

ARKANSAS HIGHWAYS



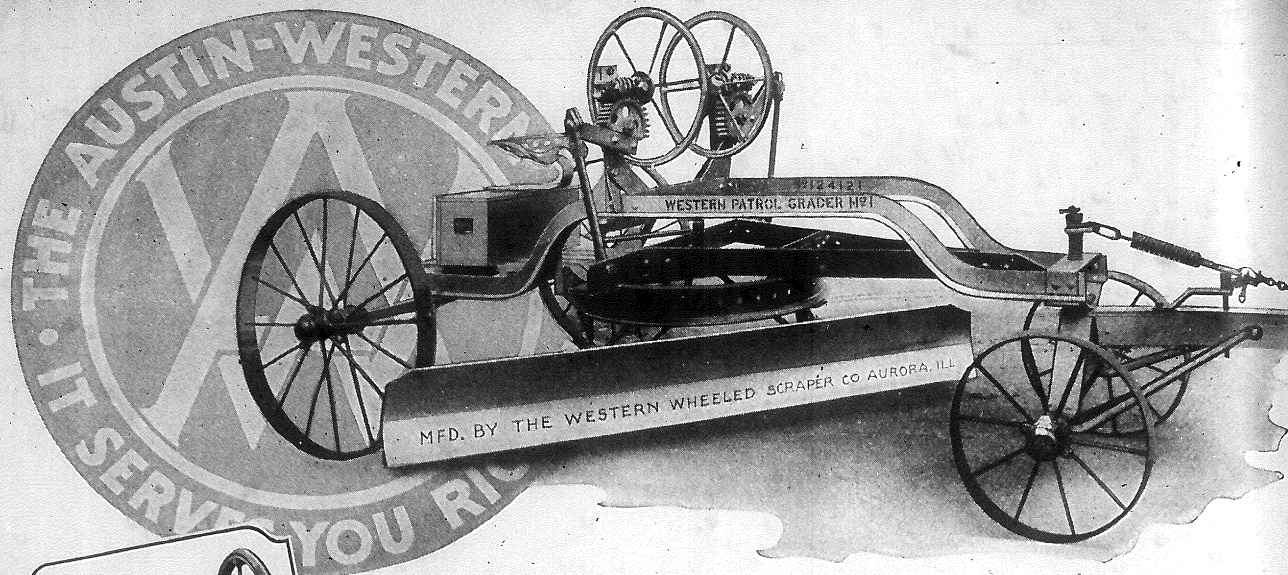
Batesville-Mammoth Spring Highway

AUGUST

VOL. 2

1925

NO. 8



Patrol Graders with Lost Motion Left Out

LOST MOTION may well be called the curse of Patrol Graders, so the elimination of all lost motion from the 1925 Little Western, Westford, and Western No. 1 Patrol Graders marks a real achievement in the construction of maintenance equipment.

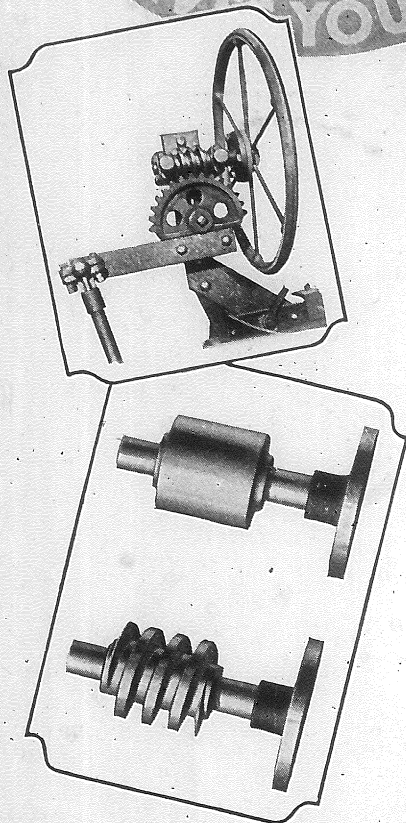
What is Meant by "Lost Motion"

"Lost motion" is that play at the connecting points of the blade control mechanism which makes it possible for the blade to ride over a hard, high spot or drop down into a low one. This makes fine work out of the question; but it was a necessary evil with which patrolmen were forced to contend until Western Engineers turned their attention to the problem, with the results we will now describe.

How Western Engineers have Eliminated Lost Motion

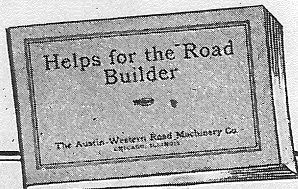
The blade control mechanism is of the worm and gear type, self-locking in any position. Both worm and gear are accurately machined cut steel. The worm and the flange to which the hand wheel is bolted are a single, solid steel casting. The housing for these worms is accurately machined and hot riveted to the supporting post, so there can be no lost motion at that point. The hand wheel hub has a flange cast on it to match the flange on the worm. These two flanges are bolted together, so there can be no lost motion at that point. The blade lifting arms have ball and socket connections which can be taken up for wear, thus eliminating any possibility of lost motion at those two vital points.

Space will not permit a detailed description of the many other worthwhile features of these, the only really up-to-date Patrol Graders; but the catalog tells the whole story and the coupon makes it easy to ask for your copy. Better tear it off now while you are reading this page.



Above: At no point in the entire blade control mechanism can lost motion creep in.

Below: Worm, shaft and flange are a single steel casting.



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ARKANSAS HISTORY COMMISSION
STATE CAPITOL
Little Rock, Arkansas

Official Monthly Bulletin of the State Highway Commission

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VOL. II.

AUGUST, 1925

NO. 8

Progress in White River Country is Amazing

Opening of Batesville-Mammoth Spring Highway Brings New Spirit.

OLD settlers around Batesville, ancient and honorable seat of Independence county, with a weakness for getting out and seeing the country and then telling their neighbors about it throughout the rest of their lives, used to boast of horse-and-buggy trips up through Izard and Fulton counties to Mammoth Spring, Arkansas' eighth wonder of the world, and the largest fresh-water spring in the known universe.

These trips, going and coming, took a full week, if the weather was good, and longer if it happened to be bad, but they were worth it, if only for the exhilarating, ozone-charged air one breathed, and the purple, old-world vistas one drank in through eyes wide with wonder.

The other day the writer, piloted by young Harry Maxfield in his Ford, swept over the same trip smoothly, easily, almost leisurely, in the space of three hours, leaving the Presbyterian Athens in mid-afternoon, and reaching old Mammoth in plenty of time to stretch our legs under Doc Culp's bountiful and justly celebrated table while the fried chicken and gravy were still smoking from the pan.

Quite a contrast, and yet it was no more amazing than the changed character of the countryside through which we traveled. Until yesterday a dreamy, cabin-dotted landscape, whose silences were seldom broken except by the baying of the houn-dog, or the crack of the squirrel-hunter's rifle, the coming of the highway has worked, almost over night, a marvelous transformation. Already the hum of industry is heard

on every side; paint has found its way into the valleys and the coves; fences have been lined with the great highway; front yards have been cleaned and beautified; chicken yards, vineyards, truck gardens and restful green stretches of alfalfa have taken the place of jack-oak and scrub pine and underbrush.

