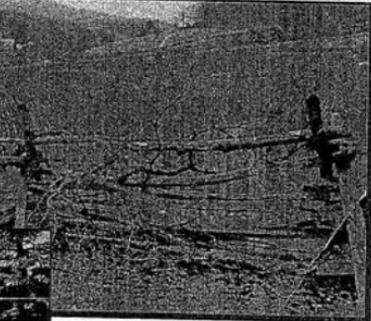
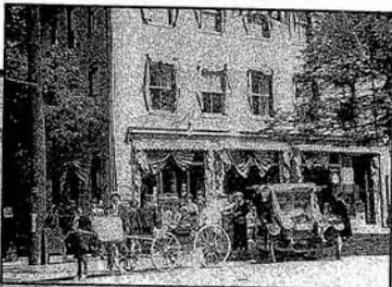
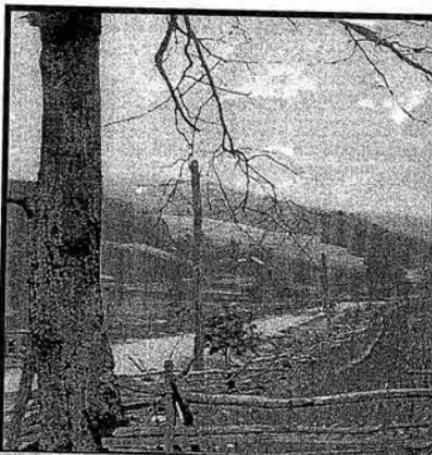


Special Purpose Study:

The Lincoln Highway in Adams County, Pennsylvania

prepared for

**Adams County Department of Planning and Development
Gettysburg-Adams County Area Chamber of Commerce**



by

John Milner Associates, Inc.
in association with
Shelley Mastran

July, 2000

**Special Purpose Study:
Linking Adams County to the Lincoln Highway
Heritage Corridor**

July, 2000

Consultants

John Milner Associates

- Elizabeth Watson – Project Director
 - Alison McDowell – Project Manager
 - Peter Benton – Preservation Planner
 - Jeanette DiStefano – Desktop Publishing
- Shelley Mastran – Tourism Planner

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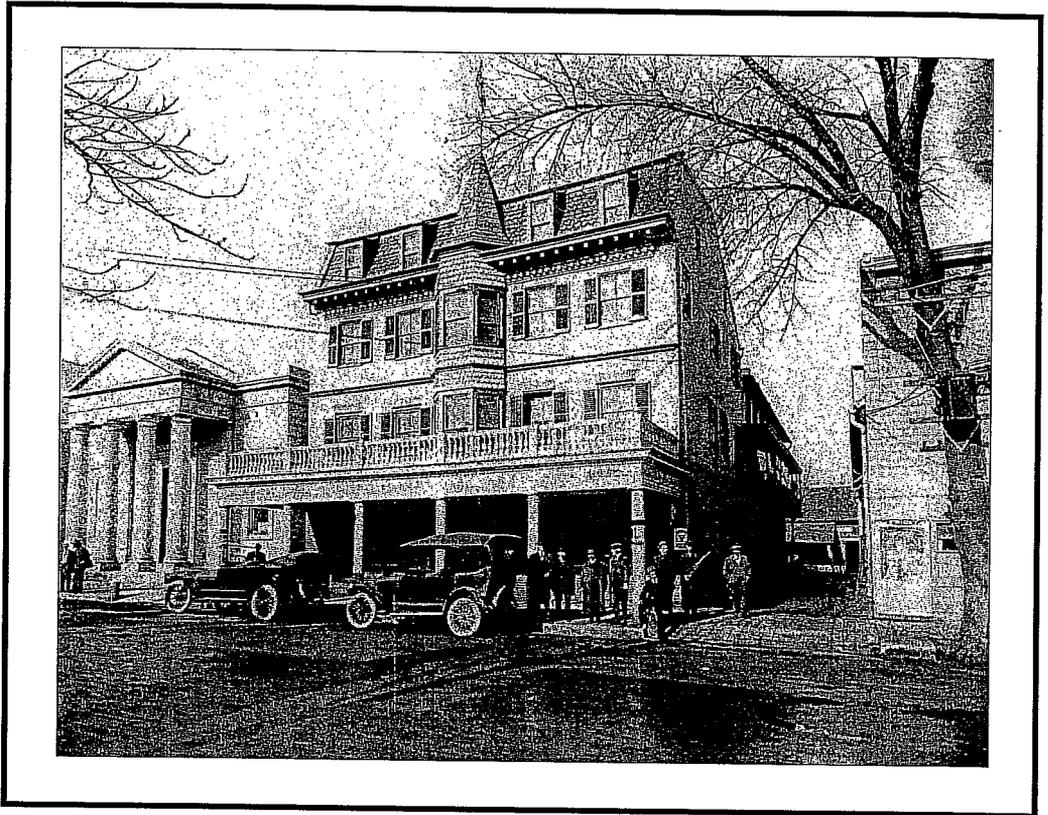
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Appendix A

Acknowledgments

Photo courtesy of The Adams County Historical Society
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Bicentennial Album*, by
William A. Frassanito, © 1987



The Lincoln Way Hotel, formerly the Globe Inn, York Street, ca. 1918.

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Adams County Commissioners

Thomas Weaver
Harry Stokes
Thomas Collins

Steering Committee

<u>Name</u>	<u>Representing</u>
Merry Bush, Chairman	Lincoln Highway Association
C. Alan Chase	Pennsylvania Department of Conservation Natural Resources
Paul Cullinane	LHHC Board of Directors
Debbie Darden	National Parks Service
Thomas E. Davidson	Congressman Bill Goodling's Office
Ann Diviney	Lincoln Highway Association
Cynthia A Ford	Citizen
Olga A. Herbert	LHHC
Kay Jones	New Oxford Borough
Alex M. Kessel	Franklin Township
Peter M. Monahan	Gettysburg Convention and Visitors Bureau
John Murphy	Gettysburg Borough
Richard Schmoyer	Adams County Office of Planning and Development
Sandra K. Spence	Adams County Fruitgrowers
John Stambaugh	Abbottstown Borough
Saleta Stewart	Citizen
Robert Thaeler	Adams County Office of Planning and Development
Kevin Trostle	Main Street Gettysburg
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Lincoln Highway Heritage Corridor Interpretive Plan

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The Getty Hotel Project
Gettysburg College
Gettysburg Convention and Visitors Bureau
Gettysburg Motor Lodge
Historic Gettysburg – Adams County, Inc.
National Civil War Wax Museum
PNC Bank
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Strawberry Hill Foundation
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Richard H. Schmoyer, AICP – Director
Robert Thaeler – Senior Community Planner
Chris Conti – Project Planner

Lincoln Highway Heritage Corridor, Inc.

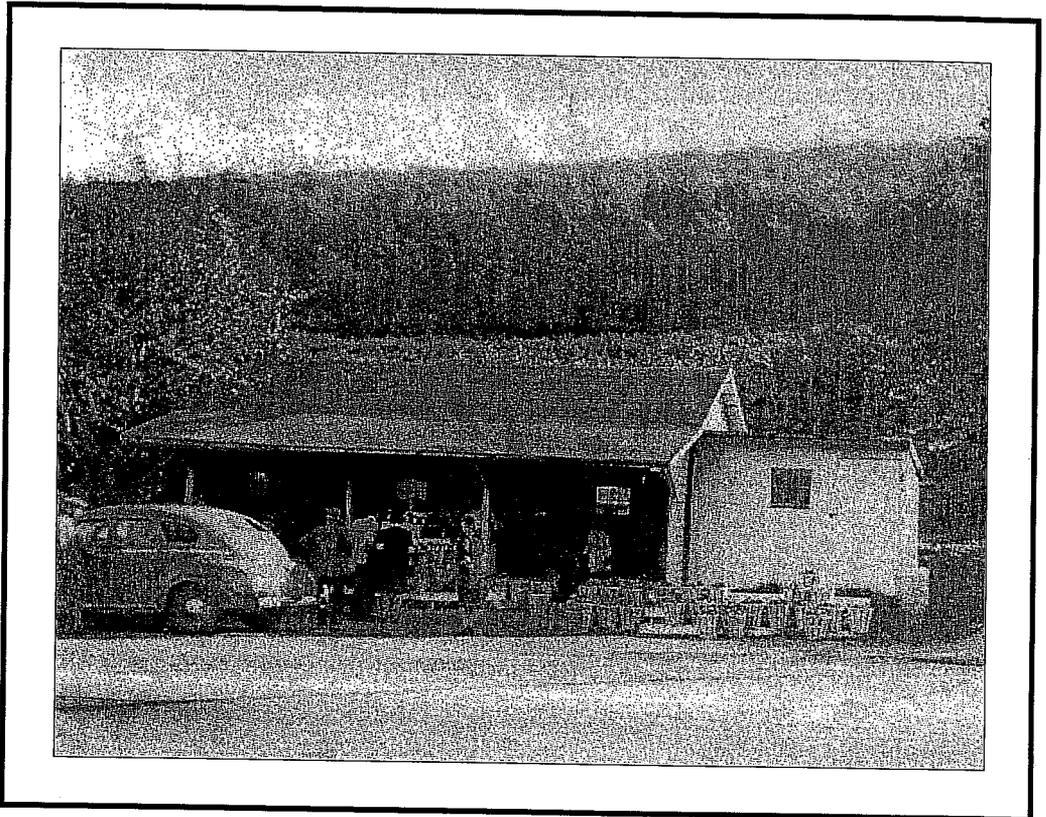
Olga Herbert – Executive Director

Pennsylvania Department of Conservation and Natural Resources

C. Alan Chase – Heritage Parks District Supervisor, Bureau of Recreation and Conservation

Introduction

Photograph courtesy of Grace Kane



Kane's Fruit Stand.

Chapter One

CHAPTER ONE

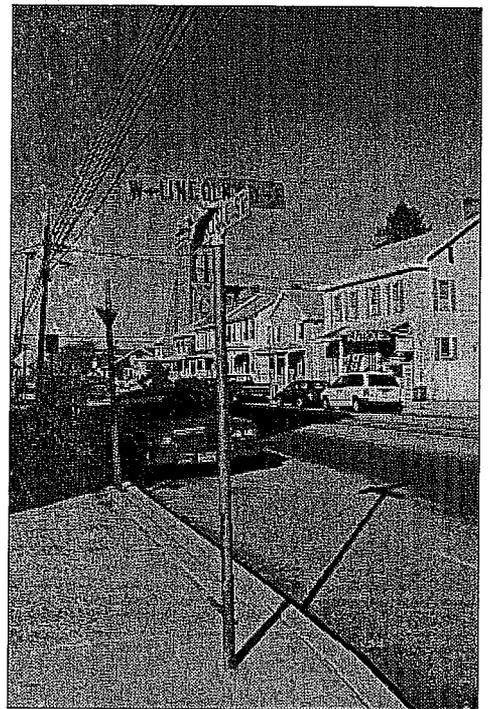
INTRODUCTION

The Development of this Study

This Special Purpose Study is the result of a sixteen-month process of investigating the feasibility of expanding the Lincoln Highway Heritage Corridor, which currently encompasses portions of Westmoreland, Somerset, Bedford, Fulton, and Franklin Counties, to include Adams County on the east. The process has been led by a Steering Committee, composed of individuals with an interest in the Lincoln Highway as well as those representing civic, business, and cultural interests in Adams County. The Adams County Office of Planning and Development and the Gettysburg/Adams County Area Chamber of Commerce, the parties who agreed to administer the grant from the state that provided significant support for this study, hired John Milner Associates (JMA) in February 1999 to perform the study.

JMA and Steering Committee members toured the Lincoln Highway corridor in Adams County during January and February of 1999 to develop a familiarity with the project area and hosted an introductory project meeting for the public. In March 1999 and January 2000, the Steering Committee also hosted meetings of a wider Task Force, to which the public was also invited. During the spring of 1999, JMA conducted fieldwork, interviewing residents and representatives of various community organizations who could provide information on the three major planning areas to be addressed by the study: interpretation/ education, tourism/revitalization, and preservation/ conservation. Having completed this first phase of information-gathering, JMA worked with the Steering Committee over the summer to identify important issues in the three main planning areas and to determine how they relate both to the existing Management Action Plan for the corridor and to the present direction of the LHHHC. Project sustainability and leadership capacity were also discussed.

During the autumn of 1999, JMA focused on refining the interpretive component of the study. Additional fieldwork was carried out to identify and document important roadside resources. Having obtained a better understanding of the county's available resources, it was then possible to relate them to the interpretive plan that was being developed for the corridor as a whole. JMA selected stories that had a particularly strong resonance with Adams County for inclusion in Chapter Four. The interpretive strategy for



This New Oxford street sign points the way east or west on the "Lincolnway."

Adams County and profiles of Lincoln Highway resources are detailed in Chapters Three, Four, and Five.

In December of 1999, the Steering Committee finalized goal statements for each of the three planning areas, which were then presented with an interpretive overview at the January 2000 Task Force meeting. During the remainder of the winter, the Steering Committee worked with JMA to refine the recommendations of this study and review the draft document, which was presented at a public meeting on June 20, 2000.

The Lincoln Highway Heritage Corridor

The Lincoln Highway Heritage Corridor, Inc. (LHHC), is a non-profit organization headquartered in Greensburg, Pennsylvania, that serves as a catalyst for heritage tourism initiatives along the historic Lincoln Highway in a five-county area of Pennsylvania. The LHHC was incorporated in 1996, following the completion of a management action plan that evaluated the significance of the corridor and its resources and provided recommendations for interpretation, scenic conservation, and tourism development. It is part of the Pennsylvania Heritage Parks Program, which was established in 1989 and is currently administered by the Commonwealth's Department of Conservation and Natural Resources (DCNR).

There are currently nine designated heritage regions in Pennsylvania and several other regions that are in the planning phase. The purpose of the program has been to stimulate heritage tourism and other forms of economic investment within designated regions by offering technical and financial support to initiatives that preserve and market aspects of the Commonwealth's impressive industrial heritage. DCNR provides matching grants to the heritage parks to award to non-profit organizations and municipalities along the corridor that are undertaking projects in the areas of preservation, conservation, recreation, heritage tourism, and interpretation.

Generally, Pennsylvania State Heritage Parks extend across two or more counties and contain a critical mass of resources that create a distinctive sense of place and relate important aspects of the state's industrial heritage. Industrial themes for the state include iron, steel, textiles, machine work, foundries, transportation, lumber, oil, and agriculture. The significance of the Lincoln Highway lies in the critical role it played in the development of a modern transportation system in the state of Pennsylvania. The boundaries of heritage regions, which define target areas for assistance and investment, encompass land that is in both public and private ownership.

The LHHC employs a full-time executive director and is governed by a twelve-member board of directors, which spearheads the promotion of the Lincoln Highway along the corridor through special events, publications, and community outreach programs. It also provides technical assistance to partners,

reviews grant requests, makes funding recommendations to the state, and administers grant funds. The organization has produced several travel booklets, including driving, biking, and motorcycling guides, and publishes a quarterly newspaper, the *Lincoln Highway Journal*. Most recently the organization has installed almost 90 Lincoln Highway signs that delineate the original highway route for travelers. The LHHC also sponsors an annual road rally, in which motorists participate in a day-long caravan along a portion of the corridor with stops at historic sites along the way.

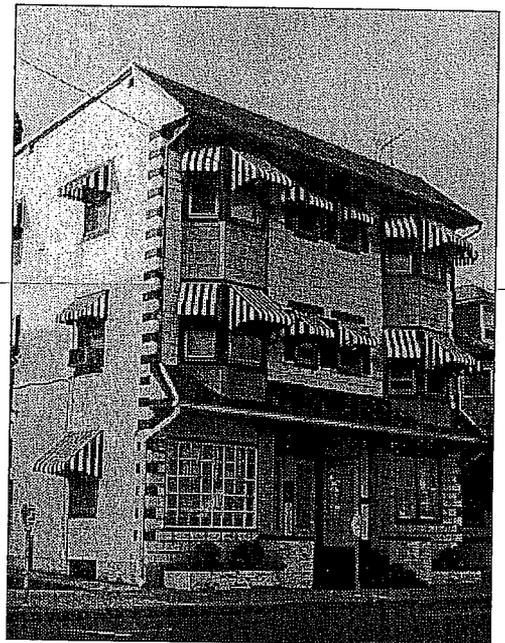
Organization of this Document

This first chapter of this study provides an introduction to the scope of the project and outlines the contents of the document. A historical overview of the Lincoln Highway, highlighting some of Adams County's unique stories, is featured in Chapter Two. Chapter Three discusses the types of historic highway resources found within the county, providing examples of each. Chapter Four describes the interpretive framework for the Lincoln Highway Heritage Corridor, including themes, sub-themes, and specific stories of interest. Chapter Five details goals, issues, and actions for interpretation and education in Adams County. Chapter Six does the same for tourism and revitalization, and Chapter Seven covers preservation and conservation. The final chapter, Chapter Eight, provides a timeline and priorities for implementing the recommendations of the plan, identifies potential partners, and discusses how Adams County will work within the existing structure of the LHHC from a management standpoint.

The Case for Extending the Lincoln Highway Heritage Corridor to Include Adams County

At the commencement of this study, JMA was charged with guiding the Adams County Steering Committee and the Lincoln Highway Heritage Corridor to arrive at answers to the following questions:

- Does Adams County contain historically significant or valuable interpretive resources associated with the Lincoln Highway?
- Is there sufficient community support to successfully implement the project within Adams County?
- Would participation in the Lincoln Highway Heritage Corridor Program significantly benefit Adams County?
- Would the addition of Adams County strengthen the LHHC or further disperse its resources?
- How would Adams County fit into the existing LHHC organization?



Chapter Three of this plan describes resource types that are typical of the Lincoln Highway, such as this hotel on York Street, Gettysburg.

Extensive discussion with the Steering Committee led to the conclusion discussed in the following sections.

Background on Management Alternatives

In examining options for the recommendation to be included in this study, there are three basic possibilities:

- No designation;
- Affiliation or phasing; or
- Full designation.

In discussing these options at its monthly meeting on March 22, 2000, the Steering Committee voted to present a recommendation to the LHHC board for full designation. The implications of each of these options are briefly described in Chapter Eight. At the request of the LHHC board in response to that presentation on April 18, 2000, JMA has explicitly added its endorsement to this recommendation. This recommendation is based on the following criteria, drawn from the questions listed above: quality of resources; partner willingness; and impact on the existing Lincoln Highway Heritage Corridor.

Quality of Resources

The historic and cultural resources associated with the Lincoln Highway in Adams County reflect and add to the stories the Lincoln Highway Heritage Corridor intends to interpret (refer to the draft interpretive plan for the Lincoln Highway Heritage Corridor dated May 2000). Certain resources are especially important: the connection to Gettysburg, an important element of the story of the inspiration for the name; the connection to the Eisenhower NPS site, because of Eisenhower's relationship to the highway and the evolution of American roads based on that relationship; the fact that the first major ridge heading west occurs in Adams County, the signal to intrepid tourists that they have left the familiar behind; and the remnant of the original alignment attacking that ridge, offering a superb experience of a road remnant made even more important because it coincides with the first ridge. New Oxford and Abbottstown each would add their distinctive flavors to the collection of small towns linked by the Lincoln Highway.

Partner Willingness

Adams County is a willing and strong partner, with a well-informed group committed to continuing from its steering committee role into chapter status. The continuity this group offers means that there will be no start-up time in assuring that Adams County follows up on its commitments. This group has been necessarily small, to continue over the many months of the planning process, but it is well tied into the community and has already begun the

outreach necessary for building greater community support. The group has been hampered in this outreach to date by a determination that the planning process should not be used to spur high community expectations too early. With the conclusion of this study, the committee can now begin to excite the public and other potential chapter members and LHHHC supporters. In addition, Adams County is committed to continuing to provide staff support to this chapter, which will help to address the logistical challenge of adding Adams County to an already-lengthy corridor.

Adams County would experience the following benefits from membership:

- Membership in the Lincoln Highway Heritage Corridor would provide a vehicle for fostering county-wide partnerships;
- As a resource shared across the county, the Lincoln Highway can be an important focal point for other planning efforts;
- Emphasis on the Lincoln Highway would boost tourism in communities east and west of Gettysburg and add to the reasons that visitors can enjoy Adams County as a whole;
- Focus on the Lincoln Highway and its resources would help to raise preservation awareness county-wide;
- County residents would be encouraged to appreciate a wider range of Adams County's history—the Civil War battle here, and Lincoln's Gettysburg Address, were pivotal for the nation, and today tourism interest in those events is manifest in many ways in Gettysburg. It can be argued in interesting counterpoint, however, that the Lincoln Highway may have had a much greater impact on the development of the community as a whole;
- Joining the LHHHC would allow Adams County to be a part of a region; and
- Designation would lend credibility as Adams County searches for resources to support its efforts to preserve and interpret the Lincoln Highway experience.

Impact on the Lincoln Highway Heritage Corridor

JMA's contribution to this recommendation includes an examination of the impact of expanding the existing corridor on the existing organization. There are both costs and benefits. Costs include:

- The additional demands on existing, limited staff resources, over a newly lengthened distance;

- The division of funding available exclusively to the heritage area among six counties instead of five; and
- The “organizational culture” difficulties of incorporating a new group, and facing the changes that are required of board and staff.

A decision to add Adams County is a decision by the LHHC board to face these issues squarely, and a determination that the investment of the existing organization in its expansion is the right way to go. Although this study does not and cannot make that decision for the LHHC, the following benefits appear to outweigh the costs and would justify such a decision:

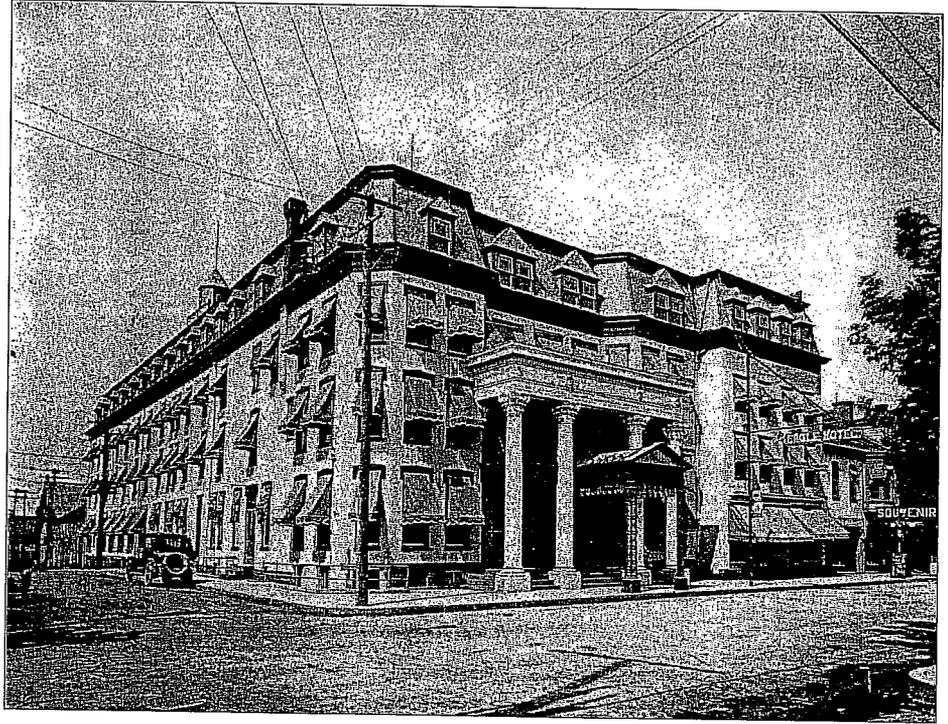
- The resources in Adams County would add to the overall experience of the visitor to the Lincoln Highway;
- As a strong partner, Adams County would help the LHHC in all of its activities (interpretation, marketing, resource conservation, work with partners, etc.);
- The LHHC would benefit by tapping into the Gettysburg “flow” of visitors—and would have help from Adams County in doing so;
- The Adams County Department of Planning and Development has promised to continue providing technical support; and
- The Adams County community is a lively mix of leaders who are growing increasingly creative in seeking funding for heritage preservation and heritage tourism. The Lincoln Highway can be expected to share in that effort.

Recommendation

For all of the above reasons, the recommendation of this study is that LHHC and Adams County proceed to work out the details of how the LHHC is to be amended so as to invite Adams County to join its effort.

History of the Lincoln Highway

Photo courtesy of The Adams County Historical Society
Published from the Gettysburg National Military Park Archives in *The Gettysburg
Bicentennial Album*, by
William A. Frassanito, © 1987



The Eagle Hotel, ca. 1919, site of the current 7-Eleven Convenience store.

Chapter Two

CHAPTER TWO

HISTORY OF THE LINCOLN HIGHWAY

Carl Fisher's Vision

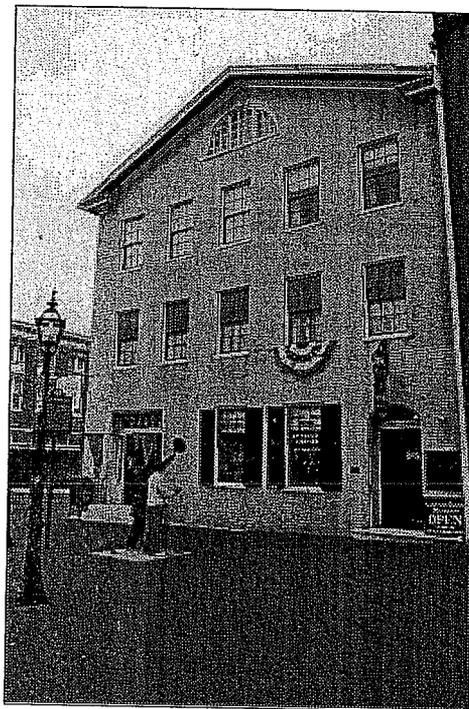
Carl Fisher—avid bicyclist, owner of the Prest-O-Lite automobile headlight company, builder of the Indianapolis Motor Speedway, and eventual developer of Miami Beach—had a novel idea in 1912. He would join with other major automobile industrialists and build the nation's first transcontinental highway. It would be called the Coast-to-Coast Rock Highway—later renamed the Lincoln Highway—and connect New York City with San Francisco. The idea carried a big price tag, an estimated \$10,000,000 in 1913 dollars; and yet many in the automotive industry believed that building a transcontinental highway had significant business merit. Fisher lined up dozens of corporations who were willing to sponsor the project and invest their own capital to make it happen.

Henry Joy's Grand Boulevard

Carl Fisher spent the better part of 1912 refining his sales pitch for the Coast-to-Coast Rock Highway. Meanwhile, Henry Joy of Packard Motor Company was busy lobbying Congress for his own pet project, a grand boulevard connecting Washington, D.C., with Gettysburg, Pennsylvania. The boulevard was intended to serve as a memorial to Abraham Lincoln. It was to be called the Lincoln Highway.

The topic of a memorial to Lincoln was being hotly debated as the fiftieth anniversary of the president's death (April 15, 1915) neared. The Good Roads constituency lobbied strongly against the construction of a marble monument on the banks of the Potomac, arguing that Lincoln would much prefer a memorial that was of practical use—like a highway. The following excerpt from the January 1, 1913, issue of *Star and Sentinel* on file at the Adams County Historical Society illustrates the position taken by Joy and his supporters:

The people—at least most of them—want a handsome boulevard to Gettysburg Battlefield, and that's what they ought to have. If Lincoln were living he would set his foot smack down on any proposition to build up a marble temple to his memory. Lincoln hated show and ostentation above all things.



The Wills House on the square in downtown Gettysburg hosted President Lincoln the night before he delivered the Gettysburg address.

The memorial road to Gettysburg should be a wonderful highway that would bring the great emancipator to mind every time a wheel turned or a foot was set upon it, and there would be many thousands of these every day. It is a memorial that Lincoln himself would sanction. A meaningless pile of marble down on the banks of the Potomac on swampy land is not typical of Lincoln, and Lincoln lovers will never accept the proposition with any kind of grace.

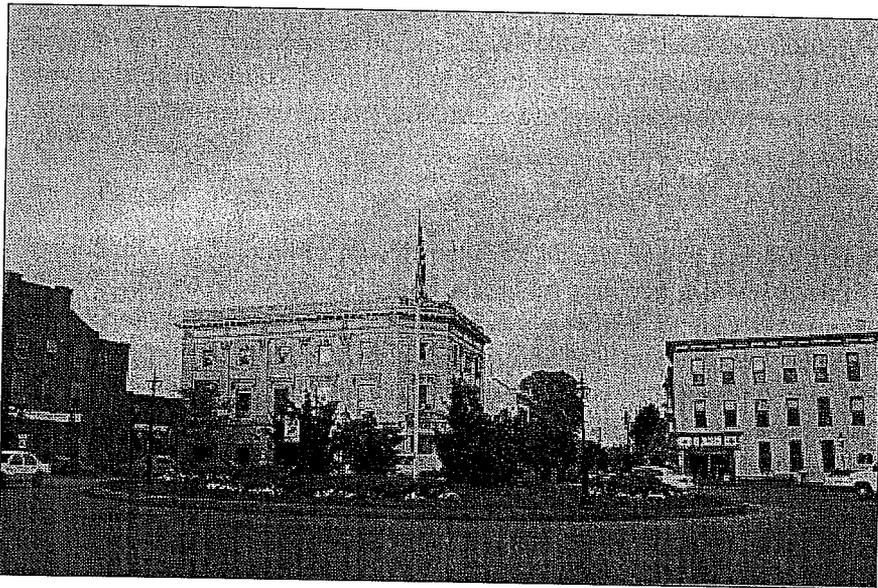
As anyone who has been to the Washington Mall can attest, Congress elected to go forward with the marble monument rather than the grand boulevard. The first incarnation of Henry Joy's Lincoln Highway was never realized. Joy, however, recognized the public relations potential of the name "Lincoln Highway." Not wanting to let a good idea slip away, he called Fisher and offered him use of the name Lincoln Highway for his project. Fisher gratefully accepted, and the somewhat awkward name Coast-to-Coast Rock Highway was replaced by the more memorable appellation, Lincoln Highway. Not long after the name change, Fisher's project began to gain momentum, riding the coattails of pro-Lincoln sentiment. Due to its association with Gettysburg, this aspect of the Lincoln Highway's history is particularly suitable for interpretation in Adams County.

The Real Lincoln Highway is Launched

For years Fisher and Joy's vision for the Lincoln Highway remained largely a red line drawn on a map, since it took substantial time and effort to raise the funds needed to upgrade rough country roads to highway quality. The last stretch of the Lincoln Highway, which consisted of thirty-four miles of road near North Platte, Nebraska, was finally paved in the fall of 1935, twenty-two years after the highway was officially dedicated. Even so, many businessmen and politicians fought for the privilege of having the Lincoln Highway pass through their towns. Being designated as part of the Lincoln Highway meant a community was on the route to *somewhere*, and as such it greatly improved chances that the town could capture revenue from the burgeoning numbers of tourists and truckers who were beckoned by the red line.

When routing the Lincoln Highway, the Lincoln Highway Association (LHA) adhered to a strict policy of directness. The road was not to be diverted to nearby cities or sites of scenic or historical interest; it was intended to be a fast direct road, not a touring road. The route ultimately selected was preferred for a number of reasons: 1) it was the most direct with respect to grade, curves, and topography; 2) it was already improved along much of its length; 3) it served the greatest population; 4) it was the least expensive route to construct; and 5) west of Chicago the route followed the well-established path of the historic Overland Trail.

The route made a bee-line west from New York through New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Iowa, Nebraska, Wyoming, Utah, and Nevada, to its final destination, San Francisco, California. In Pennsylvania it followed much of the historic Philadelphia-Pittsburgh Turnpike, linking Philadelphia, Lancaster, York, Gettysburg, Chambersburg, McConnellsburg, Bedford, Greensburg, and Pittsburgh. Residents, business owners, and politicians in several parts of the country that had been excluded were particularly upset when the final route proclamation was made. The states of Kansas and Colorado and the cities of Baltimore and Washington, D.C., clamored for inclusion, but LHA members held their ground and the original alignment remained.



The Lincoln Highway passed through Gettysburg on York and Chambersburg Streets.

According to an article in the April 15, 1914, issue of the *New York Times*, the route passed through only four major cities on its way from New York to San Francisco. These were Philadelphia, Pittsburgh, Omaha, and Salt Lake City. Despite that fact, the highway was still said to serve 67 percent of all automobile owners in the United States at that time. The article also noted that less than six months after the route was officially opened, and before any major improvements had even taken place, the Lincoln Highway had the following reputation:

The Lincoln Highway today is the longest road in the world; it is the most traveled road in the world; it is the one road on which more has already been spent, on which more is now being spent, and on which, during the years to come, more money and effort will be expended, than on any other single road known.

Through its powerful public relations machine, the LHA began to create the Lincoln Highway through sheer force of will. In reality it may have merely

been a red line on a map, but in the press and in the hearts of its supporters the Lincoln Highway was the real thing; it was history in the making.

Early Roads Across the Appalachians

Travelers on the historic Lincoln Highway followed a well-trodden route. Much of the highway through Pennsylvania followed earlier turnpike routes. The turnpike improvements from the 1820s, in turn, were laid atop Native American footpaths, military roads, packhorse trails, and stagecoach lines. Many New England emigrants who headed west in search of land and new opportunities chartered their Conestoga wagons over the Appalachian Mountains using the Philadelphia-Pittsburgh Turnpike, actually a series of interconnected smaller regional turnpikes. The turnpike and the Pennsylvania Main Line Canal and Railroad to the north provided important economic links between the fertile farmland of the Midwest and the port of Philadelphia, which was facing heavy competition at the time from Baltimore and New York City.

During the late eighteenth and early nineteenth centuries large numbers of people, livestock, and raw materials traversed the route of what would become the Lincoln Highway a century later. Driving the historic Lincoln Highway today, one still regularly encounters early taverns, inns, and tollhouses that served travelers of centuries past. According to the memoirs of David Eby, a wagoner who traveled the turnpike during the 1850s, there was on average one tavern for each mile of the route, and a large number of these inns remain. Examples in Adams County include the Cashtown Inn in Cashtown and the Altland House in Abbottstown, roadside fixtures that continue to offer food and lodging to highway travelers.

Road versus Rail

By modern standards, Pennsylvania roads during the late nineteenth and early twentieth century were terrible, although no more terrible than the roads in any other state. The reason was largely due to the dominance of the railroad industry at that time. As America moved headlong into the industrial age, manufacturers found it more cost-effective to ship raw materials and finished products by train, since rail shipment was faster, more reliable, and less expensive than shipping goods overland by wagon.

In large part, the turnpikes and county roads that had been built to serve small local industries and the agricultural sector during the first half of the nineteenth century survived, but in a rather deteriorated condition. Nevertheless, Carl Fisher was cognizant of these early routes when establishing the alignment of the Lincoln Highway and incorporated them whenever possible. Even though the roads were not highway quality, they could be upgraded more readily and for less money than building an entirely new stretch of road.



The New Oxford Train Station houses exhibits, reminding visitors that during the early 1900s railroads dominated American transportation.

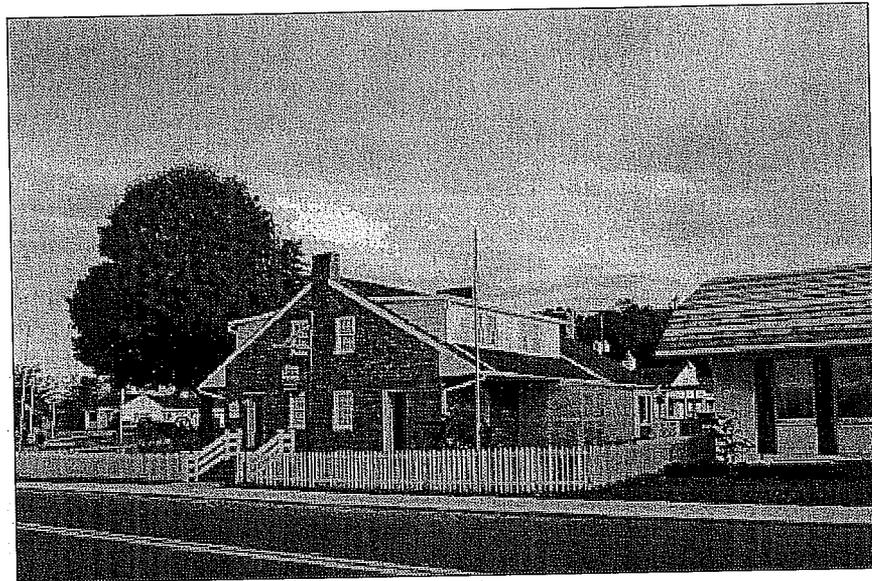
During the last quarter of the nineteenth century, there were no incentives to invest in roads, because most people lived within ten to twenty miles of a train station. Roads were meant primarily for local traffic, and residents preferred to tolerate the ruts, quagmires, and bumps rather than pay the taxes needed to keep them in good repair. Indeed, a significant number of local routes were dead ends, radiating out from the train stations and extending into the countryside, but not connecting to a larger regional system. Early automobilists often encountered trouble when asking for directions in small towns, since few people used their local roads as through routes. Street signs and road markers were the rare exception, and finding one's way overland by car was in large part a hit or miss proposition. Consequently, one of the LHA's first projects was to sign the entire route so that travelers would know whether or not they were actually on the Lincoln Highway.

There are several sites in Adams County where the evolving relationship between railroads and the highway can be explored. These include the Gettysburg passenger station, the Gettysburg depot, and the New Oxford Train Station.

Civil War Troop Movements

Despite the poor condition of the Philadelphia-Pittsburgh Turnpike, General Lee found the route useful in early July of the year 1863. These were the days leading up to the Battle of Gettysburg. Lee marched his troops east from Chambersburg through South Mountain gap and paused in Cashtown to prepare for the coming battle. Lee hoped the battle could be waged from Cashtown, which offered a much more protected position for his troops than the open fields surrounding Gettysburg, but that is not how the battle unfolded.

Several other prominent Civil War sites are located along the historic Lincoln Highway in Adams County, including the equestrian statue of Major General John F. Reynolds; Lee's headquarters; the 26th Pennsylvania Emergency Regiment monument; the Lutheran Theological Seminary on Seminary Ridge; and the Wills House where President Lincoln stayed the night before giving his Gettysburg Address. Located east of Gettysburg is the site of Camp Letterman, the field hospital of the Army of the Potomac that was set up to treat the thousands of casualties of the battle.



The building that was said to house Lee's headquarters survived the battle of Gettysburg and went on to become a noted tourist attraction along the Lincoln Highway in Adams County.

Due to the national significance of the Battle of Gettysburg, it is logical that the route's strategic importance to the battle be interpreted somewhere along the Lincoln Highway in Adams County.

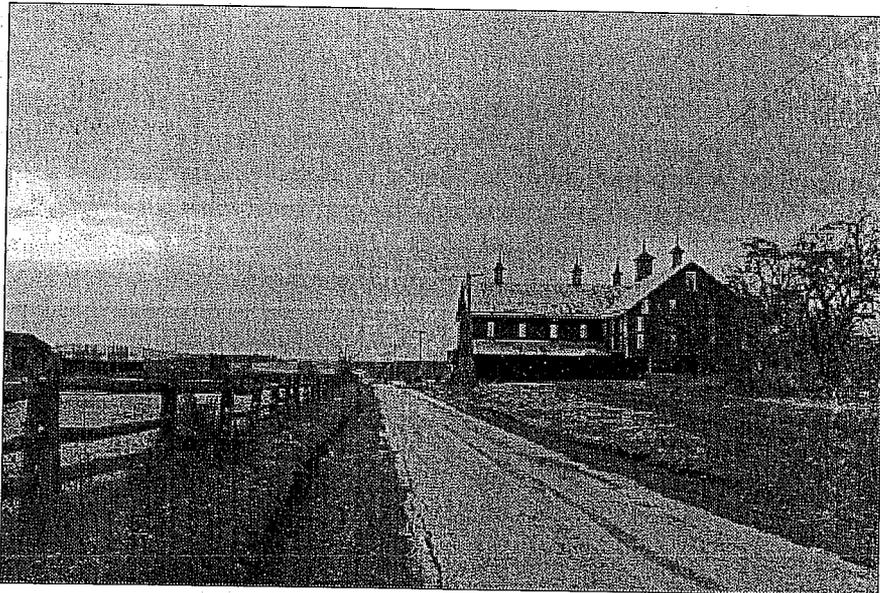
Better Roads—an Economic Imperative

During the first years of the twentieth century, the sale of automobiles, and by extension automobile parts and accessories, had been brisk. By the early 1910s, however, the market had become saturated. At that time, it seemed the automobile was destined to remain an expensive novelty rather than a practical mode of transportation. The reason was that the nation's road system was so disjointed and poorly maintained that no one could travel long distances by car. Until the roads were improved, cars remained playthings of the rich, which limited the number of potential car buyers.

As road conditions improved, largely due to the constant lobbying of advocates of the so-called Good Roads Movement, more people could justify the purchase of a car. Consequently, automobile manufacturers were able to build more cars, the price of cars went down, and markets continued to grow. Now the automobile has become a standard feature of most

American households. The Lincoln Highway became a cornerstone of the national campaign for road improvement. As one of the most successful initiatives of the Good Roads Movement, the Lincoln Highway convinced the nation that there were tremendous economic benefits in getting Americans out of the mud and onto the road.

Ironically, while farmers complained bitterly about their difficulty in getting produce and livestock to local markets over the poor road system, it took the political influence of well-connected bicyclists to jumpstart the Good Roads Movement. In the 1880s and 1890s cycling was all the rage. On weekends, affluent gentlemen would mount their newly designed safety bicycles (bicycles where the two wheels were of equal circumference) and leave the cities in droves for a bit of fresh air and countryside touring. Their frustration with poor road conditions soon led them to establish a national organization—the League of American Wheelmen—that began lobbying for increased road funding. Unlike the farmers, these men had the clout and the connections to accomplish real change. In a few short years, state aid programs were passed. These programs subsidized road improvements, making farmers happy since the repairs did not necessarily result in increased taxes, which they vehemently opposed.



During the first quarter of the twentieth century farmers were generally loath to pay higher taxes for better roads. Farms, such as this one in Franklin Township, did eventually benefit economically from their proximity to the Lincoln Highway.

Building the Road

Place yourself in the shoes of Fisher and Joy for a moment. On October 31, 1913, they had committed themselves to accomplishing something no one in the world had yet undertaken. Constructing more than 3,000 miles of highway across muddy fields, deserts, and the Rocky Mountains was a logistical feat almost comparable to that of building the pyramids. How would they ever do it—the money that was needed...the materials that would be required...the

challenge of transporting workers and materials to isolated corners of the western wilderness?

The LHA started with a few very small steps. First, members contacted their peers and lined up support. Corporate sponsors either made up-front, lump-sum monetary contributions or pledged to contribute 1/3 of 1 percent of their gross sales over three years to the cause. The LHA's donor list read like a "who's who" of the automobile industry. Among the participating sponsors were Goodyear Tire and Rubber Company, Packard Motor Car Company, Hudson Motor Car Company, Prest-O-Lite Company, Union Carbide Company, American Motors Company, and Cadillac Automobile Company. Unfortunately, the powerful Henry Ford declined to participate in the venture, insisting that it was the place of government, not private industry, to take the lead in road construction.

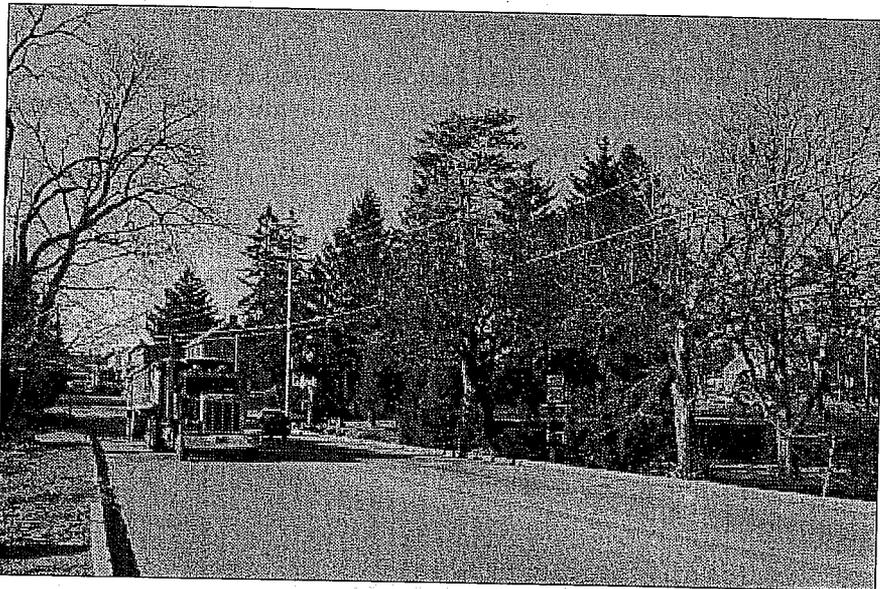
Next, the LHA cranked up its public relations machine. It sent celebrities on cross-country tours, developed contacts at every major newspaper, and conjured up events to generate coverage. It created a grass-roots network of supporters in every small town along the route, someone to attend town meetings, to monitor the condition of the road, and above all to sell the idea. These people were named consuls, and they were the cogs that kept everything running smoothly.

Within the first year of fundraising, however, the LHA had to concede that it could not independently construct or improve the entire length of the highway. Ten million dollars was simply too much to expect the private sector to cover. Federal and state governments were the only entities that could possibly secure sufficient funds to finish the project. Instead of giving up on the idea, however, the LHA decided to redirect its efforts. LHA members wouldn't build the road themselves. Instead, they threw themselves into what they did best—marketing and promotion. The LHA would launch a tremendous public education campaign that would show people how much better roads could be, and how better roads would change their lives. This would create a groundswell of support for good roads that the politicians could no longer ignore.

By early 1914, the LHA had decided to concentrate on three specific projects: 1) marking the route, 2) working with municipalities to rename the road Lincoln Highway wherever it passed through a town, and 3) to obtain contributions to construct "seedling miles" of demonstration roads in Illinois, Indiana, Nebraska, Wyoming, Utah, and Nevada. The LHA also enacted a membership program. For a five-dollar donation each member received an official certificate and a radiator emblem with the Lincoln Highway logo. The association lined up President Woodrow Wilson as the first paid LHA member. The five dollars barely covered the cost of producing and distributing the certificates, but it proved to be a successful bit of propaganda.

Most of the major improvements to the Lincoln Highway took place during the 1920s. By the close of World War I, government officials had begun to acknowledge that good roads were not merely a convenience, they were a vital component of America's military machine. Failures in transporting troops and supplies due to poor road conditions threatened national security and could not be tolerated. Additionally, demilitarization meant that thousands of military trucks were available for conversion into road construction equipment.

It was a perfect time for states to begin investing in road improvements, because so much of the mechanical infrastructure needed to do the job quickly and efficiently (i.e., trucks and earthmoving equipment) was available at little or no cost. Despite the availability of these machines, however, some areas continued the traditional practice of building roads slowly, by hand. Several residents of Adams County remember the state highway department crushing farmers' stone walls during the 1920s to form the base of the roadbeds. Large groups of men worked on their knees to carefully place the stones and form a solid foundation for the road.



The Lincoln Highway Association promoted concrete road construction for its longevity and durability, even when exposed to heavy truck traffic. Truck traffic continues to be a planning concern for many corridor communities, including Abbottstown, shown here.

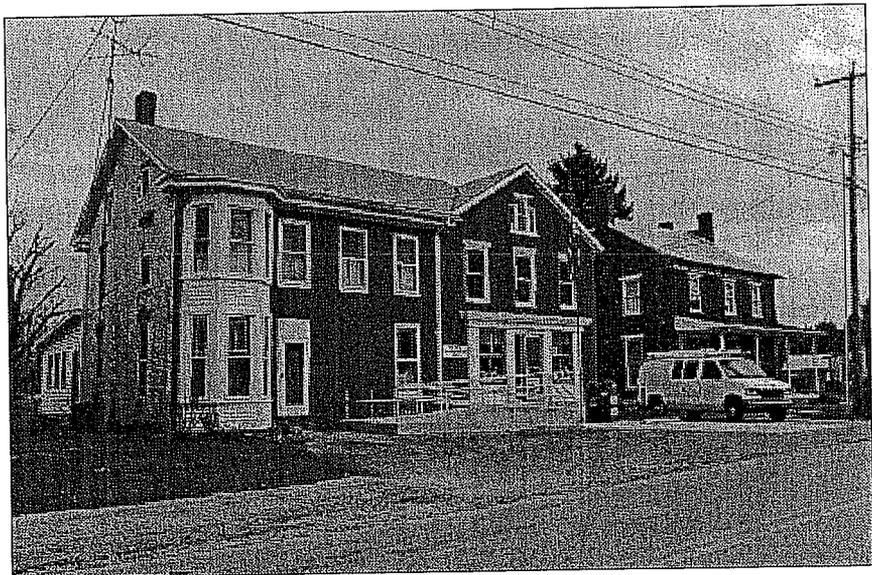
While stone was an acceptable road material, the Lincoln Highway Association preferred concrete. Unlike stone macadam, which broke down under the heavy weight of trucks, concrete had a much longer life span. As bonds were the primary source of funds for road improvements it was extremely important that the structure of the road remain in good condition until the bonds were fully paid. This often took twenty years, and the macadam roads simply did not have that kind of longevity. The LHA, which became an innovator in the use of concrete in road construction, developed mutually beneficial relationships with several national producers of concrete. These companies donated their product for construction of the "seedling miles" that were installed in communities in the West and Midwest. The recipients of these seedling miles were generally so happy with the smooth ride they could

achieve on the concrete road that they forcefully lobbied their local legislatures to have more miles paved. Of course, this ultimately proved very profitable for the donors of the concrete.

World War I and the Highway Home Front

As World War I raged in Europe, the importance of good roads manifested itself on the home front. The nation's farms and factories poured forth supplies needed by American troops abroad. Production was not a problem, but getting the supplies where they were needed was. A majority of military shipments were sent by ship from the major ports of Baltimore, Philadelphia, New York, and Boston. At first railroads were able to manage the increased volume of transporting goods from outlying areas to their ports. By 1918, however, the entire system had become hopelessly clogged. Backups resulted in trains sitting idle on sidings, unable to leave the ports to retrieve new cargo. Trucks, on the other hand, were far more flexible than trains. At first they were primarily used to transfer cargo from depots to outgoing ships, but in short order they were pressed into service for long-distance hauling.

