



THE TRAVELER

LINCOLN HIGHWAY ASSOCIATION - CALIFORNIA CHAPTER

www.lincolnhwy.org/ca/traveler



EDITOR
Gary Kinst

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VOL. 15 NO. 1

WINTER

JANUARY, 2014

Have a Merry Christmas and a Happy New Year !!



Tracy Press

THE **GIANT** ORANGES

Cover The Giant Oranges

In the 1920's, as the Lincoln Highway was becoming a reality in California, numerous business ventures began to appear. Realizing that the Auto was here to stay and the travelling motorist needed places to rest, eat and have his auto attended to, auto camps, roadside diners and garages were constructed to fill this need. Casual outings were becoming popular and without air conditioning and in most case an open vehicle; the autoist was subjected to the valley heat and dust. The entrepreneur realized the need for that same motorist to pull off the side of the road and refresh themselves. kick the tires, and check the water before continuing his journey. One of the most memorable of these roadside attractions in Northern California was the Giant Orange stands which could be found on US 40, US 50 and US 99.

Frank E. "Pop" Pohl, born June 6, 1880 in Williamsburg Township, Clermont, Ohio, moved his family to Richmond, California in 1918. With his wife Laura, son Allyn and daughter Bernadette he operated a grocery store and meat market. The story is unclear how he found his way to Menlo Park, either as a resident or just for a new business venture, but sometime in the early 1920's he opened his first juice stand, a small structure shaped like a giant lemon from which he served lemonade and orange juice. Prior to moving to Tracy sometime between 1930-35, Pohl built a second "Giant Lemon Stand" in Menlo Park. The first Giant Orange was opened in Tracy in 1926 on the N/E corner of 11th Street (Lincoln Highway) and E Street. The business was successful and Pohl began opening additional stands at Banta Junction (11th Street and Grantline Rd.) and on the North end of CA 33 just east of Tracy.



Menlo Park Giant Lemon

As with most successful businesses, others saw the potential and quickly jumped on the money wagon. Pohl's Giant Oranges were the first and only stands featuring the Orange shape design and color. Pohl's first competition also began in Tracy with the opening of the Orange Basket, located on 11th Street in front of Tracy High school in 1934. Other look-alikes soon sprang up, especially in Central and Southern California. There was the Great Orange, Big Boy Orange, The Orange, Whoa Boy Orange and Mammoth Orange popular on US 99. The Basket also had a similar Orange shaped counter. Motorists entering from the East saw the Orange Basket before seeing the Giant Orange. The similarity between the two stands led to confusion, and in 1935 Pohl filed suit claiming trade name infringement and damages caused by the confusion. Within a year the case was thrown out, with the judge saying Pohl could not be the sole, user of the word "orange". The case was upheld in 1936 by the District Court of Appeals in Sacramento.

As a personal experience I recall my parents, who moved to California in 1936, telling of how, on chilly Oakland days, they would drive from San Leandro down Foothill Blvd. thru Dublin Canyon, over the Altamont and into Tracy for a cold glass of orange juice. Being born in 1943 I have no memory of this experience.

Pohl retired in 1944 selling his three Tracy Giant Orange stands along with four others located in Roseville, West Sacramento, Redding and Galt to Joe Mashburn and Ollie and Flo Hartman. The Hartman's opened a new stand on the S/W corner of 11th Street and Tracy Blvd. in 1953 and operated the stands from 1944- 1960. The stands were closed in October and reopened in April, as this was the slack period for orange juice sales.

Pohl's son Allyn maintained ownership in the Madera stands (3) while his daughter Bernadette and son-in-law Arnet Ballenger operated the Dixon stands (2). In 1940, Bernadette and Arnet began erecting oranges along the US 40 corridor between Sacramento and Dixon. After 1944 the stands continued to offer their famous fresh orange drinks along with grapefruit, lemon, and lime drinks.

Pohl had a reputation for being a tyrant, as recalled by several female employees. One such story, told to me by a former teen age employee, is that Pohl would park across the street in a vacant lot at night and observe the going-ons to be sure everyone was working and not giving away free drinks to friends. This former employee let me in on a company secret. A small amount of lemon juice was added to the orange juice to create a distinctive taste.

