

JEFFERSON HIGHWAY DECLARATION

The State Bank of Girard, Kansas



Concrete Residence, Mason City, Iowa



Jefferson Highway Headquarters, Winnipeg, Canada



Street Scene in Winnipeg, Canada



Section of Jefferson Highway Near St. Joseph, Missouri



Macadam Road Shaded by Sycamore, Atoka, Oklahoma



An Iowa Farm Home on Jefferson Highway



Calcasieu Parish Gravel Road



Brick Pavement, Sulphur Springs, Texas

50 Cents a Year

The State Bank of Girard, Kansas
Published Monthly by
JEFFERSON HIGHWAY ASSOCIATION

NOVEMBER, 1916

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Retrospection

LUCKY is he who can look back upon his day and say "Well done." For, in this couplet of words, there lies a mine of meaning; in the morning of his endeavor there is the eager anticipation of his task, the noontime sees him well into his work and the evening brings the accomplishment and the just pride of a labor well-performed. It matters not whether the task be humble or great; success is measured by quality rather than by quantity.

The workers of the Jefferson Highway family have much to be proud of in the completion of the first year of their endeavor. The road which, when the Association was organized in November, 1915, was but a ragged stretch connecting individual communities, has now become a great chain binding *all* of the communities into one big family, and bearing along much of its distance, the smooth surface of a city thoroughfare. The dream of the organizers has become a visible thing, greater in reality than in its contemplation.

The past year has seen much accomplished toward bringing a highway from the snows of Canada to the flowers of Louisiana. The definite route has been decided upon, many hills have lessened their grades, cuts have been filled, bridges built and a great portion has been smoothed and hardened into the permanency of 365-day roads. The organization has been perfected until it is one of the strongest of its kind, capable of planning and performing big things. The Association is fortunate in having for its members men whose aggressiveness has made the Highway possible, and it can only hope that in the future years it can be made up of people of the caliber of those three hundred who gathered in New Orleans in November of 1915.

There is still much to be done before the Jefferson Highway can be called a completed thoroughfare. But we are only in the noontime of our work, and it is only a short time until evening. There are still many important details to be looked after, many obstacles to overcome and some disappointments to endure.

But the ardor of the morning will carry us through the work of the afternoon and when we reach the evening and the completion of the Highway we can look back upon our work as we do now upon the past twelve-month and say, with a little thrill of pride, "Well done."

--LORENZO D. VAN DORAN.

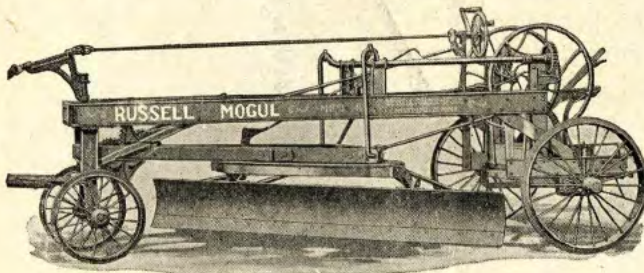


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JEFFERSON HIGHWAY DECLARATION

Volume I



Number 10

NOVEMBER, 1916

Published Monthly by Jefferson Highway Association, Des Moines, Iowa



News and Progress Along the Route

AT LAMONI, IOWA

The time having arrived to visit headquarters, and Lamoni wishing to put on a Big Gala Day in honor of the Jefferson Highway, it was planned to stop off there for that event.

The day dawned threatening rain, and as that portion of Iowa has not put roofs on its roads yet, the prospects of rain intimated many from attempting the trip. But as it cleared up by noon, the nearby people came in and made quite a satisfactory crowd and the occasion will be remembered with pleasure by all who attended.

AT TIFFNEY SPRINGS, MISSOURI

Good roads meetings in Platte County, Mo., have not been very frequent of late, but they had a good one at Tiffney Springs. This is a beautiful walnut grove with many springs flowing all the year. If the Jefferson Highway was routed past or near this spot, it would soon become a favorite resort for tourists. Judge Alonzo D. Burns, of Platte City, presided. E. E. Peake, the good roads apostle, of Kansas City, F. W. Hawley, President of Park College and others made pleadings eloquently and logically for better roads for Platte county. Over one thousand were in attendance and all went away determined to work for the Jefferson Highway and its feeders.

AT WEBB CITY, MISSOURI

A few of the faithful gathered in the afternoon at the Commercial Club and were told about the value of the Highway. They soon became enthused with a desire for action and appointed Geo. W. Ball for their member of the Jasper county directory and Judge J. A. Daugherty, of Carterville, was named to represent Carterville.

Hearing that Cass County, Missouri, had raised their initiation fee (mileage) in one hour and forty-five minutes, Bob Stewart and Mr. Jerrard started out to beat that record. They said they would do it in fifteen minutes, but in eight minutes, they returned with the fund made up.



On the Jefferson Highway in Jasper County, Missouri. The seeming hill in the background is not a hill at all. It is a gravel (chat) dump on a zinc mine. This particular pile of chats happen to be the one from which the 500 car loads given to the Highway are to be shipped. The little building seen on the top of the pile is the top of the elevator which extends 100 feet to the ground.

AT JOPLIN, MISSOURI

A few gathered in the Commercial Club rooms and after hearing a brief account of what was being done on the Highway, named Howard Murphy as their representative, and agreed to pay the mileage for the twenty-three miles north of Opolis on the road to Pittsburg, Kansas. This was in addition to what had already been paid as a high point.

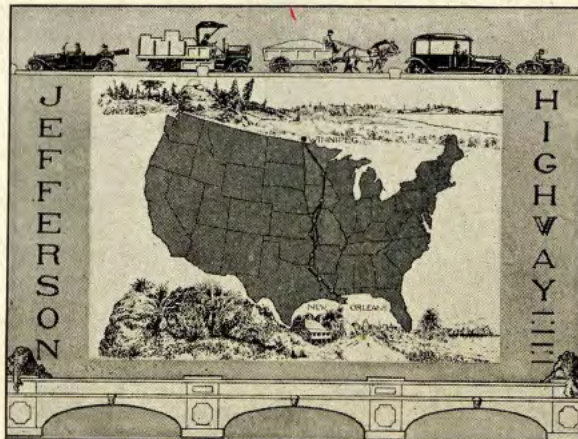
AT PITTSBURG, KANSAS

Clipping from Pittsburg Daily Headlight:

Formed a Crawford Jefferson Highway Association

Pittsburg is to Have Four Directors and Girard Three, is Planned. Manager Clarkson Spoke to Large Audience Here Last Night on the Progress of "Pine to Palm" Road—Meet at County Seat.

Organization of the Jefferson Highway Association in Crawford county was effected at a meeting last night of the Crawford County Highway Association and kindred interests in the Chamber of Commerce rooms, with the assistance of the general manager of the Association, J. D. Clarkson. Four directors were elected, and Girard will be asked to name the remaining three of the board. The good roads men agreed to pay Pittsburg's share of the membership assessment, four-sevenths, or the whole sum if necessary. The assessment is based on the Jefferson Highway mileage across the county at \$9 a mile. The sum of \$150, al-



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

ready paid as a membership fee in accordance with the action of the Kansas City directors' conference which fixed the rate for Missouri and Kansas at \$5 a mile, is insufficient, Mr. Clarkson reported, as it would be discrimination against other counties paying the \$9 rate. The directors are: M. O. French, J. Luther Taylor, M. M. Hartzell and J. H. Seeley. The board is to meet at 2 P. M. Thursday at Girard at the call of Mr. Clarkson. Mr. Clarkson was in Girard today to organize that end of the county. The rules of the Jefferson Association require the directors to meet in the county seat.

The Chamber of Commerce assembly hall was crowded last night and the greatest enthusiasm prevailed. Mr. Seeley, who heads the Crawford County Association presided. S. Wolstencroft, the publicity man, spoke briefly about the educational purposes of the Jefferson Association's official publication.

Missourians Want Route

Mr. Clarkson said he had just come down the Missouri side and that the people were ambitious to qualify for the Highway. In that state, as in all others, it was necessary for all the counties along the route to qualify, and Missouri had not yet come up to the mark.

AT GIRARD, KANSAS

A luncheon was served in the hotel dining room at which some seventy-five business men and farmers were present. There were also present, nine of a committee of sixteen of the Crawford County, Jefferson Highway Club.

They were advised of what was being done generally all along the Highway and specifically of what had been done at Pittsburg in the same county the night before, and a suggestion was made to join with Pittsburg and the seat of the county, in completing the Crawford County Board, provided for by the Association By-Laws. No action was taken looking to this end. The Highway party wish to express their appreciation for the courtesies shown in providing a luncheon for the occasion.

Girard is a beautiful little city and county seat of Crawford county, and is fully awake to the advantages of good roads and good paving.

AT MOUND CITY, KANSAS

A run was made to Linn county, some fifty miles, and a meeting held that night in the opera house at Mound City. The meeting was well attended, and a board of directors of Linn county was appointed. The Highway party was the guests of the Mound City Commercial Club while in the city, and all wish to extend thanks for the courtesies received.

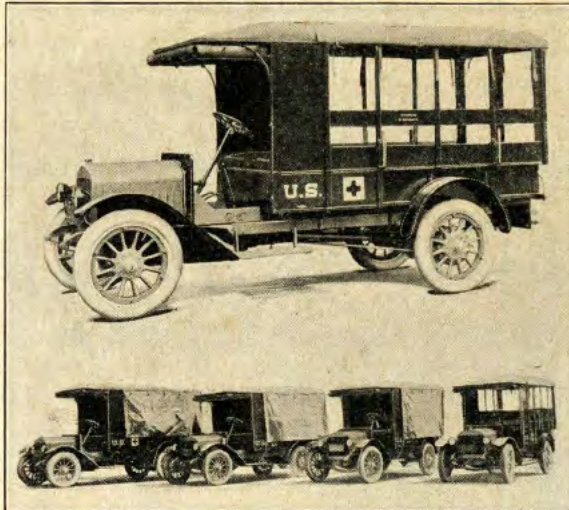
OSAWATOMIE KANSAS

The community spirit is highly developed at this point. This was manifested in many ways.

When we arrived within six miles of town, we passed two automobiles by the road side loaded with ladies and gentlemen and the men had just finished fixing a bumpy culvert, throwing in the last shovelful of dirt as Old Jeff (that is the net name of the Chalmers car we are driving) struck the spot. This was only the vanguard of the escort that Osawatomeie had sent out to meet us at the busy hour of ten o'clock in the morning. A short distance down the road they began to appear in twos and

threes till a score or more were gathered. The next evidence of community spirit was a luncheon held at one o'clock in the afternoon of a busy day at which over a hundred of the busy people of Osawatomeie devoted more than three hours to the consideration of a community affair (The Jefferson Highway). The fact that several busy men came down from Paola to attend this luncheon and coordinate the interests of these two communities was another pleasing evidence of the fact that the Jefferson Highway has the faculty of rubbing off some of the asperities that occasionally exist between neighboring towns.

The luncheon was a delightful affair held in the recently erected Elks home. Jefferson Highway tourists are going to like Osawatomeie; we certainly liked it.



General Motors Truck Co., Pontiac, Michigan. Ambulance cars furnished by above company for Mexican border use.

AT PAOLA, KANSAS

A short run brought us to Paola where a sumptuous banquet was served that night to over a hundred persons, including people from Mound City and Osawatomeie.

The meeting closed at midnight after a vigorous program had been agreed upon for the next day to commence at six o'clock in the morning.

Owing to other activities at Olathe in Johnson county, Kansas, we had been unable to get a meeting at this point, although it was understood that Olathe wanted the Highway.

It was suggested by some that the Highway could be diverted to the east at Paola and reach Kansas City through Missouri, but others thought if Olathe once had an understanding of the matter

her people would gladly qualify for the Highway. So it was arranged that an early start was to be made and a carload of people from Mound City, one from Osawatomeie, another from Paola and a fourth from Spring Hill, together with the Highway party, went to Olathe and laid the matter before her people and let them determine whether they wanted to voluntarily, cheerfully and harmoniously qualify for the Highway. As soon as the matter was briefly explained to them, they did promptly elect a board of directors for Johnson county and provided for the payment of the mileage assessment. We then went back to Paola for lunch and took the back track through Mound City for Fort Scott where a meeting was scheduled for that night.

AT FORT SCOTT, KANSAS

Here we were entertained at a banquet at the Elks Club. After a very satisfying experience with Ft. Scott's hospitality, an adjournment was taken to the assembly room up stairs where the affairs of the Highway were fully discussed.

A STRENUOUS DAY'S WORK

Closing the meeting at Paola on Thursday at midnight, we commenced operations. Friday morning at six o'clock and by midnight had traveled one hundred and fifty miles, visited and drawn together in community work and fully qualified for the Highway, fifteen towns. Those Jayhawkers are some go-

ers when they get warmed up. We claim that the Highway is as valuable to any community through which it runs as another line of railroad. Does this day's work tend to prove it?

(Continued on Page 8)



A beautiful winding road on the Park Rapids Jefferson Highway road leading to Itasca Park, Minnesota.

Jefferson Highway Meeting

National Convention of Highway Directors and Managers in Oklahoma Metropolis, November 28-29, 1916

By E. T. MEREDITH, President Jefferson Highway Association

THE state and national officials of the Jefferson Highway Association have set the date of their next national meeting for November 28-29. The meeting will be held in Muskogee, Oklahoma. The newest state is planning a monster reception to the officials of the Great North and South Highway which connects them with the big cities of Kansas City, St. Joseph, Des Moines, St. Paul, Minneapolis and Winnipeg north of them, and with Shreveport and New Orleans south of them.

This month is the first anniversary month of the Jefferson Highway Association. It was organized in New Orleans on November 15 and 16, 1915.

In a year's time, the Jefferson Highway has become second to the Lincoln Highway in prominence and organization. Because of the natural advantages of the route, wealth of the territory served and comparatively simple construction problems, the Jefferson Highway promises to be the first hard surfaced Highway of such great length in the United States. The slogan of the Association is, "Hard Surfaced by 1919." By hard surfacing, any material is meant that will make a road which is usable 365 days in the year. A large part of the road will be graveled, some of it will be rock road and some of it may be temporarily surfaced with a heavy asphaltum oil.