During the war, the portion of the Lincoln Highway that extended across Pennsylvania proved to be a crucial link between midwestern factories and coastal ports. Week in and week out, convoys of hundreds of trucks lumbered east over the highway, disturbing the once-quiet calm of dozens of small towns. Some of the trucks originated in Detroit and were themselves intended for shipment overseas; some carried grain and other foodstuffs; still others contained gas masks and ammunition. As a result of keeping the highway open, the Commonwealth also avoided industry shutdowns and heating shortages by keeping supplies of coal available to those who needed it.



At the time the motor convoy rolled through McKnightstown, the post office shown here was operating as a general store with gas pumps out front.

Several older residents who grew up along the highway in Pennsylvania have vivid memories of the convoys, as well as of the efforts that were involved in keeping the road open year round. During peacetime, most highway traffic was concentrated during the summer and fall when one was less likely to encounter mud holes or blizzards. The military, however, did not enjoy the luxury of shutting down for the season.

The winter of 1918 in Pennsylvania was one of record snowfalls. Indeed, road crews were compelled to work under blizzard conditions in the Allegheny Mountains for six solid weeks. The Pennsylvania Highway Department earned a national reputation as an innovator and leader in the area of snow removal due to its accomplishments that winter. The highway department was able to marshal its forces effectively in large part due to the efforts of thirty-four individuals who monitored road conditions the entire winter, regularly updating their information and dispatching it to Harrisburg by telegraph or telephone. Crews took out sleighs to pick up men and boys from as far as thirty miles away to help remove the snowdrifts so that the trucks could continue their journey. On several occasions local schools were closed so that the students could contribute additional manpower. The drama of the situation is aptly conveyed by Edward Mott Woolley in a 1918 article, "Fighting Snow on the Lincoln Highway," reprinted from *Colliers Weekly*. The story opens:

Now that winter is over, the snow fight on the Lincoln Highway stands out as an epic of our war preparations at home. Only through heroic work has this slender, but vital, thread of traffic been kept open for the endless flow of army trucks and for the transportation of large quantities of munitions. Military emergencies early in the winter decreed that the impossible be attempted. Not only has it been accomplished, but it seems to mark the beginning of a new epoch of road utilization throughout the country.

By the mid-summer of 1919, Germany had signed the treaty of Versailles and the process of demilitarization had begun. The Lincoln Highway was in terrible disrepair, sacrificed to the needs of the military. The gravel and macadam pavements of the 1910s were durable enough to withstand moderate wagon traffic, but they were never intended for the kinds of heavy loads carried by the convoys. By the end of the war, Pennsylvania's Lincoln Highway, which had once earned a place among the crown jewels of the LHA, was in ruins. It had been transformed into one long set of ruts reaching from Pittsburgh to Philadelphia.

The Commonwealth quickly began to rebuild the road even better than before. The new and improved Lincoln Highway was constructed according to the most modern standards, using only the highest quality concrete. The construction project took time, and detours were common into the early 1920s. In October of 1921, a fabulous overland tour was planned to celebrate

the opening of the new stretch of concrete highway near Caledonia on the border between Adams and Franklin Counties.

The focal point of the 1921 Good Roads Jubilee was a pageant, which depicted modes of transportation from early settlement to the present. Native Americans, pack horses, ox carts, Conestoga wagons, and stagecoaches led the parade, followed by a never-ending stream of automobiles. The line of cars stretched a full thirty-three miles. Lieutenant Governor E. E. Bedleman addressed an improvised parking lot of 6,300 cars—equal to 75 percent of the entire number of automobiles registered in the state in 1910. Then after his speech, the crowd of 15,000 enjoyed a meal of 20,000 sandwiches, five miles of frankfurters, and 750 gallons of coffee. Today an original portion of this stretch of highway survives as a remnant access road for several houses east of Caledonia. The large crowds that the park still attracts make it a wonderful location to relate the story of the Jubilee to visitors and county residents alike.

Eisenhower and the 1919 Transcontinental Motor Convoy

In search of their next public relations opportunity, the LHA approached the United States Army about sponsoring the world's first transcontinental motor convoy during the summer of 1919. The army was indebted to the LHA for assistance in helping to coordinate military shipments over the Lincoln Highway during the war, and such a project would benefit both parties. The LHA would receive considerable media attention that would aid their attempts to push through the Federal Highway Act, and the army would have the chance to put the capabilities of its trucks and its men to the test.

CONVOY TO SPEND THE NIGHT HERE

**Says Harrisburg Report. Plans
for Entertainment Being
Made**

TRAIN THREE MILES LONG

**In First Transcontinental Trip At-
tempted by the War Department.
Two Truck Companies.**

The motor convoy headed north from Washington to Gettysburg, where it joined the Lincoln Highway.

The convoy, which was routed north from Washington, D.C., to Gettysburg, Pennsylvania, and then west to California over the Lincoln Highway, was composed of 79 vehicles, 260 enlisted men, and 35 officers. In addition to transport trucks, the convoy included such specialized vehicles as mobile kitchens, oil, water, and gasoline tankers, spare parts trucks, trucks housing machine and blacksmith shops, a searchlight truck, ambulances, and reconnaissance cars. The convoy left the capital on July 7 and arrived in San Francisco on September 6. Conditions in the east were generally better than in the west; nevertheless, the journey still required considerable flexibility and ingenuity. One of the soldiers' primary responsibilities was to retrofit if possible, or build anew if not, any bridge that could not support the weight of the trucks. Nearly one hundred bridges on the route experienced some degree of intervention due to the convoy. Throughout the trip enormous crowds met the convoy and cheered their progress. Not surprisingly, many of these residents later became supporters of the Good Roads Movement.

While the event increased national enthusiasm for good roads in general, the fact that the convoy impressed the importance of highways on one particular participant would have even more far-reaching consequences. One of the

convoy's officers happened to be young Dwight Eisenhower, who had spent the previous year as commander at Camp Colt, a training facility for the new army Tank Corps located in Gettysburg, Pennsylvania. After a brief stint at Fort Meade in Arlington, Virginia, at the close of the war, Eisenhower volunteered for service in the transcontinental convoy.

Although progress was often slow, the convoy was able to maintain a steady pace and managed to make it to California only a few days late, losing a mere two trucks along the way. Eisenhower found the experience valuable for a number of reasons. The trip gave him a familiarity with many small towns that he was later able to use to his advantage during his first presidential campaign. The experience also gave him a better understanding of the need for a national system of roads. In his memoirs, *At Ease: Stories I Tell My Friends*, Eisenhower noted:

The trip had been difficult, tiring, and fun. I think that every officer on the convoy had recommended in his report that efforts should be made to get our people interested in producing better roads. A third of a century later, after seeing the autobahns of modern Germany and knowing the asset those highways were to the Germans, I decided as President to put an emphasis on this kind of road building. When we finally secured the necessary congressional approval, we started the 41,000 miles of super highways that are already proving their worth. This was one of the things I felt deeply about, and I made a personal and absolute decision to see that the nation would benefit by it. The old convoy had started me thinking about good, two-lane highways, but Germany had made me see the wisdom of broader ribbons across the land.

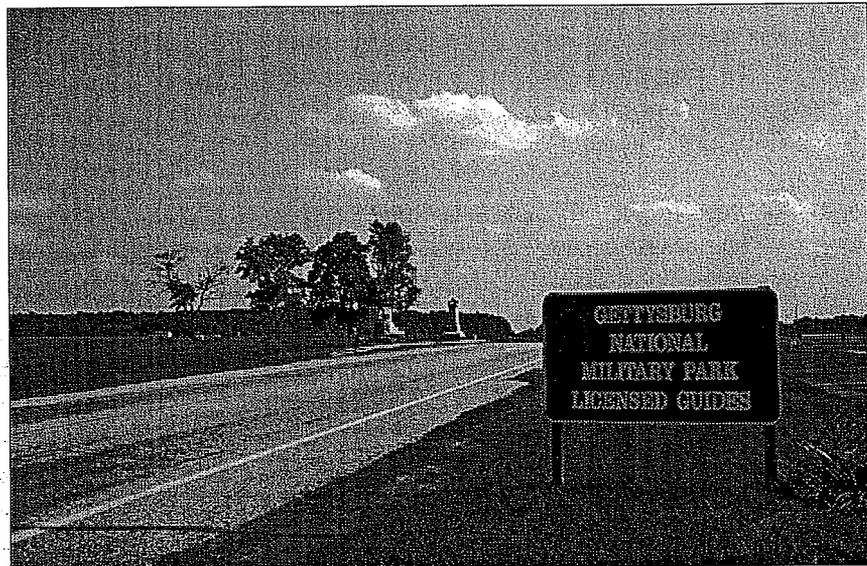
Eisenhower has strong associations with Adams County and Gettysburg that stem not only from the time he spent at Camp Colt as a young man, but also from the years he spent there after leaving office. The farm where he retired has since been opened to the public as the Eisenhower National Historic Site. The visitor center contains a small display on the convoy. Due to Adams County's close ties with Eisenhower and the fact that the 1919 Transcontinental Motor Convoy entered the Lincoln Highway at Gettysburg, it is appropriate that the story of the convoy be told in this portion of the corridor.

See America First—the Advent of a New Kind of Tourism

The LHA had accomplished much by the time the fifth edition of the *Complete Official Road Guide to the Lincoln Highway* was published in 1924. Little more than a decade had passed since the official route proclamation; and during that period the LHA and its sponsors had reduced the average travel time for a transcontinental trip to a mere thirty days, from sixty to ninety days. Whereas in 1912 less than a dozen transcontinental motor trips had been successfully completed, by the early 1920s thousands of motorists, professionals and amateurs alike, could boast the same achievement.

Indeed, auto touring and motor-camping had become two of the nation's most popular pastimes. According to John Long's 1923 book *Motor Camping*, nearly five million cars were used on camping trips that year alone. Supporters noted that motor camping was relatively inexpensive, was good for one's health, provided many educational opportunities, and offered quality time for the family to be together. Dozens of books and articles were written about what equipment to buy, how to pack in the most efficient manner, what the best places to visit were, and how the various campgrounds rated.

During the early decades of motor touring, Gettysburg Battlefield was among the most popular tourism destinations in the Commonwealth.



Popular destinations included the New England countryside, and for the more daring, the national parks in the West. Many travelers who could not spare an entire season for touring preferred shorter regional trips to sites of historic significance or natural beauty. Gettysburg topped the list of sites of historical interest. The battle was in the forefront of the nation's memory in the 1910s. In fact, the year the route of the Lincoln Highway was proclaimed (1913) coincided with the fiftieth anniversary of the battle. The impressive schedule of commemorative events held that year drew tens of thousands of people to Gettysburg, including veterans, their families, and the general public.

While railroads handled much of the tourist traffic, by that date an increasingly large number of visitors had begun motoring to Gettysburg. Automobile owners were not ruled by railroad timetables or routes. They did not have to deal with crowds, tipping porters, or entering the town through the often industrial and unattractive "back door." They set their own pace. Motor tourists were able to take advantage of Gettysburg's considerable tourism infrastructure. Over time, additional businesses developed that catered specifically to their needs.

The impact of the automobile, the Lincoln Highway, and early auto-tourism have begun to be revisited as part of the Gettysburg Borough Interpretive Plan. Consequently, interpretive displays that explore the evolution of tourism in Gettysburg during the 1910s and 1920s should be a priority for Adams County. Gettysburg presents a wonderful case study for examining how the Lincoln Highway affected one of the nation's most visited historic sites and how the mode of auto-touring shaped visitors' perceptions of this hallowed place. Because Gettysburg is so well documented, it is possible to discuss the evolution of tourism in specific, rather than general terms. Downtown Gettysburg and the National Park Service Visitor Center are both strong candidates for sites to relate this story.

Traveling the Road

While the Lincoln Highway guidebook noted that a cross-country journey would not result in undue hardship for the motorist, it cautioned that the route was by no means a grand boulevard lined by first-class accommodations. For tourists with delicate constitutions and refined tastes, the train remained the better option. However, for those in search of the type of adventure that only an open road through the "wilderness" could provide, the Lincoln Highway offered many more exciting possibilities. This sentiment is clear in the following passage from an essay by H.C. Osterman, Field Secretary of the LHA, in *The Complete Official Road Guide of the Lincoln Highway, 1916*.

A journey from the Atlantic to the Pacific by motor car is still something of a sporting proposition. It differs from a tour of the Berkshire Hills or any other of the popular, extensive drives in the northeastern United States. Any such accommodations and roads as the eastern tourist is accustomed to must not be expected. You must cheerfully put up with some unpleasantness, as you would on a sporting trip into the Maine woods for example. Yet there are no hardships nor experiences, which make the trip one of severity, even to a woman. My wife has accompanied me on many of my transcontinental trips, and for one who, like her, enjoys an outing, the minor hardships and unpleasant situations, which may be occasionally encountered, are only part of the adventure. To those who love the wide open spaces of the great west, and who enjoy exertion and the clear pure air of the western plains and high altitudes of the Rockies and the Sierras, the trip is a delightful outing.

By the 1920s more and more Americans were taking to the roads to explore the historic sites and natural wonders of their own country. This was a decidedly new trend, because during the 1910s most owners of touring cars preferred to ship their vehicles across the Atlantic and explore Europe. The roads on the continent were reputed to be much better than the ones in America, and the landmarks more numerous. But then World War I put an end to that, and the popular slogan "See America First" sought to turn the attention of the nation's motorists back to its homegrown treasures. Tourists pined for the

cathedrals for France, but had to content themselves with leafy drives through New England. Once the Lincoln Highway opened, however, the motor tourists began to flood west. Travelers zipped through the domesticated landscapes of the East Coast, intent on seeing the spectacular natural wonders to be found within the nation's national parks. Passage through the Alleghenies in Pennsylvania gave them a taste of what lay before them in the Sierra Nevada Mountains.

Trading travel tips and information about weather and road conditions was a major pastime while on the road. The *Complete Official Guidebook to the Lincoln Highway, 1916* offered the novice motorist the following suggestions, many of which continue to hold true today:

Don't wait until your gasoline is nearly gone before filling up.

Don't allow your water can to be other than full of fresh water, and fill it whenever you have the chance.

Don't allow the car to be without food of some sort at any time west of Salt Lake City. You might break down out in the desert, and have to wait some time until the next tourist comes along.

Don't forget the yellow goggles. In driving west you face the sun all afternoon, and the glare of the western desert is hard on the eyes.

Don't ford water without first wading through it.

Don't wear new shoes.

Experienced travelers espoused differing philosophies about packing for a trip. Some advocated traveling light and procuring things along the way, but others thought it necessary to bring something for any adversity. The generous running-boards of 1920s cars offered lots of space for securing tents, cans of water and oil, clothing trunks, and boxes of kitchenware. The Lincoln Highway guidebook provided its own recommended packing list. Among the eclectic assortment of transcontinental staples were tire chains for mud, jacks for flats, an axe for firewood, a five-gallon milk can for water, several bars of Ivory soap for hygiene, a cheap watch, a waterproof sleeping bag, mosquito netting, safety matches, graham crackers, surgeon's plaster for sealing opened cans, and a slab of bacon. While self-sufficiency was important for anyone undertaking a coast-to-coast trip on the Lincoln Highway, travelers were well provided for through Pennsylvania, and did not really have to begin to worry until they headed west into Wyoming.

The first wave of auto-campers spent evenings at roadside campgrounds—some official, others impromptu. Caledonia State Park, which straddles the border of Franklin and Adams Counties, was one of the first places to offer auto-camping facilities in the commonwealth. Some camps offered only a

flat piece of ground to pitch one's tent and perhaps a water spigot. The more fancy municipal campgrounds, however, provided a lounge and bathing and laundry facilities. The showers and laundry sinks were much appreciated by motorists who had spent far too much time towing their cars from the route's ubiquitous mud-holes. According to the 1924 Lincoln Highway guidebook, Adams County hosted three campgrounds at that time. The first was located one-and-one-half miles west of Gettysburg, the second was three miles west of Gettysburg, and the third was situated five miles west of Gettysburg. Those are in addition to the large state-managed campground at Caledonia.



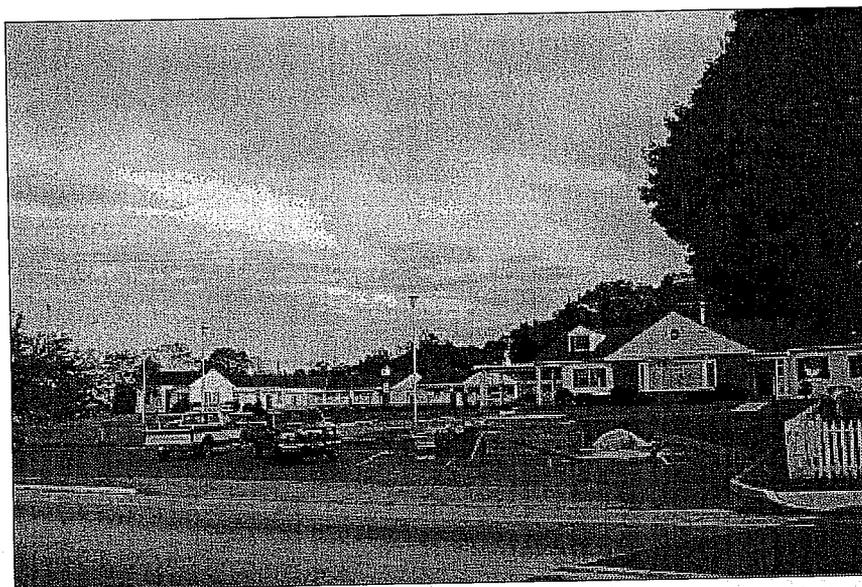
Due to its scenic beauty and recreational opportunities, the Caledonia area in western Adams and Franklin Counties became a sought-after location for motor tourists in search of a summer retreat. This cottage is located in Caledonia State Park.

Highway Enterprise

It took a few years for tourist traffic on the Lincoln Highway to increase to the point that local entrepreneurs began toying with ways to tap the road's economic potential. People gradually came to realize that those heavily laden touring cars were not just amusing oddities, but a substantial source of revenue. The first wave of Lincoln Highway travelers worked within the existing system, as awkward as it was. They went to the local blacksmith to have new car parts fashioned; there were no repairmen. They either camped by the side of the road or self-consciously trudged through the lobby of local hotels in their dusty road clothes as more refined guests looked on in distaste; motels and tourist cabins had yet to be invented. They bought picnic supplies and filled their water can at the local general store. There was no alternative to dining alfresco, since lunch stands, tearooms, and diners had not yet made their way into the realm of roadside culture.

By the 1920s and 1930s, however, roadside enterprise flourished. Highway rights-of-way sprouted colorful collections of signboards advertising products ranging from locally grown tomatoes to frankfurters, cold drinks, and campsites. Farmers, even though they had limited access to capital, could

construct a small sandwich or wiener stand or a clutch of tourist cabins in the off season. With the help of their wives or children they earned a tidy sum that could be used to purchase some of the small luxuries that made farm life more comfortable. Those who lived in town were not to be left out. Soon filling stations, garages, and even car showrooms arrived on Main Street. During the heyday of the Lincoln Highway there was enough automobile and truck traffic to support four or five large garages, even in the tiniest community.



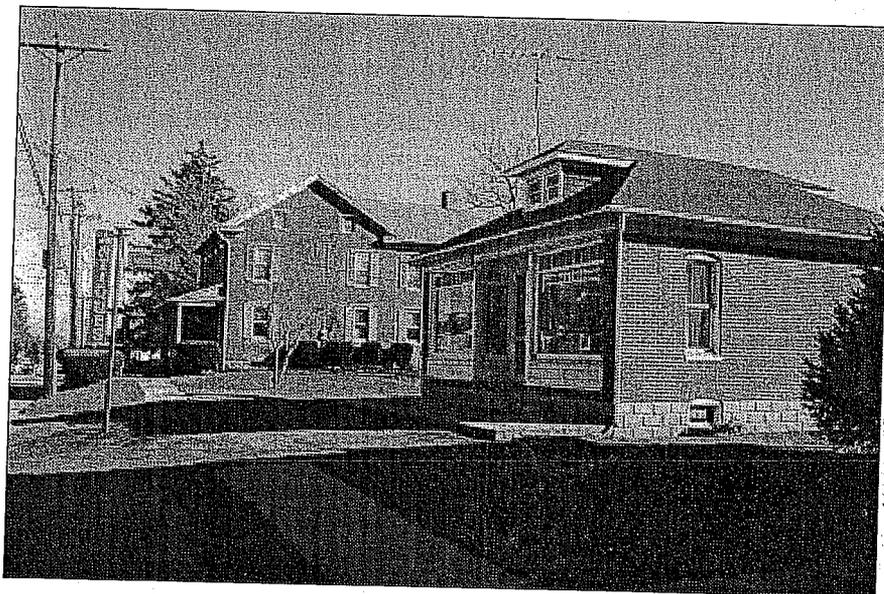
Larson's Motel, located on the Lincoln Highway west of Gettysburg, got its start as a tourist cabin court. As motorists' tastes changed, the business continued to evolve, and today it remains a popular lodging spot.

Locally owned and operated businesses dominated that era. Each owner had his or her own hook to draw in travelers; it might be a fabulous sign, a catchy name, a promise of clean restrooms, or a not-to-be missed attraction like the Oregon "red bats" found at the renowned Bill's Place in Bedford County. Only after paying to see the bats, climbing a raised platform, and peering into the barrel that held them, did visitors find out that the "bats" consisted simply of a small pile of bricks made in Oregon that had been placed in the barrel—bat being a slang term for a half brick.

During the post-World War II years, however, tourists became accustomed to standardization and quality ratings. This ultimately meant that national franchises out-competed most local entrepreneurs. While consistency may have its merits, the homogenization that now pervades mass-market tourism has resulted in a far less interesting driving experience. If one seeks out old routes like the Lincoln Highway, it is still possible to find communities that harbor early generations of gas, food, and lodging establishments. Some are derelict, some are faded, while others remain community institutions, carefully tended and preserved. For those with an informed eye and a curious nature, all have a story to tell and possess a good measure of intrigue.

Roadside enterprise left a discernable mark on America's Main Street. Perusing the insurance maps of Lincoln Highway towns during the 1910s and 1920s, one can see the subtle changes that took place as the age of the wagon and carriage drew to a close, ushered out by a fleet of Fords, Packards, and Hudsons. On the part of the Lincoln Highway that runs through Gettysburg, six garages could be found in 1924. Most were quite large and could shelter as many as sixty cars at a time. Often these buildings displaced small houses or carriage works or sprang up on undeveloped lots. By the 1930s, garages and filling stations had replaced most of the blacksmith shops. New Oxford, on the other hand, had few garages, but supported at least five auto repair shops, which were primarily located along alleys where livery stables had once stood.

Reading the tourist literature of the day and perusing advertisements in the guidebooks, one may notice that many early roadside landmarks remain relatively intact. Some have taken on new guises, but others have retained their identity. Among the most noted highway enterprise landmarks in Adams County are Larson's Motel, the Blue Parrot Bistro, and the Epley and Plank Garages in Gettysburg. These establishments, as well as others in New Oxford and Abbottstown, help establish through their architectural presence a sense of what it must have been like to travel the "Lincoln Way," a nickname for the road adopted by many towns along the route, during the 1920s. Businesses such as these are vital to the story of the road and should be drawn into the interpretation of the highway to the greatest extent possible.



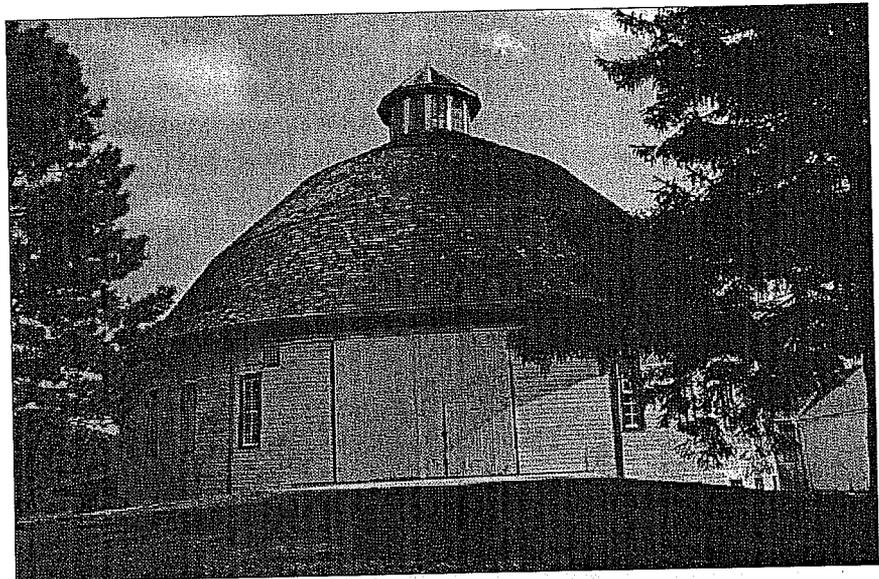
Many Lincoln Highway businesses continue to survive, having taken on new identities. This former lunch stand and gas station on the outskirts of Abbottstown now functions as an antique store.

Truck Farming and Fruit Production

Orchards blanketing the hillsides adjacent to the route distinguish the portion of the Lincoln Highway that runs through Adams County. Since the first pioneers headed west into Adams County, people have been cultivating fruit

in this region. Most family farms contained a small orchard that provided a source of apples, which could be stored away in the root cellar to provide a taste of fall during the long winter months. Apple trees were a common sight, but they were not planted as a commercial crop until the closing years of the nineteenth century.

In 1893, Noah Sheely, owner of a large orchard near Cashtown and builder of landmark Round Barn, took a trip to the Chicago World's Fair. While there, he made several acquaintances and extolled to them the virtues of Adams County apples. Before leaving Sheely had orders for 1500 bushels of apples, launching Adams County's long-standing reputation as a fruit-growing region. Recognizing that fresh fruit comprised only a portion of the market, entrepreneurs began other fruit-processing ventures. The Mertz brothers of New York established two factories for drying apples, one in Bendersville and the other in Biglerville. C. H. Musselman purchased both plants in the 1940s. In the 1910s, several companies also developed factories for canning apples, cherries, peaches, and tomatoes.



The round barn is a symbol of the Fruitbelt in Adams County. The building, which was constructed during the Lincoln Highway era, is still operated as a produce stand during the summer and fall months.

Horses and wagons were used to transport the fruit from the packing and processing plants to the railroad lines, to be shipped to the nearby metropolitan areas of Baltimore, Washington, and Philadelphia. As improvements were made to the Lincoln Highway, trucks eventually became a competitive alternative to rail shipments, offering farmers and factory owners lower rates and more flexible delivery schedules. Although considerable research has been conducted on the evolution of the fruit industry in Adams County, further investigation needs to be done on the relationship between trucks and the marketing and distribution of fruit in the county in the 1910s and 1920s. Once such information is gathered, there are several places that would be appropriate to relate that story, including the Apple Museum, the Round Barn, or somewhere on Historic Route 30 near Cashtown. The fruit-growing

story is unique to Adams and Franklin Counties and should be highlighted along this section of the corridor.

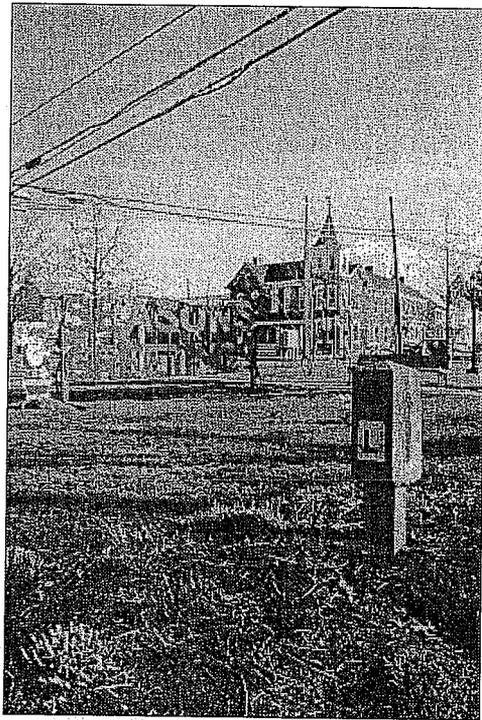
Boy Scouts Mark the End of an Era

It was one of those breezy afternoons when summer begins its gradual descent into fall. The Boy Scouts of Adams County mobilized themselves along U.S. Route 30 for a history-making community service project. The task before them, as well as scouts in eleven other states, was to install a series of concrete markers that would permanently designate the route of the Lincoln Highway, the nation's first transcontinental road constructed for automobile use. The installation of all 3,000 markers from New York City to San Francisco took place in unison on September 1, 1928. In Adams County, the Peters Cement Company dug the holes and donated the cement used to set the markers. Teams of three Boy Scouts stationed at each location were responsible for placing the 275-pound, 8-foot tall markers into the holes.

The Boy Scout marker celebration was in many respects bittersweet, because it marked the final triumph of LHA members. After twenty years of grass roots efforts, they had successfully replaced thousands of miles of dusty, muddy, rutted roads with a smooth ribbon of pavement that reached from the Atlantic to the Pacific. By 1928, members realized that it was time for the LHA to close its doors; its mission had been accomplished. The tireless advocates had waged a long battle to convince corporations, municipalities, and eventually even the federal government not only that good roads were critical to the nation's economic well being, but also to reach into their pockets and part with the money needed to build the country's first model highway.

Not only had the Lincoln Highway been completed, introducing Americans to the innumerable pleasures of traveling the open road, but the federal government had also taken responsibility for developing and maintaining a national network of highways as part of the Federal Aid Roads Act of 1921. One consequence of federal involvement was the replacement of the idiosyncratic names bestowed upon the nation's long distance routes by promotional associations—the Lincoln Highway, the Dixie Highway, the Old Spanish Trail, the Red Ball Route, the Pike's Peak Highway, the Great Plains Road, and others—with the standardized route numbers in use today. In the early 1920s, signboards fairly bristled with directional route signs. In 1919 there were 98 highway associations that were actively promoting a total of 257 named highways nationwide.

In 1925, the Lincoln Highway through most of Pennsylvania was renamed U.S. Route 30. In order to ensure that the Lincoln



Its sheltered location in the New Oxford town square has helped to protect this Lincoln Highway marker in the sixty-two years since its 1928 installation.

Highway legacy endured for future generations, the LHA decided to use what organizational funds remained to sponsor a competition to design, build, and install commemorative Lincoln Highway markers. Jens Jensen, an acclaimed landscape architect of the time, won the competition with a concrete marker that contained a bronze Lincoln medallion and the Lincoln Highway logo and directional arrows created from embedded red and blue pigments.

Today one can still find a few rogue markers tucked away in protected spots along the highway. But it is necessary to look carefully, since many markers have fallen victim to the never-ending quest for wider, faster roads. As the markers have slowly disappeared, memories of the Lincoln Highway have also dimmed. Until World War II everyone knew the old Lincoln Way, but as the Lincoln Highway Heritage Corridor can attest, such knowledge did not last.

The Pennsylvania Turnpike Opens

Unlike other Pennsylvania roads during the 1910s, 1920s, and 1930s the Lincoln Highway offered a smooth ride, and drivers could generally count on there being a nearby garage to fill gas tanks and fix flat tires. It was a route of unique roadside stands, splendid mountain views, and the bustle of small town life. Once the Pennsylvania Turnpike opened in 1940, however, many through-travelers began to desert the Lincoln Way.

Over the years, improvements were made to the Lincoln Highway to enhance the speed and safety of the drive. Cuts reduced the grade of the steepest hills; engineers removed the worst curves; and bypasses circumvented congested downtown streets. Nevertheless, the Lincoln Way could not compete with the limited-access speed and convenience of the Turnpike, and consequently it became more of a local route, an alternative for travelers willing to brave the circuitous trip over the Alleghenies rather than part with money for the toll. Without the influx of motorists' dollars, the roadside businesses that had grown up along the highway went into a slow decline. A few businesses survived, some garages or filling stations took on new identities as offices or retail stores, and others, such as Pennsylvania's two best-known Lincoln Highway landmarks, the Grandview Ship Hotel and the Bedford Coffee Pot, have fallen into terrible disrepair.

Residents kept the memory of the Lincoln Highway alive for awhile, but with each generation those memories fade. Today few people recall what preceded U.S. Route 30 and those who know the name, Lincoln Highway, lack a clear understanding of what it was or why it was so significant. Through research and public education (just like its predecessor, the LHA), the Lincoln Highway Heritage Corridor is working to revive interest in the road. Bringing transcontinental travelers back to the highway and preserving those elements—

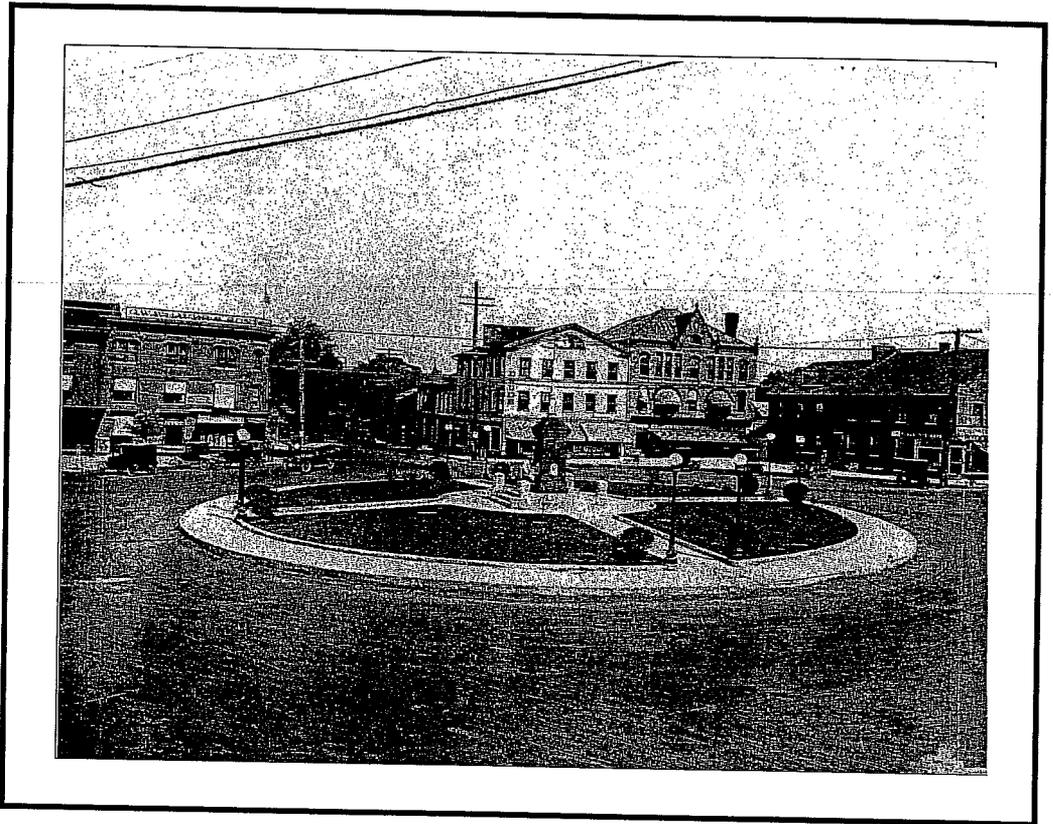
be they gas stations, garages, diners, street trees, inns, and oddities—that make driving the Lincoln Highway a unique experience is LHHC's ultimate goal.



Colonel Creek Cabins, shown here, and Sunken Gardens are two surviving tourist cabin complexes in Adams County. It is the intent of the LHHC to begin to raise public awareness of and appreciation for these fast-disappearing resources.

Interpretive Resources

Photo courtesy of The Adams County Historical Society
Published from the Gettysburg National Military Park Archives in *The Gettysburg
Bicentennial Album*, by
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The Lincoln square, view looking eastward toward York Street, 1919.

Chapter Three

CHAPTER THREE

INTERPRETIVE RESOURCES

Coordination with the LHC Interpretive Plan

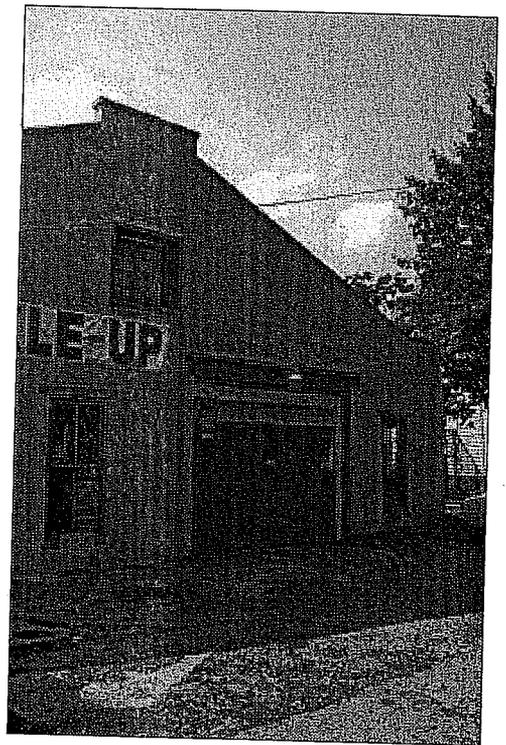
This chapter of the Adams County/Lincoln Highway Special Purpose Study is intended for use in conjunction with the LHC interpretive plan. The interpretive plan has established the thematic context for the Lincoln Highway Heritage Corridor and provides additional background information on stories of particular relevance to the route. It also contains a list of potential interpretive resources that have been identified within Adams County to date. These sites are in addition to resources in the already designated portion of the corridor, which are detailed in the Lincoln Highway Heritage Corridor Interpretive Plan. It is important to remember that all interpretive initiatives undertaken in Adams County are expected to be part of a larger, corridor-wide program of interpretation. Coordination with all participating counties will help ensure that the Lincoln Highway's rich historical legacy is revealed to its greatest potential.

Inventory of Current Interpretive Sites

Successful interpretive plans determine what the important themes are for a site or region, assess the available resources, and devise strategies to combine resources and stories in ways that engage visitors and maximize their understanding. Resources are a key part of this equation, because stories create a much stronger impression if interpreters are able to use a physical object to make or reinforce their point. If themes and stories paint the big picture about a site, resources fill in the details that make a story come to life.

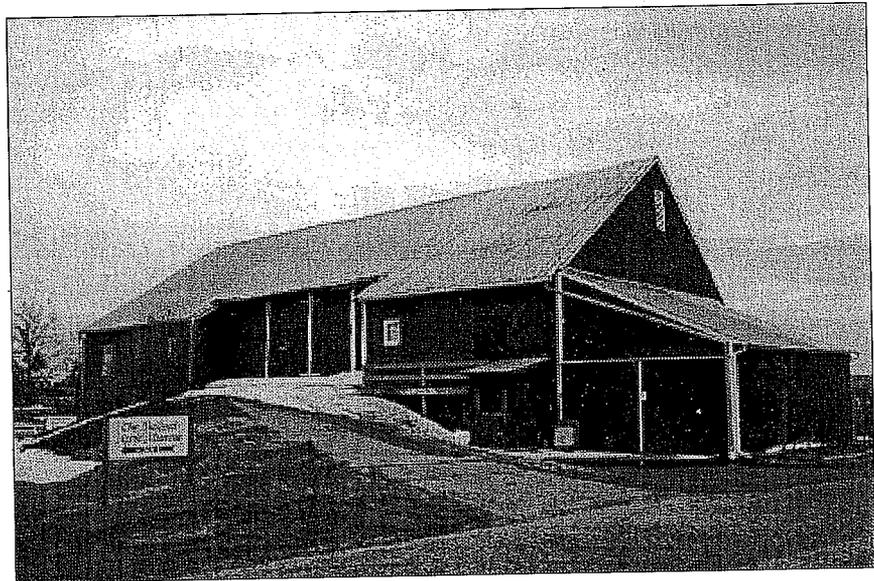
Inventories are valuable tools for resource management. They help planners keep track of resources, organize available data, and identify and evaluate interpretive opportunities. The first step in preparing a heritage area inventory is to determine what interpretive and educational sites are located within its boundaries and examine the types of programs that are currently being offered.

The Lincoln Highway Heritage Corridor in Adams County includes the following interpretive sites listed from west to east. While there are other historic sites along the corridor, these are the primary sites that are regularly open to the public and offer some form of educational or interpretive programming for visitors.



The Cashtown Garage appears to be a good example of an early blacksmith shop and garage, an important interpretive resource type for the corridor.

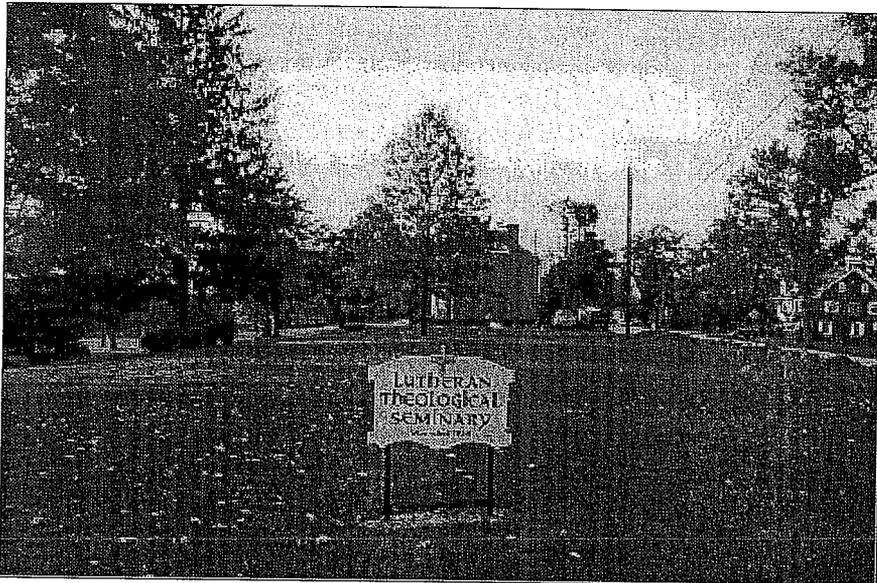
- *Caledonia State Park, Franklin/Adams Counties:* State park offering camping, hiking, fishing, hunting, and golfing opportunities that is situated on the flanks of South Mountain. The park has a rich history. Noted abolitionist Thaddeus Stevens had his iron works there; casualties of Gettysburg were nursed there; it is one of the Commonwealth's oldest parks; and it was a popular camping destination for early motorists. The park offers programs interpreting the cultural and natural history of the area during the summer months. Due to the fact that a majority of the park is located in Franklin County, the development of interpretive installations will likely be a collaborative venture between Franklin and Adams County participants.
- *National Apple Museum, Biglerville (seven miles north of U.S. Route 30):* Museum that focuses on the apple industry and its importance to the economy and culture of Adams County. Opened in 1990, the museum is housed in a bank barn that contains exhibits on local history and various aspects of apple growing, harvesting, and processing. The museum offers guided tours to visitors and school groups and also sponsors a full calendar of special events, including antique car shows and concerts.



The National Apple Museum interprets the history of the fruit-growing industry in Adams County.

- *Eisenhower National Historic Site, Gettysburg:* The home of President Eisenhower and his wife Mamie. A visitor center with exhibits that include a display on the 1919 Lincoln Highway truck convoy in which Eisenhower participated is present on the farm, which is situated on the outskirts of Gettysburg. Also present is the Pennsylvania farmhouse that the Eisenhower family restored and which is interpreted to their period of residency, as well as a collection of associated farm outbuildings. The National Park Service also offers downtown walking tours of Eisenhower's Gettysburg during the summer tourist season. These tours depart from the Hotel Gettysburg on the square.

- *Gettysburg National Military Park, Gettysburg:* This national park, which is dedicated to the interpretation of the events surrounding the Battle of Gettysburg and the preservation of battlefield resources, is the most visited historic site in Adams County. Visitors can tour the extensive museum located within the visitor center, view the cyclorama (a narrative program centering on a nineteenth-century epic painting of the battle), take a self-guided automobile or walking tour, and participate in a variety of ranger programs. Special school group programs are also offered. Although interpretive programs are provided year round, a greater variety of offerings are available during the tourist season, which lasts from April through October.
- *Adams County Historical Society, Gettysburg:* Research library and museum devoted to the historical development of Adams County. The museum is located on the campus of the Lutheran Theological Seminary and contains a varied collection of exhibits on such topics as natural history, local industries, and nineteenth-century life. A 1928 Lincoln Highway marker, which was saved from destruction during a road-widening project, is also on display. The historical society library is open to researchers on Wednesday and Saturdays. The museum maintains the same hours, although group tours may also be arranged for other times by appointment.



The Lutheran Theological Seminary borders the Lincoln Highway on the outskirts of Gettysburg.

- *Lutheran Theological Seminary, Gettysburg:* Founded in 1826, it is the oldest Lutheran seminary on the continent. The campus, which was relocated to a hill just west of downtown Gettysburg in 1832, played a strategic role in the battle of Gettysburg. Its buildings were also used as field hospitals after the battle. The Lincoln Highway follows the northern edge of the campus. Today the primary purpose of the seminary is to prepare leaders for service in the Evangelical Lutheran Church in America. The seminary

also maintains a calendar of public events, including concerts, lectures, and colloquia. In recent years the seminary has also hosted several Civil War-related events.

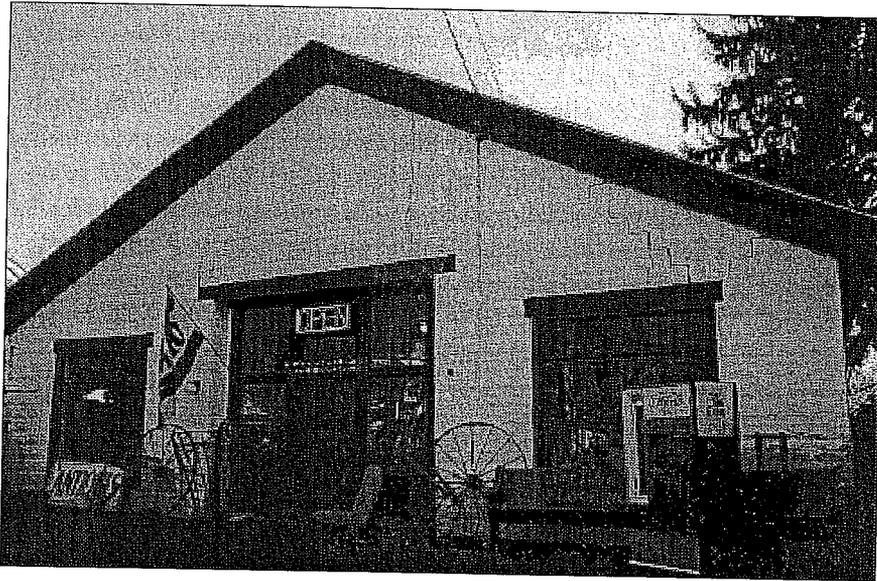
- *Lee's Headquarters Museum, Gettysburg:* This stone house, which according to local accounts was used by General Lee during the battle of Gettysburg, now houses a small museum. Exhibits present the building's role in the battle, provide information on battle commanders, and display period artillery. The building also has important associations with the tourism industry in Adams County. It is located on the property of Larson's Motel, one of the first Quality Inn franchises and the site of a Lincoln Highway-era tourist camp.
- *Wills House and Lincoln Museum, Gettysburg:* The house where David Wills hosted President Lincoln the night before the Gettysburg Address. Located on the southeast corner of the square in Gettysburg, the building now houses an antiques cooperative on the first floor and the Lincoln Museum on the second floor. The museum displays a collection of Lincoln-related memorabilia and artifacts in addition to a tableau of the bedroom in which Lincoln is thought to have finished refining his now-famous remarks.
- *Gettysburg College, Gettysburg:* A four-year, coeducational liberal arts college founded in 1832, with an enrollment today of approximately 2,200 students. The college offers a varied schedule of educational events that are open to the public including art exhibitions, musical concerts, lecture series, films, and dramatic productions. The college is located approximately one-half mile north of the Lincoln Highway in Gettysburg. The college also owns the Majestic, a 1930s theater that is situated one-half block north of the Lincoln Highway.
- *New Oxford Train Museum:* The New Oxford Train Station has been restored and now houses an extensive collection of railroad artifacts, which are displayed in a recreated period setting. The museum, located adjacent to the Lincoln Highway in New Oxford, is operated by the Conewago Railroad Club and is open to the public from 1:00 to 5:00 P.M. on the first and third Sundays of the month and from 7:00 PM to 9:00 P.M. on Wednesday evenings.

Where Does the Lincoln Highway Fit In?

The above list is eclectic. It includes sites that interpret the region's natural resources and venues for cultural performances. Institutions of higher education are represented, as are museums that interpret local and national history. Two of these sites already address the Lincoln Highway story in a limited way (Eisenhower National Historic Site and the Adams County Historical Society) while several others possess potential interpretive linkages that have not yet

been realized. Nevertheless, Lincoln Highway is not now, nor will it likely ever be, a major story for any of these sites. Although there may be opportunities to collaborate on interpretive programming, it is unlikely that the mission of any of these sites will shift to a point that the Lincoln Highway story becomes a primary focus.

This is problematic, because the Lincoln Highway story needs increased visibility. Results of a recent report on heritage tourism in Pennsylvania indicate that the Lincoln Highway ranks near the bottom of the list in terms of name recognition. People lack familiarity with the Lincoln Highway story in general, as well as with the efforts of the Lincoln Highway Heritage Corridor in particular. If partner sites are not positioned to raise the banner of the Lincoln Highway, the participants in this heritage corridor project must step in to assume that responsibility.



Many antiques merchants in New Oxford already create compelling displays of their wares on the sidewalks and front porches lining the Lincolnway. This antique store presents a particularly good opportunity for interpretation, since it served as a garage in 1915 and a 1912 Model "T" is on display out front.

