

LINCOLN HIGHWAY ASSOCIATION
CALIFORNIA CHAPTER

NEWSLETTER

THE
TRAVELER

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San Francisco Examiner 1915.

COVER

In 1915 The Lincoln Highway Association sponsored a motion picture caravan to film the highway from New York to San Francisco. The 3-hour (16,000 foot) feature became known as the "Three-Mile Picture Show". This was also the first motion picture film ever taken of an automobile trip. Upon reaching the Panama- Pacific Exposition in San Francisco, the film was shown almost continually as an enhancement to the panoramic route map and accompanying photos on display. It also provided advertising for the cities it passed through. During the return trip east, the film was shown in cities and towns that had sponsored it's financing.

The Auto shown on this issues cover is the official Lincoln Highway Car. It appears to be the Studebaker driven by J. Meinzinger, and was one of three autos in the caravan. It is pictured dipping its' wheels in the Pacific Ocean. The Cliff House can be seen in the left of photo while the Sutro Mansion sits atop the bluff. The white Stutz touring car shown in the photo below was the lead car driven by Henry Ostermann. The car on the right was a Packard luxury touring car used for dignitaries.



1915 Motion Picture Caravan at Western Terminus

A MESSAGE TO OUR MEMBERS

Last year I sent out an inquiry asking members if there was any interest in receiving the Traveler via e-mail. I received only a hand full of replies. This leads me to the assumption that the majority of you wish to receive a hard copy. Several members have responded that they are either uncomfortable using a computer, don't have a computer, don't trust these new fangled gadgets or simply enjoy reading the Traveler in its current form. Therefore we will continue to print the Traveler. As you know, when color photos are reproduced in B/W the quality is greatly reduced. I make every effort to have Staples print the photos as clear as possible. If you ever need one of the featured photos, I would be happy to either mail or e-mail you an original copy. As an incentive for members to respond to Traveler articles, I offer the following reward. When you submit an article for the Traveler or suggest a topic for an article, your copy of the Traveler will be individually printed on my laser color printer. This way your article will be photo quality.

You may have noticed that several photos have appeared on Brian Butko's blog site that represent California Chapter activities. In the future, only upcoming events will be posted. This insures that YOU will be the first to read articles published in the Traveler.

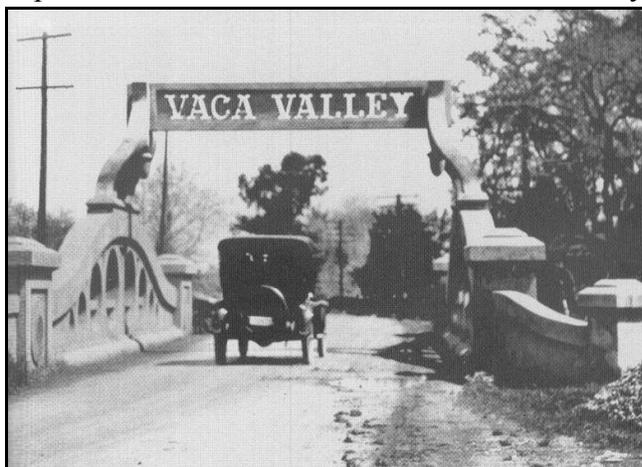
Brian Butko's blog site is www.lincolnhighwaynews.com. There are also photos from past tours and dedications posted at www.flickr.com. Under search, enter Lincoln Highway. A detailed recap of chapter meeting minutes can be found on our web site, www.lincolnhighwayassoc.org/ca.

FROM THE EDITOR

NUT TREE RESTAURANT



The Chapter held its January 2008 meeting at the new Nut Tree complex in Vacaville. The lunch/meeting was held at the Fenton's Creamery. During the business meeting a motion was passed to present the Creamery with a Historic Lincoln Highway sign to be displayed with existing Nut Tree photos and memorabilia. Chapter president Norm Root is shown presenting sign to Fentons General Manager, Jim Braden. Chapter officers were elected and are posted on the back of this issue. After the meeting, attending members drove to downtown Vacaville, where Norm gave a tour of the existing LH concrete posts and pointed out their original locations. A visit to the Vacaville Historical Museum was next and proved to be quite interesting. The final stop was at the location of the famous Vaca Valley Bridge over Alamo Creek.





Route 82

**SACRAMENTO TO STOCKTON,
CALIFORNIA**

Via Sacramento Boulevard.