A few years ago, it would have been thought extremely difficult, if not impossible, to make an automobile trip from any point in Minnesota and Iowa to New Orleans, west of the Mississippi river. Since the establishment of a definite route in the Jefferson Highway, nearly all well marked and with a vast amount of improvement between Winnipeg and New Orleans, this wonderful trip from anywhere in the extreme north to the Crescent

City at the mouth of the Mississippi is now a practical trip for pleasure or business.

Observing travelers will hear farmers and business men in towns and cities along the Jefferson Highway discussing future trips to New Orleans. Eight zones of climate are traversed between Winnipeg and New Orleans. Over four thousand miles of farm land frontage will be seen by the tourist between the two terminals of the "Great Vacation Route."

Eighty-seven counties, in the province of Manitoba, and the states of Minnesota, Iowa, Missouri, Kansas, Oklahoma, Texas and Louisiana, are crossed by the Jefferson Highway. Every one of these counties now has an individual Jefferson Highway committee, in most instances consisting of seven officers. Every state has three state directors and a state vice-president. The national officers are a president, vice-president, secretary, treasurer and general manager. This gives an idea of how complete is the organization of the Jefferson Highway Association.

A southern sociability run from Muskogee is planned to immediately follow the directors meeting on November 28-29. Probably several thousand automobiles will join this procession at different points along the route and follow it part way on the great southern trip. It will be a big event for the localities traversed in Oklahoma, Texas and Louisiana.

This great procession will be the vanguard of a stream of auto travelers from the north who in the years to come will enliven all the communities along the Jefferson Highway and add continually to the wealth and development of the Southland.

Any one is welcome to join this sociability tour and participate in the southern hospitality which is awaiting them.



Chamberlain Hotel, Des Moines, Iowa, headquarters of the Jefferson Highway tourists



Bridge across Red River, four miles from Denison, Texas. "The Gate City." The Jefferson Highway crosses Red River on this bridge which connects Texas and Oklahoma.

What One Auto Club Accomplished

First Effort of Organization Lead to the Beautifying of an Entire City

By ALVAH EASTMAN

ST. CLOUD, MINNESOTA, a city of 14,000 population, on the Mississippi river fifty miles north of Minneapolis, has an automobile club of 350 members, the second largest club in Minnesota. It did experimental work for three or four years—offering prizes to farmers for dragging roads, contributed to towns in building better highways leading to the city, and one season employed a caretaker on the roads, the first man to be thus employed in central Minnesota.

This work was largely educational, and resulted in the county commission putting caretakers on all the state roads in the county, and in getting better care of the city streets.

Three years ago, the club decided it would take up the work of building a boulevard along the east bank of the Mississippi river the entire length of the city. It took three years to do the work, as the right of way had to be secured, which required much time, as title

had to be obtained from more than 200 property owners, some of whom were scattered from Maine to California. The Riverside Drive, as it is named, is on the Jefferson Highway, and will be one of the most attractive spots of that great route.

Growing out of this enthusiasm for beautifying the city, public spirit was aroused, and the work of securing a Riverside Park was taken up by club members. The result is that the city today has a park of great natural beauty of sixty acres along the river, the market value of which is easily more than \$50,000 and which cost the taxpayers less than \$4,000. The club next year will build a boulevard along the west side of the river, which will give St. Cloud two drives that cannot be excelled in beauty in the northwest.

The road leading by the Minnesota State Reformatory, over land owned by the state, was in wretched condition for years. The county officials contending that the institution should take care of this road, and

the reformatory officials were unable to do this for lack of legislative appropriation. The good roads committee of the club last winter took up the matter of improving the road. After weeks of effort they secured team work from the state highway commission, the state board of control, the commissioners of Sherburne county, the reformatory officials, and the commissioners of St. Cloud, each agreeing to contribute to the work. The result is two miles of the finest macadam road in the state, which will be maintained by the reformatory inmates. These inmates were used in making the road, as well as crushing the stone.

This road is also on the Jefferson Highway. It was this spirit of good road making that led the St. Cloud Elks to take a \$1,000 membership in the Jefferson Highway Association, while Stearns county, of which St. Cloud is the county seat, only gets one mile of the "Pine to Palm" Highway.

News and Progress Along the Route

(Continued from Page 6)

FROM FT. SCOTT TRIBUNE

For Scott and Bourbon county are now on the Jefferson Highway, or virtually so, as Secretary Russell, of the Chamber of Commerce has been authorized to pay the entrance fee for Bourbon county, which is about \$270, the charge being \$9 a mile, and as the papers officially designating the route through this county as a part of the Highway, will soon be received. That the payment of the fee, and the receipt of the necessary papers were the only things standing in the way of the route through this county being a part of the Highway was the rather surprising news imparted to the local Highway boosters last night at the meeting at the Elks home by J. D. Clarkson, General Manager of the Jefferson Highway. It had been thought here that a contest of several months' duration between Kansas and Missouri for the route through this section was still in progress, and that in the near future one of the routes would be definitely chosen as the official route, the other being left out entirely, and the choice depending upon which had the most miles of north and south rock roads built, under way, or contracted for. But Mr. Clarkson said that both states have shown such enthusiasm, have spent so much money, having worked so hard to secure the section of the Highway through here, that the officials had considered it unfair to deprive either of the right of being upon the Highway as officially designated, and had therefore decided to put both routes on the Highway, and give Kansas and Missourians equal rights.

The organization of the Bourbon County Jefferson Highway Association was perfected at the meeting, Mr. Clarkson and S. Wolstencroft, Publicity Manager of the Highway, who arrived yesterday afternoon from the north in their Chalmers gift car, the car given to them by Hugh Chalmers, as an expression of his approval of the Jefferson Highway project, aiding in this work. The officers and directors chosen were: P. H. Niles, Fulton, President; H. A. Russell, Ft. Scott, Secretary; C. M. Howard, Ft. Scott; Chas. Blubaugh, Ft. Scott; I. E. Morrison, Pawnee, and A. B. Dickmann, Ft. Scott. R. S. Tiernan, one of the directors of the Kansas route also aided in the work of perfecting the organization, which was done after those present had enjoyed a sumptuous chicken supper in the banquet room, and after they had heard most interesting talks by Mr. Clarkson and Mr. Wolstencroft.

Mr. Clarkson in his talk spoke of the general desire that is being expressed by different localities from north to south to secure a section of the Jefferson Highway. The speaker said this desire for the Highway was most plainly in evidence where contests had arisen for a section, such as that between Kansas and Missouri or that in Minnesota, north of St. Paul and Minneapolis.

ROAD WORK IN TEXAS

I have been in very close touch with all the doings of the Jefferson Highway from its organization at New Orleans, which meeting I attended, to the present time, and share the opinion of yourself and others that the progress has far exceeded our expectations. Take it here in Texas, it is almost unbelievable that within the short space of six months nearly two hundred miles of territory comprising ten counties could be organized and bonds voted in every county to build the Jefferson Highway hard surface. Four of the ten counties had already voted district bonds, but the six voted as a direct result of securing the Highway.

Much has been said about Texas, in a disjointed way but I am going to give you the situation just as it is with reference to what has been done in the way of providing for hard surface roads.

Starting at Red River my county, Grayson, all provided for one-half the roads built, balance under construction.

Next county, Fannin. Bonds voted in Leonard district to build half the mileage. This leaves six miles in the Trenton district without a bond issue, but expect to have an election the coming winter.

Next county, Hunt. Grenville in center of the county has a district system of roads covering about twelve miles on the Jefferson Highway. On each side of the Grenville system there remains about ten miles or twenty miles in all unprovided for. This county lost a county bond election in July, but will come again. Next county, Hopkins.

The Cumby and Sulphur Springs districts have voted bonds which leaves about seven miles east of Sulphur Springs unprovided for, but a bond issue is under consideration.

Franklin county the next has voted bonds to build the Highway clear across the county.

The next county, Titus, has voted bonds to complete the Highway from county line to county line. Camp county has provided for their roads by voting bonds to build clear across the county.

Upshur county has voted bonds to build the Jefferson Highway all the way across.

Gregg county have their roads already built, good ones too, and strange as it may seem this is the only county that we have been unable to get to join our state association.

Harrison county roads already built or under construction, which brings us to the Louisiana state line.

From the above you will note that all the Texas counties have voted bonds, but in three of the ten counties there remains four gaps about thirty-four miles out of a total mileage of about 200 in the state to fill in, in other

(Continued on Page 12)



J. F. REYNOLDS

Director Jefferson Highway, Pittsburg, Texas.



Hard surfaced road, part of Jefferson Highway through Morrison County, Texas.

Pines, Palms and—Sunflowers

The Tourist Finds Many Interesting Things in the Wind-Swept but Fertile Regions of Kansas

By H. A. RUSSELL, Acting Secretary of Commerce of Fort Scott

"FROM PINE TO PALM" is daily becoming more familiar to the people of the Mississippi valley; yesterday it was but a pretty word combination; today it is a mental picture which stirs the imagination; tomorrow it will be a reality imposing and inspiring.

Our minds are getting well acquainted with the Jefferson Highway. Mention "From Pine to Palm," and immediately we picture the United States belted by a hard surfaced road, with pines and snow and Winnipeg at the northern end, and palms and water and New Orleans at the southern extremity. After one's thoughts become accustomed to run smoothly over this great international hard surfaced roadway, one begins to give attention to places and objects along the route. It is quite natural, after looking at the ends of a line, to notice the center, so I ask you to pause a moment while passing "From Pine to Palm" and notice an object of interest and beauty at the middle of the way. This is not such an object as you have seen at the ends of the Highway. It is no stately tree, but a golden sunflower, emblem of beauty, peace and prosperity, the glowing banner of the state of Kansas.

Well can the traveler give special attention to the portion of the Jefferson Highway which passes through the Sunflower state. What other one hundred and seventy-five mile stretch of the Highway has so many various industries and so many spots of historic interest? Leaving Joplin, Missouri and entering Kansas, a traveler upon this great Highway passes through the greatest zinc and lead producing regions of the United States. Mines are everywhere. From the treasure house of Mother Earth, an army of workmen, aided by innumerable mills, are taking out the long-hidden stores of useful metals and sending them to the far corners of the earth. A little farther on and the traveler enters another region everywhere dotted with machinery which labors constantly at the command of thousands of workmen. This is also a region where the hidden stores of earth's treasures are being opened; not stores of lead and zinc, but stores of coal, three million tons of which were used last year to give power and heat to the American people. Traveling on a little farther one enters a region entirely different in character. Few mills and fewer men are seen here but instead are many acres of blue grass and white clover pasture, many fields of clover and alfalfa, many herds of high-bred dairy cattle, many costly barns and houses. This is the Bourbon county dairy district developing rapidly into the great milk depot of the southwest. Here the stores of underground wealth are not being exhausted but the wealth of the earth is being taken away in such a manner that additional wealth is being stored in the ground for future generations. Passing on north through the Bourbon county dairy district the scene quickly changes. The traveler is now given a view of some of Kansas' finest scenery. At the right hand are the beautiful valleys of the Osage and the Marais

Des Cygnes rivers; on the left a line of high hills and mounds covered with clusters of hard maples which in the fall are tinted with a thousand colors and present a scene of beauty and grandeur never to be forgotten. As the traveler approaches the end of the Kansas portion and nears Kansas City, the hills and rivers are left behind and the ground becomes rolling and of a jet black color; rich fields of corn and wheat extend as far as the eye can see and well trimmed hedges fence the farms. Here is an agricultural region beautiful and rich and here with his mind full of thoughts of beauty, peace and plenty, the traveler bids good-bye to the Sunflower state.

Our traveler has passed over the Kansas portion of the Jefferson Highway in a hurry and has seen a continuous stream of objects of great interest. Still there are many objects and facts that have escaped his notice. For every section of immediate interest to the eye along this route, there is a spot of as much historic interest to the mind. Along this Highway there are many places connected with American Indian history and many spots which we closely associate with the border strife and the Civil War. On the Highway at Fort Scott, the Frontier Fort and Government buildings built in 1843 are still standing. Farther north upon the Highway are the homes of John Brown, Governor St. John and many other men who have taken a conspicuous part in the history of the United States. A traveler interested in history should pass slowly over this section of the route.



H. A. RUSSELL
Acting Secretary, Chamber of Commerce,
Fort Scott, Kansas.

Kansas is justly proud of the Jefferson Highway and fully realizes the many benefits she will receive from this great thoroughfare. Kansas is also proud and pleased that she may give as well as receive. As you look on your map you may well wonder why the Jefferson Highway leaves Missouri, crosses over into Kansas, and runs one hundred and seventy-five miles in the Sunflower state and then goes back into Missouri. There is good reason for this. To the Jefferson Highway, Kansas gives the wealth of her mines, her fields and her dairy herds. She also gives wonderful scenery and interesting historical spots. But more than this to the road "From Pine to Palm" the Sunflower state gives the wealth of the character and minds of her people, a wealth of virtue, honesty and intelligence. Kansas and the Jefferson Highway go hand in hand working for the principles of union, enlightenment and progress and she will do everything possible to assist in bringing about the realization of a 365-day-road on the portion of the roadway which will eventually be known as the "Vacation Route of America."



Some of the road machinery that will probably be used on Jefferson Highway.

Henceforth, when you think of "From Pine to Palm" and your thoughts begin to run along the Highway, think of the pine at the north and the palm at the south and at the center a golden Kansas sunflower standing for wealth and beauty, and scattering along the whole roadway the light of peace, prosperity and happiness.

