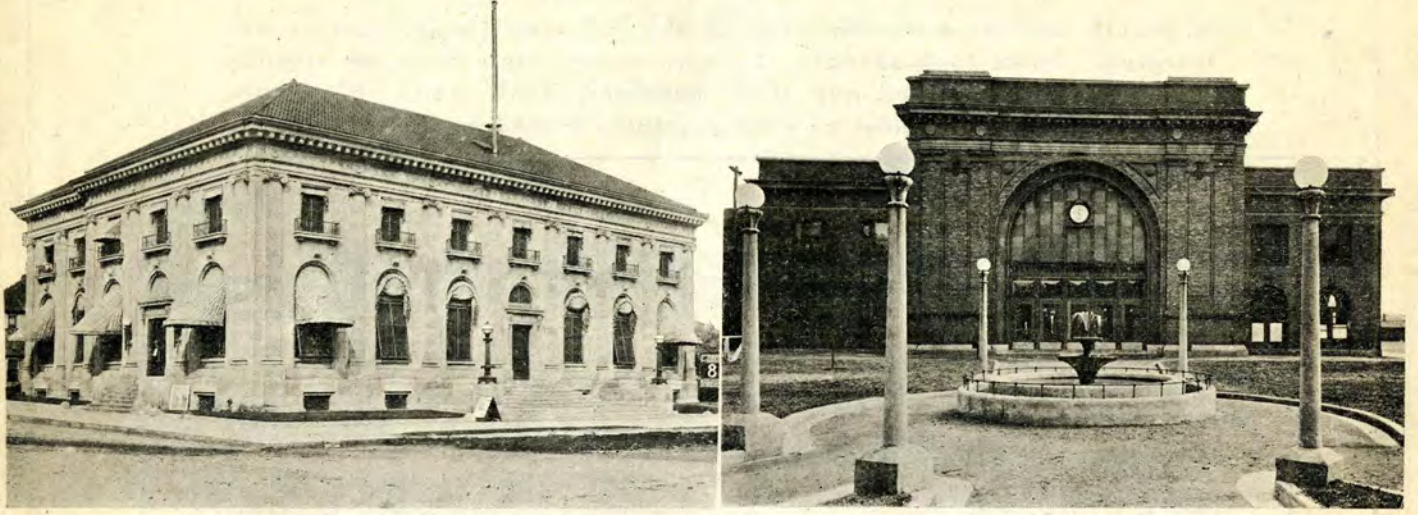


*W. Schaffert*

# JEFFERSON HIGHWAY DECLARATION



**TEXAS CAPITOL**

**FEDERAL BUILDING AT DENISON**

**UNION STATION AT DENISON**

50 Cents a Year  
\$1.00 Three Years

Published Monthly by  
JEFFERSON HIGHWAY ASSOCIATION

DECEMBER, 1917

## —are you one of those who put off ordering?

**A month ago we took this space in the Jefferson Declaration to give warning. Some took advantage; others waited—our costs are steadily advancing; if you need any road machines, don't wait; order now.**

**We will repeat the warning in slightly different form.**

The question is not whether prices will be higher—you may rest assured they will not be lower for several years, no matter how soon peace comes. The real question is whether the steel mills will deliver material for Graders and Earth Handling Machines in time to keep up with the demand for More Good Roads.

Even now are practically shut down several factories making road machines—good, serviceable machines, too—(you would hardly expect us to say they were as good as Russell Machines—but somewhat in our class.)

These factories are practically out of material—they would be busy as we are—if

they had done as we did—bought our present supply of steel a year ahead.

When the war in Europe started, we had bought our 1915 steel. In 1915 we bought our 1916 steel; in 1916 we bought for 1917—but, we cannot be sure of our 1918 supply—the U. S. Government may even commandeer our own factory production.

If this happens, we shall face the situation with a determination to do our best to support the Government—of course.

But how will this affect you? If you need Road Machinery, other makers will be in the same position, all working for Uncle Sam or out of raw material.



**A Russell Grader doing its bit.** This Russell Patented Adjustable Engine Pole will cut 20 feet outside of path of tractor.

Pole may be set at any angle—on either side—permitting traction engine to pack center of roadbed while blade has unpacked ground to work in. The control is from steering wheel on rear platform. Two or more graders may be worked from one tractor, each grader traveling on line parallel with tractor, but as far out on side as preferred. Twenty-four foot plow steel cable goes with each pole. With this pole and cable the grader may be guided 16 feet off center of draft.

## Russell Grader Mfg. Co.

MINNEAPOLIS, MINN.

(On the Jefferson Highway)

*Representatives in All Principal Cities*

# JEFFERSON HIGHWAY DECLARATION

Volume II



Number 11

DECEMBER, 1917

Published Monthly by Jefferson Highway Association, Des Moines, Iowa

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## Denison, Texas

### Jefferson Highway Directors Banqueted by Chamber of Commerce

(From Denison Herald)

A fitting finale featured the finish of a hard day's business drive of delegates attending the meeting of the Directors of the Jefferson Highway Association here yesterday. During the day a business session was held, when flattering reports were received from every state traversed by the Jefferson Highway, showing that the Highway is finished in places, or being completed as fast as man and machinery can turn the trick.

Following a lengthy session, in the afternoon, the visitors at 7:30 o'clock were shown to the dining room of the Denison where they met with Denison people and a general get acquainted meeting was held for over three hours, and every minute of the time was greatly enjoyed by those present. Besides being a gathering for an exchange of good fellowship, several talks were made by visitors and local people tended to enlighten those present on just what a great proposition the Jefferson Highway is and in a faint manner what may be expected of this noted stretch of hard surfaced road, binding the land of the pine with the land of the palm.

Following an excellent repast, served by the Denison hotel management, speakers from the extreme northern terminus as well as the extreme southern link, of the Highway, told of their work and of the vast importance the Highway is to their localities. Men in states between the terminals of the Highway, verified statements given by those of the extreme division points, of the untold benefits the Highway was to the United States as well as Canada, not only as a Highway but as a connecting link between the populace of the United States and Canada.

H. E. Ellis, acting as toastmaster, made a few preliminary remarks in line with the meeting and told the visitors that they knew they were welcome to the city and he would introduce Capt. E. J. Smith who would prove that they were welcome by the words of greeting that he would extend to them.

Following his extended words of greeting, delivered in his usual open hearted manner, that left no doubt with the visitors regarding their welcome to the city, Mr. Smith was loudly applauded.

The toastmaster then presented D. N. Fink of Muskogee, Okla., President of the Jefferson Highway Association. Mr. Fink dwelt on the building of hard surfaced highways and their importance and said that roads could not be built by logging a route or tacking signs along a road, but it took bond issues and good old hard American money to get results. "Money has talked in the construction of roads that form the Jefferson Highway and the results are now shown daily by thousands of persons traveling this Highway from Canada to the Gulf," said Mr. Fink.

Walter Parker of New Orleans was introduced by the toastmaster, with a request that he might probably shed some light on the great fight, regarding the location of the Jefferson Highway, which took place in New Orleans when the Association was organized two years ago. Mr. Parker told of the contests resulting over selecting certain routes for the Highway, of the important laterals under construction and contemplated to connect with the Jefferson Highway and not forgetting the great war now raging, he pointed to facts showing what an important link of transportation, the Jefferson Highway formed for government work and the Highway was ready now to relieve congestion of traffic, both freight and passenger which was occasioned by the roads being taxed to their capacity, according to Mr. Parker. The speaker mentioned the humorous side of the convention where the Highway Association was formed and which showed that delegates did not have a rosy time in selecting the present route of the Highway.

Hon. Ezra Frisby of Bethany, Missouri, told of the importance of the Jefferson Highway through his state and of the great number of automobile tourists passing through his city daily, not only in fair weather, but in rainy weather, because the Jefferson Highway is open to traffic all seasons of the year.

J. H. Beek of St. Paul, Minn., on account of a severe cold, could make only a short talk, but in this talk, he mentioned that he attended the contest at New Orleans, and did not emerge from the affair as fortunate as some of his fellow delegates, as could be proven by his bald head, which he intimated came about through a hair pulling contest, resulting from locations selected at New Orleans for the Jefferson Highway.

Hon. Paul Nesbitt of McAlester, Okla., delivered a beautiful oration describing an overland trip from the South to the North, which he took in June of this year, and the different seasons of the year he experienced on this trip as he left the Southland and finally landed in Canada as a guest of Hon. Thos. Johnson of Winnipeg.

Curtis Hancock, of the Texas Highway Association, who traveled from Austin yesterday to attend the meeting and banquet last night, told of the millions of dollars now being spent on Texas roads and of the millions now contemplated to be spent. He said all the people had to do, to get Federal and state aid for better roads, was to ask for the money and the commission would not hesitate to spend it.

Hon. Geo. McIninch, a member of the Missouri State Highway Commission, told of the workings of the Association in his state and said that the Missouri Asso-

ciation had declared the Jefferson Highway to be the official state road of Missouri.

W. A. Hopkins, a prominent banker of Lamoni, Ia., told of the prominence of the Jefferson Highway in Iowa and complimented W. N. King, Secretary of the Denison Chamber of Commerce very highly in his good work for the Highway Association and Denison. Mr. Hopkins also injected into the meeting, thoughts of the great war and of the efficiency offered by the Highway, which was being discussed in Denison now.

As the toastmaster introduced the Hon. Thos. H. Johnson, of Winnipeg, Canada, those assembled stood in honor of the man and the great country he represents. The tribute was greatly appreciated and it took a few seconds for Mr. Johnson to control his feelings of the occasion, before he could discuss highway subjects. Vast benefits received from the Jefferson Highway not only for transportation matters, but for the furtherance of the brotherhood of man, were told by the speaker in an excellent manner. His words drifted into subjects of the war and of the mighty work done by Canadian soldiers. He was asked several questions regarding the Canadian government and its people, and replied readily and fully.

Besides delivering a very interesting and educational talk regarding the great Highway, Hon. Paul Nesbitt of McAlester, Okla., sang a song at the request of the delegates present, who had heard him sing on previous occasions and after complying with the request, he sang the first verse of America with the guests standing and joining in. After repeating words of a song sung by the Canadians, to the tune of America, those present joined with Mr. Nesbitt in singing, the now popular song of the Canadians, who have furnished the flower of their country for army work in foreign fields. The words of the Canadian song are—

"God save our splendid men,  
Send them safe home again.  
God save our men.  
Keep them victorious,  
Patient and chivalrous;  
They are so dear to us.  
God save our men."

Following the singing, the guests present adjourned to the lobby where every one became better acquainted with each other and all more and better acquainted with the wonderful work highways are doing for the country.

It is safe to say that no more appreciative audience has ever gathered in Denison and all were sorry that the three hours time was too short to hear from all representatives present.

#### THE DENISON LADIES

Denison made a social function of the visit of the Jefferson Highway people to the Gate Way of Texas.

When the train pulled in from the North, the station platform was in possession of a reception committee of ladies, prominent in the social life of the city, who had come in their automobiles to receive and conduct the party to their stopping places.

This committee was composed of Mesdames W. D. Collins, H. W. Lingo, W. J. Leeper, H. H. Ellis, W. B. Munson, Sr., and J. A. Mayes, and later entertained the ladies of the Highway party at an elegant luncheon and took them a ride over their beautiful city.

All the visitors returned home embued with the importance and hospitality of Denison.

#### THE FRANCHISE

One of the many valuable things which a community enjoys, by receiving the franchise of the Jefferson Highway, is the supervision of the affairs of the Association by the International Board of Directors, composed of thirty-six persons, four in each state and province and four at large. The names of these persons are printed each month on page 20 but in order for the Jefferson Highway Neighbors to better judge of the really high class men, who have the affairs of the Association in charge, the pictures of those in attendance at the Denison meeting are reproduced on various pages of this issue.



