail All-American Road developed a thematic children's travel kit with toys, binoculars, crayons, and an activity booklet

## Family Discovery Packs

In association with the Iowa Byways Junior Explorer program, Discovery Packs filled with equipment and resources for young explorers could be made available to encourage more in-depth discovery along the byway. The packs would be borrowed from and returned to designated information centers and museums along the byway.

Items in the packs might include: binoculars, hand lenses, magnifier box, scavenger hunts, rubbing crayons and paper, field guides, a thematic music CD such as Cecelia Otto's "An American Songline: A Musical Journey Along the Lincoln Highway," field journal, and other essential exploration tools.



A Discovery Pack, filled with hands-on tools and resources, encourages families to explore the byway



## Passport Program

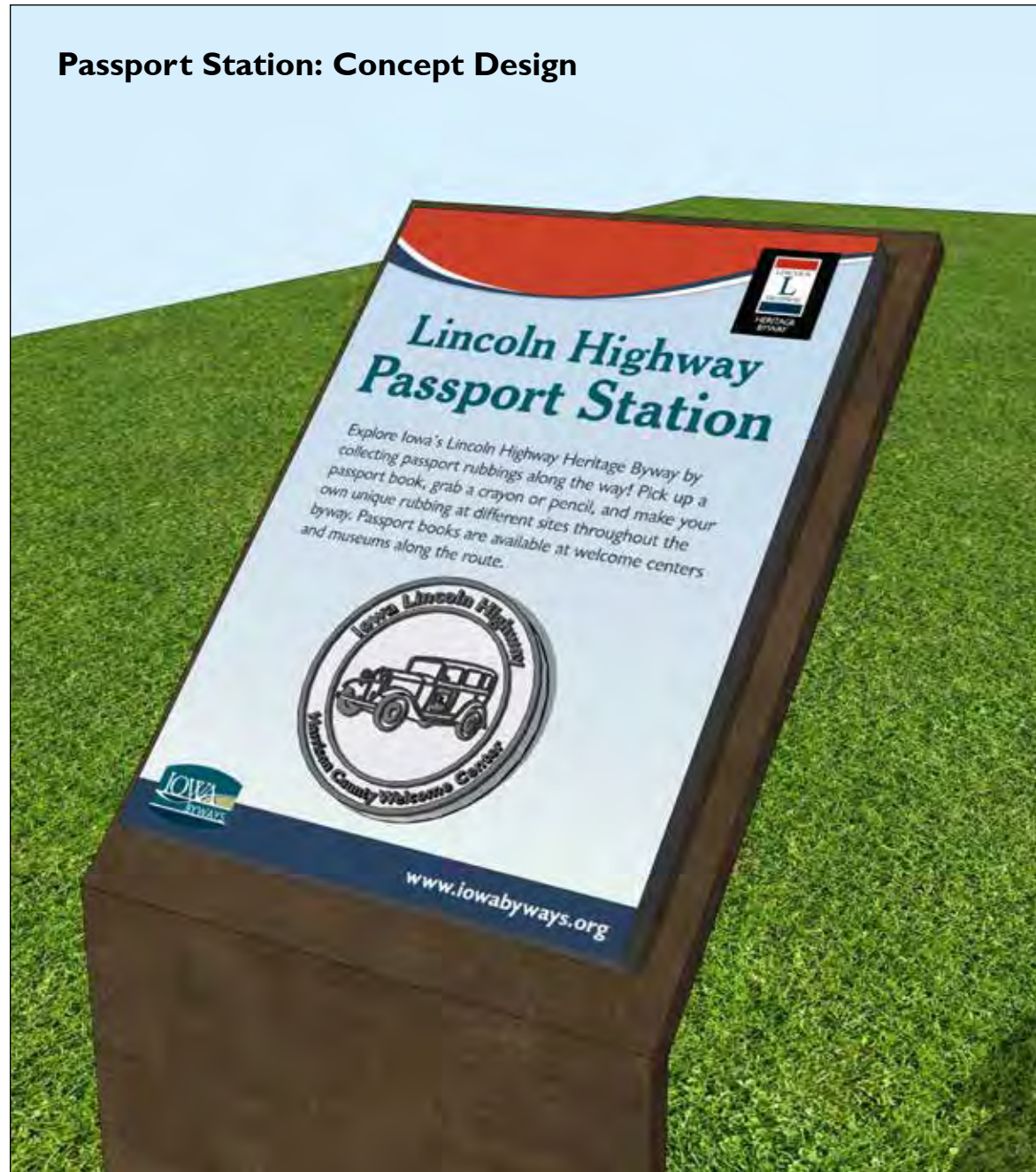
A Lincoln Highway passport program would encourage families and other traveler groups to explore resources along the byway. Adults and children alike are engaged in a scavenger hunt to fill up a passport booklet with unique “stamps.” The booklet has take-home value, as each stamp represents a memory from the trip.