Prior to 1929, Pohl purchased the orange structures from the Vacaville blacksmith shop of Tom McCadden located on Mason Street. Approximately 15-18 of these structures were built at this location by Bunny Power, the founder of the Nut Tree Restaurant. They were constructed of steel and plaster. The new stands cost an average of \$1,000 to \$1,500 to construct. They were 10 feet in diameter, and sat upon 4x4 redwood skids allowing for easy handling. The curved ribs of the ball were cut from 1 inch pine, and then spliced to form the round shape. The interior was plaster over metal lathing with a floor of concrete poured over the redwood base with a drain in the floors center. The exterior was covered with hard stucco upon which a bright orange paint was applied. The interior also contained a counter top, shelving, three windows and a hinged entry door at the rear of the sphere. The windows were secured with covers when the business was closed.

One Dixon stand was located on Adam Street (US 40) prior to US 40 being realigned. In 1947 Frank Pohl and son-in-law Arnet constructed two stands which they placed on opposite sides of the new US 40 to satisfy customers traveling in either direction. They also added stands in Folsom and Placerville. These stands were constructed in Frank Pohl's Sacramento garage. Over the years the Pohl family continued to establish new stands in the Northern California area that was under their complete ownership and operation. When the chain reached its peak in the 1950's they operated at least 16 stands. Towns now providing fresh orange juice to travelers included; Bakersfield, Tulare, Madera, Chowchilla, Merced, Turlock, Galt, Redding, Tracy, Roseville, Dixon, Sacramento, Placerville and El Dorado.

During the 1950's the two Dixon stands were consuming 12,000 oranges per week. It wasn't unusual for one stand to consume 40 boxes in a week and more on weekends and holidays. Fruit was hand juiced on Sunkist extractors and the rinds were fed to cattle and hogs. Although the stands offered other juices, orange was the favorite." Frankfurters" aka Hot Dogs were also sold along with other snack foods.

After the 1950's business began to decline due to the modernization of the freeways and the automobile itself. The old highway, now a frontage road, was difficult to access manly due to the high speeds of the freeways and endless fencing. The cars now had air conditioning and stops to refresh were less frequent.

The Giant Orange that sat on the North side of US 40 was moved to a barn near Dixon and later moved to a location outside of Lodi. It was used for several years then disappeared. The Orange on the South side has the dubious honor of being the last stand to remain in business. It was closed July 15, 1973 when the Tremont Road exit was cut off by further freeway improvement. The only other stand, out of the original 16 remaining intact, is located in San Jose at 1920 Alum Rock Ave. It was built in 1936 and became Mark's Hot Dogs in 1947.

The Solano Reporter of July 9, 1973 had the following quote by Arnet Ballenger, “There’s no way to continue, Nobody’s going to get off the freeway and drive down an access road a mile for a glass of orange juice ...There are just a lot of people who like fresh orange juice and they won’t be able to get it anymore....We make it fresh when they ordered it and when we’re closed there won’t be anyone else I know still doing it.”



Tracy Press

Giant Orange at Banta Junction (11th St. and Grantline Rd.)
Closed in 1969 and demolished in 1978



Tracy Press

Giant Orange at 11th Street and Tracy Blvd.



Sign at Tracy Blvd. and 11th Street



Tracy Press 1944



Kinst photo 1989

Giant Orange at 24710 S. Bird Road. (originally CA 33)
This structure was demolished in 1989 to make way for the new office of Rhodes-Stockton Bean Co-op.



Sign at Banta Junction



The Orange Basket located in front of Tracy High School just east of the Giant Orange

Pohl also had competition from another Tracy juice stand, The Giant Lemon, which was located one block west of his Giant Orange. Opened in 1925 on the N/E corner of 11th and Ofcee, it was operated by J.M. Rankin and Roy McKearney. Service was from the interior of the lemon and only lemonade and orange juice were sold. The name "Giant Lemon" and the design were patented and a chain of stands were erected through-out the state. The Tracy lemon stand was owned by Harry Anderson from 1926-1934. Anderson sold the stand to Lee Slauter who converted it into a service station. The building is currently a Mexican restaurant.

Frank Pohl passed on January 20, 1961 in Sacramento.