D. N. FINK, Retiring President

Mr. Fink having had charge of the affairs of the Association for a year, now becomes a life member of the International Board of Directors—a body of men, whom it is believed by many, will be given credit, in the no distant future, for having established an enterprise of vast importance to the territory served by the Jefferson Highway in the United States and Canada.

Mr. Fink has the satisfaction of looking back over the past year with the knowledge that miracles have been performed in that brief period, not the least of which was the securing of the Canadian river bridge.

Before retiring from office he had the satisfaction of reporting that actual construction had commenced on this structure.

Mr. Fink is one of the "Old Guard" who fought and bled but did not die at New Orleans. He has attended every meeting of the Association since its inception.

Mr. Fink is President of the Commercial National Bank of Muskogee, Oklahoma, and traveled 386 miles to attend the Board meeting.

#### UNANIMOUS

Out of the tempestuous seas of early meetings the Jefferson Highway seems to have emerged into more peaceful waters.

The New Orleans and Kansas City meetings were record breakers in matters of hot discussions and close decisions. The present location of the Highway was determined by the small margin of two votes, at New Orleans. At Kansas City the debate became so warm and the contending interests were so evenly balanced that a disruption of the Association was narrowly averted by the "Second Missouri Compromise" in which Kansas and Missouri each secured a routing of the Highway.

At the four directors' meetings held since that time, however, every final vote, on every question up for consideration has been unanimous.

This does not mean, as some might think, that perfunctory action prevailed, for quite the contrary is true.

Unanimity of action has been secured by the recognition of two vital facts. One of these simple truths, is; that the importance of a local situation may be considerably reduced when viewed from a thousand miles up or down the Highway and the other is the recognition of interlacing interests of each part with the whole enterprise, and the avoidance of any penny wise pound foolish policy, which might secure a temporary small local advantage at the expense of a much larger advantage applicable to the entire Highway.

Free full discussions have taken place at all the meetings but all final actions have been unanimous.

## WORK PERFORMED BY JEFFERSON HIGHWAY PEOPLE

(From Denison Herald)

The annual meeting of the International Board of Directors of the Jefferson Highway Association which convened here today and will continue over Friday, while not large in numbers when considered in the light of a convention, is perhaps the most important gathering that has assembled in our city for some time. Each of the seven states and one province between New Orleans and Winnipeg via Louisiana, Texas, Oklahoma, Missouri, Kansas, Iowa, Minnesota, and Manitoba, Canada, are ably represented by men of affairs who do things and with their means and by their energy and good judgment are fast building an International Highway entirely across the continent from Canada to the Gulf of Mexico.

When the International Directors of the Jefferson Highway called their meeting to order at 10:00 o'clock this morning at the Hotel Denison they found considerable work ahead of them. Committee reports were read and contesting parties from Fannin county were present and heard relative to proposed changes in the route of the Jefferson Highway. That the Highway is of vast importance was shown by the pert remarks thrown back and forth between the contesting parties until the matter was placed aside by the directors for future reference which was taken up late this afternoon.

Two resolutions were received from Judge Barr of the Resolution Committee, one complimenting Denison and Denison folks on their hospitality, another a safety resolution to be placed on the minutes of the Directors' Meeting regarding grade crossing over interurban and steam railroad lines.

Officers for the ensuing term were elected and the next meeting place was named as Joplin, Mo., and meeting time was set as semi-annually instead of annually. General Manager Clarkson made various reports of progress of work that his office is doing and presented matters of vast importance to the Association, one being the elimination of fake advertisers along the route who try in various ways to get recommendations from the Highway Association.

A matter of offering medals of merit for the best division regarding the upkeep of stretches of roadway was accepted and one hundred medals for this purpose will be offered by the Association, with special inducements to parties making the best showing for three successive years, who will be given a trip to meeting places of the directors with all their expenses paid.

Another important move towards better efficiency of the organization was the discussion of weeding out any directors from any territory in the seven states and one province traversed by the Highway who do not attend the meetings and take part in placing their shoulder to the wheel in moving the Association forward. Some directors were detained for reasonable causes, others are not taking interest in the Association and the latter named will no doubt be removed from their offices and live members placed in line who will form an important cog in the wheel of progress, instead of clogging the machinery.

At noon Hon. Curtis Hancock, State Highway Commissioner of Texas, was introduced and made an excellent talk along the lines of how his department was offering assistance to the Jefferson Highway and wanted to be placed on record as one department along the Highway that was seeking to give all assistance possible and would not have to be requested twice for help to make and maintain better hard-surfaced roads.

F. D. Fauntelroy, Federal district engineer, with headquarters in Fort Worth, was introduced and told of the assistance the Federal Government was offering for good roads and how he believed the Jefferson Highway to be one of the most important in the nation, because it was not under consideration but was an actuality.

The following safety-first resolution was offered by Judge Barr of Fort Scott, Kan., and passed unanimously by the directors:

Whereas, The condition which now prevails in the matter of vehicle accidents at grade crossing is a deplorable one, and

Whereas, The Extension of the good roads and trans-



W. A. HOPKINS, Our New President

Mr. Hopkins was the first Vice President of the Association for the past year. He is also one of the "Old Guard."

When the Jefferson Highway Association was organized at New Orleans Mr. Hopkins was President of the Inter-State Trail, a well marked road extending from Kansas City to St. Paul. It was his possession of the ability to throw the strong Inter-State Trail organization into the melee at New Orleans that was the determining factor in locating the Jefferson Highway where it is, through Missouri and Iowa.

All the Inter-State people over the 503 miles of that trail know and love Mr. Hopkins and will rejoice in his election to the Presidency of the larger enterprise, of the Jefferson Highway, after having voluntarily disbanded his old Inter-State organization in order to secure the Jefferson Highway for the territory covered by the Inter-State.

Mr. Hopkins is a man of ripe experience in highway promotion and brings to his new position an inflexible purpose, ripe judgment, and an intense interest in this great community enterprise amounting almost to infatuation. The affairs of the Association could not have been placed in safer or more capable hands. He has never missed a meeting of the Directors and traveled 1,333 miles to attend the one at Denison.

Mr. Hopkins is the President of the State Savings Bank at Lamoni, Iowa.

continental highways is producing a tremendous increase in the automobile traffic of the country, and

Whereas, An elimination or at least a reduction in the number of accidents to automobile drivers and passengers is highly desirable in the extension and the use of our Highway, and

Whereas, With the progress and completion of the Jefferson Highway there will be an increasing activity in the building of lateral branches to connect with the Jefferson Highway, therefore be it

Resolved, That the Jefferson Highway Association be known as favoring an intensive consideration by road builders of the laying out of roads to intersect steam and electric railroad tracts as infrequently as possible.

The following resolution was offered by Robt. B. Barr, and was adopted:

Whereas, The International Board of Directors of the Jefferson Highway Association, at its annual meeting in Denison, Texas, has enjoyed the hospitality of the citizens of Denison, therefore be it

Resolved, That this body extend to the citizens of Denison its heartfelt thanks for the kind consideration given to the members of the directory, who represent every state and province from Winnipeg to New Orleans, and assure them that their cordiality, their hospitality and their good deeds towards making our stay in the city pleasant and comfortable are appreciated by each and every one of us. We see in the people of this thriving and prosperous city an air of aggressiveness that is not to be excelled. Their wide-awakeness has put Denison on the map of progressiveness, and through the untiring efforts of her citizens she has materially assisted in the building and development of the Jefferson Highway, the Pine-to-Palm route, and making it the one great Transcontinental Highway of the generation. We take this occasion to express our appreciation to Mr. W. N. King, vice-president of the Association and president of the Texas Jefferson Highway Association, through whose untiring efforts and deep interest helped make this meeting a success; to Mr. H. W. Lingo, chairman of the entertainment committee; to the management of the Denison Hotel for its liberal use of its parlors and the treatment accorded us while here; to the Chamber of Commerce for the magnificent banquet served us; to Mr. H. E. Ellis for the able manner in which he conducted the banquet as toastmaster; to the newspapers of the city for the publicity given the meeting, and to the ladies of the city for their ceaseless kindness to the visiting ladies, and for their presence at the banquet table, without whose presence no feast could be complete. We appreciate this feature more than all else because of the fact that where womanhood and motherhood are absent, so also is dignity, refinement and ennobling influence absent, and we are especially proud of the fact that we were permitted to sit at meat with the good women of Denison, that we of the North and we of the South had the good fortune to enjoy the society of so charming a set of people as were gathered around the banquet table. We are grateful to the citizens in general for their united support of this great Highway project.

The committee opened their afternoon session at 2:00 o'clock with considerable work ahead of them that must be taken care of before tonight, as the delegates are to leave on night trains, but indications pointed at noon to the fact that a night session might be possible. The visitors have been kept in close to their work and have had but very little opportunity of visiting over the city.

#### ELECTION OF OFFICERS

##### International Officers

International officers elected for Jefferson Highway:  
W. A. Hopkins, President, Lamoni, Iowa.  
Thomas H. Johnson, First Vice-President, Winnipeg, Canada.  
Mrs. John Lamar Kimbell, Second Vice-President, Shreveport.  
Walter Parker, Secretary, New Orleans.  
J. E. Combs, Treasurer, St. Joseph, Missouri.  
Joplin, Missouri, next meeting place, date to be named later.

#### FEDERAL AID FOR HIGHWAY

Carl W. Gust of Eufaula, Okla., a tireless Highway worker, writes:

"In the issue of the Southern Construction News, published at Little Rock, Arkansas, of November 24, 1917, appears an article by T. F. Hensley of the Oklahoma State Highway that contains some items of interest to Jefferson Highway boosters.

"In discussing the projects that have been approved for Federal aid, Mr. Hensley says, 'The third project



HON. THOMAS H. JOHNSON,  
Our New First Vice President

When the Jefferson Highway was organized Manitoba was not at the meeting, but some one had heard of Winnipeg—either read about it in a story book or heard some legends about it, that had floated down on the winter winds.

The delegates at New Orleans when it became necessary to fix a northern terminal for the Highway picked Winnipeg because it sounded cool and comfortable for summer touring. So Winnipeg had the Jefferson Highway wished on her.

However it must be said that she accepted it with open arms and a hearty welcome.

In recognition of the past, Manitoba and Winnipeg has played and will play in Jefferson Highway affairs. Mr. Johnson was named at Denison as First Vice President for the third year of the organization.

Mr. Johnson is not one of the "Old Guard" but since coming into the organization has occupied his beat without intermission. He attended the St. Paul Directors' meeting and traveled 3,157 miles to be present at Denison.

Mr. Johnson is an Icelander by birth but now owes allegiance to Canada and lives at Winnipeg. He holds the port-folio of Minister of Public Works and has under immediate charge all the public highways of the Province of Manitoba.

is the construction of five miles of asphalt macadam in McIntosh county, on the Jefferson Highway—the king of all Highways in Oklahoma. The fourth project that will receive Federal aid is another link of eighteen miles on the Jefferson Highway, in Ottawa county, the banner zinc producing county of the new Southwest. This stretch of eighteen miles of this noted Highway, will be constructed either of concrete or asphalt macadam."

#### THE LADIES WERE THERE

A pleasing feature of the Denison meeting, was the presence of the wives of several of the Directors, who came from quite a distance.

Mesdames W. A. Hopkins of Lamoni, Iowa, E. H. Frisby of Bethany, Missouri, and Mrs. J. D. Clarkson of Des Moines, Iowa, traveled a total distance of 4087 miles to grace the occasion with their presence, and Mrs. F. W. Dodd of Caddo, Oklahoma, was also a welcome visitor. The Denison ladies not only showed special courtesies to the visiting ladies, but also attended the sessions of the Board and exhibited much interest in the proceedings.

### WANT LOUISIANA CONTEST RE-OPENED

Hon. Charles E. Schwing of Plaquemine, La., wrote to the International Directors, who met in Denison, as follows:

"You will no doubt have a vivid recollection of the contest between the East and the West banks of the Mississippi River for the routing of the Jefferson Highway from Baton Rouge to New Orleans, and in respect to this contest and the future rapid development of this important international highway I wish to direct the attention of the Jefferson Highway Association through you at its meeting at Denison, Texas, to be held this week.

