

LINCOLN HIGHWAY ASSOCIATION
CALIFORNIA CHAPTER

NEWSLETTER

**THE
TRAVELER**



EDITOR
Gary Kinst

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VOL. 10 NO. 3

SUMMER

JULY 2009

WHICH OF THESE GENTLEMEN FACED THE
TOUGHEST CHALLENGE ?



Carl Graham Fisher
Jan. 12, 1874 - July 15, 1939



Gregory Mathew Franzwa
Feb. 27, 1926 - Mar. 29, 2009

FROM THE EDITOR

COVER

Visionary Carl Fisher realized the need for a better network of roads around 1912. The Model T Ford, introduced in 1909, had pretty much sealed the faith of the horse and wagon. People were on the move. Unfortunately they couldn't travel far from home as our system of roads didn't extend much further than from farmers Bob's ranch into town. Finding a path from town to town was basically just that, a path. What roads that did exist were dirt, rutted by wagon wheels and almost impassible during periods of rain or snow. So Carl's plan was to construct a coast to coast rock highway that would be passable year round. It would connect 13 states on its way from New York to California linking key cities in those states and promoting trade between those cities. Carl and several associates formed an association which they would call the Lincoln Highway Association honoring our 16th president. The plan was to raise 10 million dollars to fund the construction of this 3200 mile road. The public was eager to contribute whatever they could afford and large companies such as Goodyear and Packard Motor Co. donated large sums of money. Because the motorist could now take to the open road, not restricted by railroad time tables and predetermined destinations, the plan was an easy sell. By 1928 the highway was essentially complete with a few exceptions in Utah and Nevada. It was fully paved by the mid 1930's although it had taken on the new federal numbering system and became US 30, 40 and 50. Running low on capital the association disbanded in 1928.

Carl's dream had become a reality due impart to the realization that this country was in dire need of good roads and the completion of those roads would benefit the entire country.

The year is 1992, and along comes Gregory Franzwa. Greg is an historian and interested in the westward travels of early pioneers. He had previously formed an association to explore and preserve the Oregon-California Trail. Now he has discovered that a road once called the Lincoln Highway used part of this Oregon-California Trail on it westward trek. So he formed the new Lincoln Highway Association to explore and preserve what had become known as Main Street across America. This is what Greg and hundreds of volunteers across America have been doing since 1992.

The thought I've been pondering and what gave birth to this story is which of these gentlemen had the most difficult challenge in promoting the Lincoln Highway. I've already mentioned that Carl had the support of the country for a new and innovative project to benefit all. Greg on the other hand attempted to revitalize an interest in an abandoned highway that very few new existed. The Lincoln Highway? What's that? You mean Route 66 ?? No we don't mean the Johnny- come- lately Route 66, we mean America's first transcontinental highway. The highway that tied the nation together and spawned the idea for our Interstate Highway System. Through the efforts of Greg and members of the State chapters, public awareness has almost equaled that of Route 66. Greg's publication of the Forum (our national news magazine) and his series of State books have sparked the interest of a whole new group of individuals seeking the history of this once great highway. Other authors such as Brian Butko, Drake Hokanson, Michael Wallis and D.L. Nissley have told the story of the Lincoln Highway. PPS television in Pittsburg, PA. Recently aired a 1 hour documentary, produced by Bob Sebak, on traveling the Lincoln which has become a hit. Groups and individuals are making trips across the country and yearly conventions are held in the States through which the Lincoln passed.

Which brings us back to 1992. What if there had been no Greg Franzwa ? Would there be a Lincoln Highway Association today? I'll let you decide for yourself, but as for me, my vote goes to "The Old Man", Gregory Franzwa. Rest in Peace.....

