Lincoln Highway Landscape Interpretation Manual

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2002

Lincoln Highway Special Resource Study

National Park Service

Two generations of Lincoln Highway eastbound into Philadelphia, Pennsylvania.

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Introduction

This manual is a reference guide to support the Summer 2002 reconnaissance survey of cultural and historic resources along the entire length of the Lincoln Highway, America's first transcontinental automobile road. Highway features considered for the survey reflect a period of significance that extends from 1913 to 1956. All elements can be grouped into one of three National Historic Landmark categories: 1) **Buildings**, 2) **Objects**, and 3) **Structures**. The specific features that fall into these categories are described within this manual. The integrity of each feature is to be evaluated using the seven part criteria developed by the National Register of Historic Places, including: Location, Design, Setting, Materials, Workmanship, Feeling, and Association. A surveyed feature should meet at least four of the seven qualifications of integrity to be included in the survey.

Specific information about each surveyed highway feature will be recorded on a Lincoln Highway Special Resource Study Reconnaissance Survey Form. Each surveyed feature will be photographed with a digital camera, and located on 1:24,000 scale field maps. The forms, camera disk, and field maps will be returned to the Indiana University of Pennsylvania's Spatial Science Research Center where the information will be tabulated and entered into National Park Service's Lincoln Highway Geographic Information System. Identification numbers are critical to the survey procedure so that the proper forms, photos and locations can be determined for the right feature.

1. Survey Form Identification Numbers

a) The Survey Number

Each surveyed highway feature will have a unique identification number to be recorded on the cover of the Survey Form, and at the proper location on the field map. Each of the fourteen Lincoln Highway states are given a thousand block of survey numbers arranged east to west in the following way:

New York	1000
New Jersey	2000
Pennsylvania	3000
West Virginia	4000
Ohio	5000
Indiana	6000
Illinois	7000
Iowa	8000
Nebraska	9000
Colorado	10000
Wyoming	11000
Utah	12000
Nevada	13000
California	14000

The survey sites are to be numbered consecutively from east to west within each state. For example, the first –or easternmost- survey in New York will be '1001' followed by '1002' and so on. The first, or easternmost, survey in New Jersey will '2001' regardless of the number of the last, or westernmost, survey in New York. Although this is the intended scheme, the implied direction of the numbers will depend on the direction of the survey team's route, which will be generally east to west, but may require some west to east travel. Each survey identification number will also include a letter abbreviation representing the type of feature surveyed based on the following code:

G = Gas station, Building
F = Food (restaurant), Building
L = Lodging, Building
B = Bridge, Structure
R = Road, Structure
O = Other (auto showroom, drive-in theater, etc.), Building
OB = Object (e.g. Lincoln Highway marker, commercial sign, public monument)
S = Site

As an example, '12015G' would represent the 15th site surveyed in Utah, in this case, a gas station.

b) Photo Identification Numbers

Each surveyed highway feature will have at least one accompanying digital photograph, but many surveys will have more than one. To ensure that the correct photograph is associated with the proper form, each photo will be assigned a sequential identification number beginning with the Survey Number of the feature. Photograph Identification Numbers '9025B-01,' '9025B-02,' and '9025B-03' would refer to the first, second, and third photographs taken at the 25th site surveyed in Nebraska, which would be a bridge (B). A short description of the photograph's orientation should follow each Photo Identification Number, such as "from west," or "east side."

2. Mapping the Survey Site

Each highway feature surveyed needs to be located on the field map with a point (all buildings, bridges, and objects), or a line (all roads, roadway remnants, and road landscape vistas) labeled with the Survey Number. A Site Map sketch must also be drawn for each completed survey form. The Site Map must include the Lincoln Highway, the nearest cross street (if applicable) labeled with its name and distance to the site (if not on the corner), and a compass rose showing the direction of north. The USGS Quad Name required, refers to the Field Map page number the surveyed site is located on.

3. Narrative

Narratives should be short, and include the same descriptive terms used in this manual. The Building narratives should include the style period, and a concise description of the architecture and construction materials. For example, 'two-bay, white porcelain-enameled Modern oblong box' is enough narrative for a c. 1950 Modern gas

station with those characteristics. Object narratives should describe material, title and/or purpose of the memorial or monument. Bridge narratives should further describe the bridge type, and material. Roadway narratives should describe the feature's salient characteristics. Landscape Vista narratives should include a synopsis of the cultural and natural landscape attributes that stimulated the survey. The characteristics of the Lincoln Highway traversing the Landscape Vista should be part of the description.

Building Narrative Terms

Period, building style, and building type terms to be used in the Survey Form Narratives are listed below. This is not necessarily a complete list of all the buildings or styles that will be encountered, but a list of official terms to be used for the sake of consistency whenever any of the following are found.

STYLE PERIOD TYPES:

1. Pre-Auto (pre-1900)
- Vernacular
- Georgian
- Federal
- Greek Revival
- Italianate
- Victorian Gothic
- Second Empire
- Queen Ann
- Romanesque
- Spanish Mission
- Tudor Revival
- Colonial Revival

2. Early Auto (1900-1940)
- Main Street Conformist
- Domestic/Vernacular
- Neoclassical/Beaux Arts
- Whimsical
- Spanish Mission
- Tudor Revival
- Colonial Revival

3. Moderne (1925-1940)
- Art Deco
- Streamline

4. Modern (1940-1960)

5. Exaggerated Modern (1955-1965)

BUILDING TYPES:

1. Gas:

Garage
Gas Station (with or without canopy and/or garage bays)

2. Food:

Restaurant
Diner

3. Lodging:

Tavern
Hotel
Downtown Hotel
Cabin Court
Motel

4. Other:

Auto Showroom
Drive-in Theater

I) BUILDINGS

The buildings that contribute most toward the historic and cultural interpretation of the Lincoln Highway are those housing motorist services constructed within, and still reflecting, the highway's period of significance, 1913 to 1956. The majority of these buildings fall into one of three classes, gas, food or lodging. There are others, however, such as automobile show rooms and drive-in movie theaters. Housing the services most required by traveling motorists, these auto-oriented buildings are the tangible result of the relationship between the Lincoln Highway and the built environment it helped to create.

Roadside Commercial Architecture

The most salient feature of roadside commercial architecture is that it is ephemeral. Roadside styles are designed to catch the attention of passing motorists, clearly present to them the services housed within, and instill within them a positive impression, all within the few seconds the business is visible. Generally, speeds were lower and competition less further into the past, so building styles and forms tended to conform to the dominant regional trends in vernacular and high style architecture. As motor vehicle speeds and competition increased, businesses made a more concerted effort to use building style as advertising, and to distinguish them selves from the competition. Throughout the 20th century, roadside businesses frequently remodeled to look up-to-date, especially in comparison to their un-remodeled competitors. Styles favored easily recognized elements from the latest interpretation of modernity, a progressive cultural construct readily associated with the automobile. Roadside architectural styles associated with the period of significance can be grouped into five chronological periods: Pre-Auto, Early Auto, Moderne, Modern, and Exaggerated Modern[i]. Each of these style periods can be identified by recognizable architectural elements related to the retailing of gas, food and lodging along the roadside.

1. Pre-Auto Roadside(Pre-1900)

The Lincoln Highway and the automobile inherited a pre-auto built environment that was subsequently adapted to the needs of the new mode of transportation. As a result, Pre-Auto buildings re-oriented toward the automobile were an important –even dominant- part of the early Lincoln Highway. Chief among these were in-town hotels, and the roadhouses, taverns and inns built along 19th century turnpikes. After a long period of rail-induced dormancy, many of these turnpike taverns were re-awakened to a new life providing food and lodging –and in some cases even gas- to early 20th century motorists. Although some continue this service as modern day bed and breakfasts, most have once again passed into idleness. Whether operating or idle, those that are extant stand as interpretive memorials to the early Lincoln Highway.

Pre-Auto Hotels

Before the automobile, the average mid sized town contained several types of lodging facilities projecting a variety of revival styles. From boarding houses to

prestigious hotels, the number and diversity of lodgings are too great to field identify without exhaustive research and documentation.[ii] The surveyor needs only to consider the obvious hotel buildings in any given community. These buildings tend to be the larger and more elaborately styled relative to the size and appearance of the other buildings in town. The more substantial hotels are typically located in the oldest and more central parts of the downtown, or proximate to former railroad stations.

The Victorian era hotel is likely to have three or more floors with larger windows and more architectural detailing on the first floor, row upon row of identical windows for the successive floors, and topped with a heavy cornice or roof reflecting one of the revival styles. A bracketed, Italianate cornice, or Second Empire mansard roof is common as these were the dominant styles when many of the commercial buildings downtown were being constructed. In the older, eastern towns, Federal or even Georgian style hotels can be found, typically gable-ended with dormers and constructed of red brick. Toward the west, Spanish Mission style is more common with white, stucco walls, parapets, red pantile roofs and arched openings.

Pre-Auto Taverns and Inns

Pre-Auto taverns built along the edge of 18th and 19th century wagon roads and turnpikes are more likely to be found along the Lincoln Highway east of the Mississippi rather than west. Most taverns date to the period of westward expansion that preceded the building of the railroads. Lincoln Highway predecessors like the Philadelphia-Lancaster Turnpike, and its westward Pennsylvania Road extensions were the busiest roads in the country during the late 18th and early 19th centuries. Roadside taverns and inns offering food, lodging and livery averaged one per mile on the Lancaster Pike,[iii] and many still stand.

Built in 1767, the Jean Bonnet Tavern in Bedford County, Pennsylvania, had a second life with the arrival of Lincoln Highway traffic in the early 20th century.

Extant Pre-Auto taverns and inns are most likely to be founded along isolated sections of Lincoln Highway, at the center of crossroad hamlets, or enveloped by more recent suburban commercial development at the edges of towns. Many have the appearance of over-grown farmhouses set closer to the road. Georgian, Federal and vernacular styles are dominant with stone, double-piled, four-square plans and their expanded counter parts more common in the East, and single-piled brick or frame extended I-houses more common in the Midwest.[iv]

2. Early Auto Roadside (1900-1940)

The automobile began to alter the commercial roadside nearly upon arrival around 1900. New products, such as tires, auto parts, oil, greases, and especially gasoline needed to be stocked and sold as commonly found low order goods. Dirty, and road weary motorists required food and lodging that were less formal than existing restaurants and hotels, while also being able to accommodate their space-consuming automobiles. Because these services were unprecedented, the buildings constructed to house them were both conformist and experimental. Conformist commercial buildings of the Early Auto era adapted pre-existing architectural styles, forms and locations to the automobile and its motor-bound patrons. This approach eventually proved to be less than satisfactory, and other more experimental structures were constructed in an attempt to find an auto-appropriate architectural style and form.