### Passport Stations

A unique stamp design developed for each attraction would reward travelers for their effort. Rugged outdoor passport stations are recommended for the Lincoln Highway Heritage Byway. Only a few of the significant resources along the road are connected to staffed facilities, so a self-service station is ideal. The passport station would feature circle metal plaques with raised lines. Travelers can put a booklet page or piece of paper over the plaque and use a crayon or pencil to make a unique rubbing.

A special wayside exhibit and sign developed specifically for the passport program would be easy to add to existing resources and sites. Passport stations could also be integrated directly into a wayside exhibit design.

### Passport Station: Concept Design



## Passport Booklet: Concept Design



### *Harrison County Historical Village & Welcome Center*

Discover the Lincoln Highway story! Get a bird's-eye view of the road and the Boyer River Vallley from an overlook. Walk on different road paving materials. Touch an actual 1928 Lincoln Highway marker. And play in a Lincoln Highway inspired playground.

**Address:** 2931 Monroe Ave.  
Missouri Valley, IA 51555

**Phone:** (712) 642-2114

**Welcome Center Hours:**  
9 a.m. - 5 p.m., Monday-Saturday  
Noon - 5 p.m., Sunday



[www.mycountyparks.com/County/Harrison/Content/Iowa-Welcome-Center.aspx](http://www.mycountyparks.com/County/Harrison/Content/Iowa-Welcome-Center.aspx)

17

## Passport Booklet

An accompanying passport booklet can be created to feature the different passport sites and serve as an interpretive opportunity. It would be written in concise, personal, family-friendly language that reveals the stories of byway attractions and resources. It should follow the same unified design standards as other media, although a black-and-white version would be more cost effective to produce.

Spreading passport stations throughout the byway route could encourage repeat visitation. Families and groups visiting the Council Bluffs region, for example, may come back at a different time to find passport stations on the eastern side of the state. The stations can also inspire travelers to visit resources that might otherwise be overlooked—for example, a historic bridge or the J. E. Moss Markers.

It is recommended that, at minimum, a passport station be developed for each of the Core Interpretive Experience Sites (see pages 224–231). These are ideal places for travelers to learn the stories of the Lincoln Highway and are well dispersed along the byway route.

# MEDIA COST ESTIMATES

These cost estimates were developed in 2018 based on quotes from multiple companies. They include research,

design, and fabrication/printing. The estimates are listed as broad ranges and should be used only for the purposes of

planning and fundraising. Actual prices will vary considerably based on the specifics of each project.