Streets of mountain villages are being widened and straightened; here and there the glistening pumps and the smooth concrete drives of the modern filling station bear witness to the invasion of an ever-increasing tide of tourist travel; everywhere there is a new atmosphere, charged with the ozone of progress. The ancient hills have awakened. They are calling to the valleys. The answer is in process of articulation. It will be Empire—the new Empire of the White River Ozark hill country, an empire founded upon and made possible by the coming of the new highway.

While all the communities along the route of the new highway will participate in the direct benefits, Mammoth Spring, at the northern terminus, and Batesville, at the southern, it is generally conceded, will reap the principal immediate commercial returns from the project, by reason of geographical and political factors involved. This is entirely as it should be, it would seem, inasmuch as it was from these two centers, and particularly from Batesville, that there emanated the vision and the political influence essential to the inception and consummation of the project.

Among those who first visualized the possibilities

of opening up this virgin trade territory through a great highway was Theodore Maxfield, one of Batesville's pioneer business men, who for many years agitated the question, backed by the Chamber of Commerce of that city, and Independence county officials. After the project had been fought through its preliminary stages, and Federal Aid had been restored to Arkansas in the fall of 1923, Mr. Maxfield was appointed a member of the Honorary Highway Commission by Governor McRae, and in that capacity, with the hearty co-operation of Commissioner Herbert R. Wilson, he was privileged to assist in working out the final details and pushing them to completion.

The contract for the Batesville-Mammoth Spring road was finally let on January 31, 1924, in four sections. Successful bidders were the Western Construction Company, Little Rock, 15.37 miles, for a total of \$104,023.35; R. L. Gaster, Little Rock, 20.61 miles, \$111,432.22; Davis Construction Company, Mammoth Spring, 19.35 miles, \$91,710.83; Oliver Construction Company, Little Rock, 20.25 miles, \$110,805.43. With various extra items of overhead taken care of out of State highway funds, and outside the contract, including engineering supervision, bridge work, etc., it is estimated that the entire project represents an expenditure considerably in excess of \$500,000.

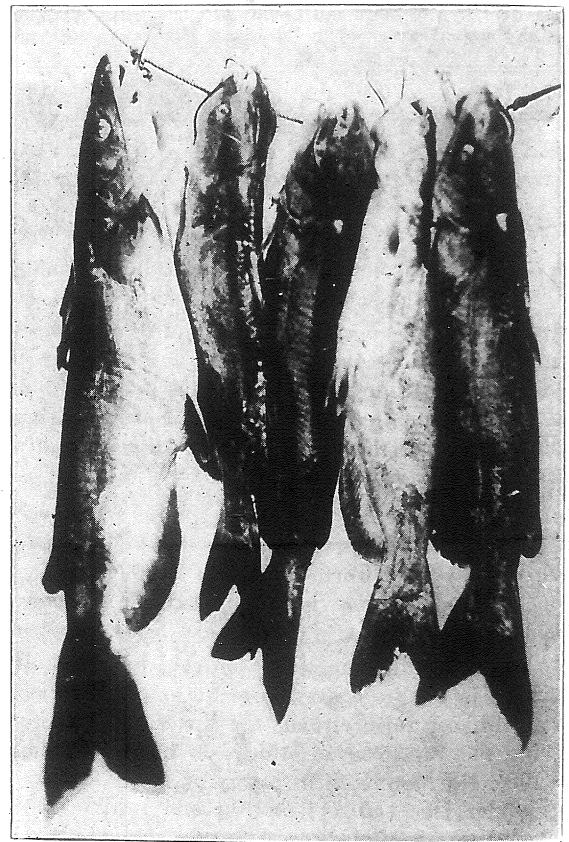
E. E. Mashburn was resident engineer in charge, and he was assisted materially by N. B. Garver, bridge engineer of the State highway Department; D. B. Cutler, then district engineer for the department, and E. E. Bonewits, then Mr. Cutler's assistant in the Batesville district office. R. C. Limerick, State highway engineer, also devoted much time to the supervision of the work, as did Commissioner Wilson.

Following closely upon his successful achievement of his highway vision for his native city, and capping his career of highway activity for his section, Mr. Maxfield, again backed by the Batesville Chamber of Commerce, was successful in putting through the 1925 General Assembly the Gray law, sponsored by Representative Thornberry Gray, providing for the construction across White river at Batesville of a half-million dollar bridge which will eliminate a ferry there and provide a much-needed link in the national Pershing Way. With the proposed Pleasant Plains-Searcy highway, which Commissioner Wilson announced last month had been added to the State highway system, this bridge will have the effect of shortening the distance between Batesville and Little Rock by approximately 20 miles, and attracting much traffic that now seeks a roundabout way, or that never reaches the capital city.

No event in the highway history of Arkansas for 1925, not even the opening of the celebrated Little Rock-Hot Springs road, is of greater significance than the

opening of the Batesville-Mammoth Spring highway, which was celebrated at the northern terminus in July, and will be celebrated at the southern terminus by Batesville citizens on August 21 and 22. This by reason of the opening of a very rich and fertile agricultural section, 75 miles in extent, previously isolated and practically cut off from commercial intercourse with central Arkansas.

For the cross-country tourist, the new highway and the proposed bridge mean wonderful new links through territory of real scenic grandeur. For the true citizen of Arkansas, they mean the joyful recovery of a "Lost Province" rich beyond description in developed and undeveloped resources, which must inevitably play a large and vital part in the future development of the "Wonder State."



A MORNING'S CATCH AT BATESVILLE.

A FILLING STATION DE LUXE.

Acting Chief of Police Church with Tom Thompson raided a filling station Wednesday morning, catching a cooler filled with home brew. The brew was said by the officers to have had an awful kick and was being given away to all customers.—*Blytheville Leader.*

Batesville, Pearl of the White River Ozarks

A City Where the Past Is Not Forgotten, Nor the Future Overlooked.

ARKANSAS' White River has produced many pearls of "purest ray serene," which have brought great beauty and joy into the hearts of men, but no jewel that has come from her sparkling depths can compare to the encrustation of human civilization and culture that has grown up along her banks in the foothills of the Ozarks which men have called Batesville.

In this old, but ever young and progressive community, the past with its great traditions and hallowed memories is never forgotten, but the present, with its manifold duties and responsibilities, is never neglected, nor the future, with its bright and beckoning possibilities, ever overlooked or betrayed.

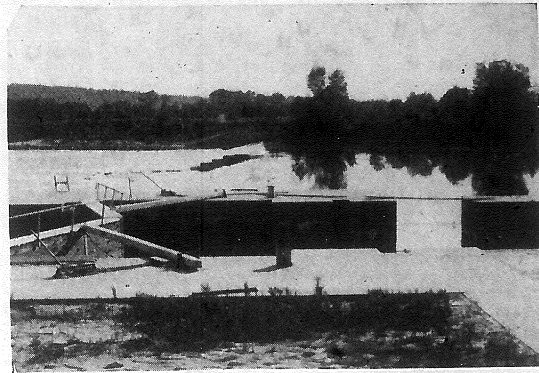
Arkansas has several cities, beautifully situated, which have claims to designation as her Athens, but it is at Batesville where her oldest chartered educational institution is located. Out of the classic halls of Arkansas College, just now being greatly enlarged and beautified, have gone into the various interests and activities of the State many alumni who have won recognition and honor for themselves and their Alma Mater, and woven around the institution many treasured traditions.

