THE SOCIETY FOR COMMERICAL ARCHEOLOGY PRESENTS

HIGHWAYS TO HISTORY:

THE LINCOLN HIGHWAY AND THE PENNSYLVANIA TURNPIKE BETWEEN PITTSBURG AND BEDFORD, PENNSYLVANIA

OCTOBER 6, 1990
THE SOCIETY FOR COMMERCIAL ARCHEOLOGY

presents

HIGHWAYS TO HISTORY:

THE LINCOLN HIGHWAY AND THE PENNSYLVANIA TURNPIKE
BETWEEN
PITTSBURGH AND BEDFORD, PENNSYLVANIA

October 6, 1990

Prepared by
John Axtell, Brian Butko, William McLaughlin
Ray Ott, Rebecca Shiffer, Tania Werbizky

Copyright, 1990
by the Society for Commercial Archeology
C/O National Museum of American History
Room 5010
Washington, D.C. 20560
(202) 882-5424
INTRODUCTION

Today's tour will travel two landmark highways, the Lincoln Highway and the Pennsylvania Turnpike. The Lincoln Highway provided the first transcontinental automobile route, linking New York City and San Francisco. Then the Pennsylvania Turnpike, America's first limited-access, four-lane, divided, high-speed toll highway, elevated automobile travel to new heights of speed and convenience. These two roads demonstrate a full range of highway innovations that have been refined, but not surpassed, in the subsequent fifty years.

We will travel eastward from Pittsburgh to Bedford, Pennsylvania, via the Lincoln Highway and return westward to Pittsburgh along the Pennsylvania Turnpike. Both highways travel through the ridges and valleys of the Allegheny Mountains and front. Along the way, we will visit roadside attractions illustrating the rich histories of these two "Highways to History."

THE LINCOLN HIGHWAY

Carl G. Fisher, a major figure in automotive history, was the man behind the highway. Fisher founded the Prest-O-Lite Company, manufacturer of automobile headlights and batteries, and inaugurated the Indianapolis 500 at his Indianapolis Motor Speedway in 1911. Fisher presented his idea for a transcontinental highway, which he dubbed the Coast-to-Coast Rock Highway, at an Indianapolis dinner party in September, 1912. Henry B. Joy, president of the Packard Motor Car Company and an early backer of the highway project, suggested the name change to the Lincoln Highway, to memorialize his favorite president.

Fisher and his backers formed the Lincoln Highway Association to organize and promote the highway. Largely at its members own expense, the Association campaigned vigorously to enlist popular support for the Highway. One of their promotional messages, "The
Appeal to Patriots, Issued September 10th, 1913," inaugurated the advertising slogan "See America first!" that has reverberated in travel promotions ever since!

In Pennsylvania, as across the country, the Lincoln Highway route followed and linked various segments of existing roads. Upgrading and paving of the existing roadway depended largely on the cooperation and finances of states and municipalities along the route. The Association then marked the road with red, white and blue signs. The route was largely completed by 1915, in time for cross-country travel to the Panama-Pacific Exposition held in San Francisco that year. Our tour commemorates the 75th Anniversary of the fully realized Lincoln Highway.

In the wake of the Lincoln Highway, a quick proliferation of named highways and their mass of confusing signage led to the adoption of a standardized federal road-numbering system in 1925. Much of the Lincoln Highway, including its Pennsylvania mileage, became US Route 30. The Lincoln Highway Association received unique federal permission to continue to mark the highway with concrete posts carrying an "L," a directional arrow and a small bronze medallion bearing the bust of Lincoln.

Bypassed by the Pennsylvania Turnpike in 1940 when it was barely twenty-five years old, the Lincoln Highway retains many of its 18th, 19th, and 20th century roadside attractions along with some of its old concrete paving.

NOTE: "***" Denotes photo stops as time permits.

PITTSBURGH

East on Bigelow to Bayard.


[3] Luna Bar - commemorates long-gone Luna Amusement Park, northeast of Craig and Baum intersection.

East on Baum.


[6] Motor Square Garden - built 1900 as a public market; Peabody & Stearns, architects; later a sports arena and auto showroom; recently failed as shopping mall.

North on South Whitfield

East on Penn


[9] Original Lincoln Highway route into Pittsburgh turned south at Dallas Avenue; our tour route follows Lincoln Highway from this point east to Bedford.

WILKINSBURG

[10] Scotty's Diner - 1940 National stainless steel unit (National was predecessor of the Fodero Company); diner originally located in downtown Pittsburgh, moved to Penn Avenue to replace earlier Scotty's Diner.

