

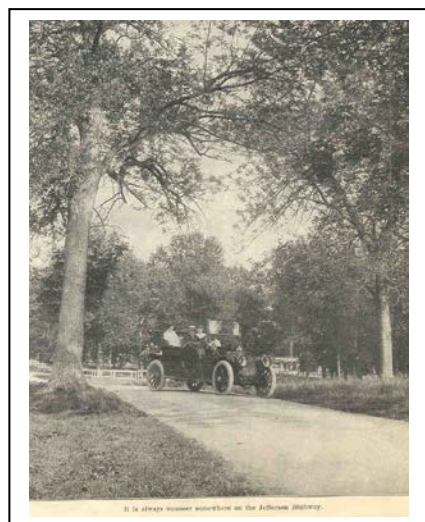
Jefferson Highway Declaration

Published Quarterly by:

Jefferson Highway Association, New Orleans

Volume 1, Edition 1

September, 2011





Welcome to the first edition of the revamped Jefferson Highway Declaration!

By: Jensine Kurtti

We're very fortunate our association's President, Mike Conlin, has found someone to make the newsletter a reality. I'm looking forward to keeping the membership informed and hearing all of the many stories that will come in from along the "Jeff".

I'm from Menahga, Minnesota, which is located on US Highway 71 (Jefferson Highway). Our claim to fame is two-fold. We are known as the "Gateway to the Pines" and the "Home of St. Urho". "Gateway to the Pines" was given to Menahga during the JH dedication in July 1916, when a group of 40 new automobiles drove into town with the official cars sporting large banners and flags. The Governor of Louisiana, Ruffin G. Pleasant, along with other motorists, joined them along the way. Just south of Menahga, someone in the group noticed that the hardwoods of Minnesota had turned to pine trees. Thus became our nickname.

After I returned from the March 2011 inaugural meeting in Lee's Summit, I began to visit with some of the "old-timers" in our community. Although many of these people don't have a direct

recollection of the actual Jefferson Highway dedication celebration, the stories of that day have been repeated many times throughout the years. One story remembered in our local history is that the celebration in 1916 was inundated by residents "far and wide" who came to Menahga dressed in their Sunday best. The local businesses were asked to give \$25 to cover expenses and the attendees were served fresh blueberries and cream. In those years, Menahga had a very bountiful crop of blueberries. In fact, Menahga is derived from the Chippewa word for blueberry.

During Mike Conlin's trip down the Jeff in November 2009, he and his traveling companion, Gary Augustine, spent the night in the Menahga City Campground and were invited to attend our museum meeting that night. It was then that the idea of starting a Jefferson Highway Association was mentioned and several of our museum's members became very excited with the idea.

Our museum is planning an expansion that will depict the early Main Street scene with the "Jeff" playing a prominent part of the display.

The President's Corner:

Letter from the President - September 2011

Hello Jefferson Highway enthusiasts,

I first heard of the Jefferson Highway in the Times Picayune of New Orleans on March 20, 2007. My interest was awakened by the story about a stone obelisk in downtown New Orleans. It mentions that spot is the "End of the Jefferson Highway", a roadway with its other end a continent away in a Canadian city, Winnipeg, Manitoba. Dating from the earliest days of the automobile, this collection of paved roads, graveled surfaces and wagon trails covered 2,300 miles, 8 states, 1 province, and 2 countries. It will be one hundred years old in less than 4 years.

2015 will mark the centennial of the founding of the Jefferson Highway! Such an illustrious milestone should be celebrated in a grand fashion and in many ways. There should be sociability runs on the JH, or golf tournaments called the "Pine to Palm", or dedication ceremonies for a new Jefferson Highway with markers all along the route. Four years from now we have an outstanding opportunity to make our historic highway the place to be and be seen. As a tourism draw, there are few chances that come along like the centennial of a historic highway.

In order to take maximum advantage of this once in a lifetime event, we as the Jefferson Highway Association, should begin forming plans to organize an end to end sociability run. The Pine to Palm Centennial Tour should start in Winnipeg, Canada, and take a month to 6 weeks to complete. It should include stops with celebrations in towns on the route and it must end in downtown New Orleans to a brass band and party like only New Orleans can throw. There should be a cavalcade of motor homes, cars, trucks, motorcycles and antique automobiles.

There will be a band of hardcore travelers who will have the time and resources to go the entire length. They will be joined on a regular basis by car clubs and locals who want to spend a day traveling with the caravan as it passes through their community. With a large online following and the press coverage that will be afforded the participants, the Jefferson Highway will become the talk of the historic highway world. We need to be ready!

It is time to start discussing and formulating plans to advance such a prestigious event. As an organization, the Jefferson Highway Association must do everything we can to make all of the local communities along the way aware that they are living on history and that they can participate in a wonderful yearlong celebration.

Now is also an excellent time for you to start contemplating what your town might want to do for the Jefferson Highway Centennial. Personally I'm going to start making plans to travel the whole way. Do you want to come?

Mike Conlin
President, JHA



Mark Your Calendar NOW for the 2012 Jefferson Highway Association Annual Conference!

