

# JEFFERSON HIGHWAY DECLARATION



Ocean Liner Arriving at New Orleans, La.



The "Crescent City." (New Orleans, La.)



One of the Business Thoroughfares of Des Moines



Winter Scene in Itasca State Park, Minnesota



Autumn Scene near Automobile Club, St. Paul



View in Hyde Park, Kansas City, Mo.



View down the Mississippi River from High Bridge at St. Paul.



Bathing Scene at Clear Lake, Iowa, on Jefferson Highway



On Jefferson Highway near Joplin, Mo.

# Garford

## MOTOR TRUCKS.

1, 1½, 2, 3½, 5 and 6 ton capacity

## Good Roads and Better Business

Wells Fargo & Company.  
Presidents Office  
51 Broadway.

New York, December 20, 1915.

Dear Mr. Williams:

Have read with a great deal of interest your booklet and interesting series of follow-up letters respecting the Garford Motor Truck Good Roads Campaign, which you were kind enough to send me and ask for my opinion thereon.

It seems to me to be an admirable piece of constructive work upon which you and your Company are to be congratulated, especially when considering the marked appreciation shown by the large number of commendatory letters you have received from public officials in all parts of the United States.

The letter confirms our own experience as showing that the public is always responsive to constructive work in improved methods which contribute to the general good.

We are as you know trying to work upon similar lines in strengthening and improving our express service as an essential necessity to the business interests of the country and as promoting the growth and expansion of business in general.

With best wishes,

Respectfully,

*B. D. Caldwell*  
President.

Mr. S. M. Williams,  
Sales Manager, The Garford Motor Truck Company,  
Lima, Ohio.

The Garford Motor Truck Company early appreciated that the growth of its business depended largely on the expansion of business in general.

We also appreciated the fact that no single factor so directly contributes to the prosperity of every community and its business interests, as good roads.

A national investigation of road conditions led us to solicit the co-operation of leading automobile manufacturers in a broad campaign to crystalize public sentiment in favor of a universal improvement in the condition of public highways.

We did not secure co-operation.

Consequently the Garford Motor Truck Company undertook this herculean task *absolutely unaided*.

After months of work in the compilation of lists and the preparation of material, we distributed some twenty thousand copies of our book "Roads—Their Influence Upon Economic and Social Conditions", among state and county officials, engineers, prominent business men and educators.

Since then requests have been received from Good Roads Associations, Chambers of Commerce and influential men for over 400,000 copies of this booklet for use in Good Roads Campaigns in all sections of the country.

The letter from Mr. B. D. Caldwell, president of the Wells-Fargo Company, is typical of the many expressions received from business men.

We ask your co-operation in this work which so vitally affects the welfare of every individual. Your copy of our booklet will be mailed free upon request. Please address Dept. 000.

## The Garford Motor Truck Company, Lima, Ohio

Distributors and Service Stations

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Chicago, Minneapolis, Salt Lake City,  
St. Louis, Denver, El Paso, Dallas, Houston, San Francisco, Columbus, Seattle,  
Indianapolis, Cincinnati, Harrisburg, Newark, Brooklyn, Spokane, Los Angeles.

# Third Convention in St. Joseph

A City of Romance, Beauty and Hospitality

By GEORGE E. McININCH

**N**EEDESS to say, a hearty welcome awaits the officers, directors and guests of the Jefferson Highway Association at St. Joseph, on the occasion of their third General Directors meeting or convention to be held in July.

St. Joseph hopes to set a pace that will give other cities something to do to equal this city in entertaining Jefferson Highway conventioners. There will be stretches of the Great Route already improved to see, beauty spots and boulevards around our city to enjoy, the Big Brother work of our Commerce and Automobile Clubs to study, and countless dashes of entertainment for the benefit of all Jefferson Highway visitors.

It was Joseph Robidoux who naively insisted in his dedication of St. Joseph away back in 1843, that he was the sole owner of the city of St. Joseph, Missouri. He was the founder of St. Joseph, and one of the prime movers in the building of the Hannibal and St. Joseph railroad, the first railroad west of the Mississippi river.

Joseph Robidoux named the town St. Joseph, in honor of the husband of the virgin, the humble carpenter of Nazareth. From this service, beginning not so very long ago, or within the span of life of thousands of men still living, St. Joseph has grown to a city of 100,000 people and has become one of the great jobbing cities of the country.

St. Joseph is located on the east bank of the Missouri River, and in the center of the richest agricultural section of the United States. The country surrounding St. Joseph is rolling, quite scenic and very fertile.

St. Joseph is fortunate in having a strong, active *commercial club*, a *live automobile club* and a *good roads association*. The commerce clubs and automobile clubs have been very active for a number of years in promoting and securing a number of splendid trails. The last achievement has been the securing of the *Jefferson Highway*, the *great North and South Highway*—the route from the *Pine to the Palm*.

Ever since the securing of this great highway these clubs have been on the job organizing and helping in the improvement of the highway from Kansas City north to the Iowa line. This section is now well organized and actively at work. The first work was the raising of funds, then securing 40 to 50 feet right-of-way, cutting back all corners, building concrete culverts, grading all hills to less than six percent. In many places this work has been completed and the pro-



THE ROBIDOUX HOTEL  
To be headquarters for Jefferson Highway Delegates and guests in St. Joseph.

motors are now looking into the matter of proper materials for hard surfaced roads. St. Joseph has many things of interest to the motorist, including splendid boulevards and beautiful drives far out into the country, the DeKalb Road, Saxton Road, Krug Park Road, Maxwell Road, Jefferson Highway, both north and south through the city. Beautiful Lake Contrary is just outside of the city to the southwest. It is St. Joseph's play ground and amusement place. This lake is 4 miles long and ½ mile wide, and affords good fishing, boating and swimming. On the banks of the lake is located the famous "Lotus Club," with its 1000 members, beautiful grounds and club house. Visitors are extended the courtesies of the club. Krug Park in St. Joseph, is a remarkable beauty

spot. This park contains 50 acres, with scenery piled up in profusion. Its winding hill-side drives, walks, ravines, flower gardens, zoo, conservatory and many other features, offer a most delightful place for an outing.

Hotel Robidoux, Jefferson Highway convention headquarters, is a beautiful modern fireproof hotel, accommodating 500 guests, splendid service, moderate rates. There are few hotels that excel it anywhere except in size.

The St. Joseph Commerce Clubs and the St. Joseph Automobile Clubs will endeavor to entertain royally the officers and directors and road boosters while they are in our city and trust that they will stay long and come often.

The third convention of Jefferson Highway directors meeting is to be called for at a date between the first and middle of July. It has been the intention of the directors as expressed at Kansas City on February 3rd, to make a tour of either the section of the Highway north of Kansas City or south of Kansas City, following the meeting in July, or as it was understood, during the early part of summer. The direction which the party will take will be decided between now and convention date. On account of the time of year it is most probable that the north section will be selected.

An enthusiasm and activity that bars description has been running riot in Minnesota between St. Paul and the Canadian border. This "Playground of America," fully appreciates what the Jefferson Highway will mean to Minnesota during the summer vacation season, and nowhere in America can anything be offered to excel that region.



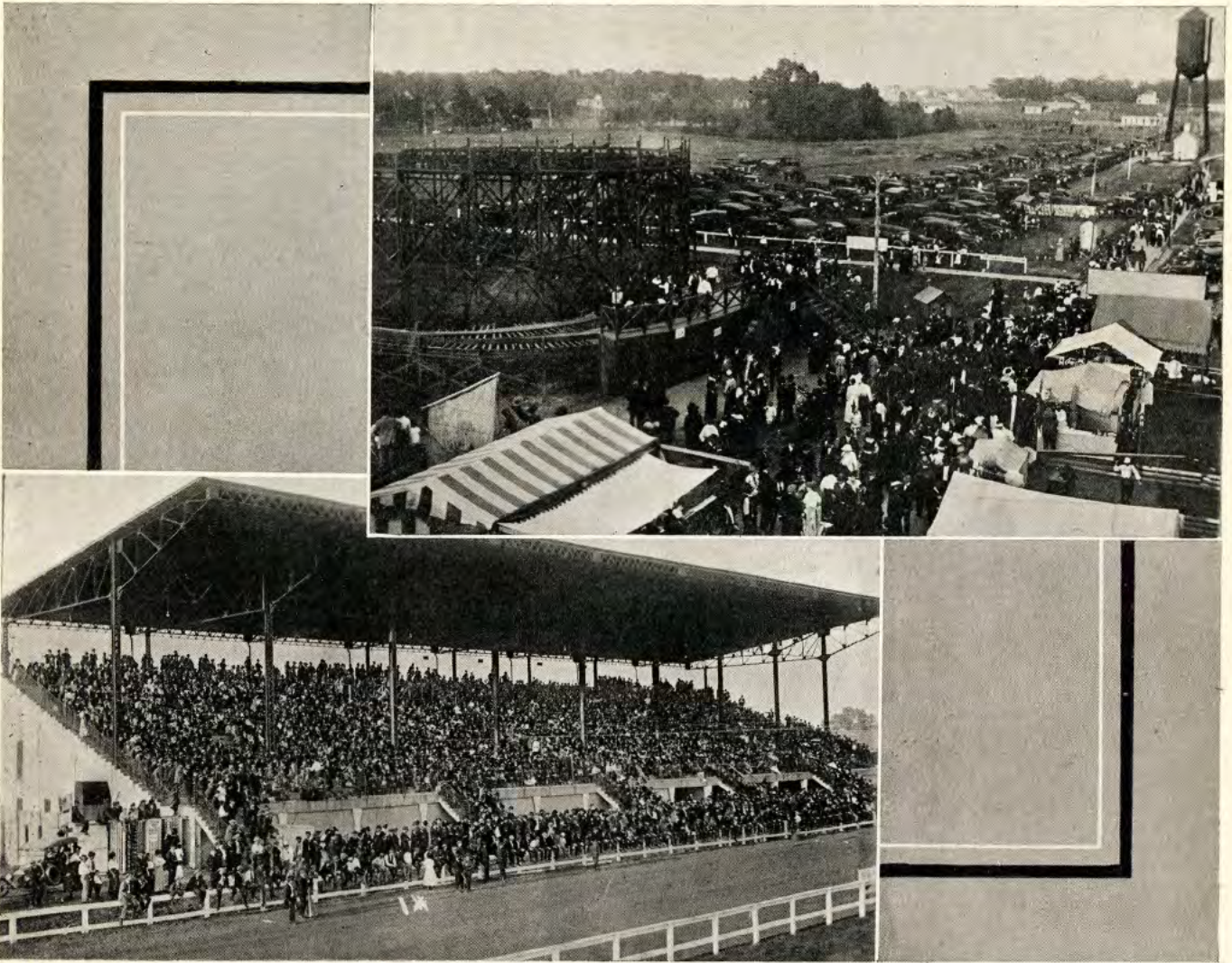
View at entrance of beautiful Krug Park, St. Joseph.



The famous Lotus Club at Lake Contrary, St. Joseph.

# Louisiana State Fair, Shreveport, La.

November 1-6 Inclusive, 1916



View of Grandstand and part of grounds on one of the large days, 1915



A One-Farm Exhibit at Louisiana State Fair



Corn Exhibits



Interior of Agricultural Building Showing Boys' Corn Club Exhibits



Boys Judging Corn



Members of the Louisiana State Fair School. Interior of Tent.



Members of State Fair School in Front of Tent

The Louisiana State Fair is at Shreveport, one of the cardinal points on the Jefferson Highway. Tourists from the north can get an excellent idea of Louisiana's agricultural possibilities and land opportunities by attending this splendid State Fair.

# JEFFERSON HIGHWAY DECLARATION

Volume I



Number 4

MAY, 1916

Published Monthly by Jefferson Highway Association



## News and Progress Along the Route New Orleans—Winnipeg

**I**N its six months of life, the Jefferson Highway has secured recognition and approval all over the nation. Its progress in organization and in actual construction or preparation for the same continues to be phenomenal. The general Association now employs the time of two exceedingly high grade road enthusiasts. In addition to the general organization, two states have each secured the entire time of a man to look after the interests of the Jefferson Highway in their respective states. These two states are Oklahoma and Kansas.

The general organization has been exceedingly fortunate in securing the services of J. D. Clarkson as General Manager. Mr. Clarkson has proven that he has an unlimited fund of knowledge and experience in Highway building along both organization and construction lines. In his trip over the southern end of the route, commencing the latter part of April, he has met with unbounded enthusiasm everywhere and has left each point with something definitely accomplished and with an accumulation of examples to carry on to other communities.

In addition to Mr. Clarkson, Mr. S. Wolstencroft is engaged in detail organization work.

### REPORT FROM WINNIPEG

Mr. E. C. Harlan of Indianola, Iowa, Director for Iowa, recently called on various officials in the city of Winnipeg in the interest of the Jefferson Highway. There has been no lack of interest in the northern terminal city. The route has been definitely marked out between Winnipeg and the border and passes through St. Norbert, St. Agathe, Union Point, Silver Plains, Morris, St. Jean and Lettelier. The border city is Emerson.

The total distance from Winnipeg to the border is 68 miles, and approximately 17 miles of this distance is already hard surfaced. The remaining 50 miles will be promptly taken care of by the Highway Department of the province of Manitoba. Mayor R. D. Waugh has been one of the leading promoters of the Jefferson Highway in Canada and has secured for it active support among other officials.

Manitoba has a good roads enthusiast in the person of A. C. Emmett, one of the province's public spirited citizens. Mr. Emmett has issued a road guide for the province at his own expense, showing routes to principal points in Manitoba, color signs, etc. Mr. Emmett is a road drag enthusiast and is said to have done more for the improvement of the dirt roads in Manitoba than any other Canadian.

### MINNESOTA MAY HAVE TWO ROUTES

The fight and constructive preparations for the Jefferson Highway in northern Minnesota has reached such a point that it seems possible there may be two branches through the northern part of that state. One proposed route is westward from Wadena through Detroit and up the Red River Valley in Minnesota. The other proposed route is northward from Wadena through the Itasca State Park region and thence to Bemidji, Thief River Falls and the border. Either route provides untold beauties in scenery, lakes, summer resorts and other merits that should attract tourists from either south or north and either route can provide a good, hard surfaced road for the entire distance.

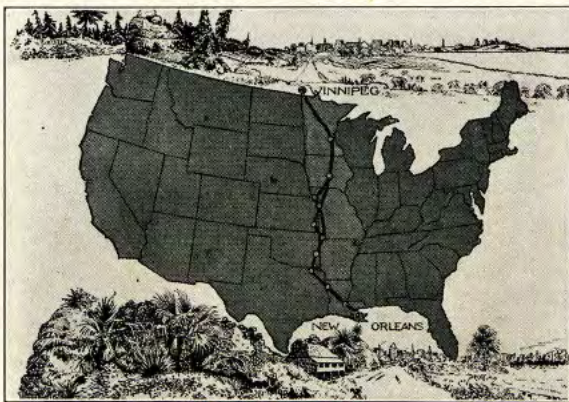
The advocates of each route have gone to so much expense, have aroused such valuable enthusiasm and have become so insistent that the State Highway Commission seems to be hesitating to make a definite decision. Furthermore it seems to be difficult to discover merits in one route that are not duplicated in the other. If the state of Minnesota, in co-operation with the various towns and communities, will hard surface both routes, it is probable that the loop would be acceptable to the general Association. It is important, however, to come to a decision at an early date in order that the County Associations may become official parts of the General Association and the mileage assessments and other organization work proceeded with.

### MARKING COMMITTEE REPORTS

At the Kansas City meeting, on February third, Mr. W. A. Hopkins of Lamoni, Iowa, one of the Iowa Directors, was appointed as chairman of a committee to take charge of the marking of the Jefferson Highway. Mr. Hopkins was empowered to select two other members for his committee to act with himself, and the other members selected were Mr. George E. McIninch of St. Joseph and Mr. H. H. Polk of Des Moines.

The pole mark design has been decided. It consists of two six inch bands of blue, one above and one below a twelve inch band of white. The monogram "JH" will appear on the band of white, the letters being in black. The pole mark is to be placed along the entire route in the shortest possible time.

The sign board marker is to consist of a heavy enameled sign about twelve by thirty inches with a palm on one end and a pine on the other, the words "Jefferson Highway" in large blue letters on a white back ground and the words "New Orleans-Winni-



"From Pine to Palm"—"Vacation Route of America."

peg" in smaller blue letters on the lower border of the sign. The color of a road sign is quickly forgotten. The Pine and the Palm on the Jefferson Highway sign markers referring to the popular designation—"From Pine to Palm" gives an individuality to the Jefferson Highway which will be remembered by every tourist who sees the marker.

Designs for Jefferson Highway radiator emblems are being considered. An emblem about three by four inches is desired.

The members of the marking committee are men who bring things to pass and it is expected that the Jefferson Highway will be well marked from Winnipeg to New Orleans by the end of the summer.

#### ALBANY RAISES \$1000.00

The Commercial Club of Albany, Missouri, recently increased its membership from 80 to 365 in order to do aggressive work for the Jefferson Highway. At the same time, they raised a fund of one thousand dollars to advance the interests of the Highway in their territory, in such ways as the Commercial Club desires. On May eleventh the Club entertained more than 1200 people assembled in a Jefferson Highway Convention, from between the Iowa line and St. Joseph. This convention was only approached in size by the one held at Bethany, Missouri, several weeks previous. Under the able direction of George E. McNinch of St. Joseph, Mr. Frisby of Bethany and C. C. Covert of Albany, and others, there is no lack of interest in organization in northern Missouri. The grading, building of concrete culverts, widening of the right of way and preparations for hard surfacing are proceeding rapidly.