Dixon Orange



San Jose Orange



Redding Orange



West Sacramento Orange

November Chapter Meeting

The regularly scheduled October Chapter meeting was moved to November 2nd to avoid a conflict with the Bus tour to San Francisco. The meeting was held at Whirlow's Tossed and Grilled Restaurant in Stockton on "The Miracle Mile". The Miracle Mile is a section of Pacific Ave. that was the original Lincoln Highway. Our meetings continue to have great turn outs as 25 members and guests attended the meeting. Items of discussion included; the August 24th Sierra Southern Route car cruise which was enjoyed by all those who participated; upcoming 2014 Bus Coach tours, provided by Sports Leisure Vacations, with a Spring Donner Summit tour and a Fall Lake Tahoe tour with dates to be announced in a future Traveler; Eagle Scout Nathan Baluguy and VP Joel Windmiller spoke and showed a PowerPoint presentation on the casting of their reproduction marker post; Mike Kaelin and guest Kevin Shawver discussed the signage project currently in progress for Stockton, especially Pacific Avenues "Stockton's Miracle Mile". Member Lloyd Johnson began a PowerPoint presentation of Stockton, with emphasis on the Pacific Avenue area, when our time use limit expired on the room we were using. Lloyd will continue his presentation at the January meeting. I was presented with the "Friends of the Highway" award by President Paul Gilger. Paul had accepted the award on my behalf at the Kearney Conference. Again my sincere thanks to the LHA Board of Directors and the Awards Committee. Also a special thanks to Kathy Franzwa who submitted my name for consideration. Minutes for this meeting will be posted on the Chapters web site and include more interesting info and discussion. The Chapter has been approached by Arcadia Publishers, publishers of the Images of America series, and we are investigating the benefits of authoring a book(s) on the Lincoln Highway in California. After the meeting Joel Windmiller and I were interviewed by Claudia Johnson of KXTV News 10 from Sacramento. Claudia's article on the Lincoln Highway, focusing on the Sacramento area , appeared on the stations web site Friday December 13th. The article and accompanying photos can be seen at NEWS10. net.



Pacific Avenue looking North from Maple Street. Pacific and Maple were the original Lincoln Highway. Note the curve of the highway in lower right corner of photo. Our Chapter meeting was held in the building that was the "Piggly Wiggly" in this photo. This section of Pacific Avenue became known as the "Miracle Mile".



Whirlow's Tossed and Grilled



Miracle Mile banner



Members and guests had lunch at Whirlow's then moved next door to the former Piggly Wiggly building for the Chapter Meeting and power point presentation



"Friend of the Highway" award presented to myself by President Paul Gilger



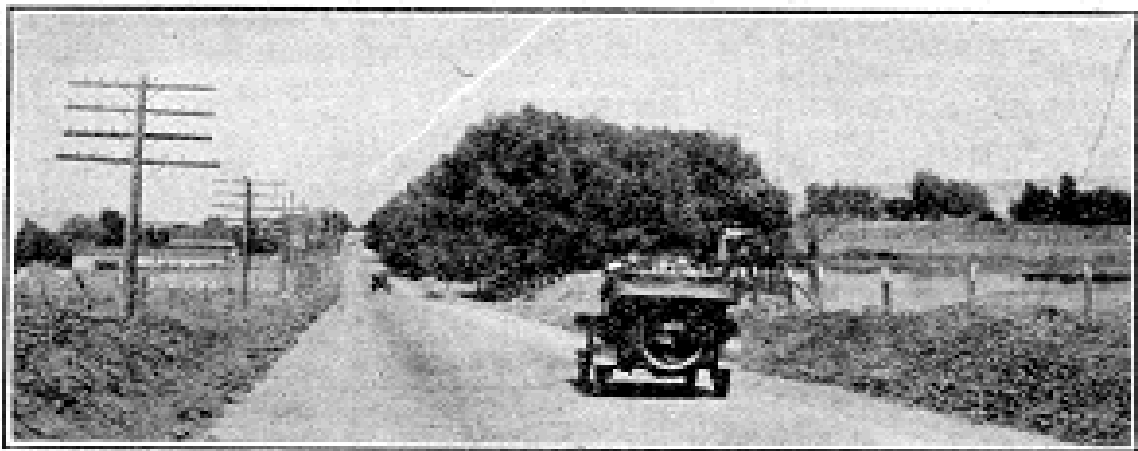
Lloyd Johnson's power point presentation

Corrections

In the October Traveler I thanked the LHA Board of Directors for presenting me the “Friend of the Highway Award”. Although without them there would be no LHA, the actual responsibility for honoring members lies in the hands of the Awards Committee, which I was unaware of. Please forgive my oversight and accept my sincerest THANK YOU for this GREAT HONOR.