By: Scott Berka and Iyell Henry

For Jefferson Highway fans, Ames, Iowa, will be the place to be on April 27-29, 2012 for the
**FIRST ANNUAL JEFFERSON HIGHWAY
ASSOCIATION CONFERENCE.**

A local committee is working hard to provide you with a first-class experience at this conference. Ames has many excellent conference facilities and the committee is negotiating with several to get the best value for JHA members.

The conference agenda is being finalized as this edition of the newsletter goes into print. Events include a business meeting, presentations on Jefferson Highway topics ranging from highway history to present day tourism, an awards dinner and other meals, and a motor-coach tour on the Jefferson Highway from the Iowa-Minnesota border to Ames.

Some highlights of the tour include:

- at the Iowa-Minnesota border, a commemorative monolith installed in 1930 upon completion of the paving of the Jefferson Highway through the two states;
- in Mason City, many houses of Prairie School design, as well as the fully restored Park Inn, a hotel designed by Frank Lloyd Wright, which was the local JHA tourist headquarters in 1916;
- in Iowa Falls, the Scenic Inn, a motel originating in 1928, and also the Princess Café and Sweet Shop, an Art Deco gem that began when the highway ran downtown in 1916 and is still in business;
- outside of Hubbard, the Jefferson Highway Farm, located on a gravel segment of the original highway;
- in Colo (at the intersection of the Lincoln and Jefferson Highways), the Reed/Niland Corner restoration, which includes a 1926 canopy gas station and the reopened Niland's Café and Colo Motel;
- plus some surprise attractions found today in several Jefferson Highway towns.

This is going to be a fun conference! Why not plan to come early and stay late to take in some of the many attractions in and around the Ames-Des Moines area? Our conference location will be a short distance from the Iowa State University campus. Conference registration materials will be available in October and will be emailed to all members.

Boy Scout installs Jefferson Highway signs for Eagle Scout project.

By: Mike Conlin

An "Eagle Scout" is the pinnacle of "scouting" in The Boy Scouts of America. It's the highest rank that a young man can reach as a scout.

Early in 2009, Ben Beito aspired to be an Eagle Scout. To attain that top rank, one task required him to complete a project that would benefit his community. Ben decided to re-create the marker signs on the old route of the Jefferson Highway through his town of Thief River Falls, Minnesota.

While researching his JH project, Ben found my Jefferson Highway website and contacted me for permission to use the sign from the website. Of course I told him it was a fantastic idea! It would help him with the Boy Scouts, add to the Thief River Falls community and be invaluable to the promotion of the old JH.

Ben wanted to confirm the location of the original road. I created a series of maps - in Google Maps - that show exactly where that route was located. That was the easy part. From there, he had to secure permission from the local levels of government and the owners of the telephone poles that his signs would be displayed on. This took considerable effort by Ben. In the end, he managed to not only have the signs affixed but his volunteer crew installed them rather than municipal workers thereby saving a lot of money.

While designing the signs, Ben and his team gave serious consideration for the long term viability of

Affixing the Signs



Cooper Sorvig stands among the ready-to-be-attached signs.



The hardest part was wrapping the sign around the pole and vice-gripping the two ends together.



Garette Byron inserts and tightens the screws to perfection. He likes to work as close to the ground as possible! Cooper sorted and handed up the fasteners.



I made sure that the boys rotated duties between signs.



Justin Podgorski was a big help. He has been an Eagle Scout for a while.



Joseph "Youse" Hag of the Thief River Falls city council was present to see some of the signs get up.

his signs. Rather than just painting them on the poles, they built metal signs that wrapped around the poles and were bolted together. This was a very strong design that looked great and should last for years to come. However, it created some problems during installation. Pulling the circular metal signs open far enough to get them around the poles proved to be a difficult task, but Ben and his band of volunteers persevered and found a solution.

Thief River Falls is now one of the proud members of the growing family of Jefferson Highway communities showing their rich history of automobile travel. Thank you, Ben Beito, Eagle Scout.

Affixing the Signs Part 2



I always made sure that someone was holding the ladder.



The longer bolts needed to be pulled to use on some of the signs.



The Finished Product!



The Drexlow boys helped out with the final two signs.



That's The last sign! Yay!

Where on the JH is this?

Can you name this spot? Send your answers

to: two.tamales@gmail.com Winner gets a free T-shirt!!



We need your help and volunteers for the following:

- state reporters to do articles for each quarterly newsletter
- collaborators to work with the JHA, newsletter publications, publicity, meeting planning and event co-ordination
- amateur photographers to submit "mystery" photos for publication from places along the JH

Let us know how YOU can help!

Would you like to start a JH event in your town? We'd like to know!

What kind of event is it, what do you need to do and how can we help you publicize it? Tell us!!

T-shirt Logo Contest!



We need a T-shirt to commemorate the renewal and resurgence of JH.

Please submit your proposal for consideration to: two.tamales@gmail.com

Sociability Run 2015

From Winnipeg to New Orleans!

2,300 miles one way makes the journey a two week run, but it you make the trek back its double!

Come join us for the whole ride or just a part! We're starting to plan now. Any one or any group who can help us organize, contact us!!

Can you better name our newsletter?

