

"Fisher Highway." Carl spoke of it first as the "Coast-to-Coast Highway." Hubbard wanted it to be called the "American Road." It was Carl who insisted upon its ultimate name, the Lincoln Memorial Highway.

Carl's business offices in the Prest-O-Lite factory were turned into a publicity and soliciting bureau for the road. He dictated letters as the opening attack in a campaign that kept the lights burning in the great glass building far into the night. He called meetings by telegraph. Everything was paid for by the company. Thousands of people would contribute to the building of the Lincoln Highway, but its first expenses were underwritten by Carl and Jim.

This same September, after his talk with Elbert Hubbard, Carl called a dinner meeting in the Deutsches Haus in Indianapolis. At a table surrounded by the leaders of America's infant automobile and accessories industries, Carl told his plan for a coast-to-coast rock highway that would go "as far as any road could in the United States—from New York to San Francisco," to be completed by May 1, 1915, in time for the Panama-Pacific International Exposition in San Francisco.

He told them: "To get such a road started will require ten million dollars. I want your pledges here and now." Over the coffee cups three thousand dollars was pledged within a few minutes, and in addition to this sum were the promises of those unable to state at the moment how largely their firms would contribute—pledges that within a month would total one million dollars.

From the first newspaper announcement of this dinner with its opening headlines: "Carl Fisher Asks Highway from Coast-to-Coast," the entire press of the United States was behind the Lincoln Highway. Newspapers and magazines poured out articles and editorials. Everything furthering its building made news. The publicity was magnificent, for the imagination of a whole country had been caught by this dream-ribbon banding

a continent.

Great slogans were created: "Good Roads for America," "Tightening the Union," and the classic, "See America First."