[12] Penn Lincoln Hotel - large brick building, c. 1927; now apartments.


East on Ardmore Blvd


FOREST HILLS


[16] Westinghouse Bridge - built 1931; concrete arch bridge; 1,598 feet long, 200 feet high; Art Deco pylons flank each end; carries Lincoln Highway above Turtle Creek Valley and former Westinghouse Electric plants; eliminated major traffic bottleneck.

[17] Greater Pittsburgh Drive-In Theater - multiplex; large plastic sign.


[23] Blue Dell Drive - In Theater - sign features satellite shape; closed.


[25] Park's Motel - good neon sign; good wood frame cottages.

[26] Norwin Motel - linked cabins?


CIRCLEVILLE

[28] Lenhart's Gulf - white frame service station complex; same family ownership for three generations; opened in 1930 as Mobil station; building moved in 1937 when Circleville bypass built; west wing built in 1940s as lunchroom.


[31] Norwin Diner - three section, fieldstone 1976 Kullman is third diner on site; Seeburg booth jukeboxes. Predecessor on site, the first Serro's Diner, opened here in 1938; good boomerang style sign, dates from 1957 construction of second Serro's Diner.
IRWIN

[32] Conley Motor Inn - pre-1960 two-story concrete block building; part of Pittsburgh-area motel chain; good neon sign on west wall; originally 30 units with carports.

[33] Kocolene gas station - glazed white brick and glass building with extensive plastic signage.

[34] Penn Irwin Motel - c. 1950 wood-frame motel.


[36] Irwin Exit, Pennsylvania Turnpike - 1940 Turnpike terminus; original concrete overpass to westbound lane of Lincoln Highway.

[37] Carlton Motel - c. 1950 wood frame motel; c. 1930 former restaurant adjacent.

[38] Knight's Court Motel - c. 1960 Holiday Inn.

[39] Motel 3 - originally Thompson's Terrace Motel; good 1950s California modern design; good landscaping.

[40] Palmer's Court Restaurant - c. 1950 wood frame building.

ADAMSBURG

[41] Village Inn - frame 19th-century tavern; on old Lincoln Highway.

[42] Lickety Split Drive In - ice cream stand features stainless steel fascia.

LINCOLN HEIGHTS

[43] *** Eat N' Park - limestone and wood construction; building is canted on its site to orient large windows towards westbound traffic; large neon sign. This c. 1960 building marks the shift away from the Pittsburgh-area chain's original c. 1950 drive-in operations, from which it derives its perverse name.


[45] 1960s style bowling lanes and Exxon station.

[46] Greengate Plaza - good neon sign; former site of Mt. Odin Drive-In Theatre.

GREENSBURG

[47] Hills Department Store - good neon sign.

[48] Lincoln Inn - c. 1940 two-story restaurant, much altered; good original(?) neon sign.

DENNISON

[49] Original Lincoln Highway loops north to former Fergusson’s Service Station/Lunch room/hotel and original entrance to Mountain View Hotel.

[50] Mountain View Inn - large wood-frame restaurant and former hotel; major early 20th-century Lincoln Highway stop; now much altered; entrance on old road.
Mission Motor Inn - neon channel letter sign; successor to 1930s roadhouse with outdoor bandshell and dance floor.

Lincoln Bowl - c. 1960 bowling lanes.

Elby’s Restaurant - intact early 1960s design.

Hiway Theater - operating drive-in movie theater; sign features neon channel letters.

Gulf Service Station - c. 1960 design; large sign features channel letters and arrows.

Ideal Mobile Homes - large plastic sign includes analog clock and thermometer.

Loyalhanna Gorge - four-lane divided highway straddles Loyalhanna Creek through Chestnut Ridge to Ligonier; westbound lane constructed on roadbed of former Ligonier Valley Railroad in 1957.

Johnson Tavern - 19th-century stone building.

Sleepy Hollow Inn - frame building features siding mimicking log cabin construction; original portion c. 1940; later additions, including greenhouse-style porch overlooking creek.

Longbridge Gulf Service Station - white wood-frame building; constructed c. 1933-1939; originally Esso station and sandwich shop; station named after nearby bridge; Arnold Palmer made Pennzoil television commercial here in 1981, second commercial scheduled for Fall 1990.

Idlewild Park - founded 1871 by Pittsburgh banker Thomas Mellon as commercial picnic grove; served by Ligonier Valley Railroad until 1952. Some amusement rides erected prior to opening of Story Book Forest, which features cement and fiberglass sculptures of nursery rhyme characters and scenes.

