

CONTACT INFORMATION

CELEBRATION CONTACTS

GREAT PLATTE RIVER ROAD ARCHWAY

Contact: Ronnie O'Brien, Director of Education
877-511-2724 | robrien@archway.org

KEARNEY VISITORS BUREAU

Sarah Focke, Tourism & Convention Sales Manager
800-652-9435 | sfocke@visitkearney.org
www.VisitKearney.org/2013lincolnhighwaycelebration

21ST ANNUAL LINCOLN HIGHWAY ASSOCIATION CONFERENCE

Contacts: Bob & Lenore Stubblefield
Conference Co-Chairs
308-647-6554 | lenstubb@yahoo.com
www.lincolnhighwayassoc.org



Twin tours will commence from both coasts on June 22, 2013. Beginning at Lincoln Park in San Francisco, California and Times Square in New York City. A parade will lead the tours into Kearney's main street for celebrations. The Lincoln Highway Association will hold its annual conference following the celebration.

2013 CENTENNIAL AUTO TOUR

Bob Lichty and Rosemary Rubin
Centennial Co-chairs
330-456-7869 | rrubin@neo.rr.com

Endorsed by  **NTA** National Tour Association

LINCOLN HIGHWAY CENTENNIAL

Kearney, Nebraska
June 30 - July 1, 2013



lincolnhighwayassoc.org
visitkearney.org/2013lincolnhighwaycelebration

INTRODUCTION



**FROM THE
PAST**



**TO THE
PRESENT**

America's Main Street, the Lincoln Highway was the first coast to coast highway, spanning 3,380 miles through 13 states, connecting New York to San Francisco and all towns between.

The brainchild of Carl Fisher, Indiana automotive pioneer, the Lincoln Highway was designed to promote economic development and tourism across America. Two other automotive industrialists played major roles in the highway's progression. Henry B. Joy, was the first president of the Packard Motor Company and "spark plug" of the original Lincoln Highway Association. Frank Sieberling, president of the Goodyear Tire and Rubber Company, was also a major contributor.

In 1913, the Lincoln Highway was a bold, innovative plan, mapped across the U.S., yet years from being fully paved. There were sections of dirt, sand and even pasture marked only by posts, poles and handwritten signs; travel was a monumental undertaking. But once the idea of traveling independently became a reality, there was no holding America back.

KEARNEY, NE

**3 hours west of
Omaha, NE**

**5 hours east of
Denver, CO**



ON I-80 AND US HIGHWAY 30

WHY KEARNEY? Kearney is known for the 1733 Ranch, located 1733 miles from Frisco and 1733 miles from Boston, and 50 miles from the 100th Meridian. Razed in the 1930's, the 1733 Ranch's barn at one time was the world's largest, a block long and 3-stories tall.



Kearney/Buffalo County was among the first in Nebraska to create a seedling mile. Kearney dedicated it's Seedling Mile with a Nebraska State Historical Marker in May 2011.

On the Seedling Mile is the **Frank House**, 1889 mansion of an early Kearney developer. During the Lincoln Highway era it was part of the Nebraska State Tuberculosis Hospital. Today, it is open to the public on the campus of the University of Nebraska at Kearney.



In the 1920's and 30's J.A. Baldwin pioneered the use of automotive engine oil filters, a development that would have a major impact on the auto industry. In 1953, he moved his company from Wisconsin to Kearney. Today Baldwin Filters, still headquartered in Kearney, is one of the top filtration companies in the world.



KEARNEY, NE

CELEBRATION DAYS

21st Annual Lincoln Highway
Association Conference
July 2-5, 2013

Kearney is home to many unique historical and cultural attractions, some of which are located on the Lincoln Highway and/or depict the Lincoln Highway era. Offering 1,600 hotel rooms, over 300 camping units and 200 restaurants, Kearney is full of historic charm, **right in the Center of it All!**

SUNDAY, JUNE 30



Kearney's historic brick main street sets the perfect stage for the downtown celebration, while enjoying shopping or visiting many of the eateries and local pubs.

12pm—5pm

- East and West Coast Centennial Auto Tours converge onto Kearney's Main Street from the Lincoln Highway, arriving from Times Square in New York and San Francisco Park, California
- Regional and national car club show & shine with cars from 1913-1950's
- Five blocks of main street come to life by decade, from 1913-1950's, with historical characters, music, food
- Old-fashioned loose meat sandwiches and corn on the cob served by Nebraska's largest volunteer fire dept, highlighting Nebraska's beef and corn industries
- Silent and vintage talkie movies at the World Theatre
- Downtown shopping
- Food & craft vendors

Evening

- Sing along with "On the Road Again" at the Merryman Performing Arts Center



MONDAY, JULY 1



100TH ANNIVERSARY OF THE LINCOLN HIGHWAY

1pm—Official Centennial Ceremony

- The Great Platte River Road Archway will be open 9am-6pm, guests will arrive by shuttle
- 9am-4pm**
- 1920's Tourist Camp, the first of its kind since the Lincoln Highway era
- Lincoln Highway Education Camp
- Food & craft vendors
- 12:45 Parade of Packards led by Henry B. Joy IV, descendant of Henry B. Joy, President of the Packard Motor Company, and driving force behind the Lincoln Highway Association
- 1pm centennial program with national speakers
- Woody Guthrie and Will Rogers Humanities presenters
- East and West Coast auto tour cars, Model T's, Model A's, and much more on exhibit
- Other related activities in Kearney throughout the day

7pm-10pm

- Lincoln Highway Centennial Gala, featuring the Bobby Layne Orchestra (Presented by the Lincoln Highway Nebraska Scenic & Historic Byway)



Monday, July 1

- 2:00 pm registration at Headquarter Hotel: Holiday Inn
110 2nd Ave
855-4-YOUNES



Tuesday, July 2

- Welcome Breakfast
- *East Bus Tour (group picture)*—Grand Island Seedling Mile, Duncan Bridge
- Lunch at Dusters, Former Model T Dealership
- Speedway Motors—Lincoln, NE

Wednesday, July 3

- Speaker topics—Blair Bridge, Colorado Loop, history of the new Lincoln Highway Association and more.
- Awards Banquet
- Kearney's 3rd of July spectacular Fireworks Celebration

Thursday, July 4

Explore Kearney and Nebraska on your own by visiting the many area attractions and 4th of July celebrations. www.visitkearney.org

- *Optional North Platte Tour*—Union Pacific Bailey Rail Yard, Lincoln County Museum, and Buffalo Bill's Scout Rest Ranch

Friday, July 5

- Membership Breakfast
- *Optional West Car Tour*—Kearney's Seedling Mile and Covered Wagon, Overton Bridge, Cozad—Center of the LH in 1914, Gothenburg Berm

The Great Platte River Road Archway



Classic Car Collection is the largest public car attraction between Chicago and Denver featuring over 140 vintage automobiles from the early 1900's to the 1980's. Located on Hwy 30.



Cruise Nite

One of Nebraska's largest car events. Held annually the 3rd week of July, packed full of auto events for the whole family.



Museum of Nebraska Art (MONA), located on the corner of Highway 30 and Kearney's main street, houses the state's only collection of art created solely by Nebraskans. MONA will be a focal point of activity during the June 30th downtown celebration.