"With what has past we should feel no concern. By-gones should remain by-gones. Without regard to the merits of the contest and the feeling of many in respect to the decision relative thereto, it might not be entirely out of order to direct the Jefferson Highway Association, now about to be assembled in session, to the facts as presented then and which appear to loom larger and larger as time goes on. This, of course, with a view to capturing the routing of this Highway for the official routing on the West bank unless the East bank makes good its claims to build its 365-day hard-surfaced roads.

"With many large towns on the West bank; with up-to-date and comfortable hotel facilities on the West bank; with greatly superior garage advantages; with telephone, telegraph, and railroad always within a stone's throw on the West bank; with a more thickly populated country, making a continuous village, as it were, on the West bank; with lateral roads which operate as feeders and reaching all throughout the vast southwest of Louisiana and all of Texas, with all these roads, even the lateral roads, hard-surfaced 365-day roads and about completed, offering the tourists unexcelled service and traveling facilities; many feel that it would be to the advantage of the Jefferson Highway Association and to its thousands of future tourists to re-open the question of the official routing and to rescind the action taken heretofore in making the award to the East bank.

"A recision of the award would mean a better road, a more quickly built road, and a road capable of greater and more efficient service from every point of view. It would add RIGHT NOW practically a HUNDRED MILES of 365-day HARD-SURFACED roads to the JEFFERSON HIGHWAY right out of New Orleans and up to and beyond the capitol of Louisiana, whereas the East bank may be years in constructing the hard-surfaced roads which they "talk about" on that side but don't build. And the only way to build roads is to build them. We built roads before the Jefferson Highway was born. We are still building roads on the West bank, and though there are five different Highways headed for New Orleans on the East bank, and none as yet officially designating the West bank, everybody travels on this side of the river from Port Allen, (opposite Baton Rouge), to New Orleans for the very simple reason that they have here the comforts, the conveniences, the facilities, and the HARD-SURFACED roads! Thus it is, that without regard to selfish interests I wish to appeal to the bigness and the intelligence of the Directorate of the Jefferson Highway Association to take up this matter again and look closely into the situation, having as my purpose only a desire to assist in the great and good work of hard-surfaced road building throughout our great country and the routing of the National and International Highways in such a manner as will afford the greatest advantages and superior facilities to the road users of tomorrow and tomorrow and tomorrow.

"You are at liberty to use this communication in any manner you may see fit, and in this day of co-operation, of co-ordination, of unity of purpose, and of striving for the greatest National Efficiency, it might at least be considered fair, right, and equitable, in view of the existent conditions in respect to the two sides of the river, that the West bank might also be designated as part of the Jefferson Highway. Thus it would be that both the West bank and the East bank would soon be found racing to complete and to maintain to the greatest degree of efficiency its parallel roads, the only difference eventually being, perhaps, that one branch of this International Highway from Baton Rouge to New Orleans will lie on the East bank and



WALTER PARKER, General Secretary  
(Re-elected for third term)

Mr. Parker is the man who issued the call for the original Jefferson Highway meeting at New Orleans and he has not recovered from his surprise yet at the volume and vigor of the response.

Mr. Parker possesses a vast fund of information and a genial disposition which has made him a host of friends on the northern end of the Highway wherever he has been. He traveled 1398 miles to be at the Denison meeting. The fact that he alone represented Louisiana would seem to indicate that some missionary work was needed down near the Gulf.

When not engaged in promoting highways and waterways, Mr. Parker busies himself with the management of the Association of Commerce of New Orleans.

the other on the West bank. In view of the further fact that the Jefferson Highway idea emanated from New Orleans and this peculiar condition exists, it ought to suit the fairness and the purposes and the plans of all, and be to the advantage of even selfish interests, to have both the East and the West bank designated as the "Jefferson Highway," officially, and I respectfully submit that this question can properly come up and be decided by the wide-awake, earnest, and enthusiastic members of the Jefferson Highway Association now about to meet at Denison, Texas, to whom this communication is addressed through yourself for their speculation, deliberation, and decision.

"Yet, whatever is thought or done, I do hope that the great work of hurrying to completion the Jefferson Highway from Winnipeg to New Orleans will be rapidly pushed, that every county or parish through which the Jefferson Highway passes will consider it a patriotic duty to lend its full effort to rapidly construct its proportion of this destined-to-be wonderful International Highway, all the time realizing and understanding that the completion of this Highway will undoubtedly make for the greater efficiency and safety of our great Republic, prove a valuable weapon of war, establish itself as an economic necessity, and be heralded in the future as a splendid instrument of profit and pleasure to countless generations yet to come.

"Success and pleasure to your meeting and congratulations to the live and wide-awake city of Denison."

### NATIONAL HIGHWAYS ASSOCIATION

Some of our people having failed to find the Jefferson Highway properly defined on the copies of the National Highways Association maps, which fell under their observation, wrote this office asking the reason.

In response to our inquiry the following letter written by Mr. John C. Mulford, Chief Cartographer seems to dispose of the subject satisfactorily. It reads as follows:

"Your letter of November 16, 1917, to Mr. Davis at Cambridge, Mass., has been referred in his absence to this office, and in reply I am pleased to advise you and Mr. Parker, to whom a copy of this letter is being sent, that our recently completed state maps have just been checked with the list of named places along the Jefferson Highway as shown on the inside of your letter sheet, and are found to follow your alignment at practically every point.

"We have also checked our new 150,000 mile map with the same list of named places along your road, and find it agrees perfectly with the alignment of the Jefferson Highway except for a short distance in Louisiana, between Alexandria and Baton Rouge, where we have shown the alignment of the old Spanish Trail instead. We were in possession of their data before securing yours for this particular stretch, and as the scale of the 150,000 mile map is too small to permit of showing two such closely paralleling roads, we have had little choice in the matter.

"The 150,000 mile map is now in the hands of our printer; the state maps are awaiting a favorable time for publication. We trust this information will tend to mollify any unpleasant feeling towards this Association that may have arisen from the inspection of some of our old maps; and that we may soon have the pleasure of seeing the name of the JEFFERSON HIGHWAY Association included with the long and constantly growing list of road organizations that have united their interests with ours for the purpose of putting across NATIONAL HIGHWAYS to the end that we may have GOOD ROADS EVERYWHERE."

It might be well for the Directors to take note of the suggestion in the last part of the closing paragraph and be prepared to act definitely upon it at the mid-summer meeting to be held in Joplin, Missouri.

### A TEXAS CONTEST

At the Denison directors' meeting much interest was displayed in a proposed contest for the franchise of the Jefferson Highway.

Celeste, Leonard and Trenton have not been heard from as yet, possibly they may be in the near future.

If any of these towns give up, without an effort to retain the Highway it will be the first time in the history of the Highway.

The following letter from C. R. English, Secretary Bonham Board of Trade is self explanatory.

"Most of the Bonham crowd is elated over the courteous treatment received at the Denison meeting of the Jefferson Highway Association—I say most of them, because I have heard most of them express themselves on the point. The most pleasing thing we have reported to those who did not attend was the attitude of Vice President W. R. King towards the proposed route via Bonham, Wolfe City and Greenville for the Highway.

"We are very anxious that you make a drive over this route and see for yourself just how feasible the way is, and if you will let us know when to expect you we will arrange to have you taken over the line.

"We of Bonham were well pleased with the presentation of the case of Dr. Becton, of Greenville, and feel that he clearly put it before all that there really was no contest. We did not get into the game until we were assured by Greenville and Wolfe City that Celeste was not



**JAMES E. COMBS**, International Treasurer  
(Re-elected for second term)

Mr. Combs signalized his first attendance at a directors meeting by introducing a very comprehensive, yet simple, system of keeping the Association financial records.

He claims the distinction of hailing from St. Joseph, Missouri, a city second to none, in its appreciation of the value of highway development.

Mr. Combs traveled 1110 miles to attend the Denison meeting. He is president of the St. Joseph Automobile Club and when not engaged in highway work, he acts as cashier of the First National Bank of St. Joseph, Missouri.

going to do anything, and at that time it appeared that Trenton was not going to make a move towards building roads.

"Our attitude in the matter is not to try to take something away from the other fellow—we merely ask for something he says he will not have. This position is not assumed with any sort of abject spirit, either. We think the proposition a good one, if the other fellow has said he would not have it. KEEP US IN MIND!"



The Auto-Torium shown above is one of the latest up-to-date enterprises of that kind being constructed. In addition to the usual accommodations found at such places it will have free information bureau—free shower baths, and elegant waiting room for ladies.

Fairleigh and Chambers, the proprietors, say it will be "Oh, so different." Our readers can stop at Ninth and Felix streets in St. Joseph, Missouri, and see for themselves.

Every new garage built and put into commission on the Jefferson Highway is an asset to the enterprise.



### 13 GEORGES AT HAMPTON

We had a fine Jefferson Highway meeting at Hampton, Iowa, on the 13th of November—it was a fine meeting in quality but a little scant in quantity.

It was the 13th of the month and there were 13 men present. They were all splendid fellows—deeply interested in the welfare of their town and county, also deeply interested in the Jefferson Highway and appreciative of its great value to their community.

We had asked for a community meeting to present a community problem of great moment and Hampton had responded with 13 Georges.

We judge from the intelligent interest shown in such matters as were discussed at the meeting, that these 13 were the cream of Hampton business men—but it was not cream that we wanted—it was whole milk.

The Jefferson Highway is a community problem pure and simple. In order to prosper, a working knowledge of its affairs must be gotten to a sufficient number of the members of the community to form a nucleus of constructive thought. After the community has been advised of the work in hand—approved of it and gotten behind it—then the prosecution of it is given over to representatives.

In explanation of the small number in attendance it was pointed out that there were many activities at Hampton and in Franklin county, and that Hampton put the burden of its work on a few men, keeping them in the trenches without relief—in fact that they had a bad case of the George habit.

It is one of the many functions of the Jefferson Highway to cure the George habit—it has to do it to exist—George can not build the Jefferson Highway—it is the community's job. We asked for a meeting at Sheffield but they had the Biblical reason for not calling one. Hampton did 13 times better than Sheffield plus. We were advised that Chapin has not taken any appreciative interest in the Jefferson Highway—possibly there is a reason—has Chapin ever had the purpose and activities of the Jefferson Highway explained to it?

All honor to the 13 Georges who came to our meeting at Hampton on the 13th of November but it would seem that Hampton was overworking these men and that it is time to get more of the community into the harness.

The Jefferson Highway contributes to the material and other welfare of every member of every community which possesses its franchise.

Hampton has the reputation of being one of the best towns in Iowa and the citizens of Iowa concede that their state is the best one in the Union. The Jefferson Highway is the most important single enterprise that has ever been offered to this best town in this best state of the Union since it acquired its first line of railroad.

The Jefferson Highway representatives will undertake to prove the truth of this statement to a community meeting of the citizens of Hampton held under the auspices of the Commercial Club or quietly retire from further consideration.

The first place to construct the Jefferson Highway is in the minds and the hearts of the people, it is already in George's mind and heart, after that it will not be difficult to put it on the ground.

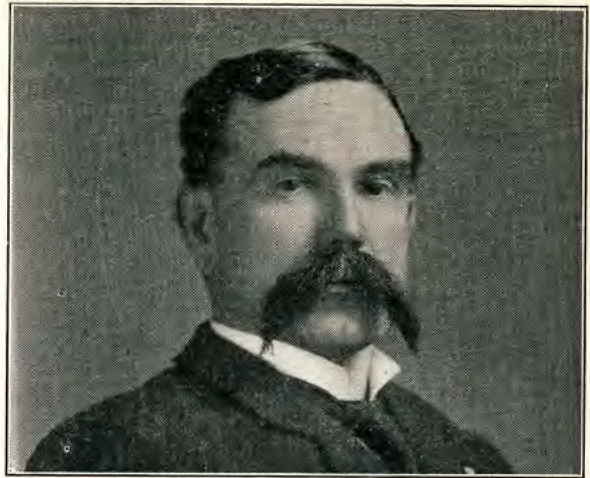
So we are going to make one more effort for a hearing at Hampton for the Jefferson Highway in order to explain fully its one purpose and its many activities.