Colonial Inn - c. 1930 wood-frame restaurant faces old Lincoln Highway to north of present road; overlooks lake; two cabins on old highway to east are remains of ten built c. 1935 by then-owner of Colonial Inn; cabins never reopened after 1954 flood.

Lakeside Motel - twenty frame tourist cabins and brick motel. Shirey family bought farm on which motel stands in 1917. By 1930s were taking
boarders and selling chicken dinners. First ten cabins built in 1937, and second ten in 1939. Construction of the brick motel coincided with 1957 construction of the westbound lanes of Route 30. Shirey family farmed 65 head of dairy cattle until 1980; motel was always a sideline.

LIGONIER

[64] Former Ligonier Valley Railroad station - Beaux Arts style terra cotta structure.

[65] *** Concrete Lincoln Highway marker on town square, c. 1927.

[66] Ligonier VFW - good neon sign.


[68] ABC Motel - mixture of stone and frame buildings.


[70] *** Ligonier Beach - 400-foot long concrete swimming pool surrounded by white frame buildings. Varnished ticket booths in bathhouse, knotty pine snack bar, Adirondack chairs all beautifully maintained. Built 1925 by Cono "Nick" Gallo, father of present owner. In 1935, Gallo built outdoor bandshell ringed by booths; its outdoor wooden dance floor was squeegeed off after rain and floor was sanded each spring. Dance floor closed 1971.

[71] Private vacation camps - wood-frame buildings form semi-circle along Loyalhanna Creek. Former Camp Crawford?

[72] Sunset Cottages - wood-frame tourist cabins.

[73] Former Colonial Inn tourist cabin - now pool house.

LAUGHLINTOWN

[74] Rolling Rock Club entrance - namesake of beer brewed in nearby Latrobe; "33."


[78] Remains of Route 30 rock - painted Lincoln Highway sign featured on c. 1940 postcards.

Water Rock on Laurel Ridge, Lincoln Highway, between Jennerstown and Ligonier

THE LINCOLN HIGHWAY U.S. 30
[79] Former Mountain Inn - wood frame building at hairpin curve was site of gas station, lunch room, and hotel.

[80] Swiss Chalet - wood frame c. 1970; possibly incorporates earlier Laurel Summit restaurant building.

[81] Blue and white Lincoln Highway sign, c. 1960?.

JENNERSTOWN

[82] Laurel Mountain Motel


[85] *** Turillo's Steak House - large, photogenic neon sign.


[87] White Star residence - large c. 1930 gabled limestone building, formerly White Star Hotel; location is former crossroads of US 219 and Lincoln Highway. On site of earlier wood building also called White Star.

JENNERS CROSSROADS


FERRELLTON


[90] Former Ranch Motel - blacked out plastic sign reads: "Modern Motel/Golf Ski Swim/In Room Coffee TV"; four cottages plus four units in motel building; closed ten to twelve years. Probably former Martin's Tourist Cabins.


STOYSTOWN


[95] Hite House - late 19th-century building has c. 1925 buff brick veneer.

[96] Concrete Lincoln Highway marker, c. 1927.

[97] Return to Route 30 via 1930s reinforced concrete overpass.

[98] American gas station - wood-frame building; butterfly fluorescent lights over pumps.
Emerald Park Motel and Restaurant - c. 1940
cottage-style brick restaurant on south has
additions and alterations; wood-frame motel on
north, tourist cabin in rear.

Long View - PennDOT sign marks Allegheny Mountain
summit plateau; "Seven Mile Stretch" is straight
roadway extending from here to Bald Knob Summit,
often pictured on early postcards.

BUCKSTOWN

Camp Allegheny - United Methodist Church camp;
brown-stained wooden camp buildings, including
chapels.

Ednor Place - large 1918 Colonial Revival summer
house built by Norman Richardson, owner of Seventh
Avenue Hotel, Pittsburgh.

REELS CORNERS

Long View Motel and Restaurant.

Restaurant - "EAT" sign is only signage.

Gulf Gas Station - c. 1960, vacant.

19th-century milestone.

Bald Knob Summit, 2906 ft. - PennDOT sign marks
highest Allegheny Mountain ridge; chimney ruins to
east of sign may mark site of one of several early
gas station/tourist cabin/roadhouses at this
location.

