

All-the-Year Vacation Route of America

From Pine to Palm

JEFFERSON HIGHWAY

(International)

System of Pole Marking for Guiding the Traveler

The standard marking of the Jefferson Highway is made up of two (2) blue bands each three (3) inches wide and one (1) white band twelve (12) inches wide, the white band occupying the central position. Stencilled on the white band in two places on the pole are the black letters "J. H."

At intersecting roads on a straight-a-way, two poles are marked each side of the intersecting road.

About one-fourth ($\frac{1}{4}$) mile each way from an intersecting road, one pole is marked as a confirmation to the traveler that he is traveling on the correct route.

At turns in the road a large black letter is placed on the white band of the marking showing "R" for right hand turn or "L" for a left hand turn. Two poles are marked each way from the turn.

To warn of dangerous points in the Highway, a large black letter "D" is shown on the white band of the marking about 200 feet away from the danger point.

Railroad crossings are indicated by a large black letter "X" on the white band of the marking, one mark being placed about 200 feet each way from the railroad.

In the country the marks are placed five (5) feet above the ground while in the cities and towns they are placed seven (7) feet above the ground.

International Tourist Guide



For Further Information Write to International
Headquarters

JEFFERSON HIGHWAY ASSOCIATION

Touring Information Bureau

St. Joseph, Mo.

Elmer Smith
All-the-Year Vacation Route of America

From Pine to Palm

JEFFERSON HIGHWAY

(International)

NEW ORLEANS TO WINNIPEG

This Highway was organized in November, 1915, at New Orleans, Louisiana. It was organized for the dual purpose of providing a great north and south highway and to honor the name of Thomas Jefferson for the part he took in the Louisiana Purchase.

How well this organization has succeeded may be evidenced by the fact that nearly 2,000 miles of this highway is now hard-surfaced, the major portion being high type paving.

The Louisiana section of the Jefferson Highway is practically completed in its entirety.

Texas, with exception of two counties, in which contracts have been let, is hard-surfaced.

The road programs of Oklahoma and Missouri are progressing with rapid strides, under efficient, well-organized highway commissions.

Kansas, with exceptions of parts of three counties, is hard-surfaced. The few stretches of dirt roads are well maintained.

Iowa and Minnesota have included the Jefferson Highway in their state programs as one of the trunk highways that will be builded first. Over 750 miles connect Des Moines with the Twin Cities of Minnesota and the recreation grounds of that section. Better than 200 miles of this is concrete paving, the remainder gravel and other types.

The way is blazed by over two thousand metal signs and over twenty thousand pole marks and monograms.

As it winds its way south from Winnipeg the Jefferson traverses the rich area of the great glacial deposits in Manitoba, through Minnesota southward until it comes to the upthrust of the Ozark Mountains, thence its trend is westward around the western spurs of these mountains till it crosses the Red River into Texas at Denison. From there it takes a southeasterly course through Louisiana over the alluvial deposit of the Red and Mississippi rivers.

In its course the Jefferson not only traverses the heart of the richest country on the globe, but also one filled with romance and sentiment.

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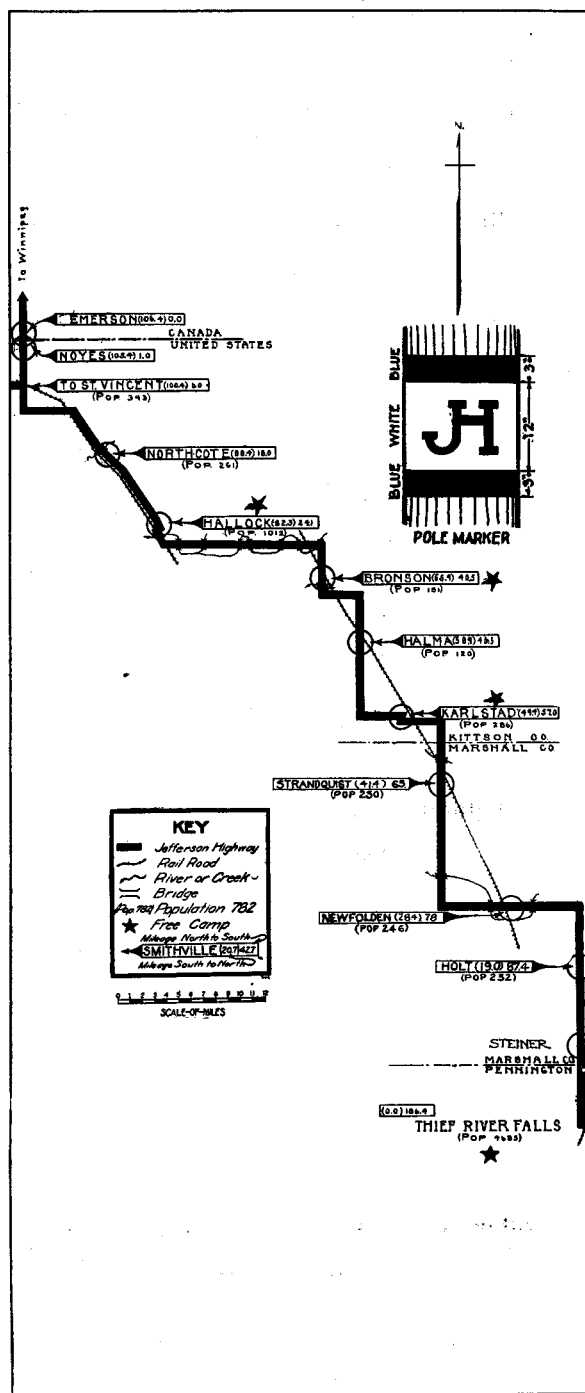
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[Stars on Sectional Maps Indicate Tourist Camps]

Section 1

Emerson, Canada, to Thief River Falls, Minn.
106.4 miles.