The gas, food, lodging and other auto-related buildings from this period reflect one of four architectural types: 1) ***Main Street conformist***, 2) ***Domestic/vernacular***, 3) ***Neoclassical/Beaux Arts***, and 4) ***Whimsical***. Although the trend toward modern styles began in the 1920s, the occasional Early Auto building was still being constructed into the 1940s. ***Main Street conformist*** buildings were set to the same sidewalk build-line as the rest of the Main Street commercial row[v] with facades that reflect the same storefront-upper stories-cornice arrangement that had become institutionalized as the look of Main Street America. Off-street parking was virtually non-existent. Early Auto buildings also drew heavily on ***domestic*** imagery, especially for gas, food and lodging businesses located beyond downtown. The traditional, single-family house projected a friendly, non-threatening appearance to a new motor-bound clientele not yet accustomed to life on the road.[vi] Domestic imagery was also easy to execute, and frequently favored regional vernacular forms local builders were familiar with. The automobile arrived at time when the eclectic, Victorian revival styles were being replaced by the more formal, and monumental ***Neoclassical*** -or ***Beaux Arts***- style. The City Beautiful Movement spread the highly adaptable Beaux Arts form through city, town and country, lending dignity, respectability and assumed stability to an embryonic and as of yet fly-by-night commercial roadside. Extant ***Neoclassical*** examples are mostly represented by downtown hotels and the occasional garage. ***Whimsical*** mimetic, or programmatic, roadside architecture reflected a time when a leisurely drive through the country was akin to a trip to Coney Island. Both used ***whimsical*** building forms, such as giant coffee pots, milk bottles and ships, to grab the attention of passing customers with an obvious and fantastic visual link to the product, service or exotic atmosphere being peddled. Extant examples are rare, but easily recognized.

Early Auto Gas Stations

a) Main Street Garages

Although the Early Auto roadside was not without its examples of ***whimsical*** and ***Neoclassical*** gas stations,[vii] few if any of these survive on the Lincoln Highway today. More common are the ***Main Street conformist*** garages and cottage-like ***domestic*** stations. Of the 317,232 gasoline retail outlets tallied by the American Petroleum Institute

in 1929, 38% were drive-in service stations, 35% were garages, motor vehicle dealers, or accessory/tire dealers, and 12% were country general stores.[viii] Implied by the statistics is the fact that approximately one third of the gasoline outlets along the Lincoln Highway during the 1920s may have been in-town garages and dealerships with curbside pumps. Although the pumps have long since been removed, the garage's substantial form and location in the Main Street commercial row has allowed many of buildings to survive. In addition to the servicing and storage of automobiles, many garages also sold new or used cars either as a sideline or as a main part of the business requiring a first floor showroom for the formal presentation of latest models.

The former Early Auto, Main Street garage can be detected by its facade, front openings and expansive roof. The facade is typically made of brick or stucco pierced by a prominent garage entranceway. Many of these garages have been converted to other uses,

The Lincoln Garage in Fallsington, Pennsylvania exhibits the parapet façade typical of Early Auto garages.

The 1924 Plank Garage in Gettysburg, Pennsylvania is a two story, Main Street conformist Early Auto Garage.

with the entranceway altered into a pedestrian entrance or window. Although the garage entranceway is prominent, the small size of early automobiles cause the dimensions of this opening to be much less than expected by today's standards. The top of one and one-and-one-half story garage facades commonly terminate in a parapet that extends like a false front above the roof ridgepole. The parapet may be stepped, slanted or curved if brick, or conform to a Spanish Mission design if stucco. Behind the facade, an expansive gable-front roof usually covers the entire garage area.

Two story garages may be topped with parapets, but another common form is to have a full floor of rooms with a row of windows piercing the facade above the entranceway. In this case, it is just as that the garage be crested with a cornice as a parapet. Many two- story garages also have recessed entrances in which the suspended second floor is supported by pillars. For corner garages, only the corner of the second floor may be canopied to allow access from the side street. Evidence of a fuel island may be found within the recess. Early Auto garages did not usually conform to an overall design, so their architectural characteristics can vary widely.

b) Domestic Gas Stations

The ***domestic*** cottage gas station is the most prolific of Early Auto buildings still standing along the Lincoln Highway today. The dangers and increased congestion incurred by dispensing gasoline along in-town curbsides had become apparent by 1920, as did the inadequacy of ***Main Street conformist*** designs for motor vehicle service stations. The first architect-designed filling station with an off-street lot opened on the Lincoln Highway in Pittsburgh in 1913. Others quickly followed, and the favored form was decidedly house-like. The domestic appearance was not only a way to project trust and friendliness to potential customers, but also a way of fitting into the newer neighborhoods of similarly designed bungalows and revival houses being built at the edge of town.[ix] The single office and rest room ***domestic*** filling station was typically constructed of frame, brick or stucco. Although gable and flat roofs were not uncommon, hip roofs were favored. The house stations were built with or without canopies that extended toward the front as an extension of the roof. The canopy rested on one or, more commonly, two pillars at the fuel island. A Spanish Mission house-with-canopy variant was popular toward the west, which can be identified by its stucco walls, red pantile roof and occasional arched openings. Another common variant was the English Tudor cottage, having steep, gabled roof planes, chimney and usually without canopy. English Tudor style was a popular architectural idiom for wealthy railroad suburbs in the late-19th and early-20th century. Topped with a prominent blue roof, the style was adopted as the standard design for all Pure Oil gas stations in the 1920s.[x] By the 1930s, the cottage gas station had incorporated service bays. The first bays were grafted onto pre-existing stations as flat-roofed, utilitarian, cinder block additions. Later, service bays were integral to the Domestic design of the station.

This hip roof canopy gas station is on the Lincoln Highway in Jefferson, Iowa.

The English Tudor cottage filling station was typically built without a canopy. A Modern service bay was subsequently added to this Boone County, Iowa example.

A final, but important, variant of the Early Auto ***domestic*** gas station comes in the form of vernacular buildings operating as one-stop service stations providing some combination of gas, food, lodging and low order groceries and dry goods. The American

Petroleum Institute would have classified many of these businesses as country general stores, and by the 1920s, it was a rare country store that did not have a pair of gasoline pumps out front. Surviving Lincoln Highway examples are typically found at the intersection of rural, crossroad hamlets. Smaller examples are one-story frame structures. Larger examples tend to be fairly commodious, two or three story frame structures, having typically housed the proprietor's family in addition to the sales, service and storage space. The oldest vernacular buildings pre-date the automobile and have gable or hip roofs, sometimes accented by a front cross gable, or other minimal revival style details. The property may also contain a separate gable or flat roof shed of a later vintage that housed garage service bays, some large enough for truck repairs. It was common for these larger, country roadhouses to have had a row of cabins around back for over-night accommodations.

c) Early Auto Dealerships

Early Auto dealerships are a related building form important to the interpretation of the urban Lincoln Highway. In addition to the opulent showroom floor, numerous dealerships maintained curbside gasoline pumps, and repair facilities like their garage counterparts. The larger dealerships were constructed with multiple floors to handle inventory, and in some

Now Duster's Brew Pub, the Gottberg Auto Company was an Early Auto showroom and garage in Columbus, Nebraska.

Albert Kahn designed this Baum Boulevard showroom located within Pittsburgh's Lincoln Highway automobile row.

instances the final assembly and preparation of vehicles arriving by rail. In the largest Lincoln Highway cities showrooms and other auto-related businesses agglomerated to form "automobile rows"[xi] along the main streets heading into the business district, the same streets used by the Lincoln Highway. Architects, such as Albert Kahn, designed some of the most prestigious showrooms anchoring the automobile row. The Early Auto showrooms are commodious, multiple floor commercial blocks with the appearance of factory lofts. The upper story windows on such buildings are large and multi-paned, but the showroom windows on the ground floor are inevitably plate glass. The buildings are typically of brick or reinforced concrete with terra cotta being the favored decorative facing material. Bas-relief tiles depicting automobile motifs, liked winged wheels, are occasionally found.

Early Auto Lodging

a) Downtown Hotels

The neoclassical Hotel Yancey functioned as Grand Island, Nebraska's flagship hotel during the Lincoln Highway's Early Auto period.

The downtown hotel may have not been ideally suited to the road dust-covered automobilist seeking independence and informality,[xii] but they were nonetheless a major element in the roadside pantheon of gas, food and lodging throughout the Early Auto period. An American Automobile Association survey found that 75% of its members frequented hotels in 1929.[xiii] The downtown hotel was still the preferred lodging for the well-heeled early Lincoln Highway traveler who was more likely to complain about the *lack* of such accommodations along more remote, western stretches of the road. The downtown hotel reached its peak in size, number and prestige during the early twentieth century, contemporaneous with the rise of the automobile. As such, right from the hotel's opening the motorist was actively lured as a customer with countless advertisements in motor guides, and arrangements made with nearby garages for storing and servicing the automobiles of guests. Of the dozens of lodging ads in the 1924 *Complete Official Road Guide of the Lincoln Highway*, all but a few are for established downtown hotels. Even with this conscious attempt to curry the motorist, the city hotel was a Main Stream conformist, and largely conservative, business conveniently located for the bulk of its customers who were still arriving by rail.[xiv]

Unlike the smaller, less apportioned Pre-Auto hotel, the Early Auto downtown hotel had a more commanding appearance on the Lincoln Highway Main Street, typically the largest, most prestigious building near the center of any small to medium sized town. Although some like the Stockton Hotel in California projected a Spanish Mission style, French Renaissance (Bellevue Stratford Hotel, Philadelphia), or other style, most favored a ***Beaux Arts*** design in Louis Sullivan's classical, tripartite arrangement of base, shaft and capital.[xv] The ground floor base was treated with the most elaborate classical references, with a repetitive shaft of windows for the upper floors, and a top capital of enhanced architectural detailing culminating in a substantial cornice or roofline. The largest, flagship hotels were constructed with a brick facade over a skeletal steel frame. L-shaped designs on corner lots were favored to afford every room an exterior view while presenting the hotel as a more substantial block when viewed from the street. For even larger hotels, open-ended light wells were employed that segmented the hotel into several parallel arms. Decorative architectural detail was usually limited to the front facade, or possibly one or both sides, but rarely wasted on the rear.

b) Cabin Courts

The common roadside motel emerged from the simple autocamp established as a necessary roadside service during the "automobiling" fad of the early twentieth century.[xvi] Automobiling was a recreational adventure sport practiced by the upper middle class and wealthy elite. More than just a leisurely drive, automobiling implied long distance treks, and endurance that revolved around camping-out by design and necessity.[xvii] At the height of the fad, hundreds of autocamps lined the road, many of them operated free of charge by communities wishing to both attract motorist business while trying to regulate where transient travelers set up camp. The remains of autocamps are still discernable along the Lincoln Highway today, but are not obviously visible to those who have not already researched where they were.

The Lincoln Motor Court in Bedford County, Pennsylvania, is a pristine example of an Early Auto cabin court.

The next stage in roadside lodging has left many more extant examples. A number of autocamps began to offer crude cabins to overnight guests for a nominal fee. In the 1920s, auto-camping as a recreation began to decline simultaneous to the increase in cabin amenities offered by private entrepreneurs maintaining tourist camps. The cabin camps that emerged as a standard component of mainstream, long-distance travel were the epitome of roadside domesticity; little rows or clusters of neat cottages boasting indoor plumbing, bedding, furniture, and steam heat.[xviii] Extant cabin -or cottage- courts are easily identified by this grouping of detached house-like units arranged in a line, semi-circle, U, or L around a "head house" that functioned as both office and proprietor's home. It was not unusual for cabin courts to include additional ***domestic*** buildings that housed restaurants and/or gas stations. Later in the 1920s, some of the courts offered cabins with adjoining carports.