Ship of the Alleghenies (S.S. Grand View Point
Hotel) - five-story structure anchored into bedrock
by 30-foot steel piles. View of three states and
seven counties obtained from this spot attracted a
gas station and hot dog stand by early 1920s. Ship
erected 1930-1932 by Herbert Paulson, enlarging a
castellated c. 1927 restaurant and hotel on the
site. Paulson chose ship motif because he loved
sea travel and because ship's tapered ends would
minimally obstructed the view from parking lot.
Ship once boasted dance floor, soda fountain,
souvenir shop and free telescopes on the upper
deck. Stone parking lot parapet has built-in
lighthouse lamps. Ship open intermittently since
the late 1970s, when the Paulson family sold it to
new owners, who renamed it "Noah's Ark" for a time.
A classic icon of the road!!
Former Rock Oak Park gas station, lunch counter and camp - frame house prior to beginning of two and one-half mile grade to Schellsburg.

Boron gas station - c. 1920 frame building; five tourist cabins adjacent, integral porches and dormers.

Lincoln Highway Farm - 19th-century farmstead named after the 20th-century highway passing its doorstep.

19th-century milestone.

1806 log church and graveyard - subject of popular Lincoln Highway postcard.

Storyland - large Pied Piper stands at entrance to this defunct amusement area.

Lincoln Highway runs east from here behind building.

LUNCH STOP

18th-century log tavern - former Hi-De-Ho Tavern, c. 1940.

19th-century milestone.

Country Comfort Motel - c. 1940 tourist cabins clad in ashlar-faced asphalt siding. Formerly named Lincoln Park.

Hotel Lincoln Antiques - c. 1910 wood frame building.

Jean Bonnet Tavern - c. 1762 stone building stands at forks of historic Forbes and Burd military roads.

Concrete Lincoln Highway marker, c. 1927.

Greenland Lodge - sign: "Cabins, Dinners;" overgrown wooden building topped with large rusted sign; cabins gone.

"Jesus Saves" cross-shaped sign.

Bedford County Fairgrounds.
Coffee Pot Restaurant/Lashey's Garage - originally Koontz's Garage; c. 1935 restaurant is notable work of mimetic architecture on Pennsylvania's Lincoln Highway, along with Ship of the Alleghenies and Shoe House, near York. Coffee Pot now closed, recently sold, future uncertain.

Dunkle's Gulf Gas Station - 1927 polychrome terra cotta building, unusual example high-style Art Deco service station. Opened by Gulf Oil as its showcase on the Lincoln Highway. Well-preserved and operated by present owner, son of original owner.

Hotel Pennsylvania - large brick building; c 1915.

Fraser's Tavern (sign reads: "Fraser's Home Style Cooking) - stone, c. 1830, replaced earlier tavern building; c. 1920 addition to north faces US 220.

North on US 220 Business loop

The Pines Motor Lodge - large metal sign on limestone base, neon removed; no sign of motel.

Janey Lynn Motel - limestone and stucco building is one-story on road side, two on rear facing mountain view; good animated neon sign with neon missing.

Roll Arena complex - formerly motel and restaurant; large c. 1945 Colonial-style complex, much altered.

American Legion, Bedford Post - c. 1955 yellow brick building uses chimney as signboard; also large circular Legion emblem sign at roadside.

Bill-Fred's Ice Cream Emporium - c. 1955 ice cream stand.

Terrace Motel - c. 1945 wood-frame Colonial-style buildings set on terraces up to Turnpike; extensive neon signage.

EconoLodge/Amer Restaurant - c. 1940 brick restaurant building with bracketed cornice and Moderne outward tilting supports on entrance canopies; brick motel units in rear; complex encircled by Turnpike entrance ramp.

Bedford Interchange, Pennsylvania Turnpike - c. 1985 Darth Vader tollbooths; stainless steel fascia on canopy above.
THE PENNSYLVANIA TURNPIKE

Before the advent of the automobile, the Pennsylvania Railroad provided the quickest and most efficient method of cross-state transportation for both passengers and goods. Travelling a gently circuitous route through the Allegheny Mountains, including the famed Horseshoe Curve, the railroad markedly cut the cost and time of overland or canal transportation.

In an effort to make inroads into the "Pennsy" empire, William H. Vanderbilt, owner of the New York Central Railroad, planned a shorter, faster railroad route from Philadelphia to Pittsburgh, one that tunneled directly through the Allegheny Mountains. Vanderbilt completed sixty percent of the new railroad by 1885, including six and one-half miles of tunnels, before other financiers persuaded him to halt the competitive plan and make peace with the Pennsy.

Vanderbilt's route and tunnels through the Alleghenies lay dormant until 1935, when the Pennsylvania Department of Highways began to study the possibility of using the abandoned railroad for an "All-Weather Highway" across the state. This highway would take the Lincoln Highway idea one step further, being built at a lower grade and having no crossings, stoplights or unregulated roadside commercial development.