A Decentralized Interpretive Strategy

In order to attract the attention of travelers, the Lincoln Highway must establish a presence at multiple points along the corridor—places where a critical mass of travelers already exists or has the potential to be developed. Interpretive installations at these locations must explain in a succinct and engaging fashion, key points about the highway while introducing new aspects of the story to keep travelers entertained and encourage them to look at the roadside landscape in a new way. All of this, however, must be accomplished within the constraints of the LHHC's small staff and limited operational budget.

The LHHC interpretive plan recommends a decentralized approach to interpretation along the corridor rather than a centralized approach. This strategy puts forth the idea that the Lincoln Highway story should be told

through a series of thematically and graphically related outdoor “exhibits” installed at multiple strategic locations along the route. The prevailing philosophy is to invest smaller amounts of funding over a larger area, in order to increase exposure and generate community interest and involvement.

Dedicating a majority of the LHHC’s financial resources to the development of one or more major attractions, such as a museum or large-scale regional visitor center, was not deemed the best use of resources in the short term. However, the creation of such a venue is not out of the question. Once the LHHC is on sound financial footing and progress has been made in developing an audience for such an attraction, the feasibility of establishing large regional interpretive sites should be reconsidered.

The Inside-Out Roadside Museum

This decentralized interpretive approach turns the traditional museum concept inside out. Rather than relying upon the small group of motivated travelers who will actively seek out (and pay for) educational experiences, this approach introduces interpretive material directly into the public sphere—on main street sidewalks, at gas stations and diners, into parks and town squares. These are the best places to capture and cultivate new audiences—those average residents and travelers who know little or nothing about the Lincoln Highway, but who could become interested if the story were presented in a novel, interesting, and fun way. These outdoor “exhibits” will take various forms, including waysides, murals, silhouettes, and public art, which will be supplemented over time by a coordinated series of publications and an audio-tour. By sparking public interest in the historic Lincoln Highway, these exhibits will help build an audience for a wider range of interpretive programs over the long term.

Keeping the Options Open—Many Resources, Many Stories

The corridor is blessed with many stories and an abundance of resources that can be used to illustrate those stories. As the project builds momentum it will take on a life of its own. It is not possible to predict exactly how this “inside-out” museum will be laid out across the landscape. Much will depend on the salesmanship of the LHHC and the receptiveness of property owners to host wayside exhibits. But while the specifics are unclear, one certainty is that the LHHC has the opportunity to interpret relationships between people, their cars, and the landscape in a way that has never before been attempted. By building a critical mass of distinctive wayside installations—whatever the ultimate layout—the LHHC can create a singular driving experience that draws people in, creates stories from features that would go otherwise unnoticed, and gives travelers new eyes with which to see their surroundings.

Faced with the prospect of creating a roadside "museum," it is important to consider other types of resources that could be added to the inventory. What sites have the potential to relate the story of the Lincoln Highway and illuminate the special characteristics of the stretch of road in Pennsylvania? Could a gas station serve as an exhibit? What about a forgotten row of tourist cabins? Could a mile marker for the Lincoln Highway or its turnpike predecessor play a role? How about a historic commercial district? a diner? an old garage? Anyone who examines the roadside with exhibits in mind will see that the possibilities are almost limitless.

There is, however, one significant drawback to this approach. Even though a particular site could make a great exhibit location, installation is not at the sole discretion of the LHHC. If this were a traditional museum, the LHHC would own the site and have responsibility for interpreting the resource, but this is not the case with this approach. Everything must be negotiated with the owner of the site-where the exhibit may go, what subject matter it will cover, which type of installation will be used, how it will be maintained. The intent of this chapter is to provide the Adams County Steering Committee with a frame of reference for identifying, documenting, and evaluating roadside resources as they emerge as candidates for interpretation, and the tools needed to begin negotiations with property owners.

Overview of Resource Types

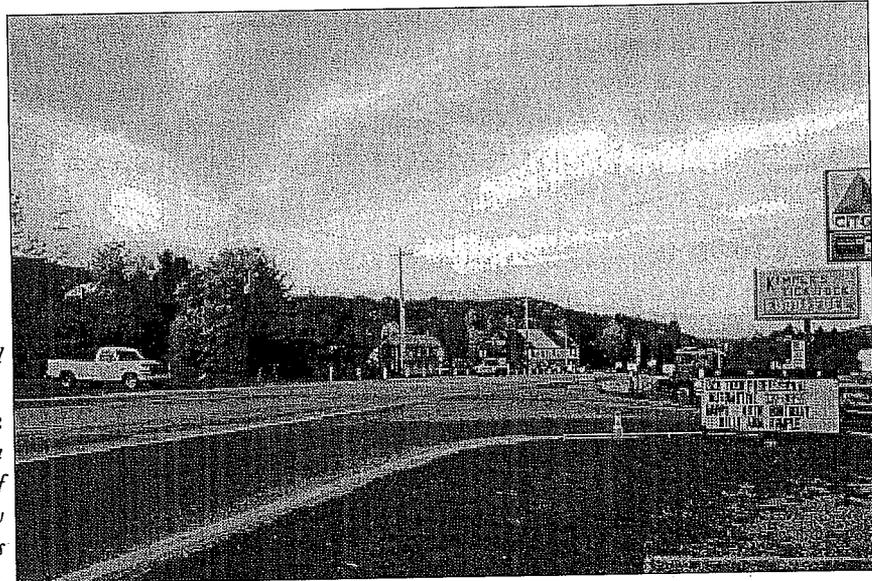
Below is a general overview of the types of resources found along the corridor in Adams County and the stories with which they have strong associations. This information is drawn from the Lincoln Highway Heritage Corridor Interpretive Plan. The stories of particular relevance to Adams County are described in Chapter Four, Lincoln Highway Interpretive Themes. Examples of each resource type are included. It should be noted that the inventory process is ongoing. Through additional research and the collection of oral histories more examples of resources will be uncovered during the implementation process. Inclusion of a site within one of these lists does not in any way imply an endorsement by the owner of said site to host or sponsor any form of interpretation. Such agreements will need to be negotiated by the LHHC on a case by case basis as the plan is implemented.

Bypassed Segments of the Lincoln Highway

As they laid out the highway's original alignment, Lincoln Highway Association officials took advantage of existing sections of improved road wherever possible. As a result, much of Pennsylvania's Lincoln Highway followed the former sections of the Philadelphia-Pittsburgh Turnpike, which had been constructed during the early nineteenth century according to fairly primitive engineering principles. Turnpikes were intended for wagons or herds of cattle moving at slow rates of speed. It is not surprising that early automobiles had

difficulty negotiating some of the sharp curves and steep slopes presented by these historic stretches of road.

The western junction of the original Lincoln Highway and modern U.S. Route 30 is situated at the Tick Tock intersection in Franklin Township. This bypassed section of the original highway is particularly scenic with views of apple orchards and quaint village streets.



Roadwork was a time-consuming, laborious effort until earth-moving machinery was introduced following World War I. Distribution of surplus army equipment gave engineers more flexibility in designing alignments that were both safe and fast. With the introduction of steam shovels and bulldozers, engineers no longer had to circle summits—road crews could cut straight through them. Excess dirt filled hollows and created level ground. Slowly the alignment of the Lincoln Highway was straightened and adjusted, shaping the topography where before the topography had shaped it. Miles of curves were gradually trimmed from the original alignment. As decades passed and moving traffic and increasing speed became even more important, stretches of the Lincoln Highway that cut through busy commercial districts were bypassed altogether.

Changes brought about by safety or speed have resulted in the creation of bypassed sections of the original highway. These stretches vary considerably in the amount of traffic they presently carry. Many motorists drive the original Lincoln Highway through downtown Bedford, but few take the side trip through Stoystown and Kantner. Numerous small sections of the original road have reverted back to private ownership and are no longer driveable; the original concrete now covered by a patchy blanket of sod and weeds.

These road segments most closely relate to the sub-themes of *Building the Highway* and *Changing Main Street*.

Examples

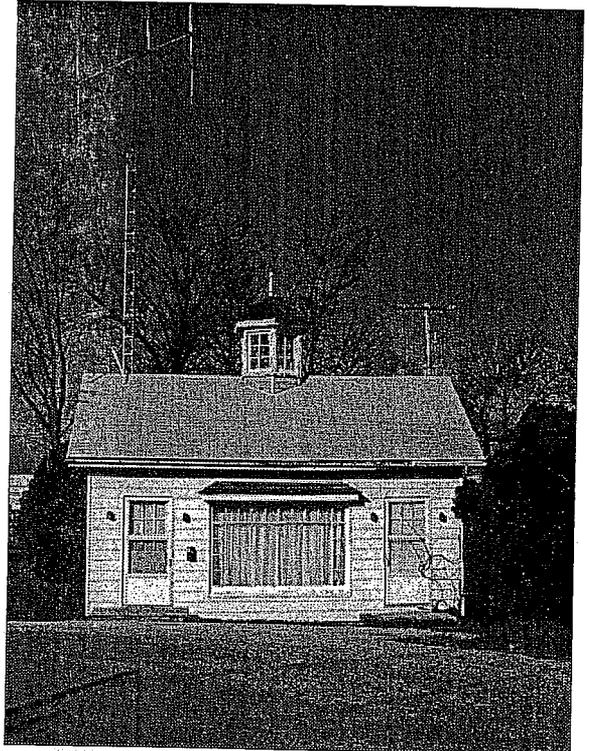
1. Cashtown-McKnightstown Stretch, Adams County

2. 1921 Jubilee Site, Concrete Stretch East of Caledonia, Adams County
3. Tick Tock Intersection, West of Cashtown, Adams County

Gas Stations

Gas stations have become a ubiquitous part of the American landscape. At every major intersection a logo-emblazoned gas station with a hovering, backlit plastic canopy and mini-mart is sure to occupy one or more high traffic corners. Americans have come to rely on gas stations for more than just gas. Dispensing lottery tickets, gourmet coffee, snacks, and newspapers, gas stations have become an integral part of our culture.

During the early years of the Lincoln Highway, gas and snacks were not nearly so easy to find. Hardware stores and carriage shops may have had one gas pump, often installed directly in front of the store on the sidewalk. For the first generation of travelers fuel choices were limited. The early wave of Lincoln Highway motorists were warned to fill up their tank every time they stopped, because travelers could never be sure when they would come across another gas station. As automobile traffic increased through the 1920s and 1930s, freestanding gas stations proliferated, offering an ever-expanding range of products and services for sale. Most stations were independently owned and operated. Entrepreneurs sought to increase profits by contracting with numerous gas companies and developing other businesses, such as motor courts and lunch stands, to further capitalize on the Lincoln Highway trade. They also expanded their product lines to include tires, automobile accessories, and car parts.



This building, relocated and now used for apartments, is the original Aero gas station in New Oxford.

Few gas stations of the Lincoln Highway era remain in operation today. One exception is Dunkle's Gulf in Bedford, a wonderful Art Deco terra-cotta structure that continues to offer full service and repairs from its diminutive building. Many other stations have faded into the background, eventually succumbing to the elements or being adapted for use as storage sheds, flea market shops, or offices. They remain part of the Lincoln Highway landscape, but at 55 miles-per-hour they are almost invisible, unless an observer is alert to their presence. One goal of this plan is to use on-site markers to point out such roadside artifacts as gas stations to passing motorists, helping them to see what they would have otherwise missed.

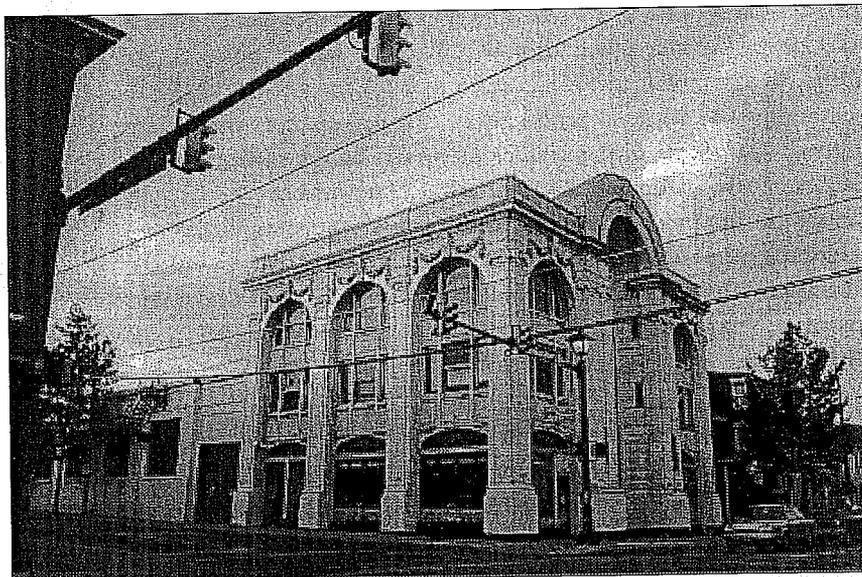
As resources, gas stations are most closely associated with the sub-theme *Highway Enterprise*, although they also bear some relationship to *Changing Main Street* due to their role in the rise of automobile-oriented strip development. Gas stations possess a wealth of "retro" design source material that could be drawn upon during the development of wayside exhibits and print materials.

Corporate logos found on pump globes and novelty architecture commonly employed in building design are good examples. Also, historic gas pumps, in their myriad forms and designs, can be developed as a new generation of highway markers that commemorate the heyday of gas stations whose time has now passed.

Examples

1. Wallace's Antiques (Former Gas Station and Lunch Stand), Abbottstown, Adams County
2. Aero Oil Company Station, East Side of New Oxford, Adams County
3. Crab Shack (Former Gas Station), East Side of New Oxford, Adams County
4. McKnightstown Post Office (Former C.W. Johnson General Store and Gas Station), Adams County

The Eberhart/Eppley Garage in Gettysburg is a phenomenal example of the Art Deco style, which was popularized during the Lincoln Highway era.



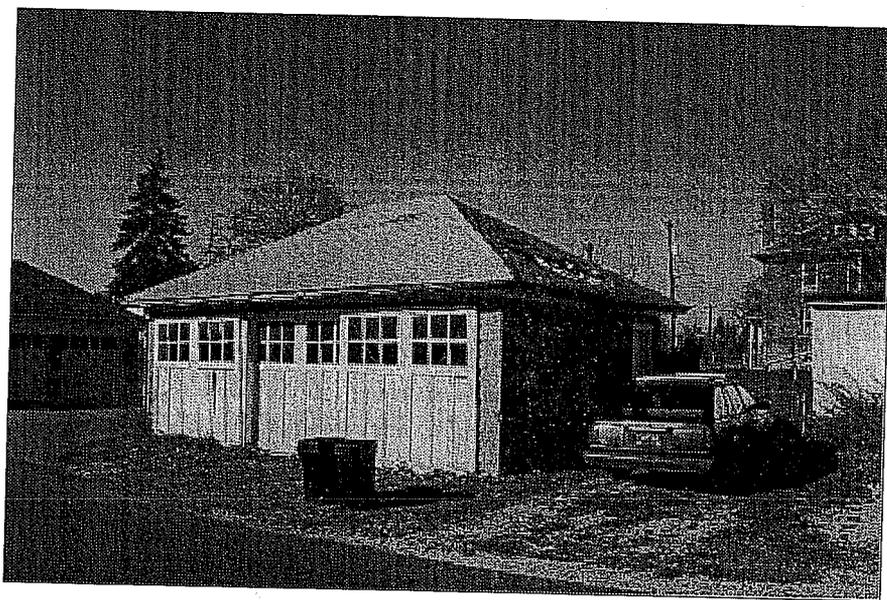
Garages

During the early days of auto-touring when owning a car was still considered a novelty, there were two general categories of tourists—those who preferred to travel in style, and those who preferred to rough it. Auto-campers enjoyed fresh air, exploring the great outdoors, living thriftily off tin soup cans and the catch of the day. They did not mind dusty roads, repairing greasy car parts, or sleeping alfresco on an impromptu cot. Stylish travelers, on the other hand, enjoyed the luxuries of train and hotel travel, but preferred the flexible schedule and itinerary they could develop using a car. They did not sleep in tents, but rather checked into a good hotel, provided there was one,

bathed, and dressed for dinner. Meanwhile their car was tucked away safely in a nearby garage where the chauffeur dusted it off and prepared it for the next day's journey.

It is important to remember that at that time, a car was a tremendously expensive purchase. It was several decades before installment plans and car loans were introduced and before the used car market made automobiles available to people with a wide range of incomes. In 1913, buying a car was not unlike buying a house—both had to be paid for outright, in cash. It is not surprising that early travelers would want to protect their investment by parking their car in a garage rather than on the street where it could be hit by a passing wagon or be rained on. Over time garages and gas stations began to offer repair services, which was much appreciated by motorists who otherwise had to improvise quick fixes on the side of the road or with the help of a local blacksmith or machinist.

Most communities with major hotels also had associated garages. The 1924 Official Road Guide to the Lincoln Highway lists forty garages within the current boundary of the heritage corridor (Westmoreland through Franklin Counties), although additional garages may have been built after that date. Unfortunately, the guide does not provide specific names or addresses, but that could likely be determined by using Sanborn insurance maps for the larger towns.



In addition to commercial garages, there are numerous examples of period residential garages in Adams County. This cast-stone example is located on an alley in Abbottstown.

Garages have tended to fare better than gas stations in terms of adaptive reuse. Environmental remediation has not been a major issue and their large, open interior spaces and expansive first floor windows have made them attractive candidates for conversion into stores and offices. Several converted garages exist in downtown Gettysburg and New Oxford.

Garages are most closely related to the sub-themes *Highway Enterprise* and *Traveling the Highway*. They provide conducive settings for relating stories about how local entrepreneurs benefited from the traffic brought by the Lincoln Highway and how the automotive service industry evolved to meet the needs of those travelers. They also offer opportunities to examine the difficulties of travelers in the days when gas stations and garages were less prevalent along the corridor.

Examples

1. New Oxford Garage (now an antique store), New Oxford, Adams County
2. Plank Garage, York and Stratton, Gettysburg, Adams County
3. Eberhart's Garage (later C. W. Epley's Garage), 102 Chambersburg Street, Gettysburg, Adams County
4. Pyle and Entwistle Garage, 25 South Washington Gettysburg, Adams County
5. Glenn L. Bream Garage, 100 Buford Avenue Garage, Gettysburg, Adams County
6. Gettysburg Motors, 6th and York Streets Garage, Gettysburg, Adams County
7. Cashtown Garage, Cashtown, Adams County

Automobile Dealerships

As the Lincoln Highway reached its zenith by the late 1920s, mid-size American towns saw the introduction of automobile dealerships onto Main Street. In conjunction with blitz media campaigns, these showplaces of the motor age helped convince people that the automobile was more than simply a convenience; it was a necessity for the modern family. Dealerships brought the flat, two-dimensional cars of magazine advertisements to life. By allowing consumers to see, touch, sit in, and absorb the aromas of new cars, dealerships encouraged people to visualize themselves as new car owners.

Because the market for automobile sales in rural areas was somewhat smaller than the market for such basics as gas, food, and lodging, proportionally fewer car dealerships were established along the Lincoln Highway corridor. Of those that remain, some continue to be used for automobile sales, while others have been adapted to other uses.

Automobile dealerships are most closely related to the sub-theme *Highway Enterprise*. They offer opportunities to examine the development of

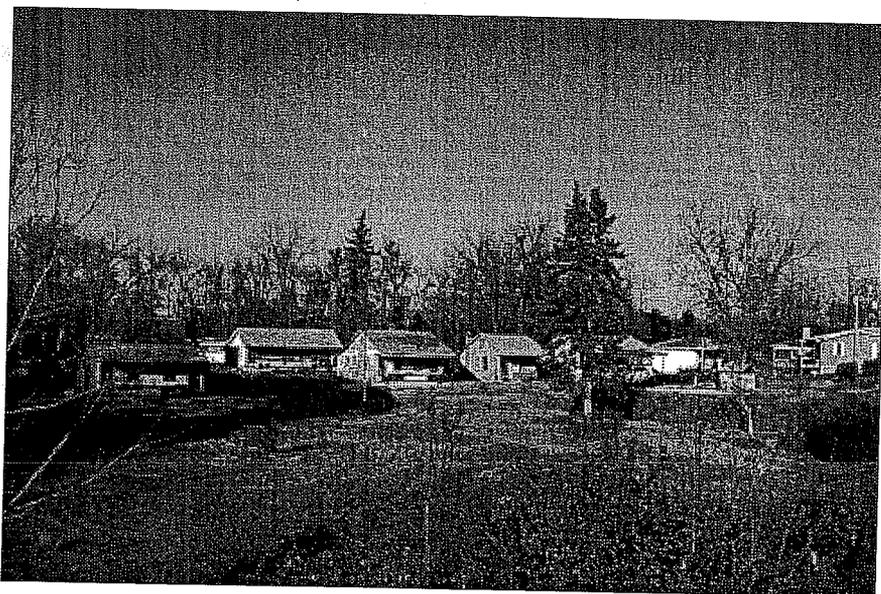
automobile sales and marketing during the early years of the industry. Such a venue would also provide an interesting backdrop to show the evolution of a particular model of automobile over the years.

Examples

1. Warren Chevrolet, at 55-59 York Street, Gettysburg on York Street, Adams County

Motels, Tourist Cabins, and Campgrounds

As Americans took to the road on long-distance journeys, the question of where to spend the night became more and more pressing. In the pre-automobile age, few people were accustomed to traveling far from home, and those that did often stayed in downtown or railroad hotels. As road conditions improved and more Americans acquired cars, people began to stray from well-traveled routes. With the onset of dusk, early travelers had to decide whether or not there was sufficient daylight to make it to the next town that may have a hotel, or whether to just pull off the road and pitch their tents. In the early days of motor travel, the evenings spent camping generally outnumbered the nights spent in hotels. Lodging expenses added up rapidly on long cross-country trips, and in their dusty, oily garb the average motorist often looked out of place in the well-appointed lobbies and dining rooms of formal hotels.



Although the Sunken Gardens cabin complex has seen better days, its brightly painted buildings are a colorful presence on the stretch of the highway between Gettysburg and New Oxford.

By the early 1920s many communities began to recognize the economic power of motor tourists. As a means of attracting motorists to their community, towns often established informal public campgrounds with such basic necessities as running water, showers, and restrooms. Often there was no charge for such services, because residents hoped that motorists would frequent

local businesses and thereby indirectly cover any investments made in tourist infrastructure. The economic benefit was not sufficient to continue subsidizing municipal campgrounds, and by the 1930s for-profit entrepreneurs took over the accommodations business. Typically the owner of a roadside enterprise, such as a gas station or food stand, would seek to expand business by constructing a few tourist cabins. Every few years, new cabins would be added and improvements made. Eventually cabins gave way to motor-hotels, or motels, which boasted modern amenities that would have been deemed opulent by early Lincoln Highway travelers—name brand mattresses, hot showers, and air conditioning. Cabins and motels suited the average motor traveler, who was more interested in making good time and staying on budget than with enjoying fancy dinners and tipping bellhops.

A multitude of historic highway accommodations can be found along the Lincoln Highway corridor. In some locations one can see several eras of cabins and motels are located right next to one another, making it easy to compare several generations of highway lodging. Due to the fact that cabins and motels continue to meet contemporary needs, some continue to survive in their original locations. Many cabins, however, have been dispersed throughout the countryside, enjoying second lives as storage sheds or small apartments.

Cabins, campgrounds, and motels are closely related to the sub-themes *Highway Enterprise* and *Traveling the Highway*. They provide a wonderful setting in which to relate how Americans' expectations about roadside travel developed during the Lincoln Highway era. They also offer an opportunity to examine the transformation of the roadside lodging business from what started as a largely mom-and-pop industry to the franchise-dominated industry of today.

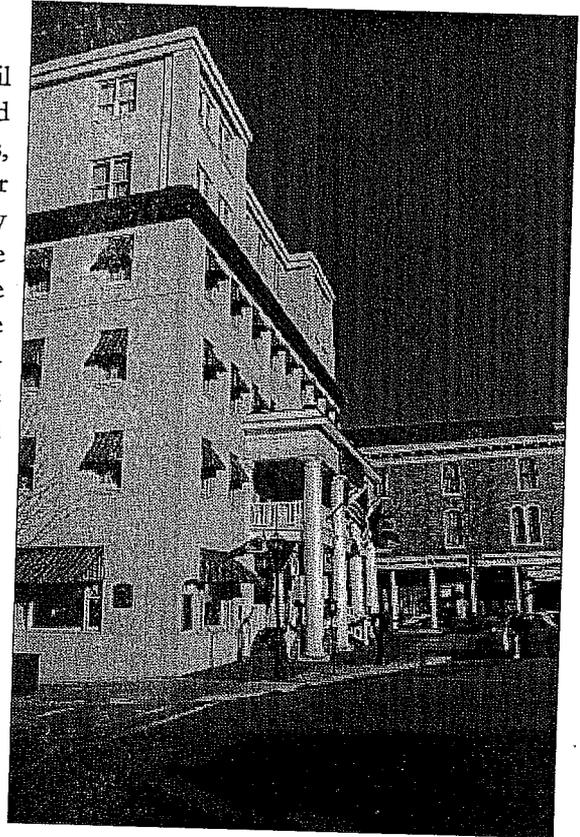
Examples

1. Sunken Gardens, between New Oxford and Gettysburg, Adams County
2. Holland Motel, between New Oxford and Gettysburg, Adams County
3. Lincolnway Motel East, Gettysburg, Adams County
4. Larson's Quality Inn, Gettysburg, Adams County
5. Colonel Creek Campgrounds (Miller's Cabins), west of Cashtown, Adams County
6. Caledonia State Park and CCC Cabins, Caledonia, Franklin and Adams County

Hotels

Long the domain of salesmen and drummers traveling by rail through America's small towns, hotels possessed a mystique lacked by the more basic tourist cabin courts and motels. At hotels, doormen carried visitors' bags, and dinner came via a waiter rather than from a tin can. During the early years of cross-country travel, hotels enjoyed a relatively captive audience, because the campground/motel sector had not yet fully developed. By the late 1920s and 1930s, however, tourist cabins and motels became much more commonplace. Greater numbers of cost-consciousness, Depression-era motorists elected to stay in the more affordable motels and cabins, which reduced the hotel customer base dramatically.

Lincoln Highway-era hotels remain in various states of repair along the corridor. Downtown hotels have generally fared best. While some continue to offer lodging, a number have been converted for use as restaurants, apartments, and even nursing homes. It has been difficult, however, for hotels in more remote locations to find modern uses that are economically viable. On the other hand, well-positioned enterprises, such as the Hotel Gettysburg, have experienced success over several decades due to their emphasis on personal service and attention to detail.



The Gettysburg Hotel has long been an anchor on Lincoln Square.

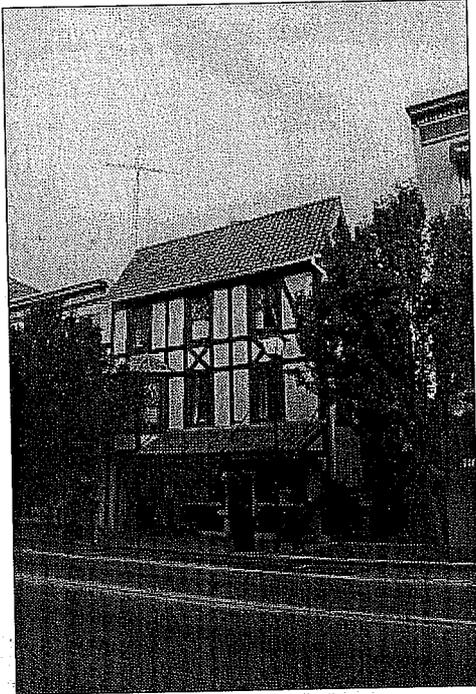
As with the previous category, hotels are best suited to relating the sub-themes of *Highway Enterprise* and *Traveling the Highway*. Comparisons between hotel and tourist cabin amenities and clientele would be of particular interest.

Examples

1. Altland House, Abbottstown, Adams County
2. Hotel Oxford, New Oxford, Adams County
3. Hotel Gettysburg, Gettysburg, Adams County
4. James Gettys Hotel, 27 Chambersburg Street, Gettysburg, Adams County

Restaurants, Roadside Stands, and Roadhouses

During the Lincoln Highway era, motoring could easily have been considered a contact sport. Unlike highway driving today where cars glide smoothly over well-paved roads, cross-country travel in the 1920s was physically demanding. Motorists had to change tires and be willing to wrench their cars from deep mud holes, often several times a day, in order to make progress. After a day of physical labor, it is not surprising that motorists developed ravenous



The Blue Parrot Bistro on Chambersburg Street in Gettysburg has served generations of Lincoln Highway travelers. In the 1920s it was a tearoom.

appetites. While most kept rations of dried and tinned foods on hand, the occasional stop for a hot dog or serving of chicken and waffles was a much-anticipated treat.

The first generation of highway eating establishments was informal stands, often associated with gas stations. The quality and level of hygiene varied immensely. As larger waves of motorists poured into the countryside, entrepreneurs began to develop niche markets. Tearooms catered to the female traveler who appreciated lighter fare and historic settings. Salesmen often appreciated roadhouses, which generally offered heartier fare with an emphasis on steaks and drinks. Diners, a development of the late 1930s, were family-oriented establishments where one could rub elbows with local folks and get tips on road conditions ahead.

Few food-oriented roadside stands remain along the Lincoln Highway. Most did not survive into the era of health codes and sanitary ratings. Those that have survived generally limit their wares to locally produced fruits, vegetables, flowers, honey, and preserves. Restaurants, by comparison, remain in greater numbers. Many have made the transformation into community institutions, nurtured by successive generations of dedicated owners. By comparison, some isolated roadhouses like those found on the summits of the Alleghenies, have stayed in business by shifting their focus from home-style cooking, gasoline, and novelties to drinks and adult entertainment.

As with many of the resource types previously mentioned, restaurant and roadside stands support the sub-themes *Highway Enterprise* and *Traveling the Highway*. Several mountaintop establishments may also lend themselves as backdrops for stories related to the sub-theme *Over the Summit*. It should also be noted that interpretive exhibits relating to this topic also present a unique opportunity to highlight regional cuisine of the period and profile places along the corridor where such delicacies as chicken and waffles are still served.

Examples

1. Hofbrauhaus Restaurant, Abbottstown, Adams County
2. Lincoln Logs, between New Oxford and Gettysburg, Adams County
3. Lincoln Diner, Gettysburg, Adams County
4. Blue Parrot Bistro, Gettysburg, Adams County

Lincoln Commemorative Markers

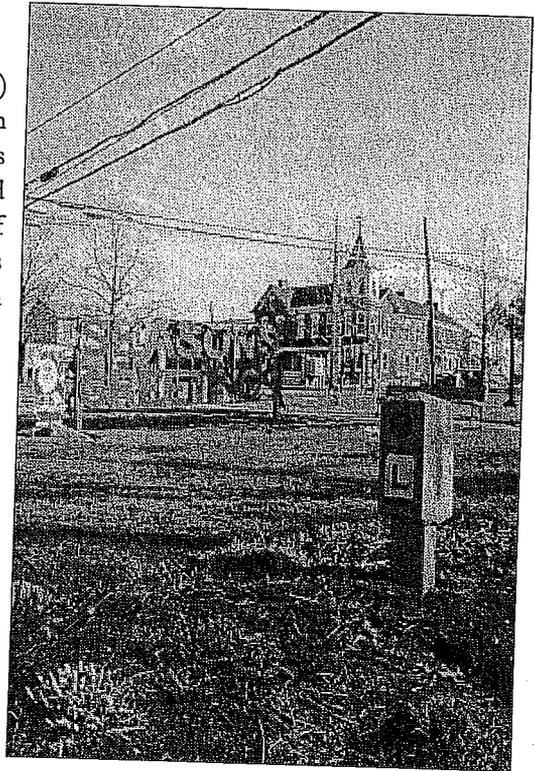
By the close of the 1920s, the Lincoln Highway Association (LHA) faced the fact that it had done its job so well that the organization was no longer necessary. Efforts to educate the general public, as well as members of Congress, about the importance of good roads had proven incredibly successful. Not only had most of the Lincoln Highway been improved by that time, but numerous other named routes had also sprung up, initiating a national system of long distance, cross-country roads.

By 1928, the Lincoln Highway no longer formally existed as a road. The federal highway system had already swapped out the quirky names of early routes for the standardized numbering system that remains in use today. In Pennsylvania, and across much of the country, much of the Lincoln Highway was renamed U.S. Route 30. In some small towns, New Oxford for example, local Lincoln Highway or Lincoln Way street signs reveal the historic origins of the road.

As the LHA planned for its dissolution they grappled with the question of how best to dispose of the organization's remaining funds. Although road improvement was a primary goal of the LHA, the commemoration of Lincoln was another aspect of the group's mission. In light of the route's name change, how would posterity know that that transcontinental strip of pavement was meant to embody the principles of Lincoln? The LHA decided to erect a series of permanent markers along the route so motorists would never forget the symbolism of the road. A competition was held, and officials selected a design by Jens Jensen, noted landscape architect, for fabrication.

On one September day in 1928, Boy Scouts nationwide installed 3,100 concrete mile markers, each of which was ornamented by a cast bronze profile of Lincoln, a directional arrow, and the Lincoln Highway logo. While the elements, careless drivers, and road widening projects have taken their toll, careful motorists can still spot a number of markers along the Lincoln Highway corridor in Pennsylvania. Unfortunately the small scale and muted coloration of the markers makes them difficult to see amidst the typical roadside clutter.

A number of markers are located in communities, such as New Oxford, where people have the opportunity to walk up and view them up close. In these locations it would be appropriate to interpret aspects of the sub-theme *Building the Highway*. Because this sub-theme focuses on the organizational, political, and logistical aspects of creating the Lincoln Highway, there are few physical artifacts that can be used as hooks for the story. Consequently, Lincoln Highway markers to which the public has ready and safe access should be



The Lincoln Highway Marker in New Oxford is set amidst a lovely flowerbed in the middle of the square.

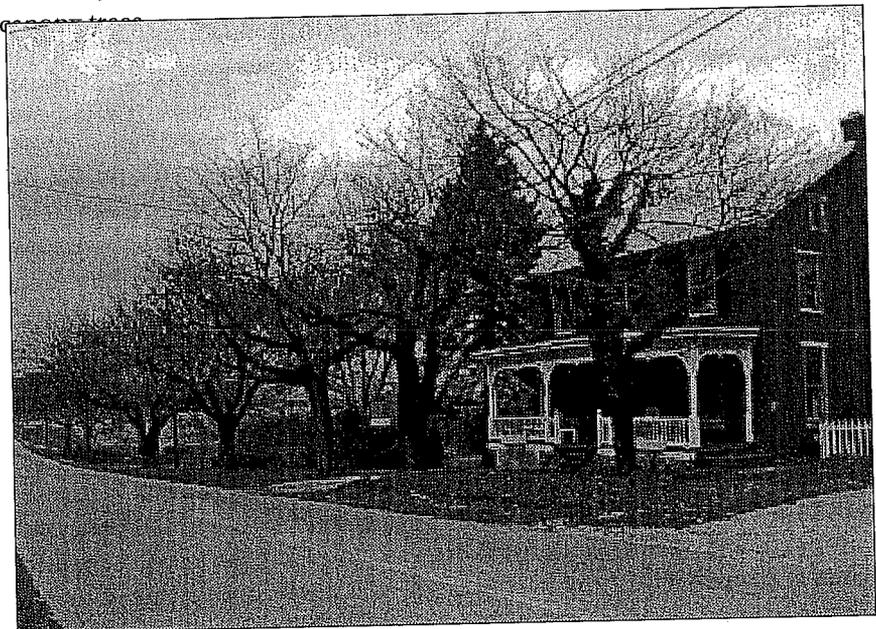
considered key artifacts in telling stories related to the *Building the Highway* sub-theme.

Examples

1. Center Square, New Oxford, Adams County
2. Adjacent to Lawn Ornament Shop, west of New Oxford, Adams County
3. Adams County Historical Society (on display), Gettysburg, Adams County
4. West of Cashtown near Tick Tock Intersection, Adams County
- 5 North east corner of Rt. 30 and Rt. 15 intersection.

Shade Trees

Roadside beautification was a topic of much interest during the Lincoln Highway era. State highway departments, garden clubs, and civic groups adopted the philosophy that the nation's highways should be feasts for the eyes, drive-through parks, and major community assets-not simply functional strips of pavement. Following the close of World War I, such activities intersected with national interest in commemorating the casualties of that conflict. As a result, communities across the country, not just along the Lincoln Highway, planted trees of remembrance along many roads. Blight, age, and road widening projects have reduced the number of such trees substantially; however, motorists still occasionally encounter arcades of commemorative



The Cashtown-McKnightstown stretch of the old Lincoln Highway is lined by stately maples and sycamores.

McKnightstown boasts the most obvious candidate for a stretch of commemorative plantings. These trees are located on the outskirts of McKnightstown. More research is needed to determine the impetus behind the planting of these trees-whether it was related to a Lincoln Highway beautification effort, meant to commemorate fallen soldiers, or simply a property-owner's own initiative. These trees are most closely related to the sub-theme *Building the Highway*. Because there is currently no location where motorists can pull over to learn about the trees, any interpretation on this subject would need to be provided in McKnightstown or on a brochure.

Example

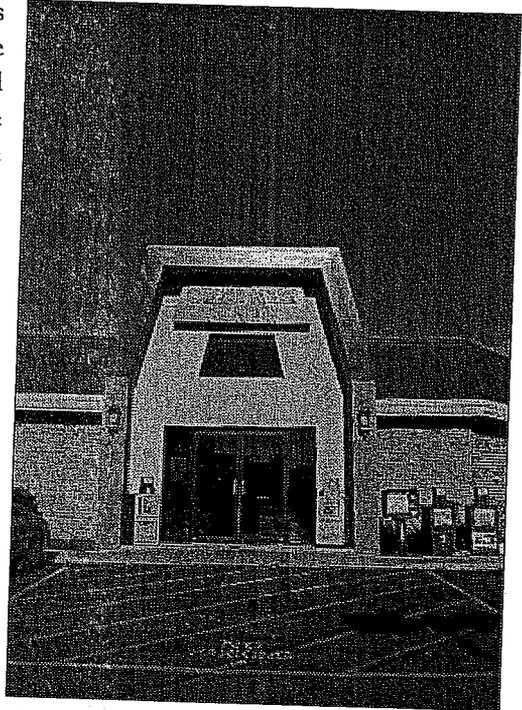
1. Mature Canopy Trees (Sycamores and Maples), Cashtown/McKnightstown Bypass, Adams County

Lost Landmarks

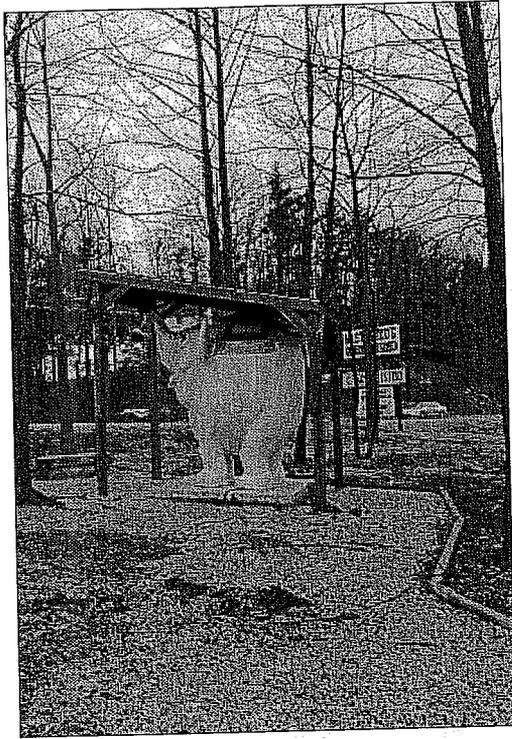
The landscape along the Lincoln Highway corridor continually evolves. Period photographs show a landscape dominated by large amounts of farmland with little intrusion by the commercial development that has come to characterize the road in today's modern era. Today, trees have grown up on what was farmland in the 1920s; old views have been closed and new ones opened; and roadside businesses have been largely transformed from local enterprises to national franchises. The road too has been molded and reshaped by generations of engineers who have added extra lanes, smoothed curves, reduced grades, and paved shoulders.

As part of this evolutionary process, some important highway landmarks have been lost. Some because they were in the wrong place at the wrong time, and others because they were no longer economically viable. Cross Keys, a collection of crossroads businesses including a drive-in theater and diner, is one prominent example of this category. The businesses that dotted the four sides of that intersection succumbed to changing tastes and shrinking markets, having outlived their perceived usefulness and relevance in this modern age. The appearance of Cross Keys today is undistinguished, eerily similar to other generic highway intersections found across the country.

While there may be no actual artifact to interpret, commemorative exhibits could still be appropriate. The story of the evolution of the roadside is a key part of the *Highway Enterprise* sub-theme. As unlikely as it may be to contemplate, the sprawl of today will be tomorrow's history, and it is important that travelers understand the direct connection between the highway services they use today and those found along the road 80 years ago.



At the Cross Keys intersection, modern buildings have now replaced all of their Lincoln-Highway era predecessors.



A fixture on the western end of the Lincoln Highway in Adams County for nearly thirty years, Mr. Ed's Elephant Museum and Candy Store uses novelty and whimsy to attract the attention of travelers.

Example

1. Cross Keys, Adams County

Amusements and Attractions

Travelers on the Lincoln Highway from the 1910s through the 1930s differed little from their modern counterparts. As today, tourists took to the roads not just to exercise their automotive ability but to see the country, take in scenic wonders, connect with history, be entertained, and create family memories.

Stopping to enjoy the amusements and attractions along the way balanced out the hard work required of cross-country motoring. Families could escape from their cars and spend their pocket change on postcards, contrived roadside oddity shows, rounds of mini-golf, a few hours of swimming, an afternoon of amusement rides, a matinee, or a historic house tour. Of course residents and short distance travelers enjoyed these attractions as much as cross-country Lincoln Highway motorists. Many establishments along the route were so popular that they became regional tourist destinations, drawing hordes of daytrippers from surrounding communities.

Over time some attractions faded while new ones arose to take their place. A number of early attractions along the Lincoln Highway, such as Lee's Headquarters, have been able to maintain their popularity over the decades and now benefit from society's interest in things nostalgic in character. While some attractions on this list post-date the Lincoln Highway era, they are in a true sense direct descendents of the first entrepreneurial tourism efforts along the route. Almost all are locally owned and operated and showcase community assets that are unique to the region.

Since this category represents an eclectic mix of resources, assigning a specific sub-theme that represents this diverse group is difficult. *Highway Enterprise* is generally relevant to all of these sites because they represent the unsung aspect of the gas, food, lodging, and amusements equation. Resources that are centrally located within communities along the corridor may also have a resonance to the *Changing Main Street* sub-theme.

Examples

1. New Oxford Antique Stores, New Oxford, Adams County
2. Miniature Golf Course in the Moose Building (1920s-1930s), Gettysburg, Adams County
3. Majestic Theater, Gettysburg, Adams County

4. National Apple Museum, Biglerville (North of the Lincoln Highway), Adams County
5. Lee's Headquarters Museum, Gettysburg, Adams County
6. Eisenhower National Historic Site, Gettysburg, Adams County
7. Fruit Markets, west of Cashtown, Adams County
8. Mr. Ed's Elephant Museum, Adams County

Toll Houses

During the middle and late nineteenth century, turnpike companies imposed tolls upon travelers based on the weight and distance of goods being hauled and the type of vehicle used. They used the tolls to repay debts incurred in constructing the route, to assist with road maintenance, and where possible to pay profits to investors. Once the toll was paid the gatekeeper raised a long pole or pike, which allowed the vehicle to pass through to the next segment of the turnpike. In fact, Pennsylvania had the notoriety of being the last state along the Lincoln Highway route that still required tolls of motorists in the 1910s.

The toll collection system required a certain amount of infrastructure. Since gates were established at regular intervals along the route, often in isolated locations, toll houses were built as residences for the toll collectors. Occasionally the owner of a tavern would take responsibility for toll collection and operate the business from his establishment, but more commonly the company constructed a separate building. Generally of stone or wood construction, toll houses were situated right next to the road. Often the pole or pike projected from the house across the road. Of the toll houses that remain along the corridor, however, none still retain a pike.

As traffic increased and alignments were widened, many toll houses were lost. Their proximity to the road ultimately resulted in their demise. Several notable examples of toll houses, however, do remain along the route. People have converted them into residences, the buildings' previous function apparent only to the informed passerby. Generally toll houses are situated on open stretches of road where high speeds and lack of pull-off space conspire to make public access almost impossible. They are closely related to the sub-theme *Roads West*, but in most cases it will be difficult to relate their story on site. Rather, it may be better to install a toll house exhibit in a community near a toll house and provide some form of print material that will aid people in identifying toll houses as they drive by on their trip.

This turnpike marker located along the Lincoln Highway west of New Oxford has witnessed the transformation of American travel from pack horses and stage coaches to Packards and now eighteen-wheelers.



Examples

1. McKnightstown, Adams County
2. West of Cashtown, Adams County

Turnpike Mile Markers

Mile markers are another type of artifact from Pennsylvania's turnpike era. A few native stone sentinels still remain along the Lincoln Highway corridor. Some are hidden within thick nests of weeds, while property owners who understand their historic significance carefully tend others. Sometimes mistaken by the casual viewer to be small headstones, mile markers tally distances to nearby towns rather than birth and death dates. They establish a physical link with the past, melding the era of carriages and wagons with that of Model T's and Mercedes.

Unfortunately, of those markers that remain in the corridor a majority are found in outlying areas with restricted public access. As with the case of toll houses, high driving speeds and limited space to pull off make on-site interpretation difficult. While the turnpike era is an important story to convey as part of the *Roads West* sub-theme, it would probably be better to relate such stories in safe, accessible settings. At relevant exhibit locations, printed material could be distributed that provides context, guidance, and clues on where motorists could see such resources as toll houses and mile markers in the countryside—an educational scavenger hunt. Care must be taken however not to make these markers targets for vandalism or theft.

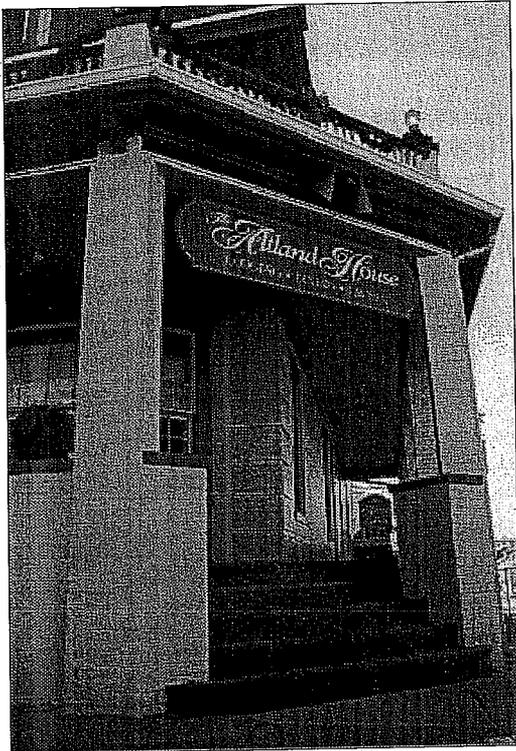
Examples

1. Abbottstown, .25 miles east of the square, Adams County
2. West of New Oxford near the golf course, Adams County

Taverns / Stagecoach Stops

For nearly two hundred years overland travel was a laborious and tedious process. Whether one was driving packhorses, livestock, a wagon, a stagecoach, or even a Model T, mud, ruts, steep grades, and swollen streams presented challenges that tested the mettle of even the most seasoned travelers. Those traveling through the hinterlands often had to settle for a restless night's slumber under the stars. However, those traveling on more frequented routes had the opportunity to stop at the occasional roadside tavern to enjoy a warm meal, the camaraderie of fellow travelers, and a bed for the night.

In this region of Pennsylvania, taverns were generally constructed of log or stone with plank partitions that divided sleeping and dining areas. Travelers



The Altland House, a distinguished restaurant and former inn, is an imposing presence on the Abbottstown town square.

would gather around a generously proportioned hearth that provided ample room for cooking and fireside conversations. Taverns often became magnets of activity in a community. The traffic they attracted helped sustain the operation of stables and the services of artisans like wheelwrights and blacksmiths. They also housed relay teams that were brought in to refresh horses that had been exhausted after making a taxing ascent up the Alleghenies.

Due to their commodious size and propitious locations, taverns adapted well to different uses over the generations. Some tavern owners adjusted their services to accommodate the motoring crowd, while others transformed these venerable old buildings into residences. Less likely to survive were the tavern outbuildings, because the services of blacksmiths and wheelwrights were required less and less as the twentieth century progressed.

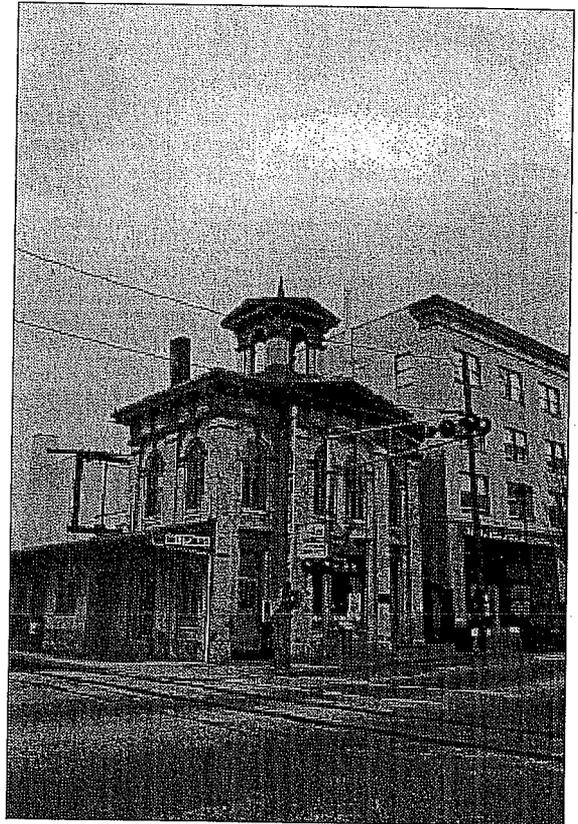
Taverns are generally more accessible to the public than toll houses, because many continue to serve the public as restaurants, stores, or bed-and-breakfasts. A number of taverns welcome visitors and have existing parking to accommodate them. Taverns are most closely associated with the sub-themes *Roads West* and *Traveling the Highway*. Associations with the operation of the early wagon roads and turnpikes that ran through this corridor make taverns good candidates for relating stories about earlier modes of transportation. However, taverns also present opportunities for relating compelling travel narratives that draw comparisons between the experiences of drovers and stagecoach drivers and their latter day counterparts—the pathfinders of the Lincoln Highway era.