Cabin courts were typically found on the edge of town or in rural isolation. Their in-town counterpart was the tourist home, another informal lodging option in opposition to the downtown hotels. Tourist homes were private homes along the main roads through town that were out-fitting to take in overnight guests.[xix] Guests were put up in their own bedroom, but usually shared bathroom and eating facilities. Shared meals frequently came with the accommodations in the manner of the Pre-Auto boarding house, or the contemporary bed and breakfast. Although quite common along the Lincoln Highway, residential buildings that once operated as tourist homes are difficult to distinguish from other homes without prior research.

Early Auto Restaurants

Many Early Auto lodging facilities included restaurants, none more prestigious than those associated with the downtown flagship hotels. Elsewhere on Main Street, however, other less ostentatious eateries were serving locals and Lincoln Highway

travelers alike. The adaptable commercial row building housed countless lunchrooms and cafes in every Lincoln Highway town across the country throughout the Early Auto period. It is difficult, however, to determine which commercial storefronts held Early Auto restaurants important to the Lincoln Highway traveler while avoiding more recent pizza parlors and other businesses with minimal relevance to the road. Storefront restaurant facades that do not still project an Early Auto, Moderne, Modern, or Exaggerated Modern vintage should be ignored for the survey. Signage is a good indicator of vintage, especially metal box signs affixed to the building that contain or were likely to have contained neon.

The quick-service restaurant was in its infancy during the Early Auto age, and included a variety of building types too numerous to be codified.[xx] The success of White Castle Systems after 1921, with its tiny, white, crenellated brick building and limited hamburger menu, caused copycat roadside stands opened in towns across America. Small, brick or frame buildings containing limited indoor seating, counter and grill space are the hallmarks of these early fast food restaurants.

The Bedford, Pennsylvania Coffee Pot –still standing adjacent to an Early Auto canopy gas station- is a rare example of a Whimsical roadside restaurant from the 1920s.

Red Bat's Nest on the Lincoln Highway in Fulton County, Pennsylvania, is typical of the many Early Auto Domestic/Vernacular roadside restaurants that survive.

Belle Plaine, Iowa's Lincoln Café is an excellent example of an Early Auto storefront restaurant. Although the Modern porcelain-enameled remodel is not original to the building, it is nonetheless within the Lincoln Highway's period of significance and therefore adds to, rather than detracts from, the building's integrity relative to the resource.

Domestic/vernacular roadside restaurants account for most of the extant Early Auto eateries along the Lincoln Highway. Although the house-like building can vary widely, gable or hip roofs are common, with a single floor unless the building had dual uses, such as a residence, country store or lodging.

A small number of ***whimsical*** restaurants still command attention along the Lincoln Highway. Mimetic motifs for roadside restaurants favored coffee pots, teapots, windmills, wigwams, ships and castles. The Pennsylvania Lincoln Highway was graced with three world-class works of Early Auto whimsy until the burning of the SS Grand View Point Hotel (Ship of the Alleghenies) in October 2001. Still standing are Lancaster County's Dutch Haven windmill and the Bedford Coffee Pot, as is the Teapot in Chester, West Virginia.

3. Moderne Roadside (1925-1940)

Art Deco Moderne

The rapid pace of technological innovation and the spirit of progressive optimism stimulated a search for a new style that would express modernity without relying on inspiration from the past. The effort was popularized by the 1925 Paris Exposition Internationale des Art Decoratifs et Industriels Modernes, an industrial arts and design exposition exclusively for modern works that became the cultural hearth for a decorative style known as Art Deco.[xxi] Expressing machine-like efficiency, Art Deco building styles were replete with repetitive geometric patterns such as chevrons, zigzags, curves, floral designs, and Amerindian or Egyptian motifs. Modern, synthetic materials were also favored such as polychromatic terra cotta tiles, formed concrete, porcelain enamel, and stainless steel. Art Deco was most influential on the design of movie theaters, a new building type spreading rapidly throughout the 1920s that was the perfect venue for combining escapist fantasy forms with Machine Age innovation. With the automobile a major Machine Age icon, Art Deco spread to other parts of the commercial roadside, not effecting building form as much as style. Gas stations and auto showrooms were most likely to be influenced in a fundamental way that would still be apparent today. Reinforced concrete, and terra cotta-faced filling stations were given fluted sides, repetitive decorative patterns and vertical pylons that in many cases were hard to remodel away. By contrast, Art Deco restaurant facades, especially for ***Main Street conformist*** buildings were easily done away with in the next style change. Although a number of Art Deco hotels were constructed, the downtown hotel expansion that had begun around 1900 was just about played out by the late 1920s. At best, the occasional Beaux Arts hotels may have received an Art Deco facelift that may or may not still be visible. More cosmopolitan and stylish, Art Deco was generally not suitable for the quaint, homey look desired for most tea rooms and cabin courts.

Dunkle's Gulf in Bedford Pennsylvania illustrates roadside Art Deco with its repeating chevrons and polychromatic terra cotta tiles.

In the end, Art Deco was a short-lived, appliquéd decorative style that was soon replaced by another, more virulent image of roadside modernity.

Streamline Moderne

Modern purist rejected the Art Deco style as a mere decoration, and began experimenting with building forms themselves as expressions of efficiency. The resultant look of modernity had a curved, or teardrop, shape, referencing the aerodynamic form of movement.[xxii] Buildings sported curved corners, and horizontal banding, sometimes executed with rows of windows that wrapped around the corners. Decoration was shunned in favor of smooth, sleek sides affected with new, modern materials: porcelain-enameled panels, Carrara glass, stainless steel, glass block and neon. Window casements themselves were frequently curved, or represented as circular portholes. Fluted, curve-cornered pylons were commonly used to maximize visibility on the increasingly competitive commercial roadside. Streamlining became a near obsession during the 1930s, having been adopted by a new class of industrial designers dong their best to stimulate sales during the Great Depression by crafting future-looking styles. Carrara glass, also known by the brand name Vitrolite, was a facing ceramic that came in a rainbow of colors, and was widely used to modernize Main Street facades still projecting dowdy Victorian revival styles.

Mack Diner on the Lincoln Highway in New Brunswick, New Jersey, exhibits the materials and lines of streamline modernity, such as stainless steel, porcelain-enamel, and rounded corners.

Signage

The neon, metal box sign was perfected during this time, and became the standard way to advertise roadside businesses until the 1960s. The metal box sign was constructed with brightly colored porcelain-enameled panels trimmed in neon tubing and sometimes animated with moving parts so that it would be a vivid, hard-to-ignore display day or night. Over time, neon metal box sign styles would change to reflect the changing image of modernity, essentially becoming larger, more elaborate and more angular with the shift from Moderne to Modern to Exaggerated Modern. As a key means of visual communication and advertising that defined the Lincoln Highway landscape, all well maintained neon metal box signs should be surveyed separately as objects if the buildings they are associated lack the integrity to be surveyed.

a) Moderne Gas Stations

Two things occurred during the 1930s that resulted in the modern service station. First, the Great Depression encouraged filling stations to diversify into other auto related lines such as auto repair, and the sale of tires, batteries and accessories (TBA), which required service bays and display space.[xxiii] Secondly, oil companies were becoming

conscious of their name brand identity and began to design standardized stations as part of place-product packaging campaigns.[xxiv] The resultant service station abandoned the domestic imagery for streamlined modernity represented by white, porcelain-enameled panels affixed to a curved cornered box incorporating one to three service bays, corner windows, and a pylon over the doorway. In most cases, the canopy was eliminated to increase the maneuvering room around the lot. This was the incipient form of the "oblong box" service station, which would be perfected in the modern idiom of the 1940s.[xxv]

Although trending toward the Modern/ International style, this 1940s Amoco Station in Lancaster, Pennsylvania, still retains the curved corner and pylon of the previous streamline moderne style.

b) Moderne Tourist Courts

Because of its roadside role as home-away-from-home, the cabin court, gradually up-graded to tourist court or motor court, largely retained its use of ***domestic*** imagery. The Moderne tourist court was an exception in which the cabins exhibited the rounded corners, and horizontal banding of the streamline form. Roofs were flat, glass block common, and the facing material was frequently glazed brick.

c) Moderne Restaurants

Although many period restaurants were clad in the material of streamline modernity, few survive. Downtown storefront lunchrooms operating out of Victorian revival commercial rows obscured their old fashioned association with the past behind the facades of Moderne Carrara glass and glass block. Extant restaurants of this type reflect the Depression era Lincoln Highway and are worthy of surveying. This is also true of all diners. As a prefabricated restaurant built in a factory and transported to the site, the diner was the epitome of Machine Age modernity.[xxvi] With origins in New England during the 1870s, diners by the 1930s came to reflect the streamline Moderne form: made of stainless steel accented with vividly colored porcelain-enameled strips, and rounded corners. Like the Moderne service station, the stainless steel diner form was perfected in the Modern period. Extant diners are primarily on the eastern half of the Lincoln Highway, although several can be found west of the Mississippi. Compact Valentine diners, such as Cindy's in Ft. Wayne, Indiana, were manufactured in Wichita, Kansas, and distributed throughout the West. Other roadside restaurants idle or open projecting the look of streamline modernity would include such architectural elements as central pylons, smooth, unadorned surfaces, white glazed brick or porcelain-enamel, corner windows and rounded corners. These attributes are apparent on the surviving White Castles, White Towers and other early hamburger stands that survive along the Lincoln Highway.

4. Modern Roadside (1940-1960)

By the 1940s, the precepts of Modern architecture, also known as the International Style, were becoming well known. Fulfilling the mantra of form-follows-function, this representation of modernity would not be found in architectural decoration, nor in streamlined metaphors of efficiency, but in the visual logic of a building's purpose. Simplistic, utilitarian, unadorned buildings were also economically efficient to build and maintain. For roadside commercial architecture, the modernist ideology revealed itself as rectangular buildings with smooth surfaces, right-angle corners, flat roofs and corner windows. Man-made materials introduced to the roadside during the 1920s and 1930s, such as concrete or stucco, stainless steel, and glass block were still popular, but the style was adaptable to virtually any material, including brick and common balloon frame techniques. As the Modern style advanced, window size increased. At its extreme, plate glass display windows became floor-to-ceiling visual fronts providing a clear view of the building's interior function, especially at night. Although the German Bauhaus roots of this style provided inspiration for elegant early examples of Modern architecture, the style was later overwhelmed by "no-frills" modernism, a stripped-down vernacular form widely replicated because it was cheap.[xxvii] The Lincoln Highway roadside still retains numerous examples of Modern commercial architecture from the postwar period, including many vernacular forms of varying quality.