Travel Our Way From Pine to Palm

You Have Not Seen America

Until You Have Visited

MINNESOTA

and Viewed Some of its

Ten Thousand Beautiful Lakes

and its

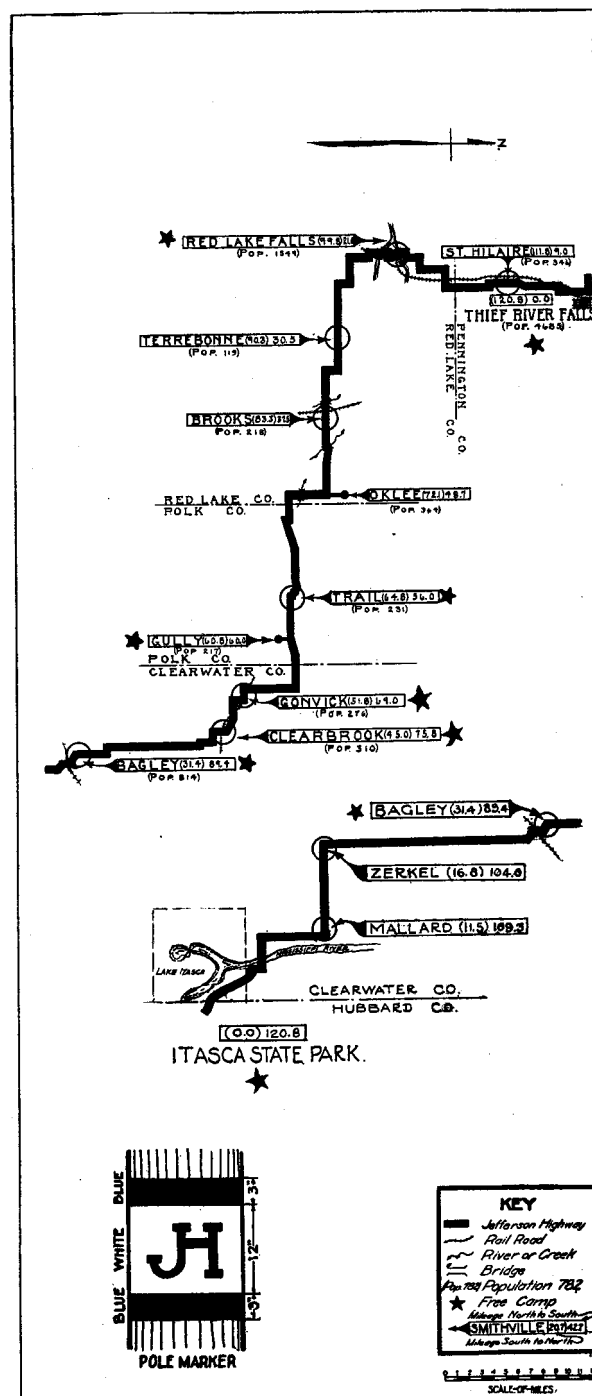
Magnificent Pine Forests

**It Is the Summer Playground of the
Nation and
Abounds in Sports and Recreation of
Every Character**

Follow The Jefferson Highway to This Tourist's Paradise

Section 2

Thief River Falls, Minn., to Itasca State Park.
120.8 miles.



Itasca Park and Forest of Minnesota

"The Source of the Mississippi"



ITASCA PARK was established by the Legislature in 1891 as a park, embracing the headwaters of the Mississippi River. There are about twenty miles of good roads within and around the park, and in addition, 42 miles of trails and paths. Easily reached by auto, mail and telephone, yet the park is so far removed from the outside world that the roar of a train never penetrates its solitudes. Good communication is maintained both in the park proper and to the outside.

Topographically, Itasca Park comprises about every graduation of terrain and condition found in Minnesota. Within its boundaries are found numerous lakes, large

stands of true primeval forests and nearly every species of wild animal, tree and plant life found in the northern part of the continent.

Besides the principal hotel building, Douglas Lodge, there are additional log buildings, a club house, a restaurant, and eleven cottages capable of accommodating one hundred twenty-five guests. These buildings are the property of the State and are leased to private parties who run them as a summer resort.

The name "Itasca Park" is misleading to some people who have the wrong conception of it. It is merely a patch of untamed forest 50 square miles in extent, where the destroying and civilizing hand of man has been stayed forever. It is a place where the conventional man of the conventional world can see country as it has lain, unchanged since the days when the Pilgrims landed.

The Itasca Park is a game refuge. Here the deer, beaver, muskrat, mink, porcupine, eagle, loon and various water fowls live unmolested and are given strict protection by the rangers and patrolmen. Bears, wolves, and wildcats are often seen by the careful observer, who is thrilled by the sight of these animals. Many things not in books are learned from the study of their habits and characteristics. The animals know that this place belongs to them and when found outside the boundaries quickly hasten back, assured that within this area they are safely guarded against molestation.

Itasca Park serves as a playground for thousands of people during the summer, who enjoy it for camping, fishing and recreation. It is being developed year by year, by funds set aside by the legislature.

The beauty of the northwoods scenery, the romantic history of this region, where we find the origin of that great river "THE FATHER OF WATERS" or the mighty Mississippi; the purity of the air, the restfulness of the surroundings, has been the inspiration of the historian, tourist, poet and novelist during the last half century.

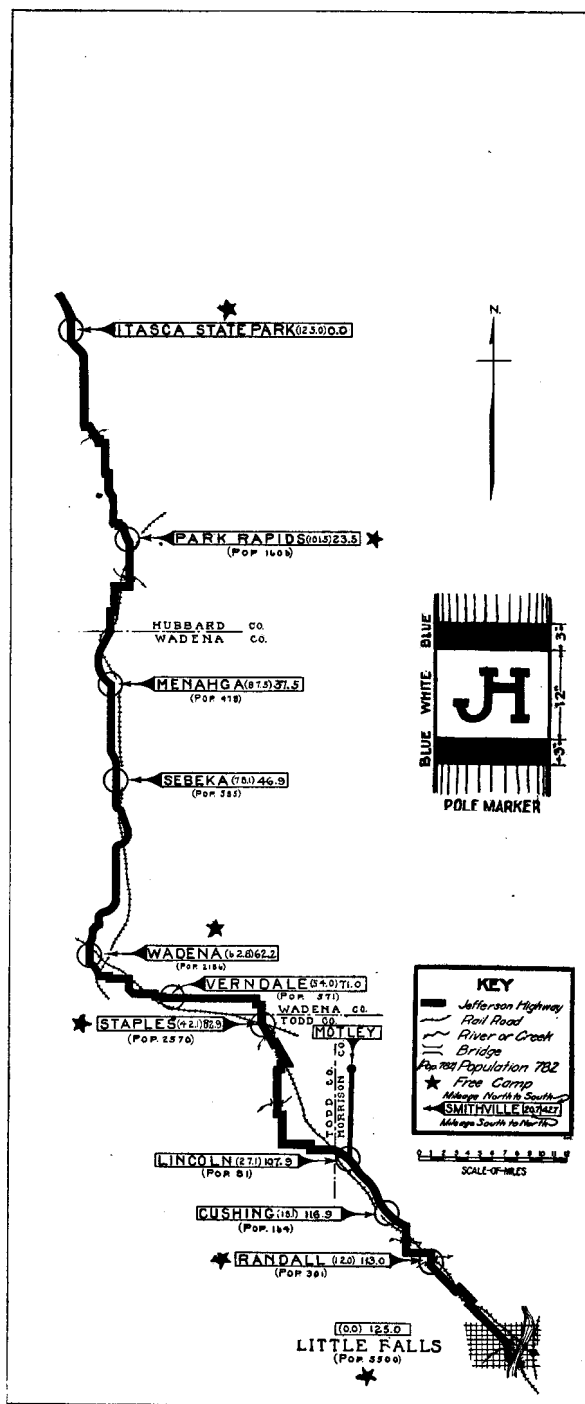
There are public places in the Park for camping purposes which are easily reached by auto. At the camp grounds the Forestry Department has a care taker in charge who devotes his entire time to the work of maintaining the grounds, regulating its use and giving information. The camp grounds in the Park are always well patronized and it is necessary to enlarge them from year to year.