Examples

1. Altland House, Abbottstown, Adams County
2. Cashtown Inn, Cashtown, Adams County
3. Herr Tavern, West of Gettysburg, Adams County

Railroad Resources

Once railroad companies were able to offer consistent, high-speed, affordable transportation of people and products, the fate of the nineteenth-century road was sealed. After that point, neither roads nor canals could compete with the railroads in the area of long-distance transport. Consequently, during the second half of the nineteenth century, Americans practically gave up on their roads, minimizing maintenance, and limiting new construction. People adapted and by the end of the nineteenth century, at the time the automobile was invented, most people lived less than twenty miles from a railroad station.



The Lincoln Train Station in Gettysburg currently functions as the borough's center for visitor information.

The Lincoln Highway Association faced many obstacles when it launched its campaign for the first all-weather, coast-to-coast road in the nation. One of the major challenges was to convince Americans that good roads could be a reality, and that they could be competitive with railroads. Although this idea took several decades to come to fruition, automobiles and trucks gained steady ground on the railroads. By the 1920s motor trucks were able to offer reasonable rates and much more flexibility in pick-up and delivery than could railroads. No longer were farmers required to haul their milk to the train station-the delivery truck came to them instead. Travelers were freed from railroad time tables and transfers. With their own cars, they could go anywhere at any time of day, without restrictions. By the mid-twentieth century automobiles took the lead in American transportation, superseding railroads, which had formerly dominated that sector.

The most visible and interesting railroad resources along the corridor are the train stations. Most are of moderate size with provisions for passengers and freight. The Lincoln Train Station in Gettysburg serves as a visitor information center, while the passenger station still serves visitors taking excursion trips on the old railroad line. The New Oxford Station has been restored as a small museum of railroad memorabilia and is open to the public on a limited basis.

Railroad resources are useful foils for relating the sub-themes *Building the Highway* and *Traveling the Highway*. Without understanding the hold that railroads had on American transportation during the advent of the Lincoln Highway era, it is difficult to appreciate the progress made by the Association-especially now that the dominance of the automobile is indisputable. Train stations also present useful backdrops for discussing the pros and cons of rail and auto travel for passengers and freight in the 1910s and 1920s.

Examples

1. New Oxford Train Station, New Oxford, Adams County
2. Lincoln Train Station, Carlisle Street, Gettysburg, Adams County
3. Former Gettysburg and Harrisburg Railroad Station, North Washington Street, Gettysburg, Adams County

Town Squares

The stretch of the Lincoln Highway through Adams County crosses three captivating town squares, like gems strung along a necklace. Historically these squares served numerous functions-commercial, celebratory, and commemorative. Today, while traffic impedes pedestrian access, the squares still serve as community anchors. Most "squares" have actually been rounded, as a concession to drivers no doubt. A large ornamental object is commonly

found in the center of each square—a flag pole, gazebo, or fountain. Squares are generally situated at the intersection of the two major through roads in a community. The four sides of the square are prestigious, high profile locations. Consequently government offices, stores, and such institutions as churches and banks generally surround the square.

Where pedestrian access is safe, squares can provide a good setting for presenting stories related to the sub-theme *Changing Main Street*. A central downtown location with views in all directions makes a square the perfect candidate for introducing background information on a community's history and how the appearance of that community changed as a result of the Lincoln Highway and the motor age. Such an exhibit would also be a useful orientation spot or starting point for a walking tour. Where access is determined unsafe or not advisable, an exhibit or pair of exhibits could be introduced around the edges of the square where foot traffic is anticipated.

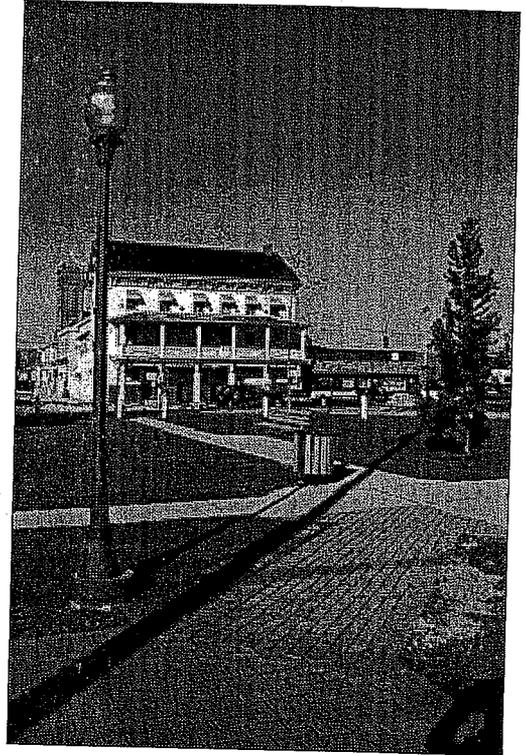
Examples

1. Abbottstown Center Square, Adams County
2. New Oxford Town Square, Adams County
3. Lincoln Square, Gettysburg, Adams County

Natural Resources

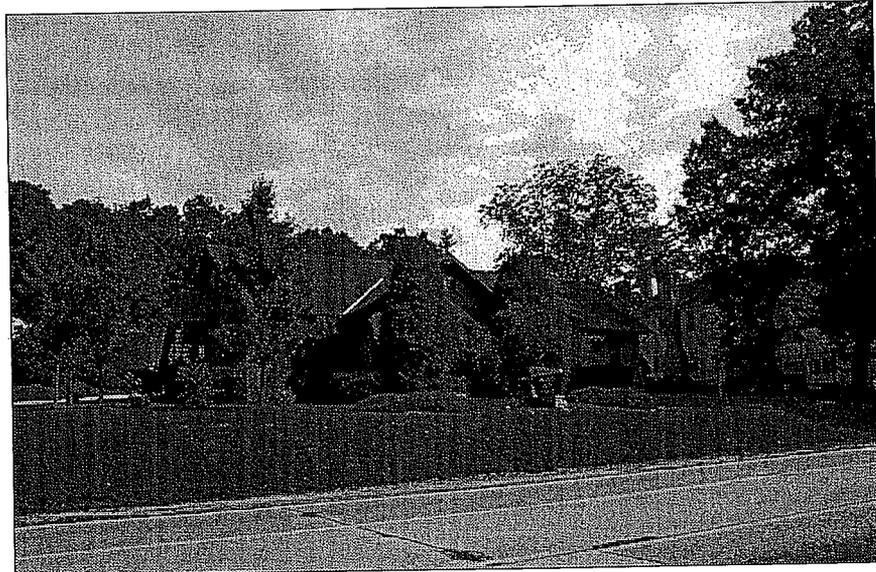
Looking down on central Pennsylvania from a plane on a clear day, one's eyes are drawn to the broad arcs of evenly spaced ridges and valleys that regularly intersect the route of the Lincoln Highway. When seen from the air in their somewhat abstracted form, the Allegheny Mountains seem softened, manageable, unimposing. But in reality, they are an imposing presence that has shaped the course of overland transportation for centuries. Landscape features determined the paths of the Native Americans who first traveled the wilderness of what would become Pennsylvania, as well as of those generations of European settlers who followed first on foot and later with wheeled vehicles. Sometimes paths wound through valleys when passage through mountain ridges was sought, and other times the high road was chosen when the lowlands proved too boggy. The geography, geology, and topography of the corridor and the effects that these forces have had on travelers over the centuries are of particular relevance to the story of Lincoln Highway in Pennsylvania. Such stories relate to the sub-themes *Roads West*, *Over the Summit*, and *Traveling the Highway*.

The fate of eighteenth-century travelers often rested on their familiarity with the terrain and their knowledge of and ability to use the natural resources that surrounded them. Infrastructure for these travelers was minimal, so they had to be resourceful and self-reliant. For Lincoln Highway travelers 150 years later, the journey, while challenging, was not as dire as it was for their



Equipped with benches and attractively landscaped, the New Oxford town square is a pleasant place to watch the world go by.

Michaux State Forest, adjacent to Caledonia State Park near the Adams/Franklin County border, offers many recreational opportunities to visitors.



predecessors. By the 1920s, the Alleghenies had become a tourist draw—something to be sought out as opposed to avoided or bypassed. People began flocking to the newly established system of forests and parks, wholeheartedly embracing the motor camping craze that gripped the nation. The natural resources along the Lincoln Highway corridor have a role to play in relating the sub-theme *Traveling the Highway*.

A series of public parks and forests are located along the Lincoln Highway corridor in Pennsylvania. In some locations visitor amenities are available near the point where the Lincoln Highway intersects the park, for example, Caledonia State Park and Shawnee State Park. In other instances, such as Cowan's Gap or Linn Run State Parks, visitors would need to detour off the

highway to get to the main park entrance. Several state forests are also located along the corridor. In some instances, district offices are situated right on the road, but in other areas the only indication that one is driving through a forest is a roadside sign. Access to the forests from the Lincoln Highway is less obvious, although the presence of state forest land on a number of summits crossed by the Lincoln Highway may provide opportunities for exhibits relating to the *Over the Summit* sub-theme.

Examples

1. Michaux State Forest, Franklin and Adams Counties
2. Caledonia State Park, Franklin and Adams Counties

Historic Districts

The Lincoln Highway Heritage Corridor currently contains one historic district that has been listed in the National Register of Historic Places. Several other

district nominations are now being prepared. Within Adams County, much of Gettysburg Borough along the Lincoln Highway is included within the existing historic district. An additional National Register Historic District has been proposed for McKnightstown and is awaiting approval by the Pennsylvania Historical Commission. It should be remembered that its national significance notwithstanding, the Lincoln Highway is only one part of a rich history embodied by these ten communities and others along the corridor. Most towns along the Lincoln Highway have already celebrated their bicentennial—two hundred or more years of history of which the Lincoln Highway is a brief, but fascinating episode.

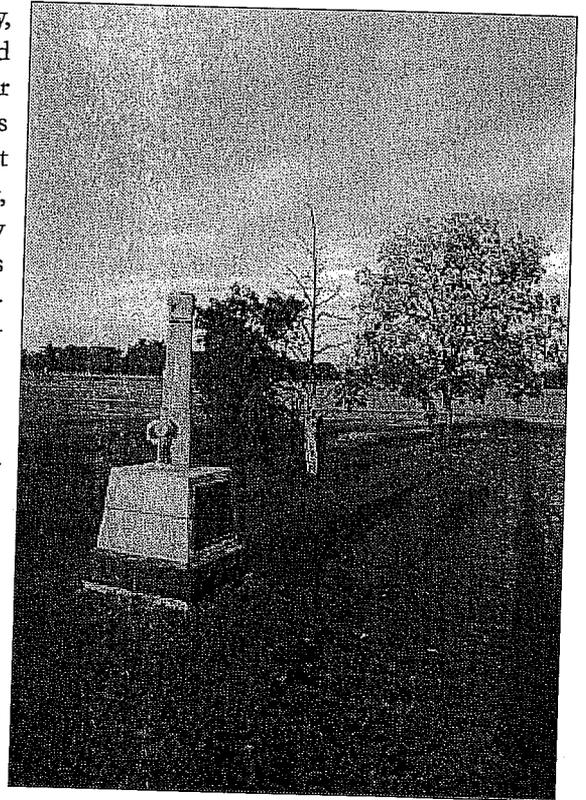
It is therefore important that while traveling the corridor, visitors begin to understand the origins of these communities as part of their learning experience. The sub-theme *Changing Main Streets* is meant to provide a forum for the presentation of relevant interpretive information that either pre-dates or post-dates the Lincoln Highway era.

One aspect of the intended visitor experience is that people be encouraged to stop in towns at regular intervals during their trip. Such stops let travelers stretch their legs and spend money. Interpretive exhibits installed in visible locations will be designed to encourage people to explore and learn about these communities.

It is anticipated that in larger communities a combination of installations will relate stories of the Lincoln Highway and community history. One or two outdoor exhibits will provide thematic background information that will be supplemented by smaller wall plaques relating stories particular to specific buildings and sites. By looking at community history through the lens of a *Changing Main Street*, a.k.a. the Lincoln Highway route, the corridor will be able to interpret periods before and after the 1910s to the 1930s while still maintaining a Lincoln Highway emphasis.

Example

1. Gettysburg Battlefield Historic District, Adams County



The Gettysburg Battlefield Historic District encompasses much of the battlefield, including the borough of Gettysburg.

Lincoln Highway Interpretive Themes

Photograph courtesy of Grace Kane



Road Superintendent

Chapter Four

CHAPTER FOUR

LINCOLN HIGHWAY INTERPRETIVE THEMES

Introduction

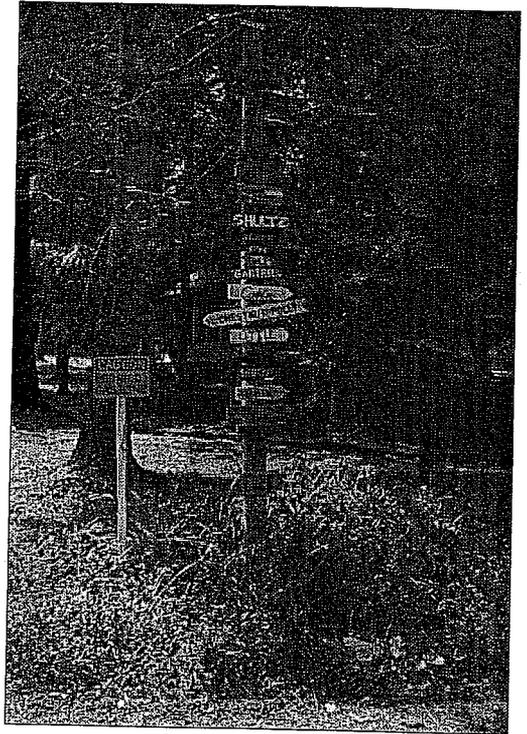
As with the one preceding it, this chapter of the Special Purpose Study is intended for use in conjunction with the LHC interpretive plan, which lays out the thematic framework for the entire length of the corridor. To ensure that interpretive resources are being used to their fullest potential, it is important that whenever such projects are initiated in Adams County they be coordinated with that plan.

What follows is an introduction to the interpretive themes that have been identified as significant for the corridor as a whole. A partial list of stories relating to these themes is also provided. Only those stories that closely relate to Adams County are included; however, the complete list of stories identified to date can be found in the interpretive plan. It is important to note that after more investigation into local sources of information about the highway (i.e., newspapers, oral histories, collections of personal photographs, etc.), additional stories that shed new light on the themes may arise. The interpretive plan is intended to be flexible enough to accommodate these new stories, provided that a strong argument can be made for their inclusion.

What Are Themes?

Themes are the big ideas that unify interpretation at a site. They convey to visitors the essence of a particular site and why it is significant. They provide focus for those charged with implementing interpretive recommendations. At the conclusion of an interpretive experience, when asked what it was all about, visitors should be able to relate the primary theme identified in the interpretive plan. When developing an interpretive strategy it is important to remember that themes and stories go beyond the simple facts. Interpretation is only successful when it uses information to reveal meanings and relationships. Good interpretation should stir visitors' emotions and provoke reconsideration of the facts. It should be engaging rather than authoritative, dynamic rather than passive.

One function of an interpretive plan is to establish a framework of themes that can be used to develop and assess the types of stories that will be shared



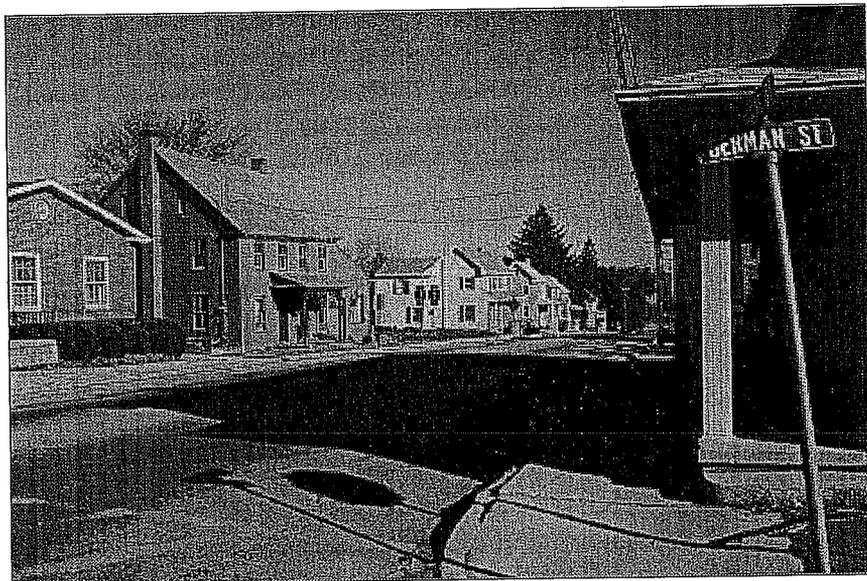
The interpretive plan for the corridor will use roadside resources as launching points for telling stories of the Lincoln Highway, encouraging creativity and flexibility in selecting wayside exhibit locations. This colorful directional pole to Caledonia cottages, for example, might present an opportunity to discuss early motor camping and the development of the summer cottage industry.

with visitors. By comparing proposed stories to the corridor's thematic structure, it is possible to determine which stories best illustrate the corridor's unique attributes and reveal to visitors why it is important and worthy of special consideration. A good interpretive plan develops a thematic framework that reflects the significance and character of a particular site or area. It is important that a site's particular resources be taken into consideration, since they are integral to successful interpretation. Once this has been done, it is possible to determine which combination of resources and media best convey those themes in a way that is meaningful and memorable for visitors.

Developing Themes for the Lincoln Highway

As one of the first steps in the corridor-wide interpretive planning process, the consulting team held meetings with the corridor's three chapter groups to discuss the stories that could be told within the corridor and the types of experiences the corridor could offer. Following these meetings, the consulting team facilitated a workshop with the LHC Interpretive Committee in August 1999. Based upon these preliminary discussions it became apparent that the Lincoln Highway Heritage Corridor needs to address the highway's two historic contexts. It must relate the story of how the Lincoln Highway came into existence and why it is an important part of American culture—the national story. But it also needs to examine how topography and early patterns of overland travel and settlement made the character of the Lincoln Highway in Pennsylvania different from that of other states—the Pennsylvania story.

Many people living along U.S. Route 30 do not know of the Lincoln Highway or its significance—it is often just a way of getting to work or running errands. Through interpretation, the LHC hopes to encourage residents to see it as a special resource.



Community support for topics relating to the Pennsylvania story—stagecoach travel, military history, and frontier settlement—was extremely high. This is understandable, since those stories are the focus of most historical interpretation presently being carried out within the corridor. It appeared that in general, participants were less comfortable discussing the particulars

of the national story. This too is not surprising, since many people do not recognize the importance of what is familiar. It would probably never occur to a majority of residents along the Lincoln Highway that the road is a unique and significant historical resource. When one sees something everyday, it is difficult to truly appreciate its value. One goal of the interpretive plan will be to show residents and visitors that the Lincoln Highway era *is* an important historical resource; that its history embraces many fascinating stories; and that within the Lincoln Highway Heritage Corridor there are many interesting places at which those stories can be told.

In fact, the story of America's first transcontinental highway is not being told anywhere in the corridor at present. Unlike its better-known counterpart U.S. Route 66, which boasts several public and private museums, the Lincoln Highway has no form of permanent interpretation anywhere in the country. Until the Lincoln Highway's national significance is widely recognized and locally understood, it will be all the more difficult to convince tourists to go out of their way to drive Pennsylvania's Lincoln Highway.

The consulting team felt that the interpretive framework could, however, support both national and Pennsylvania perspectives as long as they are presented within the overall context of the Lincoln Highway story. By employing a dual approach, the LHHC can tell a national story locally using resources within the corridor. If one were to limit the theme to the Pennsylvania story, only a string of interesting local history vignettes would be presented. The experience would not be substantively different from traveling any of Pennsylvania's other early highways, for example, U.S. Route 6. Conversely, relating only the national story would overlook the corridor's tremendous potential to examine the history of overland transportation across the Alleghenies. Consequently, the interpretive plan identifies "America and the Open Road" as the primary theme. This theme will use resources specific to Pennsylvania to tell the national story of the Lincoln Highway.

The thematic structure is hierarchical and works from the general to the specific. The primary interpretive theme occupies the top level. Under it are six sub-themes that elaborate upon the broad messages presented by the primary theme. Nested under each sub-theme are related topics, or stories that could be presented using a variety of interpretive media. Table 2 illustrates this structure; specific stories for interpretive planning are listed and discussed in the following pages.

Table 2. Thematic Structure

Primary Theme—General	
America and the Open Road	
Sub-Themes—More Specific	
Building the Highway	Roads West
Traveling the Highway	Over the Summit
Highway Enterprise	Changing Main Street
Related Interpretive Stories—Most Specific	

Theme Statements

The following theme statements are recommended for the Lincoln Highway Heritage Corridor. Six sub-themes exist under the primary theme, America and the Open Road:

Primary Theme: America and the Open Road

Through savvy salesmanship, effective grassroots organization, and tremendous perseverance, the founders of the Lincoln Highway Association created the nation’s first transcontinental highway. In doing so, they ushered in a new age of automobile travel, which eventually transformed both the tourism industry and the character of the American landscape. Unlike western stretches of road that struck out across uncharted territory, the Lincoln Highway in Pennsylvania generally stayed with the well-traveled route. As a result, a drive along this stretch of road offers a trip through transportation history from packhorses to stagecoaches and wagons to Model T’s, all of whom used the route to cross the formidable Allegheny Mountains.

Sub-Theme #1: Building the Highway

The Lincoln Highway Association used private investment and donations to build the nation’s first coast to coast road. Many Americans of that era strongly opposed the use of federal tax revenues for road construction. Nevertheless, construction standards remained high, and the Association made great strides in advancing and promoting modern road building techniques.

Sub-Theme #2: Traveling the Highway

From New York to California, Americans across the country took advantage of the many possibilities opened up by the Lincoln Highway. Motorists

embraced the freedom and challenges of the open road. Residents extolled better access to schools, church, and markets. Small towns welcomed the influx of tourist dollars, and the military capitalized on opportunities for improving national defense via rapid deployment of troops and supplies.

Sub-Theme #3: Highway Enterprise

The first generation of Lincoln Highway motorists had to be self-sufficient while on tour-carrying many of their own provisions and making mechanical repairs when needed. With time, however, a wave of new roadside businesses arose to meet travelers' needs for gas, food, lodging, and amusements. In Pennsylvania, such businesses prospered until the opening of the Turnpike in 1940. Many of these businesses had historic precedents: the diner replaced the tavern; the motel replaced the inn; and the gas station and garage replaced the blacksmith's shop and livery stable.

Sub-Theme #4: Roads West

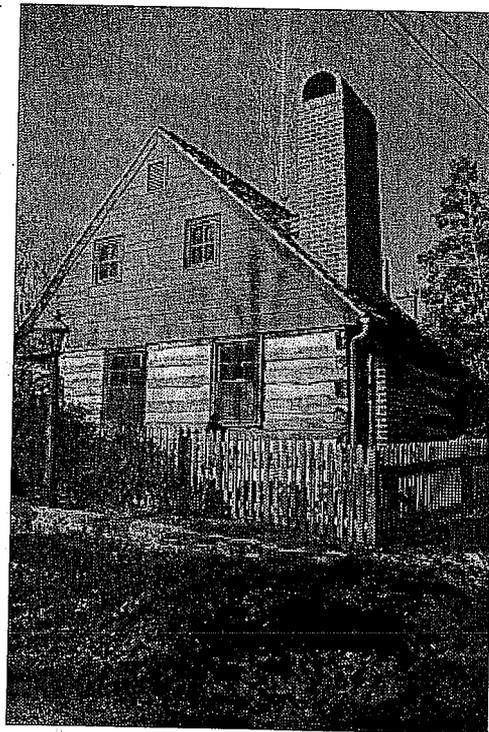
Historically, the Allegheny Mountains limited travelers to a few westward routes across Pennsylvania. Native American trails, as well as military and toll roads constructed across the mountains in the eighteenth and nineteenth centuries were later incorporated as part of the Lincoln Highway. Consequently, many communities along the highway are quite old, having served generations of stagecoach, railroad, and automobile travelers.

Sub-Theme #5: Over the Summit

Even when blessed with good roads and good weather, crossing the Alleghenies was a challenge for the early motorist. Steep grades and winding roads resulted in overheated engines and severe cases of vertigo. As a result, idiosyncratic establishments arose along the Lincoln Highway's many summits, offering water, gas, rooms, and dazzling views to tourists and automobiles in need of rest and recovery.

Sub-Theme #6: Changing Main Street

Main Street along the Lincoln Highway gradually changed as the automobile took the place of the horse-drawn wagon. As blacksmith shops made way for service stations and people enjoyed the freedom to shop farther from home, small town commercial centers along the highway sought to increase their customer base by serving through travelers as well as local residents.

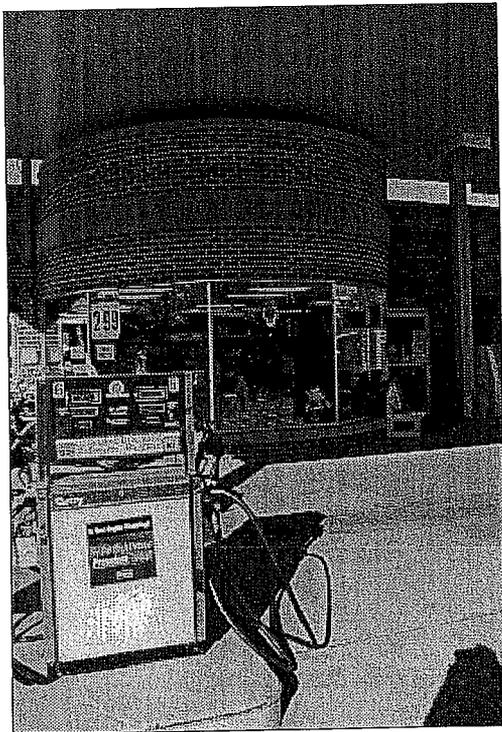


This log building adjacent to the John Abbott house is one of many such structures in Abbottstown. Such buildings are among the borough's treasures, and illustrate the "Roads West" interpretive sub-theme

Interpretive Stories for Adams County

A list of related stories that *could* be explored as part of the interpretive program in Adams County follows. These stories are associated with the sub-themes described above and are intended to provide guidance in developing interpretive programming. Chapter Five, Interpretation/Education, provides detailed, site-specific recommendations for Adams County. This section, however, is meant to provide an overview of what options are available. There are certain to be additional stories that could be added to these lists. Consequently, the stories discussed here should be considered works in progress and used as a starting point to spur additional thinking about the subject in the future.

These lists provide a wide range of subject matter for consideration by project participants interested in hosting an interpretive installation or sponsoring an educational program or special event. Adams County participants will need to work closely with the LHHC and potential participants to ensure that locations are carefully matched with appropriate stories. Stories that cannot be illustrated on site should be avoided. Wherever present, Lincoln Highway resources should be used to illuminate the stories being told in a particular location.



The Highway Enterprise sub-theme has close interpretive ties with gas, food, and lodging resources. In addition to the Aero Gas Station in New Oxford, shown here, there are many other possible locations to tell stories relating to that theme.

Some sub-themes, such as Highway Enterprise, will have a large number of resources available to tell those stories. There are dozens of garages and gas stations along the route; the challenge lies in narrowing down the choices. For sub-themes that are somewhat more abstract, Building the Highway for example, it may take a bit more investigation and creativity to arrive at the optimum site. The oral history and information projects, which have recently been initiated in Adams County, will substantially strengthen the interpretive plan. Several examples of local stories that reflect national themes have already been uncovered, such as the memory of a long-time resident of the time that road crews disassembled the wall surrounding her family's property and crushed the stone to create the roadbed of the highway. Certainly many other such stories exist. It is very important that Adams County participants support the LHHC in their efforts to create and maintain a systematic way of gathering, documenting, and organizing these local stories in such a way that they are readily accessible to those involved in creating interpretive installations or in developing programs.

Where tangible resources for a particular story are limited, publications, off-site exhibits, and videos can sometimes adequately present the story. In reality, however, some stories may never find a proper place in the corridor. That is fine, too. Not everything needs to be said here.

With an extensive list of stories available for interpretation, Adams County should enjoy a certain degree of flexibility in establishing interpretive installations. This is critical, because the plan envisions the creation of a series

of roadside interpretive installations throughout the county. A majority of these will likely be installed on private or community property, although not all sites that are identified as part of the plan may ultimately be deemed suitable for interpretation. A certain resonance between the sponsors of a particular site and the subject matter must be established in order to build a meaningful collaborative relationship. The sponsors should be personally invested in telling that story, and therefore should have a voice in selecting the subject matter for their site. The role of Adams County participants is to assist the LHHC in guiding the sponsors to find the best fit between their site and the stories it can tell. This chapter is intended to give Adams County participants the background information they will need to provide that assistance to the LHHC as sponsors and candidate sites emerge. It will provide site recommendations for certain stories, describe a selection of non site-specific stories, and provide a framework for assessing whether or not newly proposed stories further the themes of the corridor.

The plan is structured so that if the LHHC is unsuccessful in negotiating the placement of a given interpretive installation, options exist for either telling that story in another, more receptive location or for developing interpretation of another story in a different location. Success of this interpretive program will *not* require presentation of all subject areas discussed below. An installation for each subject would likely be overkill. Rather, the intent behind these extensive lists is to provide a range of options for stories and an overview of available content, designed to excite potential community and private-sector sponsors and project participants in Adams County and enable the LHHC to move rapidly to implement the plan. A substantial commitment to public outreach and investment in community dialogue will be needed to find homes for these stories in sites along the corridor. The result of such an investment, however, will be the transformation of the Lincoln Highway Heritage Corridor from a lesser traveled through route to a destination.

Sub-Theme #1: Stories Relating to Building the Highway

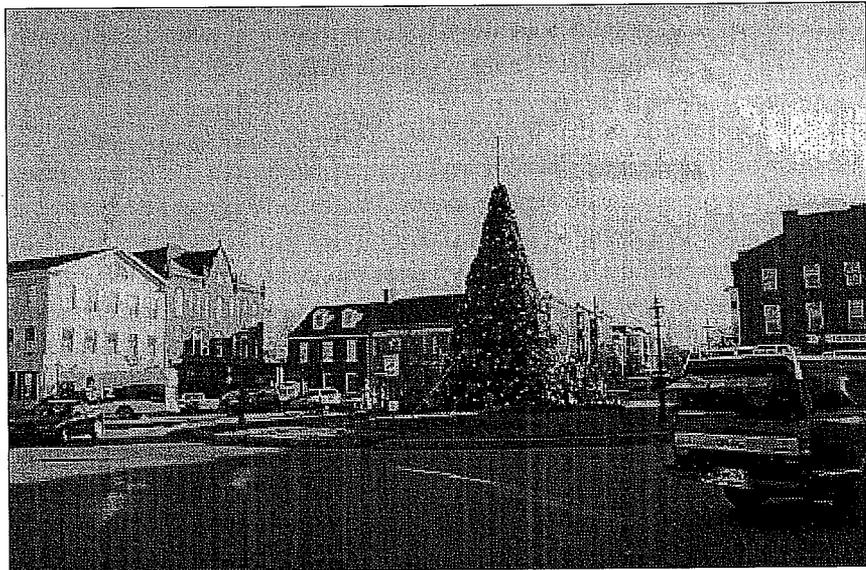
These stories have been excerpted, due to their relevance to Adams County, from a comprehensive list included in Chapter Five of the Lincoln Highway Heritage Corridor Interpretive Plan. The reference numbers that precede each story correspond to the numbers used in the LHHC interpretive plan. They are provided in this format to make cross-referencing easier.

- 1.1 *Bad Roads and the Good Roads Movement*-Profile the national mileage of different kinds of road surfaces in 1913-percent dirt, percent gravel, percent brick, and percent asphalt or concrete. Discuss such early road problems as mud, dust, rocks, ruts, snow, steep grades, and lack of long distance routes. Present origins of the good roads movement-first by affluent cyclists that organized influential Wheelman Clubs and later by farmers who wanted to "get out of the mud."

Show how that movement set the stage for the creation of the Lincoln Highway.

- 1.2 *The Visionaries*-Present the major players behind the Lincoln Highway Association, the origins of the transcontinental highway concept, and the financial motivations of such men as Carl Fisher and Henry Joy. Describe why Henry Ford declined to support the efforts of the Lincoln Highway Association-he believed the federal government should foot the bill, not private industry. Profile Governors William Sproul and Gifford Pinchot, who made Pennsylvania a national leader in public investment in roads and an innovator in road construction and design during the 1910s and 1920s.

Henry Joy, president of Packard Motor Company, originally hoped to build a grand boulevard stretching from Washington, D.C., to Gettysburg to commemorate Lincoln. Although the monument was not completed as he had envisioned it, Joy transferred the "Lincoln Highway" concept to Carl Fisher who dreamed of building a transcontinental road. Lincoln Square would be an excellent place to relate the story of the first and second incarnations of the Lincoln Highway.



- 1.3 *Origins of the Name*-Explain why the highway's name was changed from the Coast to Coast Rock Highway to the Lincoln Highway. Describe Henry Joy's original concept for the Lincoln Highway-a commemorative highway from Washington, DC, to Gettysburg, which was ultimately rejected in favor of the construction of the Lincoln Monument. Show how the Lincoln Highway Association capitalized on Lincoln's name in their promotion of the route.
- 1.4 *Deciding the Route*-Explain how the endpoints of the highway (New York and San Francisco) were determined. Describe the Hoosier Tour-the cross-country trip taken by Carl Fisher during the summer of 1913 to determine the best route. Examine the role of geographical features and politics in establishing the route-especially with regard to Kansas and Colorado. Describe the suspense that communities felt as they waited to hear whether the route would go through their town. List the historic routes that were incorporated into the highway. State the degree to which the length of the original

highway (3,389 miles) was shortened by straightening the alignment over time.

- 1.5 *Finding the Money*-Describe provisions for road funding prior to the establishment of state or federal highway systems-limited assistance through local taxes or labor and the reluctance of farmers to accept increased taxes for road improvement since few felt better roads would offer a widespread public benefit. Explain how the Association secured donations of material, such as concrete, to create seedling miles in the Midwest. Show how the Association eventually realized it could not raise sufficient money to build the entire highway themselves, so efforts were refocused on educating the public and encouraging individual communities to contribute by improving their segment of road, one mile at a time. Explain the importance of the grassroots "consuls," local Lincoln Highway representatives who were organized at the state, regional, and local levels to assist with promotions, lobbying, and fundraising. Note that in 1918, a landmark bond was issued by the state of Pennsylvania that provided \$50,000,000 for road improvements and made the state one of the most progressive in the nation in the area of road construction.
- 1.6 *Promotions and Publicity*-Present the Lincoln Highway Association's ongoing cultivation of the media through special promotions, such as cross-country celebrity tours, military convoys, radio broadcasts, the 1921 Caledonia Jubilee, and the 1928 Boy Scout campaign. Also describe the impact of the Association's membership program to secure community support and widespread exposure for its mission.
- 1.10 *Opening the Road*-Profile how different communities along the route chose to commemorate the event-bonfires, parades, and sermons. Explain why an open road didn't necessarily mean a completed road. In 1913, the Lincoln Highway would not be fully paved for another 20 years-it was at best a theoretical red line on a map that connected "the worst mud holes in the country." Examine how the opening of the road created a fundamental link among people across the country that had not existed previously.
- 1.11 *Our Highways as Parks*-Describe the early twentieth-century mindset in which Americans viewed their roadsides as public parks. Examine the impetus behind early roadside beautification and landscaping programs and what activities were undertaken along Pennsylvania's Lincoln Highway. Profile the sycamore plantings in McKnightstown, their symbolism, and efforts for preservation. Discuss commonwealth-sponsored reforestation efforts along the highway near Caledonia.

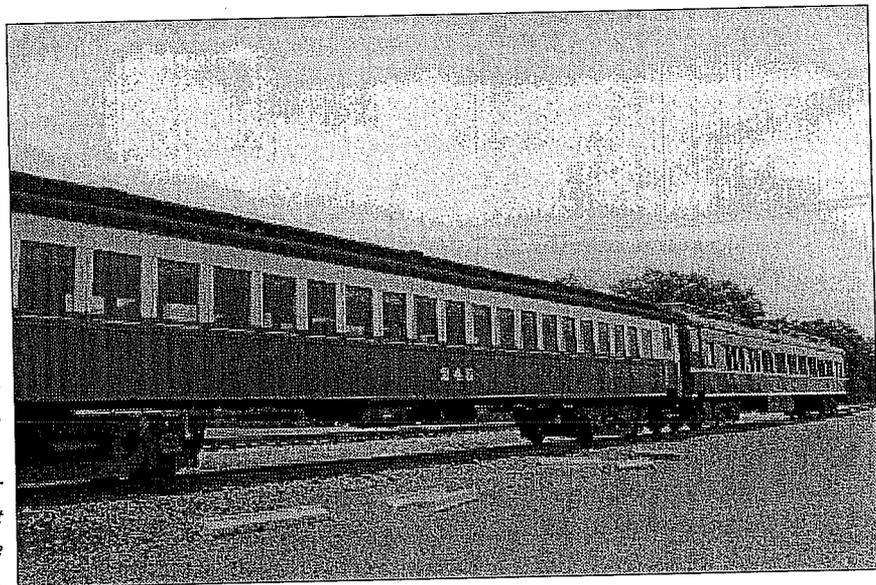
- 1.12 *Changing Alignments*-Describe why the alignment of the road continued to change for reasons of speed and safety. Why some alignments were adjusted to minimize tight turns, such as Pickings Curve near Jennerstown where Fred Duesenberg died in an accident in 1932. How much distance was shaved off the original route? What is a road cut and how can it be recognized?

Sub-Theme #2: Stories Relating to Traveling the Highway

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- 2.1 *Trains versus Cars*-Highlight differences between travel by train and travel by car over time. Consider the negligence of road maintenance and construction during the late nineteenth century when railroads were the preferred mode of long distance transportation. Discuss the new levels of individual freedom attained by travelers with access to an automobile-no schedules to keep, no fixed routes, ability to explore otherwise remote locations. Show how the automobile, one's personal locomotive, essentially renewed America's quest for the "frontier." Examine the reason why cars and trucks ultimately surpassed trains as the preferred mode of American transportation.

Visitors to Gettysburg still have the opportunity to take a railroad excursion on the Gettysburg Passenger Railroad. Trains depart from the passenger station on Washington Street and travel round trip to the Caledonia area.



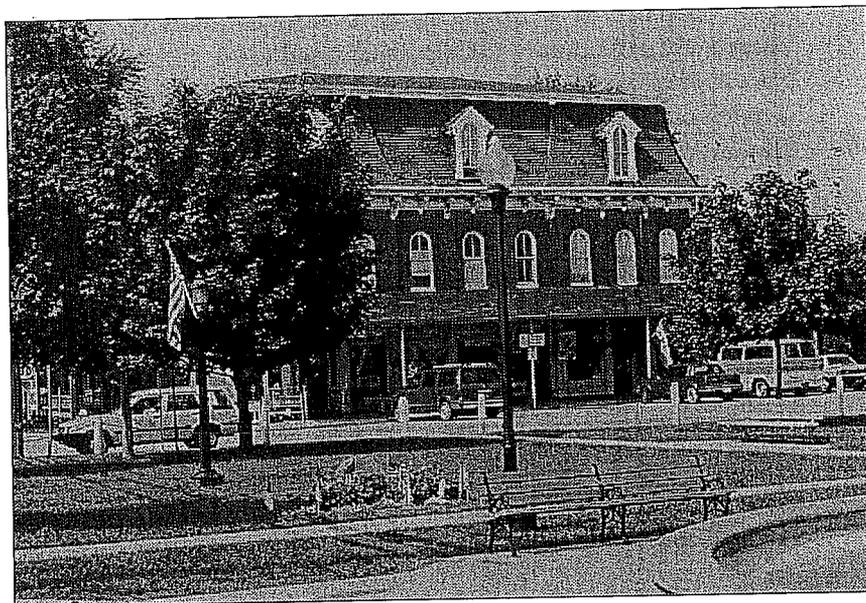
- 2.4 *Tin Can Tourists, How the Lincoln Highway Opened New Areas to Tourism*-Explain that by 1923 motor camping was the number one national pastime. Automobiles provided average Americans a new type of freedom and a way to escape their daily routine by touring the

- countryside on short weekend trip or cross-country treks. Describe people's motivations for motor touring-it was romantic, healthy, educational, and economical. Explain why the Depression did not slow the rate of motor travel in the United States-people had access to inexpensive used cars, nothing to lose, and curiosity about what the opportunities may be elsewhere.
- 2.5 *"See America First"*-Explain why most affluent motorists in the 1910s preferred to tour by car in Europe-better roads, more numerous historic sites, part of the social norm. Describe the impact that World War I had on such activities-touring in Europe was out of the question. Show how the move to tour at home helped to build the momentum for the good roads movement. Profile some of the top motorist destinations in the United States, such as Gettysburg, with emphasis given to those on the route of the Lincoln Highway.
- 2.16 *Family Car Trips*-Describe how life on the road provided opportunities for enjoyable and informal family interaction that had not been possible during the Victorian era-including outdoor activities like hiking and fishing, the teamwork of setting up the camp, and visiting historical sites. Examine the assertion that motor camping was one of the most economical means of family travel during the Lincoln Highway era.
- 2.17 *An Alternative to the Resort Life*-Describe the role of auto-camping in the development of Pennsylvania's parks and forests during the 1920s, particularly with respect to Caledonia State Park and Michaux State Forest. Explain the role of the Civilian Conservation Corps in developing infrastructure to support the burgeoning camping industry. Explain the difference in types of experiences offered by camps and resorts and why the latter perceived the former as a threat. Discuss how the opening of good roads like the Lincoln Highway also gave rise to the practice of acquiring a second "country home," which remains a potent symbol of status in America today.
- 2.18 *New Motor Resorts, the Advent of the Golf and Ski Era*-Examine the rise of elite motor resorts, which catered to the "better sort" of tourist by offering activities like golfing and skiing. Profile the golf and ski resorts along the Lincoln Highway and explain why the character of the landscape along that route was conducive to the development of such enterprises.
- 2.19 *Military Convoys*-Discuss the importance of transporting munitions and trucks from the Midwest to Philadelphia's seaports during World War I; the severity of the winter of 1917-1918 and extraordinary local efforts made to keep the Lincoln Highway open for convoys despite numerous blizzards. Describe the poor conditions of the

road the following spring; and the reconstruction of the route with a concrete road bed between 1918 and 1920. Compare troop movements along the Lincoln Highway during World War I and World War II.

- 2.20 *Eisenhower*-Describe how the Lincoln Highway Association negotiated with the United States Army to undertake the first transcontinental motorized military convoy along the Lincoln Highway in 1919 and how Eisenhower's participation influenced his later decision as president to establish the interstate system. Describe the conditions under which the trip was made and how communities along the route received the convoy.
- 2.21 *Rise of Trucking*-Discuss how trucks became competitive with rail transportation. Explain how trucks played a supporting role to trains during World War I by taking over short-haul domestic trips that allowed railroads to remain mobilized for the transportation of war materials. Describe the detrimental effects of trucks on early road systems and the engineering challenge of building a "truck-proof" road. Examine new economic opportunities brought about by the trucking movement-dairy pick-up for rural farms, the beginnings of the rural route postal system for shipment of farm produce, growth of the fruit industry in Adams County, and deliveries to roadside stands and gas stations.

Boy Scouts nationwide installed commemorative concrete markers along the length of the Lincoln Highway. A few markers still survive in protected locations. New Oxford, shown here, has documentation for a Boy Scout Troop that participated in the event.



- 2.23 *Boy Scout Caravan*-Describe how the caravan represented the close of an era as the Lincoln Highway Association dispensed its remaining assets for installation of the concrete markers in 1928. Explain that in addition to installing the markers, the caravan was to highlight

automobile safety. Show the REO Speedwagon donated by the Oldsmobile Company that was used by the nation's top four scouts who led the tour. Describe the contest for the design of the marker and outline the merits of Jens Jensen's winning submission. List remaining locations of markers within the Lincoln Highway Heritage corridor.

- 2.24 *Gettysburg and the Motor Tourists*-Describe the nature of tourism in Gettysburg, one of the top historic destinations of the early automobile era, prior to the Lincoln Highway. Discuss what changes the opening of the highway had upon regional tourism. Examine the two major events that occurred in Gettysburg in 1913, the fiftieth anniversary of the battle and the opening of the Lincoln Highway. How did these two events affect one another?

Sub-Theme #3: Stories Relating to Highway Enterprise

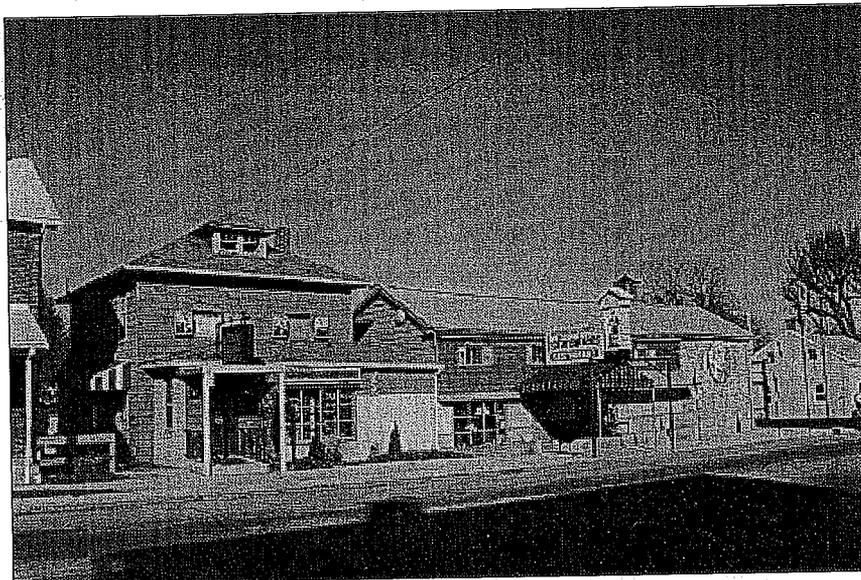
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- 3.1 *Roadside Family Enterprise*-Discuss the phenomenon of once isolated farms being able to develop new auto-oriented, sideline businesses to supplement their income-opportunities were good for handy people with limited capital. Examine different types of family businesses-camp sites, service stations, produce stands, souvenir shops, tobacco shops, and local craft outlets. Note that there was little competition from national corporations or professional business people in remote areas in the 1920s, but roadside stops had to appear clean and friendly to attract the family trade. Charming, quaint, and cozy were the operative words.
- 3.2 *Fill 'Er Up*-Reference the historical connection of petroleum that links the Oil Heritage Region and the Lincoln Highway Heritage Corridor. Describe how in the early days of automotive travel, gasoline and automotive supplies were found in carriage and blacksmith shops, hardware stores, livery stables, bicycle shops, and grocery stores. Illustrate the evolution of gas stations from impromptu dispensaries to drive-in, full-service stations. Show how changes in gas pump technology affected their appearance. Describe transition from sidewalk installations to off-street, drive-in enterprises. Tell how businessmen could set up a station and negotiate contracts to sell gas from many distributors. Discuss marketing and branding of different petroleum product lines. Illustrate differences between the architecture

of local businesses, usually sheds or prefabricated kits, and national chains with custom designs, such as Dunkle's Gulf in Bedford.

- 3.3 *From the Rusticity of Camp Sites to the Comfort of Motels*-Explain why early auto travelers preferred the self-sufficiency of camping to the services offered by traditional hotels-no dress code, no tipping, and shared comradery with fellow travelers, plus it was less expensive. Describe the transition from informal roadside camping to organized community campgrounds that attempted to address problems of litter, trespassing, and vandalism and capture more tourist income for community businesses. Discuss the trend towards conveniences and luxuries in the camping industry such as hot showers, communal kitchens, groceries, and mini-post offices. Present reasons behind the shift from community campgrounds to private campgrounds-revenue did not meet expectations and concerns about the "wrong sort" of tourist. Explain the shift from rough early cabin shelters to deluxe cottages with name brand mattresses, furniture, and even fireplaces. Show how tourist court names, designs, and site plans were intended to attract the attention of passing motorists.

The Hofbrauhaus in Abbottstown appears to be a Lincoln-Highway era resource. More research is needed to determine the history of the building and the business.



- 3.4 *The Pleasures of Roadside Dining*-Describe common menu items for camping motorists-tinned foods, biscuits, fish, and small game like rabbits and squirrels. Examine the different characters of roadside tearooms, food stands, and diners. Tea rooms presented a wholesome family image, appealing to women travelers, and often were housed in historic buildings that were low rent, but interesting. Food stands were smaller *ad hoc* affairs that promoted convenience, fast service, and basic food like hot dogs, hard-boiled eggs, sandwiches, and ice cream-the predecessor to the modern fast-food restaurant chain. Diners were often community institutions that provided a cozy,

friendly setting with inexpensive meals that were a step up from those found at food stands. Show how beautification contests, such as the one sponsored by the American Civic Association in 1928, upgraded the appearance and quality of what some disparaging individuals call "hot dog kennels" through landscaping, attractive lighting, and tasteful signs.