On page 6 of the October traveler there is a photo of the Gold Creek Bridge. You will notice that the caption reads Dry Creek Bridge while the sign clearly states Gold Creek. As Greg Franzwa would tell me that was not a typo but a tool to see how closely folks were reading the article. GOT YA..... Only one person, a non member, spotted the error.

More



The Lure of the Open Road.

**Good roads are made for Autos,
Autos are made to drive,
Come toot your horn—Don't be forlorn
Let's keep good roads alive.**

Thanks to member Lloyd Johnson of Carmichael for suggesting the use of page numbers to assist in identifying specific pages and to aid in copying the Traveler to hard copy.

The California Chapter has embarked on a project to locate and identify original and reproduction 1928 marker posts. The Marker Surveillance Committee has been established to meet this need. The markers will be photographed and their condition noted. Whenever possible these Markers will be cleaned and/or repaired. Original Markers will be cleaned ONLY. While preparing this report some interesting facts were uncovered. One of the most interesting came from Carmichael; This marker is currently on the property of a Mr. Barner. Mr. Barner's father worked in the maintenance division of the California Division of Highways in Truckee. His responsibilities included year round maintenance along US 40 between Truckee and Applegate. During his employment he acquired 40 Lincoln Highway Marker posts which he stacked in his backyard. Sometime prior to 1973 he parted with 17 of those Markers. Upon the death of his father, in 1973, Mr. Barner moved to Carmichael. Prior to the move he gave away an additional 22 markers to friends and neighbors, while keeping one for him. That marker was moved to Carmichael. The search now begins for those missing markers.

An example of the work needed to be done and what can be accomplished with patching material, paint and a little elbow grease is reflected in the photos below. Joel Windmiller undertook the challenge of restoring these two replica markers. The first was the marker located at the east end of the Yolo Causeway which he tackled on November 9th and did an outstanding job. The next marker needing extensive repair was in Dixon, on Main Street, and Joel took it to task on November 16th. I was able to assist on the Dixon marker and commented to Joel that I could definitely feel the presence of Norm watching over us. I was waiting for the moment when the paint brush would be ripped from our hands and slung out onto the highway. He must have approved, as this failed to happen.



The Causeway Marker





The Dixon Marker



It was decided during this restoration that the color blue should be consistent with that of the existing original markers. The original darker blue having faded over the last 85 years. The darker blue on the causeway marker will be repainted.

The Making of a Marker



This new mold was constructed by Chapter member Scott Miner, who is a welding instructor at Las Positas College in Livermore. The mold is considerably sturdier than Norm's original, and is much easier to break open after the concrete has cured. The use of metal to form the peak also adds to the mold's integrity. The use of metal to form the recessions for the arrow and the "L" will allow them to remain part of the mold and be used over and over.

One of the new markers will be placed in Alta, as close to where the original Marker # 2211 was located and the second marker will be placed in the Soda Springs area.

The Casting of a Marker





Hand tamping and the use of an oscillating sander helped create the proper finish to the marker



Nathan, Scott and Joel take time to admire their first ever casting

Although this first attempt at creating a replica marker turned out to be a success, there were several small glitches that occurred when opening the mold. Having never done this before, the crew has discovered some changes that need to be made in the mold. The metal plates which formed the recessions for the colored bars and the letter "L" as well as the recession for the arrow need to have a "draft angle" ground on their edges to allow the concrete to release from the mold. Joel repaired these damaged sections with additional concrete.



Before removal of metal plates



After removal





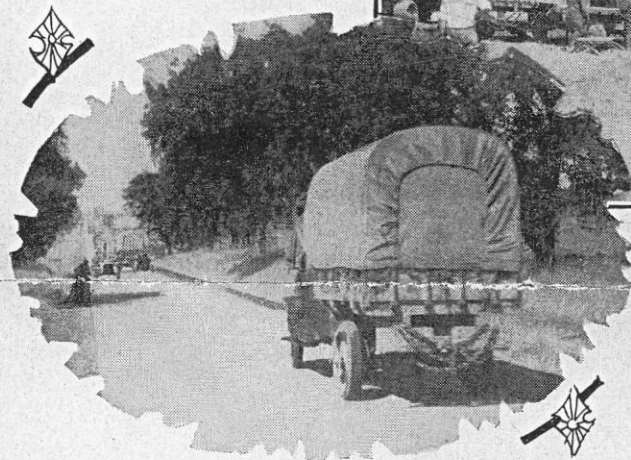
The two finished marker posts awaiting installation and dedication. Joel made the desired changes to the mold which proved to be the solution to the release problem. Vaseline was substituted for diesel fuel as a release agent and the metal fixtures were fastened more securely. Nathan's mom is working with local, state and railroad agencies to obtain the required permits needed to install marker # 1 in Cisco.