This Modern oblong box service station once stood along the Lincoln Highway in Chambersburg, Pennsylvania.

a) Modern Gas Stations

In 1948, Walter Teague introduced a sharp cornered, oblong box service station for Texaco that would set the standard for gas station design for the next twenty years.[xxviii] Teague's rectangular Texaco station had two service bays (although it could be built with one or three), flat roof, no canopy, and a large office window set in the corner of the building. Most important, it was faced with gleaming white, porcelain-enameled panels. Other oil companies followed Texaco's lead and designed their own standardized service stations that conformed to the basic layout of the oblong box. Other independent operators built vernacular versions of the oblong box, or remodeled older station to conform to the new look of roadside modernity. The minimum needed to appear up-to-date were the white, porcelain-enameled panels, which could easily be fastened to any building.

b) Modern Motels

By the late-1940s, the cabin court had been replaced by the more cost effective integrated motel unit in which a row of rooms was constructed as a linear, L, or U-shaped building serviced by a single core of utilities. Rooms were accessed through their own individual door that faced the lot, and the office was either integral to the motel building, or built separately as a head house that included the proprietor's home. ***Domestic*** imagery continued to be popular. The motel row was typically covered with a gable or hip roof, and proprietors tended to landscape the property as if it was a front yard, populated with Adirondack chairs, lawn ornaments, picnic tables and possibly play equipment. Historic regional imagery was a variant of ***domestic*** motel architecture. Neo-Georgian motels made of brick or framed clapboard, and graced with oversized columns and pediments, like "mini Mount Vernons," lined the eastern American roadside, while the motel equivalent of Spanish Colonial haciendas, or "mini Missions" were found throughout the West. Cubist modernity provided an alternative look that traded the warmth of domesticity for the image of progressive, clean, efficiency. The Modern cubist motel adopted unadorned, white stucco or concrete walls, flat roofs and corner windows. The severity of modern design was sometimes softened by the use of brick or formstone, and window awnings.

This pristine example of a Modern motel row still operates along the Lincoln Highway outside Missouri Valley, Iowa.

c) Modern Restaurants

As with motels, domestic imagery remained popular for roadside restaurants well into the Modern period. Nonetheless, many utilitarian, box-like restaurants were constructed with minimal ornamentation to reflect the look of postwar modernity. To garner more attention, a highly visible neon metal box sign inevitably accompanied the restrained building form. Along rural stretches of the Lincoln Highway, surviving examples are more likely to be locally built vernacular versions in brick or stucco over concrete block with limited use of expensive facing materials like porcelain enamel or stainless steel. A good example of the Modern International Style will nonetheless have a cubist form with sharp, right angle corners. Towards the West, these owner-operated family restaurants are likely to be labeled as 'cafes.' In the East, the postwar, stainless steel diner was also influenced by the International Style as evidenced by its more

Rochelle, Illinois's Beacon Restaurant retains the form of postwar Modernity, accented by a lighthouse-shaped neon sign.

rectangular form. Most surviving Lincoln Highway diners were manufactured in this Modern motif during the 1950s.

5. Exaggerated Modern Roadside (1955-1965)

The Modern idiom was an effective visual signature for businesses trying to look up-to-date when the commercial roadside was dominated by Early Auto ***domestic*** imagery, and ***Main Street conformist*** styles. When the majority of auto-oriented businesses adopted a utilitarian, form-follows-function appearance, however, it was hard for any one box-like Modern building to stand out from any other. This is anathema to the nature of the competitive roadside, which thrives on product distinction. In response, mid-1950s Modern commercial styles became more exaggerated by over-sizing, canting or accentuating roof planes, eves, pillars, visual fronts, signs, or other architectural members.[xxix] Elaborate roofing systems, such as the butterfly roofs, undulating canopies, and steeply pitched A-frames, were innovated to heighten the visibility of businesses on an increasingly complex roadside along which traffic was moving at ever increasing speeds. The neon metal box sign grew in size, stature, and complexity frequently employing the same visual theatrics –canted vertical members, angled planes, and tapered spires- as the buildings. The style's futuristic overtones took their inspiration from science and the aerospace industry, referencing jet aircraft, rockets, and satellites,[xxx] with the occasional inference toward inner-space in the form of amoeboid shaped signs and atom-like imagery. The sharply pointed, and angled look of Exaggerated Modernity had succeeded the rounded curves of the Streamline Moderne popular before the war. Exaggerated Modern styles were (and still are) most likely to be found within the suburban commercial strips that had exploded along the margins of nearly every Lincoln Highway town, with the size of the strip being commensurate to the size of the town at that time. Commercial strips represented both new growth in roadside businesses as well as a replication of economic activities that were formerly located downtown. In the larger Lincoln Highway cities, the expansion of the auto-oriented suburban strip decimated the old automobile row of the early twentieth century.

This period of dynamic, roadside flamboyance mirrored the exuberance of the postwar era, and was the last style change to shape the Lincoln Highway landscape within its period of significance. By the time the Exaggerated Modern style played out in the mid-1960s, the Lincoln Highway, and other long-distance roads like it, had been nearly completely replaced by limited-access expressways of the Interstate System.

a) Exaggerated Modern Gas Station

By the mid-1950s, oil companies had accepted the design standardization of retail outlets as an institutionalized part of product recognition that was periodically up-dated with remodels. Some oil companies were already in their second or third generation designs before modifying the oblong box to conform to the look of Exaggerated Modernity. Broader eves were incorporated into Gulf's and Sunoco's oblong box, and canopies returned, extending outward over the fuel island from the office end of the station. Phillip 66's canopy soared outward and upward to a tilted, tapered point supported by a tall tower topped with the company logo. Sinclair adopted a zigzag canopy for some of its stations, and Esso redesigned its oblong box with a canted, sleeker looking office roof. Canted shed roofs appeared on a number of big company stations, as well as many independent regional jobbers like Clark and Kwik Fill. The pylon that soared during the Moderne period, then shrank to a nub at the onset of the Modern oblong box, rose again in exaggerated form. Texaco built a stock station topped with a large rectangular pylon accentuated with the company logo. Shell's thin, tapered pylon pierced the roofline between office and service bays.[xxxi] In addition to the stock model stations, many other pre-existing stations were remodeled with one or more of these elements to look up to date.

The extended eves and canopy on this Morrisville, Pennsylvania, Getty Station illustrate how the oblong box was influenced by the Exaggerated Modern style.

b) Exaggerated Modern Motels

Urban decentralization, unprecedented auto ownership, and a charged economy caused motel construction to boom during the 1950s and 1960s.[xxxii] The Modern integrated, motel -or motor inn- had become larger and was more likely to be controlled by a corporate chain such as Holiday Inn, TraveLodge, or Howard Johnson's. Larger motels were double-piled, and possibly two stories with rooms facing outward on both sides. The motel was losing its long-standing ***domestic*** imagery for an understated utilitarian look sometimes overwhelmed by large-lettered neon signs along the rooftop. The flare of Exaggerated Modernity was reserved

The slanted over-hanging lobby roof, large visual front, and minimal stone facing of Bensalem, Pennsylvania's Lincoln Motel is typical of the Exaggerated Modern style. Exaggerated modernity is also expressed in the sign with its canted and amoeboid elements.

for the more visible public spaces like the enlarged lobby, and the entrance drive where elaborate, self-supporting neon signs heralded the motel, epitomized by Holiday Inn's "Great Sign." Exaggerated lobby elements included all of the usual; canted visual fronts and vertical members, soaring porte cocheres, broad eves, and elaborate roofs. The most widely recognized Exaggerated Modern lobby and porte cochere was Howard Johnson's intersecting A-frame with steeply pitched orange roof planes topped by a stylized copula.

c) Exaggerated Modern Restaurants

The booming postwar economy witnessed and explosion in the number of roadside restaurants. The increased visual competition along emergent commercial strips caused new restaurant designs to embrace the Exaggerated Modern. In the East, diner designs expressed the new look by adopting broader and more flared eves, large visual fronts relative to their stainless steel facades, and bigger neon signs.[xxxiii] The drive-in restaurant, with its celebrated carhop service, was pioneered by the Texas Pig Stand chain in 1921, and spread throughout the warm weather climes of the South and West.[xxxiv] By the postwar period, however, roadside commerce had grown so much that even seasonal, summer-only drive-ins could make a profit along northern roadsides, including the Lincoln Highway. Like other restaurants clamoring for attention along the strip, the drive-in adopted prevailing exaggerated styles. Because the drive-in was at its peak period of popularity at this time, most of the surviving drive-ins still retain an exaggerated modern appearance characterized by the long carhop canopy of either butterfly, undulating, or zigzag folded plate design. Similarly, the roadside still retains a large number of ice cream/custard stands from this time period identifiable by large ice cream cone-topped roof signs, neon, shed roofs and canted windows.

The California coffee shop emerged from the West at this time, and reached the pinnacle of high style Exaggerated Modernity with giant, eye-jabbing signs, truly outrageous roof designs, large, canted visual fronts, and just a hint of stone or wood facing on the few parts of the facade that were not glass. The coffee shop defined the style, and lent it alternative names, such as "Boomerang Modern," after a popular Formica counter and tabletop design, and "Googie architecture," after a 1949 Hollywood coffee shop that pioneered the exuberant form.[xxxv]

The 1950s saw the proliferation of many national and regional fast food franchises offering quick, self-service and a limited menu. Nearly all of these small-sized restaurants employed architectural gymnastics, such as large, golden arches piercing the roof, colorful contrasting tile schemes, canted visual fronts, and tilted roof planes.[xxxvi] Because of the programmed remodeling incorporated into the operating strategy of these chain restaurants, few early design examples remain. The occasional Exaggerated Modern fast food building nonetheless survives, typically in the guise of another business that took over the building and has yet to perform extensive remodeling. Ice cream and custard stands are the extant fast food restaurants most likely to have retained elements of this style. There are even a number of older Exaggerated Modern Dairy Queens that are still around and may show up on the Lincoln Highway.

6. Environmental (1965-1980), Late-modern and Postmodern (1980-) Roadside

Beginning in the early-to-mid 1950s and extending into the mid-1960s, the Exaggerated Modern style straddles the 1956 end year for the Lincoln Highway's period of significance. To ensure that all roadside commercial buildings contributing to the interpretation of the Lincoln Highway are identified, every gas, food, lodging and other auto-related buildings (showrooms, drive-in movie theaters, etc.) still projecting the Exaggerated Modern style should be surveyed.

Roadside styles adopted since the mid-1960s should be recognized but *not* surveyed. This includes the Environmental, Late-modern and Postmodern styles. The Environmental style was a backlash inspiration stimulated by the over-exuberance of Exaggerated Modern roadside styles coupled with the rapid and pervasive proliferation of the commercial strip. Decried as "visual blight" and threatened with rigid building codes at a time of increased environmental awareness, the commercial roadside took on a more conservative appearance by adopting earth tones, natural building materials like wood and brick, and reinterpretations of traditional architectural styles, especially "colonial" motifs. The Environmental conversion was nearly total sine much of the roadside by this time was controlled by corporate chains, effectively initiating a "browning of America."[xxxvii] The signature element of the Environmental style was the "mansard" roof, a brown, steeply pitched parapet, roof or pent roof that capped the building, giving it a lower profile and more somber appearance. Pre-existing businesses were easily remodeled with mansard roofs and brick facades to conform to the new definition of roadside modernity. Gas stations radically altered the oblong box, reviving ***domestic*** imagery by using neo-Georgian colonial styles, and the suburban rancher as inspiration.

The Environmental style fell out of favor in the 1980s, replaced by the sleek, tinted glass and tech look of Late-modernity, and especially the retro remodelings of the Postmodern roadside. Although the Postmodern roadside employs many architectural reinterpretations of modern styles from the 1930s, 1940s and 1950s, their use, composition and appearance are decidedly different and generally easy to recognize.

II) STRUCTURES

Structures refer to elements of the built environment that are not buildings. Within the Lincoln Highway landscapes, structures are either 1) **bridges**, or 2) **roads/roadway remnants.** Bridges, roads and roadway remnants worthy of surveying are those from the 1913-1956 period of significance that retain a high degree of integrity. These are some of the most important cultural and historic resources on the Lincoln Highway because of their direct link with the road and their ability to convey the sense of driving the Lincoln Highway during its historic period.