PROCLAMATION



MARCH 29, 2009

**PROCLAMATION BY THE LINCOLN HIGHWAY ASSOCIATION
TO HONOR THE LIFETIME ACHIEVEMENTS OF**

**GREGORY M. FRANZWA
1926 - 2009**

WHEREAS, GREGORY FRANZWA HELPED TO SUCCESSFULLY RE-ESTABLISH THE LINCOLN HIGHWAY ASSOCIATION IN 1992 TO IDENTIFY, PRESERVE, AND PROMOTE THE LINCOLN HIGHWAY; AND

WHEREAS, GREGORY FRANZWA SERVED AS THE FIRST PRESIDENT OF THE ASSOCIATION FROM 1992 TO 1994; AND

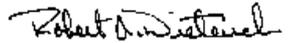
WHEREAS, GREGORY FRANZWA CONTINUED TO SERVE THE ASSOCIATION IN VARIOUS CAPACITIES INCLUDING AS EDITOR OF *THE LINCOLN HIGHWAY FORUM* AND AUTHORED NUMEROUS BOOKS AND ARTICLES ON THE LINCOLN HIGHWAY; AND

WHEREAS, GREGORY FRANZWA THROUGH HIS TIRELESS WORK, INFECTIOUS ENTHUSIASM AND SENSE OF HUMOR TOUCHED AND REDIRECTED THE LIVES OF COUNTLESS MEMBERS OF THE ASSOCIATION BY BRINGING THEIR ATTENTION AND INTEREST TO THE MISSION OF THE ASSOCIATION; AND

WHEREAS, GREGORY FRANZWA'S INSPIRATION MOTIVATED MANY MEMBERS TO ADVANCE THE GOALS OF THE ASSOCIATION; AND

WHEREAS, GREGORY FRANZWA HONORED THE CONTRIBUTIONS AND ACHIEVEMENTS OF MANY OTHERS WITH THE ANNUAL AWARDS, IT IS NOW APPROPRIATE TO HONOR HIM.

NOW, THEREFORE, AS PRESIDENT, AND WITH THE CONCURRENCE OF THE OFFICERS AND DIRECTORS OF THE LINCOLN HIGHWAY ASSOCIATION, I DO HEREBY PROCLAIM THE ASSOCIATION'S PROFOUND GRATITUDE TO GREGORY M. FRANZWA FOR HIS TIRELESS AND DEDICATED SERVICE AND LIFETIME ACHIEVEMENTS BY ESTABLISHING AN ANNUAL AWARD TO BE KNOWN AS THE "GREGORY M. FRANZWA AWARD" TO BE GIVEN TO THE INDIVIDUAL OR ORGANIZATION WHICH DOES THE MOST TO PROMOTE THE ASSOCIATION.


ROBERT A. DIETERICH, PRESIDENT
LINCOLN HIGHWAY ASSOCIATION



Jesse Petersen And Bob Dieterich present the "Gregory M. Franzwa Award" proclamation to Kathy Franzwa. The award was to be presented to Gregory personally, but his passing came sooner than expected.

CHAPTER MEETING

The Chapter meeting for April was held at the Hacienda del Rio Restaurant in Folsom. Again we had a great turn-out of 21 members even with three board members being unable to attend. Several agenda items were postponed to the July meeting, including Paul Gilger's report on van tours, the Southern California MAFA tour in July and an update on the California /Nevada Conference. Kell Brigan's report on the progress with the Sacramento Area Historical Society Consortium was also tabled until our next meeting. Will McKinney reported on the progress of his Eagle Scout project on Mother Lode Drive between Shingle Springs and El Dorado. Our next Chapter meeting will be held at that location accompanied by a barbeque provided by Will and his Cousin Steve. Myron Gershenson, Mike Kaelin and I gave a short dissertation on promoting self guided tours and giving power-point presentations at local libraries and museums to provide a glimpse of the Lincoln to those folks who are unable to participate in the van tours. On behalf of the California Chapter I submitted a grant application to the LHA Grant Review Board, requesting \$3,000 to be divided equally and given to The Ancient and Honorable Order of E. Clampus Vitus to augment the cost of establishing two commemorative markers. As reported in the April Traveler these markers will be erected in Truckee and Hayward. The board's decision will be announced at the Indiana convention in June. In the mean time we will keep our fingers crossed. Norm proposed that an Historic Lincoln Highway sign be presented to the owner of the Hacienda del Rio Restaurant to be placed in a conspicuous location among other signage displayed in the restaurant. After some further discussion, the owner, Mr. David Miller, opted to place the sign on the upstairs balcony railing facing Sutter Street. The restaurant is located on the corner of Sutter and Riley Streets (route of the pioneer branch of the Lincoln) and the sign will be visible to motorists and pedestrians alike.