#### BETHANY ENTERTAINS 900

The Jefferson Highway meeting held at Bethany in April, entertained 900 guests. This was the largest meeting held up to that time, anywhere along the route between New Orleans and Winnipeg. Bethany has raised its assessments and is thoroughly organized, not only to complete the section of the Jefferson Highway within its own county but to co-operate with other counties in the achievement of the completed project. A fund of \$2,000 was raised by public subscription to cut two hills down to a 6 percent grade, the Jefferson Highway standard.

#### DE SOTO PARISH, LOUISIANA, VOTES BOND ISSUE

The following telegram was received on April 25th, from Mr. Wm. Petrie, of Mansfield, Louisiana.

"E. T. Meredith, Des Moines, Iowa.

De Soto Parish today voted \$250,000.00 Bonds to build Jefferson Highway. Work will begin at an early date."

This is the kind of news that arouses new waves of enthusiasm in the general office.

#### J. FRANK SMITH ISSUES WEEKLY NEWS LETTER

The Association has made arrangements with Mr. J. Frank Smith of Pleasanton, Kansas, to get out a weekly news letter on Jefferson Highway progress, to be mailed to five hundred newspapers in the states traversed by the Jefferson Highway. Mr. Smith has been one of the most active promoters of the Jefferson Highway and is giving a very large part of his time to the work for the benefit of Kansas. Readers of the Declaration are already familiar with Mr. Smith's contributions.

#### ONLY KNOW HOW TO WIN IN TEXAS

In Franklin County, Texas, a district bond issue for the benefit of the Jefferson Highway was voted on in March and lost by 41 votes. The Commercial Club of Mt. Vernon immediately appointed a committee to revise their plans and prepare another road bond election by changing the district lines somewhat. The new election will be called at once and as the territory which is covered has already been canvassed by the Commercial Club committee, there is no doubt but that the new election will carry.

Mr. Wm. N. King, Vice-president for Texas, reporting on the incident said: "This road district (in Franklin County) proposes to put a hard surface road clear across Franklin County on the line of the Jefferson Highway. Last month a bond election in this county was lost by 41 votes but they have changed their district lines and are coming right back. This is the way we do it in Texas."

The report by Mr. King, elsewhere in this issue, shows that over three million dollars have been voted in bond issues in the counties traversed by the Jefferson Highway in Texas and proves beyond dispute that Texas is leading every other state and community between Winnipeg and New Orleans, in the construction of the great route from Pine to Palm. This is overwhelming evidence that no mistake was made in swinging the Jefferson Highway westward through Oklahoma and the northeast corner of Texas. If there is such a thing as destiny in the guidance of nations and national projects, this influence has certainly taken a hand in the Jefferson Highway Association. The route could not be better selected if it were all to be done over again and every financial and other obstacle met with seems to melt before the energetic attacks of the Jefferson Highway Boosters as swiftly and pleasingly as mist before the sun.

#### CLARKSON AROUSES NEW ORLEANS

##### Jefferson Roadway Backers to Join Workers in the Other Sections.

New Orleans, May 3rd.—That the Jefferson Highway project is not a bubble was demonstrated Tuesday afternoon when the local Jefferson Highway committee met with J. D. Clarkson, of Carthage, Mo., general manager of the Jefferson Highway Association, with headquarters at Des Moines, Iowa.

The meeting brought to light these facts: That along the route from Winnipeg, Canada, through St. Paul, Des Moines, Kansas City, Girard, Muskogee, Denison and other towns and counties on the proposed route, bond issues of several million dollars have been authorized for building stretches of the road.

Texas is issuing bonds for \$3,500,000 to build that portion of the highway through six counties of the state from Denison to Shreveport. A charter for the Jefferson Highway Association will be filed in Louisiana in the next day or two, laws of this state having been found to be most favorable of any of those in the states to be traversed by the highway.

P. M. Milner, president of the Louisiana Good Roads Association, announced that a fight would be made before the coming Legislature for a \$3,000,000 bond issue for the construction of that part of the Jefferson highway in Louisiana.

State Highway Engineer Atkinson submitted a blue print showing a complete hard road system touching the entire state, including the Jefferson highway, and announced that he is going to make a fight before the coming Legislature for a \$25,000,000 bond issue for good roads. Mr. Milner stated he would give all assistance possible to Mr. Atkinson's proposition.

#### Three Years Required

Mr. Atkinson stated that plans of the various parishes along the route of the Jefferson Highway between Shreveport and New Orleans give assurance that the highway will be complete in a maximum time of three years.

The committee adopted a resolution pledging itself to arouse all possible interest in the immediate organizing of a Louisiana association to be affiliated with the Jefferson Highway Association.

Mrs. E. J. Graham headed a delegation from the Federation of Women's Clubs which attended the meeting. She stated there are 6000 members of the federation and that at its next meeting a committee will be appointed to work up definite co-operation in the work of getting the Jefferson Highway.

A large number of the members of the New Orleans Automobile Dealers' Association attended the meeting Tuesday and pledged their full co-operation.

#### Urges Organization

Plans for the Jefferson Highway call for a hard surface road open for travel 365 days in the year and wide enough for two big hay wagons to pass. Mr. Clarkson is covering every bit of the territory of the highway between New Orleans and Winnipeg. He urged the organizing of an association in each parish the highway will traverse in Louisiana.

"I started from headquarters at Des Moines April 10 and have found enthusiasm at white heat all along the route,

and that this enthusiasm was finding vent in some of the most practical and least fanciful ways," said he. "At Girard, Kansas, enthusiasm was at the highest and the road is assured there. At one little town, Bethany, Missouri, of 2000 people, they entertained 1200 at a banquet and completed a donation of \$2000 for cutting two hills in their section of the Jefferson Highway from a thirteen to a six percent grade, the Jefferson Highway standard. If New Orleans were to attempt to match them in spirit and money she would have to entertain free 200,000 persons and

(Continued on page 8)



PAUL NESBITT

President Oklahoma State Jefferson Highway Association, McAlester, Okla. Mr. Nesbitt is giving his whole time to the Highway in Oklahoma.



A farm scene near Caddo, Okla.

# Touring in Minnesota

By HENRY H. ORME

President State Automobile Association and Director Highway Association

**T**O the lover of nature, to the sportsman and to the tourist, there is only one Minnesota. Each year thousands of tourists from the eastern and southern states spend their vacations either at some one of Minnesota's ten thousand lakes, where lurks the wary bass and the sporty muskallonge, or inland among the pines of our northern empire, where with tent pitched on a convenient stream, nature seems to have provided special settings for those who seek the different kind, the close to nature vacation.

The good roads movement in Minnesota is still in its infancy and, while we have several well defined routes leading from the Twin Cities to adjoining towns and states, the roads to our most popular resorts are chiefly of the graded and gravelled variety and not of the more substantial macadam and concrete construction such as are found in the western states. Some one has said that the east has the roads and the west the scenery, but Minnesota has a bit of both. True not such an extravagance of the one but we are extremely rich on scenery and outing locations.

Leaving the Twin Cities one can travel north all day long on a very good road running through a beautiful agricultural country, passing through the famous Anoka-Elk River potato country, the busy, gritty, Granite City of St. Cloud, Little Falls and Staples to Wadena, a distance of about one hundred and seventy-five miles. By angling to the east and north at Elk River the route passes through Princeton, Milace, Onamia and around beautiful Mille Lac, the largest inland lake in the state, to Brainerd, a distance of about one hundred and sixty miles from the Twin Cities. The most direct route to Brainerd would be through Little Falls, a distance of approximately one hundred and thirty-five miles. The road north from Brainerd touches on Gull Lake and Pelican Lake, at the latter of which is located a summer resort on one of the most beautiful sandy lake beaches it has ever been my good fortune to see. Thence through pine country to Walker, situated on beautiful Leech Lake, one of the prettiest bodies of water in the state and about two hundred miles due north from the Twin Cities.

Following the road thru Little Falls to Staples and Wadena and north to Park Rapids, one is taken through Itasca State Park, skirting the shores of Lake Itasca, the source of the Mississippi River, thence north to Bemidji and west to the Dakotas. Along this route the tourist will find thousands of acres of virgin pine and wild game and fowl in profusion. These roads are in shape all during touring season. The route west is from St. Cloud through Albany, Melrose and Sauk Center through Long Prairie to Wadena. Alexandria, on account of its beautiful nearby lakes and up-to-date summer hostleries, is probably the best known of Minnesota's summer resort towns, and on account of the metropolitan aspect and more fully equipped lake hotels, this vicinity would probably appeal more to the fastidious tripper. However, it might be unfair to say so much in favor of Alexandria without mentioning Detroit, about one hundred miles northwest of Alexandria, which has in its immediate vicinity several beautiful lakes and summer hotels, as do numerous towns along the principally travelled thoroughfares. Another very interesting trip



HENRY H. ORME  
Director Jefferson Highway and President  
Minnesota Automobile Association.

north of the Twin Cities takes the tourist along the shores of White Bear, Bald Eagle and Chisago Lake, through the towns of White Bear, Forest Lake and Lindstrom to Taylors Falls, where one can view the beautiful Dalles of the St. Croix and explore the natural caves and other natural phenomena in the State Park which adjoins the township of Taylors Falls.

Continuing north from Forest Lake over the Twin City-Duluth Highway, which by the way is expected to be in good travelling condition this year, through the towns of North Branch, Rush City, Hinckley, Sandstone and Cloquet, where is located several large paper mills, to Duluth, a choice of several excellent drives is offered the tourist. The view offered from the hill boulevard in Duluth is almost worth the trip. A very interesting drive may be taken from here along the north shore of Lake Superior, through Two Harbors and Grand Marais, a new road and only travelled to any extent for the past year or two, to the Pigeon River. The last few miles before reaching Pigeon River is now being cleared and will be in shape for travel before the end of the season. In order to reach

Port Arthur it is now necessary to ford the river, but arrangements are being made for a bridge which will be built probably in another season.

From Duluth a good road leads into the iron range country, to Virginia and Hibbing, where are located the largest iron mines in the world; thence South to Grand Rapids, where we strike the Duluth-St. Vincent Road and west on this road, which, while not in perfect condition, is travelling, along the shores of Lake Winnibigoshish, crossing a neck of Cass Lake, to the town of Cass Lake and to Bemidji and west.

The principal western trips include the Yellowstone Trail from the Twin Cities through Olivia, Granite Falls and Ortonville. Ortonville is located on the famous Big Stone Lake and is another of Minnesota's beautiful summer resort towns.

What is known as the Green Trail runs through Litchfield, Willmar, Benson, Morris and Graceville. This trail is in good condition during the touring season. The route north from Morris through Breckenridge, Moorhead and Grand Forks runs through the Red River Valley, famous the country over for its mile after mile of fields of wheat and other small grains and where farms of 1000 acres and more are not at all uncommon. It is from this section and the state's reputation as a live stock state that Minnesota has been fittingly named the "Bread and Butter State" of the union. A southern route from the Twin Cities to Hastings, Red Wing, Winona and La Crosse, follows the Mississippi and offers exceptional scenic beauty. This route can be travelled most of the season

and practically all of the season if the tourist is content to take his time. It is nominally a tourist route and not meant especially for fast travel.

The route north from Hastings to Stillwater and on the west side of the St. Croix River through Marine Mills to Taylors Falls, is over a very good road, and very often you will find where a high altitude is reached in the road that the tourist will draw his car up to one side and stop that he may enjoy for a few moments the beautiful near-mountainous effect of the rolling country which borders the river; the river



Section of 41-mile boulevard which connects the lakes and parks, following the shore of Lake Calhoun, Minneapolis, Minn.

being invisible except here and there where it shows itself occasionally like an immense white ribbon winding through the greenery and scenery of the valley below. This route is typical of many of Minnesota's beautiful river drives.

The route from the Twin Cities over the Minnesota Scenic Highway follows along the beautiful Minnesota River, through the towns of Shakopee, Belle Plaine, LeSeuer and St. Peter to Mankato, a distance of approximately eighty-five miles. This route has lately been designated the official route of the Daniel Boone Trail and will be greatly improved this year. It is now in very fair shape during the touring season.

The present best all-weather route in the state and which has become one of the most important feeders for the Twin Cities, is what was known as the Interstate Trail and which has lately been designated the official route of the Jefferson National Highway. This trail really makes two starts in Minnesota, one at Austin and one at Albert Lea, both converging at Owatonna, from which town the road runs due north to the Twin Cities. It is in perfect traveling condition all year round, except when the snow is so deep that traveling is impeded on that account.

For boulevard touring Minnesota offers a varied amount of beautiful drives in and around the Twin Cities. St. Paul boasts of its beautiful Como Park and excellent drives therein. The drive around Lake Phelan, Gervais and Vadnais, covers several miles and the boulevard system around these lakes will be nearly completed the coming season. White Bear and Bald Eagle Lakes are less than an hour's drive from the heart of the city and over excellent macadam roads. Fort Snelling located at the junction of the Mississippi and Minnesota Rivers offers a wealth of magnificent river scenery. Summit Avenue in St. Paul has right and left side roads of regulation width and is parked in the center for the entire distance from the center of the city to the river, a distance of several miles. It is probably the most beautiful street of its kind in the country.

Minneapolis is extremely proud of its park system and boulevards skirting the shores of the five large natural bodies of water located within the city limits. To visit Minneapolis in the summer and not to ride on its beautiful lake boulevards and the river boulevards that follow high along the banks of the Mississippi is really not to visit Minneapolis at all. Each of the lakes mentioned cover practically a square mile and are alive with sail boats, canoes, launches and other pleasure crafts. Lake Calhoun, the largest of the lakes, has a municipal bathing beach said to rival many of the famous ocean bathing beaches in the east. An exceptionally beautiful drive follows Minnehaha Creek through the glen for several miles to Minnehaha Falls, made famous by the immortal Longfellow's Hiawatha. It is but a short distance down the river from the Falls to Fort Snelling whose beauty is shared equally by the Twin Cities. Lake Minnetonka, with its 400 miles of shore line is about twelve miles distant from Minneapolis and can be reached over either an excellent gravelled road or a concrete and macadam road. The hard surfaced road runs along the shore of the lake for a considerable distance and is followed by excellent gravelled and oiled roads which run nearly the entire distance around the lake.

Several well groomed summer resorts are located within a few hours drive of the center of the Twin Cities, where the tired business men spend their week-ends and holidays and enjoy a good day's sport with rod and reel or spend the day in rest away from the hustle and bustle of busy city life. Several Country Clubs are located on the rivers and lakes within less than an hour's drive from the cities.

The Minnesota State Automobile Association, with its fifty-seven affiliated clubs, extends a cordial invitation to all tourists to visit Minnesota, and maintains an office in the Hotel Radisson, Minneapolis, where there are kept on file routes and data regarding touring in the state. Information upon touring in Minnesota may be had at any time by making application in writing or calling in person at the Association's Headquarters.

## News and Progress Along the Route

(Continued from page 6)

raise a fund of \$350,000 by donation. In Kansas they have what is called a shoestring district law for bonding adjoining property for building roads. Girard has already organized such a district twelve miles long.

"These are but illustrations of what scores of other towns and counties have done to perfect the highway. In Kansas City they have organized what they call the 'Thousand Club.' One thousand men there have each pledged themselves to give \$10 a month, \$120 a year, to be spent in working up good roads enthusiasm outside of Kansas City. This gives them an immense sum to work with, but Kansas City will make 100 per cent on it."—*New Orleans Times, Picayune.*

### TEXAS AGAIN

W. N. King, secretary of the Denison Chamber of Commerce, has sent State Press a copy of the Jefferson Highway Declaration. It is a magazine issued in promotion of the Jefferson automobile road from Winnipeg, Manitoba, to New Orleans, Louisiana. There are many attractive illustrations, several Texas scenes along the proposed route. Much of this trans-continental road is already constructed, and it will be but a few years until the whole distance is made available for rapid motor transit. An automobile road from the heart of Canada to the Gulf of Mexico would be, certainly, a tremendous factor in modern American progress. The Jefferson Highway will intersect the Lincoln Highway near Des Moines, Iowa. The Lincoln road is to run from the Eastern seaboard to the Pacific coast. We are in the midst of big things, brethren, and much history is in the making. Now is a good time to live.—*Dallas News.*

### GOOD ROAD MEETING AT DENISON

#### Officers and Directors of Jefferson Highway Association Hear Reports on Work to Date

Denison, Texas, April 25.—During a meeting held Monday evening in the offices of the Chamber of Commerce to hear reports made on progress of the Jefferson Highway it was shown that the Texas division of the highway

is nearer a hard surface road than any other portion of the international route of 1,800 miles between Winnipeg, Canada and New Orleans. The report was made by W. N. King, national vice president of the Jefferson Highway.

The meeting was attended by delegates from Grayson, Hunt and Fannin Counties and was called to hear the report, also that the officers and directors might have an opportunity to confer with J. D. Clarkson, "the Jefferson Highway man," who has been named manager of the project. Mr. Clarkson is going over the route by rail, hitting the high spots and familiarizing himself with local conditions. He will hold a meeting in Sulphur Springs Wednesday for delegates from counties east of Greenville.