"The American Plan"

The Erection of Service Stations Only Proves the Permanency of the Good Roads Movement

By J. J. COSGROVE, Director of Public Comfort Station Bureau

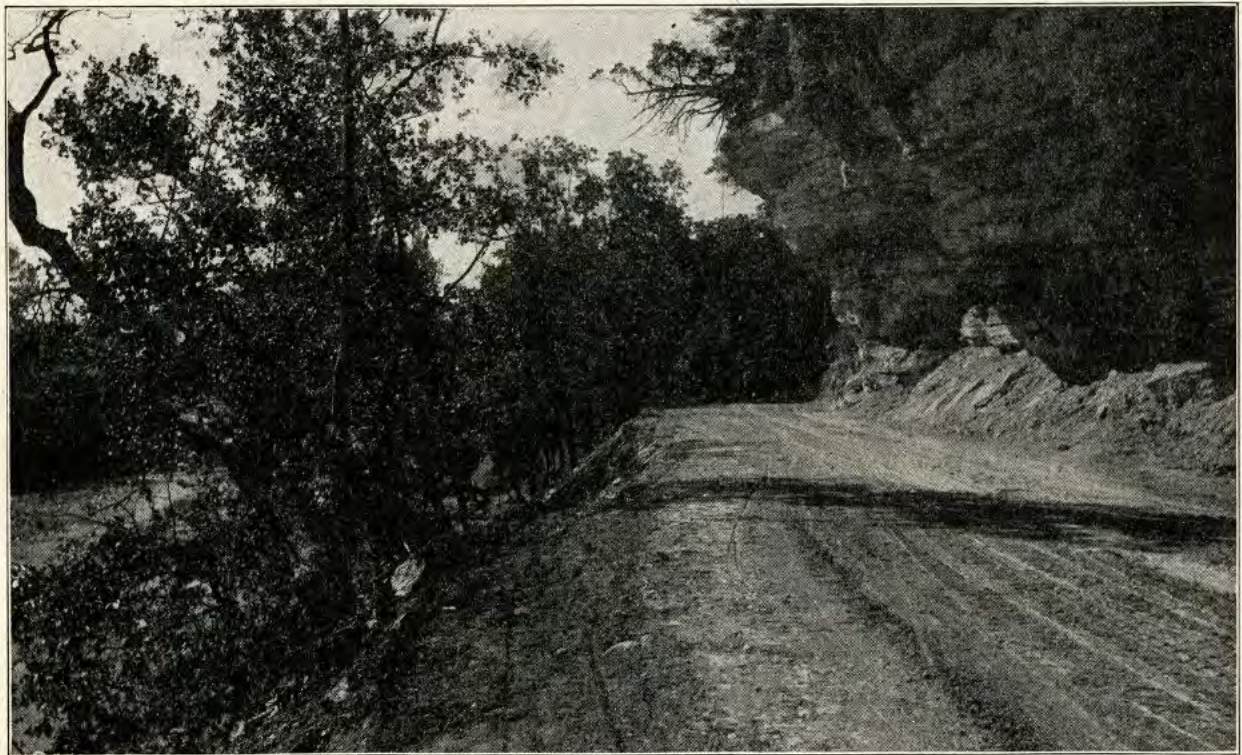
AMERICA EBER ALLES! That is the idea of the "American Plan," which provides roadside stations along all highways where they pass through cities, and public comfort stations at all points where crowds congregate or throngs pass by. Europe has distanced us in point of stations erected to date, but in real conveniences, under the provision of our "American Plan" we will lead the world.

What is the "American Plan" and wherein does it interest the advocates of good roads?

The illustrations of a public comfort station presented herewith will very readily answer these questions. Public comfort stations of this or similar design will be

had found necessary to make the stations sanitary and satisfactory; second, simplicity of design so that the building could be put up at low cost. Both of these features have been carried out to the full, with the result that a station of this design can be built at a cost of from \$6,000 to \$8,000, the exact price depending on the materials used, and the cost of labor and materials in the locality where it is erected.

Under the plan which we have evolved, these stations are self supporting. Even more; they will repay the cost of construction within a period of ten years, and all the time afford free accommodations to the public.



A beauty spot on the Jefferson Highway near Joplin, Missouri

erected along all main highways throughout the country. At present the Public Comfort Station Bureau, 261 Broadway, New York City, is working along two routes. One extends from Portland, Maine to Washington, D. C., the other from New York City to Chicago by way of Buffalo and Detroit. Later, the route which ends at Washington will be extended through to Miami, Florida, following the Atlantic Highway, while the route which now ends at Chicago will be continued to Seattle and the northwest by way of St. Paul.

Another route will follow the National Old Trails Highway from Washington to Los Angeles and San Diego, California, and paralleling it will run the Lincoln Highway from coast to coast.

That is only a beginning. Wherever a good road winds its pleasant way, there will we follow with our public comfort stations until this vast country is crisscrossed with good highways like a spiders web, and the spiders web is dotted with roadside stations.

The idea is to standardize the facade of the National Highways Association station, so that wherever a building of this design is seen, it will be recognized as a public comfort station. This building can be built of local materials, using anything from adobe brick to cut granite, and still retain its distinctive outline.

The two chief features to be observed in the design of this building are first to include all the elements we

The low initial cost—six to eight thousand dollars—places this improvement within the reach of every city. No municipality can refuse to build on the plea of excessive cost, when so many thousands of dollars are spent annually on other works which are of less importance.

Boards of Trade and Chambers of Commerce are working for the "American Plan" all along the routes where the campaign is on. Automobile clubs, likewise, are joining hands from one end of the line to the other, while all clubs, societies and associations interested in civic improvements lend the weight of their influence to make the plan a success. Routes vie with one another, too, while states and even sections of the country are now awakening to the value of these improvements and calling upon the Public Comfort Station Bureau to come to their assistance. It is needless to say that the Bureau is only too glad to help those sections which show the greatest interest in the work, and the greatest willingness to co-operate with highway associations along any route which by taking the initiative and asking for our help shows sufficient interest to warrant us in doing so.

The plan is to have each city through which a highway runs erect one or more stations along the line. Sometimes this station can be so located that it will

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Louisiana—"Sportsman's Paradise"

Prairies, Forests, Lagoons and Gulf Inlets Inexhaustible Sources of Game and Fish

By STANLEY CLISBY ARTHUR

PART TWO

THE state is well supplied with sportsmen's clubs. Many of these establishments rank with the best and most exclusive in the country, one of the leading clubs being the Delta Duck Club, located near the mouth of the Mississippi at what is known as "The Jump," one of the best hunting spots in the United States. Other important shooting points along the coast are: Michoud, San Marlo, Shell Beach, Chef Menteur (there is located the famous "Tallyho" preserve), Rigolets, Dunbar, Venice, Cuban Gap, Bayou Biloxi and other points east of the Mississippi. To the westward, the great hunting grounds of Cameron, Vermillion and Calcasieu Parishes are of utmost importance. It is here that the great waterfowl preserves and sanctuaries under the jurisdiction of the Conservation commission are located. Over 300,000 acres are given over to waterfowl protection, and consist of Marsh Island, the Ward-McIllhenny preserve, the state game preserve and the Rockefeller Foundation tract, near Grand Chenier. On these tracts hunting is not allowed and the sanctuary they offer harassed game birds mean their salvation from extinction.

Conservation Commission Controls Game

The control of the wild game life of the state is in the hands of the Conservation commission of Louisiana. The state has had sane laws enacted for the regulation of hunting and the seasons are strictly enforced. All hunters must be provided with licenses and must not exceed their bag limits. The game birds, as recognized by the state of Louisiana are: wild geese, brant, ducks, night herons, rails, coots, gallinules, snipe, woodcock, sandpipers, killdeer, curlews, plovers, wild turkeys, quail, doves, prairie chickens and red-winged blackbirds. Game birds may be hunted from November 1 to February 15, except prairie chickens, imported pheasants, killdeer and wild turkey hens, November 1 to December 31, being their open season.

The state has allowed a very liberal bag limit, which it insists on being lived up to by all professional market hunters or amateur sportsmen. One person in one day may kill: one wild turkey, twenty-five ducks,

coots, sandpipers or doves, fifty snipe, or fifteen geese, night herons, rails, gallinules, woodcock, Bartramian sandpipers, killdeer, curlews, plovers, quail or red-winged blackbirds. Only the following game birds are allowed to be sold and only between December 15 and February 15: Wild geese, ducks, coots, rails and snipe.

All game birds killed must be tagged with the number and names of species and the name of the hunter and must not be shipped out of the state. They may, however, be taken out by the owner if not intended for sale.

Abundance of Fish Life

Its great tangle of inland waterways and its immense and deeply indented sea coast make Louisiana a state abundant in a variety of fishes, the greatest variety occurring in the salt waters. Some of the Louisiana fishes are valuable merely from a food standpoint, while others are "game" enough to delight the heart of the most ardent disciple of Isaac Walton.

The principal fresh-water game fish in this state is the large-mouthed black bass, the "green trout" of the native Louisianian, the name bass being very seldom heard in reference to this fish. This bass is abundant in many waters of the state and specimens reach a weight of fourteen pounds frequently.

The small-mouthed black bass does not occur naturally in Louisiana, but as specimens have been taken from many waters of the state, it is evident that species of this "fighter" have been introduced.

The Game Fish

The other fresh-water game fishes are: the calico bass, the crappie, or, as it is known locally, sac-a-lait, rock bass Warmouth bass and four species of sunfish. The term "perch" applied to these fish by Louisianians is a misnomer for as it happens, there are no true perch in the state. The green pike, or pickerel, is fairly common in some localities and often attains a length of two feet. The mudfish, or Choupique, is a favorite "game" fish of the negro population of the swamps. The yellow bass, or barfish, is a good game and pan fish of the state, and the rainbow trout, introduced in some of the waters of the state, seem to thrive, and



Baton Rouge, Clinton State Highway, East Baton Rouge Parish, Louisiana

will doubtlessly become a recognized game fish of the state in a few years.

The salt-water fish of Louisiana are too many to permit listing as a whole. Among the fish considered common are the weakfish, croakers, drums, sheephead, Spanish mackerel, pompano, bluefish, snappers, etc. Of the game sea fish Louisiana has not only species, but abundance of each kind. The waters of the Gulf of Mexico are their habitat and the deep-water sportsman can find work for all his tackle can stand. One of the important sea game and food fishes is the striped bass. The red grouper is another and the speckled hind can be found along the gulf shore. The black grouper, or jewfish, is found in the bays and inlets along the western gulf coast and many reach a weight of 500 pounds.

Excellent Tarpon Fishing

Although not as well known as some of the Florida and Texas resorts, Louisiana cannot only compete with them, but can exceed them in points of size and abundance.

ance when it comes to tarpon fishing. In the gulf waters lying between the mouth of the Mississippi and the Sabine river the "Silver King" finds water and beaches and food to its liking. These west coast waters of Louisiana are most suitable for the Grande scaille, as the natives call this noble game fish. Here the level beaches of clear sand shelve far out into the gulf before they drop into deep water. Especially is this so at the mouth of Bayou Lafourche, and here does this grand fish love to bask in the sunshine and linger in the warm, placid waters along shore.

In the matter of wild fowl, game animals and fish, Louisiana can present strong claims for the designation,

"The Sportsman's Paradise." The state and its natural resources need to be seen to be appreciated. Especially is this so as far as the abundance of its wild life is concerned. The Conservation Commission of Louisiana, located in the New Orleans Court Building, New Orleans, furnishes summaries of the game laws upon application and information regarding the game and other wild life of the state.



A forest scene in Itasca Lake Park, Minnesota

"The American Plan"

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serve likewise as a waiting room at transfer points along the line of city or inter-urban railways. In such cases the railway companies will pay enough for having it so located that the cost of construction will be repaid within a very few years.

Roadside stations along the route of the Jefferson Highway would add the finishing touch to that thoroughfare from pines to palms; and we hope to see an awakening to their value in the near future evidenced by a determined move towards getting them.

News and Progress Along the Route

(Continued from Page 8)

words 166 miles of hard surface roads are already built, under construction, or provided for.

In regard to marking. I have furnished each county with stencils and instruction sheets. You understand of course that the Texas contests were not disposed of until July, and no attempt was made to mark the Highway or collect the assessment pending the final disposal of these contests, but while all the other was in the balance we were busy providing for the roads which is all important after all, and now we can do the rest. Our assessment is now coming in, and will reach the Treasurer in due course. When the signs are ready for distribution please advise and will forward instructions where to ship.

In conclusion I want to give you this assurance. The Jefferson Highway through Texas will be ready for travel commencing with the 1917 touring season. All sections of the Highway not completed hard surface by early next summer will be good dirt roads, and inviting to travel. I think that it is of the utmost importance that we have the Jefferson Highway open and ready for travel next year in order not to lose any of the great advantage gained through the advertising we have received.

W. N. KING.

Editor's Note:—The following is only a brief outline received from southern newspapers, giving only a very small conception of the work that is being done, and wonderful enthusiasm and success our General Manager has met as he has journeyed over the Southern Terminus of the Jefferson Highway.

FROM "PINE TO PALM"

Publicity Manager of Jefferson Highway Breezes Into the City

In a pennant-bedecked, high-powered, sign-painted car, A. Wolstencroft, Publicity Manager of the Jefferson Highway Association, breezed into Pittsburg yesterday for the purpose of arranging details for the visit of J. D. Clarkson, Manager of the Association, who will attend a good-roads meeting in this city a week from today. At that time plans will be made for a great sociability run between St. Joseph, Mo., and New Orleans next November when Premier Norris, of Manitoba, and many other notables will visit this city.

C. F. Cardoff, propelled the big Chalmers car, which is a gift of Hugh Chalmers to the Jefferson Highway Association. Pennants from many towns along the route were strung from the back of the car and the last addition to this number was a large Pittsburg banner.

The inscription on each side of the car read: "Manager Jefferson Highway Association, Winnipeg to New Orleans. "Pine to Palm." Yesterday afternoon Mr. Wolstencroft held a session with the Chamber of Commerce and explained the details of Mr. Clarkson's trip to Pittsburg with reference to the sociability run.

Mr. Clarkson and his assistants have already traversed the northern route from St. Joe to Winnipeg, making the trip in less than eight days. They visited 128 towns

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Gov. E. W. Major of Missouri

New Orleans Trunk Line

Hard Surfaced Roads Soon to Connect the Thriving "Crescent City" With Prosperous Cities of Other States

NEW ORLEANS will soon possess five great trunk highways leading east, north and west, over which it is estimated, 100,000 automobiles at least, will journey to the winter capital of America each and every year.

The city is committed to the building of a hard surface highway from New Orleans, to the highland of Mississippi, thence east to Baton Rouge, thence north and northwest, and to Lake Charles, thence west. In this way automobile routes will be established, good in rain or shine to Jacksonville, to Atlanta and New York, to Buffalo and Chicago, to Kansas City, St. Paul and Winnipeg, to Los Angeles and the Pacific coast.

One of the great highways, the Jefferson Highway, which connects New Orleans with Winnipeg, and which is now being constructed, is being exploited as "The Vacation Route of America," and its promoters are exploiting New Orleans as "The Great Winter Vacation City of the New World."