Norm presenting sign to David Miller



Bob presenting plaque to Lloyd Johnson

The Lincoln Highway Association's California Chapter was presented with a plaque recognizing the effort put forth in preserving the Orangevale Bridge. The Chapter felt that this award should go to Lloyd Johnson for his contributions in having the bridge placed on the National Register of Historic Places.

Following the meeting a group of members walked down Sutter Street to the Folsom History Museum to view the new Folsom Bridge Exhibit and the recently dedicated LH concrete marker.

DELIVERY OF MARKER



Will McKinney (closest to truck) guides the unloading of the monument as Norm supervises. Inside the museum Scout Troup #700 from Rescue, CA. begins the placement of the monument. The delivery and erection crew poise proudly after an exhausting yet triumph undertaking. The 1928 marker stands in front of the Lincoln highway exhibit, safe from eBay and roadside vandals.

FOLSOM HISTORY MUSEUM

On Friday March, 20th The Folsom History Museum held an open house to preview it's new feature exhibit entitled "Celebrating Folsom's Bridges". The museum set aside one gallery to highlight its collection of historic and present day photos of the bridges that played an important role in Folsom's history. Among the photographs were maps, artists renderings, and articles by the people who were a part of the history of these bridges. Norm Root, Bob Dieterich, Lloyd Johnson and I , along with family members and other California Chapter members, were on hand to participate in the presentation of an original 1928 LH marker to the museum.



Lee Holifield and Father-in-Law Ray Helm



Bob Dieterich presenting Lee and Ray a certificate of appreciation for donating the marker



Norm with Patrick Maxfield , Folsom Historical Society President, who accepted the marker



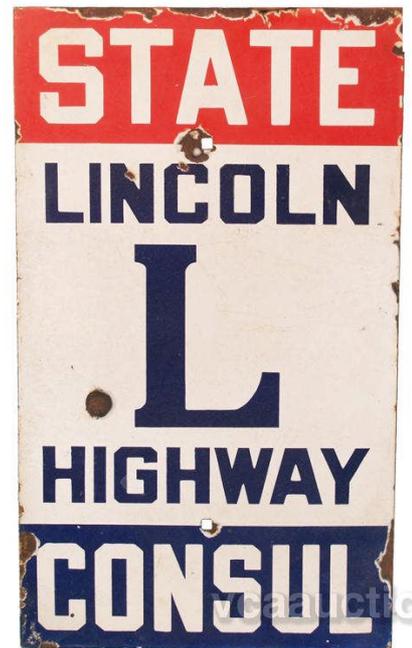
Norm speaking to those gathered at the dedication

DISCOVERIES

Every March I attend the annual "Gas Bash" in Escalon, California. Collectors from all over the Western United States gather to sell and trade petrobilia which includes gas pumps, gas and oil related memorabilia and signs. For the last two years someone has had Lincoln highway signs for sale and this year was no exception. A collector from Hesperia, CA. had this Lincoln sign which really caught me off guard. I had never heard or seen one of these. After several inquiries no one else had either with the exception of Jess Peterson of Toole, Utah. Jess related to me that he was made aware of a similar sign for sale at auction in Nevada. When I returned home I went on line to Google and typed in Lincoln Highway State Consul sign, and lo-and-behold up popped a similar sign which had sold at auction in Nevada in February. After a close examination they appear identical. The one from Nevada sold for \$1,200 and the California collector was asking \$1,800.