The Jefferson Highway is a voluntary organization with no statute laws to enforce its mandates and must depend on the good will of the people of each locality to voluntarily, cheerfully and harmoniously do their part in co-operation with the people of all the other localities to produce the grand result so ardently desired.

### FRANKLIN COUNTY, IOWA

While at Hampton, Iowa, recently, we were advised that although there had been much done toward the improvement of the Jefferson Highway in Franklin county, this year, much more constructive activity had been shown by the county commissioners on other roads in the county.

This seems a little singular, if true. It is not in accordance with the kind of treatment the Jefferson Highway is accorded in other counties. We are loth



DANIEL SHAW, Minnesota Director

Mr. Shaw's interest in the Highway, is evidenced by the fact that he traveled from Thief River Falls, his home, to Muskogee, Oklahoma, last year, a distance of 2252 miles and again this year to Denison, a distance of 2820 miles to attend director meetings. Mr. Shaw is a member of the Minnesota State Park Board.

to think that it is because the Jefferson Highway is not wanted in Franklin county. Surely there must be some other reason. It is scarcely conceivable that the official road commissioners of such a county as Franklin would deliberately neglect such an international enterprise as the Jefferson Highway—an enterprise that means myriads of benefits to the whole people of Franklin county if they retain its franchise.

Other reasons were suggested by some of those present—sordid and selfish reasons why the county commissioners were more active in construction on the side roads than on the Highway but we would be slow to give them credence or publicity until fully verified by further action along the same lines.

The Jefferson Highway does not ask to be singled out for exclusive activity to the detriment of other roads—a county wide system of roads, where these can be secured, is its aim, but being the trunk line and a co-operative project in which other counties are joining, many of them voting credits, amounting to hundreds of thousands of dollars, to produce this trunk line, it is presumed that each county, which has been awarded the Jefferson Highway franchise, will give as much or a little more attention to producing the road for the trunk than to building the side lines.

We trust that there will be no cause for complaint on this score when the work for 1918, in Franklin county is being planned and pushed to completion.

We trust that when the 1918 work is done it will be found that any shortage that may have occurred on the Highway in 1917 will have been more than compensated for in the 1918 construction.

This is not written with any intention of questioning the right of the commissioners to do just what they did do this year or their right to repeat it next year—that is conceded.

Our rights and control extend only to the placing and retention of the Jefferson Highway marks, signs and publicity. We want to make this quite plain.

Some are big, broad-minded, unselfish men who are always thoughtful of the interests of others and willing to work for the good of the whole.

They are the ones who have a host of friends at all times willing to help them.

There are others who, in their narrow-mindedness and selfishness, only think of themselves, and do not realize they best serve themselves by doing the things which advance the interests of others.

Lacking an understanding of the benefits of co-operation, they often fail to receive help from others which would be otherwise freely offered when needed.

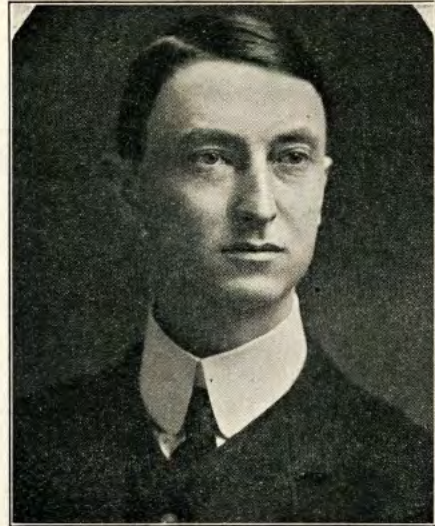


**J. H. BEEK, Vice-President for Minnesota**

Mr. Beek is a highway promoter of years' standing and an able diplomat whose counsels are sought by his associates. He is an after dinner talker of no mean ability whose offerings are always well received.

Mr. Beek traveled 2042 miles to be present at the Denison meeting and incidentally is the traffic manager of the St. Paul Association.

The fact that nineteen Jefferson Highway people taxed themselves an average of one hundred hours' time and the necessary expense to live and travel a distance of over 1400 miles each, furnishes an illustration of the inherent force in this great community movement, that needs no further comment.



**JOHNSON RICHARDS, Proxy for Paul Beer**

Mr. Richards is the moving spirit of a wonderful road organization in Clark county, Iowa.

He fully appreciates the value of the man behind the dollar.

The Clark county organization is a pure democracy—the kind we are fighting for in Europe. In Clark county Mr. Richards has discovered and is applying the secret of the universe—division of labor—combination of effort. It is the same plan by which the sun carpets the earth with verdure—a unit of warmth and life giving force behind each sunbeam—a combination of power that makes the world go round.

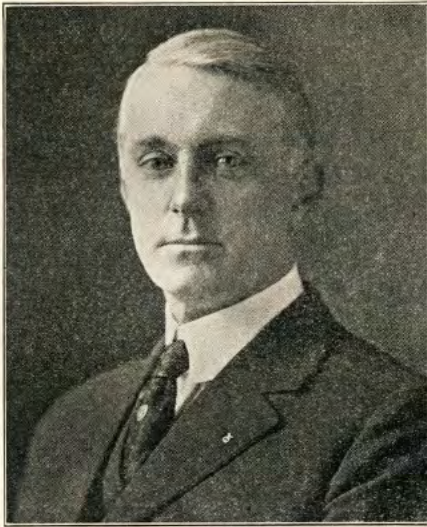
At odd intervals when not engaged in good roads work, Mr. Richards gives attention to several Iowa farms. He lives at Osceola and traveled 1401 miles to attend the Denison meeting.

## 26,662 Miles

**S**OME conception of the intense interest taken in the International Director's meeting at Denison, Texas, may be had by considering the total and average mileage traveled by the nineteen people who went there from points requiring over five hundred miles travel.

The total mileage made by these nineteen persons, was 26,662 or an average of 1,403 miles for each person.

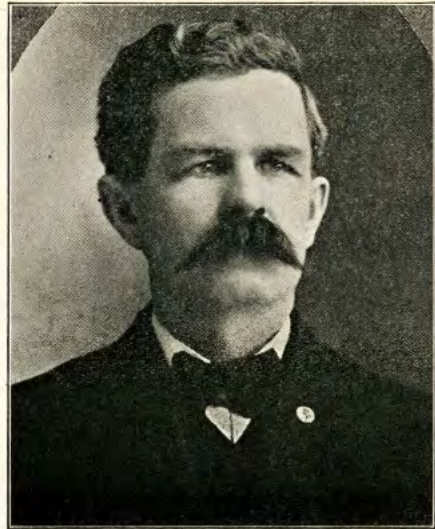
Of this number, Mr. Johnson of Winnipeg, made the longest trip, covering a total of 3,157 miles. Mr. Nesbitt of Miami, Okla., the shortest trip, covering 576 miles.



JAMES F. HARVEY, Iowa Director

Mr. Harvey is a banker and a lawyer by profession—a good roads man from choice and sleeps with the harness on. He is one of the originators of the Interstate Trail and a man of state-wide activity as a member of the Greater Iowa Committee.

Mr. Harvey has never missed a directors' meeting and traveled 1,356 miles to attend the one at Denison.



HON. EZRA H. FRISBY, Director for Missouri

Mr. Frisby is one of the "Old Guard" who took a leave of absence from the international work, after the New Orleans campaign, but last May the leave of absence was revoked and he is again in the work, carrying a commission from the sovereign state of Missouri. Mr. Frisby is a lawyer by profession, Dean of the North Missouri bar and well known in the legislative councils of the state.

Some men turn for recreation to the green golf links and experience keen pleasure in driving the ball to its destination. Mr. Frisby, when he wants to have a real good time, eschews the sticks and balls and calls for a mule team from one of his many north Missouri farms. He replaces the cry of "Fore" with "Get up there"—as the mules tighten the tugs in front of a road machine and he proceeds with keen zest to make a tennis court, out of a rough piece of road, which requires the exercise of as much skill as it does to drive a little white ball over an eighteen hole course in record style.

Mr. Frisby lives at Bethany, Missouri, and traveled 1264 miles to attend the Denison meeting.

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#### TWICE A YEAR NOT TOO OFTEN

The International Directors, at the St. Paul meeting in June, thought that a meeting twice a year, was too serious a tax on the Directors, in time and money, and passed a resolution to discontinue the semi-annual meetings; but at Denison in November, they unanimously rescinded that action and made the semi-annual meeting, a fixture.

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## 1,900 Hours or 76 Days

**A** STILL greater realizing sense of the grip the Jefferson Highway has taken on the minds and hearts of the people, is made evident by the fact that nineteen people went from such a distance to attend the Denison Director's meeting, as to require an average of a little over four days (about 100 hours time) each.

The shortest time required, was a little over three days, by Mr. Nesbitt, of Miami, and the longest a little over six days, by Mr. Johnson of Winnipeg.



HON. GEORGE E. McININCH, Director for Missouri

Mr. McIninch has become so prominent in highway work, that the mere mention of his name will visualize an improved road in the minds of thousands of people.

So many appreciative things have been said about him, and he deserves so many more to be said about him, in his capacity as leader of public thought, that what we could say may seem trite.

Years ago he conceived the idea that improved highways would bring northwest Missouri into its own.

Consistently, night and day, Sundays and holidays, rain or shine, he has pursued this thought, until there now surrounds him a coterie of public spirited, far sighted men, who respond to a call for service with the promptitude and unanimity of a regiment of soldiers to the sound of the bugle.

When Governor Gardner of Missouri was selecting the men to whom he wished to intrust the Highway affairs of the state, his thought went to George McIninch as the needle to the magnet.

Mr. McIninch lives at St. Joseph, scores one hundred in attendance at directors meetings and traveled 1110 miles to attend the meeting at Denison.

SENATOR JOHN M. MALANG  
Vice-President for Missouri

It was the intention to print Mr. Malang's picture in the above space but while he scores high as a road builder he is not much of a correspondent and shies at his own picture like a moon-eyed horse at a hay stack.

We wrote Mr. Malang that, if he did not send his photograph, we would print a blank space where the picture should be and leave our readers to guess what kind of a man he is. We thought that would surely bring it. However he knows best—possibly he thought it better to take no chances.

Mr. Malang's name is a household word in four states in road matters and known all over Missouri where he served as a law maker in the state senate.

His principle occupation at present is promoting concrete road, some fifty-two miles long, from Carthage through Carterville, Webb City, Joplin, Galena, Baxter Springs to Miami for the use of the Jefferson Highway.

He is one of the "Old Guard," lives at Joplin, Mo., and traveled 645 miles to attend the Denison meeting.