The development of these highways gives the city of New Orleans a rarest opportunity to create palm bordered approaches to the city which would soon become the talk of the civilized world and bring tourists from all over the United States to spend their winter in this beautiful city. Palms are hardy plants, cost very little, and thrive very nicely as far north as Baton Rouge. The bordering of the New Orleans highway system will draw the tourist from every part of the country, as it will soon be a beauty spot well worth seeing.

The main trunk highways leading from New Orleans are being built through the co-operation of the cities, towns, parishes and state, and recently the United States Government voted a large sum of money with which to encourage the work. Beyond the borders of Louisiana, other states, counties, cities and towns, now aided by the Federal government, are building important sections of New Orleans highways.

North, east and west, the most active good roads

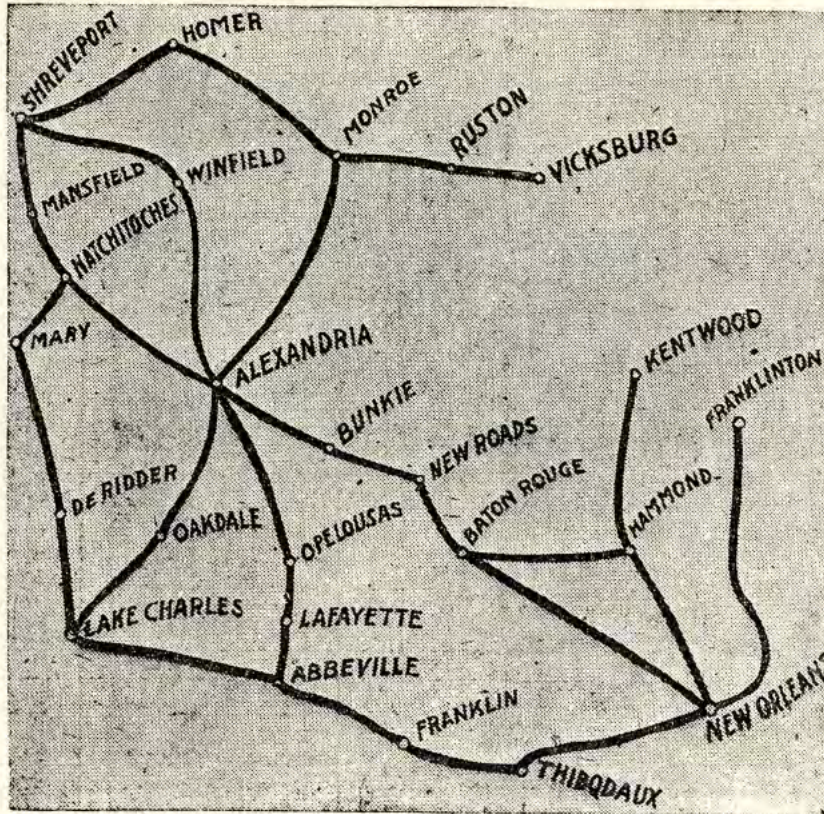
building enterprise now in evidence in the United States is being employed on roads that lead to New Orleans. Large deposits of oil, sulphur, salt and timber have been shipped out of the state, but the bills recently introduced to the House by Mr. J. Wallace Alexander, provide that a portion of these resources be used toward the rehabilitation of the denuded territory which would otherwise be worthless. This will put Louisiana twenty-five years ahead of its present condition within five years.

The building of these high-highways will increase the value of the land at least seventy-five per cent. Land today worth \$25 per acre will in the near future sell from \$100 to \$150. The land will produce more, and the product can be marketed.

The roads are not to be less than fourteen feet wide and are to be hard surfaced with rock, gravel and other materials.

The city of New Orleans, which has heretofore been termed as being backward, will soon find her visitors sitting up and taking

notice of the work that is being done. When the tourist enters the city with the beautiful palms surrounding him on either side of the road, he need only then to close his eyes and imagine himself probably in the West Indies or Central America, but will open them to find himself only on a beautiful avenue bordered by royal palms which will lead him to the attractive city of New Orleans. The northern tourists will then, when they return home, tell their friends about this beautiful place and they will in turn travel over the Jefferson Highway south which will take them to this wonderland. In this way, New Orleans will soon become a very close relative to the north and will no longer be termed as only a distant cousin. Winnipeg the extreme northern terminus of the Jefferson Highway will be only too glad to shake hands with New Orleans, the southern terminus. They will soon become chums, where before the Highway entered these two cities, one hardly knew the other existed.



The map shows the proposed system of state highways, 2000 miles of roadway, which would be built under the \$15,000,000 state bond issue proposed by J. W. Alexander, of Rapides parish. This network of roads would serve, it is contended, 96 per cent. of the people of Louisiana and tillable lands of the state.



A birdseye view of Bemidji, Minnesota, on Jefferson Highway

"Around the United States"

Hupmobile "Capitol-to-Capitol-Tour," Sponsored by J. Walter Drake, of Detroit, Left Washington, D. C., on August 28th in Interest of Good Roads

THE tour is in charge of J. S. Patterson, for many years head of the automobile departments of Chicago and New York newspapers and a veteran of the earliest Glidden tours which really started the movement for better highways in this country. The car is being driven by C. E. Salisbury and Geo. Lipe, both of Detroit. The fourth member of the party is W. A. Krohn of New York who is taking the photographs and moving pictures to show the present conditions of the American roads.

Approximately 25,000 miles will be covered on the trip and every state in the Union will be covered with the capitol as the objective points in each. The tour started from Washington proceeding northward to Annapolis and Harrisburg. The route then takes the party down to Dover and then north to Trenton, New York, Hartford, Boston and up to Augusta, Maine. The route then proceeds through the White and Green Mountains down to Albany and across New York State to Buffalo where a swing southward is made to Columbus and Charlestown, W. Virginia, then over to Frankfort and up to Indianapolis, Detroit and Lansing.

The itinerary then carries the party westward by a northern route which continues clear to Seattle. From Seattle a swing southward takes in the Pacific coast

as far as Los Angeles and back to San Francisco when a swing east is made again by way of Carson City, Ogden, Salt Lake City, Cheyenne to Denver.

Another swing southward takes the party to Santa Fe and over to Phoenix. From Phoenix a southern jaunt is necessary by way of El Paso and San Antonio to reach Austin, the capital of Texas.

The route then zigzags north and south taking in the southern capitol until it finally comes up to the Carolinas to Richmond and back again to Washington.

This trip will be by far the most elaborate in detail which has ever been attempted in the interest of good roads. This is the first time a car has ever been sent to every state in the Union, although many have taken the various trans-continental highways. As the reports to be made by the party are to be both written and photographic a most comprehensive

idea of the roads of America will be obtained.

The four-cylinder Hupmobile which will be used for this 25,000 mile trip around the United States will be painted khaki. On the front doors will be the Detroit shield carrying the name of the tour: "United America Capitol-to-Capitol Tour." A neat map of the United States showing each capitol will be shown on each rear door.



Thirty foot concrete bridge on Jefferson Highway in Caddo Parish, Louisiana, twenty miles from Shreveport.

News and Progress Along the Route

(Continued from Page 12)

and all except three were made on time. When the Jefferson Highway boosters pass through Pittsburg in November they will be accompanied by a number of men of nation-wide prominence. The most interesting will probably be Premier Norris, of Manitoba, who is a great booster for the Highway. Mayors, senators and others will accompany the boosters.—The Sun, Pittsburg, Kansas.

John McW. Ford of Shreveport and Capt. W. T. Crawford, president of the Caddo Parish Police Jury.

Mr. Hirsch has also received a telegram from New Orleans stating that P. M. Milner and Mr. Parker, state vice-president and secretary of the Highway Association, respectively, will attend.—Shreveport Times.

HIGHWAY MANAGER WILL ADDRESS MEETING

J. D. Clarkson, Manager of the Jefferson Highway, has wired his acceptance to an invitation to address a meeting to be held Sunday in the interest of Jefferson Highway Day at the Louisiana State Fair, November 2. The meeting has been called for Sunday afternoon at 5 o'clock, on the mezzanine floor of the Youree Hotel by Mrs. John L. Kimbell, state director of the Highway Association, and W. R. Hirsch, president of the State Fair. A message was received Thursday from Manager Clarkson to the effect that he would arrive here Sunday from Carthage, Mo., to spend the day in Shreveport.

The following are especially urged to attend the meeting: W. F. Taylor, S. H. Bolinger, S. J. Harman, F. T. Whited and Mrs. T. M. Comegys of the Caddo Jefferson Highway committee; J. E. Cowles, president of the Shreveport Ad Club; T. H. Scovell, president of the Rotary Club; William Mercer, president of the Northwest Louisiana Farmers' and Planters' Co-Operative Association; George E. Gilmer, chairman of the Caddo Parish Good Roads Association; President Petrie of the commercial organization of Mansfield; M. M. Dowling of Gloster, A. C. Johnson of Grand Cane, Mayor

PARADE FEATURE OF HIGHWAY DAY

Plans for a mammoth celebration of Jefferson Highway Day at the Louisiana State Fair, November 2, were outlined Sunday afternoon at a meeting held in Shreveport and attended by General Manager J. D. Clarkson of the Jefferson Highway Association and representatives of various organizations, also city officials. Mrs. John L. Kimbell, state director for the Highway body, was gratified at the interest manifested, and feels sanguine that the celebration will be one of the biggest at the state fair and of vast importance to the great international highway connecting Winnipeg, Canada, with the Gulf, via Shreveport.

Among the plans suggested by Mr. Clarkson for making the celebration a great feature of the fair was to offer awards to towns and cities along the Highway with the largest representation at the celebration, taking size and distance into consideration. He thought that automobiles within a radius of from one to two hundred miles should be urged to attend, and plans will be perfected with that in view, for it is expected that the program will open with a gigantic automobile parade, headed by Governor R. G. Pleasant, with other distinguished visitors, including Mayor Behrman of New Orleans,

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NOTE—Heretofore, the Declaration has been sent to many road boosters free of charge. The Association now finds it necessary to eliminate sending the magazine to so large a list of names and are therefore mailing only a number of them to different individuals, say, one or two states each month. This will mean that, the Declaration will not be received regularly as before, unless paid for, but you will probably receive one copy every two or three months. We should be very glad indeed to place any names on our paid subscription list to receive a copy of the Declaration monthly.

Lincoln Highway Beckons Tourists West

Transcontinental Route to be Main Avenue of Eastern Tourists in 1916

By ROY D. CHAPIN, Vice-President of the Lincoln Highway Association

PART TWO

ACCOMMODATIONS along the route west of the Missouri river, while adequate, are in the main poor, although the stimulus of the Lincoln Highway traffic is gradually and surely improving the standard of the accommodations offered. Many tourists prefer to camp out west of Omaha, but this is by no means necessary, as an hotel of some kind can be reached for every night's stop if a proper schedule is laid out. Excellent hostelrys which compare favorably with the best the east has to offer are, of course, found in the larger cities.

The Lincoln Highway in Wyoming is largely of excellent gravel construction. Gravel is abundant in this state, and the Lincoln Highway from Cheyenne to Salt Lake City is practically a boulevard for much of its length. The beauties of a drive through this section cannot be over-stated. In this state, one crosses the national divide near Laramie, and proceeding westward over that high plateau formed by the Rockies, drives into Utah through some of the world's most beautiful scenery down canyons filled with the sound of tinkling mountain streams, overhead the snow-capped peaks, and beneath the green grass and wild flowers of those high mountain meadows. In June, the tourist driving through Parley's Canyon into Salt Lake City can lean from his car and pick blossoms growing in wild profusion along the road.

At Salt Lake City begins that section of the route which has in imagination so frequently daunted the tourist considering a drive to the Pacific coast—"the desert." "The Desert" has a sinister sound, and conjures up in the imagination, from the tales of previous days and from the recollections of the hardships undergone by our forefathers in crossing these barren plains of alkali dust, a conception which is entirely inaccurate as applying to present day conditions. The word "desert" as broadly applied would cover that entire expanse of territory from the western foothills of the Rockies to the eastern foothills of the Sierra Nevada Range, and yet in its restricted sense, there is probably not 100 miles of real desert to be crossed. The Lincoln Highway has broken the terrors of desert travel for the motorist, as the Union Pacific once did for the travelers of a generation ago.

To stand upon the great desert amidst overwhelming silence, gazing with awe at the glorious, yet delicate, coloring of the sky and distant mountains in the cool of the dawning day or in the fading light of evening, is worth all of the little hardships of the tour; and then to pass through the cool forests of the Sierras, on a fine road, with great fir trees on all sides, and roaring

water tumbling over rocks alongside, makes us glad that we have lived to see and feel such things.

From Salt Lake City west, the tourist crosses plains of alkali dust thrown up from the maw of long extinct volcanoes. He traverses beds of almost pure salt miles in extent, hard-packed, and offering a speedway unrivaled by the work of man. Water is found at frequent intervals, the route being so laid out as to afford an oasis of some kind at intervals never greater than fifty or sixty miles. Gasoline can be obtained at any of the picturesque ranches which dot the route, and where an hospitable western welcome is always assured. This is the trail of the old pony express, the old Overland stage coach, and the path of those fearless advance guards of civilization, Fremont, the Donner party, Stansbury, Lander and others who for weary months toiled across, in their creaking prairie schooners, the same trail the modern tourist covers in a few hours of new and thrilling driving.

There are many wonderful things to see as you pass along the Lincoln Highway, some historic, some scenic, but above all the greatest impression which will be left with the tourist will be the immense size of this, our country. The thickly settled east with its farms and frequent houses, the vast rolling prairies of the Middle West, where the buffalo used to roam in countless herds, the dreary deserts, the majestic mountains, and finally sweet California, wafting to you on the breezes the odor of orange blossoms and roses, as you approach Golden Gate.

The Lincoln Highway across California, winding around that jewel of lakes, Tahoe, which graces the California-Nevada border, and which has been called the Geneva of America, presents possibilities of enjoyment which are beyond my pen to portray. The tourist who can successfully elude the desire to stop and spend days at a time camping amid the beauties of the high Sierras or at one of the many excellent taverns which will be found hidden away far from the bustle and stir of civilization is indeed unsusceptible to the charm of what is destined to be the playground of America. The Lincoln

Highway in California is practically 100 per cent. boulevard, following, as it does, for nearly all of its distance portions of that state highway system which has been constructed under an \$18,000,000 bond issue.