Other schools, including the public system, have been fostered and encouraged from the earliest days, and with its churches, have given the little city a distinctive atmosphere of culture and grace. If any community in Arkansas could be forgiven for deriving solace and comfort from a great past, it is Batesville. But here that does not mean, as is so often the case, that the community has its eyes turned backward, to the exclusion of the present and future.

Bustling with activity, civic, commercial and industrial, in the midst of a paving campaign that will eliminate the last gravel street from the central business section, with a Chamber of Commerce alive and active, with new roads opening up every week, and a great new bridge just being laid down across the White river, Batesville with one hand is taking care of the present, and with the other is reaching out toward a future that will far eclipse her past.

Batesville is the metropolis of a county which in its climate, its crops and its mineral resources virtually epitomizes the State of Arkansas, whose very geographical outlines its own boundaries parallel with uncanny exactitude, as a reference to the small map on Page 12 of this issue will show.

Because of its elevation Batesville is extremely healthful, its air being super-charged with the life-giving ozone of the hills. In the county, however, the range of elevation, from the rich bottom lands to the sky-piercing mountains, gives a variety of crops running from the



LOCK AND DAM NO. 1, BATESVILLE.

finest cotton, staple of the South, to alfalfa, corn and wheat, the boasted products of the North.

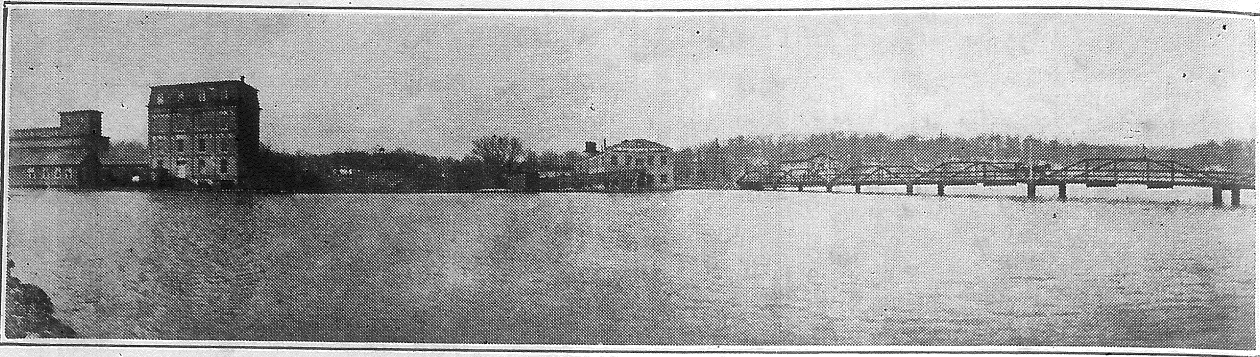
In mineral wealth, Independence county is one of the richest in the South. Its manganese fields are among the greatest in America. Zinc, phosphate, lead, marble, granite and building and pottery clays are important products. Arkansas' beautiful capitol building in Little Rock was built of Batesville marble, one of the finest, hardest and most costly monumental stones in the country.

Batesville industries include light and power plants, gins, compresses, lumber mills, stove factories, screen factories, laundries, wholesale houses, sheet metal works, machine shops, garages, and printing establishments. Two of the best edited and most prosperous newspapers of the State maintain a healthy rivalry. New industries are sought and encouraged by a Chamber of Commerce comprising the liveliest and most progressive business leaders of the community, headed by C. D. Metcalf. Miss Robert Ella Case is secretary.

Orphanages of the Masonic and Odd Fellows' fraternities are located at Batesville, because of the splendid health and moral atmosphere.

With the coming of cheap hydro-electric power as a result of the harnessing of the White river in this section, now in progress, Batesville has in prospect a cotton mill, a smelting plant and other industries dependent upon it.

Batesville was designated as headquarters of District No. 5 of the State highway department by Commissioner Herbert R. Wilson when the department was reorganized under the Harrelson Act in 1923, and all highway activity of this great section centers here under the direction of E. E. Bonewits, district engineer, and his assistant, M. W. Parse.



It looks like a lake, but really it's a single spring.

Mammoth Spring, The Largest in the World

Northern Terminus of New Highway Is Marvel to the Tourist.

LEAPING full-grown from the cavernous womb of the Ozarks, like Juno from the head of Jove, Spring River, one of the show streams of Arkansas' summer playground, has its origin in the far-famed Mammoth Spring, at sight of which tourists in rapidly increasing numbers are marveling as they follow the lure of the State's new highway system.

Coming south over Missouri's "Number Seven," a unit in the Pershing Way, the autoist strikes the smooth gravel of the Batesville-Mammoth Spring highway at the Arkansas line just out of Thayer, and rounding an easily-graded bend, swings into view of what seems at first to be a lake of more than 18 acres of crystal-clear water.

But it is not a lake. It is a spring, bubbling from depths of mother rock, out of which come more than 60,000 cubic feet of water per minute, a volume hard to visualize in mere figures. Perhaps the average reader will get more out of the statement, mathematically correct, that more water issues from the Mammoth Spring than comes down from the Catskill Mountains through celebrated aqueducts to supply the daily needs of New York City, vast metropolis of the New World.

As the tourist descends into the valley his ear detects the roar of this mighty torrent as it pours over the hydro-electric dam erected as a result of the early vision of the Bellamys, father and son, pioneers of the hydro-electric industry now rapidly harnessing all the mountain streams of the State.

If he has time—and if he hasn't it and is wise, he takes it—the tourist stops to lunch under the trees, drink of the clear water, visit the government's charmingly laid out fish hatchery from which Arkansas' streams are restocked with game fish, and talk with the younger Bellamy—Edward C.—in his offices in the big roller mill which he now operates for the Hill interests.

It will not take long, in such a talk, for the tourist to learn what the new highways are meaning to Mammoth Spring and the Spring river country in the way of realization of the dreams which the early settlers dreamed as their eyes first viewed the surpassing beauty of the section.

The good roads are bringing them in, people with money and leisure, who are building summer homes along the ridges that border the Spring and Spring river; leaders of Y. M. C. A. and similar summer camps, seeking new playgrounds; business men in search of ideal locations for industry, near the source of cheap power. Things are beginning to materialize, after all these years, around Mammoth, and Ed Bellamy, who has dreamed them, and seen them coming, knows how much the highways have had to do with it.

And so he is a booster for the State highway department, glad to take time off to talk with the highway scribe, and hunt up old pictures, or chase around taking new ones, as he has done for this issue, and for which we thank him.

Be it said there are two hotels in Mammoth Spring, the Culp and the Nettleton, both good ones, where the traveler may find the kind of rest worth going far to seek. And there used to be a pretty heated rivalry between them for such business as came that way. But the highways have doubled and tripled the trade, and changed all that, and now both hostleries have so much to do there is little time to think about how much business the other fellow is doing.