At a meeting of the national board of directors held in Kansas City last February a resolution was passed naming 1919 as the time limit for hard

surface roads from Winnipeg to New Orleans, but that date does not mean that tourist travel will be out of the question until then. Practically all of the Texas end of the route is already hard surfaced, and all that remains is for a few connections to be made. Many counties are building good roads, others have voted bond issues, and still others are preparing for bond elections with which to build roads. In Texas between Red River and the Louisiana State line, a distance of approximately 220 miles, about 159 miles of good roads already have been constructed or are being built by bond issues.

The remaining sixty-one miles of the Jefferson Highway route probably will be built in the very near future.

In Grayson, Hunt, Hopkins, Titus, Camp, Gregg and Harrison Counties bonds voted to date for good roads work total \$3,515,000.

Those who attended the meeting were J. D. Clarkson, general manager Jefferson Highway, Des Moines; W. N. King, president of Texas division; E. C. Bracken, Greenville; J. C. Field, consulting engineer Jefferson Highway Association, Denison; J. E. Surrat, Sherman; F. M. Echols, Whitewright; Joe F. Hall, Leonard; Tom Holmes, Trenton; Rowen Mills, Sherman; Mayor J. F. LaRoe of Leonard; O. S. Ferguson, Ed Neale, H. R. Wilson, C. F. Clark, W. N. Miller and Ed F. Minton, Leonard. Dr. J. F. Norman and B. D. Ewing, Trenton.—*Dallas News.*

(Continued on page 10)



W. E. ATKINSON, New Orleans, La.—State Highway Engineer—Director Jefferson Highway Association for Louisiana.



# Mississippi Valley Traffic

New Orleans and Louisiana Strong for Jefferson Highway to Restore Great North and South Traffic

By WALTER PARKER,

General Manager, New Orleans Association of Commerce; Secy-Treas., Jefferson Highway Association

**R**EPORTS filtering in from the cities, towns and states along the route of the Jefferson Highway are more than gratifying to Louisiana proponents of the transportation adjunct. The spirit of American enterprise exhibited by the people of the Mississippi Valley insures the early completion of the route connecting New Orleans with Winnipeg.

New Orleans, standing potentially at the entrance to the Mississippi Valley, recognizes the value of the Jefferson Highway. Penetrating that vast region of fertile soil lying between the Appalachian and Rocky Mountains, through which flows the navigable Mississippi and its tributaries, and which is linked up by a network of efficient railroads, the Valley is being recast, by economic forces into a new empire in which the mobility of markets and the efficiency of outlets will act as a constant spur to the development of farms, mines, factories and cities.

Intensified agriculture and industrial effort will be inspired by three complete avenues of transportation—rail, water and highway. New Orleans celebrates this month the formal restoration of traffic on the Mississippi. The barges of the Inland Navigation Company have inaugurated a regular schedule between the Valley Gateway and St. Louis. Freight already booked indicates the liberal support made possible by complete understanding and harmony of effort on the part of the various commercial bodies of the Mississippi Valley.

"The Vacation Route" is indeed an apt term to be used in referring to the social and tourist features of the Jefferson Highway. But the student of economics can readily see the more material side of the picture. The route can, and with the development of motor-driven vehicles will, be made to serve one-third the United States in the transport of commodities. Its practical value is hard to estimate, if viewed solely as a medium of developing untenanted lands in much of the territory traversed.

When the European war is at an end, the world will be faced by a new era, an era of scientific business and industrial development. The United States will find that it must conform, else world markets will be closed to its producers. The Mississippi Valley, during several years past, has been preparing to conform and, of all the regions of the earth, promises to be the first, outside of one of the European nations, to be ready to meet the new requirements. In clearing away the obstacles that interfere with the transportation of commodities, the financing of commerce and industry, the operation of trade lines of least resistance, a great forward step has been taken. The result cannot help but be far-reaching in agriculture, in mining and in manufacturing, with an accompanying expansion in population and in land values.

By making the low cost haul between the coasts of the United States the ship haul, the Panama Canal has robbed the business centers of the Valley of the advantage of being part way on the transcontinental haul. In effect, these centers now are at the end of the transcontinental haul, and must reach shipside



A Gulf Coast driveway at New Orleans, La.

before the new low freight rate becomes available to them. When attempt is made to cross the mountains to reach shipside on either Atlantic or Pacific Coast, the differential against these valley centers amounts to the rail haul cost to the coast.

How different will conditions become when these centers use the valley way to the valley's natural port at New Orleans! They will then find shipside at a point nearly midway between the ports of either coast, a strategic advantage of importance.

To accelerate the movement of freight to and from New Orleans, and to place the port in a position to adequately care for the increased tonnage, we are at work on the following:

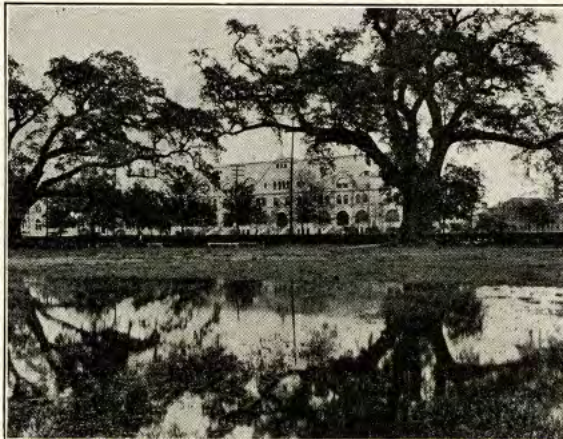
1. To build, at each town, co-ordinate river-rail terminal facilities, and a belt railroad, thus giving the shipper a chance to use all means of transportation.
2. To put an end to the day of hostile and un-economic railroad legislation, thus permitting the railroads to develop normally.
3. To put boats on the rivers—boats that will be efficient and quick commodity-carrying machines for the high-grade as well as low-grade freight.
4. To so readjust business legislation as to remove every unnecessary handicap on commerce and trade.
5. To restore the natural north and south channel of trade—the line of least resistance for the valley.

Specifically, New Orleans is being equipped to economically perform her function as gateway, market of deposit, and surplus supply market for the valley; point of contact of least resistance between the valley and foreign markets; sympathetic port of the United States for Latin-America.

It must be obvious to the most unlearned, that the additional facility afforded by a route such as the Jefferson Highway will be, is of paramount importance to the city and port of New Orleans. The building of this stretch of roadway will mean the utilization of every avenue of transportation now practically available to man. Louisiana is thoroughly aware of her responsibility in the premises, and may be relied upon to do her share in the building and successful operation of this mighty agency of trade and travel.

When the steady stream of travel finds its way to New Orleans during the fall and winter months, there will be found a city well-ordered, sanitary and modern in every respect. No greater stimulus to civic accomplishment can be

had than through a highway which will bring thousands of friendly visitors from all parts of the United States. New Orleans now has an efficient system of sewerage and drainage. A filtration plant distills enough water to supply more than enough for the present population of 400,000, and complete rat-proofing has rendered the community immune from further danger of disease imported from foreign climes. The public owns every foot of the forty-one miles of harbor frontage at New Orleans, and the utilities are administered by a non-political commission of influential citizens. Louisiana's constitution has been so amended as to free money in all forms from taxation of every character; to free mort-



Tulane University at New Orleans, La.

gage notes and similiar paper from taxation; to permit any bank in any country to establish branches in Louisiana and by paying a nominal tax of one-fifth of one percent, compete with Louisiana banks in financing industries and commerce. The State bank law has been changed so as to permit Louisiana banks to "accept" customers' drafts against merchandise transactions.

New Orleans now points to her cotton terminals as an example of public-ownership, and the plant is conceded to be the finest and most commodious in the entire world. A 1,200,000 bushel grain elevator now is being built, and will

be similiarly owned and operated by the State of Louisiana. Another great public utility will be the industrial canal, which will provide manufacturing, storing and shipping sites along its banks for private enterprise.

These are but a few of the achievements of the Southern terminus of the Jefferson Highway. They will be linked with the three lines of transportation made possible by American grit and determination, and the ensemble will stand as a monument to the spirit of advance manifest through the length and breadth of the great Mississippi Valley.

## News and Progress Along the Route

(Continued from page 8)

### UP TO MAYORS OF LOUISIANA

To the Honorable Mayor,

City of Baton Rouge, Baton Rouge, La.

Dear Sir: For your information I enclose copy of a letter which I have just received from Lucien E. Lyons, Jr., Vice-president for Louisiana of Jefferson Highway Association. Your fullest co-operation in building the Louisiana end of the Jefferson Highway, which, as you know, will connect New Orleans and Winnipeg, Canada, is expected.

An assessment for the campaign to secure this road of \$100 on the towns, which is included in the assessment of \$9 a mile for the parishes, has been made. This matter will be taken up with your city and parish some time in the not distant future by Mr. J. D. Clarkson, General Manager of the Jefferson Highway Association, who is now touring the route and is headed for New Orleans.

Yours very truly,  
WALTER PARKER, Sec'y.-Treas.

April 18, 1916.

in road construction this season.—*Minneapolis Journal.*

### FARMERS SHOULD TRAVEL

The habit of traveling on inter-state motor car trips once acquired by farmers in general will not only afford them rest and diversion, but it will bring each farmer in touch with hundreds of progressive localities and send him back home to apply on his own farm all of the best things he has seen and heard. Farmers are buying now more than half the motor cars sold in the United States, and it is no enormous statement to say that in time they will form a very considerable percentage of the tourist travel over the Jefferson Highway.



Section of Jefferson Highway in Caddo Parish, La.

### SHREVEPORT PAYS

Mr. E. T. Meredith, Des Moines, Ia. Dear Sir: Your letter of May 5th received and I am glad to say that the collection of our mileage assessment instead of proving a disagreeable job as I anticipated has proved a surprisingly pleasant one and one which should encourage other men charged with the duty of collecting this assessment.

At the monthly meeting, yesterday, of our police jury (a body similar to county commissioners in other states) I asked them if they thought the Jefferson Highway important enough to the Parish of Caddo for them to appropriate \$77.50 toward the promotion expenses of said Highway, to which they answered by a unanimous vote. "We believe it is so important that we think we ought to pay not only what you have assessed us but that we should pay the whole amount assessed, except that part which you expect to collect from the City of Shreveport, and we will therefore pay not \$77.50 but \$172.50."

Now that sort of endorsement coming from a body of high class business men, such as our police jury is composed of, is one which should point the way to other parishes and counties, for this parish has the name for being a very progressive one and a strictly up-to-date parish in a business way. Since beginning this letter I was called to the Chamber of Commerce and handed a check for the other \$100.00 of our assessment and I am sending Mr. Parker the Treasurer for our State the full assessment of \$272.50.

Sometime in the next few days I hope to find time to write a short article for "The Declaration" but in the event that I do not find time I hope you will give this experience in collecting assessments some publicity in the Jefferson Highway Declaration as it may prove to some of the slow or backward counties how important this Jefferson Highway is.

Our parish is so enthusiastic about it that even the people living along the road which will form a connecting link with the Scenic Route through Arkansas are clamoring more and more every day for the construction of their road.

In fact it will be only about two years before we shall have completed the forty mile stretch which will connect Shreveport with the Arkansas line and the Scenic Arkansas Division. Yours truly,

J. T. BULLEN, Director for Louisiana.

(Continued on page 12)

### JEFFERSON PROJECT SPURS ROAD MAKING

#### Business Centers Not Directly on Highway Will Establish Connecting Lines

Crookston, Minnesota, May 1.—No good roads proposition ever aroused the widespread enthusiasm in Northern Minnesota that is being shown for the route to be selected for the Jefferson Highway. Commercial clubs in every city and hamlet, county and city officials and automobile clubs are trying to secure the great highway. Regardless of the route finally selected, the agitation will be productive of good.

Moorhead and Clay county are waging a consistent campaign to bring the highway to Moorhead and Crookston and all towns along the way are back of a movement to have the highway practically follow the Great Northern from Moorhead to Crookston and thence north through Euclid, Angus, Warren, Argyle, Stephen, Hallock, Northcote and St. Vincent at the Canadian boundary and thence to Winnipeg.

There are many who believe the road will be laid out to Itasca park, the source of the Mississippi. Granting this, there comes another parting of the ways, for Bemidji is urging a northeasterly course from Itasca park to that city, thence northwest to Thief River Falls and up the Pembina trail to the Canadian boundary.

Residents of Shevlin, Lengby, Bagley, Fosston, Erskine, McIntosh, Mentor and other towns along the Great Northern from Crookston to Duluth want a direct route from Itasca park to Shevlin, then northwest through the towns mentioned to Crookston, through a richer and better developed section, and thence north to St. Vincent on the same route as favored by the Moorhead proposition, after leaving Crookston.

As soon as the route is established, roadways connecting with it will be laid out and with popular interest aroused the way is made easy for a great stride



Picking pears near Denison, Texas

# Better Bridges Needed

By B. K. COGHLAN

Highway Engineer, A. & M. College of Texas, and Director, Jefferson Highway Association

THE use that can be made of the Jefferson Highway will be governed largely by the poorest place on it, be this place a mud-hole, a stretch of sand or an unsafe bridge. In the past, and in some sections of the United States, even recently, the roads were little more than broad trails, poorly located, poorly constructed and poorly maintained. Under such circumstances almost anything in the way of a bridge was as good if not better than the balance of the highway, and as long as the structure continued to stand, little thought was given to its trustworthiness. In the past few years, however, the increase in population, the need of better markets and especially the growing need for better social conditions, has called for and compelled improvements in highway construction. This improvement has usually resulted in lower grades, a better graded cross-section, or a better wearing surface; but, with the exception of a comparatively few instances, little improvement has been noticed in the bridges. Too often the structures that spanned our streams, when the limiting load was represented by a pair of oxen hauling a bale of cotton, are still called upon to carry the traffic, and in some cases they continue to do so only "through force of habit." The condition mentioned above is bad enough but this is only part of the story. During the past few years bridges have been erected that were out of date, both as regards type of construction and ability to carry traffic, before they had been open for use a single day. Wooden bridges have been built, although sad experience has proven that they are a constant source of expense to keep in repair; piers and abutments have been placed on insecure foundations, with resulting settlement and failure; steel bridges structurally weak have been erected because the men responsible to the people failed to secure competent engineering advice; and, as in many other instances, the word "reinforced concrete" has been compelled to cover a greater multitude of sins than could have found shelter under the "Mantle of Charity."

The number of bridge failures, as well as the constantly increasing cost of repairs due to more and heavier traffic, is forcing road officials to the conclusion that the "happy go lucky" methods of bridge design and maintenance must go; and that, in the future every effort must be made to get the most value for the money expended. In most cases it is impossible at present to replace all the structures now spanning our streams with others of a more permanent type, but every county on the Jefferson Highway should make the effort to construct one or two modern bridges each year. If, in addition to this, all the present bridges were kept in the best possible repair, an appreciable improvement would be realized. Where money from bond issues is available for road improvement a large proportion of it can well be spent in the construction of thoroughly modern bridges and culverts, and this is especially true where the bonds run for a



B. K. COGHLAN, College Station, Texas—Ass't. Prof. Highway Engineering—Director Jefferson Highway Association.

long term of years, as any road surface wears out in a comparatively short period of time while a properly designed steel or reinforced concrete bridge will usually outlive the bond issue.

The roadway should never be less than sixteen feet wide between trusses, as this is the minimum width that will permit vehicles to pass with safety and comfort. Single track bridges that are so narrow that teams cannot pass, cost but little less than wider ones and, aside from this less expense, have nothing to recommend them. Where the traffic is heavy the roadway should be wider. In or near an incorporated town it should not be narrower than 20 feet, and where a trolley line crosses a highway bridge the ordinary width of the roadway should be increased by 12 feet. Where pedestrian traffic is heavy separate foot-walks should be provided. In the case of steel bridges these can usually be placed outside the trusses, while in the case of reinforced-concrete bridges they may be carried on cantilevers from the main structure.

The proper loading for a highway bridge varies widely with its location, as bridges near large centers of population are called upon to carry much heavier loads than ordinary country bridges. Aside from strictly temporary structures, no bridge should be erected that can not carry, in addition to its own weight and the weight of the floor, a load of eighty pounds per square foot of total floor surface, or a fifteen-ton tractor with axles ten feet on centers and six feet gage, two-thirds of the load to be considered as on the rear axle.

In some localities this loading may seem excessive but experience has shown that, with the improvement of highways, there comes a rapid corresponding increase in the size of the loads to be taken over it. Moreover, the era of the tractor and the auto-truck is upon us, and every progressive community will arrange to take advantage of this cheaper and more rapid means of transportation. This is no theory only, but a proven fact that where roads and bridges have been improved the auto-truck soon makes its appearance, delivering supplies to the farmers along its route, and gathering up dairy products and garden truck to be sold in the city. In this manner many farmers have the opportunity to diversify their crops, where formerly they were restricted to a few staples that could be marketed only when the condition of the roads permitted.

Within the past four months the Highway Department has made estimates for over a hundred miles of the Jefferson Highway and in every case this estimate has included bridges. Since December 1st, of last year the counties in northeast Texas through which the Jefferson Highway will go have voted \$1,175,000, in bonds for road construction and we feel certain that Texas will be the first state to have its portion of the Highway built with a hard surface and with strong, permanent bridges.