A re-routing of the Jefferson Highway in 1924 takes the traveler over gravel roads straight through this wonderland of nature, leaving the north boundary of the park at the headwaters of the Mississippi. At this point the great river known to folks at New Orleans, the mouth, or other southern points, is but a small stream flowing north. This re-routing of the highway has truly made the Jefferson a trail from "Source to Mouth of the Mississippi."



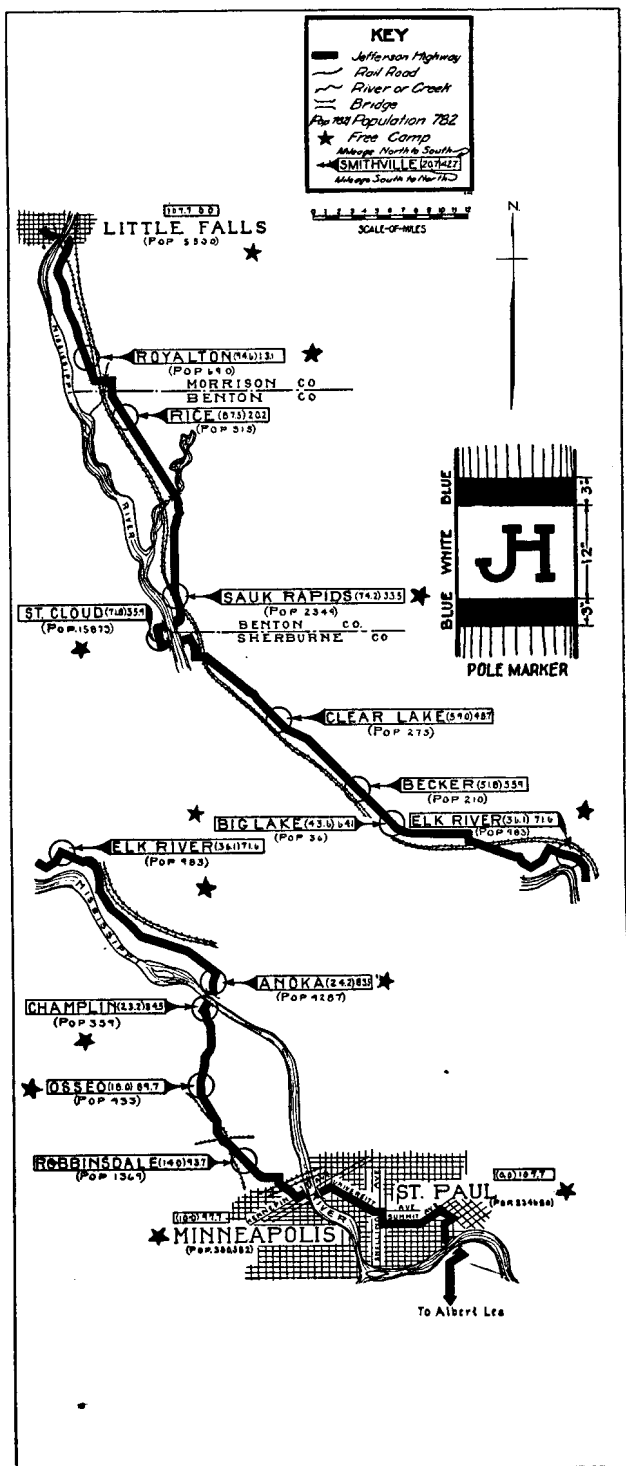
Section 3

Itasca State Park to Little Falls, Minn.
125 miles.



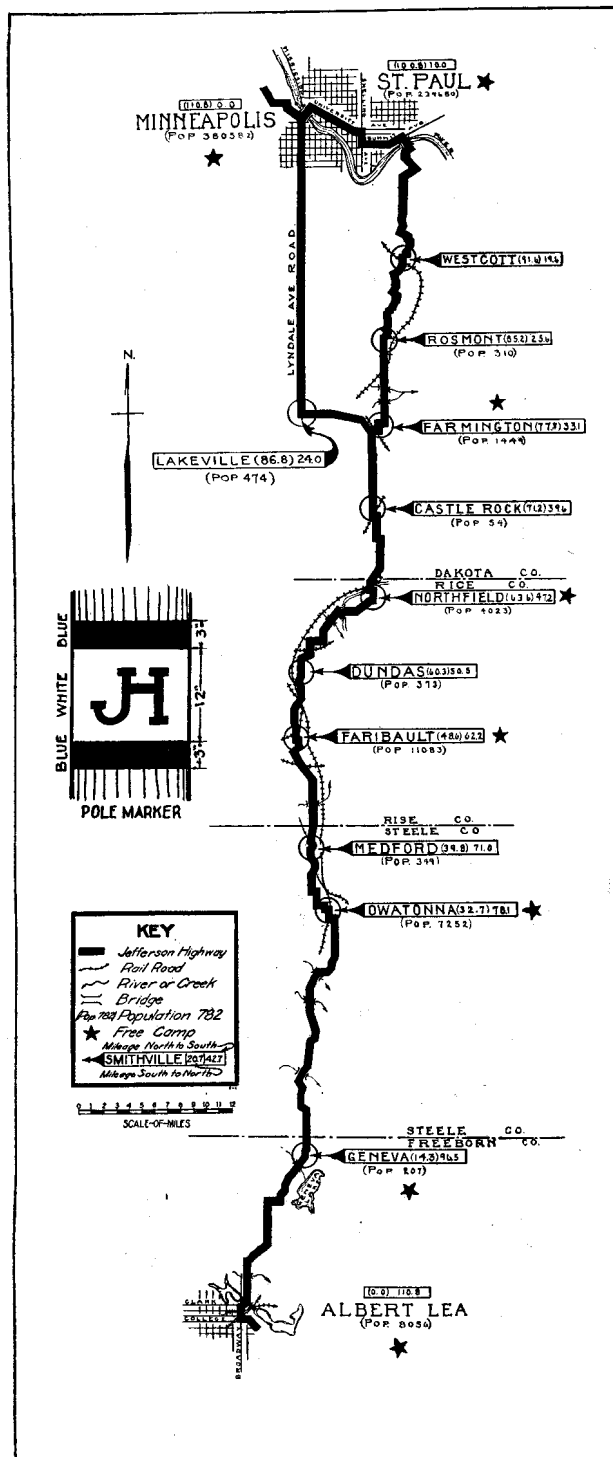
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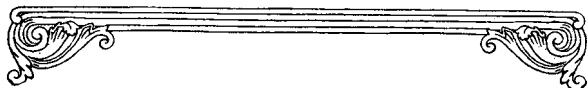
Little Falls, Minn., to St. Paul, Minn.
107.7 miles.