Sign found at Gas Bash



Sign sold at auction

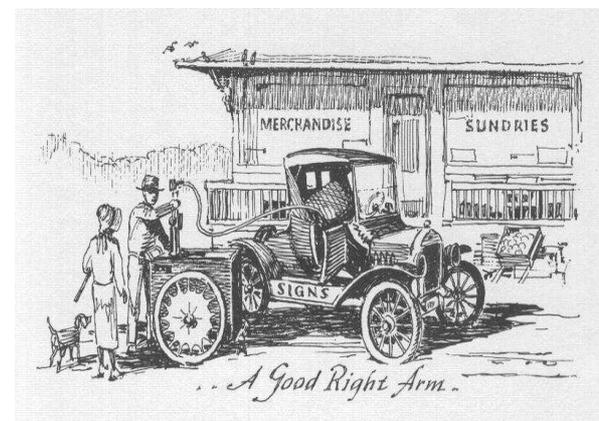
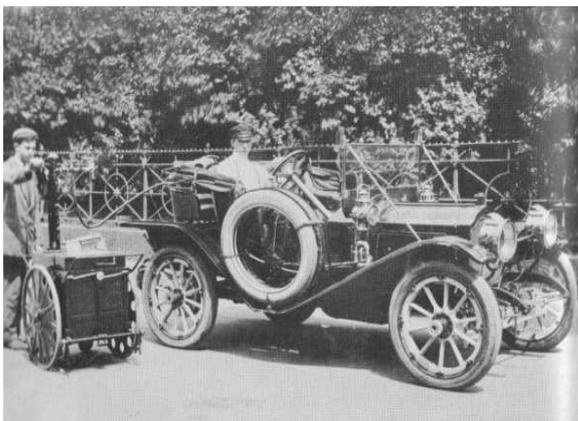
Way Back When

Several Travelers ago I wrote an article regarding changing and repairing tires while traveling the Lincoln. In our cross-section of LHA members, there are those who would like to know exactly where every alignment of the highway was located. Sometimes down to every rock and pebble. Then there is the group that could care less if it went through farmer Bob's pasture or through farmer Ed's. What they want to know is who were the folks that traveled the Lincoln. Where were they going? What did they experience while traveling? What mechanical difficulties did they encounter with their new fangled horseless carriages? I have been collecting books relating to early automobile travel and have discovered some fascinating stories which I plan to share in future Travelers. In this issue I would like to share two excerpts from a book published in 1951 entitled "The Road is Yours the Story of the Automobile and the Men Behind It". The book covers the development of the automobile, the expansion of the petroleum market and the good roads movement. Stories relating to businesses that were created to assist the motorist, such as filling stations, tire and electrical shops are also covered.

The first excerpt relates to the fuel required to power the new automobile.”At first, the petroleum industry looked upon the automobile with mixed feelings. It was welcome but it posed a problem. Despite gaslight and electricity in the cities, a huge majority of the American people, as did most of the rest of the world, ate, read, sewed, played games, and went to bed by the light of kerosene lamps. When the lights burned low, you simply carried a kerosene can down to the store and got a refill from a sturdy wooden barrel which rested on two saw –horses. Kerosene was the main business of the oil people, and all refining of crude petroleum was directed to that end. One of the first distillates in the process of refining kerosene was a highly volatile, pungent-smelling clear liquid that was lighter than water. This was gasoline, and it was an unwanted by-product. When the refining of lamp oil was handled carelessly, the kerosene became adulterated with gasoline. If the mixture was weak, the lamp flame turned blue, gave little illumination, and sputtered like a blowtorch. If too much gasoline was present, the lamp exploded. Hence, the mixture was not appreciated in smooth-running households, and the government put inspectors in oil refineries to make sure that no gasoline was put in the kerosene. The quality which made gasoline so unwelcome in lamp oil made it particularly desirable to pioneers who tinkered with internal combustion engines. When mixed with air – twelve hundred gallons of air were taken into the carburetor for each gallon of gas – it had more energy per pound than dynamite, nitroglycerine, and TNT. So, when the first gasoline-fueled automobiles appeared, oil refiners smiled hopefully and said, “Welcome, friend.” Here was a new, if still limited, market for an orphan product.