### GOOD-BYE TUGGLE HILLS

(By Mrs. O. W. Curry)

The big road working at the Tuggle hills took place on Tuesday, Wednesday and Thursday of last week. Those who were not present can have but a faint idea of the enormous amount of work to be done before that road could be called anything but a deep ditch. The men south of town who worked were Jeff Heckenlively, Wm. Canaday, Ellis Hendren, Tom Toombs, Homer Allen, W. H. Melvin, Fred Miller, James Allen, Fred Allen, Rolla Provin, Mr. Wingert, Dennie Blakeman, Jesse Blakeman, Tom Hendren, Peter Blakeman, Zell Hendren and Herschel Homan. The men of Eagleville who personally helped with the work were Cris Tripp, O. W. Curry, Chas. Riley, Joe Allen, Keith Vanzant, Paul Vanzant, Elza Swigart, Eugene Pearson, Arthur Edwards, C. E. Anderson, O. E. Fisher, W. W. Wyant, Jas. McKone, Lon Barnes, Hal Rogers, Leland Riley, A. B. Eisenbarger, Elbert Spencer for G. D. Cramer, Rudolph Paslak, for Harry Miller, John Banks for J. C. Barber, Stanley Rucker for Inter-State Garage. On Wednesday and Thursday James Brooks and P. J. Richardson came down a distance of ten miles and gave their service in a whole hearted manner. In fact, every man on the job did his best and no shirkers were present. It was a large undertaking and the work is not yet finished. Plans are now made to give Wednesday of this week in finishing. Now, let us tell you about the dinners. It was a raw cold day on Tuesday and in order to make it comfortable for all, Mrs. Herschel Homan turned her home into a large dining room, where all were provided with seats as well as eats. On

Wednesday and Thursday the crowd met at the home of Mrs. Denny Blakeman. Talk about feeds! We couldn't begin to tell how much excellent food was on hand at both of these homes when the tables were set, and such a jolly bunch of women—not a grouch in the bunch, all having just as much fun out of the work as possible. We do not know how many who were not present furnished food, but those who were present were Mesdames Ellis Endren, Tom Toombs, Homer Allen, Wm. Melvin, Jas. Allen, Tom Hendren, Denny Blakeman, Herschel Homan, O. E. Fisher, C. E. Anderson, W. W. Wyant, Jas. McKone, O. W. Curry, Albert Foutch, and Misses Kathryn Terry and Anna Canaday. The Tuggle hills are now almost a thing of the past. The hills themselves were not so bad as was the goose-neck approach from the north which could not have been properly fixed without great expense and labor.

Here lie the famous Tuggle hills,  
The cause of many auto ills,  
The curse of many a string-halt nag,  
Loaded till it could scarcely drag.

The Lord created level land,  
And then the devil took a hand,  
And while He rested from the job,  
Burst through the earth in hill and knob.

Since then he has been loose on earth,  
And meddles with each cause of worth,  
And now mankind must level up  
The rough work of the spiteful pup.

The people who are responsible for the splendid condition of the Highway for ten miles south of Lamoni deserve great credit.

The fine condition in which this road will go into the winter promises much for its condition next spring.

October 30th, the day we went over this road, several miles of it were as smooth as a tennis court.

Yes, we saw the new bridge being built and the splendid markings. Score the east road 99.99 per cent.

**Osceola and Clark County, Iowa**, will occupy no small part in Jefferson Highway history, when it is written.

Clark county now has the longest stretch of best kept dirt roads of any county on the Highway.

For miles upon miles of the Highway in Clark county every post bears the blue and white mark of the Jefferson Highway.

Not content with preeminence in these two particulars, when the people of Osceola heard that one of the Iowa directors would not attend the meeting at Denison, Texas, they sent Johnson Richards as a substitute who proved himself as satisfactory in council as their well marked portion of the Highway is satisfactory to the touring stranger; and lent himself to as efficient action as do the well dragged roads of Clark county lend themselves to efficient travel.

**Of course every grader manufacturing company has paint and employs painters** but every grader manufacturing company does not offer to use their painters putting their paint on poles marking the Jefferson Highway, but this is just what the Russell Grader Company of Minneapolis, Minnesota did, "Voluntarily, cheerfully and harmoniously" within five minutes from the time the matter was discussed.

Jefferson Highway Neighbors when they are following those fine marks through Minneapolis next year will call to mind they were put on by the Russell Grader Co., whose large factory they will pass on University avenue.

If any of the Neighbors have a curiosity to see a big factory in operation stop as you go by. They are never too busy to show visitors over the factory.

Just tell them you are a Jefferson Highway Neighbor—that is all the introduction you will need.

**Approaching the Morrow Cut-off north of Bethany, Mo.**, numbers of teams were seen at work on this valuable improvement.

One team in particular attracted attention. It was driven by a man dressed in a yellow chrysanthemum suit held in place by one gallus. A close inspection revealed the fact that the driver was the Hon. Ezra Frisby of Bethany.

Mr. Frisby is a prominent member of the north Missouri bar and the owner of numerous north Missouri farms. He is one of the old guard who went to New Orleans to help organize the Jefferson Highway and thinks there is more real fun in building roads and constructing cut-offs than in playing golf. So quite frequently when some interesting road work is going on he has the boys on the farm hook up a mule team for him and he takes a hand in the proceedings with the skill of a past master and the enthusiasm of days gone by.

The Morrow cut-off will be put into commission very soon.

**The Standard Oil Co. has quite a reputation for business sagacity.** It is now engaged in a well developed movement of installing filling stations all over the country. Before it gets through, this company will have millions of dollars invested in permanent improvements consisting of ownership in real estate, substantial buildings and buried tanks.

The men who locate these improvements are skilled in judging relative values as to location of these stations, which consists in placing them where the traveling public is liable to pass most frequently.

A new Standard Oil filling station has just been completed at Indianola, Iowa, and instead of locating up town, the Standard expert located it some distance from the square and right on the Jefferson Highway.

Not only at Indianola, but also at many other points, we notice that new Standard Oil filling stations of costly and permanent design have been located on the Highway.

This is an eloquent tribute of, not only the present value of the Highway, but also its future value by a corporation that stands at the head of the list for business acumen.

**Approaching Davis City, Iowa**, early a beautiful October morning, a wonderful vision lay spread before us, along the valley, as far as the eye could see. An almost imperceptible haze hung in the early morning air spread like a delicate lace veil over the autumn landscape, with the white village of Davis City nestling in its midst. So enchanting was the sight that the automobile was sub-consciously brought to a standstill at the top of the ridge, to more thoroughly enjoy the occasion. Indeed we did like Davis City on that beautiful October morning and we feel quite sure that thousands of the residents of flat prairie countries would have similar feelings, in touring over the Jefferson Highway under similar circumstances.

As soon as this impression wore off we proceeded on our way and noticed that many of the pole markings in the Davis City district were guiltless of the Jefferson Highway monograms.

There were, also, some evidences of coming trouble this winter, and next spring, in the various and sundry little holes in the road and water standing at the turns near the railroad viaduct.

It would be a fine thing if the Jefferson Highway monograms could be put on the poles and the holes could be taken out of the road before winter is with us.

Yes, that short culvert and very dangerous place south of town has been splendidly improved. So well indeed that we ran several hundred feet past the place before realizing it. Score ninety-nine per cent. for Davis City.

**4.0 miles north of Eagleville** there is no sign. One is needed there very badly.

3.5 miles north a vast improvement in the turn was noted.

We have always found things so ship shape and "Up and a-coming" at Eagleville that we were very much surprised to note the unfinished condition of two miles of road north of town.

If these two miles of road are not put in good condition before frost catches it, there is going to be trouble there next spring. After driving over the tennis court of the East Road, these two miles showed up very badly.

We were sorry to see the Jefferson Highway sign at the north edge of town so badly battered. There are people in Minnesota who batter our signs but we did not think there were any vandals living near Eagleville.

The Jefferson Highway sign near the Jefferson Highway stock farm is in the wrong place. It should be across the corner on the outside of the turn so it can be seen by a stranger approaching from either direction on a stormy night. The road along the Highland farm was in the pink of condition, as usual.

This is the first time we have had to make any adverse comments on conditions near Eagleville and there may be palliating circumstances.

While struggling with such a proposition as the Tuggle Hills, they might not have had time to put a dress suit on the road.

**Osceola and Clark counties, Iowa**, have always been leaders in the keeping of their roads in the best possible condition and have always felt very much handicapped by the road condition prevailing in Warren county just north of her border.

In pride, and somewhat in protest, Clark county has maintained a large sign at her north border advising the traveler coming from the north that he has reached Clark county now, with the attendant good fortune that implies.

For years Warren county in the vicinity of Medora has been afflicted with a nightmare known as the Cow Path, which was supposed to answer the purpose of a road.

One day the Jefferson Highway came that way and the exhaust from many mufflers, woke Medora.

As soon as Medora followed the Biblical injunction, to have faith, a mighty work was performed there and now people are no longer referring to the Medora Cow Path but are talking about the Medora miracle. People are going for miles to see this piece of wonderful new road.

But what about that Clark county sign? There has always been a very noticeable difference in road conditions just at that point. Until a few weeks ago, it was always in favor of Clark county. Are the Clark county boys going to slip up there some dark night and take down that sign or—?

As we come back from the South next spring we will approach that locality with considerable interest to see whether the Clark county contingent has been driven from the field by the center rush of the Medora men or find that she is reforming her forces around that old sign and ready to buck the line for a ten year gain.

**Indianola, Iowa, when the Inter-State Trail was formed,** detoured the marks, from the straight course north, west a half mile across the square to their splendid college campus, thence north and east back to the direct course.

Five years ago, in the then little understood principles of highway development, this was a natural and excusable thing to do. It was done at many other points also, based on the thought that they were providing a better road for travel and the least the tourist could do in return was to pass through and admire the town even if it did require a mile more travel. It was also true, in those early days, that the traveler, himself, was not averse to being seen in neighboring towns driving his new car and possibly stop for a short visit.

Much the same practice prevailed in early railroad development, both as to detours and stopping at every town. First the mixed train stopped to discharge local freight, then the local passenger which stopped at every station and may be backed up a long spur, as the Northwestern does today, to Polk City, in the banner rural county of the state.

Later however, the through train made its appearance which cut out the spurs and many local stops.

But it was five years ago when the I. T. was detoured through Indianola across the square and by the college campus to cater to local interest and local pride. Many things have changed since that time.

Indianola is wise enough, in her generation, to recognize that the trail she helped to establish five years ago has developed in the course of a natural evolution, into a great avenue connecting the Twin Nations, traveled hourly by busy people, as well as leisurely tourists. (On October 27, two men started from Des Moines to go to Kansas City that day, stay over Sunday and return Monday.) Why tax these busy people, or even the leisurely tourist, with this extra mile?

This was the question Indianola asked herself and she was not long in finding an answer.

The detour will be cut out and the Jefferson Highway will be marked straight through at Indianola and in the future the Jefferson Highway traveler who wants to do local business or local sight seeing at Indianola, will be permitted to do it of his own free will instead of being forced to do it.

We commend this broad gauge up-to-date decision of the Indianola people to the thoughtful consideration of several other towns on the Highway similarly situated.

#### ANOTHER STRAW

The facts that the entire personnel of the Highway Commissions of the states of Texas and Oklahoma attended the meeting of the International Board of the Jefferson Highway at Denison, took part in the discussions, and emphatically pledged to the Association everything in their power toward the building of the Highway; and that they were accompanied by the United States district engineer, having charge of Federal aid work, in that territory, may properly be considered, even more than a straw, in showing that the efforts of the Jefferson Highway Association is awakening widespread interest in the rapid construction of the Highway.

#### PUPS, PUMPKIN PIES AND PRINTER'S INK

**Local communities are, as a rule, poor appraisers of their own values.**

Daily familiarity with these values causes grotesque proportions to be given widely different values.

These thoughts were suggested by listening to a very interesting and amusing after dinner talk by Pumpkin Pie McClaren, of Davis City, Iowa, in which publicity values was the theme of discussion.

The speaker described in a very amusing way, how they had attempted to advertise Davis City values by erecting signs on the Highway which read, "You Will Like Davis City."

The only apparent return they had received from this advertising campaign, was an inquiry, from an old woman, after her attention had been called to the sign, of, "Who could like Davis City?"

Then the speaker told in a facetious way, how Davis City had once on a time conducted a successful advertising campaign in selling a cur dog for \$25.00.

When Davis City found itself in possession of this cur dog, the first suggestion was to kill the dog. But that was before the days of German dreadfulness and they could not muster up pluck enough to shoot the dog, while he was looking at them, so some one suggested as an alternative, "Why not sell him?"

But to whom? They had been trying to give him away at Davis City without takers, so some one suggested, "Let's advertise him for sale where dogs have a value."