Media Type	Info	Rationale	Cost Estimate
Streetscape artwork	pp. 205–213	Powerful way to strengthen the visual identity of the byway and tell a significant story on a roadside scale.	Highly variable based on type and artist Steel silhouette statue: \$1,500/each average Wall mural: \$10–\$35/sq. ft. average
Experience hubs	pp. 232–245	Highly visible way to orient travelers to regional attractions. Cost-effective where attractions are not routinely staffed.	4 HPL panels, metalwork with cutouts, timbers \$10,000–\$15,000 each
Wayside exhibits	pp. 246–261	Best way to communicate must-tell stories at significant sites along the byway where no other tools are available.	HPL panels, steel supports with cutouts Full-size (2'x3' panel): \$3,000–\$3,500 each Secondary size (11"x14" panel): \$1,000–\$1,500 each Audio units: \$1,500–\$2,000 each
Welcome/visitor center touch-screen computer kiosk exhibits	pp. 262–263	Valuable in alerting travelers to the byway's existence and for trip-planning; small size appropriate for existing centers.	Wall-mounted panel, metalwork, touchscreen computer, kiosk, programming: \$15,000–\$25,000
Traveling exhibit	pp. 264–267	Ideal for promoting the byway at numerous locations and events across the state.	8-panel display with aluminum supports: \$5,000–\$10,000 (interactive elements extra)
Website design and social media development	pp. 268–273	Essential planning tool that reaches a large audience; is easily updated.	\$10,000–\$25,000 for development plus monthly hosting/maintenance.
Byway mobile tour website or native tour app	pp. 274–279	Ideal tools for incorporating sound and visuals to make stories come alive; convenient, easy to use, and encourage interaction.	\$8,000–\$50,000 for development plus monthly hosting/maintenance (\$200–\$500/month)
General byway brochure	pp. 280–283	Small publication that can be widely distributed to promote awareness of the byway.	\$1,500–\$2,000 per 10,000 copies (11"x17" size, full-color)
Travel guide booklet	pp. 284–287	A physical method for visitors to navigate the byway and discover its stories; not dependent on cellular service.	\$11,000–\$15,000 per 10,000 booklets (92 pages, 8.5"x11" size, full-color)
Iowa Byways Junior Explorer booklets and patches	pp. 288–289	Keeps families engaged in the byway's interpretive themes and encourages discovery.	Booklets: \$5,000–\$8,000 per 10,000 (30 pages, 8.5"x11" size, full-color) Patch: \$250–\$300 per 300 pieces (3"-diameter)
Passport stations and booklets	pp. 291–292	Provides motivation to visit specific sites along the byway and has take-home value.	Metal Passport Plaques: \$50–\$75 each Panel (10"x7") and metal support: \$500–\$700 each Booklet: \$5,000–\$8,000 per 10,000 booklets (40 pages, 6"x6" size, full-color)

## REFERENCES

- ▶ Audio Tours along the Iowa Valley Scenic Byway. Iowa Valley RC&D. Retrieved from [www.ivrcd.org/projects-2/iowa-valley-scenic-byway](http://www.ivrcd.org/projects-2/iowa-valley-scenic-byway)
  - ▶ *Boone Forks Regional Plan*. (2016). Boone, Hamilton, and Webster Counties.
  - ▶ Bridgehunter.com. (2015). *Lincoln Highway Mississippi River Bridge*. Retrieved from: [www.bridgehunter.com/ia/clinton/bh39934/](http://www.bridgehunter.com/ia/clinton/bh39934/)
  - ▶ Buffalo, J.L. (2003). *Historical Preservation Office Notes From the Desk of Johnathan L. Buffalo: The Stone House*. Meskwaki Historic Preservation Department.
  - ▶ Clinton IAGenWeb. (2017). *Dedicated. Lyons and Fulton High Bridge is a Reality*. Retrieved from [www.iagenweb.org/clinton/history/articles/bridge.htm](http://www.iagenweb.org/clinton/history/articles/bridge.htm)
  - ▶ CriticalPast. (2014, April 19). *Motor convoy on a bridge cross Mississippi River and stuck trucks are pulled out ...HD Stock Footage* [Video File]. Retrieved from <https://youtu.be/vnR2vUPaHfl>
  - ▶ Google Travel Study (2014, June). Ipsos MediaCT. Retrieved from [www.thinkwithgoogle.com/consumer-insights/2014-travelers-road-to-decision](http://www.thinkwithgoogle.com/consumer-insights/2014-travelers-road-to-decision)
  - ▶ Henry, L., Hippen, J. & Seifert, T. *A System of Lincoln Highway Interpretive Sites*. Iowa Lincoln Highway Association.
  - ▶ *Illinois Lincoln Highway: Interpretive Master Plan* (2004). Written by Schmeackle Reserve Interpreters. Illinois Lincoln Highway Coalition, Belvidere, IL.
  - ▶ Iowa Department of Transportation. (2010). *Iowa Byways Brand Guidelines: Lincoln Highway Heritage Byway*.
  - ▶ Iowa Department of Transportation. *Iowa Byways: The Official Travel Guide to Iowa's Byways*.
  - ▶ Iowa Department of Transportation. *Mark Morris Memorial Bridge*. Retrieved from [iowadot.gov/autotrails/morrisbridge](http://iowadot.gov/autotrails/morrisbridge)
  - ▶ *Iowa Lincoln Highway Heritage Byway: Information Guide*. Prairie Rivers of Iowa, Ames, IA.
  - ▶ *Iowa Lincoln Highway Heritage Byway: Recreation and Camping Guide*. Prairie Rivers of Iowa, Ames, IA.
  - ▶ Lincoln Highway Association (2017). *Lincoln Highway Association 25th Annual Conference Guide*. Denison, IA.
  - ▶ *Lincoln Highway Heritage Byway Corridor Management Plan* (December 2016). Prairie Rivers of Iowa, Ames, IA.
  - ▶ Nagel, C. & Rogers, L. (2015). *Technical Advisory Network (TAN) Report on the Archaeological Potential of the Meskwaki Stone House and Roadside Park in Tama County, Iowa*. Tallgrass Historians L.C., Iowa City, IA.
  - ▶ Pew Research Center. (2018, February). *Mobile Fact Sheet*. Retrieved from [www.pewinternet.org/fact-sheet/mobile/](http://www.pewinternet.org/fact-sheet/mobile/)
- Personal Communication (email/phone):**
- ▶ Jan Gammon, Prairie Rivers of Iowa, Lincoln Highway Heritage Byway Coordinator
  - ▶ Kurt Phillips, Executive Director, Boone County Chamber of Commerce, February 21, 2018