To the tourist who has driven across the Lincoln Highway and arrived on the Pacific coast, there will be presented a picture of the road conditions of this country which can be gained in no other way. The desire of every such tourist is to make the trip again,



Here is where the two great Highways divide, one the Lincoln which leads from the Atlantic to the Pacific, the other the Jefferson, leading from the sunny south to the snow clad plains of the north.



Boat house at Lake Wichita, Wichita Falls, Texas

and invariably he becomes an almost militant advocate of nation-wide improved roads. He appreciates the difficulties which western states encounter in trying to present acceptable driving conditions. He appreciates the necessity for a national co-operation in securing these first main routes of travel like the Lincoln Highway which will open up to the hundreds of thousands of our crowded east the marvelous beauties of that great western empire which, sad to relate, is a closed book to nine-tenths of the population of this country, and which can be opened to our people only through a rapid extension of our road system.

Our figures indicate that some four million dollars have been so far spent upon the improvement of the Lincoln Highway. Probably twenty millions more are needed, and will be provided, as the efforts of the Association, backed by the people of the states through which the route passes and the unanimous support of a patriotic press gradually exert that educational influence which alone is required to give this country such a national system of roads as has been one of the chief factors in the economic progress of Germany, France, England and Italy.

One cannot leave the subject of the Lincoln Highway at this time without pausing to emphasize the tremendous and hitherto disregarded advantage of such a

road from its military and strategic standpoint. It has been pointed out that the military highways of France have been her salvation, and it is not unlikely that in case of hostilities, this country must needs fall back upon its roads as its main avenues of intercommunication, mobilization and defensive maneuvering.

Roads are fundamentally a national consideration, but we have at present no national machinery for the consideration and undertaking of this important problem and gigantic task, and at present it must be handled through private organizations, among which thousands of Americans believe the Lincoln Highway Association is accomplishing and will accomplish the most effective results. Little can be done by advocating the construction of all of our highways at once. We have some 2,000,000 miles of highways in this country. The first step is to take care of our main branches, of which the Lincoln Highway is the first. This road is serving as an example to the nation, and every good roads advocate should aid the Lincoln Highway Association in its work of providing the first link in what will eventually be a network of such permanent improved roads.

[Editor's Note—This is the second part of an article written by Mr. R. D. Chapin. The first appeared in the July issue of the Declaration.]

News and Progress Along the Route

(Continued from Page 14)

General Manager Clarkson, Senator Young of Des Moines, who presided at the meeting when the Highway Association was organized, participating. Governor Pleasant will address the Highway enthusiasts at the coliseum, and it is also planned for Senator Young to speak on the same occasion.

Mr. Clarkson, who is now on a pathfinding trip from Kansas City to New Orleans, will return to Shreveport in time to assist in the completion of the plans for celebrating Jefferson Highway Day. He will bring his special automobile, an office on wheels, which is decorated with pennants of various points along the long route. This car will be exhibited at the fair.

Plans for the celebration November 2, will be more fully considered at a meeting of local enthusiasts at the city hall Friday night next. Representatives of all the civic bodies and other organizations are invited. Citizens of other parishes will also be welcomed. At Sunday's meeting Bossier and DeSoto were represented.—Shreveport Times.

GILMER OFFICIALLY DECLARED ON JEFFERSON HIGHWAY

Last Friday was a more important day to this city than many people can readily comprehend. It was the occasion of the official party of the Jefferson Highway Association and the public declaration that Gilmer is on the Jefferson Highway, a great thoroughfare extending from New Orleans, Louisiana, to Winnipeg, Canada.

It means much to live on a big trunk railway near a good market town. It means little to live on a trunk railway where there is no railway station. But on a great overland highway there is no point at which it is not advantageous to dwell. It means money; and greater than money, it means a never ending school of information, the cultivation of friendly relations and an expansion of mind and heart that will mean a better citizenship and a more advanced civilization.

The official car, a Chalmers, bearing the number 174178, Iowa, marked "Six 30 3400 R. P. M.," surmounted by a Jefferson Highway marker, contained Manager J. D. Clarkson of Carthage, Mo.; Publicity Manager S. Wolstencroft of Des Moines, Ia., and Chauffeur Earl Cardoff of Minnesota. Judge Keeling of Pittsburg, also accompanied the party.

The car was stopped in front of the Farmers & Merchants National Bank at which point Mr. Clarkson delivered an address in which he formally declared the Jefferson Highway a "reality up to this city." He was followed by Mr. Wolstencroft in a few pointed remarks. A representative body of Gilmer citizens met the party, which, after the speaking and a general greeting, left for New Orleans.—Upshur County Echo, Gilmer, Texas.

BRIDGES AND HILLS LACKING ON TRAIL

Houston Pathfinders Comment on Their Trip to New Orleans

No hills or bridges were found by the Houston pathfinders of the old Spanish Trail in their 480 mile hike from Houston to New Orleans over the line followed by Hernando de Soto in the sixteenth century. This is the comment of C. B. Gillespie, managing editor of

the Houston Chronicle, their "pen pilot," published in his paper Sunday describing the journey. Mr. Gillespie was particularly pleased with the roads of Calcasieu where \$2,500,000 has been expended and forty miles of vitrified brick laid in concrete was traversed. An average speed of fifty-seven miles an hour was made on this stretch.

"The longest continuous stretch of good roads in southern Louisiana," writes Mr. Gillespie "runs through the parishes of Iberia and St. Mary, a distance of fifty-six miles. Gravel is used for surfacing and a 20-foot roadway is provided free of dust, winding gracefully through the cane fields from New Iberia to Franklin and Berwick. Another stretch of improved road runs from Thibodaux to Donaldsonville, a 35-mile stretch that George Graham reeled off in fifty-nine minutes."

Speaking of the last lap of the run from Donaldsonville to New Orleans, Mr. Gillespie writes: "The scenic part of the Old Spanish Trail includes the 90-mile stretch from Donaldsonville to New Orleans. The road follows the river the entire distance, winding in and out to dodge the shoulders of the grass-covered levee. It is on this stretch that the head-on collisions of future motor annals will occur. There is scarcely a quarter of a mile of straightaway going. The turns are abrupt and the fast driver is swinging corners with death and whirling with serious injury at as a running mate at every one of a hundred turns. There is a house every fifty yards of the ninety miles, but there is not an electric light between Donaldsonville and New Orleans, save at Kenner, a suburb of the Crescent City."

Mr. Gillespie charitably passes over the shortcomings of the river road from Kenner to New Orleans, which was declared by the Houston motorists to be the worst stretch in the drive of 480 miles. This road was almost impassable and several of the cars were stalled. Grass and weeds were over the tops of the cars obscuring even the outlines of the roadway, which was marked only by the fact that it parallel the Orleans-Kenner line—New Orleans Item.

NEW HIGHWAY

Plans for a Highway from Fargo, N. D., to Duluth, Minn., through Brainerd were laid at the first meeting of directors of the Fargo-Duluth Trail Association.

These directors met with the trustees of the Black Trail Association to unite both with the Jefferson Highway at Staples, Minn., and with the Minnesota Scenic Highway at Brainerd.

The officers are Henry I. Cohen, Brainerd, president; J. T. Hanley, Fargo, N. D., second vice-president; John Dower, Wadena, secretary-treasurer.—St. Cloud Press.

JEFFERSON HIGHWAY MEN VISIT TRENTON

General Manager J. D. Clarkson of the Jefferson Highway, accompanied by S. Wolstencroft, Publicity Agent, were visitors in Trenton, Thursday of last week. They were on their way to New Orleans, the southern terminus of the Highway, and were making stops at each town along the route.

Mr. Clarkson made a talk while here, explaining what the Highway was and the good that it would do every town through which it passes. He was soliciting funds for the preliminary work that will

(Continued on Page 18)

Building a Great Port

America's Winter Capital, Not Only is a Most Interesting City but Ranks Among the Country's Greatest Commercial Centers

By WALTER PARKER, General Manager, New Orleans Association of Commerce

IN potentiality, New Orleans ranks first among the port cities of the world. Its hinterland is larger and more fertile than is the hinterland of any other port city. Thirteen thousand nine hundred miles of natural waterways, serving 41 per cent. of continental United States, lead to its harbor. Its climate is mild, and imposes no winter hardships on its workers. Its food supply is abundant. Its strategic position is wonderfully favorable. It is the natural port of least resistance for the in and out commerce of the valleys of the Mississippi river and navigable tributaries. It is the nearest important port in the United States to the Panama Canal and the world's new east and west trade routes, and is a part of the world's old north and south trade routes. It is a pleasing place in which to live, and a popular winter resort. Its summer climate, modified by Gulf breezes, compares most favorably with any North American city.

Finally, because of favorable environment, industrial, commercial and agricultural economy of the most scientific and most effective character may be developed at New Orleans.

Port Terminal Facilities

The state of Louisiana, through the Board of Commissioners of the Port of New Orleans, is now engaged in building as complete and efficient a system of tax free harbor front commodity warehouses, grain elevators and the like as possible, and the City of New Orleans has built, and is developing a tax free public belt railroad system which connects all main line railroads, all factories and privately owned warehouses, and all wharves, landings and harbor front facilities. Because the state of Louisiana owns all the harbor frontage, private ownership of harbor front industrial and warehouse sites is impossible.

Fully appreciating the importance of the economies possible under the inaugurated system of publicly owned tax free non-profit making harbor front terminal facilities, the state is now building, and also appreciating the far-reaching importance of private capital and private enterprise when employed in creating waterfront facilities designed to serve individual business enterprises, the New Orleans Association of Commerce promoted and secured the adoption of an amendment to the constitution of the state, authorizing and instructing the Board of Commissioners of the Port of New Orleans to open and operate an industrial navigation canal through the city from the harbor to an arm of the gulf in the rear.

The banks of this canal would be served by the municipal belt railroad. Sites along the canal and its laterals could be purchased and equipped to serve industrial plants of every description. Being a locked canal, its level would be constant. Being under the control of the Port Commission, the evils of private monopoly would be safeguarded against. Being a part of the Federal intercostal canal system, the river and

rail borne commerce of a vast territory would be concentrated, handled, bought, sold and reshipped in the city of New Orleans under conditions of scientific economy.

Commerce produced or handled there could use any railroad, over the public belt tracks, or any boat, barge or ship, with equal ease and equal facility, thus establishing a true condition of transportation economy.

Financing Valley's Commerce

Logically, the port of deposit and exchange for a great inland region will prosper as the region it serves prospers. Quite naturally, therefore, the men who have planned the development of New Orleans have included in their plans provision for the promotion of the growth and prosperity of New Orleans' hinterland in two most essential directions: first, by providing shipside facilities, not only for the economic handling of the products of the interior, but for the economic storage of such products at shipside between the period of production and the consumption; second, by creating a favorable basic condition that will enable the banks of the port to finance the handling and carrying of the interior's commerce on the most economic terms possible.

Louisiana's constitution of 1879 carried a paragraph reading in effect, "All personal possessions shall be taxed equally," and the courts held that this provision permitted the assessors to assess the cash a citizen carried in his pocketbook, or the net average balance to the credit of the individual in any and all Louisiana banks.

Such a tax, if collected, would have proven confiscatory, and the tax was never applied. But many handlers of large sums of money feared the law, and in order to guarantee themselves protection, fell into the habit of using banks in other states as depositories.

In this way an enormous amount of money, each year during more than a generation, was moved out of New Orleans, where it was needed to finance local business and industry and the commerce of the Mississippi valley, to other cities where it aided sometimes in diverting business drift from New Orleans and industrial development outside the Mississippi valley.

In order to put an end to this constant financial drain and handicap in natural trade development, to re-establish a normal condition, and to encourage business and investment capital to seek employment in New Orleans and New Orleans trade territory, the New Orleans Association of Commerce, in 1914, secured two amendments to the constitution of Louisiana.

One of these declared money, in all of its forms, free from taxation of every character. In this way the fear of taxation is removed, and in its place is established every possible confidence that business and investment capital will always be well treated and protected in Louisiana.

The other constitutional amendment permits banks of any state and country to at will establish branches



WALTER PARKER

Secretary Jefferson Highway Association, New Orleans, Louisiana

in Louisiana, and by paying a nominal tax of one-fifth of one per cent., to compete with the Louisiana banks in financing business and industry. The idea is to attract money from the low interest paying sections.

Another factor in the financing of Valley commerce is the high character of the commodity collateral the state owned shipside warehouses at New Orleans issue. These warehouse receipts are issued by the state of Louisiana. The New Orleans commodity exchanges issue certificates of inspection showing weight or quantity, grade, class, condition and character. These certificates and warehouse receipts together make such a high character of collateral that banks all over the country will undoubtedly seek them as security for call loans, thus providing large sums with which to augment the financial resources of the New Orleans banks, permitting them to extend their operations further and further in the interior.

Shipping Facilities

In order to encourage the business men of the Mississippi valley to become independent of steamship combinations, whose chief interest may be in promoting other sections of the world by owning and operating enough ocean carriers operating out of their natural port at New Orleans to the markets the valley desires to serve, to at least favorably regulate freight rates, the Louisiana legislature, at the request of the New Orleans Association of Commerce, has ordered a constitutional amendment voted on in November, 1916, which exempts from all taxation all steamships domiciled in a Louisiana port and engaged in overseas commerce.



WINNIPEG INDUSTRIAL BUREAU

In this Bureau there are permanent exhibits of goods made in Winnipeg's 425 industrial plants. The building also contains committee rooms, board rooms, lecture halls and a large convention hall with a seating capacity of 6,000.

Transportation
In order to improve transportation conditions throughout the Mississippi valley, the New Orleans Association of Commerce is giving every possible impetus to—

The repeal of hostile laws directed against the railroads, in all valley states and the enactment in their place of helpful and constructive laws governing the conduct of the common carriers,

The creation of boat lines and the building of modern terminal facilities for boats,

The building of good roads—good in rain or shine—throughout the valley, with main trunk lines leading to New Orleans.

Health Conditions

In order that New Orleans may always be an open port, and maintain regular ship voyages with all the world ports the valley may desire to trade with, New Orleans is being made epidemic proof so that no disease may become epidemic even though brought in from a foreign infected port. To this end, New Orleans is being rat-proofed as a protection against bubonic plague, and mosquito proofed as a protection against yellow fever. One of the

world's best pure water supply systems, and a splendid sewerage system, make New Orleans one of the most sanitary cities in America, while a recently installed modern drainage system has lowered the ground water level by ten feet and greatly reduced the humidity of the atmosphere.