An article in the April, 2006 issue of the Traveler (Vol. 7 No. 2) tells the story of Norm Root casting the Western Terminus marker. This story, authored by Norm, gives some insight into the materials used and the process of casting the post.



Things You May Not Know

THE ARMY CONVOY TRIP MOLDED NATIONAL GOOD ROADS SENTIMENT



The upper picture shows the Lincoln Highway Army Convoy being consolidated for the parade into Oakland. Below is the camp at the State Fair Grounds at Sacramento. Above, one of its gigantic tank trucks pulling up a twelve per cent grade on the Nevada side of the Sierras. Below, the convoy making up time on California's concrete Lincoln Highway.

In 1919 Lieutenant Colonel Dwight David Eisenhower volunteered, as a tank officer, to join the First Transcontinental Motor Train to cross the country. The intent of this undertaking was to determine if the military could make practical use of a Transcontinental Highway such as the Lincoln Highway. From this experience Eisenhower came to the realization that the nation would definitely benefit from a system of Good Roads interconnecting the states. This realization became even more evident when he came face to face with Hitler's Autobahn. The Autobahn was designed to move the German military as quickly as possible across Germany. A special feature was the long, open straight-aways placed at intervals to allow for the landing and takeoff of aircraft. In 1956, Eisenhower signed into act the US Interstate Highway System. Its construction also incorporated that same feature. What you probably didn't know, is that the German Government conceived the idea for the Autobahn from an already existing US highway system.... The Pennsylvania Turnpike, which opened on October 1, 1940 and was completed in 1956. Now You Know The Rest of The Story.....

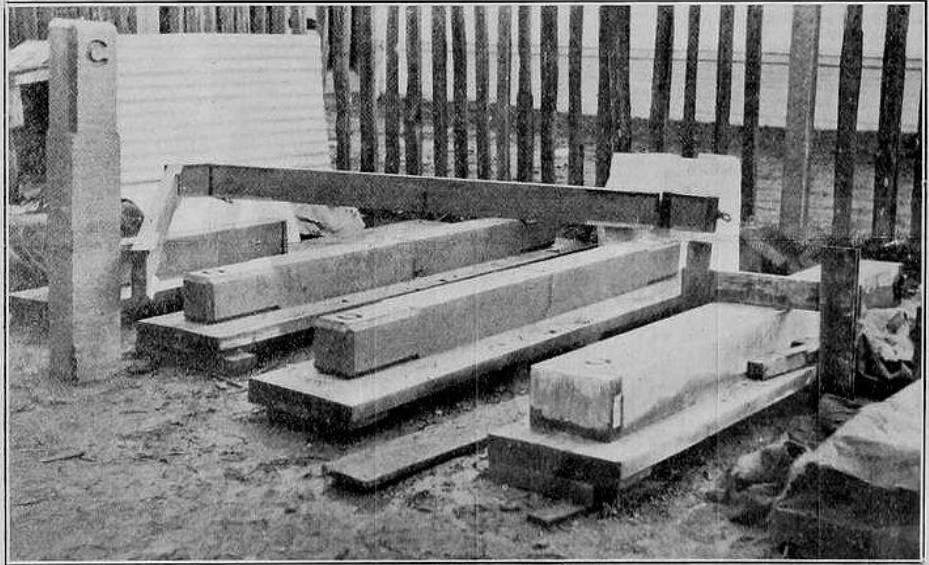
MONUMENTS MAKE PERMANENT STATE HIGHWAY BOUNDARIES

Much difficulty is frequently experienced in determining the location of the side lines of roads. These roads have been laid out in the past when the land was of little value and the surveys were carelessly made or the descriptions carelessly recorded. With the lapse of time buildings, trees, and other similar features, which formerly marked the location of the road, have entirely disappeared, and the traveled ways have shifted from place to place as the action of the elements or the whims of the travelers have directed. Fences, if they exist, have been so moved about that they in no way indicate the original line of the road.