# APPENDICES



*Old Lincoln Highway between Calamus and Wheatland*

# APPENDIX 1: CATEGORIZED COMMUNITY MEETING RESULTS

From February through July of 2015, Prairie Rivers of Iowa conducted 17 community meetings along the Lincoln Highway Heritage Byway as part of the Corridor Management Planning process. One of the questions asked was: “What could the Lincoln Highway mean to your community in the future? What ideas do you have?”

To make better sense of the feedback, the recorded responses from these meetings were organized by the consulting team into broad related categories. The categories and associated responses are included below.

## Interpretive Developments

### Interpretive Stories

- Lincoln Highway tells a story, the byway can preserve the story
- Interpret the transportation story of the area
- Architecture, changes, redevelopment—tell the story of transportation
- Interpretation or handouts explaining what is happening with corn/ agriculture for travelers, for example

at Ethanol plant

- The energy story—interpreting wind farms
- Interpretation along Wapsie
- Focus on agriculture types and history
- Interpret life in 1913 and how it differed to live along an improved/ unimproved road
- Enhance the story/connection to President Lincoln
- Lincoln Highway route goes through Blair—interpretation about route alignments
- Link the Squaw Creek watershed with the Lincoln Highway

### Interpretive Panels/Kiosks

- Interpretive panels, tying in Eagle Scout projects, like the Lincoln Highway Association panels, including at the new Central Fire Station, which has an electronic kiosk inside (Marion)
- Signage and interpretive panels
- A nice park with kiosk and interpretation about Denison
- Sites for kiosks (Lowden): Stanwood

by Highway Gardens, dance hall; Lowden by Lincoln Hotel; Joe Goodlove has worked on kiosk locations

- Highway 13 and Lincoln Highway—brick and signage
- Marker on historic buildings—what they were originally and info on fields, crops, barges, ships
- Put a picture of old Rainbow bridge on interpretive sign, even though the bridge is no longer there.
- Burma Shave-like signs
- Interpretive panels like at the Prairie Park (Belle Plaine)
- Kiosk about the Lincoln Highway in the river valley
- Historical Society buildings with kiosks—Mamie Eisenhower, and building to the north (Boone)
- Restore Lincoln Highway Bridge and enhance Bridge Park, work on an interpretive kiosk
- South of Highway 100—kiosk at Squaw Creek to explain the Lincoln Highway.
- Highway 30 & Grant Park (Carroll)—possible interpretation site

- Enhance interpretation in rest stops and more

### Visitor Centers/Museums

- A regional Lincoln Highway visitor center
- Marion Historical Society/ Preservation wants to work with Lincoln Highway Heritage Byway to create an exhibit about the Lincoln Highway
- Museum, tourist camp, and gas station restored/interpreted (Denison)
- Museum with international connections. Preserve history of the Lincoln Highway and the area. A place where people can gather, sit down, explore. Talk to legislators and others about supporting, not closing down, museums.
- Get Belle Plaine to open up Preston's Garage

### Audio Tours/Tour Apps

- Audio tours—on a radio station or phone number, with town or local story or site
- Translation of the story into different languages
- Develop oral histories

- Oral histories—possibly included with audio tours
- Cell phone apps—what to see, where to go, in a single clearinghouse
- Kiosk with scannable codes or dial a number for more information
- Electronic apps including Google Maps
- Passport: electronic/app;bar codes

