



# Indiana Lincoln Highway Association

*preserving and promoting Indiana Lincoln Highway routes*

402 West Washington Street  
South Bend, Indiana 46601

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For Immediate Release

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## **Lincoln Highway Centennial Programs at the Museums at Washington and Chapin**

The Indiana Lincoln Highway Association, in cooperation with the Studebaker National Museum and the Center for History, continue the celebration of the 100th anniversary of the Lincoln Highway by presenting two events during the week of September 29. Each talk will be held at 1:30 p.m. EDT in the Wiekamp Auditorium, and are funded in part by a grant from Indiana Humanities with the support of the National Endowment of the Humanities.

### **Sunday, September 29 - *Carl Fisher, The Lincoln Highway, and the Evolution of the Highway System in America***

Author and Historian Dennis Horvath, presenter, with Professional Actor Jeff Kuehl portraying Carl Fisher

This talk will show how the Lincoln Highway served as a model of the evolution of the highway system in America and cover the evolution of travel from rural roads to improved federal highways in the early part of the twentieth century. "Carl Fisher" will be on hand to describe his vision for the first coast-to-coast rock highway.

The idea to build the nation's first transcontinental highway from New York City to San Francisco was proposed one hundred years ago by Hoosier entrepreneurs Carl G. Fisher and James A. Allison. Building on his success as the founder of the Prest-O-Lite Company, maker of carbide headlight systems, and co-founder of the Indianapolis 500 in 1911, Carl Fisher envisioned an ambitious highway project. He sought and found contributors motivated by the advantage of decent roads. They rightly believed that, if roads were improved, people would travel more and demand for automobiles would increase. A few months later, Fisher received a letter from Henry B. Joy, Packard Motor Company president, suggesting that the road be named for Abraham Lincoln. On July 1, 1913, the Lincoln Highway Association was created, and the route was designed to run through or touch 13 states.

Cost: free with admission to the Studebaker National Museum (\$8 adults, \$6.50 senior, \$5 children over six, free for SNM members and children five and under) [www.studebakermuseum.org](http://www.studebakermuseum.org)

### **Wednesday, October 2 - Insights in History - *Competitive Spirits: Celebrating 100 Years of the Lincoln Highway***

South Bend native and Lincoln Highway historian, Bill Arick, Presenter

This talk will introduce the founders of the Lincoln Highway. It will also explore the many connections between South Bend and the Lincoln Highway. Included will be a tour of the exhibit, *The Lincoln Highway: Centennial Reflections*.

Cost: \$3.00 regular, \$1.00 CFH members - reservations required by September 30. Phone (574) 235-9664 [www.centerforhistory.org](http://www.centerforhistory.org)

[www.IndianaLincolnHighway.org](http://www.IndianaLincolnHighway.org)



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## Presenter Bios:

**Dennis E. Horvath** has been an avid collector of automobile facts and memorabilia for more than 30 years. Dennis is the lead author of *Indiana Cars: A History of the Automobile in Indiana* published in the fall of 2002. The book is dedicated to sharing a look at Indiana's auto history and the state's present contributions to the automotive industry. He is the Web publisher of the companion site [Cruise-IN.com](http://Cruise-IN.com): *Celebrating Indiana automotive history*, which won an International Automotive Media Award -- Silver Medallion for Excellence in 1999. He is a contributing writer for *Old Cars Weekly* and *The Indianapolis Star*. Dennis has been a guest presenter at the Auburn Cord Duesenberg Museum and the Third and Fourth Biennial Automotive History Conferences.

**Jeff Kuehl** Professional Actor (as Carl G. Fisher) As a storyteller, Jeff has performed all around Indiana. He first started telling stories as a teenager doing dinners, school programs and community events. Since then he has worked professionally at festivals, parks, historical societies, fundraisers, annual banquets and even the world famous Cattle Congress in his home state of Iowa. He has been featured at the Children's Museum of Indianapolis either sharing stories about life on the railroad or portraying James Whitcomb Riley. Over the past decade, Jeff has been a regular performer at the Indiana Repertory Theatre. Jeff has served three consecutive terms as a member of the Governor's Arts Awards Selection Committee. He has been seen in several television and radio commercials in both the Indianapolis and Cincinnati markets.

**Bill Arick** is finishing a 40-year career in the automotive and transportation industry, and is currently employed as finance manager in new product development and business strategy for Navistar Truck and Engine Corporation in Lisle, Illinois. Bill is interested in history and preservation, and has lived and worked close to the Lincoln Highway in the Midwest all his life. He has served as treasurer on the Indiana Lincoln Highway Association Board of Directors, on the National Endowment Committee and as the chairman of the 2009 National Lincoln Highway Association Conference held in South Bend. Bill and his wife, Jan Shupert-Arick are life members of the Lincoln Highway Association. Bill also has interest in wildlife, prairie restoration, native plant landscaping, outdoor sports, woodworking and travel. He is the grandfather of six wonderful grandchildren and is anxious to have more time to spend spoiling them.

The mission of the **Indiana Lincoln Highway Association** is to preserve, promote and mark the Lincoln highway route across Indiana and educate the general public of the various routes and related historical resources.

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