Section 5

Minneapolis and St. Paul, to Albert Lea, Minn.
100.8 miles.





View of cottages on the lake shore at Clear Lake.

(Splendidly situated camping grounds here also)



REST AWHILE AT CLEAR LAKE

Only twenty minutes drive off the Jefferson Highway over a smooth, macadamized road brings you to this cool, blue lake—an oasis for tourists.

Here are giant black walnut and native oak trees to shield you from the scorching sun. Here is the prettiest natural lake from which gentle, cooling breezes ever blow even on warmest, most sultry days.

Rest here awhile! You are welcome for a day or for an entire season. Pitch your tent or take one of the numerous comfortable cottages provided for your convenience.



Boating
Bathing
Fishing
Sailing
Dancing
Golf
and all
Other
Amusements

Fresh Milk, Butter, Eggs,
Ice and Vegetables
Supplied Daily

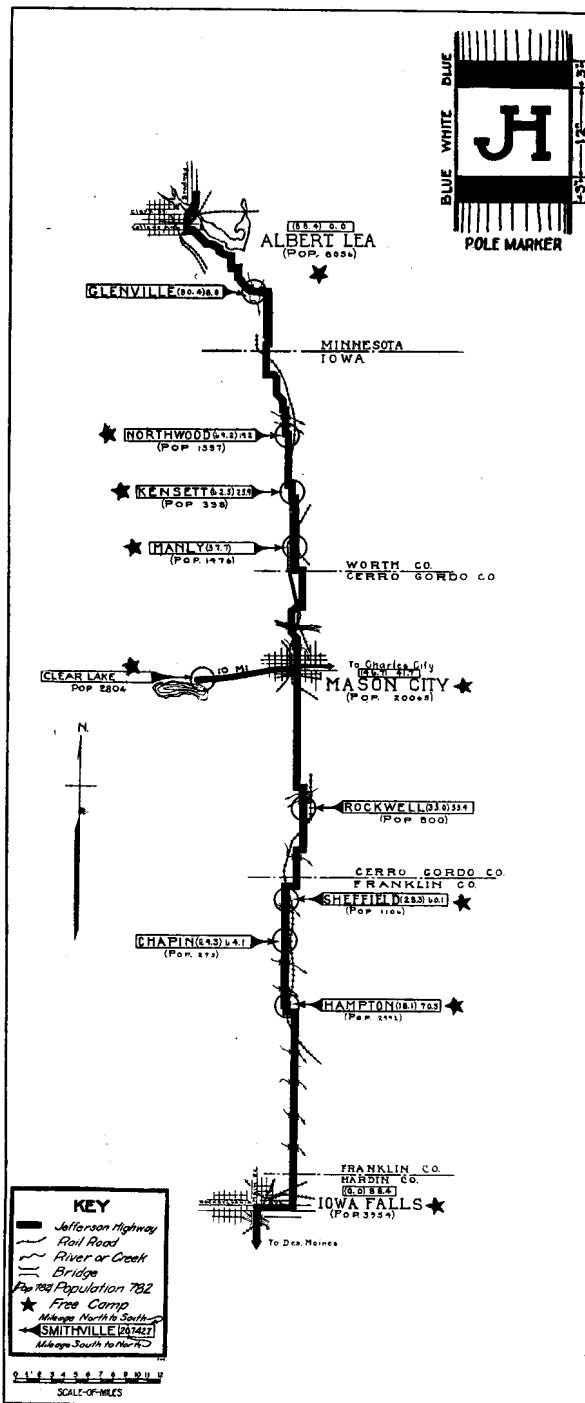
Come to
Clear Lake
The Saratoga of the West
Iowa

Inquire about cottages from TOURISTS COTTAGE CO.
or write to CLEAR LAKE COMMERCIAL CLUB