There is a great deal more that might be said, but space requires that it be deferred. It is enough at this time to remind the Ozark tourist that he cannot afford to miss seeing Mammoth Spring, the northern terminus of North Arkansas' newest highway.

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The Problem of Good Roads

Lewiston (Maine) Evening Journal.

WHEN, the other day, the president of Bates College, talking to Rotarians, remarked that he traveled by automobile to Chicago, "on pavements," he said something about road-building.

You may talk about the roads of Rome, when they cemented Rome into a nation and fended off barbarians, for ages on ages, but Rome never had such roads as we shall see in America in the next fifty years. We shall, in deed, "cement" a nation into a homogeneity. We shall tie up a nation by travel. We shall afford the means for the Iowan to be in Maine and the Maine man to be in Iowa and each know the other. Sweden lost her liberties and her nationalism for two reasons, once upon a time. The first was lack of newspapers by which distant portions drifted apart in thought and lost the unity of patriotism and purpose; the other was lack of good roads that made them infrequent visitors and hence strangers.

The United States, rolling on cement roads, cannot separate. There is too much newspaper; too much intercommunication; too many Maine-born in Kansas and California and Florida, to permit this. We are building four million automobiles a year and these travel. The vehicles are here—the mileage of roads has not expanded as yet to meet their needs. Say what we may—society cannot exist without good roads. It is a tremendous expense—the issue is what is the least expense. We have 16,000,000 motorists. They require broader, better, straighter concrete roads.

It is safe to say that it costs about 2 cents a mile extra to drive on a poor road, over what it costs to drive on a concrete highway. We met 1,400 automobiles Labor Day afternoon, in coming 24 miles from Kennebunk to Portland. We counted them and we know that this is true. At 2 cents a mile this figured at \$672 additional expense. The ride took an hour and a half, because we were compelled to drive slowly. At the same time, these 1,400 automobiles themselves met at least 1,000 automobiles; for a rather larger number were going west than east. Add \$400 to the \$672 or call it \$1,000 extra cost had this been a rough country road. Multiply this as you please for eight hours of excessive travel. Broaden your vision and think of this on all roads where the wheels were rolling in endless revolutions. What does this mean? It means millions on millions of savings by having fine roads.

The concrete highway has come to stay—expensive in first cost with its reinforced base—but always the best. We see gravel roads fly into the ditches. They must be held together by binder. They disintegrate, even then, in frost; while the concrete road lifts and falls; expands and subsides in heavy frosts. We do not know yet what is a permanent road; but we know what may be nearest to it. We know what is easiest; fastest within the limit of safety; we know what we like if

we can get it. Figures afforded us lately by the Maine Highway Department go a long way to prove that the most expensive road is the elegant, broad gravel road that is so delightful to ride over when new; so soon torn apart by the truck and the automobile. How many such roads have you in mind that have "gone to pieces?"

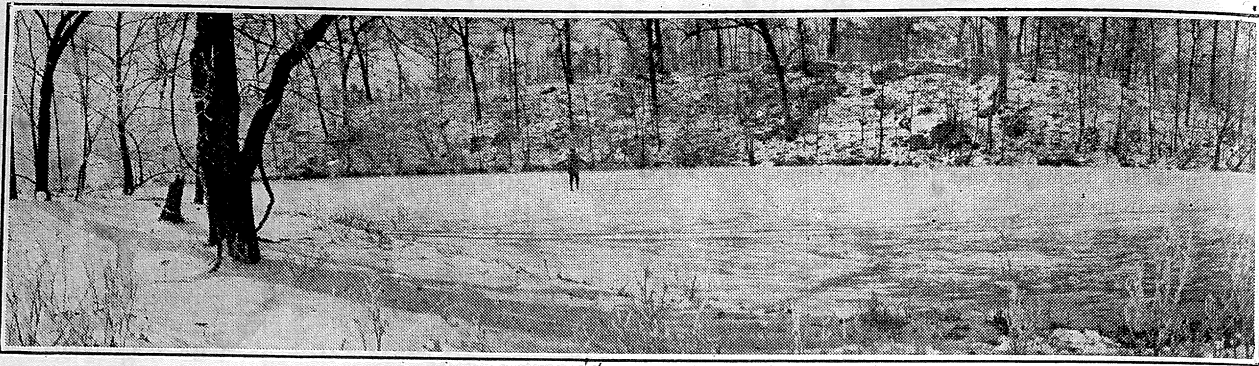
Another thing is apparent; concrete roads always save the other roads. A concrete highway between cities will absorb 90 per cent of all of the travel. The trouble is that there are not two of them where one ought to be. There are 100,000 automobiles in Maine and often they are all dressed up and no place to go. We are forced, for instance, to go to Belgrade Lakes via Augusta, when we ought to be able to save eight miles and go in another and shorter way.

Permanent roads are a good investment; not an expense. Society has determined that. Nothing, under the sun, can stop the automobile. It is here to stay. The only really economical trunk-road is concrete. This has been proven. The margin of difference is not sufficient to counteract the added expense of upkeep. We hear a good deal about burdens of cost—but money is not all of life. Society will usually meet money burdens; it cannot meet burdens of unrest and of thwarted desire and of impatience at delays. Automobiles themselves must pay for this expense, in greater and greater degree. Twice the tax on automobiles would not compare with the tax on railroads. We must meet situations. In Maine we are overtaxing the railroad; killing it. The railroad must live, or else heavy traffic must go. The sea must be used to convey heavy raw material. But it is not a war between the railroad and the automobile. Each must be developed; each must be protected.

The way out is concrete roads; permanent roads; reasonable and proper tax on railroads and government aid to all sorts of transportation. Society is the issue.

A SPORTSMAN'S PARADISE

For the sportsman who adheres to the creed of the late I. Walton, Batesville is headquarters; for the White river bass is one of the gamest of fish, and at this point is usually found in great numbers. There are government locks and dams which add to the attractiveness of the river, and cool caves and mountain streams which challenge the vacationer to exploration. And for the eye that loves to drink in quiet beauty, there are ridges from which roll vistas rivaling anything the West can boast. Like Zion, Batesville and Independence county are truly "beautiful for situation." And with the new highways, they are easily accessible to all the world.



No, this is not Alaska. It is a typical winter scene in the Arkansas Ozarks near Mammoth Spring. Pleasant to look at in August, too, isn't it?

Alaska's Development Dependent on Good Roads

Northern Territory Awake to Great Possibilities.

MOUNT McKinley, Alaska's picturesque pile of snow-capped granite, set in the midst of a wonderful national park, soon is to be reached by a fine automobile road, constructed by the government. This announcement will perhaps come with greatest interest to tourists who have visited Alaska and tried to reach the great mountain on foot or by pack train. It is symbolic, however, of the general awakening to the importance of good roads in the proper development of the territory.

"The agency that promises most for Alaska," said Governor George A. Parks in a recent interview, "is the public highway. Nearly \$9,000,000 has been spent in roads there to date. Every extension vastly widens the area of possible settlement and development. The great Alaskan problem is primarily one of transportation. The government railroad has helped wonderfully, but it must be supplemented by wagon roads and trails.