### Guided Tours/Group Tours/Itineraries/ Events

- Develop walking tours, brochures, driving tours, other itineraries
- More motor tours, including international
- Have more motor tours, military caravans. Can feed them at Gates Hall (Nevada).
- Bus tours—school buses taking local residents across Greene County
- Tour bus across Iowa—narration, reenactors get on and off
- Arrange for open air bus with a tour guide- perhaps from Marshalltown to Tama, etc
- Greene County stops for bus tours from out of the area
- Vintage automobile travel—driven across LH with narration

- Auto tours
- Publications, trip itineraries, AAA connections/triptiks
- Travel itineraries and lists of events
- Walking tours
- Travel itineraries and lists of events
- Deep Rock Station (Jefferson) had an impromptu reenactment of how a gas station used to operate, could be more of these events in the future
- Events—Motor Iowa visiting seven towns this year and going in the other direction next year with different towns

### Audiences/Marketing

- Understand the Lincoln Highway traveler better and market to them
- Engagement across all demographics
- Family friendly things to do
- Need to identify ways to market to different interest groups (ex. Food, Park/Recreation, History). Would need a detailed itinerary for each interest type. Each itinerary could be mobile ready or available on the web.
- Share the friendliness of rural Iowans with travelers (opportunity to promote Iowa)

- Promote Lincoln Highway as a relaxing way of travel, but that's still convenient to faster highways
- Announcing events via press releases, websites, and Facebook
- How to get younger people involved in Lincoln Highway?
- Young people interested in apps, geocaching
- Work with Scouts
- Increased publicity of events

## Wayfinding

- Replace missing byway signs
- More wayfinding signs, and “marker ahead” signs
- “Curiosity” signs for information along roadway
- Connecting loops and making sure route is clear
- Wayfinding signs—for King Tower, Lincoln Highway bridge, tourist cabin, pictures on walls of visited locations
- Electronic wayfinding—Google Maps and websites
- GPS points mapped and used to direct travelers
- Wayfinding and DOT brown/blue

signs from Highway 30, I-35, I-80 to the Lincoln Highway

- Getting travelers off Hwy. 30, I-35, I-29, etc. and onto the byway
- Develop key exit points from #30 to the Lincoln Highway
- The DOT Blue sign program- could it include a LH byway sign as an icon?
- Maps include landmarks like churches, schools, rivers
- DOT includes marking the Lincoln Highway on its statewide maps
- City parks with restrooms—need signage for travelers
- Red & Blue Line through town

## Partnerships: Communities and Businesses

- Ensuring communities are welcoming to visitors. How? Hospitality training
- Hospitality training—what to do in area, what's important, posters like Jeremy made for training in past
- Vibrant visitors' bureaus
- Businesses have stickers or signs for the Lincoln Highway
- Links to the Chamber with Lincoln Highway information

- ISU Extension assisting smaller towns to expand regional marketing, other extension to communities
- Work with other area byways
- Tama/Toledo/Meskwaki join together to increase involvement in each community
- DOT/Byway/Iowa Tourism continue to support and help communities
- Connect downtowns—theaters, similar businesses along the whole byway
- How to brand nationally?
- Relationship with Silos & Smokestacks—Lincoln Highway could become a similar resource for its communities
- Henry Joy Auto Tour passed right by Shady Oaks- need to partner with trip planners and identify attractions

## Preservation/Restoration

- Losing historic spots is a concern
- Greater emphasis on saving buildings and getting
- Preserving buildings along the route
- Maintain infrastructure- bridges, etc.
- Saving farmland and resources
- Properties in disrepair (for example,



former tourist park west of Marshalltown by Albion)

- Preserve the original Lincoln Highway and not lose it after 4-lane Highway 30 is built
- Keep the Tip-Top Lounge
- Work with the Cambridge Heritage group
- Three Wheatland bridges—new bridge for a car crusher site might block off older Lincoln Highway bridge—needs follow up. Other bridges may also be at risk
- Funding
- Tama Lincoln Highway Bridge is threatened
- 1947 Montour gas station needs to be repaired, has signs and gas pumps willing to be donated
- Restore Lincoln Highway Bridge and enhance Bridge Park, work on an interpretive kiosk
- Replica of monuments or 1928 markers—potentially available to have individuals or businesses sponsor or reinstall them