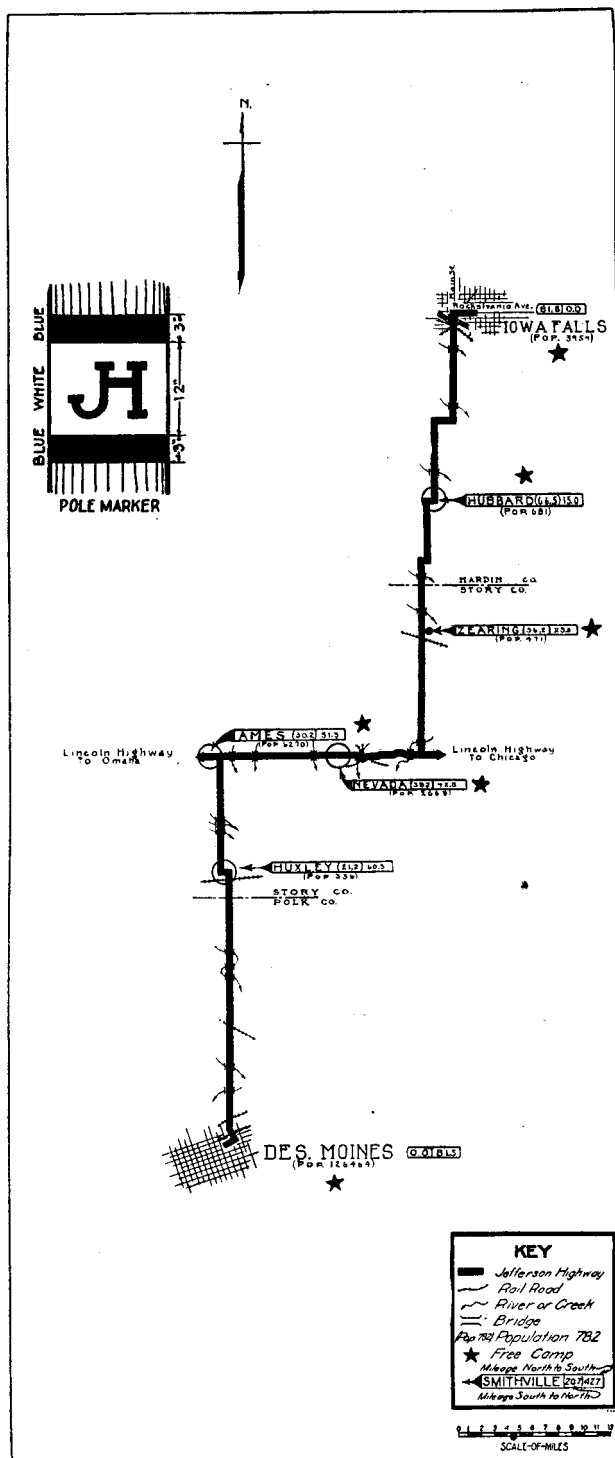
Section 6

Albert Lea, Minn., to Iowa Falls, Iowa.
88.4 miles



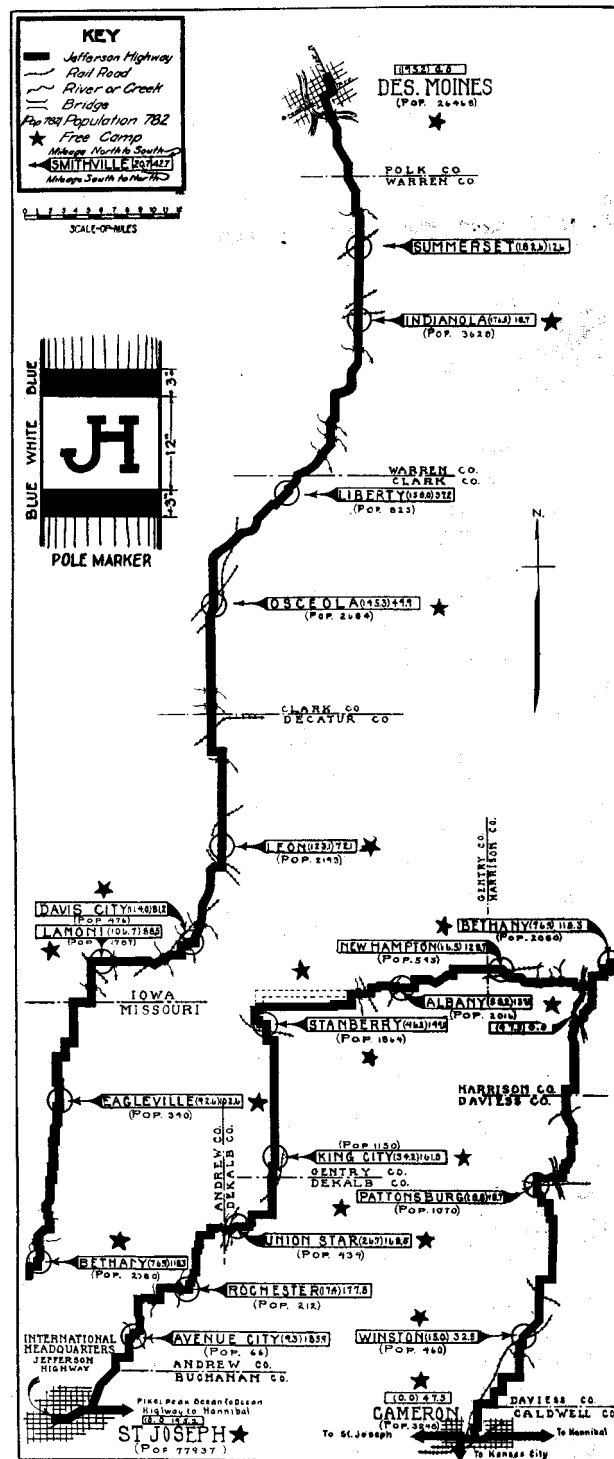
Section 7

Iowa Falls, Iowa, to Des Moines, Iowa,
81.5 miles.



Section 8

Des Moines, Iowa, to St. Joseph, Mo. 195.2 miles.
Des Moines, Iowa, to Cameron, Mo., 165.8 miles.



JEFFERSON HIGHWAY ALL THE WAY

No highway in America gives a more comprehensive idea of the natural beauty and vast resources of this continent than the famous and popular Jefferson Highway.

Stretching from Winnipeg, Canada, in the north, to New Orleans in the south, it offers a panorama of scenery that is unsurpassed for variety and beauty.

Representative of the world in that it passes through climates and countries to which many nationalities have been attracted, it is still more representative of America—the cosmopolitan.

Filled with history and romance telling the story of progress, it presents in a fascinating manner localities of the greatest interest.

It is truly the vacation route of America—every mile rich in natural wealth, rich in points of historic interest and scenic beauty.

Throughout its course, the J-H monogram with blue and white markers guide you clearly over miles and miles of almost perfect roadway, offering you an enjoyable opportunity to see America from Pine to Palm.

Our travelers information bureau will assist you in planning your trip.

For literature covering the highway, or information regarding cities or resorts traversed, write to international headquarters:

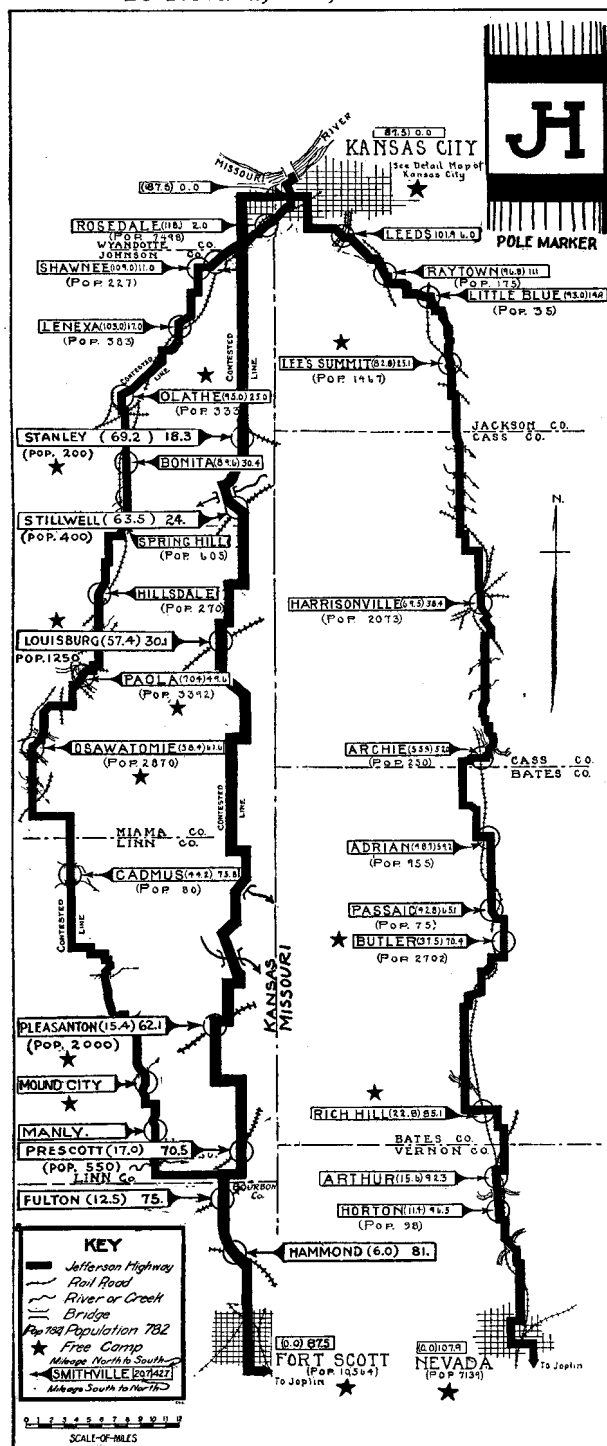
JEFFERSON HIGHWAY ASSOCIATION

Touring Information Bureau

ST. JOSEPH, MO.

Travel Our Way From Pine to Palm

Section 10 Kansas City, Mo., to Fort Scott, Kansas, 87.5 miles. To Nevada, Mo., 107.9 miles.



COME TO THE OZARKS

"The Land of a Million Smiles"

The Ozarks have come into their own as the Playgrounds of America. The very fact that each year has found a far greater number of vacationists and health seekers than the preceding year, and that a probably larger percentage of pleasure seekers have chosen the Ozarks as a permanent vacation land than any other region is proof of not only the growing popularity of this wonderful area but of its claim as the Real Playgrounds of America.

This wonder region in the southwestern part of Missouri and the northwestern part of Arkansas is traversed by the beautiful Ozark Mountains, the oldest mountain range in America. With its beautiful, fertile valleys, the lazily ascending hills and the wooded mountain peaks, this region offers a versatile beauty which tourists proclaim is not surpassed in any resort section. The Ozarks are not known for their height or their grandeur. But they possess a beauty of color which other mountain ranges cannot claim. There are no barren mountain sides or peaks. Beautiful wild flowers and heavy green foliage of countless green hues creep to the very tip of each peak to give an indescribable touch to Nature's wonders and to create a region which has been chosen by numerous noted authors as settings for their "best sellers."

With an altitude ranging from 1,000 to 2,500 feet, the Ozark Mountains have a summer climate which proves a boon to residents of the warm Middle-West and South and a happy comfort to those from the coast or northern regions. The mountain breezes make the days pleasant and produce wonderfully cool nights that guarantee refreshing sleep.

Few regions possess such wonderful opportunities as the Ozarks offer for swimming, bathing and boating. The numerous magnetic streams and lakes are not prohibitive in coldness, as is common to snow-water streams, and yet they are fresher than those of many lake regions, proving both delightful and invigorating.

The Ozarks have gained the reputation of offering some of the best fishing streams of the United States and fishermen are found here from the four corners of the country.

In decided contrast to that of other resort regions is the Ozark vacation season. Beginning with the first of May and ending with November 1, the Ozarks offer an ideal climate for vacations. And tourists have come to realize that any period of the six months finds the region ideal for sports and pleasures.

For further information and literature address:

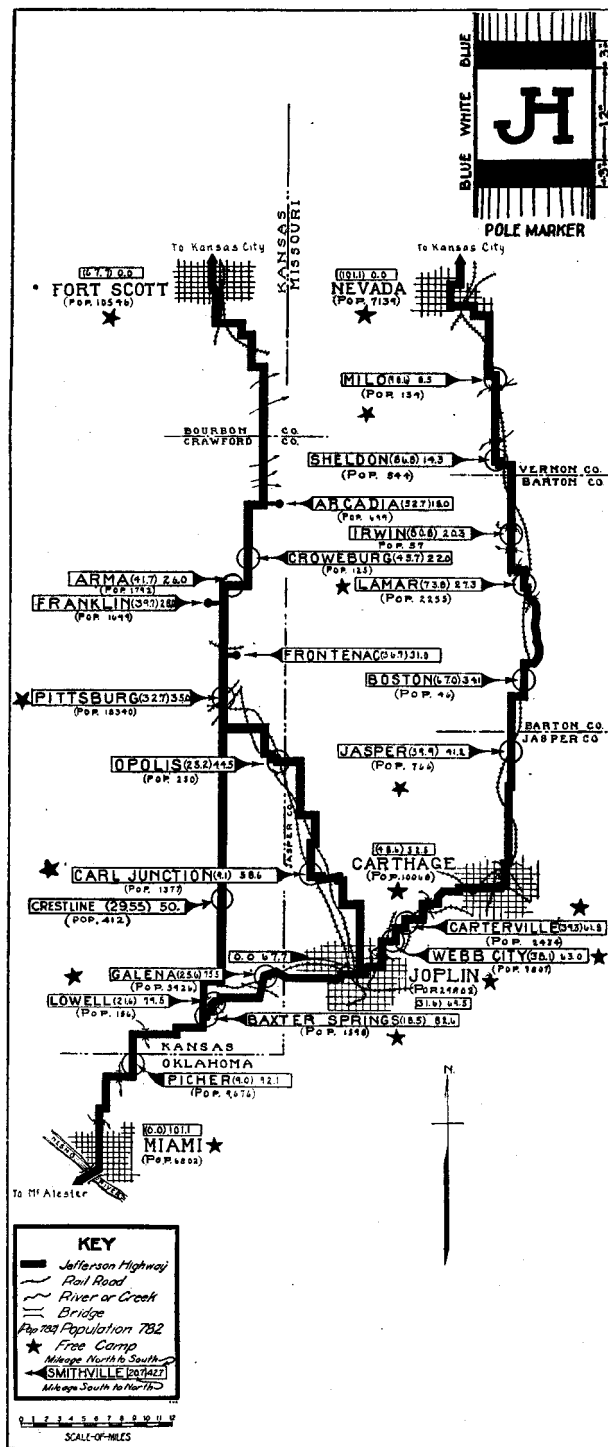
Ozark Playgrounds Association

Section 11

Fort Scott, Kansas, to Miami, Okla.,

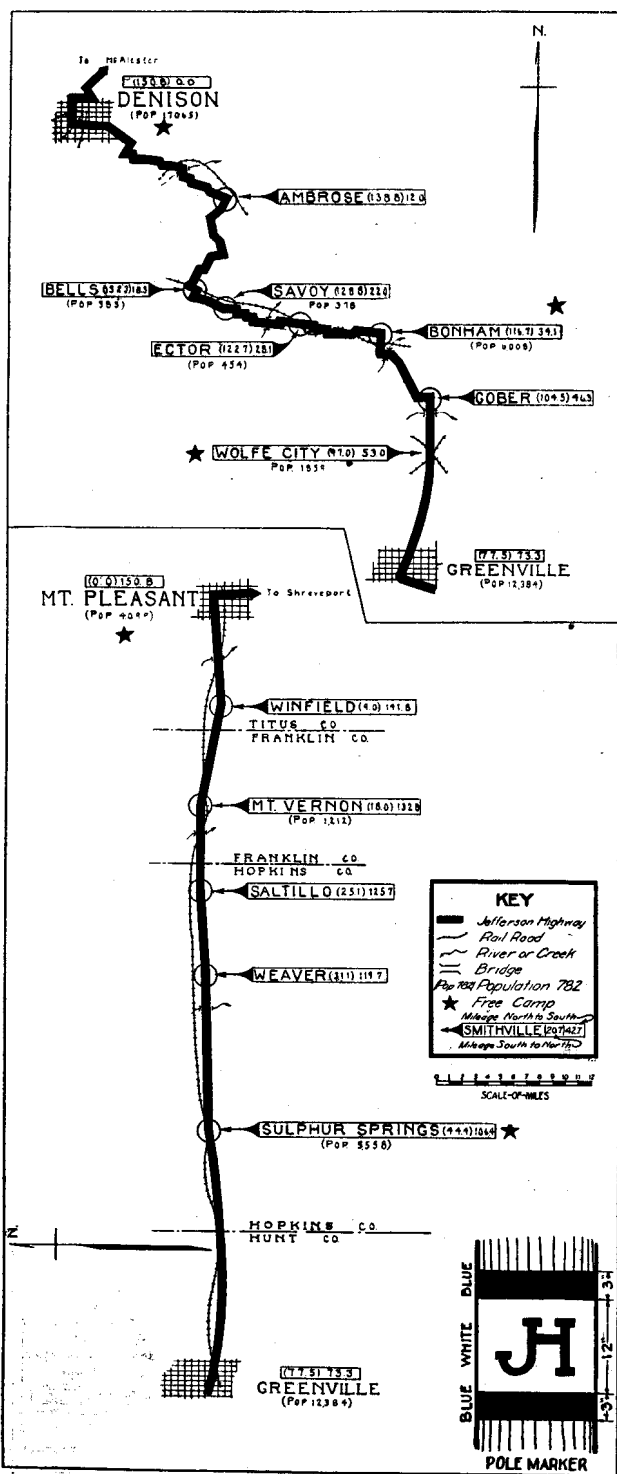
67.7 miles.

Nevada, Mo., to Miami, Okla., 101.1 miles.



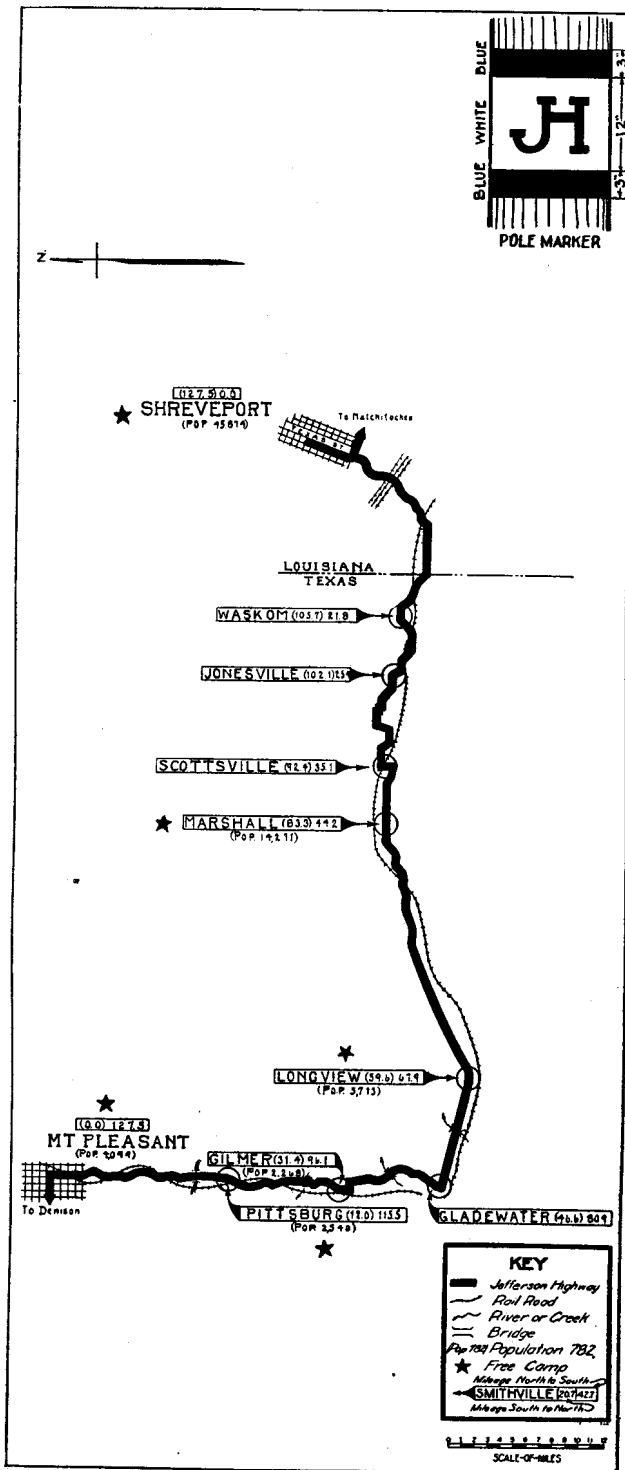
Section 14

Denison, Texas, to Mt. Pleasant, Texas,
150.8 miles.