- 3.5 *Farm Fresh Produce*-Show how roadside stands selling produce, eggs, and milk played into early auto-campers' ideas about healthy, thrifty living. Profile the different types of produce sold in Pennsylvania-fruit, vegetables, honey, dairy items, etc. Discuss how good roads led to the development of the truck-farming industry where perishable produce was transported quickly to nearby urban centers. Profile the rise of the fruit industry in the eastern section of the corridor (Franklin and Adams Counties) and the role of the Lincoln Highway in increasing the region's agricultural profitability.
- 3.6 *Advertising Innovations*-Explain the need for businesses to attract the attention of motorists traveling at high speeds and present a good reason to stop. Show how people experimented wildly in trying to attract the attention of passing motorists. Higher speeds led to the creation of signs that were larger and more colorful than the pedestrian-oriented signs of the previous era. This trend also resulted in the creation of such novelties as the Grandview Ship Hotel and the Bedford Coffeepot; popularized the use of neon and Burma-Shave signs during the 1920s; and encouraged the use of catchy names like the Dew Drop Inn. Profile different advertising icons along the corridor and then present some examples of counterparts to the coffeepot and ship that exist along other stretches of the Lincoln Highway. Explore the history of billboards from the omnipresent Mail Pouch Tobacco barn signs to its modern day equivalent.
- 3.7 *Amusements and Attractions*-Examine early motorists' increased interest in exploring local history and relics. Discuss how local roadside stands created attractions as a way of increasing their revenue-observation towers, world's smallest post office, freak shows, etc. Profile surviving amusements along the Lincoln Highway.
- 3.11 *New Lives for Highway Businesses*-Introduce travelers to the basics of roadside architecture. Using historic photographs or postcards, show roadside businesses that have been altered and now serve other purposes. Explain to travelers how to recognize the details that can reveal a roadside businesses former identity.
- 3.12 *Lost pieces of the Lincoln Highway*-Profile icons of the Lincoln Highway that have been demolished over time, such as Bill's Place. Examine the forces behind these losses-changes in the marketplace; shifts in

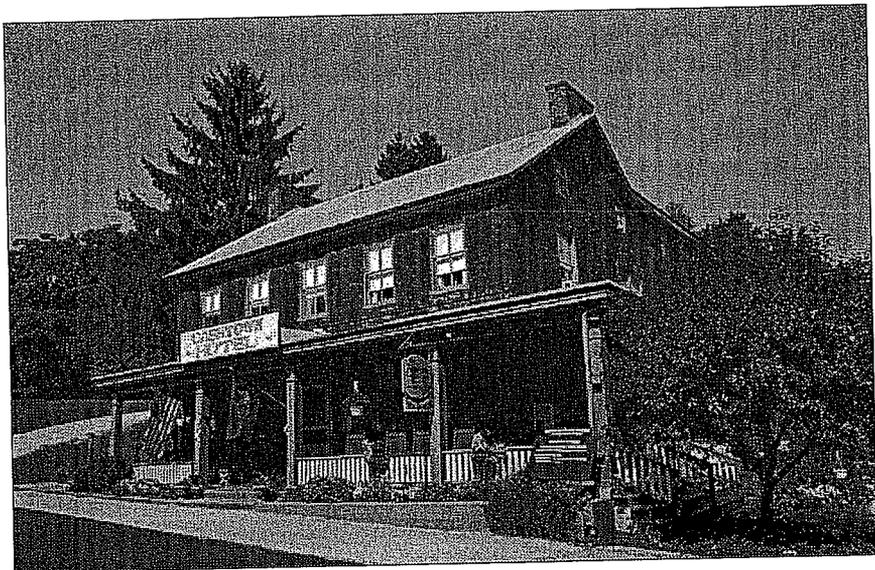
consumer preferences; and road improvement projects such as widening and bypasses. Raise concerns for surviving but threatened roadside resources and describe how communities can become involved in preservation efforts.

Sub-Theme #4: Stories Relating to Roads West

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- 4.1 *By Foot over the Mountains*-Identify major Native American trails within the area crossed by the Lincoln Highway. Describe the destinations of those trails and how native inhabitants used them. Discuss the ways in which the topography of the region influenced both the course of these early routes and the alignment of the Lincoln Highway.
- 4.2 *Frontier Settlement*-Characterize the corridor's first European settlers. Describe the sense of isolation experienced by early settlers due to the lack of transportation infrastructure west of the Alleghenies. Discuss the Allegheny Mountains as an obstacle to westward expansion and explain the national competition for control of trans-Allegheny routes that fueled the French and Indian War. Discuss how the Pennsylvania Road and the National Road helped open the west to settlement in the days before the opening of the Erie Canal and the Pennsylvania Main Line System.
- 4.4 *Philadelphia-Pittsburgh Pike*-Identify the series of local turnpike companies that comprised this cross-state route and were later

The Cashtown Inn on the old Lincoln Highway in Franklin Township operates as a bed and breakfast and restaurant. In generations past, it would have provided provisions and a respite for travelers heading up or recovering from a trip over the mountain.



- absorbed by the Lincoln Highway. Explain how toll roads were organized, the system of toll rates and collection, and construction methods.
- 4.5 *Stagecoach Travel*-Explain conditions of stagecoach travel during the eighteenth and early nineteenth centuries. Identify surviving tavern locations. Profile a few key stagecoach stops.
- 4.6 *Getting the Mail Through*-Explain how regular mail service helped maintain critical lines of communication during the colonial era. Discuss methods of postal delivery during the early colonial period, during the Lincoln Highway Era, and after the advent of Rural Free Delivery.
- 4.6 *Packhorses and Wagons*-Describe the types of loads carried along the Philadelphia-Pittsburgh Pike-grain, whiskey, and iron ingots. Describe the attributes of Conestoga wagons and the types of provisions carried by settlers heading west into Ohio territory. Discuss the need to transfer cargo heading west from wagons to pack-horses in order to make it over the Alleghenies. Examine the roles of community blacksmiths and wagon makers in facilitating movement across the Allegheny Mountains.
- 4.10 *Civil War Troop Movements*-Discuss the role of the Philadelphia-Pittsburgh Turnpike in the Battle of Gettysburg. Describe Lee's march to that town along what would become the Lincoln Highway. Identify important Civil War landmarks along the corridor in Adams County.

Sub-Theme #5: Stories Relating to Over the Summit

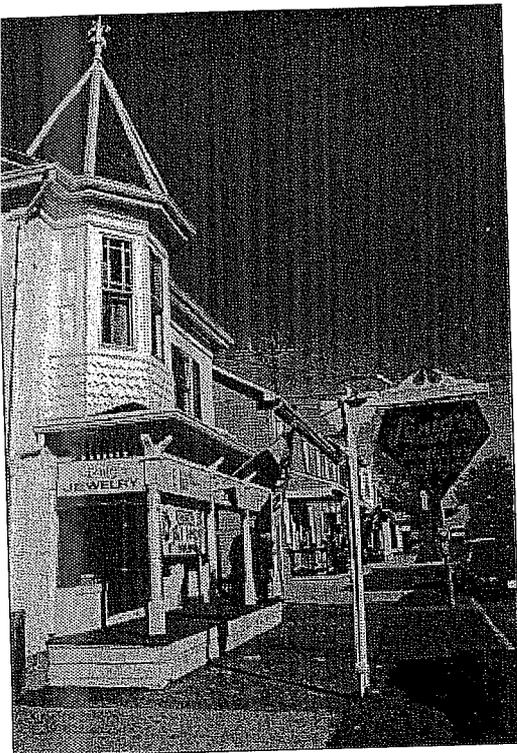
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- 5.2 *Landscape Features*-Describe the varied character of the landscape along the Lincoln Highway. Feature South Mountain and Mount Newman as the eastern entrance to the Allegheny Mountains.
- 5.7 *Preserving the View*-Identify the top scenic vistas along the Lincoln Highway in Pennsylvania and examine how they have changed (or not) over time. Introduce basic concepts of viewshed protection and how scenic vistas can be protected through conservation measures.

Sub-Theme #6: Stories Relating to Changing Main Street

These stories have been excerpted, due to their relevance to Adams County, from a comprehensive list included in Chapter Five of the Lincoln Highway Heritage Corridor Interpretive Plan. The reference numbers that precede each story correspond to the numbers used in the LHHC interpretive plan. They are provided in this format to make cross-referencing easier.

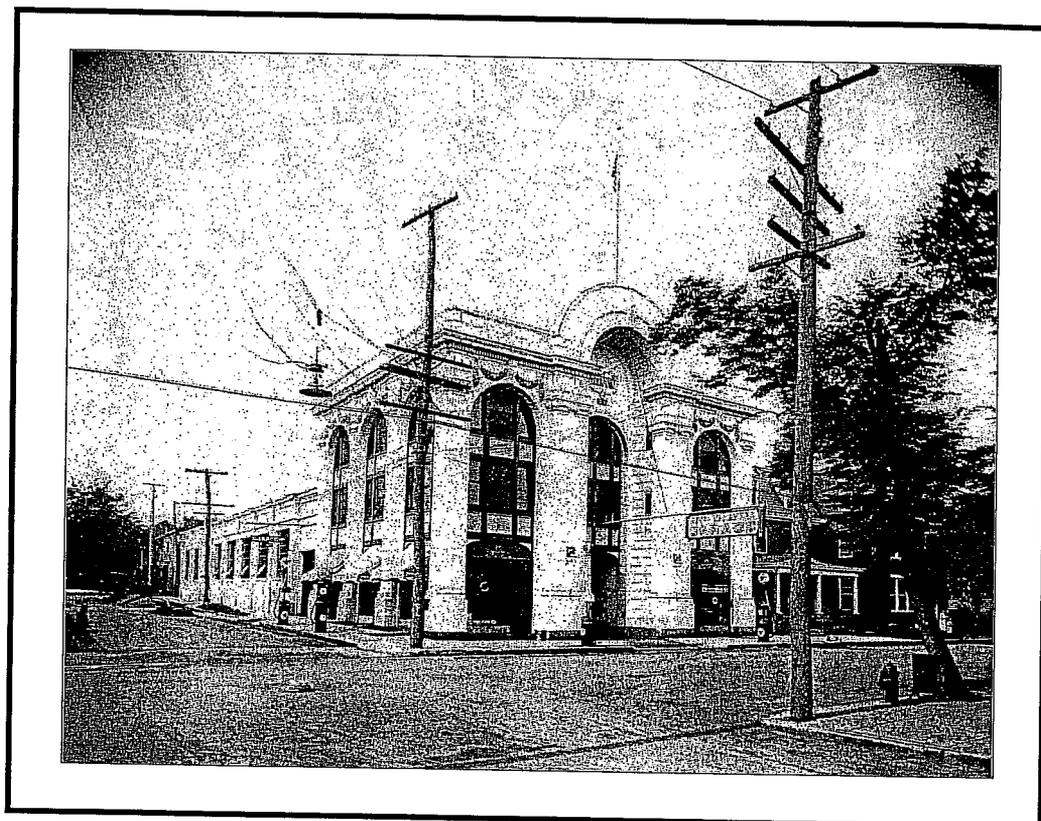
- 6.1 *Our Main Street*-Profile the origins, settlement, and development of Main Street districts in communities along the corridor. Stories will vary from town to town.
- 6.2 *New on the Block*-Describe how the introduction of new types of automobile-related businesses changed the character of historic communities-garages, diners, gas stations, and motels.
- 6.3 *Out of Town Guests*-Examine the dynamic between out-of-town motorists and locals. What did it feel like to arrive unannounced in a small town, and how did local residents feel about hosting strangers? In what ways did the out-of-towners affect changes in local fashion, behavior, etc.?
- 6.4 *Capturing the Tourist Dollar*-What did communities do to try and attract tourists? What accommodations were provided? How did community attitudes towards tourists change over time?



New Oxford is a pedestrian-friendly community with many unique shops along attractive tree-lined streets. Wayside interpretation could provide residents and visitors with insights on the history of their main street, and how it has or has not changed in the years since the opening of the Lincoln Highway.

Interpretation and Education

Photo courtesy of The Adams County Historical Society
Published from the Gettysburg National Military Park Archives in *The Gettysburg
Bicentennial Album*, by
William A. Frassanito, ©1987



Eberhart's Garage, ca. 1916.

Chapter Five

CHAPTER FIVE

INTERPRETATION/EDUCATION

Introduction

This chapter and the following two address the major planning areas of this study. Each chapter opens with a goal statement that was developed by the Adams County Steering Committee. The goal statements express what the Steering Committee hopes to achieve by participating in the Lincoln Highway Heritage Corridor initiative. Following the goal statements are descriptions of existing conditions relevant to that planning area. First an overview of county-wide conditions are presented, followed by more detailed descriptions of the three character areas found along the corridor in Adams County-west, center, and east. Planning issues and potential actions that could be taken to address those issues are identified. The actions are further discussed and prioritized in Chapter Eight, Implementation.

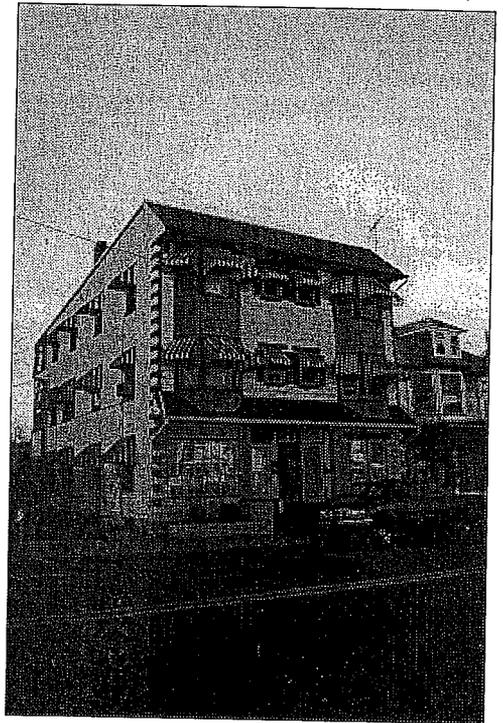
Interpretation/Education Goal Statement

To provide opportunities for travelers to learn about and celebrate the Lincoln Highway's rich history by discovering memorable stories associated with the county's roadside landmarks, including:

- *encouraging local awareness of the highway's significance;*
- *highlighting local stories along the route;*
- *providing opportunities to share the Lincoln Highway experience with others;*
- *enabling travelers to connect with highway resources; and*
- *offering a range of experiences that appeal to visitors with different types of interests and learning styles.*

Existing Conditions for Interpretation in Adams County

In Adams County, the Lincoln Highway is currently interpreted through a small exhibit on the 1919 motor convoy at the Eisenhower National Historic Site and in the Adams County Historical Society where a 1928 concrete highway



By relating the stories of Lincoln Highway resources, such as this former hotel on York Street in Gettysburg, the LHHC hopes to generate interest on the part of visitors and residents.

marker is on display. The Lincoln Highway story is also a component of the interpretive prospectus at Caledonia State Park (Franklin and Adams County); however, it is not actively interpreted there at this time. In the past, Caledonia staff members have participated in Road Rally events and are interested in creating some form of permanent interpretive display on the Lincoln Highway.

The National Park Service (NPS) is a major interpretive presence along the corridor. The NPS administers both the Eisenhower National Historic Site and the Gettysburg National Military Park, which are located in the area immediately surrounding the borough of Gettysburg. Both sites offer a wide range of interpretive services, including self-guided tours, ranger programs, educational literature, and waysides.

Currently, a partnership including the Borough of Gettysburg, Main Street Gettysburg, Gettysburg College, the Lutheran Theological Seminary, plan that Gettysburg-Adams County Chamber of Commerce, the Visitors and Convention Bureau and others, is developing an interpretive plan that will be used to guide interpretation of Gettysburg's history. The Lincoln Highway and its connection to regional tourism trends will be incorporated into the interpretive plan for the borough, which makes it more likely that the corridor will be able to secure support for interpretive installations within Gettysburg.

NPS is planning a new museum and visitor center. The museum will interpret the Gettysburg Campaign, its causes and consequences. Its exhibits will be designed to convey the Gettysburg Campaign in its full context and in depth, including its continued legacy and importance to Americans. It will also discuss the seminal role of Abraham Lincoln in redefining the purposes of the war and its meaning for Americans. As a part of its interpretation and orientation to these issues, NPS has agreed to provide information about the Pennsylvania State Heritage Park Program and the Lincoln Highway Corridor in its new center.

Primary interpretive partners for the borough will likely include Gettysburg College and the Lutheran Theological Seminary. Due to their access to staff support and program spaces, the college and the seminary would be particularly good candidates to assist with the development and implementation of such educational programs as lectures, workshops, or living history demonstrations. Local schools should also be considered an important resource in developing and testing interpretative materials. The Franklin Township Elementary School near Cashtown, for example, is adjacent to the Lincoln Highway and presents a wonderful opportunity for introducing young residents to an important, if sometimes overlooked, part of their history.

In addition to the resources offered by existing interpretive and educational sites along the corridor, tourism-oriented businesses should also be encouraged to develop ancillary informal "exhibits" that relate a part of the highway's history. This could be done through historic Lincoln Highway photographs,

informal arrangements of thematically-related objects (this would work particularly well for antique stores as business owners are already doing similar things in New Oxford), or by incorporating period icons of the Lincoln Highway into printed material like menus.

Interpretive Issues Corridor Wide

The following interpretive issues pertain to the entire corridor:

- Need to use interpretation to heighten the visibility of the LHHC along the corridor.
- Need to help realize the recommendations of the Lincoln Highway Heritage Corridor interpretive plan along the eastern end of the corridor.
- Need to engage local partners in developing and supporting site-specific projects.
- Need to enlist the help of long-time residents in uncovering and documenting the local history of the Lincoln Highway in Adams County.
- Need to coordinate special interpretive programs, such as historical demonstrations, costumed interpretation, and guided tours that cannot be offered regularly, with established events within the corridor.

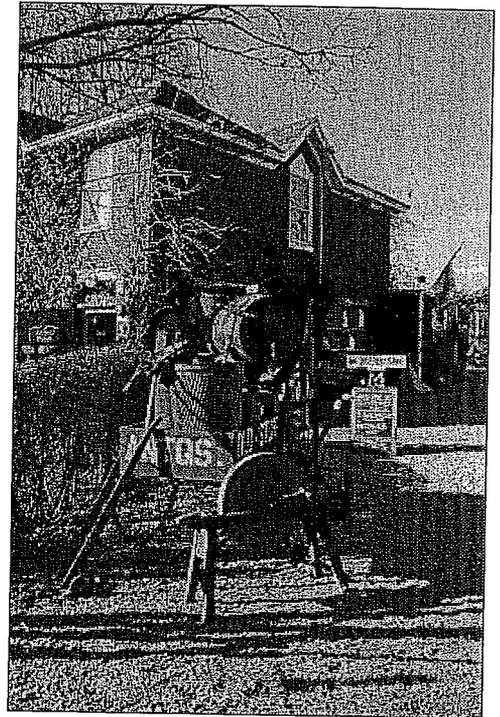
Potential Interpretive Actions Corridor-Wide

The following actions could be taken to address interpretive issues that affect the entire corridor.

- 5.1 Information Gathering:** Organize a compendium of information on the Lincoln Highway in Adams County and the towns along the route as they appeared in the 1910s through the 1940s—photographs, historic newspaper clippings, postcards, and memorabilia. Copies should be sent to the main office of the LHHC, which maintains a library of all corridor resources.

Anticipated Result: A wealth of resource material that can be used in the development of interpretive exhibits and educational programs.

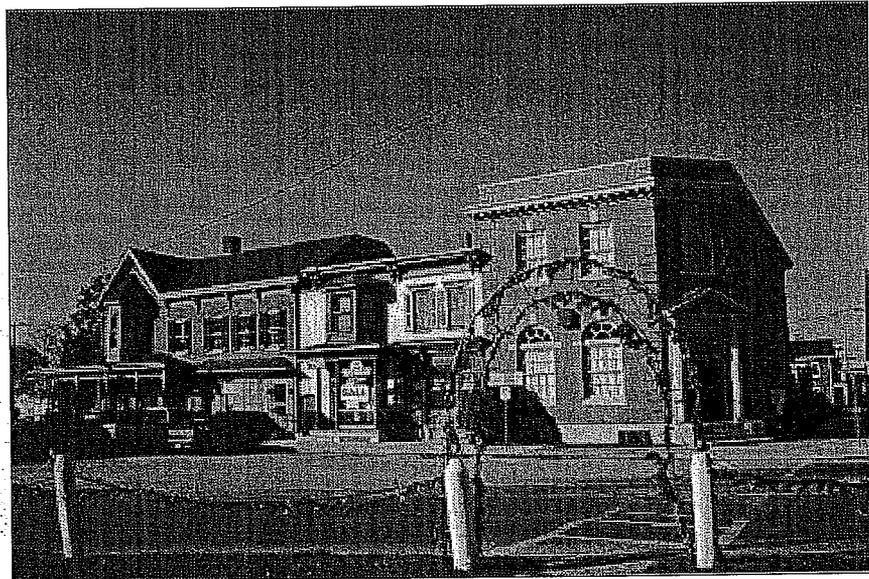
- 5.2 Oral History Program:** Implement an oral history program to document the experiences of people who lived along and traveled the Lincoln Highway during the early part of the twentieth century. Anticipated Result: A pool of background information that can be drawn upon to add a human element and personalize the stories of the Lincoln Highway in the county.



New Oxford antiques merchants are already using informal outdoor "exhibits" to attract the interest of shoppers.

5.3 Identity Program: Adopt and assist the LHHC in implementing a corridor wide identity program of design standards that will be incorporated into signs, printed materials, and exhibits. Such a program has not yet been developed; however, it is a short-term goal for the LHHC and funding is has already been secured to undertake this project.

Anticipated Result: Coordinated appearance of diverse sites along the corridor. Increased public awareness of the corridor as a physical presence.



In the short term, it is important to place wayside exhibits in locations where they will receive considerable exposure. Locations on town squares, such as this one in New Oxford, will be visible to both residents and tourists.

5.4 Wayside Exhibits: Assist with the installation of interpretive exhibits along the corridor. Outdoor exhibits should conform to the design standards established by the Lincoln Highway Heritage Corridor to reinforce the corridor's identity. A system of exhibit elements, which share consistent design features, is being developed to accommodate diverse sites and a range of space requirements. These installations will complement the historic highway signs that have been installed along the remainder of the corridor. (See Chapter Four, pages six and seven, for a more detailed discussion of wayside selection and siting strategies along the corridor.) The system of exhibit elements includes:

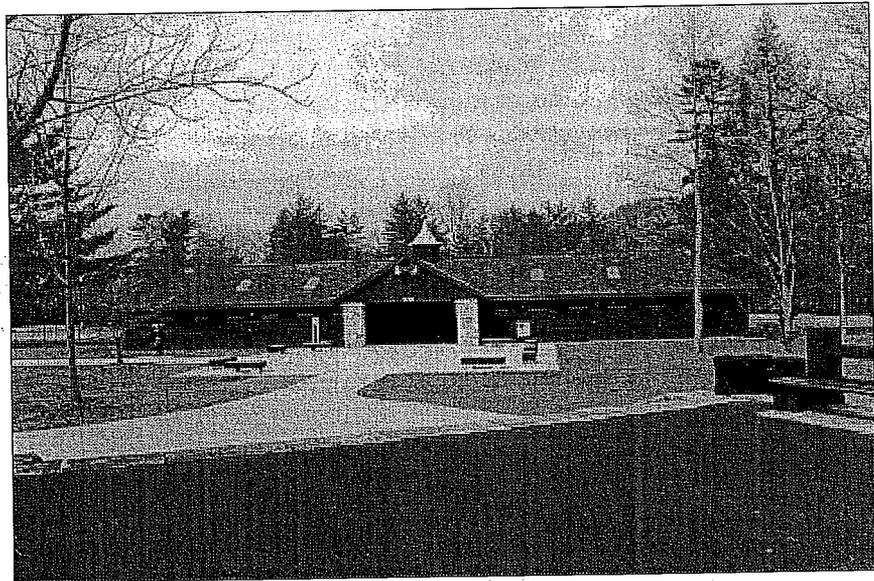
- *Interpretive / Orientation Exhibits:* These exhibits are intended to both orient visitors to an area and provide background interpretive material. They are larger than other exhibit types in terms of scale. It is anticipated that these would be used as interpretive anchors in visible locations along the corridor—downtown locations or at major attractions. These exhibits are further discussed in action 5.5, which follows.

- *Interpretive Exhibits:* Interpretive exhibits are intended either for singular resources that are not within walking distance of another Lincoln Highway site, or as a complement to a larger interpretive/orientation exhibit in a community with a concentration of resources. They are smaller in scale and do not include an orientation component. These exhibits will provide interpretive information on a theme of particular relevance to the resource with which it is associated.
- *Wall Plaques:* Unlike interpretive/orientation and interpretive exhibits, wall plaques are intended to be mounted to the surface of a building and are not freestanding. They are intended to provide Lincoln Highway vignettes—a glimpse into the past using a period image and a small amount of text—one or two small paragraphs. Wall plaques illuminate themes by focusing on a particular resource—what it once was, what it is now, and how it fits into the thematic context. In conjunction with the freestanding exhibits and an interpretive brochure, wall plaques are key elements in developing walking tours where concentrations of resources exist. They provide an alternative to cluttering up the sidewalk with too-many large-scale exhibits.
- *Site Markers:* These markers are intended for the drive-by motorists. Unlike the highway signs, which draw attention to the historic road, these relatively small signs will be used to identify specific sites along the corridor that are related to the Lincoln Highway's themes. These markers may be keyed to printed material that provides additional information. Site markers are intended for use in sites where public access is deemed inappropriate due to lack of parking, etc.

A short-term goal for the Lincoln Highway Heritage Corridor is to increase its own visibility and raise public awareness of the Lincoln Highway as a significant historic resource. Consequently, outdoor interpretation is being emphasized in the short term. There are, however, certain locations within Adams County where permanent indoor exhibits on the Lincoln Highway would not only be appropriate, but extremely valuable due to the high volume of tourist traffic they experience. The two locations with the strongest potential for indoor exhibits are the Gettysburg National Military Park Visitor Center and at the Lincoln Train Station or another site that might host the proposed Gettysburg Visitor Center). While the ultimate decision of matching installations to resources will play out in future discussions with property owners, preliminary recommendations for sites, stories, and installation types are provided for each portion of the corridor—west, center, and east—later in this chapter.

Anticipated Result: Make interpretation readily accessible to the public. Enable visitors to see roadside resources in a new way—open their eyes to what surrounds them. Create a permanent, physical presence for the LHHC along the corridor. Provide the infrastructure to support downtown walking tours (see description in recommendation 5.16).

5.5 Information Hubs: Identify highly visible locations where visitors can orient themselves to the corridor and find out what tourism opportunities the Lincoln Highway offers. This could mean an outdoor location where an orientation/interpretive exhibit is installed or an indoor exhibit in a visitor center where brochures and other information can be distributed. Potential locations for information hubs along the corridor in Adams County include:



Caledonia State Park is already a major visitor attraction and would be a logical place to distribute informational literature on the Lincoln Highway.

- *Caledonia State Park (Franklin and Adams County)*
- *National Apple Museum*
- *Downtown Gettysburg*
- *Gettysburg National Military Park Visitor Center*
- *Route 15 Welcome Center*
- *Downtown New Oxford*
- *Downtown Abbottstown*

5.6 Exhibit Enhancements: Create a menu of three-dimensional objects to complement and enhance wayside exhibits along the corridor. These objects could take a variety of forms, including replicas of historic objects cast in bronze or fiberglass, silhouettes of Lincoln Highway travelers, or public art features. These elements will add a sense of novelty, whimsy, and variety to the signage system that will differentiate it from traditional systems that rely entirely on interpretive panels to carry their message.

Since the LHHC is taking its museum to the road rather than confining it to a single structure, alternatives to the traditional “artifact in a case” approach must be devised. Rather than using authentic artifacts that must remain in secure, climate-controlled environments, the LHHC will use exhibit enhancements that are designed to be durable and suitable for outdoor installation.

The addition of these exhibit enhancements will transform wayside panels into wayside *exhibits*. These enhancements will be value-added components that will take the traditional wayside treatment to the next level. This project also opens up opportunities for involving the arts community along the corridor in the interpretive process. The combination of public art and interpretation has already been proven a valuable component of successful cultural tourism development strategies in such cities as Chicago, IL (Cows on Parade); Nashville, TN (City Walk); Asheville, NC (Asheville’s Urban Trail); and Portland, OR (Percent for Art).

Depending on funding sources, these “exhibit enhancements” could either be installed at the same time as the wayside exhibit or added incrementally as funding becomes available. The Asheville Urban Trail project has already developed several conceptual designs for interpretive public art installations within the city. These concepts have been realized as sponsors from the private sector were located. To date, twenty-four plaques or works of art have been installed on the downtown trail. Detailed below are several concepts that could be developed as exhibit enhancements along the Lincoln Highway. These ideas have been discussed as part of the interpretive planning process; however, it is certainly possible that as the program develops, new ideas will emerge. The LHHC should remain open-minded in considering different types of exhibit enhancements, assessing new ideas based upon their ability to help accomplish each site’s interpretive objectives.

- *Lincoln Highway Figures:* As the LHHC begins to interpret the Lincoln Highway, it will be important to remember to maintain a human focus. People relate better to stories about other people rather than stories about objects like roads and buildings. When

interpretation is personalized, visitors are better able to project themselves into the story, and the experience becomes more memorable.

Maintaining a human focus will be an interpretive challenge. It will be very tempting to fall into the habit of recounting the history of a particular landmark or detailing the nuances of road construction. Not that these stories must be excluded, but they should be reworked and told from the perspective of the business owner who established the landmark gas station in the 1920s, or the person who helped lay the first section of concrete road in Pennsylvania.

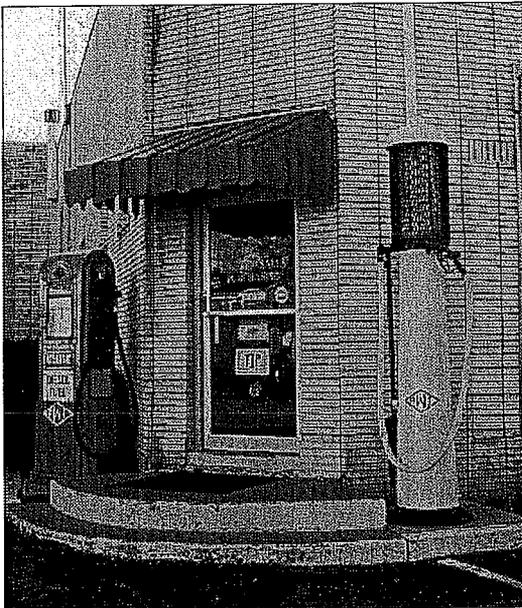
The Lincoln Highway story is the story of people—people who built it, traveled it, started businesses along it, and saw it change over time. Those people need to stay in the forefront. In certain instances composite characters or historical figures can be recreated and brought to life through living history programs, but given staffing limitations and the extent of the corridor, such programs will only be able to be offered on a limited basis. Another way of “peopling” the Lincoln Highway is to develop personages that represent aspects of the stories being told in the waysides. These figures could take several different forms:

Plan Silhouettes—Two-dimensional silhouettes, where digitized artwork or historic images of a particular human figure are printed life-size on the back and front of a substrate. The edge of the substrate is custom-cut to the outline of the figure.

Picture-Yourself Silhouettes—Another concept would be to cut out the face of the silhouette, so that the visitor can insert his or her own face into the image as a carnivalesque photo opportunity.

Life Casts—A more expensive alternative would be to create period life casts of individuals in bronze. These installations would essentially be three-dimensional, figurative sculptures.

- **Gas Pumps**: Two of the Lincoln Highway’s major resource types are historic gas stations and garages. In many instances these structures have been abandoned or converted to other purposes. One only has to look at the Sanborn Insurance Maps of the 1920s to see how many gas pumps once lined the main streets along the Lincoln Highway. During that era, drivers just pulled up at the curb and gas was dispensed directly from sidewalk pumps. These pumps have been removed over the years, but they could be reintroduced into communities to identify and



Antique gas pumps flank the corporate office of PWI in New Oxford; one is a cylinder pump and the other a clock face pump.

commemorate the locations of Lincoln Highway gas stations and garages. For many sites, Sanborn maps and period post cards could be used to identify the exact location and number of gas pumps to ensure historical accuracy.

Period gas pumps have recently become highly collectible. Their sculptural quality and varied appearance would make them a striking addition to the streetscape. While restored gas pumps could cost as much as \$3,000 depending on the type, reproduction pumps are available for \$1,200 and can be produced with a wide range of color schemes and logos. Gas pumps could be installed alone or in multiple groups. Group installations could include pumps from a number of different petroleum companies, because in the 1920s many gas station owners contracted with several companies to offer their customers a choice of gas. Installation of gas pumps, along with interpretive text, along roadsides and downtown streets would help residents and visitors begin to recognize and appreciate the historic gas stations and garages of the Lincoln Highway. Photocopies of relevant Sanborn Maps for the corridor are also available for consultation.

- *Replica Objects:* Replica objects of bronze (expensive but durable), fiberglass (less expensive and less durable), or other materials could be mounted next to wayside panels as attention-getting anachronisms that reinforce the story being interpreted. Such objects could be cast from life or they could be given a more artistic approach.

The Asheville Urban Trail has examples of each. One station on the trail features a life-cast of Thomas Wolfe's shoes embedded in the sidewalk. Visitors are asked to step into his shoes, literally or figuratively depending on the size of their feet. Another station interprets an early twentieth-century building that functioned as a steam laundry. The landmark was known as the flat iron building. In this case the artist chose to interpret the history of the building by creating a huge iron that towers over the viewer. An interpretive panel that describes its meaning accompanies the work of art.

Anticipated Result: Create visual interest on the streetscape. Enable exhibits to become more than simply "books on sticks." Involve community partners, especially the local arts community, as project sponsors and add a human presence to enliven the story.

5.7 Mural Program: Work with the LHC to identify and negotiate possible locations along the corridor that would be suitable for the installation of interpretive murals. Such murals would combine stories related to the LHC interpretive plan with aspects of a community's

history. It is anticipated that such murals would generally be installed in downtown locations on blank walls that are highly visible to the public. One example of such a location is the blank wall adjacent to the site that formerly contained the Eagle Hotel in downtown Gettysburg.

Anticipated Result: An opportunity to engage community residents in a dialogue about local history, which will then lead to a tangible result—a mural. A chance to cultivate local support for the LHHC; integrate the arts community into the interpretive program; and create new community landmarks.

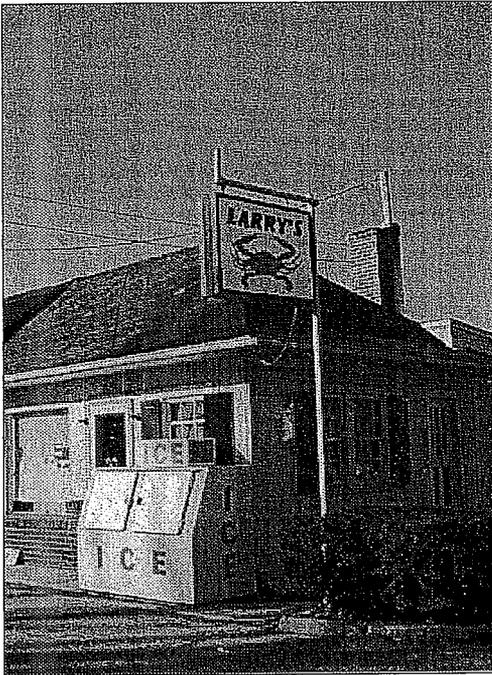
5.8 Interpretive Brochures: Participate in the development of an interpretive brochure or series of brochures designed to present an overview of the history of the Lincoln Highway corridor and identify locations of resources that are open to the public. One element of a larger publications program that includes marketing and interpretive materials. The design should coordinate with wayside signage.

Anticipated Result: An opportunity to teach people the basics about the Lincoln Highway—how to properly “see” the Lincoln Highway; to introduce the corridor’s interpretive themes and subthemes; and orient people to important historical resources along the corridor. The brochures would reinforce a graphic “identity” for the Corridor.

5.9 Postcard Series: Participate in the creation of a collectible series of postcards that can be purchased at locations throughout the corridor, such as hotels, restaurants, and chambers of commerce. The post cards will include a memorable image and a small amount of interpretive information. The postcards will be designed so that they can either be mailed to a friend or kept as a souvenir of the trip.

Anticipated Result: Visitors will be encouraged to keep moving along the corridor—the element of surprise. The postcards renew, in modern form, the postcard tradition that was such an integral part of the history of the Lincoln Highway. They also give visitors a tangible reminder of their trip that they can take home and put on the refrigerator and could help to generate revenue via some form of sales publication that employ the postcard images, such as calendars, post cards, magnets, etc.

5.10 Website: Expand the LHHC website to include interpretive elements, which will facilitate the dissemination of information about the Lincoln Highway in Pennsylvania across great distances and promote the unique visitor experiences that are offered along the corridor.



Interpretive brochures could be used to call attention to “hidden” resources along the route, such as Larry’s Crab Shack, which was once a 1920s gas station.

Anticipated Result: A compelling introduction to the Lincoln Highway story that encourages people to travel the corridor. The site will provide information about the dates, times, and locations of interpretive programs and special events, as well as provide access to historical information gathered by the LHC. The website may eventually provide an outlet for educational materials about the Lincoln Highway, such as classroom activities and reading lists.

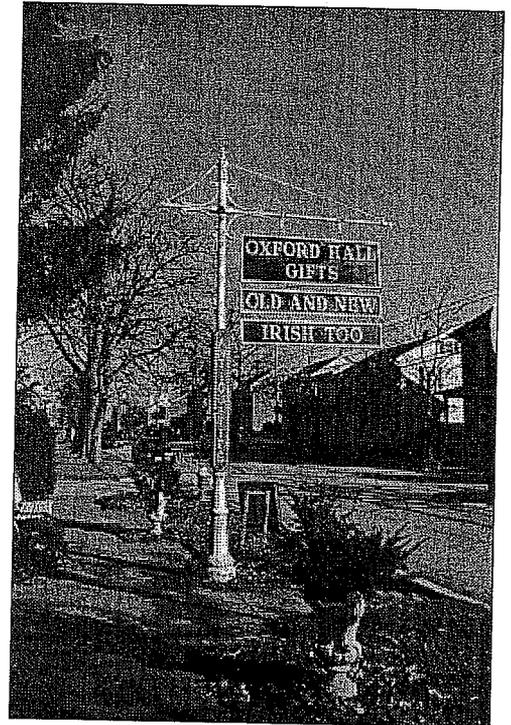
5.11 Special Events: Participate in or host special events that can promote the Lincoln Highway and offer opportunities for personal interpretive programming to various audiences. The LHC should seek to actively involve local chapter groups in the development, coordination, and promotional aspects of each event. Depending on the capacity of the LHC and partners, events can either be brief, informal programs or complex, multi-day affairs. Suggestions for possible events include:

Participation in Existing Events:

- Establish a LHC presence at one or more of the major apple festivals held on the western end of the corridor in Adams County.
- Establish an LHC presence at one or more special events in and around Gettysburg, such as parades, History Meets the Arts, antiques fairs, etc.
- Establish an LHC presence at the New Oxford antiques festivals and antique car show.

LHC Minor Events:

- Lectures, or better yet, slide show series on thematic subjects by Lincoln Highway Association members or regional scholars.
- Community workshops, such as a show-and-tell/reminiscence event, to reach out to residents, involve them in community interpretation, and generate goodwill for the LHC. One goal for such events would be to gather leads for the oral history project or images for future waysides.
- Guided walks along the Lincoln Highway through corridor towns.
- Step-on bus tours of segments of the corridor.
- Public living history demonstrations coordinated with other special events along the corridor.



Occasional guided walks through towns such as New Oxford, shown here, could be beneficial for public relations and interpretation.

- Public screenings of the 1915 Lincoln Highway road trip movie in theaters along the corridor—if a useable copy can be located. If traditional movie theaters won't help, contact local museums that may have an auditorium or see if there are communities that hold outdoor park screenings in the summer.

LHHC Major Events

- Road Rally (Established Event)— Each year one of the LHHC's three chapters helps the executive director coordinate the annual road rally. This event is the organization's major fundraiser, although it serves several other purposes including publicity and cultivation of regional partnerships. The Franklin / Adams County Chapter will be responsible for the year 2000 road rally.
- Light Up the Lincoln Highway (New Idea)—commemoration of the October 31, 1913, opening of the highway through an evening parade, speeches, and luminaries in one or more towns along the route. This would help interpret the sub-theme Building the Highway.
- Lincoln Highway Camp-Out (New Idea)—camp-out at a regional state park like Linn Run or Caledonia demonstrating historical motor-camping techniques and gear. This would help interpret the sub-theme Traveling the Highway.
- Caledonia 1921 Jubilee Parade Reenactment (New Idea)—recreation of the huge celebration of the opening of the first stretch of concrete road in Pennsylvania at Caledonia in 1921. The parade illustrated the history of transportation along the corridor from footpaths through ox carts, wagons, carriage, and automobiles. Due to the extensive traffic on modern U.S. Route 30, the parade would likely have to be relocated within park grounds. This would help interpret the sub-theme Building the Highway. Such an event would be a good opportunity for collaboration among Franklin and Adams County participants, since the park occupies land in both counties.
- New Oxford/Abbottstown Special Event: Work with civic leaders in these boroughs to establish a special event that would link the two communities, for example, a holiday house tour on consecutive days, a two-venue car show, or a "Saturday on the squares" festival, which could also include Gettysburg.

Anticipated Result: Create targeted, sustainable opportunities for personal interpretation. Pique the interest of visitors and residents so

that they will want to explore the Lincoln Highway further. Increase community pride and awareness of the highway's rich history.

- 5.12 Audio-Tour:** Create an audio tour that interprets the Lincoln Highway Heritage Corridor through historical narratives, local commentary, oral histories, and period music.

Anticipated Result: An interpretive activity geared to travelers in their cars that enlivens the landscape through interesting stories. Such a tour would feature communities along the route and encourage people to stop. It would also provide an alternative to the visual images and text for providing interpretive information.

- 5.13 CD-ROM:** Participate in the creation of an interactive, multi-media cd-rom that illuminates the corridor's interpretive themes through images, sound clips, and text.

Anticipated Result: A product that can be enjoyed by visitors before and after their trip or by those who wish to know more about the Lincoln Highway but cannot visit in person. It will also serve as a technological enhancement to the corridor's educational curriculum.

- 5.14 Educational Program:** Participate in the development of an educational program that uses a variety of media, such as car activity books, traveling trunks, and living history demonstrations.

Anticipated Result: A program that is tailored to school children that raises public awareness of the Lincoln Highway, provides more detailed information on the interpretive themes, and expands the types of interpretive media used in the corridor. Development of such a program would be dependent on the creation of a staff educator position at the LHHC, which would not likely happen until year 7 or 8 of the LHHC interpretive plan.

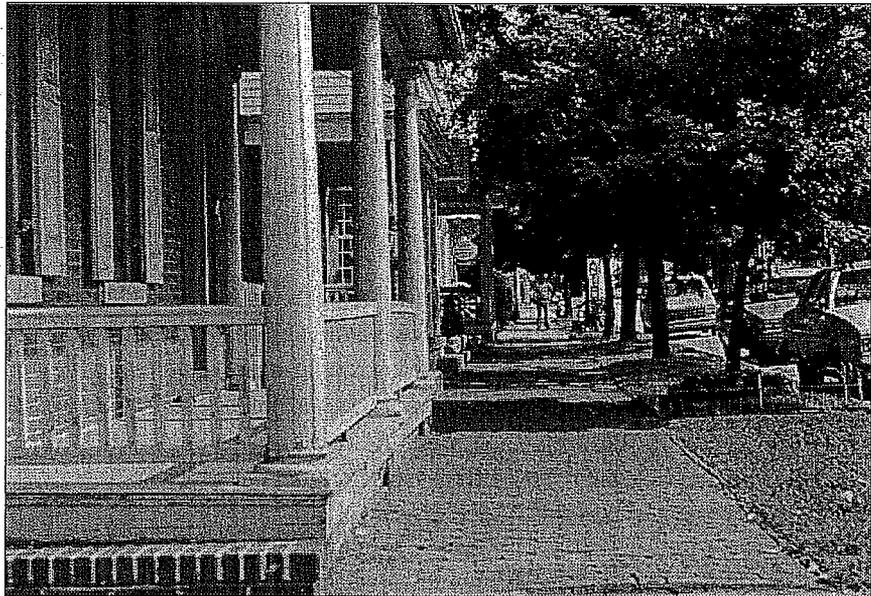
- 5.15 Indoor Exhibits:** Work with local businesses or organizations along the corridor to develop informal indoor exhibits that convey one or more of the Lincoln Highway's stories. This could be done by incorporating Lincoln Highway motifs into interior design schemes, displays of historic photographs, or groupings of antique artifacts. Such installations could either be permanent or temporary. An indoor exhibit could also serve as an information hub, which is discussed in action 5.5.

Anticipated Result: Additional exposure for the LHHC in highly visible, public locations. Opportunities to display period artifacts that feature unique aspects of Pennsylvania's Lincoln Highway story and

examine interpretive themes in greater detail than would be possible using an outdoor wayside installation.

5.16 Walking Tour/Driving Loop Program: Work with the LHHC to unify wayside exhibits and publications and create walking tours and driving loops through the villages and boroughs along the route-Gettysburg, New Oxford, Abbottstown, and the historic Lincoln Highway. Tours should highlight community landmarks and describe historic connections between roadside buildings and the Lincoln Highway. An effort should be made to include as many publicly accessible buildings (stores, restaurants, and civic buildings) on the tours as possible.

Anticipated Result: Tourists can participate in a structured activity that allows them to explore the Lincoln Highway in the country and corridor towns. Corridor businesses benefit from increased foot traffic. Community awareness of LHHC activities is increased.



Once the Lincoln Highway has established a presence in corridor communities, activities can be expanded to include the development of walking tours and driving loops that branch off the corridor.

5.17 Lincoln Highway Signs: Work with municipal and PennDOT officials to coordinate the placement and installation of new Lincoln Highway signs, as has been done along the length of the existing corridor.

Anticipated Result: Increased public visibility. Travelers are able to drive the historic alignment of the Lincoln Highway by following the signs.

5.18 Coordinate with the Borough Interpretive Plan: Work with members of the Gettysburg Interpretive Plan Steering

Committee to integrate the story of the Lincoln Highway as a key element of the interpretive plan for the borough.

Anticipated Result: The story of the Lincoln Highway becomes a prominent feature along the corridor within the borough of Gettysburg.

Existing Conditions—Western Segment of the Lincoln Highway in Adams County

Caledonia State Park, which lies just beyond the Adams County line in Franklin County (a small portion of the park does extend into Adams County), and the National Apple Museum, which is located approximately seven miles north of US Route 30 in Biglerville, currently provide interpretation for those traveling along the western segment of the corridor. At Caledonia visitors may view several interpretive waysides that provide information on Thaddeus Stevens and the site's previous history as an ironworks. During the summer, a seasonal interpretive specialist offers weekly programs on a range of topics of a historical and environmental nature. Caledonia has already expressed an interest in working with the LHHC to interpret the area's automobile industry.

Visitors to the National Apple Museum in Biglerville can tour a renovated bank barn located in an apple orchard. Exhibits on the early settlement of the area, period rooms with displays of fruit-processing equipment, and demonstrations of such crafts as coopering relate the area's long history as a productive fruit-growing region. The Biglerville Historical and Preservation Society, which opened the museum in 1990, also hosts numerous special events, including antique auto shows and monthly dance parties. The museum is part of a special driving tour of the Fruitbelt developed in conjunction with the Gettysburg Convention and Visitors Bureau. Brochures describing a scenic tour of Adams County's orchards are available at the Gettysburg Information Center. The Adams County Fruit Growers Association has expressed interest in participating in heritage corridor activities and through the activities at the National Apple Museum could become a valuable interpretive partner.

While no form of historical interpretation currently exists along the historic Cashtown / McKnightstown stretch of the Lincoln Highway and neither community has a local historical society, there may be opportunities to work with the newly established chapter of the Pennsylvania Lincoln Highway Association in interpreting this section of the corridor. The narrow, winding character of the road through this section of the county is particularly evocative, recalling the early days of the Lincoln Highway. These attributes, however, make interpretation rather challenging, since there are few safe locations at which tourists can pull off. Because this section of the highway boasts some of the most striking scenery along the corridor, construction of a pull-off location would be justified here. As the experience along this portion of the corridor is oriented more towards driving than walking—there are few

sidewalks and walking along the shoulders of the road would be potentially hazardous—interpretive media, such as audio-tours or publications, that can be enjoyed in the car should also be considered.

Interpretive Issues—West

Table 5.1 displays interpretive issues that pertain to the western portion of the corridor:

- Need to focus interpretation where audiences already exist (Caledonia and the Fruitbelt) and work to expand outward.
- Need to create new interpretive venues along the historic Lincoln Highway in locations where parking exists or can be created.
- Need to develop an interpretive experience that is focused more on driving than walking, since pedestrian access along the western segment of the road is limited.
- For personal forms of interpretation (tours, school programs, etc.) work to develop partnerships with Caledonia State Park or the National Apple Museum.

Potential Interpretive Installations—West

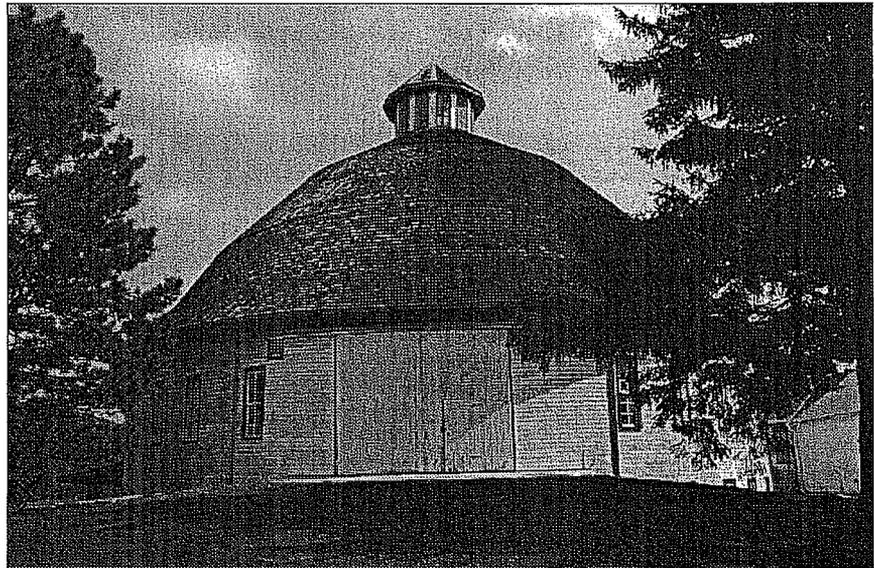
The following are potential locations for Lincoln Highway interpretive exhibits on the western end of the corridor in Adams County. It is important to note that inclusion in this list does not imply that permission to install an interpretive exhibit has been granted. As with the remainder of the LHHIC, individual agreements must still be worked out with participating property owners. Since the placement of each wayside must be negotiated with individual property owners and the number of installations will depend greatly on construction costs and funding availability, it is likely that waysides will ultimately be installed at only 30 to 50 percent of the sites identified in this chapter. Priorities for implementation in Adams County are provided in Appendix A, Interpretive Resource Inventory.