## Recreational Connections

- More paths, trails, walking, biking, hiking connections

- Connect Lincoln Highway to bike trails, enable travelers to rent bicycles
- Bike or Run the Lincoln Highway event idea
- More bike-friendly without taking out trees or widening road. Original plans including lighted bike and walking paths
- Connecting with trails
- High Trestle Trail success—tie into it
- RAGBRAI (The Register's Annual Great Bicycle Ride Across Iowa) following the Lincoln Highway route
- RAGBRAI along the Lincoln Highway, or with a Lincoln Highway theme
- Host RAGBRAI again- did come through about 6-8 years ago.
- Potential for Great Race as Great River Road has done
- Missouri Valley to Logan running trail
- Geocaching

## Arts & Aesthetics

- Increase in the Arts and connections
- Art along the Byway: for each county
- Visuals—each community develops its own (gas station with silo)

- Streetscaping
- Murals/public art
- More planned landscaping—the back of a property or farm is the front of the Lincoln Highway
- Jefferson has nice gardens, smaller communities are working on green spaces, these could be highlights of the road
- Woodbine art is welcoming—can be done in other areas
- Old signs (such as advertising signs) - originals or recreations
- Community theater could dress in period costumes and recreate historic scenes
- Could commission the Cornell staff to do “plein air” landscaping or have a high school class take it on as a project

## Economics

- Economic Tool- support existing businesses while encouraging new business growth.
- Revenue generator for businesses and communities, potential for lots of tours
- Combining historical resources (accurately) with a profitable business

- Promote small businesses
- Expand merchandising
- Economic opportunities (Nevada)- we have some restaurants, a hotel, one bed and breakfast
- Commercial aspect—getting travelers to spend money
- Highlight specialty shops downtown
- Hotel and Bed & Breakfasts—enhance connections with these establishments
- Antique shops—“Junkin’ in June”
- Lincoln Highway Buy-Way Yard Sale enhanced—held in August of each year

## Education

- Lincoln Highway promoted through the schools
- Teaching schoolchildren about Lincoln Highway
- Curriculum for kids on their first job, layering local information starting in 7th and 8th grades to prepare students preparing for jobs that interact with travelers

## Safety/Amenities

- Addressing safety issues—e.g., Woodbine intersection, Logan intersection
- Safe roads
- Get Lincoln Highway history into the schools
- A gas station/rest stop/restroom between Cedar Rapids and Tama

## Electric Cars

- Electric car travel across the state—support electric car travelers
- Converting old gas stations to electric car charging stations
- Put more recharging stations on Lincoln Highway (one just installed by building with Grant Wood Mural)

## APPENDIX 2: MEDIA FABRICATION COMPANIES

The following is a list of trusted vendors that the consultants have worked with in the past to fabricate interpretive media for the Iowa Byways program and other similar projects. For more information about products and services, contact the individual companies.

### Metal Supports, Frames, and Silhouette Sculptures

#### Barking Dog Exhibits

S12824 County Road U  
Strum, WI 54770

Contact: Ruth Risler  
Phone: 715-214-5862  
Email: ruth@bdexhibits.com  
Web: www.bdexhibits.com

### High-pressure Laminate Sign Panels

#### iZone Imaging

2526 Charter Oak Dr., Suite 100  
Temple, TX 76502

Contact: Jennifer Muniz  
Phone: 888-464-9663  
Email: info@izoneimaging.com  
Web: www.izoneimaging.com

### Push-button Digital Audio Units (hardwired, solar)

#### Signal-Innova

2841 East 19th Street  
Signal Hill, CA 90755  
Phone: 800-417-9060  
Web: www.exhibitsalive.com

### Crank-Powered Audio Units

#### Tour-Mate (Eco-Box)

137 St. Regis Crescent South  
Toronto, ON M3J 1Y6  
Phone: 800-216-0029  
Email: info@tourmate.com  
Web: www.tourmate.com

### Digital Audio Technologies (U-Turn Round)

5838 Farm to Market Road  
Whitefish, MT 59937  
Phone: 800-261-3199  
Email: sales@digitalaudiotechnologies.com  
Web: digitalaudiotechnologies.com

### Metal Passport Stations

#### Advance Corporation: Braille-Tac Division (0.125" zinc with raised characters)

8200 97th Street South  
Cottage Grove, MN 55016  
Phone: 800-328-9451  
Email: info@advancecorp.com  
Web: www.advancecorp.com

### Mobile/Cell Phone Tours

#### OnCell

1160D Pittsford-Victor Road  
Pittsford, NY 14534  
Contact: Kyle Pierce  
Phone: 585-419-9844  
Email: info@oncell.com  
Web: www.oncell.com