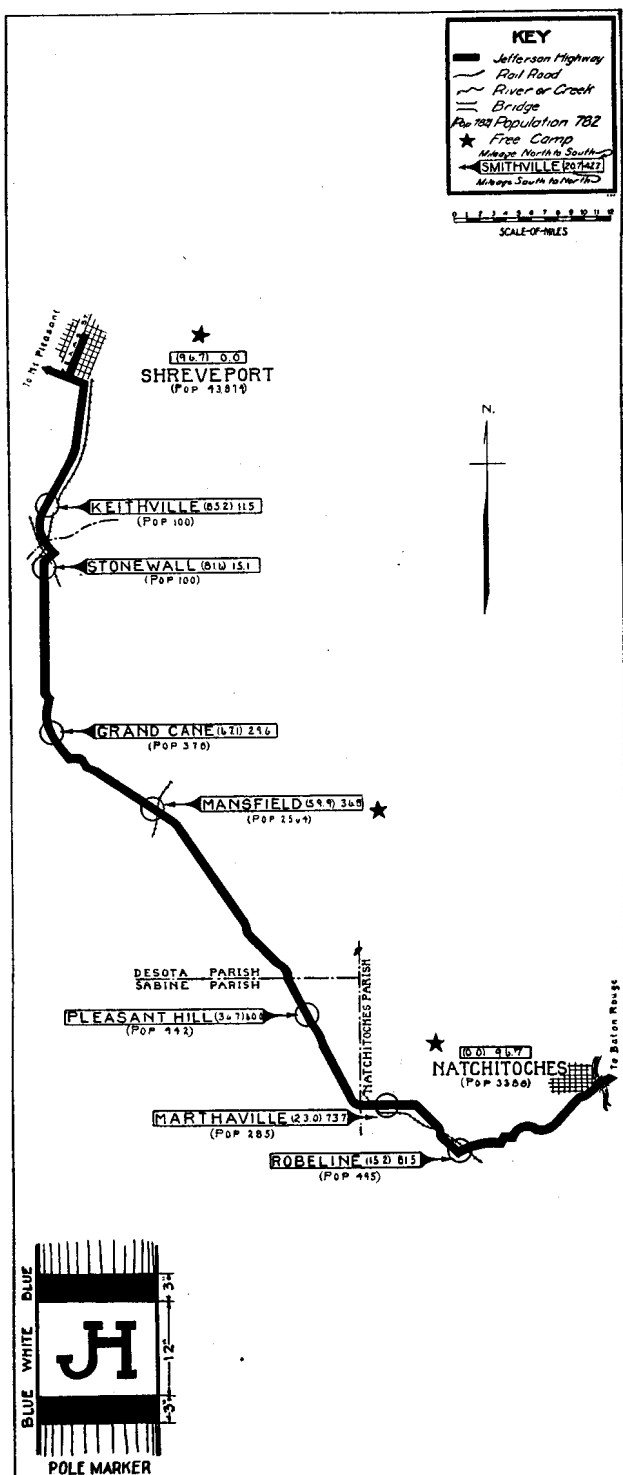
Section 15

Mt. Pleasant, Texas, to Shreveport, La.,
127.5 miles.



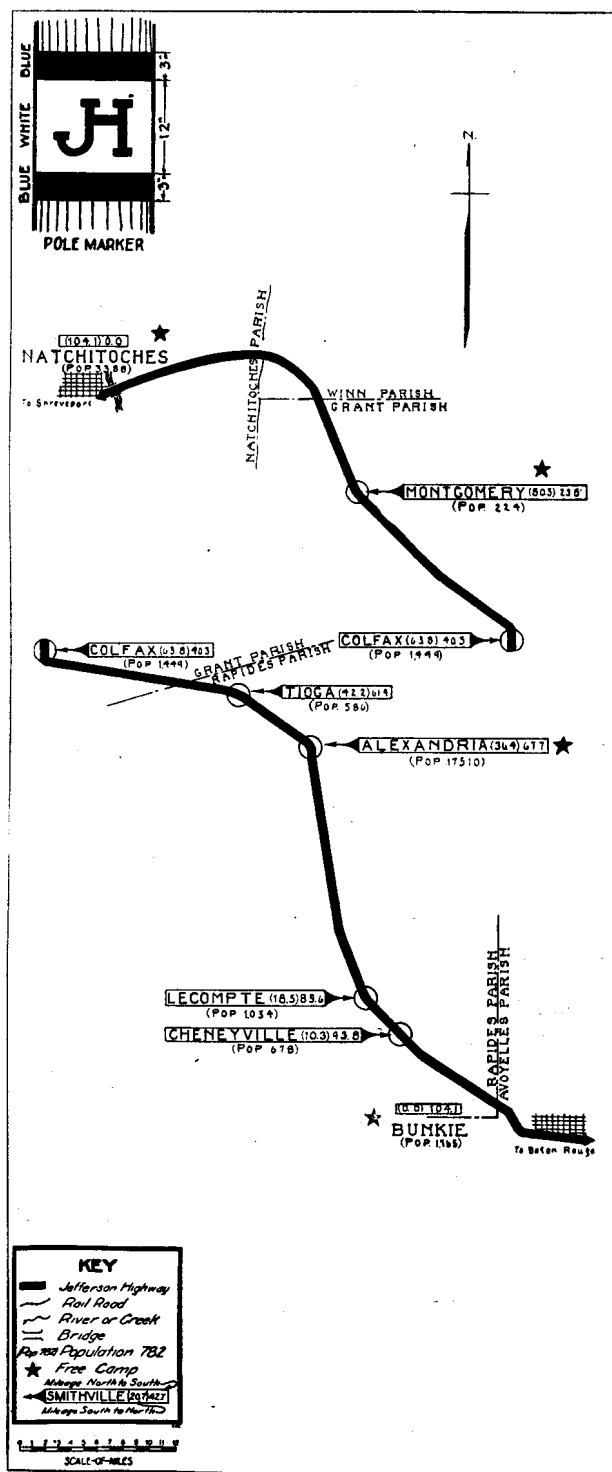
Section 16

Shreveport, La., to Natchitoches, La.,
96.7 miles.



Section 17

Natchitoches, La., to Bunkie, La.,
95 miles.



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Early logs of the Jefferson Highway will show a material difference as to mileages in comparison with the present. Where roads have been improved there has been a decided shortening, due to the elimination of curves and unnecessary detours and the mileages between points and between the two terminals of the Jefferson Highway will therefore continue to change as we more nearly approach our ideal of a hard-surfaced road from Winnipeg to New Orleans.