Proposed Border Highway, showing also Jefferson, Lincoln and other national highways

## News and Progress Along the Route

(Continued from page 10)

### COUNT MELROSE IN, NEIGHBORS

Melrose Minn.—Rudolph Lee, editor of the Long Prairie Leader and prime booster for the Jefferson Highway in this section, is planning an automobile run from Long Prairie to Sauk Center just as soon as the roads are in satisfactory condition, to boost for the route through Melrose, Sauk Center and Long Prairie. It is proposed that this run be made the time of a monster mass meeting at Sauk Center to increase interest in the highway matter, and without doubt Melrose people will be glad to give their hearty co-operation to the plan. When the day of the meeting is announced we should begin plans to participate in the run, striving to make a better showing at the meeting than the Long Prairie boosters.

### HIGHWAY WORKERS BUSY

#### Little Falls Motorists Start on Booster Tour

(By a Special Correspondence to St. Paul Dispatch)

Little Falls, Minn., May 4.—A party of Jefferson Highway workers started in automobiles this afternoon to make a tour of the cities south of Little Falls to line them up solidly for this route for the highway. The party will be joined by other cars at Royalton and Rice.

The Morrison county commissioners passed a resolution yesterday pledging their support and co-operation if the highway is finally routed this way.

### OKLAHOMA IN SHAPE FOR PATHFINDERS

#### Paul Nesbitt, President of Oklahoma Association, Tells of Work's Progress.

Paul Nesbitt of McAlester, president and manager of the Oklahoma State Jefferson Highway association, was in Muskogee for a few hours last night. He had just come from Atoka county and will leave this morning for Eufaula.

Mr. Nesbitt is enthusiastic over the spirit shown in laying out and building the Jefferson Highway and is confident that on July 4, the date agreed upon at a recent meeting of the board of directors in Muskogee, state pathfinders will be able to travel over something better than a good dirt road, all that was asked for that date.

"It is gratifying to those of us who are interested in the building of the Jefferson Highway," Mr. Nesbitt said yesterday, "to find the counties all the way from the Kansas line to the Red river enthusiastically working to put the grade in shape and where the surveys have not been made and approved by the state highway department, busy pushing to completion the preliminary work.

"I am to be in Eufaula tomorrow, where I will meet one of the state engineers and expect to go with him over the proposed route from Eufaula to the crossing on the Canadian. McIntosh county is doing some splendid work and it is the plan of the men of that county who are looking after the Jefferson Highway, to put the road through to the Muskogee line by the close of the summer.

"That county, too, has arranged for a crew of convicts and will start them probably towards Muskogee county. There will be no let up to the work in Muskogee county. The people of that county are moving right along, and they propose to do their part of the work on schedule time. I have not been north of Muskogee for a month, but expect to visit those counties in a few days. I know there is one man on that line who never allows a day to go by without doing something for the Jefferson Highway. That man is J. A. Quinn of Pryor. He runs a column of Jefferson Highway notes in the local papers each week and has more than one road contest on at this time. His contest plan is that of getting two men to contest in the building and keeping up a mile each of the Jefferson Highway. That is what I call doing something. It is not only good for Mr. Quinn, but it is a good thing for the men who are doing the work, for their community, and for the Jefferson Highway. I would like to see more mile road contests.—Muskogee Phoenix.



Iowa River in sight of Jefferson Highway Bridge at Iowa Falls, Iowa. Baptist Chautauqua grounds on left.

McAlester, Oklahoma, April 19, 1916.  
Mr. E. T. Meredith, Des Moines, Iowa.

Dear Mr. Meredith: I am enclosing herewith my check for \$2.50 for which please send the Jefferson Highway magazine to the names attached to the check.

We are pushing the highway work in this state with gratifying results

I have never seen any public enterprise supported with more enthusiasm. I am giving my entire time to the work and in each of the nine counties I am receiving the strongest possible support.

Two of the nine counties have the question of bond issues under consideration and I feel confident it will carry in both counties. Of course this is a new state and we have had to build all of our public institutions, schools, roads, bridges, court houses, and in fact everything of a public nature—in the last nine years.

It takes grit to do all these things in so short a time, but you know Oklahoma is made up of the energetic progressive people of the older states. Conservative people did not leave an improved and well settled country to assist in the hardships of building a new state.

However, we have such an abundance of natural resources that we can do these things. Do you know that when you leave Joplin and turn west and south on the Jefferson Highway you enter Oklahoma where is found one of the richest lead and zinc fields in the United States—Ottawa County.

Passing through Ottawa county into Craig you pass through a rich agricultural section and on the west side of that county you will find some gas and oil. So, on the western borders of Mayes and Wagoner counties are oil and gas, and when you drive into Muskogee county you will see the derricks and smell the oil. Below Muskogee county—in McIntosh—you are in a gas field where smelters are being built, and when you cross the south Canadian river into Pittsburg county you are still in the gas belt—in the northern part.

Pittsburg county is the great coal county and McAlester is the center of the Oklahoma coal field. If you will investigate you will learn that the McAlester coal, as it is known, is the highest grade product west of Pennsylvania and West Virginia.

Going through Pittsburg county you enter the region of hills and mountains of Atoka county, where great rock crushers are getting out train loads of crushed lime rock daily for ballast and road building. Here are miles of hills that contain the finest road building material in the southwest. And you will confess when you see this section that here is some beautiful scenery.

From the southern boundary of Atoka county you will come out upon the prairies of Bryan County, down to the Red river. With all the diversity of resources the farm lands are good. Great opportunities await the farmer and stockman in southeastern Oklahoma. It is a question of good roads and adaptation to climate and soil conditions.

I am enclosing you a clipping from the Dallas news. It will give you an idea of what I am doing in the way of "boosting" the highway. I am collecting and preparing interesting historical sketches that will be worth something to our organization. Being an Indian country it is rich in legend and story as well as history of the making of our country.

I will be glad to furnish you some of these, if you desire.

I am writing with pen and ink because I am in a little country town down in the hills of Atoka

county where I have been going over the road with an engineer. I will mail this when I reach Atoka.

Now don't you think Oklahoma has all the states beat in the way of natural resources on the Jefferson Highway? I am so anxious to have you down here, and I know you will never regret leaving out Arkansas.

Very truly yours,

PAUL NESBITT.

### OKLAHOMA BOND ISSUES

Word comes from Vice-president D. N. Fink that very satisfactory  
(Continued on page 14)



An Iowa stock arm in the fall, on Jefferson Highway near Des Moines.

# Address of General Manager Clarkson Before Rotary Club of Shreveport

## Gives Shreveport Rotarians Idea of Community Spirit of Jefferson Highway

**R**OTARY is to Shreveport what the Jefferson Highway is to the units of territory it serves. Before the organization of Rotary each individual was performing to the best of his ability his individual duty to the community, in his chosen calling in life, but in an incomplete and unsatisfactory manner in the great majority of cases.

Rotary took these individual units and by the simple process of adding them together secured a result that was more than addition because it was found that the result was many times the sum of the units.

So the Jefferson Highway will take the units of Parish and County roads and by adding them together produce more than the sum of their units.

Since arriving in Shreveport I have heard that the Jefferson Highway is regarded by some of your people as "A Dream Road."

At first I was disposed to resent this appellation, but upon more mature consideration I was disposed to accept this designation with slight changes. It will be "A Dream of a Road."

There are dreams and dreams. Milton dreamed and gave us "Paradise Lost." Marconi dreamed and gave us the world.

The Jefferson Highway is of this latter class of dreams. Seven years ago the able President of the Jefferson Highway, E. T. Meredith of Des Moines, Iowa, dreamed of a great farm journal. Today he is the busy owner and manager of *Successful Farming* with its seven hundred thousand subscribers. Six months ago he had another dream.

He saw a great Highway winding its course from Pine to Palm and over its hard surface were multitudes of people moving rapidly from north to south and from south to north. The first dream has become a fact. Must the second one remain a fancy only?

Not if the principles of Rotary can be applied, and they can.

Rotary casts over the rugged frame of business the silken mantle of social intercourse.

Through Rotary hard-fisted business is clothed in courtesy.

We ask the same privilege for our enterprise. It is our desire to not only complete the physical construction of a material highway extending from the grass clad plains of Manitoba to the sun kissed waters of the Gulf over which commerce can find its way, but over the rugged form of this highway, well worthy its rough contour to commemorate the name and fame of the mighty brain of Jefferson whose foresight and courage endowed us with an empire, we wish to throw a mantle of history, legend and song, which shall float in an atmosphere of romance worthy of "Hiawatha," the brain child of Longfellow, of Harold Bell Wright and the "Shepherd of the Hills," of George W. Cable and "Old Creole Days."

Notwithstanding that ours is the youngest in the family of highways, in our vaulting ambition we are planning that it shall be the first one built. We are not only ambitious that it shall be the first one built but that in the building, and afterwards, it shall be "Something Different."

As the early settlers forged westward in the conquest of this new territory of the Louisiana Purchase they took with them the institution of the American home. As we forge from border to border in the second conquest of this same domain we are ambitious to create and establish a new in-

stitution, that of the American Community, free through inter-dependence, efficient through co-operation.

In our domain are located the far famed fountains of perpetual youth which De Soto sought, but the secret virtue of the fountains of perpetual youth reside not in the waters that flow therefrom, but in the unbeaten path that has to be traveled to reach them.

For this pleasing task we need the aid of the Southland and are hoping for the leadership that the manhood of the South is so eminently fitted to supply.

Is this worthy of the attention of Rotary?

Does Shreveport wish to be the bright particular spot on this great Highway?

Will an echo be all the answer we receive?

"As a man thinketh in his heart so is he."

This is the way Governor Clarke of Iowa is thinking in his heart about the great Jefferson Highway.

EXECUTIVE DEPARTMENT  
STATE OF IOWA

Des Moines.

April 12th, 1916.

"Mr. J. D. Clarkson,  
Gen. Man., Jefferson Highway,

Dear Sir:—My very great interest in the subject of good roads and in the Jefferson Highway in particular prompts me to congratulate you upon the fact that you have been selected as General Manager for the Jefferson Highway.

Nothing can be, it seems to me, of more interest to the country and so helpful to all in general as the building of good roads, and especially these roads that verily reach from one end of the land to the other. In addition to being great highways of travel they will be very great also in that they will tend to bring the people from distant points into closer touch and relationship to each other. They will be very great in the matter of the promotion of a more intimate acquaintance with the different parts of our country by the people in general. They will have a tendency to lead the people to think, not in terms only of themselves and of their

own localities, but, rather, to think in terms as broad and wide as States, indeed, in terms as broad as the Republic itself. They will prompt a deeper and broader and more intelligent patriotism.

I regard it as a great thing for you to be connected with this great project as its General Manager. The highway I have no doubt will be built, will become historic, and that your name connected with it will also be historic. I sincerely hope that all of your greatest expectations and hopes with reference to it will be realized.

Very truly yours,  
G. W. CLARKE,  
Governor."

Rotary makes no assessments, pays no profits and declares no dividends. Each contributes from his possessions that which he wishes to give and takes from the common fund thus created, without stint or restriction, all that he is competent to carry away. When he has done this the common fund has suffered no depletion.

Our enterprise is of a kindred kind; each unit contributes to the common fund all that it can, and takes for its own use not only that which it contributed, but also takes for its own use of that which others have contributed all that it can use;



The old French Quarter at New Orleans, La.

when done, this does not deplete the common stock of resources.

"As a man thinketh in his heart, so is he."  
 We have been thinking in our heart of a "Great Highway." One that shall join together the interests of all the people; not only of our land but our thoughts have leaped the boundary line and penetrated the war zone and our neighbors on the north have responded in kind. Here is the message.

MAYOR'S OFFICE  
 Winnipeg, Canada.  
 April 10th, 1916.

"J. D. Clarkson, Esq.,  
 General Manager, The Jefferson Highway,  
 Care W. N. King, Esq.,  
 Denison, Texas, U. S. A.

My Dear Sir: I am in receipt of a copy of your Itinerary on trip over the Jefferson Highway from Winnipeg to New Orleans. I note that you will be in Winnipeg on or about Friday, May 19th, when it will give me a great deal of pleasure to welcome you. In the meantime, I have, prior to the receipt of your itinerary, arranged with the Minister of Public Works of our Provincial Government to call a general meeting of all those interested in the construction of the

Jefferson Highway, which will be held on Friday, April 14th, at 3:30 p. m. I expect this will be a splendid meeting and we will take steps to thoroughly organize the Canadian end of the Jefferson Highway. You can depend upon us to do everything possible to boost the proposition. We will be all ready for you when you come to Winnipeg.

With kind regards to all the people down the line, I remain,  
 Yours very truly,  
 R. D. WAUGH,  
 Mayor."

We have formed the habit in these latter days of making combinations. Then let's combine the qualities of the dreams of Marconi and Milton.

After building the Jefferson Highway on the ground, let's throw over and around this form of dirt, gravel and rock, an atmosphere that shall transform it into a glorious picture as the sunlight and the air changes the dull soil and rocks of the Yellowstone and the Colorado Canyons into most entrancing pictures.

When this is done the tourist will inquire, "How far is it to the Jefferson Highway?—and Shreveport?" Shall this inquiry include Shreveport?

## News and Progress Along the Route

(Continued from page 12)

progress is being made toward calling elections for voting bond issues in the various counties in Oklahoma through which the Jefferson Highway passes. It is said there is now but one county on the route in that state about which there is any anxiety, and that in this county state aid is expected and much road work may be done by state convicts. The rock road across the state of Oklahoma which is being waged by the Oklahoma boosters gives good promise, therefore, at this early date of being completed in less than three years' time.

### HIGHWAY HAS A MANAGER

Plans for Building the Jefferson Route Were Outlined to Motor Dealers by the Road Promoter.

F. O. B. (First One Built) will be the temporary slogan of the Jefferson Highway.

"Something Different," is to be the permanent slogan.

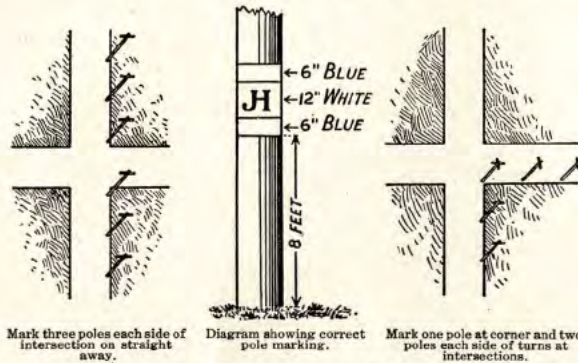
That was the announcement made today by the newly named general manager of the route, who is himself one of the most "different" features of the movement to build a hard surface highway eighteen hundred miles long from New Orleans to Winnipeg.

At the Hotel Muehlebach today he told of plans by which the "Vacation Highway of America" is to be hard surfaced before any other national road, and at the luncheon of the Motor Dealers' Association at the Hotel Baltimore at noon he elaborated on the plans.

### Will Have a Private Car

He is now going over the route by train, stopping at the largest cities and towns to size up the situation and start the preliminary work of organization.

He is having his "private car" built now. This is to be an office built on a motor car chassis, in which he will live until the road is built. The



Mark three poles each side of intersection on straight away.

Diagram showing correct pole marking.

Mark one pole at corner and two poles each side of turns at intersections.

### OFFICIAL INSTRUCTION FOR POLE MARKING

It is the duty of the state vice-presidents and directors to see that the county organizations are provided with necessary instructions for pole marking. Where there are no county organizations, instructions must be furnished to commercial clubs, automobile clubs or to committees who will take care of the pole marking. Each county is expected to take care of the pole marking as quickly as possible. The pole marking committee has made their report to President E. T. Meredith. The committee is not ready to report on the steel enamel signs. This has been taken up with the manufacturers who are to submit samples.

**Pole Markings**—Paint five or six poles at each cross or intersecting road as shown by diagram, indicating the route of the trail, commencing eight feet from the ground with a six-inch band of blue, above this a twelve-inch band of white; above this another six-inch band of blue. The monogram initials JH in black on the white facing of the trail. Two coats of paint, the blue to be the shade of the blue in the national flag.

Stencils have been provided for the monogram JH, and will be furnished through your state vice-presidents and directors.

**Pole Marking Committee,**  
 W. A. HOPKINS, Chairman, GEO. E. McININCH, H. H. POLK.

office, or body of the closed car, will contain a desk, files for his correspondence, and a dictaphone. Between towns and at spare moments he will dictate letters and stories for the Jefferson Highway Declaration, a magazine published in Des Moines.

"By organization roads can be sold to the public at wholesale prices and whenever you make a road a bargain people will fall over themselves to buy it," he said today.—K. C. Star.

### BUILD ONE MILE AND A QUARTER OF ROAD IN TWO DAYS WORK

Jasper Road Boosters Show Real Enthusiasm in Highway Project

A mile and a quarter of road on the proposed route for the Jefferson Highway through Carthage and Jasper was constructed in two days, Wednesday and Thursday, when farmers and others interested in the road turned out and worked together.

The work was started from the baseline north of Carthage and the road built toward Jasper. Wednesday 86 men worked with 38 teams. They hauled 314 loads of rock and

placed on the road. Thursday 52 men were at work with 26 teams and hauled 307 loads of rock.

The road way was built 18 foot wide and the gravel placed 10 inches deep at the crown of the road. The ladies of the Methodist Episcopal church, South, furnished a free dinner for the laborers. The road work done is on that stretch of the road which the town of Jasper agreed to complete and the road boosters there are getting a jump on almost every other town along the line. Nathan Patterson, of Jasper, was in Carthage Friday and told of the road work.—Carthage Democrat.