Miles

- 0.0 **SACRAMENTO.** From corner K and 10th Sts., Sacramento Hotel, go south on 10th St.
- 0.2 Turn left with trolley on P St.
- 1.8 Cross R. R.
- 2.6 ☉ Turn right across trolley off of P St. on Stockton Ave. ☉
- 2.9 Cross R. R. Large brick cannery of Libby, McNeil and Libby on right.
- 5.2 ☉ Cross trolley, then parallel trolley ☉.
- 5.3 Cross trolley, State Fair Ground on left.
- 6.5 Straight away from trolley.
- 7.2 ☉ Straight thru xroads. Five Mile House on right corner. (Turn right for **WALSH**.)
- 8.2 Straight. (Road on right for **WALSH**.)
- 9.3 ☉ Straight thru xroads. (Turn left for **FLORIN** and right for **FREEPORT**.)
- 10.9 Straight. (Turn right for **UNION HOUSE**.)
- 12.5 Straight. (Turn left for **SHELDON**.)
- 13.6 Straight thru xroads. (Turn left for **SHELDON**.)
- 13.8 ☉ Straight thru xroads. (Turn left for **ELK GROVE**.)
- 20.1 ☉ Cross R. R. ☉ **MC CONNELL** Station on right.
- 20.2 ☉ Bear right across bridge over Consumnes River.
- 20.3 End of bridge.
- 21.1 Cross long wooden bridge.
- 21.4 End of long wooden bridge.
- 22.2 Curve left past Arnold Station.
- 23.0 ☉ Turn right at xroads.
- 25.5 ☉ Straight thru xroads. School house on right. (Turn left for **CONLEY**.)
- 27.6 ☉ Cross R. R. ☉
- 28.2 Jog right and left. At left jog turn right for **GALT**, half a mile.
- 28.6 Turn left.
- 29.1 ☉ Straight.
- 29.7 Bear left and cross long steel bridge.
- 30.7 ☉ Straight. (Turn right for **FOREST LAKE**.)
- 31.1 Turn right.
- 31.2 ☉ Cross R. R., then left ☉.
- 33.4 Straight. (Turn left for **LOCKFORD**.)
- 34.4 ☉ Straight. (Turn left for **ACAMPO**.)
- 35.7 Cross wooden bridge.

Chapter member Dave Cole from Santa Maria, CA. responded to the photo on the cover of the October 2007 issue of the Traveler. Dave who is interested in early 20th century road signs mailed a fascinating story regarding the signs in the photo. Dave is a collector of Goodrich Guide Post signs and claims this one to be a beauty. Along with his letter, Dave included the above page from a 1915 Goodrich Central Valley Route Book. I have taken liberty to paraphrase Dave's letter for your reading enjoyment. To follow the story, refer to the previous Traveler's cover. The three-way sign posted by the Auto Club of California is probably the oldest of the three, as the ACC began putting up such signs in 1908 but ran out of money a few years later. They all had the same shape – a rectangle with a little point on the end opposite the iron post, and so far as I know, they were always black on white boards. I think the earliest ones were just painted, but this one looks like it must have been porcelain enamel on steel, judging by the ding that has obliterated part of Lodi on the board at the left. Notice that this was not a sign by the Auto Club of Southern California, it was the early club founded in March 1900, in San Francisco. It's interesting to see that some ACC signs were still in use as late as 1916, as the club itself didn't last much longer than this.

The diamond-shaped sign posted by the CSAA must have been among their earliest ones, as it is on a wood post. Soon after their road signing began, CSAA switched to metal posts, as the wooden ones were easily broken. CSAA signs were famous for their blue lettering on a yellow background, but this sign seems to have the color scheme reversed. I wonder why they did that?

The B.F. Goodrich Company, of Akron, Ohio, was the first outfit of any kind to engage in road posting across the U.S. They began in 1910, and issued Route Books for the roads on which they posted their signs. The locations of the signs were noted on strip maps with a “G” in a circle arrowed to the intersection. It was a great system for its time.

The earliest Goodrich directional signs were mainly white and red, with some black lettering, but they proved to be attractive targets for kid with guns, and most of the early ones were shot up quickly. By 1915 Goodrich switched to a dark blue sign with white lettering and direction boards, all in porcelain enamel as before, but as you can see on this one, the SACRAMENTO 30 / GALT 5 has taken a bullet. By 1916 or '17 Goodrich stated making their Guide Posts out of boilerplate painted black, with the wording comprised of letters made by drilling holes halfway through the steel plates, then highlighting the resultant letters with aluminum paint. The result was quite distinctive, fairly easy to read, and the black-enameled boilerplate was not a good target for shooters. With no porcelain to chip, the signs were not “self-marking”.

Goodrich had three trucks that traveled the U.S. installing signs from 1910 to about 1920. The Route Books date from 1910 to about 1918. Folding road maps and route cards began superseding the books by 1916, and lasted until 1920, after which the program was discontinued. Most states and counties wanted uniform signage without advertising along their roads, and enacted legislation to have it so.