"A first-class road to Mount McKinley is now being built. Hotels are to be set up in the national park there. The great mountain is now accessible only by traveling afoot or by pack train through difficult country. When

tourists are able to reach the mountain by automobile in a day and can get comfortable living quarters in the park, Alaska's most picturesque attraction will draw many people.

"The tourist business already is quite important. Passenger trains on the government railroad are operated with a view to give the best possible service to visitors. That is why trains running from the coast to Fairbanks stop overnight midway of the journey which could be made in a single twenty-four-hour period."

SPRING AROUND BATESVILLE.

Somehow, the views around about Batesville and adjoining counties have always had their attraction, but at present, and since the splendid new highways have been built, feasting the eye on the wonderful natural scenery that has been brought out by the artistic route of the engineers who have planned our highway systems.

Everywhere the hills and valleys are adorned with the beautiful dogwood blossoms, all white and plentiful.

Then underneath is the pretty "Sweet William" growing wild on the hill with backgrounds of ferns in a number of varieties, and equal to any cultivated plant in beauty and luxury. And, too, apple blossoms pink and delicate adorn the fields and orchards, and there is a breath of perfume in the air from the fragrant plum trees shedding their dainty blossoms and the whole of creation in the Ozarks is alive with beauty and the breath of the season as can be seen by the wonderful views now being enjoyed by the citizens of Independence county.
—*Batesville Guard.*

HORRIBLE POSSIBILITY.

Our office boy is glad the evolution-trial is over. He was afraid that some scientist might find that man descended from castor oil.—*Gurdon Union-Press.*

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CENTRAL SUPPLY CO.

LITTLE ROCK, ARK.

As Arkansas Editors See It

"FLOWERS TO THE LIVING"

Steve Meador, in *Okolona Messenger*.

Quite often we have friends to ask us the reason why we take up so much of our space in throwing "bouquets" at men we have occasion to mention in the *Messenger*. In reply to such question, we will say that we think that we have two safe, sane, sound and logical reasons for action in that matter. First, we are always sure that the subjects of such complimentary comments are quite worthy of every good word that we may say in our feeble way regarding them. Second; we believe deep down in our heart that the time to throw "flowers" to our fellowmen, is while they are here with us, not after they are dead—gone from us. All but too often, do we see good men, struggling on toward their graves, bending under the burden of care, literally starving for the sweet fragrance of the flowers of friendly personal favors. Then, the final call is given, they fall by the wayside—the busy world that passed them by unnoticed, yesterday, halts—they stop stock still—they shed copious tears—they pronounce fulsome eulogies—they cover their caskets with most costly floral tributes. But, but, it is

then too late. There is no life there—the soul that was within has gone out from the world, not knowing how much it was appreciated.

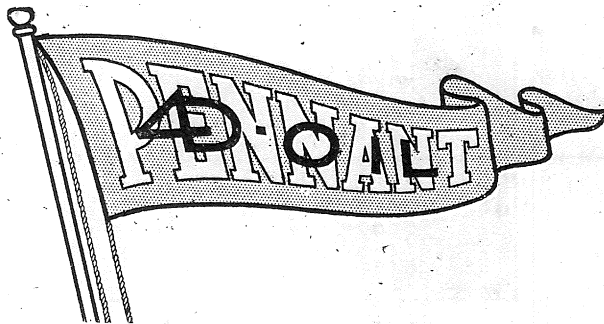
Give us our "flowers" now, if it is but a "Johnny-quill."

Bishop Leake passed through town Friday en route to Little Rock to take in the ball game. While Bish is a middle-aged man he has not lost interest in outdoor sports. Well, you can hardly blame him—his daddy is 77 years of age and would go fifty miles to witness a good ball game.—*England Democrat*.

EDITOR PULLS A BIG ONE.

We hate to publish such lightweight stuff during this critical hot weather, bad egg and Chinese situation, but, with the assistance of a red necktie, a pop and a chunk of pie, we pulled off a birthday on the 4th.—*Gurdon Union Press*.

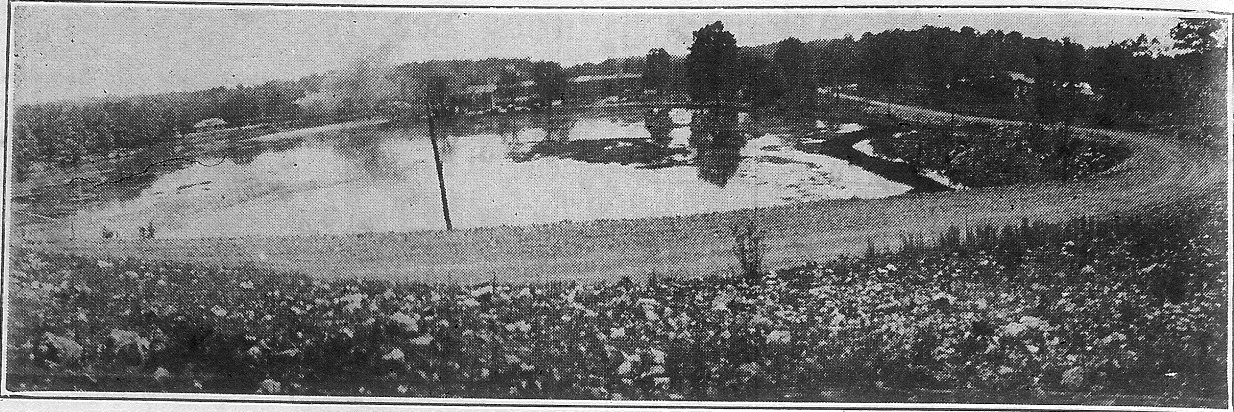
Right of way for the Cotter to Flippin road up the hill has been all donated and Overseer Link has said he will at once begin the work of making it. When it is done there will be no hill on the road after that at the ferry, and any car will be able to make that grade on high gear.—*Cotter Record*.



THE
WONDER LUBRICANT
 FOR
FORDS

PENNANT GASOLINE---AUTOMOBILE,
 TRACTOR AND TRUCK LUBRICANTS

PIERCE PETROLEUM CORPORATION



"Rounding an easily-graded bend, one views the Mammoth Spring."

The New Gateway to the Ozarks

By William F. Scarborough, County Agent, Izard County.

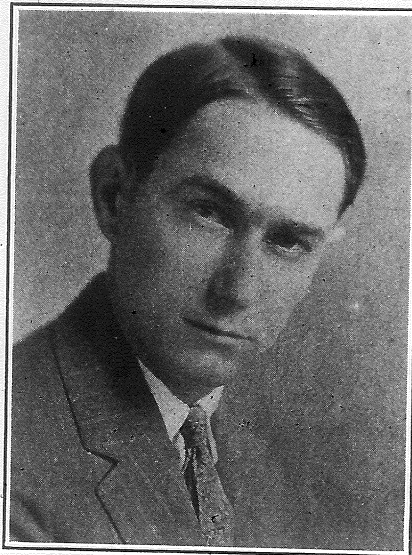
THE new North Arkansas gateway to the Ozarks, now open for travel, reaches from Mammoth Spring to Batesville—a distance of 77 miles. It is a state-federal project and cost approximately \$500,000. It connects with the Pershing Highway at Thayer, Mo., making a direct route for those traveling from Kansas City, St. Louis, Chicago, Springfield and points east to Batesville, Little Rock, Hot Springs, Pine Bluff, New Orleans, Texarkana and Dallas.