But the early transportation, storage, and selling of gasoline was a headache. The stuff had to be handled more carefully than kerosene. It was unpredictable and explosive, and many a man lighting his pipe near a tank full of it was blown to glory. Some storekeepers who handled kerosene balked against distributing gasoline. Those who dared to sell it picked up some extra change from motorists, but the trade was very much of a sideline. Car owners, who bought gasoline direct from oil distributors and stored it in their barns and garages, were visited by insurance agents who pointed to the fine print in their insurance policies forbidding such carelessness with combustibles. The town fathers took note of the gasoline menace and required storage tanks to be located underground.

General stores, hardware stores, one-time smithies-these were the usual gasoline supply places in the early years of the 1900’s.They were found outside hardware stores and newly-christened repair “garages”. Most of these places approached the town dump in disorder, a higgledy-piggledy of old gas barrels, oilcans, discarded tires, and heaps of oiled waste. The attendants, hands and faces blackened and besmudged, looked as though they were made up for a minstrel show. “Service with a smile” had not been thought of, and it was a nuisance to leave a piece of work or a pinochle game to go outside and crank gas from a roadside or portable pump for some impatient motorist.



Twelve notches up and twelve notches down equaled 1 gallon

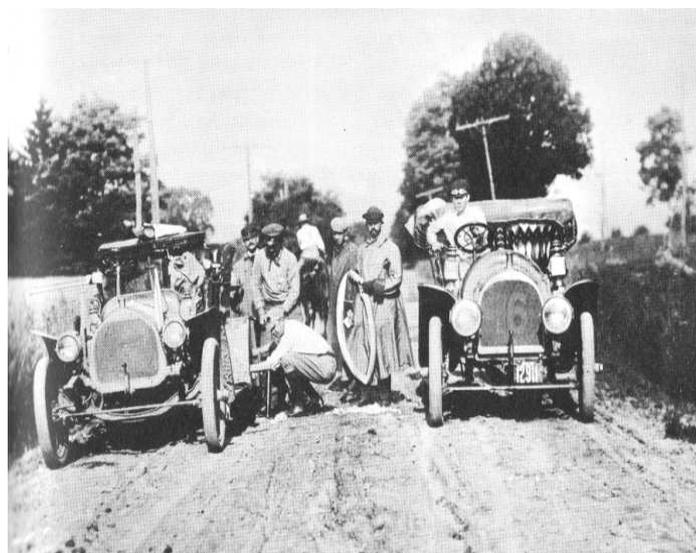
By 1910, with some 400,000 cars in the nation, gasoline sales approached that of kerosene. The oil refinery business had doubled since the beginning of the century, and, realizing that the automobile rather than the kerosene lamp could become its meal ticket. So far as is known, the first drive-in filling station was established in Pittsburgh, in December, 1913, by the Gulf Refining

Company. By 1920, there were fifteen thousand such stations throughout the country. Three times as much gasoline as kerosene was refined. This was accomplished by much hand-wringing and predicting that within ten years oil reserves would be exhausted.”

The second excerpt relates to the most common of breakdowns experienced by the motorists, the flat tire. “Much deserved tribute has been paid to the initiative, courage, and determination of the pioneer automobile maker, but equally deserving and frequently forgotten is the fortitude and patience of the pioneer motorist. According to records of the A.A.A.’s emergency road service, tire trouble is the cause of slightly more than one out of every five of the comparatively few breakdowns now occurring (1951) on the roads. generation ago, punctures or blowouts were anticipated events of any motor trip. It was impossible for a motorist to see every horseshoe nail in the road, and sometimes he might have eight punctures in an afternoon. Whether puncture or blowout, the results then were the same as now, but subsequent proceedings were more involved. After jacking up his car, the early motorist went into a life-and-death struggle with the tire to remove it from the clincher. Then he examined the inner tube. If the damage was too great he might substitute another inner tube. If he had no spare tube, he might stuff the tire with grass or hay and trust to luck to crawl back to town without friction setting the stuff on fire. Only if he had escaped commitment to an asylum as an idiot would he use his spare tube if he didn’t need to, for a tube might be blown to ribbons within the next quarter-mile.

If the damage could be repaired, the motorist opened his toolbox and laid out his tire kit. First he selected a rubber patch big enough to cover the hole in the tube. To stick the patch to the tire, he smeared it with rubber cement, one of the most noxious, repulsively cloying adhesives ever devised by man. The next few minutes he spent waiting for the mess to dry and removing any of the stuff that might have spread to his fingers.