### DIDN'T CARE TO WASTE TIME

At one of the meetings addressed by General Manager Clarkson, along  
 (Continued on page 16)



Bath House, Diving Platform and Dock, Birchmont, Lake Bemidji, Minn

# The Two Visions

Inspirations That Have Stimulated the Organization of the Jefferson Highway

By E. T. MEREDITH

**M**OST of us have had two reasons for wanting to build a broad ribbon of hard surfaced public road running through the heart of a continent. One reason has been a passion for building, a passion for taking a part in the building of great public works. The other reason has been because we want to see good roads in the states we live in and particularly a national good road spanning the distance of 1800 miles between the two great world famous cities near the source and the mouth of the Mississippi River.

The Jefferson Highway is an important incident in the building up of the Great Middle West. It is an expression of the building spirit, the spirit of modern development that is everywhere evident in our cities and rural districts at the present time.

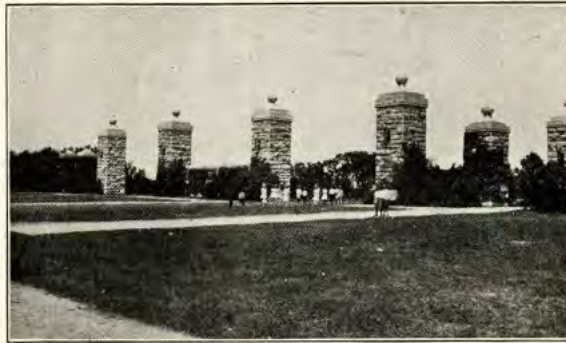
The Jefferson Highway starts at one great city and ends at another. It passes through several metropolises of important sections of the nation. It passes through hundreds of small country villages and scores of comfortable, beautiful, home-like country cities in which is to be found the best example of average American life.

All of these cities and towns and hamlets and the rural districts in between which border on the Jefferson Highway for 1800 miles, will be linked together closer than they have been before and the spirit of building and of civic progress and of rural improvement will receive a wonderful stimulus.

Good roads, good fences, good farm buildings in the country and good streets, well lighted, beautiful parks and boulevards, splendid school buildings, towering business sky-scrapers, good public buildings and well-built residential sections, good railroad terminals, plenty of permanent bridges; all of these are things that our communities, which have sprung up west of the Mississippi in a half century's time, are now demanding and are attaining. Intercourse between the cities on the Jefferson Highway and the flood of tourists that will flow northward in the summer and southward in the fall and winter, will only further agitate and bring to pass these desires.

Public improvements cost money and they cost effort and time. But they are worth it. There can be no great mental satisfaction to any man in merely a comfortable existence. Most of us have an ambition to accomplish something in the world besides gratifying physical necessities. We are all builders more or less. We are all made in the image of the great Creator and have in us that instinct to build, to invent, to explore, to bring into being new things, pictures, music, literature, and all this is the very spice of life. Without it we would be no more than contented animals. So it is that in this program of building we conceived the Jefferson Highway and all of us up and down the line have caught on, we have seen the same vision, and with enthusiasm we are building a great highway of travel from Winnipeg to New Orleans.

The incentive which leads men to undertake great building projects has often been remarked and wondered at. Because of the briefness and changeableness of a man's life, it might not seem worth the cost in mentality and physical effort and sacrifice of time and pleasures, to worry with the construction of great office buildings, of great manufacturing establishments



Entrance to one of Kansas City's beautiful parks

and of innumerable projects both private and public. One generation hardly completes its building ambitions until it is removed from the scene and its own personal interests in its undertakings have ceased. But there is another kind of building, a building that is invisible, which perhaps furnishes the incentive and the instinct in man for erecting material and visible buildings. We are interested in these invisible buildings, we wish to be builders of human minds, magnificent, golden, priceless edifices not made but greatly molded by hand. And the Jefferson Highway and the cities and the towns and the hamlets and the rural districts that we build along its way, will have very much to do with the texture and the perfection of these millions of invisible buildings constituting mens' minds which are unfolding from day to day in all our communities.

A great change has taken place in our western cities in recent years. Not so long ago, they built themselves as it were without much organized human direction. Also they built us more or less. They have been builders of fortunes and of commerce and of things, but they were not so very successful as builders of humanity. The same was true more or less of the rural districts. But this has been changed. We mean from now on to build our cities intelligently, to build our highways in a systematic manner and to undertake all our activities with a greater promise of permanence and of human benefit.

In times gone by, it was only necessary to secure the favor of a king or queen to assure the success of an enterprise. "But in a Democracy," says Max Nordau, "a single individual however important or even a small circle of individuals can do very little in getting across a great enterprise." In this country we must have the support of thousands and hundreds of thousands of people. It was necessary to secure the co-operation and the enthusiastic support of the leading citizens in the cities and towns and counties traversed by the Jefferson Highway in order to make its prompt building a certainty.

When the majority of the people of the United States become enthusiastic over the building of national highways, the control of the flood waters of the Mississippi River, and other undertakings which affect the whole nation more or less, then the energy and the resources of the country can be turned to these great works with wonderful results. The building of the Panama Canal is but an example of what the nation can and should do along this line.

A passion for creative work, a passion for national construction, for the doing of big things other than war, will be crystallized in this nation sooner or later. The best way to Americanize and Republicanize the rest of the world, is to set an example of constructiveness in America that is not equalled anywhere else but that will be admirably imitated on all sides. In line with this comes the suggestion to enlarge and utilize the United States regular army in the construction of public highways, for the building of internal canals, for river and harbor improvement and for countless undertakings that will unfold from year to year just as fast as a national construction campaign is organized and developed.

The army should be made a school for young men and a



Loring Park, a beauty spot of 36 acres just outside the "Loop" at Minneapolis, Minn.

constructive force in the nation. Such an army would be of greater preparedness value in time of national peril than an army trained to nothing but military practice. The hundreds of millions of dollars which are spent on the army and navy would show more tangible results than preparation for a war which does not and which we hope will not occur. The keynote of this idea of employing the army and navy in constructive enterprises is a utilized instead of an unused investment in a necessary degree of military preparedness.

Such use of the army is only right in line with modern unity of action and civic development. It is a co-operative effort for the benefit of the whole people. It is far from and yet closely related to the pig and cattle clubs of Louisiana, Mississippi and other southern states which are no more

or less than intelligent community development. And in this connection it should be said in passing that if these pig and cattle clubs turn the south with its ideal climate and year around pasture resources into a livestock producing section, it will prove to be one of the greatest benefits that was ever promoted for the great new south.

"Where there is no vision the people perish." We have seen visions along the Jefferson Highway and we are proceeding to carry them out. We have a vision of a great band of gravel and rock and concrete connecting Winnipeg and New Orleans and we have a vision of higher city and community development in the counties and states traversed by the Jefferson Highway. These visions are both unfolding into realities.

## News and Progress Along the Route

(Continued from page 14)

the route recently, an old man sat in the front row and was listening very intently, holding his hand to his ear.

Clarkson started in to tell his audience about the value of the Jefferson Highway and had hoped to convince them that it would be a good thing for their community. The old gentleman immediately interrupted as follows:

"Pardon me friend, I am an old man and naturally cannot expect to stay here very long but I do want a good road to use before I go. Every body knows the value of a good road. We want the Jefferson Highway and we want it now. Can't you cut out this part of your talk and tell us how to get it? What must we do and how shall we do it?"

It is hardly necessary to say that Clarkson cut out the preliminaries of his address and got right down to brass tacks as to how to build the great Highway. He did not need to talk its value to that community.

### GREENVILLE, TEXAS ALIVE

Today Manager Clarkson of the Jefferson Highway is in the city and it is certain that he is gathering good news of the Highway thru this part of the State. Since the movement began, bond issues have been adopted by Mt. Pleasant, Pittsburg, Winfield and Cumby by large majorities and Mt. Vernon barely missed the same fate and it is understood that an election will be called soon eliminating certain sections of Franklin county which defeated this issue. In a few days an election will be held at Leonard and Trenton to decide what will be done in that vicinity. The gaps are fast being filled up and in due time the Texas part of the Highway will be hard surfaced. The interest in good roads has grown remarkably, because of the agitation incident to the Jefferson Highway, thru the part of this state thru which it is proposed to be built.—*Greenville Banner*.

### LOUISIANA STATE BOND ISSUE PROPOSED

New Orleans, May 3.—It is announced here that a charter of the national organization of the Jefferson Highway Association, promoting the building of a highway from Winnipeg, Canada, to New Orleans will be filed here within a few days. General officers of the association will be maintained at Des Moines, Ia. P. M. Millner, president of the Louisiana Good Roads Association, announced he would advocate passage at the next session of the legislature of a bill which would provide for a bond issue of \$3,000,000 for construction of the Louisiana section of the highway.—*Shreveport Journal*.

### AWOKE THE ROAD ENTHUSIASM

Lamar, Mo., April 19.—Barton

County will build its part of the Jefferson Highway. That seemed certain from the enthusiasm at the meeting here last night when J. D. Clarkson, Jefferson Highway manager, told of some new methods of reducing the cost and increasing the life of roads. It is proposed that the highway be graveled all the way across the county with Joplin mine chatts.

Mart Jacobs, a farmer of Jasper County, said he subscribed \$300 to a fund to hard surface the road in front of his farm and thereby increased the value of the farm \$2,500, in addition to the almost daily benefits.—*K. C. Times*.

### EXPLAINS KANSAS ROAD TAX

#### Property Owner Doesn't Pay Three-fourths Cost, J. D. Clarkson Says.

Pleasanton, Kansas, April 15.—A bugaboo of error, which has put the Hodges Good Road Law of Kansas in bad favor, was exposed here last night by J. D. Clarkson, general manager of the Jefferson Highway.

"Ever since I reached Kansas on my present trip," he said, "I have been hearing the expression 'the township pays 25 per cent and the property owner 75 per cent of the cost of the road.'"

"That is a false and unfortunate expression. It sounds as if the men living on the road had to pay 75 per cent of the cost, when as a matter of fact the farmers on each side of the road for two miles back must help him, paying in proportion to

the benefit they receive. Under the average circumstances the man with property abutting on the road would pay only 15 per cent of the cost of the road opposite him and have ten years to do that in. If the county would pay 25 per cent of the total cost, as the county commissioners would do if the people wanted it bad enough to organize and ask for it, the cost to the man on the road would be 1 per cent a year. The cost to the man farthest away from the road would be 6 per cent a year under the usual rule."

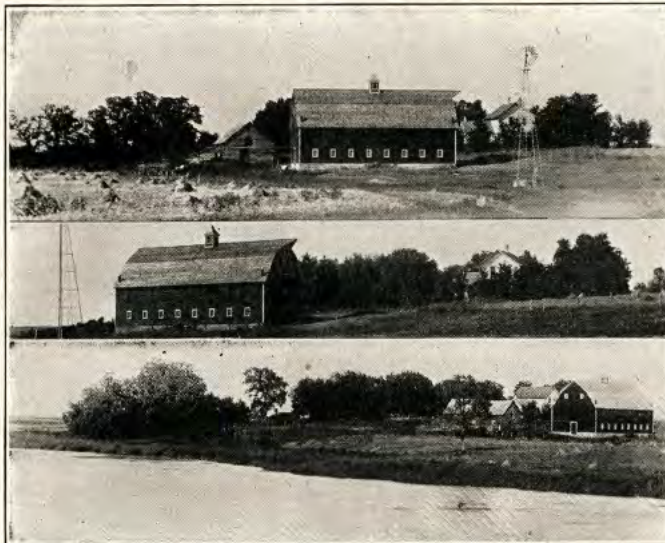
A resolution was adopted at the meeting asking Congress to pass the pending bill to appropriate money for trunk line highways.—*K. C. Star*.

### HIGHWAY MANAGER IS BAN- QUETED

#### Shoestring Districts to be Voted in Franklin and Upshur

Judge G. W. Keeling attended a banquet at Sulphur Springs, Texas, last week given in honor of the general manager of the Jefferson Highway. It was a large affair, all the counties along the proposed highway in Texas being represented with good delegations. Judge Keeling says there is no question about the highway being built through the original territory if the counties through

(Continued on page 18)



One of the many fine farms around Detroit, Minn.



Woods Hotel, Iowa Falls, Iowa, by which the Jefferson Highway passes.



# General Manager's Travel Letter

## No. 3

From Denison, Texas, to Shreveport, Louisiana

By J. D. CLARKSON

**T**HIS city claims to be the gate to Northeast Texas, but the absence of a real gate or any tendency to use a gate is very noticeable. Formerly, cities used to have gates and walls, also. The traveler was halted at the wicket, examined with suspicion and reluctantly permitted to enter. A different situation prevails at Denison. The Jefferson Highway Man walked right into a family party without let or hindrance. He found W. N. King, the Secretary of the Chamber of Commerce with two community functions on hand in full swing.

In the assembly room was seen a big Texan surrounded by more than a hundred ladies and girls and he was awarding the prizes in a pie baking contest that was being pulled off. The interest was intense and the awards seemed to give fair satisfaction. At any rate there was no riot.

In a smaller room, some two dozen farmers were holding a meeting of a Strawberry Growers Association.

The Highway Man involuntarily harked back forty years in memory, recalling his first visit to Denison, then a frontier town in size and accessories. On that occasion a typical frontier town function had been pulled off a few hours before his arrival, but no ladies or Strawberry Growers Association were involved in it.

Denison has now gone to the other extreme and is surpassed by no other community for law, order and progress. She is as dry as a bone and even the festive picture show has to take one day off in every seven, but the ball fan is permitted to yell himself hoarse on the bleachers.

Mr. King had taken things in hand and permitted no time to be wasted.

The Directors of the Chamber of Commerce were called together in the morning and the Highway Man was given the privilege of telling them the very few things they did not already know of the plans and purposes of the Jefferson Highway Association. It was very apparent that the Highway was already a family pet, and as they are strong on pets at Denison, the Highway may be left to their care in that vicinity with safety. Mr. King, the Vice-President for Texas, entertained at luncheon the Jefferson Highway Man and the State Directors. In the afternoon some thirty or forty state and county officers of the Texas State Jefferson Highway Association met in consultation. The Jefferson Highway Man had for some weeks been more or less familiar with the Texas situation, but this was his first opportunity to come into personal contact with the men who do things and the things they do. The experience was decidedly refreshing and invigorating. The men present represented the west end of the Texas section of the Highway. Texas certainly has a strong, vigorous and well organized state association covering the Jefferson Highway. Just as soon as the road was located they commenced doing things and have pulled off a special stunt every week or two, since.

A fuller report of this meeting may be found in another column.

The Highway Man left Denison feeling that if all the line was in an equal state of preparedness, no failure need be feared.

### At Greenville, Texas

A proposition is being considered here for the putting on of an election for a bond issue of \$1,000,000.00 or \$1,200,000.00. This will take care of the Jefferson Highway and also many other roads in the county of Hunt.

The Highway Man hopes to have many interesting things to report about Greenville and Hunt County on the occasion of his next visit there.

### At Sulphur Springs, Texas

This is a delightful little city. Has an individuality all its own. Here the old and the new Texas meet, adding an indescribable charm which at once excites and gratifies the curiosity of the visitor with something different and exceedingly interesting. They take pride in being called the Yankees of the South, yet there is no suggestion of wooden nutmegs.

The stranger is met with an open handed friendliness that makes him feel as though he had found some new kin folks.

They are developing a community life along vigorous modern lines that would attract wide attention, were they not too modest to give it a deserved proportion of publicity. Still, even this may result in due compensation, for it is very refreshing in these days of pushing and prying into public attention, to find a community which is willing to wait a short time to have its merits discovered.

When the Jefferson Highway is opened to traffic, the home-seeker and the investor will not be slow to discover at Sulphur Springs an ideal spot for both home-building and profitable business.

Although it was high noon of a busy day when the Jefferson Highway Man reached the city, none neglected to take the time to give him a few words of friendly greeting. This courtesy was tendered in such a manner as to suggest that it was no momentary impulse but a long formed habit springing from a neighborly instinct, and a desire to make the stranger feel a genuine welcome. As this spirit of real interest in each others affairs spreads over the entire territory of the Jefferson Highway, it will be found to be a distinct asset of great value if there should ever come a time of stress and strain when human passions run riot down the stream of time. Not content with the mass meeting of the afternoon, a banquet was provided at night where the business men of the town and many visitors gathered to go still further into the subject of the speedy construction of the Highway. D. Thornton, President of the Chamber of Commerce of Sulphur Springs, was toastmaster and T. M. Kerbow, its able Secretary, saw that none were neglected.

At this banquet eight counties of the ten through which the Highway passes, were represented. The four hours time passed only too soon for those present, in not only an enjoyable and inspiring but also an instructive discussion.

Seven of the ten Jefferson Highway counties in Texas have already voted bonds and the three yet to vote were given the benefit of this successful experience.

The spirit of the Yankees in Texas is manifested in the ex-



Autumn Scene on Jefferson Highway at Lake Phalen, St. Paul, Minn.



Country Club House of Automobile Club of St. Paul, located on White Bear Lake, Minn.

perience of one of these counties. A bond election was ordered, held, and lost by this county and another one was ordered the next week. When asked what they would do if the next election was lost, they promptly answered, "Order another one and another 'till we win." The word "Fail" seems to have no legal residence in northeast Texas.

The interest in the Highway, taken by the people of this locality, can not be overstated. They have taken it right into their homes and made it one of the family. They have voted bonds to build it just as they vote bonds to build schools and libraries.