This was done and the dog was so quickly disposed of for \$25.00 that they wished they had made the price \$50.00.

Superficially this story should end here, but it will not. It has a sequel reaching away into the future.

Hereafter tourists when traveling over the Jefferson Highway, upon approaching Davis City, in Decatur county, in the State of Iowa, and seeing the bill board at the edge of the town which reads "You will like Davis City," will not say "Who could like Davis City?" but they will say, "Davis City! Davis City! Why that's where Pumpkin Pie McClaren lives who advertised a cur dog and sold him for \$25.00 when the local values put on him was less than nothing."

As this legend floats up and down the Jefferson Highway, curiosity will be excited to see the man who could succeed by a little advertising in pumping \$25.00 of value into a cur dog, but who had failed to make people like Davis City.

Then tourists will be stopping in such numbers at Pumpkin Pie McClaren's place of business in Davis City where, according to his own story, he "Pumps gasoline for J. D. at a cent a gallon" that he will have to hire a boy to pump gasoline, for he will be busy telling them about that dog and showing them which street the dog came over when he strayed into town, how he sneaked into the store and crawled under the counter just as any dog will which has lost its master.

—"and if you don't believe it, there is the counter he crawled under and there is the spot on the floor where he laid down."

No one, even the most incredulous, could stand out long against such evidence; so in the course of time the dog story will make Davis City famous and be accepted without question. Possibly it will find its way into the advertising journals and be used by space sellers to speed up advertisers and arouse their ambition to make even still larger returns from advertising space.

No doubt the argument will be that if Pumpkin Pie McClaren, an inexperienced ad writer at Davis City, Iowa, could take a stray cur dog worth \$0 add \$1.00 worth of publicity to his stock in trade and sell the combination for \$25.00, showing a profit of 2400 per cent. What might not be expected from experienced men in that line?

It might be thought by some that this story is now complete but don't be too hasty. There is still another chapter.

As time elapses the dog part of the story will recede into the background and some tourist will catch only the term "Pumpkin Pie McClaren" and will inquire, "Mr. McClaren, do you sell pumpkin pies?"

Then McClaren will realize that the sale of that stray cur dog was a fluke, and that the real value will be in pumpkin pies, because there are so many more people

who will buy pumpkin pies than there are of those who will buy stray dogs.

The vicinity of Davis City is noted for its fine pumpkins, but up to the present time the supply has far exceeded the demand but this will not be so after the first inquiry, "Do you sell pumpkin pies?"

Word will be passed up and down the Jefferson Highway that "Pumpkin pies like mother used to make" can be had during the season at Davis City and people who were thinking of replenishing on gas and oil at Leon or Lamoni will say, "We can get through to Davis City. Let's go there and while Mc is pumping gas for J. D. we can eat some of those famous pumpkin pies."

Such a demand will spring up for the famous Davis City Pumpkin Pies to be eaten while Mc is "pumping gas for J. D.", that he will have to put in an automatic pneumatic pumping station so that he can give all his time to telling the dog story and taking in the money for the pumpkin pies.

So profitable will this business prove that before long Davis City will be buying advertising space in the Declaration to exploit her famous pumpkin pies, for by that time her people will have learned that an inch of printers' ink used where thousands see it, is worth a yard of bill board where few see it. She will also have come to a realization that the principal function of a bill board, is to act as a reminder of a fact or facts already well known. When these principles are better understood, the bill boards at the outskirts of the town which now read "You will like Davis City" will have added on the bottom two more words and will then read—

"You Will Like Davis City Pumpkin Pies."  
(Concluded in our Next Issue)

**MEDALS OF HONOR**

Owing to disappointing mail service we are unable to give further particulars regarding medals of honor this month but full particulars will be given next issue.

**Portland Cement**

**Northwestern Brand**

"Concrete for permanence"



**The Reliable  
Portland Cement**

MASON CITY, IOWA

**MANHATTAN ROAD OIL**

Produces Lasting Results

The Iowa State Fair Association Recognizes This

They have used Manhattan Road Oil for several years. Quality paramount always.

Quotations on request

MANHATTAN OIL CO., Des Moines, Iowa

**TRAIL STATE BANK**

Trail, Polk County, Minnesota  
On the Jefferson Highway

6% PAID ON TIME DEPOSITS  
RESOURCES OVER \$140,000.00

When at **STAPLES, MINNESOTA** Stop at the  
**St. Charles European Hotel**

on the Jefferson Highway

Tourist Headquarters Cafe in Connection  
C. L. CORPENING, Proprietor

**The Commercial Hotel**

ROYALTON, MINNESOTA

Best Accommodation Good Service  
Electric Light Hot Water Heat

M. NEWMAN, Prop.

**Come to Minneapolis**



Advise Hotel Radisson that you are coming so that room reservation may be made for you.

**HOTEL RADISSON**

MODERN—FIRE PROOF

Headquarters Jefferson Highway Ass'n and Minnesota Auto Clubs

Reliable road information may be obtained

Rooms \$2.00 single—\$3.00 double

Moderate rates made on large rooms and apartments for family parties

# JEFFERSON HIGHWAY DECLARATION

Published Monthly by

## JEFFERSON HIGHWAY ASSOCIATION

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Past President and Life Member Board of Directors

D. N. FINK, Muskogee, Oklahoma  
Past President and Life Member Board of Directors

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General Manager

Address Communications to St. Joseph, Mo.

J. D. CLARKSON  
Editor

Subscription price 50 cents per year, or three years for \$1.00.  
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.  
Sample copies free on request. Commercial organizations will be quoted terms on bulk orders for subscriptions.

J. H. Welch Ptg. Co., 1313-1315 Locust St., Des Moines

## STATE OFFICIALS

### LOUISIANA

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*Directors*—W. E. Atkinson, New Orleans; Mrs. John L. Kimbell, Shreveport; Alex Grouchy, Jr., Baton Rouge.

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*Directors*—H. H. Ogden, Muskogee; W. F. Dodd, Caddo; H. B. Campbell, Welch.

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*Directors*—Daniel Shaw, Thief River Falls; Hon. Thos. E. Cashman, Owatonna; J. K. Martin, Little Falls.

### MANITOBA

*Vice-President*—Hon. T. H. Johnson, Winnipeg.

*Directors*—J. H. Kane, St. Jean; A. Bissonette, Morris, Mayor Casselman, Emerson.

Volume II      DECEMBER, 1917      Number 11

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

IN honor of the exceedingly satisfactory manner in which the people of Denison received and entertained the International Board of Directors we are printing again on the front cover of the Declaration the photographs of the Federal building and the Union station at Denison and that of the Texas State Capitol at Austin.

## MINUTES NEXT MONTH

Owing to lack of time for transcribing the minutes taken in shorthand, of the Denison Directors Meeting it will be impossible to publish them till next month.

## CONGRATULATIONS

The National Enameling Co. of Cincinnati, Ohio, writes:

"We want to congratulate you on the road map on your stationery. We think it is the best thing we have ever seen and surely as plain as if there were many pages to describe it."

## A SURPRISE

The lack of attendance on the part of the Louisiana and Texas directors at the second annual meeting of the International Jefferson Highway Board, was a surprise and disappointment to some of those who came from much greater distances to the North. The meeting had been located in the South with high hopes of meeting and mingling with the Southern officials.

J. D. Fauntleroy, of Ft. Worth, District Engineer, Sixth Federal Aid District, favored the Directors' meeting at Denison with his presence and counsel during the session. His interest in the Jefferson Highway was highly appreciated by the directors and his explanation of the methods employed by the United States Department of Agriculture, in promoting road building through the medium of Federal aid, gave all who heard him a much better understanding of the subject than had been possessed heretofore.

## DOES BETHANY HEAD THE LIST?

Bethany, Mo., claims to have a greater length of pavement on the Jefferson Highway than any other town large or small, according to population.

She has 2000 population and two miles of pavement for the Highway. This is at the rate of one mile per thousand population. Does any other town claim more? If so let us hear about it.

## NAME THE BABY

The Highway has been accepted now, as a force entering into their every day affairs, by all the business interests along its route, both urban and rural—grading in importance from the truck farmer, on an acre of ground, who wakened up one morning to find the Highway had brought enough customers to his place to buy all he could raise, right at his gate; to the Standard Oil Co., which has at the end of an expert investigation concluded that the Jefferson Highway is the main avenue of the Twin Nations and a good place to locate for business both present and future.

The Jefferson Highway has been accepted by business and pleasure—in the school house and the church—cigars, candy packages and cafes have been named in its honor. Its name is used daily in hundreds of homes and yet our cup of joy is not quite full. Its name has not yet found a place on the christening cup.

Naturally many weddings have occurred on the Highway, in the two years, since its organization. At least three of these have been in families of Royal Highway blood. Will Minnesota, Iowa or Missouri present the Prince Royal for the christening or will some of the other five great divisions of the Highway claim the privilege?

The spirit of the Jefferson Highway impatiently awaits a summons to christen the first Jefferson Highway baby.



### NEVADA, IOWA

The Nevada Commercial Club entertained, with an oyster supper, in honor of the Jefferson Highway, Thursday, November 15. Ed Alderman the well known good roads man had much to do with the success of the occasion. The Nevada people feel that they occupy a unique position in the Highway development of the country by being at the crossing point of the two big highways of the country, the Jefferson and the Lincoln.

This fact was emphasized in the after dinner talks and some of her people wanted to exploit it to their material advantage, and action was taken at the meeting looking to an immediate move to do so and a committee was appointed for that purpose but no definite action has yet been taken.

Talk is very necessary but definite action must follow to get any concrete advantage out of favorable situations.

Many crossings of trunk line railroads are innocent of business or population. Population and business are found where the traffic stops.

### SAVING IN GASOLINE WOULD PAY FOR IMPROVEMENT

(From the Indianola, Iowa, Herald)

To the Editor of The Herald: The appropriation of \$45,000 by the Federal government and of \$10,000 more by the Jefferson Highway Commission and others for the improvement of the Jefferson Highway in Warren county ought to mean fine automobiling along this well known trail in the near future. One improvement that should be included in all plans for the development of this route is the straightening of the road so that the circuit about and through Summerset would no longer be a necessary part of the run from Indianola to Des Moines. The expense of making the cut over the hill and of building a new bridge is a small item when compared to the expense for all travelers of making the turn through Summerset. A moment's attention to a few figures will prove this to anyone. The following is believed to be a fair and honest statement of the actual expenditure involved in both sides of the question:

(1) The Federal government found by actual count that 3,000 vehicles per week used the Jefferson Highway between Indianola and Des Moines. As this count was made during the summer time it is evidently too high to represent the average weekly traffic throughout the year. Probably 1500 vehicles per week would prove to be a safer average for the whole year. The extra distance covered by the road now going through Summerset as compared with a straight road over the hill is a trifle more than one mile. The average cost of operating an automobile is at least 5 cents a mile. Fifteen hundred one mile trips at 5 cents each means a needless expenditure of \$75.00 incurred every week by users of the present route. During a year this waste (75x52) amounts to \$3,900.

(2) It is estimated that the expense of straightening the road and of erecting a new bridge might reach \$25,000. The interest on \$25,000 at 6 per cent. amounts to \$1,500 per year. Subtract this \$1,500 interest from the \$3,900 and we have \$2,400 left that might be applied to the amortization of the cost of the improvement. In other words the mere item of saving on expense of travel would pay for the improvement in less than ten years, to say nothing of the saving in time, the increased comfort of the trip and the added safety secured by eliminating two dangerous railway crossings.

H. E. Hopkins, managing editor of the Road-Maker, the premier general road magazine of the United States writes:

"I hope you will find some compensation in looking over the November number of the "Road-Maker," which is about the finest number we have ever published and our Jefferson Highway features are not the least of these attractions."

Collins and Frederick of Indianola, Iowa, are fully convinced of the profits coming, by the Highway, to them, and are taking special means to cater to tourists in garage service.