To guard against a similar condition on the state highways, the California Highway Commission not only makes very careful surveys and plans and files said plans in several localities, but it also places monuments on the side lines of the roads at each and every angle or curve point, and at intervals on long straight lines.

The monuments project six inches above the surface of the ground. They are made of concrete six inches square and three and one half feet long. The edges of the upper portion are beveled to present a neat appearance, and on one face there is indented a letter "C"

for the purpose of identification. In the center of the top is a copper plug which marks the exact point of the angle.

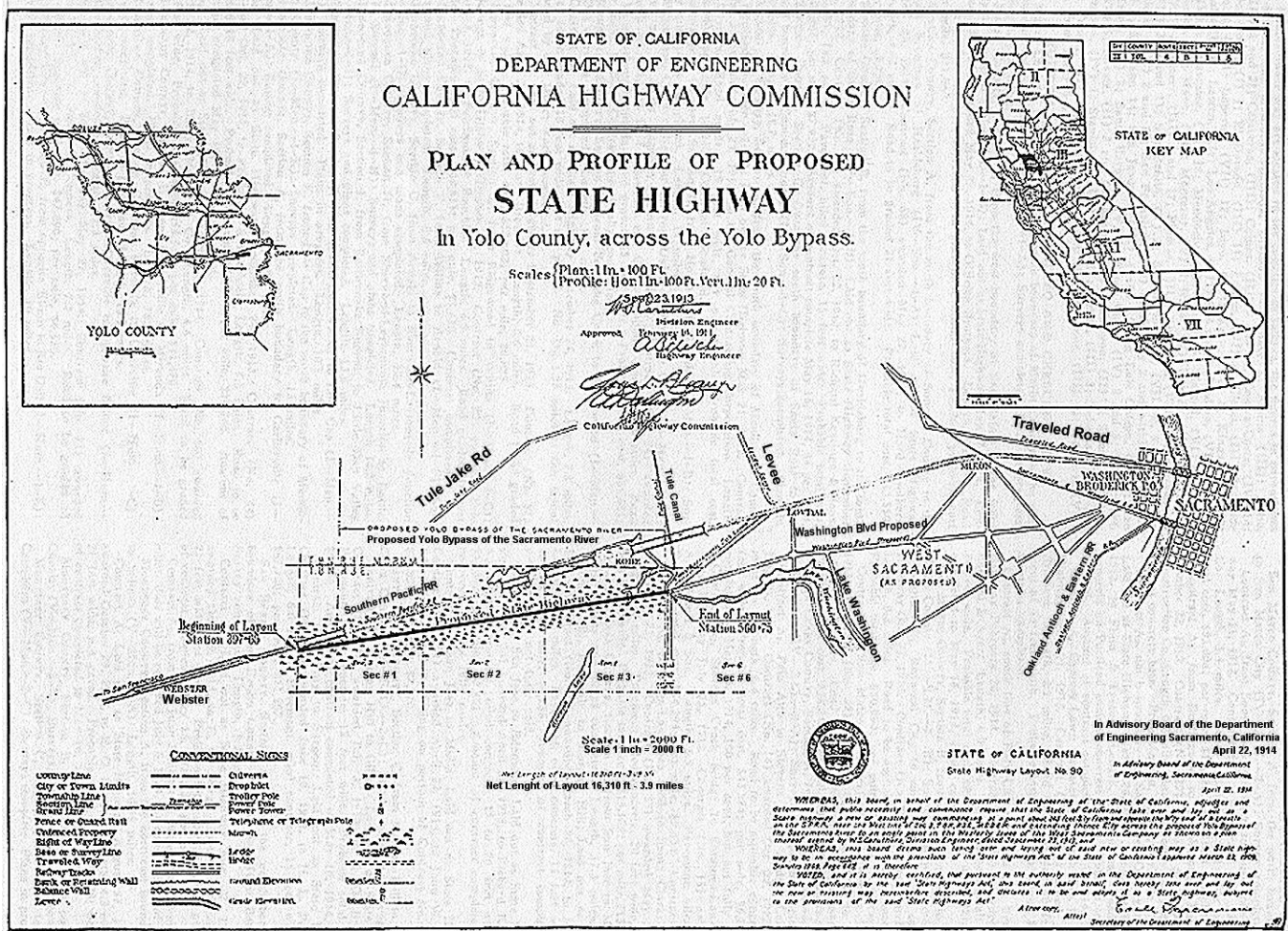


Monuments for California State Highway

California Highway Bulletin July 1, 1914



"C" Marker along Lincoln Highway (US 50)
Cutty Sark Court off of Mother Lode Drive near Kingsvale