A conference was called of all the east Texas National and State Officials to meet with the Jefferson Highway Man on his arrival, but so keen and intelligent an interest is taken in the building of the Highway, by all the people of this vicinity, that a mass meeting which filled the Court House was on hand to hear about what was being done elsewhere on the line toward bringing about the desired results. This mass meeting was largely composed of farmers who are keenly alive to the value of good roads and the Highway.

Bonds are already provided to build the Sulphur Springs section of the Highway, but this only seems to have intensified the interest.

The people of Texas are going to build their part of the Highway on record time and are naturally anxiously interested in what is being done elsewhere. The Highway Man has to frankly confess that some other localities which made much greater pretensions for speed would have to whip up to even get into the dust that Texas is leaving behind her as she goes down the track on her way to the wire.

In addition to all these activities, time was found to have an executive meeting of all the officials present to transact routine business.

Those present and taking part in this meeting were:

Hopkins County.—C. A. Bridges, State Director; Levi Mercer, County Director; A. L. Williams, County Director; T. M. Kerbow, State Director.

Hunt County.—E. C. Bracken, National Director; C. M. Partwood, County Director.

Franklin County.—W. H. Haden, County Director; and twenty-seven others.

Titus County.—J. V. Moore, State Director and five others. Camp County.—Judge Keeling.

Upshur County.—W. A. McElroy, Secretary Board of Township of Gilmer; R. M. Dumon, State Director by Proxy; J. M. Mings, State Director by Proxy; J. J. Love, Vice-President Texas Division, Marshall, Texas, presided over the meeting.

The midnight train carried the Jefferson Highway Man out of Texas with the gratifying knowledge that over two-thirds of the Jefferson Highway mileage in Texas had been provided for in the record time of six months, and that the other third would unquestionably be taken care of in the very near future.

As the train glided out into the midnight gloom, a voice was heard above the rattle of the wheels saying, "Tell the boys up north that Texas is out for first place and that the Texas section of the Jefferson Highway will be the *First One Built.*"

The Highway Man feels like adding that as the fire spreads and the whole state of Texas strikes the pace set by northeast Texas, the bond issues for road money to be secured for Texas will exhaust the liquid resources of the whole country and the others will have to wait 'till Texas gets through with the money.

Better speed up folks unless you want to be left at the post

## News and Progress Along the Route

(Continued from page 16)

which it passes build their proportionate part. Delegations from Franklin and Upshur counties stated that they were hard at work on plans to vote shoestring districts to fill in the gaps and secure the highway and that they had every reason to believe the bonds under the new plans would be voted. —Pittsburg Gazette.

### NEW MAPS READY

The Association has just issued a map of the United States, in colors, showing the route of the Jefferson Highway. Not all of the small towns which will be on the Jefferson Highway are shown on this map because in some sections the smallest details of the route have not been worked out.

The names of the towns thus far designated as permanent points are printed on the new map, the names of the officers of the Association are given and the names and populations of principal towns in the United States are printed on the back of the map. It is folded and enclosed in a very neat, small cover. These maps can be had for ten cents each. Address the Des Moines office.

### ENTHUSIASTIC ROAD MEET

#### Barton County, Mo., to Build Its Portion of Jefferson Highway by Establishing Assessment Districts

The Barton county road meeting at Lamar last evening was largely attended and, notwithstanding the heavy roads on account of recent rains, many farmers were present.

However, the roads prevented the attendance of a number of farmers from distant parts of the county who would otherwise have gone to the meeting. This session was especially to promote the building of the Jefferson Highway through Barton county. The meeting was an enthusiastic one and it was evident that Barton county will do her part properly in the construction of this highway. It was arranged last night that Lamar citizens will contribute substantial help in building the highway all the way across the county. Mart Jacobs, of this county, made an address especially to the farmers at the meeting, urging them to work in their own interest in promoting this road building plan. J. D. Clarkson, manager of this highway, also made an address and conferred with those active in promoting this road. He was able to encourage all present with the prospects for the speedy construction of this highway from end to end. The Barton county section of this

highway is to be built by establishing three assessment districts extending across the county. The dates on which the elections will be held for forming these districts were to be fixed today. —Carthage Evening Herald.

### DIRT BASE SAVES ROADS

#### Clarkson Tells Kansans of New Durable System

Paola, Kansas, April 14.—A new method of road building, which greatly reduces the cost of 365-day highways and adds to their life, was explained here this afternoon by J. D. Clarkson, the newly named general manager of the Jefferson Highway, at a conference of Kansas directors of the road and local community leaders.

The outstanding superiority of the plan lies in the solidified, impervious dirt base, on which either a macadam or oiled dirt crown may be placed. If macadam is used, from 25 to 40 percent less rock is required; if asphaltic oil, about 30 percent less.

#### Water the Road Menace

To arrive at this the earth road is compacted by a simple device that fits to tractor wheels. When the earth has been thoroughly packed and forced down so hard that a loaded wagon will not make an impression in it, it is oiled and the crown is placed on it, either more dirt and oil or crushed rock.

"The thing that ruins any road is the water underneath it," he declared. "It is the capillary water drawn up from below that softens the earth base and permits the freezing and loosening of it. The oil placed on this solidified earth base caps the capillary tubes effectively and cuts off the water."

One advantage is that the oil for the base may be of the cheapest kind or any waste product oil. The oil that is being taken from the wells around Paola was good enough, he told them. For oiling the crown of the road, however, he explained that asphaltic oil must be used.

Commenting on why this simple plan had not been developed and used until recently, Mr. Clarkson said: "Of all businesses road building has been the snail in progress. This is because it is a public business, and there were no rewards and bonuses for the man who developed and improved it, as is the case with the business which attracts capital. Communities are just coming to realize that they can afford to hire genius to improve road building methods, because they are just realizing that in the roads lie their greatest asset." —K. C. Times.

(Continued on page 20)



W. L. CONNETT, Chairman Good Roads Committee, St. Joseph Chamber of Commerce, one of the organizers of Jefferson Highway Association at New Orleans and a most active worker always.

# Clarkson Talks to New Orleans

General Manager's Address Before New Orleans Association of Commerce, May 3rd.

I AM going to take it for granted that the people gathered together here today are interested, intensely interested, in the early construction of the Jefferson Highway; that they already know that the Jefferson Highway is to be a hard-surfaced road more than 1800 miles long connecting Winnipeg, Canada, with New Orleans, Louisiana, and that the plans for its early construction are well under way.

Taking this interest and knowledge for granted, I am disposed to believe that what all the people of New Orleans wish to know in the premises is how they can take a constructive interest in the proposition, learn the details of the general plan which has been formed for bringing about the desired result, and what part devolves upon them to take in the matter.

It is sometimes wise to raise our eyes from the immediate project under consideration to gaze at other things that have a very important bearing in bringing about the completion of the project under consideration, and for a moment I wish to attract your attention to some of the larger aspects embodied in this proposition. The points I wish to raise and discuss in their natural sequence, starting from the viewpoint of the Jefferson Highway Association, are:

First: The power and economy of community action and the waste we are now entailing on ourselves by failing to speed up this movement—a waste in human endeavor and material wealth, second only to that of the great calamity now working its way to a conclusion in Europe, and threatening to spread to this country.

Second: The desirability and sound reason for contributing now, voluntarily, to the public good rather than to wait until we are compelled to do so by disaster or dire necessity.

Third: That we are going to use every power at our command to build the Jefferson Highway on the ground and hard surface it, at the earliest possible moment, but while engaged in this operation we expect to do it in such a way that not only discerning minds, but also "he who runs" can see in it the working out to a successful conclusion of many community benefits that have been obscured to us in the past and are only now being taken up with any serious intention to pursue them to a definite, practical and satisfactory conclusion. Any practical person knows that one definite material example is worth a ton of precept. Building the Jefferson Highway on the ground with a hard surface presents for practical material solution nine community problems the size of States, seventy-five community problems the size of Counties or Parishes and hundreds the size of towns and villages. A stupendous and hopeless problem until these numerous units were tied together by self interest in the material benefits to be derived from the construction of a hard surfaced free highway reaching from New Orleans to Winnipeg.

Let's cite but one example from the widest separated parts of our problem.

The coalescing interests between Winnipeg, Canada and New Orleans, Louisiana, six months ago were so infinitesimal that no one ever thought of them. New Orleans might have been consuming some Manitoba flour and Winnipeg might have been using some New Orleans sugar or cotton, but these things carry but little or no identity and possess only a passing interest. But now the entire situation is changed.

Winnipeg is making preparations and looking forward eagerly to the advent of scores of automobiles filled with the people of New Orleans and the Gulf Metropolis is equally eager for reciprocal visits. People possess a lasting interest, and this enlarged acquaintance between commercial centers, will largely increase commercial interchange of commodities, vastly increasing the prosperity of both. All the social and educational advantages to be gained by this interchange will be velvet.

Community building, and the Jefferson Highway is nothing if not the highest type of community building, is a game in which no one loses and every one wins.

When we add two or more communities together the result is vastly more than the sum of their units. In the plan for building the Jefferson

Highway, each county or parish will contribute its quota of hard surfaced roads—retain those roads for its own use, just the same as they were before their contribution was made; but by this act, it acquires the right to the free use of all the hard surfaced roads in the other seventy-four counties or parishes.

Thus, it is seen that when we have performed the act of adding seventy-five counties and parishes together, we have by acting along community lines, instead of individual lines, performed a sum in multiplication second only to the familiar problem of the horse shoe nails, of our school days of long ago.

The power developed by performing this sum in addition, but which in its result is really multiplication; may be seen in an incident that took place in a little Kansas community.

I started from headquarters at Des Moines on Monday the 10th of April, arriving at Girard the following Saturday, finding all along the line that enthusiasm for building the Jefferson Highway was at white heat and that this en-

thusiasm was finding vent in some of the most practical and least fanciful of ways.

At one little town of Bethany, Missouri, of two thousand people, they entertained 1200 people at a banquet and completed a donation of two thousand dollars for the purpose of cutting two hills in their section of the Jefferson Highway from 13 percent to 6 percent grade, the Jefferson Highway standard.

If New Orleans were to attempt to match them in spirit and money, she would have to invite and entertain free 200,000 people and raise a fund of \$350,000.00 by donation.

In Kansas they have what is called a shoe string district law for bonding adjoining property for the purpose of building roads. Instead of covering the whole county, districts may be formed by getting a petition signed by sixty percent of the property owners representing fifty percent of the acreage on each side of the road.

Upon my arrival there, I found that the people of Girard and the property owners on the Highway had perfected such a shoestring district, twelve miles long, except about 700 acres of land.

In the district were three large individual holdings. Two of these were private individuals who were opposed to the forming of this taxing district while the other was the

\_\_\_\_\_ railroad company which owned some twelve hundred acres of land, but was not opposed to the proposition—was perfectly willing to pay its proper share of the tax, but on account of an unfortunate experience with another community in another state, did not wish to sign the petition to form the district.

As soon as I ascertained the situation, it occurred to me that here was an opportunity to get results in the actual building of roads, and also to show some of the advantages to be derived by the individual community on account of being connected up with other communities in the Jefferson Highway Association.

The city of Girard had sent a committee to headquarters to secure the signature of this railroad company. The railroad company professed and really felt friendly toward the enterprise, and was entirely

willing to pay its share of any fair tax levied for the purpose, but owing to the unfortunate experience alluded to above, did not want to sign the petition.

This brought matters to a standstill. It seemed as though all the hard work of weeks would be lost. The Jefferson Highway without this link would be like a big railroad system with twelve miles of track washed out.

This little community had done all it could. As an individual community it could go no farther.

Under old conditions, Winnipeg, St. Paul, Des Moines, St. Joseph, Kansas City, Fort Scott, Joplin, Muskogee, Denison, Fayetteville and New Orleans could not have seen this situation with a telescope.

But with the Jefferson Highway Association on the job, it did not take long to locate the trouble at Girard in Crawford County, Kansas, and apply the remedy.



Jester Farm Resort, Bemidji, Minn.



Passenger boats on Clear Lake, Iowa, ten miles from Jefferson Highway at Mason City, Iowa.

An S. O. S. message was sent along the line. It was caught by the high points. This was the message:

"Please night letter the \_\_\_\_\_ Railroad Company you are very much interested in the early completion Jefferson Highway and bespeak early consideration and favorable decision on matters brought to his attention by me relating to the highway, similar letters going from each state vice-president and Meredith. Very important matter up tomorrow, favorable decision insures continuous line fifty miles hard road."

The Jefferson Highway Man.

"Then the wires began to sing.  
"This section very much interested in early completion Jefferson Highway and especially urge early consideration and favorable action upon matters brought to your attention by General Manager J. D. Clarkson, relating to this Highway project. Believe we are engaged in a constructive enterprise of extraordinary merit and of incalculable benefit to the nation and earnestly urge your co-operation."

(Signed) J. H. Beek, V. P. of the Jefferson Highway for Minnesota and Secretary of the St. Paul Association of Commerce.

Des Moines came next, then St. Joseph and all down the line with New Orleans closing the concert of action.

All these messages were signed by men of affairs and we hoped for a favorable reply, but the experience of the railroad company must have been a bitter one as all this harmony did not obliterate the memory of it.

Again the wires began to sing, carrying a note of refusal to each of the high points on the Jefferson Highway couched in the following words:

Jefferson Highway Association:

"Your telegram even date our experience in signing petitions for highways has been so disastrous do not feel the receivers should sign petition for your proposition feeling it is matter for reorganized company to handle. Think you should be content that we don't oppose proposition."

\_\_\_\_\_ Railroad Company.

This would have been very discouraging but for the fact that we had some reserves.

At this point the Governor of a great state took up the refrain. An exchange of letters resulted in the following happy denouement.

Girard, Kansas, May 1, 1916.

Jefferson Highway Association;

"Petition signed by railroad. Success sure."

(Signed)

M. Coulter

To get down to details; it is incumbent on New Orleans to take the lead in organizing the State along the lines provided in the plan of the Jefferson Highway Association. Each parish should be organized and all the parishes joined in a state organization which becomes a part of the governing body of the Jefferson Highway Association.

The reward that New Orleans and Louisiana will receive for doing this will come from the flood of tourists that will pour over the Jefferson Highway as soon as it is completed, spending their money lavishly for the great values that you can give in return.

But this will be the smallest part of the benefit to be derived.

You have untold, undeveloped resources in land and many other things that possess attractions for men who own land values in the north that amount up to two hundred and three hundred dollars per acre.

You also have climate conditions that possess great interest to men who live in fur overcoats four months in the year and feed their stock six months in the year.

The far famed valley of the Nile does not possess such rich lands as the Mississippi Delta.

Merchants know that goods must be shown now-a-days in order to sell them, and are building double and triple show windows for that purpose.

Your rich lands are now hidden from the view of prospective purchasers by bad road conditions.

Put them in show windows along a system of 365 day roads, and crowds will come to see them and purchase them.

## News and Progress Along the Route

(Continued from page 18)

### WOMEN FORM ROAD CLUB

#### To Interest Citizens in Jefferson Highway

A new and commendable step in good roads boosting has been taken in Jasper county, the women and girls along the Jefferson Highway route between Carthage and Jasper having organized a road club.

The Carthage and Jasper Good Roads club is the name that was selected for the new organization which was formed a few days ago when the women and girls along the road met at the home of Mrs. R. F. Elliott.

Mrs. William Cline was elected president of the organization and Miss Jessie Zinn secretary. Plans were made for future meetings, the next of which will be the afternoon of March 18, at the home of Mrs. Turner.

The object of the organization is to interest the people in the Jefferson Highway.—*Carthage Press*.

### TEXAS SHOWS ENTHUSIASM IN HIGHWAY WORK

#### Good Roads is the Slogan in Every County

That the Texas division of the Jefferson Highway is nearer a hard surface road than any other portion of the international route of 1,800 miles between Winnipeg, Canada, and New Orleans, Louisiana, was shown at a meeting of the Texas directors and officers of the association, in which W. N. King, National Vice-president, made a report of the progress. The meeting was held in the Chamber of Commerce rooms and was attended by delegates from Grayson, Hunt and Fannin counties, being called that the officers and directors would have an opportunity to confer with J. D. Clarkson, "The Jefferson Highway Man," who has been named manager of the project. Mr. Clarkson is going over the route by rail, hitting the high spots and familiarizing himself with local conditions. He will hold a meeting in Sulphur Springs tomorrow for delegates from the counties east of Greenville.

At a meeting of the National board of directors held in Kansas City, Mo., last February, a resolution was passed naming 1919 as the time limit for hard surface



An example of the kind of crowds which attend the good roads meetings in Girard, Kansas.

roads from Winnipeg to New Orleans, but that date does not mean that tourist travel will be out of the question until then. If the fact be known, practically all of the Texas end of the route is already hard surfaced, and all that remains is for a few connections to be made. Many counties are building good roads, others have voted bond issues, and still others are preparing for bond elections with which to build roads.

Mr. Clarkson was loud in his praises of the Texas spirit with reference to the highway work, saying that the Lone Star State was setting the pace for the others to follow along the route of the great highway which passes through Manitoba, Minnesota, Iowa, Missouri,

Kansas, Oklahoma, Texas and Louisiana. In Texas, between Red River and the Louisiana State line, a distance of approximately 220 miles, about 159 miles of good roads already have been constructed or are being built by bond issues.