## 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 prevade your private home.

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



THE SAINT PAUL  
In Saint Paul

## Peterson's Garage

515 N. FEDERAL STREET  
On the Jefferson Highway  
MASON CITY, IOWA

All Kinds of Repair Work Promptly Attended to by  
EXPERT WORKMEN

## NEVADA HOTEL 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

## Iowa Automobile & Supply Co.

Opposite Savery Hotel

Two Phones, Walnut 3264

407-9-11-13-15 Fourth St., Des Moines

AUTOMOBILES ACCESSORIES STORAGE

## R. L. IGO'S GARAGE

INDIANOLA, IOWA

(On the Jefferson Highway) Close to Hotel  
Expert Repairing Prompt Service

PHONE 313

**CLARKE COUNTY, IOWA,**  
**FARMS OF ALL SIZES FOR SALE**  
*For Particulars and Terms Write to*  
 GLASS & CLARKE, Real Estate Exchange      OSCEOLA, IOWA

**MODEL RESTAURANT**  
**OSCEOLA, IOWA**      South side of square  
 Meals or Short Orders  
 Try me for courteous treatment      **F. L. CHILD**

**Igo Bros. Garage**  
 On Jefferson Highway  
**OSCEOLA, IOWA**  
 Expert Repairing—Prompt Service  
 PHONE 75

**Collins & Fredrick**  
**GARAGE**  
**OSCEOLA, IOWA**  
 One block west of Jefferson Highway, south side  
 of square  
 Service of all Kinds—Guaranteed

**TEALE AUTO CO., Davis City, Iowa**  
*Offers to their patrons the*  
**Best Material and Workmanship**  
 Storage      Supplies      Accessories      Oils

**INTERSTATE GARAGE CO.**  
**LAMONI, IOWA**  
 Equipped to Give Quick and Efficient  
**SERVICE TO TOURISTS**  
 Expert Workmen—Best Material  
 A Full Line of Auto Supplies in Stock  
 CALL PHONE 65

AT THE  
**HOTEL CENTRAL**  
**BETHANY, MO.**  
*You Will Find the*  
**BEST ACCOMMODATION AT MODERATE RATES**  
 Mrs. J. H. CASEBOLT, Prop.  
*One of the Best Hotels in the Best Town  
 on the Jefferson Highway*

**Sanborn's Cafe**      424-26 Francis St.  
**ST. JOSEPH, MO.**  
*(Opposite Robidoux Hotel)*  
**We Appreciate Your Patronage**  
 Courteous Treatment      Popular Prices  
*We Try to do the Impossible—Please Everybody*  
**E. W. SANBORN**

AT BUTLER, MO.  
**Call Henry's Garage**  
 For High Class Repairing, Accessories, Oils, Etc.  
 PHONE 395      **W. W. HENRY, Proprietor**

Glass and Clark of Osceola, Iowa, are enterprising real estate dealers who recognize the publicity values of the Declaration as may be seen by their ad in this number.

**THE HAS BEENS**

"He is a 'Has Been.'"  
 "Oh! that is a 'Has Been town.'"

These expressions convey the extreme of contempt. To be a "Has Been" is a very undesirable condition for man or town, excusable only if accounted for by unavoidable circumstances.

In traveling over the Highway we found some—only a few—localities in which road and community conditions were not up to the standard of last year.

The finding of these conditions suggests the starting of a "Has Been Column" in which to list the names of these localities.

There is just one degree below a "Has Been." He is the man who never started. Just a mud man stood up against the fence to dry, into whom has not yet been breathed the breath of life. There are some communities—not many made up of this class of men.

Oh no! we are not going to name them now. That would be scarcely fair. Let's give them a fair chance, but as preparedness is the order of the day, we will start now for use hereafter, two columns, a "Has Been Column" and a "Never Started Column" in which to list the communities deserving these distinctions on the Jefferson Highway.

**JEFFERSON HIGHWAY  
 "HAS BEEN"  
 COLUMN**

In this column will be listed from time to time the names of the communities which have or do fall behind the standard set by themselves.

Beware of the "Has Been" Column.

.....  
 .....  
 .....

**JEFFERSON HIGHWAY  
 "NEVER STARTED"  
 COLUMN**

In this column will be listed from time to time the names of the communities which never started.

Beware of the "Never Started" Column.

.....  
 .....  
 .....

**DECLARATION—LIFE BLOOD**

**W. N. King, Vice-President for Texas writes:**  
 "While here you displayed a volume composed of Declarations which you said belonged to Mr. McIninch.

I had several times thought of the same scheme but permitted several numbers to get away from me although I have endeavored to keep my file intact. If you have extra copies of the Declaration that could be used say to cover the first two years I would like to figure on making up a book, I think I have fully two-thirds or three-fourths of all the papers.

"I cannot say too much in favor of the Declaration, I think it is the very life blood of our organization and project and I have always endeavored to be a liberal contributor. There ought to be several correspondents in each state who would keep some live matter in the Declaration each month.

"There is one thing I want to say—the directors meeting here and the personnel of the delegates produced a profound impression on our people which will be lasting."

**CONGRESSIONAL RELAY RUN**

Oscar W. Curry of Eagleville, Mo., writes:

"In regard to my proposition of a Relay Run, of which I spoke to you about on Tuesday morning, I will say that my idea of such a run is about as follows:

"To secure a number of Congressmen and Senators, and if possible, the Superintendent of the Good Roads Division of the Department of Agriculture, to join the party and to speak to the people at all the towns.

"This trip would enable them to meet with and address thousands of people on a proposition that would secure an attentive audience and would furnish a splendid advertisement for the speakers, which would be an asset for one engaged in politics.

"It would also be a delightful trip, and as cars could be furnished as in the recent Relay Run, the expense of the trip would be very light comparatively, and the benefits to be derived in the way of acquaintance, and a better knowledge of the wishes of the people, and of the great country through which this road runs, would well be worth all it would cost.

"Such a run would call out large crowds at every stop and would be a great factor in educating the people as well as the official party on the good roads question. This run taking the party through the heart of the Middle West, in a great food producing section of the United States, would certainly be an eye opener to the party, such as they could never get in any other way.

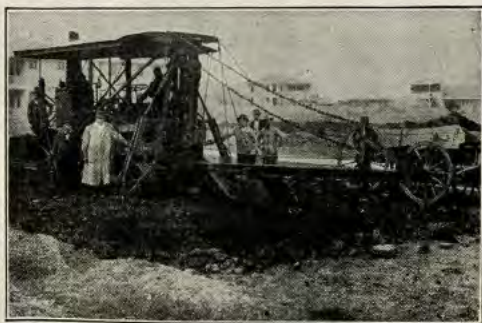
"When the question of military roads and roads in which the government has a special interest, would come before Congress, we would certainly be sure of having a friend in court for the Jefferson Highway.

"From the standpoint of the Jefferson Highway Association, we would be enabled to show off the Jefferson Highway at its very best as to road conditions, as well as the working of the Jefferson Highway Association organization, the enthusiasm of the people for good roads and the various possibilities of such a road to aid the Federal government in time of need. In fact the possibilities for mutual benefit are so great, that this proposition should appeal to every one interested in Highway betterment."

EDITORIAL NOTE—Would be pleased to hear from the Jefferson Highway Neighbors, on this subject, all along the line.

**Keystone 10-ton Traction Shovel  
for Road Grading, Ditching, Back-filling, Etc.**

Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops: Dipper, for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.



**Keystone Driller Company**  
Beaver Falls, Pa. Carthage, Mo. Monadnock Blk., Chicago

**Hotel Muehlebach**  
BALTIMORE AVENUE AND TWELFTH STREET  
Kansas City, Mo.

500  
New fireproof Rooms  
Rate from \$2.00  
The house of  
Utility-Service-Elegance  
Operated By  
**Whitmore Hotel Co.**  
Under the Personal Direction of  
S.J. Whitmore and Joseph Reichl

**Connor Hotel**



250 Rooms Joplin, Missouri

EUROPEAN—ABSOLUTELY FIREPROOF

Southwestern Missouri's Leading Hotel

Operated by Connor Hotel Company

ST. ANTHONY HOTEL  
San Antonio, Texas

UNDER SAME MANAGEMENT

T. B. BAKER, Managing Director

## Jefferson Highway Garage

408-410 NORTH LOCUST

PITTSBURG, KANSAS

Stock Quaker Tires French Auto Oils

ACCESSORIES—EXPERT REPAIRING

Both Phones 823

Our Motto—"Service"

Headquarters For Buicks

## IDEAL GARAGE

Canadian and Scaper Streets

VINITA, OKLAHOMA

ACCESSORIES, STORAGE, SUPPLIES

EXPERT REPAIR SERVICE

Goodyear and Kelly Springfield Tire Service Station  
Phone 137 J. H. TRESLER, Proprietor

WHEN IN PRYOR, OKLAHOMA

Stop at the

## MAYOR HOTEL

Hot and Cold Water in Each Room

Only First Class Hotel in Town

Rates \$2.00 J. H. MAYOR, Prop. Phone 115

## THOMPSON MOTOR COMPANY

2nd and Evergreen Streets

DURANT, OKLAHOMA

Automobiles, Supplies, Accessories

Storage, Expert Repairing

*"Prompt and Courteous Attention"*

## Pearce Auto Company

112-120 S. Burnett Ave.

DENISON, TEXAS

DISTRIBUTORS OF

Buick—Ford—Hudson

Automobiles, Supplies, Storage

Old Phone 60

New Phone 153

Tourists Headquarters

## The Garrison

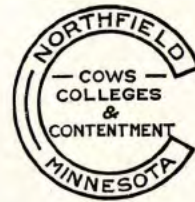
Sulphur Springs, Texas

*Electric Lighted Throughout All Outside Rooms*

Every Room in Excellent Condition

W. L. KLINE, Proprietor

Herman Roe of Northfield, Minn., publisher of the Northfield News encloses in each letter he writes a four page folder which reads as follows:



## INTRODUCING THE NORTHFIELD COMMUNITY

Known throughout the United States as a center for Holstein-Friesian dairy cattle; 261 breeders. Diversified farming that brings a pay check ever month and means steady prosperity.

### Two of the Best Known Colleges in the West

Carleton—500 students.

St. Olaf—600 students.

High School—300 students.

### We Might Mention

Bank resources in September, 1916, \$2,992,934.28.

Annual community picnic.

50 year old county fair.

Population 3,600

No saloons.

### ON THE JEFFERSON HIGHWAY

## GREETINGS!

Jefferson Highway Folks are always welcome in the Northfield community where we have a slogan that can be extended to cover the entire Jefferson Highway—

**Get Acquainted With  
Your Neighbor—You  
Might Like Him!**



The Northfield Spirit—The Spirit that Fraternalizes,  
that Boosts, that Helps One Another

Some People Have to be Cranked Every Day—Others  
Are Self-Starters

We insist that we belong to the latter class—

ON THE JEFFERSON HIGHWAY  
—Winnipeg to New Orleans—  
*"From Pine to Palm"*

**REPORT OF NOMINATING COMMITTEE, OFFICERS, TIME AND PLACE**

We, your committee appointed to recommend officers for the ensuing year, and places for holding semi-annual meetings, beg leave to submit the following report:

For International President, W. A. Hopkins of Iowa.  
 For International First Vice-President, Hon. Thos. H. Johnson, of Manitoba.

For International Second Vice-President, Mrs. John L. Kimball of Louisiana.

For International Secretary, Walter Parker of Louisiana.

For International Treasurer, James E. Combs of Missouri.

We beg leave to recommend that two meetings of the International Board of Directors, be held each year—one in the North or Central North in the summer and one in the South or Central South in the winter, the date of such meetings to be fixed by the Advisory Committee.

We beg to further report that the summer meeting for the year 1918 be held in Joplin, Missouri, and that the city for the winter meeting be selected at that place and time.

Respectfully submitted,  
**JOHNSON RICHARDS,**  
 Secretary of Committee.