In every other essential way, the development of New Orleans is being effected in a manner designed to permit the city and port to serve the valley under the most efficient and economic conditions possible.

News and Progress Along the Route

(Continued from Page 16)

be necessary to establish the Highway, and Trenton donated her part. The party traveled in a big Chalmers car. Messrs. Tom Sears and son, Bob, and F. M. Echols of Whitewright came with the party from Whitewright to Trenton.—Trenton Tribune, Texas.

THE PEMBINA TRAIL

On August 19, the Thief River Falls Commercial Club conducted an auto run to Warroad, on the Canadian border a distance of 150 miles in which nearly one hundred cars participated. The tour was made without accident or delay and over the historic Pembina Trail, a natural roadway which has been selected by the Jefferson Highway officials as the route between Thief River Falls and Winnipeg.

The state road is a fine highway, graveled and kept in good condition and the soil of Pembina Trail is of such a nature as to absorb water quickly. Two hours after a heavy rain, this Trail will be found dry and firm over 90 per cent. of its distance.

F. T. LINCOLN,
Secretary Commercial Club,
Thief River Falls, Minn.

WIDE-A-WAKE BOOSTERS

Mr. Geo. McIninch, St. Joseph, Mo.

Dear Mr. McIninch—My neighbors and myself are putting forth quite an effort in good road work. We have done more than \$300 worth of work, pulling down two hills and rounding the worst corner in Gentry county, just south of my home.

Have you a stencil of Jefferson Highway that you can send me to

mark poles through my section? By the way since receiving letters Nos. nine and ten I am interested to know if we are losing the Jefferson Highway. I assure you it cannot be our fault. Kindly write me.

(Signed) I. N. GARTIN.

"A REALIZATION"

Last fall, before the Highway was organized, a publication that should be issued for the road boosters along the Highway to be organized, giving a good word here and there to the different towns, villages, and communities which would aid them in their work in advancing the completion of the Jefferson Highway, was dreamed of.

At New Orleans, on November 16, 1915, this dream came true, when it was decided by the officials that a publication should be published monthly and was to be named the "Jefferson Highway Declaration." No better name could have been selected for a magazine which is to serve the purpose of this little book, "The Declaration."

During the month of February, 1916, the first number was issued. Since then, it was developed into a rapidly growing publication. Notwithstanding the fact that it is only as yet a mere child, being only nine months old, it has over sixty advertisers, and more than six thousand circulation.

It has grown from an invisible vision to a dream well realized by all who have read its contents and has left an imprint of appreciation upon their minds.

Since the decision upon the central route in northern Minnesota from St. Paul, hundreds of subscriptions and letters have come in



"DENISON HOTEL"

Headquarters of Jefferson Highway tourists, Denison, Texas.

from interested parties telling of their appreciation of the Declaration. These people have caught the vision, and they are helping others to become more enthused every day.

The following notes have been taken from various letters which have come in during the last month:

"I have not received my Declaration for this month, and as I think so much of it, I do not want to miss a number. If you will send a few extra copies, I believe I shall be able to secure a few subscriptions from my neighbors.

(Signed) J. S. WAGNER, Eagleville, Mo."

"It is with a great amount of pleasure that through your kindness I have been permitted to peruse a copy of the 'Jefferson Highway Declaration,' and I want to thank you very kindly for placing our name on your subscription list in exchange for our publication, the 'Sauk Rapids Sentinel.'

(Signed) JAMES E. BROWNE, Editor, Sauk Rapids, Minn."

"Please send me a sample of your publication. I am interested in good roads, and want all the information I can get.

(Signed) E. J. HOENSHEL, Branson, Mo."

Thus a mere phantom of a dream has turned out to be a wonderful realization, entering the homes of all our Jefferson Highway family and giving them a truer light and understanding of the magnitude of this great project, the building of the Jefferson Highway from New Orleans to Winnipeg.

REPRESENTATIVE CITIZENS AT RALLY IN DONALDSONVILLE

The value of the Jefferson Highway to the sections through which it will pass was effectively pointed out by J. D. Clarkson, General Manager of the Highway Association, at a mass meeting held in the Grand Theatre here this afternoon. Incidentally, the meeting served to bring home the fact that the selection of the west bank of the river as the official route of the great Highway is regarded as a matter of vital importance to the city of Donaldsonville and the western wards of Ascension parish, and a degree of interest and de-



Street scene in Joplin, Mo., on Jefferson Highway

termination was aroused which gives assurance that nothing will be left undone to press the claims of the west bank for recognition as a link in the route of the international roadway.

The meeting was attended by a representative gathering of people of Donaldsonville and its vicinity, and the students of the upper grades of the high school were also present. A delegation from Iberville parish including, among others, State Senator Charles E. Schwing and Lewis R. Murrell, was in attendance, and after the meeting headed the party of good roads boosters who escorted Mr. Clarkson to Plaquemine, where he further expounded the Jefferson Highway doctrine.

Mayor Walter Lemann presided over the local meeting and introduced Mr. Clarkson. The latter explained briefly the project under consideration, told of some of the numerous benefits that will accrue from the construction of the Highway and cited concrete instances of how the Highway will prove a paying investment to all progressive communities through which it passes.

Police Jurors George B. Reuss, Jasmin Tobias and C. H. Landry, Sr., and E. J. McCall, C. Kline, E. H. Barton and Walter Lemann were selected by the meeting to represent the west bank of Ascension in the state organization of the Jefferson Highway Association. A number of local automobile owners and good roads boosters accompanied the Clarkson party on the trip to Plaquemine.—Times-Picayne.

THE BIG HILLS OF RAPIDES AND NATCHITOCHE AND HIGHWAY BUILDING

The country west of Lena, in the northern part of Rapides parish contain some of the largest and highest hills in Louisiana. They rival in extent the hills of Sicily Island and the Tunica hills of West



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Editor

Subscription price 50 cents per year.
Advertising Rates—\$40 per page; \$22 per half page; \$12 per quarter page.

Contributions solicited from all parties interested in the Jefferson Highway and territory served by the Highway. Photographs are urgently desired and should be accompanied by descriptions.

Forms close the 20th of month preceding date of issue.
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Volume 1 November, 1916 Number 10

Please address all general mail and make all checks payable to Jefferson Highway Association—not to individuals who may be absent.

News and Progress Along the Route

(Continued from Page 18)

Feliciana. These hills extend northward into Natchitoches parish for a good distance, and, from the Rock Quarry near Boyce to the Kisatchie country, many of the hills are composed of rock formations through this sparsely settled section was one of the determining factors that caused the board of engineers of the Louisiana State Highway Department to choose the east side of Red river, for the prospective state highway from Natchitoches and Grand Ecore, via St. Maurice, Montgomery and Colfax, to the Alexandria traffic bridge.

Other factors in determining this route, was: First—The level character of the land, greatly cheapening the initial cost of building, as well as the cost of maintaining roads in the future. Second—The route is not only most feasible and easy to build in, but it runs through a rich and thickly settled country. Third—It passes through the two parishes of Grant and Winn, which are certainly entitled to consideration in an enterprise intended to benefit the most people.

This route, having been officially endorsed by the State Highway Department, has a prestige and standing that will doubtless appeal

tions, some of the formations being similar to that cropping out at the Rock Quarry.

We understand that the difficulty and expense of building roads strongly to the Jefferson Highway officials. Add to this the fact that fully twenty-five miles of the distance in Grant parish is already built up with a good model road, surveyed and located by state engineers, and up to standard specifications, besides being hard surfaced for several miles with gravel, and its advantage and importance is at once apparent.

Another important item is that Rapides parish will only have to build a few miles of road from the Grant parish line in order to run into Pineville and over the big, fine free traffic bridge into Alexandria. And this is as it should be, giving the parishes of Grant and Winn a great free highway connection with the world at large—Shreveport on the north and Alexandria on the south, both of them railroad centers of considerable importance.—Louisiana Colfax Chronicle.

BRIDGE OVER CALCASIEU NEARLY READY

Work on the great Jefferson Highway, running from Winnipeg, Canada, to New Orleans, via Shreveport, is more advanced in Texas and Louisiana than in any other states along the route, and the Louisiana and Texas links of the road may be finished within the next two years, according to J. D. Clarkson, General Manager of the Jefferson Highway Association, who is in Shreveport to remain until after the celebration at the state fair here November 2, when there will be a mammoth automobile street parade and exercises in the coliseum, with Governor Pleasant, Mr. Clarkson and Mrs. J. L. Kimbell, state director, among the speakers.

The contest in south Louisiana for location of towns and cities on the route will advance completion of the Louisiana link at least two years, said Mr. Clarkson, over what would have been the case without such a contest.

"The power of our organization," said Mr. Clarkson, "is having seven directors in every parish and county on the route. There are eighty-one parishes and counties. The trip I have been making is an organization trip to form the directorates. All are formed now from Winnipeg to New Orleans."—Shreveport Journal.

BIG NEW BRIDGE OVER CALCASIEU NEARLY READY

Indications point to the completion of the big new bridge over the Calcasieu river here about the middle of September, and everyone is anticipating the throwing open of this thoroughfare which forms so important a part of Calcasieu's system of good roads.

The Calcasieu Parish Highway System is the outcome of a bond issue of \$900,000 and specified revenues of \$300,000, making a total of \$1,200,000, out of which fund eighty-five miles of hard surfaced highways were built, fifteen miles of which are brick highways, twenty-two miles of gravel with tarvia surfacing, thirty-eight miles of plain gravel, nine miles of shell, and ninety-three miles of reconstructed earth roads, making a total of 178 miles.

Included in this system of roads are culverts and bridges of reinforced concrete and the main highway bridge of reinforced concrete across the Calcasieu river, which connects the east and west highway.

This bridge has six arch spans of ninety-six feet each in the clear, a double-leaf trunnion, bascule span, electrically operated, which is 103 feet in the clear, one approach girder span of thirty feet and the viaduct approach of twenty-nine thirty-foot girder spans, making total length of structure 1782 feet, and will have cost \$132,000. The roadway is twenty feet wide.

On September 12 another bond issue will be before the people of Calcasieu parish for an additional \$900,000 for good roads.

This amount will hard surface all the remaining highways constructed and allow for additional road construction.

The main east and west highway is composed of gravel, with tarvia surfacing and brick, and has become a link in the Old Spanish Trail, All Southern-All-Year-'Round Highway through Louisiana.

Lake Charles figures that its good roads have been instrumental in increasing the cultivated farm area about 15,000 acres since 1915, and has proven of great assistance to farmers in marketing their products, allowing a more rapid and economical transportation of farm products, and the convenience afforded for easy hauling of building material and other necessities for a return load to the farm.

The schools have been profited by the good roads system by doing

NOTICE

STENCILS AND MARKING INSTRUCTIONS CAN BE OBTAINED FROM THE HOME OFFICE AT DES MOINES, IOWA, OR STATE DIRECTORS AND VICE-PRESIDENTS.

away with the one-room school and allowing for graded schools, all of which are served with wagonettes, of which there are about twenty in operation in Calcasieu parish.

All told, the good roads movement is materially assisting education, agriculture and commerce, and allowing great scope for the pleasure-loving public, and renders travel in Calcasieu by automobile highway enjoyable.—Times-Picayune.

COUNTRY PARISHES AID HIGHWAY PLANS

Central and Northwestern Louisiana parishes are energetically building the Louisiana link of the Jefferson Highway, which is to stretch from New Orleans to Winnipeg, Canada, General Manager Walter Parker, of the Association of Commerce said Saturday. Sections of highway now built and to be designated as part of the Jefferson route, added to other links for which construction contracts have been let, or are to be let in the next few weeks, will give the state more than 200 miles of completed road early in the year.

"Rapides parish has voted \$400,000 in bonds for good roads in the past year," Mr. Alderson said. "Some sixty miles of road to be built with this money are to constitute the Rapides parish link of the Jefferson Highway, and fifty miles are to be built in other parts of the parish. All of it is to be standard, hard-surfaced highway."

A. T. Felt, general secretary of the Alexandria Chamber of Commerce, informed Mr. Parker that a committee representing his organization and a committee of citizens from Natchitoches are to confer in a few days on the project of a good highway to connect those two cities. This highway is to be the official Jefferson route.

"Colonel William L. Polk of Alexandria, Mr. Felt, Mr. Alderson and numerous other active roads workers in Rapides parish are moving industriously for the Jefferson route," Mr. Parker said. "They are not only pushing their own link of the system, but they



Road grading with "Skimmer Scoop," Rochester, New York.

are getting in behind the authorities in neighboring parishes, aiding in every way they can. Central and northwest Louisiana is up and doing in the matter of the Winnipeg-New Orleans boulevard. They appreciate the tremendous value the completed road will be to them."

Natchitoches parish has voted a bond issue of \$250,000 for the Jefferson system and other highways in that parish. Avoyelles, Sabine and De Soto parishes are others that are moving energetically, Mr. Parker said.—New Orleans Item.

WINNIPEG ROAD CALLED CITY'S BEST ENTERPRISE

"The Jefferson Highway is the most valuable single enterprise ever offered to New Orleans, measured by net profits."

J. D. Clarkson, of Carthage, Mo., General Manager of the Association that is building the Jefferson, so characterized the road, to a large audience of business men at the Association of Commerce Wednesday afternoon.

"We have waged a campaign from Kansas City south on that statement and won a favorable verdict in every little city and village," he went on. "Every town on the route readily accepted as true the declaration that the Jefferson Highway was to it the greatest thing that ever happened.

"New Orleans is a city of vastly larger size, and containing more important enterprises, than any place between here and Kansas City, but the same statement goes, that the Jefferson Highway is worth more actual dollars and cents to New Orleans than any other single enterprise.

"The automobile traveler is paying, or ultimately will pay, for the New Orleans-Winnipeg road—the first cost, as well as the maintenance of it. He will come into this community, spend his money in a multitude of ways, such as for hotel service, food, clothing, gasoline, engine oil, tires, repairs and countless other items.

"The Jefferson Highway in actuality will be a broad, hard-surfaced avenue extending from Canada to the gulf, as important as the main

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thoroughfare of a city, and with a front-foot value equal to any produced by the commercial artery of a municipality

"A little over a month ago, on a Saturday, the Association set an expert at a secluded point on the Jefferson Highway in Minnesota, ten miles from any city, to count the passing automobiles, and their passengers. This man counted 626 automobiles, in both directions, in that one day. The cars averaged three and one-third passengers each. A week later he counted again and got more than 1000 automobiles in the one day.