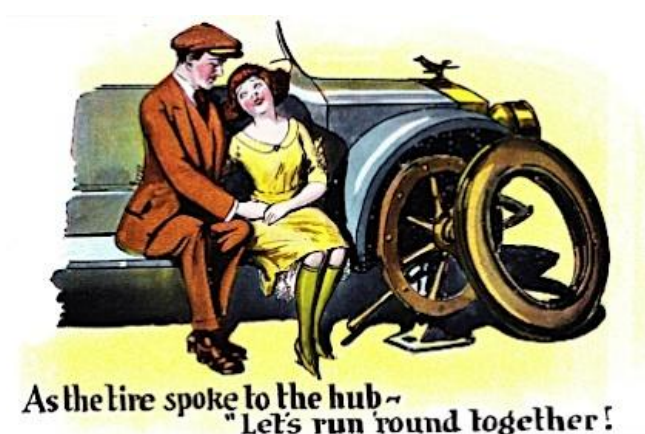


California Highway Bulletin Vol. 11 No. 1 July 1, 1914.
Plan and profile of State Highway across Yolo Bypass

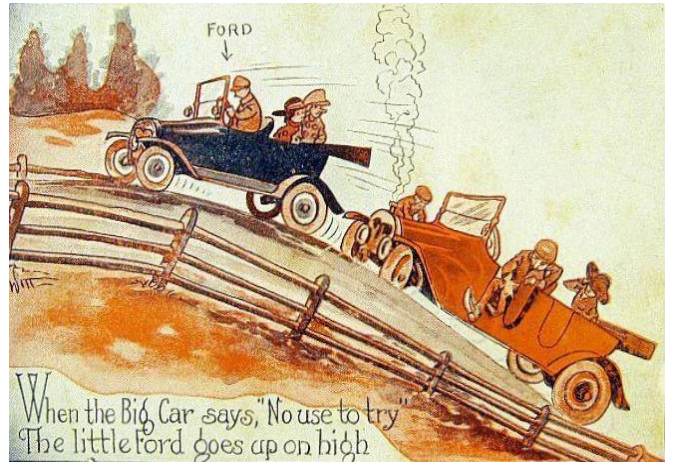
This is Route 6 Section B in Yolo County. The new proposed State Highway would be constructed from the western end of the Southern Pacific Bridge to the levee at West Sacramento, a distance of 3.1 miles consisting of a .4 mile wooden trestle and a 2.7 mile concrete reinforced trestle with a draw span. Route 6 section C from the West Sacramento levee to the Sacramento River was in the planning stage.

The location of the Tule Jake Road is clearly marked as being north of the SP railroad and accessed via the levee road heading northwest from West Sacramento. This is the exact route we explored after our April, 2012 Chapter meeting.

Early Auto Art



As the tire spoke to the hub~
"Let's run round together!"

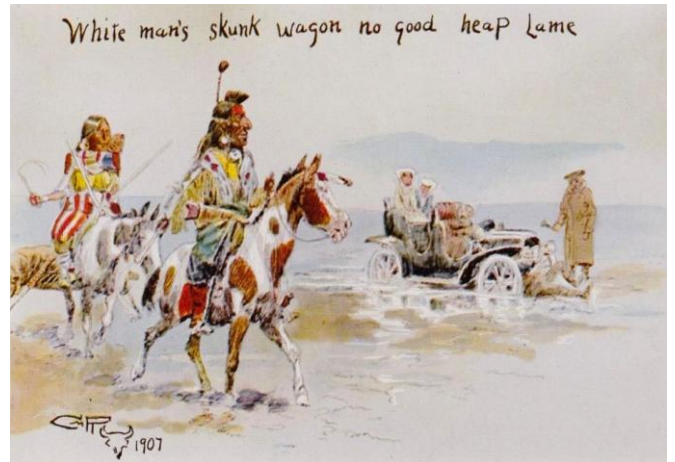


When the Big Car says, "No use to try"
The little Ford goes up on high



I guess this will hold me for a while.

