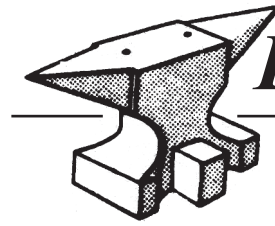


Home movies from the 1970s are wanted: Do you have home movies of El Cerrito in the late 1960s or the early to mid-1970s? We would love to see them! The City of El Cerrito is working with filmmaker Jim Mayer of the firm *Ideas in Motion* on a short movie about the history of the city's Recycling Center. Movie footage from that era would help them bring the story to life. If you have any movies that might fit this description please contact Dave Weinstein by phone at (510) 524-1737 or via email at davidsweinstein@yahoo.com.



Historical Society T-Shirts for Sale: Purchase your El Cerrito Historical Society T-shirt at the Annual Meeting. The price is just 19.50, including tax.

New Members: Please join us in welcoming new Historical Society members Clara-Rae Genser, Brad Perkins, and Al Miller. Thanks for joining.



El Cerrito Historical Society

P O Box 304, El Cerrito, CA 94530
elcerritohistoricalsociety@yahoo.com
www.elcerritowire.com/history

Vol. 27
 No. 3

The Forge

December 2011

The Official Publication of the El Cerrito Historical Society, Copyright © 2011

OUR NEXT MEETING: THE ANNUAL MEETING ***1:30 PM Sunday , Jan. 22, at the Senior Center***

“Annual Meeting”? What’s that?

State law, and our Bylaws, require us to have an “annual meeting” of the membership. We do so, every January.

What happens there?

- The Treasurer tells us what we took in, what we spent, and what’s left;
- The Board gives us a review of its activities in 2011;
- We Ooh and Ahh over how much has been accomplished;
- We critique how the Society is doing;
- We set the game plan for 2012, and
- We elect Board members who can and will carry out the Society’s goals for 2012.

Obviously this can’t work very well if you aren’t there. Please plan to attend, we need your thoughts and suggestions. If anyone would like to run for office they should contact Rich Bartke at (510) 235-1315.

Maximize your retirement with a well thought out plan



A New York Life Lifetime Income Annuity* can offer:

- A guaranteed monthly paycheck
- Ability to provide income over two lives
- Death benefit protection
- Protection against inflation
- Life and Long-Term Care Insurance
- Lifetime Income • Annuities

Call today for a free quote
Toll-Free (800) 894.7169

Aroon Masand
 Ca Ins Lic # 0G91015
 **New York Life Insurance Company East Bay G.O.**

(925) 866-4621
 (800) 894-7169
amasand@ft.newyorklife.com



* New York Life Lifetime Income Annuity is issued by New York Life Insurance and Annuity Corporation (a Delaware Corporation). All guarantees are backed by the claims paying ability of the issuing company.

Bates # 422417 **New York Life Insurance Company established 1845** The Company You Keep®
 A proud supporter of El Cerrito Historical Society

The El Cerrito Historical Society is a volunteer, non-political, non-profit corporation that has as its purpose the preservation and appreciation of the history of El Cerrito. It does this by providing educational and research opportunities; by the collection of historic photographs, documents, artifacts and cultural objects; by advocating the preservation of historic resources in the city; and by encouraging others to help further these aims. Anyone may join; dues are \$20 (Household member), \$50 (Sponsoring member), and \$250 (Life member).

The Lincoln Highway

El Cerrito and San Pablo Avenue once played host to the famous Lincoln Highway. The Lincoln Highway Association was founded in Detroit on July 1, 1913 with the objective: “To procure the establishment of a continuous improved highway from the Atlantic to the Pacific, open to lawful traffic of all description, without toll charges, and to be a lasting memorial to Abraham Lincoln.”

The first route was announced on September 14, 1913. The Lincoln Highway was the first transcontinental highway in the United States. It ran between Times Square in New York City and Lincoln Park in San Francisco. The highway went through twelve (later thirteen) states and was 3,389 miles long. Work continued on it for several years with frequent realignments to shorten the route.

The first concrete mile was laid in September 1914 just west of Malta, Illinois. The Portland Cement Company donated concrete in places to encourage construction. The last portion in the West to be paved was over Donner Pass in 1927.

From July to September of 1919 the entire highway was traversed from east to west by a convoy of Army trucks. My father bought a 1920 or '21 Model T Ford, upgraded it, and drove the Lincoln Highway from New York to Oakland in April of 1926. The pictures on this page and the next are from his trip and judging by their placement in his scrapbook appear to be in Colorado or Utah.



The original route in the West ran from Sacramento through Stockton and the Altamont Pass to San Francisco. With completion of the Carquinez Bridge in 1927 the Highway was re-routed through Davis, Dixon, Vacaville and Fairfield to Vallejo. It then ran down San Pablo Avenue, through El Cerrito, to the Berkeley Pier ferry landing.

In 1928 the Highway was marked coast to coast by concrete posts set by the Boy Scouts. Each post featured a Lincoln medallion and a directional arrow. The posts are almost all gone, but replicas are being installed. But by the end of 1928 the naming of highways was being phased out and a numbering system instituted. Most of the Lincoln Highway became US 40 and stayed that way until renamed Interstate 80. Much of the former US 40 remains as new alignments have been constructed for Interstate 80. In 1935 the Lincoln Highway Association dissolved. It was reactivated in October 1992.

The Historical Society's interest is in the designation of our San Pablo Avenue as a part of the Lincoln Highway system from 1927 until it was re-named as a part of US 40. San Pablo Avenue is now State Route 123.

Facts cited above are from the Lincoln Highway Association, 111 South Elm Street, Franklin Grove, Il. 61031; (815) 456-3030, and from R. Tribbett of the Dixon Chapter.

by Rich Bartke