The road passes through Mammoth Spring, Salem, Oxford, Melbourne, Mt. Pleasant, Cushman and Batesville.

To travel over the Batesville-Mammoth Spring highway is to drive over a native gravel road that winds through shaded places, to mount high upon ridges that overlook whole counties and to dip down into valleys green with pastures, fruit trees and forests.

One can rest through the summer noon by mountain streams that flow from cold springs in the hillsides, sleep at night in rustic mountain inns or better still, in a fly-winged tent and under a blanket—and then banish the chill of the morning with campfire, bacon and coffee.

Thousands of acres, unused in the past, can now be utilized in the production of grapes, strawberries, sweet potatoes and potatoes and in the growing of grasses for dairy cattle. This road has cut down the distance to market ten times. In other words, in former days it required a whole day to make the trip to Batesville from



WILLIAM F. SCARBOROUGH.

Melbourne, 30 miles. Now the trip can be made in an hour.

Because of the inconvenience of getting out in the past, the farmers of this North Arkansas country have made themselves more or less independent of the outside world, producing almost everything they consume right on the farms where they live.

And it wouldn't take much investigating to discover that a majority of the farmers have bank accounts. They make their surplus crop—cotton—a cash crop instead of a credit crop.

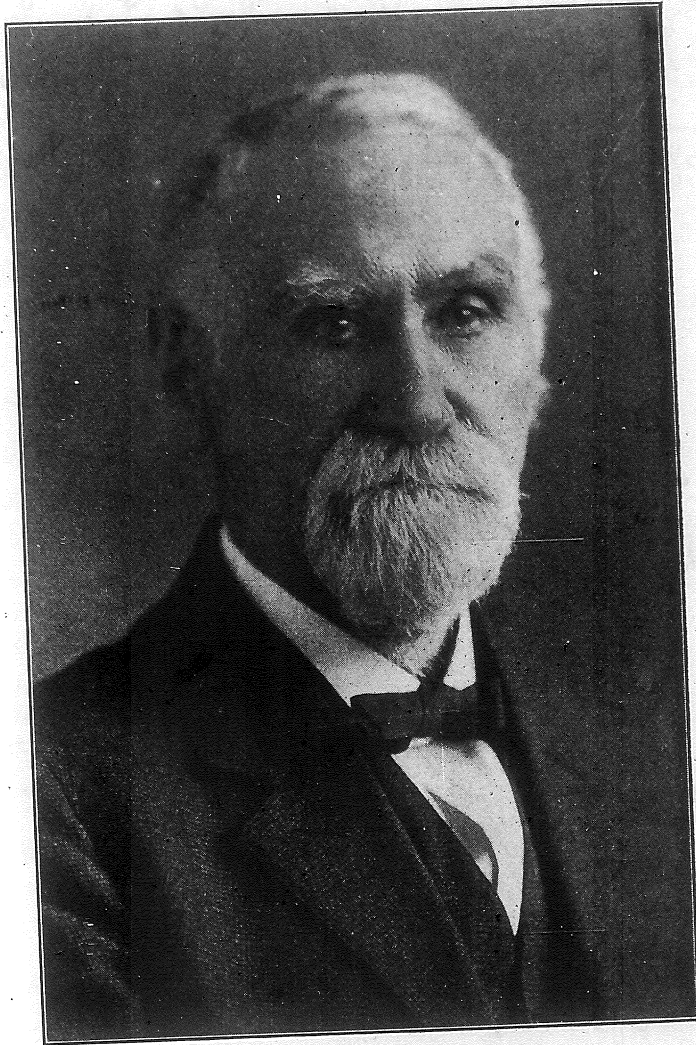
These farmers will now be near Mammoth Spring, Salem, Batesville, Melbourne and other good markets. Mammoth Spring is located on the north end of the highway and is a scenic point. Here is located the

largest spring in the world. The government's largest fish hatchery and the principal generating plants of the Arkansas-Missouri Electric Power Co. are located here.

Salem, county seat of Fulton county, has a population of 800, a good hotel, tourist park and a fine agricultural section nearby. A wonderful opportunity for dairying, poultry and small fruits exists in this section.

Batesville, located on the great White river, boasts of bank deposits approximating \$3,000,000. A new free bridge across the White river is now assured. It will be the only free bridge across this river and will connect the Pershing Highway with the Batesville-Mammoth Spring highway. It will provide the only link lacking in an all-year transcontinental road.

"HONOR TO WHOM HONOR IS DUE"



THEODORE MAXFIELD.

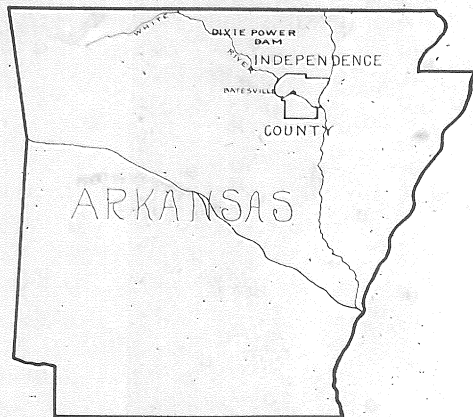
For his four score and one years of honorable life and service among us, which have been crowned by distinguished labors for the upbuilding of his native city and section through the opening of modern highways, chief among which is the celebrated Batesville-Mammoth Spring highway, just completed, we voice the gratitude of a loyal and appreciative people.

BATESVILLE CHAMBER COMMERCE.

C. D. METCALF,
President

ROBERT ELLA CASE,
Secretary.

"OPPORTUNITY BECKONS



Independence County, a miniature "Wonder State."



The Fleecy Staple of the South.

To the thousands of tourists who will visit this beauty try as a result of the opening of the Batesville-Mammoth Sp of scenic grandeur in the national Pershing Way, the Chamb sive and patriotic citizenship, voices its hearty greeting.

We trust that they will enjoy their visit with us, av network of collateral highways to see our many and varie pass on their way with pleasant memories, and new vision this section.

For it has truly been said that "opportunity beckons a 6,000 permanent residents, with a large school and colle year, Batesville has laid strong and deep the foundations ahead as a result of the opening up of a rich and virgin tr trated by improved highways.

Old enough for noble traditions, young enough to feel pansion and healthful growth, Batesville welcomes new blo prosperity, health, civic spirit, the atmosphere of church ture and quiet refinement, material and spiritual adva "pressed down and shaken together."

To attempt to name the industries, the schools, the chu scenic wonders of this immediate section would exceed the l be lived among to be fully appreciated.

It is enough to ask the tourists from other sections of other parts of our wonder Nation, who have followed the l to look about them while here, and see the inspiring messag ging from every mountain top.