Donadini, jr.



White man's skunk wagon no good heap lame

GR 1907

A CALL FOR HELP

The 1915 Ridge Route, between Northern and Southern California, was as important to California as the Lincoln Highway. The route opened the gate between North and South, allowing travel and promoting commerce between the two. Even with the influence of the current LHA , our beloved highway faces continual threats of encroachment, neglect and elimination due to progress. The Ridge Route is faced with the same threats. We have been called upon by the Ridge Route Preservation Organization to send a letter to the US Forest Service to show support for the road to be nominated as a **National Forest Service By-Way**. By accessing the Ridge Route Web Site at www.ridgeroute.com , click on "News" and you will find an electronic form letter that requires only your name and address. The letter will be sent to District Ranger; Bob Blunt - US Forestry Service (Angeles National Forest).

Replacement Signage at Applegate



Raymond Neeley ,
Jackie, Joel, and David Lee

On Saturday November 9th members Joel Windmiller, Jackie Ferreira and David Lee travelled to the Applegate Motel ,in Applegate, to meet with owner Raymond Neeley in regards to replacing a Lincoln Highway sign that had been stolen. It was decided by the Chapter to install two new signs at or near the location of the Motel.



Auburn Art Show

Chapter member Kell Brigan attended the Placer Arts Council show at the Auburn Civic Center on December 12th and reported that the show was specifically dedicated to the Lincoln Highway. The show is just one in a series put on by the Arts Council. Kell also wanted members to know that Old Town Auburn is just gorgeous with Christmas decorations and combining shopping with a stop at the art show would make a nice day trip. The show which is located at the Auburn Civic Center, can be viewed through February 8th during normal business hours. The show consists of approximately 30 pieces including a variety of media. Groups wishing to view the show on weekends can call 530-820-3644 to make arrangements.



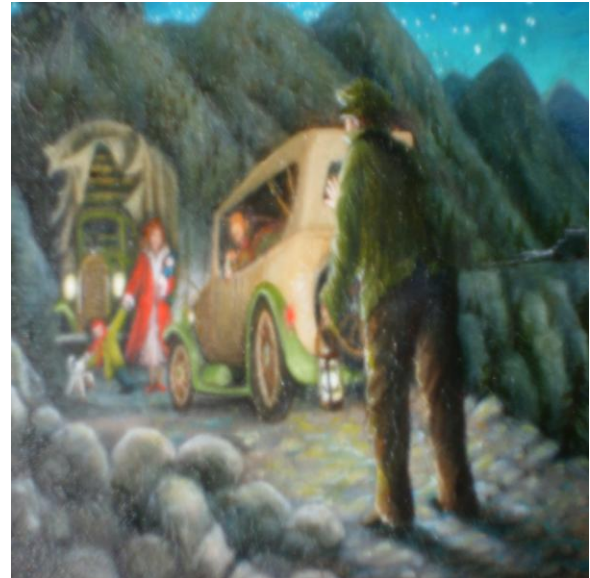
Mike Holmes and Kell Brigan



1st Place winner Reif Erickson



2nd place Richard Swayze



night meeting in the Sierra's

The award of \$200 for 1st Place was donated by the California Chapter. Awards for 2nd and 3rd place were provided by the Placer Arts Council.

MARK YOUR 2014 CALENDAR

Saturday **JANUARY 11, 2014**
12:00 Noon

State Chapter Meeting
Woodbridge Crossing Restaurant
18939 N. Lower Sacramento Rd.
Woodbridge, CA 95258
209 366 1800



Saturday **APRIL 5, 2014**
12:00 Noon

State Chapter Meeting
Location to be announced

JUNE 17 - 22



Annual LHA Conference
Toole, Utah

Saturday **JULY 12, 2014**
12:00 Noon

State Chapter Meeting
Location to be announced

Saturday **OCTOBER 4, 2014**
12:00 Noon

State Chapter Meeting
Location to be announced

NOTE: Announcement of Chapter Meeting locations are mailed via postcard to all current members approximately 2 weeks prior to the actual date. They are also posted on the California Chapter web site. Contact Joel Windmiller regarding mailing of postcards.

NOTE: Information and dates for the Spring Donner and the Fall Lake Tahoe Bus Tours will be posted in a future Traveler and on the Chapter web site.



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