

Elbert Hubbard whipped on the crusade with his stirring essays. Dr. Frank Crane wrote many of his sermonettes on the subject. President Taft, Vice-President Fairbanks and Thomas A. Edison were among the first enthusiasts to urge on Carl's plans.

The automobile men, of course, continued to pour in their contributions. One of the biggest manufacturers, however, refused to contribute in any way. This was a bitter disappointment to Carl. He had gone personally to him, but for once his selling magnetism failed.

Behind these supporters was the ordinary citizen who had perhaps never ridden in a car, whose home might be far from any hope of contact with such a highway, and yet who, from that first announcement made in the Indianapolis Deutsches Haus, was staunchly behind Carl and the road. Excitement swept the country from coast to coast. The West, especially, was enthusiastic. Editors everywhere kept urging all the states in the Union, and all the individuals of those states down to the youngest schoolchild, to get behind the highway that would link East to West.

Carl's own methods of getting subscriptions are revealed in a letter he wrote to one of the officers of the Lincoln Highway Association: "It is perfectly easy to get assistance for the Lincoln Highway Association, if your directors only go after it. I think you're too easy with them. You should first give them a good dinner, then a good cussing, whenever you want money."

The secretary of the American Automobile Association, A. G. Batchelor, wrote Carl that some day a magnificent statue would be erected honoring him as the first man to give America a transcontinental highway. Carl was disturbed by this. He wrote back: "Dear Batch: I am not much on statuary—and right now I think it is a good time to pull out personally and take away from our possible subscribers the idea that this road plan is mine. If any particular noise is made for any particular person or small clique of persons, this plan is going to suffer."

He was deep in plans to promote the actual road building. New impetus was given the project when the Lehigh Portland