After the repaired tube was stretched over the wheel rim, the motorist had to go into another life-and-death struggle to get the outer casing on again. Then came a breath-taking workout with the tire pump-an up-and-down churning motion-to inflate the tube to seventy pounds pressure. It was no work for a lady and the vicinity of this work was no place for a lady with delicate ears. If the tire gauge was lost or forgotten, which it frequently was, the motorist tried to judge proper inflation by feeling the side of the tube. When it no longer yielded, he stopped pumping. If he was not alone, he made his passenger feel the tire’s pulse. But he had to be sure that his passenger did not stutter, because while the latter tempted to utter “Stop!” the tire could be overinflated, causing another blowout, a blowup, and lamentable disregard of one’s Sunday school lessons.”



Motorists lending a helping hand

We are now taking reservations for the 2009 Lincoln Highway California Tours!

- Tour #1 Sat. April 25: 1913-1927 Central Valley Route: Sacramento to San Francisco via Altamont Pass**
- Tour #2 Sat. June 27: Sierra Nevada Southern Route: Sacramento to Lake Tahoe via Echo Summit**
- Tour #3 Sat. Aug 29: Sierra Nevada Northern Route: Sacramento to Nevada via Donner Pass & Dog Valley**
- Tour #4 Sat. Oct 24: 1928 Central Valley Route: Sacramento to San Francisco via Carquinez Strait**

Each tour - \$45 per person.

All tours are one-day trips beginning and ending at the Holiday Inn "Sacramento I-80 N.E."
5321 Date Ave. in Sacramento, at the Madison Ave. exit off I-80

Boarding at 8:45 am. Departure at 9:00 am sharp!

You may select a single tour or any combination of tours.

Please fill out order form below and mail with check or money order in the amount of \$45 per person per tour

Make payable to "Lincoln Highway California Chapter", mail to:

Lincoln Highway Association California Chapter, PO Box 2554, Fair Oaks, Ca 95628-2554

Name: _____
 Street Address: _____
 City, State, Zip: _____
 Phone Number: _____

Indicate the number of people in your party for each tour: Tour #1___ Tour #2___ Tour #3___ Tour #4___
 All tour participants agree that the Lincoln Highway Association, the California Chapter of the Lincoln Highway Association, its officers, directors and agents, shall have no responsibility or liability, in whole or in part, for any loss, damage, or injury to person or property, or any act of omission resulting from, arising out of, or occurring during any activity, program, tour, meeting, meal, or other service or facility furnished or supplied in conjunction with the tours. All participants must sign and date below:

Signature #1: _____ Date: _____
 Signature #2: _____ Date: _____
 Signature #3: _____ Date: _____
 Signature #4: _____ Date: _____

Please include other dated signatures, if applicable.



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We have received hundreds of orders from all over the United States for our very popular Lincoln Highway Driving Maps for California. They are essential for exploring the Lincoln in California.

Please fill out order form below and mail with check or money order made out to
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Lincoln Highway Association California Chapter, PO Box 2554, Fair Oaks, Ca 95628-2554

Name _____
 Street Address: _____
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MARK YOUR 2009 CALENDAR

Saturday **JULY 11**
12:00 noon

State Chapter Meeting
McKinney Ranch Cutty Sark Court
(off Mother Lode Drive between
Shingle Springs and El Dorado)

NOTE: The event will be the dedication of Will McKinney's Eagle Scout project

Saturday **AUGUST 29**

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

Saturday **OCTOBER 3**
12:00 noon

State Chapter Meeting
Location to be announced

Saturday **OCTOBER 24**

Tour # 4 Central Valley Route
Sacramento to San Francisco
Via Carquinez Strait

Next Chapter Meeting, Saturday, July 11

Cutty Sark Court? by Norm Root

What's that? Sounds like a distillery or someplace in a seafaring town. Nope it's a driveway in the El Dorado County foothills. Now, the only access to a primo piece of the old Lincoln Highway on private property. No wonder you've never heard of it. It is located off of 4900 Mother Lode Drive about halfway between Shingle Springs and the town of El Dorado.