The remaining 61 miles of the Jefferson Highway route, probably will be built in the very near future. In Grayson, Hunt, Hopkins, Titus, Camp, Gregg and Harrison counties, bonds voted to date for good roads work total \$3,515,000.—*Denison Daily Herald*.

### MEETING IN DENISON, TEXAS

#### Plans for Pushing Work on Jefferson Highway in this Section.

There was a meeting Monday at Denison, of officers, directors and members of the Texas division of the Jefferson Highway, at which Sherman was represented by Rowan Mills, chairman of the good roads committee and J. E. Surratt, secretary of the Chamber of Commerce.

The Jefferson Highway when completed will extend from Winnipeg, Canada, to New Orleans, Louisiana, traversing Louisiana, Texas, Oklahoma, Kansas, Missouri, Iowa and Minnesota and extending to Winnipeg, Canada. The highway will be 1800 miles in length. It will be one of the chief automobile routes north and south. The Texas and Oklahoma Gulf Highway connect with the Jefferson Highway at Sherman.

When finally open for travel and advertised officially the highway will be  
(Continued on page 22)



A Busy Street in Denison, Texas

# Remarkable Work in Texas

## Getting Jefferson Highway "On the Ground" in Lone Star State

By W. N. KING

Vice-President for Texas in Jefferson Highway Association

**T**HE Jefferson Highway enters Texas, crossing Red River, the boundary between Texas and Oklahoma, five miles north of Denison, on a splendid rent toll bridge completed in 1915, and traverses the following counties in Texas.

Grayson, Fannin, Hunt, Hopkins, Franklin, Titus, Camp, Upshur, Gregg and Harrison.

Grayson county has thirty-five miles on Jefferson Highway, twenty miles already built with macadam and gravel, balance under construction. Every mile in the county on Jefferson Highway will be hard surfaced within a year. Grayson now has \$650,000 invested in good roads, 120 miles, and has under construction 235 miles to cost \$900,000 which will give Grayson county 355 miles of hard surface roads that cost \$1,550,000. Grayson County is one of the pioneers in good roads construction, starting at Denison in 1909, when a district bond issue of \$250,000 was voted. Sherman followed in 1911 with a \$400,000 district road bond issue and in 1915 the whole county voted \$900,000 to construct a complete county system of roads. Soil in Grayson sandy in northern, black in south part of county.

Fannin county has about ten miles on Jefferson Highway which runs across the southwest corner of the county. Bonham the county seat of Fannin County, is now building \$400,000 worth of hard surface roads, but none of the mileage will be on the Jefferson Highway. Trenton and Leonard are in Fannin County and the Leonard district will vote on an \$80,000 bond issue for roads on May 6th. It is understood the Trenton district will come forward with a bond issue at an early date and should both issues in Fannin carry hard surface roads will be built connecting with Grayson on the north and Hunt on the south.

Hunt County has about 33 miles on the Jefferson Highway. The Greenville District is just completing \$400,000 worth of very fine concrete and gravel roads 16 miles of which mileage is on the Jefferson Highway. This leaves Hunt County about 17 miles dirt roads on the highway unprovided for, but Hunt County is now considering a million dollar county wide bond issue to construct a county system of highways which will provide a connection with Fannin County on the north with Hopkins County on the east. The highway turns east at Granette. Hopkins county has about



Hotel Saint Paul and Auto Club Office. Headquarters for Jefferson Highway tourists for St. Paul, Minn.

33 miles on the Jefferson Highway. Sulphur Springs district has voted \$400,000 and the Cumby district \$50,000. Cumby will build 11 miles connecting with Hunt county on the west and with the Sulphur Springs district on the east. Both Cumby in Hopkins County and Sulphur Springs will build out of their bond issue 16 miles on the highway, leaving about 7 miles unprovided for on the east edge of Hopkins County, but that community is getting ready to order a bond election to carry the road to the Franklin County line.

Franklin county, sandy soil, has about 11 miles on the Jefferson Highway. This county recently lost their bond election for \$200,000 by 40 votes, but my information is another election will be ordered at once, and the lines changed so that next time the issue will carry.

Titus County has about 15 miles on the Jefferson Highway. Mount Pleasant in this county recently voted \$200,000 and Winfield also in Titus County recently voted \$75,000 which will provide hard surface roads connecting with Franklin on the

west and with Camp county on the southeast. Camp county, soil sandy, has about 12 miles on the Jefferson Highway. Pittsburg, in this county, voted \$240,000 road bonds and will build hard surface roads clear across the county connecting with Titus on the north and with Gregg on the south.

Upshur county, mixed soil, has about 23 miles on the Jefferson Highway. Gilmer, in this county, recently advocated a road bond issue which was defeated by a very small majority. Application for another election will be made at once and the district lines changed so as to insure success next time.

Gregg county, mixed soil, has about 12 miles on the Jefferson Highway. Long View in this county is spending \$300,000 now on good roads and will connect with Upshur county on the north and with Harrison county on the southeast.

Harrison County, mixed soil, has about 40 miles on the Jefferson Highway. This county in which Marshall is located has good roads, so I understand, from Gregg county on the west to the Louisiana State Line on the east, three hundred thousand dollars already having been spent on hard surface roads.

## "From Pine to Palm"

The following cities and towns are now designated as cardinal points on the Jefferson Highway.

### Minnesota

Minneapolis  
St. Paul.  
Faribault.  
Owatonna.  
Albert Lea.

### Iowa

Northwood.  
Manly.  
Mason City.  
Hampton.  
Iowa Falls.  
Hubbard.  
Colo.  
Nevada.  
Ankeny.  
Des Moines.

### Indiana.

Osceola.  
Leon.  
Lamoni.  
**Missouri**  
Bethany.  
Albany.  
King City.  
St. Joseph.  
Dearborn.  
Trimble.  
Kansas City.  
Harrisonville.  
Butler.  
Nevada.  
Le Mars.  
Carthage.

### Joplin.

**Kansas**  
Kansas City.  
Olathe.  
Paola.  
Ft. Scott.  
Girard.  
Pittsburg.  
Joplin.  
**Oklahoma**  
Miami.  
Welch.  
Vinita.  
Pryor.  
Wagoner.  
Muskogee.  
Chetocah.

### Eufaula.

McAlester.  
Atoka.  
Caddo.  
Durant.  
**Texas**  
Denison.  
Sherman.  
Whitewright.  
Trenton.  
Leonard.  
Celeste.  
Kingston.  
Kellogg.  
Greenville.

### Louisiana

Shreveport.  
Keithsville.  
Mansfield.  
Pleasant Hill.  
Natchitoches.  
Montgomery.  
Colfax.  
Alexandria.  
Bunkie.  
Melville.  
Port Allen.  
Baton Rouge.  
Hope Villa.  
Kenner.  
New Orleans.



# JEFFERSON HIGHWAY DECLARATION

Published Monthly by

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## News and Progress Along the Route

(Continued from page 20)

in good condition for auto travel from one end to the other during the entire twelve months in the year. Already hundreds and thousands of dollars are being spent for road improvement by the various counties traversed in the states mentioned.

Attending the meeting yesterday were W. N. King, president of the Texas division, Julian Field, Rowan Mills and J. E. Surratt from Sherman. F. M. Echols, secretary of the Whitewright Commercial Club, Claude Bracken, secretary of the Chamber of Commerce at Greenville and one-half dozen representatives each from Leonard and Trenton in Fannin county.

In discussing the meeting Rowan Mills said: "Mr. King deserves a great deal of credit for what he has done to promote the Jefferson Highway in Texas."

"The highway crosses ten counties in Texas—Grayson, Fannin, Hunt, Hopkins, Franklin, Titus, Camp, Upshur, Gregg and Harrison. In seven of these counties road bonds have been voted to the amount of \$3,515,000, which provides for hard surfacing 154 out of the 220 miles traversed in Texas. It is believed that within eighteen months sufficient bonds would have been voted to provide permanent roads for the entire district through Texas."

Present at the meeting was J. D. Clarkson, general manager of the highway. Mr. Clarkson had just come over the route through Missouri, Kansas and Oklahoma, and stated that everywhere through Oklahoma the people were enthusiastically at work and it is his belief that within a few months real progress in road building would be seen through the section of Oklahoma traversed by this highway.

Manager Clarkson invited Sherman to supply photographs of road scenes, street scenes, parks or other points of interest in and around Sherman. These will be published in the "Jefferson Highway Declaration," a monthly magazine issued in interest of the Jefferson Highway, which enjoys a very wide circulation in the territory along the route.—*Sherman Democrat*.

## MANY HISTORIC SPOTS IN OKLAHOMA, ON JEFFERSON HIGHWAY

### None Has Greater Charm than Old Fort Gibson

Oklahoma City, Okla., April 15.—Paul Nesbitt of McAlester, president of the Oklahoma State Jefferson Highway Association, is much interested in the historic features of the country to be traversed by that road in Oklahoma. Among the pet historic spots in his list is old Fort Gibson, now just ninety-nine years old. "Of all the pretty spots that have the added charm of legend and story, Fort Gibson takes no second place along the road that will extend from Winnipeg to New Orleans," said Mr. Nesbitt.

Fort Gibson is situated upon an eminence of woodland that looks down upon the valley of Grand River for miles of beautiful valley to the point where the clear waters of that stream empty into the muddy Arkansas. It was at Fort Gibson that Sam Houston lived after he came west from Tennessee, where he has been Governor. Zachary Taylor resided there as commander of the military post and Jefferson Davis lived at Fort Gibson and there fell in love with the daughter of General Taylor.

### Washington Irving Stopped There

Washington Irving made Fort Gibson his headquarters while he was collecting the experiences and making the observations that later brought forth his story of the prairies. Generals Hazen, Sheridan, Custer and other army officers of fame lived at the old fort. It has a story that is as interesting as any of the stories of now abandoned army posts.

Fort Gibson is on the Jefferson Highway just to the east of Muskogee and is connected with that city by an electric trolley line.

Mrs. H. W. Hitchcock has lived at Fort Gibson most of her long life of eighty-two years. Her recollection of the early days of military atmosphere there is good and she delighted in writing out with her own hand for Mr. Nesbitt a bit of the reminiscences from her store of first-hand knowledge of the place.

"Sixty-nine years ago the post had been established about thirty years," said Mrs. Hitchcock. "It was a square stockade of logs split and driven into the ground. It had four block houses, one at each corner. These were built of logs, a lower floor for women and children to be gathered into and an overhanging upper story with loopholes for cannon. There were solid iron cannon balls stacked in pyramids upon the platforms. The barracks and officers' quarters were also of logs."

### Rushing Work on Highway

The Oklahoma organization of the Jefferson Highway Association is pushing the work of building in a manner that makes Mr. Nesbitt believe the section of that road through this State will be completed long before the links are all forged through the pine to palmetto highway. The State officers of the association are all working in their several counties and recent highway legislation in this State has been such as to offer every possible impetus for the construction.

Oklahoma officers of the association are as follows: President, Paul Nesbitt, McAlester; vice-president, F. L. Rounsevell, Checotah; secretary, E. D. Bevirt, Muskogee; directors, P. Z. Newman, Craig County; J. O. Quinn, Mayes County; J. H. Sutherland, Wagoner County; Robert Simpson, McIntosh County; W. L. Biggs, Muskogee County; J. G. Smith, Pittsburg County; Ira Stephenson, Atoka County, and J. B. Smith, Bryan County.—*Oklahoma City News*.

## DE SOTO ROAD BOOSTERS CONFER WITH CLARKSON

Although the Louisiana vice-president and directors of the Jefferson Highway Association failed to arrive here for a conference with J. D. Clarkson, general manager, Friday afternoon, Mr. Clarkson talked most interestingly on the highway plans to a conference attended by J. T. Bullen of Shreveport, one of the Louisiana directors, and Messrs. H. B. Johnson, Petrie and Dowling of De Soto parish.

He outlined plans for creating a permanent fund for maintaining the highway, once it is built, and elaborated on many other details connected with the construction of the proposed trans-Mississippi International Highway, which is to be built through Shreveport. According to a briefly sketched outline of this plan, the fund is to be built up out of life member-

# News and Progress Along the Route

ships, charter membership and founders' membership fees in the Jefferson Highway Association. Another plan was outlined for raising funds for the road, in addition to those provided by bond issues and other public measures.

Mr. Clarkson left Friday evening for Alexandria, Baton Rouge and New Orleans, whence he will return direct to his home in Des Moines, Iowa, before going to Winnipeg, the northern terminus of the road, to complete the organization there.

After the Winnipeg meeting he will return to Des Moines for an automobile trip over the entire route, and will be in Shreveport some time in May for a public meeting at which the details of the Jefferson Highway plan will be gone into on a more elaborate scale than was possible at the Rotary Club meeting Friday.

## TRUCK COMPANY DOES BIG WORK

The Garford Motor Truck Company of Lima, Ohio, just a year ago, undertook singly and alone, a nation wide campaign to promote the building of good roads.

The literature put out by this company has built an enormous amount of good road sentiment over the United States during the past year. Their booklet entitled "Roads, Their Influence upon Economic and Social Conditions" is one of the most striking comparisons of good and bad roads that has ever been embodied in a piece of literature. This booklet and other literature is distributed free and copies of the same may be secured by writing the Garford Motor Truck Company at Lima, Ohio.

This Company has spent an enormous amount of money in its campaign for good roads and while it does not claim to be doing this work entirely unselfishly, nevertheless, it is a far-sighted undertaking to say the least. The returns will be in the increased sale of motor trucks and motor cars as a result of improved highways in the outlying sections and all rural districts of the United States.

Other manufacturers of motor cars and trucks will naturally benefit by the increased sale of cars as a result of better roads.

It is stated in the propaganda of this company that bond issues for road improvement to the total of \$60,000,000 were defeated in the year 1914. If this is true, an enormous amount of road improvement was proposed during that year but lost, no doubt, through the apathy of a large part of the public and the actual antagonism of a certain part of the voting strength in each community. Education and agitation is needed to change this situation. The Jefferson Highway has done wonders in molding the public attitude toward road improvement in the states through which it passes.

## TO LOUISIANA DAILIES AND WEEKLIES

From Walter Parker, Sec'y-Treas., Jefferson Highway Association, New Orleans.

Now that the strenuous political campaign has passed into history, proponents of good roads in Louisiana are looking forward to definite action on the part of the new State Legislature. "Better Roads" should be the slogan of the people of Louisiana, united in a desire to have the great Jefferson Highway completed as early as possible.

Connecting New Orleans on the south with Winnipeg on the north, the Jefferson Highway promises to be one of the greatest transportation agencies in the United States. Running practically through the center of Louisiana, it will afford means of vehicular travel for every resident of the state. By means of connecting highways, one of the best good roads systems in the United States can be built up.

J. D. Clarkson, general manager of the Jefferson Highway, is expected to come to Louisiana, and has found nothing but interest and enthusiasm in the project. In several instances, hundreds of miles of the highway already have been completed, and the gap between New Orleans and Winnipeg is rapidly being shortened.

Louisiana must get busy at once. The scheme to build the Jefferson Highway was launched at a monster meeting of delegates from eleven states, held last fall in New Orleans. The reputation for industry and enterprise now accorded the people of Louisiana is at stake. To fail in our effort to come up to the required standard would be a sad reflection on our stated desire to modernize our public roads.

Aware of the manifold benefits that will be conferred upon this section by the building of the Jefferson Highway, the people of Louisiana should urge their legislators to assist in furthering the meritorious project. Good roads have become a positive necessity, and the day has arrived for Louisiana to come to the fore.

April 25th, 1916.

## WORK ON JEFFERSON ROAD

### Jasper Boosters Hold Highway Building Day

Jasper, Mo., had a great road building day on Tuesday when a large number of men and teams turned out to spend a day building a portion of the Jefferson Highway on the road leading from the base line north into Jasper. Seventy-eight men and 36 teams were checked in when the time arrived for beginning work.

The workers represented the business houses of Jasper and many farmers in each direction in the vicinity of the road. Many of the proprietors of Jasper stores went themselves instead of sending a man, and did as much work as anyone when the time came.

The rock crusher which had been started to work last month along this road, had completed about a quarter of a mile of road, the crew spreading the rock ten inches thick over a roadway 18 feet wide. Cold weather stopped this work for a week until it was resumed Tuesday.

### Much Accomplished In Day

The work Tuesday consisted of getting rock to the crusher, and spreading the crushed rock over the road. When the day's work came to an end that evening, it was found that 580 feet (over one-tenth of a mile) of crushed rock had been spread ten inches thick along a road bed 18 feet wide, while in addition enough rock from adjacent fields and old stone fences and rock piles had been piled up along the side of the road to keep the crusher busy for a week. The records showed that altogether 324 wagon loads of rock has thus been hauled and piled along the road ready for the crusher.

Many people from other portions of the county called during the day to see the volunteer road builders at work, and some of these left checks with the Jasper Commercial Club to be used in furtherance of the work.

### Women Serve Dinner to Workers

The Ladies Aid Society of the Salem church supplied a splendid dinner to all the workers at the residence of Fred Norton, whose home and premises near the working zone were generously tendered for the purpose. The women did their work gratuitously as their donation to the road undertaking, but their society was nevertheless given a \$24 check by the Jasper Commercial Club as an appreciation of their excellent work.

When the Jasper Commercial Club was formed last January it was proposed that one of the undertakings of the club would be to hold some good road days. Last Tuesday the first of these was held and it was such a success that much is expected to be accomplished by them. Several more will be held at convenient times.