1. Bridges

Lincoln Highway bridges can be arbitrarily subdivided into three size classes; a) *large spans*, b) *medium spans*, and c) *small spans*. Bridges impart a sense of the historic Lincoln Highway while preserving engineering techniques of the past.[xxxviii]

Unfortunately, the degradation of bridge materials over time and a functional obsolescence that increases with automobile speeds and volume raise safety concerns that make this important resource susceptible to destruction by department of transportation bridge replacement programs. It is therefore all the more important that the bridges are surveyed to ensure sensitive design approaches that encourage rehabilitation and preservation over replacement.

The basic bridge typology includes concrete beam, concrete/masonry arch, steel truss, timber, and an "other" category for such things as plate girder bridges, movable bridges, steel deck arches, through arches, cantilevers, and spans difficult to classify within the existing typology. This is not an exhaustive list of bridge types, but a typology of those most likely to be found along the Lincoln Highway. Most of the bridges surveyed will be simple, small span concrete beam bridges that retain a good degree of integrity. Although not as numerous, there are many examples of reinforced concrete arch spans and a few, small masonry arch bridges. A handful of steel truss bridges also survive, including both through trusses and pony trusses. A small number of timber bridges exist on isolated roadway remnants in the Interior West, or as bypassed viaducts over railroad tracks. No distinction is made between bridges and culverts (generally considered to be spans shorter than 20 feet in length), both are to be considered. Pre-1956 railroad bridges and viaducts spanning the Lincoln Highway are also to be considered as they represent the visual interface between two modes of transportation that many times shared the same transportation corridor. The railroads themselves were an import part of the Lincoln Highway travel experience throughout the period of significance.

The easiest way to date a bridge is to look for the date plate in one of the rail ends. Affixing date plates to even the smallest of spans was common practice throughout most of the period of significance. As a general rule of thumb, all arch, truss and movable bridges will more than likely be eligible for survey inclusion, as most were erected during the period of significance. Conversely, bridges railed with Jersey wall barriers, or dual round-rails usually connote a span constructed after 1956, or a bridge that has been too severely modified for inclusion.

a) Large Spans

The few pre-1956, large span Lincoln Highway bridges that exist are well known. They nonetheless need to be surveyed, photographed and located on the field maps as points to be consistent with the way in which medium and small span bridges are to be mapped. The vintage Lincoln Highway bridges that once crossed the Ohio, Mississippi and Missouri rivers have all been replaced by modern spans. As a result, California's Carquinez Strait Bridge

The 1930 Lancaster-York Intercounty Bridge over the Susquehanna River is one of the few remaining large span Lincoln Highway bridges from the period of significance.

is the only remaining pre-1956 large span that exists west of Pennsylvania, and that bridge is slated for replacement. The remaining large span Lincoln Highway bridges are as follows:

New York-New Jersey
1. Holland Tunnel (1927); a vehicular tunnel beneath the Hudson River between New York, New York and Jersey City, New Jersey. Obviously not a bridge, the Holland Tunnel should nonetheless be surveyed as a significant Lincoln Highway structure that became the eastern terminus for the road during the final Lincoln Highway reroute in 1928.

New Jersey-Pennsylvania
2. Calhoun Street Bridge (1884); a multiple through truss across the Delaware River between Trenton, New Jersey and Morrisville, Pennsylvania on the route of the original Lincoln Highway.
3. Lower Trenton Free Bridge, a.k.a. the "Trenton Makes" Bridge after the large, neon sign affixed to the trusses that read, "Trenton Makes The World Takes" (1929); a multiple span through truss across the Delaware River between Trenton, New Jersey and Morrisville, Pennsylvania on the second generation Lincoln Highway.

Pennsylvania
4. Lancaster-York Intercounty Bridge, a.k.a. the Columbia-Wrightsville Bridge, and more recently, the Veterans Bridge (1930); a multiple span reinforced concrete arch bridge across the Susquehanna River between Columbia and Wrightsville, Pennsylvania.
5. Pennsylvania Railroad Columbia-Wrightsville Bridge Piers. A series of bridge piers paralleling the Intercounty Bridge to the north is all that is left of the mile-long through truss that carried Lincoln Highway traffic across the Susquehanna River before 1930. They are nonetheless important resource for interpreting route succession at this river crossing and should be surveyed.
6. George Westinghouse Bridge (1932); a multiple span reinforced concrete arch bridge across Turtle Creek Valley in East Pittsburgh, Pennsylvania.

Bridge piers and abutments to now gone spans can also be important resources to the interpretation of the historic Lincoln Highway. These stone piers in the Susquehanna River supported the combination Pennsylvania Railroad and Lincoln Highway bridge before the opening of the Intercounty Bridge.

California
7. Carquinez Strait Bridge (1927/1958). The earliest cantilever bridge spanning the Carquinez Strait at Vallejo, California, was constructed in 1927. A twin span was erected in

1958, and both spans will be replaced by a modern cable stay suspension bridge. The bridge should nonetheless be surveyed.

b) Medium Spans

Medium span Lincoln Highway bridges that pre-date 1956 are more numerous than large spans, but the list is still short enough to be included below. The typology and year of construction is known for most, but not all, of the bridges listed below. Unknown bridge types must be assessed in the field. There may also be a number of medium span bridges not on this list that should be surveyed. When surveying these bridges, search for the date plate and record the year if found.

New Jersey

1. Hackensack River Bridge (c. 1935); vertical lift draw bridge spanning the Hackensack River between Jersey City and South Kearny, New Jersey.
2. Passaic River Bridge (c. 1935); vertical lift draw bridge spanning the Passaic River between South Kearny and Newark, New Jersey.
3. Raritan Avenue Bridge; multiple span reinforced concrete arch bridge across the Raritan River in New Brunswick, New Jersey.

Pennsylvania

4. Market Street Bridge (c. 1925); three-span reinforced concrete arch bridge over the Schuylkill River in Philadelphia, Pennsylvania.
5. Narrows Bridge (1935); skewed, three-span, open-spandrel reinforced concrete arch bridge over Raystown Branch of the Juniata River east of Bedford, Pennsylvania.
6. Turtle Creek Bridge (1930); through truss spanning Turtle Creek on the original Lincoln Highway in Turtle Creek, Pennsylvania.
7. McAfee Bridge (1927); steel deck arch spanning McAfee Run Hollow on the California Avenue section of the original Lincoln Highway in Pittsburgh, Pennsylvania.
8. Jack's Run Bridge (1924); reinforced concrete arch spanning Jack's Run Valley between Pittsburgh and Bellevue, Pennsylvania on the original Lincoln Highway.
9. Beaver River Bridge; through truss over Beaver River between Rochester and Beaver, Pennsylvania on the original Lincoln Highway.

Indiana

10. Lincoln Highway Bridge, a.k.a. Harrison Street Bridge (1915); three-span, reinforced concrete arch bridge over the St Mary's River in Ft. Wayne, Indiana.

Illinois

11. Cass Street Bridge (c. 1920); bascule draw bridge over the Des Plaines River in Joliet, Illinois.
12. Galena Boulevard Bridges; reinforced concrete arch bridges across

The 1913 Eureka Bridge is a multiple span, closed spandrel reinforced concrete arch bridge over the North Raccoon River west of Jefferson, Iowa.

two branches of the Fox River in Aurora, Illinois.
13. Galena Avenue Bridge; unknown bridge type over the Rock River in Dixon, Illinois.

Iowa
14. First Avenue Bridge; multiple span, reinforced concrete arch bridge over the Cedar River in Cedar Rapids, Iowa.
15. Eureka Bridge (1913); multiple span, closed spandrel, reinforced concrete arch bridge over the North Raccoon River west of Jefferson, Iowa.

Nebraska
16. Loup River Bridge; multiple span through truss over the Loup River south of Columbus, Nebraska.

Wyoming
17. North Platte River Bridge (1931); through truss span over the North Platte River nine miles east of Sinclair, Wyoming.
18. 5th Street Bridge; unknown bridge type over the Green River on the original Lincoln Highway in Green River, Wyoming
19. James Town Bridge; unknown bridge type over the Green River on the second generation Lincoln Highway west of Green River, Wyoming.

California
20. Donner Summit Bridge, a.k.a. Rainbow Bridge (1926); open spandrel, reinforced concrete arch over a dry hollow near Donner Summit, California.
21. 16th Street Bridge (1915/1925/1941); multiple span reinforced concrete arch bridge over the American River in Sacramento, California. The bridge was originally constructed for the Lincoln Highway in 1915, widened in 1935, and extended in 1941. A dual span was constructed in 1958.
22. Tower Bridge (1936); vertical lift draw bridge over the Sacramento River in Sacramento, California.

c) Small Spans

With literally hundreds of pre-1956 small span bridges on the Lincoln Highway, only exceptional examples should be surveyed. In addition to stream crossings, grade separation structures, and railroad bridges and viaducts need to be considered. Many of the more significant bridges are listed in the *Lincoln Highway Historic and Cultural Resource Guide*, but others will be encountered in the field. All through truss, pony truss, arch and timber spans should be surveyed. Pre-auto stone arch spans, and Early Auto concrete arch spans may be

This well-preserved concrete beam bridge with balustrade railing is on an abandoned remnant of the Lincoln Highway east of Grand Junction, Iowa.

difficult to spot from the roadway. Unless remodeled, stone arch bridges are likely to have stone railings. Single-span concrete arch bridges larger than culverts were favored for crossing deeply incised stream valleys. Multiple-span concrete arch bridges were used to cross broader, less incised streams. Most small span beam bridges were constructed to a standard design for each state. The narrowest bridges with solid concrete railings tend to be the oldest, dating from the 1910s into the 1920s. Some type of concrete balustrade railing was commonly used from the 1920s through the 1940s. Postwar small spans are likely to include steel railings imbedded in concrete rail ends.

Each bridge needs to be considered for the survey, but many ineligible bridges can be quickly assessed from the windshield without the need to stop. A bridge assessment using National Historic Landmark criteria (location, design, setting, materials, workmanship, feeling, association) could be as follows: a 30-foot long, balustrade bridge from the 1940s in only fair condition in a suburban commercial setting of recent vintage would not be as significant as either an older, more pristine, 50-foot bridge in the same setting, *or* the same bridge in a more rural setting on a stretch of road unaltered since the 1940s. The feeling of the historic Lincoln Highway may be so compromised in the first bridge example as to not make it worth surveying, while a larger, older bridge or the same bridge in an isolated setting may enhance its historic presence to the point that a survey would be required. Older, in-town spans were commonly built by the municipality or county to a non-standard design possibly using finer cement. They tend to be more ornate and may include lampposts. Bridges that fit this description should be surveyed.

a) Grade Separation Structures

Pre-1956 grade separation structures should also be considered for the survey. Bridges used to separate roadways as a means of improving traffic flow began to appear on bypasses constructed in large metropolitan areas as early as the late-1920s, but were not generally common until the 1930s and 1940s. Most are constructed of reinforced concrete, with vertical wall abutments set close to the berm, and may be associated with early interchanges. Early interchange designs, such as cloverleafs, partial cloverleafs, diamonds, partial diamonds, Y-interchanges or trumpet interchanges, represent the height of engineering on the pre-interstate Lincoln Highway, and should be described in the narrative of any surveyed grade separation structure built as a component of these interchanges. Early interchanges were typically constructed in isolation as part of new semi-limited access bypasses or as intersection improvement projects at the junction of two major highways. They were typically constructed of concrete, with tight curve

The reinforced concrete grade separation structure illustrated was built in 1938 to carry a local street over the Lincoln Highway's Stoystown Bypass in Pennsylvania. It was designed with access ramps, and stands as a rare example of a pre-World War II interchange.

radii and short or nonexistent ramp acceleration and deceleration lanes. Steel girder grade separation structures with tubular bridge rails supported by steel or concrete pillars and sloped earthen abutments faced in concrete beneath the span and are likely to be of post 1956 vintage and therefore not to be considered for surveying. Grade separation structures associated with post 1956 interstate highways or their interchanges should not be surveyed.

b) Railroad Underpasses

Railroad viaducts, like this 1912 concrete arch spanning the Lincoln Highway in Chambersburg, Pennsylvania, continue to project a sense of the historic Lincoln Highway to motorists passing below.