Table 5.1 Resources, Stories, and Treatments, Western Adams County (Listed in geographic order west to east; numbers following the names of the resources relate to Appendix A)

RESOURCE	SUB-THEME	STORY	TREATMENT	OVERALL RANK
Michaux State Forest (M-1)	Traveling the Highway	An Alternative to the Resort Life	Wall Plaque	Medium Priority
Totem Pole Playhouse (H-18)	Traveling the Highway	Family Car Trips	Interpretive Exhibit	High Priority
1921 Jubilee Road Remnant (L-10)	Building the Highway	N/A	Site Marker	Low Priority
Colonel Creek Campgrounds (L-11)	Traveling the Highway	Campsites to Motels	Site Marker	Low Priority
Chanticleer Inn (L-16)	Traveling the Highway	N/A	No Treatment	Low Priority
Mr. Ed's Elephant Museum (M-11)	Highway Enterprise	Amusements and Attractions	Wall Plaque	Medium Priority
Tick Tock Intersection/Concrete Marker (M-6)	Building the Highway	Changing Alignments	Interpretive Exhibit	Medium Priority
Kane's Toll House (L-12)	Roads West	N/A	Site Marker	Low Priority
Orchard Overlook (L-2)	Traveling the Highway	Rise of Trucking	Interpretive Exhibit	Low Priority
Rocktop Inn (L-3)	Highway Enterprise	Making the Climb	Interpretive Exhibit	Low Priority
Cashtown Inn (H-9)	Roads West	Philadelphia Pittsburgh Turnpike	Interpretive Exhibit	High Priority
Cashtown Garage (M-5)	Highway Enterprise	You're on Your Own	Interpretive Exhibit	Medium Priority
Sycamore Trees (L-23)	Building the Highway	N/A	No Treatment	Low Priority
McKnightstown Toll House (L-24)	Roads West	N/A	Site Marker	Low Priority
McKnightstown Post Office (M-4)	Traveling the Highway	Getting the Mail Through	Interpretive Exhibit	Medium Priority
National Apple Museum (M-3)	Highway Enterprise	Farm Fresh Produce	Interpretive-Orientation Exhibit	Medium Priority
Round Barn (H-17)	Traveling the Highway	Farm Fresh Produce	Interpretive Exhibit	High Priority

Inclusion of a site within one of these lists does not in any way imply an endorsement by the owner of said site to host or sponsor any form of interpretation. Such agreements will need to be negotiated by the LHHHC on a case by case basis as the plan is implemented.

The Round Barn is an appropriate place to interpret the Lincoln Highway's influence on the fruit-growing industry in Adams County and the role of roadside produce stands in the days of early motor touring.



Existing Conditions—Central Segment of the Lincoln Highway in Adams County

Interpretive venues in the central portion of the corridor are centered in and around the Borough of Gettysburg. This community possesses many valuable resources that can be drawn upon when developing interpretation for the corridor.

The National Park Service has long been an important player in regional interpretation. Nearly 1.7 million visitors per year travel to Gettysburg National Military Park, which nearly surrounds the borough. The park offers extensive exhibits of Civil War artifacts, an auto-tour with numerous wayside exhibits, and a varied schedule of educational programs on topics relating to the battle. The Eisenhower National Historic Site, which is under the administration of the NPS and has thematic ties with the Lincoln Highway, is also located on the outskirts of town. A portion of a display case in the site visitor center is devoted to Eisenhower's participation in the 1919 Lincoln Highway motor convoy.

In recent years interpretation within the borough itself has been developed as part of the Historic Pathways Plan. Forty wayside exhibits provide contextual information that illuminates what Gettysburg was like at the time of the battle. An interpretive plan is now being prepared that will expand upon this foundation by covering historical trends that developed before and after the battle of Gettysburg. The Lincoln Highway will be an important element in examining the evolution of tourism in Gettysburg during the late nineteenth and early twentieth centuries.

Interpretive Issues—Center

The following interpretive issues pertain to the central portion of the corridor:

- Need to coordinate interpretation with the Gettysburg Borough Interpretive Plan in order to avoid duplication of effort and to ensure that installations of interpretive media are complementary.
- Need to engage education and interpretive partners to work with the LHHC to undertake research and develop a series of interpretive programs for the eastern end of the Lincoln Highway corridor. As the LHHC has limited staff, assistance in the development of personal interpretation (tours, lectures, special events, etc.) would be *extremely valuable*.
- Need to use local resources to interpret two stories of particular importance to Adams County—the Eisenhower military convoy and the naming of the Lincoln Highway.
- Need to use interpretation as a means of encouraging downtown exploration.

Potential Interpretive Installations—Center

The following are potential locations for Lincoln Highway interpretive exhibits in the central portion of the corridor in Adams County. It is important to note that inclusion in this list does not imply that permission to install an interpretive exhibit has been granted. As with the remainder of the LHHC, individual agreements must still be worked out with participating property owners. Since the placement of each wayside must be negotiated with individual property owners and the number of installations will depend greatly on construction costs and funding availability, it is likely that waysides will ultimately be installed at only 30-50 percent of the sites identified in this chapter. Priorities for implementation in Adams County are provided in Appendix A, Interpretive Resource Inventory.

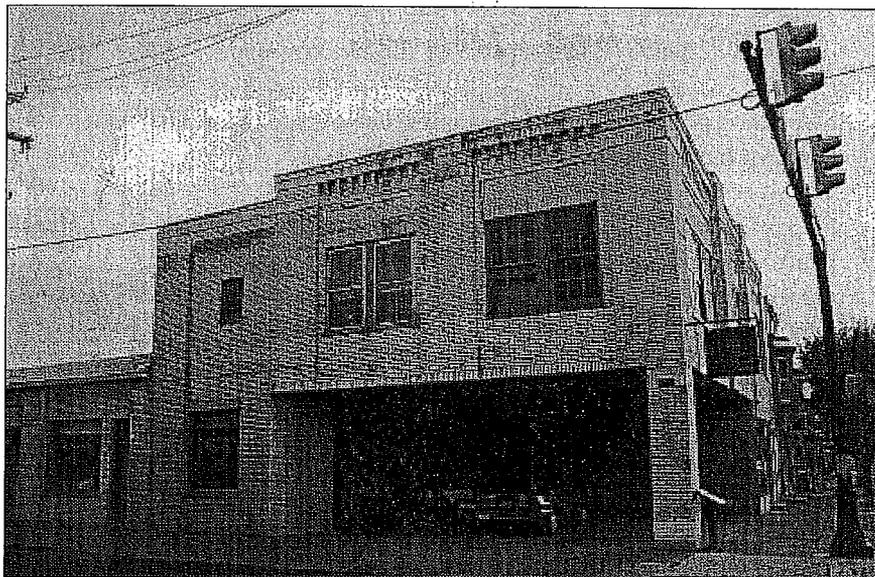
Table 5.2 Resources, Stories, and Treatments, Central Adams County (Listed in geographic order west to east; numbers following the names of the resources relate to Appendix A)

RESOURCE	SUB-THEME	STORY	TREATMENT	OVERALL RANK
Gettysburg National Military Park (H-3)	Roads West	Civil War Troop Movements Gettysburg and Motor Tourists	Interpretive-Orientation Exhibit	High Priority
Lee's Headquarters Museum/ Larson's Quality Inn (H-13)	Traveling the Highway Highway Enterprise	Civil War Troop Movements Campsite to Motel	Interpretive Exhibit Wall Plaque	High Priority
Lutheran Theological Seminary (H-15)	Roads West	Frontier Settlement	Interpretive Exhibit	High Priority
Eberhart's Garage (H-10)	Highway Enterprise	Fill 'Er Up	Interpretive Exhibit	High Priority
Gettysburg and Harrisburg Railroad Station (H-12)	Traveling the Highway	Gettysburg and Motor Tourists	Interpretive Exhibit	Complete
Blue Parrot Bistro (M-7)	Highway Enterprise	Capturing the Tourist Dollar	Wall Plaque	Medium Priority
City Hotel (L-6)	Traveling the Highway	An Alternative to the Resort Life	Wall Plaque	Low Priority
Lincoln Square/ Wills House (H-19)	Changing Main Street	N/A	No Treatment	High Priority
Hotel Gettysburg (H-4)	Traveling the Highway	Origins of the Name	Interpretive-Orientation Exhibit	High Priority
Majestic Theater (M-10)	Changing Main Street	Amusements and Attractions	Wall Plaque	Medium Priority
Lincoln Diner (M-9)	Highway Enterprise	Pleasures of Roadside Dining	Wall Plaque	Medium Priority
Lincoln Train Station (H-14)	Traveling the Highway	Trains versus Cars	Interpretive Exhibit	High Priority
Eisenhower National Historic Site (H-11)	Traveling the Highway	Eisenhower	Interpretive Exhibit	High Priority
Route 15 Welcome Center (Future Possibility) (H-7)	Highway Enterprise	Fill 'Er Up Campsites to Motels Roadside Dining	Interpretive-Orientation Exhibit	High Priority
Moose Lodge (Miniature Golf Course, 1930s) (L-8)	Highway Enterprise	Amusements and Attractions	Wall Plaque	Low Priority
Plank Garage (M-13)	Highway Enterprise	New on the Block	Wall Plaque	Medium Priority

Inclusion of a site within one of these lists does not in any way imply an endorsement by the owner of said site to host or sponsor any form of interpretation. Such agreements will need to be negotiated by the LHC on a case by case basis as the plan is implemented.

Table 5.2, continued

RESOURCE	SUB-THEME	STORY	TREATMENT	OVERALL RANK
Lincolnway Motel East (L-22)	Highway Enterprise	Campsite to Motel	No Treatment	Low Priority
Straban Township Commercial Strip (L-4)	Changing Main Street	New on the Block	Interpretive Exhibit	Low Priority

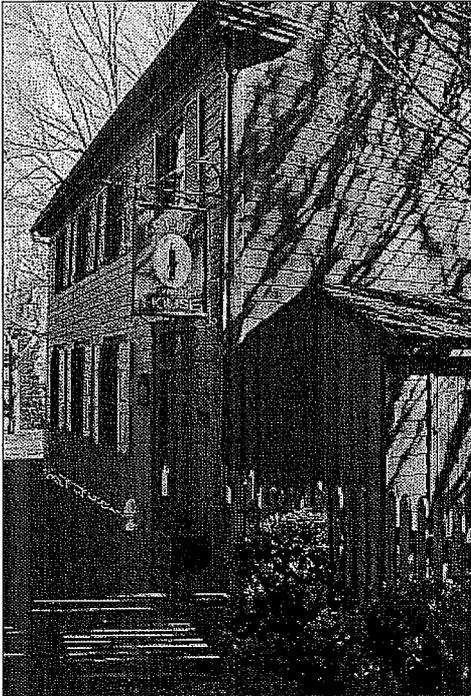


The Plank Garage on York Street is one of several garages along the Lincoln Highway in Gettysburg.

Existing Conditions—Eastern Segment of the Lincoln Highway in Adams County

The New Oxford Train Station is the only interpretive site currently open to the public in the eastern portion of the corridor. This museum, which has limited hours, includes period rooms and extensive exhibits of railroad artifacts. Despite a dearth of traditional museum sites, the eastern end of the corridor enjoys a wonderful concentration of antique shops that, in a sense, serve as informal hands-on “museums.” Business owners have capitalized on front porches as a wonderful backdrop against which to display some of their more interesting, large-scale wares. One shop located in a former Lincoln Highway era garage, for example, uses an outdoor display of a 1912 Model T to attract visitors. Such displays could easily be converted for an interpretive / educational purpose—if not all the time, then at least during special community events.

New Oxford has never had a local historical society, and the Abbottstown Historic Preservation Group is in its infancy. East Berlin, which is located three miles north of the Lincoln Highway, does have a very active preservation group, but its distance from the corridor is somewhat problematic. East



Interpretation of Abbottstown's early settlement could draw attention to the John Abbott house, one of the borough's oldest structures.

Berlin could, however, eventually be included as part of a driving loop off the highway and could also have a role to play in joint New Oxford/Abbottstown special events. Consequently, successful interpretation in the eastern end of the corridor will require working with the local business community to develop creative strategies that offer both interpretive and promotional value.

Interpretive Issues—East

- Need to actively involve the New Oxford antiques merchants in creatively using their stock to relate aspects of the Lincoln Highway story.
- Need to establish an interpretive presence on the squares of both New Oxford and Abbottstown.
- Need to coordinate interpretive programs (personal interpretive programs like tours and costumed interpretation) with special events in both communities.

Potential Interpretive Installations—East

The following are potential locations for Lincoln Highway interpretive exhibits on the eastern end of the corridor in Adams County. It is important to note that inclusion in this list does not imply that permission to install an interpretive exhibit has been granted. As with the remainder of the LHC, individual agreements must still be worked out with participating property owners. Since the placement of each wayside must be negotiated with individual property owners and the number of installations will depend greatly on construction costs and funding availability, it is likely that waysides will ultimately be installed at only 30-50 percent of the sites identified in this chapter. Priorities for implementation in Adams County are provided in Appendix A, Interpretive Resource Inventory.

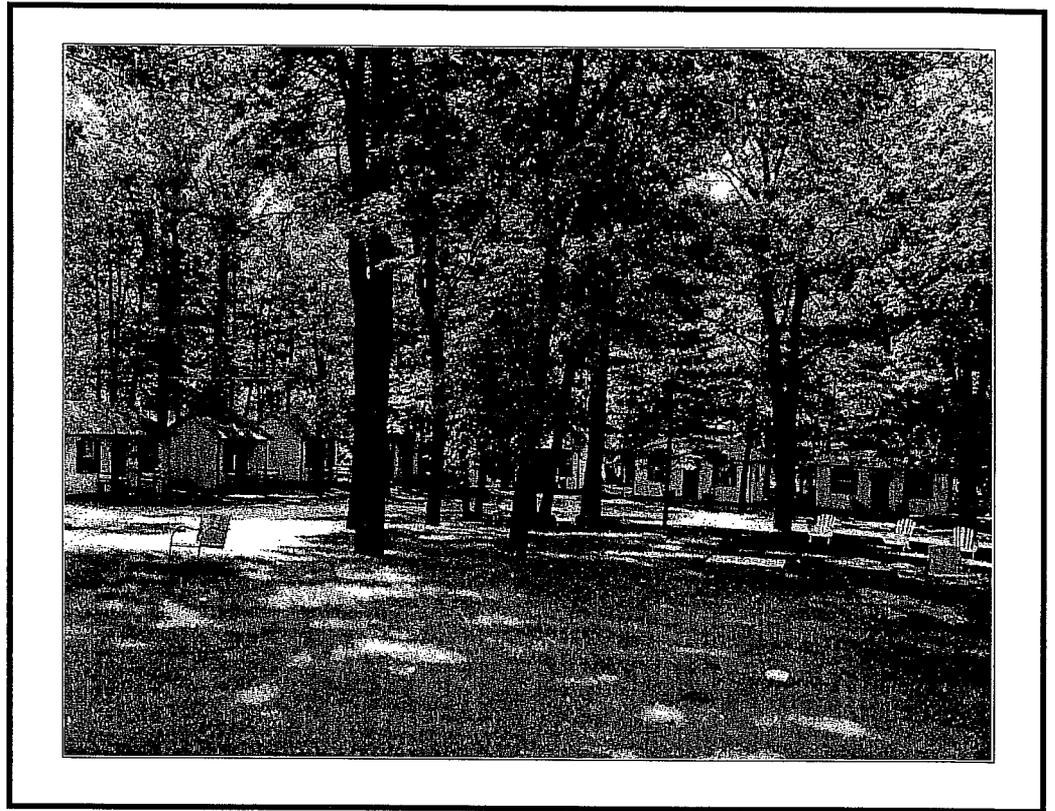
Table 5.3 Resources, Stories, and Treatments, Eastern Adams County (Listed in geographic order west to east; numbers following the names of the resources relate to Appendix A)

RESOURCE	SUB-THEME	STORY	TREATMENT	OVERALL RANK
Lincoln Logs (M-15)	Highway Enterprise	N/A	Site Marker	Medium Priority
Holland Motel (L-17)	Highway Enterprise	N/A	No Treatment	Low Priority
Sunken Gardens (L-13)	Highway Enterprise	N/A	Site Markers	Low Priority
New Oxford Train Station (H-16)	Traveling the Highway	Trains versus Cars	Interpretive Exhibit	High Priority
Hotel Oxford (L-1)	Traveling the Highway	Our Main Street	Interpretive Exhibit	Low Priority
Park Hotel (L-9)	Traveling the Highway	Our Main Street	Wall Plaque	Low Priority
New Oxford Garage (M-12)	Highway Enterprise	Fill 'Er Up	Wall Plaque	Medium Priority
New Oxford Town Square/Concrete Marker (H-6)	Changing Main Street	Boy Scout Caravan	Interpretive-Orientation Exhibit	High Priority
Aero Oil Company (H-8)	Highway Enterprise	Fill 'Er Up	Interpretive Exhibit	High Priority
Cross Keys Intersection (M-2)	Highway Enterprise	Lost Pieces of the Lincoln Highway	Interpretive-Orientation Exhibit	Medium Priority
Wallace's Antiques-Gas Station (M-14)	Changing Main Street	New on the Block	Wall Plaque	Medium Priority
Hofbrauhaus Restaurant (L-7)	Highway Enterprise	Pleasures of Roadside Dining	Wall Plaque	Low Priority
Abbottstown Town Square/Altland House (H-1)	Traveling the Highway	Frontier Settlement	Interpretive-Orientation Exhibit	High Priority
John Abbott House (L-18)	Roads West	Frontier Settlement	No Treatment	Low Priority

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Tourism and Revitalization

Photograph courtesy of Grace Kane



Chapter Six

CHAPTER SIX

TOURISM AND REVITALIZATION

Tourism/Revitalization Goal Statement

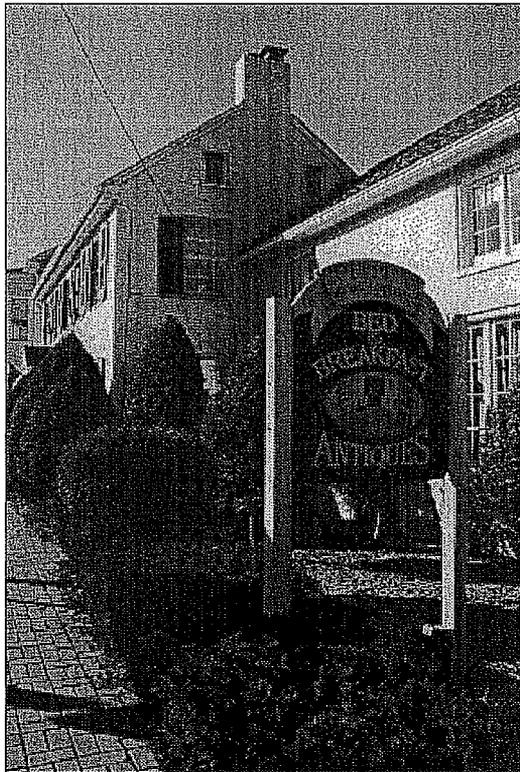
The following goal statement expresses what the Adams County Steering Committee hopes to achieve in the area of tourism and community revitalization by participating in the Lincoln Highway Heritage Corridor initiative:

To coordinate with regional partners to package the Lincoln Highway driving experience as a means of encouraging travelers to further explore and economically benefit businesses and communities along the route, including:

- *immersing visitors in local culture;*
- *providing travelers a variety of experiences;*
- *making travel information accessible and easy to use;*
- *helping to sustain local businesses; and*
- *maintaining the mixed-use character of boroughs and villages.*

Existing Conditions for Tourism and Revitalization in Adams County

Adams County possesses several strong nodes of tourism resources, which are evenly distributed along the corridor. While Gettysburg is the epicenter of tourism in the county, there are several other concentrations of attractions that have been successful in carving out niche markets. The New Oxford area in the east has developed a national reputation among antique enthusiasts; and the Caledonia area around the state park in the west is a major destination for recreational tourists. Organizations actively involved in the promotion of Tourism/Revitalization initiatives in Adams County include: the Gettysburg Convention and Visitors Bureau; the Gettysburg/Adams County Chamber of Commerce; Main Street Gettysburg; the Gettysburg Area Retail Merchants; the Adams County Economic Development Corporation; the Adams County New Oxford Antiques Merchants Association; the New Oxford Chamber of Commerce; and the Bed and Breakfast Owners of Adams County.



Bed-and-breakfast lodging and specialty shops are characteristic of the niche-market, low-impact tourism found in the historic boroughs and villages east and west of Gettysburg.

Most of the tourism infrastructure along the corridor in Adams County is concentrated around Gettysburg. In fact, several tourist establishments from the Lincoln Highway era have survived in this area and offer wonderful interpretive possibilities—Larson’s Quality Inn and the Blue Parrot Bistro. In Gettysburg, tourist-oriented businesses—restaurants, retail establishments, and bed and breakfast lodging—are concentrated in the blocks immediately around the Square, along Baltimore Street, and on Steinwehr Avenue. The Historic Pathways Plan, which was prepared in 1990, presented recommendations for attracting more visitors to the downtown area by enhancing Baltimore Street, the north-south axis of the borough. Over the past decade, numerous projects have been implemented in accordance with this plan. In addition to the tourism resources within the borough, a significant number of national franchise hotels and restaurants have been developed east of Gettysburg in Straban Township. These businesses complement the specialty food and lodging opportunities that are found downtown.

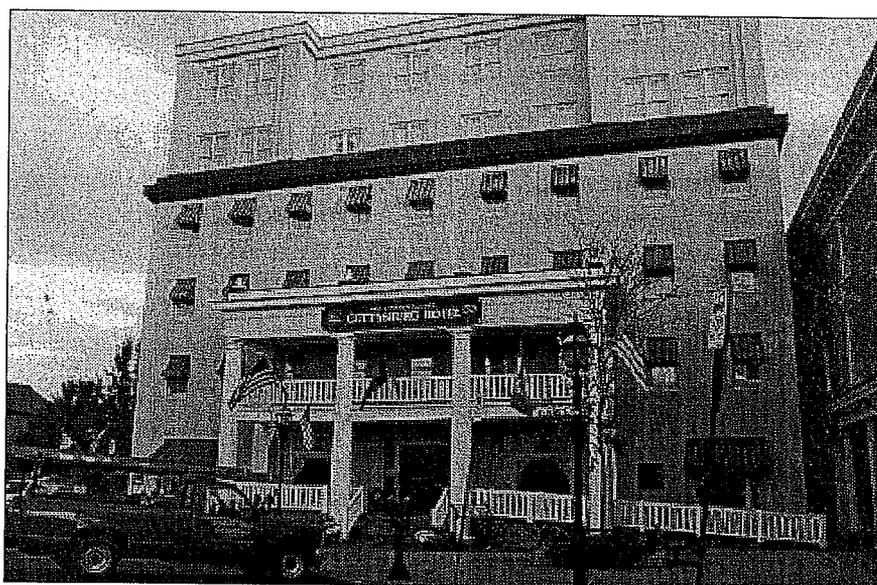
The Cashtown/McKnightstown and New Oxford/Abbottstown areas do offer tourism services, but on a much smaller scale than Gettysburg. These communities offer an alternative to the Civil War experience. Some visitors stay at one of several bed and breakfasts located along the route and make day trips to nearby attractions;

others come to relax and do nothing at all. In these communities, tourism is a low-impact economic activity. The strengths of these communities are that they can offer fine lodging, dining, and shopping experiences that are customized to the needs of heritage tourists.

In large part, the communities along the Lincoln Highway were never heavily industrialized, at least not to the same degree as such Pennsylvania Heritage Regions as Rivers of Steel and Lackawanna. Consequently, these predominately rural, agricultural, highway communities did not experience the same types of economic struggles as their post-industrial counterparts in other parts of the state. Generally speaking, this is a positive aspect of the corridor, but it presents certain challenges for the revitalization aspect of heritage development.

In many heritage areas, reclamation of abandoned industrial properties and related infrastructure like railroads and canals has been a core feature of revitalization strategies. The Lincoln Highway, on the other hand, is still a vital transportation corridor, and those roadside developments that do survive are generally small in scale and dispersed across the landscape. Generally speaking, the number of resources that remain in use is greater than the

number of properties that have been abandoned. Opportunities to create a critical mass of heritage attractions by undertaking major infrastructure projects aimed at transforming abandoned or underutilized heritage resources prove to be difficult under these circumstances. That type of large-scale industrial property simply does not exist along the corridor in Adams County. As a result, the revitalization strategy for this corridor needs to focus on providing smaller, targeted incentives for enhancing a large number of individual sites. The county has a tremendous infrastructure of historic properties in relatively good condition upon which to build. The focus should be on providing technical and financial assistance and pursuing policies that support the continued preservation of historic fabric and the creation of small-scale tourism development opportunities where appropriate.



Gettysburg has the highest concentration of tourism-oriented businesses in Adams County. Many of these businesses, such as the Gettysburg Hotel, are seeking to capitalize on heritage tourism.

Tourism/Revitalization Issues Corridor-Wide

The following have been identified as tourism/revitalization issues that are relevant to the entire corridor through Adams County:

- Need to coordinate marketing, promotional, and revitalization efforts with appropriate tourism and economic development agencies located along the corridor.
- Need to support efforts to establish and enhance commercial ventures that target the heritage tourism market.
- Need to develop economic linkages among corridor communities.
- Need to identify appropriate places for visitors to take a break and get out of their cars.

- Need to create an environment that minimizes traffic disruption, enhances the pedestrian experience in downtown areas, and reinforces the historic character of corridor communities.

Potential Tourism/Revitalization Actions Corridor-Wide

The following actions could be taken to address tourism/revitalization issues that affect the entire length of the corridor in Adams County:

6.1 Relationship Building–Tourism/Revitalization: As the purpose and activities of the Lincoln Highway Heritage Corridor are not widely known at present, establishing and cultivating relationships with community organizations is imperative. In the area of tourism/revitalization the following actions are needed to help build a foundation of community support for the project.

- *Tourism Coordination:* Coordinate with the Gettysburg/Adams County Chamber of Commerce and the Gettysburg Convention and Visitors Bureau to market and promote the corridor. This would include the distribution of marketing materials, development of package promotions, assistance with special-interest tours, and visitor information services.

Anticipated Result: Increased visitor awareness of the Lincoln Highway and the creation of additional tourism products and services.

- *Orientation Program:* Develop an orientation program that introduces owners of tourism-related businesses and civic leaders in Adams County to the mission of the LHHHC, explaining where it is, describing the types of community projects with which it is involved, and outlining the ways in which the private sector can support corridor-wide tourism strategies.

Anticipated Result: Better informed business owners. Improved communication between business owners and visitors regarding the heritage corridor. Additional community support and identification of new partnership opportunities.

- *Joint Marketing Efforts:* Work with businesses and tourism promotion organizations along the corridor to develop joint marketing / promotional packages that encourage tourists to seek out and patronize businesses located along the corridor that support the LHHHC. This could involve something as simple as providing a brochure distribution point or something more complex, such as an interpretive exhibit. Efforts in this area should be coordinated with the Interpretive Plan for the corridor.

Anticipated Result: Broaden visitors' understanding of available tourism opportunities within the county. Extended stays (with associated economic impacts) for a percentage of the tourist market.

- *Economic Development Coordination:* Brief economic development agencies about LHHC goals and encourage them to incorporate heritage tourism initiatives into their own agendas. Investigate potential sources of funding for low-interest loans to those interested in establishing small businesses and rehabilitating historic properties along the corridor.

Anticipated Result: Recognition of heritage development as a legitimate form of economic development and financial support for related projects.

- *Gettysburg Initiatives:* Support Gettysburg's Historic Architectural Review Board in administering the borough's Historic District Ordinance and design guidance. Support Main Street Gettysburg and the Gettysburg Historic Preservation Office in securing technical assistance and financial incentives for rehabilitation of historic facades along the corridor. Support the efforts of local groups involved in implementing the Historic Pathways Plan.

Anticipated Result: Continued preservation of historic building fabric within the borough and assurance that new construction will harmonize with the existing streetscape. Increased community pride and an improved environment for commercial investment.

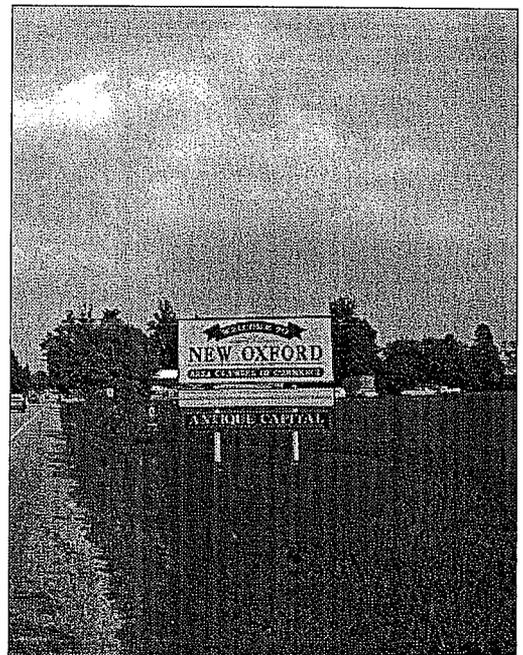
- *New Oxford/Abbottstown Initiatives:* Establish relationships with the New Oxford Antiques Association and the New Oxford Chamber of Commerce. Seek out opportunities to collaborate on tourism development and infrastructure improvement projects.

Anticipated Result: Strengthened community partnerships. Regional resources used to leverage local efforts.

6.2 Community Approaches: Creating a transition between modern commercial "strip" development and the historic centers of towns along the corridor is important. It is therefore recommended that the Adams County Chapter of the LHHC work with borough officials, civic groups, and property owners to create identifiable "approaches" to corridor communities and the historic Lincoln Highway, which has been bypassed in new U.S. Route 30.

- *Enhanced Approach to the Historic Lincoln Highway:* Make it easy for visitors to recognize the two junctions where the old and new

By creating strong approaches to corridor communities through site planning and landscape design, municipalities can enhance the experience of driving the Lincoln Highway.



sections of the highway meet through some type of marker or “gateway design.”

Anticipated Result: Increased numbers of tourists elect to travel the historic stretch of the Lincoln Highway, because they now know where it is and it looks like an appealing alternative to U.S. Route 30.

- *Enhanced Approaches to the Corridor’s Historic Boroughs:* Through landscape design and viewshed improvements create attractive east and west entrances to the communities of Gettysburg, New Oxford, and Abbottstown.

Anticipated Result: Sense of arrival that makes visitors aware that they are entering a historic community and that differentiates each borough from the modern development beyond its core.

- *Overhead Wire Relocation:* Investigate options for relocating or burying the power lines along U.S. Route 30 east of Gettysburg and implementing a program of landscape improvements along the highway.

Anticipated Result: A more unified highway appearance and reduction of visual clutter. Long views to historic Gettysburg improved.

6.3 Streetscape Improvements: It is important to support the efforts of municipalities to improve the character of their historic streetscapes. A high quality pedestrian experience is a perfect complement to the time visitors will spend driving along the corridor. Streetscape improvements play a major role in creating a memorable visitor experience.

- *McKnightstown and Cashtown:* Support the creation of schematic designs for landscaping improvements to the area in front of the McKnightstown post office.

Anticipated Result: Community goodwill. Improved streetscape appearance. Good location for outdoor interpretive exhibit, since the post office at McKnightstown has public parking available.

- *Gettysburg:* Support and seek funding for the expansion of improvements described in Gettysburg’s Historic Pathways Plan to the Lincoln Highway Corridor.

Anticipated Result: Improved streetscape amenities that complement Gettysburg's historic character and create attractive public spaces.

- *New Oxford/Abbottstown Pedestrian Routes:* Work with the New Borough Councils and Chambers of Commerce to devise an identified system of alternative pedestrian pathways through the communities that connect nodes of tourist activity and create another option to walking exclusively along busy Route 30. Existing alleys could form the basis of such a system.

Anticipated Result: Visitors explore farther and stay longer.

- *Street Tree Planting:* Support the efforts of corridor residents in planting and maintaining street trees along the route. Enlist the help of the New Oxford Chamber of Commerce, which has already developed a model program.

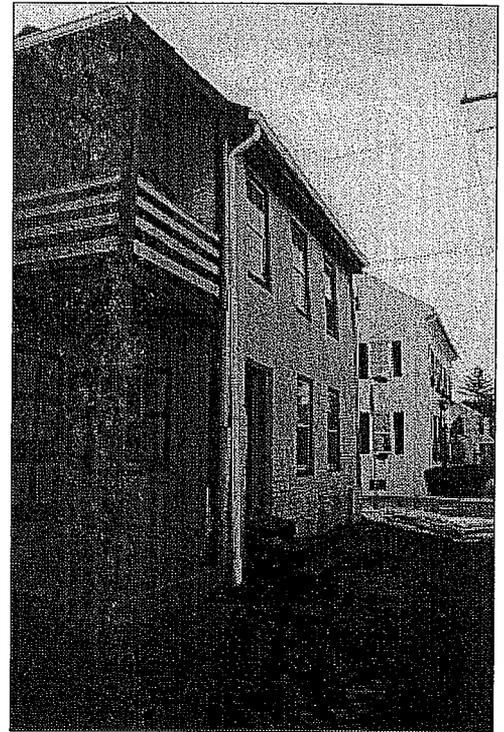
Anticipated Result: Once mature, the trees will help to unify the appearance of communities' streetscapes, providing shelter for the tourists that stroll through town and window shop and creating shady arcades for those driving through the countryside.

6.4 Roadside Property Improvement Program: The visual appearance of the roadside along the Lincoln Highway varies considerably within Adams County. Where the highway is negatively affected by blight or poorly maintained structures, county partners should be open to opportunities for encouraging roadside improvements.

- *Technical Assistance:* Coordinate with the County to identify sources of technical assistance that would aid property owners in enhancing the visual appearance of property along the corridor.

Anticipated Result: Localized improvements to the historic character of each community, such as façade improvements to historic structures or screening of unattractive land uses.

- *Revolving Loan Fund:* Work with the county to implement a revolving low-interest loan program for rehabilitation and renovation projects within the corridor. Projects could include the appropriate restoration, renovation, adaptive reuse, or addition to a historic building along the Lincoln Highway. Loans would be repaid over a period of five to ten years, with proceeds returning to the available loan pool.



Through such mechanisms as revolving or low-interest loans and assistance with tax credits for the rehabilitation of commercial historic buildings, Lincoln Highway supporters could help support the preservation and enhancement of roadside resources that are in need of repair.

Anticipated Result: Preservation of historic roadside resources. Enhanced community appearance. Increased private investment within the corridor.

- *Tax Rehabilitation Credit Assistance:* Work with partners to provide technical assistance to business owners interested in obtaining tax credits on their federal income taxes for historic rehabilitation work on National Register Properties being used for commercial purposes.

Anticipated Result: Better understanding of available preservation incentives. Increased private investment in historic corridor structures. Enhance community appearance.

- *Increase Visibility of Attractions:* Providing design assistance to heritage-related businesses along the corridor that wish to improve their visibility from the road through enhanced signage or landscaping is important. LHHC partners could work with PennDOT to assist nearby businesses situated off the highway with their applications for directional signage.

Anticipated Result: Visitors can more easily locate heritage tourism businesses located along the corridor.

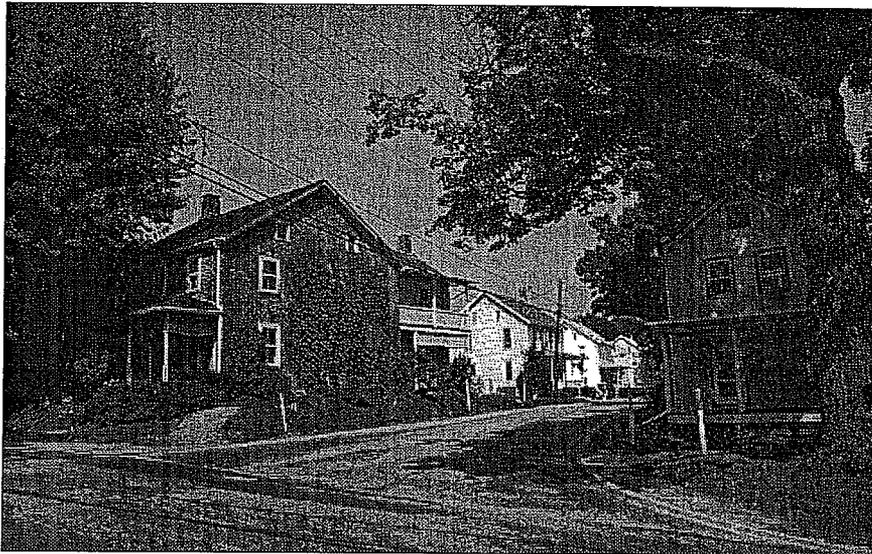
Existing Conditions—Western Segment of the Lincoln Highway in Adams County

The western section of the Lincoln Highway in Adams County contains several established tourism resources. Actually situated over the county line in Franklin County, Caledonia State Park and adjacent clusters of summer cottages are a highly frequented attraction. The park possesses swimming, camping, fishing, hiking, and golfing facilities, and is also home to the Totem Pole Playhouse (Franklin County), one of the nation's longest running summer theaters. There is a general perception that the park, golf course, and playhouse draw primarily from a base of regional visitors, and that few tourists to Gettysburg make what is perceived as a "long drive across the mountains." The park offers many opportunities for people to get out of their cars, walk around, or participate in a variety of recreational activities. A portion of the Appalachian Trail runs through the adjacent Michaux State Forest for those with particularly high recreational ambitions.

The western section of the Lincoln Highway in Adams County contains two small communities—Cashtown and McKnightstown. Both communities are predominately residential with a handful of tourism-oriented businesses. Judging by their appearance, both towns are reasonably prosperous. Buildings are occupied, homes are well maintained, yards are landscaped and tidy. Although some houses have experienced less-than-sympathetic modern

alterations, a majority of each community's historic building fabric remains intact. Their appearance has not substantively changed since the Lincoln Highway era. They are classic mid-nineteenth-century Pennsylvania linear towns—clusters of houses strung out along a major transportation artery.

A few specialty tourism businesses are located along this historic section of the Lincoln Highway. These are the Cashtown Inn, which offers meals and accommodations, and Country Escape, a bed and breakfast. Visitors to these establishments are often from the region or nearby states, in the area for a long weekend. A recent trend has been towards longer stays with visitors using these communities as home bases for excursions farther afield. With the exception of churches and municipal buildings, both villages are almost exclusively residential in nature. Consequently development potential for tourism enterprises is limited. While both communities are charming, balancing the development that would be needed to provide an engaging experience for a large number of visitors without intruding on residents would be difficult. Lack of sidewalks and parking are among the determining factors that limit further tourism development.



The fact that U.S. Route 30 bypassed Cashtown and McKnightstown helped to preserve the village charm of these two Lincoln Highway communities.

The fact that the towns were bypassed by U.S. Route 30, for which a new alignment was created north of the original, probably ensured their continued preservation. Their historic, low key, down-to-earth character has made Cashtown and McKnightstown attractive to those interested in developing small-scale, specialty tourism businesses like bed and breakfasts. Although several of these establishments have built up a following of repeat customers, there is the sense that they have not yet been able to fully tap the large Gettysburg market to the east. While wholesale revitalization is not needed in the western end of the corridor, business people in the community would like to derive a greater positive economic impact from heritage development opportunities. It is important to remember, however, that tourism development must be

carried out in moderation so as not to undermine Cashtown and McKnightstown's primary asset, real, small town charm.

The portion of the U.S. Route 30 corridor that parallels the historic Lincoln Highway is primarily a high-speed, through route. No communities line this portion of the road, which contains a few roadside businesses, including a campground, several basic restaurants, an antique shop, furniture store, seasonal fruit stands, and a handful of gas stations. These businesses appear to serve a local rather than a tourist market. Near the historic Tick Tock intersection are located several less than prosperous-looking flea markets and "junque" stores. The appearance of this junction, where the historic Lincoln Highway rejoins U.S. Route 30, would benefit from aesthetic improvements. Mr. Ed's Elephant Museum and Candy Shop is one of the few solid tourist attractions on this portion of the route. Improving the visual character of the Tick Tock intersection should be a revitalization priority for this stretch of road.

North and south of modern U.S. Route 30 lies the Fruitbelt, which contains some of the most productive orchards in the state. Tourists flock to this area to view the springtime apple blossoms and participate in the fall harvest festivals. The Round Barn, which lies less than a mile from U.S. Route 30, is an icon for this part of the county. The tourist experience of the Fruitbelt consists primarily of scenic drives and stops at produce stands or visiting one of the region's seasonal events.

Tourism/Revitalization Issues—West

The following tourism/revitalization issues pertain to the western end of the corridor:

- Need to promote the historic section of the Lincoln Highway as a unique driving experience—travel back into the 1920s.
- Need to ensure that tourism does not overwhelm the communities of Cashtown or McKnightstown.
- Need to maintain the residential character of Cashtown and McKnightstown.
- Need to improve the appearance of the Tick Tock intersection.

Potential Tourism/Revitalization Actions—West

The following actions could be taken to address tourism/revitalization issues identified for the western end of the corridor:

- 6.5 Pull-off Locations:** Identify several possible locations along the historic section of the route where it would be appropriate and

feasible for tourists to pull off. Develop safe areas for visitors to stop, park, and stroll. Locations in proximity to stores or restaurants are preferred, although such locations are limited along this portion of the corridor. The LHHC should establish a visible presence in either Cashtown or McKnightstown or both, depending on levels of community support. Design improvements to the “square” in front of the McKnightstown post office could be considered as part of this action.

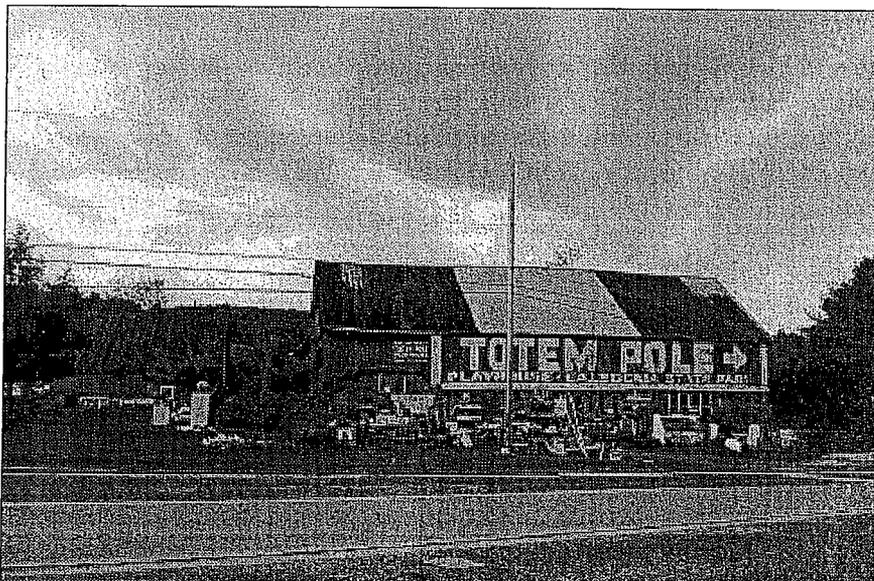
Anticipated Result: Visitors are better able to appreciate the scenery and historic character of communities along the western portion of the route first hand. The historic route becomes a destination point along the corridor.

6.6 Fruitbelt Side Trip: Work with the Fruit Growers Association to promote the side trip loop tour that has been developed for the Fruitbelt just north of the Lincoln Highway.

Anticipated Result: Greater visitor appreciation for the region’s fruit growing heritage. Local farm stands enjoy a moderate positive impact from increased visitor traffic. Greater LHHC exposure to travelers who are already frequenting the Fruit Belt.

6.7 Tick Tock Improvements: Work to upgrade the existing tourism service cluster near Tick Tock—spruce up the antique barn, screen unattractive uses, improve the roadside frontage of the gas station, and landscape an interpretive exhibit at the junction of the two roads.

Anticipated Result: Franklin Township captures additional tourist revenue.



This barn, located near the Tick Tock intersection, displays a prominent wall sign advertising the Totem Pole Playhouse. Many barns sported signs during the Lincoln-Highway era, often promoting such products as Mail Pouch tobacco.

Existing Conditions—Central Segment of the Lincoln Highway in Adams County

The portion of the highway that extends from McKnightstown to the border of Gettysburg National Military Park has few tourism services of its own but hosts many billboard advertisements for nearby attractions. The primary tourist service along this section of the road is the licensed battlefield guide station, which is located adjacent to the road on the south as one enters the park. The area north of the road is also a very popular point where tourists regularly pull over for photographs.

Tourism services in the county are clustered in and around Gettysburg. Several hotels and restaurants are located along the western side of the community. The road then passes through a residential district, and as one nears the square, commercial enterprises such as restaurants, hotels, and specialty shops predominate. The square is the hub of tourist activity downtown, a counterpart to the bustling Steinwehr Avenue to the south. Along with the Wills House / Lincoln Museum and the Hotel Gettysburg, several prominent shops and restaurants face the square. A number of shops, hotels, and garages along the corridor date to the Lincoln Highway era and have interesting histories of their own. The predominant period of construction for buildings on the Lincoln Highway through Gettysburg is that of 1910s and 1920s. Additional stores, restaurants, and bed and breakfasts are interspersed throughout the borough, with concentrations on lower Baltimore Street and Steinwehr Avenue. The Majestic Theater and visitor information center are located on Carlisle Street one block north of the highway. In season, foot traffic is moderate in and around the square; however, many business owners feel that the level of downtown visitation is not what it should be given the number of visitors to the park. Several planning initiatives, including the Historic Pathways Plan, developed in 1990, and the Borough Interpretive Plan that is now underway, have been undertaken to explore ways of remedying that situation.

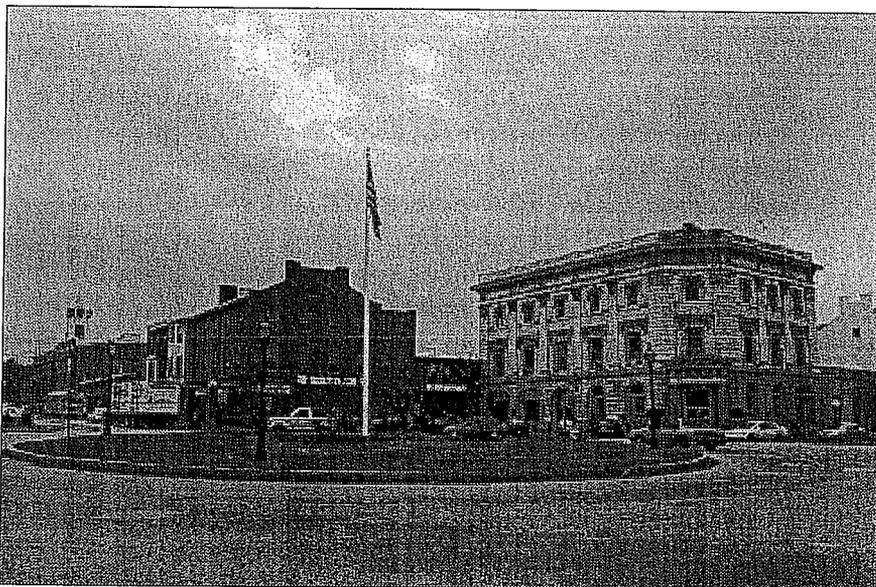
Most tourists visiting the Gettysburg area stop at the Gettysburg National Military Park visitor center at some point during their trip. Although the visitor center is not within the corridor, a presence at that site would significantly heighten the LHC's visibility, because it the most frequented attraction in the county.

U.S. Route 30 on the east side of Gettysburg is much more densely developed than on the west side of the borough. Between the boundary with the borough and the US Route 15 interchange are numerous national chain hotels and fast food franchises. Several commercial strip shopping centers are found amidst the tourism-oriented developments. Recent efforts have been made to enhance the appearance of the roadside through improved site plans, landscaping, and design guidelines. Currently this stretch of road has the largest concentration of modern commercial development along the Lincoln Highway in Adams County. Such growth patterns are expected to continue,

with further development occurring in the area around the US Route 15 interchange.

Gettysburg is an obvious focal point for revitalization efforts within the central portion of the Lincoln Highway corridor in Adams County. Residential architecture lines the blocks at the eastern and western entrances to the borough, and commercial enterprises and offices dominate the blocks of U.S. Route 30 near the Lincoln Square. Buildings along the Lincoln Highway are in varying states of repair. Since rental properties account for a relatively high percentage of the historic housing stock in Gettysburg, deferred maintenance is a concern. Numerous historic structures have also experienced some type of unsympathetic alteration, although much of this work appears to be readily reversible.

While local business owners generally feel that they do not enjoy the same level of prosperity as communities with comparable levels of visitation at nearby attractions, widespread vacancy or abandonment of property is not a problem for the community. The Historic Pathways Plan took the first steps in addressing the issue of how to attract more park visitors into the downtown area. Since the adoption of the plan, streetscape improvements have been realized, interpretive waysides installed, and a trolley shuttle has been established. Civic leaders are currently involved with the development of a borough interpretive plan that will provide recommendations for other capital improvement projects, such as the creation of one or more new visitor information and interpretive centers. During the past year there has been much discussion of creating a community foundation. Such a foundation may ultimately be a revenue source for implementing community improvements that have thus far remained unfunded.



Capturing the interest of visitors to Gettysburg and letting them know that there is more to Adams County than the Civil War is a goal for interpretation and marketing along the highway.

Tourism/Revitalization Issues—Center

The following tourism/revitalization issues pertain to the central part of the corridor:

- Need to capture the attention of Gettysburg's visitors and pique their interest in the Lincoln Highway.
- Need to encourage exploration of downtown Gettysburg.
- Need to inform Gettysburg's visitors of other attractions along the corridor and entice them to move along it.