The Jasper section of the Jefferson Highway bids fair to be one of the best along that proposed thoroughfare.—*Carthage Evening Herald.*

## CORRECT ROUTE IN LOUISIANA

Mr. Walter Parker, Secretary, Jefferson Highway Association, New Orleans, La. April 19, 1916.

Dear Sir:

As per our recent conversation, I am giving below the official route of the Jefferson Highway through the state of Louisiana, as agreed upon by the Louisiana Directors and approved by the Board of Directors of the Jefferson Highway Association at their Kansas City meeting:

| CITIES            | PARISHES         |
|-------------------|------------------|
| New Orleans       | Orleans          |
| Kenner            | Jefferson        |
| Hope Villa        | St. Charles      |
| Baton Rouge       | St. John         |
| Cross Miss. River | St. James        |
| Port Allen        | Ascension        |
| Melville          | East Baton Rouge |
| Bunkie            | West Baton Rouge |
| Alexandria        | Point Coupe      |
| Colfax            | St. Landry       |
| Montgomery        | Avoyelles        |
| Natchitoches      | Rapides          |
| Pleasant Hill     | Grant            |
| Mansfield         | Natchitoches     |
| Keithsville       | DeSoto           |
| Shreveport        | Caddo            |

I might add that the Jefferson Highway map was published a few weeks ago without proofs being sent out for correction and that in consequence there are several errors in the names of towns and cities listed as permanent points on the Highway. One of these is the listing of "Marksville" which should be "Melville," and this matter has been brought to the attention of Mr. Wright, Manager of Publications.

Very truly yours,

(Signed) Lucien E. Lyons, Jr.,

VICE PRESIDENT FOR LOUISIANA.

## UTILIZING STATE PRISONERS

Mr. E. T. Meredith, Des Moines, Ia.

Dear Mr. Meredith:

Mr. Clarkson was here Friday (April 21st) and we held an interesting meeting of the state directors. We outlined to him our organization work, and he in return gave us a detailed account of the plans of the national organization. As soon as he returns from the trip he is now on, and gets to Oklahoma again, I will plan to meet him at the Kansas line and go with him through this state, meeting with the citizens of each town as we go.

I have just returned from a trip in the southern part of the state, and am highly pleased with the progress there as well as the spirit of the people. From Durant south to the Red River the Jefferson Highway follows the course of the Oklahoma and Gulf trail, but I am told that no one ever speaks of it as the latter line now, it is always the Jefferson Highway. In fact our line completely overshadows all other lines and road projects in this state.

## News and Progress Along the Route

The state convicts are working on the Jefferson Highway in Bryan county, beginning at the Red River and working north. They are building a road that could be used for laying steel on, so well is it graded. The people there are delighted with the work. As soon as we can get our people up to the point where they feel the necessity of putting rock on these grades in order to save them, we will have the Jefferson Highway ready to complete. There are now in the southern part of the state about thirty miles of this road built by state convicts—in this county and Bryan county.

I am doing all I can to get the preliminary work done and always keeping before the people the necessity of eventually putting a rock surface on the roads. We are educating.

Very truly yours,  
PAUL NESBITT,

President Oklahoma State Jefferson Highway Assn.

### CASS COUNTY AFTER GOOD ROADS

#### Nearly a Million in Bonds to be Asked for Missouri County.

Harrisonville, Missouri, April 22.—Nearly a million dollars will be asked of the property owners of Cass County by good roads advocates who desire to build 215 miles of rock highway. This was determined at a meeting here yesterday in which two good roads boosters from each township of the county participated.

Thoroughly awake to the necessity for vigorous work on the part of Missourians if the Kansas City-Joplin link in the Jefferson Highway is to follow the Missouri route, the Cass County men plan to do their part toward getting the highway for the "show me" route.

Under the guidance of W. B. Scruggs of Harrisonville, a central committee, composed of two men from each township, has formed to direct the propaganda. On May 5th, the judges of the county court will be asked to submit a bond issue of \$900,000 to provide for the road construction. It is desired that the bond election be held early in June in order that a 30-day campaign may be made for the bonds.—*K. C. Star.*

### CLUBS MUST PUSH ROADS

#### Manager of Jefferson Road Will Tell How This City May Become a Road Center

The newly appointed general manager of the Jefferson Highway has been asked to spend a week in Kansas City, and explain to the six principal civic bodies a plan for making Kansas City the center of a web of rock roads.

The request was made yesterday by members of the motor dealers' association, after listening to his unique plans for hard surfacing the Jefferson Highway, detailed at their weekly luncheon at the Hotel Baltimore. He agreed to return in June.

#### Showed Roads Brought Trade

In the organization of community clubs, which ignore city limits, he said, lies the solution of the problem of building the Jefferson Highway, these community clubs to be a broadening out of the idea of the 365-day road clubs. He showed maps of towns having 365-day clubs, where a census of trade had proved that extension of all radiating roads one mile in each direction had by actual count given the town as many as 880 new buyers. With the community link welded, the joining together of a highway chain from New Orleans to Winnipeg would be simple, he said.

He told of the plans to advertise the highway.

"Before we are through with the present plans every church congregation and every school along the route will be referring to the highway as 'our road,'" he said. "We intend to make it an institution."

#### Nation Shall Know the Route

"Every foot of the Jefferson Highway is replete with interest. We want to emphasize the individuality of each community and advertise it. We expect to give the road a personality. While we are harnessing and directing the wonderful enthusiasm back of it, we will advertise it in a way that will make the Easterner touring this way ask:

"How soon do I strike the Jefferson Highway?"

"Kansas City must be the self starter to set her part of this highway in motion. There is something which must be done for every community which that community cannot do for itself. Kansas City has employed Billy Sunday for such a task. In the same way, Kansas City should help carry the gospel of good roads and help organize the other communities, for organization is the solution of all community ills.

"If E. E. Peake's 1,000-Man Road Club was organized now, the problem here would be simple."—*K. C. Times.*

### GIRARD PLEDGES ROAD WORK.

Joplin Mine Gravel Will be Used on the Jefferson Highway  
Girard, Kansas, April 15.—The Jefferson Highway men were given a

hearty welcome here this afternoon. The Knights of Pythias Hall was filled with farmers and business men to hear the plans for hard surfacing the highway from New Orleans to Winnipeg. For a Saturday afternoon meeting it was a rouser.

J. D. Clarkson, general manager of the road, was assured that Girard merchants and the farmers along the road were a unit in wanting the highway and would build it of Joplin mine gravel. It was stated they hope to have the petitions for the permanent road ready to file within two days, and would build the road before next Labor Day, at which time the choice is to be made between the rival Missouri and Kansas routes.—*K. C. Star.*

### SAYS HIGHWAY WILL PAY FOR ITSELF

That good roads more than pay for themselves in three years' time is the belief of J. D. Clarkson of Carthage, Missouri, general manager of the Jefferson Highway, a scenic route of 1,800 miles which runs from Winnipeg, Canada, to New Orleans, Louisiana, passing through Denison on the route. Mr. Clarkson, who has had considerable experience in road work is very enthusiastic over the possibilities of the Jefferson route, and says the road will be in constant use inside of three years, as it is believed the whole route will be hard surface roads in that length of time.

The plans of financing the road is a question which will be of vital interest to persons along the route. It is planned, where possible, to have counties do the work on the road by means of bond issues. Where this

cannot be done, subscription lists will be started. By a system of graduated memberships, it is planned to raise the first \$80,000, and with this amount subscription lists will be started in communities where it is impossible to get bond issues for good roads along the route of the highway.

"It is surprising," said Mr. Clarkson this morning, "what a lot of moral effect is gained by starting a subscription list with a donation of \$100 or so from the highway association. As soon as this is done in the communities where interest is lagging, it is certain to follow that other persons will donate to the cause. It is to start such lists that our \$80,000 fund will be used."

The list of memberships will be composed of ten founders' memberships of \$1,000 each; twenty councillor memberships at \$500 each; forty life memberships at \$250 each; 100 supporting memberships at \$100 each; 200 international memberships at \$50 each; 400 National memberships at \$25 each; 1,000 touring memberships at \$10.00 each, this \$100,000 to be used as a maintenance fund.

"This does not mean that the highway will be a toll road," explained Mr. Clarkson, "for it will be open to free traffic. It simply means that there are men along the line who will be more than willing to subscribe to the Jefferson Highway fund. In my home there are men who contribute as regularly to the upkeep and building of good roads as they do to buy school books, and consider their subscriptions just as necessary. I believe the same thing can be accomplished in this portion of the country and all along the route of the highway.

"In addition to the memberships, an assessment of \$9 a mile has been made along the route, and the commercial organizations in the various towns through which the road passes are expected to pay this amount. For our National publicity we are dependent upon E. T. Meredith of Des Moines, Iowa, who publishes a widely circulated periodical, and who is chairman of several different publicity committees. There is a weekly news letter published there and sent to newspapers along the route; the Jefferson Highway Declaration, sent to 6,000 persons interested in the road, and a travel letter which I write myself and send to 500 newspapers.

"The least benefit from the roads will be derived from the tourist travel," continued Mr. Clarkson. "It is the farmer trade which is attracted to a town on a system of good roads, which makes the roads profitable, and as soon as the people realize this, the sooner there will be no more bad roads."

Mr. Clarkson will be in Denison several days, looking over the local situation. From here he will go to other points along the line to New Orleans. He will then proceed to Des Moines, and start on a trip over the highway north. The present trip is being made by rail.—*Denison Daily Herald.*

### A DYNAMOMETER AUTOMOBILE

The United States Office of public roads has just put into service a dynamometer automobile. This car makes an automatic record of the tractive resistance of a road surface and records the grade of the road. From the record taken, it is possible to plot a reasonably accurate profile of any road over which the car is driven.

The dynamometer automobile makes an automatic record showing the places where the tractive resistance is high, due to an uncared for or im-



Jefferson Highway in Caddo Parrish, La.



properly constructed stretch of road. The Iowa State Highway Commission wishes to join the officials of the Jefferson Highway in making a request to the U. S. Office of Public Roads for the use of this car to run over the Jefferson Highway in the state of Iowa. This automatic record of the condition of the Jefferson Highway across Iowa will be very interesting and valuable and if the record is repeated each year, it will show the progress made in the improvement of the Highway and will be of great value as showing stretches of the Highway which are below the average and in need of immediate work.

The State Association in each state should get in touch with their State Highway Commission and join in a request to the U. S. Office of Public Roads for the use of this dynamometer automobile for the Jefferson Highway in each state.

**MORE NEWS FROM LOUISIANA**

Mansfield, Louisiana, March 10, 1916.

Mr. E. T. Meredith, Des Moines, Iowa.

Dear Sir: I am sending you under separate cover a copy of our local paper. You will note that we have passed the necessary ordinances creating our road district and calling an election to vote the bonds to build our section of the Jefferson Highway.

We have an active campaign committee in charge of the work and there is no doubt that we will carry the election with a good majority. Sabine Parish, which joins us on the south, has organized a strong committee to forward the good work in their Parish and build a gravel road from the De Soto line to Natchitoches Parish.

The writer addressed a good roads meeting at Zwolle, Sabine Parish, on the 3rd inst. and from the enthusiasm displayed at the meeting I have no doubt they will carry out their plans and build the road through to Natchitoches. If you have any literature or information that will be of use to us kindly send it on and I will have it published in our local papers. With best wishes for the success of our undertaking, I am,

Yours sincerely,

W. M. Petrie, Secretary Good Roads Committee.

**GOOD ROADS FROM THE HAY-FEVER STANDPOINT**

New Orleans, Louisiana.

The demand for good roads has created a net-work of modern highways throughout the country which is one of the remarkable achievements of the present decade. The efforts of the Jefferson Highway Association



This trap rock macadam road, built eleven years ago, has never been resurfaced; it crosses the Jefferson Highway at St. Paul, Minn.

which will establish a fine automobile road between New Orleans, Kansas City, Des Moines, Minneapolis and St. Paul is a recent example.

While these roads are being brought to as high a stage of perfection as is permitted by the available funds and material, there is one point that thus far has been overlooked in their construction; viz, the consideration of the large and increasing number of motorists suffering from hay-fever.

That this number is not an inconsiderable one is shown by available statistics which indicate that about 2 percent of the urban population of the larger portion of the United States suffer from hay-fever, at some season of the year.

Scientific investigations has shown that all true hay-fever is due to a pollen, in fact, hay-fever is now technically known as "Pollinosis." The greater portion of this pollen comes from weeds whose pollen is wind-borne, such as the several varieties of rag-weed.

When these weeds grow on the edge of the road, which is frequently the case, or adjoining the road at a sufficient proximity that the pollen may be drawn towards the road by the suction of the moving car, persons susceptible to hay-fever cannot enjoy the pleasure of a ride without developing an attack of hay-fever.

This happens most frequently in September, which is the flowering season of the common rag-weed (*Ambrosia artemisiifolia*). In moist soil, this is replaced by the great rag-weed (*Ambrosia trifida*), whose period of pollination corresponds with that of the common rag-weed.

A vigorous campaign against hay-fever has been inaugurated in the United States, and already the Boards of Health of thirty states have promised co-operation. Much of this work, however, will be undertaken in the cities for the present, and it therefore devolves upon those in charge of country road construction to aid in this work by including the cutting of weeds.

WM. SCHEPPEGRELL, A. M., M. D.,

President American Hay-Fever-Prevention Association.

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**A SOFT ROAD COST PETER COUGHLIN, OF CONCORDIA,  
KANSAS, \$1,800 IN ONE WEEK**

The *Kansas Farmer* says: "John W. McCoy, Vice-President of William Volker Company, of Kansas City, recently made a speech in his old home town, Concordia, Kansas, in which he recounted the experience of Peter Coughlin, whose place was about three miles east of town. He said:

'As an excuse for talking good roads I remember an actual case. While employed at the B. & M. depot, the general livestock agent at the request of a Chicago Commission Company wired our office to have a feeder ship his cattle on a certain date. Under normal conditions, Mr. Ralston would have driven out and advised this man, *but the roads were impassable for vehicles*, and the message was taken on horseback. The feeder said it would be *impossible to get the cattle to the station*, as he had that morning been to town and knew the condition of the roads. *When they could be traveled, the market had declined \$2.50 per 100.* On this lot the farmer suffered a loss on the two cars of nearly \$1,800. No doubt a similar loss, or road tax, if you please, has been collected many times during the past 20 years and will be again frequently in the next 20.'



Ten miles of bitulithic pavement on Jefferson Highway from Winnipeg on road to Emerson.

**THE JEFFERSON HIGHWAY MAN**

I'm proud of the Jefferson Highway man  
Who dreamed the dream and made the plan;  
But here's to the boy along the route,  
Who carries the dreamers vision out.  
And whether he gives his brawn and vim  
Or gives his cash—here's health to him.

Fill up a glass with something good,  
And let it sparkle, let it foam,  
I toast, as all good fellows should,  
The Man who brings the bacon home.  
Here's wealth to him, here's health to him,  
Here's plenty on the shelf for him.

While other folks complain and whine,  
Because there's too much rain or shine,  
He gathers grapes they might have got,  
Because he's Johnny on the spot.  
Here's to the hustling son-of-a-gun  
And here's to his family, every one.

He builds a city in the woods,  
A highway through the mountain height;  
He mocks the winds, he dares the floods,  
His soul takes courage in a fight.  
The bully boy who learns to swim,  
Because he dares—well, here's to him.

Fill up a glass—the husky boy,  
To do the worlds big knotty jobs,  
Here's long life to his kind, begobs.  
Fill up his measure to the rim  
And then some more \* \* \* Here's health to him.

Yours,

GEO. G. STORKARD, Mountainburg, Arkansas.

**OKLAHOMA HIRES HIGHWAY MAN**

April 28th, 1916.

Dear Mr. Meredith: Your letter received and in reply thereto will state that our State Organization has Mr. Paul Nesbitt employed to get up data for the Jefferson Highway through Oklahoma and to visit the various points and educate the people up to the necessity and importance of this Highway. We are contemplating county bond issues all along the line for the purpose of raising money with which to build the Highway and county roads leading into the Highway. Within the next few days a call will be issued for an election for the purpose of voting \$600,000.00 worth of bonds to build the county roads including the Jefferson Highway

in this county. I am confident before the summer is over the eight counties through which the Jefferson Highway passes will vote bonds for like purposes. I am delighted with the prospects in Oklahoma and also the outlook for the building of the entire Jefferson Highway. Any information or suggestions you can give us at any time will be greatly appreciated.

Very truly yours,  
R. W. DICK.

**FROM MINNESOTA**

To the Jefferson Highway Commission for Minnesota.  
Gentlemen:

The Jefferson Highway having been designated by the State Highway Commission of Minnesota to pass through Morrison County in said state, we, the County Commissioners of said county do hereby approve such designation and said board does hereby pledge the support of the Board of County Commissioners of said county for the support of said highway within Morrison County and will do all in its power to furnish the necessary means to build and maintain the same.

That said highway within said county is in excellent condition at this time with the exception of the 4 miles between the villages of Cushing, Lincoln, in the northwestern part of said county where a new road must be built, but contract for the construction of said piece has been let by this board and the road will be completed for use within sixty days from this date.

Respectfully,  
Board of County Commissioners,  
Morrison County, Minnesota,  
By Andrew Hermm

Dated this 2d day of May, 1916.

Chairman,  
By McNairy  
Sec'y.  
County Auditor.

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