Small span railroad underpasses are another bridge type that visually presents a sense of space representative of the historic Lincoln Highway. Many were constructed by the railroads as part of early 20th century road-rail grade separation projects necessitated by increasing train and vehicular traffic. This was a time when railroads were still the dominant mode of transportation, and actually assisted in the Good Roads Movement under the assumption that improved highways would act as feeders bringing more traffic to the railroads.[xxxix] Standard railroad underpasses include: vaulted stone or concrete arches, reinforced concrete beam bridges, plate girder bridges, through trusses, deck trusses, and trestles. In urban areas, road-rail grade separations may have more decorative facing treatment and be part of larger, elevated fills or viaducts. Whereas the most common and utilitarian railroad beam bridge may not be worth surveying, underpasses that show a higher degree of engineering skill, decoration, or sense of period and place -possibly enhanced by a visible build year, railroad insignia, or bridge abutment road marking- should be evaluated.

Setting should also be considered. A simple underpass arranged perpendicular to an S-curve road alignment typical of the time period would be more noteworthy than the same span over a straight stretch of road surrounded by a more recent built environment. Medium and large span railroad bridges built to cross streams, valleys, or other features under which the Lincoln Highway has been routed should also be considered for the survey. Most railroad bridges fall within the period of significance, and should therefore be evaluated using the National Historic Landmark criteria in the fashion of other bridge structures. Do not waste time searching for date plates and avoid trespassing on railroad property.

2. Routes, Roads, and Roadway Remnants

This Lincoln Highway remnant east of Schellsburg, Pennsylvania, retains its early concrete pavement, width, and culvert with a 1917 date plate.

The Lincoln Highway is not a single road but a braided stream of different age roadways including reroutes, alternate routes, roadway remnants and bypasses. The route of the Lincoln Highway changed from time to time as more direct roads were improved and officially sanctioned by the Lincoln Highway Association. In other instances, wider, straighter and more level roads were constructed with broader curves and more substantial cuts and fills. With the opening of improved bypasses, older alignments were relegated to secondary status or even abandoned. Once bypassed, roadway remnants were frequently left to ossify into preserved period pieces of road building technology and design, and now represent some of the best examples of actual historic Lincoln Highway. Roadway remnants may preserve original gravel, brick or concrete pavements, they frequently include bridges or culverts, and commonly traverse a surrounding landscape that has not change much since the road was bypassed. Most of the towns on the original 1913 Lincoln Highway were subsequently bypassed, and are therefore now located on a remnant of the original route. Bypasses themselves were frequently bypassed at a later date, creating two, three, four, or even five generations of Lincoln Highway, each a representative example -to a varying degree- of the road and roadside at the time it was bypassed.[xl]

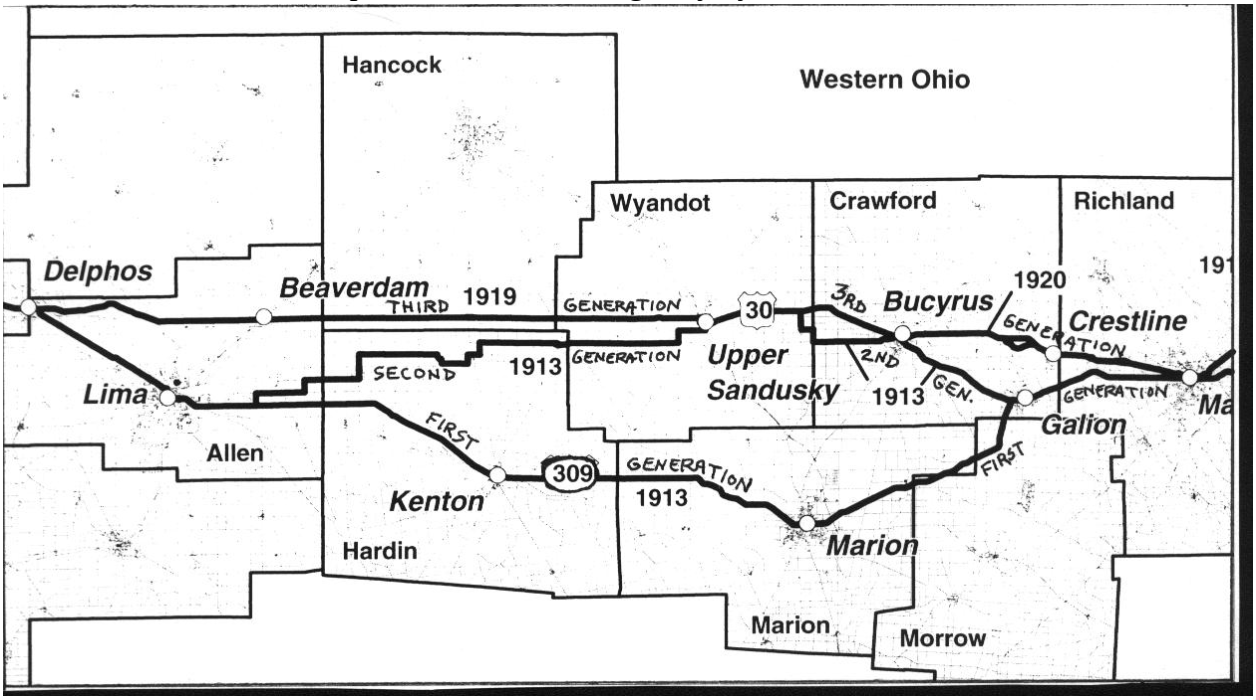
Although Bedford County, Pennsylvania's Tulls Hill remnant is no longer surfaced with its original pavement, the roadway alignment, design, and setting nonetheless retain enough integrity to represent the historic Lincoln Highway.

Although the Lincoln Highway Association was officially disbanded in 1927, the road's identity as the nation's premier transcontinental highway lived on until the 1950s.[xli] Its identity began to fade in urban areas first, but was preserved in many rural areas until the present day. At some regionally variable point in time, however, new bypasses ceased to be improvements *to* the Lincoln Highway, but rather replacements *of* the Lincoln Highway. The Lincoln Highway's many routes, remnants and bypasses have already been determined and recorded on the

1:24,000 scale field maps. The team will evaluate all of these routes, surveying those roadway remnants that are most illustrative of the historic Lincoln Highway at some time point within the period of significance.

It is imperative that the survey team know what generation of Lincoln Highway they are traveling at all times, and the years each route was actively part of the Lincoln Highway. The last year any road was considered to be part of the Lincoln Highway determines what is to be surveyed.

For example, the Lincoln Highway abandoned Ohio's Marion-Kenton alignment within a month of the September 1913 Proclamation Route designation. No Buildings, Objects or Structures younger than 1913 should therefore be surveyed along this route as it was *not* the Lincoln Highway after this year. To allow for an acceptable margin of error, survey items are to be grouped into the style period categories defined in the Buildings section. Since 1913 is within the Early Auto period, all eligible Buildings, Objects and Structures from *only* the Pre-Auto or Early Auto periods would be surveyed on this route. This will also allow a generous margin of error for sections in which the Lincoln Highway end-year can only be estimated, as well as for routes with transitional Lincoln Highway identities like the Colorado Loop, which was officially abandoned in 1915 but was considered part of the Lincoln Highway by Coloradoans well into the



The complexity of the Lincoln Highway's route changes is evident on this map of the road in Ohio. Within a month of establishing the Proclamation Route, the original alignment through Marion and Kenton was abandoned for a route through Bucyrus and Upper Sandusky, which was altered in 1919-1920 to follow an improved road through Crestline and Beaverdam. Only highway features dating to the Pre-auto or Early Auto periods would be surveyed on the First and Second generation routes as these roads were no longer part of the Lincoln Highway by the onset of the Moderne Period after 1925. Features from any period, Pre-Auto through Exaggerated Modern, could be surveyed on the Third -and final- alignment of the Lincoln Highway.

1920s. Lincoln Highway route information such as 'generation' and 'year' opened is contained within the electronic maps recorded on the compact disks, and can be accessed by clicking on the route with the MapInfo Information tool. The year a bypass or reroute was opened determines the survey end year of the remnant.

Surveyed roadway remnants are linear features to be mapped and described relative to a start point and an end point. Roadway remnants vary widely in length, some may be only few hundred feet, while others can run for miles through a wide range of landscapes. The entire length of any individual remnant does not have to have integrity. Part of a remnant can be surveyed. The salient characteristic of surveying a roadway remnant, however, is the road itself, rather than the feeling imparted by the setting, which can nonetheless contribute to the overall integrity of the remnant. Most surveyed roadway remnants will not be longer than a mile or two, and many will be much shorter.

The design, materials, and workmanship of a roadway remnant refer to what is within the right-of-way, such as the pavement, bridges, culverts, guard rails, cuts and fills, and whether the entire right-of-way retains its original integrity. The long period of significance allows for any paving material to be potentially acceptable; dirt, gravel, brick, concrete, bituminous macadam or asphalt. Loss of integrity occurs when the original paving material is in a deteriorated state, or when it appears that other material has been subsequently overlaid to significantly alter the roadway, such as sections of asphalt over original concrete giving the road bed a wider, newer appearance. Paving, however, is just one element to be evaluated, and a remnant may still be worth surveying even if the pavement lacks integrity. Bridges and culverts with good integrity will enhance the remnant even if they are not significant enough to be surveyed by themselves. Good bridges and culverts on a roadway remnant lacking integrity should be surveyed as bridges. An exceptional bridge on surveyed remnants should be surveyed separately in addition to being described as an important aspect of the remnant.

Roadway remnants need not be in pristine condition, although remnants that are would be exceptional. The arrested decay of many remnants within a setting overgrown with weeds, underbrush and trees, or one containing vintage roadside commercial architecture, barns or other farm buildings either in use or abandoned may enhance the feeling of being on the old Lincoln Highway enough to make the remnant worth surveying even if the pavement lacks any integrity at all. The roadway would nonetheless have to retain some integrity, such as in its alignment, dimensions and overall design.

A section of road need not be a remnant to be surveyed. Excellent representative examples of historic road building technology, engineering or design should be surveyed regardless of what generation Lincoln Highway they are on, as long as the road was in fact the Lincoln Highway at the time the feature was constructed. Most two-lane sections of the Lincoln Highway still in use as main road today reflect a 1930s design that has been modified over time with newer and wider pavement, shoulders, and bridges, broader curves, and modern pavement markings, guard rails and signs. Even though original cuts, fills, and overall alignments may have been unaltered, the other up-grades constitute a significant enough change to the feel of the historic Lincoln Highway as to not make the roadway worth surveying.

