

7

From The Lincoln Highway Association, Detroit, Michigan.

PERMANENT HIGHWAY MARKER DEVISED.

Lincoln Highway to be Signed with Concrete Posts.

Design Chosen and Markers now being Manufactured.

An entirely new and unique system will be employed for re-marking the Lincoln Highway this summer. Square concrete posts will be used.

On the side facing the motorist will appear an arrow, cast of blue concrete, directing whether he shall proceed straight ahead or turn to left or right.

On the face there will be the familiar, red, white and blue marker, each division being of concrete, above which there will be a bronze medallion of Lincoln, 4 inches in diameter, the Emancipator's head being encircled by "This Highway Dedicated to Abraham Lincoln". The medallion will simulate a coin in its general arrangement.

Early in the Spring, announcement was made that designs for these markers were solicited. Many hundreds of plans were submitted and after careful comparison the Lincoln Highway Directors selected one offered by Jens Jensen, the famous architect at Ravinia, Ill.

Because of the many new problems presented in fabricating such a marker, the Portland Cement Association has volunteered to have its technical department supervise construction of the posts. They will necessarily all be cast at one place, thence sent forth in carload lots. Martin Hoffman, of the Detroit Cast Stone Company, was awarded the job of manufacturing them because of his reputation for skill along the lines required.

The entire project is another of the object lessons promulgated by the Lincoln Highway Association in its desire to secure economy and safety in every branch of highway construction and operation.

This undertaking has been under consideration for several years, but the initial cost prevented until two sponsors of the Lincoln Highway, - Willys-Overland and General Motors, - both of whom have contributed to road building in the far west, offered to finance this new venture, which it is believed will eventually supplant present methods all of which require a heavy expense in maintenance.

The Lincoln Highway posts, being made of two imperishable