Batesville Chamber of

C. D. METCALF,
President.

*Write the Secretary for details of the industrial
tural possibilities of Batesville and Independe*

KONS AT BATESVILLE”

will visit this beauty spot of the White River countiesville-Mammoth Spring Highway, a 77-mile linking Way, the Chamber of Commerce, for a progressive hearty greeting.

their visit with us, avail themselves of our splendid resources and interests, and new vision of the matchless possibilities of

opportunity beckons at Batesville.” A little city of large school and college population during most of the deep the foundations of the greatness that lies just a rich and virgin trade territory never before pene-

young enough to feel the thrill of the urge for example-welcomes new blood. For here are to be found atmosphere of churches and church schools, of cultural and spiritual advantages in Scriptural measure,

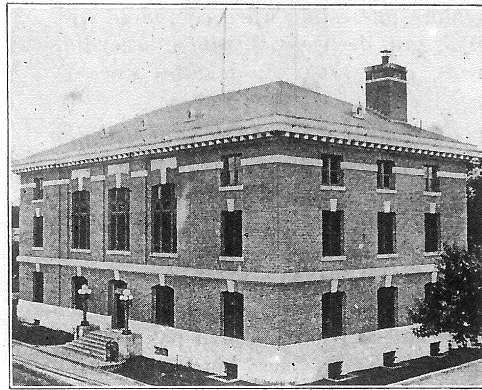
the schools, the churches, the institutions, and the men would exceed the limits of our space. They must

from other sections of “The Wonder State,” or from have followed the lure of easy-rolling highways, the inspiring message that Opportunity is wig-wag-

Chamber of Commerce

ROBERT ELLA CASE,
Secretary.

for details of the industrial and agricultural
Batesville and Independence county.



Batesville's Beautiful Federal Building.



The Alfalfa of the North.

"License Tag No. 162,000"

An "Arkansas Philosophy" Advertisement of the Home Insurance Company.

ON JULY 31, automobile license tag No. 162,000 was issued to an Arkansas automobile owner by the State highway department. That number is interesting only in comparison.

It is about 30,000 higher than the highest tag number issued on July 31, last year, and it is nearly 20,000 greater than the total number of tags issued in Arkansas in 1924.

But it is even more interesting when compared with tag numbers of 1915, just 10 years ago when, according to statehouse records, only 7,980 automobiles were licensed in Arkansas.

No phase of the really remarkable progress that Arkansas has made in the last 10 years has been more revolutionary in its effects or more spectacular in its outward aspects than has this increase in automobile traffic.

From a novelty to a necessity in 10 years—that's the history of the automobile in Arkansas.

It is difficult to say just to what extent the automobile has been a cause and to what extent it has been an effect, of progress along other lines, but investigation shows striking parallels.

Good roads, for example. In 1915 Arkansas had very little improved mileage, and not even a beginning of a state highway system. As late as 1920 we had only 615 miles of improved road, only 435 miles of which were surfaced even with gravel.

But at the end of 1924, Arkansas had 6,236 miles of improved highways, more than 4,000 miles of which were surfaced, and these improved roads have been linked up into a highway system which has made it practicable to cross the state in almost any direction at any time of the year.

Transportation is a primary factor. Automobile tag No. 162,000 is an eloquent testimonial of the progress we are making. Next year we will issue tag No. 200,000. "Have faith in Arkansas."

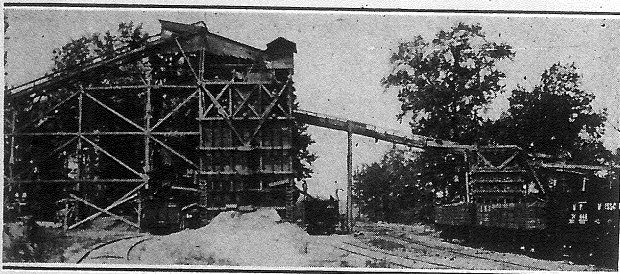
DETESTATION PLUS.

Nothing is ever
So cordially hated
As the old car
Just before
The new car is bought.

—C. T. Davis, in *Arkansas Gazette*.

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821 Southern Trust Bldg. Little Rock, Ark.



Plant: Benton, Ark.

REAL GRAVEL—

FOR HIGHWAYS—FOR RAILROAD BALLAST
—FOR CONCRETE CONSTRUCTION

Our road clay gravel, weighing 3,000 pounds per yard, is best by every test for road building purposes. Our capacity is from 50 to 60 cars per day, as a result of our separate road gravel loading organization using Bucyrus "70-C" shovels and Baldwin 50-ton locomotives.

Our capacity for washed ballast, washed concrete gravel or washed sand is from 60 to 70 cars per 12-hour shift.

Our service to road districts, railroad projects and large construction jobs is of proven dependability.

Call us over Telephone 4-3788 or Long Distance 133, Little Rock, or Benton 93, for quick action.

J. J. BALL, President
CHAS. M. KING, Secretary

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ST. LOUIS, MO.

Manufacturers of

ROAD MARKERS AND ROAD SIGNS—METAL
TAGS—EMPLOYEES' IDENTIFICATION BADGES
—RUBBER STAMPS — SEALS — STENCILS—
AUTO LICENSE PLATES, ETC.

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Write for Catalog.

DREW GRAVEL COMPANY

ROAD SURFACE GRAVEL furnished in any quantity

Pits and shipping point (Ozman
Bluff) Monticello.

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ARKANSAS

M. E. SHERLAND, Sec.-Treas.
McGEHEE, ARKANSAS

Southern Material & Construction Co.

624-27 Southern Trust Bldg.
Little Rock, Arkansas.

When you employ this firm to build your streets and highways, you get the services of an experienced organization owning more construction equipment than any other Arkansas firm of contractors.

We own and operate the largest sand producing plant in the state, furnishing Arkansas river, washed, channel sand exclusively.

A combination of the material production with the construction business means an ultimate economy to the purchaser.

A. C. BUTTERWORTH,
President.

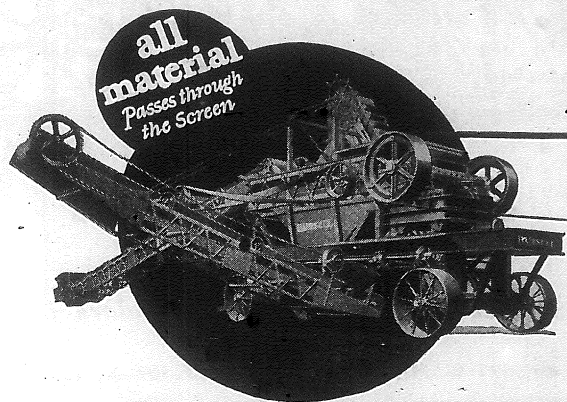
CHAS H. MILLER,
Vice President.

J. A. GREGORY,
Vice President.

R. S. WILSON,
Secretary and Treasurer.

Two Counties Active

Among the counties of the State that are planning to develop their subsidiary system of lateral roads not on the State system, but of importance to rural communities which need to be tied up with the system are Washington, where there is now being planned more than 40 miles of new rural roads, and Jefferson, where a committee from the Advertising Club is working out plans for a super-system of county roads connecting up with the main highways.



Russell Portable Screening Crushing and Loading Plant!

One handling of material performs all three operations—screening, crushing and loading. Conveys the material from gravel pit, screens, crushes and delivers a uniform product directly into wagon, truck or bin.