In certain locations, however, older roadway design elements may still be in use, such as traffic circles, channelized flow intersections, dual highway designs and associated structures (common in the 1940s and early-1950s), or sections of concrete pavement on

original alignment, possibly enhanced with steep-sloped cuts and fills, or same-age culverts. Any section of road that retains enough design elements from the period of significance to give the sense of driving on the historic Lincoln Highway should be considered for the survey. Since most of these design elements are more than fifty years old, their occurrence on any stretch of actively used Lincoln Highway to the degree necessary to warrant surveying will be rare. Once again, the setting can enhance or detract, but it is the roadway that is being evaluated in this instance.

3. Lincoln Highway Landscape Vistas

The Landscape Vista option for Road Structure surveys was included as a way of acknowledging that the experience of driving the historic Lincoln Highway was not simply the sum total of its bridges, pavements, memorials, signs, markers and roadside commercial buildings. The overall experience also included the three-dimensional sweep of the surrounding landscape with its associated built environments, farmland, sky and natural landscapes. Many westbound Lincoln Highway motorists continually assessed the change in landscape and noted in their journals the point at which they perceived the West to begin.[xlii] Early auto guidebooks devoted pages to the proper way of safely negotiating the succession of steep up and down grades in the Appalachian Mountains, and entire chapters were written to instruct motorists how to prepare for the challenges of the western deserts.[xliii] This important aspect of the travel experience was a function of the Lincoln Highway's lay on the land, and the perceivable change in the landscape over long distances.

The Landscape Vista option is reserved for those sections of road that preserve the sense of driving the historic Lincoln Highway across a landscape little altered from a point in time within the period of significance. Unlike Road and Roadway Remnants, which emphasize structure over setting, Landscape Vista emphasizes Lincoln Highway setting above all else, and the scope of the setting is defined by a landscape that extends as far as the eye can see. The highway itself still plays an important role, as it is the path through which the landscape is experienced. The road must therefore retain the *general feel* of the pre-1956 Lincoln Highway, but without having to conform to the more rigid evaluation used for road and roadway remnant structures. Beyond this more flexible interpretation of the road, it is the overall appearance and feel of the landscape that is actually being evaluated.

The Baywood Street brick remnant east of Robertsville, Ohio, is an excellent example of the historic Lincoln Highway that still traverses a rural landscape reminiscent of that experienced by early motorists.

Evaluating Landscape Vistas requires an unconventional interpretation of the National Historic Landmark criteria. The surveyor must view the built environment at more of a macro-scale, taking the totality of a town's buildings, and recognizing landscape amalgams rather than focusing on the characteristics of a single structure or property. Feeling and setting consider both the natural landscape and the cultural landscape as a single merged entity. In places, such as the Dividing Basin of Wyoming, or the deserts of Nevada, the natural landscape may dominate, in other places, like the rural farmlands of the Midwest, the cultural landscape will be more significant, but in very few places will one or the other be absent.

Design, materials, and workmanship refer to the quality of the cultural landscape in representing the region relative to the period of significance. For example, the design of a particular Lincoln Highway Landscape Vista in western Iowa would reflect a cash grain farmland arranged in rectangular townships and ranges, including vernacular farm houses, barns, grain elevators, with possibly a distant cluster of trees broken by the water towers and church steeples of a nearby town linked to other small towns by the railroad. A Lincoln Highway traveler passing through this landscape would experience it at varying scales and distances; towns would become less abstract upon approach, fields and fences would be replaced by grass lawns and tree-lined streets, barns by closely-spaced houses giving way to the commercial rows of the business district set in the shadow of a towering grain elevator, followed by houses again and then the broadening vistas of more farmland.

Materials and workmanship refer to the integrity of the landscape as an historic vista. Material can be thought of as the degree to which the built environment represents a pre-1956 landscape. This is akin to the degree at which a period house is remodeled with modern materials. Certainly, few landscapes at this scale are devoid of buildings younger than 1956, but at some point the sheer number of these intrusions, like a half-mile commercial strip lined with fast food restaurants and conveniences stores from the 1980s and 1990s, will compromise the historic integrity of the vista. Workmanship is a measure of how well the cultural landscape reflects historic regional patterns. For instance, are Corn Belt farms growing corn and soybean, or sod and shrubbery for suburban housing developments? Do small towns reflect mid-20th century modernism, vernacular architecture and Victorian revival styles typical of the region, or is the sense of place poorly articulated by bad examples and temporal or regional aberrations, or the cultural attributes of recent immigration?

Surveyors considering Lincoln Highway Landscape Vistas may error on the side of recognizing too many mediocre, non-representative vistas, or not recognizing enough. To assist the team in perceiving the Lincoln Highway at this scale, Landscape Vistas should be considered on a state-to-state basis. This breaks the task into manageable pieces that are still large enough to contain regional variations. Consider only the landscapes in any individual state and evaluate them based on regional patterns found within that state. Do not compare Landscape Vistas across states. For instance, do not assume an Indiana vista is the not as good as a previously surveyed similar but superior Ohio vista, and therefore not worth surveying. Nonetheless, recognize that regional landscape patterns cross state lines to anticipate what the Landscape Vista should look like. This way, landscapes in the eastern part of each state will not be overlooked while the survey team is still getting familiar with the state's regional pattern. Recognize also,

that many states contain varied landscapes, such as eastern Nebraska compared to western Nebraska, or Lancaster County, Pennsylvania, relative to the Allegheny Mountains, so there is no limit or required number of Landscape Vistas each state must have. The key concept governing lack of integrity in a Landscape Vista is the degree to which the cultural landscape -including the Lincoln Highway itself- consists of post 1956 elements. As a result, most if not all of the Landscape Vistas are going to be along rural sections of the Lincoln Highway, although those sections may contain small towns. Landscape Vistas are to be recorded as a subset of Road Structures, which means they are linear features that require a start point and an end-point. Although landscape is more like a District, the reference is relative to experience of driving the Lincoln Highway, which is linear and more easily mapped as such. Whereas road and roadway remnant structures are typically less than one or two miles, Landscape Vistas are generally more than one or two miles. Landscape Vistas should not be so long as to be monotonous. They are meant to express exceptional representations of historic regional Lincoln Highway landscapes, and the feeling of driving the old road should be apparent throughout the length of the vista.

III) OBJECTS

Objects are roadside signs, markers, memorials and monuments that reflect the Lincoln Highway travelers' experience during the period of significance, 1913 to 1956. These objects can be grouped into three categories; 1) ***Lincoln Highway Markers and Memorials***, 2) ***Public Memorials and Monuments***, and 3) ***Commercial Signs***. Of the three, the remaining examples of way-finding system used to mark and memorialize the route of the Lincoln Highway are the most important resources. Public memorials and monuments to American history are also important as artifacts representing the way in which local and national heritage was packaged and presented to auto-bound tourists. Pre-1956 commercial signs preserve the evolution of large, outdoor advertising designed to catch the attention of motorists traveling at ever-increasing speeds. Whether advertising a roadside business, or hawking a brand-name product from the side of a building, commercial signs came to be a near constant companion along the Lincoln Highway and many continue to project a sense of travel during the highway's historic period.

1. Lincoln Highway Markers and Memorials

On September 1, 1928, Boy Scouts across the breadth of the nation fanned out along the Lincoln Highway and erected nearly 3,000 concrete posts as the final memorial to Abraham Lincoln, and the last system of route markers defining the location of the Lincoln Highway.[xliv] The posts are reinforced with four steel rods, and stand four feet high, with another three feet of

1928 Lincoln Highway marker in Columbia, Pennsylvania.

post buried in the ground. The octagonal posts are topped with a four-sided head in which a bronze medallion was imbedded illustrating Lincoln's profile and the words, 'This Highway Dedicated to Abraham Lincoln.' The medallion was positioned above the red, white and blue Lincoln Highway insignia. A blue arrow graced both flanks of the marker directing motorists to the route of the Lincoln Highway. Approximately 125 1928 Lincoln Highway markers still stand, constituting the largest group of objects of this type to be surveyed. Nearly all of their locations are known and listed in the *Lincoln Highway Historic and Cultural Resource Guide*.[xlv]

A handful of other Lincoln Highway signs and markers also exist. One of the cast iron state line markers erected in 1917 still stands on the Pennsylvania side of the Delaware River, as do a few brick pillars marking the route across central Ohio. The Lincoln Highway Association, its state and local chapters as well as private individuals and public agencies constructed memorials and commemorative monuments to the Lincoln Highway, and the people and corporations who made significant contributions toward building it. These roadside memorials, fabricated in stone, concrete or brick are listed below and further described in the *Lincoln Highway Historic and Cultural Resource Guide*.

Pennsylvania

1. State Line Marker (1917); cast iron Lincoln Highway sign at the west end of the Calhoun Street bridge.

Ohio

2. McMahon and Bement Monuments (1922); two brick monuments containing restored porcelain enameled Lincoln Highway signs flanking the entrance to Clink Boulevard on the west side of Crestline, Ohio.

McMahon and Bement Monuments flanking the entrance to Clink Boulevard in Crestline, Ohio.

3. E. J. Songer Brick Pillar (1918); brick pillar imbedded with a ceramic Lincoln Highway logo on the south side of the Lincoln Highway east of Bucyrus.

4. Hopley Memorial (1929); substantial stone memorial dedicated to John E. Hopley containing two ceramic Lincoln Highway logos, located on the north side of the Lincoln Highway at the eastern edge of Bucyrus.

5. Round Stone Pillar (1929); stone pillar containing a ceramic Lincoln Highway logo located immediately west of the Hopley Memorial in Bucyrus, Ohio.

6. Railroad Viaduct Ceramic Lincoln Highway Logos (c. 1925); Two Lincoln Highway logos are embedded in a railroad overpass in Bucyrus, Ohio.

7. Brick Pillar (c. 1917); brick pillar imbedded with a ceramic Lincoln Highway logo is located on the south side of the Lincoln Highway east of Oceola, Ohio.

8. Upper Prairie Creek Bridge Ceramic Lincoln Highway Logos; Lincoln Highway logos are embedded in the rail ends of this bridge west of Convoy, Ohio.

Indiana

9. Ideal Section Monument (1921)/Henry C. Ostermann Bench (1929); a stone monument containing commemorative plaques to the Ideal Section, Sauk Trail and Lincoln Highway stand before a stone bench constructed in memory of Henry C. Ostermann along the south side of the Ideal Section of the Lincoln Highway east of Dyer, Indiana.

The Ostermann Memorial Bench and Ideal Section/Sauk Trail Monument is the only part of Indiana's Ideal Section that dates to the Lincoln Highway's period of significance.

Illinois

10. Arche Monument (1916); metal fountain statuary containing Abraham Lincoln's profile stand as the centerpiece of a roadside park constructed at the junction of the Lincoln and Dixie highways.

Iowa

11. W. F. Coan Marker; stone marker containing a ceramic Lincoln Highway logo commemorating Iowa LHA Consul, W. F. Coan on the west end of Clinton, Iowa.

12. Lincoln Highway Bridge (1915); concrete beam bridge with 'Lincoln Highway' spelled out in the railings located on 5th Street East in Tama, Iowa.