The federal government stepped in when no New York bond house would support the innovative, unprecedented road. The Works Progress Administration and the Reconstruction Finance Corporation financed the original 160-mile stretch from US Route 11 in Carlisle to US Route 30 at Irwin.

The Pennsylvania Turnpike, "America's Super-Highway," opened to motorists on October 1, 1940; 27,000 cars travelled the Turnpike on opening day. Graded ramps provided limited access to the four-lane road, whose route included six of the old railroad tunnels. Once on the highway, ten service plazas provided food and fuel. ESSO gasoline and Howard Johnson were the only concessionaires; orange and blue soon symbolized the Turnpike. Speed limits were not established until 1941, when they were set at 70 miles per hour. The engineering of the Turnpike became a model for the federal Interstate Highway System, begun in the 1950s.

The immense popularity of "America's Dream Highway" prompted toll-financed extensions of the Turnpike eastward and westward to the New Jersey and Ohio borders and northward to Scranton by 1957. Tunnel expansion on the Northeast Extension is currently underway, and additional extensions are planned in western Pennsylvania. Many segments of the road have been upgraded, including bypassing several tunnels that proved to be traffic bottlenecks or installing parallel tunnels.
East on Pennsylvania Turnpike to Midway Service Area

[141] ***

Midway Service Area - built 1940 as the main Turnpike service facility. Two-story, stone, Colonial-style main building on eastbound side originally contained 120-seat Howard Johnson's dining room with working fireplace, snack bar, employees' dormitory, and truckers' lounge, showers and sleeping area. Esso gas station occupied separate structure. Smaller gas station and snack bar on westbound side connected by pedestrian tunnel. Despite changes of concessionaires, eastbound complex is well-preserved; westbound complex has been enlarged.

[142] Turner's Trailer Camp - one of several travel trailer campgrounds along the Turnpike in the Juniata Valley.

[143] ***

Turnpike overpass/underpass bridges - the original portion of the Turnpike makes use of a great variety of reinforced concrete arch and steel girder bridges, most marked with the Pennsylvania Turnpike Authority keystone logo.

[144] St. John's Church steps, New Baltimore - an indication of the casual attitude towards use of the Turnpike that prevailed in the beginning. In the steps and the Turnpike's many truck and picnic turn-outs, attitude still survives 50 years later.

[145] Allegheny Tunnel - 6070 feet, longest on the Turnpike; originally a single two-way tunnel; second shaft completed 1965.

SOMERSET


South on PA 601

[147] Somerset Fuel Co. Boron Truck Stop - c. 1955 limestone and metal building with large canopy; pseudo-Turnpike service area architecture.


[149] ***

Summit Diner - Swingle stainless steel multi-unit diner opened in 1960; western-style interior features wagon wheel and ox-yoke ceiling lamps, wood beams, and stonework; Seeburg Consolette
jukebox units in each booth; large neon sign. Operated by original owners, who once owned four other diners (now closed) in the Pittsburgh area.

**SUMMIT DINER — SOMERSET, PA.**

Dairy Queen - c. 1960 stand; neon sign.

Sleep Cheap Motel - cupola-capped colonial-style building.

Return to Pennsylvania Turnpike westbound

Laurel Hill Tunnel - original two-lane tunnel and approaches bypassed in 1964.

exit Pennsylvania Turnpike at Exit 8 - Monroeville

East on Penn-Lincoln Parkway Extension, US Route 22

Exit Penn-Lincoln Parkway at Exit 6 - Oakland

****

The Lincoln Highway. Yes, folks, its the Main Street of America. Trucks and jalopies and limousines, they all follow Highway 30 over the Alleghenies to Chicago, and through the fields of corn and wheat to the Rockies and the Sierras, and on west to the Pacific. Yes, this is the road that links the farms, the mines, and the mills of America. And there's nothing that hasn't happened at one time or another along it's 3000 miles.

--- closing of 1940s radio program entitled Lincoln Highway, sponsored by Shinola Shoe Polish

The closest the average American comes to breaching the sonic barrier is when he eases himself behind the wheel of the family car and has a go at the Pennsylvania Turnpike!

--- Ford Times, 1941

There is no life along the interstate; its against the law.

--- William Least Heat Moon, Blue Highways

*****

HIGHWAYS TO HISTORY

Co-Sponsored by

Historical Society of Western Pennsylvania, Martin Oil Company Pennsylvania Historical and Museum Commission Preservation Pennsylvania

October, 1990