The feed back principle to crusher makes all material uniform—no oversize can pass the screen. Hopper arrangement and wide 24 inch delivery conveyor affords rapid loading of trucks.

Construction of this outfit is most substantial and durable insuring steady service and long life. Weight complete 28,500 pounds.

The Complete Russel Line includes—8 Sizes ROAD MACHINES—2 Sizes ELEVATING GRADERS—MAINTENANCE PATROL MACHINES FOR BOTH MOTOR AND HORSE POWER, SCARIFIERS, ROAD DRAGS, DRAG AND WHEEL SCRAPERS, DRAG LINES, GRAVEL SCREENING, CRUSHING AND LOADING EQUIPMENT STEEL BEAM BRIDGES, ETC.

A very complete 72 page catalog sent free and postpaid.

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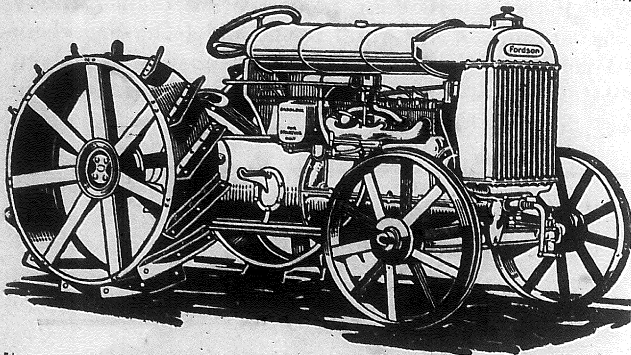
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ARMCO CULVERTS

Look Under Your Roads for the Proof

there can be--there is only one
"PURE IRON" for Culverts

In almost every State and in Canada there are many ARMCO Culverts that have been in use from 10 to 18 years. Can other culverts claim as much?

There can be *only one* purest and most uniform iron made for culverts. The chemist, the metallurgist, the microscope ALL say this is genuine ARMCO Ingot Iron and NO OTHER. In every other culvert metal impurities are either purposely left in or purposely added.

In ARMCO Ingot Iron the Microscope shows a *uniform* ferrite grain structure—a solid, unbroken wall against corrosion.

If you want corrugated culverts exactly like those which have definitely established the economy of this construction during the past 18 years you will look for the Blue Triangle Trademark. They can be found under NO OTHER BRAND.

"ALWAYS AT HOME"

DIXIE CULVERT MANUFACTURING CO.

Armco Ingot Iron Culvert Pipe
Calco Automatic Drainage Gates
Armco Ingot Iron Tanks

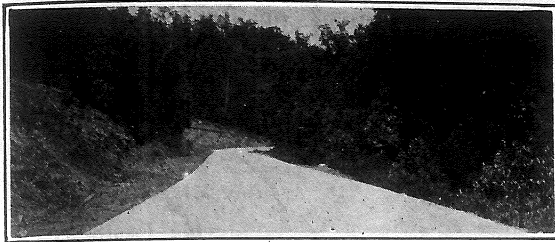
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LITTLE ROCK,
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Smith Concrete Mixers and Pavers
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Plows, Wheelers and Fresno

Page Hy-Way Guard



The Hot Springs Highway.

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SAND AND GRAVEL CO.

Benton, Arkansas

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CONCRETE SAND AND
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We furnished Sand and Gravel for
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More Miles Per Gallon

Others Claim it--
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Amiesite is an ideal resurfacing material for all types of worn-out pavements. Coming to the job ready mixed, in carload lots, for cold application, there is no job too small or too large. Forks, bars, truck and roller are the only equipment needed for construction of a permanent pavement.

Write to the Amiesite Asphalt Company for further data and for location of nearest mixing plant.

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STANOCOLA POLARINE

The "Standard" Motor Oil

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are essential to efficient Automobile and
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STANDARD OIL CO. OF LOUISIANA

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*Permanent
roads are a
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—not an expense*

Why America Must Have More Paved Highways

Almost every section of the United States is confronted by a traffic problem.

Month by month this problem is becoming more and more serious.

Hundreds of cars pass a given point every hour on many of our state and county roads. Down-town city streets are jammed with traffic.

Think, too, how narrow many of our roads are, and how comparatively few paved highways there are in proportion to the steadily increasing number of cars.

If the motor vehicle is to continue giving the economic service of which it is capable, we must have more Concrete highways and widen those near large centers of population.

Every citizen should discuss highway needs of his community with his local authorities.

Your highway officials will do their part if given your support.

Why postpone meeting this pressing need?
An early start means early relief.

PORTLAND CEMENT ASSOCIATION

Syndicate Trust Bldg.
ST. LOUIS, MO.

*A National Organization to Improve and
Extend the Uses of Concrete*

OFFICES IN 29 CITIES

DARDANELLE BRIDGE PROGRESS.

F. L. Hargett, district engineer for the State highway department, informs us that Commissioner Wilson has ordered a survey of the Dardanelle bridge site. Core drills and other implements have been ordered to make soundings for the foundation, he says, and preliminary work will begin next week.

The bridge commissioners met Saturday, August 8, to hear a report from the engineers and receive a compilation of tax values, so that they may proceed with the zoning and assessments as soon as estimates of cost of the bridge are made.—*Russellville Courier-Democrat.*

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*"We Can Repair or Duplicate any Piece of
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We Specialize in

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Phone 4-1660 922 So. Trust Bldg.

Little Rock, Ark.

TOURISTS PRAISE ROADS.

From the many tourists who are passing through Yellville at this time, one hears nothing but words of praise for the Ozarks, the Land of a Million Smiles

It is also gratifying to hear their words of praise for the good roads that are being built in all sections of the state.

A few days ago a party of tourists from Memphis spent a few hours here, having driven around by Little Rock, Fort Smith, Fayetteville and Eureka Springs. They said they were delighted with the wonderful scenery along the route, especially that through the Ozark section, and that they did not find any bad roads on the whole trip.—*Yellville Mountain-Echo.*

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ROAD SURFACE GRAVEL IN ANY QUANTITY

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J. S. MORRISON, Mgr.

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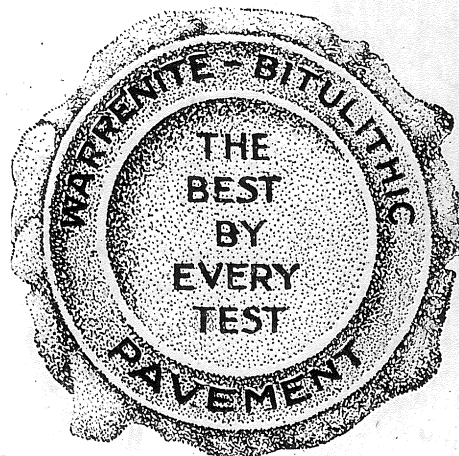
October 12-17, 1925

The new Premium List, with its \$30,000 in premiums, is off the press. Exhibitors may get their copy by writing the secretary.

Ben D. Brickhouse,
President.

E. G. Bylander,
Secretary.

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Warrenite-Bitulithic Pavement

The long service combination of rugged body and smooth shock absorbing surface.

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