13. Lincoln Highway Fence Post; a concrete fence post incised with the letter "L" stands east of the railroad underpass east of Nevada, Iowa.

14. Lincoln Highway Corner Marker; concrete corner marker incised with the names 'Lincoln Highway' and 'County Road' stands at the corner of Snedden and Mamie Eisenhower drives in Boone, Iowa.

15. Moss Corner Markers (1926); two concrete corner property markers are topped with restored busts of Abraham Lincoln north of Scranton, Iowa.

Nevada

16. General Motors Marker (1919); metal plaqued stone marker commemorating the General Motors contribution that built a 22 mile section of the Lincoln Highway, located next to the Eureka County courthouse in Eureka, Nevada.

17. Lincoln Highway Bridge Rails (1915); concrete bridge rails which spell out 'Lincoln Highway' have been removed from a Lincoln Highway bridge and relocated to an I-80 rest stop near Mogul, Nevada.

2. Public Memorials and Monuments

The earliest Lincoln Highway travelers motored through a pre-auto landscape largely neglected since the rise of the railroads. The rural landscapes in particular retained the appearance of a bygone era evoking historical events that were presented to the auto tourists in guidebooks,[xlvi] and commemorated through public monuments and art. Lincoln Highway motorists traveled the same road as General George Washington during the Battle of Princeton, they followed in the footstep of Lee's advance on Gettysburg, and could actually see the ruts left by California-bound emigrants crossing the Great Plains three quarters of a century before. Auto tourists were cognizant of the historical significance of the land they passed through, and public roadside monuments were the primary medium through which the stories of history were told.

The 1918 statue of Abraham Lincoln standing before Iowa's Greene County Courthouse helped to reinforce the identity link between the man and the highway.

The Road of Remembrance Monument in Wrightsville, Pennsylvania, is the only roadside artifact remaining commemorating a 1922 program to plant trees along the Lincoln Highway as a memorial to veterans of the Great War.

Although the landscape has changed radically since the early days of the Lincoln Highway, most of the public monuments still exist. Generally ill suited to the speed and nature of today's heritage tourists, these monuments are important in their own right as artifacts of the historic travel experience along the Lincoln Highway. Many of the monuments are of the plaque-on-stone, or carved stone variety set

close to and facing the road, or in public parks and waysides readily visible to motorists traveling at comparatively slow speeds. Bronze or copper statues on stone or concrete pedestals or shafts were also common, especially as war memorials erected after World War I. Public monuments tend to be in-town objects typically located in parks, market squares or courthouse lawns. Of particular importance to the Lincoln Highway are statues of Abraham Lincoln erected between 1913 and 1956. Although commemorating the man not the road, these statues were nonetheless self-consciously set on the Lincoln Highway, and helped solidify the identity link between the two. The known Lincoln statues are listed in the *Lincoln Highway Historic and Cultural Resource Guide*. Most of these public memorials and monuments include an erection date. If the year falls within the period of significance, the object should be surveyed. If there is no date, the surveyor should assess its age based on similar datable objects.

3. Commercial Signs

The automobile was instrumental in turning many sections of the Lincoln Highway into an avenue of advertising, a defining visual quality of the road especially in urban and suburban settings. Extant signs reflecting the Lincoln Highway's commercial roadside during the period of significance should be considered for the survey. Good condition neon, metal box signs advertising on-site businesses should be surveyed as objects only when the buildings they are associated with do not have enough integrity to be surveyed. If the business is surveyed as a building, the sign should be included as a noted characteristic of the property. Vintage outdoor advertising, such as painted wall signs –many faded into 'ghost signs'- and barn paintings like the 'Mail Pouch Tobacco' signs, should also be considered as objects and surveyed if they are in reasonably good condition and are assumed to have been originally painted before 1956. A number of these wall and barn paintings have been recently restored and may therefore look newer than they actually are, whereas others may be of recent vintage and thus not eligible for the survey. If the original age cannot be determined, survey the object and note the fresh condition of the paint in the narrative.

This well-maintained Mail Pouch Tobacco barn painting adds to the allure of the historic Lincoln Highway in Columbiana County, Ohio.

Endnotes

[i] The style periods 'Moderne,' Modern' and 'Exaggerated Modern' are described in: Liebs, Chester H. *Main Street to Miracle Mile: American Roadside Architecture*, (Boston: Little Brown and Company), 1985. Although not classifying them as 'Pre-Auto' and 'Early Auto,' Liebs also describes the roadside architecture of the earliest motorist services, which include pre-existing and pre-modern buildings.
[ii] Longstreth, Richard. *The Buildings of Main Street: A Guide to Commercial Architecture*, (Walnut Creek, CA: AltaMira Press) 2000; 19.
[iii] Shank, William H. *Three Hundred Years with the Pennsylvania Traveler*, York, PA: American Canal and Transportation Center, 1976: 37.
[iv] These regional vernacular forms would conform to the North, Mid-Atlantic, and Midwest cultural regions described in Henry Glassie, *Pattern in the Material Folk Culture of the Eastern United States*, (Philadelphia: University of Pennsylvania Press) 1968.
[v] Liebs, Chester; 39-40.
[vi] Liebs, Chester; 44-48.
[vii] In "Pittsburgh's Monuments to Motoring: Atlantic's Fabulous Stations," *Western Pennsylvania History*, Volume 83, Number 3, Fall 2000, Keith A. Sculle describes Atlantic Refining Company's six grand, diminutive Beaux Arts gas stations constructed in Pittsburgh - four on the Lincoln Highway- between 1915 and 1919.
[viii] Williamson, H. F., R. L. Andreano, A. R. Daum, G. C. Klose. *The American Petroleum Industry: The Age of Energy, 1899-1959*, (Evanston, IL: Northwestern University Press) 1963; 680.
[ix] Jakle, John A. and Keith A. Sculle, *The Gas Station in America*, (Baltimore: Johns Hopkins University Press) 1994; 137-144.
[x] Jakle and Sculle; 163-182.
[xi] Liebs, Chester; 83-86.
[xii] Belasco, Warren James, *Americans on the Road: From Autocamp to Motel, 1910-1945*, (Cambridge, MA: Massachusetts Institute of Technology Press) 1979; 47-52.
[xiii] *American Motorist*, January 1929; 33.
[xiv] Jakle, John A., Keith A, Sculle and Jefferson S. Rogers, *The Motel in America*, (Baltimore: Johns Hopkins University Press) 1996; 23-25.
[xv] Relph, Edward, *The Modern Urban Landscape*, (Baltimore: Johns Hopkins University Press) 1987; 37.
[xvi] The best treatment of this transition from autocamp to motel can be found in Belasco, Warren James, *Americans on the Road: From Autocamp to Motel, 1910-1945*, (Cambridge, MA: Massachusetts Institute of Technology Press) 1979.
[xvii] Patton, Phil, *Open Road: A Celebration of the American Highway*, (New York: Simon and Schuster) 1986; 43.
[xviii] Jakle, John A., Keith A, Sculle and Jefferson S. Rogers, *The Motel in America*, (Baltimore: Johns Hopkins University Press) 1996; 36-43.
[xix] Jakle, Sculle and Rogers; 35-36.

[xx] Different types of quick-service restaurants and how they evolved into America's fast food industry are described in: John A. Jakle and Keith A. Sculle, *Fast Food: Roadside Restaurants in the Automobile Age*, (Baltimore: Johns Hopkins University Press) 1999.
[xxi] Liebs, Chester; 55.
[xxii] Liebs, Chester; 57.
[xxiii] Liebs, Chester; 104.
[xxiv] Jakle and Sculle; 45.
[xxv] Jakle and Sculle; 144.
[xxvi] Butko, Brian and Kevin Patrick, *Diners of Pennsylvania*, (Mechanicsburg, PA: Stackpole Books) 1999.
[xxvii] Relph, Edward, *Modern Urban Landscape*, (Baltimore: Johns Hopkins University Press) 1987; 198-201.
[xxviii] Liebs, Chester; 105.
[xxix] Liebs, Chester; 59-64.
[xxx] Hine, Thomas, *Populuxe*, (New York: Alfred A. Knopf) 1987; 84-85.
[xxxi] Jakle and Sculle; 148.
[xxxii] Jakle, Sculle and Rogers; 45.
[xxxiii] Butko and Patrick; xiii.
[xxxiv] The history of the drive-in is provided by: Witzel, Michael Karl, *The American Drive-In*, (Osceola, WI: Motorbooks International) 1994.
[xxxv] Hess, Alan, *Googie: Fifties Coffee Shop Architecture*, (San Francisco: Chronicle Books) 1985: 61.
[xxxvi] Fast food building designs of the 1950s and 1960s are discussed in the chapter, "Handlebars, Boomerangs and Arches That Flash in the Night" in: Langdon, Philip, *Orange Roofs and Golden Arches: The Architecture of American Chain Restaurants*, (New York: Alfred A. Knopf) 1986.
[xxxvii] Langdon, Phil; 138-141.
[38]The value of bridges in contributing to the allure of the highway, as well as their significance to historic engineering techniques was also recognized in the National Park Service's *Route 66 Special Resource Study* produced by the Denver Service Center in 1995, page 58.
[39] Goddard, Stephen B. *Getting There; The Epic Struggle Between Road and Rail in the American Century* (Chicago: University if Chicago Press) 1994, 46.
[40] Highway route succession is illustrated in Grady Clay's evolution of the commercial strip in, *Close-Up; How to Read the American* City, (Chicago: University of Chicago Press) 1973, 90-99.
[41] Patrick, Kevin J. *Learning from Lincoln Highway: Identity, Place and a Pennsylvania Roadscape*, PhD dissertation from the University of North Carolina Department of Geography, 1996.
[42] Jakle, John A. *The Tourist: Travel in Twentieth Century North America* (Lincoln: University of Nebraska Press) 1985, 225-228.
[43]A section on "Transcontinental Touring" that describes the nature of motoring in western environments was included in the Lincoln Highway Association's *A Complete Official Road Guide of the Lincoln Highway*, 5th Edition, in 1924.

[44] Lincoln Highway Association, *The Lincoln Highway: The Story of a Crusade That Made Transportation History*, (New York: Dodd, Mead) 1935, 220-221.
[45] Patrick, Kevin J. and Robert E. Wilson, *Lincoln Highway Historic and Cultural Resource Guide*, (Washington, D.C.: Department of the Interior, National Park Service) 2002.
[46] Typifying an early auto guidebook, Robert Bruce's *The Lincoln Highway in Pennsylvania*, published in cooperation with the Automobile Club of Pittsburgh in 1920, provides detailed maps and numerous photos of the road while much of the text is devoted to historical events that occurred along the route.
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[xlii] Jakle, John A. *The Tourist: Travel in Twentieth Century North America* (Lincoln: University of Nebraska Press) 1985, 225-228.
[xliii] A section on "Transcontinental Touring" that describes the nature of motoring in western environments was included in the Lincoln Highway Association's *A Complete Official Road Guide of the Lincoln Highway*, 5th Edition, in 1924.
[xliv] Lincoln Highway Association, *The Lincoln Highway: The Story of a Crusade That Made Transportation History*, (New York: Dodd, Mead) 1935, 220-221.
[xlv] Patrick, Kevin J. and Robert E. Wilson, *Lincoln Highway Historic and Cultural Resource Guide*, (Washington, D.C.: Department of the Interior, National Park Service) 2002.
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