This report was unanimously adopted.

**TELL US ABOUT IT**

There are many things of intense interest going on all over the territory in reference to highway matters. Why not advise us of them when they happen and not wait till we get to you and then dig them out of a remote past.

Why not get them to us while they are fresh and not obscured by more recent happenings.

**Pittsburg Motor Co. Incorporated**

Main Street, Opposite Court House

**PITTSBURG, TEXAS**

Service station for Hudson and Hupmobile cars. Carburetor and electrical work a specialty. Special price and attention to Jefferson Highway associates. Accessories, storage, courteous service, efficient workmanship.

PHONE 6

**Hotel Douree**

In the Heart of the Business District

**EUROPEAN PLAN, PRIVATE DINING ROOMS**

"Modern Fire Proof"

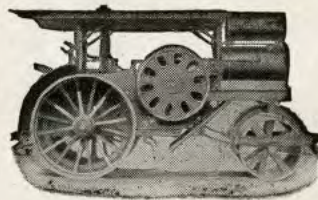
250 Rooms

150 With Bath

**THE SHREVEPORT HOTEL CO.**

FRED H. SCHEER, Mgr.

**SHREVEPORT, LOUISIANA**



**LEADER TRACTOR MANUFACTURING CO.**

DES MOINES, IOWA

COMBINATION

KEROSENE TRACTOR AND

ROLLER FOR

ROAD BUILDING

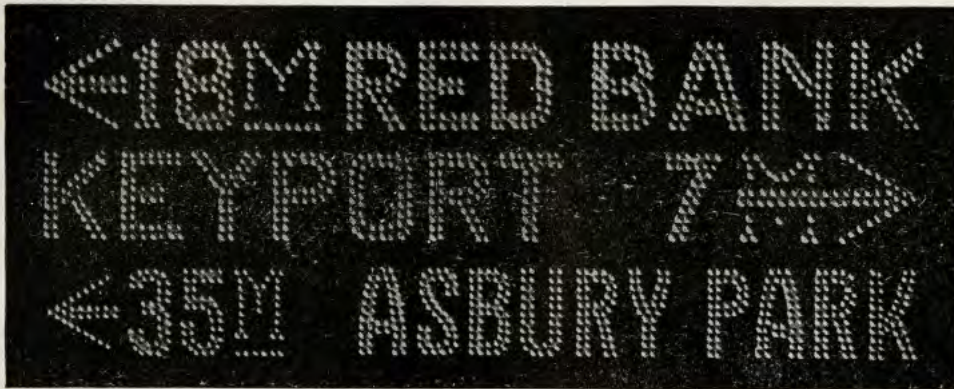
Easy to operate, automatic

hoist and steering device

Two machines for the cost

of one

Write for particulars



"INDESTRUCTIBLE Drilled-In" Letter signs the letters are cut deep into the metal after which the plate is galvanized. The finished sign has the bright aluminum letter and the black elastic finish. Signs can be made in any style of letter. Used throughout the United States by the Goodrich Rubber Company of Akron, Ohio, and in the East by the Standard Oil Company, and by hundreds of Cities, Towns and Counties throughout the United States.

**The Indestructible Sign Company,**

**Columbus, Ohio**

*Western Representatives*

NORTHFIELD IRON COMPANY, Northfield, Minnesota

H. E. HERSHEY, 1615 Twenty-third Street, Des Moines, Iowa

## 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  
\$2.00, \$2.50, \$3.00 H. J. SHEPPARD, Manager  
Mansfield, Louisiana

## HOTEL BRINKER

Colfax, La.

(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

## W. SAM WIGHTMAN

Born in London, England, February 16, 1867; died in Bethany, Missouri, Sunday, November 4, 1917, at 8:50 P. M.; aged fifty years, eight months, eighteen days.

It is written on the tablets of our memory that he was a good Jefferson Highway Neighbor.

O. S. Nordine of Karlstad, Minn., writes:

"The county commissioners of Kittson county at their last meeting decided on some important road building that will effect Karlstad very much, the whole county and the Jefferson Highway. We had been pegging away at the county commissioners for some time for a little well merited recognition and the steady pressure finally bore fruit at their October meeting. They decided to put the whole Jefferson Highway route from Hallock to the Karlstad-Donaldson road in good shape next spring. Grading and graveling will be done, Federal aid has been applied for the road east of Hallock to within four miles of Bronson. The road which is there partly gumbo will be graveled. The balance of the Highway to Karlstad will be graded. With the completion of this work this part of the Jefferson Highway will be one of the best spots in the state and will ride as easily as the part that runs south from Karlstad over the unbeatable ridge road of the Pembina Trail.

"D. S. Andresen, our mayor, and C. J. Forsberg, president of the local Commercial Club, have been largely instrumental in securing this help from the county commissioners as well as Ole Becken at Halma and the Engelberts at Bronson and you might mention that too as I forgot.

"Work will also be done on the Scenic Highway out of Karlstad which here crosses the Jefferson. The stretch of ridge trail between Karlstad and Pelan will be graded to connect with the big grade through Roseau county, to Roseau, Warroad and Baudette. The ditch road through Arveson to Strathcona and Middle river will also be improved making another big road connection with the Jefferson and Scenic Highways.

"Weather is fine up here now. The early October snow that took us all by surprise is gone and the grass is even beginning to be tickled by the warm south winds. Autoing is good until you get west on the gumbo over in Jawn's land where the roads are yet wet and sticky and almost impassible but will be all right in a few days."

# DU PONT

## Red Cross Explosives

FOR ROAD IMPROVEMENTS

The combined use of Red Cross Explosives and modern road machinery will, in many cases,

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Save Labor and Lower Cost of Work**

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**W. N. KING, Vice-President for Texas**

It would be a very difficult matter to write the history of the Jefferson Highway and leave W. N. King out of it.

Mr. King was "At Home" to all the other directors during this meeting. For days before and during their stay he gave close attention to their proper reception and entertainment. We have no record of the miles he walked in making the visitors feel welcome and enjoy their visit, but his efforts left nothing to be desired.

Mr. King lives at Denison, seems to be proud of it and not without reason.

Mr. W. N. King, our Vice-President for Texas, made a ten strike in securing the attendance of the Highway Commissions of Texas and Oklahoma at the Denison meeting.

The interchange of ideas between the State Highway Commissioners and the Jefferson Highway Directors, will result in much immediate good work. The commissioners were outspoken in their desire to co-operate with the international directors for the production of the Jefferson Highway.

Dick Gray of Denison, a newspaper man, proved himself an adept at handling the publicity of the directors meeting in an acceptable manner. He possessed the skill to go to the heart of each subject and reveal its virile points.

## BLANKS IN OUR HALL OF FAME

It was the intention to present the photographs of the four following named gentlemen, but time did not permit.

It may be taken for granted, however, that a composite picture of those preceding, will give a reliable delineation of their sterling character and business ability.

### A. H. SHAFER, Director for Kansas

Mr. Shafer's pedigree in highway affairs runs back to the organization meeting at New Orleans and his interest has never waned since that time. He is prominent in many business enterprises in Pittsburg, Kansas, his home, and traveled 710 miles to attend the Denison meeting.

### CHARLES E. BLAIR, Proxy for H. H. Shepard

Mr. Blair's was a new face at our meeting but not a new hand at the job. He belongs in the royal purple of the Highway Family having been one of the quartette who were instrumental in bringing the Inter-State Trail into existence at a meeting which took place between midnight and dawn in 1911. Mr. Blair was a welcome addition to councils of the Highway. He traveled 1334 miles to attend the Denison meeting. His home is at Lamoni, Iowa.

### W. F. DODD, Director for Oklahoma

Mr. Dodd's connection with the Highway originated in New Orleans. His friends say he always responds to the slogan of the Highway, like a fire horse to the sound of the gong. He lives at Caddo and makes a living out of the jewelry business. He traveled 74 miles to attend the Denison meeting and took his most cherished jewel with him—Mrs. Dodd accompanied him. Under those circumstances it is a question whether that mileage should be doubled or cut out.

### FRED HORTON, Director for Texas

Mr. Horton was prevented from attendance at the first day's session, owing to sickness in his family, but saved Texas from a total eclipse, so far as attendance of state directors was concerned, by attending the second day's session.

Mr. Horton is a new member of the board and lives at the splendid little city of Greenville—is engaged in the newspaper business—is an untiring good roads worker and traveled 151 miles to attend the meeting.

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# Bethany Banquets

## Good Speakers—Plenty of Enthusiasm—Good Eats

(From Bethany Republican)

**I**N response to invitations sent out by the secretary of the Bethany Commercial Club, about 250 presented themselves at the club rooms Monday night, and listened to some of the best good roads doctrine we have heard for a long time.

A. E. King, a man somewhat advanced in years, but full of genuine good roads enthusiasm, was the first visiting speaker of the evening, and he convinced us all that he was in earnest in what he was saying. Mr. King is a member of the St. Joseph Commerce Club, and is an advanced student in the open and free academy of better American roads. He spoke in rather slow and measured tones, and every point he made went right in and clinched.

The next speaker needs no introduction to a Bethany audience, as he just lives down at St. Joseph, and is quite often up at Bethany. In fact when he hears of anything going to be pulled off up here in the way of good roads, he is just as apt as not to crank up his jitney and be here in less than three hours. Now Geo. McIninch, is a real live wire, fully abreast of the times, especially in the matter of roads, and when he sees a thing that will make for good along that line, you can bet your bottom dollar that he don't hesitate to go after it. Bethany always enjoys a visit from Mr. McIninch, and he always seems to enjoy coming up here. Yes, he is a director of the great Jefferson Highway, and you may rest assured that he is "Johnnie on the spot."

As the best is always saved for the last, the third and last speaker is so well known to all our people that he seems to be one of us. You readily know to whom we refer, it is none other than that prince of a good fellow and 16-carat booster, J. D. Clarkson, General Manager of the Jefferson Highway. If you ever get sort of down in the mouth, so to speak, and get the blues because the good roads don't come along just as fast or pleasantly as you think they ought to, get in touch with Clarkson, and if he can't fix you up so you will feel like going out and boosting and dragging, not only just in front of your own residence, but away up past your neighbor's, why you are past redemption, and should at once get out of the way of those who are not so

hardened. Mr. Clarkson is a very busy man, in fact he is on the jump almost night and day, and all his time and attention is bent in the direction of the Jefferson Highway. Among his multitude of duties he finds time to edit the Jefferson Highway Declaration, a live and interesting magazine devoted to the upbuilding of this great thoroughfare, and if you are not a subscriber, you ought to be if you live any place along this great "across continent Highway."

The three gentlemen above mentioned were accompanied by their wives, who we rather suspect came along to get a peep at the town they have heard their "hubbies" talk so much about. We were glad to have the ladies visit our little city, and hope their brief sojourn here was agreeable to them, and that they will come again. The ladies take just about as much interest in the upbuilding of the Jefferson Highway and other trails up in this county as the men do, and during the summer season there are numerous road workings in which the ladies serve dinner for the men, and say, you Hooverizing St. Josephites, you never will know what excellent cooks we have up here until you come up some time and partake of one of those out-door dinners. You have no idea how good they are; talk about your city hotel banquets, they fade into insignificance in comparison. Don't take our word for it, but drive up some time next summer and try it for yourself.

In conclusion we will say, that W. C. Cole, president of the Commercial Club presided in a very able and pleasant manner, and that the really first speaker of the evening was our own townsman and good roads booster E. H. Frisby, but as we did not get there in time to hear him, we came very near leaving him out entirely. Ezra Frisby can always be depended upon to do his part in the matter of bettering the road conditions, either by timely remarks, or by driving a span of mules, holding a scraper or using a shovel. The oyster supper at the close of the evening's exercises was greatly enjoyed by all. Taking it all in all, it was an evening of pleasant entertainment and valuable instruction and many bright thoughts were presented, some of them rather new to the most of us, and of which we will have more to say at some future time.