Dave notes that there is indeed a circled “G” on the map at the intersection of Route 82 and the road to Acampo. He also notes that the mileage posted on the signs doesn’t correspond to the mileage listed in the route book, and is off by up to 5.4 miles in one case. Apparently the sign makers didn’t reference the Guide Book.

The photo came from a web site called “learncalifornia.org”, which used a photo from the California State Archives that was originally taken by the California Dept. of Public Works Division of Highways in 1916.

THE SUMMIT GARAGE



Sunday January 20, 2008. At long last..... the Summit Garage finally receives its long-awaited signs. Mike Kaelin is shown presenting one of two signs that will adorn the Garage, to Mr. Al Vieux, the new property owner. Also shown in photo (left to right) are Deborah DuBois and Linda Krhut who will operate an antique shop and stained glass shop “ Creative Cave” (respectively) within the old Garage.

The newly remodeled interior is taking shape and tentative plans are to open within a couple months. Mr. Vieux has concerns regarding having the property declared an historical site. He intends to maintain the structure in its original condition but doesn't want outside restrictions placed on the buildings or property. As the Garage resides in Alameda County, the Livermore Heritage Guild may be able to lend support to this endeavor. Gary Kinst presented eight framed photos depicting scenes from the Altamont Pass and the Summit Garage to Linda and Debroah. They will be displayed inside the Garage to enlighten new customers. Future plans may also include making the Garage a satellite store for the Lincoln Highway Trading Post, offering LH literature and memorabilia.



Signs were installed at both ends of the Garage canopy and are very visible from the highway.

MISSING WESTERN TERMINUS MARKER

Research is underway by George Clark and Myron Gershenson to locate what may possibly be the original Western Terminus Marker. A blog on Brian Butko's web site www.lincolnhighwaynews.com tells the story of a marker discovered in a landfill below the Palace of the Legion of Honor in Lincoln Park. Details of the current location and that of the person in possession are a little sketchy but with some luck our sleuths will uncover the truth and lay this rumor to rest.

STREET SIGNS

Wednesday night February 13, 2008, Sacramento Public Television Station KVIE aired a show from their Viewfinder Series called Street Signs. The first segment of this program was centered on the Lincoln Highway. Host Jack Gallagher began the episode from the Towe Automobile Museum in Sacramento and with the intuitive narration of Bob Dieterich (California's National Representative) and Norm Root (California Chapter President) he revealed the historical role the Lincoln Highway played in the joining of our nation. With the aid of vintage photos and current film footage he pointed out sections of the highway that most of us use without being aware we are driving on or by America's first Trans-Continental paved road. Joe Fabel of the Elk Grove Historical Society was also featured and presented the story of his parents traveling the Lincoln to California. We are hopeful Huell Howser, who produces the PBS show California's Gold, will pick up on this episode and expand it into a full ½ hour presentation. You can read the transcript of this program by logging on to kvie.com or click on program, viewfinder, street signs, episode 705 The Lincoln Highway. A DVD (PTVF 705) can also be purchased for \$14.95 plus Ca. tax and shipping.

MARK YOUR 2008 CALENDAR

Saturday **APRIL 12**
12:00 noon

State Chapter Meeting
Athens Restaurant
6999 Dublin Blvd. Dublin, CA.

NOTE: A caravan tour is scheduled after the meeting to view historic sites in Dublin Canyon and East Castro Valley.

Saturday **APRIL 26**

Tour # 1 Central Valley 1913-1927 Route
Sacramento to San Francisco
via Altamont Pass

JUNE 17 – 21

2008 Lincoln Highway Conference
Evanston, Wyoming

For information contact Shelly Horn at conference.2008@lincolnhighwayassoc.org

Saturday **JUNE 28**

Tour # 2 Sierra Nevada Southern Route
Sacramento to Lake Tahoe
via Echo Summit

Saturday **JULY 12**
12:00 noon

State Chapter Meeting
Auburn (location to be announced)

Saturday **AUGUST 30**

Tour # 3 Sierra Nevada Northern Route
Sacramento to Verdi, NV.
via Donner Pass and Dog Valley

Saturday **OCTOBER 4**
12:00 noon

State Chapter Meeting
Placerville (location to be announced)

Saturday **OCTOBER 25**

Tour # 4 Central Valley 1928 Route
Sacramento to San Francisco
Via Yolo Causeway and Carquinez Strait

NOTE: All tours depart the Holiday Inn Sacramento Northeast, Madison @ I 80 at 9:00 am. Boarding begins at 8:45 am.



Participants of Tour #3, 2006 posing at Donner Summit