"If a place in Minnesota that is rather isolated gets such a volume of traffic out of the Jefferson Highway, what do you think New Orleans should count on getting? A thousand automobiles a day seems a reasonable estimate."

Other substantial results from construction of the international boulevard lay in the fields of business and agricultural investment in Louisiana, Mr. Clarkson said. "Northern farmers, if given the opportunity of running their automobiles over good roads through the real agricultural territory of Louisiana, such as one can't always see to good advantage from a railroad car window, would see ripe opportunities for the profitable investment of their capital in dairies, truck farms, orange groves, berry patches, and the like," continued Mr. Clarkson.

"New Orleans citizens are not asked to pay any definite sum for the perfection of the Highway. They are asked merely for voluntary subscriptions. The Jefferson Highway Association is the child of the Association of Commerce and of New Orleans. Along its 2000 miles people are actively and energetically at work building it.

"When an official touring party over the Jefferson Highway recently entered the province of Manitoba, it was met at the border and escorted to Winnipeg by the governor, the mayor and other officials of Winnipeg, and several hundred automobiles full of business men. Business was practically suspended in the city during the three days of our stay there. The people of the Canadian metropolis seemed anxious to get connected up with New Orleans and the gulf by this Highway."

Rivalry between the east bank and west bank claimants in the matter of routing of the Highway between New Orleans and Baton Rouge broke out afresh at the close of the general manager's talk. State Senator Charles E. Schwing, of Plaquemine, Iberville parish, L. E. Bentley, and State Bank Examiner R. N. Sims, both of Donaldsonville, spoke for the parishes of the west bank, and General A. B. Booth for those of the east bank.

"Along the east bank lies the shortest, most direct route from New Orleans to Baton Rouge," said General Booth. "Between Hope Villa and Baton Rouge, 98 miles of model highway already have been constructed. Ascension parish has voted a bond issue of \$75,000 to build twenty-eight miles of road to connect with that terminating at Hope Villa. All of this would be connected up with the east bank route of the Jefferson system.

Senator Schwing recounted the achievements of the west bank road builders, adding that it is one of the most populous agricultural centers in America, averaging 335 persons to the square mile.

Mr. Clarkson left New Orleans Thursday morning for Baton Rouge, going up the west side. He will arrive at the capital at 7 P. M., and is to hold a good roads meeting there at 4 P. M., Friday. He is to come back to New Orleans Saturday for a brief conference, then go north again Sunday, his destination being Kansas City.—New Orleans Item.

HIGHWAY MANAGER'S LONG TRIP ENDS

Traveling almost continuously for seventy-five days in a 2000-mile journey straight across the United States from Winnipeg, Canada, J. D. Clarkson, General Manager of the Jefferson Highway Association, completed a 100 per cent. successful organization and enlistment tour in New Orleans Saturday afternoon.

Having met with nothing but encouragement along the entire route, the report of the progress made on the Highway project, organized in New Orleans by our Association of Commerce less than eleven months ago, is astounding, according to Mr. Clarkson. Twenty-five per cent. of the Highway is constructed, and the money for the building of another 25 per cent. is in hand as the result of taxes and bond issues.

The direct object of Mr. Clarkson's present trip is to organize a branch Jefferson Highway Association in every county of the route, and incidentally, to collect from each the \$9 per mile assessment for membership in the Association.

"In every county through which it is determined the Highway will pass, the membership assessment was brought forth voluntarily. In the last lap of the trip Saturday Donaldsonville and Plaquemine, where the route has not even been determined, tendered checks for \$380," said Mr. Clarkson.

Louisiana, the General Manager reported, stands third in preparedness for the big highway project. Texas is first with all but seven miles provided for; Minnesota is second, with 75 per cent. of the route built, and Louisiana third, has fifty per cent. provided.

Parish by parish Mr. Clarkson reports the following progress in Louisiana: Caddo, parish of entry, joined Association and paid

membership assessment months ago; De Soto, also joined and paid up; Natchitoches, organization was perfected last Wednesday night, seven directors appointed, and membership assessment of \$378 paid to Mr. Clarkson, preliminary plans for bond issue completed; Grant, three organization meetings held, and branch association effected at Colfax Thursday night, paid membership assessment of \$297 to Mr. Clarkson; Rapides, joined and paid first of all, many miles of road already built in the neighborhood of Alexandria; and all the rest contracted for; Avoyelles, contest over route, on the north, Marksville, Simmsport, New Roads and Port Allen, against Bunkie, Melville and Port Allen on the south, organization cannot be perfected until route is decided; and in the parishes all the way from Baton Rouge to New Orleans the route is contested, between the east and the west bank of the river, though much of the distance is already built.

Mr. Clarkson reports that the progress by states, particularly in the north, in road building has been slow, and since New Orleans is most vitally interested in the cross-country highway, he says, it is essential that something be done here to start a movement to "wake them up."

Just what the Highway means to New Orleans is beyond estimate, but the fact that arrangements are being made to post at every cross-road enroute clear through the nation enameled signs bearing the inscription "Jefferson Highway, New Orleans to Winnipeg," is one indication the valuable publicity this city will get. It is estimated that even before the construction of the Highway is completed traffic will amount to at least 100 automobiles to New Orleans per day. In Minnesota recently a count was made and on one day 626 automobiles bearing tags foreign to that state traveled the Highway; on the next day 1026 passed.

Accompanying Mr. Clarkson during the entire trip were: S. Wol-



One mile of concrete road on Jefferson Highway in Camp County, Texas, near Pittsburg, Texas.

stencroft, of Carthage, Mo., Publicity Manager for the Association, and Earl A. Cardoff, a sophomore in the University of Minnesota, who acted as chauffeur of the party "for the experience." Col. William Polk, accompanied the party from Alexandria, and Mrs. J. L. Kimball, of Shreveport, the only woman directress of the entire Association, with six other women, traveled part of the distance with the party.

Mr. Clarkson was met at Baton Rouge Friday night by Walter Parker, W. P. Parkhouse, and P. M. Milner and other prominent local business men. About fifteen cars bearing a welcoming delegation met Mr. Clarkson just above the city Saturday.

The Highway manager will leave Tuesday to go to Baton Rouge to hold four organization meetings, and to examine the east side of the river. He will return to the city Friday, and will hold an organization and get-together meeting here Saturday.

Plans are being formulated now for a sociability tour to begin at Winnipeg and planned to get to New Orleans by about November 15. T. C. Norris, premier of the province of Manitoba; J. M. Johnson, administrator of public affairs, and R. D. Wall, the mayor of Winnipeg, are promoting the tour.—New Orleans State.

TRAILS THROUGH ST. CLOUD PLAINLY MARKED

Even the most unobservant of automobilists should be able to find his way through St. Cloud with ease.

The three trails, Jefferson Highway, Red and Blue trails, have been plainly marked, from one end of the city to the other, and turns clearly indicated.

Coming into the city from the south the Jefferson Highway and Red Trail come over the same streets, from the reformatory, through

PUBLIC GARAGE
 Opposite Fraternal Inn—BUTLER, MO.
 Battery Service—Expert Repairing—Full Line of Accessories—Ford Agency
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 LAMONI, IOWA EAGLEVILLE, MISSOURI
 Both on the Jefferson Highway
 Distributors of VEEDOL OILS AND GREASES—FISK AND MARATHON TIRES
 Ladies Rest Room in Connection

Riverside Park, crossing Tenth street bridge, up First avenue to Seventh street, up Seventh to Third avenue to Second street, along Second street two blocks to Fifth avenue, and up Fifth avenue to St. Germain street. Here the trails divide. The Jefferson Highway turns to the right, crossing the St. Germain street bridge to the Riverside drive, and along this to Sauk Rapids.

The Red Trail turns to the left, at St. Germain and Fifth, going west or St. Germain to Ninth avenue, north on Ninth connecting with Breckenridge over the paved street, and west to the Great Northern station, and across the railroad tracks. The Blue Trail follows the same streets until across the railroad tracks—the Red Trail taking the St. Joe road to Sauk Center, and the Blue Trail going by Waite Park, to Cold Spring and Willmar.

The work is being done by the Commercial Club.

Cards will be printed explaining the three trails which will be furnished the garages and the hotels, so that the strangers in the city will know how to get in and out of St. Cloud.—St. Cloud Press.

WILL BUILD NEW MODERN GARAGE ON JEFFERSON HIGHWAY

A. L. Davis, proprietor of the Elk River Garage, has purchased a site for a new garage between Main and Depot streets and will erect a thoroughly modern and fireproof building for garage purposes. Work on the new structure will be started at once, the excavating having been already commenced.

Mr. Davis' new location is a decidedly advantageous one, as it is



New \$15,000 Elks Home, Osawatomic, Kansas, on Jefferson Highway

located on the Jefferson Highway and also on Depot street and convenient to the hotel.

JEFFERSON HIGHWAY MAKES DAILY PAPER

At Gilmer, Texas, on the Jefferson Highway, is a live little daily paper that owes its existence to the enterprise of its proprietors who were early awake to the possibilities of the Jefferson Highway. With the first talk of Gilmer being on the Jefferson Highway, and a good roads organization was in the forming, the proprietors appeared before the committee and stated that they wanted to try a daily paper in the town, without the risk of scoring a failure, and that with a small bonus for advertising, they would run a paper for a month in the interest of the bond issue for Upshur county's part of the Jefferson Highway.

The idea was that within a month they could tell whether the town would support a daily or not, and they could stop it at the end of the month, if it didn't go, and the public would understand it was just a temporary campaign daily.

That was mere than six months ago, and the Gilmer Daily Mirror is still running and is being liberally patronized, the people are proud of it. It daily reflects the social and commercial life of that live hustling little city, and exploits the advantages of its own town first, which it claims is the best interior cotton market in East Texas, then East Texas and the state, and is a splendid advertisement of Gilmer, giving it more publicity in the last six months than it has had in years.

CUT TREES ALONG HIGHWAY

Mr. E. T. Meredith, City.

We have secured the promise of Mr. W. W. Folger to see that the trees are cut along the Jefferson Highway between Ankeny and Elkhart. This is one of the points about which you complained at the time of the Jefferson Highway tour.

The bridge about which you complained is now being replaced by a concrete bridge paid for out of a bond issue. This completes the two points of complaint which you made.

Mr. Folger and Mr. Hilderbrand, who live adjacent to the bridge mentioned, have agreed that if we can get the gravel for them they will haul it to gravel a mile of road. I am now trying to get a lady who owns land adjacent to either donate or sell the gravel.

(Signed) RALPH BOLTON, Director.

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MANSFIELD, LOUISIANA

Official Ford Service

Accessories, Storage, Supplies

Every Convenience for the Tourists

Expert Repairing—Phone 178

WHEN IN PRYOR, OKLAHOMA

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MAYOR HOTEL

Hot and Cold Water in Each Room

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(On the Jefferson Highway)

All Outside Rooms—Electric Lighted

Two Good Garages—One Block from Hotel

BEST SMALL TOWN HOTEL IN BEST SMALL TOWN IN LOUISIANA

Rates \$2.00 Per Day A. Buford, Mgr.

OUR MOTTO—SERVICE

SHEPPARD HOTEL

A MODERN AMERICAN PLAN HOTEL BUILT FOR THE COMFORT OF THE GUEST

Located. Convenient to Business Houses, Banks, Postoffice and Theatres

Rates According to Style and Location of Rooms

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Mansfield, Louisiana

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SERVICE AND EFFICIENCY OUR MOTTO

Both Phones 470

Mr. W. A. Hopkins, Lamoni, Iowa.

Dear Sir: I hear you are one of the directors of the Jefferson Highway and that you are looking for a shorter trail to Kansas City. We would like very much, if you would, come by the way of Maysville and Amity, Missouri. If there is anything that we could do to induce you to come our way let us know.

We are grading up our roads in fine shape this year and putting in several concrete bridges. Maysville are paving their streets and fixing up in general. We think we have the best outlay for a trail to Kansas City. Let me hear from you.

Yours respectfully,
U. L. McCARTNEY, Sec'y Amity Auto Club.
Amity, Mo.

JEFFERSON HIGHWAY BLAZED THIS WEEK

The blazing of the Jefferson Highway beyond this city along the trail was undertaken on Tuesday by three enthusiasts, Messrs. Dan Shaw, John Bratrud and Fred T. Lincoln, the auto of Mr. Bratrud having been offered for the purpose. An early start was made and about twenty miles was marked, leaving another similar stretch to be covered in the near future. The road was marked by the use of arrows pointing along the Highway.

Tourists are becoming quite common in Thief River Falls and quite a number have complained that there are turns in the road that puzzles people not acquainted with this part of the state. Old timers have become accustomed to these turns and do not even stop to consider that a stranger would not take the correct road. It is to avoid this and to make travelling generally easier that the highways are being blazed all through the country.

A Pennington County Jefferson Highway Association has already been formed and has undertaken to further the project. Already some work has been done and several enthusiastic autoists have pledged their support.

An illustrated lecture will be given some time in October at the Commercial Club rooms, at which time Chas. A. Forbes of the State Highway Commission will be present and will explain in detail many of the advantages due to improved highways.

The city fathers of Thief River Falls will soon have their attention called to a bad piece of road between the Soo railroad and the Squaw Point bridge. Those who have recently been over this stretch of road have been forcibly impressed with the high crown to the narrow road at this point and the possibility of an auto sliding off into the ditch at either side. It is claimed that it will be much more economical for the city to put this road in proper shape than it would be to settle for an accidental death or two.

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

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

The work was started from the base-line north of Carthage and the road built toward Jasper. Wednesday 86 men worked with 38 teams. They hauled 814 loads of rock and placed on the road. Thursday 52 men were at work with 26 teams and hauled 307 loads of rock.

The roadway 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, and told of the road work.—Carthage Democrat.

TOWNS ON HIGHWAY IN MINNESOTA

A list of all the towns on the Jefferson Highway in Minnesota is published below for the convenience of motorists and for those who are frequently questioned by the motorists going through on the Highway. The 52 towns are given in consecutive order, beginning at the southern boundary line and reading north to the Canadian line. Glenville, Albert Lea, Geneva, Owatonna, Medford, Faribault, Dundas, Northfield, Castle Rock, Farmington, Rosemount, St. Paul, Minneapolis, Osseo, Anoka, Elk River, Becker, Clear Lake, St. Cloud, Sauk Rapids, Rice, Royalton, Little Falls, Randall, Cushing, Lincoln, Staples, Verndale, Wadena, Sebeka, Menahga, Park Rapids, Itasca Park, Bemidji, Solway, Shoevlin, Bagley, Clear Brook, Gonvick, Gulley, Trail, Oklee, Red Lake Falls, St. Hiliare, Wadena—Pioneer Press.