Potential Tourism/Revitalization Actions—Center

The following actions could be taken to address tourism/revitalization issues identified for the central end of the corridor:

6.8 Bus Tour Package: Work with a local tour bus operator to develop a Lincoln Highway package trip that could be offered on a limited basis to interested visitors. Such a trip could be focused on Adams County or preferably extend west along the corridor. The stretch of road between Gettysburg and Chambersburg offers particularly good opportunities for playing up the road's Civil War associations.

Anticipated Result: New tourism product. Understanding by visitors that Adams County is more than just Gettysburg. Ability to link communities thematically. Extending the interest of visitors beyond Adams County.

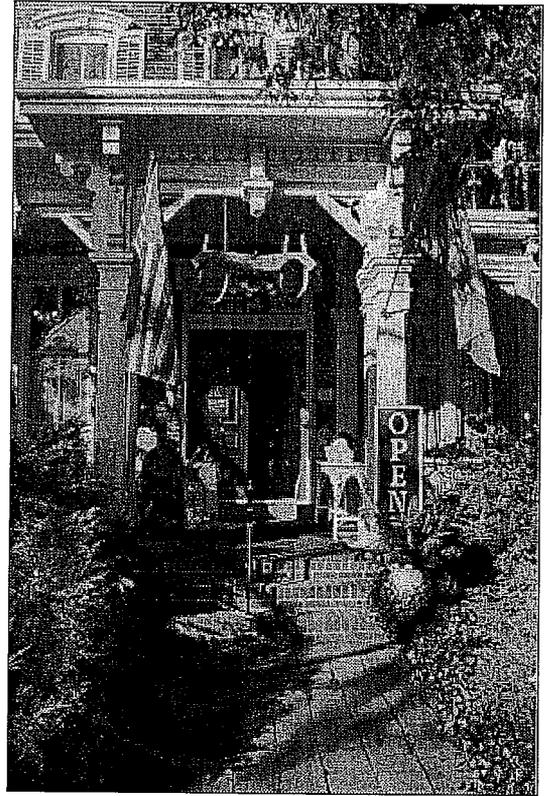
6.9 Retro Design Assistance: Work with individuals interested in developing roadside enterprises along the corridor (gas stations, restaurants, hotels, etc.) to see how retro design features that hark back to the Lincoln Highway era could be incorporated into those designs. The 1950s theme on the interior of the Burger King on Route 30 in Straban Township is a good illustration of what can be done to distinguish heritage business from cookie-cutter franchises elsewhere. The area of emphasis for this project will likely be the U.S. Route 30 corridor east of Gettysburg where significant new development is likely to take place.

Anticipated Result: Reinforce the idea that the Lincoln Highway is a distinctive place with unique features that are not found elsewhere.

Existing Conditions—Eastern Segment of the Lincoln Highway in Adams County

Intermittent commercial and residential development punctuated by two substantially intact nineteenth-century villages characterizes the eastern section of the Lincoln Highway in Adams County. Although not as densely developed as the stretch of U.S. Route 30 immediately east of Gettysburg, this stretch of road has lost its rural quality. Only a few tracts of land adjacent to the highway continue to be used for agricultural purposes. The main assets along the eastern end of the highway are the communities of New Oxford and Abbottstown. Their charm and the tourism opportunities they offer make a trip to the eastern end of the corridor worthwhile.

New Oxford is already a tourist attraction in its own right. A mecca for antique shoppers, the town contains more than one hundred stores where goods from nearly four hundred vendors are sold: Homes, factories, and even railroad buildings have been converted for this purpose. Dealers have established a solid reputation for offering a wide selection of high-quality antiques. The New Oxford Antiques Merchants Association is very involved in community affairs. It partners with the New Oxford Chamber of Commerce to host several antiques festivals during the year. Proceeds from these events help to support community projects, such as the expansion of the tree-planting program that was initiated several years ago.



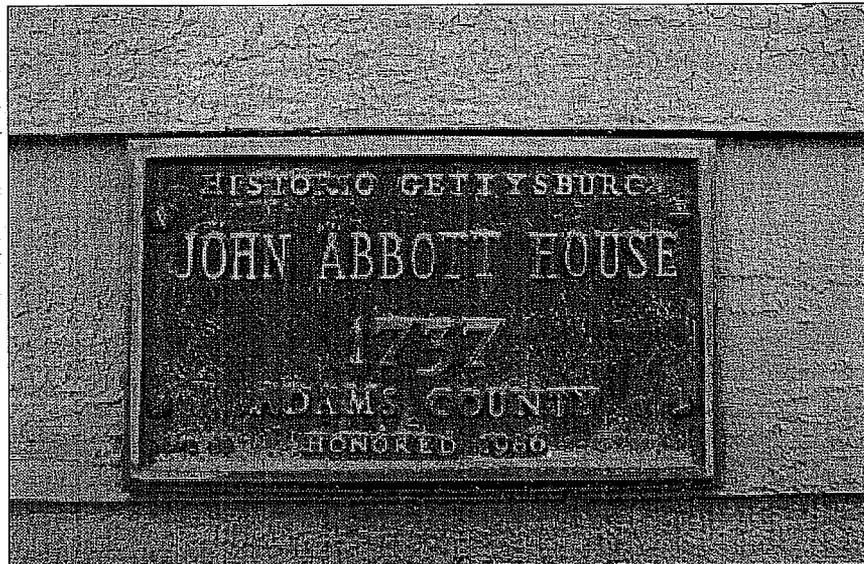
The antiques business is a major element of New Oxford's economy.

Much of New Oxford's tourist base originates along the Baltimore – Washington - Northern Virginia corridor, although visitors from as far away as Maine and North Carolina are not unusual. Some visitors combine the trip along with a visit to Gettysburg, but not all. The tourist traffic through town supports several bed and breakfasts, which enjoy high rates of occupancy. Although tourism is a big business for New Oxford, the community still maintains a strong residential flavor. Locally owned stores and businesses that serve local residents have not disappeared. The hardware shop, barber, bank, and lunch counter attest to the fact that New Oxford is still a real community.

Cross Keys, a prominent commercial crossroads dating to the Lincoln Highway-era, lies between New Oxford and Abbottstown. A junction of two important regional transportation routes, U.S. 30 and S.R. 94, the crossroads has experienced substantial change over the past decade. Modern gas stations and mini-marts have taken the place of the diner and dance hall that formerly occupied two of the corners. The Brethren Home, an assisted care facility and retirement complex, occupies the southwest corner of the intersection. Although the Cross Keys gas stations and mini-marts

predominately serve a regional market, such enterprises are also important elements of the corridor's tourism infrastructure. The amount of traffic experienced by businesses at the Cross Keys intersection may warrant establishing some form of LHHC presence there, despite the fact that no historic resources remain.

Abbottstown lies adjacent to the Adams / York County border. Slightly smaller than New Oxford, the community is similarly centered on a town square from which radiates a compact grid of residential streets. The central circle in Abbottstown has been reduced substantially over time. Approximately fifteen feet in diameter, the circle now serves primarily as a base for a bristling assortment of traffic signs and a utilitarian lamppost. Unlike the square in New Oxford, it has no real potential for pedestrian access in its present form. Facing the square are several residences and offices, a church, a florist, and a gas station. With the exception of the gas station/mini-mart, which is a modern addition, the buildings facing the square retain their historic appearance.



Historical plaque marking the John Abbott house, 1737.

Abbottstown is predominately residential in character with a limited number of commercial enterprises. Tourism is not a major industry within the borough. The Altland House, a widely acclaimed historic restaurant and hotel located on the square, is a community institution and one of the few local businesses that caters to travelers. The Hofbrauhaus Restaurant and Lounge, a roadside business that appears to date to the Lincoln Highway-era, is another lively presence on the streetscape.

One of Abbottstown's most significant features is the large concentration of log homes located within the borough. Unfortunately, only those knowledgeable of the region's history and architecture are currently able to appreciate this fact, as most buildings are clad with clapboards or other

forms of sheathing. Without proper interpretation, this important facet of the community's history will continue to remain largely unrecognized.

The character of the streetscape in Abbottstown could be enhanced considerably by improvements to the square, a street-tree planting program, and a grant or low-interest loan program for façade improvements. Presently, the square is more a liability than an asset for the town. The corridor through the borough is rather bare with few plantings to soften the stark appearance of the paved roadway and concrete sidewalks. Trees, once mature, would reinforce the human scale of the borough's historic homes and mask some of the unsympathetic alterations that have been made to buildings, such as installation of synthetic siding and removal of historic porches. Financial assistance for rehabilitation within the borough could do much to restore the loss of historic fabric that buildings in the community have experienced over time.

Tourism/Revitalization Issues—East

The following tourism/revitalization issues pertain to the eastern end of the corridor:

- Need to extend the New Oxford sphere of tourism influence east towards Abbottstown and explore opportunities to link the two towns.
- Need to build on existing community strengths—New Oxford / antiques and Abbottstown / log houses.
- Need to encourage additional tourism capacity in Abbottstown.

Potential Tourism/Revitalization Actions—East

The following actions could be taken to address tourism/revitalization issues identified for the eastern end of the corridor:

6.10 Square Improvements: The New Oxford and Abbottstown squares could become important anchors for heritage development along the eastern end of the corridor in Adams County. While the New Oxford square is in much better condition than the Abbottstown square, both could benefit from design assistance.

- *Community Forum:* Host an inter-borough community forum to discuss potential design improvements to the New Oxford and Abbottstown squares. A focal point for discussion should be the introduction of such amenities as cafes, seating, or public art that would encourage people to linger.

Anticipated Result: Two boroughs brought together to discuss a topic they have in common. Opportunity to rally support for

improving each community's symbolic center. Better understanding of resident's feelings about types of uses appropriate for each square.

- *Schematic Designs:* If there is community interest in pursuing such improvements, support the creation of schematic designs for improvements to the squares.

Anticipated Result: Designs that can be used to secure implementation funding for improvements to the squares.

- *Beautification Efforts:* With help from local municipal leaders, open a dialogue with PennDOT concerning the potential for future enhancements to the squares. Identify safety regulations that may constrain proposed improvements. Determine ownership of the land comprising the squares. Contact the District 8 engineer and ask to make an appointment to have the right-of-way drawings pulled for review. Investigate the possibility of sponsoring short-term, low-cost improvement projects for the squares that could be initiated as a means of involving community groups. Over the long term pursue outside funding for landscape design services and improvements of a more capital-intensive nature.

Anticipated Result: Clear understanding of the parameters within which future improvements must be considered. In the short term, increased visibility of the LHHC within the corridor and greater recognition of the squares as important historic resources. In the long term, permanent enhancements that make town squares nodes of activity for residents and tourists.

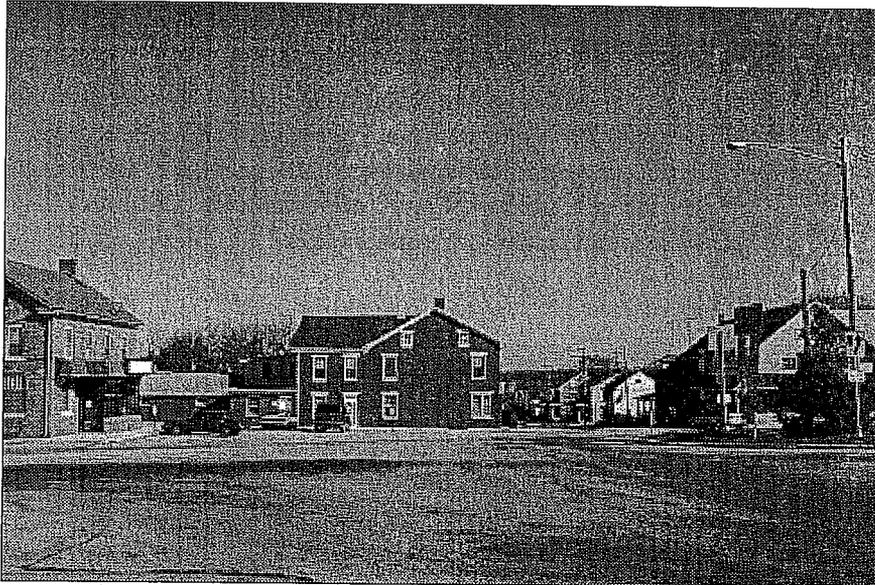
6.11 Abbottstown/New Oxford Economic Linkages:

Examine the potential to economically link the communities of New Oxford and Abbottstown through heritage development efforts.

- *Marketing Study:* Support the preparation of a development study to determine ways of directing overflow retail ventures from the New Oxford area into Abbottstown. Develop strategies for attracting capital that would allow Abbottstown to develop niche markets that would complement New Oxford's offerings, such as locally produced crafts, specialty stores, cafes, etc. Such small-scale ventures would be in keeping with the community's village character and could be easily integrated into the historic fabric of the community.

Anticipated Result: Creation of a strong specialty retail / tourism dyad on the eastern end of the county. By creating a critical

density of tourism resources, there is a compelling reason to continue moving east rather than simply getting onto US Route 15 at Gettysburg.



At present, the Abbottstown town square is a sea of pavement. This plan recommends opening a dialogue with municipal officials and PennDOT about strategies to make the square more welcoming and pedestrian-friendly.

- *Business Development Options:* Establish a dialogue with Abbottstown community leaders and residents regarding the extent to which heritage-oriented commercial development along the corridor is desired. If such a desire exists, coordinate with economic development agencies to identify appropriate locations within the borough where additional tourism capacity can be developed.

Anticipated Result: Create additional reasons for visitors to stop and explore the historic community of Abbottstown.

6.12 Community Design Recommendations: Encourage residents of New Oxford and Abbottstown to embrace and implement community design recommendations.

- *Public Education:* Work to educate the New Oxford borough council and residents on the value of the Community Design and Beautification Analysis document prepared by Thomas Committa Architects in 1996 and encourage implementation of its recommendations over time.

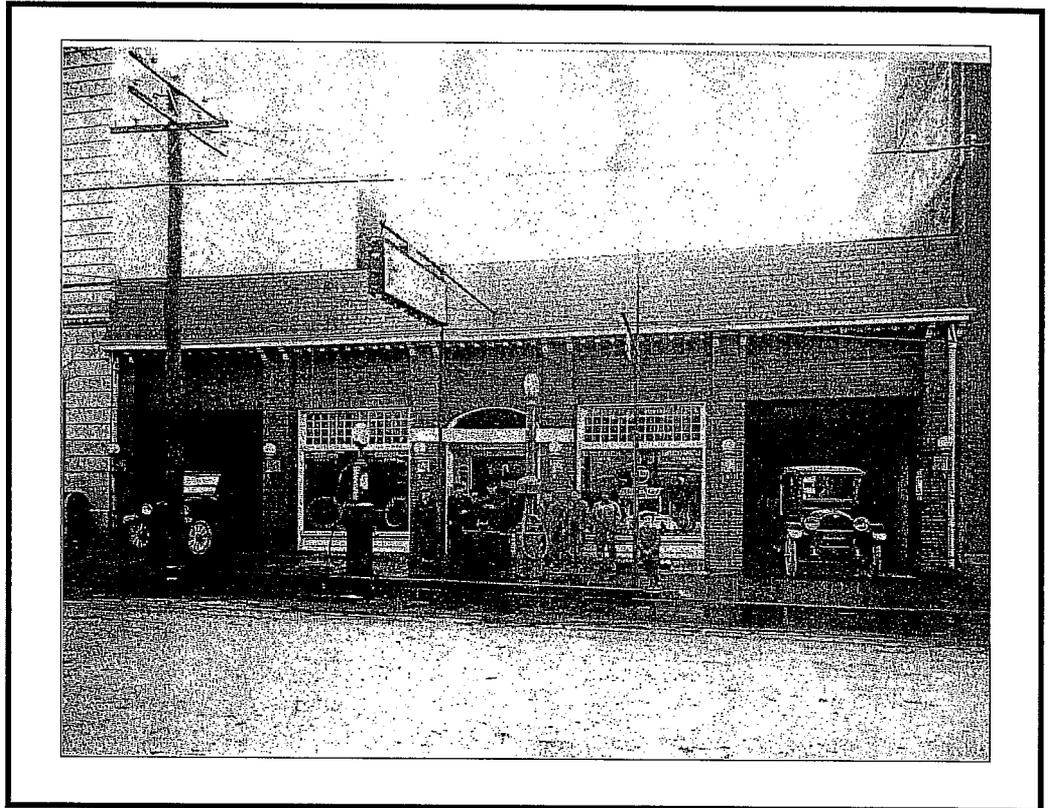
Anticipated Result: Broader acceptance of historic preservation as a tool for preserving the quality life in a small town. Public support for streetscape improvements that are responsive to the character of the community.

- *Abbottstown Design Guidelines:* Support the development of a community design document that would address conditions in Abbottstown and propose strategies to link the borough with New Oxford using established principles of design.

Anticipated Result: Forum for the discussion of preservation concerns in Abbottstown. Reinforcement of New Oxford / Abbottstown as a destination at the eastern end of the corridor by developing a unified visitor experience between these “twin” towns through similar physical improvements. Creation of a dialogue between the two communities.

Preservation and Conservation

Photo courtesy of The Adams County Historical Society
Published from the Gettysburg National Military Park Archives in *The Gettysburg
Bicentennial Album*, by
William A. Frassanito, ©1987



The National Garage, 1921, site of the modern addition to the Adams County National Bank, Chambersburg Street.

Chapter Seven

CHAPTER SEVEN

PRESERVATION/CONSERVATION

Preservation/Conservation Goal Statement

The following goal statement expresses what the Adams County Steering Committee hopes to achieve in the areas of preservation/conservation by participating in the Lincoln Highway Heritage Corridor initiative:

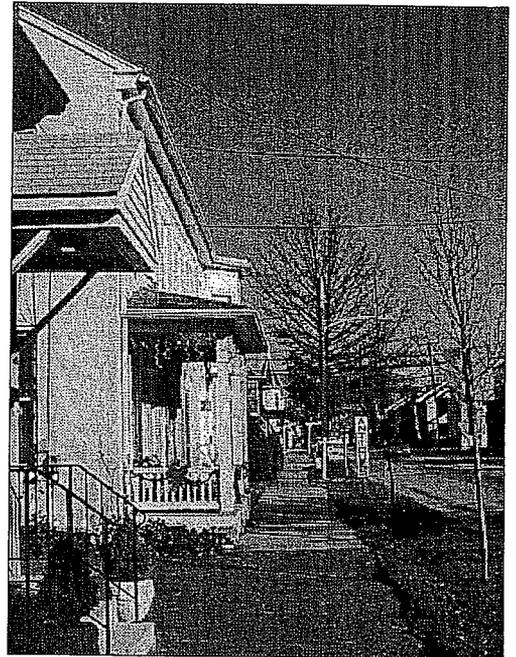
To advocate for the preservation of community character and scenic views along the Historic Lincoln Highway in Adams County, including:

- *documenting highway resources;*
- *providing good information to decision makers;*
- *participating in local planning initiatives;*
- *encouraging efforts to reveal and enhance scenic views;*
- *helping to maintain village and borough character; and*
- *supporting continued agricultural uses along the corridor.*

It should be noted that this is a sensitive area with respect to community relations. It is anticipated that the LHHC will serve as an advocate for preservation concerns, not seek to take on a regulatory role. The LHHC is currently operating with a rather narrow base of support; and it is working diligently to develop positive, constructive relationships with community organizations along the route. It is imperative that the LHHC cultivate these relationships so that residents will respect and value the LHHC's goals and recommendations when the time comes to provide assistance on local planning projects.

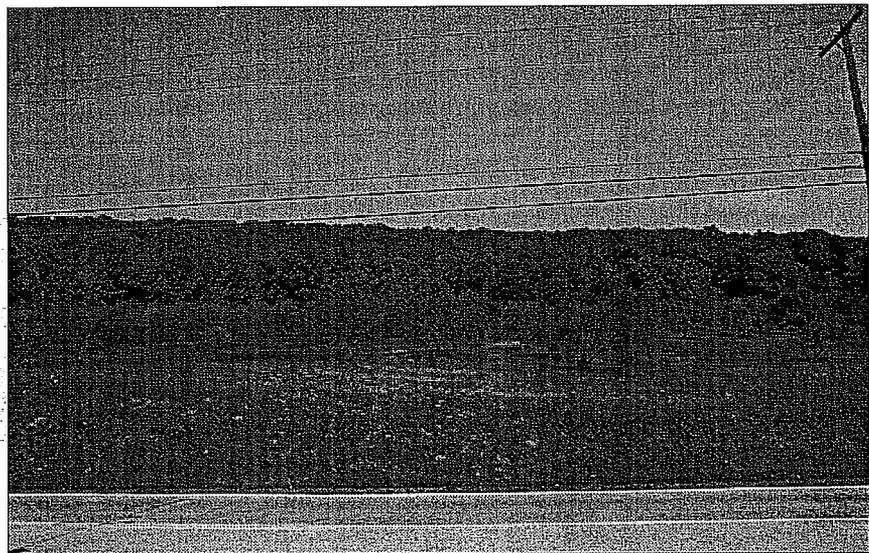
Existing Conditions for Preservation/Conservation in Adams County

A number of mechanisms are currently in place in Adams County to achieve preservation and conservation. At present all communities along the corridor, with the exception of Oxford Township, possess some form of zoning. The



Supporting efforts to maintain the historic character of villages and boroughs is one recommendation of this study.

Borough of Gettysburg, however, is the only community with an actively enforced historic preservation ordinance. Straban Township once had such an ordinance but the review board is no longer active. The Gettysburg Battlefield Preservation Association (GBPA), the Friends of the National Parks at Gettysburg, and the Land Conservancy of Adams County (LCAC) are all active in the area of land conservation in the county. The GBPA was founded in 1959 to acquire threatened battlefield lands and to promote preservation of the battlefield. The Friends group focuses on protection of lands within the National Park Service boundary, and also within the historic district. The LCAC has a broader mandate and works to preserve land on a countywide basis. Currently the only permanently protected land along the corridor is in Cumberland Township just west of Gettysburg.



Franklin Township, with its farms and orchards, is the most rural segment of the Lincoln Highway in Adams County.

The stretch of the Lincoln Highway that passes through Adams County can be divided into three distinct character areas; each of which has its own particular preservation concerns. The westernmost portion of the corridor possesses wonderful scenic vistas of ridges and orchards. The conservation and enhancement of these views, where possible, should be a high priority. In the central portion of the corridor, which includes Gettysburg and its eastern and western approaches, supporting existing local organizations in administering the various preservation tools that the borough already has in place should be emphasized.

The eastern section of the corridor in Adams County, which extends from the Route 15 interchange through Abbottstown, is characterized by intermittent roadside development. Such development, which includes a mixture of used car dealerships, light industry, residences, and retail establishments, has generally obscured the formerly agricultural character of the road. The imminent introduction of sewer and water service into the area also has the potential to increase the likelihood of development that is unsympathetic to heritage development goals. The priority for preservation along the eastern segment

should be to implement and extend the design recommendations put forward in the Straban Township plan for the Lincoln Highway Corridor and work with local residents to protect and strengthen the village character of New Oxford and Abbottstown.

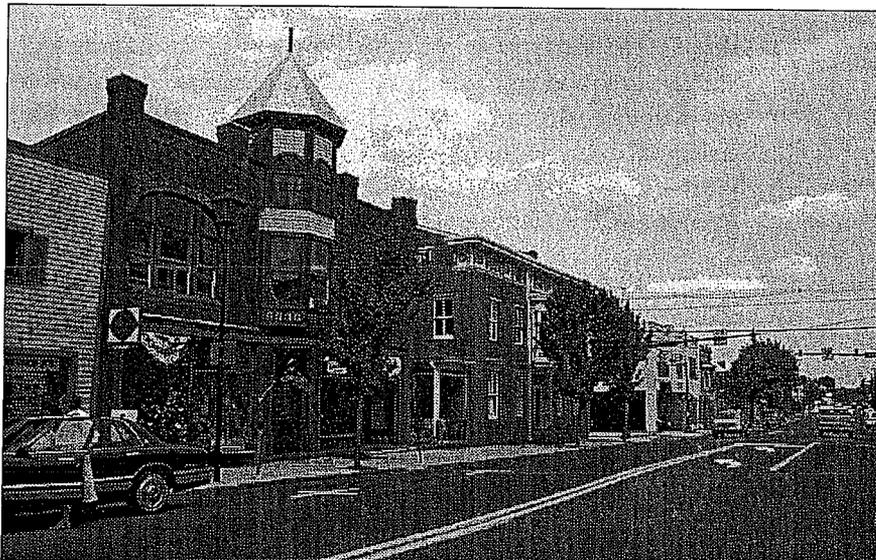
Preservation/Conservation Issues Corridor Wide

The following have been identified as preservation/conservation issues that are relevant to the entire corridor in Adams County:

- Need to support property owners in maintaining their historic structures.
- Need to preserve and enhance critical viewsheds along the U.S. Route 30 corridor.
- Need to formulate guidelines that encourage high standards of design for development projects that front on U.S. Route 30 and persuade local governments to support such guidelines.
- Need to retain the mixed-use character of towns along the route.
- Need to establish distinct transitions from outlying sprawl to a cohesive community as one enters towns along the corridor.

Potential Preservation/Conservation Actions Corridor Wide

The following actions could be taken to address preservation / conservation issues that affect the entire length of the corridor in Adams County:



Planning efforts along the Lincoln Highway should embrace the mixed-use character of corridor communities. An interesting combination of residential, retail, and commercial properties can be found along the Lincoln Highway in Gettysburg.

7.2 Relationship Building–Preservation/Conservation:

As the purpose and activities of the Lincoln Highway Heritage Corridor are not widely recognized by Adams County residents at the present time, establishing and cultivating relationships with community organizations is imperative. In the area of preservation/conservation the following actions are needed to help build a foundation of community support for the project:

- *Official Recognition:* Encourage the municipalities through which the Lincoln Highway passes to identify and recognize through official action, such as a resolution, the Lincoln Highway as a significant resource. Municipalities should also follow through by addressing the Lincoln Highway in their comprehensive plans and other related documents. Municipalities from whom recognition is needed are Franklin Township, Cumberland Township, Gettysburg, Straban Township, Mount Pleasant Township, Oxford Township, New Oxford, Abbottstown, Berwick Township, and Hamilton Township.

Anticipated Result: Heightened public recognition of the Lincoln Highway as a valuable community resource. Assurance that the Lincoln Highway will be considered as part of local planning initiatives.

- *Partner Recognition:* Initiate an annual awards ceremony that recognizes an individual, organization, or business that has made a significant contribution to the betterment of the Lincoln Highway in Adams County during the past year.

Anticipated Result: Community goodwill.

- *Planning Initiative Participation:* Coordinate with the County to ensure that LHHHC views are represented in planning documents and studies for projects with the potential to affect the historic character of the corridor. This is especially important for transportation planning projects. Monitor such projects and coordinate with the LHHHC to determine under what circumstances the corridor will take an official position.

Anticipated Result: Creation of a place at the table for the LHHHC where projects that affect the U.S. Route 30 corridor are concerned.

- *Coordination with Preservation Groups:* Coordinate with existing preservation organizations within the community–Main Street Gettysburg, the Gettysburg Historic Preservation Officer, and the Gettysburg Historic Architectural Review Board.

Anticipated Result: Incorporation of Lincoln Highway issues into larger community preservation initiatives. Reduction of duplicated effort. Ability to leverage local investments in preservation.

- *Western Contacts:* Establish and cultivate relationships with Franklin Township Supervisors, keeping them apprised of LHHC goals and policy positions for this section: 1) maintaining scenic views from the historic Lincoln Highway; and 2) preserving the small-town character of the Cashtown and McKnightstown streetscapes, the sycamore trees, and the “country road” feeling of the historic Lincoln Highway alignment.

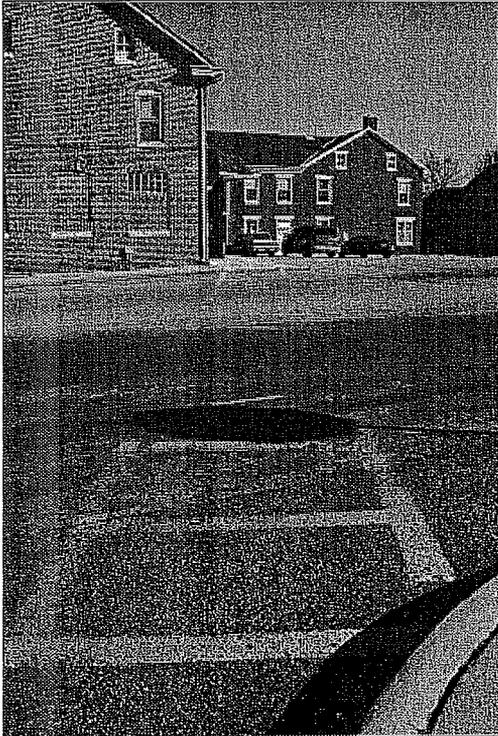
Anticipated Result: Heightened community recognition of the LHHC and improved understanding of the organization’s mission. Maintenance of historic community character by minimizing unsympathetic development projects along the corridor and mitigating the impacts of those that cannot be avoided.

- *Central Contacts:* Establish and cultivate relationships with Cumberland and Straban Township supervisors and Gettysburg Borough Council, keeping them apprised of LHHC goals and policy positions for this section of the highway: 1) continue scenic conservation efforts west of the borough; 2) support the extension of streetscape improvements along the corridor within the borough; and 3) encourage high standards of design east of the borough.

Anticipated Result: Heightened community recognition of the LHHC and improved understanding of the organization’s mission. Maintenance of historic community character by minimizing unsympathetic development projects along the corridor and mitigating the impacts of those that cannot be avoided.

- *Eastern Contacts:* Establish relationships on behalf of the LHHC with Mount Pleasant and Oxford Township Supervisors, and the civic leaders of New Oxford and Abbottstown—borough council members, chamber of commerce members, businesspeople, etc. Keep borough officials and highway officials apprised of the goals and policy positions of the LHHC: 1) safe pedestrian access within communities along the corridor; 2) preservation of streetscape elements that contribute to community character such as trees, lighting standards, and brick sidewalks; 3) implementation of traffic calming measures in high foot-traffic areas; 4) and rehabilitation of the historic circles within these two communities.

Anticipated Result: Heightened community recognition of the LHHC and improved understanding of the organization's mission. Maintenance of historic community character by minimizing unsympathetic development projects along the corridor and mitigating the impacts of those that cannot be avoided.



Safe pedestrian access is a major concern for historic downtown business districts.

7.3 PennDOT Coordination: The Lincoln Highway is both a historic resource and an actively used transportation artery in the county. Construction projects along this section of road have the potential to positively or negatively impact visitors' experiences of the heritage corridor. It is imperative, therefore, that the interests of the LHHC be represented during the planning and implementation of projects along U.S. Route 30.

- *Communication:* Establish and maintain regular lines of communication between the LHHC and PennDOT District 8 staff. Lobby to expand the Comprehensive Road Improvement Study (CRIS) to include the entire corridor, and maintain a presence on that task force.

Anticipated Result: Creation of a place at the table for the LHHC where projects that affect the U.S. Route 30 corridor are concerned.

- *Circle Preservation:* Carefully monitor any proposal for improvements that would substantively alter the historic appearance of the New Oxford or Abbottstown circles—either the center of the circle or properties fronting on the circle—or property fronting U.S. 30 within the boroughs. Coordinate with the LHHC. As appropriate, determine if the LHHC would be willing to take an official position on proposals that would affect the character of the corridor within New Oxford or Abbottstown.

Anticipated Result: Protection of the character of the town squares, which are distinctive features of the New Oxford and Abbottstown streetscapes.

- *Traffic Calming:* Work with PennDOT and New Oxford, Abbottstown, and Gettysburg Borough Councils to devise methods for calming traffic on U.S. Route 30 through these communities. Tools include pedestrian crossings, lights, signage, and landscaping.

Anticipated Result: Improved pedestrian safety.

- 7.1 Development Oversight:** Monitor proposed development projects and zoning variances along the corridor in Adams County. Attend Planning Commission meetings. Coordinate with the LHHHC. As appropriate, determine if the LHHHC would be willing to take an official position on proposals that would affect the character of the corridor in Adams County.

Anticipated Result: Maintenance of historic community character by minimizing unsympathetic development projects along the corridor and mitigating the impacts of those that cannot be avoided.

- 7.2 Enhance Highway Character:** The following actions would help to approve the appearance of the Lincoln Highway roadside through Adams County:

- *Highway Design Guidelines:* Work to further develop the recommendations of the Lincoln Highway Corridor Plan prepared for Straban Township so as to apply to the entire length of the corridor in Adams County. Recommendations would be tailored to address issues particular to each of the three highway character areas.

Anticipated Result: A regional planning document that would address preservation and design concerns for the Lincoln Highway as a historically significant resource worthy of special consideration. Benchmark document against which future development proposals along the corridor could be assessed.

- *Roadside Beautification:* Work with PennDOT District 8 to identify locations along the corridor that would be appropriate for roadside plantings. Locations are determined in large part by width of the right-of-way. Seek the assistance of local landscape architects to develop low-maintenance planting plans for select locations. Locate sponsors that will help cover the cost of the installations and gardening clubs to maintain the plantings.

Anticipated Result: Greater community involvement with the LHHHC. A series of distinctive garden areas that enhance the driving experience and give travelers something anticipate.

- *Litter Reduction:* Determine sections of U.S. Route 30 that are available for adoption under the "Adopt-A-Highway" program. Approach civic organizations and business owners about adopting remaining sections of the highway. Participation involves a two-year commitment to clean up a two-mile stretch of roadside four times annually. PennDOT provides all supplies.

Anticipated Result: Lincoln Highway more valued in the community.

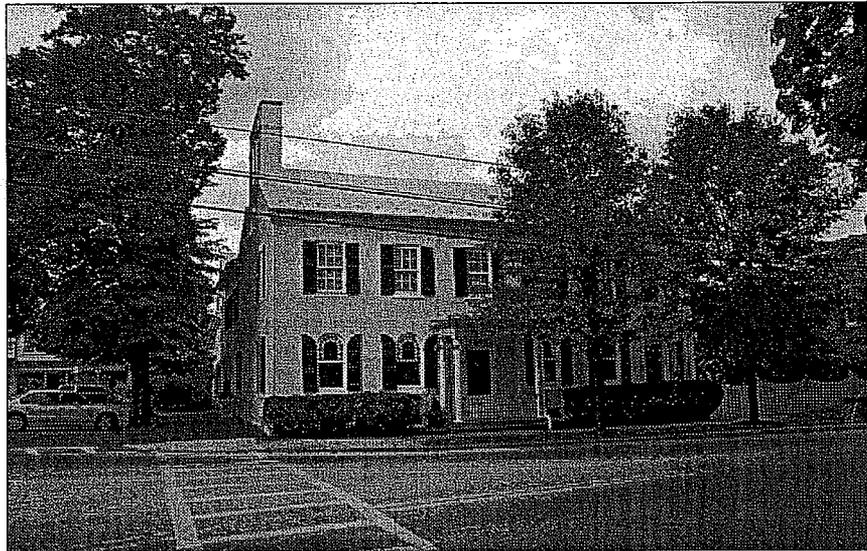


New Oxford has made a commitment to improving the visual appeal of the Lincoln Highway by investing in an ongoing street-tree-planting program.

7.3 Resource Documentation: Successful preservation efforts depend on a thorough knowledge of an area's resources. The following actions would strengthen the efficacy of preservation efforts along the corridor in Adams County:

- *Individual National Register Nominations:* Document historic resources identified as part of this feasibility study and assess their potential for listing in the National Register of Historic Places. Applications should be developed for those that meet the standards of integrity and significance and submitted to the State Historic Preservation Office (SHPO) for review to determine if they can be included in an amendment to the existing Lincoln Highway Multiple Property Submission.

Anticipated Result: Better understanding of the significance and condition of resources within the corridor. Baseline information for measuring changes in condition over time. Protection of SHPO-approved resources under Section 106 of the National Historic Preservation Act.



At present neither Abbottstown nor New Oxford have historic districts listed in the National Register. Nominations should be considered as a way of protecting the borough's character from negative impacts that may result from federally funded projects.

- *National Register Historic District Nominations:* With support from municipal leaders, develop National Register Historic District nominations for both New Oxford and Abbottstown.

Anticipated Result: Protection of historic resources from the impacts of federally funded or permitted projects (such as transportation projects) under Section 106 of the National Historic Preservation Act.

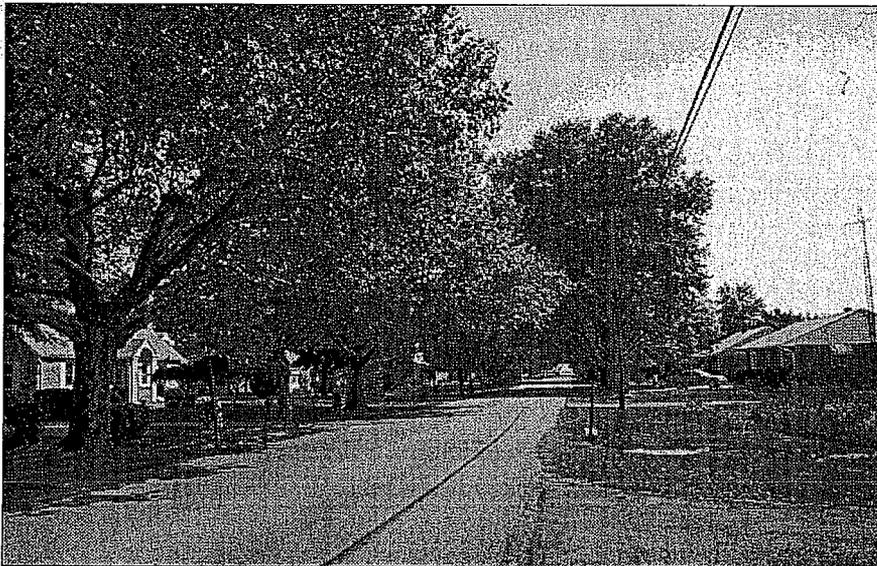
- *HABS / HAER Documentation:* Identify significant Lincoln Highway-era roadside resources that retain their integrity and

coordinate with the Historic American Building Survey to document them appropriately. A phase I HABS/HAER study was carried out in Pennsylvania during the summer of 1999, and PennDOT is contemplating a request to extend funding for a second phase.

Anticipated Result: Documentation of significant resources for posterity. Public relations opportunity. Strengthened partnerships with the National Park Service. Visual and written documentation for use in future exhibits and publications.

Existing Conditions—Western Segment of the Lincoln Highway in Adams County

The bypassed section of the highway through Cashtown and McKnightstown retains its historic integrity and would greatly contribute to the visitor experience of the LHC corridor in Adams County. This stretch of road is characterized by a narrow, winding alignment, scenic views of orchards and farmland, and close-knit villages composed primarily of mid-nineteenth-century brick and frame residences. Most of the structures along this portion of the corridor are occupied and in good repair. Another distinguishing feature of this stretch is an allee of sycamore trees on the outskirts of McKnightstown.



Preserving and enhancing scenic views should be attempted along the western end of the corridor in Adams County.

According to the land use map in the 1990 Adams County Comprehensive Plan, the goal for this portion of the corridor is to retain the village character of both Cashtown and McKnightstown. Medium to low density residential development is anticipated to be interspersed along the highway between the two communities. Another cluster of crossroads development, including a mix of commercial and residential uses, will be located at the Tick Tock intersection. Most of the remaining land adjacent to the western section of

the highway is anticipated to remain as parks, agriculture, or very low-density residential development. None of these policies conflicts with the LHHC's goals for the preserving and conserving the character of the corridor.

No preservation mechanisms are currently in place to protect historic or scenic resources along this portion of the corridor. It is possible, however, that McKnightstown will be officially designated as National Register Historic District within the next year. The Cashtown nomination, however, is still pending. While impetus behind the preparation of historic district nominations is the communities' Civil War associations, the broader context of each town is also being considered. Franklin Township has both a comprehensive plan and a zoning ordinance in place. At present, community sentiment is against any type of preservation initiative that would involve regulation of private property. Only a small number of Franklin Township residents know what the Lincoln Highway is or are aware of its national significance.

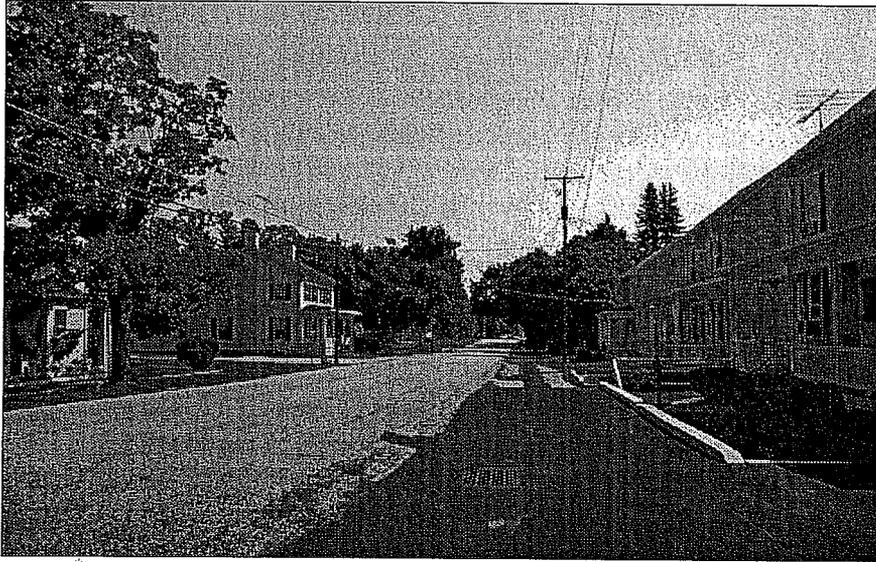
The portion of U.S. Route 30 that bypasses Cashtown and McKnightstown was constructed in the late 1940s. It rejoins the historic Lincoln Highway route two miles east of the border with Franklin County. Near McKnightstown there are views of adjacent farmland and orchards from the road. Farther west as one approaches Michaux State Forest, drivers enter a valley that is lined by steep, forested hills. Intermittent junkyards, vacant and deteriorated roadside businesses, adult entertainment venues, and billboards disrupt what would otherwise be a scenic stretch of road. U.S. Route 30 supports significantly more traffic and higher speeds than its historic counterpart. Trucks are an imposing presence on the highway. U.S. Route 30 is the only major transportation artery through Franklin Township, and as such it represents the core of the township's current and future tax base. The bypass also offers access to the Fruitbelt north and south of the Highway. The scenic quality of that area is indisputable and would make a special side trip for visitors.

Preservation/Conservation Issues—West

The following preservation/conservation issues pertain to the western end of the corridor:

- Need to preserve the rural, agricultural character of the corridor along historic Lincoln Highway segment and in the Fruitbelt area.
- Need to maintain the cohesive, village character of Cashtown and McKnightstown.
- Need to implement targeted improvements along the U.S. Route 30 bypass where they can substantially improve the visitor experience without compromising the economic potential of the corridor. Although historically this section of road was not part of the original highway alignment, it is well traveled and its appearance reflects on the rest of the corridor.

- Need to work to ensure that future development proposals along the bypass do not detract from the experience of driving the corridor.



Lovely to drive through, the villages of Cashtown and McKnightstown are also somewhat vulnerable. It is important that tourism development not overwhelm these two historic villages.

Potential Preservation/Conservation Actions—West

The following actions could be taken to address preservation/conservation issues identified for the western end of the corridor:

- 7.4 Road Improvements:** Work with Franklin Township to ensure that future road improvements do not compromise the historic character of the original Lincoln Highway.

Anticipated Result: The historic Lincoln Highway remains an attractive, slow, country drive.

- 7.5 Enhancement of Scenic Character:** The following actions would help to preserve the rural character of the western end of the corridor in Adams County:

- *Viewshed Protection:* Through a viewshed analysis, identify tracts of land that are critical to conservation efforts within this portion of the corridor. Establish connections with the Land Conservancy of Adams County to see if it would be willing to target these areas for easement donation efforts. As appropriate, support the Conservancy in these efforts—creating maps, compiling ownership information, attending meetings with property owners, or investigating sources of funding for easement acquisition. Support local initiatives that promote continued agricultural use of land along the western portion of the corridor in Adams County.

Anticipated Result: Preservation of the scenic character of selected tracts of land adjacent to the Lincoln Highway or within its viewshed through donated easements.

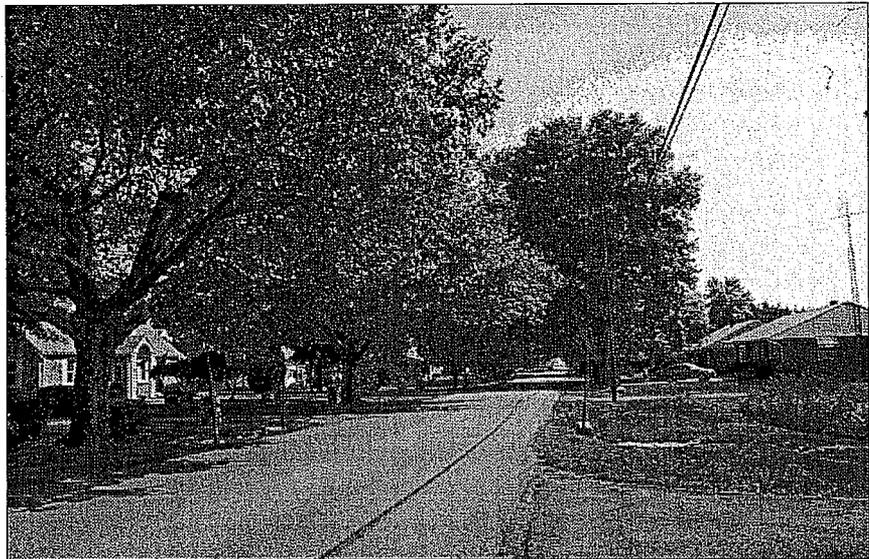
- *Billboard Mitigation:* Following completion of a viewshed study for the historic Lincoln Highway, work with outdoor advertisers to mitigate the impact of billboards on sensitive areas of the highway. This could be accomplished by altering color schemes or signboard configuration to better blend with the surrounding landscape.

Anticipated Result: Ability to drive the historic section of the Lincoln Highway with a minimum of modern intrusions.

7.6 Shade Tree Preservation: Implement a campaign to educate property owners about the significance of the McKnightstown sycamore trees. Have the health of existing trees assessed. Consider renewing the tree-planting tradition along the historic stretch of the highway.

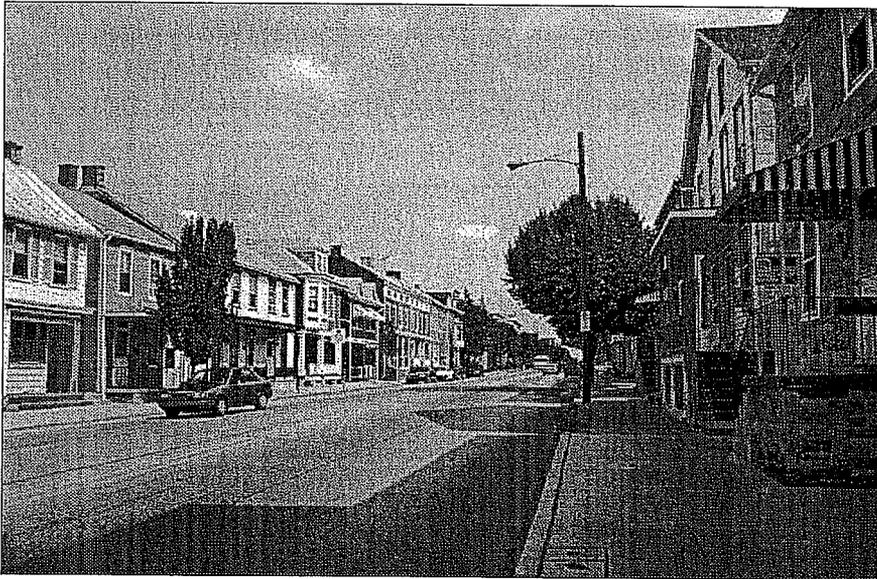
Anticipated Result: Continued presence of the sycamore allee, which distinguishes the section of the Lincoln Highway at McKnightstown.

During the 1910s and early 1920s, many communities engaged in tree planting programs, both for beautification and to commemorate soldiers lost in World War I. Additional research is needed to determine if the McKnightstown sycamores were planted as part of such a program.



Existing Conditions—Central Segment of the Lincoln Highway in Adams County

The central portion of the Adams County segment of the Lincoln Highway passes through Cumberland Township, Gettysburg Borough, and Straban Township. All three municipalities possess a comprehensive plan and a zoning ordinance. The immediate approach to Gettysburg from the west is well



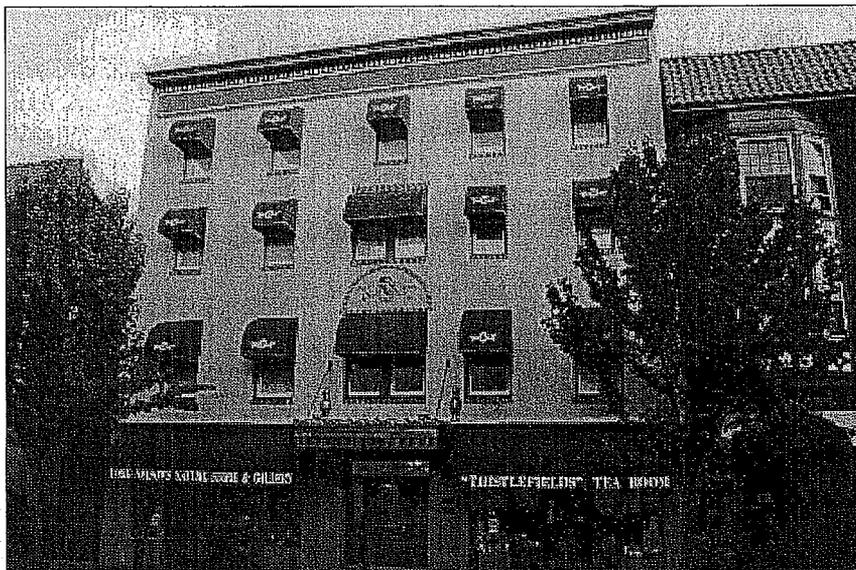
Streetscape scene on the Lincoln Highway on the west side of Gettysburg Borough.

protected, because much of the land adjacent to the corridor is part of Gettysburg National Military Park or preserved through easements held by the Friends of the National Parks at Gettysburg. Farther west however, between the golf course and McKnightstown, the corridor can be characterized as primarily low-density residential. The land use map in the 1990 Adams County Comprehensive Plan indicates that corridor from McKnightstown to Gettysburg will include: 1) crossroads commercial and residential development at Seven Stars followed by 2) a more expansive area of medium- to low-density residential development that extends east from the airport vicinity to the protected lands within the park. While it is not particularly scenic, neither is this stretch of road unattractive. Cumberland Township supervisors are currently receptive to preservation concerns and have considered developing design guidelines for new commercial development and investigating grant opportunities for easement acquisition as part of the township's updated comprehensive plan.