The road was originally the Placerville Stage Road. It became part of the State Road in 1896, part of the Lincoln Highway in 1913, U.S. 50 in 1926, replaced by Mother Lode Drive by the State of California in 1940. The old road followed natural land contours as much as possible. At this site it crawled up over a hill. The Mother lode Drive construction cut through the hill severing U.S. 50. The segment on the north side became Rocking Horse Lane. The segment on the south side was left landlocked. As part of the Mother lode Drive project the State constructed Cutty Sark Court to provide access to the landlocked property. It was relinquished to El Dorado County in 1940. When a road is relinquished by the State it is repaired and repaved first. This piece from the top of the cut, 0.3 miles around the curve to Old French Town Road looks like it has just been oiled and no one has driven on it since 1940.

Cutty Sark Court is now owned by Steve McKinney. Steve suggested to Will McKinney, son of Steve's cousin that he build a Lincoln Highway roadside rest here as his Eagle Scout project.

Well, now's your rare opportunity to stroll on it. It's a delightful shaded and serene walk. It's the dedication of this eagle Scout project to which the Chapter has been invited. The dedication was set to coincide with our regular quarterly meeting date, July 11th at noon. Will's family has invited the Chapter to a celebration barbeque.



IN MEMORIAM

Gregory Mathew Franzwa



Gregory Mathew Franzwa 1926 ~ 2009 Gregory Mathew Franzwa, 83, passed away from cancer at his home in Tooele, Utah, on March 29, 2009. He was born in Carroll, Iowa, on Feb. 27, 1926, to Fred W. and Mabel Henderson Franzwa. He is survived by his wife, Kathy, and his three children: Theodore C. Francois, Hemet, Calif; Christian N. Franzwa, Lynnwood, Wash; and Patrice A. Smith, Bailey, N.C. He also leaves two brothers, Sterling "Rusty," Glidden, and Frederick A., Rochester, N.Y. His stepmother, Jane Franzwa, lives in Tucson, Arizona. He became a professional musician while a sophomore in Glidden High School, playing trumpet with local dance bands. He joined the U.S. Navy's V-5 flight training program while awaiting graduation in May 1943, and was called to active duty on October 5, 1943. He was released to inactive duty in August 1946, as a Lt. (JG), in the United States Naval Reserve. Mr. Franzwa attended Iowa State College from September 1946 to May 1947; and the State University of Iowa from February 1948 until receiving a bachelor of journalism degree in August 1950. He moved to St. Louis, MO, in October 1950, and opened his firm, Gregory M. Franzwa Public Relations in 1955, a firm which remained in

business until his move to Tucson, Ariz., in 1991. He founded the highly successful Tiger Rag Forever Jazz Band in the early 1960s, and the 1926 Jazz Band, an all-star group, also in St. Louis, in the late 1970s. He joined the Old Pueblo Jazz Band in Tucson and remained its leader until moving to Tooele, Utah in 2005. His first book, "The Old Cathedral", was published by the St. Louis Archdiocese in 1965. His second, "The Story of Old Ste. Genevieve", was the first to bear the imprimatur of his firm, The Patrice Press, in 1967. "The Oregon Trail Revisited", first published in 1967, established Mr. Franzwa's reputation as a premiere scholar of the history of the covered wagon emigration to the American West. The Patrice Press continued to publish Mr. Franzwa's works, as well as that of many other scholars. In 1996 the author began his state-by-state series of hardcover books on the Lincoln Highway. The six states west of the Mississippi River are now in print with his 21st book, "The Lincoln Highway: Illinois", in process. He was the principal founder of the Oregon-California Trails Association in 1982, a group dedicated to the interpretation and preservation of the historic road. 10 years later, in October 1992, he founded the current Lincoln Highway Association, with the same purpose. He married his soulmate, Kathleen A. Colyer on Dec. 23, 2000, after a storybook romance centered on the Oregon Trail. His remains were cremated and scattered over the Oregon Trail. At his request, there will be no services