JEFFERSON HIGHWAY NOTES

A large and enthusiastic gathering of those interested in the Jefferson Highway was held in the Municipal Hall, Morris on Tuesday evening. Winnipeg, Morris, Morris Municipality, Montcalm and

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Every road building contractor realizes the importance of his blasting crews using explosives insensitive to frost.



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Low Freezing Powders

rarely freeze in cold weather and can be loaded and fired with as satisfactory results as are obtained in warmer weather.

Safeguard your blasting crew, minimize your contractors' risks and extend your outdoor working season by blasting with Red Cross Low Freezing Powders.

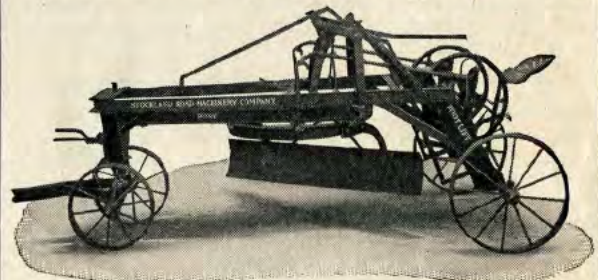
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The Stockland Pony Quick Lift, weight, 900 lbs., or Stockland Junior Quick Lift, weight 1500 lbs., will maintain your roads at least expense. Stockland Quick Lift graders are made in six sizes. Catalog will be mailed on request.

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Expert Repairing, Vulcanizing, Accessories, Storage
Ladies' Rest Room

One Block from Hotels

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NEVADA, IOWA

A Modern Hotel with Sleeping Porches Screened in

Surrounded by Large Grounds Situated on Jefferson Highway
American Plan Rates, \$2.25 per day Excellent Garage Accommodations

JOHN F. BEBBE, PROPRIETOR

Emerson had large delegations present. Mayor Code, Morris, acted as chairman and the object of the meeting was explained. The Jefferson Highway Association asked that the Canadian end of the road elect a vice-president and Hon. T. H. Johnson, Minister of Public Works, was elected to this position. Three directors were elected to act with vice-president; Councillor King, Morris; Reeve Baissonette, Montcalm Municipality, and Mayor Casselman.

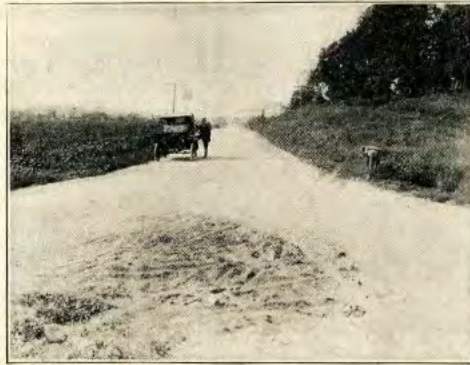
The officials of the Highway, together with the Reeves and Mayors of the towns through which the proposed Highway runs, are planning to meet the Government on October 4th, to find out what aid can be given and, if possible, to establish this as a Provincial Highway.

Montcalm delegation consisted of Reeve Baissonette, Councillors Breton and Franks. Emerson was represented by Mayor Casselman; Reeve McCartney, President Good Roads Association; President Wocks of Auto Club; Councillors Whitman and Shnier and R. G. Masterton. The Morris Town Council tendered a banquet in the Commercial Hotel to the visitors at the close of the meeting.

Mayor Casselman, President Wocks of Automobile Club, Councillor Whitman and R. G. Masterton, Secretary Good Roads Association, paid a visit to Letelier on Tuesday last and appeared before Montcalm Municipal Council on behalf of the Jefferson Highway.

Councillor Franks introduced the delegation and after an appeal by President Wocks re the Highway and a good address by Mayor Casselman on behalf of the good roads movement the delegation were gratified to return with the good news that Montcalm Council had elected a committee to attend the Jefferson Highway Association meeting at Morris this month.

This has always been a district that the Highway officials were not sure about, but now that the ice is broken and we have become acquainted, we expect Montcalm Council will take a leading part in the boosting of the great Highway.—Emerson Journal, Canada.



Jefferson Highway in Harrison County, near Marshall, Texas.

UPSHUR LETS GOOD ROADS CONTRACT

The contract for the grading of twelve miles of the road in this county, a part of the Jefferson Highway, was let today to O. C. McElreath today. The work is to be completed in a period of ninety days. The balance of the Highway in this county is to be bid off in a few days.—Dallas News.

Mansfield, La., Sept. 25, 1916.

Jefferson Highway Ass'n, Des Moines, Ia.

Enclosed please find draft for \$387.00 to cover the assessment on forty-three miles through De Soto Parish, La. We have three contractors actively engaged on the road and hope to have the work completed within the next ten months. We are building washed gravel roads and concrete bridges, the best roads that can be built with the material obtainable here. We hope to have the pleasure of seeing you within the next few weeks.

(Signed) W. F. Johnson.

MAYES COUNTY AUTOMOBILE OWNERS WORK FOR BETTER ROADS

Steps were taken here to organize a county-wide automobile club, whose principal aims will be to promote the building of more and better roads and to bring about efficiency and care in the driving of automobiles. A large number of automobile owners attended the first meeting at which the following officers were elected: Victor Myer, president; J. H. Langley, vice-president; W. E. Riddle, secretary, and S. H. Mayes, treasurer.

A membership campaign will be put under way at once in every township and it is the purpose of the organizers to bring every automobile owner in the county into the organization. The result, it is believed, will be that Mayes county's roads will be the best in Oklahoma when automobilists are once brought into co-operation.—Phoenix, Muskogee, Okla.

CASS COUNTY'S SOUTHERN HIGHWAY

The wide-awake citizens of the northeastern part of Cass county are going after the section of the proposed Southern Highway running through that section. Two meetings have been held recently at Strasburg and definite plans outlined. Kansas City engineers have been employed to make blue prints and furnish cost data, and the question of building the road by the township district plan is being discussed. Strasburg has organized a Commercial Club primarily for the purpose of looking after the interests of that town

in connection with the building of the Highway. If the county can secure both the Jefferson and Southern Highways, and its county-wide system of 365-day roads it will be the most favored spot, so far as roads are concerned, of any county on the globe.—Cass County Democrat.

ARE YOU WORTH WHILE?

Are you merely existing in your community or are you living in it? Are you doing anything for its benefit or are you simply making your living from it? Are you a builder or are you a parasite? In other words, "Are you worth while?"

ROAD BUILDING PROGRESSES

Louisiana is beginning to realize the necessity of prompt action, if the several important towns in this state are to be placed upon the route of the Jefferson Highway. Road building in several of the northern tier of parishes is said to have progressed to a state which insures the securing of the road.

A letter to the mayors of the different towns interested in the Jefferson Highway was sent out Saturday. This letter was signed by P. M. Milner, Louisiana vice-president of the Jefferson Highway Association; Walter Parker, General Manager of the Association of Commerce, and Harry Wilson, commissioner of agriculture. The letter states in part:

"New Orleans and Winnipeg, Can., are to be connected by a hard surfaced road, good in rain or shine, to be known as the Jefferson Highway.

"The route through Missouri, Iowa, Minnesota and Canada has been selected and dedicated, and is now being hard surfaced.

"South of Kansas City, only the high points have been named. The exact route to be followed between Shreveport and New Orleans remains to be determined and will be determined by J. D. Clarkson, General Manager of the Jefferson Highway Association, after an inspection tour he soon will make through Louisiana.

His selection will be based on feasibility of road building, willingness of the parish and towns to build the sort of road required, interest in highway construction, and the promptness with which Jefferson Highway local associations are organized in the interested parishes.

"A show of lethargy or lack of interest will probably result in the loss of the highway to an adjoining parish, where an active interest in its benefits is apparent.

"The project is entirely voluntary. No town or parish need fear the Highway will be 'wished' on them. The Highway will be routed only where the people along the way want it to be.

"All the way north of Louisiana every possible route entered a strenuous contest for designation as the Jefferson Highway, and the people in Texas, Oklahoma, Kansas, Missouri, Iowa, Minnesota and Canada who have secured the Highway, deem themselves so fortunate that they have all gone to work with a will to complete their sections at the earliest possible time.

"During the nine months past, there has been a contest on between two roads, connecting Kansas City and Joplin, Mo., a distance of 170 miles. By agreement, the Jefferson Highway designation is to go to the road on which the greatest number of miles of hard surface be placed by a given date. So keen is the rivalry that, during several months, the road builders on both routes here operated all night by electric lights, as well as all day."—New Orleans Item.

It is estimated at least 10,000 automobile tourists will cover a total of 46,000,000 car mileage over the Lincoln Highway this season. Expenditures of these tourists are estimated as follows: Gasoline, 4,600,000 gallons, \$1,150,000; oil, 230,000 gallons, \$138,000; tires, 9,200 sets, \$1,150,000, and hotel accommodations, \$2,677,000.

Jefferson Highway Garage

408-410 NORTH LOCUST

PITTSBURG, KANSAS

Stock Quaker Tires French Auto Oils

ACCESSORIES—EXPERT REPAIRING

Both Phones 823

Our Motto—"Service"



These six wagons are less than half a load for this Twin City "25" used by the Taxpayers Association of Hazelton, Penn.

Twin City Tractors Are Ideal Road Builders

More than 60 of these machines are now being used by counties in Iowa for road building.—Many more are used in Minnesota, Missouri and other states. The Twin City "40" ordinarily handles two 12 foot graders.

TWIN CITY TRACTORS DO THE WORK BETTER AND CHEAPER

Twin City Tractors are manufactured in four sizes:

- Twin City "60"
- Twin City "40"
- Twin City "25"
- Twin City "15"

All sizes burn kerosene and distillate as well as gasoline under steady load.

All have four or six cylinder vertical motors.

Write for catalog

MANUFACTURED AND SOLD BY

MINNEAPOLIS STEEL AND MACHINERY COMPANY

Minneapolis, Minn.



The Twin City "40" purchased by Mitchell County, Iowa, over two years ago is still working satisfactorily in its third season and this county has recently purchased a second machine

YOUR HOTEL

Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fire-proof; every room has private bath; and the management aims at the high ideals that prelude your private home.

Rooms from \$2 single and \$3 double
Excellent restaurants serve the choicest food of the world



THE SAINT PAUL
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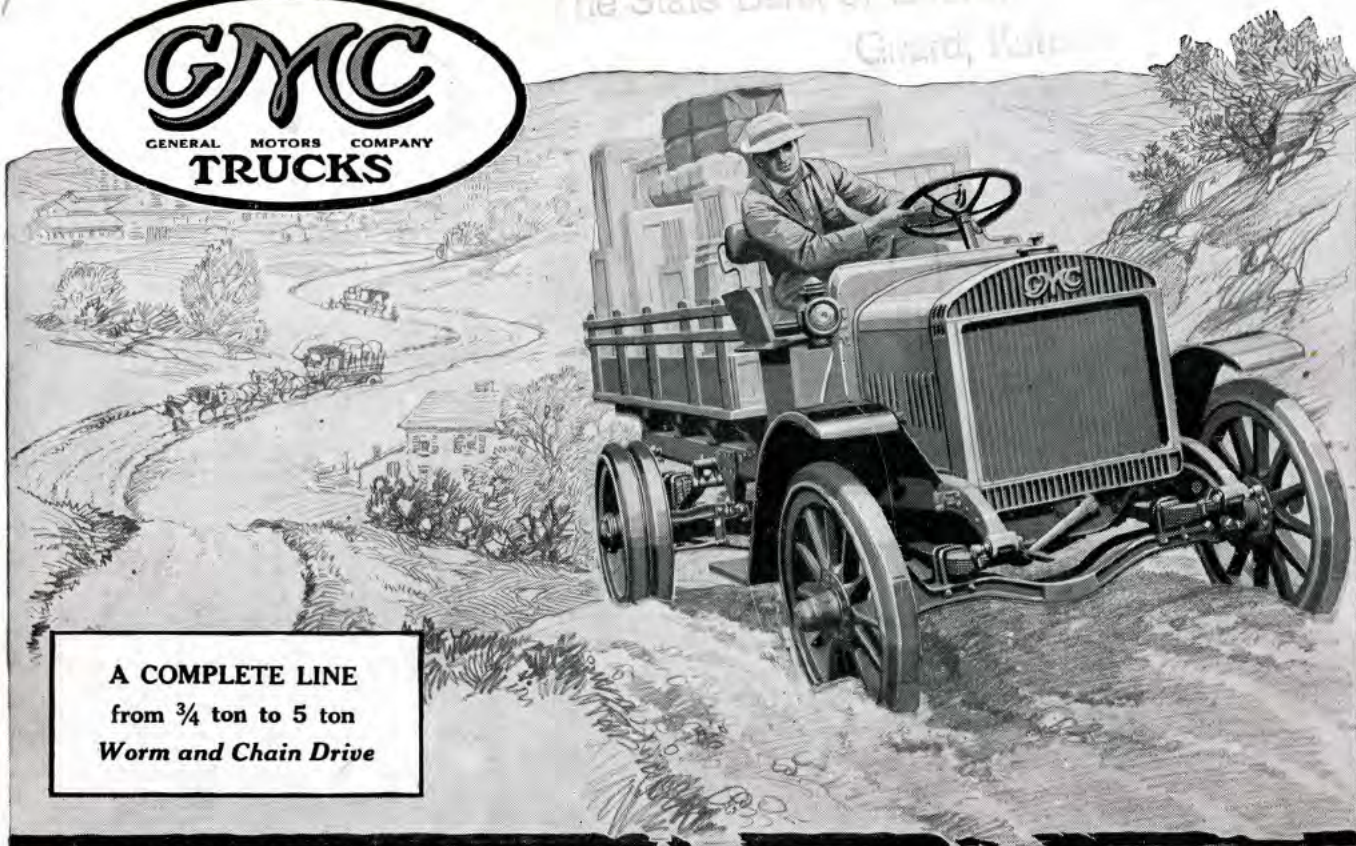
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