The section of the Lincoln Highway passing through Gettysburg is the most highly regulated portion of the Lincoln Highway with respect to preservation. Much of the borough is part of a National Register historic district, as well as a local historic district with an active Historic Architectural Review Board. A revised sign ordinance for the borough has recently been passed. There are a number of preservation interest groups already active in the borough. The role of the LHHC would be to support the initiatives of the borough and these groups, rather than taking the lead in setting local preservation policy.

The 1990 Adams County Comprehensive Plan indicates support for reinforcing existing business districts and retaining the mix of residential and commercial uses that has historically characterized the borough. Over the past decade, streetscape improvements have been gradually introduced around the square

and along Baltimore Street, which intersects the Lincoln Highway at the square, in accordance with the Historic Pathways Plan. At present, there are no design or treatment strategies that specifically target the Lincoln Highway in Gettysburg.



Historic downtown hotel located adjacent to the Blue Parrot Bistro on the Lincoln Highway.

The Lincoln Highway corridor in Straban Township between Gettysburg and the U.S. Route 15 interchange has lost its historic integrity. It has been thoroughly modernized by commercial development. According to the 1990 Adams County Comprehensive Plan land use map, this section of the corridor is anticipated to continue to develop commercially out to the U.S. Route 15 interchange with the exception of a narrow open space buffer proposed for the Borough / Straban Township border. The appearance of this portion of U.S. Route 30 shapes the first impressions of visitors coming from the east. Although it is neither quaint nor historic, this stretch of U.S. Route 30 receives considerable exposure and supports a portion of the county's tourism infrastructure. This portion of the corridor was part of a local historic district in the early 1980s; however, involvement of the historical review board has lapsed. Given the current economic climate and development trends, those owning property along the corridor are not likely to favor the reinstatement of preservation initiatives. Although a study of the corridor was prepared in 1995-97 as part of Straban Township's comprehensive plan update, the recommendations have never been formally adopted.

Preservation/Conservation Issues—Center

The following preservation/conservation issues pertain to the central part of the corridor:

- Need to visually enhance the approaches to Gettysburg along U.S. Route 30—especially the approach from the east. Whatever design approach is

developed for the eastern approach should be incorporated into the western approach for consistency and to create a definable sense of place.

- Need to maintain the high-density, urban character of the streetscape within the Borough of Gettysburg.

Potential Preservation/Conservation Actions—Center

The following actions could be taken to address preservation/conservation issues identified for the central part of the corridor:

7.7 Easement Acquisition: Approach Cumberland Township officials and both the Friends of the National Parks at Gettysburg and the Gettysburg Battlefield Preservation Association, about pursuing additional easement opportunities along the corridor west of Gettysburg.

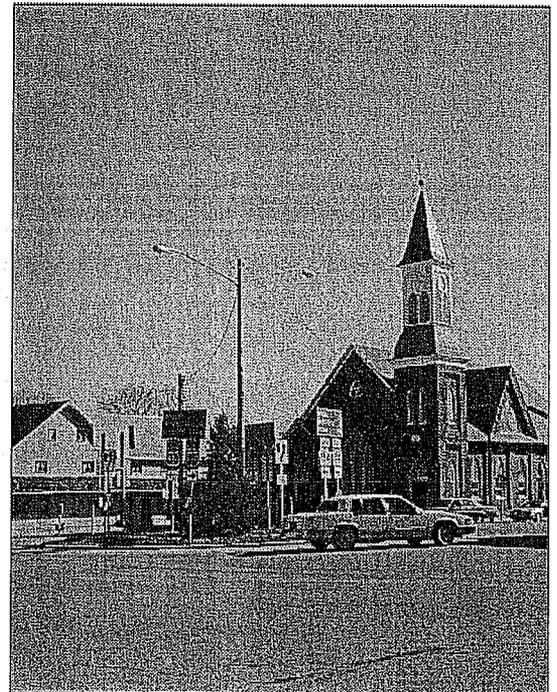
Anticipated Result: Protection of additional lands adjacent to the corridor.

Straban Township Historic Review Board: Continue to monitor the political / development climate in Straban Township and assess the potential for reactivating the Historic Review Board. Cultivate relationships with township residents who value preservation and may be interested in serving in such a capacity.

Anticipated Result: Reintroduction of preservation concerns into the local community planning dialogue.

Existing Conditions—Eastern Segment of the Lincoln Highway in Adams County

The eastern end of the Lincoln Highway in Adams County passes through Straban, Mount Pleasant, and Oxford Townships and the boroughs of New Oxford and Abbottstown. Straban and Cumberland Townships have comprehensive plans and zoning ordinances. Neither Mount Pleasant Township, Oxford Township, New Oxford, nor Abbottstown have comprehensive plans, although all but Oxford Township have some form of zoning. The highway also comprises the boundary between Berwick and Hamilton Townships. According to the 1990 Adams County Comprehensive Plan land use map, the eastern end of the corridor is anticipated to experience continued residential and commercial development that will eventually link New Oxford, Cross Keys, and Abbottstown. Since the adoption of the 1990 plan, a significant number of new residential developments have been constructed on the eastern side of the county. Only a marginal



Abbottstown, shown here, and New Oxford Boroughs are the primary points of interest along the Lincoln Highway east of Gettysburg.

amount of land directly adjacent to the highway is likely to remain in agricultural use or as open space.

East of Gettysburg, U.S. Route 30 has limited scenic appeal outside the boroughs of New Oxford and Abbottstown. However in some areas, visual quality has improved in recent years with more emphasis put on building placement and site landscaping. Nevertheless, due to the amalgam of residences, roadside commercial businesses, and industrial complexes that line the route, this portion of the corridor lacks a sense of cohesiveness. Few parcels of undeveloped land exist along this portion of the corridor. An important example of undeveloped land is the historically significant Camp Letterman site in Straban Township. Following the Battle of Gettysburg, the site housed the area's largest field hospital. The site has been cleared for possible development. If proposals to extend sewer service east along the U.S. Route 30 corridor beyond the U.S. Route 15 interchange are realized, development activity in Straban and Mount Pleasant townships is anticipated to increase substantially. A Lincoln Highway corridor study prepared for Straban Township proposed a change in zoning between Flickinger and Moose Roads from the commercial highway designation to a mix of village commercial and residential. The type of development such a change would encourage would very much support the efforts of heritage development, because it would help to establish a sense of place in an area that now feels like somewhat of a no man's land. Unfortunately, the success of such a change was incumbent on the re-routing of truck traffic off U.S. Route 30, and that does not seem possible in the immediate future.



*One of several bed and breakfasts
in New Oxford.*

While New Oxford and Abbottstown are attractive historic communities with the potential to attract tourists traveling the LHC corridor, few borough residents are aware of the national significance of this road. Neither of the two boroughs has ever been evaluated for listing in the National Register.

Both, however, retain their integrity and appear to be good candidates for historic districts. Both boroughs possess central squares surrounding what have essentially become traffic circles. These circles are focal points and symbolically serve as the heart of each community. Excessive traffic, especially truck traffic, is perceived as being a detriment to the two boroughs and a threat to the future of the circles.

In 1995, the Borough of New Oxford commissioned a Community Design and Beautification Analysis, which offered recommendations on how to reinforce the community's historic character. While the recommendations were intended to be merely advisory in nature, a strong anti-regulatory sentiment arose during the planning process. Although the borough council has not formally adopted the study, it remains a useful reference point for discussions of community design. Many of the points made in the study are equally applicable to other communities within the corridor.

Abbottstown is in the formative stages of creating a preservation group with a focus on restoring the character of the town circle. The feeling is that the circle is the most likely rallying point for preservation in the community. Over time much of the circle has been paved over. Today traffic, especially truck traffic, makes walking around the square unsafe. Another area of concern for the borough is the need for public education and financial incentives for rehabilitation of the town's historic buildings, especially the log structures. Abbottstown has the largest number of log buildings in the county. They are important resources that merit special attention. A grant or low interest loan program for façade restoration, coupled with improvements to the circle, would do much to increase the town's historic character.

Preservation/Conservation Issues—East

The following preservation/conservation issues pertain to the eastern end of the corridor:

- Need to preserve the historic character of New Oxford and Abbottstown.
- Need to protect and enhance the circles in Abbottstown and New Oxford.
- Need to ensure that traffic does not overwhelm the two boroughs.

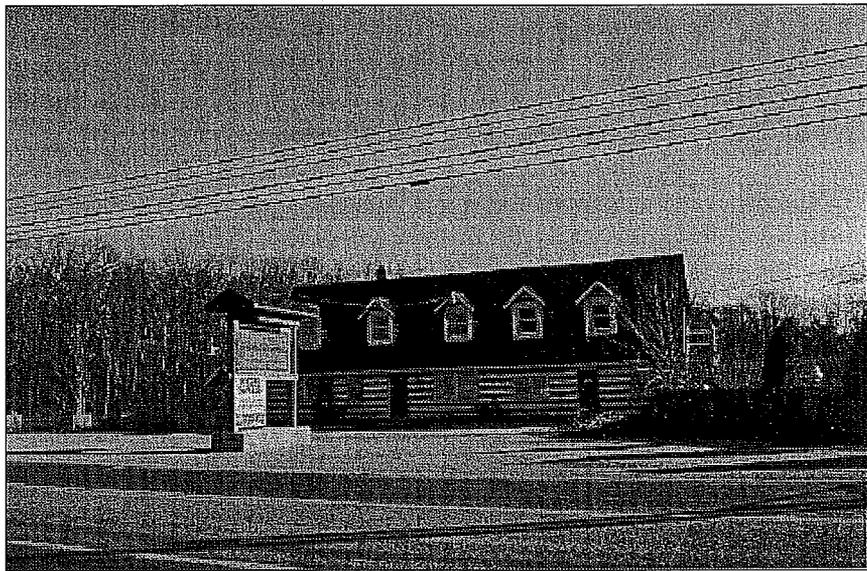
Potential Preservation/Conservation Actions—East

The following actions could be taken to address preservation/conservation issues identified for the eastern end of the corridor.

- 7.1 Lincoln Logs / Sunken Gardens:** Monitor proposals regarding the Lincoln Logs and Sunken Gardens properties, two of

the prominent roadside resources on the eastern side of the corridor. Prepare National Register nominations for the two structures as part of the Lincoln Highway multiple property listing. Advocate for the preservation of these structures by supporting efforts to assess the feasibility of reuse alternatives and providing guidance on rehabilitation tax credit opportunities.

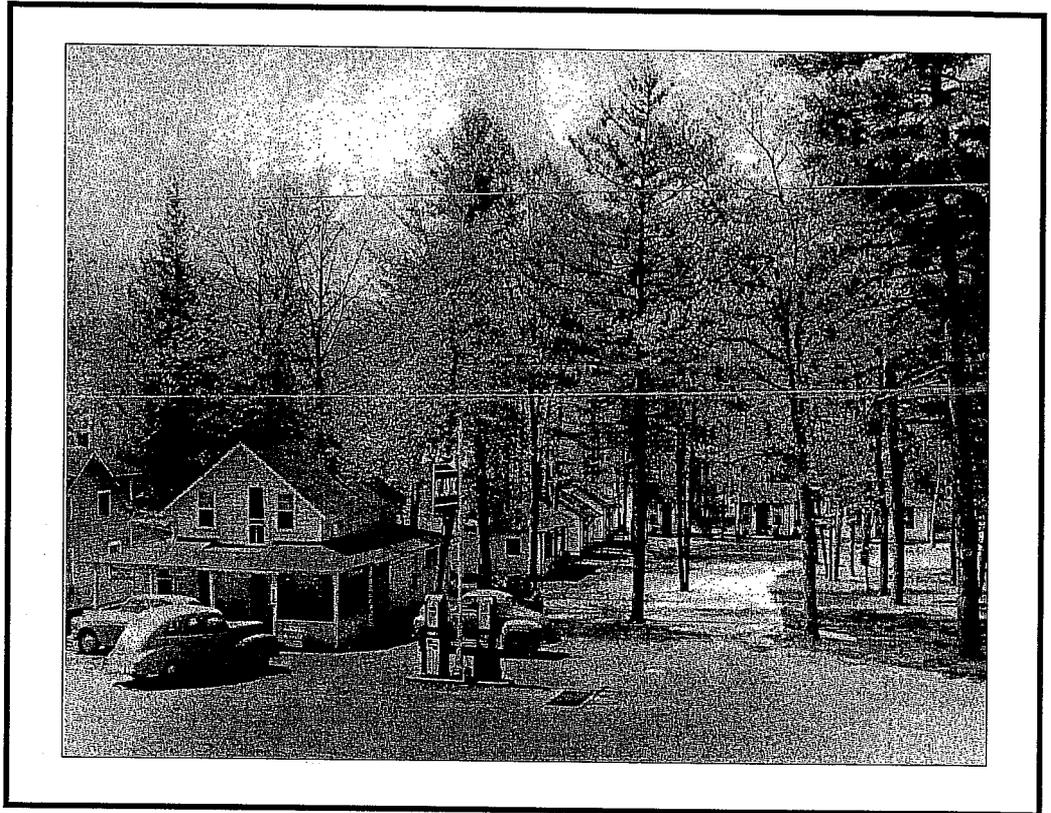
Anticipated Result: Preservation of resources that remind travelers of the road's origins and relate the significance of the Lincoln Highway story.



Lincoln Logs is a unique roadside business that currently sits vacant.

Study Recommendations

Photograph courtesy of Grace Kane



Chapter Eight

CHAPTER EIGHT

STUDY RECOMMENDATIONS

Introduction

The purpose of this chapter is to present the Adams County Steering Committee's recommendations on extending the Lincoln Highway Heritage Corridor to include Adams County and what that would mean for both the county and the LHHC. During February 2000, the Adams County Steering Committee met twice to review the actions put forward in Chapters Six, Seven, and Eight. The goal of these two workshops was to set priorities among potential actions in light of the LHHC's current project emphasis and the capacity of the group. In evaluating projects, the Steering Committee gave primary consideration to core LHHC projects—in other words, projects to which all of the other chapters have already committed. In general, each of those projects was determined to have corridor-wide benefits. Once those obligations were taken into account, the Steering Committee then considered other projects that addressed specific heritage development issues for Adams County. What follows in this chapter is a summary of these two workshops, a preliminary time line for undertaking said projects, and a case for including Adams County as part of the LHHC initiative.

Early Action Projects-Initiated During the Planning Process

Members of the Adams County Steering Committee initiated several early action projects as part of the planning process. A priority for the group has been to raise funds for the installation of Lincoln Highway signs along the route in Adams County. As of March 15, 2000, \$3,400 had been raised towards the \$12,000 match needed to install the Lincoln Highway signs. The Steering Committee hopes to raise the remainder by May 2000 in order to have the signs in place for the September 17 Road Rally. The group has also offered assistance in planning the annual Lincoln Highway road rally, one of the LHHC's major annual fundraisers, which will run through Adams County in 2000. As hosts of this year's road rally, the Steering Committee has pledged to raise \$1200 in sponsorships for the event. In addition to these fundraising projects, the Steering Committee has also agreed to begin gathering oral histories and primary documentation of the Lincoln Highway in Adams County, which will assist greatly with the implementation of the interpretive plan. Provisions have also been made for the group to support the creation and distribution

of the quarterly *Lincoln Highway Journal* by writing articles and securing advertisements. To date, the committee has formed two subcommittees to address fundraising and public relations issues. It is expected that as the group moves towards implementation, a third subcommittee for interpretation will be needed.

Table 8.1 lists early action projects and describes contact people and *potential* partners for said projects. As implementation proceeds, formal agreements will still need to be developed with partner organizations.

Table 8.1 Early Action Projects

Early Action Projects	Contact Person	Potential Partner
Installing Lincoln Highway Signs	Tom Davidson	Municipal Officials Lincoln Highway Association
Hosting the 2000 Road Rally	Merry Bush	Local Sponsors Municipal Officials <i>Gettysburg Times</i>
Gathering Oral History and Primary Source Documentation	Ann Diviney John Murphy	Adams County Historical Society Gettysburg College Lincoln Highway Association The Brethren Home Friends of the Lincoln Highway
Assisting with the <i>Lincoln Highway Journal</i>	Cindy Ford	?

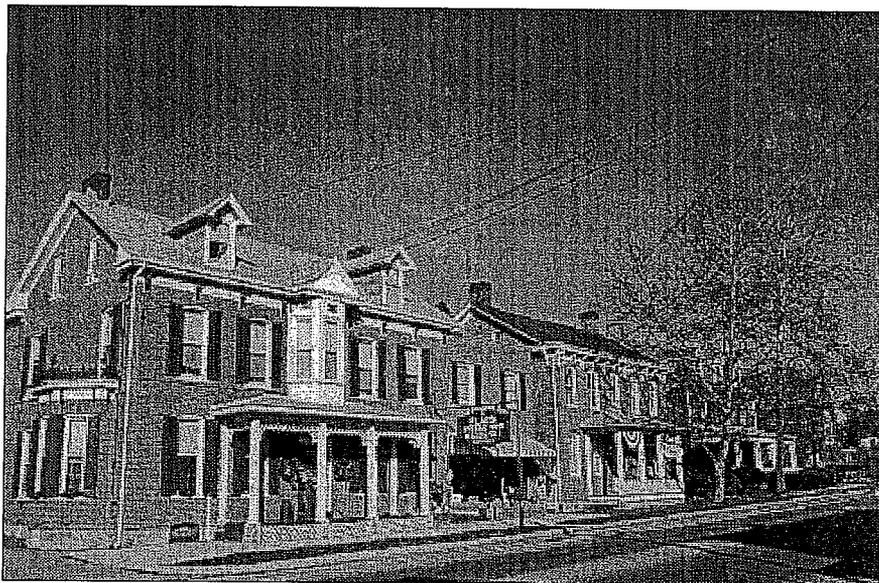
Short Term Projects-Years 2000-2002

In addition to their current project commitments, Adams County chapter members anticipate focusing on two other project areas over the next three years-interpretation and relationship building. Both are areas of emphasis for the other chapters along the corridor.

Interpretive Plan Implementation

Working closely with members of the existing Franklin County chapter, Adams County participants will assist the LHC in implementing the first phase of the interpretive plan along the eastern end of the corridor. This will involve negotiating locations for the installation of wayside exhibits, conducting research in support of developing those exhibits, and helping with coordination

between the LHHC, the exhibit design firm, and private property owners of host sites. Producing a corridor-wide educational brochure and driving guide, developing a regional graphic identity system (logo, publication templates, etc.), and creating a traveling exhibit of HABS/HAER photographs taken along the highway are three other tasks associated with the first phase of the interpretive plan. It is likely however, that the LHHC board will take the lead in these corridor-wide projects and limited participation by members of the corridor's chapters will be required.



In addition to providing information to travelers, interpretation along the highway should help visitors to see their communities in a new light.

The development and installation of wayside exhibits will be a time-consuming process; however, this project (in conjunction with the installation of the highway signs) should do much to generate community interest in the Lincoln Highway. The waysides and signs will also create a real, identifiable presence for the LHHC within the county. The process of gathering information and oral histories on the Lincoln Highway and using that information for corridor interpretation will also provide a focus for community outreach efforts.

Table 8.2 lists short term projects and describes contact people and *potential* partners for said projects. As implementation proceeds, formal agreements will still need to be developed for partner organizations.

Table 8.2 Short Term Interpretive Projects

Short Term Projects	Contact Person	Potential Partner
Negotiating wayside exhibits and information hubs	Franklin/Adams Chapter Interpretation Liaison	National Park Service Host Sites
Participating in the development of a graphic identity system and educational brochure	LHHC Executive Director	N/A
Hosting a HABS/HAER photograph exhibit	LHHC Executive Director	PennDOT Adams County Arts Council National Park Service
Coordinating with the Gettysburg Borough Interpretive Plan	Kevin Trostle	Main Street Gettysburg National Park Service Borough of Gettysburg Gettysburg Interpretive Plan Steering Committee

Interpretive Exhibit Locations

This study offers preliminary recommendations for phasing the installation of wayside exhibits. The ten locations listed in Table 8.3 have been identified as short-term priorities for interpretive installations in Adams County. Inclusion in this list, however, does not imply that the owner or operator has agreed to host a wayside exhibit. As with the rest of the corridor, this study only presents suggestions for sites. Formal agreements must still be worked out between the LHHC and individual property owners with assistance from the Adams County chapter members.

Site Name	Location	Potential Story
Abbottstown Town Square/Altland House	Abbottstown	Frontier Settlement
Cashtown Inn	Cashtown	Philadelphia Pittsburgh Turnpike
Epley's Garage	Gettysburg	Fill 'Er Up
Eisenhower National Historic Site	Gettysburg	Eisenhower
Gettysburg National Military Park	Gettysburg	Gettysburg and the Motor Tourists
Hotel Gettysburg / Lincoln Square	Gettysburg	Origins of the Name

Table 8.3, continued

Site Name	Location	Potential Story
Lee's Headquarters Museum/Larson's Quality Inn	Gettysburg	Civil War Troop Movements
Lincoln Train Station	Gettysburg	Trains Versus Cars
New Oxford Town Square	New Oxford	Boy Scout Caravan
Round Barn	Cashtown, North	Farm Fresh Produce

Relationship Building

A primary goal for the Steering Committee will be to continue developing momentum for the Lincoln Highway initiative through regular outreach to civic and municipal organizations, businesses, and interested citizens along the corridor. Although technically listed in the short term category these efforts will, in actuality, be ongoing.

Efforts to enlist broad community support for the Lincoln Highway have been hampered somewhat by inopportune timing. As this project commenced, several other major community initiatives were also launched, which resulted in considerable short term competition for time, resources, and media attention. In short, the civic capital of Adams County was spread rather thin throughout the planning process with many community leaders serving on multiple committees for a variety of worthy projects. With so much activity, key individuals who might otherwise have been interested in the Lincoln Highway initiative found themselves over-committed and unable to participate or fully commit their organizational resources to this project. Included among those initiatives taking place in the county over the past year were the Adams County Bicentennial; the Gettysburg Borough Interpretive Plan; the creation of the National Trust for Historic Gettysburg, a new community foundation; and the culmination of the General Management Plan for Gettysburg National Military Park.

It is fortunate, however that these projects are all fundamentally heritage-related in nature, promoting Adams County's diverse cultural and historical resources. As such, they could ultimately become strong complements to efforts undertaken as part of the Lincoln Highway Heritage Corridor initiative. The challenge faced by the Adams County Steering Committee has been that the story of the Lincoln Highway is one small, specialized aspect of the county's larger history. Consequently, the Steering Committee has not been able to claim much time in the public spotlight this year. There is reason to expect, however, that circumstances over the next twelve months may favor the Lincoln Highway effort. If this initiative is to succeed, the Adams County chapter

members must be diligent in working to convey the significance of the Lincoln Highway story to both residents and visitors.

With the planning process complete, the Steering Committee will now have a clear set of recommendations and projects to sell to residents. By focusing on interpretation, the Steering Committee has the opportunity to spark interest in an under-appreciated aspect of the county's history. It is anticipated that the *Gettysburg Times* will be running a major feature on the Lincoln Highway in August, and the Steering Committee should be poised to capitalize on that exposure. Collecting oral histories, gathering historic photographs, and finding old newspaper articles offer small, manageable ways for the community to get involved and become personally invested in the project.

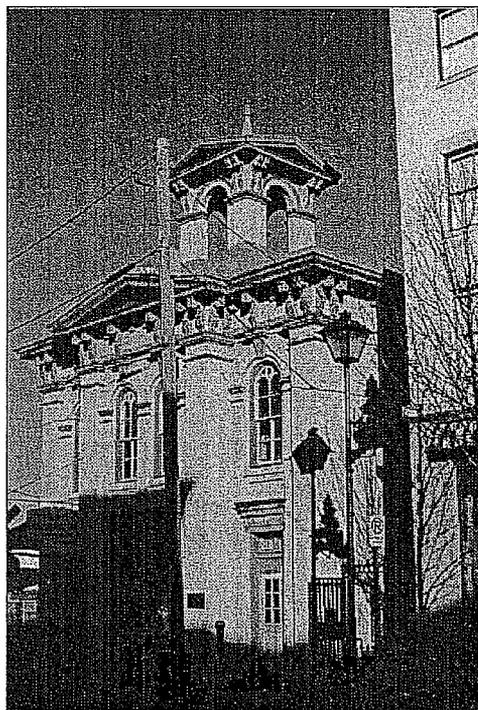
In the coming year, the projects with which the Lincoln Highway formerly "competed" will have begun to move towards implementation, and it appears likely that the LHC's goals will overlap with these other efforts.

Once the dust has settled, Steering Committee members, many of whom are also serving on committees for these other projects, can begin to strongly advocate for the inclusion of aspects of this study in those larger projects. The public response received to date, while limited, has been highly favorable. It is anticipated that with continued effort on the part of the Steering Committee, the small core of Lincoln Highway supporters can be expanded substantially.

In addition to the relationship building that will occur during the implementation of the interpretive plan, considerable efforts will need to take place in the areas of tourism/revitalization and preservation/conservation. The involvement of representatives from organizations focusing on these areas has been limited thus far.

Short Term Tourism/Revitalization Projects

One of the main impetuses behind extending the corridor east into Adams County, was the opportunity for the LHC to tap into the large tourism market associated with the greater Gettysburg area. The corridor already contains several major tourism attractions, including Idlewild Park and the Laurel Highlands resort area, but neither attracts the number of heritage tourists that Gettysburg does. An LHC presence in this market could do much to raise the public visibility of this project, and raising visibility is a priority for the organization at this time.



Building a relationship with the Gettysburg Area Convention and Visitor's Bureau, which operates the visitor information center in the train station, is an important first step.

While there has been representation from the Gettysburg /Adams County Chamber of Commerce and Main Street Gettysburg during the planning process, the Steering Committee has yet to secure support from the Gettysburg Convention and Visitors Bureau. In the short term, more work is needed to bring this group, and other tourism-related organizations, on

board with this project. As with the rest of the corridor, the LHHC continues to work to overcome the general lack of awareness of the importance of the Lincoln Highway. A regular program of community outreach and orientation will be needed in order for representatives of the tourism industry in Adams County to begin to see the highway's potential to organize and promote the county's existing tourism infrastructure in a new and exciting way. The short term goal for tourism should be to cultivate these relationships and explore ideas for low-impact, joint marketing opportunities.

In the area of community revitalization, the general sentiment of the Steering Committee has been that LHHC involvement should manifest itself through support of existing efforts by other organizations, such as Gettysburg's Historic Pathways Project, and spearheading issues of relevance to the corridor where no advocate was already in place. A primary community revitalization goal in Adams County should be improving the quality of the approaches to the boroughs along the route and the historic segment of US Route 30. The role of the LHHC should be to support, as appropriate, revitalization projects initiated by other agencies and organizations. An example project might be to bury overhead wires along the highway in Straban Township. The LHHC would not, however, seek to secure financing for those projects independently—that would be the role of one or more partner organizations in the county.

It is anticipated that a variety of local agencies and organizations will take on leadership roles in the area of tourism and community revitalization. Such agencies might include, but not be limited to the Adams County Office of Planning and Development, the Gettysburg/ Adams County Chamber of Commerce, local chambers of commerce, and the Convention and Visitors Bureau. Table 8.4 lists outreach opportunities for this area, which are further detailed in Chapter Six:

Table 8.4 Short Term Tourism/Revitalization Projects

Short Term Projects	Potential Partner
Tourism and Economic Development Agency Coordination	Gettysburg Convention and Visitors Bureau Adams County Economic Development Corporation Main Street Gettysburg Chambers of Commerce (Adams County/Gettysburg, New Oxford, Abbottstown)
Offering LHHC Orientation Programs	Chambers of Commerce Civic Organizations (Rotary, etc.)

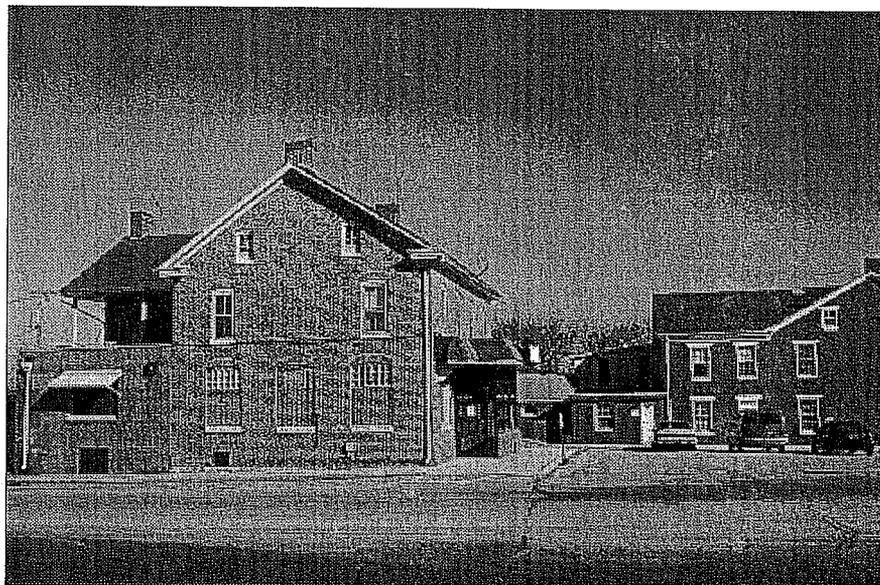
Table 8.4, continued

Short Term Projects	Potential Partner
Exploring Joint Marketing Efforts	Gettysburg Convention and Visitors Bureau Main Street Gettysburg Gettysburg Area Retail Merchants Association New Oxford Antiques Merchants Association Bed and Breakfast Owners of Adams County
Providing Website Improvements	Gettysburg Convention and Visitors Bureau Gettysburg.com
Participating in Revitalization Projects	Historic Pathways Project New Oxford Chamber of Commerce
Advocating for Improvements to Community Approaches (Historic Route 30, Gettysburg, New Oxford, and Abbottstown)	PennDOT Municipal and County Officials Commonwealth of Pennsylvania

Short Term Preservation/Conservation Projects

As with the area of tourism/revitalization, the short term goal for preservation/conservation should be to create a place for the Lincoln Highway on the agendas of organizations and agencies working within the corridor. Municipalities, PennDOT, preservation organizations, and the Adams County Planning and Development Office are all key groups that should have familiarity with the LHHC's goals and the issues about which the Steering Committee feels strongly. As the planning process draws to a close, the Lincoln Highway still remains low on the radar screens of many in the county. It is critical that the Steering Committee begins to raise the profile of this project over the short term.

It is anticipated that the Adams County Office of Planning and Development will take the lead in the area of preservation/conservation efforts. Other agencies and organizations within the county should be prepared to play a supportive role in these efforts. The LHHC should support and advocate for, as appropriate, community preservation and conservation projects initiated by other agencies and organizations. Outreach opportunities for this area, which are further detailed in Chapter Seven, are listed in Table 8.5.



Assistance in restoring the appearance of historic facades along the highway is a long term preservation/conservation goal.

Table 8.5 Short Term Preservation/Conservation Projects

Short Term Projects	Potential Partner
Obtaining Official Recognition of the Lincoln Highway	Adams County Commissioners Franklin Township Cumberland Township Gettysburg Borough New Oxford Borough Abbottstown Borough Straban Township Mount Pleasant Township Oxford Township Hamilton Township Berwick Township
Participating in Planning Initiatives that Affect the Corridor	Municipal and County Officials (See Above)
Coordinating with Preservation/Conservation Groups Working in the Corridor	Historic Gettysburg-Adams County, Inc. Abbottstown Preservation Society Land Conservancy of Adams County Friends of the National Parks at Gettysburg Biglerville Historical Society (Fruitbelt) Gettysburg Battlefield Preservation Association

Table 8.5, continued

Short Term Projects	Potential Partner
Establishing Regular Communications with PennDOT	PennDOT
Monitoring Proposed Development in the Corridor	Municipal Officials (See Above)
Advocating for the Preservation of the Shade Trees on Historic Route 30 in McKnightstown	Utility Companies Penn State Extension Office South Mountain Audubon Society Franklin Township Officials Adjacent Property Owners

Mid Range Projects-Years 2003-2006

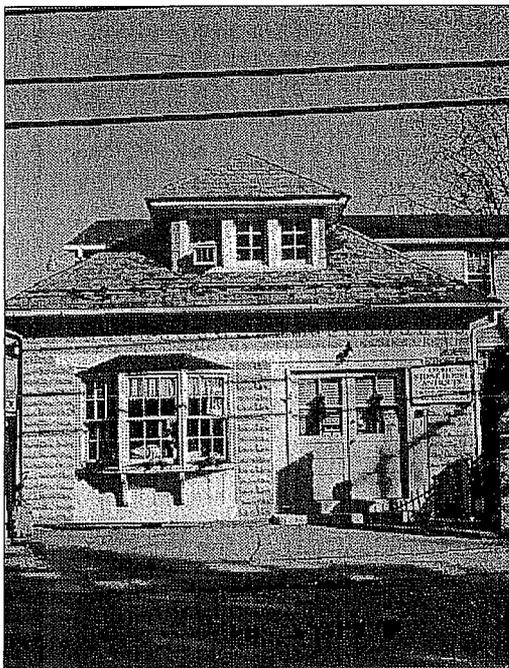
Once the investment has been made in laying the foundations for the system of wayside exhibits and members of the community are more familiar with the goals of the LHC, Franklin/Adams County chapter members can begin targeting issues of local concern in this portion of the corridor.

Interpretation/Education

Following the lead set forth in the interpretive plan for the corridor, Adams County will continue to expand and enhance the interpretive program that is put into place in years 2000 to 2002. These efforts will include the addition of new waysides and public art, such as murals, that complements existing outdoor and indoor exhibits. The LHC also anticipates developing an audio tour for the corridor in 2004. Franklin/Adams County chapter members will contribute to this effort by assisting the LHC to identify and prepare content for their portion of the corridor. During this time chapter members may also elect to develop localized tours of communities and unique sites within Franklin and Adams Counties through downtown walking tours, scenic driving loops, or topical bike tours.

Table 8.6 Mid Range Interpretation/Education Projects

Mid Range Projects	Potential Partner
Assist with the Creation of a Lincoln Highway Audio Tour	AAA Gettysburg College



Cast-stone residential garage from the 1920s that has been converted into an antique store.

Table 8.6, continued

Mid Range Projects	Potential Partner
Undertake Exhibit Enhancements (Including Murals)	Main Street Gettysburg Borough Councils (Gettysburg, New Oxford, Abbottstown) Adams County Arts Council Lost Sponsors/Wayside Exhibit Host Sites
Develop Specialized Tours (Walking, Driving, Biking)	Fruit Growers Association (Fruitbelt Driving Tour) Gettysburg Convention and Visitors Bureau (Scenic Valley Tour) Main Street Gettysburg (Historic Pathways Walking Tour) Antiques Merchants Association Abbottstown Preservation Society Blazing Saddles Bike Tours

Tourism/Revitalization

Once relationships with tourism and municipal representatives have been strengthened during years 2000-2002, it will be possible for members of the Franklin/Adams County Chapter to begin advocating for specific character- and tourism-enhancement projects in their portion of the corridor. In Gettysburg, New Oxford, and Abbottstown, the circles should be focal points for community design initiatives. Another mid term priority will be establishing economic and tourism linkages between New Oxford and Abbottstown, seeking to extend the prosperity of the antique dealers' sphere farther east. In the townships, efforts will be made to improve the scenic character of the roadway through litter reduction and targeted beautification and planting projects. Table 8.7 lists mid range tourism/revitalization projects and potential partners.

Table 8.7 Mid Range Tourism/Revitalization Projects

Mid Range Projects	Potential Partner
Advocate for Circle Improvements (Gettysburg, New Oxford, Abbottstown)	Borough Councils (Gettysburg, New Oxford, and Abbottstown) PennDOT Chambers of Commerce Commonwealth of Pennsylvania

Table 8.7, continued

Mid Range Projects	Potential Partner
Facilitate Community Design and Economic Linkages between New Oxford and Abbottstown	New Oxford and Abbottstown Borough Councils Antiques Merchants Association New Oxford Chamber of Commerce Abbottstown Preservation Society
Enhance Highway Character	PennDOT Adopt-A-Highway Lincoln Highway Association Garden Clubs Civic Organizations (Rotary, etc.) Municipal and County Officials

Preservation/Conservation

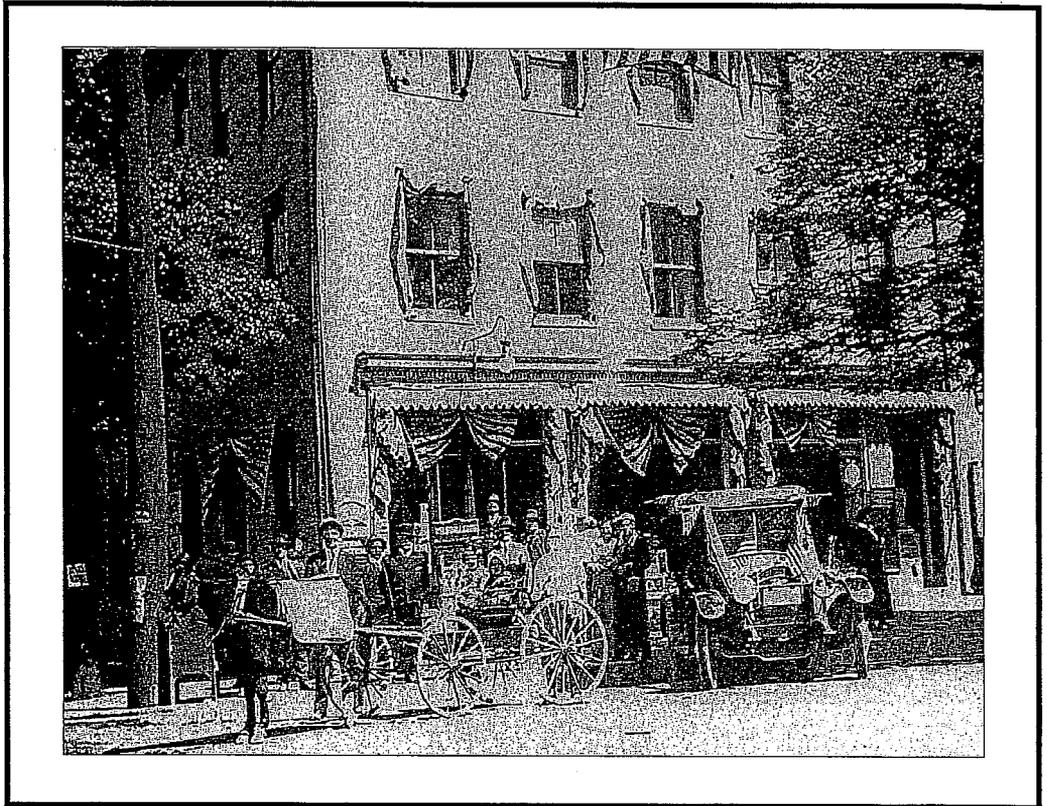
Once Adams County has enlisted the support of the county’s preservation and conservation groups, chapter members and partnering organizations will begin to further document the county’s historic highway resources. As appropriate, nominations for individual resources or historic districts will be prepared and submitted to the National Register of Historic Places. The research conducted as part of this task will also support the expansion of the interpretive program in this part of the corridor. A second mid term priority for chapter members will be advocating for the conservation and enhancement of scenic views along the western end of the highway in Adams County. Table 8.8 lists mid term Preservation/Conservation projects and potential partners.

Table 8.8 Mid Range Preservation/Conservation Projects

Mid Range Projects	Potential Partner
Document Historic Corridor Resources (Individual Sites and Districts)	Adams County Historical Society Historic Preservation Society of Gettysburg, Adams County Abbottstown Preservation Society Pennsylvania Historic and Museum Commission PennDOT Gettysburg College
Enhance the Scenic Character of the Corridor in Western Adams County	Franklin Township Land Conservancy of Adams County Property Owners

Interpretive Treatment Recommendations

Photo provided by the University of Michigan, Ann Arbor.



Will's House on Lincoln Square, Gettysburg, ca. 1924.

Appendix A

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High Priority Sites									
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
1. Abbottstown Town Square/Altland House	Interpretive/Orientation Exhibit	High Priority	Adams	Traveling the Highway	Highway Enterprise	Frontier Settlement	Packhorses and Wagons		
2. Gettysburg National Military Park	Interpretive/Orientation Exhibit	High Priority	Adams	Roads West	Traveling the Highway	Civil War Troop Movements	Gettysburg and the Motor Tourists		
3. Hotel Gettysburg	Interpretive/Orientation Exhibit	High Priority	Adams	Traveling the Highway	Highway Enterprise	Origins of the Name	Gettysburg and the Motor Tourists		
4. LH Marker, Tick Tock	Interpretive/Orientation Exhibit	High Priority	Adams	Building the Highway		Boy Scout Caravan	From Names to Numbers		
5. New Oxford Town Square/Concrete Marker	Interpretive/Orientation Exhibit	High Priority	Adams	Changing Main Street		Boy Scout Caravan	Hospitality of Strangers		
6. Route 15 Welcome Center (Future Possibility)	Interpretive/Orientation Exhibit	High Priority	Adams	Highway Enterprise	Traveling the Highway	Fill 'Er Up	Campsites to Motels Pleasure of Roadside Dining		

Inclusion of a site within one of these lists does not in any way imply an endorsement by the owner of said site to host or sponsor any form of interpretation. Such agreements will need to be negotiated by the LHHC on a case by case basis as the plan is implemented.

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Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
7. Aero Oil Company	Interpretive Exhibit	High Priority	Adams	Highway Enterprise	Traveling the Highway	Fill 'Er Up	New Lives for Highway Business		
8. Cashtown Inn	Interpretive Exhibit	High Priority	Adams	Roads West	Traveling the Highway	Philadelphia Pittsburgh Turnpike	Decline of the Roads		
9. Eberhart's Garage	Interpretive Exhibit	High Priority	Adams	Highway Enterprise	Traveling the Highway	Fill 'Er Up	Travel Inconveniences		
10. Eisenhower National Historic Site	Interpretive Exhibit	High Priority	Adams	Traveling the Highway		Eisenhower	Rise of Trucking		
11. Gettysburg and Harrisburg Railroad Station	Interpretive Exhibit	Done	Adams	Traveling the Highway		Gettysburg and the Motor Tourists			
12. Lee's Headquarters Museum/Larson's Quality Inn	Interpretive Exhibit	High Priority	Adams	Highway Enterprise	Traveling the Highway	Campsites to Motels	Civil War Troop Movements		
13. Lincoln Train Station	Interpretive Exhibit	High Priority	Adams	Traveling the Highway	Building the Highway	Trains Versus Cars	Relative Amount and Speed of Travel		
14. Lutheran Theological Seminary	Interpretive Exhibit	High Priority	Adams	Roads West	Traveling the Highway	Frontier Settlement			

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High Priority Sites									
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
15. New Oxford Train Station	Interpretive Exhibit	High Priority	Adams	Traveling the Highway		Trains versus Cars			
16. Round Barn	Interpretive Exhibit	High Priority	Adams	Traveling the Highway	Highway Enterprise	Farm Fresh Produce	Roadside Family Business		
17. Totem Pole Playhouse	Interpretive Exhibit	High Priority	Adams	Traveling the Highway		Family Car Trips	Equipping Your Auto		
18. Lincoln Square/Wills House	No Treatment	High Priority	Adams	Changing Main Street		N/A	Equipping Your Auto		

Medium Priority Sites									
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
1. Michaux State Forest	Wall Plaque	Medium Priority	Adams	Traveling the Highway	Roads West	An Alternative to the Resort Life			
2. Cross Keys Intersection	Interpretive/Orientation Exhibit	Medium Priority	Adams	Highway Enterprise		Lost Pieces of Lincoln Highway			
3. National Apple Museum	Interpretive/Orientation Exhibit	Medium Priority	Adams	Traveling the Highway		Farm Fresh Produce	Rise of Trucking		
4. McKnightstown PO, C.W. Johnson General	Interpretive Exhibit	Medium Priority	Adams	Traveling the Highway	Changing Main Street	Getting the Mail Through			

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Medium Priority Sites									
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
Store									
5. Cashtown Garage	Interpretive Exhibit	Medium Priority	Adams	Highway Enterprise	Traveling the Highway	You're on Your Own	Fill 'Er Up		
6. Tick Tock Intersection/ Concrete Marker	Interpretive Exhibit	Medium Priority	Adams	Building the Highway		Changing Alignments	Highway Safety		
7. Blue Parrot Bistro	Wall Plaque	Medium Priority	Adams	Highway Enterprise		Capturing the Tourist Dollar			
8. Fruit Markets	Wall Plaque	Medium Priority	Adams	Traveling the Highway		Farm Fresh Produce			
9. Lincoln Diner	Wall Plaque	Medium Priority	Adams	Highway Enterprise		Pleasures of Roadside Dining			
10. Majestic Theater	Wall Plaque	Medium Priority	Adams	Changing Main Street		Amusements and Attractions			
11. Mr. Ed's Elephant Museum	Wall Plaque	Medium Priority	Adams	Highway Enterprise		Amusements and Attractions	Advertising Innovations		
12. New Oxford Garage	Wall Plaque	Medium Priority	Adams	Highway Enterprise		Fill 'Er Up			
13. Plank Garage	Wall Plaque	Medium Priority	Adams	Highway Enterprise	Traveling the Highway	New on the Block			

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Medium Priority Sites							
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2
14. Wallace's Antiques-Gas Station	Wall Plaque	Medium Priority	Adams	Changing Main Street		New on the Block	
15. Lincoln Logs	Site Marker	Medium Priority	Adams	Highway Enterprise			

Low Priority Sites							
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2
1. Hotel Oxford	Interpretive Exhibit	Low Priority	Adams	Traveling the Highway	Highway Enterprise	Our Main Street	Wagons Versus Cars
2. Orchard Overlook	Interpretive Exhibit	Low Priority	Adams	Traveling the Highway		Rise of Trucking	
3. Rocktop Inn	Interpretive Exhibit	Low Priority	Adams	Highway Enterprise		Making the Climb	Summit Oases
4. Straban Township Commercial Strip	Interpretive Exhibit	Low Priority	Adams	Changing Main Street		New on the Block	
5. Abbottstown Gas Station	Wall Plaque	Low Priority	Adams	Highway Enterprise		Fill 'Er Up	
6. City Hotel	Wall Plaque	Low Priority	Adams	Traveling the Highway	Highway Enterprise	An Alternative to the Resort Life	

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Low Priority Sites										
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2			
7. Hofbrauhaus Restaurant	Wall Plaque	Low Priority	Adams	Highway Enterprise		Pleasures of Roadside Dining				
8. Moose Lodge (Miniature Golf Course, 1930s)	Wall Plaque	Low Priority	Adams	Highway Enterprise		Amusements and Attractions				
9. Park Hotel	Wall Plaque	Low Priority	Adams	Traveling the Highway	Highway Enterprise	Our Main Street				
10. 1921 Jubilee Road Remnant	Site Marker	Low Priority	Adams	Building the Highway	Traveling the Highway					
11. Colonel Creek Campgrounds	Site Marker	Low Priority	Adams	Traveling the Highway	Highway Enterprise	Campsites to Motels				
12. Kane's Toll House	Site Marker	Low Priority	Adams	Roads West						
13. Sunken Gardens	Site Marker	Low Priority	Adams	Highway Enterprise	Traveling the Highway					
14. Bridge, South Branch Conewago Creek	No Treatment	Low Priority	Adams	Building the Highway						
15. Chanticleer Inn	No Treatment	Low Priority	Adams	Traveling the Highway	Highway Enterprise					
16. Crosskeys Automotive Parts	No Treatment	Low Priority	Adams	Highway Enterprise						

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Low Priority Sites									
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
17. Holland Motel	No Treatment	Low Priority	Adams	Highway Enterprise	Traveling the Highway				
18. John Abbott House	No Treatment	Low Priority	Adams	Roads West					
19. LH Marker	No Treatment	Low Priority	Adams	Building the Highway					
20. LH Marker	No Treatment	Low Priority	Adams	Building the Highway					
21. LH Marker	No Treatment	Low Priority	Adams	Building the Highway					
22. Lincolnway Motel East	No Treatment	Low Priority	Adams	Highway Enterprise	Traveling the Highway				
23. Sycamore Trees	No Treatment	Low Priority	Adams	Building the Highway					
24. McKnightstown Toll House	Site Marker	Low Priority	Adams	Roads West	Traveling the Highway				
25. Turnpike Marker	No Treatment	Low Priority	Adams	Roads West					
26. Turnpike Marker	No Treatment	Low Priority	Adams	Roads West					
27. Western Maryland Railroad Corridor	No Treatment	Low Priority	Adams	Building the Highway					

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Low Priority Sites									
Site Name	Interpretive Treatment	Overall Rank	County	Sub-Theme #1	Sub-Theme #2	Story #1	Story #2		
28. William Forsythe Stone Culvert	No Treatment	Low Priority	Adams	Building the Highway					
29. Willoughby Run Bridge	No Treatment	Low Priority	Adams	Building the Highway					
30. Antiques Stores	No Treatment	Redundant with Other Resources	Adams	Changing Main Street					
31. Cashtown Bypass/Downtown Cashtown, McKnightstown	No Treatment	Redundant with Other Resources	Adams	Building the Highway	Roads West				
32. Gettysburg Battlefield Historic District	No Treatment	Redundant with Other Resources	Adams	Traveling the Highway	Changing Main Street				