We'd love to know! Send us your ideas!

We want your feedback! Send us your ideas for the newsletters, your recipes and how we can improve to: two.tamales@gmail.com

Pine to Palm Recipes

By: Sherry Schwartz

Nanaimo Bar Recipe (Author unknown)

Bottom Layer

½ cup unsalted butter (European style cultured)
¼ cup sugar
5 tbsp. cocoa
1 egg beaten
1 ¾ cups graham wafer crumbs
½ cup finely chopped almonds
1 cup coconut

Melt first 3 ingredients in top of double boiler. Add egg and stir to cook and thicken. Remove from heat. Stir in crumbs, coconut, and nuts. Press firmly into an ungreased 8" x 8" pan.

Second Layer

½ cup unsalted butter
2 Tbsp. and 2 Tsp. cream
2 Tbsp. vanilla custard powder
2 cups icing sugar

Cream butter, cream, custard powder, and icing sugar together well. Beat until light. Spread over bottom layer.

Third Layer

4 squares semi-sweet chocolate (1 oz. each)
2 Tbsp. unsalted butter

Melt chocolate and butter over low heat. Cool. Once cool, but still liquid, pour over second layer and chill in refrigerator.

The Nanaimo bar originated in Ladysmith, Vancouver Island, south of Nanaimo in the early 1950s. Mabel Jenkins, a local housewife from Cowichan Bay, submitted the recipe to the annual Ladysmith and Cowichan Women's Institute Cookbook. This cookbook was sold in the early 1950s in the region as a fundraiser. It became popular in many of the province's households, especially in company towns, and was sold in many of the coffee shops on Nanaimo's Commercial Street. Tourists in the region, especially US tourists on pleasure boats came to refer to these as "Nanaimo Bars". Other unconfirmed references date the bars back to the 1930s, when it was said to be known locally as "chocolate fridge cake".

Source: "Nanaimo Bars". Nanaimo Hotel. January 2005



Send us your recipes or comments and pictures of the ones we publish that you cook. We'd love your input. Who knows? Maybe yours will be published next! Send submissions to: two.tamales@gmail.com

Joplin's most deadliest tornado since 1953 – May 21, 2011 – F-5



These pictures were sent to us by David Stearns.

You can help us help the people in Joplin through the Jefferson Highway Association website:
www.jeffersonhighway.org/donations



Editorials

I was born and raised in New Orleans. After losing the home I was renting during Katrina, I decided to invest in my city and purchased a home in Old Jefferson, Louisiana, off Jefferson Highway. Long familiar with the area, I knew its potential. I made a commitment to do whatever I could to help rejuvenate and re-energize Jefferson Highway.

Here's where you come in. I'm calling out to you, fellow JH devotees, to join me in my plight. We need to get local and community service groups involved; the more, the better. Talk to your children, scouts, students, friends and family. Tell them what we're doing and see if they can help or offer suggestions. Talk to car and bike clubs. It would be great to have them involved in the organizing of the Sociability Run 2015. Also, I'm reaching out to all businesses on the JH for your help. We want your involvement too!

JH's significance dates back to the 1910s. Let's not lose one more day! Let's renew and restore JH's ambiance, encourage new businesses to come while keeping our tried and true ones, and enliven this historical path so that future generations can enjoy it as much as we do.



Co-Editor, Sherry Schwartz

In 2005, Hurricane Katrina hit New Orleans, Louisiana, leaving a path of destruction in its wake. I ended up having to relocate from my hometown to Houston, Texas, for three months. Much to my dismay, I was forced like most New Orleanians to find a new home when I moved back to New Orleans. I purchased a home in Old Jefferson, Louisiana. It's in one of the first suburbs of New Orleans and just one block off Jefferson Highway. Once I was settled, I started to read about the significance and history of the JH. I've lived here my whole life and had never before realized how significant it was, not only to Louisiana, but to other states as well. Right then, I became committed to trying to raise awareness about its importance and to revitalize the JH.

Soon I will be setting up a Facebook page for the JH in New Orleans to gather fan appreciation, increase membership and advertise the upcoming things scheduled for the JH in New Orleans. Keep an eye out for our new page and let us know how you like it! Your comments and feedback are always welcome!



Co-Editor, Christine Schwartz

Please submit your Editorial Letters to: two.tamales@gmail.com

Jefferson Highway Association

Member Registration

*Please fill out a separate sheet for each member of the household and return to:
Jefferson Highway Association, c/o Scott V. Berka-Treasurer, P.O. Box 294, Colo, IA
50056*

Please Print

Date: _____

Annual membership is from date of enrollment.

() New Member () Renewal

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone (____) _____

Work Phone (____) _____

Fax (____) _____

E-mail address _____

_____ I am enclosing annual membership dues of **\$20.00** per household

I am interested in:

_____ Sociability Run _____ Route marking & Governmental route recognition

_____ Historical Research _____ Helping produce the monthly newsletter

_____ Marketing & Tourism _____ Merchandising & Trademark protection

_____ Maintaining JHA Facebook

_____ Other _____

_____ **I have historic photographs, postcards, tourism booklets, news articles or other information relating to the Jefferson Highway and would like to share it.**